

Presentation preparation

The right impression

Preparing effective presentations is key to the performance of any sales team or brand communicator. Designed to work with Lotus F1 Team's 2013 graphic identity, this presentation is defined by its visual impact, helping to deliver tailor-made presentation data.

Features

Impact, sophistication, image-rich, bespoke, real.



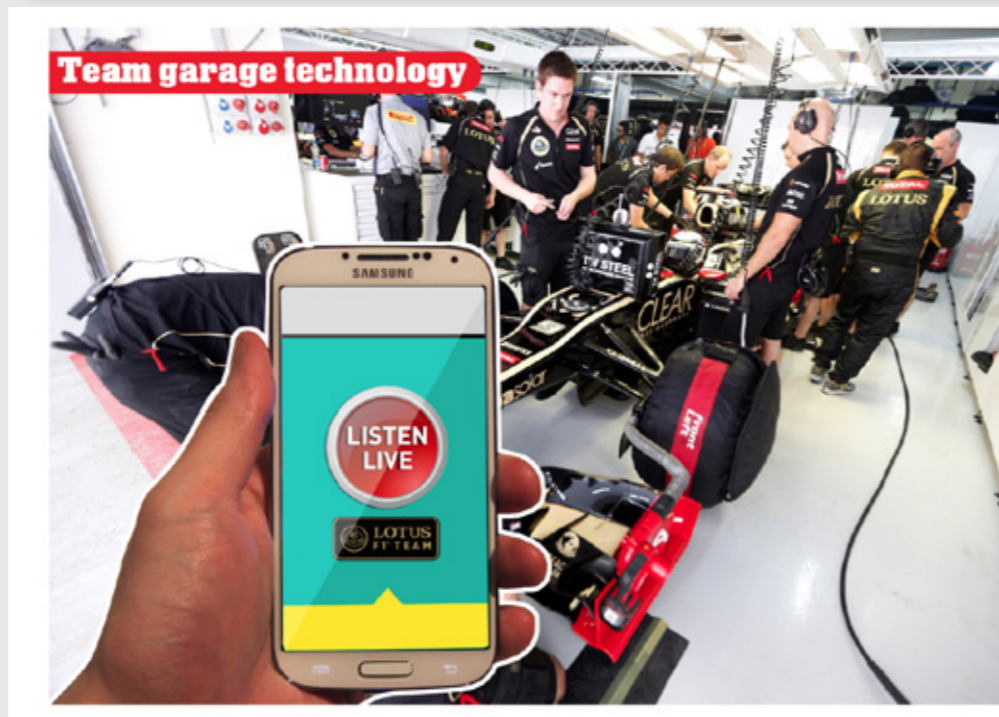
The activation opportunities



Through partnership with Lotus F1 Team we provide a mixture of bespoke activation assets.

With a partner we would jointly work on developing a product that would enable users to listen to Team radio feeds.

We would also work on introducing other technology to allow users behind the scenes at the Whiteways Technical Centre, home to Lotus F1 Team.



The media values

Branding property

Rear wing end plate (car)	£0,000,000
Driver helmet	£0,000,000
Team microphone buds	£000,000
Total*	£00,000,000

CPT (Cost Per Thousand) is the cost of advertising to reach 1000 people, based on normal advertising outlets

$CPT \times Audience / 1000 \times Exposure = \text{Media Value}$

This formulae can be utilised to create a valuation on the branding assets in this proposal

The branding valuation is calculated solely from dedicated FOM TV broadcast and does not include race repeats, highlights, non-FOM broadcast partners, internet and other media

