

WINNER

BEST TECHNOLOGY FOR FAN ENGAGEMENT

FORMULA 1 AND GOODFORM FOR F1 FAN VOICE

F1 Fan Voice, an online global research community for F1 fans, was launched in April 2018. F1 Fan Voice capitalises on the unique levels of engagement amongst sports fans via innovative use of online market research panel technologies. All members of the F1 community can be invited to take part in research instantly – with results immediately available for viewing. This has fundamentally changed the culture of the business at F1.

Here's what the judges said:

F1 Fan Voice is a unique project that is delivering impressive results in terms of understanding the profile and opinions of its fans. F1 Fan Voice has enabled the sport to deliver an enhanced fan experience while simultaneously using the feedback from it to inform major decisions and innovations within the sport.

Register your interest for 2020

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