

# RACING INTO THE SUMMER BREAK

2022 F1 MID-SEASON SOCIAL REPORT

**zoomph**





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The global rise of Formula 1 is undeniable. With increasing revenue<sup>1</sup>, an expanding fan base projected to reach 1 billion in 2022<sup>2</sup>, and the 'Drive to Survive' effect still alive and well, Formula 1's popularity growth seems virtually unstoppable. Luckily for the passionate fans and F1's owners, Liberty Media, Formula 1 continues to deliver an incredible product on and off the track.

The first part of the 2022 F1 season brought plenty of in-race excitement and storylines. Plus, new faces and places shook up the F1 season with rookie Guanyu Zhou joining the star-studded driver line-up and the inaugural Miami Grand Prix adding another American event to the schedule.

All the on-track hype translated to big social numbers across the board. From season kick-off in Bahrain to the start of summer break, F1, team, driver, and major media outlet social content generated 33.8 BILLION impressions and \$1.13 BILLION in social value, which compared to 2021 is 52% more impressions and 46% more social value.

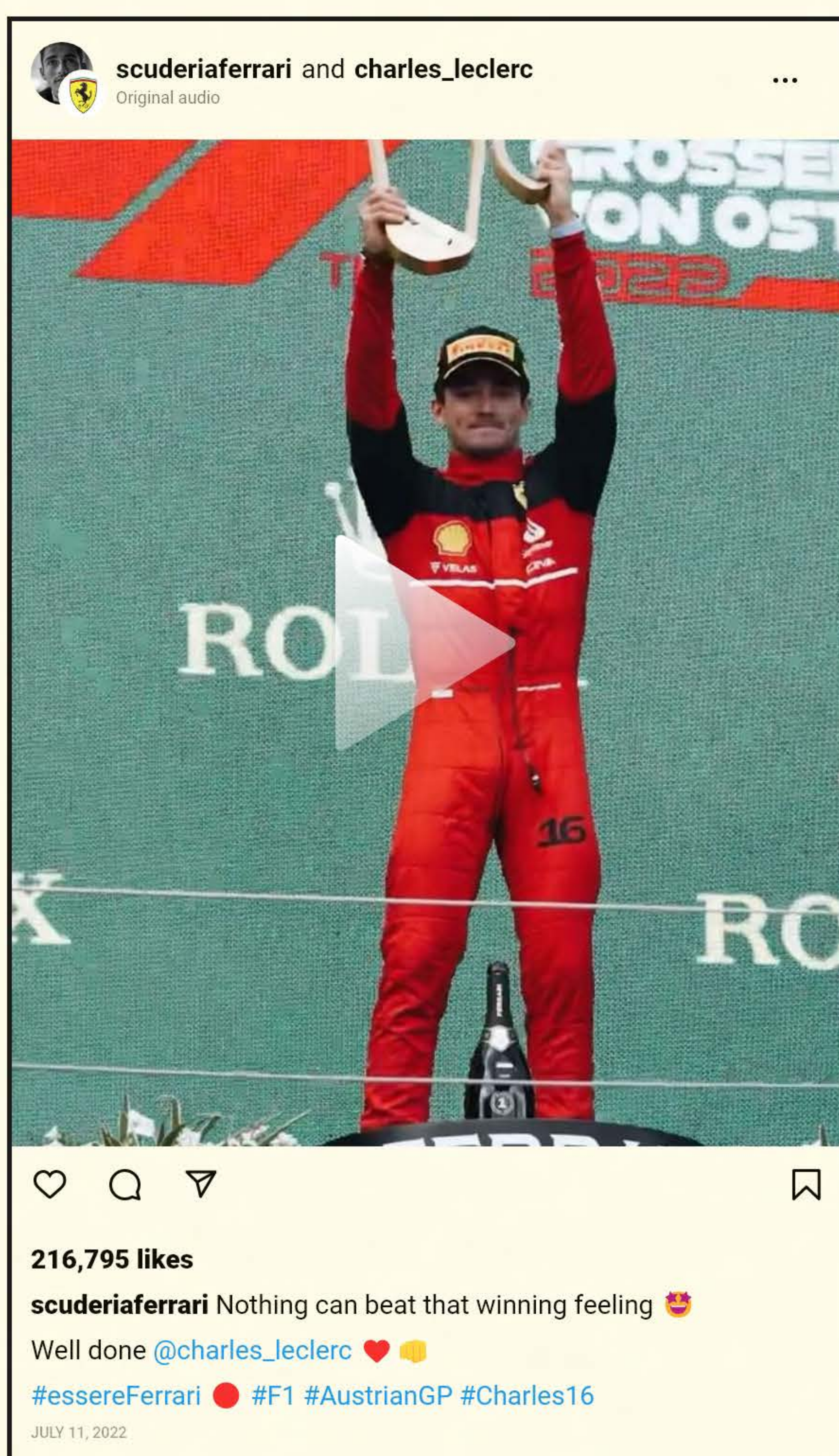
While in the summer break and a little over halfway through the slate of 2022 races, Zoomph did a full breakdown of Formula 1 team, driver and brand social media performance thus far. From celebrations to memes and everything in-between, we've got all the social media data in our F1 Mid-Season Report.



# TEAM SOCIAL PERFORMANCE

RANKED BY  
ENGAGEMENT RATE

|    | TEAMS                                 | POSTS | FOLLOWER GROWTH | IMPRESSIONS   | SOCIAL VALUE  | ENGAGEMENTS | ENGAGEMENT RATE |
|----|---------------------------------------|-------|-----------------|---------------|---------------|-------------|-----------------|
| 1  | SCUDERIA FERRARI                      | 4,830 | 13.01%          | 2,871,364,895 | \$80,699,984  | 139,187,049 | 4.85%           |
| 2  | ORACE RED BULL RACING                 | 2,889 | 6.26%           | 2,167,280,033 | \$69,596,267  | 97,201,351  | 4.48%           |
| 3  | HAAS F1 TEAM                          | 2,832 | 37.31%          | 921,454,092   | \$27,845,393  | 38,717,293  | 4.20%           |
| 4  | MCLAREN                               | 3,387 | 8.42%           | 1,918,505,943 | \$49,110,663  | 78,132,865  | 4.07%           |
| 5  | SCUDERIA ALPHATAURI                   | 1,928 | 10.28%          | 385,331,524   | \$10,527,829  | 15,150,948  | 3.93%           |
| 6  | ALFA ROMEO F1 TEAM ORLEN              | 1,124 | 10.94%          | 224,600,344   | \$6,009,577   | 7,846,178   | 3.49%           |
| 7  | MERCEDES-AMG PETRONAS F1 TEAM         | 4,909 | 5.64%           | 4,135,743,715 | \$111,012,940 | 140,057,964 | 3.39%           |
| 8  | ASTON MARTIN ARAMCO COGNIZANT F1 TEAM | 3,325 | 10.23%          | 475,923,786   | \$10,794,279  | 14,632,580  | 3.07%           |
| 9  | WILLIAMS RACING                       | 2,818 | 9.09%           | 444,093,416   | \$10,583,855  | 13,017,566  | 2.93%           |
| 10 | BWT ALPINE F1 TEAM                    | 2,821 | 6.31%           | 464,758,734   | \$10,173,151  | 13,267,070  | 2.85%           |



## SCUDERIA FERRARI

Race-over-race Ferrari consistently had the highest engagement rate, relying heavily on Instagram where they led all teams in total engagements.

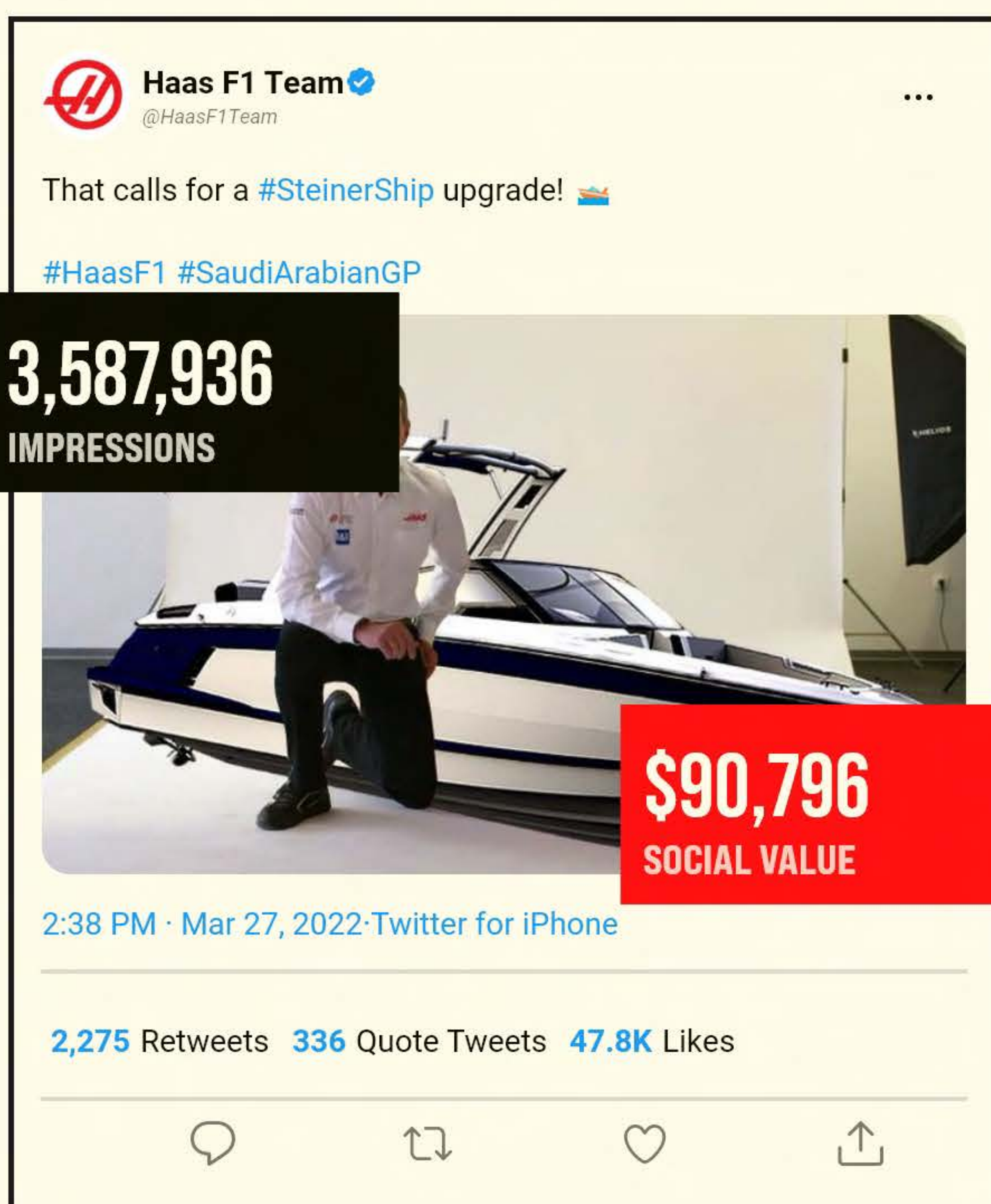
4,775,332  
IMPRESSIONS

11.74%  
ENGAGEMENT RATE

\$229,547  
SOCIAL VALUE

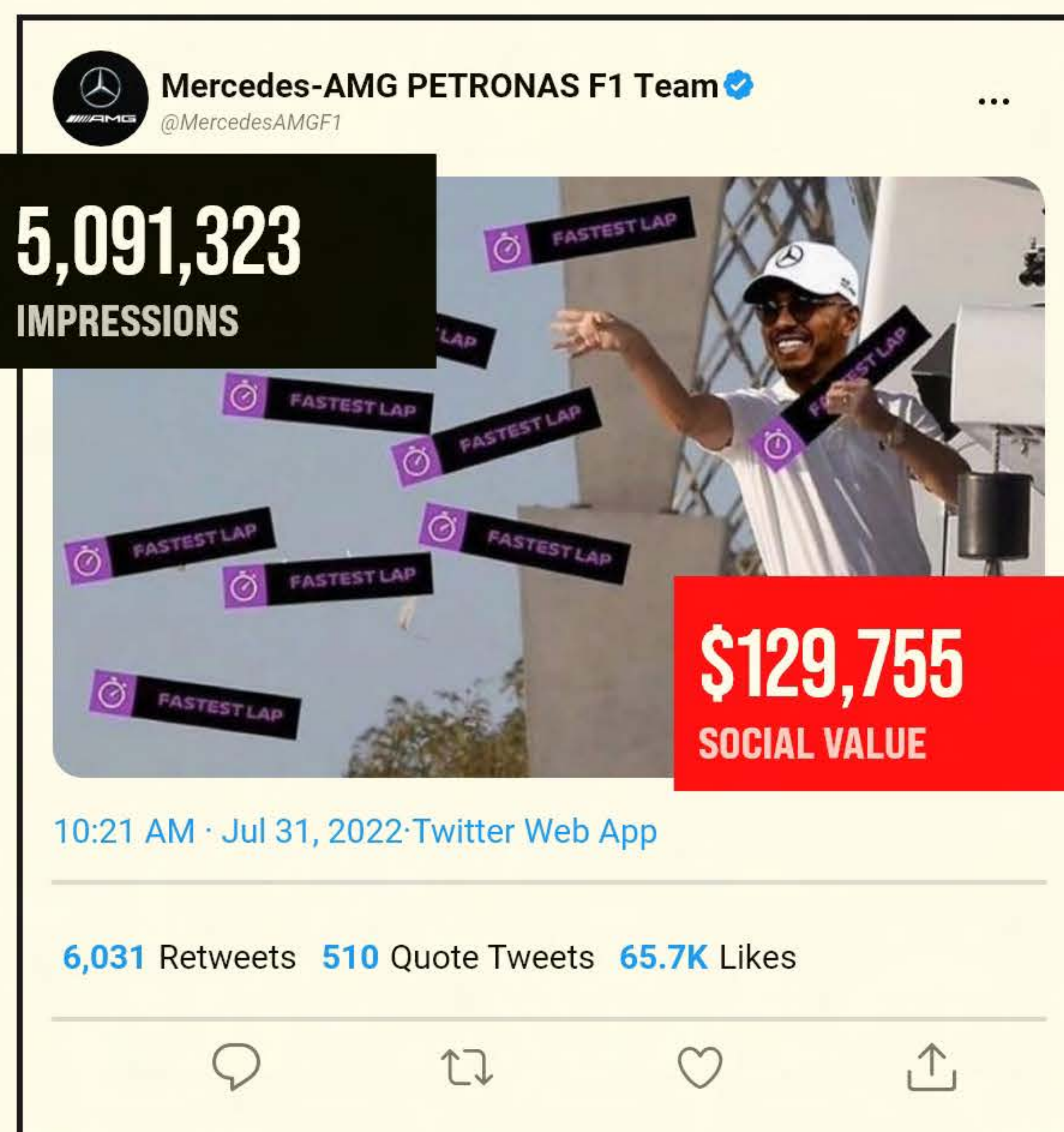
## HAAS F1 TEAM

As for teams with smaller follower counts, Haas' strong social strategy earned them the most follower growth, the 3rd highest engagement rate and a top half finish for engagements, impressions and social value.



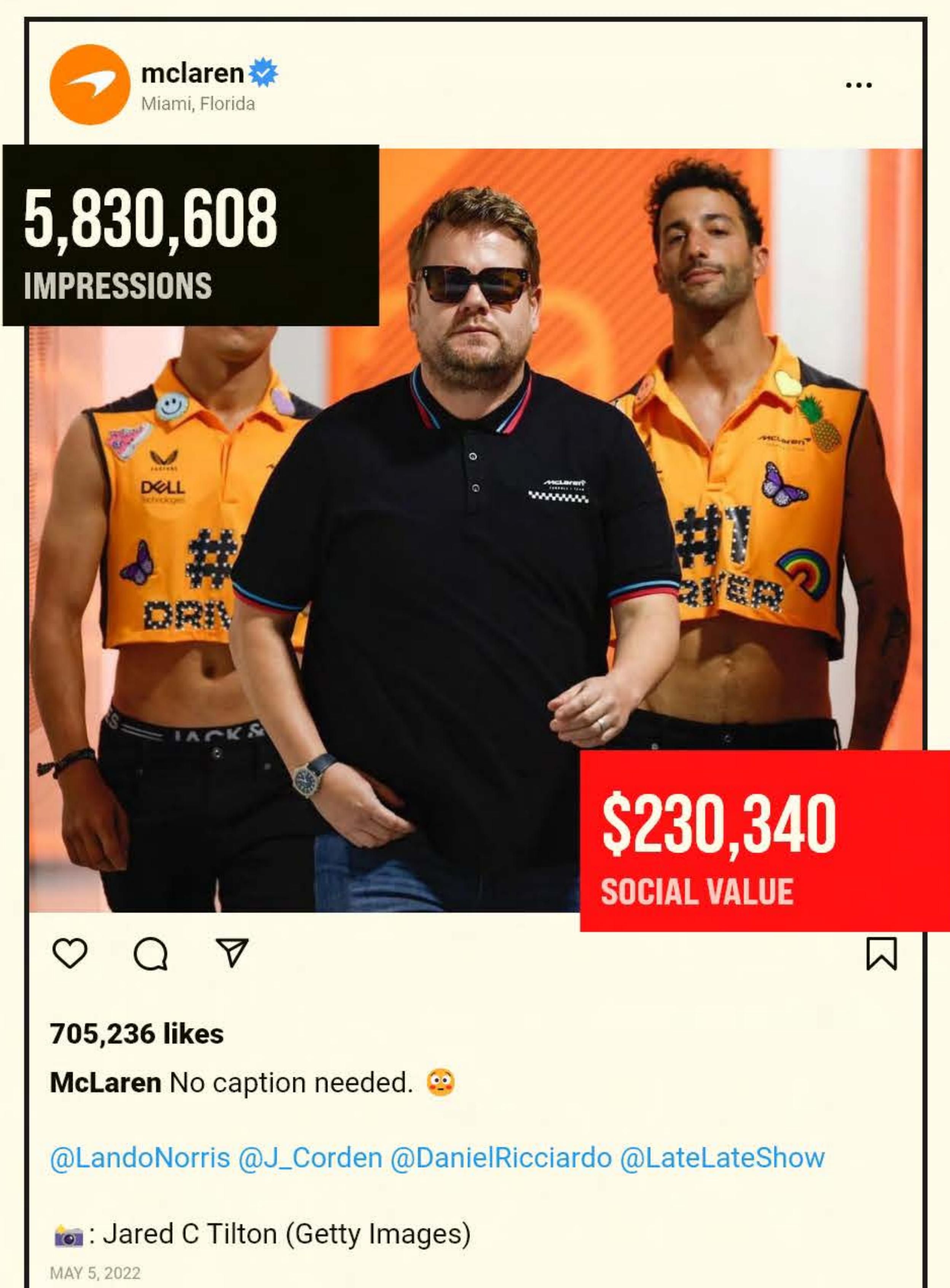
## MERCEDES-AMG PETRONAS F1 TEAM

Although Mercedes had a lower engagement rate, their overall numbers were the largest across the board. On Twitter they were dominant, with over 2x the engagements and nearly 2x the impressions of the next best team Twitter, Red Bull.



## MCLAREN

McLaren was the fourth and final team to break one billion impressions for the first half of the year, leaning on their two charismatic drivers for high-performing social content.





# DRIVER SOCIAL PERFORMANCE

# DRIVER SOCIAL PERFORMANCE

RANKED BY  
ENGAGEMENTS

|    | DRIVERS          | POSTS | FOLLOWER INTERACTION RATE | IMPRESSIONS   | SOCIAL VALUE | ENGAGEMENT RATE | ENGAGEMENTS |
|----|------------------|-------|---------------------------|---------------|--------------|-----------------|-------------|
| 1  | LEWIS HAMILTON   | 135   | 2.66%                     | 1,013,435,357 | \$32,354,766 | 5.93%           | 60,060,813  |
| 2  | CHARLES LECLERC  | 135   | 8.54%                     | 632,120,981   | \$22,853,104 | 7.32%           | 46,301,475  |
| 3  | SERGIO PEREZ     | 274   | 4.42%                     | 415,383,751   | \$19,276,737 | 8.05%           | 33,459,067  |
| 4  | MAX VERSTAPPEN   | 427   | 2.15%                     | 465,133,497   | \$16,712,352 | 7.11%           | 33,075,262  |
| 5  | LANDO NORRIS     | 254   | 4.81%                     | 521,651,995   | \$17,794,153 | 6.24%           | 32,552,656  |
| 6  | CARLOS SAINZ     | 317   | 3.98%                     | 373,999,651   | \$13,612,105 | 7.45%           | 27,859,751  |
| 7  | GEORGE RUSSELL   | 288   | 4.99%                     | 388,455,563   | \$12,882,388 | 5.44%           | 21,123,576  |
| 8  | PIERRE GASLY     | 73    | 8.18%                     | 146,222,765   | \$5,727,496  | 11.20%          | 16,369,850  |
| 9  | DANIEL RICCIARDO | 56    | 4.81%                     | 178,386,566   | \$6,581,230  | 9.00%           | 16,046,448  |
| 10 | VALTTERI BOTTAS  | 396   | 1.94%                     | 249,785,722   | \$8,446,920  | 4.95%           | 12,357,881  |
| 11 | MICK SCHUMACHER  | 187   | 4.33%                     | 218,319,126   | \$7,403,751  | 5.25%           | 11,467,284  |
| 12 | FERNANDO ALONSO  | 167   | 1.13%                     | 119,585,717   | \$3,285,055  | 5.68%           | 6,797,882   |
| 13 | ESTEBAN OCON     | 244   | 2.43%                     | 120,111,689   | \$3,562,897  | 4.51%           | 5,418,185   |
| 14 | ALEX ALBON       | 42    | 7.97%                     | 61,310,083    | \$1,959,600  | 6.15%           | 3,773,046   |
| 15 | SEBASTIAN VETTEL | 2     | 72.38%                    | 26,667,802    | \$1,290,162  | 11.86%          | 3,162,714   |
| 16 | KEVIN MAGNUSSEN  | 167   | 2.61%                     | 63,140,885    | \$1,985,587  | 3.57%           | 2,254,210   |
| 17 | GUANYU ZHOU      | 87    | 12.11%                    | 129,881,550   | \$3,314,276  | 1.40%           | 1,819,564   |
| 18 | YUKI TSUNODA     | 50    | 5.79%                     | 32,360,191    | \$986,623    | 5.23%           | 1,693,337   |
| 19 | NICHOLAS LATIFI  | 75    | 2.65%                     | 12,685,091    | \$412,986    | 4.83%           | 612,373     |
| 20 | LANCE STROLL     | 9     | 2.71%                     | 1,916,692     | \$62,055     | 8.53%           | 163,515     |

## LEWIS HAMILTON

Not surprisingly, 7-time World Champion Lewis Hamilton had the most total engagements, followed by Ferrari fan-favorite Charles Leclerc, whose up-and-down season has earned him a lot of support from fans.

lewishamilton

12,506,738 IMPRESSIONS

1,362,624 likes

lewishamilton Today's result was possible because of the many long hours my team put in to get the car to fighting shape. It was a tall order. Made some good improvements and we'll definitely keep chipping away for more. I can feel that win getting closer ~

JULY 10, 2022

## DANIEL RICCIARDO

Besides Sebastian Vettel, who joined Instagram in July to announce his retirement and only logged two posts, Hamilton, Leclerc and Daniel Ricciardo had the most engagements per post on average. Ricciardo also had one of the highest engagement rates, right behind Vettel and AlphaTauri driver Pierre Gasly.

danielricciardo

11.63% ENGAGEMENT RATE

368,607 likes

danielricciardo Learning French. Still stuck at enchanté 🇫🇷

JUNE 4, 2022





# MANUFACTURER BRANDS MANUFACTURER BRANDS

RANKED BY  
LOGO BRAND VALUE

|   | TEAMS   | ORGANIC POSTS | TIME ON SCREEN | IMPRESSIONS   | BRAND VALUE  |
|---|---|---------------|----------------|---------------|--------------|
| 1 |  FERRARI       | 7,064         | 5562M 17S      | 7,186,062,426 | \$16,448,067 |
| 2 |  MERCEDES-BENZ | 6,343         | 1509M 33S      | 6,287,860,848 | \$9,039,394  |
| 3 |  MCLAREN       | 2,634         | 446M 48S       | 2,457,035,145 | \$4,197,288  |
| 4 |  ALPINE        | 2,918         | 1024M 59S      | 1,869,538,254 | \$2,397,630  |
| 5 |  ALFA ROMEO    | 1,163         | 159M 45S       | 1,171,657,824 | \$2,307,891  |
| 6 |  ASTON MARTIN  | 2,687         | 690M 54S       | 1,771,035,691 | \$2,034,079  |
| 7 |  HONDA         | 1,251         | 329M 16S       | 851,435,420   | \$613,895    |

As the creators of the high-speed F1 cars fans watch zip around the track every race weekend, manufacturers are in many ways the backbone of F1. As a result, they are massive partners featured in most team names and on cars, helmets, hats, shirts, race suits and more.

Ferrari and Mercedes are not only the manufacturers of those top teams' cars, they're some of the primary logos featured across team and driver social media through exposure on liveries and gear. As for the other top team, Red Bull, they less prominently feature engine provider Honda, hence the lower ranking relative to teams whose manufacturer is a part of their name and larger brand.





# TOP 20 BRANDS

RANKED BY LOGO  
BRAND VALUE

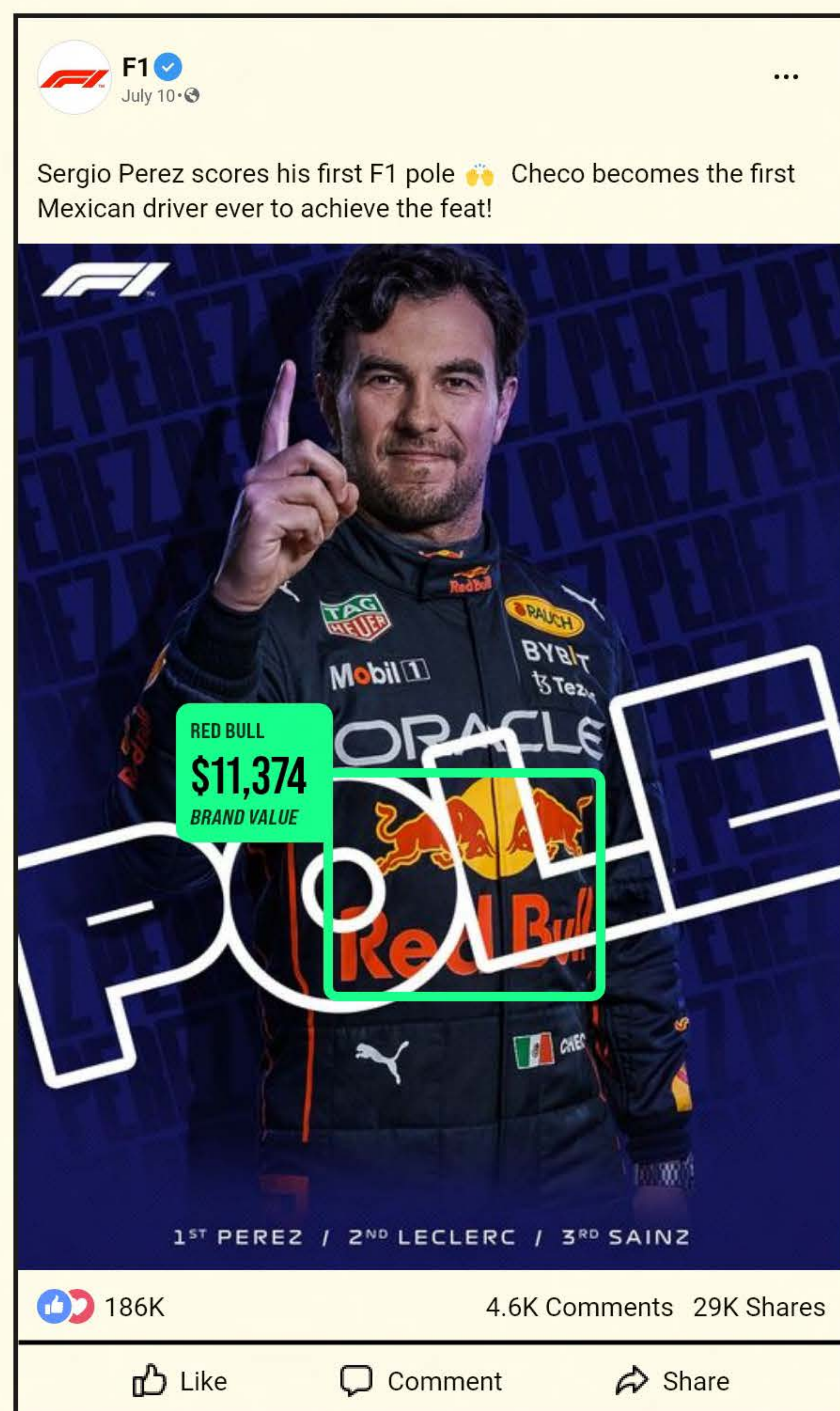
# 5

Most of the top brands were major F1 team partners, as opposed to general F1 partners. Five of the top 20 are team title sponsors, appearing in the name of the team and via prominent jersey, car and helmet logo placements.

| BRANDS                  | ORGANIC POSTS | TIME ON SCREEN | IMPRESSIONS   | BRAND VALUE  |
|-------------------------|---------------|----------------|---------------|--------------|
| 1  RED BULL             | 6,979         | 1888M 36S      | 6,698,737,391 | \$14,322,462 |
| 2  PETRONAS             | 5,343         | 808M 34S       | 5,866,328,275 | \$9,097,217  |
| 3  SHELL                | 5,750         | 1847M 33S      | 5,912,259,266 | \$8,061,940  |
| 4  PIRELLI              | 10,461        | 4188M 32S      | 8,523,786,155 | \$7,447,358  |
| 5  PUMA                 | 8,746         | 1823M 44S      | 9,151,774,337 | \$7,385,275  |
| 6  SANTANDER BANK       | 4,613         | 969M 9S        | 5,023,009,796 | \$7,333,634  |
| 7  ORACLE               | 4,199         | 807M 13S       | 4,451,154,963 | \$6,147,952  |
| 8  1&1 IONOS            | 2,320         | 355M 12S       | 1,485,539,144 | \$5,270,846  |
| 9  ALPINESTARS          | 3,828         | 625M 1S        | 2,617,059,283 | \$4,068,279  |
| 10  SAUDI ARAMCO        | 4,202         | 989M 43S       | 3,110,083,990 | \$4,040,718  |
| 11  INEOS               | 3,482         | 640M 54S       | 4,055,120,707 | \$3,825,048  |
| 12  ROLEX               | 3,490         | 734M 29S       | 2,993,291,437 | \$3,319,109  |
| 13  TAG HEUER           | 4,231         | 1022M 14S      | 4,225,297,111 | \$3,121,643  |
| 14  BWT                 | 3,937         | 738M 2S        | 2,426,596,197 | \$3,088,823  |
| 15  RICHARD MILLE       | 2,817         | 536M 41S       | 2,908,947,579 | \$3,055,020  |
| 16  MOBIL               | 4,126         | 757M 14S       | 4,261,666,455 | \$3,004,232  |
| 17  RAY-BAN             | 3,312         | 509M 3S        | 3,485,078,181 | \$2,787,722  |
| 18  ORLEN               | 1,813         | 210M 20S       | 1,110,994,656 | \$2,569,203  |
| 19  BYBIT               | 2,736         | 336M 8S        | 2,999,072,769 | \$2,379,846  |
| 20  AMAZON WEB SERVICES | 2,434         | 681M 54S       | 2,617,191,313 | \$1,999,729  |

## RED BULL

Red Bull doubles as a team in itself and a brand with a product to sell, earning the most exposure from jersey/race suit placement.



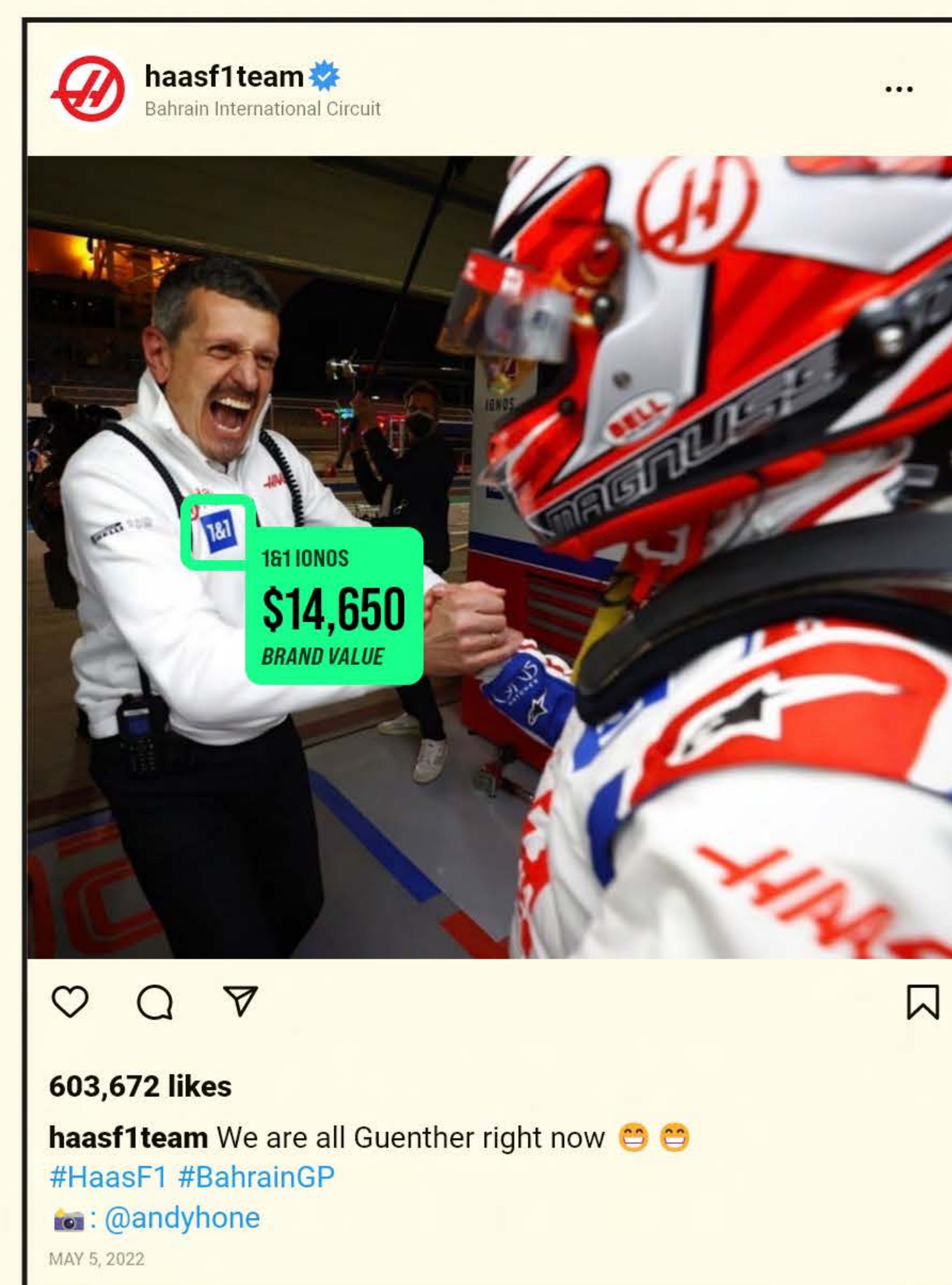
## PETRONAS

Petronas earned most of its value from images and video of Mercedes' car during race weekends plus other miscellaneous social exposure.



## 1&1 IONOS

Sponsoring a growing team with a popular young driver like Mick Schumacher, 1&1 Ionos earned significant exposure on social, even without partnering with a championship team.





# TOP CAMPAIGN: TOP CAMPAIGN: DRIVER OF THE DAY



SALESFORCE X F1

**\$4,623,849**

SOCIAL VALUE

**\$576,806**

SALESFORCE BRAND VALUE

**43**

ORGANIC POSTS

**7,247,369**

ENGAGEMENTS

**130,961,224**

IMPRESSIONS

## TOP POSTS

Formula 1

@f1

P6!!!

@SchumacherMick is your @Salesforce Driver of the Day after his highest ever F1 finish

#AustrianGP #F1

MICK SCHUMACHER DRIVER OF THE DAY

AUSTRIA PRESENTED BY

**\$75,517**  
BRAND VALUE

f1

Paid partnership with salesforce

Red Bull Ring

MICK SCHUMACHER DRIVER OF THE DAY

AUSTRIA PRESENTED BY

**\$43,211**  
BRAND VALUE

f1 with Salesforce.

Paid partnership • July 10 •

...r Salesforce Driver of the Day is Mick Schumacher  
...r his best-ever finish with P6! 🎉

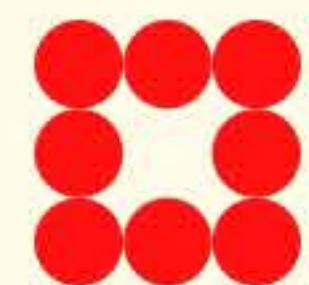
MICK SCHUMACHER DRIVER OF THE DAY

AUSTRIA PRESENTED BY

**\$61,493**  
BRAND VALUE

219K 3.6K Comments 7.1K Shares

Like Comment Share



DRIVER OF THE DAY POSTS FROM F1 MENTIONING SALESFORCE OR WITH SALESFORCE'S LOGO (TW, IG, FB) 3/18/22 12:00AM - 7/31/22 11:59PM ET

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# READY TO UNDERSTAND THE VALUE OF YOUR CONTENT?

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