





The return of a legend

One of motorsport's oldest and most illustrious racing families marked its return with a gala event in London to unveil a new hypercar, the Brabham BT62.

Involved in media strategy and planning from the start, the agency was responsible for the production, publication and distribution of all press material, to a tightly controlled schedule.

Working in a six-month window, the campaign teased details of the new car in the lead up to its unveiling. Drawing on the Brabham family's heritage, it positioned the car as a technical tour-de-force.

From an unveiling at the Australian Embassy, surrounded by VIPs, famous racing drivers and media, to the public debut at the Goodwood Festival of Speed, the agency was on hand every step of the way.

What we did

- Launch strategy and planning
- Content development
- Press release and content generation
- Media briefing and sell-in
- Event invitation and logistics

How we did it

- Media and guest management
- Video and photography production
- Interviews and passenger rides at Goodwood Festival of Speed



700
Brake horsepower

May 2nd
Global reveal

150
VIP guests

50
Media guests

8.22k
Social shares