

AUTOMOTIVE

McLaren races to find the fastest gamer in the world

May 9, 2017



McLaren is challenging the best gamers in the world

By BRIELLE JAEKEL

British automaker McLaren is looking for a new addition to join its team and is pitting the best gamers in the world against each other for the coveted position.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

"World's Fastest Gamer" is the supercar brand's campaign to find the best talent to its brand as a simulation driver. Gamers around the world are competing to earn the spot as finalist at McLaren's headquarters in the fall.

"A legend in the space of Formula 1, McLaren also competes in the luxury sports cars market segment," said Thoma Serdari, professor of luxury marketing at NYU Stern and founder of PIQluxury, New York. "This campaign that unites the world of gamers with the company's research and development is unique on many levels.

"It allows McLaren to gain brand equity through a new channel of communication, namely gaming, an area still out of limits for most luxury brands," she said. "McLaren is pioneering a bridge between the real and virtual worlds in a way that no other luxury brand has attempted before.

"The campaign shows the proactive spirit of McLaren in understanding where the new generation of consumers spend their time and what are the specific elements that add thrill to their experience of simulated driving. It reaches out to a new customer segment but does so from a position of authority: it is the company that will decide who, amongst the gamers, will join the McLaren team."

Ms. Serdari is not affiliated with McLaren but agreed to comment as an industry expert.

Driving innovation

Viewers at home will be able to keep up with McLaren's new competition on a dedicated YouTube channel where they can watch the competition live, as well as the automaker's social channels.



McLaren car racing in F1

Gamers are competing across a variety of racing games and platforms including mobile and gaming consoles, a tactic McLaren has chosen to be sure it does not limit the competition.

Ten finalists will be chosen to come to the brand's Woking, Britain headquarters for the final battle. The gamers are competing for a spot as a McLaren simulator driver on a one-year contract in which he or she will help develop new technology.

Six of the finalists will be chosen internationally by experts in both gaming and Formula 1, while the other four will be entered from qualifying events online this summer.

Working with engineers at McLaren, the winner will assist in creating new machinery for its Formula 1 drivers, Fernando Alonso and Stoffel Vandoorne.



McLaren's driving simulator for its F1 racing

McLaren wants to be sure it is finding the best virtual racer, prompting its contest launch.

The final competition will include races in multiple games and competitions. McLaren team members and judges will also complete in-depth interviews with the finalists to gain insight on their engineering knowledge.

McLaren's video entices gamers to enter the competition

McLaren marketing

McLaren is often taking unique strategies similar to the "World's Fastest Gamer" campaign to connect with its fanbase.

For instance, the automaker recently showed off the heart of its vehicles and took fans further into its latest supercar alongside the men behind the power.

In a recent online video, McLaren showed off the power behind its engines and creation process to promote the McLaren 720S Super Series. "The Heart of the Supercar" was the automaker's latest documentary-style film to be shared with fans on social media and online ([see more](#)).

McLaren also built a strong bond with fans through a trailer for an upcoming film depicting the life of the brand's namesake founder.

Universal Studios' "McLaren" will be released in theaters later this year and tells the story of Bruce McLaren and how he changed the industry. The documentary is building a stronger bond with consumers by putting an emphasis on its

brand history ([see more](#)).

"This is an endeavor to be taken seriously and to be won, not given! It breaks down gender stereotypes," Ms. Serdari said. "Women and men gamers have equal chances in becoming the next team McLaren member.

"Gender is irrelevant—only ability and performance counts," she said. "In that sense, McLaren appears to be tapping in a most prominent issue of contemporary culture and transgressing the boundaries of who mainstream culture accepts as Formula1 drivers.

"The brand positions itself to appeal to women consumers of luxury sports cars in addition to entering the perception of younger consumers who had not perhaps envisioned owning a car. This is not about driving any car, it is about improving on the experience of what it means to drive a McLaren sports car."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.