

AUTOMOTIVE

McLaren, Google share moments in time with mini fans in new spot

February 14, 2023



Executed in partnership with Google, school children put McLaren's memory to the test in a new series. Image credit: McLaren

By AMIRAH KEATON

British automaker McLaren is taking a crew of VIPs on a decadeslong trip down memory lane in the brand's latest.

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In a new episode of the brand's "Searching for " series, the Group's headquarters becomes the classroom and the head of McLaren Racing, the teacher. Executed in partnership with Google, a new video excerpt celebrates the brand's 60-year run, as CEO Zak Brown gives students and viewers alike a rundown of the company's coveted history.

Tour de force

McLaren's headquarters serves as the setting in which five school children learn more about the automaker's triumphs.

Located on a grand expanse of land in Woking, Surrey, England, McLaren Technology Center is open for business in an accompanying clip, which sees Mr. Brown showing the animated group around, answering lots of questions in the process.

"Hey there, I'm Zak," says Mr. Brown, in the video.

"I am the CEO of McLaren Racing."

The latest episode of McLaren's "Speaking of " series stars five schoolchildren

For group introductions, the executive makes his rounds, offering a pound to the full circle for this demonstration, Rory, Luca, Isabella, Zarian and Aurelia are present before someone stuns the leader with a simple question.

"What does the CEO actually do?" the child asks.

Luckily, Mr. Brown takes the inquiry in jest, commenting on the high caliber nature of said question, before moving to illustrate a portion of what his role entails.

In educating the public on the history of the company, Mr. Brown helps solidify the narrative backing McLaren's

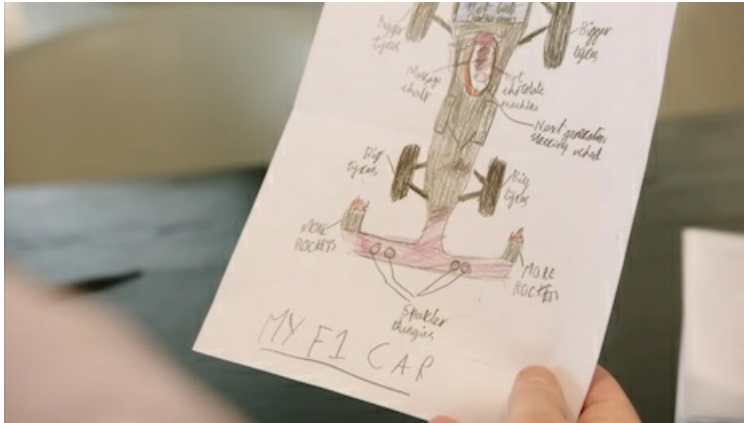
major releases.

"This is our founder, Bruce McLaren," Mr. Brown says, amid a subsequent tour of the space.

"This year is our 60th anniversary," he says. "You are going to see the biggest celebration ever of McLaren world champions and our world championship cars."

To the point of whether McLaren creates a new car every year for the ongoing competition, the executive confirms.

"That is what is so exciting about Formula One," he says.



One child's suggestion for McLaren's next model takes the form of a drawing. Image credit: McLaren

Throughout the remainder of the selection, students trial innovative technologies, affix themselves to the seats of famous drivers and learn more about influential figures such as Emma Gilmore.

Positioned in-house, the group approaches an extreme e-car model to hear of McLaren's first female factory driver, who managed to bring a top Podium award back to the home team.

In the video's last moments, students interact with the pit stop station and swing by the McLaren Shadow Studio for a quick video game-style racing segment, before returning to a conference room for a final round of rapid-fire questioning.

"Can we have a selfie?" asks one member of the group.

The selection's branded integration then kicks into high gear.

"Hey Google, take a selfie," Mr. Brown says.

The CEO opens up a Google Pixel Fold mobile phone and, all smiles, the group pauses to capture a memory.

"Cool!" he remarks, successful in the pursuit of a photo, as the clip comes to a close.

Worldwide premiere

Interestingly, McLaren's campaign video preceded the launch of the brand's 2023 Formula 1 team, and contending model.

Live in the flesh. [#MCL60 pic.twitter.com/53oBEXU7yA](https://pic.twitter.com/53oBEXU7yA)

McLaren (@McLarenF1) [February 13, 2023](#)

On Feb. 13 at noon eastern, executives kicked off the worldwide debut, a short yet jam-packed livestream event featuring opening comments from Mr. Brown and new team principal Andrea Stella.

Earlier this month, in yet another activation, the McLaren Technology Centre offered an access-all-areas look inside at its operations in a 24-hour-long livestream session.

Additional campaign elements including exclusive McLaren App content and a central campaign hashtag for social conversation, #FansLikeNoOther, have supported the rollout of the brand's MCL60 sports car.

New driver pairing Lando Norris and Oscar Piastri also offer contributions to the digital event.

Both front two additional "Searching for " series videos, published in the lead-up to launch. In fact, Mr. Piastri

actually makes an appearance amid "Zak's Special Guests."

The automaker invites viewers to join Mr. Piastri for his first-ever day at McLaren

Midway through, the children spot the star, jokingly mispronouncing his last name, in a moment that reminds the viewer of just how young Mr. Brown's guests actually are, despite their intelligence.

McLaren's youth-centric digital drop strikes an expert balance between promotion and play as Mr. Brown leads the group through headquarters, dropping talking points sparingly along the way.

"Now let's see the McLaren Shadow Studio," Mr. Brown says, near the video's tail end.

"Last season we won the drivers and the Constructors Championship in esports," he says. "Who wants to drive?"

"Who is going to be [the] fastest?"

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