

FOOD AND BEVERAGE

Chivas Regal uplifts Ferrari F1 partnership in new short

September 19, 2025



The company is highlighting the craftspeople at the forefront of automotive performance. Image credit: Chivas Regal

By ZACH JAMES

Scottish whisky distiller Chivas Regal is deepening its connection with Italian automaker Ferrari.

The beverage brand is showcasing the crew behind the success of the Scuderia Ferrari HP Formula 1 team through a new film. Showcasing how attention to detail impacts on-track performance, the initiative also features Monacan driver Charles Leclerc and British racer Lewis Hamilton.

"True greatness is driven by the hands of many," said Nick Blacknell, global marketing director at Chivas Regal, in a statement

"This campaign embodies our 'I Rise We Rise' ethos and focuses on the people who build together and set the team up for greatness behind the scenes," Mr. Blacknell said. "The Scuderia Ferrari HP team shares our tenacious mindset and belief that success is built on teamwork and that's what makes our partnership so powerful."

It takes a village

Titled "A Tribute to the Scuderia Ferrari HP Pit Crew," the short embodies Chivas Regal's belief that success is built on cohesive, bottom-to-top teamwork.

Released as the Formula 1 season enters its second half, the minute-long film features the men and women of the Scuderia Ferrari HP team in a liminal, colorful space, stylizing their common movements in the pit through choreographed routine. Mr. Leclerc and Mr. Hamilton provide the voiceover, speaking on the importance of working as one for the betterment of the many.

The film was shot over three days at the team's HQ in Maranello, Italy

The racer's words were written by British spoken-word artist George Mpanga, best known as George the Poet. Through the combination of script and scene, Chivas Regal and Ferrari seek to showcase the precision and perseverance needed to excel at the highest level of motorsports.

"Formula 1 is a team sport in every sense, and our results come from the dedication of everyone at Scuderia Ferrari HP," said Fred Vasseur, team principal of Scuderia Ferrari HP, in a statement.

"It's great to have a partner like Chivas Regal, who highlights this collective spirit and recognises the incredible work done away from the spotlight."

Chivas Regal signed on as the team's official partner in November 2024 ([see story](#)) and brought in Mr. Leclerc as a global brand ambassador just months later ([see story](#)).

On-track excellence

The film made its premiere at the Italian Grand Prix in Monza earlier this month, but the whisky distiller was far from the only luxury label activating at the event.

During race weekend, French luxury conglomerate LVMH, an official partner of the league, unveiled its new brand signature "At the Speed of Dreams," merging previous promotional messaging with the sport's accelerated action ([see story](#)).



The 2025 Italian Grand Prix was held from Sept. 5 to 7. Image credit: Chivas Regal

Formula 1 is proving to be a hot commodity for luxury marketing, with Scotch whisky maker Glenmorangie signing on as the organization's official whisky earlier this summer ([see story](#)) and German automaker Audi enlisting athletic clothing company Adidas as the official apparel partner of its in-development team, set to make its debut with the 2026 season ([see story](#)).