

Pit Stop at the Supercup

15
YEARS
of Porsche Consulting

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Racing for sponsors

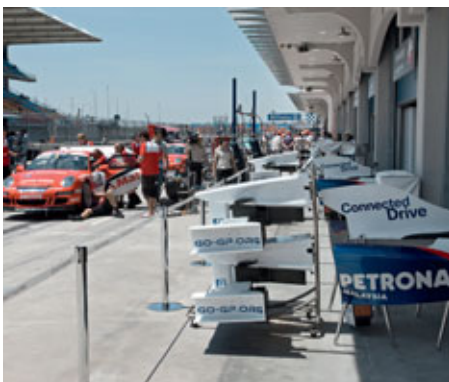
This was a new experience for the consultants from Porsche Consulting: jeans and T-shirts instead of the standard suit or lab coat, a pit lane and paddock in place of offices or shop floors. Their brief from Porsche AG: to develop solutions for more professional marketing for the racing team at the Porsche Mobil 1 Supercup.

□ CLAUS-PETER ANDORKA 📷 BODO KRÄLING



You'd be hard put to put anything over Franz Konrad. In his 40 years' involvement as a race driver and team leader, he's been through all the highs and lows of the business. But that doesn't mean he isn't open to new ideas. He listened closely to what the consultants from Porsche Consulting had to say—and yet again learned something new. “If I had only known that 20 years ago,” he says, “I would have done many things differently, not to mention better.”

For their project, “Lean Racing: The Vision of a Lean Racing Team,” Porsche Consulting worked out areas of development potential for the Supercup teams and prepared mutual solutions. The consultants' initial impression was that the teams had everything under control as far as cars and technology are concerned. But other processes such as acquiring and retaining sponsors had been neglected. “We took a look at the acquisition-related records, and nearly everything revolved around the cars themselves,” says project manager Melanie Unruh. “What really matters to the sponsor are such perks as being able to invite his clients to the race and follow the Formula One from the pit wall, or opportunities to discuss strategy and tactics with the drivers. And these aspects have been pushed



aside. Instead, all you hear is technology, technology, technology.”

And indeed, the teams have not been marketing the Porsche Mobil 1 Supercup's potential as effectively as possible. “The real advantage that the teams could offer their sponsors is an exclusive acquaintance with the race track,” adds consultant Stephen Hellhammer. “Circling the race track in a car is just one small piece of the entire experience.”

Renato Albers has to smile at these words. “That really is the way it was,” says the Jetstream Motorsport team leader. “We kept telling everyone what fantastic cars we have. But that isn't at all what they were waiting to hear.” The solution to this issue was to draw up a concept for acquisition documents that are tailored to the client and reduced to the essentials. The target set by the consultants is a simple one: “You don't have to give people every last detail when you first send them information. What you want to do is intrigue them to the point that they pick up the phone and give you a call.”

The project was backed up with a workshop focusing on six topics: preparing promotional literature which is more client-oriented, not merely looking after sponsors during the season but throughout the year, setting up a customer database (CRM), a stronger focus on press relations, creating greater differentiation between the team profiles and enhancing collaboration among themselves as well as with Porsche AG. One of the fruits of this project was the Race Guide, comprising all essential race information for the teams' guests. “This workshop was a key element in the success of the project as a whole,” says Jens Walther,

head of the Porsche one-make cups. “The teams' constructive participation demonstrates their readiness to work hand-in-hand with Porsche AG to develop the Supercup platform yet further.”

Now, the important thing is to ensure sustainability. That is above all a team responsibility. “Improvement can't stop now,” Melanie Unruh agrees.

“The consultants have shown us paths that we had never considered before,” notes Stephan Sohn of SPS Performance. Franz Konrad proudly shows off his Race Guide, saying: “Working with Porsche Consulting was enjoyable. And enlightening as well.” ←

Porsche Mobil 1 Supercup

- ▶ *An integral part of every Formula One for the past 17 years. Each of these races takes place right before the Formula One run.*
- ▶ *The fastest one-make cup race in the world. One of 14 Porsche single-make cup races worldwide.*
- ▶ *The only racing cars entered in this contest are type Porsche 911 GT3 Cup (type 997).*
- ▶ *Comprises 13 races in 11 countries on renowned race tracks including Monaco, Nürburgring, Silverstone, Spa, Monza.*
- ▶ *Each race is broadcast live on television worldwide.*