



# Formulamoney *ROI Review*

TEAM RETURN ON INVESTMENT

## Financial highlights

### SPONSORSHIP EXPOSURE

- Despite the team missing out on victory, **McLaren's** sponsors dominate the Grand Prix in Valencia, making it the second race running that the team achieved the biggest share of voice.
- **Vodafone** is again the highest rated sponsor overall with a global media value of \$9.8m and an impressive 20.84% share of voice.

### PRINT MEDIA EXPOSURE

- **Ferrari** dominates the print media coverage in Hungary following Felipe Massa's accident and the announcement of Michael Schumacher's ill-fated F1 return.

### TEAM PERFORMANCE

- Barrichello's victory sees **Brawn** unsurprisingly record the best team performance rating in Valencia with an estimated cost-per-point of just \$610,000.

### DRIVER PERFORMANCE

- **Barrichello** is also the best-performing driver, costing his team only a tiny \$6,000 per point he scored at the European Grand Prix.

## Sponsorship exposure

One of the most important benefits of an F1 sponsorship is exposure to the sport's 600m global viewers. By using the lap-by-lap performance of each team along with the extent of sponsors' exposure, we have calculated the on-screen media value of team sponsorships based on race performance.

In keeping with Formulamoney's aim to increase financial transparency in Formula One, the focus of our data is not time on-screen but instead the global media value. As our data is race-performance based we have focussed only on the exposure gained during the race itself, excluding exposure from the grid or the podium. Only sponsors with on-car branding were assessed in the data.

The sponsorship exposure data for the European Grand Prix is featured below.

## Sponsorship exposure: 2009 European Grand Prix

	Sponsor	Team(s)	Estimated media value (US\$)	Share of voice (%)
1	Vodafone	McLaren	\$9,822,054	20.84
2	ING	Renault	\$4,179,404	8.87
3	Panasonic	Toyota	\$3,197,603	6.78
4	Kingfisher	Force India	\$3,170,629	6.73
5	Petronas	BMW	\$2,892,989	6.14
6	Virgin Group	Brawn	\$2,268,037	4.81
7	Marlboro	Ferrari	\$2,143,703	4.55
8	M I G	Brawn	\$1,701,028	3.61
9	RBS	Williams	\$1,634,104	3.47
10	Bridgestone	All teams	\$1,590,680	3.37
11	Total/Elf	Renault/Red Bull	\$1,448,754	3.07
12	FX-Pro	BMW	\$1,265,683	2.69
-	T-Systems	BMW	\$1,265,683	2.69
13	Shell	Ferrari	\$1,050,415	2.23
14	Mobil 1	McLaren	\$1,042,649	2.21
15	Philips	Williams	\$980,463	2.08
-	AT&T	Williams	\$980,463	2.08
17	Santander	McLaren	\$906,651	1.92
-	Johnnie Walker	McLaren	\$906,651	1.92
19	Graham London	Brawn	\$453,607	0.96
20	Whyte & Mackay	Force India	\$422,751	0.9
21	Medion	Force India	\$380,475	0.81
22	Denso	Toyota	\$278,298	0.59
23	Air Asia	Williams	\$261,457	0.55
24	Alice	Ferrari	\$257,244	0.55
25	Aigo	McLaren	\$241,774	0.51
26	Etihad Airways	Ferrari	\$231,520	0.49
27	Randstad	Williams	\$196,093	0.42
28	Intel	Toyota	\$192,866	0.41
29	Gauteng	BMW	\$180,812	0.38
30	Pepe Jeans	Renault	\$171,463	0.36
31	Royal Challenge	Force India	\$169,100	0.36
32	Hugo Boss	McLaren	\$120,887	0.26
33	Henri Lloyd	Brawn	\$113,402	0.24
34	Hilton	McLaren	\$90,665	0.19
35	ORIS	Williams	\$65,364	0.14
-	Thomson Reuters	Williams	\$65,364	0.14
37	Rauch	Red Bull	\$64,842	0.14
38	Fiat	Ferrari	\$64,311	0.14

39	Mutua Madrilenia	Renault	\$53,582	0.11
40	SAP	McLaren	\$45,333	0.1
41	Magneti Marelli	Renault, Red Bull	\$43,137	0.09
42	AMD	Ferrari	\$42,874	0.09
43	Reliance	Force India	\$42,275	0.09
44	Puma	Ferrari, Renault, Toro Rosso	\$37,421	0.08
45	Siemens	McLaren	\$32,421	0.07
46	Reebok	Force India	\$28,183	0.06
47	Signature	Force India	\$28,183	0.06
48	Fill the Cup/Ebbon Dacs	Toyota	\$27,830	0.06
49	Acer	Ferrari	\$25,724	0.05
-	Mubadala	Ferrari	\$25,724	0.05
51	SKF	Ferrari	\$17,150	0.04
-	OMR	Ferrari	\$17,150	0.04
-	Brembo	Ferrari	\$17,150	0.04
-	Tata Consultancy Services	Ferrari	\$17,150	0.04
55	Motors and Leisure	Williams	\$16,341	0.03
-	Hell Energy Drink	Williams	\$16,341	0.03
57	Wrigley's	Force India	\$14,092	0.03
-	Airbus	Force India	\$14,092	0.03
-	EADS	Force India	\$14,092	0.03
-	Alpinestars	Force India	\$14,092	0.03
61	KDDI	Toyota	\$13,915	0.03
62	Elysium	Renault	\$10,716	0.02
-	Altran	Renault	\$10,716	0.02
-	Symantec	Renault	\$10,716	0.02
-	CD Adapco	Renault	\$10,716	0.02
-	Steria	Renault	\$10,716	0.02
67	Ridge Solutions	Williams	\$8,171	0.02
	<b>TOTAL</b>		<b>\$47,135,940</b>	

Notes:

*Exposure is calculated for the duration of the race only. Pre-race events, the podium, practice sessions and qualifying are not included.*

### Team share of voice: 2009 European Grand Prix

	Team	Estimated media value (US\$)	Share of voice (%)
1	McLaren	\$13,267,329	28.15
2	BMW	\$5,870,357	12.45
3	Renault	\$5,727,927	12.15
4	Brawn	\$5,216,486	11.07
5	Williams	\$4,567,321	9.69
6	Force India	\$4,340,239	9.21
7	Ferrari	\$4,107,336	8.71
8	Toyota	\$3,531,561	7.49
9	Red Bull	\$470,102	1.00
10	Toro Rosso	\$37,283	0.08
	<b>TOTAL</b>	<b>\$47,135,940</b>	

### McLaren sponsorship exposure summary: 2009 European Grand Prix

	Sponsor	Estimated media value (US\$)
1	Vodafone	\$9,822,054
2	Mobil 1	\$1,042,649
3	Johnnie Walker	\$906,651
-	Santander	\$906,651
5	Aigo	\$241,774
6	Hugo Boss	\$120,887
7	Bridgestone	\$90,665
-	Hilton	\$90,665
9	SAP	\$45,333
	<b>TOTAL</b>	<b>\$13,267,329</b>

**BMW sponsorship exposure summary: 2009 European Grand Prix**

	<b>Sponsor</b>	<b>Estimated media value (US\$)</b>
1	Petronas	\$2,892,989
2	FX-Pro	\$1,265,683
-	T-Systems	\$1,265,683
4	Intel	\$192,866
5	Gauteng	\$180,812
6	Bridgestone	\$72,325
	<b>TOTAL</b>	<b>\$5,870,357</b>

**Renault sponsorship exposure summary: 2009 European Grand Prix**

	<b>Sponsor</b>	<b>Estimated media value (US\$)</b>
1	ING	\$4,179,404
2	Total/Elf	\$1,205,597
3	Pepe Jeans	\$171,463
4	Mutua Madrilenia	\$53,582
5	Bridgestone	\$48,224
6	Altran	\$10,716
-	Steria	\$10,716
-	Symantec	\$10,716
-	CD Adapco	\$10,716
-	Elysium	\$10,716
-	Magneti Marelli	\$10,716
12	Puma	\$5,358
	<b>TOTAL</b>	<b>\$5,727,927</b>

**Brawn sponsorship exposure summary: 2009 European Grand Prix**

	<b>Sponsor</b>	<b>Estimated media value (US\$)</b>
1	Virgin Group	\$2,268,037
2	M I G	\$1,701,028
3	Bridgestone	\$680,411
4	Graham London	\$453,607
5	Henri Lloyd	\$113,402
	<b>TOTAL</b>	<b>\$5,216,486</b>

**Williams sponsorship exposure summary: 2009 European Grand Prix**

	<b>Sponsor</b>	<b>Estimated media value (US\$)</b>
1	RBS	\$1,634,104
2	Philips	\$980,463
-	AT&T	\$980,463
4	Bridgestone	\$343,162
5	Air Asia	\$261,457
6	Randstad	\$196,093
7	Thomson Reuters	\$65,364
-	ORIS	\$65,364
9	Motors and Leisure	\$16,341
-	Hell Energy Drink	\$16,341
11	Ridge Solutions	\$8,171
	<b>TOTAL</b>	<b>\$4,567,321</b>

**Force India sponsorship exposure summary: 2009 European Grand Prix**

	<b>Sponsor</b>	<b>Estimated media value (US\$)</b>
1	Kingfisher	\$3,170,629
2	Whyte & Mackay	\$422,751
3	Medion	\$380,475
4	Royal Challenge	\$169,100
5	Reliance	\$42,275
-	Bridgestone	\$42,275
7	Signature	\$28,183
-	Reebok	\$28,183
9	Wrigley's	\$14,092
-	Alpinestars	\$14,092
-	EADS	\$14,092
-	Airbus	\$14,092
	<b>TOTAL</b>	<b>\$4,340,239</b>

**Ferrari sponsorship exposure summary: 2009 European Grand Prix**

	<b>Sponsor</b>	<b>Estimated media value (US\$)</b>
1	Marlboro	\$2,143,703
2	Shell	\$1,050,414
3	Alice	\$257,244
4	Etihad Airways	\$231,520
5	Bridgestone	\$180,071
6	Fiat	\$64,311
7	AMD	\$42,874
8	Mubadala	\$25,724
-	Acer	\$25,724
10	Tata Consultancy Services	\$17,150
-	SKF	\$17,150
-	OMR	\$17,150
-	Puma	\$17,150
-	Brembo	\$17,150
	<b>TOTAL</b>	<b>\$4,107,336</b>

**Toyota sponsorship exposure summary: 2009 European Grand Prix**

	<b>Sponsor</b>	<b>Estimated media value (US\$)</b>
1	Panasonic	\$3,197,603
2	Denso	\$278,298
3	Fill the Cup/Ebbon Dacs	\$27,830
4	KDDI	\$13,915
-	Bridgestone	\$13,915
	<b>TOTAL</b>	<b>\$3,531,561</b>

### Red Bull Racing sponsorship exposure summary: 2009 European Grand Prix

	Sponsor	Estimated media value (US\$)
1	Total	\$243,156
2	Bridgestone	\$97,263
3	Rauch	\$64,842
4	Magneti Marelli	\$32,421
-	Siemens	\$32,421
	<b>TOTAL</b>	<b>\$470,102</b>

### Toro Rosso sponsorship exposure summary: 2009 European Grand Prix

	Sponsor	Estimated media value (US\$)
1	Bridgestone	\$22,370
2	Puma	\$14,913
	<b>TOTAL</b>	<b>\$37,283</b>

### Print media exposure

Analysis of F1 partners' television exposure only provides half of the picture as F1 is covered in tens of thousands of print media outlets every day. In order to assess the print media exposure of F1's key partners, Formulamoney carries out extensive analysis of the Dow Jones Factiva print media archives. The source is unrivalled in its breadth and credibility since Factiva covers over 14,000 media outlets including all major newspapers, newswires and magazines worldwide.

After each race we will analyse these archives to calculate the print media exposure of some of F1's key stake-holders – team owners and title sponsors – in that race's home market. Data covers the print media exposure of these entities in the week before and after every race, showing who is getting the most headlines from each race. The data also provides a valuable insight into how the media in Grand Prix host nations covers F1.

The media exposure results are not qualitative in that they do not pass any judgement on the quality of the exposure and focus instead on the number of mentions in the wide variety of media outlets covered. The results provide a fascinating analysis of F1 partner exposure.

**Print media exposure analysis of the F1 team owners:  
2009 Hungarian Grand Prix**

	<b>Team owner</b>	<b>Total articles*</b>
1	Ferrari	626
2	Renault	279
3	Red Bull	276
4	Mercedes	126
5	Toyota	100
6	BMW	88

\* Refers to the number of print media articles mentioning both the team owner's name and F1.

Notes:

*Data covers articles published in Hungary in the week before and week after the 2009 Hungarian Grand Prix (Monday 20th July - Sunday 2nd August 2009).*

*Team owners refers to owner companies who are not classed as sponsors of the team but are contributing to the team's budget.*

**Print media exposure analysis of F1 team title sponsors:  
2009 Hungarian Grand Prix**

	<b>Sponsor</b>	<b>Team</b>	<b>Total articles*</b>
1	ING	Renault	3
2	Marlboro	Ferrari	2
3	AT&T	Williams	1
4	Vodafone	McLaren	0
5	Panasonic	Toyota	0

\* Refers to the number of print media articles mentioning both the title sponsor's name and F1.

Notes:

*Data covers articles published in Hungary in the week before and week after the 2009 Hungarian Grand Prix (Monday 20th July - Sunday 2nd August 2009).*

**Resources per point: Team performance**

Race results are the measure of the success of a Formula One team on-track, but its business yardstick is how well it makes use of the resources available to it. The following data shows the ratio of the number of points scored by each team in the European Grand Prix to the level of resources that team had available to it for the race. The team that has the smallest resources per point is the team can be said to be gaining the best 'value for money' from the race as each point is costing it less than those won by its rivals.

### Estimated points to resources ratio: 2009 European Grand Prix

	Team	Points	Estimated resources per point (US\$)
	Brawn	12	\$610,000
	Williams	4	\$1.82m
	McLaren	13	\$2.19m
	Ferrari	6	\$3.62m
	Renault	3	\$7.11m
	BMW	1	\$19.69m
	Force India	0	No points
	Toro Rosso	0	No points
	Red Bull	0	No points
	Toyota	0	No points

**Notes:**

*Team cost estimates are based on the estimated 2009 team total resources which will be published in the 2009/10 Formula Money report.*

### Cost per point: Driver performance

The following data shows the value for money of each driver to his team. The drivers' cost per point is calculated by dividing a driver's average pay for the race by the number of points he scores there. This shows which drivers are bringing the biggest rewards to their team for the least expenditure on the team's part.

### Driver value for money: 2009 European Grand Prix

	Driver	Points	Estimated cost per point (US\$)
1	Rubens Barrichello	10	\$6,000
2	Nico Rosberg	4	\$15,000
3	Heikki Kovalainen	5	\$58,000
4	Lewis Hamilton	8	\$148,000
5	Jenson Button	2	\$265,000
6	Kimi Räikkönen	6	\$363,000
7	Fernando Alonso	3	\$393,000
8	Robert Kubica	1	\$470,000
	All other drivers	0	No points

**Notes:**

*Driver cost estimates are based on the estimated 2009 driver salaries which will be published in the 2009/10 Formula Money report.*

## FURTHER INFORMATION

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### About the ROI Review:

The **Formulamoney ROI Review** is a new PDF data release which is sent out after every Grand Prix, to compliment the annual **Formulamoney** report. The ROI Review contains figures which show how the business of the F1 teams has been affected by each race – sponsorship exposure, print media coverage, and what the teams have spent to gain on-track success.

### About Formula Money:

**Formulamoney** is an annual data report on the business of F1 containing 150 A4 pages with more than 200 tables. These uncover every aspect of the sport's finances from a valuation of each current team sponsorship deal to the typical budget for a Grand Prix. The company also provides consultancy services for numerous parties within the sport such as circuits, sponsors and investors. The 2009/10 edition of **Formulamoney** will be published later this summer and will include a new section on sponsorship media value and an expanded chapter about race finances.

### About CNC:

The publishing partner of **Formulamoney** is CNC, the communications consultancy which has worked with and represented several major sponsors, all car manufacturers and seven of the 10 teams which participate in F1. For more information please visit [www.cnc-communications.com](http://www.cnc-communications.com)



### Further information:

If you would like to be added to our mailing list to receive further information about **Formulamoney** and the **Formulamoney ROI Review**, please email [info@formulamoney.com](mailto:info@formulamoney.com)

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