



2021 SILVERSTONE GRAND PRIX

Social & Traditional Media Insights

Management Summary

- Silverstone was one of the most highly anticipated races of the season so far, as well as being the most visible in traditional media. On social media, it ranks second only to Hungary for total visibility.
- The race was also one of the most controversial, with extremely mixed audience response on social media. A large proportion of race discussion on social media can be attributed to an incident in Lap 1 where Hamilton and Verstappen collided, ending championship leader Verstappen's race.
- While fans of Mercedes were relatively muted during the race, reacting with Joy to Mercedes' eventual victory, other fan responses were extremely varied, with many expressing Anger over Hamilton's 10-second time penalty and some claiming that the incident was deliberate.
- Ferrari benefitted from positive exposure and audience reaction on social media after a strong race from Charles Leclerc and the driver's first podium of the season.
- The majority of news articles shared to social media were posted to Facebook, while Twitter hosted the majority of social discussion and reaction to the race. The UK produced the highest visibility at a market level, followed by the USA and Brazil.
- Pirelli was the most visible partner in both traditional and social media. Heineken and Workday benefitted from significant exposure in traditional media, while Emirates, Aramco and DHL stood out in social media discussion.

17.1k Traditional Posts

451k Social Mentions



Hamilton Most Visible Driver

Pirelli Most Visible Partner



Timeframe: 01/03/2021 - 01/08/2021

Scope: Social Media (Twitter, Reddit, Forums, Tumblr) powered by Brandwatch.
Traditional (Earned) Media (Online, Blogs, TV) powered by Cision Comms Cloud

Sentiment & Emotional Response powered by automated analysis

"Superfan" Audience: Users with teams/drivers specifically mentioned in their profile bios - excludes organisations and journalists



CISION
Insights

F1 Season to Date

- The Silverstone Grand Prix receives the highest volume of traditional media coverage in the season to date and the second-highest volume of social discussion
- Anticipation is high, with traditional media spiking ahead of the race weekend, and with Practice and Qualifying sessions receiving significant levels of social engagement
- As a whole, reaction to the season so far has been positive on social platforms, with joy the leading emotional response in social conversation

**Traditional
Visibility**

1.3M

**Traditional
Sentiment**



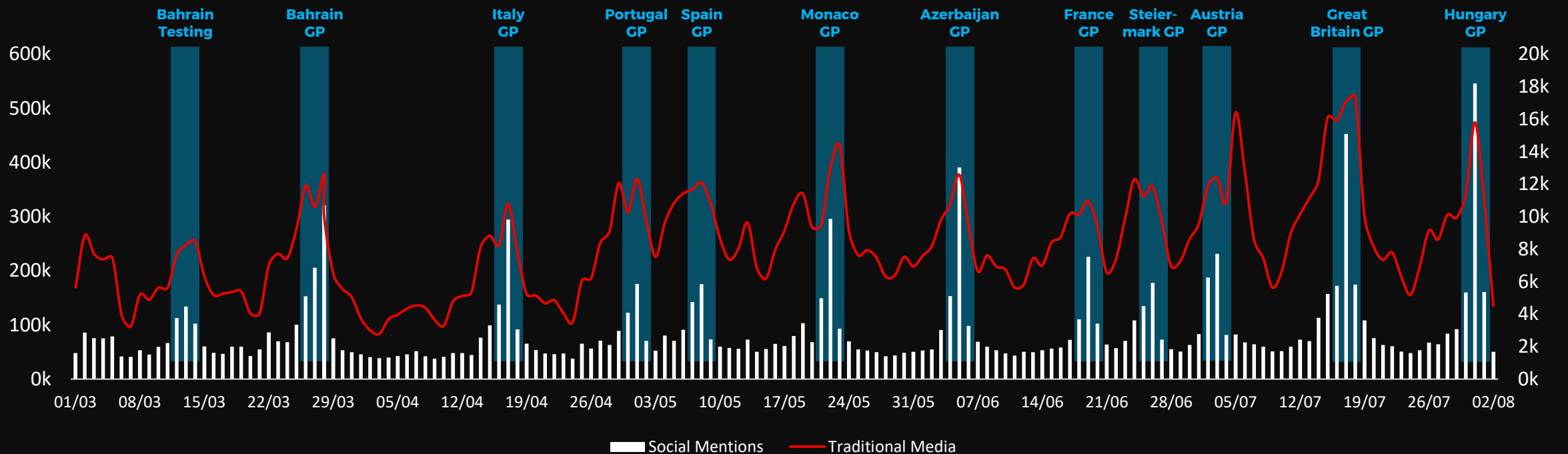
**Social
Visibility**

15.0M

**Social
Sentiment**



Emotion



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Race By Race Analysis



	Traditional Visibility	Social Visibility	Emotion
Hungaroring	15.9k	543k	<p>Joy </p> <p>Anger </p> <p>Sadness </p> <p>Ocon wins his first race; 5-car crash in turn 1 leads to exciting, open racing with many Hamilton overtakes</p>
Silverstone	17.1k	451k	<p>Joy </p> <p>Anger </p> <p>Sadness </p> <p>Hamilton-Verstappen collision in Lap 1 leads to Max's early retirement & victory for Lewis</p>
Baku	12.6k	390k	<p>Joy </p> <p>Anger </p> <p>Sadness </p> <p>Tyre malfunctions for Stroll & Verstappen; Hamilton crash after restart; Perez second win</p>
Bahrain	12.6k	320k	<p>Joy </p> <p>Anger </p> <p>Sadness </p> <p>Hamilton victory after intense final five laps closely pursued by Verstappen</p>
Monaco	13.0k	295k	<p>Joy </p> <p>Anger </p> <p>Sadness </p> <p>Monégasque Charles Leclerc retires before race start with gearbox issues after qualifying on pole</p>

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Silverstone in Focus

17.1k
TRADITIONAL MENTIONS



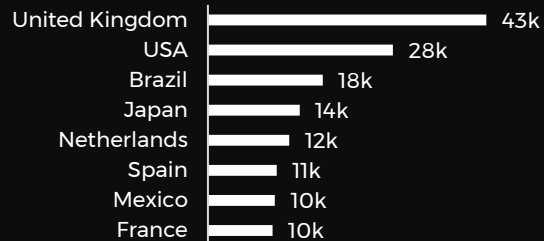
19% Positive
18% Negative

451k
SOCIAL MENTIONS

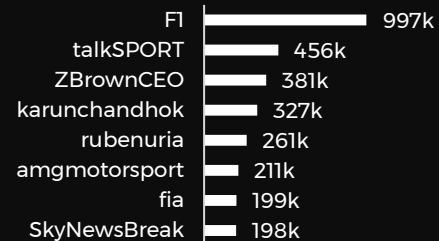


22% Positive
24% Negative

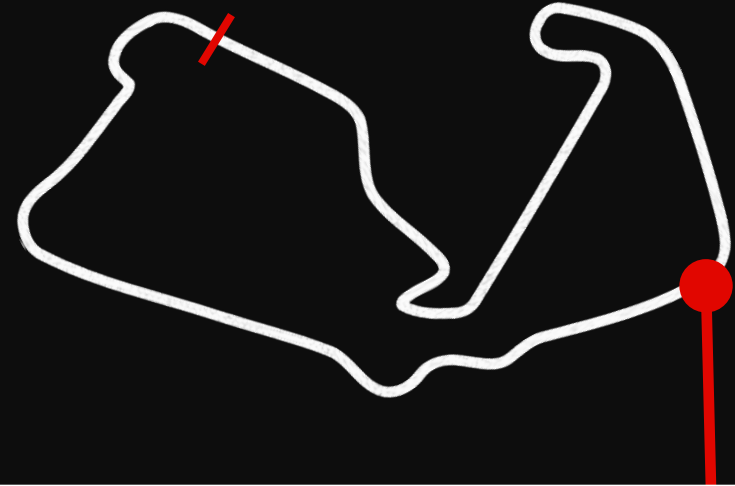
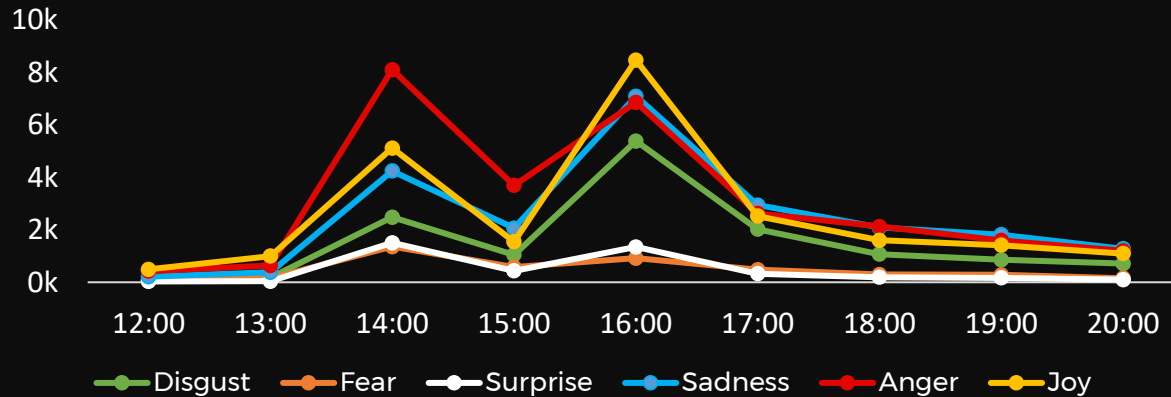
TOP MARKETS (MENTIONS)



TOP INFLUENCERS (REACH)



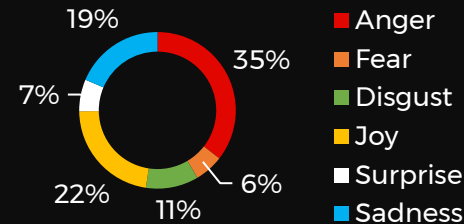
AUDIENCE RESPONSE OVER TIME



KEY MOMENT LAP 1: HAM VER INCIDENT

162k
SOCIAL MENTIONS

36%
OF ALL SOCIAL DISCUSSION



After an intense battle from the start, Lewis Hamilton's collision with Max Verstappen at Copse corner on Lap 1 became the number one talking point of the race.

Verstappen being forced to retire and hospitalised after the crash provoked an angry response from fans, some of whom felt that Hamilton's 10-second penalty was too lenient, or even that the crash was strategic and purposeful.

Reactions of joy spiked later at 4pm after Hamilton won the race.



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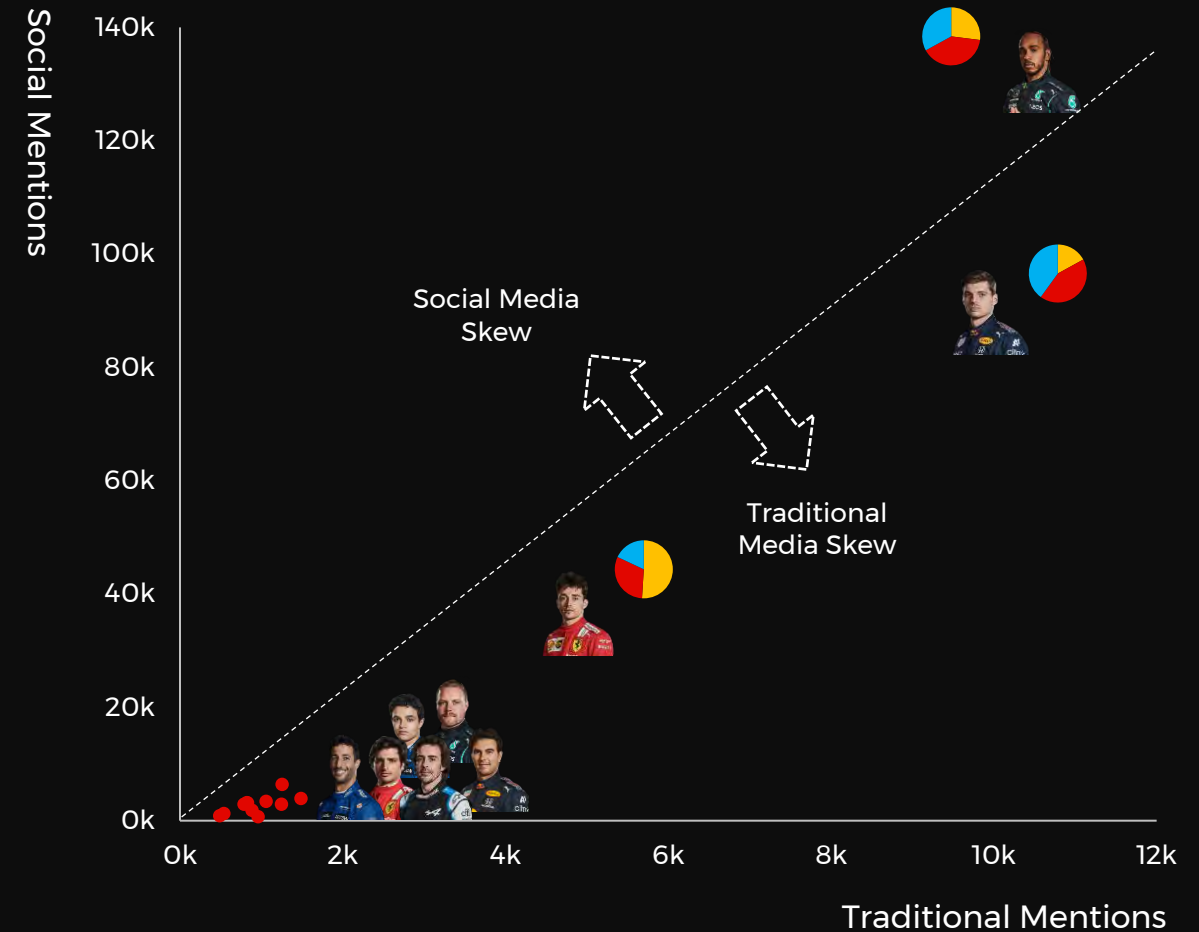
Trending Topics | Silverstone GP

- As the race winner, Lewis Hamilton is by far the most discussed driver at the Silverstone GP across traditional and social media. As a British driver, his victory on home soil is referenced and celebrated across all channels.
- Hamilton's championship rivalry with Max Verstappen and the controversial incident in Lap 1 pushes the two drivers far above the rest of the pack in terms of visibility in traditional and social discussion. Emotional response around Hamilton is mixed, but Anger is especially prominent. In contrast, Sadness is the most prevalent response in discussion around Verstappen.
- Charles Leclerc receives significant attention after leading for the majority of the race and scoring his first podium of the season. Joy is the most common emotional response in conversation around his race.

MOST USED KEYWORDS



MOST VISIBLE DRIVERS (TRADITIONAL & SOCIAL)



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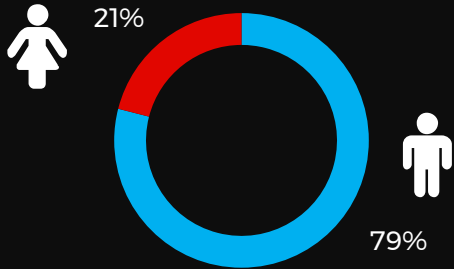
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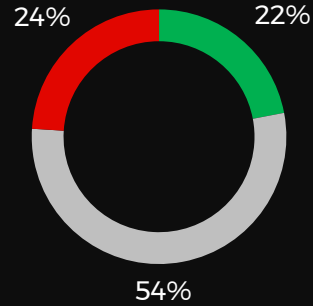


Audience Demographics | Silverstone GP

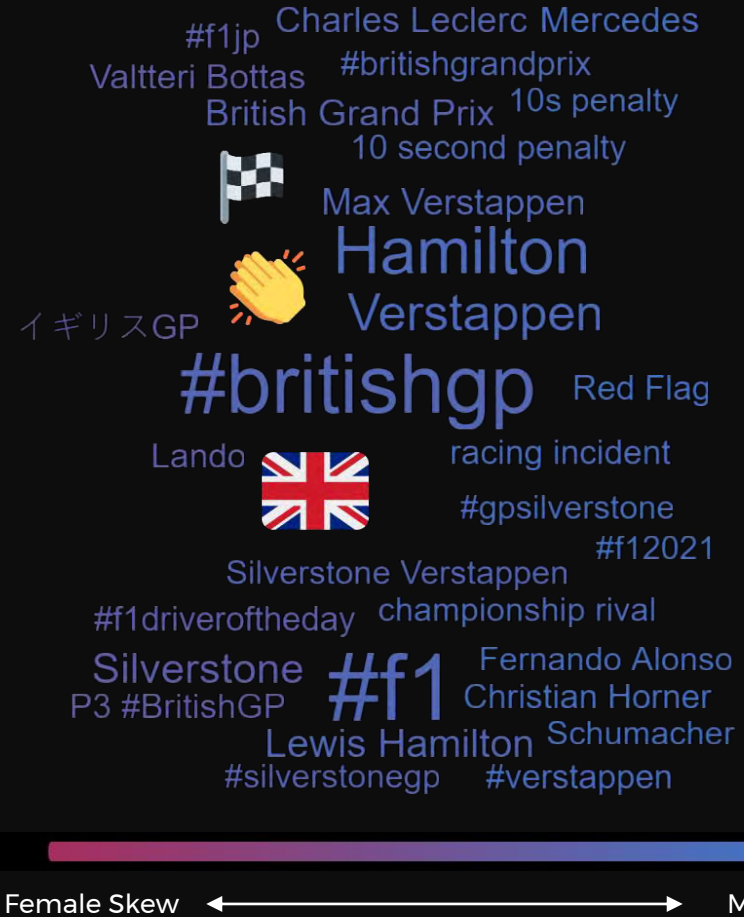
SOCIAL ENGAGEMENT DEMOGRAPHICS



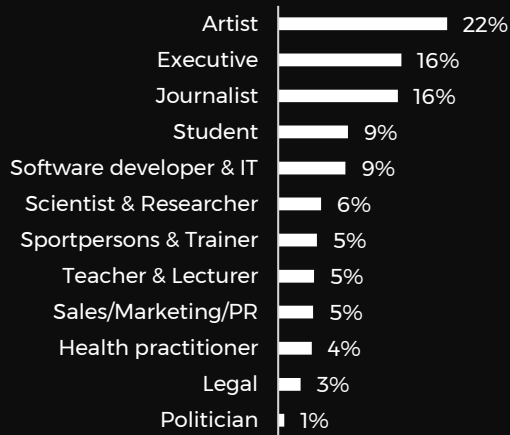
SOCIAL SENTIMENT



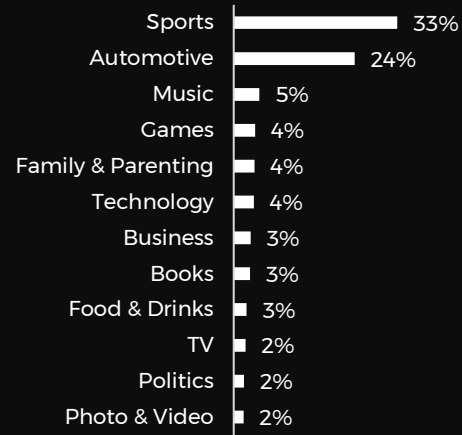
DEMOGRAPIC COMPARISON



AUDIENCE TOP PROFESSIONS



AUDIENCE TOP INTERESTS



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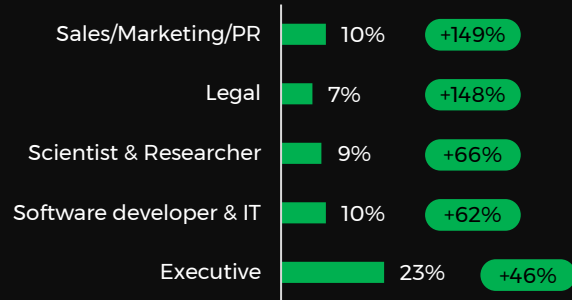
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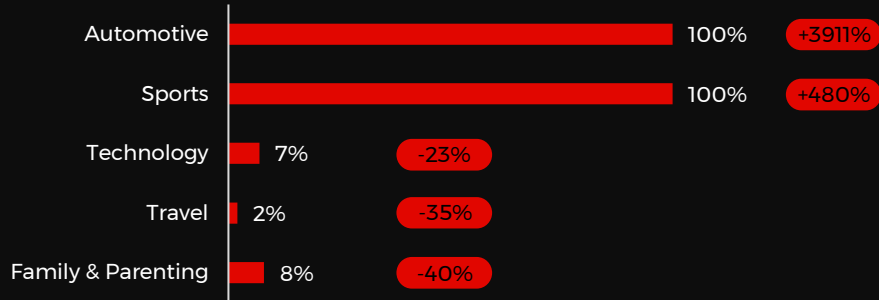
Fan Analysis | Silverstone GP

F1 FAN DEMOGRAPHICS (VS TWITTER AVERAGE)

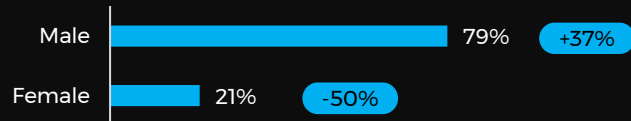
TOP PROFESSIONS



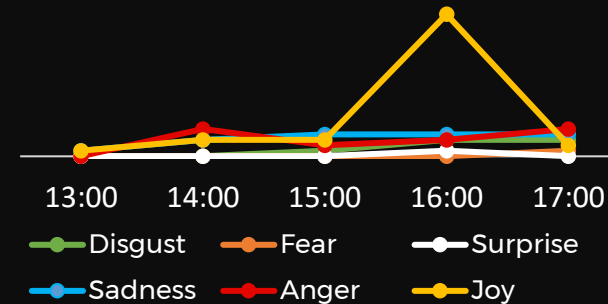
TOP INTERESTS



GENDER SPLIT



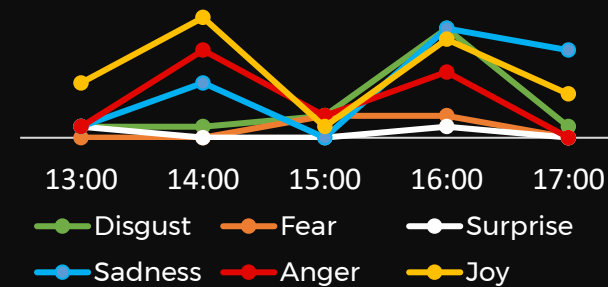
MERCEDES SUPERFANS REACTION



Response during the race was muted from Mercedes fans, but a spike at the end of the race after Hamilton's victory shows strong engagement overall.

Joy clearly dominates fan reaction to the race, while some Anger can be seen in response to Hamilton's early penalty at 14:00.

RED BULL SUPERFANS REACTION



Red Bull fans are vocal at the start of the race, with many tweeting about the Lap 1 incident. Response at the end of the race is mixed, with Sadness the most prevalent response.

Joy-focussed responses around Verstappen's crash stem from seeing the driver waving to the crowd after safely leaving the vehicle.



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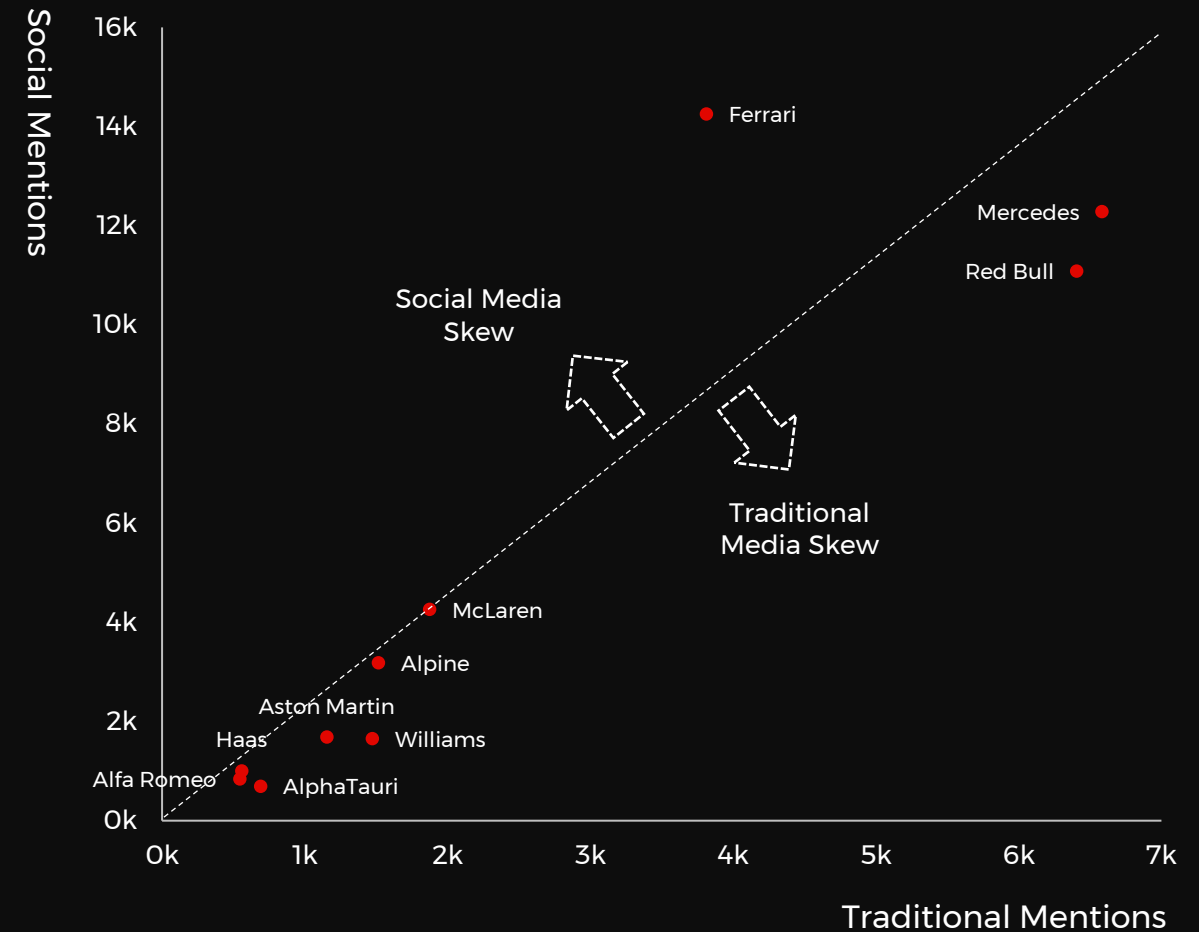
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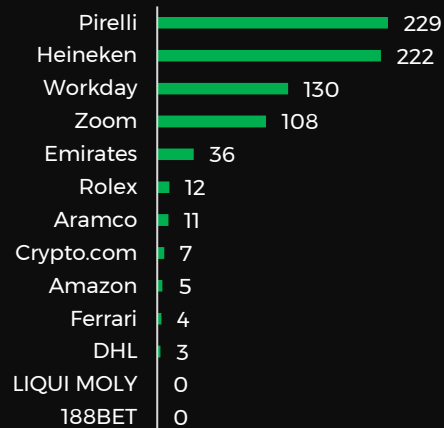
Teams & Partners | Silverstone GP

- Mercedes, Ferrari and Red Bull are clearly the most visible teams at Silverstone, with Mercedes receiving the most mentions from traditional media and Ferrari receiving the most social media discussion.
- Team discussion on social media (particularly for Mercedes and Red Bull) is significantly lower than driver discussion, as social users focus on individual drivers over teams. This trend is less prevalent in traditional media.
- Pirelli leads in terms of partner exposure, with Heineken seeing significant mentions in traditional coverage. On social media, partner exposure tends to be lower, but Emirates, Aramco and DHL see significantly more exposure than in traditional articles.

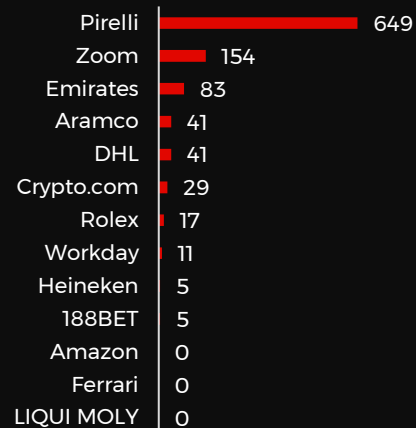
MOST VISIBLE TEAMS (TRADITIONAL & SOCIAL)



TRADITIONAL MEDIA PARTNER EXPOSURE



SOCIAL MEDIA PARTNER EXPOSURE



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