

KIM HOBSON

CREATIVE COPYWRITER

# MOTORSPORT MARKETING SERVICES



Hello, I'm Kim, a freelance marketer with over a decade of experience creating and managing content for some of the world's most talked-about brands.

With a focus on motorsports, though I specialise in copywriting and content writing, my skill set covers marketing strategy, SEO, social media, PR and editorial.

Over the years I've gathered skills and know-how to create, strategise and deliver content for diverse digital formats, and worked on-site at race weekends during the F1 and one-make series for Porsche.

### Services

- Marketing strategy
- Creative Direction
- Copywriting
- Storytelling and editorial
- Social media
- Voice/ PR
- On-site marketing

*I previously worked at PR and creative agencies and for a roster of freelance clients that includes BBC, Google, Hotjar, Rosewood Hotels and Mastercard.*

# MOTORSPORTS & AUTOMOTIVE CLIENTS

PORSCHE  
CARRERA CUP  
ASIA



Mercedes-Benz



# CASE STUDIES



# FOUNDATIONAL MESSAGING FOR A NEW F1 TEAM PARTNERSHIP.

**Client:** Bitdefender X Scuderia Ferrari

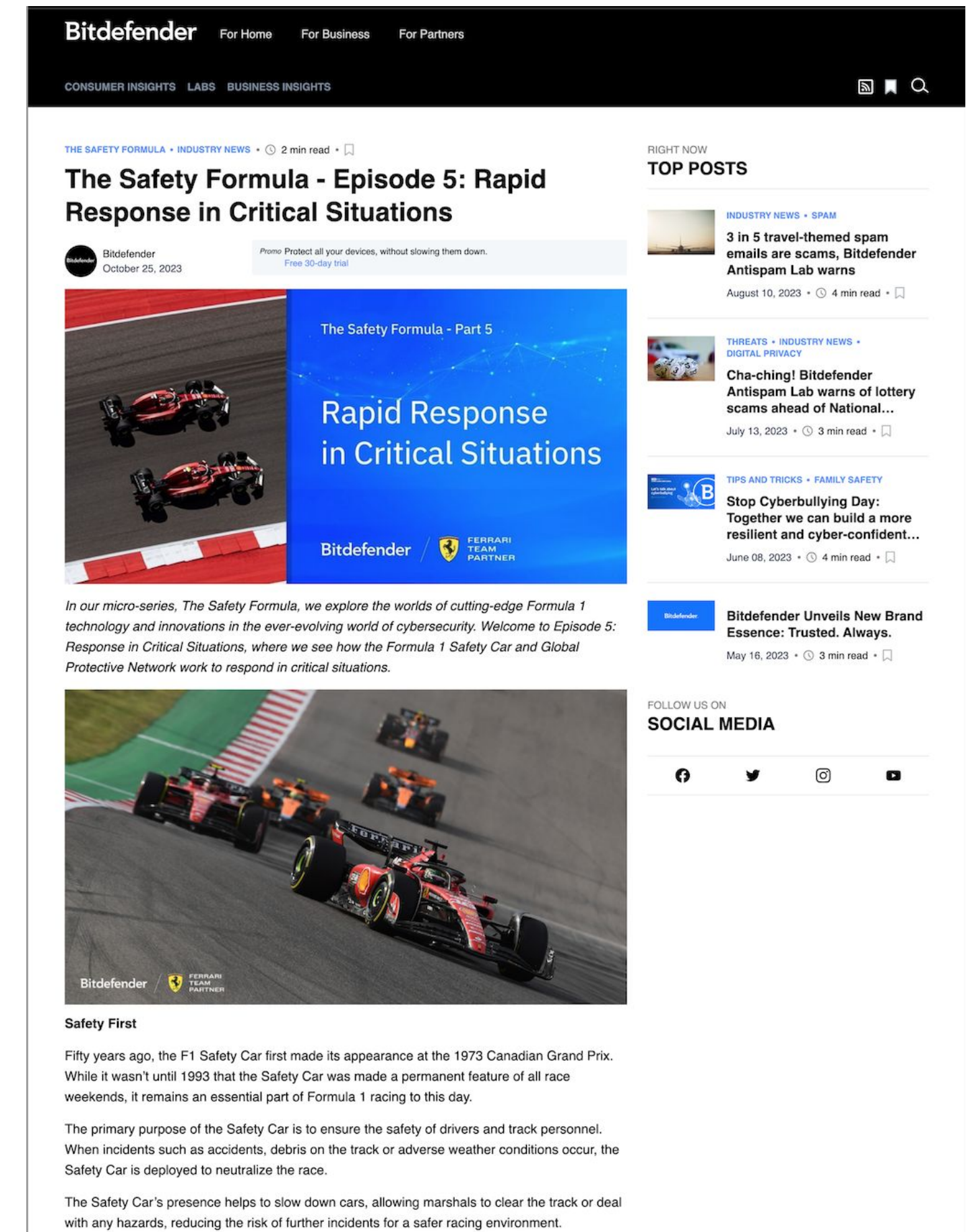
**Business Goal:** Elevate Bitdefender’s brand messaging to spotlight its partnership with Scuderia Ferrari.

**Services:** Marketing Consulting, Social Media Strategy, Content Creation and Copywriting.

**Strategy & Implementation:** Social media and comms strategy establishing the foundational narrative of partnership. Beyond logos and PR value, we focused on authenticity—this is a partnership rooted in the shared values of excellence and technological innovation.

Content like The Safety Formula micro-series and social media campaigns focused on raising awareness of the partnership and highlighted the parallels between cybersecurity and F1.

**Outcome:** We kick-started the conversation around Bitdefender's alliance with Scuderia Ferrari, cementing its role as a genuine partner. Working to both brands' guidelines, we maintained a clear message that sets the stage for the partnership going forward.



# TRACKSIDE COMMS SUPPORT: PORSCHE CARRERA CUP RACING SERIES (inc. F1 Support Races).



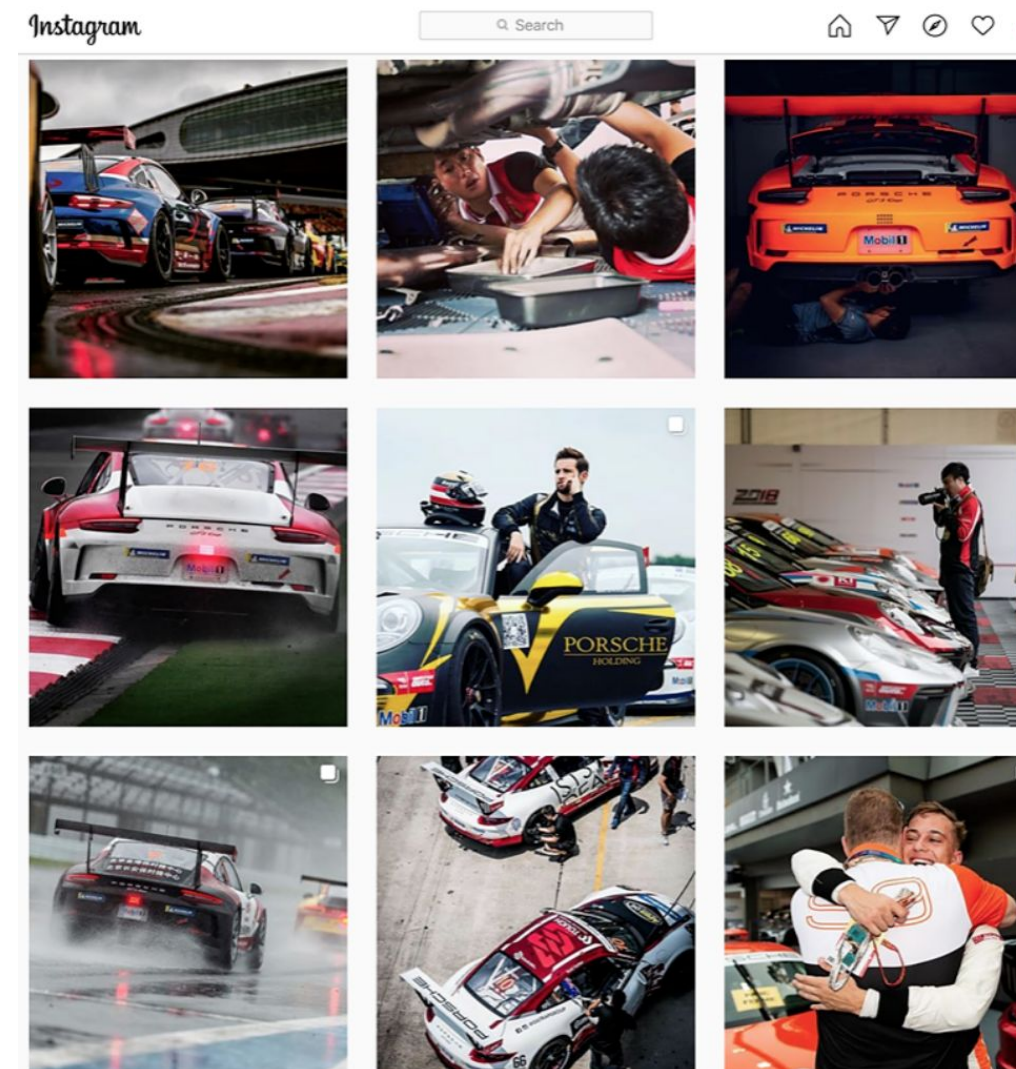
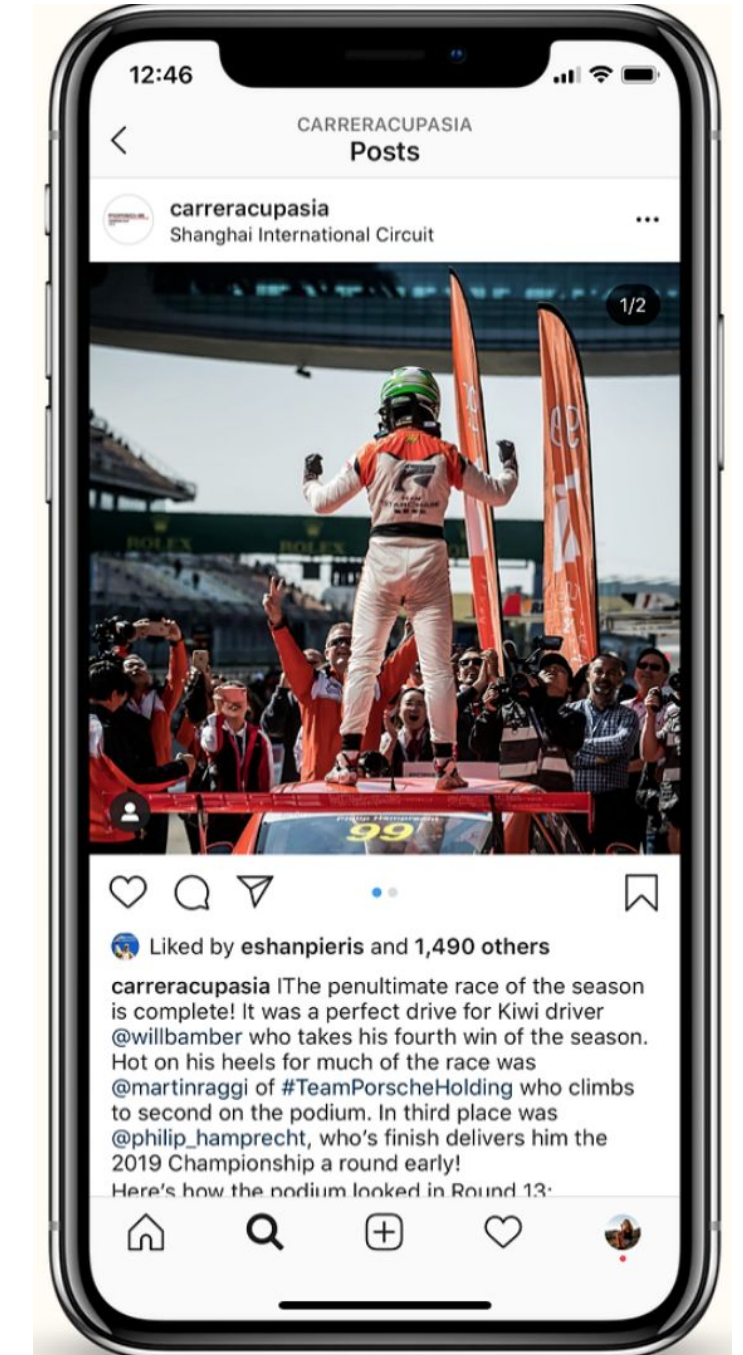
**Client:** Porsche Carrera Cup Racing Series

**Business Goal:** Enhance brand engagement and excitement for the one-make series, especially during F1 support races.

**Services:** On-site marketing support at race weekends across the season calendar. Event copywriting, Social media strategy and content and interviews (Porsche Junior drivers).

## Strategy & Implementation:

- **Race Season:** Worked with the team to craft a social media and comms strategy with key content pillars for season-long engagement focusing on storytelling.
- **Pre-Race:** Pre-race buildup comms, track/event briefing documents for drivers/VIPs/ photographers etc.
- **On-site:** Live social media updates, coordinated with PR and Porsche team on event collateral like photography, interviews, videos etc.
- **Post-Race:** Race weekend post-mortem and a strategic eye on upcoming races to continually improve comms.



**MARINA BAY CIRCUIT**  
Singapore

Circuit length: 5.065 km

The Singapore Grand Prix first appeared on the Formula 1 calendar in 2008, and the Porsche Carrera Cup Asia has supported the race ever since. Its inaugural race was the 800th in the history of the Formula 1 world championship, and the first to be held at night under floodlights.

The track, which runs anti-clockwise and currently features 21 turns and several fast straights, passes several local landmarks including the Singapore Flyer, Supreme Court and Parliament. The track also incorporates Esplanade Drive and the Andersen Bridge, which was built in 1910.

A purpose-build section of track includes the start/finish area, pits and paddock. In the latter stages of the lap the track passes beneath one of the spectator grandstands. Minor revisions were made to the circuit in 2009, and in 2013 the Singapore Sling chicane which formed turn ten was replaced with a more conventional left-hander.

Review 2018		
2018 Singapore Formula 1 Grand Prix		
Pole Position	Philip Hamprecht	2:16.258
Winner Race 1	Chris van der Drift	
Pro-Am Winner Race 1	Yuey Tan	
Fastest Lap Race 1	Chris van der Drift	2:16.916



SERVICEPLAN GROUP  
HOUSE OF COMMUNICATION

# REVVING UP THE RALLY. HOSPITALITY COLLATERAL FOR SHELL X HYUNDAI MOTORSPORT AT THE WRC.

**Client:** Shell

**Business Goal:** Enhance the WRC event experience for VIP guests.

**Services:** Copywriting, creative direction and content writing for bespoke hospitality collateral.

**Strategy & Implementation:** Developed a range of materials for the season, including invitations, VIP collateral, race and driver guides, and on-site signage, reflecting the brands' premium status and the excitement of rally racing.

Pitched creative concept for an infographic instead of the traditional text-heavy brochures of previous seasons to tell the story of Shell x Hyundai at the WRC.

**Outcome:** The collateral was well-received and the infographic offered a talking point for VIP event guests.. Combining race insights and practical information, collateral helped to boost excitement for the season.





# FULL THROTTLE STORYTELLING: FUELING PASSION FOR PORSCHE MOTORSPORTS.

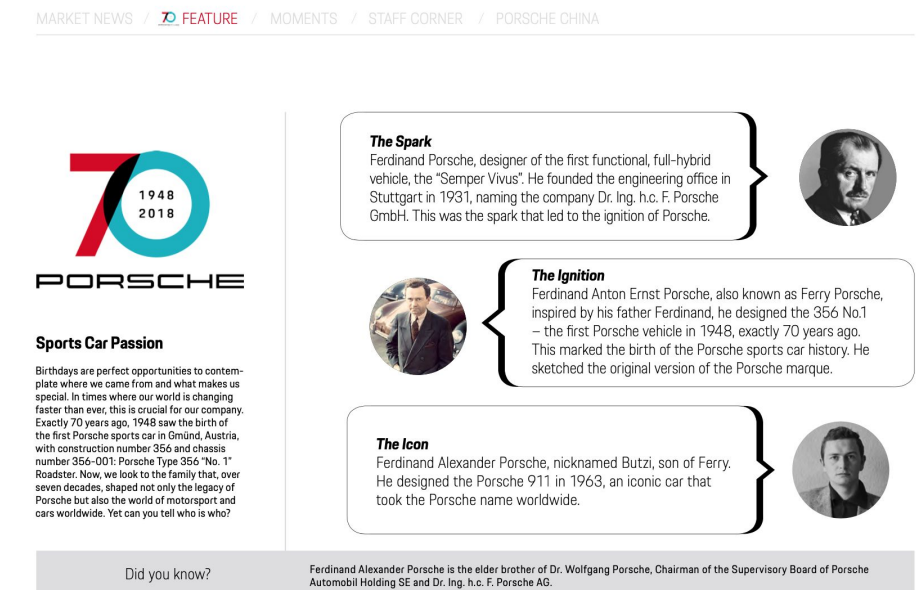
**Client:** Porsche

**Business Goal:** Deepen customer and fan engagement, promote Porsche as a lifestyle brand and enhance loyalty through diverse communications.

**Services:** Editorial, storytelling, newsletters, Christophorus magazine articles, and End of Year books.

**Strategy & Implementation:** Crafted compelling stories around Porsche's motorsport legacy, highlighting events like the 24 Hours of Le Mans and the Carrera Cup Racing Series. Collaborating with the Porsche team on theme, pagination and content for annual books.

**Outcome:** Content helped elevate the brand's community presence and told stories that reinforced the marque's connection to motorsport, performance and innovation.



# IMPACTFUL PR AND MEDIA COMMS FOR JAGUAR LAND ROVER



**Client:** Jaguar Land Rover

**Business Goal:** Elevate Jaguar Land Rover's market presence by showcasing its automotive excellence and innovation.

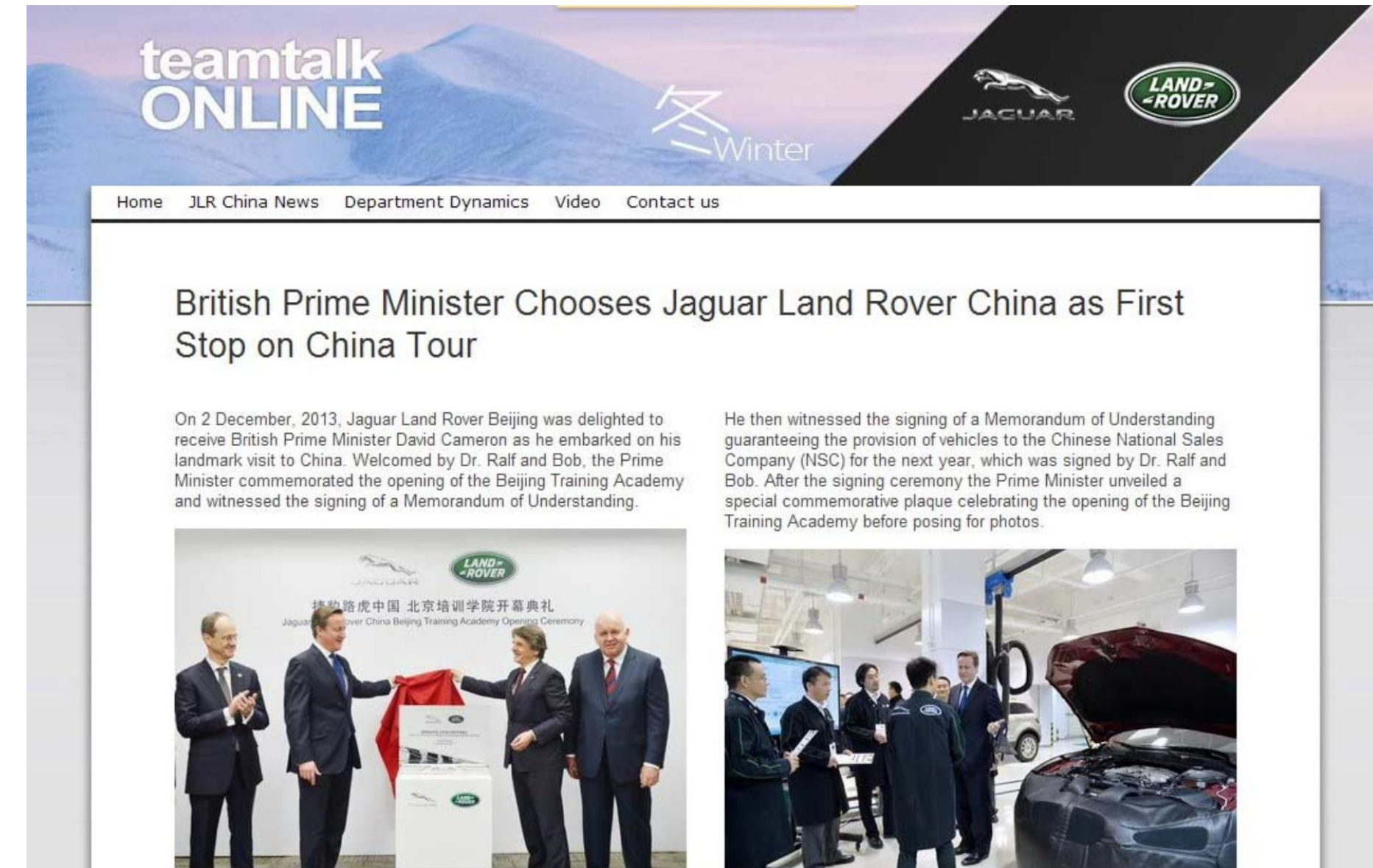
**Services:** PR strategy and campaigns, media communications at auto shows and C-suite executive messaging (agency Consultant role).

## Strategy & Implementation:

- Played key role on H+K team to build a PR strategy/campaigns spotlighting Jaguar Land Rover through paid and earned media to amplifying PR revenue.
- Offered strategic comms support for the British Prime Minister's visit, aligning the brand with significant national interest moments.
- Comprehensive support at auto shows, boosting the brand's narrative through successful product introductions and executive speeches.

## Outcome:

The strategic PR efforts significantly elevated media coverage and public interest, yielding a return on PR investment multiple times over the initial spend. The provision of on-site support at auto shows reinforced the brand narrative in the market.





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**Thank  
You**

To find out more about how my services can help your team, let's set up a time to chat. :)

You can [book a discovery call in my calendar](#) or contact me below:



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