



Logic International & Protrain China *Case study in focus*

The Challenge

To introduce in China an established International Formula One World Championship Publication platform following a business model based on advertisers and sponsors only.

Formula 1 Emotions is a publication dedicated to provide the reader a complete season review with high end artistic style pictures. This publication is a reference in the world and has been produce for the last 5 years in English and French version. This publication is currently sold in major libraries all over the world.

Jean Francois Galeron the creator and publisher of the publication had a mandate to deploy a Chinese version of the publication. The challenge was that the Chinese market is not ready to buy high end sports book.

The Logic & Protrain China Solution

A business model developed based on a distribution foundation that includes all major five stars hotels in China. The distribution network present interesting demographics to advertisers and sponsors allowing us to open the publication platform to include advertising and soft sponsorship elements. Using this new media vehicle, we set up an end to end process between the photograph at the track during the race up to the reader in the Hotel room in China.

The Deliverables

This project was managed completely from Beijing, China and included :

- A definition of an end to end process from content development in Europe to user distribution in China.
- Definition of all roles & responsibilities
- Definition of a Distribution strategy
- Identification and selection of the following functions in China:
 - ◆ Translation (Chinese simplified)
 - ◆ Publisher
 - ◆ Distributor
 - ◆ Marketing & Sales (Advertising)
- Contract agreement with all parties
- Publication and distribution of the first version in Chinese

The Results

High level of satisfactions from all parties in Europe and China

- First ever F1 reference book publication in Chinese and distribute in China
- Books launched January 2006
- More then 80000 copies published and distributed all over China
- Books distributed to all F1 teams and personals in the paddock
- Book well positioned as a viable platform for advertisers and sponsors for upcoming years



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