

Cash App / F1 Miami Campaign

Background

In 2024, Cash App partnered with Visa and the Red Bull Formula 1 team (VCARB) to launch its new Chameleon Cash App Card. This high-profile collaboration presented a unique opportunity to boost brand visibility by engaging with the premium, globally recognized Formula 1 audience. Cash App aimed to connect with an affluent, tech-savvy demographic, aligning perfectly with Formula 1's audience. The Miami Grand Prix, a major global event, provided an ideal platform for introducing the Chameleon Cash App Card to an international fanbase. The partnership with Formula 1 and Visa created an exciting narrative of exclusivity, with F1-related perks, access, and discounts offered to Cash App Card holders to drive brand loyalty and engagement. However, several challenges arose in the lead-up to the Grand Prix. A key hurdle was ensuring the connection between the VCARB team's special livery and the new Cash App product within the limited timeframe of May 1–4, 2024. Additionally, with numerous brands vying for attention, standing out in the crowded event environment required creative, unconventional strategies. The campaign was further complicated by a directive to avoid traditional Out of Home (OOH) placements, necessitating the use of high-impact guerrilla marketing tactics to capture attention. The primary challenge was not just visibility, but ensuring fans understood the partnership and the product launch in a competitive, time-sensitive environment.

Objective

New Product or Service Launch

The launch of the Chameleon Cash App Card at the Miami Grand Prix boosted Cash App's visibility and reinforced its partnership with Visa. The VCARB team revealed a special car wrap featuring the Chameleon Cash App Card artwork, creating a focal point to drive awareness. The goal was to enhance brand recognition among Formula 1 fans and drive engagement with the Chameleon Cash App Card, highlighting its exclusive benefits during the Grand Prix. Targeting affluent, tech-savvy sports enthusiasts aged 25-45, the campaign reached fans both in Miami and globally through social media and digital platforms. A strategic media plan leveraged guerrilla projections and branded Uber/Lyft SUVs, ensuring maximum exposure for Cash App at key locations across the city. This combination of experiential marketing and OOH tactics amplified the Cash App and Visa partnership, engaging fans both in-person and online.

Strategy

The strategy for the Chameleon Cash App Card launch at the Miami Grand Prix focused on dynamic, motion-based OOH formats to complement the VCARB livery. This included Velocity Projections on a moving truck and four fully wrapped Uber/Lyft SUVs with digital tops, ensuring 100% share of voice. The SUVs followed a custom route, offering rides around key Formula 1 events. On the final day, a 3D hologram was projected above the SUVs, amplifying the Chameleon Cash App Card in an unforgettable way.

Plan Details

Campaign Posting Dates: 5/1/24 - 5/4/24

Markets Selected: Miami, Ft. Lauderdale

OOH Formats Used: Non-Traditional/Experiential, Velocity Projections, Uber/Lyft SUV Wraps w/ Digital Tops (100%), 3D Holograms atop each SUV

Target Audience: Affluent, tech-savvy sports enthusiasts aged 25-45 who follow Formula 1 and are likely to engage with fintech services like CashApp

Budget: \$100k+



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Results

The campaign generated significant engagement and visibility across multiple platforms:

- SUV Wraps with Tops: 373k total estimated impressions
- Hologram: 112k total estimated impressions
- Velocity Projections: No impressions or ratings provided by the vendor
- Twitter Post: 156k views
- Instagram Post: 2,441 likes

These results highlight the broad reach and strong engagement generated by the creative, high-impact OOH activations.

