

# Santander

Santander, one of the most important banks in the world and with more than two decades of presence in Mexico, has as priority to build trust from its clients through its unconditional support to the causes and events that are more passionate to them, like the Grand Prix of Mexico of the Formula 1.

Santander was searching to get closer to the F1 fans in a unique and innovative way, and at the same time, differentiate itself from the other sponsors of the greatest automobile event in the country.

During the Tweet and Win contests, Santander gained the empathy of F1 fans and thus grow their community to triple the speed with which it normally does. It also reaffirmed its place as one of the main promoters of the Mexican Grand Prix.



## SUCCESS BY THE NUMBERS

Through Tweet and Win by KarmaPulse, Santander connected with almost 4,000 motor sport fans in Mexico and positioned as the brand with the most penetration in the entire digital conversation about the GP of Mexico 2017, reaching an average of 13.22 interactions per minute.

CONNECTED WITH  
**4,000**  
motor sport fans

REACHING  
**13.22**  
interactions per minute