

CASE STUDY:

POWERING UP SILVERSTONE

Bee Herd X 1440Sports

1440SPORTS



**BEE-
HERD**

THE CHALLENGE

When you're activating a global brand like **Udemy** at one of the most iconic Formula 1 events on the calendar, every detail counts.

For the 2024 British Grand Prix at Silverstone, 1440Sports needed a creative partner who could deliver with **speed, precision, and impeccable brand alignment**. The ask was clear:

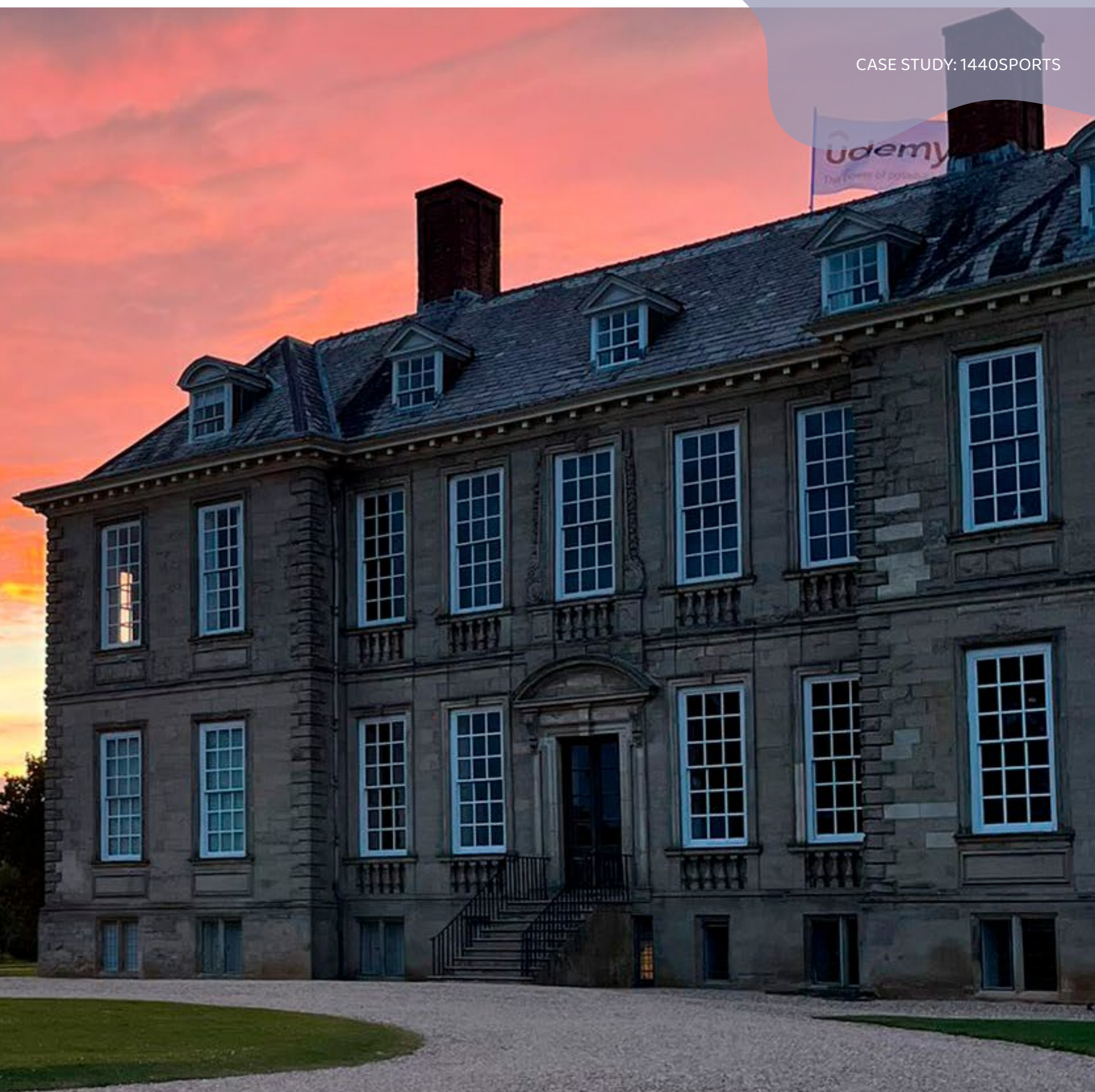
Bring the Udemy x McLaren partnership to life in a way that inspired, educated, and impressed every guest who walked through the door.

That's where Bee Herd came in.

Client:	1440Sports
Sector:	Sports Marketing & Motorsport Partnerships
Project Duration:	2024 (delivered), 2025 (in planning)
Services Provided:	Creative Direction, Event Branding, Guest Experience, Print and Digital Assets, Activation Planning, Team Integration

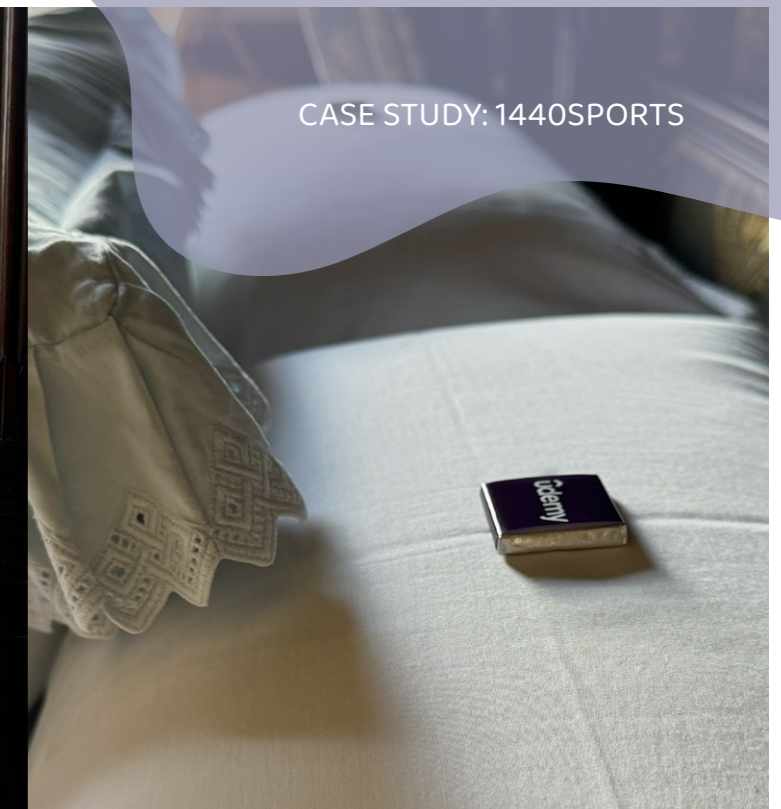
WHAT WE DELIVERED – SILVERSTONE 2024

As an embedded partner to 1440Sports, Bee Herd supported every phase of the activation journey



Creative Design & Production

- + Designed branded collateral across the guest journey — from in-suite signage and outdoor installations to menus, pillows, chocolates, and activity zones
- + Produced six A1 welcome and learning-themed posters displayed throughout Stanford Hall to reinforce messaging and immersion
- + Developed interactive elements including Udeemy-branded games, coffee stencils, and personalised room drops for guests



Guest Experience & On-site Coordination

- + Ensured seamless branding throughout: from flags lining the driveway to branded hats on statues, photo moments, and in-room welcome packs
- + Collaborated on every touchpoint, from arrival to departure, ensuring brand storytelling was felt, not just seen



LOOKING AHEAD – SILVERSTONE 2025

Building on the success of 2024, Bee Herd is once again partnering with 1440Sports to level up the guest experience in 2025.



In development for 2025:

- + A refreshed creative theme and brand narrative
- + Enhanced sustainability and wellbeing focus in line with Udeemy values
- + New branded zones and interactive guest installations for deeper engagement
- + Refined guest flow, signage, and hospitality journey planning based on 2024 insights

Bee Herd will continue to provide:

- + Full design and production of physical and digital assets
- + Creative direction for Udeemy-themed spaces and guest experience
- + Strategic support on communications, storytelling, and content for pre, during, and post-race engagement



What our Clients Say:

“Bee Herd are more than a creative partner — they’re an extension of our team. At Silverstone, they brought a sharp eye, a fast pace, and genuine care to every moment of the guest experience.

We’re excited to go even bigger in 2025.”



The Impact

- + Delivered a seamless, on-brand experience for over 100 guests at Silverstone 2024
- + Strengthened the Udemy x McLaren Racing narrative in a tangible, engaging way
- + Built the foundation for ongoing excellence and innovation in future race activations

At Bee Herd, we don't just do branding.

We create experiences people remember — and Silverstone is the perfect stage to show what's possible when brand and sport collide.

bee-herd.com

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