

MARK WEBBER

A down to earth champion

Australian Formula One Champion Mark Webber has spent over a decade at the top of his sport. A naturally driven athlete whose personal identity captures his journey on and off the race track. His spirit, focus, ability, tenacity and sheer 'Aussie grit' have made him distinctive on the racetrack whilst his passion for outdoor adventure pursuits reflect his down to earth attitude. FutureBrand developed the Mark's personal brand as 'A down to earth champion'. This brand was then brought to life through a website as well as various merchandising. This will provide a chance for a very broad cross section of supporters and other stakeholders internationally to become exposed to and engaged with Mark Webber as he looks toward his long-term future outside Formula One.



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