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CAMPAIGN: COGNIZANT FORMULA ONE
CLIENT: COGNIZANT
AGENCY: LACY MAXWELL EXPERIENTIAL

For several years Lacy Maxwell Experiential has been fortunate enough to work alongside key partners and clients entertaining guests at the Formula 1[®] Austin Grand Prix. Cognizant, a premier global technology services and consulting company, noted our performance as our teams adapted their flow from one experience to the next. That contagious passion for perfection inevitably led Cognizant to invite us to collaborate on the LPGA (Ladies Professional Golf Association) Cognizant Founders Cup. This tournament pays homage to the 13 rebellious women known as the Founders who created the Ladies Professional Golf Association Tour more than 70 years ago. After successful activations in September 2021 and again in May 2022, Cognizant partnered with LME (Lacy Maxwell Experiential) to develop and manage Cognizant's global sponsorship of the PGA TOUR's Presidents Cup in September 2022.



The synergy, client and storytelling behind the scenes and on the golf course has ignited The Cognizant LPGA Founders Cup as more than 2,000 stories about the event have been shared by online news and media outlets with a potential reach of over 5 billion users. It has quickly become one of the most well-attended and celebrated tournaments on the LPGA Tour calendar.

A bond had formed between the two organizations.

In January, Cognizant announced its sponsor partnership with the Aston Martin Formula One™ Team and LME was soon invited



to help develop and manage Cognizant's execution of its global sponsorship activation. The Aston Martin Cognizant Formula One™ Team was born.

From our years in the grandstands in Austin, Texas, we saw firsthand how interest and enthusiasm for Formula 1 Racing exploded throughout North America. LME is proud of our continuing alliance with Cognizant in sports marketing/experience as the agency of record-producing Formula 1 experiences globally for our client Cognizant. In 2022, LME has is enthusiastically executing nine experiences on three continents for the Aston Martin Aramco Cognizant Formula One™ Team.

We are honored and humbled to be associated with one of the world's premiere racing experiences. Together we are grateful to be part of the Formula One legacy as they approach 75 years of racing experiences as we continue to elevate Cognizant's brand stature as the preeminent technology services partner to clients worldwide.

