

CASE STUDY

Breaking Barriers Through Inclusion

The Mercedes-AMG PETRONAS Formula One Team set out with an ambitious goal: to become the most inclusive team on the grid.

LanguageLine
Solutions®



The Challenge

The Mercedes-AMG PETRONAS Formula One Team wanted to connect with Deaf fans in a way that felt authentic, meaningful, and true to the team's global brand. Accessibility wasn't being treated as a compliance exercise—it was an opportunity to strengthen fan engagement and ensure more people could share in the excitement of Formula 1.

The team needed expert guidance on British Sign Language (BSL), accessibility best practice, and inclusive communication. Their aim was to build a campaign that celebrated Formula 1 culture while making bespoke content accessible to Deaf audiences, without compromising production quality, creativity, messaging or brand identity.



How We Helped

LanguageLine worked closely with the Mercedes-AMG PETRONAS Formula One Team to bring their vision to life through a series of engaging, accessible videos designed specifically for Deaf fans.

Our support extended beyond interpretation. We acted as an accessibility partner, providing specialist guidance throughout the project, helping ensure every element of the campaign felt natural, inclusive, and aligned with the team's brand.

We supported the project from concept through to delivery by:

- **Reviewing and adapting scripts for BSL and spoken English.** The original concept involved the interpreter signing in BSL and speaking English simultaneously. Because BSL and English have different linguistic and grammatical structures, our interpreter recommended recording the BSL content first and adding the spoken English voice-over afterwards. This allowed both languages to be delivered naturally and accurately, with adjustments made to the scripts so they worked effectively in each format.
- **Advising on accessibility during production.** Working alongside Mercedes' in-house production team, our interpreter provided guidance on how the content could best support Deaf audiences, including recommendations around subtitles and their positioning within the finished videos.
- **Providing a qualified BSL interpreter for filming,** including the signing of key Formula 1 terminology and fan-favourite phrases.
- **Working directly with two Mercedes-AMG PETRONAS Formula One Team drivers,** teaching them their individual BSL sign names and supporting them in using BSL during filming.
- **Providing the spoken English voice-over** following the BSL recording, ensuring the English narration complemented the signed content without compromising the natural structure of either language.

Mercedes' in-house production team managed filming and production, while LanguageLine provided the linguistic and accessibility expertise needed to ensure the creative concept translated effectively into BSL.

The Result

The finished videos were published across the Mercedes-AMG PETRONAS Formula One Team's digital channels, including YouTube and social media platforms, extending the reach of the campaign to a wider audience.

By placing accessibility at the heart of the content, the team was able to:

-  Create a highly engaging campaign recognised internally for its authenticity and impact
-  Strengthen connections with Deaf fans by providing genuinely accessible content
-  Demonstrate a visible commitment to inclusion and representation
-  Lay the foundations for future accessibility initiatives and multilingual fan engagement programmes

Most importantly, the campaign showed that accessibility and audience engagement go hand in hand. The project stands as an exemplary model of inclusive communication in sports marketing. By making content available to more people through thoughtful language access, the Mercedes-AMG PETRONAS Formula One Team strengthened its reputation as an inclusive global brand while ensuring more fans could participate in the sport they love.



Build Stronger Connections through Inclusive Communication

Whether you're launching a global campaign, engaging new audiences, or strengthening your brand's commitment to inclusion, language accessibility can help you reach more people without compromising authenticity.

LanguageLine partners with organisations to create multilingual and accessible content that enhances engagement, strengthens brand reputation, and delivers meaningful audience experiences.

Let's discuss how inclusive communication can help your brand reach further.



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Let's Talk Solutions

Discover the many additional ways LanguageLine can help turn your biggest language challenges into growth opportunities with industry-leading services.

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