



Swisse Wellness launches trackside activation at Formula 1® 2018 Rolex Australian Grand Prix

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Swisse Wellness is back for its sixth year as supporter of the Formula 1® 2018 Rolex Australian Grand Prix with the brand activating a bigger and better must-see site at the Albert Park race track from 22 – 25 March.

Located in F1® Central, the Swisse Wellness oasis will play host to a range of exciting experiences for race-goers to enjoy. From product sampling and wellness advice with Swisse Naturopaths, to testing your pedal-power on the track with a digital interactive video game. The game puts racers to the test as they pedal their own digital racing car around the race circuit collecting Swisse Wellness products to boost their energy along the way.

Swisse Wellness Global Marketing Director, Severine Brichard, said the brand was proud to continue such an important partnership with the Formula 1® 2018 Rolex Australian Grand Prix.

“Melbourne is not only the birth place of Swisse Wellness, but also a city synonymous with one of the most exciting events on the international sporting calendar when the Grand Prix comes to town each year,” Brichard said.

“We love the energy that this event brings to the city and we want to be part of that with our larger than life activation site. We know how important is it to find a balance in everything we do, so we’ve designed a space showcasing the fun and excitement of racing in a digital interactive video game as well as finding a calm spot in the Swisse Oasis to slow down and enjoy the moment. We can’t wait to enjoy the Swisse experience with everyone.”

For those heading to the track on Saturday 24 March can catch the line-up of some of Melbourne’s favourite faces participating in the inaugural Swisse Celebrity Race from 12PM.

2018 Winter Olympians and Swisse Wellness ambassadors, Scotty James and Danielle Scott will be joined by Formula 1® 2018 Rolex Australian Grand Prix ambassador, Brooke Meredith, as well as a host of other household names challenging each other for the top spot on the podium.

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Off the back of his impressive bronze medal-winning performance at the 2018 Winter Olympics, Scotty James said he is looking forward to lining up against his competitors.

“I love a bit of healthy competition, so I’m excited to be part of the Swisse Celebrity Race. The other celebrities better watch out and pedal fast because when I’m racing, I go 100 miles an hour,” said James.

Swisse Wellness is also back on board in 2018 as the official supplier of the Scuderia Ferrari Formula 1® Team for the second year. The 2018 Swisse Wellness Scuderia Ferrari ‘Power your passion’ campaign will launch during Network 10’s coverage of the Australian Grand Prix in Melbourne, supported by in venue advertising and targeted digital activity. The campaign highlights the energy and focus required in preparation and on race day, to maintain the edge and perform at the very best.

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