



QWASI
Innovation Realized™



QWASI REWARDS PROGRAM NOW INCLUDES INFLUENCER ACTIVATION AND SPONSORSHIP

QWASI IS PROUD TO PARTNER WITH 2020 PORSCHE CARRERA CUP GB PRO AM CHAMPION, ESMEE HAWKEY TO INCREASE BRAND VISIBILITY AND FAN PARTICIPATION



CHALLENGE

Working together to ensure Quantum-h are supporting Esmee Hawkey and helping to increase her brand visibility and utilize her platform in the best way possible

Brand visibility is increasingly important, especially in a world where things are constantly changing, and it is vital for a brand to positively reflect this, especially on a topic they are passionate about.



“I’m really excited to welcome Quantum-h back for another year. We’ve enjoyed a lot of success in our time together so far and I’m looking forward to building on that as I continue to take the next step in my career. There’s lots to be excited about and I can’t wait to push on in our journey!”

ESMEE HAWKEY

2020 PRO AM CHAMPION

ESMEE HAWKEY



SOLUTION



Aligning Esmee’s brand and PR values with Quantum-h to determine the best and most effective way we can help support Esmee moving forward

Esmee and Quantum-h both highly value and are strongly aligned on female empowerment and diversity in sports. Working together to not only raise awareness, but to inspire and empower young women in sports and their other endeavors. This increases and strengthens Esmee’s brand in a way that is personal and important to her.



RESULTS

- +Increased and strengthened brand visibility
- +Builds trust between individual and fans
- +Promotion of diversity, inclusion, and opportunity

Although many influencers and sports personalities can build their own brand, Quantum-h provides the additional support, platform and advice to leverage the individuals' brand in a way that is personal and important to them. In a male-dominated sport such as motorsports, inspiring and empowering women to take part in this plays a huge role in creating opportunities for women and helping them to realize their potential.



“Esmee represents the spirit of perseverance, speed, and real-time decision making from rapidly changing data, and in line with Quantum, embraces paving the way for change. We are a technology company which, from the boardroom to the coding desk, are represented by a 65% female workforce. Together we strive to change what people’s perceptions of the norm is. With Esmee we are able to showcase just how much can be achieved through diversity.”

LEON SAMUEL
QWASI AND QUANTUM-H CEO

86%

of marketers place raising brand awareness as one of their top three objectives of influencer marketing campaigns.

WORLD FEDERATION OF ADVERTISERS

42%

of marketers consider influencer marketing their top ROI-generating marketing strategy.

PRWEB

37%

higher retention among customers acquired via influencer marketing over other channels.

FORBES

ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

