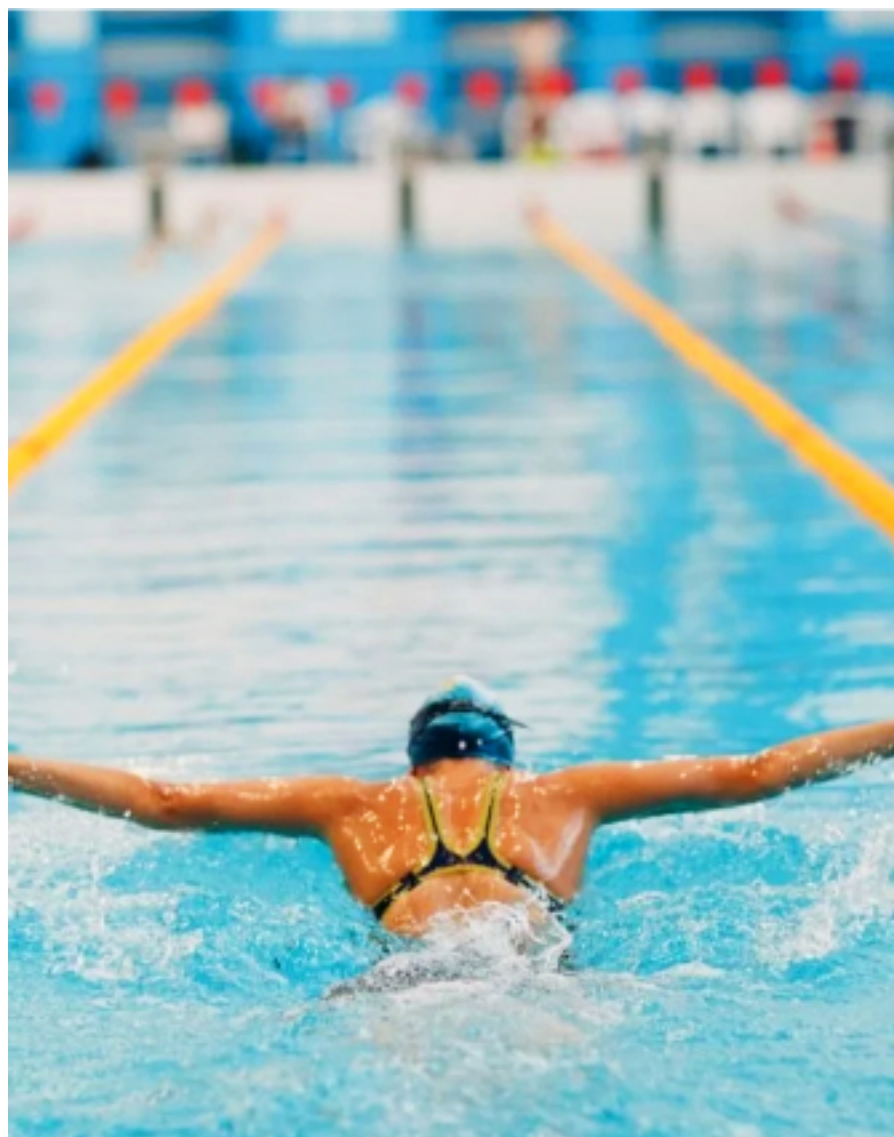
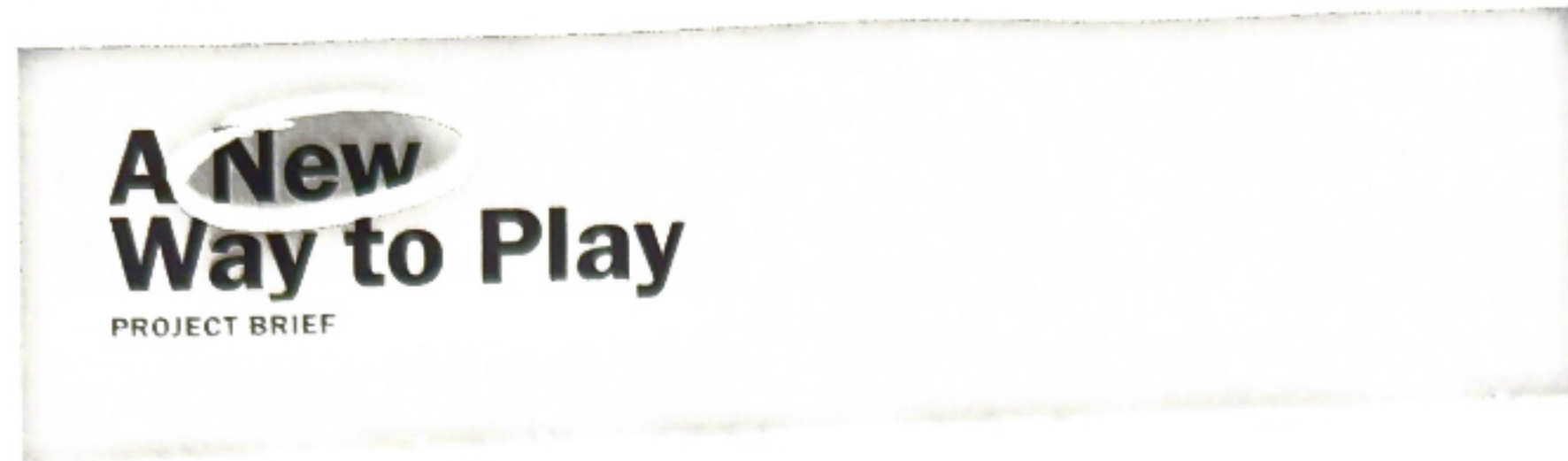




A NEW WAY
TO PLAY

Research Brief



THE PROBLEM

Four in five teenagers around the world don't exercise enough. This means they're missing out on the enjoyment and benefits of regular physical activity.

Daily exercise is essential for teenagers. This is because it keeps you fit, healthy and happy. It also boosts your brain development and social skills. The World Health Organisation (WHO) has discovered that all around the world, 11-18 year olds aren't doing enough exercise. To feel all the amazing things young people should take part in physical activity for at least one hour every day.

THE CHALLENGE

Design an experience, a game or a sport that will help get more 11 - 18 year olds to want to move play and thrive, and use the power of the adidas brand to make your idea spread around the world.

WHY?

adidas believes that everyone should be able to enjoy the benefits of playing sport. But many young people face obstacles that stop them from exercising in the first place.

These obstacles come in all shapes and sizes. For example, many young people don't have spare money to spend on playing certain sports. Many lack the right spaces to play or they struggle to get the right equipment. Lots of teenagers give up sport during puberty, because they feel embarrassed. Lots of young people have disabilities that make playing certain sports more difficult.

We need you to help us break down these barriers by creating a New Way To Play! Because Together Impossible is Nothing.

HOW?

To solve this problem, you'll need to do three things:

1. Help us better understand the audience. You'll need to pick a group of young people to focus on. Then, you'll need to use research to work out their barriers. What's stopping that group from exercising or playing sports?
2. Come up with ideas for a game or sport that will appeal to your group. Your ideas will need to take one or more of their barriers head-on.
3. Develop a campaign using the adidas brand to promote your new game to your target group and get young people around the world moving again.

Research Brief



HOW DOES A "GOOD IDEA" LOOK LIKE?

We want you to be brave with your ideas and take creative risks. Show creative bravery throughout the process and do not prioritise perfectly polished end result.

We know you don't have a big budget or a team of professionals to help you make your ideas reality. You just need to be brave, tell us your story and make us care.

So make sure you take us on the journey with you and show us how you get to your final idea. Like any great story, there will be highs and lows, successes and failures. So don't be afraid to share your story, warts and all.

WHAT DO YOU NEED TO CREATE?

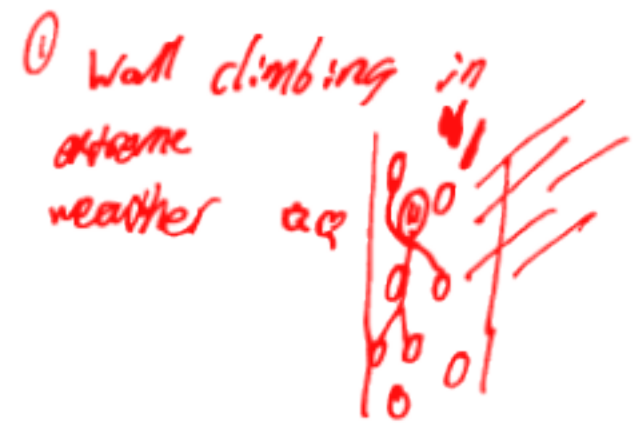
1. A variation of an existing sport or a rulebook for a new game that removes barriers and encourages more people to want to play. Your new way to play can be anything. You might want to:
 - Reimagine an existing sport or game so your group would want to play it
 - Create an entirely new team sport
 - Take a non-sporting game and give it a physical twist
 - Take two or more games and create a hybrid or mash-up
 - Do something completely different...The only limit is your imagination.
2. Ideas for how you would use media and the adidas brand to promote this New Way to Play to young people around the world.

- Brave
- Team
- Encourages
- Media
- World
- Enjoyment
- Benefits
- Essential
- Power
- Obstacles
- Money
- Embarrassed
- Disabilities
- Barriers
- Together
- Group

World Embarrassed
Benefits Enjoyment

Research

Crazy 8



② Duck rock racing



③ Water cycling



④ High wind speed rounders



⑤ High speed farm racing



⑥ High points rage room timed



⑦ Huge scale golf



⑧ Triathlon banger racing



Research

The 3 “W”s

What?

A game or sport that will get more young adults to play/do more exercise so they can get the benefits of physical exercise.

Who?

Young adults who don't do regular exercise or don't enjoy it.

Why?

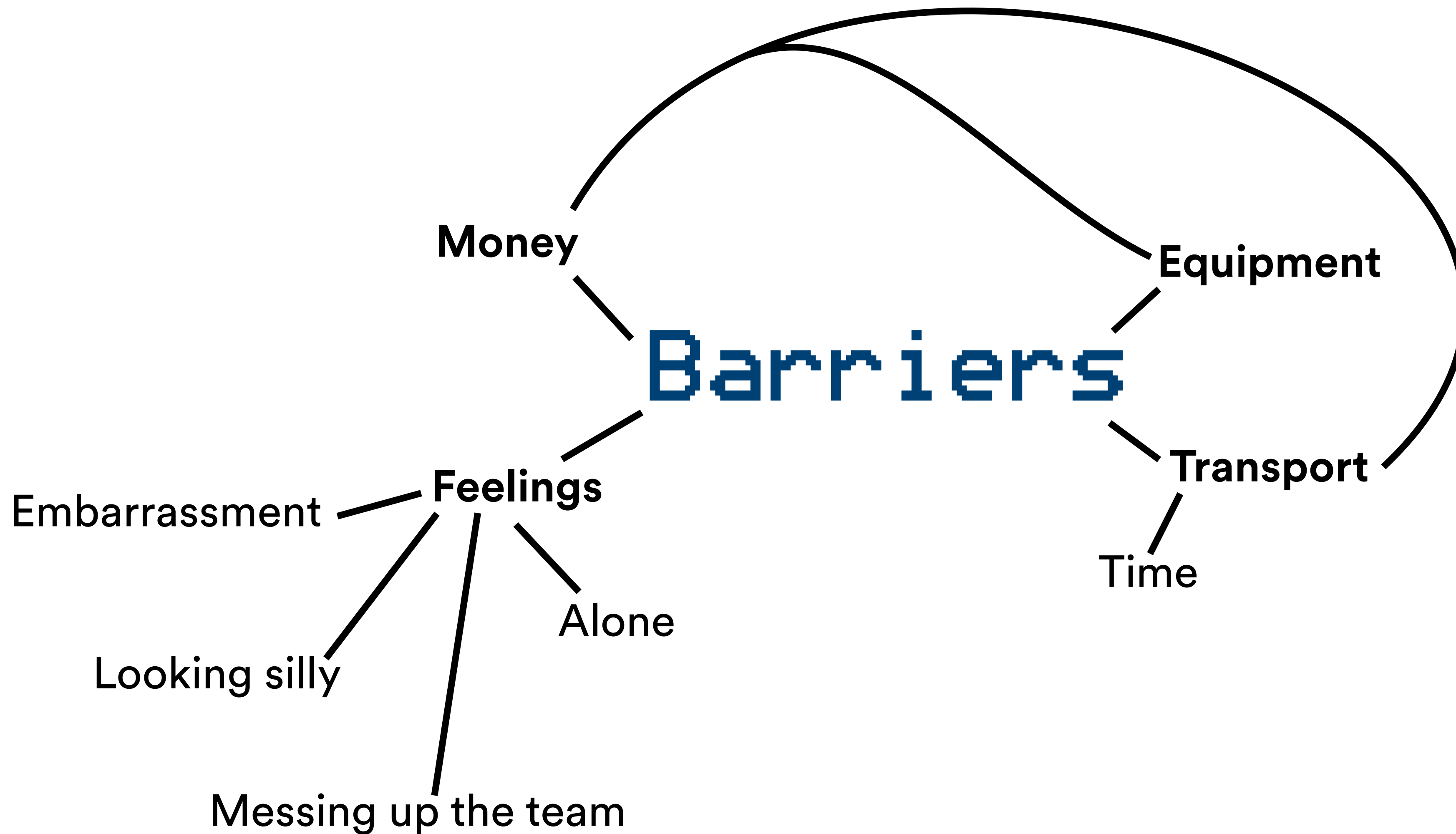
So everyone can reap the benefits of regular exercise and enjoy the social benefits.



**5 minute
task**

Research

Mind map



Research

Consumer

Idea 1:

I've been spending a lot of time playing Forza Horizon 5 and getting into tuning and upgrading cars and how everything works. It's more than just making a car faster because I want to understand why each change matters and how it all connects. I like the idea of taking that knowledge into the real world and working with a team to build a car that can actually be raced. It's not just about the car but also the teamwork, patience and effort that goes into making it work. I think something like this would be great for people aged 14 to 18 who are interested in cars but don't have the money or space to start their own project, and it should be open to everyone so more people can get involved in racing and mechanics.



Idea 2:

I think the best idea to build on would be the point scoring rage room while timed, but changed slightly so it focuses more on energy and fun than just smashing things. It could be set up as an energy zone where people move through different timed challenges like hitting padded targets, throwing soft objects at sensors, or knocking down foam blocks to score points. Everything would be provided, so no one needs to bring anything or worry about equipment. It would be indoors, safe, and designed so everyone can take part at their own pace while still getting a good workout without realising it. The main goal would be to give people a space to burn off energy, compete with friends and have fun moving around rather than sitting still. This would target 11-18 year old as I think it is important to release your feelings in a safe way during teenage years.



Research

Consumer

I'm going to go for the project car idea as it would be something I would want to do if it existed.

What do they like?

They have to have some interest in cars or engineering in some capacity as it will be a pretty hands on task.

What do they not like?

Not being able to have a project car or drive in a car other than a go-kart.

How do they interact with there friends?

I would hope they would be friendly with them and be able to work efficiently with them. As everyone will have to work effectively together to complete the car.

Where are they most likely to participate in sports or physical activity?

In the case of this I would hope they wouldn't mind where it is as you might have to go to different circuits/tracks. It would also be fairly difficult to set this up at a school.

What games do they play?

People most interested in this would be people who also play digital games like Forza, Assetto Corsa and other racing games.

What barriers stand in their way?

Most people aren't easily able to get there hands on an 80s-00s car that they can then work and turn into a race car. Another huge barrier is the equipment and space to work on a vehicle as it can be very expensive and take up a lot of space.

Research

Consumer



Project
Rally cross

Research

Category

What is a “*sport*”



2 minute
task

I think a sport is a physical activity that requires **teamwork**, **strength** and **strategy**. It can range from swimming to driving and everything in between. It has to benefit you in a positive physical way while still being **enjoyable**.

What is “*play*”



2 minute
task

I think play is an activity where you can **express** yourself freely and have fun. It doesn't have to follow strict rules or have a goal it's about **creativity**, **imagination**, and **enjoyment**. Play can be anything from running around with friends to building something new, as long as it makes you **happy** and lets you explore.

Research Category

How many sports can you think of?

- Badminton
- Football
- Basketball
- Volleyball
- Baseball
- Softball
- Rugby
- Hockey
- Ice Hockey
- Cricket
- Handball
- Water Polo
- Netball
- Dodgeball
- Curling
- Bobsleigh
- Rowing
- Sailing

Research Category

Q: What sports are usually played by your audience?

There isn't one sport that my audience would play. Some of them may play sport some of them might not. The sport is meant to have wide range of audiences so everyone can get involved if interested.

Q: How easily accessible is sport?

This sport has something for everyone. No matter their skill level or abilities.

Q: Do they need equipment to play these sports? What would happen if there wasn't any equipment?

To compete in the sport you would need all the tools and vehicle. Without it wouldn't be possible to race.

Q: Would these sports need to be adapted to suit other audiences?

The sport could be adapted if other people wanted to instead of using JDM or classic cars they could use trucks and race them around a different type of track.

Q: What time of day would suit your audience best to engage in sports?

Ideally it would be during the day as it would be warmer and easier to see during the day. If people wanted it could be during the evenings and into the night just it would have to be indoors.

Research

Competitors

Find one activity that's inclusive and appealing for your chosen audience.

The StreetCar programme by Motorsport UK allows people to drive their everyday road car in grassroots motorsport events with no special equipment needed. It is promoted as affordable, accessible and aimed at newcomers, using standard unmodified cars and a free RS Clubman licence.

Find one sporting venue or pitch that you think your target audience would find inspiring/would want to play on/in.

The venue Lydden Hill Race Circuit in Kent is a one-mile, mixed-surface motor racing circuit which includes asphalt and loose surfaces and is described as the birthplace of rallycross. Lydden Hill Race Circuit It offers spectators full visual access and supports family-friendly event formats such as free entry for kids under 13.

Find one campaign that celebrates your audience.

GoJapan is a UK-based event is a full-scale celebration of Japanese car culture, featuring Japanese car displays, drift demonstrations and a show and shine competition. carevents.com The 2024 programme mentions a "JDM Legends feature display" and "a huge display of Japanese car clubs" to highlight and honour classic JDM cars and their owners.

Find one sport that you think could be adapted for your audience.

An adaptable sport is grassroots motorsport via StreetCar, where everyday vehicles participate in formats like AutoSOLOs, autotests and rallies, making entry affordable and inclusive. Also, motorsport governing body Motorsport UK launched a Disability Training Module to help circuits and events remove barriers and engage more disabled participants.

Research

Channels

Where does your audience focus most of their attention (social media, TV, reading books, playing outside with friends, on video games etc.)?

They spend time playing games such as Forza Horizon or Assetto Corsa. They also watch longer-form content on YouTube, things like the original TopGear.

What's the most popular way for your audience to get new information?

Short-form video content (TikTok, Instagram Reels) is highly influential for younger enthusiasts. They also use online video reviews and tutorials on YouTube especially when researching cars or builds.

What people and topics are your audience most interested in?

They follow influencers and builders in the automotive scene who show car modifications, tuning and events. For example they enjoy JDM-tuning topics like rear wheel drive drift platforms and Japanese imports. They care about aesthetics (photo-worthy builds), performance tuning and being part of a community of enthusiasts.

Who and what do they care about?

They care about being part of a community that shares their passion for cars rather than just passive interest. They also care about expressing personal style through their vehicles, social recognition, and staying up to date with modifications, trends and meet-ups.

Research

Company

How does the brand communicate with your chosen audience?

Adidas uses social media platforms (Instagram, YouTube, Twitter) to share dynamic visuals, athlete stories and product drops. They also use influencer and athlete endorsements to reach younger, trend-focused audiences.

What athletes or ambassadors have you seen in adidas campaigns?

Some major ambassadors include Lionel Messi and Jude Bellingham, both with signature lines under Adidas.

Which ambassadors would be relevant for your audience?

For a racing-outfit range aimed at an audience interested in motorsport, ambassadors with motorsport, racing or automotive crossover would be relevant. For example a younger high profile athlete known for speed or precision (like Lando Norris) could cross-over. Also someone from e-sports racing, or motorsport influencer might be relevant though not currently a major adidas ambassador (so opportunity there).

How do they communicate their message to young people?

Adidas embraces short-form, visually rich content such as athlete performance, behind-scenes footage and influencer integrations. They also tap into meme/influencer culture and digital channels to engage younger fans.

What emotions do they try to show in their campaigns?

Key emotions include inspiration, confidence, energy and authenticity. They also show community, progression and sometimes rebellion against the expected.

What colours do they like to use for different audience groups?

Adidas's core brand colour is black together with white for contrast. Their visual identity also uses bold accent colours (such as strong red) and clean, minimalist palettes to appeal broadly.

Research

Survey

Most survey respondents are between **11 and 16** years old, with the largest groups being **11–12 (116 responses)** and **13–14 (97 responses)**. My target audience of **14–18** is a smaller but still significant part of the group, making up around ~20% of the total responses. This suggests that my concept could appeal most to students who are just beginning to explore hobbies and longer term interests, particularly those coming from early to mid-teen years.

Out of all responses:
189 students said they currently play a sport.
59 students said they do not.
This shows that while most are active in some kind of sport, a substantial portion either don't play or have stopped, which gives my project an opportunity to bring them back with a more easily accessible sport.

Within those who listed reasons or barriers to playing sports, a few themes appeared:

Cost - mentioned repeatedly as a limiting factor.
Pressure and time - some felt stressed or lacked time for training.
Confidence - a few cited low confidence or bad past experiences with coaches.
Health and physical issues - things like asthma or injuries were also mentioned.

My project directly addresses the cost and confidence barriers. Building and racing a car as a team doesn't require individual athletic ability or expensive equipment at home as it's shared, inclusive experience that encourages participation without physical overworking or competition pressure.

Popular choices included football, basketball, **Formula 1**, and badminton, showing interest in both team based and motor related activities. Many also mentioned hobbies like playing Xbox, watching planes, biking, and spending time with friends or family.

This suggests your audience enjoys interactive, social, and hands-on experiences especially ones that feel like games or involve real world problem-solving. That aligns perfectly with your concept: a sport where teamwork, creativity, and mechanical skill combine, similar to how car tuning works in racing games like **Forza Horizon 5**.

Research

ADIDAS

Adidas features people of many ethnicities, body types, gender identities and backgrounds in its campaigns. For example, the brand's Diversity, Equity, and Inclusion (DEI) strategy aims to "create an equal playing field for all."

This sends the message: everyone is welcome which fits your project's idea of opening up car-mechanics and racing to more people.

Adidas uses bright visuals, bold typography, dynamic photos of young people, and collaborations with artists and influencers. For example, campaigns highlight "talent and personality" instead of just "pretty faces".

This helps them reach younger audiences (14-18) with a style that resonates relevant for your audience of teens interested in cars and teamwork.

Their visuals often show movement, collaboration, progress and transformation. They're not just product shots, but stories: friends, groups, action, change. For example, one campaign talks about "we" rather than "me".

This aligns with your project: upgrading cars, building a team, understanding how parts connect it's about process and group effort, not just individual speed.

Adidas projects optimism, confidence and empowerment. Their visuals suggest: You can do this, you belong, you are part of something. For instance, campaigns are designed so many people "identify with someone in the campaign".

This feel-good tone supports your concept of making racing and mechanics accessible, inclusive and fun for teens who might not yet have big budgets or space.

Research

ADIDAS

Campaigns that emphasise identity, originality and self-expression:

For example, the "Be original" campaign by adidas (2008) promotes originality.

Another: "All Originals, Iconics" (2011) emphasises the brand's heritage silhouettes and invites consumer reinterpretation.

What you might take away is less "buy this product" and more "be yourself, create, customise, express".

Inclusion & accessibility in campaigns

The "All You Need" campaign (2017) targeted women's workout apparel and emphasised that the gear is the only thing you need to start implying accessibility.

The broader "Impossible Is Nothing" framework (used by adidas) emphasises potential and inclusivity for example in global football contexts.

Campaigns communicate that you don't need high status, expensive gear or exclusive club membership you just need to take part.

Bold visual styles and narrative that lean into culture, motion & transformation:

For example, the "Live in Color" campaign uses strong colour visuals and a sense of creative chaos to communicate energy.

The "Running, Better Self, Fun, Pain" print piece by adidas uses minimalism plus strong typography to tell the story of transformation.

The 2023 brand platform "We gave the world an original. You gave us a thousand back." shows how adidas uses film, culture, motion, story telling.

Evaluation Research

Understanding

Q: Do I fully understand the brief?

I realise that I am going to have to make my sport as enjoyable for everyone so that it can be competed in from as many different places as possible.

I have managed to narrow the brief down into 4 key words (World, Embarrassed, Benefits, Enjoyment)

Examples

Q: Have I found examples that already exist and have I questioned why they were successful?

I have found similar events that do things like I am wanting to. StreetCar is an event that lets people take their everyday car and race it in a more professional and official stage.

The GoJapan! event is more similar to the JDM side of my project being one of the largest car shows of just Japanese cars.

Methods

Q: Have I used a range of research methods (primary and secondary)?

I have collected both primary and secondary research for this project. I used a survey to collect opinions/knowledge from young adults (11-18) which is a primary form of research.

Then I have done a lot of secondary research by looking through lots of different sites and sources to collect info that helped further my project.

Sources

Q: Have I gathered a variety of information from multiple sources?

Like I said in the tile before, I took my info from various different sources and resources.

It is important to take from more than one source to get a wider range of ideas or events.

Insights

Q: What is the insight I have discovered, and how does my research support this?

From my research (mainly the survey) is that there is an audience of people that do enjoy motorsport and may enjoy rallycross.

I have also found that other events/organisation do already exist doing things in a similar field.

Why Insights

Q: Why have I chosen this insight, is there others I could have chosen?

When making my projects my current mood and interests at that moment of coming up with ideas really influence what I make.

I could have chosen any of my other interests but at the moment that I was beginning my research I wanted to do something related to JDM or rallycross.

Priorities

Q: How will I know if my ideas will be successful & what are your top 3 priorities?

I will be able to tell if my ideas are successful if my communication gets to the correct audience and that audience gets excited by the idea.

1 - My communication is clear and concise to get my idea/concept out

2 - My passion/interest in JDM and motor sport gets clearly carried through my communication

3 - I will make sure that if something doesn't work or is unrealistic I will go back and refine my idea so it's as effective as possible

Concepts

Object Sport

Objects:

- Laptop
- Computer Keyboard and Mouse
- Tower Computer
- LCD Monitor
- Notebook

Tech Tower Assembly:

Be the first player to “boot up” your PC by correctly assembling/plugging in and all the parts correctly before your opponent does.

Game Setup:

- Each player is given all the parts (laptop or tower pc, keyboard, mouse, monitor) in front of them randomly.
- A timer is then started and both players begin assembling.

How to Play:

- When the timer starts, both players begin assembling their PC setup by connecting each part in any order.
- Example order: Laptop -> Monitor -> Keyboard -> Mouse.
- The first player to correctly connect all components and shout “Power On!” wins the round.
- No skipping or multitasking; each connection must be made one at a time.

Scoring:

- First to finish gets 5 points.
- Second player gets 1 point for each part assembled when the round ends
- Play multiple rounds the first player to reach 20 points wins the game.

Concepts

Reinvent A Sport

Key features and elements:

- Played with racquets and a shuttlecock.
- Can be singles (1v1) or doubles (2v2).
- Played on a rectangular court divided by a net.
- Objective is to hit the shuttlecock over the net so it lands in the opponent's side and they can't return it.
- Requires speed, precision, and reflexes.
- Usually played indoors (wind can interfere).

Changes:

Badminton could be changed into a nighttime version called Glowminton.

- It's played in the dark with glow in the dark shuttlecocks, LED racquets, and light-up court lines
- The court has special “power zones” that light up. If you hit from or into these zones, you get extra points
- Players rotate positions after every serve like in volleyball, so everyone moves around and stays active.

How the gameplay and purpose have changed:

Glowminton is still about skill and reflexes, but it also adds strategy and teamwork.

Players have to plan their movements to reach the power zones and score bonus points.

It's more exciting to watch because of the glowing equipment, and it can be played outdoors at night for fun events or festivals.

The purpose is still to score points by landing the shuttlecock on the opponent's side, but now it's a more team based and visually cool version of the original game.

Concepts

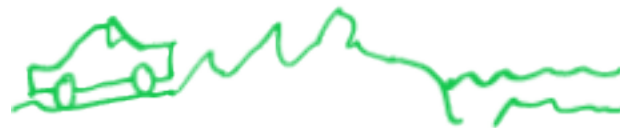
Designing a court



Concepts

Crazy 8's Pt. 2

Mixed Surface Rally



JDM Rally Cross



Modular car racing



2 player RC driving



Street map RC racing



World wide rally

Brazil



Nepal



Japan



RC Car battle bars



Rave Dring



RGB Lights

Concepts

Designing my sport

JDM Rallycross

Rules:

Car type: Only JDM cars (Japanese Domestic Market) are allowed, including classics like the AE86, Impreza, Evo, and modern equivalents. (preferably with popup headlights)

Track: A mixed surface circuit combining dirt, gravel, street, and racing tarmac. The track must include at least one drift zone and one jump.

Race format:

- Each race lasts 5 laps.
- One mandatory drift lap where drivers must take a marked drift section.

Pit Rules: Light repairs allowed mid race but only in the designated pit zone but also costing time.

Scoring:

- Position points for finishing (1st = highest etc).
- Style points for clean drifts, air time on jumps, and car control.
- Penalties apply for cutting corners, missing the drift zone, or unsafe driving.

Number of players:

8–12 drivers per race is ideal.

Keeps the track busy and exciting. Allows for heats, semifinals, and finals if needed. Makes scoring and judging fair and manageable

How It Answers the Brief:

World: The sport uses mixed surfaces and track themes that can be inspired by different places around the world. This gives the sport a global feel and makes it more interesting.

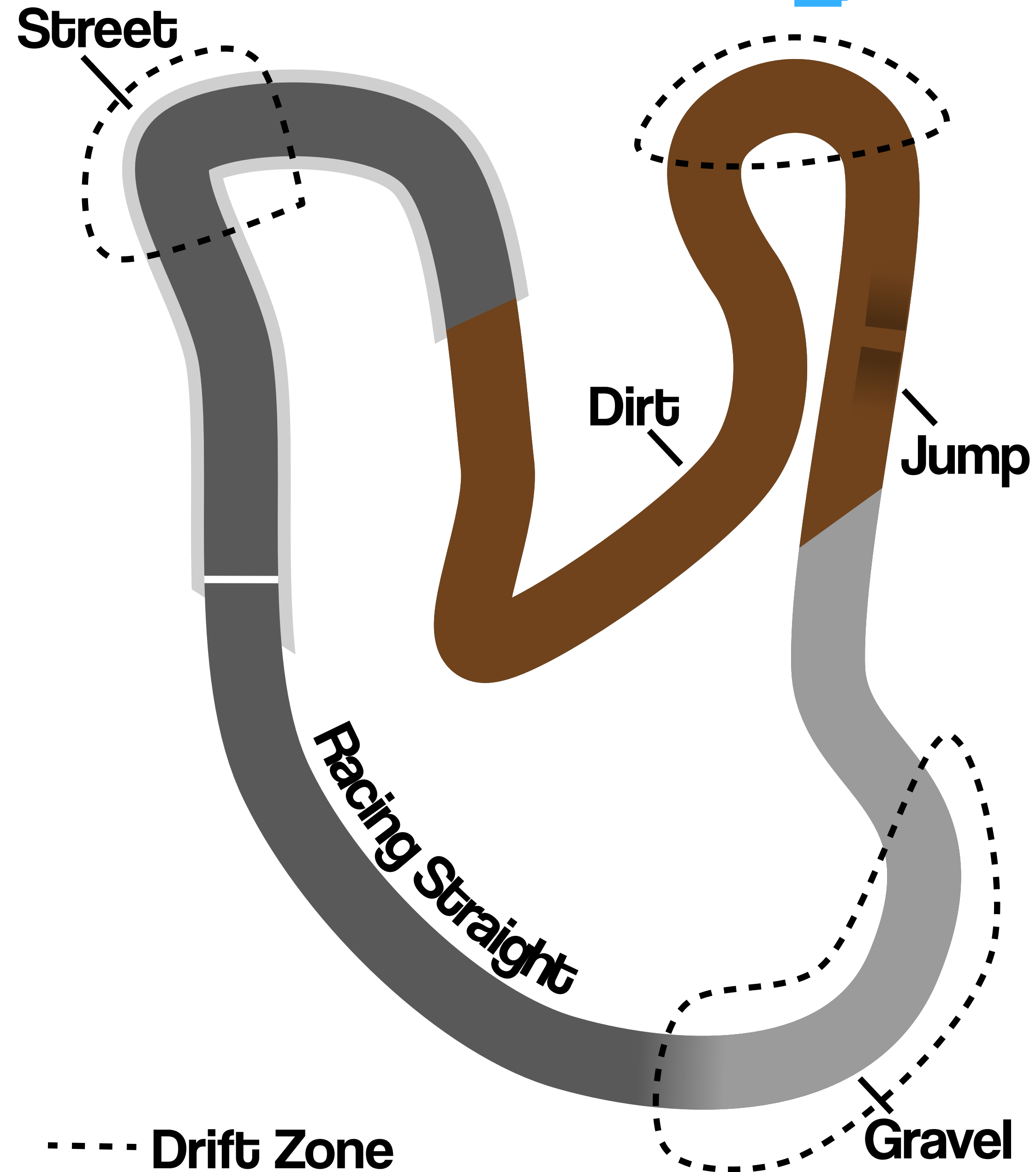
Embarrassed: The sport reduces embarrassment for new players as it awards style points not just speed. Even if a driver doesn't finish in 1st they can still earn points for good drifts or clean driving so they don't feel embarrassed or left out.

Benefits: The sport has physical and mental benefits as it improves focus, reaction time, coordination, and confidence. It also encourages teamwork in pit crews and teaches safe driving skills.

Enjoyment: Drifting, jumps, and fast paced racing make the sport fun to watch and fun to take part in. Drivers and spectators both get a lot of enjoyment from the action orientated format.

Concepts

Track design



Concepts

Feedback

I was given some good feedback about the structure and rules of my sport.

I now realise that there isn't a huge amount of teamwork past just working together in the pits so there could be a different gamemode which is 3 teams of 4 that all work together to get points encouraging more teamwork on the track as well.

There could also be multiple different paths in the heats of rounds so that the rounds match others skills more closely.

very thought at
engaging for all
participants
team building emotional
connection

- Different rounds
- teams to have
- very expensive

Evaluation

Concepts

Impact

Q: What impact might each of my ideas have?

My ideas make motorsport more creative, more social and more engaging for new players. By mixing drifting, jumps, power zones and style scoring, the sport becomes more exciting to watch which can attract a wider audience, not just car fans. It encourages teamwork in pits and possibly in new game modes with team scoring. It also boosts confidence for beginners because they can earn points in different ways, not just by finishing first.

Attention

Q: How do my ideas grab attention?

The sport grabs attention through its visuals and unpredictability. Mixed surfaces, pop up headlight cars, drift zones, jumps and changing track styles stand out compared to normal racing. The scoring system also makes every move matter, so spectators watch for skill, style and close calls rather than just waiting for the fastest driver. This creates a more dramatic and memorable experience for both players and viewers.

Feasibility

Q: Will my ideas work? Why/why not?

Yes, they can work, but they will need careful rule balancing. Drift competitions and rallycross already exist, which means the driving style is realistic. Mixed surfaces, judging systems and pit teamwork are already used in real motorsport, so combining them is possible. However, style scoring must be explained clearly and tracks need to be designed safely for jumps and drift zones. With proper rules and track design, it is realistic and achievable.

Challenge

Q: How do my ideas challenge what already exists?

My sport challenges traditional racing by not making speed the only way to win. Most motorsport focuses on lap times, but this one rewards creative driving, teamwork and style. It also challenges the embarrassment some new drivers feel because they can still earn points even if they don't finish first. Instead of racing being just competition, it becomes entertainment and skill expression, giving players more ways to shine.

Effectiveness

Q: Why was the solution I chose the most effective?

This solution is the most effective because it keeps the competition intense while opening the sport to more people. It keeps the skill and excitement of racing but adds more reasons to watch and more ways to score, which makes it more inclusive. It also encourages teamwork with pit strategies, car control and possibly team races. It balances fun, skill and fairness, making it entertaining for players and spectators instead of only rewarding speed.

Fail and Fix

Barriers

Lack of access:

- My sport does require a bit more access that not everyone can get. The cars that are worked on will probably be in one central garage. It will mean people can go and access the garage when requested to fit their schedule. This isn't really something I can avoid as their will only be one car per team so you can't exactly move it around easily without risk.

Lack of time:

- Since races are a fixed event they can't easily be moved because someone has an after school activity. But the positive of the garage being accessible with permission at all time means people can come in seperatly to work on various different parts of the vehicle or race.

Lack of motivation:

- If there isn't something that motivates the people to work on the car or race there will always be new roles that they can try. For example photography/videography or media managment for the team (etc).

Health or physical limitations:

- Racing and working on cars does require a bit more physical health but if you really aren't able to once again there are other roles in the team that can be used that won't require nearly as much health requirements.

Negative experiences in the past:

- I have also in the past had some negative experiences with sport but everyone in the team should be kind and welcoming to each other as they all need to work together on the same objective. It should hopefully be as accessible for as many people as possible even if they have bad memories of sports

Fail and Fix

Real Barriers

What barriers the people needed to overcome?

- Messi had to overcome his growth defect, Momiji had to always get back up after hard falls. All of these require resilience and the ability to come back from difficult situation.

Why would these be considered inspiring stories?

- It shows that even with barriers or setbacks you can still come back and do amazing and impressive things if you stay resilience.

How the storytelling in these videos could inspire how you tell your story?

- They show these stories in a professional stylised way some having metaphors some having story lines all of which connect you more with the person in the video.

Fail and Fix

Next Level

Fresh Eyes:

- I spoke to my Dad about my project and he said: *"The popup headlights is very specific. I'm intrigued by the style points as that's not something I'm used to in motorsport. Could you be awarded points for how original the car is? So modified cars which are faster don't necessarily win?"*

Ideas on Fire:

- JDM only rallycross racing keeps a unique identity. Creates a niche culture and fanbase.
- Mixed surface track + required drift zone forces players to show different kinds of driving skill, not just speed.
- Style points system (Drift, Air Time, Car Control) makes the game fairer and more exciting to play/watch.
- Team variant 3 Teams of 4 encourages teamwork both on track (blocking, drafting) and in pits.
- Global track themes inspired by countries gives fresh visual identity and replayability (tracks never feel the same).

Magnify:

- Cars gain “style buffs” the cleaner your drift the more temporary speed boost you get.
- Tracks change mid race like Mario Kart. Gravel floods with water, street turns to ice, dirt becomes mud.
- Pop-up headlights give a bonus when activated at the right moment like a defensive “shield”.
- Teams can trigger “team power moves” synchronized drifts by two teammates activate a huge score multiplier.
- Spectator power ups let the audience votes change lighting, weather, or open a secret shortcuts.

Simplify:

Remove

Complex pit repairs rules

Multiple scoring categories

Too many car types

Why

Slows down the main action too much. Keep pits quick and optional.

Combine drifting + air time + control into one style score.

Just 2 classes: Classic JDM vs Modern JDM

Beautify:

- Clean, distinctive liveries inspired by Japanese racing culture
- Uniform pit gear colours per team creating a strong visual identity during pit stops.
- Drift zone surface uses black aggregate gravel that leaves visible tyre marks

Evaluation

Fail & Fix

Effective

Q: How effective will this idea be and how do I know this?

My idea should be effective because it makes racing more fun to watch instead of only about speed. With style points, audience interaction and track changes, there is always something happening which keeps people interested. Drift events and games like Mario Kart show that style and unpredictability keep viewers engaged, so adding that to real racing should make it more exciting.

Findings

Q: Does it answer the brief and match my research findings?

Yes it matches the brief. My research showed inspiring sports are not just about winning but about doing something impressive in your own way. My idea rewards creativity, teamwork and original driving instead of only speed which fits what I learned. It makes the sport more appealing and easier for new people to get into, just like the examples in my research.

Issues

Q: What might go wrong with my idea?

People might be confused at first because they may not understand how style scoring works or how power ups affect the race. Teams could take risks just to earn points and track changes could frustrate drivers if they are not ready. These problems could cause complaints unless rules are explained clearly.

Risks

Q: What are the risks / implications of my idea?

Some fans might see the sport as less serious since it mixes entertainment with racing. There could also be safety concerns if teams attempt advanced drifting or team moves without practice. Another risk is fairness because style scoring needs to be judged properly or teams could argue about results.

Needs

Q: How does my solution meet the needs of this real-world problem?

Motorsport can be hard to get into unless you already care about it. My idea fixes that by making it fun to watch even without knowing anything about cars. It gives more ways to win, encourages teamwork and keeps the audience involved so the sport becomes more inclusive and entertaining overall.

Changes

Q: Do I need to change/adapt anything at this point in order for my idea to be more successful?

I may need to simplify scoring so everyone understands how points work. Visual indicators during the race and clear rules would help. Power ups and track changes might need testing to make sure they are fair and not too chaotic. Starting with a smaller trial event could help improve the idea before it becomes a full competition.

Communcation

Advertising Planning

So to promote the real driving event I have this idea of making a mini driving game with a digital version of the track I designed. You would also be able to drive examples of cars you could use in the real event. It won't be a very complex game just a simple course and cars that have the rules implemented for the real version so people can learn the rules before entering.

To further promote the sport by using the Adidas brand they could make racing themed clothing. This could be racing shoes with the sport name/logo on the side. They could also create the official racing suits.



Communcation

Using Adidas

Since Adidas is a sports clothing company they could sponsor the racing teams but on top that they could make the full racing suits and release a special range of racing shoes.

I had an idea of a racing suit and got ChatGPT to visualise it with their image generation.

Prompt: "Could you make a full racing outfit and helmet sponsored by Adidas for the Toyota Team. Some other sponsors of the racing team could be: Minolta, Mobil1, Philips. The racing outfit should be inspired by the AE86 panda colour scheme with the black and white. The suit should be shown with a person facing forward and a person facing away side by side. It should be in a completely white scene."



This was pretty much exactly what I had in my head which is really cool that it came out the same.

Although Adidas isn't really a motorsport brand they can still be incorporated in a form making the outfits.

Communcation

Logo & Name

Name Ideas:

- Rally Neo
- **Night Rally EX**
- Drift Zero
- Apex Rally
- Project Rally Cross
- Dirt Drift
- Driftbound
- Turbo Touge
- JDM Rally Championship
- Midnight Drift Circuit
- JDM Off-Road



Dash shapes:

Fonts:

Hanson
Circular Black
Cobe

Extra Text: ラリー (Rally) ドライブ (Driving)
ナイトラリー (Night rally) レース (Racing)

EX

NIGHT

Final Logo: ナイトラリー **EX**

Communcation

Game planning

Systems to implement:

- Core driving mechanics such as: gear/rpm simulation, engine power simulation, pop-up headlight control
- Garage selection manager
- Track loading/switching
- Music playing system with notification popup
- Track split system including: checkpoint splits, saving and loading, PB system

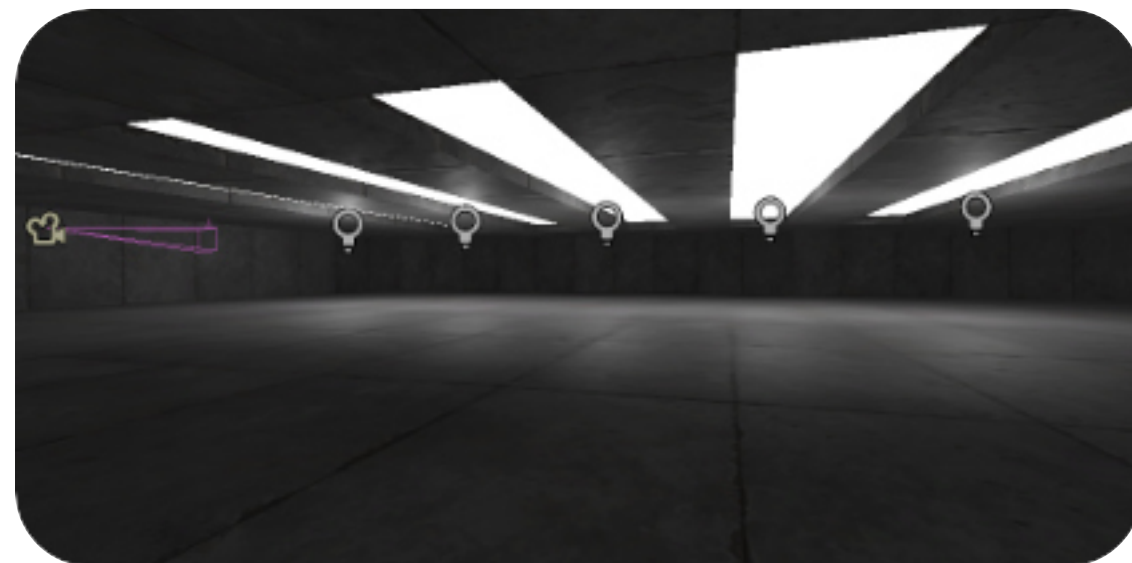
Style Inspo:

- I like the 90s style lowpoly games but I would rather have a higher resolution version. I might take some insparation from the general style.
- Initial D is one of my favourite car related media so will take quite a few of the cars from there such as the Toyota AE86 or RX7 (2nd gen)

Communcation

DeveLopment

I chose to use the Godot 4 game engine for this game as I know how to use it to it effectively. It also has useful built in tools that would work well for this project.



I began the game by setting up the main menu. I found a model on Sketchfab of a brutalistic scene and stripped out some of the model to just leave the blank concrete room with ceiling lights. This is where the cars will be shown so you can choose them before the racing.



The first car I added was the Toyota AE86 which I found a really high quality free model on Sketchfab that I put into the scene. Godot has a built in VehicleBody3D node which you can use for vehicle physics. I used this system to setup the vehicle and all the model. I had a few issues with the textures and shading as it felt like perfect glossy rather than metal or rubber but I figured it out.

```
@export_group("Display Mode")
@export var in_display_mode := false

@export_group("Input Configuration")
@export var enable_player_input := true
@export var throttle_action := "move_forward"
@export var brake_action := "move_back"
@export var steer_left_action := "move_left"
@export var steer_right_action := "move_right"
@export var handbrake_action := "jump"
@export var clutch_action := "crouch"
@export var headlight_toggle_action := "torch"

@export_group("Engine Specifications")
@export var engine_hp := 120.0
@export var max_rpm := 7500.0
@export var idle_rpm := 850.0
@export var max_torque := 110.0
@export var power_balancer := 5.0
```

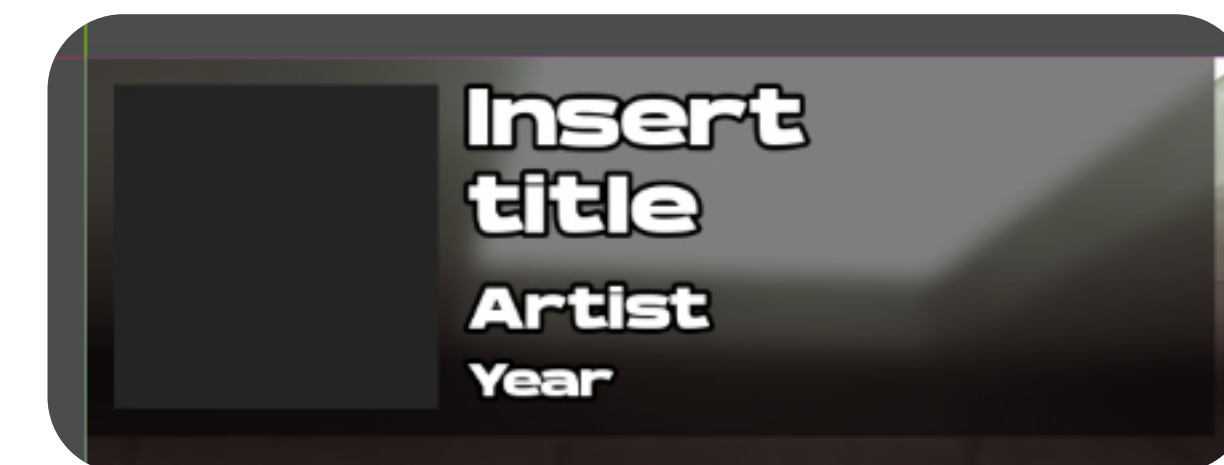
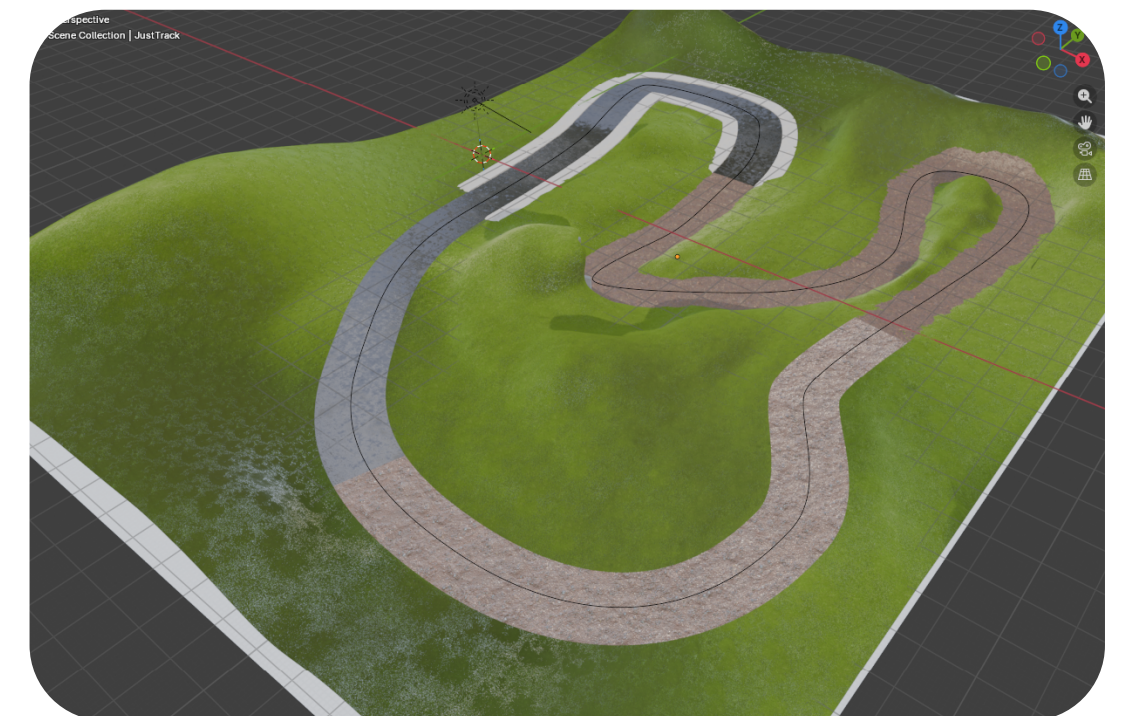
Prompt: "Could you remove all the getting in the car and interacting with the physical car as I need a version for a racing game rather than exploration so it is just the driving bits."



Communcation

DeveLopment

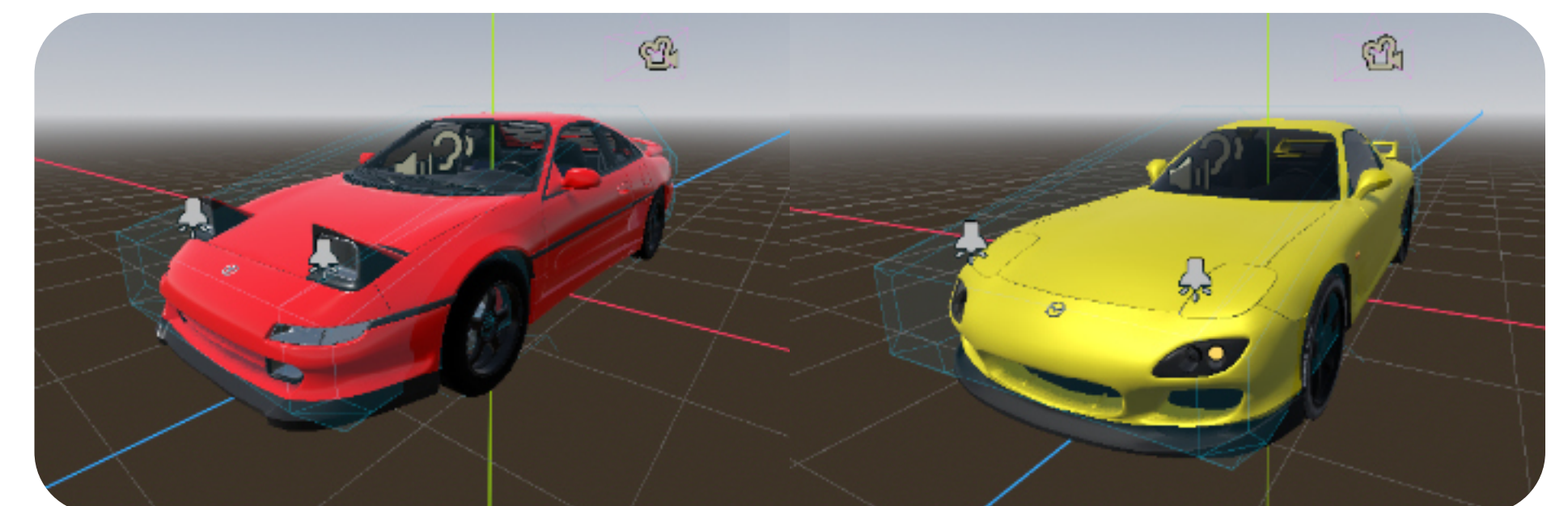
I only had a blank square to drive the car on for testing but I used blender to model a 3D version of the track that I designed during concepts. I gave each section the correct physics material and properties so the car reacts differently on each surface. I made a basic landscape without any other objects like lampposts or trees.



I then wanted to implement the music player system. I compiled a folder of MP3s of my favourite racing songs. They all have metadata such as title artist and embedded

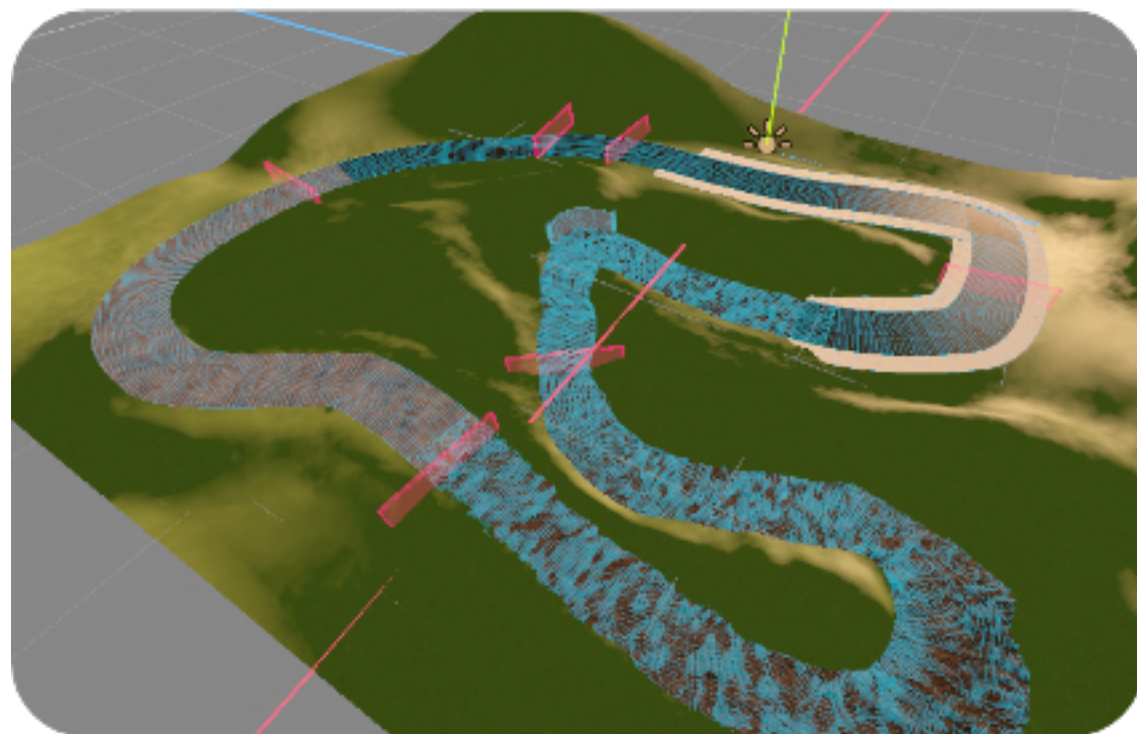
covers. I wrote the script to play the mp3s and extract the metadata then display it on the popup. You can skip the songs with keybinds.

I added 2 new cars being the Mazda RX-7 (2nd gen) and a Toyota Mk2 MR2. I then changed all the settings for each of the cars to be similar to the real life version so if you have knowledge about the car it can be used in the game. I spent quite a while tuning these cars to feel just right for rallycross.



Communcation

DeveLopment

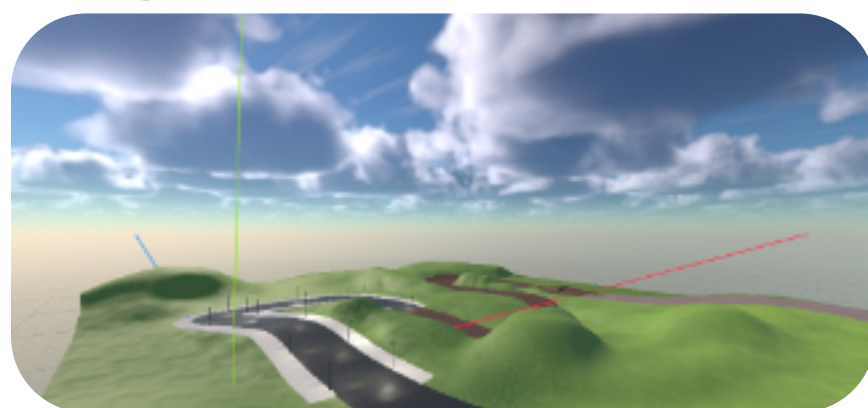


I then decided to work on the timing/splits system. I setup the checkpoints around the track. I then worked on the backend maths system that stores all the checkpoint values and calculates the delta and splits for each section. This all went suprisingly smoothly as Godot has some very useful functions for this sort of thing.

I designed the UI for the splits and connected it all up so it displays red when slower than PB and green for faster.

+00:01.342

I then designed a speedometer to display the current car speed, rpm and gear in a easy to read way as before there was no way to tell. I designed it in affinity then replicated it in Godot with elements that I could update with the real values. I got it all connected up and it worked quite nicely.



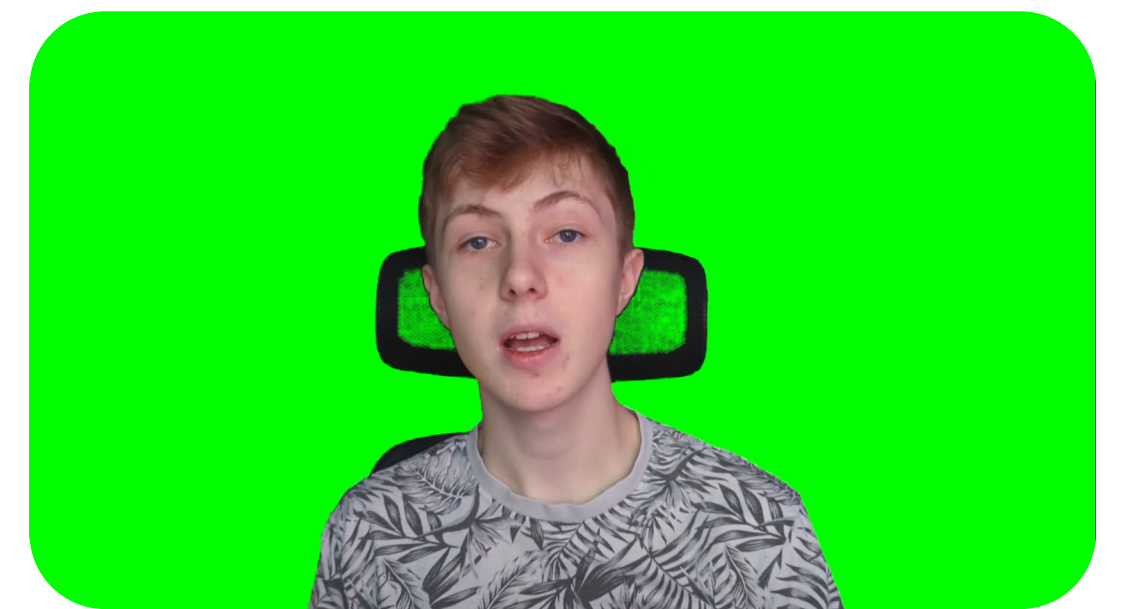
I found a very high quality sky shader on godotshaders.com which I used for the sky. It has great looking clouds and a nighttime mode. I wrote some code to control the sun and moon to have a fully working day night cycle.

Communcation

Presentation

I wrote a script for the video based on the full process that I made until now. I have some ideas in my head of what each section might end up looking like and what I will show.

I recording me saying the script I wrote in front of a green screen sat in my chair. I edited this down and chroma keyed it. I then imported the video into Godot 4 which I then placed on a plane inside one of the cars. I drove the car around the track a few times recording the view of me in the car using OBS.



I then took that footage into DaVinci Resolve adding photos and info to convey my speach in a interesting way.



Evaluation:

Reflection Time

Creativity

Q: Have I been as creative as possible at communicating my idea with others?

I've shown my ideas using visuals, brand links, and even a game concept which makes it easier to understand. I think the mix of images, explanations, and gameplay planning shows creativity in how I communicate.

Emotion

Q: What emotion / feeling do I hope my project will generate?

I want people to feel excited about driving and racing and see how cool the sport could become. It should feel stylish and energetic, like a mix of real racing and retro car culture.

Evidence

Q: What evidence do I have of my thinking?

I have concept art, logo ideas, event planning, and game development progress all shown step by step. This shows how my ideas changed and improved while I worked on them.

Feedback

Q: What feedback have I had from my classmates that has helped me?

When I gave feedback I tried to point out what worked well and how things could be improved without changing their style. I tried to help people build on their ideas rather than replace them.

Others

Q: How have I Helped others with my feedback to them?

Some of my classmates said the visuals and branding were strong so I kept building around that. They also told me to explain the event more clearly which made me describe the rules and ideas in a simpler way.

Evaluation:

Reflection Time

Learnt

Q: What have I learnt about myself in this project so far?

I've learnt that I work best when I have visual ideas and can build around them. I also realised I like to mix real world things with digital concepts to make them stand out more.

Learnt

Q: What have I learnt about my classmates?

I learnt that everyone has a different approach to ideas and some think more about design while others think more about rules or gameplay. Seeing the variety helped me understand how many ways there are to plan a project.