

TALISKER™
WHISKY

ATLANTIC
CHALLENGE



ORGANIZED BY
ATLANTIC
CAMPAIGNS

MEDIA STATISTICS - THE 2016 RACE

SOCIAL MEDIA STATISTICS - DURING 2016 RACE

TOTAL REACH

20.1 million

People that have been exposed to our content

TOTAL VIDEO VIEWS

3.7 million

People that have watched our content

TOTAL ENGAGEMENT

1.2 million

People that have reacted to the content (likes, shares etc.)



Reach

1.4m

Views

560,000

Engagements

1,514

Reach

600,000

Views

15,000

Engagements

15,000

Reach

16.3m

Views

2.0m

Engagements

127,000

Reach

23,400

Views

7,100

Engagements

2,300

Page views

665,000

Unique sessions

301,000

Engagements

301,000

Page views

1.2m

Unique sessions

760,000

Engagements

760,000



TV, PRESS & PR STATISTICS - DURING 2016 RACE

TOTAL PR VALUE

£6.7 million

The Advertising Value of all our Press Coverage

TOTAL PIECES OF NEWS COVERAGE

2,500+

All of the articles printed or posted online

TOTAL TV VIEWERS

80.2 million

People that have watched our documentaries



Broadcasts

250+

TV broadcasts in 120+ countries of two 60-minute documentaries



Broadcasts

2 hours+

Coverage on BBC Breakfast and during the "Boat Race Day" on BBC1



Online articles

33

Pieces of international online coverage



Print Articles

37

National newspaper articles



Broadcasts

100+

National and Regional Television Broadcast (since 2015)



Celebrities

10+

Celebrity support from Stephen Fry, Bear Grylls, David Haye, Sam Branson etc.

