

TALISKER<sup>™</sup>  
WHISKY

ATLANTIC  
CHALLENGE

# RACE REPORT

2018 / 19



ORGANIZED BY  
**ATLANTIC  
CAMPAIGNS**



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## RACE ORGANIZERS



## TITLE SPONSOR



## REPORT & ANALYTICS

PRECIOUS

Main Photographer: Ben Duffy

Supporting Imagery: Ted Martin, Robin Skjoldborg, Penny Bird, Michael Kevin Simon and Manfred Tennstedt

The purpose of the Race Report is to give an overview of the Talisker Whisky Atlantic Challenge and showcase its audience reach and impact for new and existing stakeholders.

Specifically, the report has been created to help the participating teams explain the race to sponsors and other relevant parties.

Data detailed in this report was collected between October 2018 and April 2019.

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Editor In-Chief: Mohammad Alnatour  
Graphic Designer: Kye Lapitan



# THE RACE

## TALISKER WHISKY ATLANTIC CHALLENGE

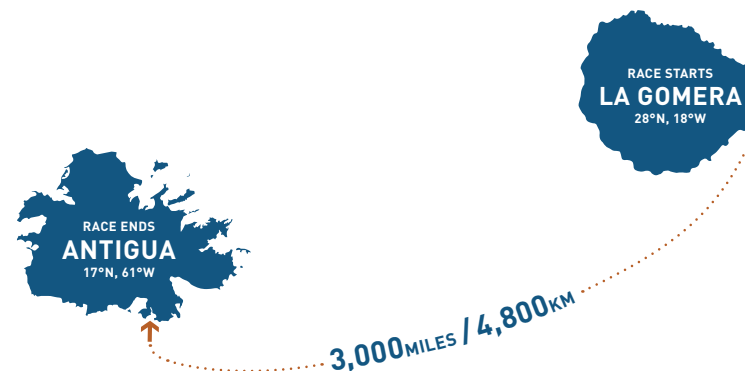
The premier event in ocean rowing - a challenge that will take rowers more than 3000 miles west from San Sebastian in La Gomera, Canary Islands to Nelson's Dockyard English Harbour, Antigua & Barbuda. The annual race begins in early December, with up to 30 teams participating from around the world.

**The Talisker Whisky Atlantic Challenge brings together teams from all walks of life, united by the same objective - to take on the unique challenge of crossing an ocean in a rowing boat.**

The atmosphere is electric as people help each other prepare for the challenge of the mighty Atlantic Ocean. The challenge creates strong friendships and competitiveness gives way to camaraderie that will be relied upon throughout the event.

Teams battle with sleep deprivation, salt sores and physical extremes that the row will inflict. Rowers are left with their own thoughts, an expanse of the ocean and the job of getting the boat safely to the other side. The race offers different experiences to all involved.

Upon finishing, rowers join a small community of friends that have shared the adventures of an ocean crossing. The mental and physical endurance will result in a life changing achievement, something that will not ever be forgotten.



Teams depart from La Gomera, Spain and row across the Atlantic arriving in English Harbour, Antigua



# RACE ORGANIZER

**Atlantic Campaigns are the race organizers and owners of the race. Atlantic Campaigns staff have over 50 years of ocean rowing experience and an inherent dedication and passion for the sport.**

Atlantic Campaigns see the race as a platform to nurture and create future greatness. The characters that take part become role models and sometimes even mentors for future teams.

Atlantic Campaigns' main consideration is safety, but the rowers' success and achievement of their dreams follow closely behind. Atlantic Campaigns pride themselves in being there from start to finish and beyond.

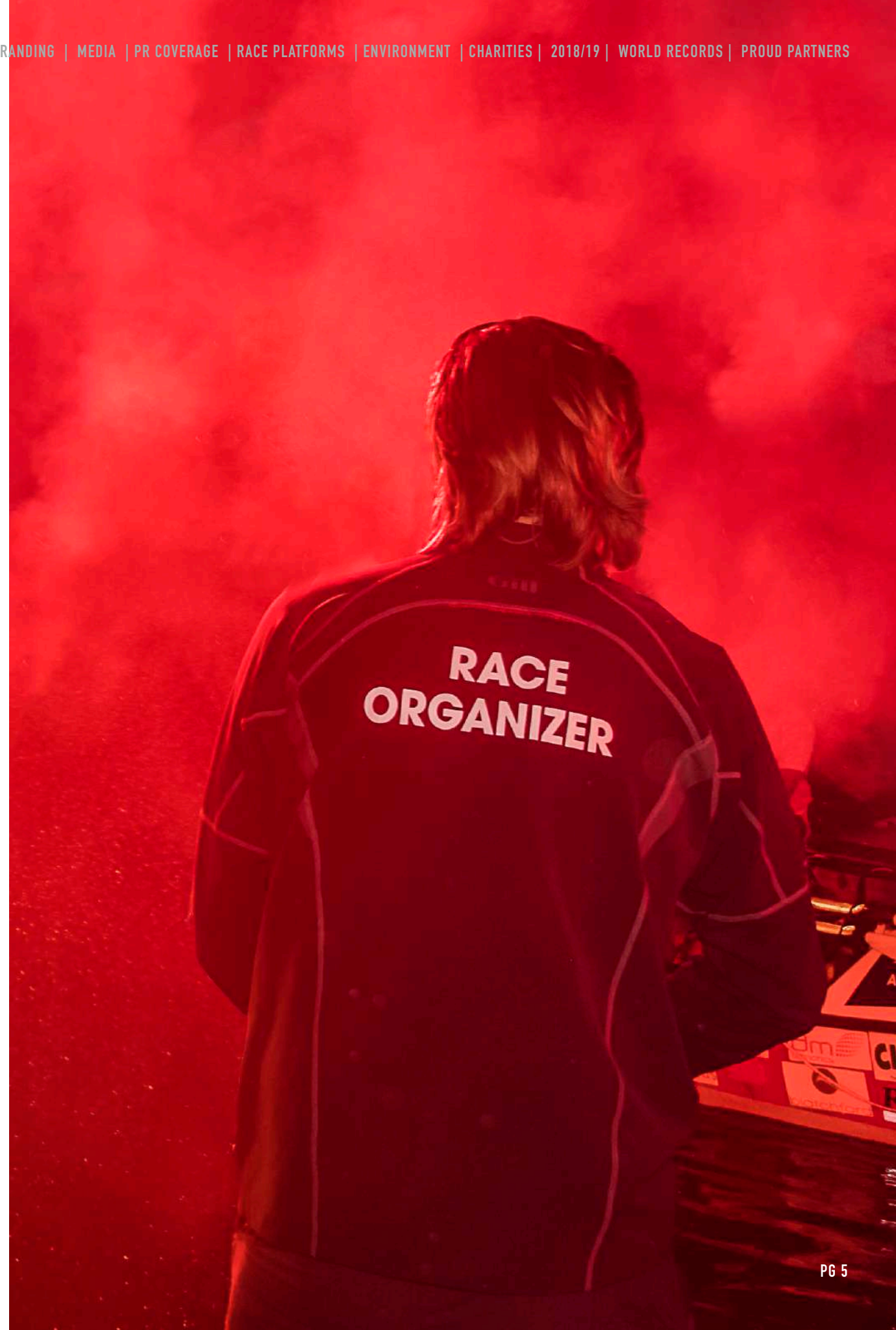
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"As CEO of Atlantic Campaigns (the race organisers of the Talisker Whisky Atlantic Challenge) I am fortunate enough to witness first hand the courage, determination and resilience of each and every person that enters the race. To play a part in an individual's desire to achieve a dream is a humbling experience. Emotion aside, Atlantic Campaigns prides itself on a 100% safety record, with the welfare of our competitors our first and main priority. With the support of 2 safety yachts, 24 hour assistance, advice and guidance from sign-up to the finish line and beyond, Atlantic Campaigns delivers the platform to host the most comprehensive ocean rowing race in history. "

## CARSTEN HERON OLSEN, CEO ATLANTIC CAMPAIGNS

"I participated in TWAC18 with all the uncertainty that comes with an adventure like this. The Atlantic Campaigns team really were a safe harbour. From great communication with Carsten & Nikki during the two year preparation period to the Safety Officers Ian & Lee leading us across the ocean - Atlantic Campaigns took care of any issues so I could focus on my journey."

## MADS VANGSØ - WOLFPACK GYM TEAM POWERED BY GARMIN





# THE TITLE SPONSOR

Talisker Single Malt Whisky, a brand synonymous with rugged adventure, has been the official title sponsor of the race for eight consecutive years.

Talisker is the oldest distillery on the Isle of Skye, made by the sea in one of the most remote, rugged, yet beautiful landscapes in Scotland. Founders of Talisker Whisky, the MacAskill brothers, rowed from Eigg to Skye to establish the Talisker Distillery in Scotland almost 200 years ago.

*"We are very proud to continue our longstanding relationship with this extraordinary sporting event that celebrates the transformational experience and journey of each rower as they immerse themselves fully in the elements. The Talisker founders, whilst not coming close to crossing the Atlantic, shared the same sense of adventure and passion as the rowers do today, an incredible display of what it means to be "made by the sea"*

**Lisa Everingham,**  
Global Head of Talisker





# TESTIMONIALS

"Atlantic Campaigns and the Talisker Whisky Atlantic Challenge made me and my teammates rise to our better selves. On January 28, 2019, approximately 10 months after we began training, my team, Team Antigua Island Girls, became the first all-Black team to row any ocean. We were also the first all-woman team from the Caribbean to participate in the race. The entire Atlantic Campaigns team was amazing and unswerving in their tangible support and encouragement, from the first day when we contacted them as a group of non-rowing landlubbers (except Sam!) to the day we crossed the finish line and beyond. TWAC 2018 gave us the chance to test our mental and physical strength. It afforded us the opportunity to unite our country, Antigua and Barbuda, around a single cause. And it gave us the chance to learn, grow and expand our boundaries in ways that are still manifesting. People often speak about the chance of a lifetime, and we can honestly say this is what we had."

**KEVINIA FRANCIS – SKIPPER OF TEAM ANTIGUA THE ISLAND GIRLS TWAC 2018.**

"I had wanted to take part in TWAC for 4 years! And it didn't disappoint. The support crew were always on hand throughout the preparation of the event to answer any questions. When we finally got to sea, we were able to call the Duty Officers with any issues we might have and they were able to help. It was remarkable considering they were thousands of miles away, dealing with crews who were hungry, exhausted and going slightly crazy. The way they dealt with matters was so professional and reassuring. I would do the race again at the drop of a hat. The welcome we received in Antigua was spectacular. It's a welcome only an event like TWAC can provide. Thank you for making my dream as fantastic as it was in my head."

**LAURA TRY – SKIPPER OF THE WINNING TEAM OF THE FEMALE CLASS 2018 – ROW FOR THE OCEAN.**



# HISTORY OF THE RACE



**1966:**  
Sir Chay Blyth and John Ridgway were the first pair to row across the Atlantic in the twentieth century, crossing from Cape Cod to Ireland in a time of 92 days.



**2001:**  
Named '**Ward Evans Atlantic Rowing Race**' it was once again a boat from New Zealand that finished in Barbados first after 42 days, 4 hours and 3 minutes, this time with Team Telecom Challenge, Matt Goodman and Steve Westlake on board. 36 boats started the race and 33 finished.



**2005:**  
This year the '**The Woodvale Atlantic Rowing Race**' was combined with '**The ORS Atlantic Rowing Regatta**' the race was now also open for other classes and therefore it was possible for Team Atlantic-4 with David Martin, Neil Wightwick, Glynn Coupland and George Simpson from the UK to step on land in the new finishing port English Harbour in Antigua after 49 days, 14 hours and 21 minutes. 26 boats started the race and 20 finished in Antigua. This was also the year where the double Olympic Gold medalist James Cracknell and the TV presenter Ben Fogle participated resulting in the Royal Television Society award winning programme, "Through Hell and High Water" produced for BBC.



**2009:**  
With a delayed race start due to bad weather the race started in January 2010. English man Charlie Pitcher won as a solo rower on board JJ (Insure & Go) after 52 days, 6 hours and 47 minutes. Brother of Atlantic Campaigns CEO, Carsten Heron Olsen participated in this race and the seed was planted for what later should be a new era within the world of ocean rowing.



**1896:**  
The two Norwegian immigrants, George Harbo and Frank Samuelsen became the first people ever to row across an ocean, rowing the Atlantic W-E from New York to England. Their time recorded for rowing the North Atlantic Ocean was not broken for 114 years.



**1997:**  
Inspired by his row in 1966 Sir Chay Blyth with his company 'The Challenge Business' organises the first Atlantic Race named '**Port St. Charles Rowing Race**' starting from Playa San Juan, Tenerife only allowing teams of pairs. Race Finished in Port St. Charles, Barbados 3,000 miles away. 30 teams started and 24 teams finished. After 41 days, 2 hours and 55 minutes 'Team Kiwi Challenge' from New Zealand with Rob Hamill and Phil Stubbs on board arrived in Barbados.



**2003:**  
Named '**The Woodvale Atlantic Rowing Race**' the race changed its departure port to San Sebastian de la Gomera, an island just South of Tenerife - the same port and island where Christopher Columbus started his journey towards the new world. First boat to arrive in Port St. Charles, Barbados was 'Team Holiday Shoppe Challenge' for the third time in a row again a team from New Zealand. James Fitzgerald and Kevin Biggar arrived after a record breaking time of 40 days, 4 hours and 3 minutes closed follow by Team CRC who came in just 9 hours later.



**2007:**  
Named '**The Woodvale Atlantic Rowing Race**'. The race moved the start date to the month we have today, which is December. After 48 days, 2 hours and 52 minutes 'Team Pura Vida' with John Cecil-Wright, Robbie Grant, Tom Harvey & Carl Theakston all GB stepped on land in sunny Antigua.



## 2012:

Atlantic Campaigns became a reality and the race was bought the month after from Woodvale Ltd. Exciting negotiations takes place between Talisker and Atlantic

## 2013:

First race organized by Atlantic Campaigns. **The Talisker Whisky Atlantic Challenge** starts in La Gomera on december 4th and proved to be one of the toughest years yet with the Atlantic Ocean throwing everything it had at the intrepid rowers. Despite the rough start Team Locura with Tom Salt and Mike Burton, GB reach Antigua after 41days 2hours 38minutes.

The fleet Support Yacht 'Miss Tick' travelled over 9000kms supporting the fleet.

Virgin Atlantic sign as a the official travel partner of TWAC

The winning team, Team Locura arrive in Antigua with a Blue Marlin beak pierced through the hull for their boat.

Team '2 Boys in a Boat' raised the largest amount of money for chairty yet - £360k



## 2016:

The new race Record didn't last long as the US/UK mixed Team Latitude 35, Jason Caldwell, Angus Collins, Matthew Brown and Alex Simpson started in La Gomera December 14th finishing only 35 days 14 hours and 3 minutes later in Antigua, beating the one year record with almost two days. The first onboard Inmarsat system sends back live footage during real time race conditions. Team 'Row 4 James' breaks the record for the largest amount for money raised for charity at £650k



## 2018:

A total contrast to the conditions of the previous race, this year was relatively calm and slow. There were some headwinds and times of frustrating calm. Though it was not as scary as last year, crews had to dig deep for every mile and face the challenge of slow hard rowing with no surfing and no significant helping conditions. World records were still achieved with the Youngest ever male solo (Lukas Haitzmann), the Oldest ever Pair (Grandads of the Atlantic) and the fastest female pair (Whale of a Time) to name but a few.



## 2011:

inspired by the MacAskills brothers journey from Eigg to Skye to found the Talisker Distillery in 1830, **Talisker Whisky** signed the first one year contract with Woodvale Ltd and become the first major title sponsor within ocean rowing. December 5th a fleet of 17 teams including the now legendary Row2Recovery started the Talisker Whisky Atlantic Challenge in La Gomera. Only 11 teams made it all the way. Team Box No 8 with Toby Iles and Nick Moore, GB reached Barbados after 40days 9hours 15minutes.



## May 2013:

Talisker Whisky brings the first rowing-machine powered cinema to London! A 30-foot screen by Tower Bridge shows the epic BBC documentary "Through Hell and High Water" with double Olympic Gold medalist James Cracknell and TV presenter Ben Fogle crossing the Atlantic in 2005. The event is a teaser for the Talisker Whisky Atlantic Challenge 2013 and get recognised by Guinness World of records for generating the most electricity within an hour using rowing machines.

## 2015:

New developments and safety procedures introduced by Atlantic Campaigns shows a result as 26 teams leave La Gomera December 20th in **The Talisker Whisky Atlantic Challenge** and 26 teams arrives safely in Antigua. This was also the year where Team Ocean Reunion, Angus Collins, Gus Barton, Joe Barnett and Jack Mayhew set the new Race record of 37days 9hours and 12 minutes. TWAC 2015 also saw the youngest (Callum Gathercole) and the oldest (Peter Smith) to ever row any ocean.

Atlantic Campaigns decides to go annual and sign a three year title sponsor deal with Talisker Whisky, meaning the race in 2016, 2017 & 2018 will be named **The Talisker Whisky Atlantic Challenge**.



## 2017:

Atlantic Campaigns develop the official #TWAC merchandise brand '3000 miles'

One of the fastest years in record as multiple records are broken including Mark Slats for fastest ever solo rower, The Four Oarsmen for the fastest ever team and Kung Fu Cha Cha for the fastest ever all-female team.



# RACE FACTS



Before & After portraits by Ben Duffy

- Each team will row in excess of 1.5 million oar strokes over a race.
- Rowers will row for 2 hours, and sleep for 2 hours, constantly, 24 hours a day.
- More people have climbed Everest than rowed an ocean.
- Over €6million has been raised for charities worldwide over the past 4 races.
- At its deepest, the Atlantic Ocean is 8.5km/5.28 miles deep.
- The waves the rowers will experience can measure up to 20ft high.
- There are two safety yachts supporting the teams as they cross the ocean. In the 2013 race, one yacht travelled a massive 9000nm!
- The 2013 winning Team Locura arrived in Antigua with a blue marlin beak pierced through the hull of the boat.
- Each rower is expected to use 800 sheets of toilet paper during their crossing.
- The teams are supported 24/7 by two land-based duty officers.
- In the 2016 race, solo rower Daryl Farmer arrived in Antigua after 96 days, rowing without a rudder to steer with for nearly 1200miles/40 days.
- Each rower needs to aim to consume 10 litres of water per day.
- Rowers burn in excess of 5,000 calories per day.
- There is no toilet on board - rowers use a bucket!
- Each rower loses on average 12kg crossing the Atlantic!
- In the 2018 race, solo rower Kelda Wood (Row 2 Raise) was kept company by a whale for nearly 7 days.
- A fully functioning water maker takes 30 minutes to make 20 litres of water.



# BRANDING



"We're impressed by Team Wolfpack Gym powered by Garmin's achievement and truly proud to have been able to showcase our products as a perfect match for such an epic adventure."

**Stefan Hemmingsen**  
Garmin Nordic Denmark



# BOAT BRANDING

**The rowing boat is the ultimate blank canvas - a floating billboard that will be shown around the world.**

Preparing to row the Atlantic Ocean takes time, training and money. On average the rowers need to raise between €90,000 - €120,000 per campaign in order to get to the start line.

The Talisker Whisky Atlantic Challenge offers potential sponsors, brands and ambassadors the opportunity to raise the profile and brand perception of their company on a national and international scale.

Sponsoring a team's challenge provides a platform for companies to align with a campaign that not only represents their core values as a business, but whose story could be seen by over 3 billion people worldwide.



"Our platinum sponsorship of Atlantic Discovery gave NAGICO the opportunity to align our story of emerging strong, resilient and reliable after the catastrophic weather events of 2017, with the teams extreme endurance row calling on the same core values and teamwork for success. We were also able to position our Caribbean-based insurance brand on a global stage and support the teams philanthropic goals. The investment turned out to be far more commercially viable than we anticipated; we gained four upstanding brand ambassadors, sustained PR exposure which has lasted over 6 months and still continues, and most gratifying, we and the team have inspired school children, university students and a variety of organisations around the world, as well as raising the profile of MS and raising money for the research to cure the condition. It is, without doubt, the most commercially beneficial partnership in the history of our business sponsorships."

**KYRIA ALI - GROUP STRATEGY AND DEVELOPMENT OFFICER - NAGICO GROUP**





# GLOBAL



The Talisker Whisky Atlantic Challenge attracts rowers from across the globe all united by the challenge of crossing an ocean.

So far teams from all over the world have participated including: UK, Ireland, USA, South Africa, Spain, Romania, Norway, Sweden, Australia, New Zealand, China, Finland, Netherlands, Italy, Switzerland, Wales, Scotland, Northern Ireland, Egypt, Ukraine & Antigua. A truly global race, each team draws significant fan and media attention from their home country. The Talisker Whisky Atlantic Challenge is the key international event in ocean rowing.





# BOAT CLASSES

\*Fastest crossing time achieved by specific design

One leaderboard with the following classes:

- R45 Class
- R25 Class
- R15 Class
- Spindrift Class
- Ocean 2+3 Class
- SeaSabre Class
- Adkin Class
- Woodvale/Rossiters Fours Class
- Wooden Class
- DOR12
- DOR34
- O28
- LB4



**R45**

**TWAC 2017 - The Four Oarsmen**  
\*29 days, 13 hours, 34 minutes



**R25**

**TWAC 2018 The Wolfpack Gym**  
\*49 days, 2 hours, 29 minutes



**R15**

**TWAC 2017 - Row 4 Cancer**  
\*30 days, 7 hours, 49 minutes



**Spindrift**

**TWAC 2018 - ROW 4 ALS**  
\*51 days, 11 hours, 57 minutes



**Ocean 2+3**

**TWAC 2017 - Oarsome Buoys**  
\*44 days, 13 hours, 43 minutes



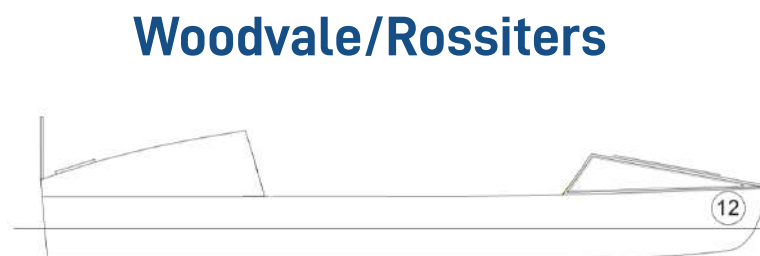
**SeaSabre**

**TWAC 2017 - Atlantic Ladies**  
\*60 days, 18 hours, 34 minutes



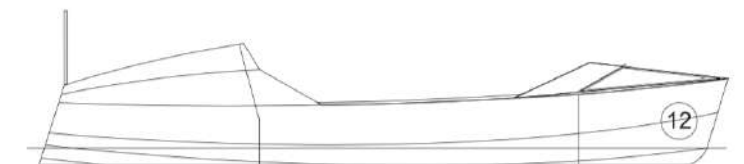
**Adkin**

**TWAC 2015 - Atlantic Drifters**  
\*43 days, 16 hours, 18 minutes



**Woodvale/Rossiters**

**TWAC 2017 - Atlantic Four**  
\*38 days, 14 hours, 32 minutes



**Wood**

**TWAC 2015 - Team Hesco**  
\*46 days, 9 hours, 42 minutes

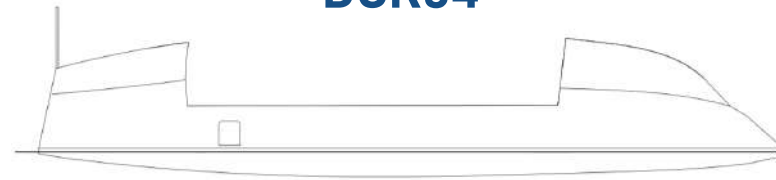


**DOR12**



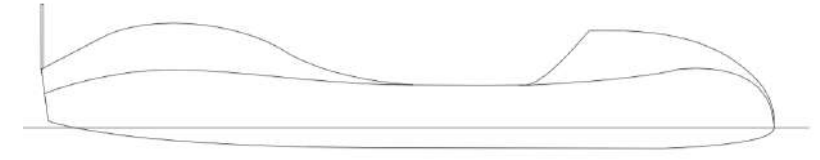
\*Soon to be set!

**DOR34**



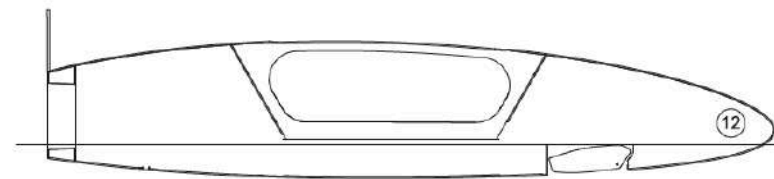
\*Soon to be set!

**028**



\*Soon to be set!

**LB4**



\*Soon to be set!

Team 'Oar Inspiring' from the 2018 race





# MEDIA







# OFFICIAL RACE CONTENT

## CONTENT FACTORY

The Talisker Whisky Atlantic Challenge has a dedicated media team to maximise coverage and exposure around the world.

Official film crews and photographers are present at race start and finish to capture key visual assets that are distributed around the world.

Press releases and video news reels (VNRs) are produced for each team. Always ensuring there is a steady stream of content to be 'consumed' by global media.





# CONTENT FROM THE SEA

There are two main channels in which content is received directly from the Atlantic Ocean: Teams and Support Yachts.

Although not a race requirement, an increasing number of teams have satellite terminals onboard capable of transmitting photos and short videos.

Apart from assuring the safety and wellbeing of the fleet, the Talisker Whisky Atlantic Challenge support yachts have a photographer and videographer onboard. They will roam through the fleet to capture the best action. Safety of the fleet is the top priority for the support yachts at all times.

**Many teams have technology onboard their boats that enables footage to be sent directly from the high seas. Recent advances in technology have seen crews sending footage directly from the high seas. Providing a glimpse of life onboard, this content is immensely valuable for media and sponsors. As interest in the race continues to grow exponentially, this technology is expected to be more widely adopted.**



*The BGAN Satellite Terminal used by the official support yachts*



*Photos sent and transmitted via the official support yacht*



*The support yacht transmitted video footage of a team rescue*

## TEAM CONTENT







# ACCREDITED MEDIA

**The Talisker Whisky Atlantic Challenge offers all visiting media royalty-free multimedia content, access to the media centre and free high speed internet connection at race start and finish.**

**12%** Growth in media accreditation from the 2017-18 race

**44** Accredited media teams

**100%** Participating teams represented

## MEDIA CENTRE

The Talisker Whisky Atlantic Challenge has 2 media centres that are available to use by all accredited media. The media centres, at the start and finish of the race, are equipped with high speed internet. Providing peace of mind that your content will be transmitted around the world.



The media centre in La Gomera

## ROYALTY FREE CONTENT

Accredited media also have royalty-free access to a wide range of media content. Equipping media with all the necessary assets required for international distribution standards.



A dedicated media team produces media assets for each team



# PR COVERAGE



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**121,450,200** Audience Impressions

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**52,600,000** People Reached

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# TELEVISION COVERAGE

The record-breaking edition of the race and a focus on supplying major broadcasters with high-quality video footage and PR efforts helped generate record television coverage for the 2018/19 race.



223+

Individual Broadcasts

248+

Hours of Coverage

15,100,000

Total Viewers





# PRINT COVERAGE

The race secured high profile print coverage across major print publications internationally, resulting in an increased amount of growth in audiences reached.

2,105

Total Articles

21,600,000

Unique People Reached



The Sunday Telegraph



TUTTOSPORT

## The Telegraph

### Duke of Marlborough's heir rows Atlantic

THE future Duke of Marlborough described completing one of the world's toughest rowing races as the "best moment" of his life, after spending 35 days crossing the Atlantic.

George Spencer-Churchill, the Marquess of Blandford, was part of the British four-man "Oar Inspiring" team that came second in the Talisker Whisky Atlantic Challenge when they reached Antigua on Wednesday.

The 26-year-old, along with crew



Lord Blandford takes a break during the Talisker Whisky Atlantic Challenge in which his team finished second

mates Justin Eveleigh and brothers Toby and Caspar Thorp, rowed the 3,000-mile race, which started in the

Canary Islands, in 35 days, eight hours and five minutes, arriving less than 24 hours after the victorious Dutch team.

Lord Blandford, the heir to Blenheim Palace, said: "Crossing the finish line was the best moment of our entire lives. What we lacked in rowing experience we made up for in unwavering perseverance."

Lord Blandford's team had set off for Antigua on Dec 12 to raise money for Starlight Children's Foundation.





# DIGITAL COVERAGE

The Talisker Whisky Atlantic Challenge was a bigger draw than ever for digital news media in 2018/19.

4,236

Total Placements

11,250,000

Unique People Reached

What It Takes To Row 3,000 Miles Across The Atlantic Ocean



Atlantic rowers enjoy singalongs and don Santa hats for Christmas on the ocean

Adventurers from a dozen countries are taking part in the Talisker Whisky Atlantic Challenge.

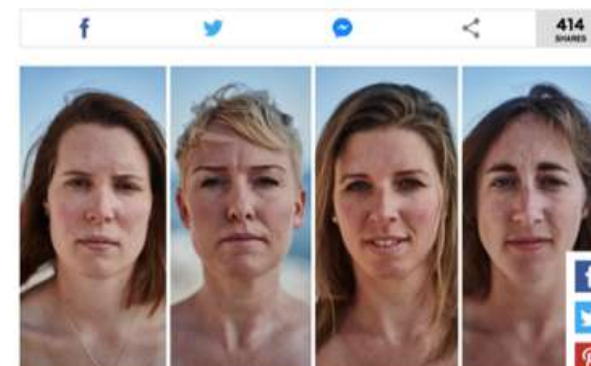


Yorkshire-based team Row 4 Victory, (left to right) Fraser Mowlem, Glyn Sadler, Will Quarmby and Duncan Roy (Talisker Whisky Challenge/PA)



We'll ring in 2019 rowing on the Atlantic to highlight what plastic pollution is doing to our seas

FIRST PERSON  
Laura Try Sunday 30 Dec 2018 12:33 pm



Kirety, Laura, Rosalind and Kate are rowing 3,000 miles in a race to raise awareness of environment issues. (Picture: Ben Guffy)



The first all black female team to row across the Atlantic ocean



A four woman team - none of whom are professional rowers - are set to make history when they become the first black female team to cross the Atlantic.

The team will be at sea for six weeks, even spending Christmas and New Year away from home.

They're the third ever team to represent Antigua in a cross-Atlantic race, and the first all-woman team from the Caribbean, the first all-black team to take part in the Talisker Whisky Atlantic Challenge, and the first all-black team to row the Atlantic.

"We're so excited to be able to take part in such an amazing adventure and one that is so loved by the island, whilst giving back to a cause that is so important to us," said team member Christal Clashing. "Although we may not be as experienced as the previous two Antigua teams, we make up for that with our unwavering passion and determination. We want to do our island proud and break boundaries."



- George Spencer-Churchill, 26, has completed Atlantic rowing challenge
- His team were reunited with family and friends in Antigua on Wednesday
- On board, the loo was a bucket and showers only happened 'when it rained'
- Completing the race in just over 35 days, team raised money for kids' charity
- Row will fund a year's worth of wishes for Starlight Children's Foundation



Finish line: George (second right) and his teammates - Justin Eveleigh (far right) and Camilla's cousins Caspar and Toby Thorp - were greeted by their loved ones on Wednesday night



# CASE STUDY: THE DUTCH ATLANTIC FOUR



The Dutch Atlantic Four became the first and fastest Dutch team of four to row the Atlantic upon winning the 2018/19 Talisker Whisky Atlantic Challenge. As well as global outreach taking place to announce the winners, the Dutch market also did a push to maximise local coverage, resulting in national print, online and broadcast pieces in the Netherlands. Appearing on billboards in their home towns and going on national talk shows further leveraged the team's media coverage, making them well-known both in the rowing and sporting communities, and out. They follow in the footsteps of fellow Dutch power-house, soloist Mark Slats, who crushed the solo world record in the 2017/18 race.

1,041

Pieces of Coverage

## Dutch Atlantic Four vincono la Talisker Whisky Atlantic Challenge

By Redazione on 16 Gennaio 2019

Marcel Ates (58), Erik Koning (51), Bart Adema (34) e David de Bruijn (33) sono arrivati sulle coste di notte, accolti da una folla di amici e familiari.



January 22nd 2019 — 3.2K Shares

What It Takes To Row 3,000 Miles Across The Atlantic Ocean



Nederlandse roeiers winnen Atlantische race



# CASE STUDY: THE WOLFPACK GYM

POWERED BY GARMIN

**MANDESAGER**

NYESTE / ELEKTRONIK / GADGETS / MAD & DRILLE / STIL / TRANSPORT / UNDERHOLDNING /

SHOP

**Wave hit the Danish rowing boat in the Atlantic**

Dec 20 2018, 23:12

Thursday the 10th of January, 2019 - kl. 21:45

**Danes in big race: - It would be completely beyond my grasp**

After having started to row over the Atlantic for almost one month, Mads Vangsø and Lasse Wulff Hansen are still good friends - despite the very tight space

**connery**

WEST FOR MEN

This year, a Danish duo has chosen to fight the Atlantic Ocean.

The duo, consisting of Mads Vangsø and Lasse Hansen, make up the team - The Wolfpack Gym Team. They set the years in the water at La Gomera on Wednesday morning last week and at the time of writing they are drawn on the 5000 kilometer long trip.

If everything goes according to plan, then they should like to be in late January.

With just over five million annuals in the arms, about 12 kilos lighter and some more tan, the first rowers begin to hit the Small Antilles in the Caribbean in about a month from now.

The Wolfpack Gym Team were the first pair to cross the finish line of this year's race. The duo resonated with men's lifestyle titles as well as tabloid media in their home country. Using technology on board, the team were prolific on their social media pages, posting regular video and photo updates that helped the media further understand their story at sea. This also provided invaluable content for media titles to use on their sites, allowing the audience to follow their crossing much more closely than some other teams.

1,626

Pieces of Coverage



# CASE STUDY: DIFFERENT WORLDS



Michelle Lee, an Australian soloist, became the first Australian woman to row any ocean upon completion of the race. Michelle was upfront with her lack of rowing experience before signing up to the race, proclaiming that she is neither a rower or an athlete. However, this made her a relatable figure for those seeing her story, aiding her media coverage as she went from 'zero to hero'. Michelle also broke rowing records during her campaign prior to the race, further growing her media profile before the race began.

364

Pieces of Coverage



## 5000KM, 68 DAYS IN A ROW BOAT FOR SYDNEY WOMAN

Five years after reading a book about a rowing adventure, Sydney's Michelle Lee has surfed down waves alongside whales, lost the equivalent of two plane carry on bags in weight and become the first Australian woman to row across an ocean.



## Michelle Lee becomes first Australian woman to cross ocean solo in a rowboat

46-year-old rower, who spent 68 days in the Atlantic Ocean before landing in Antigua, says she doesn't want to be alone again



# CASE STUDY: FIGHT OAR DIE



## Fight Oar Die: See U.S. veterans complete 3,000-mile Atlantic rowing challenge

Updated Feb 4, 2019; Posted Feb 4, 2019



Fight Oar Die comprised of four American military Veterans, and the team were the first U.S. Veteran team to take on the challenge in an effort to raise awareness for mental health challenges. Whilst like most of the rowers, the team wanted to raise significant funds for their charities, they also wanted to raise the profile of military veterans and the struggles many face by showing you can achieve when you put your mind to something. The team have already been encouraging and speaking to other Veterans in the hopes of further teams being put together in the future.

326

Pieces of Coverage



# RACE PLATFORMS





# FACEBOOK

The Talisker Whisky Atlantic Challenge page has significantly more followers in the 25-54 age group than the Facebook average. Photos and videos were the most engaging content type with Facebook Live proving to be hugely popular, attracting over 588,553 unique live video views.

18,070,125

Total reach

25-34

Most reached age group

19,250

Page likes

3.9

Average posts per day

80.10%

Post engagement rate

Source: Facebook Analytics: April 2019



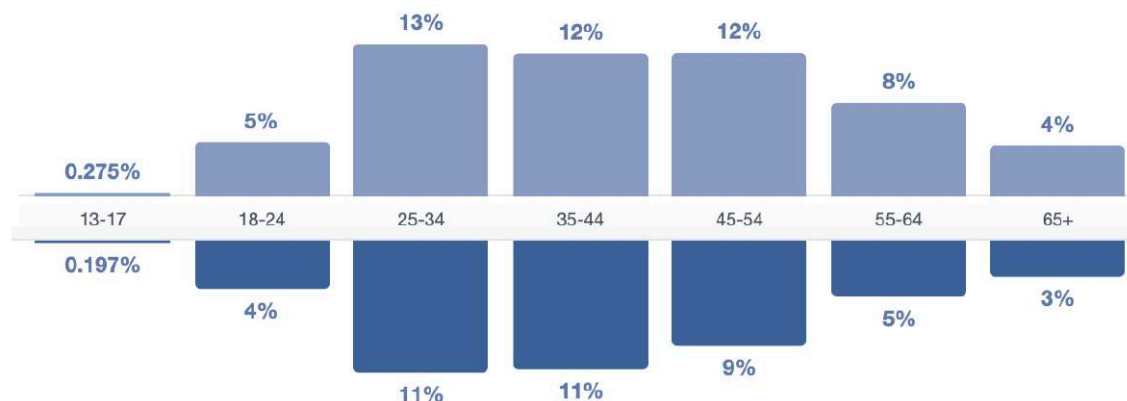
## FANS BY AGE GROUPS

Women

55%

Men

44%



## FANS BY COUNTRY (TOP 10)

|                          |       |             |     |
|--------------------------|-------|-------------|-----|
| United Kingdom           | 6,949 | Denmark     | 674 |
| United States of America | 1,903 | Ireland     | 670 |
| Brazil                   | 1,473 | Spain       | 662 |
| Antigua and Barbuda      | 1,173 | Netherlands | 632 |
| Egypt                    | 840   | Romania     | 485 |



# INSTAGRAM

Instagram is proving to be one of the most popular ways for fans to engage with the race. The latest content from the fleet is constantly uploaded by a dedicated content manager, on site at the start in La Gomera and at the finish line in Antigua.

42,354 Total post likes

25-34 Most reached age group

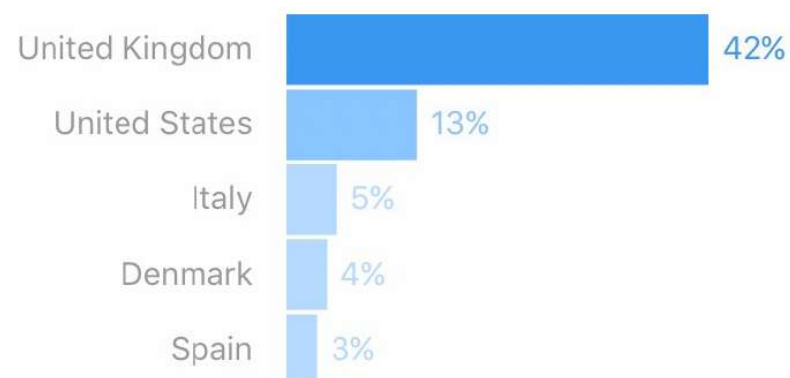
4,351 Total page likes

20.2% Engagement rate

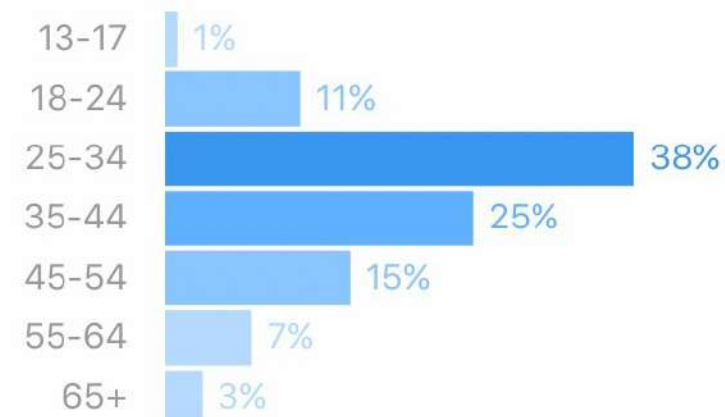
Source: Instagram Analytics - April 2019



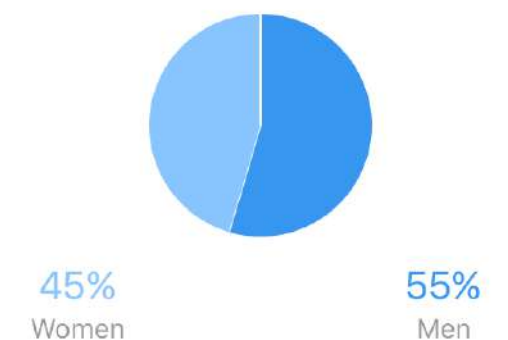
## TOP LOCATIONS



## AGE RANGE



## GENDER





# TWITTER

Twitter is the fastest way to get the latest news from the fleet. The feed is updated by a dedicated content manager aggregating the latest information, videos and photos from the race.

18,163 Followers

20,234 Engagements

717,246 Impressions

Source: Twitter Analytics - April 2019



Atlantic Campaigns @ACampaigns · Mar 11

YES! They made history - great article in Miami Herald about Team Antigua Island Girls..

#twac2018 #talisker #3000miles #oceanrowing #madebythesea #wildspirits #history #usa #antigua #rowandcommeeen #caribbeangirls



This rowing team from Antigua made history in the Talisker Whisky A... Kevinia Francis, Christal Clashing, Samara Emmanuel and Elvira Bell made history with their 47 straight days at sea during the 3,000-mile Talisker ... [miamiherald.com](http://miamiherald.com)



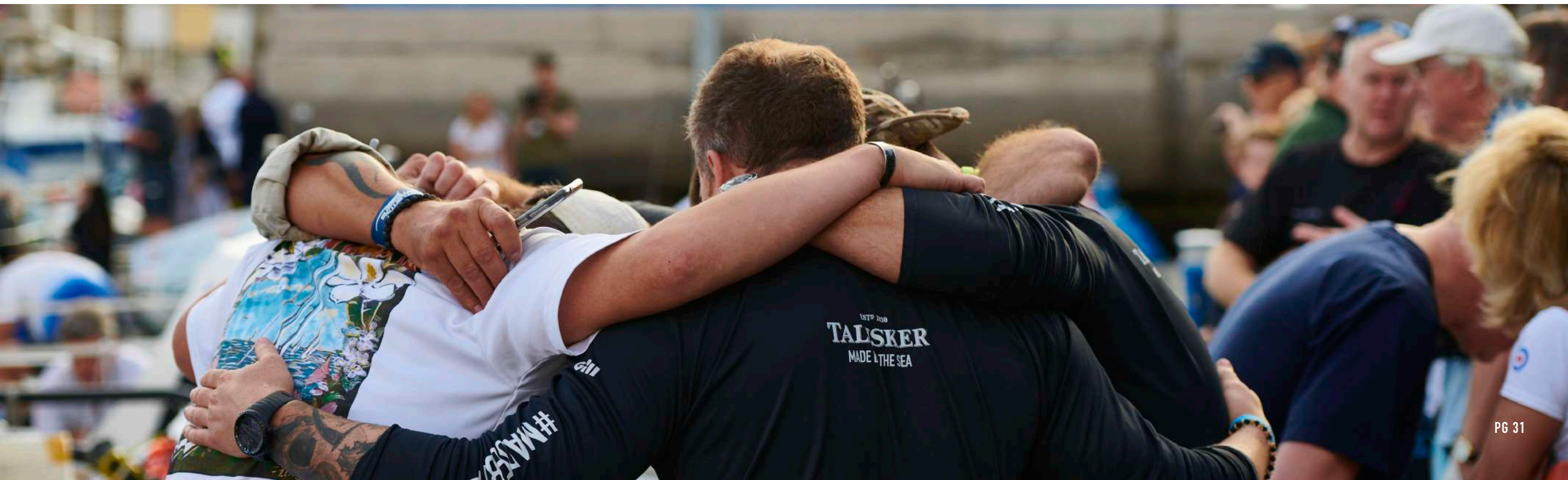
Atlantic Campaigns @ACampaigns · Feb 12

Still a teenager but already a legend AND a great inspiration to so many young people around the world (and the rest of us!!).

Ladies and gents...



'I hope I can inspire others' British teen youngest person to row solo ... Lukas Haitzmann, 18, talks to Sky News about the challenges of crossing the Atlantic and why he hopes he inspires others. [news.sky.com](http://news.sky.com)



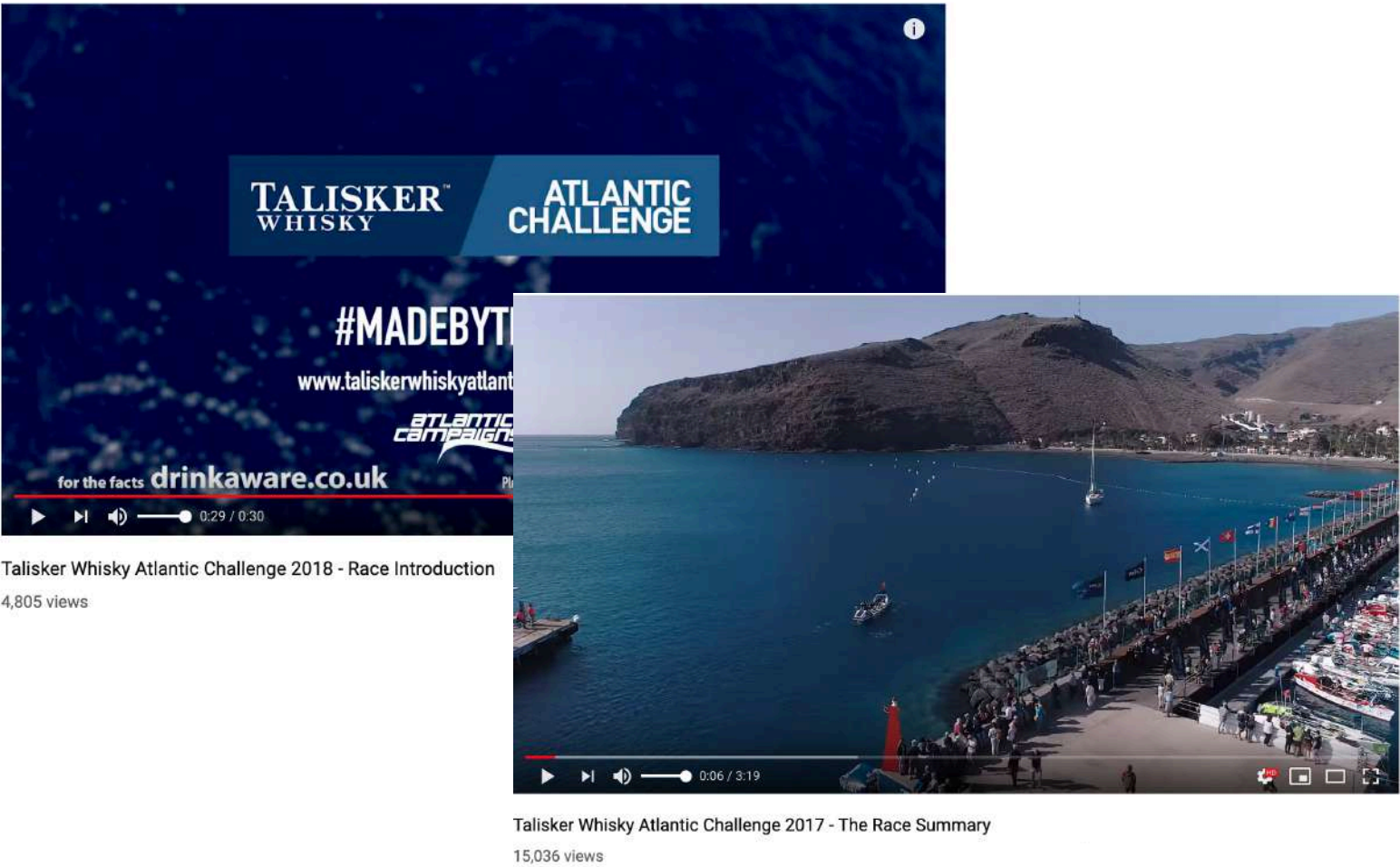


# YOUTUBE

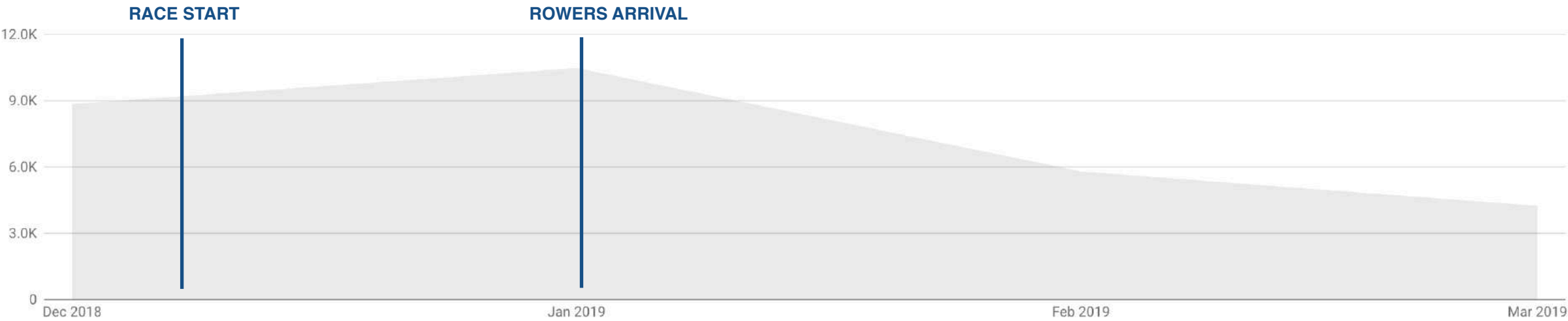
The Talisker Whisky Atlantic Challenge's official YouTube channel generated more than 2 million lifetime views over 53 countries. Most views come from Western Europe. Over 66% of the YouTube audience is between 18 and 44 years old.

|           |                           |
|-----------|---------------------------|
| 2,053,335 | Lifetime views            |
| 6,983,926 | Estimated minutes watched |

Source: YouTube Analytics - April 2019



## VIDEO VIEWS OVER TIME







# RACE WEBSITE

The official Talisker Whisky Atlantic Challenge website acts as a hub for both rowers and fans. The website has all the information needed for interested fans and future participants. The 'Rowers Log In' provides all the relevant resources for teams in preparation for their row.

1.5M Page views

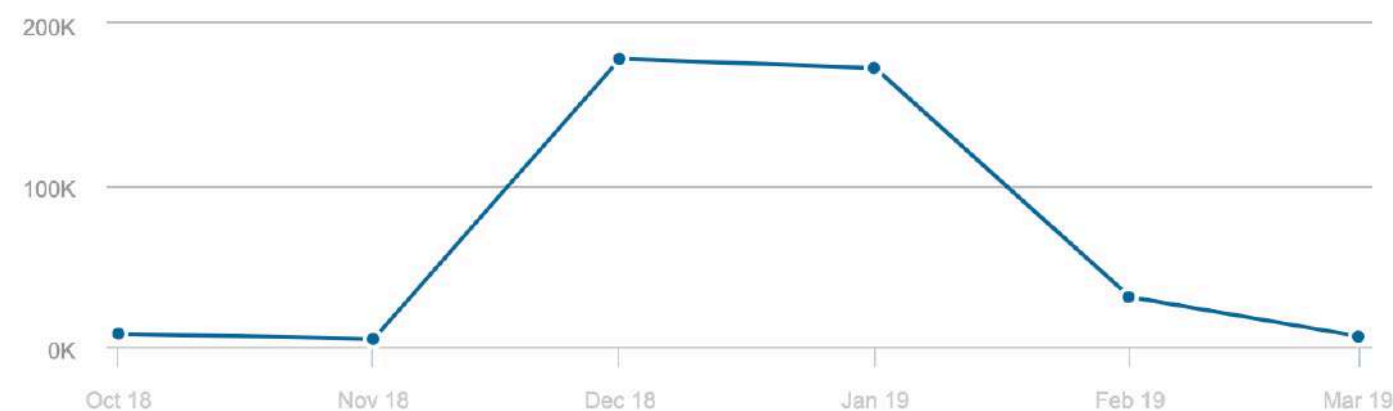
Over 100K Unique monthly visitors

3 min 32 sec Average time spent on website

Source: Google Analytics: April 2019

## Monthly Visits

last 6 months



### Flares, Tears and Burgers!

Flares, tears, sweat, fainting, blood, hugs, burgers and beers are just some of memories from this week. The Four Carsmen...

READ MORE



### HERE COME THE GIRLS!

Here come the girls! The game changers, the movers and shakers and my personal heroes of this years Talisker Whisky...

READ MORE



### DAY 21 DUTY OFFICER UPDATE

Day 21 at sea, and already we start to hear the chorus of The Final Countdown begin to play for...

READ MORE

The race website hosted the race blog, providing regular updates about the fleet.



# RACE TRACKER



The tracker is the most popular way for fans to follow the progress of the boats during the crossing. Known as 'dot watching', the positions of the boats are updated approximately every 4 hours.

2,674,661

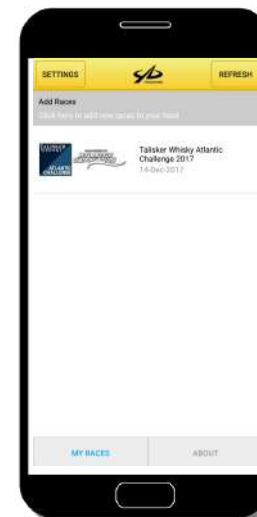
Page views

5 min 26 sec

Average time spend on tracker

65%

Growth in views from the 2017/18 race



The YB Races tracker is available on Mobile (iOS, Android) and on the race website

Source: Race Viewer Analytics - April 2019

"I am usually in a position where I can follow my team as they get ready for the race, then the TWAC team takes over once they get to La Gomera. From the moment the race starts, I get to track 'my team' back home. It can be nerve racking as you wake up to a boat not moving overnight! The tracker breaks everything down, you don't know how important it is until you start using it!"

**Della Cotton**  
Fan - Antigua

## RACE TRACKER VISITORS OVER TIME





# FACEBOOK LIVESTREAM

The 2017-18 edition of the race was the first time a livestream was broadcasted. Hosted on Facebook, the livestream proved to be incredibly popular, generating over 2 million impressions over the course of the 2018/19 race.

**Over 100** Total live broadcasts

**730,211** Estimated Minutes viewed

**37,000** Views for the race start

Source: Facebook Analytics - April 2019

“Atlantic campaigns have been brilliant. I watched all live videos congratulations to all teams who have finished. Cheering on all teams still to cross the line”

**Caroline Davey from the UK**



**LIVE at the FINISH LINE with team @r3ob - Row Row Row...**  
1.8K views · January 24



**Part 2 LIVE dockside with Team Tyne Innovation in the Talisker...**  
12K views · January 23



**LIVE with Team Tyne Innovation at the FINISH LINE as they...**  
6.6K views · January 23



**ALL OUR TEAMS ARE CHAMPIONS**  
6.7K views · January 23



**Part 2 LIVE dockside with RECORD BREAKING FAMILY...**  
6K views · January 22



**LIVE with Transatlantic Traffords - Atlantic Campaign...**  
3.4K views · January 22



**2 LIVE dockside with Atlantic Discovery in the Talisker...**  
5.2K views · January 22



**LIVE at the finish line with Atlantic Discovery!!!! ...**  
7.8K views · January 22



# ENVIRONMENT

Atlantic Campaigns are acutely aware that although we deliver the platform for the Talisker Whisky Atlantic Challenge to take place, ultimately it's the Atlantic Ocean that provides the setting, surroundings and scenery. With this in mind, we are passionate about educating past, present and future generations in the wellness of our oceans and taking action to the #TurnTheTideOnPlastic campaign - A pledge we have signed with the UN ENVIRONMENT.

This is one of the reasons why we partnered up with our Official Hydration Partner, ECO FOR LIFE.

Eco For Life provided the fleet of 2018 with all of their emergency drinking water that must be carried by each vessel in the hull of their ocean rowing boat. Eco for Life are plastic free water bottles, made from 100% plant based materials. Over half the fleet of the 2018 race raised funds and awareness to highlight the worldwide issue of plastic pollution.

We aim to become a carbon neutral ocean rowing event within 2019 by investing in green energy at our two race destinations, setting a precedent for future carbon neutral endurance events and inspiring people to make sustainable lifestyle choices.

"Whilst the Talisker Whisky Atlantic Challenge fundamentally tasks rowers with completing one of the toughest mental and physical feats possible, it is also an opportunity for them to connect with nature and the ocean in a way many have never done before. Spending time at both the start and finish line with such determined and passionate wild spirits has been incredibly inspiring. It was amazing how many teams this year were taking part in the race to raise money and awareness for environmental issues and I hope the memories of seeing beautiful wildlife combined with heartbreaking pollution during their row, will continue to inspire them and others to work towards reducing our plastic consumption."

**Lizzie Carr - Environmental Activist**



**During the 2018 race, all boats carried the UN Environment logo for the #TurnTheTideOnPlastic campaign**



# CHARITIES

The Talisker Whisky Atlantic Challenge creates an international platform for each team to raise funds for its charity of choice. Each team or individual can choose a charity that is close to their heart which, more often than not, provides them with the ability to persist and remain motivated during the darker days at sea.

So far the participants of the Talisker Whisky Atlantic Challenge have collectively raised just over €9.3m for charities worldwide since 2013.

The 2018 race has seen the highest amount of funds on a per race basis totalling nearly €3.1m!



Team Oar Inspiring alone raised £850,000 for their charity Starlight





# 2018/19 RACE SUMMARY

After 76 days, 27 teams completed the epic challenge that is the Talisker Whisky Atlantic Challenge. Another fantastic year of amazing challenges and incredible journeys!

**This year was relatively calm and slow, there were some headwinds and times of frustrating calm. Every year it is tough but tough comes in many forms and requires different strengths to overcome. The row will always test everyone.**

Having *Vestas* on board to provide detailed spot weather and routing advice has made a huge difference to crews and those that followed the advice benefitted significantly. For future rowers this also means a more efficient row and no need to spend additional money on weather devices as *Vestas* have access to far more data and tech than anyone else out there.

Every year with increasingly high standards enforced and emphasis on knowing the boat and its systems the number of technical issues and mechanical failures reduces. This year was no exception and though frustrating for the crews that had issues the fleet as a whole had relatively few issues. As expected there were a number of autohelm failures, some power concerns, minor water maker issues, broken oars and a seat problem but nothing that put a crossing at risk.

Seasickness featured pretty heavily for some rowers but for most it reduced with time. There were many muscular-skeletal issues but in the light of the huge physical demand put on the rowers the problems were relatively minor. Skin problems of chaffing and sore bums are part and parcel of an ocean row but generally all crews finished in reasonable condition showing that the messages in the training course are being applied.

Significantly the physical recovery is very quick. The process starts as soon as the row stops. Some long showers followed by the ability to actually get the skin dry means sores and chaffing clears up in a few days. Sleeping in a bed for more than a power nap and good food allows the muscles to recover. Walking will take a while to get easy as muscles have wasted and need to re-establish themselves.



**#Mentally:** the row can impact on each rower very differently. There may be a feeling of emptiness now the challenge has passed and a sense of needing to find another adventure. It can take weeks to get back to normality.

**#Wildlife:** As the conditions have been relatively calm crews have been able to see a great deal of wildlife and there is some spectacular footage of whales, dolphin, shark and turtles as well as flying fish, mahi-mahi and bioluminescence. This is also the first year we have had orca who visited and 'bullied' Au Large. This may have been one of the most wildlife abundant races.

The crews have encountered - tiredness, isolation, anxiety, elation and have a strengthened appreciation of home and adventure, and the freedom that comes with lack of choice in a tough situation. Confidence and self knowledge will have grown and part of them will always be changed by this experience. It has been everything a proper adventure should be - physical, emotion, technical, with a real chance of failure and obstacles to overcome.

Though the race is over and all rowers are safe ashore the process continues with boats being shipped back, crews giving presentations and fund raising. This was another diverse fleet - age, intent, background and expectations - yet all came together and shared a life changing experience and we have seen friendships that will last a lifetime.



# WORLD RECORDS

## THE WILD OARSMAN

The youngest male solo to row the Atlantic

## GRANDADS OF THE ATLANTIC

The oldest pair to row any ocean

## WHALE OF A TIME

The fastest female pair to row the Atlantic

## ROW 2 RAISE

The first adaptive solo to row any ocean

## OAR INSPIRING

The fastest brothers and brothers in law to row the Atlantic

## NAUTI BUOYS

The fastest five man team to row the Atlantic

## MAD 4 WAVES

The youngest four man team to row the Atlantic

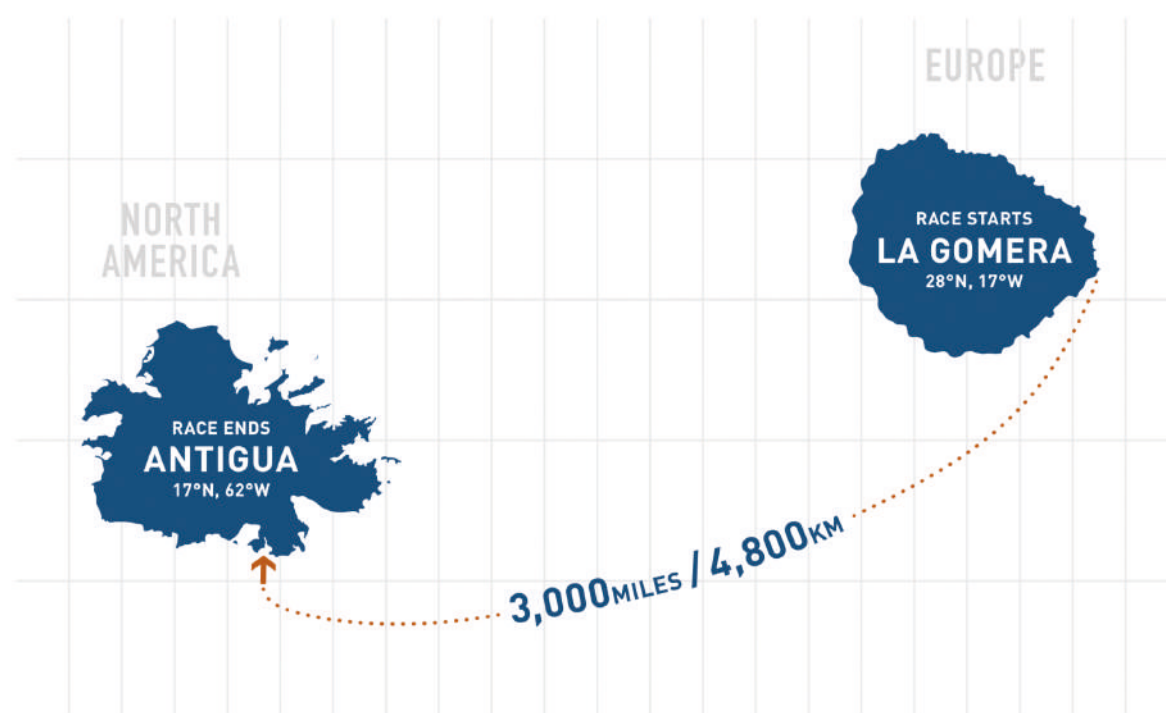
## TRANSATLANTIC TRAFFORDS

The fastest trio to row the Atlantic and the first Father and two sons to row the Atlantic

## TEAM TYNE INNOVATION

The fastest mixed fours team to row the Atlantic

| POSITION | TEAM                      | FINISH TIME    |
|----------|---------------------------|----------------|
| 1        | Dutch Atlantic Four       | 34d 12h 9m 0s  |
| 2        | Oar Inspiring             | 35d 8h 5m 0s   |
| 3        | Nauti Buoys               | 36d 19h 9m 0s  |
| 4        | MAD 4 Waves               | 39d 8h 43m 0s  |
| 5        | Row 4 Victory             | 39d 16h 42m 0s |
| 6        | Atlantic Discovery        | 40d 23h 33m 0s |
| 7        | Transatlantic Traffords   | 41d 4h 22m 0s  |
| 8        | Team Tyne Innovation      | 42d 10h 26m 0s |
| 9        | Row Row Row Our Boat      | 42d 12h 53m 0s |
| 10       | Row for the Ocean         | 43d 2h 20m 0s  |
| 11       | Atlantic Seamen           | 43d 4h 8m 0s   |
| 12       | Astro to Atlantic         | 45d 15h 14m 0s |
| 13       | Team Antigua Island Girls | 47d 8h 25m 0s  |
| 14       | Men of Oar                | 47d 6h 37m 0s  |
| 15       | The Wolfpack Gym          | 49d 2h 29m 0s  |
| 16       | Whale of a Time           | 50d 5h 53m 0s  |
| 17       | Heads Together & Row      | 50d 22h 38m 0s |
| 18       | Row 4 ALS                 | 51d 11h 57m 0s |
| 19       | Au Large                  | 52d 0h 51m 0s  |
| 20       | Fight Oar Die             | 54d 9h 3m 0s   |
| 21       | The Wild Oarsman          | 59d 8h 22m 0s  |
| 22       | Status Row                | 61d 8h 47m 0s  |
| 23       | Grandads of the Atlantic  | 63d 0h 22m 0s  |
| 24       | Tame the Kraken           | 63d 2h 32m 0s  |
| 25       | Different Worlds          | 68d 12h 49m 0s |
| 26       | The Blue Rower            | 70d 19h 37m 0s |
| 27       | Row to Raise              | 76d 15h 37m 0s |
| 28       | Atlantic Albatross        | Retired        |





# PROUD PARTNERS

Atlantic Campaigns is supported by people, organisations, and companies that come together to deliver top knowledge, experience, and suitable equipment for the race. Sharing the same values and goals towards sustainability and social purposes, they come together from around the world to La Gomera to ensure the race lives up to the highest of standards.

"Our collaboration with the Atlantic Challenge was a great match for Vestas' weather forecasting capabilities. Our focus was on safety and optimisation, and we provided the race with detailed data on a regular basis. We're proud to have been able to allow teams to safely navigate more than 3,000nm from La Gomera to Antigua."

Thomas Alsbirk, Meteorologist, Vestas



OFFICIAL DATA PARTNER



OFFICIAL HYDRATION PARTNER



OFFICIAL CLOTHING PARTNER



OFFICIAL TRAVEL PARTNER





**TALISKER™**  
**WHISKY**

**ATLANTIC  
CHALLENGE**

ORGANIZED BY  
***ATLANTIC  
CAMPAIGNS***

Atlantic Campaigns wishes to thank all the rowers, participants, staff, friends,  
families and media teams for their efforts and contribution in making this year's  
race such a successful event!

*Carsten Heron Olsen*



TALISKER<sup>™</sup>  
WHISKY

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CHALLENGE

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*ATLANTIC*  
*CAMPAIGNS*



REPORT & ANALYTICS BY  
PRECIOUS