

# SPONSOR DOCUMENT

TALISKER WHISKY  
ATLANTIC CHALLENGE

ORGANIZED BY  
**ATLANTIC  
CAMPAIGNS**



THE WORLD'S TOUGHEST ROW





# TALISKER WHISKY ATLANTIC CHALLENGE

The premier event in ocean rowing. A challenge that will take rowers more than 3,000 miles west from San Sebastian in La Gomera, Canary Islands, Spain, to Nelson's Dockyard, English Harbour, Antigua & Barbuda. The annual race begins in early December, with up to 30 teams from around the world taking part.

## THE RACE

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.

Teams battle with sleep deprivation, salt sores, and physical extremes inflicted by the race. Rowers are left with their own thoughts, an expanse of the ocean and the job of getting the boat safely to the other side.

## RACE ORGANISERS

Atlantic Campaigns are the race organiser and owners of the Talisker Whisky Atlantic Challenge. Atlantic Campaigns staff have over 50 years of ocean rowing experience and an inherent dedication and passion for the sport.

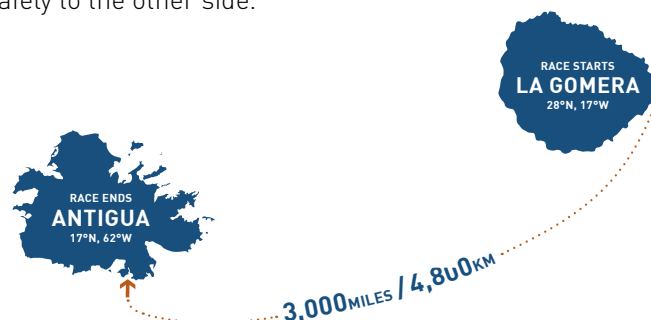
Atlantic Campaigns see the Talisker Whisky Atlantic Challenge as a platform to nurture and create future greatness. The characters that take part become role models and sometimes even mentors for future teams.

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.

## TITLE SPONSOR

Talisker Single Malt Whisky, a brand synonymous with rugged adventure, has been the official title sponsor of the race for seven 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. The founders of Talisker Whisky, the MacAskill brothers, rowed from Eigg to Skye to establish the Talisker distillery in Scotland almost 200 years ago.





# BOAT BRANDING

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

Preparing to row across the Atlantic Ocean takes time, training and money. On average the rowers aim to raise between €80,000-€100,000 per campaign.

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.



The conceptual boat design for 'Row 2 Recovery'

"We are very impressed by Rowegians' achievement, and truly proud to be a sponsor of this great team."

Rolv Erik Ryssdal,  
CEO Schibsted Group





# OFFICIAL RACE CONTENT

## CONTENT FACTORY

**The Talisker Whisky Atlantic Challenge employs 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, ensuring that a steady stream of content is ready to be consumed by global media.



Dutch rower Mark Slats being interviewed after his record breaking row.



Immediately upon landfall, rowers are filmed and interviewed to supply global media with high quality 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.

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**38%** Growth in media accreditation from the 2016-17 race

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**39** Accredited media teams

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**100%** Participating teams represented

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## MEDIA CENTRE

The Talisker Whisky Atlantic Challenge has 2 media centres that are available to use by all accredited media - one in San Sebastian, La Gomera and the other in English Harbour, Antigua. The media centres, situated right at the start and finish of the race, are equipped with high-speed internet, providing peace of mind that the teams' content will be transmitted around the world.



The media centre at race start in La Gomera

## ROYALTY FREE CONTENT

Accredited media also have royalty-free access to a wide range of media content, equipping attending journalists and press representatives with all necessary assets, produced to the highest possible international standard.



A dedicated media team produces media assets for each team





BBC Breakfast, United Kingdom



CNN, United States



The Sunday Times, United Kingdom



South China Morning Post

SCMP, Hong Kong

## New Jersey Teen Becomes Youngest Ever to Row Across Atlantic Alone

He spent four months training in everything from open-water rowing and navigation to yoga and mindfulness

by R. Darren Price

Published at 10:33 PM EST on Jan 29, 2018 | Updated at 7:52 PM EST on Feb 1, 2018



### TRENDING STORIES

- 1 Ex-Yankees Pitcher With More Than Drugs
- 2 VIDEO DOH Loc Whether 5-Year-Old Died From Flu
- 3 VIDEO Horror, F Guard Spine Bre



NBC News, United States

## Mark Slats ligt roeiend ruim voor op het schema van het wereldrecord

Vanmiddag om 12 uur moest Mark Slats nog 1040 zeemijlen roeien op weg naar Antigua. „Het gaat geweldig”, vertelt de Wassenarese aannemer vanaf de Atlantische Oceaan. „Ik weet niet of ik dit tempo kan volhouden.”

Hans Kilppus 02-01-18, 16:02



Slats doet mee aan de Talisker Whiskey Challenge, [de roeiwedstrijd](#) over 3.000



AD, Netherlands

# PR COVERAGE

The record-breaking pace of the 2017/18 race and a keen focus on supplying major broadcasters with timely, high-quality video footage and imagery helped generate record media coverage.

3,363,374,468

Total people reached

£114,098,543

Total PR value

## TELEVISION

£31,635,921

PR value

365,473,333

People reached

## PRINT

£1,598,301

PR value

43,067,017

People reached

## DIGITAL NEWS

£4,935,339

PR value

2,331,839,199

People reached

# RACE PLATFORMS



## RACE WEBSITE

The website acts as a 'one-stop-shop' for everything about the race and, in particular, provides past, present and future rowers with practical information and key resources for planning and preparation.

<b>1.5M</b>	Page views
<b>170,684</b>	Unique visitors
<b>5 min 10 sec</b>	Average time spent on website

Source: Google Analytics: 16 Feb, 2018



## RACE TRACKER

The race 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 every 4 hours.

<b>935,904</b>	Page views
<b>3 min 27 sec</b>	Average time spend on tracker
<b>67%</b>	Growth in unique viewers from 2016/17 race

Source: Google Analytics: 12 Apr, 2018



## YOUTUBE

The Talisker Whisky Atlantic Challenge's official YouTube channel generated over 100k views in more than 53 countries during the race.

<b>140,000</b>	Views during the 2017/18 race
<b>320,975</b>	Estimated minutes watched
<b>39%</b>	Average percentage of each video viewed

Source: YouTube Analytics: 16 Feb, 2018



## FACEBOOK

The Talisker Whisky Atlantic Challenge Facebook page has significantly more followers in the 25-54 age group than the Facebook average. The launch of Facebook Live coverage was hugely popular, attracting more than 588,553 unique video views.

<b>15,117,873</b>	Total reach
<b>59%</b>	Post engagement rate
<b>700,000</b>	Total lifetime video views

Source: Facebook Analytics: 16 Feb, 2018



## 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.

<b>16,619</b>	Total post likes
<b>25-34</b>	Most reached age group
<b>2,161</b>	Followers

Source: Instagram Analytics: 26 March, 2018



## 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.

<b>4,780</b>	Followers
<b>408,988</b>	Impressions
<b>20,234</b>	Engagements

Source: Twitter Analytics: 26 March, 2018





## SPONSOR WITH PASSION & PURPOSE

Sponsoring a team in the Talisker Whisky Atlantic Challenge extends far beyond visibility, it is a unique opportunity to become part of something extraordinary, taking on the unique challenge of crossing an ocean.

Partners in the Talisker Whisky Atlantic Challenge range from specialist equipment providers to global automotive brands, from local businesses to international corporations. All driven by being part of something bigger, the collective draw that is the Talisker Whisky Atlantic Challenge.

## RACE ORGANISERS

ORGANIZED BY  
**ATLANTIC  
CAMPAIGNS**

## TITLE SPONSOR

ESTD 1830  
**TALISKER**

## REPORT AND ANALYTICS BY

PRECIOUS



Photos courtesy of: Ben Duffy

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