

# ATLANTIC TITAN

TALISKER WHISKY  
ATLANTIC CHALLENGE

ORGANIZED BY  
**ATLANTIC CAMPAIGNS**



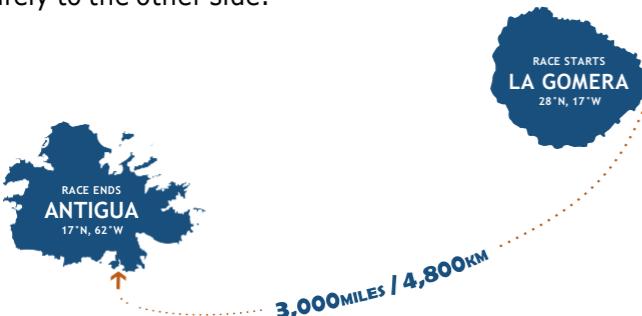


## TALISKER WHISKY ATLANTIC CHALLENGE

### 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.

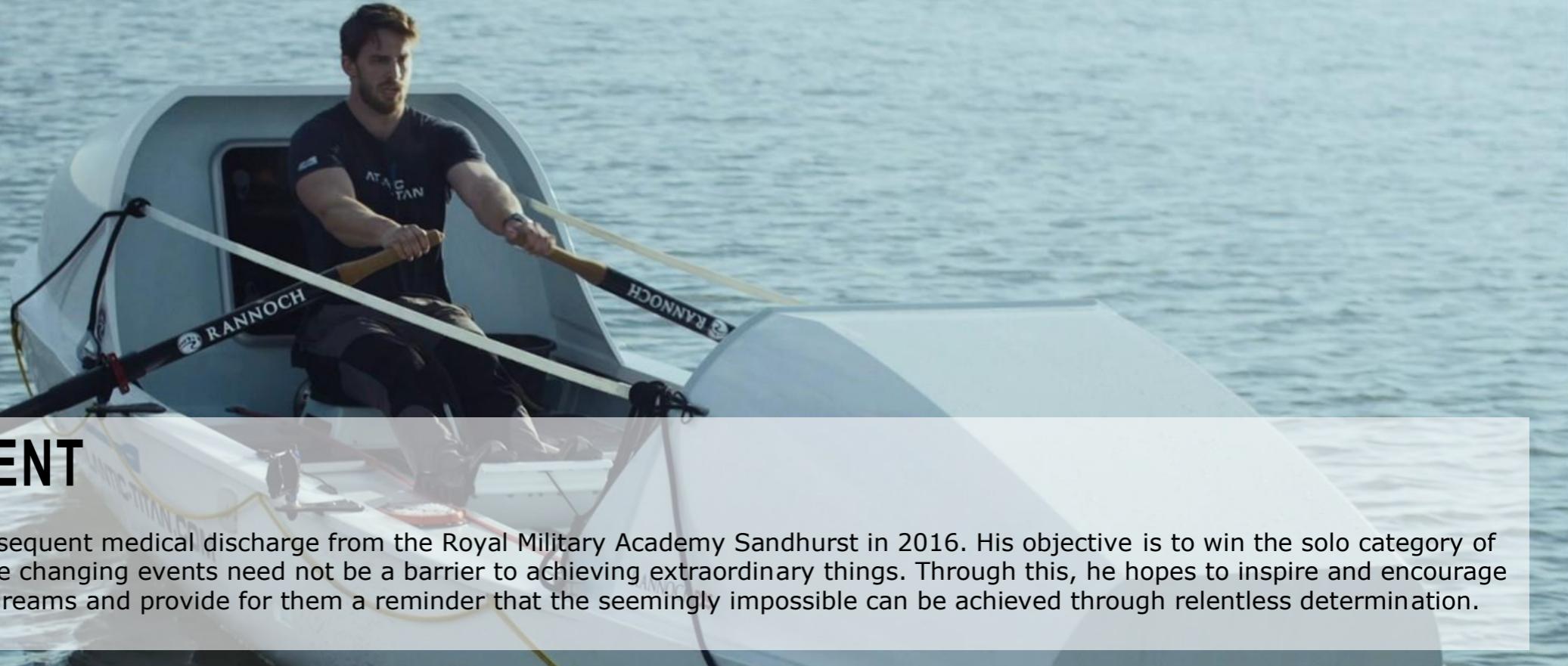
Atlantic Campaigns see the Talisker Whisky Atlantic Challenge as a platform to nurture and create future greatness. The characters that take part become role models and sometimes even mentors for future teams.

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.



## MISSION STATEMENT

Rob suffered a knee injury and subsequent medical discharge from the Royal Military Academy Sandhurst in 2016. His objective is to win the solo category of the race, proving that injury and life changing events need not be a barrier to achieving extraordinary things. Through this, he hopes to inspire and encourage fans and sponsors to pursue their dreams and provide for them a reminder that the seemingly impossible can be achieved through relentless determination.

## THE CHARITIES

The Talisker Whisky Atlantic Challenge also presents a tremendous opportunity to raise money for two organisations which support causes I feel very strongly about. While my time at Sandhurst was short. I gained an appreciation for the concerns that many wounded veterans face, whether they are physically or otherwise injured. Invictus supports veterans not only by aiding them through recovery but also by empowering them through sport and showing that injuries, even severe ones, need not be a boundary to achieving the incredible. Collateral Repair Project are a refugee support organisation based in Amman, Jordan, where I worked for several months in 2018. The organisation supports refugees by providing food vouchers, heaters, blankets, clothing as well as trauma support groups for men and women. In their own ways, both organisations support victims of conflict. While the beneficiaries of these organisations may have different backgrounds they often have similar injuries and I am keen to draw attention to fact that while they are treated as separate causes, they are often two sides of the same coin.



**COLLATERAL  
REPAIR PROJECT**

In aid of

**INVICTUS  
GAMES**  
FOUNDATION

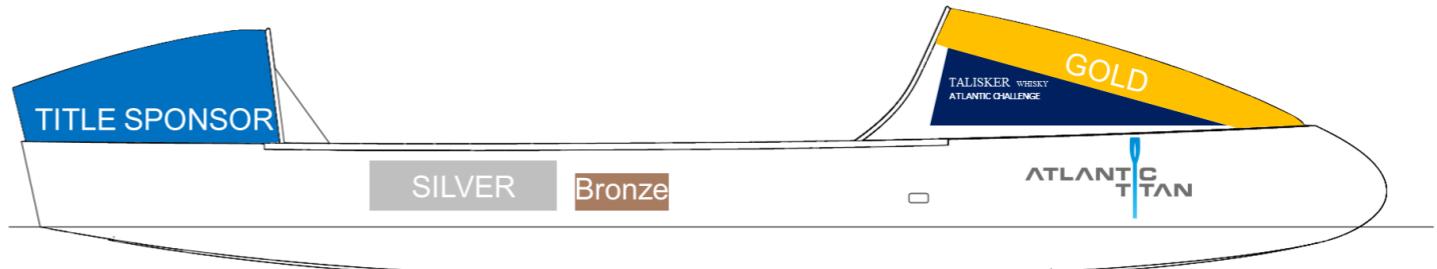
# BOAT BRANDING

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. The estimated cost of the campaign is £110,000.

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 boat design for 'Atlantic Titan' with sponsor levels

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

Rolv Erik Ryssdal,  
CEO Schibsted Group



# SPONSOR PACKAGES

## Campaign Sponsor

Negotiable

### Branding

- Your company's logo will be displayed in a primary location on the main cabin or on either side of the boat. The boat will also be designed in your company's colours
- Your company's logo will be printed on team clothing that will be worn during the Atlantic race, training sessions and at all events pre and post row.
- Your company's logo will be showcased as a campaign partner on the Atlantic Titan website.

### Media

- Your products and company will be endorsed on social media through photos and videos.
- You will have access to the Atlantic Titan private media library.

### Corporate Engagement

- Regular blogs for your website or newsletter about preparation for the row
- The boat and I will be available for 3 events pre and post-race. Examples include:
  - Use of the boat for team building/training events.
  - A motivational talk about my experiences after the row and how they relate to your organisation.
- I will attend any publicity or promotional events pre and post-race.
- You will receive a pair of signed ocean rowing oars for display in your office.

## Gold Sponsor

£15,000

### Branding

- A large logo will be displayed on the bow cabin of the boat for maximum publicity
- Your company's logo will be showcased as a gold partner on the Atlantic Titan website.

### Media

- Your products and company will be endorsed on social media through photos and videos.
- You will have access to the Atlantic Titan private media library.

### Corporate Engagement

- Regular blogs for your website or newsletter about preparation for the row.
- The boat and I will be available for 2 events pre and post-race. Examples include:
  - Use of the boat for team building/training events.
  - A motivational talk about my experiences after the row and how they relate to your organisation.
- I will attend any publicity or promotional events pre and post-race.

## Silver Sponsor

£10,000

### Branding

- A large logo will be displayed on the hull of the boat.
- Your company's logo will be showcased as a silver partner on the Atlantic Titan website.

### Media

- Your products and company will be endorsed on social media through photos and videos.
- You will have access to the Atlantic Titan private media library.

### Corporate Engagement

- The boat and I will be available for 1 event pre and post-race. Examples include:
  - Use of the boat for team building/training events.
  - A motivational talk about my experiences after the row and how they relate to your organisation.
- I will attend any publicity or promotional events pre and post-race.

## Bronze Sponsor

£3,000

### Branding

- Your company's logo will be displayed on the hull of the boat.
- Your company's logo will be showcased as a bronze partner on the Atlantic Titan website.

### Media

- Your products and company will be endorsed on social media through photos and videos.
- You will have access to the Atlantic Titan private media library.

# 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.

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

**39** 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 - 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 one

BBC Breakfast, United Kingdom



CNN

CNN, United States



THE SUNDAY TIMES

The Sunday Times, United Kingdom



South China Morning Post

SCMP, Hong Kong

New Jersey Teen Becomes Youngest Ever to Row Across Atlantic Alone

I 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



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 Wassenaarse aannemer vanaf de Atlantische Oceaan. „Ik weet niet of ik dit tempo kan volhouden.”

Hans Klippus 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.

**1.5M** Page views

**170,684** Unique visitors

**5 min 10 sec** 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.

**935,904** Page views

**3 min 27 sec** Average time spend on tracker

**67%** 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.

**140,000** Views during the 2017/18 race

**320,975** Estimated minutes watched

**39%** 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.

**15,117,873** Total reach

**59%** Post engagement rate

**700,000** Total lifetime video views



## 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.

**16,619** Total post likes

**25-34** Most reached age group

**2,161** 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.

**4,780** Followers

**408,988** Impressions

**20,234** Engagements

Source: Twitter Analytics: 26 March, 2018

Source: Facebook Analytics: 16 Feb, 2018



## Contact Atlantic Titan

Website: [www.atlantic-titan.com](http://www.atlantic-titan.com)  
Gmail: [atlatnictitan2020@gmail.com](mailto:atlatnictitan2020@gmail.com)  
Instagram: @rohamilton\_adventures  
Facebook: Atlantic Titan

## S PONSOR WITH PASSION & PURPOSE

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

### RACE ORGANISERS



### TITLE SPONSOR



### REPORT AND ANALYTICS BY

PRECIOUS



Photos courtesy of: Ben Duffy

Data detailed in this report was collected between October 2017 and April 2018.

Published by:  
Precious Media Limited, April 2018

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