

Statistics rides Grand Depart

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Abstract

During the first days of July a big major sports event took place in the Basque Country. The famous Tour de France had its start, called “Grand Depart”, in the city of Bilbao in July 1st. The first three days of the race the “peloton” went across the basque roads with thousands of fans cheering the riders all the way.

Since biking is very popular sport in the Basque country, when it became known the Tour de France had made an arrangement with regional and local authorities to held the “Grand Depart”, the event became something everyone was getting involved in it.

In this context the people in our office suggested we should also do something in order to be part of this story. Initial proposals were focused on advertising in traditional media, but in the dissemination department we had another idea.

With such a big event traditional media advertising rises the prices and it can be too expensive. Besides, the available slots or spaces are scarce and it is very difficult to stand out.

Another issue was the message we wanted to send. What was our real story? It is simple and well known that we need a message that matches our aim and then we will decide the suitable platform or alternative, but sometimes this is ignored.

We tried and joined the official team behind the event and launched some videos that were a big success with thousands of views. Completely unexpected success.

The presentation aims to explain the process that lead us to that outcome in order to share the experience which could be valid in similar situations.