

# Statistics rides Grand Depart

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#### 1.- Le Tour de France

The edition of 2023 started in the Basque Country. This biking race is a major event and its first days are known as “Grand Depart” which means “big start”. It is usually the first two-three days of the race. The stages are in the same area/region: Denmark in 2022, Bretagne in 2021 or Brussels in 2019 to name a few.

The race involves a lot of people; Teams with riders and staff, Police, Organizers, Media and Advertising staff sum up more than 3.500 people. The media coverage is world level and many companies invest in this event for advertising.

Biking is very popular in the Basque Country, with many professional riders that historically have played significant role in the races. Besides, fans are known to be very cheerful and they give support to every rider, no matter where are they from and they clap all of them.

A few months before the race, the so called “Grand Depart” was a very popular topic, everyone seemed to be part of the event and the enthusiasm was growing day by day

#### 2.-First Ideas

With all the evolving atmosphere some people in the office began to think that we could also be part of it. Initial proposals had two main ideas: advertising and special release.

Advertising is an activity we have done in the recent years. We have launched a few campaigns related to new products or services. First we had a need and then we planned an activity. Advertising should be used with clear purposes, but in this case there was the idea without a clear purpose. “Let’s do something” it is not enough to succeed. Commercials in the radio, for instance, need a clear identification of the product or service and they need to be repeated many times to be know . But we are not as popular as we would like and we can not afford a big campaign. On the other hand, our products and services are basically in our website. This means that our natural environment is the web, so digital advertising is the most suitable choice with the visual part being absolutely necessary.

Do we have something to say about biking? Initially we had serious doubts. Data about sports are scarce in official statistics. Maybe we should have more and better data, since sports are relevant in our life. After that first sensation, we tried to dig into several statistics and set up a reasonable group of data that could be related to biking.

### **3.- Leading the way**

The hosting of the “Grand Depart” in the Basque Country was a public decision and involved the regional Basque Government, Provincial authorities and major Municipalities. In the end, someone has to pay to the “Tour de France” for every stage and the “Grand Depart” is no exception, better said it is expensive. The Culture Department of the Basque Government coordinated the event and took care about communication. Communication was decided by the Organization of the Tour de France and the Culture Department.

Our first concern was that whatever we were going to do, we should be aligned with the “official” Communication policy of the Government. First reason for that was to avoid any “noise” or inappropriate message. Second reason was that in such a big event, we were afraid that our advertising could be somehow ignored or diluted without good partnership.

Therefore, as simple as it sounds the first step was to contact the people in the Culture Department to tell them our plan.

At the same time we had already discussed which could be our message. If we were going to join the someone else’s communication strategy, first we should

understand it. It was quite obvious that the reason why the Basque Government had decided to be part of the Tour de France was “let’s show to the world who we are”. That is a message that official statistics can perfectly join in, because in the end our statistics describe our country with several data.

It has been said already that if the internet is our natural environment, advertising should also be focused in the internet. We focused our campaign on digital media, meaning both digital platforms of newspapers and social media like twitter, facebook, instagram or youtube. And the ideal option was a short video.

There were three stages. All of them with start and finish line located in different municipalities and many more along the route. We have data for many municipalities, data that we could show in the video. But what was happening in the video? We wanted to see the riders passing through the municipalities while they could learn about those places thanks to our data.

Appart from advertising there were more ideas and more things to do: special release of data about biking and things related to it.

The meeting with the Team of the Culture Department went perfect. They liked the idea and gave us all the support.

#### **4.-Final decisions**

Once our proposal was approved it was time to do the real job with the campaign. We supposed that there was an advertising agency working for the event and there it was. They were the best choice to develop the creativity since they had already access to the official resourcers. What type of video were we going to do? What images could be add in it, the music, the words...?

We wanted to show a few data in the video for several municipalities and finish it giving thanks to all those respondents that make possible our job. They proposed to use the oficial videos of each stage. Those videos show over the map a line that goes along the way of the itinerary and they have overprinted some of the relevant places. Those relevant places were going to be the municipalities with the choosen data. Quite simple idea.

Alongside this job we had hired the services of a so called “Media Agency”. They work directly with the media and distribute the commercials according to the prices they get and our intention, trying to get the best balance between cost and impact. There was bad news for us. Video could only have a length of 30 seconds. A real nightmare for statisticians: too short, no time to tell what we want. We had

to cut on the amount of data for the video. From the idea of 5 data for 5 relevant places, 4 data for 4 relevant places, from 25 to 16.

As a result the first version of the video didn't cause a big impact on us. But that was all we had, and with no time to change anything, just small corrections.

And what about the special release? We designed a brief publication in our website with the following topics related to biking and the data were shown with graphic content. What initially was considered scarce became interesting with a wider perception of the event.

Economic Sector, Sport, Education, Tourism, Nationalities.

.-Economic Sector:

Data about production, sells, repair, or external trade

.- Sport:

Cycling clubs, licences, use of bikes, overall participation in sports

.- Education:

Students in sport related subjects

.- Tourism

Tourism by bike, bike rentals

.- Nationalities

Foreign people living in the country and nationalities of the teams riding the Tour de France

## **5.-The Outcome**

What a big success for us. Thousands of view of the videos. For each day we had the video of the stage in our two official languages, so it makes 6 videos. The numbers were just incredible for us. Only in Youtube they had 14k to 19k visualizations each of them.

We didn't have the intention to attract people to our website, but the numbers are also quite good.

The CTR or Click Through Rate have different measures to be considered good depending on the type of advertising. It is difficult to compare properly. For

instance, search ads are those for a given google search and they have higher rates (average 2,0%), but they can also be very expensive. Display ads are considered to have an average of 0,35.

In our opinion our CTR is high, because we are not an industry selling something. It is also true that the format brings some variability.

Digital media had nice numbers

#### PRENSA DIGITAL

	impresiones previstas	impresiones reales	clicks	CTR	Formato
correo.com bizkaia	espacio fijo	409.067	1.584	0,39%	billboard home
correo.com álava	espacio fijo	42.572	104	0,24%	billboard home
diariovasco.com	espacio fijo	170.115	119	0,07%	roba doble home
berria.eus	45.000	45.023	38	0,08%	robapagina
naiz.eus	45.000	55.182	31	0,06%	robapagina
		5.190	510	9,83%	vídeo preroll
		6.020	53	0,88%	vídeo inread
deia.eus	70.000	65.496	191	0,29%	megabanner + robapagina
noticiasdegipuzkoa.eus	20.000	80.103	292	0,36%	megabanner + robapagina
noticiasdealava.eus	10.000	14.984	89	0,59%	megabanner + robapagina
eitb.eus	27.000	27.015	886	3,28%	vídeo preroll
red tokikom	80.000	62.232	146	0,23%	megabanner + robapagina
diario.es/euskadi	45.000	45.908	114	0,25%	megabanner + robapagina

Social media were just incredible

#### REDES SOCIALES

	impresiones previstas	impresiones reales	clicks	CTR	Interacciones	Visualizaciones completas
Youtube	150.000	304.424	1.015	0,33%	172.641	98.014
Facebook	150.000	329.006	6.755	2,05%	152.748	27.555
Instagram	150.000	570.487	1.635	0,29%	138.638	42.117
Twitter	166.667	699.756	4.952	0,71%	14.966	31.124
Tiktok	150.000	498.129	1.260	0,25%	3.777	5.246
Programática vídeo	128.571	180.084	465	0,26%	-	93.706