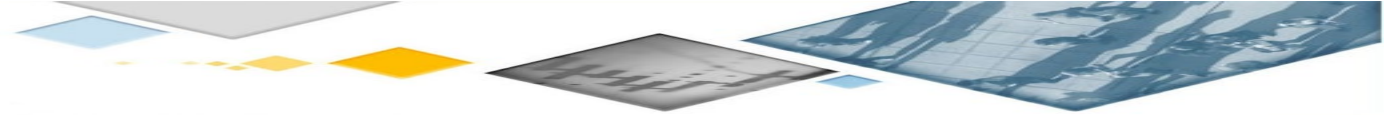


Statistics rides Grand Depart



Contents

- 1.- Le Tour de France
- 2.- First Ideas
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- 5.- The Outcome





Le Tour de France

World class event: 150 million viewers TV (Europe). + 80 million visits (letour.fr)

https://storage-aso.lequipe.fr/ASO/cycling_tdf/tdf23-chiffrescles-audiences-uk.pdf

Other figures. 176 riders, 500 support staff, 2.000 accredited journalist

https://storage-aso.lequipe.fr/ASO/cycling_tdf/key-figures-of-the-tour-de-france-2023.pdf

Grand Depart takes place in one area:

2019 Brussels

2021 Bretagne

2022 Denmark

2023 Basque Country

Grand Depart takes first days -> draws all the attention

<https://www.letour.fr/en/the-race/grands-departs/grand-depart-2023>



First ideas

“**Let’s do something**” approach

- You want to do something but without a strategy

Understanding **our role** in advertising

- We produce knowledge through data
- Our natural environment is the internet

Be careful with the **prices**. Top advertising slots are likely to rise their price around big events

We are **not** expected to have a **high profile**. Others are leading the event in the government



Leading the way

Big event - > big expenses - > **centralised communication**. Culture Department of the Basque Government

Searching for **alignment**

Avoid unnecessary noise

No to be ignored

Building the **message**

Tour de France gives opportunity to be known

Statistics are data to describe a place

We can provide data for a better knowledge of those places the race pass through.

Digital advertising is usually cheaper. It must be visual. Let's make a video



Final decisions

Centralised communication:

Work with the same **media agency**

Permission to use visual elements of the **Tour de France**

Define the **video content**

Data for municipalities alongside the race: start, finish and couple more

Finding the right **format** for the video

Use of the **official video** the “Tour de France” produces for each stage

Overprint the data on the official video

Short video. **30 seconds!!**

Too short for many data. Reduction of data to be overprinted



The Outcome

3 days campaign.

For each day, one version of the video of the stage

Special web-site with information about biking

https://en.eustat.eus/eustat_in_le_tour.html

Monitoring data of the campaign:

- unexpected success
- traffic increase
- decrease of organic traffic (visitors from google)



3 days campaign

DIGITAL PRESS

	expected prints	real prints	clicks	CTR	Format
correo.com bizkaia	fixed space	409.067	1.584	0,39%	billboard home
correo.com álava	fixed space	42.572	104	0,24%	billboard home
diariovasco.com	fixed space	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

3 days campaign

SOCIAL MEDIA

	expected prints	real prints	clicks	CTR	Interactions	Completed Visualizations
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



Thank you very much!