

## Case Study: VELUX 5 Oceans

Clipper Ventures PLC now own the newly named 5 Oceans round the world yacht race (previously known as the Around Alone; an event with a 25 year pedigree) for professional solo sailors. They had secured an internationally recognised company as the title sponsor of the event, the building and window system company VELUX.

### Objectives

To secure branded media coverage for VELUX in newspapers, general and specialist magazines and on web sites around the world. To ensure that VELUX's sponsorship was leveraged with iconic imagery and that they benefited from a significant media return through the placement of images in the media.



The secondary consideration was for the competing yacht skippers and their sponsors. Ensuring that their brand was suitably positioned and that they too benefited from their participation, securing their future involvement in the race as a suitable brand exposure platform. Thirdly it was important that the onEdition team raised the profile of the event for the race owners Clipper Ventures. The race, prior to Clipper Ventures involvement, had suffered from under-investment and had a low profile in the eyes of many of the solo skippers, their sponsors and the media.

### Strategy and Plan

After initial consultation onEdition carefully looked at VELUX's key markets and their desire to deliver the VELUX message to media around the globe. This process enabled the onEdition team to develop a bespoke distribution list covering all of the VELUX key markets and target them with strong branded images that would publish. Next onEdition looked at all of the markets that the boat sponsors were involved with and added to the distribution list from this. They then looked at all of the nationalities of the skippers and added distribution to the regional and national publications of the skipper's home nations.

Strong distribution lists on their own are not enough to secure media coverage and it was vital that world-class photography was provided to the media.

In the run-up to the race start the onEdition team shot interestingly lit black and white portraits of all of the skippers as well as securing as much possible time on the water with them as they prepared for the race. Images of the skippers living and working onboard their boats were also added to the stock of images for the race. This would enabled onEdition to visually depict life onboard to the media, whilst the boats were

thousands of miles away racing. It was vital to secure as much imagery as possible before the start of the race to cover both the preview pieces as well as to provide stock images to use when the yachts were at sea.

During the event we made sure that as any major news stories were developing we were quick to react and images, stock or new, were distributed to make sure that we could illustrate any story that was being written about the race. This included the iconic imagery of the boats in the ferocious Bay of Biscay storm and images illustrating Mike Golding's dramatic rescue of fellow competitor Alex Thomson in the Southern Ocean.

The other method of distribution used was via onEdition's online image library World Wide Images, which was used as the official image library for the race.

The gallery was branded in full VELUX 5 Oceans livery, reinforcing the title sponsors brand every time media visited the site.



The World Wide Images platform is recognised as the worlds leading free-for-editorial-use images gallery for major sailing events and has a vast media audience. The VELUX gallery had over 26,000 images downloaded by media in 55 countries during the event and was a key component to the overall success of the image distribution campaign.

## Measurement and Evaluation

The onEdition team won both the prestigious Sven Simon Prize from DIE WELT/ WELT am SONNTAG in Germany for the Sports photograph of the Year 2007 and also for the British Press Photographers Association's Sport Feature of the Year 2007.

The PR and sponsorship team were awarded ESA International Sponsorship Award at the Hollis PR awards for their outstanding job, beating off stiff competition from other major international sporting events including the Eon FA Cup and the Guinness Rugby Premiership.

With media returns estimated at over €60M, VELUX were delighted with their return on investment and have signed as title sponsors for the 2010 event as explained by VELUX Marketing Director, Kent Holm "We have undertaken a thorough evaluation and saw a substantial return on our investment. We are a global company and needed a truly international platform on which to build our brand equity. We are proud to continue our involvement with 'The Ultimate Solo Challenge' into 2010, an event which supports our key values of daylight and fresh air, and which helps to build our brand image across the planet."

Clipper Ventures objectives were met and exceeded which Executive Director of Clipper Ventures David Stubley explains “The global nature of the VELUX 5 Oceans, high stress the skippers are permanently under and unpredictability of events, make this race an extremely challenging one to capture on film. The evidence of onEdition’s success is summarised quite simply by the results the race achieved. In short, all our media targets were hit and over 26,000 requests for race imagery were received from global media channels. The quality of imagery and ease of accessing material played a significant part in this success. onEdition are team players; cool under pressure, appreciative of sponsor needs and proved with us they dare to go beyond”.

