

# RACE REPORT

2017/18  
TALISKER WHISKY  
ATLANTIC CHALLENGE

ORGANIZED BY  
*ATLANTIC  
CAMPAIGNS*



THE WORLD'S TOUGHEST ROW

# CONTENTS

## THE RACE

The Race .....	3
Race Organisers .....	4
The Title Sponsor .....	5
Boat Classes .....	6
History of the Race .....	7
Race Facts .....	9

## BRANDING

Boat Branding .....	11
Global .....	12

## MEDIA

Official Race Content .....	14
Content from the Sea .....	15
Accredited Media .....	16

## PR COVERAGE

TV Coverage .....	18
Print Coverage .....	19
Digital News .....	20
Case Study - Four Oarsmen .....	21
Case Study - Kung Fu Cha Cha .....	22

## RACE PLATFORMS

Facebook .....	24
Instagram .....	25
Twitter .....	26
Youtube .....	27
Race Website .....	28
Race Tracker .....	29
Facebook Livestream .....	30

## ENVIRONMENT

.....	31
-------	----

## CHARITIES

.....	32
-------	----

## 2017/18 RACE SUMMARY

.....	33
-------	----







## RACE ORGANISERS

---



## TITLE SPONSOR

---



## REPORT AND ANALYTICS BY

---

PRECIOUS<sup>+</sup>



Photos courtesy of:

Main Photographer: Ben Duffy

Supporting Imagery: Thor Munch-Andersen, Manfred Tennstedt and Malte Zimdahl

The purpose of the Race Report is to give an overview of the Talisker Whisky Atlantic Challenge and showcase its audience reach and impact for new and existing stakeholders.

Specifically, the report has been created to help the participating teams explain the race to sponsors and other relevant parties.

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

Published by:  
Precious Media Limited, April 2018

© Atlantic Campaigns and Diageo PLC  
All rights reserved

# THE RACE

## TALISKER WHISKY ATLANTIC CHALLENGE

The premier event in ocean rowing. A challenge that will take rowers more than 3,000 miles west from San Sebastian in La Gomera, Canary Islands, Spain, to Nelson's Dockyard, English Harbour, Antigua & Barbuda. The annual race begins in early December, with up to 30 teams from around the world taking part.

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.

The atmosphere is electric as people help each other prepare for the challenge of the mighty Atlantic Ocean.

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.

The race offers different experiences to all involved. The challenge creates strong friendships and competitiveness gives way to the camaraderie that is required to complete the challenge.

Upon finishing, rowers join a small community of friends that have shared the adventures of an ocean crossing. The mental and physical endurance will result in a life-changing achievement, something that will never be forgotten.



RACE STARTS  
LA GOMERA  
28° 17' N  
17° 16' W

3,000 MILES / 4,800 KM



Teams depart from La Gomera, Spain and row across the Atlantic arriving in English Harbour, Antigua and Barbuda



# 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.

---

As CEO of Atlantic Campaigns the race organisers of the Talisker Whisky Atlantic Challenge I am fortunate enough to witness firsthand the courage, determination and resilience of each and every person that enters the race. To play a part in an individual's desire to achieve a dream is a humbling experience. Emotion aside, Atlantic Campaigns prides itself on a 100% safety record, with the welfare of our competitors our first and main priority. With the support of 2 safety yachts, 24-hour assistance and advice and guidance from sign-up to the finish line, Atlantic Campaigns provides the safest, most comprehensive ocean rowing race in history.

## Carsten Heron Olsen, CEO Atlantic Campaigns

In May 2013 myself and three other ladies signed up for the 2015 Atlantic Campaigns Talisker Atlantic row across the Atlantic ocean. We were not the usual kind of race participants and, unlike most entrants, our aim was not to be competitive but to get across and enjoy the journey. Despite the fact that we are not ultra-athletes and very different to the 'normal' race participants, we were still welcomed with open arms into the rowing community and the race. We were not treated any differently from the other professional participants, adventurers and ultra-marathon runners. We were made to feel right at home straight away in a world we were not used to. We were in fact helped and encouraged by Carsten and his brilliant team of professionals. One of the most important aspects for us was safety and Atlantic Campaigns go above and beyond when it comes to safety. We knew all the time from entering the race right through to the finish that we were safe being part of Atlantic Campaigns. The support is incredible. If you have never rowed an ocean before and want to I would fully recommend going with Atlantic Campaigns whether it's your first or fifth row. You need the support they give as it's vital to your success. Thank you, Atlantic Campaigns!

## Janette Benaddi, Skipper, Yorkshire Rows race team

# THE 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 Elgg to Skye to establish the Talisker distillery in Scotland almost 200 years ago.

We are very proud to continue our longstanding relationship with this extraordinary sporting event that celebrates the transformational experience and journey of each rower as they immerse themselves fully in the elements. The Talisker founders, whilst not coming close to crossing the Atlantic, shared the same sense of adventure, determination and passion as the rowers do today, an incredible display of what it means to be 'made by the sea'.

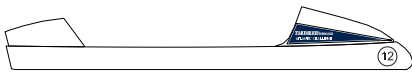
**Lisa Everingham,**  
Global Marketing Manager Talisker  
Global Reserve Brands Diageo



# BOAT CLASSES

One leaderboard with the following classes:

- R45 Class
- R25 Class
- R15 Class
- Sprintdrift Class
- Ocean 2+3 Class
- SeaSabre Class
- Adkin Class
- Woodvale/Rossiters Fours Class
- Wooden Class



R45



R25



R15



SPRINTDRIFT



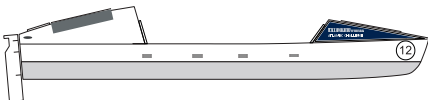
OCEAN 2 + 3



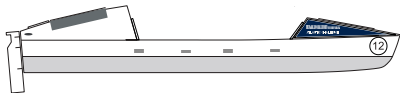
SEASABRE



ADKIN



WOODVALE/ROSSITERS



WOOD

# HISTORY OF THE RACE



**1966:**  
Sir Chay Blyth and John Ridgway were the first pair to row across the Atlantic in the twentieth century, crossing from Cape Cod to Ireland in a time of 92 days.



**2001:**  
Named Ward Evans Atlantic Rowing Race, it was once again a boat from New Zealand that finished in Barbados first after 42 days, four hours and three minutes. This Team Telecom Challenge took the prize, with Matt Goodman and Steve Westlake on board. 36 boats started the race and 33 finished.



**2005:**  
This year the The Woodvale Atlantic Rowing Race was combined with The ORS Atlantic Rowing Regatta. The race was now also open for other classes and therefore it was possible for Team Atlantic-4 with David Martin, Neil Wightwick, Glynn Coupland and George Simpson from the UK to make landfall in the new finishing port English Harbour, Antigua after 49 days, 14 hours and 21 minutes. 26 boats started the race and 20 finished in Antigua. This was also the year where the double Olympic gold medallist James Cracknell and the TV presenter Ben Fogle participated, resulting in the Royal Television Society award-winning programme, 'Through Hell and High Water', produced for the BBC.



**1896:**  
Two Norwegian immigrants, George Harbo and Frank Samuelsen became the first people ever to row across an ocean, rowing the Atlantic W-E from New York to England. Their time recorded for rowing the North Atlantic Ocean was not broken for 114 years.



**1997:**  
Inspired by his row in 1966 Sir Chay Blyth with his company, The Challenge Business, organises the first Atlantic race, the Port St. Charles Rowing Race starting from Playa San Juan, Tenerife. The race, which only allowed teams of pairs to compete, finished in Port St. Charles, Barbados, some 3,000 miles away. Of the 30 teams who started, 24 reached the finish line. After 41 days, two hours and 55 minutes, Team Kiwi Challenge from New Zealand, comprising Rob Hamill and Phil Stubbs, arrived in Barbados.



**2003:**  
Named The Woodvale Atlantic Rowing Race, the race changed its departure port to San Sebastian on La Gomera - an island just South of Tenerife - the same port and island where Christopher Columbus started his journey towards the new world. The first boat to arrive in Port St. Charles, Barbados, was Team Holiday Shoppe Challenge. For the third race in a row, a team from New Zealand were victorious. James Fitzgerald and Kevin Biggar arrived after a record breaking time of 40 days, four hours and three minutes, closely follow by Team CRC who came in just nine hours later.



**2007:**  
Named The Woodvale Atlantic Rowing Race, the race now started in December. After 48 days, two hours and 52 minutes, the all-British Team Pura Vida, made up of John Cecil-Wright, Robbie Grant, Tom Harvey and Carl Theakston, arrived in Antigua.





**2011:**  
Inspired by the MacAskill brothers' journey from Eigg to Skye to found the Talisker distillery in 1830 Talisker Whisky signed a one-year contract with Woodvale Ltd and became the first major title sponsor in ocean rowing. On December 5th, a fleet of 17 teams, including the now legendary Row2Recovery team, started the Talisker Whisky Atlantic Challenge in La Gomera. Only 11 teams made it to the finish line. Team Box No 8 Toby Iles and Nick Moore, GB reached Barbados after 40 days, nine hours, 15 minutes.



**May 2013:**  
Talisker Whisky brings the first rowing-machine powered cinema to London! A 30-foot screen by Tower Bridge shows the epic BBC documentary, 'Through Hell and High Water', telling the story of double Olympic gold medalist James Cracknell and TV presenter Ben Fogle crossing the Atlantic in 2005. The event is a teaser for the Talisker Whisky Atlantic Challenge 2013 and became recognised by Guinness World Records for generating the most electricity within an hour using rowing machines.



**2015:**  
26 teams leave La Gomera on December 20th in The Talisker Whisky Atlantic Challenge and 26 teams arrives safely in Antigua. This was also the year where Team Ocean Reunion, Angus Collins, Gus Barton, Joe Barnett and Jack Mayhew set the new race record of 37 days, 9 hours and 12 minutes. The 2015 race also saw the youngest Callum Gathercole and the oldest rower Peter Smith to ever row an ocean.

Atlantic Campaigns decides to go annual and signs a three year title sponsor deal with Talisker Whisky.



**2017:**  
Atlantic Campaigns develop the official TWAC merchandise brand '3000 miles'

One of the fastest years on record as multiple records are broken including The Four Oarsmen for the fastest ever team 29 days, 14 hours, 14 minutes, Mark Slat for fastest ever solo rower 30 days, seven hours, 49 minutes, and Kung Fu Cha Cha for the fastest ever all-female team 34 days, 13 hours, 13 minutes.



**2009:**  
With a delayed race start due to bad weather the race started in January 2010. Englishman Charlie Pitcher won as a solo rower on board JJ Insure & Go after 52 days, 6 hours and 47 minutes. Brian Heron Olsen, brother of Atlantic Campaigns CEO, Carsten Heron Olsen participated in this race and the seed was planted for what later would be a new era within the world of ocean rowing.

**May 2012:**  
Atlantic Campaigns was founded and the race was acquired from Woodvale Ltd. Sponsorship negotiations between Talisker and Atlantic Campaigns begin.

**2013:**  
The first race organised by Atlantic Campaigns. The Talisker Whisky Atlantic Challenge starts in La Gomera on December 4th and proved to be one of the toughest years yet with the Atlantic Ocean throwing everything it had at the intrepid rowers.

Despite the rough start, Team Locura with Tom Salt and Mike Burton GB reached Antigua after 41 days, two hours, and 38 minutes. They arrived in Antigua with a blue martin beak pierced through the hull of their boat.

The 2 Boys in a Boat team raised the largest amount of money for charity yet £360,000.



**2016:**  
The new race record didn't last long when joint US/UK team Latitude 35, comprising Jason Caldwell, Angus Collins, Matthew Brown and Alex Simpson, finished after only 35 days, 14 hours and three minutes in Antigua - smashing the old record by almost two days.

The first onboard Inmarsat system sends back live footage during real time race conditions.

Row 4 James breaks the record for the largest amount of money raised for charity £650,000.

# RACE FACTS

- \* Each team will row in excess of **1.5 million oar strokes** over a race.
- \* Rowers will row for **2 hours**, and sleep for **2 hours**, constantly, 24 hours a day.
- \* **More people have climbed Everest** than rowed an ocean.
- \* Over **€6million** has been raised for charities worldwide over the past 4 races.
- \* At its deepest, **the Atlantic Ocean is 8.5km/5.28 miles deep.**
- \* The waves the rowers will experience can measure up to **20ft high.**
- \* There are two safety yachts supporting the teams as they cross the ocean. In the 2013 race, one yacht travelled a **massive 9000nm!**
- \* The 2013 winning Team Locura arrived in Antigua with a blue marlin beak pierced through the hull of the boat.
- \* Each rower is expected to use **800 sheets** of toilet paper during their crossing.
- \* The teams are supported **24/7** by two land-based duty officers.
- \* In the 2016 race, solo rower Daryl Farmer arrived in Antigua **after 96 days**, rowing without a rudder to steer with for nearly **1200miles/40 days.**
- \* Each rower needs to aim to consume **10 litres** of water per day.
- \* Rowers burn in excess of **5,000 calories** per day.
- \* There is no toilet on board - rowers use a bucket!
- \* Each rower loses on average **12kg** crossing the Atlantic!





# BRANDING



"We're privileged to have been able to sponsor them and share their journey, and see the unbelievable amount of money they have raised for their charities. Everyone at NRL is extremely proud of their tremendous, well-earned achievement."

Andrew Redmayne,  
CEO NRL Group



# 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. On average the rowers aim to raise between €80,000-€100,000 per campaign.

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 conceptual boat design for 'Row 2 Recovery'

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

Rolv Erik Ryssdal,  
CEO Schibsted Group





# GLOBAL

The Talisker Whisky Atlantic Challenge attracts rowers from across the globe all united by the challenge of crossing an ocean.

So far teams from all over the world have participated including UK, Ireland, USA, South Africa, Spain, Romania, Norway, Sweden, Australia, New Zealand, China, Finland, Netherlands, Italy, Switzerland, Wales, Scotland, Northern Ireland, Egypt, Ukraine & Antigua.

A truly global race, each team draws significant fan and media attention from their home country. The Talisker Whisky Atlantic Challenge is the key international event in ocean rowing.



Nations represented in the 2017/18 edition of the race



# MEDIA





# 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.





# CONTENT FROM THE SEA

Recent advances in technology have seen crews sending footage directly from the high seas. Providing a glimpse of life onboard, this content is immensely valuable for media and sponsors. As interest in the race continues to grow, this technology is expected to be more widely adopted in the future.

There are two main sources for the content received from the ocean: the teams themselves and official support boats.

Although not a race requirement, an increasing number of teams have satellite terminals onboard capable of transmitting photos and short videos directly to shore.

Apart from ensuring the safety and well-being of the fleet, the Talisker Whisky Atlantic Challenge support boats also have a photographer and videographer on board. Though safety of the fleet will always be the number one priority for these yachts, they will roam through the fleet to capture the best action from the crossing.



The BGAN Satellite Terminal used by the official support boat



Photos sent and transmitted via the official support boat



The support yacht transmitted video footage of a team rescue

## TEAM 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



# PR COVERAGE

3,363,374,468

Total people reached

£114,098,543

Total PR value



BBC one

BBC Breakfast, United Kingdom



CNN

CNN, United States



7 NEWS

Channel 7, Australia



NRK

NRK, Norway



viuTV

Viu TV, Hong Kong



itv

ITV, United Kingdom

## TV 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 television coverage.

£31,635,921

PR value

365,473,333

People reached





THE SUNDAY TIMES



The Telegraph



THE SCOTSMAN



TUTTOSPORT



South China Morning Post



The Sunday Telegraph

# PRINT COVERAGE

The 2017/18 race secured high profile print coverage across major print publications internationally, resulting in 103% growth in the audience reached compared to the 2016/17 race.

£1,598,301

PR value

43,067,017

People reached



## Amateur rowers smash record on Talisker Whisky Atlantic Challenge



George Bager, Dicky Taylor, Stuart Weiss and Peter Robinson celebrate finishing the Talisker Whisky Atlantic Challenge in record time on Antigua.

When the families of four amateur British rowers booked flights to meet them at the finish line of their transatlantic odyssey, they had no idea their loved ones would be so quick.

In the early hours of this morning, however, the "four oarsmen" completed the 3,000-mile course in record time to win an endurance race seen as the toughest on Earth.

## Atlantic challenge: Portrush crew conquers the ocean

By Robin Sherrin  
BBC News NI

18 January 2018



George, Dicky, Stuart and Peter raised more than £200,000 for charity.

You might think that capsizing three times, never mind facing 12m waves, might be enough to put you off trying to row across the Atlantic, but not so for members of a County Antrim rowing team.

The Home to Portrush team rowed from the Canary Islands to Antigua in 31 days, 8 hours and 57 minutes.

The Causeway Coast men have become the fastest Northern Irish team to row across the Atlantic.

## New Jersey Teen Becomes Youngest Ever to Row Across Atlantic Alone

He spent four months training in everything from open-water rowing and navigation to yoga and mindfulness.  
By A. David Miller  
Published 10:52 PM EST on Jan. 16, 2018 (updated at 11:02 PM EST on Jan. 1, 2018)



Providence, New Jersey, 18-year-old Oliver Chase is Guinon because the youngest person ever to row across the Atlantic Ocean.

He spent four months training in everything from open-water rowing and navigation to yoga and mindfulness. He spent four months training in everything from open-water rowing and navigation to yoga and mindfulness.

On Dec. 14, 2017, Oliver Chase started rowing. He didn't stop until he put an entire ocean behind him.

"3,000 miles and you start with a single stroke," he said.

"It was a lot of hard work, but it was worth it."

He's now a professional rowing coach.

## British amateurs smash 3,000 mile Atlantic rowing race record

The four men team crossed the Atlantic coast in 26 days



Four amateurs are believed to have set a new world record for rowing the Atlantic, becoming the first team to cross the ocean in under 30 days, raising more than £200,000 for the project.

## 【破紀錄】汕大划艇隊破世界紀錄 李嘉誠：我後生都划船



來自汕頭大學的划艇隊，1月18日完成「橫渡大西洋」的划艇紀錄，打破世界紀錄。

李嘉誠：我後生都划船

「橫渡大西洋」的划艇隊，1月18日完成「橫渡大西洋」的划艇紀錄，打破世界紀錄。

## Mark Slats ligt roeiend ruim voor op het schema van het wereldrecord

Vandaag om 12 uur moest Mark Slats nog 1040 zeemijlen roeien op weg naar Antigua. „Het gaat geweldig“, vertelt de Wassenare aanmer van de Atlantische Oceaan. „Ik weet niet of ik dit tempo kan volhouden.“

Mark Slats ligt op 1000 zeemijlen van de finish in Antigua.

Slats doet mee aan de Talisker Whisky Challenge, de roeiendste wedstrijd over 3.000 zeemijlen. Hij ligt bij de eenmansboten met grote voorspanning op klap en ook klap derde in het totale deelnemersveld van 28 boten, waarvan de meeste een bemanning van twee of vier personen heeft. „Die mensen roeien ieder gemiddeld 12 uur per dag, ik zo'n 18 uur.“

De grote doel van Slats is het schouwveldrecord van 51 dagen en 11 uur te verbeteren en op dat schema ligt hij ruim voor. „Ik hoopte schiek om het tussen de 40 en 45 dagen te kunnen doen, maar ik lig nu op een toern van 34, 35 dagen. Dat is echt bizar. Dan zou ik niet alleen het record van de solo's, maar ook dat van de tweemansboten.“

Hij verwacht nog twaalf à dertien dagen nodig te hebben om de finish in Antigua in het Caribische gebied te bereiken. „Ik heb gelijk gehad met het weer“, vertelt Slats. „Ik heb vaak goed weer gehad, of eigenlijk is het slecht weer. Met heel veel wind. Dat is niet comfortabel, maar brengt me wel lekker vooruit. Er zijn soms golven van vijf, zes meter

# DIGITAL NEWS

The digital news coverage for the 2017/18 Race surpassed all previous results and expectations.

£4,935,339

PR value

2,331,839,199

People reached



# CASE STUDY - THE FOUR OARSMEN

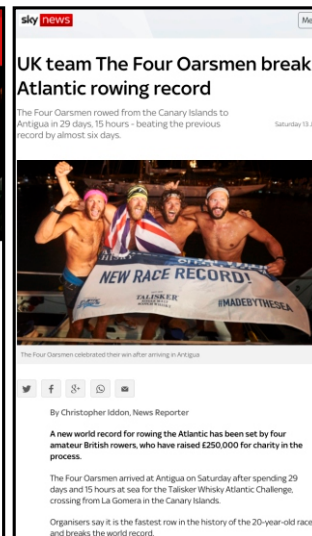
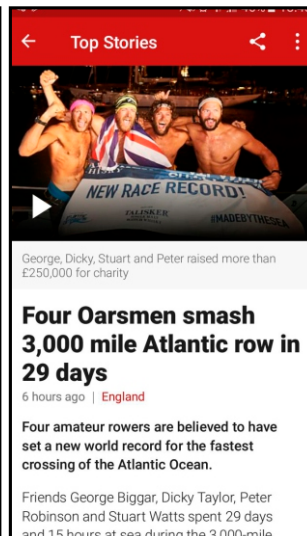
The Four Oarsmen set a new world and race record. Their success on the water ensured high levels of coverage across TV, digital and print media.

The extensive press interest continued long after the race finished and the team made various TV appearances on talk shows and news programmes.

The Four Oarsmen secured more than 1,669 pieces of news coverage and 12 pieces of national broadcast coverage. Highlights included a front-page story in The Sunday Times and a live appearance on BBC Breakfast.

1,669 Pieces of coverage

1,445,335,203 People reached







## 4 汕大女生破 4 世界紀錄 誠哥感驕傲

香港文匯報訊（記者 子夜）獲李嘉誠基金支持的汕頭大學 4 名女生組成的划艇隊「功夫茶葉」，去年 11 月 15 日 15 分鐘成功完成被視為全球最艱辛的 3,000 海里「約 3,000 公里」賽事，成為中國首隊出洋參加「橫渡大西洋挑戰賽」的隊伍，並一舉破四項世界紀錄，包括在支奴妮大西洋的中國隊伍，首支橫渡大西洋的亞洲隊伍；平均年齡 23.5 歲成為橫渡大西洋史上最年輕的參賽隊伍；以 34 天 13 小時 13 分，打破兩年前女隊隊的 40 天 8 小時 20 分的世界紀錄。

「橫渡大西洋挑戰賽」是海洋划艇界的最

事，被視為全球最艱辛的划艇賽，橫越 3,000 海里（約 5,000 公里），從西班牙支奴妮島，向航行至中美洲南端安提及在布廷的尼爾羅船塢。這項一年一度的賽事在去年 12 月 14 日展開，吸引 25 支來自全球各地的划艇隊參加。

「功夫茶葉」的 4 名女生分別來自廣東省、福建、安徽、江蘇和浙江的浙江大學。在比賽期間，她們要抵禦極端天氣和艱難艱辛，如在賽中第八日就連續數天遇上 45 海裏強風，黑夜中雷電交加，海面翻騰 20 呎巨浪，賽事艱難，環境險惡，3 名隊員都



海嘯襲擊。

數十天的船上生活，她們所有活動均在海洋上進行，並需要充足的糧食和補品，食水則依賴船上的太陽能海水淡化器提供。她們 4 人兩小時輪班划艇和休息，並一項對體力、心力和耐力的考驗。

基金主席李嘉誠中將和伯仲航旅社，對對的陳啟韶、黎曉冰、從從遊和何南俊的孟亞東。在比賽期間，她們要抵禦極端天氣和艱難艱辛，如在賽中第八日就連續數天遇上 45 海裏強風，黑夜中雷電交加，海面翻騰 20 呎巨浪，賽事艱難，環境險惡，3 名隊員都

海嘯襲擊。

數十天的船上生活，她們所有活動均在海洋上進行，並需要充足的糧食和補品，食水則依賴船上的太陽能海水淡化器提供。她們 4 人兩小時輪班划艇和休息，並一項對體力、心力和耐力的考驗。

基金主席李嘉誠中將和伯仲航旅社，對對的陳啟韶、黎曉冰、從從遊和何南俊的孟亞東。在比賽期間，她們要抵禦極端天氣和艱難艱辛，如在賽中第八日就連續數天遇上 45 海裏強風，黑夜中雷電交加，海面翻騰 20 呎巨浪，賽事艱難，環境險惡，3 名隊員都

# CASE STUDY - KUNG FU CHA CHA

Kung Fu Cha Cha crossed the start line with one goal - to become the first Chinese crew to ever finish the race!

They achieved that aim and more, generating unprecedented coverage across the greater China region and around the world.

Kung Fu Cha Cha secured over 352 pieces of news coverage and 10 pieces of national Chinese coverage. Highlights include a story on the homepage of TENCENT, China's biggest digital news portal.



352

Pieces of coverage

267,076,015

People reached

# RACE PLATFORMS



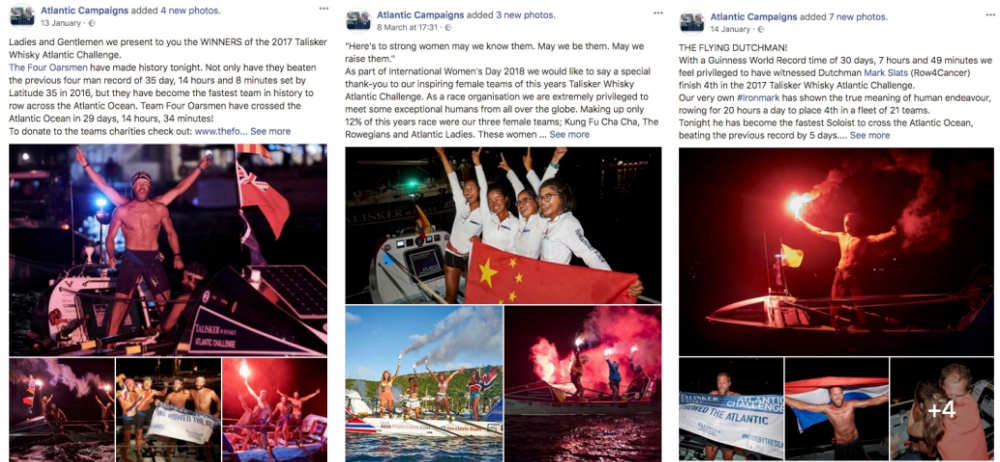




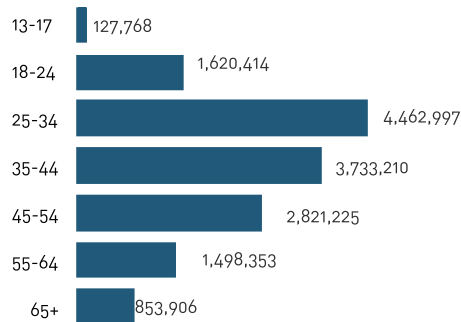
The Talisker Whisky Atlantic Challenge Facebook page has significantly more followers in the 25-54 age group than the Facebook average. Photos were the most engaging type of content, although this year's launch of Facebook Live coverage was hugely popular, attracting more than 588,553 unique video views.

15,117,873	Total reach
25-34	Most reached age group
13,142	Page likes
3.9	Average posts per day
59%	Post engagement rate

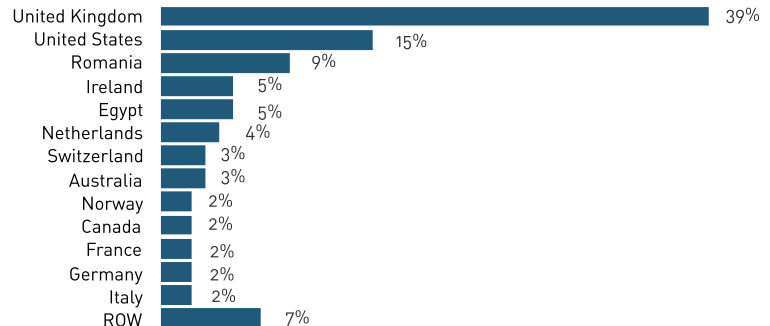
Source: Facebook Analytics: 16 Feb, 2018



## FANS BY AGE GROUPS



## FANS BY GEOGRAPHIC REGION



# INSTAGRAM

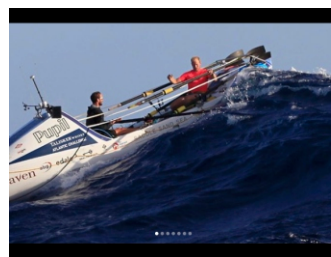
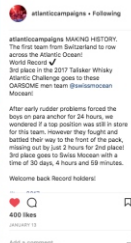
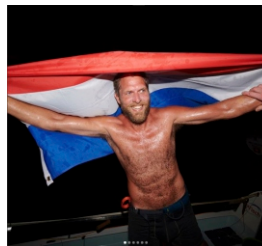
Instagram is proving to be one of the most popular ways for fans to engage with the race. The latest content from the fleet is constantly uploaded by a dedicated content manager, on site at the start in La Gomera and at the finish line in Antigua.

16,619 Total post likes

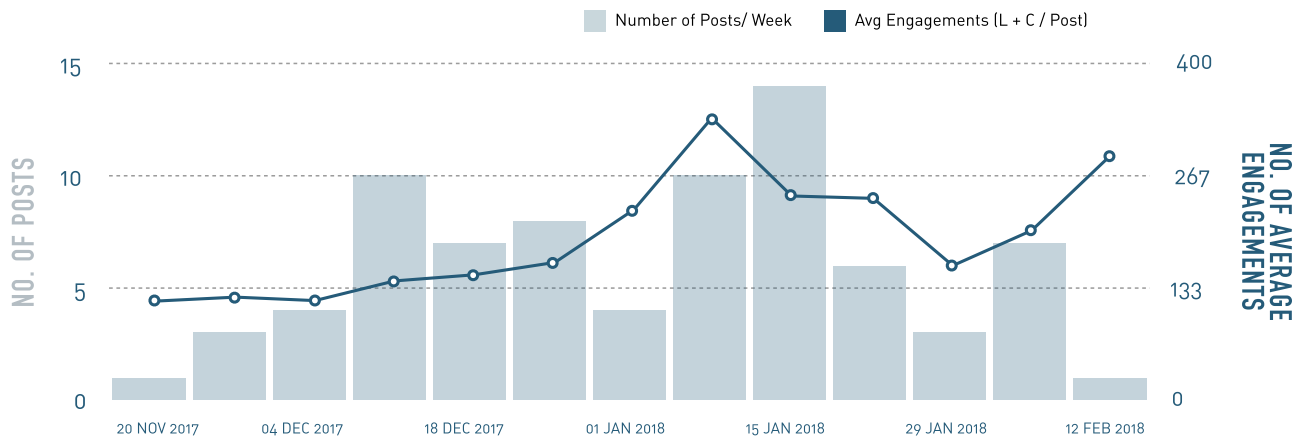
25-34 Most reached age group

2,161 Followers

Source: Instagram Analytics: 26 March, 2018



## ACCOUNT STATISTICS OVER TIME







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

**Talisker Challenge**  
@TaliskerRace

**HUGE CONGRATULATIONS** to Team Antigua who after 30 days, 2 hours and 12 minutes rowed into English Harbour coming 2nd in the 2017 Talisker Whisky Atlantic Challenge!

The team also broke the previous Antigua record set by Team Wadadli by over 23 days!  
#twac2017 #madebythesea



**Talisker Challenge**  
@TaliskerRace

We proudly present to you the **WINNERS** of the 2017 Talisker Whisky Atlantic Challenge. The Four Oarsmen have made history. Not only have they beaten the previous four man record but they have become the fastest team in history to row across the Atlantic Ocean. #TWAC2017



**Talisker Challenge**  
@TaliskerRace

THE TALISKER WHISKY ATLANTIC CHALLENGE 2017 RACE START TOMORROW AT 11AM GMT! Hands up if your excited 🙌🙌🙌🙌🙌🙌

Tune in to Facebook for the LIVE feed, up close and personal at the start line for the Talisker Whisky Atlantic Challenge 2017!  
#twac2017 #madebythesea #talisker



**Talisker Challenge**  
@TaliskerRace

AND THE WINNER IS...@thefouroarsmen are about to make history and become the winners of the 2017 Talisker Whisky Atlantic Challenge.

Make sure you tune in to the LIVE FINISHLINE ACTION here  
[m.facebook.com/atianticcampa...](https://m.facebook.com/atianticcampa...)

For all the hype straight from English Harbour docksides! #twac2017





The Talisker Whisky Atlantic Challenge's official YouTube channel generated over 100k views in more than 53 countries during the race. Most views came from Western Europe. Over 66% of the YouTube audience is between 18 and 44 years old.



Talisker Whisky Atlantic Challenge 2017 - Race Promo

33,595 views

Race promo video - 33,595 views



Talisker Whisky Atlantic Challenge - Race Summary

28,570 views

Race summary video - 28,570 views

140,000

Views during the 2017/18 race

320,975

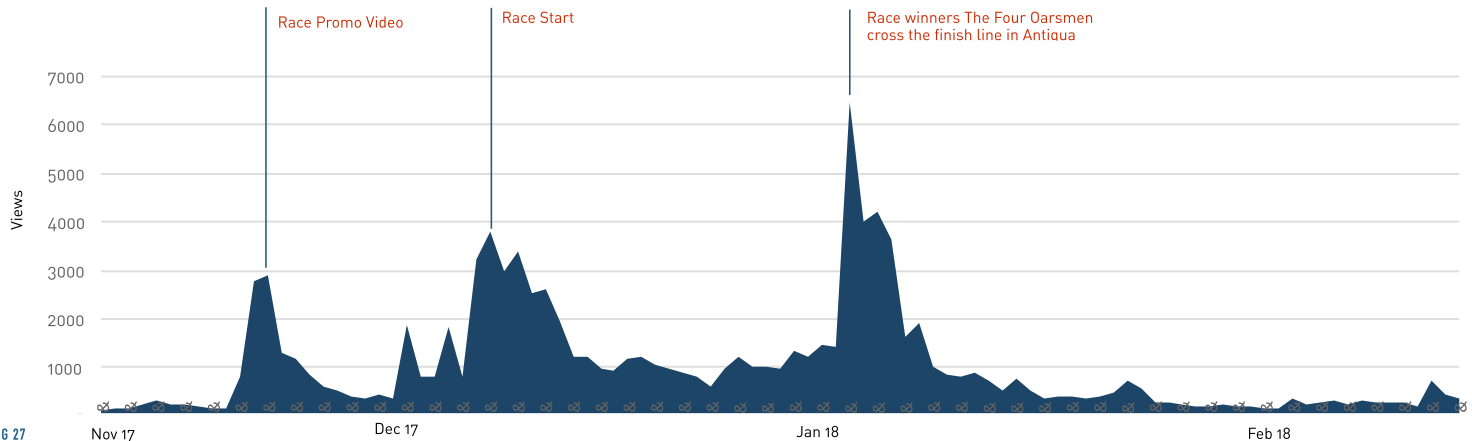
Estimated minutes watched

39%

Average percentage of each video viewed

Source: YouTube Analytics: 16 Feb, 2018

## VIDEO VIEWS OVER TIME





# RACE WEBSITE

The Talisker Whisky Atlantic Challenge website is run and coordinated by the race organisers Atlantic Campaigns.

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.

The website also aggregates select news information into a dedicated race-blog featuring unique imagery and videos.

Also built into the website is a special log-in area, specifically constructed for future rowers, providing more detailed information such as port clearance requirements, race rules, sponsorship and charity guides and many other useful resources.



1.5M

Page views

170,684

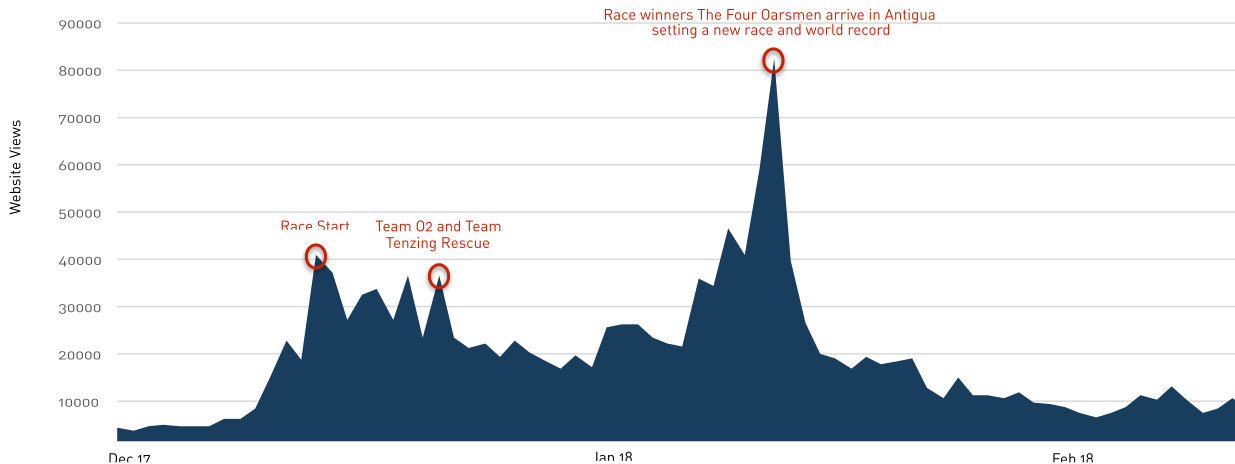
Unique visitors

5 min 10 sec

Average time spent on website

Source: Google Analytics: 16 Feb, 2018

## WEBSITE VIEWS OVER TIME





# 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

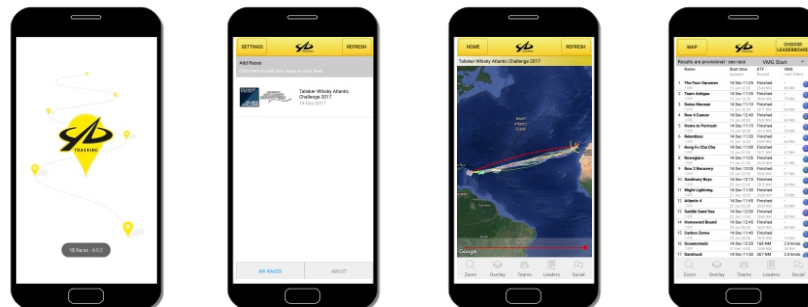
67%

Growth in unique viewers from 2016/17 race

Source: Google Analytics: 12 Apr, 2018

The race tracker is amazing, I don't know how I would live without it. It offers fascinating insight about the team's course and their strategy with regards to the weather.

Robert Moles, Fan



The YB Races tracker is available on mobile (iOS, Android) and on the race website

## RACE TRACKER VISITORS OVER TIME

● Page Views





# FACEBOOK LIVESTREAM

Live streaming was deployed for the first time during the 2017/18 race. Hosted on Facebook, the livestream proved to be incredibly popular, generating more than 2 million impressions over a 90-day period during the race.

## VIEWER DEMOGRAPHICS

COUNTRY	VIEWS
UNITED KINGDOM	278,193
UNITED STATES	74,848
ANTIGUA	47,031
SWITZERLAND	42,653
NETHERLANDS	41,226
NORWAY	34,341
IRELAND	34,045
ROMANIA	21,342
AUSTRALIA	13,008
EGYPT	11,098
SPAIN	10,506
CANADA	9,902
FRANCE	6,949

70	Total live broadcasts
700,000	Total lifetime video views
71,000	Views for the race start

Source: Facebook Analytics: 16 Feb, 2018

"Atlantic Campaigns have been brilliant. I watched all the live videos. Congratulations to all teams who have finished."

Caroline Davey, UK



Content manager and former rowers, Lauren Morton and Jamie Sparks hosted 70 live broadcasts for the 2017/18 race

# ENVIRONMENT

Atlantic Campaigns are acutely aware that we are hosting this event in Mother Nature's back garden and we are committed to minimising our impact on the marine environment.

The ocean largely looks after our rowers, therefore we take a strict line on our rowers returning the love! An example of this is our race rule regarding litter. We know how much food each team has taken on board their vessel, and when they reach Antigua, we manually count each rubbish bag back out of the boat and into the bin. If they do not return with the correct amount of rubbish, they are disqualified from the race.

The obvious use of oars vs. engine, solar energy vs. fossil fuel and desalination vs. fresh water are also key displays of how our race and the sport offer an environmentally friendly opportunity to participate responsibly in an extreme sport.



Successful teams have the opportunity to plant a tree in the 'Rowers Garden' in Antigua



Team Carbon Zero became the first carbon neutral team to row the Atlantic

In more recent years our rowers are also actively adapting their ocean rowing campaigns in an effort to be 'more green'.

In the 2017/18 Talisker Whisky Atlantic Challenge, Team Antigua raised just under \$100,000 towards creating a marine conservation area outside of Nelsons Dockyard in Antigua.

Carbon Zero became the first carbon neutral team to row the Atlantic, subject to verification by The Carbon Trust. They pledged to be carbon neutral for the challenge, meaning that they were committed to ensuring their project will result in no net increase in the global emission of greenhouse gases (GHG) with the aim of setting a precedent for future carbon neutral expeditions and inspiring people to make sustainable lifestyle choices.





# CHARITIES

The Talisker Whisky Atlantic Challenge creates an international platform for each team to raise funds for its charity of choice.

Each team or individual can choose a charity that is close to their heart which, more often than not, provides them with the ability to persist and remain motivated during the darker days of their crossing.

So far, the 2017/18 race has seen more than €1m raised for charities worldwide and since 2013, participants of the Talisker Whisky Atlantic Challenge have donated in excess of €5m to good causes around the world.



Charities represented in the 2017/18 race edition



# 2017/18 RACE SUMMARY

After 63 days at sea and at the mercy of the elements, 22 teams in the Talisker Whisky Atlantic Challenge crossed the finish line, concluding the end of the world's toughest row and the quickest race to date. What an incredible, inspiring, record breaking race.

26 teams set off from the island of La Gomera on December 14th 2017 and within the first seven days we saw the retirement and rescue of four teams.

To say it was a record-breaking year would be an understatement. The previous world record for the fastest crossing of the Atlantic Ocean was smashed by seven days, lowering the record from 35 days to 29 days 15 hours, set by four-man British team The Four Oarsmen. Their record-breaking row created headlines globally and produced over 1669 pieces of coverage.

Alongside the winners we saw a multitude of old records broken and new records set. Kung Fu Cha Cha broke the previous female record by six days crossing the Atlantic in 34 days 13 hours, and became the first team from China ever to take on the challenge. Mark Slats became the fastest solo rower, and the youngest solo record was set by Oliver Crane. Dianne Carrington from Atlantic Ladies also set a new world record as the oldest female to row any ocean.



The 2017 Talisker Whisky Atlantic Challenge was the most interactive and immersive year yet. For the first time in the history of the race followers at home were able to tune in LIVE to the Atlantic Campaigns Facebook page and watch from their homes as our teams crossed the finish line. Over 580,000 people tuned in to watch the broadcast and the Facebook page alone generated a reach of over 15 million.

After 63 days, 6 hours and 25 minutes the 2017 Talisker Whisky Atlantic Challenge came to a close. 26 boats from 17 different countries left the shores of La Gomera on the 14th of December 2017 and 22 of them made it 3000 miles across the Atlantic Ocean to English Harbour, Antigua.

The rowers battled some of the biggest seas we have ever witnessed in the race. They overcame sleep deprivation, sea sickness, technical failures, capsize, head injuries, hallucinations and salt sores! Through it all, they battled the elements and their inner demons to conquer the Atlantic Ocean proving once again the Talisker Whisky Atlantic Challenge really is the world's toughest row.





## LEADERBOARD

POSITION	TEAM	FINISH TIME
1	The Four Oarsmen	29D 13H 34M
2	Team Antigua	30D 2H 12M
3	Swiss Mocean	30D 4H 59M
4	Row 4 Cancer	30D 7H 49M
5	Home to Portrush	31D 8H 57M
6	Relentless	32D 22H 4M
7	Kung Fu Cha Cha	34D 13H 13M
8	Rowegians	36D 9H 53M
9	Row 2 Recovery	37D 8H 8M
10	Ordinary Boys	37D 9H 46M
11	Wight Lightning	37D 22H 32M
12	Atlantic 4	38D 14H 32M
13	Saddle Sand Sea	38D 22H 31M
14	Homeward Bound	44D 16H 9M
15	Carbon Zeroww	45D 13H 1M
16	Ocean Nomads	52D 4H 18M
17	Team Noble	55D 1H 54M
18	Oarstruck	55D 2H 23M
19	Team Remelon	58D 18H 49M
20	Atlantic Ladies	60D 18H 34M
21	Gullivers Travels	60D 6H 25M
*Unplaced	Nuts Over the Atlantic	50D 20H 31M
*Rescued	Team Tenzing	N/A
*Rescued	O2	N/A
*Rescued	Team Harquebus	N/A
*Rescued	Nylunds Boathouse	N/A

## RECORD BREAKERS

### THE FOUR OARSMEN

The fastest team to row across the Atlantic.

### KUNG FU CHA CHA

The fastest female fours to row across the Atlantic.

The youngest all-female team to row any ocean.

### ATLANTIC LADIES

The first female trio to row any ocean.

### ROW 2 RECOVERY

The fastest pairs to row across the Atlantic.

### HUGO THOMPSON (OARSTRUCK)

First Type 1 Diabetic to row across the Atlantic.

### DIANNE CARRINGTON (ATLANTIC LADIES)

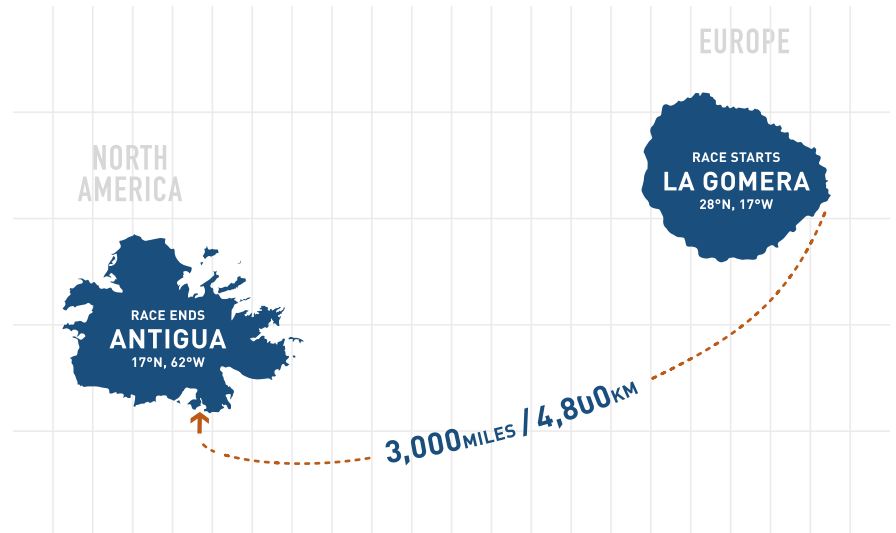
Oldest female to row any ocean.

### OLIVER CRANE (HOMEWARD BOUND)

The youngest person to row any ocean.

### CAMILLA & CORNELIA BULL (ROWEGIANS)

The first sisters to row any ocean together.





TALISKER  
WHISKY

ATLANTIC  
CHALLENGE

ORGANIZED BY  
*ATLANTIC  
CAMPAIGNS*

REPORT AND ANALYTICS BY:

PRECIOUS

