



# 2018 HEADLINES



## TAKING ON THE WORLD

The BRC competitors got to test themselves against the World Rally Championship stars. In fact, the BRC opened the coverage on the exciting WRC+ All Live broadcast, going out around the world

## NATIONAL COVERAGE

To kick off the 60<sup>th</sup> anniversary season of the BRC, a piece was secured with the Daily Telegraph. Further mentions and coverage appeared in the Daily Mirror, The Times, Daily Star and The Sun in England, Ireland and Scotland

## BBC SPORT

A relationship was built with BBC Sport Northern Ireland during the Ulster Rally and that continued into Wales Rally GB, with Matt Edwards' title success going onto the main BBC Sport page

## GOING LIVE!

The championship increased its LIVE content in 2018, offering analysis, interviews and heat of the moment reactions as they happened

## REGIONAL COVERAGE

Throughout 2018, regional coverage improved with further exposure in Wales, Northern Ireland, Ireland and Scotland – capitalising on the the front running-pace of Matt Edwards, Jonny Greer, Keith Cronin and David Bogie respectively

## PR STUNTS

During the Ypres Rally, a Penalty Shootout was organised during the football World Cup and Matt Edwards was used in the #Skydriver stunt – helping to raise the profile of the series

# MEDIA VALUE



## TOTAL AUDIENCE VALUE & REACH

**18,929,969**

Total media reach for the season

**4,732,492**

Average media reach per round

**£1,013,688**

Total media value of 2018 season

**£253,422**

Average media value per round

## REGIONAL AUDIENCE VALUE & REACH

**6,504,734**

Local media reach across the season

**1,626,183**

Average local media reach per round

**£192,503**

Total local media value across the season

**£48,125**

Average local media value per round

Source: Kantar Media / Yellow News only values UK media outlets

Metrics: Numbers from four events in 2018

# MEDIA SERVICES



## PRESS RELEASES

Press release service throughout the year with previews and reviews from each round. This helped to fuel coverage, particularly in the region of each event and the leading local drivers.

Other key releases were written and sent to MPA's comprehensive database and Newspress service

## COPY WRITING

As well as press releases, articles, features, statements and stories for various media outlet were distributed on behalf of the championship, sponsors, events and teams in the BRC

## WEBSITE MANAGEMENT

Throughout 2018, msabrc.com was populated with on average three stories a week across the season with news and views on the series

## SOCIAL MEDIA

Social Media is an important part of the championship allowing the series, teams, fans and events to engage with each other. The accounts consistently grew and continues to build the credibility of the series

## VIDEO EDITING

In order to grow Social Media and widen the appeal of the championship, video is one of the most important elements. On-boards, interviews and features all featured on the championship social channels and website throughout the season.

## ON-EVENT

There was on-event dedicated Media Manager to look after the above and act as liaison for media, sponsors and competitors

# SOCIAL MEDIA



## SOCIAL REACH

**31,901,974**

Total social media reach

**7,975,493**

Average reach per round

**4,361,734**

Total unique users

**1,090,433**

Average users per round

## FACEBOOK

2017 – 12,000 Followers

2018 – 14,750 Followers

+22.92% Increase

## INSTAGRAM

2017 – 2,000 Followers

2018 – 4,250 Followers

+122.5% Increase

## TWITTER

2017 – 5,200 Followers

2018 – 6,200 Followers

+19.23% Increase



Metrics: Numbers from four events in 2018

# PR ACTIVITIES

Prestone

BRC  
BRITISH RALLY CHAMPIONSHIP

## WORLD CUP SHOOTOUT

To build relationships with the Belgian series and promote the top BRC crews, a pre-event Penalty Shootout was organised before the Ypres Rally. In front of a large crowd, 'the Brits' narrowly lost following a goal by Thierry Neuville

## #SKYDRIVER

Whilst undertaking a stunt for the Dayinsure Wales Rally GB event, we made sure we involved the BRC as much as possible and utilised Matt Edwards to help build his profile as well as that of the series. The video on the BRC Facebook page alone reached **32,000** people

## REGENT STREET MOTOR SHOW

BRC was invited to the Regent Street Motor Show in November. The show attracts over 500,000 people and is the biggest free-to-attend motor show in the world



# PRESTONE



## ENGAGEMENT

Throughout the year the promo team gave away the following items. Product was also given as a 'thank you' to all event marshals.

- Air fresheners
- Prestone BRC bumper sticker
- Cap and hand warmers
- Screen wash
- Simoniz mini product
- Ponchos

## PRESTONEBRCSHOP.COM

60 years Heritage t-shirt with McRae or Blomqvist proved very popular along with the Prestone BRC and BRC Heritage mugs.

## ONLINE PRESENCE

Henry Catchpole and Luke Barry produced many videos over the season with driver interviews, on stage analysis and follow up event reviews

These were posted on the Prestone BRC micro-site and on the Prestone social channels.

## BRC RETAIL PRESENCE

Jointly branded Prestone and BRC screen wash product was sold in Tesco and Halfords stores nationally.

# PIRELLI INTERNATIONAL RALLY



## HIGHLIGHTS

- Pre-event media session with every crew capturing video and still photography
- TV coverage from ITV Border News and BBC Look North
- Additional coverage from regional outlets included: Carlisle Living, Carlisle News and Star, BBC Radio Cumbria and Newcastle Evening Chronicle

## STATISTICS

**8,057,272**

Total social media reach

**952,832**

Total unique social media

**5,985,256**

Total media reach

**£99,420**

Total media value



# RENTIES YPRES RALLY

Prestone

BRC  
BRITISH RALLY CHAMPIONSHIP

## HIGHLIGHTS

- Workshops organised for Junior BRC and Cadet crews to improve media skills
- BRC promotional support helped event to increase ticket sales by 37%
- Penalty Shootout competition with top five British drivers
- Facebook LIVE Service Park Walkabout introduced with 13,000 people watching the hour-long broadcast

## STATISTICS

**9,843,371**

Total social media reach

**1,231,957**

Total unique social media

**5,006,157**

Total media reach

**£186,945**

Total media value

# JOHN MULHOLLAND MOTORS ULSTER RALLY



## HIGHLIGHTS

- Relationship established with BBC Sport Northern Ireland. First feature went on BBC NI website and social media
- Daily Star journalist travelled to the Ulster to cover the rally for print and online
- Additional coverage from regional outlets included: Antrim Guardian, BBC Radio Ulster, Coleraine Chronicle, Belfast Telegraph, Mid Ulster Mail

## STATISTICS

**6,610,331**

Total social media reach

**899,475**

Total unique social media

**3,940,743**

Total media reach

**€115,377**

Total media value

# DAY INSURE WALES RALLY GB



## HIGHLIGHTS

- BRC car displayed at John Lewis in Chester and feature was written for John Lewis/Waitrose Magazine
- WRC+ All Live covered the BRC crews. Notes provided for presenters and on-stage commentary teams to promote series to global audience
- Large amount of regional coverage for Matt Edwards' title success
- BBC Radio Wales and the BRC put a lucky listener into an R5 car on Shakedown for a post-event piece

## STATISTICS

**7,391,365**

Total social media reach

**1,277,470**

Total unique social media

**3,997,813**

Total media reach

**£611,946**

Total media value

## PRESTONE MSA BRITISH RALLY CHAMPIONSHIP



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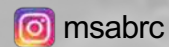
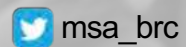
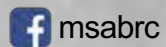
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