

Trio to Rio. PR

Category: PR

Meeskond: Dalton (Ivo Kallasmaa, Lennart Komp); Trio to Rio (Liina, Leila ja Lily Luik)

World | Africa | Asia | Australia | Europe | Latin America | Middle East | US & Canada

'Olympic sisterhood': Women athletes bond on social media

By Daniela Traldi
BBC Monitoring

7 hours ago | Latin America & Caribbean

Share



Triplets Leila, Lily and Liina Luik have been delighting audiences in their native Estonia

The Rio Olympics is hosting more than 10,000 athletes, 45% of whom are women, the highest percentage in the games' history, according to the

The Goal

In April 2016, the dream of Estonian Luik triplets came true: they met the marathon qualification standard of Rio Olympics. Estonian media had paid attention to the sisters due to uniqueness of the event, but they needed help with foreign media.

We presumed media would be interested in them, so we set the goal to reach foreign news to attract attention of possible sponsors, meanwhile protecting the sisters from unnecessary attention, so that they could prepare for the Olympics.

Objective 1: to achieve media coverages during 3 months/Olympics:

1. Min. 1 coverage in USA news channel;
2. Min. 1 coverage in German news channel;
3. Min. 1 coverage in UK news channel;
4. Min. 1 coverage in Asian news channel.

Objective 2 was to create preconditions for the triplets to become a well-known brand and to receive paid invitations to min. 3 international competitions in 2017.

Objective 3 was to sign better sponsorship contracts for 2017 (negotiations by their team).

Objective 4 was Initially to protect them from unnecessary media interest which turned out to be the most important objective.

Objective 5 was to increase the number of followers in social media: Facebook 10,000, Instagram 7500.

Target groups

Within the first phase we mapped current situation as regards the media interest (from which regions / focusing on what). There had never been so big media interest in any sportsman earlier, so we had to analyse how the teams of superstars acted in similar situations to make use of the media. We had to find out what kind of stories would be interesting: though unique, sisters had not shown the best results.

Main target group: journalists of international publications, mapped during pre-research.

Secondary target group: representatives of possible sponsors, mapped earlier/activated for achieving the media-related objectives.

Budget – 0 €

Strategy

For achieving the objectives it was important to create an image and a story that would address the journalists and public. The keywords being uniqueness (triples participating at the Olympics), late start (anyone could reach the Olympics), positivity (healthy way of life, cheeriness, smiles), caringness (with sisters/friends you can overcome all obstacles).

It was important not to stress athletic performance as they had showed rather average results, better stress the late start.



We focused not just on media coverages in certain states/markets, but our aim was to reach more important publications

and/or channels so that the media coverage would have more impact and would also be more authoritative as regards possible sponsors, organizers of long-distance races and other target groups.

Implementation

May–June 2016

- Media training (communication with journalists/social media).
- Creating messages (chapter Strategy).
- Making use of social media (sharing of photos/news) to increase the number of followers

- Mapping of international publications/journalists (the channels having the right to broadcast the games).
- Preparation of media pitchings.
- Activities for drawing the attention of Estonian media.



June–July 2016

- Pitching for international channels (Reuters, NDR, AP, AFP, NBC, New York Times, YLE).
- Contacting possible sponsors for the after-Olympics period.
- Interviews with foreign/Estonian media (Reuters, AP, AFP, New York Times, NBC, Deutsche Welle, YLE and 50+ online interviews replied by Dalton).
- Creation of the content by Dalton, to satisfy media interest.
- Regular updates in social media.

End of July–August 2016

- Protecting the triplets from media, at the same time increasing its "hunger" for news.
- Press conference together with Estonian Olympic Committee (with participation of more than 80 international journalists).
- Sponsorship contract signed with Telia.
- Interviews with anyone interested after the marathon. The athletes stayed in Rio and gave interviews to 14 channels (BBC, NBC).
- Joint interviews before and after marathon (spontaneous dance).
- Regular updates in social media.

Results

PR cooperation with the Trio to Rio team fulfilled the set objectives.

Coverages in international media: min. 29 unique coverages;

USA: min. 6 (New York Times, NBC 3 times; Rolling Stones, Washington Post, Time Magazine, USA Today);

Germany, min. 8 (NDR, DW);

Scandinavia, min. 6 (YLE, TV2 NO);

UK, min. 7 (The Sun, BBC, BBC Live show);

Asia, min. 3 (Epoch Times, China).

Free invitations for 2017:

More than 30 (will participate at about 5 competitions).

Sponsorship contracts for 2017:

Contract with Adidas;

Better contracts for advertising food additives, clothes, sports watches etc.

Media communication

The triplets did not experience unnecessary media pressure, could work as planned without any interfering.

Social media

Followers on Facebook increased to 13,000 (initially 2300).

Followers on Instagram increased to 9000 (initially 900).

Posts on Facebook throughout reach period: over million.

Other achievements

Invitations to other events for pay.

Project's cost effectiveness

Story of the triplets aroused great interest in the world, also unexpected media coverage, enabling us to fulfil the set financial goals. Luik triplets reached 1 billion people worldwide, they were top 10 most popular athletes during Olympic games 2016.



Creativity and originality

Estonian athletes, if at all, are recognised because of their sportive results. Their brand value is low and thus they are not approached for endorsement deals. The novelty of Trio to Rio PR campaign was that although performing on average level sport wise, we built a strong and recognized brand to help them reach better deals with sponsors, get invites to international events and raise their brand awareness. Never before have Estonian athletes had comparable media attention, nor have they been able to use that attention to get comparable results financially.