

**PRISA PRISM AWARDS
ENTRY SUMMARY**

CATEGORY: SPORTS MARKETING
CONSULTANCY: ATMOSPHERE COMMUNICATIONS
CLIENT: CLIPPER ROUND THE WORLD YACHT RACE
PROJECT: SA LEG OF CLIPPER ROUND THE WORLD YACHT RACE
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OVERVIEW

“Your team wasn’t phased by the scale and urgency of the challenge, got off to a sprinting start, and most importantly, delivered cut-through, highly targeted publicity which was vital in securing ongoing sponsorship with the leading harbour port in Africa, that of the V&A Waterfront. Well done team!” - Julia Fry, Head of Global Communications, Clipper Round the World Yacht Race

The Clipper Race is one of the biggest yacht challenges in the world. Table Bay is a key stopover destination for the round-the-world race. The relationship with the V&A Waterfront is a crucial component of the Clipper business model, which is dependent on financial support from tourism-driven harbours around the world. Our brief was to garner maximal support for the race from South Africans - in just 48 hours - in order to secure sponsorship.

We identified almost daily media opportunities to succinctly communicate targeted messages to both the general public and businesses. This resulted in a key business outcome: the V&A Waterfront cementing its relationship with the Clipper Round The World Yacht Race, by signing the sponsorship agreement for the following year.

CHALLENGES AND OPPORTUNITIES

We had under a week to get this project off-the-ground – 12 super racing yachts were 6-days away from Cape Town's harbour and UK-based publicity efforts to highlight the impending arrival were not getting traction in either local or national media outlets.

The sustainability of Clipper's visits to Cape Town relied on the general public's support for the event, with high footfall critical to securing the V&A Waterfront's ongoing sponsorship. The relationship between the Clipper team and the V&A Waterfront management team was tenuous and our client started investigating alternative harbours for the 2019/2020 races as the V&A's continued financial commitment was uncertain.

The Clipper Race has a key differentiator: apart from the skippers, the rest of the crew are novices. This provided us with incredible human interest stories. In addition, we were fortunate that a few South Africans participated, including a high profile skipper from Cape Town.

RESEARCH AND KEY INSIGHTS

- We researched the media pool to understand their interest, international content angles and prospective reputational issues that could impact on the Clipper brand (i.e. lost lives due to novice crews, yachts that run aground in adverse weather conditions, etc.) We assessed the different crews, their backgrounds and media preparedness to ensure a quick turnaround time
- We researched key messages targeted at other ports so as to adapt these for the local market
- Additional content angles were derived from a competitor analysis we conducted on the Volvo Ocean Race, which also relies on Cape Town as a key port
- We investigated relevant human interest stories – like a previously disadvantaged SA crew member who had never seen the sea before the race – to use in support of our campaign message: *anyone can participate in this race of a lifetime*

The research led to a targeted campaign with 2-pronged approach: 1) encourage locals to visit the V&A during the Clipper race stopover; 2) highlight the monetary value which events such as these bring to cities all over the world.

PLANNING OF STRATEGY

Communication Objectives

- Encourage locals to meet the novice crew members during their V&A layover between 25-29 October 2017
- Highlight the economic impact of the Clipper race to the Waterfront and Cape Town as well as other SA port cities like Durban and PE
- Spread awareness of the race's potentially life-changing impact and the fact that novices can compete

Target audiences

- Residents of the three port cities of SA – to be reached through 1) dailies, broadcast outlets with a news and/ or sports focus in Cape Town, Port Elizabeth and Durban and 2) yachting publications, lifestyle influencers, social media (Instagram, Facebook, Twitter)
- Key decision makers and management at our port cities – to be reached through business publications and broadcast outlets

EXECUTION OF THE STRATEGY

Our aim was to create as many publicity opportunities as possible. These were:

- Greet-the-fleet: media and high-reach influencers were invited to the arrival at the Waterfront. Media packs were distributed and exclusive interviews secured to create awareness
- A press conference following the first 3 yachts' arrival in Cape Town
- Step on-Board: media, influencers and the public were invited to view the Clippers to garner excitement and spread key messages
- Media Sail Day: Media and influencers attended a media sail day with Dale Smyth, Capetonian and skipper of the *Dare To Lead* yacht
- Race Departure: media and influencers (with a lifestyle focus) attended the official send-off and joined the Clipper Communications team on a support boat in the harbour
- Business and lifestyle tailored angles: exclusive media and influencer opportunities to tell the stories of the race and its participants to encourage investment and participation
- Photo and video material of the arrival, departure and other highlights were seeded with media and influencers throughout the 10-day campaign period

Tactical messaging: We approached independent commentators to speak about the positive economic impact of the event on competing harbour cities such as PE and Durban in our media releases to create a sense of urgency & competition among the Waterfront team (the Clipper team would only dock at one South African port).



Greet-the-fleet



Step on-board



Media sail day with Dale Smyth



EVALUATION

Campaign objectives	Delivered by Atmosphere
<p>Communications:</p> <ul style="list-style-type: none"> 20 pieces of positive media coverage over the two-week period 	<ul style="list-style-type: none"> 74 pieces of top-tier publicity were secured across broadcast, radio, print, online and social media in just 2-weeks, with a 100% positive message hit rate Editorial reach of 27-million people
<ul style="list-style-type: none"> Minimum of 15 top media to attend the various CT Clipper events and report positively on it 	<ul style="list-style-type: none"> 27 top publications and broadcast outlets including key titles like the Sunday Times and SABC News – with a 100% reportage rate –attended our Clipper events
<ul style="list-style-type: none"> Minimum of 5 target publicity in business media with at least three key messages focusing on the economic benefits to the city and its port 	<ul style="list-style-type: none"> 9 pieces of on-target publicity in key titles such as The Money Show with Bruce Whitfield on 702/Cape Talk, Heraldlive.co.za and CNN Africa with all our three key messages incorporated
<p>Business</p> <ul style="list-style-type: none"> V&A Waterfront management commits to continue its sponsorship of Clipper for the 2020 yacht race 	<ul style="list-style-type: none"> The V&A Waterfront confirmed its continued sponsorship of the race's Cape layover

Coverage Highlights include:

PUBLICATION/CHANNEL	REACH	AVE
ENCA	62 934	R 120 500



PUBLICATION/CHANNEL	REACH	AVE
Expresso	215 577	R 62 000



PUBLICATION/CHANNEL	REACH	AVE
SABC News	1 288 991	R 314 666.67



PUBLICATION/CHANNEL	REACH	AVE
567 Cape Talk: The Money Show	540 000	R 111 670.9



PUBLICATION/CHANNEL	REACH	AVE
Cape Argus	237 000	R 34 565.68

Publication: Cape Argus (AM Edition)
Date: Friday, October 20, 2017
Page: 4



CLEAN SAILING: Team Nasdaq sails into Table Bay with the iconic Table Mountain and Lions Head as a backdrop during the 2017/18 Clipper Race. PICTURE: HENK KRUGER/AMA

Around the world Clipper race blows into town

THE CLIPPER around the world yacht race has reached Cape Town and landed at the V&A Waterfront.

Fish Hoek local Dale Smyth, 35, is one of the most experienced offshore training skippers in South Africa, having sailed for 17 years. Dale has participated and completed the second of 13 global stages in this 40 000-nautical mile epic endurance challenge.

"My appointment as Clipper race skipper marks a long-term life goal. I read one of Sir Robin's books aged eight and found

it highly inspirational... I've raced since that young age.

"The chance to lead a Clipper Race team on a safe, first passage of the world is something I have always wanted to achieve so I feel delighted to have got a chance to lead CV25 and arrive in Cape Town and finishing the second race," he said.

"The 11-month race is the only event that challenges people every day to take on one of mother nature's toughest tests in the sea. Shona Davies, 40, a Capetonian living in St Albans, London, has completed legs 3, 4

and 5 on Dare To Lead.

"The race was tough and I am still optimistic to travel back to Qingdao, China."

At least 40% of the crew have no previous sailing experience and include Ngoba Mowazi, 35, who had never seen the sea before he started training just a month ago.

South Africa is one of only two countries to feature as a stopover in all 11 editions of the Clipper Race. A total of 712 non-professional crew, representing more than 40 different nationalities, will take part in the race. – Staff Reporter

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PUBLICATION/CHANNEL	REACH	AVE
Saturday Weekend Argus	143 000	R 64 994.51

Publication: Saturday Weekend Argus (Print Edition)
 Date: Saturday, October 21, 2017
 Page: 2



The Nandag arrives in Table Bay harbour to be greeted by cheering fans.

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World adventurers berth in Table Bay

MORRIAN CLOETE

If YOU have a R1 million lying around and need some objective in your life, why not book a berth on one of the Clipper Round the World yachts?

You will have to pass the medicals and intensive training in the UK, though.

The colourful yachts from 41 different nations sailed into Table Bay Harbour on Thursday, amidst much fanfare and cheers from the excited crowds gathered at Quay 4 at the V&A Waterfront. The 12 teams are halfway on their round-the-world race after a 10 000 km journey from Portsmouth harbour in Liverpool, UK, on August 28.

The 12 teams have booked all the elements to reach Cape Town, their next destination for the next seven days, before they tackle the seas again.

Local boy Dale Smyth, of Paik Boek, is the skipper of the South African yacht participating in the race, Dure to Dream. He attended Pretzende High School and has been sailing professionally for the last 30 years. Smyth told the Weekend Argus that it was not in his stars to become a skipper but he was "literally thrown into the deep end".

"Cape Town is just incredible – the most breathtaking – and I am not just saying that,"

said Smyth, when asked how the city compares to other ports around the globe.

Each yacht has between 18 to 20 crew members and every-one works shifts to "manage those beasts", said Smyth.

The sea journey, since people from around the world, with a total crew of 212. People from all walks of life participate in different legs of the race – and this year the event has people from 87 different occupations. The ages of the crew range from 18 to 74.

Polish crew member Johannesburg-born Shona Davies – who runs a website for doctors and nurses, and now lives in London – is also on board the Dure to Dream. She told the Weekend Argus that she suffered a nervous breakdown and participating in the Clipper race has brought her back to sanity.

"Cape Town is magical. I always thought the crew would have to be crazy to do a race like this and now I am doing it. But, in my defence, I do have a certificate to say that I am sane," said Davies.

From Cape Town, the yachts will set sail for Fremantle in Western Australia then head for Sydney, China, Seattle, New York and finally Liverpool.

The colourful "beasts" will be on display at Quay 4 until October 29.



Dale Smyth and Shona Davies share a light moment on terra firma after a month at sea.

PICTURES: HENK KRUGER/ANA

PUBLICATION/CHANNEL	REACH	AVE
Weekend Post	157 000	R 7 166.47

Publication: Weekend Post
 Date: Saturday, October 28, 2017
 Page: 3

PE in the running to host SA leg of lucrative Clipper world yacht race

KNOWN for its love of water sports, Port Elizabeth stands a chance to host a lucrative yacht race which organisers say could have major economic spin-offs for the city.

Organisers of the Clipper Round the World Yacht Race are thinking about moving the 2018-19 South African stopover from Cape Town to one of two other port cities – Durban or Port Elizabeth.

Clipper Round the World chief executive William Ward said hosting the race was big business which attracted global media coverage and corporate exposure for the host city. Ward said the chance to host the event would be given to the city that showed a genuine interest in hosting the event.

"We decide which city would have the best business opportunities, how

they market the event and what additional aspects are incorporated to make it as marketable as possible."

He said race organisers were trying to set up a meeting with mayor Athol Trollip's office.

He said they would also like to work with the local ports and yacht club.

Ward said the reason for the proposed move from Cape Town was due to smaller port cities standing to

benefit more through such events.

Asked about the economic impact of the event, he said that was left up to the host city to compile as they would know best how it affected their city.

"The 2015-16 race saw Derry-Londonderry (in Northern Ireland) attract 150 000 visitors to a festival organised around the race, resulting in a R54-million boost to the local economy."

Algoa Bay Yacht club commodore Alan Straton said the Bay would be capable of hosting the event as the city had previously hosted many international regattas.

"We want to be the water sport capital of the country . . . and this event would contribute to our plan," he said.

Trollip could not be reached for comment. – Amir Chetty

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PUBLICATION/CHANNEL	REACH	AVE
East Coast Radio online	392 837	R 24 224.02

The screenshot shows the East Coast Radio website interface. At the top, there's a yellow navigation bar with the station's logo and a search bar. Below it is a red menu bar with categories like HOME, SHOWS, WIN, NEWS & TRAFFIC, EVENTS, CONTACT, PODCASTS, MUSIC, LIFESTYLE, CONNECTING AFRICA, SHOP, and WEATHER. The main content area features a large image of sailboats racing on the ocean. The article title is "Durban could be included in 2018 global yacht race", updated on Oct. 28, 2017. A sub-headline reads: "Organisers of the Clipper Round the World Yacht Race are considering Durban as one of the ports to be included during next year's edition." To the right of the article, there are promotional banners for "MARRIED AT FIRST SIGHT" and "Ballantine's Scotch Whisky". Below the main image, there are "SHOWS STORIES" including "#30 SecCV: Zelda Grilli is looking for a job as a sales consultant" and "Can you spot the polar bear in this picture?".

The city is up against Port Elizabeth and Cape Town as a possible stop-over for the southern ocean leg of the global race.

Currently on it's third race and 23rd day, competitors have made a stop in Cape Town - en route to Northern Ireland where the race eventually ends.

Teams of amateur sailors travel 40 000 nautical miles around the world - that's at least 74-thousand kilometres - in 13 races. CEO, William Ward says the deliberation process is underway.

"Our options are open to any one of the three ports in South Africa. So at the moment we are contacting the authorities in all three cities including businessmen to see if there's an appetite to bring the race back to Durban. We've been to Durban in the past and it was very successful," she says.

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Ize Robberts - Teacher at Durban Akademie / Academy - Hoërskool Dikle Uys Leigh-Ann LR
Like · Reply · Oct 28, 2017 9:05pm

Nomoebo Blyays - Isolesizwe High School
Oh my God that's gonna be amazing, I love sailing
Like · Reply · 54 hrs

PUBLICATION/CHANNEL	REACH	AVE
The Herald Live	1 856 937	R 24 247.3

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PE in the running to host SA leg of lucrative Clipper world yacht race

October 28, 2017 Amir Chetty

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PUBLICATION/CHANNEL	REACH	AVE
Cape Talk: 567: Twitter	195 000	R 10 000



PUBLICATION/CHANNEL	REACH	AVE
Expresso: Facebook	394 720	R 10 000



CONCLUSION

We met client's business goal to secure continued sponsorship from the V&A and exceeded our campaign objectives, reaching 27 million people in 2 weeks.