

THE BRIDGE X IRONMAN

Case Study



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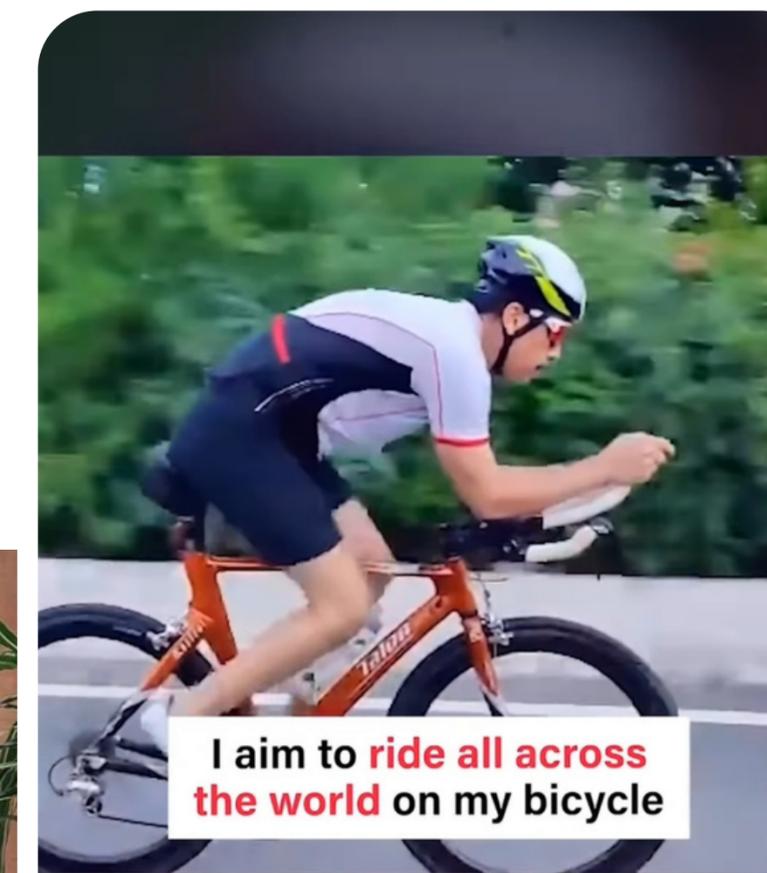
Objective of the partnership

- Amplification of the Ironman Event through specially curated content in all format types.
- Spread awareness about an Ironman Triathlons amongst existing Indian sports fan
- Run campaigns to highlights stories of Army veterans, women in sports and more



Types of content created and distributed

Articles, reels, videos, graphics, stories posted across all our social media platforms and website.



Goa IPS officer defeats cancer, completes IRONMAN 70.3 triathlon

While the police officer did not win the triathlon, he stole the hearts of the audience for his exemplary display of strength and willpower.



End-to end Conceptual Video Production*

- More than 250K people reached.
- Over 40K views on the video.
- On-ground video production across 3 different locations of the event.
- First of a kind media partnership of an ultra event covering all three sports



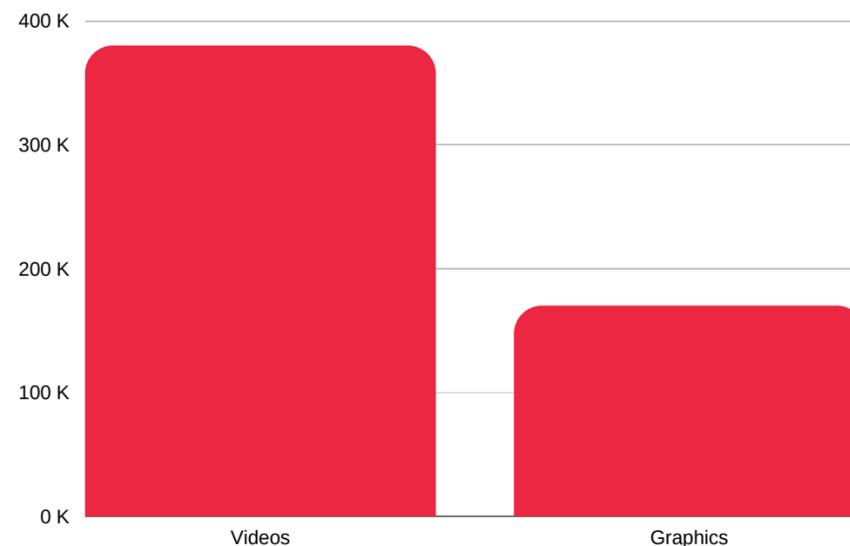
Overall Performance across platforms

~13+ Total content

~145 K+ Video views

~550 K+ Total Reach

Content-wise reach



Other Insights

- Over **10 collab posts** on Instagram that led to an increase in partner reach.
- Over **25 interactive stories** were posted during the event days.
- Over **15 on-ground interactions** with athletes.

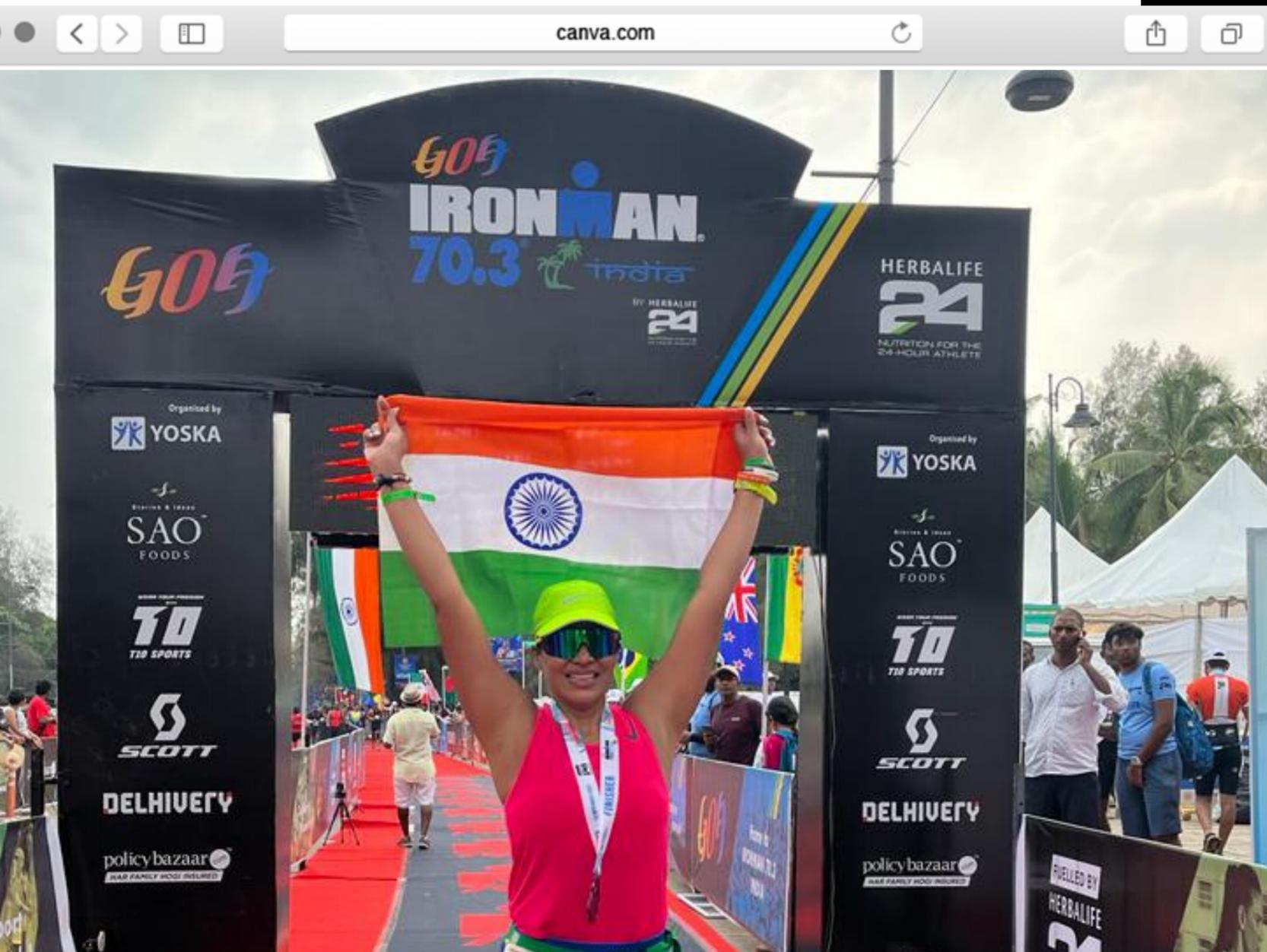


Editorial Add On

For increased reach and event coverage

- Add on coverage of IRONKIDS through reels and interviews.
- Pre and post race interactions with veterans.
- Instagram live during the start of the event.
- BTS and live updates from the event through stories.
- Featured articles for spreading event information on our website.

Thank you



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