

#LboroFamily's Road to Rio 2016

CASE Circle of Excellence Awards
Best Uses of Social Media: Public Relations and Marketing

#LBOROFAMILY'S ROAD TO RIO 2016

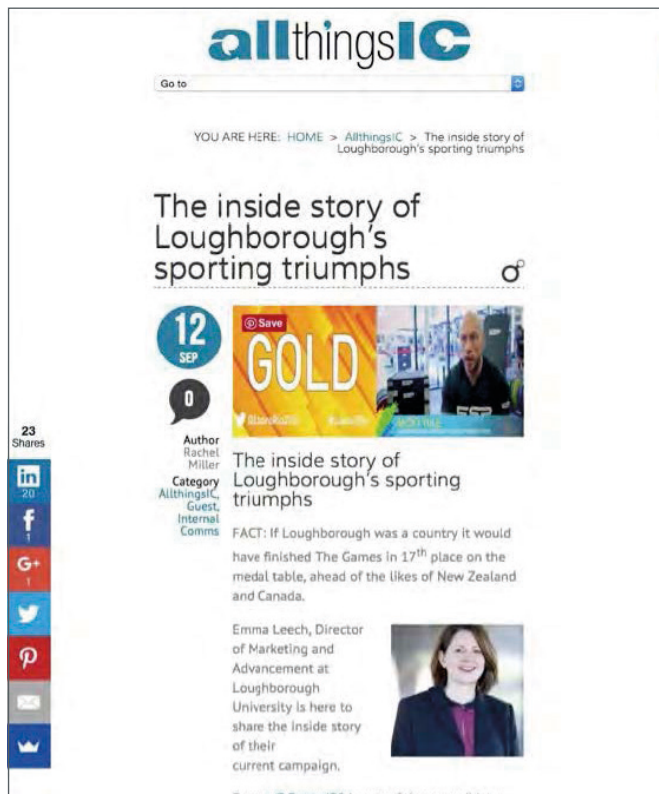
Maximising opportunities

Loughborough University's comms focused Olympic and Paralympic campaign set new standards in terms of coverage, online impact and sector-leading integration, achieving international media coverage, user engagement across 169 countries, massive online reach and is delivering tangible business and philanthropic impact – for a total budget of £3,500.



Video played an important role - from established #LboroLegends like Paula Radcliffe - sharing tips and good luck messages before the Games to behind the scenes video developed in-house with Loughborough athletes in the run up that was heavily syndicated via TV, websites and YouTube.

The project allowed us to trial best practice industry standard syndication, annotation and keyword practice.

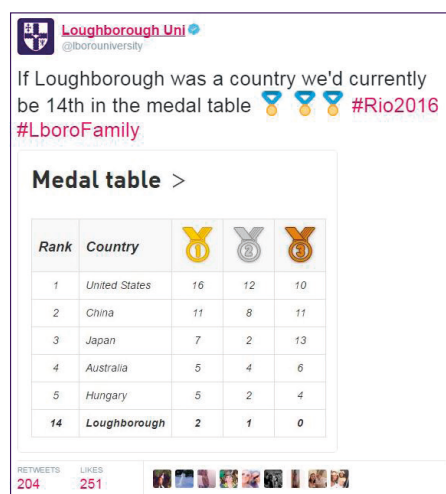
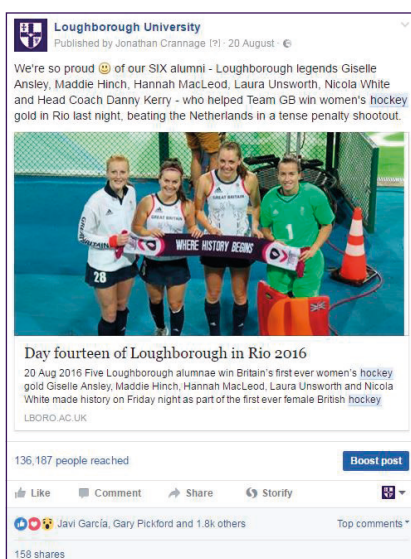


Spin off media involved blogs in sectorial publications whilst the impact of our coverage was showcased by sector pundits and commentators.



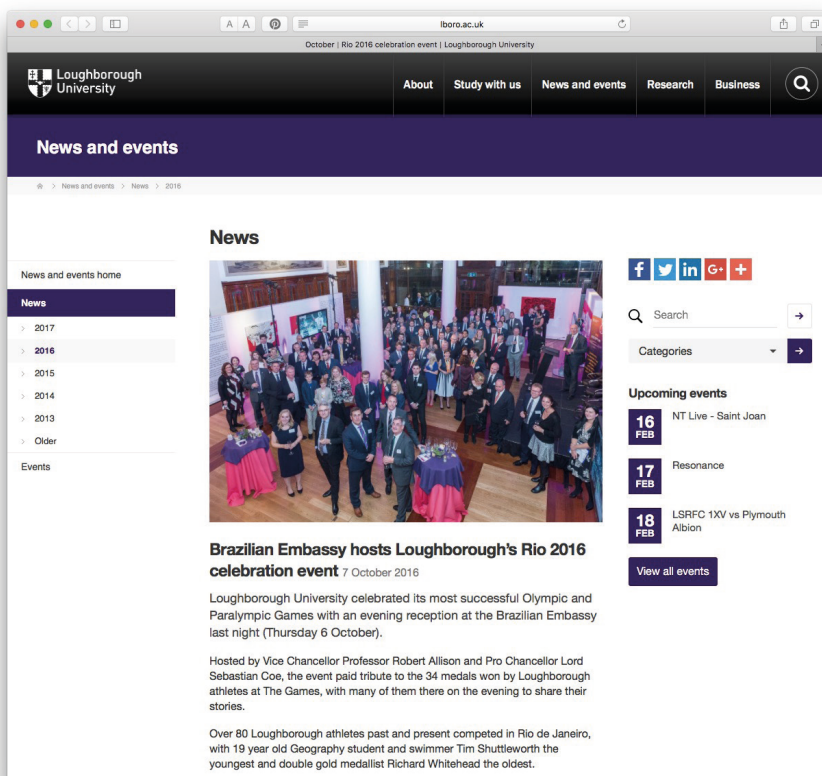
Social graphics

Graphics in our Rio branding were heavily shared, memorable and impactful. All video, design, photography and digital assets were created in-house.



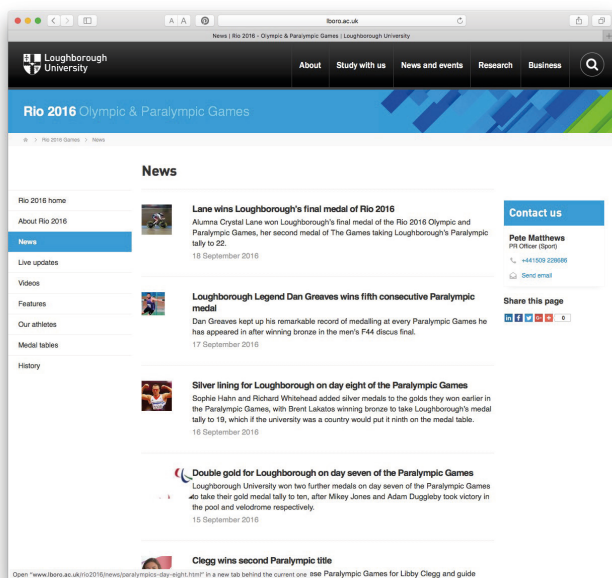
An online interactive medals table and topical, on the ground coverage (including a student blog and in situ photos of Loughborough Legends and athletes with our branding) brought energy, pace and currency to our coverage. This involved through the night news reports, training features and academic research commentary and videos.

A follow up event at the Brazilian Embassy built relationships with key sporting alum and NGBs, helped steward existing donors, set up six prospect meetings and saw £7k donated for sports scholarships. The RT Hon Karen Bradley – Secretary of State for Culture, Sport and Media attended the event with her family and has scheduled a follow-up visit to Loughborough.

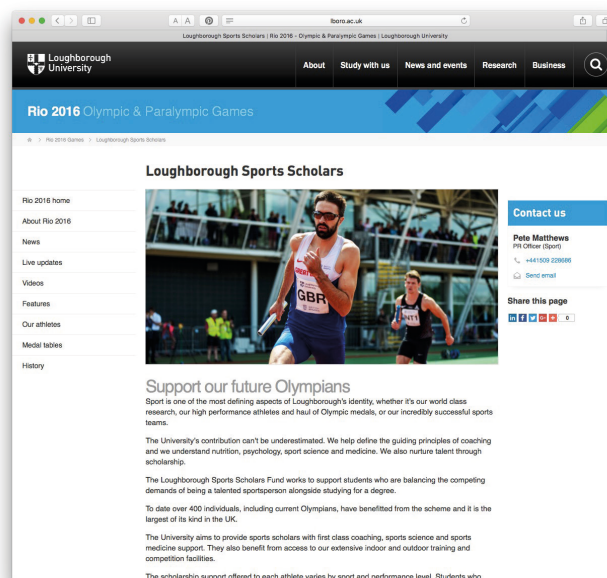


Bespoke website

A bespoke website hosted all our features, assets, videos and information and allowed us to showcase all our material in one place. Material was re-used pre, during and post event and proved particularly popular with the media (including TV) who used large chunks of our footage.



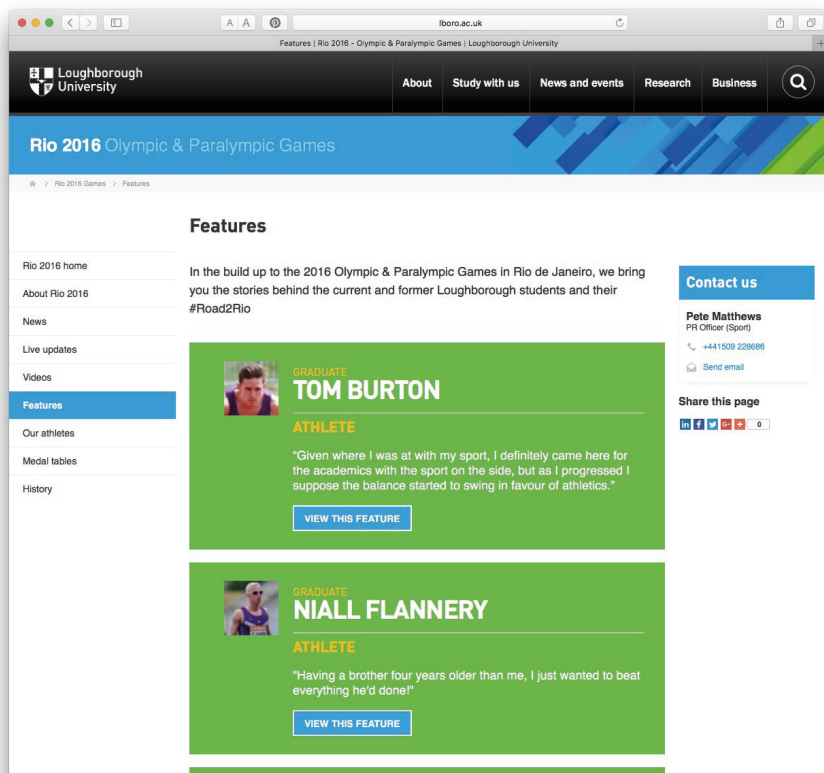
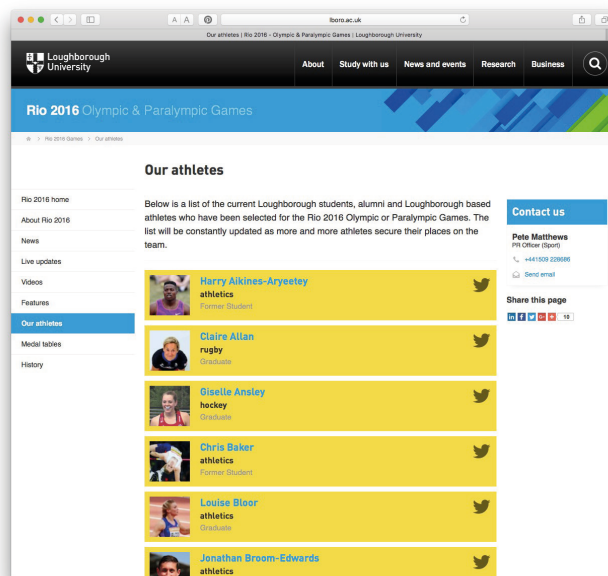
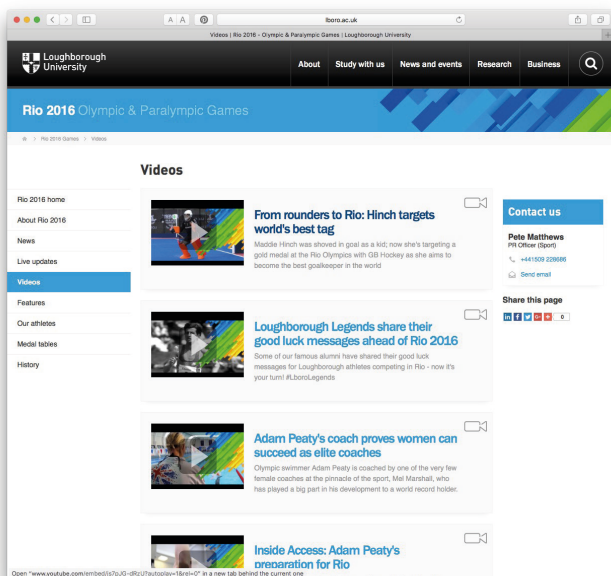
Daily news reports fed our social channels and an integrated approach saw them re-purposed and formatted via our core and alumni channels. Staff, student and alumni engagement saw big spikes as a result.



The Olympics and Paralympics also allowed us to showcase our legacy and our strengths as a sporting powerhouse – over 400 individuals, including Olympians, have benefited from our sports scholarships for example.

Videos, features and athlete profiles

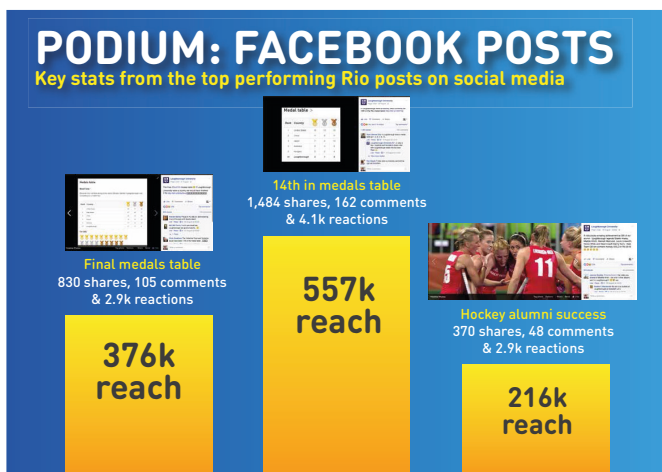
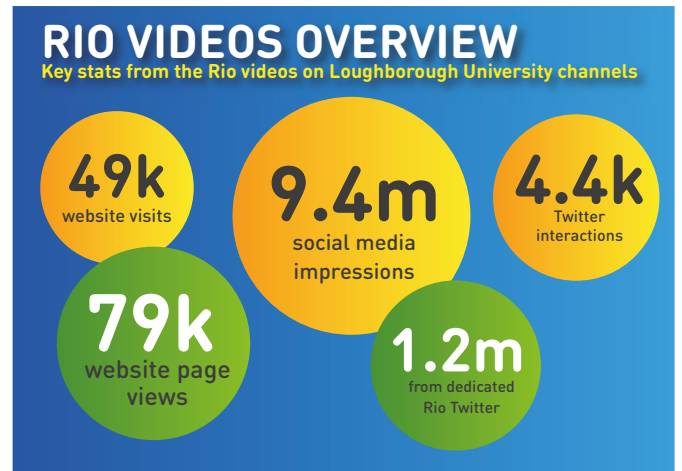
Informal, highly personal videos looking at training, coaching, athlete journeys and motivations helped our communications stand out whilst athlete profiles provided background for anyone interested in knowing more about those competing.



Feature pieces generated editorial for sporting twitter feeds, websites and regional/national media whilst a series of academic interviews allowed us to link our international research strengths with global interest in the Games.

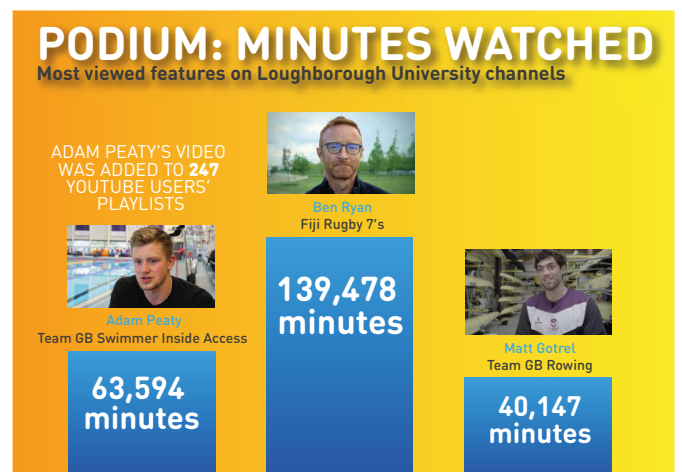
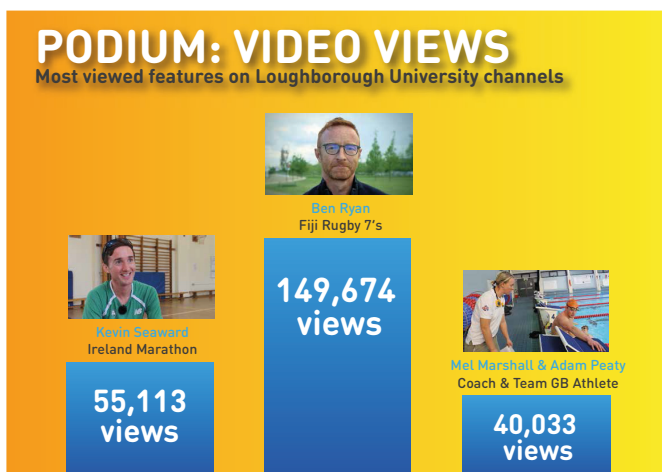
Campaign metrics

Online content engaged with end users across 169 countries and saw over 9.4m social media impressions. Our experts became PR champions being interviewed on the BBC, Sky and CNN whilst generating coverage in The Telegraph, Mail, Guardian and sports/regional twitter feeds.



Country reach was significant and we saw high levels of sharing through our Rio channel but also via our core University channels.

Media links have been strengthened and we have had subsequent follow-ups with our experts as a result. The international flavour we were able to add via athletes and coaches who were linked to Loughborough but not part of Team GB was significant – especially Ben Ryan's coaching of the Fiji Rugby 7's to the country's first ever gold medal.



Video syndication

Piloting best practice industry techniques around annotations, syndication and keywords has brought significant additional learning to the team and is now being embedded in other campaigns.

SYNDICATION SUCCESS

Best Loughborough University generated video content appearances




3.4m

potential viewers

Video content, including Loughborough University logo, featured across all daily news broadcasts on ITV Central for two Rio profile features

SYNDICATION SUCCESS


Best Loughborough University generated video content appearances



Requests to websites and sporting bodies to share/host video content boosted Loughborough University digital channels' video views

KEYWORDS EXPERIMENT

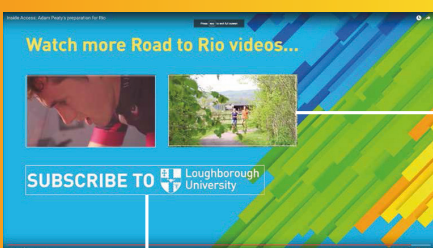
43% of YouTube views were directed from 'suggested videos'




Populating popular video channels and video title names into the metadata fields helped to drive more traffic to YouTube videos

ANNOTATION RESULTS

The Rio campaign trialled annotations in YouTube videos



171

annotation clicks linked to other video content

21

new subscribers via annotation clicks

DID YOU KNOW?

A few fun facts about the Rio campaign statistics...

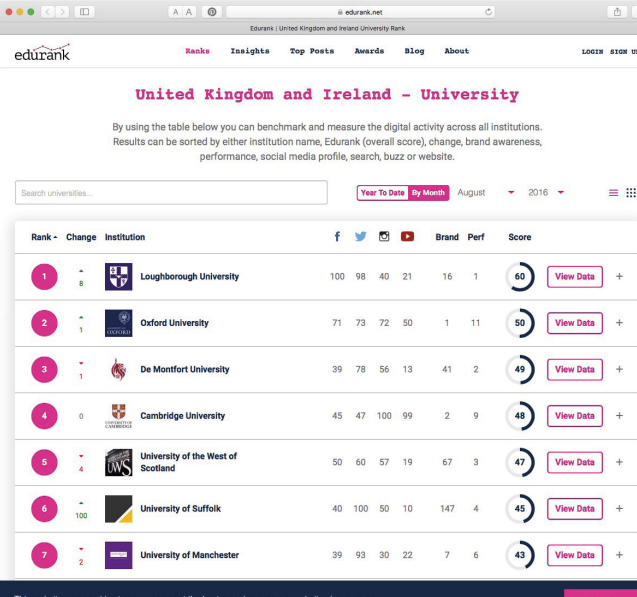


If every impression (social, video and web) was equal to a mile, you could have made **1,720 trips** from Loughborough to Rio

The campaign's overall Facebook reach was equivalent to interacting with the **entire population of Croatia** (4.2 million)

The Rio campaign travelled to more territories than **Pope John Paul II (129)** and **the Queen (120)** ...and would rank 11th in the world record list

It would take **381** flights from Loughborough to Rio viewing on-board entertainment to equal the amount of video content consumed during the campaign



Rank	Change	Institution	f	t	u	u	u	Brand	Perf	Score
1	8	Loughborough University	100	98	40	21	16	1	60	View Data
2	1	Oxford University	71	73	72	50	1	11	50	View Data
3	1	De Montfort University	39	78	56	13	41	2	49	View Data
4	0	Cambridge University	45	47	100	99	2	9	48	View Data
5	4	University of the West of Scotland	50	60	57	19	67	3	47	View Data
6	100	University of Suffolk	40	100	50	10	147	4	45	View Data
7	2	University of Manchester	39	93	30	22	7	6	43	View Data

The strength of our social media for Rio, coupled with our Golden Ticket campaign saw Loughborough first in the Edurank University rankings in August 2016 without any paid promotional campaign activity, a clear 10 points above Oxford University and with a 'perfect' Facebook score.