



# Team Alinghi– America's Cup editorial program



## Key message

- Switzerland's sailing team, Alinghi (2003 America's Cup winner) wanted to develop its brand through a genuine & entertaining program, on its way to the 32nd America's Cup in 2007.
- In the meantime, Alinghi needed to justify and encourage its sponsors investments by offering them exposure guaranties (UBS, Nespresso, Audemars Piguet).

## Markets

- The whole of Europe

## Targets

- An upmarket European audience

## Environment

- Sailing / Wednesday Selection



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## Inside Alinghi program

- Eurosport, in collaboration with Alinghi, created a series of 5 minute programs “**Inside Alinghi**”, taking viewers behind the scenes to see how Alinghi crew members get prepared for the most prestigious sailing race.
- “Inside Alinghi” programs are broadcast on a weekly basis: Eurosport’s performing audience ensures Alinghi’s Team a great exposure of its sponsors.
- A monthly 13 minute program “The month at Alinghi” will be broadcast from 2007 offering viewers a more in-depth content on the way to 2007 America’s Cup.



## Benefits & results

- A pan-European coverage to build & strengthen the brand “Alinghi”.
- Consistency of broadcast commitment also during non-regatta periods.
- Flexibility to let Europeans experience Alinghi from another perspective.
- 69 different episodes were produced & aired ... 110 episodes are planned.
- Each episode is watched by 1,2 million Europeans. The highest-rating episode was seen by 3,3 million Europeans.

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## ALINGHI



**THE INTENSITY** of yachting and the drama of the America’s Cup race have been encapsulated by Eurosport in a weekly programme tracking the progress of the defending team, Alinghi.

The Swiss yacht is the subject of an innovative new show that features

➤ "INSIDE ALINGHI" BROADCASTS REAL-LIFE DRAMAS TO EUROSPORT'S 260M VIEWERS EVERY WEDNESDAY EVENING

the sailing team going about their daily training as they prepare for the 32<sup>nd</sup> America’s Cup, a battle that culminates in 2007.

An Alinghi team cameraman produces exclusive sailing footage for the "Inside Alinghi" broadcasts. This must-see, real-life drama from inside Europe's premier sailing team goes out to Eurosport's 260 million viewers in 54 countries throughout Europe, Western Russia, North Africa and Israel every Wednesday evening.

One of the unique aspects of the programme is the reality style and genuine dramatic promise,

which sets it apart from many of the staged and formulaic programmes that fall into the "advertiser-funded" category, particularly in the international arena.



This is a show that yachting fans must not miss and a genuine first for a pan-regional broadcaster.

Patrick Magyar, co-general manager of Alinghi, says: "The interest Eurosport has shown in our Team is proof of the increased status of the America’s Cup and Alinghi as its Defender."

"We are sure that the story that will unfold will not only be educational, but also highly entertaining."



Source: Cream Magazine