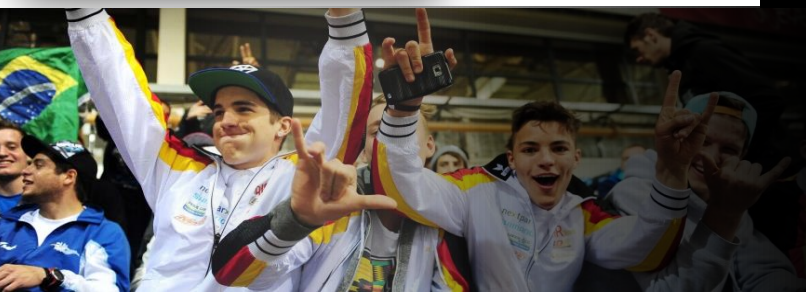


THE UCI BMX SUPERCROSS WORLD CUP



Delivering a Sell Out Event

The Brief

The UCI BMX Supercross World Cup was coming to Manchester for the first time and British Cycling wanted a sell-out event. The PR campaign also had to raise awareness of Manchester's BMX facilities, build a social media audience and promote Manchester as the home of British cycling.

The Campaign

Fast, furious and fuelled on adrenaline, BMX is still a niche sport with limited media outlets. To address this, bespoke web and social media channels were created to provide direct reach to the core audience. This was combined with an impactful media relations programme and a real-time platform-specific content plan where we shared creative and captivating news stories, features and powerful images. Video footage extended the reach with a single iPhone clip uploaded from the men's final reaching over 50,000 people.

The Results

In a week which saw media dominated by the Boston Bombings, the funeral of Margaret Thatcher and news of Sir Chris Hoy's retirement, Rule 5 achieved colossal exposure for the sport including:

- 87 articles including; The Sun, The Daily Mail, and Zest
- Six TV and four radio pieces including; BBC Breakfast, BBC North West Tonight, Granada Reports, Blue Peter, XFM and BBC Radio Manchester
- A combined OTS of: 243,608,695
- An engaged social media community of 10,369 and reach of over 150,000

Paul Rowlands, British Cycling's Cycle Sport Marketing Manager, said: "The PR social media campaign, which Rule 5 delivered helped ensure the BMX Supercross World Cup was a sell-out."