



PATROCINIO  
KAWASAKI – tesa®



# PATROCINIO KAWASAKI – tesa®

Campeonato Internacional





- 24h Motorbike en LE Mans (Francia)
- Impacto en medios de TELEVISIÓN en 5 continentes

**INTERNATIONAL BROADCAST**

**24h MOTOS.**

### HIGHLIGHTS

**+8 MILLION VIEWERS OVER EUROPE FOR LIVE TV COVERAGE**

**★EUROSPORT**  
**20H50 LIVE BROADCAST**  
54 PAN EUROPEAN COUNTRIES

la chaine **L'ÉQUIPE**  
**15H41 LIVE BROADCAST**  
FREE TO AIR FRENCH CHANNEL  
LEADING MULTIMEDIA SPORTSGROUP

➔ **START : +900.000 VIEWERS**

➔ **FINISH : +1.2 MILLION VIEWERS**

### COVERAGE OVER 5 CONTINENTS

AMERICAS	EUROPE	ASIA
<b>MAVTV</b> MOTORSPORTS NETWORK motorsport.tv <b>Claro sports</b>	PAN EUROPE <b>EUROSPORT</b> ITALY CORSEIMOTO.com sky SPORT FRANCE la chaine <b>L'ÉQUIPE</b> POLAND <b>MOTO WORLD HD</b> LATVIA, LITHUANIA, ESTONIA <b>AM BALTICS</b> AUSTRIA <b>Servus TV</b>	MALAYSIA astro ARENA THAILAND <b>true SPORT</b> INDIA <b>EUROSPORT</b> ASIA (except Japan) motorsport.tv JAPAN G.0テレビ-8 <b>hulu</b> PAN ASIA <b>EUROSPORT</b> PHILIPPINES <b>HYPER</b> CHINA <b>max</b> 极速汽车
<b>MIDDLE EAST SOUTH AFRICA</b> motorsport.tv <b>bein SPORTS</b> <b>super sport CHANNEL</b>	<b>OCEANIA</b> NEW ZEALAND <b>SKY</b>	

- Visibilidad del logotipo de tesa en varios soportes de Kawasaki (motos, equipamiento oficial, stands, redes sociales, televisión...)





- Impacto de Comunicación también en Redes Sociales

**DIGITAL HIGHLIGHTS**

**24h MOTOS.**

**SOCIAL MEDIA**

- + 1.9 MILLION VIDEO VIEWS
- + 9.3 MILLION REACH
- +400 K ENGAGEMENT
- +30 VIDEOS PUBLISHED
- + 150 K FAN BASE

**NEW**

**EWC 360 FAN TOUR**  
BY

UNIQUE, INNOVATIVE AND FREE DIGITAL PLATFORM

360 FULL IMMERSIVE EXPERIENCE INSIDE THE 24 HOURS MOTOS

PARTNERSHIP WITH ACO TO THRILL FANS UNABLE TO ATTEND THE EVENT .

DEDICATED PRODUCTION TEAM OF 4 PEOPLE ONSITE

PRODUCTION OF 18 VIDEOS INCLUDING **LIVE** CONTENT THROUGHOUT THE RACE WEEKEND

SPECIAL PITLANE BOXES VISIT

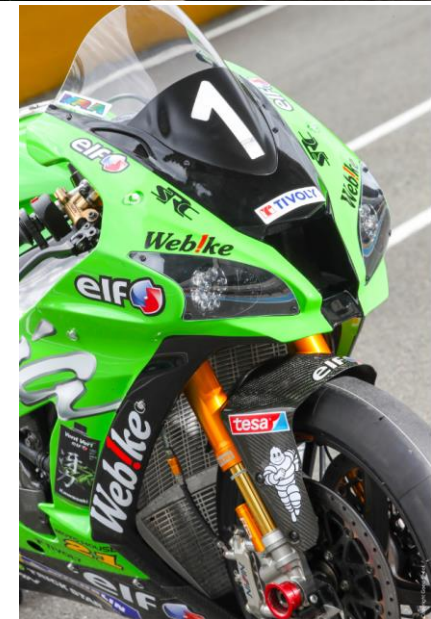
**MEDIA COVERAGE**

- 560 DIGITAL ARTICLES
- +1 BILLION DIGITAL ARTICLES REACH
- 9.3 M € AD VALUE EQUIVALENCY

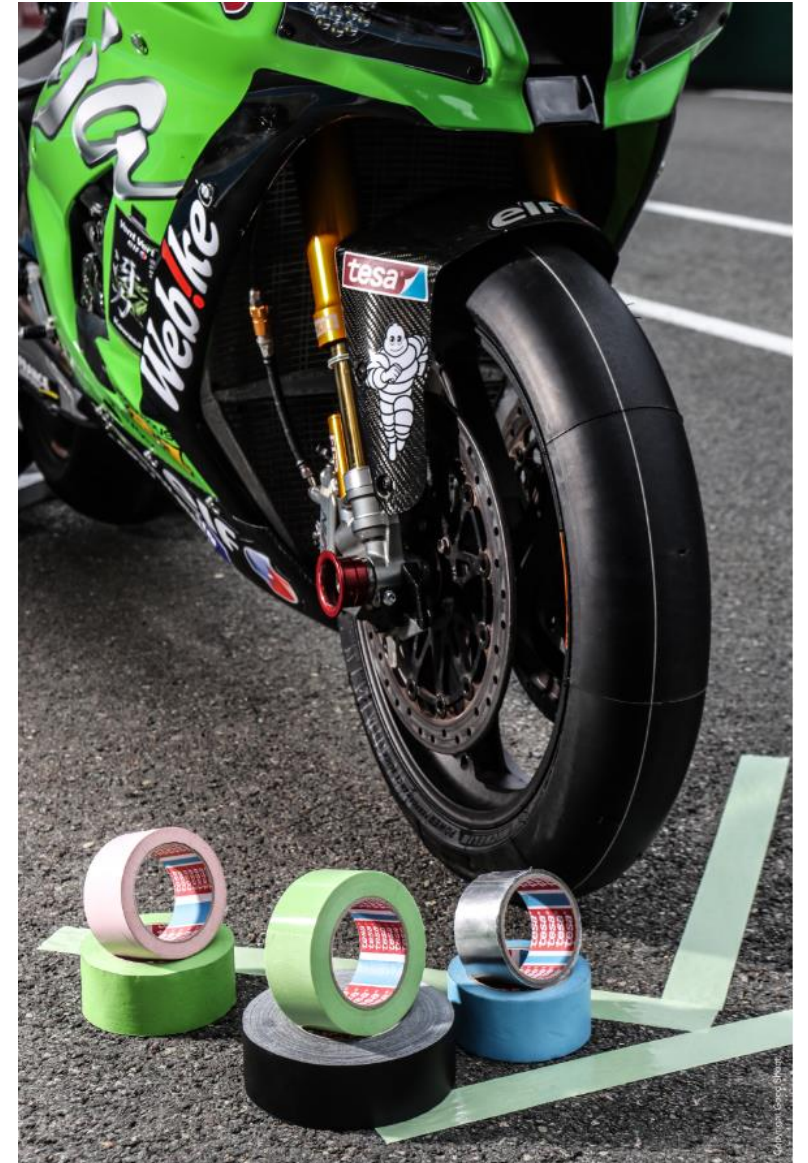
**TOP COVERAGE**

SOURCE: Meltwater











- Nuevo evento, las 12 Horas de Estoril en Portugal, tendrá lugar el 26 de septiembre 2020



[https://www.fimewc.com/fim-ewc-finale-at-estoril-while-bol-dor-2020-is-cancelled/?fbclid=IwAR297QLOnZtfeH-obQy0niBvOKmnnvX37\\_pYUo4MV3faH6U3dzKQSK\\_Z5X4](https://www.fimewc.com/fim-ewc-finale-at-estoril-while-bol-dor-2020-is-cancelled/?fbclid=IwAR297QLOnZtfeH-obQy0niBvOKmnnvX37_pYUo4MV3faH6U3dzKQSK_Z5X4)







**tesa® 4621 Cinta de tejido  
multiusos exterior**



**25m x 50mm  
04621-00011-00**



**50m x 50mm  
04621-00014-00**





tesa® products prove their impressive quality day in, day out in demanding conditions and are regularly subjected to strict controls. All technical information and data mentioned above are provided to the best of our knowledge on the basis of our practical experience. They shall be considered as average values and are not appropriate for a specification. Therefore tesa SE can make no warranties, express or implied, including, but not limited to any implied warranty of merchantability or fitness for a particular purpose. The user is responsible for determining whether the tesa® product is fit for a particular purpose and suitable for the user's method of application. If you are in any doubt, our technical support staff will be glad to support you.