



PATROCÍNIO  
KAWASAKI – tesa®

# PATROCÍNIO KAWASAKI – tesa®

Campeonato Internacional



- 24h de Motos em LE Mans (Fran)
- Impacto nos meios de comunicação, nomeadamente TELEVISÃO, em 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><br>MOTORSPORTS NETWORK<br>motorsport.tv<br><b>Claro sports</b>                          | PAN EUROPE<br><b>EUROSPORT</b><br>ITALY<br>CORSEDI MOTO.com sky SPORT<br>FRANCE<br>la chaine <b>L'ÉQUIPE</b><br>POLAND<br><b>MOTO WORLD HD</b><br>LATVIA, LITHUANIA, ESTONIA<br><b>AM BALTICS</b><br>AUSTRIA<br><b>Servus TV</b> | MALAYSIA<br>astro ARENA<br>THAILAND<br><b>true SPORT</b><br>INDIA<br><b>EUROSPORT</b><br>ASIA (except Japan)<br>motorsport.tv<br>JAPAN<br>G.0テレビ-8<br><b>hulu</b><br>PAN ASIA<br>PHILIPPINES<br><b>HYPER</b><br>CHINA<br><b>max</b><br>极速汽车 |
| <b>MIDDLE EAST SOUTH AFRICA</b><br>motorsport.tv<br><b>bein SPORTS</b><br><b>super sport CHANNEL</b> | <b>OCEANIA</b><br>NEW ZEALAND<br><b>SKY</b>                                                                                                                                                                                      |                                                                                                                                                                                                                                             |

- Visibilidade do logotipo da tesa em varios suportes da Kawasaki (motos, equipamento oficial, stands, redes sociais, televisão...)



- Impacto da Comunicação também nas Redes Sociais

**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

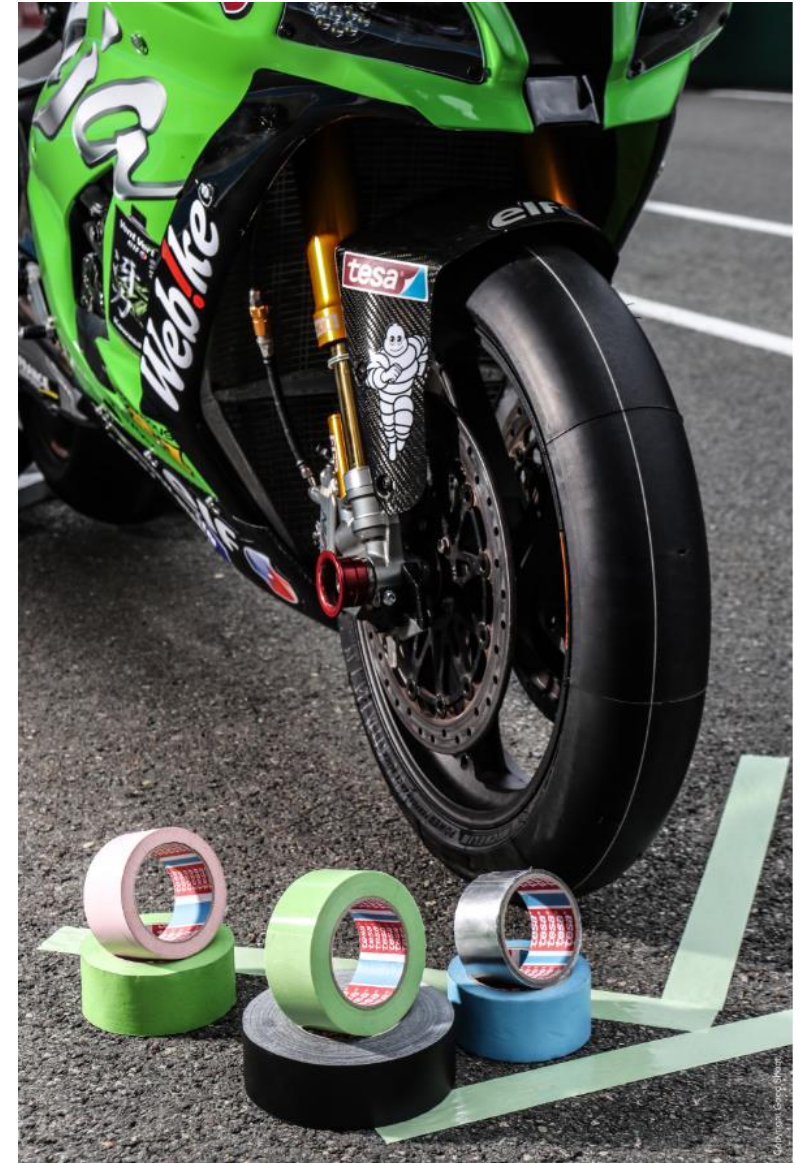
**MEDIA COVERAGE**

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

**TOP COVERAGE**

SOURCE: Meltwater





- Novo evento, as 12 Horas do Estoril em Portugal, terá lugar a 26 de setembro 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 Fita em Tecido  
multiusos para exterior**



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



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



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