

“The targeted media work of Hagen PR ensured that the outdoortrophy made a great impression in international sports media. We achieved a huge number of publications in all our key markets and we were able to strengthen our image as the world’s toughest team competition. As the organizer, I especially value Hagen PR’s proactive work, the creativity and ideas, the professional international networks and the cooperation in a big team.

- Chris Alge, outdoortrophy, Organizer and head of competition

**CLIENT**  
outdoortrophy

[www.outdoortrophy.com/](http://www.outdoortrophy.com/)

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## THE CLIENT

Since 2001, the outdoortrophy takes place every year in Lingenau, Austria. After the ten year anniversary in 2011, the organizers decided to hold the outdoortrophy every second year. The outdoortrophy is a unique event: organized by athletes for athletes, with the help of hundreds of volunteers, it regularly attracts some of the best athletes from all around the world. The extremely tough relay race consists of mountain running, paragliding, white-water kayaking and mountain biking.

More information on [www.outdoortrophy.com](http://www.outdoortrophy.com)

## STRATEGIC GOALS

Five strategic goals were identified in a PR concept when Hagen PR started to support the outdoortrophy in 2009:

- Internationalize all PR actions in order to get more publications, raise awareness and strengthen the image of the event in the international key markets Czech Republic, Italy, France, USA, Canada and Australia
- Boost the media coverage in the domestic markets Austria, Germany and Switzerland to give a platform to athletes and sponsors
- Connect with international sports journalists and build relationships with relevant media representatives by organizing press trips to the outdoortrophy

- Attract more professional and amateur athletes from all over the world to compete in the outdoortrophy
- Communicate effectively with fans, athletes and volunteers by implementing professional Social Media channels, in particular an up-to-date outdoortrophy Facebook page

[www.hagenpr.com](http://www.hagenpr.com)  
[twitter.com/hagenpr](https://twitter.com/hagenpr)  
[weibo.com/hagenpr](http://weibo.com/hagenpr)

## ACTIONS & RESULTS

Hagen PR realized an initial research on relevant media contacts and developed a contact database of the best international mountain running, paragliding, kayaking and mountain biking athletes. The media list was the groundwork for all further PR activities, while the athlete contact database is used to communicate with athletes directly and invite them to the event.

Three to four press releases per year – each in five languages – resulted in a boost of international reports about the outdoortrophy. The whole extreme sports world reported on the event: from the American “Bike Reviews” to the French “Monde du Vélo” and the Czech “Hydro Magazin” all the way to the Canadian “Rapid Magazine”, the Italian “Solobike”, the British “Cross Country”, the German “Runner’s World”, South African “Mountain Biker” and many others.

In 2010, the print results in the German language media alone added up to an advertising value of more than 116’000 Euro – more than twice as much as in the years before. In 2011, this number was

# CASE STUDY

## CLIENT

### outdoortrophy

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[www.hagenpr.com](http://www.hagenpr.com)  
[twitter.com/hagenpr](https://twitter.com/hagenpr)  
[weibo.com/hagenpr](http://weibo.com/hagenpr)

almost doubled to more than 190'000 Euro. More than 200 international reports on sports websites and almost 400 links as well as various international radio and TV reports spotlighted the outdoortrophy, reaching by far the biggest audience ever.

In 2013 – the outdoortrophy now takes place every second year – the media coverage was more than doubled again. The professional foundations from previous years, grown networks and ongoing media work paid off. PR results were outstanding: Publications in print media alone reached an advertising value of more than 430'000 Euro in 2013.

Media work remained very successful in 2015: More than 20 TV reports, comprehensive online coverage throughout the year and print publications in the advertising value of more than 355'000 Euro were achieved. Over the course of 6 years, the extensive PR measures resulted in a strong international visibility and an optimized image of the outdoortrophy.

Hagen PR is not only responsible for the communication strategy as well as the development and distribution of press releases, but also handles partnerships with local and international newspapers, magazines, TV and radio stations, manages the news section of the event homepage and liaises with photographers and camera crews to ensure a professional coverage of the event.

Hagen PR also organises press trips for journalists from international sport magazines. Every year, the journalists are impressed by a canoe tour on the Bregenzerach River and by experiencing the outdoortrophy first-hand. Numerous long-term partnerships were established.

Last but not least, Hagen PR developed a professional Facebook Page, attracting hundreds of new fans and potential athletes within a short period of time and still facilitating a quick and easy communication with the whole outdoor community. Hagen PR regularly updates the Facebook Page with news, photos and videos. The outdoortrophy Facebook page currently has 4'500 fans.

Check it out here:

[www.facebook.com/outdoortrophy](http://www.facebook.com/outdoortrophy)

The comprehensive outdoortrophy PR package was supported by Vorarlberg province, Vorarlberg Tourism and Bregenzerwald Tourism. ■

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