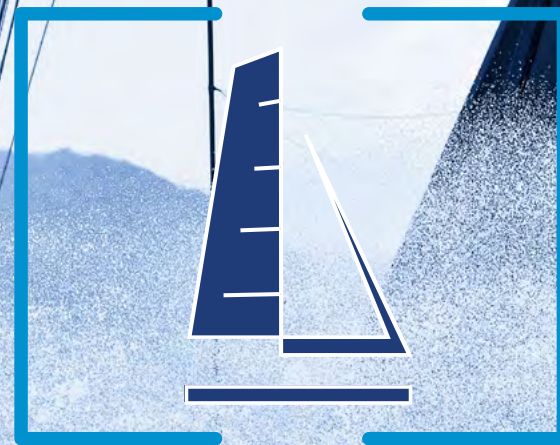




MIRABAUD SAILING VIDEO AWARD



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OVERVIEW

Started in 2017, the Mirabaud Sailing Video Award is the world's premier video competition dedicated to the sport of sailing.

Unique in the world, this annual contest was launched to honor the best sailing videos produced each year and their authors. It is open to professional cameramen, directors, editors and TV production companies from all over the world, and celebrates high achievement in sailing imagery, filming, editing and story telling.

MAXCOMM COMMUNICATION OWNS, ORGANISES AND MANAGES THE MIRABAUD SAILING VIDEO AWARD. THE AGENCY ACCOMPLISHES AMONGST OTHERS THE FOLLOWING TASKS :

- ▶ Event management and promotion
- ▶ Entries coordination (videos, portraits, biographies, captions...)
- ▶ Website management and updates (www.sailingvideoaward.com)
- ▶ Community management
- ▶ Marketing and media relations
- ▶ Selection of the international Jury
- ▶ Organisation of the prize giving ceremony
- ▶ Screening at the Yacht Racing Forum
- ▶ Media partnerships, sponsors and partners relations
- ▶ Other projects, film festivals etc.



PRIZE GIVING

The Mirabaud Sailing Video Award prize giving takes place during the Yacht Racing Forum, the leading annual conference for the business of sailing and yacht racing.

Organized by MaxComm, this event reassembles the sports's key players from all around the world in a prestigious european venue (since 2008 : Monaco, Lisbon, Gothenburg, Barcelona, Geneva, Malta and Aarhus).

The videos are also shown throughout the day in the delegates networking lounge.





INTERNATIONAL JURY

Mirabaud Sailing Video Award gathers a world class lineup of personalities for its international jury.



DENIS HARVEY (NZL),
producer of the America's Cup
coverage since 1992



GARY JOBSON (USA),
TV commentator and
vice-President of World Sailing



NICOLAS MIRABAUD (SUI),
Member of the Executive
Committee, Mirabaud & Cie SA



MELISSA PAYNE (UK),
Vice President, IMG



DICK ENERSEN (USA),
founder of Offshore Productions



PIERRE-YVES LAUTROU (FRA),
journalist



MATTHEW SHEAHAN (UK),
Executive Producer,
Sunset + Vine



SPONSORSHIP STRUCTURE AND OPPORTUNITIES

TITLE PARTNER

Mirabaud & Cie SA is the event's title partner, exclusive in the field of Banking & Finance.

CO-SPONSORS AND OFFICIAL TIMEKEEPER

Swiss luxury watch brand Hublot is the event's official timekeeper. Hublot provides the winner with a beautiful and prestigious wall clock.

The event is open to one more co-sponsor, who will be featured on all communication supports.

MEDIA PARTNERS

The Mirabaud Sailing Video Award welcomes media partners from all over the world, on a non financial, « visibility exchange » basis. The media partnerships provide visibility to the event and its partners. The media partners undertake to publish at least one article announcing the Mirabaud Sailing Video Award prior to the event, and to announce the winners as soon as possible after the end of the contest.



PRESS RELEASES

- ▶ 12.04.17 Lancement du concours Mirabaud Sailing Video Award
- ▶ 12.04.17 Lancierung des Mirabaud Sailing Video Awards
- ▶ 12.04.17 Nace el Mirabaud Sailing Video Award
- ▶ 12.04.17 Launch of the Mirabaud Sailing Video Award

- ▶ 01.06.17 Ouverture officielle du concours Mirabaud Sailing Video Award
- ▶ 01.06.17 Official launch of the Mirabaud Sailing Video Award

- ▶ 23.06.17 Mirabaud Sailing Video Award announces partnership with Bepeho

- ▶ 15.08.17 Marins professionnels: à vos vidéos!
- ▶ 15.08.17 Pro sailors: time to prepare your videos

- ▶ 18.09.17 Mirabaud Sailing Video Award discloses prestigious international jury
- ▶ 18.09.17 Mirabaud Sailing Video Award annonce un jury international prestigieux

- ▶ 03.10.17 Mirabaud Sailing Video Award: one month left to submit your video!
- ▶ 03.10.17 Mirabaud Sailing Video Award: plus qu'un mois pour soumettre votre vidéo

- ▶ 10.10.17 Les meilleures vidéos de voile de l'année
- ▶ 10.10.17 The best sailing video

- ▶ 17.10.17 MSVA: two weeks left to submit your video
- ▶ 17.10.17 MSVA: plus que deux semaines pour soumettre votre vidéo

- ▶ 03.11.17 Mirabaud Sailing Video Award - Discover the world's best sailing videos of the year
- ▶ 03.11.17 Mirabaud Sailing Video Award - Découvrez les meilleures vidéos de voile de l'année

MaxComm issued 9 media releases to the international press in 2017. The most important releases (event announcement, awards ceremony...) have been translated in English, French, German and Spanish.



STATISTICS



**52 VIDEOS
SUBMITTED**



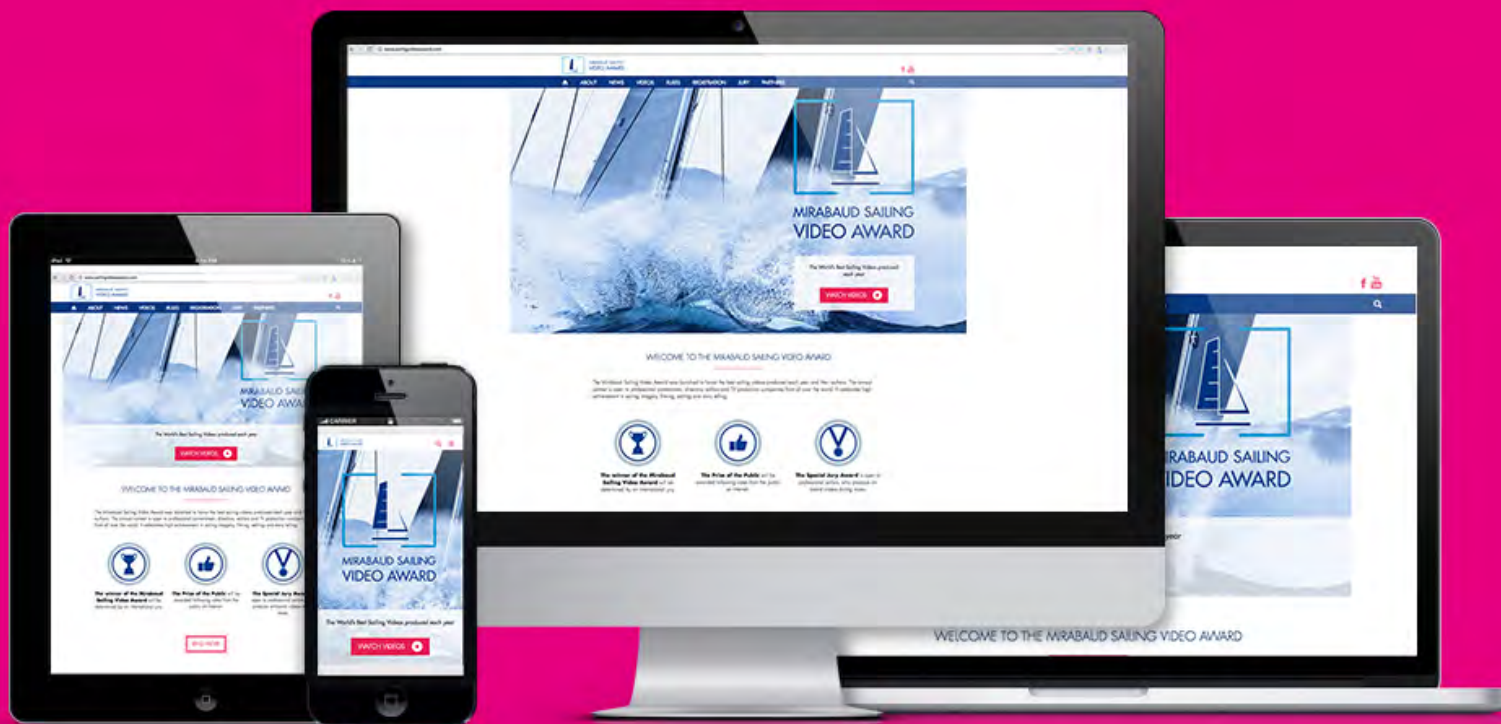
**12 COUNTRIES
REPRESENTED**



**80 150 PAGES
VIEWED ON THE
WEBSITE**



**4439 VOTES ON
THE WEBSITE**





STATISTICS

WEBSITE

www.sailingvideoaward.com

27'648

SESSIONS

20'893

VISITORS

80'150

PAGES VIEWS

75,57 %

NEW SESSIONS

65,39 %

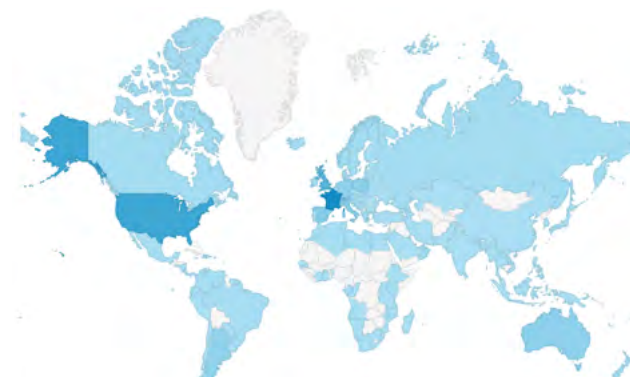
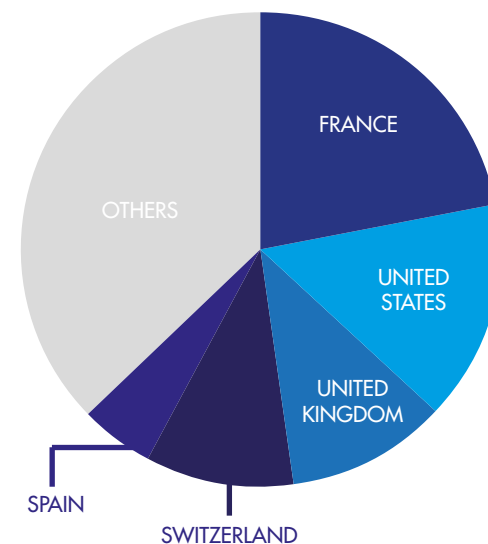
**AVERAGE
NUMBER OF
PAGE VIEWS**

3391

**RECORD
SESSION**

3RD NOVEMBER 2017

VISITS PER COUNTRY



STATISTICS

FACEBOOK

www.facebook.com/sailingvideoaward



TOTAL REACH

Number of people who have seen any content associated with the contest

719'299



TOTAL IMPRESSIONS

(Number of impressions seen of any content)

1'236'012

NUMBER OF POSTS

published in 2017

148

FACEBOOK PAGE FANS

76 %



23 %



NUMBER OF VIDEOS VIEWS

226'004

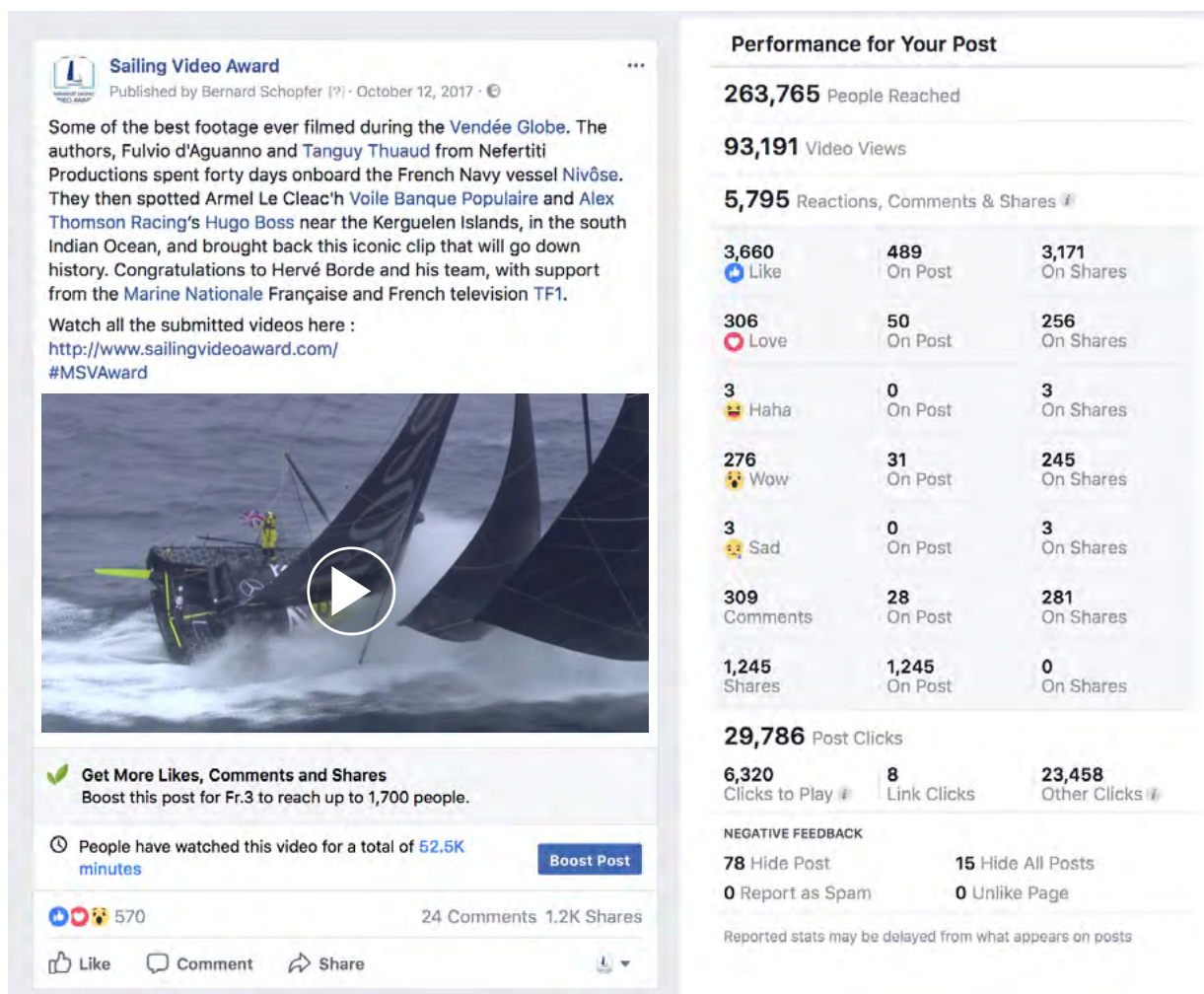
TOTAL MINUTES VIEWED

117'913

STATISTICS

TOP FACEBOOK VIDEO POSTS

1



Performance for Your Post

263,765 People Reached

93,191 Video Views

5,795 Reactions, Comments & Shares

3,660 Like	489 On Post	3,171 On Shares
306 Love	50 On Post	256 On Shares
3 Haha	0 On Post	3 On Shares
276 Wow	31 On Post	245 On Shares
3 Sad	0 On Post	3 On Shares
309 Comments	28 On Post	281 On Shares
1,245 Shares	1,245 On Post	0 On Shares

29,786 Post Clicks

6,320 Clicks to Play	8 Link Clicks	23,458 Other Clicks
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NEGATIVE FEEDBACK

78 Hide Post	15 Hide All Posts
0 Report as Spam	0 Unlike Page

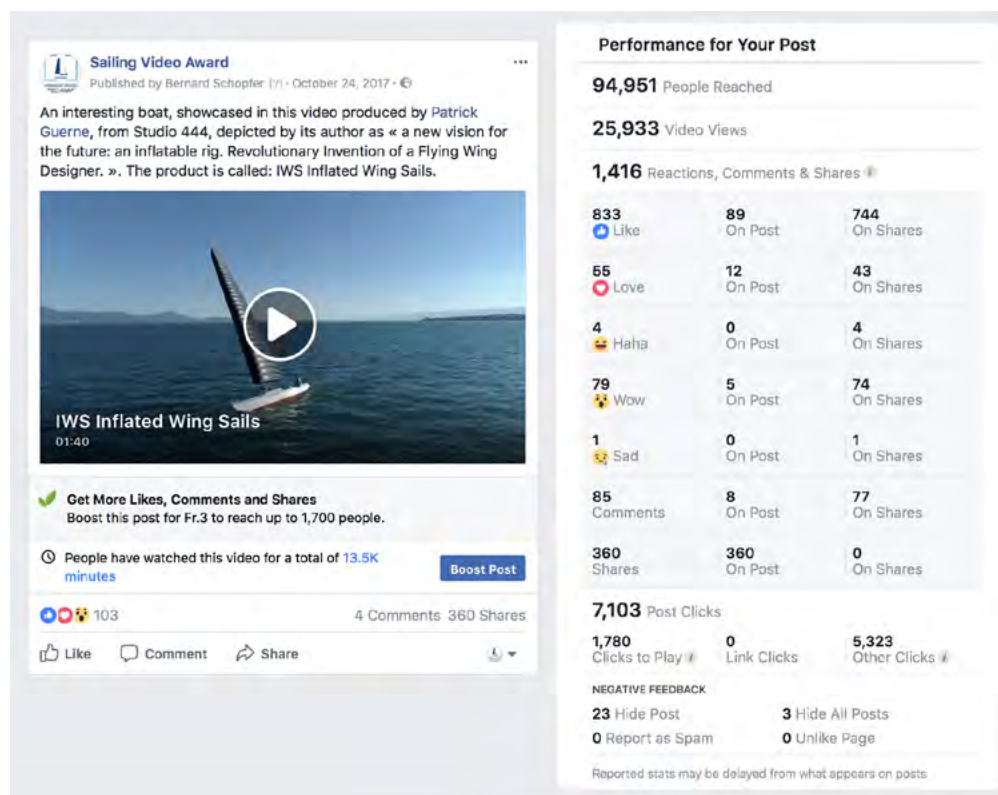
Reported stats may be delayed from what appears on posts

STATISTICS

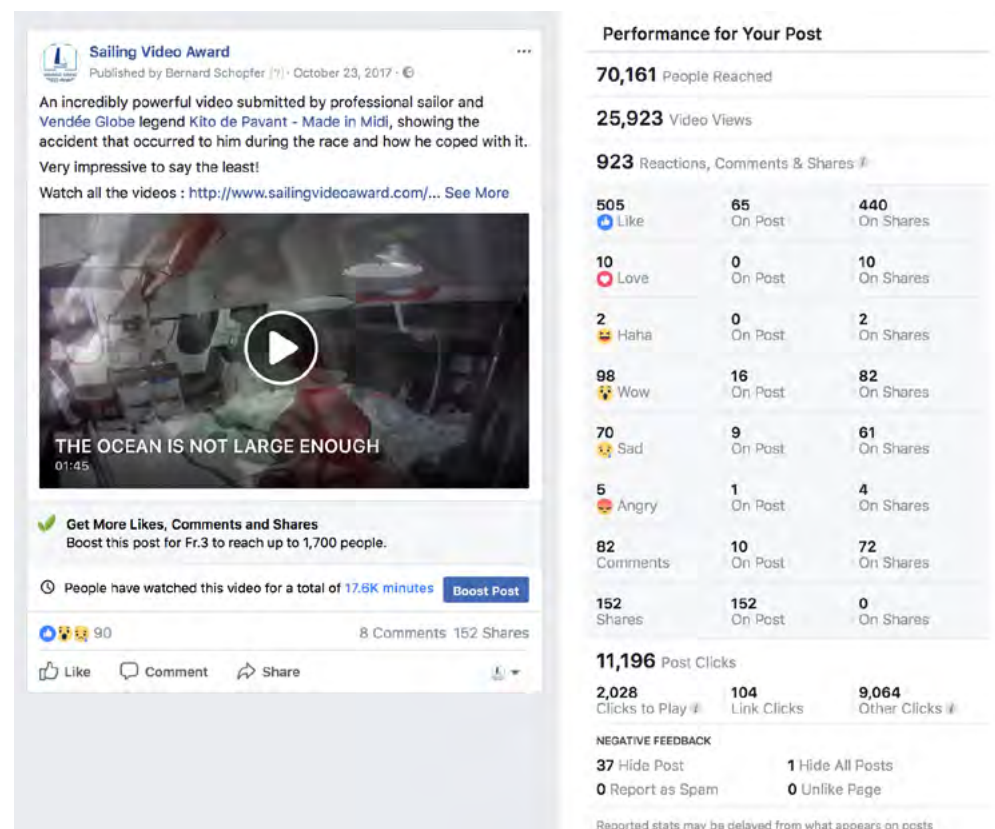
FACEBOOK

TOP FACEBOOK VIDEO POSTS

2



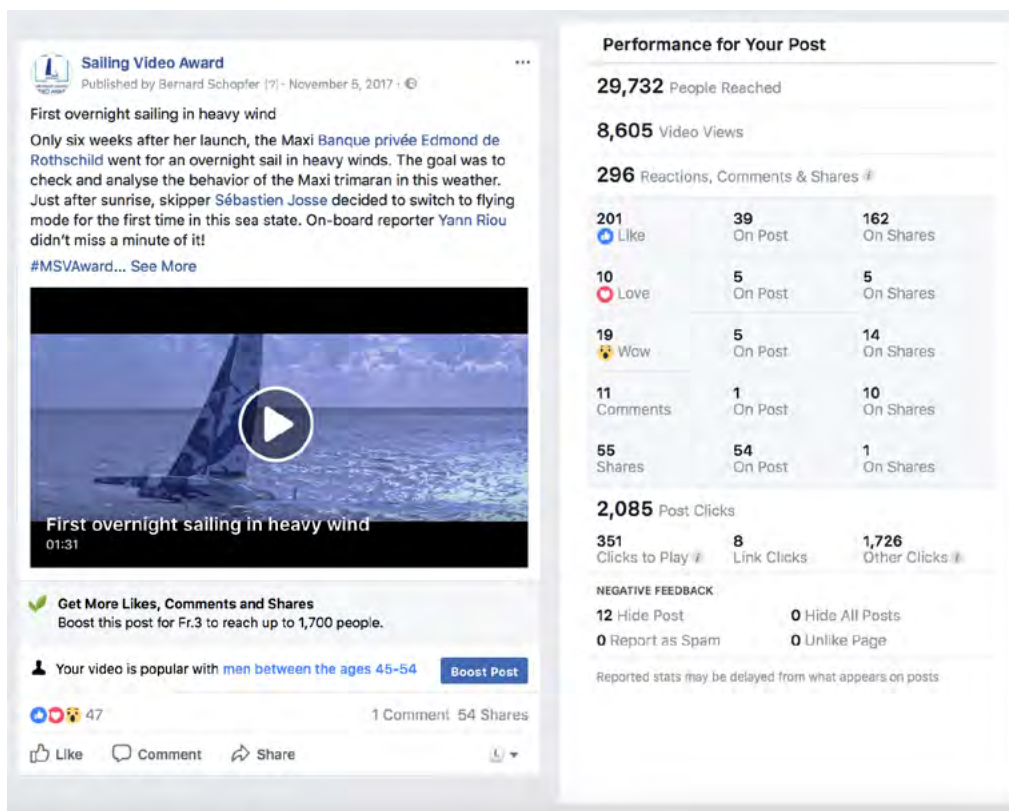
3



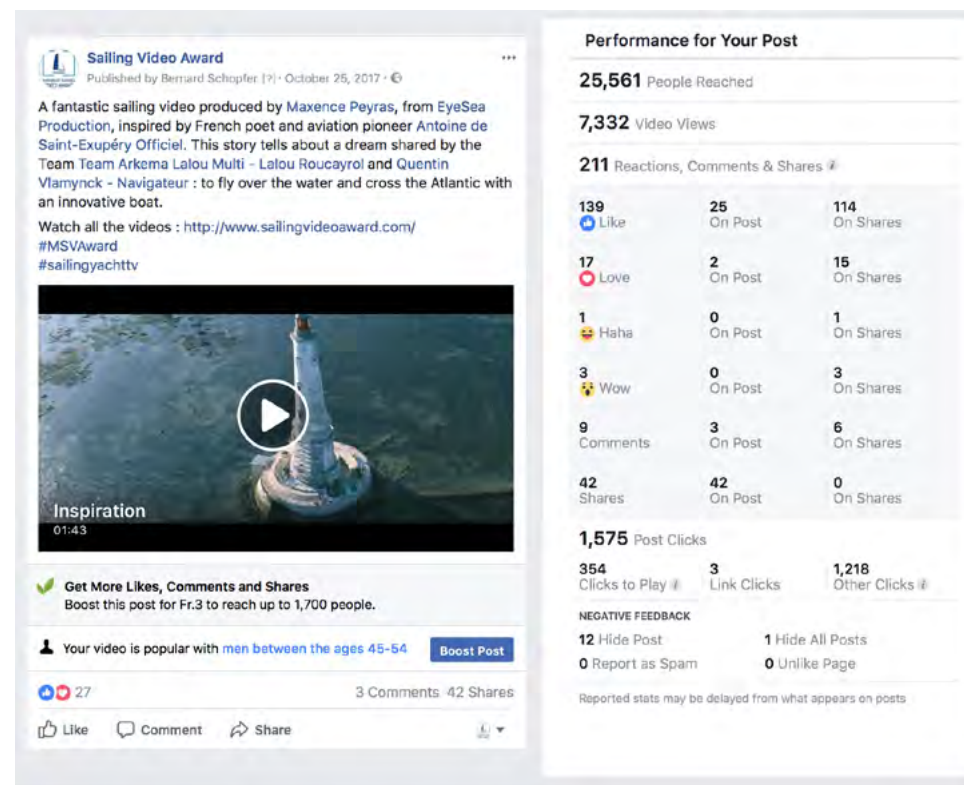
STATISTICS

TOP FACEBOOK VIDEO POSTS

4



5



WEBSITES & EXTRACTS OF PRESS

12.04.17	BARCOS A VELA	www.revistabarcosavela.es/mirabaud-sailing-video-award/
12.04.17	SCUTTLEBUTT	www.sailingscuttlebutt.com/2017/04/12/new-contest-recognize-video-excellence/
12.04.17	WATER SPORT NEWS	watersportnews.com/news/story/504895/new-contest-to-recognize-video-excellence.html
12.04.17	SCUTTLEBUTT	www.sailingscuttlebutt.com/2017/04/12/new-contest-recognize-video-excellence/
12.04.17	MARINEBUSINESSWORLD	www.marinebusinessworld.com/n/Launch-of-the-Mirabaud-Sailing-Video-Award/152998?source=google.ch
17.04.17	PONTOON	http://ponton.es/2017/04/17/mirabaud-crea-los-premios-sailing-video-award/
16.05.17	SEAHORSE	www.seahorsemagazine.com/109-content/june-2017/498-one-of-the-very-toughest-jobs-in-yacht-racing
31.05.17	SEAHORSE	One of the (very) toughest jobs in yacht racing
01.06.17	AGP COURSE AU LARGE	aboutsailing.agp-courseaularge.com/index.php/video-premiere-edition-pour-le-mirabaud-sailing-video-award-kito-de-pavant-recompense
01.06.17	SWALKER	www.swalker.su/official-launch-of-the-mirabaud-sailing-video-award/
01.06.17	BARRACUDA	https://barracuda.news/article/weekly-sailing-digest-203
01.06.17	NAUTISPOTS	http://nautispots.com/mirabaud-sailing-video-award/
01.06.17	SCUTTLEBUTT	www.sailingscuttlebutt.com/2017/06/01/inaugural-mirabaud-sailing-video-award/
01.06.17	PA SPORT	www.pa-sport.fr/2017/06/01/ouverture-officielle-du-concours-mirabaud-sailing-video-award/
01.06.17	YACHTS AND YACHTING	www.yachtsandyachting.com/news/196257/Mirabaud-Sailing-Video-Award?source=email
02.06.17	CLUBRACER	www.clubracer.eu/2017/6/2/official-launch-mirabaud-sailing-video-award
04.06.17	YACHTINGSOUTHAMERICA	http://yachtingsouthamerica.com/1er-mirabaud-sailing-video-award/#.WjJNEISdUo8
05.06.17	MY SAILING	www.mysailing.com.au/latest/official-launch-of-the-mirabaud-sailing-video-award
19.06.17	SAILING ANARCHY	sailinganarchy.com/2017/06/19/the-high-life/
19.06.17	MARINA	MSVA: des vidéos de voile spectaculaire
29.06.17	BEPEHO	www.bepeho.com/bepeho-est-partenaire-du-mirabaud-sailing-video-award/
24.05.17	LA PROVENCE	www.laprovence.com/actu/mer/4510305/la-start-up-marseillaise-bepeho-sassocie-a-un-concours-video-de-voile-au-large.html
30.07.17	SKIPPERS	MSVA: un nouveau concours international
16.08.17	LE TELEGRAMME	www.letelegramme.fr/voile/en-images/mirabaud-sailing-award-apres-les-photos-un-concours-pour-les-videos-16-08-2017-11631288.php#contentCommentaires

WEBSITES & EXTRACTS OF PRESS

16.08.17	SCANVOILE	www.scanvoile.com/2017/08/-video-mirabaud-concours-award.html
16.08.17	SKIPPER ONDECK	skipperondeck.gr/lifestyle/lifestyle-sections/luxury-lifestyle/4057-hublot-mirabaud-sailing-video-award
17.08.17	BATEAUX	www.bateaux.com/article/26392/mirabaud-sailing-video-award-concours-recompense-meilleurs-videos-de-voile
29.08.17	POPACOMBR	https://popacombr.com/2017/06/17/the-mirabaud-sailing-video-award-was-launched-to-honor-the-best-sailing-videos-p/
18.10.17	SEARCH MAGAZINE	www.searchmagazine.se/News/view/9879
01.11.17	SKIPPERS	skippers.ch/mirabaud-sailing-video-award-nouveau-concours-international/
03.11.17	XS SAILING	www.xssailing.com/article/mirabaud-sailing-video-award-discover-best-sailing-videos-of-the-year/
03.11.17	SAIL WORLD	www.sail-world.com/Australia/Mirabaud-Sailing-Video-Award%E2%80%93Discover-best-sailing-videos-of-the-year/-158513?source=google.ch
03.11.17	PRESS MARE	www.pressmare.it/en/media/mirabaud-yacht-racing/2017-11-03/mirabaud-sailing-video-award-vote-world-best-sailing-videos-10783
03.11.17	WATER SPORT NEWS	watersportnews.com/news/story/536500/winners-revealed-for-inaugural-mirabaud-sailing-video-awards.html
03.11.17	NAUTICLINK	www.nauticlink.com/nieuwsdienst/2017/11/03/111140500/eerste-mirabaud-sailing-video-award-voor-de-beste-zeilfilm/
03.11.17	BYMNEWS	www.bymnews.com/news/newsDetails.php?id=160755
03.11.17	SWISS SAILING	www.swiss-sailing.ch/aktuell/news/detail/article/mirabaud-sailing-video-award-geht-in-die-schweiz/
03.11.17	SAILWEB	www.sailweb.co.uk/news/29269/mirabaud-sailing-video-award-addictive-viewing
06.11.17	SAILSMAGAZINE	www.sailsmagazine.com.au/tag/mirabaud-sailing-video-award/
27.11.17	JUANPANNEWS	www.juanpanews.com/2017/11/mirabaud-sailing-video-award-roman-brunisholz-gana-con-su-film-optimism/
27.11.17	SCUTTLEBUTT	www.sailingscuttlebutt.com/2017/11/27/winners-revealed-inaugural-mirabaud-sailing-video-awards/
28.11.17	BODENSEE	bodensee-news.blogspot.ch/2017/11/mirabaud-sailing-video-award-geht-in.html
28.11.17	SEGLER	www.segler-club-duemmer.de/faszination-segeln-im-mirabaud-video-wettbewerb/5201
28.11.17	SAILY	www.saily.it/it/article/mirabaud-i-10-video-pi%C3%B9-belli-dell'anno
28.11.17	FIGARO NAUTISME	figaronautisme.meteoconsult.fr/breve-nautisme/escales-1/2017-11-28-11-23-00/grand-succes-pour-la-premiere-edition-du-mirabaud-sailing-video-award-45604.php
28.11.17	ITBOAT	https://itboat.com/tags/Mirabaud%20Sailing%20Video%20Awards

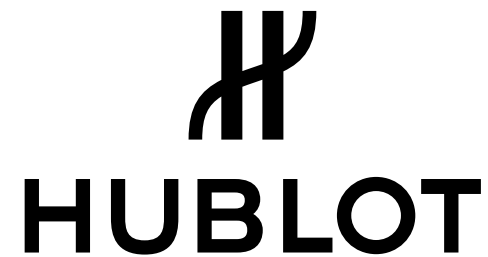


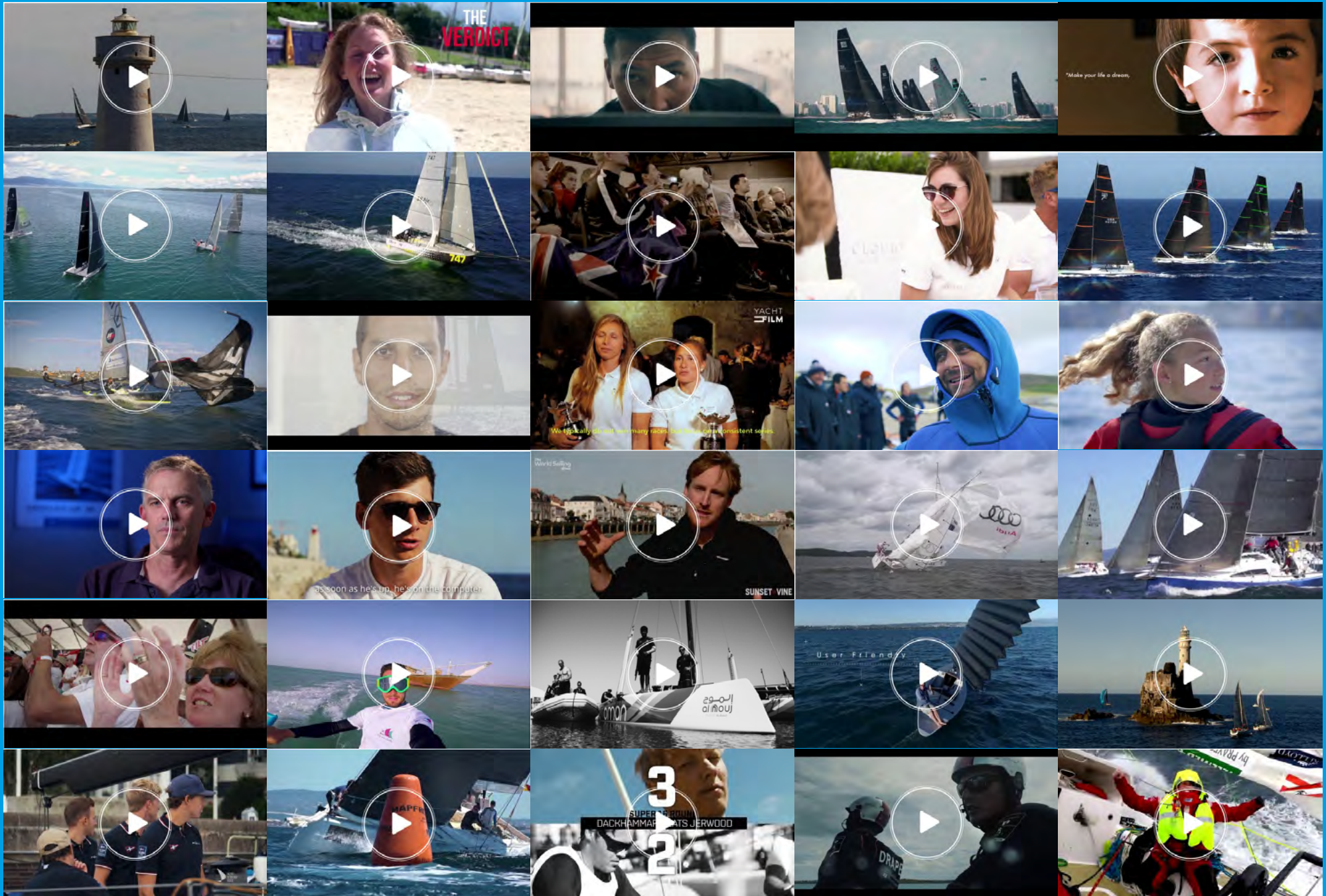
WEBSITES & EXTRACTS OF PRESS

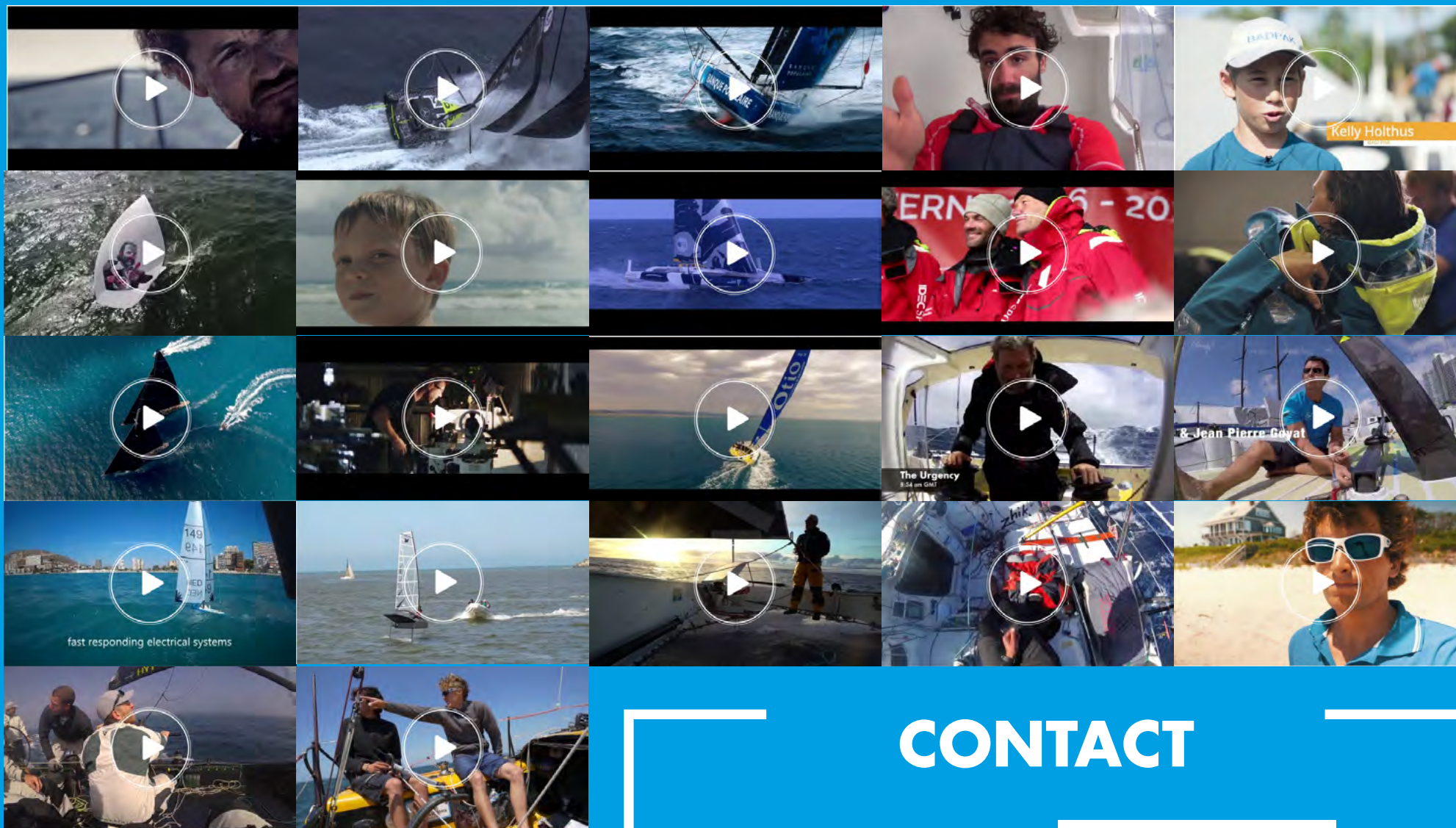
28.11.17	BAADMAGASINET	www.baadmagasinet.dk/kort-nyt/nyheder/26362-eminentbudskab-sikrer-titlen-ved-forste-mirabeau-video-award
28.11.17	SKIPPERMAR	http://skippersmar.com/exito-del-mirabaud-sailing-video-award/
29.11.17	SWISS SAILING	www.swiss-sailing.ch/fr/actuel/news/detail/article/grand-succes-pour-la-premiere-edition-du-mirabaud-sailing-video-award?utm_source=Skippers+FR&utm_campaign=0aec719caa-NL_Skippers_55_FR&utm_medium=email&utm_term=0_3c46864bf40aec719caa-119465717
29.11.17	VOILES & VOILIERS	www.voilesetvoiliers.com/cultures-voiles/optimism/#xtor=EPR-2-[news-29-11-2017]-20171129-[lien]
29.11.17	BATEAUX	www.bateaux.com/article/27121/voile-devient-un-vecteur-de-reve-d-emotion
29.11.17	SAIL WORLD	www.sail-world.com/USA/SuccessfulinauguralMirabaudSailingVideoAward2017/159101?source=google
29.11.17	SEIL MAGASINET	www.seilmagasinet.no/innhold/batfolk/?article_id=49673
30.11.17	YACHT	http://yacht-com.ru/news/mirabaud-sailing-video-award-2017.html
04.12.17	TRANSPAC 2017	2017.transpacyc.com/news/article/transpac-race-video-wins-mirabaud-sailing-video-award
11.12.17	SCUTTLEBUTT	https://scuttlebutteurope.com/?start=3



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