



5.2 million viewers and climbing

Innovative start-up Alauda and its Airspeeder race series chose loop to support its world debut at the Goodwood Festival of Speed.

The agency was charged with the task of gaining maximum exposure for this radical launch – the world’s first flying ‘car’ race series.

Airspeeder coverage ruled the media landscape for the whole Goodwood weekend and the results were extraordinary with 5.21 million estimated coverage views.

What we did

- Launch strategy and planning
- Content development
- Media engagement and sell-in
- Press office

How we did it

- Project team at Goodwood
- Programme control for three days
- Interview/media management
- Video and photography production
- Crisis management



179

Pieces of coverage

2.62b

Online readership

5.21m

Estimated coverage views

8.22k

Social shares

1st

In natural search for event news