

RANK	COUNTRY			
		GOLD	SILVER	BRONZE
1	AUSTRALIA	67	57	54
2	ENGLAND	57	66	53
3	CANADA	26	32	34
4	INDIA	22	16	23
5	NEW ZEALAND	20	12	17
6	LOUGHBOROUGH	14	17	16



Loughborough  
University

Loughborough at the Commonwealth Games | #Lboro2Birm  
July–August 2022

**47**

GAMES MEDALS

**120+**

LINKED ATHLETES/COACHES

**11**

COUNTRIES REPRESENTED

**6.8k**

NEWS APPEARANCES

**39.6k**

SOCIAL MEDIA ENGAGEMENTS

**415.5k**

MULTIMEDIA VIEWS/LISTENS

**67.5k**

MINUTES OF MULTIMEDIA CONTENT CONSUMED ACROSS ALL  
PLATFORMS – MORE THAN 4x THE LENGTH OF THE GAMES

If Loughborough was a country it would have finished  
**SIXTH** in the overall 2022 Commonwealth Games medal table

# END GOAL.

- Successfully engage and raise awareness to our student and alumni community, highlighting the impressive sporting ecosystem at Loughborough University
- Position Loughborough University academics as thought leaders in their respective fields through media appearances and additional content streams
- Create content in line with the University's EDI (Equity, Diversity and Inclusion) objectives, with a specific focus on Para athletes
- Encourage our audiences to participate in the Games by supporting Loughborough athletes competing in Birmingham



# CAMPAIGN GAMEPLAN

## SOCIAL MEDIA

Athlete Advocacy  
Central University

NGB Shares  
Lboro Sport

Academic Advocacy  
Lboro2Birm

School Shares  
Elite Athlete Centre

## MEDIA & COMMS

Internal News  
Media Opportunities

Micro-site  
Targeted News and Features

Internal/External Newsletters  
Expert Comment

## AUDIO & VISUAL

Animations & Infographics  
Original Content

Media Downloads  
Evergreen Content

Photography  
Podcasts

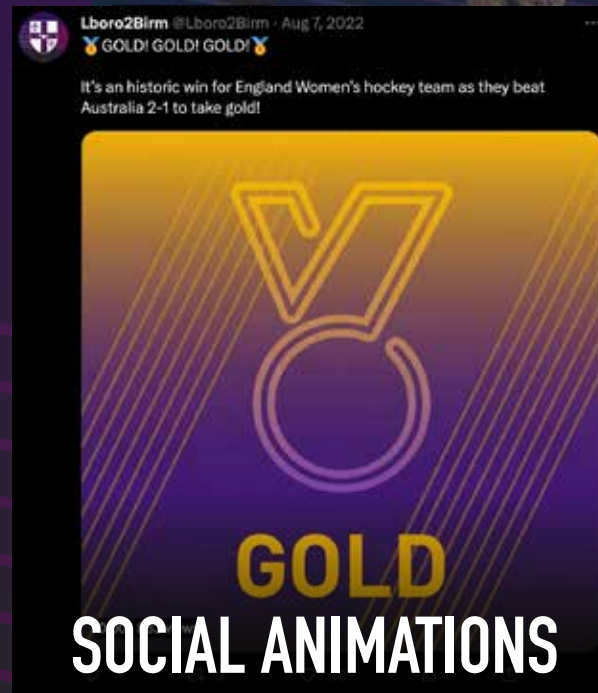
## AUDIENCE



# BRANDING.



## VIDEO FEATURES



## SOCIAL ANIMATIONS

Consistent branding created by the University's Creative and Print team was utilised across web, video, social and communications content to give the campaign a stand-out, University-linked identity that projected success.

BBC

Done and Becky

Home

News

Sport

Weather

iPlayer

Sounds

Bitesize

...

Search Bitesize

BITESIZE

Change language

Home

Learn

Support

Careers

My Bitesize

All Bitesize

# How to cycle your way to fun and fitness

Part of [Learn & revise](#)

+


Add to My Bitesize

Fancy taking up cycling? Whether you've not been on a bike in ages or never at all, it's a great way to get healthy and have fun too.

To get us back in the saddle, we spoke to Dr Richard Ferguson, academic, lecturer and researcher in Exercise Physiology at Loughborough University. An expert on getting fitter, faster and stronger with different types of exercise, he's also a keen cyclist.

"I've been cycling for 35 years. I started when I was 15 at school and joined a club. I then did a bit of racing as a junior, I thoroughly enjoyed it and haven't stopped.

"Any excuse to ride a bike, or get involved in cycling science and research, I'm there!"



Dr Ferguson at a cycling event in Italy

**Richard, why do you recommend cycling?**

"Because cycling helps prolong a healthy lifespan. Like any sport activity, it allows you to live healthier for longer. You get fitter, your heart gets stronger, your metabolism improves and how you manage your diet gets better."



**LIVE LOUGHBOROUGH**

**Natalie Jackson**  
Sports Editor

**BBC EAST MIDLANDS TODAY**

**INDEPENDENT**

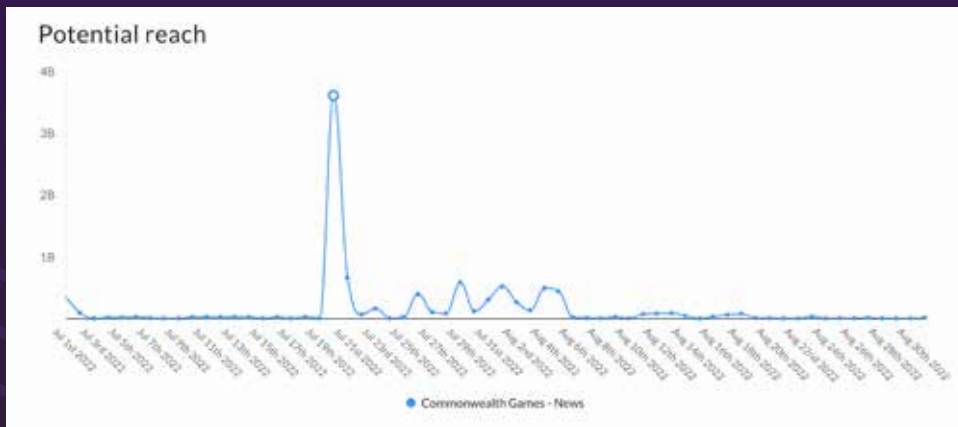
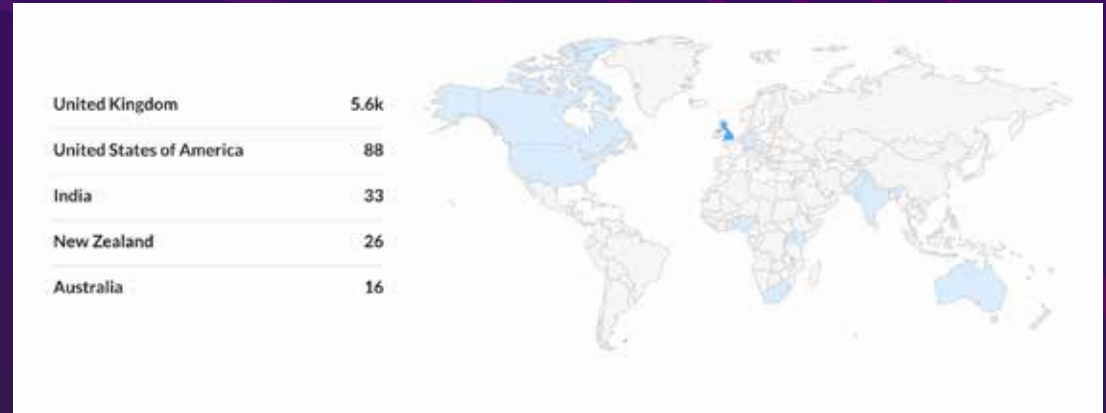
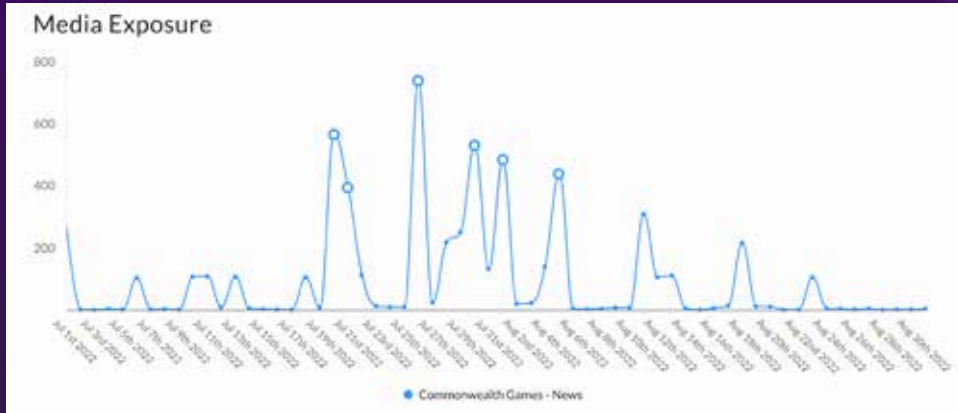
**NEW NEWS**

**Olivia Broom is**

**Loughborough at the Commonwealth Games** [#Lboro2Birm](#)

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# PR PEAKS AND DESTINATIONS.



5850

ARTICLE  
MENTIONS

371

BROADCAST  
MENTIONS

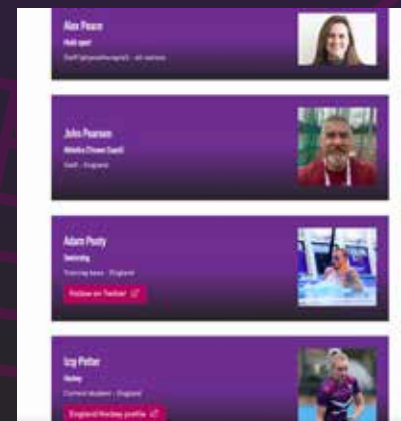
392

BLOG  
MENTIONS

Promotion of athletes' link to the University was a core strategy in gaining mentions in the media through articles and profiles.

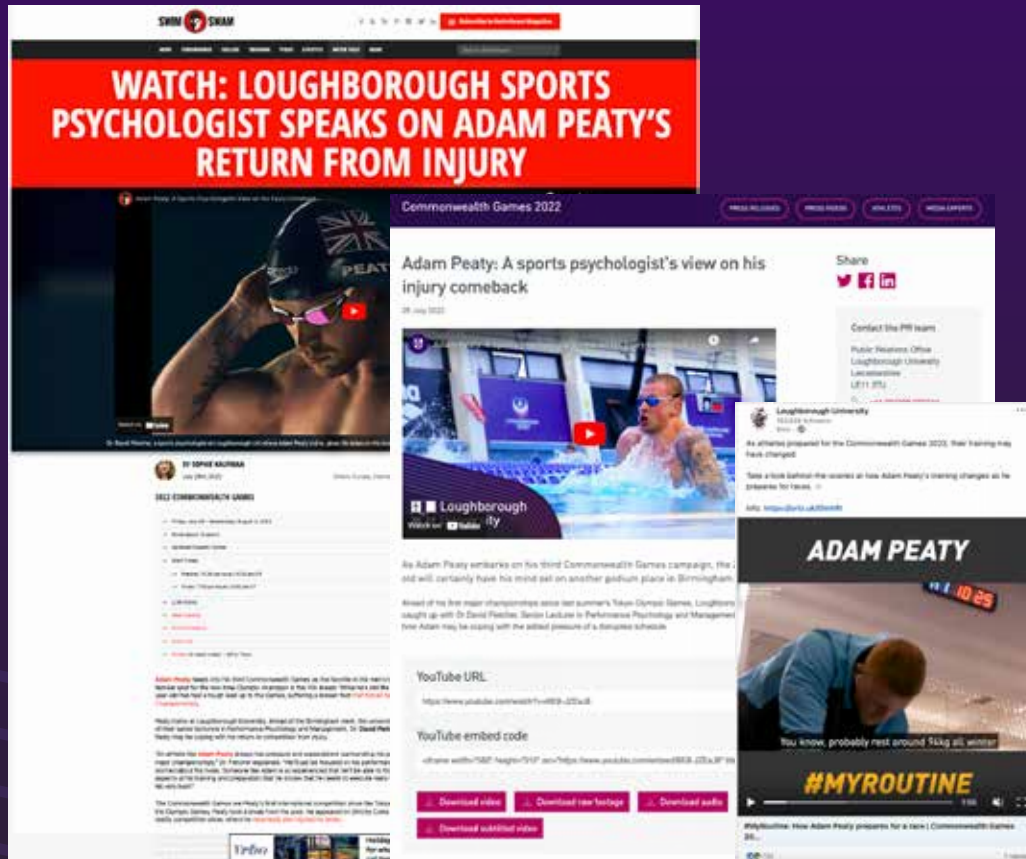
Selling in experts and athlete interviews during the run-up to the competition contributed, targeting athletes' local media and hosting activation events led to increased news appearances.

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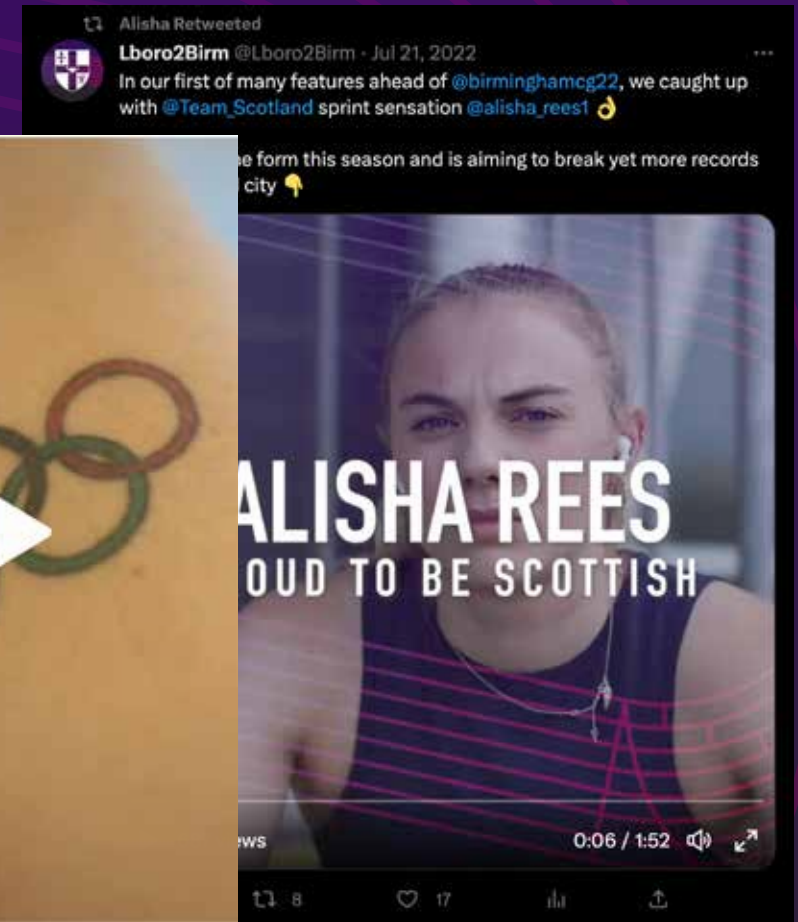




# VIDEO SYNDICATION & ADVOCACY

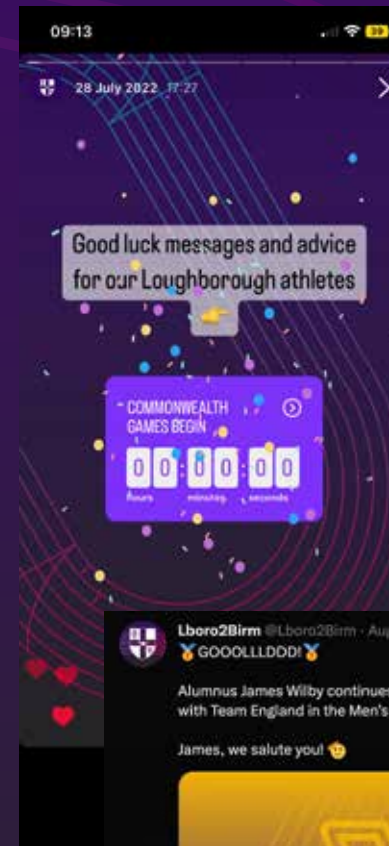


Content, both new and evergreen, was made easily accessible for external media sources and athletes in multiple formats (full, optimised social and subtitled for accessibility). This resulted in campaign video features being embedded on news websites and raw footage utilised on television, such as the baton relay event on campus.



Athlete advocacy was at the forefront of our video strategy, with content provided to athletes directly to launch first on their channels. Links were also provided and athletes were encouraged to share the Loughborough University channels on their feed to expand the audience.

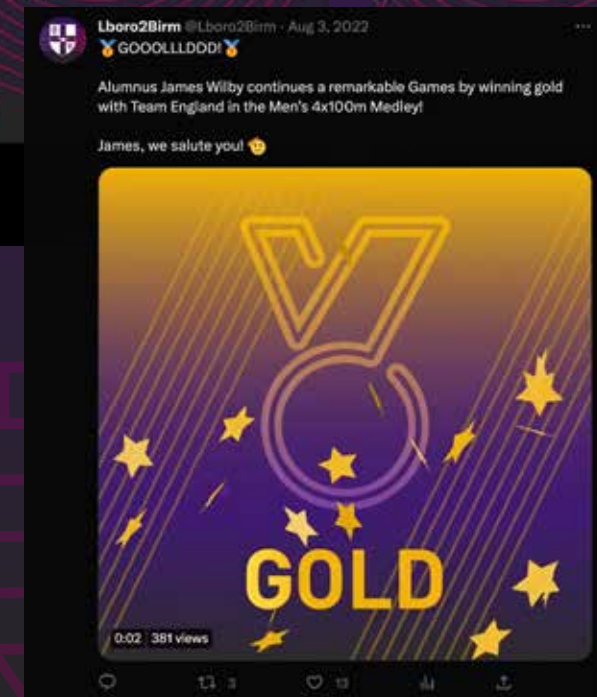
# ENGAGEMENT GOLD.



Our audiences were encouraged to participate in the Games by supporting Loughborough athletes across the university's social channels.

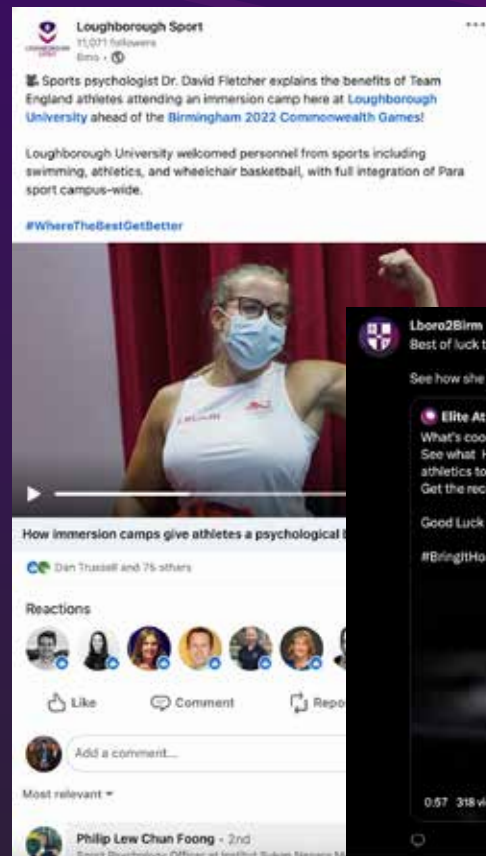
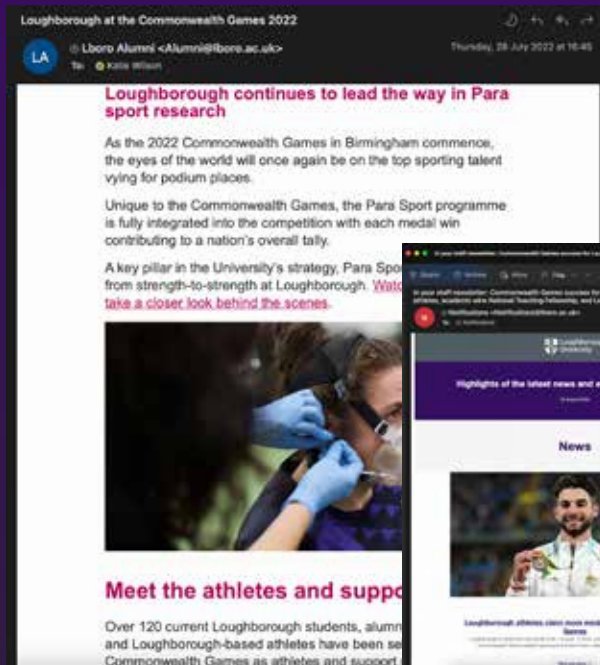
League tables, medal celebrations, event countdowns, athlete features, and interactive story messaging were extremely popular during the event window and built excitement around the Games for those who could not attend.

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# EXISTING PLATFORMS MAXIMISED.



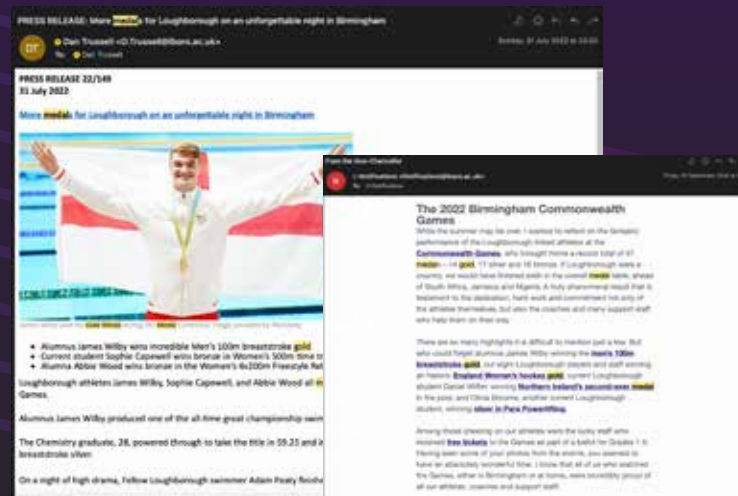
15.2k

ALUMNI NEWSLETTER VIEWS

Content was pushed out to the student, staff and alumni network via mailing lists.

Supporting social media accounts were utilised for expanding the reach of content.

The established Experts in Sport podcast was a key content funnel.



1044

PODCAST VIEWS/  
LISTENS

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