

MEDIA ANALYSIS

Slovenian Tourist Board

Luka 2 Bled Lake

Period: 16 Aug – 25 Sep 2023

I FEEL
SLOVENIA



Executive Summary

Basketball is one of the most popular sports in the world, with some countries having a particularly strong basketball culture, such as the USA with the NBA league. Basketball has a rich history also in Slovenia, with the impressive performance of some of the Slovenian players in the NBA. Slovenian Tourist Board (STO) took this key opportunity to promote Slovenia by liaising with the famous NBA player of Slovenian origin Luka Dončić, and his new sneakers inspired by Bled Lake, which were unveiled at the basketball tournament right in Slovenia.

The campaign generated a buzz across various online outlets. Over 600 articles were published, capturing the attention of more than 280K people. Not stopping there, the campaign spread through social media, resulting in over 12K mentions and the potential to reach nearly 6 million individuals. The impact was enormous, with an estimated total of 30 million views across different platforms. Advertising value equivalent (AVE) reached almost € 4.7 million. Approximately the same amount of funds would have to be spent by STO to achieve the same effect in the form of advertising.

The United States became the foremost contributor of online articles about the event, followed by Slovenia and India. In total, online media content was strongly influenced by press releases issued by STO, with „The Story behind Luka 2 Lake Bled sneakers“ most shared.

The popular post by the Dallas Mavericks basketball team and I feel Slovenia on Instagram proved to be the most influential in terms of audience reach. Popular sports Facebook channels, such as theScore and CBS Sports, also contributed to the campaign's success with their high-visibility posts, which received substantial engagement from the audience.

Facebook emerged as the most dominant social media platform, accounting for 86% of the campaign's total coverage on social media. Also, Instagram worked well to reach the audience who engaged with posts through positive emotions and enthusiastic comments. The most shared hashtag accompanying the event was #ifeelslovenia.

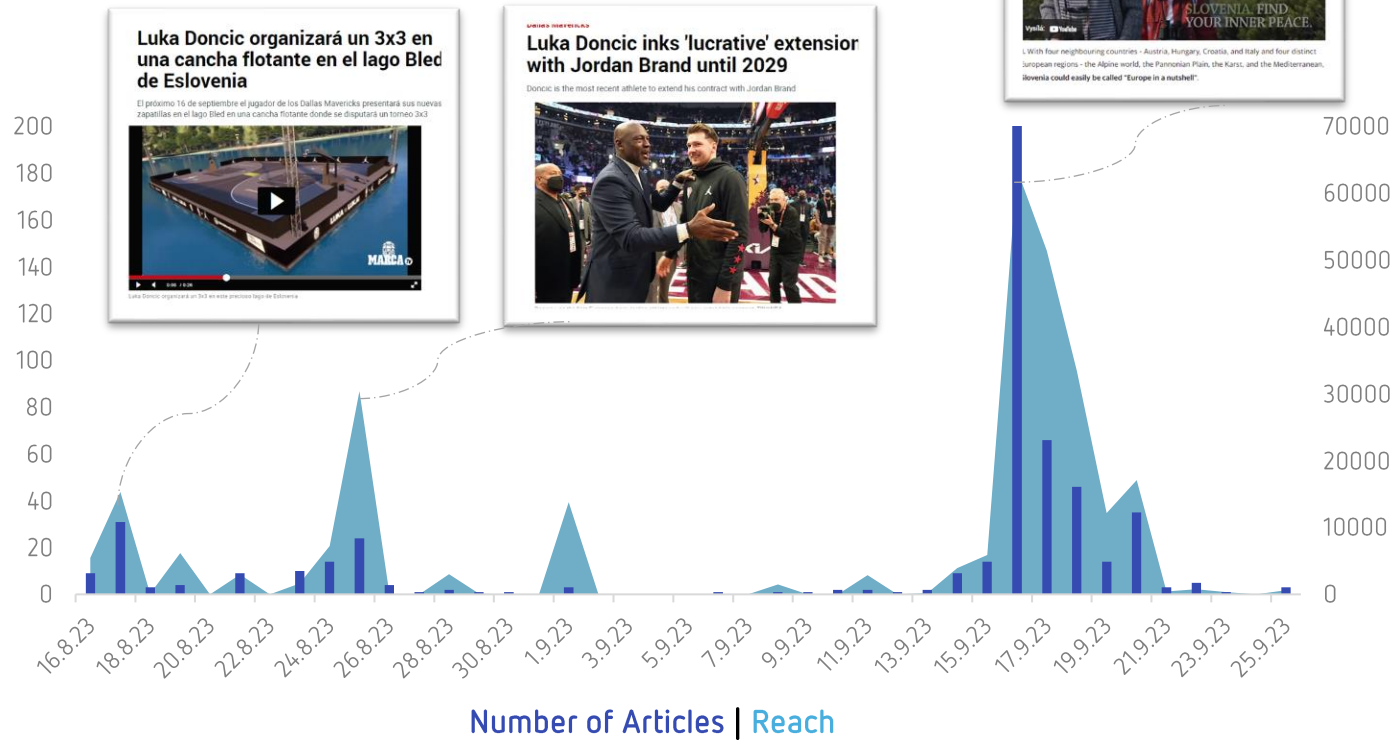
The joint Instagram posts with Dallas Mavericks, Grosbasketshop, BledSlovenia, and Slovenia proved particularly successful, showing that combined efforts with other partners on posts linking to the event can generate significant interest and can get wider traction.

We believe that through the sport liaison, STO made Slovenia a destination worth visiting more than ever before. To improve the reach, personal attendance of Luka Dončić or promotion on his Instagram could be beneficial in the future.



Media Trend

Online Media



616
ARTICLES

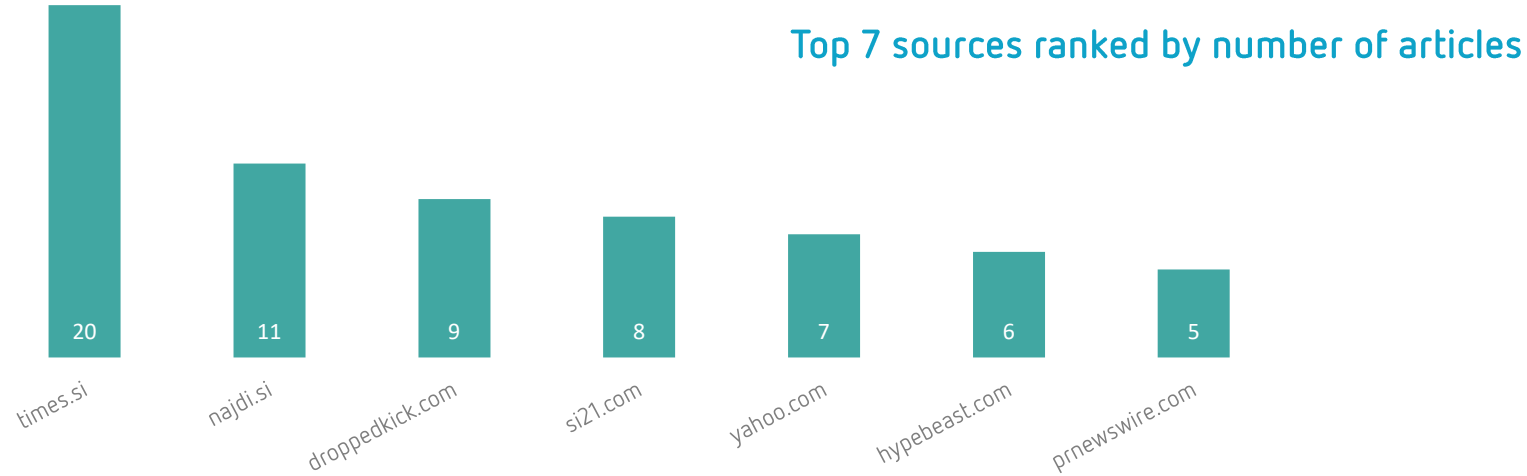
280K
REACH

€ 4.673.813
AVE

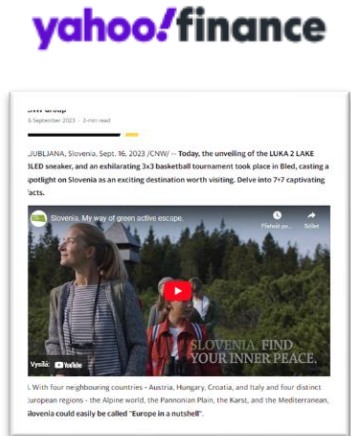
- ✓ The distribution of articles and their reach show that the strongest media coverage came on September 16, when the event took place.
- ✓ Smaller peaks in August were driven by the announcement of the upcoming sports event.
- ✓ In total, the event coverage was influenced by press releases issued by the Slovenian Tourism Board.
- ✓ The potential reach of the event in online media was 280K people.
- ✓ AVE value reached almost 4.7 million euros.

*Average Reach is an average of the number of people estimated to have seen a given post from a source. The calculation looks at the reach of mentions from the source within the given period. Reach itself is calculated using metrics such as followers, engagement, page ranks and estimated views.

Top Sources



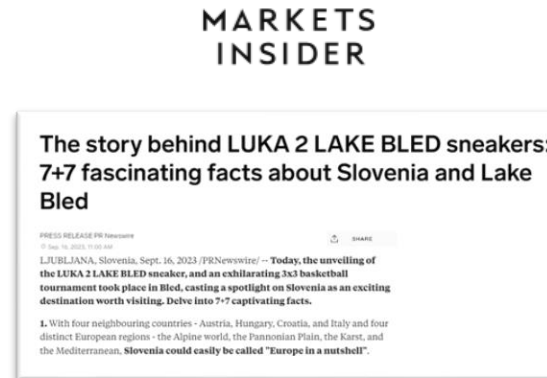
Top articles ranked by Reach



Reach 4,9K



Reach 4,6K



Reach 4,2K

TIMES.SI Most articles

- ✓ The most influential media outlets in terms of volume and reach of articles were based in Slovenia, the USA, and the UK.
- ✓ They all worked with press releases launched by the Slovenian Tourism Board.
- ✓ In terms of the type of online media, both news and sports outlets were interested in the event.
- ✓ Thanks to the new Jordan sneakers promotion, online sneaker retailers (droppedkick.com, Market Insider), or fashion-oriented magazines (hypebeast.com) reported on the sporting event.

Top 3 Markets



Number of articles about the Luka 2 Bled Lake event

USA

290
ARTICLES

Slovenia

90
ARTICLES

India

32
ARTICLES

Topics & News examples

The American content was more varied – some journalists wrote about the extension of the partnership between Doncic and Jordan Brand, describing the sports shoe features.

Slovenian outlets emphasized Luka Doncic's promotion of Slovenia through the tournament on Bled where he also promoted sneakers named Luka Bled.

The sneakers were in the spotlight, with the colour combination and the name paying homage to the Slovenian icon Lake Bled.

Most of the articles published in India were inspired by the press release „The Story behind Luka 2 Lake Bled sneakers“, and came from September.

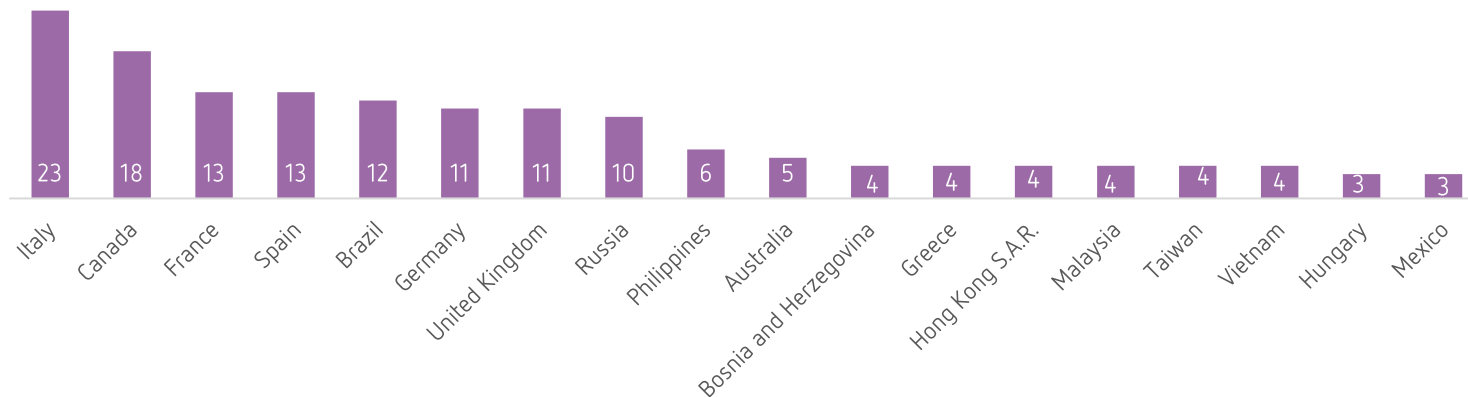
USA Top Market

Most online articles mentioning the basketball tournament on Bled Lake came from the USA, followed by Slovenia and India.

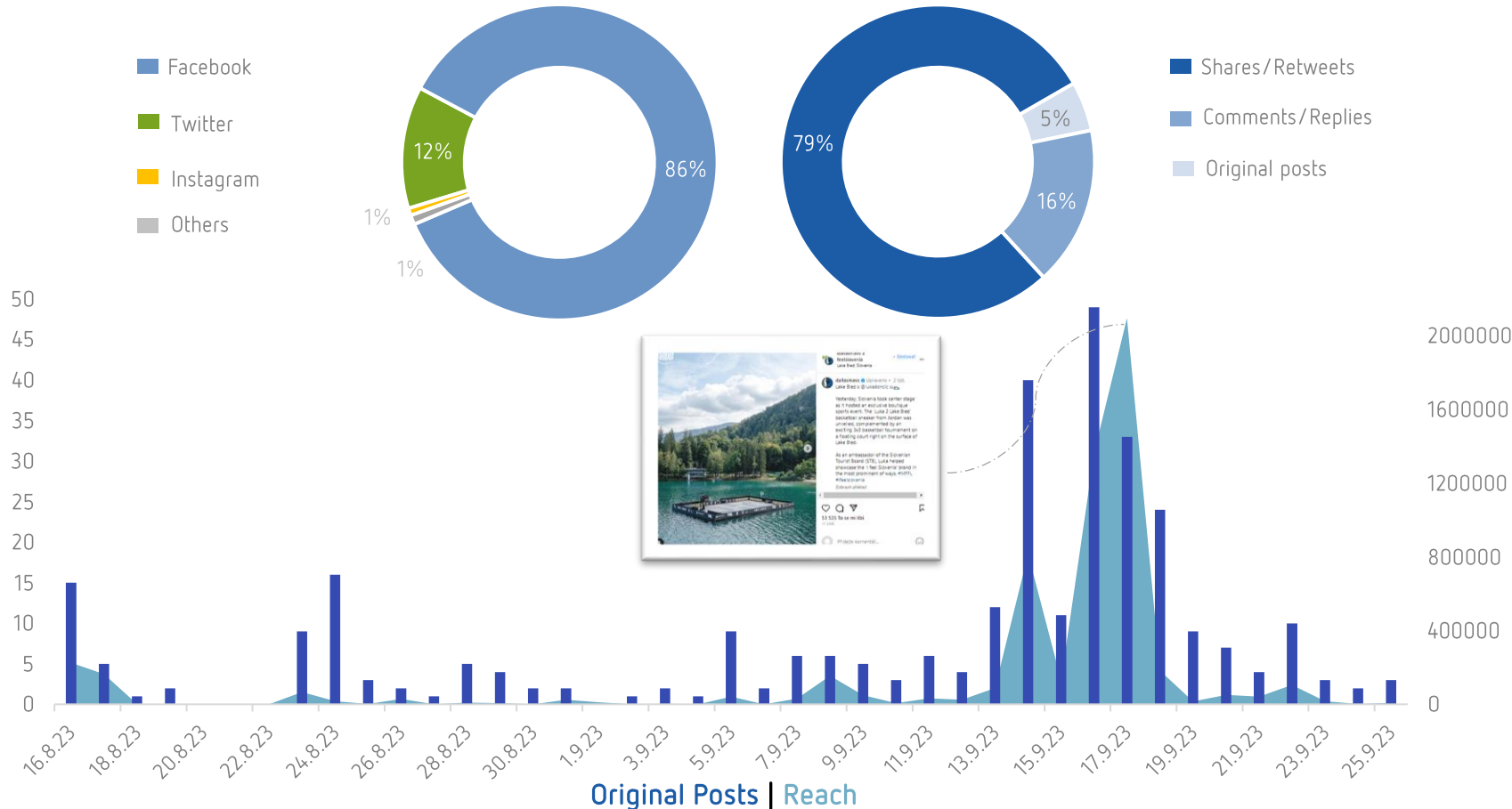
Comparing the top three countries, Slovenian outlets reported on the event with more details, adding Doncic's achievements and personal life. Overall, most of the online media content was inspired by the press release „The Story behind Luka 2 Lake Bled sneakers“.

Luka Dončić was the star of the event, with 511 articles mentioning his name, although he finally did not attend the tournament. Other representatives such as Maja Pak (8), Artur Mužič (8), Anton Mežan (6), Akos Miller (6), and Blaž Veber (6) emerged on Slovenian outlets.

Other Markets



Social Media Buzz



12 523 MENTIONS

~ 5,84M + REACH

- ✓ On social media, we registered more than 12K mentions about the basketball event on „the floating court“. Thanks to the number of Shares, Facebook channel was the most dominant, with 86% of the total coverage, followed by Twitter and Instagram.
- ✓ Instagram also worked well to reach the audience, who interacted with the posts, especially through Likes.
- ✓ Comments or replies accounted for 16 % of total mentions, with people admiring the beauties of Bled Lake.
- ✓ Considering positive reactions and enthusiastic responses on social media, the sports event could potentially target nearly 6 million individuals, with some Instagram and Facebook accounts contributing the most – for influencers please see the next slide.

*Average Reach is an average of the number of people estimated to have seen a given post from a source. The calculation looks at the reach of mentions from the source within the given period. Reach itself is calculated using metrics such as followers, engagement, page ranks and estimated views.

Top Influencers

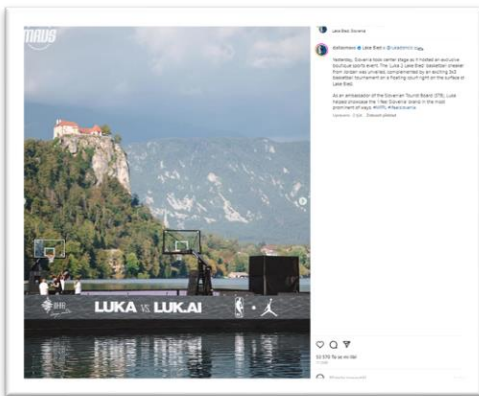
1



@DallasMavs & @FeelSlovenia

Followers 3,7M

Followers 262K

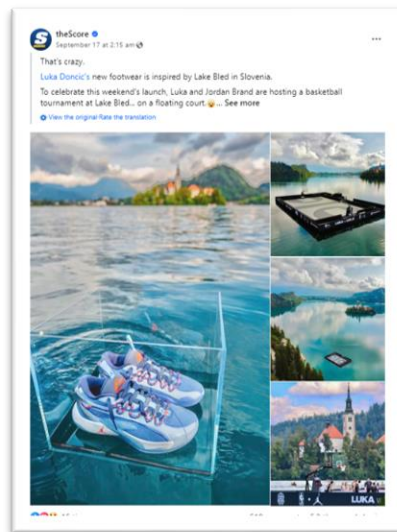


Reach 1,1M

2



theScore
Followers 4,8M

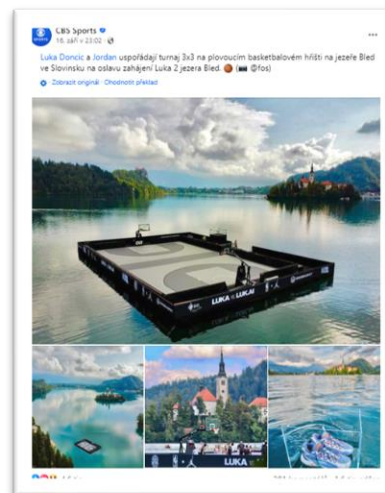


Reach 304K

3



CBS Sports
Followers 4M



Reach 133K

The most influential authors consisted of organizations, with sports channels and sneaker dealers topping the list.

The Dallas Mavericks basketball team and FeelSlovenia issued the most influential post, in terms of the potential reach of the audience. Although both authors shared the event on all their platforms, the highest reach was registered on a joint Instagram post. The audience engaged with the post with more than 50K Likes. Some enthusiastic comments about „the coolest campaign ever“ were registered.

Also, Luka Dončić's Twitter account (Luk_AI) and merchandiser LukaDonKicks contributed to the campaign's visibility.



newton media

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