lotto
SOUDAL
lotto
Fix
ALL
Paris-Nice 2016

2

One race a year ...

by UCI regulations, a WorldTour cycling team can change its name. During Paris-Nice 2016, **Lotto Soudal** rode under the team name **Lotto Fix ALL**, highlighting Soudal's most globalized brand: the glue kit named Fix ALL®. This was activated 360°.

Sports comes first

With 22 teams competing, **Lotto Fix ALL** won 1 race out of 7 with Tim Wellens (one race was canceled due to poor weather conditions). The prestigious last race finished on the Promenade des Anglais in Nice. On Wednesday's race our sprint bomb André Greipel finished in 3rd position (even with 3 broken ribs!). Not forgetting Thomas De Gendt, who was one of the most attacking riders of Paris-Nice, ending up in 3rd position in the mountain classification. And finally, Tony Gallopin rode an impressive Paris Nice race, leading him to 8th place in the final GC!

Tim Wellens

André Greipel

Thomas De Gendt

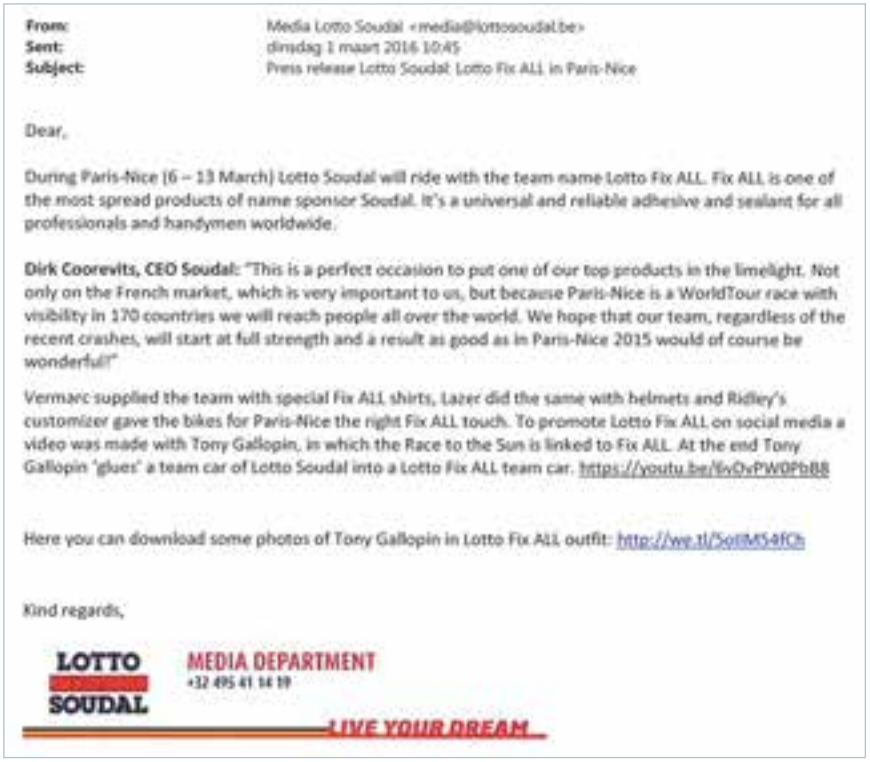
Tony Gallopin

LOTTO
Fix All

Lotto
Fix All

PARIS
NICE

MEDIA exposure



From: Media Lotto Soudal <media@lottosoudal.be>
Sent: dinsdag 1 maart 2016 10:45
Subject: Press release Lotto Soudal: Lotto Fix ALL in Paris-Nice

Dear,

During Paris-Nice (6 – 13 March) Lotto Soudal will ride with the team name Lotto Fix ALL. Fix ALL is one of the most spread products of name sponsor Soudal. It's a universal and reliable adhesive and sealant for all professionals and handymen worldwide.

Dirk Coorevits, CEO Soudal: "This is a perfect occasion to put one of our top products in the limelight. Not only on the French market, which is very important to us, but because Paris-Nice is a WorldTour race with visibility in 170 countries we will reach people all over the world. We hope that our team, regardless of the recent crashes, will start at full strength and a result as good as in Paris-Nice 2015 would of course be wonderful!"

Vermarc supplied the team with special Fix ALL shirts, Lazer did the same with helmets and Ridley's customizer gave the bikes for Paris-Nice the right Fix ALL touch. To promote Lotto Fix ALL on social media a video was made with Tony Gallopin, in which the Race to the Sun is linked to Fix ALL. At the end Tony Gallopin 'glues' a team car of Lotto Soudal into a Lotto Fix ALL team car. https://youtu.be/6vOvPW0Pb88

Here you can download some photos of Tony Gallopin in Lotto Fix ALL outfit: http://we.tl/5otIM54fCh

Kind regards,

LOTTO SOUDAL
MEDIA DEPARTMENT
+32 495 41 54 59
LIVE YOUR DREAM

Paris-Nice is covered **in 170 countries world-wide**. That combined with the sportive success, with a press campaign in close co-operation with the team press communications staff, with our new name and team outfit (we practically FORCED the international press to explain to their audience who this 'new' team was!) lead to **enormous coverage**.

18 | GAZET VAN ANTWERPEN | SPORT

Wielrennen

Tim Wellens neemt na uitschuiver van zaterdag revanche op Promenade des Anglais

Van de hel naar de hemel

VÉLO

L'équipe Lotto-Soudal rebaptisée Lotto Fix ALL pour Paris-Nice

TOPVÉLO

16 SPORTWERELD WOENSDAG 2 MAART 2016

Lotto-Soudal wordt (eventjes) Lotto-Fix All

Lotto-Soudal zal in Parijs-Nice in een andere trui en onder een andere naam rijden. De rode truitjes krijgen acht dagen lang een dominante grijsblauwe kleur, zoals Tony Gallopin (foto) demonstreert, en op het shirt en de volgwagens zal niet Lotto-Soudal prijken, maar wel Lotto-Fix All. Reden: Fix-All is één van de meest verspreide producten van hoofdsponsor Soudal. Via Parijs-Nice, dat zondag begint, wil Soudal de bekendheid van het product vergroten. (WVD)

WIELRENNEN KORT

Lotto-Soudal zal in Parijs-Nice (6-13 maart) rondrijden als Lotto Fix All. Daarmee wil de ploeg de lijmkit van co-sponsor Soudal promoten op de belangrijke Franse markt. ★ **Philippe Gilbert** (BMC) onthulde in Valkenburg een plaquette ter ere van zichzelf in de mergelgrotten onder de Cauberg. Gilbert heeft een speciale band met Nederlands beroemdste wielerheuvel. Hij won er al drie keer Gold Race en werd er in 12 wereldkampioen ★ **Ivel Landa** (Astana) is gesteld van de griep die hem de Ronde van Valencia en Sol hield, maar heeft een zicht op een terugkeer in competitie ★ **Andrea Guardini** (Astana) won de zevende en voorlaatste rit in de Ronde van Langkawi. **Reinardt Janse van Rensburg** (Dimension Data) begint als leider aan de slotdag ★ **Chris Froome** wil Sky-ploegmaat **Geraint Thomas** in de olympische wegrit in Rio aan een medaille helpen, als tegenprestatie voor diens knechtenwerk in de Tour ★ **Sven Nys** blijft zich uitsloven om **Lars Boom** (Astana) naar Telenet-Fidea te halen. De Nederlander zou naar verluidt steeds harder denken aan een terugkeer in het veld. *(JDK)*

PARIJS-NICE

Beresterke Tim Wellens wint slotrit

SPORT 18-19

HET BELANG VAN LIMBURG WOENSDAG 2 MAART 2016

WIELRENNEN

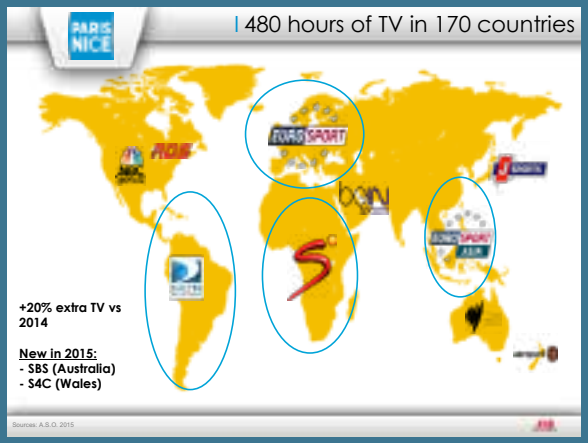
Capiot: buikgriep - Bij Topsport Vlaanderen zijn Kenneth Van Rooy, Dries Van Gestel, Amaury Capiot, Bert Van Lerberghe en Preben Van Hecke out met buikgriep. (WVD)

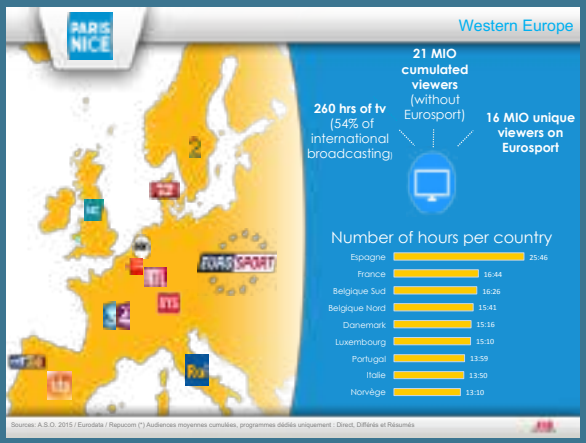
Lotto-Soudal in het grijs - Lotto-Soudal rijdt Parijs-Nice in een andere trui en onder een andere naam. De rode truitjes krijgen acht dagen lang een dominante grijs-blauwe kleur en op het shirt en de volgwagens zal niet Lotto-Soudal prijken, maar wel Lotto-Fix All. Reden: Fix-All is één van de meest verspreide producten van hoofdsponsor Soudal. Via Parijs-Nice, dat zondag begint, wil Soudal de bekendheid van het product vergroten. (WVD)

MEDIA exposure: TV

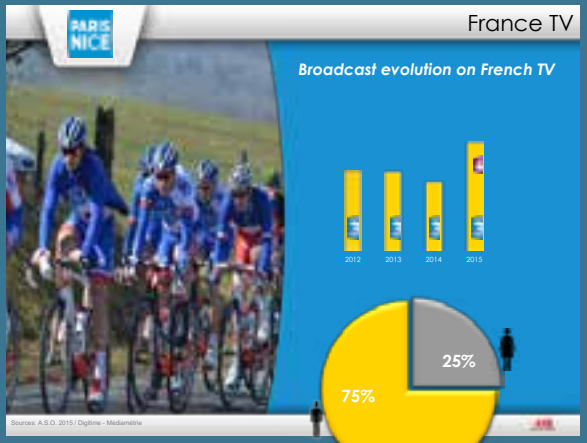
French national tv (with former Lotto Soudal Lady Marion Rousse) recognizes a tenfold Tour de France stage winner (André Greipel) in a remarkable new outfit.

Who are these guys in those new outfits?





Thomas De Gendt in the attack again!



MEDIA exposure: TV

'Jonge Benen': 5'10'' coverage in prime-time 'Iedereen Beroemd' on Flemish TV

Eurosport, les Rois de la Pédale, 13/03/2016

Tim Wellens 'Fixed' it !

Fix ALL® is live victorious
on millions of tv's worldwide!

MEDIA exposure: online

SPORT WERELD
NIEUWS
SPORT
REGIO
EXTRA
SHE.
VIDEO
Dit was er hip toen Sven Nys zijn eerste profzege behaalde
Official website
Nairo Quintana, nuevo líder de la Volta
Lotto rijdt Parijs-Nice met grijze shirts en met andere sponsor
"Jonge Benen" zijn zondagskinderen: ze winnen drie zondagen op een rij
sporza
"Mijn Parijs-Nice is gered"
Herbekijk de triomftocht van Tim Wellens in Parijs-Nice
Wielerflits
Wellens verlengt contract bij Lotto Soudal

Online activation focus

Anno 2016, **50% of all sponsoring activation worldwide will be online**. This insight, combined with the fact that Paris-Nice is very limited in time (6 to 13 March) made Soudal focus its activation online.

- Facebook advertising
- Viral movie
- Youtube advertising
- Instagram
- Twitter frenzy!
- Webshop
- Facebook coverage
- Fix ALL Facebook competition

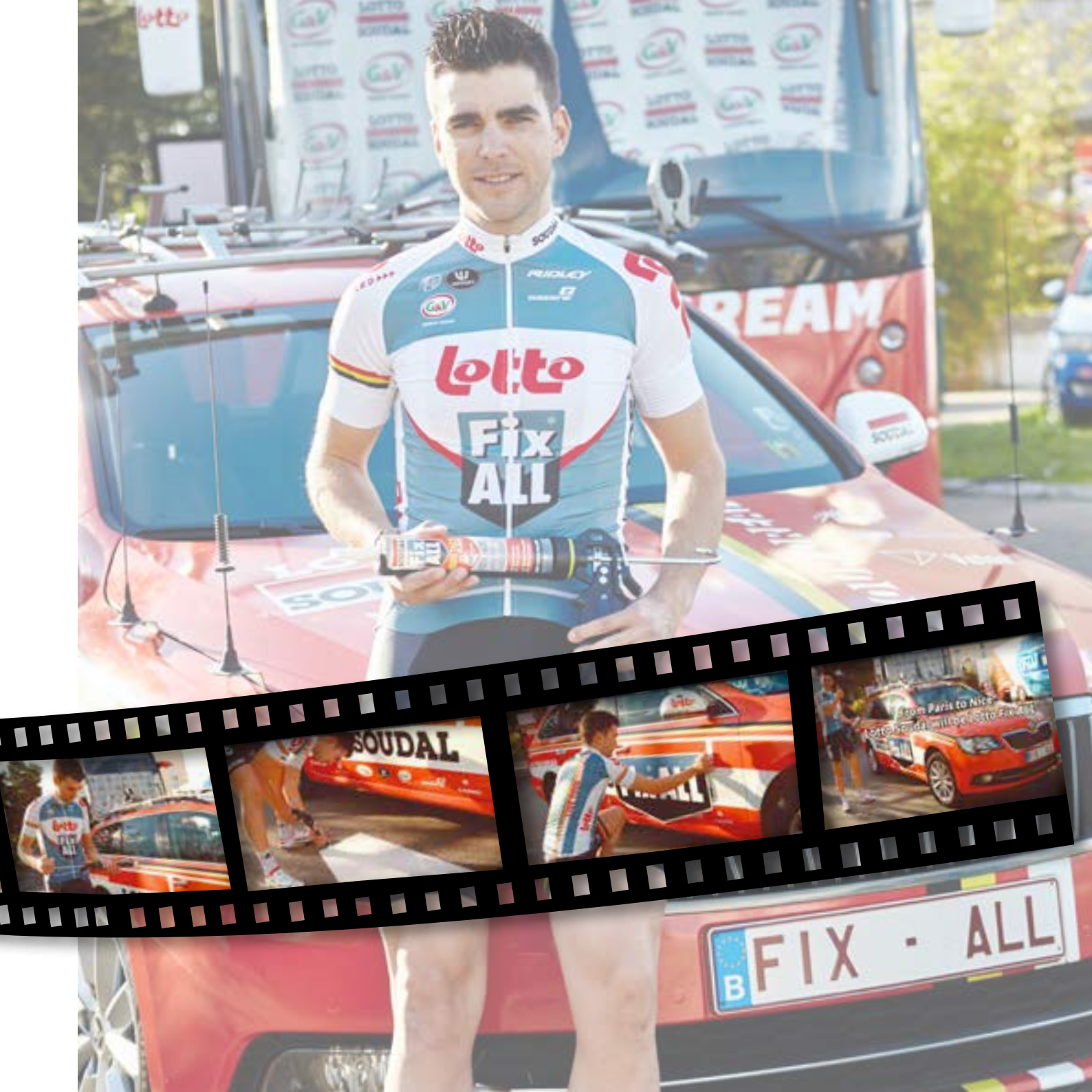
Facebook advertising

Visibility: 3.414.116 banner views
in Belgium, Luxemburg and France

Viral **MOVIE**

For the launch of Lotto Fix ALL®, a one minute movie was made starring two heroes: the newly launched Fix ALL® High Tack Clear cartridge rolling its way from Paris to Nice, and 2015 Paris-Nice queen stage winner Tony Gallopin, using the cartridge to 'glue' a Lotto Soudal team car into a Lotto Fix ALL® one. A low budget movie with wide audience visibility on Youtube, Facebook, Twitter and mainstream online sports media that adopted the movie.

Fix ALL® goes Nice


lotto
Fix
ALL
SOUDAL
FIX · ALL

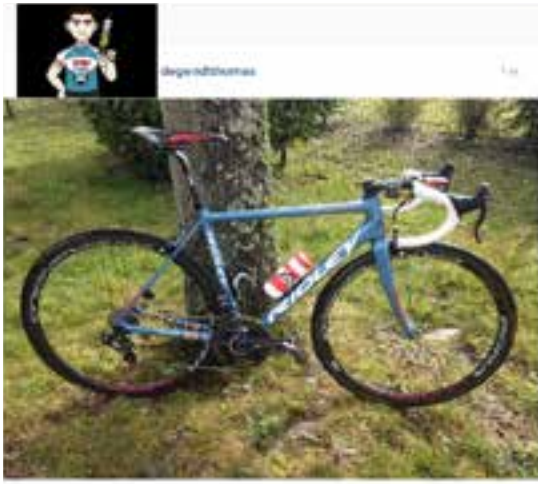
YouTube advertising

12 days Fix ALL trailer on Youtube (3 – 14 March)

- Trailer = last 5 sec of our Youtube movie 'Fix ALL® goes Nice' (Tony Gallopin picking up the rolling Fix ALL® cartridge and fixing the Fix ALL® logo on the team car)
- After 5 sec the viewer can click-away
- 668.692 short trailer views, of whom 76.365 stayed to enjoy the full 'Fix ALL® goes Nice' movie

VIEWS	
5 sec	668.692
25%	156.206
50%	111.605
75%	92.682
100%	76.365

Instagram post



Twitter frenzy!

Twitter frenzy!

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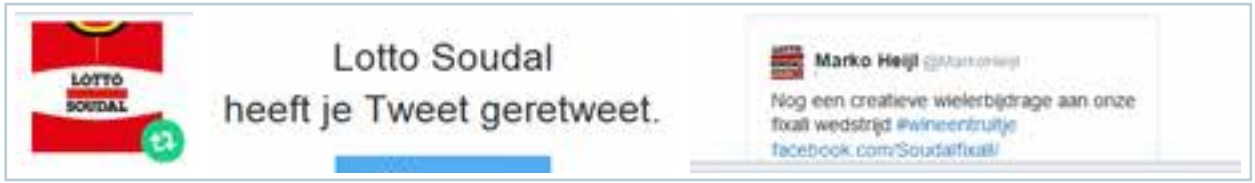
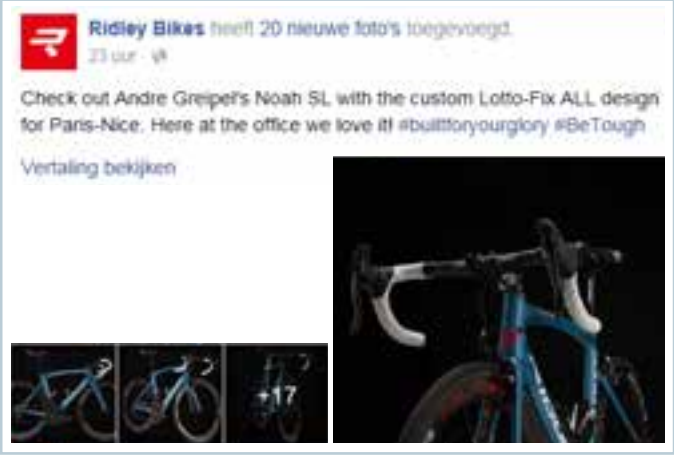
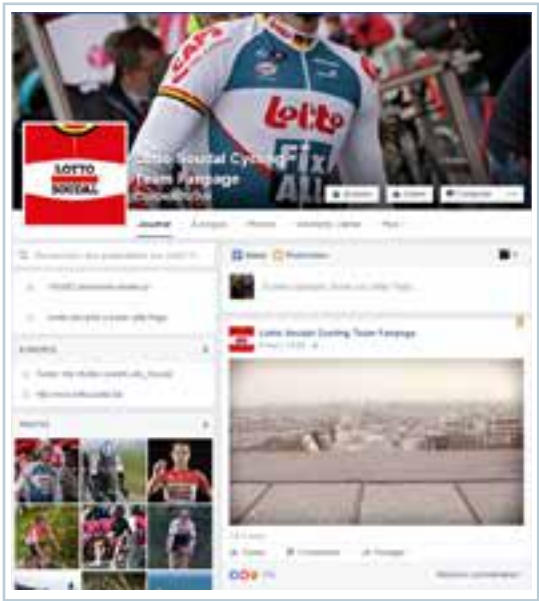
Twitter frenzy!



Twitter frenzy!





Twitter frenzy!

Webshop Lotto Soudal

www.lottosoudalshop.be

The unique Lotto Fix ALL jersey was sold exclusively on the webshop, with only 20 available! A true collector's item.

Facebook coverage

Facebook competition

Be creative with Fix ALL® and WIN!

In order to create extra buzz and to give everybody the chance to win a unique and signed Lotto Fix ALL® shirt, we organized a Facebook Competition on our Dutch, French and English Facebook pages.

Facebook competition

Event activation

Fix ALL stand @Nice Bike Festival

- Location: Promenade des Anglais, Nice
- Date: 12 + 13 March (last two days of Paris-Nice).
- Animation for cycling fans, giving them the opportunity to race on a 'fixed' bike against one of our on-screen riders, with possibility to win a team bottle, a team car sticker or a Lotto Fix ALL® jersey.

Event activation

Hospitality

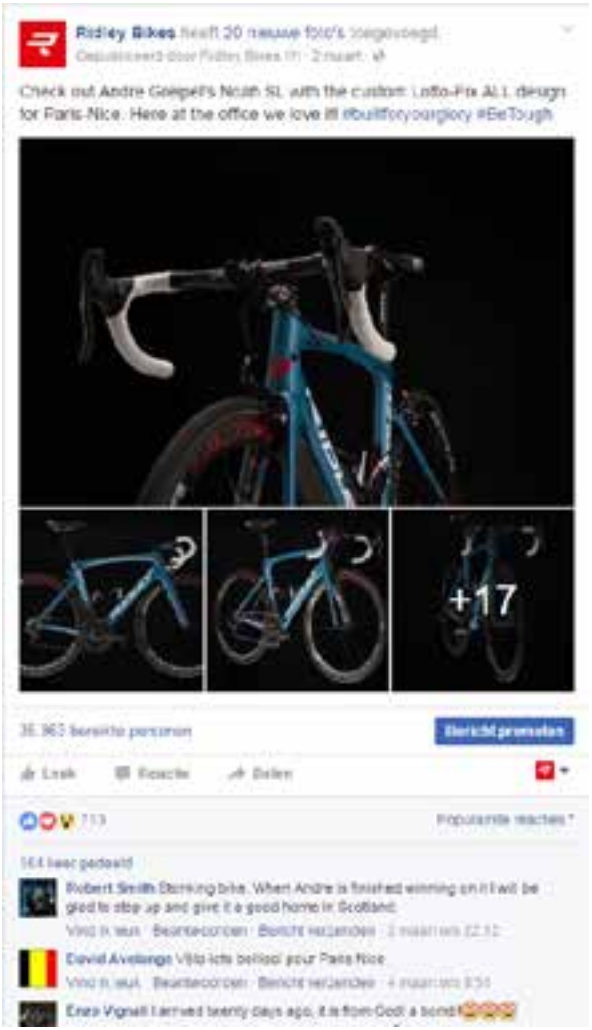
We invited some important Fix ALL® clients for **the cycling experience of a lifetime!**

a **Creative wink** by Adam Hansen

Lotto Fix ALL® Paris-Nice rider Adam Hansen is not only a genuine sports hero – he is the first cyclist ever to finish 13 consecutive grand tours – he is also an IT wizard and a keen creative. While the original Lotto Fix ALL® avatars were made by Japanese Lotto Soudal fan Midori Yamada, Adam made up his own Fix ALL® alter ego: **the Adam Hansen Lotto Fix ALL® Minion**.

The **Ridley** Fix ALL **bike**

- Our sponsor partner and official team supplier Ridley used its customizer to create a special Lotto Fix ALL Paris-Nice bike for the team. The bike was so 'wanted' by cycling fans and collectors that Ridley commercialized it in a limited edition promotion.



motopaeta Color of my eyes! Get to have one! Really stand out. Piece of art. @ridley_bikes

j2_24 Cool! Really awesome bike... i wish i could have one...

erikwaldner Perfect!

albertoranchero Gorgeous!

ali.garoussi

Lotto Fix ALL **heritage**

- The range of the Lotto Fix ALL activation exceeds Paris-Nice 2016, and was given a more eternal dimension by…

Fix ALL calendar 2017

The Lotto Fix ALL sponsorship case booklet

The entrance of Soudal headquarters in Turnhout

Wielermuseum Roeselare

The Lotto Fix ALL shirt even made it into the collection of a cycling museum!

Sunday night March 13th, after the last stage...

Thanks @Lotto Fix ALL !

Lars Bak

Thomas De Gendt

Tony Gallopin

André Greipel

Adam Hansen

Marcel Sieberg

Jelle Vanendert

Tim Wellens

LIVE YOUR DREAM

ONTW1783