

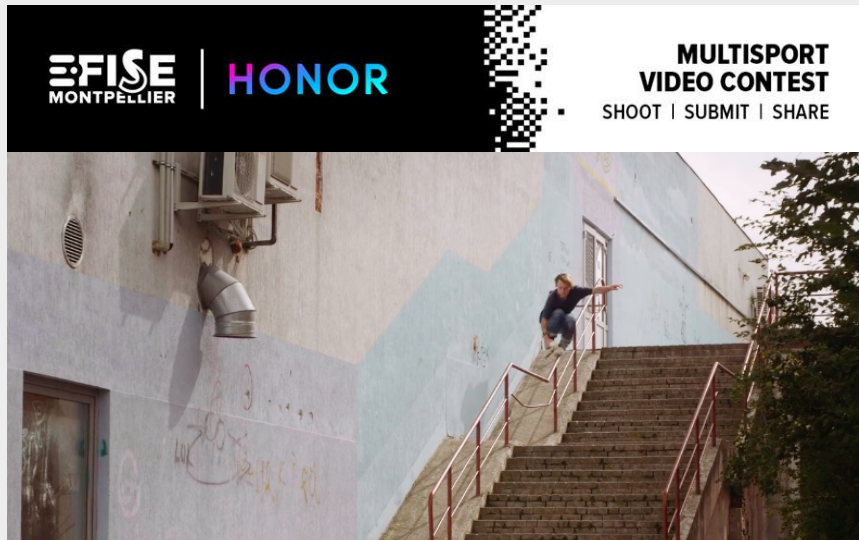
Big numbers for the first edition - Preview

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22 octobre 2020 à 16:12

Press release

Pas d'images ? [Version web](#)



E-FISE Montpellier by HONOR 2020 A huge riders engagement and fan support Get a look at the 2020's biggest worldwide event numbers

With more than 1,300 videos submitted by athletes from 85 different nationalities, 500,000 public votes and more than 20 Millions video views, the first edition of E-FISE Montpellier by HONOR went big all around the world!

E-FISE MONTPELLIER BY HONOR WEBSITE

During a time of content overload, E-FISE offered the world something extremely valuable: real emotion.

A truly ground-breaking and global campaign, it overcame the barriers presented by COVID-19 to benefit the riders, fans and sponsors.

The foundations have been laid, and the sporting world, athletes, and highly engaged fans eagerly await what's next for E-FISE.

INSPIRING FANS AROUND THE WORLD

Innovative Campaign

The campaign pushed creative and technological boundaries. The results?

- 179.7 million fans potentially saw E-FISE content
- 1,314 video entries were submitted by pro and amateur athletes
- 3,943,317 E-FISE website page views
- 502,300 fans voted

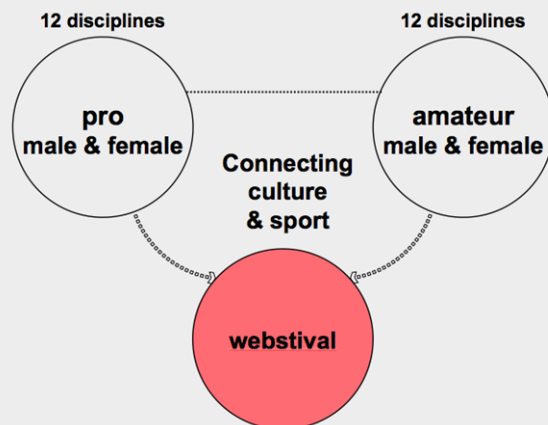
High Brand Engagement

E-FISE demonstrated the unparalleled power of digital platforms to generate high reach and engagement with current/potential fans and consumers.

Results

The unique and inclusive mix of competition, culture and lifestyle engaged the action sports community like never before.

TO DELIVER THE WORLD'S LARGEST ONLINE ACTION SPORTS EVENT



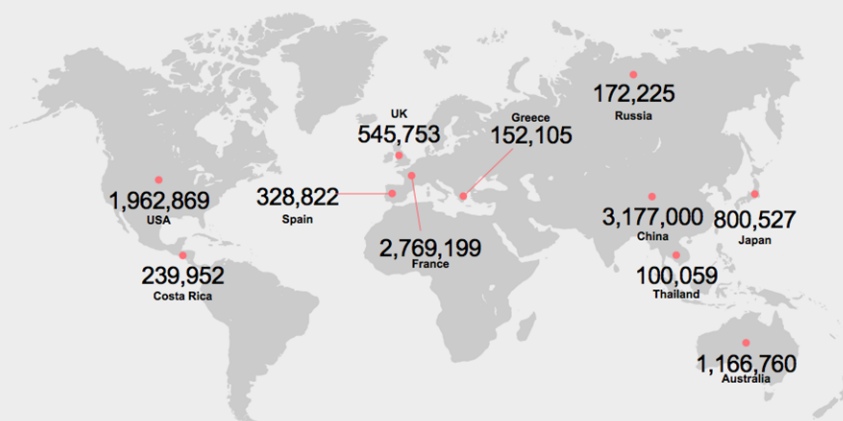
E-FISE received entries for a range of disciplines from many of the world's biggest stars and up-and-coming amateurs, who gave sponsors invaluable brand association with the beating heart of urban sports.

WITH SIMPLE, FRESH, UNIQUE CONTENT & CREATIVE

Activated across earned & owned platforms :

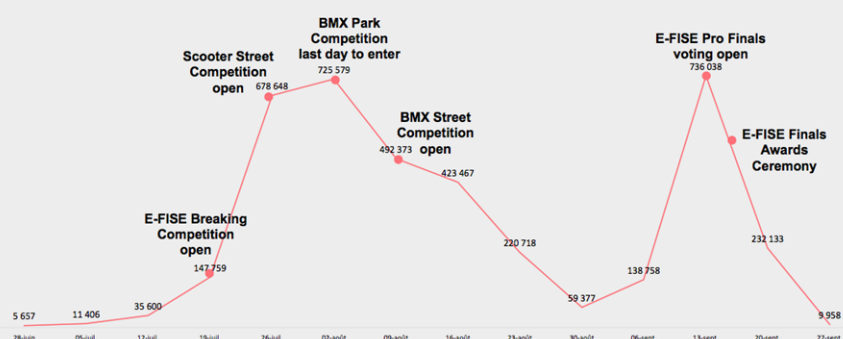
- Twitter
- Facebook
- Instagram
- Industry media
- Daily Motion
- Youtube
- Twitch
- General media

ENSURING MILLIONS OF FANS SAW E-FISE CONTENT



AND DRIVING THEM TO THE E-FISE WEBSITE

E-FISE website page views



Generating over 500,000 votes from all over the world :

France (representing 20% of the votes), Colombia and USA (8%), Mexico (7%), Russia (5%), Argentina, UK and Japan (4%), ...

Delivering huge fan engagement :

- 502.3k fans voted
- 20.0m total video views
- 1.7m total engagement

Creating unrivalled value to sponsors :

- 4.0m E-FISE website page views
- 179.7m total impressions
- 14.1m total views

**GET THE FULL NUMBERS
REPORT HERE**

**GET THE BEST MEDIA
COVERAGE HERE**

WHAT'S NEXT

Stocked by this first edition, E-FISE team is starting in November 2020 the E-FISE Montpellier Battle Of The Nation, to keep on bringing fans the very best urban sports actions.

MORE ABOUT BATTLE OF THE NATIONS HERE



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