

How Does Australia's Largest Marathon Use Enhanced Insights to Increase Race-Day Engagement?

Improving the overall marathon experience for 35,000 participants and their supporters

The Medibank Melbourne Marathon, run by IMG, is the largest marathon festival in Australia and has been a staple for the people of Melbourne for more than 40 years. Since the festival's inception in 1978, participant expectations and technologies for race supporters and runners have continuously advanced. IMG aimed to exceed expectations by bringing the event into the digital world and improving the overall experience – from preevent marketing outreach and registration through postevent insights. To succeed, IMG needed to use cutting-edge technologies that could **turn 40 years of historical race data into meaningful insights** and a dashboard that could provide real-time analytics to runners and their supporters.

THE BEST RUN



IMG turned historical data into actionable insights – increasing engagement before, during, and after the race.

IMG used a **design-led SAP® Leonardo approach** in its eight-week project to extend the Medibank Melbourne Marathon's experience into the digital realm, which allowed the company to:

- Turn 40 years of historical race data into meaningful insights, and then use those insights to detect patterns that improved preevent marketing communications
- Enhance the overall race-day experience with a digital leader board and dashboards that support the stadium supporters' and virtual supporters' experiences, using the real-time runner tracker data from timing devices worn by participants
- Provide real-time race insights on a live leader board created with the application development capabilities of SAP Cloud Platform
- Increase the online live-race video average viewing time from 29 seconds in 2017 to 8 minutes and 30 seconds in 2018
- Boost engagement with younger generations by enabling them to share their race experiences on various social media platforms

“We were able to increase overall engagement and transform both the in-race runner experience and the digital supporter experience – all by **leveraging the Internet of Things and public APIs from SAP.**”

Olivia Ientile, Senior Consumer Marketing Director, IMG



IMG

IMG
Melbourne, Australia

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Sports and
entertainment

Employees
>5,000

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