

IM24CA Marketing & Communications 2020

Annual General Meeting 2020

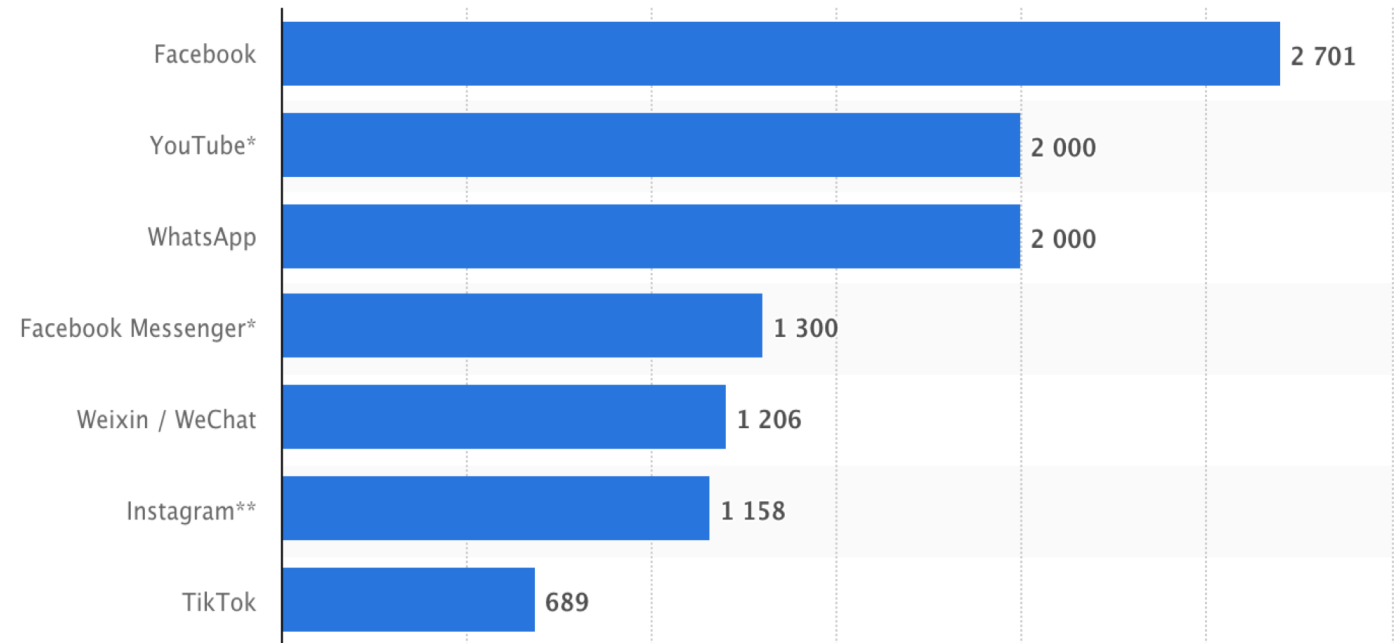


MELGES²⁴
INTERNATIONAL MELGES 24 CLASS ASSOCIATION

Trends

- An average of **3 hours are spent per day** per person on social networks and messaging in 2020
- Notably a monumental increase in online and digital activities during the COVID-19 lockdown period.
- **Facebook** has been dominating for a decade and remains the most widely used social media platform.

Most popular social networks worldwide as of July 2020, ranked by number of active users
(in millions)























Melges 24 Media Channels

- Website
- Social media
 - ↑ • Facebook
 - ↑ • Instagram
 - ↑ • Flickr
 - ↓ • YouTube
 - ↓ • Twitter
- Direct mailing, news and PR



Melges24.com statistics

Country	Users	% Users
1.  United States	6,270	 34.38%
2.  Italy	1,963	 10.76%
3.  Germany	1,477	 8.10%
4.  Canada	982	 5.38%
5.  United Kingdom	708	 3.88%
6.  Estonia	676	 3.71%
7.  Australia	495	 2.71%
8.  Sweden	414	 2.27%
9.  Switzerland	402	 2.20%
10.  France	351	 1.92%

Comparing with Top 10 of 2019

1. USA – 31,97% 
2. Italy – 13,6 %
3. Germany – 6,26%
4. Canada
5. UK
6. Sweden
7. Norway
8. Denmark
9. Hungary
10. France

Melges24.com statistics since Feb 16, 2020

8,5 months

Because we have the statistics for new website since Feb 16 for 8,5 months, then according to current numbers calculated them to full year would show a nice growth in visitor statistics.

2019 full year vs 2020 8,5 months

% - predicted statistics of full year

	2019	2020	
Unique users	20,334	18,360	+27%
New users	19,985	17,920	+26%
Avg session dur	2.36	2.46	
Sessions	36,584	27,920	+7%
Pages per session	2.64	2.46	

Users

18,360



New Users

17,920



Sessions

27,920



Number of Sessions per User

1.52



Page Views

68,816



Pages/Session

2.46



Avg. Session Duration

00:02:38



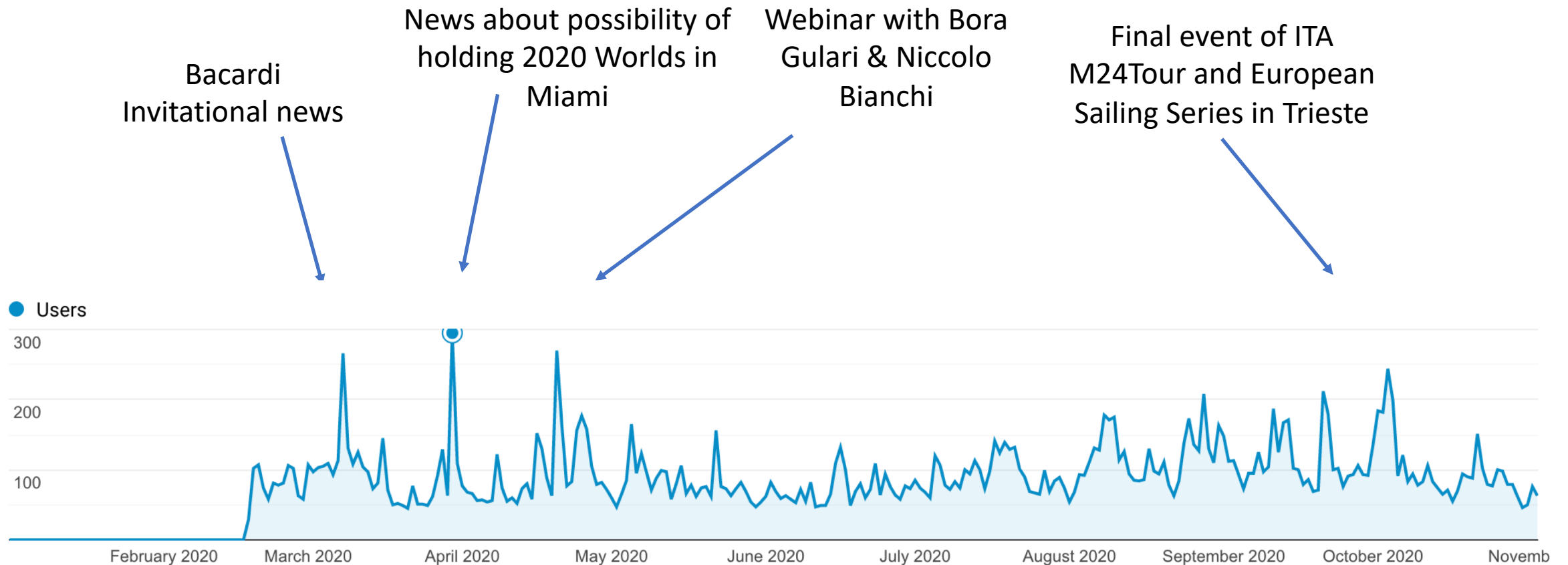
Bounce Rate

49.17%



Melges24.com statistics 2020

Weekly trends and peaks 2020



New Website – melges24.com



Melges 24 - Never Gets Old

The reputation of the Melges 24® precedes itself.
Best known for its very competitive disposition and easy-to-sail personality.
This modern sportboat maintains its status as a leader in high-performance, one design sailing.
The Melges 24 is a lifestyle with competitive racing and a focus on fun.
This America's Cup inspired boat generates excitement.

Home page

- Main menu, social media icons, Search and Login
- Flags – links to National Classes subpages
- Carousel images with links to subpages
- News block
- Ads/regatta banners block
- Upcoming regattas in carousel block – links to event pages
- Current champions – with links to Winner profiles
- Instagram feed block
- Video block
- Footer

New Website

Country page

Each country has its own subpage when clicking on the flags in the header with the following information:

- Contacts
- Upcoming events in country - each event has its own subsite
- Country related and general n
- Current year country members
- Country measurers
- Country winners – latest results, National Champions, winners – Hall of Fame with the Top 3 sailors of the Worlds, continental championships, continental rankings, the winners of the national championships (up to 2019) and since then Top 3 winners of the regattas
- Past events in country with the links to the results

The screenshot displays the website for the Italian Melges 24 Class Association. At the top, a navigation bar includes links for Melges 24, Class, Members, Events, News, Media, Rules & Regs, and Marketplace, along with social media icons. A large banner image shows a fleet of sailboats racing on a body of water. Below the banner, the page is titled 'Italy' and 'Italian Melges 24 Class Association'. It features the Italian flag and contact information for the President, Andrea Racchelli, and the Secretary, Luca Babini. A sidebar on the right contains a calendar of events, including the Annual General Meeting 2020, the Melges 24 Charleston Open, the 2021 World Championship, the European Sailing Series, and the 2020 National Ranking Series. The main content area has a list of links for 'Upcoming events', 'Country News', 'Country Winners', 'Country Members', 'Country Class Measurers', and 'Past events'.

New Website

Winner profiles

Top 3 (helmsman, owners if known, some tacticians) of the Worlds, continental championships, continental and world rankings, the winners of the national championships (up to 2019) and since then Top 3 winners of the regattas

- Country represented
- Position
- Boat name(s)
- Related websites
- Tab Titles & Results
 - Titles – From Nationals to the Worlds
 - Results – since 2019 links to the event pages & results
- Related news through the website (some tagging yet to do to the older news)
- Carousel photo gallery



Bora Gulari



Country: United States
Position: Owner/Helmsman
Boat name: Air Force One, West Marine Rigging, New England Ropes, Simplicity
Rank: Overall
Website: [World Sailing profile](#)
[Professional](#)
[Star Sailors League profile](#)

▼ Titles & Results

▼ News

National Champion Titles

2016 - USA - I Overall - West Marine Rigging USA820 - Bora Gulari - [Read more](#) - Results
2011 - USA - I Overall - New England Ropes USA820 - Bora Gulari, Jeremy Willmot, George Peet, Dan Kaseler and Chris Fortine - [Read more](#)

INTERVIEW - The Melges 24 Stalwart Bora Gulari - Expecting To Have A Great Event And Fun Sailing In Miami - 21.11.2016

2016 Melges 24 North American Ranking

I Overall - West Marine Rigging USA820 - Bora Gulari, Norman Berge, Jonathan McKee, Kyle Navin, Charlie Smythe, Jeremy Willmot, Thomas Barrows

Results

2015 Melges 24 World Championship - Middelfart, Denmark

III Overall - Air Force One USA820 - Bora Gulari, Jonathan McKee, Federico Michetti, George Peet, Solvig Sayre

[Read more](#) - Results - Overall | [Corinthian](#) | [Crew List](#)

2014 Melges 24 World Championship - Geelong, Australia

III Overall - West Marine Rigging USA820 - Bora Gulari, Jonathan McKee, George Peet, Jonny Goldsberry, Norman Berge



New Website


Calendar view and past events with results

You can find the events by countries, event types, series (continental or local)

- Each regatta has its own event page – click on the name of the event
- Venue country
- You can add event to your calendar
- Link to the results (at Recent Events page)

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[Melges 24](#) - [Class](#) - [Members](#) - [Events](#) - [News](#) - [Media](#) - [Rules & Regs](#) - [Marketplace](#) - [f](#) [t](#) [i](#) [y](#) [e](#) [m](#) [s](#) [g](#) [p](#)






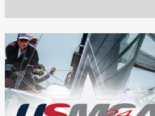


Calendar

Find the upcoming regatta by applying the filters by countries, event type and regatta series.
For the recent events and results [click here](#)


Country: Event type: Series: [Search](#)

13.11.2020 - 15.11.2020	Atlantic Coast / Gulf Coast Championship 2020 - Bushwacker		Mobile, AL, USA	United States	Add Event to Calendar
21.11.2020	Double-Handed Regatta 2020		Santa Barbara, CA, USA	United States	Add Event to Calendar
05.12.2020 - 06.12.2020	Holiday Regatta 2020		Santa Barbara, CA, USA	United States	Add Event to Calendar
11.12.2020 - 13.12.2020	Bacardi Melges 24 Winter Series 2020-2021 Event No. 1		Miami, FL, USA	United States	Add Event to Calendar
22.01.2021 - 24.01.2021	Bacardi Melges 24 Winter Series 2020-2021 Event No. 2		Miami, FL, USA	United States	Add Event to Calendar
06.02.2021 - 07.02.2021	2021 Melges 24 NSW State Championships		Lake Macquarie, AUS	Australia	Add Event to Calendar
09.02.2021 - 12.02.2021	2021 Melges 24 Australian National Championships		Lake Macquarie, AUS	Australia	Add Event to Calendar
12.02.2021 - 14.02.2021	St. Petersburg NOOD Regatta 2021		St. Petersburg, FL, USA	United States	Add Event to Calendar

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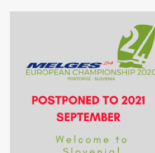



Recent Events & Results

In this menu you will find the recent events since 2019.
From 2019 - World Championship, North American Championship Series events.
The information about the earlier events you will find under menu items and the type of event.

Series: Country: Event type: Year: [Apply](#)

30.10.2020 - 01.11.2020	CANCELLED - ITA Melges 24 Tour 2020 Act 4 - Gargnano		Gargnano, ITA	Italy	
24.10.2020 - 25.10.2020	Goblin Regatta 2020		Santa Barbara, CA, USA	United States	
23.10.2020 - 25.10.2020	2020 Melges 24 Charleston Open		Charleston, SC, USA	United States	Results
15.10.2020 - 18.10.2020	CANCELLED: U.S. National Championship 2020		Oxford, MD, USA	United States	Scoring website
10.10.2020 - 11.10.2020	Puget Sound Sailing Championship 2020		Seattle, WA, USA	United States	Results
04.10.2020	Santa Barbara Fall One-Design Regatta 2020		Santa Barbara, CA, USA	United States	
03.10.2020 - 04.10.2020	CANCELLED: Fall Championship 2020 - Quantum Great Lakes Cup Event No. 3		Lake Lanier, GA, USA	United States	
02.10.2020	New York Yacht Club 166th Annual Regatta & One Design Regatta 2020		Newport, Rhode Island,	United States	Results

Facebook - @World.of.Melges24

Basic facts

Started 4.04.2012 with the so called page structure - *From 2007 to 2012 as a ordinary group*

AGM 2020 at 5,018 likes, 5,443 followers

AGM 2019 at 4,735 likes

AGM 2018 at 3,888 likes

AGM 2017 at 3,181 likes

AGM 2016 at 2,305 likes

AGM 2015 at 1,798 likes

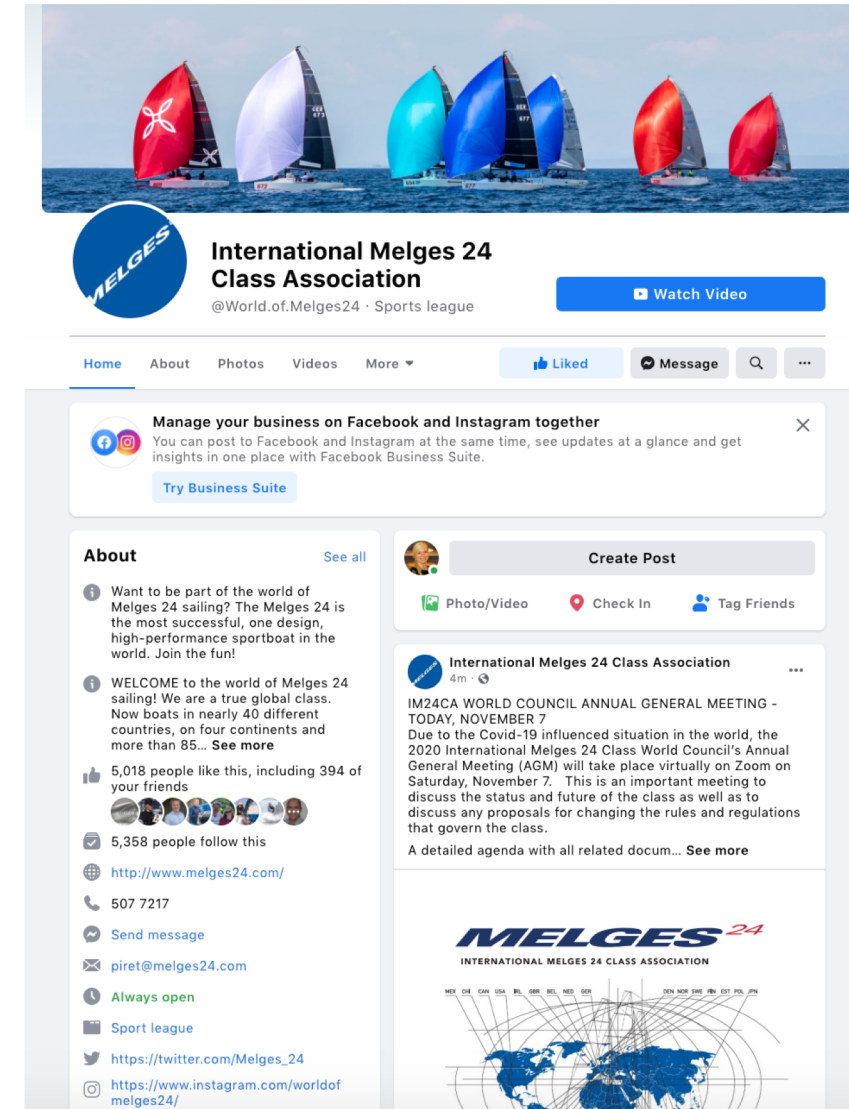
AGM 2014 at 1,454 likes

AGM 2013 at 1,146 likes

AGM 2012 at 618 likes

Demographics :

75% of our fans are men
(25-54 years old)



Facebook

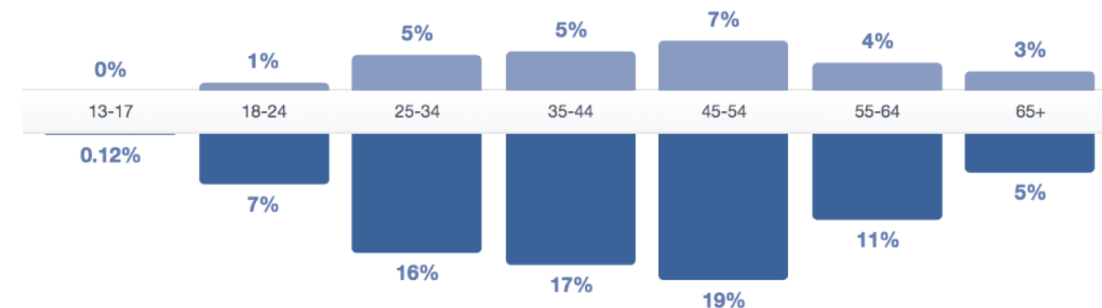
The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including the age and gender information that users provide in their Facebook profiles. This number is an estimate.

Women

■ 24%
Your Fans

Men

■ 75%
Your Fans



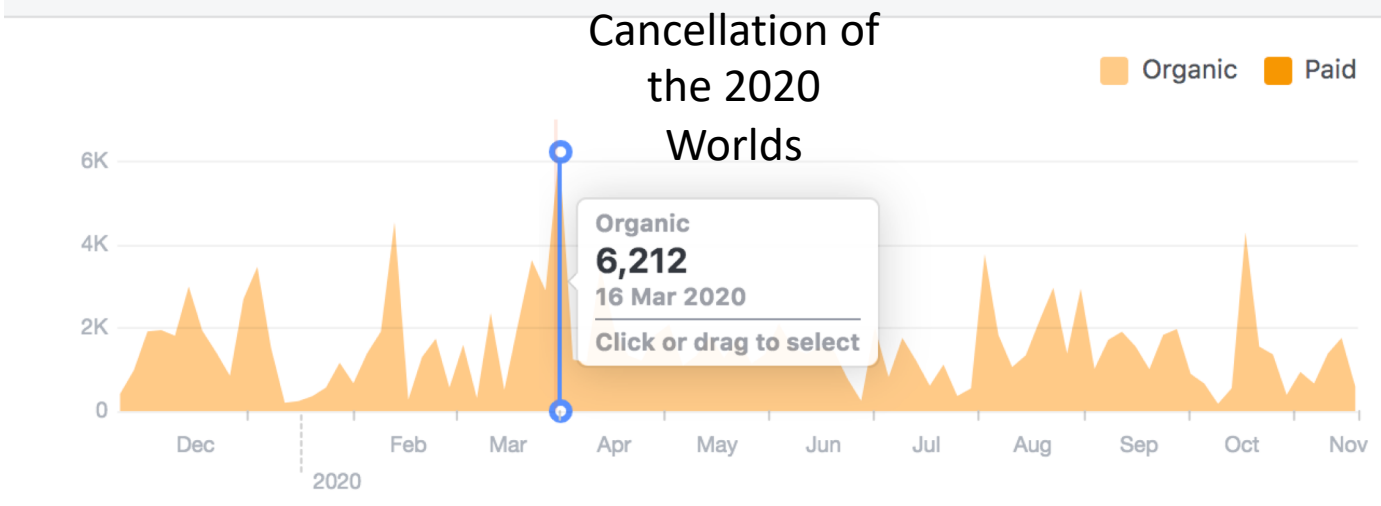
Aggregated demographic data about the people who like our Page, based on the age and gender information they provide in their user profiles.

Country	Your Fans	City	Your Fans	Language	Your Fans
Italy	1,013	Budapest, Hungary	141	English (US)	1,493
United States of America	917	Trieste, Friuli-Venezia ...	68	Italian	981
Germany	236	Sydney, NSW, Australia	66	English (UK)	524
Hungary	224	Milan, Lombardia, Italy	64	German	332
United Kingdom	197	Tallinn, Harju County, E...	60	Hungarian	199
Norway	178	Munich, Germany	55	French (France)	139
Australia	175	Oslo, Norway	53	Norwegian (bokmal)	132
Denmark	142	Cagliari, Sardinia, Italy	53	Spanish	130
Canada	142	Rome, Lazio, Italy	47	Swedish	130
Sweden	134	Genova, Liguria, Italy	44	Danish	122

Facebook - @World.of.Melges24

Max net reach per day

The number of **people** who saw any content from your Page or about your Page. This metric is estimated.




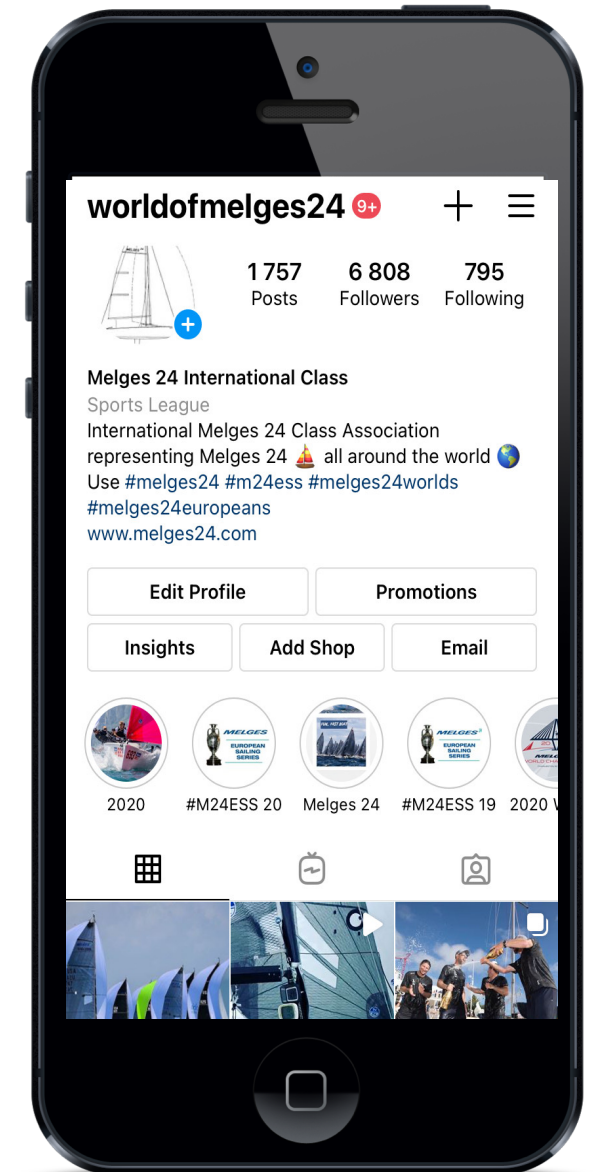
During 2017 the max net reach was 27,689 people on the 1st of August – Worlds in Helsinki

During 2018 the max net reach 60,809 was August 6th – Europeans in Riva

In 2019 the max net reach was 48,519 on the final day of the 2019 Worlds in Villasimius, October

Melges24 on Instagram

- Tag in your posts **@worldofmelges24 & #melges24**
- Started the account 8th January 2015
- Followers **6,808**  **+3,185** (2019-3,623; 2018-2,093; 2017-1529; 2016-1071; 2015-272)
- Posts 1,753 (2019-1,486; 2018-1,239; 2017-981; 2016-695; 2015-126)
- There are 9,600 (2019-8,400; 2018-6,500; 2017-4,898; 2016-3,272) posts under #melges24

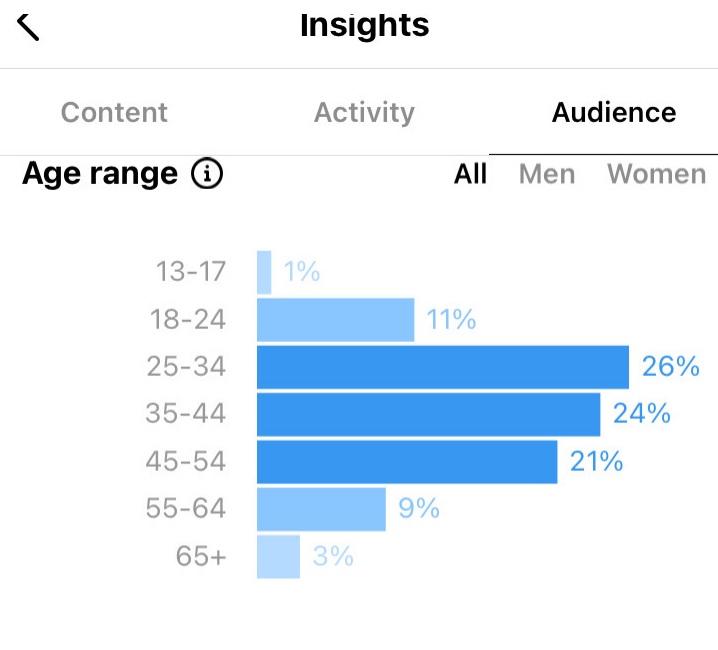


Melges 24 on Instagram

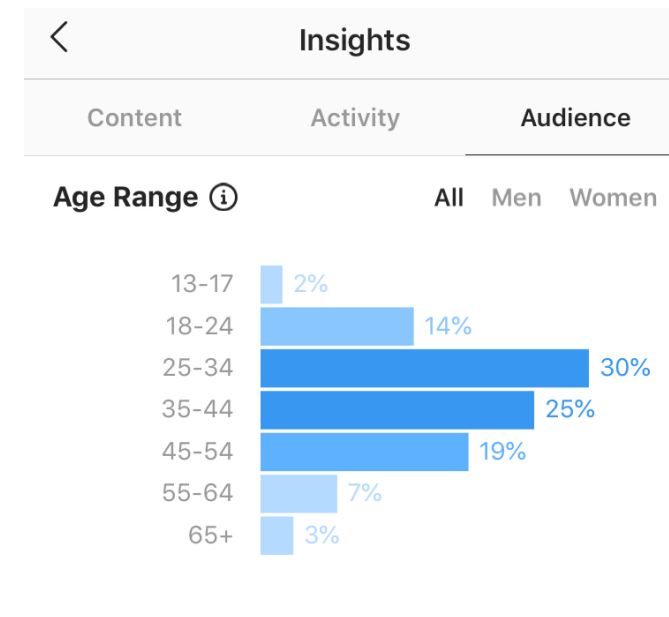
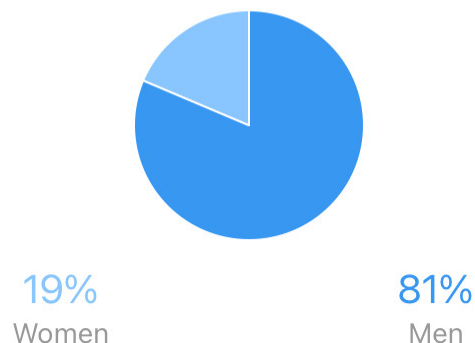
- The most active users are at age 25-34, but the share of older users is growing constantly
- By gender main users of our Instagram are men
- Top users by locations are from (2020 vs 2019):

1. USA	21% / 23%
2. Italy	12% / 13%
3. Germany	5% / 4%
4. UK	4%
5. Spain	3 %
(2019 – CAN; 2018 – UK)	

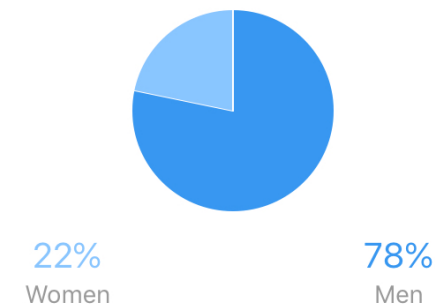
2020 vs 2019



Gender ⓘ



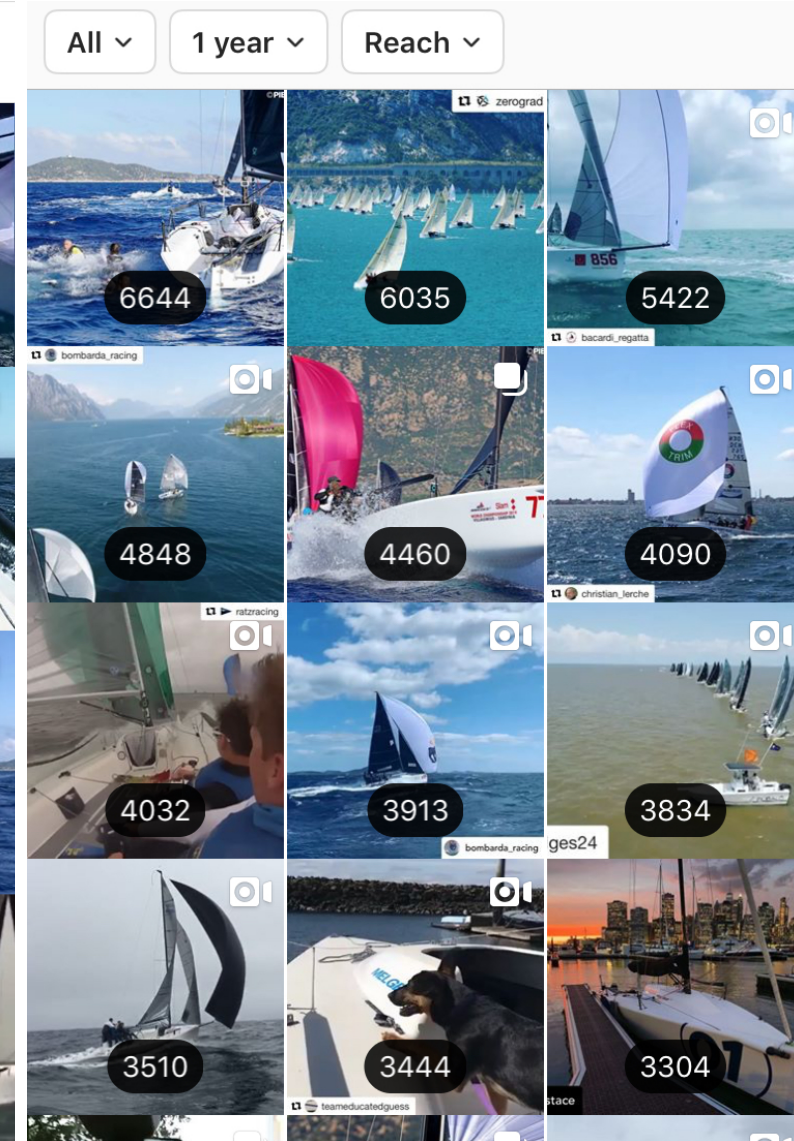
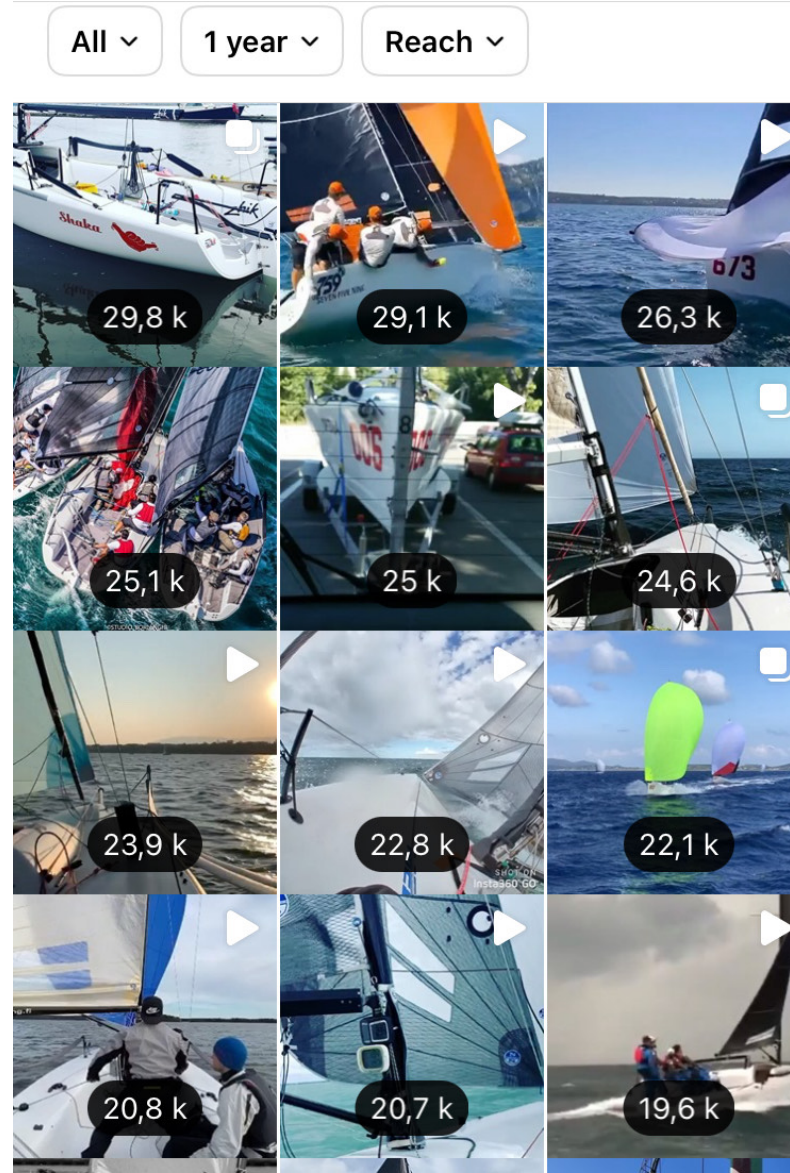
Gender ⓘ



Instagram - Reach

2020 vs 2019

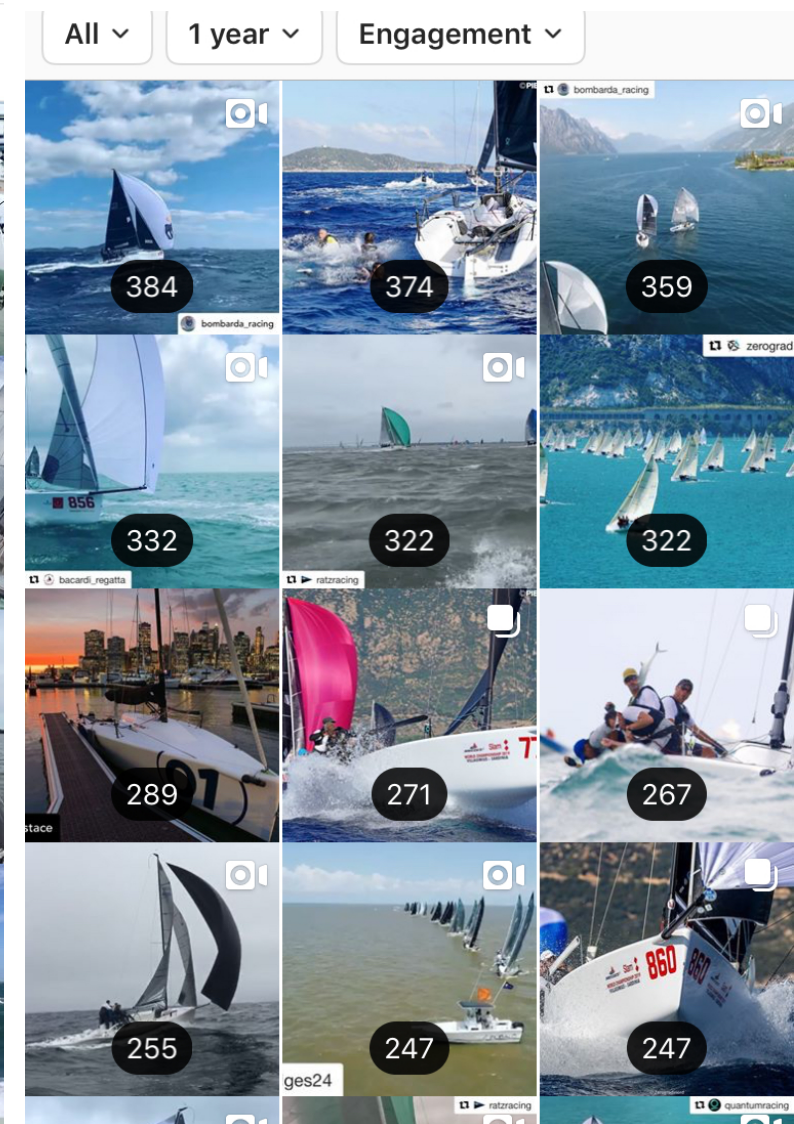
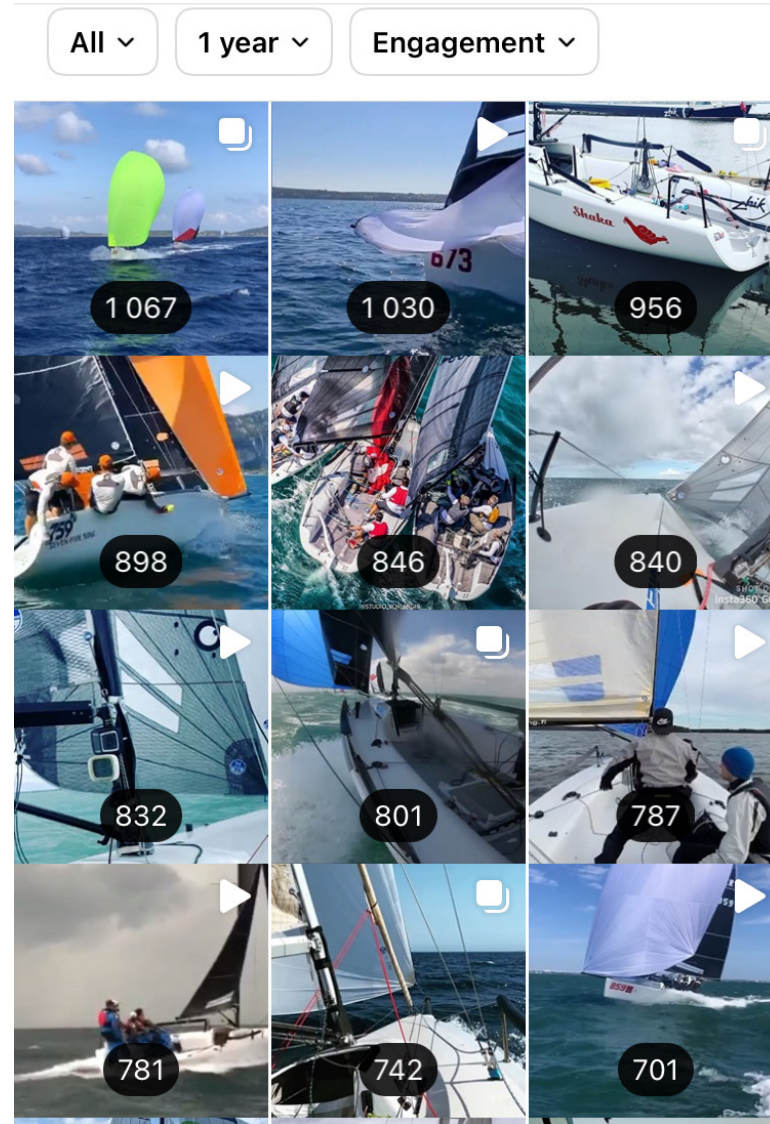
- A big growth in reach during 2020
- Videos and carousel posts will have the biggest reach
- Videos showing the speed and passion are attractive engaging creating lots of likes, shares, comments



Instagram - Engagement

2020 vs 2019

- Due to the growing number of followers also the engagement of the posts has been growing
- Videos are engaging the most, but also great photos and carousel posts with more photos creating lots of likes, shares, comments



With Story you can tell the stories

- Stories have been one of the biggest social media trends of the past couple of years and 2020 looks to be no different.
- They let you share the moments of your day, without saving them to your profile.
- Highlighting your daily Stories, you can create the Highlights, which remain to your profile as the collection of stories by certain topics -



2020



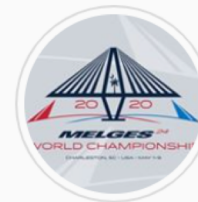
#M24ESS ...



Melges 24



#M24ESS ...









2020 Worl...









2019 Worlds




Melges24 on Flickr – Melges Championships

2 0 2 0	Photos  2,185,054 views	Photostream  6,457 views	Albums  43,880 views	Collections  442 views	Galleries  0 views	Total  2,235,833 views	<div> 22,588 photos posted </div>
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2 0 1 9	Photos  1,954,975 views	Photostream  5,970 views	Albums  39,840 views	Collections  15 views	Galleries  0 views	Total  2,000,800 views
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2018



PRO since March 2017




Stats are shown in GMT, where it's currently 12:31 am on November 9, 2018

<div>Photos</div> <div></div> <div>1,392,798</div> <div>views</div>	<div>Photostream</div> <div></div> <div>4,471</div> <div>views</div>	<div>Albums</div> <div></div> <div>31,195</div> <div>views</div>	<div>Collections</div> <div></div> <div>9</div> <div>views</div>	<div>Galleries</div> <div></div> <div>0</div> <div>views</div>	<div>Total</div> <div></div> <div>1,428,473</div> <div>views</div>
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PRO since March 2017

Stats are shown in GMT, where it's currently 7:57 am on Nov

<div>Photos</div> <div></div> <div>1,005,073</div> <div>views</div>	<div>Photostream</div> <div></div> <div>3,593</div> <div>views</div>	<div>Albums</div> <div></div> <div>22,918</div> <div>views</div>
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Thank you!

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