



# THE BIG RAPPEL MEDIA COVERAGE REPORT

SEPTEMBER 2024



**CARMA**  
Delivering what matters



**OUTWARD  
BOUND**

## OVERVIEW

On Monday 6<sup>th</sup> May 2024, a pioneering group of role models made the first ever rope descent of the world's most famous skyscraper, The Empire State Building.

The goal was simple, to raise transformational funds for young people to have their own life changing adventures in the outdoors, and to raise the profile of Outward Bound worldwide. This report summarises the media coverage achieved across the event.

THE  
BIG  
RAPPEL  
AT THE EMPIRE  
STATE BUILDING

## REPORT PARAMETERS

|                |  |
|----------------|--|
| Volume         | 1,544 articles, of which 633 were humanly analysed   |
| Timeframe      | 1 <sup>st</sup> May – 30 <sup>th</sup> June 2024   |
| Media Type     | Online, Broadcast, Print & Social Media  |
| Countries      | Includes coverage from 44 markets globally   |
| Analysis       | Automated data and human coded analysis  |
| Brand Messages | <ul style="list-style-type: none"><li>❖ Breaking down barriers</li><li>❖ Fundraising</li><li>❖ In touch with nature</li><li>❖ Inspiring young people</li><li>❖ Social impact</li><li>❖ Theory of change</li><li>❖ Worldwide network</li><li>❖ Young people's stories</li></ul> |
| Event Messages | <ul style="list-style-type: none"><li>❖ Brave adventurers</li><li>❖ Celebrity ambassadors</li><li>❖ Empire state building lights</li><li>❖ Empire state building significance</li><li>❖ First of its kind</li><li>❖ Funds raised</li></ul>                                     |



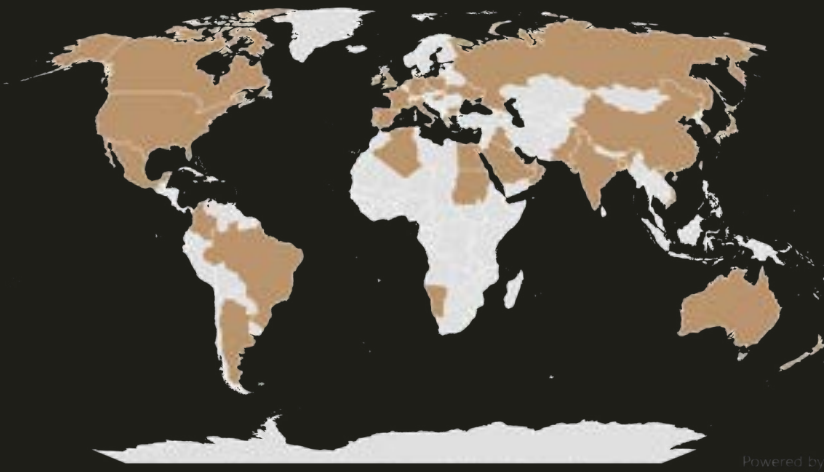


## EXECUTIVE SUMMARY

The Big Rappel generated over 1,500 items of coverage from May-June 2024, across an impressive 44 different countries. US outlets generated the biggest buzz around the event, accounting for over half of the Big Rappel's coverage (62%) and the UK with the second highest proportion (24%).

The endorsement of celebrity ambassadors, including HRH Princess Beatrice and Jared Leto, was consistently used as a news hook, with spokespeople appearing in 88% of analysed coverage. The ambassadors proved integral not only in increasing awareness about the event, but also pushing brand and event messaging.

### COVERAGE SPREAD



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1,544  
ARTICLES

87M  
REACH

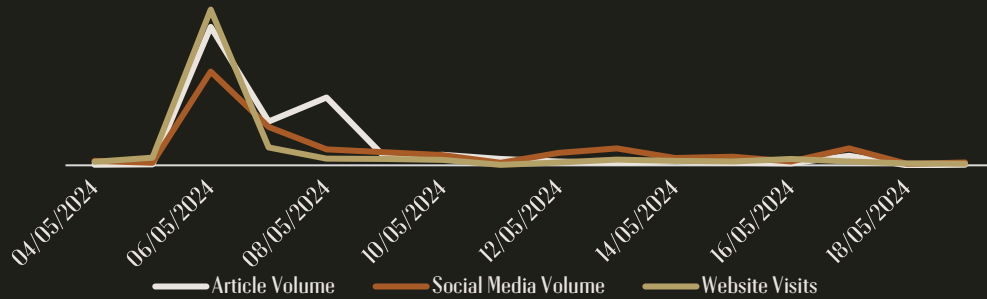
44  
COUNTRIES

16K  
ENGAGEMENT

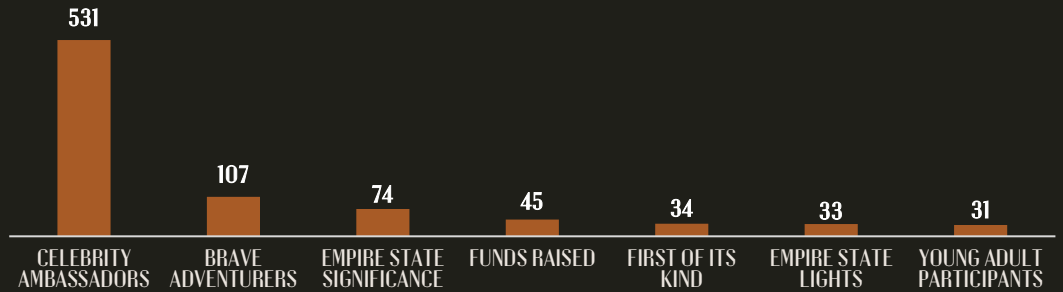
*\*Chart is based on automated data*

# OVERVIEW

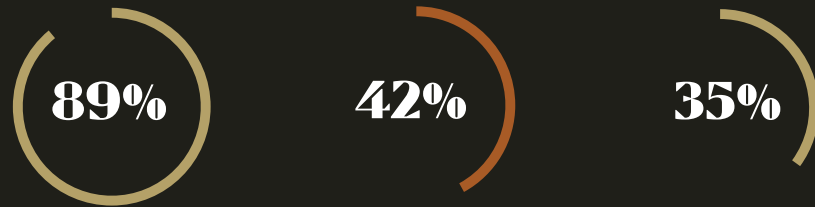
## OVER TIME\*



## EVENT MESSAGE VISIBILITY



## KEY FINDINGS



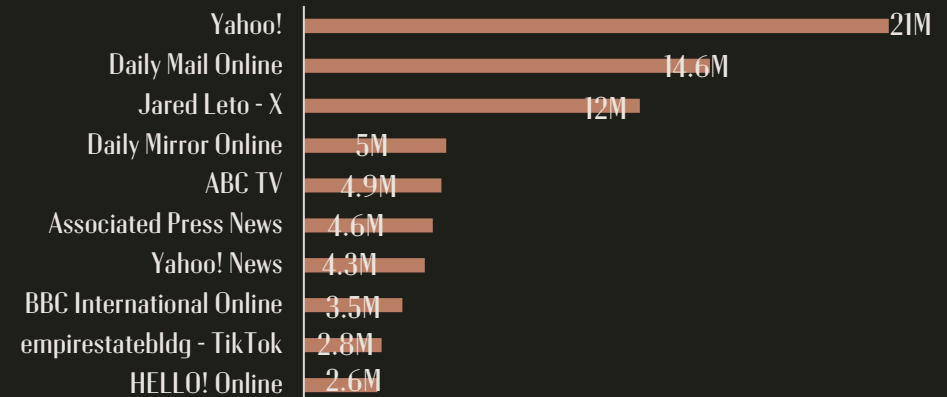
POSITIVE COVERAGE

BRAND MESSAGE DELIVERY

CALLS TO ACTION

Media items and website visits all peaked on the same day as the event. Coverage was predominantly positive, with no negative items. The Outward Bound social media handle proved to be the most prominent call to action appearing in 29% of items, 94% of which stemmed from social media.

## HIGHEST REACHING OUTLETS & SOCIAL MEDIA USERS\*



\*Chart is based on automated data.



# BROADCAST HIGHLIGHTS

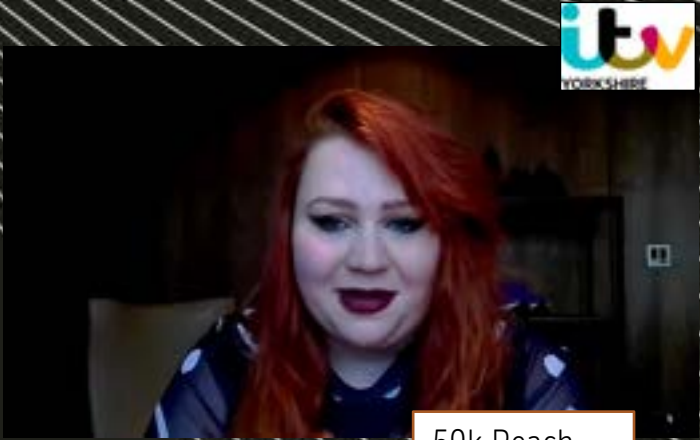
4.9m Reach



610k Reach



610k Reach



59k Reach

# BROADCAST HIGHLIGHTS

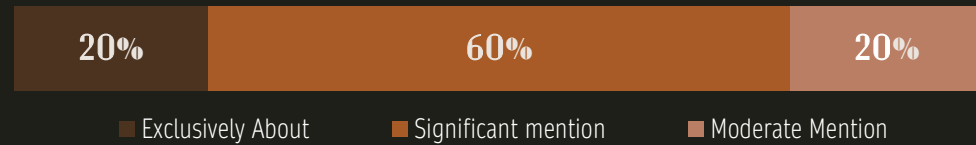


POSITIVE COVERAGE



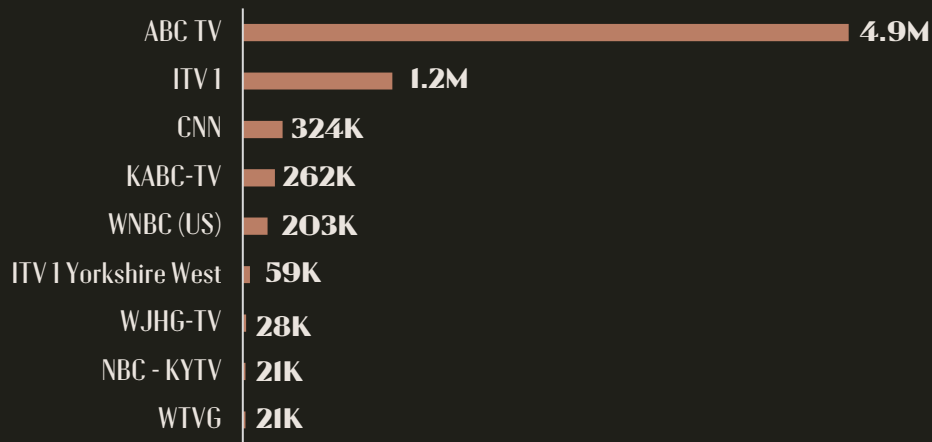
BRAND MESSAGE DELIVERY

## THE BIG RAPPEL DOMINANCE

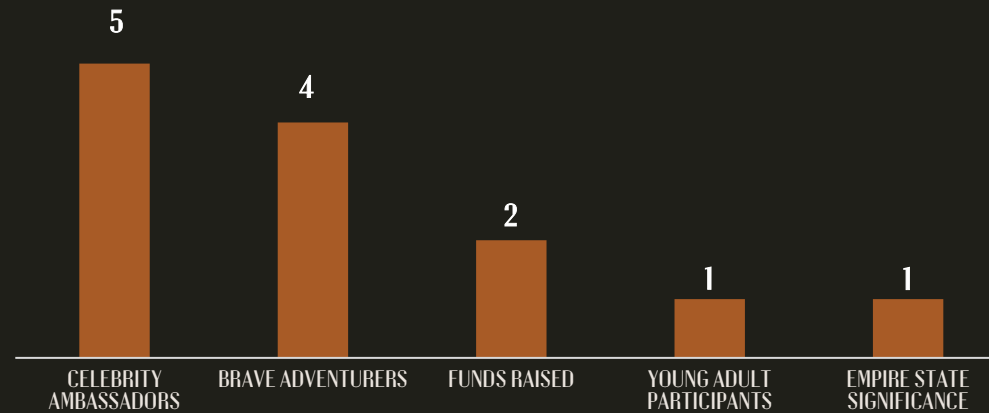


## HIGHEST REACHING OUTLETS\*

*Impressions in Millions*



## EVENT MESSAGING



\*Chart is based on automated data.

# PRINT & ONLINE HIGHLIGHTS

744k Reach

**THE Sun**



Don't Leto go

450k Reach

**TimeOut**



Video: Watch Jared Leto rappel down the Empire State Building

853k Reach

**Mirror**



Princess Beatrice's secret plea to King in This Morning chat viewers missed

**Mail Online**



Princess Beatrice is becoming 'increasingly crucial' to The Firm amid cancer battles faced by King Charles and Kate Middleton, says royal commentator

2.1m Reach

**People**



Princess Beatrice Shares Upbeat Update on Mom Sarah Ferguson's Health Following Cancer Diagnoses

1.7m Reach



# PRINT & ONLINE HIGHLIGHTS



POSITIVE COVERAGE



BRAND MESSAGE DELIVERY



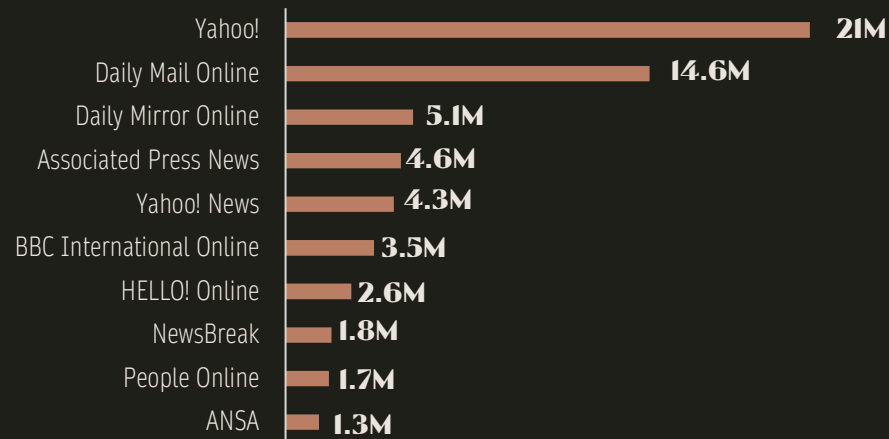
CALLS TO ACTION

## THE BIG RAPPEL DOMINANCE

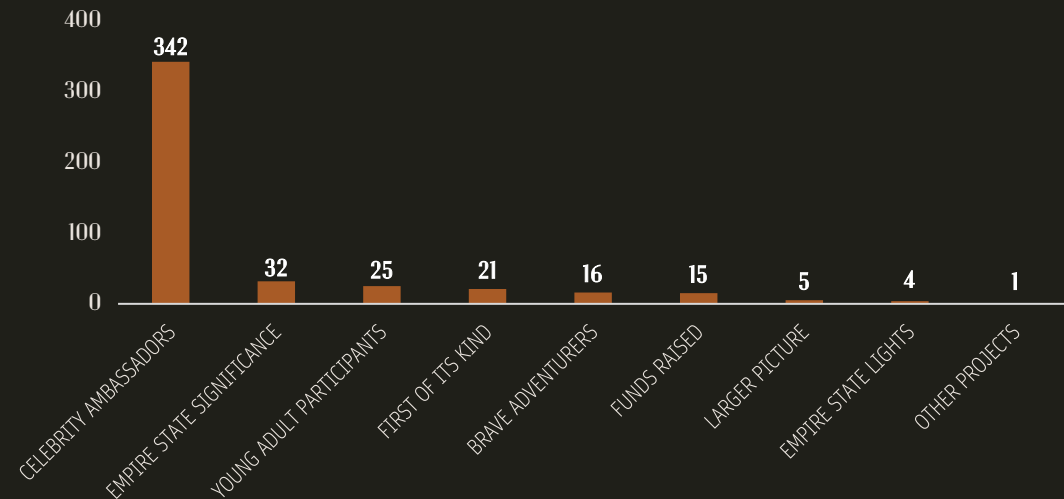


## HIGHEST REACHING OUTLETS\*

*Impressions in Millions*



## THE BIG RAPPEL MESSAGING

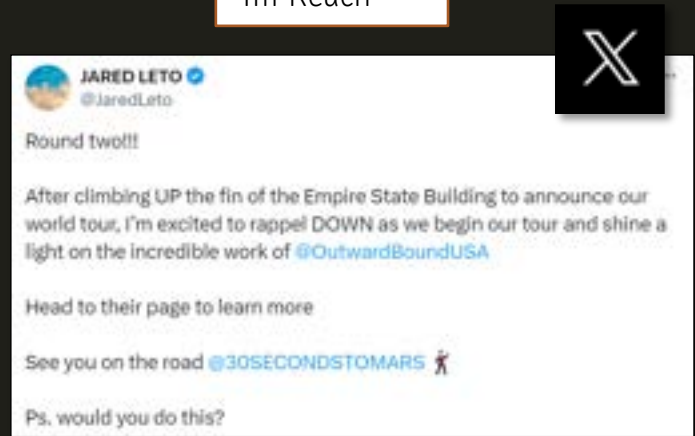


\*Chart is based on automated data.



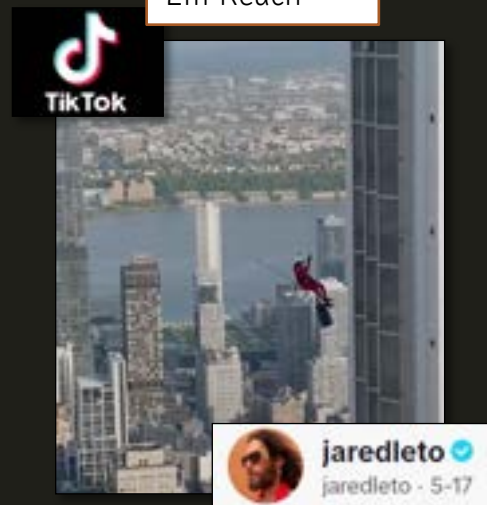
# SOCIAL HIGHLIGHTS

4m Reach



A screenshot of a tweet from Jared Leto (@JaredLeto) with a verified badge. The tweet text reads: "Round two!! After climbing UP the fin of the Empire State Building to announce our world tour, I'm excited to rappel DOWN as we begin our tour and shine a light on the incredible work of @OutwardBoundUSA Head to their page to learn more See you on the road @30SECONDDSTOMARS 🦋 Ps. would you do this?" There is a black square with a white 'X' icon in the top right corner of the tweet image.

2m Reach

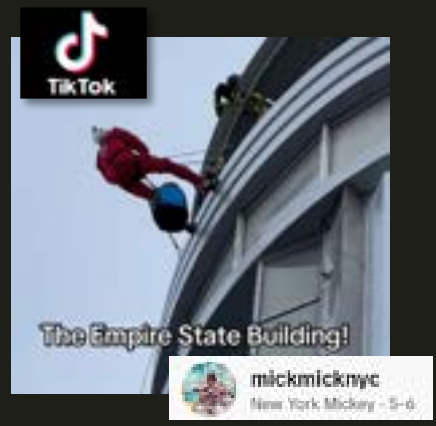


A TikTok video showing a person rappelling down the side of a skyscraper, with a city skyline in the background. The TikTok logo is in the top left corner. Below the video is a profile card for Jared Leto (@jaredleto) with a verified badge, showing 5-17 posts.

1.4m Reach



A TikTok video showing a person rappelling down the side of the Empire State Building. The TikTok logo is in the top left corner. Below the video is a profile card for @empirestatebldg with a verified badge, showing 5-6 posts.



A TikTok video showing a person rappelling down the side of the Empire State Building. The TikTok logo is in the top left corner. Below the video is a profile card for @mickmicknyc with a verified badge, showing 5-6 posts.

1.2m Reach

LinkedIn



A LinkedIn post from Newcastle University (234,209 followers) dated 2mo. The text reads: "Huge congratulations to graduate Anish Goyal (BA Accounting and Finance, 1988) who has completed a 'never done before' challenge and abseiled down one of world's most famous buildings the Empire State Building to raise funds for The Outward Bound Trust and Inner Spark. Anish Goyal: 'What an exhilarating experience expanding my comfort zone to make a difference to so many young people through our workshops with the Outward Bound Trust and Inner Spark' What an amazing achievement! Read more <https://bit.ly/44ydxk>"

234k Reach

# SOCIAL MEDIA HIGHLIGHTS



POSITIVE COVERAGE



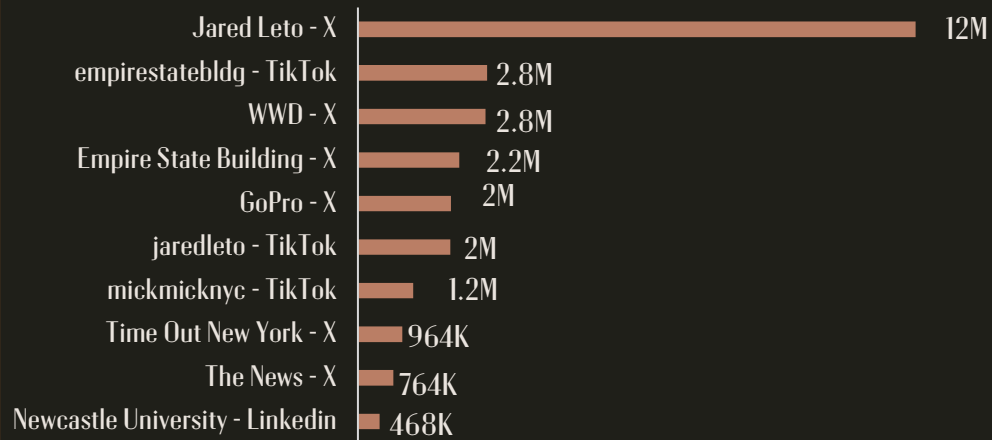
BRAND MESSAGE DELIVERY



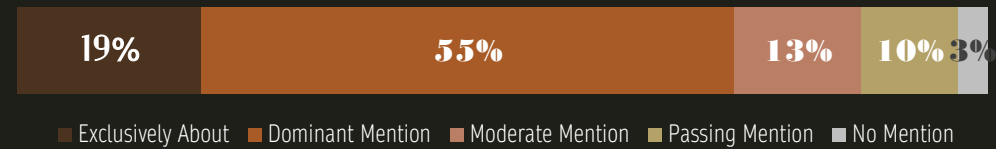
CALLS TO ACTION

## HIGHEST REACHING USERS\*

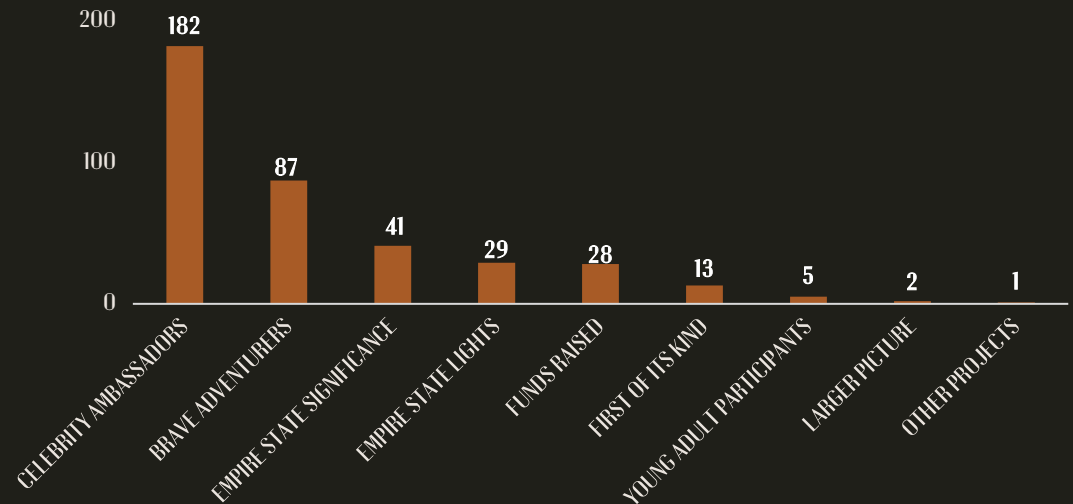
*Impressions in Millions*



## THE BIG RAPPEL DOMINANCE



## THE BIG RAPPEL MESSAGING



\*Chart is based on automated data.



# SPOKESPEOPLE

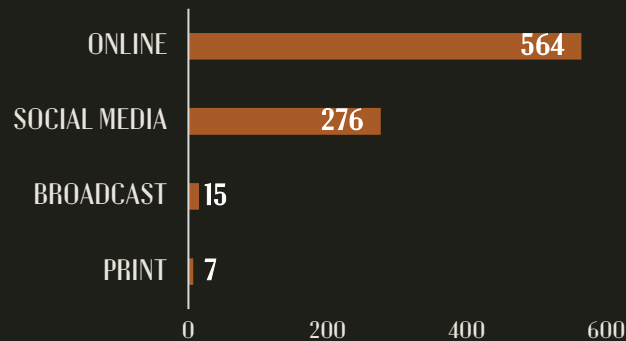


SPOKESPERSON  
PRESENCE



POSITIVE SENTIMENT IN  
COVERAGE FEAT.  
SPOKESPEOPLE

## MEDIA TYPE



## TOP SPOKESPEOPLE



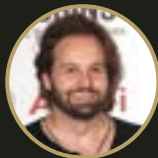
HRH PRINCESS  
BEATRICE

VOLUME: 370  
REACH: 34m



JARED LETO

VOLUME: 162  
REACH: 16m



ALFIE  
BOE

VOLUME: 42  
REACH: 839k

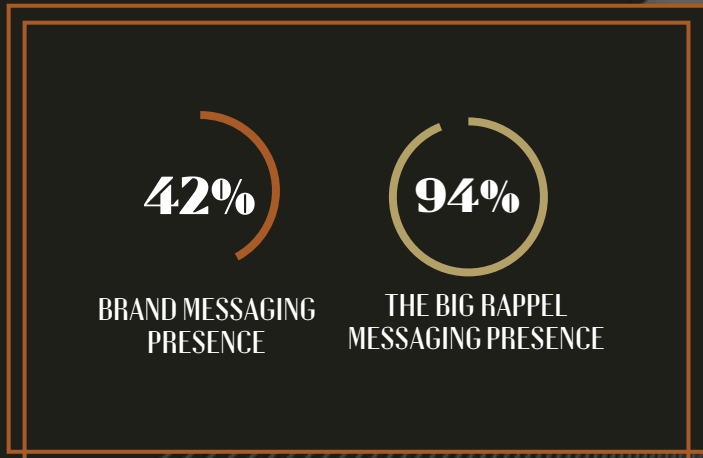
## KEY FINDINGS

HRH Princess Beatrice was the most prominent ambassador within coverage, appearing in 58% of items. Reporting resulted from her interview from the Empire State Building on the launch of the event (6<sup>th</sup> May) for This Morning where she provided details on both Outward Bound as an organisation and the Big Rappel. Syndicated reporting of the interview appeared across British national titles, including the [Daily Mail](#), [Daily Mirror](#) and [Daily Telegraph](#).

Hollywood actor, **Jared Leto**, was the second top ambassador for the Big Rappel. The majority of Leto's reach was driven via his own social media, accounting for 88% of the ambassador's impressions. Leto posted four times on [X](#) and once on [TikTok](#) helping push awareness of the event.

**Alfie Boe's** participation in the event generated coverage from key national titles, including [The Sun](#). The singer also appeared in regional coverage ([Blackpool Gazette](#) and [Lancashire Evening Post](#)), praising Outward Bound for their "professionalism and encouragement" during the event.

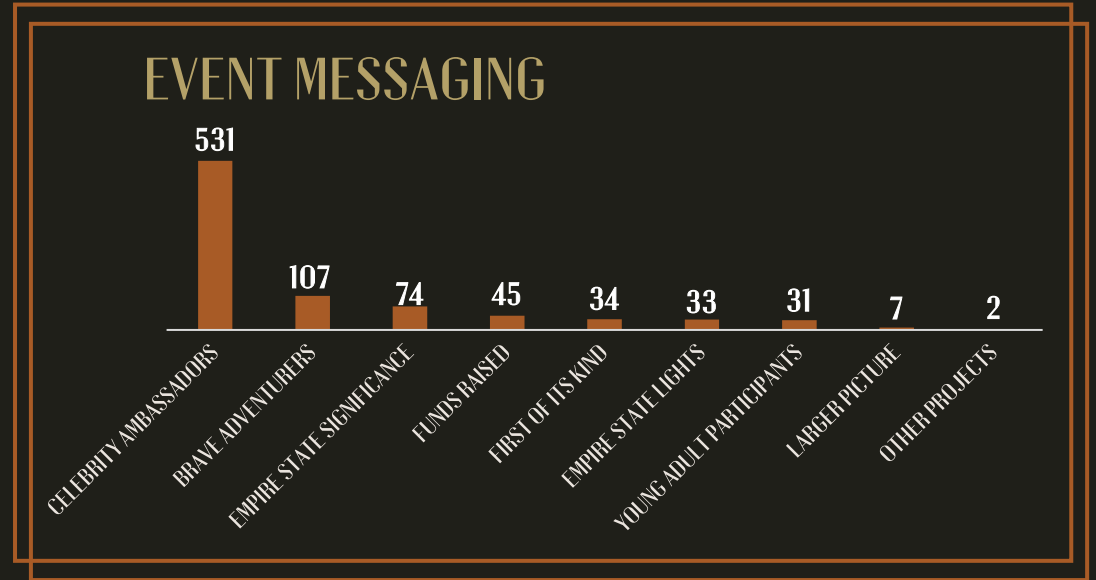
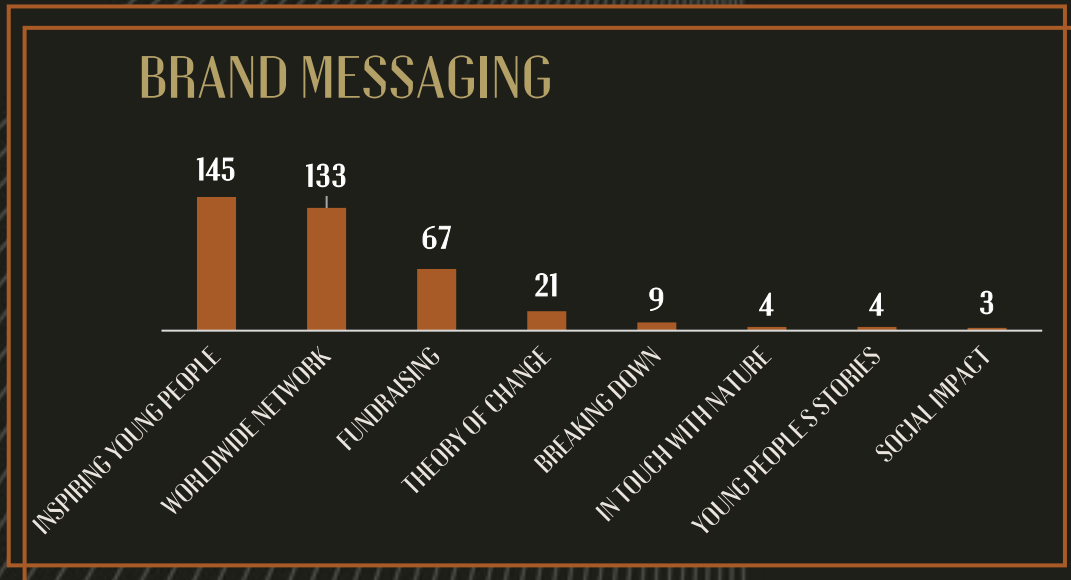
# KEY MESSAGES



# KEY FINDINGS

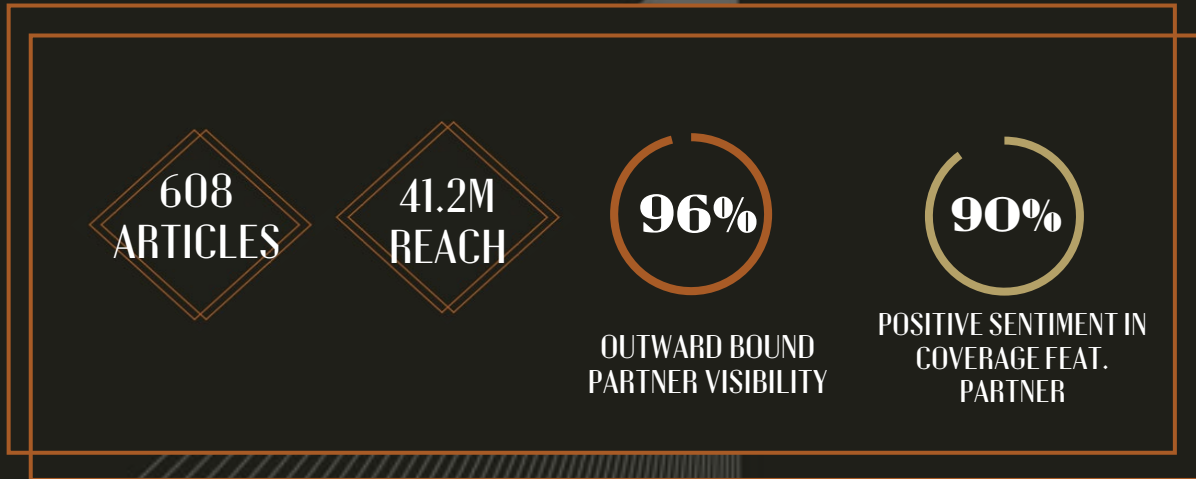
“Inspiring Young People” was the most prominent brand message to appear across analysed coverage, which was promoted heavily within coverage featuring an spokesperson. The spokespeople proved integral. 83% of the message’s coverage featured an spokesperson, with celebrities such as Jared Leto, noting how Outward Bound brings “young people out of their comfort zone” to achieve feats such as abseiling down the Empire State Building.

Event Messaging had a much more prominent presence, appearing in 94% of coverage. Celebrity Ambassadors featured the most, with high-reach outlets, including ABC TV and the Daily Mail, reporting on celebrities, including Gio Benitez and HRH Princess Beatrice, taking part in the event. Brave Adventurers ranked second for Big Rappel Messaging, with articles some noting how “brave Outward Bound supporters” took part in the abseil.





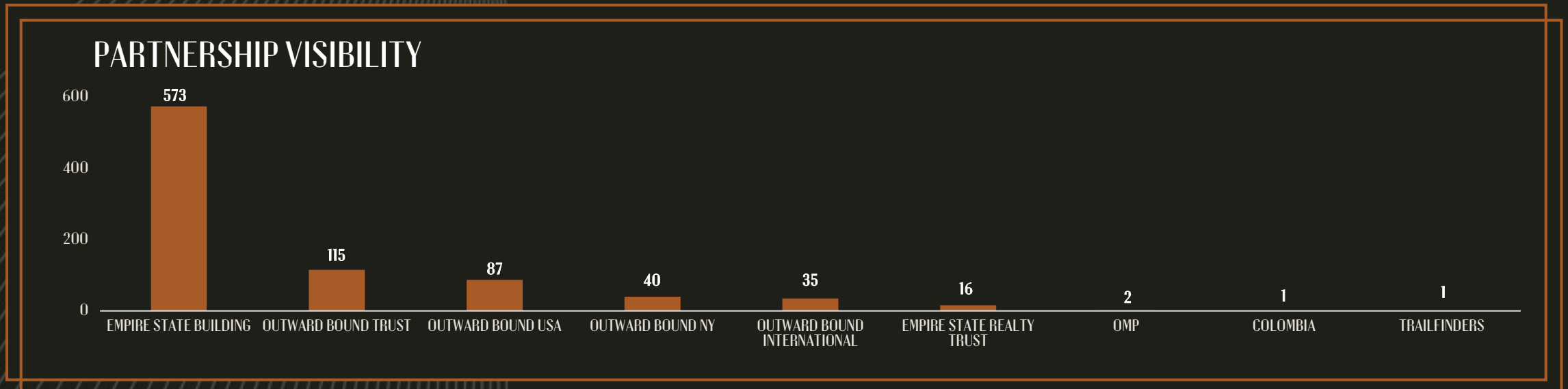
# PARTNERSHIP STATS



## KEY FINDINGS

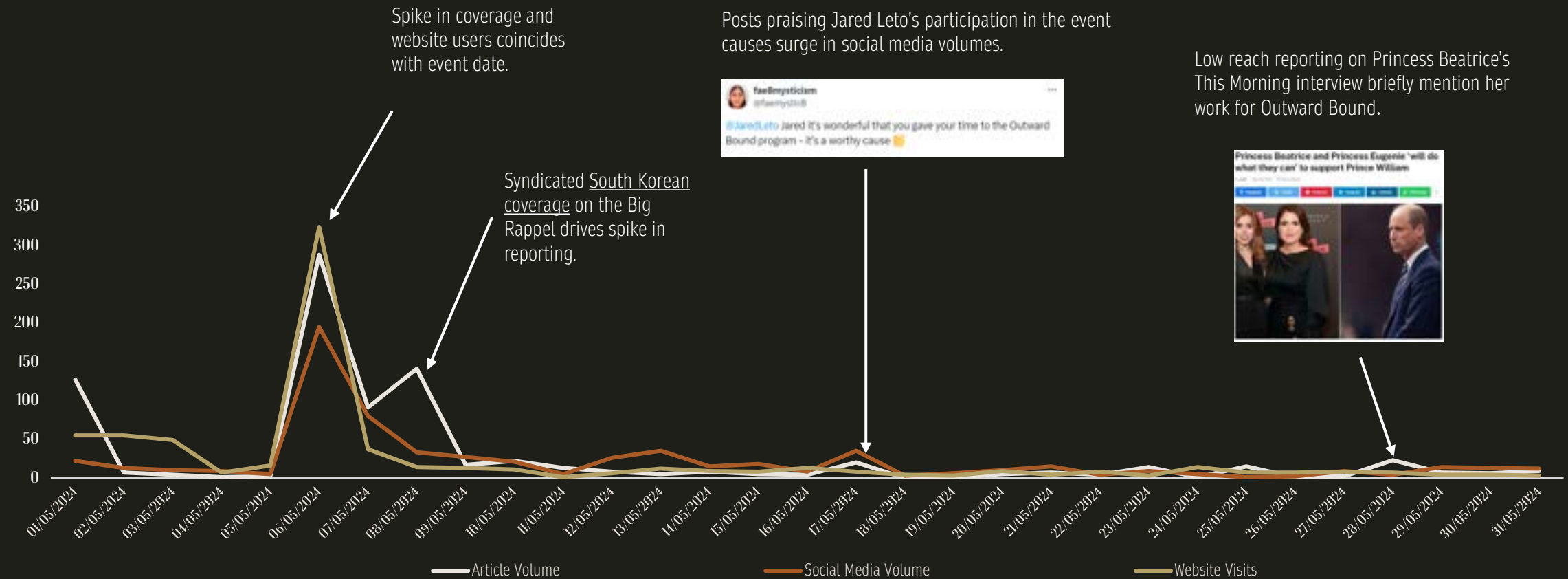
The Empire State Building was the most prominent Partner, appearing in 91% of coverage. The remaining 9% featured only passing Outward Bound mentions, predominantly in relation to Princess Beatrice.

The separate Outward Bound partners also heavily featured in articles (33% of items referenced at least one of the partners). Outward Bound Trust appeared the most frequently, with reporting noting that ambassadors were specifically working with the Trust.



# TRENDS & TAKEAWAYS

Coverage and website visits all peaked on the same date that the event took place (6<sup>th</sup> May). Thereafter, spikes stemmed from international references, notably from South Korea, and public praise on social media of Jared Leto's participation.



\*Chart is based on automated data



# GLOSSARY

| TERM                | DEFINITION  |
|---------------------|---|
| VOLUME              | The count of individual articles – e.g., a volume of '193' means 193 articles.  |
| IMPRESSIONS / REACH | <p>The potential number of opportunities there has been to view coverage.</p> <ul style="list-style-type: none"> <li>For online coverage, this is based on 2.5% of the Monthly Unique Visitors figure for the overall website domain (e.g. theguardian.co.uk). Research carried out by CARMA indicates that on average, the likelihood of an article on a given website being seen is ~2.5% of the Monthly Unique Visitors.</li> <li>For print coverage, this is based on the circulation figure multiplied by 2, which is the industry standard factor indicating readership (since most print publications will likely be read by more than just the person who has purchased it).</li> <li>For broadcast coverage, this is based on audience figures available via auditing bodies (e.g. BARB or RAJAR in the UK) or the broadcaster themselves. Audience figures are based on the closest available breakdown to the time/day slot of the transmission.</li> <li>For social media coverage, this is based on sum of followers per account.</li> </ul> |
| ENGAGEMENT          | <p>For social media content we calculate engagement as:</p> <p><i>Twitter: Likes + RTs + Replies</i><br/> <i>Instagram: Likes + Comments</i><br/> <i>LinkedIn: Likes + Comments + Reposts</i><br/> <i>Facebook: Likes + Comments</i></p>  |
| MESSAGES            | The presence of a list of intended messages which may appear within coverage, as pre-agreed between Outward Bound and CARMA (see slide 2).  |
| COUNTRIES           | <ul style="list-style-type: none"> <li>Algeria</li> <li>Argentina</li> <li>Armenia</li> <li>Australia</li> <li>Bahrain</li> <li>Bangladesh</li> <li>Brazil</li> <li>Bulgaria</li> <li>Canada</li> <li>China</li> <li>Colombia</li> <li>Czech Republic</li> <li>Egypt</li> <li>France</li> <li>Germany</li> <li>Greece</li> <li>Guernsey</li> <li>Hungary</li> <li>India</li> <li>Iraq</li> <li>Ireland</li> <li>Italy</li> <li>Japan</li> <li>Lebanon</li> <li>Mexico</li> <li>Namibia</li> <li>Netherlands</li> <li>New Zealand</li> <li>Oman</li> <li>Pakistan</li> <li>Poland</li> <li>Portugal</li> <li>Qatar</li> <li>Russian Federation</li> <li>Saudi Arabia</li> <li>South Korea</li> <li>Spain</li> <li>Sudan</li> <li>Taiwan</li> <li>Ukraine</li> <li>United Arab Emirates</li> <li>United Kingdom</li> <li>United States</li> <li>Vietnam</li> </ul>  |



**THE  
BIG  
RAPPEL**  
AT THE EMPIRE  
STATE BUILDING

# THANK YOU

If you have any questions or queries about the information in this report, please contact:  
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