

Case study:

The Challenge Family and image.net

The company

The Challenge Family is the fastest-growing global long distance triathlon series. From a single race in Roth, Germany in 2002, Challenge Family triathlons have expanded to 44 races in 22 countries. Featuring spectacular courses in iconic destinations, Challenge Family events focus on delivering the race of a lifetime to athletes of all ages and abilities, and creating a memorable spectator experience that captures all the excitement and emotion of this inspirational sport.

The situation

As a relative newcomer on the triathlon scene, but growing rapidly, Challenge needed to provide a high standard of images to press outlets around the world, as well as an easy way to access them.

How image.net helped

Image.net, as the world's leading digital publicity distribution service, provided the ideal solution for Challenge to keep everything in one place for media outlets across the globe.

"image.net achieved everything we needed. It is easy to use and has good reporting so we can easily see our return on investment. It helps us take the niche sport of long distance triathlon to the mainstream media."

Victoria Murray-Orr, Director of Marketing & Communications



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The results

Image.net houses assets from all the Challenge Family's triathlons, and in February this year, over 700 assets from Challenge Melbourne were shared, resulting in over 2000 downloads from the media.

“Challenge Family now has a reputation within the international triathlon media for providing high quality imagery that is easy to access. As a result, wherever in the world our races are held, they receive excellent pictorial media coverage that often continues long after the immediate timing around the event.”

Victoria Murray-Orr, Director of Marketing & Communications

Contact us for more information on what image.net can do for your next event.

