

CORBEAU SEATS RALLY TENDRING & CLACTON 2018 – SOCIAL MEDIA ANALYSIS (as of 2pm April 23)

Twitter

#Tendringrally

- 87 people
- 226 tweets (63 tweets, 163 RT)
- 370,915 impressions
- Most used by: Rally (39), TDC (17), RallyFM (12) – but also EPRoadsPolicing

@Tendring_DC

- Top tweet for April so far: Saturday preview, with picture of Great Bentley, 2,983 impressions (7 RT, 14 likes)
Incidentally, top tweet for March was tweet of press release of council supporting the rally, with 6,411 impressions (3 replies, 14 RT, 46 likes) – more than update on rubbish collection after Beast in the East!
- Top mention: From @corbeaurally on Saturday, 506 engagements (1 reply, 12 RT, 35 likes)
- Four-day period, April 20-23: 22 tweets (5 non-rally related). Rally tweet stats: 32,357 impressions / 1,422 engagements
- Time-lapse video (7secs) – viewed 898 times, 40% watched all the way through
- Number of tweets to the account thanking the Council for its support of event, for helping put it on, for being welcoming etc. – and saying they will come back

4h

Great praise from a rally legend!

Appreciation also due to [@Tendring_DC](#) for seeing the big picture and assisting in running [@corbeaurally](#) which has gone down brilliantly.

Well done all!

Congratulations to the [@corbeaurally](#) on running the first closed road rally in the UK. Everything I have read has been so positive, which is great news for rallying in Britain. A fantastic event after the tough pre-start objections. Well done organisers and to all the Marshals.

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Well done [@Tendring_DC](#) for another great event putting [#Tendring](#) on the map!

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18h

[@Tendring_DC](#) I'd just like to say thank you for allowing the [@corbeaurally](#) to take place today! Definitely a ground breaking event which you all should be so proud of! Lovely locals and fantastic scenery! First visit to the area and I will definitely be returning!

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You Tube



Corbeau Seats Rally Tendring & Clacton 2018 SS 7 Cadman

Unfortunately fuel pump packed in at around 1 minute in. Matthew and Declan on England's first ever closed road Rally. Crew had a

Cannot wait for next year !



- [redacted] video from Bradfield – 400+ views

- Hirst/Dear in car footage, stage 7 (Bradfield) – 1,475 views
- Rogers/Clark, as above – 400+ views
- Search for “Corbeau Rally” yields seven other relevant videos on top page, combined total of 1,225 views
- **Total so far: 3,500**

Facebook

- Essex Sunshine Coast page (ours) did posts; Reach on the day of the rally was 1,639 (up 171% on day before), with 356 engagements (up 612% on day before). People engaged by sharing their photos
- Prompted discussions in community groups:
e.g. Manningtree Shout Out post – hundreds of comments, mostly supporting
- General tone is supportive, though some not keen – poor communication of details is common theme of feedback
- Organisers also have posted asking for feedback

Manningtree Shout Out 1

Manningtree Uncut 1

Spotted in Clacton 1

CORBEAU SEATS RALLY TENDRING & CLACTON 2018 – SOCIAL MEDIA ANALYSIS (as of 3pm July 9)

Twitter:



My write up of A Couple of Days Out Attending the Corbeau Seats Rally, 2018
[#firstontheroad](#) [#corbeaurally](#)



A Couple of Days Out Attending the Corbeau Seats Rally, 2018
This time last week, I was waiting for a boat in advance of heading off to Clacton for the weekend. The event? The Corbeau Seats Rally, 2018, England's first
blog.ouseful.info

4:27 AM - 28 Apr 2018

1 Retweet 3 Likes



[#Tendringrally](#) completely ruined my day. Nothing from Tendring DC to say it was being planned. Not even a leaflet drop. Horns blaring, exhaust noise, engines revving. All day long. Couldn't even get out to shops. Go elsewhere [#corbeaurally](#). Tendring DC - you should be ashamed..

3:02 am - 25 Apr 2018

Reply Retweet Like Message

- April 28 2018
- Promoting blog post with 1,829 followers
- Positive experience of the day



Corbeau Rally
@corbeaurally

Follow

Friday night is TV night. Thanks to [REDACTED] for the VO on this second trailer for the upcoming TV show.
[youtube.com/watch?v=GZ9dYz ...](https://youtube.com/watch?v=GZ9dYz...)



12:46 PM - 9 May 2018

14 Retweets 19 Likes



3 Comments 14 Retweets 19 Likes

- Announcement of television coverage of the rally
- Published 9 May, 14 RTs, 19 likes, 3 comments

#tendringrally

- 8 tweets since last checked (April 23)

#firstontheroad

- More active since the rally
- 41 tweets since last checked (April 23)

@Tendring_DC

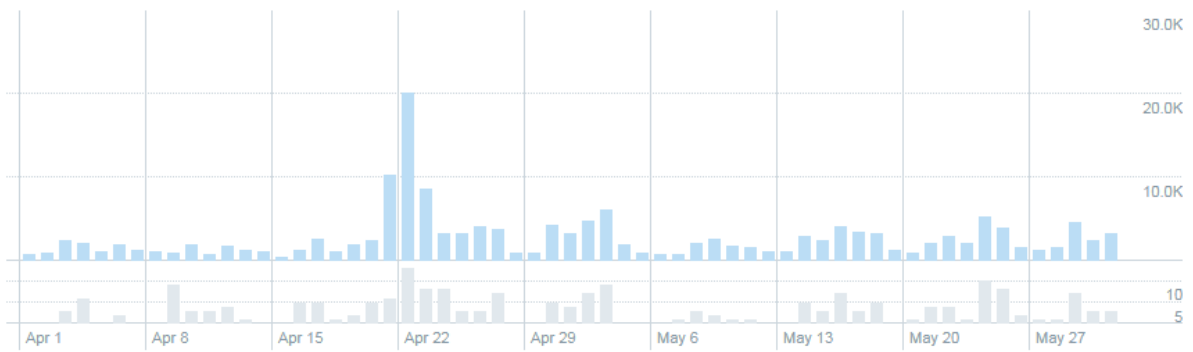
- Top tweet from April was tweet of the press release, with 6,154 impressions, 14 RT and 46 Likes. Total 288 engagement, 45 link clicks
- only tweet since to have more impressions (with 6,200) was announcement of panto celeb.
- Top mention for April was tweet from @corbeaurally about great atmosphere, from the day before rally – 511 engagements
- Top media tweet was of a time-lapse of cars setting off. Video viewed 1,064 times, tweet impressions 3,730, engagements 106.
- Total impressions from tweets on the day of the rally: 20,107 from 13 tweets (highest). Following day was 8,662 from eight tweets (second highest since rally).

Top Tweet earned 5,882 impressions

The #firstontheroad @corbeaurally brings thousands of people to Tendring - tendingdc.gov.uk/council/news-p...
#Tendringrally @MSAUK
pic.twitter.com/3HTZ6nTQfq




1 Reply 14 Retweets 46 Likes



YouTube:

About 855 results FILTER



2018 Corbeau Seats Tendring & Clacton Rally

HM Productions • 2.8K views • 1 month ago

The 2018 Corbeau Seats Tendring & Clacton Rally. Chelmsford Motor Club's event is the first ever rally to traverse the closed ...

- Top result of 'corbeau rally 2018' search
- Published May 16
- 2.8k views
- Top 8 videos in search, combined views of 17, 693



Corbeau Seats Rally Tendring & Clacton 2018 SS 7 Cadman Construction Stage
Matthew Hirst Declan Dear

- Viewed 2pm, April 23 and current views were 1,475
- Viewed 3pm, July 9 and current views were 4,631



2018 Corbeau Seats Tendring & Clacton Rally

2,860 views

👍 41 💬 1 ➦ SHARE ⚙️ 📺 🗉

- Official coverage of rally
- Published May 16, current views 2,860

Facebook:



- BBC news official Facebook page post published April 23
- Current reaction: 22K views, 224 shares, 238 likes, 36 comments



Corbeau Seats Rally Tendring & Clacton 2018



May 24 · 🌐

We are delighted to say the rally now has a date for 2019 - Sunday 28th April.

After the positive competitor and public reaction to the first closed road stage rally in England and a review of the event we are working with our sponsors and partners to plan the next rally.

Event Director Tony Clements said "Our first closed road event received a great response from the rally crews and most strikingly from the people of Tendring and Clacton who enjoyed a family friendly day out ...

[See More](#)



👍❤️👤 343

90 Comments 165 Shares

- Rally will become an annual event
- Published May 24
- 343 likes, 90 comments, 165 shares