

MIDWAY ALIGNMENT OF THE BOTHNIAN CORRIDOR

FUN FACTS ABOUT MIDWAY ALIGNMENT'S COMMUNICATION

FEMALE FB FANS



20 NEWSLETTERS

The first newsletter was sent on March 13th 2014 to 77 recipients. The latest newsletter was sent to 532 recipients. The goal was to send 4 newsletters yearly. However, a total of 20 newsletters have been sent. Communication is king!

MOST READ ARTICLE

The most read article throughout phase 1 was 'PIECES ARE FALLING INTO PLACE'. Read the article if you haven't read it yet.

71 PERSONS ON PREMIERE

The Midway Alignment movie was released on November 17th 2014 during the GotMoS conference, and 71 persons took part in the premiere. Since then, the movie has been shown around Europe in Brussels, Stockholm and Munich just to mention a few places

NEWSLETTER RECIPIENTS

+591%



SINCE MARCH 2014

162 ARTICLES IN MEDIA

162 articles have been written about Midway Alignment by media, and that's only the ones we know of!

252 000 MINUTES OF INFORMATION

The Midway Alignment slideshow has been shown 252 000 minutes since the project's information wall was set up on Wasaline.

900 CLEANING PADS

Midway Alignment's cleaning pads have cleaned at least 900 touch screens (and maybe a pair of glasses or two).

RECYCLED TABLET CASES

We Care. Did you know that Midway Alignment's tablet cases are made of old sails that have sailed around the Finnish archipelago?

ONE SINGLE UPDATE REACHED 14 104

14 104. That's the number of people reached by svt.se's news about the new ferry when shared on Midway Alignment's Facebook page.

MOST MEN BETWEEN 35-44 YEARS

36% of Midway Alignment's Facebook-followers are women and 64% are men. The majority of the women are between 45-54 years old, while the majority of the men are between 35-44 years old. Most Facebook-fans live in Umeå.

67,5%

RETURNING VISITORS
ON WEBSITE

THANK YOU AND WELCOME BACK!

Midway Alignment's website has 67.5% returning visitors.

www.midwayalignment.eu



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