

# Zalaris Norseman Xtreme Triathlon

## CASE STUDY



Photo credit: Lars-Erik Blenne Lien

The Zalaris Norseman Xtreme Triathlon was created to inspire Norwegians to fall back in the love with long-distance triathlon, which was on its deathbed in Norway at the millennia.

The founder's vision was to create the world's toughest full-distance race (3.8km swim, 180km cycle and 42.2km run) with a unique experience, that showed off Norway's landscape and was the ultimate test of triathletes' reliance and strength. Almost 16 years on and the race has greatly contributed to the revival of long-distance triathlon in Norway, consistently seeing thousands enter the ballot each year for less than 250 places.



Photo credit: Alexander Koener

*Adelaide Goodeve is a part of the Zalaris Norseman Xtreme Triathlon crew. In 2018 and 2019 she contributed to the Norseman media team with updates and live feeds on NXTRIs various platforms in social media. She also produced Press releases, interviews with athletes, support-team and spectators.*

*But most important for us, she contributed with lots of ideas and inputs on how to improve our impact and appeal to a broader audience and how and where to find and reach the audience that find our race appealing and interesting.*

*Adelaide is hard working, professional and loyal. She is easy to work with, always on time, always willing to share and discuss new ideas or new takes to old routines. Adelaide is the one you want to sit next to on your lunch break. We are privileged to have Adelaide in our crew and we can strongly recommend here to others, although we would be devastated to lose her.*

*- Dag Oliver, Managing Director of Norseman*

I have been a key member of Norseman's media team for over 2 years, which involves:

- Updates and live feeds across Norseman's various social media platforms, including interviews with athletes, celebrities, support-teams and spectators, and producing press releases
- Defined and developed innovative social media and content strategies
- Leading and hosting their new podcast, Norseman Radio

The results:

- In 2018, increased Instagram followers from 12,700 to 13,500 by managing their Instagram stories over the 2018 4-day race period and instrumental in driving over 60,000 views to their live show.
- In 2019, took over Instagram for the 4-day race period, resulting followers to increase from 18,900 to 21,000, generated 1.1M impressions and 8.7K reach.
- By managing their Instagram account, Norseman's following organically grows by 100-150 each week. man 2018



Photo credit: Alexander Koener

# ABOUT ADELAIDE GOODEVE



## **My career began when I was told no.**

In 2009, my life buckled to my personal health. After a deterioration in both mental and physical changes, I was diagnosed with Chronic Fatigue Syndrome. I was plagued by an fatigue that knew no limit. Doctors told me I would feel this way for the rest of my life. I refused to accept my fate.

Almost 4 years later, I transformed my life in just 3-days by learning how to rewire my brain for the life I wanted. I went from nearly bedridden to being a regular cross-fitter and adventurer, and in 2017 I became an Ironman.

Now, I'm an international speaker and mindset coach for pro and first time triathletes.

Outside of working with my coaching clients, I advise businesses on how to effectively market to athletes, adventurers and travellers. If you or your company wants to meaningfully connect with this audience, I can help..

**If you want to find out how I can help you, send me an email to [adelaide@adelaidegoodeve.com](mailto:adelaide@adelaidegoodeve.com)**

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