

KAROLINA CK PILARCZYK

MEDIALNE AKTYWNOŚCI – OCTOBER 2020

MEDIA:

wPolsce.pl



<http://wpolsce.pl/magazyn/12667-co-wsporcie-drifting-kto-zdominowal-rywali>

MOTO.PL



<https://moto.pl/MotoPL/7,88389,26412102,influencerem-motoryzacyjnym-2020-zostaje-wciaz-mozecie-glosowac.html>

NEXT PODIUM !! This time, the podium in the Polish Drifting Championships! "I will repeat it all the time - you are the biggest winner in this year" - Dominik Jaroszewski, journalist and commentator at Drift Open

DRIFT COMPETITION

October is the month ending the 2020 drifting season. The organizers met the target and, despite many challenges and difficult conditions, they run the entire series of the championship. In the first half of the month, two final rounds were organized - the Polish Drift Championship and the IDF Drift Open.

POLISH DRIFT CHAMPIONSHIP SŁOMCZYN

What a weekend it was !!! A sine wave of emotions, great battles and finally ... a podium !!

Karolina won the 3rd place among the best competitors in Poland in the PRO1 class during the 6th round of the Polish Drifting Championships on the track in Słomczyn!

The season is coming to an end. The fight is getting more and more fierce - now it is not only the podium that counts, but the place in the general classification.

Powerful cars, the best competitors in Poland and Karolina with the weakest car - only 475KM! However, our driver from the beginning of the season shows an amazing will to fight, putting pressure on opponents, who have twice as powerful cars! This fighting spirit and great form of Karolina caused that she again stood on the podium in the highest class!



MEDIA:

MSN



<https://www.msn.com/pl-pl/motoryzacja/wiadomosci/influencerem-motoryzacyjnym-2020-zostaje-wci%C4%85%C5%BCmo%C5%BCecie-g%C5%82osowa%C4%87-na-swojego-faworyta/ar-BB1af68s>

GAZETA.PL



<https://kultura.gazeta.pl/kultura/7,114628,26401086,piotr-metz-odszedl-z-trojki-ale-nie-odchodzi-z-polskiego-radia.html>

DRIFT OPEN IN TORUŃ

It wasn't a good weekend. The track in Toruń is well known to Karolina and is one of her favorite facilities. On this track, our driver many times held high positions during competitions, including fourth place during the Drift Open round.

However, this round turned out to be very unpleasant.

Karolina was eliminated after a very controversial decision of the judges. Despite the fact that the majority of experienced drifters judged that this battle should win Karolina, they are not the judges here and have the decisive vote. All we had to do is to accept this decision.

"I will repeat it all the time - you are the biggest winner in this year" - Dominik Jaroszewski, journalist and commentator at Drift Open

Despite negative final round, it was a great season for the whole team. Karolina stood on the podium twice in the highest classes: Pro in the Polish Drifting Championships and MASTERS in the IDF Drift Open competition. It is also worth emphasizing that Karolina drove the weakest car this season with only 475 km. If she was so successful in such car, and there are plans to launch the 750 hp Predator II, it sounds good for the next season 😊



MEDIA:

MSN

<https://www.msn.com/pl-pl/rozrywka/news/piotr-metz-odszedz-c5%82-z-tr%c3%b3jki-ale-nie-odchodzi-z-polskiego-radio/ar-BB1a3iwM>

RZESZÓW24:



<https://rzeszow24.pl/w-g2a-ruszyly-targi-virtual-expo-wideo-995-00r2kc/>

MOTOTRENDY:

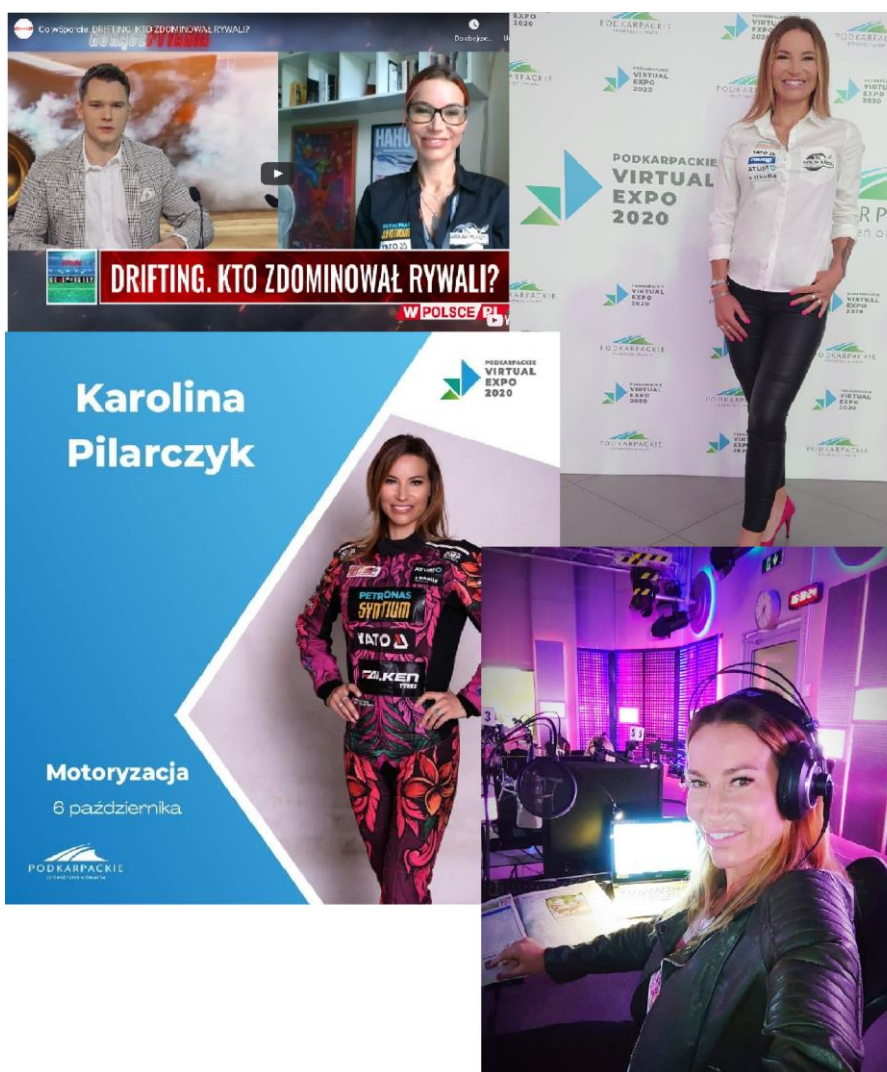
<https://mototrendy.pl/artukul/pawel-trela-wygrywa-w-slomczyne,27744>



MEDIA

In October, Karolina started a broadcast entitled "It's time for sports with Karolina Pilarczyk" on Polish Radio Trójka. The aim was to honor all athletes who put a lot of heart, passion, time and money to develop in some sport disciplines that is most often ignored by the media because it is not football .. This is the realization of Karolina's next dreams and plans - she has repeatedly appeal in the media to talk about other sports, especially since Poles are successful in them all over the world and we have a lot of reasons to be proud of!

Karolina was also invited to TV to summarize the season and was invited to the Virtualne Expo - a virtual conference promoting the Podkarpacie region.



MEDIA:

WP

<https://sportowefakty.wp.pl/sportowybar/903380/piekna-szybka-i-utalentowana-karolina-pilarczyk-dolaczyla-do-radiowej-trojki>



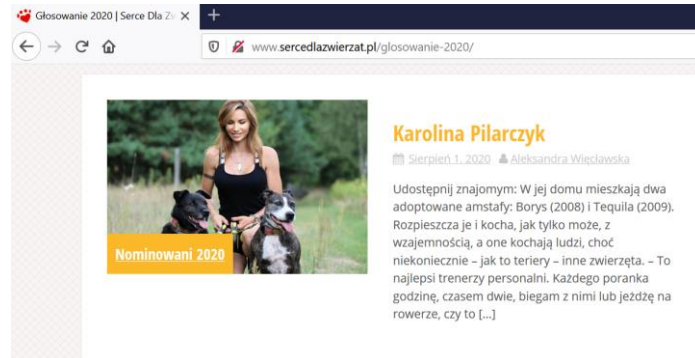
POLSKA TIMES

<https://polskatimes.pl/nie-tylko-politycy-maja-glos-w-obronie-praw-zwierzat/ar/c15-15214950>



NOMINATIONS

Karolina's activities for animals were noticed and appreciated by the Psy.pl magazine, therefore she was nominated in the plebiscite "Heart for Animals".



Karolina was also nominated in the Moto.pl Plebiscite in the Automotive Influencer of the year category!

<https://influencer-roku.webankieta.pl/>



ADVERTISING EQUIVALENT

Month: **OCTOBER**

Range: **11,2 mln**

Equivalent: **2,1 mln PLN**

Publikacje / Zasięg

PUBLIKACJE

▲ 26% 152

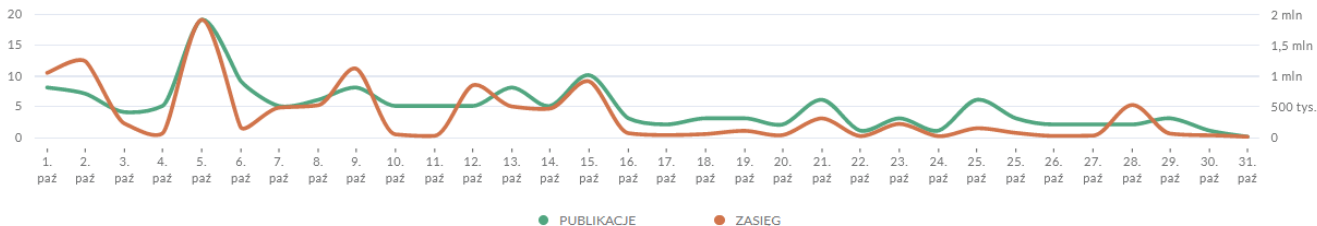
ZASIĘG

▲ 195% 11,2 mln

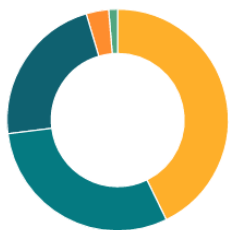
EKWIWALENT (PLN)

▲ 380% 2,1 mln

Publikacje / Zasięg



Źródła



- SPOŁECZNOŚCI
42,76% (65)
- PORTALE
30,26% (46)
- RADIO
22,37% (34)
- MIKROBLOGI
3,29% (5)
- FILMY
1,32% (2)

Najpopularniejsze strony

1. Facebook 65
2. Polskie Radio Program 3 34
3. Białystok - Miejski Portal Informacyjny 12
4. Twitter 5
5. Polskie Radio 3
6. YouTube 2
7. Motocaina.pl 2
8. Wirtualne Media 2

Pokaż więcej