



PTSD

PERTH TO SYDNEY

Fastest Known Time



GIANT CADEX

SOCIAL MEDIA PLAN

Brendan "Trekky" Johnston

PROFESSIONAL CYCLIST



The Overview

Jan 10, 2026

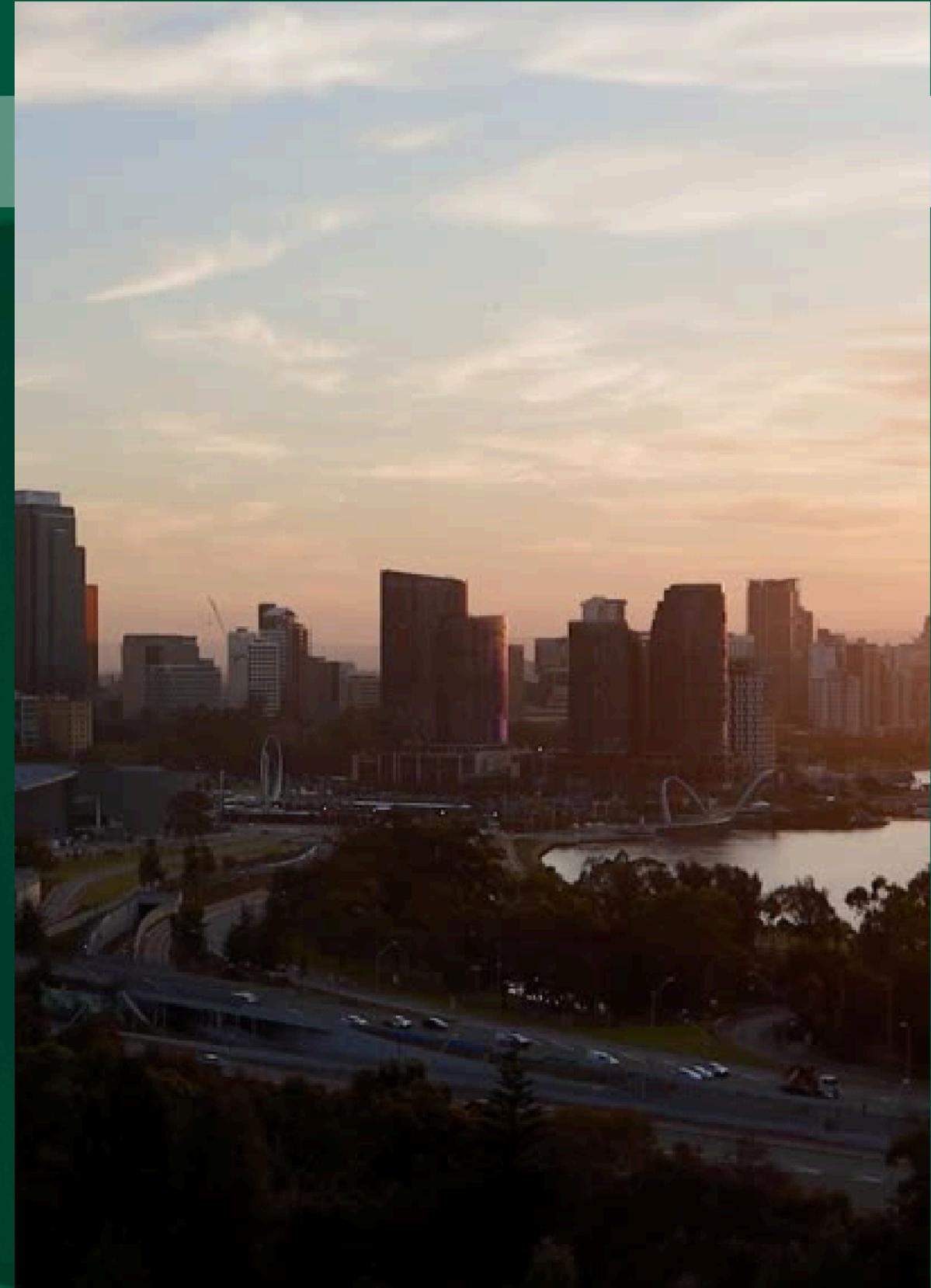
The Route: → 4,100km ↑ 16,880m

Current Record: 6 days, 10 hours, 58 minutes

GIANT CADEX

Brendan “Trekky” Johnston’s Perth to Sydney FKT attempt presents a unique story-telling opportunity. From fighting cancer as a teenager, to dealing with the resulting PTSD, the narrative will be full of heart and inspiration. The partnership with Giant Bicycles and Cadex Cycling will showcase the equipment required to push the human body to its limits.

An intense Social Media plan will be the main focus to drive excitement around the record-breaking attempt, beginning a week before the start of the ride and concluding a few days after the finish. A long-format video in the Spring will cement the ride into history. The timing of the final video will also tie into driving excitement for the upcoming race season for Trekky.





The Countdown

MONDAY, JAN 5 - FRIDAY, JAN 9

IG STORIES: One week to go! Daily Countdown

MONDAY, JAN 5, 2026

IG REEL: Bike/equipment check

- Walk-through of all Giant/Cadex equipment that will be used during the FKT (TT bike, backup bike, wheels, cockpit, helmet, shoes, etc.)
- Brief recap of what's coming up for the FKT (when, where etc.)
- CTA: follow Trekky's IG account for live updates

FRIDAY, JAN 9, 2026

IG REEL: Last minute-prep

- Behind-the-scenes, documentary-style to show preparations of equipment, nutrition, support team, support vehicles, logistics
- Tie-in some emotional elements, like talking to his daughter, etc



The Ride

SATURDAY, JAN 10 - FRIDAY, JAN 16

IG STORIES:

Regular updates (5-10) per day showing a mix of riding footage, what's happening in the support vehicles, rest stops, start/finish of each day etc. plus anything else interesting that happens during the day.

MONDAY, JAN 12, 2026

IG REEL: FKT Update

- Brief summary of what's happened since the start

THURSDAY, JAN, 15, 2026

IG REEL: FKT Update

- Brief summary of what's happened since Monday

FRIDAY, JAN 16, 2026

IG REEL: FKT Conclusion/Update

- Very brief summary of the FKT's SUCCESS, as soon after completion as possible

IG STORIES:

- First announcements of FKT Conclusion, including footage of Trekky rolling into Sydney



The Conclusion

SATURDAY, JAN 17, 2026

IG STORIES: Success!

- Behind-the-scenes of Trekkie's recovery
- Thank yous, goodbyes etc.

TUESDAY, JAN 20, 2026

IG REEL: FKT Conclusion

- IG REEL: FKT Conclusion
- Short overview of the whole FKT, including before/after interviews
- Thank yous to sponsors, supporters etc.
- Summary of how much money was raised for Tour de Cure
- This reel acts as a teaser for the long-format to come

TUESDAY, MAR 31, 2026

YouTube: PTSD Ride - Trekkie's FKT

- Long-format youtube video documenting the entire FKT
- To be posted on the Giant YouTube channel
- Target length: 20 minutes

IG REEL and STORIES: YouTube Promo

- CTA - Watch the YouTube Video Now
- Teaser trailer with link to YouTube video
- Collab with Trekkie, Giant Global, Giant AUS, Wahoo



Let's Ride Together



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