

# The Pursuit of Greatness

A documentary series produced by Digital Azul for Global Champions

## Going Beyond the Arena

In a sport where results are everything, Pursuit of Greatness set out to explore the people behind the podiums. Produced by Digital Azul for Global Champions, the series offers a character-led, behind-the-scenes look at two of the sport's most respected athletes, Marcus Ehning and Peder Fredricson.

Filmed across two ten-episode seasons, the programme takes viewers into the training spaces, home environments and inner circles of these elite riders. With a focus on mindset, preparation and personal support systems, Pursuit of Greatness was created to offer a more reflective view of what it means to compete at the highest level.

## Understanding the Riders. Shaping the Narrative.

The challenge for Digital Azul was to produce something that felt intimate and authentic, while reflecting the depth of each rider's personal journey. This meant more than simply capturing footage. It required time, trust and a deep commitment to thoughtful storytelling.

Relationship-building became central to the process. Filming took place over several months, with week-long shoots at the riders' home stables. These sessions were not just about gathering material. They were about immersing in the riders' world, observing their routines, understanding their mindset and listening closely. This approach allowed the team to reflect not just what these athletes do, but who they are and what drives them.

The production schedule remained flexible throughout, accommodating limited access windows while ensuring each story was told in depth. The process was shaped in close collaboration with Global Champions to ensure alignment between editorial tone and brand values.

## Bringing the Story to Life

Each episode was built from the ground up, shaped around the athlete's voice and experience. Before filming began, the team spent considerable time developing the narrative structure and refining the script in collaboration with Global Champions. This early work was grounded in understanding the sport from each rider's point of view, not just as athletes, but as individuals with unique experiences and perspectives. Through research, early interviews and long-form discussions, the team worked to ensure the storytelling remained authentic to each subject's voice.





A dedicated researcher worked alongside the director and editor to identify the moments and milestones that mattered most. Archive footage was selected with care, not simply to provide background, but to add emotional context and personal history.

On site, the crew was chosen not only for technical experience but for their ability to build trust and blend into the environment. Filming was kept natural and unobtrusive, allowing genuine moments to emerge. Rather than rely on fast-paced sequences or highlight reels, the series adopted a calm, observational tone with character at the centre.

## From Feature to Fanbase

The series helped Global Champions strengthen its connection with fans and present its top athletes in a new light. Outcomes included:

- Pursuit of Greatness: Marcus Ehning became the most-watched programme on GCTV at the time of release.
- Viewer demand led to the commissioning of a second season, focused on Peder Fredricson.
- The series expanded Global Champions' content offering, engaging loyal fans and attracting new audiences.
- Additional licensing opportunities extended reach beyond the GCTV platform.
- What began as a one-off commission became a model for more personal, story-led content in the world of elite sport.

## The Value of Storytelling

Pursuit of Greatness reflects what Digital Azul values most. By shaping access carefully and spending time with each athlete to understand their perspective, the team delivered a series that reached far beyond the competition calendar.

For Global Champions, the project brought audiences closer to the athletes they admire and created long-term value. It showed that when storytelling sits at the centre of production, the result is more than coverage. It becomes a meaningful way to engage viewers.

**We do not just tell stories. We show what is behind them.**