

PHG



## Rome & Paris E-Prix: Coverage Report Jean-Eric Vergne

05.04.18 - 04.05.18



PHG and Patternn managed PR and social media activities for Jean-Eric Vergne during the Rome and Paris E-Prix's, rounds 7 & 8 of the 2017/18 FIA Formula E Championship. The following is a breakdown of media coverage, social media presence and statistics from throughout the events.

## KEY FIGURES

80M+

online readership reached

186,015

social media engagements

1,730

average likes per post on Instagram

3.2M+

impressions on social media

3,498

new followers on social media

Online, print,  
radio and TV  
interviews  
secured

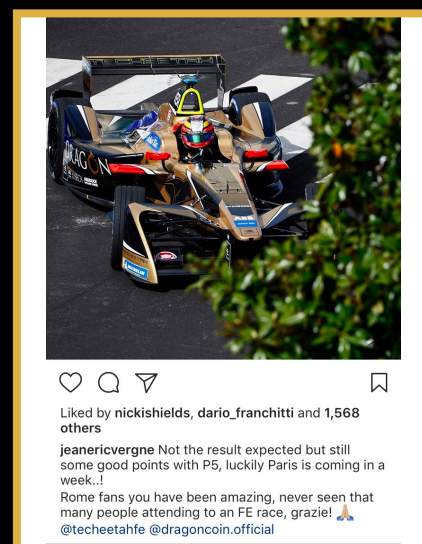
## MOST USED HASHTAGS


#RomeEPrix  
#ParisEPrix  
JEV FIA  
ABBFormulaE  
PolePosition #  
#ThisIsBOSS  
FANBOOST  
Techeetah  
#forTheFans  
Paris Dragon  
#JEVeloce  
JeanEricVergne  
JEV25

# SOCIAL MEDIA

## Channels

A detailed social media strategy and content plan was implemented ahead of both events to maximise JEV's visibility and engagement with fans and partners both locally and internationally. The plan involved posts across Facebook, Instagram and Twitter channels, and was adhered to and adapted when necessary throughout and following the event.




 JEV's Twitter account was utilised before, during and after both race weekends, with a range of live and pre-recorded filming, candid and professional photography used to publish dynamic and varied posts.

- » **1,838,361** total impressions
- » **40,122** engagements, varying from retweets, replies, likes and quote tweets
- » **33,900** profile visits from 81 posts
- » **2,329** new followers

» **Top Tweet:** "Dear @BillyMonger you're an example to everyone and all of us racers, never give up and keep moving forward! I look forward to seeing you on 25.04 for the eKart event I am organising for you & to raise awareness for the @fia Disability & Accessibility Commission"


- Impressions: **306,095**
- Total engagements: **5,375**
- Media engagements: **1,152**
- Profile clicks: **1,256**
- Likes: **2,056**
- Retweets: **871**

 JEV's Facebook page was used extensively as part of the amplification for Rome and Paris, with a range of video, photography and textual-based posts being used to Facebook's strengths. Highlights included a Live Q&A session in Paris, live coverage of the charity karting event and a series of videos created and promoted in collaboration with the series itself and featuring on-track footage.

- » **459,776** page impressions
- » **84,246** reach
- » **41,247** post engagements
- » **503** new page likes

» **Top Post:** "Winning my home race in Paris is simply the best win of my career, can't describe it in other words... Merci a tous les Parisiens pour votre support!!! #ParisEPrix #ABBFormulaE #JEV25"

- Reach: **31,374**
- Clicks: **1,854**
- Reactions, comments & shares: **2,272**

 Over 70,000 likes were achieved in and around both race weekends on Instagram, with users reacting to a balance of high quality photography and multimedia posts. In total, an average of 1730 likes per-post were registered from 41 posts.

- » **903,135** impressions
- » **70,960** likes from **41** posts
- » Average likes of **1,730** per post
- » **823** comments

» **Top Post:** "Not the result expected but still some good points with P5, luckily Paris is coming in a week..! Rome fans you have been amazing, never seen that many people attending to an FE race, grazie!"

- Impressions: **21,037**
- Likes: **1,600**
- Comments: **12**

# SOCIAL MEDIA

## Instagram Focus

JEV's Instagram page was used extensively throughout the event amplification, with a series of lifestyle and sporting posts used to display JEV's various commitments and activities. The following is a selection of highlights from JEV's Instagram output.



### Pope Meeting

Ahead of the Rome E-Prix, JEV and a number of other invited guests were present to meet Pope Francis in Vatican City, receiving his blessing and discussing the series with His Holiness. We shared a photo of the meeting, gaining over 2,760 likes and 35 comments.

- » **27,407** impressions
- » **46,080** reach
- » **337** engagements
- » **2,760** likes



### Victory in Paris

JEV took to Instagram following his home in Paris to share his feelings with his fans in the form of a emotive photo and emotional text. The post displayed JEV standing on the nose of his winning car and drew in over 5,820 likes, with more than 155 comments of congratulations driving post engagement.

- » **42,387** impressions
- » **27,863** reach
- » **1,795** engagements
- » **5,000** likes



### eKarting Event

Instagram was used as a platform to promote, document and review the eKarting charity event hosted by JEV at his family's karting track on the outskirts of Paris, with a series of photos posted to over 91,400 users on Instagram. Over 3,100 likes were generated across three posts, with the most popular post (pictured) racking up more than 15,000 impressions.

- » **18,023** impressions
- » **14,388** reach
- » **1,021** engagements
- » **1200** likes

# SOCIAL MEDIA

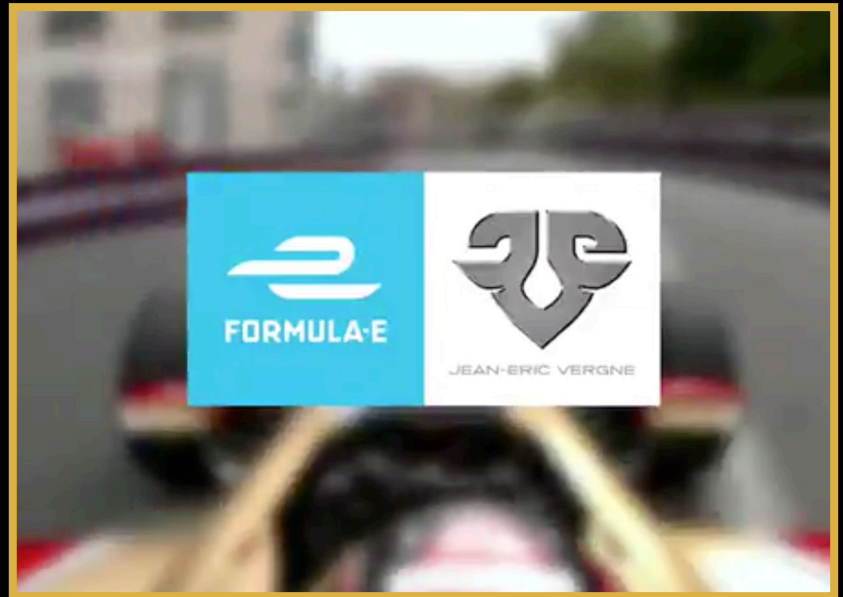
## Video Content

We create, edited and assisted in promoting a series of videos to help provide exclusive content for JEV's audience across social media.

### ON-BOARD FOOTAGE

Onboard content continues to be a part of JEV's content plan, with this Instagram post from Paris including his personal logo to increase brand awareness.

- » **9,532** views
- » **1,960** likes
- » **31** comments



### PASSENGER SEAT...

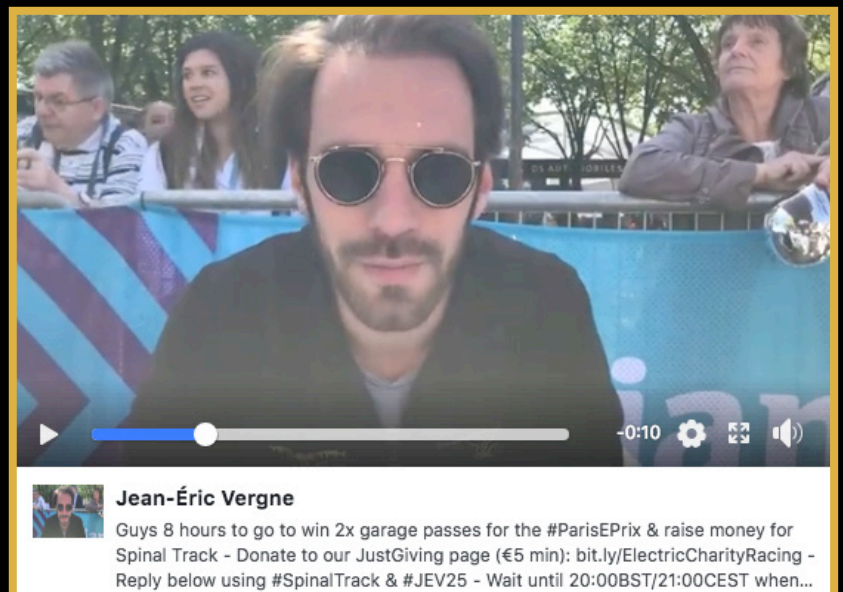
JEV took film director Fisher Stevens out for a spin in his road car ahead of the Paris E-Prix and filmed the experience using a fixed camera mount pointed at the passenger seat. The humorous film has so far received 7,004 views and 20 comments, most of which praise the humour of the short clip.

- » **7,004** views
- » **812** likes
- » **20** comments

### VIP Garage Passes

To help raise funds for chosen-charity Spinal Track, we curated a competition to win a pair of garage passes for the Paris E-Prix.

- » **3,253** views
- » **81** likes
- » **11** comments



# SOCIAL MEDIA

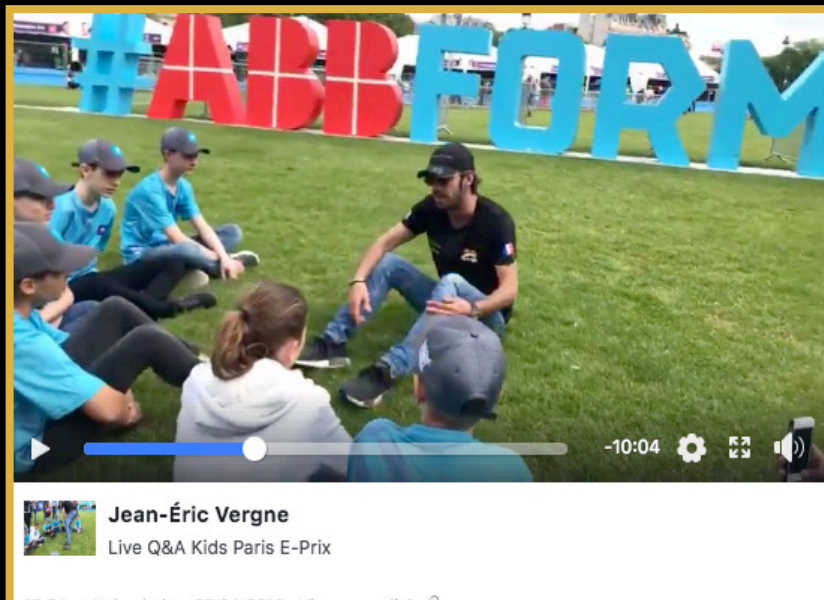
## Live Video

*During both E-Prix's we produced a series of live videos across social media, giving JEV's fans exclusive access to real-time content from the event.*

### GRID WALK

A live video was filmed on the grid ahead of both the Rome and Paris E-Prix, allowing fans a first-hand experience of the atmosphere from JEV's grid slot moments before the race began.

» **4,616** reach  
» **1,065** views  
» **16** comments



### LIVE Q&AS

Paris provided the backdrop for a pair of Live Q&A's hosted on JEV's social media accounts, with the initial Q&A starring Billy Monger and filmed during the charity karting event, and the second film shot at the Paris E-Prix circuit with a group of young karting stars. Both videos saw JEV interact with both online users and guests of the broadcasts, answering questions sent in both online and offline.

» **4,754** reach  
» **2,025** views  
» **18** comments

### PRE-SESSION BUILD-UP

JEV's social media was used as a platform to broadcast the preparation and tension from within the pit lane ahead of an on-track session, with live footage of JEV and the team getting ready behind-the-scenes.

» **6,169** reach  
» **2,154** views  
» **183** comments



# MEDIA COVERAGE

## Online & Print

A series of interviews with professional journalists and leading media outlets were set up prior to both race weekends and were overseen and successfully carried out both before and during the event. Coverage was also generated throughout both weekends in relation to JEVs on-track affairs.

Coverage included:

- » The Sun (George Boulton)
- » Square Mile (Max Williams)
- » Auto Hebdo (Nina Rochette)
- » L'Equipe (Stephane Barbe)
- » GQ (Charles Audier)
- » Autosport (Alex Kalinaukkas)

**THE Sun** SPORT | TV & SHOWBIZ | NEWS | FABULOUS | MONEY | MOTORS | T >

### HOMETOWN HERO Formula E: Jean-Eric Vergne wins home E-Prix in Paris to extend his lead over Brit Sam Bird in Championship standings

Frenchman led from start to finish in his home city while second-place Lucas Di Grassi and third-placed Bird lamented Andre Lotterer's driving style

By George Boulton  
28th April 2018, 10:04 pm | Updated: 28th April 2018, 10:04 pm

[Twitter](#) [Facebook](#) [COMMENT NOW](#)


JEAN-ERIC VERGNE got back to winning ways in his hometown in Paris to extend his lead to 31 points over Sam Bird in the Formula E drivers' standings.

Lucas di Grassi finished second ahead of Brit Sam Bird - with both drivers slamming Vergne's Techeetah teammate Andre Lotterer for his aggressive driving style.

**squaremile**

## Best job in the world: Jean-Éric Vergne, Formula E driver

*Jean-Éric Vergne is celebrated as one of the most exciting drivers on the Formula E circuit. He talks racing with Michael Schumacher and why FE is destined to surpass F1*



**AUTO hebdo.fr**

Formule e Paris 2018


Publié le 28/04/2018 à 17:27

### Jean-Eric Vergne vainqueur sans concurrence à Paris

Jean-Eric Vergne a dominé de bout en bout son E-Prix à domicile devant Lucas Di Grassi et Sam Bird.



**GQ**



LIFESTYLE / SPORT

### Jean-Eric Vergne: "En Formule E, à la moindre faute, on finit dans le mur"

[Facebook](#) [Twitter](#) [Google+](#) [WhatsApp](#) [Email](#)

**F1 Red Bull bosses demand apology from Daniel and Max** **Formula E Emotional Vergne moves closer to the crown** **F2 Brit Russell storms to victory after heartache**

# AUTOSPORT

BRITAIN'S BEST MOTORSPORT WEEKLY MAY 3 2018

## Vergne redeems himself in Paris

Victory on the French streets enabled Jean-Eric Vergne to banish the pain of tempo perils - and extend his championship lead with three rounds to go

ALEX KALINAUKKAS

Formula E CHAMPIONS E-PRIX 2018

ABB QATAR AIRWAYS

"Vergne made triumphant amends after the bitter disappointment here 11 months ago"

# MEDIA COVERAGE

## TV

JEV spent time conducting TV and radio interviews with the following:

- » Formula E Live UK Broadcast (Vernon Kay)
- » Michelin Motorsport
- » TF1
- » RMC Radio

Since filming/recording, JEV has been featured in a series of slots with both international and local media in both Italy and France. Highlights include:



Formula E Live UK Broadcast  
<https://www.my5.tv/fia-formula-e/season-2018/fia-formula-e-paris-live-race>



Michelin Motorsport  
[https://twitter.com/Michelin\\_Sport/status/988387836821991425](https://twitter.com/Michelin_Sport/status/988387836821991425)



Eurosport  
<https://twitter.com/eurosport/status/990139539875217408?s=12>

## FIA Formula E Season 4

### Rome E-Prix Results

**Round 7** Qualifying: P8

**Round 7** Result: P5

### Paris E-Prix Results

**Round 8** Qualifying: P1

**Round 8** Result: P1

JEV Championship Position: **P1 - 147pts**

Techeetah Championship Position: **P1 - 188pts**

### 2017/18 Formula E Calendar

R1   02/12/17 Hong Kong, HK	<b>Completed</b>
R2   03/12/17 Hong Kong, HK	<b>Completed</b>
R3   13/01/18 Marrakesh, MA	<b>Completed</b>
R4   03/02/18 Santiago, CL	<b>Completed</b>
R5   03/03/18 Mexico City, MX	<b>Completed</b>
R6   17/03/18 Punta del Este, UY	<b>Completed</b>
R7   14/04/18 Rome, IT	<b>Completed</b>
R8   28/04/18 Paris, FR	<b>Completed</b>
R9   19/05/18 Berlin, DE	
R10   10/06/18 Zurich, CH	
R11   14/07/18 New York City, US	
R12   15/07/18 New York City, US	

## OVERALL IMPACT

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PR and social media activation began at Round 1 of the 2017/18 FIA Formula E Championship and has already achieved strong numbers in terms of coverage, audience, engagement and traction.

### KEY FIGURES SO FAR - PARIS

300M

online readership reached

52M

impressions on social media

552,662

social media engagements

12,731

new followers on social channels

With thanks to JEV's personal sponsors:

**BOSS**  
HUGO BOSS

**HYT**  
#HYTWATCHES

**DRAGON**

# TECHEETAH

F O R M U L A · E T E A M



JEAN-ERIC VERGNE

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