



## New York E-Prix: Coverage Report Jean-Eric Vergne

05.07.18 - 28.07.18



PHG and Patternn managed PR and social media activities for Jean-Eric Vergne during the New York City E-Prix, rounds 11 & 12 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

# 100M+

online readership reached

# 171,627

social media engagements

# 2,223

average likes per post on Instagram

# 3.5M+

impressions on social media

# 1,012

new followers on social media

Online, print,  
radio and TV  
interviews  
secured

## MOST USED HASHTAGS

# **NYCEPrix**  
# JeanEricVergne

**JEV** **FIA**

**MUMM**  
**BOSSsports**

# Techeetah

ABBFormulaE

**ForTheFans**

# Pole Position  
ThisisBOSS **P1**

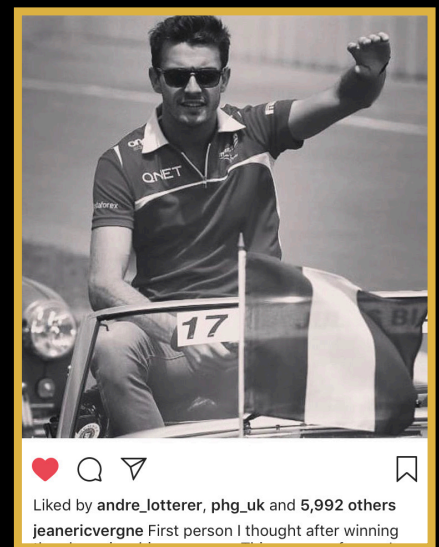
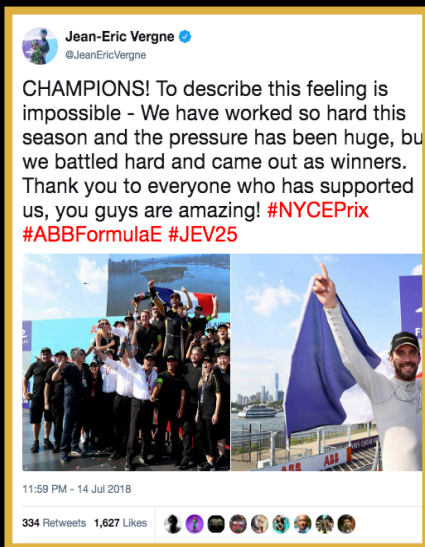
# Champion  
DareWinCelebrate

**JEV25**

# SOCIAL MEDIA

## Channels

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



JEV's Twitter account was utilised before, during and after the NYC race weekend, with a range of

live and pre-recorded filming, candid and professional photography used to publish dynamic and varied posts.

- » **1,569,623** total impressions
- » **40,060** engagements, varying from retweets, replies, likes and quote tweets
- » **2,969** profile visits from 89 posts
- » **208** new followers

» **Top Tweet:** "CHAMPIONS! To describe this feeling is impossible - We have worked so hard this season and the pressure has been huge, but we battled hard and came out as winners. Thank you to everyone who has supported us, you guys are amazing!"

- Impressions: **134,828**
- Total engagements: **6,875**
- Media engagements: **3,945**
- Profile clicks: **427**
- Likes: **1,627**
- Retweets: **334**



JEV's Facebook page was used extensively as part of the amplification for NYC, with a range of video,

photography and textual-based posts being used to Facebook's strengths. Highlights included a series of live videos during track sessions, shared content from the likes of Techeetah and Formula E and a series of videos created and promoted in collaboration with the series itself and featuring on-track footage.

- » **449,872** page impressions
- » **156,687** reach
- » **1,334** post engagements
- » **204** new page likes

» **Top Post:** "A tous mes amis français et ma famille je vous souhaite un joyeux 14 Juillet! Je suis fier de porter les couleurs de la France à NYC. En espérant que nous remporterons les deux championnats et bien évidemment la Coupe du Monde!"

- Reach: **13,698**
- Clicks: **506**
- Reactions, comments & shares: **827**



Over 113,400 likes were achieved in and around the NYC race weekend on Instagram, with users

reacting to a balance of high quality photography and multimedia posts. In total an average of 223 likes per post were registered from 51 posts.

- » **1,522,841** impressions
- » **113,411** likes from **51** posts
- » Average likes of **2,223** per post
- » **1,401** comments

» **Top Post:** "First person I thought after winning the championship was you... This one was for you! We miss you champ"

- Impressions: **46,243**
- Likes: **5,992**
- Comments: **66**

# 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.



### World Champion

Following the first race of the weekend we commemorated JEV's world championship win with a photo of team and driver celebrating on the podium. In order to streamline our content strategy in New York we hired an additional photo agency to capture and send high-quality photos immediately, helping JEV's social media accounts become one of the first sources of images from the celebrations.

- » **95,860** impressions
- » **63,369** reach
- » **5,448** engagements
- » **6,043** likes

### Season Review

Following the NYC weekend we requested a season review video for use across JEV's social channels, dubbed with JEV's favourite pre-race music. The video showed all of JEV's race wins from throughout the season and his most iconic team radio transmissions. On Instagram alone the video generated nearly 10,000 views and 1,062 likes.

- » **87,131** impressions
- » **67,618** reach
- » **1,044** engagements
- » **1,062** likes

### Vive la France

JEV's title win and race victory in NYC helped cap off a memorable weekend for France, with Bastille Day taking place on the Saturday and France lifting the FIFA World Cup ahead of the final race of the season on Sunday. JEV celebrated this with a photo of him flying the French Tricolour, taken shortly after hearing the Marseillaise on the podium.

- » **92,038** impressions
- » **75,371** reach
- » **4,873** engagements
- » **5,174** likes

# SOCIAL MEDIA



## Twitter Focus

Twitter remains the most active platform for to update fans and users of JEV's progress and activities throughout a race weekend, with a range of video, photography and live updates forming the core of JEV's Twitter content strategy. The following is a selection of highlights from JEV's Twitter output.



### World Cup Fever

Ahead of the World Cup final we coordinated a photo featuring JEV in a French football jersey and prominent GH Mumm champagne branding in accordance to JEV's brand ambassador role. The 'good luck' post achieve over 18,000 impressions and 555 engagements.

- » **18,260** impressions
- » **555** engagements
- » **135** likes
- » **37** retweets



### Championship Trophy

JEV's Twitter account was the first source on social media to post a photo of the Championship Trophy positioned on the podium prior to it being awarded to JEV following the final race of the season. The post generated over 244 likes and 55 retweets.

- » **24,279** impressions
- » **1,209** engagements
- » **244** likes
- » **53** retweets



### Bagatelle Celebrations

Following all activities in NYC, JEV hosted a GH Mumm-supported celebration party in France for friends and family to commemorate his title-winning season. We produced a pair of posts documenting the celebrations, using both photography and video to provide an insight into how a Formula E champion really celebrates...

- » **30,640** impressions
- » **3,906** views
- » **822** engagements
- » **217** likes
- » **45** retweets

# SOCIAL MEDIA

## Video Content

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

### ONBOARD FOOTAGE

Footage of JEV's getaway at the start of Race 2 in NYC was shared across social media. The video incorporated JEV's personal logo for brand awareness.

- » **21,880** impressions
- » **17,637** reach
- » **8,188** views



### HUGO BOSS ENGAGEMENT

The NYC E-Prix concluded JEV's first season as a Hugo Boss ambassador; this was celebrated via an engagement event with fellow ambassador and famous sailor Alex Thomson aboard his sailing boat off the shores of Brooklyn. Content created around the event was aimed at promoting JEV not only as brand ambassador, but also an advocate for enjoying an active lifestyle as per Hugo Boss' brand messaging.

- » **18,379** impressions
- » **13,477** reach
- » **6,928** views

### GH MUMM TRIBUTE

NYC provided the backdrop to GH Mumm's last race as official champagne partner of Formula E, with JEV being appointed as an official brand ambassador for the occasion. To commemorate the event we commissioned a production company to make a short compilation video of all of JEV's podium celebrations, including all four of his Season 4 race wins.

- » **7,234** views
- » **1,075** likes
- » **17** comments



# SOCIAL MEDIA

## Live Video

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

### 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 the team getting ready behind-the-scenes.

- » **13,301** reach
- » **3,631** views
- » **47** comments



### GRID WALK

A live video was filmed on the grid ahead of Race 1 in NYC, allowing fans a first-hand experience of the atmosphere from JEV's grid slot moments before the race began.

- » **5,032** reach
- » **1,563** views
- » **26** comments

### AUTOGRAPH SESSION

Footage from the final Autograph Session of the season was broadcast live on JEV's Instagram account, with JEV interacting with fans both at the event and tuning in online. The broadcast reached nearly 3,000 users and generated over 1,500 views.

- » **2,976** reach
- » **1,524** views
- » **35** comments



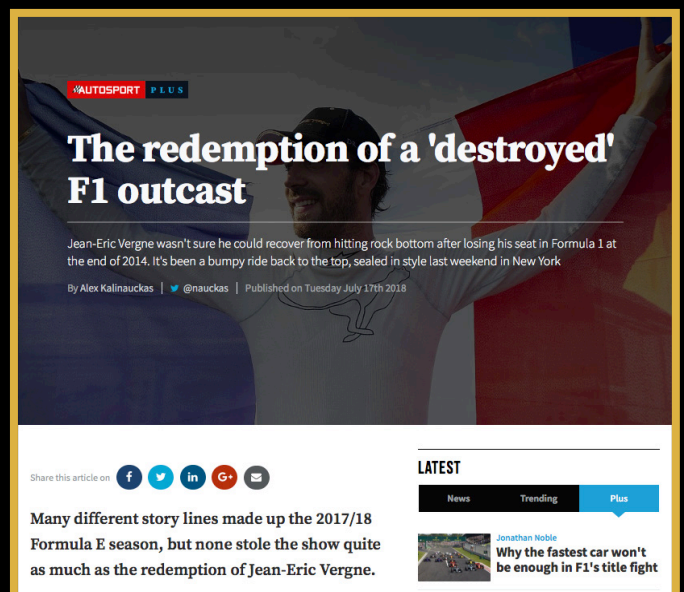
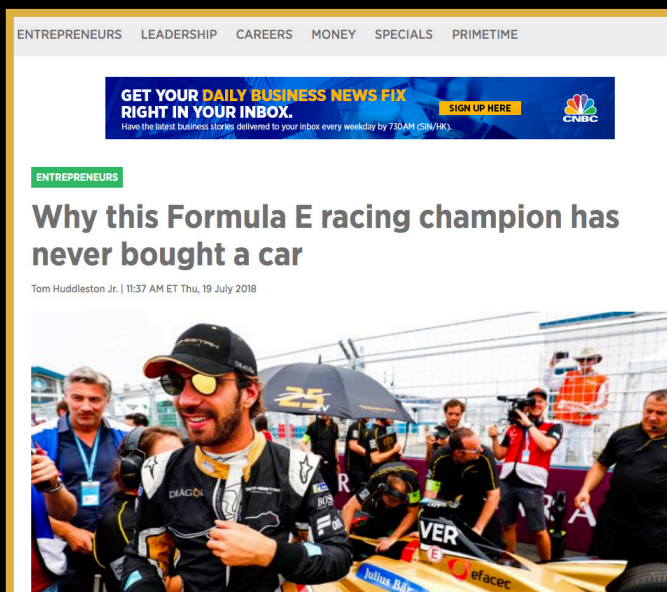
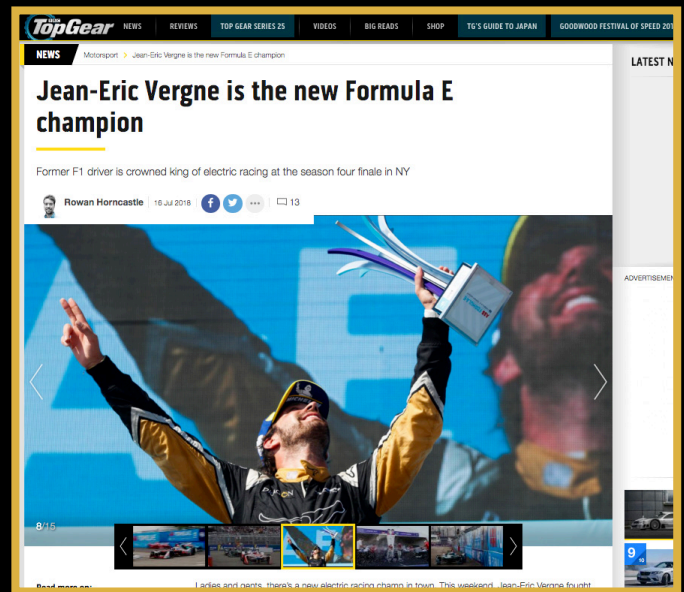
# MEDIA COVERAGE

## Online & Print

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

Coverage included:

- » Top Gear (Rowan Horncastle)
- » F1i (Andrew Lewin)
- » L'Equipe (Stéphane Barbe)
- » CNBC (Tom Huddleston Jr)
- » Autosport (Alex Kalinaukas)



# MEDIA COVERAGE

## TV

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

- » Formula E Live UK Broadcast (Vernon Kay)
- » CNN Sport (Anonymous)
- » Formula E World Feed (Nicki Shields)

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



CNBC

<https://twitter.com/CNBCMakeIt/status/1021455403555741696>



Channel 5 Interview

<https://www.my5.tv/fia-formula-e/season-2018/fia-formula-e-ny-race-2>



CNN Sport

<https://twitter.com/cnnsport/status/1021746663759769602>

## FIA Formula E Season 4/CHAMPION

### New York E-Prix Results

**Round 7** Qualifying: DNQ

**Round 7** Result: P5

**Round 8** Qualifying: P3

**Round 8** Result: P1

**JEV Championship Position: P1 - 198pts**

**Techeetah Championship Position: P2 - 262pts**

### 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	<b>Completed</b>
R10   10/06/18 Zurich, CH	<b>Completed</b>
R11   14/07/18 New York City, US	<b>Completed</b>
R12   15/07/18 New York City, US	<b>Completed</b>

## 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.

### SEASON 4 FIGURES

0.5Bn

online readership reached

60.2M

impressions on social media

1.1M

social media engagements

15,166

new followers on social channels

With thanks to JEV's personal sponsors:



**BOSS**  
HUGO BOSS

# TECHEETAH

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JEAN-ERIC VERGNE

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