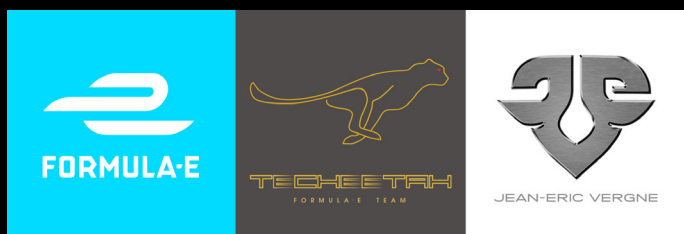


PHG



Marrakesh & Santiago ePrix: Coverage Report Jean-Eric Vergne

01.01.18 - 11.02.18



PHG and Patternn managed PR and social media activities for Jean-Eric Vergne during the Marrakesh and Santiago rounds of the 2017-18 FIA Formula E Championship. The following is a breakdown of media coverage and social media statistics from the event.

KEY FIGURES

60M+

online readership reached

151,418

social media engagements

1,836

average likes per post on Instagram

4M+

impressions on social media

2,784

new followers on social media

Online, print,
radio and TV
interviews
secured

MOST USED HASHTAGS

#SantiagoEPrix #MarrakeshEPrix #ThisIsBOSS
JEV FIA FANBOOST Techeetah
ABBFormulaE #forTheFans Season4
DareWinCelebrate #BOSSsports JEV25
WorldCancerDay2018

SOCIAL MEDIA

Channels

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



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

- » **1,924,642** total impressions
- » **47,288** engagements, varying from retweets to replies, and likes to quote tweets
- » **3,190** profile visits from 143 posts
- » **1,427** new followers
- » Sample tweet: "My new car for Season 5. What do you think guys?"
 - Impressions: **67,606**
 - Total engagements: **4,650**
 - Media engagements: **2,881**
 - Profile clicks: **195**
 - Likes: **676**
 - Retweets: **105**



JEV's Facebook page was used extensively as part of the amplification for Marrakesh and Santiago, with a range of video, photography and textual-based posts being used to Facebook's strengths.

- » **943,723** page impressions
- » **612,846** reach
- » **33,082** post engagements
- » **562** new page likes
- » Sample post: "Hello tout le monde. Je voulais vous remercier pour vos messages et commentaires, ca me touche tellement et j'ai beaucoup de chance de vous avoir derrière moi dans les bons et les mauvais moments. Voici un bel article en Français suite a notre doublé avec @Andre_Lotterer & @TecheetahFE. Love always, JEV"
 - Reach: **44,609**
 - Clicks: **3,719**
 - Engagements: **619**



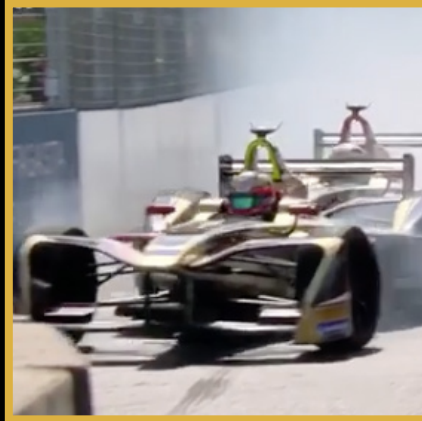
Over 74,500 likes were achieved in and around both race weekends on Instagram, with users reacting to a balance of high quality photography and multimedia posts. In total, an average of 1,836 likes per post were registered from 40 posts.

- » **1,138,277** impressions
- » **74,548** likes from 40 posts
- » Average likes of **1,836** per post
- » **1,168** comments
- » Sample post: "Pole Position, Victory and the 1st ever 1-2 finish in the history of @fiaformulae! Now leading the championship. A huge thank you to my team for all their efforts and a big thumbs up to my teammate and friend @Andre_Lotterer, well done! See you March 3rd for the Mexico E-Prix #JEV25 #ABBFormulaE #Winner #SantiagoEPrix"
 - **23,822** impressions
 - **5,497** likes
 - **136** comments

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 throughout the events. The following is a selection of highlights from JEV's Instagram output.



Podium Celebrations

In Santiago, Techeetah became the first team in Formula E history to claim a 1-2, and as a result the podium celebrations in Chile centred around both JEV and Lotterer. We capitalised on this by sharing a team photo taken on the podium, with a personal message of thanks from JEV within the text. The post was promoted and achieved over 260,000 impressions in just 24 hours.

- » **265,992** impressions
- » **22,206** reach
- » **2,531** engagements
- » **6,302** likes

Lotterer Battle

JEV's battle with Lotterer in Chile became one of the races major talking points, with the duo making contact and running side-by-side during the closing stages of the race. We shared footage of the pair's battle on Instagram with over 15,500 people viewing the 20-second clip.

- » **15,571** views
- » **27,252** impressions
- » **20,806** reach
- » **1,990** engagements
- » **2,312** likes

Gen2 Reveal

Between the Marrakesh and Santiago rounds Formula E revealed the first images of the Gen2 car, set to be used from Season 5 onwards. We used JEV's Instagram page to share the images with over 29,700 accounts, whilst gathering more than 3,500 likes.

- » **43,521** impressions
- » **29,713** reach
- » **3,782** engagements
- » **3,579** likes

SOCIAL MEDIA

Video Content

We created, edited and assisted in the promotion of video content for JEV's audience across social media

PARIS FASHION WEEK

JEV's role in the 2018 Paris Fashion Week saw him represent Formula E in front of the world's fashion media, and provided an opportunity to promote his role as an ambassador for HUGO Boss.

- » **697,107** views
- » **442** likes
- » **17** comments



Jean-Éric Vergne: Paris Fashion Week Driving Tour

Driving in Paris, the City of Lights Here's what happened when I took fashionistas Alia Chergui Blog, La Coquette Italienne and Renan Pacheco for a drive during #ParisFashionWeek TECHEETAH Formula E Team ABB Formula E #PFW #ABBFormul...



CHEETAH DOCUMENTARY

Following the success of the Car vs Cheetah filming in late-2017, we continued to help raise awareness of the project via social media with a focus on the environmental messaging at the heart of the full-length documentary. This included sharing a video referencing the various media outlets that covered the project, including the New York Times, Daily Mail, The Sun, Top Gear and many more.

- » **23,146** views
- » **128** likes
- » **2** comments

MARRAKESH THROWBACK

JEV's social media was used as a platform to reshare content previously released during last season's Marrakesh E-Prix. One example was the CNN Supercharged film JEV from 2016, featuring JEV and presenter Nicki Shields exploring Marrakesh and discussing on-track matters.

- » **7,214** views
- » **115** likes
- » **48** comments



SOCIAL MEDIA

Live Video

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

LIVE Q&AS

Marrakesh provided the backdrop for the second live Q&A of the season, following on from the concept's success in Hong Kong.

- » **8,134** reach
- » **606** views
- » **242** comments



CAR CHANGE PRACTICE

The Santiago E-Prix was the first Formula E event to feature no minimum pit stop time, meaning that car-changes during the E-Prix would be more crucial than ever. We conveyed this by broadcasting JEV's car-change practice live on Instagram, offering a behind-the-scenes look at the work that goes into a Formula E pit stop.

- » **4,221** reach
- » **334** views
- » **101** comments

PRE-SESSION BUILD-UP

JEV's social media was used 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.

- » **5,382** reach
- » **308** views
- » **152** comments



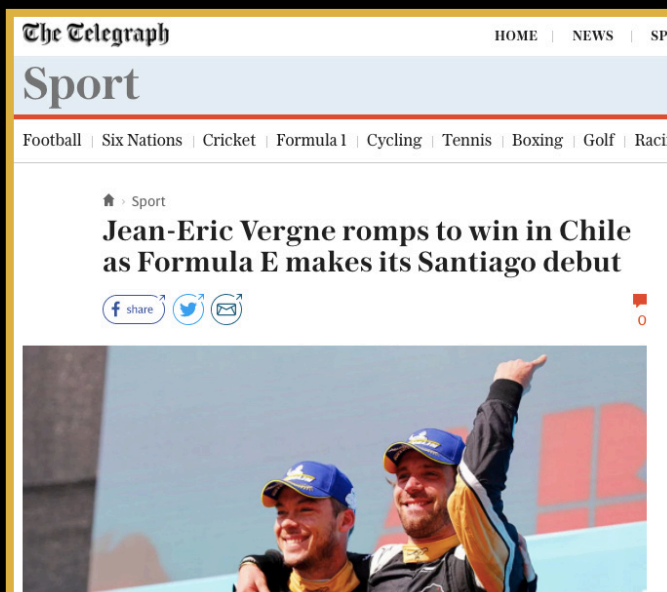
MEDIA COVERAGE

Online & Print

A series of interviews with professional journalists and leading media outlets were set up prior to the race weekend and were successfully carried out both before and during the events. Coverage was also generated throughout the weekend.

Coverage included:

- » The Independent (Tom Wakey)
- » The Sun (Jamie Sanderson)
- » Sports Marketing (Bruno Cammalleri)
- » Telegraph (Natasha Henry)
- » Motorsport.fr (Benjamin Vinel)



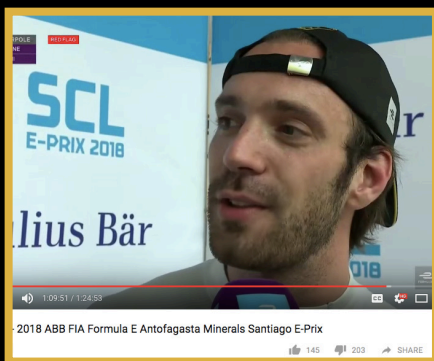
MEDIA COVERAGE

TV

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

- » Formula E World Feed (Live)
- » CNN Supercharged (Nicki Shields)
- » Environmental Documentary (Fisher Stevens)

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



Formula E World Feed (Live)

<https://www.youtube.com/watch?v=fjAMYX0-yiQ>



CNN Supercharged

<https://edition.cnn.com/videos/sports/2018/01/22/marrakesh-morocco-fia-formula-e-sam-bird-jean-eric-vergne-virgin-techeetah-supercharged-spc.cnn>



Environmental Documentary

<https://www.instagram.com/p/Bd0s6yYIUIK/?>

FIA Formula E Season 4

Marrakesh ePrix Results

Round 3 Qualifying: P13

Round 3 Result: P5

Santiago ePrix Results

Round 4 Qualifying: P1

Round 4 Result: P1

JEV Championship Position: P1 - 71pts

Techeetah Championship Position: P1 - 89pts

2017/18 Formula E Calendar

R1 | 02/12/17 Hong Kong, HK **Completed**

R2 | 03/12/17 Hong Kong, HK **Completed**

R3 | 13/01/18 Marrakesh, MA **Completed**

R4 | 03/02/18 Santiago, CL **Completed**

R5 | 03/03/18 Mexico City, MX

R6 | 17/03/18 Punta del Este, UY

R7 | 14/04/18 Rome, IT

R8 | 28/04/18 Paris, FR

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

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 - HONG KONG, MARRAKESH AND SANTIAGO

145M

online readership reached

46M

impressions on social media

240,220

social media engagements

4,548

new followers on social channels

With thanks to JEV's personal sponsors:

BOSS
HUGO BOSS

HYT
#HYTWATCHES

TECHEETAH

F O R M U L A · E T E A M



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