



## Mexico & Punta del Este E-Prix: Coverage Report **Jean-Eric Vergne**

23.02.18 - 23.03.18

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PHG and Patternn managed PR and social media activities for Jean-Eric Vergne during the Mexico and Punta Del Este 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

75M+

online readership reached

126,427

social media engagements

1,816

average likes per post on Instagram

2.8M+

impressions on social media

4,685

new followers on social media

Online, print,  
radio and TV  
interviews  
secured

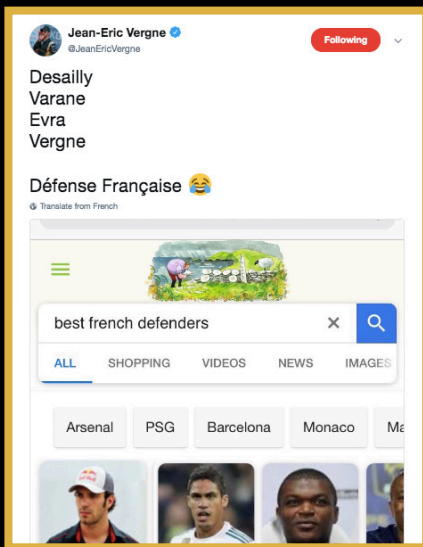
## MOST USED HASHTAGS

#MexicoEPrix #PuntadelEsteEPrix  
JEV FIA #ThisIsBOSS  
ABBFormulaE #DareWinCelebrate  
FANBOOST  
Techeetah  
#forTheFans  
Season4  
#BOSSsports  
JeanEricVergne  
JEV25

# 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.

- » **1,484,534** total impressions
- » **28,566** engagements, varying from retweets to replies, and likes to quote tweets
- » **2,065** profile visits from 143 posts
- » **1,395** new followers

» Sample tweet: "Desailly, Varane, Evra, Vergne. Défense Française!"

- Impressions: **59,331**
- Total engagements: **6,319**
- Media engagements: **4,901**
- Profile clicks: **180**
- Likes: **559**
- Retweets: **90**



JEV's Facebook page was used extensively as part of the amplification for Mexico City and Punta del Este, with a range of video, photography and textual-based posts being used to Facebook's strengths. Highlights included a Live Q&A session ahead of both event, a weekend preview filmed on location in Mexico and a series of videos created and promoted in collaboration with the series itself and featuring on-track footage.

- » **439,929** page impressions
- » **328,299** reach
- » **14,043** post engagements
- » **1,566** new page likes
- » Sample post: "P1! A perfect weekend to take our second win of the season. It was a great battle with Lucas Di Grassi - team did a top job to give me the car for the win & to extend our championship lead. Thank you for all your support guys! #PuntadelEsteEPrix #JEV25"

- Reach: **26,298**
- Clicks: **818**
- Engagements: **1,253**



Over 70,800 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, and average of 1,816 likes per post were registered from 39 posts.

- » **917,395** impressions
- » **70,822** likes from **39** posts
- » Average likes of **1,816** per post
- » **1,024** comments
- » Sample post: "YESSSS! What a comeback guys!!! 2nd Victory and still leading the 2018 @fiaformulae Championship #Victory #ABBFormulaE #PuntadelEsteEpx #JEV25"

- Impressions: **38,664**
- Likes: **3,563**
- Comments: **100**

# 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.



### Gen 2 Promotion

JEV's social channels have been a key source of information for fans of Formula E concerning the recently-revealed Gen2 ahead of Season 5. The car's visual appeal has led us to favour Instagram's photo-friendly platform to promote the car, with our latest post generating over 31,000 impressions and adding to the 66,730 impressions picked up through previous posts on Instagram.

- » **31,049** impressions
- » **24,795** reach
- » **2,954** engagements
- » **2,860** likes

### Team Spirit

Team spirit has remained one of the key messages in JEV's digital communication strategy, with posts often highlighting the importance of working together as a team at Techeetah. In Punta a series of posts were published both before and after JEV's race win, with the most successful one reaching accounting for over 27,300 impressions.

- » **27,382** impressions
- » **21,910** reach
- » **2,475** engagements
- » **2,426** likes

### Highlights Footage

On-board footage requested and received by Formula E and its rights holder continues to be a central part of JEV's Instagram content plan, with highlights of JEV's 'DHL Driver of the Day' performance in Punta del Este viewed over 5,230 times. The video concluded with a shot of JEV celebrating his victory, complete with the official Jean-Eric Vergne and Formula E lock-up logo.

- » **5,231** views
- » **15,851** impressions
- » **12,294** reach
- » **1,021** engagements
- » **975** likes

# SOCIAL MEDIA

## Video Content

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

### SuperJEV

JEV's humour was conveyed in a video of him impersonating Superman whilst in Mexico. The clip was posted on Instagram, picking up over 30,000 impressions and more than 75 comments.

- » **12,486** views
- » **2,125** likes
- » **77** comments



### MEXICO PREVIEW

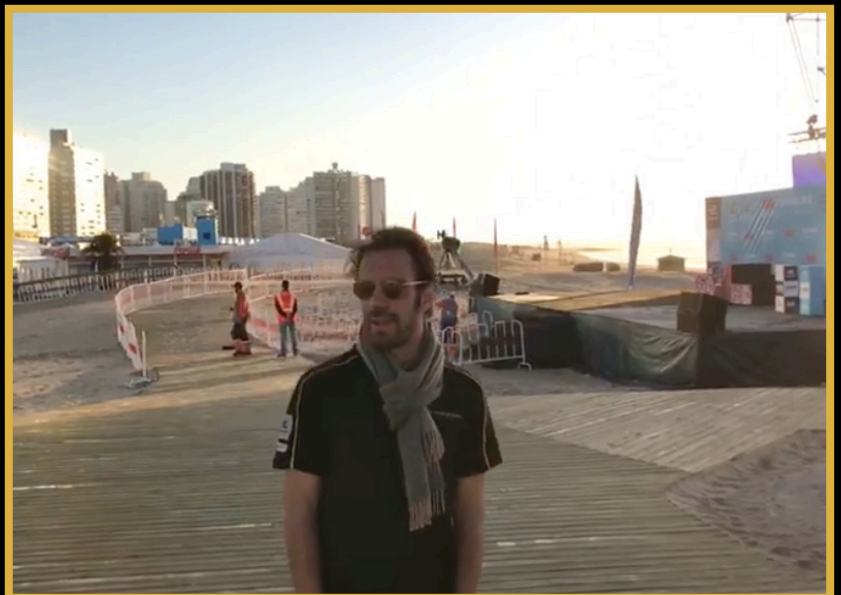
JEV filmed a preview ahead of the ahead of the Mexico City E-Prix at the Autodromo Hermanos Rodriguez, with a French edition curated for JEV's largely French Facebook audience and an English version for Twitter. The videos reached over 21,370 social media users and generated over 430 engagements.

- » **4,485** views
- » **229** likes
- » **5** comments

### PUNTA DEL ESTE PREVIEW

Following the success of the Mexico City E-Prix preview, it was agreed that we would produce a similar film ahead of the Punta del Este E-Prix. Filmed on the beach at sunrise on race day, the clip was again posted in French on Facebook and English for Twitter, with a combined impressions total of 16,452.

- » **3,647** views
- » **180** likes
- » **11** 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.*

### GRID WALK

A live video was filmed on the grid ahead of the Punta del Este E-Prix, allowing fans a first-hand experience of the atmosphere from JEV's pole position grid slot moments before the race began.

- » **6,021** reach
- » **348** views
- » **133** comments



### LIVE Q&AS

Mexico and Punta del Este provided the backdrop for the latest Live Q&A sessions with JEV and Andre, with the Mexico session filmed in sporting surroundings on the pit straight in Mexico in conjunction with Techeetah, and the Punta del Este edition broadcast in a lifestyle environment at JEV's accommodation exclusively on his Instagram channel.

- » **9,021** reach
- » **730** views
- » **387** 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.

- » **5,482** reach
- » **278** views
- » **120** 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 events. Coverage was also generated throughout both weekends in relation to JEVs on-track affairs.

Coverage included:

- » The Independent (Ed Malyon)
- » The Sun (George Boulton)
- » Motor.es (Fernando Sancho)
- » Auto Hebdo (Pierre Tassel)
- » Autosport (Alex Kalinaukkas)



# MEDIA COVERAGE

## TV

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

- » Formula E Live UK Broadcast (Vernon Kay)
- » CNN Supercharged (Nicki Shields)
- » Formula E Live World Feed (Nicki Shields)
- » Radio Cuervo Uruguay (Onofre Laborde)

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



Formula E Live UK Broadcast  
<https://www.my5.tv/fia-formula-e-/season-2018/fia-formula-e-2>



CNN Supercharged  
<https://edition.cnn.com/videos/sports/2018/03/23/punta-del-este-uruguay-ePrix-formula-e-techeetah-supercharged-mar-2018-spc-spt.cnn/>



Radio Cuervo Uruguay  
<https://www.facebook.com/Radiocuervouruguay/videos/1587375078025305>

## FIA Formula E Season 4

### Mexico E-Prix Results

**Round 5** Qualifying: P7

**Round 5** Result: P5

### Punta del Este E-Prix Results

**Round 6** Qualifying: P1

**Round 6** Result: P1

JEV Championship Position: **P1 - 109pts**

Techeetah Championship Position: **P1 - 127pts**

### 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	
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

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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 - PUNTA DEL ESTE

220M

online readership reached

48.8M

impressions on social media

366,647

social media engagements

9,233

new followers on social channels

With thanks to JEV's personal sponsors:

**BOSS**  
HUGO BOSS

**HYT**  
#HYTWATCHES

# TECHEETAH

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JEAN-ERIC VERGNE

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