



Buenos Aires ePrix: Coverage Report Jean-Eric Vergne

10.02.17-24.02.17

PHG and Pattern managed PR and social media activities for Jean-Eric Vergne during the Buenos Aires ePrix round of the FIA Formula E Championship. The following is a breakdown of media coverage, social media presence and statistics from throughout the event

KEY FIGURES

30M+

online readership reached

1.1M

impressions on social media

1,000

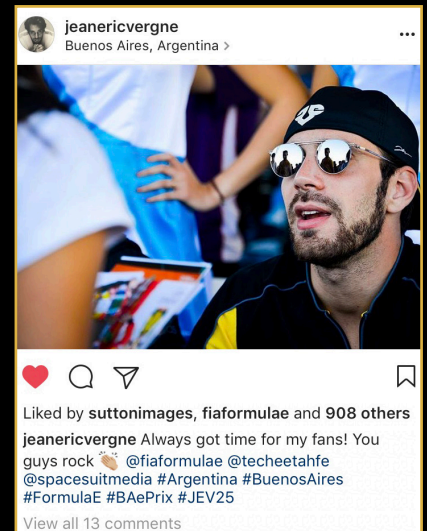
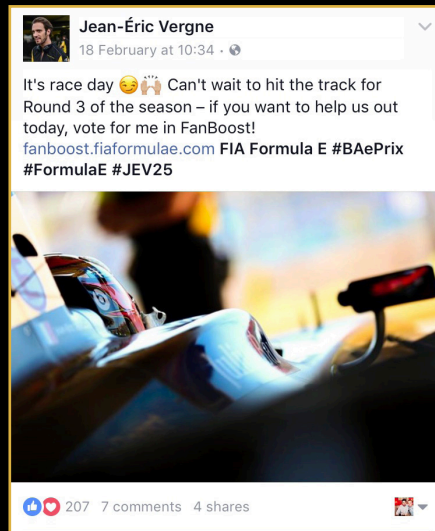
average likes per post on Instagram

Online, print,
radio and TV
interviews
secured

SOCIAL MEDIA

Channels

A detailed social media strategy and content plan was implemented for the Buenos Aires ePrix 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 weekend and following the event



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

of live blogs, GoPro filming, competitions and professional photography used to develop dynamic content and helping to attract 1,528 new followers.

- » Over **522,000** total impressions
- » **11,960** engagements, varying from retweets to replies, and likes to quote tweets.
- » **9,619** profile visits from 37 posts.
- » **1,528** new followers
- » Top tweet: "P2! So happy to give @TecheetahFE our first @FIAformulaE podium together, thank you all so much for your support! @ghmumm #BAePrix #JEV25"
 - Impressions: **36,437**
 - Total engagements: **760**
 - Media engagements: **306**
 - Profile clicks: **92**
 - Likes: **167**
 - Retweets: **53**



JEV's Facebook page was used extensively as part of the Buenos Aires ePrix amplification, with a range

of video, photography and textual-based posts being used to Facebook's strengths. The page also benefitted from a competition that ran on Instagram and Twitter to encourage 'liking' the page, helping to bring in 375 new followers.

- » **187,600** page impressions
- » **80,242** reach
- » **19,813** post engagements
- » **375** new page likes
- » Top post: "P2 in Buenos Aires! So happy to pick up our first FIA Formula E podium with Techeetah after so much hard work from the team - Thank you all so much for your support, let's celebrate together! Champagne MUMM # Argentina # BuenosAires # BAePrix # FormulaE"
 - Reach: **54.1k**
 - **1,336k** clicks
 - **90** comments & shares



An average of 1000 likes per post was achieved in and around the race weekend on Instagram,

with users reacting to a balance of high quality photography and multimedia posts. In total, 18,619 likes were registered from 18 posts, representing an increase of over double those picked up during the last race weekend in Morocco.

- » **334,575** impressions
- » **18,619** likes from 18 posts
- » Average likes over **1,000** per post
- » **166** comments
- » Top post: "P2 in Buenos Aires! So happy to give @techeetahfe our first @fiaformulae podium together after so much hard work from everyone in the team. Thank you all for your support, this one is for you! @ghmumm #Argentina #BuenosAires #BAePrix #FormulaE"
 - **24,933** impressions
 - **2,033** likes
 - **23** comments

SOCIAL MEDIA

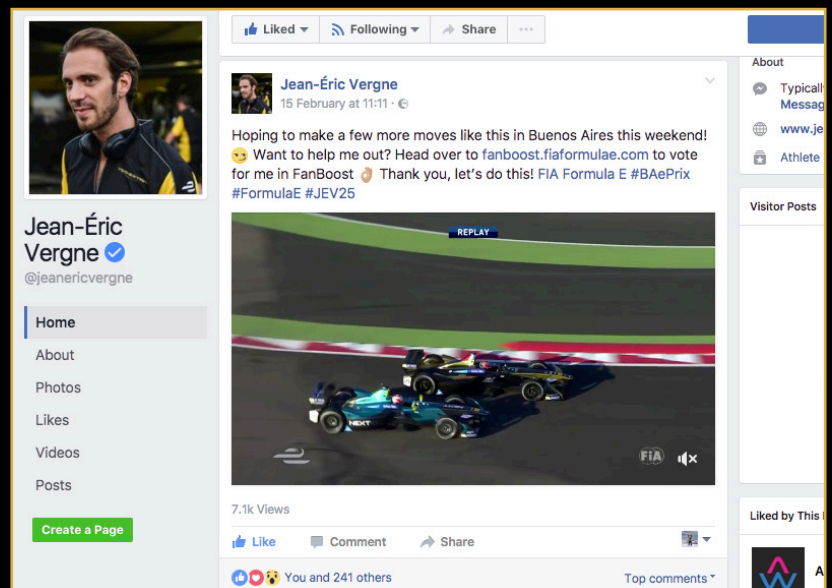
Video Content

We created and edited a series of videos to provide exclusive content for JEV's audience across social media

OVERTAKING MANOEUVRE

Ahead of the race weekend we posted on Instagram, Facebook and Twitter an edit of JEV's overtaking manoeuvre on Nelson Piquet Jr from the previous race in Marrakech.

- » **16,700** views
- » **48,500** impressions
- » **1,342** post engagements



sometimes... 🏁 #Argentina #BuenosAires #BAePrix #FormulaE #JEV25



10k Views

GOPRO NOSE CHANGE

On the Friday of the event we organised and filmed a pit stop from JEV's point of view from behind the wheel, showcasing a new perspective of what goes into making the perfect nose-change on a Formula E car. The film was shared across Twitter, Facebook and Instagram, and will be used on the next episode of Street Racers, the official Formula E magazine series.

- » **17,800** views
- » **71,800** impressions
- » **1,900** post engagements

COMPETITION TIME

During the Buenos Aires weekend we coordinated a competition on social media offering three of JEV's followers the chance to win a signed team cap. The competition was formed around two videos (one in English and one in French), starring JEV introducing the competition from within his pit garage and outlining how to enter.

- » **10,560** views
- » **68,785** impressions
- » **2,407** post engagements



MEDIA COVERAGE

Online & Print

A series of interviews with professional journalists and leading media outlets were set up prior to Buenos Aires and were overseen and successfully carried out during the event.

Interviews included:

- » Motorsport/Autosport (Sam Smith)
- » Radio Eco Medios ARG (Carlos Adrian Rodriguez)
- » Motorsport.com ITA (Gabriele Testi)
- » The Best F1 ESP (Miguel Jimenez)
- » Sport Auto FRA

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F1

Vergne to focus on Formula E after Ferrari F1 role ends

By Sam Smith, Scott Mitchell @ScottAutosport Published on Tuesday February 21st 2017 Formula 1 RSS feed

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Formula E driver Jean-Eric Vergne will not continue in his role with the Ferrari Formula 1 team this season.

Vergne joined Ferrari as a test driver for the 2015 season, focusing on F1 simulator work before being made its official reserve for '16.

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Vergne: "Senza più errori, la vittoria potrà arrivare..."

11 AZIONI

Condividi su Facebook Condividi su Twitter

TECHN
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MEDIA COVERAGE

TV

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

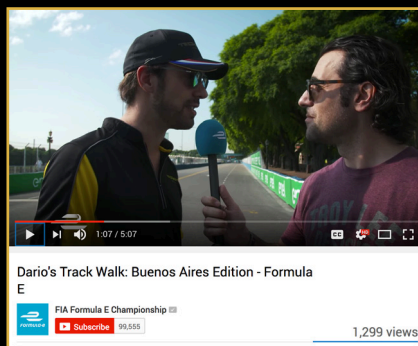
- » Aurora (Host Broadcaster)
- » Radio Eco Medios (Carlos Adrian Rodriguez)
- » Little Dot (Formula E YouTube)
- » HMS (Luxury Watch Publication)

Since filming/recording, JEV has been featured in a series of media slots, including on national Argentine radio. Highlights include:



HMS Video

<https://vimeo.com/204615921>



Dario's Track Walk (FIA Formula E

YouTube channel) <https://www.youtube.com/watch?v=ZrjblSEFcck>



Chat-E Fan Show (FIA Formula E

YouTube channel) <https://www.youtube.com/watch?v=i-oYlklQQg>

Formula E host broadcaster Aurora Media was invited to film during the nose-cone change. This footage, along with our GoPro film, will appear in the next episode of Street Racers, the official Formula E magazine series, which is distributed to over 50 broadcasters globally, as well as to Velocity, an online streaming service, via the Discovery Channel. JEV was also interviewed for the show.



OVERALL IMPACT

PR and social media activation began at Round 2 of the 2016/17 FIA Formula E Championship in Marrakesh and has achieved strong race-by-race growth in terms of coverage, audience, engagement and traction.

KEY FIGURES - MARRAKECH AND BUENOS AIRES

51M

online readership reached

2.1M

impressions on social media

80,538

social media engagements

2,730

new followers on social channels

RACE-BY-RACE GROWTH: Marrakech » Buenos Aires

Social impressions - **+13.3%** increase

Audience engagement - **+45%** increase

Readership - **+40.1%** increase

TECHEETAH

F O R M U L A · E T E A M



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REPORT GENERATED BY



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