



Monaco and Paris ePrix: Coverage Report Jean-Eric Vergne

08.05.17 - 21.05.17

TECHEETAH
FORMULA E TEAM



PHG and Pattern managed PR and social media activities for Jean-Eric Vergne during the Monaco and Paris rounds 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

50M+

online readership reached

2.55M

impressions on social media

1,200

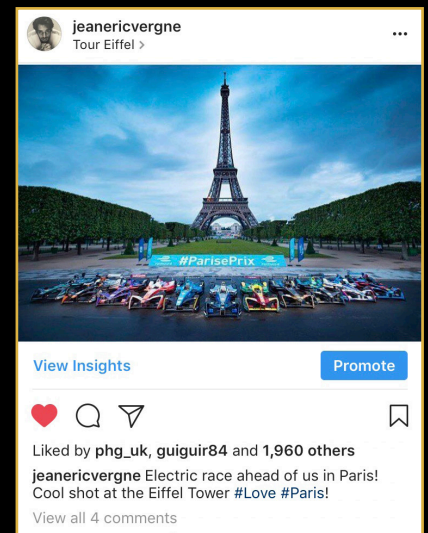
average likes per post on Instagram

Online, print,
radio and TV
interviews
secured

SOCIAL MEDIA

Channels

A detailed social media strategy and content plan was implemented for the Monaco and Paris 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 weekend and following the event



JEV's Twitter account was utilised before, during and after both events, with a range of

live blogs, filming, candid and professional photography used to develop dynamic and varied content.

- » Over **1.2 million** total impressions
- » **117,296** engagements, varying from retweets to replies, and likes to quote tweets.
- » Over **6,600** profile visits
- » **667** new followers
- » Top tweet: "Check out this awesome S5 concept design from @seanbulldesign! The future looks black & gold. What do you think? #FormulaE #JEV25"
 - Impressions: **28,060**
 - Total engagements: **5,024**
 - Media engagements: **1,484**
 - Profile clicks: **60**
 - Likes: **168**
 - Retweets: **3,034**



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

video, photography and textual-based posts being used to Facebook's strengths. Highlights included a live video from the qualifying lottery in both Paris and Monaco, photo albums following both races and both shared & produced comedic video content.

- » **793,800** page impressions
- » **532,809** reach
- » **29,132** post engagements
- » **1,052** new page likes
- » Top post: "#TBT To my last #F1 race in Monaco in 2014 and racing with my dear friend Jules. Marussia We miss you Jules! Jules Bianchi #JB17 #JulesForever # MonacoGP"
 - Reach: **32,047**
 - **1,674** clicks
 - **1,159** reactions, comments & shares



Over 1,150 likes per post 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, 27,118 likes were registered from 23 posts.

- » **562,086** impressions
- » **27,118** likes from 23 posts
- » Average likes of **1,179** per post
- » **160** comments
- » Top post: "#TBT To my last #F1 race in Monaco in 2014 and racing with my dear friend Jules. So proud of the points he scored that day for Marussia 🇮🇹 We miss you Jules! @julesbianchi17#JB17 #JulesForever #MonacoGP"
 - **27,800** impressions
 - **3,407** likes
 - **33** comments

SOCIAL MEDIA

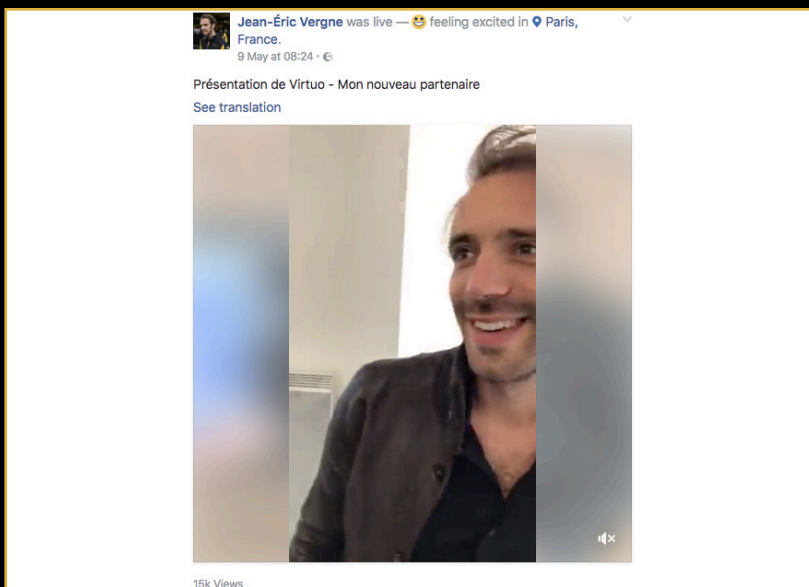
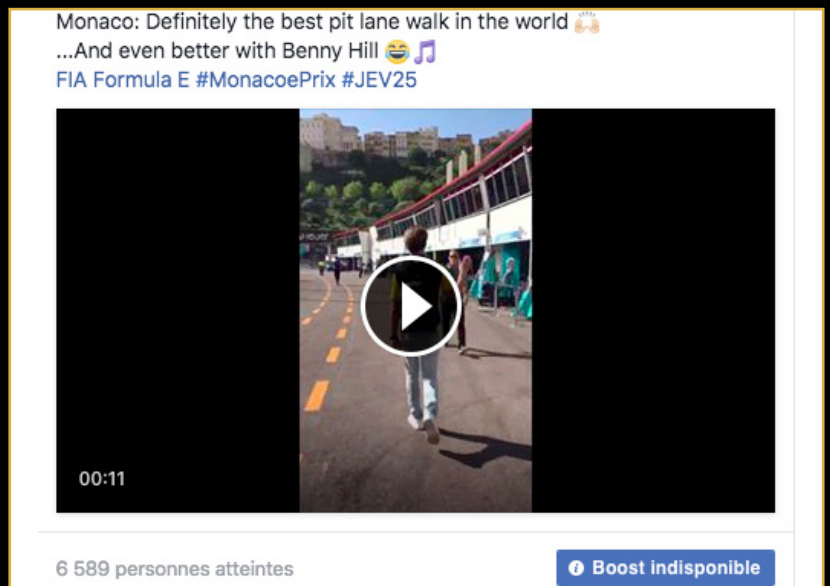
Video Content

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

TIME-LAPSE PIT WALK

In Monaco we posted a time-lapse video of JEV walking down the pitlane towards the Techeetah garage for the first time. The video incorporated the theme music from Benny Hill to add humour.

- » **6,589** views
- » **10,464** impressions
- » **293** post engagements



LIVE VIRTUO ANNOUNCEMENT

Ahead of Monaco, we announced JEV's new partnership with Virtuo live on Facebook. The video saw JEV arrive at Virtuo's headquarters, meet company members and explain to the 15,000 viewers what Virtuo is and how he would be working with them.

- » **15,087** views
- » **54,279** impressions
- » **3,773** post engagements

AUTOGRAPH TIME-LAPSE

Prior to the Paris ePrix we produced a time lapse video of JEV meeting and signing autographs for fans ahead of his home race. The video displayed the levels of support for JEV from a behind-the-scenes point-of-view.

- » **2,267** views
- » **18,068** impressions
- » **695** post engagements



MEDIA COVERAGE

Online & Print

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

Interviews included:

- » L'Equipe (Ralf Woodall)
- » Sports Marketing (Bruno Cammalleri)
- » Nice Matin (Gil Leon)
- » Le Mag Sport Auto (Ludovic Peze)

L'EQUIPE Auto-moto *** directs 4 résultats

issu du journal

Auto Formule E

Jean-Éric Vergne : «Un sentiment incroyable»

Publié le samedi 20 mai 2017 à 05:00

Le Parisien est impressionné par le cadre du ePrix de Paris. Pour la première édition, l'an passé, il en a même perdu son pilotage durant les premiers tours : il appréciait le décor !

Ralf Woodall

Partager sur Facebook Twitter Google+

Partie prenante dans la création de l'écurie Techeetah pour laquelle il pilote, Jean-Éric Vergne s'engage pleinement pour la Formule E. Con vaincu du bien-fondé de la discipline et totalement rassuré après son choc à un poignet lors d'un accrochage à Monaco, samedi dernier, il espère apposer aujourd'hui sa marque sur le ePrix de Paris.

nice-matin

RETOUR Vie locale - Les quatre vérités de Vergne

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Les quatre vérités de Vergne

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7 questions à Jean-Eric Vergne, pilote de Formule E chez Techeetah

Par Bruno le 19 mai 2017 @brunocammalleri

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MEDIA COVERAGE

TV & RADIO

JEV spent time filming with TV crews in both Monaco & Paris. Such work included JEV leading guided tour of Paris for Formula E's official magazine show 'Street Racers', which is distributed to over 50 broadcasters globally, as well as to Velocity, an online streaming service, via the Discovery Channel. JEV also appeared on the Chat-E Fan Show and speaking to French broadcaster Canal+ ahead of the Paris ePrix.

- » Canal+ (Pierre Gallaccio)
- » Radio Monaco (Fabrice Bowers)
- » Street Racers magazine show (Sian Welby)

Highlights include:



Canal+ TV Interview



Radio Monaco interview



Aurora Interview for the Street Racers magazine show
<https://www.my5.tv/fia-formula-e-street-racers/season-3/fia-formula-e-street-racers-6>

Driver Comparison

We've calculated the impact and reach JEV had on Twitter during both the Monaco and Paris race weeks. The results demonstrate how effective JEVs social media strategy is both in terms of producing quality content and reaching new audiences.

Retweets

JEV: 90,208
Di Grassi: 313
Buemi: 143

Likes

JEV: 7,723
Di Grassi: 779
Buemi: 658

New Followers

JEV: 520
Di Grassi: 235
Buemi: 102

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, BUENOS AIRES, MEXICO, MONACO & PARIS

132M

online readership reached

7.8M

impressions on social media

316,682

social media engagements

25,885

new followers on social channels

Since working with Pattern & PHG, JEV has entered the "Top 100 Most Influential People in Formula 1" list, and has quickly risen to 27th having first entered the top 100 following the Marrakesh ePrix (12 November 2017). Following the Paris ePrix, JEV's online activity across social media helped him rise another 13 places in the list, representing a jump of 39 since the Moroccan round just six months ago.



TECHEETAH

F O R M U L A · E T E A M



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