



Marrakesh ePrix:
Coverage Report Jean-Eric Vergne
21.11.16

PHG and Pattern managed PR and social media activities for Jean-Eric Vergne during the Marrakesh ePrix round of the FIA Formula E Championship. The following is a breakdown of media coverage, social media presence and statistics from throughout JEV's time in Morocco

KEY FIGURES

21.4M

online readership reached

913,192

impressions on social media

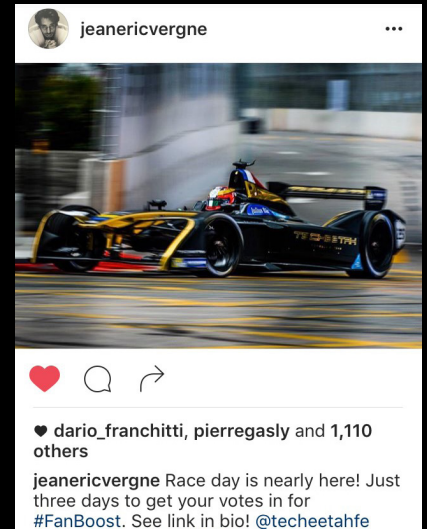
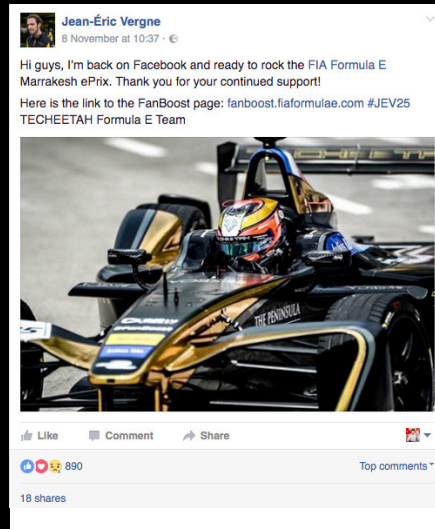
250%

increase in Twitter
impressions over last race

Online, print,
radio and TV
interviews
secured

SOCIAL MEDIA

A detailed social media strategy and content plan (7-21 November) was developed ahead of the Marrakesh ePrix to maximise JEV's visibility and engagement with fans and partners. The plan involved Facebook, Instagram and Twitter posts, and was both adhered to and adapted when necessary throughout the weekend and following the event



JEV's Twitter presence was very active in and around the race weekend, with a range

of video content, live blogs, and caption competitions among the dynamic content published, as well as interaction with other users.

- » **509,906** total impressions
- » **368,740** race event impressions: An improvement of over **260,000** compared to the same time period during the Hong Kong ePrix event.
- » Over **9,200** engagements, varying from retweets to replies, and likes to quote tweets.
- » **755** new followers gained
- » Top tweet: Caption Competition: What am I saying to @FRosenqvist on our camel trek? Best answer wins a signed @TecheetahFE cap! #MarrakeshePrix #JEV25
 - Impressions: **28,362**
 - Total engagements: **796**
 - Media engagements: **523**
 - Profile clicks: **44**
 - Likes: **31**
 - Replies: **28**
 - Retweets: **7**



Having not been utilised since July, JEV's Facebook account was effectively relaunched and rebranded

ahead of Marrakesh to reflect his position as a leading driver in Formula E for Techeetah.

- » **412,442** impressions of any content associated with the page
- » **200,039** users have seen content associated with JEV's page
- » **185** new page likes
- » **8,182** engagements
- » Top post: "Hi guys, I'm back on Facebook and ready to rock the @FIAFormulaE Marrakesh ePrix. Thank you for your continued support! Here is the link to the FanBoost page: fanboost.fiaformulae.com #JEV25 @TecheetahFE"
 - Reach: **41.7k**
 - **1.4k** clicks on the publication
 - **946** comments & shares



JEV's Instagram account generated over 12,500 likes from 12 posts both in and around the

Marrakesh ePrix weekend, with an average of over 1,000 likes per posts. These figures were achieved by posting high-quality imagery and video that complements the Instagram platform and by utilising hashtags, handles and themes to extend the profile's reach.

- » **180,528** Global Reach
- » **12,593** likes from 12 posts
- » Average likes of **1,049** per post
- » **12,680** engagements
- » **87** comments
- » Top post: "It's race week! We @techeetahfe are ready to get back to business in Marrakesh. Want to help? See link in bio to vote for me in #FanBoost! #JeanEricVergne #MarrakeshePrix"
 - **1,426** likes
 - **4** comments

MEDIA COVERAGE

Online & Print

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

Interviews included:

- » Autosport (Scott Mitchell)
- » Motorsport.com (Sam Smith)
- » Auto Bild (Michael Zietler)
- » Radio 2M (Adil Lutete)
- » Motorsport-Total.com (Norman Fischer)

The screenshot shows the Autosport website with a red header. The main article is titled "Formula E: How Jean-Eric Vergne's penalty ruined Marrakech climax" by Scott Mitchell, published on Monday November 14th 2016. It features a large image of a blue Formula E car (number 25) on a track. To the right is a British Airways advertisement for London Gatwick to Rome flights. Below the article title, there is a quote: "Jean-Eric Vergne believes he would have won a three-way fight for the win in Formula E's Marrakech ePrix without his".

The screenshot shows the motorsport.com website with a black header. The main article is titled "Vergne targets Le Mans and Indy debuts" by Sam Smith, published on 15.11.2016. It features a large image of Jean-Eric Vergne in a white racing suit. To the right is a Modernlook.com advertisement for watches with a "70% OFF" discount. Below the article title, there is a quote: "Vergne targets Le Mans and Indy debuts".

The screenshot shows the Motorsport-Total.com website with a red header. The main article is titled "Vergne sauer über Strafe: 'Hätte das Rennen gewonnen!'" by Norman Fischer, published on 15. November 2016 - 17:13 Uhr. It features a large image of Jean-Eric Vergne in a blue racing suit. To the right is a quote: "Techeetah-Pilot Jean-Eric Vergne ist überzeugt davon, dass er das Formel-E-Rennen in Marrakesh ohne Durchfahrtsstrafe gewonnen hätte - nicht der erste Patzer". Below the article title, there is a quote: "Nicht begeistert: Jean-Eric Vergne ist fassungslos über Rang acht".

MEDIA COVERAGE

TV

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

- » Aurora (Host Broadcaster)
- » CNN (Nicki Shields)
- » Little Dot (Formula E YouTube)
- » Radio 2M (Adil Lutete)

Since filming/recording, JEV has been featured in a series of TV slots, including the world feed opener ahead of the race. Highlights include:

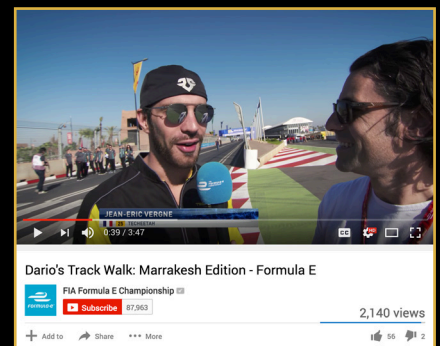


World feed opener

https://www.youtube.com/watch?v=xQA_melWyc4U



Dario's Track Walk (FIA Formula E YouTube channel) <https://www.youtube.com/watch?v=deynEflQhUY>



Chat-E Fan Show (FIA Formula E YouTube channel) <https://www.youtube.com/watch?v=i-oYilklQQg>

A feature with CNN Supercharged filmed on the Thursday of the event is expected to be broadcast on the next edition of the show on November 26, 20:30 (GMT), while JEV's interview with Radio 2M is due to be broadcast on Moroccan radio during the week following the event.



TECHEETAH

F O R M U L A · E T E A M



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REPORT GENERATED BY



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