



New York and Montreal ePrix: Coverage Report Jean-Eric Vergne

10.07.17 - 05.08.17

TECHEETAH
FORMULA E TEAM



JEAN-ERIC VERGNE

PHG and Pattern managed PR and social media activities for Jean-Eric Vergne during the New York and Montreal 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

60M+

online readership reached

3.75M

impressions on social media

1,250

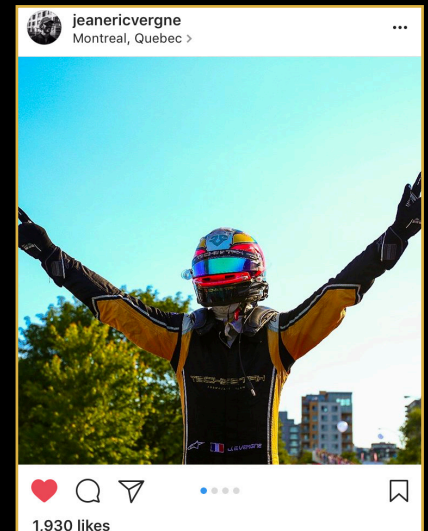
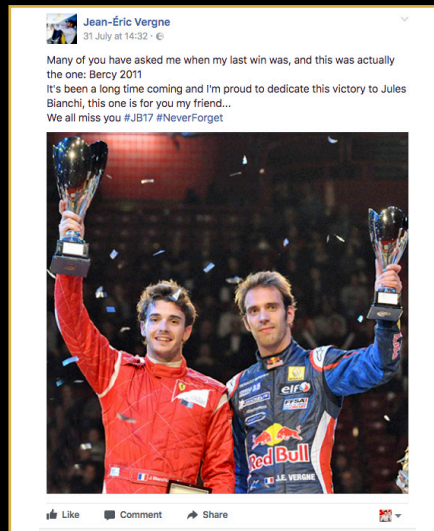
average likes per post on Instagram

Online, print,
radio and TV
interviews
secured

SOCIAL MEDIA

Channels

A detailed social media strategy and content plan was implemented for both the New York and Montreal ePrix to maximise JEV's visibility and engagement with fans and partners. The plans involved posts across Facebook, Instagram and Twitter channels, and both were adhered to and adapted when necessary throughout 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 **2 million** total impressions
- » **159,587** engagements, varying from retweets to replies, and likes to quote tweets.
- » Over **2,000** profile visits
- » **24,871** new followers
- » Top tweet: "#TEAMJEV Souvenir de notre 3eme Podium à NYC / Last race les amis, last #fanboost #jeanericvergne Merci pour tout #MontrealPrix"
 - Impressions: **50,743**
 - Total engagements: **7,512**
 - Media engagements: **66**
 - Profile clicks: **74**
 - Likes: **23**
 - Retweets: **7,349**



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.

- » **1,358,210** page impressions
- » **933,500** reach
- » **43,739** post engagements
- » **1,113** new page likes
- » Top post: "Many of you have asked me when my last win was, and this was actually the one: Bercy 2011. It's been a long time coming and I'm proud to dedicate this victory to Jules Bianchi, this one is for you my friend... We all miss you #JB17 #NeverForget"
 - Reach: **117,716**
 - **4,664** clicks
 - **3,887** reactions, comments & shares



Over 1,250 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, 28,785 likes were registered from 23 posts.

- » **367,444** impressions
- » **28,750** likes from 23 posts
- » Average likes of **1,251** per post
- » **328** comments
- » Top post: "Finishing this season with a Win!!! What a feeling, thank you all for your unconditional support, been a long time with no wins, some real hard time with a lot of up and downs, lot of work on and outside the track but that definitely put me back in the right path and I can't wait for next season to begin..."
 - **27,800** impressions
 - **1,930** likes
 - **52** comments

SOCIAL MEDIA

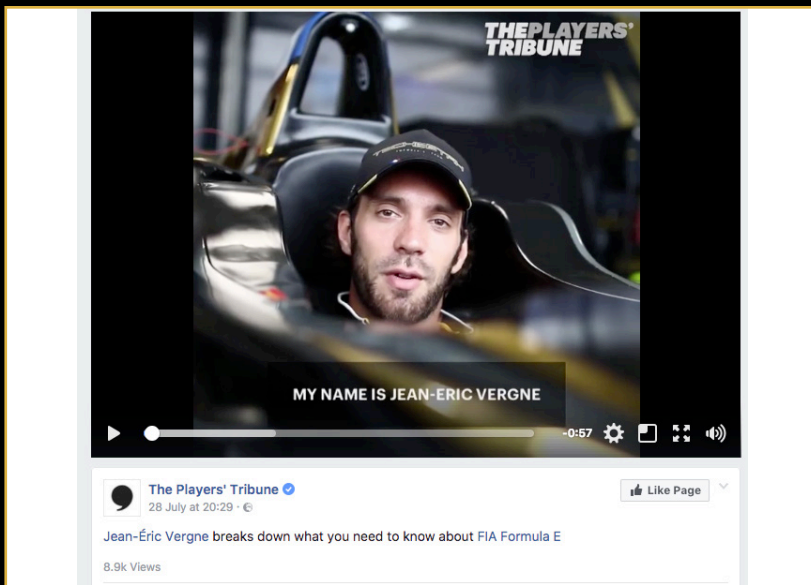
Video Content

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

PODIUM CELEBRATIONS

Following JEV's three podium finishes in New York and Montreal, we went live on Facebook to broadcast the celebrations.

- » **6,693** views
- » **17,558** impressions
- » **538** post engagements



PLAYERS TRIBUNE

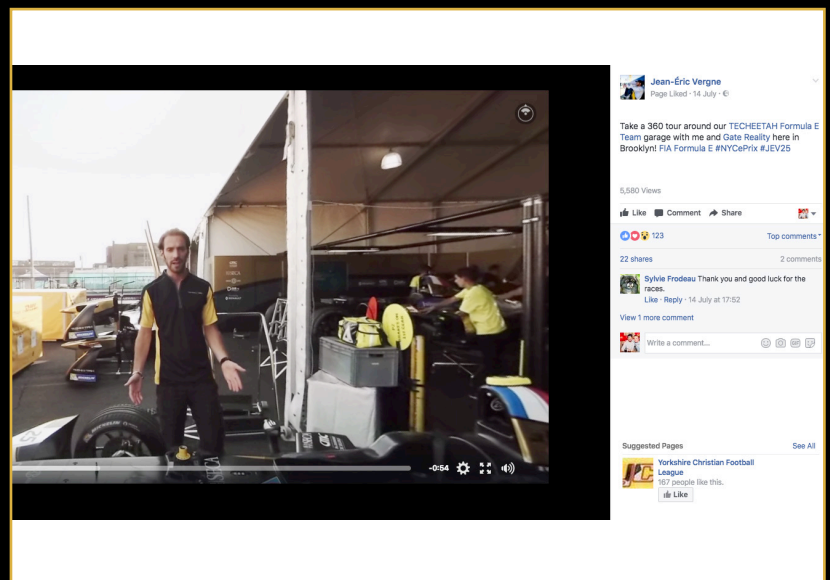
An interview with The Players Tribune was broadcast across its social media channels to over 1,097,000 users and achieved 8,900 views on Facebook alone.

- » **8,900** views
- » **21,232** impressions
- » **1,293** post engagements

360 GARAGE TOUR

In New York we capitalized on Techeetah's collaboration with Gate Reality to publish a 360 garage tour hosted by JEV on Facebook.

- » **5,579** views
- » **28,318** impressions
- » **1,088** post engagements



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 during the event.

Interviews included:

- » South China Morning Post (Nicolas Atkin)
- » NYC Monthly (Robin Singer)
- » Motorsport (Sam Smith)
- » F1i (Pierre Van Vliet)
- » Le Journal de Montreal (Tommy Thurber)



MEDIA COVERAGE

TV & RADIO

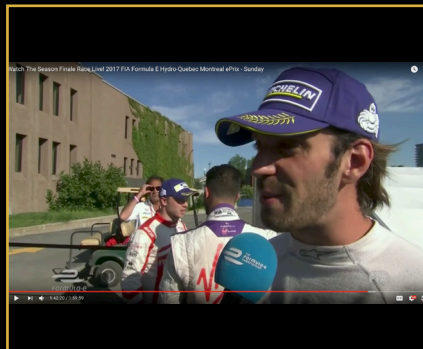
JEV spent time filming with TV and online crews as well as speaking on radio in North America. Such work included JEV being interviewed via the world feed following his win in Montreal, starring in New York City Football Club's coverage of Techeetah's visit to their training ground, and speaking to Montreal radio station, 91.9 Sports RNC Media.

- » New York City Football Club (Hosted on club's social media channels)
- » CNN USA interview
- » 91.9 Sports RNC Media (Charles-Andre Marchand)
- » Formula E Live World Feed (Nicki Shields)

Highlights include:



NYC FC video and interview



Live World Feed interview



CNN USA interview

FanBoost

JEV won the FanBoost vote at both the New York and Montreal races following consistent campaigns across social media before and during the race weekends, encouraging users to vote, share and encourage others to choose JEV as their FanBoost driver of choice.



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, BERLIN, NEW YORK & MONTREAL

232M

online readership reached

12.4M

impressions on social media

573,237

social media engagements

93,332

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 33rd having first entered the top 100 following the Marrakesh ePrix (12 November 2017). Following the Berlin ePrix, JEV's online activity across social media helped him consolidate his place in the top 30, representing a jump of 37 since the Moroccan round just nine months ago.



TECHEETAH

F O R M U L A · E T E A M



JEAN-ERIC VERGNE

REPORT GENERATED BY



PHG U.K. Limited
29 Sackville Street
W1S 3DX London
United Kingdom
Tel: +44 203 874 6328
Email: info@phginternational.com
www.phginternational.com
