



WEC: Le Mans 24 Hours
Coverage Report Jean-Eric Vergne
11.06.2018 - 22.06.2018

PHG and Patternn managed PR and social media activities for Jean-Eric Vergne during the 24 Hours of Le Mans – the second round of the 2017/2018 FIA World Endurance Championship. The following is a breakdown of media coverage, social media presence and statistics from throughout the events.

KEY FIGURES

70M+

online readership reached

124,498

social media engagements

2,348

average likes per post on Instagram

3M+

impressions on social media

1.1m

Twitter impressions

Online, print,
radio and TV
interviews
secured

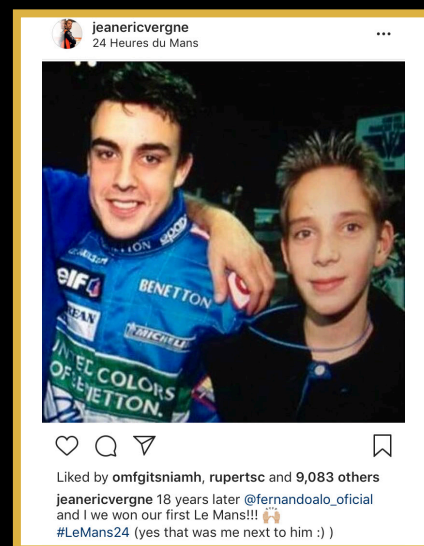
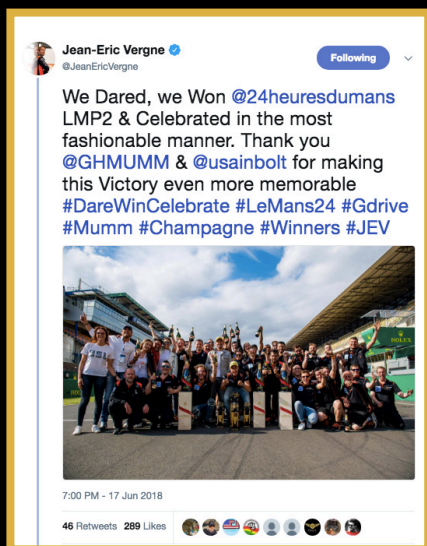
MOST USED HASHTAGS

#LM24
JeanEricVergne
JEV FIA
WEC TDS #TeamSpirit
ForTheFans
GDRIVE
#Winners
Mumm ELMS
#Champagne
DareWinCelebrate
LeMans424

SOCIAL MEDIA

Channels

A detailed social media strategy and content plan was implemented ahead of both events to maximise JEV's visibility and engagement with fans and partners both locally and internationally. The plan involved posts across Facebook, Instagram and Twitter channels, and was adhered to and adapted when necessary throughout and following the event.



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

pre-recorded filming, candid and professional photography used to publish dynamic and varied posts.

- » **1,161,007** total impressions
- » **34,318** engagements, varying from retweets, replies, likes and quote tweets
- » **3,149** profile visits from 97 posts
- » **192** new followers

» **Top Tweet:** "We Dared, We Won @24heuresdumans LMP2 & Celebrated in the most fashionable manner. Thank you @GHMUMM & @usainbolt for making this Victory even more memorable #DareWinCelebrate #LeMans24 #GDrive #Mumm #Champagne #Winners #JEV"

- Impressions: **33,923**
- Total engagements: **1,379**
- Profile clicks: **90**
- Likes: **290**
- Retweets: **46**



JEV's Facebook page was used extensively as part of the amplification for Le Mans, with a range of video,

photography and textual-based posts being used to Facebook's strengths. Highlights included a Live grid walk video and an onboard video from practice.

- » **348,431** page impressions
- » **136,024** reach
- » **15,199** post engagements
- » **177** new page likes

» **Top Post:** "Let's go for a drive... Cool onboard video of me & G-Drive Racing on the edge in practice for today's 24 Heures du Mans. Who wants to do a lap? #LeMans24 #WEC #JEV"

- Reach: **16,921**
- Video Views: **6,721**
- Reactions, comments & shares: **294**



Over 75,000 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, an average of 2,348 likes per post were registered.

- » **1,547,317** impressions
- » **75,158** likes from **32** posts
- » Average likes of **2,348** per post
- » **963** comments

» **Top Post:** "18 years later @fernandoalo_oficial and I we won our first Le Mans!!! #LeMans24 (yes that was me next to him)"

- Impressions: **74,319**
- Likes: **9,083**
- Comments: **130**

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. The following is a selection of highlights from JEV's Instagram output.



Race Updates

We documented the 24 Hours of Le Mans via a series of posts across each social platform complete with bespoke graphics. On Instagram, six posts were published complete with a description of JEV and his team's progress in the race. These posts alone generated over 138,500 impressions in less than 24 hours.

- » **138,565** impressions
- » **107,354** reach
- » **10,573** engagements
- » **10,499** likes

Podium Selfie

The podium at the 24 Hours of Le Mans provides one of the most famous photo opportunities in motorsport, and we made use of this to post a selfie on Instagram. This post generated nearly 6,000 likes and over 42,500 impressions.

- » **42,572** impressions
- » **32,206** reach
- » **4,447** engagements
- » **5,977** likes

Humerous Post

Ahead of the race JEV took part in the inaugural driver's parade in the centre of Le Mans. We filmed a funny video of JEV greeting some young fans and combined the clip with the popular 'Thug Life' video style.

- » **14,852** impressions
- » **11,154** reach
- » **4,583** engagements
- » **917** likes

SOCIAL MEDIA

Video Content

We create, edited and assisted in the promotion of a series of videos to help provide exclusive content for JEV's audience across social media

ON-BOARD FOOTAGE

We used an in-helmet camera to capture footage of JEV behind the wheel, providing users with a never-seen-before perspective of what a lap at the Le Mans 24 Hours looks, feels and sounds like.

- » **229,239** views
- » **21,104** engagements
- » **6,825** likes



Timelapse

During the race we captured a series of timelapse videos demonstrating the fast-moving and ever-changing landscape of the Le Mans 24 Hours. Two videos were posted on Twitter and racked up over 23,500 impressions.

- » **23,506** impressions
- » **256** engagements
- » **83** likes

PIT STOP FOOTAGE

Throughout the race we curated a series of posts featuring behind-the-scenes footage of the pit stops and posted on Twitter. Our initial pit stop video generated over 10,240 impressions.

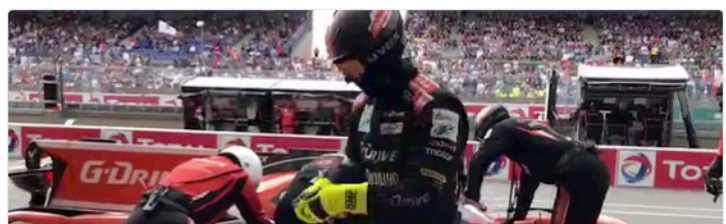
- » **10,243** views
- » **182** engagements
- » **71** likes



Jean-Eric Vergne ✓
@JeanEricVergne

Following

TeamJEV: 40 minutes down, 7 places gained. JEV now P1 in class after the first cycle of pit stops, with the other [@TDSRacing_live](#) car of [@loicduval](#) 4.0s behind [@DragonCoin](#) [@GDrive_Racing](#) #LeMans24 #WEC #JEV



SOCIAL MEDIA

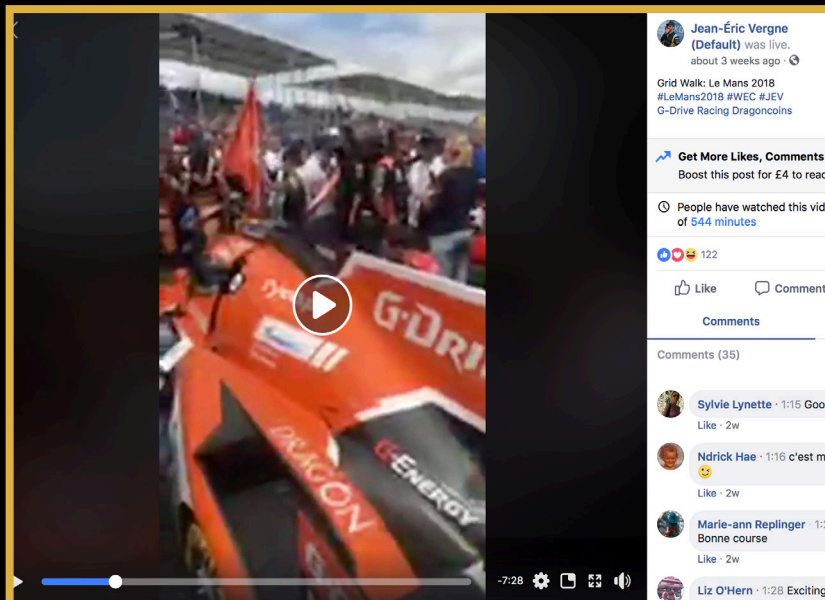
Live Video

Ahead of Le Mans we promoted and broadcast a live footage of the drivers parade with JEV, giving fans exclusive access to real-time content from the event.

DRIVERS PARADE

Live footage of the drivers parade was captured on the Friday before the race, broadcasting images of JEV interacting with fans and other drivers.

- » **18,372** reach
- » **5,039** views
- » **245** comments



GRID WALK

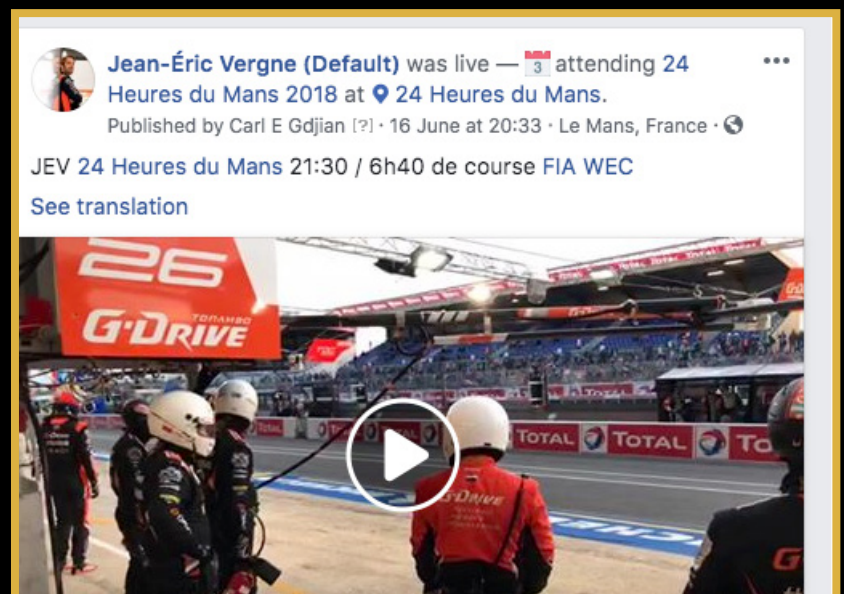
A live video was filmed on the grid ahead of the race, allowing fans a first-hand experience of the atmosphere from JEV's grid slot and the surrounding areas and atmosphere. Live footage was filmed on both Facebook and Instagram.

- » **20,445** reach
- » **7,343** views
- » **301** comments

PIT STOP FOOTAGE

Each one of JEV's pit stops during the race was filmed live on Instagram and Facebook, with an average of 15,500 users reached with each broadcast. The footage showed the intricacy and precision needed to perform a flawless pit stop in top-level motorsport.

- » **15,500** reach
- » **15,544** views
- » **102** 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 event. Coverage was also generated throughout both weekends in relation to JEVs on-track affairs.

Coverage included:

- » Autosport (James Newbold, Jack Cozens)
- » Motorsport.com France (Basile Davoine)
- » Sportscar365 (Jake Kilshaw)
- » Racer (Stephen Killbey)
- » Crash.net (Haydn Cobb)

AUTOSPORT Formula 1 Formula E

WEC

Le Mans 24 Hours: LMP2 winner Vergne drove like a 'grand prix driver'

By James Newbold, Jack Cozens | @JHCozens | Published on Sunday June 17th 2018 | World Endurance Championship RSS feed

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Jean-Eric Vergne says the G-Drive team's huge LMP2 class lead during the Le Mans 24 Hours meant he was required to

motorsport.com 24 heures du Mans News Photos Vidéos Calendrier Ré

24 HEURES DU MANS / 24H DU MANS / RÉACTIONS

Vainqueur au Mans en LMP2, Vergne ne boude pas son plaisir

Partager sur Facebook Partager sur Twitter




sportscar365 IMSA LE MANS SRO GT PWC OTHER SERIES PODCAST E-RACING365

Vergne: LMP2 Win Comes at "My Career"

Jean-Eric Vergne says LMP2 win ticks off one of his two goals for the season...

by Jake Kilshaw June 17, 2018



RACER



LM24: G-Drive Racing's 'perfect race' was class of the LMP2 field


by STEPHEN KILLBEY JUNE 17, 2018 01:31 AM

CRASH HOME F1 MOTOGP CHAMPIONSHIP

Jean-Eric Vergne: Le Mans LMP2 victory harder than it looked

Le Mans
Luke Smith
18 Jun 2018

Despite leading all but 10 laps and finishing two clear of the class Jean-Eric Vergne stresses G-Drive's LMP2 Le Mans victory was harder than it looked.



MEDIA COVERAGE

TV

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

- » Eurosport
- » 24 hours of Le Mans
- » Radio Le Mans

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



Eurosport

<https://twitter.com/Eurosport/status/1007669069900902402>



24 hours of Le Mans

<https://twitter.com/JeanEricVergne/status/1008315600769253377>



Radio Le Mans

<http://www.radiolemans.com/>

Le Mans 2018 Results*

Practice: P1 in class (P10 overall)

Qualifying

Session 1: P1 in class (P11 overall)

Session 2: P4 in class (P13 overall)

Session 3: P4 in class (P10 overall)

Final Result: P1 in class (P12 overall)

Warm Up: P3 in class (P11 overall)

Race Result: P1*

Laps: 369

Fastest Lap: 3m25.160s

2018 ELMS Calendar

9-10 April - Prologue - Le Castellet **Completed**

14-15 April - 4 Hours of Le Castellet **Completed**

12-13 May - 4 Hours of Monza **Completed**

13-16 June - 24 hours of Le Mans **Completed**

21-22 July - 4 Hours of Red Bull Ring

17-18 August - 4 Hours of Silverstone

22-23 September - 4 Hours of Spa-Francorchamps

27-28 October - 4 Hours of Portimao

ELMS LMP2 Standings

JEV Championship Position: P4 - 25 points

G-Drive Championship Position: P1 - 37 points

*race result pending appeal to the FIA

OVERALL IMPACT

These figures were collected from the week of Le Mans across all of JEV's social channels. PR and social media activation achieved strong numbers in terms of coverage, audience, engagement and traction.

KEY FIGURES

1.1m

Twitter impressions

93,163

social media likes

2,348

average likes per post on Instagram

124,498

social media engagements

201,810

Facebook post reach

1,608

Twitter retweets

With thanks to JEV's personal sponsors:



DRAGON



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