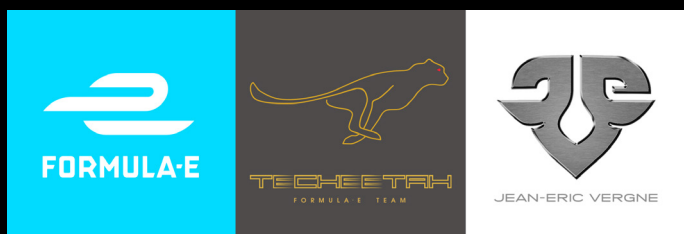




## Berlin & Zurich E-Prix: Coverage Report Jean-Eric Vergne

11.05.18 - 11.06.18





PHG and Patternn managed PR and social media activities for Jean-Eric Vergne during the Berlin and Zurich E-Prix, rounds 9 & 10 of the 2017/18 FIA Formula E Championship. The following is a breakdown of media coverage, social media presence and statistics from throughout the events.

## KEY FIGURES

75M+

online readership reached

75,510

social media engagements

1,574

average likes per post on Instagram

1.8M+

impressions on social media

1,423

new followers on social media

Online, print,  
radio and TV  
interviews  
secured

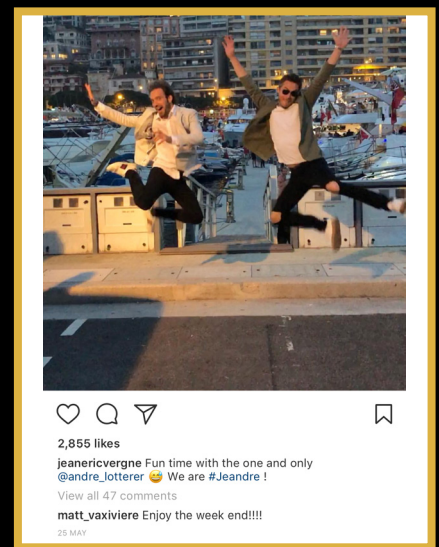
## MOST USED HASHTAGS

#BerlinEPrix  
#ZurichEPrix  
JEV FIA  
ABBFormulaE  
PolePosition  
#ThisIsBOSS  
FANBOOST  
Techeetah  
#forthefans  
Berlin Dragon  
#MiniJEV  
JeanEricVergne  
JEV25

# 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.

- » **1,061,303** total impressions
- » **23,663** engagements, varying from retweets, replies, likes and quote tweets
- » **25,803** profile visits from 81 posts
- » **210** new followers

» **Top Tweet:** "So @MassaFelipe19, I hear you're joining us in @FIAFormulaE? Welcome to the family! #ABBFormulaE #JEV25"

- Impressions: **68,027**
- Total engagements: **2,457**
- Media engagements: **1,074**
- Profile clicks: **252**
- Likes: **681**
- Retweets: **65**



JEV's Facebook page was used extensively as part of the amplification for Rome and Paris, with a range of

video, photography and textual-based posts being used to Facebook's strengths. Highlights included a Live Q&A session in Zurich, video footage including MiniJEV and a series of on-track videos created and promoted in collaboration with the series itself.

- » **178,991** page impressions
- » **192,140** reach
- » **8,014** post engagements
- » **353** new page likes

» **Top Post:** "Voilà pourquoi ABB Formula E est unique en son genre. Ce championnat est accessible, fun et innovant! Nous avons accueilli #MiniJEV Joao Maria Gouveia au circuit cet après-midi et je lui ai fait découvrir mon univers. Qui sait.. il piloter peut-être lors de la saison 15! #BerlinEPrix #ABBFormulaE #JEV25"

- Reach: **10,884**
- Clicks: **986**
- Reactions, comments & shares: **150**



Over 44,000 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 1,574 likes per post were registered.

- » **581,388** impressions
- » **44,096** likes from **28** posts
- » Average likes of **1,574** per post
- » **318** comments

» **Top Post:** "Fun time with the one and only @andre\_lotterer. We are #Jeandre!"

- Impressions: **36,368**
- Likes: **2,855**
- Comments: **47**

# 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.



### Hugo BOSS Photoshoot

Ahead of the Zurich E-Prix JEV attended a Hugo BOSS Store event in the heart of the city and partook in a photoshoot as an ambassador for the brand. We posted the image of JEV wearing both his race suit and blazer, likening him to James Bond and generating over 25,875 impressions.

- » **25,876** impressions
- » **20,404** reach
- » **2,324** engagements
- » **2,248** likes



### Congratulations Daniel

Former teammate and friend Daniel Ricciardo won the 2018 Monaco Grand Prix and we celebrated his win by sharing a photo of the two during JEV's time as an F1 driver. The photo was liked over 4,130 times.

- » **36,401** impressions
- » **28,951** reach
- » **4,215** engagements
- » **4,135** likes



### MiniJEV

Berlin offered the backdrop to our MiniJEV amplification which saw a young kart racer attend the E-Prix as a reward for winning a caption competition ran on JEV's social media ahead of the Hong Kong E-Prix. MiniJEV became one of the stars of the weekend, generating coverage across social media including with the following post on Instagram.

- » **25,644** impressions
- » **20,674** reach
- » **2,034** engagements
- » **1,983** likes



# SOCIAL MEDIA

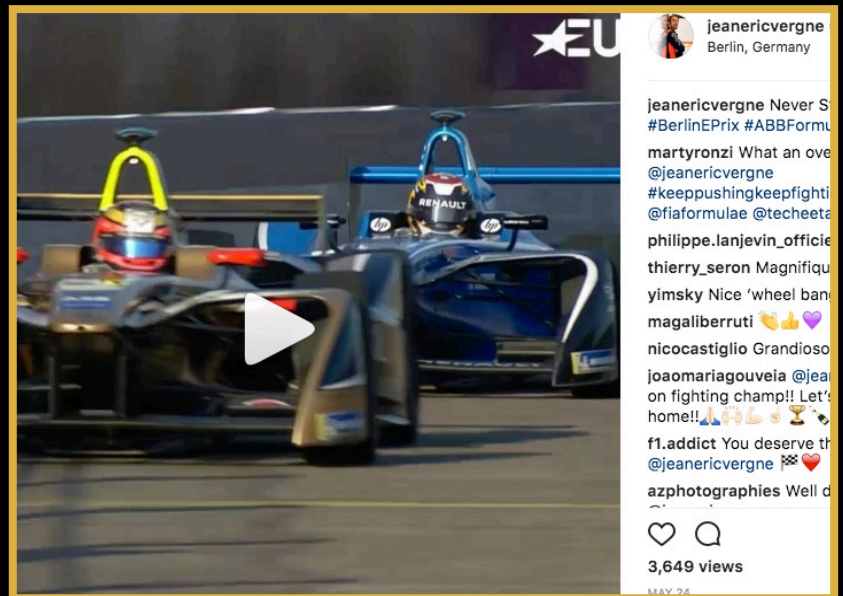
## Video Content

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

### RACE FOOTAGE

Race footage continues to be a central part of the content plan, with this post shared across JEV's social media channels featuring his overtaking moves in Berlin.

- » **50,440** views
- » **1,583** likes
- » **975** comments



### WAITING FOR ZURICH...

Following the Berlin E-Prix we requested some humorous footage from Formula E of JEV awaiting the start of the race. We then coupled this with 'Waiting for Zurich like...' and shared on all three platforms, generating over 25,000 views.

- » **75,253** impressions
- » **75,038** reach
- » **25,000** views
- » **3,986** engagements
- » **1,701** likes

### ZURICH PREVIEW

Ahead of the Swiss race we produced a preview video on the shores of Lake Zurich for Facebook, demonstrating the unique location, providing some insight into the event and congratulating the FIA and Formula E for making it happen.

- » **10,632** views
- » **10,416** reach
- » **281** engagements
- » **99** likes



# SOCIAL MEDIA

## Live Video

*During both E-Prixs we produced a series of live videos across social media, giving JEV's fans exclusive access to real-time content from the event.*

### GRID WALK

A live video was filmed on the grid ahead of both the Berlin & Zurich E-Prix, allowing fans a first-hand experience of the atmosphere from JEV's grid slot moments before the race began.

- » **4,723** reach
- » **1,302** views
- » **22** comments



### LIVE Q&AS

Ahead of the Zurich E-Prix we promoted and broadcast a live Q&A with JEV and Andre, giving JEV's fans exclusive access to real-time content from the event.

- » **2,846** reach
- » **1,666** views
- » **11** comments

### PRE-SESSION BUILD-UP

JEV's social media was used as a platform to broadcast the preparation and tension from within the pit lane ahead of an on-track session, with live footage of JEV and the team getting ready behind-the-scenes.

- » **5,763** reach
- » **1,902** views
- » **155** 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:

- » The Independent (Tom Wakey)
- » Motorsport.com France (Benjamin Vinel)
- » Eurosport (Anonymous)
- » Sport Auto (Charles Audier)
- » Autosport (Alex Kalinaukus)

Sport • Motor Racing

### Formula E championship leader Jean-Eric Vergne desperate to hold off Brit challenge from Sam Bird

The Frenchman still leads the way and could seal a championship in Berlin

Tom Wakey Berlin | Friday 18 May 2018 14:45 | 1 comment

[f](#) [t](#) [e](#) [Like](#) [Click to follow Sport](#)



### Large leader, Vergne ne va pas faire l'épiciier

[f](#) Partager sur Facebook [t](#) Partager sur Twitter [+](#)



Par: Benjamin Vinel, Journaliste  
2018-05-28

Alors qu'il est plus proche que jamais du titre de Formule E, Jean-Eric Vergne n'a aucune intention de jouer la sécurité et donnera tout pour remporter les dernières

[GET ALERTS](#)

EUROSPORT



### FORMULE E - Jean-Eric Vergne (Techeetah) a roulé comme un champion mais il est encore loin de l'être

Par Eurosport  
Le 10/06/2018 à 18:58  
Mis à jour Le 10/06/2018 à 20:48

[t](#) [f](#)

**Sport auto**

ACTUALITÉS SUPERTEST ANNONCES MONTRES FORMULE 1 Marque modèle

### FE - VERGNE A FAIT LA BONNE OPÉRATION À BERLIN (c) Sutton



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Jean-Eric Vergne n'a pas pu se battre pour la victoire à Berlin, mais il creuse encore l'écart au championnat.

Daniel Abt et Lucas di Grassi ont dominé l'E-Prix de Berlin. Jean-Eric Vergne n'a pas pu se mesurer à eux et il a pris une troisième place très bonne dans l'optique du championnat, puisqu'il a devancé Sam Bird et Felix Rosenqvist.

Autosport

Formula 1 Formula E More Series Live Forum More

### Jean-Eric Vergne: Zurich clearly my best Formula E drive

By Alex Kalinaukus | @nauckas | Published on Monday June 11th 2018 | Formula E RSS feed



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Formula E championship leader Jean-Eric Vergne declared his action-packed drive in Zurich as the "best" performance he has produced in the championship.

The ex-Formula 1 driver started down in 17th place - the joint-worst of his FE career so far - after a "nightmare" qualifying session.

But he made rapid progress over the first half of the 39-lap race, won by Audi's Lucas di Grassi, reaching ninth place by lap 15.

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# MEDIA COVERAGE

## TV

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

- » Formula E Live UK Broadcast (Vernon Kay)
- » CNN
- » Sport.fr

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



Formula E Live UK Broadcast  
<https://www.youtube.com/watch?v=RSIv2TXV5HE>



CNN  
<https://twitter.com/cnnsport/status/1005102791457689600>



Sport.fr  
<https://www.sport.fr/auto/formule-e-vergne-arrive-meme-temps-524640.shtm>

## FIA Formula E Season 4

### Berlin E-Prix Results

**Round 9** Qualifying: P3

**Round 9** Result: P3

### Zurich E-Prix Results

**Round 10** Qualifying: P17

**Round 10** Result: P10

JEV Championship Position: **P1 - 163pts**

Techeetah Championship Position: **P1 - 219pts**

### 2017/18 Formula E Calendar

R1 | 02/12/17 Hong Kong, HK

**Completed**

R2 | 03/12/17 Hong Kong, HK

**Completed**

R3 | 13/01/18 Marrakesh, MA

**Completed**

R4 | 03/02/18 Santiago, CL

**Completed**

R5 | 03/03/18 Mexico City, MX

**Completed**

R6 | 17/03/18 Punta del Este, UY

**Completed**

R7 | 14/04/18 Rome, IT

**Completed**

R8 | 28/04/18 Paris, FR

**Completed**

R9 | 19/05/18 Berlin, DE

**Completed**

R10 | 10/06/18 Zurich, CH

**Completed**

R11 | 14/07/18 New York City, US

R12 | 15/07/18 New York City, US



## OVERALL IMPACT

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PR and social media activation began at Round 1 of the 2017/18 FIA Formula E Championship and has already achieved strong numbers in terms of coverage, audience, engagement and traction.

### KEY FIGURES SO FAR - ZURICH

375M

online readership reached

53.8M

impressions on social media

628,172

social media engagements

14,154

new followers on social channels

With thanks to JEV's personal sponsors:

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HUGO BOSS

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#HYTWATCHES

**DRAGON**

# TECHEETAH

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