



2017/18 FIA Formula E Season: Coverage Report Jean-Eric Vergne

26.11.17 - 28.07.18



PHG and Pattern managed PR and social media activities for Jean-Eric Vergne during the 2017/18 FIA Formula E Championship. The following is a breakdown of media coverage, social media presence and statistics from throughout the series.

KEY FIGURES

0.5Bn

online readership reached

1.1M

social media engagements

826

increase in average likes per Instagram post since S3

60.2M

impressions on social media

15,166

new followers on social media

Online, print,
radio and TV
interviews
secured

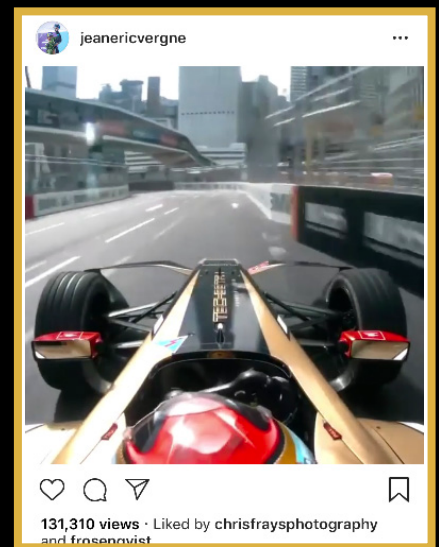
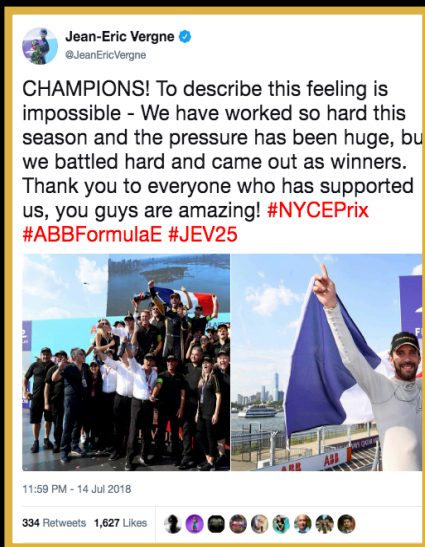
MOST USED HASHTAGS

DragonCoin
JeanEricVergne
JEV FIA
MUMM
BOSSsports
Techeetah
ABBFormulaE
ForTheFans
Pole Position
ThisisBOSS P1
Champion
DareWinCelebrate
JEV25

SOCIAL MEDIA

Channels

A detailed social media strategy and content plan was implemented throughout Season 4 to maximise JEV's visibility and engagement with fans and partners. The plans involved posts across Facebook, Instagram and Twitter channels, and were adhered to and adapted when necessary throughout and following each event.



JEV's Twitter account was utilised before, during and after each race weekend, with a range of live blogs, filming, candid and professional photography used to develop dynamic and varied content.

- » **8,882,482** total impressions
- » **202,199** engagements, varying from retweets, replies, likes and quote tweets
- » **68,876** profile visits from 89 posts
- » **6,178** new followers

» **Top Tweet:** "CHAMPIONS! To describe this feeling is impossible - We have worked so hard this season and the pressure has been huge, but we battled hard and came out as winners. Thank you to everyone who has supported us, you guys are amazing!"

- Impressions: **134,828**
- Total engagements: **6,875**
- Media engagements: **3,945**
- Profile clicks: **427**
- Likes: **1,627**
- Retweets: **334**



JEV's Facebook page was used extensively as part of our amplification strategy throughout the season, with a range of video, photography and textual-based posts being used to Facebook's strengths. Highlights included live videos from the qualifying lotteries at each race, post-race interviews, podium celebrations, numerous photo albums and both shared & produced comedic video content.

- » **3,195,479** page impressions
- » **1,897,918** reach
- » **123,663** post engagements
- » **3,638** new page likes

» **Top Post:** "Hello tout le monde. Je voulais vous remercier pour vos messages et commentaires, ca me touche tellement et j'ai beaucoup de chance de vous avoir derrière moi dans les bons et les mauvais moments. Voici un bel article en Français suite a notre doublé avec @Andre_Lotterer & @TecheetahFE. Love always, JEV"

- Reach: **44,609**
- Clicks: **3,719**
- Engagements: **619**



An overall average of 1,949 likes per post was achieved across the season on Instagram, with users reacting to a balance of high quality photography and multimedia posts. In total, 409,457 likes were registered from 210 posts published throughout the season.

- » **5,619,001** impressions
- » **409,457** likes from **210** posts
- » Average likes of **1,949** per post
- » **5,418** comments

» **Top Post:** "Should I try something different? #TBT 1st Round Season 4, 1st Pole of the Championship, 1st for my team @techeetahfe and 1st time in Motorsport doing it backwards!"

- Views: **131,310**
- Impressions: **102,791**
- Likes: **3,400**
- Comments: **76**

SOCIAL MEDIA

Instagram Focus

JEV's Instagram page was used extensively throughout the amplification at each event, 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.



World Champion

During the NYC weekend we commemorated JEV's world championship win with a photo of team and driver celebrating on the podium. In order to streamline our content strategy in New York we hired an additional photo agency to capture and send high-quality photos immediately, helping JEV's social media accounts become one of the first sources of images from the celebrations in NYC.

- » **95,860** impressions
- » **63,369** reach
- » **5,448** engagements
- » **6,043** likes

Podium Celebrations

In Santiago, Techeetah became the first team in Formula E history to claim a 1-2, and as a result the podium celebrations in Chile centred around both JEV and Lotterer. We capitalised on this by sharing a team photo taken on the podium, with a personal message of thanks from JEV within the text. The post was promoted and achieved over 260,000 impressions in just 24 hours.

- » **265,992** impressions
- » **22,206** reach
- » **2,531** engagements
- » **6,302** likes

Victory in Paris

JEV took to Instagram following his home in Paris to share his feelings with his fans in the form of a emotive photo and emotional text. The post displayed JEV standing on the nose of his winning car and drew in over 5,820 likes, with more than 155 comments of congratulations driving post engagement.

- » **42,387** impressions
- » **27,863** reach
- » **1,795** engagements
- » **5,004** likes

SOCIAL MEDIA



Twitter Focus

Twitter has continued to be the most active platform for to update fans and users of JEV's progress and activities throughout a race weekend, with a range of video, photography and live updates forming the core of JEV's Twitter content strategy. The following is a selection of highlights from JEV's Twitter output this season.



Billy Monger Event

Ahead of the Paris E-Prix, Twitter was used as a platform to promote, document and drive donations for the eKarting charity event hosted by JEV at his family's karting track on the outskirts of Paris, with a series of photos posted to over 301,796 users on Twitter. Over 2,000 likes were generated from the launch post alone, with over 871 users choosing to retweet.

- » **306,095** impressions
- » **5,375** engagements
- » **2,056** likes
- » **1,152** media engagements
- » **1,256** profile clicks
- » **871** retweets

Gen2 Reveal

Between the Marrakesh and Santiago rounds Formula E revealed the first images of the Gen2 car, set to be used from Season 5 onwards. We used JEV's Twitter page to share the images, generating over 67,600 impressions and 4,650 engagements.

- » **67,606** impressions
- » **4,650** engagements
- » **676** likes
- » **105** retweets

Educational Video

The new-age technology in Formula E is a strong opportunity for influencers within the sport such as JEV to educate fans on how the sport works. To help enhance JEV's authoritative stance, we posted a series of videos explaining the nuances of energy management, re-gen and braking, including this post from the Berlin E-Prix.

- » **44,001** impressions
- » **7,767** engagements
- » **120** likes
- » **26** retweets

SOCIAL MEDIA



Facebook Focus

Facebook continues to be a platform used for a variety of photo and video content alongside larger bodies of text than those posted on Twitter and Instagram. The following posts mark some of the highlights of our presence on Facebook in the 2017/18 season.



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 via posts such as this photo gallery posted on Facebook.

- » **10,884** reach
- » **986** clicks
- » **150** reactions, comments & shares

Vive la France

JEV's title win and race victory in NYC helped cap off a memorable weekend for France, with Bastille Day taking place on the Saturday and France lifting the FIFA World Cup ahead of the final race of the season on Sunday. JEV celebrated this with a photo of him stood next to the French Tricolour on his car's rear wing. The post reached over 13,600 Facebook users.

- » **13,698** reach
- » **506** clicks
- » **827** reactions, comments & shares

Parisian Victory

Following in-depth analytical research it was discovered that many of JEV's posts perform better when posted in his native French language or at least paired with English. This was the case for JEV's victory post following his win at the Paris E-Prix; the post reached over 31,000 people and generated over 2,270 reactions, comments and shares.

- » **31,374** reach
- » **1,854** clicks
- » **2,272** reactions, comments & shares

HUGO BOSS

Season 4 marked JEV's first season as an official Hugo BOSS brand ambassador, a role that saw him attend a series of events throughout the year on behalf of BOSS, including cocktail parties, sporting engagements and fashion shoots. We amplified JEV's partnership with BOSS on social media by curating a series of posts promoting his ambassadorial role.



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 on Instagram.

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

Ambassador Announcement

Hong Kong provided the backdrop to JEV's unveiling as a Hugo BOSS ambassador for Formula E. Throughout the weekend, JEV's Instagram was used to promote his role, with a series of images and videos published, including content taken at the launch event of Hugo BOSS's new store in Hong Kong.

- » **43,169** impressions
- » **34,576** reach
- » **2,661** engagements
- » **2,594** likes

BOSS Sailing

Following the season finale in New York we published a photo on Twitter of JEV meeting fellow Hugo BOSS ambassador Alex Thomson - a world champion sailor. The photo of the two achieved over 26,000 impressions and was retweeted by the official Hugo BOSS account to over 700k followers.

- » **26,274** impressions
- » **416** engagements
- » **65** likes
- » **47** profile clicks

GH MUMM

JEV continued to work closely with GH Mumm throughout Season 4, building on a relationship first established in Season 2 following his arrival in Formula E. After collaborating and engaging on a number of social media posts up until the final event of the season, JEV became an official Mumm ambassador for the New York E-Prix, allowing Mumm the association of being an official partner of the newly-crowned champion.



Punta Throwback

Punta del Este provided the backdrop to one of the most spectacular Mumm celebrations in Formula E history. Taking place on the beach that runs parallel to the track in Uruguay, JEV and the entire Techeetah team posed for photographers and film crews before enjoying the celebration. The scene was filmed by Formula E and Mumm and was shared on JEV's Twitter page following the event.

- » **30,467** impressions
- » **2,552** engagements
- » **74** likes
- » **19** profile clicks

Tribute

NYC provided the backdrop to GH Mumm's last race as official champagne partner of Formula E, with JEV being appointed as an official brand ambassador for the occasion. To commemorate the event we commissioned a production company to make a short compilation video of all of JEV's podium celebrations, including all four of his Season 4 race wins.

- » **17,668** impressions
- » **2,183** engagements
- » **139** likes
- » **72** profile clicks

Championship Celebrations

Following JEV's title win in New York we created a series of posts on social media live from St.Tropez, featuring prominent Mumm branding. On Twitter alone, 17,795 impressions were generated with a further 1,781 engagements.

- » **17,795** impressions
- » **1,781** engagements
- » **102** likes
- » **53** profile clicks

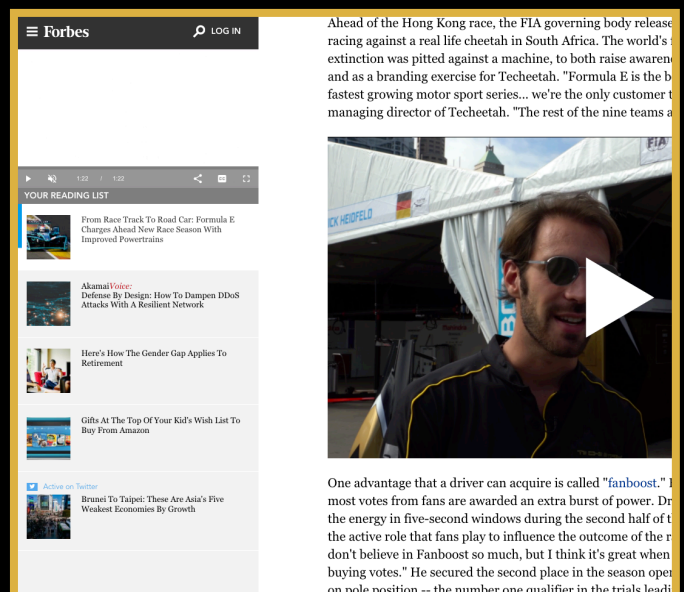
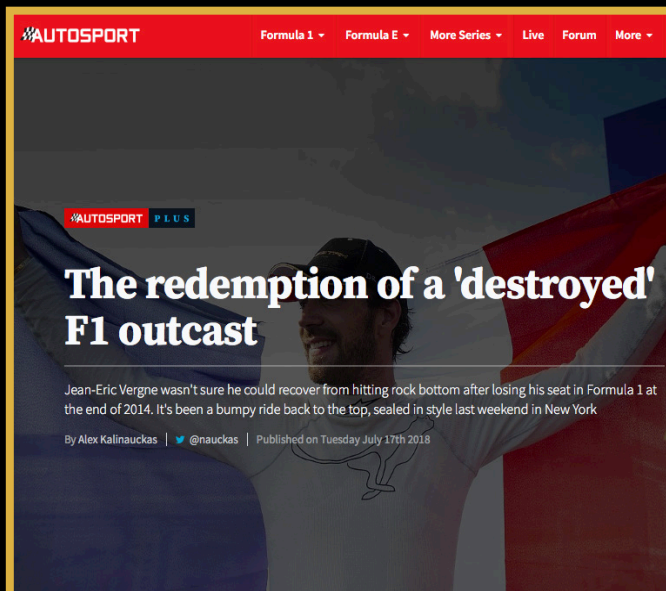
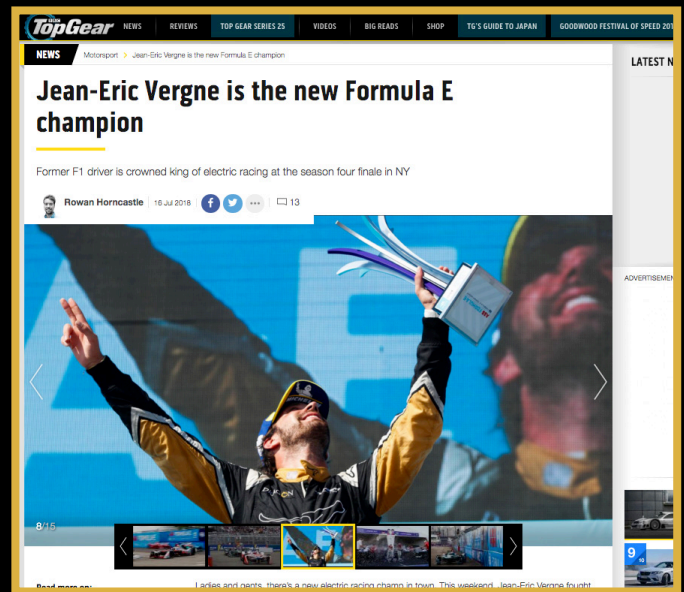
MEDIA COVERAGE

Online & Print

A series of interviews with professional journalists and leading media outlets were set up prior to each race weekend and were overseen and successfully carried out.

Coverage included:

- » Top Gear (Rowan Horncastle - New York)
- » Autosport (Alex Kalinaukas - Most races)
- » The Independent (Tom Wakey - Paris)
- » L'Equipe (Stéphane Barbe - Paris)
- » Forbes Asia (Pamela Amber - Hong Kong)



CHEETAH PROJECT

JEV VERSUS CHEETAH

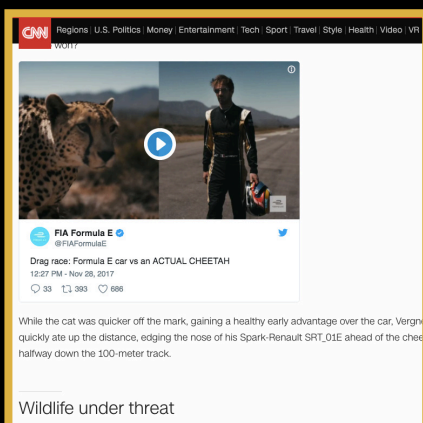
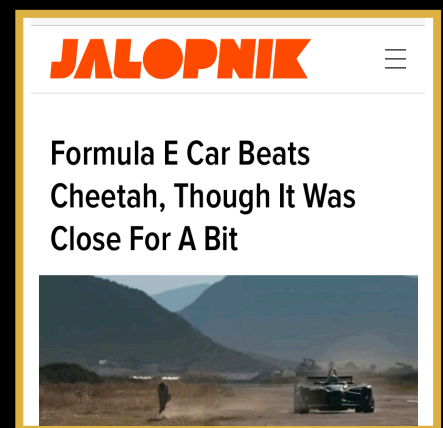
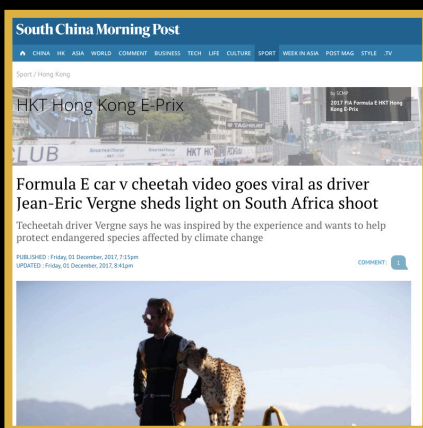
Ahead of the 2017/18 season, JEV was involved in a film project made by Formula E focusing on tackling the threat to wildlife via climate change. The footage showed JEV race a Formula E car against a cheetah in South Africa and went viral, receiving worldwide coverage and exposure.

- » 25 million views across FE's social channels
- » 10 million views on Facebook
- » 7.3 million YouTube views - most watch video ever on official Formula E YouTube channel

Media Coverage

The following coverage was generated by international media outlets after the release of the video:

- » South China Morning Post (Nicolas Atkin)
- » Daily Mirror (Patrick Lion)
- » Jalopnik (Erik Shilling)
- » CNN (George Ramsay)
- » Clean Technica (James Ayre)
- » News18 (Arjit Garg)



MEDIA COVERAGE

TV

JEV spent time filming with TV and online crews as well as speaking on radio at every race event. Such work included JEV being interviewed via the world feed following each of his wins throughout the season, appearing on CNN Supercharged in Punta del Este and on CNBC's 'Make it' series whilst in New York.

- » Formula E World Feed (Nicki Shields - Most races)
- » CNN Supercharged (Nicki Shields - Punta del Este)
- » RMC Radio (Christophe Cessieux - Paris)



Formula E World Feed
<https://www.youtube.com/watch?v=RSIv2TXV5HE>



CNN Supercharged
<https://edition.cnn.com/videos/sports/2018/03/23/punta-del-este-uruguay-eprix-formula-e-techeetah->



RMC Radio
<https://rmcsport.bfmtv.com/mediaplayer/video/vergne-la-formule-e-a-plus-de-sens-et-d-interet-que-la->

FIA Formula E Season 4 Points Standings

Drivers Championship

P1. JEV	198pts - Champion
P2. Lucas Di Grassi	144pts
P3. Sam Bird	143pts
P4. Sebastian Buemi	125pts
P5. Daniel Abt	120pts
P6. Felix Rosenqvist	96pts
P7. Mitch Evans	68pts
P8. Andre Lotterer	64pts
P9. Nelson Piquet Jr.	51pts
P10. Oliver Turvey	46pts

Teams Championship

P1. Audi Sport ABT Schaeffler	264pts
P2. Techeetah	262pts
P3. DS Virgin Racing	160pts
P4. Mahindra Racing	138pts
P5. Renault E.DAMS	133pts
P6. Panasonic Jaguar Racing	119pts
P7. Venturi Formula E Team	72pts
P8. NIO Formula E Team	47pts
P9. Dragon Racing	41pts
P10. MS&AD Andretti Formula E	24pts

OVERALL IMPACT

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

KEY FIGURES: HONG KONG - NEW YORK

47.5m

average readership per-event

68,876

Twitter profile visits

1,949

average Instagram like per-post

3,370

worldwide Google searches

With thanks to JEV's personal sponsors:



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DRAGON

TECHEETAH

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