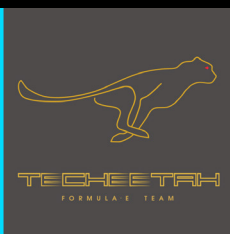




# Hong Kong ePrix: Coverage Report Jean-Eric Vergne

26.11.17-13.12.17





PHG and Patternn managed PR and social media activities for Jean-Eric Vergne during the Hong Kong ePrix, the first round of the 2017-18 FIA Formula E Championship. The following is a breakdown of media coverage and social media statistics from the event.

## KEY FIGURES

85M+

online readership reached

88,802

social media engagements

1,548

average likes per post on Instagram

42M+

impressions on social media

91%

increase compared to last race

Online, print,  
radio and TV  
interviews  
secured

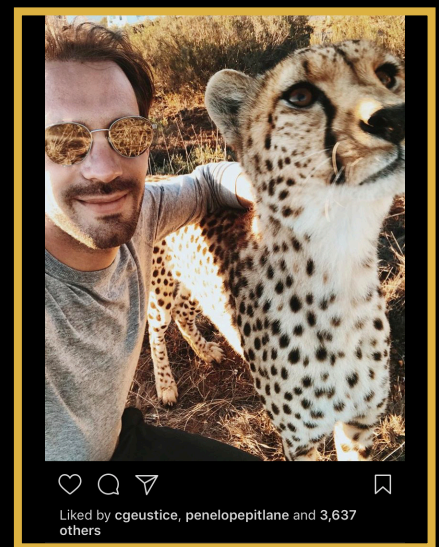
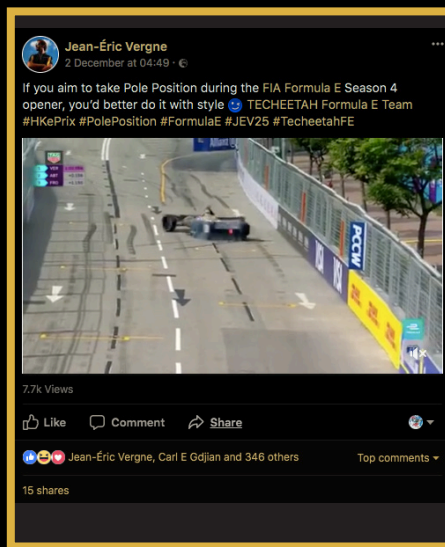
## MOST USED HASHTAGS

#HKEPrix #Techeetah  
FormulaE FIA #ForTheFans  
JEV BOSSsports Season4  
Respect #ThisIsBOSS MarrakeshEPrix  
FANBOOST TecheetahFE JEV25

# SOCIAL MEDIA

## Channels

A detailed social media strategy and content plan was implemented for the Hong Kong ePrix to maximise JEV's visibility and engagement with fans and partners. The plan involved posts across Facebook, Instagram and Twitter channels, and was both adhered to and adapted when necessary throughout the weekend and following the event.



JEV's Twitter account was utilised before, during and after the race weekend, with a range of live and pre-recorded filming, candid and professional photography used to publish dynamic and varied posts.

- » **1,004,019** total impressions
- » **21,500** engagements, varying from retweets to replies, and likes to quote tweets.
- » **949** profile visits from 38 posts.
- » **609** new followers
- » Sample tweet: "How to prepare for @FIAFormulaE Season 4: Race the fastest animal on earth! Great to help raise awareness of the threat of climate change to wildlife ahead of next week's UN Environment Assembly @TecheetahFE #UN #JEV25"
  - Impressions: **70,520**
  - Total engagements: **2,691**
  - Media engagements: **1,164**
  - Profile clicks: **114**
  - Likes: **420**
  - Retweets: **180**



JEV's Facebook page was used extensively as part of the amplification for Hong Kong, with a range of video, photography and textual-based posts being used to Facebook's strengths. Highlights included behind-the-scenes lifestyle content curated by an on-site videographer, promotion of JEV's race against a cheetah ahead of the event, and a series of photo galleries depicting JEV's time in Hong Kong.

- » **723,188** page impressions
- » **523,700** reach
- » **25,943** post engagements
- » **450** new page likes
- » Sample post: "If you aim to take Pole Position during the @FIAFormulaE Season 4 opener, you'd better do it with style :) @TecheetahFE #HKePrix #PolePosition #FormulaE #JEV25 #TecheetahFE"
  - Reach: **26,564**
  - Clicks: **1,866**
  - Engagements: **440**



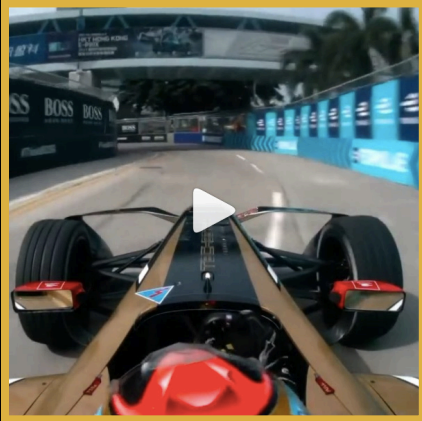
Over 35,000 likes were achieved in and around the Hong Kong weekend on Instagram, with users reacting to a balance of high quality photography and multimedia posts. In total, 1,548 likes were registered from 23 posts, with 154 comments and 2,100 likes registered on JEV's caption competition post alone.

- » **555,965** impressions
- » **35,620** likes from 11 posts
- » Average likes over **1,548** per post
- » **684** comments
- » Sample post: "My favourite animal on earth"
  - **35,124** impressions
  - **3,750** likes
  - **32** comments

# 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 throughout his time in Hong Kong. The following is a selection of highlights from JEV's Instagram output.



### Pole Position Lap

JEV's pole position lap in the opening qualifying session of the season saw him cross the finish line backwards, and as a result the footage went viral. We capitalised on this by posting two separate clips of the lap on Instagram, generating over 134,500 impressions and 6,350 engagements as a result.

- » **141,095** views
- » **134,523** impressions
- » **115,748** reach
- » **6,376** engagements
- » **5,755** likes

### Hugo Boss 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

### Caption Contest

Throughout the Hong Kong amplification we ran a caption competition on Instagram, offering one lucky winner the chance to win two VIP passes to the Marrakesh ePrix in January 2018. The winning caption was selected following the race weekend and the winner announced, providing visibility to both JEV's own and Formula E's brand.

- » **25,048** impressions
- » **21,149** reach
- » **2,276** engagements
- » **2,102** likes

# SOCIAL MEDIA

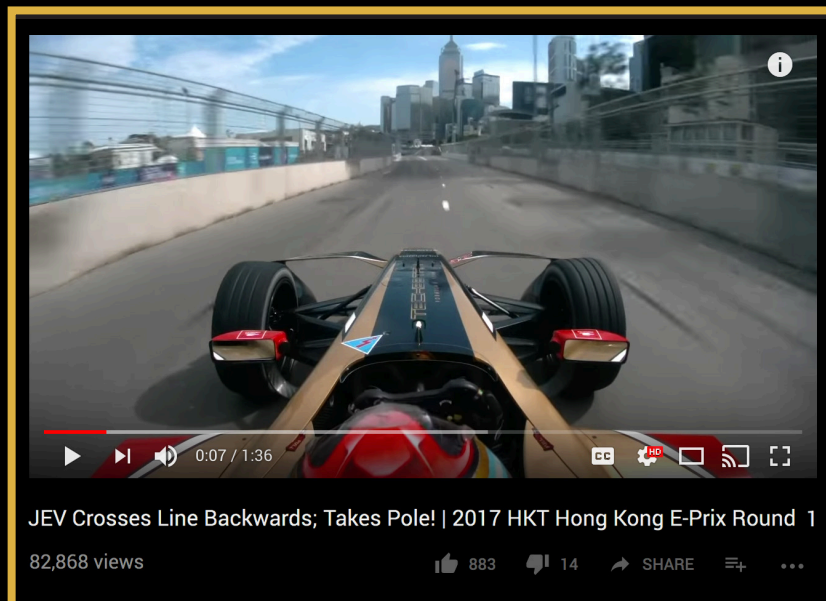
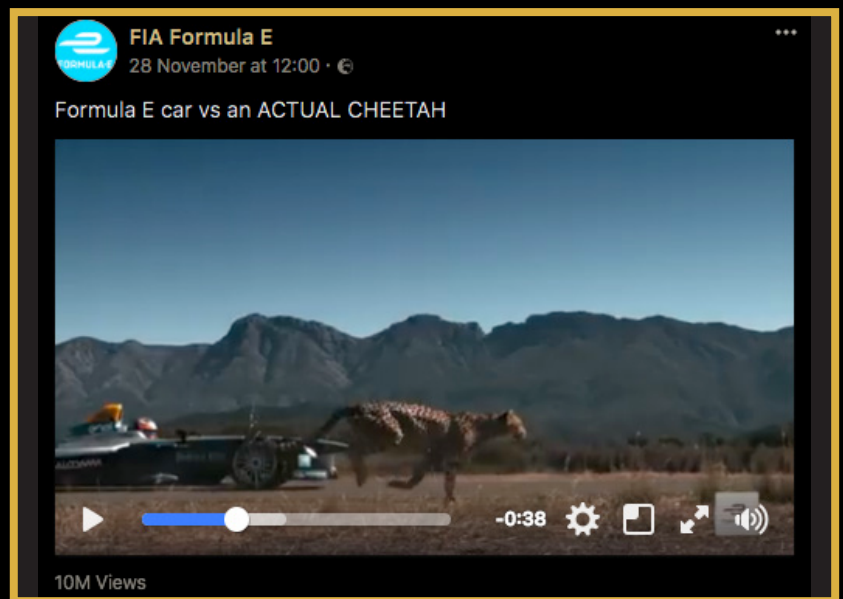
## Video Content

*We created, edited and assisted in the promotion of video content for JEV's audience across social media*

### JEV VS CHEETAH

This film made by Formula E depicted JEV racing his Formula E car against a cheetah in South Africa in an effort to raise awareness of the threat of climate change to wildlife. The film went viral, receiving worldwide coverage and exposure.

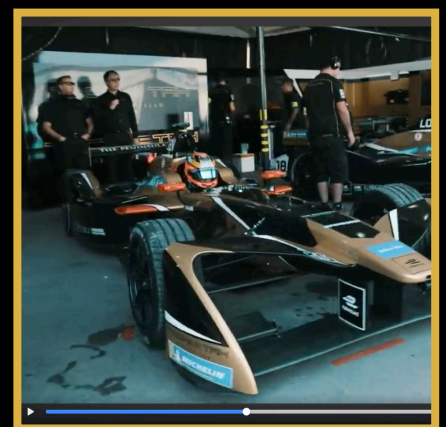
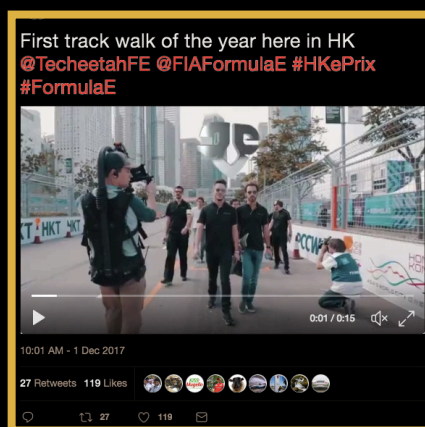
- » **10 million** views on Facebook
- » **25 million** views across FE's social channels.



### BACKWARDS QUALIFYING

JEV qualified in pole position for the first race of the season despite spinning across the line backwards. The subsequent film was picked up by websites worldwide, such as USA Today and Top Gear, achieving strong coverage and views.

- » **82,099** views (YouTube)
- » **876** likes
- » **61** comments



### BEHIND THE SCENES

Throughout the event we produced and published a series of bespoke videos showing JEV's weekend behind the scenes, incorporating footage from his track walk, garage activities, meeting with invited guests and more.

- » **18,161** views
- » **49,827** impressions
- » **1,337** post engagements



# SOCIAL MEDIA

## Live Video

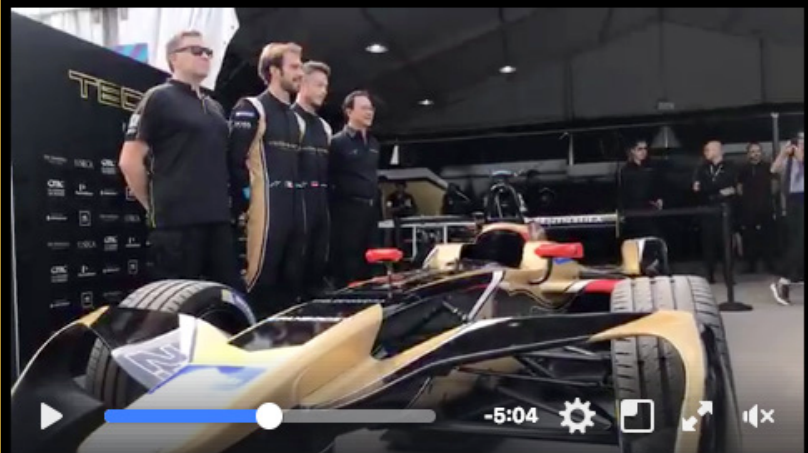
*During the Hong Kong ePrix we produced a series of live videos across social media, giving JEV's fans exclusive access to real-time content from the event.*

### TECHEETAH LIVERY REVEAL

Techeetah chose to reveal its 2017/18 livery in the pit lane ahead of the Hong Kong ePrix, with JEV on hand to assist and broadcast on his Facebook channel.

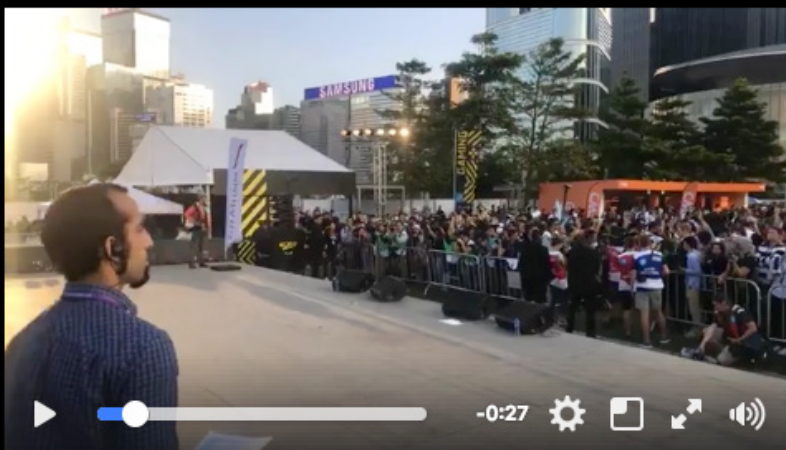
- » **11,873** reach
- » **3,355** views
- » **168** reactions, comments and shares

TECHEETAH Formula E Team Season 4 FIA Formula E Livery reveal



3.3k Views

HKT Hong Kong ePrix 2017 FIA Formula E TEHEETAH Formula E Team P2 JEV



1.8k Views

### PODIUM CELEBRATIONS

Following JEV's P2 result in the opening race of the weekend, we went live on Facebook to broadcast behind-the-scenes footage of the podium celebrations, providing visibility to JEV and Techeetah in the immediate aftermath of the race. The video was many online users first chance to witness the first podium ceremony of Season 4.

- » **6,149** reach
- » **1,828** views
- » **94** reactions, comments and shares

### PRE-EVENT PRESS CONFERENCE

Ahead of the opening round of the season, JEV formed part of the panel at Techeetah's pre-event press conference, which provided a chance to preview the season ahead, welcome new team sponsors and generate quotes from team personnel for use by both local and international media. Broadcast live on JEV's Twitter page via Periscope, the video reached nearly 10,000 users.

- » **9,342** reach
- » **1,342** views
- » **139** reactions, comments and shares

LIVE Press Conference Techeetah FE Team - HKT Hong Kong ePrix 2017



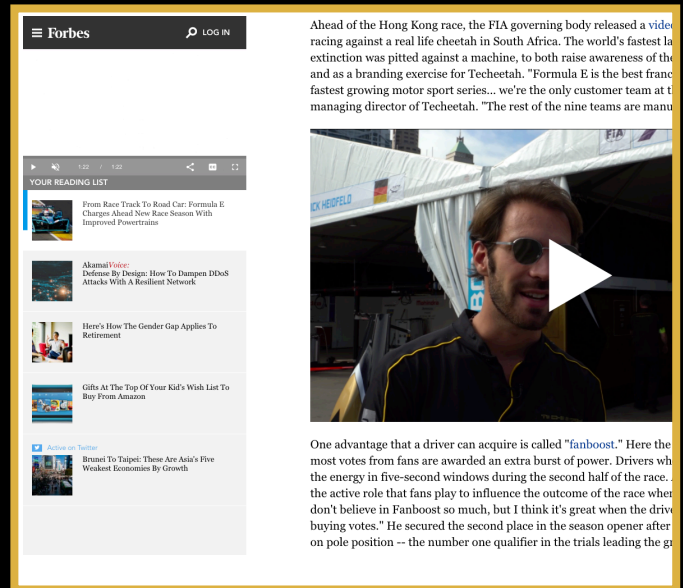
# MEDIA COVERAGE

## Online & Print

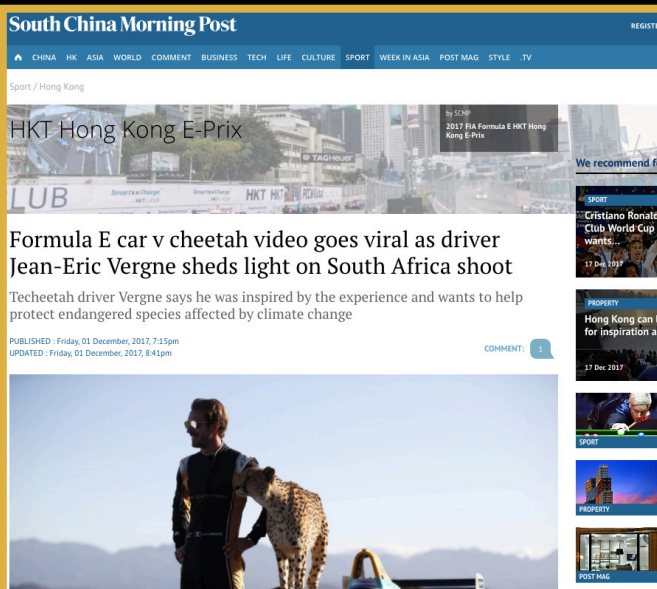
A series of interviews with professional journalists and leading media outlets were set up prior to the race weekend and were successfully carried out both before and during the event. Coverage was also generated throughout the weekend.

Coverage included:

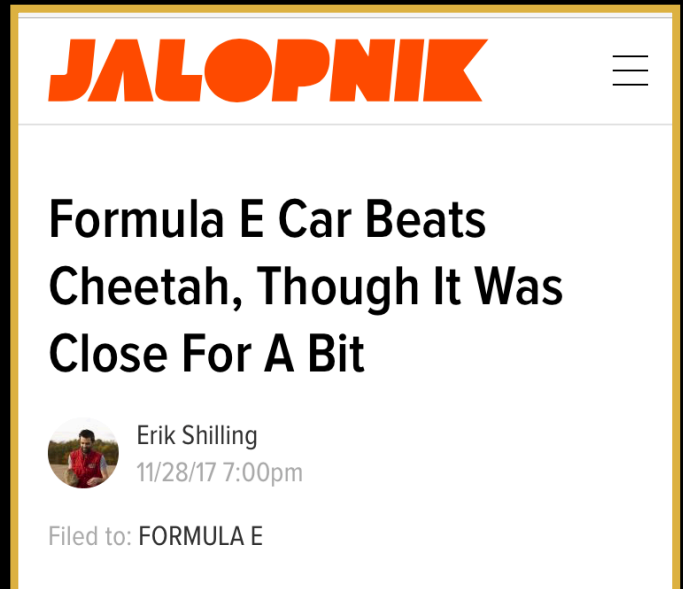
- » Forbes Asia (Pamela Ambler)
- » South China Morning Post (Nicolas Atkin)
- » NBC Sports (Luke Smith)
- » Daily Mirror (Patrick Lion)
- » Jalopnik (Stef Schrader)
- » CNN (George Ramsay)



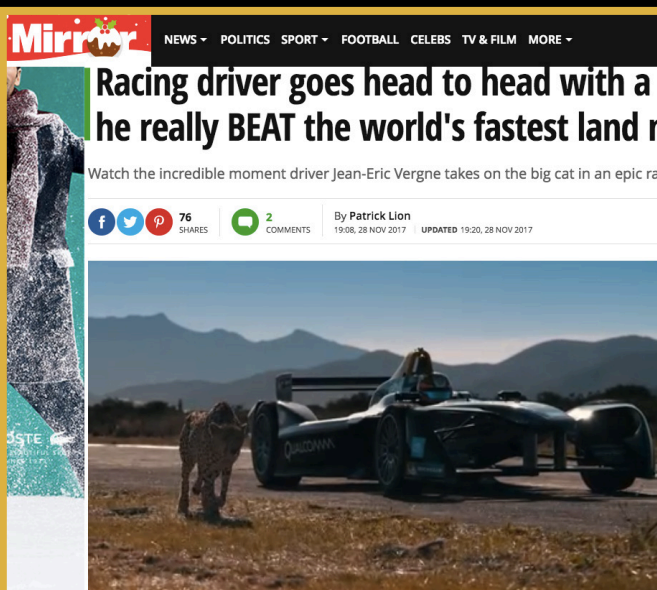
Forbes article snippet showing a video player and text about the Hong Kong race, mentioning the FIA governing body and a video racing against a real life cheetah in South Africa.



South China Morning Post article snippet titled "Formula E car v cheetah video goes viral as driver Jean-Eric Vergne sheds light on South Africa shoot". The article mentions that the driver was inspired by the experience and wants to help protect endangered species affected by climate change.



Jalopnik article snippet titled "Formula E Car Beats Cheetah, Though It Was Close For A Bit" by Erik Shilling, dated 11/28/17 7:00pm. The article is filed to: FORMULA E.



Daily Mirror article snippet titled "Racing driver goes head to head with a cheetah - he really BEAT the world's fastest land animal". The article includes a video player and social media sharing options.



CNN article snippet titled "Formula E car vs. cheetah -- who wins speed race?". The article is by George Ramsay and was updated at 1800 GMT (0200 HKT) November 28, 2017.

# MEDIA COVERAGE

## TV

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

- » Formula E Live World Feed (Live)
- » MenClub HK
- » Forbes Asia

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



Formula E World Feed (Live)

<https://www.youtube.com/watch?v=YHyTv4jhleY>



MenClub HK (Facebook Live)

<https://www.facebook.com/menclub.hk/videos/1486204254834291/>



Forbes Asia

<http://bit.ly/ForbesAsiaInterviewHK>

## FIA Formula E Season 4

### Hong Kong ePrix Results

**Round 1** Qualifying: P1

**Round 1** Result: P2

**Round 2** Qualifying: P7

**Round 2** Result: P4

**JEV Championship Position: P2 - 33pts**

**Techeetah Championship Position: P3 - 33pts**

### 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

R4 | 03/02/18 Santiago, CL

R5 | 03/03/18 Mexico City, MX

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

R7 | 14/04/18 Rome, IT

R8 | 28/04/18 Paris, FR

R9 | 19/05/18 Berlin, DE

R10 | 10/06/18 Zurich, CH

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

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

R13 | TBC

R14 | TBC



## OVERALL IMPACT

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

### KEY FIGURES SO FAR - HONG KONG

85M

online readership reached

42M

impressions on social media

88,802

social media engagements

1,764

new followers on social channels

With thanks to JEV's personal sponsors:

**BOSS**  
HUGO BOSS

**HYT**  
#HYTWATCHES

# TECHEETAH

F O R M U L A · E   T E A M



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