



Jean-Eric Vergne:  
Coverage Report **G.H. Mumm**  
2016/17 FIA Formula E Championship

PHG and Pattern managed PR and social media activities for Jean-Eric Vergne throughout the 2016/2017 FIA Formula E Championship. The following is a breakdown of brand exposure, social media presence and statistics featuring GH Mumm & JEV from throughout the season

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#### KEY FIGURES FOR JEV AND MUMM

1 million+

impressions on social media

50,902

engagements on social media

7m10s

live airtime featuring JEV & Mumm

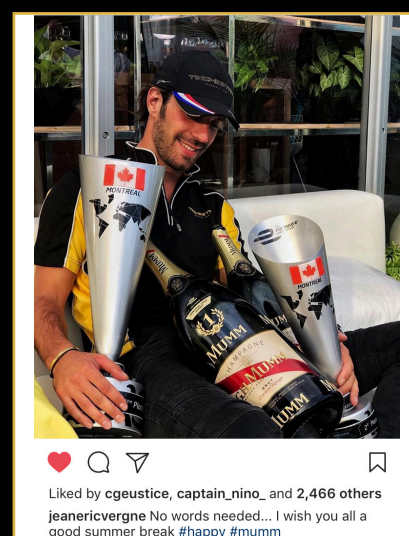
Across 5 podium  
celebrations  
throughout season



# SOCIAL MEDIA

## Channels

JEV's social media channels helped to promote Mumm's partnership with Formula E throughout the season, especially with content published around JEV's podium celebrations in Buenos Aires, Mexico City, New York City and Montreal.



JEV's Twitter account was utilised before, during and after each event, with a range of

live blogs, filming, candid and professional photography used to develop dynamic and varied content.

» Top tweet involving Mumm:

"We did it! 1st Place Montreal ePrix Race 2 Winners! #DareWinCelebrate #JEV1 #Mumm #Happy"

- Impressions: **45,260**
- Total engagements: **2,017**
- Profile clicks: **76**
- Likes: **377**
- Retweets: **75**



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 and podium celebrations.

» Top post involving Mumm:

- "P1! So good to finally get that win. An amazing effort by everyone at Techeetah Formula E Team - Thank you all for your support! @FIAFormulaE @ChampagneMumm #MontrealPrix #DareWinCelebrate #JEV25"
- **17,800** reach
  - **526** clicks
  - **446** reactions, comments & shares



JEV's Instagram account was utilised before, during and after each event, with a range of

videos, photos and behind-the-scenes shots used to develop dynamic and varied content.

» Top post involving Mumm:

- "No words needed... I wish you all a good summer break #Happy #Mumm #DareWinCelebrate @ghmumm"
- **2,468** likes
  - **31** comments

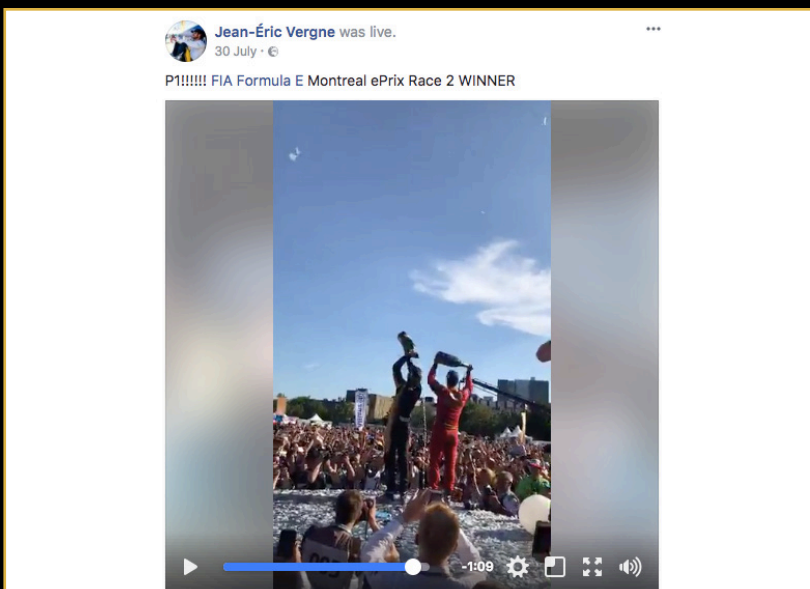
# SOCIAL MEDIA

## Content

*We created and edited a series of photos and videos throughout the season, many of which gave exposure to Mumm.*

### PHOTOGRAPHY

High quality photography was captured throughout the season of JEV embracing Mumm's association with Formula E. For example, photos of the champagne being sprayed, consumed and posed with continually appeared across all three of JEV's active social media accounts.

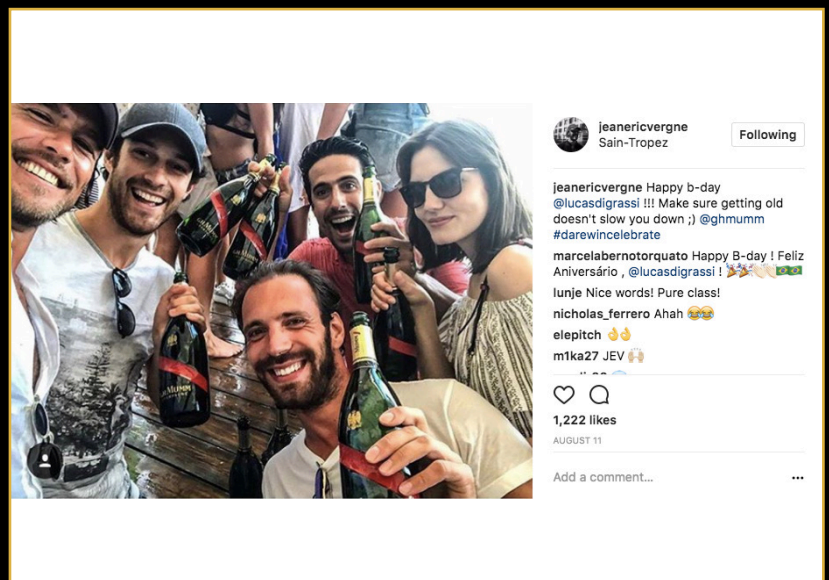


### VIDEO

Following the announcement of Virtuo Live footage of JEV and his Techeetah team celebrating with Mumm was captured on Facebook following each of his five podiums in 2016/17. Each video clearly showed JEV and his team members spraying champagne from the brand's iconic red-ribboned bottles and each was shared to JEV's 113,000 Facebook followers, with an average of 9,000 views per video.

### ASSOCIATION

A selection of photos and videos were posted showing JEV enjoying Mumm champagne along with other powerful influencers within the paddock. This helps stress the exclusivity of Mumm and its popularity among the sport's stars. For example, one Instagram post displayed JEV drinking with Bruno Senna and Lucas Di Grassi (combined following of 235,842).





# MEDIA COVERAGE

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## TV

Each one of JEV's five podium celebrations in Buenos Aires, Mexico City, New York and Montreal (2x) were captured live on the Formula E world feed, with Mumm branding in clear sight along with JEV on the podium.

From the five celebrations, JEV appeared in shot along with Mumm for a total of 7m10s to an average global cumulative audience of 17m during each race event. Since live broadcast, each podium celebration has been viewed over 125,000 times on YouTube alone.





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](mailto:info@phginternational.com)  
[www.phginternational.com](http://www.phginternational.com)

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