



Jean-Eric Vergne sponsorship:
Coverage Report **Virtuo**

08.05.17 - 19.06.17

VIRTUO



PHG and Patternn managed PR, social media and sponsorship activities for Jean-Eric Vergne throughout Virtuo's sponsorship. This report covers those events: Monaco ePrix, Paris ePrix, Berlin ePrix and Le Mans 24 hours.

KEY FIGURES FOR JEV ACROSS FOUR EVENTS

135M+

online readership reached

6M+

impressions on social media

285k+

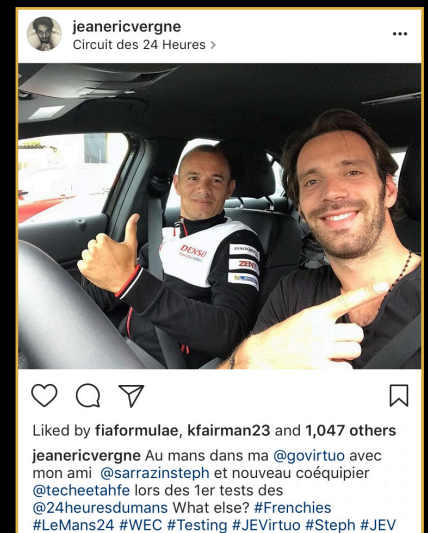
engagements on social media

Online, print,
radio and TV
interviews
secured

SOCIAL MEDIA

Channels

A detailed social media strategy and content plan was implemented for each race of Virtuo's sponsorship deal with JEV to maximise both brands visibility and engagement with fans and partners. The plan involved posts Facebook, Instagram and Twitter channels, and was both adhered to and adapted when necessary throughout and following each event.



JEV's Twitter account was used as a platform to promote Virtuo's brand both in and around

each race weekend, with a range of filming, professional photography and candid shots used to develop dynamic and varied content.

- » **155,062** total impressions
- » **9,940** engagements, varying from retweets to replies, and likes to quote tweets.
- » **2,984** media views
- » **599** detail expands
- » Top tweet: "Having fun driving around Monaco Thanks @govirtuo! #JEVirtuo #GoVirtuo #MyVirtuo #FanBoost #JeanEricVergne"
 - Impressions: **28,722**
 - Total engagements: **5,369**
 - Media engagements: **334**
 - Detail expands: **61**
 - Likes: **49**
 - Retweets: **4,847**



JEV's Facebook page was used extensively during each event, with a range of

textual-based posts being used to Facebook's strengths. Highlights include a video shot at Virtuo's headquarters, a video shot in Paris of JEV explaining how to use Virtuo's services, and promotion of the 'golden ticket' competition ran in the build up to Le Mans.

- » **344,856** page impressions
- » **233,824** reach
- » **17,233** post engagements
- » Top post: "Presentation de Virtuo - Mon nouveau partenaire"
 - **34,800** reach
 - **3,801** clicks
 - **901** reactions, comments & shares



Over 900 likes per post including Virtuo amplification were achieved in and around

the events on Instagram, with users reacting to a balance on high quality photography and multimedia posts. In total, 8,481 likes were registered from 9 posts.

- » **109,738** impressions
- » **8,431** likes from 9 posts
- » Average likes of **942** per post
- » Top post: "Au mans dans ma @govirtuo avec mon ami @sarrazinsteph et nouveau coéquipier @techeetahfe lors des 1er tests des @24heuresdumans What else? #Frenchies #LeMans24 #WEC #Testing #JEVirtuo #Techeetah #fiaformulae #MyVirtuo"
 - **14,548** impressions
 - **1,049** likes
 - **6** comments

SOCIAL MEDIA

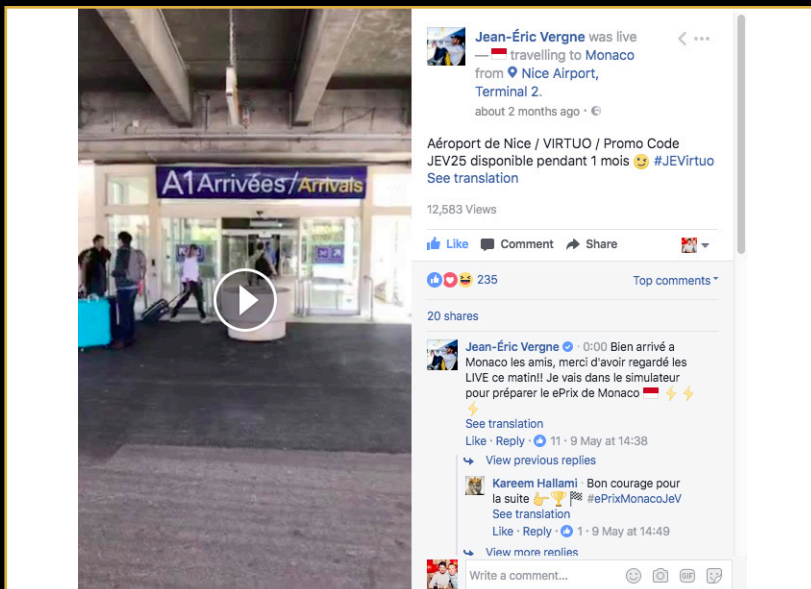
Video Content

We created and edited a series of videos, both live and pre-recorded, to provide global exposure for Virtuo at each race.

VIRTUO HQ LIVE

To formally announce Virtuo's sponsorship of JEV, we filmed JEV meet and greet each member of the Virtuo team, before outlining the service Virtuo provides and the benefits it brings.

- » **15,372** views
- » **54,503** impressions
- » **4,701** post engagements



NICE AIRPORT LIVE

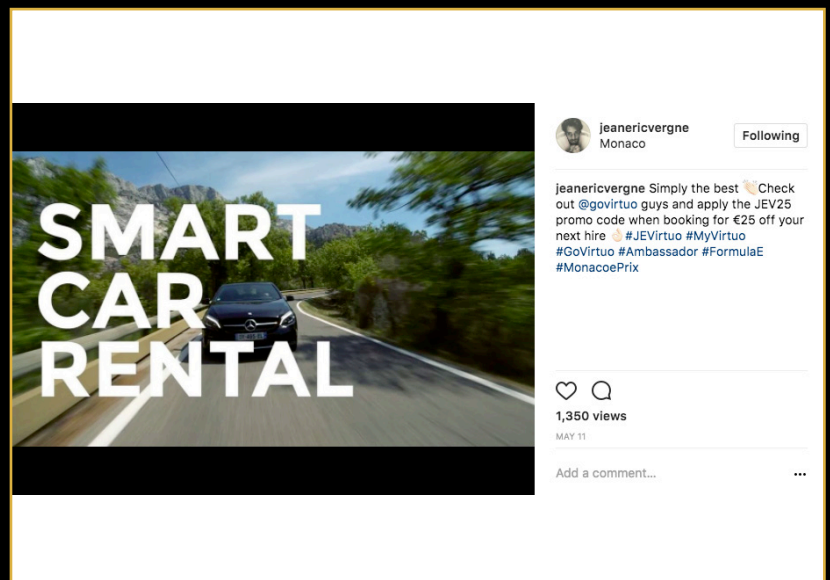
Following the announcement of Virtuo and JEV's partnership, we went live once again to demonstrate Virtuo's ease-of-use at Nice airport ahead of the Monaco ePrix. The video saw JEV using the Virtuo app to find his hire car without any stress or difficulty - highlighting the brand's unique selling point. The video also allowed us to promote the 'JEV25' discount code, giving users €25 off their next hire.

- » **12,583** views
- » **46,854** impressions
- » **2,777** post engagements

VIRTUO PROMO VIDEO

We published Virtuo's own promotional video on JEV's social media channels, introducing it to a combined audience of over 485,000 users.

- » **3,178** total views
- » **12,300** impressions
- » **224** post engagements



MEDIA COVERAGE

TV

Virtuo logos were present on JEV's helmet in Paris, Berlin and Le Mans, and positioned in such a way to receive maximum exposure from various camera angles. As a result, Virtuo gained exposure in front of millions of viewers, also benefiting from JEV's position as a fan-favourite and front-running driver on track.

Formula E airtime and value:

Paris ePrix:

Brand airtime: **2m57s**

Live Race, Average Global Audience: **4.5m**

Global Cumulative Audience: **19.3m**

Estimated media value: **€540,000***

Berlin ePrix (Saturday & Sunday):

Brand airtime: **2m40s**

Live Race Saturday, Average Global Audience: **5.0m**

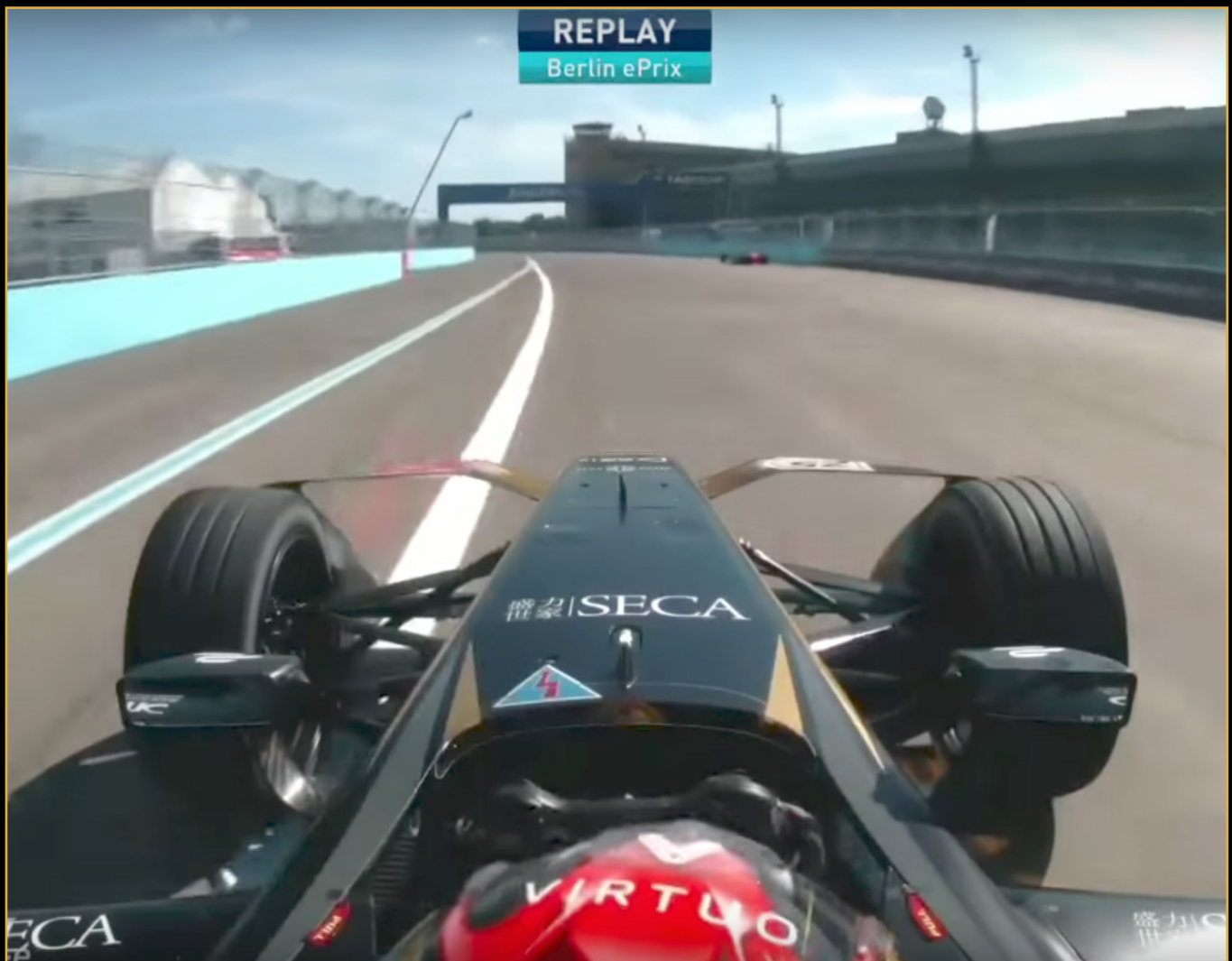
Live Race Sunday, Average Global Audience: **6.4m**

Global Cumulative Audience (Sat & Sun): **36.2m**

Estimated media value: **€607,620***

(In addition, 5,000 people used the Formula E mobile app during the first Berlin race, with unlimited access to JEV's on-board camera, positioned directly above his helmet/Virtuo branding)

*Based on average ad cost of €20 per 1,000 viewers for 30 second spot



VIRTUO



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REPORT GENERATED BY



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