



**FIA Formula E Season 3:**  
**Global Coverage Report Jean-Eric Vergne**  
**02.10.16 - 05.08.17**



PHG and Patternn managed PR and social media activities for Jean-Eric Vergne for Season 3 of the FIA Formula E Championship. The following is a breakdown of media coverage, social media presence, fan engagement and statistics from throughout the series.

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## KEY FIGURES

252M

online readership reached

12.7M

impressions on social media

93,332

new followers across social media channels

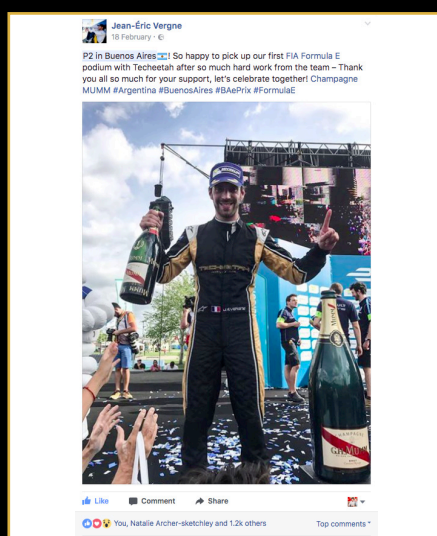
Online, print,  
radio and TV  
interviews  
secured



# SOCIAL MEDIA

## Channels

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




 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.

- » **5,696,960** total impressions
- » **705,268** engagements, varying from retweets to replies, and likes to quote tweets.
- » **89,578** profile visits
- » **42,780** new followers

- » Example tweet: "Check out this awesome S5 concept design from @seanbulldesign! The future looks black gold... What do you think? #FormulaE #JEV25"
- Impressions: **28,060**
- Total engagements: **5,024**
- Media engagements: **1,484**
- Profile clicks: **60**
- Likes: **170**
- Retweets: **2,834**

 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.

- » **3,582,827** page impressions
- » **2,444,893** reach
- » **147,492** post engagements
- » **3,286** new page likes
- » Example post: "P2 in Buenos Aires! So happy to pick up our first FIA Formula E podium with Techeetah after so much hard work from the team - Thank you all so much for your support, let's celebrate together! Champagne MUMM # Argentina # BuenosAires # BAePrix #FormulaE"
- Reach: **54,100**
- **1,336** clicks
- **90** reactions, comments & shares

 Over 1,250 likes per post 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, 28,785 likes were registered from 23 posts.

- » **2,183,429** impressions
- » **133,687** likes from 119 posts
- » Average likes of **1,123** per post
- » **46,066** new followers
- » Example post: "Finishing this season with a Win!!! What a feeling, thank you all for your unconditional support, been a long time with no wins, some real hard time with a lot of up and downs, lot of work on and outside the track but that definitely put me back in the right path and I can't wait for next season to begin..."
- **27,800** impressions
- **1,930** likes
- **52** comments

# SOCIAL MEDIA

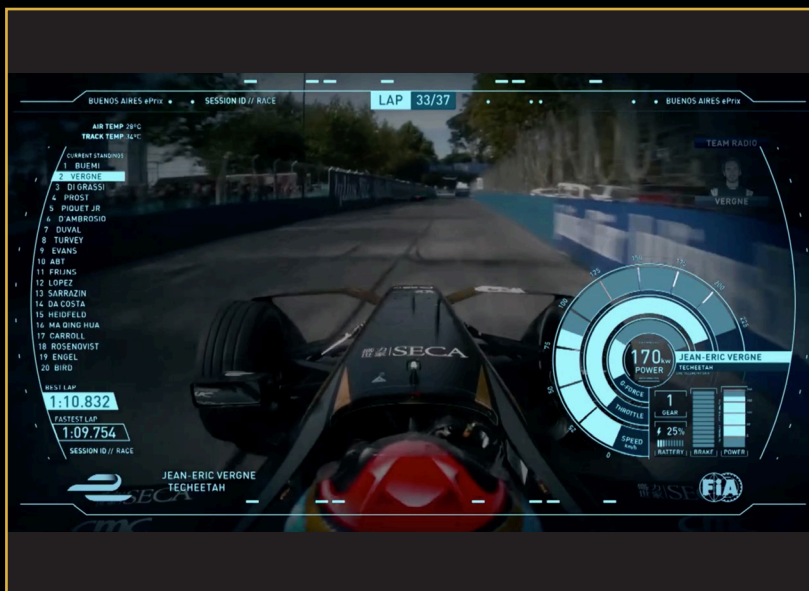
## Video Content

We created, edited and shared a series of videos throughout the season to provide exclusive content for JEV's audience across social media. Highlights include:

### PODIUM CELEBRATIONS

Following JEV's three podium finishes in New York and Montreal, we went live on Facebook to broadcast the celebrations.

- » **20,593** combined views
- » **69,602** impressions
- » **1,994** post engagements



### ON-BOARD GRAPHICS

Working with Formula E's production team, we published a video of JEV behind the wheel overlaid with graphics, on social media, helping it to reach over 40,000 online viewers.

- » **40,867** views
- » **104,513** impressions
- » **3,130** post engagements

### GO-PRO NOSE CHANGE

Ahead of the Buenos Aires ePrix we organised and filmed a pit stop from JEV's point of view behind the wheel, showcasing a perspective of what goes into making the perfect nose-change on a Formula E car. The film was shared across all of JEV's social media platforms and picked up by Street Racers, the series' official magazine show.

- » **17,800** views
- » **71,800** impressions
- » **1,900** post engagements

Practice makes perfect! Check out this behind-the-scenes video from our pit-stop rehearsal ahead of the Buenos Aires ePrix. We don't have tyre changes in FIA Formula E, but we might need to change the nose cone sometimes... 📢🏁 #Argentina #BuenosAires #BAePrix #FormulaE #JEV25





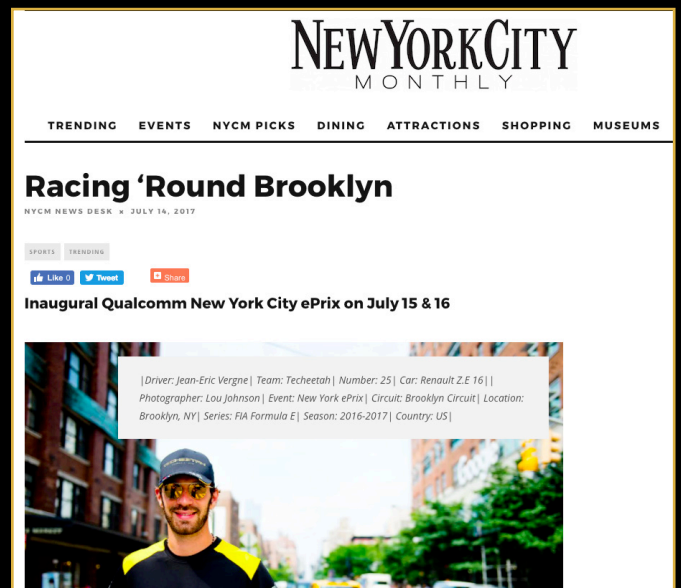
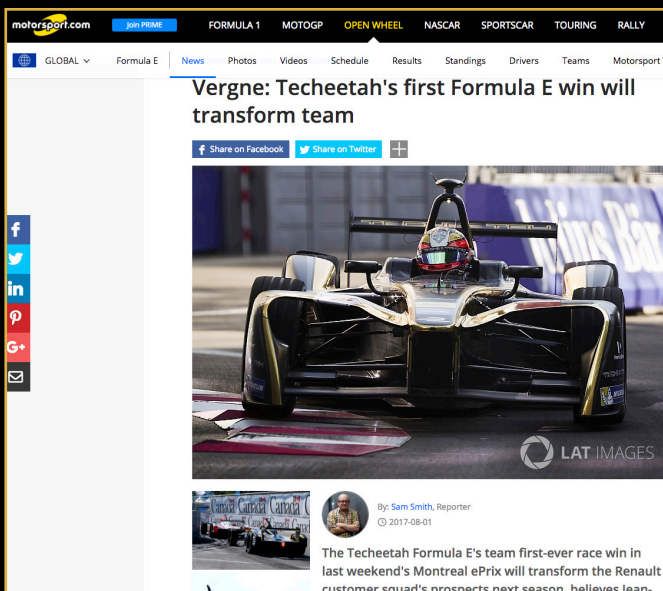
# MEDIA COVERAGE

## 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 during the season.

Interviews included:

- » Autosport (Scott Mitchell)
- » South China Morning Post (Nicolas Atkin)
- » L'Equipe (Ralf Woodall)
- » NYC Monthly (Robin Singer)
- » Motorsport (Sam Smith)
- » F1i (Pierre Van Vliet)
- » Le Journal de Montreal (Tommy Thurber)



# MEDIA COVERAGE

## TV & RADIO

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 his win in Montreal, starring in New York City Football Club's coverage of Techeetah's visit to their training ground, and starring heavily in the Paris edition of Formula E's official magazine show, Street Racers.

Highlights include:

- » CNN USA interview (Richard Roth)
- » Canal+ TV (Pierre Gallaccio)
- » Formula E Live World Feed (Nicki Shields)
- » Players Tribune (New York)
- » Street Racers (Sian Welby - Berlin & Paris)
- » Radio Monaco (Fabrice Bowers)



Players Tribune



Live World Feed



CNN USA



Canal+



Street Racers



Radio Monaco



# SPONSORSHIP

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During the season JEV attracted a personal sponsorship deal with Virtuo, the virtual car rental company. The sponsorship covered the Monaco ePrix, Paris ePrix, Berlin ePrix and Le Mans 24 hours, attracting huge exposure and engagement for the brand.

## 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  
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# SPONSORSHIP

## TV EXPOSURE

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**

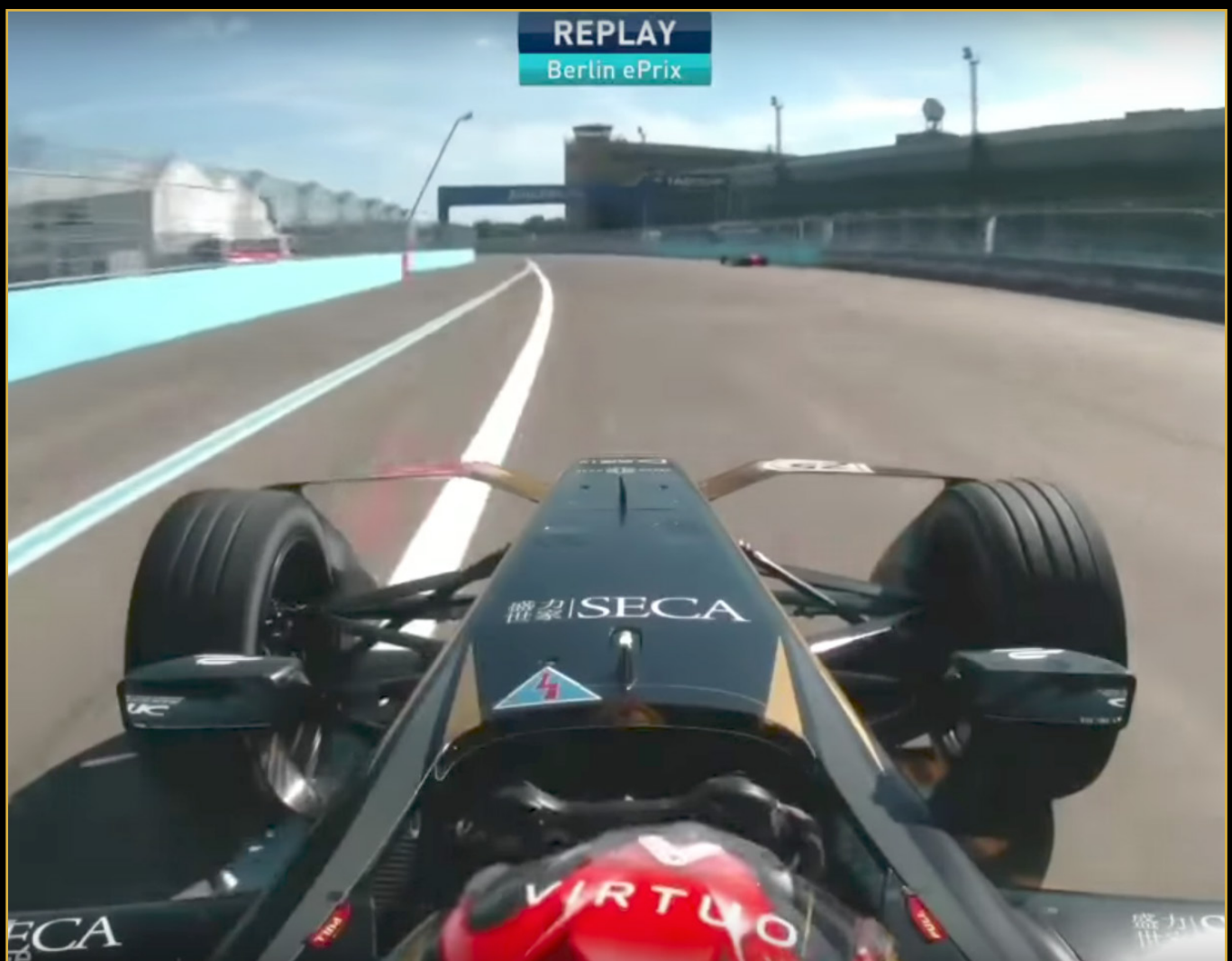
Live Race Sunday, Average Global Audience: **6.4m**

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





## OVERALL IMPACT

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PR and social media activation was amplified throughout Season 3 of the FIA Formula E Championship and achieved strong race-by-race growth in terms of coverage, audience, engagement and traction.

### KEY FIGURES - FIA FORMULA E SEASON 3

252M

online readership reached

12.7M

impressions on social media

623,237

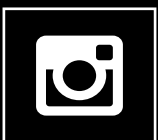
social media engagements

93,332

new followers on social channels



**319,209** followers on Twitter.  
Added 43,480 new followers during the season.



**84,346** followers on Instagram.  
Added 46,466 new followers during the season.



**113,110** followers on Facebook.  
Added 3,386 new followers during the season.

# TECHEETAH

F O R M U L A · E   T E A M



JEAN-ERIC VERGNE

REPORT GENERATED BY



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