



Mexico ePrix: Coverage Report Jean-Eric Vergne

28.02.17-10.04.17

TECHEETAH
FORMULA E TEAM



JEAN-ERIC VERGNE

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

KEY FIGURES

31M+

online readership reached

1.6M

impressions on social media

1,300

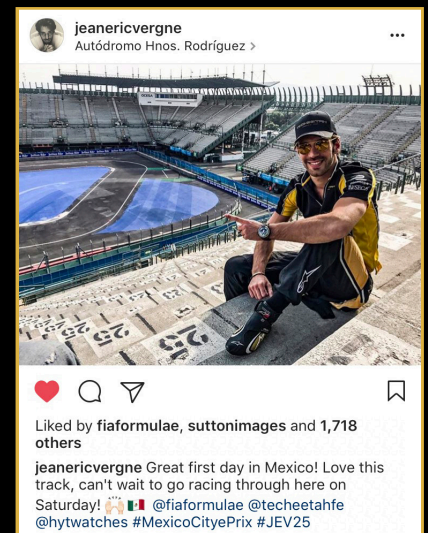
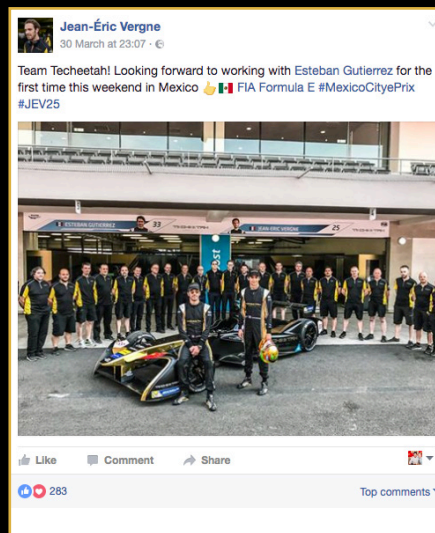
average likes per post on Instagram

Online, print,
radio and TV
interviews
secured

SOCIAL MEDIA

Channels

A detailed social media strategy and content plan was implemented for the Mexico 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 event, with a range of

live blogs, filming, and photography used to develop dynamic and varied content, helping to attract 12,324 new followers in just two weeks.

- » Over **885,000** total impressions
- » **40,922** engagements, varying from retweets to replies, and likes to quote tweets.
- » Over **25,000** profile visits from 38 posts.
- » **12,234** new followers

- » Top tweet: "Reasons I love Mexico: Tacos
Sombereros
The #MexicoCityPrix
@HYTWatches @TecheetahFE
#FanBoost #JeanEricVergne"
- Impressions: **41,914**
- Total engagements: **3,382**
- Media engagements: **1,123**
- Profile clicks: **56**
- Likes: **197**
- Retweets: **1,864**



JEV's Facebook page was used extensively as part of the Mexico City ePrix amplification, with a range

of video, photography and textual-based posts being used to Facebook's strengths. Highlights included a weekend preview video, footage from the podium celebrations and a gif of JEV in action from a previous race.

- » **323,675** page impressions
- » **270,908** reach
- » **20,630** post engagements
- » **117** new page likes

- » Top post: "Buenas tardes Mexico! Great to be back here for one of my favourite races of the season. Can't wait to race through this awesome arena! @HYTWatches @FIAFormulaE #MexicoCityPrix #JEV25"
- Reach: **20.5k**
- **549** clicks
- **458** reactions, comments & shares



Over 1,300 likes per post were achieved in and around the race weekend on Instagram, with users

reacting to a balance of high quality photography and multimedia posts. In total, 25,851 likes were registered from 23 posts, and over 1,400 new followers were picked up in the build-up to, during and following the ePrix.

- » **405,000** impressions
- » **29,851** likes from 11 posts
- » Average likes over **1,300** per post
- » **218** comments

- » Top post: "Great first day in Mexico! Love this track, can't wait to go racing through here on Saturday! @fiaformulae @techeetahfe @hytwatches #MexicoCityPrix #JEV25"
- **22,000** impressions
- **1,729** likes
- **13** comments

SOCIAL MEDIA

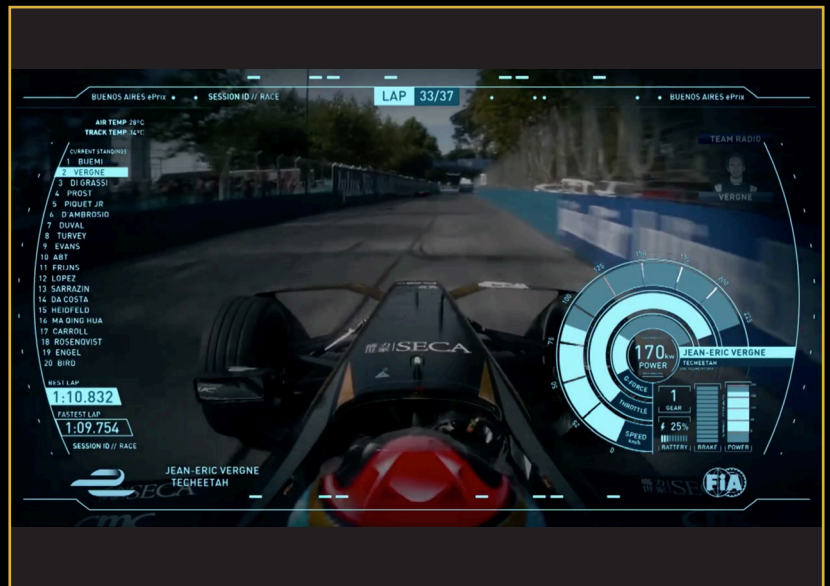
Video Content

We created and edited a series of videos to provide exclusive content for JEV's audience across social media

ON-BOARD GRAPHICS

We posted an on-board video of JEV competing in a previous race weekend, complete with on-board graphics displaying the various functions of a Formula E car.

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



WEEKEND PREVIEW

On the Thursday of the event we filmed a weekend preview, with JEV introducing the event to his fans on social media, outlining the challenges of the race, his hopes for the weekend and the team's goals.

- » **6,240** views
- » **34,001** impressions
- » **1,262** post engagements

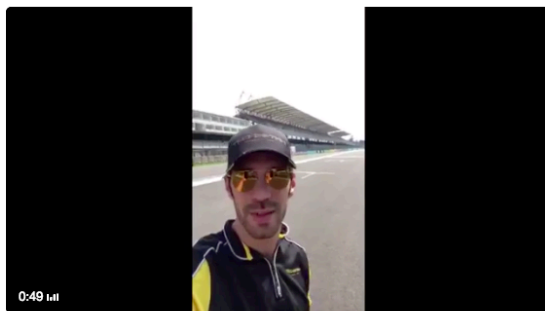


Jean-Eric Vergne
@JeanEricVergne

Following

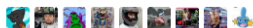
Buenos dias from Mexico! Join me on the grid for a preview of this weekend's

#MexicoCityePrix 🇲🇪 @FIAFormulaE
#JeanEricVergne #FanBoost



RETWEETS
476

LIKES
121



OVERTAKING MANOEUVRE

Ahead of the race weekend we posted on Facebook and Twitter a gif of JEV's overtaking manoeuvre on Lucas Di Grassi from the previous race in Buenos Aires.

- » **9,448** views
- » **35,521** impressions
- » **2,470** post engagements



Jean-Éric Vergne

29 March at 15:05 · 🌐

Just three days until we go racing again! I hope we can make a few more moves like this in the race 🇲🇪 FIA Formula E #MexicoCityePrix #JEV25



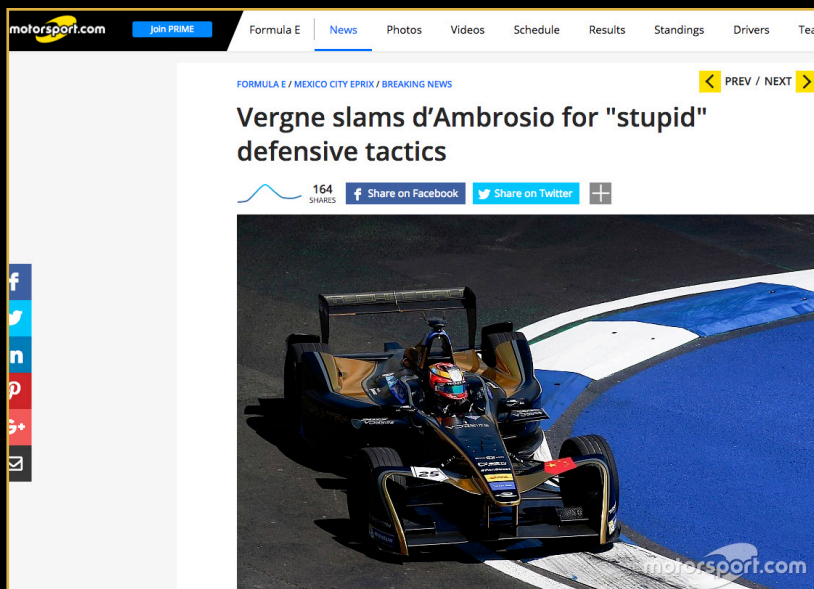
MEDIA COVERAGE

Online & Print

A series of interviews with professional journalists and leading media outlets were set up prior to Mexico and were overseen and successfully carried out during the event.

Interviews included:

- » Esquire (to be published)
- » L'Équipe
- » Motorsport.com



Driver Comparison

We've calculated the impact and reach JEV had on Twitter in the week prior to and during the Mexico City ePrix, compared to two other top drivers, Lucas di Grassi and Sebastien Buemi. The results demonstrate how effective JEVs social media strategy is both in terms of producing quality content and reaching new audiences.

Retweets

JEV: 11,117
Di Grassi: 335
Buemi: 200

Likes

JEV: 2,760
Di Grassi: 1,433
Buemi: 785

New Followers

JEV: 12,437
Di Grassi: 1,592
Buemi: 254

MEDIA COVERAGE

TV

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

- » Aurora (Host Broadcaster)
- » ESPN Argentina
- » Little Dot (Formula E YouTube)

Since filming/recording, JEV has been featured in a series of media slots, including on national Mexican radio. Highlights include:



Chat-E Fan Show (FIA Formula E YouTube Channel)

https://www.youtube.com/watch?v=jI0kj_YU6_8&feature=youtu.be



Onboard Lap of Mexico City ePrix Track (Live World Feed)

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



FIA FORMULA E: STREET RACERS

S2017 E15 | Episode 15

Aurora Interview for the Street Racers magazine show

<https://www.my5.tv/fia-formula-e-street-racers/season-2017/fia-formula-e-street-racers-3>

An interview with Imer Radio conducted and aired on the Thursday of the event, broadcast on the Impacto Deportivo show.



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OVERALL IMPACT

PR and social media activation began at Round 2 of the 2016/17 FIA Formula E Championship in Marrakesh and has achieved strong race-by-race growth in terms of coverage, audience, engagement and traction.

KEY FIGURES - MARRAKECH, BUENOS AIRES & MEXICO

82M

online readership reached

3.3M

impressions on social media

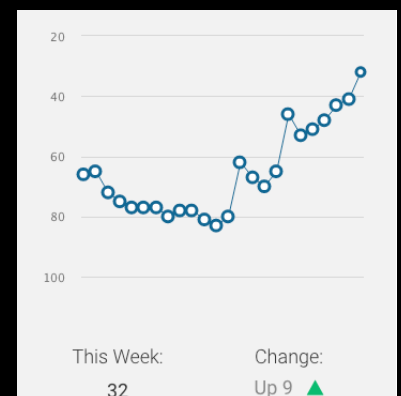
169,682

social media engagements

24,166

new followers on social channels

Since working with Pattern & PHG, JEV has entered the "Top 100 Most Influential People in Formula 1" list, and has quickly risen to 32nd having first entered the top 100 following the Marrakesh ePrix (12 November 2017). Following the Mexico City ePrix, JEV's online activity across social media helped him rise another nine places in the list, representing a jump of 34 since the Moroccan round just five months ago.



TECHEETAH

F O R M U L A · E T E A M



JEAN-ERIC VERGNE

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