



Berlin ePrix: Coverage Report Jean-Eric Vergne

01.06.17 - 22.06.17

TECH1 TEAM
FORMULA E TEAM



JEAN-ERIC VERGNE

PHG and Patternn managed PR and social media activities for Jean-Eric Vergne during the Berlin 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

35M+

online readership reached

880k+

impressions on social media

1,000+

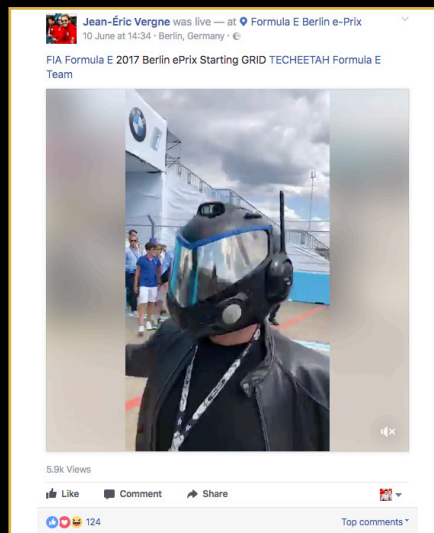
new followers on social media

Online, print,
radio and TV
interviews
secured

SOCIAL MEDIA

Channels

A detailed social media strategy and content plan was implemented for the Berlin 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 and following the event.



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

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

- » Over **400,000** total impressions
- » **6,763** engagements, varying from retweets to replies, and likes to quote tweets.
- » Over **1,558** profile visits
- » **852** new followers
- » Top tweet: "I was just 3 when @Steph_Sarrazin started his first car race in 1993... Welcome to the team, old man! @TecheetahFE @FIAFormulaE #JEV25"
 - Impressions: **18,923**
 - Total engagements: **1,073**
 - Media engagements: **764**
 - Profile clicks: **56**
 - Likes: **112**
 - Retweets: **28**



JEV's Facebook page was used extensively as part of the amplification for the event, with a range of video,

photography and textual-based posts being used to Facebook's strengths. Highlights included a live video from the qualifying lottery and starting grid, photo album and both shared & produced comedic video content.

- » **162,057** page impressions
- » **193,571** reach
- » **8,763** post engagements
- » **144** new page likes
- » Top post: "FIA Formula E 2017 Berlin ePrix Starting GRID TECHEETAH Formula E Team"
 - Reach: **22,367**
 - **883** clicks
 - **184** reactions, comments & shares



Over 750 likes per post were achieved in and around the ePrix on Instagram, with users

reacting to a balance of high quality photography and multimedia posts. In total, 8,290 likes were registered from 11 posts.

- » **224,058** impressions
- » **8,290** likes from 23 posts
- » Average likes of **750** per post
- » **24** comments
- » Top post: "Today is a day to consider how we can protect the future of our planet. No matter how big or small, do your best to make a difference! @fiaformulae is doing its bit, but are you? @unep #WorldEnvironmentDay #FormulaE #JEV25"
 - **15,245** impressions
 - **986** likes
 - **33** comments

SOCIAL MEDIA

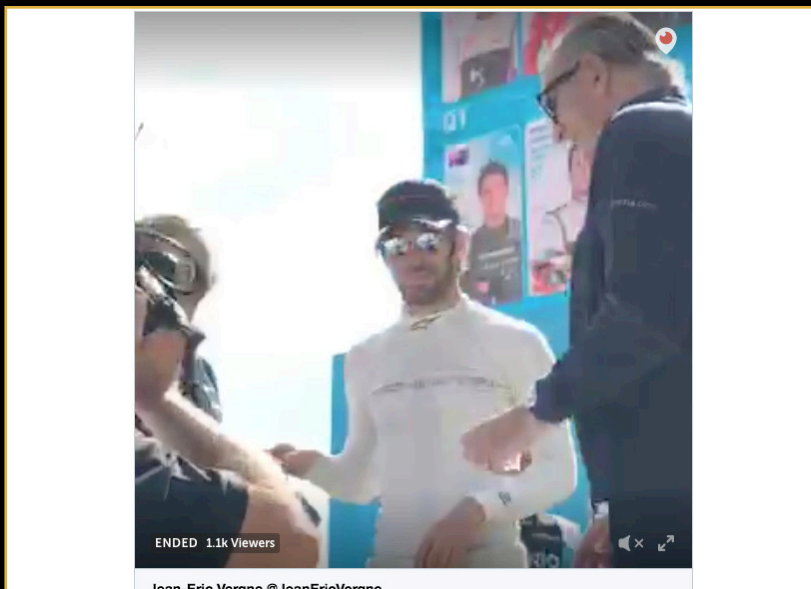
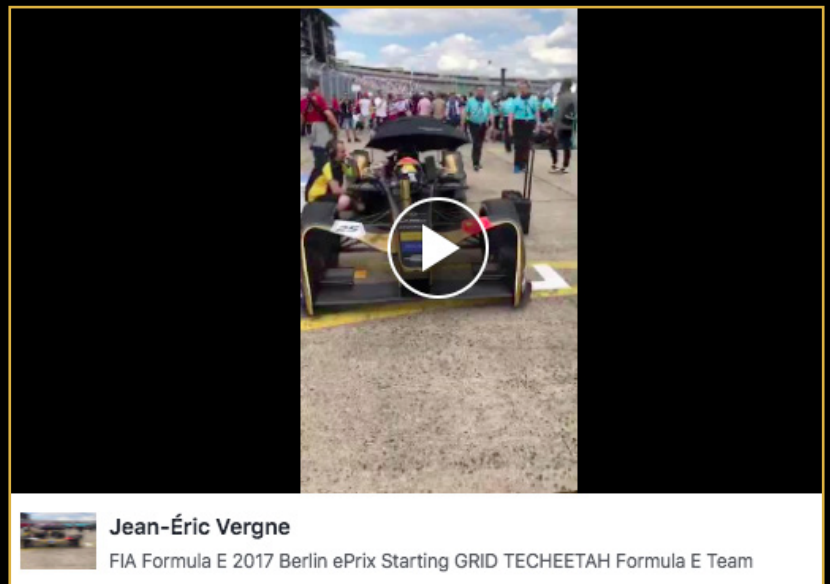
Video Content

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

LIVE GRID WALK

Ahead of the first Berlin ePrix race, we broadcast live from the grid, allowing fans a first-hand experience of the atmosphere moments before the race begins.

- » **5,900** views
- » **22,365** impressions
- » **883** post engagements



LIVE QUALIFYING LOTTERY

We broadcast the qualifying lottery ahead of race one in Berlin, bringing JEVs followers the news of which qualifying group both he and every other driver would partake in live.

- » **1,058** views
- » **8,054** impressions
- » **151** post engagements

SHARING TRACK SESSION BROADCASTS

Throughout the Berlin ePrix weekend, we continued to share live track session broadcasts from the official Formula E account on Facebook, helping to maximise visibility for JEV, Techeetah, and the series as a whole.



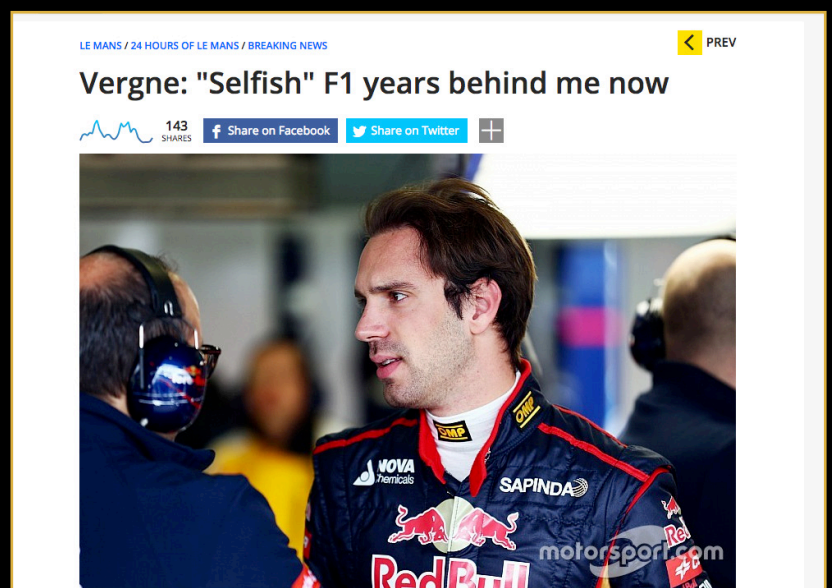
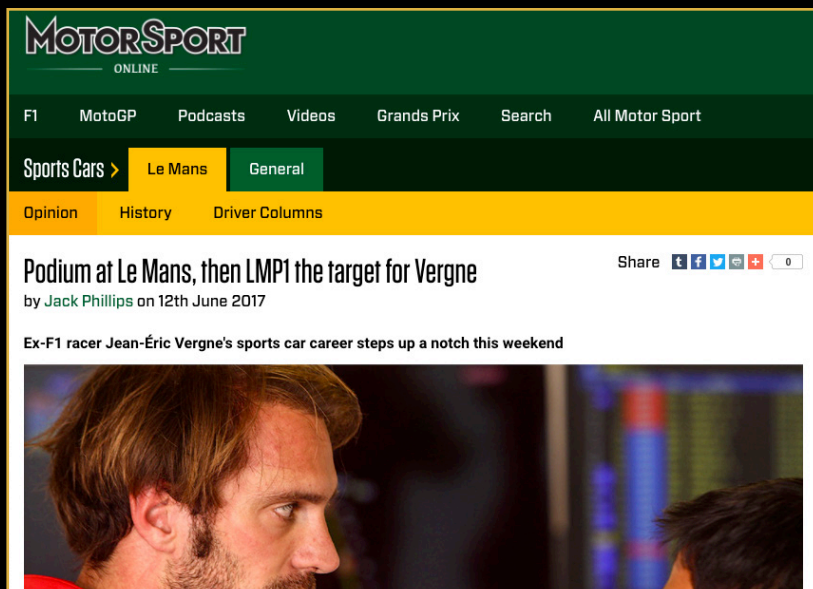
MEDIA COVERAGE

Online & Print

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

Interviews included:

- » Motorsport (Sam Smith)
- » Motor Sport Magazine (Jack Phillips)
- » AM New York (Jeff Weisinger)



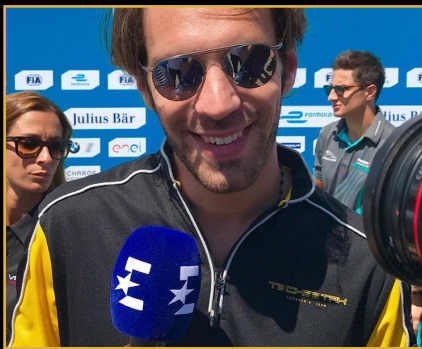
MEDIA COVERAGE

TV & RADIO

JEV spent time filming with TV and online crews throughout the Berlin weekend. Such work included JEV appearing on the Chat-E Fan Show, being interviewed by the official magazine show, Street Racers, and speaking to Eurosport.

- » Eurosport (Pierre Gallaccio)
- » Chat-E Fan Show (Nicki Shields)
- » Street Racers magazine show (Sian Welby)

Highlights include:



Eurosport interview



Chat-E Fan Show interview



Aurora Interview for the Street Racers magazine show

Driver Comparison

We've calculated the impact and reach JEV had on Twitter during the Berlin race weekend. The results demonstrate how effective JEV's social media strategy is both in terms of producing quality content and reaching new audiences.

Retweets

Di Grassi: 446
JEV: 302
Buemi: 94

Likes

JEV: 987
Di Grassi: 815
Buemi: 434

New Followers


JEV: 852
Di Grassi: 365
Buemi: 97

NEW YORK PROMO TRIP

On 1-2 June, JEV attended a promotional visit to New York ahead of the inaugural New York City ePrix as a brand ambassador for Formula E. During the trip, JEV visited the Brooklyn street circuit, attended a number of TV and print interviews and visited local schools to speak about subjects such as Formula E, sustainability and the future of motoring.

JEV's time in New York was highlighted on social media by Techeetah and Formula E, as well via his own social media channels.




 JEV was active on Twitter throughout the visit with both original and shared content, providing users with opinion and behind-the-scenes content to create excitement around the forthcoming ePrix.

- » Top tweet: "I love NY: Great people, good food & stunning views! The city is going to love #FormulaE when we race on 15-16 July"
- Impressions: **23,572**
- Total engagements: **821**
- Likes: **94**
- Retweets: **25**

 Facebook was used as a source of extra content from the trip beyond what was published on Twitter and Instagram. For example, we published a photo gallery of JEV in New York, consisting of professional photography taken in and around the city and track. This gallery was then shared on other social media platforms to encourage cross-channel traffic.

- » Top post: "FIA Formula E racing in one of the greatest cities on earth is going to be a unique experience - you're in for a treat NYC! Here's some photos from my recent trip:
#ElectricStreetRacing #NYCePrix #FormulaE #JEV25"
- Reach: **9,953**
- Reactions: **487**
- Clicks: **164**

 JEV's Instagram page was a source of original content, with a blend of professional and candid photos documenting both his ambassadorial work as well as lifestyle highlights from his time in New York.

- » Top post: "That's going to be a cool place to race! @fiaformulae"
- Impressions: **14,500**
- Reach: **11,500**
- Likes: **1,214**
- Engagements: **1,218**

FIA SPORT CONFERENCE 2017

JEV was invited to speak at the prestigious FIA Sport Conference on 20-22 June, following the Berlin ePrix. Whilst there, he talked about a range of subjects from the future of Formula E to the latest technology trends in motor sport.

"Season 5 of Formula E is going to be a breakthrough. The cars will be sexier, with new batteries, other new technologies, and all while being twice as efficient. We will be the championship with by far the most manufacturers - it sends a very powerful message and shows how successful we can be if we embrace this new direction." Jean-Eric Vergne



JEV was active on Twitter throughout the conference with both original and shared content, providing users with insight, opinion and behind-the-scenes content.

- » Top tweet: "Debating about technology & motorsport @fia Sport Conference with @pirellisport @McLarenApplied @FIAformulaE & Mr Patrick Head #FIA #JEV"
- Impressions: **11,585**
- Total engagements: **244**
- Likes: **25**
- Retweets: **9**



We utilised Facebook's video-friendly platform to provide content from Jean-Eric's time on stage in Geneva, including his thoughts on the role green technologies have to play on the future of Formula E.

- » Top post: "Sharing my thoughts about FIA Formula E Season 5 Technology breakthrough and what about having a night race in Paris using Enel solar panels Mairie de Paris?? #CityOfLight #FIASportConference"
- Views: **4,220**
- Reach: **8,290**
- Engagements: **41**



JEV's Instagram page was a source of original content, with a blend of photos and videos documenting the event. Highlights include a 'thank you' video to the marshals and organisers of the recently-held Le Mans 24 Hours, as well as a personal address to FIA President Jean Todt, thanking him for organising the conference.

- » Top post: "Merci Président Jean Todt @fia.official 2017 Sport Conference #FIASportConference #Geneva #FIA #JEV #Technology #Mobility #ElectricRacingSeries #FiaFormulaE"
- Impressions: **14,500**
- Reach: **12,000**
- Likes: **1,114**
- Engagements: **1,118**

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, MONACO, PARIS & BERLIN

167M

online readership reached

8.6M

impressions on social media

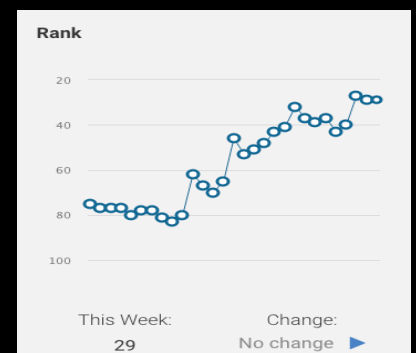
340,598

social media engagements

27,005

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 29th having first entered the top 100 following the Marrakesh ePrix (12 November 2017). Following the Berlin ePrix, JEV's online activity across social media helped him consolidate his place in the top 30, representing a jump of 37 since the Moroccan round just six months ago.



TECHEETAH

F O R M U L A · E T E A M



JEAN-ERIC VERGNE

REPORT GENERATED BY



PHG U.K. Limited
64 Knightsbridge
SW1 X7JF London
United Kingdom
Tel: +44 207 590 3105
Email: info@phginternational.com
www.phginternational.com
