

EH Montreal
**HOME
EXPO**

PRESENTED BY

 **duProprio**



POST SHOW REPORT 2020

OLYMPIC STADIUM
FEBRUARY 6 TO 9, 2020

EXPOHABITATION.CA



POST SHOW REPORT 2020



INTENSIVE MEDIA CAMPAIGN

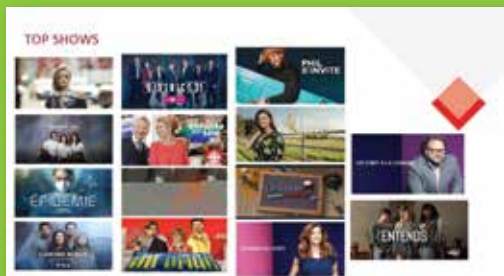
TV

30-sec. spots

on conventional and specialty channels from January 27 to February 8.

- 79 % during prime time
- 76 % of 25 - 54 years old were reached
- Frequency: **6.1x**

Live Weather segments, a content integration with Salut Bonjour. Miss Weather was live on Thursday, February 6th.



OUT-OF-HOME



Backlit station posters from January 20th to February 9th

- 16 posters
- 5 subway stations

Digital superboard from January 30th to February 8th

- 14 posters
- **5,840,862** delivered impressions



RADIO

> **30-sec. spots** on the biggest stations from January 27 to February 8.

- 71 % of the target reached
- Frequency: **5.5x**

> 98.5 FM

JC Perreault Contest

PRINT

Publications in Le Journal de Montréal, Cahier Casa, 24H.

> Reach
1,042,000

> **3,852,000**
impressions

Publications in magazines:

- Planimage
- Maison & Demeure
- Reno Decor





POST SHOW REPORT 2020



MEDIA COVERAGE

- > 1 press release was sent on December 2019.
- > 38 reports made with a range over **22,327,600** impressions.
- > 34 % increase in the number of impressions compared to 2019.

SHOW COMMUNICATION TOOLS

- > **The Show Newsletters**
8 newsletters between August and October 2019.
 - Over **17,500** subscribers after the Show
 - Opening rate: **28 %**
 - Click rate: **2 %**
- > **The Show website**
Between November 9, 2019 and February 9, 2020, we obtained:
 - + **298,178** pages viewed
 - + **87,440** unique visitors
 - + **117,660** sessions

WEB

Campaign conducted from October 9 to 27, 2019.
Excellent performance with a total of **49.8 K+** clicks, **483 K+** views and over **11.8 M+** impressions.

- > Video: Youtube, Tou.TV, Québecor
- > La Presse.ca/Mobile
- > Google
- > Social : Facebook
- > La Presse+
- > APEX Mobile
- > Native
- > SEM
- > Online partnership with 98.5 FM JC Perreault Contest

SOCIAL NETWORKS

Impressions: **680,512**

- > **Facebook**
 - **8%** increase of subscribers
 - Reach: **631,381**
 - **20,906** engagements
- > **Instagram**
 - **40%** increase of subscribers
 - Reach: **26,028**
 - **2,519** engagements
- > **Twitter**
23,103 impressions

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