



# Montreal Fall **HomeExpo**

CONSTRUCTION ▲ RENOVATION ▲ DECORATION

The only **Home Show**  
in **Montreal** this fall!



2018

# POST SHOW REPORT

## VISITOR PROFILE

- > **73 %** have only visited the Montreal Fall HomeExpo in the last 6 months!
- > **89 %** are home owners and the average age is 45.
- > **91 %** have a project in mind or hope to get ideas for a new project.

## INTENSIVE MEDIA CAMPAIGN

### TV

- > **30-sec. spots** on conventional and specialty channels from October 8 to 21.
  - 80% during prime time
  - 76.4 % of 25 - 54 years were reached
  - Frequency : 6.6x



### RADIO

- > **30-sec. spots** on the biggest stations from October 8 to 21.
  - 60.5% of the target reached
  - Frequency : 4x
- > **98.5 FM**
  - JC Perreault Contest
- > **Traffic CTN**
  - 10 sec spots

## PRINT

Publications in le Journal de Montréal,  
Cahier Casa, 24H

- > Reach: 1 042 000
- > 9 194 000 impressions
- > Frequency: 4.51x

Publications in magazines : 7 Jours,  
La semaine, Reno & Decor, Proprio

## MEDIA COVERAGE

- > 1 press release was sent on  
September 2018
- > 16 reports made with a range  
over 4 668 230 impressions

## WEB

**Campaign conducted from September to  
October 2018.** Excellent performance with a total  
of 12,000+ clicks, over 3 million impressions.

- > Video : Youtube
- > Display : Google Adwords
- > Social : Facebook
- > SEM
- > Online partnership with 98.5 FM  
JC Perreault Contest

## LA PRESSE+

- > ½ screen inserted in the section “Actualités”,  
“Pause” and “Maison”
  - 4 publications
  - 757 839 impressions delivered
  - 16.83 % Interactions on impressions
  - 0,14 % web visits on impressions

## SHOW COMMUNICATION TOOLS

### > The Show Newsletters

7 newsletters between August and October 2018

Nearly 16 000 subscribers

### > The Show web site

Between August 1<sup>st</sup>, 2018 and October 21<sup>st</sup>, 2018, we obtained:

More than **134 170** pages viewed

More than **42 693** unique visitors

More than **56 279** sessions

## SOCIAL NETWORKS

Reach: 264 069

Engagement rate: 3,58 %

Involved users: 10 216

### > Facebook

Increase of **14.13 %** subscribers

Reach: **61 539**

**3 249** engagements

### > Twitter

Reach: **143 000**

### > Instagram

Increase of **48.56%** subscribers

## THANKS TO

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