



POST SHOW REPORT 2019

OLYMPIC STADIUM
OCTOBER 24 TO 27, 2019
EXPOHABITATIONAUTOMNE.CA

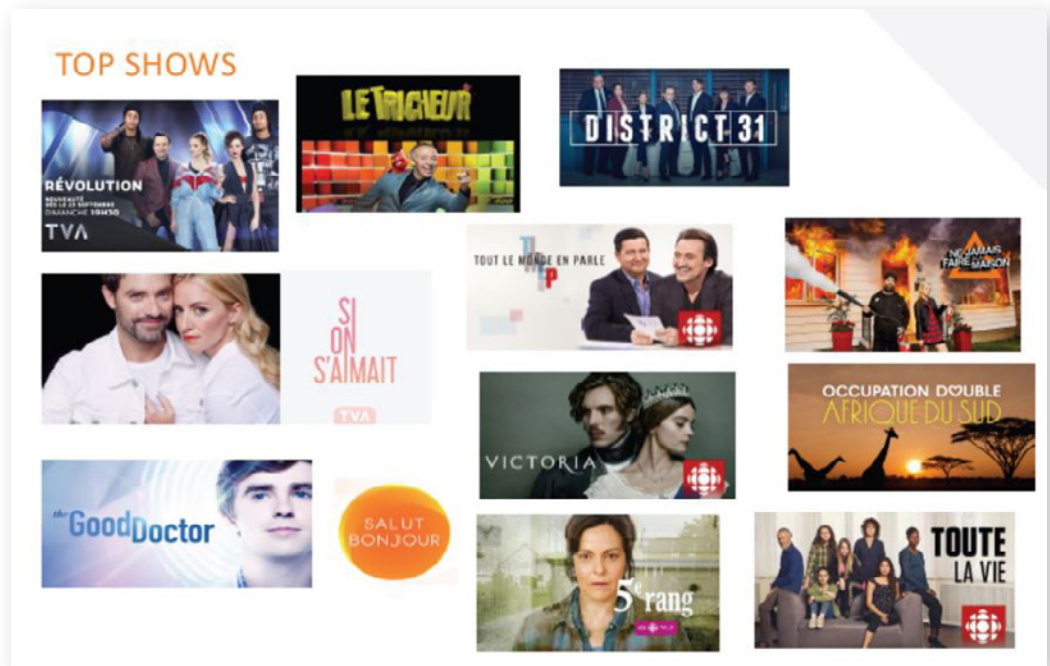


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INTENSIVE MEDIA CAMPAIGN

TV

- > **30-sec. spots** on conventional and specialty channels from October 14 to 27.
 - **76%** during prime time
 - **76%** of 25 - 54 years old were reached
 - Frequency: **4.8x**



RADIO

- > **30-sec. spots** on the biggest stations from October 14 to 27.
 - **61%** of the target reached
 - Frequency: **5x**
- > **98.5 FM**
JC Perreault Contest

PRINT

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

- > Reach:
1,042,000
- > **9,194,000**
impressions

Publications in magazines :

- Planimage
- Maison & Demeure
- Reno Decor
- Proprio





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MEDIA COVERAGE

- > 1 press release was sent on September 2019.
- > 38 reports made with a range over **13,524,955** impressions.
- > **35%** increase in the number of impressions compared to 2018.

SHOW COMMUNICATION TOOLS

- > **The Show Newsletters**
7 newsletters between August and October 2019.
 - **10%** increase of subscribers
 - **Over 17,500** subscribers after the Show
 - Opening rate: **34.5%**
 - Click rate: **2%**
- > **The Show website**
Between August 1, 2019 and October 27, 2019, we obtained:
 - + **158,504** pages viewed
 - + **44,144** unique visitors
 - + **60,274** sessions

WEB

Campaign conducted from October 9 to 27, 2019.

Excellent performance with a total of 31 K+ clicks, 109 K+ views and over 5.1 M+ impressions.

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

SOCIAL NETWORKS

Engagement rate: **3.80%**

Impressions: **376,641**

- > **Facebook**
Between August 1, 2019 and October 27, 2019, we obtained:
 - **14.37%** increase of subscribers
 - Reach: **228,787**
 - **10,413** engagements
- > **Twitter**
34,800 impressions
- > **Instagram**
119,84% increase of subscribers

THANKS TO

OUR SPONSOR



OUR 2019 PARTNERS

