

**SALON
NATIONAL
HABITATION
.COM**

**MARCH
8 TO 17, 2019**

**PLACE
BONAVENTURE**



**2019
POST SHOW REPORT**



2019 POST SHOW REPORT

VISITOR PROFILE

82 %

have only visited the Montreal National Home Show in the last 6 months!

90 %

are home owners and the average age is 45.

82 %

have a project in mind or hope to get ideas for a new project.

2 MONTHS MEDIA CAMPAIGN

TV

30-SEC. SPOTS, 80% OF WHICH DURING PRIME TIME

From March 1st to 17th: TVA, Radio Canada, V Télé, Casa, Canal Vie, ARTV, Séries+, TV5, ADDIKTV, Moi & Cie

27% of the insert were in the Top 20 shows

CANAL VIE

Presence of the stars of the show "Faites-nous la cour"

- 15 sec. autopromotion in ROS from February 18 to March 10.
- 4 diffusions per day
- Implementation in the different reno-deco programs of Canal Vie from February 18 to March 10

RADIO

30 SEC. INTENSIVE CAMPAIGN ON 5 STATIONS

From February 25 to March 17: Rythme FM, CKOI, 98.5FM, NRJ, Rouge FM

1 generic message and 5 different messages according to the attractions, conferences and animations

ENGLISH SPEAKING CAMPAIGN

From March 4 to 10
30 sec. message on 5 station : 95.9FM, Virgin, CHOM, CJAD, the beat 92.5

ON RYTHME FM

- Live broadcast on site on Saturday, March 9
- Contest: 20 radio messages to promote the draw of free tickets



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PRINT

PUBLICATIONS IN IDÉES DE MA MAISON, COUP DE POUCE, RÉNO DÉCOR, CLIN D'OEIL

- Full color page advertisements, coupons inserted as of mid-February
- Advertorials
- Editorial Mention

WEB

CAMPAIGN CONDUCTED FROM FEBRUARY TO MARCH 2019.

- Excellent performance with a total of **80K+** clicks, **24.5M+** impressions and **37.K+** conversions.
- CPC and CPM on Bell, LaPresse, Radio-Canada, Cogeco, Quebecor, Google
- Preroll on Youtube, Tou.Tv
- Native : Amnet, Oath
- Google Adwords
- SEM-SEO
- Contest on LaPresse.ca
 - **500 043** impressions, click rate of **0.15 %**.
The thumbnail and Contest block generated more than **3 210** clicks.
- Web banners on various partners' websites

MEDIA COVERAGE

- 1 press release was sent in February 2019
- 39 reports made with a range over **17 854 000** impressions

LA PRESSE+

1/2 SCREEN INSERTED IN THE "ACTUALITÉ ET INSPIRATION" DURING THE WEEK AND THE WEEKEND

- 8 publications
- **2 184 196** impressions delivered
 - **110.24 %** impressions delivered on estimated
- **0,35 %** web visits on impressions

1/4 SCREENS CONTEST

- **1 263 968** impressions
- Click rate: **0.62 %**

OFFICIAL GUIDE

- **166 201** unique openings
- **212 518** views
- **7 sec.** : average screen time engagement



2019 POST SHOW REPORT

SHOW COMMUNICATION TOOLS

THE SHOW NEWSLETTERS

10 newsletters between December 2018 and March 2019 sent to more than 88 000 subscribers!

- Average opening rate: **26 %**
- Average click rate: **5,18 %**
- More than 91 000 subscribers, an increase of **3 %**

THE SHOW WEB SITE

Between December 1st, 2018 to March 17th, 2019

- More than **446 300** pages viewed
- More than **131 000** unique visitors
- More than **184 800** sessions
- **2-3** pages viewed per session

SOCIAL NETWORKS

FACEBOOK

More than 12 000 subscribers
633 new subscribers
an increase of **+5,5 %**

Reach: **379 569**

Impressions: **571 021**

Engagement rate: **3,35 %**

Engaged users: **14 210**

TWITTER

2 500 subscribers

Impressions: **44 600**

INSTAGRAM

More than 659 subscribers,
an increase of **+44 %**

Engagement rate: **15,97 %**

THANKS TO

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OUR PARTNERS

