



PRESENTS

IN COLLABORATION WITH



# EVERYTHING FOR YOUR HOME!

DECORATION / RENOVATION / LANDSCAPING



## 2018 POST SHOW REPORT





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## VISITOR PROFILE

- > **81 %** of them have only attended one home show in the last eleven months!
- > **89 %** of them are home owners and the average age is 45.
- > **82 %** of our visitors have a project in mind or hoped to get ideas for a new project.

## A MAJOR AND HIGHLY VISIBLE MEDIA CAMPAIGN VALUED AT \$1.7 MILLION

### TV

- > **30-sec. spots**, 73% during prime time  
From March 2 to 18 on Radio Canada, V Télé, Casa, Canal Vie, ARTV, Séries+, TV5, ADDIKTV, Moi & Cie
- > **CANAL VIE**  
**Presence of several stars during both weekends**
  - 15-sec. from February 22 to March 18.  
Total of 124 opportunities
  - Insertion from March 5<sup>th</sup> to 18<sup>th</sup>. 30 times apparition during the following programs: *CQTP*, *Vendre ou rénover*, *Design V.I.P* and *La réno casse-cou de Richard*)
  - 15-sec spots : 160 opportunities on Canal D and Investigation.

### RADIO

- > **Intensive campaign with 30-sec. spots.** on 5 radio stations, from March 5 to 18: Rythme FM, CKOI, 98.5FM, NRJ, Rouge FM  
  
1 generic message and 11 different messages in relation with the Show presentations and features.
- > On **Rythme FM**
  - Contest draws
- > On **Bell Media**
  - Contest draws on Rouge FM
  - 30-sec. spots to announce the Canal Vie celebrities conferences both weekends on:
    - Rouge FM
    - Boom

## PRINT

Les idées de ma maison, Coup de Pouce, Reno Decor, RE/MAX Real Estate Guide

- > Full-page colour ads, coupons were circulated as of mid-February
- > Advertorial
- > Editorial mention

## MEDIA COVERAGE

- > 1 press release was sent on December 2017
- > 50 articles covering the event to over 18,815,090 impressions

## WEB

### Campaign conducted from February to March 2018.

Excellent performance, with a total of 47,228 clicks, 11 million impressions, and a very satisfactory click rate\* of 0.46%.

- > CPC and CPM in the following networks and websites: Bell, LaPresse, Radio-Canada, Cogeco, Quebecor, Google
- > Pre-roll on YouTube
- > Google Adwords
- > SEM-SEO
- > Contest on LaPresse.ca  
498,036 impressions, click rate of 0.1%. The thumbnail and the contest generated more than 2,550 clicks.
- > Increased web visibility in our many partners' respective web sites

\* According to the industry norms, a satisfactory click rate for a standard banner is superior to 0.08%.

## LA PRESSE+

- > **Full screen and ½ screen inserted in weekday News section and on the weekend**
  - o A total of 10 publications
  - o 2,393,421 impressions delivered - 112.10%
  - o impressions obtained compared to estimated
  - o 12,07 % Interactions on impressions
  - o 0,24 % web visits on impressions
- > **Contest: 1/4 screen**
  - o 126.50% of impressions obtained compared to estimated
- > **The Official Guide**
  - o 178,771 opens
  - o 662,935 impressions
  - o 336,520 interactions

## SHOW COMMUNICATION TOOLS

### > The Show Newsletters

9 newsletters between December 2017 and March 2018 sent to more than 84,000 subscribers!

Average open rate: **27%**

Average click rate: **1%**

More than 88 000 subscribers, an increase of **5%**

### > The Show web site

Between December 1<sup>st</sup>, 2017 and March 20<sup>th</sup>, 2018, we obtained:

More than **436 000** pages viewed

More than **115 000** unique visitors

More than **158 000** sessions

**2-3** pages viewed per session

## SOCIAL NETWORKS

### > Facebook

More than 11,000 fans, including 1,626 new ones **+14%**

Reach: 623 559

Engagement rate: 4,55 %

Involved users: 28 343

### > Twitter

2,529 followers, an augmentation of **1,4%**

Reach: 143 000

### > Instagram

More than 405 subscribers, an augmentation of **+67%**

### > Our community

**20%** are 25-34 years old

**20%** are 45-54 years old

**25%** are 35-44 years old

**66%** are women

The engagement rate has increased.  
That means a better targeting compared to 2017.

## THANKS TO

Our presenter



Our partners

