



Post Show Report 2023

OLYMPIC STADIUM
FEBRUARY 9 TO 13, 2023



Post Show Report 2023



INTENSIVE MEDIA CAMPAIGN

January 30 to February 11, 2023

TV

30-second message on conventional (80%) and specialty channels from March 21 to April 2, 2022

- 70% during peak hours
- 3 clips on Salut Bonjour's "Météo en direct" program on February 9, 2023



- Reach 69.6%
- Frequency 7.4x



RADIO

30-second message from January 30 to February 11, 2023 on 6 French stations



WEB

Campaign conducted from January to February 2023

- 69.6K clics
- Plus de 13,5M Views

YouTube – 15-seconds videos.

- 400K views
- 0.13% CTR

Google Display

- 3 088 views
- 0.73% CTR

Hublo

- 8,416 views
- 1,153 website session

Verizon – Native

- 2 794 views
- 0.88% CTR

PRINT

Publications in the Journal de Montréal, Réno

Décor and the Gazette



- Front page banner
- Daily Audience 323K
- Full page
- Monthly Audience 350K
- Front page banner
- Audience 133K



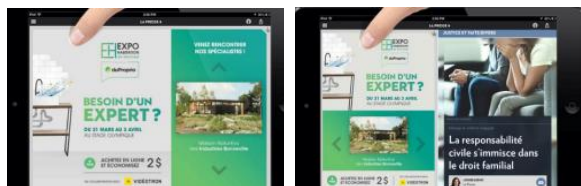
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LA PRESSE +

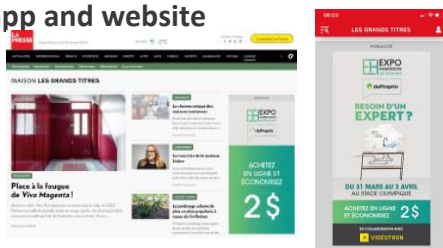
Full and half screen in La Presse +

- 4,5M impressions
- 0.25% CTR



Banners in La Press' app and website

- 5.2M impressions
- 0.25% CTR



SHOW MEDIA

6 NEWSLETTERS between December 2022 and February 2023 sent to over 19,5K followers

- Average open rate 38%
- Average unique click rate 1.68%

SHOW WEBSITE between December 2022 and February 2023

- 122 622 pages views
- 86 021 unique visitors
- 248 687 sessions
- 2-3 pages viewed per session

MEDIA COVERAGE

2 PRESS RELEASES

Conventional Media:

- 25 stories completed with a reach of over 21M impressions

Social Media

- 5 posts with a reach of over 265k impressions

SOCIAL MEDIA

FACEBOOK

- 7 850 followers
- 9 638 page visits
- 441 777 views

INSTAGRAM

- 894 followers, 16 % increase
- 1 086 page visits
- 35 040 views

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