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Post Show Report 2024

OLYMPIC STADIUM
FEBRUARY 8 TO 11, 2024



Post Show Report 2024

INTENSIVE MEDIA CAMPAIGN

January 21 to February 11, 2024

TV

30-second message on conventional (80%) and specialty channels from January 29 to February 2024

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



- Reach 59.9%
- Frequency 10.7x



RADIO

15 and 30-second message from January 31 to February 11, 2024 on 4 French stations



WEB

Campaign from January to February 2024

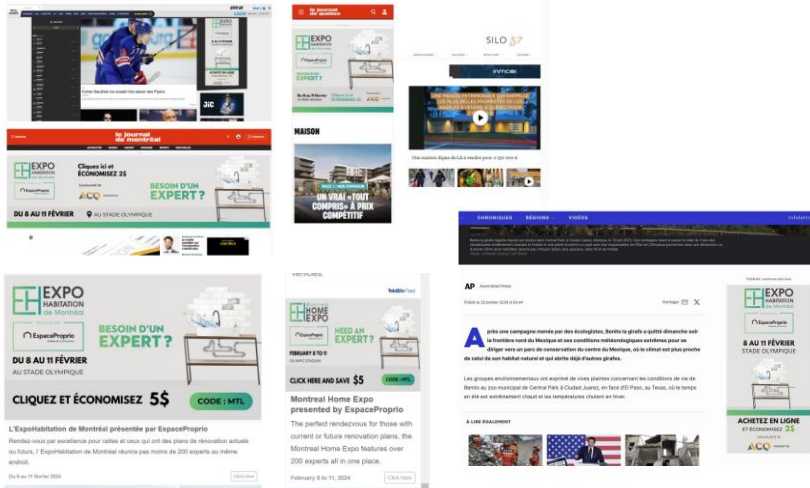
- 29M impressions
- 86,6K clicks

Platforms

- LaPresse
- Quebecor
- Cogeco
- The Gazette
- Bell Media
- Yahoo

YouTube – 15 sec. video

- 892K impressions
- 0.13% CTR





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SHOW MEDIA

10 NEWSLETTERS between December 2023 and February 2024 sent to over 19,5K subscribers

- Average open rate 32%
- Average unique click rate 3.65%

SHOW WEBSITE between December 2023 and February 2024

- 204 625 pages views
- 64 477 unique visitors
- 98 021 sessions
- 2-3 pages viewed per session

MEDIA COVERAGE

2 PRESS RELEASES

Conventional Media:

- 34 stories completed with a reach of over 9,2M impressions



SOCIAL MEDIAS

FACEBOOK

- 8000 followers
- 13.1K page visits
- 314.4K accounts reached

INSTAGRAM

- 1488 followers
- 3.2L page visits
- 133.1K accounts reached

INFLUENCERS

Video produced by LaCollab team

- 34 450 impressions on Facebook, Instagram, Youtube and Tiktok

Unboxing Campaign

- Care package sent to 20 influencers related to home building or renovation
- 599 425 impressions

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