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Volkswagen





SUMMARY

PARTNERSHIP ANNOUNCEMENT SUMMARY

On Friday 30th November 2018, Volkswagen, Tesco and Pod Point announced their partnership to create the UK's largest free supermarket EV charge network, rolling out 2,400 EV charging bays across 600 Tesco stores over the next 3 years

The partnership was announced in line with the start of the 2018 Climate Change Conference

2,400 EV CHARGING BAYS



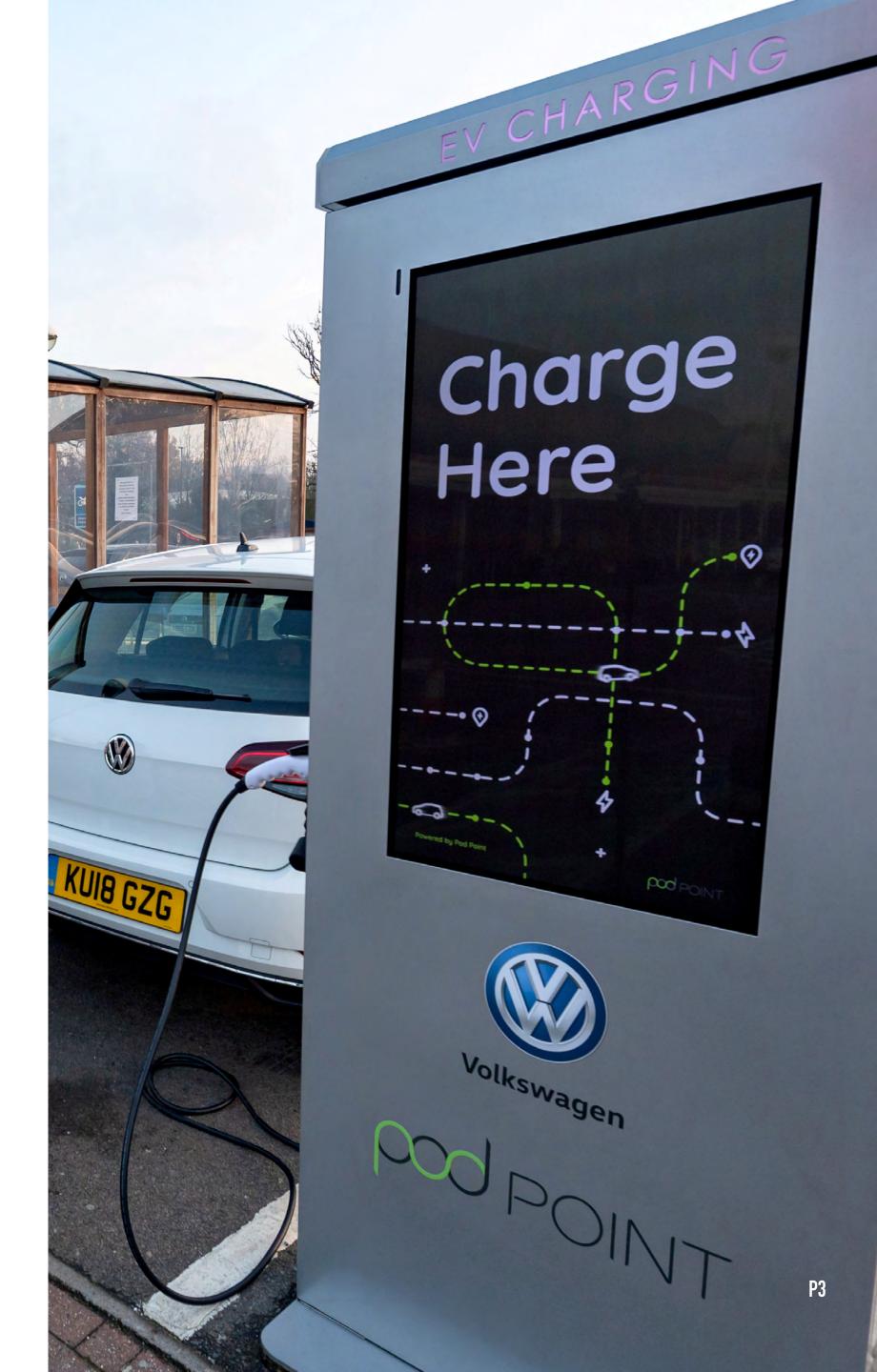
OBJECTIVES

72Point were appointed as the PR agency to manage this high-profile announcement, creating compelling content and reaching a mass audience.

The announcement also communicated highlighted Volkswagen's scale and ambition of its electric car programme in the UK.

Consumer mainstream media and automotive press were the main targets as well as broadcast outlets to further amplify this initiative.

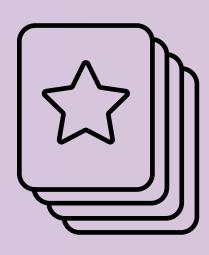
TESCO, IN PARTNERSHIP WITH VOLKSWAGEN, PLANS TO INSTALL ALMOST 2,500 CHARGING BAYS AT UP TO 600 STORES BY 2020.



STRATEGY

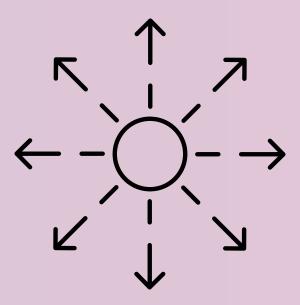
A multi-faceted media relations strategy was deployed to reach mass media, which included a sell-in via 72Point's digital hub, traditional outreach to key contacts and a broadcast day utilising Volkswagen's key spokespeople.

B-roll footage and a video featuring an electric car owning family and compelling imagery further aided the broadcast and digital sell-in.



SELL-IN

The quality of the content distributed via our news wire is trusted by news titles around the world



OUTREACH

Our digital newswire is a daily go-to destination for publishers and editors



BROADCAST

We maximised exposure by harnessing the influence of key spokespeople in high-quality broadcast productions

RESULTS

72Point worked with Volkswagen and their partners to achieve staggering levels of coverage across mainstream, retails, automotive, specialist, environment and sustainability media.

We also achieved coverage across offline, online and broadcast channels to maximise our client's announcement.

72Point were able to expertly control the key messages of the content, ensuring that figures and statistics remained consistent in coverage across 27 countries with the same 5 key messages landing 90 - 100% of the time.



401
PIECES OF COVERAGE



8.5M ESTIMATED COVERAGE VIEWS



2.3K
SOCIAL
SHARES

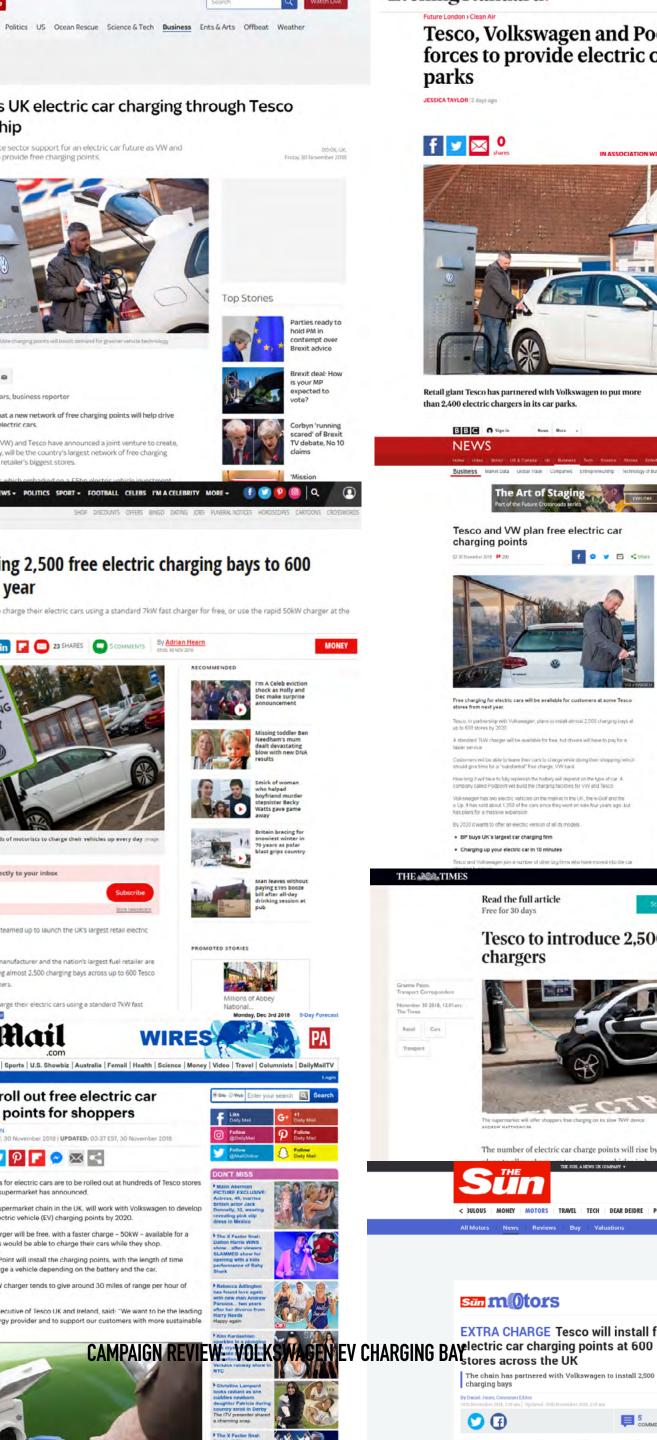


53
AVERAGE
DOMAIN
AUTHORITY



12.7M BROADCAST REACH

MEDIA VALUE: £2.8M



Tesco, Volkswagen and Pod Point join forces to provide electric chargers in car parks

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Read the full article

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EXTRA CHARGE Tesco will install free

The chain has partnered with Volkswagen to install 2,500

Tesco to introduce 2,500 car

< BULOUS | MONEY | MOTORS | TRAVEL | TECH | DEAR DEIDRE | PUZZLES | MOVEMBER | VOUCHERS | TOPICS A-Z

5 COMMENTS

Uber

CAR FREE CHARGE

Tesco and VW to build UK car charging network

OUU IESCUS LECCI

Volkswagen and Tesco have announced plans to build the UK's largest vehiclecharging network spanning 2,500 bays across 627 stores in the next three years. Customers will be able to charge their electric and plug-in hybrid cars using a 7-kilowatt charger for free or use the 50-kilowatt charger "at the market rate", according to a joint statement.



ON POINT Electric charger

Tesco boosts e-car charge

YOU will soon be able charge an electric car while you shop.

Tesco, with carmaker Volkswagen, is to install nearly 2,500 charging bays at 600 stores over the next

It comes as 120,000 electric cars were registered in 2018, up 22% in a year.

Drivers will be able to use chargers for free.

Tesco UK boss Jason Tarry said it wanted "to support customers with sustainable solutions".

sco to introduce 2,500 car chargers

and diesel cars by 204d. The most environmentally friendly cars account for a live by 15 per cent under allow shoppers to power up thundreds of Tescocarparks, spermarket said today that 500 parking bays would be hotterly chargers over cent to 21,650 but they account for 5per cent grant from the country's fail changing network, sined forces with Volkswagen the network in 600 carparks, those attached to Tesco recreasing the number of electric the network in 600 carpares with some accessible. The chain had chargers is seen as significant in the shift towards making the technology which they shop is another little help to make their lives easier.

Less Norman, the minister for electric vehicles using a slow 7kW device free of chargers has even shop before a feel shoppers can also access a rapid 50kW charger that will spice in the world to build and own an electric vehicle for that we need high-picked policy of the charges in the power of the charges in the power of the charges in the propose of the p



VW, Tesco in Pact on Ambitious **U.K. E-Car Charging Rollout**

November 29, 2018, 4:39 PM GMT

- ▶ Partners to build network across 600 stores over three years
- ► Volkswagen targets sale of 1 million e-cars globally by 2025

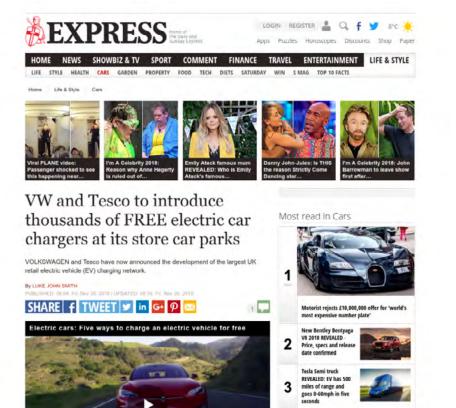
SHARE THIS ARTICLE f Share

Volkswagen AG and Tesco Plc plan to build the U.K.'s largest vehicle-charging network spanning 2,500 bays across some 600 stores in the next three years, even as buyers have so









RESULTS

Our story boosted VW's media exposure in November by a massive 262% compared to the previous month, and furthermore, increased their overall reach in Q4 by 11%

The brand's overall reach increased by 36%, with "Yahoo! News UK" accounting for 8% of volume

72Point's PR support helped VW's exposure to peak in November, allowing them to take over Tesla as an EV industry leader and supporting an upward trend in media exposure that mirrored that



THE BRAND'S OVERALL **REACH INCREASED BY 36%**

INCLUDING PROMINENT RADIO COVERAGE ON BBC NEWS CHANNEL, TALKSPORT AND LBC, PRINT COVERAGE IN THE METRO, TIMES, TELEGRAPH, SUN AND MIRROR AND MASS ONLINE COVERAGE

A high volume of retail titles published positive articles, praising the partnership, focusing on its size and scope and its sustainability.

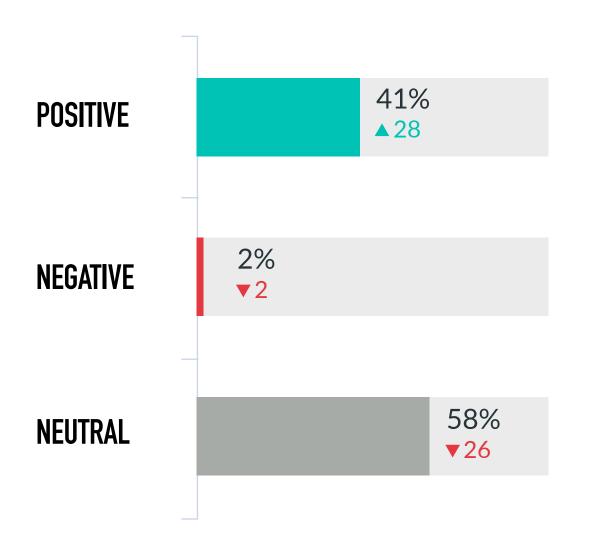
INSIGHT REPORT - NOVEMBER 2018



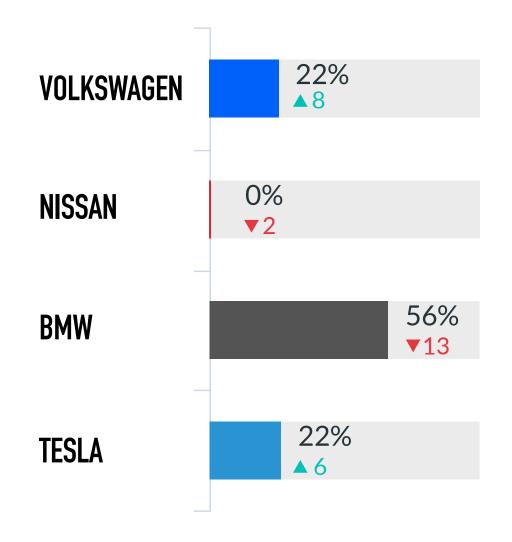




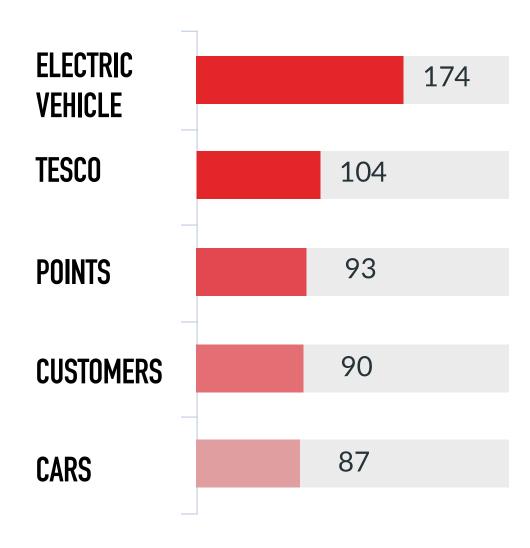
TONALITY



SHARE OF VOICE



KEY MESSAGES

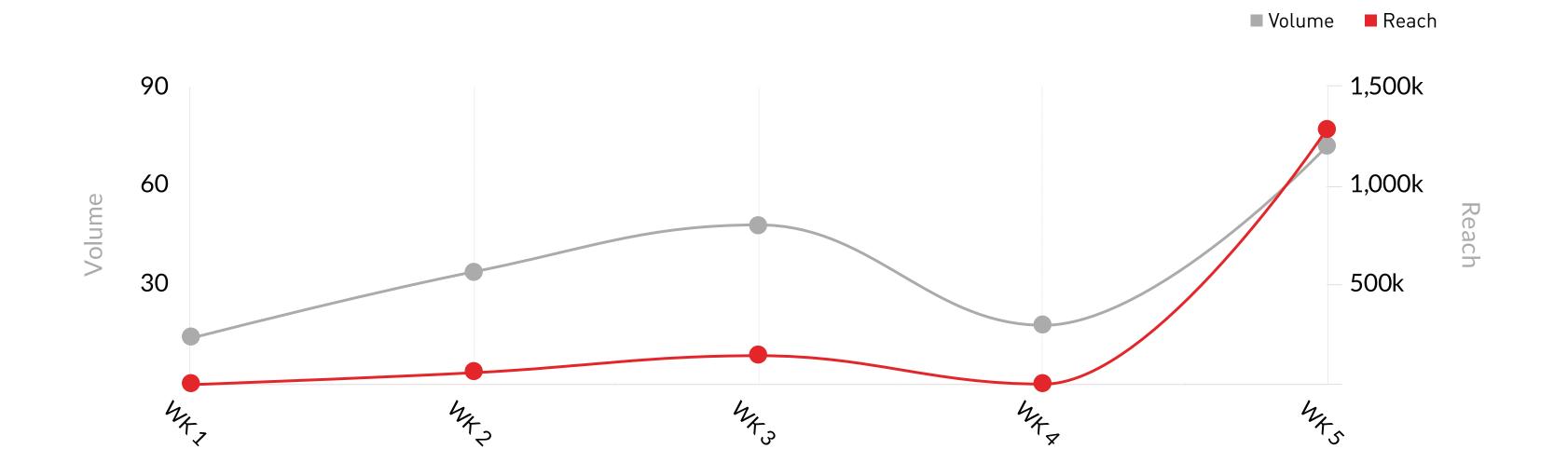


SOCIAL MEDIA EXPOSURE

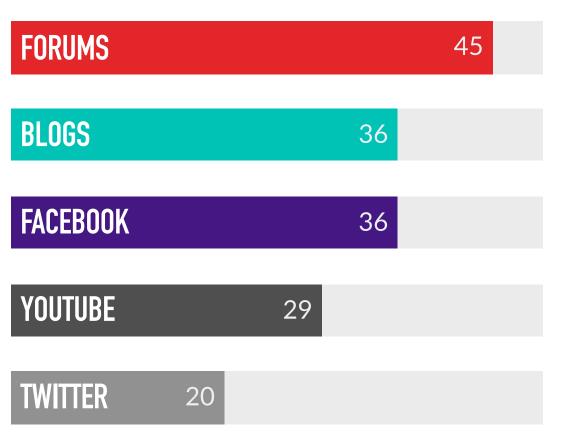




Social Media Exposure - Nov 1, 2018 - Nov 30, 2018



SOCIAL SOURCES



TESTIMONIAL

"THE TESCO CAMPAIGN ACTIVATED BY 72POINT IN THE

MASS MEDIA DELIVERED AGAINST ALL OF OUR KEY

OBJECTIVES. AWARENESS, SENTIMENT, REACH AND MEDIA

VALUE METRICS ALL SIGNIFICANTLY IMPROVED AS A

RESULT OF THIS CLEVERLY EXECUTED ACTIVITY WHICH

CLEARLY DEMONSTRATES OUR STRONG COMMITMENT TO

AN ELECTRIC FUTURE FOR VOLKSWAGEN."

Geraldine Ingham, Head of Marketing



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