



FREE CHARGING
Khan-Jude RD 7000
Door B | 7kW
Status Light
Available



Volkswagen



72POINT.

CONTENT.
COVERED.

CAMPAIGN REVIEW

VOLKSWAGEN EV CHARGING BAY ANNOUNCEMENT

72POINT

CONTENTS

Summary	3
Objectives	3
Strategy	4
Results	5
Feedback	9



Volkswagen

pod POINT

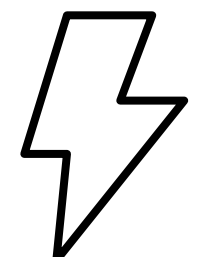


SUMMARY

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

 **600**
TESCO STORES

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.

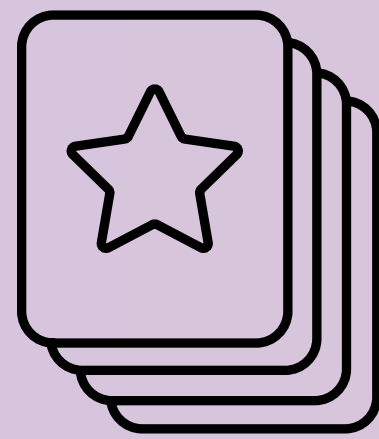
“ **TESCO, IN PARTNERSHIP WITH VOLKSWAGEN, PLANS TO INSTALL ALMOST 2,500 CHARGING BAYS AT UP TO 600 STORES BY 2020.** ”



STRATEGY

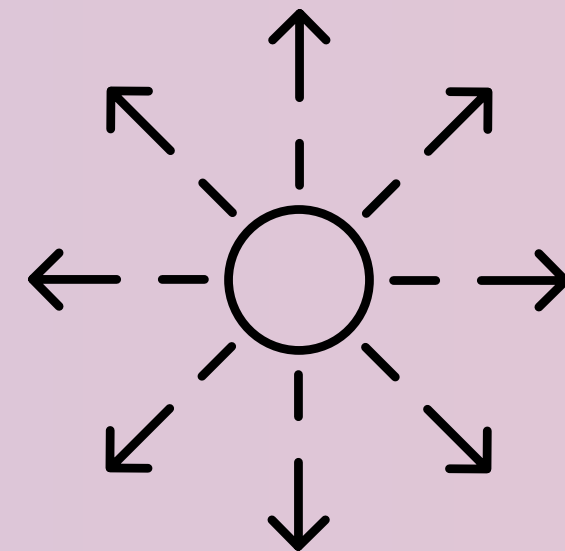
A multi-faceted media relations strategy was deployed to reach mass media, which included a sell-in via 72Point's digital hub, traditional outreach to key contacts and a broadcast day utilising Volkswagen's key spokespeople.

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



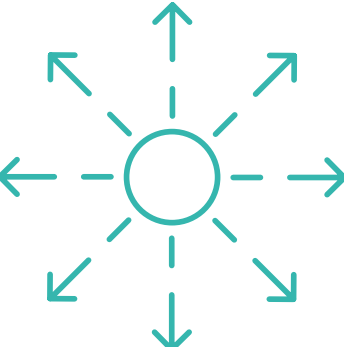
53
AVERAGE
DOMAIN
AUTHORITY



12.7M
BROADCAST
REACH

MEDIA VALUE: £2.8M

INSIGHT REPORT - NOVEMBER 2018

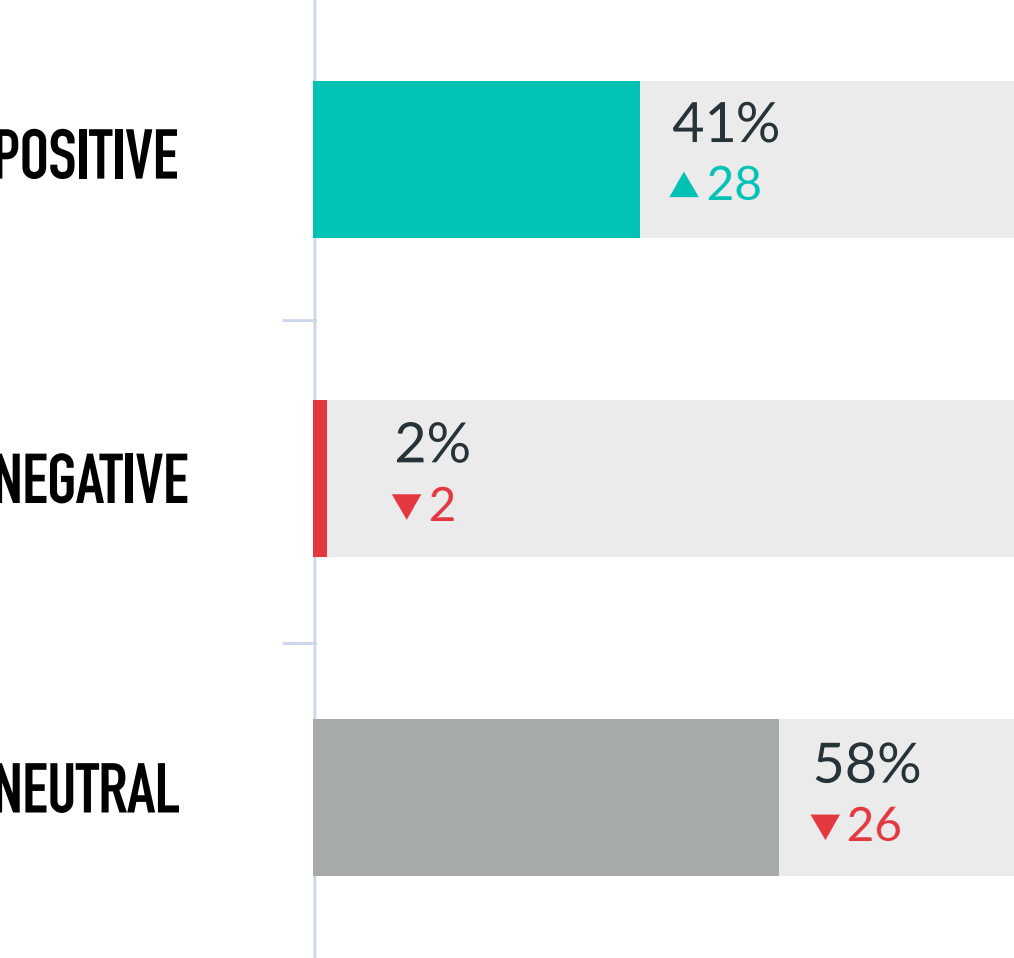


905M ▲ 36%
POTENTIAL REACH

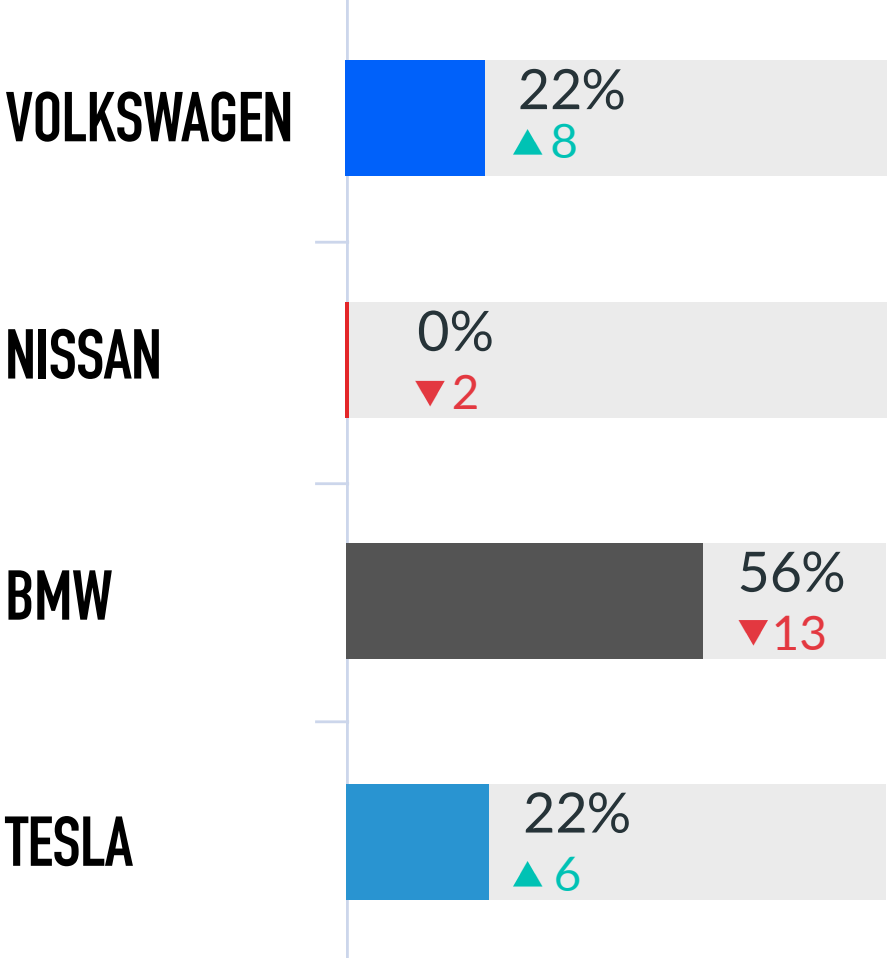


+39 ▲ 29%
NET TONALITY SCORE

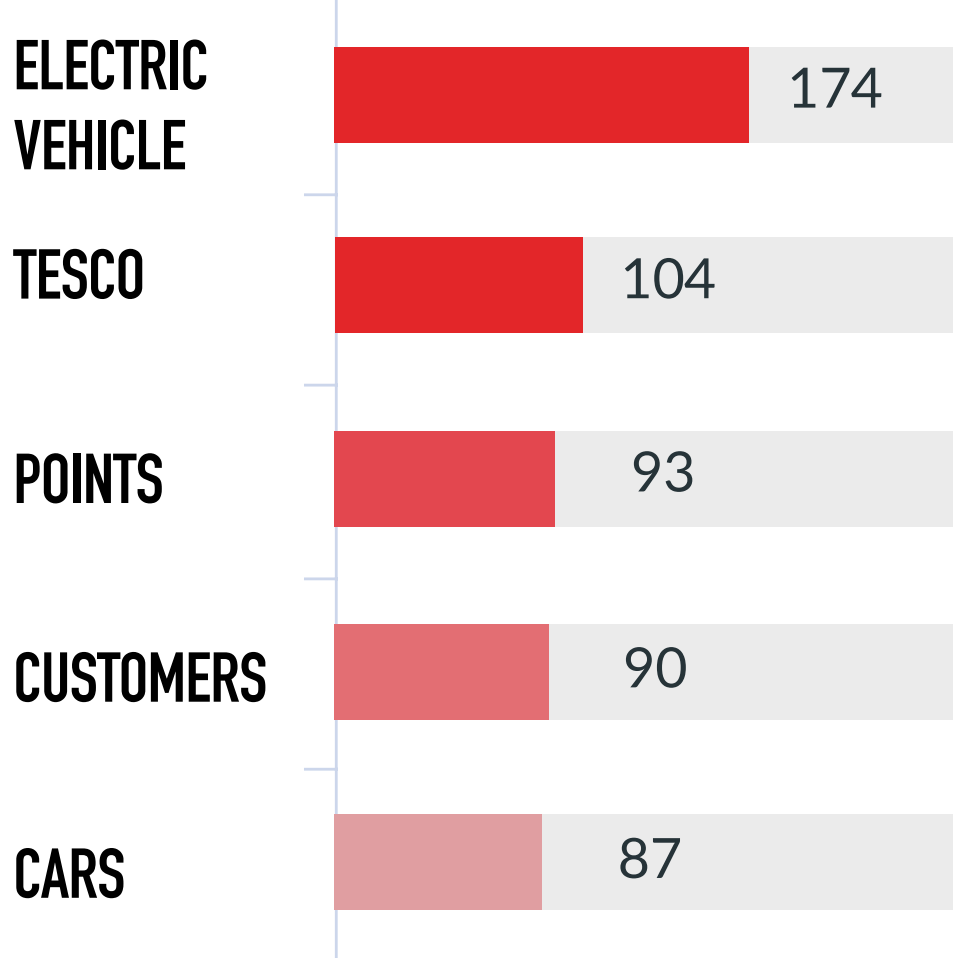
TONALITY



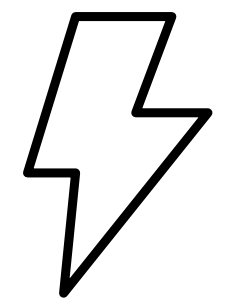
SHARE OF VOICE



KEY MESSAGES

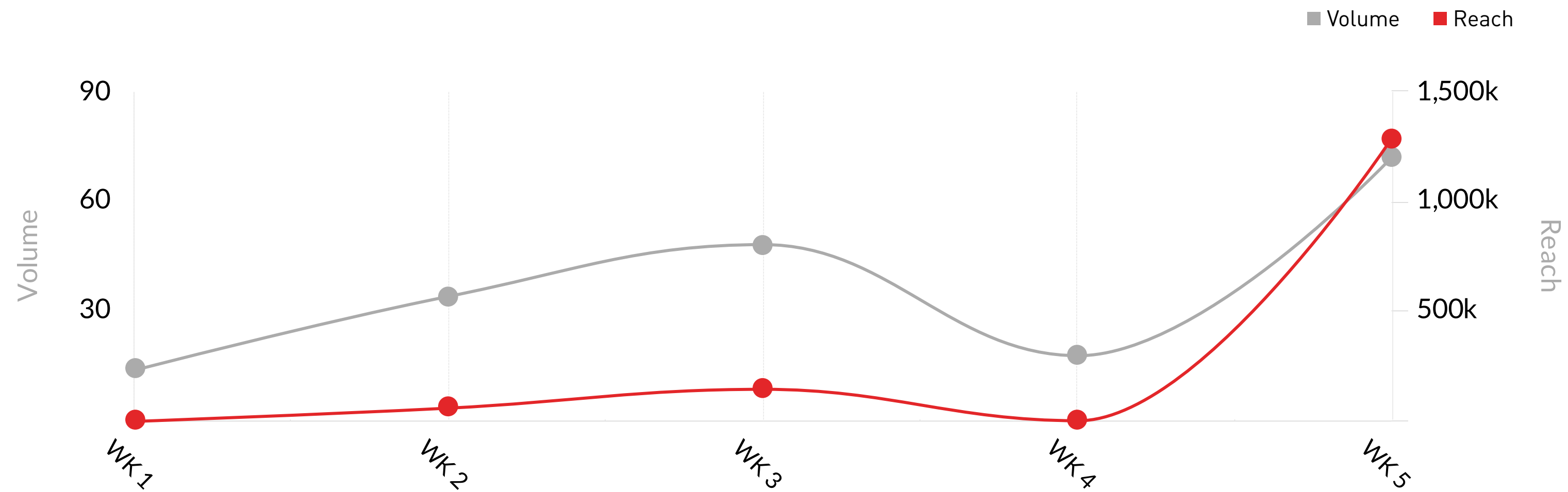


SOCIAL MEDIA EXPOSURE

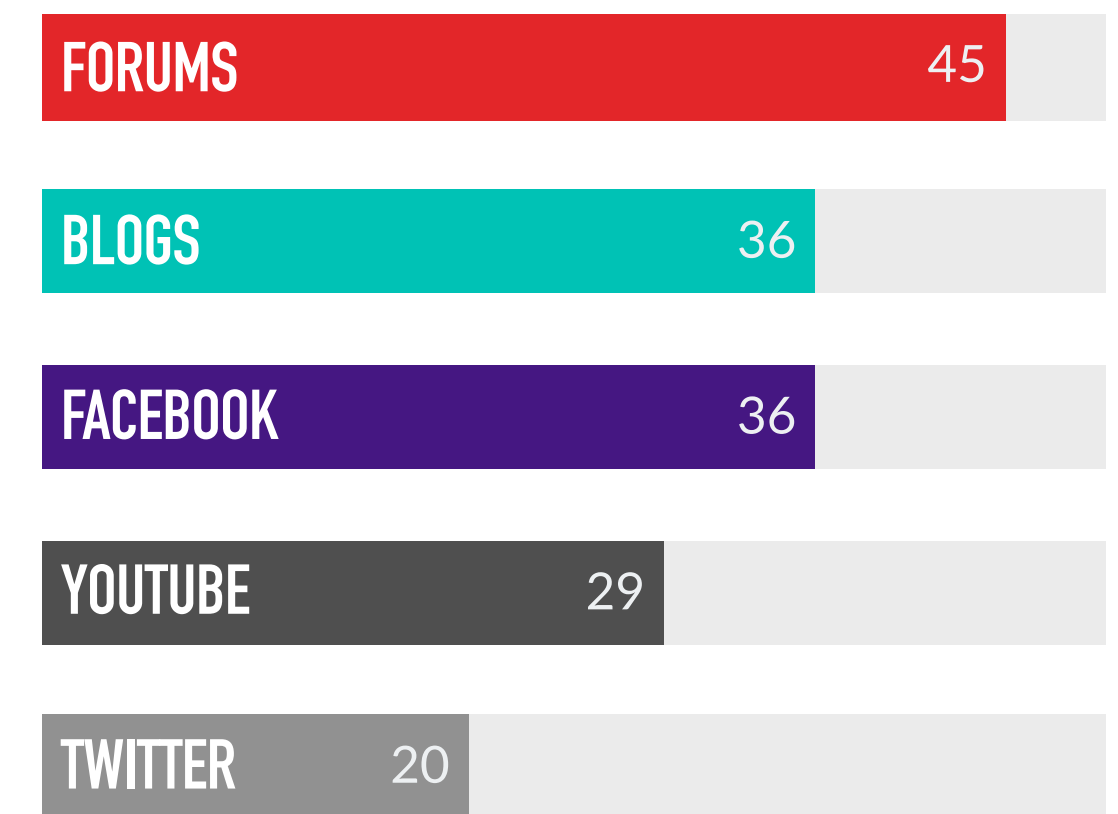


VOLKSWAGEN'S SOCIAL EXPOSURE INCREASED 59%

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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