



EVERYTHING FOR YOUR HOME!

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2017 POST SHOW REPORT



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VISITOR PROFILE

Over 138,000 visitors!

- > **82%** of them only one home show in the last six months!
- > **90%** of them are home owners and the average age is 45.
- > **77%** of our visitors are planning to make a purchase from one of our Show exhibitors within the next 12 months.

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

TV

- > **30-sec. spots**, 70% during prime time
From March 3 to 19 on Radio Canada, V Télé, Casa, Canal Vie, ARTV, Séries+, TV5, ADDIKTV, Moi & Cie
- > **CANAL VIE**
Maïka and Daniel, from *Vendre ou Rénover* on Canal Vie, were at the Show on Saturday, March 18
 - 15-sec. from March 10 to 18
 - 30-sec. capsules on Rouge FM and Boom FM from March 13 to 18
 - Event promotion on the Canal vie web page from March 10 to 19
 - Facebook posts on the Canal Vie page
 - Mention in the Canal Vie newsletter

RADIO

- > **Intensive campaign with 30-sec. spots** on 5 radio stations, from March 6 to 19: Rythme FM, CKOI, 98.5FM, NRJ, Rouge FM
 - 1 generic message and 9 different messages in relation with the Show presentations and features.
- > **On Rythme FM**
 - Contest draws
- > **On Bell Media**
 - Contest draws on Rouge FM



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PRINT

Les idées de ma maison, Coup de Pouce, Elle Québec, 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 February 13, 2017
- > 100 articles covering the event to over 42,071,507 impressions

WEB

Campaign conducted from February to March 2017. Excellent performance, with a total of 69,781 clicks, 9.1 million impressions, and a very satisfactory click rate* of 0.76%.

- > CPC and CPM in the following networks and websites: Bell, LaPresse, Radio-Canada, Amnet, Quebecor, Google
- > Pre-roll on YouTube
- > Google Adwords
- > SEM-SEO
- > Contest on LaPresse.ca
250,432 impressions, click rate of 0.1%. The thumbnail and the contest generated more than 2,100 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 11 publications
 - o 2,519,871 impressions delivered - 105.63% impressions obtained compared to estimated
 - o 31.02% Interactions on impressions
 - o 0.28% web visits on impressions
- > **Contest: 1/4 screen**
 - o 115.73% of impressions obtained compared to estimated
- > **The Official Guide**
 - o 145,522 opens
 - o 862,431 impressions
 - o 266,242 interactions



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SHOW COMMUNICATION TOOLS

> The Show Newsletters

7 newsletters between December 2016 and March 2017 sent to more than 85,000 subscribers!

Average open rate: **33%**

Average click rate: **3%**

More than 88 000 subscribers, an increase of **3.4%**

> The Show web site

Between December 1, 2016 and March 20, 2017, we obtained:

More than **420,000** pages viewed

More than **105,000** unique visitors

More than **143,000** sessions

2-3 pages viewed per session

SOCIAL NETWORKS

> Facebook

More than 10,000 fans, including 1,365 new ones

+13%

Reach: 723,500

Engagement rate: 3.87%

Involved users: 28 400

> Twitter

Approx 2,500 followers

+1.8%

Engagement rate: 1.50 %

Facebook and Twitter together

1,228,900 impressions

9 191 clicks to the web site

> Pinterest

52 subscribers

+8.3%

> Instagram

More than 207 subscribers

+101%

> Our community

21% are 25-34 years old

21% are 45-54 years old

25% are 35-44 years old

65% are women

2017 was highlighted by improved targeting, more active participation and better conversion rate.

THANKS TO

Our presenter



Our partners

