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From March 10 to 19, 2017 - PLACE BONAVENTURE



EVERYTHING FOR YOUR HOME! DECORATION / RENOVATION / LANDSCAPING









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
 - $\circ~$ 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

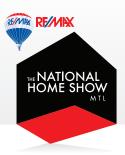
Intensive campaign with 30-sec. spots on 5 radio stations, from March 6 to 19: Rythme FM, CKOI, 98.5FM, NRJ, Rouge FM

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





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

- CPC and CPM in the following networks and websites: Bell, LaPresse, Radio-Canada, Amnet, Quebecor, Google
- > Pre-roll on YouTube
- > Google Adwords
- > SEM-SEO

click rate* of 0.76%.

- 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
 - A total of 11 publications
 - 2,519,871 impressions delivered 105.63% impressions obtained compared to estimated
 - $\circ~$ 31.02% Interactions on impressions
 - $\circ~$ 0.28% web visits on impressions
- > Contest: 1/4 screen
 - 115.73% of impressions obtained compared to estimated
- > The Official Guide
 - 145,522 opens
 - 862,431 impressions
 - 266,242 interactions

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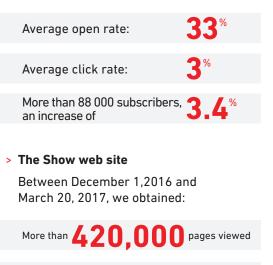


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SHOW COMMUNICATION TOOLS

> The Show Newsletters

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



More than **105,000** unique visitors

2–3 pages viewed per session

More than 143,000 sessions

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 tog	ether
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 2	[%] are 45-54 years old
	5 [%] are women
25 [%] are 35-44 years old 6	

THANKS TO

Our presenter

Our partners







Matrec VERT POUR LA VIE UNE SOCIÉTÉ de GFL

DORMEZ-VOUS?

opération

enfant 🔨

soleil





RIGHT AT HOME

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