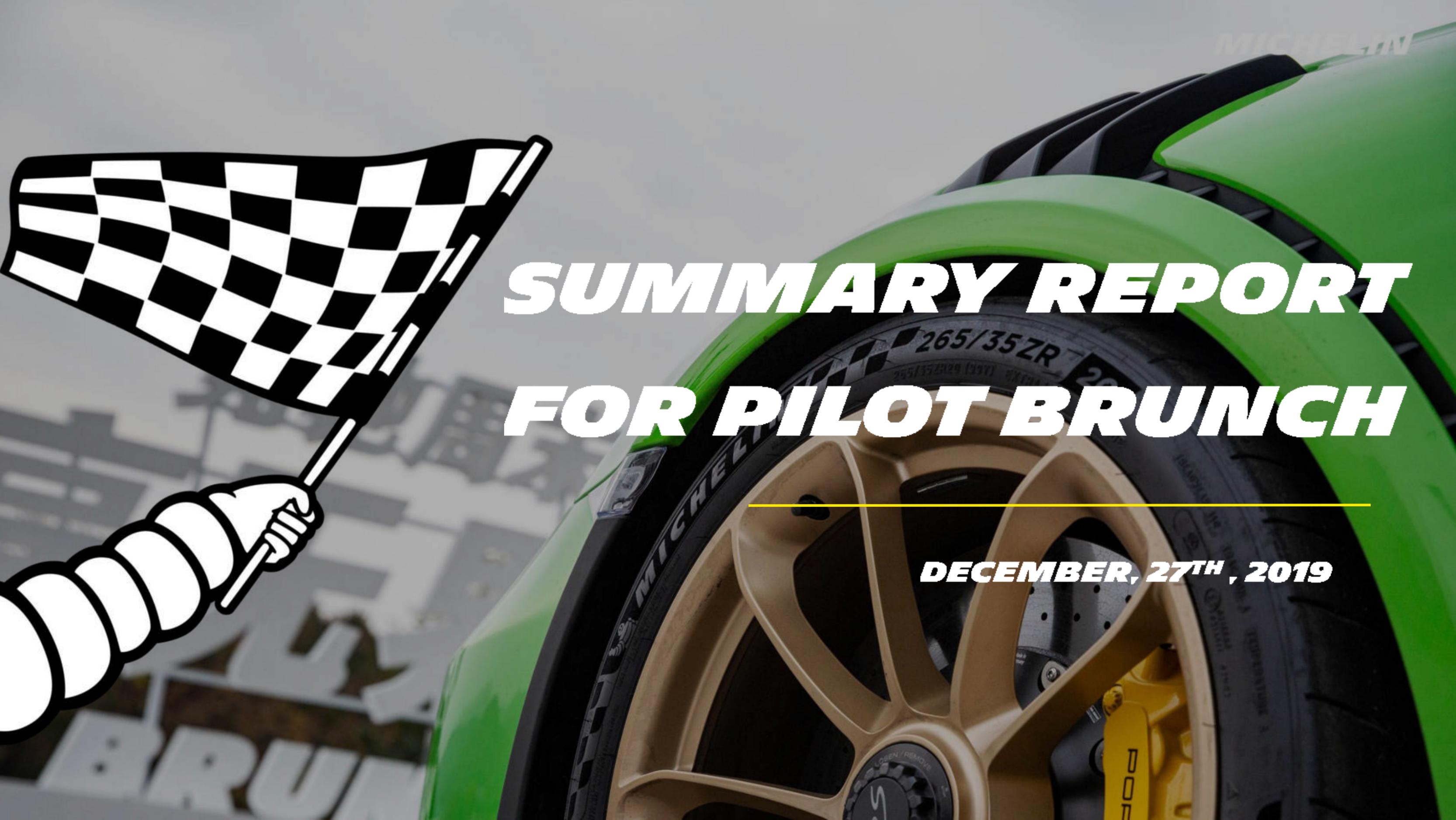




***SUMMARY REPORT
FOR PILOT BRUNCH***

DECEMBER, 27TH, 2019



BACKGROUND

BRAND	OE	TA	OE	COMPETITOR
Motorsports  Track Event	Koenigsegg Bugatti	Status Seeker	Pagani	Top Motorsports  Top OE
	(Hatched area)	Supercar Owner	Ferrari Lamborghini McLaren Aston Martin	
	AMG BMW M Porsche	Car Enthusiast	AMG BMW M Audi RS	

- The absence of the hypercars makes Michelin brand and product not recognized as the best.
- In Michelin’s current marketing activities, motorsports and track event cannot reach supercar owners, because they are more like status seekers.
- The good relationships we are maintaining for years with influencers and car clubs provide us with online and offline support.

OBJECTIVE



Build up the Michelin unique experience to better influence PDP drivers.



Establish close relationships with supercar owners through offline interaction, exploring their life states and philosophies.



Find the possibilities and opportunities for sales conversion.



EVENT REVIEW

竞驰周末
心享无界
PILOT BRUNCH

特别鸣谢：





EVENT PARTICIPANT

TOTAL 56 PARTICIPANTS



10 INFLUENCERS

30+ SUPERCAR OWNERS



@PS3保罗



@陈震同学



@韩景枫51KING



@郭梓宸



@摄影师痞子东



@LAC-庆舍



@精分了温爽



@董默



@李方妮



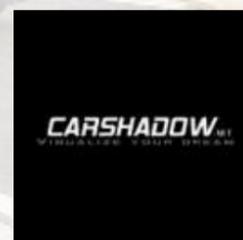
@iAcro-裤裆老爷



38 SUPERCARS



4 PARTNERS



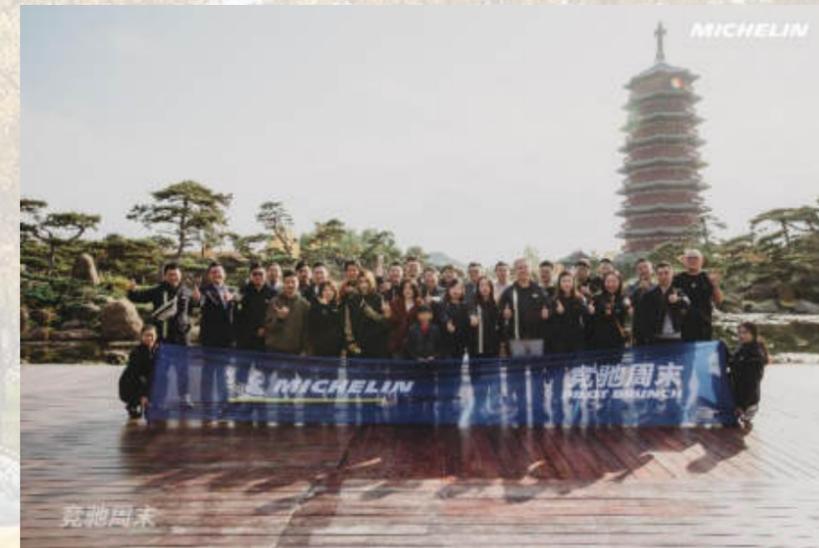
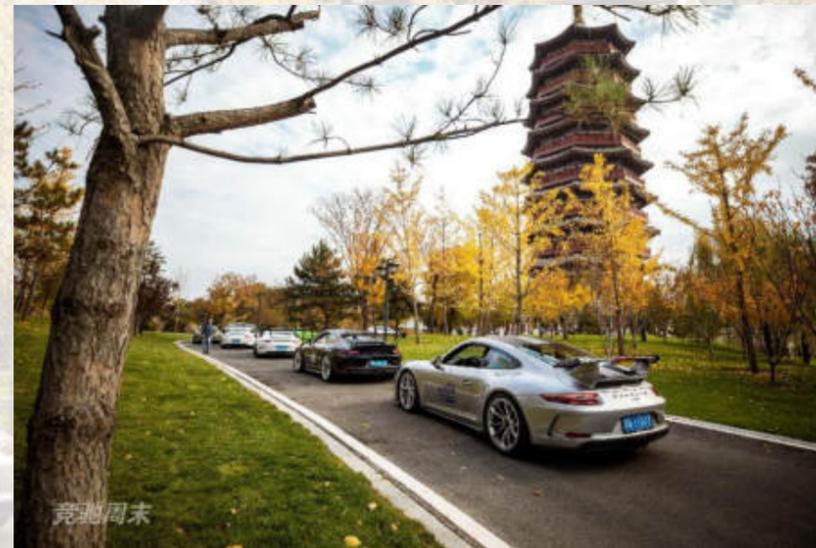
EVENT AGENDA

Arrival & Parking
抵达 & 签到

Sharing & Brunch
分享交谈 & 早午餐

Road Tour
车辆巡游

Group Photos
合影



EVENT HIGHLIGHT

竞驰周末



UNIQUE EVENT VENUE

雁栖湖

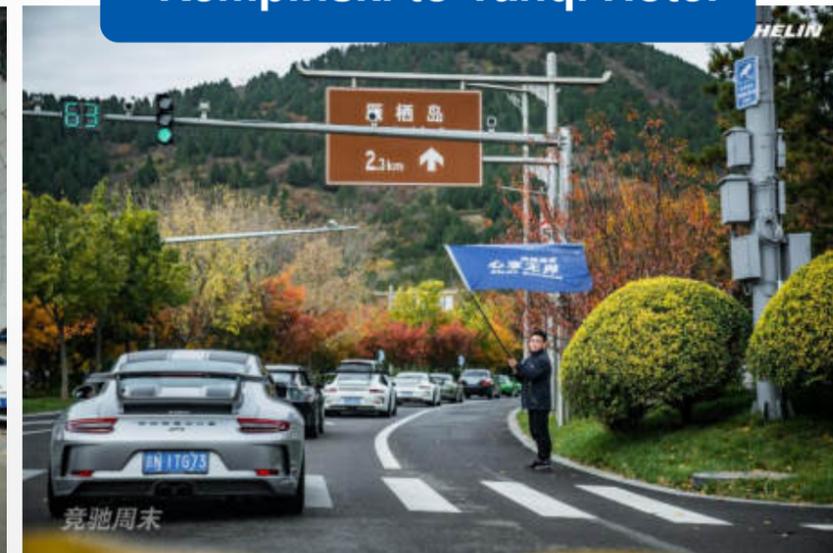
Venue for APEC
(Normally, vehicles are restricted here)

Yanqi Lake is an exclusive venue for international conferences. It has an extremely beautiful landscape, especially in autumn. Road touring in such a special place created a unique experience for all participants.

Terrace of Kempinski



Kempinski to Yanqi Hotel



Around the Yanqi Hotel



Yanqi Hotel



DECORATION WITH LIFESTYLE ELEMENTS

The on-site decorations presented a variety of Michelin lifestyle elements, including Michelin tire series, Bib limited products, Michelin Guide and so on, which allowed participants to fully explore the Michelin lifestyle.



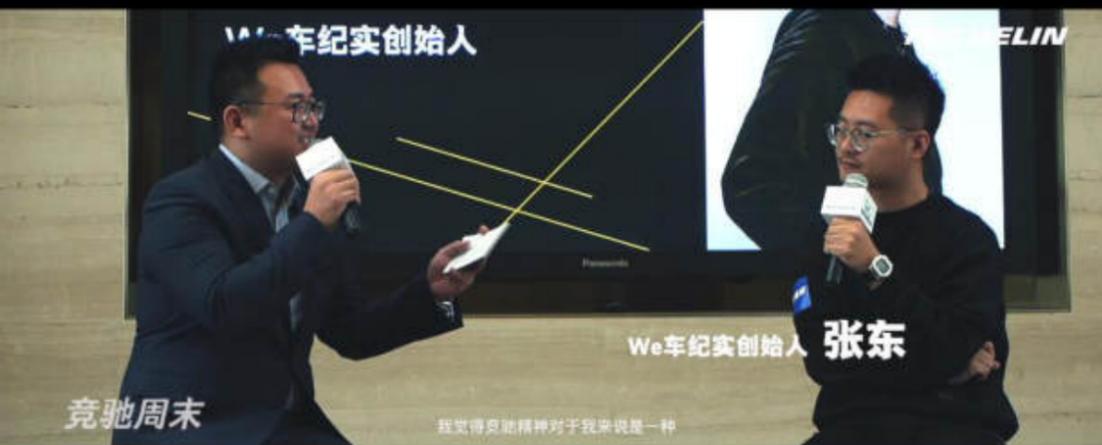
INFLUENCERS SHARED THEIR STORIES



Based on the early communication with influencers and a detailed brief, influencers deeply integrated Michelin brand spirit with their stories about controlling themselves and breaking boundaries.



SHARING ABOUT # 竞驰精神



@摄影师痞子东

我觉得竞驰精神
对于我来说是一种创新跟挑战



@董默

让自己时刻的保持对新鲜事物的好奇心
不断探索这个世界的美好和未知



@李方妮

突破自己的界限让自己无界
出行的时候探索不同国家的美食和文化



@郭梓宸

我觉得对于热爱的东西，能够有这种产品给予我足够的自信。这种从容能够让我敢于的去面对各种各样的挑战



@陈震同学

轮胎是一台大的机械，跟地面最直接接触的一个介质，它有好的抓地力，我认为那个也就是我在比赛还有在日常驾驶的时候，最想要的掌控

INSPIRED PARTICIPANTS TO ENJOY MORE



This event inspired influencers and supercar owners to enjoy the experience with their supercars. At the same time, the atmosphere and the decorated scene allowed them to fully discuss the supercar culture, explore the Michelin lifestyle and etc.



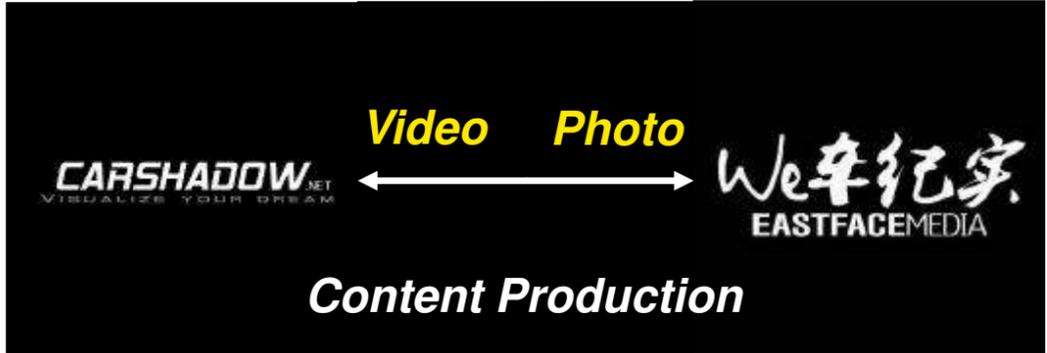
THE SUPPORT PROVIDED BY PARTNERS



- ✓ Recruit supercar owners.
- ✓ Affect SCC members by spreading *Pilot Brunch* in official account.



- ✓ Enhance audience's awareness and pursuit of #竞驰周末#, through video and profound articles, help us achieve **2,024,027** impressions and **52,080** engagements.



- ✓ Produce high-quality videos and photos
- ✓ Spread contents about Pilot Brunch to attract more people to join it.



CONTENT PRODUCTION - QUALITY PICTURES AND VIDEOS



雁栖岛

2.3 km ↑

DISSEMINATION

竞驰周末
心享无界
PILOT BRUNCH

竞驰周末



DISSEMINATION PERFORMANCE



38

POSTS



15,801,555

IMPRESSIONS



1,729,099

ENGAGEMENTS

Shared influencer

36 posts

12,950,101 impressions

1,611,085 engagements

Owned social media

2 posts

2,851,454 impressions

118,014 engagements

OFFICIAL SOCIAL MEDIA PERFORMANCE

2 POSTS
2,851,454 IMPRESSIONS
118,014 ENGAGEMENTS



IMPRESSIONS: 332,000

ENGAGEMENTS: 252



IMPRESSIONS: 2,519,454

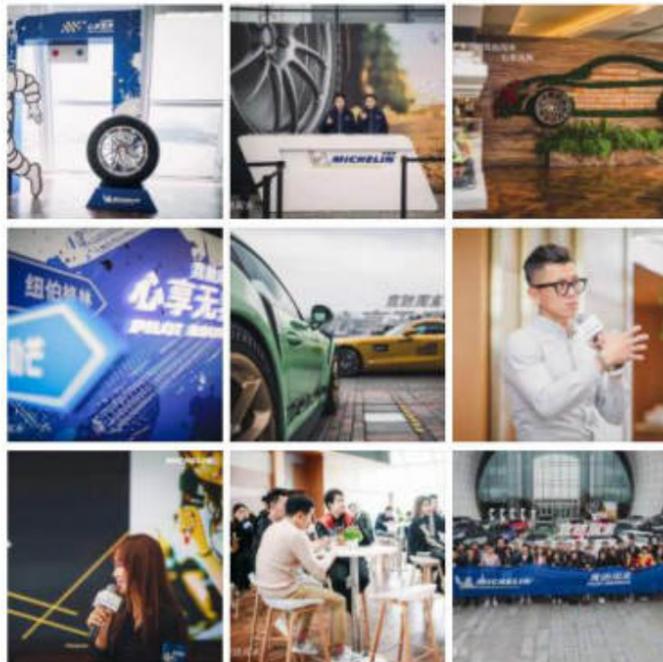
ENGAGEMENTS: 117,762



米其林Michelin

11月3日 22:23 来自 iPhone客户端

这个周末，和米其林一起探讨自我突破，挑战创新，探索“无界”的生活方式。北京雁栖湖畔，各路大咖齐聚、豪华超跑云集，Pilot Brunch竞驰周末，燃爆生活无极限，从摄影到赛车，#为热血竞驰#一切尽在从容掌握！戳开，感受激情现场！



阅读 33.2万 推广

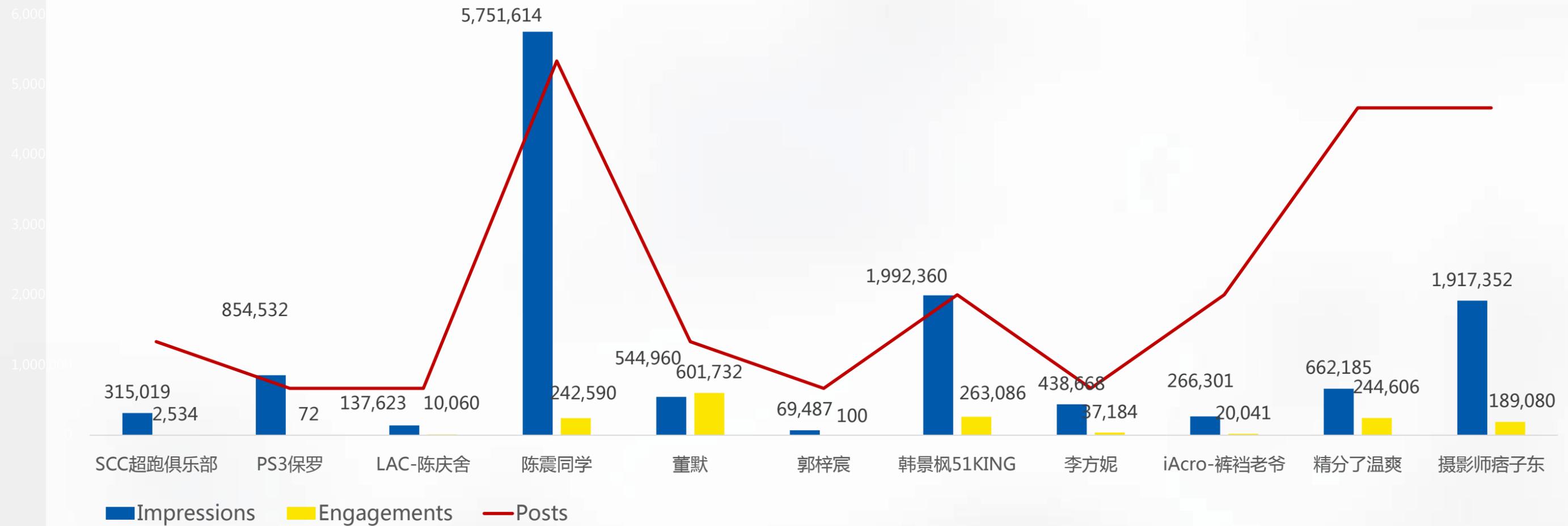
103

30

119



INFLUENCER PERFORMANCE



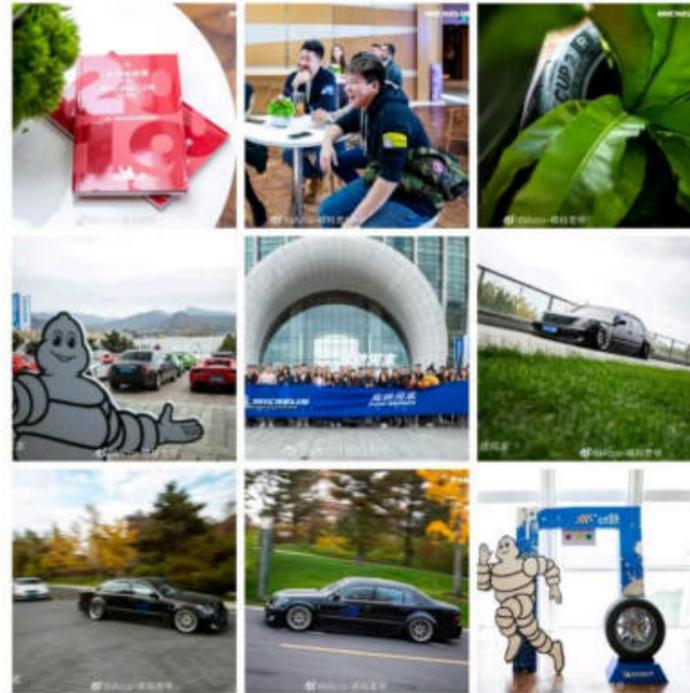
- There were total **36** posts, impressions achieved **12,950,101** and engagements achieved **1,611,085**;
- Influencers not only actively **conveyed the experience brought by #竞驰周末#**, but also further **explained the brand spirit about breaking boundaries advocated by Michelin**,

INFLUENCER CONTENT HIGHLIGHT

Influencers recognized the spirit of breaking boundaries and exploring lifestyles. They actively integrated their own understanding with Michelin 竞驰精神 to attract more people to join the #竞驰周末#.

iAcro-裤裆老爷 11-3 16:44 来自 iAcro的iPhone... 已编辑 +关注

今天有幸代表 iAcro超话 参加#米其林#的#竞驰周末#活动。早上一杯咖啡和爱车的朋友们一起看看车聊聊天，互相吹吹牛。感觉太棒了，汽车文化也是从这样的一点一滴才能汇聚成河。这样的活动每周都有才最好 😊
感谢@米其林Michelin 为汽车文化作出的贡献，点个赞 🍷



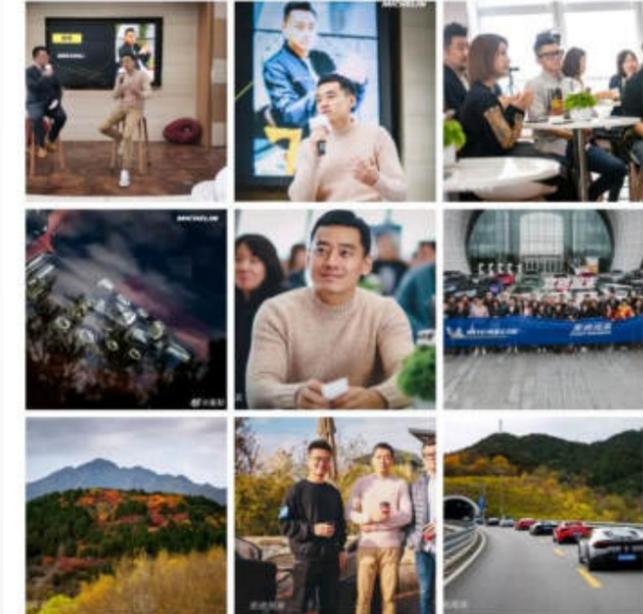
郭梓宸 11-3 20:05 47.63km

竞驰周末代表着一种新生活方式，鼓励大家突破边界，享受一种自由无界的乐趣。希望下次Pilot Brunch 竞驰周末能结识更多新朋友。😊感谢米其林带给我们可以团聚的周末 😊 #米其林竞驰Pilot Sport##Pilot Brunch 竞驰周末##carshadow#



董默 11-3 22:00 来自 HUAWEI P30 Pro

“对生活有着积极快乐，不断渴望进取的心，用正确的方式，合理运用时间空间，来达成目标，从容掌控自己每一个选择带来的结果，就是我的竞驰精神。让自己保持对新鲜事物的好奇心，不断探索这个世界的美好和未知，不畏岁月流逝带给我们的恐惧，而是学会掌控它，充分享受每时每刻，心享无界。”
感谢米其林的邀请，得以跟大家在北京最美的秋天里一起度一个开心的#竞驰周末#。
感谢@CARSHADOW-爱车影传媒 和@We车纪实团队的摄影，让我们定格这一刻的美好。



INFLUENCER CONTENT HIGHLIGHT

早安汽车 11-16 12:00
周末、米其林、
#米其林#
#竞驰周末#
早安汽车超话
11.8万次观看

董默 11-19 11:00
让自己时刻保持
个世界的美好
博视频
60.6万次观看

摄影师 11-15 20:00
#竞驰周末# 礼
里众多大V一
届, 希望不要
摄影师痞子
竞驰周末 心
12.2万次观看

iAcro-裤裆老爷 11-17 09:30 来自 微博 weibo.com
+关注
iAcro超话 感谢@米其林Michelin 组织的#竞驰周末# 活动。能让更多喜欢车、热爱车子的朋友们拥有这样一个平台, 在一周辛苦工作后的周末闲暇时光里聚在一起, 喝杯咖啡、聊聊车、畅谈我们共同感兴趣的事物, 这种感觉真的很棒。这类活动对汽车文化的积累同样有很大的帮助, 一点一滴才能汇聚成河。期待下一次在轻松愉快的@米其林超话 #竞驰周末# 与小伙伴们相见👋 iAcro-裤裆老爷的微博视频
1万次观看

精分了温爽 12-2 08:30 来自
由于同事们说我是快乐
时更新吧
12.5万次观看

韩景枫51KING 11-3 11:36 来自 HUAWEI P
在这个周末, 雁西湖! 战斗蛙
小视频! 希望一大早大家看的
#竞驰周末# 韩景枫51KING
竞驰周末 心享无界!
#跑车# #竞驰周末#
#你爽哥的vlog# 精
有了超跑, 可就不
11万次观看

陈震同学 11-3 13:50 来自 HUAWEI Mate 30 Pro
路遇奔驰 AMG GTR ~ 🥰🥰 陈震同学的微博视频
太帅了 ~ ~ ~ ...
0:47
20.4万次观看

Influencers actively shared official video materials and produced vlogs, helping us better build up the Michelin experience #竞驰周末# to attract our audiences.

THANK YOU!

