

Instagram AUDIENCE - COMPARATIVE ANALYSIS FORMULA E TEAMS



METHODOLOGY

Often used for “inside” content, Instagram is surely the most popular social network right now. Formula E is in constant evolution since its beginnings, so we found it helpful to focus on their Instagram accounts for this study.

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1

We selected the official Formula E Teams Instagram accounts (2019)

2

Data was taken manually by our team on each Instagram account. This data matches with posts published between 11/01/2018 to 11/30/2018.

3

The Instagram data have been collected on December 2nd, 2018 and are no longer effective today because of fans fluctuation and interactions on the accounts.



BIGGEST COMMUNITY - CLASSIFICATION

BETWEEN 11/01/2018 AND 11/30/2018

N°	Teams	Followers	Posts	Reactions*	Videos Views	Videos
1	PANASONIC JAGUAR RACING	56 300	18	16 034	8993	6
2	MAHINDRA RACING	31 600	14	14 313	209 997	4
3	VENTURI FORMULA E	18 600	5	3118	11 617	2
4	ENVISION VIRGIN RACING	15 900	13	4763	3274	4
5	DS TECHEETAH	14 700	13	17 252	2576	2
6	HWA RACELAB	8480	10	8954	5562	2
7	GEOX DRAGON	7048	6	4636	1382	1
8	NIO FORMULA E	7048	10	4117	-	-
9	AUDI ABT SCHAEFFLER			NO OFFICIAL FORMULA E ACCOUNT		
10	NISSAN E.DAMS			NO OFFICIAL FORMULA E ACCOUNT		
11	BMW I ANDRETTI			NO OFFICIAL FORMULA E ACCOUNT		

* Reactions = likes + comments



AVERAGE OF REACTIONS - CLASSIFICATION

BETWEEN 11/01/2018 AND 11/30/2018

N°	Teams	Average Reactions / post	Average videos views / video
1	DS techeetah	1327	1288
2	Mahindra racing	1022	52 499
3	HWA RaceLab	895	2781
4	Panasonic Jaguar Racing	891	1499
5	Geox Dragon	773	1382
6	Venturi Formula E	624	5809
7	Nio Formula E	412	-
8	Envision Virgin Racing	366	819
9	AUDI ABT SCHAEFFLER	NO OFFICIAL FORMULA E ACCOUNT	
10	NISSAN E.DAMS	NO OFFICIAL FORMULA E ACCOUNT	
11	BMW I ANDRETTI	NO OFFICIAL FORMULA E ACCOUNT	



RESULTS

"Formula E is a very dynamic discipline that is perfectly adapted to the current context. Fitting in the trend of electric vehicles, the Formula E more and more automobile manufacturers are joining its ranks, attracted by its positive. On a sports level, the discipline keeps improving to deliver a better show, and aims at attracting fans of motorsport in order to make them want to follow a discipline that does not benefit from the appeal of a traditional thermal motor. Interactivity is the key of this project, with the launch of a « fan boost » and now an « attack mode ». The accessibility of teams and drivers, with opened team boxes on the paddock, makes this championship attractive with a popular ambition and approach. The Panasonic Jaguar Racing Team has by far the biggest community on Instagram, with almost twice as many followers as the one behind them. It is due to the importance of Jaguar in this championship, and even more now with the launch of the Jaguar I-Pace eTrophy in Formula E. Mahindra delivered a great performance regarding their video views, including a production which aimed at generating interaction with the community by giving them the opportunity to design driver Jérôme D'Ambrosio's new helmet. This big community isn't the most interactive, as world champions DS Techeetah are the team with the strongest involvement from their community based on November posts, making them the winners in this study, beating Mahindra Racing and HWA RaceLab."

ARMAND FAURE

