




DRIVE
FESTIVAL
presented by
Mobil 1



2022 Media & Attendance Summary

***The. New. Automotive. Experience.
September 9-11, 2022 • Canadian Tire Motorsport Park***

MEDIA SUMMARY

Drive Festival executed an extensive promotional campaign in the 6 weeks leading up to the event. The strategy was heavy on social and digital ads followed by radio and TV in the final 2 weeks.

DIGITAL MEDIA



Reach: Facebook, Instagram = 3,283,383



Impressions: 13,634,481



Video Views: 7,141,325



Post Engagement: 1,806,215

TV / RADIO



TV: 25,525,000
(CP24)



Radio: 8,668,900
(680News, Virgin, KiSS 92.5, Q107,
102.9, Boom 97.3 & 101.5)

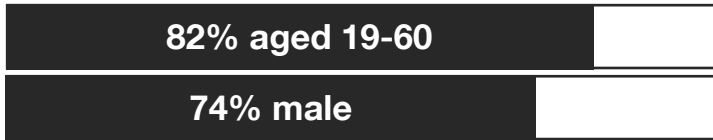


Reach: 8,500,000

PR CAMPAIGN



AUDIENCE STATISTICS

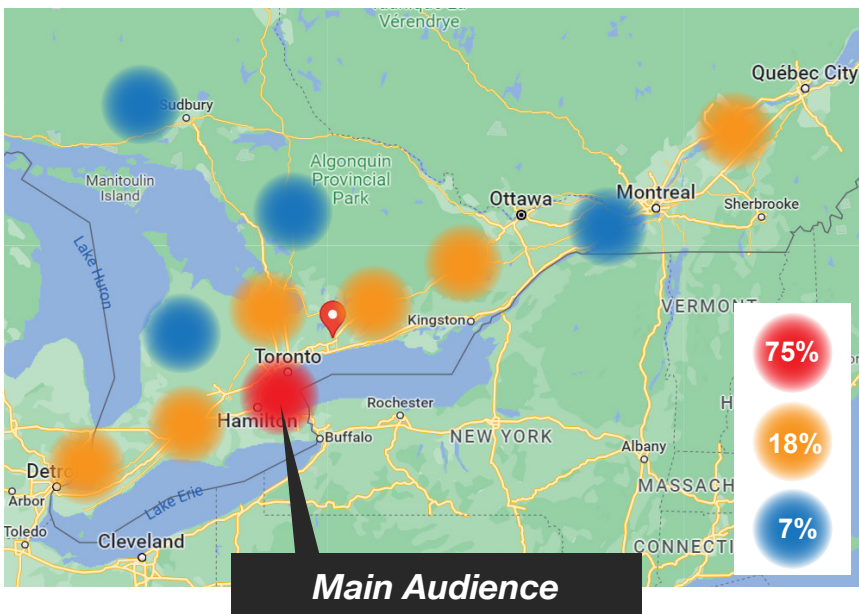
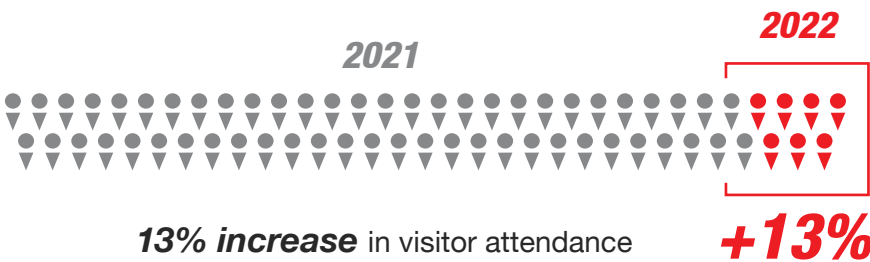


5000+
*Test Drives and Ride
 Alongs over 3 days!*

19,600+
Attendees



95% of attendees said Drive Festival met or exceeded their expectations.



Age	Distribution
Under 18	11%
19-29	17%
30-39	19%
40-49	25%
50-59	21%
60+	7%

Household Income	Distribution
Above \$500k	5%
250-499k	11%
175-249k	19%
100-174k	37%
50-99k	21%
Under 50k	6%

Time Spent at the Show	Distribution
Less than 3hrs	3%
3-5hrs	29%
5hrs +	59%
Multiple Days	9%

ADDITIONAL MEDIA

Drive Festival executed an extensive PR Campaign to draw attention and awareness to the event. Over 100 media outlets, website and influencers did write-ups/posts promoting the event with a combined reach of **8,500,000**. Below is a summary of this content.

TV COVERAGE

Breakfast Television: <https://www.breakfasttelevision.ca/videos/an-exclusive-look-at-canadas-only-outdoor-automotive-festival/>

CITY News:

<https://toronto.citynews.ca/video/2022/09/07/an-exclusive-first-look-at-drive-festival/>

<https://www.youtube.com/watch?v=LCfHg1GTj3U>

<https://toronto.citynews.ca/2022/09/08/weekend-toronto-international-film-festival-asialicious-ttc/>

BLOGS

blogTO: <https://www.blogto.com/sponsored/2022/08/drive-fest-ontario-near-toronto-2022/>

TO Times: <https://totimes.ca/drive-festival-gears-up-for-three-days-of-automotive-nirvana-in-september/>

In Durham: <https://www.insauga.com/drive-festival-the-ultimate-car-show-on-at-bowmanvilles-ctm-park-september-9-11/>

MSN: <https://www.msn.com/en-ca/video/viral/an-exclusive-first-look-at-drive-festival/vi-AA11zhRl?category=foryou>

lxry.ca: <https://lxry.ca/drive-festival/>

SOCIAL INFLUENCERS

<https://www.instagram.com/p/Chvc0pKpgfe/?igshid=NjZiMGI4OTY%253D>

<https://www.instagram.com/p/Ch3TAn8MRKi/?igshid=NjZiMGI4OTY%3D>

<https://www.instagram.com/reel/Ch7uciQDNXd/?hl=en>

<https://www.instagram.com/p/Ch-HGj7O3nG/?hl=en>

<https://www.instagram.com/stories/highlights/17965335562760691/>

<https://www.instagram.com/reel/CiV5PwQjNUU/?hl=en>

https://www.tiktok.com/@328is/video/7141871436930501894?is_copy_url=1&is_from_webapp=v1&item_id=7141871436930501894

<https://www.instagram.com/reel/CicjyKtSDU/?igshid=NjZiMGI4OTY%253D>