



DRIVE FESTIVAL


2021 Media & Attendance Summary

*The. New. Automotive. Experience.
September 10-12, 2021 • Canadian Tire Motorsport Park*


MEDIA SUMMARY AND STATISTICS

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.

 Facebook Reach: 1,995,862

 Radio: 16,342,345
(680News, Virgin, Q107, 102.9, Boom 97.3 & 101.5)

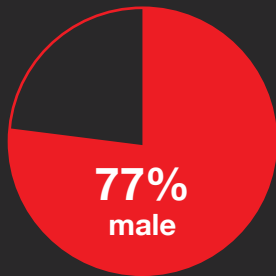
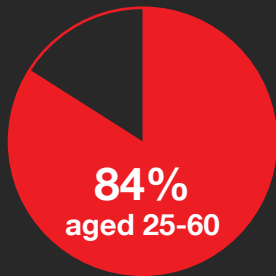
 Instagram Reach: 905,617

 TV: 25,252,000 (CP24)

 Total Google Ad Impressions: 7,238,389

 Website Visits: 228,143

**50,000,000+
IMPRESSIONS**



Household Income	Distribution
Above \$500k	3%
250-499k	14%
175-249k	15%
100-174k	40%
50-99k	22%
Under 50k	6%

Time Spent at the Show	Distribution
Less than 3hrs	6%
3-5hrs	30%
5hrs +	59%
Multiple Days	5%

Test Drives



3200+ test drives over the 3 days

**17,300+
ATTENDEES**

PRINT COVERAGE

TO Times- Aug 18: <https://totimes.ca/giant-outdoor-car-festival-coming-this-september/>

Toronto Star - Aug 20: <https://www.thestar.com/pe/autos/2021/08/20/drive-festival-debuts-next-month-at-canadian-tire-motorsport-park.html>

Peterborough Examiner - Aug 20: <https://www.thepeterboroughexaminer.com/autos/2021/08/20/drive-festival-debuts-next-month-at-canadian-tire-motorsport-park.html>

Dolce Magazine - Sept 3: <https://dolcemag.com/auto-trend/drive-festival-imagination-in-motion/42508>

Wheels - Sept 4: <https://www.thestar.com/autos/opinion/2021/09/04/canadas-first-drive-festival-coming-to-the-canadian-tire-motorsport-park.html>

Toronto Star - Sept 4: <https://www.thestar.com/autos/opinion/2021/09/04/canadas-first-drive-festival-coming-to-the-canadian-tire-motorsport-park.html>

Insauga: <https://www.insauga.com/drive-fest-in-bowmanville-gets-underway-today/>

Automotive News Canada Podcast - Sept 10: <https://canada.autonews.com/canada-conversations/anc-podcast-sept-10-2021-what-it-means-have-live-auto-shows-and-events-again>

Driving.ca - Sept 10: <https://driving.ca/auto-news/local-content/start-your-engines-drive-festival-promises-automotive-nirvana>

Winnipeg Sun - Sept 10: <https://winnipeg.sun.com/auto-news/local-content/start-your-engines-drive-festival-promises-automotive-nirvana>

Edmonton Sun - Sept 10: <https://edmontonsun.com/auto-news/local-content/start-your-engines-drive-festival-promises-automotive-nirvana>

Ottawa Sun - Sept 10: <https://ottawasun.com/auto-news/local-content/start-your-engines-drive-festival-promises-automotive-nirvana>

Vancouver Sun - Sept 10: <https://vancouver.sun.com/auto-news/local-content/start-your-engines-drive-festival-promises-automotive-nirvana>

View the Vibe - Sept 10: <https://viewthevibe.com/event/drive-festival-2021/>

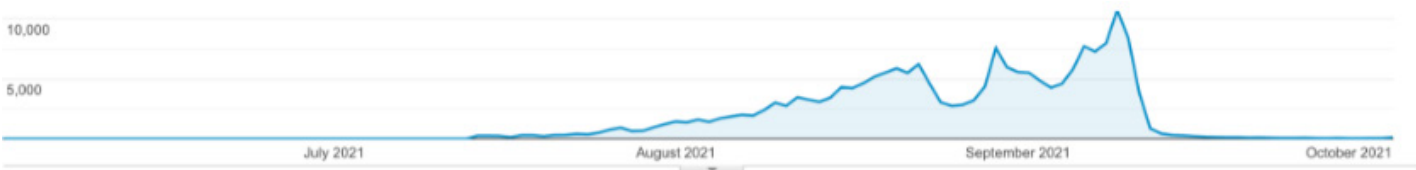
Movernie - Sept 11: <https://movernie.com/drive-festival-september-10-12-2021-canadian-tire-motorsport-bowmanville-ontario-canada/>

Globe and Mail - Sept 12: <https://www.theglobeandmail.com/drive/mobility/article-why-there-are-still-reasons-to-be-excited-for-your-local-car-show/>

Autotrader - Sept 15: <https://www.autotrader.ca/newsfeatures/20210915/first-ever-ontario-drive-festival-brings-cars-to-life/>

TV COVERAGE

Breakfast Television - Sept 10: <https://www.bttoronto.ca/videos/drive-festival-starting-today/>



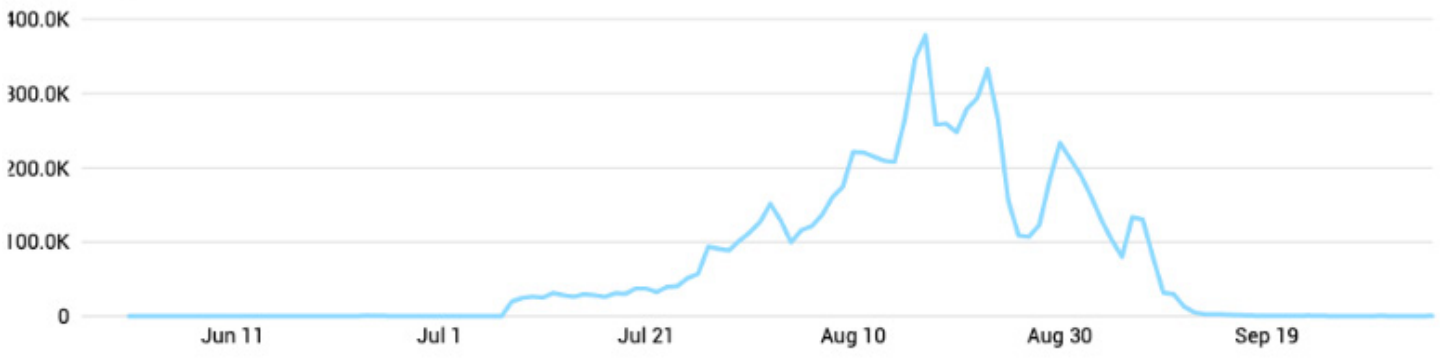
Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other ▾

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Sign Up (Goal 1 Conversion Rate)	Sign Up (Goal 1 Completions)	Sign Up (Goal 1 Value)
	168,018 <small>% of Total: 100.00% (168,018)</small>	165,816 <small>% of Total: 100.00% (165,816)</small>	228,143 <small>% of Total: 100.00% (228,143)</small>	69.41% <small>Avg for View: 69.41% (0.00%)</small>	1.71 <small>Avg for View: 1.71 (0.00%)</small>	00:01:23 <small>Avg for View: 00:01:23 (0.00%)</small>	0.06% <small>Avg for View: 0.06% (0.00%)</small>	147 <small>% of Total: 100.00% (147)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Direct	63,950 (36.81%)	64,418 (38.85%)	89,512 (39.24%)	73.32%	1.61	00:01:32	<0.01%	7 (4.76%)	\$0.00 (0.00%)
2. (Other)	52,186 (30.04%)	51,277 (30.92%)	56,898 (24.94%)	74.18%	1.52	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Organic Search	15,180 (8.74%)	13,171 (7.94%)	25,228 (11.06%)	51.62%	2.25	00:02:26	0.55%	139 (94.56%)	\$0.00 (0.00%)
4. Paid Search	13,129 (7.56%)	12,225 (7.37%)	19,770 (8.67%)	64.00%	1.86	00:01:38	<0.01%	1 (0.68%)	\$0.00 (0.00%)
5. Social	11,285 (6.50%)	10,280 (6.20%)	13,061 (5.72%)	63.07%	1.85	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Display	10,210 (5.88%)	10,022 (6.04%)	11,629 (5.10%)	87.20%	1.27	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Referral	7,406 (4.26%)	4,076 (2.46%)	11,459 (5.02%)	53.04%	2.20	00:02:07	0.00%	0 (0.00%)	\$0.00 (0.00%)

Results

Facebook Page Reach ⓘ

1,995,862 ↑ 303.7K%



Instagram Reach ⓘ

905,617 ↑ 182.1K%

