

GR TOYOTA
GAZOO
Racing
New Zealand



2021 TOYOTA GAZOO RACING NEW ZEALAND COMMUNICATIONS REPORT

CONTENTS

CONTENTS	2
INTRODUCTION	3
MEDIA COVERAGE	
PRE SEASON	6
SEASON OVERVIEW	8
66TH NZGP HAMPTON DOWNS - <i>ROUND 1</i>	10
TOYOTA GAZOO FESTIVAL H. DOWNS - <i>ROUND 2</i>	12
MANFEILD - CIRCUIT CHRIS AMON - <i>ROUND 3</i>	14
SOCIAL MEDIA	
FACEBOOK <i>PRE-SEASON</i>	18
FACEBOOK <i>SEASON</i>	20
INSTAGRAM <i>PRE-SEASON</i>	22
INSTAGRAM <i>SEASON</i>	24
WEBSITE	
STATISTICS ANALYSIS	28



INTRODUCTION

Delivering fast, competitive racing, New Zealand's premier single-seater category attracts drivers from around the globe. The Castrol Toyota Racing Series (TRS) is New Zealand's fastest racing category providing winter training in a southern hemisphere summer.

Moving into the 18th season as New Zealand's premier category, TRS is as exciting, fast and closely fought as ever.

The only class in New Zealand motorsport that offers aspiring racers vital experience with wings, slicks and composite technologies, TRS is Toyota's commitment to nurturing our next generation of top-level racing talent. No other manufacturer has made the same long term commitment to motorsport as Toyota New Zealand.

Drivers in the National Championship series compete for almost every major title and trophy in the sport. The series attracts Premier Gold Star status along with the New Zealand Grand Prix title, one of only two FIA-sanctioned Grand Prix race events outside of Formula One, making it a truly world class motorsport event.

The news coverage for the Toyota Racing Series was produced across TV, radio, print and online news channels. The pre-season coverage reached an audience of 2.02 million people with over 167 media items produced. The coverage during the season reached a further 6.2 million people through over 288 media items produced.

TV coverage was viewed globally, by livestream, while in New Zealand coverage of the NZ Grand Prix event was extensive through live TV on Spark Sport with further events being shown via a post-produced TV show on TV3's CRC Motorsport.

The coverage was further enhanced by our social media channels with over 45,000 engaged users on our social media pages during the season. Our total impressions on posts during the season were over 770,000 eyeballs across our two social channels.

On our website we have seen steady activity from users. DownLow, our e-zine, maintains excellent content issue to issue, and continues to grow incorporating all areas of TOYOTA GAZOO Racing New Zealand.

We look forward to the 2022 Castrol Toyota Racing Series season and seeing these numbers continue to flourish.

Nicolas Caillol
TOYOTA GAZOO Racing NZ Motorsport Manager

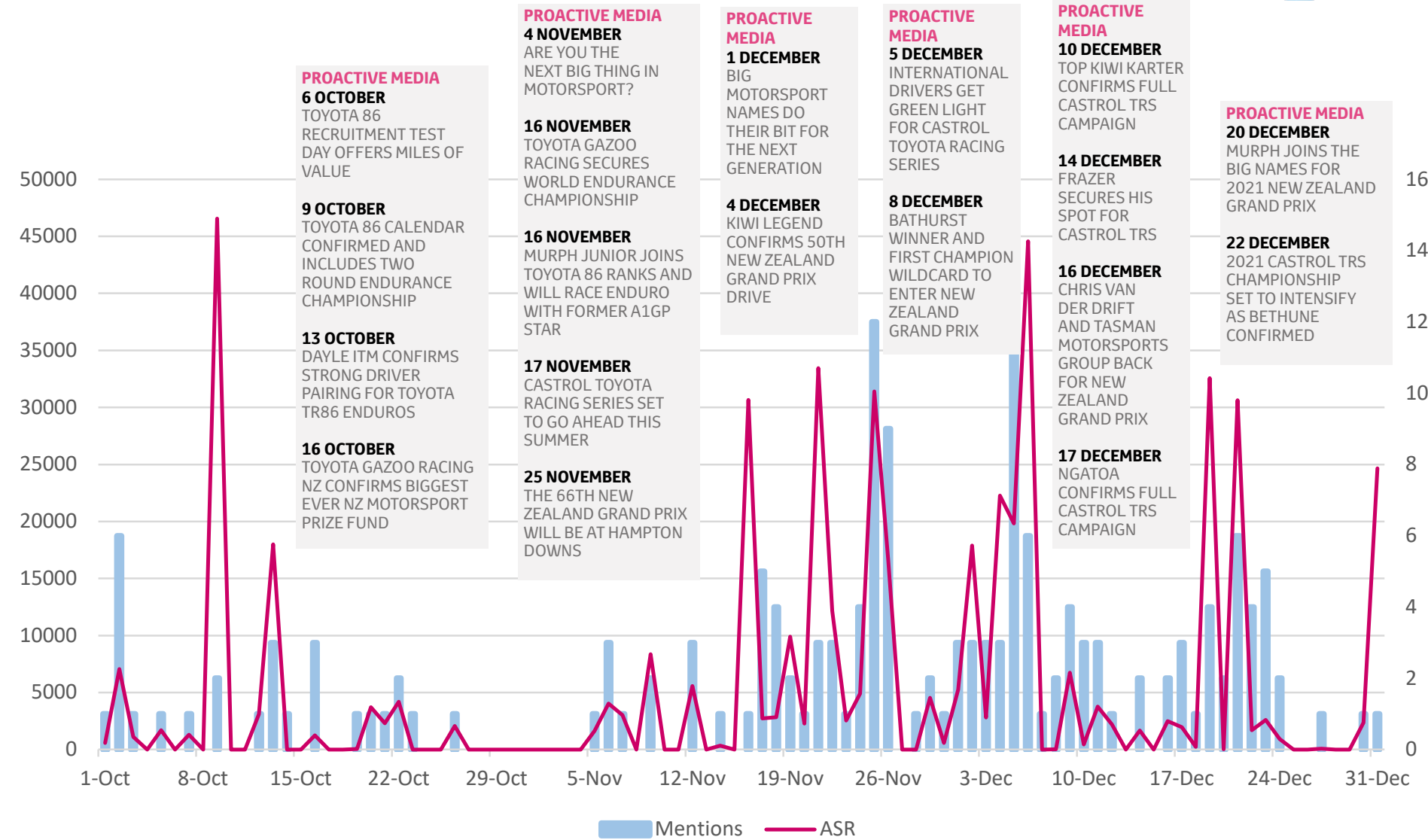


MEDIA COVERAGE

PRE SEASON

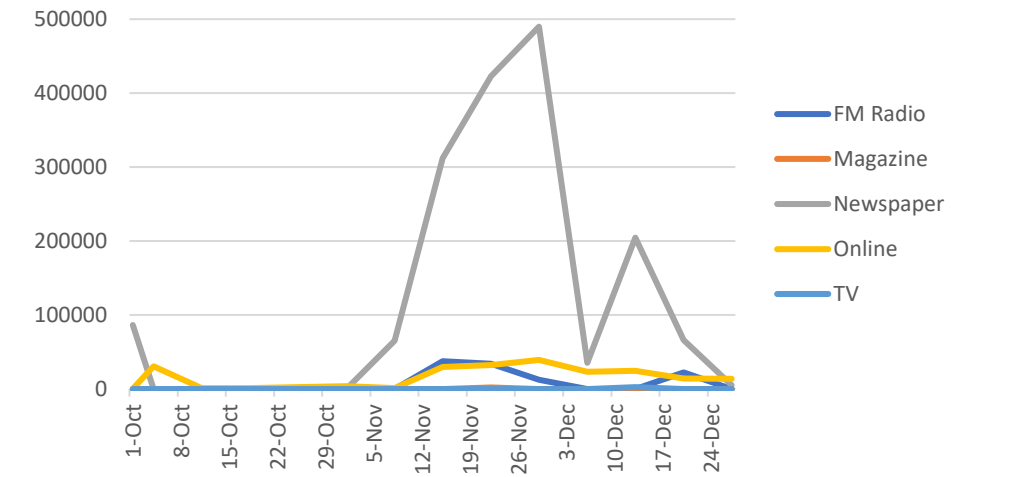
Mentions 167 Sum Audience 2.03m Sum ASR* \$498k

889 shares 3 retweets



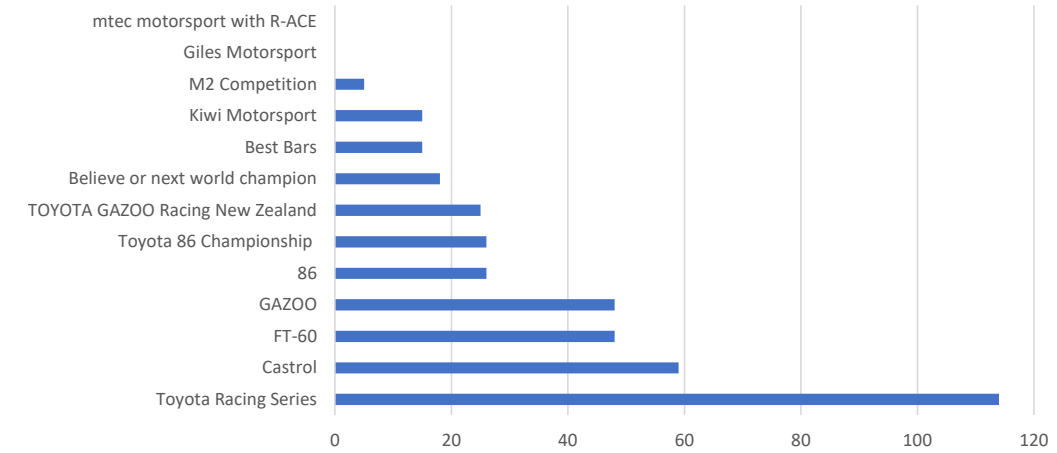
MEDIA COVERAGE DURING THE PERIOD OF 1ST OCTOBER TO 31ST DECEMBER
VOLUME VS ADVERTISING SPACE RATE GENERATED

MEDIA TYPE OVER TIME BY SUM REACH



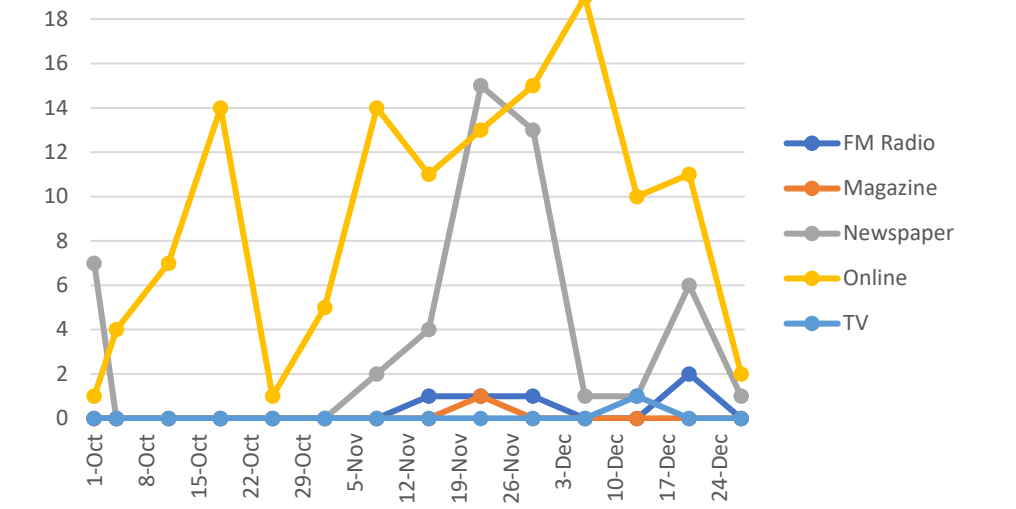
The above graph shows the media coverage type over the pre-season by sum reach. Interestingly, newspaper coverage had a major spike through November as we had the build up to the 86 championship and exciting TRS driver announcements. The rest of the audience reach looks very small, however it is worth noting that the graph starts at 100,000 so is still overall a good result.

KEY MESSAGES BY NUMBER OF TIMES MENTIONED IN NEWS ARTICLES



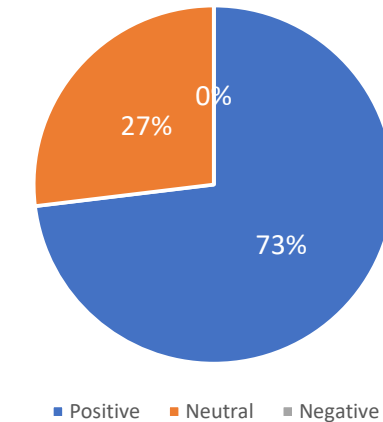
The above graph shows key messages in PR coverage. This allows us to track the key messages throughout the media coverage, and see which key messages do better than others. This is important to ensure the quality of PR you are getting, which helps further assess the value. The most popular key messages during this time were Toyota Racing Series, Castrol and FT-60.

MEDIA TYPE OVER TIME BY MENTIONS



The above graph, along with the one on the left, allows us to evaluate how successful our targeted proactive PR is. From this graph we can see that online media picked up our media releases the most, with the most amount of news articles generated online. There are also noticeable spikes in newspaper and radio coverage. Interestingly, looking at this graph the majority of the news coverage obtained was online news, but this is not reflected in audience reach. This is largely because websites do not actively report the number of visitors they have apart from the mainstream news sites, so this does make it hard to track accurately.

SENTIMENT OF MEDIA ARTICLES



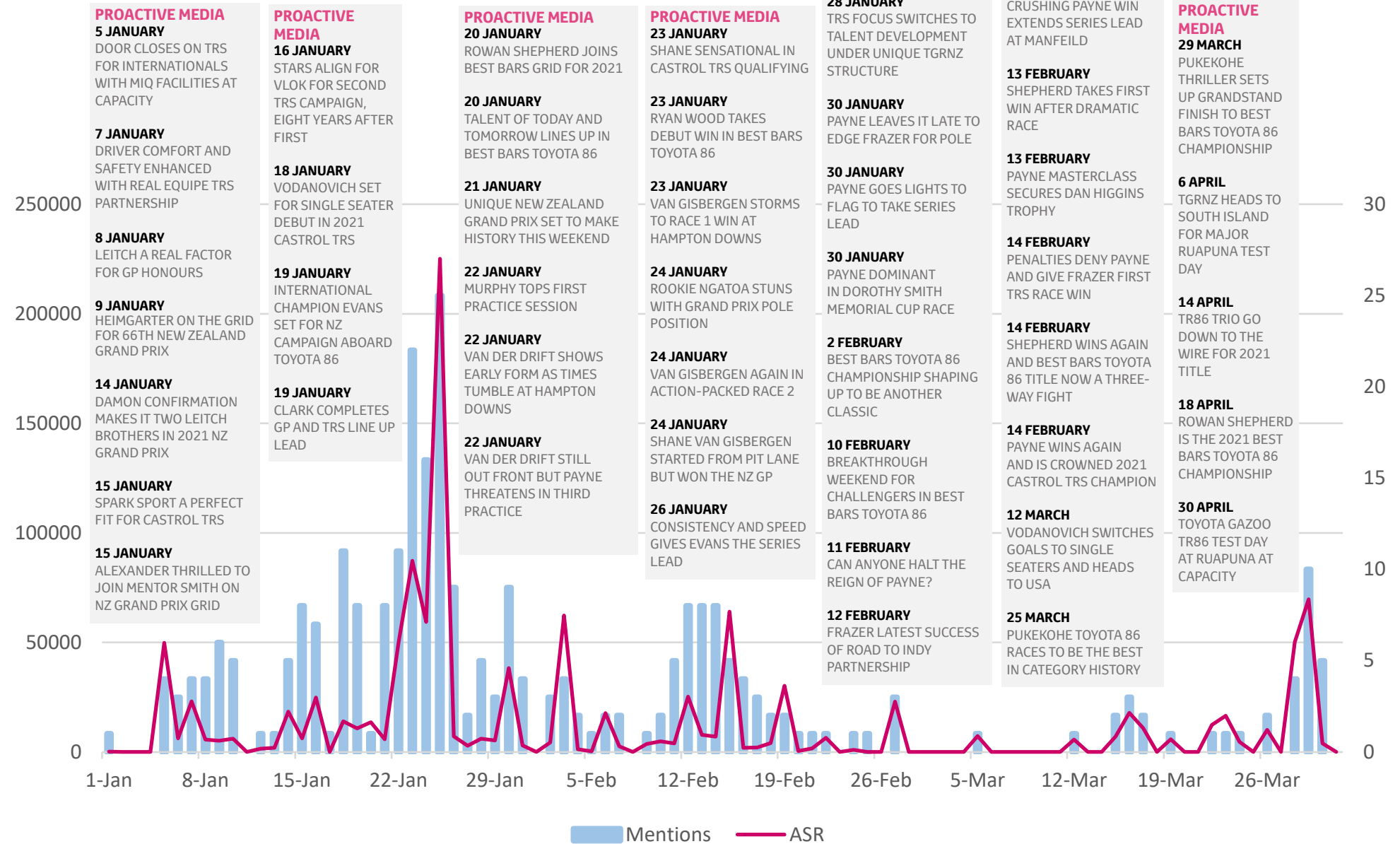
The sentiment of media articles allows us to assess the tonality of the total media coverage. The above chart shows that majority of the media coverage for the season was neutral or positive, with the majority positive at 73%. There was no negative coverage, but we should consider a small margin of error due to the nature of looking at tonality of language in news articles.

SEASON OVERVIEW

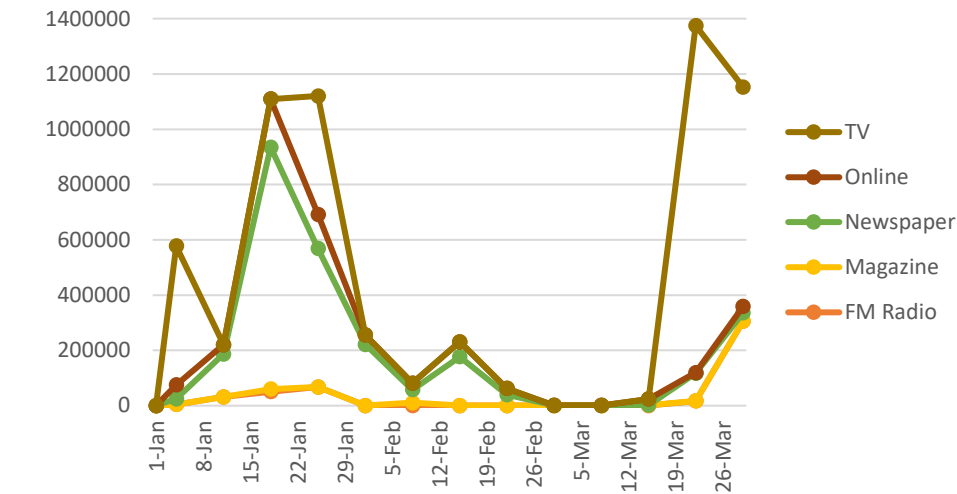
Total news articles **288**

Sum audience **6.21m**

Sum ASR* **\$1.17m**

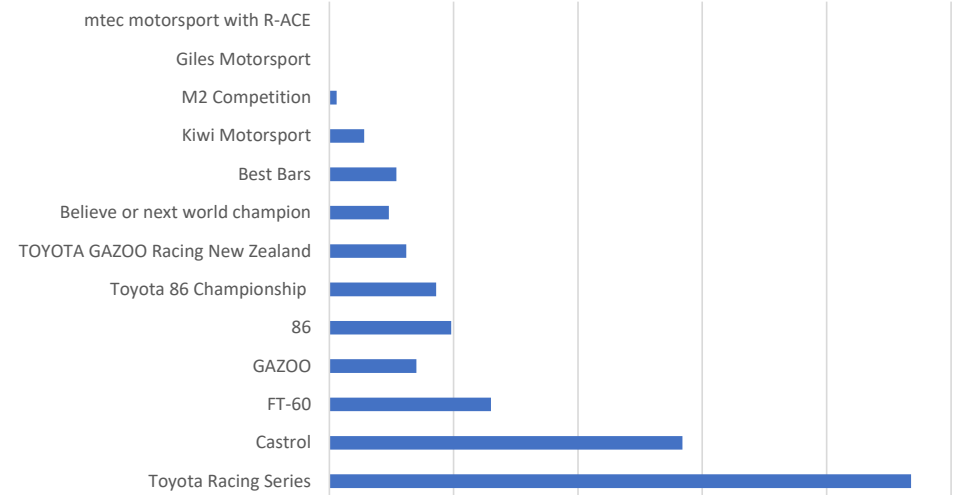


MEDIA TYPE OVER TIME BY SUM REACH



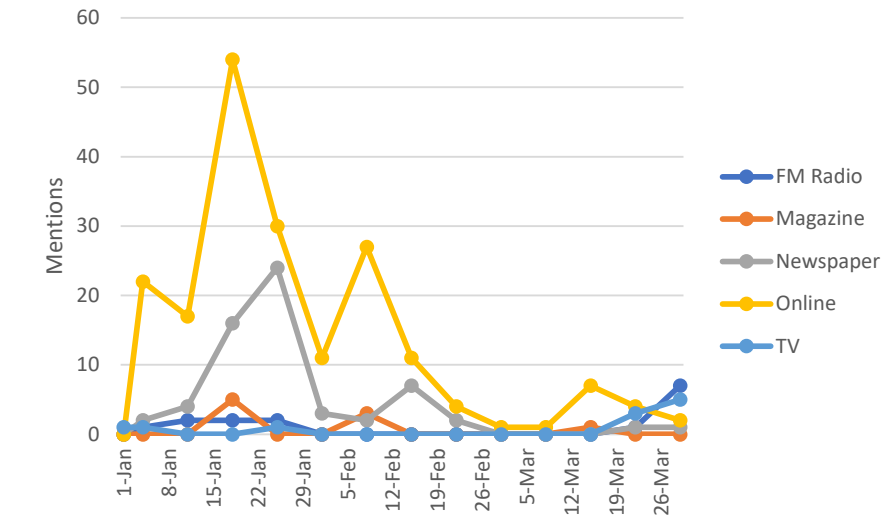
The above graph shows the media coverage type over the course of the season by sum reach. I have chosen to show it by sum reach as it is an effective way to see where our PR efforts are having the most impact in regards to awareness and consideration. As you would expect to see, when we did get TV coverage there were noticeable spikes in the overall audience reached. Newspaper and online coverage were also major contributors to audience reach.

KEY MESSAGES IN COVERAGE



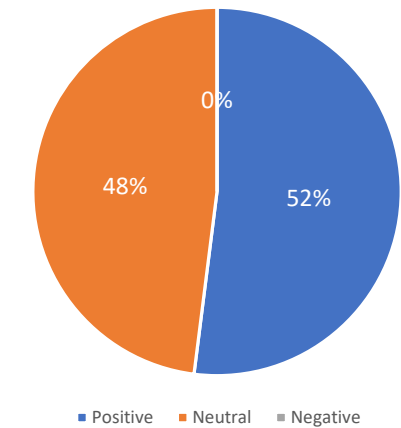
The above graph shows key messages in PR coverage. This allows us to track the key messages throughout the media coverage, and see which key messages do better than others. This is important to ensure the quality of PR you are getting, which helps further assess the value. The most popular key messages during this time were Toyota Racing Series, Castrol and FT-60.

MEDIA TYPE OVER TIME BY MENTIONS



The above graph, along with the one on the left, allows us to evaluate how successful our targeted proactive PR is. From this graph we can see that online media picked up our media releases the most, with the most amount of news articles generated online. Interestingly, newspaper coverage had almost identical shapes across both charts, therefore still being the most reliable media that we can use to promote the two motorsport series through our media coverage. While Radio coverage has been the least successful media channel this year for coverage.

SENTIMENT OF MEDIA ARTICLES



The sentiment of media articles allows us to assess the tonality of the total media coverage. The above chart shows that majority of the media coverage for the season was neutral or positive. With 52% of articles positive, and 48% neutral. Neutral sentiment is expected, especially during the season as articles will touch on multiple points of racing including accidents, and successful wins. This will even out and create a neutral sentiment.

ROUND ONE: NZ GRAND PRIX HAMPTON DOWNS

KEY SUMMARY

Describes the analysis period produced by iSentia. Includes data for all related mentions and used as the benchmark measurement tool for accurate comparison of data collected in previous seasons.

An analysis of coverage produced in the 7 days between 20th January 2021 and 26th January 2021 found 92 items. This coverage reached a cumulative audience of 2,062,179 and had an advertising space rate of NZD \$447,931. Online news had the biggest percentage of coverage with 58%, then print with 37%, radio with 4% and TV with 1% of the total coverage."



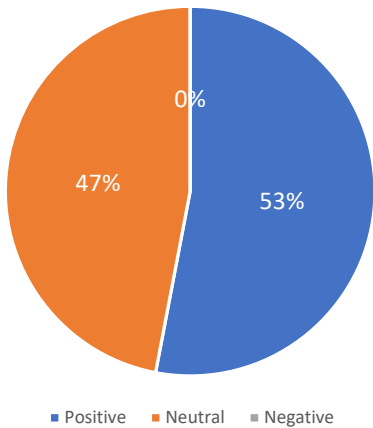
Relevant mentions
92

Sum Audience reached
2.1m

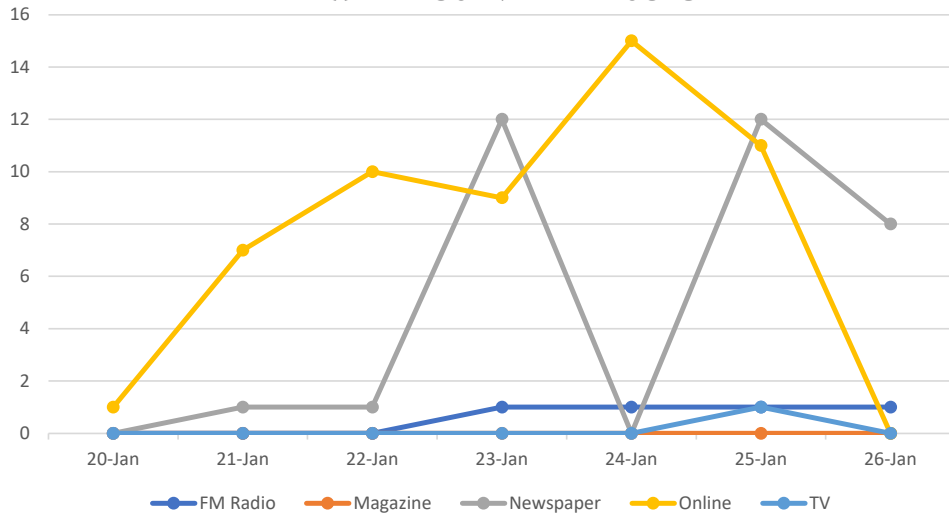
Sum ASR*
\$447.9k



OVERALL SENTIMENT OF NEWS COVERAGE



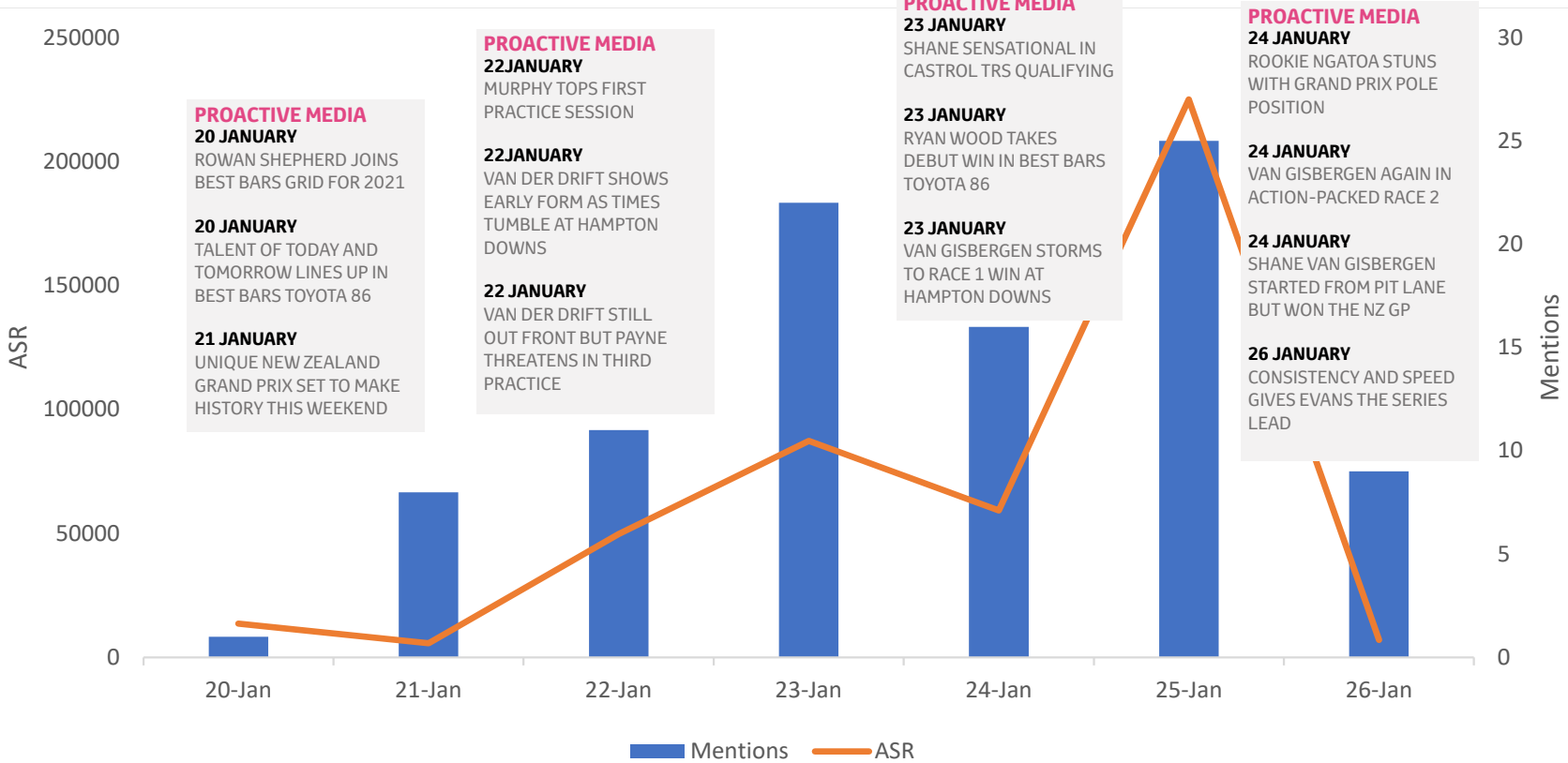
MEDIA TYPE OVER TIME BY VOLUME



KEY WORDS FROM ROUND ONE MEDIA COVERAGE



*The size of the word indicates volume of use in media coverage



MEDIA COVERAGE DURING THE PERIOD OF 20TH TO 26TH JANUARY
VOLUME VS ADVERTISING SPACE RATE GENERATED

ROUND TWO: TOYOTA GAZOO FESTIVAL HAMPTON DOWNS

KEY SUMMARY

Describes the analysis period produced by iSentia. Includes data for all related mentions and used as the benchmark measurement tool for accurate comparison of data collected in previous seasons.

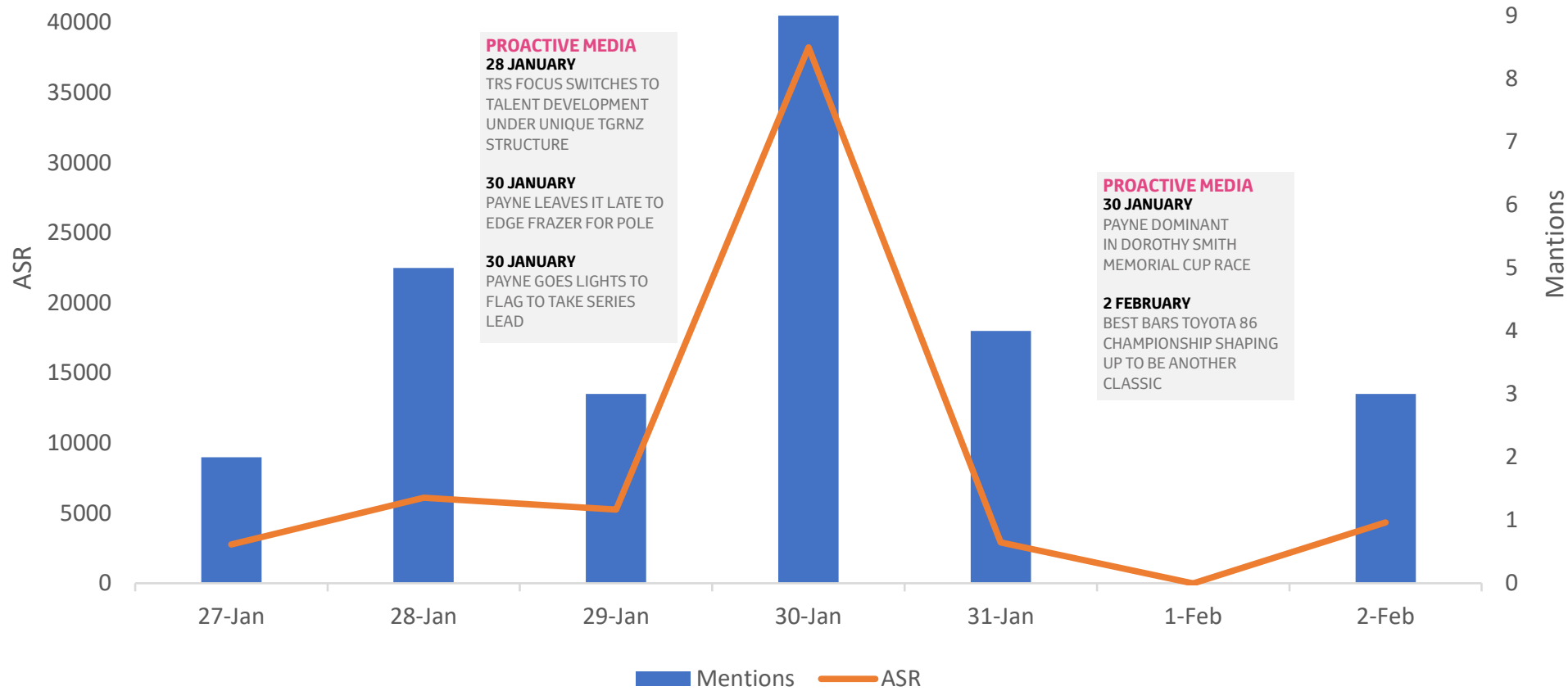
An analysis of coverage produced in the 7 days between 27th January 2021 and 2nd February 2021 found 26 items. This coverage reached a cumulative audience of 114,787 and had an advertising space rate of NZD \$59,625. Online news had the biggest percentage of coverage with 85%, and then print with 15%, of the total coverage. There were no other media channels in this round.



Relevant mentions 26

Sum Audience reached 115k

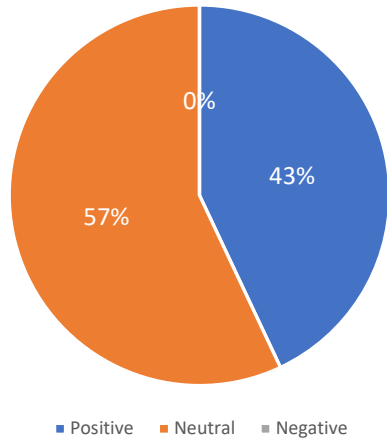
Sum ASR* \$59.6k



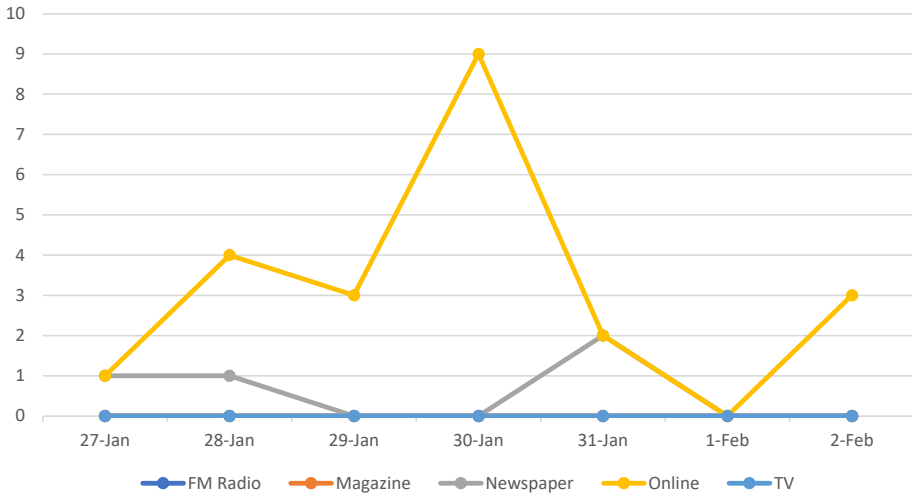
MEDIA COVERAGE DURING THE PERIOD OF 27TH JANUARY TO 2ND FEBRUARY
VOLUME VS ADVERTISING SPACE RATE GENERATED



OVERALL SENTIMENT OF NEWS COVERAGE



Media type over time by volume



KEY WORDS FROM ROUND TWO MEDIA COVERAGE



*The size of the word indicates volume of use in media coverage

ROUND THREE: MANFEILD CIRCUIT CHRIS AMON

"KEY SUMMARY

Describes the analysis period produced by iSentia. Includes data for all related mentions and used as the benchmark measurement tool for accurate comparison of data collected in previous seasons.

An analysis of coverage produced in the 7 days between 10th February 2021 and 16th February 2021 found 40 items. This coverage reached a cumulative audience of 114,700 and had an advertising space rate of NZD \$221,507. Online news had the biggest percentage of coverage with 83%, then print with 13%, and then magazines with 5% of the total coverage. "



Relevant mentions

40



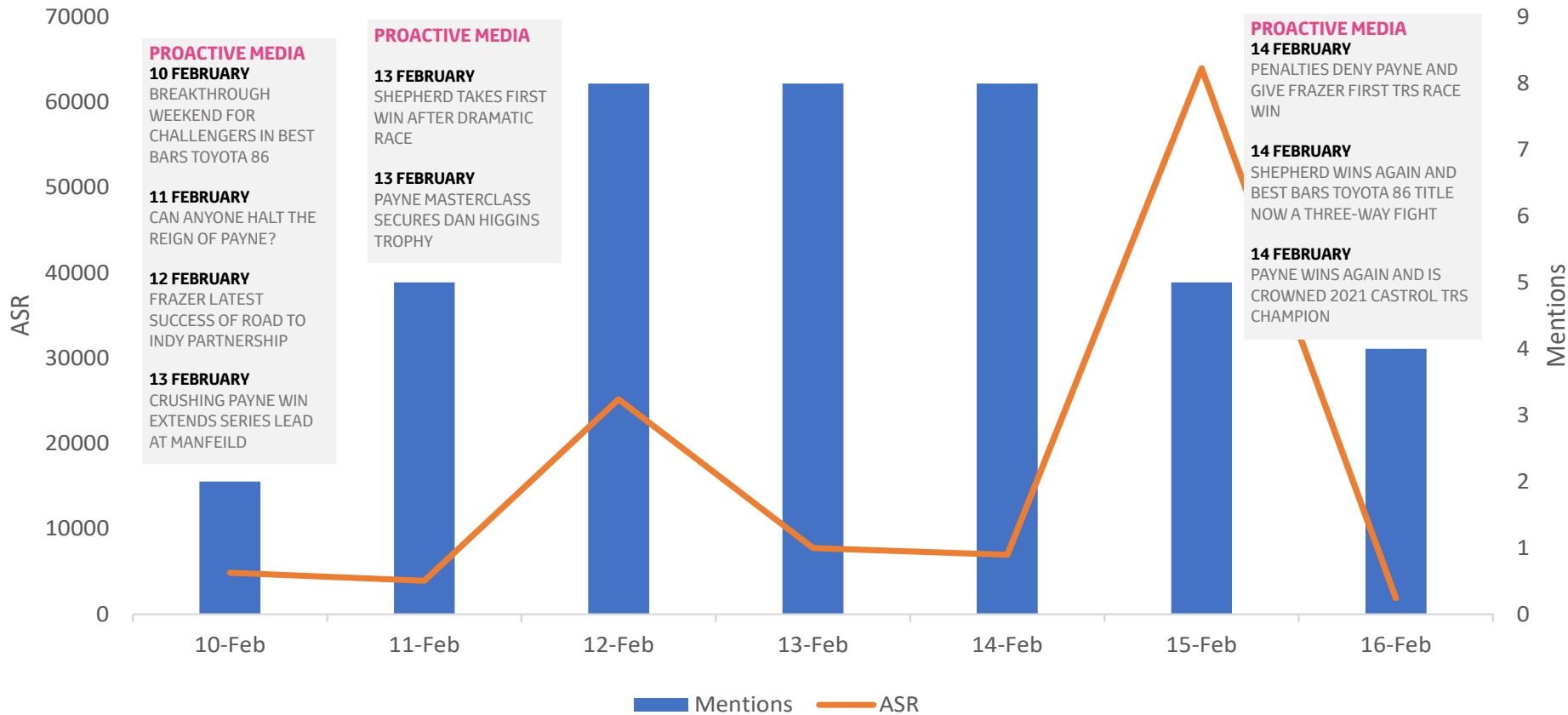
Sum Audience reached

114.7k



Sum ASR*

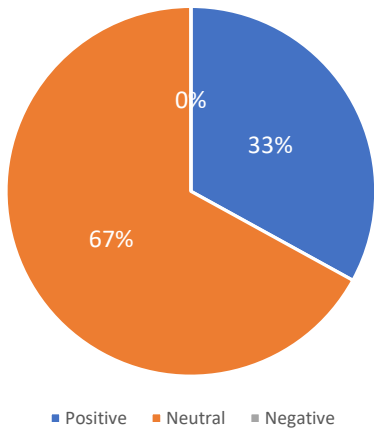
\$221.5k



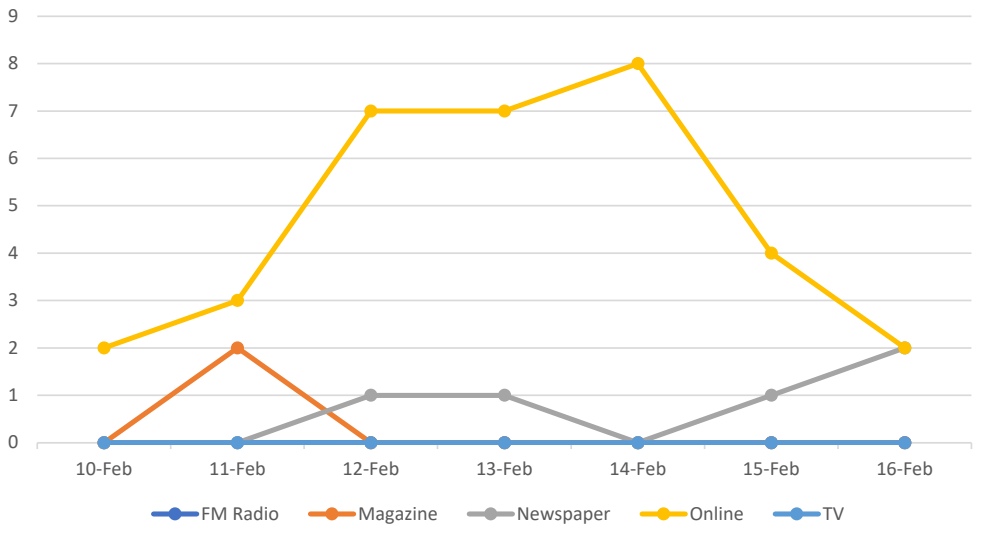
MEDIA COVERAGE DURING THE PERIOD OF 10TH TO 16TH FEBRUARY
VOLUME VS ADVERTISING SPACE RATE GENERATED



OVERALL SENTIMENT OF NEWS COVERAGE



Media type over time by volume



KEY WORDS FROM ROUND THREE MEDIA COVERAGE



*The size of the word indicates volume of use in media coverage



SOCIAL MEDIA

SOCIAL MEDIA: FACEBOOK (PRE SEASON)

ANALYSIS:

For the sake of consistent analysis across our multiple channels, the following is an analysis of our Facebook coverage from the 1st October - 31st December 2020. During this period, our total fans on Facebook increased by 12.4% on the same period the previous year. There were 285 organic likes, and 51 page unlikes resulting in a net total of 234 page likes in this timeframe.

Publishing behaviour and engagement

In total we published 51 posts, made up of 38 photos, 11 videos and 2 text only posts. The number of posts that we published has decreased by 20% on the same period the previous year due to less TRS rounds. Engagement and link clicks on the posts, remained steady.

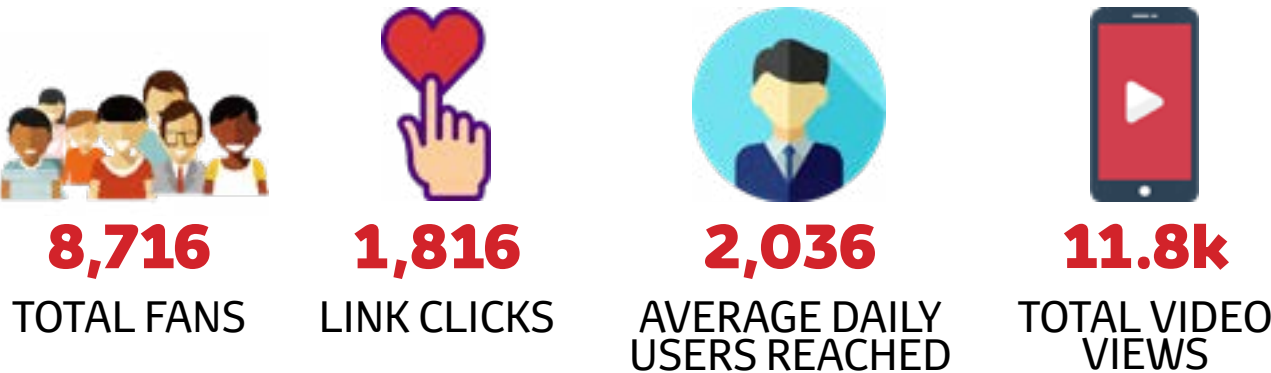
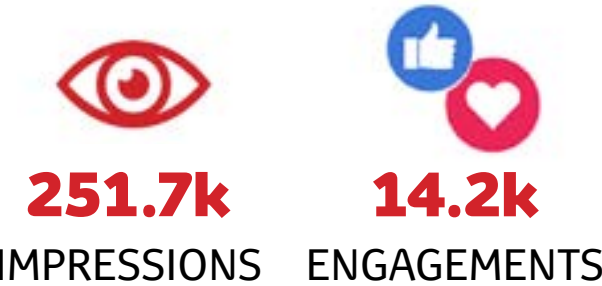
Impressions

In total there were 251,700 impressions during the pre-season time period. With a page reach of 187,200 people. This was made up of only organic (non paid) impressions/reach*. The total number of impressions decreased on the previous year by 4.7%. The average number of daily users reached was up significantly on this time last year at 2,036 people.

*Reach refers to the total number of people who see your content. Impressions are the number of times your content is displayed, even if it is not clicked on, and one person could have multiple impressions for a single piece of content.



ACTIVITY OVERVIEW



Total fans increased by

▲ 12.4%
on the previous year

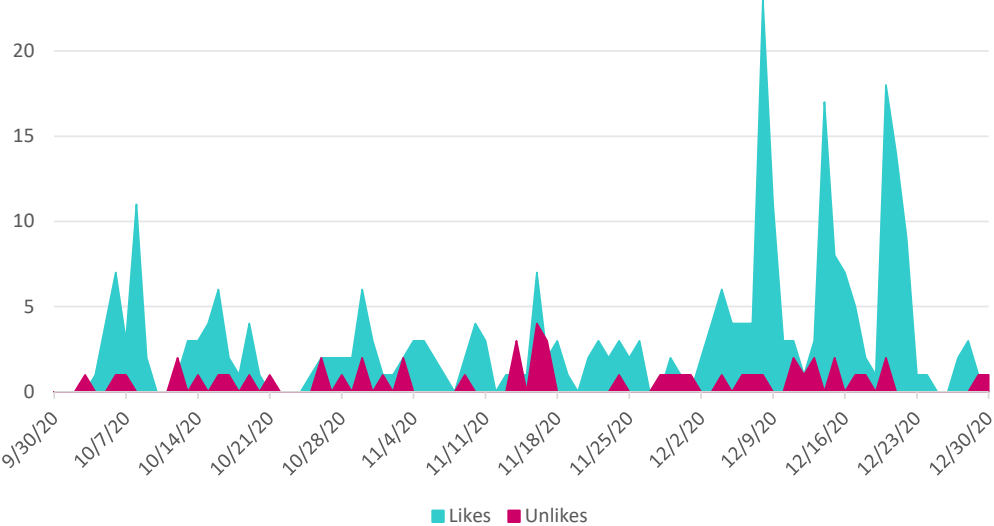
Total impressions decreased

▼ 4.7%
on the previous year

WHAT WE PUBLISHED



LIKES BREAKDOWN



TOP POST



TOP COUNTRIES

	NEW ZEALAND	4,440
	AUSTRALIA	902
	BRAZIL	354
	UNITED STATES	324
	UNITED KINGDOM	305

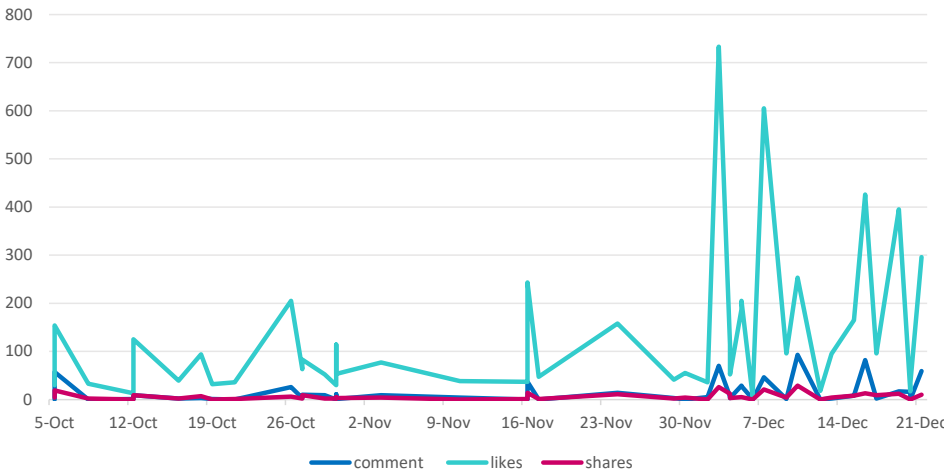
7.0%
ENGAGEMENT

16.9k
PEOPLE
REACHED

128
REACTIONS

6
COMMENTS

AUDIENCE ENGAGEMENT



PAGE FANS

MALE
83%

FEMALE
17%



FANS BY AGE BREAKDOWN



SOCIAL MEDIA: FACEBOOK (SEASON)

ANALYSIS:

For the sake of consistent analysis across our multiple channels, the following is an analysis of our Facebook coverage from the 1st January - 31st March 2020. During this period, our total fans on Facebook increased by 7.2% on the same period the previous year. There were 343 organic likes, and 59 page unlikes resulting in a net total of 284 page likes in this timeframe.

Publishing behaviour and engagement

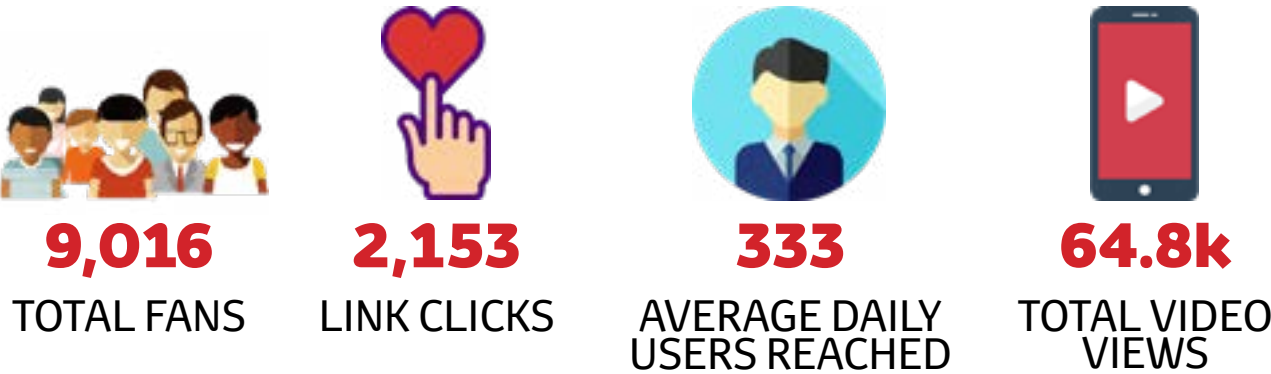
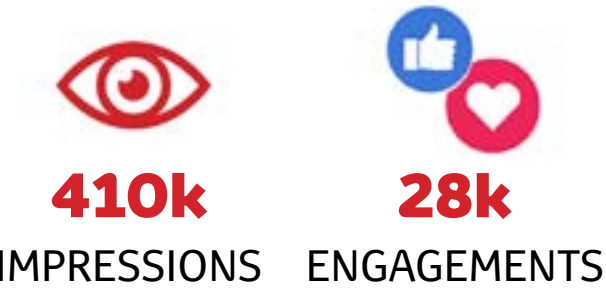
In total we published 101 posts, made up of 87 photos, 11 videos and 3 text only posts. We had a big increase on the previous year in total video views.

Impressions

In total there were 410,022 impressions during the pre-season time period. With a page reach of 261,200 people. This was made up of only organic (non paid) impressions/ reach*. The total number of impressions decreased on the previous year by 44%. The average number of daily users reached was 333 people.

**Reach refers to the total number of people who see your content. Impressions are the number of times your content is displayed, even if it is not clicked on, and one person could have multiple impressions for a single piece of content.*

ACTIVITY OVERVIEW



Total fans increased by

▲ **7.2%**
on the previous year

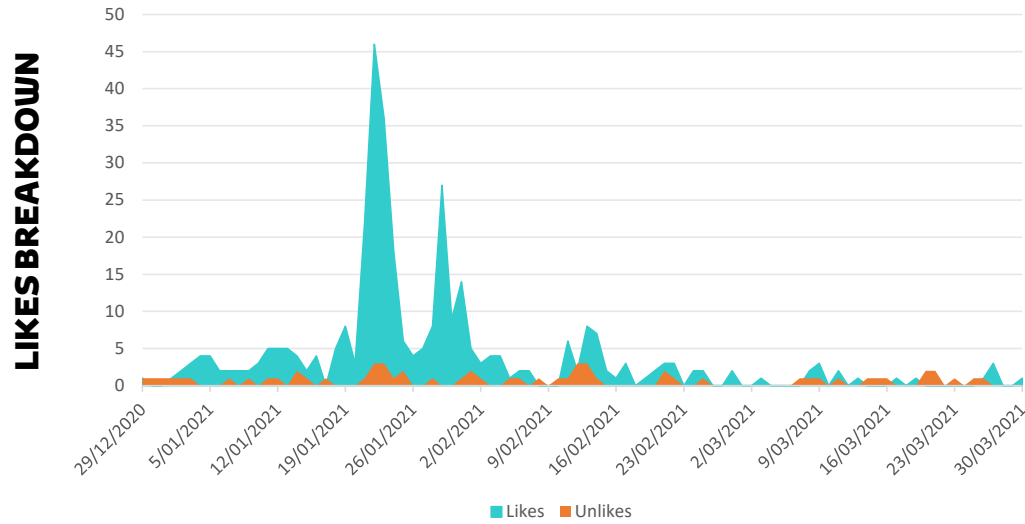
Total impressions decreased

▼ **44%**
on the previous year

WHAT WE PUBLISHED



101 POSTS



TOP POST



TOP COUNTRIES

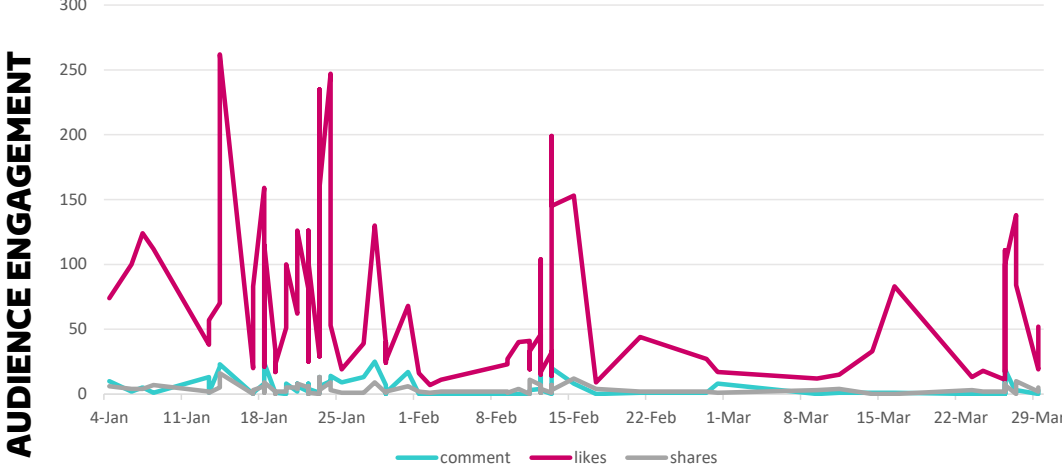
	NEW ZEALAND	4,670
	AUSTRALIA	939
	BRAZIL	352
	UNITED STATES	335
	UNITED KINGDOM	300

27.8%
ENGAGEMENT

55k
PEOPLE REACHED

101
REACTIONS

3
COMMENTS



PAGE FANS

MALE
83%
FEMALE
17%



SOCIAL MEDIA: INSTAGRAM (PRE-SEASON)

ANALYSIS:

For the sake of consistent analysis across our multiple channels, the following is an analysis of our Instagram coverage from the 1st October - 31st December 2020. It is great to be able report on our Instagram account's successes and areas of improvement.

Publishing behaviour and engagement

In total we published 33 posts, made up of 27 photos, 5 carousels and 1 video post. On the 70 posts, we had 4,193 likes, 61 comments, and 66 saves over the timeframe. We had an average of 1.67 engagements with our posts per person reached, and an average of 127 likes per post.

Impressions

In total there were 55,800 impressions during the pre-season time period. With a page reach of 22,200 people. This was made up of only organic (non paid) impressions/ reach*.

**Reach refers to the total number of people who see your content. Impressions are the number of times your content is displayed, even if it is not clicked on, and one person could have multiple impressions for a single piece of content.*

Stories

In total we posted 14 stories to our Instagram account over the pre-season time, which had a total of 7,639 impressions. The engagement rate for the stories was 82%, with a small number of tap backs but mostly tap forwards which is positive.



ACTIVITY OVERVIEW



55.8k

IMPRESSIONS



4,320

ENGAGEMENTS



22.2k

AUDIENCE REACH



3,486

TOTAL FANS



127

AVERAGE LIKES
PER POST



WHAT WE PUBLISHED



33
POSTS



27
PHOTOS
5
CAROUSELS



1
VIDEO

TOP POST



19%
ENGAGEMENT



1,925
PEOPLE
REACHED



363
REACTIONS



2
COMMENTS



STORIES



14
POSTS



8 IMAGES
6 VIDEOS



7.6k
IMPRESSIONS



6.2k
ENGAGEMENTS

6
REPLIES
6.2K
TAPS FORWARD



TOP STORY



PAGE FOLLOWERS

MALE

84%

FEMALE

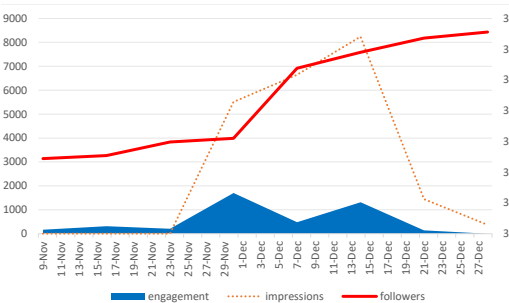
16%



TOP COUNTRIES

	NEW ZEALAND	1,160
	AUSTRALIA	281
	BRAZIL	195
	UNITED STATES	187
	ARGENTINA	88

FOLLOWERS BY IMPRESSIONS



The above graph shows that as the impressions of posts increased so did followers of the page. An improvement for the 2022 season is to boost posts so we can increase impressions.

SOCIAL MEDIA: INSTAGRAM (SEASON)



ANALYSIS:

For the sake of consistent analysis across our multiple channels, the following is an analysis of our Instagram coverage from the 1st January - 31st March 2021. This year it is great to be able report on our Instagram account's successes and areas of improvement.

Publishing behaviour and engagement

In total we published 142 posts, made up of 121 photos, 20 carousels and 1 video post. On the 142 posts, we had 16,805 likes, 160 comments, and 219 saves over the timeframe. We had an average of 0.45 engagements with our posts per person reached, and an average of 48 likes per post.

Impressions

In total there were 361,900 impressions during the season time period. With a page reach of 71,200 people. This was made up of only organic (non paid) impressions/ reach*.

**Reach refers to the total number of people who see your content. Impressions are the number of times your content is displayed, even if it is not clicked on, and one person could have multiple impressions for a single piece of content.*

Stories

In total we posted 211 stories to our Instagram account over the season, which had a total of 131,300 impressions. The engagement rate for the stories was 97%, with a number of tap backs but mostly tap forwards which is positive.



ACTIVITY OVERVIEW



361.9k

IMPRESSIONS



17.2k

ENGAGEMENTS



71.2K

AUDIENCE REACH



3,918

TOTAL FANS



48

AVERAGE LIKES PER POST



WHAT WE PUBLISHED



121

PHOTOS

20

CAROUSELS



142

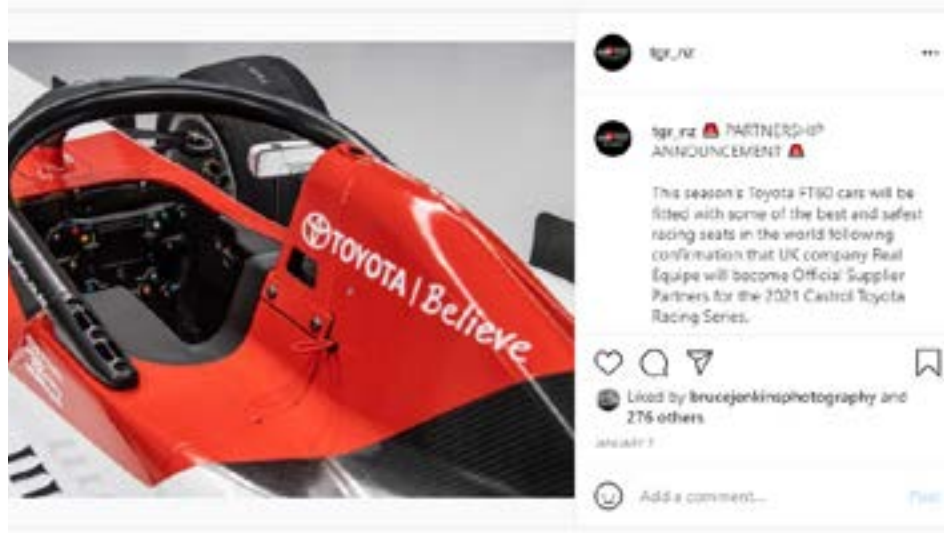
POSTS



1

VIDEO

TOP POST



13%

ENGAGEMENT



2,316

PEOPLE

REACHED



277

REACTIONS



3

COMMENTS



STORIES



211

POSTS



148

IMAGES

63

VIDEOS



131.3k

IMPRESSIONS



128k

ENGAGEMENTS

41

REPLIES

127.6K

TAPS FORWARD



TOP STORY

A message from @brendon_hartley to Kenny



Reach 1,2K

Impressions 1,2K

Comments 0

Taps forward 1,2K

Exits rate 14,78%

PAGE FOLLOWERS

MALE

85%

FEMALE

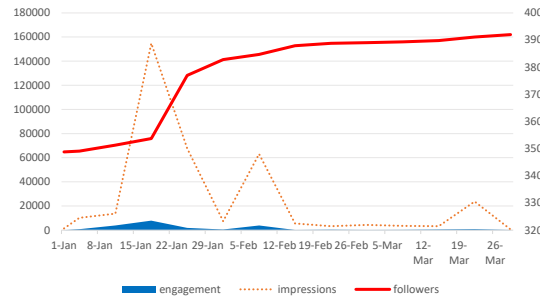
15%



TOP COUNTRIES

	NEW ZEALAND	1,350
	AUSTRALIA	354
	BRAZIL	197
	UNITED STATES	192
	UNITED KINGDOM	93

FOLLOWERS BY IMPRESSIONS



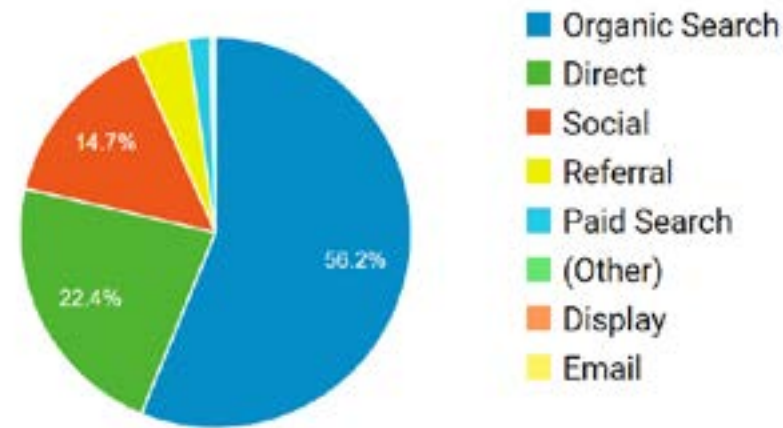
The above graph shows that as the impressions of posts increased so did followers of the page. An improvement for the 2022 season is to boost posts so we can increase impressions.



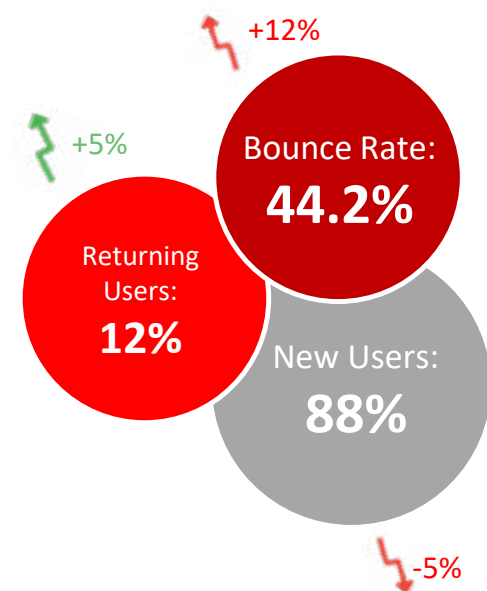
TGRNZ WEBSITE

TOYOTA GAZOO RACING WEBSITE

ACQUISITION



BOUNCE RATE



Users
24,116 -9,165

Sessions
37,516 -29,563

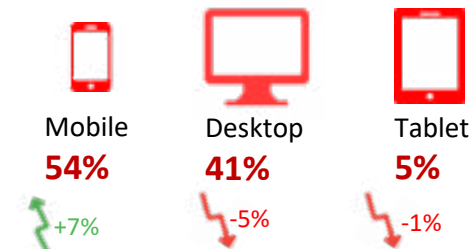
Avg. Session
00:02:26 sec -9 sec

Unique Pageviews
84,696 -70,562

Top 3 Exited Pages:

1. /racing/toyota-racing-series/calendar-results/2015-toyota-racing-series1/round-4-taupo-20151/
2. /racing/toyota-racing-series/calendar-results/2016-toyota-racing-series/round-3-hampton-downs-2016/
3. /racing/toyota-racing-series/calendar-results/2018-toyota-racing-series/round-3/

Sessions by Device



Site Speed

Avg. Page Load Time
7.85 sec +1.19

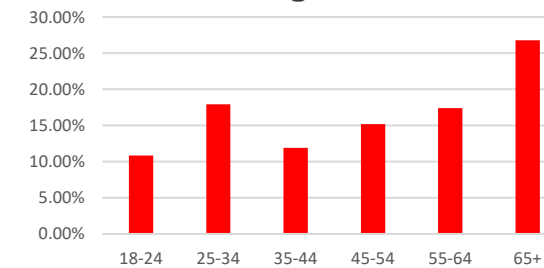
TOP 5 VISITED PAGES

1. /toyota-racing/castrol-toyota-racing-series/ (12.6% pageviews) -5%
2. Homepage (10% pageviews)
3. /toyota-racing/castrol-toyota-racing-series/calendar-results/ (6% pageviews) +6%
4. /toyota-racing/castrol-toyota-racing-series/calendar-results/2021-castrol-toyota-racing-series/round-1-hampton-downs-2021/
5. /toyota-racing/castrol-toyota-racing-series/news/

AUDIENCE



Age:



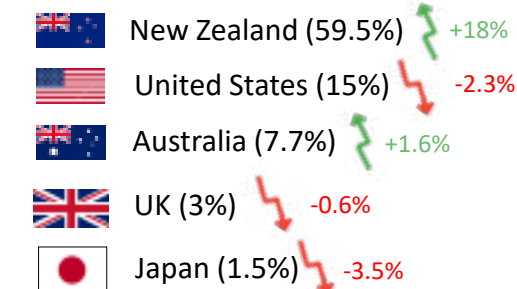
Number of visiting countries: **65**

Gender:

Male:
71.6% -

Female:
27.4% +

Top 5 Visiting Countries:



Most Viewed:

News article page:
Castrol Toyota Racing Series Announces 2021 Dates

Calendar results page:
Round 1: Hampton Downs 22-24 Jan 2021

Driver profile page:
#15 – Kaleb Ngatoa [NZL]



