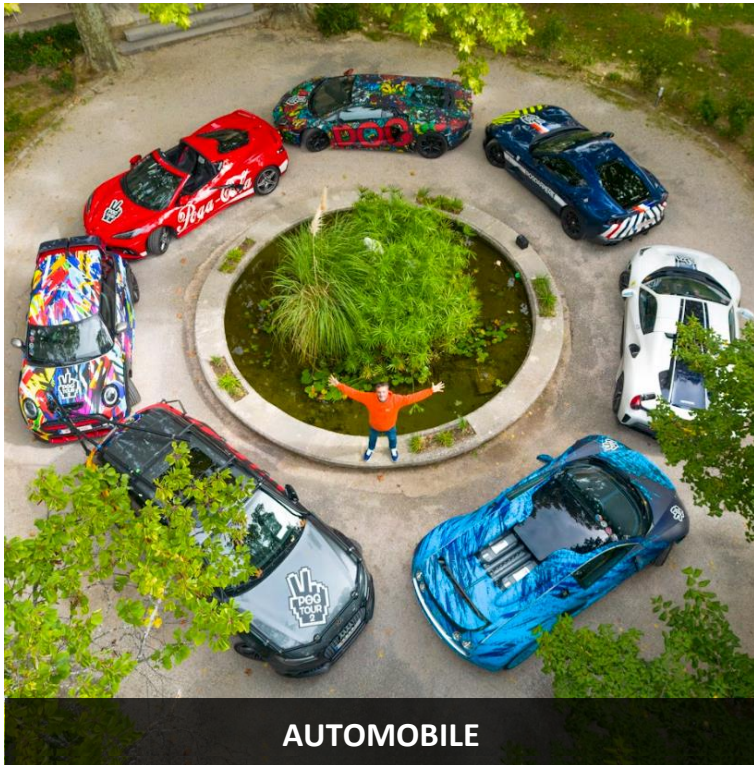


POGTOUR 2



POG A SHARED PASSION

Pog shares his life on social networks, with **proximity and sincerity**. He has created a strong bond between his community, which is as passionate about cars as he is, and which is also a **prescriber**. As the owner of 9 exceptional cars, and having owned a technology company, Pog knows what he is talking about. He brings a particular care to **the storytelling and the staging**. As a son of an advertising executive, he develops **strong marketing concepts adapted to social networks**. He doesn't take himself seriously, yet his message is full of **values**.



BRINGING PEOPLE TOGETHER



YouTube



Instagram



Facebook



TikTok



Snapchat



5 million

cumulative subscribers



1 200 000
subscribers



880 000
subscribers



1 000 000
subscribers



1 800 000
subscribers



160 000
subscribers

ENGAGING

Performance of POG's social networks over the year 2022.



Views per short video

507,000



Views per picture post

600,000



Views per story

120,000



« Likes » per post

28,900



Engagement on reach rate

12.8%






Views per YouTube video

444,000



Engaging contests

Prize : 12 iPhones

-  225,000 participants
-  1.3 million views
-  349,000 likes



 RHINOSHIELD

Prize : Peugeot 308 Hybrid

-  Registration on partner site
-  2.5 million views
-  67,000 likes



 lesfurets

Prize : 10 LEGO Creator boxes

-  22 400 participants
-  1.1 million views
-  52,000 likes

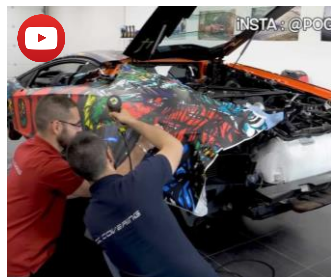




His cars, real characters

Pog's cars are famous and loved! He reveals them with great pomp, names them, personalizes them and gives them their own adventures. They become real characters.

The most popular Aventador: the Pogtador

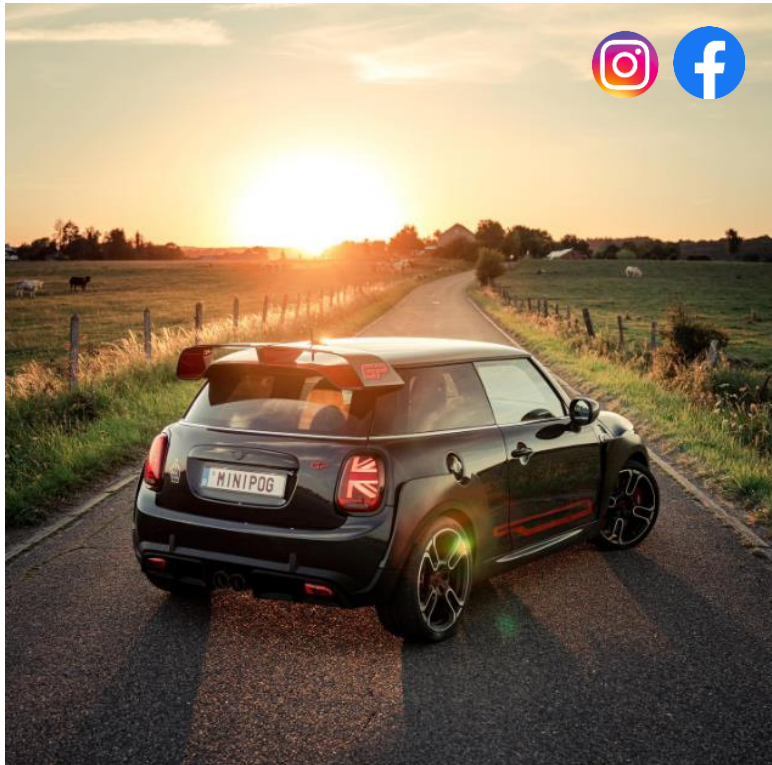


Creative and effective partnerships

Promoting the MINI GP 3.

Results :  68 million views

 3.7 million likes



Creative and effective partnerships #2

On the occasion of **BMW Motorsport** 50th anniversary,
promotion of BMW novelties for one year.

Results :

 31 million views

 1.5 million Likes



POG is an information channel

POG presents the latest automotive and technological news. Based on the information provided by his partners, he analyses, adapts and then shares the news with his community.



Automotive new products in the "**news**" format.



732,000 average views per news.

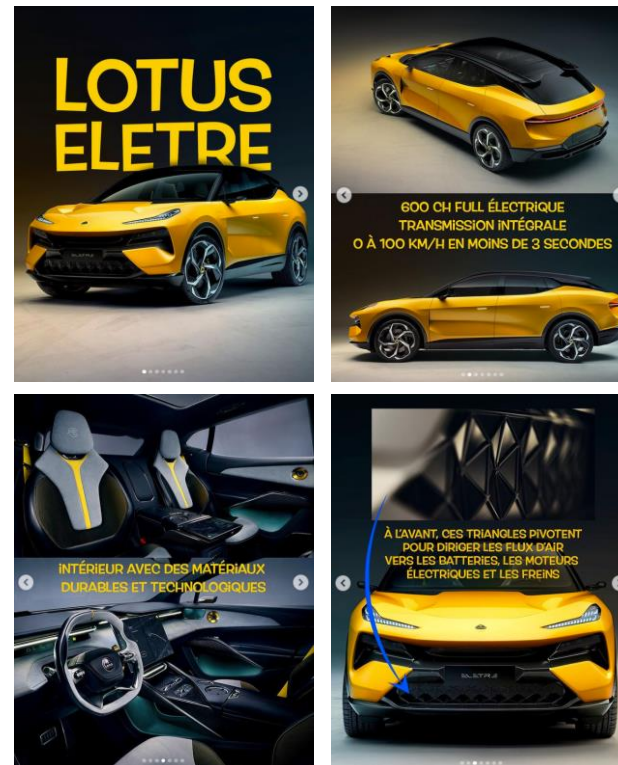


34,000 average « **likes** » per news.

Toyota Corolla GR



Lotus Eletre



Bugatti Mistral



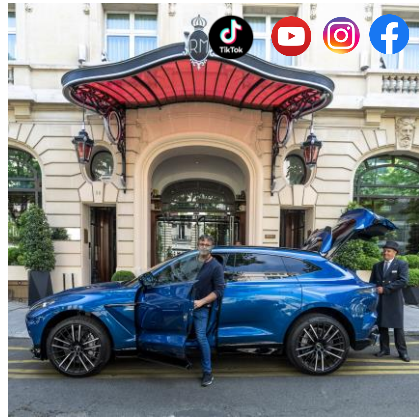
Car Tests

Cupra
Formentor VZ5



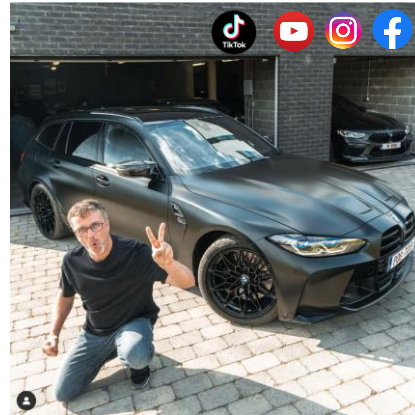
1.7M views

Aston Martin
DBX 707



11.6M views

BMW
M3 Touring



12.2M views

Mercedes
EQS



1.5M views

Caterham
340S



1.6M views

- An opinion in line with his **experience**, expectations and daily needs.
- A **technological** expertise.
- An integration in POG's daily life. An original and rewarding **lifestyle**.

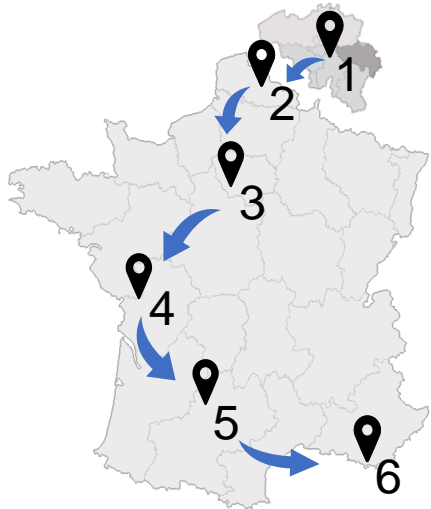
EVENTS

Information – Meetings – Emotions



Pog is invited to many automotive events, to **provide information** on a brand, a product or a discipline, to **meet** and **share** experiences. An event is a concentration of **emotions** to be experienced and transmitted.

POG TOUR 2



From **virtual** to **reality**. The POG TOUR is the opportunity for POG to meet his community. A week of road-trips, more than **30,000 fans** gathered at various **events**. An opportunity to celebrate a shared **passion** for cars.



POG ON TRACK

3 friends - 22 supercars - 1 track



A **blockbuster** for social networks, dedicated to the passion of motorsport..



8K cameras, FPV, drones, camera-car. Up to **16 cameras** filming simultaneously.



Dozens of **multi-channel** and multi-format contents.



25 millions cumulative views.



POG LIVE

“You configure my future Porsche LIVE”

- **Configuration** of a Porsche GT4 RS on YouTube Live **by the community**.
- **POG LIVE portable studio:** Filming in the Porsche Centre Brussels.
- **8 sources:** 4 fixed cameras, 1 hand-held camera, 3 sources for inserts and commentaries.
- **Live voting** to allow viewers to configure the car.



24,000 simultaneous viewers.



196,000 total views on the livestream.



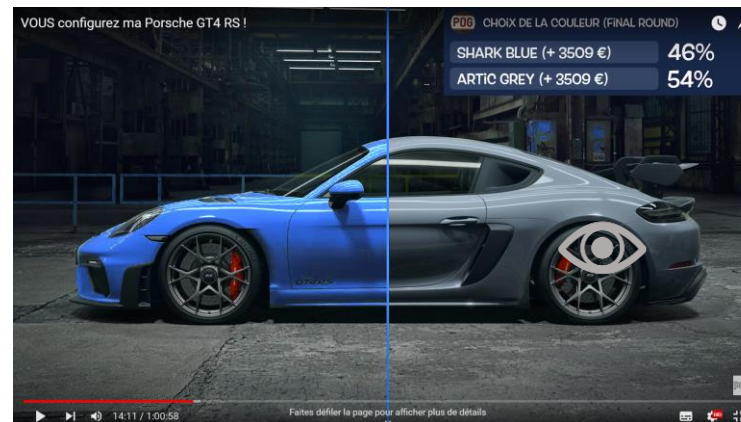
431,000 comments.



3,800,000 total views of the multimedia campaign.



5 simultaneous 4K and 8K video cameras



Live voting



Backstage with POG's team

Creativity

Creation of strong **concepts**, adapted to social networks.

« I turned my Lamborghini into an X-Box gamepad »



 132 million views

Delivery of a car in a giant package and other adventures.



 68 million views

Receiving a car in first person

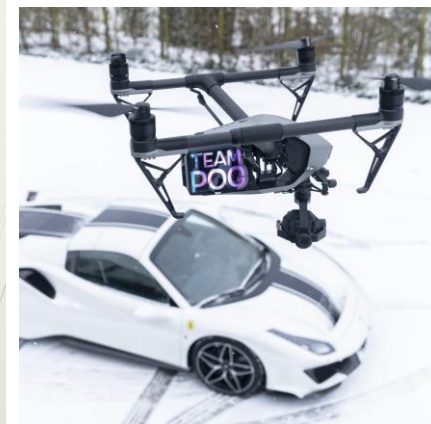


 8 million views

Creativity

Production

Production of an unprecedented quality on social networks by an in-house team equipped with the **latest audiovisual technologies**.



Creativity

Production

Broadcasting



900 million views
on Pog's social networks
in 2022



**Enjoy one of the largest
automotive communities in
the world!**

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