



**2014 SOCIAL MEDIA ANALYSIS
PREPARED BY MVT PR**

———— #IndianWells ————

During the 2014 BNP Paribas Open, Indian Wells saw an incredible amount of mentions on social media, specifically on Twitter. From the world's greatest tennis stars, celebrities, journalists, fans and more, the City received overwhelming exposure. There is no question that the value derived from this awareness is significant, and with the continual growth of social platforms the potential for future exposure is immense.

#IndianWells

What players and celebrities were talking about Indian Wells?
The biggest and best, with tens of millions of followers...



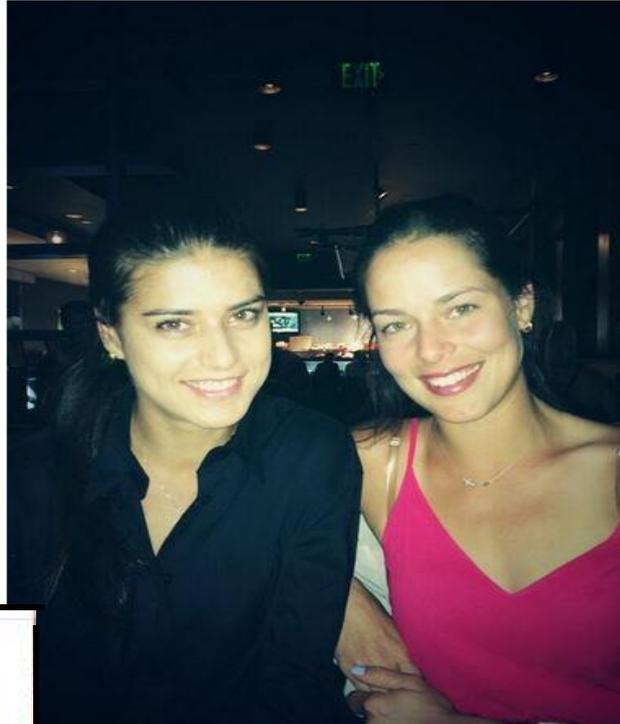
#IndianWells

A brief sample set shows players from Rafael

Nadal (6.6 M followers) to Sania Mirza (1.78M) to Ana Ivanovic (194k) to Tomas Berdych (90k) to Grigor Dimitrov (55k) mentioning Indian Wells. This list could go on and on, but really the next two slides sum up a lot about the players.

 **Rafa Nadal** @RafaelNadal · Mar 16
Congrats to my friend @flavia_pennetta for your great victory today in Indian Wells. Grandissima e tanti auguri!
Collapse Reply Retweet Favorite More

 **Tomáš Berdych** @tomasberdych · Mar 6
View from the office #indianwells pic.twitter.com/acGXau2tzl


 **Ana Ivanovic** @Analvanovic · Mar 7
Dinner time in Indian Wells :))) pic.twitter.com/ZYL4zANn7G


REETS 2 FAVORITES 675
PM - 7 Mar 2014 · Details
Collapse Reply Retweet Favorite More

 **Sania Mirza** @MirzaSania · Mar 2
Next stop -LA :) sad to leave home but happy to go back to one of my favourite tournaments.. #Indianwells [instagram.com/p/IEUBNdD7kn/](https://www.instagram.com/p/IEUBNdD7kn/)
Expand Reply Retweet Favorite More

 **Grigor Dimitrov** @GrigorDimitrov · Mar 7
Happy to be back at Indian Wells! Tune up almost done. First match on Sunday :)
Expand Reply Retweet Favorite More

#IndianWells

Roger Federer used Indian Wells throughout the tournament, accumulating thousands of retweets and tens of millions of total impressions.



Roger Federer @rogerfederer · Mar 4

Great to be back. Love it here. pic.twitter.com/hkBD1eb7jZ

← Reply ↻ Retweet ★ Favorite

Flag media

#IndianWells

 **Roger Federer** 
@rogerfederer  **Following**

Checking out the new stadium 2 here at
[#indianwells](#)
[#givethebuilderabonusforbuildingsoquickly](#)
pic.twitter.com/Sz4OcnTUoP

 Reply  Retweeted  Favorited  More



RETWEETS
1,091

FAVORITES
1,884



10:01 PM - 4 Mar 2014

Flag media

 **Roger Federer** 
@rogerfederer  **Following**

Thanks for coming out and supporting
[#tennis](#) [#indianwells](#)
pic.twitter.com/RfCW4dkQBD

 Reply  Retweeted  Favorited  More



 **Roger Federer** 
@rogerfederer  **Following**

Love the [@ATPWorldTour](#). Wonderful
couple of weeks here in [#indianwells](#) thanks
for everything [#fans](#) [#meloveyoulongtime](#)

 Reply  Retweeted  Favorited  More

RETWEETS
2,071

FAVORITES
3,366



9:01 PM - 16 Mar 2014

#IndianWells



Pau Gasol 
@paugasol
Barcelona, Memphis, Los Angeles... And now Twitter!
facebook.com/paugasol
paugasol.com

TWEETS 7,993 FOLLOWING 230 FOLLOWERS 2.58M  

 Followed by Flavia Pennetta, David Ferrer, Lisa Leslie and 34 others.



Pau Gasol @paugasol · Mar 16
Muchas felicidades @flavia_pennetta y a tu equipo por ganar en #BNPPO14 #IndianWells !! Congrats Flavia on winning the tournament! #Grande

[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

RETWEETS 44 FAVORITES 49



1:41 PM - 16 Mar 2014 · [Details](#)

Reply to @paugasol @flavia_pennetta

From Pau Gasol to Randy Jackson celebrities weren't going to be outdone by the players in terms of influence regarding Indian Wells. Their tweets, retweets and mentions were extremely significant, and exceptionally influential during the tournament.

 **Randy Jackson** @YO_RANDYJACKSON · Mar 16
Yo from Indian Wells today with
The men's winner @DjokerNole

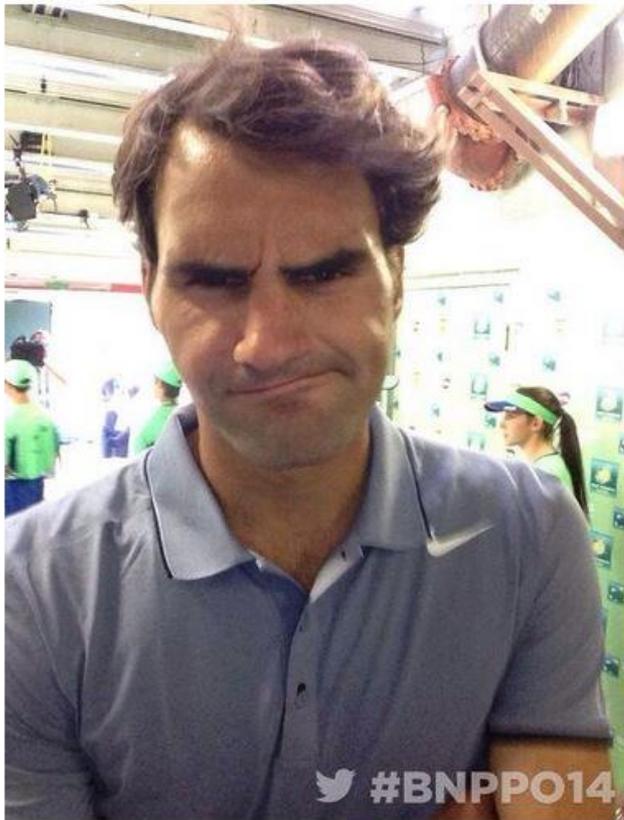


  16  38 [View more photos and videos](#)

#TwitterMirror

.@rogerfederer flashes his bring-on-the-finals face after his win at the #BNPPO14 today #IndianWells #TwitterMirror pic.twitter.com/nYVCrjnAjr

← Reply 🗑 Delete ★ Favorite ⋮ More



RETWEETS 858 FAVORITES 921



Sent from the @BNPParibasOpen account, this tweet to the left produced the most engagement, and over four million potential impressions. Twitter Mirror secured invaluable activity during the tournament, showing a lighter side to athletes and an appeal to fans walking the grounds to participate. Twitter was so impressed by the activation of the program that it produced a blog about its success, and showcased some of the best mentions and tweets from the two weeks.

Media Blog

All Twitter Blogs

BNP Paribas Open serves up Twitter Mirror photos, Vine videos

Wednesday, March 19, 2014 | By Lauren Fraser (@lfraser), Sports Partnerships [17:16 UTC]

Tweet

During the last two weeks, the world's best tennis players were in Indian Wells, Calif. for the BNP Paribas Open (@BNPPARIBASOPEN), the biggest tennis tournament in the States after the US Open. With behind-the-scenes photos and Vine videos coming from @BNPPARIBASOPEN and selfies and messages from the athletes, Twitter gave fans an all-access pass to the tournament.

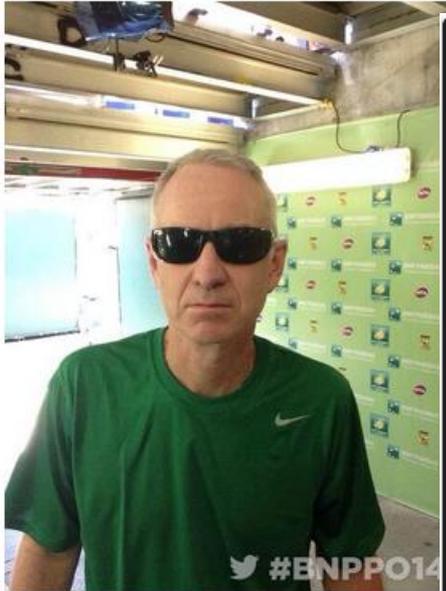
#TwitterMirror



BNP Paribas Open @BNPPARIBASOPEN

16 Mar

A "cool" John #McEnroe hangs out in the tunnel in #IndianWells at the #BNPPO14 pic.twitter.com/IVsVqzKIPE



#BNPPO14

Expand



BNP Paribas Open @BNPPARIBASOPEN

16 Mar

.@DjokerNole kisses the Serbian flag on the #TwitterMirror after winning his third #BNPPO14 title in #IndianWells pic.twitter.com/Bvq3Ek4VKa



BNP Paribas Open @BNPPARIBASOPEN

Follow

.@flavia_pennetta celebrates her #BNPPO14 singles title on the #TwitterMirror in #IndianWells

3:58 PM - 16 Mar 2014

132 RETWEETS 171 FAVORITES



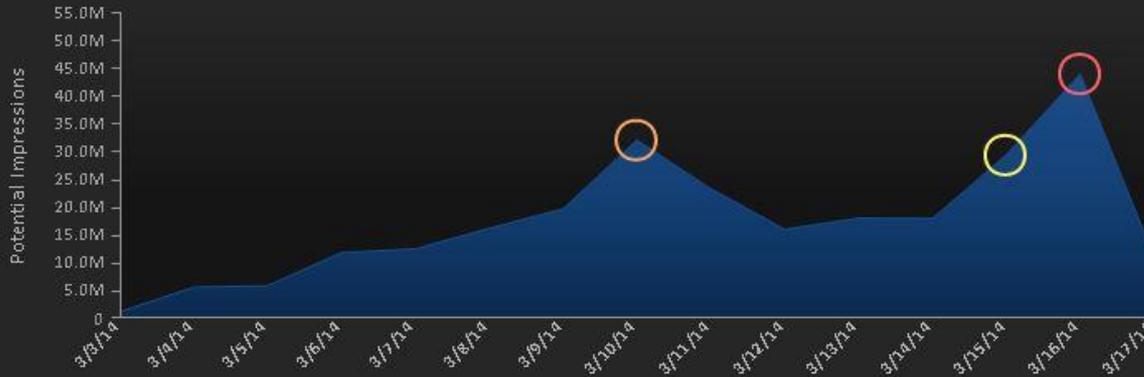
#BNPPO14

RETWEETS 142 FAVORITES



#IndianWells

Potential Impressions



TOTAL IMPRESSIONS

263,570,774

Total Potential Impressions

17,571,385

Average Daily Impressions

75,740,285

Total Potential Reach

Top Tweets Contributing to Peak Impressions

3/16/2014

Muchas felicidades @flavia_pennetta y a tu equipo por ganar en #BNPPO14 #IndianWells !!
Congrats Flavia on winning the tournament!
#Grande

paugasol

2,500,114 Followers

Contributing 6% of the overall 43,863,245 potential impressions for that day.

3/10/2014

#IndianWells Dolgopolov frena a Nadal <http://cort.as/83R3> (http://deportes.elpais.com/deportes/2014/03/11/actualidad/1394510831_631739.html)

el_pais

3,143,507 Followers

Contributing 10% of the overall 31,967,702 potential impressions for that day.

3/15/2014

RT @BNPPARIBASOPEN: @rogerfederer flashes his bring-on-the-finals face after his win at the #BNPPO14 today #IndianWells #TwitterMirror <http://>

TwitterSports

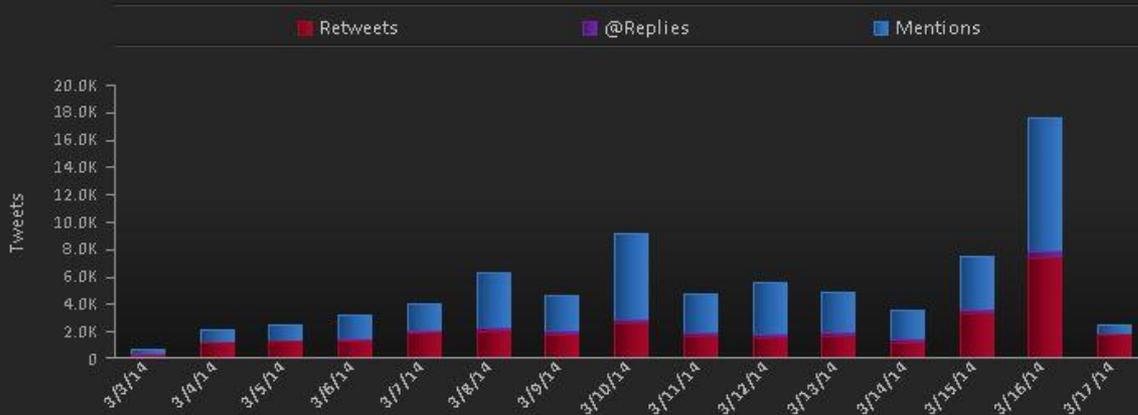
3,050,328 Followers

Contributing 10% of the overall 29,280,507 potential impressions for that day.

From March 3-17, #IndianWells produced 263,570,774 potential impressions and a potential reach of 75,740,285. Beyond that, mentions of “Indian Wells” without the hashtag likely generated hundreds of millions of additional potential impressions domestically and internationally during the 2014 BNP Paribas Open.

#IndianWells

Stream Tweets Over Time



TOTAL TWEETS

78k

Tweets With Keyword



The Indian Wells keyword was used approximately 78 thousand times during the 2014 BNP Paribas Open

This means that over the 14 days of the tournament, approximately four times per minute someone was using #IndianWells

Not surprisingly, Sunday's final on March 17 netted the most traffic, but Monday, March 10 also played a significant role

Suggestions

- Celebrities and athletes carry enormous weight and drive measurable and substantial results surrounding the BNP Paribas Open.
 - Continue to invest in social activation (i.e. Twitter Mirror) with the tournament to drive results and increase reach and awareness.
 - Engage a social media monitoring service to effectively measure the reach and exposure the City is receiving.
- Additional opportunities exist on social platforms for engaging local residents and regional visitors while also generating exposure nationally and internationally.
 - Develop a robust social media content strategy for the high season, incorporating creative ideas (i.e. more photo/video – generates 2x engagement on social) and leveraging assets in the City (i.e. events, attractions, properties, etc.).

