



**City of Indian Wells
Public Relations Report
Prepared by MVT PR**

OVERVIEW

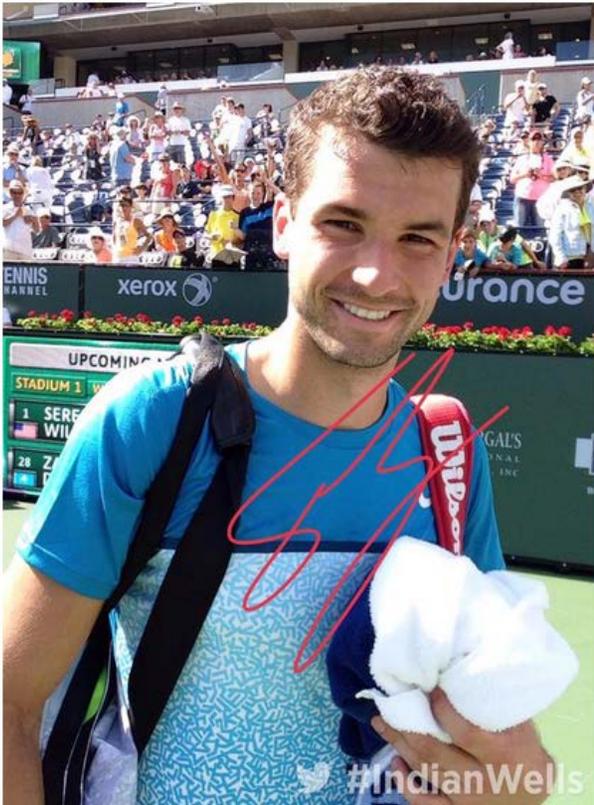


Indian Wells saw an incredible amount of mentions on social media, specifically on Twitter, during the 2015 BNP Paribas Open. The world's greatest tennis players, celebrities, prominent members of the media, fans and more used the keyword "Indian Wells" during their posts for the entire event, creating an incredible amount of exposure for the city. The value derived from the mentions is paramount, and the potential for future growth is very apparent.

WHAT THE STARS ARE SAYING

 **BNP Paribas Open** 
@BNPPARIBASOPEN

So many reasons to smile 😊--
@GrigorDimitrov #IndianWells #BNPPO15



 **Iker Casillas** 
@CasillasWorld



 Follow

Tres españoles siguen adelante en Indian Wells. Ánimo @RafaelNadal , @TRobredo y @feliciano_lopez , a ver si os traéis el torneo!

 View translation



RETWEETS 1,037 FAVORITES 1,908



 **victoria azarenka** 
@vika7



 Following

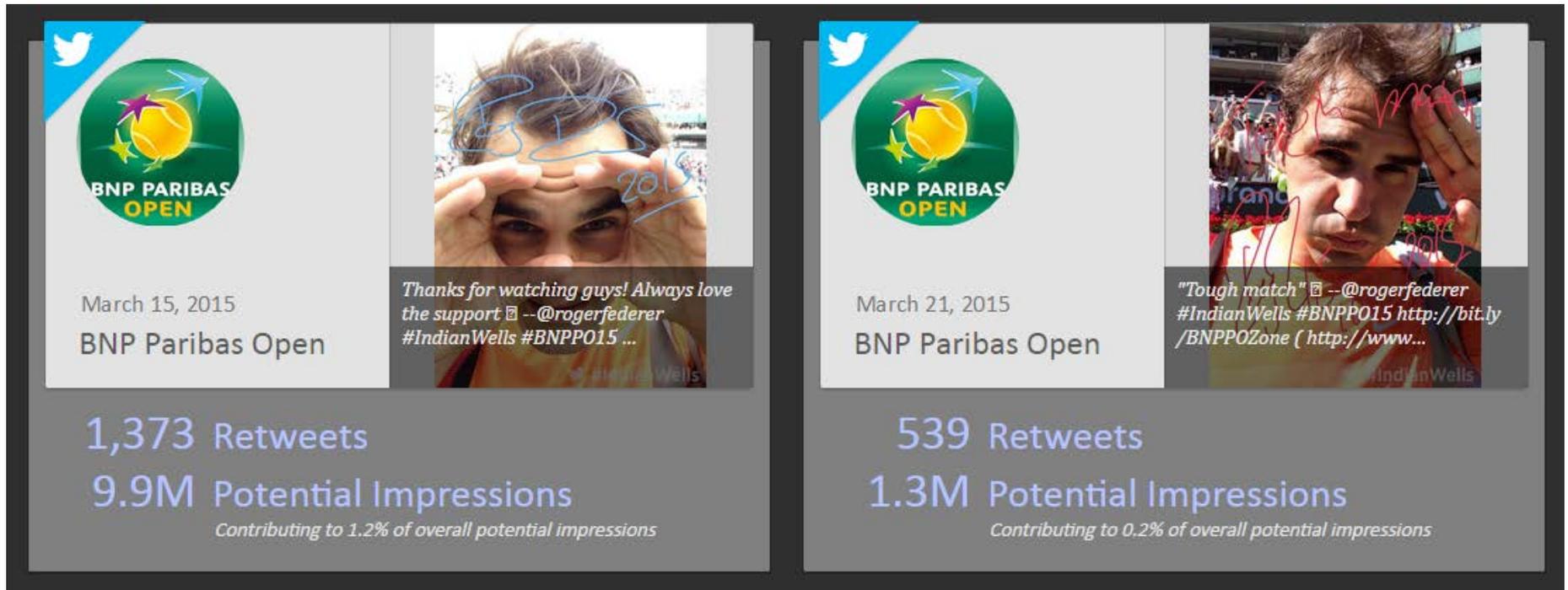
Thank u Indian wells for making the tournament so amazing and growing and improving every year! #BNPParibas #BNPPO15



RETWEETS 87 FAVORITES 301



TWITTER MIRROR

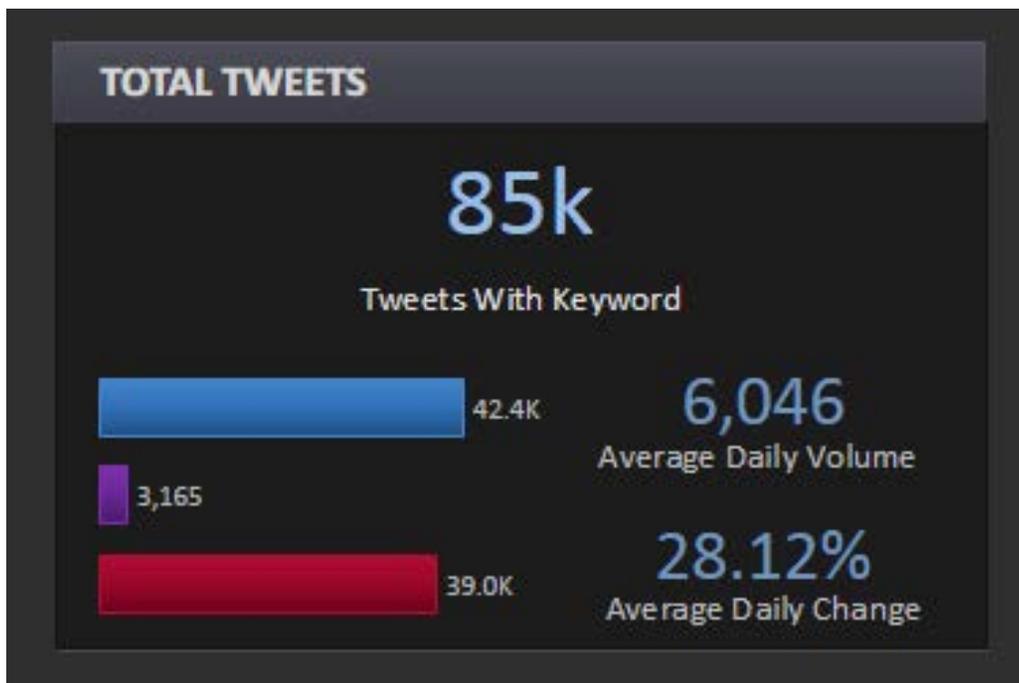
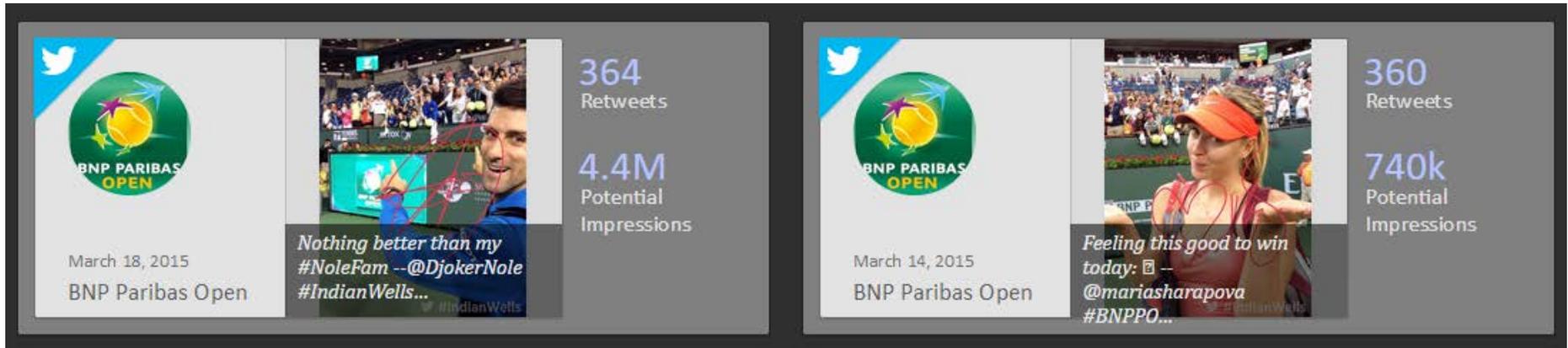


Twitter Mirror posts drove an engagement rate of eight percent during the tournament, double the rate of traditional tweets. Each Twitter Mirror post, which incorporated the #IndianWells was seen around the world and generated millions of impressions.

Each individual tweet or post was exponentially more impactful than our average tweet. While our average Tweet generated impression rates in the thousands, our Twitter Mirror posts garnered millions of impressions.

The posts above featuring Roger Federer were our most successful tweets of the tournament, both incorporating the Indian Wells hashtag and watermark.

TWITTER

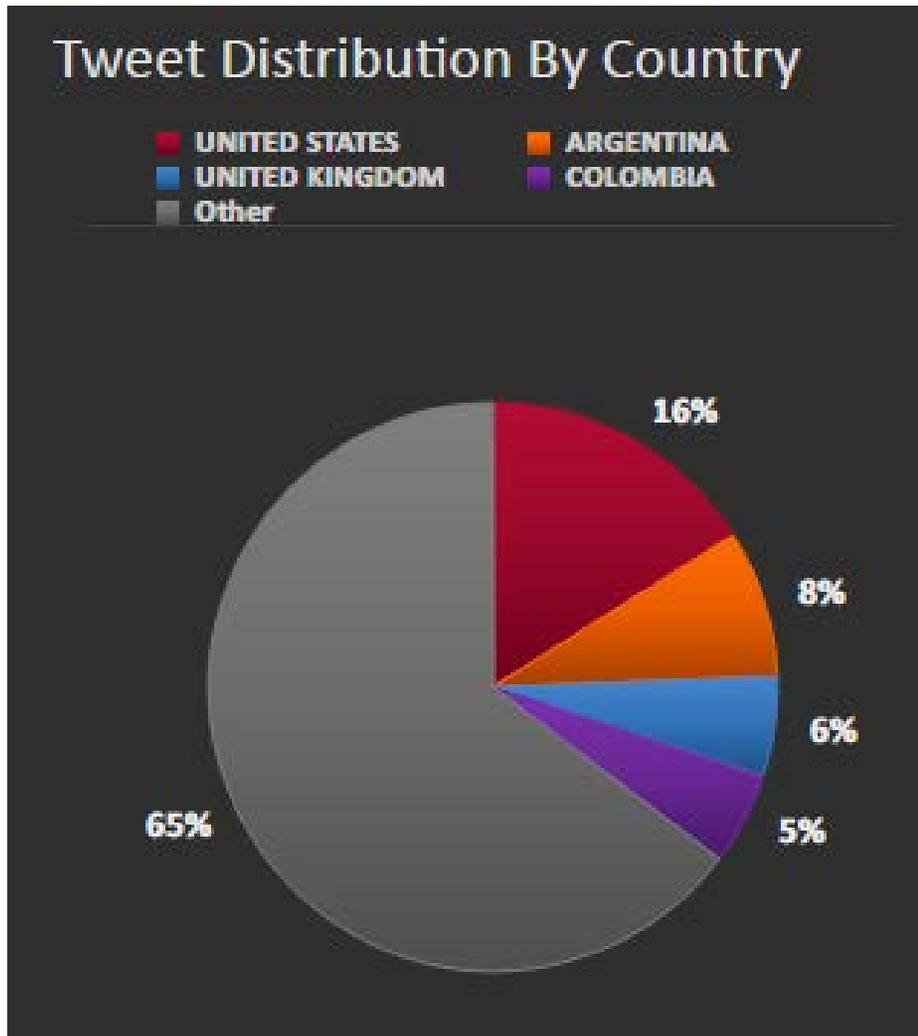


Indian Wells saw an astounding amount of mentions on social media during the 2015 BNP Paribas Open.

#IndianWells was mentioned over 85,000 times over the two-week event, accounting for more than 6,000 mentions per day.

In addition, the overall potential impressions tripled to 799 million and total potential reach more than doubled to 144 million.

TWITTER



The BNP Paribas Open is truly a global event, and the world was out to express its desire to like, share and comment about Indian Wells.

More than 80 percent percent of all Indian Wells mentions came from outside the U.S.

The impact of the pie chart suggests the global impact of the BNP Paribas Open has a direct correlation with Indian Wells, if not better, as a vast majority of fans refer to the event as "Indian Wells."

INSTAGRAM

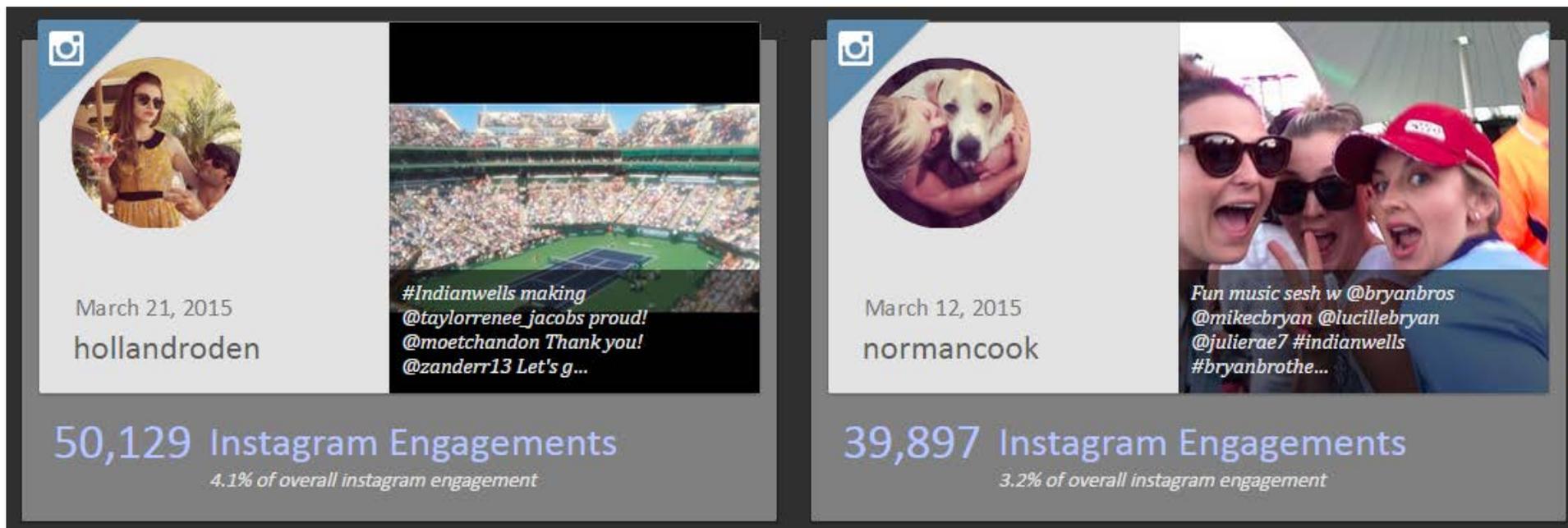


INSTAGRAM



More than 3,500 unique people posted on Instagram using the hashtag #IndianWells, producing more than 10,000 posts using the keyword. With the combined number of followers of each Instagram user to use the keyword, the number of times the hashtag could have been seen is over 28 million.

INSTAGRAM



Celebrities were eager to post about the fun they were having in Indian Wells. Examples above include Holland Roden of MTV's Teen Wolf and world-renowned DJ Norman Cook (Fatboy Slim).

INSTAGRAM



Star tennis players with massive Instagram followings made sure to use the hashtag with their posts. Sania Mirza, who has an Instagram following of 140K, and Maria Sharapova (149K) is just a sample size of the type of exposure this kind of post to attract for the City of Indian Wells.

CONCLUSION

- **The City of Indian Wells saw unprecedented exposure from all over the world through social media during the 2015 BNP Paribas Open.**
- **As the BNP Paribas Open continues to progress in size and scale, the opportunity to gain more traction for the City of Indian Wells becomes even more advantageous.**
- **Social media metrics tripled compared to those of 2014 - a direct reflection of not only the tournament but also the City of Indian Wells as a premier destination.**