



GR *Supra*
1-Lap Challenge

RACER AUDIENCE SUMMARY

01. INTRO

With the Toyota GR Supra Gran Turismo One-Lap Challenge now complete, the following report details the audience engagement garnered through RACER.com and associated social media platforms. All metrics herein are incremental to the audience engagement earned through the direct postings of Toyota Racing drivers and personalities as well as Toyota's own channels.

The report covers the period between April 2 and April 24, 2020.



02. SUMMARY

During the promotional period of the Toyota GR Supra Gran Turismo One-Lap Challenge RACER contributed the following:

6 original content features

13,737 feature page-views

113,170 Twitter impressions

377,492 Facebook impressions



03. RACER.COM

The six original features previewing and covering the GR Supra One-Lap Challenge generated solid reader engagement.

3,752

 story shares

TOYOTA | **GR** **GRAN TURISMO** SPORT
ONE-LAP CHALLENGE

ANIEL SUAREZ NASCAR Cup Series	CHAMPION FREDRIC AASBØ	J.R. TODD NHRA Funny Car
FREDRIC AASBØ Formula Drift	JESSE LOVE	NHRA/IMSA
ROUND OF 4	2ND PLACE FREDRIC AASBØ	J. HAWKSWORTH IMSA GTD (Lexus)
JOINT 3RD PLACE DANIEL SUAREZ J.R. TODD	JESSE LOVE ARCA	JESSE LOVE ARCA
	ROUND OF 4	ARCA/USAC
		MAX McLAUGHLIN ARCA/USAC
		ROUND OF 8

CHAMPION
JESSE LOVE



04. FACEBOOK

Each original feature story on RACER.com was promoted on the RACER Facebook page. In addition, driver Facebook posts were also shared. In all 11 posts, including seven stories four shares were posted.

377,492 Facebook impressions

6,185 engaged users

5,993 post clicks



05. TWITTER

Each original feature story on RACER.com was promoted on the RACER Twitter page. In addition, several driver posts were also retweeted. In all, there were 11 Tweets from @RACERmag.

113,170 Twitter impressions

1,247 engaged users

139 post likes



06. INSTAGRAM

Six Instagram posts on @racermag followed the GR Supra One-Lap Challenge story as it evolved.

28,020 post impressions

825 post engagements



07. RACER TEAM

The following RACER team members contributed to this project:

Laurence Foster

George Tamayo

Molly Binks

Nick Lish

Mark Glendenning

Paul Laguette

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