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EUROVISION

SONG CONTEST
TURIN 2022

Online and Social Media Evaluation Report

18 May 2022

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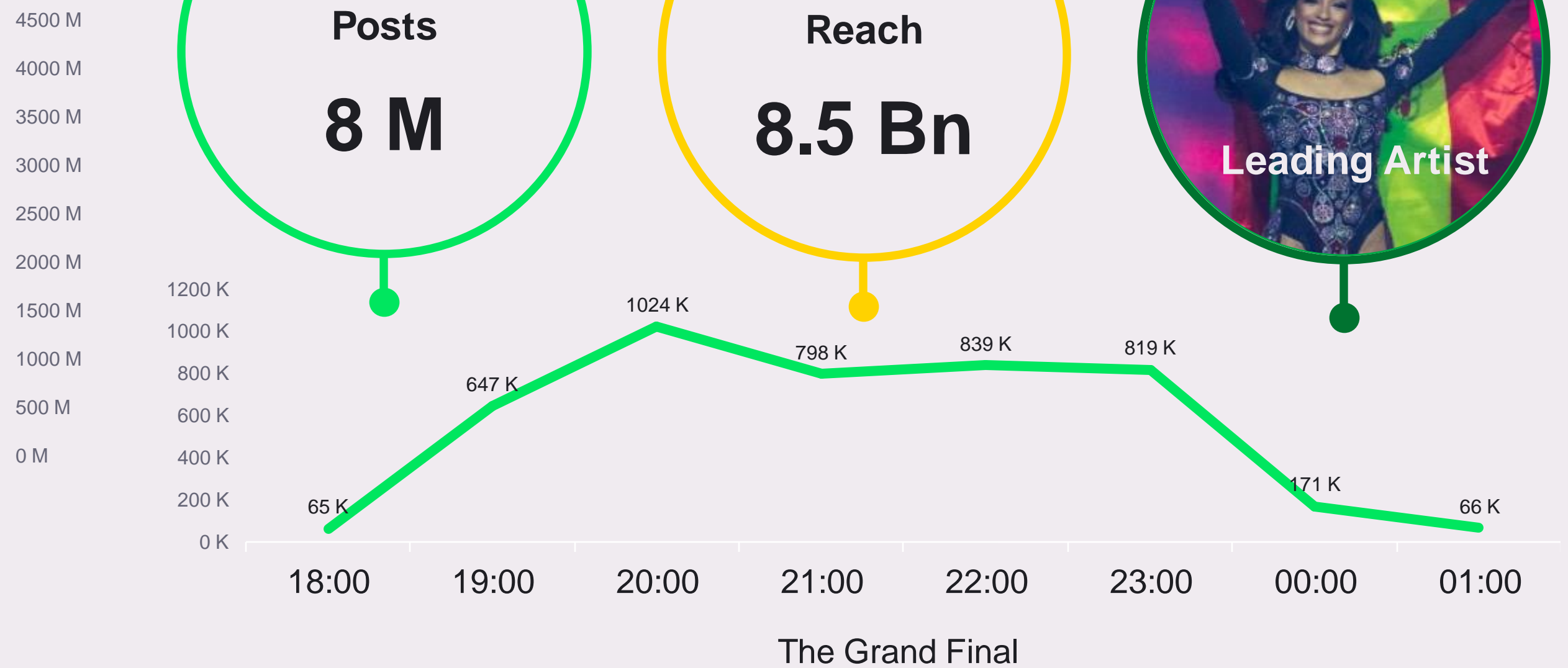
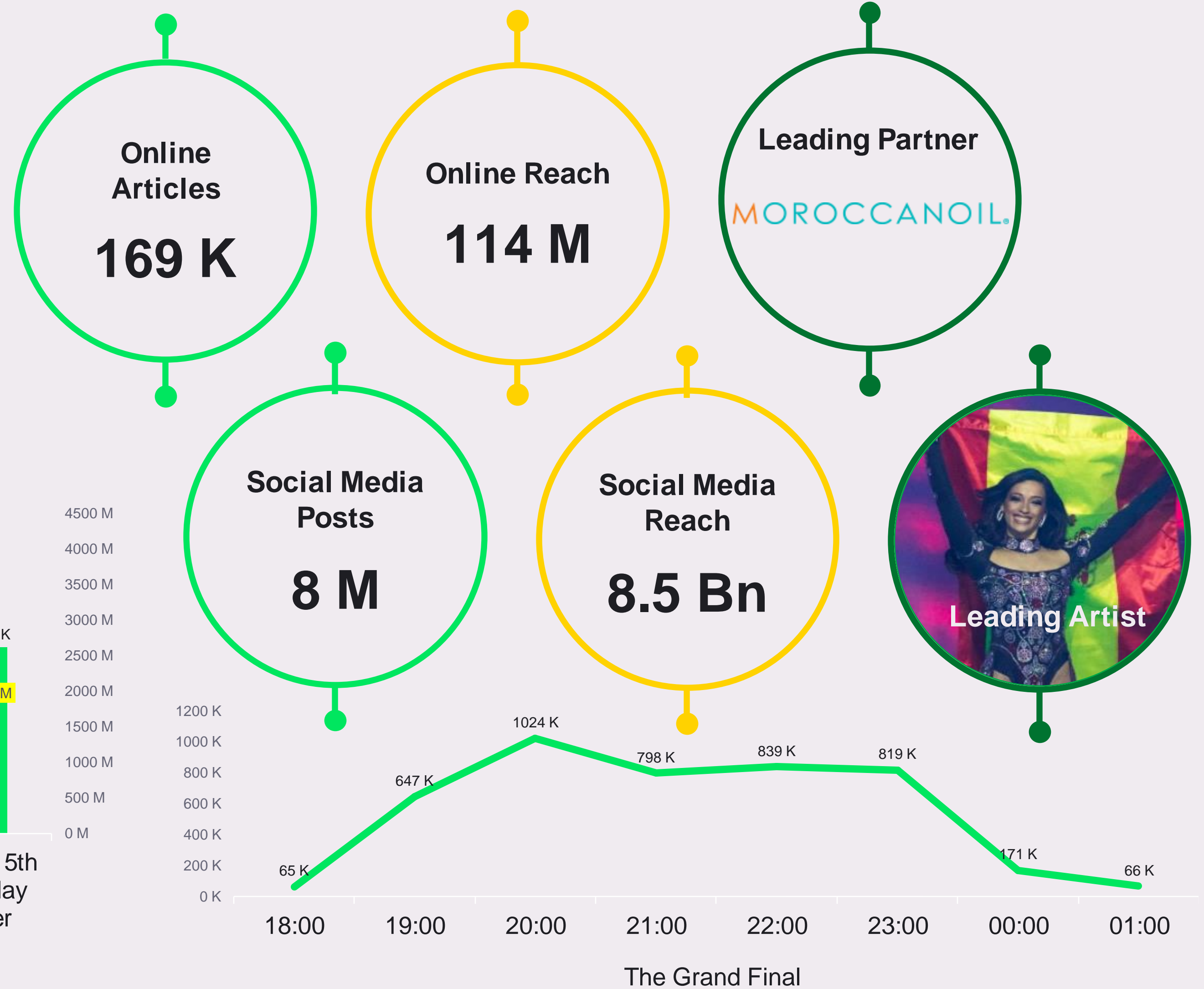
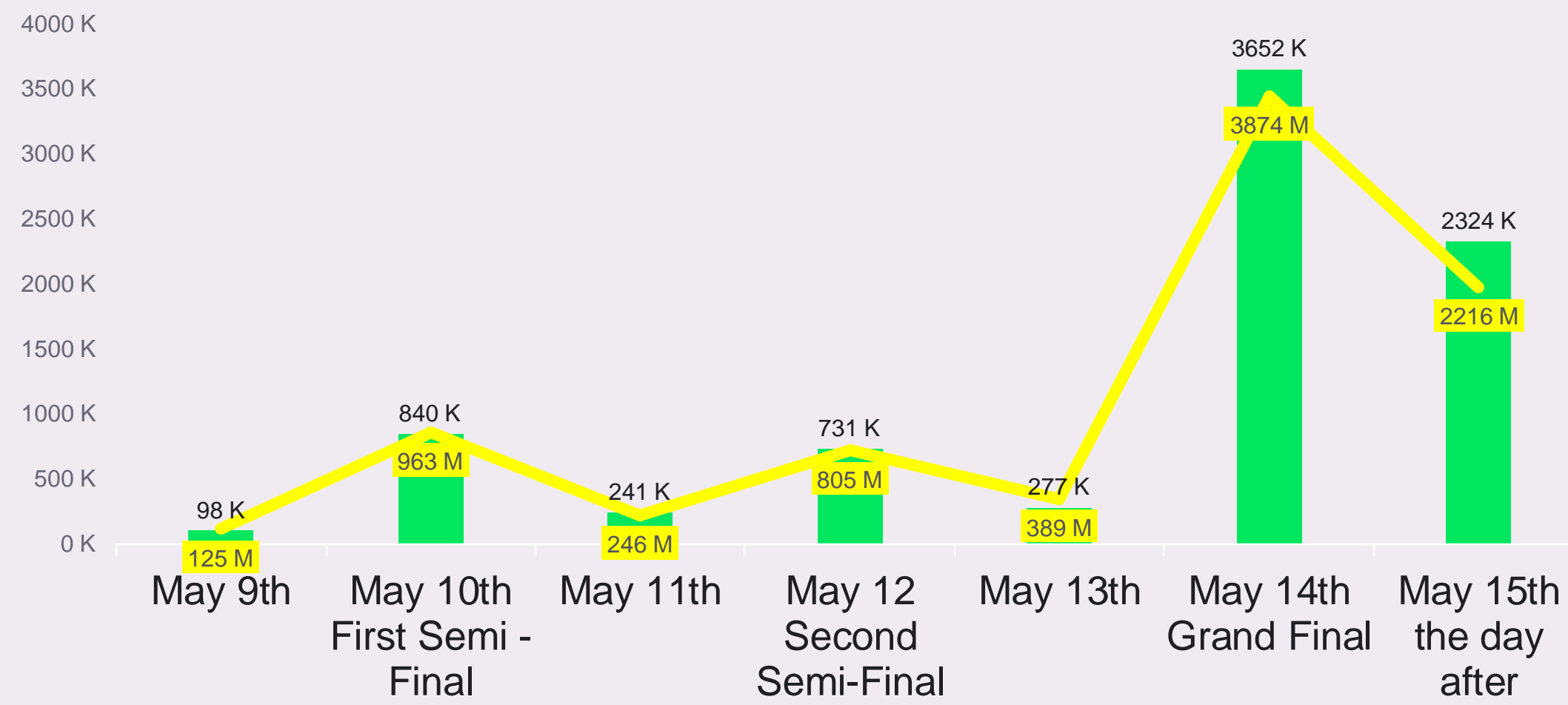




Eurovision 2022 at a glance

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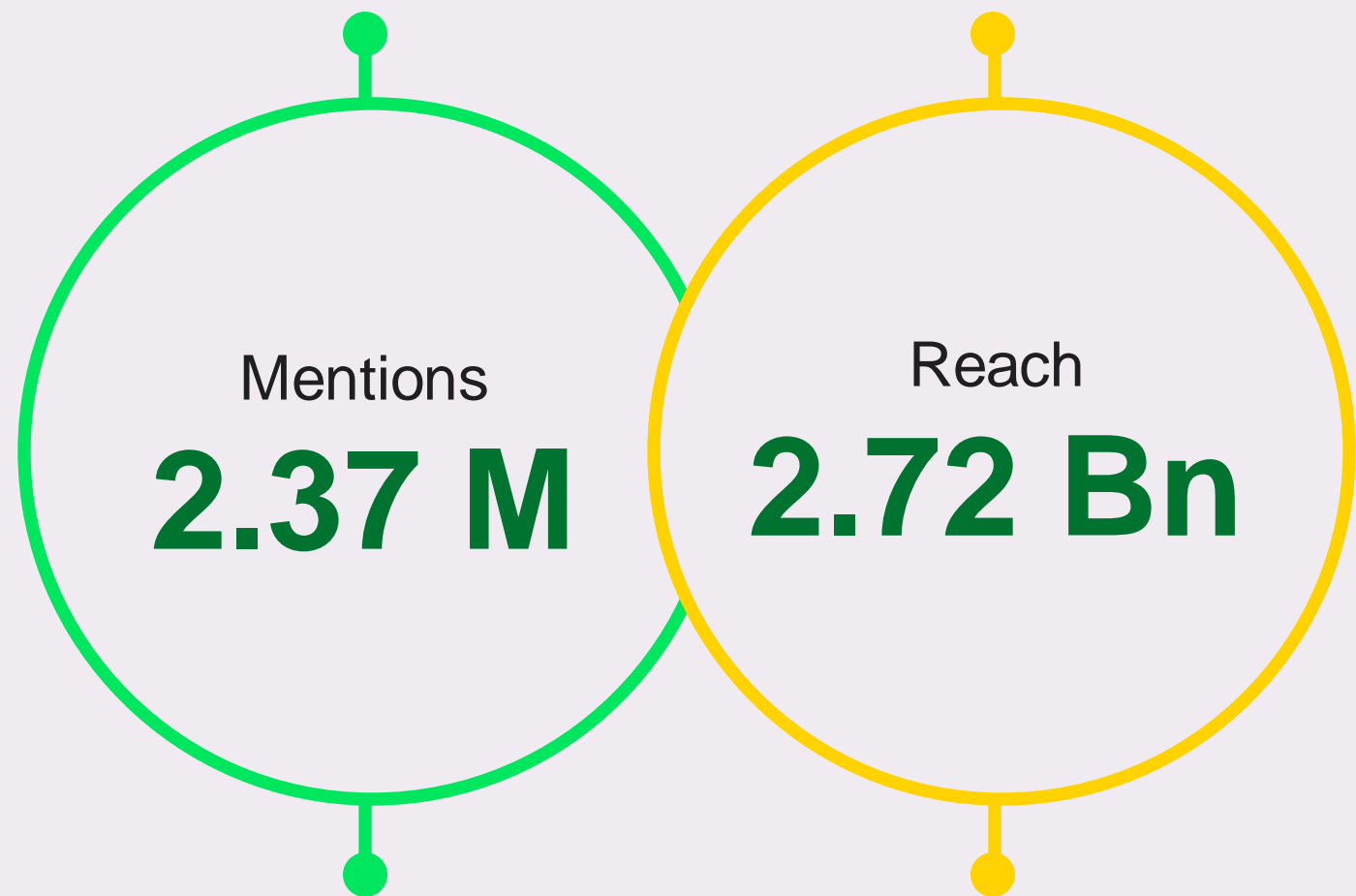
- With 172 K authors sharing more than 8.16 M articles and posts, Eurovision 2022 was the trending topic for the period of the event. Instagram and Twitter were the most used platforms which got more than 8.5 Bn reach.
- The leading partner was Moroccanoil with 2.19 M reached during the event. Italian leading partner was Costa Crociere (532 K reach), followed by FIAT (412 K reach).
- The most quoted artist was the Spanish Chanel with more than 746 K mentions and 793 M reach. The winner, Kalush Orchestra, got 353 M reach with 207 K mentions.
- 50% of the whole volume was posted during the Grand Final in only 6 hours starting from 7 pm until 1 am.





Eurovision 2022: Grand Final Leading Artists

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- The 25 artists who qualified for Grand Final collected more than 2.37 M mentions and reached 2.72 Bn. The media podium doesn't equal the real one.
- The golden medal for digital media goes to the Spanish artist Chanel with 746 K mentions and almost 800 M reach.
- The winners of the song contest, Kalush Orchestra, reached second place with 207 K mentions and 353 M reach.
- Third place for the Italians Mahmood & Blanco, 6th for the final ESC ranking, with 111 K mentions and 210 M reach.
- UK TikTok star, Sam Ryder, was the most voted artist by national juries but he reached 4th place in online and social media ranking with 151 K mentions and 197 M reach.

Chanel
SloMo

746 K
Articles/post

793 M
Total reach

Kalush Orchestra
Stefania

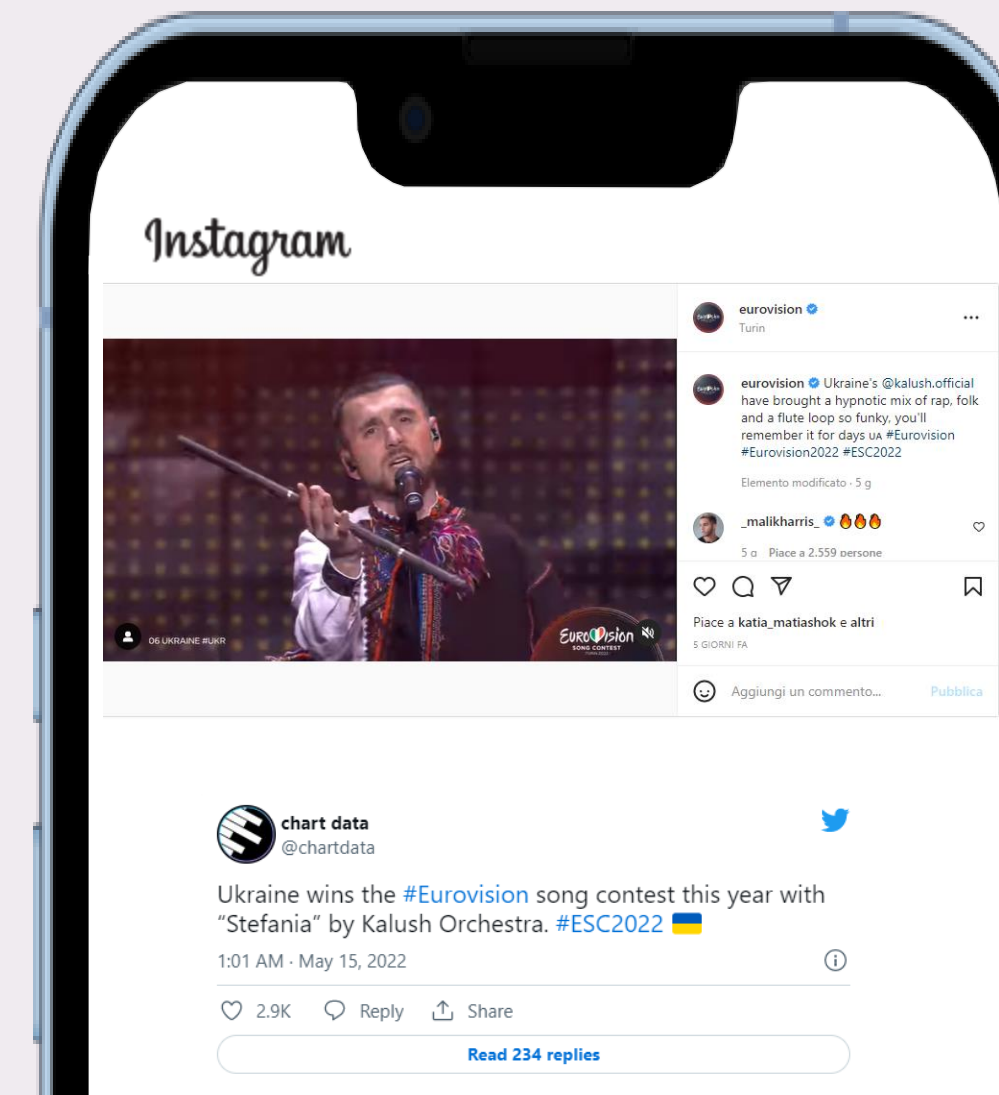
207 K
Articles/post

353 M
Total reach

Mahmood & BLANCO
Brividi

111 K
Articles/post

210 M
Total reach





Eurovision 2022: Final Ranking

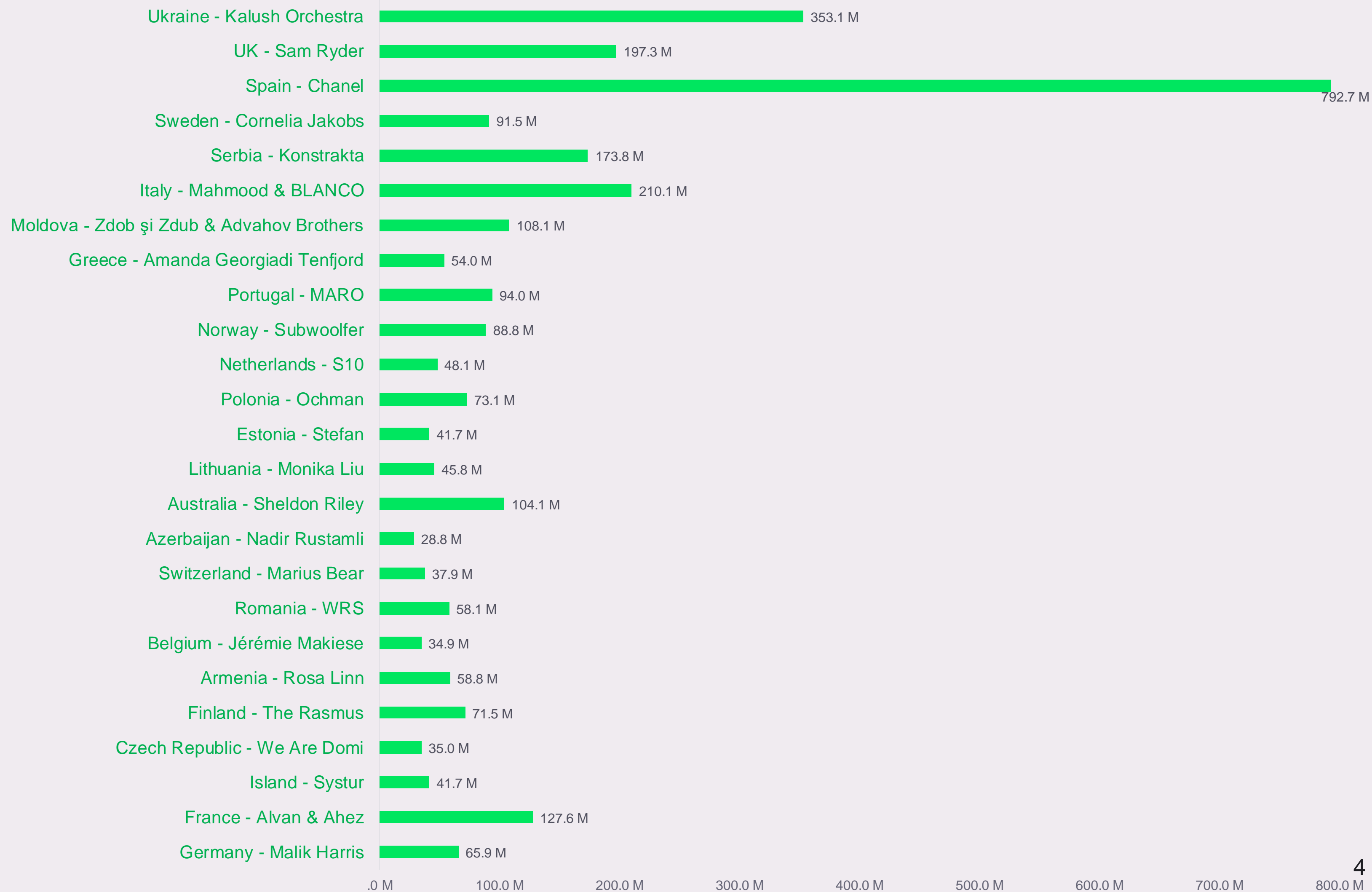
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- Online and social media ranking differ a lot from the real one even after the podium.
- French Alvan & Ahez, second-last classified, had great exposure on digital media with 128 K reach, right after the Serbian Konstrakta (174 K reach).
- Moldova and Portugal keep more or less the same ranking in both real and social classification, whereas Australia had a better exposure than the final ESC ranking with more than 104 M reach.
- The Israel artist Michael Ben David, even if not classified for the Grand Final, got 5th place in volume and 7th place in reach because of the misunderstanding during the press conference due to a kiss with presenter Alessandro Cattelan.

Final ranking

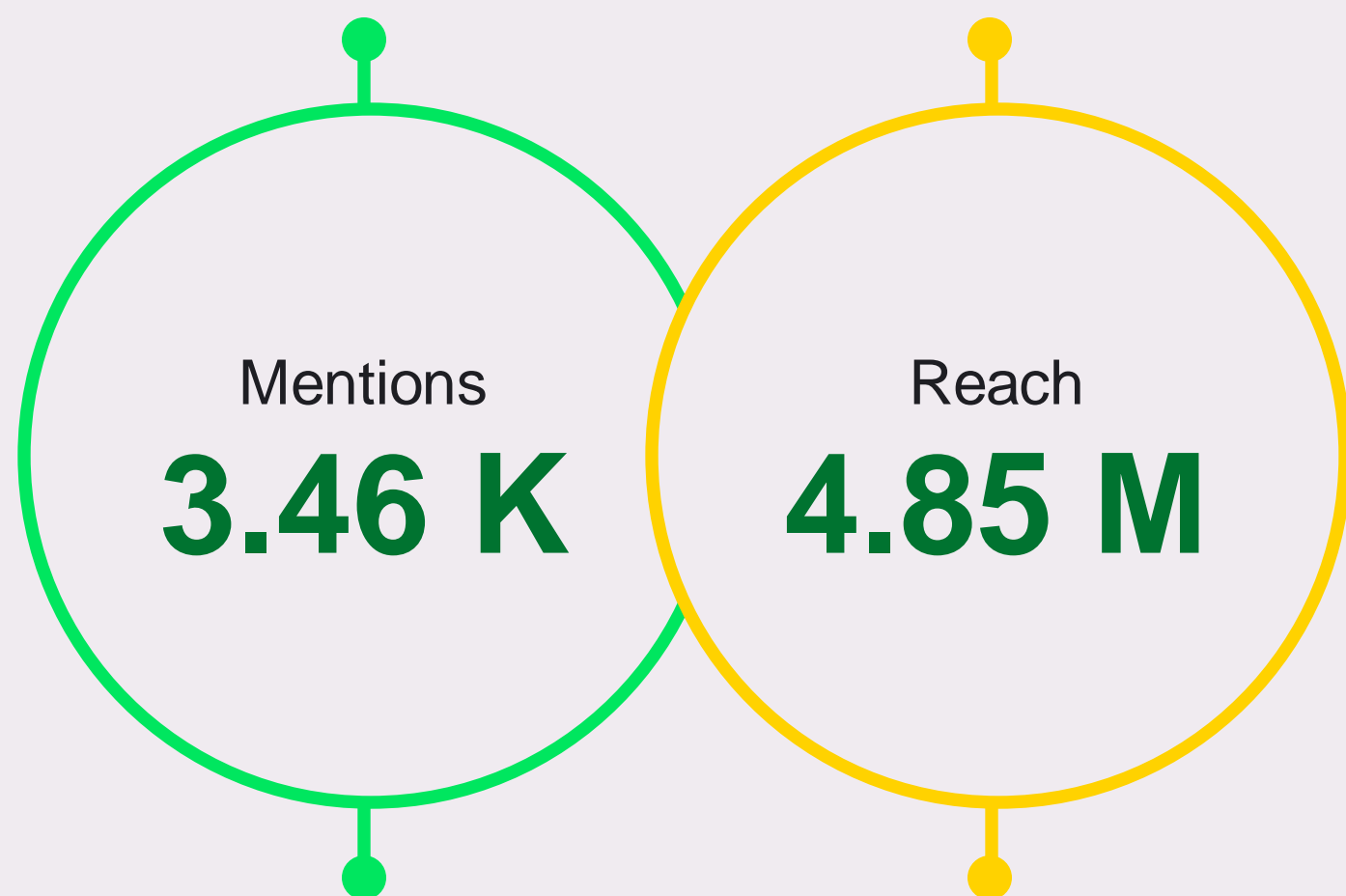
Global reach





Eurovision 2022: Leading Partners

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Top news stories

1. Sorpresa de Rosa López en el avión de Eurovisión 2022 de **Vueling** Barcelona-Turín
2. Grazie a **Vodafone** e alla sua rete, possiamo in ogni momento connetterci con la nostra musica preferira... [#Feeltheconnection](#) [#eurovision2022](#) [#ad](#) [@vodafone_it](#)
3. E ORA CHE [#EUROVISION È FINITO](#) COSA FACCIAMO? [#Eurovision](#) [#Ad](#) [@costacrociere](#) [@rawvatsy](#) [@eelst6](#)

International Partner



Italian Partner

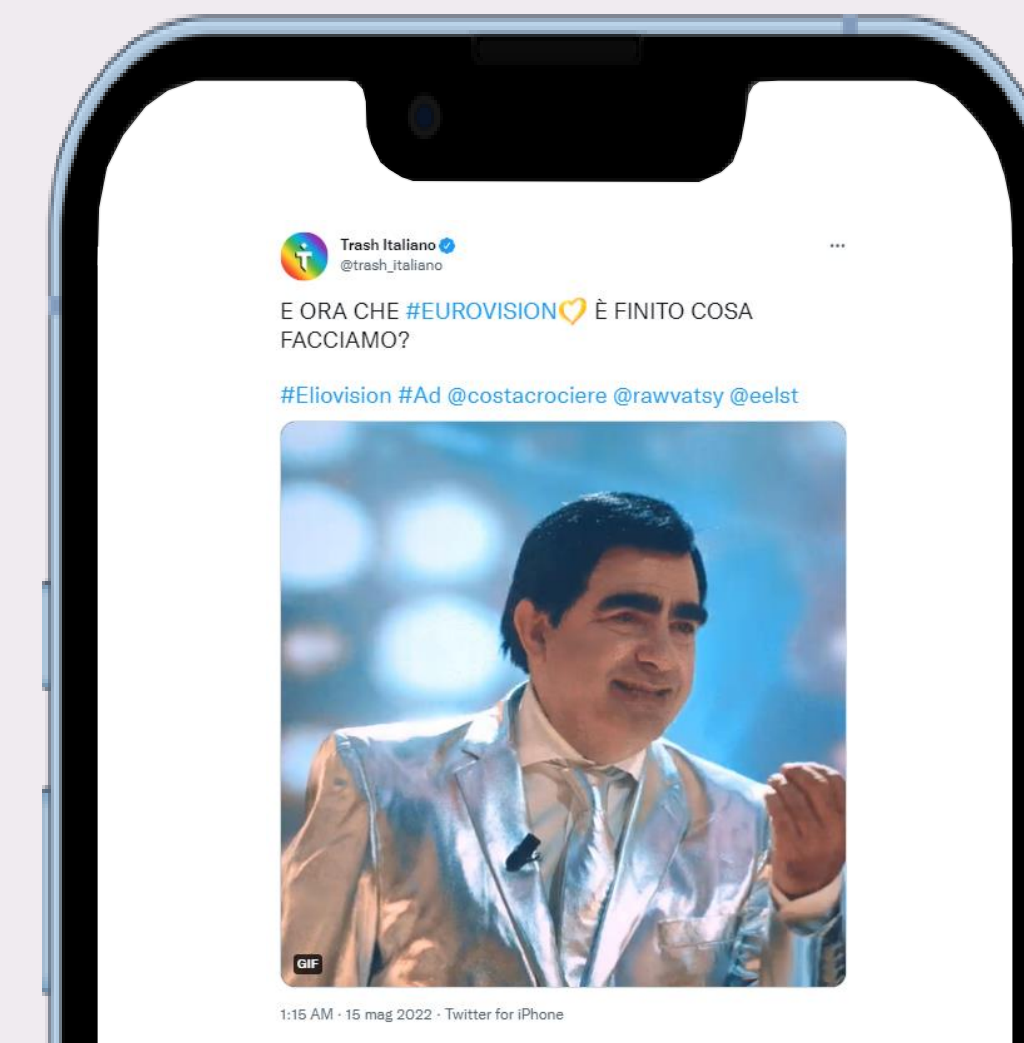


International Partners

- Eurovision 2022 was sponsored by 5 global partners: Moroccooil, Booking.com, Idealista, Riedel and Vueling.
- From the beginning of the event (Turquoise carpet at Venaria Reale) until the Grand Final the leading partner was Moroccooil with 1K mentions and 2.19 M reach.

Italian Partners

- Italy hosted Eurovision 2022 with 6 more national partners: Costa Crociere, FIAT, Lavazza, Philadelphia, Plenitude and Vodafone.
- Lavazza had high visibility with a peak mention during the second final, but the leading national partner was Costa Crociere, especially during the Grand Final.

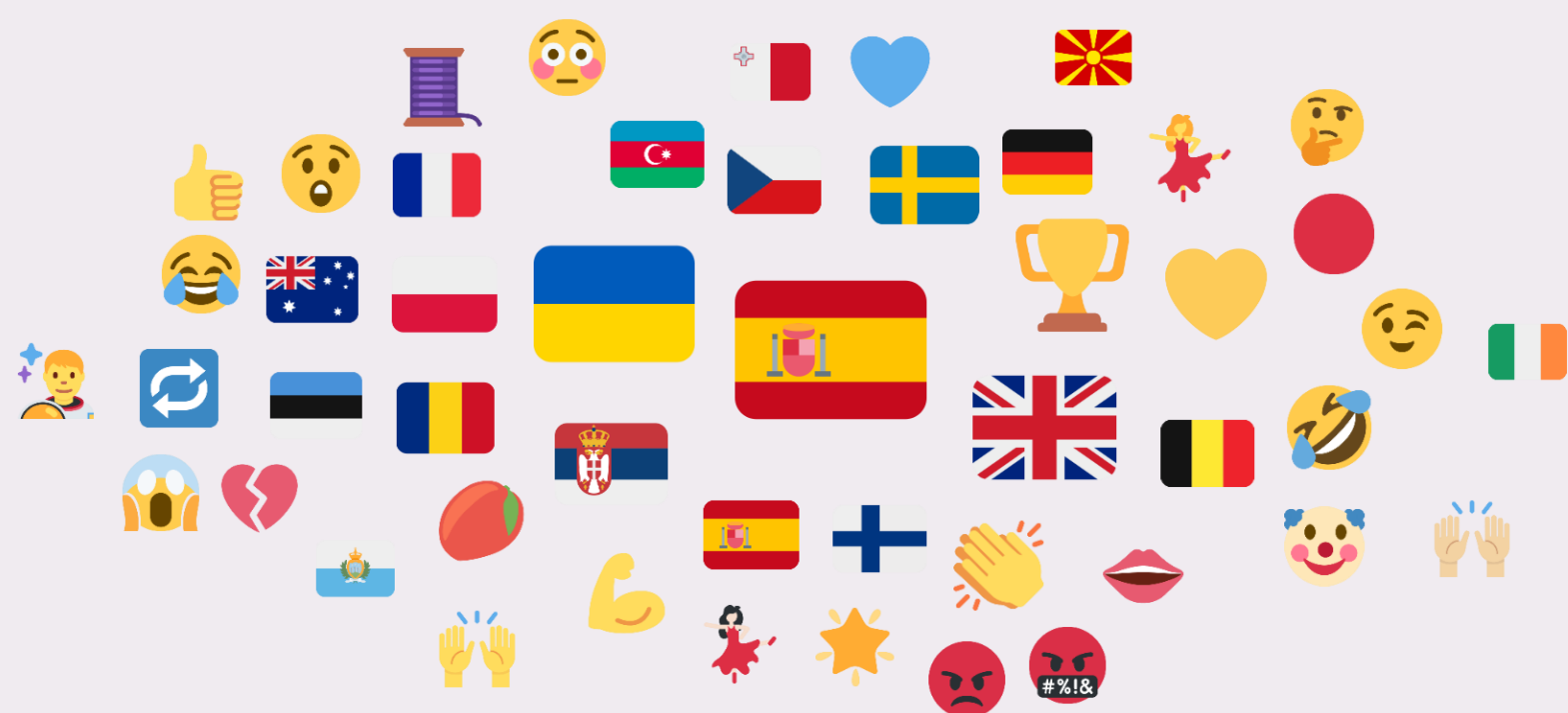


Eurovision 2022: Leading Themes

Trending hashtag



Trending emojis

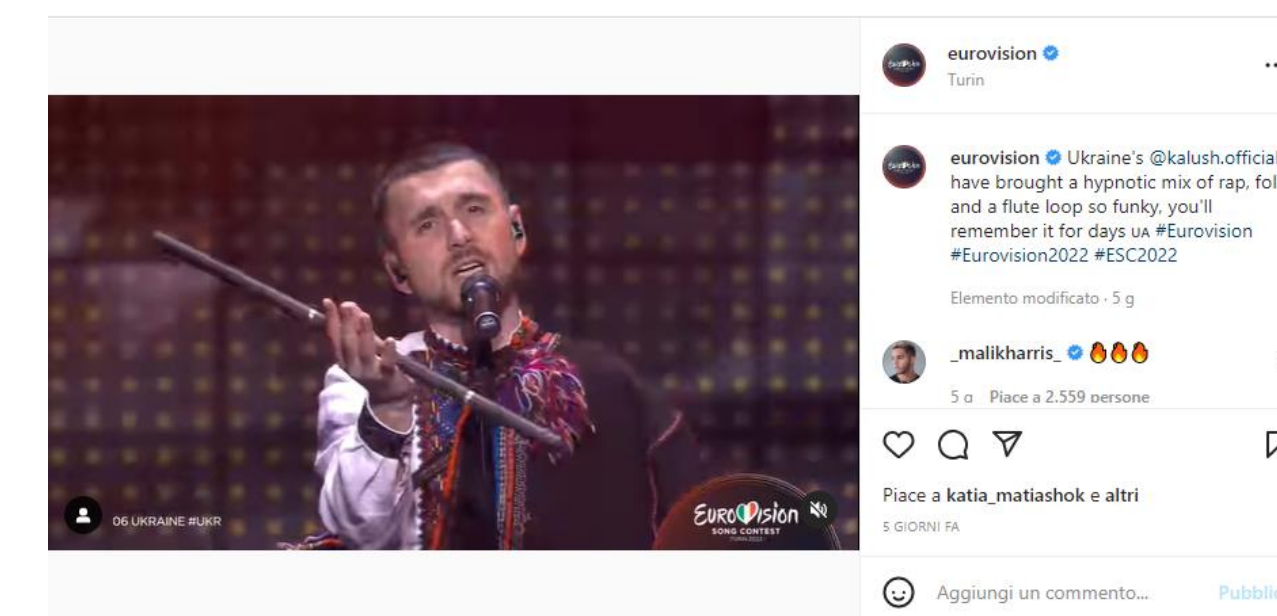


Top news stories

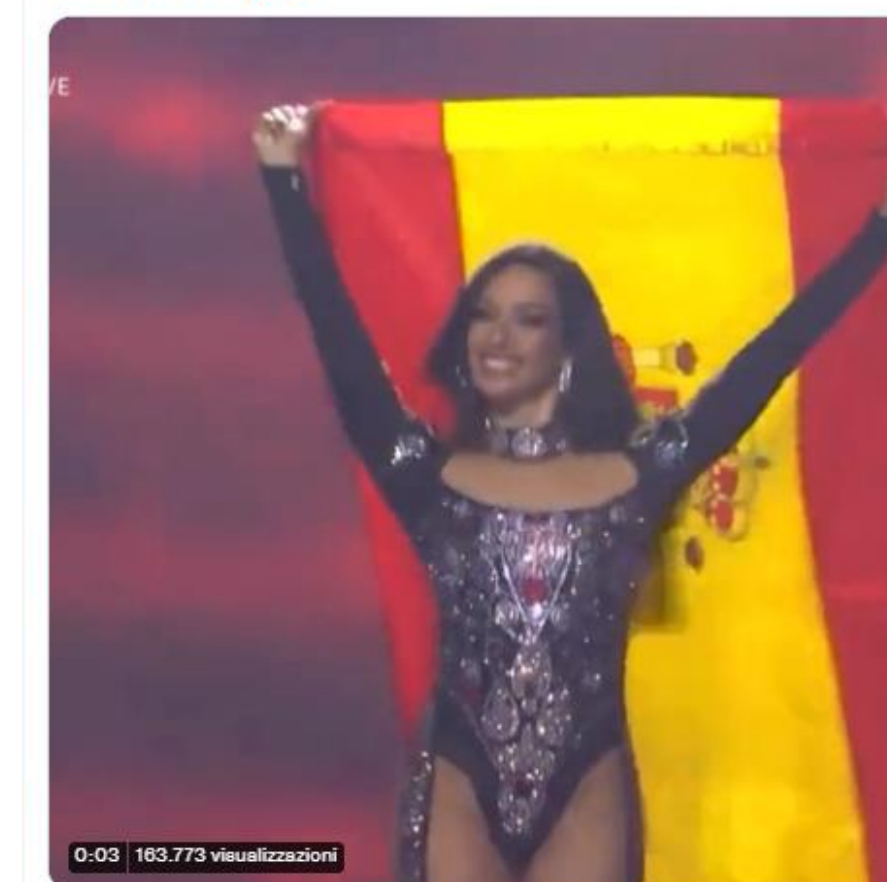
1. Kalush Orchestra win Eurovision and ask to help Mariupol and Azovstal
2. Assignment for 12 points from the various national juries
3. Achille Lauro (San Marino) is not qualified for the Grand Final

- Ukraine's victory is the leading theme in news stories and hashtags. Ukraine flag is the second most used emoji in association with the golden trophy, blue and yellow hearts but also praying hands and specific hashtags like #SaveMariupol, #Azovstal and #guerra.
- Spanish great exposure is clear in the use of hashtags like #chanel, #españa, @chenelazo and emojis like the Spanish flag and the dancer.
- For second classified artist Sam Ryder users posted emojis with the UK flag, 2nd place medal, space-man, space-woman and space-aircraft.
- "The Sound of Beauty", the original claim of the event, hadn't a great redundancy on online and social media.

Instagram



¿Estas ready?
Poderosa #Chanel. E Histórica. ¡Ole tú!
#Eurovision2022



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TURIN 2022

About Onclusive

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