PHIPPS

# Phipps model impact chart for criteria by applying formulas
# Annex X Bis

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| ID. FIRMA SERVIDOR | | FECHA Y HORA | 26/05/2021 11:45:56 |
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## YEAR 1

**The chart below ONLY takes into account online coverage – as a result of our online press office it is inevitable that we will generate both print and broadcast coverage but as requested this has NOT been covered here.**

SHERRY WINES VINOS DE JEREZ

Andalucía se mueve con Europa

Junta de Andalucía

Model impact chart for criterea by applying formulas - annex X Bis

| Y1 | Media | Impressions | Details (online coverage only) |
|---|---|---|---|
| 2. Online editorial content & articles | Sherry bar visits | 12,000,000 | based on 12 visits with average of 100,000 each |
| | Destination Jerez trips | 6,000,000 | based on six media with average of 1,000,000 reach each |
| | Press office | 285,000,000 | based on online reach for similar generic campaigns |
| 4. Digital & social advertising campaign | The Guardian | 1,400,000 | based on standard advertising metrics |
| | The Telegraph | 125,000 | based on standard advertising metrics |
| | Social media | 16,428,571 | based on standard advertising metrics |
| Total | | 320,953,571 | |

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## YEAR 2

**The chart below ONLY takes into account online coverage – as a result of our online press office it is inevitable that we will generate both print and broadcast coverage but as requested this has NOT been covered here.**

SHERRY WINES VINOS DE JEREZ

Andalucía se mueve con Europa

Junta de Andalucía

**Model impact chart for criterea by applying formulas - annex X Bis**

| Y2 | Media | Impressions | Details (online coverage only) |
|---|---|---|---|
| 2. Online editorial content & articles | Sherry bar visits | 12,000,000 | based on 12 visits with average of 100,000 each |
| | Destination Jerez trips | 6,000,000 | based on six media with average of 1,000,000 reach each |
| | Press office | 285,000,000 | based on online reach for similar generic campaigns |
| 4. Digital & social advertising campaign | The Guardian | 2,800,000 | based on standard advertising metrics |
| | The Times | 319,006 | based on standard advertising metrics |
| | Social media | 16,428,571 | based on standard advertising metrics |
| Total | | 322,547,577 | |

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