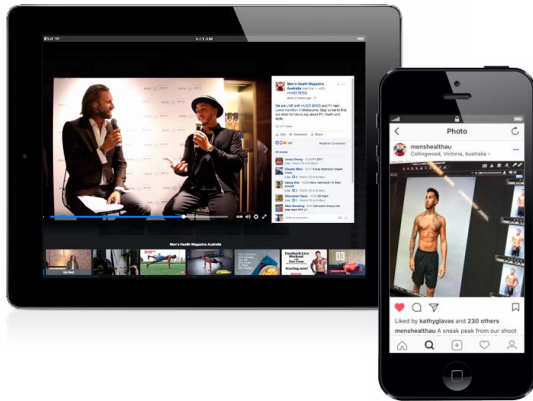




### EXCLUSIVE CONTENT

- Cover shoot and 8 page feature in Men's Health.

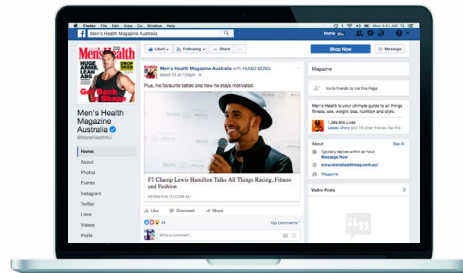


### SOCIAL MEDIA AMPLIFICATION

- Facebook Live from event, achieving reach of 342,893 and 484,007 impressions.
- BTS video of shoot and event.

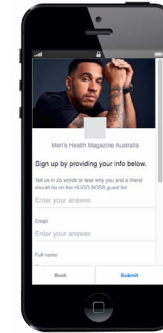
# An evening with Lewis Hamilton

In March 2017, *Men's Health* and Hugo BOSS hosted an exclusive event celebrating the Australian Grand Prix and the launch of the latest Mercedes Benz Collection by BOSS. Special guest and global ambassador for the collection, Lewis Hamilton was in attendance, who shared his style tips and what the world of global motorsport is really like for the 130 VIP guests. This event was exclusively promoted across *Men's Health* social media and streamed via Facebook Live on the night of the event. Extended content also appears across the *Men's Health* website, driving to the BOSS collection. In addition, *Men's Health* gained exclusive access to Lewis Hamilton who will appear on the cover of the June issue. The total touchpoints for this campaign was **1,014,569** people.



### DIGITAL CONTENT

- Extended content of Lewis Hamilton interview seeded across Facebook.
- Driving to Mercedes Hugo BOSS collection.



### CONSUMER PROMOTION

- Win an evening with Hugo BOSS + Lewis Hamilton.
- Optimised for lead generation, targeted to males interested in luxury and F1 racing.



### THE EVENT

- Held at Hugo BOSS flagship, Crown Towers, Melbourne
- Q&A with Lewis Hamilton hosted by *MH Style* Editor, Jeff Lack.
- Hugo BOSS VIP's + *MH* audience in attendance.