



WE'RE FESTIVAL VETERANS

Getting value for money from your festival branding activity requires research, planning, creativity, and an appreciation that you're venturing into an environment where brands can be welcomed, tolerated, ignored or vilified.

We have a long history of helping clients win cut through at festivals around the world, these include:



RAC



STIMOROL



THATCHERS

Lil-Lets



Jägermeister

Mondelēz
International

ECOVER

Virgin



FESTIVALS NOT RIGHT FOR YOU? THINK AGAIN

With younger festival goers increasingly priced out of the game, today's festival audience largely comprises Millennials, people in their thirties. This also explains the increasing number of festivals catering for families, cultural, literary and culinary enthusiasts.

It also means an opening of the way for brands that previously might have never thought about investing in a festival. And a growing number are realising this is an environment that can yield results; there's a lot more to festivals than mud, booze, rock and roll.

KNOW YOUR FESTIVAL

HEDONISTIC

Global Gathering, Big Chill, Exit,
Tribal Gathering, Tommorowland,
Boom Town, 2000Trees



MAINSTREAM

Glastonbury, V Festival, Big Day Out,
Tea in the Park, Oxygen, Isle of Wight,
Wireless, Reading & Leeds Festivals



FAMILY FRIENDLY/ CULTURAL

Secret Garden Party, Sonar, Green Man,
WOMAD, Camp Bestival, Big Feastival,
Wilderness, Somersault



Brands that can work their way into the festival environment in a natural, creative way can engage this audience while they're in a highly receptive state. To do this, there are a couple of simple principles we employ:

1. IDENTIFY 'WHY'

Identifying your 'why' is all about finding a festival with which your brand can legitimately demonstrate a shared purpose, common ethics and values. The choice is diverse, from hard-dance hedonistic mad-fests like Global Gathering, to more cultural, luxurious festival experiences like Secret Garden Party or family-centric events like WOMAD.

This year we've seen finance, automotive and even household cleaning brands increasingly vying for attention in the festival mix. But festivals aren't a natural environment for consumers to interact with brands, so choosing the right one is crucial. As soon as the festival goer starts wondering why a brand is impinging on their festival experience, you've lost them.



ECOVER AT GLASTONBURY

We helped Ecover install a huge sculpture made entirely from recycled material and Ecover bottles at Glastonbury festival. The Ecover brand revolves around the use of science to manufacture environmentally friendly cleaning products. The striking sculpture created a meeting place and talking point, while its component materials created a spectacle which resonated with a large part of the green-aware Glastonbury audience demographic.

Audiences choose festivals that share values they agree with. For brands with complementary values, this translates to a greater proportion of the audience receptive to their messages; more potential new customers and previous customers.



2. BE SMART ABOUT THE ‘WHAT’

Getting cut through at a festival is about adding value. Increasingly, events like Wilderness, Green Man and Boom Town are focusing on experience. This shift plays into the experiential marketer's hands, provided their activity can integrate seamlessly with the rest of the festival.

LIL-LETS & THE BEST FESTIVAL TOILETS EVER

We combined activation and experiential with PR and social media amplification at V Festival when we helped Lil-Lets provide the best festival toilets ever; immaculately clean, opulent, supplied with fresh flowers, dressing tables and mirrors, make-up, hair spray, full length mirrors, an endless supply of toilet roll and Lil-Lets products. Virgin's exclusive Louder Lounge guests were encouraged to share details of the activity on social media. And celebrities like supermodel Cara Delevingne (pictured), Billie Piper, Myleene Klass, Daisy Lowe and Pixie Lott, gave the activity massive social media and press traction.

Being confident, creative and brave about the experience you offer doesn't mean forgetting about who and what you are; an activity must be congruent with the brand's identity.



STIMOROL DELIVERS FESTIVAL FRESHNESS

Mondelez's European chewing gum brand, went to Rock Werchter in Belgium, one of Europe's oldest and biggest festivals. Our activation team framed all the activity around a day in the life of a festival mouth, and how Stimorol could add freshness to this otherwise pretty dirty, smelly environment.

The activity proved the value of providing a genuinely useful brand experience, addressing the common festival problems that a brand has the power to alleviate. Festival goers' days began with a welcome pack of minty freshness hanging on their tent, and the brand ran competitions and activities all day, framed around its tagline, 'Dare to open your mouth'.



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3. AMPLIFY 'WHEN' AND 'WHERE'

For a festival goer, the experience begins way before the tents hit the field. The mounting excitement and lengthy build-up means conversations in low-cost digital and social media environment can begin almost immediately.

Key moments like line-up announcements, ticket-sale deadlines and relevant music releases are when this activity can deliver real traction, allowing brands to become part of the growing excitement around an event.

We helped a leading West Country cider brand ink its deal with a major international festival in the spring, and immediately began amplifying the association, months ahead of summer, through a specially designed microsite and social media campaign, tied together by an on-pack competition.



HERITAGE AND HEDONISM: JÄGERMEISTER AT WIRELESS & DOWNLOAD

Jägermeister turned their Ice Bar entrance at Wireless and Download festivals into a piece of shareable branded activation. Creating a maze of Jägermeister myth and history that revellers could interact with, and had to negotiate to gain entrance to the bar below.



PROVIDE STORY TELLING TOOLS

Stimorol's Rock Werchter activity created key moments for its audience throughout the day that allowed festival goers to engage physically with the brand. Performing their best rock growl to a crowd of onlookers or swapping clothes with a friend as a dare, resonant brand moments were part of all those people's festival story.

We provided festival goers with simple branded tools, a social media connected photo booth and truth or dare hot-seat; mechanisms to express their creativity and tell their own festival story.

Festival experiences are highly shareable life moments, almost rites of passage. Tapping into this is about providing the tools for that story to be told through a brand.

The contacts and content amassed during the event also represent an opportunity to keep the emotional connection and positive relationships alive long after your audience has returned to the reality of their daily lives, while allowing those that weren't there to engage vicariously.



VETERAN OR NEWBIE?

Brands are using festivals to generate meaningful connections with their audience.

The shifting audience demographics they serve mean that a wider range of brands than ever can now achieve success at festivals. As an industry, we're constantly honing our understanding of the most effective activation tactics, meaning brands that have been festival veterans for years are finding new, effective ways to engage consumers.

Whether you're a veteran looking for a new angle, or just curious to explore the possibilities, get in touch with our specialist team to discuss how your next festival strategy can leverage these trends.

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