

# Festival Fever:

Four tips to help your brand stand out from the festival crowd in 2024



# The music festival scene is continuing to grow.

Despite the difficult economic environment festival organisers reported record growth in 2023.



Total attendance at UK festivals in 2023 was 6.5 million.

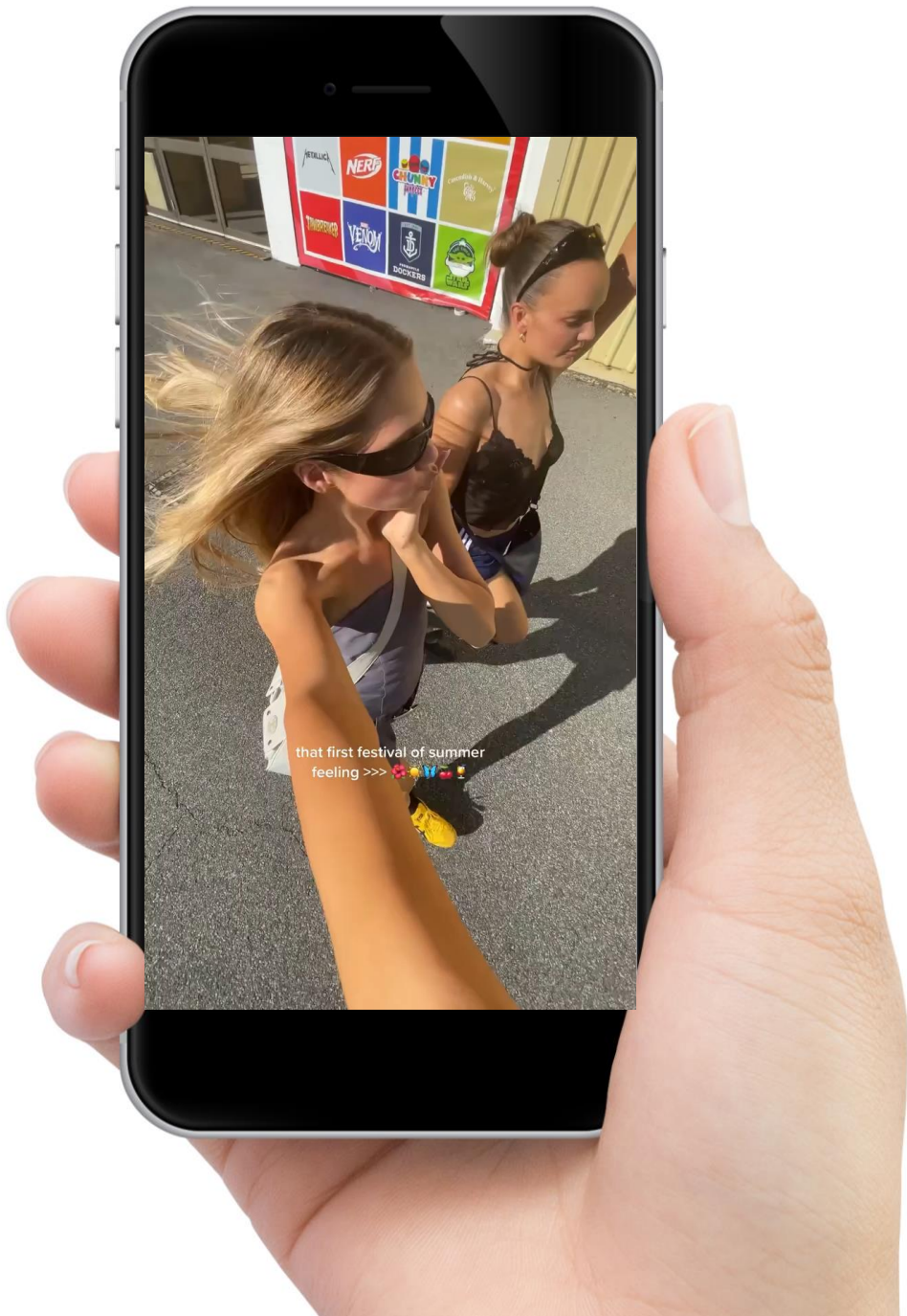
It's estimated that this will increase to over 8 million attendees by 2027.

Industry revenue has grown at a CAGR of 2.9% over the past five years, to reach over £3.3bn in 2023.





But don't forget, your brand is not the main attraction.



**Festivals are sensorily busy experiences, with brands not only competing against each other but also the headline acts that are truly the main event.**

It's becoming increasingly harder for brands to stand out in this environment but....

From our vast experience, we understand the key ingredients that make your brand shine brighter, and lead to story-sharing, memory-making festival moments.

**Creating campaign reach and increased brand love.**

# 1. Be clear on your message

What's the one thing you want to convey to festival attendees?



Make sure your activation is not getting lost in the saturation of messaging...

Having a clear single objective for why you're attending the festival in the first place should be your North Star for guiding what happens in your activation space.

**Sense** worked with **KIND** at a range of festivals with their "Powered by KIND," dancefloor that converted the movement of visitors into electricity that powered kind acts such as motivational messages, free phone chargers and hair straighteners at festivals.

In 2020, we also joined forces with the world's first socially distanced concert venue, Virgin Money Unity Arena, to show the world can be a KINDer place when we stick together.

**40%**

Buyers in 4 weeks after event were new users

**56%**

Of attendees recalled KIND's activity 4 weeks after the festival

**91,000**

Festivalgoers powering kindness across 5 events



Powered by KIND

## **2. Consider your location wisely**

Make sure the context is right for your brand where to show up on site





Sprite 'Stay Fresh' Showers

The Main Stage is the epicentre of every festival. However, this isn't always the best location to showcase your brand...

Brands have the best chance of cutting through when they appear in contextually relevant moments for their audience.

There's value in breaking the mould when messaging provides clear context to the consumer...

**Sprite's** 'Stay Fresh' messaging completely validates their shower activation at Festivals across Europe.

And the **Tampax** festival toilet takeover ensured the sample delivery was as close as possible to its natural real life usage.



Tampax 'Comfort' Toilets



### **3. Enhance the festival experience**

Consider need-states and add value through useful experiences



The Amp



Turning fans into rock stars

Your audience is living in a ‘festival bubble’ where the real world has temporarily faded away. Any incentives should benefit their immediate festival experience to feel compelling...

From queue jumps and camping upgrades to viewing platforms the possibilities are endless...

**Sense** worked with **Activision** on the relaunch of their best-selling **Guitar Hero** franchise. The two-tier experience, made to resemble a giant guitar amp, allowed festival-goers to try out the new game, pre-order it with a partner retailer and even housed a VIP area.

This area was reserved for guests who had demonstrated best guitar shredding skills and they were given the full rockstar treatment. They got free drinks, a host of adoring fans and even got to meet real-life festival acts.

11,000

Game demos completed

+38m

Traditional Media and Social Media reach

406

Pre-orders of the game at the retail concession



## **4. Create a destination**

Make festival-goers feel that your activation is a landmark in its own right

You want people to talk about your activation as if it's a destination. This means having something to get excited about beyond the product, making it a place people should make time to visit...

Sense demonstrated this perfectly with Molson Coors' **Threefold Hard Seltzer** at Brighton Pride 2022, supercharging their sampling/retail bar with DJ sets from Jordan Lee from 'Hits Pride Radio'.

Flanked by two dancers, the draw of a well-known name that represented the audience turned a sampling stand into an unofficial festival stage, with Christina Aguilera being Threefold's biggest rival.

**24,000**

Samples distributed

**2**

Re-stock runs required from the main bar

**4hrs**

Extra performance time because the crowds were so good!



Threefold Flow Your Own Way



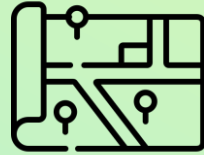
# Summary

When planning festival activations keep these tips in mind



## Be clear on the message

Be single-minded in your messaging to achieve cut-through



## Choose your location wisely

Ensure the context is right for your activity and messaging



## Enhance the festival experience

Make them attractive to people living in a festival bubble



## Create a destination

Provide valuable services as well as a visually-engaging environment

Sense is a leading global brand experience agency with offices in London and New York.

We've activated at festivals across the UK, USA and mainland Europe with our approach to designed to drive measurable impacts on your brand objectives.

If you have any questions about any of the examples shown here or want to know more about festival activations in general, please don't hesitate to reach out.

Thank you,

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