

WMxCOACHELLA 2019

MAJOR THEMES, ACTIVATIONS &
MORE FROM COACHELLA

APRIL 2019



WAVEMAKER
MEDIA. CONTENT. TECHNOLOGY.

WHAT IS COACHELLA?

Coachella Music and Arts Festival is an annual, two weekend festival held in Indio, California that started in 1993. The event hosts music genres from pop and rock to indie and EDM, complemented by art installations and brand activations dispersed across the festival grounds. The music itself runs over the three day weekend with hourly performances across five stages from both big headliner names to small bands and up-and-coming artists.

While you've likely heard much of the hype surrounding Coachella, it continues to increase in popularity thanks to the Instagram generation. As such, it has increasingly become a destination for brands to come and play, delivering photo opp-ready experiences for celebrities and music fanatics alike.

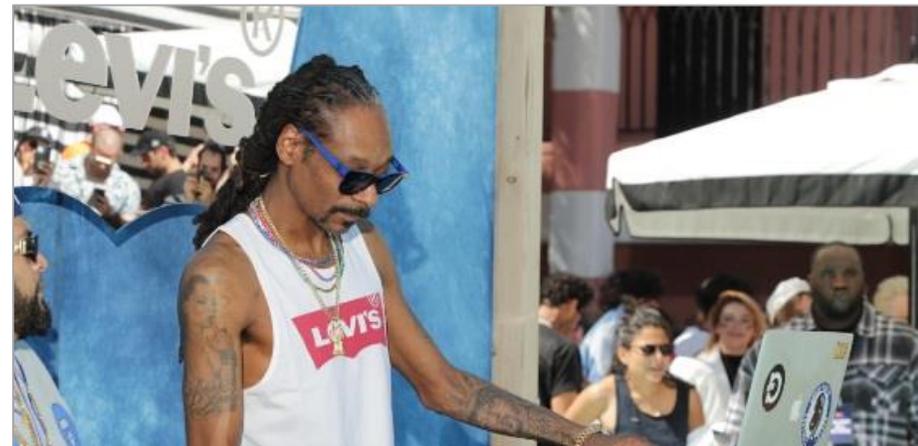


WHAT'S IN IT FOR MARKETERS

It's no secret that event integration has the ability to create meaningful connections with marketers' core audiences. While Coachella is certainly a festival that bears the weight of its name, in both size and impact, simply being present is not enough.

For those brands considering an activation at Coachella, it's critical to assess the strategy from all touch points – pre, during and post-event – to ensure strong relevancy and optimal amplification.

- **Pre:** It may seem like an obvious statement but letting attendees know you'll be there and what you'll be doing allows you to drive visibility and interest early on.
- **During:** Be there with purpose. Providing utility allows you to create an immediate emotional impact with your audience. Think about what hurdles they may encounter at the festival and how your brand can help solve for them. And always ensure there is a clear hashtag for social sharing.
- **Post:** Lead-generation at events is critical. While you can use your experience as a means to collect emails in exchange for free entry or prizes, what you do with those communications post-event to personalize brand messaging will be what drives loyalty.



COACHELLA

Key Themes of 2019

- 01** The Brand as Savior
- 02** Experiences with Relevancy
- 03** Going Beyond Coachella



Nº1

THE BRAND AS SAVIOR

With the festival grounds opening at 10AM and closing well after midnight, days at Coachella are long. Concert goers are only permitted to bring a small bag into the experience, and as the temperature can reach 100 degrees in an open field, there are plenty of opportunities for brands to step in and provide utility to help attendees make it through the day.



What this means for brands

Providing utility in moments your audience needs it most makes your brand their superhero. It also provides the brand with unparalleled opportunity to gain trials of your product, as you are the only one there with a solution.

Tips for success

- Research what your audience is missing during the event (i.e high temperatures with no shade = activations that cool them off).
- Make sure your space is visible. The more central your activation, the more foot traffic you'll receive.
- Give consumers a heads up, letting them know where you'll be located the day of the event to ensure they seek you out.

Nº1

THE BRAND AS SAVIOR



Problem: After a long day at the festival, the sun and the heat cause make-up to fade (or sweat off).

Solution: **NYX** created a pop-up on the festival grounds that offered instagrammable moments as well as make-up booths to refresh your make-up. The space was also air conditioned, enticing attendees to pop-in for a fresh face and moment to escape the sun.

Problem: Attendees are limited to a small bag when entering the festival grounds.

Solution: **Amazon** created a pop-up space inside the festival with Amazon lockers. Attendees could pre-order items to the Coachella festival grounds (charger, water bottle, make-up, backpack). Additionally, they partnered w/ Vanessa Hudgens to create a Coachella Prime festival line for all your Coachella essentials.

Problem: The festival grounds are massive and confusing to get around.

Solution: **AEG** created an AR functionality that showcases your distance from each stage. **Bose** created AR Sunglasses that festival goers could purchase ahead of time or at the marketplace for \$200. The frames played exclusive audio content and festival updates.

Nº1

THE BRAND AS SAVIOR



Problem: Food lines can get long and, when attendees are racing between stages to catch their favorite acts, they need a faster solution to fuel up.

Solution: **Postmates** created pick-up stations where attendees could order food on their app and have it ready to pick-up.



Problem: With limited areas for shade and temperatures nearing 100 degrees, it can become unbearably hot... even for the California folk!

Solution: **Cupcake** created a 'Frosé Factory' where attendees could print any photo onto their frosé treat (from selfie's to festival artwork). The experience also gave attendees a moment to cool off from the heat.



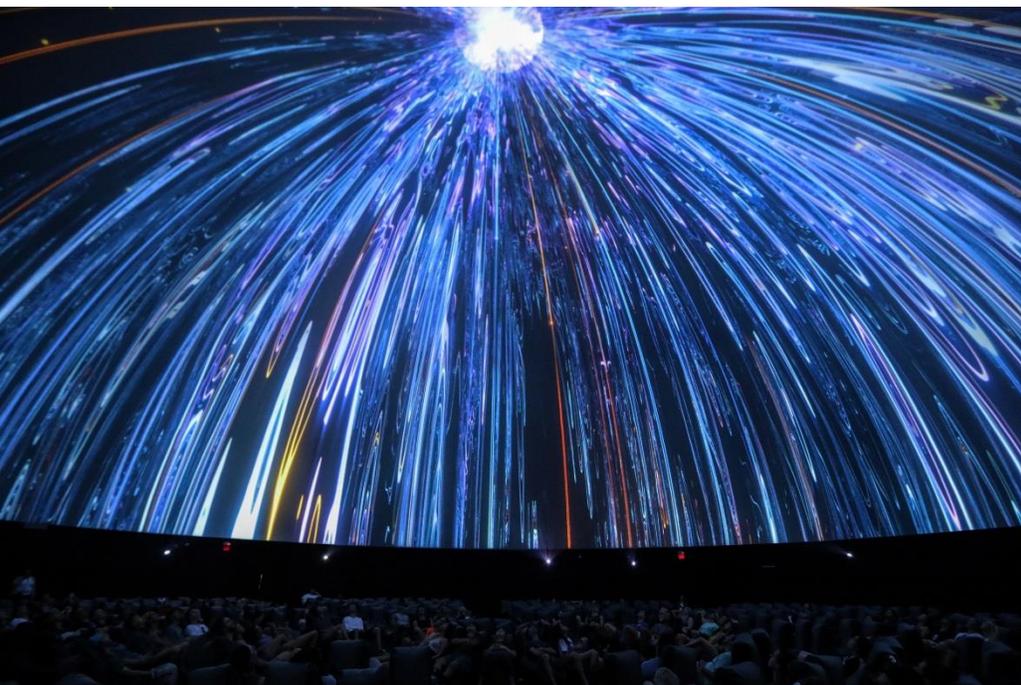
Problem: Long days require fuel to keep you going.

Solution: **Pete's Cold Brew** parked a vintage, instagrammable coach bus (Pete's branded) inside the camping grounds. They provided AC to escape from the heat and free coffee samples to power up and cool down. They also made surprise deliveries of coffee early AM and late into the night to keep attendees going.

Nº2

EXPERIENCES WITH RELEVANCY

Each day of the festival includes 14 hours of music and activities. Between sets, though, festival goers don't have much to do but grab a bite to eat or hangout on the lawn. To help fill these gaps and enhance attendees' experiences, brands have developed activations that act as an extension of the festival; integrating themes from Coachella into their experience.



What this means for brands

By creating a native experience during the festival, attendees don't feel like a brand is encroaching on their weekend or selling them on something. Instead, it creates value, enhancing their story and creating a meaningful connection to the brand.

Tips for success

- Make sure your activation sticks out in a good way. Identify what elements of the festival your audience is most interested in (art, music, specific artists, clothing) and make that a core piece of your experience.
- Give something away. From samples to customized festival gear, giving consumers something they can use during the festival gives them a piece of your brand to take with them.

Nº2

EXPERIENCES WITH RELEVANCY



HP created multisensory experiences through a three fold activation. In their main event, they created an arctic dome which featured blasting AC and bean bag style chairs for attendees to sit in. When looking up, a 360 degree film played, accompanied by the music of DJ Rufus-Soul. The film and digitized projections moved to the beat of the song. In addition, they had a space to use HP tech to print custom tote bags and a projection room that changed based on body movement (which users could capture a boomerang of and email to themselves).



Heineken created a retro beer garden, complete with a massive stage, hosting musical performances each hour. The experience gave attendees a place to hang-out, find shade and listen to additional musical acts. Heineken, the official drink sponsor, gave all attendees over 21 at the festival Heineken wristbands to enter the bar area. It also acted as a quasi VIP area that GA members could gain access to.

Nº3

MOVING OUTSIDE OF COACHELLA

If you aren't looking to have your brand experience at the festival based on budget, no fear...many brands gain the additional exposure and impact with activations at local hotels or areas surrounding the festival. The feeling of exclusivity is a key theme in these offsite events where you need to RSVP, be a loyalist of the brand or score an exclusive invite.



What this means for brands

With access to three long days of music, sometimes festival goers need a break from the actual festival. Exclusive parties or fun offsite experiences can provide a respite from their weekend.

Tips for success

- Advance promotion of the event is key to ensure you are apart of the consumers' weekend plan.
- Influencers/celebrity talent are a key component to make offsite events successful. It creates a feeling of F.O.M.O., where consumers don't want to miss out on being a part of a star-studded or exclusive experience. The amount of consumers who attend may be smaller, but more influential. Content sharing from attendees is crucial to driving scale.
- If you don't want to host a full event, there are offsite events that have brand integration opportunities, like The Zoe Report, giving your brand access to influential tastemakers and notoriety amongst their fans.

Nº3

MOVING OUTSIDE OF COACHELLA



Clothing line **DollsKill** turned an abandoned gas station into a 'quickie mart', where festival goers could pick up their new custom Coachella line. The experience was complete with a selfie machine to show off their new outfit.

Levi's hosted a Coachella themed party at The Sands Hotel with influencers and celebrities. As a part of the experience, they handed out plain Levi's jackets to all attendees and directed them towards a number of booths where you could customize the jacket with print on letters or custom embroidery.

Paramount partnered with The Zoe Report to integrate their upcoming film RocketMan into Rachel Zoe's exclusive party. Attendees could create bedazzled sunglasses and take photos in a custom photo booth to share with their social followers. Content from the event and film were distributed at scale via Bustle and The Zoe Report.

Nº3

MOVING OUTSIDE OF COACHELLA



Though invite only for **Amex Platinum** members, Amex took over the Avalon Palm Springs and created a multi-sensory experience for their members, ranging from DJ sets to an immersive experience with Away co-founder Jen Rubi to food/drinks and to even an inflatable garden.



BMW partnered with influencers to create a 'Road to Coachella' [content series](#), documenting their trip to the festival. They also partnered with headliner Khalid to transform BMWs into a depiction of Khalid's newest album art. At a nearby dealership, they featured the car and Coachella memorabilia.



Instagram created a pop-up house, focused on bright colors and desert feels 'to showcase what people love about Instagram.' Celebrity and influencers were invited to create and share content as well as make custom products like perfumes.



How will I know if my event is successful?

Experiential activations aren't as easy to measure as a standard partnership. However, if set up correctly, you can identify a few key indicators of success.



Email Signups: Helps brands understand how many people entered the experience and retarget them post event.

1. Ask users to sign-up via email to enter the event
2. Leverage photo stations where users must enter their email to get the image sent to them



Social Sharing: User generated content is a great indication of sentiment and brand impact.

1. Identify how many users shared content from your event and the amplification of said shares
2. Quantify usage of your brand's hashtag
3. Track any photo taken within the confines of your event with geo-fencing technology



Foot Traffic and Time Spent: Experiential measurement partners can leverage technology that links to users mobile devices and tracks when they enter or exit your event space.



Amplification Beyond the Event: To extend outside the confines of your activation, content capture during and after the event can be distributed at scale to create it's own form of ROI. This impact can be tracked via brand perception and consideration studies.

WMxCOACHELLA THANK YOU!



MORE INFORMATION OR QUESTIONS ABOUT THE CONTENTS OF THIS PUBLICATION, PLEASE CONTACT YOUR CLIENT LEAD OR:

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