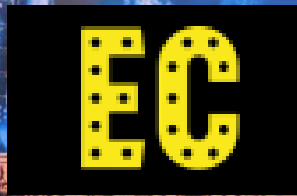


# **Building brand identity through music festivals customer experiences**

**Andrei Elvadeanu**

**Client Service Manager, iSense Solutions**

# Music festivals took center stage during the summer



...and brands were racing to **engage consumers** at the most popular music festivals.

### Neversea partners



### Untold partners



## Electric Castle partners



## Summer Well partners



## What we know: there are some limitations...

### Regional reach



60%

North West



50%

South East



55%

### Early life stage



<25 y.o



85%

Students, Low income\*  
More upscale target at  
Electric Castle



75%



60%

### Brand usage

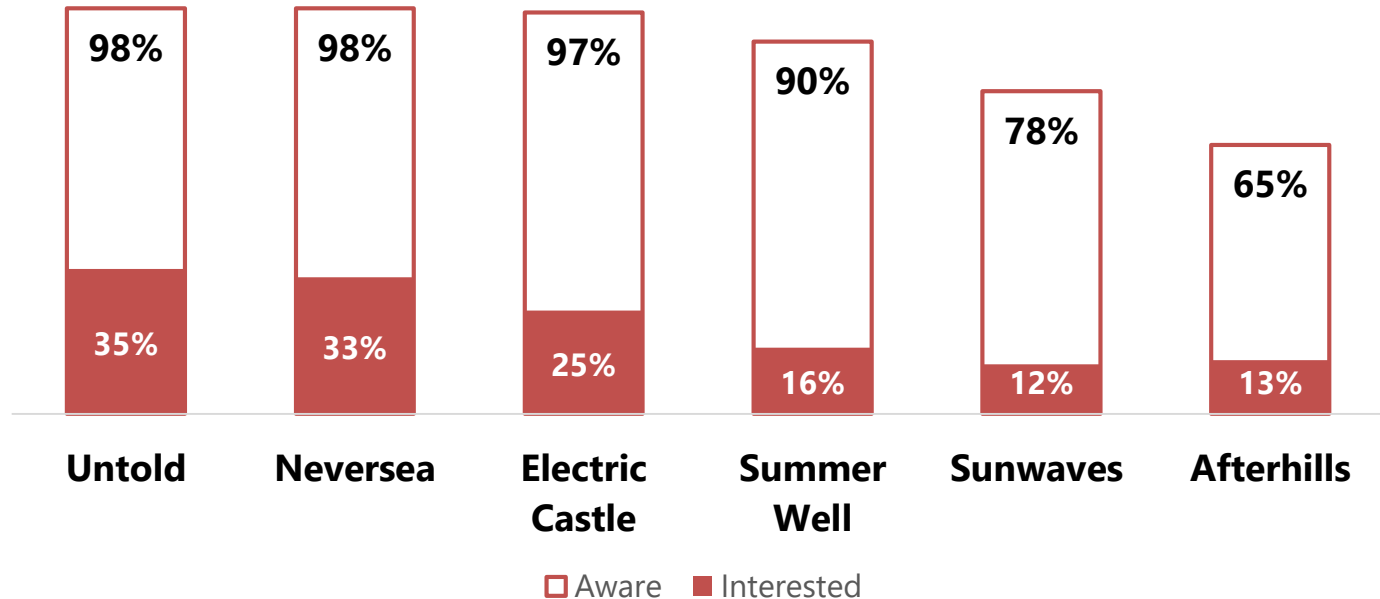


**Very category  
specific**

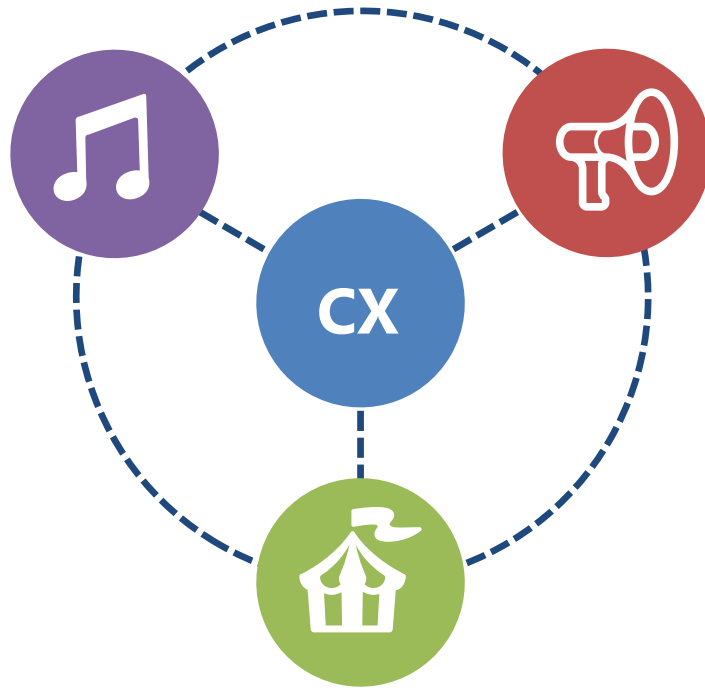
Heavy users of brands  
that fit the target

Bigger brands build loyalty.  
Smaller brands or  
belonging to "unfit"  
categories can recruit new  
users

**...but their visibility is inviting for brands and people alike**



# CX at festivals is tri-dimensional



Actual CX



## **The festival**

Just like other brands, festivals deliver CX: lineups, organization, transport, etc.



## **Brand activations**

Cool stands, spectacular settings, prizes and promotions.

Projected CX



## **Amplification**

This is where the big money is. Communicating the wonderful festival experience is as important for brands as actually experiencing it.

# CX at the festival is firstly about the music, and secondly about brands.

1



Music, dancing, parties



2



Brand activations

Brand activations are seldomly mentioned spontaneously.

Many are perceived as promotions or contests and are noticed especially by loyal users.

3



Amplification

Communication creates a **virtuous loyalty circle**: brand users are more likely to see the comms and become more interested in the festival. Future comms about festivals will appeal even more to loyal users.



# What we did

## WHAT

**Projected CX**



Focus on  
**amplification of  
festival CX**

## HOW

**TV ad evaluation**



We selected 2 of the most visible brands that participated at Untold and evaluated their festival ads in comparison with a similar ad.  
Four ads in total: 2 Ursus ads and 2 Kaufland ads

## WHY

**To measure impact on  
brand loyalty**



Operationalized as:  
Changes in self-brand connection  
(Escalas, 2004)  
Changes in usage frequency

# Methodology – experimental design

6 parallel groups (4 ads)

**URSUS**



TC1 - UNTOLD AD  
120 Respondents



TC2 - EQUITY AD  
120 Respondents

No exposure

Control Group 1  
120 Respondents

**KAUFLAND**



TC3 - UNTOLD AD +  
CARD  
120 Respondents



TC4 - EQUITY AD +  
CARD  
120 Respondents

No exposure

Control Group 2  
120 Respondents

# Framework for analysis

A large, bold, blue capital letter 'A' representing the first stage of the framework.

**Attention**

A large, bold, black capital letter 'I' representing the second stage of the framework.

**Interest**

A large, bold, red capital letter 'D' representing the third stage of the framework.

**Desire**

A large, bold, green capital letter 'A' representing the fourth stage of the framework.

**Action**



**URSUS**

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## UNTOLD AD – URSUS TE ECHIPEAZA DE DISTRACTIE



## REGULAR AD – CE INCEPE CU URSUS SE TERMINA EPIC





# Impact on loyalty

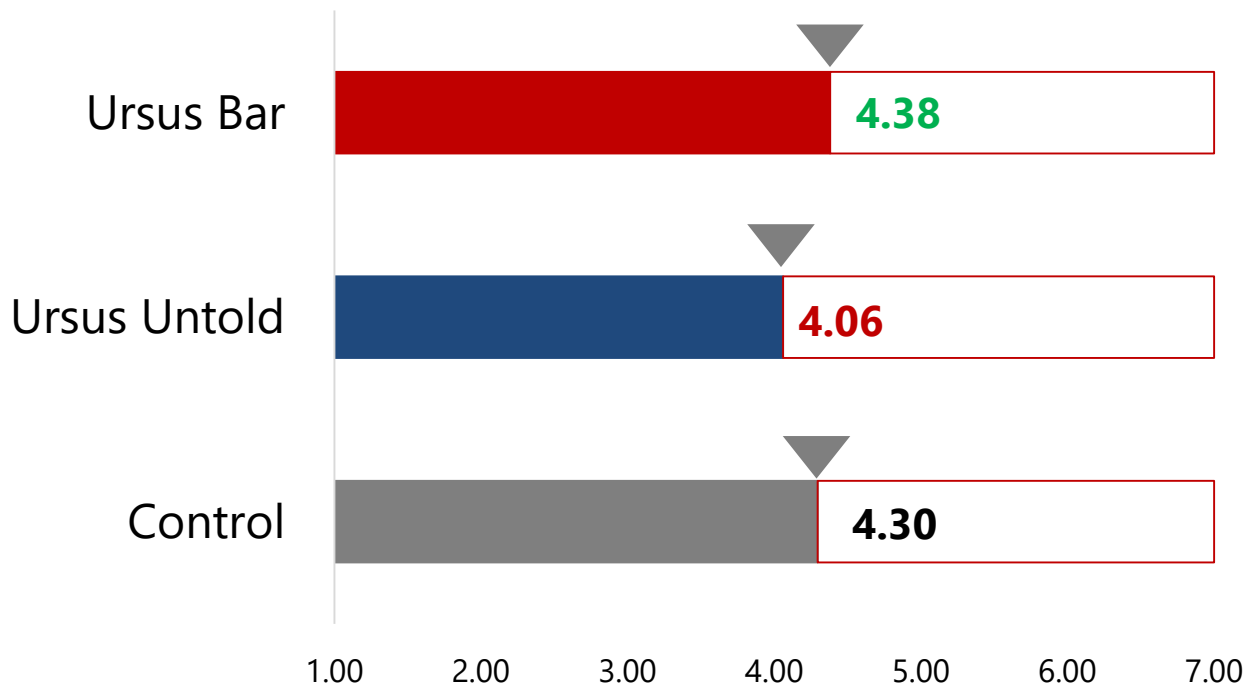
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## Self-Brand Connection score

The regular Ursus ad does a better job at building brand loyalty through improving connection with the brand compared to the control group.



### SBC score

Fits my needs

I feel a personal connection

Fits with my lifestyle

I would recommend

It is unique

The only brand for me



The regular Ursus ad scored better on both purchase intention and purchase frequency.



**Purchase intention  
(T2B)**

**52%**

**64%**

**Purchase frequency  
(weekly average)**

**1.25**

**1.30**

Why does  
the regular  
ad perform  
better?



## Better attention scores for the regular ad.

The regular Ursus ad has a stronger impact on attention both long term and short term.



**Recognition**

**58**

**58**



**Distinction**

**63**

**70**

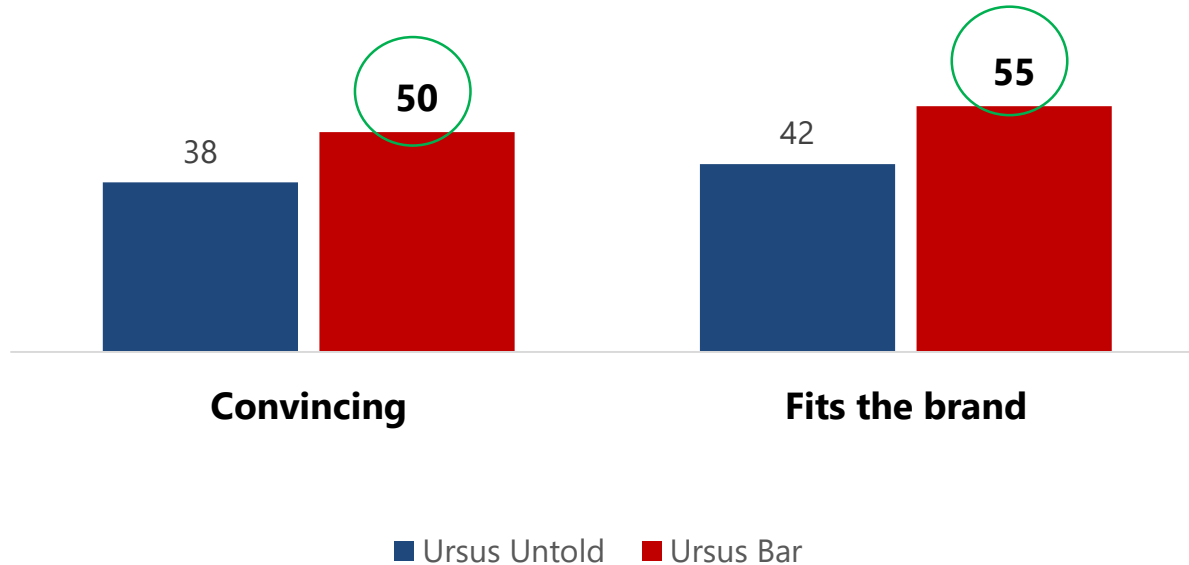


**Branding**

**71**

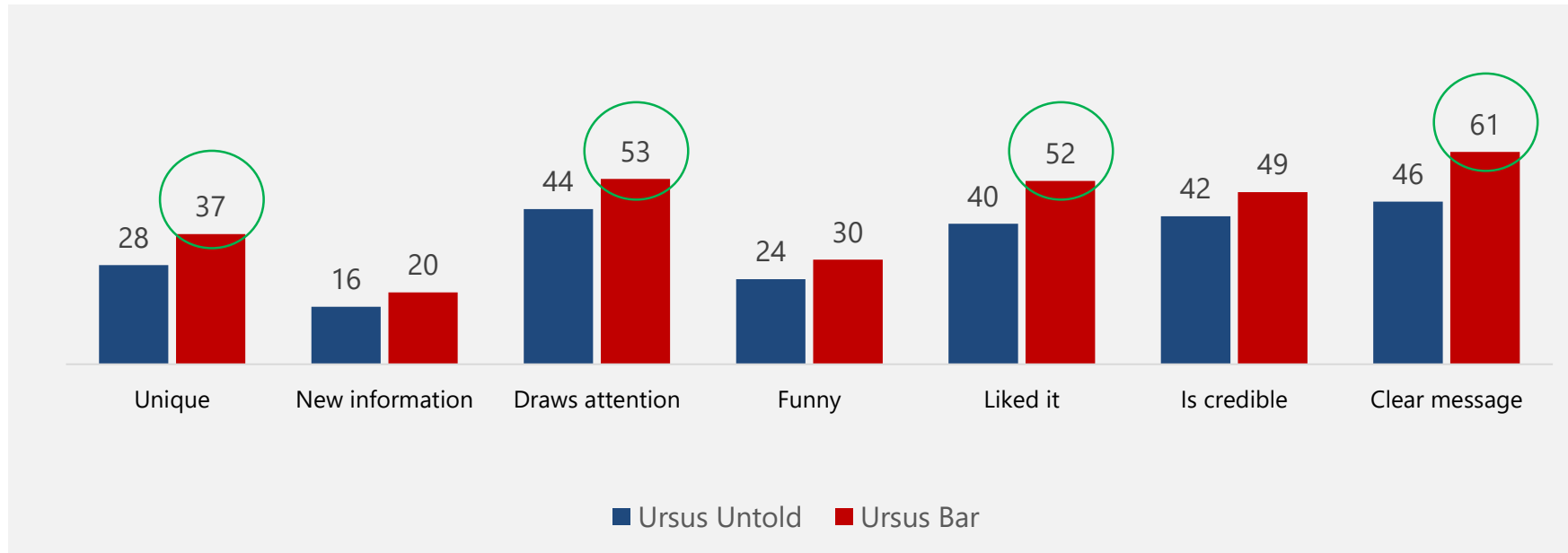
**80**

The regular Ursus ad is perceived as more convincing and fitting the brand better.



The regular Ursus ad manages to draw attention better because it has a clearer message and the situations depicted are more relevant.

## Ad diagnostics



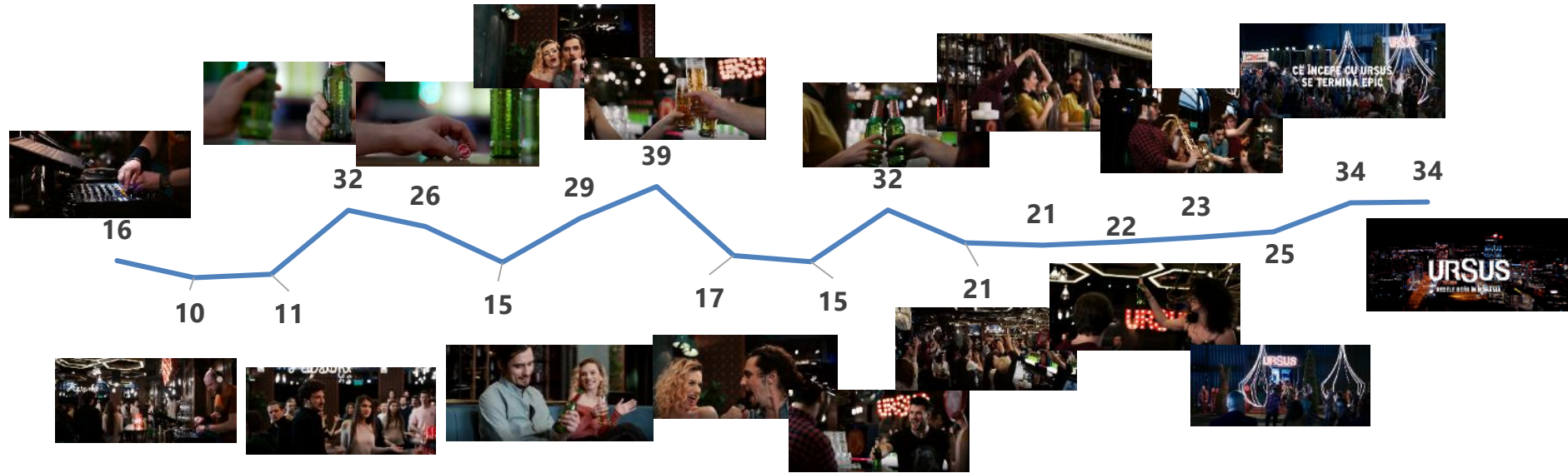
## WHAT ATTRACTS ATTENTION – URSUS UNTOLD

The Untold ad is rather fragmented. Attention raises whenever the brand is shown, but also when people understand it is about Untold.



# WHAT ATTRACTS ATTENTION – REGULAR URSUS AD

The regular Ursus ad draws attention whenever consumption moments are shown.



But the key to the latter's memorability is the Smiley song – "Oficial imi merge bine"



Ursus	26%
<b>Untold/Festival</b>	<b>19%</b>
Beer	15%
Fun	14%
Youngsters	13%
Interesting ad	10%
Backpack	10%
Gathering	8%
Friends	6%
Bear mascot	5%
Prizes	5%



Ursus	30%
<b>Smiley song</b>	<b>16%</b>
Fun	15%
Beer	14%
Interesting ad	13%
Friends	7%
Music	7%
Good	6%
Party	5%
Untold/Festival	4%
Bar	4%





**KAUFLAND**

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# UNTOLD AD – KAUFLAND DA RITMUL UNEI AVENTURI FANTASTICE



## REGULAR AD – LUCRURILE BUNE VIN USOR





# Impact on loyalty

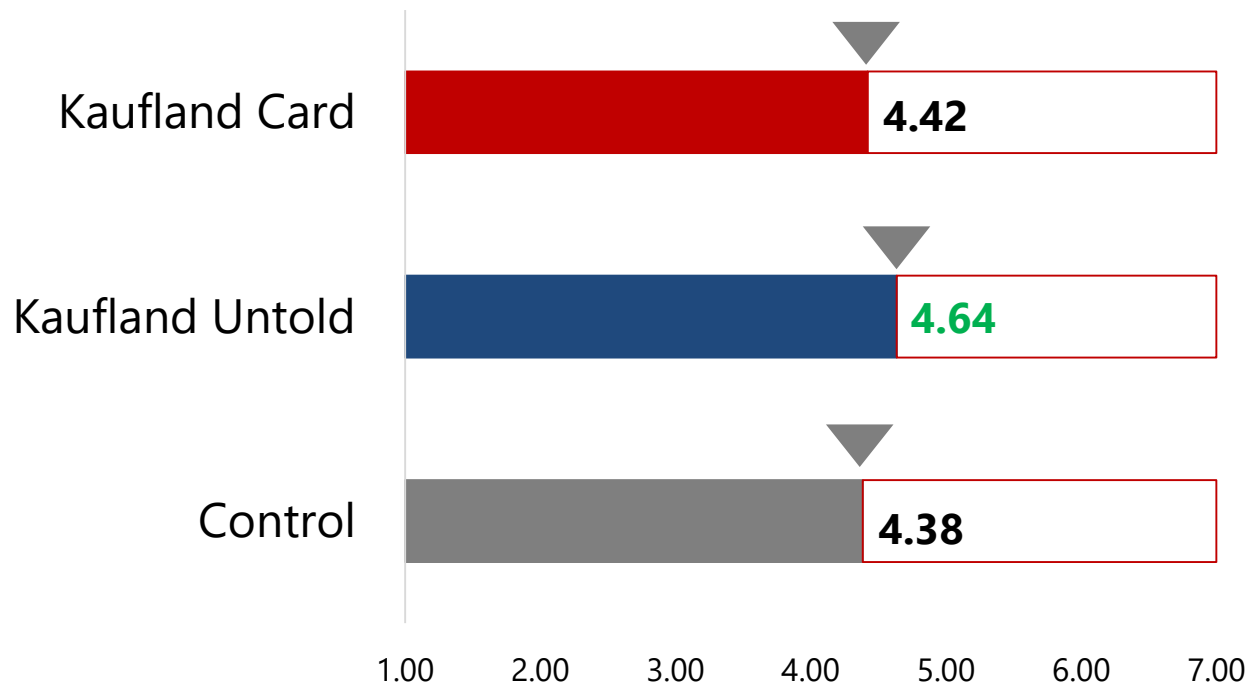
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## Self-Brand Connection score

Improved brand relationship score after watching the Kaufland Untold ad.



### SBC score

Fits my needs

I feel a personal connection

Fits with my lifestyle

I would recommend

It is unique

The only brand for me

Both ads have a good chance to recruit new customers (good branding, Kaufland card promotion), but the Untold ad clearly detaches itself in increased PF due to its better brand relationship performance.



**Purchase intention  
(T2B)**

**59%**

**61%**

**Purchase frequency  
(weekly average)**

**1.55**

**1.37**

Why does  
the Untold  
ad perform  
better?



Higher memorability for the regular Kaufland ad due to humorous take and simple story line, but the Untold execution is better crafted.



**Recognition**

**51**

**65**



**Distinction**

**64**

**59**



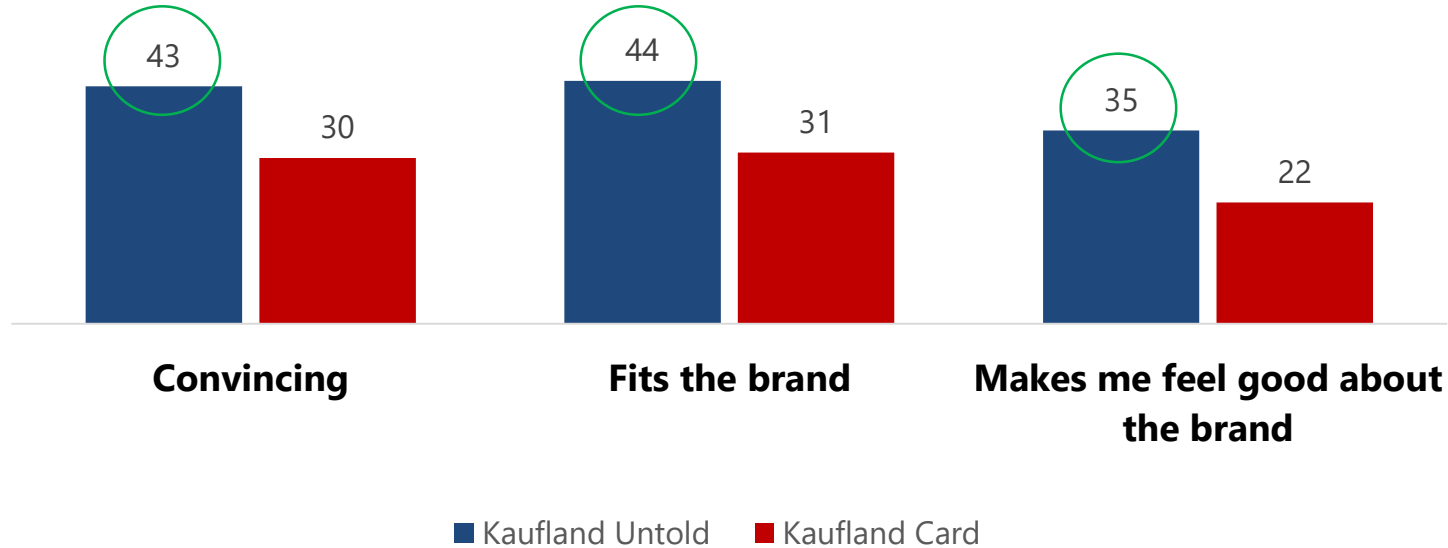
**Branding**

**77**

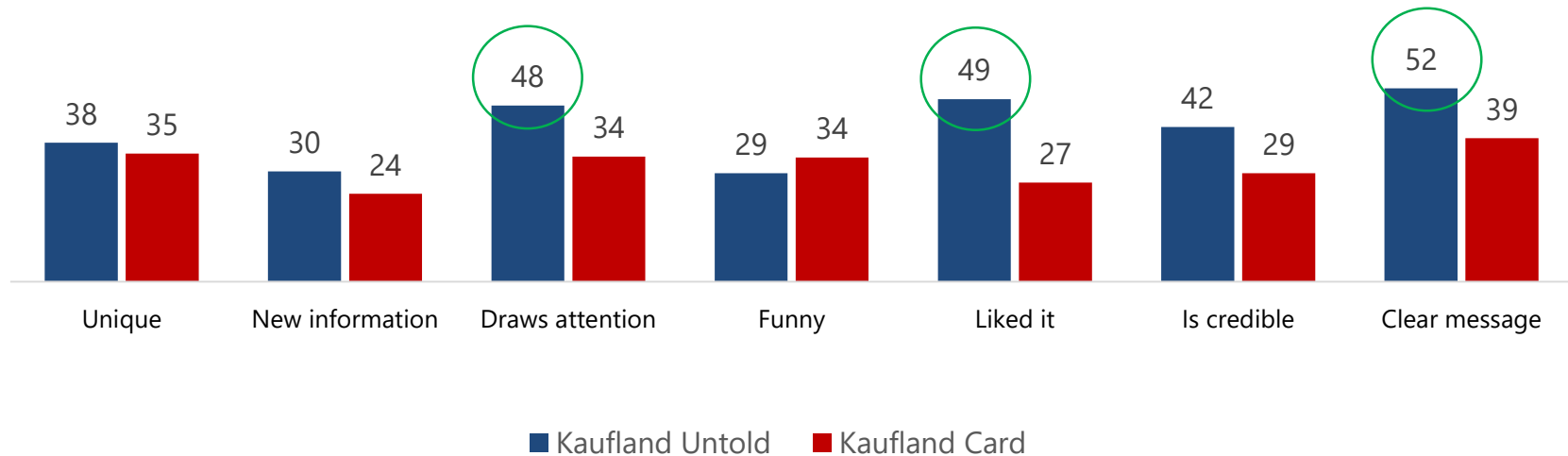
**70**



Kaufland Untold ad is more convincing and has an additional feel good factor that the Ursus Untold ad missed.



Kaufland Untold draws attention because it has a clearer message and the situations depicted are more appealing.



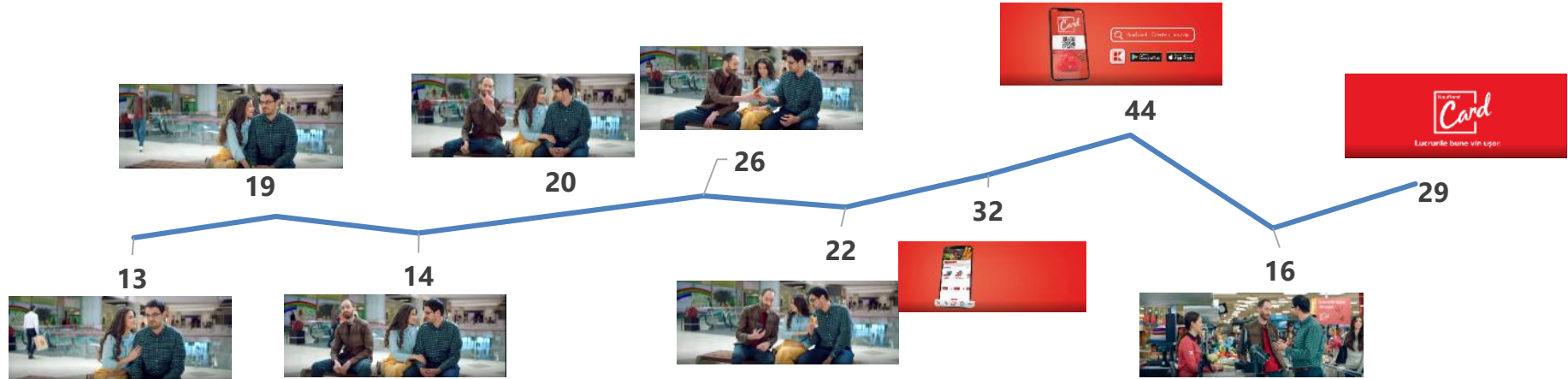
# WHAT ATTRACTS ATTENTION – KAUFLAND UNTOLD

Attention rises as soon as the brand appears (and the card). It peaks after the joke is revealed and it is a little unfortunate that Kaufland logo is only shown after the Untold one.



# WHAT ATTRACTS ATTENTION – REGULAR KAUF LAND AD

Attention remains constant throughout the ad, despite having only one shot, pointing to good narrative. The brand shot comes perfectly after the joke.



In the first ad attention is split between Kaufland and Untold, but key consumption occasion elements make the ad a success.



Kaufland	37%
<b>Untold / festival</b>	37%
Interesting ad	12%
Fun	11%
Card	9%
Shopping	9%
Youngsters	8%
Attractive	7%
Music	6%
Emotion	3%
Friends	3%



Kaufland	25%
<b>Card</b>	<b>18%</b>
Didn't like it/unclear	13%
Girlfriend	13%
Interesting ad	8%
Funny	8%
Promotions	7%
Strudel	7%
Shopping	7%
Aplication	6%
Attractive	4%

A glowing lightbulb is positioned in the center of the frame, set against a dark, textured background that resembles a chalkboard. The lightbulb is encased within a hand-drawn, white chalk outline of a cloud. The cloud's lines are slightly irregular and grainy, giving it a sketchy appearance. The lightbulb itself is lit, with a bright, warm glow emanating from its filament. A white rectangular box with a thin border is superimposed over the lower half of the image, containing the word "Learnings" in a large, bold, white sans-serif font.

# Learnings



The projected festival CX **does not build loyalty** by itself. Having a good execution serves better the business objective than other brand lifting vehicles.



The association with Untold does not hurt either. The festival is a clear driver of attention and a good way to promote a **youthful image**.



**Loyalty comes from relevance**, and relevance means firstly category and brand cues. Lifestyle related cues (i.e. fun at the festival) come second.

**THANK YOU!**

