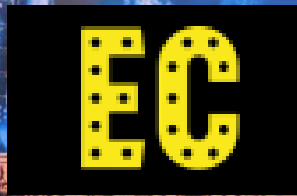# Building brand identity through music festivals customer experiences

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

ESOMAR WORLD RESEARCH

Electric Castle partners

Summer Well partners

What we know: there are some limitations...

Regional reach

UNTOLD	EC	NEVERSEA
60%	**50%**	**55%**
North West		South East

Early life stage

<25 y.o

UNTOLD	NEVERSEA	EC
85%	**75%**	**60%**

Students, Low income*

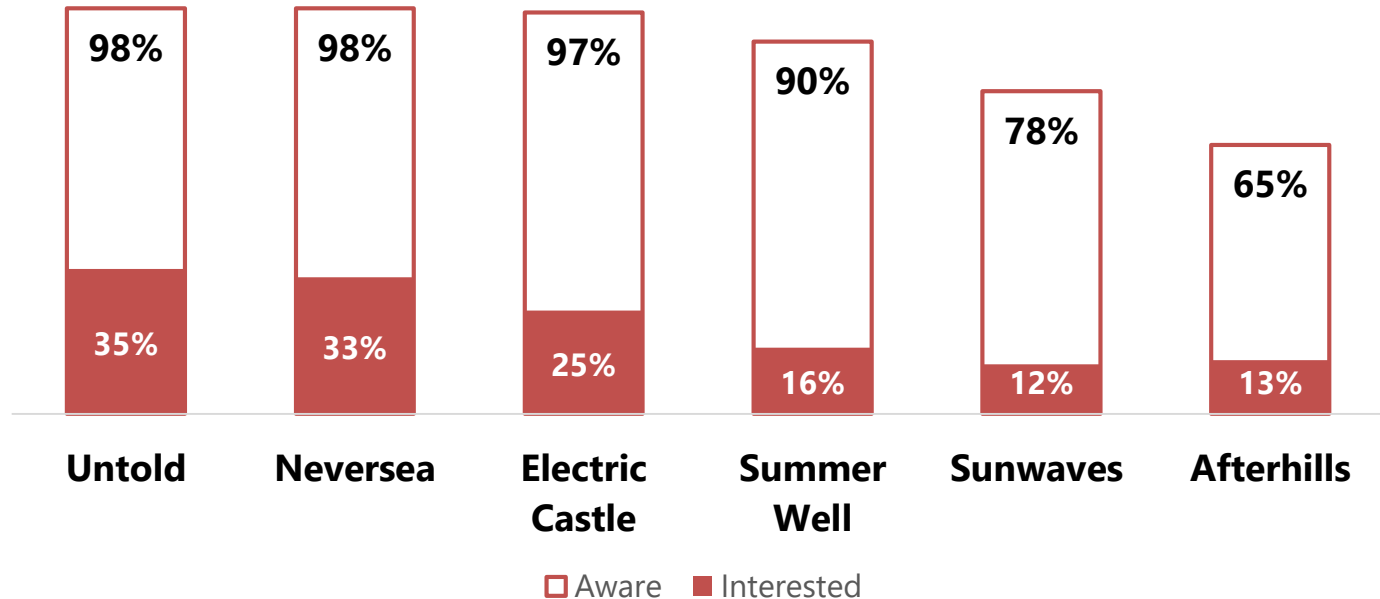More upscale target at Electric Castle

Brand usage
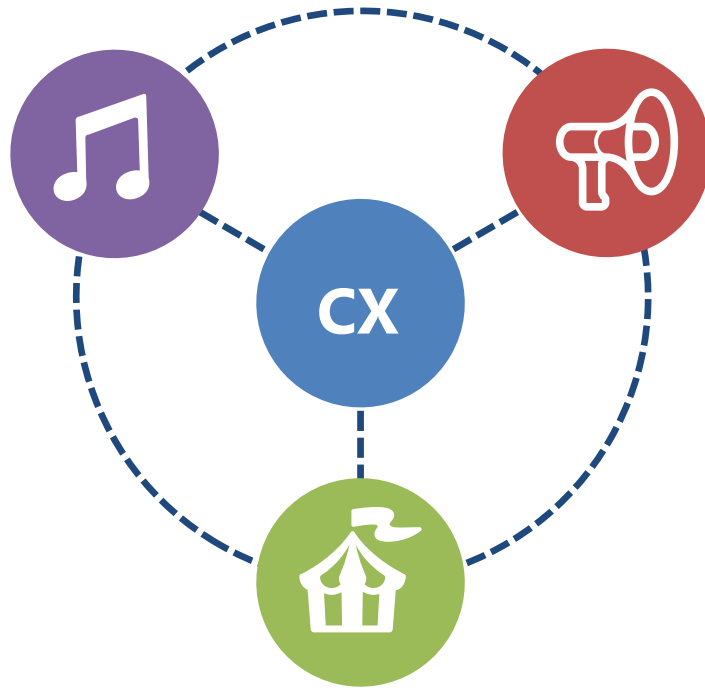

Very category specific

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

	Untold	Neversea	Electric Castle	Summer Well	Sunwaves	Afterhills
Aware	98%	98%	97%	90%	78%	65%
Interested	35%	33%	25%	16%	12%	13%

☐ Aware ■ Interested

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

URSUS

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Impact on loyalty

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

Purchase intention (T2B)

52%

64%

Purchase frequency (weakly 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.

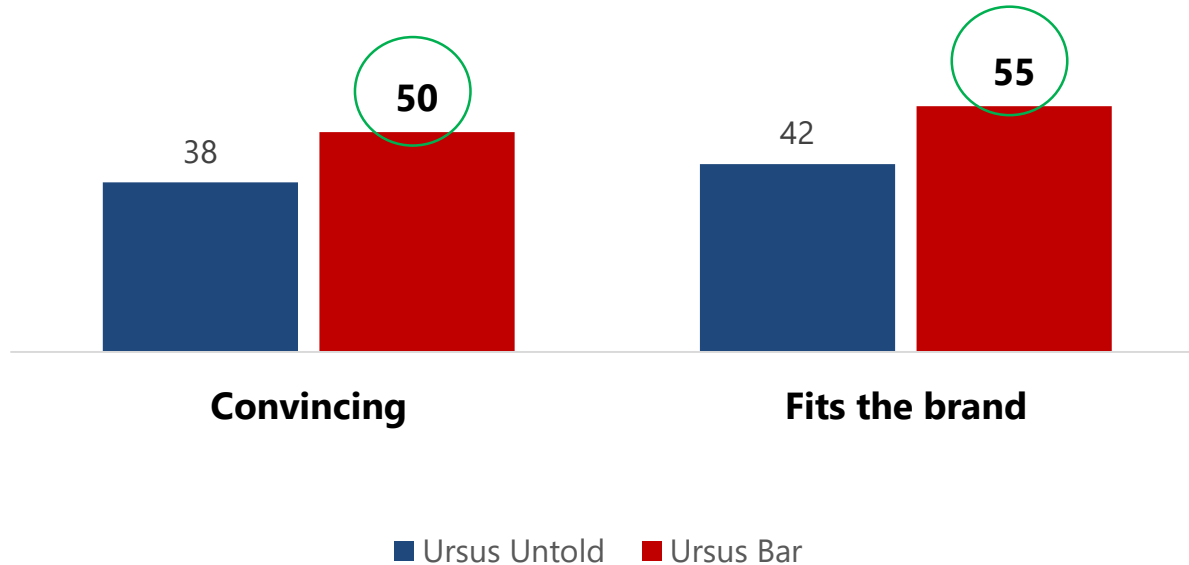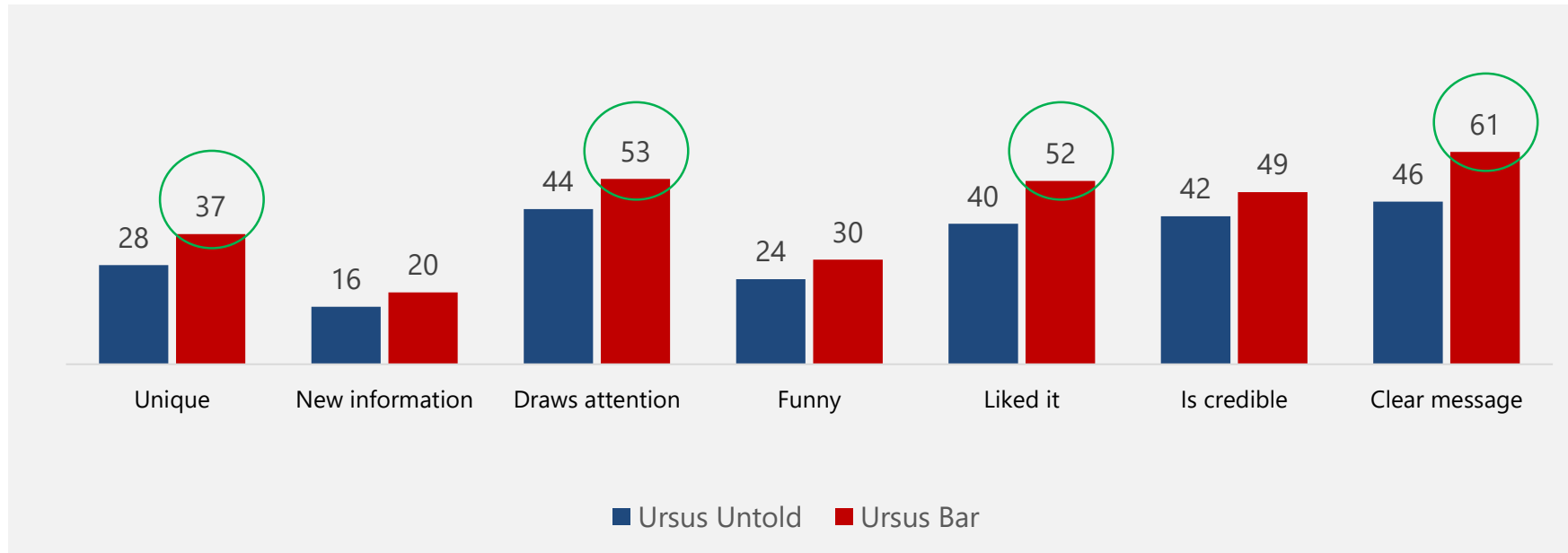|			
📺	**Recognition**	**58**	**58**
🧠	**Distinction**	**63**	**70**
🔏	**Branding**	**71**	**80**

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.
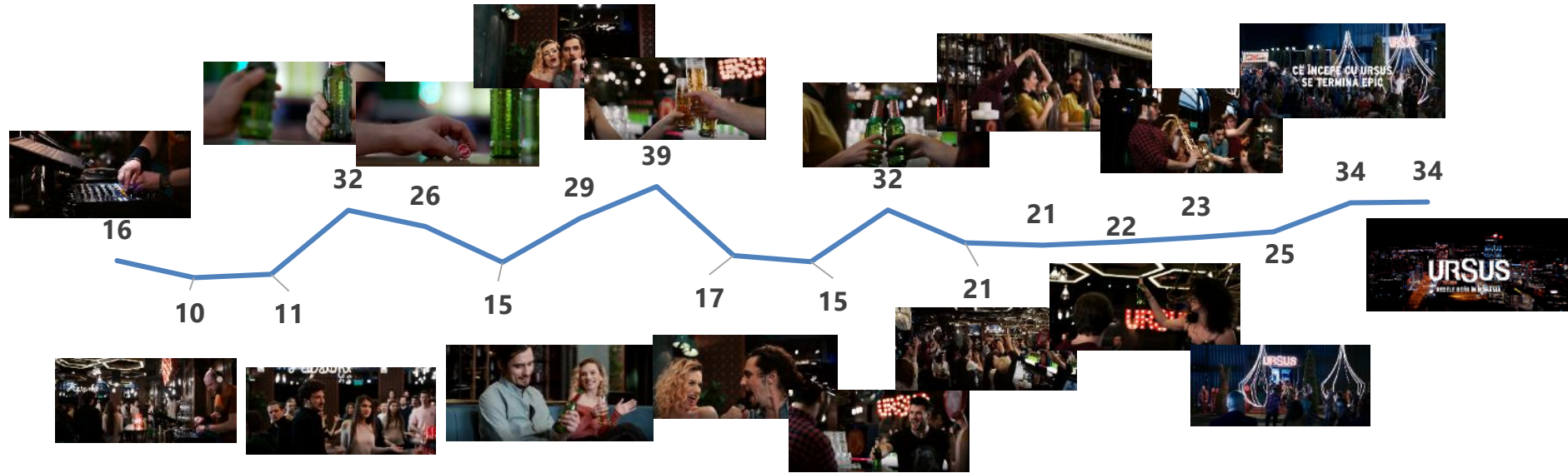
Ad diagnostics

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%
Untold/Festival	**19%**
Beer	15%
Fun	14%
Youngsters	13%
Interesting ad	10%
Backpack	10%
Gathering	8%
Friends	6%
Bear mascot	5%
Prizes	5%

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

KAUFLAND

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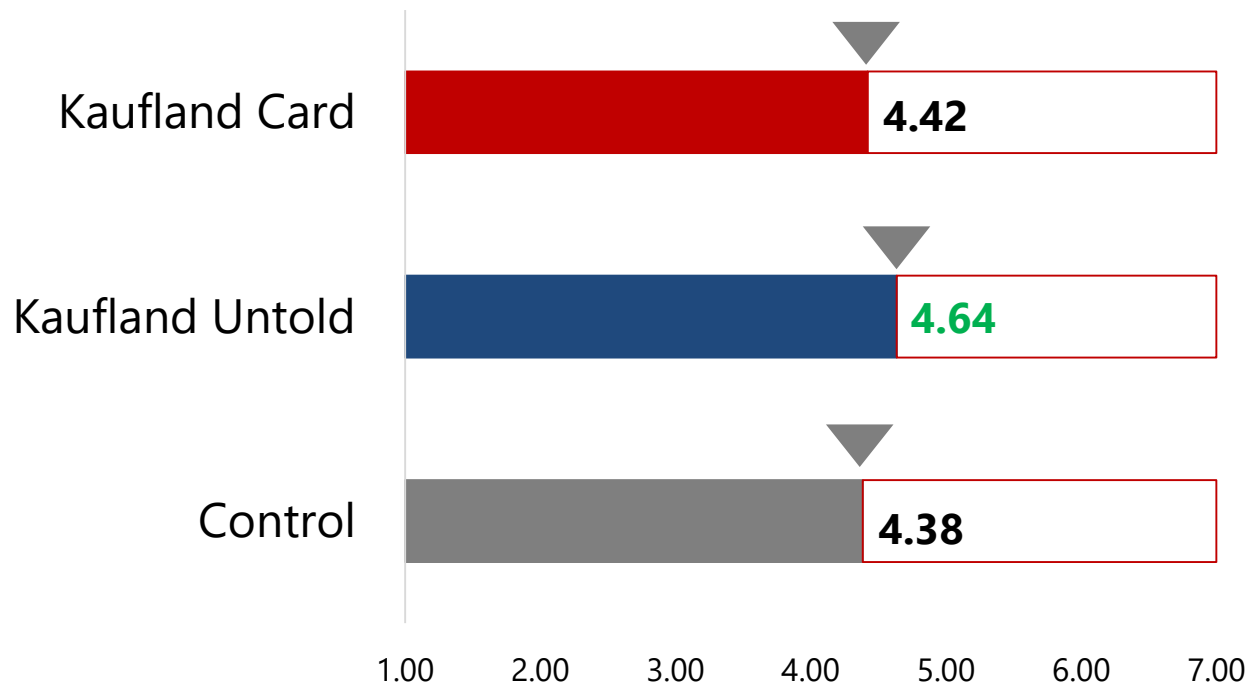
Both ads have a good chance to recruit new customers (good branding, Kaufland card promotion), but the Untold ad clearly detaches itself in increased PF due to its better brand relationship performance.

Purchase intention (T2B)	**59%**	**61%**
Purchase frequency (weakly 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

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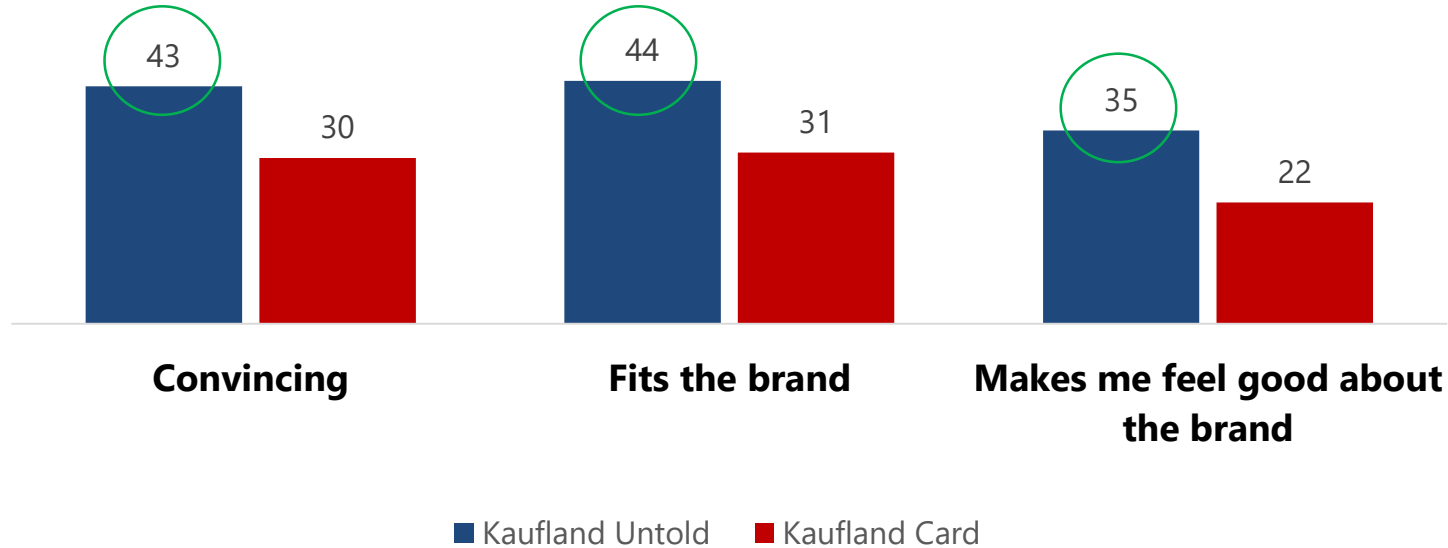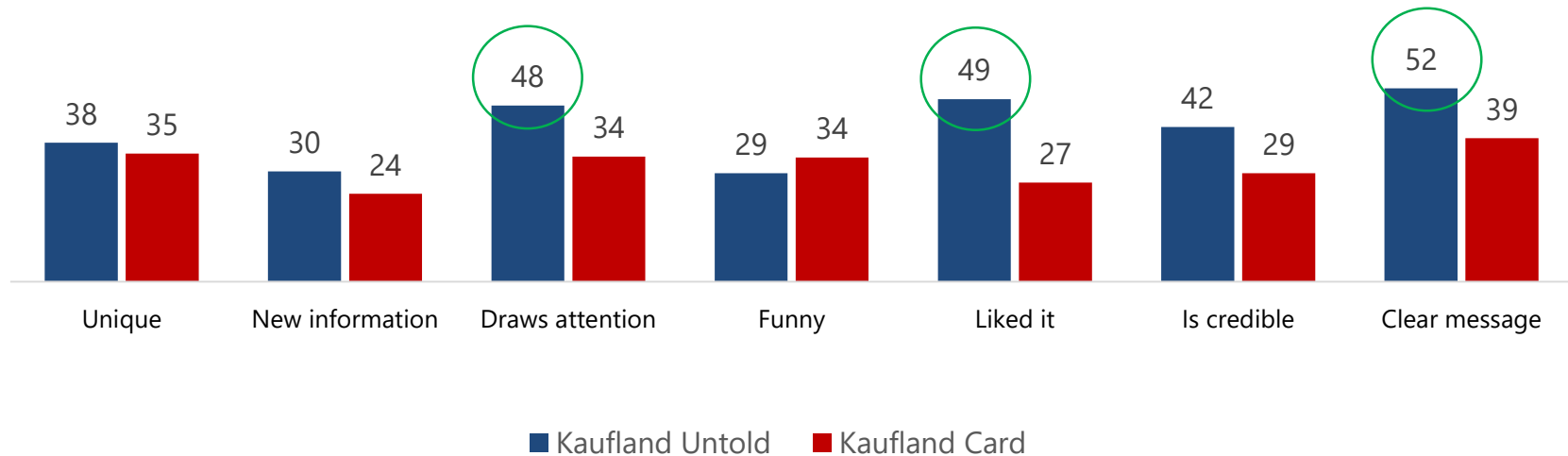
Kaufland Untold ad is more convincing and has an additional feel good factor that the Ursus Untold ad missed.

Convincing — Kaufland Untold: 43, Kaufland Card: 30
Fits the brand — Kaufland Untold: 44, Kaufland Card: 31
Makes me feel good about the brand — Kaufland Untold: 35, Kaufland Card: 22

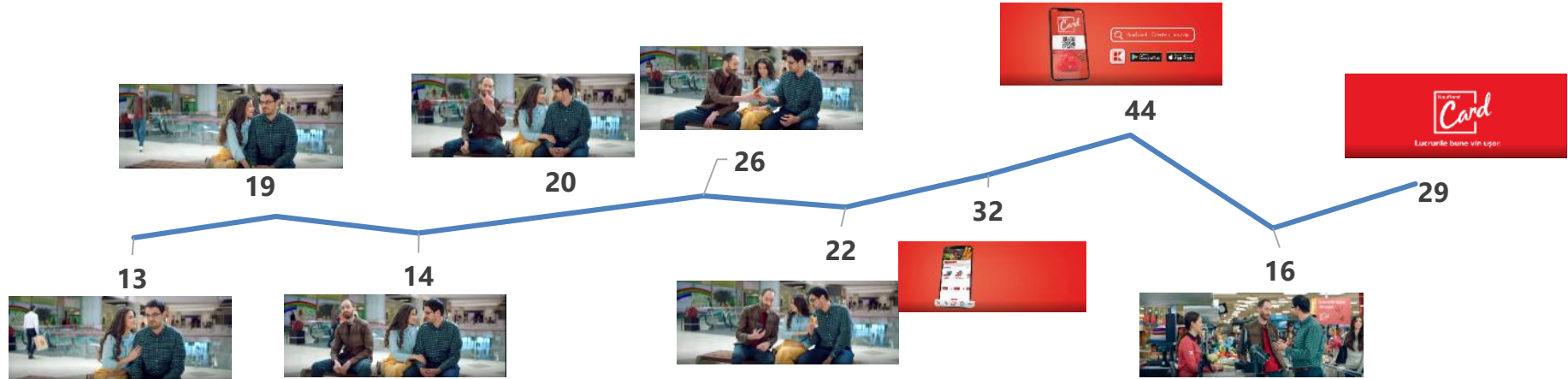■ Kaufland Untold   ■ Kaufland Card

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 KAUFLAND 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%
Untold / festival	**37%**
Interesting ad	12%
Fun	11%
Card	9%
Shopping	9%
Youngsters	8%
Attractive	7%
Music	6%
Emotion	3%
Friends	3%

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

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!