



Marketing Society Scotland Star Awards 2015  
Category 3.5 – Event Marketing  
DF Concerts, Tennent's Lager , Material\_UK



# T IN THE PARK 2014



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## **T IN THE PARK 2014**

T in the Park (TITP) is one of Europe's leading festivals – a cornerstone of Scottish culture and a rite of passage for music fans across the country. Co-founded in 1994 by DF Concerts and Tennent's Lager, over the past 21 years the festival has grown in influence and reputation. A multi-award winning festival - named by industry bible Pollstar as its International Festival of the Year in 2013 - TITP is also regarded by artists worldwide as an essential destination on the global festival circuit.

However, heritage and reputation don't necessarily translate into ticket sales, and a rise in affordable European festivals has led to an increasingly competitive marketplace. Plus, with a series of globally renowned, one-off live music events heading for Scotland in 2014, we knew we faced a greater challenge than ever before.

Time to turn it up to 11...

**"FOR ATMOSPHERE,  
YOU JUST CAN'T  
BEAT IT"**  
*Stanley, Glasgow*



**"THE HIGHLIGHT  
OF EVERYONE'S  
SUMMER"**  
*Karen, Kinross*



# SETTING THE SCENE







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## THE EVENT

- 3 days in July
- Over 200 artists
- 10 stages
- 85,000 fans per day





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### THE CHALLENGES

In 2014, Scotland was at the heart of some of the most talked about sporting, entertainment and political events of the year, dominating news agendas and attracting brands and events from across the globe. With high profile, one-off events such as Radio 1's Big Weekend and MTV European Music Awards being held in Scotland, music fans hoping to experience a summer of live music on their doorstep had a far greater array of options to choose from than ever before.

Achieving cut-through for a long-established event (21 years) was going to be tough. This was compounded by the fact that – one year earlier – we'd arguably had our moment with TITP's landmark 20<sup>th</sup> year celebrations - a marketing and PR opportunity we'd exploited to achieve deliver strong cut-through for the event.

How could we top this, generate a high profile for the event, and ensure we didn't lose our audience to multiple new competitor events?





# AMBITION AND OBJECTIVES





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## **AMBITION**

It was imperative that TITP's distinction as the biggest and best-loved event in Scotland - and one of the best festival experiences in the world - didn't get lost amongst the competition, and our marketing strategy had to achieve strong cut-through.

To prevent consumer and media fatigue and to achieve standout, the communications strategy had to be savvy, smart and engaging.







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## OBJECTIVES

### Target market

- Primary target market - music fans in Scotland (core demographic: 18-24 year-olds)
- Secondary target market: music fans outwith Scotland - across the UK and Europe







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## CAMPAIGN OBJECTIVES

- Reinforce **TITP's stature** as internationally acclaimed festival and a major event on the global stage
- Create a **high profile** for the event through integrated and strategic media, PR, ATL and digital campaign to drive ticket sales and consumer engagement
- Sell-out event – **85,000 tickets** per day including all *The Residence* boutique luxury camping packages
- Attract **20% of audience** from outwith Scotland (through targeted digital marketing)
- Harness nostalgia for the festival's much-loved Balado home and position TITP 2014 as once-in-a-lifetime opportunity for fans to bid farewell to the site through **#ByeByeBalado campaign** (ref: TITP's last year at Balado site)
- Drive sales of **key revenue generation** initiatives and services:
  - Refresh pamper parlour – **sell-out wristbands**
  - Tennent's Lager's Be Chilled pre-order service (increase sales by **5%** upon 2013)



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## OBJECTIVES

### Digital

- Drive social engagement with fans through launch of new TITP Snapchat – target **2,000 followers**
- Increase web traffic to [www.tinthepark.com](http://www.tinthepark.com) by **5%**
- Increase Facebook likes by **30,000**
- Increase Twitter followers by **30,000**
- Increase Instagram followers by **5,000**
- Increase no. of T Lady e-newsletter subscribers **by 5%**
- Achieve **10,000 downloads** of new TITP mobile app

### PR

- Ensure high event profile through widespread media coverage (**2500 articles**)
- Increase media coverage by **5%** (vs 2013)
- Communicate Tennent's Lager's longstanding support as founding partner of TITP – increase media cut-through for the brand via logo placement and references by **5%** (vs 2013)





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**Key campaign messages to be communicated**

- TITP's unique atmosphere and global standing
- The rich and diverse on-site experience offering – campsite experience, on-site entertainment including comedy, Silent Disco, fairground, Refresh pamper parlour
- #ByeByeBalado – 2014 was the festival's final year at the Balado site, its much-loved home of 18 years





# STRATEGY, PLANNING AND EXECUTION







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## **LAUNCH STRATEGY**

Analysis revealed TITP audience most active online between 7pm – 10pm, so our launch strategy was revised to include 7:30pm announcement across BBC Radio 1 and TITP's digital channels. This led to “T in the Park” and artists trending worldwide on Twitter, and was complemented by integrated digital, print and outdoor ATL campaign which drove web traffic and social engagement.

With three of Scotland's biggest musical exports headlined for the first time – Biffy Clyro, Calvin Harris and Paolo Nutini - we recognized an opportunity to share the spotlight shining on Scotland and exploit this as a strong PR angle.

We capitalized on these artists' longstanding passion for the festival - which had supported them throughout the entirety of their careers - to negotiate access for TITP-owned content, resulting in widely-shared branded content and media interviews.



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## LAUNCH COVERAGE



### Biffy Clyro and Calvin Harris announced for T In The Park

Scottish acts will join Arctic Monkeys as headliners at the event, with Pharrell Williams, Elbow, Disclosure, Pixies and Sam Smith also added to the bill  
Sean Lynch  
theguardian.com, Wednesday 26 February 2014 08:11 GMT  
[Jump to comments \(7\)](#)



## Biffy Clyro home for T Top Scots join the T in the Park bill



T | T in the Park 2014 - Biffy Clyro

officialtinthepark

Subscribe 2,231

11,068

T in the Park Calvin Harris

officialtinthepark

Subscribe





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## LAUNCH PROJECTIONS STUNT

To coincide with the TITP line-up reveal and to build anticipation ahead of tickets going on sale, we staged a guerrilla projections stunt which saw the TITP brand and ticket sales message projected on to iconic buildings in key cities across Scotland, with high footfall.

This generated talkability and social discussion amongst passers-by, who shared images of the projections across social.



DUNDEE



EDINBURGH



EDINBURGH



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## **CAMPAIGN THEME**

We wanted to position TITP as the biggest event of the summer, and reinforce its stature amidst the competition. We needed a hook – a strong campaign theme which we could exploit to create standout.

We took our inspiration from the audience – fans often describe TITP on social platforms as “epic”, “biggest weekend of the year” – so we harnessed this sentiment to position TITP as “this summer’s biggest blockbuster”, a hook which enabled us to communicate key campaign messages and offered a point of distinction for the event.

This hook ran throughout the campaign. With visibility and profile a key objective, we launched a strategic integrated ATL campaign which incorporated TV and cinema advertising, outdoor, print, digital and broadcast media to ensure a high profile for the festival. Using valuable insight from sales data, the campaign targeted key demographics and audience segments, and media ads were placed in outlets which complemented the PR campaign.





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## **ABOVE THE LINE CAMPAIGN: TV AND CINEMA**

An ad which communicated key messages and focused on selling the festival experience was created for TV and cinema. A high profile TV spot for the TV ad included the Brit Awards 2014, which featured many TITP artists.

The ad also ran in cinema across VUE cinemas in Scotland, appearing before film screenings which were popular with the target demographic.

The ad also ran as YouTube pre-rolls and on Channel 4 On Demand, further raising the profile of the event and enabling us to target audiences outwith Scotland.



T in the Park 2014 TV Advert



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**ABOVE THE LINE CAMPAIGN: PRESS ADS**

A press ad campaign ran across key national titles to complement the PR campaign.

DAILY  
RECORD  
17X4 AD

DF CONCERTS & FOUNDRING PARTNER  
TENNENT'S LAGER PRESENT

**T IN THE PARK**

THE SUMMER'S  
BIGGEST BLOCKBUSTER

**TICKETS ON SALE FRI 28 FEB AT 9AM**

TO BUY TICKETS  
GO TO **TINTHEPARK.COM / TICKETMASTER.CO.UK** OR CALL **08444 999 990**

**FULL PAGE METRO AD**

OF COURTESY & FOUNDRING PARTNER  
TENNENT'S LAGER & PRESENT

**T IN THE PARK**

**FRIDAY 11th JULY**  
BIFFY CLYRO / ED SHEERAN  
ELLIE GOULDING / BASTILLE / PIXIES  
STEVE ANGELLO / ALESSO / HAIM / YOU ME AT SIX  
MANIC STREET PREACHERS / CHVRCHES  
MAXIMO PARK / THE RIFLES / LEN FARKI / PANDORA

**SATURDAY 12th JULY**  
CALVIN HARRIS / PAOLO NUTINI  
PHARRELL WILLIAMS / ELBOW / RUDIMENTAL / BEN HOWARD  
JAMES / BOMBAY BICYCLE CLUB / TWIN ATLANTIC / THE 1975  
JOHN NEWMAN / EMBRACE / KATY B / NINA NESBITT  
THE STRANGLERS / DAVE CLARKE / CARL CRAIG / METRONOMY / CLEAN BANDIT / WE ARE SCIENTISTS  
ELLA EYRE / GEORGE EZRA / SOPHIE ELLIS-BEXTOR / MAGDA

**SUNDAY 13th JULY**  
ARCTIC MONKEYS  
JAKE BUGG / DISCLOSURE LIVE / EXAMPLE / IMAGINE DRAGONS  
TINIE TEMPAH / FRANZ FERDINAND / KAISER CHIEFS / LONDON GRAMMAR  
TAME IMPALA / KODALINE / ABOVE & BEYOND / SAM SMITH / PASSENGER / SVEN VATH  
NEWTON FAULKNER / CHANCE THE RAPPER / SLAM / THE TWILIGHT SAD  
INSPIRAL CARPETS / JULIO BASHMORE / LEVON VINCENT / GEORGE FITZGERALD

+ MANY MORE ACTS TO BE ANNOUNCED ( lineup subject to change )

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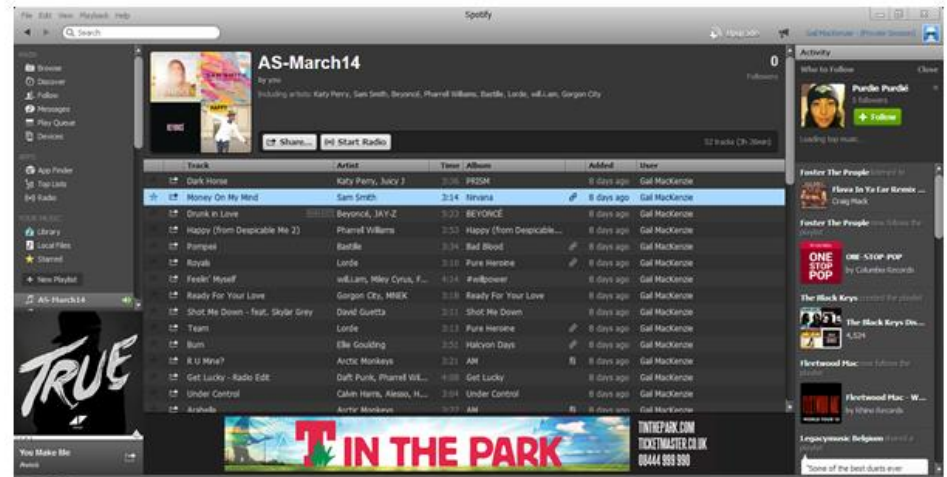
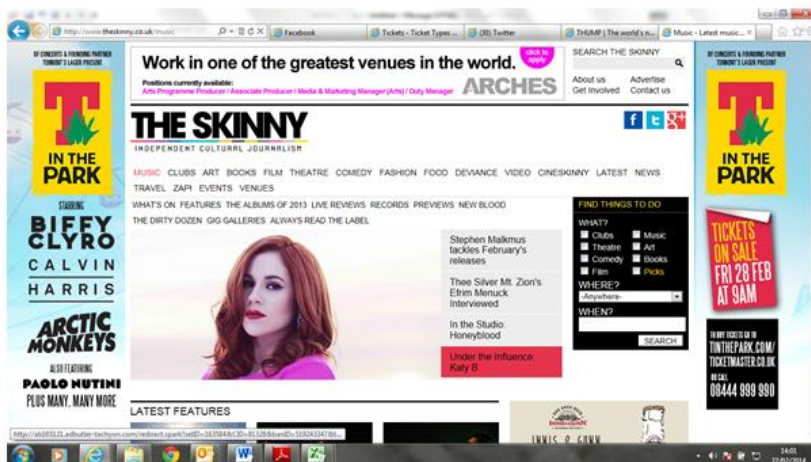
## ABOVE THE LINE CAMPAIGN: DIGITAL ADS

Our digital campaign included banner ads and skins on influential sites including Google, Facebook, Twitter, Spotify, NME.com. Kerrang, The List, The Skinny, Telegraph, Youth Media (targeting Student desktops at unis and colleges across the UK), FHM and DJ Mag.



The Telegraph

Monday 9th April 2014







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**ABOVE THE LINE CAMPAIGN: OUTDOOR AND BUS SIDES**

An outdoor campaign across Scotland and in major English cities enabled us to target Scottish audience plus customers outwith Scotland.







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**ABOVE THE LINE CAMPAIGN: TRANSPORT HUBS ACROSS SCOTLAND**

Posters ran in transport hubs with high footfall as well as across Scotland's train network via on-board sites on trains.





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## ABOVE THE LINE CAMPAIGN: RADIO

A national radio campaign brought our *This Summer's Biggest Blockbuster* campaign to airwaves across the UK. Stations were targeted based on their playlists, so we knew we were reaching our key audience demographic. The campaign ran across the Bauer Scotland Network, Capital FM Scotland, Real XS and Real Radio (now Heart FM), XFM and Heat Radio.

Through our PR campaign, we set-up regular on-air talk-up for artist announcements, ensuring the advertising campaign was complemented by presenter talk-up.



SCOTLAND'S NO.1 HIT MUSIC STATION







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### DIRECT MARKETING

With DF Concerts staging gigs featuring TITP artists throughout the year, we targeted audiences attending gigs by TITP acts through an in-venue flyering and poster campaign.

We also teamed up with Slam – programmers of the Slam Tent at TITP – to target audiences at gigs promoted by them throughout the year, including posters in Scotland's premier EDM/dance music venue The Arches and on-site at the Riverside Festival, a major urban festival in the heart of Glasgow, of which Slam are co-promoters.

DF Concerts' iconic venue King Tut's also featured TITP posters and flyers in the months running up to the event.

FRIDAY 11th JULY  
**BIFFY CLYRO / ED SHEERAN**  
ELLIE GOULDING / IMAGINE DRAGONS / PIXIES  
STEVE ANGELLO / ALESSO / HAIM / YOU ME AT SIX  
MANIC STREET PREACHERS / CHVRCHES  
DJ FRESH / MAXIMO PARK / FOXES / PRETTY LIGHTS / THE MAGIC NUMBERS / THE KIDDES  
LEN RAKI / PANOPT / DRENCH / CHARLIE KICK / JOSH RECORD / JACKMASTER / WOLF ALICE  
FACTORY FLOOR / NEON JUNGLE / LONELY THE BRAVE / HUDSON TAYLOR / LITTLE MATADOR  
DOLOMITE / MONK / CLOUDS / ALEX SMOKE

SATURDAY 12th JULY  
**CALVIN HARRIS / PAOLO NUTINI**  
PHARRELL WILLIAMS / ELBOW / RUDIMENTAL / BEN HOWARD  
JAMES / BOMBAY BICYCLE CLUB / TWIN ATLANTIC / THE 1975 / THE CHARLATANS  
JOHN NEWMAN / EMBRACE / KATY B / THE HUMAN LEAGUE / NINA NESBITT  
SOUL / SOUL / THE STRANGLERS / JONAS VOORN / DAVE CLARKE / DUKE DUMONT / ROBERT HOOD / CARL CRAIG / CLEAN BANDIT  
WE ARE SCIENTISTS / WILKO JOHNSON / ELIA EYRE / GEORGE EZRA / SOPHIE KILLBAXTER / THE LAPONTAINES  
TWENTY ONE PILOTS / THE AMAZING SHAKEHEADS / CIRCA WAVES / SIREAM / CHLOE HOWL / GUY GERBER / MADDA

SUNDAY 13th JULY  
**ARCTIC MONKEYS**  
JAKE BUGG / PAUL WELLER / DISCLOSURE live / BASTILLE / EXAMPLE  
TINIE TEMPAH / FRANZ FERDINAND / KAISER CHIEFS / LONDON GRAMMAR  
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METRONOMY / NEWTON FALKNER / CHANCE THE RAPPER / SLAM / WILKINSON / REVEREND & THE MAKERS  
THE TWILIGHT SAD / EARL SWEATHEAT / INSPIRAL CARPETS / JULIO BASHMORE / JESS GYNNIE / KSI / CHANDLER  
TALE OF US / LEVON VINCENT / ROYAL BLOOD / KING CHARLES / DARLJA / GEORGE FITZGERALD / BECKY HILL  
THE MINUTES / MARK HENNING / RED HOT CHILI PEPPERS

+ MORE ACTS TO BE ANNOUNCED ( lineup subject to change )

ALSO FEATURING COMEDY, CEILIDH,  
HEADPHONE DISCO & MUCH MORE ENTERTAINMENT  
ACROSS THE WEEKEND

**T IN THE PARK**

**TICKETS ON SALE NOW**

"FOR ATMOSPHERE,  
YOU JUST CAN'T  
BEAT IT"  
Stanley, Glasgow

WINNER  
WINNER  
WINNER

"THE HIGHLIGHT  
OF EVERYONE'S  
SUMMER"  
Karen, Kinross

TO BUY TICKETS  
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# SOCIAL AND CONTENT







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### ARTIST ENGAGEMENT

We knew content and access to talent was crucial to the success of the campaign, both for social engagement and providing us with currency to negotiate high profile, branded media coverage, which promoted our key messages. We engaged artists for surprise-and-delight stunts to further drive engagement, creating sharable, emotive branded content as fans met their favourite bands.

#### NINA NESBITT MEETS FANS IN SURPRISE STUNT



**Twin Atlantic**

8 July 2014 · 🌐

Head over to the [T in the Park Facebook page](#) for your chance to win a pair of weekend camping tickets PLUS the chance to watch our full set from side of stage!

Competition closes at 8pm tonight! Best of luck!

Like · Comment · Share · 🍷 188 💬 10 ➡️ 1





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## SOCIAL

Social media was at the heart of our entire campaign, with regular engagement with fans through the event's official Facebook, Twitter, Instagram, Spotify and YouTube channels.

We also launched our own TITP Snapchat channel – becoming one of the first UK festivals to do so – to further drive digital engagement with fans. With DF Concerts promoting gigs throughout the year in Scotland, we negotiated access to artists to secure exclusive content for our Snapchat subscribers.



1,426 likes  
tintheparkofficial Wish you were here...  
#TITP2014





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## #BYEBYEBALADO

Late in the campaign, it was announced that 2014 was TITP's last year at its long-standing Balado home. We harnessed fan nostalgia to position TITP 2014 as a landmark, historic year for the event through a #ByeByeBalado social and PR campaign. The campaign captured the imagination – and the hearts – of customers and of media, and received widespread cut-through. The sentiment was captured in a TITP highlights edit released by Tennent's the day after festival as thank-you to fans – [click to view](http://goo.gl/H2sOQO) or paste link into browser: <http://goo.gl/H2sOQO> This achieved **7756** views, **600** shares and **2175** likes.







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## #BYEBYEBALADO



**Sarah Millington** @xRara · Jul 23  
Up there with the best weekend.. Ever 🍷🍷 #byebyebalado #tip2014 @Tinthepark



**The Scottish Sun** @ScottishSun · Jul 14  
Don't miss tomorrow's exclusive T In The Park pull-out as we say goodbye to 18 years at Balado only in The Scottish Sun #ByeByeBalado



**T in the Park** @Tinthepark · Jul 31  
Got the chance to take a snap of our amazing Balado site now that the w/end of the summer is over. #byebyebalado



**Twin Atlantic** @twinatlantic · Jul 13  
Bye bye Balado, you've given us some life changing memories. @ T In The Park 2014 [instagram.com/p/qZkEgzpo1W/](https://www.instagram.com/p/qZkEgzpo1W/)

← ↻ 30 ★ 62 ...

← ↻ 163 ★ 343 ...

View photo



# PR AND COMMS



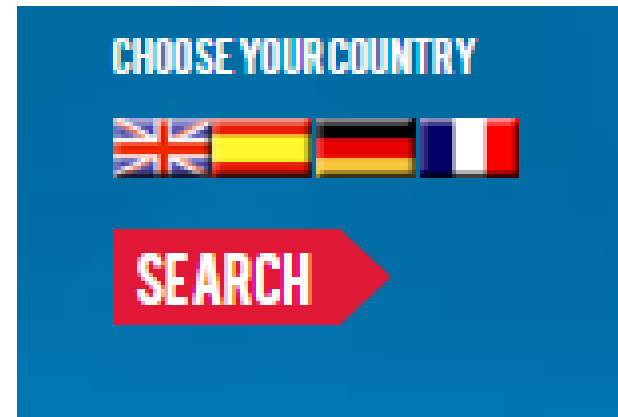
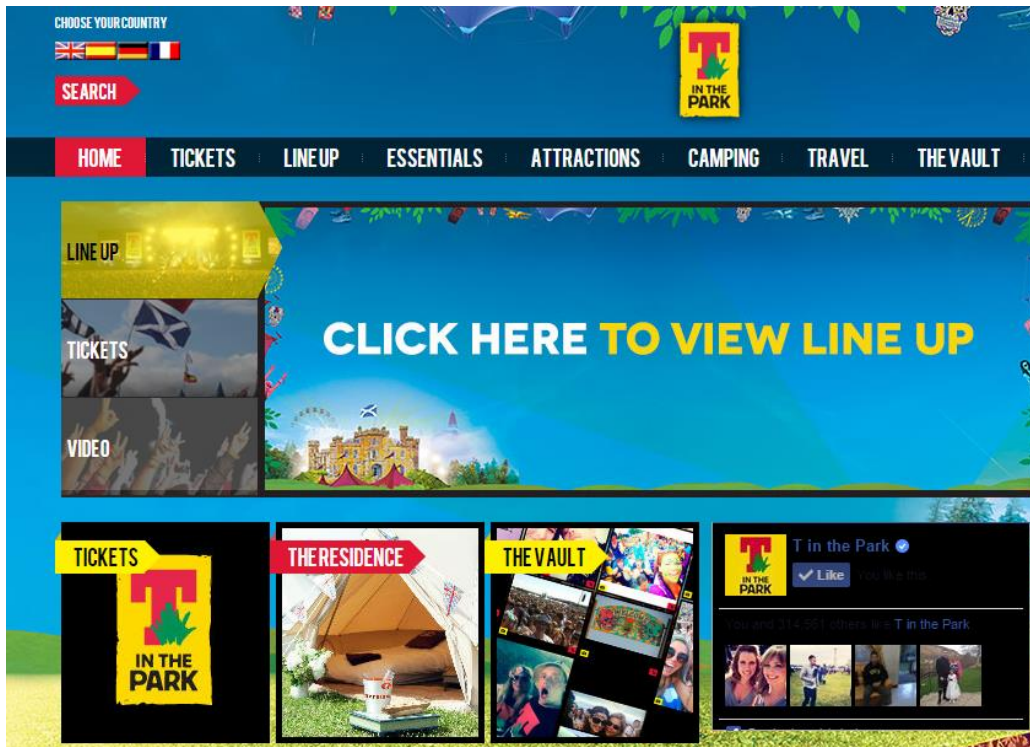


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## WEBSITE

As well as enabling consumers to buy tickets and promote all key campaign messages, T in the Park's official website was translated into Spanish, German and French to encourage international visitors to view the site and buy tickets.







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## **COLLABORATION, NOT COMPETITION**

One of the most challenging competitors we faced was BBC Radio 1's One Big Weekend - held in Glasgow for the first time, it offered fans the chance to see a world class line-up, including many TITP acts, for free.

We worked in collaboration with Radio 1 to turn this around so TITP could benefit, negotiating artist promo time for our media and social content, plus ensuring TITP was tagged by presenters in all Radio 1's broadcast coverage. We also negotiated space in poster sites on site to promote TITP to fans in attendance.





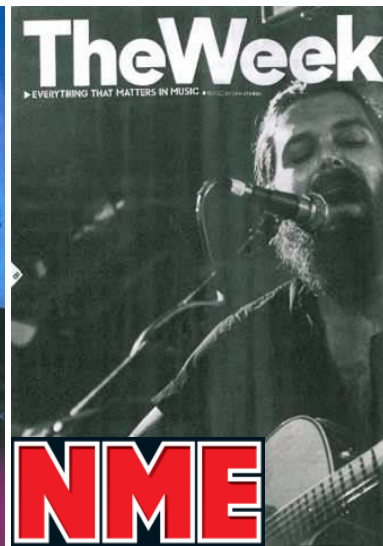
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## ARTIST ENGAGEMENT

Biffy Clyro made their TITP debut on the T Break Stage in 1999 and headlined for the first time in 2014. We engaged the band as high profile ambassadors for both the festival and for Tennent's Lager's T Break initiative. Our headliners helped drive ticket sales through media interviews (NME, BBC Radio 1, Sunday Herald) and branded digital content.

We also staged a one-off free intimate gig with the band in King Tut's as a TITP warm-up show – which we offered exclusively to subscribers (using this to drive subscriptions to TITP's T Lady e-newsletter), which led to a 3 page feature in NME.





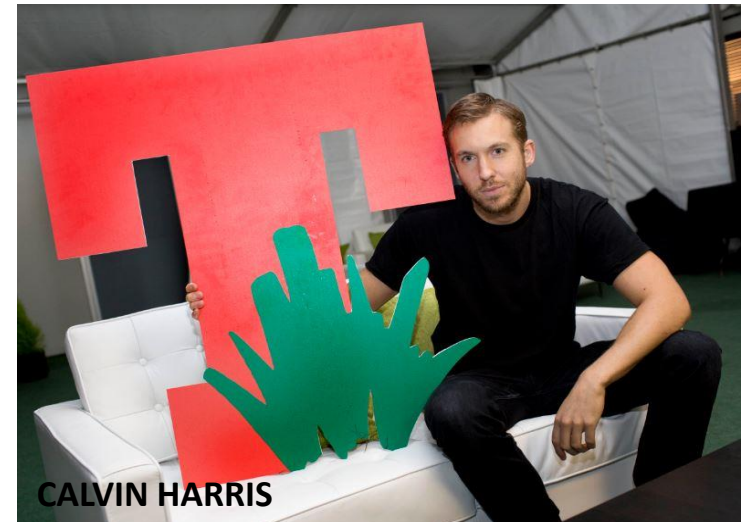
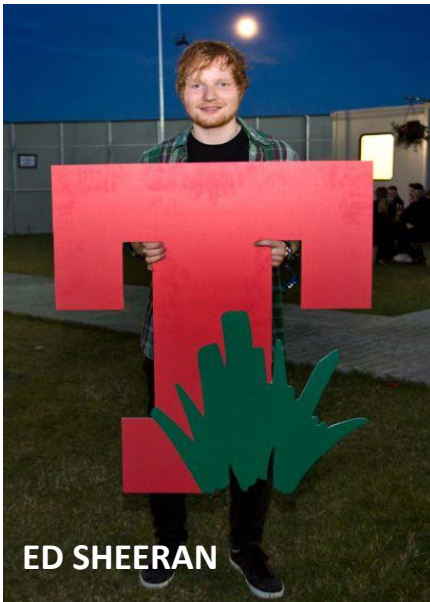


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## **POWERFUL AMBASSADORS**

With access to talent always difficult to negotiate for a festival – which is just one event on the artist's global touring schedule of the summer – we worked our contacts hard to secure access to artists in the run up to the festival. We set up media interviews and sourced social content from artists which helped us communicate key campaign messages, such as the stature of TITP and the regard with which it is held by artists across the globe.



**“Over the years we’ve had so many great memories. I’ve never had a bad T memory, I’ll put it that way.” Paolo Nutini**





**“It’s one of the  
best festivals in  
the world.”**

**Sam McTrusty,  
Twin Atlantic**





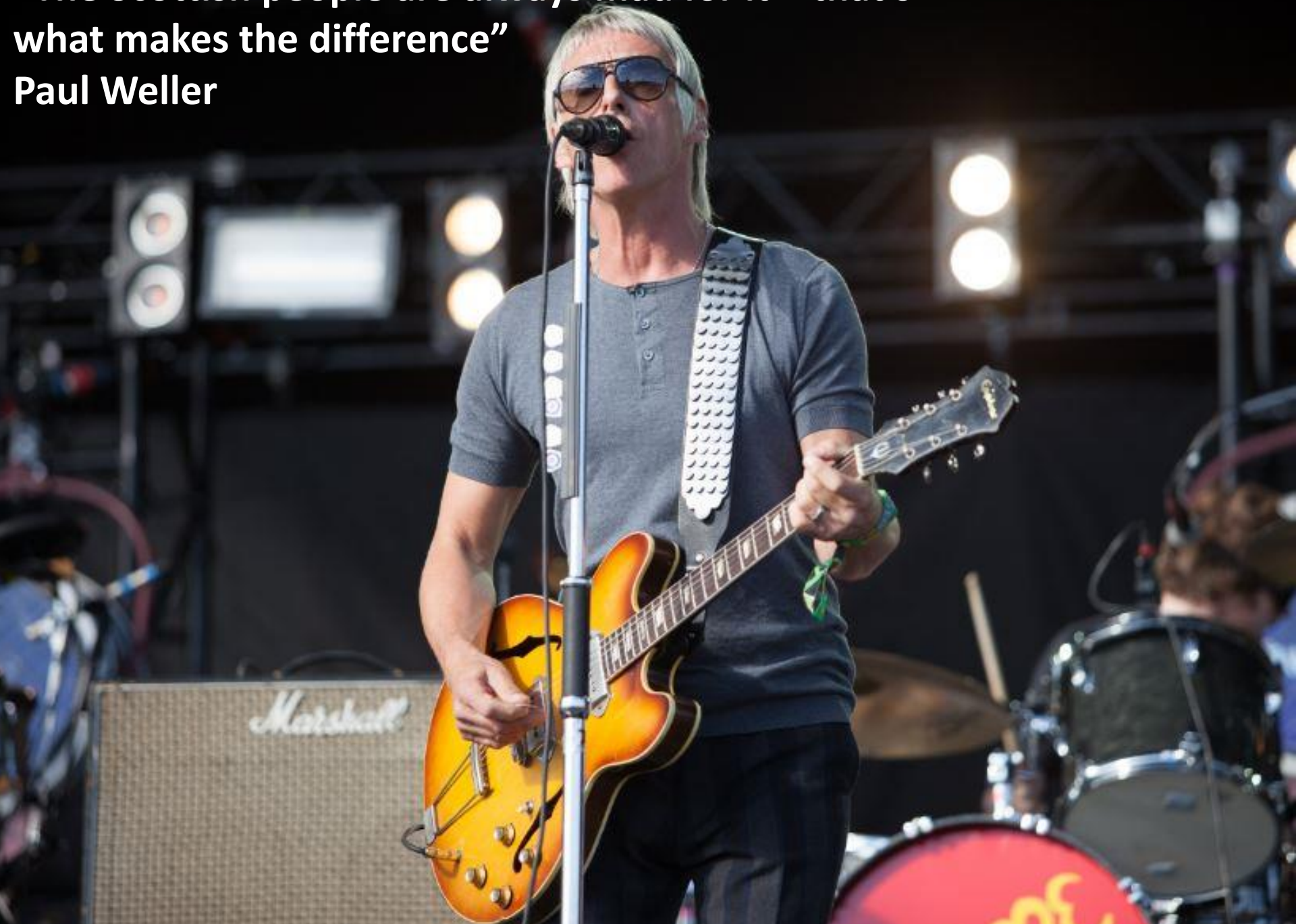
**“I used to think all festivals were like T. Then I thought all UK festivals were like T. And then I realised – there’s no festival anywhere like T.” Martin Doherty, Chvrches**



**“Scottish fans are the best in the world... they’re not standing there dully clapping their hands. They react to you; they want you to perform. They’re happy for you to ask something of them, and they’re happy to give that.” Example**



**“The Scottish people are always mad for it – that’s  
what makes the difference”  
Paul Weller**







**“The Scottish people in general are just wicked – let’s have a festival and let’s do it right. And the crowds are massive, they sing along and they’re always really responsive. It’s just always fun.”**

**Kyle Simmons, Bastille**



We moved quickly to capitalize on topical news stories when opportunities arose. When a campaign by Aberdeen FC fans to get The Human League's *Don't You Want Me* to no.1 (which they sang in tribute to a star player) became a national news story, we negotiated the early announcement of the band for TITP to tie in with the hype, maximizing media profile in northern Scotland – a key territory.

Then when Will Smith made a surprise appearance with Calvin Harris at TITP, we moved swiftly to ensure images with prominent branding were in the hands of photo editors immediately. The Fresh Prince of Balado was crowned – cue multiple front pages and worldwide trending.



## He's got it Under Control! Will Smith surprises thousands of Calvin Harris fans by introducing the pop star at Scotland's T In The Park music festival

## Will Smith Joins Calvin Harris On Stage At T In The Park

*Hollywood actor makes a surprise appearance on day two of the festival...*







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## BREAKOUT CAMPAIGNS

We implemented breakout campaigns for both event and Tennent's' revenue generation service initiatives – such as Refresh pamper parlour, The Residence boutique camping packages, and the Be Chilled pre-order service - to drive sales and awareness of the wider festival experience.

## STYLIST



# Refresh





# OUTCOME AND EVALUATION







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## RESULTS

2014's marketing and communications successfully drove consumer engagement and reinforced TITP's stature as Scotland's favourite festival.

### TICKETS AND REVENUE GENERATION SERVICE STREAMS

- Event sold out – **85,000 fans** per day
- All Residence luxury boutique camping packages sold out
- **Strong international audience** - **76%** fans visited from Scotland, **20.5%** from outwith Scotland but within UK, **3.5%** of audience were international visitors to Scotland
- Refresh sold out
- **6.1%** increase in Be Chilled sales (vs 5% target)





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DIGITAL

RESULTS



IN 2014

OVER  
380,000

CLICKS RECORDED DURING 2014 CAMPAIGN

ADVERTISEMENTS

RAN ACROSS SITES INCLUDING



35 MILLION  
IMPRESSIONS

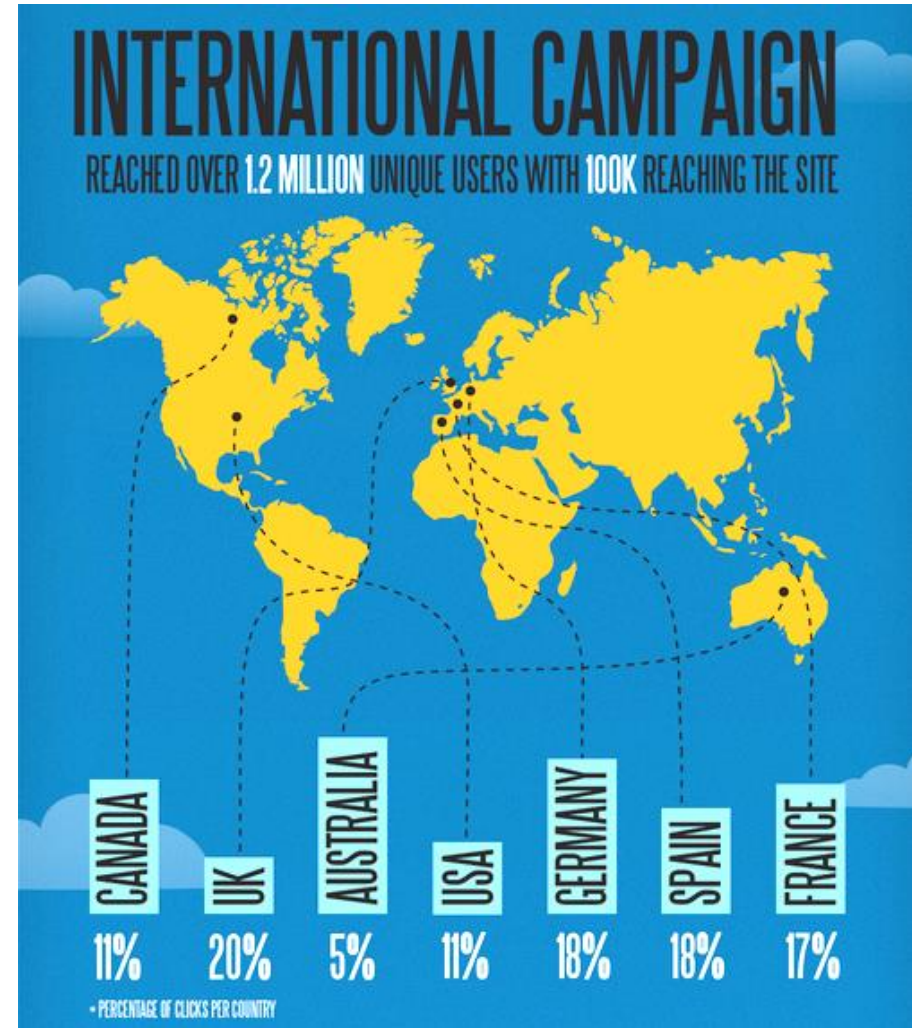


REACHING 2.1 MILLION UNIQUE USERS





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## **SOCIAL**

2014 social media campaign generated

- **44,503** new FB likes (vs 30,000 target)
- **36,859** new Twitter followers (vs 30,000 target)
- **6,990** new Instagram followers (vs 5,000 target)
- **6,000** Snapchat followers (vs 2,000 target)
- TITP aftermovie captured #ByeByeBalado sentiment - **7756** views, **600** shares, **2175** likes
- Mobile app proved a massive success with **23,906** downloads (vs 10,000 target), **190,475** user interactions and **558,167** screen views
- T Lady subscribers increased by **9.4%** to 132,568 (vs 5% target)



calvinharris

2h



22465 likes

calvinharris #TBT





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**PR**

- High media profile – overwhelmingly positive coverage
- **3715** articles
- **7%** increase in TITP media coverage (on 2013)
- Increase in brand cut-through - **106%** increase in logo usage, **17%** increase in Tennent's references (on 2013)
- Extensive BBC coverage enhanced brand profile - branding featured prominently in TV /red-button coverage
- BBC broadcast/digital coverage reached combined audience of over **16million**, On-Demand viewing increased **15%**, [bbc.co.uk/tinthepark](http://bbc.co.uk/tinthepark) unique browsers up **12%** on 2013



