





# Festicket Media Kit







The world's leading platform for music festival experiences.

**2014**

company founded

**1.4 million**

travellers

**1,000**

festivals





## Our Audience

A highly engaged, global community of adventurers and live music lovers.

They are Generation-Festival.

**2.4 million**

newsletter subscribers

**2.5 million**

unique web visits

**1.3 million**

social media reach



The growth of live music around the world has created authentic partnership opportunities for brands to add value.







**85%** of 16-19 year olds say that music is an important part of their life, while **74%** say that music for them is about going out and having fun.

\*MIDiA Research report jointly commissioned by BPI and ERA

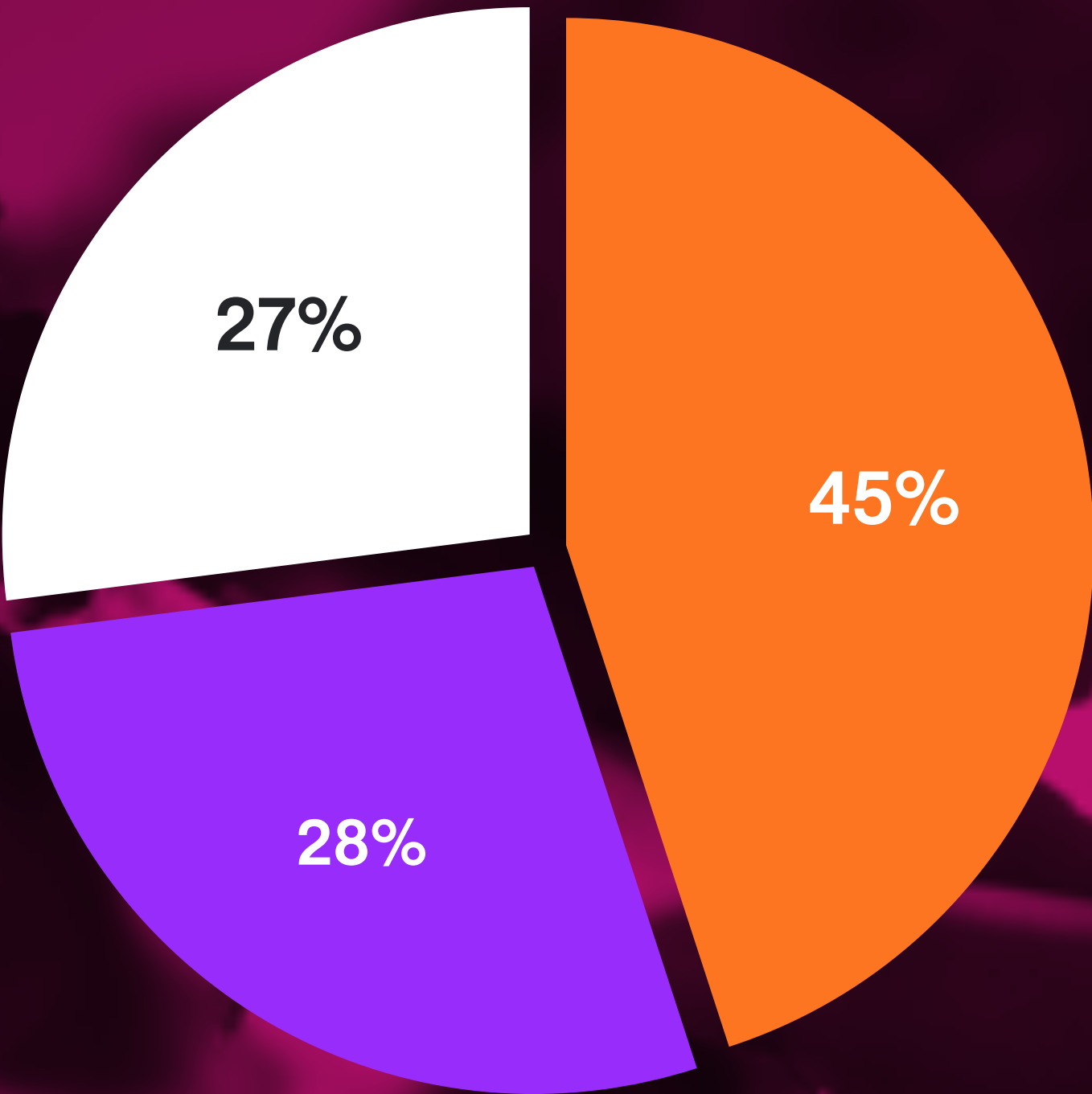


# Millennials, a digital generation, desire real world, unique and engaging experiences



Top Choice for Consumer Spending

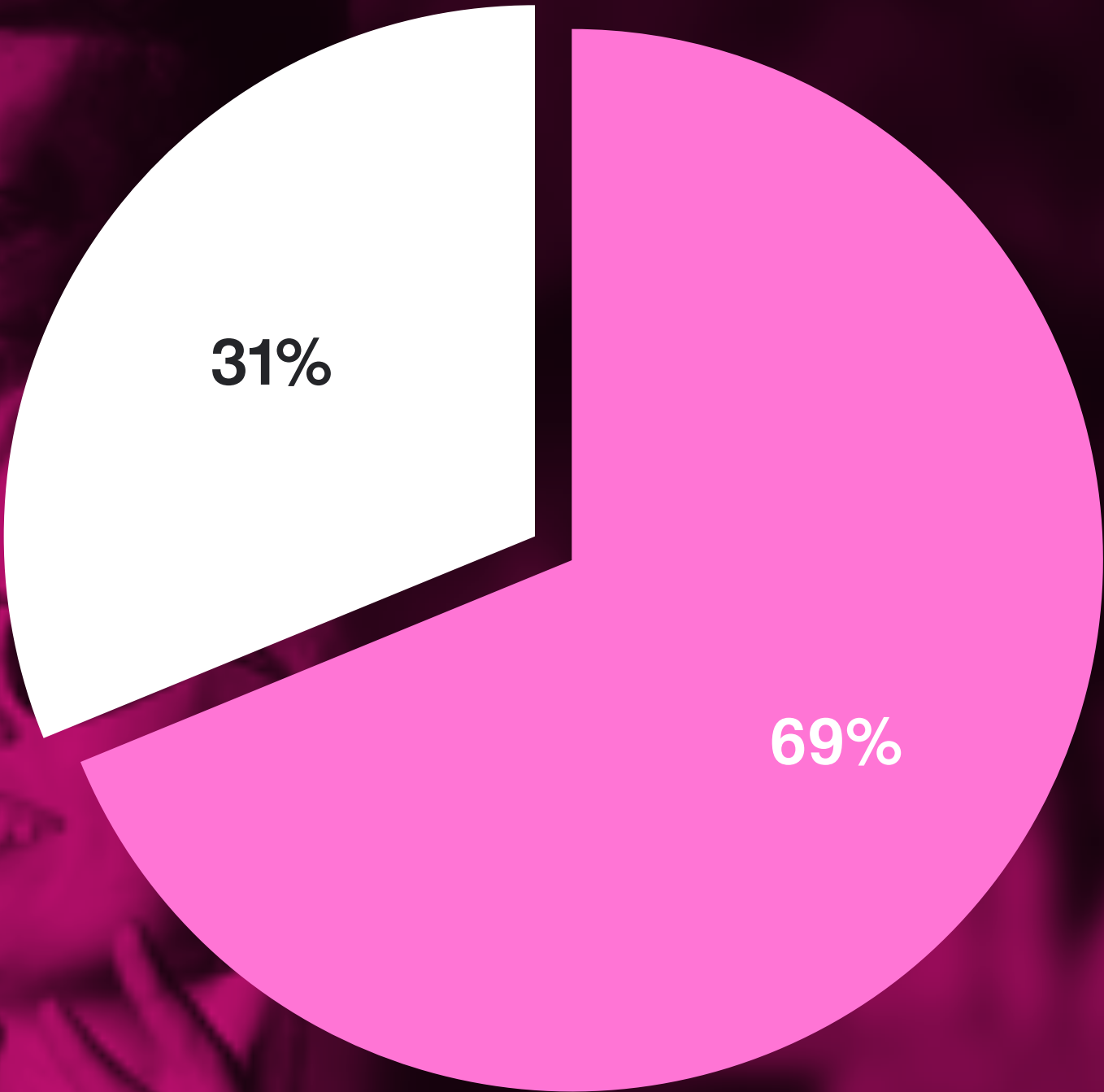
● Vacations ● Live Music ● Others (e.g. Shopping, Movies)



The experience economy is booming.  
74% of Americans prioritise experiences over products

Age of UK Festival Goers in 2017


● Millenials ● Others



55% of millennials say they're spending more on  
events and live experiences than ever before

\* Guggenheim, Expedia, Festival Insights





# Your festival experience starts here

**Inspiration**

**Engagement**

**Activation**



## Inspiration

We publish daily festival related content to inspire audiences across all social media channels.

Working with our festival partners, artists and Influencers, we provide an informed perspective on today's global music scene.



**Festicket**

23 March at 01:30 · 🌐

The world's biggest dance festival, Tomorrowland, is coming to the French Alps next winter! 📺 📱 🌐

34K Views

551 Likes · 398 Comments · 104 Shares

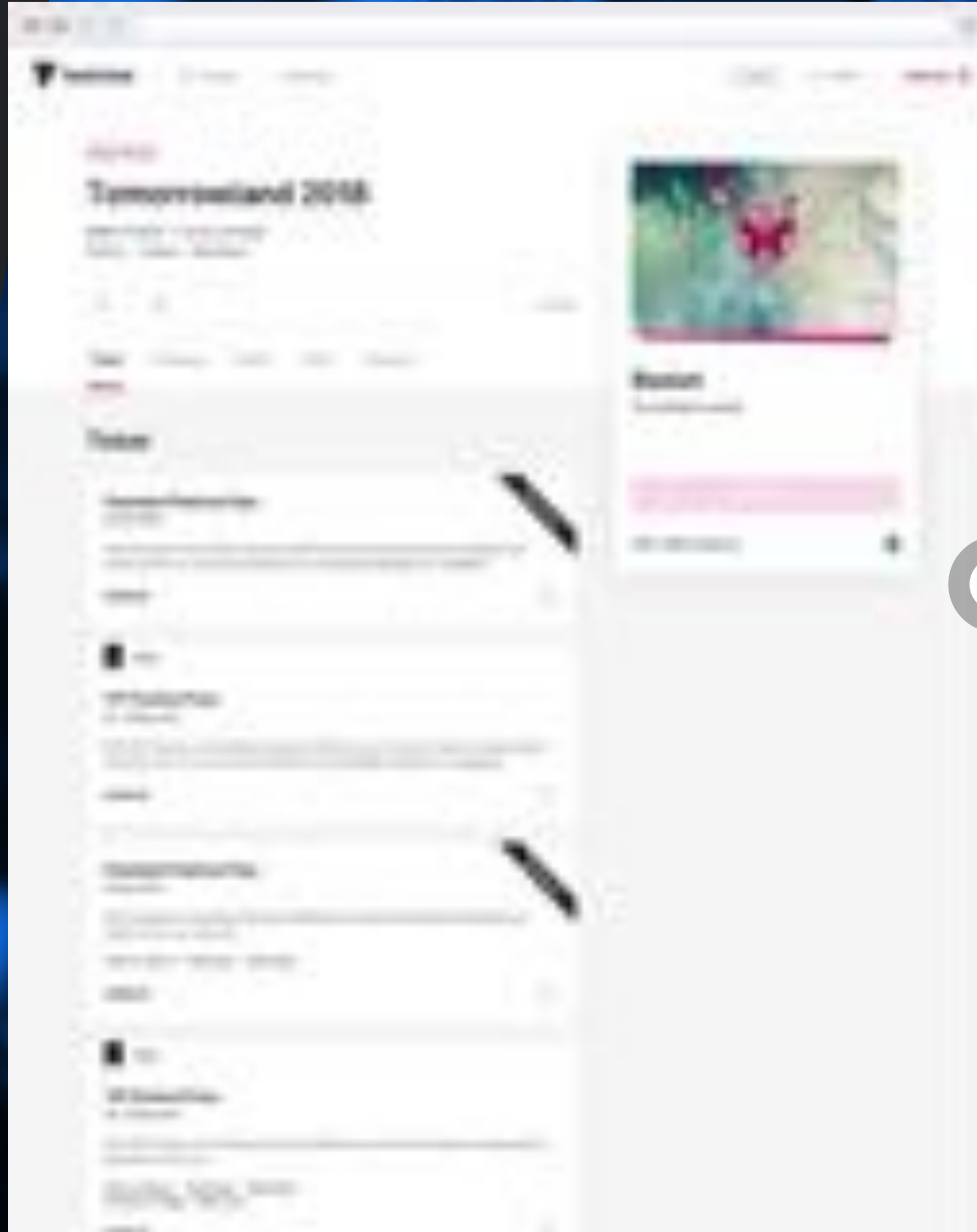
🔗 Share





## Engagement

Festicket empowers music fans with a seamless service to discover new festivals around the world. Our customers can book tickets, accommodation and travel packages in one place, making a complicated marketplace simple.



Tickets

Accommodation

Transport






## Activation

Direct relationships with over 1,000 festivals across the globe uniquely places us to activate brand experiential campaigns better than anyone else.

We can extract the best value in the market by producing and sourcing the best experiential experience at the right festivals.



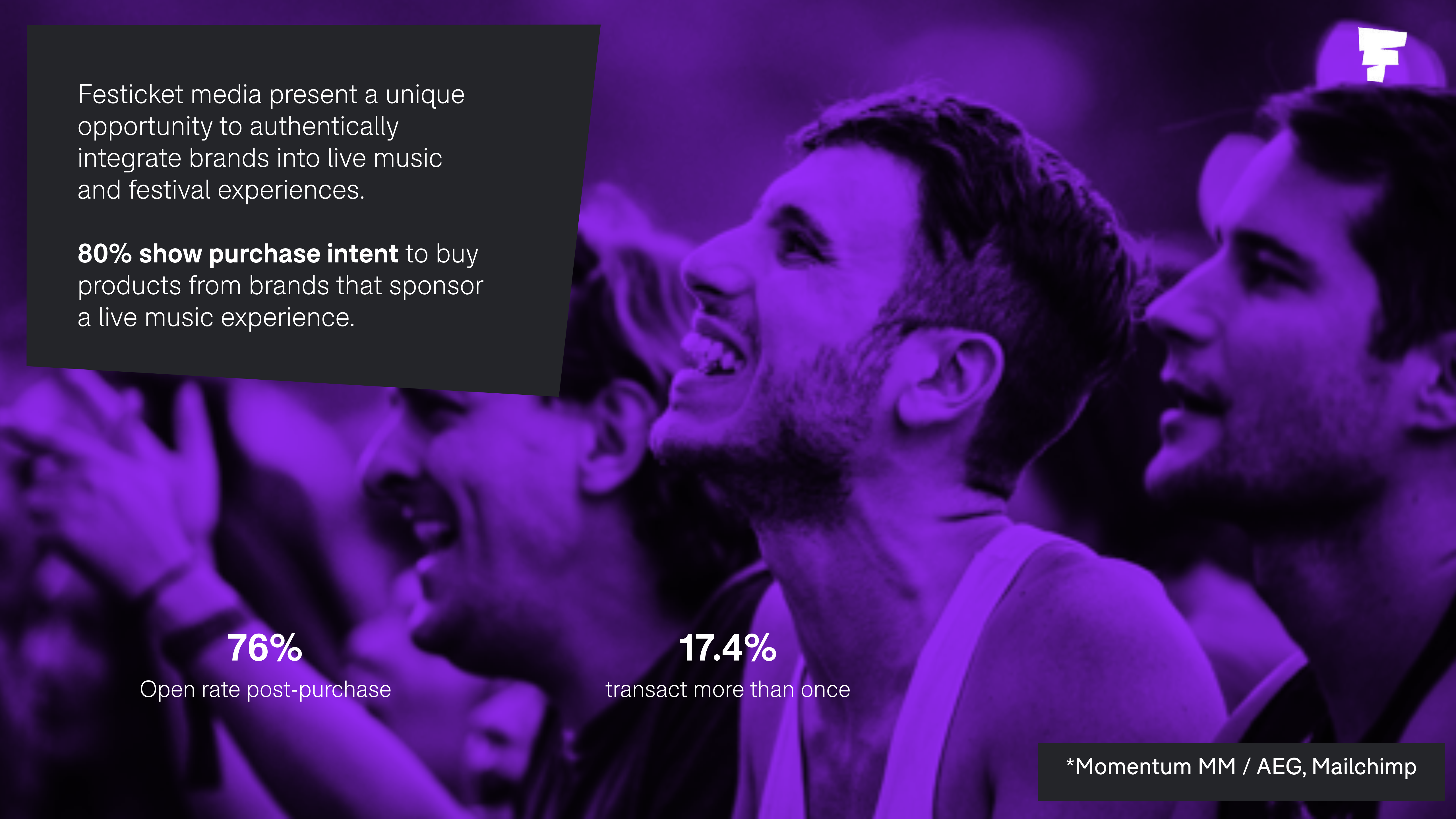


A young woman with blonde braids and sunglasses is smiling and holding a smartphone. She is wearing a grey sweater and a backpack. In the background, there is a crowd of people at what appears to be a music festival or outdoor event. The scene is brightly lit, suggesting daytime.

Our 5m monthly customers visit  
Festicket.com to purchase tickets,  
accommodation and transport.  
They are actively creating the  
ultimate festival experience, in the  
UK and abroad.

They are open to brand messaging  
that adds value to their experience.





Festicket media present a unique opportunity to authentically integrate brands into live music and festival experiences.

**80% show purchase intent** to buy products from brands that sponsor a live music experience.

**76%**

Open rate post-purchase

**17.4%**

transact more than once

\*Momentum MM / AEG, Mailchimp





Web traffic numbers

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**2.5 million**

sessions a month

Social Owned (exl. Partners)

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**>123k**

combined reach

Tickets Distributed

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**>275k**

digital & physical

Newsletter (post-GDPR)

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**2.4 million**

email subscribers





# #Culture

**33% (18-24)**

Fashion / Food / Telecoms / Technology





# #Experience

**37% (24-35)**

Food / Nightlife / Alcohol / Telecoms / Technology





# #International

**30% (35+)**

Luxury / Travel / Transport / Financial Services



Our brand partners can credibly add value to the live music experience for their target consumers.

Festicket Media is the go-to for them





Festicket Media can provide the following services -

**festicket**  
**media**



Moving Image Production



Editorial, Branded content.



Campaign management and distribution



Experiential on-site festival activation



Influencer networks and knowledge of emerging festivals.



Generating proposals and responses to client briefs.



# Thanks

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**festicket**  
**media**