

# Case Study

## Communication Strategy for the Music Festival BScene 2023

### 1 Strategy

As Co-Head of Marketing / Communications, I was responsible for the festival's communication strategy. With a detailed situation analysis and a SWOT evaluation, we succeeded in extracting the strengths and weaknesses of the festival and strategically linked them with the social risks at the time (e.g. uncertainty due to the corona pandemic, increased sensitivity to ticket prices, etc.).

In view of the typically tight budget for a cultural event and the factors mentioned above, the concept emphasised cooperation with partners, meticulous media work (research and communication), email campaigns and social media. For the latter, paid campaigns, in addition to organic posts, were to be targeted as a new measure: With monitoring and optimisation based on KPIs, stable growth with a highly efficient cost structure can be achieved over the months leading up to the festival.

### 2 Tasks

In addition to defining the strategy and coordinating the various areas involved (graphics, marketing, set-up, organising committee, etc.), I was also responsible for the following tasks in the operational business:

#### 2.1. Media Relations

- Thorough research of contact persons
- Writing and sending out media releases
- Coordination with journalists
- Media review
- Coordination of media partnerships
  - Highly discounted radio advertising campaign in exchange for sponsorship services
  - Cooperation for a 'newcomer vote' via an external landing page of a well-known online medium

#### 2.2. Voice of the Festival

- Creation of various texts for different publications (cooperation partners, media, website, social media, etc.) taking into account the strategic messages in the concept.
- Internal interview with sustainability department

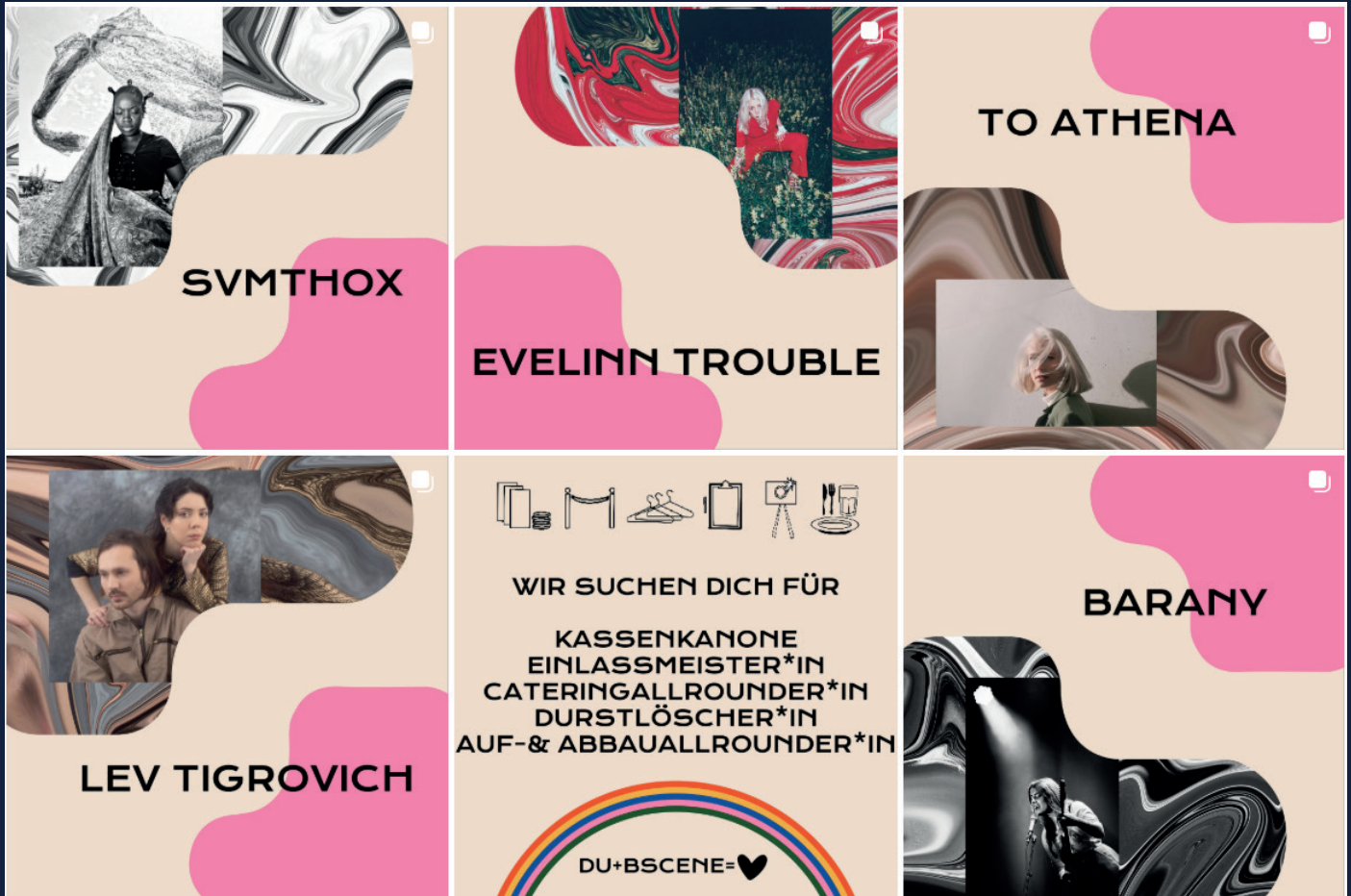
#### 2.3. Social Media

- Management and monitoring of the paid part of the social media campaign
- Organic social media work

## 2.4. Newsletter

Writing and sending the newsletter campaigns.

# 3 Creatives



*Example of six Instagram posts*

# 4 Results

The project was a one-year-job. Unfortunately I was unable to provide detailed KPIs, mainly because a new issue has already taken place in the meantime. However, I can give you two facts for your assessment:

- The strategy of also relying on paid campaigns on social media worked. With very low costs, we were able to reach new target groups and increase the number of followers by 15% in a few months.
- For the edition for which this communication strategy was applied, the number of tickets sold increased by 10% compared to the previous year, although the social conditions were still uncertain.