



CASE STUDIES OF EXCELLENCE

MAC PRESENTS

CAMPAIGN: FOO FIGHTERS AND CAPITAL ONE
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AGENCY: MAC PRESENTS

The future of music festivals was born in 2017 when Foo Fighters teamed up with Capital One for the band's first self-curated rock 'n' roll extravaganza, Cal Jam '17. Providing exclusive cardholder access to Cal Jam '17, Capital One sought to drive passionate brand advocacy among cardholders and nationwide envy from non-customers, while super-serving Foo Fighters' massive audience.

Foo Fighters, meanwhile, were gearing up for a massive 2017 that would include new album *Concrete & Gold* (produced by Grammy winner Greg Kurstin) and a headlining U.S. arena tour in addition to Cal Jam '17 (which also featured Queens of the Stone Age, Cage The Elephant, Liam Gallagher, and over a dozen others). The band was looking for a partner to help bring its rock revival message to the masses.

PRE-EVENT

Capital One signed on as the official sponsor of Cal Jam and the Foo's North American *Concrete & Gold* Tour, with its first-ever dedicated music pre-sale scheduled for the week after the tour announcement in June of 2017. Capital One amped up excitement for the pre-sale via a heavy push from paid media both digitally and at rock radio to target 25-to-54-year-old males. The radio promotion alone reached over 21.5 million paid-media impressions. Generating 100 million impressions for the brand, more than a half-dozen major national press outlets called out the Capital One pre-sale in their coverage of Cal Jam. Capital One and Foo Fighters also worked with *Rolling Stone* to create a Cal Jam sweepstakes that attracted 2M+ impressions. Both the pre-sale tickets and the entire tour sold out quickly.

AT EVENT

At Cal Jam on October 7 in California's Glen Helen Regional Park, MAC Presents produced Capital One's first-ever music festival activation – a Capital One Cardholder Lounge that brought the Foo/Capital One partnership to life. Inside, Capital One spread the FOMO with rock 'n' roll decor, a throwback arcade, live rock-music murals from artist Rock DeMarco, a social media-driven photo booth, and custom caricatures from Napkin Killa. Thousands of giveaways included Foo Fighters' new album, which had just hit No. 1 on the charts.

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Tying all of the Cal Jam experiences together, Capital One reinvented the meet and greet with a pair of exclusive Cardholder Lounge appearances from top-billed Cal Jam talent – Grammy-winning U.S. rockers Cage The Elephant and British glam-rock band The Struts – who happily chatted, took photos, and played games with delighted cardmembers and their guests.

To enhance awareness, both bands as well as Foo Fighters themselves promoted the lounge on social media, tagging Capital One, to the tune of 20M+ impressions and a nearly-constant capacity crowd in the lounge during the whole festival.

Cal Jam '17 was a rock spectacular unlike any other festival. Capital One and Foo Fighters broke barriers, turning 30,000 attendees into passionate brand advocates, and earning *Billboard's* coveted 2017 Concert Marketing & Promotion Award.

RESULTS

- 100M Press impressions (coverage included *Rolling Stone*, *Variety*, *Los Angeles Times*, *Forbes*)
- 21.5M+ Radio impressions
- 20M+ Social impressions for the Cardholder Lounge alone
- 97% Positive sentiment on social for Cardholder Lounge
- 20% of Cal Jam's 30,000 attendees visited the Capital One Cardholder Lounge

