



CONTACT INFO

JESSICA BEUTLER ABEL
 JESSICA.ABEL@G7MARKETING.COM
 615.928.9673
 G7MARKETING.COM

CAMPAIGN: FESTIVAL ACTIVATION & CURATION

CLIENTS: YETI, PAX LABS, ACURA

AGENCY: G7 ENTERTAINMENT MARKETING

**IT'S NOT JUST BANDS
 THAT HIT THE FESTIVAL
 CIRCUIT EVERY YEAR,**

many brands participate in these events to tap into the same passionate and engaged fans that musicians reach, and for good reason.

At G7, we know a thing or two about activating on behalf of our clients, bringing their brands face-to-face with current and new consumers at a wide range of festival environments. Reaching on average 160 North American festivals per year, there are many ways our team has successfully driven awareness, connection, and growth for our clients through unique and tailored experiential activations that bring their brand to life.



In our second consecutive year working with YETI at festivals, the activation has grown while staying firmly rooted in their core badassery, authentically tying in cause related marketing components to support the Kick Plastic campaign for which they are a participating brand partner. Complementing the enhanced YETI retail outpost, where festival goers can purchase a variety of YETI "Built for the Wild" products, our custom designed and engineered 300-gallon water silos provide free, filtered cold water for all. At the completion of the second year of the program, we will have successfully diverted the use of over 150K disposable plastic water bottles.



When working with PAX Labs, a leader in the cannabis technology space, consumer education is a top priority. The PAX Lounge (21+), which visits music and lifestyle festivals in adult-use cannabis markets nationwide, was created to both educate consumers and de-stigmatize cannabis in an environment that is both welcoming and fun, incorporating unique activities such as custom device engraving. In an effort to deepen connections with consumers and bring to life PAX's "force for good" messaging, celebrity partnerships such as the one between PAX and Jenny Lewis allow PAX and respective artists to create one-of-a-kind experiential and social integrations that align with mutually supported initiatives such as My420 and PRIDE.



Further artist integration into an onsite branded festival activation can drive powerful and enhanced fan connections as was evidenced with our work programming the Acura Festival Village at the 2019 Sundance Film Festival.

With over 30 performers, three industry-relevant panels, and two celebrity driven premieres and parties across the nine-day activation, thousands of festival goers and music fans were able to experience 450+ hours of G7's "Curated Discovery" programming; clearly establishing the Acura Festival Village as the premier entertainment destination while bringing Acura the cultural relevance that the brand sought and was also featured by Event Marketer in their "Best of the Fest" recap of the Sundance Film Festival.



Whether you are looking to bring your brand's voice to the masses or are looking for a customized artist + experiential program at a singular festival, G7 is your source for developing and executing the entertainment marketing strategy that is right for your needs.

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