



Event Name: DXB 90-20S MUSIC FESTIVAL

Event Date/s: 26 OCT 2018

Event Times: 7PM TILL 3 AM

Event Venue/s: MEYDAN

Artists: SCOOTER & EIFFEL 65

Event Details:

1. Key Event Marketing Goals

- *Attract at least 7,000 people to the event from UAE and abroad.*
 - *Achieve at least 30% return visitation.*
 - *Encourage people to stay an average of 1 night in Meydan hotel (we would make tour packages including concert ticket).*

2. Key Target Audiences

This event will attract 90s lovers and electronic music fans. The event type is designed some how to attract the ages between 25 years old till 45 years old. Both artists are famous and well known internationally as well.

3. Key Messages and Brand

*This concert named and labelled as “ **DXB 9020s Music Festival** “`*

Brands:

- *The following name and logo will be used in our promotional campaign:*
- *DXB 9020s Music Festival logo, Ardani Event logo, Meydan logo, other sponsors logos.*

4. Marketing Support and Partnerships

Platinum List : This event will be solely sponsored by platinum list as the only ticket sales vendor and their huge database can be used by us.

Dubai 92.0: This local radio channel will be our broadcasting radio channel to advertise the concert.

Youtube : we would use youtube, facebook, instagram as other marketing platform to reach the target audience.

5.1 Social Media Plan

Targets:

<i>Analytic</i>	<i>Current situation</i>	<i>Goal (by event date)</i>
<i>Current likes on Facebook</i>	<i>5,700</i>	<i>9,000</i>
<i>Current instagram Follower</i>	<i>4,200</i>	<i>9,000</i>

Social Media Plan:

Date	Channel(s)	Title	Content	
<i>July 2018</i>	<i>FB & insta</i>	<i>Add BOOK NOW to Facebook – link bookings system</i>		
<i>July 2018</i>	<i>FB & insta</i>	<i>Boost early bird ticket sale</i>		
<i>AUG 2018</i>	<i>FB & Insta Radio</i>	<i>Drawdown</i>	<i>Like & Share and tag friends to have chance to win tickets</i>	
<i>AUG till event date</i>	<i>Radio & TV</i>	<i>Concert teaser promo</i>	<i>35 sec per spot 6 times a day in TV Radio teaser promo peak time spot per day at least 4 times</i>	

5.2 Email Marketing

<i>Database</i>	<i>Current situation</i>	<i>Goal (by event date)</i>
<i>Past attendees in all past concerts</i>	<i>20,000</i>	<i>30,000</i>
<i>Sponsors, partners, supporters</i>	<i>5,000</i>	<i>70,000</i>

*** Please note we are negotiating with **DU & Etisalat**, If we use one of the database it reaches huge database ***

Email database will be expanded by:

- "Register to receive updates" to be added to website
- Competition to be run via social media with prize from key sponsor 16 – 12 weeks prior to event
- Competition at event with prize from sponsors

5.5 Printed Collateral

Collateral	By When	Distribution channels	Who	
10000 x DL fliers (double sided)	Designed and printed by MID JULY 2018	Local retailers x 5000 Visitor Centres x 5000	Marketing Co-ord	
30 x A1 Posters	As above	Local retailers x 30	Marketing Co-ord	

5.6 Advertising Plan

Advertising	Media	When	
Television adverts - 35 sec x 50 placements		mid July till sold out	
2 adverts for ticket sales - 3col x 129	Magazines	Mid July Till Sold out	
Media Sponsorship Plan	Media	When	
Radio sponsorship – 100 x 30 sec adverts	Radio 92 FM	Mid July till Sold Out	

5. Signage Plan

Signage	Location	Installation Dates	
Concert banner	Near meydan	AUG 05	
Concert banner	Near Marina	AUG 10	

6. Tourism Marketing Plan

- Event website will include the Dubai Visitor Information and Booking Centre phone numbers, email address and website link on the front page and in our "How to book" page
- In partnership with **dream days** company, we can make and offer 2 nights hotel stay package including concert ticket.