

Creative Brief

CLIENT: Live Nation - Insomniac Events: Electric Daisy Carnival (EDC) Las Vegas

DESCRIPTION: Insomniac events is looking to create an advertising campaign for their upcoming festival, Electric Daisy Carnival.

TAGLINE: Where dreams become a reality

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Who is the target audience?

- The primary target audience for this campaign is EDC enthusiasts between the ages of 18 and 35 years old. They are young adults who are ravers, who like to dance, and are a part of the LGBTQ+ community. Additionally, the festivals' target audience are also music enthusiasts, festival goers, and people who are fans of visual and sensory experiences.

Where will this ad appear?

- For OOH advertisements, the ads will appear on billboards near major metropolitan areas (i.e. Los Angeles, New York City, and Chicago) and posters will be displayed on tall buildings to garner public attention. There will be online ads posted on Live Nations and EDC Las Vegas' social media platforms. These ads will feature the new activations happening at the festival, as well as promote the overall event itself. Additionally, there will be announcements posted on EDC's owned platforms, like their website, social media platforms, etc., and online paid advertisements on ticketing platforms such as Ticketmaster to reach the target audience.

What is the goal?

- The goal of this campaign is to increase awareness, ticket sales, and attendance for the EDC Las Vegas festival. To boost ticket sales, Ticketmaster will offer VIP and early bird tickets exclusively

to super fans, which will require a password. The password will be sent to the email the fan provided when creating the Ticketmaster account. The company aims to sell over 800,000 tickets over the span of three days and generate approximately \$5 million in revenue. By posting the digital ads online, fans will be able to easily access information surrounding the event and spread the message among their own communities.

Why do we need these ads?

- Insomniac events need these ads in order to compete with the multitude of competitors within this industry and to help differentiate themselves among them. By putting out ads, they are inserting themselves in the news, the eyes of their consumers, and working towards reaching their overall objectives for the festival. Moreover, the company wants to create excitement surrounding the festival and its new activations for this year's event. These ads will increase organic search and create conversations between fans and EDC.