

Individual commentary on BRANDING document

By Stephanie Stroker

During one of our group's first meetings (formed by Callum Watts, Catarina Pereira and me), we divided the workload of this assignment into different parts. I was in charge of the branding aspect of this project. During this meeting we discussed what we wanted the festival to be like and look like, and from this conversation I dived into Pinterest to look for some more inspiration. I kept in mind certain key elements such as the lake and water sports that are part of the festival, and I looked for bright colours and things that reminded me of summer. I also took inspiration from some previously released summer festival posters and started to think about how I could combine these ideas and create something unique that fitted with our idea of Lakewave Festival.

I went through this moodboard process after learning the importance of it during one of our Entertainment Marketing guest lectures on idea creation. If you cannot really come up with a strong idea for yourself, scrolling through websites such as tumblr and Pinterest can inspire you and give you ideas on what to use and how to start creating your own project. (Halley, 2019). Once I had some ideas I went over to the Canva website to start designing a poster. I tried out some different styles and showed them to my colleagues, as well as to some other students to ask what they preferred. The same style I went for with the poster (as can be seen in my branding document) was used for the ticket and logo designs. Although there are no visual examples, this is the same style that would be used for the future website, social media channels and wristbands.

After doing some research online and discovering what information actually goes into a branding document, I starting looking for several sponsors that could work with Lakewave Festival. As this will be our first festival, we probably will not have access to large financial resources, hence why I thought it was important to make use of sponsorships, which would be mutually beneficial if the festival turns out to be a success. Sponsors will have a platform to promote their brand and have thousands of eyes watching their advertisements during the festival and we would be able to book more artists, make place for more trader pitches and invest more in marketing and promotion. (Grate, 2019; Smith, 2019)

References:

- Grate, R. (2019). BottleRock on Music Festival Branding: 3 Strategies to Steal. [Blog] *eventbrite Blog*. Available at: <https://www.eventbrite.com/blog/music-festival-branding-strategies-bottlerock-ds00/> [Accessed 16 Mar. 2019].
- Halley, E. (2019). *Entertainment Marketing . Guest Lecture*. London: Tileyard Education. Moodboards and idea creation. 31st January
- Smith, N. (2019). *Sustainability, budgeting, marketing and branding. Live music and event management (lecture)*. London: Tileyard Education.