



LAKEWAVE FESTIVAL

**JULY 18TH-19TH 2020
END OF KETTON ROAD
HAMBLETON, ENGLAND**

Marketing Plan

Summary

Lakewave festival is a multistage summer event involving music, comedy and water sports. It's a multi faceted arts and sports experience, with several performances from talented musicians and comedians and a list of exciting water sports activities. It will be making its debut in July 2020.

Targeted Customers

The festival will be targeting young active people on the age range 18- 35 in both genders. Interests vary from sports activities and performing arts. Due to the location of the event (close to university cities/towns such as Cambridge, Loughborough, Birmingham, Coventry, Leicester, Nottingham and Derby, students will be our main targeting point.

USP (Unique Selling Point)

One of Lakewave's unique selling points is its affordability and environmentally friendly trade in comparison to the usual mainstream events. This event has the objective to connect arts entertainment with nature and raise awareness towards the protection of the environment. It'll also promote the support of UK artists as well as up and coming comedians.

Pricing + Offers

The festival will offer special deals, which include early bid tickets and pre orders.

There will be a flat fee of £20 for parking.

The packages are:

£179.95 weekend ticket with camping included

£149.95 weekend ticket with no camping

£259.95 VIP package including a Berghaus tent and camping equipment

(offered by sponsorship)

£130,45 pre sale

Ventures and Partnerships

Lakewave festival will be affiliating with several companies that will collaborate on important assets that make this event unique: music, camping, summer drinks and water sports. Therefore the partnerships are going to be with:

- **Jack Daniels**
- **Berghaus**
- **O'Neill**
- **BBC6 Music**
- **H.P Bulmer**

Competitors

	Lakewave festival	Wireless festival	Linton festival	Sounds of the City	Woo fest
Social Media	2	9.5	7	5	6
Status	2	9.5	6	8	5
Content	8	9.5	6.5	7.5	6
Fanbase	2	8	5	7	5
Music	8	9	5	7	5
USP	8	8	6	7.5	5.5
Pricing	6	7	7.5	6	2
Location	8	7.5	6	7.5	5
TOTAL	44	65	49	55.5	39.5

Lakewave festival has yet to gain a fanbase as well as making its mark online and throughout social media. But it is clear that it shows good competition against the other events such as Wireless when it comes to music, content and USP. Even though Linton and Woo fest are already established events, Lakewave offers a vast selection of well-known artists and activities, which will attract an eclectic audience around the UK. Wireless is located in London that in itself will attract a large and

varied audience. Nonetheless Lakewave's location is well situated and close to several University cities and towns as it was mentioned above which will bring an extended number of people and attract a young audience.

Marketing Materials

Our marketing materials will be coming mainly from our website www.lakewavefestival.co.uk, where tickets can be purchased. Other materials will vary from social media, posters, flyers and business cards.

Promotions Strategy/ Online Marketing

The promotional tactics will include:

- **Online advertising**
- **Posters (these will be focused on promotion on public transport such as the tube and buses)**
- **Flyers (street team advertising)**
- **PR campaigns**

Current marketing trends are more online focused as such Lakewave festival will follow suit but with a unique twist.

We'll be focusing on getting traffic towards our website and our social media. This will be done by:

Keyword strategy: We'll identify the keywords to optimize our website, such as Lake, Wave, Summer and Sigala (our main headline)

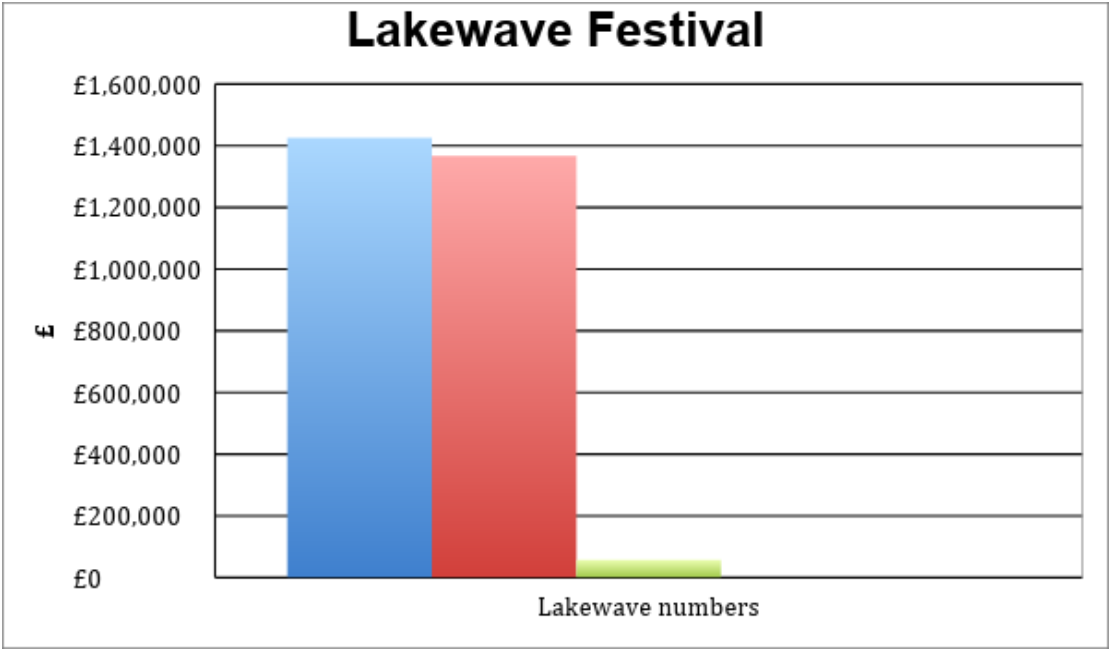
Search engine optimization strategy: TBC

Paid Online Strategy: Google and Youtube ads will be used to target our audiences. Adverts will be in the form of posters and short teaser videos, which will be present in popular online pages.

In regards to Facebook and Instagram advertising, we will plan a timeline with different ads including videos and poster artwork:

- There will be **2 ads (1 Poster and 1 video)** running at the same time with different audience edits. This will serve as a tease of the first artist announcement. Even though the event will be taking place in the UK, the adverts will be allocated to European countries as well to attract further interest from tourists.
- Once the first artist line-up has been announced, **2 new ads (1 Poster and 1 video)** will be created. They will also be running at the same time with different audience edits. These announcements will be also be made through online music websites.
- The second artist announcement will go through the same process. This will be a great opportunity to interact with the audience and bring more engagement towards the event. Asking people about who they think will be announced next will be a great way to engage and can open doors to opportunities such as mini competitions. These will increase the likes, tags and re-posts.

Financial Projections



According to our calculations we'll be expecting to make a net profit of 2.8%. Part of our revenue will be coming due to our sponsorships and traders. As it's the first year that Lakewave will be making its mark, we understand that the profit and the budget drawn both are very steep. We expect this event to receive major recognition from several platforms in the music industry that will lead to bigger and better collaborations. Hence decreasing our costs and lead to larger profit numbers. This will lead us to being able to finding a bigger plot of land, increase the number of tickets and be able to involve bigger artists.