



GLASTONBURY 2019

BBC CREATIVE & IDEAS FOUNDATION

BACKGROUND

- It's the world's most famous music festival
- Exclusively broadcast on the BBC
- Continue building appeal and relevance to the younger audiences, using our biggest music moment to drive to BBC Sounds and iPlayer.
- 2017 was the biggest year yet: TV Reach: 23M, Radio 12.9M, On-demand 20.2M avg
- Glasto has high awareness, appreciation and attracts underserved audiences, particularly youth.
- Need to remind audiences about the BBC's exclusive access and on-demand content on both platforms, and build excitement for the big event.

A photograph of two young women sitting on a large log at a festival. The woman on the left is wearing a black and white striped crop top and black shorts, with her mouth open in a shout. The woman on the right is wearing a black top and denim shorts, holding a smartphone up to take a selfie. They are both wearing lanyards and festival gear. The background shows a blurred festival scene with other people and lights.

TARGET AUDIENCE

- Young music fans, 16-34 who may not have watched or listened on the BBC before.
- Very active on social media, want to keep up with what's happening in popular culture that's important to them
- Digital natives, consuming content on Spotify, Netflix, YouTube and TV and radio to some extent.
- Used to choice and tailored recommendations
- We need to prove that the BBC offers the same or better – no one else has Glastonbury

AUDIENCE INSIGHT

Glastonbury has broad appeal and high awareness – everyone will be talking about it.

As an audience who are very active on social they'll want to know about those big performances, surprise gems and unique moments everyone's talking about.

We need to ramp up that feeling of FOMO, build anticipation, and prove that they can tailor their Glastonbury consumption more than ever.



“
**TEENAGERS KNOW MORE
ABOUT THE COUNTRY THAT
WE'RE LIVING IN RIGHT NOW
THAN ANYBODY**”

- BILLIE EILISH



CROWD PLEASERS

Stormzy

Lizzo

Janelle Monáe

Foals

Hot Chip

Christine & The Queens

The Streets

Billie Eilish

Jungle

The Chemical Brothers



CAMPAIGN OBJECTIVES

- Make audiences feel that Glastonbury is the year's unmissable music moment, only available on the BBC
- Increase viewing & listening through BBC platforms with infrequent younger audiences
- Drive positive reappraisal of the BBC as high quality, offering coverage that makes them feel part of the event

Single Minded message:

**The magic of Glastonbury
at your fingertips**



REASONS TO BELIEVE

MAGICAL FESTIVAL, UNIQUE TO THE BBC

The world's most famous music festival.

be part of its unique magic only with the BBC something our competitors can't offer!

MORE WAYS TO CONSUME THAN EVER

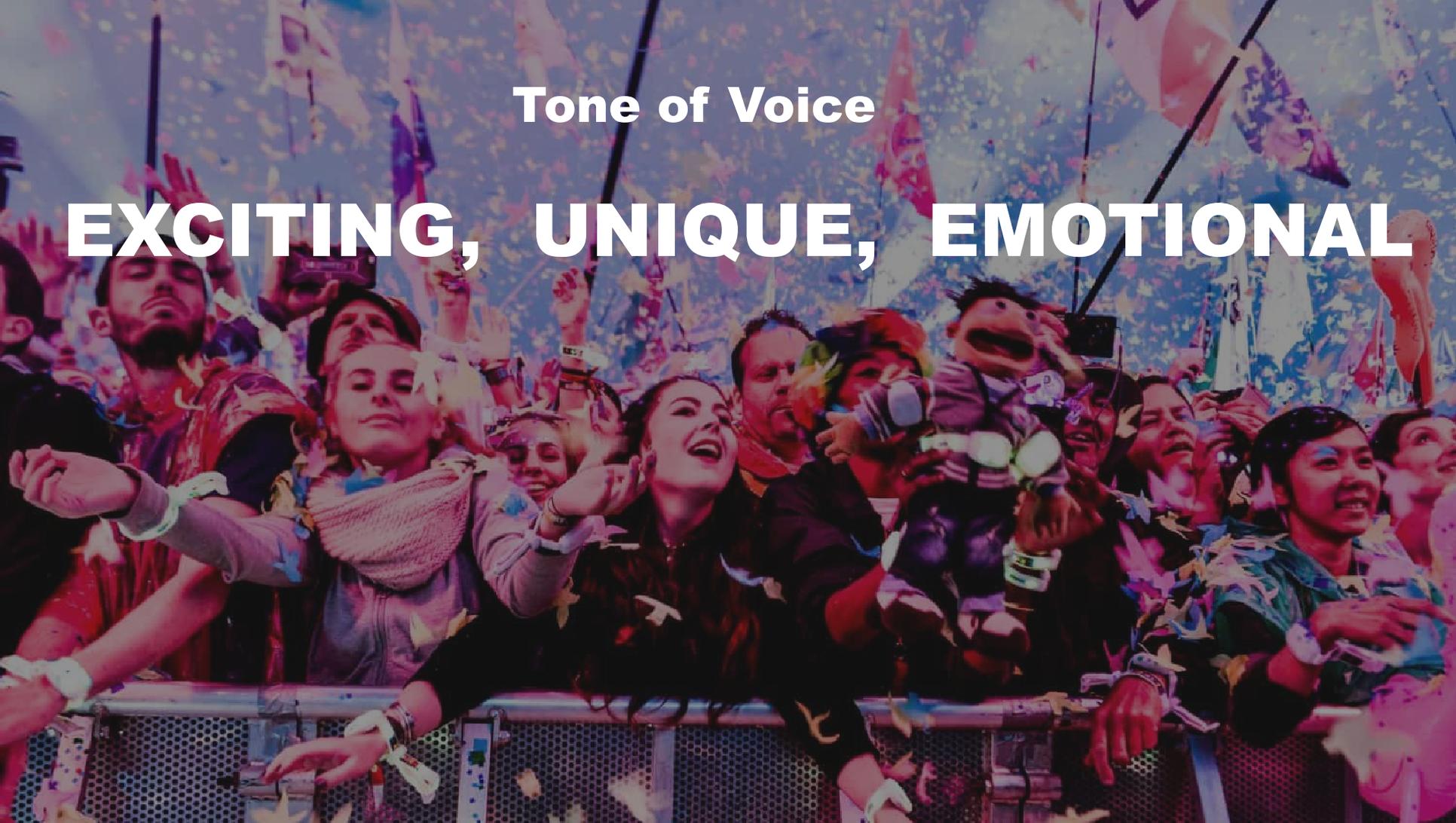
Live streams of every stage, individual sets, songs, clips and playlists across iPlayer and Sounds and on /Glastonbury after they've aired live.

PERSONALISED EXPERIENCE

On demand content is the new norm.

We can offer audiences the performances they want, however they want them through which ever platform works for them.

Eclectic music mix means fans can pick and choose the artists they like, from Stormzy to Kylie, curate their own Glasto at home with relevant recommendations.

A vibrant, colorful crowd of people at a festival or concert. The scene is filled with energy, with many people smiling and raising their hands. Confetti is falling from the sky, creating a festive atmosphere. A Muppet character is visible in the crowd, adding a playful element. The overall tone is joyful and celebratory.

Tone of Voice

EXCITING, UNIQUE, EMOTIONAL

WHAT WE WOULD LIKE YOU TO DO:

Come up with a great idea that works on different platforms from Social to TV delivering a clear and exciting message across a range of formats

- TV & Cinema Trails
- Radio 1 trails
- Social assets for paid promotion
- Out of Home posters
- A stunt or digital idea that gets everyone talking about it

WHAT'S A BIG IDEA

*INSIGHT + BRAND KNOWLEDGE + FRESH
THINKING*

= THE BIG IDEA

AUDIENCE INSIGHT - Thinking about exercising is painful!

BRAND KNOWLEDGE - Nike has the coolest state of the art trainer technology & design

IDEA – It's painful to think about exercise but just doing it with a cool pair of Nike's makes you feel great

IS NOT: A platform like Snapchat, Facebook or Instagram.

They are services we use to help us communicate the big idea



GLASTO THOUGHT STARTER

INSIGHT:

The magic of Glastonbury is discovering new music and mind blowing performances around every corner. It makes you see and hear music in new exciting ways

BRAND KNOWLEDGE

It's the world's most famous festival even the celebs want to go to it, tickets sell out in minutes. Everyone wants to be there

IDEA

Glastonbury, mind blowing music and performances at your fingertips

Line

MIND BLOWING MUSIC

Ref: Stormzy Vossi Bop <https://www.youtube.com/watch?v=9CIYy0MxsU0>

MANDATORIES & CONSIDERATIONS

- BBC Music/Glastonbury logo lock-up to be supplied by us
- CTA: watch on iPlayer, listen on Sounds. Use the logo provided that flips from Iplayer to Sounds
- Presenters include Lauren Laverne, Clara Amfo, Maya Jama



HAPPY CREATING

