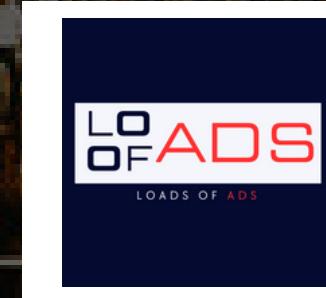


COACHELLA

A Festival of Music and Arts



MARKETING PARADISE

Coachella - beyond the Music, there lies a paradise for every marketer to tap into their **target market** consumer base at this festival where people would like to spend money to **experience** their product



EXPERIENTIAL MARKETING

Experiential Marketing revolutionizing how brands connects with consumers.

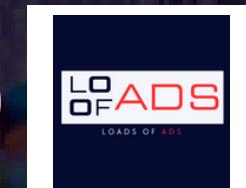
Brands now actively engaging their audience by creating **immersive experiences** rather than a conventional method of broadcasting the message.

This helps brands to tap into **emotions of consumers** which leaves a lasting impact on consumers.



EXPERIENTIAL MARKETING

Pinterest created a Manifest station, a fashion and beauty experience where on site fans could get glowy beauty looks created by celebrity make up artists built through collaborative boards on Pinterest



EXPERIENTIAL MARKETING

818 - A tequila brand by Kendall Jenner created an outpost modelled after a **western style town, partnered with **Bumble** for hat customizations, **Anastasia Beverley Hills** for makeup touch-up, **Tezza** for customized pics and few more partners which in total offered a complete customer experience**



EXPERIENTIAL MARKETING



Poppi created a **custom sampling bar** where guests could try their new **Lemon Lime flavor** along with their signature cocktails, snap pics and grab **custom merch**



EXPERIENTIAL MARKETING

Absolut created **Absolut land** with bar, Dj experience, and metaverse for gaming.

Amex created an immersive winter wonderland feel space with complimentary services such as fashion botique, relaxation corner and exclusive merch.

Brands such as **Smirnoff**, **Nylon**, **CocoCola** and many more created their own experience spaces



INFLUENCER MARKETING

**Cherry on the cake for all the brands,
Coachella has become a backdrop for an
online fashion show and prime
Instagram opportunities. Social Media
spreads with Influencers' Coachella
Highlights, GRWMs, etc which the brands
can tap into to create a massive online
exposure.**



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CAN FOR A CHILL
PHOTO WITH FRIENDS**

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refreshed for your
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