# Client Research

## Who are the target audience?

The target audience for the Download Festival are people who are interested in Rock music as that is the primary type of music that is played at the festival. Therefore, people who do not like rock music are unlikely to enjoy the festival. The audience also contains people who enjoy a festival atmosphere and are prepared to get dirty as the conditions at festivals are often un sanitary and nearly everyone at the festival is under the influence of some form of substance be it alcohol or other substances.

## Location and Dates/Timings

The location has been at Donnington race track since 2003, with the festival being on the 8th-10th of June.

## Music genre, headliners, line ups.

The music played at this festival is Rock, hard Rock, metal and alternative rock. Some examples of band that have played at download are Guns n’ Roses, Ozzy Osbourne, Avenge Sevenfold, ACDC, etc. a link to the line-up poster has also been included.

<https://downloadfestival.co.uk/lineup/#poster>

## Ticket prices

* Friday ticket no camping £79
* Saturday ticket no camping £92
* Sunday ticket no camping £79
* Weekend ticket no camping £175
* Weekend ticket with camping £220
* Backstage with Ozzy Osbourne £7000

## Amenities at the location, including: food, drinks, entertainment activities, etc.

At the event there are food and drink stalls, with companies such as Pepsi helping out with this. However, the stalls are upcharges which aren’t included within the price of the ticket.

Other entertainment included I.E. –

* WWE live
* UK air guitar championship
* Globe of death (motorbikes in a metal sphere)
* Other shows included as well
* Demolition Download (people fighting in armor)
* Fairground
* Current logo design, website design.





