



MARLBORO #UPFORNEULAND

ANALYSIS OF THE BRAND'S EVENT & SOCIAL MEDIA ACTIVITIES: GERMANY, DECEMBER 2015

This document aims to **identify**, **understand** and **make recommendations** on what, when and how we can apply the same principles that Marlboro used to make their #upforneuland event a success. **So that we can make our own brand events just as successful - and even better.**

THE OBVIOUS

THE CONTENT WITHIN THIS DOCUMENT APPLIES TO ALL MARKETING DISCIPLINES BUT IS WRITTEN FROM THE PERSPECTIVE OF TOBACCO.

PLEASE DO NOT DISTRIBUTE TO THOSE UNDER THE LEGAL SMOKING AGE AND THOSE WHO ARE OLD ENOUGH BUT CANNOT THINK FOR THEMSELVES.

ASU30 and ATUU30 are acronyms for Adult Smoker Under 30 and Adult Tobacco User Under 30. Any term 'adult' is defined by local law, but shall in no circumstances refer to any person under the age of 18. Likewise consistent with BAT's International Marketing Standards, terms such as 'consumer', 'target consumer', 'smoker' or 'target audience' refer only to smokers whom are adults. Local legislation / Regulations: You must ensure that prior to applying any activities or applications in your market, you obtain specific local legal advice regarding the permissibility of that activity of application.

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MARLBORO

#UPFORNEULAND

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INTRODUCTION

At first glance, the event analyzed in this document may appear as your run-of-the-mill 'party' – one that could be hosted by any number of the tobacco brands around the world.

A closer look reveals a number of key elements that have been carefully thought out and well executed to make what was clearly a successful event on the night and also, created additional value for the brand and business in the days before and after.

CULTURAL

#UpforNeuland (Event) (Marlboro)

Brand equity trigger: Lifestyle | Party | Culture

- Invitation of registered consumers
- Party in high end location
- Minimal branding during the event



Sources: Instagram <https://www.instagram.com/explore/tags/upforneuland/>



Not for distribution to those below legal smoking age

TL/DR:

Ensure the
success of
your next
event.

KEY TAKEAWAY:

*Collaborate
GENUINELY with
your Aspirational
Target Consumer
and give its
influencers the
freedom to create
and share in a way
that's relevant to
both your brand and
their followers.*

Geometry Global

SAA Above Market

Unit - Kuala Lumpur

PART 1: THE EVENT

Identifying and understanding the elements behind successful consumer activation during brand events.

AIM

Consumer 'Activation (...?)'

This is assumed and deduced from the pictures posted on the event's Instagram wall...

...(more on this in PART 2)

ATTENDEES

Invite-only Event

This is standard-operating-procedure for tobacco brands in 'dark' (heavily regulated) markets.

There is little information available to public.

In fact, almost nothing on the event itself can be found via a simple google search. (see screengrab on the left)

The reason behind this is likely due to legal and regulatory reasons.

NOTE:

An unintended (or possibly even not) side effect of this restriction is that it creates scarcity. This makes this a 'must-attend' event to people who fear missing out.



SOURCE: [HTTPS://SCONTENT.CDNINSTAGRAM.COM/T51.2885-15/E35/12345940_1033299233379835_1781292033_N.JPG](https://scontent.cdninstagram.com/T51.2885-15/E35/12345940_1033299233379835_1781292033_N.JPG)

FORMAT

Dance Party

This is an example of a Cultural-Fit for Marlboro's aspirational consumer target in Germany.

For December's event, highly regarded dance-music producers and DJs - '**Booka Shade**' - provided yet another demonstration of Marlboro's strong understanding of its consumer whilst also strengthening the brand's positioning.

(BOTTOM) <http://www.residentadvisor.net/dj/bookashade>



SOURCE: [HTTPS://SCONTENT.CDNINSTAGRAM.COM/T51.2885-15/E35/12345975_534988596669300_2114283168_N.JPG](https://scontent.cdninstagram.com/t51.2885-15/E35/12345975_534988596669300_2114283168_N.JPG)

CONTENT

Modern Art Installations

Located in the venue (and for some events - even taking center-stage).

This gives those attending a genuinely interesting reason to take photos and share with people who are not at the event.

Remember - if we want people to talk about our brands then we have to give them something to talk about!



SOURCE: [HTTPS://SCONTENT.CDNINSTAGRAM.COM/T51.2885-15/E35/12354123_937686216314678_565471702_N.JPG](https://scontent.cdninstagram.com/T51.2885-15/E35/12354123_937686216314678_565471702_N.JPG)

LOCATION



SOURCE: [HTTPS://SCONTENT.CDNINSTAGRAM.COM/T51.2885-15/E35/12354123_937686216314678_565471702_N.JPG](https://scontent.cdninstagram.com/T51.2885-15/E35/12354123_937686216314678_565471702_N.JPG)

'High-end'

This in itself is not unusual for Premium brands)

"#upforneuland December 2015 event was in a 'remote location'"

Source: <http://www.gutefrage.net/frage/marlboro-up-for-neuland>

‘Post-industrial’

This may have been selected to reflect Marlboro's brand essence of 'Freedom'.

Now this is interesting –

Marlboro is attempting to move the consumer perception of it's brand without changing it's original brand essence!

It's still *'freedom'* – but a 'modern definition' of what freedom means.

(MODERN) FREEDOM

Today, 'Freedom' has moved from 'the ranch', to the 'urban frontier'.

The under-populated, rugged areas of modern cities.



Source:

http://i.kinja-img.com/gawker-media/image/upload/s--OojasH_C--/c_scale,fl_progressive,q_80,w_800/escynu8l81nymkhcyvc2.jpg

A PLACE WHERE ONE MIGHT FIND AN 'URBAN-COWBOY'.

'Cowboys' have always existed on the fringes of 'civilized society' as they value the reduced oversight or additional 'freedom' that the frontier offers them.

WELCOME TO MARLBORO COUNTRY



SOURCE: [HTTP://WWW.SECRETCITYTRAVEL.COM/BERLIN-TO-SEE-AND-DO/BERLIN-HIGHLIGHTS-THUMBS/DARKLANDS-CLOTHING-STORE-BERLIN.JPG](http://www.secretcitytravel.com/berlin-to-see-and-do/berlin-highlights-thumbs/darklands-clothing-store-berlin.jpg)

Imagine the classic billboard...

Now imagine that instead of our Marlboro Man - the traditional cowboy, we see a similarly aged, ruggedly handsome man on a Ducati monster.

Instead of the epic outdoors of the Wild West, the location is the edgy urban interior of a city's industrial area - the concrete jungle.

He is of course, lighting his cigarette.

VENUE

Modern, minimal and progressive



LIGHTING

Lighting has been very carefully thought out - so that the space feels big and 'well-lit' (even when party is in full swing)

This, we can imagine, is to create a feeling of **openness and optimism** - encouraging more social interaction - as you can still see people's faces even if you cannot hear what they are saying.

THE MESSAGE HERE IS - 'LISTEN AND ENJOY'



SETTING THE MOOD

This is in contrast to a dark, moody and poorly (or spotlight) smoky rooms.

The aim in these cases (think of your 'cliched' jazz and blues venue) is to encourage us to 'focus on the music', where a feeling solitude is preferred over engaging in conversations.

The message with the lighting design in this case is:

'LISTEN AND APPRECIATE'



SOURCE: [HTTPS://PARISMACHOTE.FILES.WORDPRESS.COM/2014/12/RONNIE-1.JPG](https://parismachote.files.wordpress.com/2014/12/ronnie-1.jpg)

CONTENT

'Minimal branding'

As well as being a product of legal restrictions, the clean and sleek lines has strong associations with modernity.

This is now the 'new-normal' and can be seen at most events hosted by Premium brands.

Also another example of 'Cultural-Fit' - but this time in a 'consumer-trends' context.



POSITIVE USE OF NEGATIVE SPACE

White - predominant colour

Not only does this reflect the more recent brand positioning of Marlboro - modern, progressive and premium.

It also lays the ideal 'canvas' for brand at the event itself – giving an immediate focus to any content.

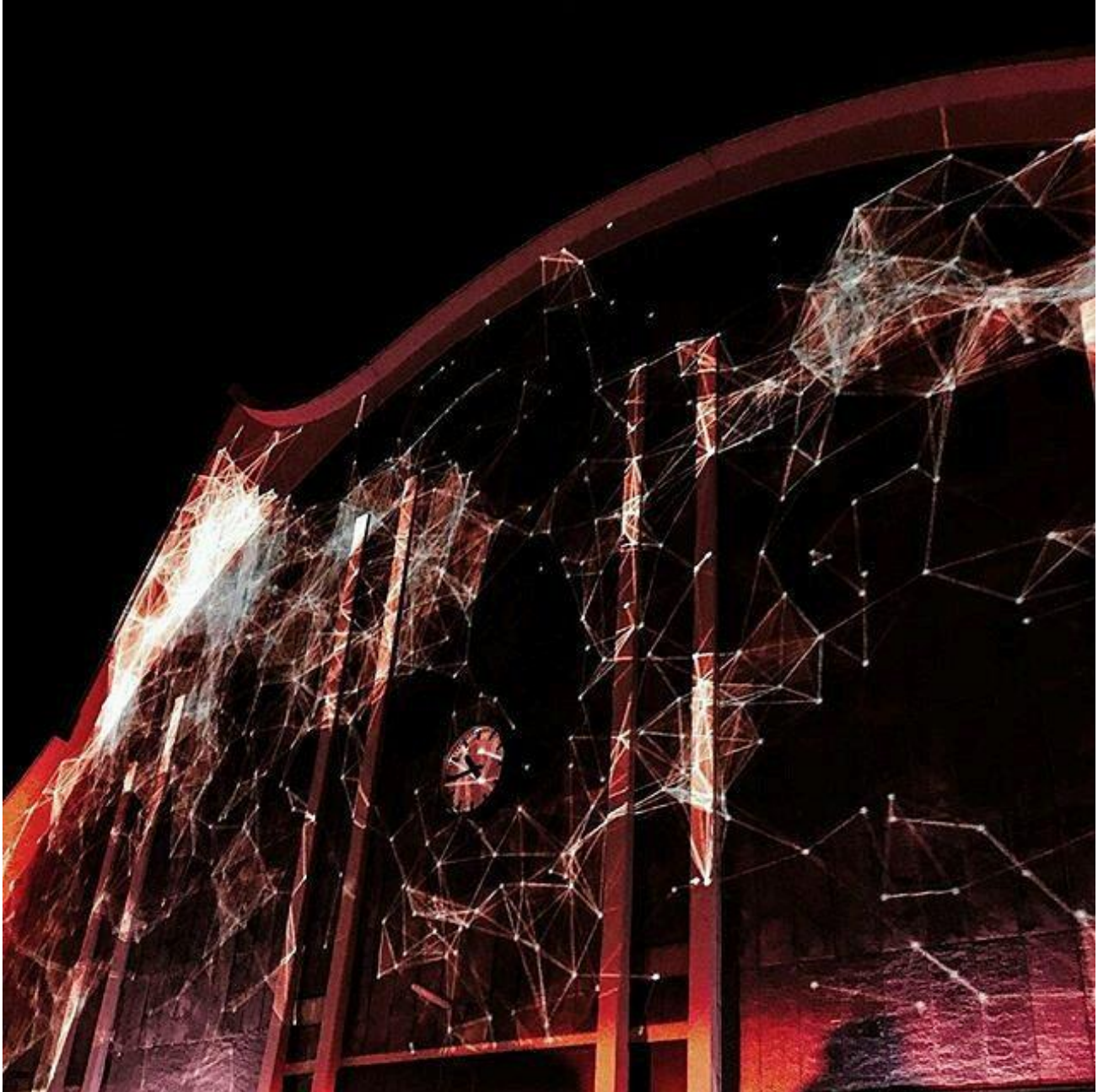


SOURCE: [HTTPS://SCONTENT.CDNINSTAGRAM.COM/T51.2885-15/E35/12346272_1655016628111754_7885391_N.JPG](https://scontent.cdninstagram.com/T51.2885-15/E35/12346272_1655016628111754_7885391_N.JPG)

GEOMETRY

The plain canvas enables Marlboro to display geometric shapes in a minimal (read: modern and premium) way throughout the event space.

The use of light (as in the rays of light) and modern materials enhances the progressive 'look-and-feel'.



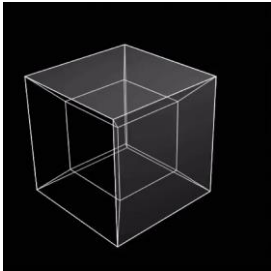
SOURCE: [HTTPS://SCONTENT.CDNINSTAGRAM.COM/T51.2885-15/E35/10012621_1670095146576549_624797313_N.JPG](https://scontent.cdninstagram.com/T51.2885-15/E35/10012621_1670095146576549_624797313_N.JPG)

EXPERT EVENT PARTNERS

HYPERARCH

[HTTP://WWW.HYPER-ARCH.COM/](http://www.hyper-arch.com/)

NYC-based design agency specializing in design and production of projects across almost every medium, from digitally fabricated large-scale sculptures, to interactive design (such as those in the Marlboro events)



Instagram:

“Beauty of dimensionality
#hypercube #tesseract”

HYPER

HYPER | Architecture + Design on

FUN FACT:

The geometric shapes at the #upforneuland event are examples of an ‘hypercube’

[#hypercube](#) (hy·per·cube)

ˈhīpər ˌkyo͞ob/

noun

a geometric figure in four or more dimensions that is analogous to a cube in three dimensions.

SOMETHING TO TALK ABOUT

Marlboro has also made the smart decision to associate itself with one of Germany's most progressive, modern artists

MARCUS SHAEFER

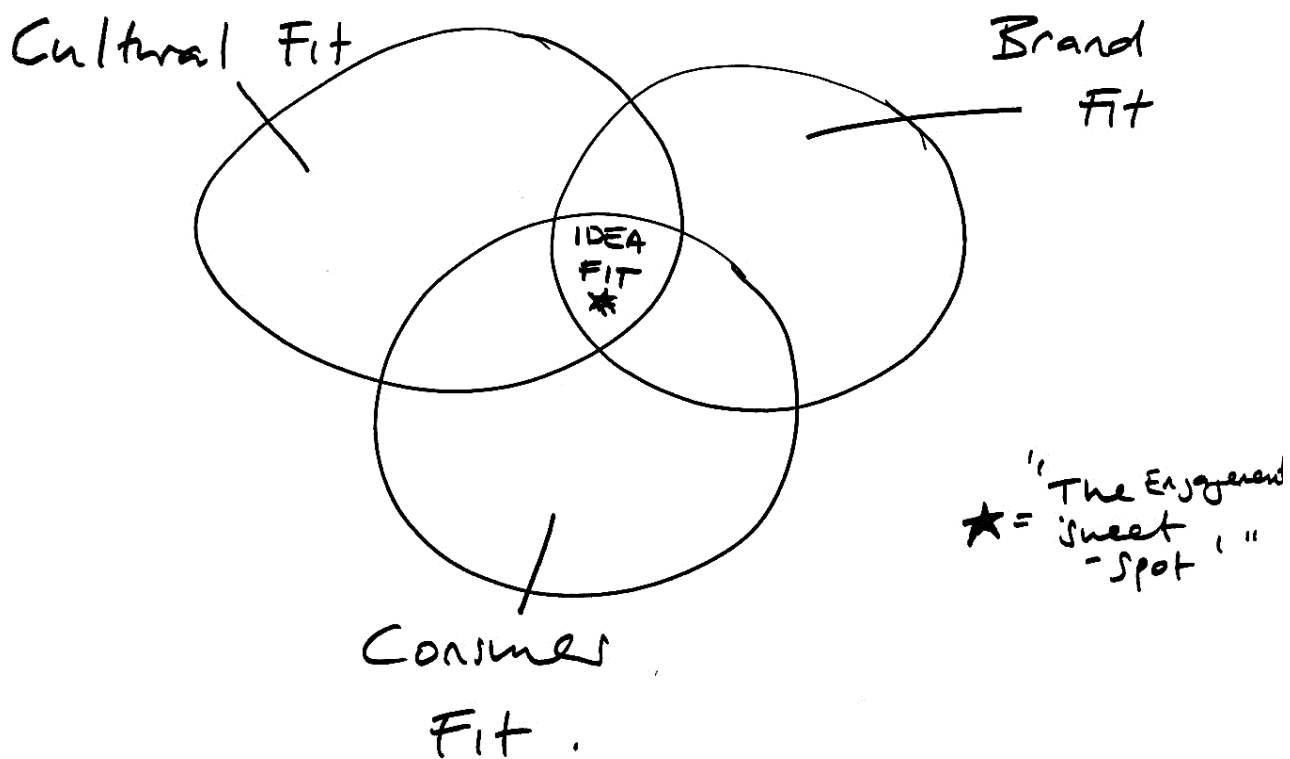
(<http://www.marcusschaefer.com/>)

By doing so, they have not only brought in a supplier to furnish their events with striking, modern sculptures – but also cemented their 'progressive' credibility with an influential section of their target market.

#marcusschaefer_official



DO THIS NOW



END OF PART 1