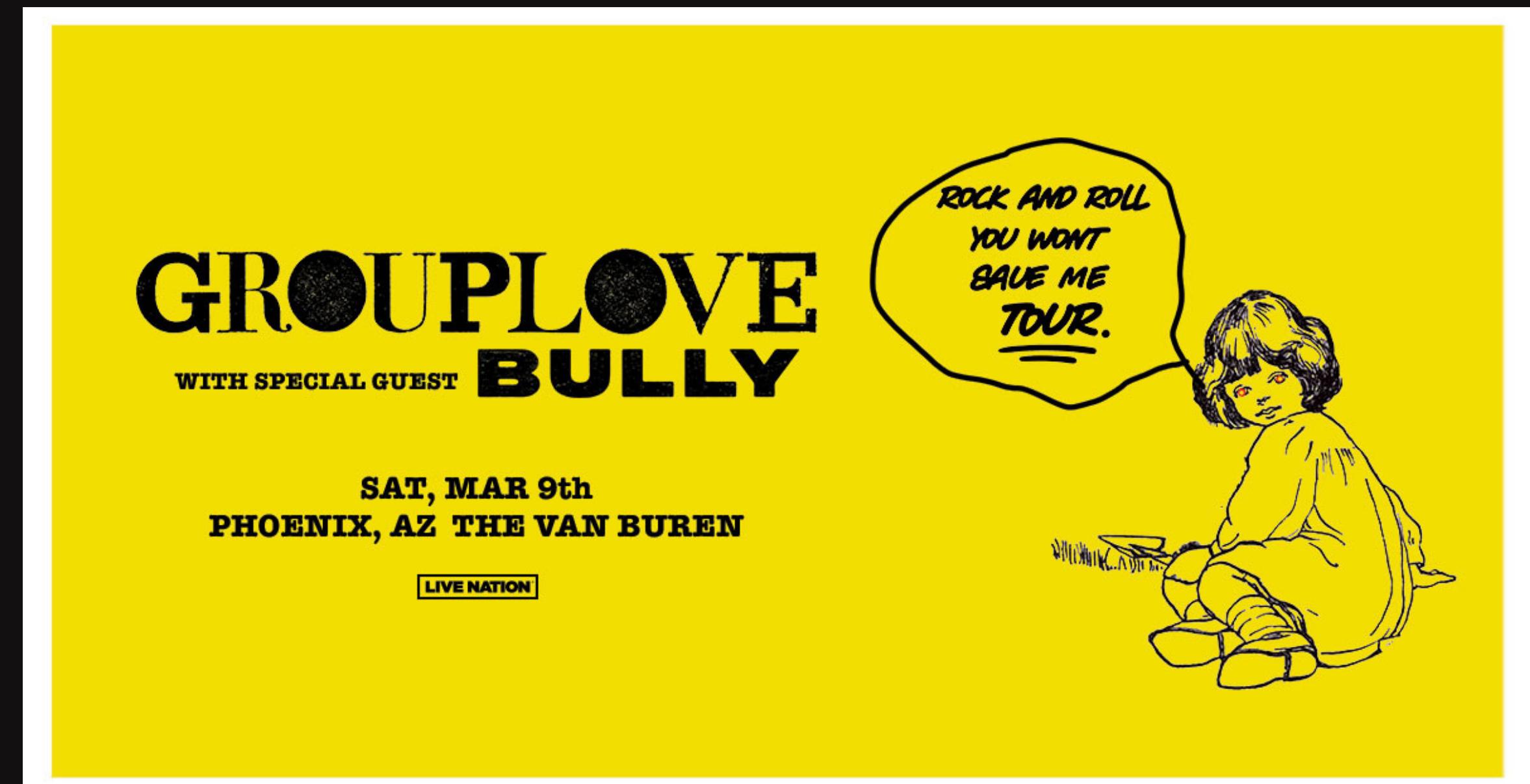


ROCK N'ROLL YOU WON'T
SAVE ME... BUT COFFEE
YOU WILL

20
24

Collaborative
Marketing Campaign



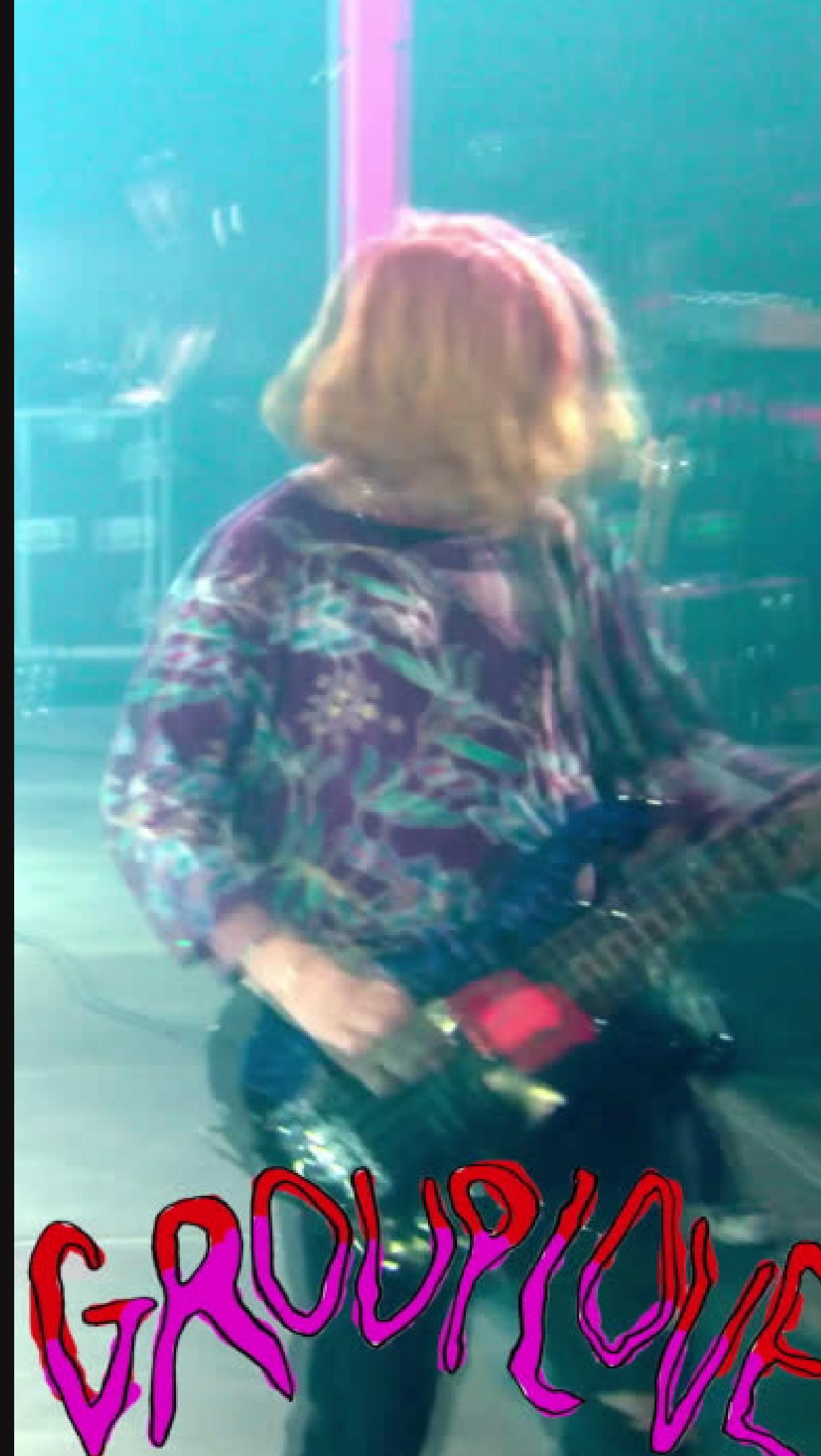
THE COLLAB

In honor of Grouplove's stop at The Van Buren on their *ROCK AND ROLL YOU WON'T SAVE ME TOUR* on March 9th, a campaign surrounding a custom blend of Cartel Roasting Co. coffee was created to drive ticket sales, increase awareness and bring together local taste-markers, highlighting the best that Phoenix has to offer.

The coffee, promo tickets and the campaign were leveraged across Paid, Earned, Shared and Owned outlets resulting in a sold-out show that came in under budget!



GROUPLOVE



—

Grouplove is an indie pop band which formed in 2009 in Los Angeles, California, best known for their 5x multi-platinum song, "Tongue Tied", as well as "Colours", "Hello" and "Ways to Go" with 6 albums to their name.

Grouplove hand-selected their favorite blend of coffee, created the custom label and approved the entirety of the campaign as it was developed and executed.

A staple in the Arizona coffee community, Cartel Roasting Co. has 12 locations in Phoenix, Tucson + Palm Springs. The team is known for doing funky collaborations, with the tagline, "Life's too short for shitty coffee."

Cartel identified the perfect coffee beans for the custom blend, shared them with the band and took care of all packaging, distribution and sales, creating a limited batch of 500 bags.



CARTEL ROASTING CO.



A local food-focused influencer and music fan with 100K followers on Instagram, @eatinarizona has partnered with The Van Buren on a number of occasions to help support marketing, promotions + ticket giveaways!

In collaboration with @livenationphx, @eatinarizona hosted a massive social giveaway that included pairs of tickets to the show, as well as a free bag of the custom blend of coffee.

THE CAMPAIGN

On Friday, February 23rd at 11AM, @eatinarizona posted the accompanying video to her Instagram as a collaborative post between Grouplove, Cartel, The Van Buren and @livenationphx.

Pairs of tickets and bags of coffee were leveraged as giveaways in a “like + share” campaign, driving awareness for the collaboration and the show to a combined audience of over 385,000 followers.

From the launch of the campaign to the show, Cartel Roasting Co., @livenationphx and The Van Buren all shared behind-the-scenes footage from the collaboration, as well as the show admat, bags of coffee, and other related content.

As an added bonus, Cartel taped pairs of tickets to bags of coffee in Phoenix and Tucson for fans to win as well, driving further social engagement.



Paid:

- Both Live Nation + Cartel Roasting Co. supported with Meta Ads
- Printing costs of the admat were absorbed by Live Nation; created 500 “mini billboards” to be sold in stores across the region

Earned:

- Overwhelming social support across the board as a ripple effect of the social media campaign
- Due to @eatinarizona's involvement, numerous influencers in the region shared, liked and posted the content as well

Shared:

- Collaborative posts Leveraging the audiences of Grouplove, @eatinarizona, Cartel Roasting Co and @livenationphx allowed the team to amplify the campaign exponentially

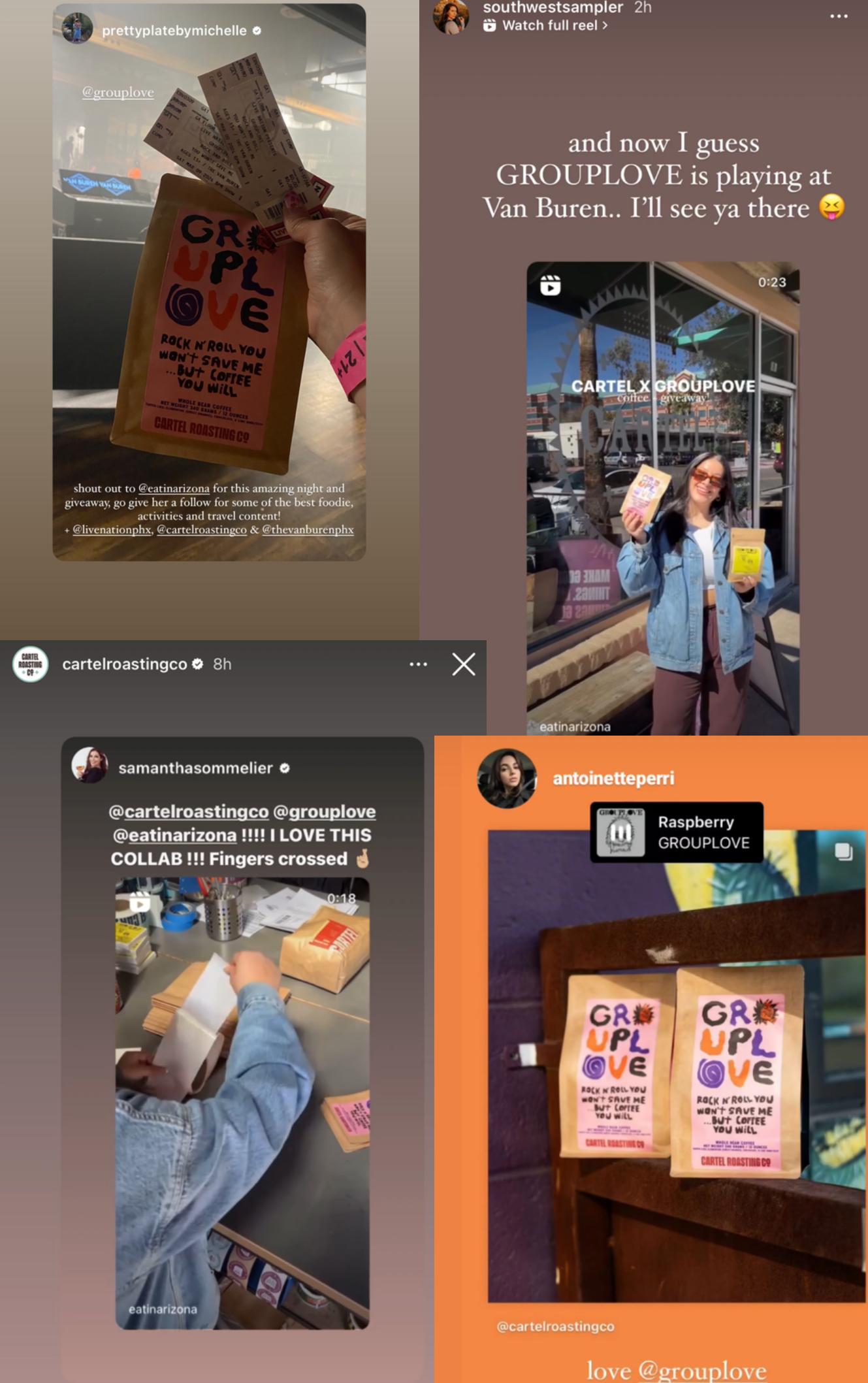
Owned:

- Each of the entities engaged in individual posts/campaigns on their own in addition to the collaborative push
- Collaborated with KF Publicity to draft and send a press release to the Phoenix media list
- Cartel included show posters at their locations throughout the region as an additional grassroots push

THE P.E.S.O. MODEL



RESULTS



51,372 total plays of the three collaborative videos

1,000+ likes across the videos

Nearly **47,000** accounts reached

Over **46 hours** of video Watch Time

500 bags of coffee distributed to **12** locations

Advertising came in **20%** below budget

A Sold Out Show!



20
24

GROUPLOVE // CARTEL ROASTING CO. // @EATINARIZONA // LIVE NATION

Michael Sarna | Regional Marketing Manager, Live Nation - SW

michaelsarna@livenation.com | (623) 238-5863

Lauren Fountain | Regional Marketing Coordinator, Live Nation - SW