



# Case Study: Rothkopf & Huberty x RheinEnergie

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## TARGET GROUP

Brands & Sponsorship Agencies



## MISSION

Making festival presence measurable –  
data-driven and traceable

## INITIAL SITUATION

### Visibility vs. impact

Commissioned by RheinEnergie, Rothkopf & Huberty was 2025 the agency responsible for the festival appearance at the Parookaville Festival. The energetic brand space in the so-called Recharger was designed to creatively, interactively, and emotionally stage the theme of “experiencing energy” – while also making a real impact. The concept invited festival visitors to recharge their batteries – with an oxygen bar, freshly mixed smoothies, comfortable seating areas, and a charging station for mobile devices. The appearance was complemented by a mobile Polaroid campaign that created personal memories and additional brand contacts.

**But how can the success of such an appearance be measured? Which activations really work – and how can the ROI be proven to the brand?**

## B.SURE SOLUTION

### Data instead of gut feeling



Together with b.sure, the festival appearance was analyzed and evaluated based on data for the first time. Using the b.sure analytics platform, visitor flows, dwell times, target group profiles and activations were recorded in a transparent, anonymized, and GDPR-compliant manner.

**Which areas of the brand space generated the most attention?**

**How long did visitors stay?**

**Which activations led to the most interactions?**

# Data-backed insights

- 1. Erfolgreiche Zielgruppenansprache:** The brand activation primarily reached a young, urban audience under the age of 35 – exactly the target group RheinEnergie aimed to reach through the festival.
- 2. High Dwell Time & Engagement:** Visitors spent an average of more than 20 minutes inside the Recharger – a clear indicator of the concept’s appeal and relevance.
- 3. Measurable Impact of the Activations:** Interactive elements around “Oxygen” and “Smoothies” generated strong participation and high visibility.
- 4. Strong Arguments for the Agency:** b.sure data provided objective KPIs, enabling Rothkopf & Huberty to demonstrate the ROI of their creative execution and to develop future concepts even more effectively.



Thanks to the data collected by b.sure, we can clearly demonstrate how effective our concept really is. A brand presence at festivals is always associated with emotions, and that's a good thing—but with b.sure, we can offer more than just a feeling. We can show that our appearances are not only emotional, but also measurably successful.



Rebecca Spielkamp  
Rothkopf & Huberty

## NEXT STEPS

# Impact & Outlook



- Die Kombination aus kreativer Idee und datenbasierter Evaluation schafft neue **Glaubwürdigkeit gegenüber Marken.**
- Agenturen gewinnen **Sicherheit bei der Bewertung ihrer Maßnahmen** – und liefern ihren Kund:innen konkrete Optimierungsansätze.
- Für Rothkopf & Huberty bedeutet das: **Mehr Transparenz, mehr Vertrauen, mehr Wirkung.**

## LEARNINGS

# Conclusion

No gut feeling. No magic. With data-driven clarity, we contribute to successful festival sponsorships.



## CONTACT

# Interested?

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