



Case Study: BIC @ Airbeat One

Case Study: BIC @ Airbeat One Festival



TARGET GROUP

Brands & Sponsorship Agencies



MISSION

Making festival presence measurable – data-driven and traceable

INITIAL SITUATION

Visibility vs. impact

Lighter manufacturer BIC is an integral part of the festival world. In 2025, BIC participated in the Airbeat One Festival for the first time. The key questions that arose were:
Is the festival a good fit for the target audience?
How is our presence being received with the activations?

Together with the lead agency Hettenbach, BIC wanted to prove the success of the sponsorship rather than just relying on gut feeling – in a data-based and comprehensible way.

B.SURE SOLUTION



Data instead of gut feeling

With our modular approach, we made visitor movements and behavior visible within the BIC module at Airbeat One.

- **Touchpoint tracking:** which areas are used when and how intensively?
- **Demographic analysis:** who is on site – do age and gender match the desired target group profile?
- **Dwell time & peak times:** where and how long did visitors stay, and for how long? How were the activations used?

Young, active, and tailored

1. Target group insights: 80% of visitors under 30 years of age

The desired rejuvenation of the brand's reach was a success – and how! The dance floor and chill area in particular attracted a young audience.

2. Popular areas: Activations are well received

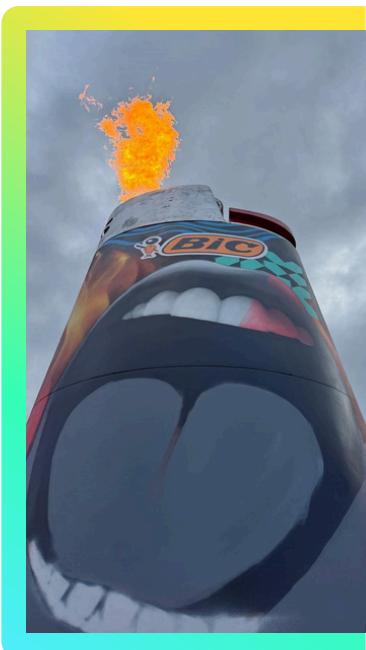
All areas were visited almost equally. The activations were particularly well received. Around two-thirds of visitors used the lighter printing station or the BIC XXL lighter, which could be activated by means of a buzzer.

3. Average visit duration of around 30 minutes: it's a place to linger!

More than half of the visitors stayed in the brand area for longer than 30 minutes – a figure that is significantly higher than comparable events. And a sign of high attractiveness and experiential value.

4. Room for improvement: karaoke with room for improvement

Data doesn't lie – and so our evaluation also provided insights for improvements. For example, the karaoke bar was particularly popular with male guests and only after 10 p.m. This may be an opportunity to target female guests more specifically next year.



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We had been looking for a way to measure our festival sponsorships based on data and report on them with clear KPIs for quite some time. By working with b.sure, we were finally able to see exactly who visited our area, how long they stayed, and which activations were most popular. This allowed us to draw conclusions about the achievement of our goals. We now have more certainty and arguments for our decisions, and it helps us to make future appearances even more targeted.



Sandra Rauschenberg
BIC



Impact & Outlook

- Module layout and scheduling will be optimized based on data.
- Activations will be further developed in a targeted manner and adapted to the respective target group.
- Data will provide the basis for ROI evidence in the sponsorship budget.

Conclusion

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



Interested?

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