



# Case Study: A beverage brand in the middle of the festival

How data shows where brand presence really works

# Case Study: A beverage brand in the middle of the festival



TARGET GROUP

Brands & Sponsoring Agencies



MISSION

Make festival presence measurable  
– data-based and comprehensible

Starting position

## Visibility vs. Effect

An established beverage brand was represented with a striking activation area at a large music and culture festival. The placement was located in a heavily frequented area near a central access to the event site.

B.SURE SOLUTION



## Data instead of gut feeling

With the help of the b.sure Analytics platform, anonymized, GDPR-compliant movement and residence data were recorded around the activation surface. In this way, it was possible to transparently understand when visitors came into contact with the brand and which factors influenced the effect.

# Data-strongly occupied.

- 1. Even visitor flows with clear peak times:**  
The activation area was constantly frequented throughout the entire event period. Peaks of use were particularly evident at the beginning of the program, in the afternoon and in the early evening.
- 2. High contact quality:** The length of stay of many visitors was significantly higher than the typical passage behavior in the entrance area. The brand thus benefited from a particularly intense perception at the moment of arrival.
- 3. Brand placement with signal effect:** Through the position at a central access point, the brand became an integral part of the festival experience. A large part of the visitors came at least once in direct visual or living contact with the activation.
- 4. Data as a basis for decision-making:** The collected movement, residence and context data will enable more precise planning of festival locations in the future. In addition, it turned out that weather changes were directly reflected in the movement data. Outliers on particularly wet or sunny days could be clearly documented - an effect that will help to plan personnel, activations and time windows even more specifically in the future.



The data-based evaluation provided an objective picture of the actual effect on site for the first time. By replacing subjective assessments with reliable KPIs, a well-founded decision-making basis for future festival investments was created.

---

NEXT STEPS

# Impact & Outlook



**The analysis shows:** The beverage brand was present exactly where the relevant target group was – in the middle of the pulse of the festival.

Through the **Data analysis** arose a **well-founded understanding** dafür, when the brand has the strongest impact and how visitors interact with it.

Based on these findings, future festival appearances can be targeted on **Peak hours, Weather conditions, area effect and visitor dynamics coordinated** become.

This is how presence becomes performance – and intuition becomes evidence.

LEARNINGS

# Result

No gut feeling. No hocus-pocus. With data-based clarity, we contribute to successful Festival Sponsoring.



Contact

## Interested?

Feel free to contact us:



Frieder Damm  
[LinkedIn](#)

MAIL  
frieder.damm@bsure-analytics.de

MEETING  
[Jetzt Meeting im Kalender vereinbaren!](#)



Finn Jensen  
[LinkedIn](#)

MAIL  
finn.jensen@bsure-analytics.de

MEETING  
[Jetzt Meeting im Kalender vereinbaren!](#)