



Case Study: Fisherman's @ San Hejmo

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TARGET GROUP

Consumer goods brands & sponsorship managers



MISSION

Making festival presence measurable – data-based and traceable

INITIAL SITUATION

Visibility vs. Impact

With their appearance at the San Hejmo Festival 2025, Fisherman's Friends (CFP Brands) wanted to turn their festival appearance into a multisensory brand experience.

The concept: a two-story booth with a DJ, wheel of fortune, photo booth, and sampling activities—refreshing, lively, and engaging.

The goal was to understand visitor flows, dwell times, and interaction rates in the booth area:

How many people actually stopped by?

Which activities attracted the most attention?

How long did they stay—and how strong was their engagement?



B.SURE SOLUTION

Data instead of gut feeling

The b.sure platform was used to record movements and dwell times in the Fisherman's Stand area in real time and in compliance with GDPR.

The focus was on three key areas:

- **Ground floor & entrance area: Frequency, dwell time, and engaged visitors vs. passing by**
- **Wheel of fortune & photo booth: Frequency of use and visitor interaction**
- **DJ area: attention and quality of stay**

Heat maps and visitor flows revealed how visitors moved throughout the day and which activations performed best.

This enabled the team to identify for the first time when and where the brand achieved the highest visibility – and which activities attracted the most guests.

Strongly supported by data.

1. Activation attracts – but interaction counts:

Although the wheel of fortune generated continuous interest, it showed a comparatively short interaction duration. Many visitors spun the wheel, accepted their giveaway, and moved on.

The data suggests that for even stronger brand experiences, it is worth integrating more active and engaging touchpoints – such as game elements like table soccer or mini-challenges, which generate longer dwell times and anchor the brand more intensely.

2. DJ as an addition – but not necessary in the infield:

The DJ was a visual and auditory highlight – but the analysis clearly showed that the changing live acts in the infield had a natural pull that overshadowed the DJ.

Especially between band changes, the stage needed a 30-minute break, which meant that an additional DJ in this area added little value in terms of frequency or engagement. A valuable lesson: The DJ performs better in independent activation areas – less so in zones that are already dominated by the festival program.

3. Significant peaks in the experience area:

Both the ground floor and the photo booth recorded solid visitor flows throughout the day, with longer waiting and dwell times in the photo booth area.

The photo booth generated the highest level of engagement and was used consistently throughout both days of the festival.



We want to know how our brand performs in real life—not just on paper. The data clearly shows where we reach people, how long they stay, and which actions really spark interest.



Mounir Amraue
CFP Brands

NEXT STEPS

Impact & Outlook



For the first time, the data provided a clear basis for coordinating program and activation logic:

- In the future, DJs will be strategically deployed where they do not compete with stage programs but generate traffic.
- Activations will be more focused on interaction quality and length of stay—moving away from quick “spin & leave” mechanics toward experiences that connect.

This turns a good performance into a repeatable, effective festival module based on clear insights.

LEARNINGS

Conclusion



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

CONTACT

Interested?

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