



Case Study: RheinEnergie @ Parookaville

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TARGET GROUP

Brands & Sponsorship Agencies



MISSION

Make festival presence measurable
– data-based and fully transparent

INITIAL SITUATION

Visibility vs. Impact

With their appearance at Parookaville Festival 2025, RheinEnergie brought the topic of sustainability to a place where energy is truly tangible: right into the festival world.

At the center stood the RheinEnergie Bunker – a space designed for exploring, trying things out and recharging. It blended technology with emotion and transformed the brand into a lived experience. But how can the success of such an engagement be proven?

How can you measurably reach young target groups – and show that brand and festival genuinely fit together?

B.SURE SOLUTION



Data instead of gut feeling

With b.sure, visitor flows, dwell times and digital interactions were analysed in real time – anonymized and fully GDPR-compliant.

This made it possible to see how visitors used the brand area, which activations worked best and at what times interactions peaked.

- **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. Brand meets target audience:** The activation attracted predominantly young visitors – exactly the audience RheinEnergie aimed to reach. The “Bunker” became a popular meeting point where the brand felt approachable and tangible.
- 2. High interaction quality:** Activations such as the Oxygen concept and the Smoothie activation generated strong participation and authentic brand engagement.
- 3. Presence beyond the space:** Continuous movement around the outside area of the Bunker indicated strong visibility within the festival flow. Visitors were not only passing by – many stayed longer after making visual contact with the setup.
- 4. New decision-making basis:** The collected data provided clarity on which elements created the strongest impact and informed strategic planning for future festival engagements.



Thanks to b.sure's data collection, we can clearly demonstrate the true impact of our concept. A brand presence at festivals is always emotionally charged, and that's a good thing – but with b.sure, we can present more than just a feeling. We can show that our appearances are not only emotionally engaging, but also measurably successful.



Rebecca Spielkamp
Rothkopf & Huberty

NEXT STEPS

Impact & Outlook



With the collected data, RheinEnergie was able to clearly prove the effectiveness of their festival appearance – both internally and to external partners.

The results provided measurable arguments for future engagements and supported the data-driven development of their live-marketing strategy.

Future activations will be even more precisely tailored to visitor flows, dwell patterns and peak times – maximising visibility, relevance and impact.

LEARNINGS

Conclusion

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



CONTACT

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