



# Lalapaiza®

Caroline Damesek, Ava West



**TRUTH:**

**A music festival is one  
of the most social  
spaces in the world...**





**TRUTH:**

**A music festival is one  
of the most social  
spaces in the world...  
and one of the easiest  
places to feel alone.**





**400,000**

**music-lovers.**





**29%**

**of festival-goers  
arrive alone**







Lollapalooza was originally created as a space for alternative, outsider, and genre-crossing music communities to come together.





**And while many music festivals today have become performative social spaces, music lovers are craving real connection again.**





**We want to build on the founding spirit of Lollapalooza: creating spaces where people with niche taste and a shared love for music can find one another.**





**Other festivals focus on  
being seen, but  
Lollapalooza helps you  
find the people who  
truly get you.**





# **INSIGHT:**

**The people who love what  
you love are already  
around you; you just  
haven't found them yet.**







[https://drive.google.com/file/d/1SoFpsqlzLCbuN80SeOmbm4wnkIUCJMju/view?usp=drive\\_link](https://drive.google.com/file/d/1SoFpsqlzLCbuN80SeOmbm4wnkIUCJMju/view?usp=drive_link)







# Lolapalooza®

## Find Your Crowd

Caroline Damesek, Ava West



**Find Your Crowd is an end-to-end festival experience that transforms music discovery into human connection before, during, and after Lollapalooza.**







# BEFORE



**Lollapalooza**  
Find Your Crowd



**YOUR NEW  
FEST FRIENDS**

Music is always better with friends, but we know how tough it can be to coordinate a group or find people who want to catch that same niche sub-headliner at 2:00 PM. Whether you're heading to Grant Park solo or just looking to expand your festival family, our new platform pairs you with fellow attendees who share your specific music taste. Whether you're front-row for the heavy hitters, vibing to the classics, or discovering the next big indie breakout, there's a group waiting for you.

**FIND YOUR CROWD**



**4 DAYS  
OF THE  
BEST  
MUSIC  
UNDER  
THE  
ICONIC  
CHICAGO  
SKYLINE**

**Lollapalooza**  
Find Your Crowd

f i x d v

Advertise | Boost Preferences | Unsubscribe

Find out about  
Find Your Crowd  
before even  
stepping foot  
into  
Lollapalooza.







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# advertising series example



[https://drive.google.com/file/d/1b9yYexjgDcNp0xzkc7evjVo388ySwEsh/view?usp=drive\\_link](https://drive.google.com/file/d/1b9yYexjgDcNp0xzkc7evjVo388ySwEsh/view?usp=drive_link)





FALLENMEDIA originals

# STREET HEARTS

*with Tiff Baira*



# THE PERFECT PARTNER

PT 2

Street Hearts with Tiff is a short-form social media series that features speed dates in NYC and has gained 500,000 followers.

Lollapalooza can partner with this series to market itself as the festival for connection and award the matches with free tickets to Lollapalooza together and their very own Fest Friends bracelets.

\*Bonus: Give the match a camcorder to vlog their day at Lolla







# DURING



**QR codes can be found around the festival.**

**They will be on the general wristbands for visibility.**





# Lolapalooza

## Find Your Crowd

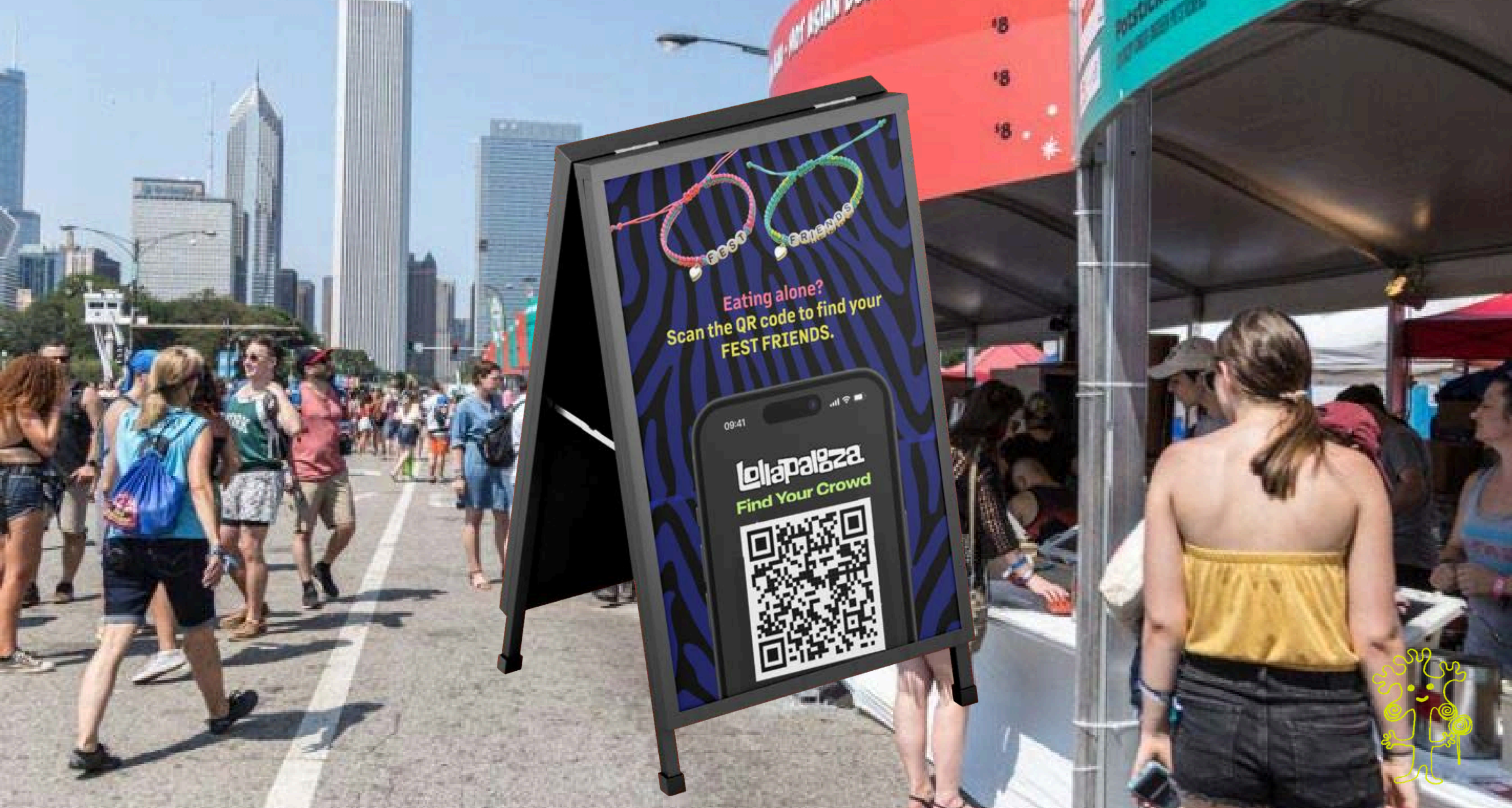


Looking for someone to dance with?

Your FEST FRIENDS await.







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# THE PERFECT PARTNER

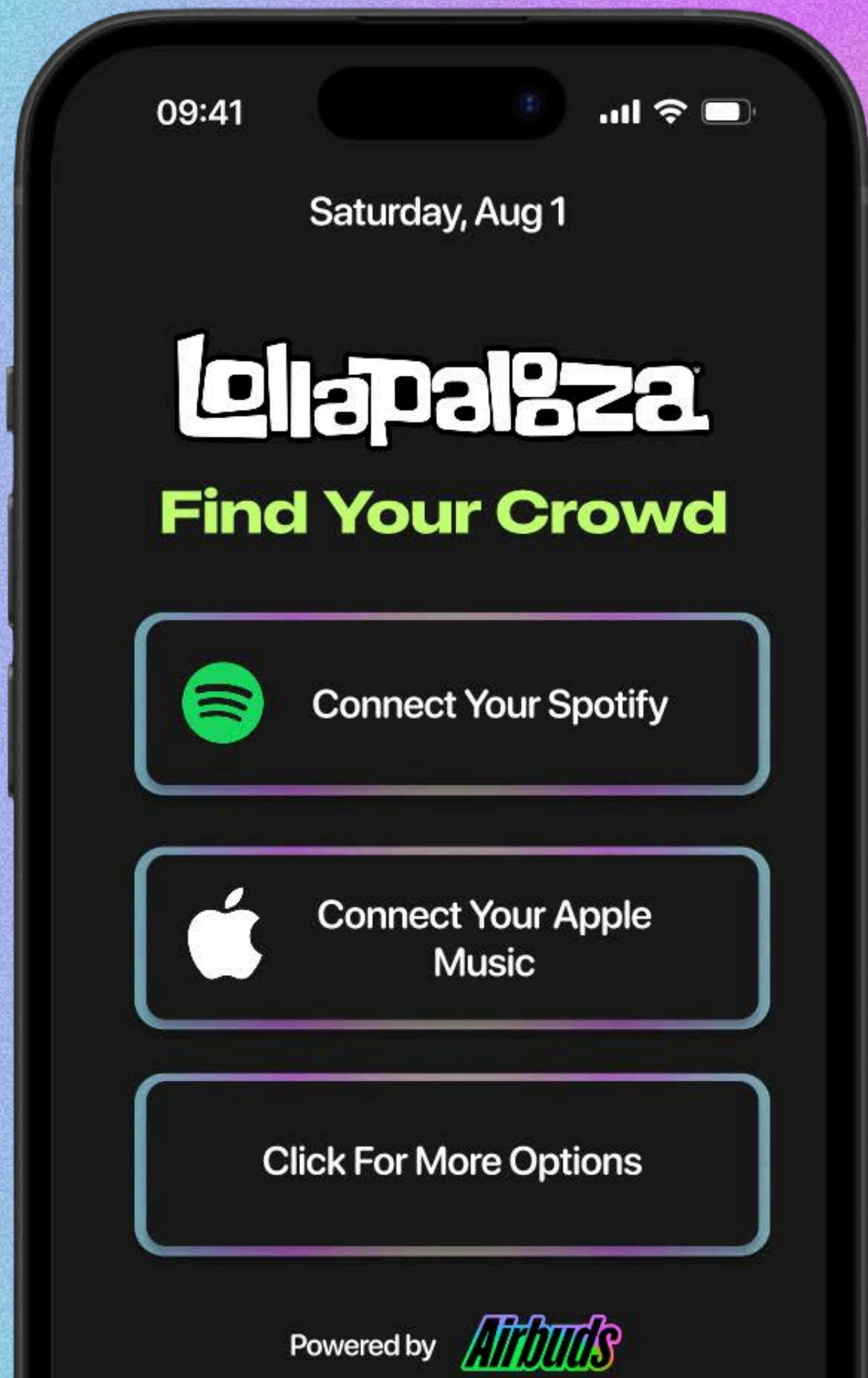


Airbuds is a growing mobile app for sharing music tastes with friends

It integrates with major streaming services like Spotify, Apple Music, and SoundCloud.



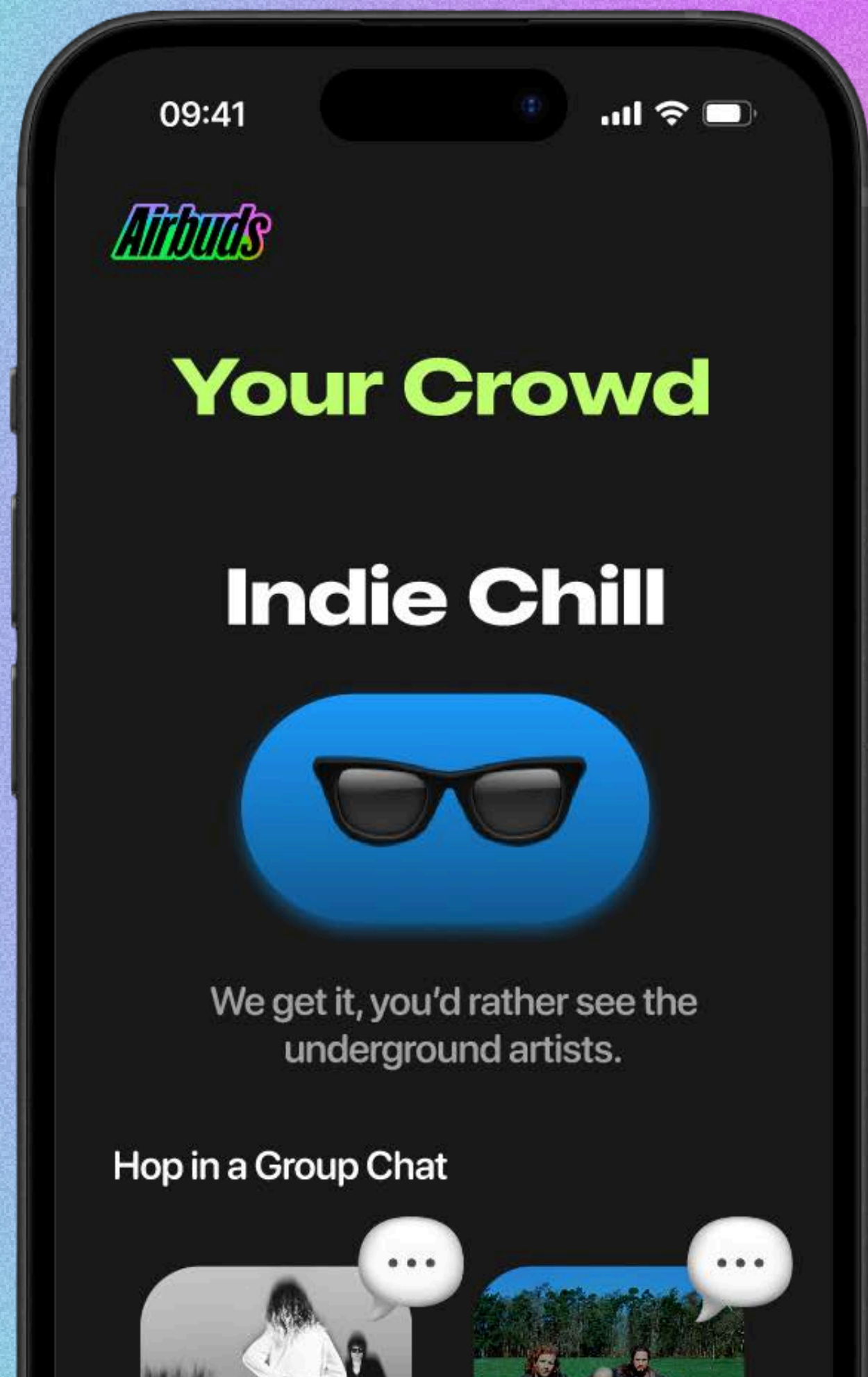




Simply scan the QR codes around the festival, share where you're from, and sync your streaming platform with a little help from Airbuds.



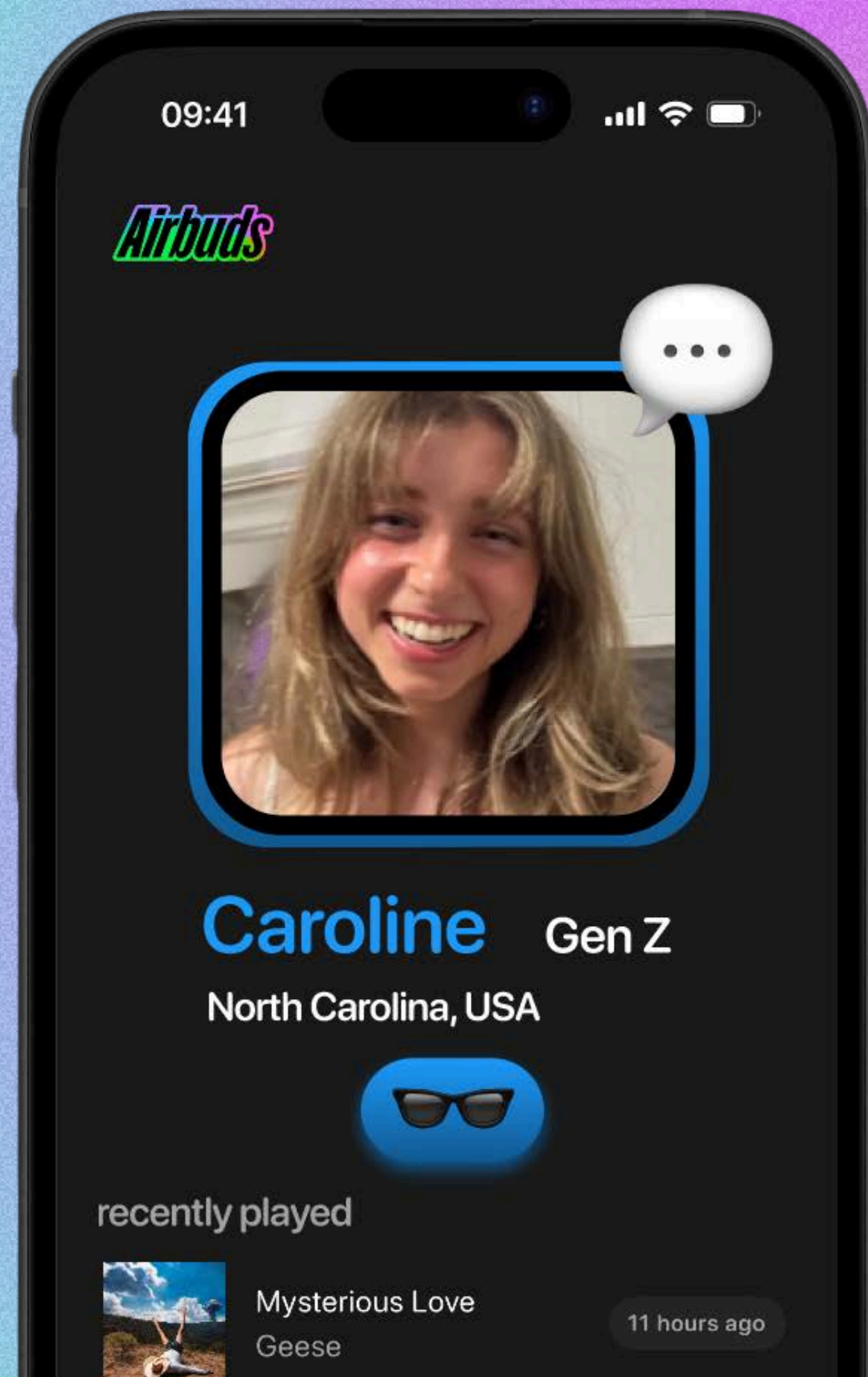




Attendees are assigned a “Crowd” based on listening habits. Each Crowd has a distinct color and identity.



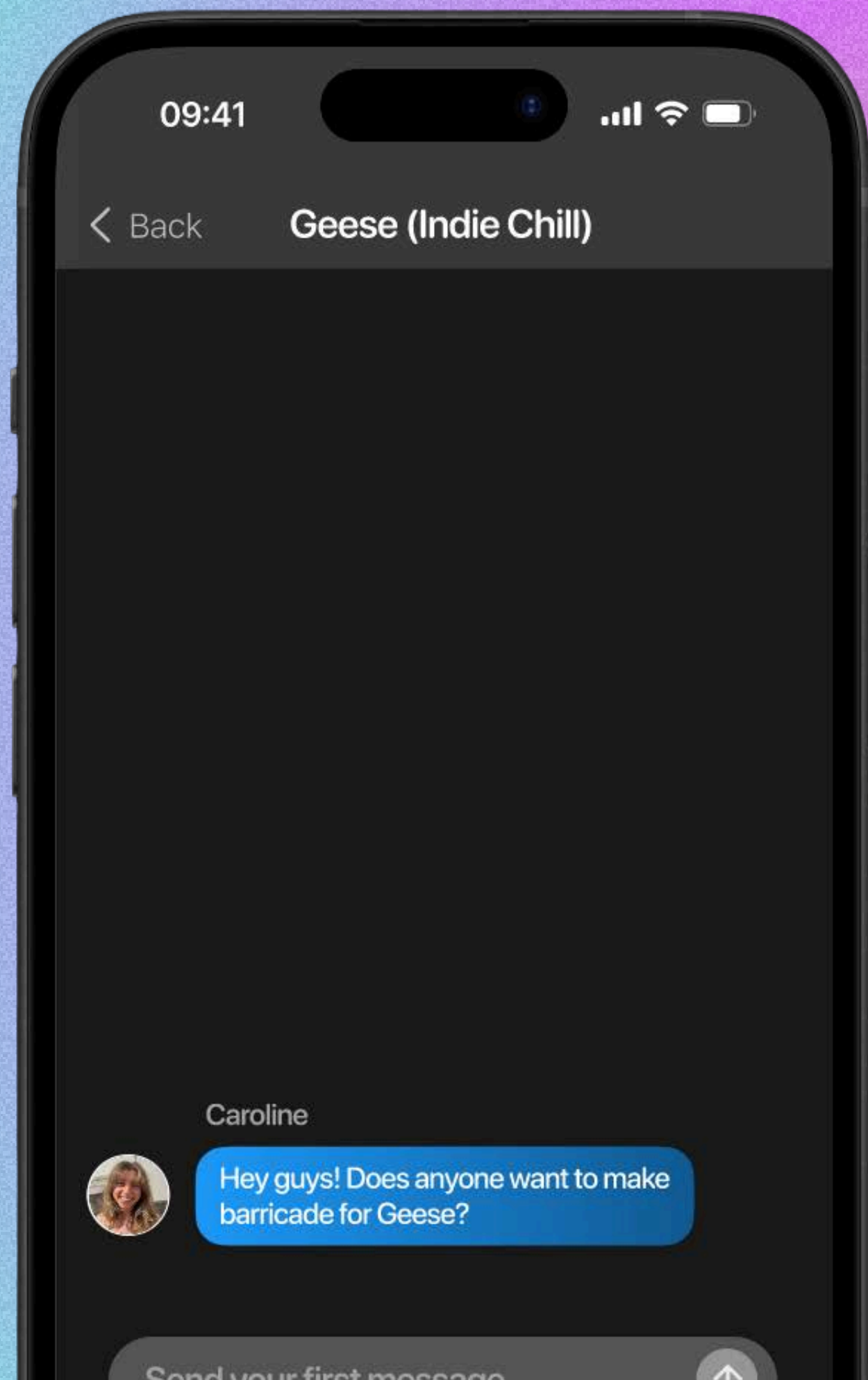




Users will get to  
view your profile  
and have  
opportunities to  
connect with you.



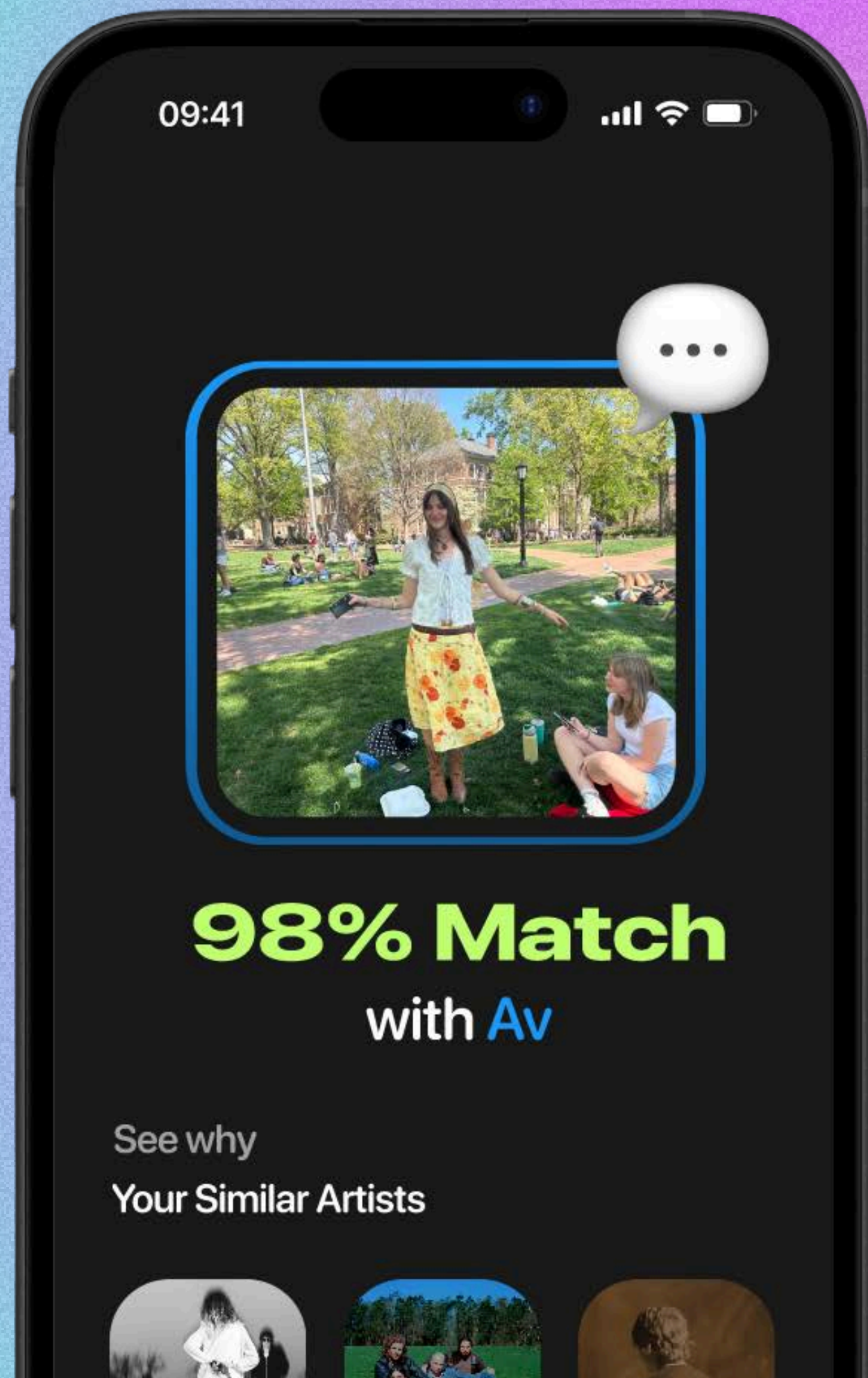




Hop in a group chat  
and befriend  
people who want  
to see your favs.







And find out your  
match of the day!





**You'll even get your own  
personal keepsake!**

**The Fest Friends bracelet  
is a wearable record of  
who you met, what you  
loved, and the crowd you  
found at Lollapalooza.**







Indie Chill



Cloud Rap



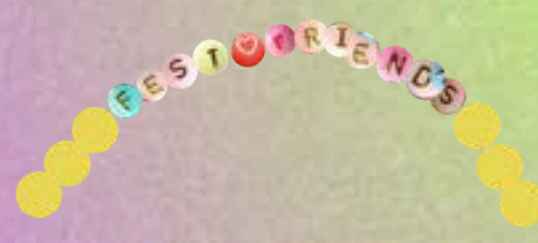
Rage Metal



J-Pop



Midwest Emo

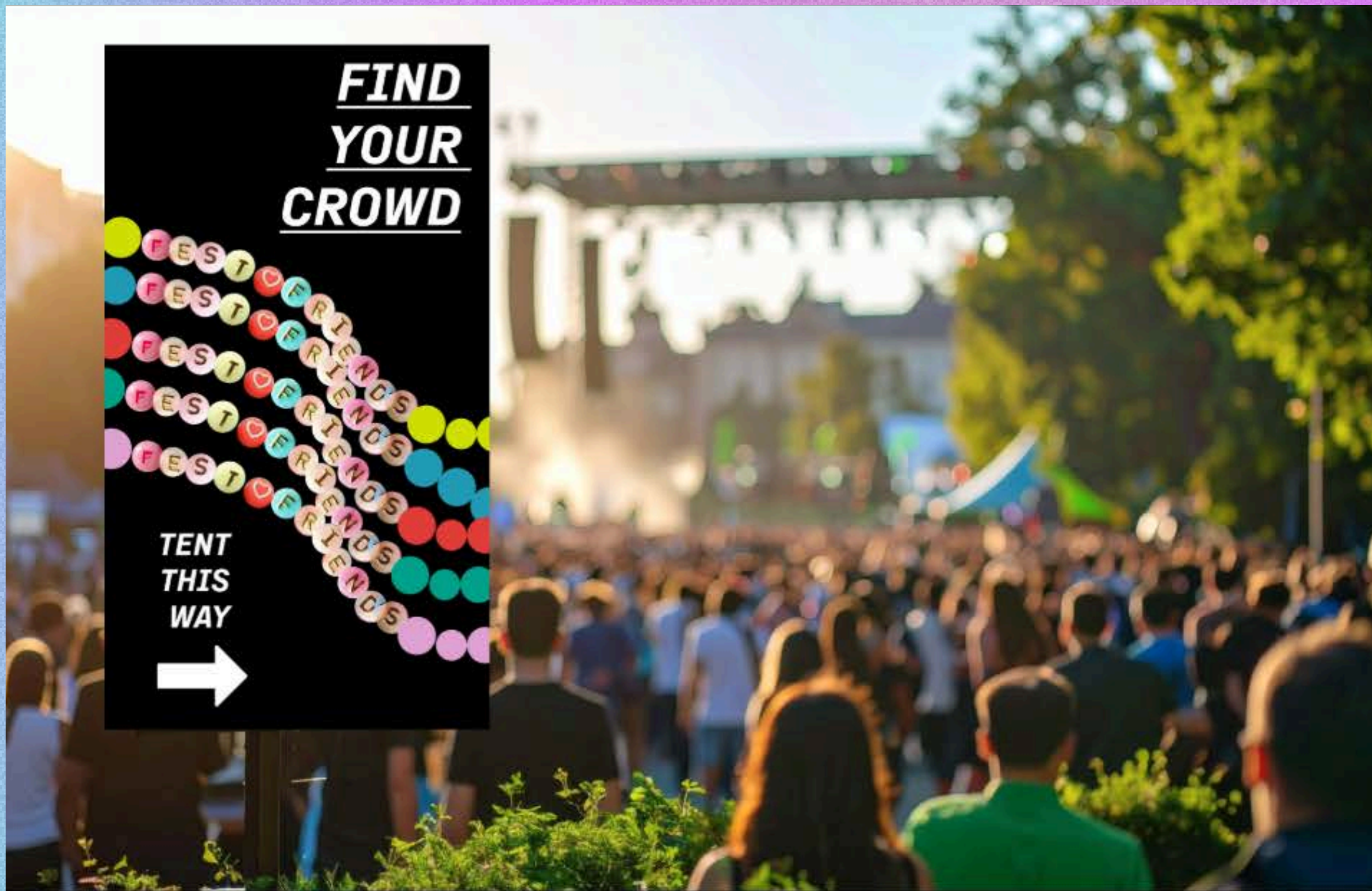


Classic Rock

Your bracelet color represents your Crowd, the people who listen to what you listen to, feel what you feel, and show up for the same sound.



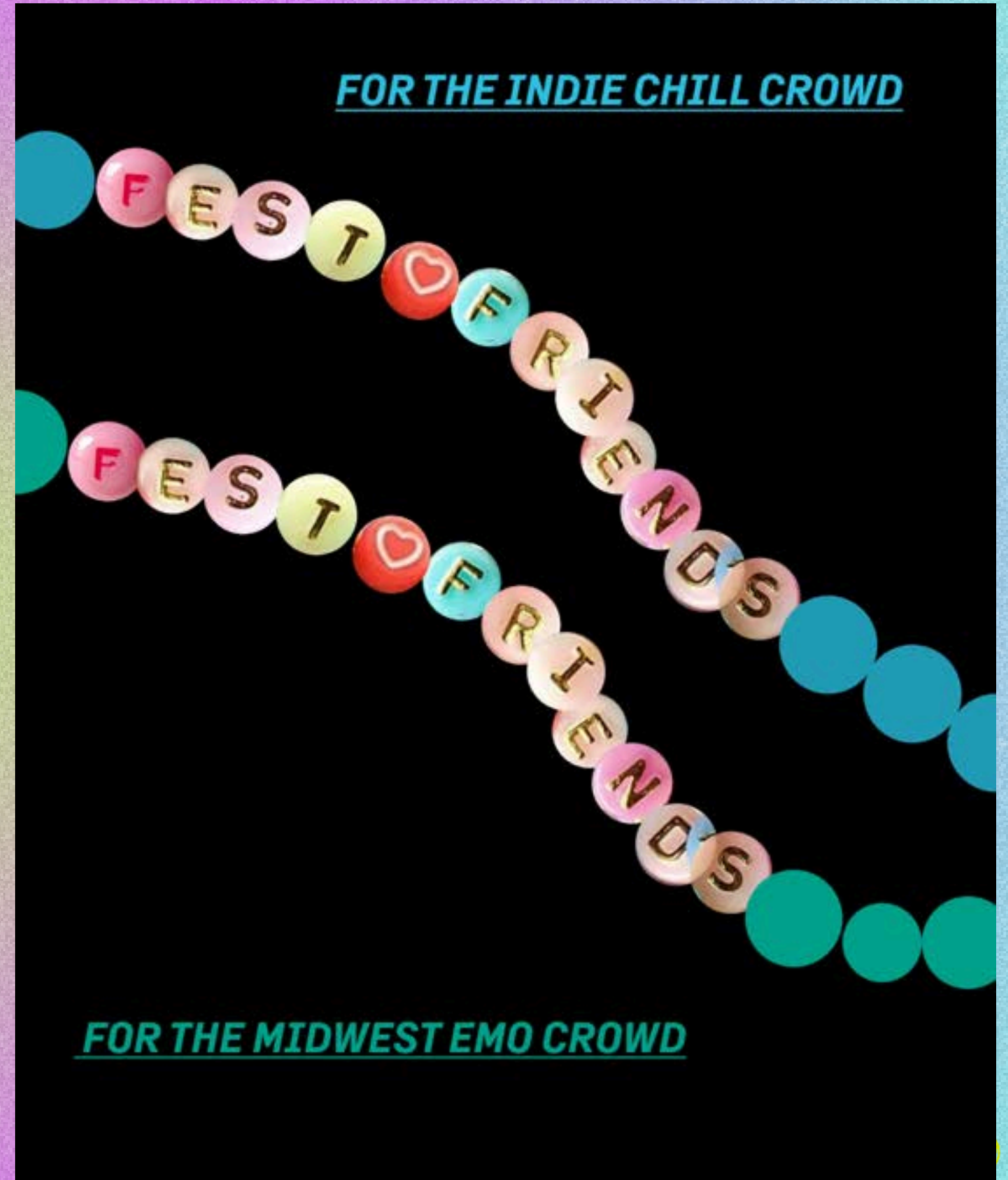
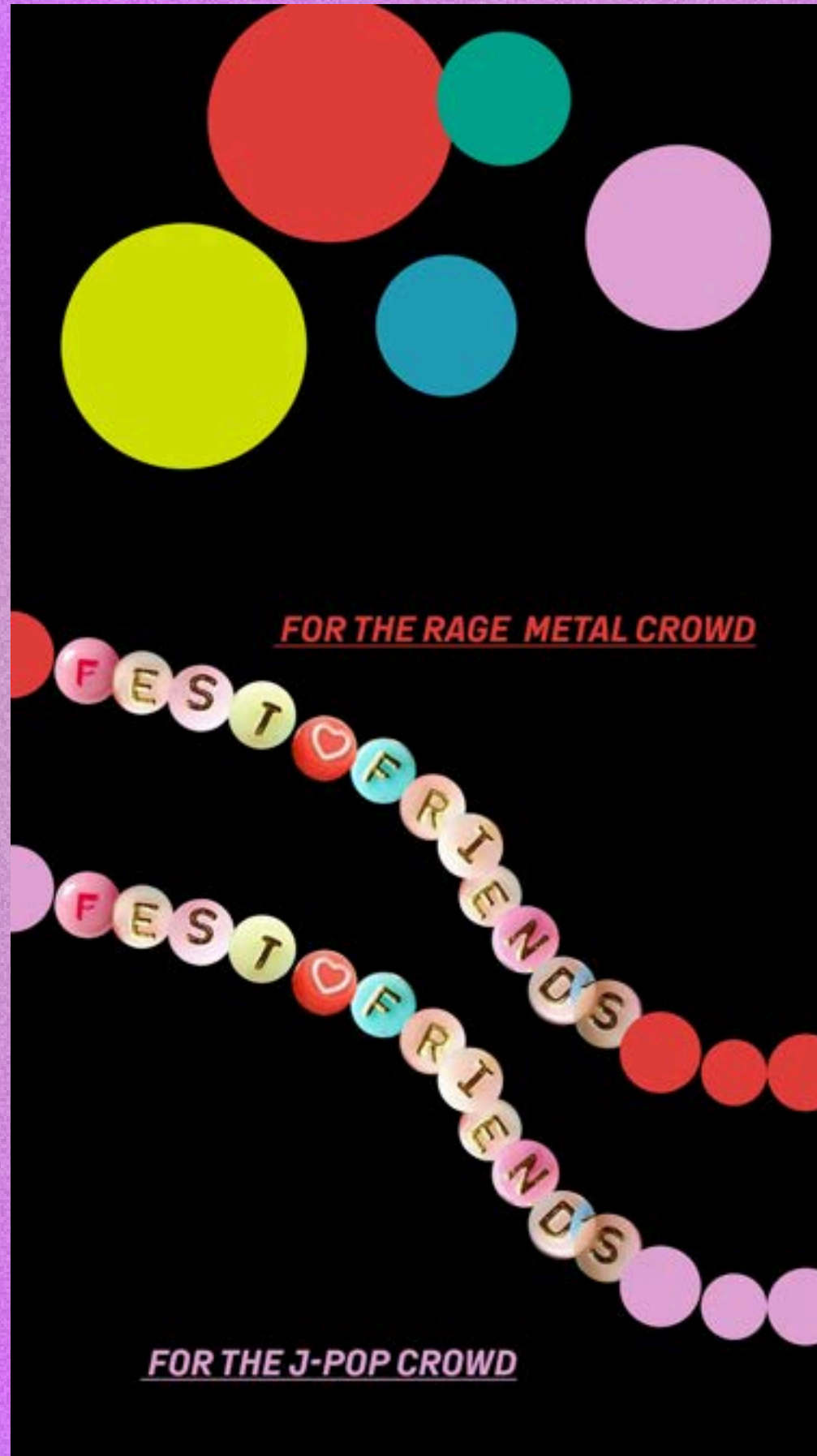
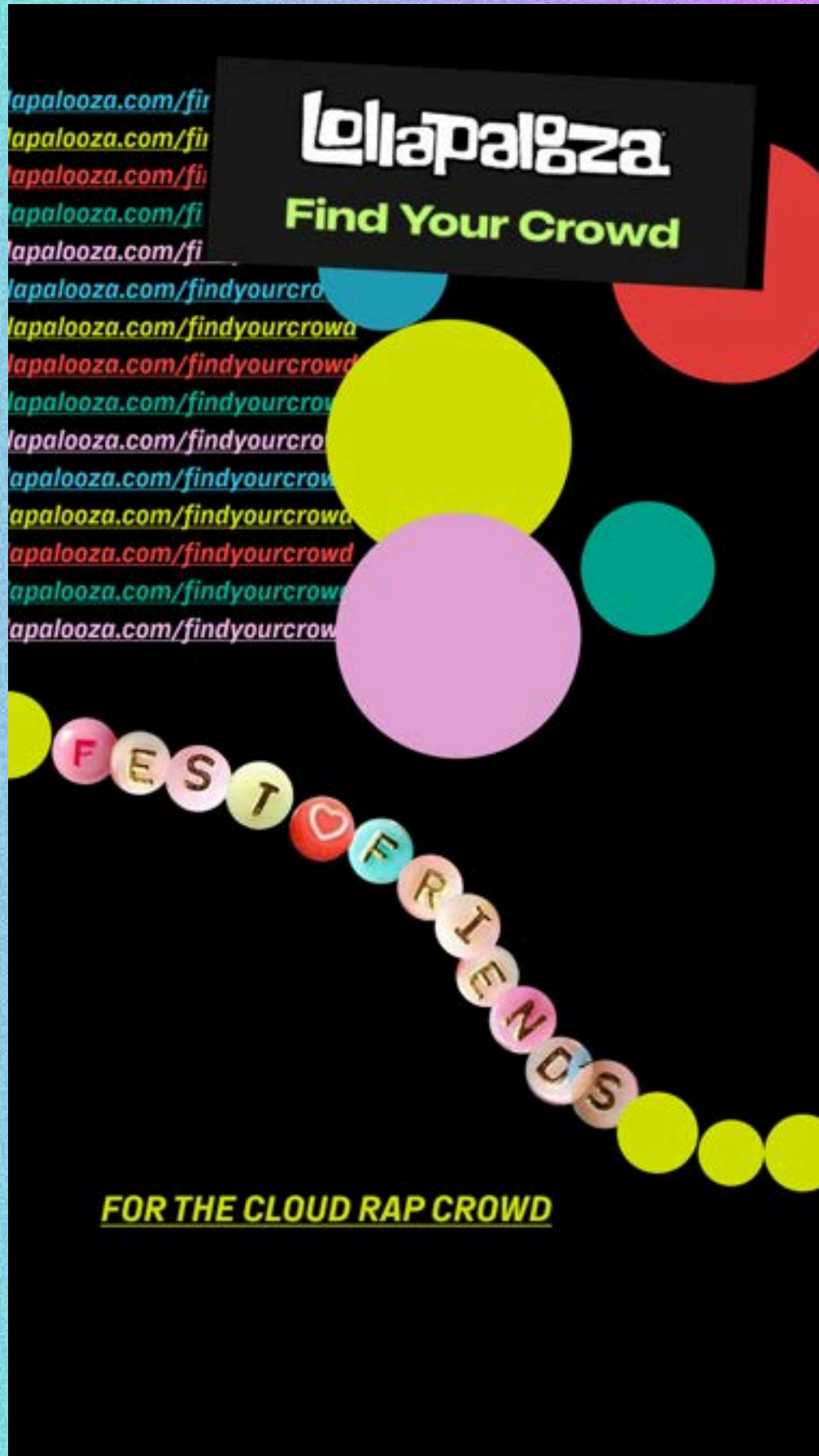




**Making it  
easier to  
find your  
new Fest  
Friends.**









# FIND YOUR CROWD TENT

An exclusive tent for those who join Find Your Crowd. Just scan & sync and once inside, it's time to find your crowd!

Explore the friendship bracelet wall and collect yours to spark connection. Party hard with your new fest friends to live mixing!







# AFTER



Each year at  
Lollapalooza,  
attendees collect a  
new Fest Friends  
bracelet, building  
a wearable  
archive of their  
evolving crowd.





# OVERVIEW





# FUTURE IMPACT

- Establishes “Find Your Crowd” as an identifiable Lollapalooza **tradition**
- Creates long-term audience loyalty
- Strengthens Lollapalooza’s identity as a **socially driven** festival
- Builds a **scalable** campaign that can evolve each year
- Increases **cultural relevance** through community-focused experiences







# Lolapalooza

## Find Your Crowd

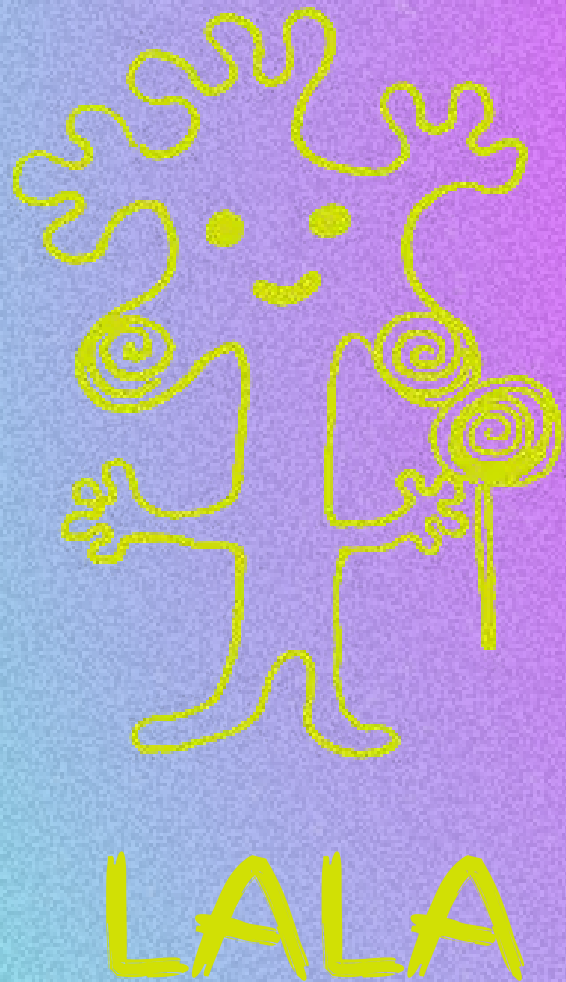


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# THANK YOU!

my favorite band on the lineup is  
the bends !!



**CAROLINE  
DAMESEK**



**AVA  
WEST**



my fav artist on the lineup is  
wunderhorse!