



APPMIRAL

MUSIC FESTIVAL APPLICATIONS

ELEVATE YOUR PARTNERS IN YOUR OWN DEDICATED FESTIVAL APP

ival experience by
favorite list.

LOOKING FOR A HOTEL?

Discover what amazing promotions we have selected for you to stay nearby the festival grounds.

OUR MUSIC

your spotify account your
full music experience.

Communism by the gallon
The Sedan Vault

4:37

GET YOUR SOLAR SUPER CHARGER AT THE PROXIMUS STAND CLOSE BY THE ENTRANCE

For just a small price, you can get an eco-friendly charger for your smartphone battery. Use the power of the sun with your friends.

Special festival offer: €12.50

PROXIMUS LIVESTREAM

Tap here to see the best performances of Rock Werchter live on your app.

PROUD PARTNER OF FRANCOLOLIES

Get infected by music at the Jupiler stage near the foodcourt.

623 likes

Appmiral Festival. Coca-Cola invites you to share a postcard with our lovely crew and make a chance of winning a unique experience. [#ShareaCoke](#) [#Appmiral](#)

10m

BUY YOUR TICKETS

Come and join us on our great experience!

THE WHOOLIGAN

LOST CITY · SAT 19:30

Friends who love this

BUY YOUR TOKENS HERE

Use Payconic to top up your wristband.

29 DAYS 17 HOURS 54 MIN. 38 SEC.

PIP FESTIVAL IS ON YOUTUBE

Subscribe to our channel and get all the latest videos of your favorite festival.

GET HOME SAFE WITH UBER

There is a dedicated Uber pickup zone right in front of the festival.

CORONA ELECTRIC BEACH

Experience all the fun in the sun with Corona Electric Beach featuring world-renowned DJs.

LOW ON BATTERY?

Visit the Proximus charging station at the festival site or at the camping grounds.

POWER BY CAN DO!

This app is proudly presented by our partner [#RTDxCANDO](#)

LOOKING FOR

Discover what promotions we selected for you nearby the festival grounds.

Setting the scene

Millennials are a target group that have shown an immense interest not only in music, but in the **live music** space especially. Backed by numerous studies, this notoriously tough-to-reach age group (followed by Generation Z) can be engaged by brands when - intelligently - connected to their favourite time-spending activity, music festivals.

As a promoter selling sponsorship packages, including brands into the festival application is only natural. Over these last years, we've seen download rates rising towards - on average - **more than 50%** of the amount of unique visitors. Taking into account the promotional efforts and content relevancy a promoter can deliver, this rate can be boosted towards 75% or higher.

In this whitepaper, you'll get to see how the Appmiral framework is ideal to improve your sponsorship strategies, **find new or extend existing revenue streams** but most of all improve your audiences' experience.

55% of millennials say they're spending more on events and live experiences than ever before.

(source: Festival Insights)

10' almost 10 minutes of time is spent on average in each session a user starts in our festival apps.

(source: Appmiral 2018 analytics)

8/10 show purchase intent to buy products from brands that sponsor a live music experience.

(source: Momentum Worldwide / AEG)

Introducing Appmiral

Appmiral supports **festival and event organizers** to deliver the best possible experiences to their audience. **Save time and effort** with our plug-and-playable apps and intelligent behind-the-scenes tooling.

- 8 years of knowledge & experience are woven in the latest iteration of the product
- + 3,250,000 app users since 2010
- + 200 applications delivered
- 21 countries visited so far
- best-rated festival app for 4 years in a row, both on iOS and Android

We've made it our mission to help our clients get ready for the **full digital enablement** they all are facing. Your audience is expecting technology of the highest standards comparing each mobile application they download to billion Dollar companies like Facebook, Instagram, ...

Our **modular framework approach** allows our clients to meet those high expectations and provide a top-notch and fully customized application tailored to your event or festival.

Sponsorship Opportunity

Our analytics show that festival goers are spending more time than ever before in their festival applications, so it only makes sense to give your sponsors stage time in the app as well. But have no doubt, sponsors and brands are expecting that same level of quality when connecting their brand to your live event - and they should.

Appmiral apps come in 3 sizes: **IMPROVE, EXTEND** and **AUGMENT**.

Basic sponsorship integrations are foreseen in all 3 tiers, the higher tiers accompany additional features and sponsorship opportunities. On the interactive map for example, sponsors can fully decorate their POI's.

All tiers have advanced 'real-time' analytics at their disposal, allowing you to offer sponsors extensive insights in their own campaigns or the festival audience in general.

IMPROVE

The IMPROVE version hosts many sponsoring opportunities to give sponsors a prominent place in an application, without distracting from the festival experience and branding. This to further boost **brand awareness** and **stimulate activation**, sponsors can even engage with the festival audience by embedding interactive cards in the newsfeed/home screen of these apps.

Sponsor branding

Homescreen sponsorship is a straight-forward way of incorporating a sponsor into your festival app. Both operating systems (iOS & Android) do require a different approach and placeholder in the app.

The idea is simple - give sponsors visual presence **everytime time the app gets opened or used**.



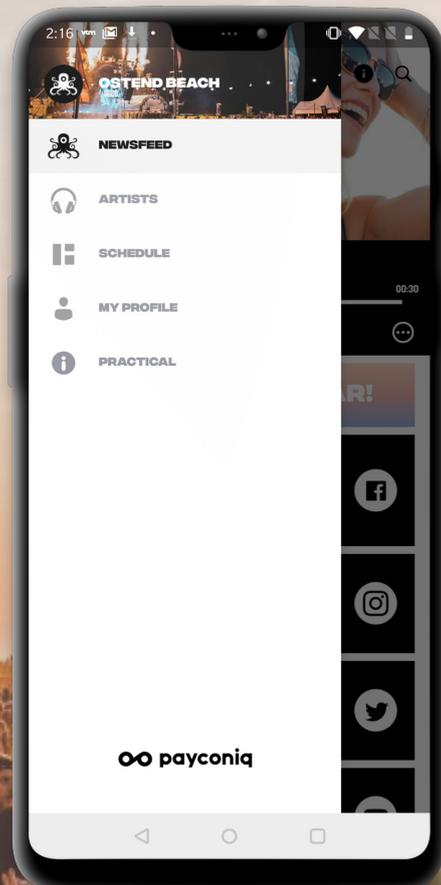
TIP: Create a new "main digital sponsorship" package for this type of integration. Limited to just 1 brand.

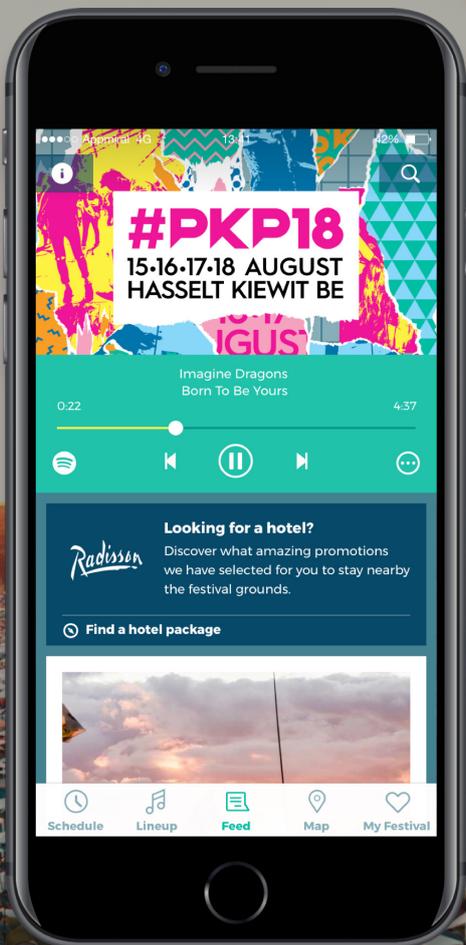


Partner on the splash screen



Partner in the Hamburger menu (linked)





Branded interactive cards

We introduced interactive cards to our apps in 2015. Both for the organisation and the sponsors, this has proven to be the best way to communicate and interact smartly with festival visitors.

The apps are **intelligent** and **context-aware** – for instance, in knowing that users' needs differ in the periods before, during and after the festival. Your sponsored campaigns can use this same contextuality to help you reach visitors when and where it counts.



TIP: Help partners to improve their reach by making them an interactive card that explains their (on-site) activation strategy.

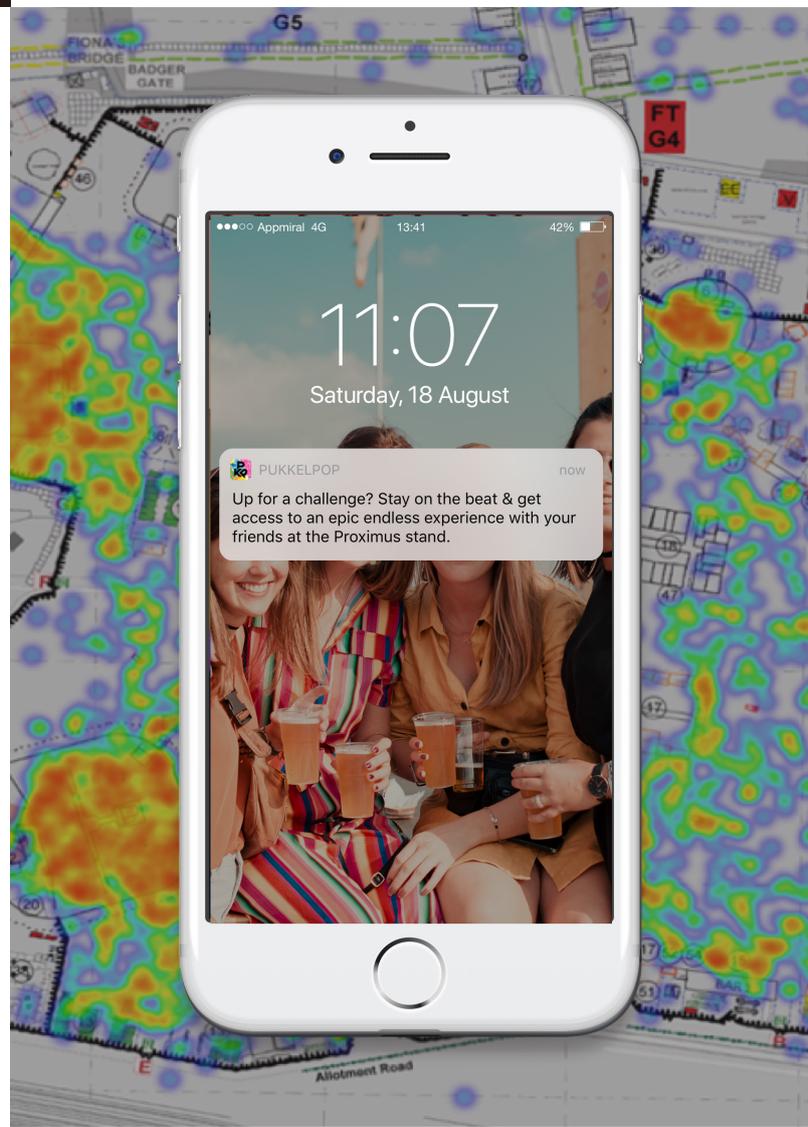
Push notifications (location-based)

When done right, push notifications can enrich a sponsoring campaign and boost traffic towards it. We allow brands to customize both the card in the feed and its corresponding notification.

On optional module can be added to the app, enabling you to segment your messages based on the audiences' current and historic location.



TIP: Location segmentation enables you to target and refine your messaging. Tremendously increasing the amount and relevancy of your communication.



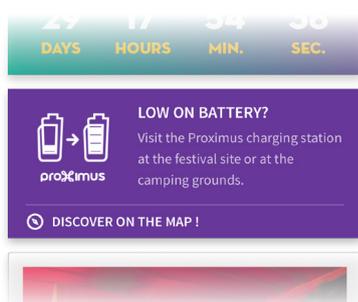
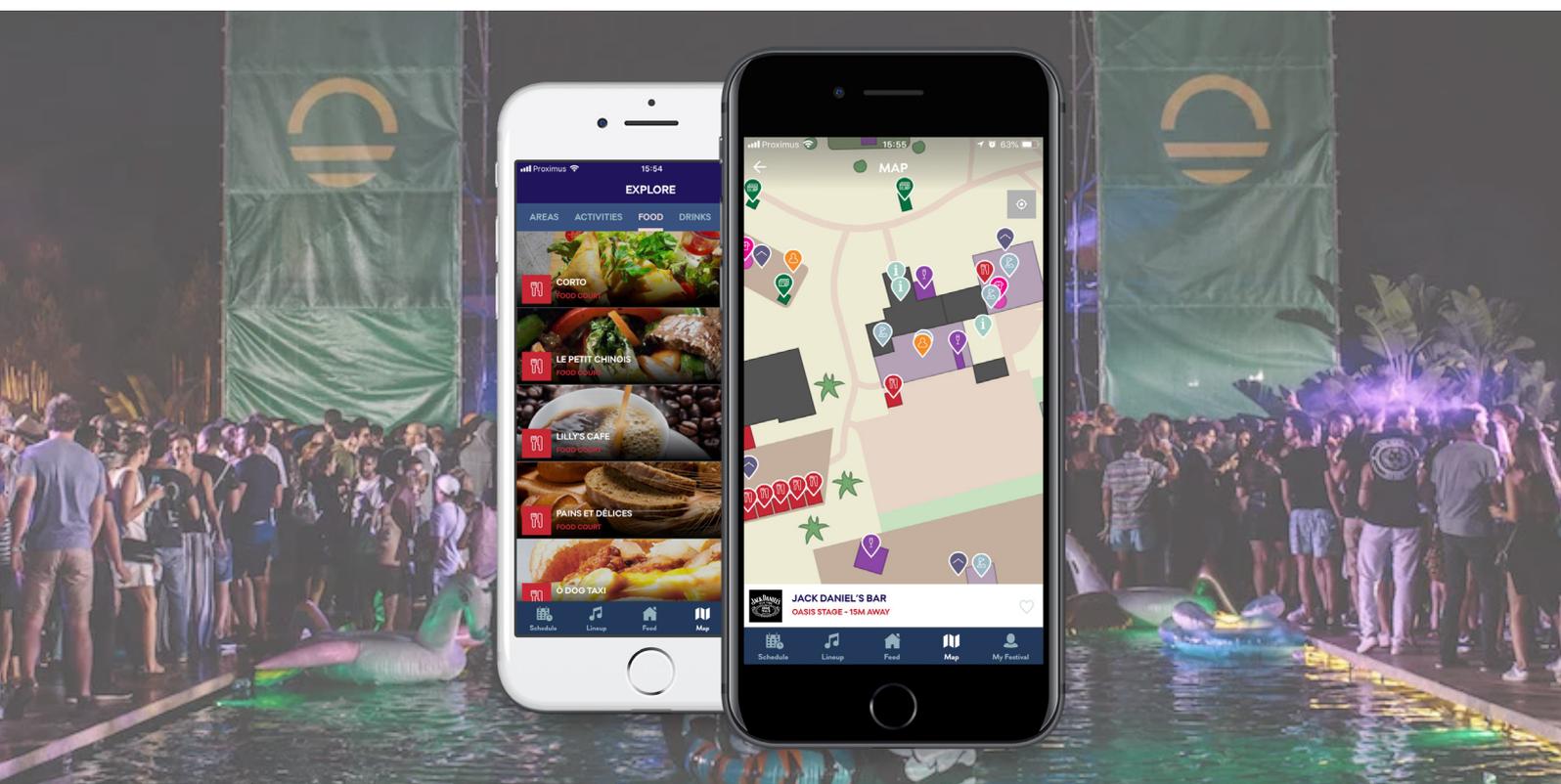
EXTEND (includes all IMPROVE features)

The main differentiator in this versions of the framework is our renowned **interactive map**. Also, we use Google Data Studio to provide you **real-time** access to the latest analytics on download rates, artist favoriting, engagement with cards and pushes, ... It's these insights that will help you make important choices for years to come, backed up by visitor feedback.

Interactive maps

Using our dynamic, geo-accurate and user-friendly maps, your audience can explore the festival grounds in a whole new way. We've foreseen that your teams can build on this **user experience** by customising the visual representation of own and sponsor POI's on your map, directly managed from the CMS.

We see these type of maps as an ideal tool to **gather data**, further **understand visitor engagement** and **boost sales**.



Boost your sponsor activations

Leverage the power of our interactive cards to high-lighten your sponsors on-site activation strategies. The cards can sustain and explain what is going on, and even lead traffic directly to the exact POI on the festival ground.

(ex. Belgian TelCo Proximus offering battery chargers, 2018)

AUGMENT = INNOVATION (includes all EXTEND features)

In the summer of 2018, Appmiral introduced **Augmented Reality** to the framework. We released this innovative technology to the crowd on 6 Belgian festivals, including Rock Werchter (150.000 attendees) and Pukkelpop (80.000 attendees). By adding this additional interactive layer to the map functionality, we created a whole new experience for people in order to look for friends, bars, stages, food stalls, partner stands, ...



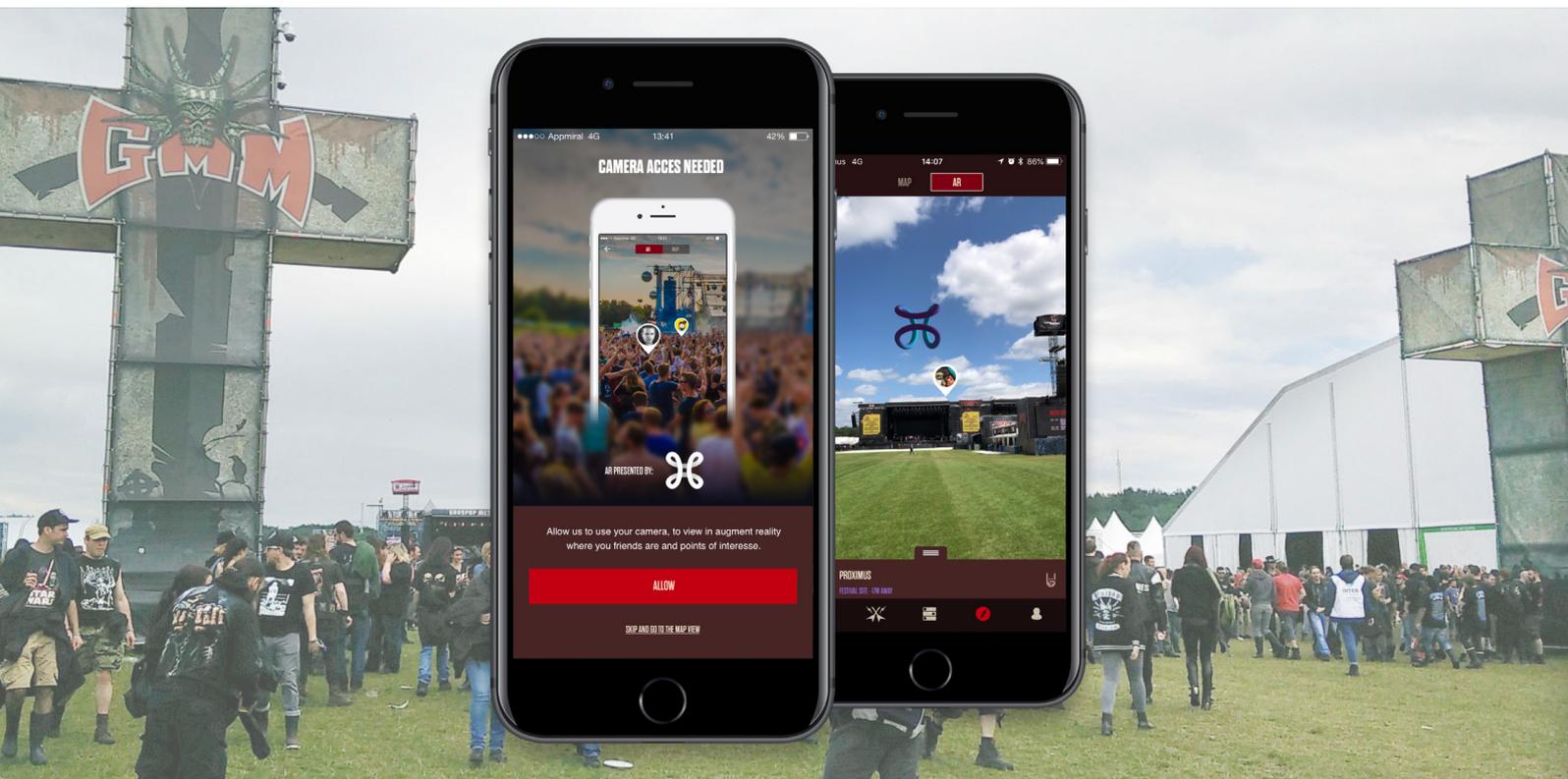
Augmented Reality (AR)

We incorporated an AR-switch in the map view, so AR-ready devices can easily switch between the 'classic' map view or the new 'AR-mode'.

Finding your friends has never been easier by simply sharing your crew's whereabouts or requesting their location. Having the geo-accurate maps allowed us to create 3D markers that act as a touring guide on your camera screen.



TIP: Create a new sponsorship package for a partner to **claim** the Augmented Reality features. You can embed a brand in the AR onboarding screens allowing them to connect with this innovation. Besides that, each POI can be customised with a 3D logo that floats over your holy grounds.



Finding the plan that's right for you

We hope you've liked this whitepaper and get in touch with our team to find out how Appmiral can take your festival or event to the next level.

Depending on the size of your festival (or ambitions), we created 3 tiers that will fit your needs. But we have learned that some things you can't live without! These features are our Appmiral Foundation, included in every plan.

- | | | |
|--|--|---|
|  Personal timetable |  Sponsor integrations |  Music streaming integration |
|  Line-up overview |  Unlimited push notifications |  Static map upload |
|  Artist detail pages |  Interactive cards |  RSS integration |
|  Intelligent newsfeed |  Automated content |  Available in 6 languages |
|  Practical info pages |  Synchronised timetable data |  In-app webviews |

Improve

Appmiral foundation
Partner embed

€ 3.500
(Annual fee)

Ideal for small and mid-sized events.

Extend

Appmiral foundation
Partner embed
+ Dynamic maps
+ Advanced analytics

€ 6.900
(Annual fee)

Perfect for mid-sized and large events.

Augment

Appmiral foundation
Partner embed
Dynamic maps
Advanced analytics
+ Augment reality
+ Friend finder

€ 11.500
(Annual fee)

Fits all events eager to stand out.



APPMIRAL

MUSIC FESTIVAL APPLICATIONS

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