

WHERE WE LEFT OFF





WHAT WE HEARD FROM YOU

1

CREATE ACTS OF INCLUSIVITY TO BRING PEOPLE CLOSER TOGETHER

2

DEEPEN SOCIAL ENGAGEMENT AND SHARING

3

SHOWCASE DIFFERENCE AND DIVERSITY MORE EXPLICITLY 4

ENSURE ACCOUNT MANAGEMENT IS OPERATIONALLY TIGHT





STRATEGY ON A SLIDE

U.S. INSIGHT:

YOUR COMMITMENT TO WELCOMING DIFFERENCE IS ON POINT WITH MILLENNIALS' ATTITUDES AND THE ROOTS OF PRIDE AND EDM

THE OPPORTUNITY:

SMIRNOFF IS INFUSING FRESH PERSPECTIVES INTO EDM THROUGH GOOD TIMES

EXPERIENCE INSIGHT:

PEOPLE WANT TO PLAY A PART IN THE MAGIC WE CREATE WHEN WE COME TOGETHER.

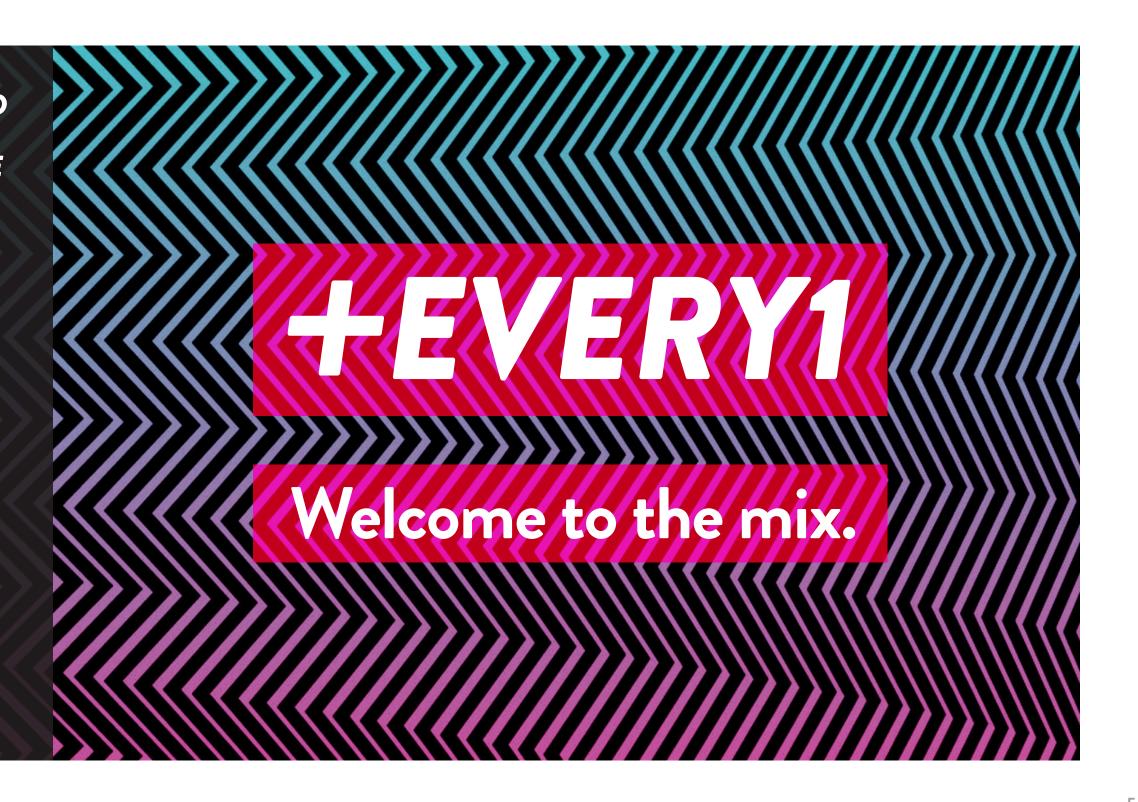
EXPERIENCE STRATEGY:

FACILITATE TRUE
INCLUSIVITY THROUGH
UNEXPECTED
INTERSECTIONS OF
COLLECTIVE CULTURE, SELFEXPRESSION AND FUN.



+EVERY1 IS DESIGNED TO FOSTER AND REWARD COLLECTIVE HUMAN ENERGY, WHERE THE MORE **PEOPLE GET** INVOLVED, THE **BETTER THE PARTY EXPERIENCE IS.**

It's a true contribution and commitment to EDM and Pride culture, where everyone is welcome to the mix.





HOW + EVERY1 EVOLVED

Based on your feedback, we wanted to take this guiding creative concept even further.

WE'VE DESIGNED AN ALL NEW ENVIRONMENT TO FACILITATE INCLUSIVITY. WE'VE CREATED
A NEW HOOK
TO CELEBRATE
DIVERSITY AND
DIFFERENCE.

WE'VE CRAFTED INSTALLATIONS AND TACTICS TO DRIVE SOCIAL CONVERSATION.

ALL UNITED BY A COMMON BELIEF: WE ARE ALL THE SAME UNDER THE ELECTRIC SKY.







OUR SMIRNOFF HOUSE

INTIMATE, YET OPEN.

INDOOR AND OUTDOOR.

INVITING, WITH NO BARRIERS TO ENTRY.

LO FI THROUGH

AND THROUGH. MODULAR AND ACHIEVABLE WITHIN PRODUCTION DEADLINES.

AND MOST IMPORTANTLY, BUILT TO FOSTER AND CELEBRATE A HOUSE PARTY VIBE.







DESIGNING OUR INTERIOR SPACES





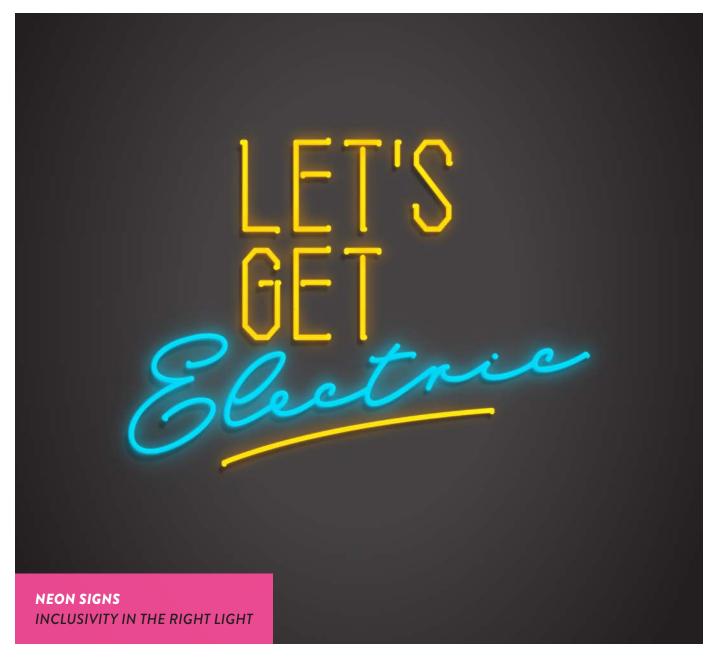








INTERIOR HIGHLIGHTS





INTERIOR HIGHLIGHTS





DESIGNING OUR EXTERIOR SPACE













EXTERIOR HIGHLIGHTS









UNDER THE ELECTRIC SKY

To bring +EVERY1 to life and invite people to the mix we needed an interactive activity — the more people play, the more fun they unlock.

So we took inspiration from how people express themselves at EDM festivals — through color.

Let's create a neon house party where people can use themselves and each other as canvases, and then glow together.

BECAUSE UNDER AN ELECTRIC SKY, WE ARE ALL THE SAME.













OUR BEDROOM INSTALLATION

For those who drop by during the daytime, the bedroom space will be permanently blacklit to allow people to express themselves and get involved in the fun.

WITH NEON PAINT, PENS, GLITTER AND MORE, GUESTS CAN SNAP PICTURES OF THEMSELVES GLOWING IN OUR HASHTAGGED MIRRORS.









A SPACE DESIGNED TO SNAP

Complex autoposting photo booths or technology driven interactions don't fit in with our lo-fi house.

SO WE DESIGNED OUR SPACE TO BE FILLED WITH COOL THINGS FOR PEOPLE TO PHOTOGRAPH THEMSELVES WITH.

Polaroid camera-toting brand ambassadors will be on hand to encourage group shots, snap the moment, and then print it on branded photo stock.











THE SMIRNOFF HOUSEMATES

Smirnoff House will be alive with little touches to encourage people to engage with new friends.

BUT A HOUSE PARTY NEEDS HOSTS TO FACILITATE INTERACTIONS AND INTRODUCTIONS.

Our Smirnoff Housemates will mingle through the party, giving out little treats like fortune cookies, silly string, packs of glitter, photo props and more, encouraging people to come together and get their photos snapped in new groups while facilitating an 'anything might happen' vibe.







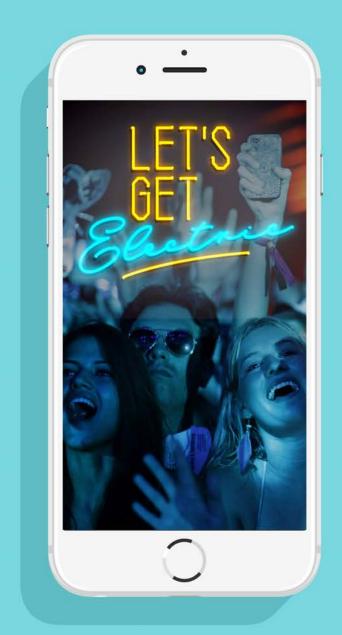




INTEGRATING SNAPCHAT

BY UTILIZING SNAPCHAT GEOFENCING, GUESTS CAN SHARE THEIR MOMENTS TO A BROADER SMIRNOFF HOUSE STORY, AVAILABLE TO LOOK THROUGH FOR 24 HOURS.

To help out, we'll build filters for people to share our messages of inclusivity.







BE PART OF A RAINBOW

For a fun night time activity, guests can choose one of seven prominent colors to use as their base color for face and body paint.

IF THEY CAN THEN FIND SIX OTHER PEOPLE WITH DIFFERENT BASE COLORS TO COMPLETE THEIR RAINBOW, THEY'LL UNLOCK COLORFUL, GLOW IN THE DARK SWAG, AS WELL AS POSING FOR AN INCREDIBLE PHOTO OPPORTUNITY.











REMIND YOURSELF OF THIS MOMENT

Let's build a lo-fi version of #TBT by letting guests send a self-addressed postcard message to themselves, reminding them of how the day made them feel.

WE'LL THEN SEND OUT THE MEMORIES TO GUESTS AT RANDOM TIMES THROUGHOUT THE COMING YEAR.





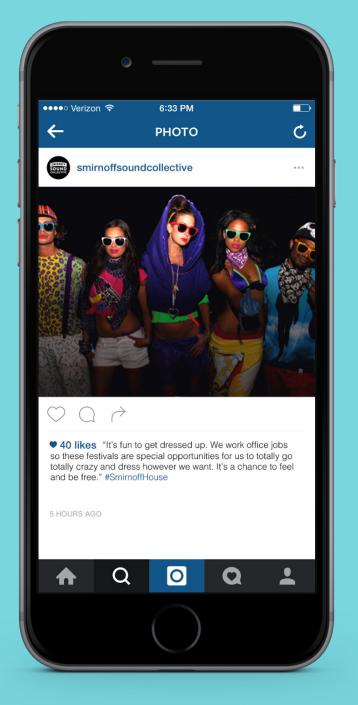


GIVING SMIRNOFF HOUSE A FAMILIAR VOICE

We propose expanding the use of the social channels of the Smirnoff Sound Collective to more vividly tell the stories of Smirnoff House.

In addition to traditional uses (promoting the house, updating followers on upcoming set times, sharing clips of live sets and exciting moments), WE ALSO WANT TO USE THESE CHANNELS TO CELEBRATE THE DIVERSITY OF THE PARTICIPANTS, TELLING THEIR STORIES OF WHY EDM MATTERS TO THEM.







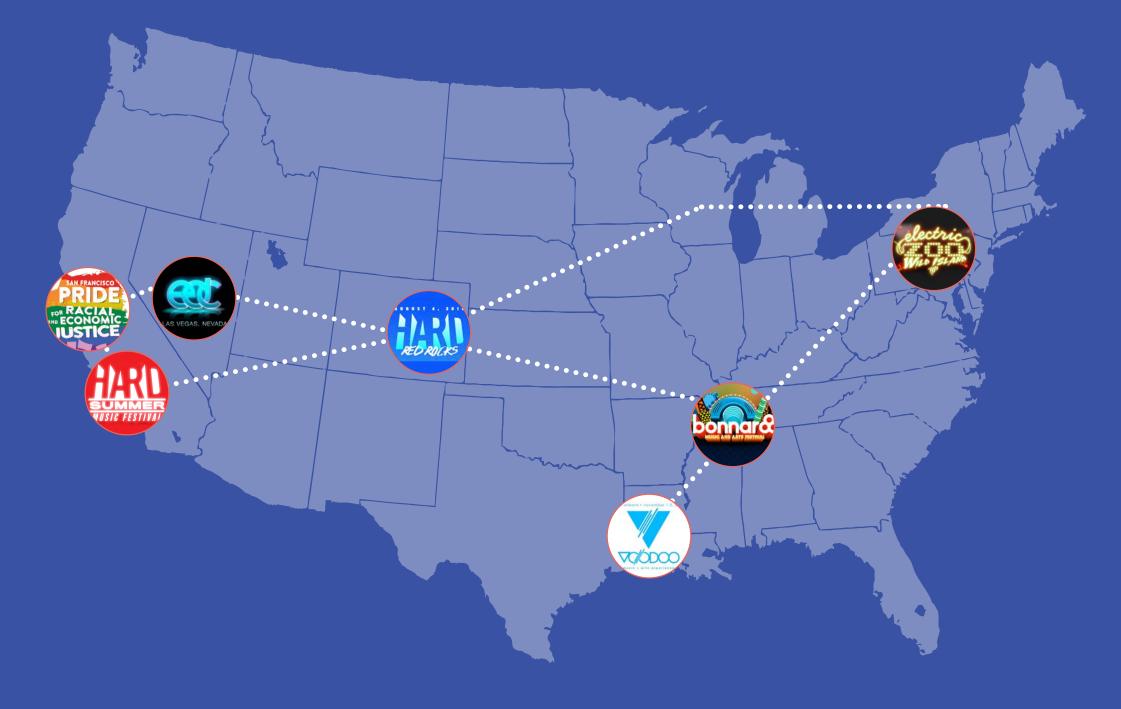




ROADSHOW SCHEDULE

DATE	CITY	FESTIVAL
JUNE 9-12	Manchester, TN	Bonnaroo
JUNE 17-19	Las Vegas, NV	EDC Vegas
JUNE 25-26	San Francisco, CA	SF Pride
JULY 30-31	Los Angeles, CA	Hard Summer
AUGUST 4	Morrison, CO	Hard Red Rocks
AUGUST 12-14	Somerset, WI	Summer Set
STORAGE		
SEPTEMBER 2-4	New York, NY	Electric Zoo
STORAGE		
OCTOBER 28-30	New Orleans, LA	VooDoo

2.2 M
ATTENDEES TOTAL







BUDGET ASSUMPTIONS

- ACTIVATING FROM JUNE TO OCTOBER
- 7 MAJOR FESTIVALS
- 1 LARGE PRIDE EVENT

Project Management Fee	\$500,000.00
Activation Costs	\$2,000,000.00
TOTAL	\$2,500,000.00





KEEPING IT WELL-OILED

To ensure operational success, a dedicated Account Manager will be the SPOC (Single Point Of Contact):

CORE RESPONSIBILITIES:

1

PLAN EACH FESTIVAL ACTIVATION

AND COMMUNICATE PROGRAM
OPPORTUNITIES WITH EACH
CONCESSIONAIRE

2

PROVIDE REGULAR STATUS UPDATES

ON DETAILS OF EACH FESTIVAL ACTIVATION



EVENT DETAILS MANUAL

A digital Event Details Manual will allow the Account Manager to communicate efficiently with the Brand Team and Concessionaires:

MANUAL CONTENT:

- EVENT ACTIVATION DETAILS
- ACTIVATION FOOTPRINT OPTIONS
- ON-SITE POS SUPPORT FOR CONCESSIONAIRE
- LOCAL ON-AND-OFF PREMISE PROMOTIONS (WHERE LEGAL) TO DRIVE AWARENESS OF FESTIVAL AND SMIRNOFF ACTIVATION
- CHECKLISTS FOR DIAGEO MANAGERS / CONCESSIONAIRES TO STREAMLINE ON-GOING PRODUCTION COMMUNICATION



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PRE-EVENT

ATTRACTING FANS TO **SMIRNOFF HOUSE**

- E-vite blast via email to relevant mailing lists
- Utilize Smirnoff owned social channels
- Smirnoff Sound Collective DJs social media channels
- Competitions with media partners





Smirnoff Sound Collective are bringing something huge to EDC. Visit SMIRNOFF HOUSE to help power the party.













♥ 40 likes Pumped to announce Hayden James will swinging by #SmirnoffHouse at EDC Orlando

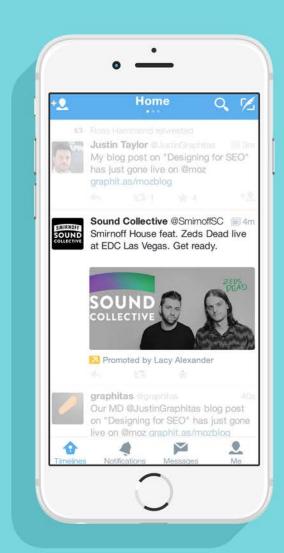


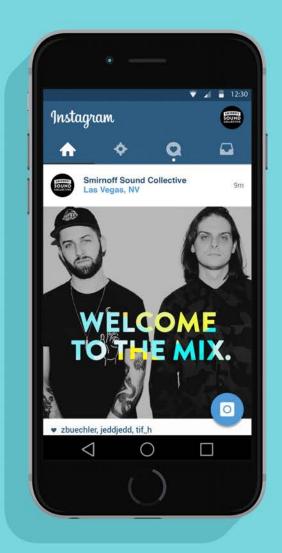


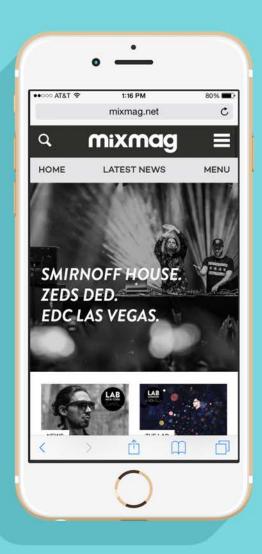
PRE-EVENT

BUILDING INTRIGUE

- Smirnoff House line-up announced on partner media/social channels
- Tease interactive elements of Smirnoff House
- Release exclusive mini-remixes on SoundCloud
- Smirnoff Sound Collective DJs host takeovers of Smirnoff social media channels
- DJ interviews/ content posted to media partners
- Integrate Smirnoff House trademark into festival social media announcements











PRE-EVENT

REINFORCING LOCAL AWARENESS

- Media buy in EDM street press/websites in local market
- Smirnoff Sound Collective DJ talent 'drop in' via surprise bar takeovers, coupled with sampling
- Experiential promotional pop ups
- Media buy in festival guides/pride guides/ relevant media
- Last minute social media competitions to attend





POST-EVENT

SHARING OUR STORIES

- Release Smirnoff Sound Collective live DJ sets as immersive YouTube 360° Video/virtual reality content
- Media Partners feature post-show interviews with Smirnoff Sound Collective DJs
- Smirnoff House 'After Movie'; integrate Smirnoff House into official festival after movies
- Festival wristbands can be shown at specific bars post-event for an Electric Ice sample

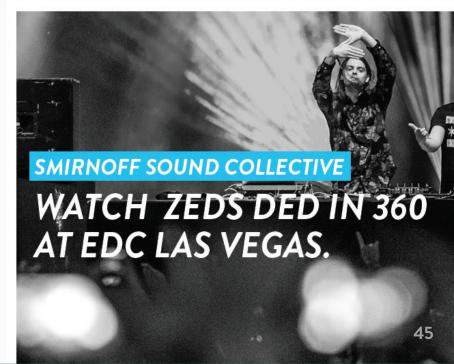






mixmag

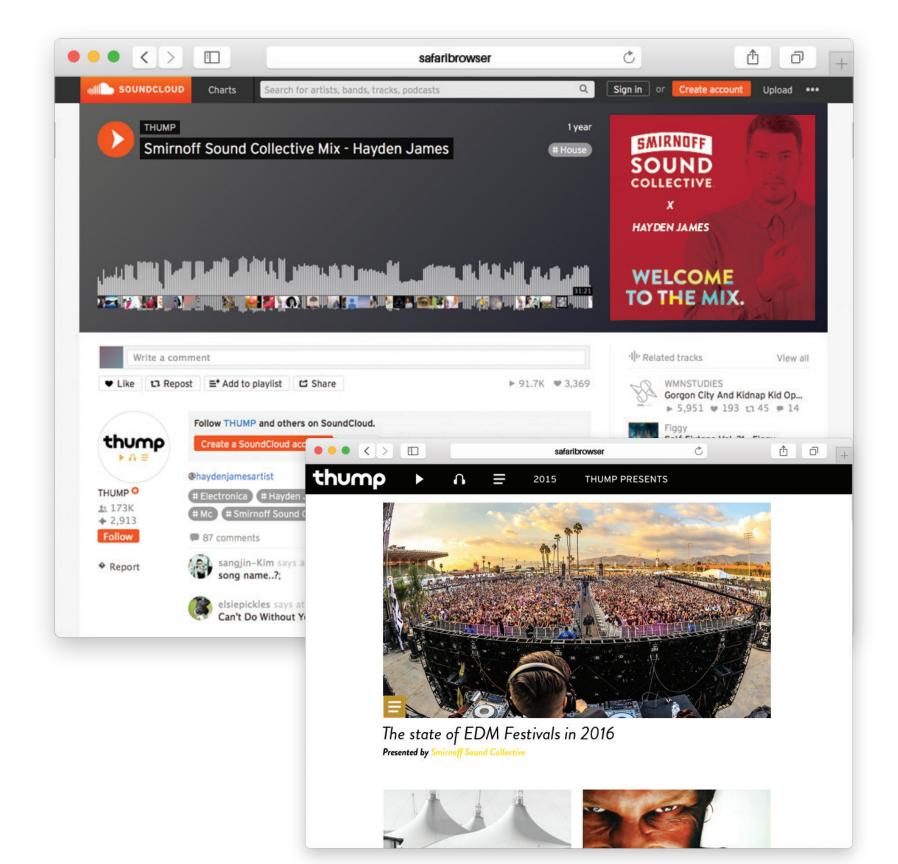
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POST-EVENT

CONTINUING THE CONVERSATION

- Targeted email follow-ups
- Unlock exclusive audio tracks from Smirnoff Sound Collective DJs through MixMag
- Collaborate with Thump to create a festival-season short film series on the state of EDM across America, through the lens of Smirnoff House



ON & OFF PREMISE

