



FESTIVALS

GETTING INTO THE FESTIVAL SPIRIT

FROM FIELD DAY FASHIONISTAS TO LOVEBOX LUVVIES, FESTIVALS ARE TAKING CENTRE STAGE FOR YOUNG PEOPLE THIS SUMMER

3.9M

PEOPLE IN THE UK HAVE ATTENDED A FESTIVAL

With almost 8% of people in the UK having been to a festival, there's high demand for those essential buys over festival season. Festival goers' priorities were very clear, with food not even making it into the top four festival essentials...

TOP 3 FEST ESSENTIALS

1. RAINCOAT, WATERPROOFS, WELLIES (82%)
2. SUITABLE CLOTHING (78%)
3. SLEEPING BAG/TENT (77%)

Who needs food when you have wellies...

'T'RIBES IN THE PARK

66%

 OF <24'S WOULD CONSIDER WATCHING OR ATTENDING A FESTIVAL (VS 45%)

BEAUTY IS BEST(IVAL)

This age group showed their concern for looking good whatever the weather (especially at British festivals!). Over 1 in 4 <24's said makeup was a festival essential (vs 14%). Some of the Tribes added that in preparation for a festival, new outfits were a necessity, showing the importance of image for young festival goers.

CUSTOMISED CONCERNS

The Tribes were quick to mention the importance of a line up at a festival. It's no surprise that 72% of <24's said a line up that features their favorite acts is what they most look forward too at a festival (vs 61%). Suggesting a potential move towards more personalised line ups in future, Delaware's Firefly Music Festival recently created the first ever fan curated festival by letting attendees vote for the merchandise, art installations, bars and even the line up.

FEEL THE 'LOVE'BOX

Many of the Tribes mentioned that when putting together a good festival, it's all about the atmosphere and the all-rounded event, many believing that the people at the festival (staff and friends) made the event. The run up to and fall out from the upcoming election this year could see musicians getting political in their performances. Although it's unlikely anything will be as dramatic as the Glasto Brexit fall out last year, this could have a real impact on the atmosphere.

4SALES: MUSIC TO YOUR EARS

Over at The Box, the team partnered with The Great Escape festival where they had a Box Fresh dedicated stage on the 18th May. The Box's flagship weekday show 'Trending Live' was broadcast live from Brighton seafront for the event. The show featured live sessions and interviews from a range of performers. There will be highlights from The Great Escape on The Box's Trending Live in the week that follows.

Channel 4 viewers are 15% more likely to post comments or reviews on the internet about music. This makes the upcoming Lovebox highlights, which will be broadcast on Channel 4 later this year, a great opportunity to engage younger viewers.

Lastly, look out for Channel 4's dedicated music slot on Wednesdays at midnight, which can offer scope for those looking to advertise to a young skewing audience. The Wednesday music slot has an index of 150 for 16-34 year olds compared to the commercial TV average.

