

BRAND PARTNERSHIP CASE STUDY 1: LEVIS

Levi's have been a long standing sponsor of The Great Escape, working closely with us to promote their LevisOnesToWatch music platform.

The sponsorship has included full venue take over of Audio on Brighton seafront where Levis have hosted 3 days of Great Escape new music programming.

In addition to stand out live shows, the activity has included LOTW happy hours, barbecues, DJ sets and product seeding with artists.

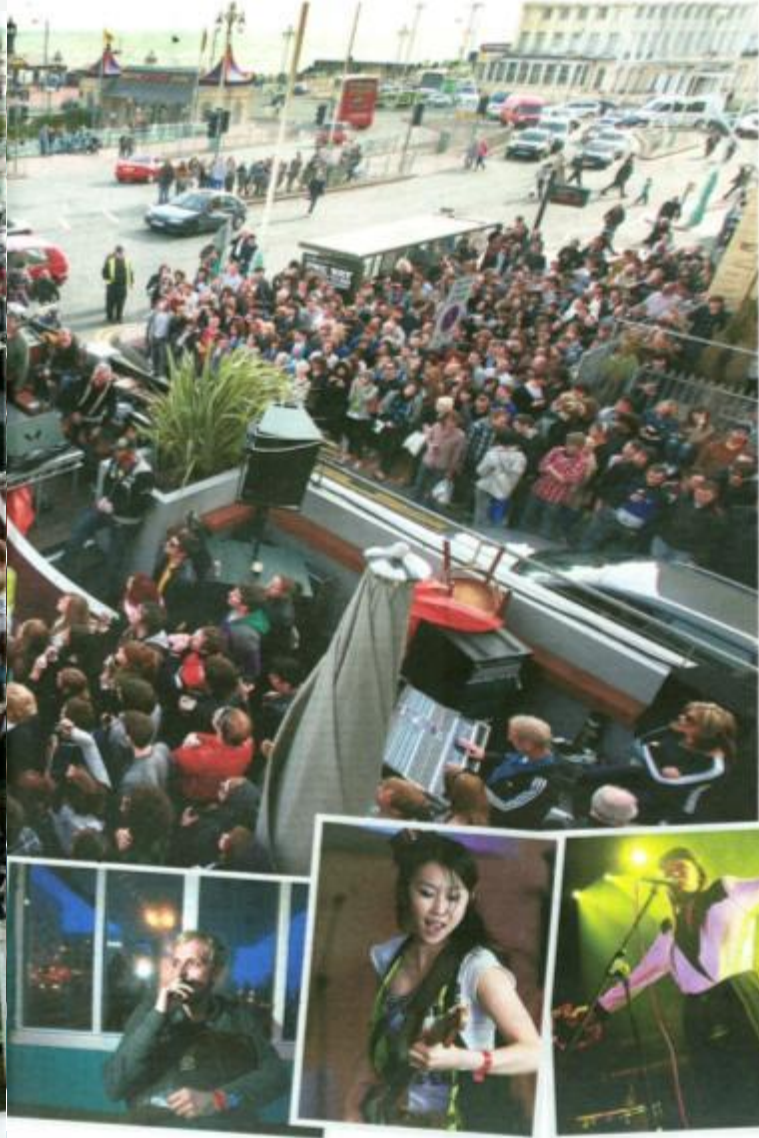
At The Great Escape, Levi's have often hosted a very special surprise show and BBQ which has taken place on the decked area directly outside Audio (as pictured).

We use the texting service to direct subscribers to the Levis store in order to collect one of a limited number of tickets with which to access the surprise show & BBQ.



BRAND PARTNERSHIP CASE STUDY 1: LEVIS (Continued)

The Independent, Arts and Entertainment spread, featuring the LOTW Babyshambles performance at TGE:



South by South East

Hosting the start of Britain's festival season, this year's Green Escape played host to 300 acts across Brighton. Now in its fourth year, The Great Escape could be the last sister of the festival south by South West festival and conference, in Austin, Texas. Like its bigger predecessor, The Green Escape takes over the city centre with bands, 5,000 music industry delegates from around the globe and speakers across its venues. This year's festival saw more than 12,000 fans per day in attendance across the events.

It was a triumph, notwithstanding for indie rock the festival was headlining the first of three nights. Fans flocked to see the live acts as they performed songs from their debut album 'Colour It In', including their single 'Foolishmate-Easy' (with a catchphrase that found it on a mobile phone advert), sporting a mass singalong, as well as a number one from their recently released 'Wall of Arms'.

A surprise performance from Peter Dinklage and his band Babyshambles in the weekend drew the masses to see their debut, six-song, set. Dressed in a winter coat, the star led his band through crowd favourites 'Kiss Myself' and 'Pack My Trunk'. In a typically shambles performance, Dinklage appeared bare torsoed and managed to fall backwards off a monitor.

Post-quit-odd-timers Gang of Four closed the three-night festival with a thrilling set. Their live set currently celebrates their 30th anniversary didn't put their singer Ian King off touring the stage with his skirt undone as they worked through their most catalogues. Leicester rockers Fuelhead played at The Brighton Dome, while live streamed into iHeart to hear a bit packed on from the Chameleon.

But, as well as showcasing the big-name headline, the festival was also the place to see exciting rising stars. New talent Leticia Boudet, this year's winner of the BBC's Sound of 2009 poll, was a highlight with her catchy synth pop, as was the use of 'Zircon', giving her band a long song pop. Her new indie band Egoist proved they are ones to watch this year, as did the fully-tipped Marina and the Diamonds, while singer-songwriter Polly Scattergood treated the crowd to a setlist from her debut album. And The Verve closed from their critically-acclaimed latest album 'Urban Hymns'.

There was also a fully anticipated appearance from Mr Hudson, led by singer-guitarist and producer Ben Hudson, who has worked with some of the biggest names in pop. Mr Hudson, who appears on Jay-Z's upcoming album 'The Black Album', performed from their upcoming second album 'Straight No Chaser', produced by superstar Kanye West.

Industry equivalent of the event included Southdowns City Greenwood, journalist Paul Morley, poet John Yonkers and George the Poet, former singer of the Chameleons. **ELSA WATTS**

BRAND PARTNERSHIP CASE STUDY 2: TED BAKER

As well as co-hosting one of our core venues we worked with Ted Baker to produce bespoke activity throughout the weekend.

TGE 2011 hosted a street gig outside the Ted Baker store as well as numerous in store performances from a variety of acts, both which helped to drive traffic into the store. Attendees were also offered a clothing discount with their festival wristbands.

A Ted Baker photo booth was set up at The Hub, which gave festival goers the chance to delve into the Ted Baker fancy dress box and get comedy souvenir festival snaps taken. Ted Baker deck chairs were also available for attendees to lounge on while watching one of many performances on The Hub day stage.

