

The exciting side of Europe.



The Festival | One Week. One Europe. | Berlin July 2-9 2011

September 2009

“Bi-annual platform in European metropolises where up to 3,000,000 people from all over Europe come together and find inspiration to create and experience a European feeling. The mission of this exceptional pro-European movement is to promote a pan-European feeling and start working on a European narrative created by its people.”

Approach // Europeans unite through themes of common interest

Art

Cuisine

Fashion

Film

Music

Sports

Corporate Partners // Each theme is hosted by one international brand – the key of European-wide communication

Brand A

Brand B

Brand C

Brand D

Brand E

Brand F

Six Pan-European Competitions & European Lifestyle Awards // 9 months pre-event communication throughout Europe

Art Exchange

Taste Discovery

Lifestyle Mainland

Road Movies

Fan Base

Double Play

Sep 2010 - Jun 2011

The Festival July 2-9 2011

Jul 2011 - ...

European-wide REACH

Competition announcement in topic related online media
 Online backed competitions in all six categories
 Involvement of online community through ratings, votings, blogging

IMAGE TRANSFER

B2C: Final European Lifestyle Award Shows featuring winners and winning products at The Festival Competition Centres
 B2B: European partner meetings

ROI*

Kick-off international sales for The Festival-generated products
 Advertising campaign for ROI Product
 * ROI depending on product and sales strategy

Benefit // Four reasons to become an Official Partner of The Festival

European market entry / expansion

European-wide brand building

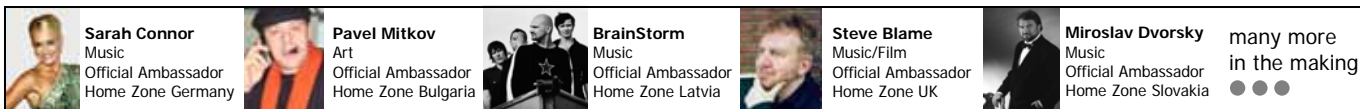
Corporate Citizenship / CSR

European-wide sales promotion

Communication 1 // Online focus on social networks and topic related partner sites



Communication 2 // European-wide credibility and promotion through Testimonials



Organization // The Festival Core Team + Extended professional network evolved over the last two years

