

# SOUNDSTORM 23

## 100 DAYS TO GO

A MAJOR MILESTONE

**VENUE**

BANBAN, RIYADH

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**DATE**


23 AUGUST 2023

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SOUNDSTORM 2023




# Objectives

-  Attract Diverse Fans
-  Premier Culture & Music Experience
-  Drive Tickets & Attendance



100 DAYS TO GO

# Objectives

-  Develop MEGA Event
-  Social Media Engagement
-  Generate Awareness & Excitement

# What You Will Hear

## Key Messages

Must attend event in Riyadh, Saudi Arabia for music, art, and culture lovers

Unique opportunity to experience the best in live music, lifestyle, and culture

One-of-a kind experience in Saudi Arabia



EXPECT

# Diverse Audiences

Local & International

## Our Targets

- Music Lovers & Festival Goers
- Youth & College Students
- Art & Culture Enthusiasts
- Millennials & Gen Z
- Tourists
- Expatriates
- KSA Citizens & GCC Nationals
- Social Media Influencers
- Press & Media

PRESENTING  
**World's Largest**  
Boombox QR Code  
29,000 Square Meters

Integrated in Sand  
Unique Design by Saudi/MENA artists  
Colorful artwork, cultural symbols, musical expressions



Anticipate Greatness

# Unveiling the QR Code

## VIP Night Event

23 August 2023

Banban, Riyadh

Incorporating the Worlds of Music, Lifestyle, and Culture

VIP Concert

Bani Beast Clothing

Soundstorm DJ & International Artists

Live Stream for Media & Fan Engagement



A Night for  
**Local & International**  
VIP Attendees

Government Officials  
Social Media Influencers and Bloggers  
Journalists  
Celebrity Personality





# Comprehensive Communication Strategy

Owned, Earned,  
Shared, & Paid

Incorporating  
Worlds of Music,  
Lifestyle, & Culture

Engaging Media

Engaging Fans



Increase Awareness & Engagement

# Media Channels

## OWNED

Website | Email Newsletter | Social Media

## SHARED

Influencer Outreach | Collaboration

## EARNED

Press Releases | Media Pitching

## PAID

Social Media Ads | Influencer Marketing



ENGAGING

# Local, Regional, & International

## MEDIA

- Journalists
- Media Outlets
- Press Conferences
- Exclusive Interviews
- Media/Press Kits

## FANS

- Social Media Contests
- Hashtag Campaigns

# Media

## Targets & Engagement

Art, Culture, Fashion, Music, and Events

### TARGETS

- News Websites
- Media Outlets
- Magazines
- Press
- Blog and Event Websites

### ENGAGEMENT

- Press Releases
- Social Media
- Press Conferences
- Key Influencers Partnership





We Create  
**Hype & Buzz**  
Intentionally

➔ **PRE-EVENT STRATEGIES**

- Social Media Engagement
- Media Engagement
- Playlist Development

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#BoomboxQRCode



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➔ **POST-EVENT STRATEGIES**

- Social Media Engagement
- Advertising
- Partnerships & Sponsorships

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180 Days Needed to  
**Successfully Execute**  
"100 Days to Go"