

ROTHBURY

AEG Live and Madison House teamed up to create a brand new festival in the heart of Michigan featuring some of today's top and upcoming talent across a wide range of genres. Concentrating not just on music but also on concepts like social action and research on climate change, they set out to transcend the traditional definition of a music festival in the creation of ROTHBURY.

Objective

AEG Live and Madison House set out to embrace social media as it is now the preferred communication vessel for the 18-28 tech-savvy music loving audience for which they needed to connect. They wanted to develop a community where their target audience could interact and talk to one another about the festival.

Solution

A Facebook Page helped ROTHBURY establish a presence on Facebook and build a community around the festival. Facebook Ads accelerated distribution and fan conversions to their Page.

Results

In addition to Facebook Ads being a cost effective solution with successful ROI, AEG Live appreciated the ease of ad development and targeting.

“Facebook helped us get the word out to millions who have turned ROTHBURY into an instantly successful festival brand.”

— Landon Sorgenstein, Manager of
Interactive Marketing & Social Media

- The day the ROTHBURY Facebook Ad campaign began, the ROTHBURY Page tripled from 50 new fans per day to 150 new fans daily.
- AEG Live quickly recouped the Facebook Ads budget in ticket sales within the first couple weeks.
- One person could easily manage the entire process, a critical need for the festival.

The screenshot shows the ROTHBURY Facebook page. At the top, the page name 'ROTHBURY' is displayed with a 'Browse more Music' link. Below the name is a large festival poster for 'ROTHBURY' held from July 3-6, 2008, at Double JJ Ranch in Rothbury, Michigan. The poster lists numerous bands including Dave Matthews Band, Widespread Panic, John Mayer, 311, and many others. Below the poster, the page information shows the genre as 'Rock' and the hometown as 'Rothbury, MI'. The website is listed as 'http://www.rothburymusic.com'. On the right side, there is a 'Fans' section showing 6 of 8,619 fans, with profile pictures of Jonna Paige Trexler, Eva Juni, Noelle Spitzer, Austin Calloway, Jared Lustig, and Paul Galligan. Below that is a 'Photos' section with 2 albums, including 'Welcome to ROTHBURY' and 'ROTHBURY Festival'. A post from Dave Matthews Band is visible at the bottom right, announcing the festival.