

# Desperados Village Electric Picnic

## Experiential Campaign



**Campaign designed by:**

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## Rationale

This brief called to “unleash urbanites’ party spirit with an unforgettable experience” across multiple touch-points, using digital elements all while delivering a social rather than individual experience. In order to meet each of these requirements we decided first and foremost that an organised, Desperados sponsored event would be the best port of call. Secondly, we wanted to make sure that the event was big enough that we could incorporate multiple social experiences in one place and be long enough for a large audience to enjoy in order to maximise potential reach. Thirdly, we wanted to incorporate current popular and cutting edge technologies to communicate to the target audience in a language that they understand and appreciate.

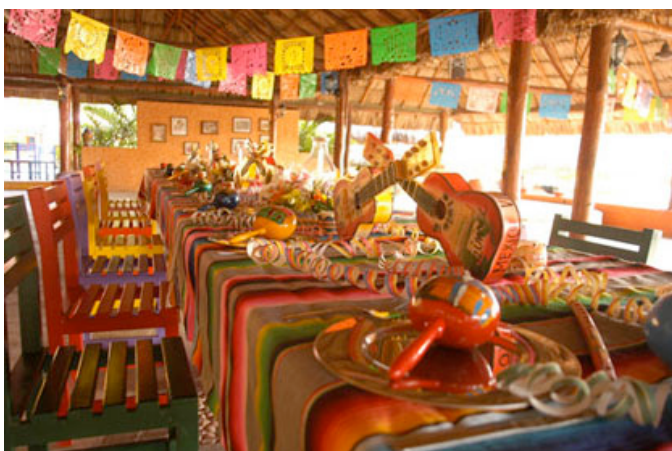
For the event venue we chose Electric Picnic which is currently the largest and most successful annual music and arts festival in Ireland attended by 35,000 people. The festival, which is held on the Stradbally estate in county Laois, is split up into stage areas as well as smaller areas or ‘villages’ many of which are sponsored by different brands such as Three, Electric Ireland and Bacardi. These villages offer picnickers many different experiences such as music, food, drink, arts, comedy etc. Rather than add to one of these villages, we propose adding an entirely new one called the “Desperados Den”. This would be a Mexican themed party village with multiple social experience touch-points on offer for the consumer, more details of which can be found below.

We thought that this venue would be particularly appropriate for a number of reasons. Electric Picnic is a three day long festival, this gives three days and nights for our event to run with the potential of reaching 35,000 consumers. The festival atmosphere also represents a perfect environment in which to advertise alcohol while adhering to restrictions and also reaches the target demographic of 18-24 year olds given the popularity of music festivals amongst young people in particular.

## Desperado Den Village Design

### Look:

The village will consist of a number of stands/trucks/areas all painted and constructed to resemble a colourful Mexican party village. There will be a small stage area for bands accompanied by a small dance floor. There will also be a chill out area with comfortable chairs/beanbags and small tables where people can sit with food and drink.



**Drink:**

The village will feature a bar where customers can purchase along with Desperados, a variety of Mexican Desperados and Tequila based cocktails. These will be served in Desperados branded glasses and cups. They will also be served with small nibbles such as nachos and peanuts. In a 4 week run up to the festival we will use social media channels to promote a different cocktail each week to generate buzz.



**Food:**

We plan to partner with Burrito restaurant Boojum (and potentially other Mexican Restaurants and catering companies) to tie in with the Mexican theme. Customers can avail of great meal deals where they can get a Desperados with their meal for a discounted price. Additionally, every 50th customer gets a free burrito. We also plan to run daily chilli eating contests wherein customers can compete to see who can eat the hottest chilli for cash prizes. Champion chilli eaters will also be awarded with temporary tattoos saying things like "champion", "el jefe" etc. The competitions will be video-recorded to be used in a YouTube promo video for Desperados at a later stage. The contests will also be live tweeted and added to the official Desperados Snapstory.



## VR Experience:

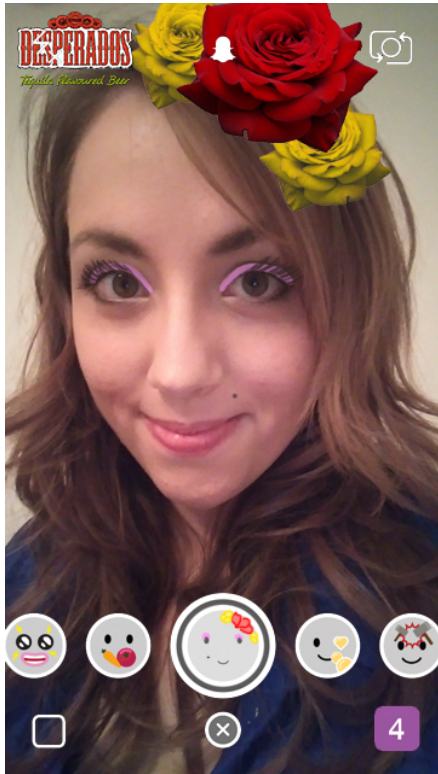
In the Desperados Den we want to offer picnickers a chance to experience a virtual world with the help of brand new technology offered by Oculus. Oculus Rift is a Virtual Reality headset that was released by Oculus VR on March 28th 2016. (Oculus Rift games demo: <https://www.youtube.com/watch?v=pN6YCFIS8nU>)

This will be one of the main social attractions of the Den as picnickers face each other off in a battle to shoot as many virtual snakes and other desert creatures as possible in a 360 degree virtual Mexican desert in a given time limit.



### Snapchat lenses:

Signs will be hung around various spots in the Den to let picnickers know that they have entered a location based Snapchat lens zone, meaning that providing they are in the Desperados Den they have access to a number of exclusive Desperados sponsored Snapchat lenses that they can Snap and send to any of their friends to show off and let them know where they are!



### Music & Dance:

There will be a small stage and dance area in the Den where picnickers can dance and listen to music from live, unplugged sessions from a variety of Latin bands from around the world. Each band that is set to feature will also be showcased via Desperados social media in the run up to the event to generate buzz.



**Other Features:**

As previously mentioned, the entire Desperados Den will be decorated in a Mexican theme and will also feature added touches to enhance the atmosphere such as water taps/fountains made out to look like cacti, so that thirsty picnickers can rehydrate and top up water bottles.

**Communications outside the actual event:**

The Desperados Den will be promoted ahead of Electric Picnic via all of Desperados' social media channels, its website as well as on the actual Electric Picnic website. An example of what the Desperados Den dedicated page on the Electric Picnic website would look like can be found below. The current Electric Picnic website that showcases existing villages can be found here: [electricpicnic.ie](http://electricpicnic.ie).

We would also approach Irish magazines to look for advertorial promotion through publications and websites such as Totally Dublin, Hotpress, The Daily Edge, Lovin' Dublin etc.



STAGE



DESPERADOS VILLAGE

AT ELECTRIC PICNIC



This year Electric Picnic welcomes a new band of boisterous bandits to add to our eclectic group of villages, in the form of the Desperados Den, a colourfully Mexican inspired mecca where picnickers can escape the bustle of the festival for a spell, refresh and soak up some Latin vibes.

**Drink**

Grab an ice cold Desperados, the nation's favourite tequila flavoured beer to toast with your mates or cool down in style with any of our Desperados and Tequila inspired cocktails. The Desperinha is our favourite; a wicked blend of cachaca, Desperados, agave syrup and a twist of lime served over crushed ice. Devilishly delicious!

**Discover**

Let all your friends know where you are with location based Desperados Den themed Snapchat lenses, exclusively accessible to picnickers chilling out in the Den. To find out just what the lenses are you'll have to drop by and give us a visit because we'll never tell!

**Dance**

Show us your salsa steps or sit back and relax to a variety of different styles of Latin music. We'll be having daily unplugged sessions from Latin folk musicians from all over the world, covering everything from Ranchera to Corrido to Mariachi. The perfect soundtrack to any fiesta.

**Devour**

No Mexican party could be complete without some delectable dishes so we've teamed up with Boojum's road truck to provide you with the very best in burritos, fajitas, enchiladas and more! We have great meal deal combos with Desperados and we'll be giving away a free burrito for every 50 customers and they say there's no such thing as a free lunch?! If you're always reaching for the hot sauce and looking for something hotter and spicier than your friends why not prove your metal? Every day we'll be holding a chilli pepper eating contest using some of the most dangerously hot chillis known to man. We'll have cash prizes and the medics on hand as motivation!

**Delight in Danger**

Take on some of Mexico's deadliest snakes in our exclusive, state of the art VR experience. Put on a headset (powered by Oculus) and drop into a seemingly deserted dusty desert at sunset but watch out! Danger is lurking everywhere in this virtual 360 degree world and could strike at any moment. Armed with a gun and your wits you've got to be ready to strike first when sinister serpents dart out of holes, slither out from hiding places or whip across the horizon to attack you. Battle against a mate to see how many kills you can rack up before the time is up!



OUR PARTNERS

