



THE BIG FEASTIVAL 2022

POST CAMPAIGN REPORT

Visit St. Pete/Clearwater The Big Festival

The Big Festival is a hugely popular 3-day **UK** festival based in the Cotswolds, Alex James' farm. It attracts 20,000 people per day with a focus on families. The festival offers cookery class, headline music acts, arts & crafts, fairground rides, play areas, and a plethora of food and drink.

Participation:

From 25-28 August 2022, VSPC participated in a consumer activation. A marquee decorated to entice engagement from festival goers to educate and spread the word of VSPC as a 'must visit' holiday destination. Rooster arranged every detail of the festival, from concept to fulfillment including, decorations, logistics, suppliers, travel, the build of stand and a holiday competition. I (Mackenzie) attended festival – this added authenticity and additional interest for people to hear from a passionate local.

Activation:

Consumers participated in decorating tote bags/bucket hats, applied 'Florida Style' temporary tattoos, played cornhole, sat at our Instagram wall, received complimentary VSPC sunglasses, interacted with our St. Pete/Clearwater map, while learning about the destination.

Competition:

We gave consumers the option of entering into a competition for a 7-night holiday for a family of four to St. Pete/Clearwater with Virgin Atlantic. We received 700 entries and 262 opt ins to our monthly consumer newsletter.

Audience:

58% family, 25% friends, 14% couples. Largest audience segment 31-45 years old, with children aged 6-11 years old.



Achievements

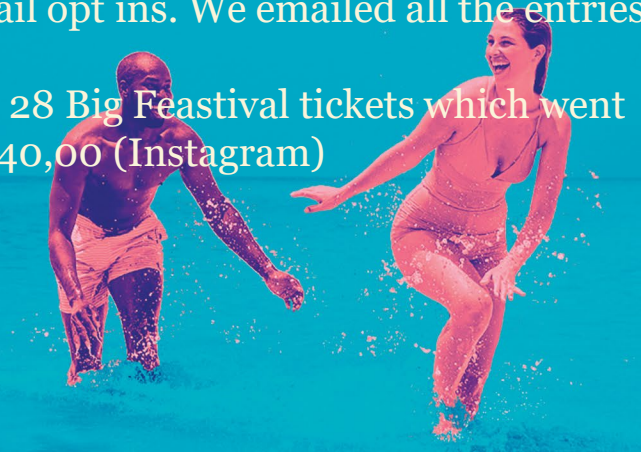


ST.PETE
CLEARWATER

- **Raised awareness** of VSPC to this key target audience. Spread the word on why St. Pete/Clearwater is the ultimate Florida/family/holiday/sun destination.
- We were the only 'holiday' destination present at the festival, this made us unique, creating lots of interest.
- When wandering around the festival, we would constantly see people using our branded tote bags, bucket hats and sunglasses.
- Total footfall reach – approximately 60,000 people across the whole festival weekend.
- We received 700 competition entries and 262 opt ins to our monthly consumer newsletter. The winner will be contacted in September.
- Sent out 2 Big Feastival related newsletters and solus press release to UK national/regional press.
- Grew our UK consumer database, gaining an additional 262 email opt ins. We emailed all the entries a unique holiday discount for the destination.
- We partnered with publication 'Family Traveller' and gave away 28 Big Feastival tickets which went live for just under one month. Reach: 100,00 (via newsletter) 240,00 (Instagram)

Rooster social:

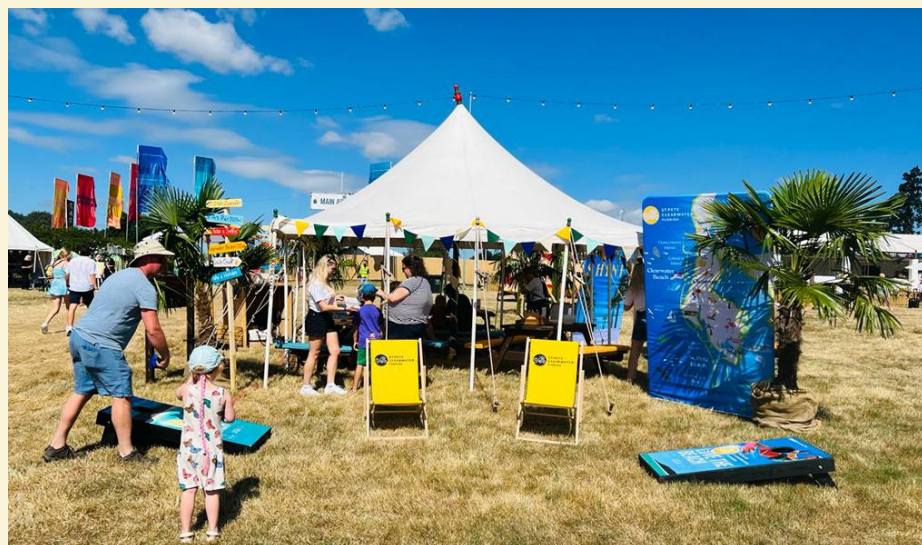
- Instagram – Daily Instagram stories during festival and main grid Instagram post/reel.
- LinkedIn – Uploaded post a few days after festival – “and that’s a wrap”.
- Twitter - Uploaded post a few days after festival – “and that’s a wrap”.



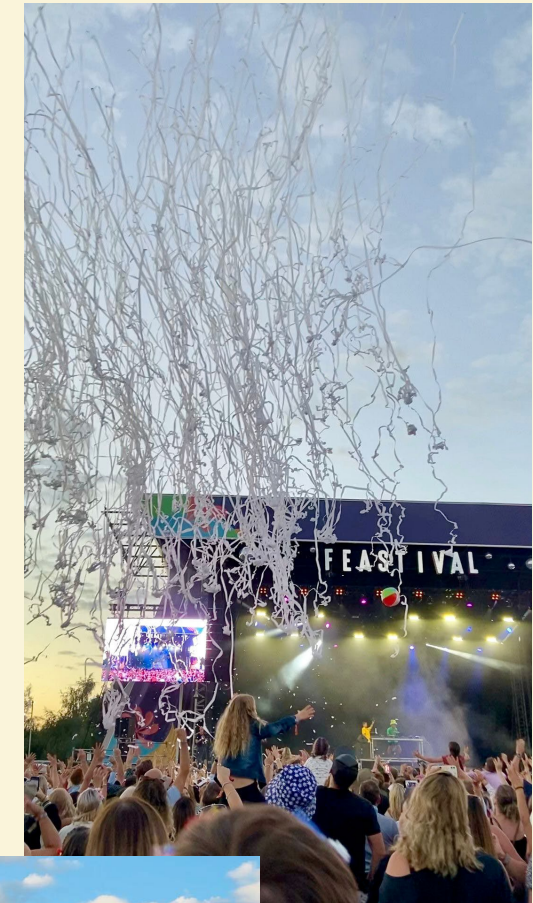
Setting Up



Activation



Activation



Competition Graphics



 **ST.PETE
CLEARWATER
FLORIDA**

LET'S EXPLORE AMERICA'S BEST BEACHES.



Scan for a chance to win a 7 night holiday for a family of four to St. Pete/Clearwater, Florida with Virgin Atlantic Holidays



 virgin atlantic

Fly direct to Tampa Bay with
Virgin Atlantic





ST.PETE
CLEARWATER

THANK YOU

