

MARKET 2 MARKET

Gladstone Regional Council | Air Beats Case Study

MARKET 2 MARKET

20
YEARS

www.market2market.com.au

Air Beats

INTRODUCTION

Gladstone Regional Council approached Market to Market to create bold, engaging campaign collateral for their Air Beats live music event. The scope of work included the design of event posters, digital graphics and the coordination of a paid social media campaign.

Air Beats is a two-night outdoor concert event headlined by Brisbane indie-pop group Sheppard and is a socially distanced celebration of live music. Purpose built Beat Boxes will be constructed at the event site to provide social groups of up to five people an exclusive space to enjoy the concert safely whilst being socially distanced from other attendees. It will be the first of its kind in Queensland, if not Australia.

The concept of the event is based on recent socially distanced concerts held in the UK.



Air Beats

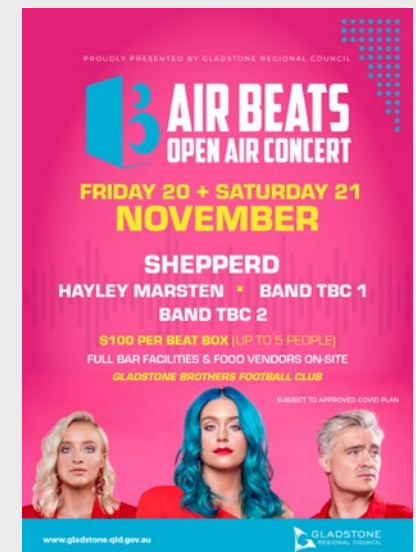
Campaign Look and Feel

Council's in-house graphic design team created the logo for the Air Beats concert but due to competing priorities were unable to complete the creation of the associated collateral required. The brief was to create a campaign that had a modern, contemporary, electro look and feel within a prescribed colour palette.



Colour palette specified by client.

These initial and secondary concepts were created for the client. Upon presentation of the first round of concepts, it was felt that the colour palette was a little dark. An alternative colour palette was provided for consideration, inspired by the press photography supplied by the headlining act.



Air Beats

Final Deliverables

The original colour palette was the preferred palette for the client. All working files were provided to the client upon completion of the collateral.



PROUDLY PRESENTED BY GLADSTONE REGIONAL COUNCIL

3 AIR BEATS OPEN AIR CONCERT

FRIDAY 20 NOVEMBER FROM 6.00PM	SATURDAY 21 NOVEMBER FROM 6.00PM
SHEPPARD	SHEPPARD
CHRIS BAX TRIO	HAYLEY MARSTEN
JASON O'HARA	SMILEY N WAYNE DUO
NATHAN BEDFORD	THOMO & WAL DUO
JACK & JACINTA	CHRIS SCHOFIELD

TICKETS FROM \$110 PER BEAT BOX (UP TO 5 PEOPLE PER BEAT BOX)
FULL BAR FACILITIES & FOOD VENDORS ON-SITE
Blain Park, Gladstone

*Event subject to approved COVIDSafe Plan

www.gladstoneentertainment.com
GLADSTONE REGIONAL COUNCIL

Air Beat Social Media

Digital

A suite of social media graphics was created for the campaign. These graphics were supported by a comprehensive Digital Marketing Campaign that ran across YouTube and Snapchat from Friday 30th October to Friday 20th November and the Google Display Network from Wednesday 4th November to Friday 20th November.

The primary goal of these digital ads was to maximise conversions (via link engagement to drive traffic to the website and ultimately buy tickets for the event).

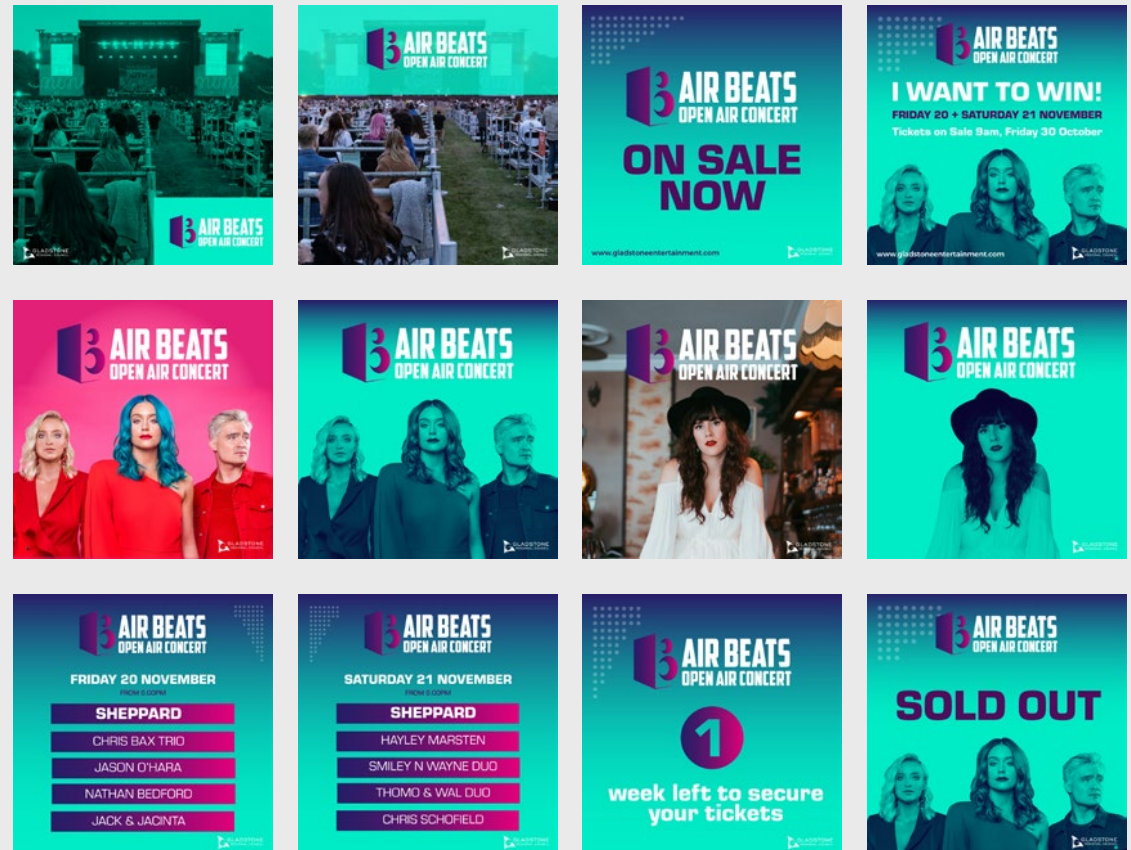
This goal was executed by selecting specific locations as requested by the client, using a 'Maximise Conversions' bid strategy for Google and YouTube, using a 'Swipe' goal for Snapchat, selecting keywords for headlines and descriptions and using high-quality digital and video assets provided by Market to Market in the campaigns.

Featured on:

Google Display Network

YouTube

Snapchat



Contact us

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