

PARTNERSHIP INTRODUCTION

DISCOVERTHEBLUEDOT.COM

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THE BLUEDOT MISSION STATEMENT

- To inspire and entertain.
- To celebrate science and the exploration of the universe.
- To explore the frontiers of human advancement.
- To explore collaborations in science, culture, art and technology.
- To highlight the fragility of planet Earth.

THE BLUEDOT UNIVERSE

BLUEDOT UK



bluedot UK is a four-day festival of music, science and cosmic culture, taking place each July at Jodrell Bank Observatory in Cheshire.

The festival welcomes an audience of over 35,000 naturally inquisitive explorers and thinkers.

This diversity is reflected in the festival programme, which supports artists and speakers of all ages, races and backgrounds.

bluedot is a conduit and melting pot for the worlds of science, art and culture to co-exist and collaborate.



THE BLUEDOT UNIVERSE

MUSIC

Kraftwerk · The Chemical Brothers · New Order
Hot Chip · The Flaming Lips · Gilles Peterson
Helena Hauff · alt-J · Pixies · Orbital · Leftfield
Jean-Michel Jarre · Goldfrapp · Soulwax
Underworld · Caribou · Public Service Broadcasting
Andrew Weatherall · Joy Orbison · Joe Goddard
Blue Planet in concert with the Halle Orchestra

PREVIOUS MUSIC HIGHLIGHTS

WINNER - BEST MEDIUM FESTIVAL
UK FESTIVAL AWARDS

bluedot

23-26 JULY 2020
JODRELL BANK OBSERVATORY
CHESHIRE · UK

FRIDAY 24 JULY
GROOVE ARMADA
ROISIN MURPHY · HAAI · DANIEL AVERY
ADAM BUXTON · BUG · HENGE
PUSSY RIOT · !!! [CHK CHK CHK] · BCUC · A CERTAIN RATIO · ONIPA · DJ YODA PRESENTS 'STRANGER THINGS · BLACK FUTURES · HOLODRUM' · MARK RADCLIFFE'S UNE · PLASTIC MERMAIDS · SINEAD O'BRIEN · LAZARUS KANE · ROBIN RICHARDS · THE GOA EXPRESS · INDIAN QUEENS

SATURDAY 25 JULY
METRONOMY
TIM PEAKE · ANN DRUYAN
SQUAREPUSHER · TANGERINE DREAM
RIDE · BEAK > · TOURIST · TIM BURGESS
SINKANE · LANTERNS ON THE LAKE · A GUY CALLED GERALD · NIHILOXIC · HOMO-ELECTRIC TAKEOVER · ALL WE ARE · HOLY F · MELT YOURSELF DOWN · LOS BITCHOS · JUST MUSTARD · JULIA BARDO · WE ARE NOT DEVO · TRRUCES · OTIS MENSAH · THE STARLIGHT MAGIC HOUR

SUNDAY 26 JULY
BJÖRK UK FESTIVAL EXCLUSIVE
SPIRITUALIZED · EOB · 808 STATE DJ SET
BC CAMPLIGHT · ANNA MEREDITH
LOST SOULS OF SATURN · PUMAROSA · PONGO · ROSIE LOWE · CRAZY P DJ SET
PSYCHEDELIC PORN CRUMPETS · LIZ LAWRENCE · DRY CLEANING
OH MY GOD! IT'S THE CHURCH

THURSDAY OPENING CONCERT*
COSMOS WITH THE HALLE

From the Fields · **bluedot** · brentwood · **mixmag** · NewScientist

*REQUIRES ADDITIONAL THURSDAY TICKET. LINE-UP SUBJECT TO CHANGE

bluedot

18.19.20.21 JULY 2019 · JODRELL BANK, CHESHIRE
DAY TICKETS FROM DISCOVERTHEBLUEDOT.COM

FRIDAY 19 JULY
HOT CHIP
JON HOPKINS, KATE TEMPEST, IBIBIO SOUND MACHINE
TOKIMONSTA [AV SET] KELLY LEE OWENS, DU BLONDE, KOKOKO!
SELF ESTEEM, LEIFUR JAMES, GOD COLONY, MARK RADCLIFFE'S UNE
REN HARVIEU, METEOR MUSIK, KINKAJOUS, BLANKET, SQUID
NYEGE NYEGE TAPES PRESENTS: OTIM ALPHA, SLIKBACK AND LEO P-LAYENG
MASUREMONO, FRANCIS LUNG, JADE PARKER, FLEETMAC WOOD
SCIENCE AND COSMIC CULTURE HELEN SHARMAN, JAMES BURKE, JIM AL-KHALILI
TOM SHAKESPEARE, TIM O'BRIEN, TERESA ANDERSON, STEPHEN WILKINS
ROBERT NEWMAN, DELTA DERBYSHIRE DAY

SATURDAY 20 JULY | DAY TICKETS SOLD OUT
KRAFTWERK 3-D
JARVIS COCKER INTRODUCING JARV IS...
808 STATE, SONS OF KEMET, OMAR SOULEYMAN, OSHUN
EASY STAR ALL-STARS PRESENT: DUB SIDE OF THE MOON, ELDER ISLAND
LES AMAZONES D'AFRIQUE, DANIEL MILLER [DJ SET], K A R Y Y N
MIXMAG PRESENTS: FULL MOON PARTY WITH JOSEY REBELLE AND PEACH
TWAM, WERKHA, HENGE, STEMS COLLECTIVE, SCALPING, JUNIORS, WORKING MEN'S CLUB
THE PHYSICS HOUSE BAND, TONY NJOJU, SUNDA ARC, SPOR, DEEP DEEP WATER
SCIENCE AND COSMIC CULTURE LIZ BONNIN, LIBBY JACKSON, DALLAS CAMPBELL
HELEN PANKHURST, CLANGERS [50TH ANNIVERSARY SCREENING AND Q&A]
SIMEON BARBER, KATHERINE JOY, SUE NELSON, DANIELLE GEORGE, JEFF FORSHAW
PAUL FOOT, KNIGHTMARE LIVE, ABANDOMAN, ELF LYONS, BOBBY SEAGULL
MOONWALKING: EXPLORING AFROFUTURISM, KEISHA THOMPSON: MAN ON THE MOON
ANDREW O'NEILL, SARAH CROWTHER

SUNDAY 21 JULY
NEW ORDER
JOHN GRANT, GRUFF RHYS, ANNA CALVI, GOGO PENGUIN
THE GO! TEAM, GOLDEN DAWN ARKESTRA, BINKBEATS
SHE DREW THE GUN, GABE GURNEY [LIVE], DJ FOOD 'O IS FOR ORANGE'
LA DISCOTHEQUE PRESENTS: DERRICK CARTER'S COSMIC DISCO
INNER CITY ELECTRONIC PRESENTS: WILLOW AND RALPH LAWSON
ANOTHER SKY, AUDIOBOOKS, THE LUCID DREAM, KAYLA PAINTER
CAOILFHIONN ROSE, YANG, HELLO COSMOS, SEE THRU HANDS
GRIMM TWINS, JERRY DAMMERS [DJ SET]
SCIENCE AND COSMIC CULTURE
WALLACE & GROMIT [WORKSHOPS & SCREENING]
FRANK COTTRELL-BOYCE, DAVE GOULSON
THE DARK ROOM, MATTHEW PALMER, FOXDOG STUDIOS
JOHN ROBINS, BEN TARGET, KIRI PRITCHARD-MCLEAN
JOHN LUKE ROBERTS, COSMIC SHAMBLES, IVO GRAHAM

WINNER - MIND-BLOWING SPECTACLE
★★★★★
UK FESTIVAL CONGRESS

bluedot

WINNER - NEW FESTIVAL ON THE BLOCK
★★★★★
UK FESTIVAL CONGRESS

JODRELL BANK OBSERVATORY, CHESHIRE, EARTH, 19.20.21.22 JULY
THE CHEMICAL BROTHERS
THE FLAMING LIPS · FUTURE ISLANDS
THE BLUE PLANET IN CONCERT WITH THE **HALLÉ***

PUBLIC SERVICE BROADCASTING, GARY NUMAN, LITTLE DRAGON
SLOWDIVE, UNKLE, RONI SIZE, NEW FORMS LIVE, GILLES PETERSON
BOOKA SHADE, THE ORB, GEORGE FITZGERALD (LIVE), LAMB
ALEXIS TAYLOR, NADINE SHAH, CRAZY P [LIVE], ADRIAN SHERWOOD
HOOKWORMS, BALOJI, VESSELS, AFRIQUOI, ACID MOTHERS TEMPLE
RADIOPHONIC WORKSHOP, CRAIG CHARLES' SPACE FUNK ODYSSEY
LOST HORIZONS, RE-TROS, LANGHAM RESEARCH CENTRE, ANA MATRONIC [DJ SET]
DUB PISTOLS OUTTA SPACE [DJ SET], DJ ANDY SMITH'S REACH UP DISCO WONDERLAND, MAD PROFESSOR
HUMAN AFTER ALL [A TRIBUTE TO DAFT PUNK], WILL TRAMP!, AMBER ARCADES, WARMDUSCHER,
BOY AZOOGA, TO KILL A KING, NABIHAH IQBAL, THE LONG NOW, WARM DIGITS, SNAPPED ANKLES,
BANANA HILL [DJ SET], COSMIC STRIP, PLASTIC MERMAIDS, LITTLE CUB, PARK HOTEL, AK/DK, HENGE
FUTURE GET DOWN, HUSKY LOOPS, PINK KINK, JW RIDLEY, PEARL CITY, AGE OF GLASS, FEHM, DRAHLA
SPEAKMANSOUND, CRUEL WORLD, CHAOUCHE, FWAR, TOBI SUMNOLA, OUTLIERS [DJS], LOOK MUM NO COMPUTER!
HELLO COSMOS, LATE NIGHT TALES [DJ SET], SCIENCE IN THE HOUSE, ALGRAVE, SPACE CASSETTE TAKEOVER

— DISCOVER A NEW WORLD —
MUSIC, ASTRONOMY, SCIENCE, COMEDY, ARTS & CULTURE, FAMILY ENCOUNTERS, FILM SCREENINGS
REAL LIFE, G'ASTRONOMY, BOUTIQUE CAMPING, LIVE EXPERIMENTS & WORKSHOPS: STARGAZING

WEEKEND CAMPING FROM £169
DISCOVERTHEBLUEDOT.COM

GRACK · Sky at Night · FOCUS · CITYLIFE · **bluedot** · **HALLÉ**

*REQUIRES ADDITIONAL THURSDAY TICKET



LOVELL STAGE

The Lovell Stage is the hub of the bluedot universe and has previously hosted The Chemical Brothers, Jean-Michel Jarre, Kraftwerk, Hot Chip, New Order, Flaming Lips, Future Islands among many others.

Situated in the shadow of the mighty Lovell telescope, the stage references the iconic structure that has been at the centre of our quest for discovery, in the known universe and beyond.





ORBIT

Orbit invites you to journey through the medium of cutting edge sounds, well into the night. Orbit will provide a platform for some of the most dynamic and thought-provoking international acts currently available in this planetary system.

Orbit is bluedot's home of cutting-edge electronic and dance music – a 5,000 capacity arena that has previously hosted the likes of Unkle, Soulwax, Leftfield (powered by Amazon Music) and Kelly Lee Owens.





NEBULA

Where new stars are born! Voyage into deep space, explore strange new soundscapes and observe exotic aural lifeforms as they intrigue, manipulate and distort your very understanding of musical structures.

Nebula will envelop you in a pulsating cloud of experimental, cutting-edge sounds and performances designed to stimulate your body and expand your mind.

By night, Nebula transforms into the home of cutting-edge DJs and live electronic music, with Full Moon Parties curated by some of the most influential brands in electronic music





DEEP SPACE DISCO

Travel back to a time where the Sony Walkman reigned supreme and the closest thing to a Spotify playlist was a cassette given to you by a forgotten high school lover. Hidden somewhere in the corner of the cosmos on a secondary dimensional plane, Deep Space Disco takes its attendees on a voyage of déjà vu, nostalgia and auditory adventure.

By day, Deep Space Disco hosts a variety of intergalactic delights for young adventurers with a whole host of family-friendly fun. By night, enjoy nostalgic classics and unmissable party sets - the place to be at moonlight.





Some of humankind's earliest innovations emerged within the fields of music, storytelling and acoustic instrumentation. Celebrating the rich soul and musical traditions that have endured for millennia is Roots; a stage with its feet firmly on the ground, but with a soul soaring in the skies above.

Roots features the best in roots and world music from the non-Western diaspora, and is a collaboration with Band on the Wall supported by Arts Council England as part of our Global Sounds initiative.



THE BLUEDOT UNIVERSE

SCIENCE

PREVIOUS SCIENCE HIGHLIGHTS

Helen Sharman [First British astronaut]

James Burke [Presenter, BBC Apollo 11 1969]

Brian Cox · Libby Jackson [UK Space Agency]

Liz Bonnin · Dallas Campbell · Chris Lintott · Jim al-Khalili

Tom Shakespeare · Dr David Nutt · Tim O'Brien · Teresa Anderson



Our DotTalks programme spans across the festival including in the 5,000-capacity Mission Control arena and the Star Pavilion and has previously featured headline speakers including *James Burke, Liz Bonnin, Jim Al-Khalili, Tom Shakespeare, Helen Sharman, Libby Jackson, Sue Nelson and Dallas Campbell.*





SCIENCE FIELDS

Discuss the latest discoveries with scientists and researchers in a series of tents and stalls packed with scientific displays, games and interactive experiments.

Curated by Professor Teresa Anderson MBE and Professor Tim O'Brien, with their team at Jodrell Bank, our ever-popular Science Fields offer visitors the chance to discuss the latest thinking and innovation, directly with those working in live scientific research.





TELESCOPE SPECTACULARS

Constructed in 1957, the Grade-1 listed Lovell Telescope is a beacon in the Cheshire landscape and an internationally renowned landmark in the world of astronomy.

Since the birth of Bluedot in 2016, the festival has annually transformed this iconic structure into a light-based artwork of staggering scale.

Commencing with Brian Eno in 2016, every year they grow in ambition and scale. featuring many awe-inspiring, off the wall and leftfield elements, some of which are co-created in collaboration with the scientists at Jodrell Bank alongside headline artists including The Flaming Lips.





CLOSE ENCOUNTERS EXPO

The UK's largest science convention, within bluedot.

Discover mind-expanding stalls & interactive exhibits, exploring the latest research from our world.

With content suitable for all the family, the Close Encounters Expo explores our vast solar system and distant galaxies, while learning about the dynamic yet precious environment on our very own pale blue dot.





STAR PAVILION

In the comfort of the 200-seat Wolfson Auditorium of Jodrell Bank's Star Pavilion, leading research scientists tackle the universe's biggest topics.

The Star Pavilion features talks from world-class scientists and thinkers, combined with an opportunity to ask the big questions to leading researchers.



THE BLUEDOT UNIVERSE

CULTURE

PREVIOUS CULTURE HIGHLIGHTS

Helen Pankhurst · Richard Dawkins · Carole Cadwalladr
Paul Foot · John Robins · Clangers · Wallace and Gromit
Knightmare Live · Robin Ince · Greenpeace
Extinction Rebellion · Delia Derbyshire Day



OUTER SPACE

As the Sun disappears and the Moon rises over bluedot, the Outer Space comes to life. Open only after dark, the Outer Space area is the home of unique artworks in a wooded cornucopia of fire, light and ambient sound.

Expect a range of brand new commissions and bespoke light-based sculptures, spread across the beautiful Arboretum gardens, showcasing some of the UK's most exciting and imaginative installation artists.





CONTACT

In space no one can hear you laugh. But they can in Contact - the heart of cosmic culture at bluedot.

By day, encounter thought-provoking plays, talks from acclaimed authors, performance art and lively panel discussions.

By night, some of the best performers and comics in the UK and beyond bring comedy, shows and interactive games for your delectation; be prepared to be tickled and tantalized by the awe, humour and technology of this planet, the cosmos and beyond.



THE BLUEDOT UNIVERSE

**FAMILY, FOOD &
WELLBEING**



THE POWER PLANT

Bluedot's plant-powered village, a cornucopia of delicious, guilt-free dining. Featuring an array of independent food brands and traders, serving up everything from gourmet fast food to haute cuisine.

The Power Plant aims to both champion and cater to the increasing numbers of consumers actively reducing their meat and dairy consumption, in parallel with growing climate awareness and concern for the environment. Alongside delicious, cruelty-free food, a programme of talks explore the impact of farming, the benefits of plant based diets and wellbeing regimes, and the future of food and wellness.





FAMILY ENCOUNTERS

Bluedot is now recognised as one of the UK's most popular and trusted family festivals, with a full programme of family-friendly performances, workshops and more.

Families can discover a vast range of activities both across the festival and in dedicated family areas, packed full of accessible science shows, hands-on activities, live experiments and roaming science superheroes – all designed for the young and young at heart.





LUMINARIUM

“Suddenly the world outside seemed to be forgotten, we had all been transported into a whole other world of light.”

From outer space to inner space, this incredible immersive experience invites you to enter a unique and new structure and be moved to a sense of wonder at the beauty of its light and colour.

Through labyrinthine tunnels and cavernous domes, visitors can explore a visually stunning environment of luminosity or simply relax and meditate in a world apart, drenched in radiant colour.





DRINK

Bluedot boasts a wide array of wines, cocktails, real ale and craft beer along with other delectable beverages which can be found across the site at Bluedot.

From bubbles to beer bluedot works with premium brands and artisan distillers to deliver a taste experience.





G'ASTRONOMY

G'astronomy is no ordinary street food offering.

Walk through a taste sensation of carefully curated cuisine, with top quality, cosmos-inspired food and drink.

With a bounty of meat-free and dairy-free offerings, veggie and vegan discoverers are set to be just as stuffed as anyone else.





ELEVATE

Elevate is our wellness brand. Elevate offers rejuvenation through massage, beauty treatments, yoga and a variety of wellness classes coupled with talks from innovators and leaders in the world of health & wellbeing.

Elevate is also a touring concept which brings a taste of bluedot wellbeing to inner city spaces. with a track record of high uptake for add-ons and upgrades including massages, yoga workshops and beauty treatments.





CORPORATE HOSPITALITY & VIP

Boutique Accommodation

The Colony is bluedot's premium camping experience and welcomes around 3,000 residents each year.

Offering a wealth of options from bell tents, yurts and premium lodges in variety of sizes including premium showers, toilets, lighting, residents bar & café, phone charging and much more.

The Colony is a fantastic way to experience bluedot as a group and ideal for corporate hospitality and VIP guests.

VIP Bar

Curated in association with Elektrik, the bluedot VIP bar is a private cocktail terrace with seating with a perfect view of the Lovell Stage.



THE BLUEDOT UNIVERSE

BLUEDOT DIGITAL



10AM: FOOD AND



**10AM: RICHARD DAWKINS IN CONVERSATION WITH JIM AL-KHALILI
BLUEDOT 2018**



**11AM: DALLAS CAMP
BLUEDOT 2018**



**12PM: FUTURE
FUTURISM WITH KEISHA**



**1:30PM: LIVE MOONBOUNCE
FEATURING KRAFTWERK, JON HOPKINS AND
ANNA CALVI
BLUEDOT 2019**



**2PM: MARY CASIO: J
CASSIOPEIA BY HAN
BLUEDOT 2017**

BLUEDOT DIGITAL



BluedotDigital is the catch-all term for bluedot's online presence.

BluedotDigital consists of a wealth of content from all areas of the festival and bespoke commissions and content, including:

- Livestreams and Archive Talks/Performances
- In Conversation With Series
- Branded content
- Podcasts
- Video series

We work with partners to curate bespoke content, drive awareness through specific sponsorships and traditional advertising such as video pre-rolls and “in partnership” with presentation.





BLUEDOT DIGITAL: A WEEKEND IN OUTER SPACE

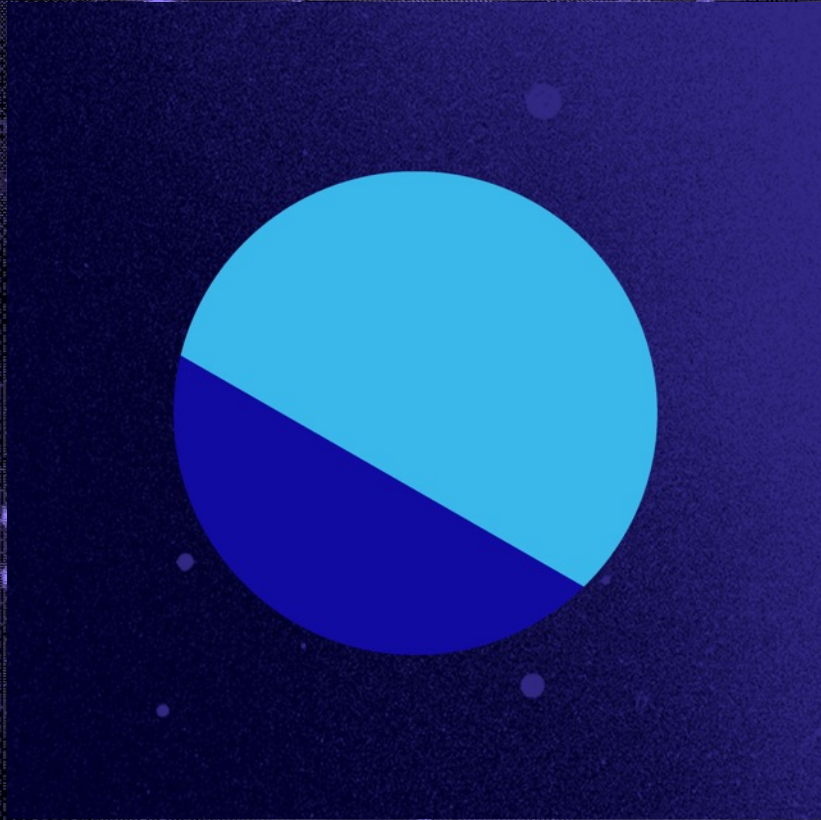
A Weekend in Outer Space is bluedot's digital festival, launching in July 2020 on what would have been our festival weekend.

AWIOS 001 broadcast over 25 live music performances and DJ sets, talks and workshops plus archive 'Best of Bluedot' classic shows in full.

- Social Reach (Facebook Live/YouTube) - 434,833.
- PR Reach - 42,486,237

Alongside key press coverage, AWIOS 001 received 35 items plus ten features on BBC 6Music, including spotlights and an exclusive Orbital mix broadcast live.





BLUEDOT DIGITAL: THE BLUEDOT PODCAST

Launching Autumn 2020, The bluedot podcast features hour-long deep dives into discussion topics from the bluedot universe, with luminaries and headliners from the worlds of music, science and cosmic culture.

Confirmed series one guests include Professor Brian Cox, Professor Alice Roberts, Anna Meredith, Angela Saini, The Radiophonic Workshop and the cast and team behind The Hitchhikers Guide to the Galaxy.



THE BLUEDOT UNIVERSE

MICRODOT



MICRODOT

Microdot is a touring 'mini bluedot', curated by Bluedot in conjunction with Jodrell Bank, and presented at theatres, arenas and industrial spaces across major global cities.

Microdots explore different elements of space and science through captivating factual "story telling", talks and key notes with a selection of keynote scientists, creating an engaging and exciting theatre/concert experience, with live music performances from Bluedot artists alongside immersive and light art pieces.





MICRODOT 001

IN ASSOCIATION WITH BRUNTWOOD

MANCHESTER · 2019

Microdot_001 was created in conjunction with bluedot partner Bruntwood, at HATCH – Bruntwood’s award-winning, urban retail and leisure destination.

Microdot 001 was a free-entry day of music, science and cosmic culture, from David Attenborough’s Jungle Boogie, Cassetteboy, DJ Paulette and more, family encounters with Space Rebel Princess and Pride Storm Trooper, and special Dot Talks curated by Jodrell Bank Observatory.

A whole day of science talks, family entertainment and live performances from 11am – midnight attracted over 2,500 attendees to bring HATCH to life and showcase the space to a whole new audience.





MICRODOT 002

IN ASSOCIATION WITH BRUNTWOOD

CHESHIRE · 2020

Microdot 002 took place at Glasshouse in Alderley Edge, with bluedot tasked with curating, marketing and producing the opening of this new multi-purpose space as an official bluedot activation.

Following a private opening featuring introductions from bluedot founder Ben Robinson and the Glasshouse directors, live music and a live podcast panel, Microdot 002 hosted the indoor and outdoor spaces at Glasshouse for a full public-facing free entry event over the weekend. This featured hands-on science workshops, food and drink, and the installation of Luke Jerram's 'GAIA' art piece, which we positioned in the space for a week after the event as a legacy piece.



THE BLUEDOT UNIVERSE

BLUEDOT
GLOBAL

A man with short brown hair, wearing a dark blue t-shirt with a white starburst logo and a lanyard, is speaking on a stage. He is holding a white folder or tablet in his left hand and gesturing with his right hand. The background is dark with blue lighting.

THE BLUEDOT GLOBAL VISION

bluedot is currently actively planning event models to take bluedot to the following in 2021/2022:

- New York City/New Jersey
- London
- Berlin
- Amsterdam/Utrecht
- Paris/Lyon
- Barcelona/Asturias
- Kampala

These satellite events will take a number of formats:

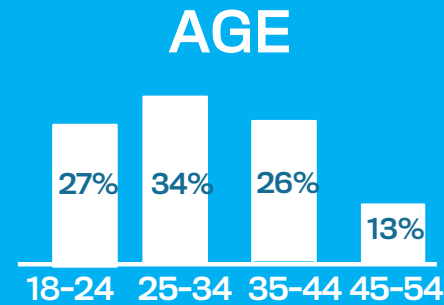
- Smaller single-day, single-venue Microdots
- Consecutive days of separately ticketed events featuring a main stage and small activations and experiences
- Larger capacity (e.g. 15,000+) full festival experience, programmed across two music arenas, two science arenas and additional activations and experiences



MARKETING AND AUDIENCE

bluedot attracts a diverse audience of music, science culture and technology lovers.

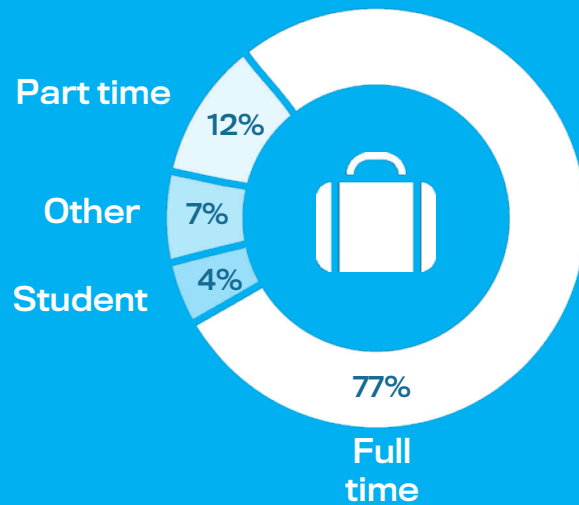
We have an accurate and up-to-date understanding of our audience utilising digital analytics, consumer surveys and spending behaviour which enhance our ability to tailor experiences and effectively communicate and engage with our audience.



87%

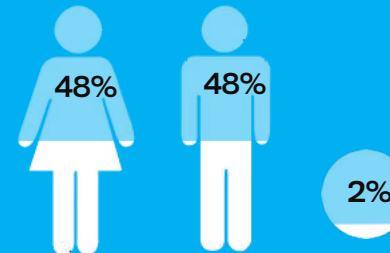
LIKELY TO RETURN IN 2021

EMPLOYMENT STATUS

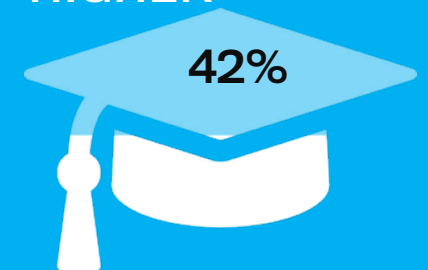


21% ATTEND AS A FAMILY

GENDER



HAVE A SCIENCE FOCUSED FIRST UNIVERSITY DEGREE, OR HIGHER



DEMOGRAPHIC GROUPS

URBAN PROSPERITY

- Digitally savvy, keen on sharing experiences through social media
- Diverse single / couples
- City dwellers or high end suburban families.
- Vast majority of attendees are educated to degree level
- 33% don't own a car, but majority do own a parking permit
- Managerial or professional jobs earning over £150,000 pa
- Liberally minded broadsheet readers who shop at Waitrose or M&S



PRODUCTIVE



ENVIRONMENTALIST



URBANITE



MUSIC LOVER



Adventurous



DEMOGRAPHIC GROUPS

DOMESTIC SUCCESS

- Affluent families and couple living in cities
- Digitally savvy, keen on sharing experiences through social media
- Majority married with an average of two children earn over £50,000 pa
- Home owners with existing mortgages who enjoy cinema and consume music through mobile devices



Altruistic



ORGANIZED



Articulate

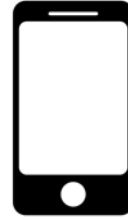
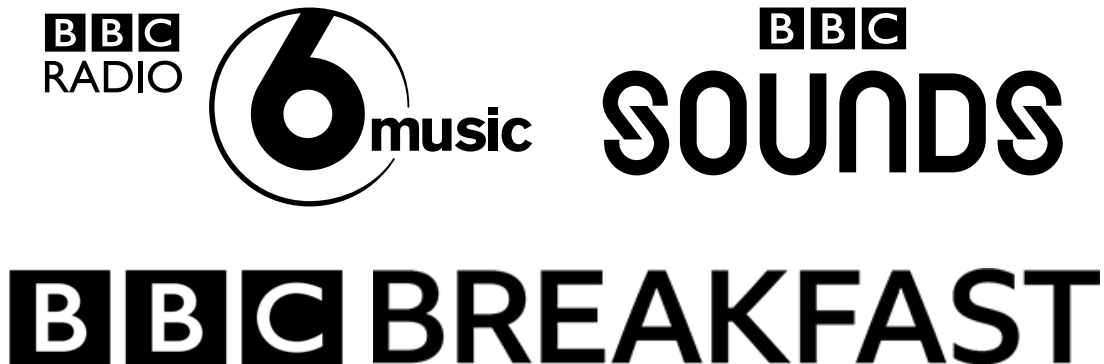


Partnership with bluedot gives brands exposure across the festival's extensive social and digital channels before during and after the festival as well as comprehensive onsite branding and PR opportunities.

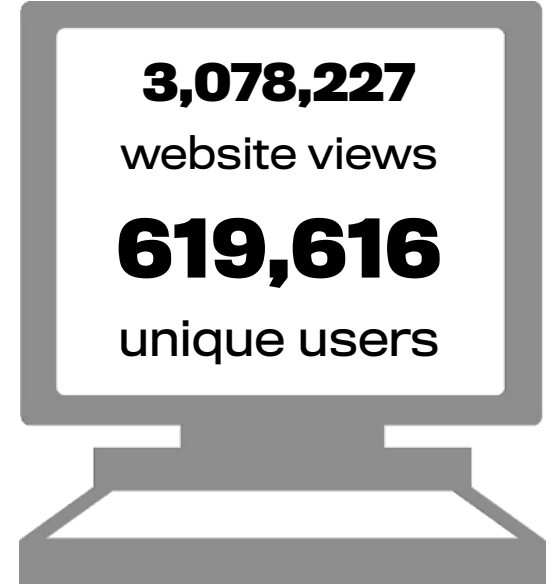
Previous Media Partners

New Scientist · Mixmag · Crack
BBC Sky At Night · BBC Focus · CityLife

Previous Live Broadcasts from bluedot



APP
DOWNLOADS:
20,500



145K+

COMBINED
SOCIAL
FOLLOWING



£3.5M

GENERATED PR
VALUE



140K

E-MAIL
SUBSCRIBER
DATABASE

“A landmark show at a special event... nights like tonight make it all worthwhile.”

The
**chemical
brothers**

“bluedot already feels like an essential summer fixture, a Family-friendly carnival of music, science and outdoor art held in a visually stunning location.”


THE TIMES

“The festival’s collision of information and successful experiment entertainment proves a successful experiment”

**The
Guardian**

“A carefully curated line up reflects the venue and its mission nicely, mixing spacey psychedelia with pioneering technology”

Manchester
Evening News

“Here, science is as culturally celebrated as music, which makes for an endearing, unique mix of people and their passions – a balance that stretches to being wholesome without feeling sterile.”

**The
Guardian**

“Once again, bluedot proved a master in its field – capturing a unique sense of inquisitiveness through thought- provoking talks and crowd-pleasing music pioneering technology.”

CRACK

PARTNERSHIPS



Bluedot has a long and successful history of working with brand partners across lifestyle, tech and science.

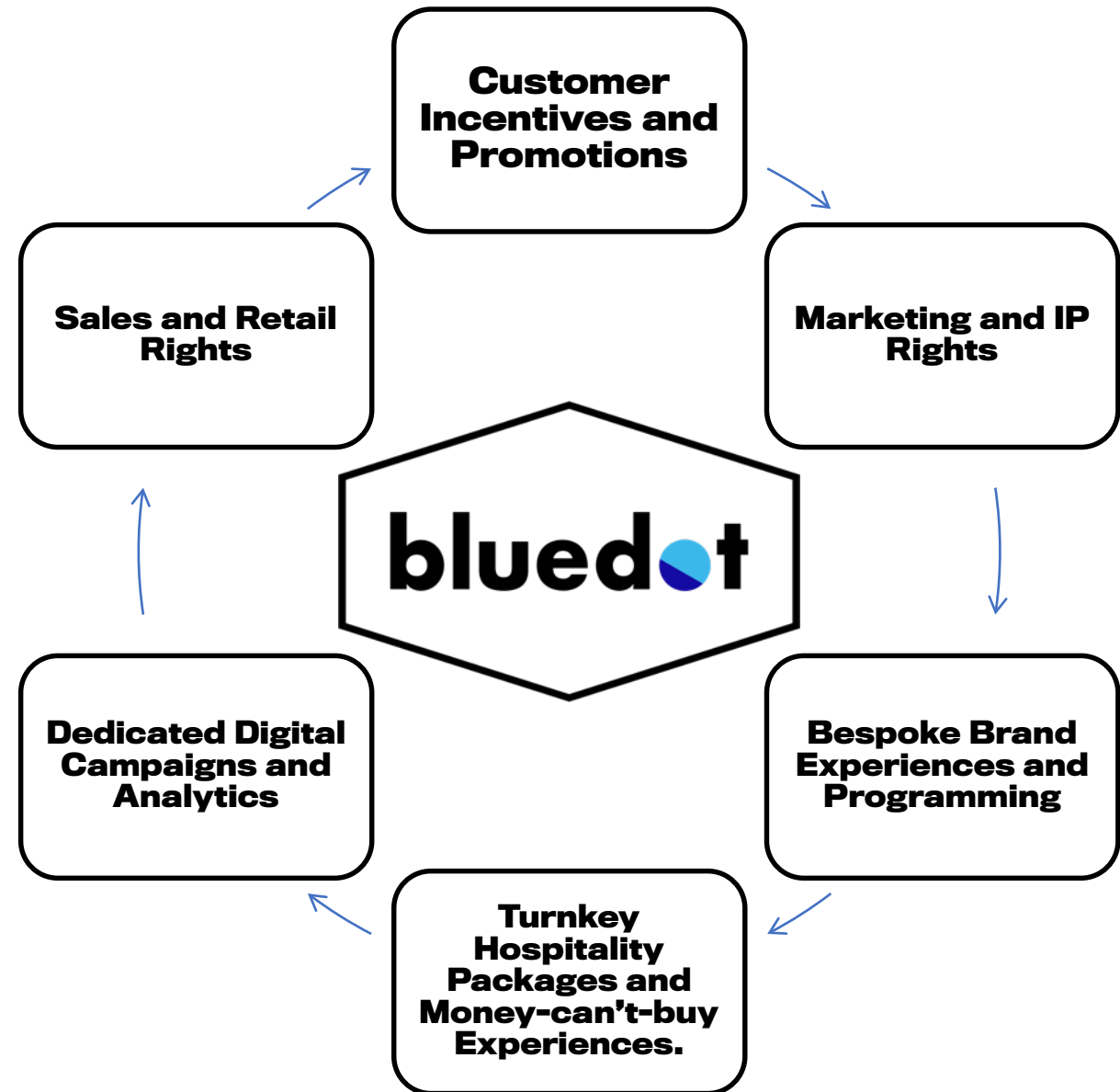
A collaborative approach ensures that partners connect with the audience in a meaningful way, adding value to the festival-goer experience while delivering brand objectives and KPI's, resulting in successful partnerships.

Whether it's amplification, awareness, product launches or experiential activations, our in-house partnerships team work with each partner to tailor bespoke rights and experience packages.



Partners benefit from a broad array of rights and benefits including IP & marketing, content and programming, turnkey hospitality, bespoke production and much more.

Our unique approach makes each partner feel like part of the fabric of the festival by utilising multiple touch points.



Some of our recent partners...



An aerial night photograph of a festival. On the left, a large, illuminated radio telescope stands prominently. The rest of the scene is filled with a large crowd of people, various festival tents, and colorful light trails from a parade or performance. The overall atmosphere is vibrant and festive.

CONTACT

Get in touch to understand what
a partnership with bluedot could
look like:

Chris McCormick
Partnerships Director

chris@fromthefields.co.uk
07980 640487

CASE STUDIES

CASE STUDY: UNITED UTILITIES

United Utilities joined forces with bluedot to drive brand awareness and engagement with the public in their heartland and to promote their STEM and sustainability credentials.

As part of bluedot's long term campaign to eliminate single use plastic #drasticonplastic, From The Fields worked with United Utilities to create a campaign to distribute free, refillable, BPA-free, metal water bottles to festival goers via a pre-registration system to use at the festival and take home for future use. The partnership also saw improved access to drinking water stations across site and the introduction of the Watering Hole, where festival goers could collect and refill their water bottles.

Over the four years of the partnership over 40,000 water bottles have been dispensed, with pre-registration hitting capacity in 2 days of going live. Significant consumer engagement on the ground and positive PR and social media around the campaign.

Achieved 68% recognition in post event customer survey.

"United Utilities have been a partner of bluedot for 4 years now and throughout that time the partnership has gone from strength to strength via a combination of shared understanding of our objectives and understanding what drives a successful partnership."

**REGIONAL STAKEHOLDER
MANAGER, UNITED UTILITIES**



Water for the North West



CASE STUDY: OATLY

Oatly partnered with bluedot festival with the aim of changing consumer perceptions of oat milk by offering free lattes during the festival and encouraging attendee's to take a 72 hour pledge to ditch milk and save the planet!.

From the Fields worked with Oatly to create a bespoke marketing campaign to drive awareness of their activity and also curated a talk featuring climate experts and national journalists discussing the future of food sustainability.

The partnership was a resounding success with over 90% of attendee's who interacted with Oatly feeling more positively towards the brand.

"Oatly were incredible., Excellent brand. Excellent staff. Excellent ethics"

"Loved Oatly, the freebies were great and it made me defiantly consider moving over to oat milk. it was fun and felt good"

CUSTOMER FEEDBACK



CASE STUDY: AMAZON MUSIC

Objective: In 2017 we devised a campaign to drive awareness and deliver a new customer trial for the Amazon Music streaming service at Kendal Calling and bluedot.

Results: Working with Manchester legends the Happy Mondays and house music vanguards Leftfield, we created a summer campaign which saw both artists performing on the festivals' main stages, presented by Amazon Music. Exclusive footage and interview content was created and rights secured for Amazon Music with the artists label, publishers and management along with bespoke merchandise and some unique customer loyalty experiences resulting in the campaign surpassing objectives by more than 200%

amazon music

FROM THE **FIELDS**





bluedot



FROMTHEFIELDS.CO.UK