

The background of the image is a photograph of a large outdoor festival. A massive crowd of people fills the lower half of the frame, facing a stage area in the distance. On the stage, there are two large, colorful, conical structures resembling tents or large speakers, one with red and yellow stripes and the other with purple and white stripes. The sky is blue with some clouds. The entire image is framed by a decorative border of various flowers and greenery, including pink hibiscus, blue pansies, yellow sunflowers, and red geraniums. Butterflies and ladybugs are also visible on the foliage.

WELCOME TO THE FIELDS





2021 BRAND CHALLENGES



BRANDS HAVE A PROBLEM

LOYALTY

77% of Customers wouldn't care if their favourite brand disappeared.



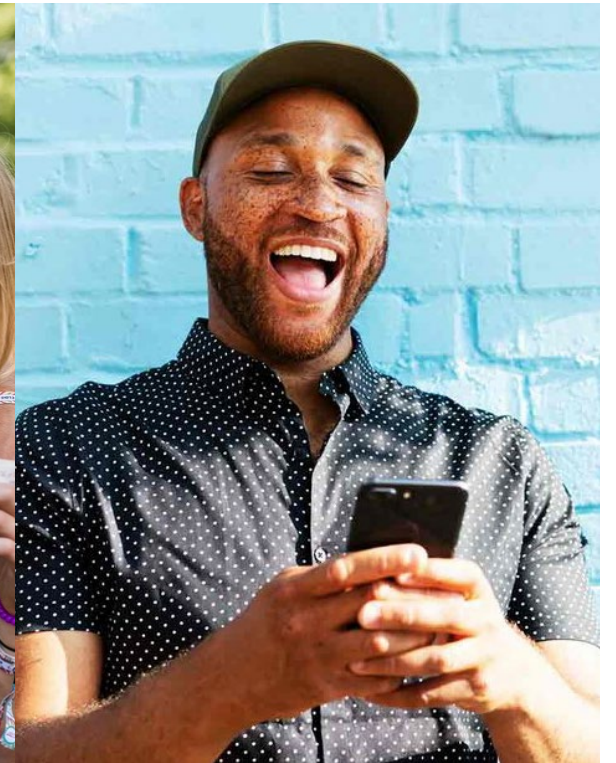
PURPOSE

Cultural relevance and purpose are incredibly important to brand equity and consumer purchase intent.



ATTENTION

Avg Gen Z attention span is 8 secs, and is exposed to 80 marketing messages a day. Traditional marketing doesn't work.



WE HAVE THE SOLUTION

LOYALTY

78% ticket rollover during the pandemic. Festival brands create more loyalty than traditional brand marketing. 80% are more likely to purchase a product if they already tested it at a festival.

EXPOSURE

Avg Gen Z exposed to 80 daily marketing messages. Festivals offer 4 days away from normal marketing static with selected **partners**.



WE HAVE THE SOLUTION

PURPOSE

Audience 6X More likely to interact & champion brands who create memorable experiences.

POST PANDEMIC PARTY

We miss shared experience.
92% of surveyed festival goers planning to attend more live shows post pandemic.



WE HAVE THE SOLUTION

65%

“live events and product demo help me fully understand a product better than any ad”

72%

“I positively view brands that provide quality event experiences”

98%

of consumers participating in event or brand experiences create digital content as a result

80%

I am more likely to buy a product after seeing integrated at a music festival”





KENDAL
CALLING

KENDAL CALLING STORY

THE STORY SO FAR

2006

A pair of music nuts kicked off a two-day party at the glorious Abbot Hall Park in Kendal for 1,000 fans.

2009

Lowther Deer Park became the new home. 6,000 fans surrounded by Henry VIII's deer, Mumford & Son and The Streets.

2014

Launched KC live channel. Virgin Galactic and Richard Branson got involved as did 20,000 of our family.

2008

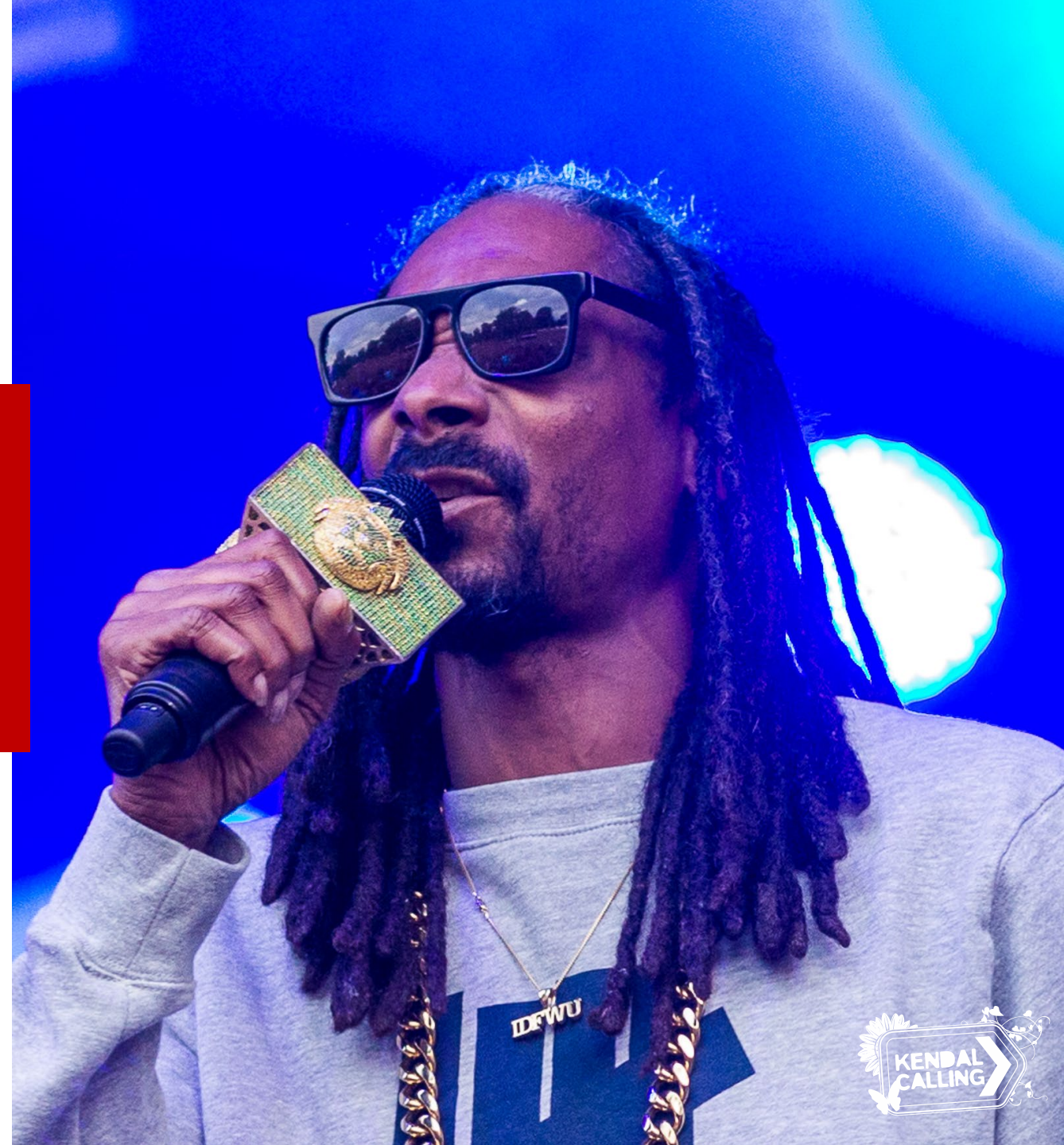
Dizzee Rascal, DJ Yoda and 4,000 music lovers rocked Kendal Calling, it was time for a bigger home.

2013

Awards.... Best Medium Sized Festival! London Grammar, Public Enemy & Basement Jaxx brought the house down.

2019

Kendal Calling goes Jurassic along with 35,000 witnessing Nile Rodgers legendary headline set.



CALLING IN NUMBERS

40'000

attendees per
day

**15th
Edition**

**29th July – 1st
Aug 2021**

Multiple Awards

Best Small Festival 2010 • Best
Medium Sized Festival 2013
Promoter of the Year 2018 • Best
Brand Activation 2019

500k+

**Tickets sold
since 2006**

3,000+

Artists
booked
since 2006

***“Glastonbury of the
North”***

The Times

***“...the uk's most
picturesque festival...”***

The Guardian



CALLING IN NUMBERS

£3.5 Million

2019 PR Campaign value

500,000+

Tickets sold since 2006

17.2 Million

Marketing Campaign reach in 2019

150,000+

Opt-In customer email

5.7 Million

Kendal Calling Radio Reach

600 +

Pieces of coverage in 2019 inc...

BBC
RADIO



Absolute
Radio

theguardian

THE
Sun

The Daily Telegraph

UNILAD

heat

TimeOut

mixmag

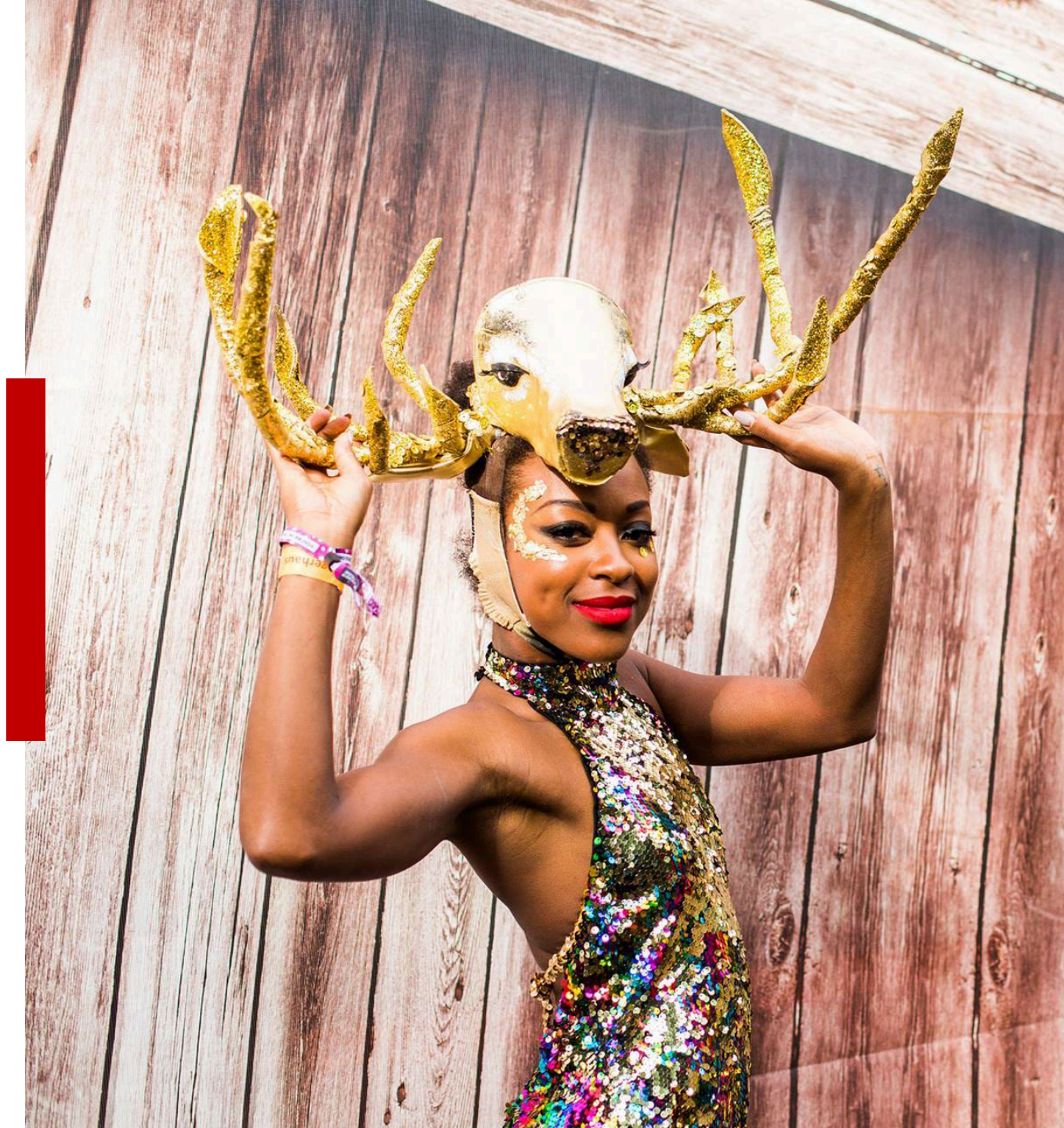
NME

HUFFPOST

BBC
RADIO



Manchester
EveningNews





WELCOME TO THE NORTH



MEET THE FAMILY

Renowned for its warmth, authenticity and values Kendal Calling is more than just a festival to its audience. Its beautiful location, eclectic programming and attention to detail draw a broad and diverse audience every year.

A FESTIVAL FOR EVERYONE

9%	under 18
24%	18-24
25%	25-34
32%	35 - 44
9%	45 - 55

LOYALTY

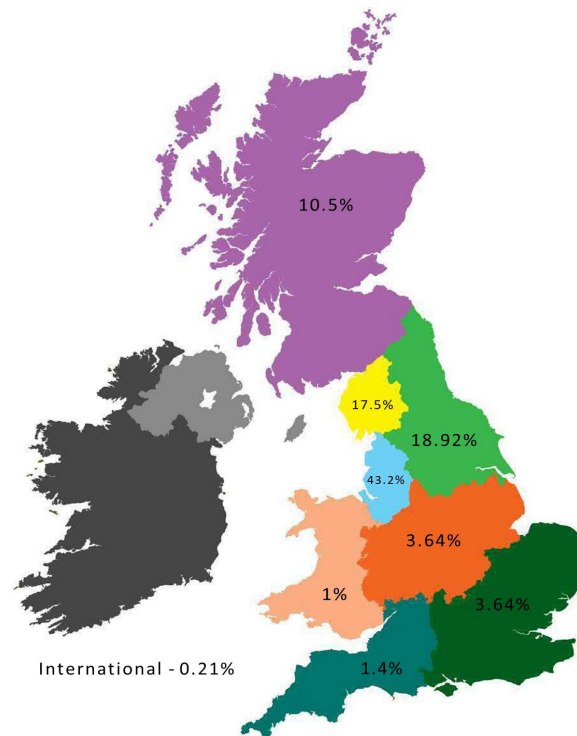
67% have been to more than one previous Kendal Calling.
28% had been to more than

FAMILY FRIENDLY

25% attend as a family
Over 90% agree it's a family friendly festival

ENGAGED

Incredibly active digital community.
Even unofficial fan pages have over 7,000 followers.



MEET THE FAMILY

GEN Z

Students or early careers, wily with purchase intent driven by word of mouth, tech savvy & purpose driven, socially conscious and idealistic including purpose and sustainability



GEN Y & MILLENNIALS

Engaged and educated professionals with disposable income. Urban renters or first time homeowners with young families. Health conscious but like to let go.



GEN X

Homeowning families or adults. Affluent, industrious, work hard but play hard mentality. Holidays and events are a priority, socially driven but also value driven.



WHAT DO THEY THINK?

AUTHENTIC

“It’s not a pretentious festival it feels **authentic**. Real people, real music, all together.”

VALUE

“Price of tickets and (more importantly) beer keeps me coming back. I don’t feel I’m being ripped off”

THE NORTH

“it really feels like it represents a northern sensibility. **Friendly** and **honest**.”

ECLECTIC & DIVERSE

“the attention to detail in the programming makes it such a **diverse** festival”

BEAUTIFUL LOCATION

“one minute you’re in front of the main stage, the next in the middle of the woods . It’s a great boutique-y vibe”



WHAT DO THEY THINK?

"Kendal Calling is loved as much for its breathtaking setting in rolling green fields as for its top-notch lineup"

SUNDAY TIMES

"beautifully brilliant... one to remember"

MANCHESTER EVENING NEWS

"it's unlike any other festival. One of the highlights of summer!"

THE CHARLATANS

"run to the hills for this family-friendly indie-dance festival"

THE INDEPENDENT

"What a festival! We were thrilled with the results and thoroughly enjoyed working so closely with the team, their expertise and experience is invaluable"

NEW BALANCE



LIVE LEGENDS



URBAN GIANTS





DANCE ICONS





CABERET / ART / CULTURE / FAMILY





**SAY IT WITH
FEELING**



**MAKE IT
HAPPEN.....
KENDAL
CALLING
JOURNEY**

**SOCIAL AND DIGITAL
MEDIA ANNOUNCEMENT
CAMPAIGN**



**PRODUCT AND RETAIL
INTEGRATION**



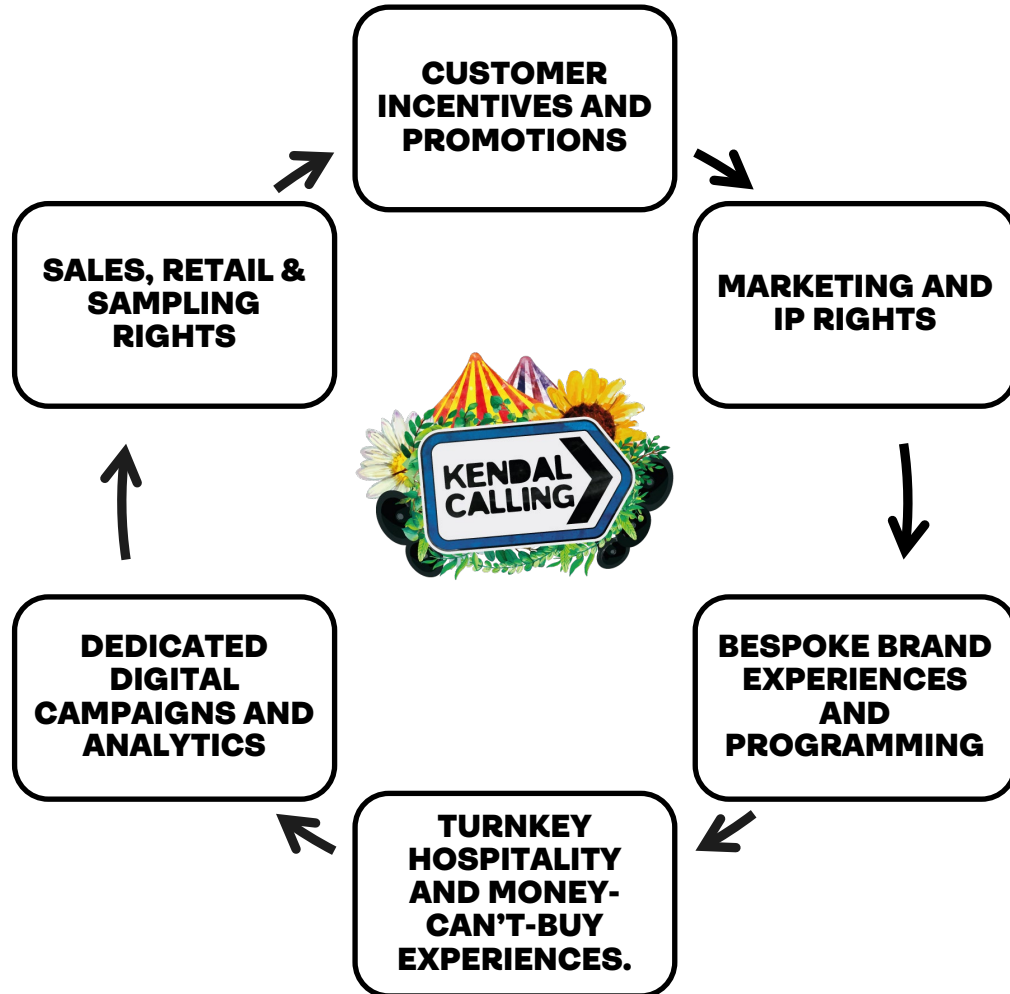
**CONTENT CREATION
AND ANTICIPATION**



**ONSITE EXPERIENCE
AND DELIVERY**



360° PARTNERSHIP MIX



TALK TO THE NORTH



FROM SPONSORSHIP ----->----- TO PARTNERSHIP

CASE STUDY: UNITED UTILITIES

OBJECTIVE

Customer engagement, increase sustainable water use and reduce single use plastic

DELIVERY

Pre event engagement with over 20,000 fans. Co-branded free metal water bottles for all festival goers delivered from employee managed brand activation.

RESULTS

93% audience recall and engaged with United Utilities. Reduced Landfill waste significantly. Brand Activation Award Winner

“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**

Have a drink on us!



CASE STUDY: VIRGIN TRAINS

OBJECTIVE

Increase brand fame, take festival goers out of cars and on to trains & the party started earlier.

DELIVERY

UK-first travel incentive for festival goers. Branded train with on board festival entertainment. Shuttle service around festival site and secret woodland party.

RESULTS

150% increase in train travel to the festival. Direct engagement from Richard Branson. 150 employees actively engaged

the team have been creative and passionate from our first contact and delivered first rate results. To be part of the Kendal Calling family feels incredibly special."

**HEAD OF MARKETING AND
PARTNERSHIPS, VIRGIN TRAINS**



CASE STUDY: SAILOR JERRY

OBJECTIVE

Drive trial and Increase awareness of Sailor Jerry in the north of UK.

DELIVERY

Pre festival social media campaign, rock n Roll cocktail bar airstream, DJ's, merch and brand ambassadors. Festival-wide retail and artist gifting.

RESULTS

Increased category sales over 400% YoY. Over 85% audience engagement and brand recall. Major sales uplift in on trade and at home in key northern regions.

"the results were beyond our expectation. We have built on the successes of the three years of partnership and achieved valuable brand awareness in the North-West."

**BRAND DIRECTOR, WILLIAM
GRANT & SONS**



SOME OTHER RECENT PARTNERS



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