SOUNDSTORM 23 100 DAYS TO GO A MAJOR MILESTONE



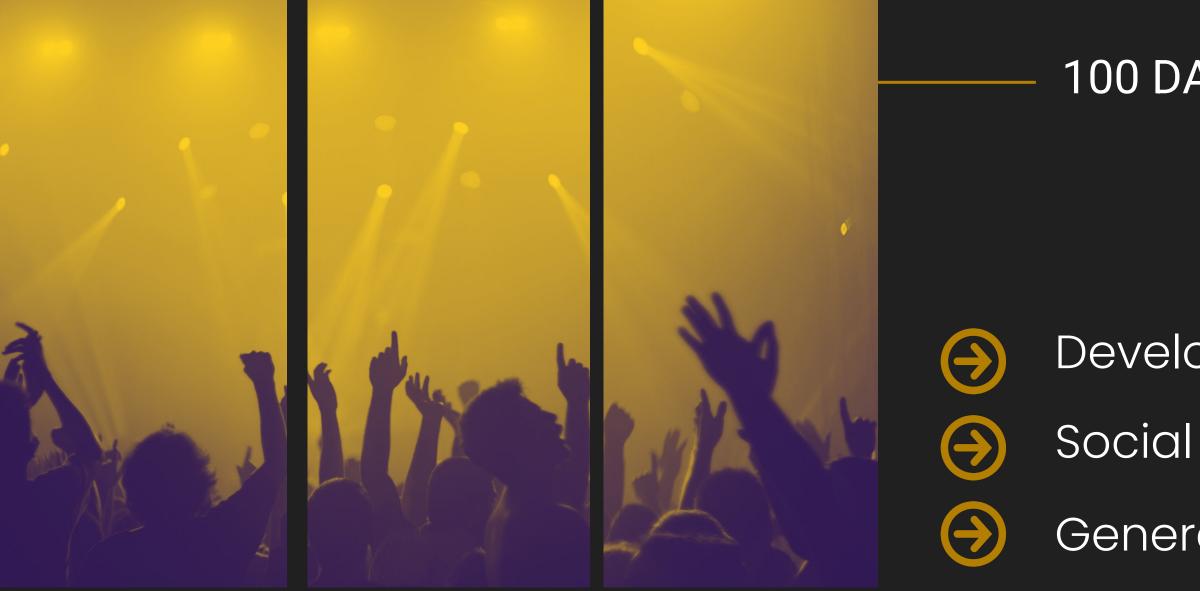
VENUE BANBAN, RIYADH

DATE 23 AUGUST 2023



SOUNDSTORM 2023 Objectives

- Attract Diverse Fans
- Premier Culture & Music Experience
- Drive Tickets & Attendance



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100 DAYS TO GO Objectives

Develop MEGA Event

Social Media Engagement

Generate Awareness & Excitement

What You Will Hear Key Messages

Must attend event in Riyadh, Saudi Arabia for music, art, and culture lovers

Unique opportunity to experience the best in live music, lifestyle, and culture

OBJECTIVES TARGET AUDIENCE **KEY MESSAGES**

BOOMBOX QR CODE

COMM STRATEGY

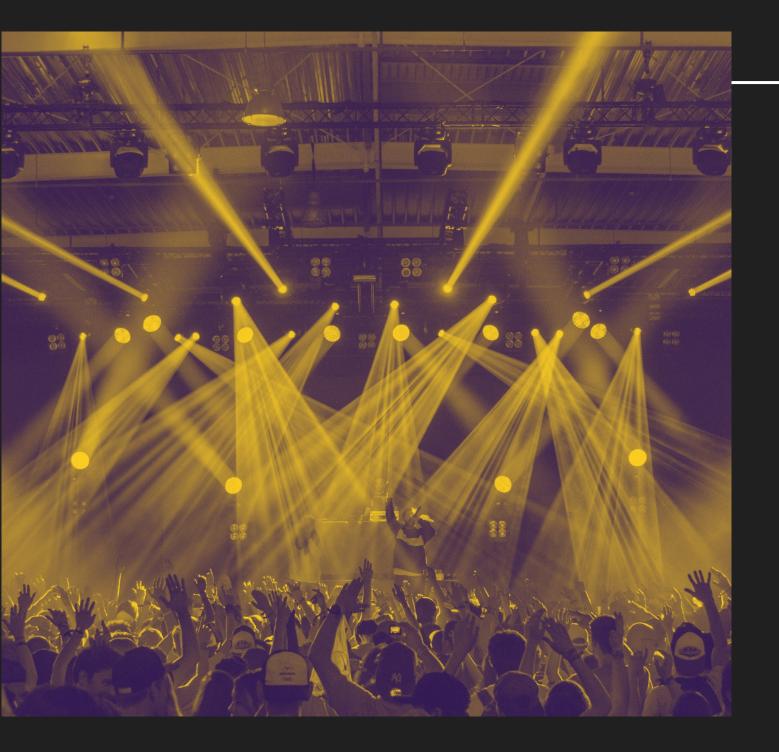


One-of-a kind experience in Saudi Arabia

MEDIA

TATICS

TIMELINE



EXPECT

BOOMBOX QR CODE OBJECTIVES KEY MESSAGES TARGET AUDIENCE COMM STRATEGY

Diverse Audiences Local & International

Our Targets

Music Lovers & Festival Goers Youth & College Students Art & Culture Enthusiasts Millennials & Gen Z Tourists Expatriates KSA Citizens & GCC Nationals Social Media Influencers Press & Media

PRESENTING World's Largest Boombox QR Code 29,000 Square Meters

Integrated in Sand Unique Design by Saudi/MENA artists Colorful artwork, cultural symbols, musical expressions

Soundstorm 2023



MEDIA TATICS TIMELINE

Anticipate Greatness Unveiling the QR Code VIP Night Event 23 August 2023 Banban, Riyadh

Incorporating the Worlds of Music, Lifestyle, and Culture **VIP** Concert Bani Beast Clothing Soundstorm DJ & International Artists Live Stream for Media & Fan Engagement





MEDIA

TATICS



A Night for Local & International VIP Attendees

Government Officials Social Media Influencers and Bloggers Journalists Celebrity Personality



OBJECTIVES KEY MESSAGES TARGET AUDIENCE BOOMBOX QR CODE COMM STRATEGY MEDIA TATICS TIMELINE



Comprehensive Communication Strategy

Owned, Earned, Shared, & Paid

Incorporating Worlds of Music, Lifestlye, & Culture

Engaging Media

OBJECTIVES

KEY MESSAGES

TARGET AUDIENCE

BOOMBOX QR CODE

COMM STRATEGY



Engaging Fans

MEDIA

TATICS





Increase Awareness & Engagement Media Channels

Social Media Ads | Influencer Marketing

BOOMBOX QR CODE COMM STRATEGY OBJECTIVES KEY MESSAGES TARGET AUDIENCE

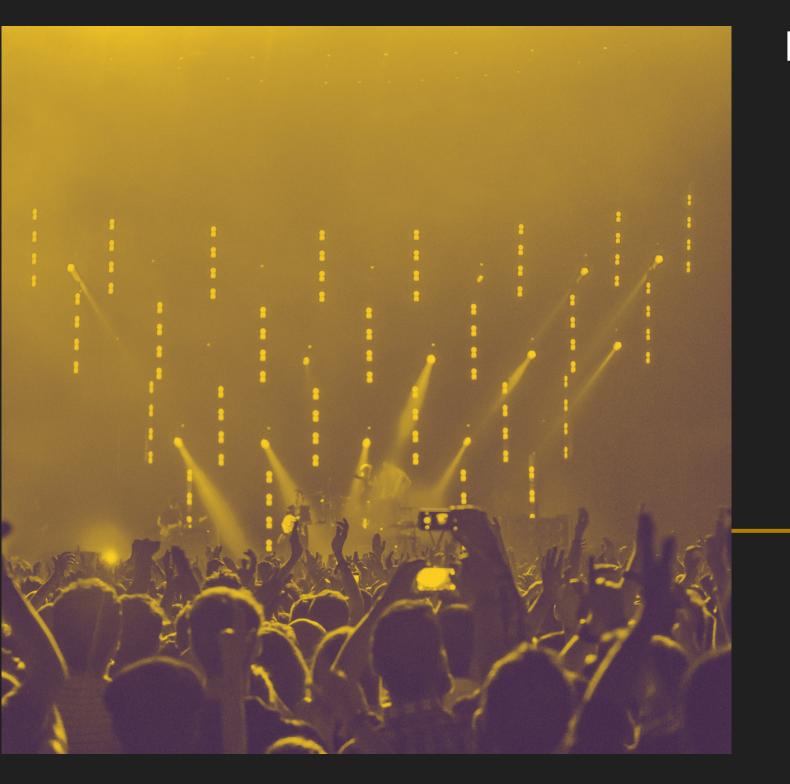
OWNED

Website | Email Newsletter | Social Media SHARED

> Influencer Outreach | Collaboration EARNED

> > Press Releases | Media Pitching

PAID



ENGAGING

FANS Social Media Contests Hashtag Campaigns

OBJECTIVES **BOOMBOX QR CODE COMM STRATEGY KEY MESSAGES** TARGET AUDIENCE

Soundstorm 2023 \mathbf{O}

Local, Regional, & International

MEDIA

Journalists Media Outlets Press Conferences **Exclusive Interviews** Media/Press Kits

TATICS **MEDIA** TIMELINE

Media Targets & Engagement

Art, Culture, Fashion, Music, and Events

TARGETS

News Websites Media Outlets Magazines Press Blog and Event Websites

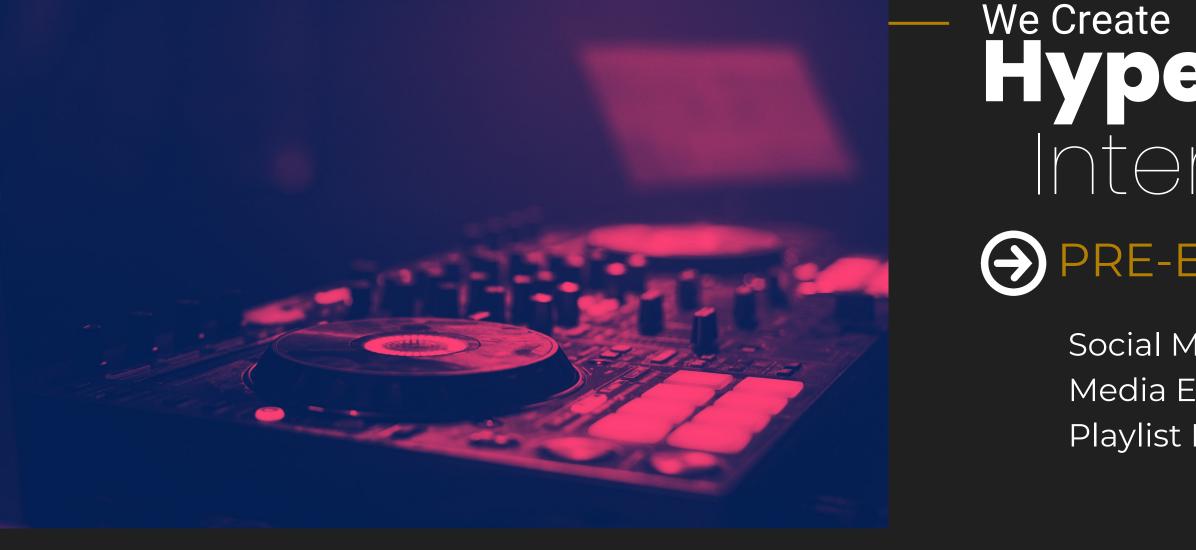
ENGAGEMENT

Press Releases Social Media Press Conferences Key Influencers Partnership





TEGY MEDIA TATICS TIMELINE







OBJECTIVES KEY MESSAGES TARGET AUDIENCE BOOMBOX QR CODE COMM STRATEGY

Hype & Buzz Intentionally PRE-EVENT STRATEGIES

Social Media Engagement Media Engagement Playlist Development

#BoomboxQRCode

MEDIA

TATICS

TIMELINE



#Soundstorm23

#100DaysToGo

BOOMBOX QR CODE COMM STRATEGY OBJECTIVES KEY MESSAGES TARGET AUDIENCE

Hype & Buzz Intentionally POST-EVENT STRATEGIES

Social Media Engagement

- Partnerships & Sponsorships

#BoomboxQRCode

MEDIA

TATICS

TIMELINE

180 Days Needed to Successfully Execute "100 Days to Go"

OBJECTIVES

KEY MESSAGES

TARGET AUDIENCE

BOOMBOX QR CODE

COMM STRATEGY





MEDIA

TATICS

