



**Category:** Arts, Culture or Sport Campaign

**Company:** Grayling

**Entry title:** Arcadia London

---

**Brief and objectives:**

The Arcadia 'Spider' is a 50-tonne, flame-shooting recycled structure that is a centrepiece of the famous Glastonbury music festival, attracting tens of thousands of people each night for its acclaimed 'Metamorphosis' show – an Arts Council England supported, immersive, 360-degree performance. The 'Spider' plays host to some of the world's best-known DJs during the festival.

With no Glastonbury in 2018, Arcadia was to hold its biggest stand-alone show to date in London's Queen Elizabeth Olympic Park on 5/6 May – marking its London debut and celebrating 10 years of Arcadia.

Arcadia enlisted Grayling's support to position Arcadia London as a must-visit new stand-alone festival in 2018, but importantly to set it apart from any other London festival by positioning it as a unique cultural and immersive theatrical experience.

**Communications objectives**

- Create a distinctive profile for the festival to cut through the noise of competing London festivals and sell tickets
- Drive media coverage for Arcadia in mainstream media and tell the Arcadia 'story'
- Use the event to build key media relationships
- Increase reach and engagement on social media

Use the London event as a showcase to attract interest from international promoters

## **Rationale behind campaign, including research and planning:**

Facing a busy and competitive landscape for festivals in London, we knew that to cut through the noise, we had to make Arcadia London stand-out– and that meant taking a different approach to standard festival promotion.

Initial conversations with Metro and the Evening Standard had also confirmed that without significant advertising spend (which Arcadia didn't have the budget for), editorial opportunities within the music / what's on sections would be limited, given the number of new and established festivals now taking place in London.

We knew we had to devise a strategy that would take Arcadia out of music press and music pages, by building a compelling narrative about the Arcadia Spider. Fortunately, Arcadia has an incredible story to tell.

## **Strategy and tactics, including creativity and innovation:**

Grayling devised a two-phased strategy – maximising opportunities for media coverage and engagement across music-focused media and what's on outlets, and within mainstream London-based and national news media. This was supported by an integrated digital and social strategy, with assets produced to coincide with key announcements:

### **1. Ticket sales and event profile (November – March)**

A series of announcements for media and social channels that would give us multiple opportunities over a sustained period to secure news-led media coverage within music-specific titles / London/national music and 'what's on' platforms – key to reaching the core festival-goer audience. This positioned Arcadia as the ultimate tonic to beating the Glastonbury blues during the fallow year.

### **2. The Spider Story (April – May)**

Arcadia has a compelling story to tell - from its very DNA, with the Spider being built from 95% recycled military hardware, re-purposed to bring people together in a positive way - to the fascinating cultural connections that the founders have forged, the Metamorphosis show that is performed on the Spider by performers like the Lord of Lightning, who shoot 2 million volts from their hands. Our approach was to draw out key themes for media that help tell the story of Arcadia and create an attention-grabbing stunt at a landmark London location to achieve cut-through – all supported by compelling video content.

## **Implementation of tactics:**

### **Ticket sales / event profile**

- Announcement of Arcadia London, focusing on the Spider and links to Glastonbury, with teaser video
- Announcement of first-phase line-up and ticket sales
- Full line-up announcement with full video
- Outreach to all media to pitch Arcadia London as a key alternative to Glastonbury, for inclusion in bank holiday / summer festival guide features
- Secured partnership with Secret London (250k+ reach) free of charge
- Targeted ticket giveaways including Metro

### **The Spider Story**

- Tribal connections – during Arcadia’s first visit to Australia, the founders struck up a relationship with an indigenous Aboriginal Tribe which who performed a sacred song and dance for the first time in a century underneath the Spider. With the Tribe coming to London for the event, we secured an exclusive broadcast with Sky News for the Tribal leader and Arcadia, exploring the cultural connections between each group. A social media video was produced exploring the relationship.
- Metamorphosis – to highlight the immersive performance element of Arcadia and appeal to those interested in arts and culture, we delivered a stunt where key performers from the show abseiled down the iconic ArcelorMittal Orbit to mark the countdown We tactically invited key newswires to achieve maximum reach.
- Stream of feature pitches e.g. interviews with the founders (Meet the Spidermen) and the culture exchange between Arcadia and the tribe.
- Capitalised on Arcadia’s 10<sup>th</sup> anniversary by pitching 10 years of Arcadia picture stories
- Reactor – announced new stage concept as a teaser with video hinting at what would be unveiled. The theme of the video focused heavily on Arcadia’s positioning as an experimental laboratory.

### **At event**

Grayling ran a busy on the ground press office, which included news agencies attending the rehearsal for wire coverage ahead of the event, and a steady stream of interviews / attendance throughout the festival.

### **Measurement and evaluation:**

80 pieces of coverage achieved with 184m reach, 100% of which was positive:

- 34 national
- 21 London press
- 20 music press

### **Results against objectives**

- Drive media coverage for Arcadia in mainstream media and tell the Arcadia 'story'
  - 55 national / London articles, reaching 169m
- Use event as a platform to build key media relationships
  - 42 journalists attended, including Sunday Times, Metro, Getty and Reuters
- Increase reach and engagement on social media
  - Reach of full campaign on social media: 5,476,500
  - Reach of key videos on social media: 2,154,800
  - Social media engagements: 215,551