

LiveSommer2020

Open-air car park festival in Stuttgart

13.06.-11.07.2020

WHY SHOULD THIS PROJECT WIN AN AWARD?





New concept.



- APCOA AND PARTNERS OFFERED 4 WEEKS OF DRIVE-IN LIVE CONCERTS AT OPEN-AIR CAR PARK 'P0' AT STUTTGART AIRPORT.
- A FESTIVAL ATMOSPHERE AT 'P0' EMERGED - NEVER EXPERIENCED BEFORE COVID-19 AND MAYBE NEVER EXPERIENCED AGAIN WHEN THE PANDEMIC IS OVER.
- ALL REALISED FACING SHORT-TERM WORK.



“At LiveSommer2020 there were thousands of delighted people rocking out in their cars, spaced out in neat rows, enjoying live entertainment through windscreens and tuned to their FM radios.”



Unique atmosphere.



- A HAPPY CROWD, SITTING IN THEIR CARS, SINGING, HONKING AND HOWLING, SYNCED UP TO PERFORMERS FOR A COMMUNAL EXPERIENCE.
- WITH A NON-BENEFIT-ORIENTATION FOR APCOA BUT A CAR PARK COMPANY CARING FOR THE COMMUNITY.



Across borders.



- THE PROJECT WITH A CROSS-MEDIA ACTION PLAN LEAD TO A BRAND AWARENESS FOR APCOA AND ENDED UP IN INSTALLS FOR THE APCOA FLOW APP.
- ATTRACTING CUSTOMERS FROM GERMANY, AUSTRIA, SWITZERLAND AND FRANCE VIA MOSTLY UNPAID MEDIA ACTIONS.



Into the heart.



- APCOA WANTED TO BRING BACK HAPPINESS TO PEOPLE'S LIVES AND FUN ADVENTURES THAT HAD BEEN DENIED FOR A LONG TIME.
- ALL PLANNED TO STRICTLY MEET THE CORONA REGULATIONS. DURING THE EVENT COVID-RULES CHANGED AND RESTRICTIONS COULD BE LOOSENEED.



Fan power.



- GIVING A PIECE OF UNIQUE ADVENTURE INTO PEOPLE'S "NEW NORMAL" AND AN EMOTIONAL EXPERIENCE TO REMEMBER.
- THIS HAPPENING WAS SOCIALLY SHARED AND WILL STAY TO PEOPLE'S MEMORIES FOR A LIFETIME.
- A POWER THAT MOTIVATED APCOA WORKFORCE.

NON-DIGITAL ACTIONS.

Media mix and partnership action as key for a wide visibility.

Radio **40 Mio. people**

Print Media
**1,6 Mio.
people**

17 Show Acts
25.000 visitors

Flyer **20.000**

Live Sommer
Autokonzerte für den Süden 2020

Out-of-Home in Stuttgart
22,5 Mio. Visits

Overall campaign numbers.

**KONTAKTLOS
GLÜCKLICH
PARKEN**

OHNE TICKET - OHNE BARGELD - OHNE ZUSATZKOSTEN

QR Code

Gratis App

APCOA FLOW

Königsstraße, Stuttgart

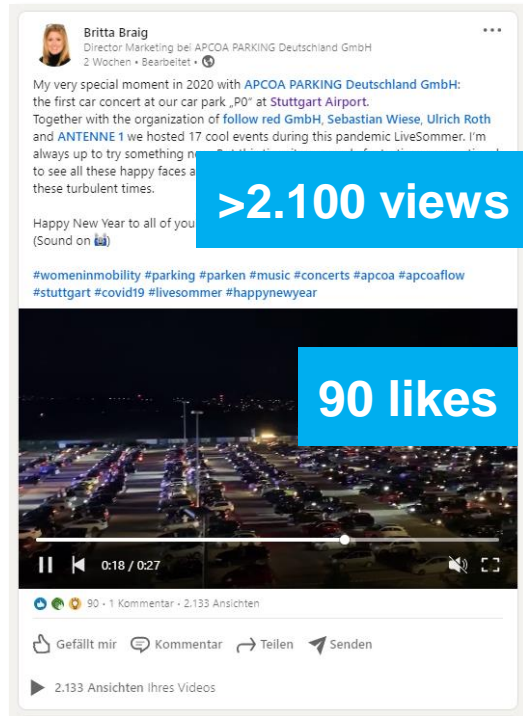
HAUPTBAHNHOF

STUTTGART-MITTE

Bereits in über **50** APCOA Parkgaragen in Baden-Württemberg

DIGITAL SUCCESS.

Cross-media plus partnership power in digital actions.



“Judging by the visitor’s reactions: they absolutely loved it”

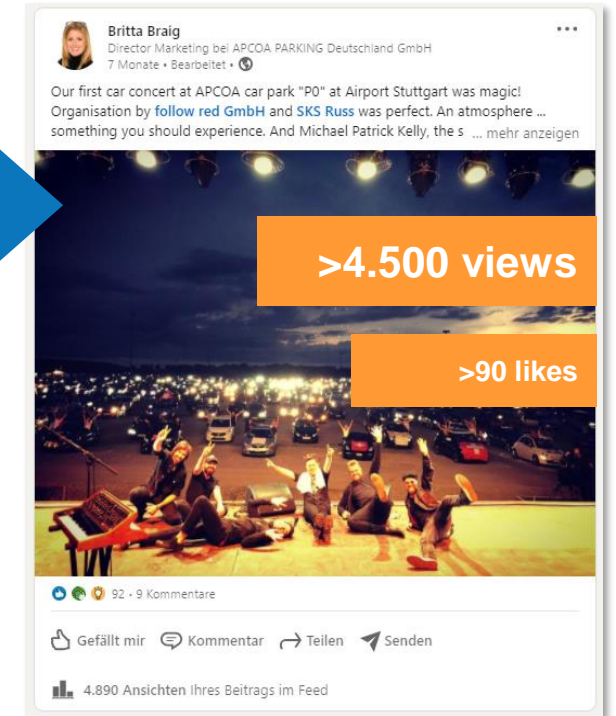


Digital publications
> 6,4 Mio.

Social Media
> 1,1 Mio.

Web visits
> 120.000

Overall campaign numbers.



Target group: car drivers and music-enthusiasts at any age.

THANK YOU.



“Hosting such events, offer fans huge amounts of fun, raise awareness, improve image and provide great feeling during such strange times. We weren’t looking to make money or develop a business model. We offered an empty car park, picked a chance, discovered new areas and learned.”