

Byfesten

Dynamic DOOH drives engagement for music festival in Norway

Region

EMEA

Client

Byfesten

Partners

JCDecaux Norway, Vistar Media

THE CHALLENGE

Draw attention and drive engagement for Byfesten, a music festival in Lillestrøm Kultursenter, Norway.

THE OBJECTIVE

Promote Byfesten, a vibrant festival celebrating music and culture, and draw in crowds and create buzz.

THE SOLUTION

Pre-festival approach included a dynamic countdown time displaying the days remaining until the festival began. During the festival campaign, visuals displayed the next artist scheduled to perform and a countdown to their performance alongside displaying the distance from where the attendee was standing to the stage, dynamically updated based on the schedule to ensure festival-goers received the most current and relevant information - 500 variations on 27 screens.



Target audience

- Audience within a 500m radius of the venue including potential festival-goers in close proximity to the event venue



Inventory

- 27 screens across transportation hubs, shopping centres and key public spaces around Lillestrøm



Channels activated

- prDOOH

