



Mobile and multiplatform engagement rock

5/28/2015

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According to [a study from Eventbrite](#), one in five millennials attended a music festival within the previous year. Remote participation is also increasingly important. In fact, one out of every four posts about music festival came from remote participation via live streams or other platforms, and 70 percent of people viewed music festivals remotely said that they were more likely to attend a future live event.

Besides profiting from the wristbands, major music festivals create a myriad of other touchpoints for marketers to interact with millennial consumers. According to [The Wall Street Journal](#), more than only paying sponsorship fees to Coachella, South by Southwest and Lollapalooza, today, brands invest much more on producing the festival activities and experience. From beverages to fashion to tech, brands in different categories try to involve young

customers by providing them more experiential and interactive features.

In the digital era, reaching millennial customers is no longer the challenge. However, the attention economy definitely makes it harder to influence and engage them. In these successful music festival practices, brands can use mobile and other platforms to engage young customers by truly understanding their pain points, such as the hassle of transportation between festival venues or even missing out on what their friends are doing if they can't attend.

Using livestreaming to engage millennials off-site

[Coachella](#) and [Ultra](#) both provided video live stream on YouTube for remote participation. Since millennials are fear of missing out on great events, video live streaming is a smart solution to allow audience participation in the music festivals in another platform. It also provides an alternative for people to customize their schedules. [Spiegel Research Center's multiplatform](#) study showed that engagement across platforms is proven to decrease time-to-next purchase and grow lifetime value of a customer. Though live music is an "in the moment" thing, creating customized experiences across platforms will definitely encourage customers to explore and try to participate on-site in future.

In-context mobile engagement addresses transportation

Every marketer who participates in

music festivals knows that mobile is a "must." So keeping up with the context and addressing customers' real pain points are really important in such a competitive environment. Lyft is a good example. At SXSW, the peer-to-peer ride-sharing service established official partnership with the festival and promoted its carpooling service Lyft Line. SXSW was an ideal context because concert-goers need rides to catch performances in different venues. Lyft also [offered service at Coachella](#).

To rock the millennials' engagement, brands should always focus on the consumer and use technologies to address their pain points.

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