

WiFi helps Festimusic, sponsored by Freshcola, become the top summer music event worldwide



Introduction

Festimusic is a three-day music festival that will be held in Spain for over 170,000 people. In its 10th edition this year, the event will be sponsored by well-known beverage company, Freshcola, that wants to raise brand awareness, especially among millennials, who represent a large proportion of attendees.

The goal

The organizers of Festimusic were concerned with more than music: Merchandising sales also represent a substantial revenue stream. The organizers were also aware that a very important part of the experience for attendees is being able to share videos and pictures via social media. This social media traffic helps place Festimusic among the top summer music events worldwide.

Festimusic organizers also knew, however, that in previous editions of the festival, mobile coverage was spotty, especially during headline acts. That's why Festimusic set the following goals:

- To offer a best-connected experience during the festival
- To increase merchandise sales



The Project

Festimusic and Freshcola decided to use Fontech's Guest WiFi Solution for this project. A set of access points was installed at the concert venue. Fontech's WiFi Service Management Platform (WSMP) was the perfect match because of its reliability and scalability, which were essential for the high volume of expected attendees.

Users looking for WiFi were guided through a captive portal flow where they were able to use their email or Facebook accounts to access the network. Users only had to log in to the service once to enjoy unlimited connectivity throughout the three-day festival.

Festimusic easily personalized the WiFi service using the WSMP console: The captive portal was transformed into a marketing tool to advertise Freshcola and the merchandising items sold at the festival. Email and social network information provided by attendees was also used to promote other Festimusic-related events, additional merchandising, and new events sponsored by Freshcola.



Next steps with Fontech's additional products: SDK

In order to boost Freshcola and merchandising sales at future events, Festimusic has decided to offer three different levels of WiFi service (Bronze, Silver, and Gold) depending on how much customers spend. Bronze users will be given basic the WiFi service available to the general public. Users who buy Freshcola at the festival

will be given a code they can redeem on the WiFi sign up page that will grant them Silver status with the right to use WiFi at a higher speed. The highest WiFi speed will only be available to Gold users who spend over €20 on merchandising.

