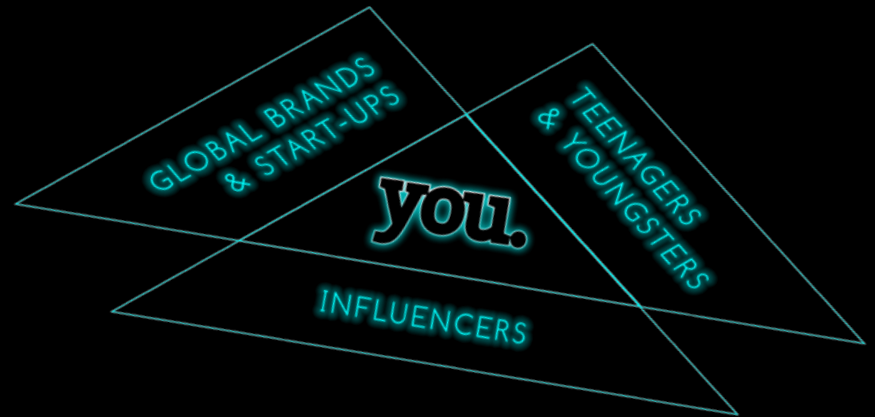




you.
Summer
Festival 2018

THE FESTIVAL

Inspire and be inspired! - The YOU Summer Festival 2018 is the start of an unforgettable season for the young generation. We inspire and motivate them with interactive programs and fantastic worlds of experience. Three full days of action with music, sports, lifestyle – plus a colorful career corner.



WE ARE...

FOR REAL

Experiences and emotions at Europe's largest event for teens and young people



CLOSE

Face-to-face contacts at the festival and via online/offline communications



VIRAL

Festivalgoers and influencers interact via social media channels



THE PLACE TO BE

For sports freaks, gamers, foodies, beautynistas, skaters, and many more



ASSETS



CONTINUITY

Expertise based on 20 youth marketing events



SUSTAINABILITY

Brand experiences that remain in memory



DIVERSITY

Combination of everything that moves and interests young people



HOTSPOT

Berlin is creative, international and dynamic

THE FACTS

DATES

22–24 June 2018

Annual event

Fri 9:00–15:00h

Sat & Sun 10:00–18:00h

CROWD

50,000 visitors

Average age: 16+

F: 60% M: 40%

77% School students

91% Recommend YOU to others

95% Report a positive impression

LOCATION

Exhibition halls with
historical charm

Summer Garden at
Berlin ExpoCenter City



VENUE



TOTAL AREA

Indoors	12,503 m ²
Outdoors	13,704 m ²



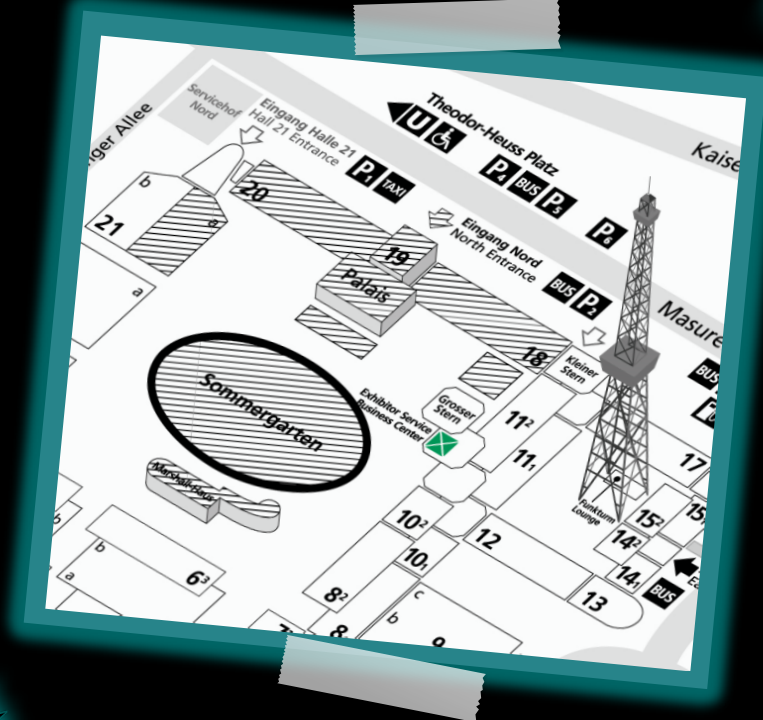
HALLS

Hall 18	3,821 m ²
Hall 19	890 m ²
Hall 20	3,947 m ²
Palais	1,545 m ²
Marshall	2,300m ²



FESTIVAL AREAS

1. Summer Stage
2. Action Pool
3. Sports Corner
4. Beauty Bar
5. Fashion Circle
6. Fit Food Station
7. Studio DIY
8. Gaming Zone
9. Future's Space
10. Teacher's Lounge
11. WM Court



1. SUMMER STAGE

Enjoy the time of your life! Celebrate Internet stars live on stage. Experience magic fan moments in an exclusive Meet & Greet. Selfies allowed – please post!

The line-up on the main stage in the Summer Garden features top artists, newcomers, social media stars, talent contests, and an after-show party with DJ. Refreshing non-alcoholic cocktails, smoothies, and soft drinks available from the bar.



SUMMER STAGE AREAS

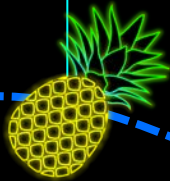
WORKSHOPS

Social media stars and professionals show how it's done! Lots of know-how and shared experiences for wannabees.



CONTESTS

A perfect opportunity for newcomers to attract attention.



AWARDS

The audience and professionals vote for the scene's best, most successful social media stars.



B2B

Where business meets business! Panel discussions, connecting platforms, social events, global brands, start-ups.



2. ACTION POOL

SPLISH – SPLASH!

The gigantic pool in the Summer Garden invites people to play and have fun on the water with SUP, banana boat and piggyback rides. Berlin's top wakeboarders will showcase spectacular jumps ahead of the competition season.



3. SPORTS CORNER

SWEAT 'N' FLIP!

A full spectrum of sports action for beginners and pros. The festival offers a wide range of activities for sports freaks – including the Sports Corner where young people can test their athletic abilities or cheer for the competitors.



4. BEAUTY BAR

SPARKLE *N* SHINE

Welcome beauty lovers! Professional styling and personal tips from the leading beauty brands and their artists. The Beauty Bar is where beautynistas who want the latest products meet: Swatch it, love it, shop it!



5. FASHION CIRCLE

CANDY COUTURE

Trendy fashion labels present their latest collections and offer loads of shopping fun. Into the changing room and out in style. The product range is eclectic with everything from accessories to zebra sneakers. A must for modern stylers and fashionistas.



6. FIT FOOD AREA

HEALTHY JUNK!

Healthy food is satisfying. Professional chefs and young people share culinary creations at the Cooking Station. The daily menu focuses on preparing fresh food, healthy nutrition and fitness topics.



7. STUDIO DIY

DO IT YOUR DAMN SELF!

The YOU Summer Festival appeals to active teens. Focusing on sustainability and creativity, Studio DIY features everything from knitting and sewing, to building, crafting, and decorating. The maker scene is waiting for new and innovative creations from Generation Z.



8. GAMING ZONE

BEAT YOUR BUDDY!

Get ready gamers! The YOU Summer Festival is where gaming gets real. An open community of gamers comes together in the Gaming Zone where they will find everything from video games and brain teaser tournaments, to laser tag and lots of street soccer action.



9. FUTURE SPACE

SPACE UP YOUR CAREER

The cool Career Corner is where fun and future planning can be perfectly combined. Teens can look forward to a wide range of topics focusing on education, training and job prospects. Interactive brand presentations by companies and NGOs offer insights into the world of work.



10. TEACHER'S LOUNGE

SCHOOL'S OUT, TEACHERS IN!

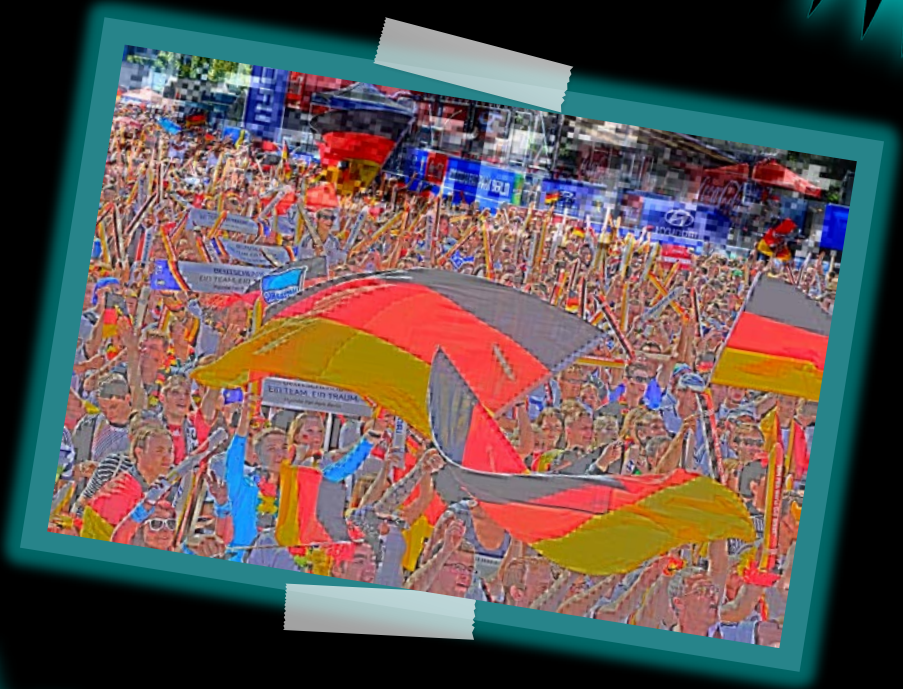
The Teacher's Lounge offers educators a unique place to experience training, see what exhibitors are offering for the next school year, or simply share information with colleagues.



11. WM COURT

GOLDEN GOALZ!

The World Cup Court is a place for fans to celebrate at the YOU Summer Festival. Young people and their parents can look forward to a unique open-air weekend event. The Summer Garden is where fans can watch live soccer action and cheer for their favorite teams.



INFLUENCER MARKETING

YOU SQUAD

Five high-reach influencers experience a 3-day event with 10 challenges from our brands

- Live communication
- Takeover
- Meet & Greet

CREATOR'S CLUB

Five young people design the YOU Summer Festival 2018 in five workshops

- User-generated content
- Authentic online communication in the target audience
- With/for young people



REACH

INFLUENCERS

More than 100 musicians, influencers, bloggers, online stars

REACH: 40 M

CAMPAIGNS

OOH, SEM, social media, display, print, blogs

REACH: 53 M

IN-HOUSE MEDIA

Website, Facebook, Snapchat, Instagram, YouTube

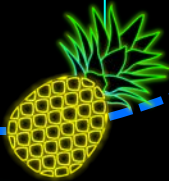
REACH: 65 K

PUBLIC MEDIA

Newspapers, radio & TV, online media, local media

REACH: 20 M

TOTAL REACH: ± 110 M



BRAND BENEFITS



ON TARGET

Face-to-face communication with target audiences

CONTENT CREATION

Content produced on-site

UNIQUE REACH

Online/offline communication

BRANDING OPTIONS

Interactive sponsoring

SALES PUSH

Image building and brand bonding



BE PART OF IT...

The YOU Summer Festival is an ideal platform for presenting your brand together with the latest products and community trends!

Thanks to a wide range of digital campaign options, the festival offers excellent conditions for integrating your brand – online and on-site. We not only connect you with our social influencers and their media reach, we work together with you on developing interactive concepts to ensure a perfect brand presentation.

At the same time, we power-up a summer feeling and set the stage for the pre-festival season.

We look forward to hearing from you!



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