Entertainment Event Trigger Worksheet

Entertainment events are also great opportunities for personalized messaging. Events can again be either national or local, popping in the name of a local artist or venue could really serve to make the advertisement look very personalized.

Major Entertainment Event	Event Type	Genre of Music	City/National	City	When
Bumbershoot 2014	Music Concert	Mixed- including Hip Hop/Alternative Rock	City	Seattle, WA	Leading
http://bumbershoot.org			City		During
			City		After
LouFest 2014	Music Festivals	Mixed including Hip Hop and Alternative Rock	City	St. Louis, MO	Leading
www.loufest.com			City		During
			City		After the event
Boston Calling Fall 2014	Music Concert	Mixed including Hip Hop and Alternative Rock	City	Boston, MA	Leading event
http://fall.bostoncalling.com			City		During the event
			City		After the event
Riot Fest Chicago 2014	Music Concert	Mixed including Hip Hop and Alternative Rock	City	Chicago, IL	Leading up to the event
http://riotfest.org			City		During the event
			City		After the event
Forever Never Land 2014	Music Concert	Mixed including Hip Hop/Alternative Rock/Dance	City	San Luis Obispo, CA	Leading up to the event
www.foreverneverland.us			City		During the event
					After the event
Sunset Strip Music Festival 2014	Music Festivals	Mixed- Electronic/Rock/Indie	City	Los Angeles,	Leading up to the

		Rock/R&B		CA	event
www.sunsetstripmusicfestival.com			City		During the event
			City		After the event
Riot Fest Denver 2014	Music Concert	Mixed-HipHop/Electronic/Rock/Indie Rock	City	Denver, CO	Leading up to the event
http://riotfest.org			City		During the event
			City		After the event
Austin City Limits 2014	Music Concert	Mixed-Electronic/HipHop/Rock/Indie Rock	City	Austin, TX	Leading up to the event
http://www.aclfestival.com			City		During the event
			City		After the event
A3C Hip Hop Festival 2014	Music Festivals	Hip Hop	City	Atlanta, GA	Leading up to the event
http://www.a3cfestival.com			City		During the event
			City		After the event
Treasure Island 2014	Music Concert	Mixed-HipHop/Electronic/Rock/Indie Rock	City	San Francisco, CA	Leading up to the event
http://treasureislandfestival.com			City		During the event
			City		After the event
Voodoo Music Experience 2014	Music Concert	Mixed-HipHop/Electronic/Rock/Indie Rock	City	New Orleans, LA	Leading up to the event
http://worshipthemusic.com			City		During the event
			City		After the event
Fun Fun Fun Fest 2014	Music Festivals	Mixed-HipHop/Electronic/Rock/Indie Rock	City	Austin, TX	Leading up to the event
http://funfunfunfest.com			City		During the event

Unlike all of the above data signals and trigger events, the one data signal that cannot be pre-planned is social media trends – we simply don't know what is going to be the "chatter" on social media – which is why this worksheet is blank. This worksheet however can be filled out each week based on the top ten trends on Facebook or Twitter. Both Facebook and Twitter report national and local trends – so it is possible to get very granular and specific to a locale. The typical process we followed was to provide the brand team with these top ten trends and then have them develop messaging and then feed it back into the personalized advertisements dynamically each week so they always reflected the currently trending topics on Twitter.

Trend	Dates	DMAs / National	Tag Line Messaging	Images/Animation