

A large outdoor concert at night. The scene is dominated by a massive crowd of people in the foreground, illuminated by vibrant purple and blue stage lights. In the center, a large stage structure is visible, featuring a prominent vertical tower of red and white lights. The background shows a complex metal truss structure supporting the stage and lighting equipment. The overall atmosphere is energetic and festive.

DISCO DONNIE PRESENTS

Learn more about Corporate Communication initiatives including the award-winning brand campaign and local community outreach.

CASE STUDIES



Brand Campaign

Upon reflecting on the divisive climate in the air, Disco Donnie Presents aimed to showcase dance music's PLUR value system; putting peace, love, unity, and respect at center stage. The award-winning brand campaign honored outstanding members of our festival family, by recognizing those who [Celebrate Together\(ness\)](#).

Operating on a \$10,000 budget, we developed a microsite to act as a hub of good vibes and positivity, whereby fans share inspiring stories of friends who live life with a bright light. Nominations were open for several weeks online, plus we collected video testimonials on-site at Sunset and Sun City music festivals, before voting commenced. The cross-event activation ran for more than six months in its entirety, targeting audiences 18-29 years of age.



Fans Take Center Stage



Up for grabs, we offered the ultimate experience for one grand prize winner and a friend including flights, hotel stay, a tour of backstage, a custom totem, and 10 special VIP wristbands to giveaway. To expand on the traditional after-movie, we also gave these fans a GoPro to help us shoot the final video documentation.

We attribute the strong response received to the campaign's theme being an organic extension of the community. In a few months time, we received over 500 qualified entries and promoted our favorite stories across social media with a voting mechanism in place for fans to choose their favorite. Through a mix of social promotion, advertising, and on-site activations we reached an estimated 300,000 fans, driving increased brand awareness and earning Music Ally's [Best Rewarding of Kindness](#).

Local Community Outreach Campaign

Amidst a torrential hurricane season on the Atlantic and Gulf of Mexico several communities close to our hearts suffered the loss associated with devastating storms. In their wake, we rallied our Disco tribe to set in motion a social responsibility campaign dedicated to giving back.

With countless club shows and annual festivals taking place in Florida and Texas over the past years, these initiatives hit close to home. Rather than sit idly by, as thousands of friends and family were affected, we tapped into our network of fans and artists to harness music's almighty power for good.



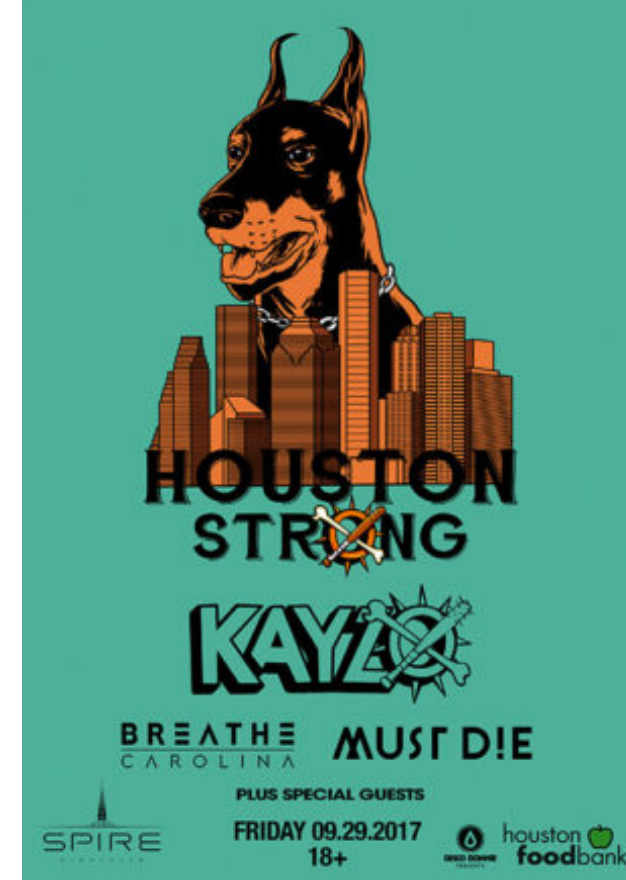


**Swift Response
to Hurricane
Relief**

Ultimately, Something Wicked festival launched a large-scale philanthropy endeavor raising over \$165,000 to aid local recovery efforts. Donations from talent including headliners Above & Beyond, Marshmello, and Tiësto among many more raised valuable funds to benefit aid groups supplying emergency services. Partnering with trusted charitable organizations such as The Salvation Army, Habitat for Humanity, and Houston Food Bank ensured proper distribution of these vital resources.

Meanwhile fans were encouraged to participate in a number of ways, from matching donations dollar for dollar, to attending benefit concerts, and contributing to food drives. We aimed to lift our neighbors' spirits at Together for Texas featuring Jauz and Ghastly, as well as Houston Strong with Kayzo, Breathe Carolina, and MUST DIE! Plus, festival goers were rewarded for contributing non-perishable pantry items with express entry and automatic contesting for prizes like upgrades to VIP passes and free tickets to next year's event.

All of this intention to spread the positivity of our heart-warming electronic lovers generated media coverage from the [Houston Chronicle](#) and [Billboard](#) among others.





THANK YOU