

FESTIVAL GOERS

Reach the right festival goer based on music genre, location, facilities and price with one of the UK's largest panel surveys. The integration of YouGov's panel data set has given Acxiom the ability to identify and target festival fans and tailor the message based on variables such as purchase intent, music festival frequency and previous festival visits.

6.9 MILLION PEOPLE ATTENDED A FESTIVAL IN THE LAST YEAR – YOU CAN TARGET THESE AUDIENCES!

FREQUENT FESTIVAL GOERS



5.3 MILLION

Looking to target the mainstream festival goers including Glastonbury, Wireless and Bestival?

4 MILLION

Plus 44 different festivals can be modelled using Acxiom InfoBase

People interested in camping and caravanning are often more inclined to visit festivals - you can reach this group.

1.7 MILLION

Festival goers who have an interest in particular music genres



ROCK

3M



POP

5M



HIP HOP

4M



ELECTRONIC

2.5M

YOU CAN ALSO TARGET FESTIVAL GOERS BY REGION BOTH LOCALLY AND INTERNATIONALLY.

Contact Data Guru at dataguru_uk@acxiom.co.uk

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