



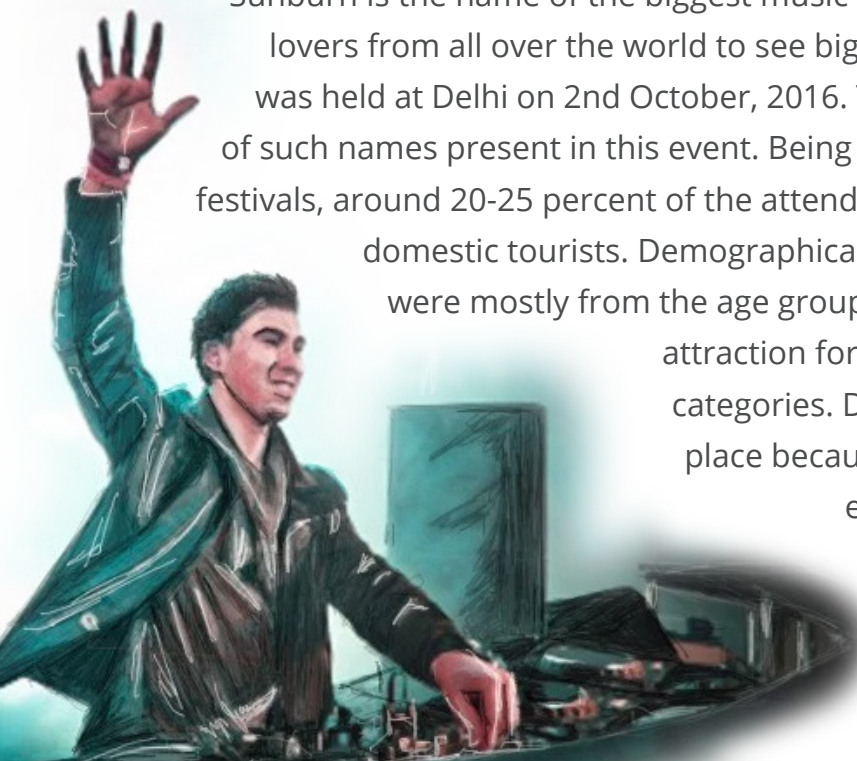
TAGGBOX'S SOCIAL WALL ENGAGES

FANS FOR SUNBURN MUSIC FEST 16' IN DELHI

How our social wall effectively showcased excitement of audience during *Hardwell's* performance and more at Sunburn Festival.



Sunburn is the name of the biggest music festival held in Asia which attracts music lovers from all over the world to see biggest names in DJ world. One such iteration was held at Delhi on 2nd October, 2016. The world renowned DJ, Hardwell, was one of such names present in this event. Being one of the most well-attended music festivals, around 20-25 percent of the attendees were global tourists. The rest were domestic tourists. Demographically speaking, people attending the festival were mostly from the age group of 17-25. The festival has become a huge attraction for youth-centric brands across product categories. Different brand stalls were seen all over the place because of this. So to enhance the experience of event goers, we added an element of digital engagement to the event.



When music enthusiasts from all over the world accumulated for this electronic dance music festival, Taggbox's social wall provided a platform for attendees to connect and extend the reach through social media. All the posts and pictures taken by the attendees of the event were displayed on big jumbotron screen setup.

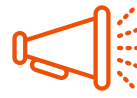
The requirement in front of us was to implement a social display which can be a point of attraction and engagement for attendees as well as for people keeping tabs over it on social media networks. Our team was present on site as well as at office monitoring the event live. All the content which was posted by people was moderated over backend. Implementation was smooth and proved successful. To have a better understanding of success, have a look at the following impressive numbers.



1136
Posts



303
Users



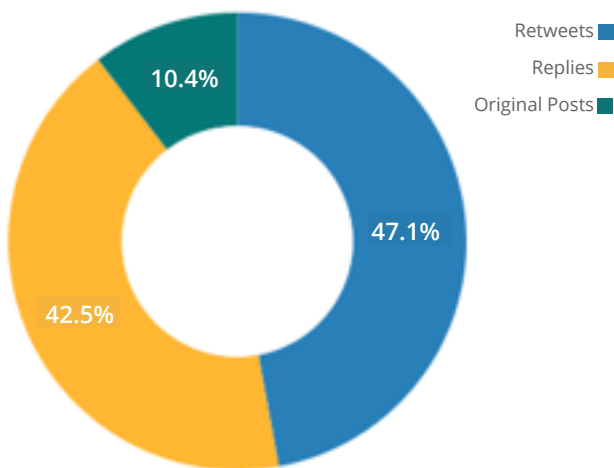
1.3Mn
Reach



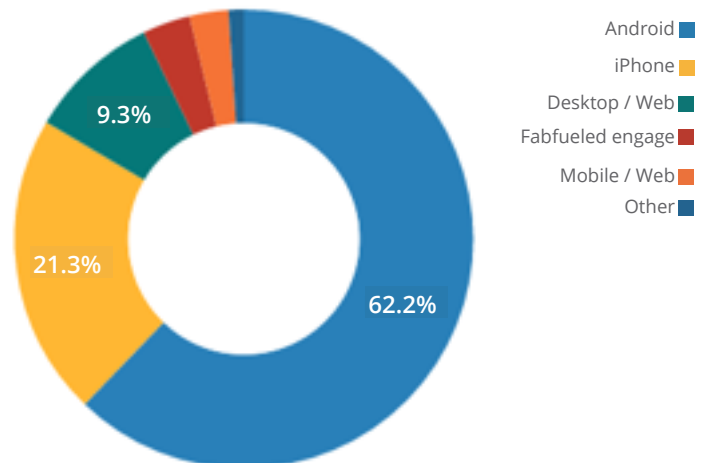
5.1Mn
Impressions

TOP TWEETS & MOST INFLUENTIAL TWEETERS

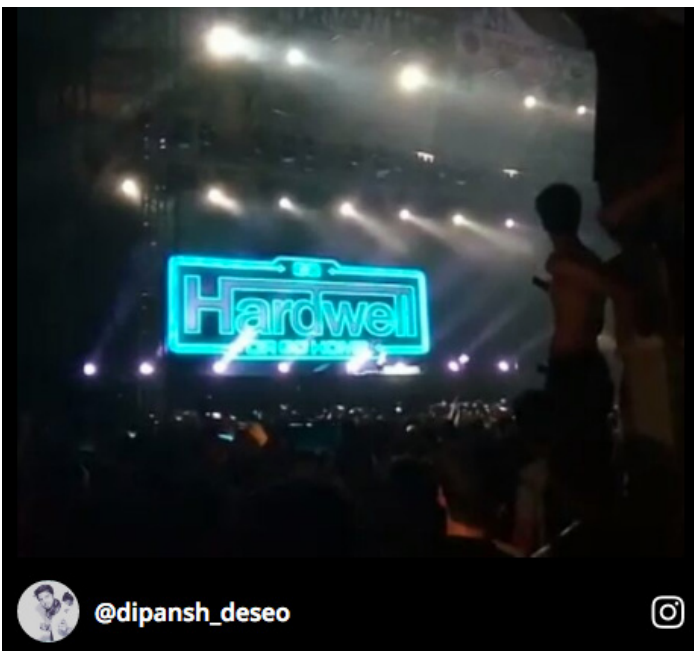
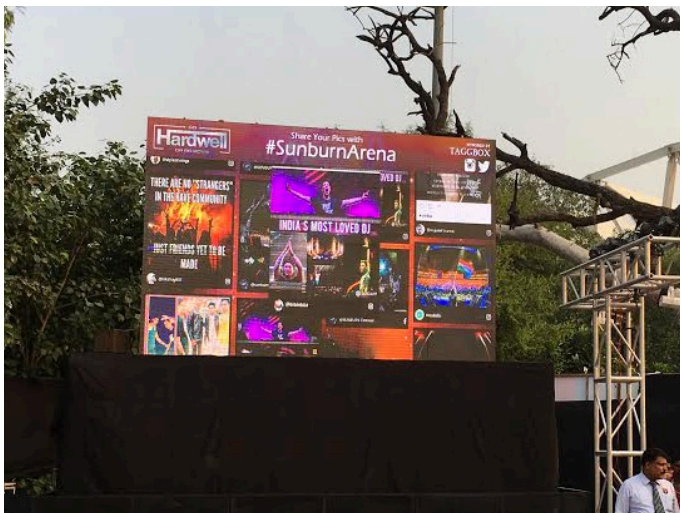
Share of Posts



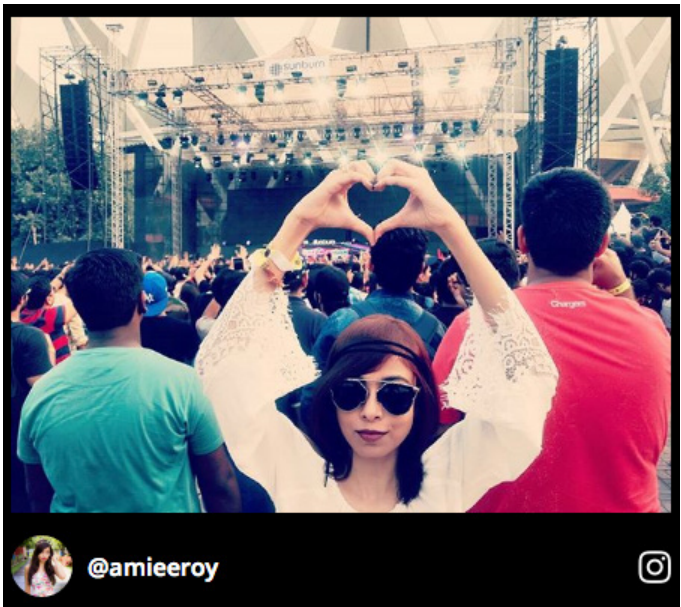
Top Sources



GLIMPSE OF THE EVENT



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