



# SUNDANCE NEXT FEST

Twitter-Powered Vending Machine

CREATIVE STRATEGY / EXPERIENTIAL / INTERACTIVE

CASE STUDY

# CAMPAIGN OVERVIEW:

SUNDANCE NEXT FEST | TWITTER-POWERED VENDING MACHINE

Sundance came to us in order to branch out from their typical demographic (think: black turtlenecks) for their first ever NEXT FEST at the Ace Hotel.

They wanted more physical presence and general awareness in the Silver Lake, Echo Park, DTLA, Hollywood, and Los Feliz areas of town, and they got it.



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**SUNDANCE**

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# HOW WE DID IT

We put together a program centered around a Twitter-powered vending machine that traveled to various locations in their desired areas. Fans would simply tweet at the location where the vending machine was stationed with the #NEXTFEST hashtag in order to receive their NEXT FEST Survival Kit.

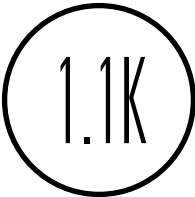
Standard in each kit was a field notebook, ear plugs, candy, event information, along with surprises such as memorabilia from each movie, ticket vouchers, merchandise from bands playing, etc. We partnered with some of the best spots in LA – Amoeba Records, The Last Bookstore, Urban Outfitters, The Ace Hotel to name a few – and allowed fans to follow along from the NEXT FEST website to see where the machine was located and who was using it. We supplemented the vending machine with a street team to distribute flyers and pocket guides for NEXT FEST.











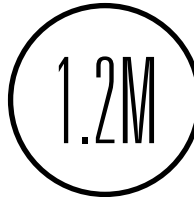
NEXT FEST SURVIVAL KITS DISTRIBUTED



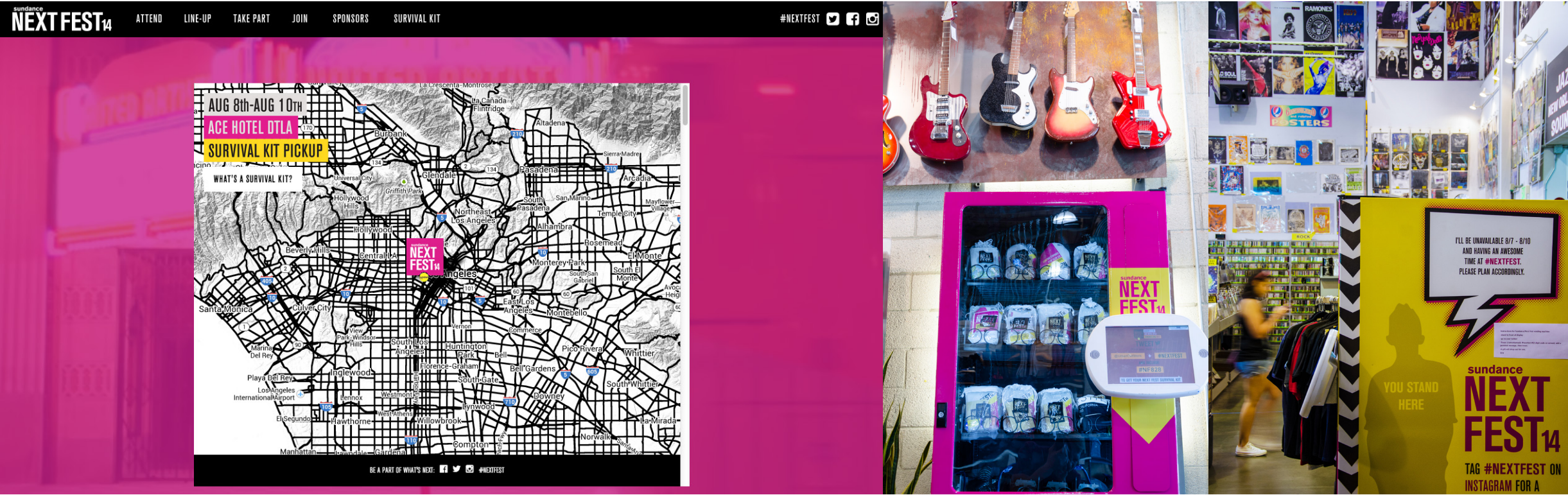
FLYERS / POCKET GUIDES DISTRIBUTED

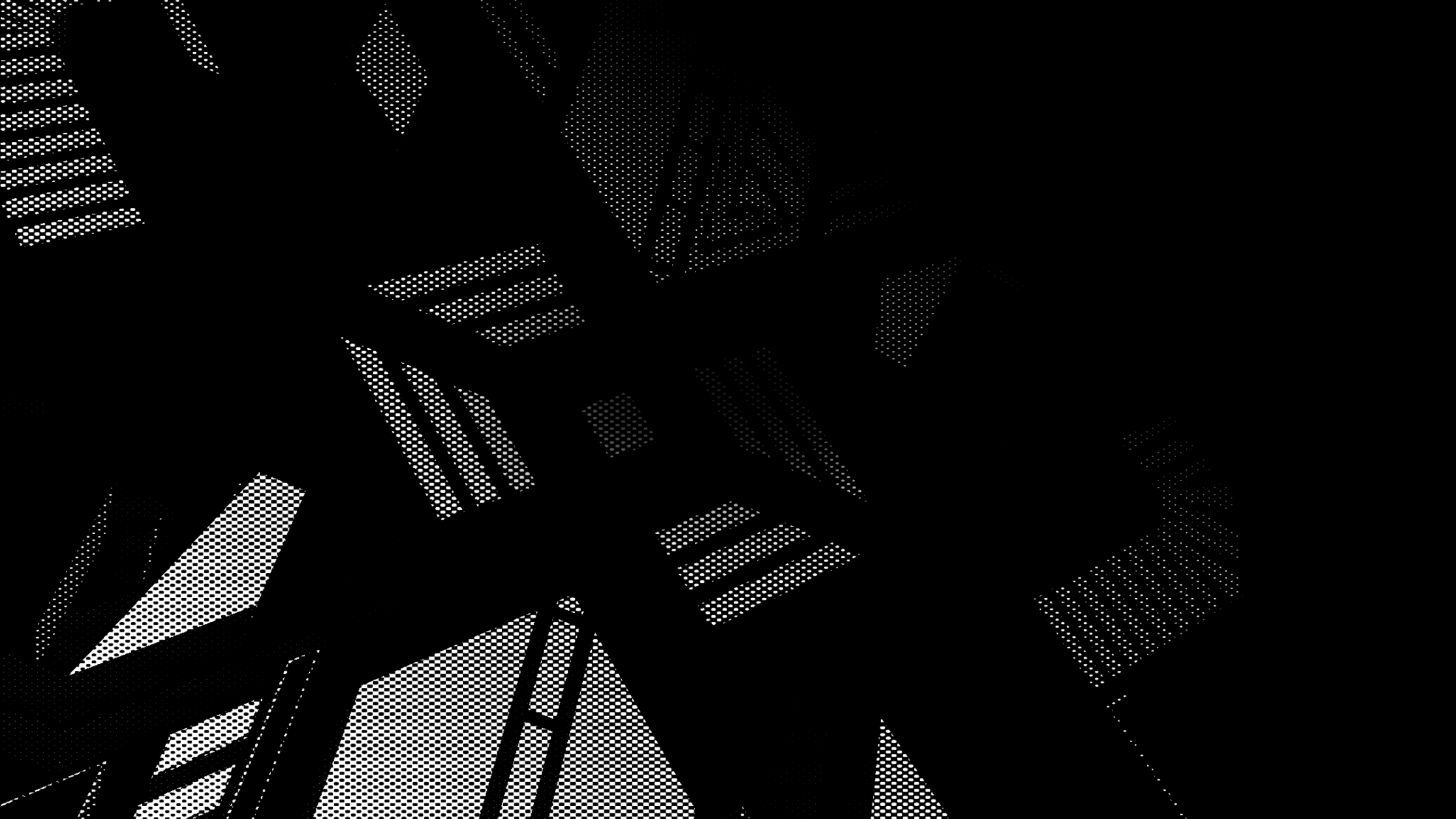


FRIEND REACH



FOLLOWER IMPRESSIONS





# GET IN TOUCH

## LOS ANGELES

1 (213) 908-6252

3801 W Sunset Blvd.  
Los Angeles, CA 90029

info@theuprisingcreative.com

## CHICAGO

1 (213) 908-6252

1936 W Division Street, 2<sup>nd</sup> Floor  
Chicago, IL 60622

info@theuprisingcreative.com

## NASHVILLE

1 (213) 908-6252

2325 Fernwood Dr.  
Nashville, TN 37216

info@theuprisingcreative.com

## LONDON

1 (213) 908-6252

115 Coventry Road  
London, UK E2 6GG

info@theuprisingcreative.com

## REPRESENTATION

### RESOURCE REPRESENTATION

#### **Commercial:**

Dana Balkin - dana@resourcela.com  
Frank Antonoff - frank@resourcela.com

#### **Experiential + Digital:**

Judd Katz - judd@resourcela.com

### TOMMY LABUDA DIRECTOR REPRESENTATION

#### **Music video:**

Tommy Labuda - tommylabuda@me.com

### UNITED TALENT AGENCY (UTA)

#### **Film / TV:**

Peter Dodd - DoddP@unitedtalent.com

#### **Original Content:**

Kendall Ostrow - OstrowK@unitedtalent.com

### THE DARNELL WORKS AGENCY

#### **Public Relations:**

Roger Darnell - rd@darnellworks.com

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**THANK YOU**

The End