

**EUROBEST 2018**  
**AMSTERDAM**

# problem

The vast majority of millenials do not **really know** electronic music and underground styles, so they are not particularly interested in the Telekom Electronic Beats Festival.

# insight

Even if you listen to some of the tracks of the headliners at home, you can't really imagine the vibe of the Electronic Beats Festival.

EB isn't just music, **it's a feeling.**

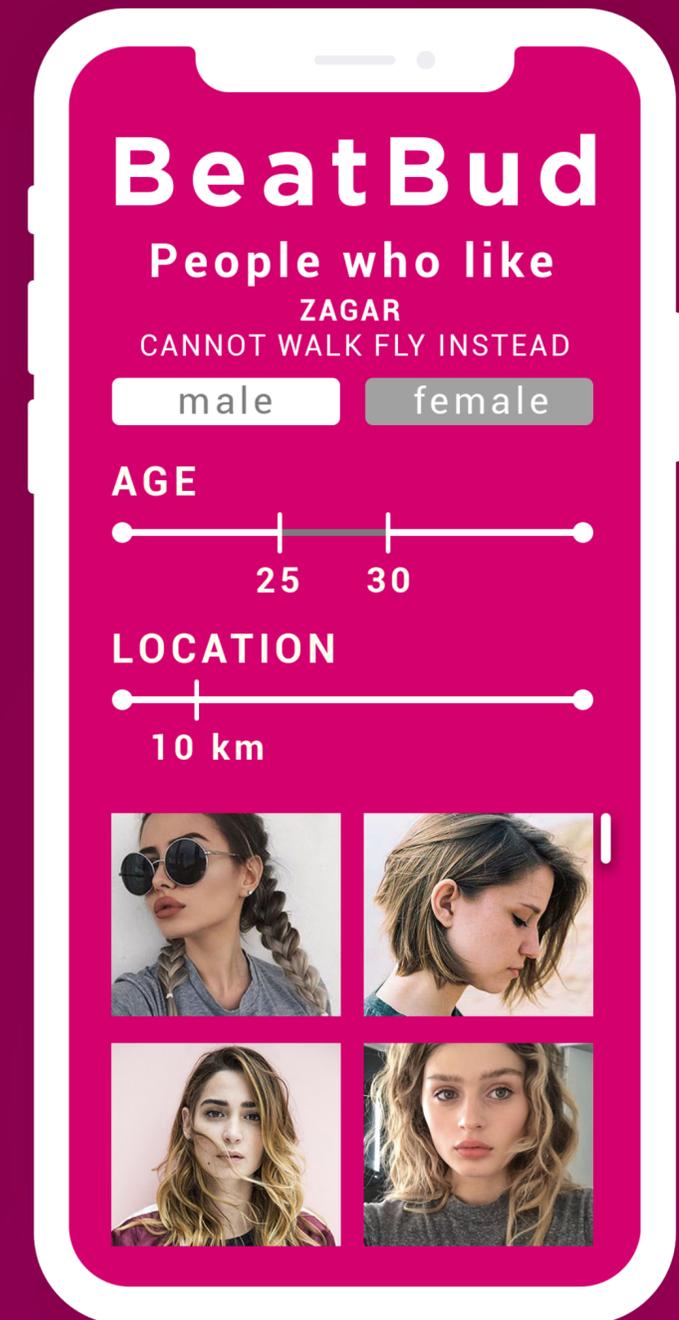
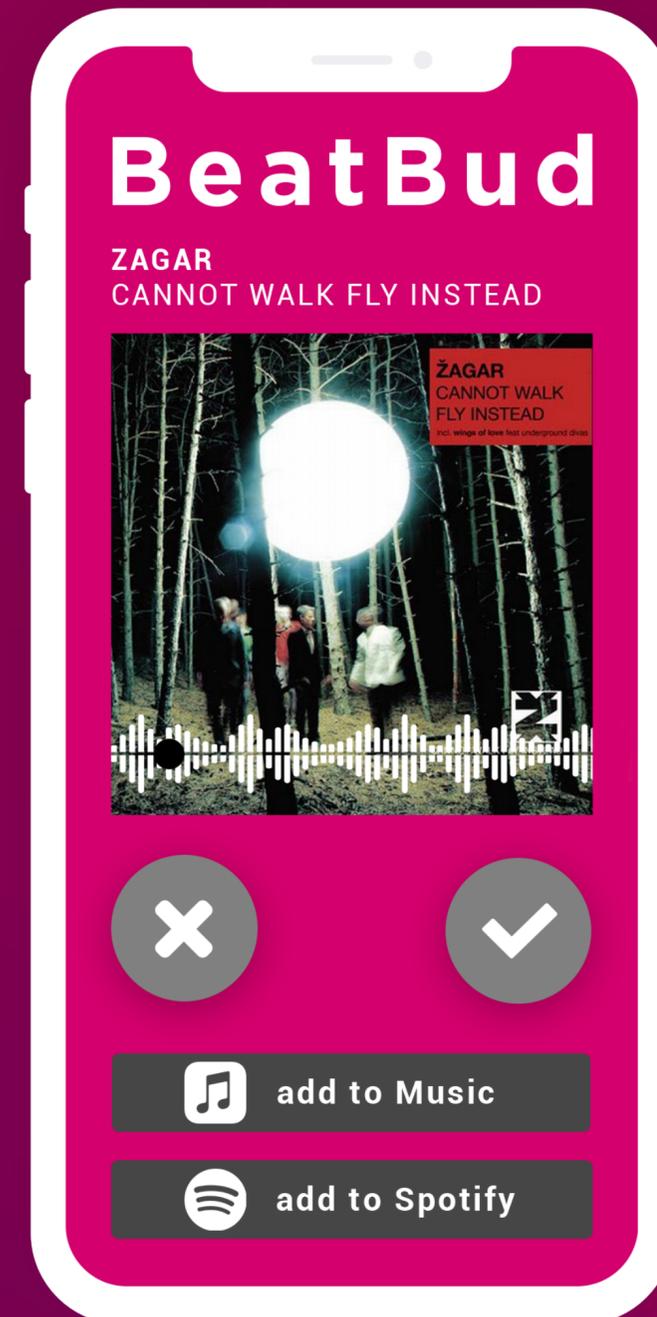
# solution

Let's help millenials **truly experience the electronic feeling and lifestyle,** and discover the subculture, the music and the underground vibe.

# BeatBud

An app that connects you with people of the same music taste, after playing our random tracks for at least 5 secs. You can chat in groups, you can create and share Spotify playlists, and can also find „the one” based on your musical taste.

#discoverthemusic #connectpeople



# BeatZones

**Little pop-up party installations** in some public places with electronic music, lights and a mood video, where spontaneous parties can emerge or which can be meeting points for the members of the subculture.

#experiencethefeeling #meetpeople



# find the Beats!

A treasure hunt challenge, in which you have to find 20-20 hidden Beats in underground places and on electronic music related websites. You can pass to the next Beat by using the augmented reality function of the BeatBud app.

If you have posted all the Beats on your Instagram channel, you can win a free pass to the EB.

#discovertheunderground #experiencetheatmosphere

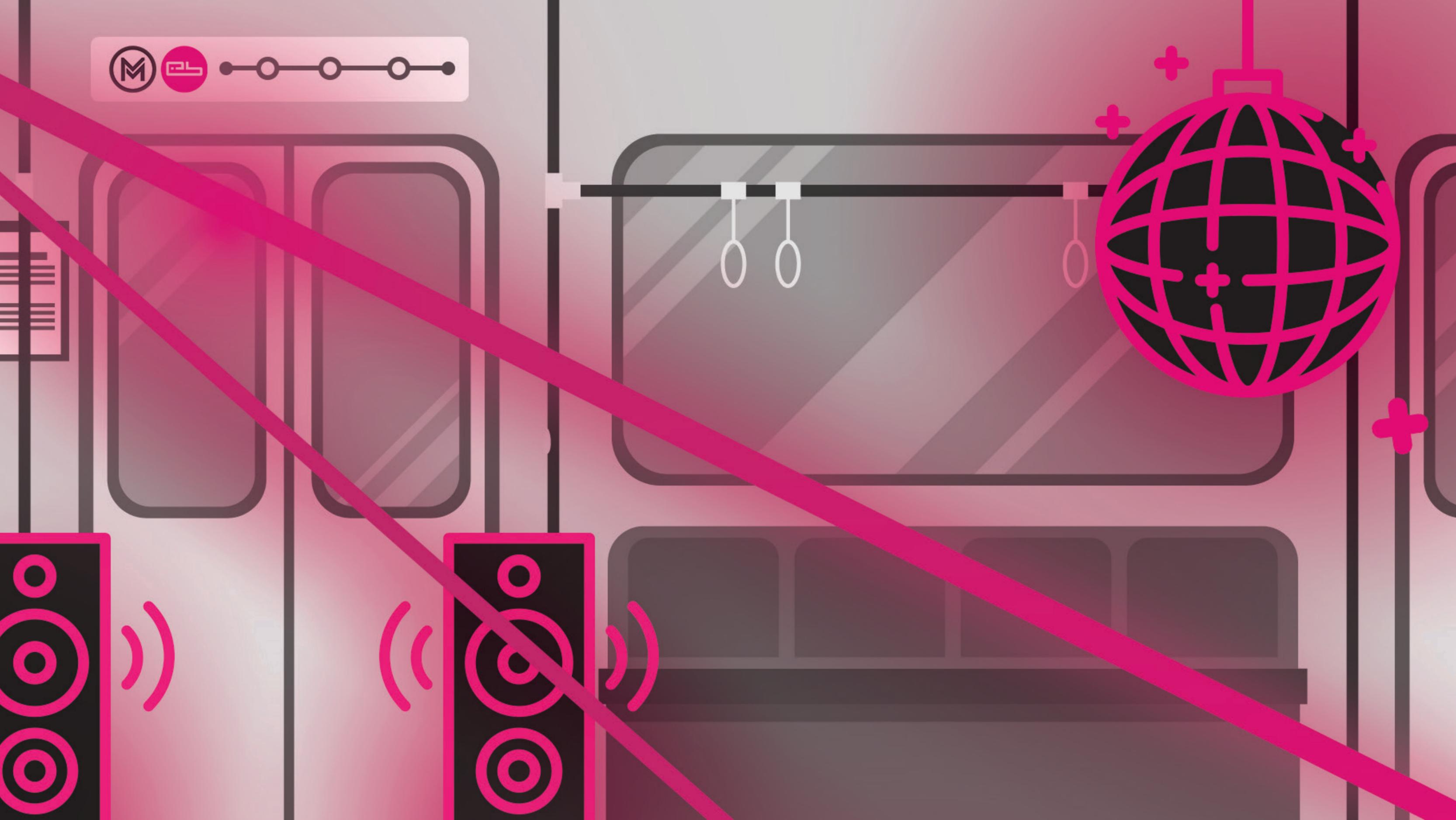


# underground warm up

**A free EB party in a carriage of an underground train** from 10 pm to 3 am on Friday and Saturday nights once every month, so that you can really experience the festival feeling.

You can listen to the EB playlist in the branded carriage of the selected underground all day, every weekend.

#feeltheparty #experienceelectronicbeats



# underground Electronic Beats

Underground people need a unique and special location for EB.

Next year, you can party in a special place where no one has ever partied before:  
in a **whole underground station** and the two metros standing in the station.

*(Other underground suggestions: Rákosi's Nuclear Bunker,  
Labirinth of Kőbánya, Labyrinth of Buda Castle)*



#feeltheunderground

**FEEL THE UNDERGROUND!**  
**THANKS!**