

# O2: Fresh Festival

Audience: 5,000

Location: Stanford Hall, Leics.

Project: Brand Festival



## Background & Objectives

O2 wanted an event with broad appeal for its 6,000 staff and their families, and in particular younger members of the workforce. The event would be a reward for call centre staff and offer fun and entertainment over a full two-day period, including an opportunity to stay overnight.

## The Experience

More than 5,000 guests arrived for the O2 'Fresh Festival', set in the beautiful grounds of Stanford Hall in Leicestershire, to enjoy an abundance of activities. As the sun started to set, music and dancing entertained guests long into the night and the evening came to a close at 2am. Parts of the grounds were set up for camping under the stars. Following a hearty breakfast, guests continued to enjoy the festival activities late into the afternoon.

- Hovercraft on the lake and motorised activities made fantastic use of the grounds
- Fun fair rides, a rugby lesson and unstructured play on colourful inflatables
- Illuminated stage music, courtesy of UK house duo, Basement Jaxx
- Branded O2 dome helped to personalise the event

## Results

A wide range of activities gave everyone the opportunity to try something fun and entertaining. A definite festival atmosphere emerged throughout the evening and the option to camp appealed to all.

