

LIVE EXPERIENCE
Attention Economy

Summer 2026 won't suffer from a lack of events. It will suffer from a lack of attention.

Festivals, fan zones and brand pop-ups are all competing in the same physical and online space.

The question for brands is no longer:
"How do we show up?"

It is:
"How do we become worth stopping for?"

WHY THIS *Matters*

People are still turning up,
but they're choosing differently.

LIVE SPACES ARE CROWDED.

Live environments and fan zones are packed with things to see, hear and do - often all at once, often within the same line of sight.



ENERGY IS RATIONED.

Experience chasers are no longer optimising for "seeing everything":

- experiences that demand energy lose
- experiences that restore energy win



DECISIONS ARE INSTINCTIVE.

Choices happen in seconds, driven by mood, comfort and curiosity rather than logic or messaging.



The advantage now isn’t being **louder.**
It’s being **worth stopping** for.



WHY PRESENCE *Matters*

Live is where brand trust is built.



Festival Marketing Statistics 2025 (Amra & Elma)

Live experiences don't just build awareness.
They **compress the funnel.**

When people experience a brand physically:

- trust increases
- purchase intent rises
- digital engagement follows.

95% of people trust brands more after attending a live experience

92% say live events positively shape brand perception

87% go on to engage further with the brand online after the event

Trust is the leading indicator of long-term brand value - especially in luxury and hospitality, where credibility drives choice.

Live shortens the path to purchase.

Live experiences don't just inspire - they move people closer to action, faster than most other channels.

91% of consumers are more likely to buy after attending a live event

85% report increased likelihood to purchase after live engagement

87% feel more positive about brands post-experience

Live experiences accelerate consideration → conversion - making them a performance lever, not just a brand one.



Festival Marketing Statistics 2025 (Amra & Elma)



PEOPLE ARE STILL Choosing Live

In tighter economies, people are editing spending - not abandoning live moments. They are choosing fewer, better experiences.

45% of UK consumers plan to maintain spending on live entertainment

49% rank live events among their top entertainment priorities

Well-designed live experiences aren't discretionary - they align with confirmed consumer priorities.

rank live events among their top entertainment priorities

If live builds trust, accelerates purchase,
and remains a chosen spend -
then design becomes the difference between
showing up and **standing out.**

GLOBAL Macrotrends

These are the behaviours
shaping summer 2026.

WHERE THIS Shows Up

These macrotends are shaping occasions when people gather: across sport, hospitality, retail and temporary summer spaces.

MUSIC AND CITY FESTIVALS



SPORTS TOURNAMENTS & FAN HOSPITALITY



BRAND-LED SUMMER POP-UPS



FAN ZONES, VIEWING VILLAGES, CULTURAL TAKEOVERS



Macrotrend 1

FROM SPECTATOR To Participant

Participation works best when it feels **optional, social, and low-stakes.**

The most successful activations create moments where people can:

- join briefly
- cheer others
- or simply watch.



WATERAID – BOOMBOX BOG

Glastonbury

At Glastonbury Festival 2025, WaterAid transformed a toilet into an immersive installation shaped like a giant retro boombox, complete with bold visuals, internal sound cues and playful design elements that drew festival-goers in for laughs, photos and conversation. The activation became a high-traffic stop and a major shareable moment.

YONDER - (UN)OFFICIAL SPONSOR OF THE QUEUE

Wimbledon Championships

The credit-card startup Yonder created an (Un)Official Sponsor of The Queue fan engagement outside the famous Wimbledon line. They offered free strawberries, pastries, interactive games and photo props to people waiting for match tickets, turning what is usually a passive waiting ritual into an active, sharable brand experience.





COCA-COLA - ROLLER RING

Lollapalooza

A pop-up roller rink with a DJ and cold drinks, inviting festivalgoers to skate or spectate as part of the experience. Participation was instantly understood and low-pressure. People could join briefly, cheer friends on, or simply watch - with no obligation to perform.

Macrotrend 2

CURATED EXPERIENCES

Beat Endless Choice



In crowded live environments, **clarity beats variety.**

The activations people remember are built around **one idea, well expressed**, not five things loosely connected.

KLARNA – CAMP KLARNA

Latitude

Klarna was announced as the headline sponsor of Latitude Festival 2025 – and brought to life Camp Klarna, a pastel-hued summer camp themed HQ within the festival. It combined chill zones, games, branded giveaways, festival survival kits and activities that encouraged people to stop, hang out and share content.





MASTERCARD POWERS SOOO: A LONDON POP-UP FOR WOMEN'S SPORTS

Mastercard opened SOOO, a curated pop-up space celebrating women's sports, community and retail, hosting live podcasts, athlete panels, workshops and small-business showcases. This became a destination in the heart of London rather than a generic stand.

APEROL - APEROL SPRITZ PIAZZA

Coachella

An Italian-piazza-style build with seating, games, programmed moments and signature serves - framed as a social square within the festival.



Macrotrend 3

COMFORT IS THE *Counterbalance*



Comfort is no longer infrastructure.

It’s a brand experience in its own right.

This has a direct link to business value:

- longer dwell time
- higher drink consumption
- stronger brand recall



NEUTROGENA - SPF STATION

Coachella

Sunscreen sampling paired with shade, cooling elements and frozen treats - presented as a designed destination rather than a utility tent.

VODAFONE - CONNECT & CHARGE

Glastonbury

Vodafone launched the official Glastonbury 2025 app with friend-finding, step trackers and improved map tools — plus a Connect & Charge tent offering free phone charging and Wi-Fi.





EVIAN REFILL ACTIVATION

Wimbledon 2025

At Wimbledon 2025, official partner Evian expanded its spectator hydration activation by installing refillable water stations and mobile refill carts around the grounds, allowing fans to refill reusable evian bottles throughout the day.

MACROTREND *Takeaways*

FROM SPECTATOR TO PARTICIPANT

People want to participate - as long as it feels social, optional, and unexposed.

CURATED EXPERIENCES > ENDLESS CHOICE

Clear identity and purpose outperform activations that try to offer everything.

COMFORT IS THE COUNTERBALANCE

Comfort isn't background support - it's a service people actively seek out to reset, recharge and keep going.



SIGNALS

From The Crowd

Experience seekers don’t behave like fixed audience segments. They move between **different experience modes** depending on mood, energy and social context.

These are the modes people dip in and out of as energy, mood and context change.

The most successful activations don’t target one mode.

They flex between them.

EXPERIENCE *Modes*

THE CULTURE SEEKER

Looking for moments that feel considered, credible and rooted in something real. Drawn to craft, collaboration, music, design or cultural signals that feel authored - not generic.



THE COMFORT SEEKER

Optimising for ease. Shade, seating, food, familiarity. Chooses spaces that help them last the day - and enjoy it more.



THE SOCIAL ANCHOR

Focused on the group. Needs somewhere to regroup, meet, sit, eat and return to. Values spaces that function as a base, not a moment.



THE SIGNALER

Still wants something to share - but only if it feels natural. Avoids anything that looks staged, forced or overly branded.



Most people **move** between multiple modes -
the strongest activations **flex** with them.





Clear visual anchors

WHAT PEOPLE SHARE



Memorable takeaways



Food & drink moments



Group rituals





Festival Marketing Statistics 2025 (Amra & Elma)

WHAT THIS Tells Us

Big Moments still matter. But they're rarely the things people remember - or revisit. Memory is built through:

- TIME SPENT
- COMFORT FELT
- EASE OF PARTICIPATION
- WELCOMING SPACES

Designing for the middle of the experience now matters as much as designing the peak.

Insight

WHERE BRANDS WIN

Brands win when they:



- Brands win when they solve something people already feel
- Feel integrated within the event, not layered on top
- Give people a reason to stay - or come back

Insight

WHERE BRANDS LOSE

Brands lose when they:



- Demand attention without offering value
- Ask for effort without rewards
- Interrupt rather than contribute

TREND Summary

Festivals and sport-led live moments don't reward brands for simply being present. They reward brands **that earn attention, hold it**, and **give people something to remember** once the noise fades.

The most effective activations don't choose between spectacle and substance.

They design both - intentionally.

OUR PATHWAY TO A *Great Live Experience*



FIVE LIVE Experience Laws

Five laws of the most talked about live experiences based on 21 years designing live experiences.

AN ICONIC DESIGN



A STRONG ONE-LINER

(Your anchor experience)



MOMENTS OF SPECTACLE



AMPLIFICATION & MERCH



HOSPITALITY AT THE HEART



1.



AN ICONCIC DESIGN

"Let's meet by the..."

"Meet you at the top of the Red Bull pyramid"

A STRONG ONE-LINER

"Have you been to the..."



2.



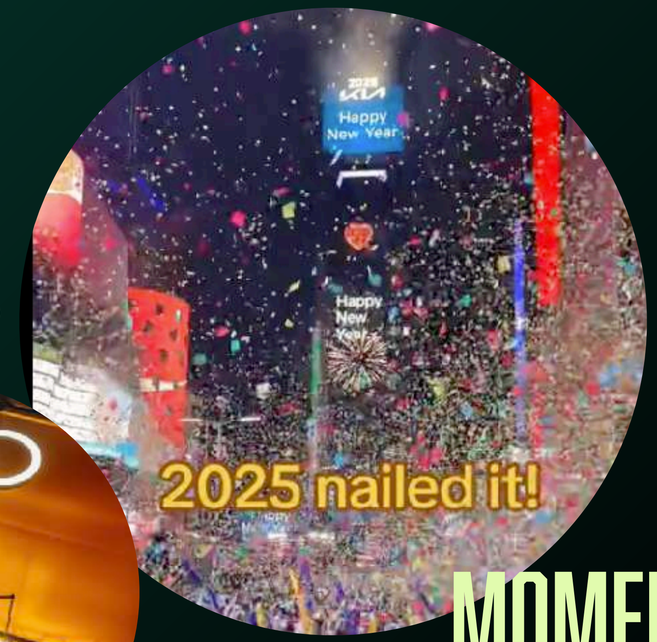


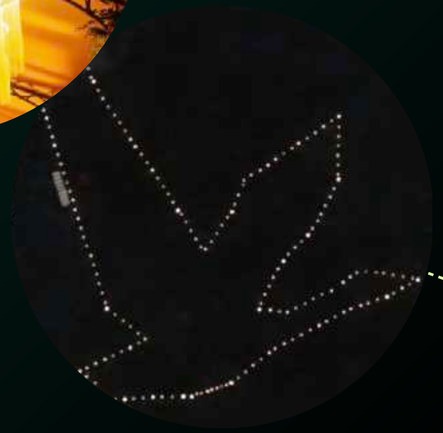
"Have you been to the Sprite shower yet!"

SWEET CHILLI

3.







MOMENTS OF SPECTACLE

"Were you there for..."

"I can't believe you missed the Grey Goose drone show!"

4.







AMPLIFICATION & MERCH

"Did you get one of the...."

"OMG where did you get that?!"

SWEET CHILLI

HOSPITALITY AT THE HEART

5.



Hero hosts



Bold Bites



Crowd Catalysts



Dancefloor Drivers



Powerful Performances

Destination drinks



SWEET CHILLI

TAKE Away

Summer 2026 will be full – of people, programming, and choice. Attendance isn't the issue. Attention isn't either. **Time is.** People move quickly through live environments, but they stay where things feel clear, considered, and welcoming.

In a summer where everything is happening at once, the brands that win aren't the loudest. They're the ones that create **a place people want to stay.**


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CREATING
LEGENDARY
EXPERIENCES
FOR 21 YEARS
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A SNAPSHOT OF OUR WORK









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