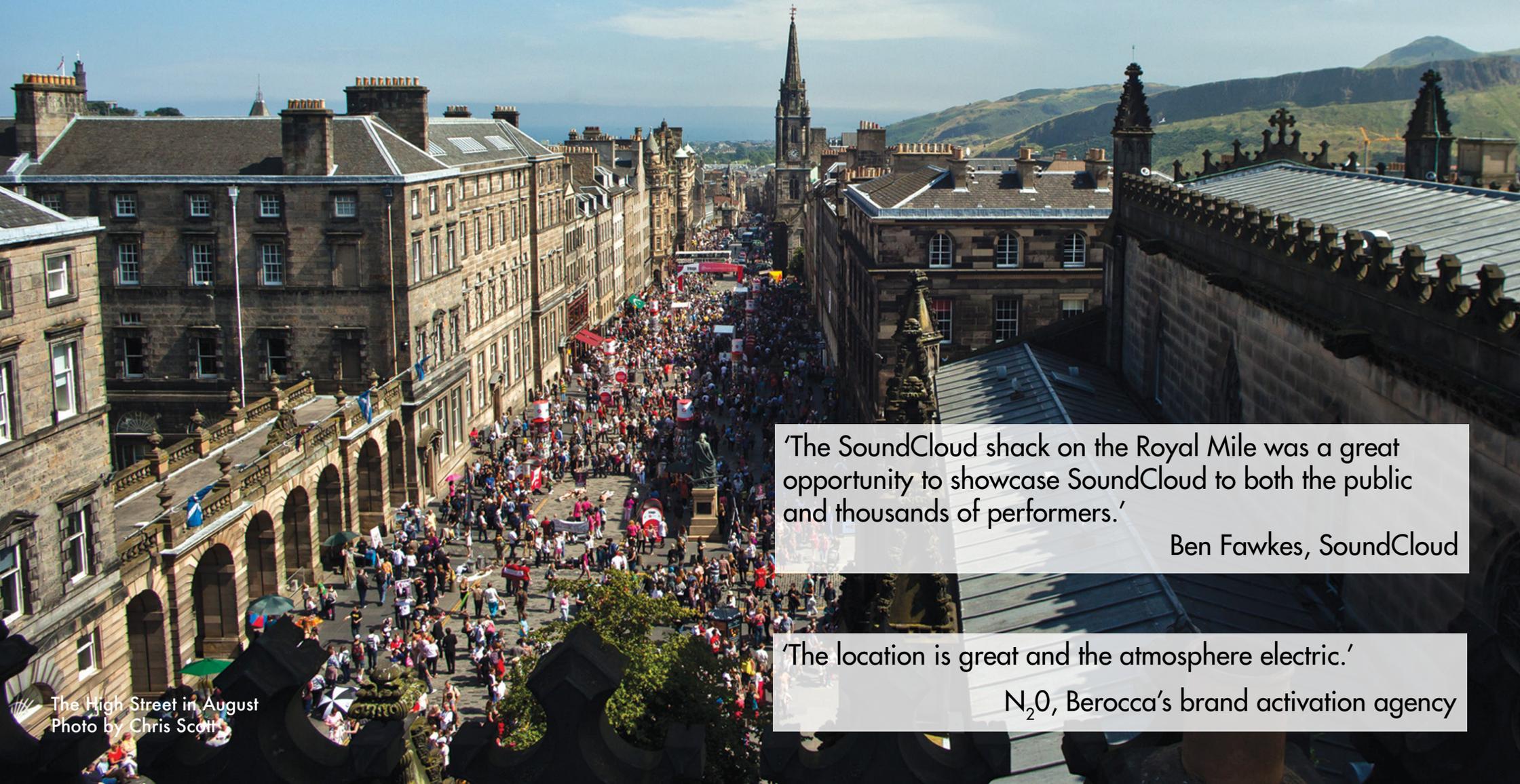


# Experiential marketing opportunities at the Fringe



'The SoundCloud shack on the Royal Mile was a great opportunity to showcase SoundCloud to both the public and thousands of performers.'

Ben Fawkes, SoundCloud

'The location is great and the atmosphere electric.'

N<sub>2</sub>O, Berocca's brand activation agency

# The Opportunity

During the Fringe, the Edinburgh Festival Fringe Society manages two vibrant areas in the heart of the city: the High Street on the world famous Royal Mile and the Mound Precinct by the National Galleries on Princes Street.

## **Both zones offer:**

- High level of footfall – hundreds of thousands of locals and tourists swarming to buy tickets and watch street performances
- A highly engaged, open-minded and diverse audience
- A dedicated team of Fringe Society stewards managing both areas
- Fixed site spaces, suitable for a variety of temporary structures and installations
- A busy carnival atmosphere at the heart of the city centre, ideal for roaming sampling.

# The Mound Precinct

between the Royal Academy and the National Gallery,  
next to Princes Street



The Mound Precinct, situated next to Princes St (Edinburgh's main shopping street), is an ideal space to raise awareness of your brand and interact with the thousands of Fringe-goers who come to enjoy the street performances, browse the busy arts and crafts market and buy tickets from the ever-popular Virgin Money Half Price Hut.  
[Click here to view a map of the Mound Precinct](#)  
[Click here for a Google map of the area](#)

# Berocca

a case study



The Mound Precinct hosted the Berocca Dome for six days in August. The client's key aims were to reach and interact with a large and diverse audience in a fun and unique way, to raise brand awareness and to drive Berocca sales.

As part of Berocca's pedal powered road show, The Berocca Dome (5m x 5m) housed two exercise bikes and challenged members of the public to complete a virtual cycle to the next Berocca event (shown virtually on a screen inside). Brand ambassadors were on hand to engage with new and existing customers. The team roamed the area with jet packs dispensing Berocca samples in a variety of flavours and distributing discount vouchers.

The event exceeded expectations for Berocca, with the team dispensing samples and vouchers to 80,000 Fringe-goers over the six days of activity, and creating a fun and memorable experience of the brand for consumers.



# The High Street on the Royal Mile

between Cockburn Street and George IV Bridge

This bustling thoroughfare in the centre of the Royal Mile and Edinburgh's historic old town is a hive of activity during the Fringe. Tourists and locals flock to this area every day of the festival to enjoy the spectacular Virgin Money Street Events and buy and collect tickets from the busy central Fringe Box Office.

[Click here to view a map of the High Street](#)  
[Click here for a Google map of the area](#)

# SoundCloud

a case study



For five days during August, the SoundCloud Shack was set up on the Royal Mile, at the heart of the Fringe Street Events. SoundCloud, the audio sharing platform, wanted to raise brand awareness and interact directly with a large and culturally-engaged audience.

The branded SoundCloud Shack functioned as an innovative performance space, where audio creators and Fringe performers recorded podcasts and performed sets. Fringe-goers were also welcomed to the Shack to check out product demos and SoundCloud services, and browse audio clips from a huge range of Fringe shows. SoundCloud staff raised brand awareness by handing out merchandise, including umbrellas and ponchos, and orange candyfloss.

SoundCloud's time on the Royal Mile allowed them to play a tangible role in the entertainment and atmosphere that crowds from all over the world come to Edinburgh to experience. This was the perfect opportunity for SoundCloud to showcase their brand synergy with the Fringe and the SoundCloud ethos of encouraging creativity and community.

Find out more at:  
<http://blog.soundcloud.com/2013/08/09/were-on-the-fringe-and-were-loving-it/>

'The SoundCloud Shack on the Royal Mile gave us an incredible opportunity to directly interact with audience members and to showcase the talents of many comedians, podcasters, and musicians by hosting live performances within the shack. It was like SoundCloud in microcosm – performers connecting with their audience and audience members discovering great content.'

Brendan Codey, SoundCloud

## Contact

advertising@edfringe.com  
(+44)131 240 1916