



LIFE IS LIVE!

is a campaign of the European festivals to engage their audience and point out that no technology or digital asset can replace live event and gatherings.

We created a simple, but efficient and easy-to-execute campaign, that can be rolled out through the festival's channels with minimal effort. We provide you with all the necessary tools and assets for the launch

You can download your asset packages [HERE](#)

Campaign 1 communicates:

INSIGHT

We can go to any point on the planet thanks to the internet, smartphones, and social media. We can attend every concert, exhibition, restaurant, and cultural event.

Discover everything most beautifully - but truly experience nothing.

IDEA

To show that real-life experience is much more meaningful and powerful than the polished, false reality of the digital world.

MESSAGE

A TRUE STORY LASTS A LIFETIME! LIFE IS LIVE!



Campaign 1 // Examples:



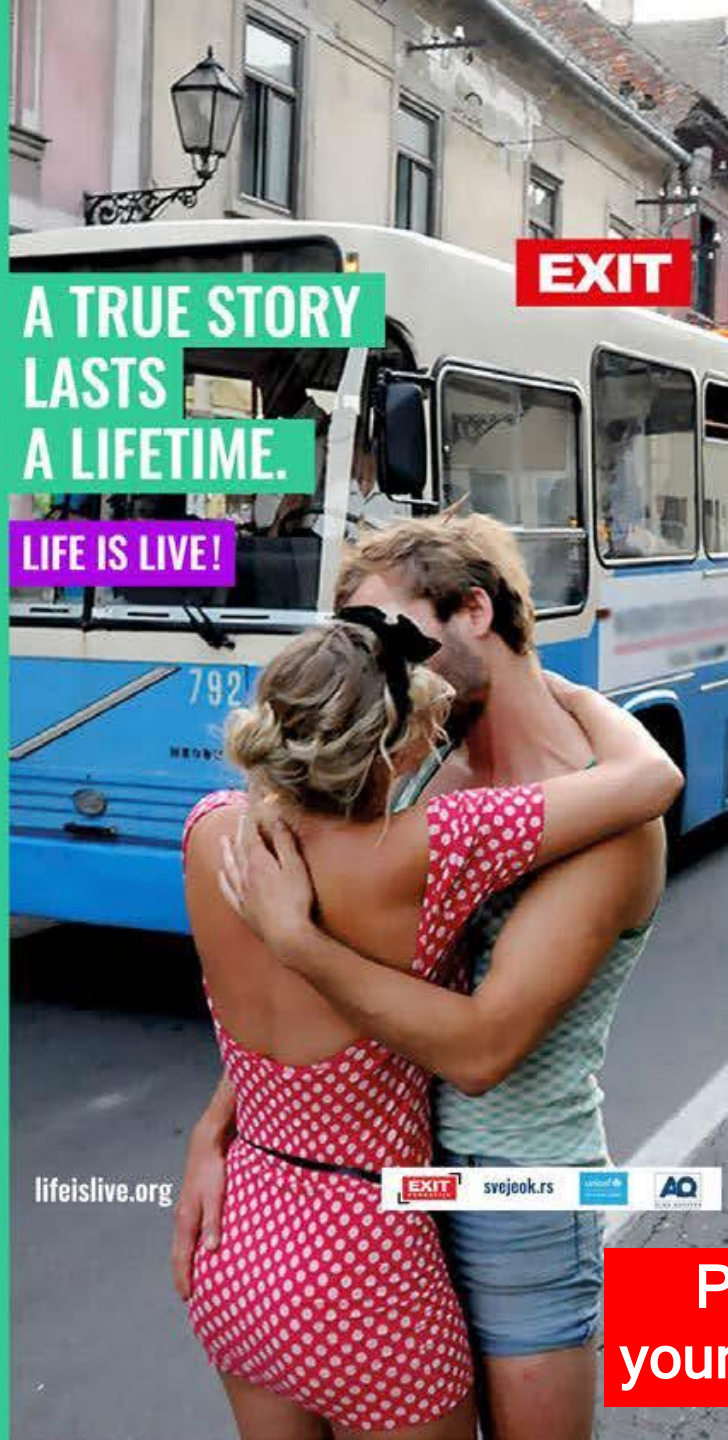
EXIT

**A TRUE STORY
LASTS
A LIFETIME.**

LIFE IS LIVE!

lifeislive.org

EXIT svejeok.rs



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Please feel free to amend with your festival name, date and logo

Campaign 2 communicates:

INSIGHT

Even though the internet and social media allow constant communication, they paradoxically distance us from those closest to us.

IDEA

To show that, even though we communicate daily via phones, and share photos, memes, video clips, and recipes - it doesn't mean we are truly close.

MESSAGE

STAY IN TOUCH! LIFE IS LIVE!

Last seen

EXIT #LifelsLive



MiaMia

Last kissed
1 month ago



Johnny BB

Last hugged
7 days ago



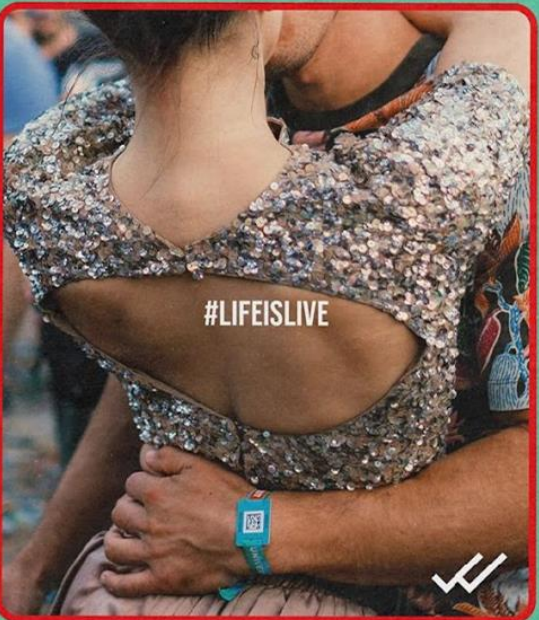
JennyQueen

Last partied
3 years ago

EXIT online

10.07.2024 - 14.07.2024

E



#LIFEISLIVE

last kissed
just now

EXIT FONDACIJA SVE JE OK unicef za svako dete

MR AGENCY
2 93 31 45
v.themagency.com

EXIT online

10.07.2024 - 14.07.2024

E



#LIFEISLIVE

last danced
just now

EXIT FONDACIJA SVE JE OK unicef za svako dete

Campaign 2 // Examples:

Please feel free to amend with your festival name, date and logo

Campaign 2 // Examples:

< FESTIVAL online DD/MM/YYYY - DD/MM/YYYY

F

DD/MM/YYYY - DD/MM/YYYY

F

last kissed just now

#LIFEISLIVE

< SEA STAR FESTIVAL online 23/05/2024 - 26/05/2024

SSF

last kissed just now

#LIFEISLIVE

SEA STAR FESTIVAL online 23/05/2024 - 26/05/2024

SSF

last kissed just now

#LIFEISLIVE

Please feel free to amend with your festival name, date and logo

Campaign 2

In this part of the LIFE IS LIVE campaign festivals point out that they are the place where people can meet with their friends in person and dance, laugh, kiss, and enjoy - LIVE! It's not about when they did it for the last time, but to motivate them to call their loved ones and see in person - and festivals are the perfect place and opportunity for that.

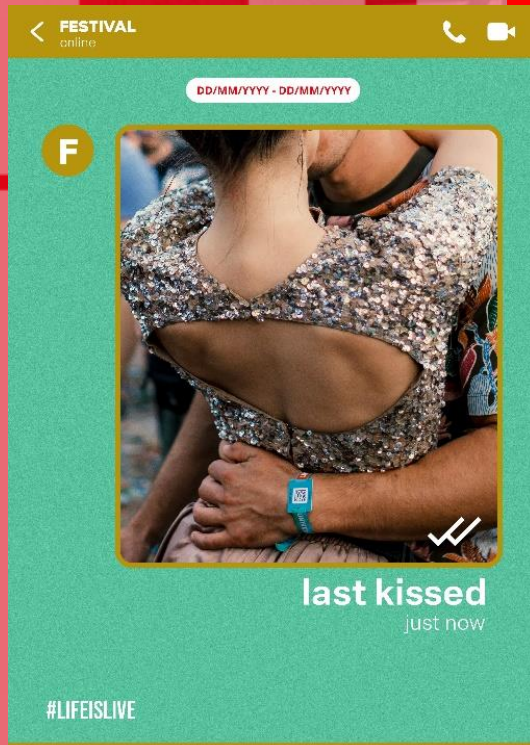
We often feel we are in touch with somebody because we chat a lot, but in truth, we haven't seen in person for ages. And nothing can replace the feeling of your mutual experience - in person. That's the thing we want to express here.

To simplify it, try reading it like:

***LAST SEEN at „festival name“! (e.g. EXIT, ROSKILDE, HELLFEST) or
LAST DANCED at „festival name“***

Each festival should choose a visual they like, and in place of 'FESTIVAL', they should put the name of their festival; instead of 'DATES', they should put their dates, and instead of the icon/avatar, their abbreviation. This way, the visual will become a "chat" where someone was last kissed or last adored at their festival.

Feel free to use the question/communication part: "WHEN DID YOU HAVE YOUR LAST LIVE EXPERIENCE? A KISS, A HUG, A CONCERT OR MEETING FRIENDS?" in the description/copies of your posts. It is a great "explanation" for your festival's crowd and fans.



Thanks for your support!

The initiative will be publishing by EXIT and other supporters on Wednesday May 15th at 13h CET. Please join when ever it suits you by publicly sharing

- #LifeisLive banners
- #LifeisLive message (feel free to translate)
- (a personal message in addition - this is not mandatory)

The plan is that all of us release // post the same assets and message to gain the most impact.

Please don't release any material before this date and time. If the date doesn't suit you please feel free to join us later.



Assets and Deployment plan

You can download your asset packages [HERE](#).

We deliver the materials for two different campaigns

You are free to choose any of those, and to include your own festival name/logo and dates on it.

Please always use #LifeisLive and if possible add the link to website lifeislive.org



The EXIT logo is displayed in white, bold, uppercase letters on a red rectangular background. The background image is a night festival scene with a person in the foreground wearing a patterned hat and a crowd in the background under bright stage lights.

EXIT

LIFE IS LIVE was initiated and created by EXIT Festival and EXIT Foundation with the support of UNICEF.

If you have questions or suggestions please get in touch with

Ana Marković

ana.markovic@exit-festival.org

YOUROPE - The European Festival Association is happy to support the LIFE IS LIVE initiative.

We do so within our project 3F Future-Fit Festivals co-funded by the European Union.

YOUROPE
THE EUROPEAN FESTIVAL ASSOCIATION