

Music lovers view Oppikoppi festival through Ray-Bans

As a part of their 75th birthday, Ray-Ban South Africa again selected brand and event activation specialist, Enov8, to engage the 20 000 strong crowd at the Oppikoppi music festival which was held near Northam in Limpopo from 9 to 11 August 2012.



The aim of the activation was to position Ray-Ban as the cool, genuine, fashion-forward brand that it is, as well as being a proud supporter of the South African music industry.

Enov8 was tasked to create memorable Ray-Ban experiences for festival-goers and it thus recruited and trained brand activators that fitted the Ray-Ban brand values - real, authentic and true. The branded ambassadors interacted with festival goers at the Ray-Ban tent and all over the festival area, rewarding consumers with branded merchandise if they were wearing Ray-Bans.

Photos ensure longevity

Festival-goers were also able to try on Ray-Ban sunglasses and/or optical frames at the Ray-Ban tent. They then went into a photo booth to get their photo taken and printed on the spot, with images that represent Ray-Ban's seven decades. "Consumers walked away with an image of themselves, wearing a pair of Ray-Ban eyewear. This element of the activation ensures longevity in terms of communicating the brand as the consumer is wearing the product in the image and is bound to keep the photograph of themselves and their friends at Oppikoppi," says Enov8's Nicole Rollings.

Enov8 managed the activation to ensure that the Ray-Ban brand was well represented at all times, and at all touch points. "This included everything from brand and product training of brand activators, crowd control, and even ensuring that the activation area was kept clean for the duration of the activation," Rollings explains.

Enov8's brand activators handed out Ray-Ban branded beach balls, sunglass lanyards and badges to festival goers to further engage consumers.

Good attitude towards brand

"We worked to create a Ray-Ban brand experience to keep Ray-Ban top-of-mind so that when they go to purchase sunglasses and optical frames they have a good attitude towards the brand. This encourages them to then purchase Ray-Ban, rather than its competitors. This is why brand activations are extremely successful when it comes to getting a message across to consumers and improving product sales," says Rollings.

"After working on several events in the past with Enov8, I felt very comfortable working with them on our largest event of the year, Oppikoppi," says Thera van't Hof from Luxottica South Africa, who is responsible for the marketing of Ray-Ban and Persol. "Ray-Ban was involved in many touch points throughout the festival, with the consumer activation area being the most important. I could trust Enov8 to manage and supervise this touch point, which was the most public and reached the majority of festival goers, on behalf of the brand."

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