

Multi-Brand Activation at VH1 Supersonic



Onbeat Entertainment Agency spearheaded a groundbreaking multi-brand experiential marketing activation at VH1 Supersonic, one of India's most iconic music festivals. We successfully merged the electric atmosphere of the festival with strategic brand engagement for Maybelline, AJIO, and PartySmart.

Our Mission: Transforming Festival Energy into Brand Love

Our core objective was clear: to leverage the pulsating energy of VH1 Supersonic to cultivate **brand love**, maximize **product exposure**, and drive **digital amplification**. We aimed to create a cohesive ecosystem where each brand seamlessly integrated into the festival experience, turning fleeting moments into lasting connections.

Brand Love



Product Exposure



Digital Amplification

AJIO.COM

PartySmart®



The Stage: VH1 Supersonic Festival

We strategically chose VH1 Supersonic for its massive reach and highly targeted audience, ensuring our brands connected with the right demographic.

1

Event Scope

A 3-Day Music & Lifestyle Festival

2

Audience Type

Gen-Z, Influencers, Music Lovers,
Celebrity Circles, Nightlife Community

3

Total Footfall

Over 50,000 enthusiastic attendees

Brand Deliverables: Immersive Stall Activations

Each brand received a custom-designed, experience-driven activation booth, strategically crafted to convert festival traffic into meaningful brand interaction and engagement.



Maybelline New York

- Beauty touch-up booths
- Product discovery counter
- Creator-friendly photo zones



AJIO

- Fashion showcase zone
- Style try-on experiences
- Curated festival look corners



PartySmart

- Recovery & wellness desk
- Product sampling stations
- Responsible celebration messaging



Visibility Beyond Stalls: Stage & On-Ground Branding

Brand visibility was integrated directly into the festival's cultural core, ensuring constant, high-frequency exposure to tens of thousands of attendees.

Stage Backdrop Branding

- Main stage presence
- Side wings & artist-intro visuals
- Premium sponsor positioning during performances

On-Ground Touchpoints

- Branded standees & flags
- Directional signage
- Lounge & sponsor zone identity
- Co-branded spaces near main footfall zones

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#gapindia #vh1supersonic #sneaker ##superdry

Amplifying Reach: Influencer & Digital Strategies

We leveraged influencer partnerships and digital channels to extend the festival experience and build an engaged online community.

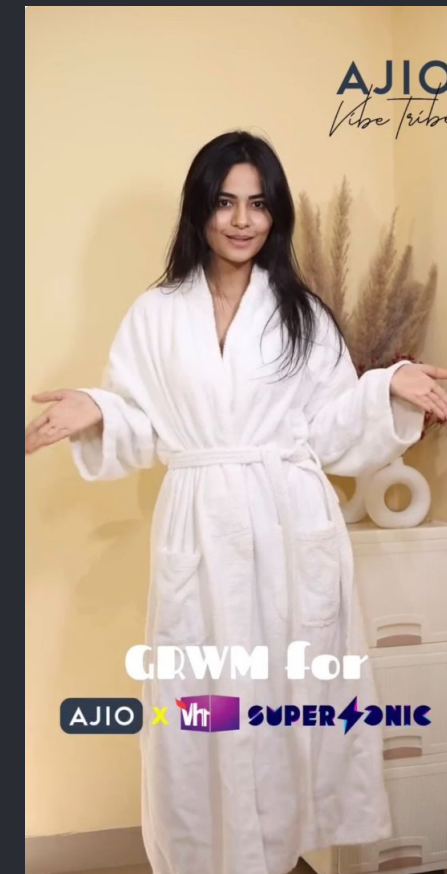
Influencer Marketing

- **30 lifestyle creators** (10 per brand)
- **Deliverables:** 1 Reel & 2-3 Story mentions per creator
- **Genres:** Fashion, lifestyle, music, beauty, nightlife



Digital Visibility

- Pre-event anticipation & post-event buzz
- Strategic brand tagging & festival mentions
- Creator content distribution & reposts
- Engagement across official festival pages



Building Relationships: Premium Guest Access

Beyond exposure, we facilitated invaluable networking and relationship-building opportunities for brand leadership and creators.



Exclusive Passes

For brand leadership, key partners, and influential creators.



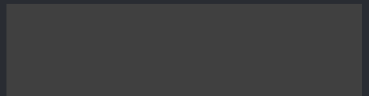
VIP Lounge Access

An elevated experience for esteemed guests.



Artist-Adjacent Networking

Unique opportunities to connect within celebrity circles.



Impact & Outcomes: Unforgettable Brand Experiences

Our multi-brand activation generated significant audience exposure, fostered genuine brand love, and achieved impressive influencer reach.

50K+

Festival Attendees

Highly targeted
millennial and Gen-Z
demographic.

High

Dwell-Time

Real interactions and
prolonged engagement
at brand zones.

90

Pieces of Content

Organic storytelling
from 30 diverse
creators.



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Beyond Advertising: Owning the Experience

The success of this activation proved that brands don't just advertise; they own experiences. By integrating seamlessly into the VH1 Supersonic culture, Maybelline, AJIO, and PartySmart created a powerful, memorable connection with their audience.

"The brands didn't 'advertise' — they owned experiences at Supersonic, creating a deep, emotional connection with our vibrant audience."



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