



# LIFE IS BEAUTIFUL RECAP





## WHERE IT ALL BEGAN

*Cirque du Soleil's* official partnership with Life is Beautiful (LIB) began in 2013, with a performance collaboration with *Mystère* and alternative rock band Imagine Dragons. The performance was a huge success, thus providing a strong foundation for all future collaborations to come.



A vibrant stage performance featuring a male singer in a white tank top and black pants, singing into a microphone. To his right, a robotic arm with a checkered sleeve reaches out. The stage is filled with falling pink petals and bright pink and blue lighting. The entire scene is framed by a thick, multi-colored border (yellow, blue, and pink).

# LIFE IS BEAUTIFUL 2018

This year, *Cirque du Soleil* had 2 big collaborations in store. The first was with **Foster the People** and **The Beatles LOVE**, with a spectacular live performance of Hey Jude. The second was **3LAU** and **Blue Man Group** doing an electrifying EDM collaboration at the Fremont stage on Sunday night.



# 2018 TIMELINE

**JULY 17** – Concept for social media template / graphics started

**JULY 26** – Apple Corps approved FTP doing a Beatles song

**JULY 26** – Connected with LiB sponsorship VR activation in Cirque tent on site

**SEPTEMBER 11** – Cirque / BMG / LiB press release

**SEPTEMBER 14** – LOVE cast first rehearsal  
Social Media countdown begins

## RECAP

**SEPTEMBER 25** – 3LAU and BMG making of video distributed

**SEPTEMBER 26** – Event recap release distributed with event photos

**OCTOBER 18** – CdS / FTP making of video distributed

**MARCH 28** – Initial meeting with Life is Beautiful

**APRIL 12** – Conversations with BMG and 3LAU started

**APRIL 24** – Life is Beautiful lineup announcement

**MAY 2** – Lou reached out to Foster the People re: collaboration

**AUGUST 7** – FTP and LOVE agreed on Hey Jude creative concept

**AUGUST 20** – Social media templates approved

## LIFE IS BEAUTIFUL

**SEPTEMBER 20** – LOVE rehearsal and aerial validation on stage at LiB

**SEPTEMBER 21** – Mystère and LOVE artist meet & greet at festival entrance (A Cirque du Soleil Welcome)

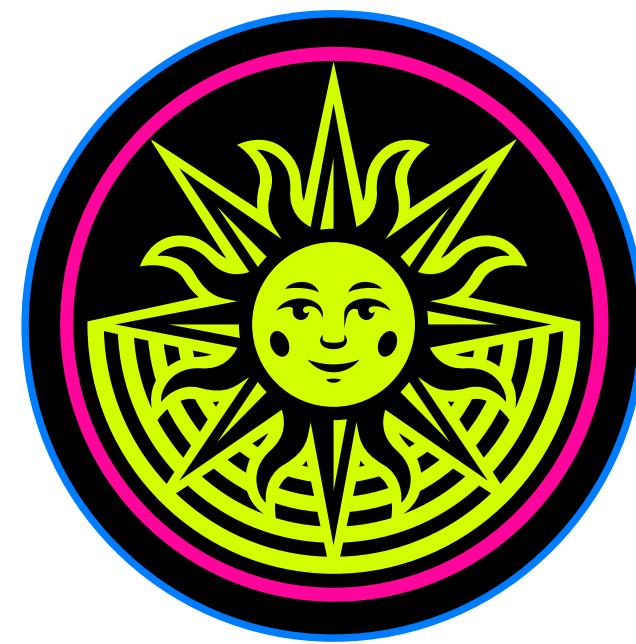
- Live social coverage
- Tent set up and operational

**SEPTEMBER 22** – LOVE and FTP live performance on main stage

**SEPTEMBER 23** – 3LAU and BMG performance on Fremont stage

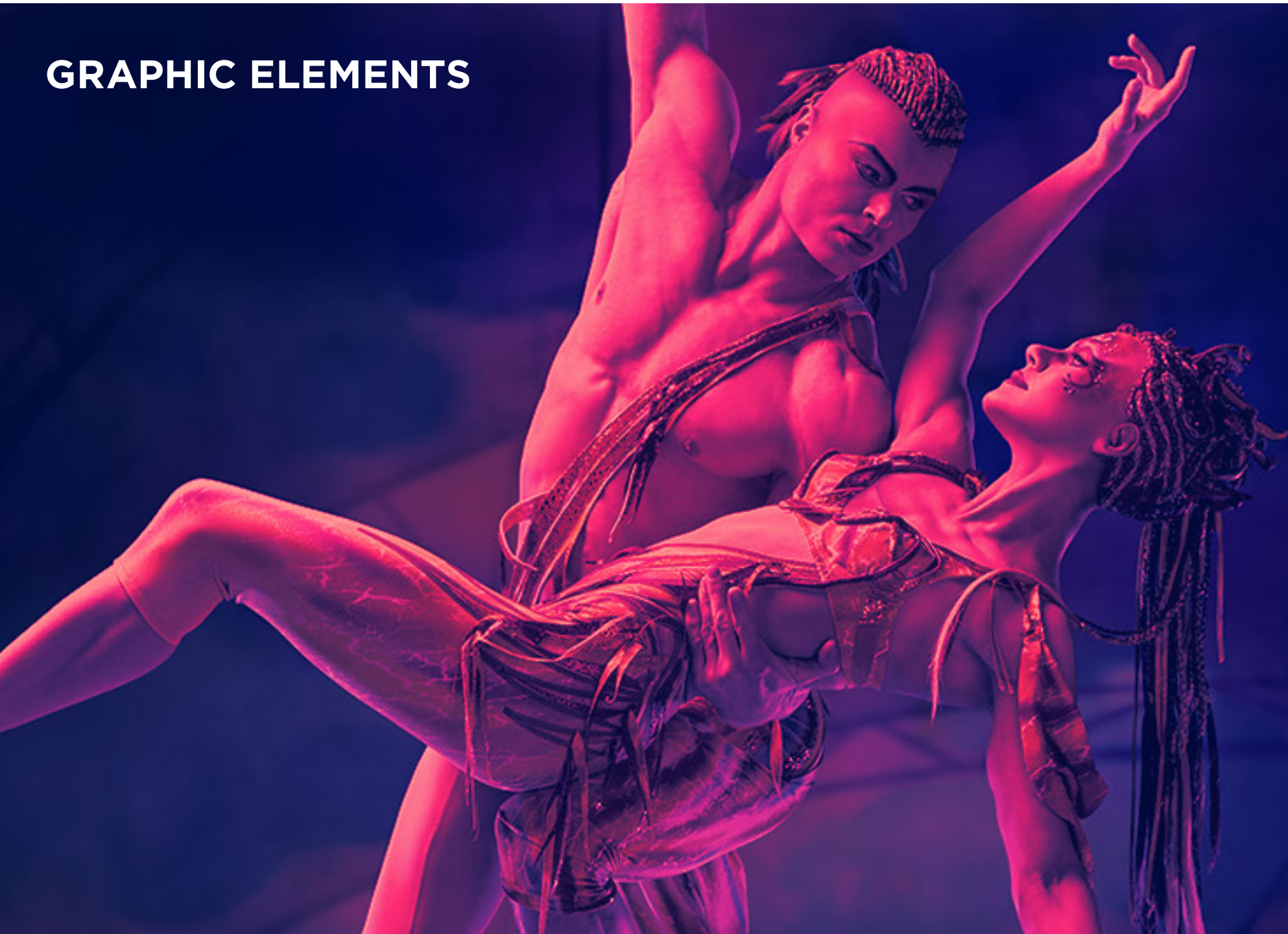


# MICRO-BRAND: CDS



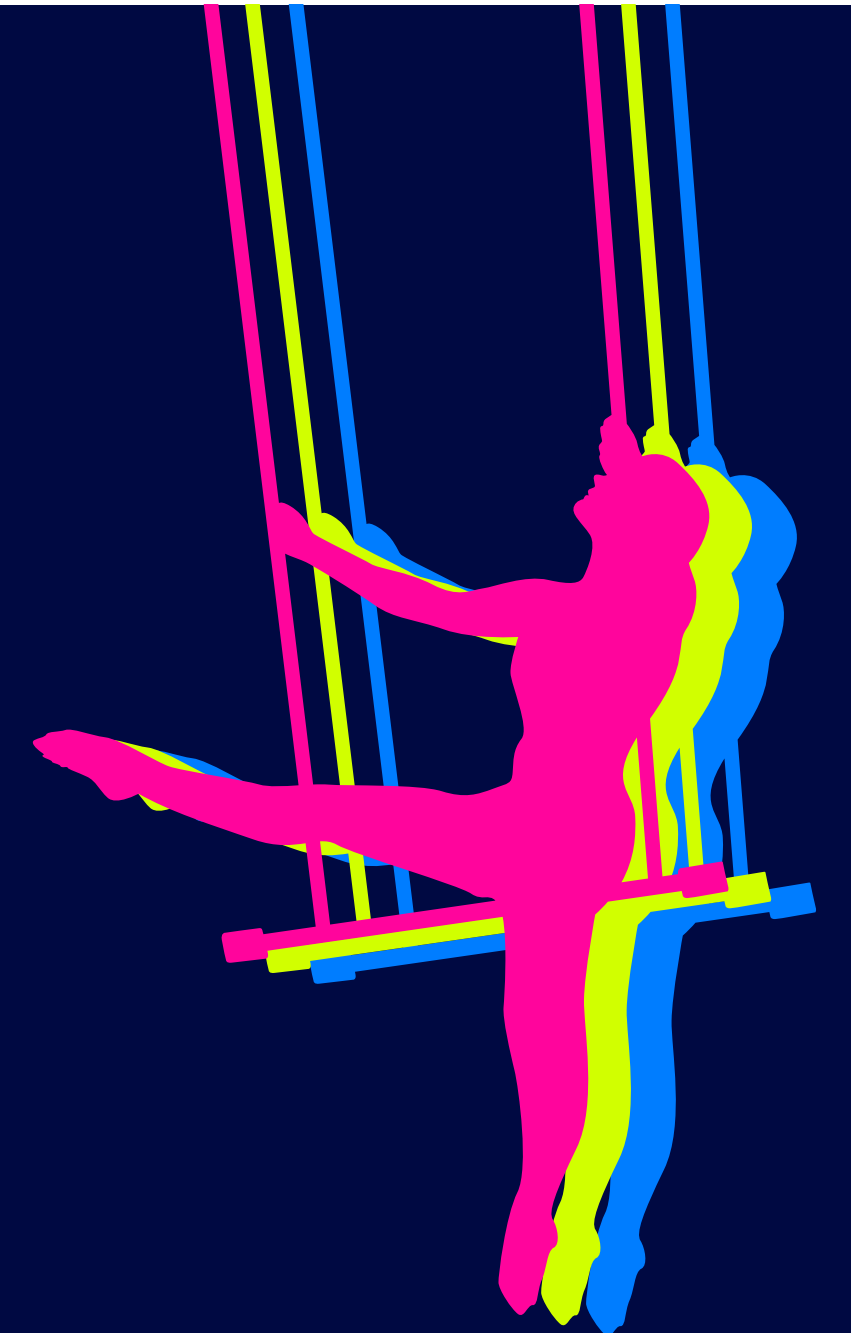
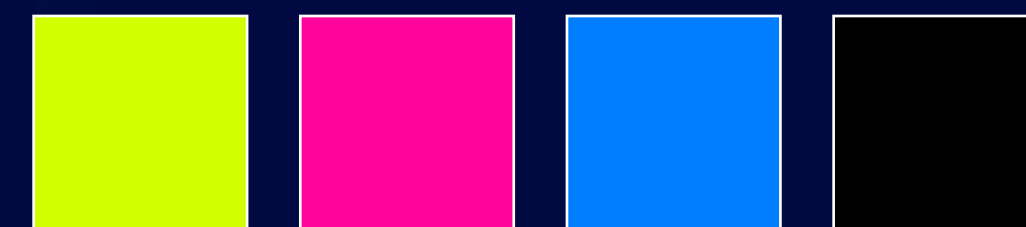
This year's partnership resulted in the creation of a micro-brand that leveraged the reach of the LIB and the power of Cirque's Image. The visually eye-catching elements provide bright tones with bold messaging that appealed to the younger festival-going demographic.

## GRAPHIC ELEMENTS



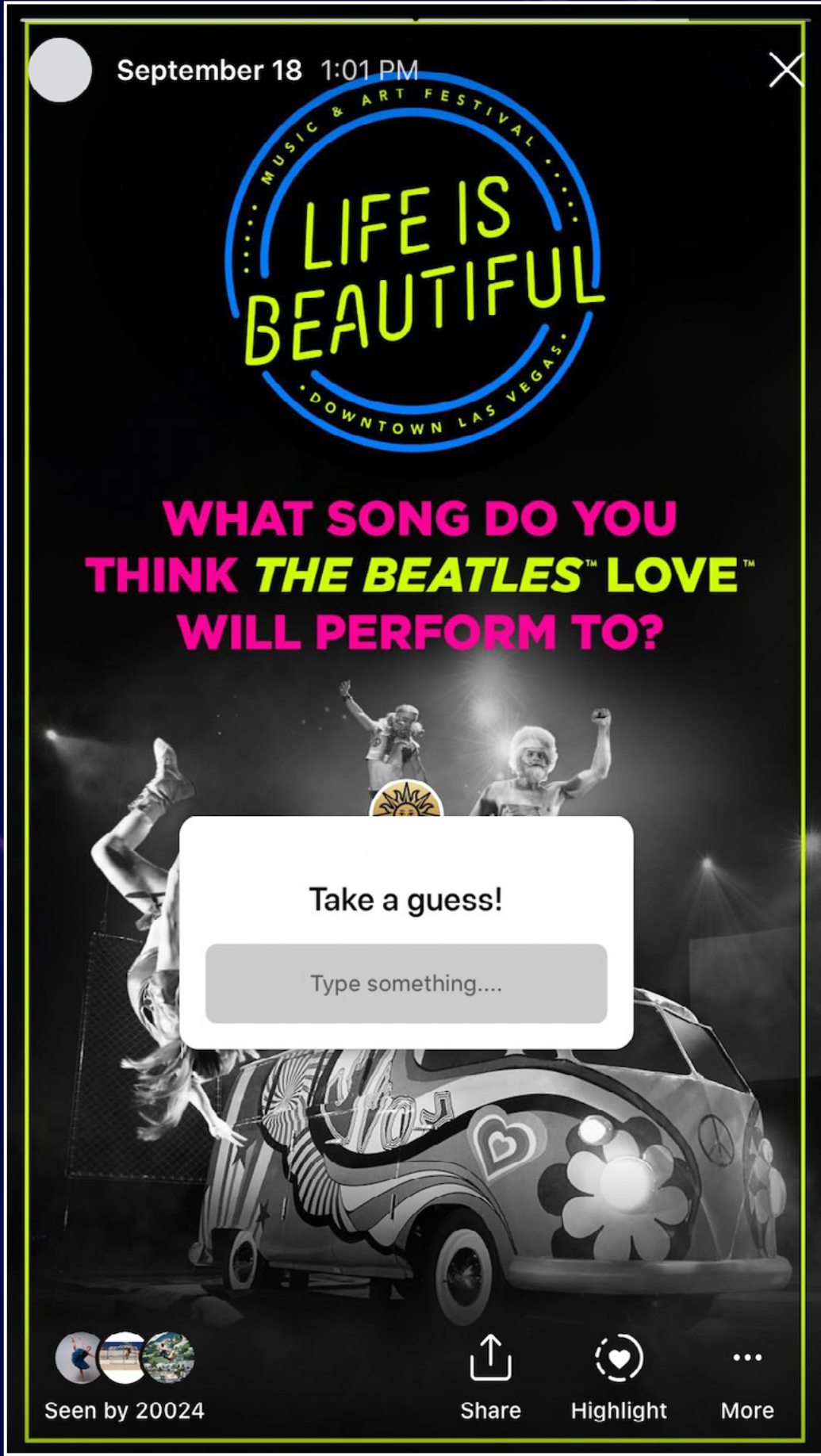
# 2 WEEKS TO LIB

## SWATCHES





# SOCIAL POST EXAMPLES: CDS



INSTAGRAM STORY



INSTAGRAM STORY



FACEBOOK VIDEO (PRESS PLAY)



# SOCIAL MEDIA STATS: CDS

## TWITTER

Potential Reach

17.8M

↑ +85.7K%

Compared to the last period (20.7k)

## INSTAGRAM

Potential Reach

4.6M

+ HIGHEST ENGAGEMENT

27,500 people engaged with our posts on Instagram.

## FACEBOOK

Potential Reach

1.5M

Total potential reach (all platforms and publications):

3.7 BILLION



# MICRO-BRAND: BMG

**3LAU & BLUE**

BMG's collaboration with 3LAU resulted in the creation of a similar micro-brand. By incorporating both electric and colorful geometric elements to resonate with the predominantly EDM fan-base, 3LAU & Blue created a unique tone that leveraged their similar fan bases





SOCIAL POST EXAMPLES: **BMG**



INSTAGRAM STORY



INSTAGRAM STORY



FACEBOOK VIDEO (PRESS PLAY)



# SOCIAL MEDIA STATS: **BMG**

## **TWITTER**

Potential Reach

**2.7M**

## **INSTAGRAM**

Potential Reach

**46.6K**

## **FACEBOOK**

Potential Reach

**1.8M**

### **+ HIGHEST ENGAGEMENT**

**2,600** people engaged with our posts on Instagram.

**Total** potential reach (all platforms and publications):

**4.5 MILLION**



“That the performance **could put a smile on the face of even the most ardent** of Foster The People haters is impressive. It’s further testament to The Beatles’ unbeatable songwriting as well as **Cirque du Soleil’s ability to inspire wonder and awe in people**, even with the simplest of theatrics.”

– Rhian Daly, NME.com





CDS x FOSTER THE PEOPLE PR COVERAGE

DATE	OUTLET	ARTICLE	UVMS	PR VALUE
9/21/18	ReviewJournal.com	<a href="#">Dean Heller has become Rick Harrison's smartphone photographer</a>	1,260,300	\$63,015.00
9/21/18	Las Vegas Review-Journal	A beautiful scene as festival gets underway	164,025	N/A
9/22/18	KTNV.com	<a href="#">Thousands attend 6th annual Life is Beautiful Music &amp; Art Festival</a>	310,400	\$15,520.00
9/23/18	NME.com	<a href="#">Foster The People cover The Beatles with Cirque Du Soleil in cynicism-busting Life Is Beautiful set</a>	4,125,500	\$206,275.00
9/23/18	ajournalofmusicalthings.com	<a href="#">Reflections on America's most unusual music festival: Las Vegas' unique Life is Beautiful</a>	72,200	\$3,610.00
9/24/18	radio1045.iheart.com	<a href="#">Foster The People Covers The Beatles With Cirque Du Soleil</a>	4,917,200	\$245,860.00
9/25/18	People.com	<a href="#">Life Was Beautiful at the Life Is Beautiful Festival in Vegas Last Weekend: See the Gorgeous Pics!</a>	13,011,000	\$650,550.00
9/25/18	EW.com	<a href="#">See pretty photos from the Life Is Beautiful Festival in Las Vegas</a>	6,665,800	\$333,290.00
10/4/18	LAMusicBlog.com	<a href="#">Festival Recap: Life is Beautiful 2018</a>	21,500	\$1,075.00

TOTAL REACH: 30,526,425 | TOTAL PR VALUE: \$1,456,180.00



“ The Blue Man Group doesn't speak  
but the sounds they make are **otherworldly.** ”

– Carlos Lopez, [edmidentity.com](http://edmidentity.com)



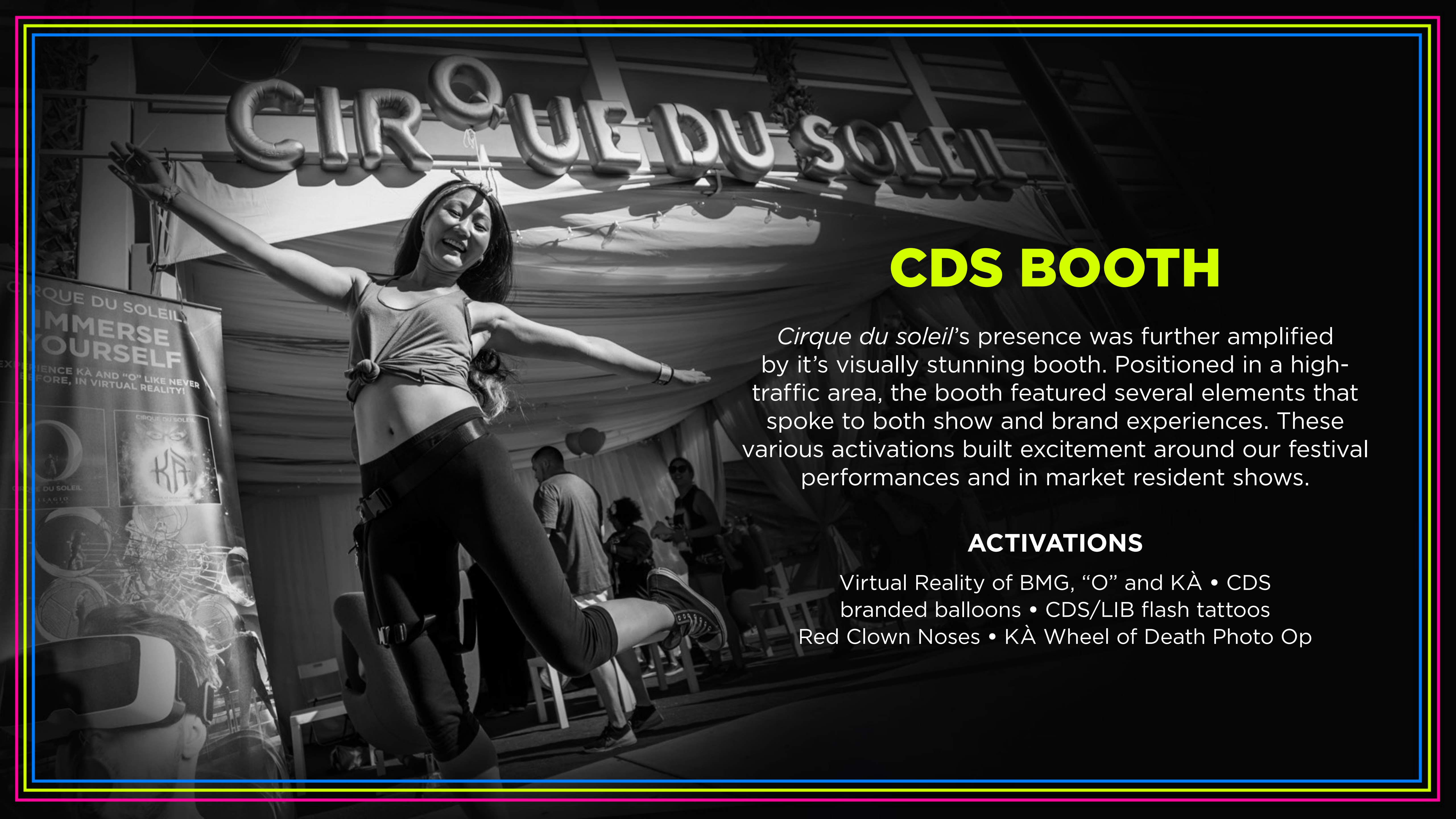


BMG x 3LAU PR COVERAGE

DATE	OUTLET	ARTICLE	UVMS	PR VALUE
9/11/18	Vegas24Seven.com	<a href="#">CIRQUE DU SOLEIL AND BLUE MAN GROUP TAKE OVER LIFE IS BEAUTIFUL MUSIC &amp; ART FESTIVAL SEPT. 21-23, 2018</a>	18,450	\$545.00
9/12/18	EDMSauce.com	<a href="#">3LAU TO PERFORM LIVE WITH BLUE MAN GROUP AT LIFE IS BEAUTIFUL</a>	556,140	\$52,461.00
9/13/18	EDMTunes.com	<a href="#">3LAU Confirmed to Perform with Blue Man Group at Life Is Beautiful</a>	214,7700	\$6,264.00
9/19/18	ReviewJournal.com	<a href="#">Cirque du Soleil returns to Life is Beautiful in downtown Las Vegas</a>	1,260,300	\$131,720.00
9/23/18	GettyImages.co.uk	<a href="#">2018 Life is Beautiful Music &amp; Art Festival - Fremont Stage - Day 3</a>	4,000,000	\$198,669.00
9/23/18	GettyImages.com	<a href="#">2018 Life is Beautiful Music &amp; Art Festival - Fremont Stage - Day 3</a>	21,300,000	\$1,149,493.00
9/23/18	livexlive.com	<a href="#">3LAU on-stage interview at Life is Beautiful</a>	114,960	\$250.00
9/24/18	thehollywoodunlocked.com	<a href="#">HU Exclusive: Life Is Beautiful Festival Finale</a>	300,000	\$4,488.00
9/25/18	EW.com	<a href="#">See pretty photos from the Life Is Beautiful Festival in Las Vegas</a>	6,665,800	\$333,290.00
9/25/18	People.com	<a href="#">Life Was Beautiful at the Life Is Beautiful Festival in Vegas Last Weekend: See the Gorgeous Pics!</a>	13,011,000	\$650,550.00
10/4/18	EDMIdentity.com	<a href="#">LIFE IS BEAUTIFUL ONCE AGAIN REMINDS US HOW BEAUTIFUL LIFE TRULY IS</a>	180,000	\$5,642.00

TOTAL REACH: 47,331,680 | TOTAL PR VALUE: \$1,331,418.00





## CDS BOOTH

*Cirque du soleil's* presence was further amplified by it's visually stunning booth. Positioned in a high-traffic area, the booth featured several elements that spoke to both show and brand experiences. These various activations built excitement around our festival performances and in market resident shows.

### ACTIVATIONS

Virtual Reality of BMG, "O" and KÀ • CDS branded balloons • CDS/LIB flash tattoos  
Red Clown Noses • KÀ Wheel of Death Photo Op





**THANK YOU!**