

**ABOUT YOU**®

BRAND RELATIONS  
& RETAIL MEDIA

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& RETAIL MEDIA

**ABOUT YOU  
PANGEA FESTIVAL**





10 – 13. AUGUST 23  
PÜTNITZ AN DER SEE





# FACTS



A festival utopia where brands and collectives create a place that combines music, sports and culture for an unforgettable experience.

There are countless opportunities to get active and try out new things, exciting sports competitions and numerous activities  
Active workshops, creative craft sessions and talks  
Several music stages. From cool hip-hop parties, intimate indie concerts to electro raves

ABOUT YOU Vintage Wardrobe - styling tents where visitors can borrow second-hand outfits to express their personality



## KEY FACTS

Date: 10. - 13. August 2023

Location: Pütnitz an der See



## GUESTS

approx. 16.000 (festival guests, influencers, business partners)

## RECAP 2022

Event reach: 1,4 billion touchpoints (Social Media, Press Online & Print)



# PANGEA IS A FESTIVAL UTOPIA WHERE BRANDS & COLLECTIVES MEET TO CREATE A COLORFUL WORLD OF UNFORGETTABLE EXPERIENCES



be active, watch pro-athletes compete at contests and find new passions in multiple sports activities



multiple music stages, showcasing a diverse range of music acts



a place full of love, solidarity and productivity



diverse diy workshops, placed all over the festival grounds





# WE ARE REDEFINING BRAND INTEGRATIONS AND BUILD PARTNERSHIPS THAT ARE OUT OF THIS WORLD.

WORLD 

A NEW SPACE AND ENTIRE UNIVERSE BUILD TO REPRESENT YOUR BRAND

 ACTIVATE

EXTRA AWARENESS THROUGH SPECIAL ACTIVATION IN HIGH FREQUENCY AREAS

ELEMENT 

ADAPT A KEY ELEMENT TO FIT YOUR BRAND

 MULTIPLY

EXTEND INTEGRATIONS DIGITALLY WITH INFLUENCERS AND CREATORS

SESSION 

HOSTING AN ACTIVITY OR ACT TO EXPERIENCE YOUR BRAND

 SPECIAL

DRONE SHOW? HIDDEN FLOOR? SECRET ACT OR PRE-EVENT? WE ARE READY!





# WE CREATE HIGH QUALITY CONTENT AT THE PANGEA FESTIVAL FOR A 360° DIGITAL CAMPAIGN

## BRAND STORY

We create an individual brand story incl. a story teaser which promotes the story on [aboutyou.de](https://www.aboutyou.de)



## INFLUENCER COOPERATIONS

Our influencers will introduce the campaign / brand on Instagram.



## EVENT STORY & NEWSLETTER

The integration into our event story and newsletter shows the participation of the brand to our user.



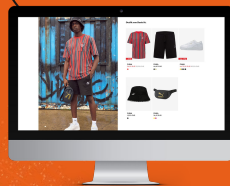
## BRAND/EVENTFILM

Exclusive films produced by ABOUT YOU will be spread across our social media channels to create awareness for the brand.



## OUTFIT DETAIL PAGE

Produced photo material of different styles at the festival will be used for outfit detail pages on [aboutyou.de](https://www.aboutyou.de)



## ABOUT YOU IG/FB CHANNEL

Individual posts or carousels produced by ABOUT YOU will be spread across our social media channels to create reach for the brand and its message.





