



DESIGN AND MARKETING

FESTIVAL PACKAGE

**Studio Mayall's design & marketing packages
for festivals - now booking for 2024**

"Their speedy and flexible working style, positive attitude, and collaborative approach make them a valuable member of the extended Festival family."

PELIN OPCIN, DIRECTOR, EFG LONDON JAZZ FESTIVAL / SERIOUS



**FESTIVAL
PACKAGE**

Studio Mayall has been working on festival & event brands for over 20 years. Our proven track record in connecting with ticket buyers sets us apart as the go-to choice for festival branding across the UK and Europe.

From the UK capitals world renowned EFG London Jazz Festival, to numerous medium-sized festivals across Europe, our experience allows us to understand the intricacies and challenges of festival design and marketing, which is why we can offer a comprehensive package with a fixed price.

Leveraging our extensive experience in the field, we not only offer impeccable graphic design but also provide valuable insights on timelines, coordinate with printers on your behalf, and even assist with on-site graphic installations if needed. Furthermore, we can help you promote your festival - with our wealth of experience in social media engagement, knowledge of the audience, and complete synergy between promotion & design, we can bring your festival to life before the event itself.

Tailored specifically for medium-sized festivals with a capacity of fewer than 30,000 attendees, our package ensures that your event receives the attention it deserves. For larger-scale events, we also offer a bespoke service, crafted to meet your unique requirements. Whether your festival revolves around music, film, food, or any other theme, we have the expertise to transform it into a sell-out success.

**FULL
BRAND
DESIGN**

Festival Design Pack

Festival brand design

Including logo, master illustration, graphic language (supporting graphics / icons / illustrative elements etc) + style/brand guides.

Templates for print and digital

Including:

Event poster templates

Festival "line-up" templates

Flyer templates

Social media templates

(Twitter and Instagram square / story)

AAA passes / photographer passes

Wristbands

**TEMPLATES
FOR PRINT & DIGITAL PROMO**



**FESTIVAL
PACKAGE**

CMS WEBSITE

Festival Design Pack

Website

Including the following pages:

About

Line-up

with details for each act - potentially a page each

Tickets

with ticketing partner integration

Contact

Journal / blog page

Information on the build up to the festival + and drive traffic / help SEO

FAQs / Ts & Cs

Newsletter template design

Integrated in Squarespace for email campaigns

We recommend using Squarespace as the website CMS for the following reasons:

- Ease of use - quick and simple to update / add content
- Integration - easy to integrate ticketing platforms
- Video content - can upload up to 30 mins of video content to Squarespace itself. Alternatively Youtube content can be embedded in the site.
- Cost - removes the need for separate hosting packages. Subscription cost for Squarespace start at £17 +VAT per month
- Built in email campaigns
- SEO and Analytics
- Studio Mayall's knowledge and experience of using this platform stretches over several years

*Pack price does not include Squarespace subscription / Email hosting / purchase of domain. Website price is based on build and initial content population

**NEWSLETTER
TEMPLATE DESIGN**



FESTIVAL PACKAGE

Design bolt-ons

Assets that are **outside of our fixed price package** that we are happy to provide for you:

Physical media adverts

For newspapers / magazines / listing guides

Event graphics

Large scale graphics / flags / banners / gobos etc

Wrist bands / AAA passes

Brochure / programme

T-Shirts / memorabilia

Ongoing maintenance of the website

You can choose to update yourself once the website has been built, or bring us in to manage this for you.

Production of assets from templates

Production of all social media posts / posters based on templates (these can be created in-house by your team using the templates provided in the Festival Pack).

Wayfinding & maps

We can cover all your wayfinding needs on-site - signs / maps / stencils etc

DESIGN BOLT-ONS



**FESTIVAL
PACKAGE**

**DIGITAL
MARKETING
SET-UP**

Marketing

At Studio Mayall, we believe in the transformative impact of a comprehensive marketing approach for your festival. By seamlessly blending graphic design and marketing expertise within a single agency, we guarantee cohesive campaigns that elevate your brand presence and reinforce recognition in the most impactful ways.

Initial digital setup

This would include setup of all relevant social media channels and the profile set up of the festival across various third party websites offering free listings such as Eventbrite, Skiddle, The List, and many more local and nationwide platforms.

Social Media Marketing

Pre, during and after posts based on a social media strategy calendar created exclusively for the festival. Timelines and content will be agreed upon commencement of work, but usually it will be a mix of posts, reels and stories based on either media provided by you or designed by us.

Paid advertising and /or boosting is recommended and the budget for it can be discussed and agreed upon together.

Boosting is a very fluid approach to advertising via social media, as we could start with a Sign-Up action in the early promotional stages of the festival brand launch, which culminates in a Book Now call to action at the ticketing stage. All strategies are to be discussed and agreed.

As a ballpark figure for 1 boosted post a month you would be looking £150 over 30 days. This is for a very targeted audience, reaching up to 50K people within a local 10km radius.

Public Relations

This will include the initial press release and pitch to media.

**SOCIAL
MEDIA
MARKETING**



DESIGN AND MARKETING

FESTIVAL PACKAGE

FULL
BRAND
DESIGN

TEMPLATES
FOR PRINT & DIGITAL PROMO

CMS WEBSITE

NEWSLETTER
TEMPLATE DESIGN

DIGITAL
MARKETING
SET-UP

SOCIAL
MEDIA
MARKETING

BOLT-ONS:

FLAGS & BANNERS / BROCHURE / PROGRAMME / T-SHIRTS
MEMORABILIA / WEBSITE SUPPORT / SOCIAL MEDIA ASSETS
POSTERS / ANIMATION / GOBOS / WRIST BANDS / AAA PASSES
PUBLIC RELATIONS / COPYWRITING / PHOTOGRAPHY +++++

MUSIC FESTIVALS / COMEDY FESTIVALS / FILM FESTIVALS / FOOD FESTIVALS

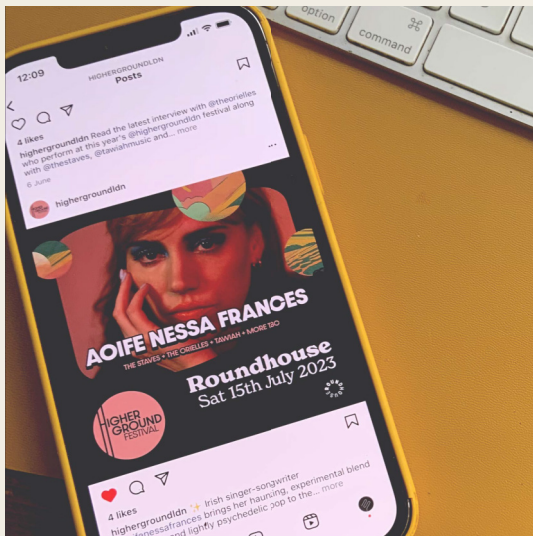
Now Booking for 2024

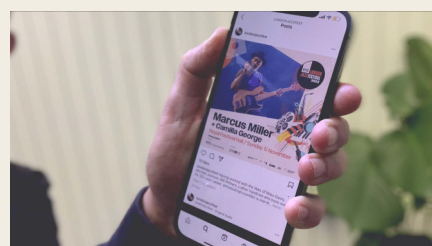
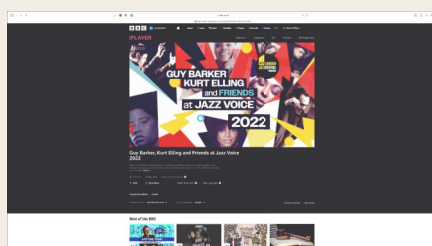
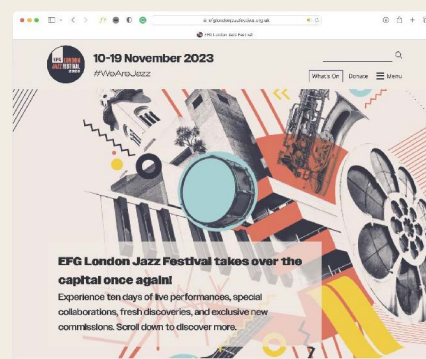
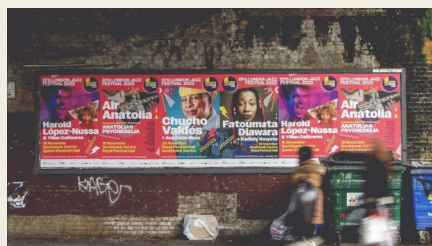
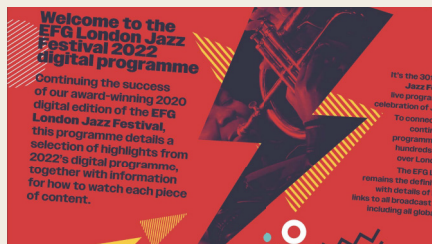
studiomayall.com



Higher Ground Festival Brand

An all-female line-up of singer-songwriters, genre defying acts and contemporary sounds, Higher Ground is yearly festival that happens at The Roundhouse, London. Studio Mayall were design lead on the project, producing a full brand pack and design templates.





EFG London Jazz Festival Brand 2019 - 2023

Studio Mayall has been designing the key visual of the EFG London Jazz Festival as well as its several applications, and for over five editions of the Festival we are thrilled to work with them.

They understand our work and bring a great aesthetic to our vision. The designs get refreshed every year and still stay true to the core values and consistency of our brand image.

Their speedy and flexible working style, positive attitude, and collaborative approach make them a valuable member of the extended Festival family.

Having worked with Studio Mayall so successfully on the Festival, we have also commissioned them for other work including our new event Higher Ground, and on each occasion, they deliver! They understand the needs and character of every event we do. Their enthusiasm and knowledge of art and music make a big difference too.

PELIN OPCIN | DIRECTOR
EFG LONDON JAZZ FESTIVAL / SERIOUS



BEST IN JAZZ

HYPNOTIC BRASS ENSEMBLE
1ST SEPT // ELECTRIC BRIXTON

SOWETO KINCH
21ST SEPT // RICH MIX

THE SOUL JAZZ ORCHESTRA
5TH OCT // RICH MIX

YOUNGBLOOD BRASS BAND
8TH OCT // ISLINGTON ASSEMBLY HALL

CHIP WICKHAM
12TH OCT // RICH MIX

FATIMA & THE EGLO LIVE BAND
27TH OCT // UNION CHAPEL

SHABAKA & THE ANCESTORS
8TH NOV // ISLINGTON ASSEMBLY HALL

MAMMAL HANDS
20TH NOV // UNION CHAPEL

SOUNDCRASHMUSIC.COM

FEMI KUTI

NUBIYAN TWIST

ANALOG AFRICA
+ SPECIAL GUEST DJs

HACKNEY ARTS CENTRE
23RD NOVEMBER

TICKETS VIA **SOUNDCRASHMUSIC.COM**

THE CINEMATIC ORCHESTRA

THE ROUNDHOUSE
23RD MAY 2015

tickets/info.soundcrashmusic.com

Soundcrash - Various Festival / Concert Artwork 2007 - 2023

Studio Mayall has been working with experienced gig / festival promoters, Soundrash for over 15 years, and during this time we have produced 1000s of pieces of artwork for bands and festivals. Currently we are working with them on some exciting large scale events for next summer.

“Studio Mayall has produced some excellent and extremely effective artwork for my music promotions company Soundcrash and my festival Soundwave Croatia. They have an excellent level of creativity, attention to detail and understanding of our brands. In all cases their work has generated new business for us and has extended our brand.”

ROB WALLER | MANAGING DIRECTOR | SOUNDCRASH PRODUCTIONS

BEARDYMAN

ELECTRIC BRIXTON
2ND APRIL 2016

DREAM TEAM SESSIONS

SOUNDWAVE FESTIVAL CROATIA
THE GARDEN - TISNO - CROATIA
17TH - 21ST JULY 2014

FAT FREDDY'S DROP

MADLIB (DJ SET) - MR SCRUFF
THE BUG - GOLD PANDA
HUEY MORGAN - JONWAYNE - SHIGETO
DELE SOSIMI (TRIBUTE TO FLAKO) - OM UNIT
GENTLEMEN'S DUB CLUB - FLAKO - RIOT JAZZ
ALEXANDER NUT - MR THING - EUPHONIO - ANUSHKA
ANDREW ASHONG - TAWAH - ESSA - THE MOUSE OUTRIF
AUCLEAIR - WYLES & SIMPSON - JOHN FROMONTS - SCULLENANCE

WWW.SOUNDWAVECROATIA.COM

SOUND TROPIC
SOUNDCRASH TROPICAL & WORLD MUSIC SERIES 2017

SHABAKA & THE ANCESTORS
ISLINGTON ASSEMBLY HALL / 8TH NOV

SEUN KUTI & EGYPT 80 LIVE
DELE SOSIMI + AGBEKO
ISLINGTON ASSEMBLY HALL / 11TH NOV

KOKOKO!
ARCHSPACE / 13-14TH NOV

BALOJI + DEBRUIT
ISLINGTON ASSEMBLY HALL / 16TH NOV

ANCHORSONG
BIRTHDAYS / 16TH NOV

SUSSO + HE JIRA
RICH MIX / 24TH NOV

SOFRITO + ANALOGUE BOY
MO KOLOURS
OVAL SPACE / 25TH NOV

SOUNDCRASHMUSIC.COM

EXCELLORATOR

SQUAREPUSHER
LIVE A/V

CLARKE
HUMAN SPECIAL EFFECTS LIVE SHOW

ACTRESS
A/V SHOW

FOREST SWORDS
NATHAN FAKE
LAPALUX // DMX KREW

CLASSIC LP ARTWORK EXHIBITION
LUKE VIBERT X RIVAL CONSOLES

ALL DAY AT ROUNDHOUSE
12/SEPT/2016

TICKETS AND INFO: **SOUNDCRASHMUSIC.COM**



**FESTIVAL
PACKAGE**

Studio Mayall already taking bookings for the 2024 festival season. If you have plans to run a festival next year, get in touch and see how we can help you.



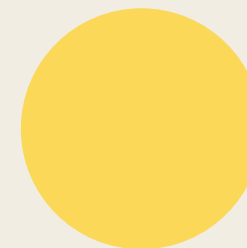
FESTIVAL PACKAGE

We are a small but mighty duo of thinkers, creatives and achievers.

Though small in size, our team possesses an immense drive to create outstanding results.

Our expertise spans various sectors, from music festivals to blue-chip companies, esteemed chefs, and restaurants. With a unique blend of creativity, strategic thinking, and industry knowledge, we take pride in crafting customised solutions that cater to the specific needs of our clients.

Discover how our passion and expertise can elevate your brand to new heights.





**FESTIVAL
PACKAGE**

studiomayall.com

+44 (0)7544 461 241 / gaby@studiomayall.com

+44 (0)7968 743 581 / james@studiomayall.com

Client List

A selection of our the wonderful clients we have had the pleasure of working with past and present.

EFG London Jazz Festival

Soundwave Festival

Higher Ground Festival, London

Funk & Soul Festival

Roundhouse, London

Soundcrash Music

Hot 8 Brass Band, New Orleans

Tru Thoughts Records

Primal Scream

Queen of Hoxton, London

The Book Club, London

Colours, London

Patterns, Brighton

Danilo Cortellini, Italy

Serious, London

Magic Spells Brewery, London

Brands At Work

Chapter One Pub, Bath

Verse Brewery, Bath

You Are Art

Zoe's Ghana Kitchen, London

The Lanesborough Hotel, London

The Pizza Room, London

Mint Leaf London

The Coal Shed, London