

Major activations characterise 4U Plett Rage

Stretch Experiential Marketing will be conceptualising and executing some large activations at the 4U Plett Rage festival in Plettenberg Bay from 23 November to 8 December.



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These include the Stimorol Never Lasting Festival, Originals FM, Rage's first ever radio station (presented by adidas Originals) and the Lipton Ice Tea Yellow Revolution, which will involve massive water fights on Central Beach, ice cold Lipton Ice Tea, a chill lounge, speed machine rides on the ocean and even some remote controlled floating goldfish.

"The festival is now in its 12th year. One of the key elements in the growth of the event has been the involvement of partner brands that have adopted an 'experiential model' to their creative campaigns and in turn help add tremendous value to the students' festival experience," says Mike Silver, director at Stretch Experiential Marketing.

Top musicians

Seven venues will offer some of South Africa's top musicians including Jack Parow, Goldfish, Haezer, DJ Fresh, Goodluck and Van Coke Kartel. The Plett leg forms part of a national Rage festival schedule with other events taking place in Ballito and Umhlanga in KwaZulu-Natal, all presented by Vodacom 4U and Blackberry.

"Since its inception, the festival has prided itself at being at the cutting edge of 'what's cool' in the youth market. In recent years, sponsors and their brands have contributed to the event with experiential elements that have grown in scale and imagination year on year," adds Cameron Attwood, Plett Rage organiser.