

PUR4100

Emily Petruska

LIVE IN STORE

PUBLIC RELATIONS CAMPAIGN



FUNDING LETTER

Dear Live Nation Entertainment CEO,

Live Nation Entertainment is the world's leading live entertainment company. However, live music cannot fully return if those involved and attending are not kept safe. The Live in Store campaign brings awareness to the organization's new venue pop-up shops while emphasizing its commitment to safety, fans, artists and brands. The campaign also reinstates a positive perspective on the organization's ticketing reputation with consumers.

In order to introduce and promote these new pop-up stores, the campaign will include social media and media relations campaigns focusing on the benefits of the pop-up stores at live events. These media campaigns will include videos of artist and brand partnerships and their creative process behind designing the stores for fans. Other created content will include participating talent, partnering epidemiologists and Live Nation Entertainment representatives emphasizing their commitment to following COVID-19 guidelines in the pop-up shops.

Video and creative content will also be used to highlight the presence of experts within the stores to help fans easily transition to all mobile and contactless ticketing. Interactive features within the store will allow both artists and brands to benefit from an increase in fan engagement and user-generated content using the hashtag #LiveinStore.

Once the shops open with the return of events in 2022, surveys and measurement of foot traffic will help determine the success of the campaign. Making these Live in Store pop-up shops an essential stop for fans will ensure the safety of patrons and staff, deepen fan relationships with artists and brands and improve the organization's ticketing reputation. To accomplish this, we are requesting a budget of \$500,000 to carry out the 18-month campaign beginning March 1.

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EXECUTIVE SUMMARY

As the global leader in live entertainment, Live Nation Entertainment works to push the boundaries of creativity, enhance the fan experience and move music culture forward. However, the return to live music after a pandemic can be daunting and conflicting as many patrons are excited to see their favorite artists live but are also concerned about their own safety. Staff is eager to return to work but may also worry about their many interactions with fans. Artists and brands want to ensure that their partnerships will be seen and heard on the road.

The Live in Store campaign aims to increase awareness of Live Nation Entertainment's new venue pop-up shops. These shops will be located outside of major venues in an effort to create a new fan experience and increase distancing between venue crowds. As the stores change their appearance and design for each event, interactive features engage fans with brands while staggering the groups that enter the venue. Available merchandise helps compensate artists impacted by a decrease in venue capacity. Experts in the store will assist fans by teaching them how to successfully navigate the Ticketmaster interface and verify their tickets. By receiving help before entering the arena, fans will decrease their interactions with venue staff and prevent crowding while increasing their trust in online ticketing services.

The campaign aims to utilize social media initiatives and media relations to increase awareness of these new shops and achieve an 85% satisfaction rate while also promoting them as a safe experience for fans. By promoting the concrete space for artist and brand partnerships to develop, Live Nation will make these new pop-up stores an essential stop for fans and ensure the safety of all those involved in the return to live music.

Taking place over the course of 18 months, the Live in Store campaign will introduce these pop-up stores and emphasize Live Nation Entertainment's commitment to safety, fans, artists and brands during a time when events are seeking the return to normality.

CAMPAIGN STATEMENT

The purpose of the Live in Store campaign is to promote Live Nation Entertainment pop-up stores as a resource for fans, artists and brands to connect at live events. As the global leader in live entertainment, Live Nation Entertainment sells 500 million tickets annually. As society attempts to transition back to live events safely, mobile entry will minimize interactions between patrons and venue staff. In an effort to ease the transition to all mobile ticketing, Live Nation Entertainment will be hosting pop-up stores at venues to provide assistance and perks to fans. At these pop-up stores, fans will be able to learn how to successfully navigate the Ticketmaster app and website, validate their tickets and participate in artist partnerships in a safe and personalized way. Fans will also be able to purchase artist merchandise at the pop-up stores to accompany their lasting memories of the event while also reducing crowding inside the venue. The pop-up stores will also create a space for sponsors to safely share their story and bring their creative ideas to fans at the events.

The Live in Store campaign will introduce these pop-up stores and emphasize Live Nation Entertainment's commitment to safety, fans, artists and brands during a time when events are seeking the return to normality.



DESIRED OUTCOME

The desired goals from the Live in Store objectives are to establish Live Nation Entertainment's Live in Store pop-up shops as a safe, beneficial and essential stop at events for attendees and sponsors while simultaneously reinstating a positive perspective on the organization's ticketing reputation with consumers.

TARGET AUDIENCE

The key target audience for Live Nation Entertainment's Live in Store campaign is event consumers aged 15 to 40 years old. This age group is predominately made up of millennials, Generation Z and parents who attend live events, own social media accounts and financially support those who attend live events.

A decorative graphic consisting of numerous red dots and splatters of varying sizes, scattered across the bottom right portion of the page.

SITUATIONAL ANALYSIS

SWOT - STRENGTHS

Live Nation Entertainment's strengths include its diverse revenue streams, strong partnerships, relevant research studies, brand transparency and empowering organizational culture. With revenue and resources in ticketing, concerts and events, venue management, talent management and sponsorships, Live Nation Entertainment is one of the top three e-commerce businesses of the world. The organization has a global market share of 30% with 400 million fans and a 40% market share of talent with its exclusive rights for more than 500 top-tier artists. With these resources, Live Nation Entertainment is able to secure partnerships and sponsorships with brands inside and outside of the entertainment industry.

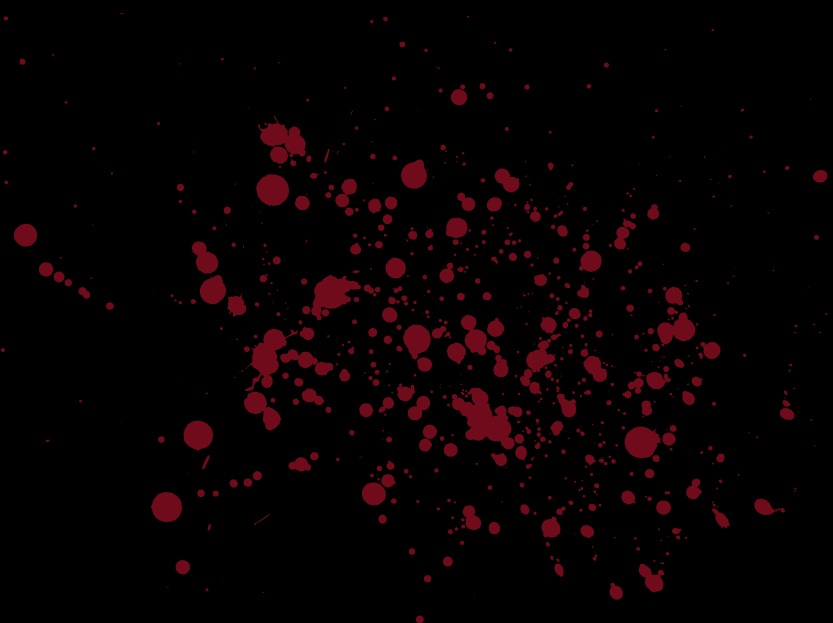
Live Nation Entertainment collaborates with a variety of brands to develop strategic partnerships that benefit Live Nation Entertainment and these participating brands. Utilizing research studies conducted by the firm itself, Live Nation Entertainment has determined its own effective way to integrate brands into live events. With these partnerships, Live Nation Entertainment allows brands to tell their story and reach Generation Z and millennial consumers at live events without taking away from the event experience.

As a transparent organization, Live Nation Entertainment hosts many websites where readers can learn more about the company's financial state, goals and culture. Live Nation Entertainment was also the only company from the music or live entertainment industry listed as one of People's Top 50 "Companies that Care" in 2019. The organization promotes decentralization and offers many benefits to its employees, including student loan repayment, gender reassignment surgery and unlimited sick days.

SITUATIONAL ANALYSIS

SWOT - WEAKNESSES

Live Nation Entertainment's weaknesses are its previous negative publicity, disapproval from consumers and younger audience. While remaining transparent with its audience, Live Nation Entertainment opens itself up to criticism. Critiques about high ticketing fees, ticket resale issues and the Ticketmaster interface have plagued the press and social media channels. The organization's relationships with venues outside of its management have suffered as a result of Live Nation Entertainment seeking to ensure that all of the venues where it hosts events exclusively use the Ticketmaster interface. With a younger audience, Live Nation Entertainment attendees may not be financially stable or may depend on parents or other family members to attend events. Attendees may also have work or school obligations that prevent them from attending the event.



SITUATIONAL ANALYSIS

SWOT - OPPORTUNITIES

Live Nation Entertainment's opportunities include growth into more countries, livestream ventures and corporate social responsibility partnerships. Live Nation Entertainment has an opportunity to expand its partnerships into its sustainability and veteran support corporate social responsibility initiatives. With its Live From Home virtual music hub updated with live streams, exclusive artist content and new music, Live Nation Entertainment also has the opportunity to introduce meet and greets with artists or question and answer sessions to improve the platform's interactivity and generate revenue. Live From Home is available in 30 countries so Live Nation Entertainment has the opportunity to expand further while live events are still not possible. Live Nation Entertainment can also continue and expand its Crew Nation initiative to support more crew members who are unable to tour and work due to the pandemic.

SWOT - THREATS

Live Nation Entertainment's threats include COVID-19 and the continued shut down of the live event industry. During the pandemic, Live Nation Entertainment reported a revenue loss of 95% or about \$320 million in its third quarter of 2020. Live Nation is also threatened by competitors such as Anschutz Entertainment Group, another leading live entertainment company, and other ticketing platforms such as StubHub or Eventbrite. Live Nation Entertainment also faces threats from potential the lack of talent and venue retention. The organization would experience major losses if an artist decided to cancel a tour or a prominent venue refuses to continue to host tours.

CAMPAIGN OUTLINE

DESIRED OUTCOME

The desired goals from the Live in Store objectives are to establish Live Nation Entertainment's Live in Store pop-up shops as a safe, beneficial and essential stop at events for attendees and sponsors while simultaneously reinstating a positive perspective on the organization's ticketing reputation with consumers.

TARGET AUDIENCE

The key target audience for Live Nation Entertainment's Live in Store campaign is event consumers aged 15 to 40 years old. This age group is predominately made up of millennials, Generation Z and parents who attend live events, own social media accounts and financially support those who attend live events.



OBJECTIVES

1. Objective: To increase awareness of the Live Nation Entertainment Live in Store pop-up store initiative
 - Strategy 1: Engage a social media campaign to promote the pop-up store at each live event
 - Tactic 1: Sponsored social media posts from Live Nation Entertainment accounts using targeting techniques that guarantee the followers of Live Nation Entertainment and the event's talent see the post
 - Tactic 2: Work with the individual event's talent to include social media posts of the talent inside the pop-up store on their accounts as a form of spokespersonship and to make their audience aware of the store's content for that specific event
 - Tactic 3: Create videos highlighting the benefits, interactive partnerships and merchandise availability at the pop-up stores to be featured on the talents', sponsors' and Live Nation Entertainment's social media accounts
 - Strategy 2: Engage a media relations campaign to promote the introduction and benefits of the pop-up stores at live events
 - Tactic 1: Send press releases to music news outlets such as Rolling Stone magazine, Billboard magazine, Deadline and Ticket News to reach those who are not actively on social media but may be interested in these live event updates
 - Tactic 2: Feature pop-up store creative designers, talent designers and brand collaborators on Live Nation Entertainment podcasts, interior design podcasts, business podcasts or live event podcasts to talk about the creative process going into designing the space to create a place for artists and brands to come together to benefit live event consumers

2. Objective: Achieve an 85% positive satisfaction rate about the helpfulness and benefits of the pop-up stores.
 - Strategy 1: Utilize event surveys to obtain feedback about the pop-up stores
 - Tactic 1: Send out post-event surveys to people who attended the event about their experiences at the event and whether they visited the shop
 - Tactic 2: Send out post-event surveys to event attendees who visited the shop about their customer experience
 - Tactic 3: Hand out voluntary surveys at and around the pop-up shop for event attendees to take on site
 - Strategy 2: Utilize Live Nation Entertainment's Live Nation Soundboard online community to conduct research about the pop-up stores
 - Tactic 1: Send out surveys via email gathering information about those who have attended multiple pop-up stores for different events and their experiences at each event

CONTINUED

3. Objective: Achieve 75% of the event's attendance visit the pop-up shop measured by foot traffic

- Strategy 1: Offer talent experience and merchandise at the pop-up store
 - Tactic 1: Work with the event's talent to create an experience that features artist memorabilia and information for fans
 - Tactic 2: Work with the event's talent to exclusively sell event merchandise at the Live Nation Entertainment pop-up store
 - Tactic 3: Include a photo opportunity inside the pop-up for those who visit the store to post with the hashtag #(TalentName)LiveinStore
- Strategy 2: Offer a unique brand sponsor experience within the pop-up store
 - Tactic 1: Collaborate with the event's participating sponsor to design the store in a way that conveys the brand's story and message
 - Tactic 2: Create an interactive aspect within the pop-up store
 - Tactic 3: Give away promotional sponsorship items to everyone who enters the pop-up shop
 - Tactic 3: Include a photo opportunity inside the pop-up for those who visit the store to post with the hashtag #(BrandName)LiveinStore
- Strategy 3: Host event giveaway contests for those who visit the store
 - Tactic 1: Host a giveaway contest for pieces of the talent's merchandise to those who enter by visiting the pop-up store and posting a picture with the event hashtag #(TalentName)LiveinStore

4. Objective: Promote the Live in Store pop-up stores as a safe experience

- Strategy: Create content to be featured on social media showing how the pop-up stores are following COVID-19 guidelines
 - Tactic 1: Create videos before the event showing and explaining the pop-up store's COVID-19 policies including physical distancing, sanitization and mask wearing to post on Live Nation Entertainment social media accounts
 - Tactic 2: Take videos of attendees following COVID-19 guidelines inside the pop-up store when it is open to post on social media
 - Tactic 3: Post videos of the Live Nation CEO and participating talent explaining their commitment to safety in the pop-up stores on talent and Live Nation Entertainment social media accounts
 - Tactic 4: Send out newsletters to participating venues and pop-up store staff about Live Nation Entertainment's commitment to safety and inform them of the guidelines that must be followed at the pop-up stores

TIMELINE

The Live in Store campaign will last 18 months and launch on March 1.

The official announcement of the pop-up shops to the public will be posted across Live Nation Entertainment socials on April 1.

Pitching and press releases will be sent out to live event media outlets and podcasts beginning May 1.

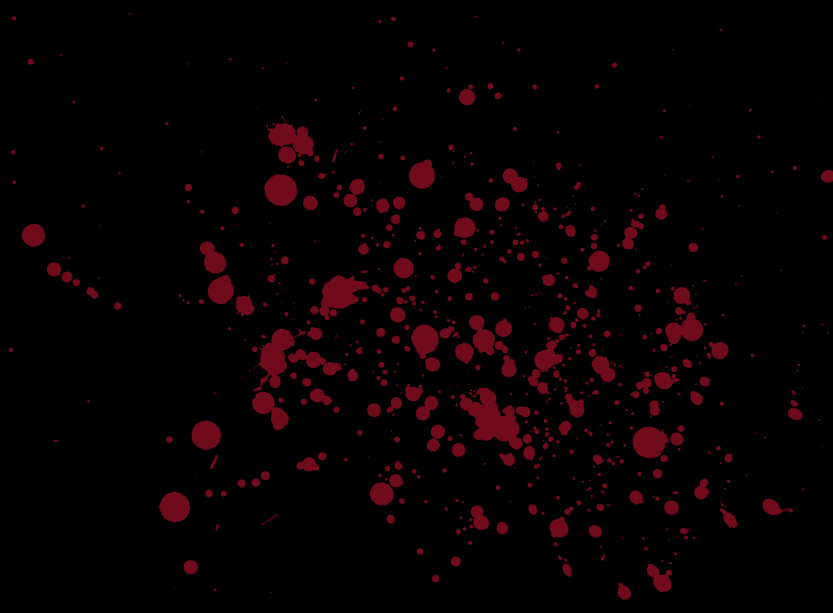
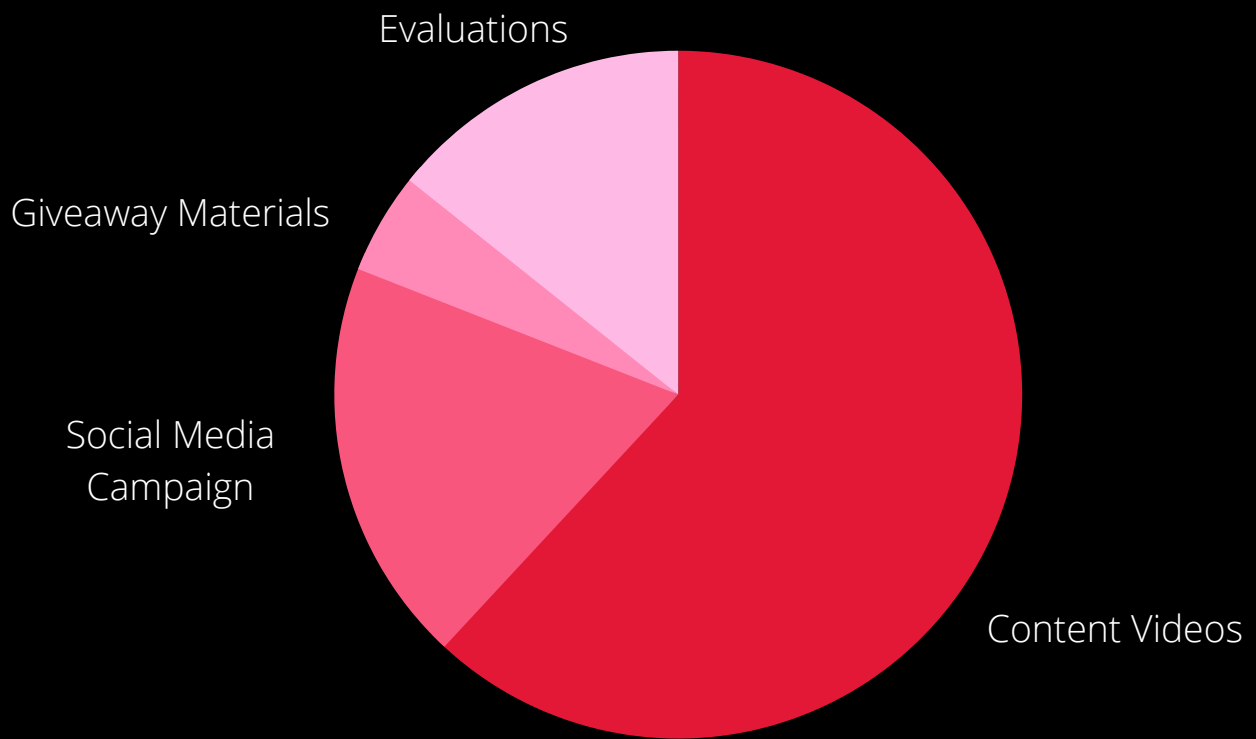
Beginning on May 15 and continuing on the 15th day of each month, videos will be posted on Live Nation Entertainment social media accounts including what specific features the pop-up stores will include and how each feature will be implemented safely following COVID-19 guidelines from the Center for Disease Control and Prevention.

Beginning June 1, Live Nation Entertainment will reach out to three artist and brand partnerships who are using the pop-up stores at live events in 2022 and invite them to film the collaboration creation process. These videos will be edited in September and released in October, November and December of 2021.

Surveys and response analysis will be conducted after each event with a pop-up store starting Jan. 1 with the reintroduction of live events in 2022. The giveaways will also begin on Jan. 1 when live events return.

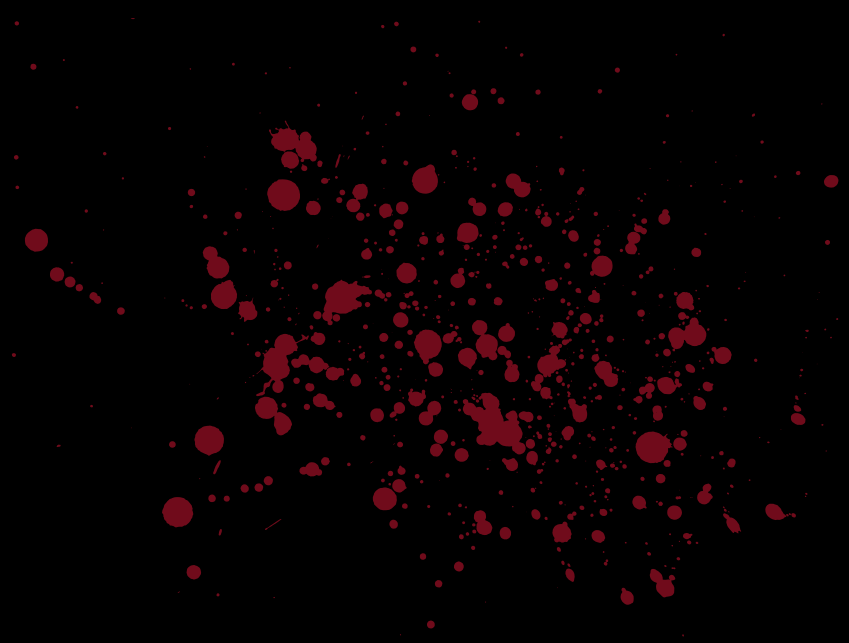
BUDGET

The approximate cost of the Live in Store campaign is \$500,000. This includes the cost of filming and editing the talent and brand videos, filming and editing the COVID-19 guidelines videos, promoting social media campaigns, creation and implementation of surveys and purchasing giveaway materials.



EVALUATIONS

The Live in Store campaign will be evaluated based on the measurements found in the campaign objectives about the feedback received from the pop-up stores. This includes measuring the amount of foot traffic within the stores using beam sensors and greeters. The campaign will also be evaluated based on the satisfaction rate from online and in-person surveys about the helpfulness and benefits of the pop-up stores. The possible scale is not at all satisfied, partly satisfied, satisfied, more than satisfied and very satisfied with satisfied and above included as part of the positive satisfaction rate.



INTERNAL NEWSLETTER

To: Live Nation Entertainment Employees
Subject Line: Live in Store Campaign Launch

Good morning Live Nation Entertainment team,

Live Nation Entertainment is excited to announce the launch of the Live in Store campaign. This campaign will promote the new venue pop-up stores where fans can create unique experiences with brands and talent while also safely receiving ticketing assistance.

As society attempts to transition back to live events safely, mobile entry will minimize the interactions between patrons and venue staff. At these pop-up stores, fans will be able to learn how to successfully navigate the Ticketmaster app and website, validate their tickets and participate in artist partnerships in a safe and personalized way. Fans will also be able to purchase artist merchandise at the pop-up stores to accompany their lasting memories of the event while also reducing crowding inside the venue. The pop-up stores will also create a space for sponsors to safely share their story and bring their creative ideas to fans at the events.

The Live in Store campaign seeks to bring awareness these new pop-up stores at venues, to achieve an 85% satisfaction rate from fans about the pop-up stores, to establish the pop-up stores as an essential stop at events by having 75% of each event's attendance visit the store and to promote the stores as a safe way to connect with talent and brands at live events.

Taking place over the course of 18 months, the Live in Store campaign will introduce these pop-up stores and emphasize Live Nation Entertainment's commitment to safety, fans, artists and brands during a time when events are seeking the return to normality. By the start of 2022, these pop-up shops will be operational for the safe return of Live Nation Entertainment tours and live events.

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According to Live Nation Entertainment's CEO Michael Rapino, the campaign is integral to the return of live events in 2022.

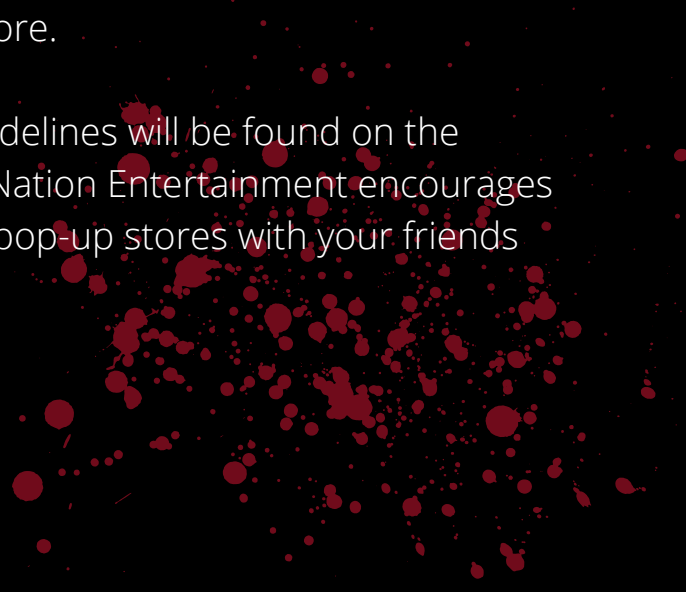
"The return to live events will only be sustainable as long as everyone involved stays safe," said Rapino. "We want to hit the ground running in 2022, and these stores enable us to safely restrengthen the direct connection that has been missing between artists and fans during the lack of live events."

Director of Marketing and Programming, Jen Corsilli, said that she's excited for Live Nation Entertainment to further its mission of creating unique and authentic strategic partnerships.

"By creating a concrete space for brands and talent to tell their story, Live Nation is forging those meaningful, long-term relationships with consumers and artists under one roof," she said.

The pop-up stores will change their appearance and design for each event as participating talent and sponsors collaborate to create a unique space including photo opportunities, artist merchandise and giveaways all while keeping visitors safe. Those who need ticketing assistance will be able to find help from knowledgeable staff. Fans will be encouraged to share pictures of their experience using the hashtag #LiveinStore.

Live in Store updates, features and safety guidelines will be found on the organization's socials beginning April 1. Live Nation Entertainment encourages you to share the exciting news of these new pop-up stores with your friends and family starting April 1 as well.



PODCAST

'ON TOUR WITH LIVE NATION'

Vincent Preston: "Hello and welcome back to 'On Tour With Live Nation!' I am your host, Vincent Preston. Today, we will be talking with pop star Shawn Mendes and the founder of Flow Alkaline Spring Water, Nicholas Reichenbach, about how they bring their artist and brand partnership to the live event space. We'll get into their past collaborative efforts and talk about Shawn's future tour plans with Live Nation's new pop-up shops. Listen to the end to hear about how they plan to create a unique fan experience but also keep everyone involved safe with the return to live music in the wake of a pandemic. Let's get into it. Welcome Shawn and Nicholas."

Shawn Mendes: "Thanks, Vincent. It's an honor to be here with you."

Nicholas Reichenbach: "It's great to be here. Thanks for having us."

Preston: "To get the ball rolling, I'll have you each briefly introduce yourselves so that our listeners can get a better understanding of who you are and your voices. Shawn, why don't you go first."

Mendes: "Hello, this is Shawn Mendes. I'm from the small town of Pickering in Ontario, Canada. I first started out making YouTube videos of myself singing in my bedroom as a 14-year-old, and then I switched over to the Vine app. People seemed to like what I was doing and before long, I met my manager Andrew Gertler and became signed to Island Records. I even got to tour with Taylor Swift along the way."

Preston: "Very humble. If his voice sounds familiar, it's because he's released many charting singles since 2015 like 'Stitches,' 'Treat You Better,' 'There's Nothing Holdin' Me Back,' 'Senorita' and, most recently at the age of 22, 'Wonder.' We can't forget those three Grammy Awards nominations either. How many tours have you done so far?"

Mendes: "Four. They were all amazing and just keep getting better."

Preston: "Yes. The venues keep getting larger as well. Now on to you, Nicholas. What were the beginnings of Flow as a water brand?"

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Reichenbach: "It all really started a few years ago when I went to Burning Man. As I was leaving, I realized how much waste was left over from the festival. There was just a mountain of water bottles, and I knew something had to change."

Preston: "And you decided to create that change in 2014?"

Reichenbach: "Yes. I decided to make a water company that sold water in the most sustainable way possible. The water is 100% artesian spring water that is filtered from the source in Ontario, Canada. With a natural pH of 8.1 and packed with naturally occurring minerals, Flow helps your body become more balanced."

Preston: "So you're telling me that the water is good for me and also good for the environment? How?"

Reichenbach: "The bottle itself is 100% recyclable, and the paper comes from responsibly harvested forests. The plastic cap is also derived from sugar cane, so it helps reduce our carbon footprint."

Preston: "Very nice. Shawn, what drew you to working this water brand?"

Mendes: "Well, I was already drinking Flow water as a part of my wellness routine in 2015. Nicholas and the Flow team saw one of my orders one day and the rest is history. Being responsible with my platform and audience is very important to me. I want to make sure that I'm promoting and educating my fans on the best brands for them and the environment."

Reichenbach: "Seeing someone as talented as Shawn genuinely love our product was very exciting, and we knew we wanted Shawn and his manager to become partners."

Preston: "I like how organic it was for you two to come together with this partnership. I understand you announced the partnership in 2019. What kind of work have you done together since?"

Mendes: "On my last world tour, we worked together to help make it more sustainable."

Reichenbach: "Yes. We saw how harmful tours can be on the environment in terms of the constant traveling and waste."

CONTINUED

Mendes: "Right. We swapped out all of the plastic water bottles that we typically have backstage for Flow which saved around 70,000 plastic bottles from ending up in landfills. We also made Flow water available for fans to try at the shows, and we gave away reusable bottles to the first few fans at each venue. The leftover food from catering each night was donated to food banks and shelters, and the waste was composted or recycled. My favorite part was being able to educate my audience about the importance of taking care of the environment."

Preston: "You essentially empowered them to make similar changes in their own lives."

Mendes: "Exactly."

Reichenbach: "We also were able to host a giveaway where two fans could meet Shawn and see his Toronto show which was an amazing experience for them."

Preston: "A hometown show? That must have been fantastic."

Mendes: "It was a surreal experience for sure. All of my family and friends were there. There were so many people packed into the stadium. The energy and love I receive in Canada is so different than anywhere else. It's incomparable."

Preston: "Now that you have one tour together under your belt, do you have any plans for another?"

Mendes: "Yes. I was offered the awesome opportunity by Live Nation to be a part of their Live in Store pop-up shops for my future 'Wonder' album tour. We plan on making the same sustainable changes we did on our last tour but to a greater extent."

Preston: "For those listening at home who might not know about the new Live in Store pop-up shops, let's explain before we go any further. The shops are basically a creative space located outside of venues that artists and brands can design to tell their stories. The shop will change its design for each event at the venue to create a unique experience for attendees while also helping to keep everyone safe as we return to live music. Anything you can tell us about the inspiration behind your designs so far?"

CONTINUED

Mendes: "Yes! One of my favorite things about these new pop-up shops is how interactive they can be for fans. We know that we definitely want to include photo opportunities and giveaways for visitors that stop by the store. For my last tour, we had a small museum for my VIP fans to walk through before the meet and greet. Many of them have grown up with me so it was nostalgic for them to go through and see all the things we accomplished together. I definitely want to incorporate something like that for all the attendees to enjoy this time around. Also, many of them took amazing photos that I saw on Twitter next to the 'In My Blood' music video recreation and photo opportunity. We need to do something like that this time around for 'Wonder' for sure. The music video takes place near the ocean and in nature, so I hope to include plants in the design as well. Creating this last album was magical, and I also hope to include some never before seen footage as well."

Reichenbach: "It is an honor being able to work together with Shawn and Live Nation on something as big as this. We definitely want to incorporate the cinematic aspect of water as seen throughout his 'Wonder' album and with his album visuals in the pop-up shop."

Preston: "I love that."

Mendes: "My fans have truly been my biggest supporters over the years, and I can't thank them enough. I'm excited to be able to create this unique experience for them with Live Nation and to do so safely."

Preston: "Speaking of safety, Live Nation will be switching to all online and contactless ticketing to minimize interactions between venue staff and fans. In addition to participating in your partnership, fans will also learn from experts how to successfully navigate the Ticketmaster app and website and validate their tickets at the shops."

Mendes: "Yes. Keeping everyone involved safe is a huge priority for me. By having fans stop at the shop before entering, they will also be staggering when they enter the venue which is an added benefit. The shop will also help reduce crowding in the venue by selling merchandise. Instead of the crowded, single tables in the arena concourse, they can find tour exclusive merchandise before they head inside."

CONTINUED

Reichenbach: "I'm excited to introduce fans to the Shawn Mendes and Flow collaboration merchandise we've been working on. Proceeds from the merchandise will be donated towards helping the planet and ensuring that everyone around the world has access to fresh and clean water."

Preston: "That's a great idea. Any other details you can give us on your future collaborations together?"

Mendes: "For now, that's all we can say. We have to let some things be a surprise."

Reichenbach: "We can't reveal all of our secrets just yet."

Mendes: "Exactly."

Preston: "Alright guys. Where can people find you?"

Mendes: "You can find me at Shawn Mendes on all social media platforms and music streaming services."

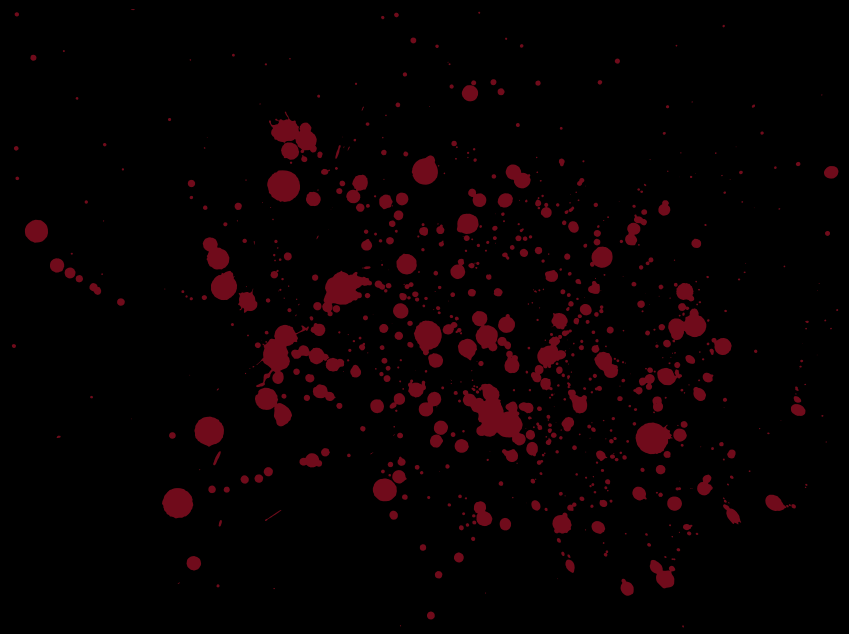
Reichenbach: "You can find Flow Alkaline Spring Water at flowhydration.com or at Flow on Instagram."

Preston: "And you can follow this podcast, 'On Tour With Live Nation,' on your favorite podcast app or at LNOnTour on all social media platforms. A big thank you to Shawn Mendes and Nicholas Reichenbach again for being on today's episode."

Mendes: "My pleasure. This was fun."

Reichenbach: "Thank you for having us, Vincent."

Preston: "Thank you to everyone at home for listening, and I'll catch you on tour!"



SOCIAL MEDIA POSTS

INSTAGRAM



We know you're excited to get back to live music, but we want to do so safely. Allow us to introduce our Live in Store pop-up shops, a new way to experience live events while keeping everyone involved safe. Designed by artists and brands for fans, these new stores will be found at venues near you in 2022! Tag an artist and brand you'd love to see collaborate down below!



Swipe to see how fans like Isabel are enjoying the #LiveinStore experience safely! Don't forget to stop by and see the pop-up shop designed by Justin Bieber and Adidas for his newest tour. Share pictures of your Live in Store experience using the hashtag #LiveinStore, and follow @LiveNation for the chance to win free merchandise brought to your seat during the show!

INSTAGRAM

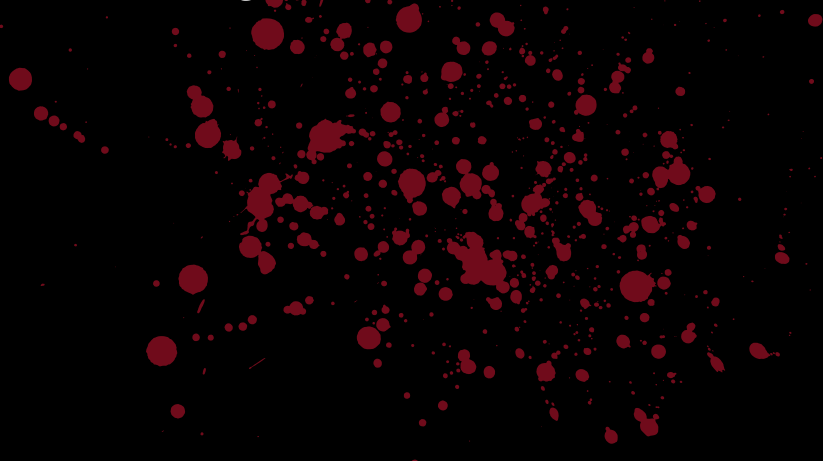


After months of pop-up shops together, how have we really made an impact on music culture, artist to brand partnerships and live event safety? Read our full #LiveinStore report at the link in our bio and comment below your favorite pop-up experience from this year!

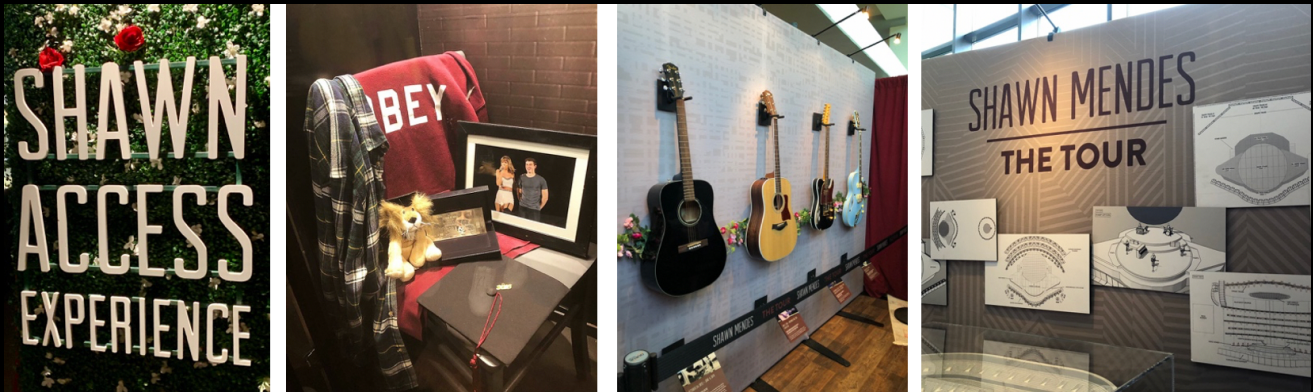
TWITTER



Live in Store pop-up shops are coming to a venue near you! Designed by artists and brands for fans, these stores will open with the return of live music in 2022. Tweet your dream artist and brand partnership using the hashtag #LiveinStore, and you might see them together on tour!



TWITTER



Planning for your next @ShawnMendes concert? Don't forget to give yourself enough time to stop by our #LiveinStore pop-up shops on his latest tour! Check out these details found at his store in partnership with @FlowHydration.



After months of pop-up shops together, how have we really made an impact on music culture, artist to brand partnerships and live event safety? Click the link below to see our #LiveinStore statistics and find more about the facts behind these figures. <https://www.livenationentertainment.com>

FACEBOOK



Coming to a venue near you, new Live in Store pop-up shops with Live Nation! Designed by artists and brands for fans, these interactive stores will open with the return of live music in 2022. Learn more about the Live in Store experience and how we're keeping everyone safe at <https://www.livenationentertainment.com>.



Planning for your next live show? Don't forget to give yourself enough time to stop by our Live in Store pop-up shops! If you're not fully convinced, check out these photos to see how fans like Isabel are enjoying the #LiveinStore experience safely on Justin Bieber's newest tour. With an interactive wall, photo opportunities and exclusive merchandise in partnership with Adidas, you might not even want to enter the venue.



After making the return to live music, it's safe to say that this year of Live Nation pop-up shops and performances was like no other. We had over 85% of fans visit our shops before entering venues, and we kept our venue staff, artists and patrons COVID-19 free. What was your favorite #LiveinStore experience this year? Let us know in the comments!

LINKEDIN



Live Nation Entertainment is excited to announce the launch of its Live in Store initiative. These pop-up shops will open at major venues with the return to live music in 2022. The stores will create a space for artists and brands to come together while also reducing crowding and keeping staff and patrons safe. The pop-up shops will also assist with the transition to online, contactless ticketing by providing expert help about ticket verification and navigating the Ticketmaster interface. Learn more about the Live in Store experience and how Live Nation is keeping everyone safe at <https://www.livenationentertainment.com>.

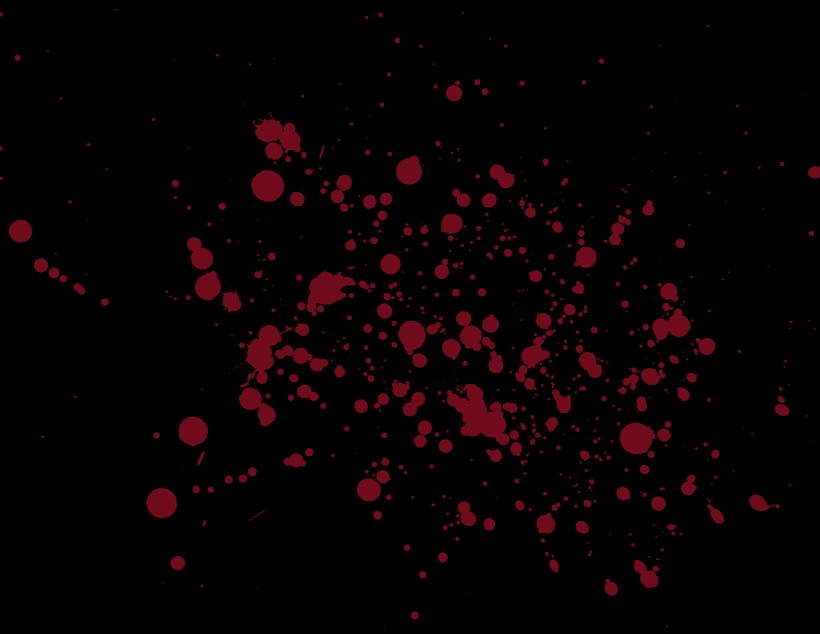


From ticketing help to staggering entrance times, our Live in Store initiative helps keep everyone involved safe as we return to live events this year. Watch our short video to learn more about how we value the safety of our staff and help artists and brands feel included at <https://www.livenationentertainment.com>

LINKEDIN



In this past year, our Live in Store pop-up shops helped us transition back to live music safely, enhance the fan experience and deepen artist and brand partnerships. Over 85% of fans visited a shop before entering the venue, and we recorded a 90% satisfaction rate from our Live Nation Soundboard post-event surveys. To top it off, our venue staff, artists and patrons remained COVID-19 free. Think you know what it takes to help design your favorite artist's interactive pop-up shop for the next tour? Click the link below to be taken to Live Nation Entertainment's website to read the full report on the facts behind the figures.



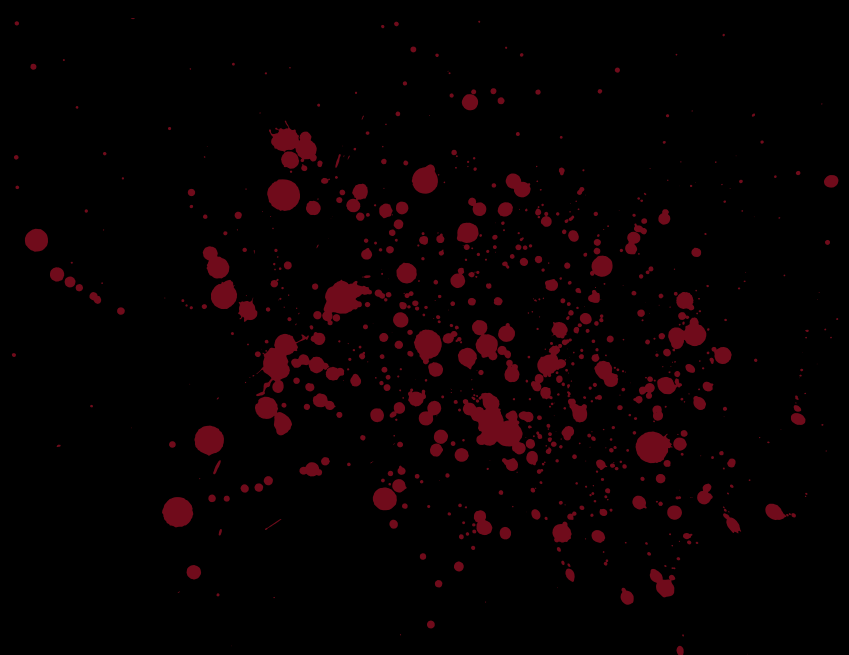
MEDIA KIT

PROFESSIONAL BIOGRAPHY

Emily Petruska collaborates with music artists and brands to help them find their voice, tell their story and reach their audience. As a publicist, she composes intriguing press releases and electronic press kits to secure artists key interviews and press opportunities to promote new singles, extended play records and albums.

Petruska also creates unique marketing plans and campaigns to increase brand awareness and achieve brand consistency. As a content creator and blogger, she crafts stories around artist releases to promote their new music to her global audience. Her attention to detail aids her in working alongside small brands to present their products and intentions to the niche audience that appreciates what sets them apart from the rest.

As a third-year public relations major at the University of Florida, Petruska has continued to hone her skills in building beneficial relationships, event management and digital marketing.

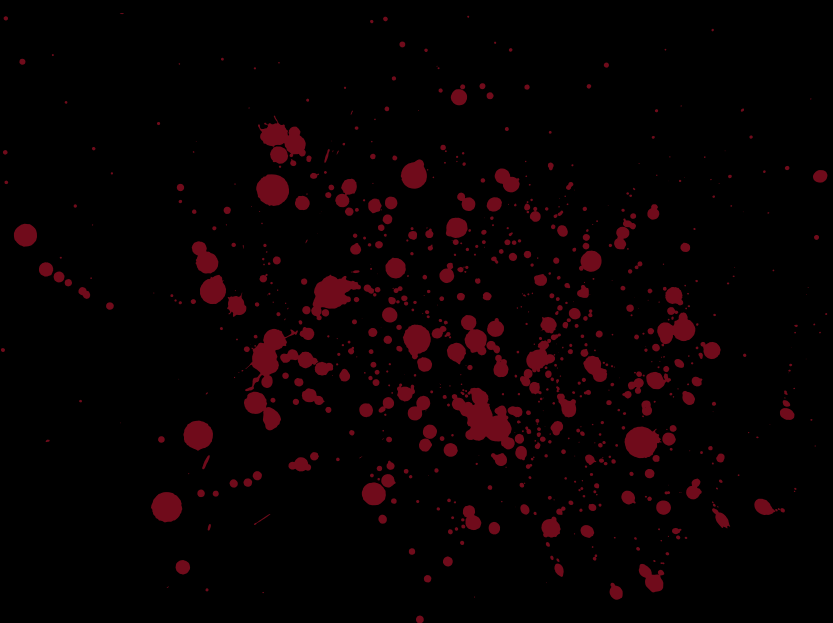


BACKGROUNDER

As the world's leading live entertainment company, Live Nation Entertainment connects artists to fans around the world through live events. Since the merger of the concert promoter Live Nation with Ticketmaster in 2010, Live Nation Entertainment has become a multifaceted company with diverse revenue streams.

The core of Live Nation Entertainment's business comes from its concerts and tours, but the company also profits from owning venues, ticketing, sponsorship, artist discovery, artist management and other deals with record labels such as Roc Nation.

As Live Nation Entertainment continues to grow, its main goal is to become the only resource artists need to reach their fans. Through research into fan behavior with its Live Nation Soundboard, deliberate brand partnerships and compelling communication strategies, Live Nation Entertainment makes artist brands the headlining act.



NEWS RELEASES

FOR IMMEDIATE RELEASE

Emily Petruska
954-242-8035
emilypetruskapr@gmail.com

May 1, 2021

Live Nation Entertainment Introduces Innovative Partnership Space for Talent and Brands

THESE STORES WILL SAFELY BRING FANS, BRANDS AND ARTISTS TOGETHER

LOS ANGELES, May 1 – Live Nation Entertainment, the world’s leading live entertainment company, announces its Live in Store venue pop-up shops aimed at bringing fans closer to artist and brand partnerships.

At these new pop-up stores, fans will be able to create unique experiences with brands and talent while also safely receiving ticketing assistance. Brands and talent can use the collaborative pop-up space to develop partnerships and share their stories with fans in a meaningful and memorable way.

By creating fan-focused partnerships within the store including interactive features such as photo opportunities, exclusive artist merchandise and giveaways, both artists and brands will benefit from fan engagement and user-generated content. Artists will also be able to sell event merchandise at pop-up stores to accompany lasting memories of the event while also reducing crowding inside the venue.

“Live Nation is giving artists and brands a concrete space to create long-term, meaningful relationships with each other,” said Michael Rapino, president and CEO of Live Nation Entertainment. “By creatively manipulating the collaborative space to tell their combined story, these artists and brands will be able to reach fans at live events at a deeper level than ever before.”

With the return of live music, the new stores will allow experts to provide ticketing help to fans during the transition to contactless, mobile entry in an effort to minimize interactions between patrons and venue staff. Fans will also be able to learn how to successfully navigate the Ticketmaster app and website and validate their tickets before entry.

“We know that fans are eager to return to live events,” said Mark Yovich, president of Ticketmaster. “As we transition to safer event practices, we want to ensure that all fans can make that transition with us.”

The pop-up stores will be opened at major venues alongside the reintroduction of tours and live events in 2022. Fans are encouraged to share their pop-up store experiences using the hashtag #LiveinStore.

Live Nation Entertainment is the world’s leading producer of live entertainment for over 98 million fans in over 40 countries each year. With over 1,000 sponsors, the company enhances the fan experience by pushing the boundaries of live events and shaping music culture. Comprised of the global market leaders Ticketmaster, Live Nation Concerts and Live Nation Media and Sponsorship, Live Nation Entertainment works with artists and sponsors to bring their creativity to life and create fan memories that last a lifetime. For additional information, visit www.livenationentertainment.com.

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TRADE PUBLICATION

FOR IMMEDIATE RELEASE

Emily Petruska
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May 1, 2021

Live Nation Entertainment Introduces Pop-Up Stores for Fans THESE STORES WILL SAFELY BRING FANS, BRANDS AND ARTISTS TOGETHER

LOS ANGELES, May 1 – Live Nation Entertainment, the world’s leading live entertainment company, announces its Live in Store venue pop-up shops aimed at bringing fans, artists and brands together.

At these new pop-up stores, fans will be able to create unique experiences with brands and talent while also safely receiving ticketing assistance. Fans will also be able to purchase artist merchandise to accompany their lasting memories of the event while also helping to reduce crowding inside the venue.

The new stores will change their appearance and design for each event as participating talent and sponsors collaborate to create a unique space including photo opportunities, exclusive artist merchandise and giveaways for fans to enjoy before heading inside the venue.

“Artists know their fans best,” said Michael Rapino, president and CEO of Live Nation Entertainment. “We want to give our artists the space to work with brands they love and share them with their biggest supporters in the live event space.”

With the return of live music, the new stores will allow fans to receive ticketing help from experts during the transition to contactless, mobile entry in an effort to minimize interactions between patrons and venue staff. Fans will also be able to learn how to successfully navigate the Ticketmaster app and website and validate their tickets before entry.

“We know that fans are eager to return to live events,” said Mark Yovich, president of Ticketmaster. “As we transition to safer event practices, we want to ensure that all fans can make that transition with us.”

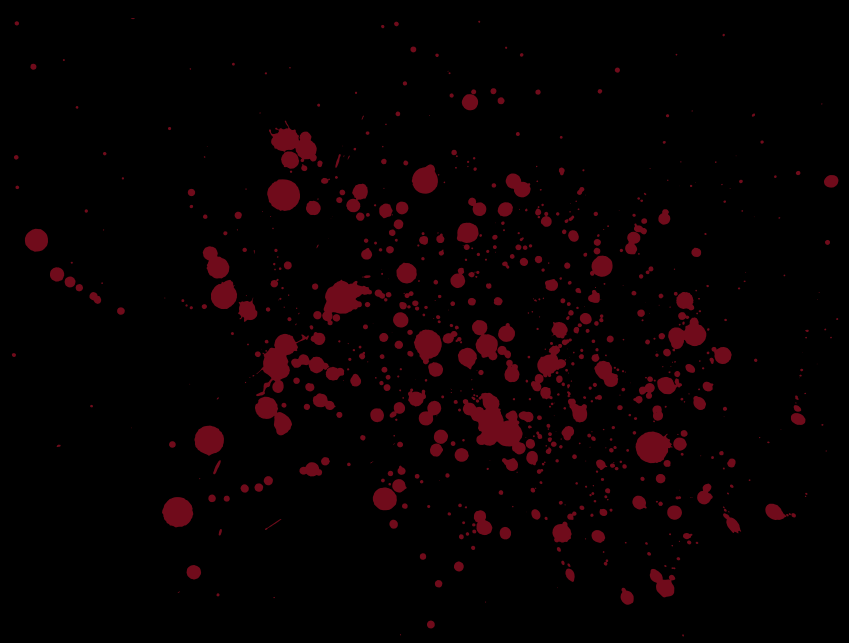
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Live Nation Entertainment Contact:
Emily Petruska
954-242-8035
emilypetruskapr@gmail.com

BOILERPLATE

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PITCHES

To: Murray Stassen at Music Business Worldwide

Subject: Shop Up at Live Nation's New Venue Pop-up

Hi Murray!

Are you ready to shop until you drop? Live Nation Entertainment is happy to announce its new venue pop-up shops where fans can safely purchase artist merchandise and connect with brands. Instead of crowding around a single merch stand inside the venue, fans will be able to experience a whole store designed by their favorite artist made exclusively for that event.

Artists and brands will come together to design the space to tell their story with interactive features including photo opportunities, exclusive artist merchandise and giveaways. The Live in Store pop-up shops will also support Live Nation's transition to contactless entry as visitors will receive personalized help about how to use and validate their event tickets from Ticketmaster experts.

The pop-up stores will be opened at major venues alongside the reintroduction of tours and live events in 2022. Live Nation Entertainment is offering Music Business Worldwide an exclusive first look of the Live in Store process, with primary access to interviews with participating artist and brand pairings about their intentions behind the design process.

For complete information about the Live in Store initiative and more about the developing pop-up shops, please see the press release attached to this email. I will reach out at the end of the week to see if this is something Music Business Worldwide would like to cover and to answer any questions you might have.

I look forward to hearing back from you,
Emily Petruska
954-242-8035

CONTINUED

To: Dave Brooks at Billboard

Subject: You'll Definitely Want to Pop by Live Nation's New Pop-Ups

Hi Dave!

Live Nation Entertainment's new venue pop-up shops are an essential stop at your next live event. With the return of live music, these fan-focused stores will help keep visitors safe and distanced while also ensuring they get the most out of their live event experiences.

Artists and brands will come together to design the Live in Store space to tell their story with interactive features including photo opportunities, exclusive artist merchandise and giveaways just for fans. The Live in Store pop-up shops will also support Live Nation's transition to contactless entry as visitors will receive personalized help about how to use and validate their event tickets from Ticketmaster experts.

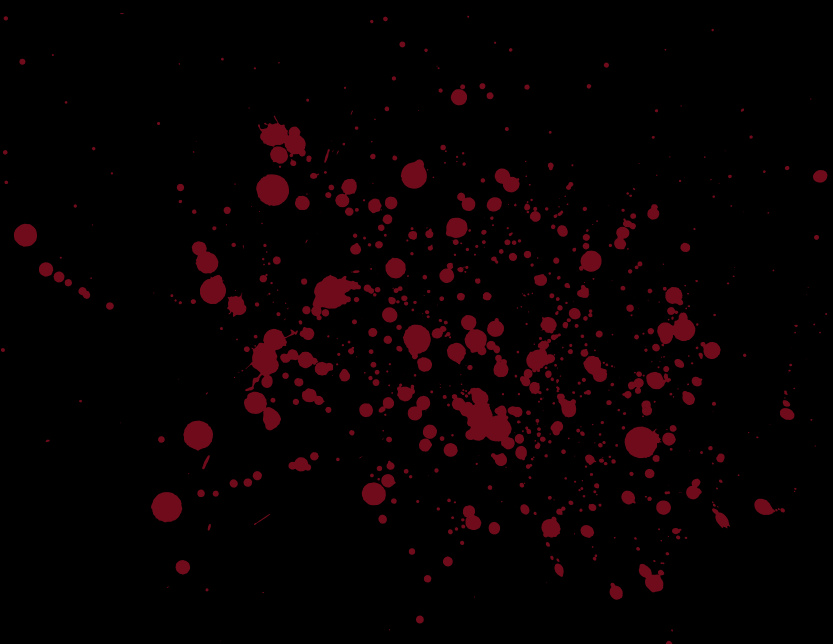
The pop-up stores will be opened at major venues alongside the reintroduction of tours and live events in 2022. Live Nation Entertainment is offering Billboard an exclusive first look of this Live in Store creative process, with primary access to interviews with participating artist and brand pairings about their intentions behind the design process.

For complete information about the Live in Store initiative and more about the pop-up shops, please see the press release attached to this email. I will reach out at the end of the week to see if this is something Billboard would like to cover and to answer any questions you might have about the initiative or partnerships involved.

I look forward to hearing back from you,

Emily Petruska

954-242-8035



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To: Andrew Limbong of NPR Music
Subject: No Mosh Pits, No Problem

Hi Andrew!

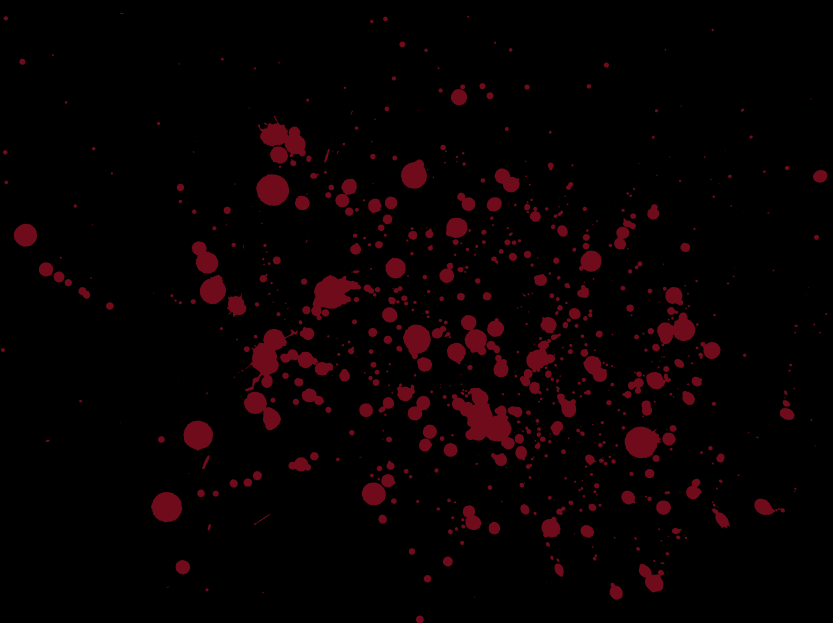
The return of live music in the wake of a pandemic means that crowding with fellow fans in the mosh pit of a venue will have to come to a pause. Hit play on fun with Live in Store.

With Live Nation Entertainment's new venue pop-up shops, fans will be able to connect with artists and brands deeper than ever before. At these new interactive stores, fans can purchase artist merchandise while reducing crowding inside of the venue. The Live in Store pop-up shops will also support Live Nation's transition to contactless entry. In an effort to limit patron and venue staff interactions, visitors will receive personalized help about how to use and validate their event tickets from Ticketmaster experts.

The pop-up stores will be opened at major venues alongside the reintroduction of tours and live events in 2022. Live Nation Entertainment is offering NPR Music an exclusive first look of this Live in Store process, with primary access to interviews with Live Nation health consultants and epidemiologists about how the design of these pop-up stores will keep fans safe during the return to live music.

For complete information about the Live in Store initiative and more about pop-up shop safety, please see the press release attached to this email. I will reach out at the end of the week to see if this is something NPR Music would like to cover and to answer any questions you might have. I look forward to hearing back from you,

Emily Petruska
954-242-8035



CONTINUED

To: Charli Damelio (info@charlidamelio.com)

Subject: Pop-Up at Live Nation's New Venue Shops by Artists for Fans

Hi Charli!

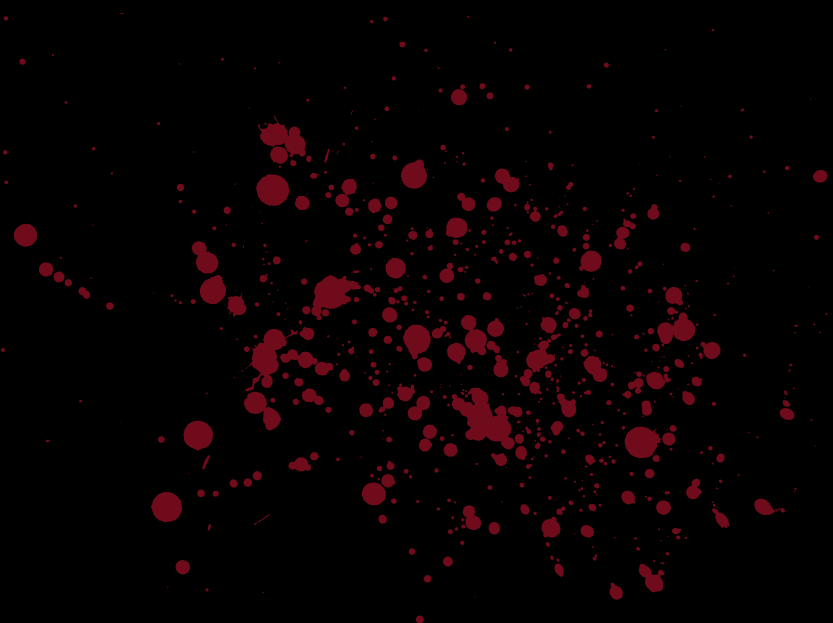
Live Nation Entertainment wants you to pop up at its new venue pop-up shops! Designed by artists and brands for fans just like you, these new stores will include interactive features like photo opportunities, exclusive merchandise, giveaways and the perfect backdrops to film dance videos for TikTok.

While fans safely get the most out of their live event experiences, they will be helping to reduce crowding inside of the venue and minimize the interactions between patrons and venue staff. Ticketing experts will also be at these shops to help teach fans how to successfully navigate the Ticketmaster app and website and validate their tickets before entry.

TikTok and your videos supported most people through the lack of live music during the pandemic, so it's only fair that you get to be one of the first to experience a Live in Store pop-up shop. Live Nation Entertainment is offering you a first look of its first Live in Store pop-up shop in 2022. It's also offering you the ability to collaborate with the artist and brand pairing of your choice and host a meet and greet to sell collaborative merchandise at one of its first shops.

For complete information about the Live in Store initiative and more about the fan-powered artist and brand pairings, please see the press release attached to this email. I will reach out at the end of the week to see if this is something you would like to participate in and to answer any questions you might have about the process.

I look forward to hearing back from you,
Emily Petruska
954-242-8035



FEATURED ARTICLE

When Jessica Bakken heard about the return of live music in the wake of a pandemic, she didn't know what to think. The pandemic took many things from her, including her job at American Airlines Arena and her peace of mind about her mother's health. During the past year, the 26-year-old was forced to make the difficult decision between working during a pandemic or staying at home to help protect her mother.

"My mother has diabetes, and I wanted to help out as much as possible," Bakken said. "In the beginning, I only went out when it was necessary to buy essentials for our home."

But as the pandemic drew on, she realized that her missing income was becoming more and more noticeable. Her mother had also lost her job, and they couldn't risk dipping further into their emergency savings. Bakken also suffers from asthma, but she said she was willing to take the risk to support her family.

"I was conflicted because I didn't want to accidentally bring home the virus, but I also didn't want us to go hungry," she said.

Bakken was not alone. More than 12 million live event workers across the United States found themselves out of work since live events were shut down in March 2020. Around 95% of all events in 2020 were canceled, and 77% of people in the live events industry lost all of their income due to the pandemic.

After searching for months, Bakken eventually found a job at a local grocery store. Her main task was to clean the carts and baskets that customers used.

CONTINUED

"At the end of the day, my ears would hurt from wearing two masks for hours," she said. "I could never be too careful. I made sure to completely shower and wash my uniform in hot water whenever I got home. I didn't participate in any activities after work with my co-workers because I didn't want to risk it."

Bakken felt like her hard work and extra precautions paid off when her 60-year-old mother finally received her second dose of the vaccine in the summer. However, because she was only 26 at the time, Bakken still had to wait. At the same time, her old job at American Airlines Arena was hiring in preparation for the return of live events in 2022.

"I missed my old work friends and salary, but at first, I wasn't sure if I wanted to go back because of the large crowds of fans that go through the building on any given day," Bakken said.

American Airlines Arena in Miami can hold up to 21,000 people for any event. During its reopening, the arena has only held up to 3,000 people to maintain proper distancing and health guidelines from the Centers for Disease Control and Prevention, but it plans to expand capacity slowly over time.

Live Nation Entertainment's Live in Store pop-up shops help venue event staff like Jessica Bakken support their family safely.

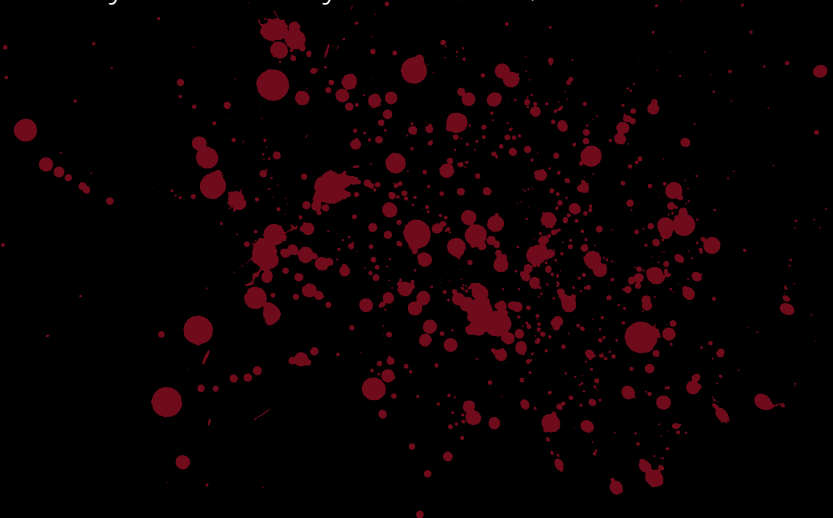
"At Live Nation, the health and safety of our staff is very important to us," said Michael Rapino, president and CEO of Live Nation Entertainment. "Our events would not be possible without the hard work of those who are involved at all levels."

CONTINUED

The pop-up offers a unique experience for fans as it is redecorated by the performing music artist and brand in partnership for each event. Artists and brands will be able to use the space to tell their story creatively through the store design and sell exclusive merchandise. The stores will also include interactive features including photo opportunities, exclusive artist merchandise and giveaways for fans who visit. Selling merchandise at the pop-up stores will also reduce crowding inside of the venue as fans will enter and immediately make their way to their physically distanced seats. The pop-up stores will also be properly distanced by limiting the number of fans inside at a time, and the space will include wipes and sanitizing stations for fans to use. By making their stores an essential stop for fans before entering the venue, Live Nation will also be indirectly staggering the number of fans that enter the venue at a time.

Although fans will still be required to enter the metal detectors and security screenings at venues in 2022, the process will be more streamlined as fans transition to online, contactless ticketing. At the pop-up stores, experts will be available to teach fans how to successfully navigate the Ticketmaster app and website and validate their tickets before entry. Having tickets prepared at entry will minimize the interactions between fans and venue staff as staff will be able to quickly scan fans' tickets from a distance and send them on their way to their seats.

"As we continue to elevate the fan experience and push the boundaries of music culture, we will not sacrifice the safety and security of our fans, staff and artists," said Rapino.



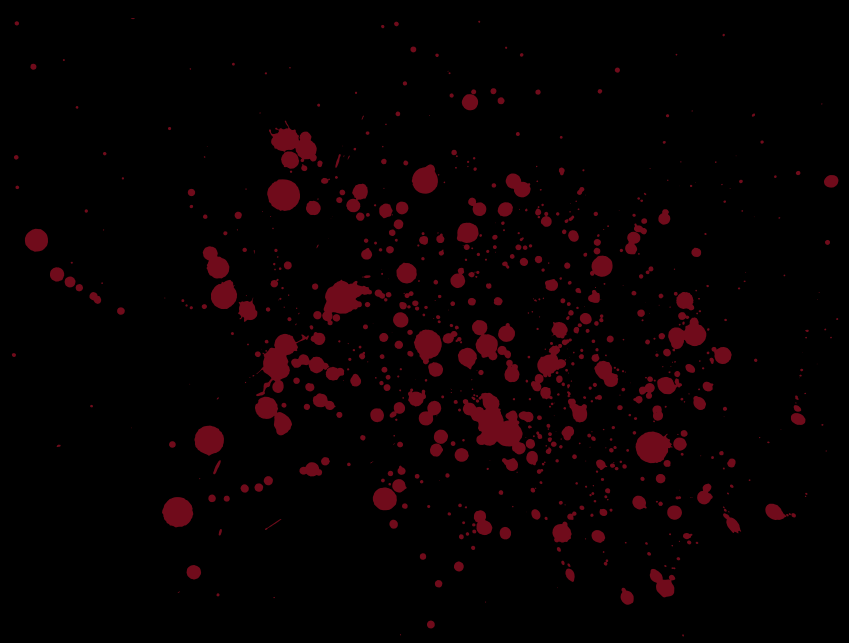
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For some venue workers, these new pop-up shops are a crucial part of their decision to return back to the live event industry.

"I loved meeting all different types of people and seeing the excitement from fans," Bakken said reminiscing. "I'm excited to get back to helping make someone's event experience even more memorable and enjoyable in a safe way."

The pop-up stores will be opened at major venues alongside the reintroduction of tours and live events in 2022.

"The families of our staff are some of their biggest fans," said Rapino. "With our Live in Store pop-up shops, we hope to keep all fans safe whether they're attending the event or supporting our staff at home."



CEO OP-ED

As we make the return to live music, we cannot hope to do so sustainably without the safety of all those involved. As the global leader in live entertainment, we push the boundaries of creativity to enhance the fan experience and move music culture forward. As a company that prides itself on being artist powered and fan driven, including the brands that help make these live events possible is important to us at Live Nation Entertainment. It is equally important to also have a space for artist and brand partnerships to develop and flourish. The new Live in Store pop-up shops safely bridge the gap between these partnerships and fans.

These new pop-up shops will be located outside of major arenas in 2022 as an increased security measure for fans and staff in the wake of a pandemic. As the world's leading producer of live entertainment for over 98 million fans in over 40 countries in a typical year, we feel that it is our responsibility to spearhead an all new and safe live event experience for fans to enjoy. As we transition to online, contactless ticketing, expert staff will be available to provide personalized help to each individual. Inside of the shops, fans will learn how to successfully navigate the Ticketmaster app and website and verify their tickets before entering the venue. By learning how to display their tickets before entering, fans will be prepared to have their tickets scanned from a distance which will minimize interactions between patrons and venue staff. Artists will also be able to sell event merchandise at pop-up stores to accompany lasting memories of the event while also helping to reduce crowding inside the venue. The limited capacity within the stores will also indirectly stagger the number of fans that enter the venue at a time to keep staff safe. The shops will also be regularly sanitized and provide hand sanitizer for fans to use.

The new Live in Store collaborative spaces lead to the creation of fan-focused partnerships between artists and brands. According to a global fan study, 90% of fans welcome brands at live events. When it comes to live events, 67% of global audiences say the more emotionally engaged they are, the more open they are to new ideas. At these new stores, artists and brands will come together to tell their story in a meaningful and memorable way. Artists know their fans best, and these stores give them the opportunity to build a deeper relationship with their biggest supporters in the live event space. With interactive features such as photo opportunities, exclusive artist merchandise and giveaways, both artists and brands will benefit from fan engagement and user-generated content. These interactive areas are crucial because 61% of live music goers are four times more likely to be micro-influencers in their communities. Exclusive merchandise sales and store features will also help compensate artists who will be impacted by the reduction of available seats due to distancing within the venue. The stores will be designed and decorated differently for each event that passes through the venue to match the corresponding talent and brand pairing for that event.

We are all eager to get back to live music and enter a venue for our first show after a pandemic. But before you step inside, stop by the Live in Store pop-up shops to experience an all new space designed for fans just like you. Even as we return to live events, you can help do your part to keep everyone involved safe. For more information about the introduction of these pop-up shops visit <https://www.livenationentertainment.com>.

Michael Rapino
President and CEO of Live Nation Entertainment





LIVE NATION

ENTERTAINMENT®

Emily Petruska

This is a mock campaign for Live Nation Entertainment.