

Esquire '24

WEEKEND

LOCATION
OF THE EVENT:



Esquire WEEKEND



Concept

An interactive media festival in the format of 360 Live that brings together all modern lifestyle trends and reader interests on a single platform, as well as materializes the values and sections of the iconic magazine Esquire. Each zone provides the reader with an insight into the development of modern industries: music, cinema, theater, literature, politics, technology, automobiles, clothing, and gastronomy.

KEY COMPONENTS

INTERACTIVITY

As the primary method for presenting ideas and products

UNIFICATION

Bringing together analog and digital formats on a single platform

FRESH PERSPECTIVE

On conscious consumption

BLENDING

Of genres and forms – speaker presentations, music, gastronomy, art, consumerism

Audience

Neophytes and hedonists, active city dwellers who prioritize continuous development, a new generation of content consumers

CELEBRITY BLOGGERS



TOP MANAGERS OF
LARGE COMPANIES



FRIENDS OF THE  Partners
BRANDS



UPSCALE AUDIENCE



Audience

Middle to upper-middle class

MEN:

21-45 YEARS OLD

(70%)

WOMEN:

21-45 YEARS OLD

(30%)

ASPIRATIONS

- Career growth
- Personal development
- Cultural engagement
- Intellectual advancement
- Social and community involvement

BEHAVIOR

- Enjoy purchasing stylish, high-quality clothing, accessories, and personal care products; often seek timeless and enduring items
- Value brands that offer a balance of style, quality, and practicality

INTERESTS

- Elegance and style
- Culture
- Intellectual curiosity
- Entertainment
- Lifestyles

How it was



ESQUIRE WEEKEND 2017

ESQUIRE WEEKEND 2018

Format

The festival takes place in the interactive format of a living magazine. Guests will immerse themselves in the atmosphere of Esquire and become a part of its special festival edition.

THE SPACE WILL TRANSFORM INTO ICONIC ZONES – MAGAZINE SECTIONS:

"Rules of Life"

"Hedonism"

"Dialogues"

"Hunger"

"Masterpiece"

"Reading"

"Music"

"Number of the Day"

**EVENT GUESTS CAN LOOK FORWARD TO DJ SETS
AND HEADLINER PERFORMANCES**

ESQUIRE MUSIC FEST

RULES OF LIFE

Presentations by invited speakers on current societal topics.

HEDONISM

A zone of refined pleasures and culture with tastings, masterclasses, and presentations on fashion, alcohol, watches, and fragrances.

DIALOGUES

Discussions with guests on topics such as culture, cinema, technology, blogs, and music. Opportunity for audience participation through Open Talks.

MUSIC

A separate music stage featuring a full-fledged festival lineup of popular performers. This includes widely known and emerging musicians, all of whom are relevant today.

HUNGER

Almaty experts share insights into modern restaurant trends: pastrami, ceviche, chak-roll, pairing, lobsters, and wine. A zone for food enthusiasts.

MASTERPIECE

An exhibition of artworks by artists, invited graffiti designers creating their masterpieces during the event. An atmosphere of creativity and sophistication.

READING

Esquire Pop-up library: new releases, fiction literature, magazines. Readings by creators of the new language: bloggers, journalists, writers, actors.

AGENDA

Esquire
WEEKEND

LECTURE HALL WITH INVITED GUESTS

ART ZONES

SPEAK EASY BAR

ESQUIRE PODCAST GUESTS

STAND-UP ON STAGE

"HEDONISM" PAVILION

GRAFFITI DESIGNERS

ESQUIRE MERCHANDISE

COVER FACE: PHOTO BOOTH, PHOTO AREA WHERE EVERY GUEST CAN TAKE A PHOTO AS ON THE COVER OF ESQUIRE

SNACK ZONE

INTERACTIVE MAP WITH SCHEDULE: STAND AND TICKET PURCHASE

PHOTOGRAPHER VAN, CARAVAN, KIOSK FOR MAGAZINES

INTERACTIVE "RULES OF LIFE FOR GUESTS"

Key Visual

OPTIONS FOR LOGO / POSTERS / SOCIAL MEDIA POSTS



Key Visual

POST OPTIONS WITH MENTION OF PARTNERS



Key Visual

EVENT VISUALIZATION



ONLINE PROMOTION

Event Announcements on Partners' Digital Platforms

Promo Videos with Speakers introducing themselves and inviting to Esquire Weekend

Mentions of the upcoming event on Esquire Podcast

Online webinars or interactive sessions on Instagram Live with influential figures (Q&A, tips, success stories, etc.), posts featuring speakers to generate interest in their profiles

Launching a series of preview podcasts with key event speakers on Esquire Podcast, where they share their stories and motivation

ONLINE PROMOTION

Influencers: bloggers, entrepreneurs, athletes, actors, etc.

- Event announcements from bloggers
- Posting teasers/reels by bloggers across all communication channels: *AbaiLuck, Nurs Mag, Alibekov, Sanzhar Madi, Zhandos Aibasov, Rus Librari, etc.*

'Number of the Day' – social media posts with important event figures. Example: "Number of the day 5 – the number of speakers at Esquire Weekend," "Number of the day 6 – the date"

Advertising integrations in online publications and news portals, such as:

- Sxodim, Tengri News, Nur.kz, Gakku, public pages: *@gorod24, @sxodim*

Collaboration with premium-class brands, such as watches, clothing, automobiles, etc., and posting announcements on their media platforms

'Important' – social media posts with information about the event location, zones, notable personalities, etc.

'Quote of the Day' – posts with speakers quoting their invitation to the event and quotes that are meaningful to them and played a significant role in their growth

Event poster and ticket sales on the dedicated landing page, sxodim.kz

Setting up targeted advertising

Search and CMS ads

Ticket giveaway

Hashtags in social media: [#esquireweekendkz](https://twitter.com/esquireweekendkz)

VIP invitations

Online
promotion

Esquire WEEKEND



In social media, we can unveil the 'Wardrobe' section, where the editorial team of Esquire magazine visits the most stylish men and women in Almaty, dissecting their outfits and style preferences. In the end, each hero invites you to attend the Esquire Weekend event, and the heroes can also showcase the outfits they will wear to the event itself.



**LED Screens/Mediaboards/
Billboards - CITIX, Dostyk
Plaza (kino.kz)**



**Print of Esquire, Harper's
Bazaar, ELLE (Event
Coverage Post)**



**Placement of Stands
in Boutiques (Saks),
Establishments,
MELOMAN (Store Network)**



**Esquire Merchandise with
Quotes: T-shirts, Hoodies,
and Promotional Materials**

Contacts



LEILA BALTIEVA
ADVERTISING DIRECTOR

+7 702 168 1584
l.baratova@pmgrpup.kz



KONSTANTIN GERLIKH
COMMERCIAL DIRECTOR

+7 771 800 5514
k.herlikh@pmgroup.kz