



# LOCATION OF THE EVENT: KARAKONLM







### 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

CONPONENTS

### 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**

#### **CELEBRITY BLOGGERS**

#### **TOP MANAGERS OF LARGE COMPANIES**



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

FRIENDS OF THE **O** Partners BRANDS

#### **UPSCALE AUDIENCE**

## Audience Middle to upper-middle class

## MEN: **21-45 YEARS OLD** (70%)

## ASPIRATIONS

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

## **BEHAVIOR**



## **WOMEN: 21-45 YEARS OLD** (30%)

- Enjoy purchasing stylish, highquality 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





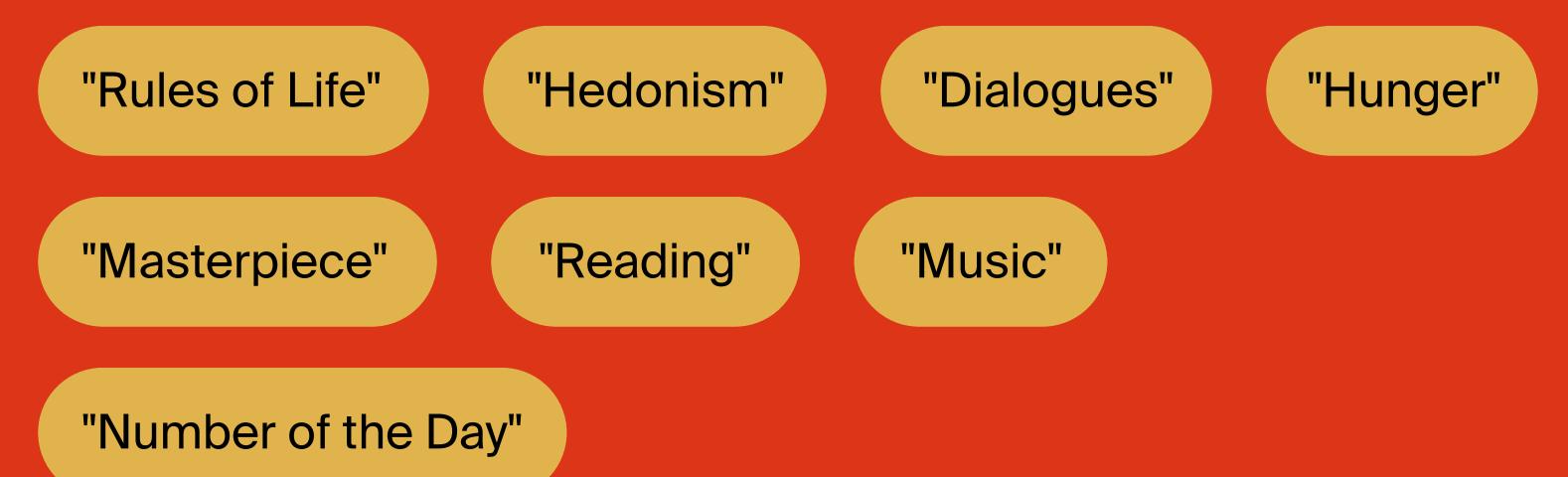
## **ESQUIRE WEEKEND 2017**

## **ESQUIRE WEEKEND 2018**

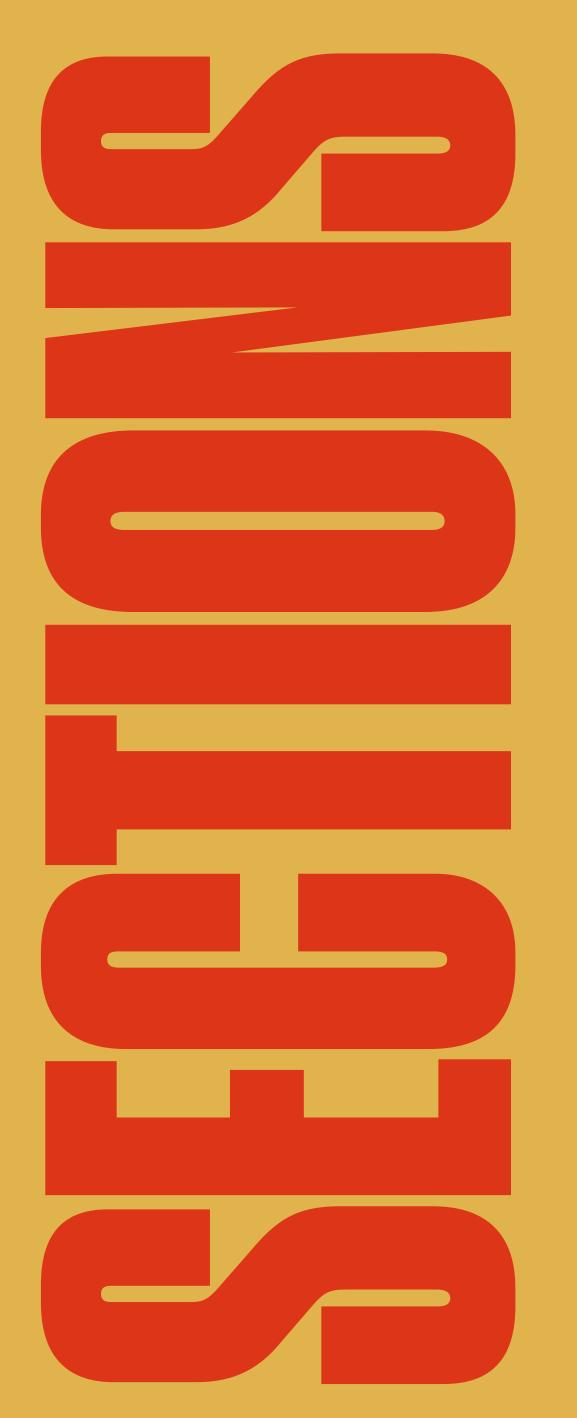
### Format

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:



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



## **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.



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

## MASTERPIECE

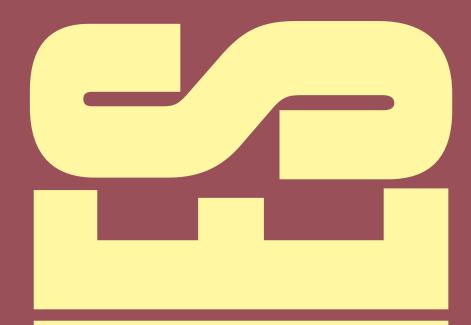
An exhibition of artworks by artists, invited graffiti designers creating their masterpieces during the event. An atmosphere of creativity and sophistication.

## READING

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







### **LECTURE HALL WITH INVITED GUESTS**

**SPEAK EASY BAR** 

**STAND-UP ON STAGE** 

**GRAFFITI DESIGNERS** 

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

PHOTOGRAPHER VAN, CARAVAN, **KIOSK FOR MAGAZINES** 







### **ESQUIRE PODCAST GUESTS**

**"HEDONISM" PAVILION** 

**ESQUIRE MERCHANDISE** 

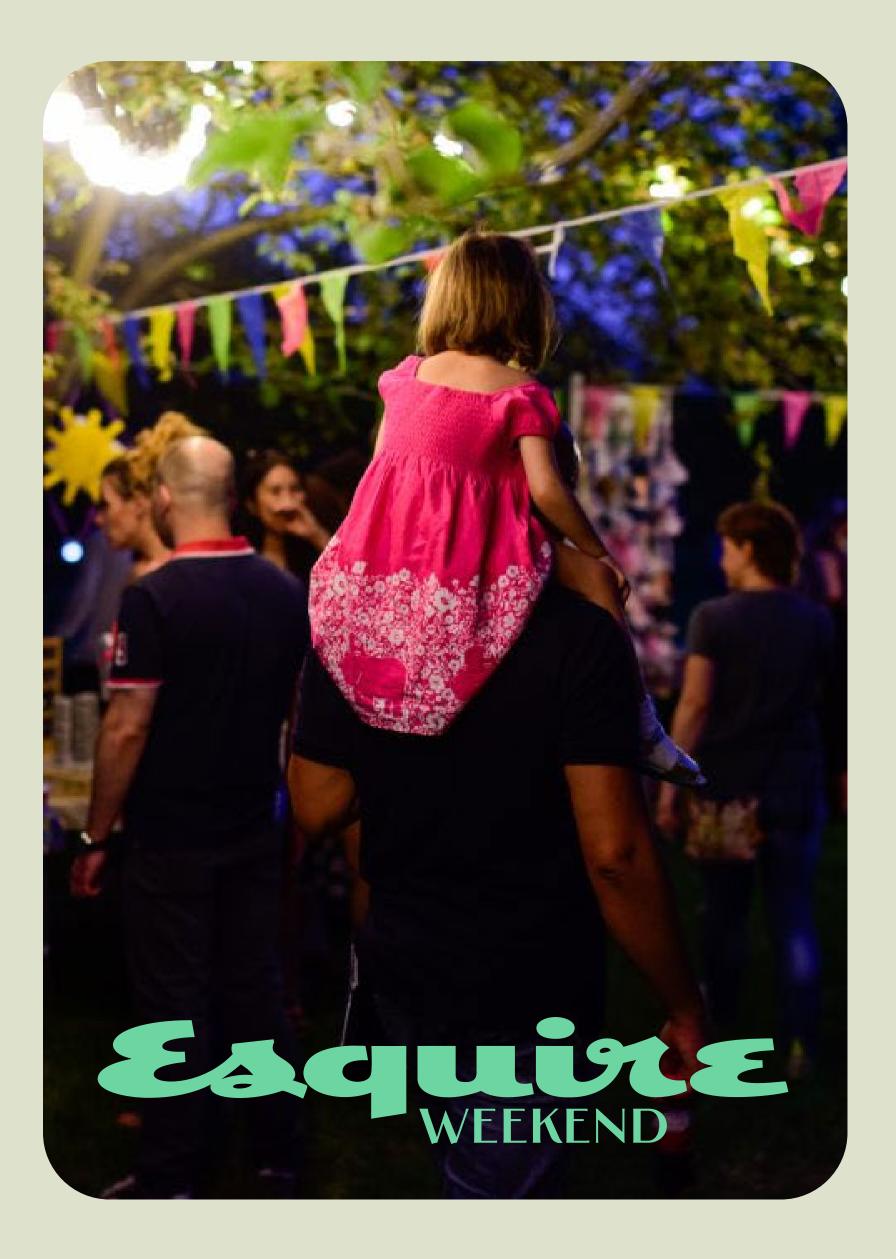
## **SNACK ZONE**

**INTERACTIVE MAP WITH SCHEDULE: STAND AND TICKET PURCHASE** 

> **INTERACTIVE "RULES OF** LIFE FOR GUESTS"

## **Key Visual**

### OPTIONS FOR LOGO / POSTERS / SOCIAL MEDIA POSTS











## **Key Visual**

### POST OPTIONS WITH MENTION OF PARTNERS





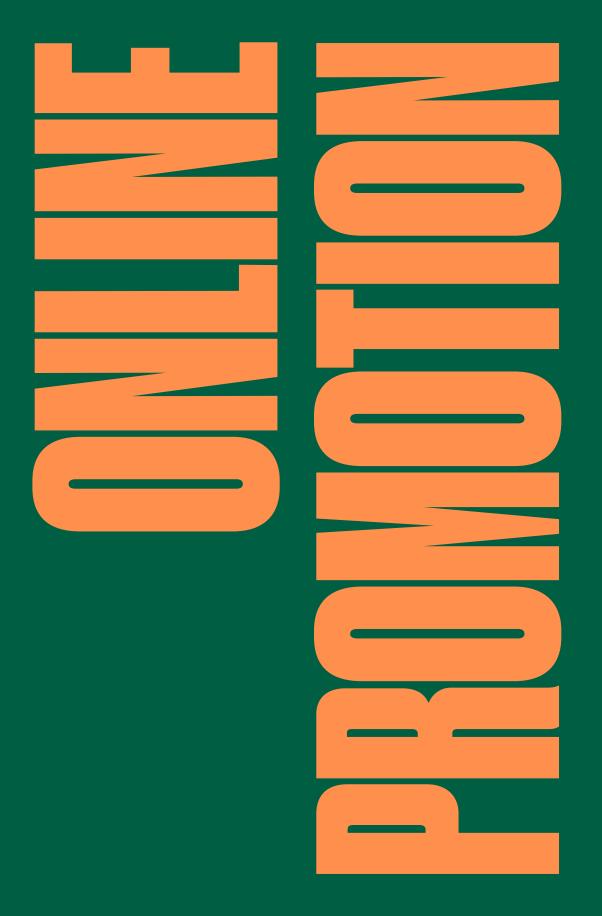




## **Key Visual**

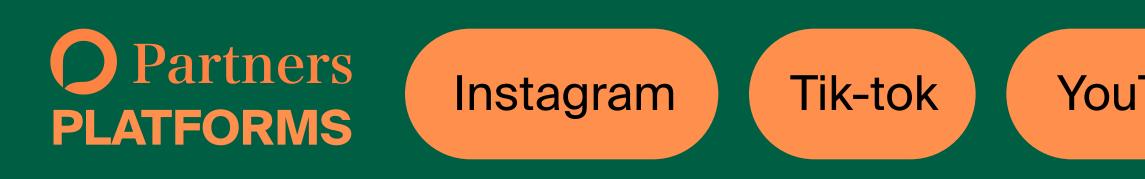
#### **EVENT VISUALIZATION**





inviting to Esquire Weekend

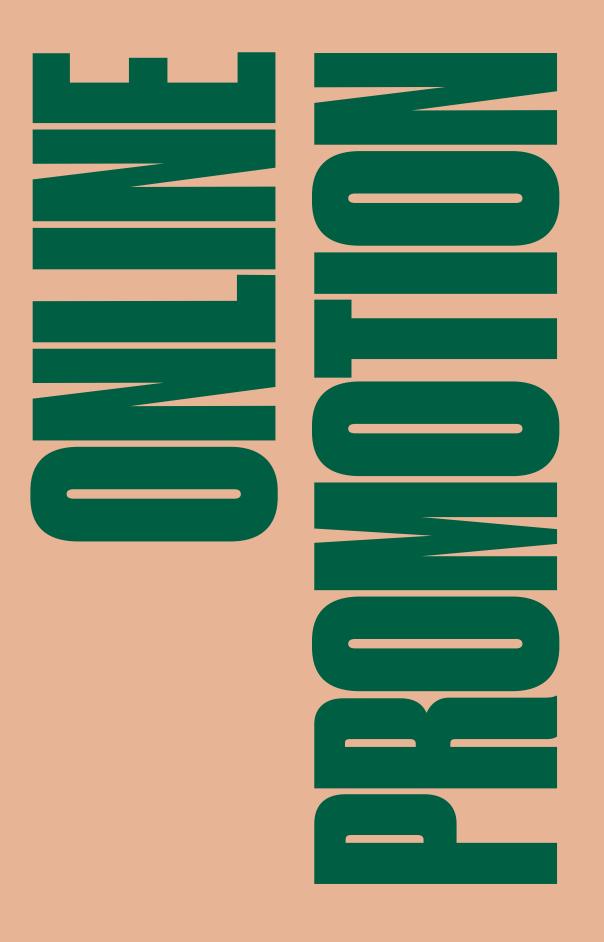
stories and motivation



- **Event Announcements on Partners' Digital Platforms**
- Promo Videos with Speakers introducing themselves and
- 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







#### **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

**VIP** invitations





## Online promotion



#### 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.





### Contacts



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