

WELCOME TO GREEN MAN



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5 STARS **The Guardian**

NME



INDEPENDENT

The Telegraph

SOLD OUT SIX MONTHS IN ADVANCE

"A WONDERFUL FESTIVAL ... SURPRISING, INSPIRING AND REINVIGORATING" HUW STEPHENS

TWO TIMES  FESTIVAL OF THE YEAR

"A SUNSHINE DREAM FESTIVAL" CAITLIN MORAN

ONLY MAJOR UK FESTIVAL OWNED AND OPERATED BY A WOMAN

MD FIONA STEWART #24 IN  MUSIC BUSINESS POWERLIST

"A VERY SPECIAL FESTIVAL" PATTI SMITH

TWO  DESIGN AWARDS

THREE  FESTIVAL AWARDS, TWO  BEST FESTIVAL AWARDS

 **attitude** is everything SILVER CHARTER FOR ACCESSIBILITY

MEDIA REACH

ONLINE



LIKES 101,248
REVIEWS 4.9/5



FOLLOWERS 33,100
AVG LIKES 736
AVG COMMENTS 34



FOLLOWERS 55,400
AVG IMPRESSIONS 11,245
AVG ENGAGEMENTS 206



50,000 USERS/MONTH
AVG SESSION 2:40MINS
TOP IN-MARKET SEGMENTS:
TRAVEL/HOTELS & ACCOM

PRESS

279 ARTICLES IN 2019

3.2 BILLION TOTAL CIRCULATION

"THE MOST SIGNIFICANT MUSIC FESTIVAL
IN WALES. THE SETTING IS BEAUTIFUL.
THE PEOPLE FRIENDLY AND THE ACTS WELL
CHOSEN."



"MAKES A BRILLIANT DIFFERENCE TO
THE WELSH ECONOMY"



"A FESTIVAL THAT SEEMS TO RUN
ON LOVE AND WONDER"



"THERE CAN BE FEW BETTER PLACES
TO WATCH MUSIC OUTDOORS
THAN AT GREEN MAN"

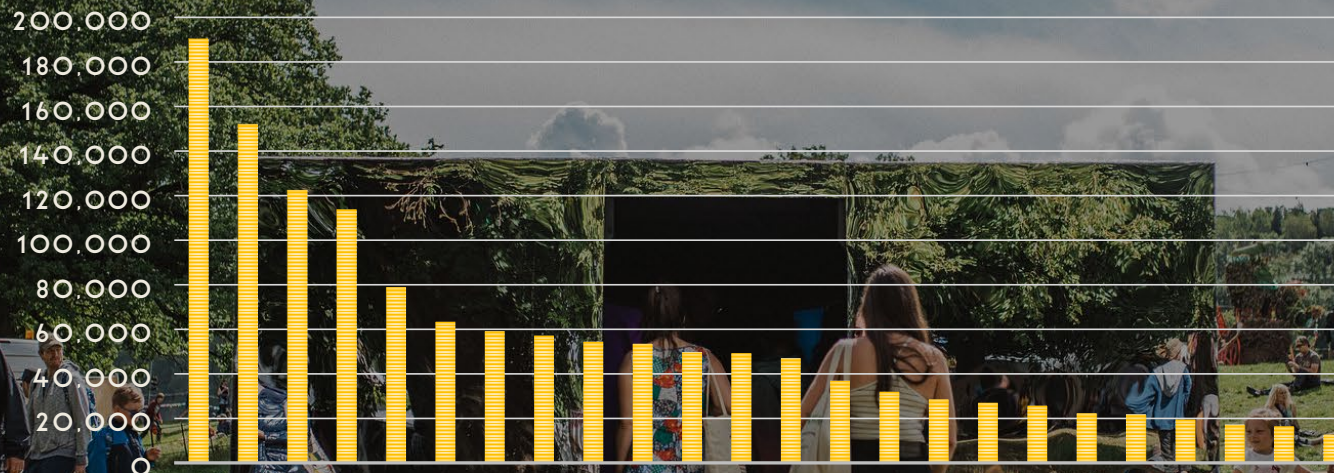


INDEPENDENT

GREEN MAN'S UNIQUE POSITION AS A CULTURAL BRIDGE FOR CYMRU WALES

COMBINED SOCIAL
MEDIA AUDIENCE

FACEBOOK, TWITTER,
INSTAGRAM,
YOUTUBE



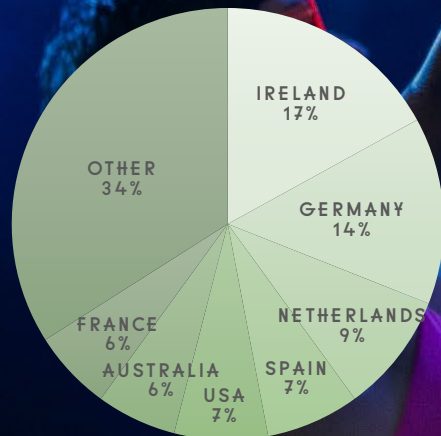
WELSH FESTIVAL / VENUE

A WELSH BRAND WITH AN INTERNATIONAL VOICE

1% OF TICKET HOLDERS ARE FROM OUTSIDE THE UK
81,000 NON-UK ANNUAL WEBSITE VISITORS / 14% TOTAL VISITORS
20,373 NON-UK FACEBOOK AUDIENCE / 20% TOTAL AUDIENCE

2019 COVERAGE IN EASYJET TRAVELLER, CONDE NAST TRAVELLER, AUSTRALIAN TIMES, BROOKLYN VEGAN

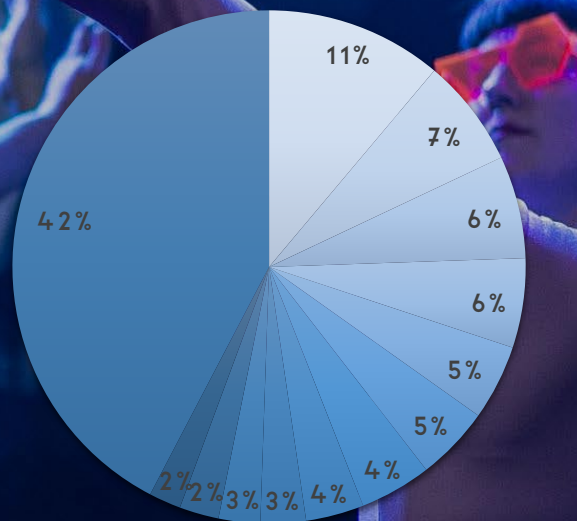
NON-UK FESTIVAL ATENDEES



■ IRELAND
■ NETHERLANDS
■ USA
■ FRANCE

■ GERMANY
■ SPAIN
■ AUSTRALIA
■ OTHER

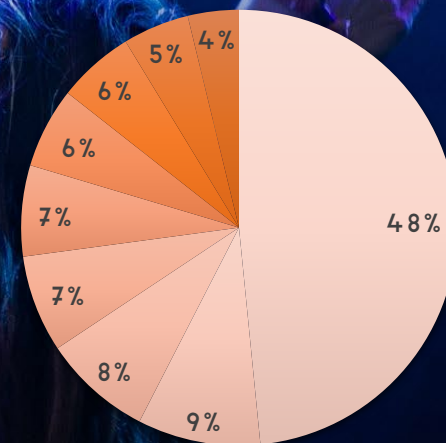
NON-UK FACEBOOK AUDIENCE



■ USA
■ FRANCE
■ GERMANY
■ IRELAND
■ PORTUGAL
■ CANADA
■ OTHER

■ ITALY
■ AUSTRALIA
■ SPAIN
■ MEXICO
■ NETHERLANDS
■ BRAZIL

NON-UK WEBSITE VISITORS



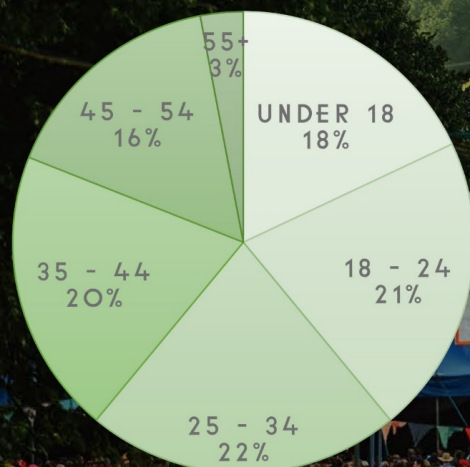
■ USA
■ GERMANY
■ SPAIN
■ AUSTRALIA
■ CANADA

■ FRANCE
■ IRELAND
■ NETHERLANDS
■ ITALY
■ OTHER

DEMOGRAPHIC

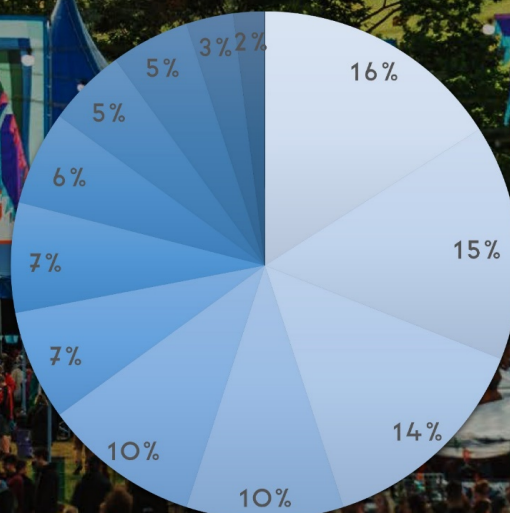
GREEN MAN FESTIVAL ATTRACTS YOUNG PROFESSIONALS, ABC1, FAMILIES & STUDENTS
50/50 MALE/FEMALE

AGE



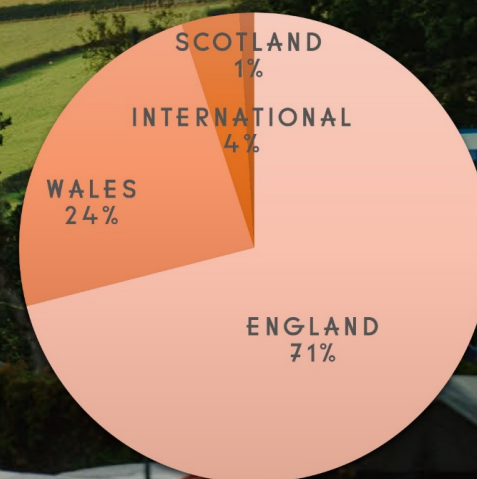
■ UNDER 18 ■ 18 - 24 ■ 25 - 34 ■ 35 - 44
■ 45 - 54 ■ 55+

PROFESSION



■ MEDIA & ARTS
■ EDUCATION
■ PROFESSIONAL
■ SCIENCE
■ FINANCE
■ CHARITY
■ OTHER
■ HEALTHCARE
■ PUBLIC SERVICE
■ HOSPITALITY
■ IT
■ SERVICE INDUSTRY

COUNTRY



■ ENGLAND
■ WALES
■ INTERNATIONAL
■ SCOTLAND



WHAT OUR AUDIENCE SAY

100% THINK IT'S IMPORTANT THAT EVENTS LIKE GREEN MAN ARE HAPPENING IN WALES

89% MORE LIKELY TO VISIT WALES AS A RESULT OF ATTENDING GREEN MAN

83% SAY GREEN MAN HAS MADE ME THINK DIFFERENTLY ABOUT WALES

99% WOULD RECOMMEND TO A FRIEND

83% RATE GREEN MAN 10/10

75% BELIEVE GREEN MAN PROMOTES DIVERSITY ACROSS ITS WORK

90% THINK GREEN MAN IS FOR EVERYONE DESPITE THEIR BACKGROUND OR AGE

86% SAY GREEN MAN IS NOTICEABLY ACCESSIBLE

98% SAY GREEN MAN MAKES THEM FEEL MORE CHEERFUL

87% AGREE WE MAKE THEM FEEL CLOSER TO OTHER PEOPLE



ECONOMIC IMPACT

A RECENT REPORT BY BOP CONSULTING HIGHLIGHTED THAT GREEN MAN FESTIVAL CONTRIBUTED **£10.4 MILLION** TO THE WELSH ECONOMY IN 2018.

THE TOTAL GROSS VALUE-ADDED GVA THAT GREEN MAN FESTIVAL 2018 GENERATED IN THE WELSH ECONOMY WAS **£3.5 MILLION**. THIS IS EQUIVALENT TO **165** FULL-TIME EQUIVALENT JOBS CREATED ABOVE AND BEYOND THOSE DIRECTLY EMPLOYED BY GREEN MAN.

"THERE IS HUGE POTENTIAL FOR GREEN MAN TO FURTHER PROMOTE WALES IN THE UK AND INTERNATIONALLY," **BOP Consulting**

POSITIVE PROMOTION OF WALES AND ITS VALUES

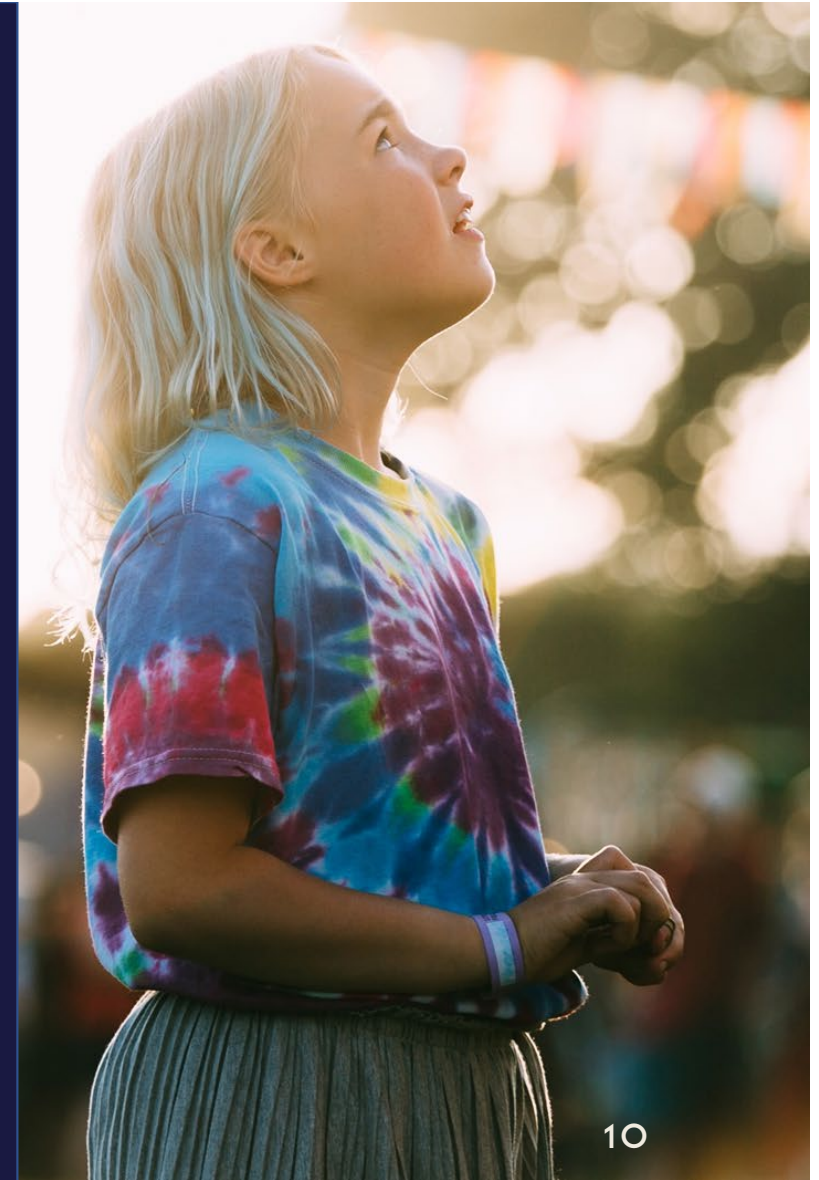
Green Man already acts as a cultural bridge between Wales and the rest of the world. What is unusual is that it not only celebrates its sense of place in Wales, but it also promotes a lifestyle and values which are aspirational and linked to a modern caring Wales.

“The values of Green Man seep through everything they do. When you are at a Green Man event you know what they stand for. They are an unashamed cultural and social enterprise with an aim to improve and engage the local community but remain linked to a global community of artists and audiences. They are putting Wales on the map, not just for having a great festival in a beautiful area, but for modelling how to be a responsible and responsive enterprise.”

Colin Riordan - President and Vice Chancellor - Cardiff University

“Green Man has been and remains a hugely influential showcase for the Welsh Independent Brewing Industry. It’s support of local producers and the exposure that brings has opened many opportunities for increasing sales, and the kudos of being a supplier to the Green Man has international reach. Many of the Independent drinks producers are small and often located in rural locations. Green Man understands their challenges and uses its extensive talent for innovation and business strategy to create opportunities to both sustain and champion them.”

(Buster Grant - Chair SIBA - Society of Independent Brewers)





SCIENCE ENGAGEMENT

Green Man's Einstein's Garden was designed to introduce and engage new audiences with science in a way that was entertaining.

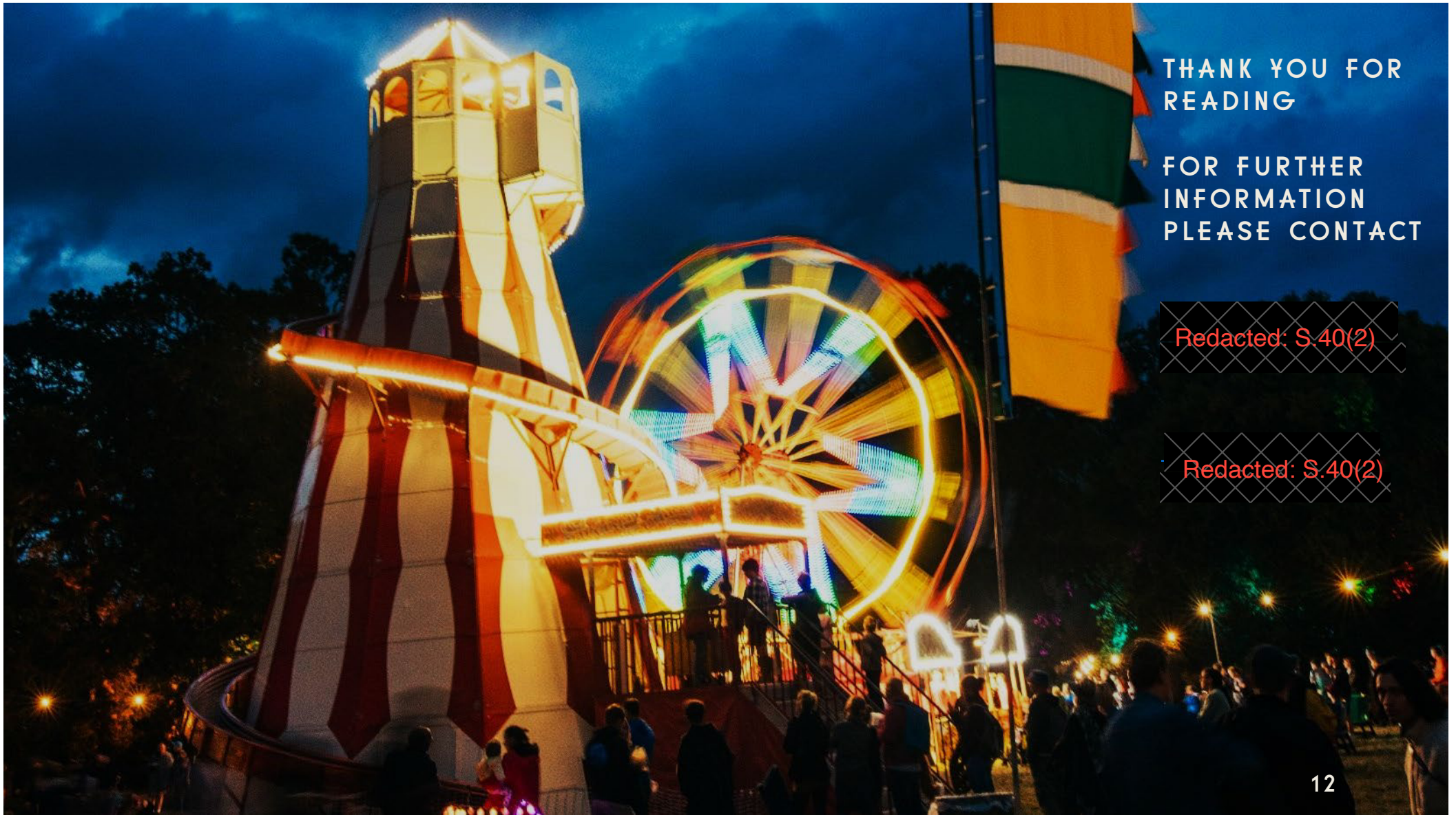
It was the first music festival to bring scientists and creatives together to produce unique engaging scientific experiences, that promote the values and understanding required for our species to thrive. The popularity of the Green Man introduces tens of thousands of people annually to science as a cultural experience.

We have developed relationships with top tier universities and organisations including: Cardiff University, Bristol University, Exeter University, UCL, Wellcome Trust, Cancer Research UK, the Met Office and Nuffield Council on Bioethics.

Einstein's Garden has Enabled researchers develop their engagement skills, and increase their ability to argue for the importance of their work and to communicate effectively. We have formed a network of researches, science communications and creatives to produce high quality work.

"By using Green Man's extensive impact as a disruptive brand and their talent for innovation they have pioneered new ways to engage communities with science and health through their science experience Einstein's Garden."

(Farrah Nazir - Acting Creative & Partnerships Lead Public Engagement - Wellcome Trust)



THANK YOU FOR
READING

FOR FURTHER
INFORMATION
PLEASE CONTACT

Redacted: S.40(2)

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