



Essence Magazine —

Case Study

ROAD TO ESSENCE FESTIVAL

A five-market satellite festival tour that brought the Essence Festival experience directly into targeted communities through live music, local talent, lifestyle workshops, major sponsors and complete event management.

Festival Tour • Local Engagement • Event Production



MAKE IT LOCAL

Personal and Hometown Driven

A seamless, safe and memorable festival experience built around local culture and community.



PROGRAM FOCUS

Create five smaller satellite Essence Festivals in highly targeted markets over 30 days, bringing the festival experience directly into local communities.

CORE OBJECTIVE

Create a fun, engaging, inclusive and inspiring festival experience.

OUR APPROACH

Tour the experience across five locations with local entertainers, educators, entrepreneurs, speakers and celebrities while honoring each market's community, audience and environment.

THE TAKEAWAY

The festival created a local, welcoming and culturally relevant experience for 4,500–5,000 attendees per show.