

MEJO 371

GISELLE, CAROLINE, GRANT

2026 LOLLAPALOOZA

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palooza

FIND
YOUR
FLAVOR



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2026 LOLLAPALOOZA

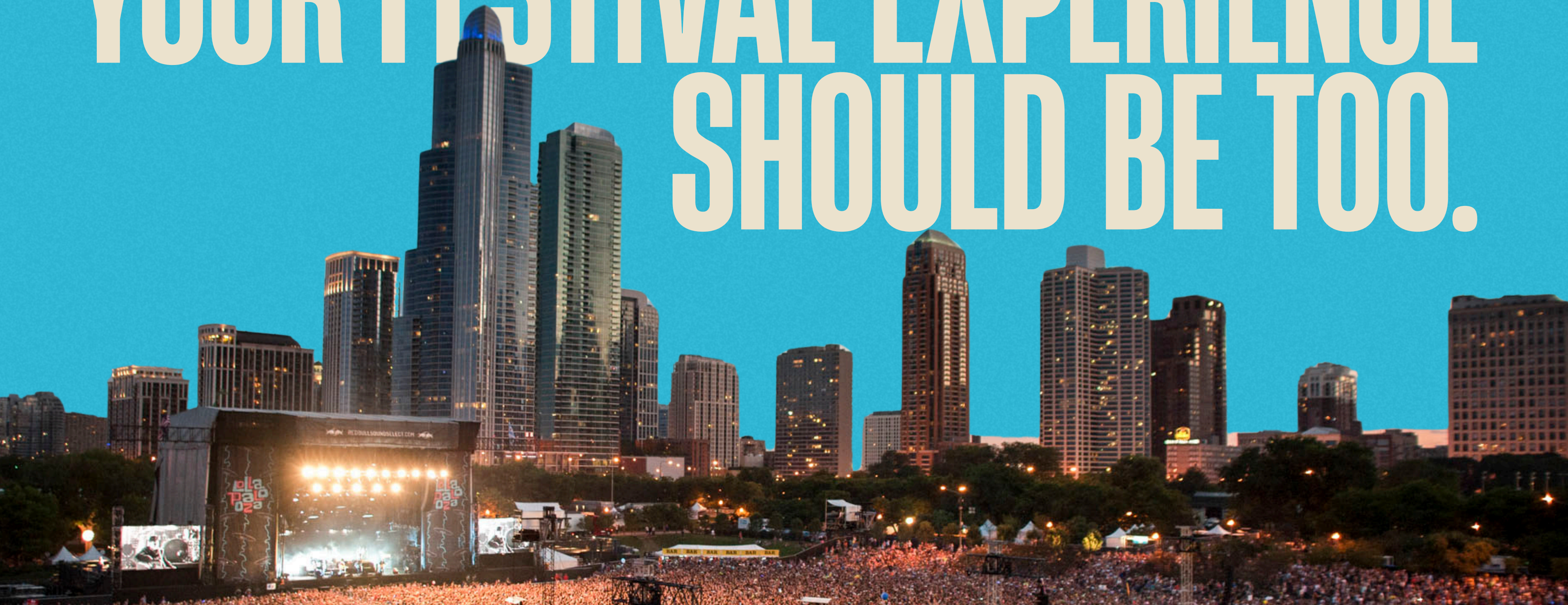
**YOUR TASTE IN MUSIC
IS PERSONAL.**

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YOUR FESTIVAL EXPERIENCE SHOULD BE TOO.



**THAT'S WHY LOLLAPALOOZA ISN'T JUST ONE TASTE.
IT'S A MIX OF FLAVORS, GENRES, & EXPERIENCES.
YOU JUST HAVE TO FIND YOURS.**

BRANDING CONCEPT

A DYNAMIC VISUAL IDENTITY BRINGS EACH “FLAVOR” TO LIFE THROUGH DISTINCT COLORS, TYPOGRAPHY, AND GRAPHIC STYLES TIED TO EACH GENRE. WHILE EVERY LOOK FEELS DIFFERENT, CONSISTENT LAYOUTS AND BRANDING ELEMENTS KEEP THE LOLLAPALOOZA BRAND COHESIVE, CREATING A SYSTEM THAT SCALES SEAMLESSLY ACROSS PLATFORMS WHILE CELEBRATING FANS’ CONNECTIONS TO THEIR FAVORITE GENRES AND ARTISTS.

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Lollapalooza
**BUILT FOR
EVERY TASTE**

JULY 30 - AUG 2 2026



Lollapalooza
**JUST TRUST
YOUR TASTE**

JULY 30 - AUG 2 2026



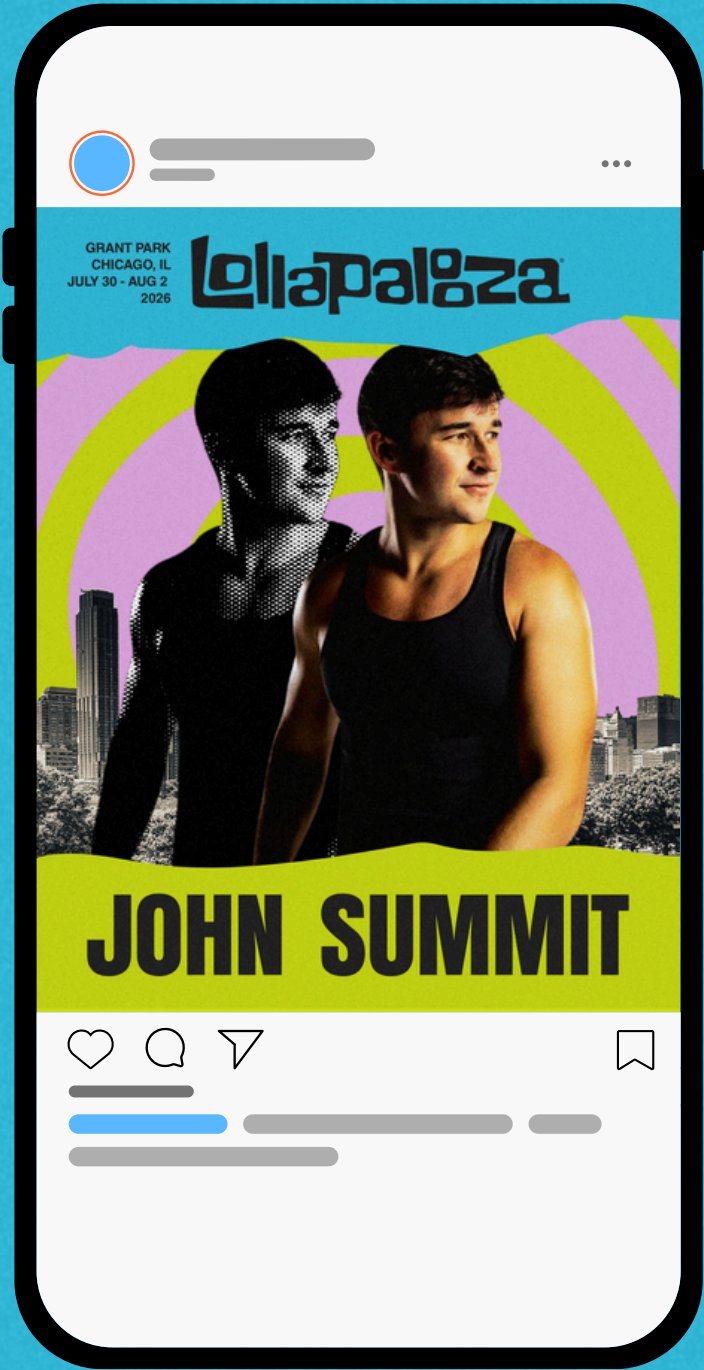
Lollapalooza
**IT'S ALL IN
YOUR TASTE**

JULY 30 - AUG 2 2026



OOH ADS

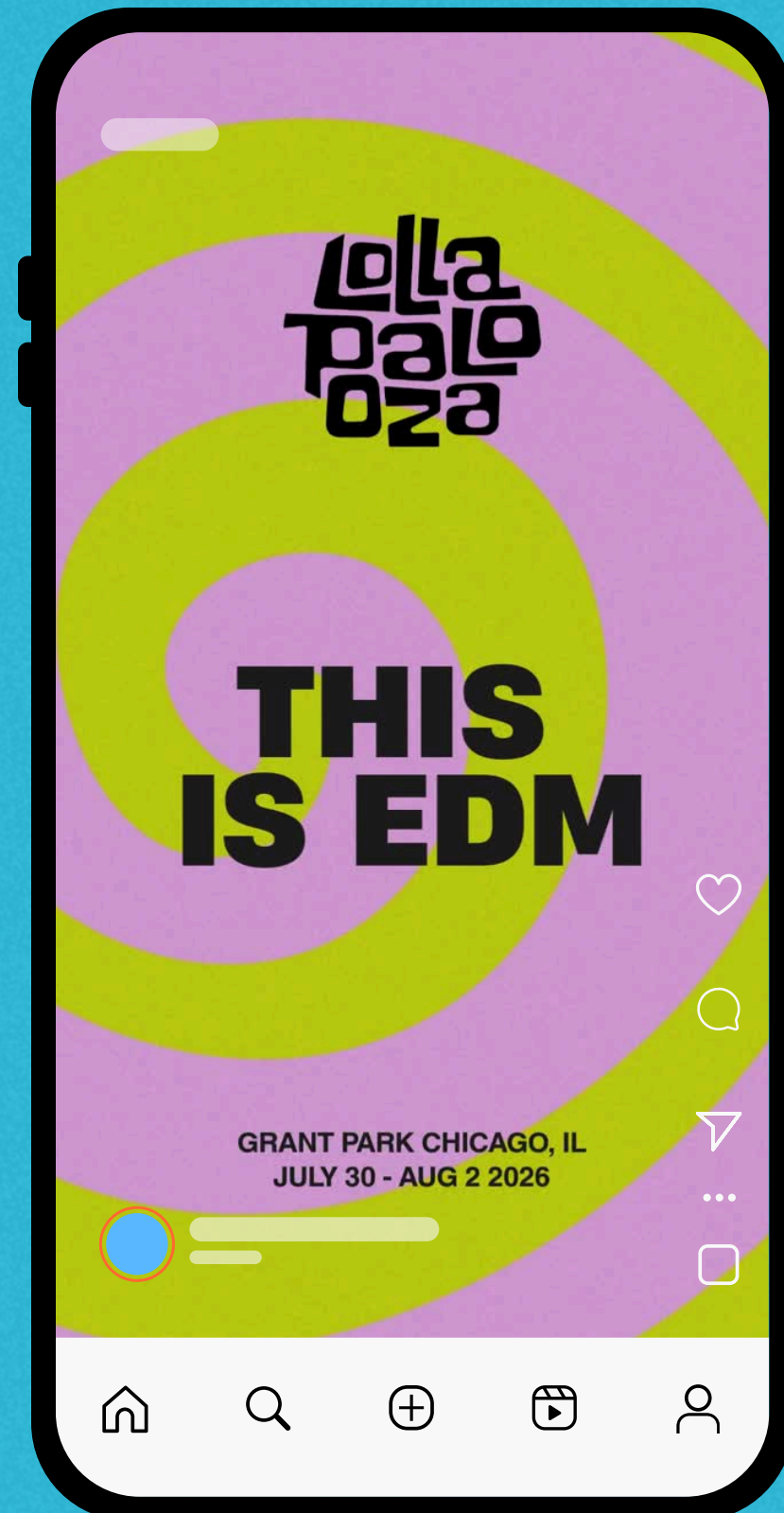
OUT-OF-HOME ADS FEATURE ARTIST VISUALS FROM THE LINEUP PAIRED WITH A SERIES OF HEADLINES THAT PLAY ON THE IDEA OF MUSIC TASTE. TOGETHER, THESE EXECUTIONS CREATE A COHESIVE SYSTEM THAT HIGHLIGHTS INDIVIDUALITY WHILE REINFORCING THAT THERE'S A FLAVOR FOR EVERY FAN AT LOLLAPALOOZA. THIS RESULTS IN HIGH-IMPACT, EASILY RECOGNIZABLE PLACEMENTS THAT CONNECT FANS TO THE ARTISTS THEY ALREADY LOVE.



SOCIAL MEDIA

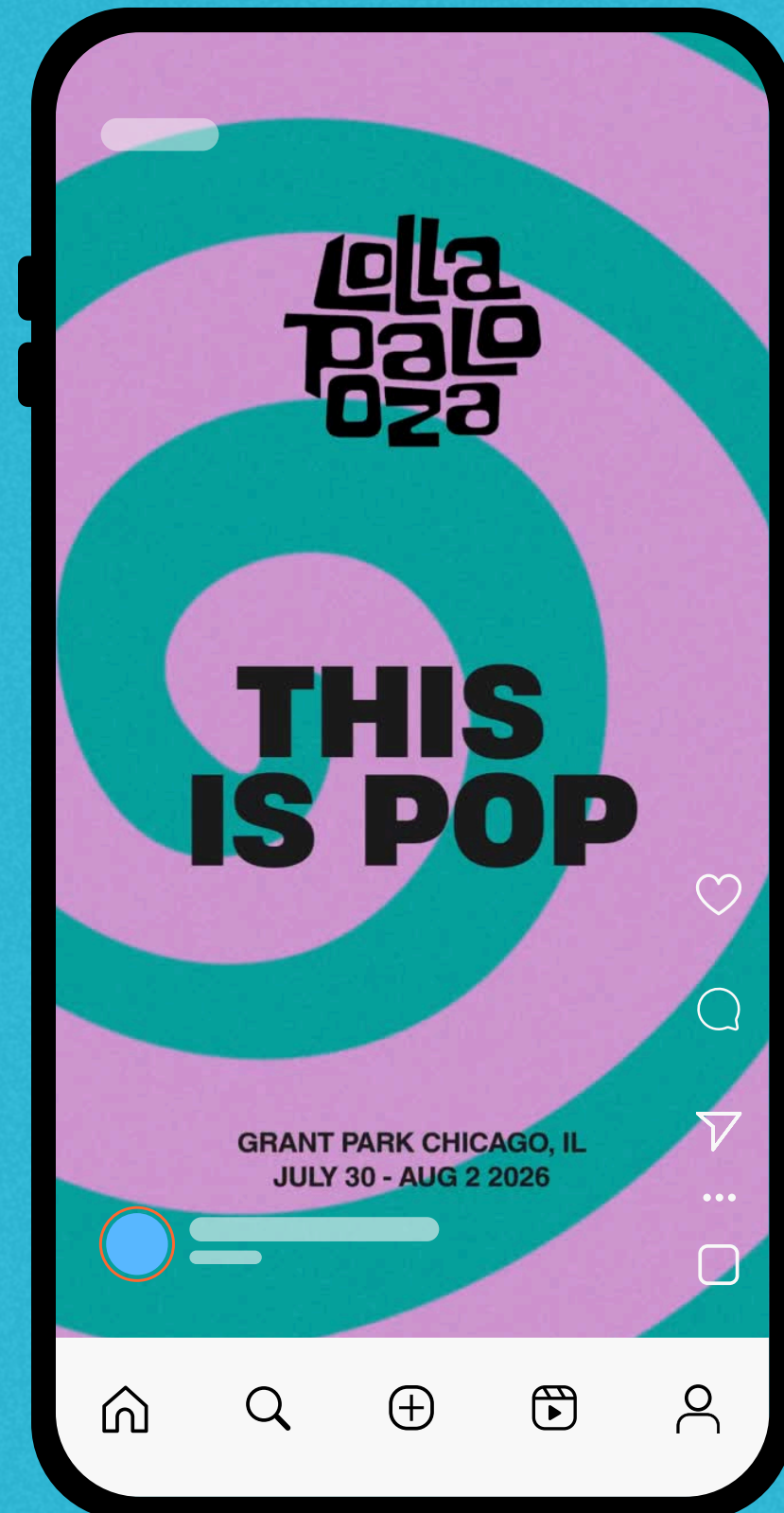
EACH GRAPHIC UTILIZES GENRE-SPECIFIC VISUALS WITH ARTIST IMAGERY, CREATING CONTENT THAT FEELS PERSONAL AND EASY TO SHARE. USED ACROSS ORGANIC POSTS AND TARGETED META ADS, THESE DESIGNS HIGHLIGHT ARTISTS THAT ALIGN WITH USERS' TASTES.

SOCIAL MEDIA



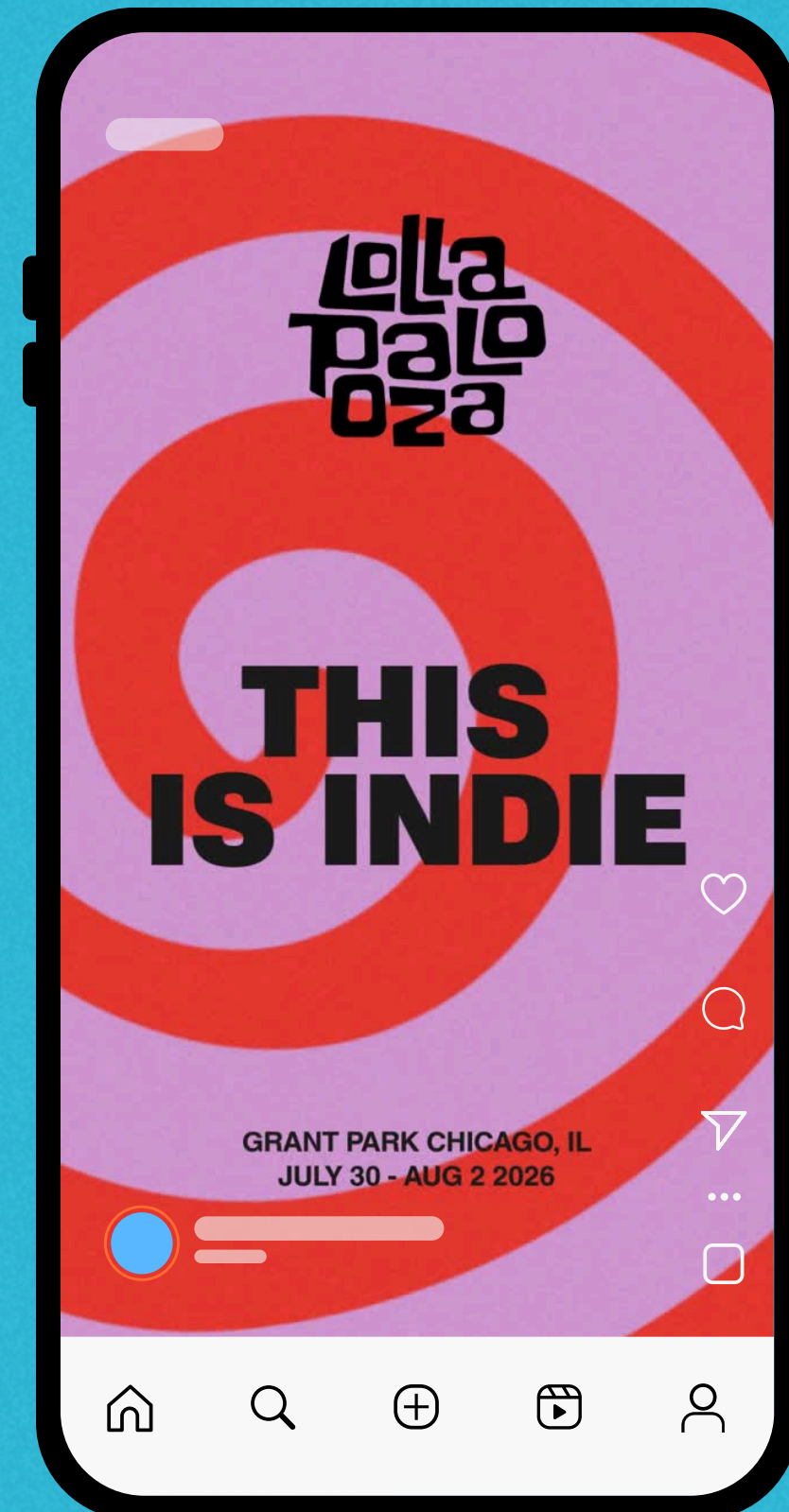
SHORT-FORM VIDEO INTROS, DESIGNED AS A REPEATABLE FORMAT, CREATE A CONSISTENT, GENRE-SPECIFIC LOOK WHILE FRAMING EACH ARTIST WITHIN THEIR “FLAVOR.” THIS APPROACH WILL USE REAL PERFORMANCES AND CROWD MOMENTS TO BETTER SHOWCASE THE LOLLAPALOOZA EXPERIENCE.

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PLAYLISTS

THIS IS EDM



GRANT PARK
CHICAGO, IL
JULY 30 - AUG 2
2026

Lollapalooza

THIS IS POP



GRANT PARK
CHICAGO, IL
JULY 30 - AUG 2
2026

Lollapalooza

THIS IS INDIE



GRANT PARK
CHICAGO, IL
JULY 30 - AUG 2
2026

Lollapalooza

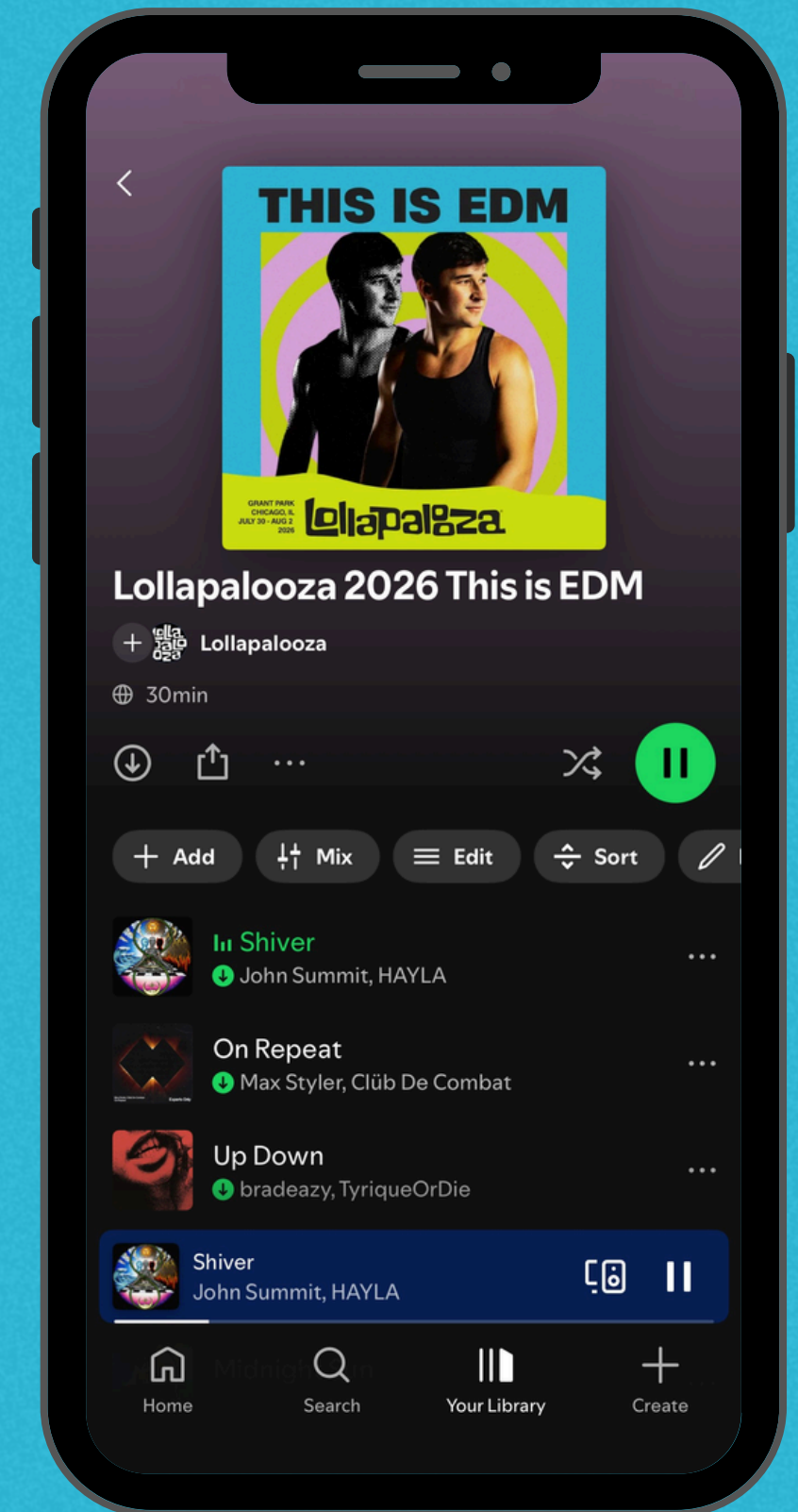
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PLAYLISTS

CURATED GENRE PLAYLISTS EXTEND THE “FIND YOUR FLAVOR” CONCEPT INTO STREAMING, GROUPING ARTISTS BY EDM, POP, INDIE, AND MORE. EACH PLAYLIST REFLECTS ITS OWN VISUAL IDENTITY WHILE HIGHLIGHTING LINEUP ARTISTS AND SIMILAR SOUNDS, HELPING FANS DISCOVER THEIR “FLAVOR” BEFORE THE FESTIVAL. THIS CREATES AN ONGOING CONNECTION BETWEEN AUDIENCES AND THE LOLLAPALOOZA EXPERIENCE BEYOND SOCIAL AND VIDEO CONTENT.



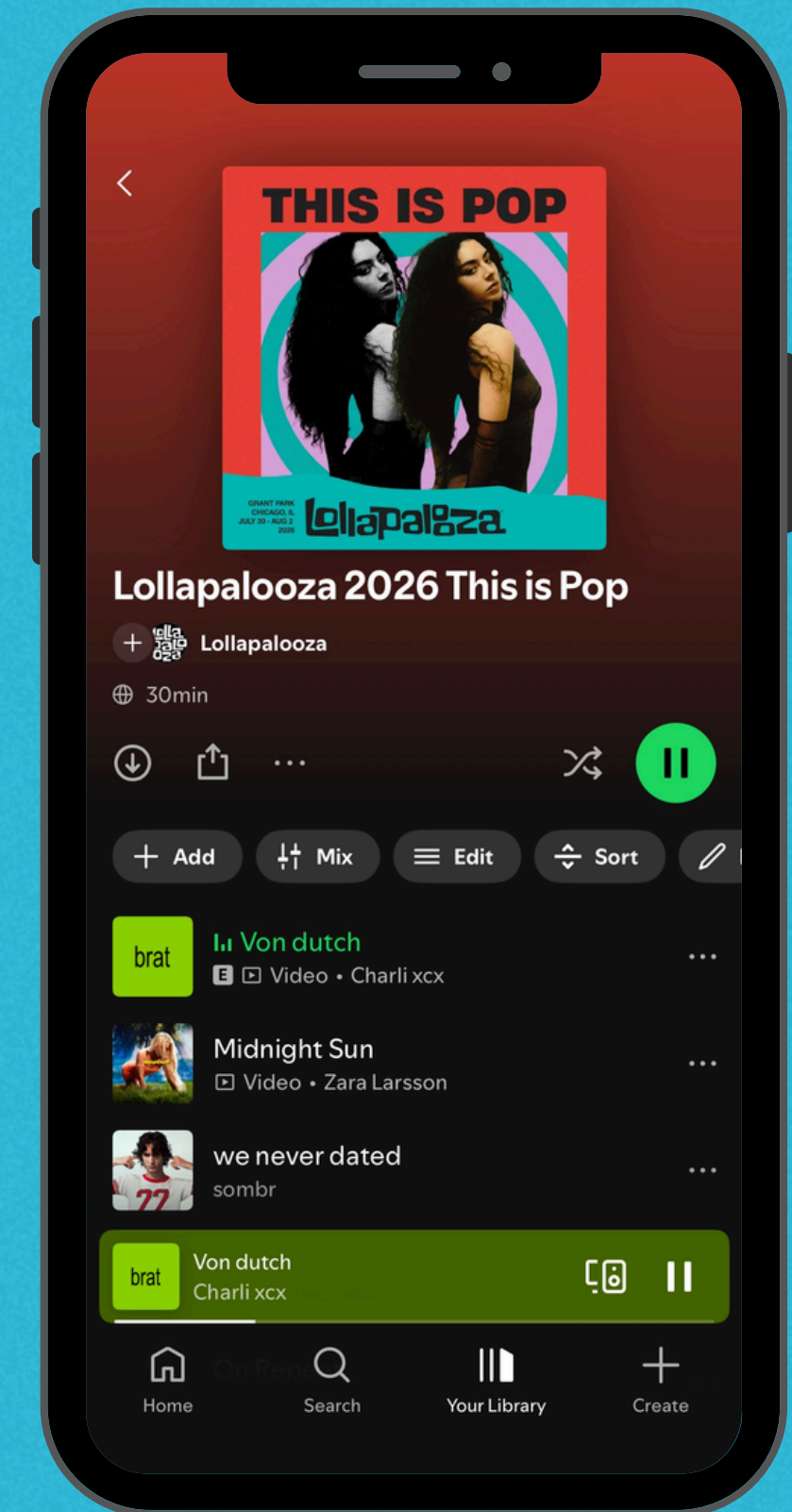
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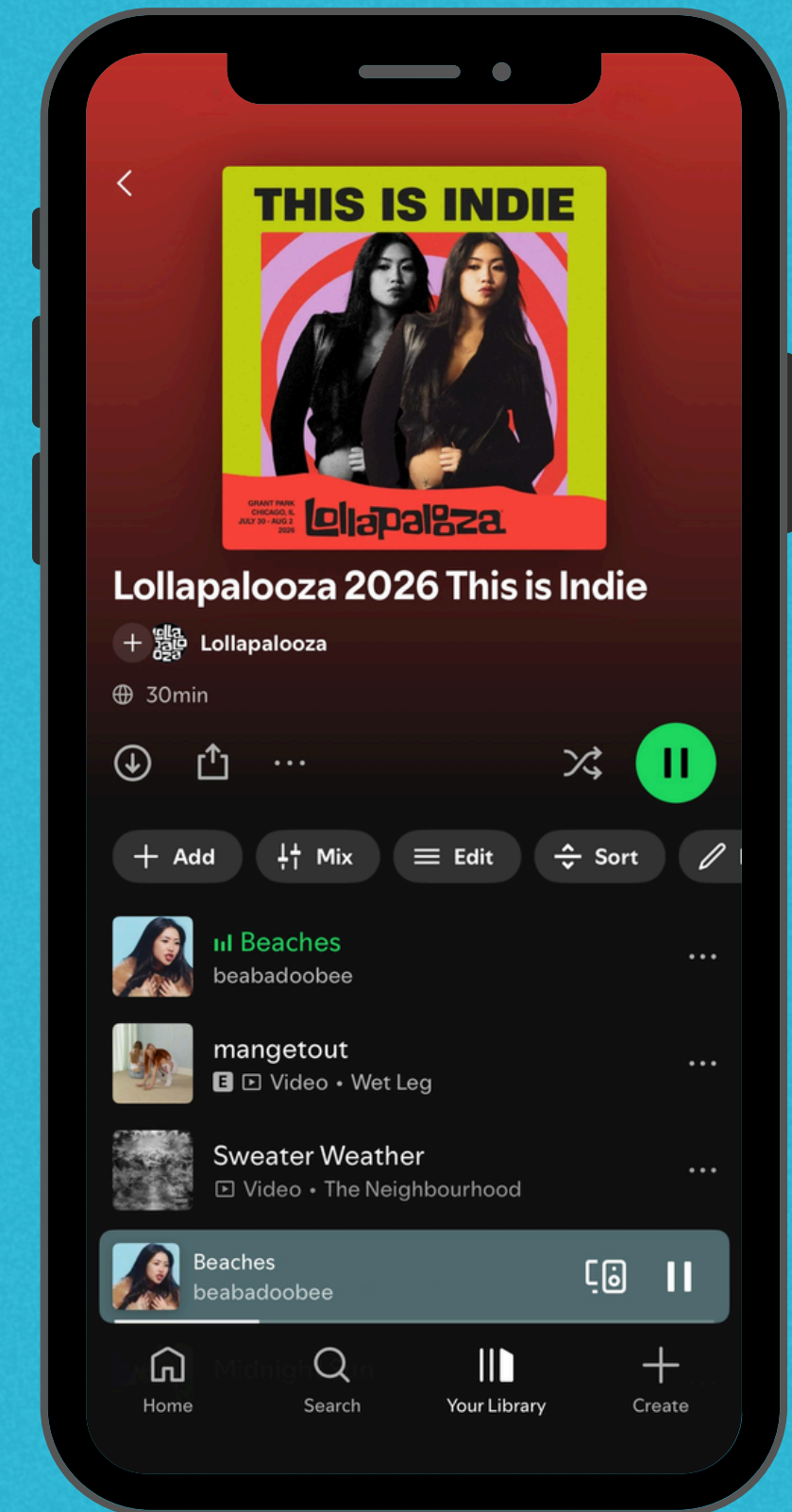
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ARTIST POP UPS



YOUR FAVORITE ARTISTS COMING TO YOU!



2026 COLLEGE POP-UPS

6/26	AUBURN, AL SKYBAR
7/3	BOULDER, CO THE SPOTTED JAMES
7/10	OXFORD, OH THE WOODS
7/11	STATE COLLEGE, PA CHAMPS DOWNTOWN



2026 CITY POP-UPS

7/2	NYC
6/27	MIAMI
7/9	LA
7/3	DALLAS
7/25	CHICAGO

FANS WILL HAVE THE CHANCE TO EXPERIENCE SURPRISE POP-UP APPEARANCES FROM LOLLAPALOOZA ARTISTS ACROSS COLLEGE TOWNS AND MAJOR CITIES. EACH EVENT FEATURES A MYSTERY ARTIST REVEAL DESIGNED TO DRIVE EXCITEMENT, SOCIAL SHARING, AND REAL-TIME BUZZ. AT EVERY POP-UP, ONE ATTENDEE WILL WIN A BACKSTAGE EXPERIENCE FOR THEMSELVES AND A FRIEND, CREATING A MORE PERSONAL CONNECTION BETWEEN FANS AND ARTISTS WHILE BUILDING ANTICIPATION FOR THE FESTIVAL.

PURCHASE PACKAGE

A PERSONALIZED POST-PURCHASE EXPERIENCE THAT EXTENDS THE EXCITEMENT OF LOLLAPALOOZA BEYOND THE TICKET. AFTER CHECKOUT, EACH ATTENDEE SELECTS A “FLAVOR” THAT REFLECTS THEIR VIBE, THEN RECEIVES A CURATED BOX WITH MATCHING CANDY, BRANDED MERCH, AND FESTIVAL DETAILS. EACH PACKAGE ALSO INCLUDES A CHANCE TO UNLOCK EXCLUSIVE BACKSTAGE ACCESS, TURNING A SIMPLE PURCHASE INTO AN INTERACTIVE UNBOXING MOMENT THAT BUILDS ANTICIPATION AND DEEPENS BRAND CONNECTION.



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PURCHASE PACKAGE



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THANK YOU

