

# How we rocked an unforgettable music experience

**CASE STUDY: BUD LIGHT GETAWAY**

*Festival Concessions*

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## THE CHALLENGE

The Bud Light Getaway was in the works. A brand new, one-day musical experience, featuring Sam Hunt, Dashboard Confessional, Lil Jon and Harry Hudson. It was a hot summer day that promised to leave a lasting impression, and Bud Light needed someone to run their food and beer concessions like a pro.

They needed someone who knew the importance of keeping beer ice cold. Someone who was comfortable conducting transactions via RFID wristbands. And someone who not only knew what a KPI was, but how to meet every last one.



They needed the best logistics team  
in the business.

# THE SOLUTION

We curated a comprehensive food and beverage program. Then we managed the whole thing like rockstars.

We brought in food vendors that fit the brand's ID, serving everything from piping hot brick oven pizza to the best street tacos you've ever tried. The RFID bracelets were pre-loaded with two Bud Lights on the house. In anticipation of the demand, we set up multiple bar locations, keeping the lines short and moving.

As for the beer, we packed an endless supply of Bud Light onto refrigerated semi truck after semi truck, 7 days in advance. We iced it 8 hours before doors, stayed on top of it until go time and kept mountains of ice on hand throughout the entire event. So the very last beer of the night was just as cold as the first one served that day.

We coordinated same-day drafts from Bud Light Brew House, getting even more cold beer kegged and driven straight from the brewery to the event. We helped a new product line, Bud Light Peels, sell like crazy—a KPI that was important to meet. And through it all, we worked alongside Bud Light's marketing agency, Mosaic, to incorporate custom brand assets in the most functional way.

VIPs  
SATISFIED

RFID  
TACKLED

KPIs  
EXCEEDED





## THE RESULT

The beer stayed ice cold. The lines stayed short. The food was a hit. Everyone enjoyed the show. We showed RFID technology who's boss, helping cut transaction times by 75%, and we exceeded KPI asks in every category by double digits. In the end, we helped turn a fun event into a resounding experiential success.

COLD BEER,  
GOOD FOOD  
AND AN EVENT  
TO REMEMBER.

Tell us your vision. We'll bring it to life.

843.460.2688 | [hello@iceboxlive.com](mailto:hello@iceboxlive.com)