

Bergens Tidende

Lysfesten -

Brand building for 30 years



Summary

Objectives:

- Promote Bergens Tidende (BT) as an important institution in Vestlandet and Bergen
- Reinforce the position and strengthen the brand
- Highlight that BT is the host for the event and that this is a gift to the city
- Increase loyalty amongst subscribers
- Attract new subscribers

Results: Around 30,000 people attended the event i 2019, equivalent to 10% of the city's population.

bt.no: Page views increased by 12.8% compared with the previous 4 Saturdays. 28,344 people read the article about Lysfesten 2019 (before the event) and the livestream on BT had 44,443 views.

Facebook: The event reached 370,500 people and generated 40,500 responses. 30,800 people stated they were 'interested' and 9,600 were 'present', according the event details. Facebook ads with request to share picture of best Lysfest memory and tradition, and information about the program reached 288,509 people and received 3512 clicks

Snapchat geofilter - for 70 USD we generated:

- Total reach: 108,600
- Earned impressions: 260,400
- Shares: 4900
- Share rate: 78%

Brandtracker: Significant increase in advertising awareness among BT readers in December, just after the event.

Overview

Bergens Tidende is one of the largest newspapers in Norway with approximately 80,000 subscribers. It is the most important paper for Bergen and Western Norway, and one of Europe's leading regional digital media houses. Founded in 1868, the newspaper's reporting from the city, region and country has made it an institution in its hometown Bergen, the second largest city in Norway with over 270,000 inhabitants.

Lysfesten (Festival of Lights) is Bergens Tidende's gift to the city and was arranged for the first time in 1989. Over the course of 30 years, Lysfesten has become an important Christmas tradition, not only for the people of Bergen, but also for many visitors from other countries and Norwegian cities. Traditionally, we illuminate the darkness and create a Christmas atmosphere together with thousands of people from the west of Norway. There is always beautiful music, entertainment and a magical light experience presented at this event. Bergens Tidende contributes to make Bergen a Christmas destination and enables people to use the city's offers in advance and after the event.

BT has always strived to give something back to the subscribers and to show the brand Bergens Tidende in other ways than just using traditional marketing channels. For over 30 years, the Lysfesten event has helped Bergens Tidende build its brand, created loyalty, and differentiated us from other brands and competitors in a unique way. We have also built brand awareness and affinity; crucial for sales and subscriber acquisition.



Bergens  **Tidende**

En del av Schibsted

2019

On **23 November 2019**, the annual Lysfesten was arranged in the very center of Bergen and we celebrated the 30th anniversary of the event. 60 people from Bergens Tidende worked voluntarily handing out torches, glow sticks, gingerbread and BT branded reflectors. Around 30,000 people from the entire region attended as we illuminated the city, and the stream on bt.no had 44,443 views.

Lysfesten is a wonderful tradition that delivers a great experience for both the public and us who work in Bergens Tidende. We are extra proud to work in Bergens Tidende this day, and grateful for the opportunity to get close to our readers and see the city's gratitude for Lysfesten.

At Bergens Tidende we work hard to make the date of the event known, make sure people know BT is the host of the event, and to make people attend. We use several channels to reach different target groups, and also make sure to get the maximum benefit and value from our event before, during and after. Further in this presentation we will show you how we work to achieve this, and how Lysfesten is **the perfect event to build the Bergens Tidende brand**.



Bergens  Tidende

En del av Schibsted

The Christmas tree

Early in september we involve our readers in the search for a Christmas tree that we can use for the event. We simply ask if they have a tree and if it is the right tree, we collect it from their garden the week before the event.

The Christmas tree that stands out on the water from the day of the event has the Bergen Tidende's logo which can be seen from all sides, it is clearly illuminated and can be seen by all passers throughout the pre-Christmas period and over the New Year. It is a good location in the center of Bergen and is seen by many of the city's and the region's inhabitants every day. It is also a popular place to take pictures and selfies.



**Lysfesten
søker juletre**

Den tradisjonsrike Lysfesten arrangeres i år 24. november, og vi er igjen på juletrejakt! Har du et flott tre mellom 16 og 18 meter som kan stå i sentrum for årets Lysfest?

Send bilde av treet ditt til juletre@bt.no, så tar vi kontakt.

Bergens  Tidende

Bergens  Tidende

En del av Schibsted

30th Anniversary ads

On the occasion of the 30th anniversary, we **involved our readers** in the search for pictures and best traditions from the previous 29 events.

Announced in print and on Facebook, we encouraged our **readers to take part in the history and celebration.**

Some of the pictures we received were used for further advertising of the event. For the event itself we made a film with some of the pictures from the readers and presented them on the big screen.

The result: We involved and engaged our readers. With the pictures the readers shared with us, we made a showreel that shows how important the event is for the city and the people, and that this is an important tradition that truly matters.



Bergens  Tidende

En del av Schibsted

Advertising

Public participation is vital for the success of the event and **Advertising** plays a crucial role in ensuring a good attendance.

Starting in the autumn we begin to promote Lysfesten, creating a Facebook event to make people reserve the date. To manage this we repeat the advertising regularly and lead all our advertising to the Facebook event, which we often update with information.

A few weeks before the event, we announce the artists that will perform at the event and who the host will be. This always creates excitement and involvement from the readers.

After the event we make a print ad that thanks the city and all of the involved collaborators.



Bergens  **Tidende**

En del av Schibsted

Facebook event

The event is created in **early september** to mark the date and to build expectation for the next Lysfest.

This year we used the Facebook event to communicate and engage with people, which gave us better results and interaction than the paid ads in same channel.

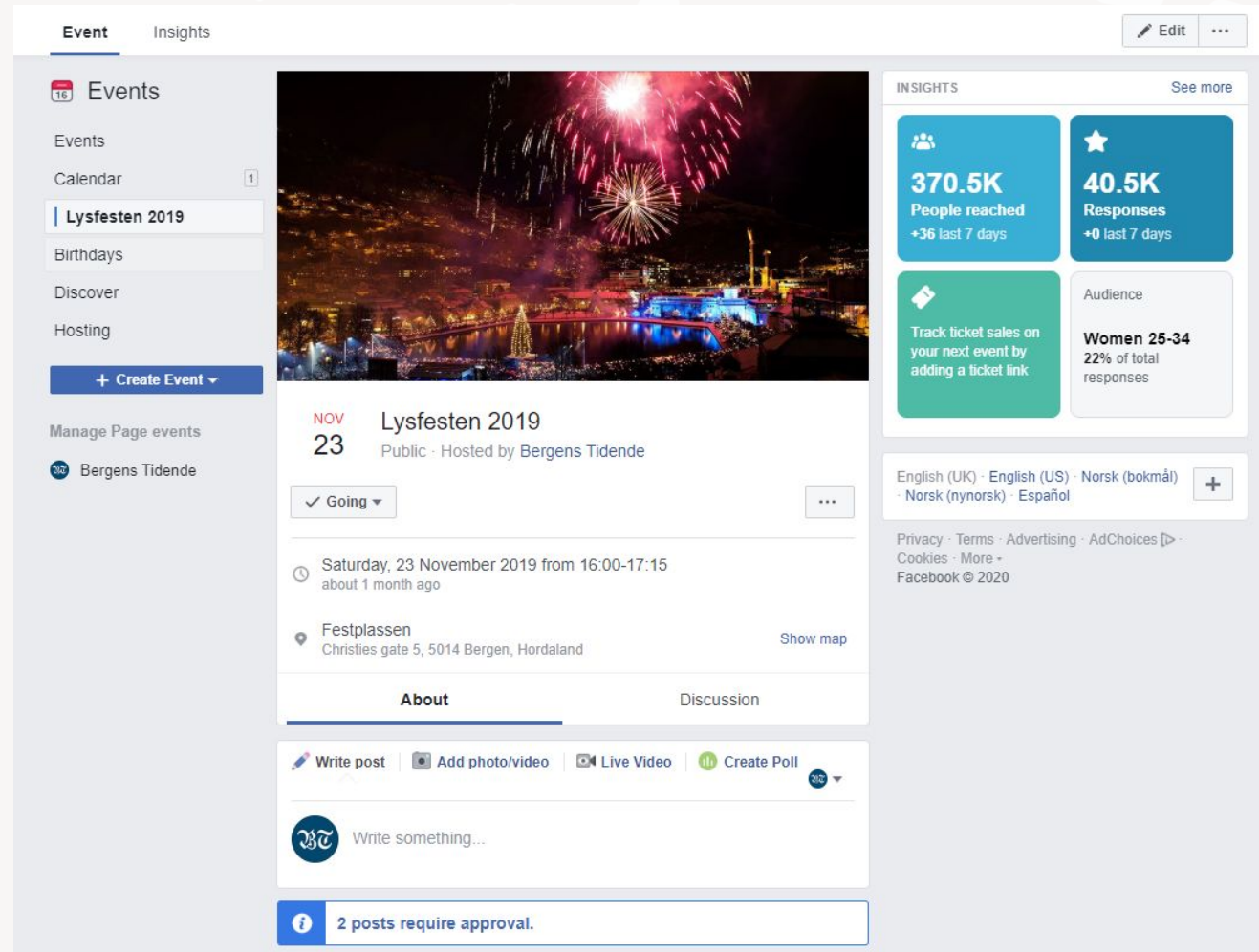
Results:

The event reached 370,500 people and generated 40,500 responses.

According the event, 30,800 were 'interested' and 9,600 were 'present'.

Facebook ads with request to share pictures of the best Lysfest memories and traditions, and information about the program reached 288,509 people and produced 3,512 clicks.

By using the Facebook Event more shrewdly **we have increased the number of people 'interested' from 10.7K in 2016 to 30.8K in 2019.**



The screenshot shows the Facebook event page for 'Lysfesten 2019'. The event is public and hosted by 'Bergens Tidende'. It is scheduled for Saturday, 23 November 2019, from 16:00-17:15. The location is Festplassen, Christies gate 5, 5014 Bergen, Hordaland. The event has reached 370.5K people and generated 40.5K responses. The audience is primarily women aged 25-34, representing 22% of total responses. The page includes a 'Going' button, a 'Write post' button, and a '2 posts require approval' notification.

Event Insights

Events
Calendar
Lysfesten 2019
Birthdays
Discover
Hosting
+ Create Event

Manage Page events
Bergens Tidende

INSIGHTS See more

370.5K
People reached
+36 last 7 days

40.5K
Responses
+0 last 7 days

Track ticket sales on your next event by adding a ticket link

Audience
Women 25-34
22% of total responses

English (UK) · English (US) · Norsk (bokmål) · Norsk (nynorsk) · Español

Privacy · Terms · Advertising · AdChoices · Cookies · More
Facebook © 2020

Lysfesten 2019
Public · Hosted by Bergens Tidende

✓ Going

Saturday, 23 November 2019 from 16:00-17:15
about 1 month ago

Festplassen
Christies gate 5, 5014 Bergen, Hordaland
Show map

About Discussion

Write post Add photo/video Live Video Create Poll

Write something...

2 posts require approval.

Bergens  Tidende

En del av Schibsted

Comments from Facebook event

Lots of people use the Facebook event to express their expectations before and experiences after the event. We can see that this event truly engages.

Most of the comments are positive and thankful:

“Fantastic”

“Thanks for a great show”

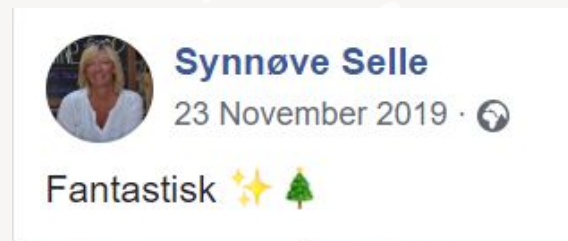
“Another successful Lysfest in Bergen”

“Thanks for a great Lysfest and

congratulations on the 30th anniversary”

“This was truly fantastic”

“Magic memories, great start of the christmas season”



Bergens  Tidende

En del av Schibsted

Personal invite to Lysfesten

Regarding the 30th anniversary BT's Chief Editor, wrote a **handwritten invitation** that was printed in the newspaper. He personally invited the people in the city and county to participate, and told them how much BT looks forward to celebrate together with them.

We also sent **an email to our subscribers** with the same personal text and encouraged them to read more on the Facebook event.

- 51,553 emails sent
- 43% opened and read the email

These activities build awareness of the brand, the Chief Editor, and the event itself.



The event

The event itself is a fantastic spectacle. We start with a showreel of Bergens Tidende's most important and engaging issues through the year to reinforce the fact that BT is behind Lysfesten, and to show our best content. This also shows how important BT are for the region.

The event is opened by our Chief Editor and young local artists perform for a huge audience. There is a goosebumps-inducing performance from a children's choir and everyone is singing Christmas songs. There is also a huge countdown before the to lightening of the Christmas trees. The event's climax is a huge, ten minute long fireworks display. All of which truly engage the thousands of people attending.



Snapchat geofilter

We activated a Snapchat geofilter before and during the event, underlining Bergens Tidende's role as the host. We made sure to remind everyone that we had the filter through profiling on screens before starting the event. The host of the show also encouraged the audience to use the filter during the show.

For only 70 USD we got the following results:

- Total reach: 108,600
- Earned impressions: 260,400
- Average camera time: 18.4 seconds
- Shares: 4900
- Share rate: 78%



Bergens  **Tidende**

En del av Schibsted

How we marked the 30th anniversary

Since this Lysfest was special with its **30 years celebration** we had some surprises:

Countdown from 30 to light the Christmas trees and all the other lights around (usually 10). There were also fireworks at 20 and 10.

We had a trumpet player, lifted in a crane above the audience, who played while pre-recorded greetings and tributes to the participants were played. The voice from BT was saying thanks to the audience for taking part in all the Lysfest over the years no matter the weather, and that Lysfesten would not be the same without them.

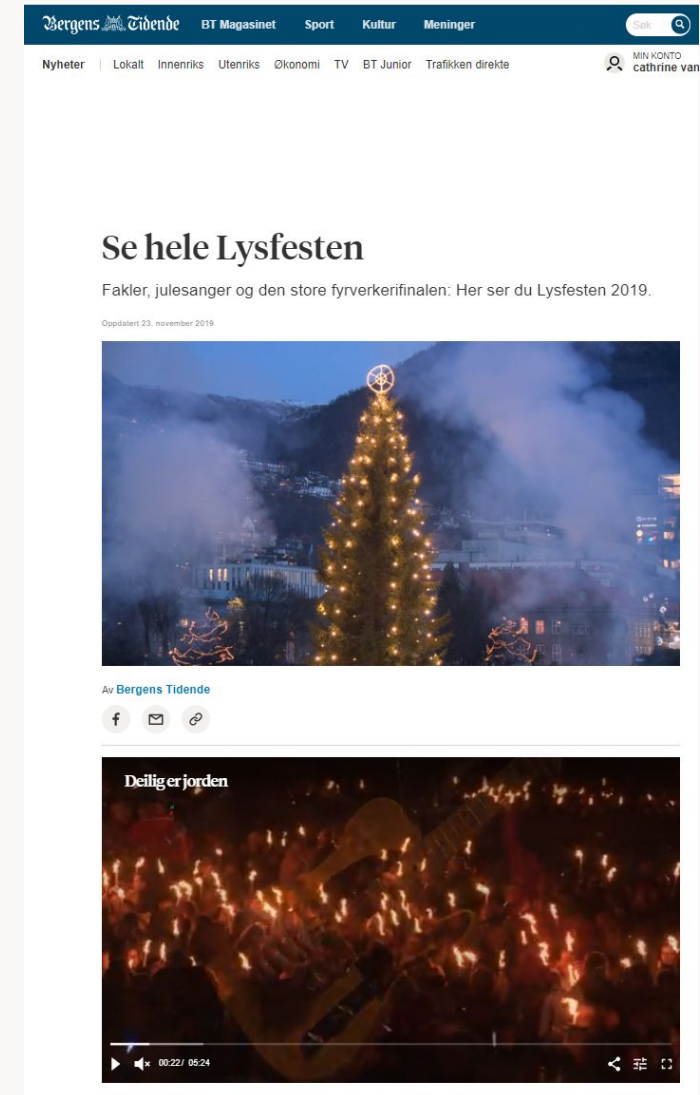
And of course some **extra fireworks to conclude the event**.



Bt.no

The event is **live streamed** on bt.no and in 2019 we had 44,443 views, so there is no doubt that we reach many people in the region with this event. There is also a live feed (article) on the website that publishes pictures and updates on what's happening. In this live feed we receive lots of positive feedback and comments, demonstrating the importance of this event for the city and the region.

The **page views went up 12%** this saturday, compared to the previous 4 saturdays.

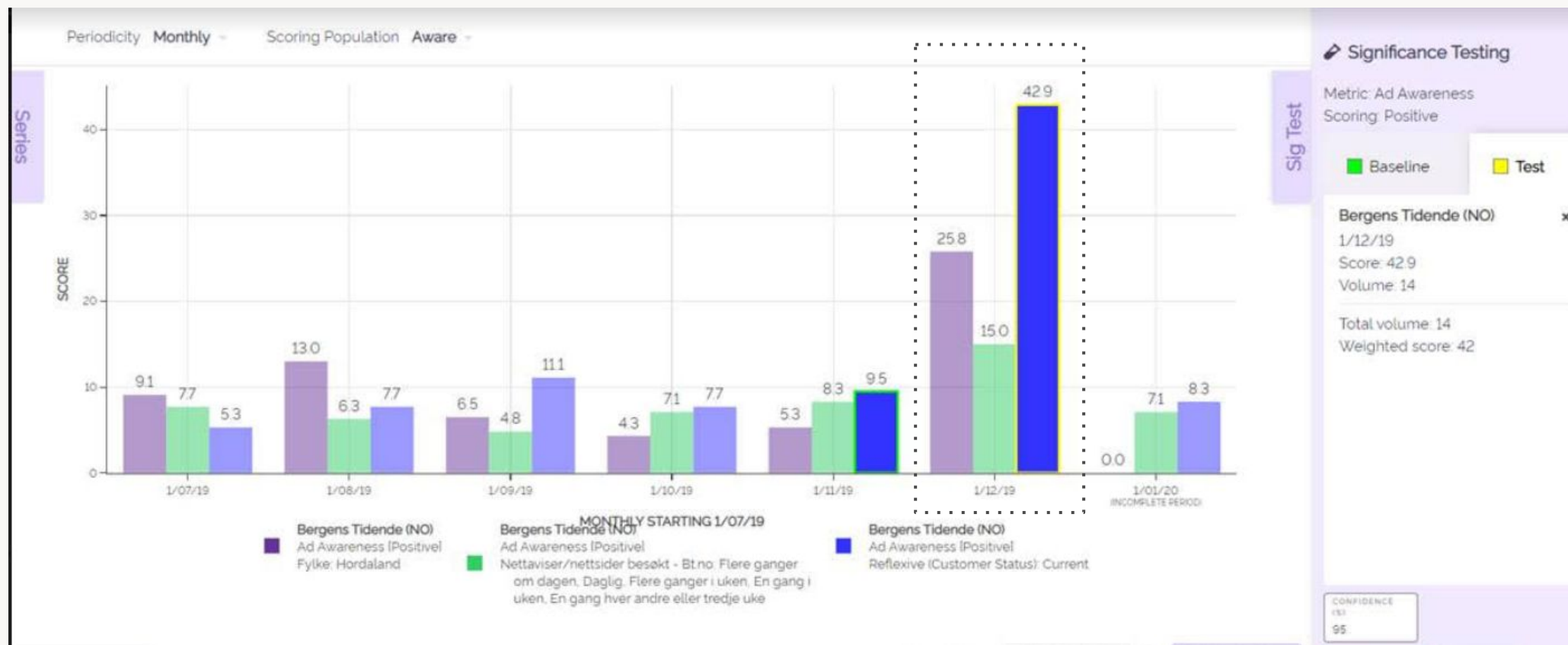


Bergens  Tidende

En del av Schibsted

Yougov brand tracker:

Advertising awareness among BT readers from the region



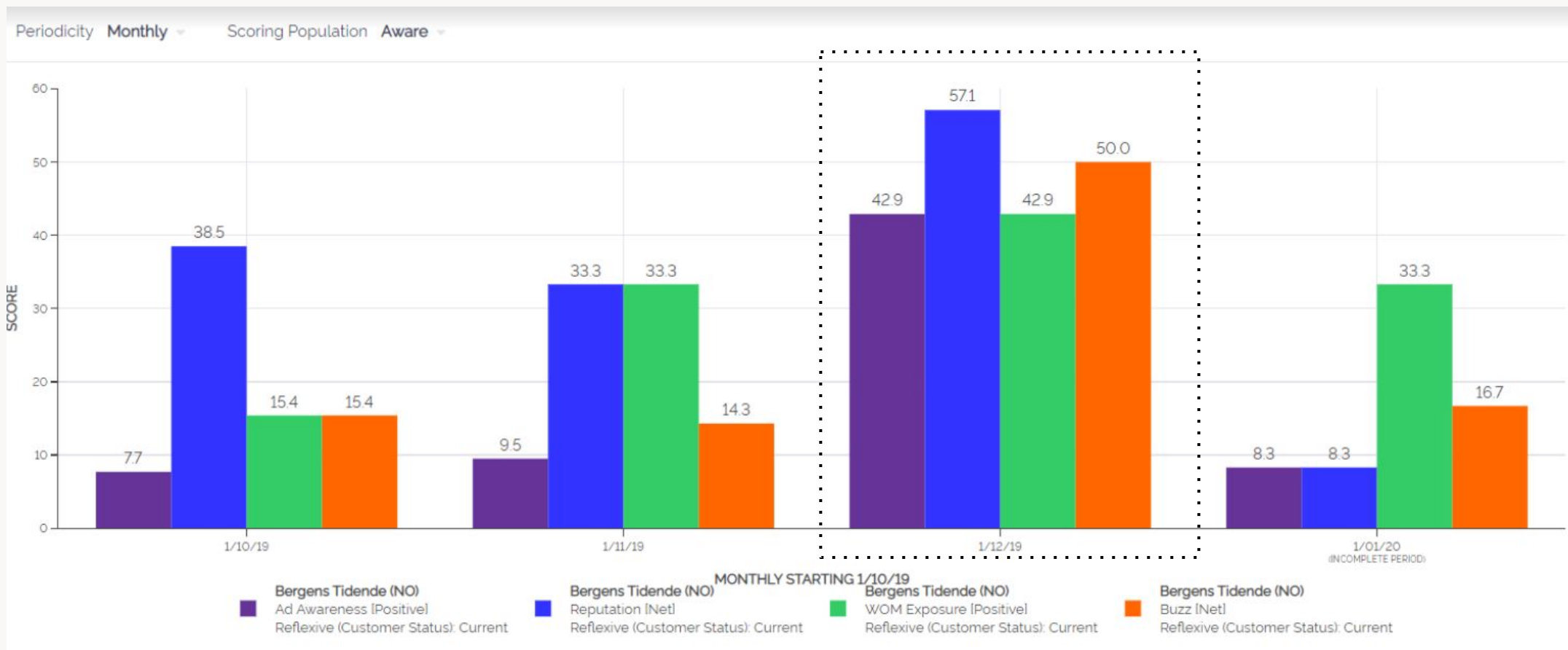
The brand tracker shows a significant increase in advertising awareness among BT readers in December, just after the event.

Bergens  Tidende

En del av Schibsted

Yougov brand tracker:

Improved brand parameters among BT readers from the region



The brand tracker also shows that many brand parameters increase during this period, like WOM, reputation and Buzz.

Bergens Tidende

En del av Schibsted