TAKE THE MEASURE / MARKETING STRATEGY & RESOURCE ALLOCATION

€500 IN ADS. 40,000 VISITORS.

Montenegro Beer Fest 2022

Record-setting festival attendance

How can you generate significantly more exposure without increasing your marketing budget?

MILICA ŠARANOVIĆ PAJOVIĆ

Montenegro / 29–31 July 2022



One festival. Two markets. Record attendance.

Reported outcomes for the 2022 edition, alongside verified public evidence.

€500

Paid social spend

Total investment across paid social.

2M

Paid social impressions

Reported from recovered Ads Manager.

2

Media markets

Montenegro and Serbia.

40K

Festival attendance

125+

Published media pieces

Campaign-reported total across media.

11 TV / 15 radio

Broadcast stations

Regional, national and local coverage.

250+

Sponsors secured

2h+

Free TV coverage

92.3K+

Views / 4 Vijesti articles

8

Paid campaigns

The festival had a public-interest story

The commercial offer was only one part of the festival. Free admission, regional music and a programme for families made it a cultural event with genuine community and tourism value.

UNDERSTANDING THE MEDIA RULES

Montenegro's broadcasting rules excluded certain free presentations of cultural work and acknowledgements of cultural-event organisers and sponsors from advertising-time limits. I knew this information and how to build a credible editorial proposition that will secure prime time with 0 additional cost.

SECURING THE RIGHT ACCESS

Existing relationships and a clear cultural angle helped secure exclusive media partnerships, interviews and free coverage in lifestyle and information formats. The way I framed festival's public benefit gave editors a story worth covering.



Separate children's programme

23–28 July / public park, Cetinje

Regulatory reference: Article 39(1)(c–d), commercial AV communications rules (2011).

Editorial coverage remains subject to broadcaster judgment and applicable rules.

Over two hours of TV coverage, at no charge

11 TV stations **2h+** **15** radio stations **2** markets MNE&SRB







A six-week campaign, built around distribution

The challenge: relaunch a regional festival after a two-year break. With €500 in paid social, the campaign needed to give the media, performers, sponsors and audiences compelling reasons to distribute its message.









01 / ANNOUNCE

23 June – early July

Make the value proposition clear: free entry, recognisable artists and a reason to attend.

02 / AMPLIFY

6–16 July

Secure free media partnerships and interviews. Activate artists and celebrity networks.

03 / MOBILISE

17–28 July

Use artist collaborations, a VIP giveaway, schedules and family programming to activate audiences.

04 / SUSTAIN

29 July – 1 August

Use real-time audience response as social proof, reinforcing the invitation for the following night.

40 DAYS OF DOCUMENTED COMMUNICATION: BUILD AWARENESS, GENERATE INTEREST AND MAKE ATTENDANCE EASY

One proposition, multiple audiences

Different artists gave audiences different reasons to attend. A shared campaign identity kept the essential information consistent, while making each announcement relevant to the artist's audience.



WHO SEE

201 likes



VAN GOGH

229 likes



TAP 011

336 likes



SENIDAH

286 likes



TONY CETINSKI

421 likes

13,606
LIKES

3842
INQUIRES

65
PIECES OF CONTENT

1
UNIFIED CAMPAIGN IDENTITY

Original 2022 artwork by Milica Šaranović Pajović. Screenshots: official festival Instagram archive.

Sponsor visibility beyond the festival grounds

250+ sponsors secured, with positive partner feedback reported by the campaign lead. Media access delivered exposure beyond the event.



Artist co-marketing
TAP 011 / collaborative schedule



Influencer activation
Jodžir / VIP giveaway

A VIP experience was the prize, even though admission was already free.
Celebrity networks and relevant trends amplified the invitation.

92,300+

Cumulative views across four Vijesti articles

27 JUL	Sponsor preview	32,673
30 JUL	Festival opening	10,101
31 JUL	TAP 011 interview	11,968
03 AUG	Sponsor recap	37,567

70,240 views came from two sponsor-focused articles alone.
Public article counters provide evidence of sponsor exposure.

What the €500 paid-social budget represents

Campaign reporting lists over two million impressions; the festival drew 40,000 visitors.

€0.25

CPM (per 1,000 impressions)

80

Festival visitors per €1 in paid social

€0.0125 of paid-social investment per festival visitor.
A scale comparison, not an attributable acquisition cost.

Two-person marketing team. 40 days of documented activity.

The campaign leveraged editorial coverage, partner audiences, celebrity networks and the existing programme to extend its paid investment.

The festival drew approximately 40,000 visitors



REAL-TIME EVENT COVERAGE



AUDIENCE & STAGE MOMENTS

MY ROLE IN THE CAMPAIGN

Marketing and PR were delivered with Milica Šćepanović through our creative duo, Milica & Milica. I directed the visual system, creative production and paid social independently, and brought regulatory knowledge, media relationships and strategic positioning to the campaign.



