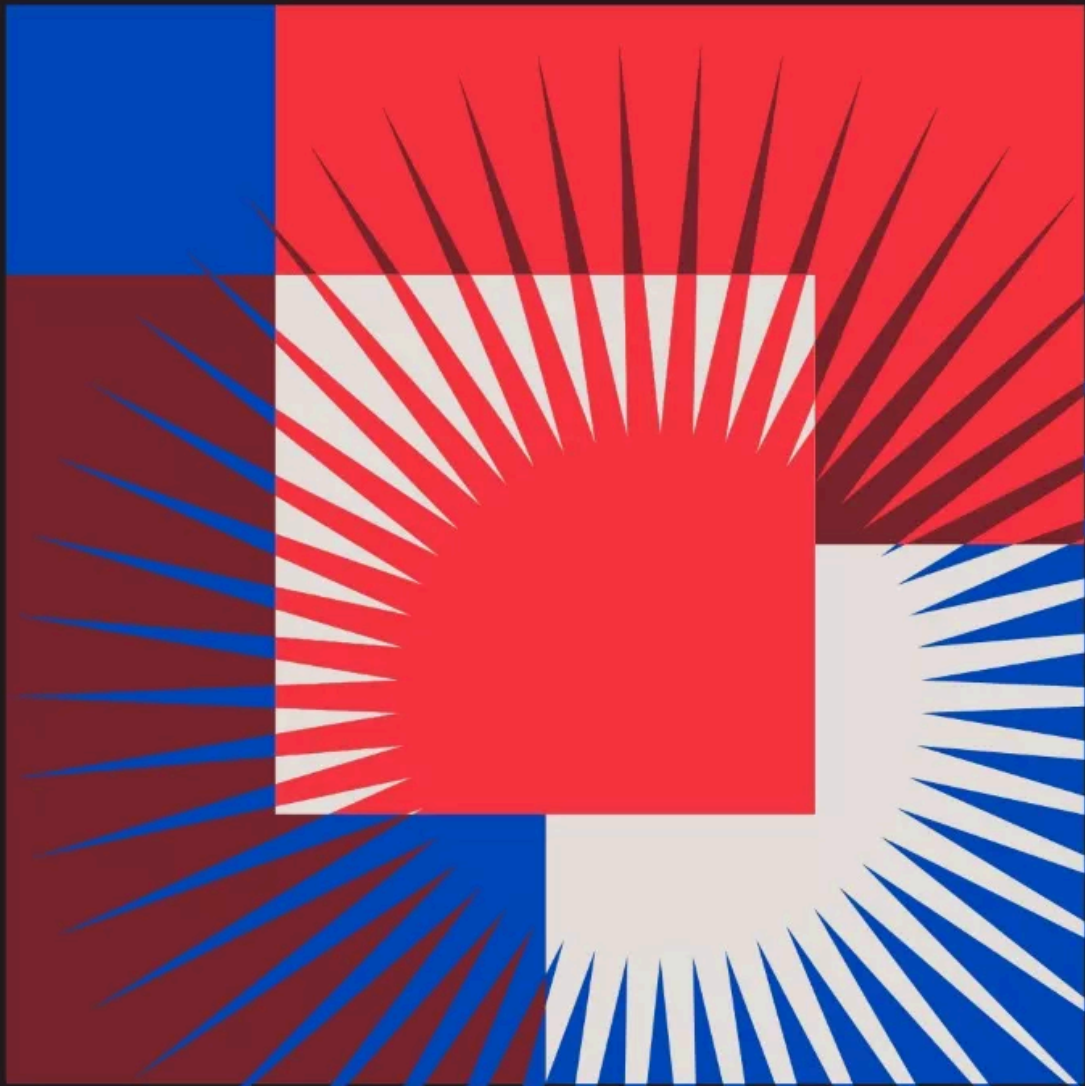


WUOLIVE



Unforgettable  
Live Experiences

# Introduction

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Fusebox is one of Austin's most original cultural experiences, yet it remains surprisingly under the radar. It represents everything people love about the city: creativity, experimentation, and authenticity, but it faces a clear challenge. Many Austinites, especially younger or newly arrived residents, do not know what Fusebox is or why it matters. Its loyal cult following exists, but its visibility and digital presence have not kept pace with Austin's rapid growth or the dominance of large, mainstream festivals.

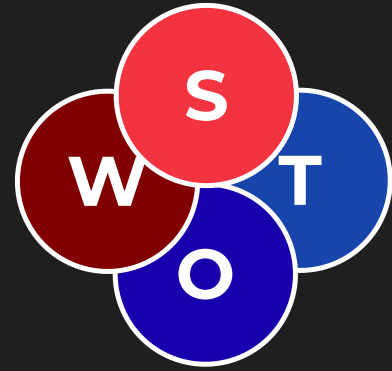
This challenge creates a major opportunity. Austin is full of people who actively seek out local culture and creative community spaces, whether they are visiting small galleries, going to pop-up performances, or attending events like Blues on the Green. These are audiences who would naturally connect with Fusebox, and we see an opportunity to meet them where they already are.

Our campaign focuses on reintroducing Fusebox to the city by expanding visibility and creating more touchpoints throughout Austin. You will see this through ideas such as hijacking Blues on the Green with Fusebox-branded creative activations, exploring partnerships with companies like Waymo to integrate Fusebox into everyday Austin moments, bringing in micro and international art influencers, amplifying Fusebox's own artists, creating citywide murals, and increasing our presence on college campuses.

By addressing Fusebox's current challenges and elevating what makes it special, our goal is to help more Austinites discover that Fusebox is not just a festival. It is a creative movement that reflects the heart of the city and invites people to be part of something unexpected and inspiring.

# The S.W.O.T

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## Strengths:

- Cult following easily breeds earned media and creates advocates for our brand.
- Has an authentic Austin identity which attracts locals and tourist.
- Established in 2005 Fuesbox has proved its longevity.

## Weaknesses:

- Low awarness / visibility: only those in the scene know about it.
- Inconsistent digital presences: socials don't have a consistant message or theme.
- Budget Restraints: Being a non-profit makes putting on an elaborate festival difficult.

## Opportunities:

- Access to young audience through colleges in the Austin area.
- Bases in the live music capital of the world.
- Niche experimental art attracts people of differnet diciplines.
- Technology based experiences through live streams, digital art, immersive art, immersive partnerships
- Site based art all around Austin.

## Threats:

- Many mainstream festivals to compete with in Austin.
- Public has a short attention span.
- Gentrification in Austin makes keeping venues hard as business are being displaced.
- Austin is growing meaning prices within the city are also rising .
- Bi-annual format: Risk of people forgetting about the festival or something new coming in and taking up space in the market.



# Leo

# Navarro



## Curious Connector

Leo was born and raised in San Antonio, Texas but recently moved to Austin for the vibes and job opportunities. He craves unique experiences that spark creativity and values authenticity. Although he is educated he sees art as an escape from societal norms and wants to experience art in non academic settings. As a transplant he wants to find fun social events in the city in hopes of building connections.

## Demographics

**Age:** 20-30

**Education:** Likely pursuing a 4 year degree or a recent grad

**Location:** Based in Austin or a major city in Texas. May have recently moved to Texas

**Income:** 50-80K a year

## Psychographics

**Attitude:** Easy going with an energetic vibe

**Behaviors:** Event seeker / Experience craver

**Values:** Community, Sustainability, Accessibility

**Life Style:** Enjoys art as a hobby. Is present on social media and likes to engage with local events in the area.



# Creative Strategy

Fusebox's creative strategy centers on one clear idea:  
**sparking curiosity.**

Fusebox's creative strategy centers on bringing back Austin's spark by fully embracing the city's weird, underground, experimental identity. The goal is to create work that feels electric and alive, the kind of art that makes people stop, stare, and feel something. Fusebox leans into the spirit of Austin that existed before the city became commercialized. The brand celebrates the makers, performers, and communities that development has pushed aside, and gives them a platform that feels impactful, human, and boldly unconventional. The tone is daring but welcoming, strange but accessible, always pushing boundaries while staying rooted in the Austin that people love.

✦ This strategy aims to connect local culture with global artistic conversations in a way that feels natural, curious, and honest. Fusebox becomes the place where new ideas unfold and where people feel encouraged to explore something they have never seen before. Every touchpoint should spark curiosity and feel intentionally crafted, from live experiences to digital storytelling. The creative direction invites people into a world that feels surprising and deeply alive, making Fusebox impossible to ignore and easy to remember.

# Owned Media

## Current Assessment

Fusebox has a strong foundation across its digital platforms, but there is room to make its online presence more reflective of the creativity and energy that define the festival experience. The organization's social channels have built community awareness, yet they are not fully showcasing the depth of Fusebox's programming or the artists who bring it to life.

- **TikTok:** Fusebox currently does not have an active TikTok account, presenting a valuable opportunity to reach new, younger audiences through short-form, creative storytelling.
- **Instagram:** While the feed maintains visual cohesion, it leans heavily on graphics and event photos. Introducing more artist- and performance-centered visuals would better highlight the creativity, energy, and diversity of the festival's programming.
- **YouTube:** The channel is used periodically but could be more consistent. Regular uploads of performances, artist interviews, or behind-the-scenes moments would help position YouTube as a space for ongoing engagement and discovery.



## TikTok

**Establish a creative presence that builds awareness and engagement among younger, culturally curious audiences.**

- Launch a visually driven TikTok account that serves as an **online exhibit** for Fusebox, spotlighting featured artists, behind-the-scenes moments, and creative experimentation.
  - Publish 2–3 short-form videos per week that highlight artist processes, installations, and festival moments.
  - Develop recurring series such as Inside the Studio, Festival Moments, and an Artist Spotlight.
  - Collaborate with featured artists to co-create content and amplify reach.

# Owned Media

## Instagram

**Strengthen Instagram's effectiveness as both a promotional and storytelling tool by pairing event graphics with visually engaging content that celebrates Fusebox's artists, performances, and community.**

- By balancing event promotion with more authentic visual storytelling, Instagram can become a space that not only drives attendance but also captures the creativity and emotion that define Fusebox.
  - Post 3–4 times per week, mixing event graphics, performance highlights, and behind-the-scenes photography.
  - Use Reels and carousels to showcase artist stories, creative preparation, and festival moments in a more immersive format.
  - Introduce artist and curator takeovers during the festival to provide insider perspectives.
  - Maintain a cohesive visual identity that blends informative graphics with authentic visual storytelling reflective of Fusebox's innovative tone.

## FuseBox Radio

**Establish Fusebox Radio as an ongoing livestream series that extends the festival experience, featuring artist performances, post-show discussions, and interviews to engage audiences.**

- Use Fusebox's existing social media channels, plus TikTok, to highlight performances and conversations that showcase the festival's creativity and connect with both current and new audiences. Publish 2–3 short-form videos per week that highlight artist processes, installations, and festival moments.
  - Host monthly livestreams featuring performances, post-show discussions, and artist interviews.
  - Stream content on YouTube, TikTok Live, and Instagram Live.
  - Include interactive elements such as audience Q&As or live polls to strengthen participation.

# Earned Media



## Kite Hijack – “Look Up. Art is in the air.”

Strengthen Fusebox’s visibility through earned media (and through the sky) at the ABC Zilker Park Kite Festival.

- Fusebox will take to the sky as 50,000 attendees gather at the longest running kite festival in April. The sky fills with colorful kites flowing with the wind, yet one kite will soar higher and brighter, with a massive tail spelling out *FUSEBOX*. If this is not enough, artists spontaneously playing their instruments and singing around the park will make you “Look Up.”



## FuseBox + HAAM:

Grow Fusebox’s connection with the local artist community by partnering with the Health Alliance for Austin Musicians (HAAM), an organization that provides Austin-area musicians access to affordable health, wellness, and prevention services.

- **HAAM Day Music Fest After:** Host a ticketed afterparty for HAAM’s signature music festival featuring live music events throughout the city where all profits will go to the organization. The FuseBox After will feature food vendor, blind auction of different artworks and memorabilia, and most importantly, a headlining band.
- **Music is Medicine:** Weekend headliners will perform at different hospitals throughout the year to raise money for HAAM.
- **Round Up for HAAM:** Vendors at Fusebox Live can ask attendees to round up their purchases in support of HAAM.
- **Free HAAM Thursdays:** HAAM members and recipients can vibe at Fusebox for free every Thursdays.



# Earned Media

## SXSW

Host an art and music experience in coordination with one of our corporate partners.

- Host a one week art experience with one of our corporate partners that features panel discussions, immersive art experiences, and product launches.



## Blues on the Green

Create an immersive art and music experience inspired by blues

- Place large cargo ship containers throughout the festival that people can walk into. Each box will feature a different world of rhythm and art, and will encourage attendees to post on their social media.



When  
Where  
What



# Partnerships

## Deep Eddy Vodka

**Background:** Deep Eddy Vodka is an Austin original! Founded in 2010 it is “meant to be enjoyed however, wherever, and with whatever you like.” Deep Eddy has positioned itself as a premium vodka without being overtly serious. Instead Deep Eddy plays into its fun laid back Austin roots.

**Target Audience:** Deep Eddy’s main audience consist of millenials that value authenticity and lead an easy going life style. They are likely to enjoy outdoor events, music fesitvals, and culturally engaging activities.

## Fuesbox meets Deep Eddy

Born in Austin, Texas, both Deep Eddy and Fusebox carry the spirit of old-school Austin. They embody the “Keep Austin Weird” vibe with their laid-back approaches to art, community, and good drinks. Both brands want to reach people who value quality—not just those with big budgets.

Together, Deep Eddy and Fusebox can build a symbiotic partnership that celebrates what it truly means to be an Austinite. To bring this to life, Deep Eddy will be sold at the Fusebox festival hub and at select venues hosting Fusebox artists.

Additionally, once a month for ten months, one of Deep Eddy’s ten flavors will receive a limited-edition label designed by a Fusebox artist. These bottles will be available at the Deep Eddy Tasting Room and Austin-only liquor stores, each featuring Austin landmarks that capture the city’s unmistakable vibe.



# Partnerships

## BEATBOX

**Background:** BeatBox was founded in 2012 by a group of UT alumni who created the punch as a result of Austin's outdoor scene. BeatBox is in the business of selling fun. Their tagline "Let's Party" and colorful packaging accentuate the brands lively and easy going nature. BeatBox offers a fun, portable, eco-friendly, and health conscious party drink for today's party people.

**Target Audience:** BeatBox's target audience ranges from 21 to 30 with a majority of consumers being college students or recent grads. They are people that crave social experiences, enjoy night life, and value sustainability as well as affordability. They enjoy the brands loud aesthetic and ready to drink nature.



## Fusebox meets BeatBox

To attract a younger audience and maintain Austin's unique spirit, Fusebox should consider partnering with BeatBox, as both brands are committed to creating memorable experiences. A collaboration could begin with limited-edition BeatBox packaging featuring Fusebox during festival week. Additionally, the Fusebox physical space could host a monthly BeatBox-sponsored party to keep the good vibes going. The event would feature a DJ and visual performances by a Fusebox artist, creating an immersive and ongoing celebration of both brands.



# Partnerships



WAYMO

**Background:** Waymo, founded in 2009 as Google's self-driving car project, has evolved over the last 15 years into a company that now offers completely autonomous rides in electric vehicles across select cities. Waymo's mission is to "be the world's most trusted driver," and they aim to meet this goal by prioritizing safety, efficiency, and sustainability.

**Target Audience:** Waymo's target audience mainly consists of tech-savvy early adopters and urban dwellers accustomed to using ride-share services. Waymo riders tend to be ages 25–34, living in urban areas with higher-paying jobs. These are people who need a reliable way to get around. Waymo's appeal lies in safety and innovation.

Fusebox and Waymo, pioneers in their respective fields, are coming together to blend art and technology. International artists traveling to Austin will receive ride credits that give them reliable transportation around the city. This creates a unique experience worth sharing. Additionally, while Waymo cars are known for their sleek white exterior, Fusebox will introduce color and approachability by having artists design wraps for the vehicles. These designs will generate hype around the festival and allow people to get a glimpse of Fusebox art for free—essentially a "try before you buy" experience. From this partnership, Waymo will reach an international audience that can offer feedback if the company chooses to expand outside the U.S. The vibrant car wraps will also make the vehicles feel more approachable and help strengthen Waymo's public perception.



Fuesbox meets Waymo

# Influencer Strategy

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## Goal

- Expand Fusebox's visibility and credibility through a layered influencer strategy that connects local, national, and international creative communities. By collaborating with four tiers of influencer partners, Fusebox will strengthen awareness, authenticity, and engagement among audiences who value art, culture, and creativity.

## Student Ambassadors

- The student ambassador program will help Fusebox build awareness and engagement among Austin's creative community, starting with students at UT Austin and other local universities. Ambassadors will act as on-campus representatives who share Fusebox events and connect their peers to the festival.

## Micro Influencers

- Local Austin-based artists and creators who represent the city's creative energy and serve as relatable voices for our target audience. These partners will highlight Fusebox through authentic storytelling, behind-the-scenes content, and collaborations that tie art directly to Austin's culture.

## International Influencers

- Globally recognized curators and artists who can position Fusebox as a destination for international creatives. These partnerships will help attract global attention and connect Fusebox to wider artistic conversations beyond Austin.

## Fusebox Artists

- Fusebox's own artists will serve as the festival's most authentic ambassadors by sharing behind-the-scenes content, creative insights, and their personal connections to Fusebox and the Austin art scene. Featuring their voices across social media will deepen audience connection and humanize the festival's brand identity.

# Student Ambassadors

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## Recruitment Plan:

- Fusebox representatives will visit UT Austin art and design classes to introduce the program, put up flyers across campus, and host short performances by local artists outside the art school to draw attention. A branded poster with the Fusebox logo and a QR code will be displayed at each event, allowing students to easily scan and apply to become ambassadors.

## Role of Ambassadors:

- Create Instagram reels and stories during Fusebox events
- Share behind-the-scenes moments
- Encourage classmates to attend

## Goal:

- To build long-term relationships with young creatives who embody Fusebox's adventurous, community-driven spirit and help grow awareness through authentic, peer-to-peer storytelling.

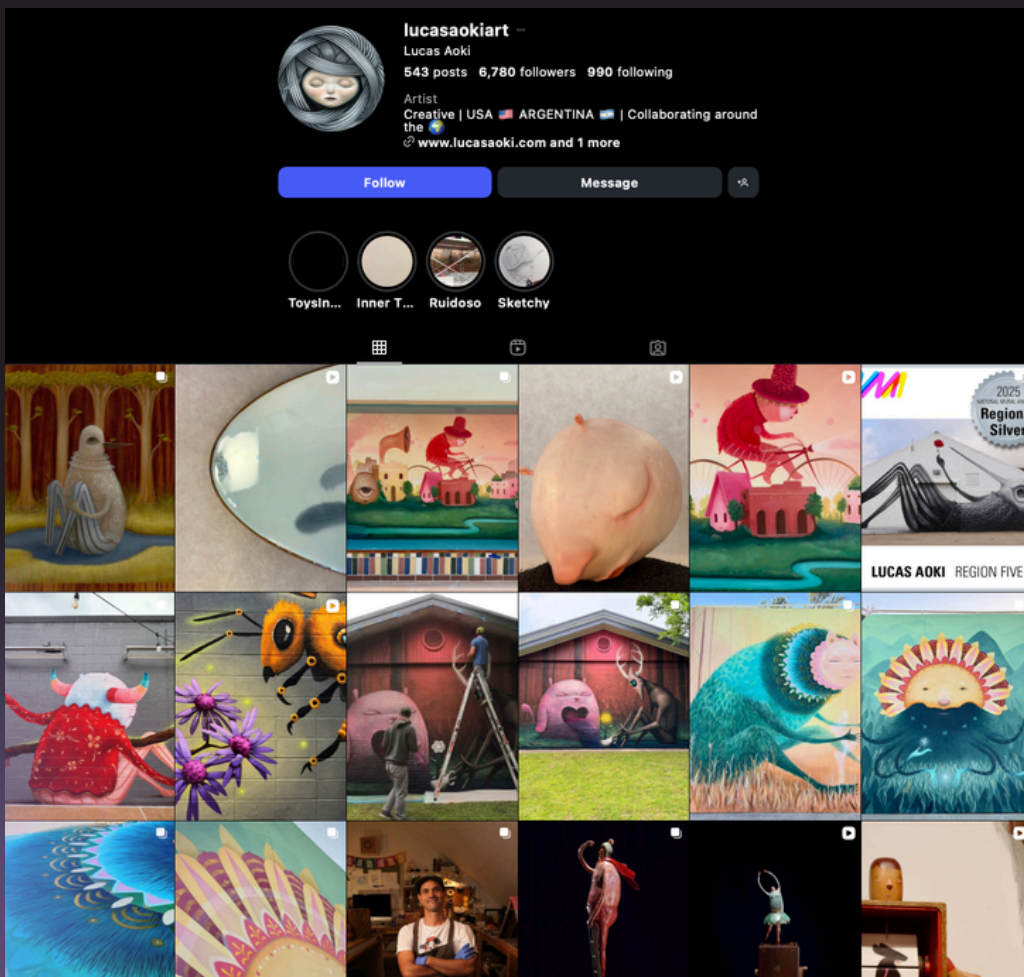
# Micro Influencer: Lucas Aoki

## Who he is:

Lucas Aoki is an Austin-based muralist originally from Argentina, known for his large-scale, mixed-media art and community-driven installations.

## Why he fits Fusebox:

- His work and presence in Austin embody the discovery and creativity that appeal to our target persona, Leo, who moved to Austin seeking authentic and artistic experiences.
- He lives and breathes the local art scene, making him a credible and relevant voice for Fusebox's "local-meets-creative" identity.
- His mural art aligns with our campaign's visual and experiential strategy, helping turn public spaces into festival touchpoints.



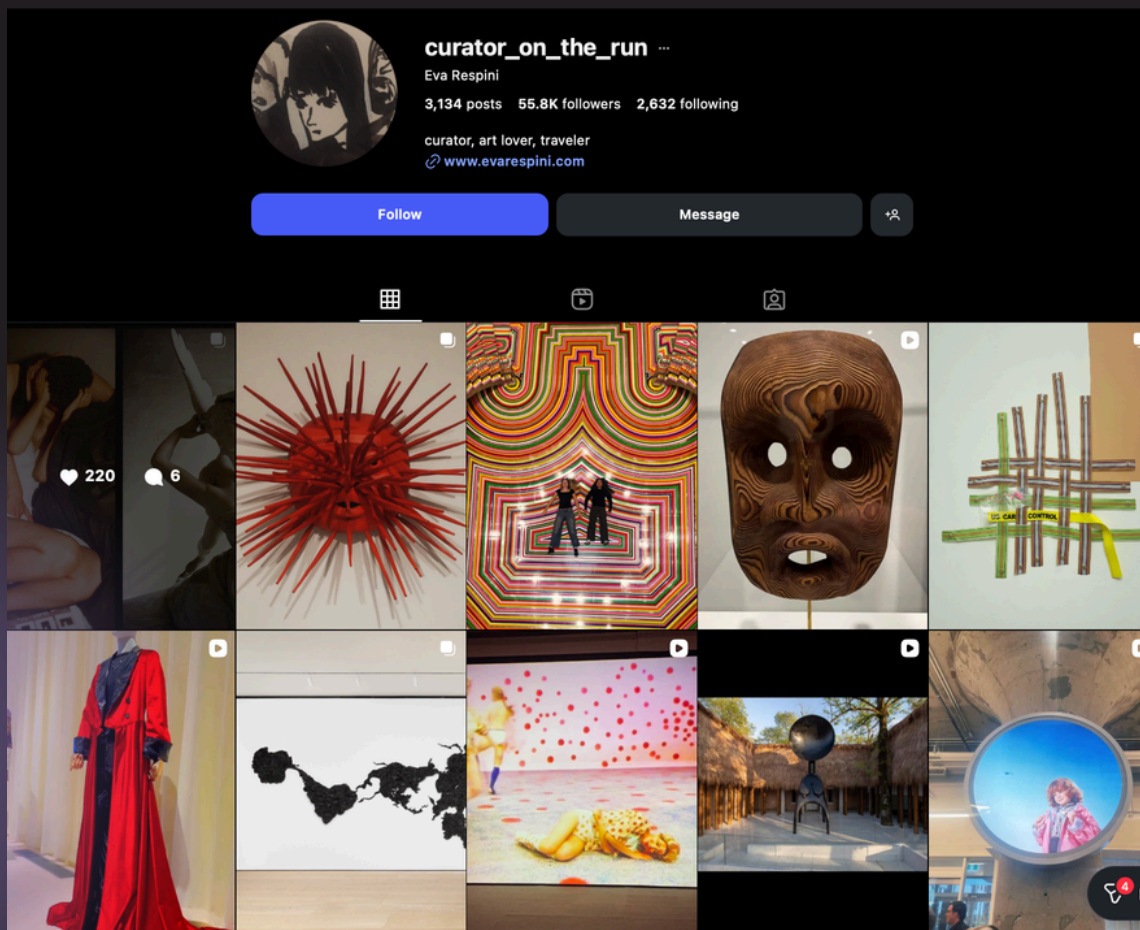
# International Influencer: Eva Respini

## Who she is:

Eva Respini is an internationally recognized curator, writer, and arts leader known for championing experimental and cross-disciplinary work. Based in Vancouver, she has curated major global exhibitions and remains deeply connected to creative communities in North America and Europe.

## Why she fits Fusebox:

- Shares Fusebox's vision of pushing artistic boundaries and connecting global and local art scenes.
- Her platform and network can attract culture-driven audiences who are curious about Austin's creative scene.
- Aligns with our target persona, Leo, representing young professionals and creatives who crave authentic, meaningful art experiences and want to feel part of a community.



# Fusebox Artists

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## Who they are:

- Fusebox's own artists are the heart of the festival, embodying the creativity, innovation, and authenticity that define Austin's experimental spirit. As active members of the Fusebox community, their voices are the most genuine reflection of the festival's mission. Fusebox also invests directly in the creation process by commissioning new work from select artists each year, reinforcing its belief that Austin should be a place where art is created and supported, not just consumed. By sharing their personal stories, creative processes, and perspectives through social media and visual storytelling, these artists help audiences connect with the passion behind the performances while strengthening Fusebox's sense of community and local identity.

## Strategy:

- Feature artists in short social media videos and photo campaigns that highlight their work and connection to Fusebox.
- Encourage artists to share behind-the-scenes moments and insights about their creative process.
- Include artist testimonials and spotlights in marketing materials to humanize the festival and build audience connection.

## Goal:

- To position Fusebox's artists as its most powerful storytellers, using their authenticity and creativity to expand engagement, celebrate community, and highlight Fusebox's commitment to supporting the creation of new art, not just the presentation of it.

# The Breaker

## Where Boredom Sparks

FuseBox needs a home base, and what we propose is The Breaker, a repurposed department store built for creative exploration.

At first glance, The Breaker feels intentionally dull: blank walls, a gray desk, scattered QR codes, a quiet pause. But then, the switches light up. Massive, color-coded levers line the wall, each one unlocking a glowing path to a new, vivid world.

Built within the shell of an old department store, The Breaker transforms empty retail cubes into immersive environments – part gallery, part playground, part performance lab. Every cube tells a story, from experimental exhibits to live performances, ending in a sprawling semi-outdoor space that blurs boundaries between inside and out. (Food and Drink Included!)

The Breaker isn't just a space – it's a pulse of curiosity, waiting to be powered on.

# Summary

**Fusebox is an innovative Austin arts festival with low visibility among younger, culturally curious residents. Our campaign reframes Fusebox as an accessible, curiosity-driven experience that invites people to slow down, look closer, and step into something unexpected.**

## Target Persona

Leo, the “Curious Connector” — a 20–30-year-old new Austin resident who wants creative, social experiences and uses art as a break from routine.

## Big Idea: Spark Curiosity

Fusebox becomes the place where everyday moments flip into vivid, memorable experiences.

- **Owned Media:**

- TikTok as an online exhibit; a refreshed Instagram balancing event graphics with artist- and performance-focused visuals; Fusebox Radio for livestreams, performances, and interviews.

- **Earned Media & Experiences:**

- High-visibility stunts (e.g., “Look Up” at the Kite Festival) and presence at major Austin events.

- **Partnerships:**

- Collaborations with Austin-based and arts-supporting brands like Deep Eddy, BeatBox, Waymo, and HAAM.

- **Influencers & Ambassadors:**

- Students, micro-influencers, international curators, plus Fusebox artists as authentic storytellers.

- **The Breaker:**

- A repurposed department store turned immersive hub for rotating art, performance, and community experiences.