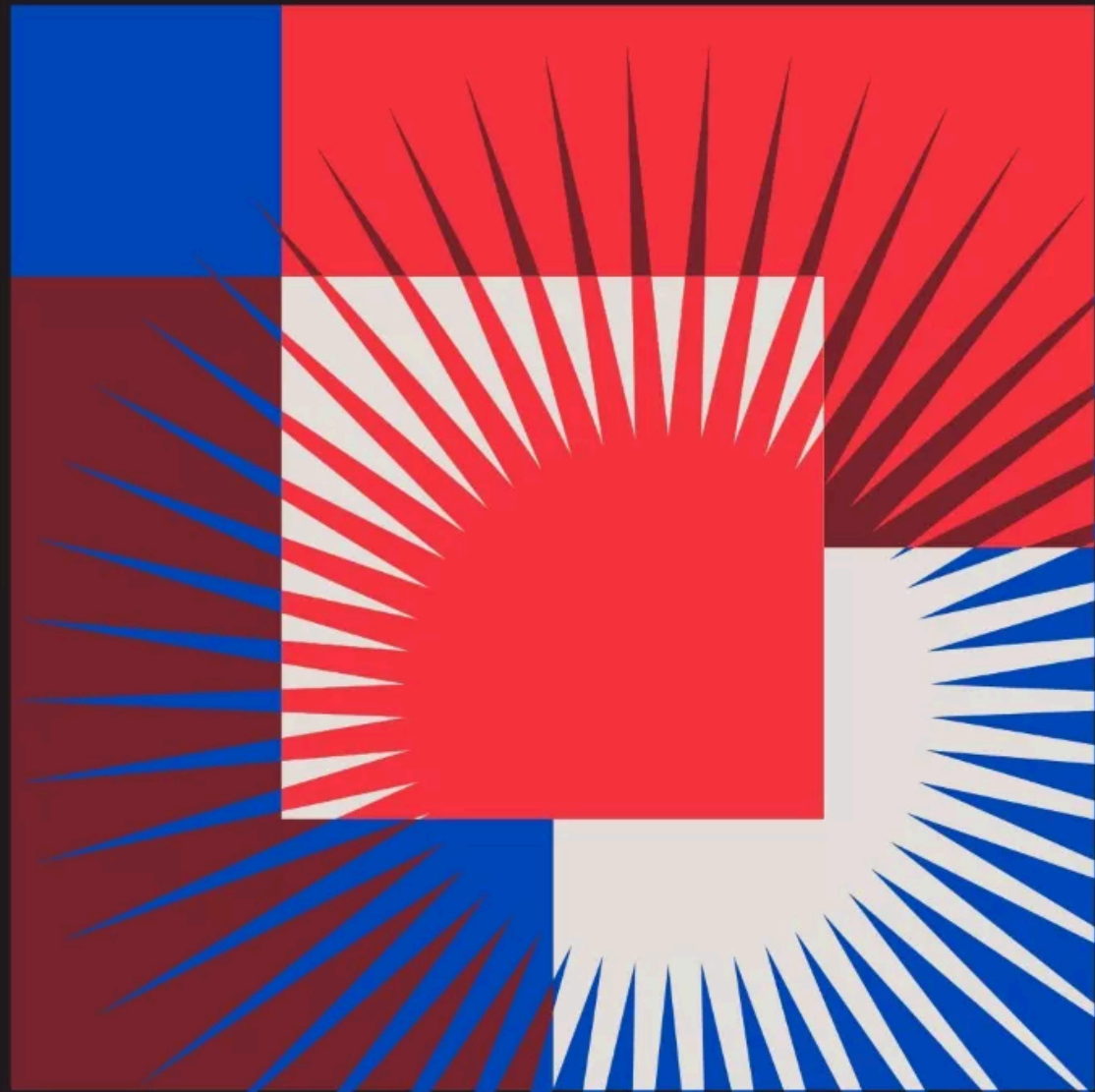


STAY



Unforgettable
Live Experiences

Introduction

Fusebox is one of Austin's most creative and authentic cultural experiences, but a lot of people still don't know what it is. Even with a loyal following, its visibility hasn't kept up with Austin's growth or the big festivals that dominate the city.

We see that as a huge opportunity. Austin is full of people who are already showing up for local culture, whether it's small gallery shows or events like Blues on the Green. These are people who would naturally connect with Fusebox if the festival were more present in their everyday lives.

Our campaign focuses on meeting them where they are. That includes ideas like hijacking Blues on the Green with creative Fusebox activations, exploring a Waymo partnership, working with micro and international influencers, amplifying Fusebox's own artists, creating murals around the city, and building a stronger presence on campus.

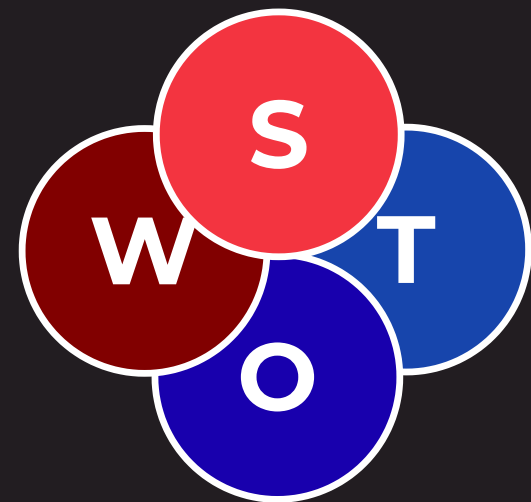
Overall, our goal is to reintroduce Fusebox to Austin by increasing visibility, expanding touchpoints, and showing that it's not just a festival but a creative movement that reflects the heart of the city.

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Strength

- Cult Following
- Austin Identity
- Well Established
- Longevity

Opportunity

- Access to college population
- Based in live music capital
- Unique site activation
- Multidisciplinary art

Weakness

- Low Visibility
- Inconsistent Digital Presence
- Budget Restraints

Threat

- Short attention span
- Festival Fatigue
- Maintaining relevance
- Bi-annual format
- Gentrification

Live Leo

Curious Connector

Leo, a 24 year old recent grad moved to Austin to begin his marketing career. He craves unique experiences and values authenticity. Despite having a formal education Leo doesn't like the kind of art that has entry barriers. Instead he seeks to incorporate art in his life through more accessible means. He plays around with fashion and music spending most of his free time curating playlist on spotify and creating look books on Pinterest. Despite his creative hobbies Leo doesn't consider himself an artist. He is a hobbyist that enjoys exploring all types of sounds, food, culture, and experiences. Dipping his toe into creative spaces has allowed Leo to become a part of the Austin community and foster friendships in this fast paced city.



Likes :

- Apps: Insta, Pinterest, Spotify
- Brands: Kapital, Diesel, Applied Art Forms, New Balance, Uniqlo, Hopdoddy, Merit Coffee
- Austin tunnel raves, free music thursdays on auditorium shores

Dislikes:

- Staying at home on day off
- Expensive art installations
- Sports Bar
- Tourist traps

Creative Strategy

Fusebox's creative strategy centers on one clear idea:
reigniting Austin's spark

- **Fusebox reignites Austin's creative spark by embracing the city's underground, experimental identity.**
 - **Art should feel electric, surprising, and alive, creating moments that stop people and spark curiosity.**
 - **Lean into local culture while staying connected to global artistic conversations.**
 - **Celebrate the people and spaces that Austin development has pushed aside and give them a platform.**
 - **Build a creative ecosystem that feels impactful, human, and accessible while still being daring and boundary-pushing.**

Owned Media

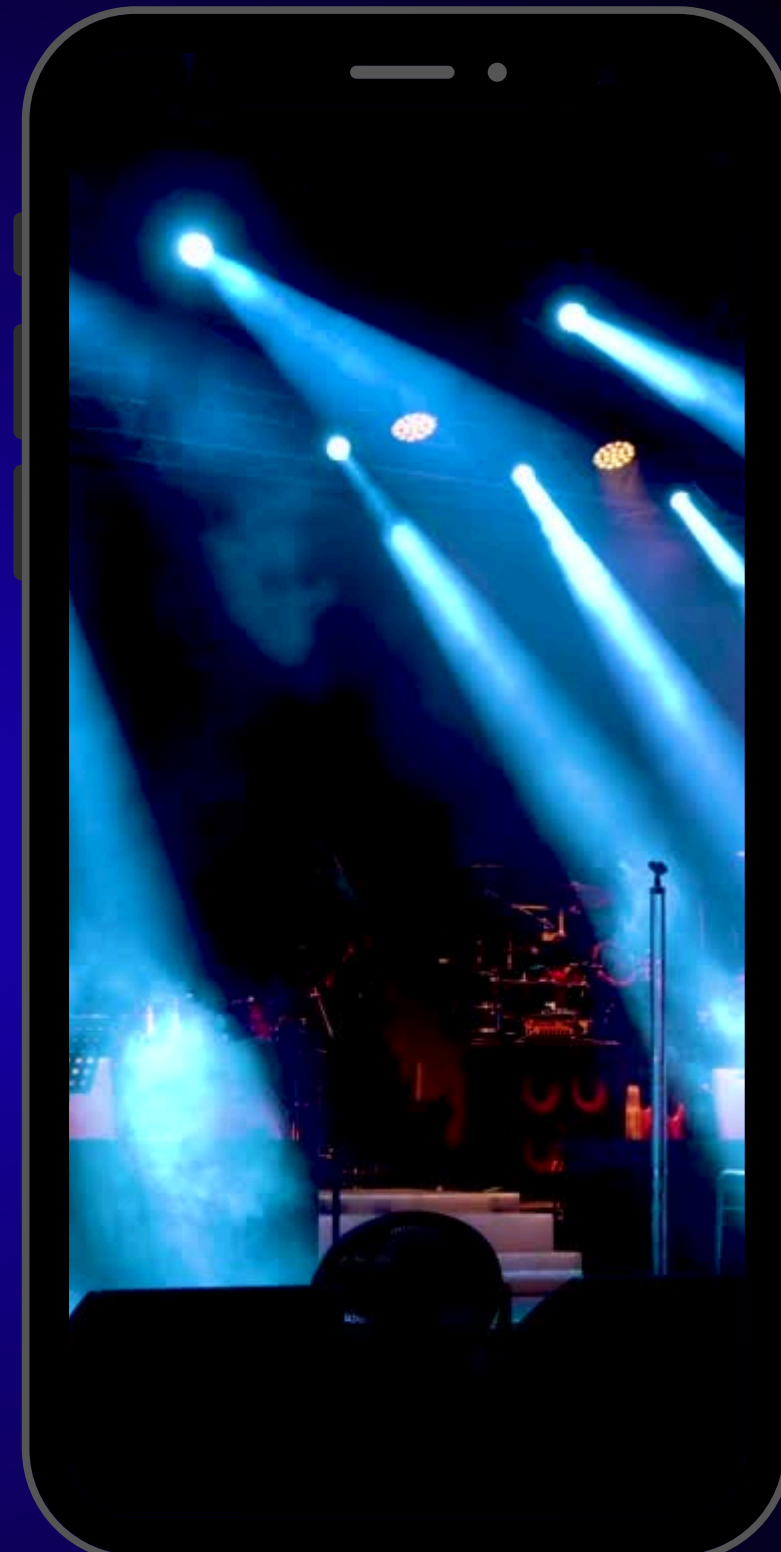
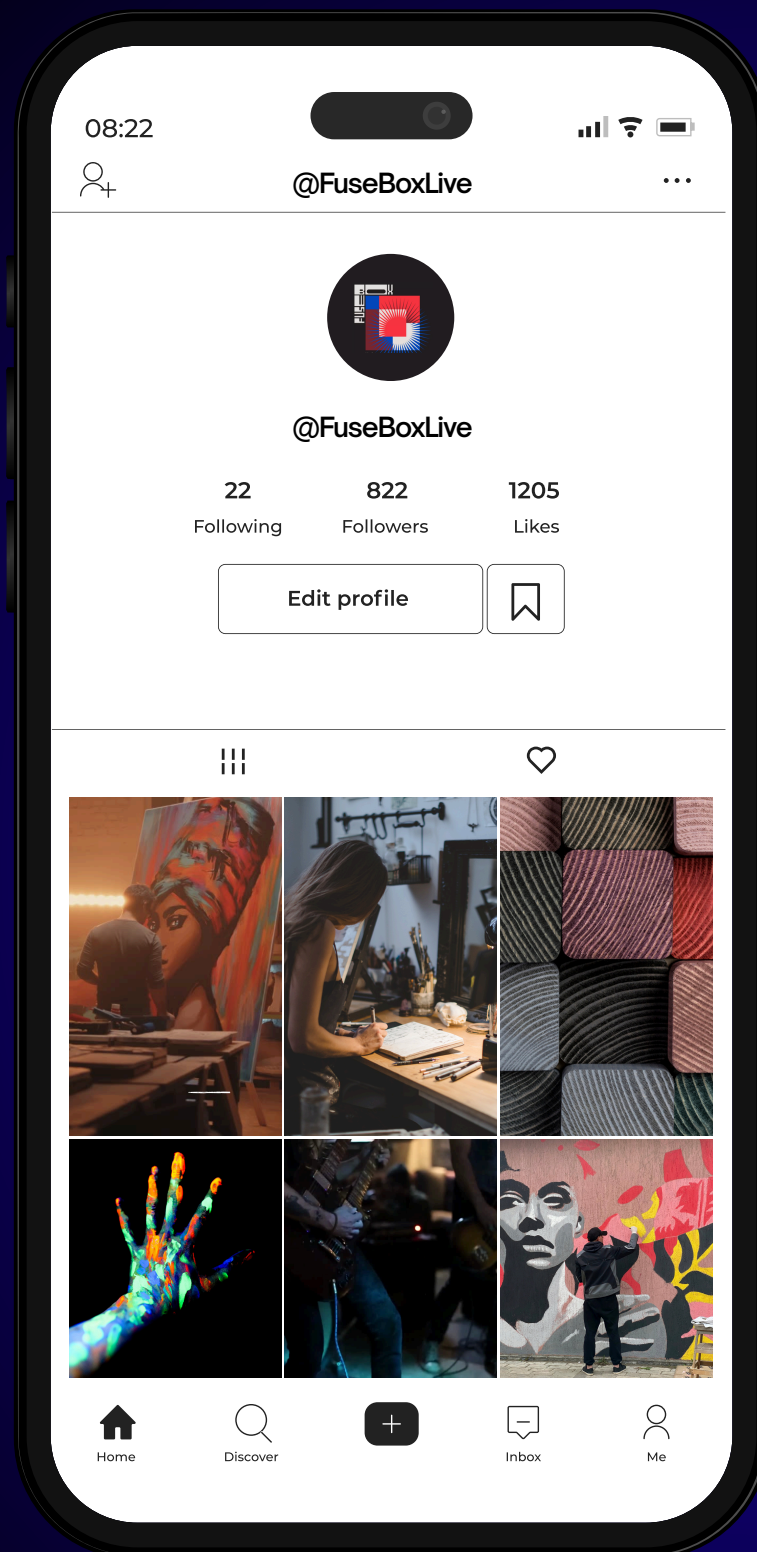
Current Assessment

- **TikTok:** Fusebox currently does not have an active TikTok account
- **Instagram:** Leans heavily on graphics and event photos
- **YouTube:** The channel is used periodically but could be more consistent.

Owned Media

TikTok

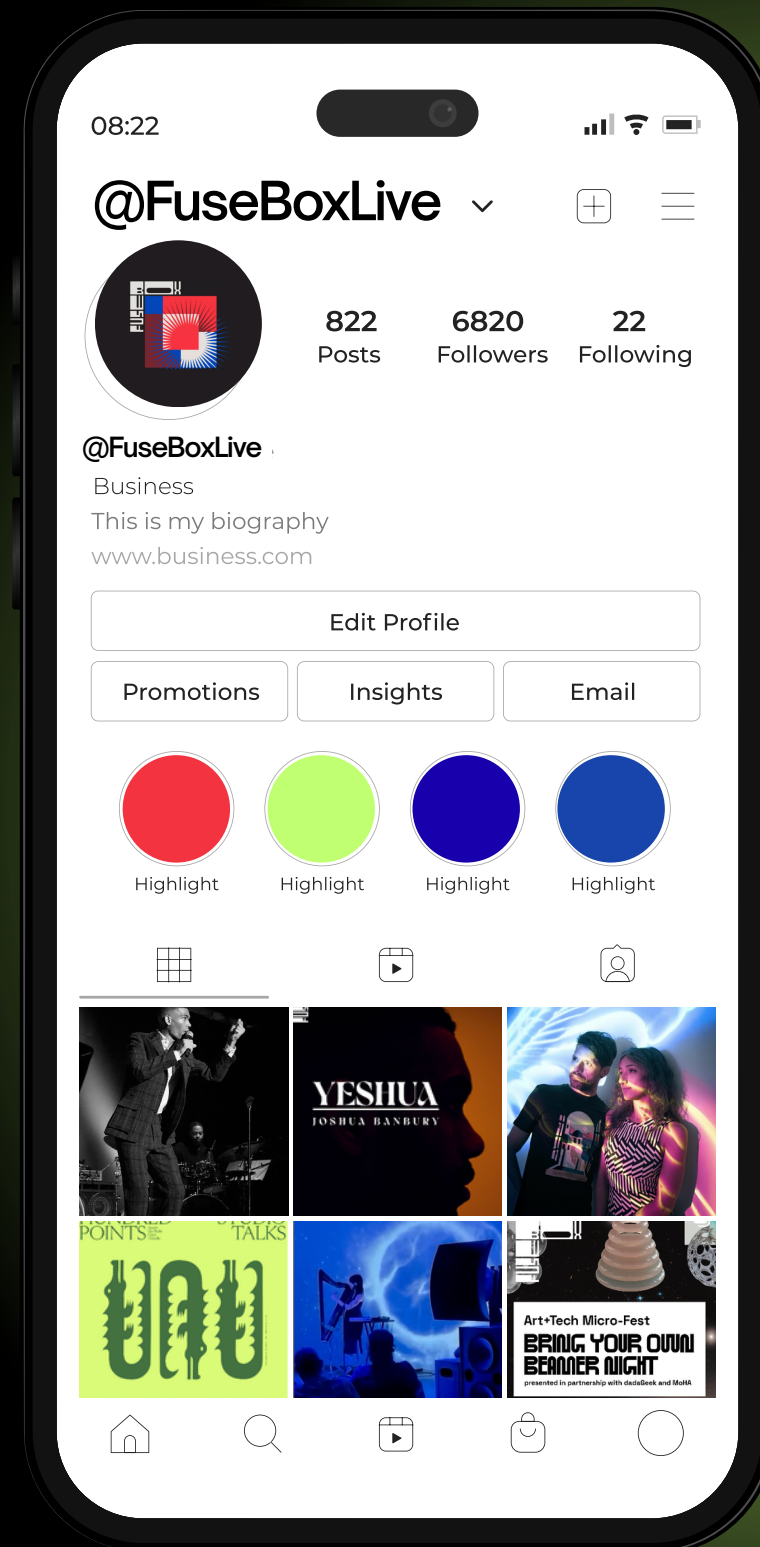
- Visually driven showcasing Fusebox artists and moments
- Post 2–3 short videos per week
- Simple recurring series (studio, moments, spotlights)
- Co-create content with featured artists



Owned Media

Instagram

- Blend event promotion with authentic visual storytelling
- Post 3–4 times a week using graphics, highlights, and behind-the-scenes content
- Use Reels/carousels for immersive artist moments
- Add artist and curator takeovers during the festival
- Keep a cohesive visual style aligned with Fusebox's tone



Owned Media

FuseBox Radio

Establish Fusebox Radio as a livestream series featuring performances, discussions, and interviews that extend the festival experience.

- Use existing channels plus TikTok to showcase performances and conversations
- Publish 2–3 short videos weekly featuring artist processes and festival moments
- Host monthly livestreams with performances and discussions
- Stream on YouTube, TikTok Live, and Instagram Live
- Add interactive elements like Q&As and polls to boost engagement

Partnerships

Deep Eddy

Deep Eddy premium vodka without the price tag. Targets easy going millennials that enjoy the outdoors and old Austin.

- Deep Eddy will be sold at physical Fuesbox location.
- 10 exclusive Deep Eddy bottle designs created by Fuesbox artist sold at select stores and the Deep Eddy distillery.



BeatBox

BeatBox born to be portable, fun, and sustainable. BeatBox wants to party with young adults that crave social experiences and affordability.

- BeatBox packaging will bear the Fuesbox logo during festival week.
- Monthly BeatBox sponsored party in Fuesbox physical space with Fuesbox artist.



Waymo

Waymo, self driving cars that prioritize safety, efficiency, and sustainability. Targets those that live in urban areas, are tech-savvy, and need to get around.

- Riding credits for international Fuesbox guests.
- Fuesbox artist design used to wrap Waymo vehicles.



Earned Media

A community-oriented approach to reignite Austin's spark

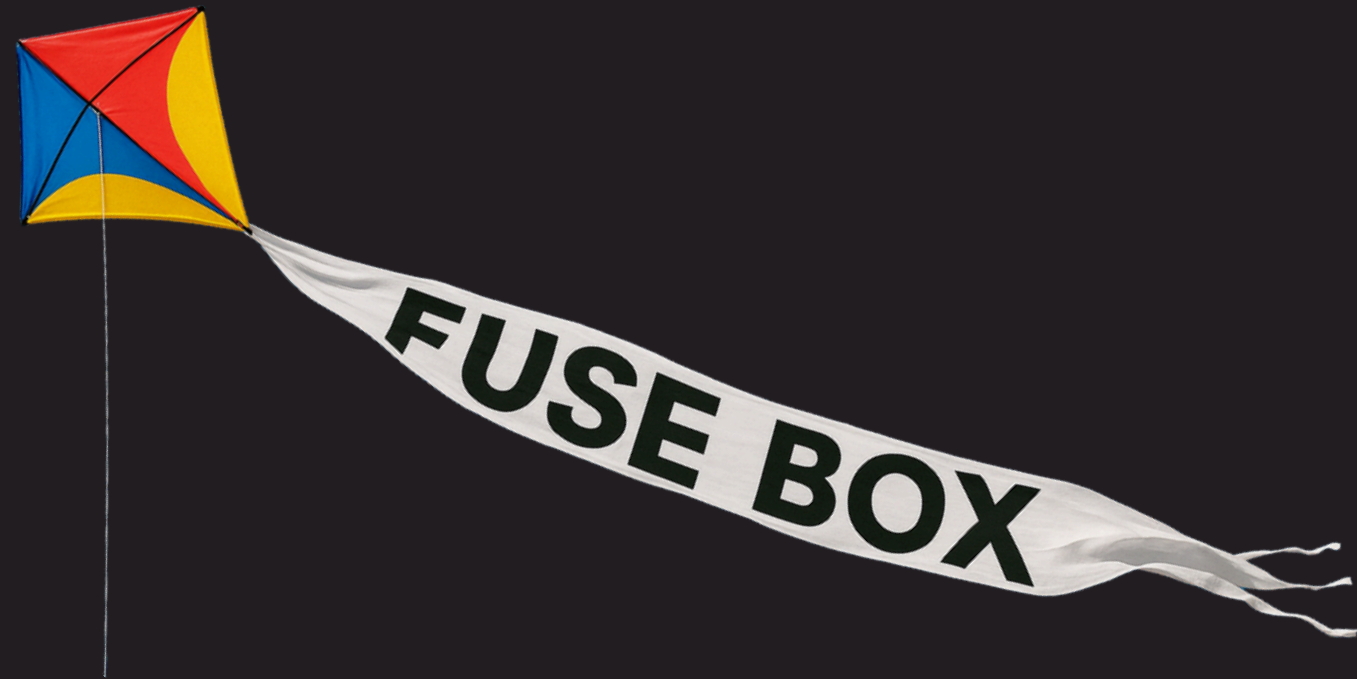


Look Up. Art is in the air.

FuseBox @ ABC Zilker Park Kite Festival.

- 50,000 attendees
- Longest running kite festival
- FuseBox Kite + music around Zilker

#LookUpFuseBox



Blues on the Green

An immersive art and music experience inspired by blues

- Cargo ship containers across the park
- Each box shares a different story
- Showcase different worlds of music and art

#FuseBoxOnTheGreen



FuseBox @ SXSW

Host an art , music, and business experience with one of our corporate partners.

- Week-long experience
 - Panel discussions
 - Immersive art
 - Concerts
 - Product launches

Reach Partnerships

(AMD, Microsoft, Salesforce)

#FuseBoxSXSW



FuseBox + HAAM

Make an impact to the community through
Health Alliance for Austin Musicians (HAAM)

- HAAM Day After
- Music is Medicine
- Round Up for HAAM
- Free HAAM Thursdays

#FuseBoxHelps



HAAM DAY

POWERED BY  PNC BANK



Influencer Strategy

**Student
Ambassadors**

**Micro
Influencers**

**International
Influencers**

**Fusebox
Artists**

Student Ambassadors

- Build Fusebox awareness on UT Austin and local campuses
- Recruit through class visits, flyers, and pop-up artist performances
- QR-code posters to apply on the spot
- Ambassadors share event content and promote peer engagement
- Strengthen connections with young creatives through authentic, student-led storytelling



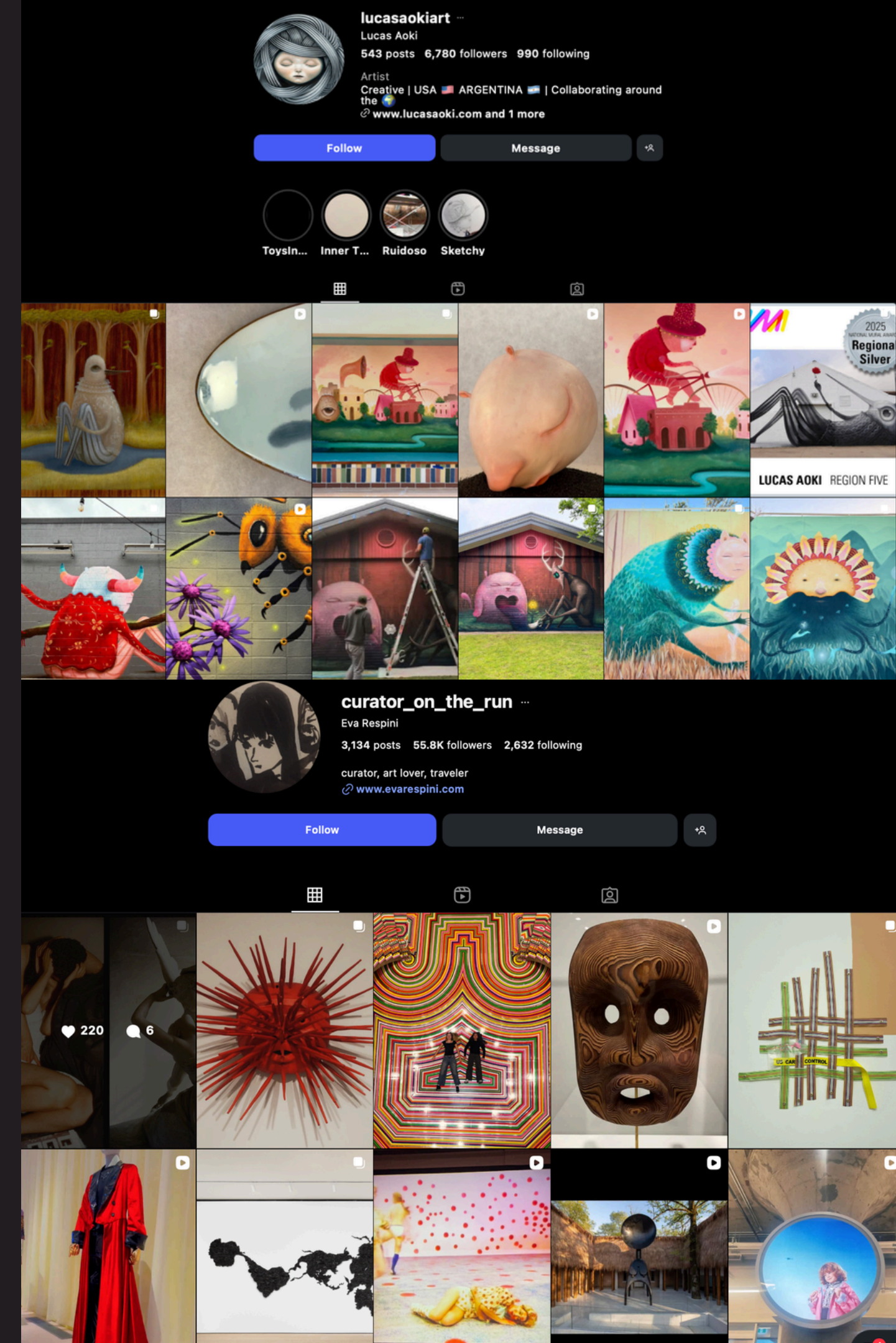
Micro & International Influencers

Micro

- Local Austin artists who embody the city's creative energy
- Provide authentic, relatable storytelling
- Help turn Austin's public spaces into visual touchpoints for Fusebox

International

- Globally recognized curators and artists who elevate Fusebox's reach
- Position Fusebox as a destination for international creatives
- Expand visibility among culture-driven audiences looking for authentic art experiences



Fusebox Artists

- Core of the festival and most authentic voices of Fusebox
- Artists embody Austin’s creative, experimental spirit
- Share behind-the-scenes content and creative process
- Strengthen community connection and highlight Fusebox’s mission to support art creation



The Breaker

Where Boredom Sparks

The Downfall
of Big Box

White Space

Experiential

Variety



Infinite Possibilities



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.



Work With Us!

Let's Get the Power ON in Austin!

