



CLIENT

The Island Drive-In Festival

ABOUT THE PROJECT

The Island Drive-In Festival is a project of Small Halls, which was created in collaboration with Tourism PEI and managed by VMG. This all new Festival was created in response to COVID-19 to allow Islanders and Atlantic Canadian visitors to enjoy the wide range of talent that PEI offers, including musicians, comedians, dancers, storytellers, and more.

The Festival's primary goals were to reinvigorate PEI's cultural community by showcasing as much of PEI's talent as possible, motivating and mobilizing Islanders during the re-opening phase, and simulating the visitor economy at a local level.

As part of this project, a total of four Island films were created and featured at a total of 13 planned shows, which took place all across the Island from Rollo Bay to Tignish. Often the festival took place in a community during what would have been their signature festivals in a normal year. This project produced content will continue to be a legacy piece that will lend itself to offering virtual experiences to our many visitors who were unable to visit PEI due to travel restrictions. Various partners can use the content to entertain potential visitors dreaming of their next PEI vacation. VIBE Creative Group was responsible for the design work on the logo and brand development, website design and graphic design for this project.

The project was nominated for Music PEI's Copper Bottom Brewing Event of the Year.

WE APPLIED

- Concept Development
- Budget Management
- Project Timeline Management
- Calendar of Events Development
- Site and Vendor Selection and Contacting
- Marketing Campaign Management
- Social Media Management
- Communications Management
- On-Site Execution

RESULTS

A total of 13 shows took place at various locations across the Island

- 4 Island films were created
- Over 1,700 people attended
- Overall Experience was rated 4.7/5 by attendees
- 80+ artists and vendors were contracted