

DIGITAL FESTIVAL + FUNDRAISER

LET'S
RE:CONNECT

The logo for ITEM NINE LABS is a white square containing the text "ITEM NINE LABS" in a white, monospace-style font, arranged in three lines: "ITEM", "NINE", and "LABS".

EVENT RECAP

PREPARED BY: HANNAH DAHLGREN
ITEM 9 LABS
BRAND MARKETING MANAGER



EVENT OVERVIEW

SATURDAY, APRIL 18TH

TWITCH.TV/ITEM_9_LABS

Curated by Item 9 Labs, Let's RE:CONNECT, offered a unique digital festival + fundraising experience through the popular streaming website, Twitch.tv, for viewers to enjoy in the safety of their own homes. Featuring an eclectic music lineup, live visuals, and wellness workshops - the intention of the event was to raise brand awareness and support to the following organizations with clear COVID-19 initiatives and impact:

Global Empowerment Mission

Safe In Our World

St. Mary's Food Bank



WHAT IS TWITCH?

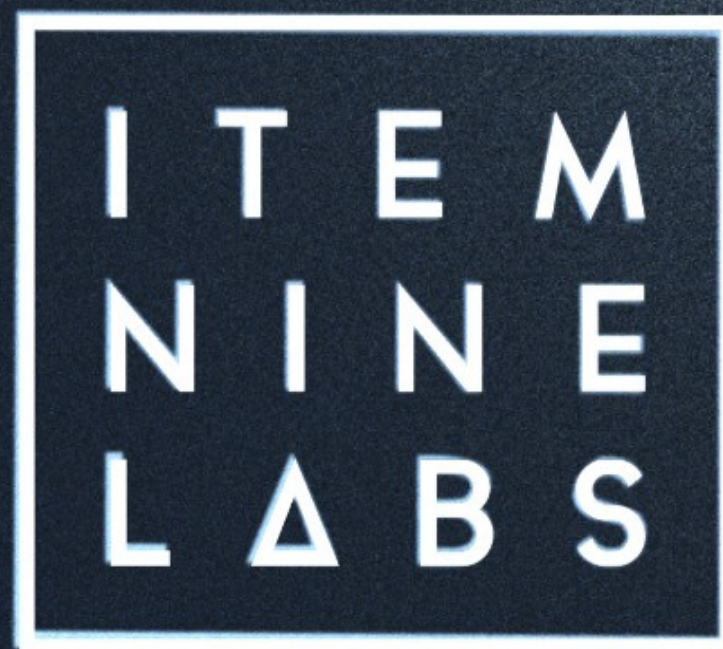
Twitch.tv is a video live streaming website that allows channels to broadcast to anyone with an internet connection. Purchased in 2014 by Amazon & boasting over 15 million active daily users, Twitch is the leading live streaming platform in the world.

VISIT OUR TWITCH CHANNEL BY TYPING
THE LINK BELOW INTO ANY WEB BROWSER
[TWITCH.TV/ITEM_9_LABS](https://www.twitch.tv/item_9_labs)

LET'S
RECONNECT

4.18.20

11 AM - 8 PM MST



TWITCH.TV/ITEM_9_LABS

MEGAN
HAMILTON

ILL CHILL

Smöl

BATTLESHIP

IONi

SUNDERBERRY

sprout.

SNOW

PAINTERS :

STEPHEN CRUSE ART

LAUREN VOXX

CHRISTMAS GLASSES

AND SPECIAL GUEST ARTISTS

LIVE VISUALS : DAK GID

MEDITATION, YOGA,

FITNESS, DIY COCKTAILS,

DANCE + MOVEMENT,

CANNABIS EDUCATION

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TWITCH.TV/ITEM_9_LABS

LEARNING WORKSHOPS

FLOW WITH ♡ - BONNIE LOVE

AT HOME WORKOUT - LIFESTYLE ATHLETE FITNESS

ENERGY FLOW + BREATHWORK - ITEM 9 LABS EDUCATOR, VERO

BEGINNER HIP HOP CLASS - INGRAM PRODUCTIONS

PRIMAL FLOW - ANTON MACKEY

DIY COCKTAILS - BOBBY KRAMER



St. Mary's
Food Bank®

CHANNEL VIEWERS



3000+
VIEWERS

Amount of people who watched our channel while we streamed

10 DIFFERENT
COUNTRIES

United States, Canada, Germany, Taiwan, France, United Kingdom, Italy, Australia, Portugal, Mexico

18+
PERFORMANCES

Streamed for 13 hours, featuring 9 music acts, 6 workshops, and 4 educational segments

97 NEW TWITCH
FOLLOWERS

72% of our followers have our notifications on, which means their phone will display a news notification the next time we stream

SOCIAL IMPACT



PROFILE VISITS TRIPLED

At its peak, our Instagram had 1104 profile visits in comparison to its average 300-400 profile visits

MENTIONS INCREASED BY 500%

During an average week, it is rare for our Facebook page to have more than 2 mentions (as a post, not a comment). The day of the event, we saw that increase to 13 mentions

41,000+ IMPRESSIONS

On our Instagram, the week of April 15th-22nd had 13K more impressions than the previous week totalling over 41,000

112% INCREASE IN ACTIONS TAKEN ON OUR PROFILE

On our Instagram, the actions that can be taken from our profile include: profile visits, website clicks, email, and directions

LIVE STREAMING IS THE FUTURE OF ENTERTAINMENT

Now more than ever, we are relying on the internet for our entertainment. More and more brands are coming online to showcase their live and pre-recorded events (ie: Weedmaps, RedBull, EDC) The after-shock of COVID-19 may cause organizers to offer a digital experience for all future events. It very well could be years before people are comfortable attending large scale events again. Being an early adopter to new ways of consuming entertainment will be key in staying ahead of our competitors.

KEY
LEARNINGS

PRE-PROMOTION IS KEY

By responding quickly to the COVID-19 situation, we were able to pull together a full-scale digital production in about 2 weeks. Although successful, with more planning time - the execution would have been much smoother. With more time to produce, we would spend more time ensuring pre-promotional activities are being pursued and completed. IE: Giving artists more time to promote the event on their channels. Working closer with the charities. Tying in dispensary partners

KEY
LEARNINGS

CANNABIS + STREAMING GO HAND IN HAND

Because patients cannot legally consume MMJ in any public space, it makes it impossible to stay medicated at concerts and events. Because this was a digital event we not only paid \$0 for infrastructure - but it gave patients the opportunity to experience the joy of a festival without the worry of having their medicine confiscated.

KEY
LEARNINGS