

Branding, Marketing & PR Quixote Dance Congresses: SensuAlcalá con Salsa!

The promoters, Quixote Dance Congresses (QDC), wanted to create a unique dance event in Spain: an exclusive experience that would involve the best dance professionals and aspects of Spanish culture, taking place in the open air.

Conceptually, the departure point was the Spanish literary work; Don Quixote de la Mancha (dated 1605- 1614), written by Miguel de Cervantes as a differential fact from other dance festivals held in the country. The location chosen was one of the UNESCO heritage cities, Alcalá de Henares (Madrid, Spain), not only because it was the birthplace of the author but also due to the close relationship he had with the city throughout his life.

QDC sought to offer an experience for dance enthusiasts as well as leading figures of international dance, in addition to a plus in terms of activities related to Spanish culture.

The Challenge

BigBox Agency had the objectives to **turn the Event into an international benchmark** and **position** the brand QDC **as a mark of quality**.

The Solution

We started defining the different aspects to focus on each area.

- **The Brand**

We designed a Brand Style with a fresher touch.

- **The Website**

We worked on the Creation of Content for the website.

The Content displayed both; on the Website and in Social Media had to be aligned and maintain coherence so that users could identify the information on each channel.

- **Social Media**

To make the Corporate Identity and Image consistent, we created an action plan for Customer Service. The messages had to comply with the tone that the brand wanted to transmit: exclusivity, elegance, quality and expertise.



- **Online and Offline Materials**

BigBox coordinated the different elements for information and promotion of the event, such as Posters and Roll-Ups. We designed the official brochure with the information about the Festival and also, we designed T-shirts and backpacks as merchandising for the Festival.

On the online side, we launched Ads campaigns, achieved visibility, and increased the number of followers and sales. The guest artists and teachers recorded videos themselves calling people to attend the event, which provided credibility and grew trust in the consumer.



We achieved:

- 3.250 Followers on the Facebook Page
- 104.066 Visualizations in Social Media (YouTube, Instagram, Facebook)
- 13.124 views of the video with more visualizations on Youtube
- **Media Coverage: local and national media and streaming on Social Media**

We designed the PR and Communication of the event. We created the Media Kit and managed the appearance in different media and specialised portals to promote the event.

The Results

Given that such an event had never been organised in Spain before, and that the promoter of the event was new to the sector, we achieved the following results:

- **To position** the QDC Dance Festival 'SensuAlcalá con Salsa!' **as an international quality event and a reference in its sector.** Competitors in Spain, until then, had held events in hotels or large venues.
- **To meet the expectations** of guest dancers and assistants, also generating interest for future editions.
- **As a consequence** of the streaming and real-time coverage of the event, more attendees joined spontaneously as the days went by.

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We would love to help you with your project.