Entertainment events are also great opportunities for personalized messaging. Events can again be either national or local, popping in the name of a local artist or venue could really serve to make the advertisement look very personalized.

<table>
<thead>
<tr>
<th>Major Entertainment Event</th>
<th>Event Type</th>
<th>Genre of Music</th>
<th>City/National</th>
<th>City</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bumbershoot 2014</td>
<td>Music Concert</td>
<td>Mixed- including Hip Hop/Alternative Rock</td>
<td>City</td>
<td>Seattle, WA</td>
<td>Leading</td>
</tr>
<tr>
<td><a href="http://bumbershoot.org">http://bumbershoot.org</a></td>
<td></td>
<td></td>
<td></td>
<td>City</td>
<td>During</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>City</td>
<td>After</td>
</tr>
<tr>
<td>LouFest 2014</td>
<td>Music Festivals</td>
<td>Mixed including Hip Hop and Alternative Rock</td>
<td>City</td>
<td>St. Louis, MO</td>
<td>Leading</td>
</tr>
<tr>
<td><a href="http://www.loufest.com">www.loufest.com</a></td>
<td></td>
<td></td>
<td></td>
<td>City</td>
<td>During</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>City</td>
<td>After the event</td>
</tr>
<tr>
<td>Boston Calling Fall 2014</td>
<td>Music Concert</td>
<td>Mixed including Hip Hop and Alternative Rock</td>
<td>City</td>
<td>Boston, MA</td>
<td>Leading event</td>
</tr>
<tr>
<td><a href="http://fall.bostoncalling.com">http://fall.bostoncalling.com</a></td>
<td></td>
<td></td>
<td></td>
<td>City</td>
<td>During the event</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>City</td>
<td>After the event</td>
</tr>
<tr>
<td>Riot Fest Chicago 2014</td>
<td>Music Concert</td>
<td>Mixed including Hip Hop and Alternative Rock</td>
<td>City</td>
<td>Chicago, IL</td>
<td>Leading up to the event</td>
</tr>
<tr>
<td><a href="http://riotfest.org">http://riotfest.org</a></td>
<td></td>
<td></td>
<td></td>
<td>City</td>
<td>During the event</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>City</td>
<td>After the event</td>
</tr>
<tr>
<td>Forever Never Land 2014</td>
<td>Music Concert</td>
<td>Mixed including Hip Hop/Alternative Rock/Dance</td>
<td>City</td>
<td>San Luis Obispo, CA</td>
<td>Leading up to the event</td>
</tr>
<tr>
<td><a href="http://www.foreverneverland.us">www.foreverneverland.us</a></td>
<td></td>
<td></td>
<td></td>
<td>City</td>
<td>During the event</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>City</td>
<td>After the event</td>
</tr>
<tr>
<td>Sunset Strip Music Festival 2014</td>
<td>Music Festivals</td>
<td>Mixed- Electronic/Rock/Indie</td>
<td>City</td>
<td>Los Angeles,</td>
<td>Leading up to the event</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Name</td>
<td>Type</td>
<td>City</td>
<td>Location</td>
<td>Leading up to the event</td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>-----------------</td>
<td>------------</td>
<td>-------------------</td>
<td>----------------------------------</td>
<td></td>
</tr>
<tr>
<td>Sunset Strip Music Festival</td>
<td>Rock/R&amp;B</td>
<td>City</td>
<td>CA</td>
<td>During the event</td>
<td></td>
</tr>
<tr>
<td>Riot Fest Denver 2014</td>
<td>Music Concert</td>
<td>City</td>
<td>Denver, CO</td>
<td>Leading up to the event</td>
<td></td>
</tr>
<tr>
<td>Austin City Limits 2014</td>
<td>Music Concert</td>
<td>City</td>
<td>Austin, TX</td>
<td>Leading up to the event</td>
<td></td>
</tr>
<tr>
<td>A3C Hip Hop Festival 2014</td>
<td>Music Festivals</td>
<td>City</td>
<td>Atlanta, GA</td>
<td>Leading up to the event</td>
<td></td>
</tr>
<tr>
<td>Treasure Island 2014</td>
<td>Music Concert</td>
<td>City</td>
<td>San Francisco, CA</td>
<td>Leading up to the event</td>
<td></td>
</tr>
<tr>
<td>Voodoo Music Experience 2014</td>
<td>Music Concert</td>
<td>City</td>
<td>New Orleans, LA</td>
<td>Leading up to the event</td>
<td></td>
</tr>
<tr>
<td>Fun Fun Fun Fest 2014</td>
<td>Music Festivals</td>
<td>City</td>
<td>Austin, TX</td>
<td>Leading up to the event</td>
<td></td>
</tr>
</tbody>
</table>

Unlike all of the above data signals and trigger events, the one data signal that cannot be pre-planned is social media trends – we simply don’t know what is going to be the “chatter” on social media – which is why this worksheet is blank. This worksheet however can be filled out each week based on the top ten trends on Facebook or Twitter. Both Facebook and Twitter report national and local trends – so it is possible to get very granular and specific to a locale. The typical process we followed was to provide the brand team with these top ten trends and then have them develop messaging and then feed it back into the personalized advertisements dynamically each week so they always reflected the currently trending topics on Twitter.

<table>
<thead>
<tr>
<th>Trend</th>
<th>Dates</th>
<th>DMAs / National</th>
<th>Tag Line Messaging</th>
<th>Images/Animation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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