



Case Study

RALEIGHWRLD FEST 23'
9-30-2023

Company name

COLLAB TRIANGLE CORP

Location

DOROTHEA DIX PARK, RALEIGH, NC

Type of business

501C3 NON-PROFIT

Services Provided

**EVENT PRODUCTION/MANAGEMENT,
EXPERIENTIAL MARKETING, PRINTING
SERVICES, STAFFING AND VENDOR
SOURCING/ MANAGEMENT**

Collab Triangle Corp is a nonprofit organization focused on creating free transportation for at-risk teens to access free programming and fostering collaborative spaces for creatives in the Triangle area. By empowering youth and supporting the creative community, they aim to inspire collaboration and drive positive change in the region.

OVERVIEW

RaleighWRLD Fest 2023 brought over 2,000 attendees to Dorothea Dix Park for a six-hour celebration of art, sustainability, and entrepreneurship. With three performance stages, food trucks, workshops, and more, Bibe Media Group partnered with the festival to deliver cohesive branding, impactful print solutions, and memorable attendee experiences.

CLIENT GOALS

- Showcase RaleighWRLD Fest's unique mission of blending art, sustainability, and entrepreneurship.
- Create visually engaging and cohesive event branding for social and on-site activations.
- Provide the tools needed to enhance attendee experiences and create lasting memories.

CLIENT TESTIMONIAL

Bibe Media Group played a critical role in making RaleighWRLD Fest 2023 a success. Their attention to detail and ability to bring our vision to life ensured a seamless and impactful event experience.

— Collab Raleigh Team



OUR ROLE:

Bibe Media Group collaborated with the festival team to deliver comprehensive print, event, and experiential solutions that aligned with their goals:

Print Solutions

- Designed and produced event posters and flyers to promote RaleighWRLD Fest across Raleigh's community.
- Created branded festival signage, including banners and directional signs, to ensure seamless navigation and consistent branding throughout the venue.

Event Solutions

- Designed and managed a step-and-repeat backdrop for red-carpet photo moments, providing attendees with a professional and shareable experience.
- Developed VIP area branding to elevate the exclusive experience for special guests and sponsors.

Experiential Solutions

- Integrated a custom selfie station with branded props and QR codes, encouraging social media sharing and extending the event's digital reach.
- Supported the creation of interactive spaces that fostered connections, including a networking mixer and themed activations.

CHALLENGES

- Ensuring cohesive branding across multiple touchpoints in a large outdoor venue.
- Providing visually appealing and functional materials under tight production deadlines.

RESULTS

- Enhanced Brand Visibility: Strong branding across digital and physical platforms, leaving a lasting impression on attendees.
- Increased Engagement: The branded selfie station and step-and-repeat backdrop generated buzz and encouraged social media shares.
- Positive Feedback: Attendees and the client praised the cohesive design and professional execution that aligned with RaleighWRLD Fest's mission.

CONCLUSION

RaleighWRLD Fest 2023 was a vibrant celebration of community, art, and sustainability, amplified by Bibe Media Group's expert touch. Ready to elevate your next event? Contact us today to bring your vision to life with print, events, and experiential marketing.