

# Anything Goes

THE BRANDED ENTERTAINMENT AGENCY

Anything Goes, the branded entertainment agency, is a kaleidoscope of heritage, creativity, experience, knowledge, and passion.

A fully fledged agency able to leverage strategic sponsorships, artist endorsements, magnificent campaigns and cutting edge marketing, turning brands into superheroes.

Supported by a deep-rooted understanding of culture. Anything Goes' history in festivals, events and activations make our brands Superstars.

**MAKING BRANDS COOL SINCE 2003.**

Anything Goes turn brands into Stars.

We understand the youth, offering bespoke holistic solutions, focusing on trends in Music, Culture and Fashion, leveraging Cool and setting brands directly into the heart of the party.

Authentic, innovative and on point, we make our brands shine through real living moments.

THIS IS WHAT WE DO.

## EXAMPLE: ULTRA SOUTH AFRICA



**ULTRA SOUTH AFRICA**

**FEBRUARY**

**CAPE TOWN**  
CAPE TOWN STADIUM

**JOHANNESBURG**  
EXPO CENTRE, NASREC

**2018**

**HEADLINERS** In alphabetical order:

- AFROJACK
- ARMIN VAN BUUREN
- AXWELL & INGROSSO
- DUBFIRE
- HARDWELL

**SUPPORT** In alphabetical order:

- BLACK COFFEE
- CARNAGE
- EATS EVERYTHING
- MALAA

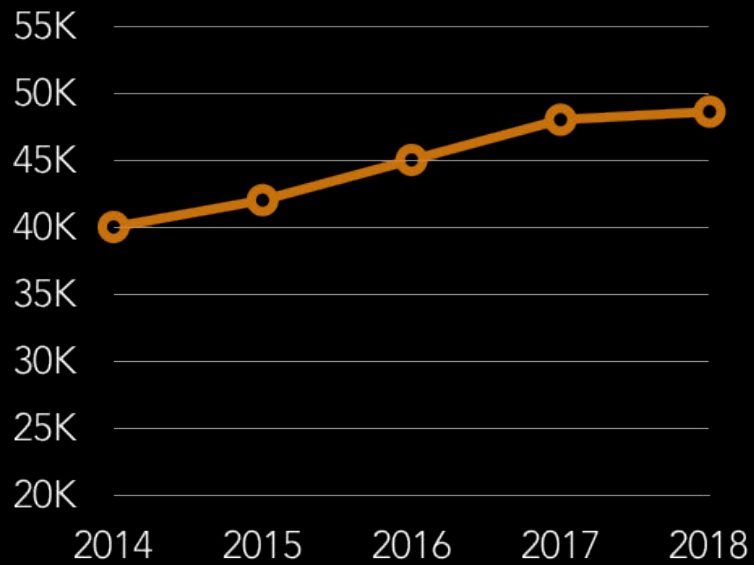
**REGIONAL SUPPORT** In alphabetical order:

- Aschle
- Kyle Watson
- pascal pearce 6
- SAM NEMO
- Stashy Dooz
- STRANGE LOVING
- TIMO CUN
- VIMO

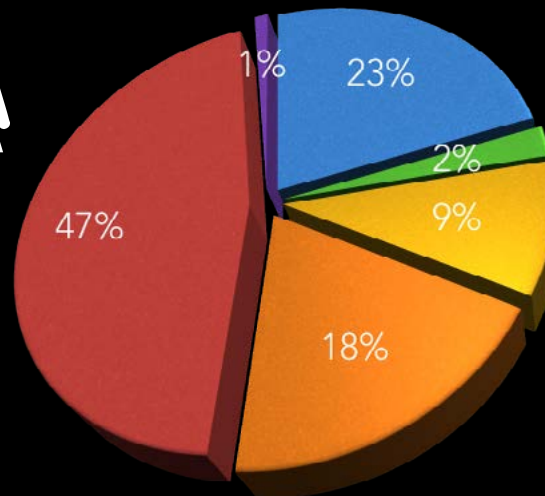
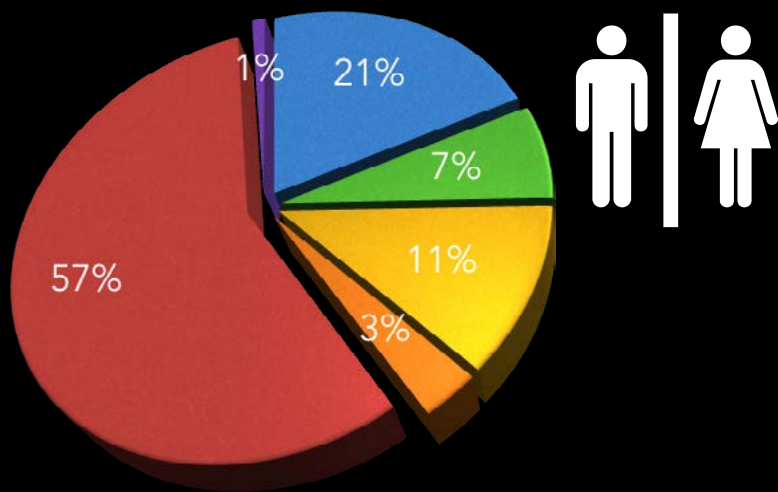
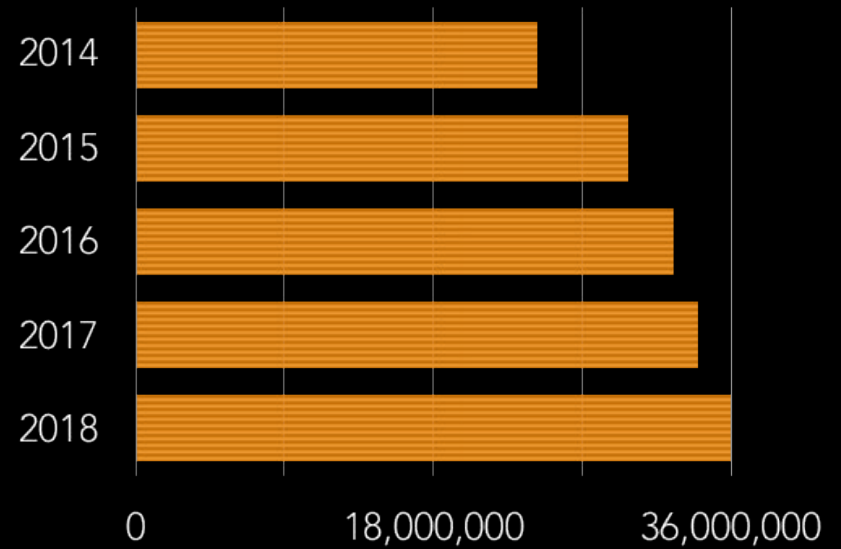


Five record-breaking years later, Ultra remains the benchmark for Music Festivals in South Africa, defining branded entertainment.

## ATTENDANCE



## RETURN ON INVESTMENT



- 21 AND UNDER
- 22-34
- 35-44
- 45-54
- 55-64
- UNKNOWN



## EXAMPLE: CORONA SUNSETS



We do magnificent things on Corona, crafting a creative festival under economic strain, bringing 6000 revellers together to worship the sunset.

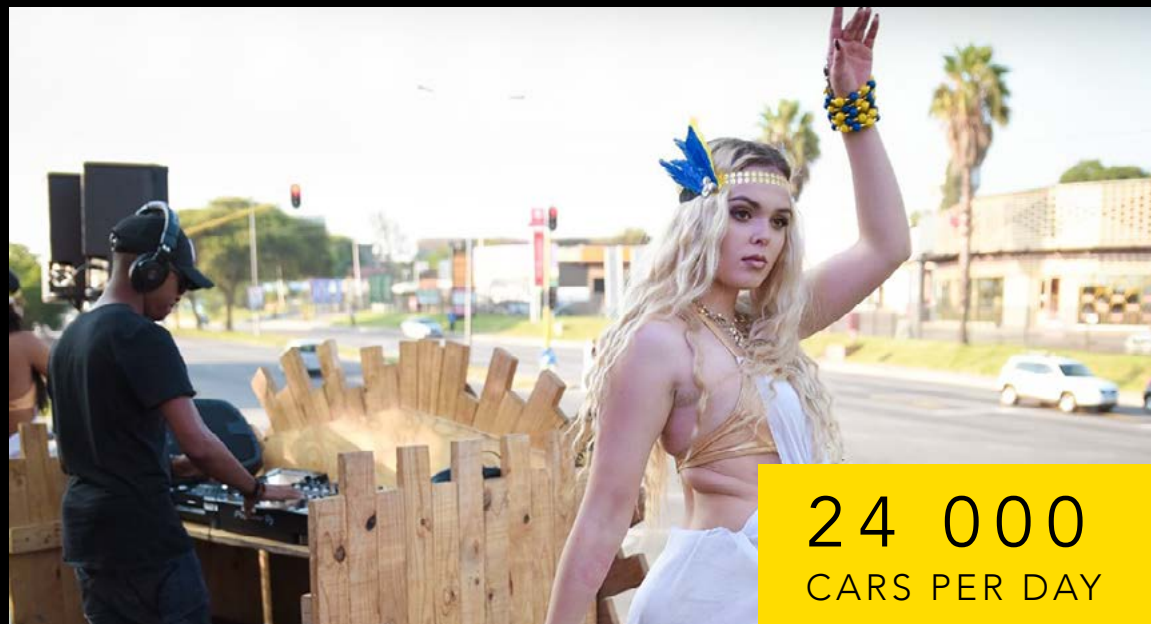




R36,000,000  
MEDIA REACH







2000 TICKETS  
IN ONE WEEK





# HEADLINERS



DJ SNAKE

f 9,341



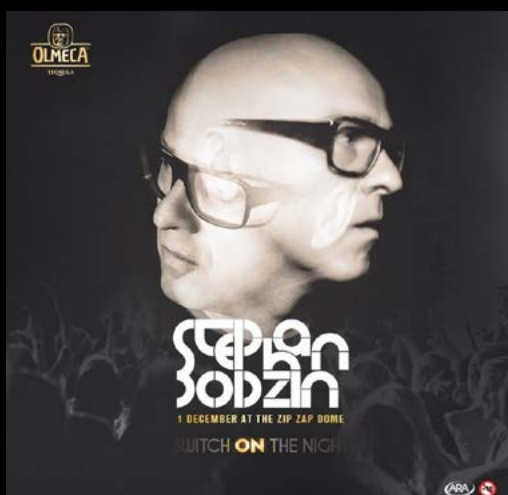
BLACK COFFEE

f 36,620



ARMIN VAN BUUREN

f 61,000



STEPHAN BODZIN

f 114,384



ROBIN SCHULZ

f N/A



AKA

f 73,444

BLACK MOTION

f 9,341



DJ FRESH

f 36,620



SHEKHINAH

f 61,000



TIMO ODV

f 114,384



TRESOR

f N/A



DE CAPO

f 73,444



## MEDIA PARTNERS



## TELEVISION



## RADIO





**Corona (ZA)**

Published by Thulisile Shabangu [?] · April 11 at 9:30am · ✨

We can't wait to see our headline acts Masters At Work, Kungs and CamelPhat perform at Corona Sunsets Festival - Johannesburg. Get your tickets to see them and other amazing artists on the day:  
<https://corona.nutickets.co.za/JHB2018> #CoronaSunSetsZA #ThisIsLiving

Enjoy Responsibly. Not For Sale to Persons Under The Age of 18.

405,964 people reached

Boost Post

Like Comment Share

Latief Jones, Lei Sure and 580 others

47 Shares 21 Comments

Write a comment...

### Net Likes

Net likes shows the number of new likes minus the number of unlikes.

Date	Unlikes	Organic Likes	Paid Likes	Net Likes
MAR 29	10	80	10	80
MAR 30	10	90	10	90
MAR 31	10	40	10	40
APR 01	10	40	10	40
APR 02	10	10	10	10
APR 03	10	10	10	10
APR 04	10	10	10	10
APR 05	10	10	10	10
APR 06	10	150	10	150
APR 07	10	200	10	200
APR 08	10	240	10	240
APR 09	10	150	10	150
APR 10	10	40	10	40
APR 11	10	40	10	40
APR 12	10	100	10	100
APR 13	10	140	10	140
APR 14	10	110	10	110
APR 15	10	50	10	50
APR 16	10	20	10	20
APR 17	10	10	10	10
APR 18	10	10	10	10
APR 19	10	10	10	10
APR 20	10	10	10	10
APR 21	10	10	10	10
APR 22	10	10	10	10
APR 23	10	10	10	10
APR 24	10	10	10	10

Results from Mar 27, 2018 - Apr 23, 2018  
 Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Metric	Value	Change
Actions on Page	77	0%
Page Views	4,624	-53%
Page Previews	335	+57%
Page Likes	2,038	+6%
Reach	1,385,382	+59%
Recommendations	-	-
Post Engagements	49,064	+13%
Videos	41,078	+62%
Page Followers	2,052	+6%



