



SugarRush Festival



Agenda

Introduction

Design Thinking Process

Inspire

Background Information

Explore

Idea Development

Target Group

Ideate

Concept

Validate

Implementation

Incubate

Feedback

Design Thinking Process

Introduction

- **Observation and Notice**
 - Searching for already existing things
 - Defining a problem
 - Looking at the world around
- **Imagine and Design**
 - Developing and conceptualizing ideas
 - Group work
- **Frame and Reframe**
 - Finding different solutions for problem
 - Experiment with solutions
- **Make and Experiment**
 - Testing and improving the idea
 - Experimenting with idea

Design Thinking Process

Introduction



Prototype

Sugar Rush Fall Festival

- Festival in Sugar Hill, Georgia
- Food, Music, Arts, History, Family

NC Sugar Rush

- Market in Raleigh, North Carolina
- Street Food Festival
- All about desserts

Great Canadian Sugar Rush Festival

- Festival in Kananaskis, Canada
- Festival to celebrate start of maple season

Sugar

Inspire

What is sugar?

- A carbohydrate
- Produced by plants through photosynthesis
- Best sugar suppliers: sugarcanes and sugar roots

Main Growing Countries

- Sugar roots:
 - Russia
 - France
 - USA
- Sugarcanes:
 - Brazil
 - India
 - China

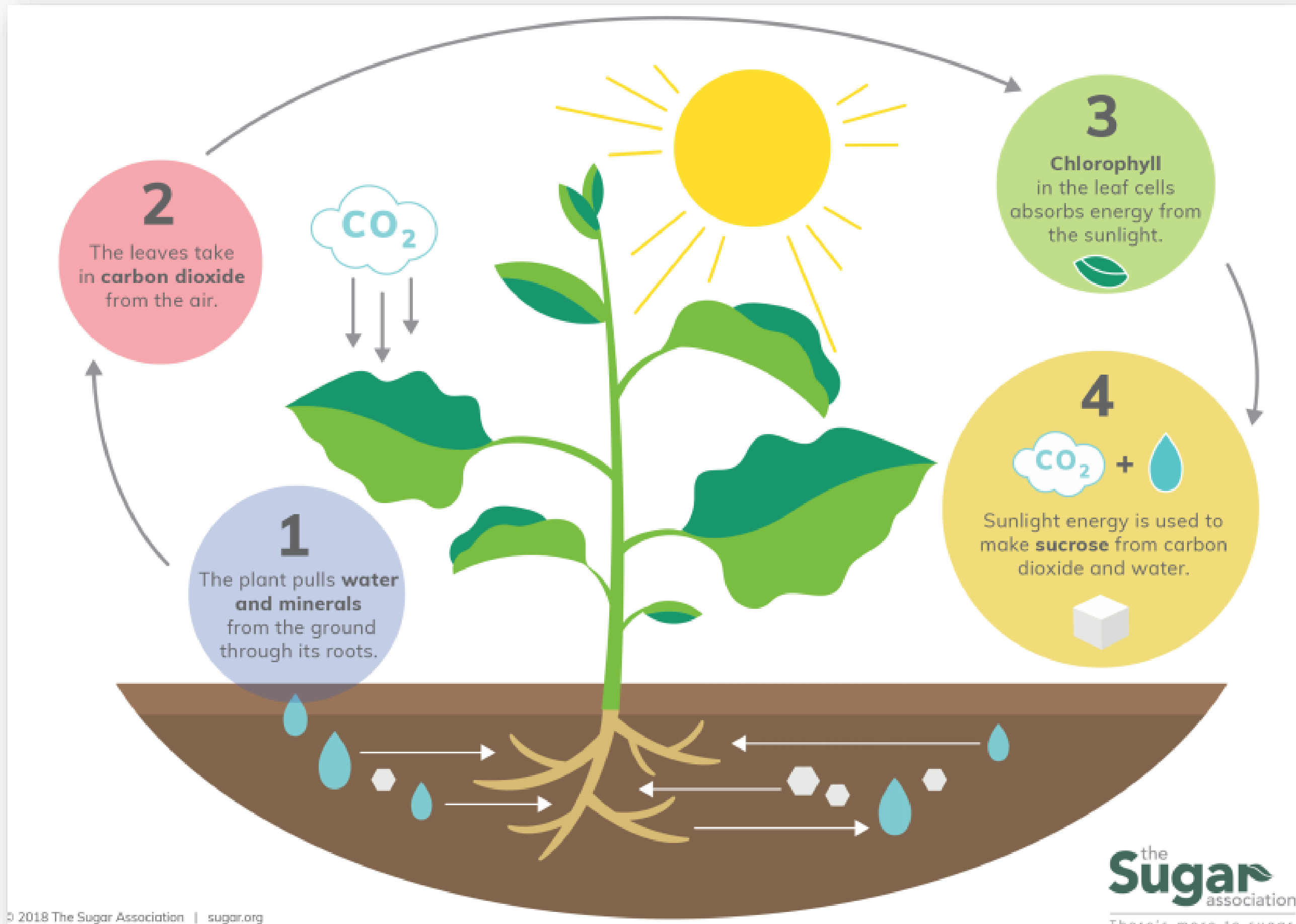
Inspire

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Inspire

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Types of Sugar

Inspire

- **Sucrose**

- “Normal” table sugar
- Glucose and Fructose molecule
- Sugar beets and sugarcanes

- **Glucose**

- Found in fruits honey and vegetables
- Naturally occurring carbohydrate

- **Fructose**

- Found in fruits and honey
- Naturally occurring carbohydrate

- **Further Types**

- Xylose
- Lactose
- Galactose
- Maltose

Food & Sugar

Inspire

Industrial Sugar

- Isoglucose, made from corn or wheat
- The amount between fructose and glucose is not in balance
- More fructose – sweeter – higher consumption

Ready Meals

- Mostly made with industrial sugar
- Cheap and easy to produce

Sugar Consumption

- Recommended: not exceed 25 grams per day per person (World Health Organization WHO)

Country	Average consumption per person per day in grams
USA	126.40
Germany	102.90
Netherlands	102.50
Ireland	96.70
Australia	95.60
Belgium	95.00
UK	93.20
Mexico	92.50
Finland	91.50
Canada	89.10

Inspire

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Sequels Sugar Consumption

Inspire

- **Endorphins**

- Sugar consumption creates endorphins that make us feel happy

- **Risks**

- Heart disease
- Diabetes
- Poor dental health
- High blood pressure

- **Sugar Rush**

- Also sugar high
- State of hyperactivity caused by excessive consumption of sugar

- **Risks**

- High cholesterol
- Obesity
- Growth of cancer cells

Idea

Explore



Idea Development

Explore

Today's life

- Being healthy, doing sport, following a strict diet

Storyline

- Having a sweet break from daily life
- Rewarding yourself by eating sugar in controlled environment
- Sugary food gives endorphins, having a happy time at festival

Cooperation with Sport Brand and Healthcare Association

- Creating awareness that sugar consumption is not generally bad if it is in moderation
- The sport brand tracks the sugar rush and together with doctors, participants get information on healthy lifestyle
- The healthcare association provides additional information on results of a permanently high sugar consumption

Explore

Unique Selling Points

Say yes!

- Consuming sugar is allowed and controlled by doctors at the venue

Sport Brand

- Cooperation with sport brand to track the influences of a sugar rush

Uniqueness

- No comparable event in Germany

Explore

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Aims

Create awareness

- Sequels of sugar consumption, in moderation it is not bad for your health

Personal rewarding

- Lose yourself for two days, do something “forbidden”

Sustainability & Donation

- Reduce and control pollution and water consumption, donate money to healthcare association

Explore

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Target Group

- People interested in EDM music
- Sugar and delightful food lovers
- Adults, age 18 – 40 years old

Event

Ideate

- **Date**

Friday July 16th, 2021
Saturday July 17th, 2021

- **Duration**

2 days event

- **Size**

Approximately
10,000 participants

- **Camping**

Thursday July 15th, 2021
Friday July 16th, 2021
Saturday July 17th, 2021
Sunday July 18th, 2021

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Main Activation

- Giant gingerbread house
- Participants can decorate it with candy and fruits on the first day of festival
- At the end of the festival the house will be broken down and everyone gets a piece

Activations



Photo booth

- Candy and fruit photo booth



Accessories

- Create jewelry out of sweets



Tattoo artist

- Get personal candy or fruit tattoo

Brand Activations



Laboratory

- VR fitness lab by sport brand where participants can control their sugar rush and learn about healthy diet



Manufactory

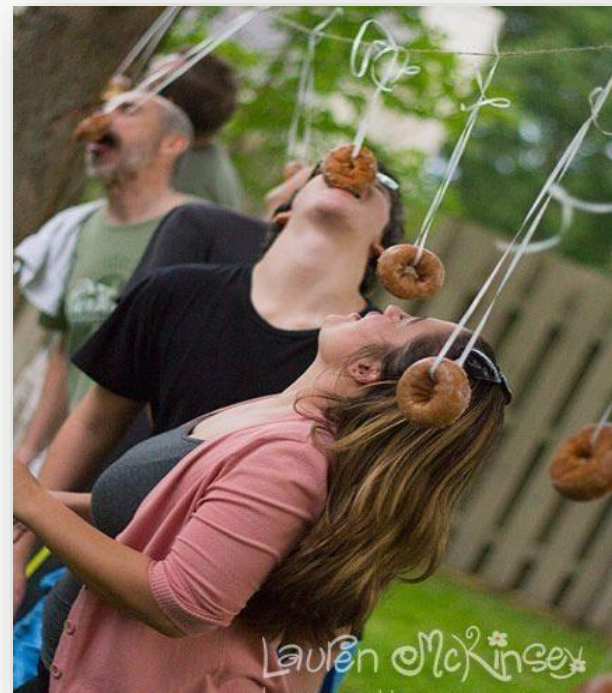
- Create own chocolate with unusual ingredients by chocolate brand



Healthcare booth

- Get information about diabetes, possibility to donate money for medical researches

Camping Activations



Sugar games

- Fruits on a string
- Donuts on a string
- Donut throwing



Pinata

- Huge sugar pinata, the winner gets extra price



Sport

- Morning sport together

Food & Beverage



Sweet

- Candy
- Donuts
- Waffles
- Crepes
- Ice cream



Salty

- Pizza
- Burger
- Fries
- Currywurst



Beverage

- Mocktails
- Milkshakes
- Sodas

Food & Beverage



Sweet

- Fresh fruits
- Fruit salads
- Acai bowls
- Granola bowls



Salty

- Vegetable bowls



Beverage

- Smoothies
- Freshly pressed juices

Ideate

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Special Acts (examples)

Marshmello

EDM: Future Bass, Trap

Slushii

EDM: Trap, Dubstep

Steve Aoki

EDM: Electro, House

Ideate



Location (example)

- Nordsternpark Gelsenkirchen
Am Bugapark 1
45899 Gelsenkirchen
- 100 hectare

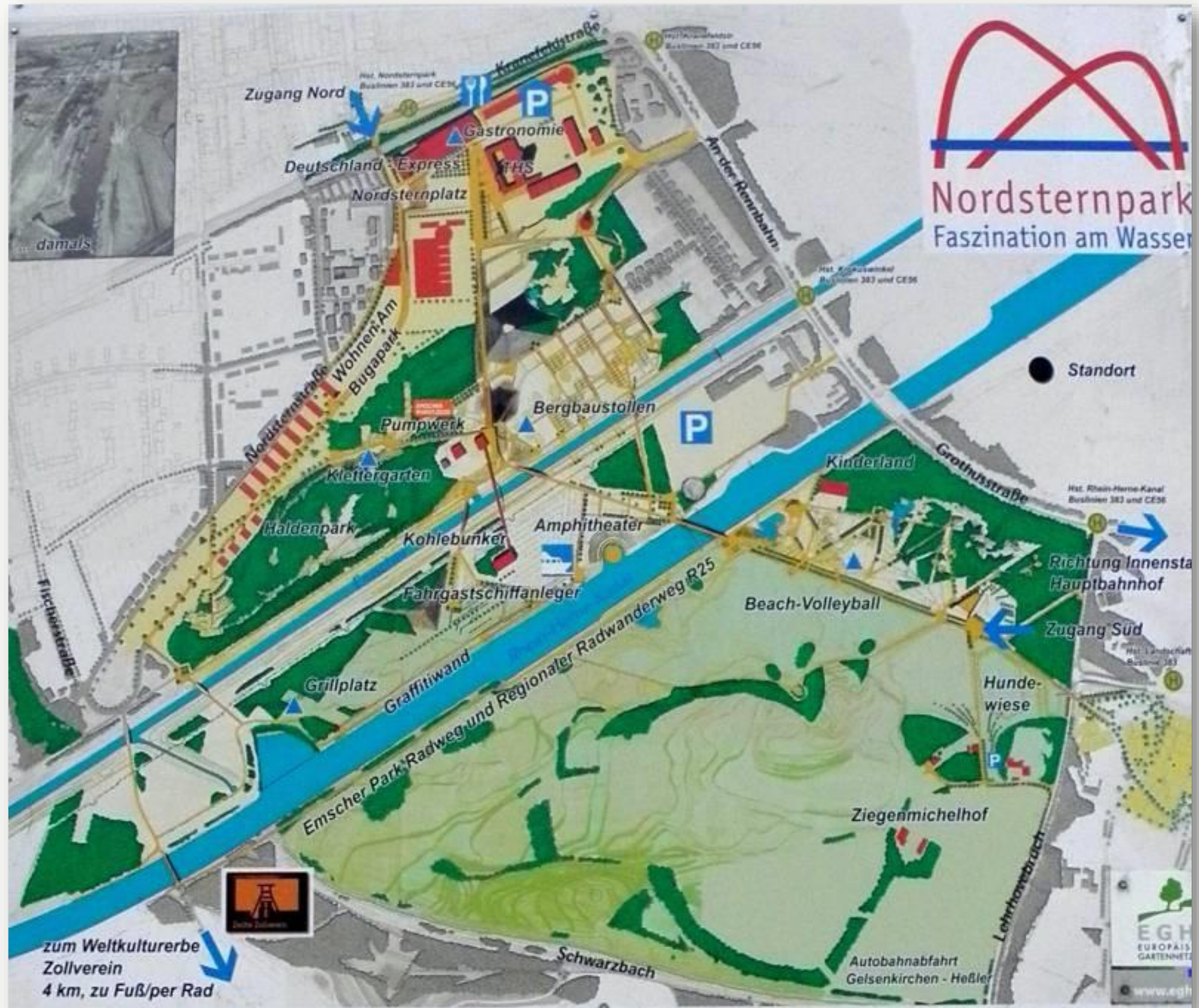
Ideate

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Ideate

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Location Set-Up



Stages

- Two stages



Camping Site

- Possibility for participants to sleep at the venue



Lounge

- Possibility for participants to take a rest and relax during the festival

Location Set-Up



Fruit Jungle

- Area where participants can get their sugary fruits and vegetables



Candy Heaven

- Area where participants can get their candy



Exhibition Space

- Area where all sponsors and partners have their booths

Validate

Event Schedule

Date	Time	Activity
Thursday July 15th, 2021	04:00 pm	Opening Camping Ground
Friday July 16th, 2021	03:00 pm	Opening Festival Day 1
Saturday July 17th, 2021	02:00 am	Closing Festival Day 1
Saturday July 17th, 2021	03:00 pm	Opening Festival Day 2
Sunday July 18th, 2021	02:00 am	Closing Festival Day 2
Sunday July 18th, 2021	06:00 pm	Closing Camping Ground

Event Policy

Validate

- **Nature**
 - Treat nature well and care about world you share with others
- **Food**
 - No alcohol and drugs, only sugar
 - Food leftovers will be donated to Deutsche Tafel
- **Venue**
 - No plastics used during the event
 - Recyclable waste only
 - Controlled water consumption
- **Yourself**
 - Cheating is allowed for that weekend but keep up with healthy lifestyle

Communication Plan

Validate

- **Social Media**

- Instagram, Facebook, TikTok
- #sugarrush2021
- Influencers
- DJ fanbase

- **Homepage**

- Own homepage

- **Sponsors & Partners**

- Homepage
- Social media channels
- Magazines

- **Print**

- Local billboards
- Magazines from the industry
- Local flyers

Financing Strategy

Validate

- **Sponsors**

- One gold sponsor
- Further sponsors

- **Funds**

- BDSI (Bundesverband der Deutschen Süßwaren Industrie)
- Initiative Musik
- Ministry of Cultural Science NRW

- **Product Testing**

- Sponsors provide their new products to participants, in return the participants rate the products

- **Ticket Prices**

- Tickets sold

Validate

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Payment System

- Wristbands
- Cash- less payment during the festival
- Participants can refill their wristbands limitless

Feedback

Family and Friends

- Good idea, extraordinary
- Small target group
- Creating awareness for diabetes is good

Class bbw

- Very good idea
- Need to point out the awareness creation
- Important to explain the results of sugar consumption

Business Coach

- Special, interesting idea
- Risky and much effort to find sponsors



Thank you!

Do you have any questions?