

FELD ENTERTAINMENT MONSTER JAM CASE STUDY



In March of 2017, nearly 40,000 enthusiastic fans packed a football stadium to enjoy the excitement of Monster Jam®. What made this experience different from the over 350 performances Monster Jam presents annually across the United States and around the globe? These were the first live entertainment events to take place at the King Fahd National Stadium in Riyadh, Saudi Arabia.

A promotional poster for the Monster Jam event. The top part features the text "العروض العائلية الأكبر" (The largest family entertainment) and "لأول مرة في المملكة" (For the first time in the Kingdom). It includes the Monster Jam logo and the text "تقدم لكم" (Presenting to you). The bottom part of the poster shows a monster truck in action. To the left of the poster is a ticket information box with the dates "17-18 مارس" (March 17-18), the venue "استاد الملك فهد" (King Fahd Stadium), and the ticketmaster website "www.ticketmasterksa.com". It also lists the phone number "920022006" and mentions sponsors like Pepsi, Coca-Cola, and McDonald's.

"Monster Jam is internationally known for playing the world's best stadiums" notes Juliette Feld, Chief Operating Officer for Feld Entertainment. "In Saudi Arabia we were honored to be the first family show to perform at the King Fahd International Stadium and offer the people of Saudi the same excitement and entertainment our fans have come to know and love the world over." To achieve this historic feat, however, Feld Entertainment, the presenters of Monster Jam, had to overcome many logistical, operational and marketing challenges.

Monster Jam prides itself on the quality of each and every performance, regardless of where in the world it's happening. In order to deliver that same level of quality in the capital of Saudi Arabia, careful logistical and production planning was required, including:

- 8 – Monster Jam trucks, each weighing 4,500 kilograms
- 6 – Freestyle motocross bikes
- 8 – ATVs
- 85 – Production staff (representing 12 different nationalities)
- 4,050 – tons of clay-based dirt
- 10 – sea containers travelling approximately 8,128 nautical miles
- 1,800 – liters of methanol gas
- 30,000 – meters of plastic
- 13 – pieces of heavy equipment
- 24 – cars and vans to crush
- 1,303,122 – air miles flown

Marketing for the show also presented its own set of challenges, but also tremendous opportunity as well. "Saudi Arabia is a diverse and sophisticated media market," said Magnus Danielsson, Vice President - International Motor Sports for Feld Entertainment. "We had only a limited period of time to promote the show and build our brand, so we had to be strategic in how we prioritized messaging. We were extremely fortunate to have partners who were so adept at utilizing various marketing platforms as well as the valuable support of the General Entertainment Authority."

Plans are already in the works for a return to Saudi Arabia with new cities to be added. Monster Jam will also continue to break new ground on the 2017 tour with first-ever engagements planned for Buenos Aires, Argentina; Beijing, China; Singapore and Sao Palo, Brazil. "Producing a Monster Jam show in a new international market always comes with challenges" said Danielsson. "We have an experienced production team that's produced shows in stadiums all over the world and in all shapes and sizes so we're always focused on finding solutions."

For more information on Monster Jam in Saudi Arabia, please visit:

<http://www.monsterjamarabia.com/ar/index.php>

<http://www.arabnews.com/node/1070496/saudi-arabia>

https://www.washingtonpost.com/opinions/global-opinions/a-young-prince-reimagines-saudi-arabia-can-he-make-his-vision-come-true/2017/04/20/663d79a4-2549-11e7-b503-9d616bd5a305_story.html?utm_term=.6e28ca9024e5

For more information on Monster Jam, please visit:

<https://www.monsterjam.com/en-US/>

