

1.5 million
BEATS
in Hungary

THE CHALLENGE

The younger generation loves to travel but they don't prefer domestic trips.

But parties are their first destinations for sure.

THE SOULITION

Let's bring parties and domestic attractions together!

**We travelled across Hungary on land,
water and air through the beats of DJs.**



HOW?

We have teamed up with BeMassive, an official party organiser for a long-term sponsorship to bring parties and domestic tourist attractions together. We live streamed the series at the official tourism channel of Hungarian Tourism Agency. We targeted both our domestic and international target group via Facebook and YouTube.



HOW?

The naming of the series was inspired by honoring the famous backpacker television series '1,5 million steps in Hungary' and elevating it to a whole new level by travelling the waves of music.



ABOUT THE PARTIES

The livestream party series has started
with **3 legendary locations** via social channels:

Lillafüred

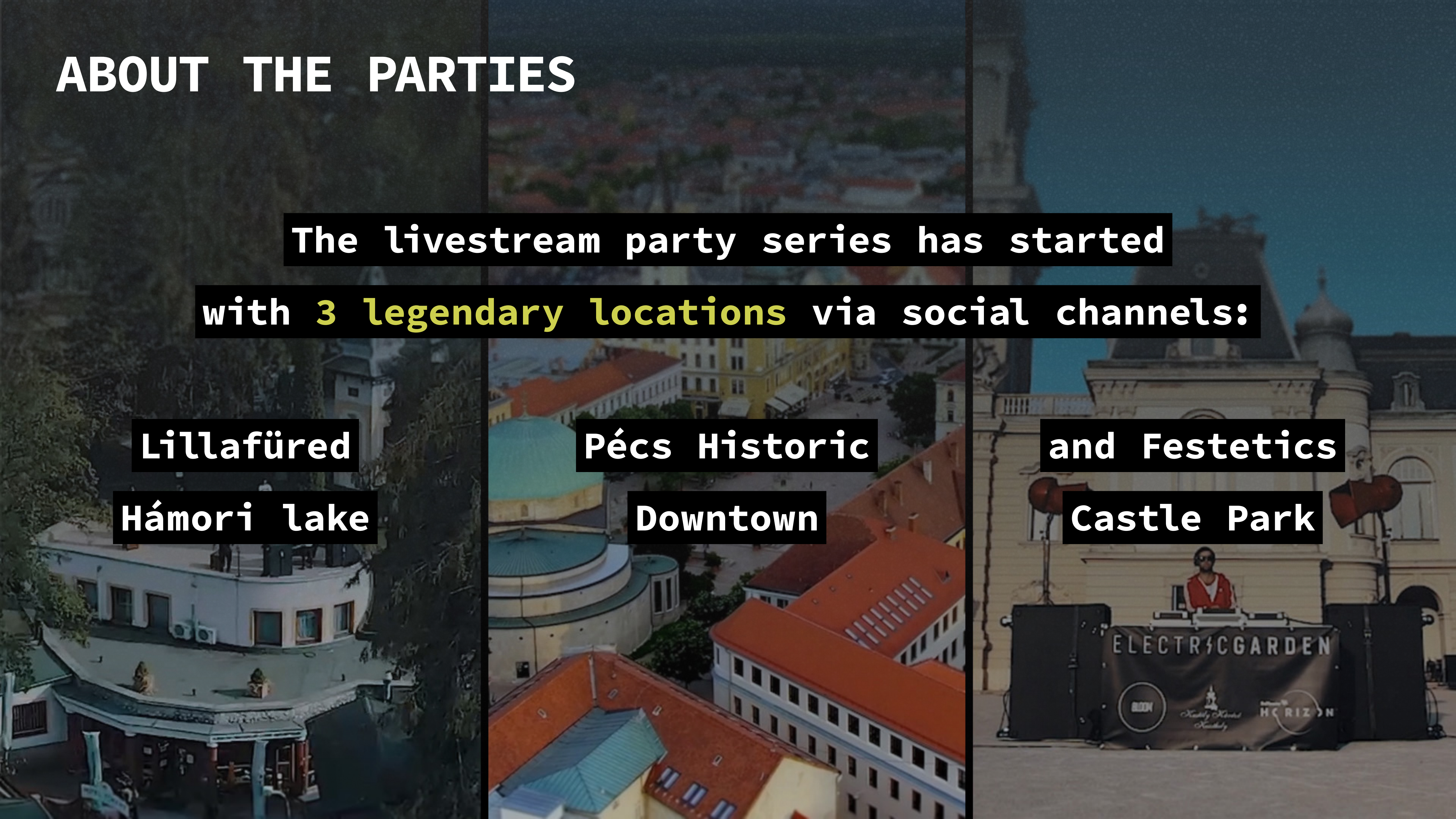
Hámori lake

Pécs Historic

Downtown

and Festetics

Castle Park



ABOUT THE PARTIES

...and continued **with 16 more hidden gems:**

Danube bend, Kékestető TV tower, Esztergom Basilica,

Balatonboglár Globe Observatory, City Park Ice Rink

Budapest, Pannonhalma Monastery, Bodrog-Tokaj-Sárospatak

on the board of a cruise ship, Hollókő Castle, Velence Lake

from a hot air balloon, Hévíz Thermal Pond, Tisza Lake,

Budapest Danube cruise ship, Museum of Ethnography,

Opera House, Dég Festetics Castle and Tata Esterházy Castle.

THE RESULTS

The livestreams premiered every time at 7PM on YouTube and after a while the series have **turned into real offline party series** with even more secret locations.

The series resulted in a cumulated **3 million views** on the social platforms...

...and on top of that the **national television** have **broadcasted** them as a series on **Saturday nights**.

THE TEAM

Dániel Csirke

Creative Director

Gergely Nádas

Content Director

Nóra Kienzl

Operations Director

Zoltán Barát

Associate Creative Director

Virág Hudák

Senior Account Manager

Dávid Hőna

DOP

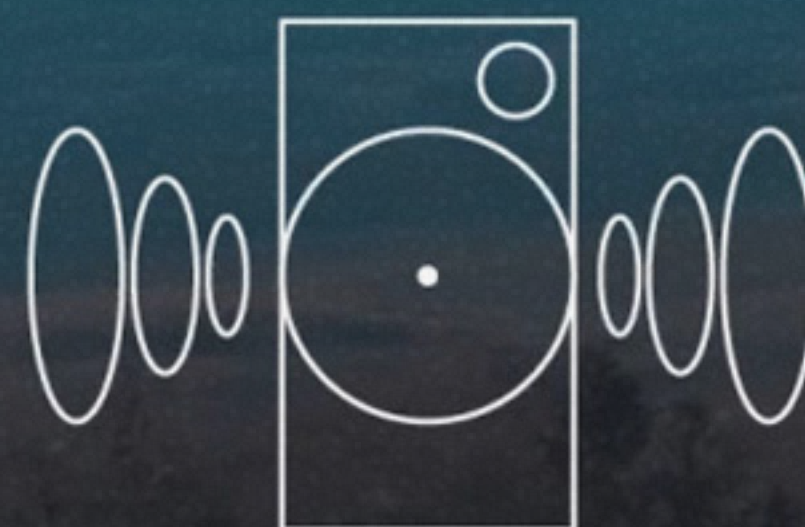
Mátyás 'Metha' Végh

Project manager (and our DJ)

In cooperation with

Be Massive Horizon

party organizing team.



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