



## THE HGTV LODGE

In 2012, HGTV challenged Pop2Life to develop a unique platform that allowed their brand to engage millennials at the CMA Music Festival. Pop2Life's solution introduced The HGTV Lodge. In a sea of branded tents at CMA Festival, Pop2Life designed and built an authentic, buzzy and larger-than-life "home base" for the HGTV brand. The Lodge is a big, rustic, wooden barn built in the middle of downtown Nashville, Tennessee, designed to host intimate and priceless experiences that connect fans with music artists and HGTV's on-air talent.

In its first year, The Lodge hosted performances and autograph sessions from both top and emerging country music artists. Now in its fourth year, The Lodge hosts exclusive performances with country music's biggest stars, creating truly memorable and magical experiences for fans. It has become a coveted destination for CMA Festival attendees.



HGTV promotes The Lodge experience through a nationwide sweepstakes, enabling the brand to connect with thousands of fans and viewers across the country while their marketing team also achieves strategic digital and content marketing objectives.

The Lodge experience provides fans with photo opps, VIP meet-and-greets, as well as a trendy, cool (air-conditioned) space to rest and recharge between CMA Fest activities. HGTV uses this as an opportunity to create unique digital content featuring on-air HGTV talent, fans, and country stars playing The Lodge stage.

Not only did The Lodge capture the hearts and attention of HGTV's target millennials, but press and other notable brands took notice. Rolling Stone featured it as one of the best activations at the 2014 CMA Fest, and that same year, HGTV partnered with DIRECTV to bring The Lodge to Super Bowl XLIX in Glendale, Arizona.

In February 2015, HGTV debuted a completely redesigned "Super Lodge" at Super Bowl XLIX, becoming part of DIRECTV's three-day Super Fan Fest music festival directly opposite the football stadium. The Super Lodge expanded and enhanced HGTV's ability

## CASE STUDIES OF DISTINCTION

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to produce large-scale concerts with a versatile, state-of-the-art stage, as well as to host VIP, intimate interior performances.

Pop2Life has managed all aspects of HGTV's Lodge from concept to execution for over four years. By leveraging its unique music relationships and production expertise, Pop2Life has succeeded in establishing impactful and engaging connections between artists, fans and HGTV. Artist who've played The Lodge include: Zac Brown Band, Lady Antebellum, Goo Goo Dolls, and Alesso.

The legacy of The Lodge has just begun - HGTV and Pop2Life are now exploring other opportunities to take The Super Lodge on the road in 2016, due to its overwhelming success.

