

OYU Fest is a celebration of summer, music, friendship, food, and dance, inspired by the OYU Live online music project. OYU Fest features Kazakhstani artists, traditional-style entertainment, support for local businesses, and a significant contribution to the culture of the city and its residents.



BRANDING AND VISUAL IDENTITY

ARTIST PROMO



ILLUSTRATIONS

AFISHA



LOGO

MERCH



OYU
Festival

RESULTS AND ACHIEVEMENTS

The OYU Festival 2024 became a landmark event for the cultural life of Kazakhstan.

It attracted attention not only from the local but also the international audience, showcasing Kazakhstan's cultural diversity and modernity.

- Over **18,000 participants** at both festivals
- Over **7,100,000 views** on social media
- Reach: **2,500,000 people**
- Number of clicks: **57,000**
- Blogger and influencer audience: **10,000,000 followers**
- The festival line-ups included performances by Kazakhstani artists and bands.

In Almaty, **Marhaba Sabi, Kunzharyq, Aikyn, Shiza, Irina Kairatovna, Nurlan & Murat, Dequine,** and **Ayau** performed.

In Astana, performances included **Asiya, Shiza, Nurlan & Murat, Sadraddin, Tynyq, V\$XV PRiNCE, ARO, Aikyn** and **Dequine**.

SMM-MARKETING



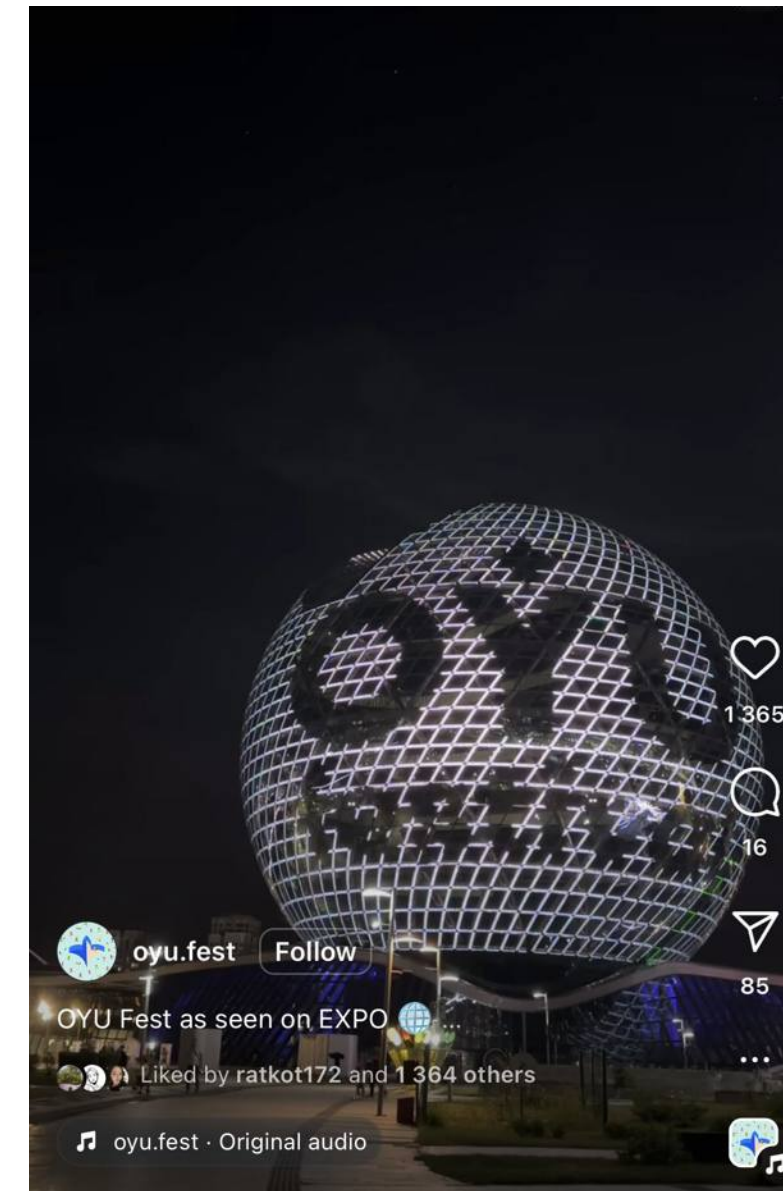
**INFLUENCE
MARKETING**



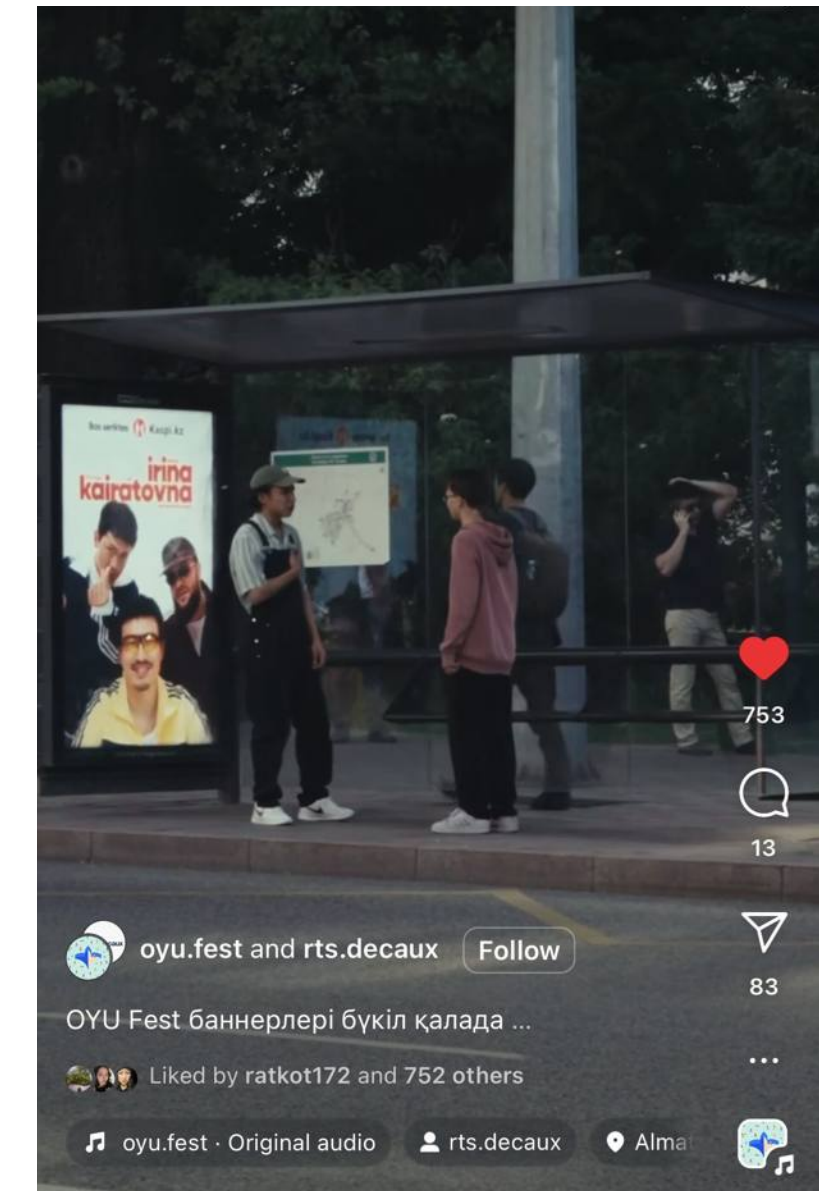
**COLLABORATIONS
WITH VISUAL
ARTISTS**



**VIDEO PROMO
CAMPAIGN**



**OFFLINE AD
CAMPAIGN**



**OFFLINE AD
CAMPAIGN**



SITUATION

In 2024, QARA Studios organized the OYU Festival 2024 in Almaty and Astana, aiming to unite people through music and art while reflecting the uniqueness of Kazakh culture.

PROBLEM

Our challenge was to make the OYU Festival 2024 not just an event but a tradition.

We aimed to blend historical cultural elements of Kazakhstan with modernity to attract a broad and diverse audience. Additionally, the goal was to scale up—the festival was held in two cities in Kazakhstan this year.

RESULTS AND IMPACT

The OYU Festival 2024 became an important cultural event, uniting generations and strengthening Kazakhstan's cultural identity.

Partnerships with major brands and successful advertising campaigns helped attract both local and international audiences, laying the foundation for future festivals.

