

***BRAINBAR***<sup>TM</sup>



**BRAIN BAR 2024**  
**26-27 SEPTEMBER**  
**HOUSE OF MUSIC HUNGARY**

Brain Bar is a **community of content creators**. We produce edutainment podcasts and videos, and **organize Europe's biggest festival on the future** to broaden our audience's horizons.

The yearly festival in Budapest is the perfect opportunity for our Partners to mingle with each other and our audience, and find the most talented youngsters at our self-developed career fair.



# WHO ARE WE?

A group of young people, including a woman in the foreground who is laughing and reaching out towards a humanoid robot. The robot is grey and has 'GO1' written on its side. Other people are visible in the background, some looking at the robot and others talking. The scene is outdoors on a paved area.

# FUTURE IS OUR PASSION

**In September 2024, Europe's biggest festival on the future will again be held in Budapest**, in one of the most awarded buildings on our continent, the **House of Music Hungary**. For two full days, our young audience will have the chance to discuss the most burning questions of the 21<sup>st</sup> century with local and foreign scientists, politicians, businesspeople, and cultural personalities. Brain Bar is an interactive event internationally known for its unique concept and special formats.

Since the first festival in 2015, we have had the privilege of hosting a wide range of diverse speakers from a multitude of fields, including world-renowned psychotherapist **Esther Perel**, astronaut and former International Space Station commander **Chris Hadfield**, clinical psychologist and best-selling author of 12 Rules for Life **Jordan Peterson**, and **Sophia**, the world's first android citizen.

The festival is visited by thousands of students and teachers shaping our future – for free. The premium live stream of Brain Bar is followed by tens of thousands of viewers during the event. Brain Bar is proud to welcome attendees from all over the world with a special focus on Central Europe. Many significant brands such as **Google**, **BOSCH**, **OTP Bank** and **4iG** partner with us.

A large crowd of people is gathered in a dark theater or event space, celebrating. The ceiling is covered in a thick shower of multi-colored confetti (red, green, blue, yellow, and white). Several bright spotlights are visible on the ceiling, illuminating the scene. The audience is seen from behind, with many people clapping and holding up their phones to capture the moment. The overall atmosphere is festive and celebratory.

# 2023 AFTERMOVIE

# BRAIN BAR 2023 IN NUMBERS



10 500+

Students & teachers  
registered



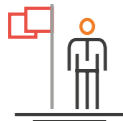
12 500+

Visitors



150+

Speakers



130

Volunteers



81

Nationalities



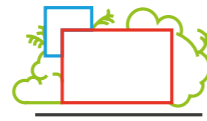
112

Sessions



120+

Journalists



5

Stages

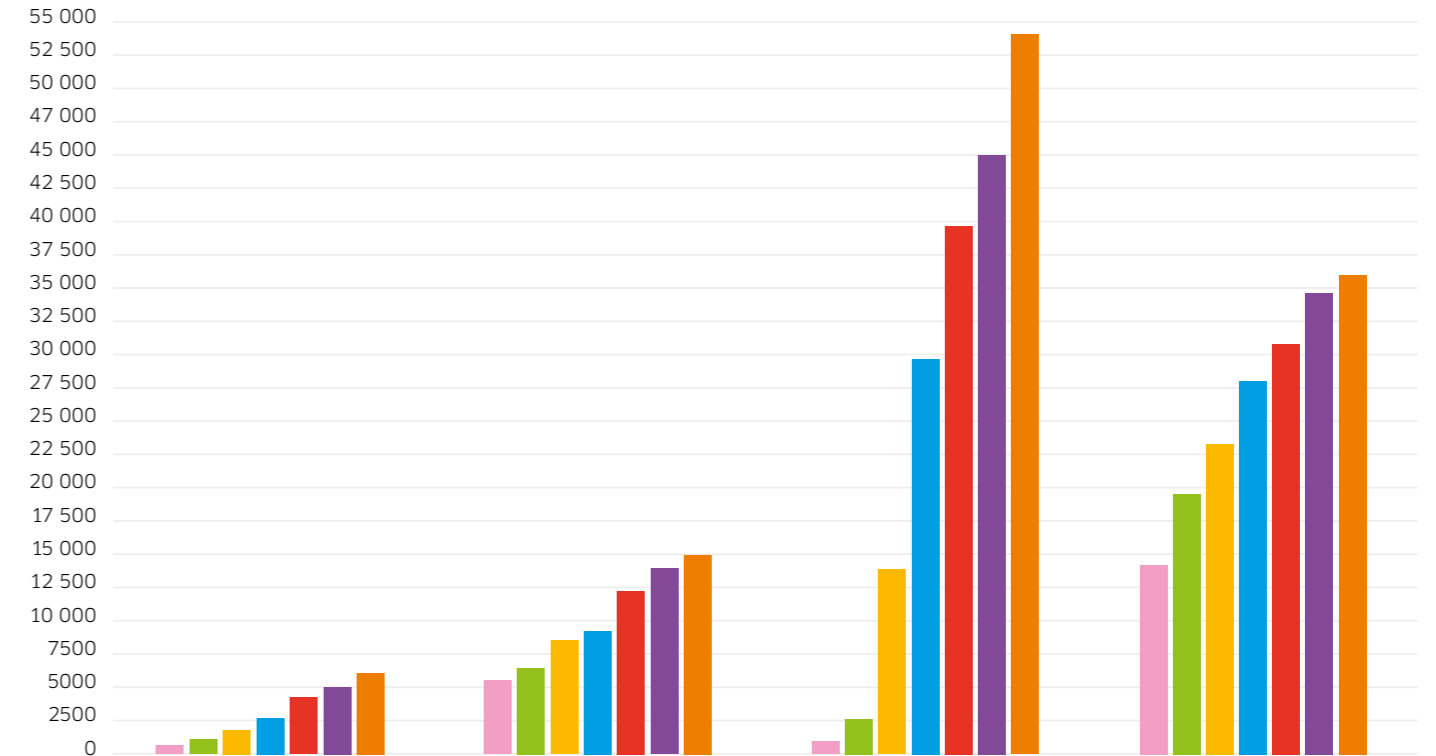


5000+

Pots of greenery

## Social media following

2017 2018 2019 2020 2021 2022 2023



LinkedIn

Instagram

Youtube

Facebook

+20%  
increase



+10%  
increase



+20%  
increase



+8%  
increase



2023 was the year we launched our TikTok channel, which has gained 14 200 followers within the first few months.

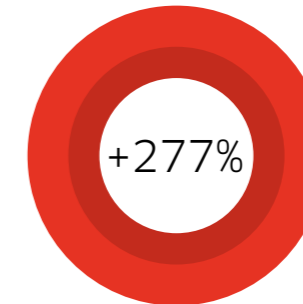


# MEDIA PRESENCE HIGHLIGHTS IN 2023

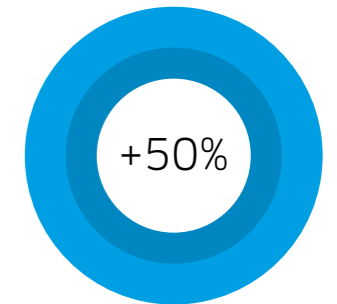
Views on TikTok: 2 800 000+

Views on YouTube: 1 700 000+

Growth compared to the 2022 festival season:



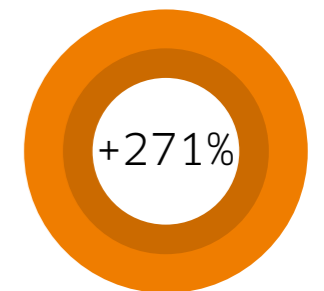
watch time on YouTube



Instagram followers



LinkedIn visitors



Facebook profile visits

Number of times the app was opened: 80 255

Articles and interviews in the press: 331

331 appearances in articles, on TV and on the radio

58 interviews with speakers

360 000 000+ Ft earned media value

Media covering Brain Bar 2023:

Forbes

hvg.hu

index

RTL

W-N

telex



KOSSUTH  
RÁDIÓ

NÓKLAPJA



# BRAIN BAR IN THE PRESS

We keep texting, and yet, we have never been lonelier – Forbes [↔](#)

Europe's biggest future-themed festival – Hír TV [↔](#)

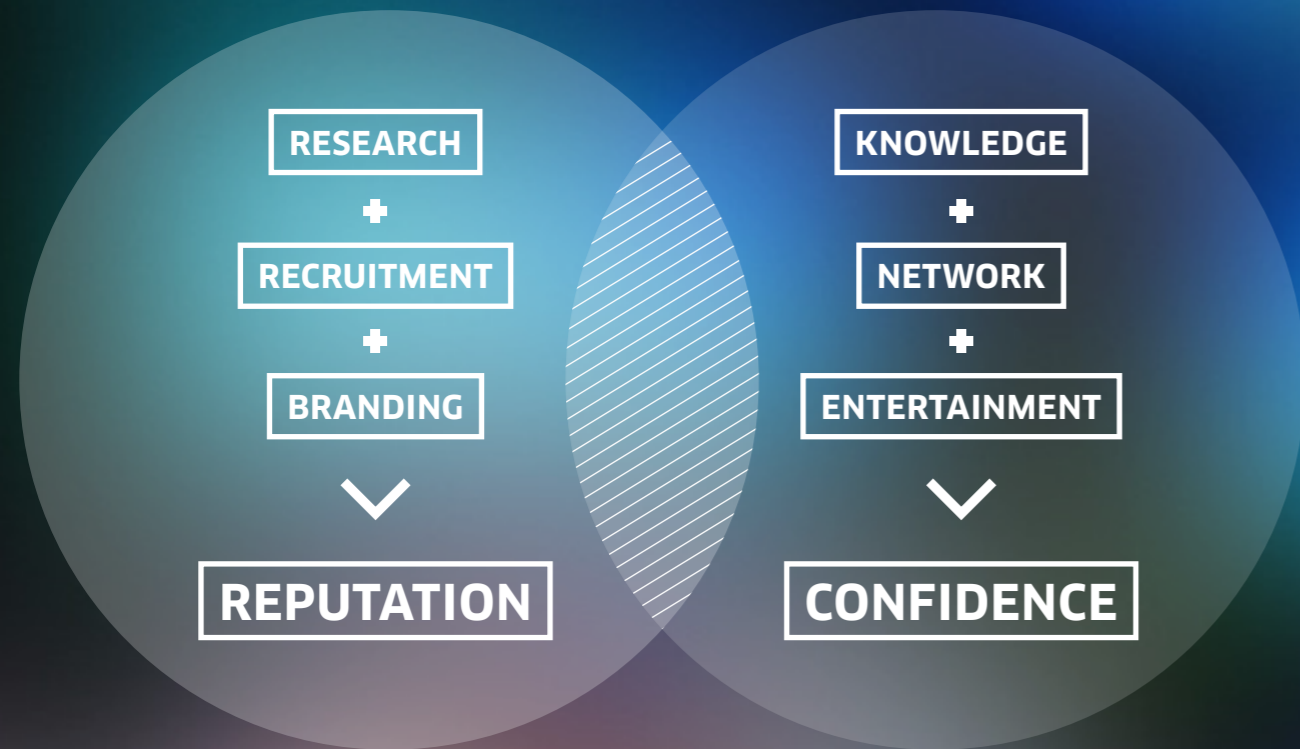
Dinosaurs are not extinct – they are still with us – hvg.hu [↔](#)



# OPPORTUNITIES FOR COOPERATION



# VALUE CREATION BOTH FOR PARTNERS AND COMMUNITIES



Behind Brain Bar is year-round work – and quality collaboration with companies that want and can say something forward-looking to Generation Z.

This is why we believe it's of utmost importance to give time to understanding our partners' values and key messages. Instead of rapid, pre-packaged solutions, we develop sophisticated brand appearances, as well as innovative and efficient content collaborations.

The partnership packages presented on the following slides (Packages I, II, III, and Strategic Package) merely form the cornerstones of our collaborations. Through close, mutually supportive teamwork, we construct a completely tailored and comprehensive palette, meeting the specific needs of our partners, and provide a corresponding offer.

# VALUE CREATION BOTH FOR PARTNERS AND COMMUNITIES

## PACKAGE I

## PACKAGE II

## PACKAGE III

## STRATEGIC PACKAGE

		PACKAGE I	PACKAGE II	PACKAGE III	STRATEGIC PACKAGE
LOGO DISPLAYS	website	✓	✓	✓	✓
	sponsors' wall, outside and inside digital platforms, column wraps		✓	✓	✓
	booklet, newsletter footer, after-movie			✓	✓
	prominent on-site platforms			✓	✓
SPEAKERS	• Inside or Outside Main Stage*			1 speaker	1 or 2 speakers
	• Inside Small Stage				
	• Outside Small Stage	→ 1 speaker or Category C booth	→ 1 speaker	→ 1 speaker	→ 1 or 2 speakers
	• Mobile venue				
BOOTHS	Round 3 – Presumably a Category C booth	✓ or delegating 1 speaker **			
	Round 2 – Presumably a Category B booth		✓	✓	
	Round 1 – Presumably a Category A booth				✓
APPEARANCES IN BRAIN BAR'S CONTENT	posting job openings on Talent Market, Brain Bar's job search platform	✓	✓	✓	✓
	story/mention in a thematic post on Brain Bar's social media platforms and/or in newsletter copy		1	2	2
	dedicated post on Brain Bar's social media platforms and/or dedicated newsletter segment				✓
	publication and/or live stream of speaker's talk on YouTube			✓	✓
	one-page booklet ad			✓	✓
	playing of a video/commercial no longer than 30 seconds on on-site screens (ca. 250 repetitions)			✓	+ during the live stream on YouTube
	bio/description of speakers and talks on website/app	in case a speaker is chosen as part of the package **	✓	✓	✓
	description of the booth on the app/in the booklet	in case a booth is chosen as part of the package **	✓	✓	✓
in-app company profile	✓	✓	✓	✓	
TICKETS	Brain Bar festival pass (or daily tickets in the same value) + a 30% discount for additional passes and ticket	5 +10 items	10 +15 items	15 +20 items	20 +25 items

\* The decision regarding the location of the talk/conversation lies in the hands of Brain Bar's content team \*\* The location is either the Outside Small Stage or the Mobile venue

# FURTHER OPPORTUNITIES FOR COOPERATION

The packages can be complemented with additional unique collaboration opportunities both within the framework of the festival and beyond, throughout the rest of the year!

## FESTIVAL-RELATED OPPORTUNITIES

- Joint invitation of international speaker
- Dedicated stage with individual programs in a room accommodating 120 visitors (Inside Small Stage) on Day 1 or Day 2 of the festival
- Naming of a stage
- Naming of our volunteering program

## YEAR-ROUND OPPORTUNITIES

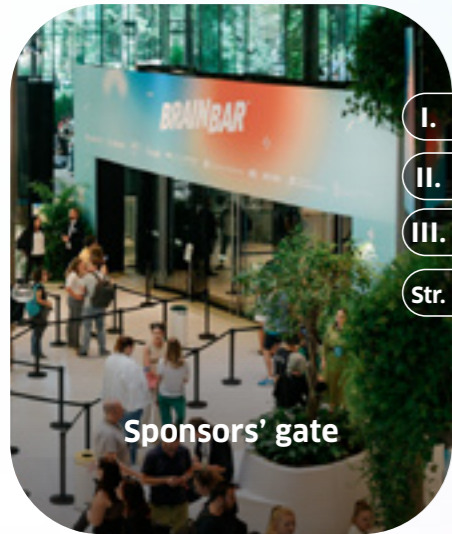
- Appearance in podcast
- Appearance in video
- Ambassador program – delegation of 1 speaker/facilitator to a workshop
- Generation Insight Survey – complimenting Brain Bar's research with 3 questions of partner's choice
- Side event



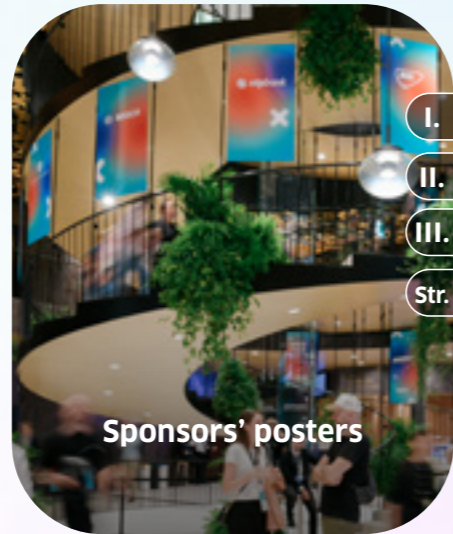
# THE DETAILS OF BRAIN BAR'S COOPERATION OPPORTUNITIES

**BRAINBAR**

# LOGO DISPLAYS



Sponsors' gate



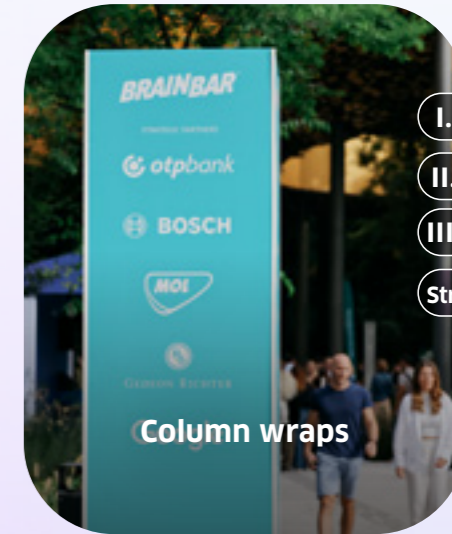
Sponsors' posters



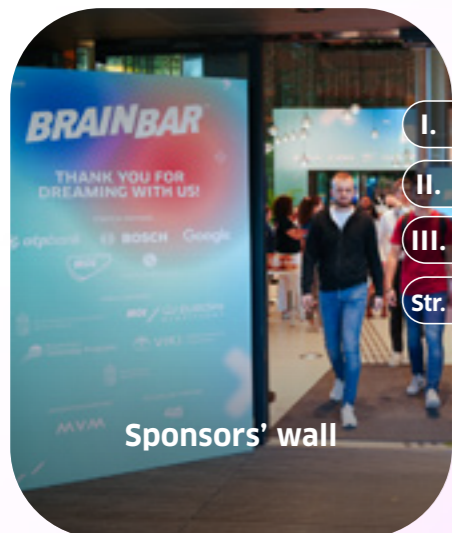
Vision Stage LED Wall



Digital signage



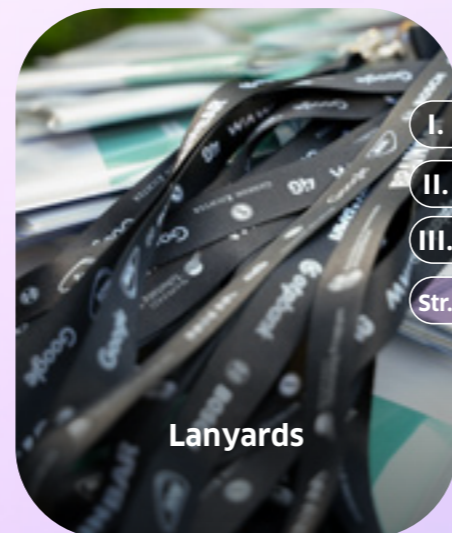
Column wraps



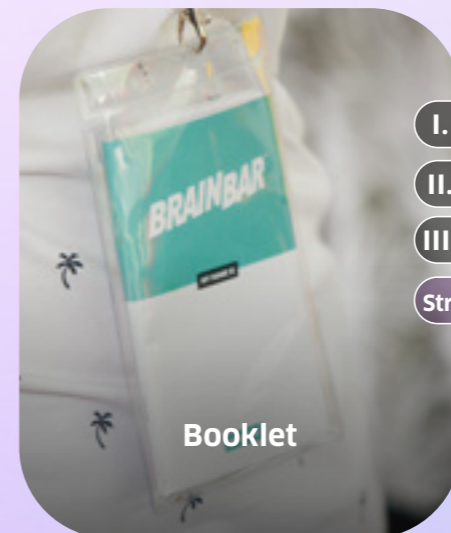
Sponsors' wall



Newsletter footer



Lanyards



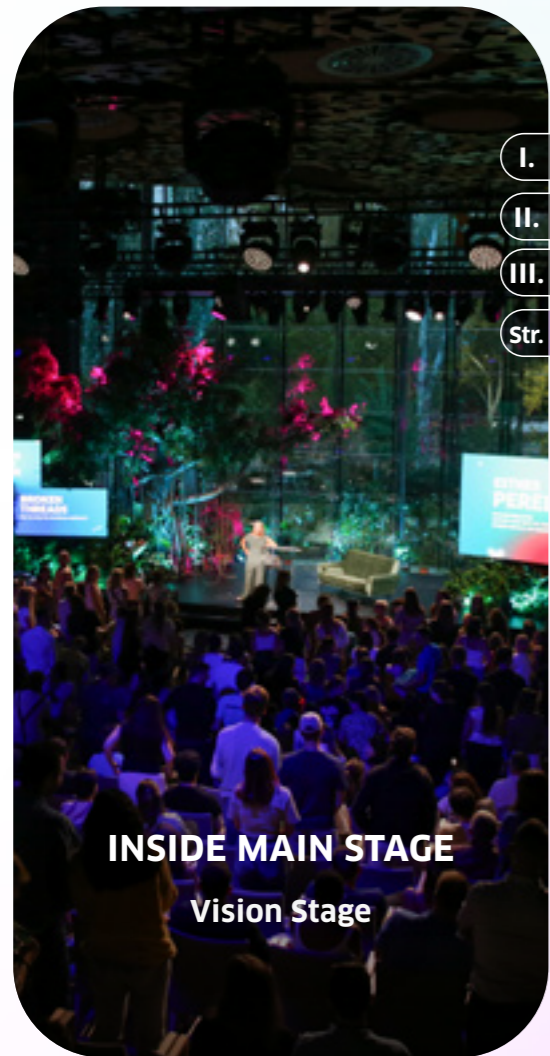
Booklet



Website

# SPEAKER

A speaker can be delegated from the company's local or international headquarters, as the festival has been bilingual for years. Speakers may talk on the following stages about topics discussed with our agenda team.



**INSIDE MAIN STAGE**  
Vision Stage



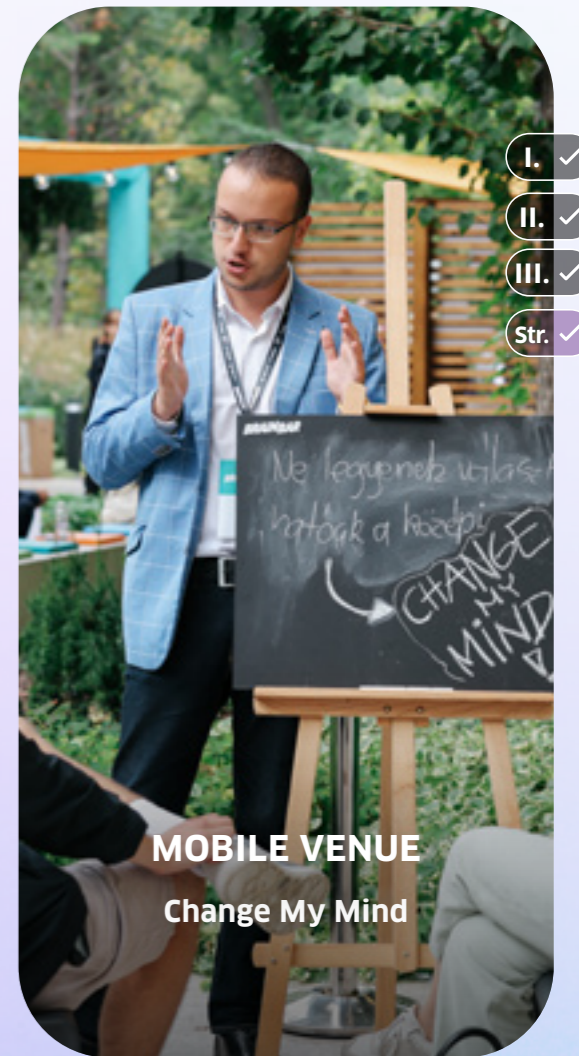
**OUTSIDE MAIN STAGE**  
Catalyst Stage



**INSIDE SMALL STAGE**  
Library Stage



**OUTSIDE SMALL STAGE**  
Talent Hub



**MOBILE VENUE**  
Change My Mind



# MAIN STAGES

VISION STAGE • CATALYST STAGE

- I.
- II.
- III. ✓
- Str. ✓

Events on the Inside Main Stage will be **streamed online for a wider audience**, and we will **record the performances on both main stages for later publication** on our YouTube channel, linked to **online campaigns** on our social media platforms, and in our newsletter.



The Library is a venue for **smaller, more focused talks, conversations, and our Brainpicking sessions.**

It is quite literally a live library where festival visitors can 'borrow' interesting speakers for a short one-to-one chat.



# INSIDE SMALL STAGE

## LIBRARY STAGE



# OUTSIDE SMALL STAGE TALENT HUB

- I. ✓
- II. ✓
- III. ✓
- Str. ✓

In 2024, we will continue to offer a range of opportunities at the festival to help young people who are interested in developing their careers. **On our Talent Hub stage, they can hear thoughts from inspiring professionals and get practical guidance and tips on how to advance in their professional lives** – for Brain Bar is a place where ambitious candidates seek meaningful challenges.

**Throughout the festival, our partners' HR professionals will be on hand to offer job-search advice to young people looking to grow**, and partners will also be able to post job openings on a dedicated page on the Brain Bar website!

**The festival's pop-up venue and most attention-grabbing game!**

Visitors or delegated speakers write a statement they consider true but controversial on our "Change my mind" board (for example: "Conscription should be mandatory"). Afterward, their only task is to sit in the chair and wait for persuasive debate partners to sit down opposite them.

**The activity responds to the growing demand of our audience members to express their opinions, engage in debates, and have spontaneous conversations outside the stage areas.**



# MOBILE VENUE

## CHANGE MY MIND

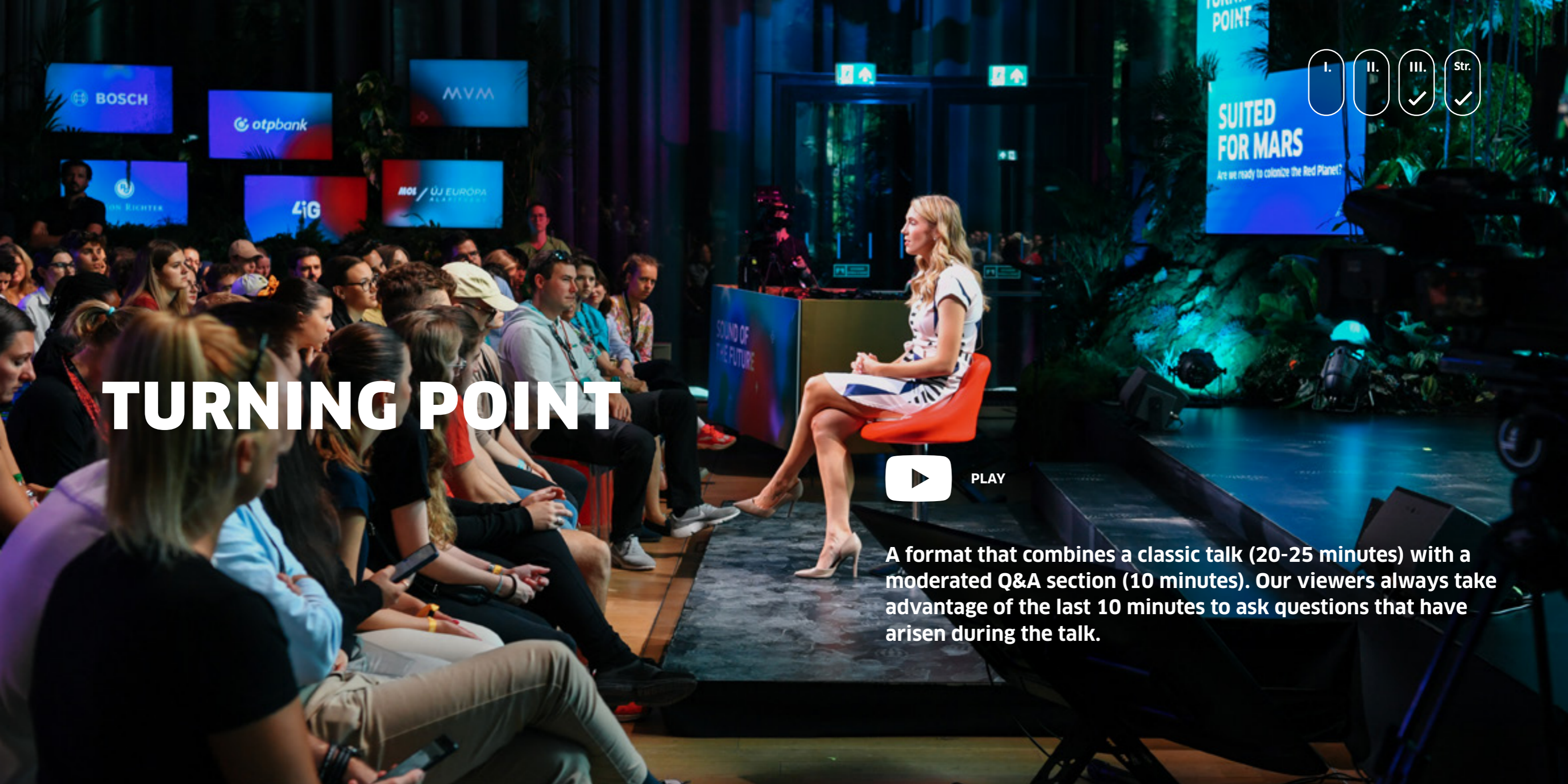


# FORMATS

**TURNING POINT • SMASH THAT MYTH  
TOWNHALL • BATTLE OF MINDS  
ONE ON ONE • BRAINPICKING**

During the two days of Brain Bar, we offer over 100 programs to our young audience. Students can listen to speakers on up to 15 topics in a single day, ranging from geopolitical analyses and philosophical discussions to financial debates.

At Brain Bar, we not only believe in it, but our surveys also support that, instead of traditional frontal, seminar-style presentations, **our special, playful, interactive formats work much better with our audience.** These formats are capable of **truly sustaining attention and interest throughout an entire festival day.** Our audience likes to participate, vote, and ask questions. **Based on their interests and feedback, we test, develop, and update the formats of our stage talks year after year.**



# TURNING POINT



PLAY

A format that combines a classic talk (20-25 minutes) with a moderated Q&A section (10 minutes). Our viewers always take advantage of the last 10 minutes to ask questions that have arisen during the talk.

- I.
- II.
- III. ✓
- Str. ✓

# SMASH THAT MYTH

USELESS  
LIFE

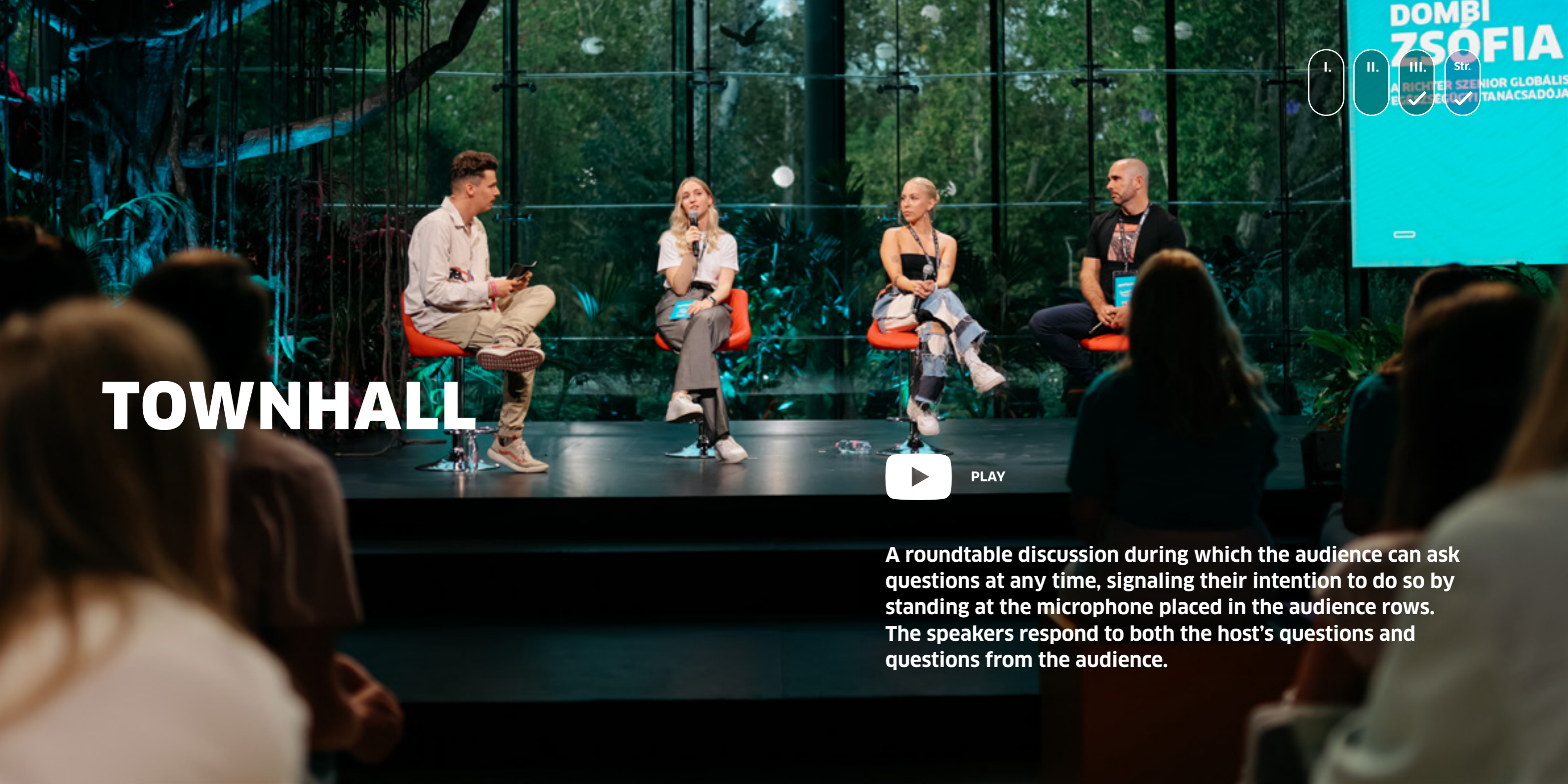


YOU CAN'T  
ARGUE WITH  
MATHS



IT'S FAR TOO  
DIFFICULT

The favorite format of both our audience and speakers! The host presents common misconceptions related to the speaker's area of expertise, which the speaker corrects. Then, step by step, they physically destroy the myths together. "Smash that myth" is a playful and dynamic format that can keep the interest of young people in any topic throughout the program.



# TOWNHALL



PLAY

A roundtable discussion during which the audience can ask questions at any time, signaling their intention to do so by standing at the microphone placed in the audience rows. The speakers respond to both the host's questions and questions from the audience.

- I.
- II.
- III. ✓
- Str. ✓

**DOMBI ZSÓFIA**  
A RICHTER SZENIOR GLOBALIS EGYSZEGÜTTI TANÁCSADÓJA

BATTLE  
OF  
MINDS

## BEYOND THE AI HYPE

Is artificial intelligence really intelligent?

- I.
- II.
- III. ✓
- Str. ✓

# BATTLE OF MINDS



BRAINBAR  
PLAY

Brain Bar's signature playful debate format involves two speakers representing opposing views on a subject. The host guides and steers the debate, while the audience can pose questions to both sides.



- I. ✓
- II. ✓
- III. ✓
- Str. ✓

# ONE ON ONE



PLAY

A talk show-style conversation with the host, where the speaker has the opportunity to delve deeply into specific topics. Depending on demand and time, it concludes with a Q&A section.

# BRAINPICKING

**This format exclusively takes place on the Inside Small Stage (Library Stage) always following a specific Main Stage talk. It is an informal, small-group discussion aimed at providing an opportunity for those who didn't have a chance to ask questions during the main session or didn't want to speak in front of a large audience.**

**The Brainpicking venue is a definite crowd favorite, always packed, and our speakers who are familiar with it specifically request to take part in this extra conversational format with the younger audience.**



# BOOTHS

Based on the sponsorship packages, we invite our partners to reserve space for their booth in three rounds of selection. The designated locations and categories are for informational purposes only, helping to provide a preliminary idea of the opportunities that will likely be available to a given partner when their selection is due.

- I.  Round 3, Category C booth\*
- II.  Round 2, Category B booth
- III.  Round 2, Category B booth
- Str.  Round 1, Category A booth

- Category A
- Category B
- Category C

End of Round 1: May 31, 2024

End of Round 2: June 30, 2024

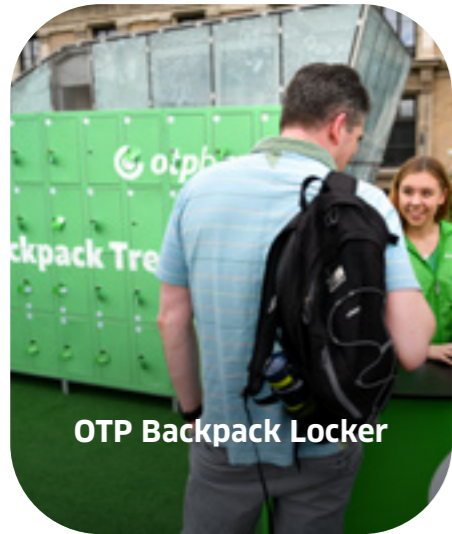
End of Round 3: July 31, 2024

 CITY PARK

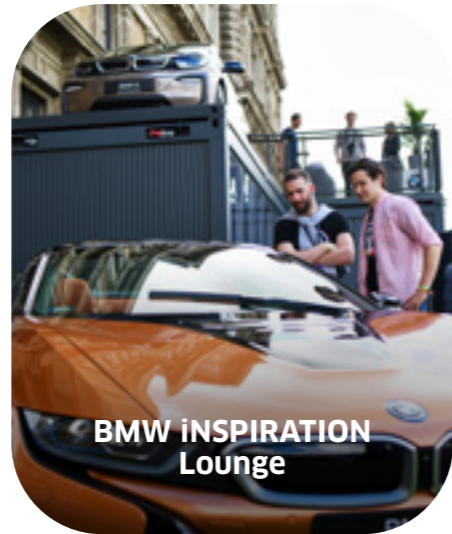
\* In case in Package I, instead of delegating a speaker, a booth is chosen.



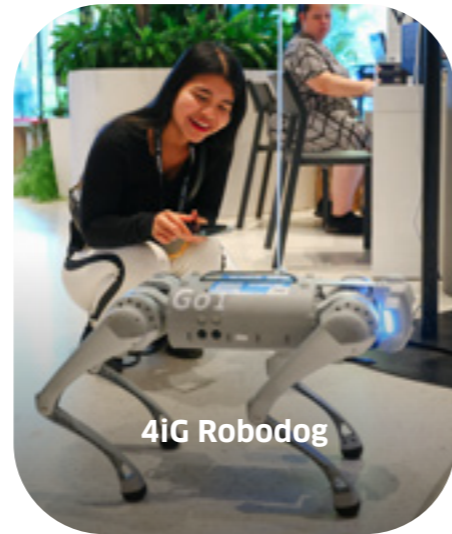
# BOOTHS



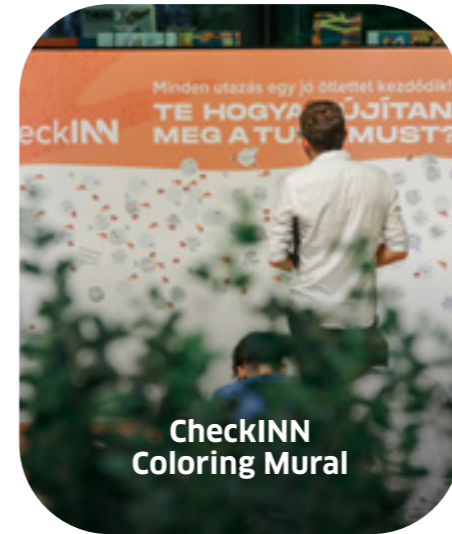
OTP Backpack Locker



BMW iNSPIRATION Lounge



4iG Robodog



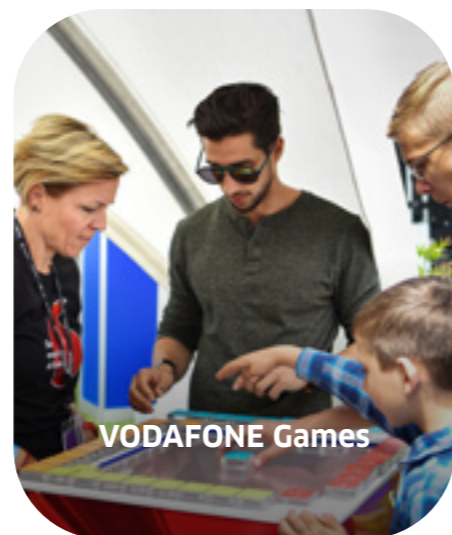
CheckINN Coloring Mural



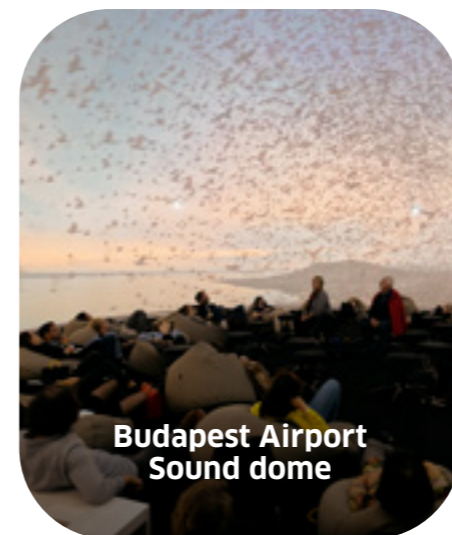
MVM Wheel of Fortune



SMRT YOGA



VODAFONE Games



Budapest Airport Sound dome

## ON-SITE APPEARANCES

The goal of on-site appearances is to **drive audience interaction with your brand**. The most fundamental way to convey your messages are **in-person contact, one-on-one conversations** and establishing direct relationships with audience members.

## ON-SITE ACTIVITIES

The more interaction, the stronger the perceived relationship between **your brand, Brain Bar, the future, and innovation**. On-site activities work best when they are **in line with the day-to-day activities of the company**, but also fulfill a sought-after function at the festival..



# APPEARANCES IN BRAIN BAR'S CONTENT

## POSTING JOB OPENINGS ON TALENT MARKET™, BRAIN BAR'S JOB SEARCH PLATFORM

- I. ✓
- II. ✓
- III. ✓
- Str. ✓

Our website's subpage, Talent Market™ is a job search platform where our partners can upload their openings, for which they primarily (and, in some cases, exclusively) expect applications from our audience. Our website is browsed by young people who are ready to take action for their future, come to the festival to work on themselves, and are mostly still university students looking for internships or entry-level positions. We open the site one month before the festival each year, and leave it active for two months following the event, when the experience provided by our partners at the festival is still remembered fondly and vividly by our visitors.

**STORY/MENTION IN A THEMATIC POST ON BRAIN BAR'S SOCIAL MEDIA PLATFORMS AND/OR IN NEWSLETTER COPY**

A thematic post is a text on Brain Bar's social media platforms that introduces one of the topics discussed at the festival in a given year, with mentions of one or more related talks (partners).

- I.
- II.   
1
- III.   
2
- Str.   
2

**DEDICATED POST ON BRAIN BAR'S SOCIAL MEDIA PLATFORMS AND/OR DEDICATED NEWSLETTER SEGMENT**

A dedicated post introduces one partnership or features one speaker only with an individual cover image.

- I.
- II.
- III.
- Str.

**PUBLICATION AND/OR LIVE STREAM OF SPEAKER'S TALK ON YOUTUBE**

During the festival, we livestream events from the Inside Main Stage on YouTube. Following the festival, we publish edited videos weekly from both main stages on our YouTube channel, accompanied by posts and segments on our social media platforms and in our newsletter.

- I.
- II.
- III.
- Str.





**PLAYING OF A VIDEO/COMMERCIAL NO LONGER THAN 30 SECONDS ON ON-SITE SCREENS (CA. 250 REPETITIONS)**

I.	II.	III.	Str.
		✓	✓

Throughout the festival, promotional videos are continuously displayed on the screen in the lobby of the House of Music. As part of Packages III and the Strategic Package, the short film is also played during the live YouTube broadcast for the online audience.

**BIO/DESCRIPTION OF SPEAKERS AND TALKS ON WEBSITE/APP**

I.	II.	III.	Str.
✓	✓	✓	✓

We create dedicated subpages for speakers and events that are easily shareable on social media platforms.

**DESCRIPTION OF THE BOOTH ON THE APP/IN THE BOOKLET**

I.	II.	III.	Str.
✓	✓	✓	✓

**IN-APP COMPANY PROFILE**

I.	II.	III.	Str.
✓	✓	✓	✓

**ONE-PAGE BOOKLET AD**

I.	II.	III.	Str.
		✓	✓



# TICKETS



5 +10  
items



10 +15  
items



15 +20  
items



20 +25  
items

Our collaborations are complemented by the provision of free and discounted tickets to the festival in a specified number (one-day ticket or pass).

Give your employees the gift of attending our educational and entertaining programs to make them feel even more appreciated.



# RECAP

## PACKAGE I

## PACKAGE II

## PACKAGE III

## STRATEGIC PACKAGE

		PACKAGE I	PACKAGE II	PACKAGE III	STRATEGIC PACKAGE
LOGO DISPLAYS	website	✓	✓	✓	✓
	sponsors' wall, outside and inside digital platforms, column wraps		✓	✓	✓
	booklet, newsletter footer, after-movie			✓	✓
	prominent on-site platforms				✓
SPEAKERS	• Inside or Outside Main Stage*			1 speaker	1 or 2 speakers
	• Inside Small Stage				
	• Outside Small Stage	→ 1 speaker or Category C booth	→ 1 speaker	→ 1 speaker	→ 1 or 2 speakers
	• Mobile venue				
BOOTHS	Round 3 – Presumably a Category C booth	✓ or delegating 1 speaker **			
	Round 2 – Presumably a Category B booth		✓	✓	
	Round 1 – Presumably a Category A booth				✓
APPEARANCES IN BRAIN BAR'S CONTENT	posting job openings on Talent Market, Brain Bar's job search platform	✓	✓	✓	✓
	story/mention in a thematic post on Brain Bar's social media platforms and/or in newsletter copy		1	2	2
	dedicated post on Brain Bar's social media platforms and/or dedicated newsletter segment				✓
	publication and/or live stream of speaker's talk on YouTube			✓	✓
	one-page booklet ad			✓	✓
	playing of a video/commercial no longer than 30 seconds on on-site screens (ca. 250 repetitions)			✓	+ during the live stream on YouTube
	bio/description of speakers and talks on website/app	in case a speaker is chosen as part of the package **	✓	✓	✓
	description of the booth on the app/in the booklet	in case a booth is chosen as part of the package **	✓	✓	✓
in-app company profile	✓	✓	✓	✓	
TICKETS	Brain Bar festival pass (or daily tickets in the same value) + a 30% discount for additional passes and ticket	5 +10 items	10 +15 items	15 +20 items	20 +25 items

\* The decision regarding the location of the talk/conversation lies in the hands of Brain Bar's content team \*\* The location is either the Outside Small Stage or the Mobile venue

# FURTHER OPPORTUNITIES FOR COOPERATION



Inviting an A-list name jointly can result in **organic media exposure of high volume and value**. Our team is happy to cooperate in finding and managing the invitation process for a world-renowned speaker who **fits the values and messages of our partner's brand** and is also the subject of great media interest. This increases brand awareness, as well as the chance for improved brand recognition and brand recall.

# JOINT INVITATION OF INTERNATIONAL SPEAKER

**MAYE MUSK**  
Supermom, supermodel  
& dietitian



# DEDICATED STAGE

One of the closest collaboration opportunities is to entrust our partner with the exclusive room of the House of Music Hungary, together with its entire or partial program lineup. We assist in developing the content's concept, and besides bringing in a young, talented audience, we also take care of the fundamental technical equipment.

This fantastic opportunity has already been seized by Betone, MVM, KPMG, and BrandFestival. They adapted exciting programs and **important brand messages** on stage, **infusing these with the spirit of Brain Bar** and reaching out to young professionals at the beginning of their careers - all in the cozy setting of the award-winning House of Music.

Stage name sponsorship might provide the closest alignment with the spirit and content concept of Brain Bar. Supporting a specific stage lends prominent emphasis to its entire thematic range. It also provides the best opportunity for the partner's brand to appear **unmistakably and independently on large surfaces**, in an environment free from other partners' presence during the festival.





# NAMING OUR VOLUNTEERING PROGRAM

It is also possible to **support the volunteering program at the festival**. This type of brand name sponsorship includes on-site and online appearances such as:

- logo on our ca. 100 volunteers' T-shirts
- banner on the home page of our website
- logo on our volunteer recruitment ads
- logo on the volunteer recruitment sub-page of our website
- logo as part of an independent category (Volunteers Partner) on the sponsor wall
- our partner could also reward volunteers
- (branded merchandise or other services)

# YEAR-ROUND OPPORTUNITIES



# BRAINBAR

## PODCASTS & VIDEOS

Brain Bar is an authentic channel of forward-looking content. Our audience expects us to provide up-to-date information on tomorrow's most important issues in an entertaining format. Our branded content solutions, developed jointly with our partners, fit into Brain Bar's content stream. We first offered video content to our partners in 2019 and have since expanded our package to videos, podcasts and written content.

### Format options:

delegating a speaker

topic sponsorship

conveying a message

product placement

location appearance

ad or spot

unique cooperation

The cooperation can entail a specific number of episodes or an entire series.



# OUR PODCAST CHANNELS IN NUMBERS

We launched our first podcast on March 24, 2021, and since then, we have published **91 episodes**.

**Our listeners stream our podcasts on the following platforms:**



Number of podcast plays on all platforms: 211 000+

Number of followers on Spotify: 7 200+

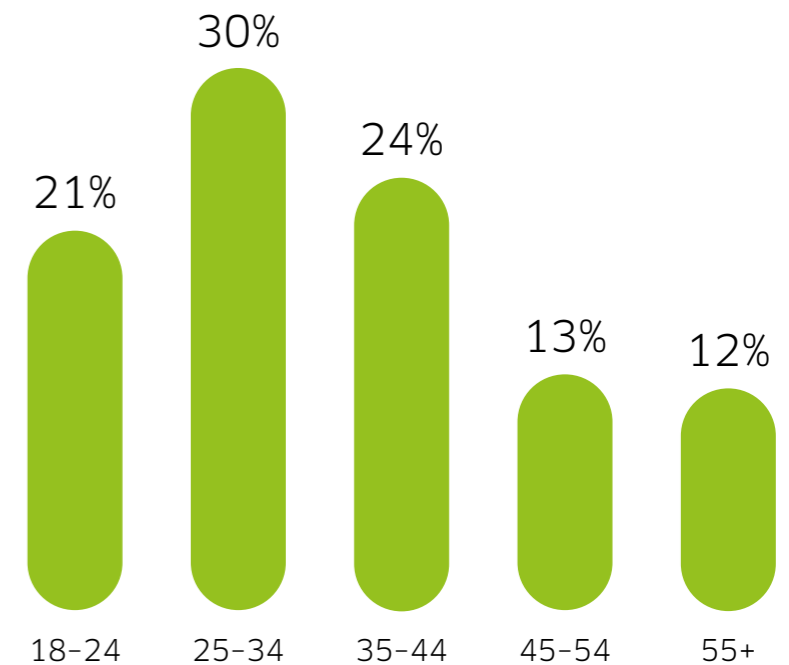
**Audience demographics**

**Gender ratio:**

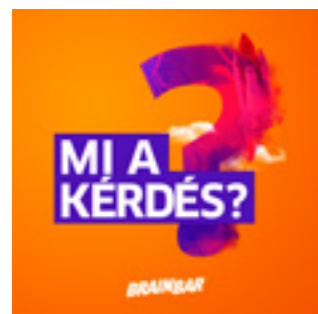
53% female

47% male

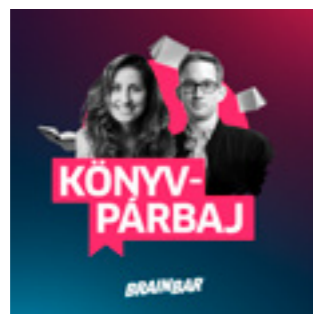
**Age distribution:**



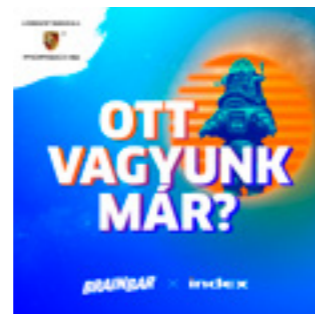
**Brain Bar's original productions:**



What's the question?



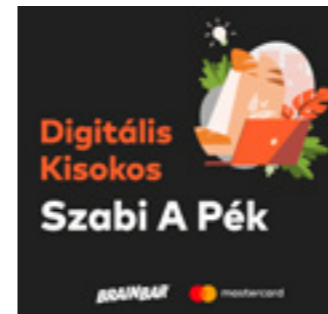
Duel of books



Are we there yet?



SoulEd



Reboot Special

# BRAND DISPLAYS IN BRAIN BAR'S PODCASTS

## What's the question?

Number of episodes: 58

A recurring weekly series covering diverse topics, featuring a different guest discussing their life and area of expertise in each episode.

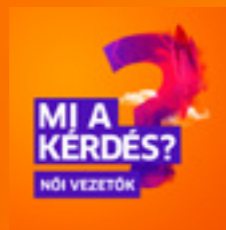
### EXAMPLES FOR BRAND COOPERATIONS

#### Delegating a speaker:



OTP

How to save smartly



BCG

Quotas for female leaders?

#### Ad or spot/topic sponsorship:



Samsung

How might we safeguard our appliances from cyber attacks?

#### Our most popular episodes:

What does a psychologist know that a friend doesn't?

7 283

Is capitalism fair?

7 101

How to live to your fullest potential

6 880

The vast majority of our episodes are listened to until at least 96% of the full length on average - that is, until the start of the outro.

MI A KÉRDÉS?

# BRAND DISPLAYS IN BRAIN BAR'S PODCASTS

## Are we there yet?

Number of episodes: 8

In the 2022 podcast produced in collaboration with Index, our hosts and expert guests examined the future science had promised us and when its predictions would come true. The series was sponsored by Porsche Centrum Budapest.

### EXAMPLES FOR BRAND COOPERATIONS

Ad or spot/topic sponsorship:



Porsche Centrum Budapest

Human life on Mars

Ad or spot/topic sponsorship (native episode):



Porsche Centrum Budapest

Flying cars

Our most popular episodes:

Why have we not met UFOs yet?

6 540

Would you modify your own genes?

6 512

Is the metaverse the new universe?

6 443

The average listener played the episodes of the series until 99,5% of the full length.

OTT  
VAGYUNK  
MÁR?

# A UNIQUE PODCAST COOPERATION

## SoulEd – Brain Bar x Mélylevegő Project

Number of episodes: 6

As part of our unique collaboration, Mélylevegő Projekt (“Deep Breath Project” - a Hungarian team of psychologists with over 132,000 followers on Instagram) provided the experts, while Brain Bar was responsible for the host along with the editing and the technical conditions. Both brands promoted the series on their social media platforms with complementary posts, redirecting their respective audiences to each other’s pages. Through interviews and articles on our website, we increased reach week by week, while Mélylevegő Projekt enhanced podcast-related activity with personality tests and Instagram games.

The show was highly successful, opening Brain Bar’s doors to cross-marketing collaborations with any partner engaged in similar activities, sharing similar interests, or targeting a similar audience.

Our most popular episodes:

The self-help craze: Should you accept yourself or correct all your mistakes?

7 691

Soul to body: From stress to self-image

7 476

Psychology 101: All you need to know about your personality

7 503

SoulEd was the most listened-to podcast series of Brain Bar - every episode is among the 15 most-played episodes we’ve ever had!

Psychology  
101

Soul  
Ed

# OUR YOUTUBE CHANNEL IN NUMBERS

We launched our YouTube channel on March 2, 2015, and since then, we have published **421 videos**. Out of these, **170 were recorded at our festivals**.

We construct our shows around a mix of engaging topics and individuals that captivate our audience. We seek characters and solutions that allow our audience to learn while being entertained, providing tangible tools for personal development.

Number of views: 8 900 000+

Most viewed video - Sophia the Robot at Brain Bar: 2 415 135

Number of subscribers: 54 100+

Most viewed original production - Almighty Algorithms #4 71 083

## Original productions:

### MASTERMIND SERIES



SEASON 1



SEASON 2

### TRIBEWIRE LIVE



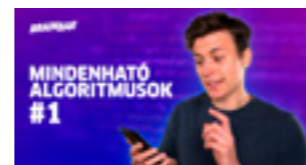
### REBOOT



### REBOOT STORIES



### ALMIGHTY ALGORITHMS



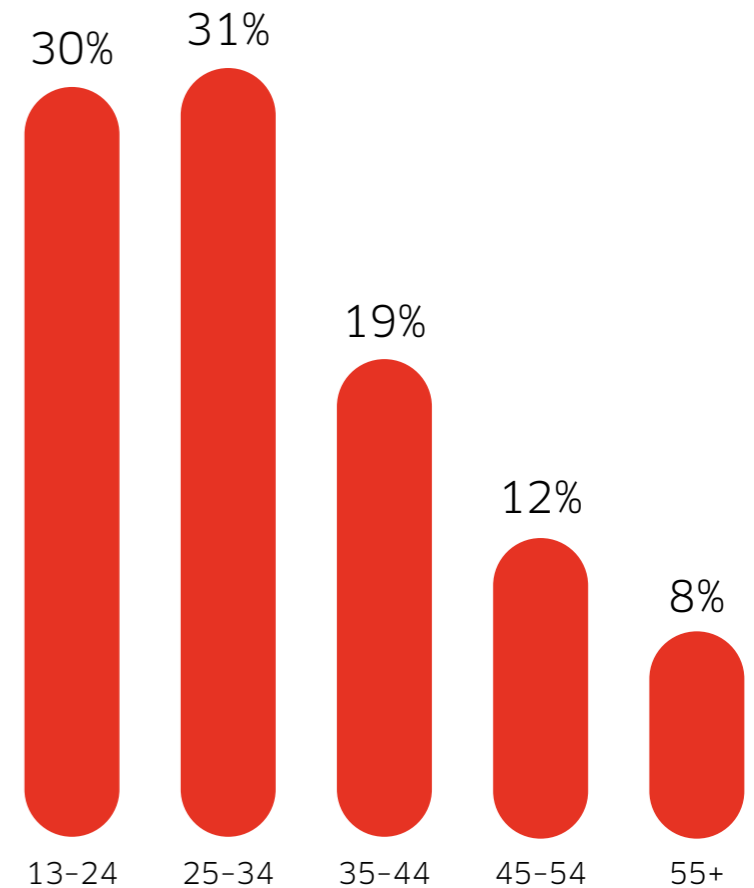
## Original productions

### Gender ratio:

69% male

31% female

### Age distribution:





# ODD JOBS

Appearance in our new series,  
to be launched in 2024.

We aim to showcase unique and special professions that our audience may not have encountered before, such as robot arm programmer, airport traffic controller, or police language analyst.

Our goal is for our young audience, standing on the brink of serious career choices, to become acquainted with the broadest spectrum of possibilities.

# BRAND DISPLAYS IN BRAIN BAR'S VIDEOS

## The airport of the future | BUD x Brain Bar

We filmed and interviewed experts at Budapest Airport, exploring its interesting aspects and forward-looking technological solutions.

### TYPE OF BRAND COOPERATION:

Location appearance / delegating speakers

### SPONSOR:

Budapest Airport

### PLAY

Views: 39 502

Additional impressions of thumbnail: 17 900

Returning viewers: 7 300

Ratio of likes among all reactions: 100%

Ratio of viewers between 18 and 24: 37%



# OTHER BRANDED CONTENT

**BMW Innovation 260 – On Brain Bar’s and BMW’s Facebook and YouTube channels:**



Circular economy | Innovation 260 | Brain Bar x BMW i



Undersea bikini | Innovation 260 | Brain Bar x BMW i



Growberry | Innovation 260 | Brain Bar x BMW i

**Telekom - Threat or opportunity - On Brain Bar’s and Telekom’s Facebook and YouTube channels:**



Artificial Intelligence



Cybersecurity

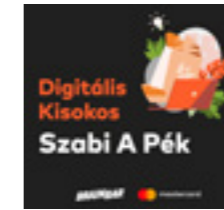


Virtual Reality

**Mastercard - Digital guide - On Brain Bar’s and Mastercard’s YouTube and Spotify channels:**



Reboot Special



Szabi A Pék



Ács Budapest

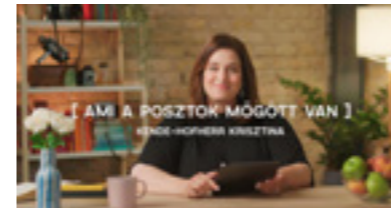


Rozina Wossala



Zsolt Zsólyomi

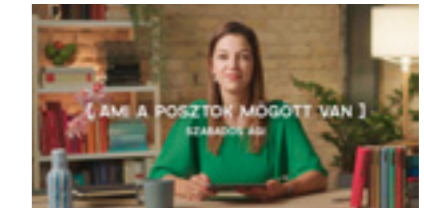
**Design Terminal – Behind the feed - On Brain Bar’s and Design Terminal’s Facebook and YouTube channels:**



Krisztina Kende-Hofherr



Dóra Pálfi



Ági Szabados



# 2023 DIGITAL CONTENT HIGHLIGHTS

## PODCASTS

Our 91 podcast episodes were listened to by Hungarian audiences in 64 countries. We are in the top 1% of the most shared podcasts per listener globally.

Brain Bar is the most listened-to channel for 1 447 fans.

Brain Bar is in the top 5 most listened-to channels for 4 449 fans.

Brain Bar is in the top 10 most listened-to channels for 6 084 fans.

Evaluation on Spotify: 4.9 ★★★★★

## VIDEOS

Last year we published 37 videos, and our YouTube channel's content was played 1 204 669 times.

7 100 people request notifications of the publication of our videos.

Watch time in 2023 in hours: 204 500

Viewership growth compared to 2022: 14%



# AMBASSADOR PROGRAM

## JOINING THE AMBASSADORS' TRAINING PROGRAM

/ Personal branding / Communications skills  
/ Science / Finance / etc.

## UNIQUE CHANNELS

/ Posters on university boards / Messenger groups  
/ Neptun messages / etc.

**Our student ambassadors represent Brain Bar's brand at their universities, while gaining insight into the world of today's leading future shapers and the festival that features them.** They form a bridge between Brain Bar and our audience, and help us deliver our messages to students.

Our student ambassadors actively support our team's work throughout the year: **we receive valuable feedback from them on our content**, they participate in our promotional activities and take an active role in building our social media platforms.

**In exchange for their work, they can participate in a unique series of workshops** facilitated by thinkers around Brain Bar, and develop both their personal and professional skills.



# A BRIDGE TO OUR AUDIENCE

# RESEARCH

## GENERATION INSIGHT SURVEY

A report based on our partners' unique criteria

Participants (and applicants for free Brain Bar tickets):

10 000 people

## FEEDBACK SURVEY

We incorporate our partners' questions into the festival's feedback survey



# INSIGHTS ON THE NEXT GENERATION

The main subjects of our research are the **ca. 10 000 students and teachers** who register for free festival tickets. In the questionnaire they need to fill for free entry, **we aim to get to know generation Z**, and map their individual habits and social functioning.

Prior to the festival, we gain inspiration from the answers of this registration survey, while after the event, we can reflect on how we did with the help of the festival feedback questionnaire. **We also provide our partners with the opportunity ask their own questions and assess the answers that affect them**, so that our collaborations have measurable results.



**BRAINBAR™**

# SIDE EVENTS

CONCEPT  
CREATION

CONTENT PLANNING  
AND ORGANISATION

EXECUTION

UP  
KPMG

KPMG

# KPMG'S EVENT

Concept creation



Speaker management  
and content curation



Execution

We organised an exclusive event for the most important partners of KPMG at the Museum of Fine Arts. The event featured three speakers from Brain Bar's festival, who shared their thoughts on the latest global trends.

We organised a thought-provoking, inspiring and motivating panel discussion for Audi's annual HR department event. Among the topics of the conversation, adaptability was given a prominent role. In light of the new challenges emerging in the 21<sup>st</sup> century, and especially the last couple of years, the members of the panel discussion revealed future-proof corporate solutions and the secrets of innovative organizations. The speakers represented a variety of industries and thanks to the format of the discussion, audience members could ask questions at any point.

The ninety-minute conversation took place in Győr as part of an all-day conference. The concept of the discussion was designed by our team, and we also took on the selection and invitation process, and provided the travel and on-site management of the speakers.



# AUDI'S EVENT

Concept creation >

Speaker management  
and content curation >

Execution



# MTV EUROPE MUSIC WEEK COLLAB

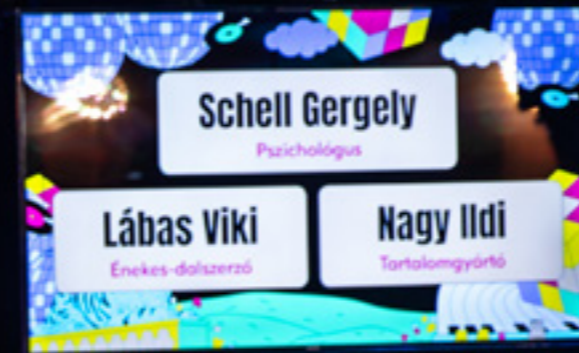
Concept creation



Speaker management  
and content curation



Execution: scenery,  
location, communications



The 2021 MTV European Music Awards were led up by an event series called MTV Music Week: Music Talks. As part of this, Brain Bar collaborated with MTV and focused on the topics of pop culture and music during a two-day event. Instead of one-way communication, we encouraged a free exchange of ideas.

## RECAP

The packages can be complemented with additional unique collaboration opportunities both within the framework of the festival and beyond, throughout the rest of the year!

### FESTIVAL-RELATED OPPORTUNITIES

- Joint invitation of international speaker
- Dedicated stage with individual programs in a room accommodating 120 visitors (Inside Small Stage) on Day 1 or Day 2 of the festival
- Naming of a stage
- Naming of our volunteering program

### YEAR-ROUND OPPORTUNITIES

- Appearance in podcast
- Appearance in video
- Ambassador program – delegation of 1 speaker/facilitator to a workshop
- Generation Insight Survey – complimenting Brain Bar's research with 3 questions of partner's choice
- Side event

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[BRAINBAR.COM](http://BRAINBAR.COM)