

# OASIS COMMISSIONED CONSUMER RESEARCH TO FIND OUT BRITS' REAL FEELINGS TOWARDS FESTIVALS.



IT TURNS OUT THAT THE RAIN IS OUR BIGGEST UK MUSIC FESTIVAL BUGBEAR. DESPITE THIS, FANS SAY THEY PREFER EVENTS BASED IN THIS COUNTRY, WITH 78% CHOOSING UK EVENTS OVER THOSE ABROAD.

## TOP FESTIVAL BUGBEARS

1. Rain and the associated fallout (mud) - **61%**
2. The loos and queuing for the loos - **55%**
3. Dressing for the unpredictable weather - **22%**
4. Missing acts on other stages - **18%**
5. Losing friends - **15%**
6. Losing my place in the crowd - **13%**
7. Fetching drinks and missing out on the action - **12%**
8. Line up let downs - **11%**
9. Dehydration - **6%**

IN AN EFFORT TO ADDRESS BRITS' TOP FESTIVAL FRUSTRATIONS, OASIS HAS INVENTED A FESTIVAL FASHION MUST-HAVE

## HOW TO USE THE OASIS 'MIGHTY MACS'



STEP 1

DO YOUR VERY BEST RAIN DANCE AND ALLOW THE RAINWATER TO COLLECT IN THE FUNNEL.



STEP 2

HOLD A CUP UNDER THE LEFT SLEEVE. TURN ON THE 'TAP' INSIDE THE SLEEVE AND LET THE RAINWATER TRICKLE INTO YOUR WAITING VESSEL.



STEP 3

ADD A FEW DROPS OF OASIS MIGHTY DROPS TO YOUR WATER AND GLUG AWAY.



# TIPS ON HOW TO STYLE YOUR MAC



**1. HIPPIE CHIC**

KEEN TO EMBRACE THE BOHO LOOK? TREAT YOURSELF TO A FANCY FLORAL CROWN TO GIVE THE MAC A SOFT AND FEMININE VIBE.



**2. PRACTICALLY EN VOGUE**

CHANNEL YOUR INNER FASHIONISTA BY TEAMING YOUR MAC WITH A PAIR OF DESIGNER WELLIES. AND DON'T FORGET YOUR OVERSIZED SUNNIES WHATEVER THE WEATHER.



**3. GLITZ N GLAM**

NO FESTIVAL LOOK IS COMPLETE WITHOUT A FLASH OF GLITTER TO GLAM UP YOUR OUTFIT. WHEN IT COMES TO APPLICATION, REMEMBER MORE IS MORE.

## ABOUT OASIS MIGHTY DROPS

OASIS MIGHTY DROPS ARE THE PERFECT WAY TO ADD A FRUITY AND REFRESHING KICK TO WATER ANYWHERE, ANY TIME. JUST ADD A FEW OF THE SUPER-CONCENTRATED DROPS TO YOUR BOTTLE OR GLASS OF WATER. CHOOSE FROM THREE TASTY VARIETIES: MIXED BERRY, RASPBERRY LEMONADE AND MANGO TROPICAL.

