

CASE STUDY: AC/DC POWER UP TOUR

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CLIENT

AC/DC are an Australian rock band and were formed by the Young brothers in Sydney in 1973. Releasing 18 studio albums across their 50-year career, AC/DC are hailed as one of the greatest heavy metal groups of all time, inspiring generations' of listeners across the globe. Their 2024 Power Up Tour sold over 1.5 million tickets upon initial release and featured 11 countries across the three-month programme.

EVENT

AC/DC Power Up Tour 2024

GOAL

To create a striking merchandise vehicle to represent AC/DC's Power Up Tour whilst on the road throughout Europe.

SOLUTION

Showplace customised the vehicle to create a portable retail environment that would display AC/DC's Power Up Tour merchandise to attendees. The interior was adapted with shelving, clothing rails and storage units, customised to present a variety of products from t-shirts and posters to badges and bandanas. The truck was vinyl wrapped using AC/DC's branding and a custom art piece commissioned by the band, creating an eye-catching display whilst out on the road,

A bespoke operational programme was implemented to cater for logistical requirements. Showplace took care of all vehicle checks, movements across Europe and ensured prompt arrivals to over 20 tour destinations. Adherence to regulations was also taken care of to make sure that the show ran as smoothly as possible.

RESULTS

1. Successful tour

AC/DC's Power Up Tour was extremely successful travelling to various locations across Europe, and provided the perfect solution to sell merchandise to concert attendees.

2. Positive feedback

The AC/DC Power Up Tour team were pleased with the final merchandise vehicle and would consider using Showplace's services again for future tours.

