

Social Media Campaign Strategy

Content

Stephen Hawking

- ❑ Promo: Pre-Release..... slide 4
- ❑ Strategy: Pre-Release..... slide 5
- ❑ Artwork..... slide 6
- ❑ Pre-Save..... Slide 7
- ❑ Strategy: Post-Release..... slides 8
- ❑ Video: Spotify..... slide 9
- ❑ Idea Thought Process Ideas..... slides 10-11
- ❑ Visuals: Lyrics..... slides 12-14
- ❑ Aims slide 15

Stephen Hawking

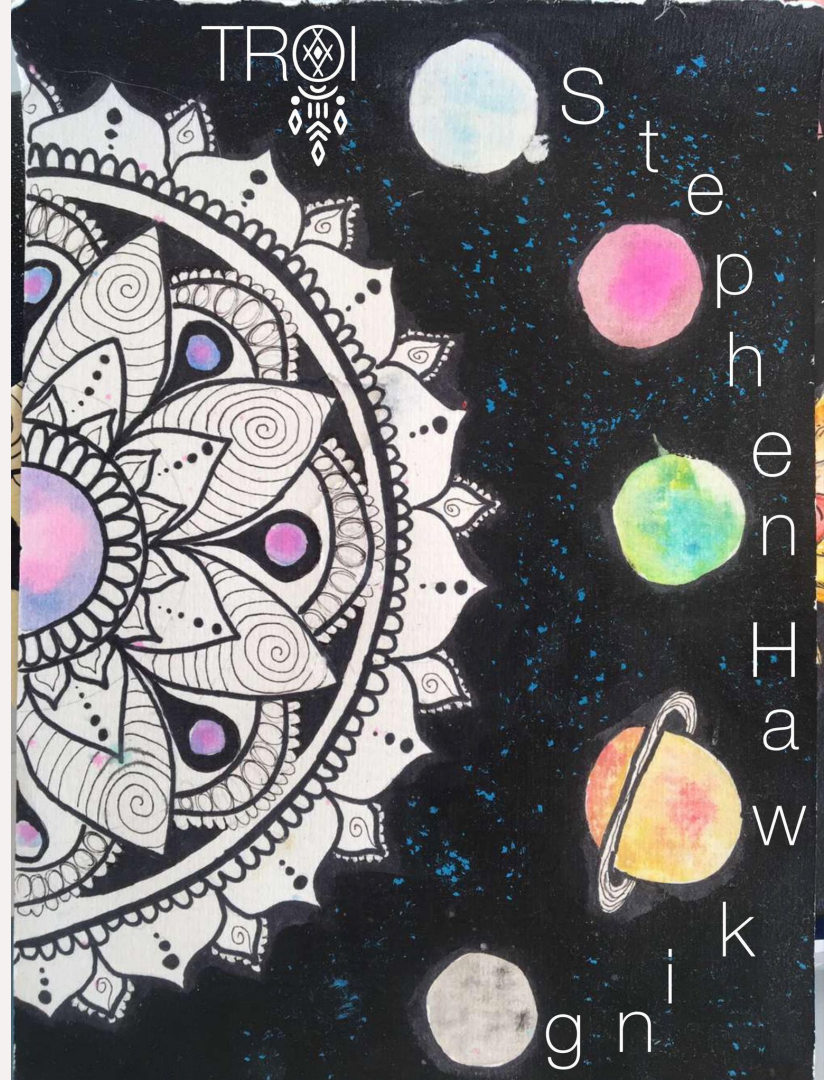
Promo: Pre-Release

- ❑ Use visual and talking videos etc., to bring light to our western culture needing space (David Attenborough).
- ❑ Also reach out to those struggling mentally and help

Strategy: Pre-Release

- ❑ Single artworks with pre-save links
- ❑ Artworks of Stephen Hawking/space with reminders to look out for song and be ready to watch video when it is out!
Letting people know there is an exciting explanation behind this one
- ❑ Pictures of merch with link to store
- ❑ Create competitions for people to win merch

Single Artwork:



Pre-Save:

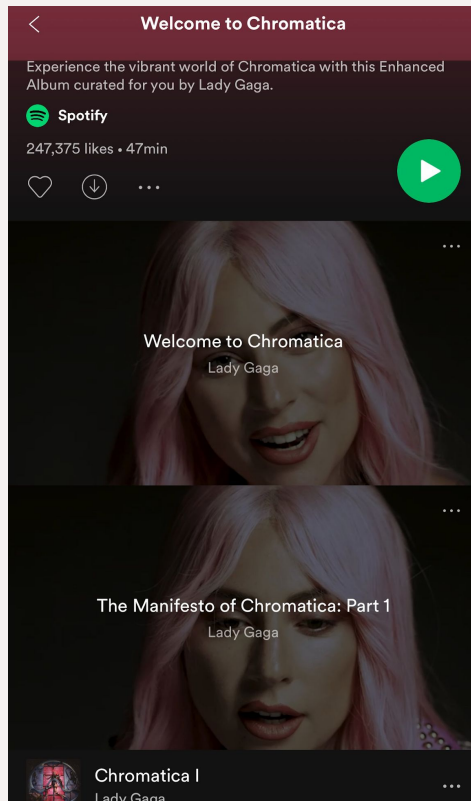


Strategy: Post Release

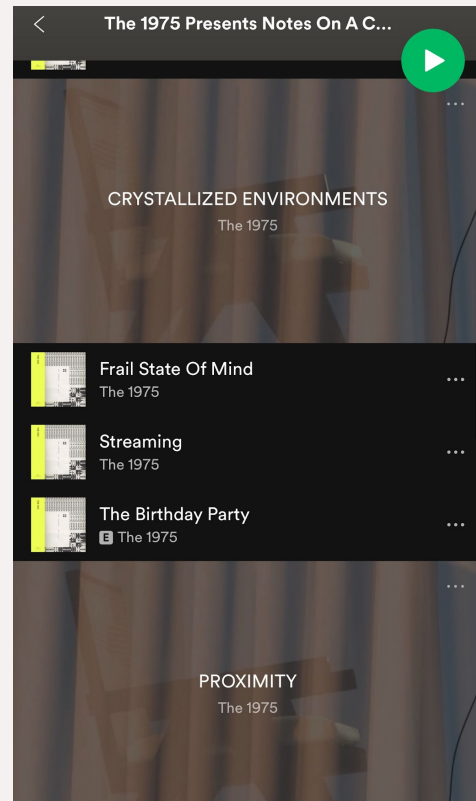
- ❑ Use YouTube to create a meaning behind the song video that educates/captivates the audience about some of the issues we have in the world and ourselves.
- ❑ Take clips of the YouTube video and share on Instagram and Facebook with link to the YouTube song meaning
- ❑ Create Polls on Facebook & Instagram stories to get response from others
- ❑ Share songs/merch and other YouTube videos at the end of each video
- ❑ Add video to musical canvas on Spotify

Videos: Spotify

Use Spotify Video feature to explain the song in a similar way to Lady Gaga and 1975



Lady Gaga (2020)



1975 (2020)

Idea thought process:

Billie Eilish - too busy, less structured and more elaborate. Difficult for viewers to keep up

RollingStone (2019)



Considered ideas for videos to explain lyrics. These were both too busy or long



Paul McCartney - interesting but very long (20 mins)

GQ (2018)

Idea thought process:

The intro and style of video are good but Lewis Capaldi's lyrics and talking were less clear and captivating

Genius (2019)



These styles will be used instead as they were more interesting and engaging.



The way Lukas Graham took the main themes of lyrics and explained them in detail rather than every single line was better

Genius (2016)

Visuals: Explaining Main Lyrics



ArtArena (2020)

Adding more exciting visual and illustrations within the video will help to keep audience engaged.

The fast process style of the drawing is appealing

The illustrations reflect the meaning of what is being said artistically



AfterSkool (2020)

Visuals: Lyrics & Example ideas for Illustrations:



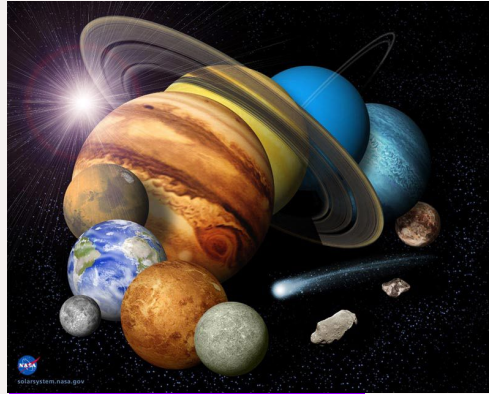
Study.com (n.d)

“I just want to run
away, from this
feeling, with all this
air between us, I
need space”

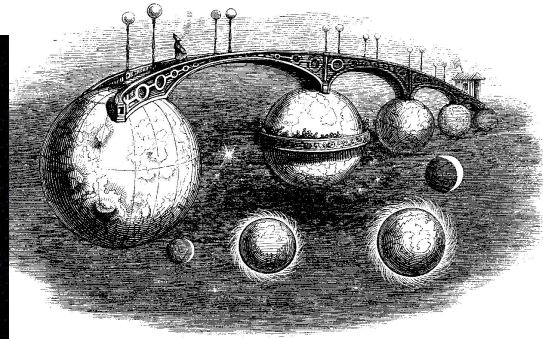


GettyImages (n.d)

Visuals: Lyrics & Example ideas for Illustrations:



Universe Today (n.d)



Nybooks (2017)

“Let’s colonise the planets, or
stay home watching rubbish,
time is our greatest fear”



PinClip Art (n.d) FlyClipart. (n.d).

Aims:

- ❑ Blogs to talk about songs & video
- ❑ Radios (interview to explain more about meaning behind songs)
- ❑ On playlists