

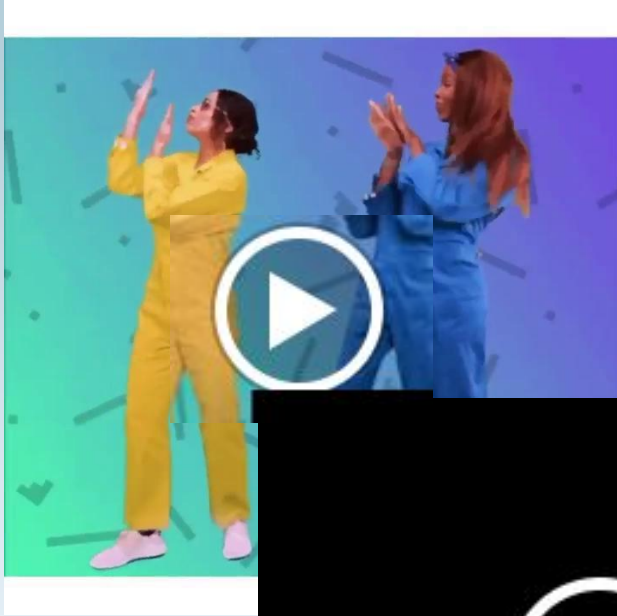
CHIARA OLDANO

Marketer Troi



Social Media Campaign Strategy

Promo clips and gifs



Behind the scenes ideas



Win tickets if you Pre-Save



Single
Art
Work



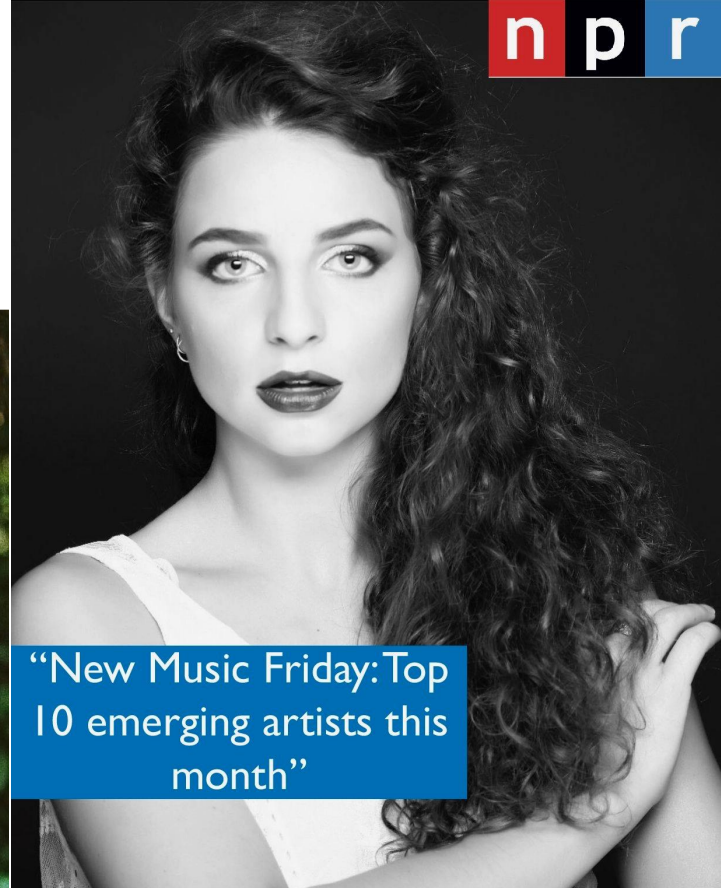
Countdown Media Clips



**Reminder song is
out now clips**

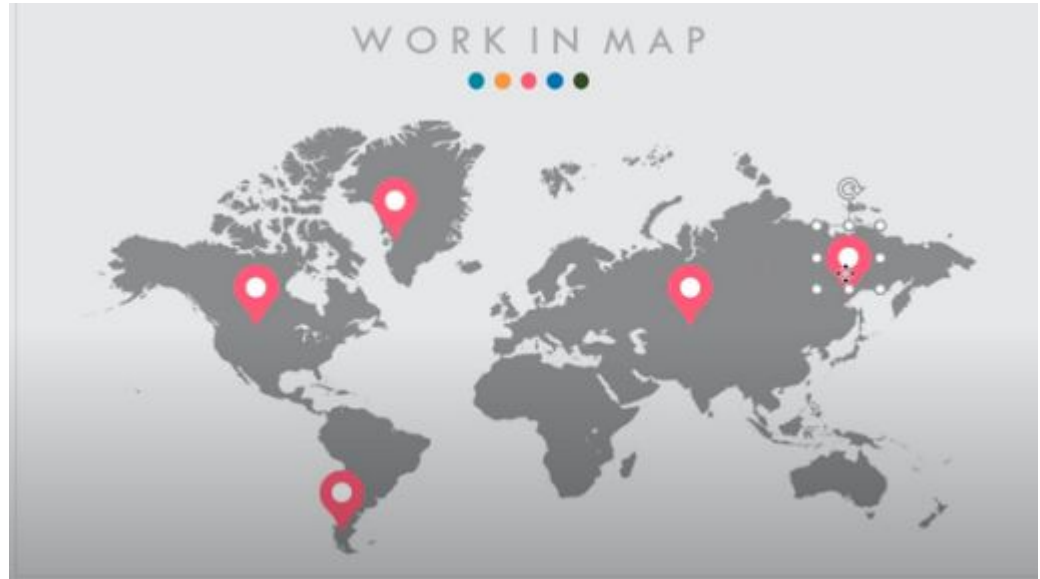


Photos from Press shots with quotes



**Sell ticket for
live/online
shows.**

**Pin yourself
on the map to
give back**



Promo Plans

(1 min each)

1st single vid: (clip of her happy dance song): 80s retro bedroom, glitches off on computer - intrigue questions. Interview about release/story (1)

- Start dance/laughing TikTok video (get fans to send these in to be added to an upcoming music video) (add them to final promo youtube) (1)
- Start a tiktok in public, singing a famous song and seeing if people will join in

2nd single vid: (a slower song that clicks in from album): dancer portraying the feeling of being isolated , camera goes into eye the world lights up

- Background documentary (2nd)
- Live acoustic session of song with Q&A on youtube. Reminder for people to tune in on other socials (2nd)

3rd single vid:(super happy fun dance song from album): clips of Chiara's friends dancing and laughing

- Behind the Scenes progress with producer
- Show Personality or thank you message to camera announcing 1 more surprise, look out for (album)

Album Drop: (big artwork, visual story etc)

- All Youtube vids/clips with story put together
- (3rd) Release a collection of videos made by anyone who has sent in videos of there dance or laugh with her music attached.

Single No.1

Short Video Interview with Troi about release

- This is different from anything you've done before, tell me about your process and feelings?
- What was your vision behind this song?
- Why have you chosen this retro-futuristic theme? What does it mean to you?



Shareable Promo

Create a fun dance video to go with new song (TikTok)

The set up



The dance



The outfit

Single No.2

Short Visual Documentary on Chiara's Background

Touch on:

- Born in Italy, Went to school in France. Now in Britain.. Feels she doesn't belong to one place but the whole world.
- Her feelings on music, how she felt her dreams were restricted at French school.
- Her courage and strength to pursue her dream.
- Here she is now at Tileyard loving life, happy and free. This is what her songs are now representing!



Live acoustic of song with
Q&A on Youtube

