

JERIS
JOHNSON



BAR CRAWL
CASE STUDY

2021

THE GAMEPLAN



RAISE AWARENESS

Launch a 5 week social media campaign to raise awareness nationally for Jeris Johnson's new single "Friday" featuring Trippie Redd before and after it's release.



ACTIVATE ON CAMPUS

Promote the song on campus by holding bar crawls at 5 major universities around the country where Jeris parties, and performs at the last bar each night of the tour.



INCREASE STREAMS

Work with college ambassadors in fraternities & sororities to promote FRIDAY via social media & greek organizations throughout the duration of the campaign.

RESULTS

64

TOTAL POSTS

Total amount of main feed, reels & story posts on the CW page & bar crawlers pages.

18.2k

TOTAL LIKES

Total amount of likes on all posts including those from Bar Crawlers.

8.2k

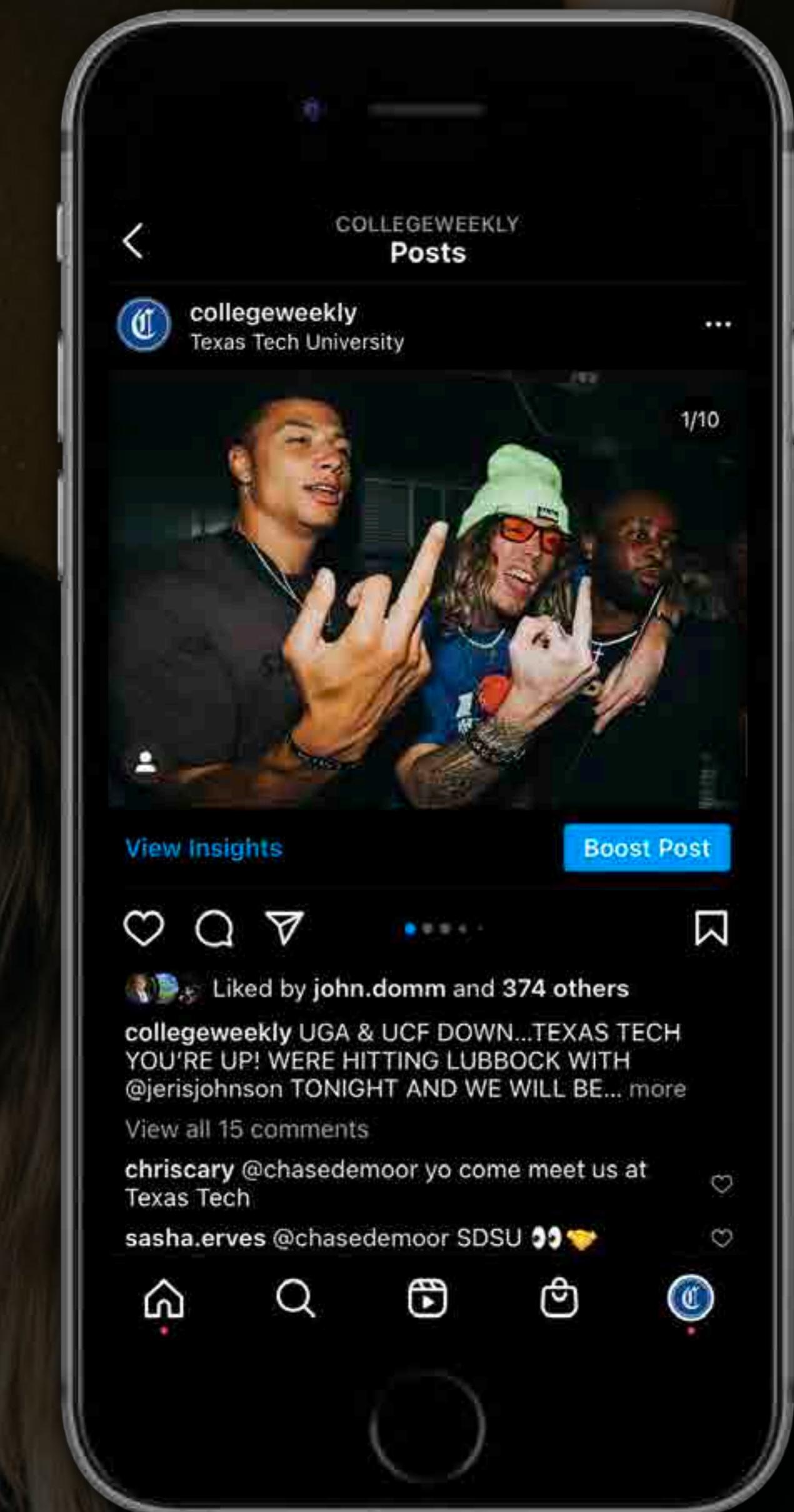
TOTAL EVENT ATTENDEES

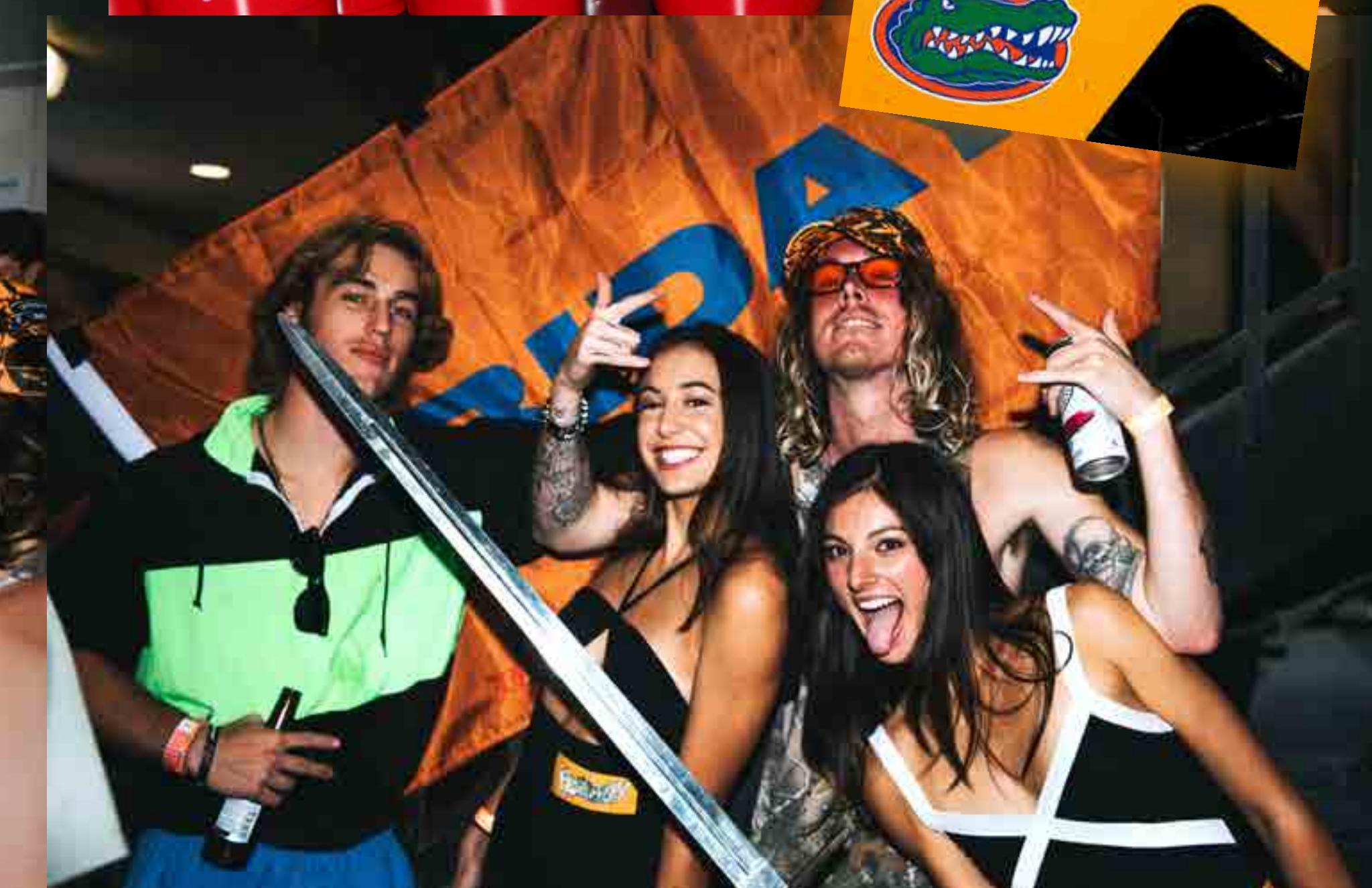
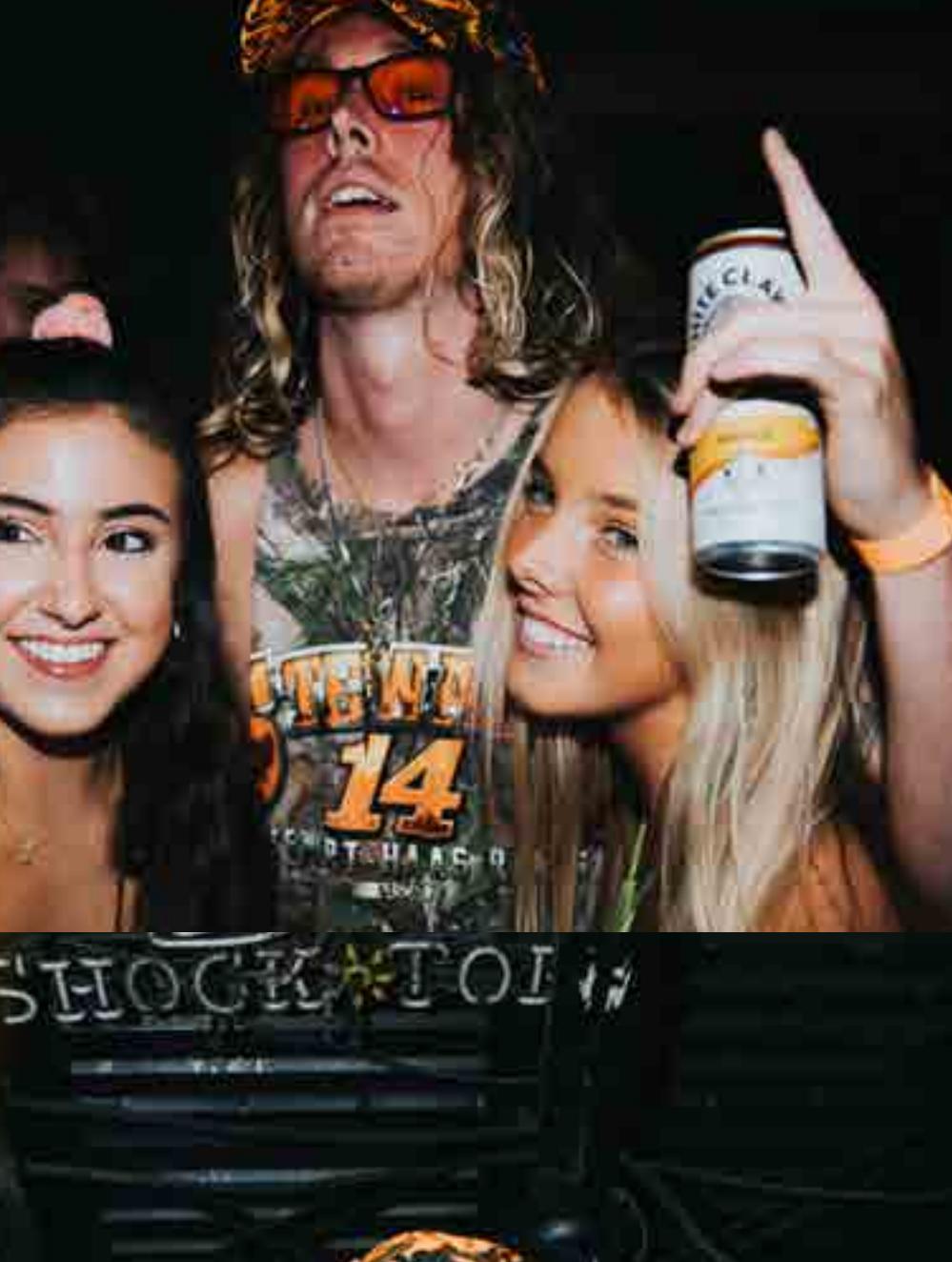
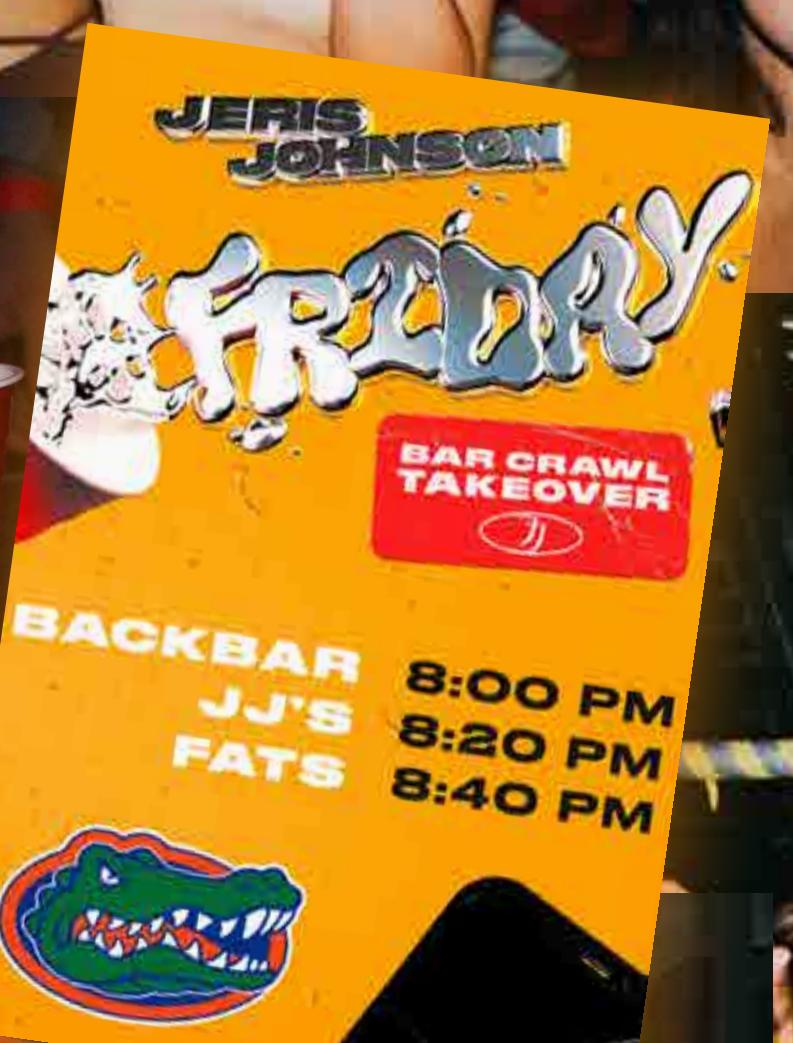
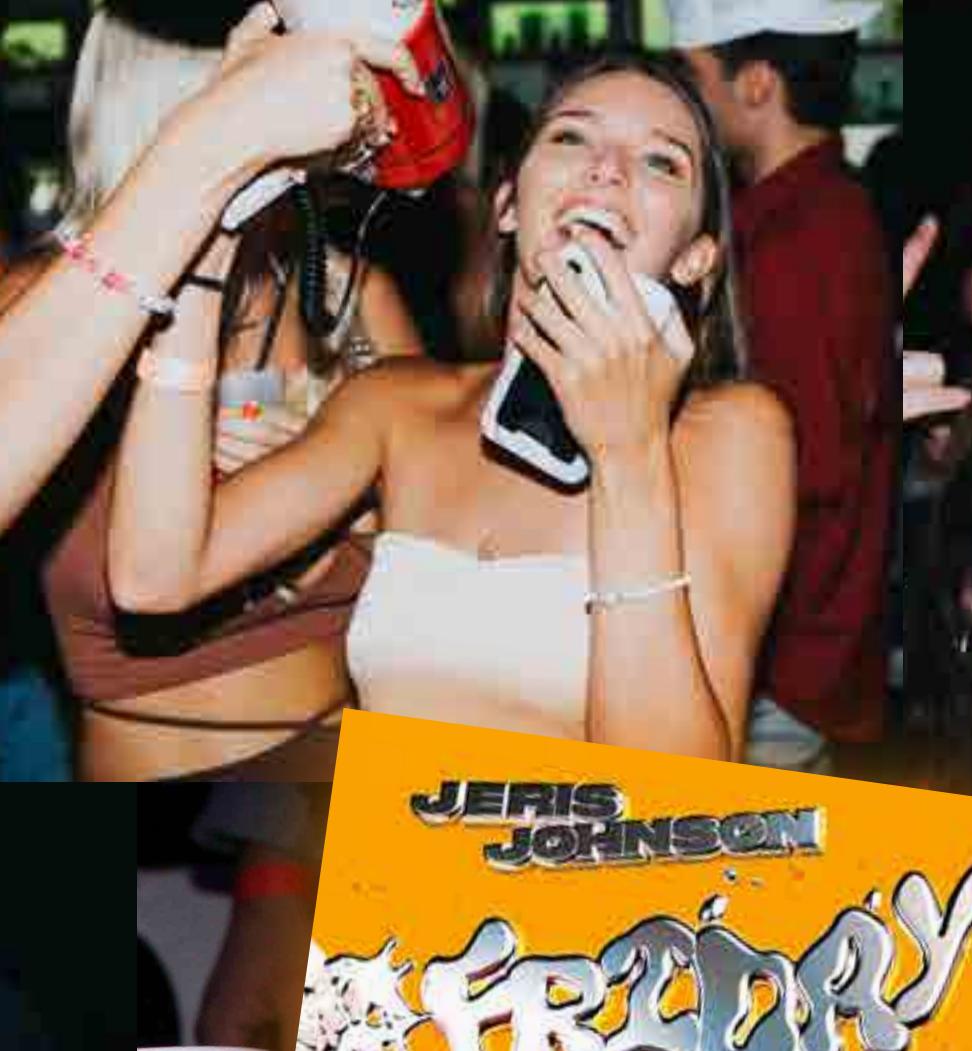
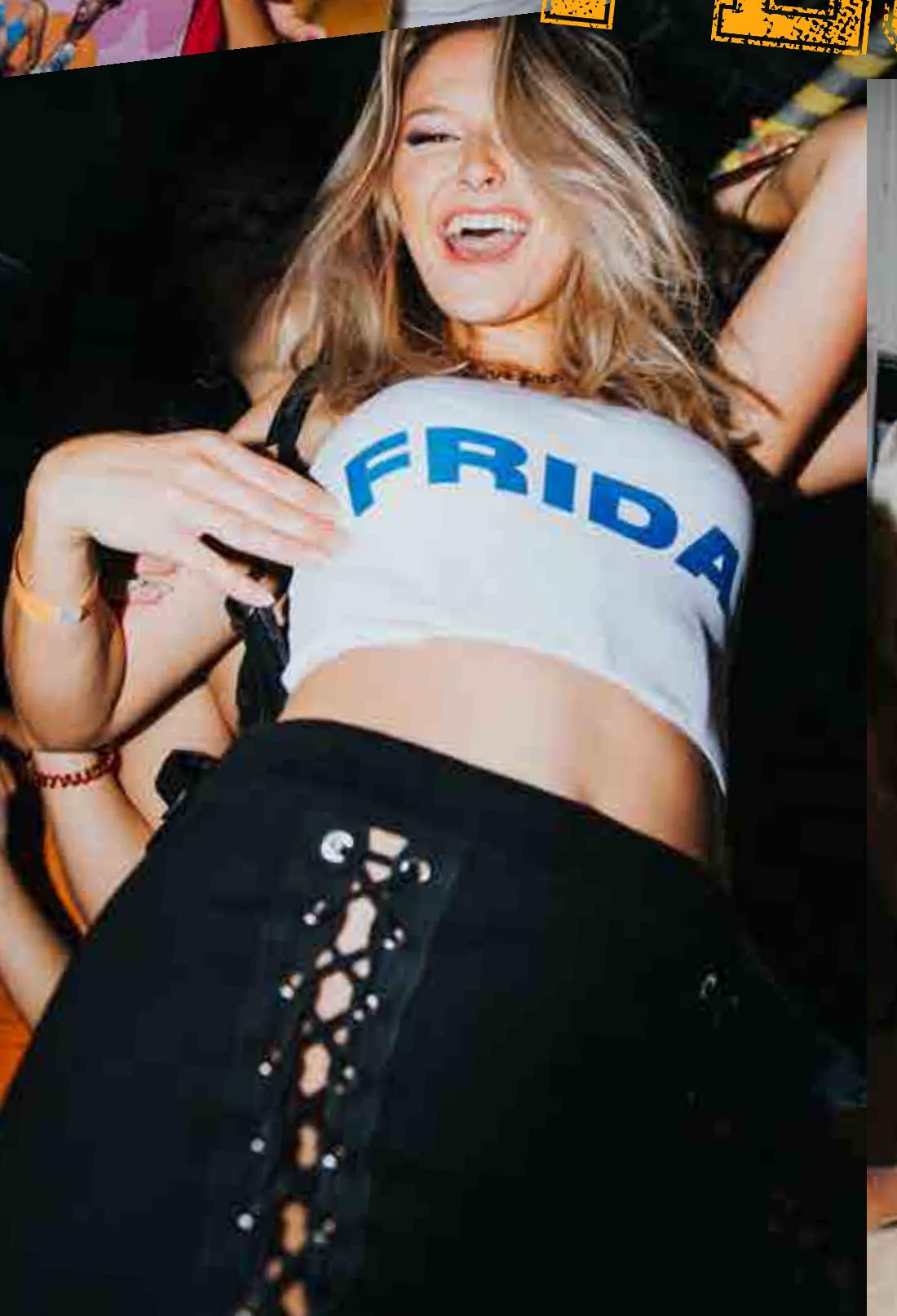
Total number of students that participated in our bar crawl activations & performances.

513.7k

TOTAL IMPRESSIONS

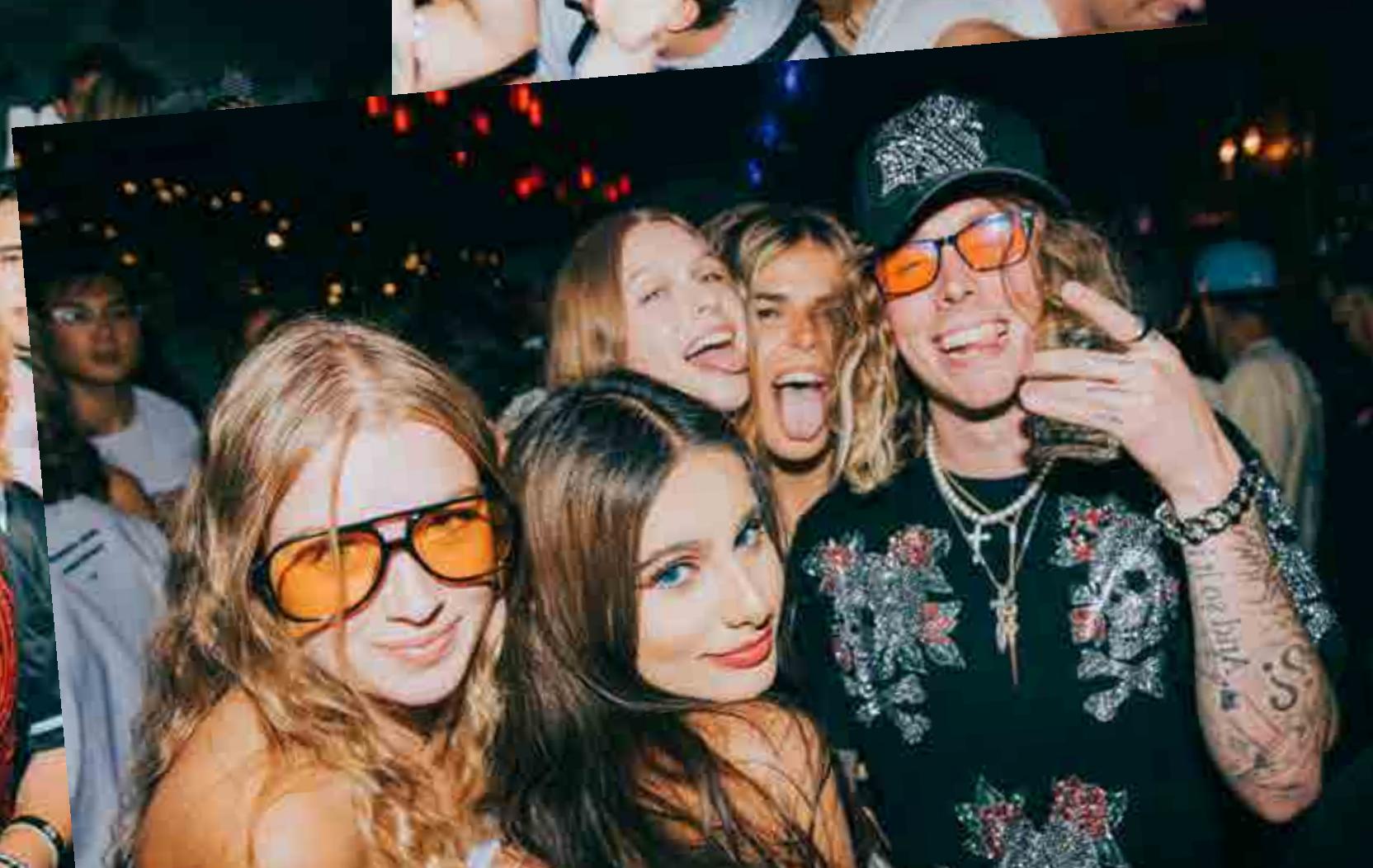
All impressions from Main page & story posts on the CW page & bar crawlers pages.

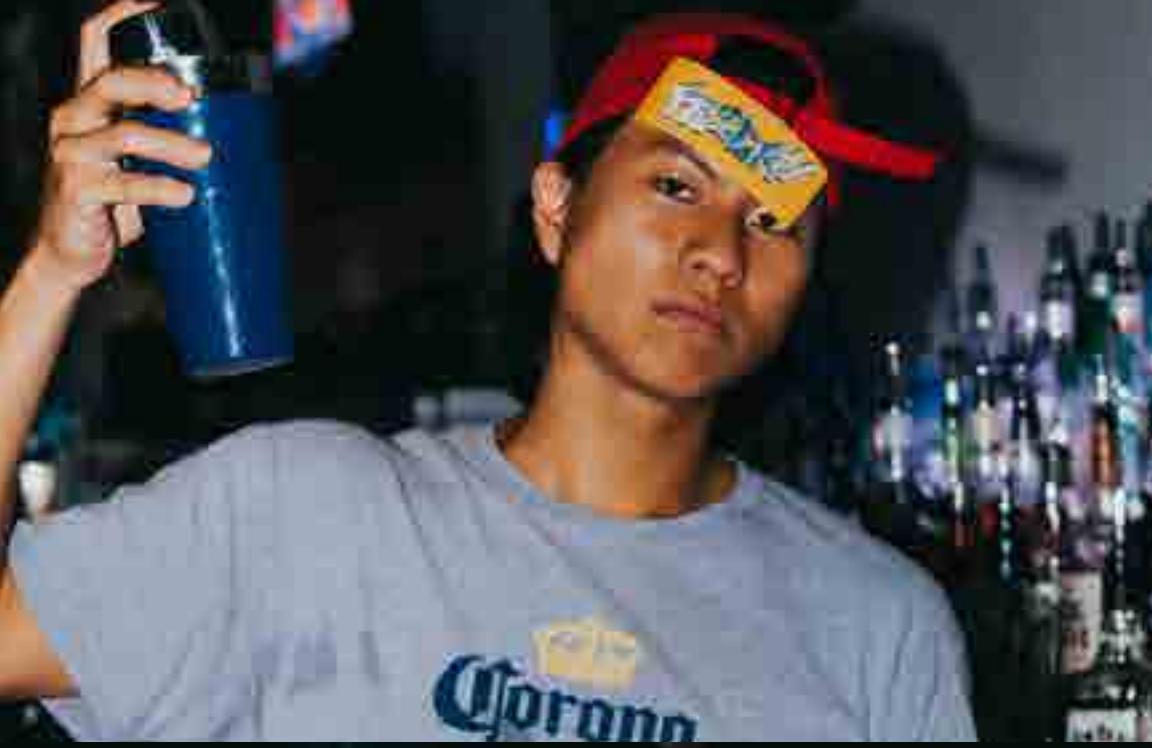
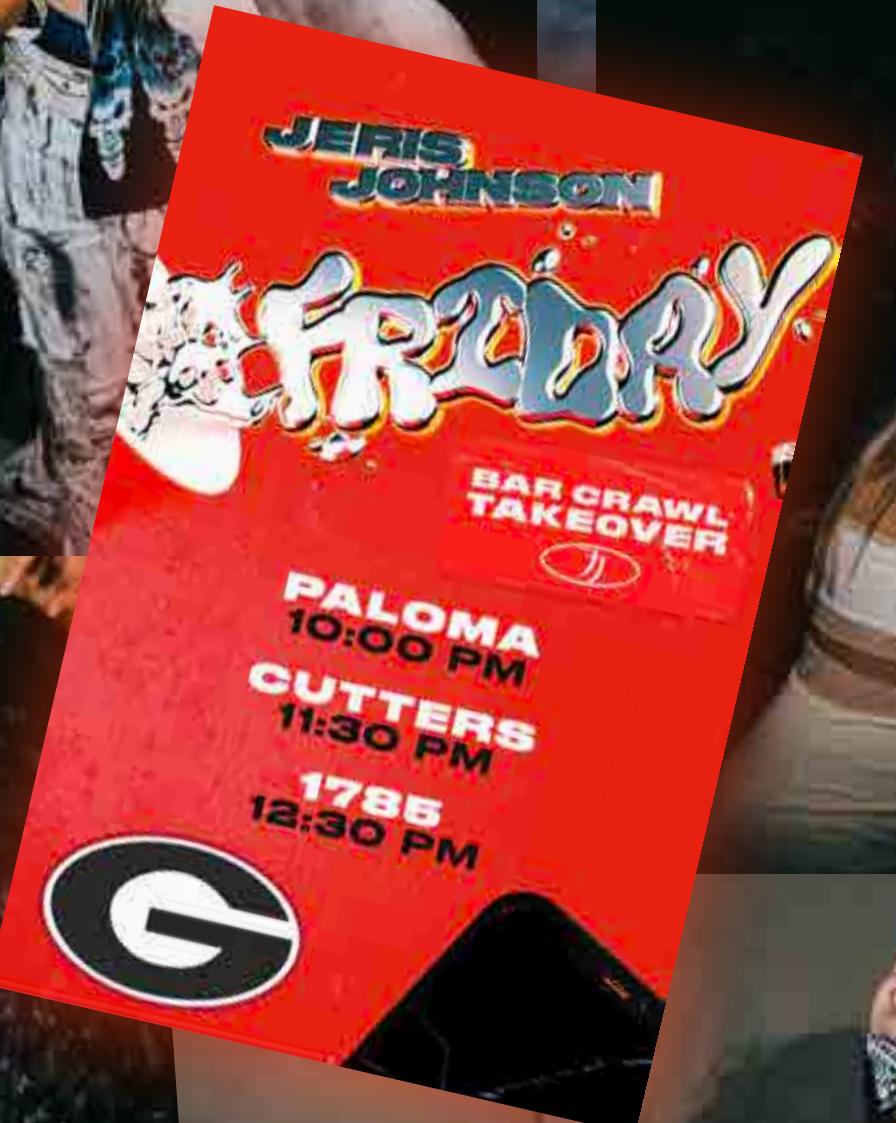






SANTA
BARBARA





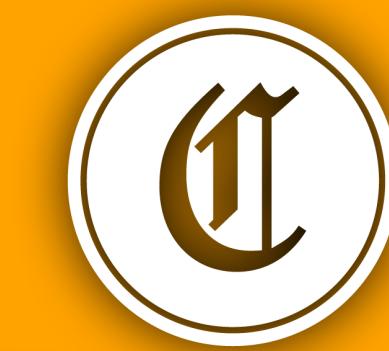
GEORGIA







THANK YOU
FOR CHOOSING...



College Weekly