

**JERIS
JOHNSON**

Barry

**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

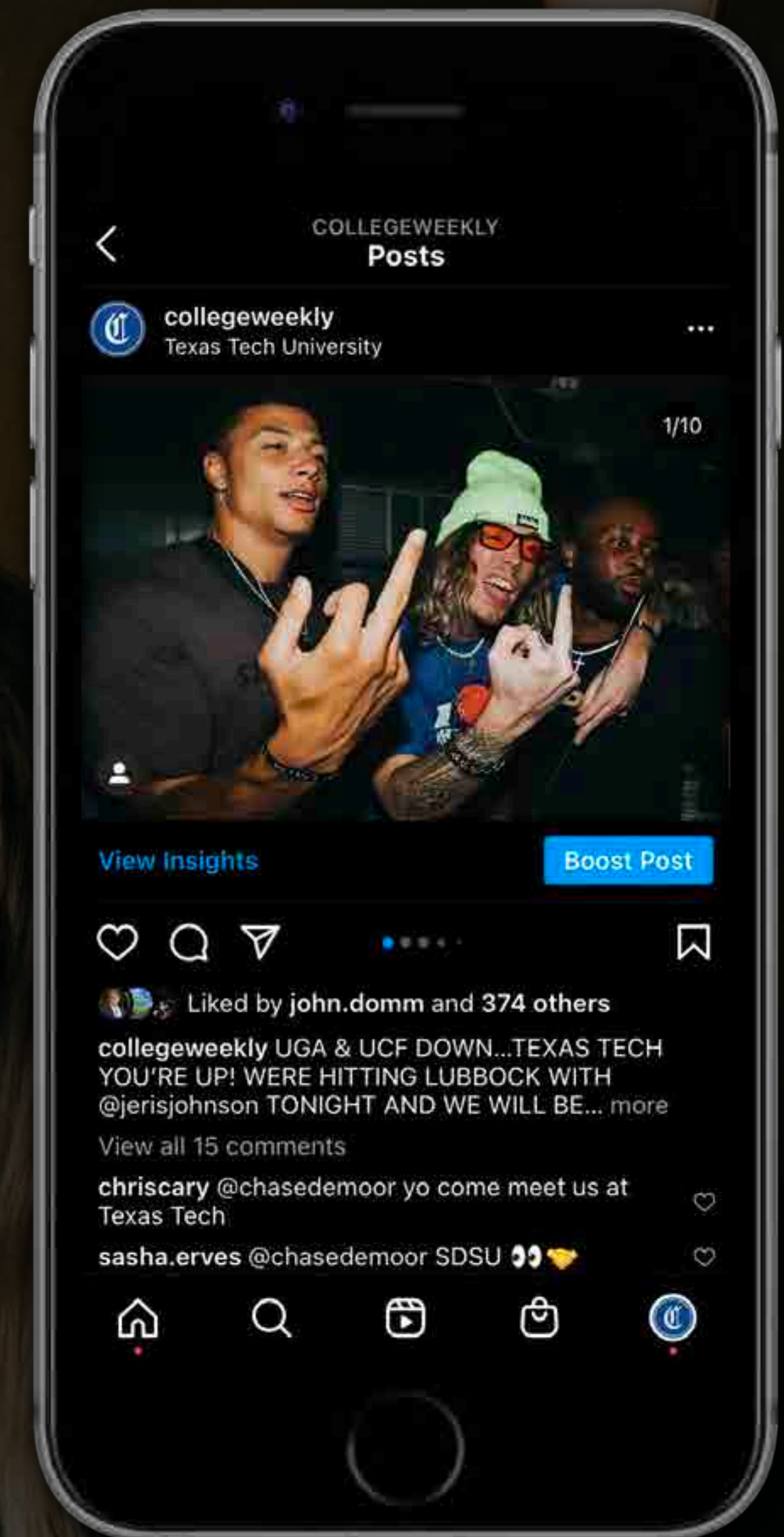
TOTAL EVENT ATTENDEES

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

513.7k

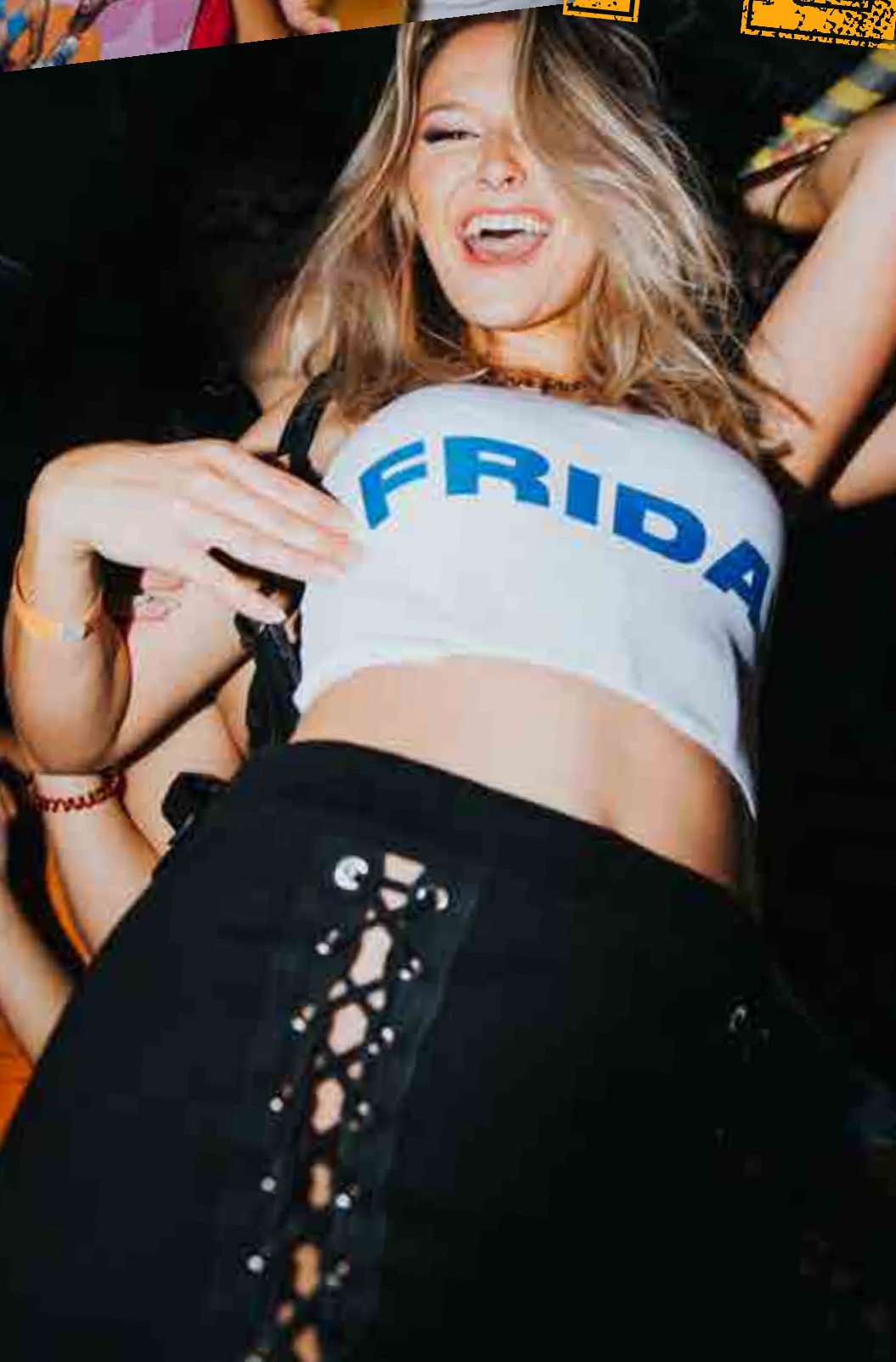
TOTAL IMPRESSIONS

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





FLORIDA





JERIS JOHNSON
FRIDAY
BAR CRAWL TAKEOVER
SANDBAR 9:30 PM
SHARKEEZ 10:00 PM
HOUSE PARTY ON DP 11:00 PM
UCSB



SANTA BARBARA

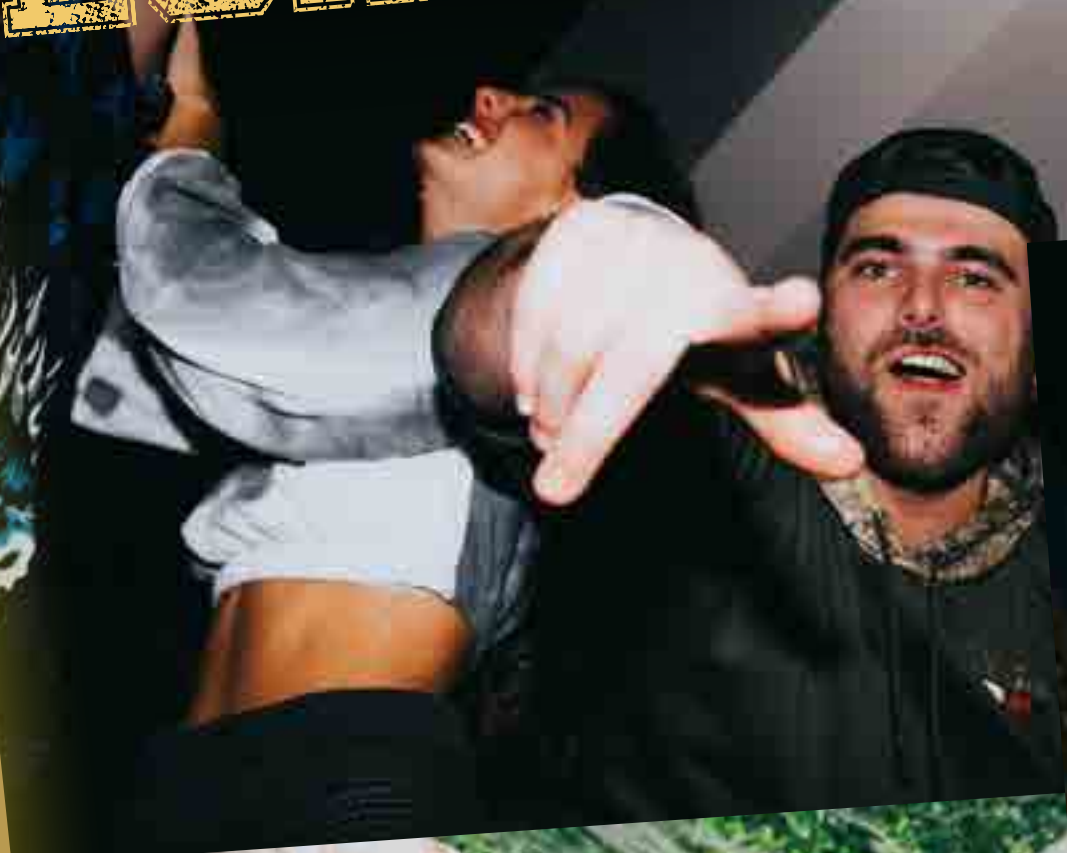




JERIS JOHNSON
Friday
BAR CRAWL TAKEOVER

SHOTS
11:00 PM
BULLITT BAR
11:30 PM
EDEN
12:00 PM

UCF



JERIS JOHNSON
Friday
BAR CRAWL TAKEOVER

PALOMA
10:00 PM
CUTTERS
11:30 PM
1785
12:30 PM

G

GEORGIA





THANK YOU

FOR CHOOSING...



College Weekly