



**GUNNA**

**BITTERSWEET**

**NORTH AMERICA TOUR**

**COLLEGE WEEKLY PROMO CAMPAIGN**

LIVE NATION



YOUNG STONER LIFE  
RECORDS



# CAMPAIGN OBJECTIVES



## RAISE AWARENESS ONLINE

Launch a 5 week social media campaign to raise awareness about the tour in targeted markets nearby large college campuses.



## INVITE THE TASTEMAKERS

Hand select members of fraternities, sororities or sports teams to invite to the show in return for spreading the word about the event via social and internal group chats.



## INCREASE TICKET SALES

Boost ticket sales through a combination of online and on-campus promotions via the College Weekly socials and student network.



# TARGETED MARKETS & ON-CAMPUS PARTNERS

**COLUMBUS, OH**



**PI KAPPA ALPHA  
DELTA GAMMA**

**DENVER, CO**



**SIGMA PI  
ALPHA PHI**

**SEATTLE, WA**



**SIGMA CHI  
DELTA GAMMA**

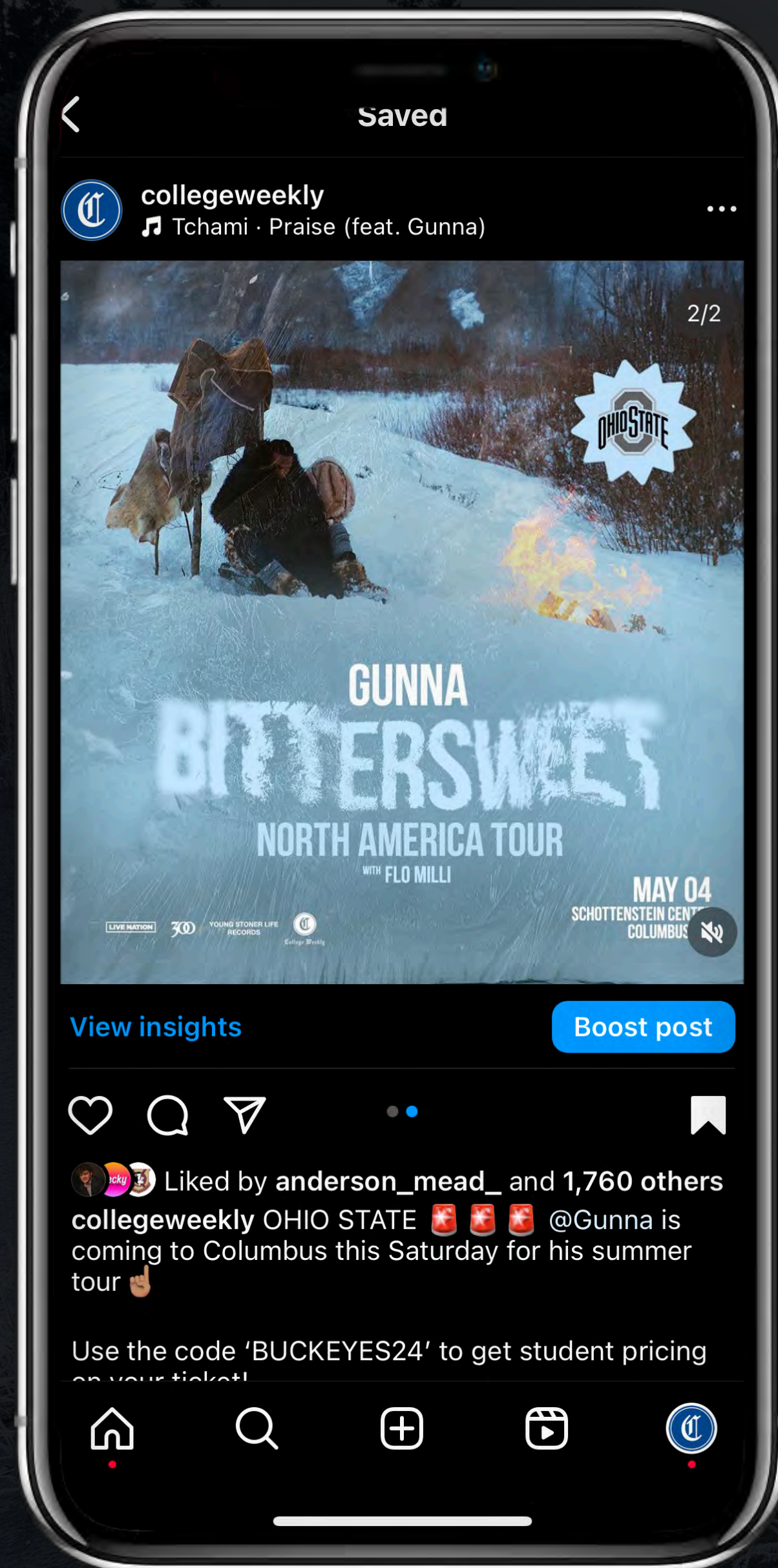
**NASHVILLE, TN**



**VANDERBILT  
FOOTBALL TEAM**



# RESULTS



## TOTAL STUDENT INFLUENCERS

Total number of students that were hand selected and invited to the show near their campus.

100

## TOTAL SENDS

Total amount of times instagram users Sent a post from the campaign to a friend.

11,831

## TOTAL LIKES

Total amount of likes on all campaign posts.

36,921

## TOTAL ACCOUNTS REACHED

All impressions from grid & story posts on the College Weekly instagram.

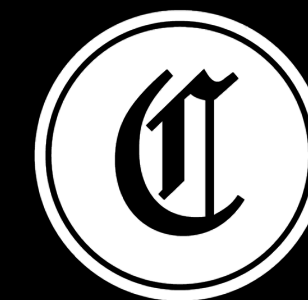
1,106,682





# THANK YOU

FOR CHOOSING...



College Weekly