



GUNNA BUTTERSCOTCH

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



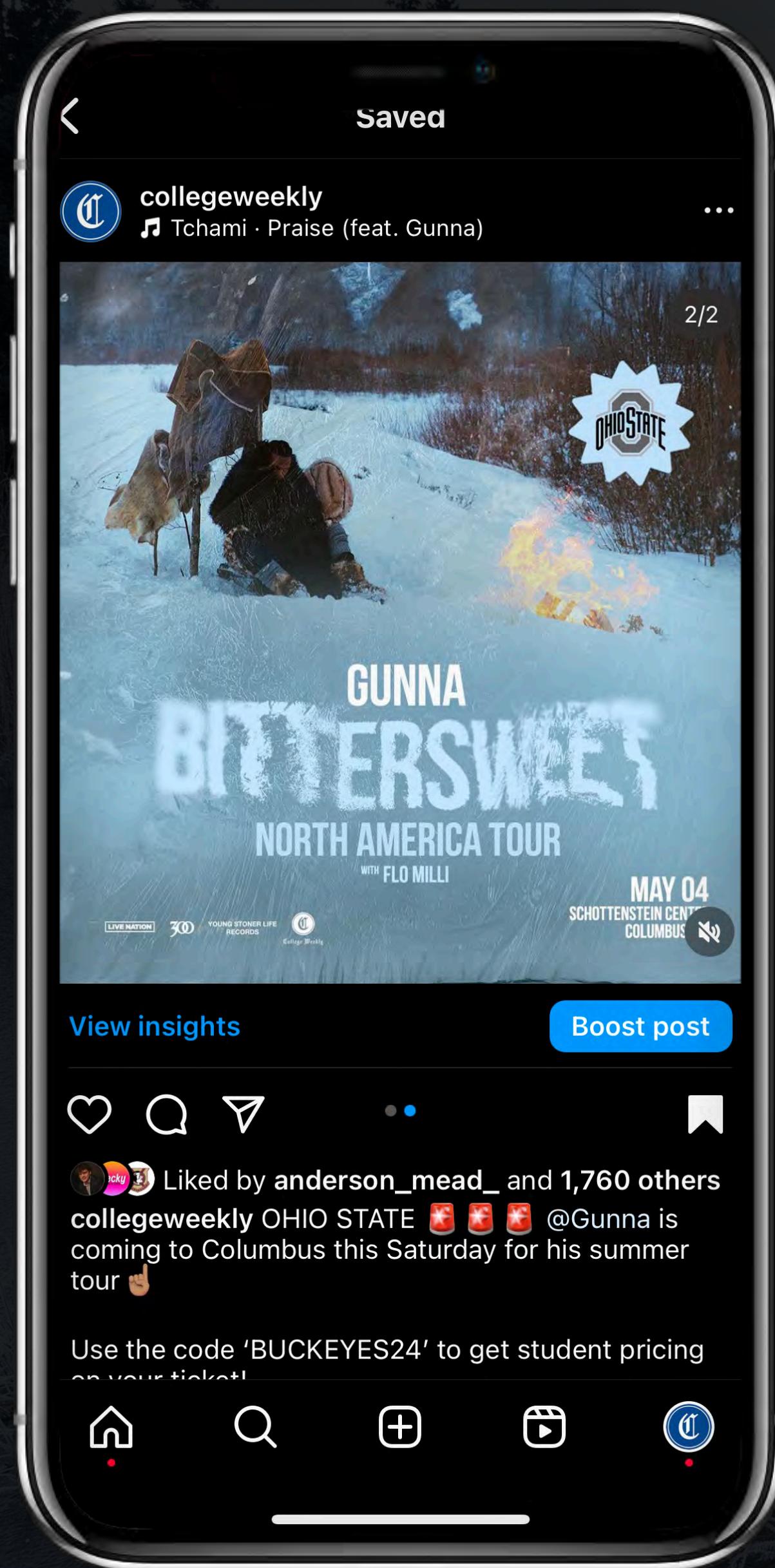
SIGMA CHI
DELTA GAMMA

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

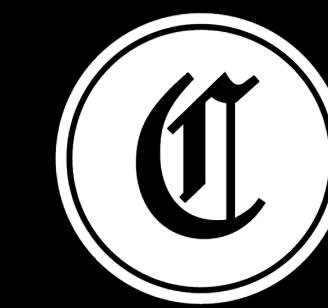
TOTAL ACCOUNTS REACHED

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

1,106,682



THANK YOU
FOR CHOOSING...



College Weekly