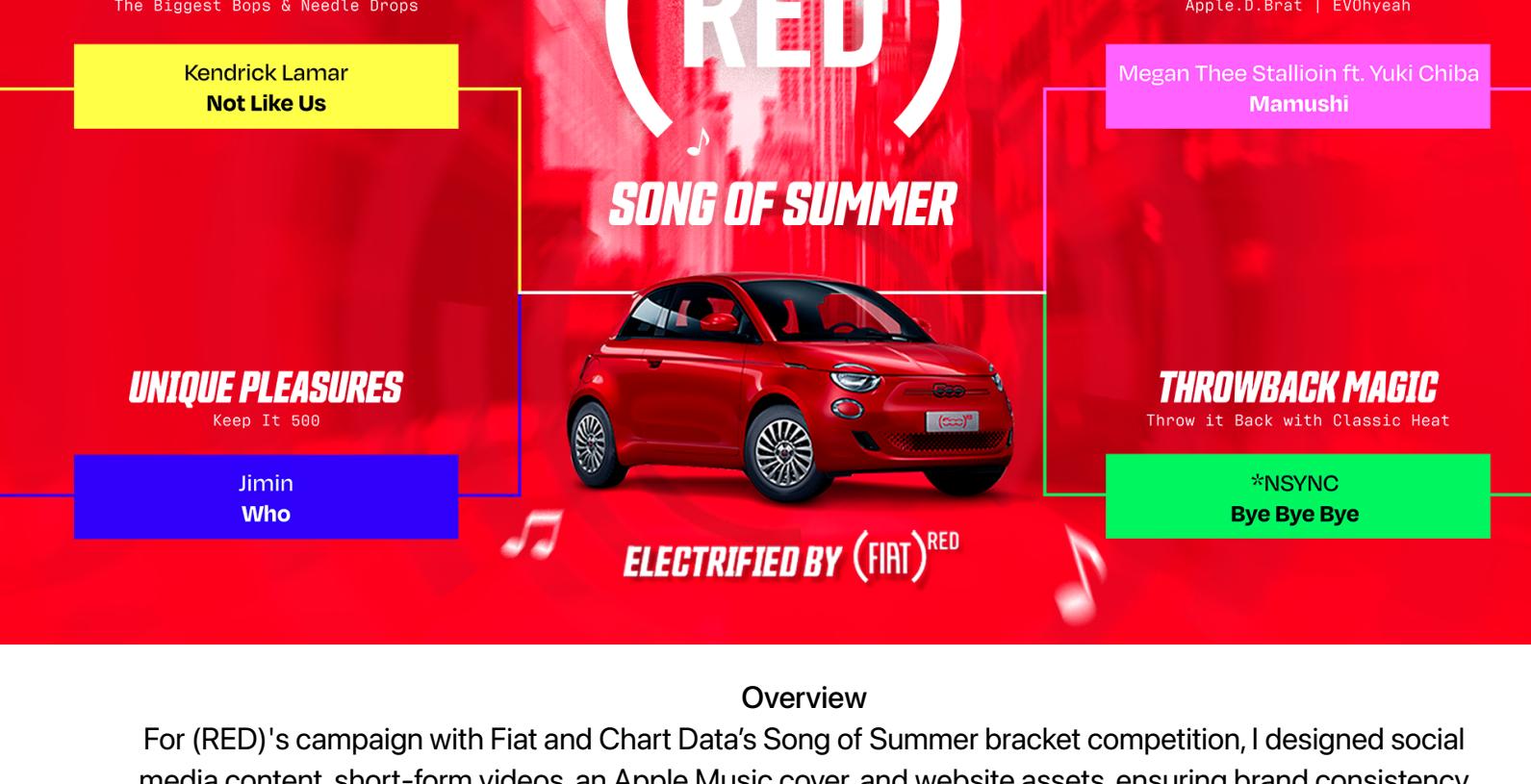
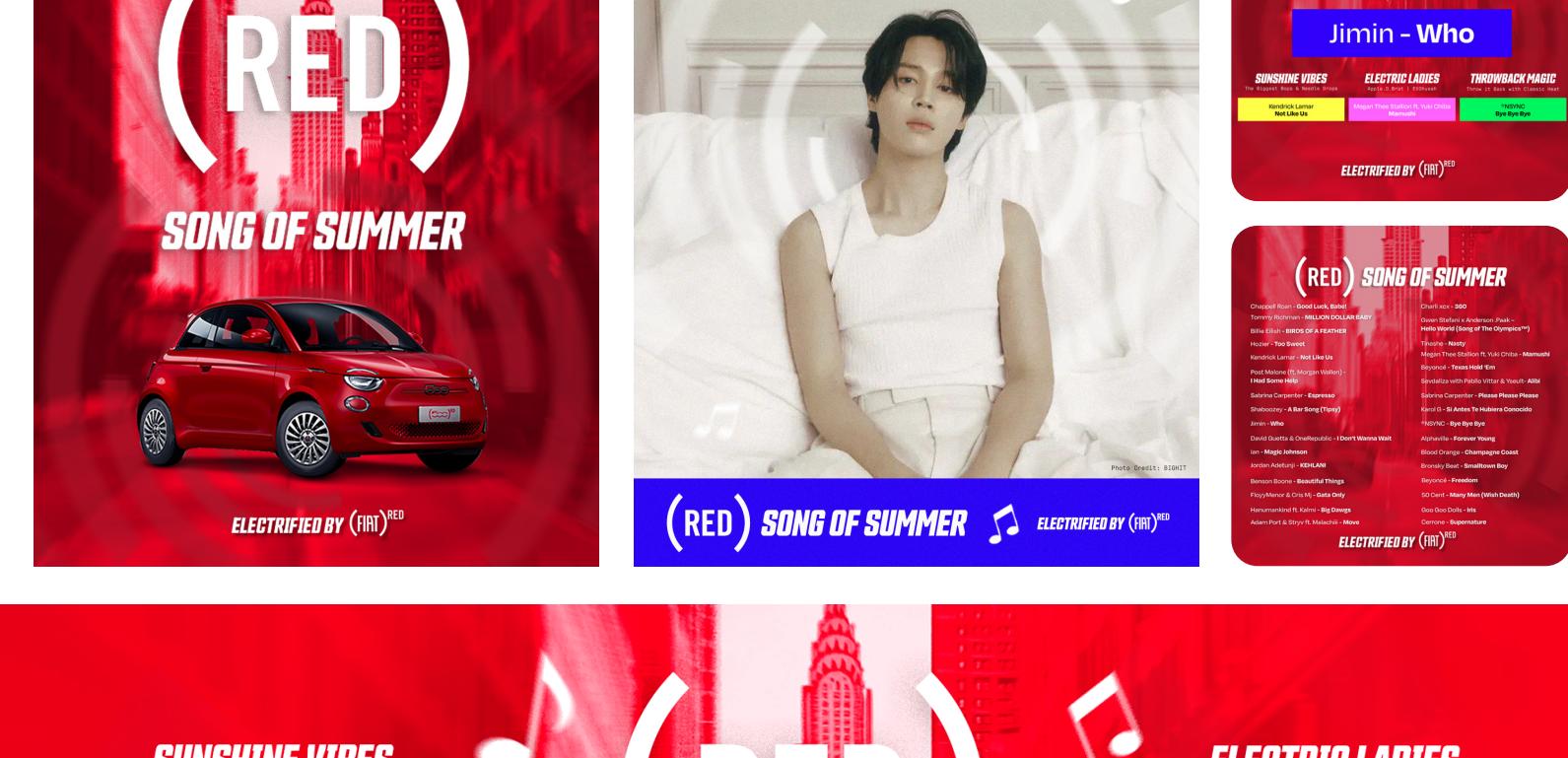


The collage includes:

- A portrait of Jimin from the K-pop group BTS.
- A screenshot of the (RED) Song of Summer app interface on Apple Music.
- A screenshot of a X (Twitter) post by Jimin (@JiminBTS) announcing he is the winner of the 2024 (RED) Song of Summer.
- A screenshot of a X post by (RED) (@RED) announcing Jimin as the winner.
- A screenshot of a X post by (RED) (@RED) showing a red Fiat 500 car in a city at night.
- A screenshot of a X post by (RED) (@RED) featuring a red Fiat 500 with musical notes.
- A screenshot of a X post by (RED) (@RED) featuring a red Fiat 500 with the text "WINNER".
- A screenshot of a X post by (RED) (@RED) featuring a red Fiat 500 with the text "(RED) SONG OF SUMMER".
- A screenshot of a X post by (RED) (@RED) featuring a red Fiat 500 with the text "ELECTRIFIED BY (FIAT) RED".
- A screenshot of a X post by (RED) (@RED) featuring a red Fiat 500 with the text "The 2024 (RED) Songs of Summer".
- A screenshot of a X post by (RED) (@RED) featuring a red Fiat 500 with the text "From red.org".
- A screenshot of a X post by (RED) (@RED) featuring a red Fiat 500 with the text "1.4K 2.3K 110K".
- A screenshot of a X post by (RED) (@RED) featuring a red Fiat 500 with the text "1.4K 2.3K 110K".



digital man
Collaborat

strategies to maximize reach and engagement. Collaborating closely with the Creative Art Director, Digital Manager, and Partnerships team, I helped refine the campaign's creative execution. The campaign exceeded the previous year's metrics by 20%, significantly enhancing (RED)'s reach and impact.

 9M+ Impressions  250K+ Engagement