



CHROMAKOPIA₂₀₂₄

Marketing campaign

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ME200_S2

Rationale

Tyler the Creator's CHROMAKOPIA is a highly innovative, culturally impactful campaign. Known for his unique aesthetic and dedicated fanbase, Tyler's marketing efforts for CHROMAKOPIA resonated with audiences through bold visual choices, interactive experiences, and multimedia reach.

This campaign serves as an ideal case study for successful engagement and reach within the music and arts industry.

Index

- 1 Introduction**
- 2 Campaign Overview**
- 3 Social Media Strategy**
- 4 Public Relations Strategy**

- 5 Promotional Events**
- 6 Additional Marketing Channels**
- 7 Campaign Effectiveness**
- 8 Campaign Learnings**

- 9 Future Application**
- 10 Conclusion**
- 11 References**

INTRODUCTION



Tyler, The Creator.

Singer, Rapper, Songwriter,
Director.

What is **CHROMAKOPIA?**

CHROMAKOPIA is a **multi-layered creative campaign** by Tyler, The Creator that **showcases his unique vision** as an artist. With CHROMAKOPIA, Tyler **blurs the lines** between **music, visual art, and fashion**, creating an immersive experience that goes beyond traditional album releases.

Through its **striking visuals, mysterious promotional teasers, and a blend of surreal imagery**, CHROMAKOPIA **captivates fans** by offering a world where Tyler's artistic identity is central. The campaign is designed not only to **promote his music** but to **engage his audience** in an entire aesthetic universe, inviting fans to explore his creative process, inspirations, and artistic evolution.



More about Tyler:

Tyler, The Creator, born Tyler Gregory Okonma on March 6, 1991, in Ladera Heights, California, is a Grammy-winning musician, rapper, producer, and creative visionary known for his genre-blending sound and bold artistic vision. He first gained fame as the co-founder of the alternative hip-hop collective Odd Future in the late 2000s, bringing a raw, unapologetic energy to the music scene. Tyler's early work, characterized by dark, experimental themes, quickly set him apart as a unique voice in hip-hop.

Over the years, he has evolved his sound, moving from gritty, rebellious tones to more soulful, introspective, and melodic projects. Albums like *Flower Boy* (2017) and *IGOR* (2019) showcased his growth as an artist and garnered critical acclaim, with *IGOR* winning the Grammy for Best Rap Album. Beyond music, Tyler is a multifaceted creator who has ventured into fashion with his brand Golf Wang, directed music videos, and curated his own music festival, Camp Flog Gnaw. Known for his fearless self-expression and boundary-pushing creativity, Tyler has cemented himself as one of the most influential artists of his generation, inspiring fans with his commitment to authenticity and artistic freedom.

Why Does Tyler, The Creator Make Music?

Tyler, The Creator makes music as a means of self-expression and storytelling. For him, music is a channel through which he can communicate his personal experiences, emotions, and ideas to the world. His music often reflects themes of individuality, self-discovery, and a fearless exploration of unconventional topics. As someone who values authenticity and artistic freedom, Tyler views music as a way to push boundaries and challenge norms in the industry, making it clear that his primary motivation isn't commercial success but artistic integrity and expression.

What Audience Does He Make His Music For?

Tyler's audience is a mix of diverse, open-minded listeners who appreciate creativity and are drawn to art that defies convention. His fans are typically young adults who resonate with his unapologetic authenticity, his willingness to tackle difficult subjects, and his blend of genre-defying sounds. Many of his listeners are individuals seeking music that doesn't conform to mainstream trends, as well as those who find inspiration in Tyler's raw and honest approach to life. His music speaks to fans who are often on their own journeys of self-acceptance and personal growth, finding comfort in his unapologetic individuality and unique worldview.



Marketing Campaign Overview



Social Media



Public Relations



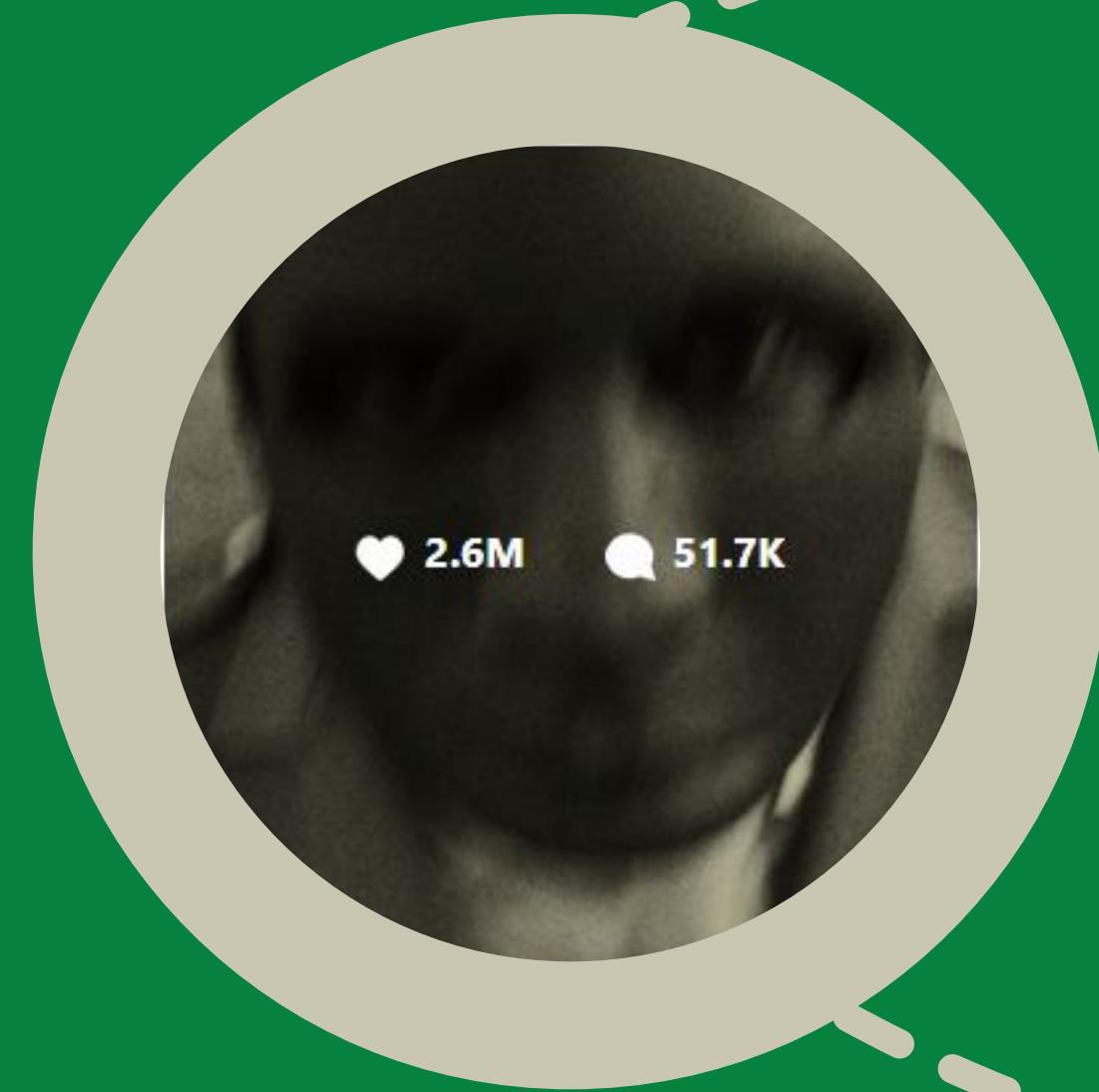
**Promotional
Events**



**Additional Marketing
Channels**

Social Media

2024



[Instagram Link](#)

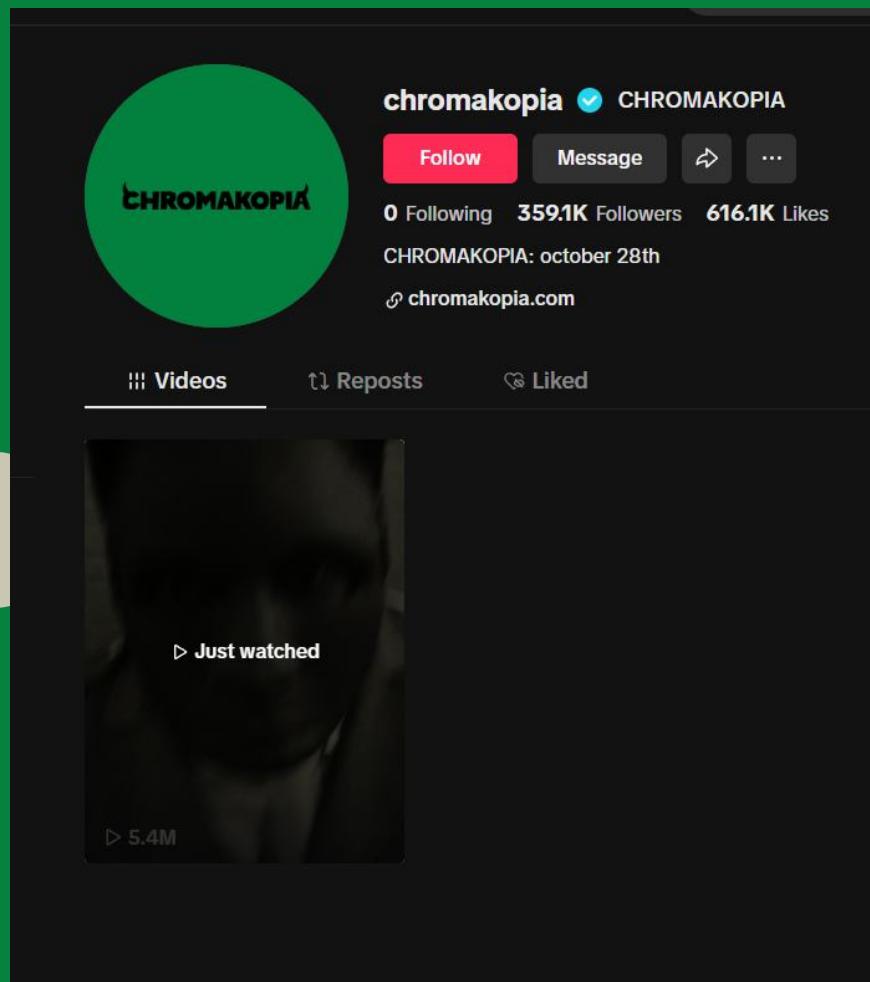
Total Views/Likes By Tyler:

~36M-50M

(Metrics are taken from TikTok views, Instagram likes and YouTube Views as of 08/11/2024)



[YouTube Video](#)



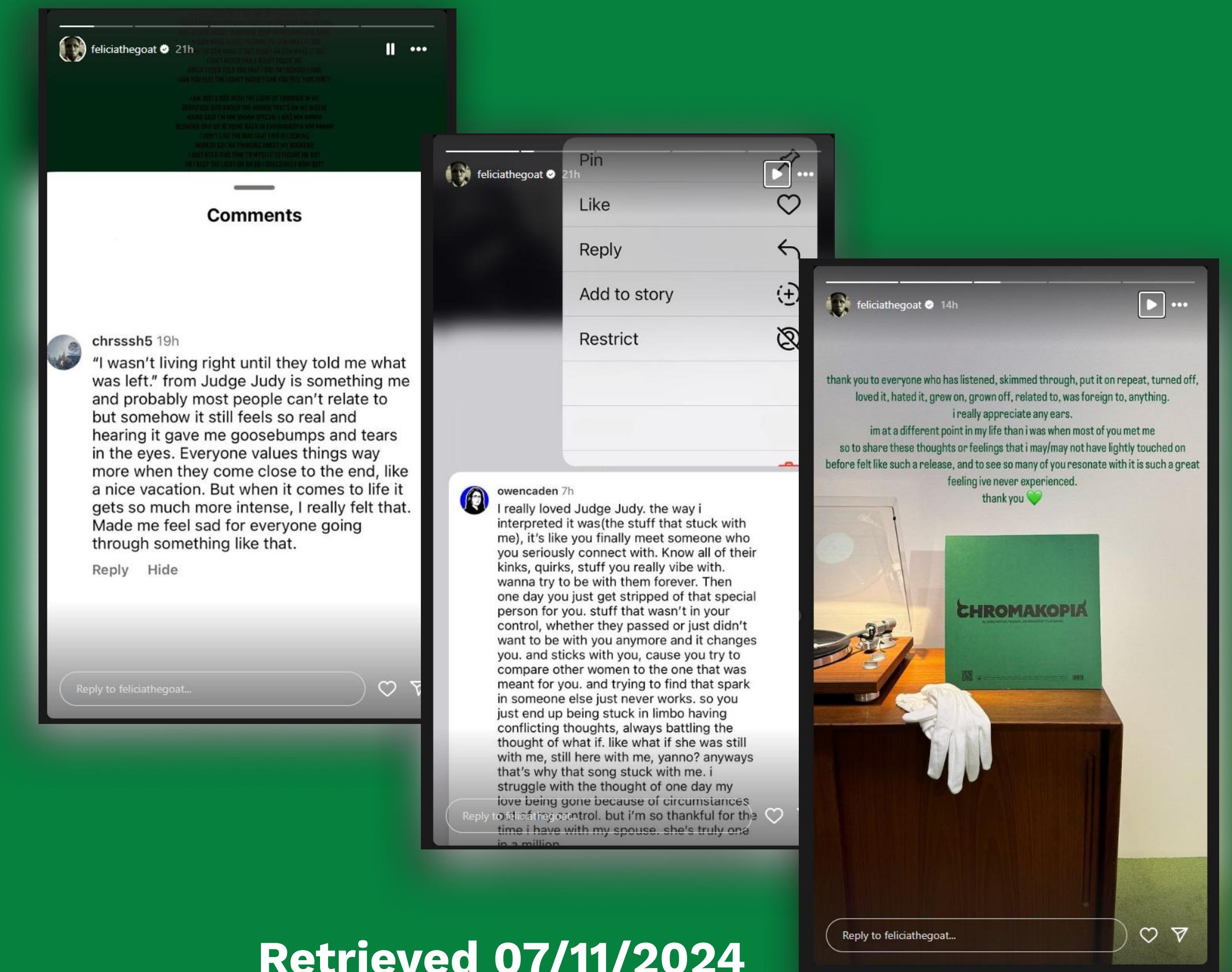
[Tik Tok Video](#)

Tyler released a teaser-trailer on Instagram. He used captivating cinematography, which gave people something to talk about. Afterwards, releasing another song on tik tok which gaged another 5.4 Million views! Followed by another pre-released song on YouTube.

Public Relations

Tyler's brand identity is that of being expressive, rebellious and energetic. He stresses about being transparent and that he strives to be “real” with his music, actions and personality.

He also shows he cares about his community by reposting comments left by fans on his Instagram story.



Retrieved 07/11/2024

Promotional Events

Tyler had trucks with the album's name on it drive through the cities and states of America, often stopping for fans to either take pictures or to interact with.



Additional Marketing Channels

Tyler has made an additional marketing channel by announcing he will be performing his album on a tour, which will then further increase reach as it has yet to commence.

This will also help with fan engagement as Tyler is also known to interact with them before, while or after performing.

He has also made a clothing line (as seen at the bottom of the screenshot) which he has collaborated with “GOLF” (a clothing manufacturing/designing company)



[Instagram Link](#)

Retrieved 07/11/2024

Campaign Effectiveness

Reach:

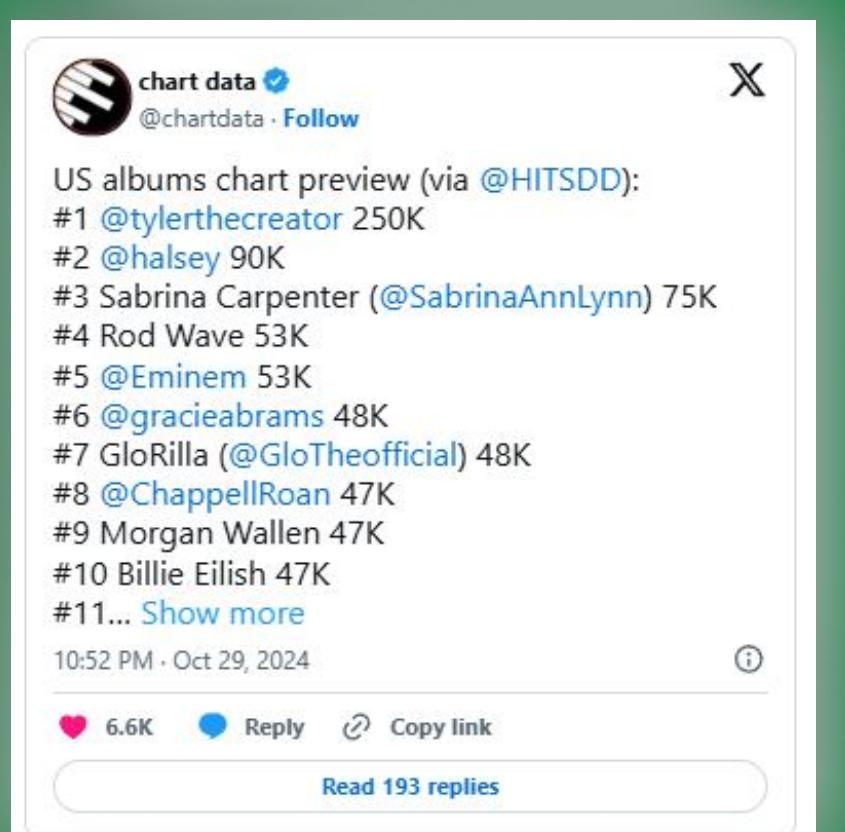
- Nearly 300,000 units sold within the first four days, including 142,000 pure album sales (HipHopDX, 2024).
- Over 212 million streams, with 85 million first-day Spotify streams, marking it the largest hip-hop debut of 2024 (ChartData, 2024).

Engagement:

- High social media engagement with extensive mentions across platforms (Grimy Goods, 2024).
- Strong listener response to album's personal themes and notable collaborations with artists like GloRilla and Lil Wayne (Grimy Goods, 2024).

ROI:

- Record-breaking first-week sales in Tyler's career, outperforming Call Me If You Get Lost by nearly 80% (HipHopDX, 2024).
- World tour planned across North America and Europe expected to drive further revenue (HipHopDX, 2024).



A screenshot of the HipHopDX website. The main feature is a large photo of Tyler, The Creator wearing a red cap and glasses. The site has a navigation bar with links for NEWS, SINGLES, VIDEOS, REVIEWS, and EDITORIALS. On the right, there's a sidebar for LATEST NEWS with various music headlines.

TYLER, THE CREATOR'S 'CHROMAKOPIA' AIMING FOR NO. 1 WITH BIGGEST SALES OF HIS CAREER

by SAM MOORE
Published on: Oct 30, 2024, 8:45 AM PDT

Tyler, The Creator's *Chromakopia* is poised to make a big splash on next week's Billboard 200 chart. Despite it having a shorter tracking window due to it being released on Monday instead of the previous Friday, the album is expected to cruise to number one with the biggest first-week sales of his career. According to *HITS Daily Double*, *Chromakopia* is on track to earn least 250,000 equivalent units in its opening week, with it being estimated that the number could go as high as 300,000 before final numbers are tallied. As it stands, Tyler would top the Billboard 200 by a large margin ahead of Halsey's new album *The Great Impersonator*, which is projected to move around 90,000 units.

Campaign Learnings

Transparency

Building your brand identity around being “real” and transparent helps connect with the target audience, building trust and a relationship with the brand.

Cross-Platform Marketing

Including more social media platforms helps with exposure, but also then having a physical piece of marketing helps engage an audience to even further lengths.

Events

Scheduling a tour directly after releasing new content is beneficial in keeping momentum toward a campaign.

Community Engagement

Engaging with your audience/community shows that you care about the community, and that you recognise their efforts in supporting you.

Collaborations

Collaborating with different artists as well as clothing companies helps reach different audiences, that boost a campaigns return on investment.

Applying Strategies To Future Campaigns

Answering/recognising efforts in support by a community

- As a company, you do not want to be seen as a “robot” and you will need to engage with your community to not only make your community stronger, but also show investors that you care about your product and its consumers.

Being open and transparent about a process or product will build trust and strengthen customer relations.

- Being transparent as a brand is crucial to both investors and customers. This shows that you can recognise an issue, a success or anything in between. This allows customers to also feel at ease when viewing, purchasing or researching about your product.

Timing your release of a product and then deploying different strategies to market it will boost sales, and keep brand momentum.

- Timing plays a crucial part in any campaign’s success, timing also refers to a campaign’s momentum which is a crucial factor toward engagement, reach and many other sections. You will need to choose what timing works best with your brand/product since it also sets a lot of expectations.

Closing Thoughts



Tyler, The Creator's Chromakopia exemplifies the success of a carefully crafted and innovative campaign. His strategy leaned into the power of authenticity, surprise, and minimalistic promotion, showing that strong artistry paired with strategic scarcity can drive remarkable results. The album's immediate reach, record-breaking streams, and robust tour plans emphasize the effectiveness of personal branding in today's music landscape. Tyler's approach sets a benchmark for artists seeking to build deep connections with their audience while achieving commercial success on their own terms.

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