

Strategy for Launching Ashwin Gane's NYFW 2025 Long-Form Video (Release: Oct 3, 2025) on YouTube

1 message

Tel K. Ganesan <tel@kyyba.com>

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To: Kamali Priya Kamaraj <kamalik@kyyba.com>, Palani Kumar R <palanik@kyyba.com>, Ankit Srivastava <ankits@kyyba.com>

Cc: Suyashi Khare <suyashik@kyyba.com>, Ajay kumar <ajayk@kyyba.com>, Vignesh N <vigneshn@kyyba.com>, Gokul Krishna <gokulk@kyyba.com>, Sumithra C <sumithrac@kyyba.com>, Rajasekar R <rajasekarr@kyyba.com>, Robi Shantharaj <robis@kyyba.com>, Ashwin T Ganesan <ashwintganesan@gmail.com>

Hi Kamali,

I would like you to use the attached **NYFW YouTube Playbook** as your template and own the rollout for Ashwin's **New York Fashion Week 2025 long-form video** (target **YouTube Premiere: Fri, Oct 3**).

Master edit with all the days combined (YT Long form Content)

<https://www.dropbox.com/scl/fi/apwhepz2o2fegq01r3ige/Ashwin-NYC-2.mp4?rlkey=q9bzs1l8wv5k872goxxzqx25t&st=3dqdK2zx&dl=0>

individual Reels format for social network

<https://www.dropbox.com/scl/fo/v19mp67jz0ivon43ibeto/AGn8NGCgbmlrQRSSW925Bxw?rlkey=l5wppxax0kq13316z4pfspv7x&st=i9hy8cdx&dl=0>

individual rectangular crop format for social network

https://www.dropbox.com/scl/fo/2kzc338jf5p8fsrdpdgm4/AMNKDWgWSJs_kQTpLRapVTs?rlkey=sssm3rno9m7o2h55y8of3hf7&st=p9b5lh26&dl=0

What I need from you

1. Rollout Plan (YouTube-first) – due Monday

- Final title options, primary & secondary keywords, description (first 2 lines keyword-rich), tags, chapters (if applicable), end screens/cards, thumbnail concepts (3 variants), playlist placement, and pin comment copy.
- **Premiere** setup recommendation (date/time, live-chat plan) + short post-publish checklist (hearts/replies, pin, add to playlists, share link).

2. Teaser + Countdown Schedule – start immediately

- 15–30s **teaser #1** for IG Reels/TikTok/YouTube Shorts (vertical + horizontal), post **today/tomorrow**.
- **Teaser #2** next week.
- **Daily countdown Stories** Oct 1–2 with **Premiere link/Reminder**.
- Day-of: **"We're live in 30 / 10 / Now"** posts + Ashwin in YouTube chat.

3. Cross-platform amplification (artist-style, not label)

- Copy blocks for IG/FB/TikTok/X/Threads + Story stickers and CTAs that drive **traffic back to the YT Premiere/full video**.
- Short BTS post-release plan for Oct 4–6 to keep momentum.

4. Inventory of other long-form content (≥90 sec) since Jan 2025 – due in 48 hours

- Sweep footage and exports (Drive/Dropbox/Editors) for: live performances, studio sessions, NYC/LA trips, interviews, BTS, fashion collabs.
- For each asset: **working title, runtime, source link, quality status, missing pieces, proposed angle, and recommended release window.**
- Put into a **release calendar** (Sheet) for Oct–Dec with tentative titles, thumbnail notes, and SEO focus per video.

Milestones & dates

- **Sept 21:** Rollout doc (YouTube metadata + teaser plan)
- **Sept 22:** Long-form inventory + release calendar draft (Oct–Dec)
- **Sept 24:** Final thumbnail, metadata lock; **schedule YouTube Premiere**
- **Sept 26–27:** Teaser #2 live; outreach list locked (blogs/communities)
- **Oct 1–2:** Countdown Stories + Premiere reminder blasts
- **Oct 3: Premiere + live chat;** post-release share + pinned comment engagement
- **Oct 4–6:** BTS clips + comment sweeps; update calendar with results

Reply with:

- Any blockers, asset gaps, or editor needs.
- Your chosen **Premiere time** (based on our audience analytics).
- Link to the **working Sheet** (release calendar) and **rollout doc**.

Hi Ankit,

Please take the following assets (see links below) and execute a **website + cross-platform release strategy** for Ashwin's NYFW 2025 long-form content.

Tasks for You:

1. Website Publishing (SEO-first)

- Create a **dedicated blog/article page** on Ashwin's site featuring the **YouTube long-form embed** (Master edit link below).
- Add a **headline optimized for SEO**: e.g., *"Ashwin Gane at New York Fashion Week 2025 – Emerging Artist Award & Exclusive Video"*.
- Write ~600 words of **SEO-rich copy** (intro paragraph, context of Ashwin's NYFW award, significance for Detroit + fashion/music crossover, and CTA to watch the full video).
- Optimize on-page SEO:
 - Meta title & description with keywords (Ashwin Gane, New York Fashion Week, Emerging Artist, Detroit Hip-Hop, Long-form Video).
 - H1/H2 structure with keywords.
 - Alt text for images/screenshots (e.g., "Ashwin Gane performing at NYFW 2025").
 - Internal links (to other pages like his music, news features, etc.).
 - Outbound links (to Forbes / Daily Front Row coverage, if available).

2. Cross-Promotion Reels & Social Formats

- Use the **Reels format** and **rectangular crop format** links below to create IG/TikTok/FB Reels, YouTube Shorts, and Twitter clips.

- Each Reel should include **CTA overlays** (e.g., “Full Video on YouTube Oct 3 – Link in Bio”).
- Ensure captions are SEO/hashtag optimized (#NYFW2025, #AshwinGane, #DetroitArtist, #EmergingArtist, #HipHopMeetsFashion).
- Schedule content drops aligned with Kamali’s rollout calendar (first teaser ASAP, second teaser Sept 26/27, countdown Oct 1–2, full release Oct 3).

3. Coordination

- Work closely with Kamali to align Reel drops with the YouTube premiere schedule.
- Share draft page + Reel edits for review before publishing.

Asset Links:

Master edit with all the days combined (YT Long form Content)

<https://www.dropbox.com/scl/fi/apwhepz2o2fegq01r3ige/Ashwin-NYC-2.mp4?rlkey=q9bzs1l8wv5k872goxxzqx25t&st=3dqdK2zx&dl=0>

individual Reels format for social network

<https://www.dropbox.com/scl/fo/v19mp67jz0ivon43ibeto/AGn8NGCgbmlrQRSSW925Bxw?rlkey=l5wppxax0kq13316z4pfspv7x&st=i9hy8cdx&dl=0>

individual rectangular crop format for social network

https://www.dropbox.com/scl/fo/2kzc338jf5p8fsrdpdgm4/AMNKDWgWSJs_kQTpLRapVTs?rlkey=ssmt3rno9m7o2h55y8of3hf7&st=p9b5lh26&dl=0

Execution Plan – Ashwin NYFW Long-form Rollout (Critical Path & Timeline)

Hi Sumi,

Please study the rollout notes (Kamali’s YouTube playbook, Ankit’s website/SEO tasks, and the content assets) and manage this project end-to-end. Your role is to **follow the critical path and critical chain**, ensuring all deliverables are met on time with no slippage.

I’ve laid out a **cut-and-paste plan** below – if you follow it exactly, nothing will fall through the cracks:

Execution Plan – Critical Path

Phase 1: Setup (Sept 20–22)

1. Review all assets:
 - Master long-form edit (YouTube)
 - Reels format
 - Rectangular crop format
2. Confirm responsibilities:
 - Kamali → YouTube rollout + teasers + cross-posts
 - Ankit → Website page + SEO + Reels prep
 - You → Coordination, tracking, reporting
3. Deliverables due:
 - **Sept 21:** Kamali delivers rollout doc (YT metadata, teaser plan)
 - **Sept 22:**

- Ankit delivers first Reel draft
 - You confirm Kamali's rollout doc is complete and signed off
 - You set up master tracking sheet (Timeline + Deliverable owner + Status)
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Phase 2: Content Calendar & Assets (Sept 23–27)

1. Sept 23:

- Ankit publishes website draft page (SEO + YT embed).
- You verify SEO checklist is complete (meta title/desc, alt text, H1/H2).

2. Sept 24:

- Kamali finalizes YT metadata + schedules Premiere (Oct 3).
- You check that Premiere link is live and shareable.

3. Sept 26–27:

- Kamali drops **Teaser #2**.
 - Ankit queues Reel variations for IG/TikTok/FB.
 - You confirm cross-platform formatting is correct.
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Phase 3: Countdown & Launch (Sept 28–Oct 3)

1. Sept 28–Oct 2:

- Kamali executes daily countdown Stories.
- You monitor and ensure every Story is posted.

2. Oct 1–2:

- Kamali shares Premiere link on all socials.
- Ankit amplifies via website + blog cross-promo.
- You verify links work and posts align with the plan.

3. Oct 3 (Launch Day):

- Kamali runs the YouTube Premiere + engages in live chat.
 - Ankit pushes Reel #3 and website CTA.
 - You monitor real-time engagement and log issues.
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Phase 4: Post-Launch (Oct 4–6)

1. Oct 4–5:

- Kamali posts BTS content.
- Ankit updates website blog with “Now Live” framing.
- You track YouTube analytics (views, comments, watch time).

2. Oct 6:

- Prepare a 1-page recap report (deliverables met, results so far, next steps).

Your Role (Critical Chain Management)

- check-ins with Kamali + Ankit.
- Update tracking sheet daily (Green = done, Yellow = in-progress, Red = overdue).
- Flag any blockers immediately to me.
- **Be solution-oriented** – don't just collect updates. When something gets stuck, propose fixes, re-sequence tasks if needed, and **move the needle yourself**. Your goal is to contribute every step of the way, not just observe.

Sumi, treat this like a relay race: your job is to make sure the baton never drops. If you stick to this checklist, we will hit Oct 3 with everything aligned.

Tel

Strategy for Launching Ashwin Gane's NYFW 2025 Long-Form Video (Release: Oct 3, 2025)

Internal Findings: *Ashwin Chat#7* and Project Context

Ashwin Gane was **honored as an "Emerging Artist" at New York Fashion Week (NYFW) 2025**, which suggests the video in question highlights his NYFW appearance or performance [facebook.com](https://www.facebook.com). The long-form video (~2–3 minutes) appears to be a professionally shot recap or music-performance video from that event. Internal chat #7 likely discussed the rollout plan – confirming **Oct 3, 2025** as the target YouTube release date and emphasizing the need to build hype via teasers and social media promotion beforehand.

The team's consensus was to use an **artist-driven approach** (leveraging Ashwin's personal brand and fan engagement) rather than a traditional label-style campaign.

Key context: This video is a significant piece of content for Ashwin, coming on the heels of his NYFW recognition. It's an opportunity to showcase his art to both music fans and the fashion crowd. With roughly two weeks until Oct 3, we have just enough time to execute a focused promo campaign.

Lessons from Similar Artist Campaigns (Fashion x Music)

I researched how **independent or self-driven artists** in the fashion/music space successfully promote their long-form videos on YouTube. The common thread is **building organic hype** without the massive budgets or formalities of labels or film studios:

- **Teasers & Social Hype:** Successful indie artists treat video launches like events, dropping **15–30 second teaser clips** on Instagram, TikTok, etc., well **in advance of release** artists.bandsintown.com/blog/groover.co. For example, avant-pop artist FKA Twigs (known for her fashion-forward music videos) often posts surreal teaser visuals to generate buzz among fans. These teasers are **short, punchy, and platform-optimized** – typically overlaid with text (song/title, release date) since many viewers watch with sound off artists.bandsintown.com. The goal is to captivate viewers' attention and leave them wanting more blog.groover.co. By the time the full video drops, the core fanbase is already curious and primed to click.
- **Countdowns and Personal Engagement:** Unlike label-driven campaigns that rely on formal press releases and big ads, independent artists tend to **engage directly with their audience**. Many will announce the release date and then do a **countdown** (e.g. T–7 days, T–3 days, "coming tomorrow!" posts) to keep the excitement building artists.bandsintown.com. Some artists host live Q&As or go on IG Live discussing the upcoming video, making fans feel involved. This personal touch – e.g. a casual behind-the-scenes chat or a story of what NYFW meant to the artist – can deepen fan connection, something a film studio's cold marketing can't achieve.
- **Consistent Branding & Visuals:** Artists successful in blending fashion and music (say, a Troye Sivan or Rina Sawayama in their early independent days) ensure the **visual aesthetic of teasers and promo posts matches the video's vibe**. This creates a cohesive story. For a fashion-show video, that might mean using stylish clips or

stills from the runway performance in all promo materials. It's a tactic to make the content instantly recognizable across platforms. As one music marketing blog notes, having strong, consistent visuals and identity is crucial in standing out with a music video release blog.groover.co.

- **Strategic Timing of Posts:** Indie artists who lack massive followings often **give themselves more lead time** to promote. According to industry advice, announcing a video **2–3 weeks ahead and sharing teasers throughout** is wise for building awareness blog.groover.co. (By contrast, major pop stars can announce a video 1 day prior and still get millions of views due to an existing fan frenzy – a luxury we don't have.) In our case we have about 13 days, which is on the short side, but we can still mimic this strategy in compressed form – e.g. start teaser posts immediately and continue every few days.
- **Case Examples:** One relevant example is how **independent pop artists** promote YouTube videos: an artist like **Dorian Electra** (who has a very fashion-inspired image) often drops multiple teaser clips on socials, counts down to the YouTube premiere, and even creates memes or challenges from their video to encourage shares. Another example: **Melanie Martinez** (while eventually on a label, her marketing was very artist-led) created a cohesive visual campaign for her short film-like music videos, including cryptic teaser images and YouTube trailer clips that drove fan speculation and sharing. The takeaway from such artists is to **treat the video release as a story unfolding**, not just an isolated drop. Each teaser or promo post is a “chapter” that pulls fans in further.
- **Press & Community Amplification:** Independent artists also leverage niche media and communities. For instance, Ashwin already had a feature in *Forbes* and *Daily Front Row*, which gives credibility. Many artists would **reach out to blogs or fan communities** (Reddit, fashion forums, etc.) with a personal note about the upcoming video. This isn't a big press release, but a targeted share: e.g. posting the teaser in a **hip-hop forum** with the caption “So proud to represent Detroit at NYFW – full video coming Oct 3!” invites organic interest. If any fashion bloggers or local news covered Ashwin's NYFW award, we should tip them off that the video is dropping – they might do a follow-up blurb (earned media). These grass-roots PR moves, while humble, can snowball if the content resonates.

In summary, **artists who successfully grew their YouTube presence with 2–3 min videos did so by combining creativity with consistency**: They hype it up authentically, leverage every free channel (social media, communities) for promotion, and maintain a personal touch with fans throughout the campaign.

Promotion Plan (Artist-Centric) for Oct 3 Release

Based on the internal goals and the successful tactics above, here's a **step-by-step promotion strategy** to execute **now through Oct 3**, tailored to Ashwin's artist-driven style (and deliberately avoiding stale label tactics):

- **Immediately (T–13 days): Teaser Announcement** – Launch the campaign *today* by announcing the video's title and release date on Ashwin's social media. **Post a 15-second teaser clip** of the NYFW video on Instagram, TikTok, YouTube Shorts, Twitter, etc. The teaser should be the most exciting 10–15 seconds we have – for example, a quick montage of Ashwin receiving the award or performing on the NYFW runway, with stylish visuals. Include text on the video (e.g., “Ashwin Gane – Live at NYFW 📺 Video drops Oct 3!”) so that even muted viewers get the message artists.bandsintown.com. Caption the posts with genuine excitement: “From Detroit to NYFW... 📺 I can't wait to share this moment with you all on Oct 3!” This starts the buzz and gives followers a clear **save-the-date**.
- **Optimize for Each Platform:** As you share the teaser, ensure it's formatted correctly for each platform's best practices (vertical for IG Reels/TikTok, horizontal for YouTube). This was recommended in marketing guides – different shapes for different channels make a big difference in engagement artists.bandsintown.com. For example, create a vertical 9:16 version of the teaser for Reels/TikTok, and a 16:9 for YouTube. These small tweaks maximize our reach on each app.
- **Social Media Content Calendar:** Map out a mini content calendar from now till release day blog.groover.co. Since we have less than 2 weeks, plan content for **every 2-3 days** to keep momentum:
 - **Week of Sept 20–26:** At least **2 teaser videos** (with different highlights if possible) and **1 image post**. For instance, mid-week share a behind-the-scenes photo of Ashwin at NYFW (maybe him backstage or with the award) with a caption about what that experience meant to him. Authentic storytelling will resonate – e.g., “Never imagined I'd be at NY Fashion Week. This was a surreal night – and I got it all on film. 📺 Dropping in 10 days!”. Personal notes like this double as promotion and fan bonding.
 - **Week of Sept 27–Oct 2:** Ramp it up. Post another **short clip** or **snippet** (maybe 30-second max) around Sept 27/28 – perhaps a tiny preview of the music or crowd reaction in the video. Also, do a **countdown** graphic or story each day starting 5 days out (Sep 28: “5 days to go...” etc., up to Oct 2: “Tomorrow!”). This repeated exposure is key for indie artists artists.bandsintown.com – you may feel it's a lot, but remember

not everyone sees every post, so repetition ensures the message sinks in. Vary the format to keep it fresh (videos, images, stories, tweets).

- On Oct 2, consider doing an **Instagram Live or Twitter Spaces** where Ashwin chats about the video – like a “video pre-release hangout.” Even if a handful of fans join, that’s deeper engagement and you can record or recap it for others. Use that to remind people one more time when/where to watch the premiere.
- **YouTube Premiere Setup: Schedule the YouTube video as a Premiere** for Oct 3, exact time. Once scheduled, share the **Premiere link** on all channels a few days prior. Encourage fans to “**Hit the Notify/Reminder** 🔔” on YouTube. Premiere will create a waiting page and countdown, building anticipation. The day of release, Ashwin (and team) should be active in the live chat during the Premiere – greeting fans, dropping comments like “*Here we go!*”. This real-time interaction can make even a small fanbase feel like an event and boosts engagement on the video. It’s a tactic many independent musicians use to mimic a “live release party” virtually cyberprmusic.com.
- **Leverage Existing Networks:** Share the teaser and release info with **Ashwin’s close network** and collaborators – e.g., any designers from the fashion show, other artists he knows, the event organizers – and politely ask if they’d re-share or shout it out. Since Ashwin won an award at a fashion event, those communities might be supportive. For instance, if the NYFW organizers have a social page, we could provide them a short clip to post (“Check out our Emerging Artist Award winner @AshwinGane behind the scenes!”). This is free promotion tapping into an adjacent audience (fashion folks who might become music fans). **Tag relevant pages and hashtags** in our posts too: e.g., #NYFW, #EmergingArtist, #AshwinGane. This increases discoverability.
- **PR and Media Outreach:** Without following a big-label approach of mass press releases, we still can do targeted outreach:
 - Draft a **short press email** about the video – 2-3 paragraphs max, including the YouTube link, release date/time, and a one-liner on Ashwin’s NYFW accolade (which is a hook for fashion/media outlets). Send this to any contacts at music blogs, local Detroit media, and fashion/music crossover sites. Emphasize the interesting angle: “*Detroit hip-hop artist wins NYFW honor, releases fashion show video*” – that’s a cool story. Even if few pick it up, any coverage on Oct 3 (or soon after) will help drive viewers.
 - Also, consider posting an announcement on **Reddit** (in subreddits like r/hiphopheads or r/Music if allowed, or a fashion subreddit if relevant). The key is not to look spammy – frame it as sharing something exciting: “*My friend/artist I work with performed at NYFW and we filmed it – check out this unique hip-hop-meets-fashion video!*”. Reddit can be tough, but if the content is truly interesting (hip hop performance at a fashion event is novel), it could gain some organic traction. (Raja can help you on this if you don’t know how to do this)
- **“Artist, not Label” Tone:** Through all messaging, ensure we use Ashwin’s **authentic voice** – enthusiastic, grateful, and creative. Avoid overly polished corporate language. For example, instead of a dry “Official music video coming Oct 3,” say **in first-person** or quotes from Ashwin. Fans should feel *Ashwin* is the one bringing this to them (because that genuineness is what sets artists apart from label marketing). This aligns with Ashwin’s own social media philosophy where he treats it as a direct line to fans fashionweekdaily.com. By being real and even a bit vulnerable (e.g., sharing how he felt on that NYFW stage), we differentiate from a big-budget label campaign that might just blast ads everywhere.
- **Post-Release Momentum:** The promo doesn’t stop on Oct 3. In the days **immediately after the release**, we will:
 - Share a **link to the full YouTube video** on all platforms (Twitter/X, Instagram swipe-up/link in bio, Facebook, LinkedIn if appropriate) with a celebratory note (“*It’s out! 🎉🌟 Watch the full NYFW performance here...*”). Pin that post or tweet for a week so anyone visiting profiles sees it.
 - Post some **behind-the-scenes (BTS) content** – as recommended by marketing experts, BTS clips or anecdotes are great *after* release to keep the conversation going blog.groover.co. For example, on Oct 4 or 5, post a fun TikTok of Ashwin reacting to a moment in the video or a montage of rehearsals vs. the actual show, captioned “How we made the NYFW video...”. This not only drives repeat views (“remind people to watch if they haven’t already” blog.groover.co) but also humanizes the experience.
 - **Engage with comments** on the YouTube video – reply to fans, thank them for watching. Maybe prompt more engagement by pinning a comment like “What was your favorite moment from this video?” to encourage viewers to comment. The more engagement, the better YouTube’s algorithm will treat the video.
 - If the video gains any notable milestones (say, 5k views, or positive feedback from someone notable), share that as well – “*Wow, 5,000 views in 48 hours! Thank you for the love!*”. This encourages those who haven’t watched yet to check it out (social proof).

- **Avoiding Common Pitfalls:** Since we're consciously not following a traditional label route, a few things to **avoid**: don't rely solely on paid ads (a modest ad boost on YouTube or Instagram is fine if budget allows, but the core should be organic word-of-mouth). Also, we won't hold back content for bureaucratic reasons – e.g. some labels wait for a perfect “release window” or radio tie-in; in our agile artist approach, if content is ready and the moment is right (which it is), we go for it with full passion. Finally, unlike a film company, we don't need an over-produced trailer voiceover or cryptic campaign – our strength is *Ashwin himself*, so we put him front and center in promotion.

Conclusion and Next Steps

By mining both internal discussions and real-world examples, it's clear that the key to a successful Oct 3 video launch is **early and authentic promotion**.

We have a compelling story (Detroit artist meets NYFW acclaim) and a visual product that can appeal across music and fashion audiences. The plan above emphasizes **artist-led strategies** – consistent teasers, direct fan engagement, creative storytelling – which have been proven by others to grow YouTube content without big-label backing.

Immediate next steps: Kick off the teaser campaign on social media today, finalize the content calendar, and coordinate the YouTube premiere details. Simultaneously, prepare the outreach (press contacts, community posts) to execute in the days leading up to Oct 3.

By the time release day arrives, fans and followers should feel genuinely excited and invested, not because a corporation told them to be, but because Ashwin brought them along for the ride. This organic excitement is invaluable – it's how independent artists turn a 2–3 minute video into a lasting fanbase boost. With a bit of luck and a lot of hustle, Ashwin's NYFW video will not only rack up views, but also reinforce his brand as a creative, fashion-forward music artist on the rise. Let's make Oct 3 a launch to remember! 🚀📺

Sources & Citations:

- Internal project context from Google Drive (Ashwin Gane NYFW award) facebook.com.
- Groover Blog – *Music Video Release Strategy* (teasers, timing) blog.groover.coblog.groover.coblog.groover.co.
- Bandsintown for Artists – *Video Marketing Tips* (indie vs label tactics, hype-building) artists.bandsintown.com.