



## Stargazing

Your daily fix of celebrity news and other viral phenoms

STARGAZING

# Chance's city: KC gets guest spot in new Twitter commercial starring Chance the Rapper

BY LISA GUTIERREZ  
[lgutierrez@kcstar.com](mailto:lgutierrez@kcstar.com)

JUNE 23, 2017 1:20 PM

Hmmm. Some places look very familiar in that new Twitter commercial starring Chance the Rapper that debuted this week.

Is he tweeting from the stage at Providence Medical Center Amphitheater?

Why yes, he is.

ADVERTISING

Close Ad



Is that other dude tweeting from a Metro stop?

### Breaking News

Be the first to know when big news breaks

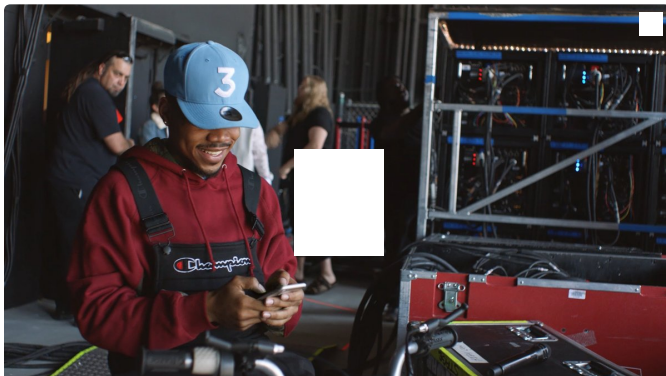
Enter Email Address

SIGN UP

Yes again.

Providence Amphitheater, a Metro stop, a Kansas City fire station and a city backyard all make guest appearances in the commercial. That's verified by Twitter.

Check it out.



Follow

Any requests? Real instruments? No problem.

With [@chancetherapper](#) and Twitter, music is happening.  
[#SeeEverySide](#)

6:09 AM - Jun 19, 2017

1,376      8,889      37,480

The commercial helped kick off a new branding campaign that uses the theme [#SeeEverySide](#) to emphasize how the social media platform allows users to get all perspectives, all sides, on all issues.

The spot debuted Monday at the annual Cannes Lions ad festival in France, according to Fortune, and aired during ABC's "Bachelorette."

The commercial begins with Chance tweeting from the Providence stage asking his 4.4 million Twitter followers for song requests before a concert. At the end it shows him getting ready to ride a bicycle onto the stage in Bonner Springs, Kan.

Close Ad



Chance the Rapper looks out from the stage of Providence Medical Center Amphitheater in a new Twitter commercial.  
Twitter screengrab

Fans tweet at him, some arguing over their choices. One guy tweets at him from the Metro bus stop at 1200 Main St.





A man tweets from a Kansas City Metro stop in a new Twitter commercial featuring Chance the Rapper.

Twitter screengrab

According to Twitter, other parts of the commercial were filmed in a backyard somewhere in the city and at the Kansas City Fire Department's Station 19 on 43rd Street.



A Kansas City backyard shows up in Twitter's new commercial with Chance the Rapper.

Twitter screengrab

Rocker David Crosby, known to grumble about the state of modern music, also tweets: "How about any song with real instruments?"

Close Ad



David Crosby chimes in on the state of modern music in a new Twitter commercial featuring Chance the Rapper.  
Twitter screengrab

The 24-year-old rapper brought his “Be Encouraged” tour to Kansas City for a May 13 concert at Providence Medical Center Amphitheater, where he seemed surprised by the sold-out crowd.

“There is an insane amount of people here,” he told the nearly 18,000 fans gathered. “I honestly don’t believe there are 18,000 Chance the Rapper fans in Kansas City.”

Music is one of the top interests among Twitter users, vice president of global brand and creative strategy Joel Lunenfeld told Forbes.

“We chose (Chance) because his use of Twitter is exactly what we’re trying to portray,” Lunenfeld said. “He really captures the essence of how an artist can connect with people on Twitter.”

The commercial is set to air over the coming weeks during TV programs on several networks, including the ESPYs and BET Awards, and during late night talk shows, according to Forbes.

**Never miss a local story.**

Sign up today for a free 30 day free trial of unlimited digital access.

SUBSCRIBE NOW

IN OTHER NEWS | John McCain Takes a Veiled Swipe at Donald Trump's Medical Exemption From the Vietnam War

Close Ad



COMMENTS ▼



**SPONSORED CONTENT**

**The Best Way to Create an Estate Plan: 8 Considerations**

**By Commerce Bank** — If it's been a while since you've reviewed your estate plan, or if you haven't yet prepared one, there's no better time than the present to make...

**SUBSCRIPTIONS**

- Start a Subscription
- Customer Service
- eEdition
- Vacation Hold
- Pay Your Bill

**SITE INFORMATION**

- About Us
- Contact Us
- Newsletters
- News in Education

**SOCIAL, MOBILE & MORE**

- Text News Alerts
- Mobile & Apps
- Facebook

Close Ad

Twitter  
Newsletters

ADVERTISING

Advertising information  
Print  
Digital  
Place a Classified  
Local Deals  
Shopping

MORE

Copyright  
Commenting Policy  
Privacy Policy  
Terms of Service

Close Ad