

Stage to Shelf:
***Grammys
Merch That
Rocks!***



Campaign Objective

Keep fans engaged with Grammy highlights, winners, and behind-the-scenes content.

Keeping fans engaged with a Grammys campaign should begin with what brings fans to the Grammys in the first place: seeing their favorite artists win awards, attend the award show, and do interviews. This objective allows the campaign to draw in fans of artists of all genres and turn them into merchandise customers.

Targeting Criteria

Audience Demographics: Female-leaning, 18–34, pop culture/ fashion obsessed, Gen-Z/young Millennial, heavy social media users

Interests: Grammy Awards, Celebrity Fashion, Live Performances/Interviews, Influencers and Aspiring Influencers/Artists, Trendy Artists, TikTok Challenges/Trends

Behaviors: Limited-edition and online shoppers, Engages with award show content, Posts reactions, Follows influencers and artists, Engages with artist and influencer fashion topics

The targeting criteria above supports the campaign objective because it focuses on social media users that are likely to engage with Grammys content. Demographically, my targeting criteria was chosen to focus on female-leaning (but still gender inclusive) audiences who are gen-z or young millennial social media users because these demographics have the most interest in what artists are doing, and more importantly, wearing and/or advertising. This demographic is also very accessible on social media. My targeted interests further support the campaign objective by targeting social media users who are most likely to engage with Grammys content as a result of their typical content preferences. The behaviors targeted in this criteria are also supportive of the campaign by combining interests of targeted social media users with an online shopping opportunity related to those interests.

CUSTOMER PERSONA



"I live for the red carpet moments, surprise performances, and who's wearing what. I want to wear what the stars wear."

A DAY IN THE LIFE OF AALIYAH

- Wakes up and scrolls through TikTok and Instagram for entertainment and style inspiration
- Attends class, where she posts a "fit check" on Stories
- Reacts to memes and award show highlights with her group chat
- Goes live during music award shows to chat about performances and outfits
- Ends the day adding favorite celeb looks to a Pinterest board and shopping for dupes

Aaliyah – The Trend Following SuperFan

BACKGROUND

- 22 years old
- Atlanta, Georgia
- Major in communications
- Attends a public university

CLUBS & ORGANIZATIONS

- Fashion Club
- Campus Radio Station
- Social Media Influencers Group

HOPES & DREAMS

- Build a strong personal brand online
- Become a lifestyle or entertainment influencer
- Intern with a major entertainment network or brand

WORRIES & FEARS

- Missing out on limited-edition merch or viral moments
- Not standing out or getting enough likes/engagement
- Falling behind on trends or losing credibility

ONLINE BEHAVIORS

- Follows fashion influencers and musicians
- Engages with live award show content on TikTok, Instagram Reels, and Twitter
- Watches red carpet breakdowns and "Get the Look" videos on YouTube
- Posts reactions and reviews during live shows

WHAT SHE'S LOOKING FOR

- Affordable ways to emulate celebrity style
- Behind-the-scenes content & early merch drops
- Limited-edition or exclusive Grammy-themed items

WHAT INFLUENCES HER

- Social media influencers and micro-celebs
- TikTok trends and viral challenges
- Red carpet fashion recaps from Vogue, E! News

IDEAS ON HOW TO ENGAGE HER

- Short-form video ads styled like TikToks
- Use time-sensitive CTAs
- Interactive polls & filters on IG/FB

Social Media Channels & Ad Types

Channels: TikTok, Instagram, Pinterest

Ad Type:

- TikTok: in-feed video ads, live streams
- Instagram: reels, stories, feed posts
- Bonus: Pinterest: promoted pins, shopping pins (get the look)

The above channels and ad types would be most supportive of the campaign objective and targeting criteria due to their popularity among those within the criteria and ability to direct the viewer's attention to a product. On TikTok, in-feed ad videos can draw in viewers and convert them to sales through a variety of topics (past and current fashion, artist product placement, interviews with artists, etc.) and keep the hype surrounding the event and merchandise up through livestreams. The concept for Instagram reels and feed posts is similar to that of TikTok in-feed ads, but the option to expand to the stories feature allows fans to interact with the post more directly (polls, Q&A feature, etc.), as well as the ability to add a swipe-up feature that directly links fans to purchasing merchandise. As a bonus, Pinterest has similar product linking features that fashion fans can use to recreate Grammys inspired looks. "Look books" are popular on this site.

LinkedIn Post – Submission

This week with the Global Career Accelerator Program, I began creating a paid social media campaign to promote merchandise sales for The Recording Academy's The Grammys. This is one of the most exciting projects for me! I have already learned a lot about what goes into social media campaigns and I have to say, kudos to all the social media managers out there! Designing a campaign strategy is detailed, but engaging and fun work for me. I can't wait to learn more about this topic and maybe get involved myself one day.