

gracey

BACK TO THEN SINGLE LAUNCH PARTY & PUB QUIZ



Party & Pub Quiz Activation

We throw a party in a pub in London where GRACEY invites down friends, family, and fans to hang out, have some fun doing a pub quiz and she plays the room her new single before release at midnight. This activation gives us the opportunity to create engagement on GRACEY's socials, identifying the most engaged fans. The event allows us the opportunity to reward the top fans and then post-event we are able to use the content to keep visibility going on the release of Back To Then.

Objectives

01

Engage & Reward Fans

Fans have been turning up to Zoom hangs on Delirium and RQ, now we want to bring it IRL and get them in the room with GRACEY

02

Turn New Audience Into Fans

While we're focussing on serving our most engaged fans, this can be used as an opportunity to reach new fans, pre- and post-event with content

03

Celebrate Back To Then Single Release

With a captive audience in the room we get to celebrate the release of Back To Then with GRACEY previewing the song in advance of release.

04

Create Content with a Moment

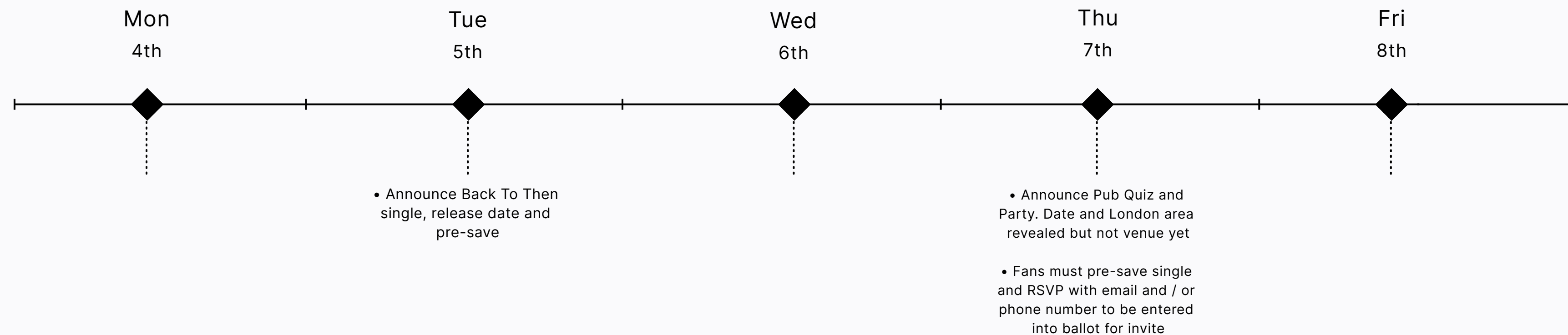
This IRL activation allows us to create visibility for GRACEY and fans together, serving content on socials in support of the Back To Then single release



The Hawley Arms

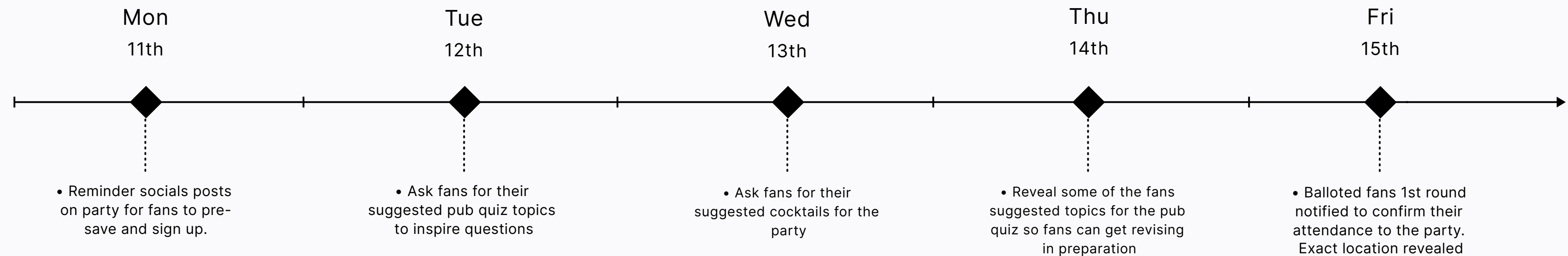
Timeline

November – Week 1



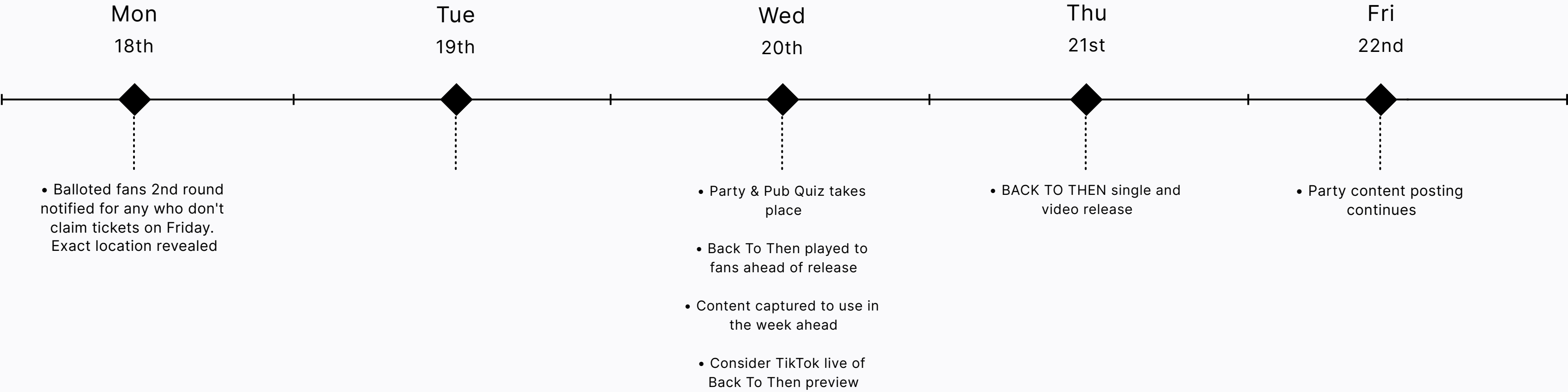
Timeline

November – Week 2



Timeline

November – Week 3



Questions & To Do

- 1 Propose activation to Glassnote and establish marketing budget to support

- 2 Shortlist venues: targeting Hawley Arms, and Colonel Fawcett, determine size so we can split up invites across friends, family and then how many fans we can fit in the room

- 3 Do we consider booking 1-2 DJs such as Pop Never Dies?

- 4 Supporting social media plan needed pre- and post-event to maximise visibility

END.