

Case Study: Yeezy Vultures 1 Album & Merch Marketing Campaign

Project Overview

- Campaign: Marketing campaign for the release of Yeezy's Vultures 1 album, including Vultures merchandise (shirts and joggers) and global listening parties.
- Locations: Major cities, including Chicago, Italy, Paris, etc.
- Scope: Involvement in curating media content, developing social media strategies, and identifying key influencers for the campaign.

Key Objectives

- Promote the Vultures 1 album through an integrated marketing campaign.
- Increase engagement and brand visibility by leveraging social media platforms, particularly TikTok and Instagram.
- Develop targeted strategies for YZY Pods, ensuring the best fit with celebrities and influencers.

Tasks & Contributions

1. Curating Media Content

- Worked with photographers and videographers to gather compelling images and videos from the listening parties held in various locations.
- Ensured that visual content aligned with Yeezy's aesthetic and maximized social media

Case Study: Yeezy Vultures 1 Album & Merch Marketing Campaign

reach.

2. Social Media Strategy

- Created strategies for platforms like Instagram and TikTok to ensure maximum album and merchandise reach.

- Focused on viral marketing tactics such as trends and collaborations with influencers to increase visibility.

3. Brainstorming YZY Pod Marketing

- Collaborated with the team to brainstorm ideas for the YZY Pod campaign, specifically identifying celebrities that would resonate with the target audience (e.g., NBA star Jaylen Brown).

- Developed campaigns around celebrity endorsements and visual storytelling.

4. YZY Pod Advertisement Creation

- Designed and developed advertisements for YZY Pods to highlight the product's unique features and align with Yeezy's brand identity.