

Results: Yeezy Vultures 1 Album & Merch Marketing Campaign

Results

- Social Media Engagement: Increased engagement by gaining millions of views on Instagram and TikTok through targeted campaigns, influencer collaborations, and user-generated content.
- Celebrity Partnerships: Secured high-profile partnerships with celebrities, including Jaylen Brown, which helped increase product visibility and credibility.
- Sales Impact: Successfully boosted sales of Vultures merchandise and the YZY Pods by utilizing targeted social media advertising and influencer marketing.
- Global Reach: Successfully executed global listening parties in multiple locations, driving real-time social media buzz and engagement worldwide.