

PROMOTIONAL CAMPAIGN

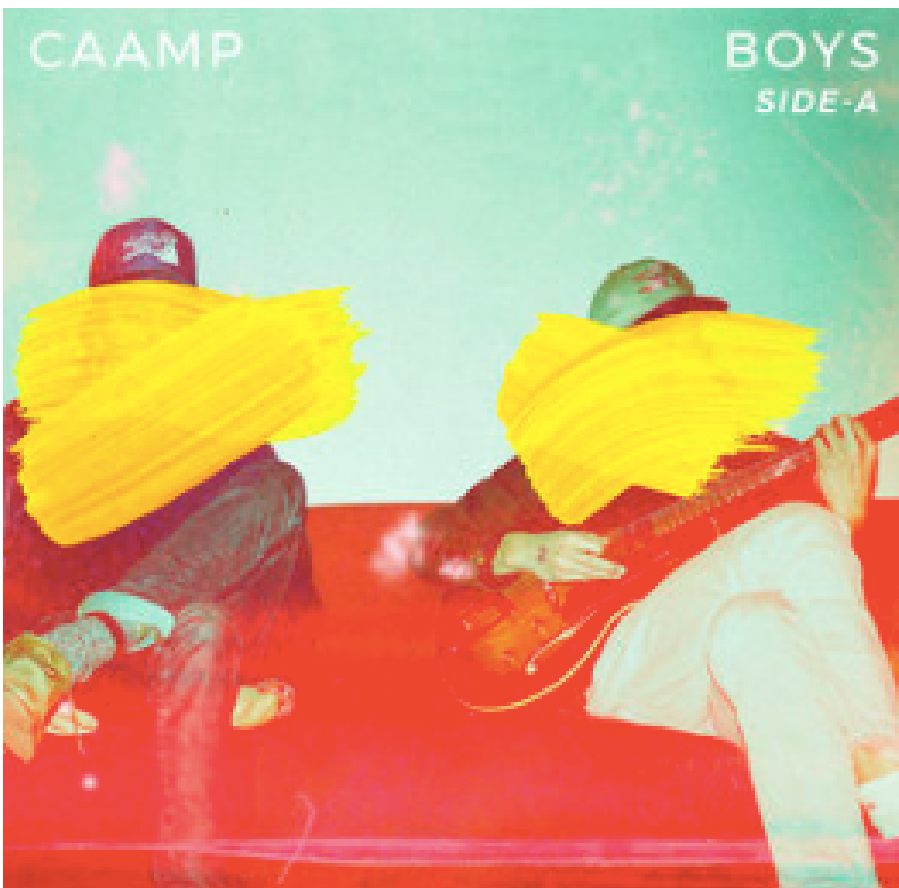
CAAMP



Campaign Prepared By:
Victoria Perez

THE OBJECTIVE

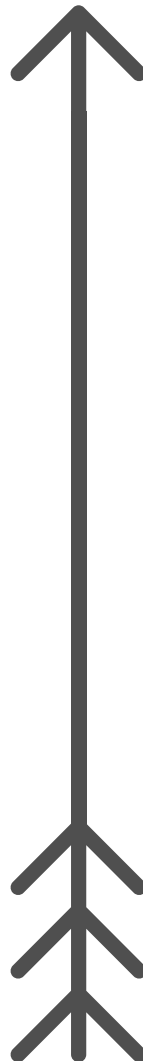
In order to develop and strengthen a relationship with CAAMP's current fanbase, I am proposing the promotion of the Side B album and tour through the development and execution of a fan outreach campaign.



Source: caamptheband.com

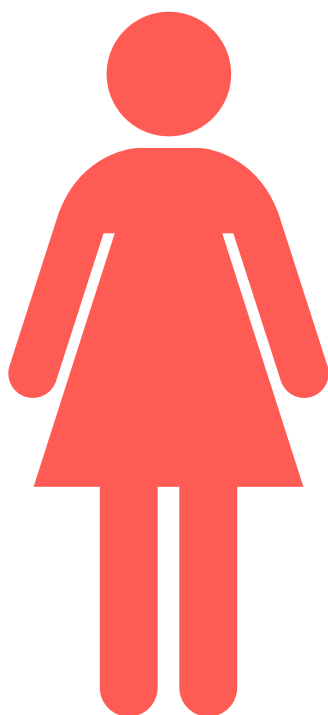
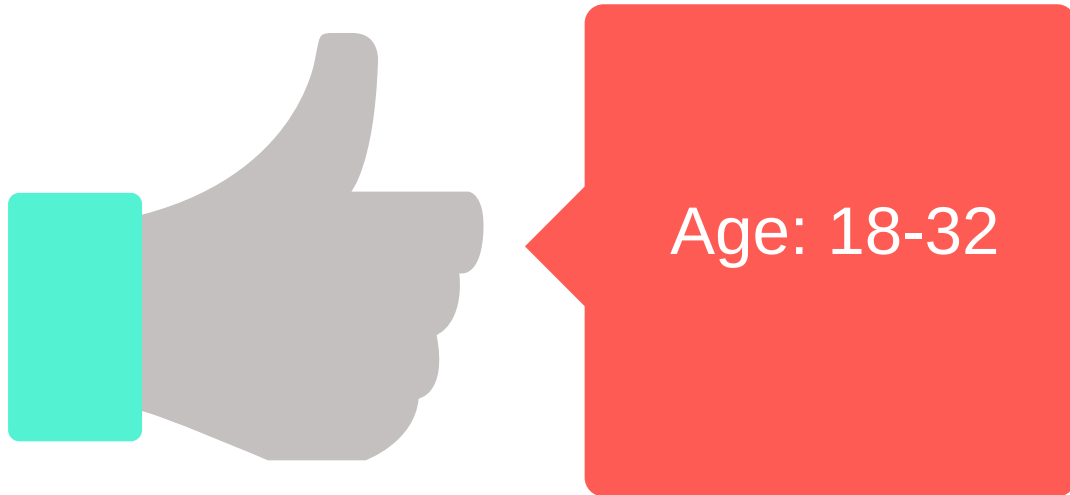
CRITICAL COMPONENTS

- Tour Kick-Off
- Exclusive Tour Merchandise
- Docu-Series
- Post Tour Thank You



OUR AUDIENCE

CORE DEMOGRAPHIC



Current fan-base
is slightly more
female.

THE ARTIST

CAAMP

Taylor Meir - Guitar/Lead Vocals

Evan Westfall - Banjo/Vocals

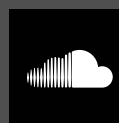
Athens, Ohio

Genre : Folk/Americana

Boys (Side A): Released March 16, 2018



18K FOLLOWERS



18K FOLLOWERS



@CAAMP
7.8K FOLLOWERS



@CAAMP
5K LIKES



@CAAMPBOYS
1.8K FOLLOWERS

TOUR KICK OFF EVENT

Age demographic is more fit for sponsored events than traditional meet and greet. Events that fit the brand of our artist allow for in person fan out reach.

Potential Clients

- Craft Beer Companies
- Breweries

Coverage:

- Social Media
- e.g.: instagram takeover of brewery
- Blogs

Event Concept

- Listening party
- Tour Kick Off
- Meet and greet
- Interviews



BREWS AND BANJOS

JOIN THE CAAMP BOYS FOR A BREW
AND SHORT SET AT LITTLE FISHING
BREWING COMPANY!

TOUR KICK OFF EVENT

LOGISTICS

Date: August

- After EP release
- Before fall tour

Location:

- Brewery in Athens
- Hometown advantage

BREAKDOWN

- Short set
- Q/A and meet and greet
- Hang out with locals
- exclusive merch item for event

PURPOSE/GOAL

- Fan engagement
- Tour promo

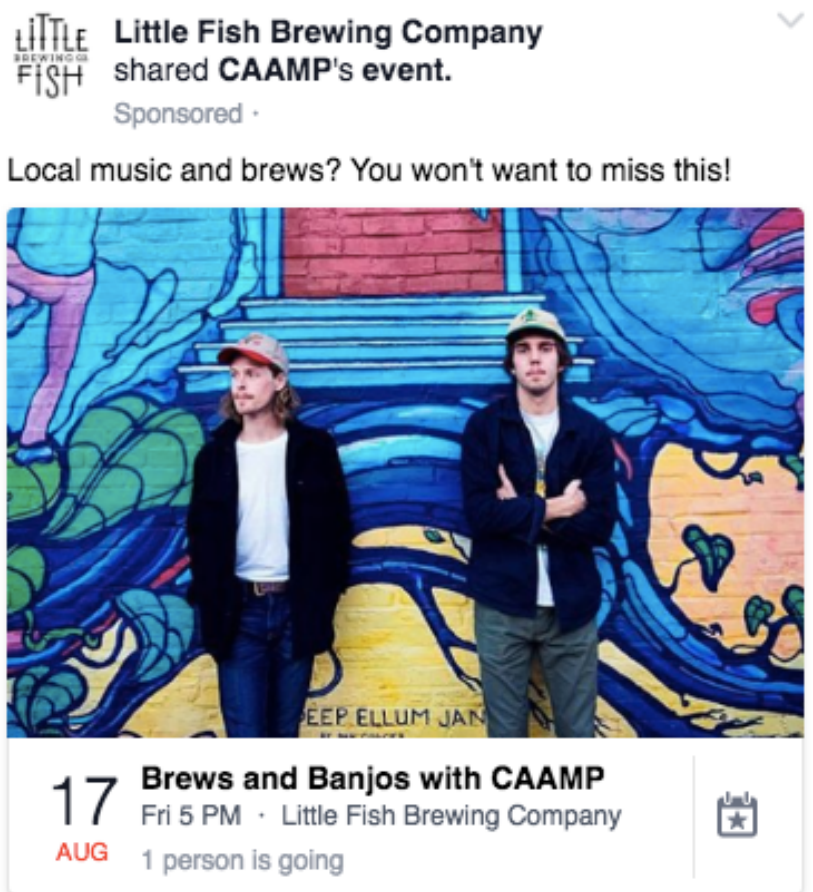


Image Source: Instagram @ICAAMP

TOUR KICK OFF EVENT



Image Source: Instagram @littlefishbrewing

EXCLUSIVE MERCH

New, limited edition merchandise will be created for the Side B Tour only. This merch will be created in limited quantities and will only be sold online once the tour is over. Only remaining merch will be sold online, there will not be a dedicated quantity for online sales.

Why Exclusive?

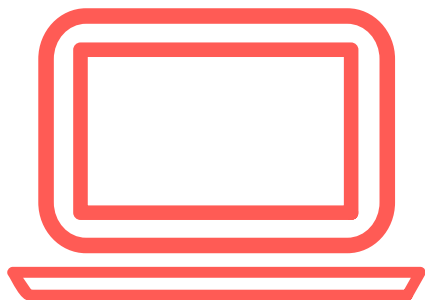
Creates a sense of identity as a fan

Focuses promotion on new album and tour

Sense of urgency for purchase influence



Image Source: Instagram @ICAAMP



DOCU-SERIES

A 3-5 episode docu-series would be used to give overall promotion to the tour while giving fans a stronger sense of participation.

CONTENT

Live Event
Crew Interviews
Behind the Scenes
Road Life

PURPOSE

Fan Insight
"Exclusive" Content
Brand Awareness

NEEDS

Editor
Videographer (can be from current crew)

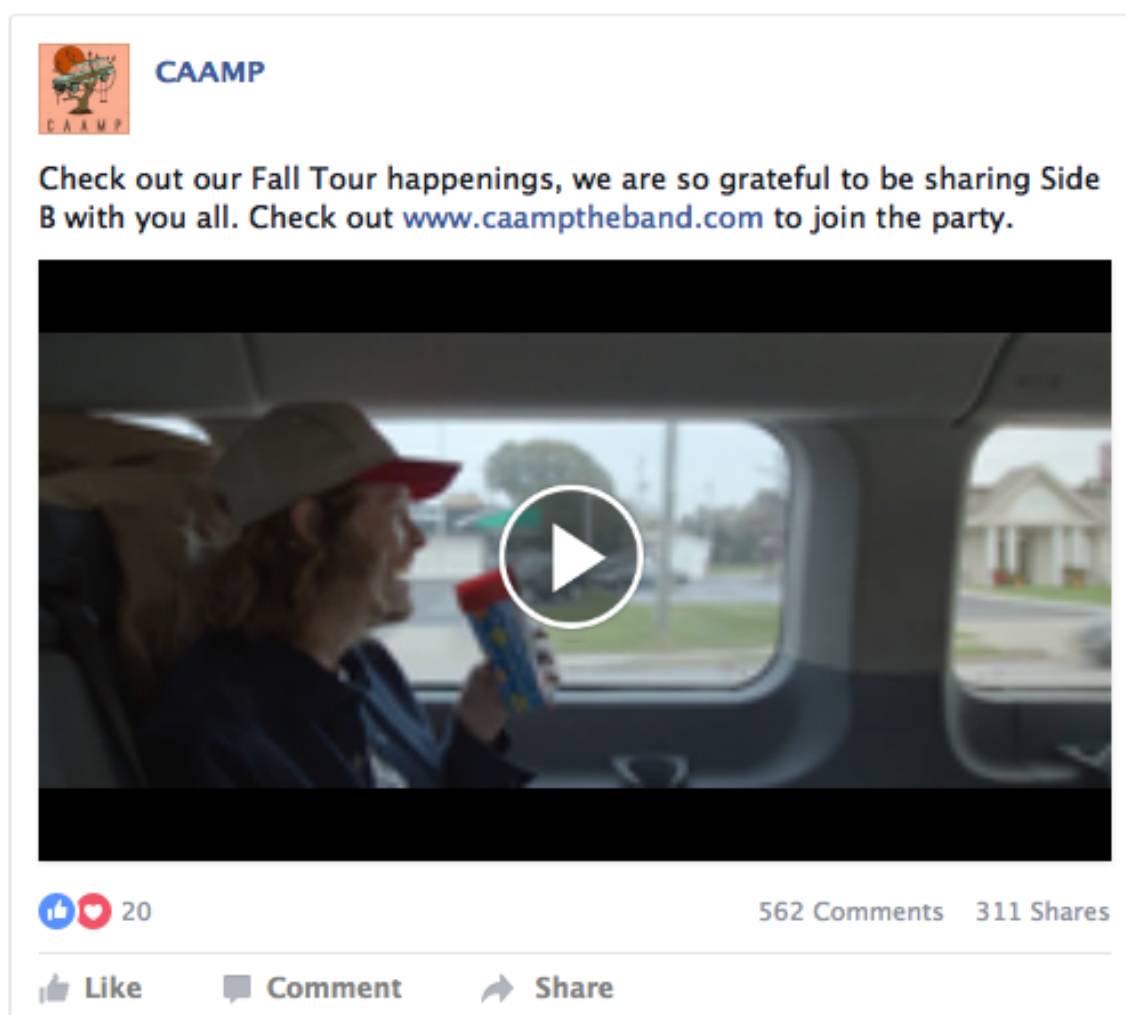


Image Source: CAAMP Youtube

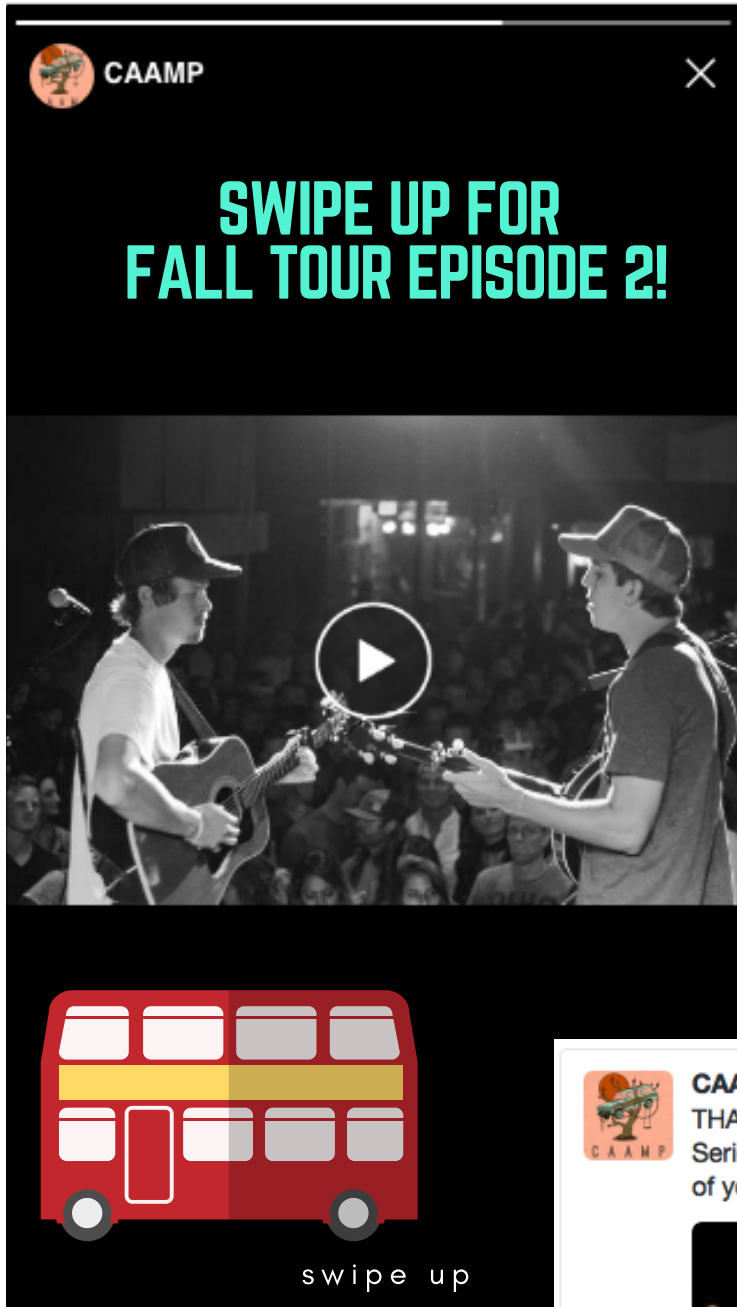


Image Source: wsum.org

ORGANIC CONTENT

SOCIAL MEDIA OUTREACH FOR DIRECT ENGAGEMENT



Image Source: Facebook @Caampboys

NEXT STEP

POST TOUR THANK YOU

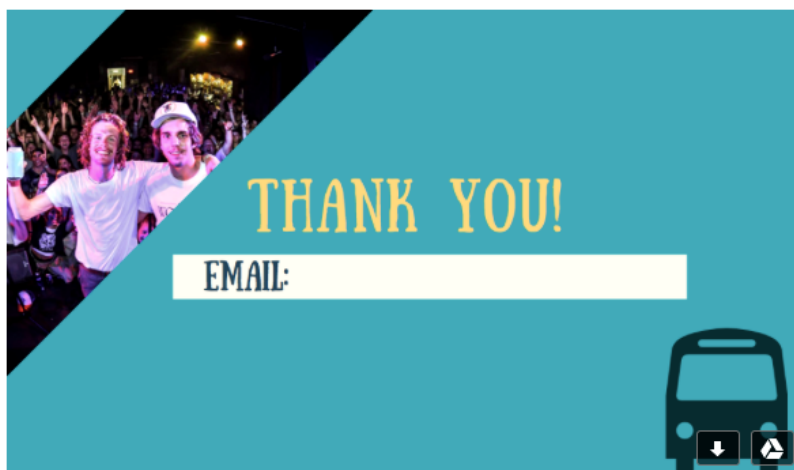
EMAIL

- Sent to those signed up on the email list.
- One download.
- Creates a sense of community among dedicated fans.

CAAMP THE BAND
to me ▾

4:47 PM (0 minutes ago) ☆ ↶

CAAMP

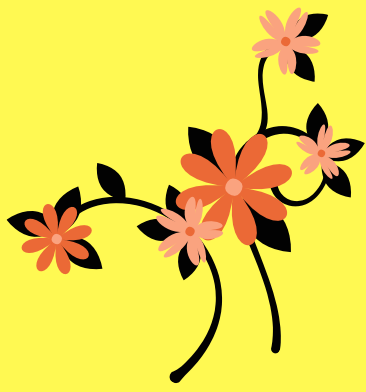


Thank you all for making this our best tour yet. We had the time of our jamming to Boys Side B with you. To end our tour right, we want you to take the memory with you, enjoy a download of this poster from our tour!

Till next time,

The CAAMP Boys

Image Source: CAAMP Youtube



CAMPAIGN ANALYSIS

MEASURES OF SUCCESS

- Social media engagement stats
- Event attendance
- Merch sales

NEEDS

- Sponsorships
- Merchandise designer
- Social media manager

ROAD-BLOCKS

- Sponsorship availability
- Influencer availability

CAMPAIGN RECAP

In order to develop and strengthen a relationship with CAAMP's current fanbase, our team is proposing the promotion of the Side B album and tour through the development and execution of a fan outreach campaign.

PROMOTIONAL CAMPAIGN

CAAMP