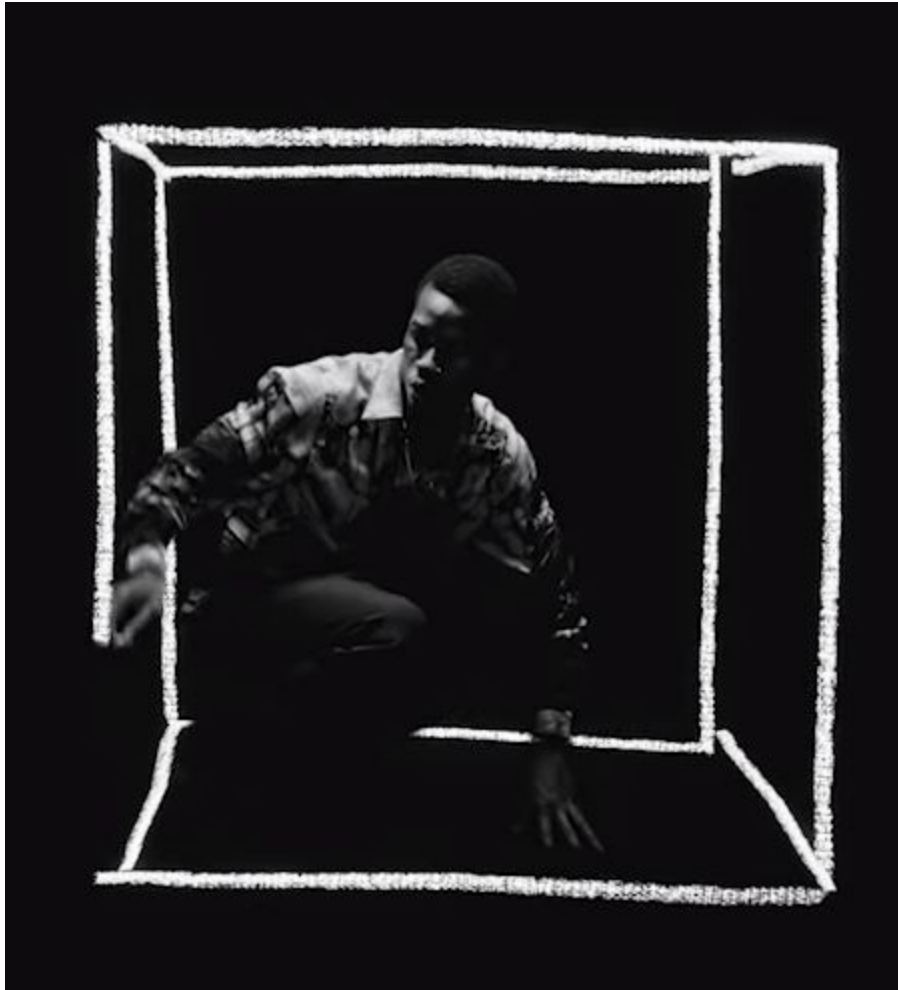


THE DENZEL 5 MARKETING PLAN



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KEY PLAYERS:

Label | Loma Vista | (310) 278-8799)
Management | Lower East Coast | (305) 200-5154
Henry Hwu | Photographer | info@henry-hwu.com

Dexter Findley | Videographer | [@dxtrf](#) on twitter
Sway Calloway | Sway in the Morning | goldshe@gmail.com.
Ryan Seacrest | KIIS FM | 1-818-559-2252
Nick Grimshaw | BBC Radio 1 | nick.grimshaw@bbc.co.uk

Overview

From the epidemic “Ultimate” to *TA1300*, *Imperial* and *ZUU*, Denzel Curry has truly made his mark on the music scene over the last couple of years, evolving from an underground rapper to a unique and recognizable artist with a big vision. Throughout this period of growth as an artist, his fans began to grow too: going to his shows, buying his merch and genuinely supporting him as an artist and visionary. While fans still enjoy the experience that Denzel Curry’s albums bring, we realize that, through examining the promotion during these releases, we as the label could have done more to give back to the people who make this all possible. Thus, for Denzel’s next release, entitled *Denzel 5*, we wanted to give back to the fans by surrounding him with media attention, scheduling radio appearances, and designing an interactive pop-up shop experience around 5 major U.S. cities. We hope that through this plan, the fans will feel more connected to Denzel than ever.

We have developed a number of numerical goals we would like to hit by the end of this release plan, which we hope will lead into the next couple of months. Our first goal is to increase Denzel Curry’s socials by 10 to 15 percent across Instagram and Twitter, as he uses these the most and has the most engagement on these platforms. He is currently at 1.6 million followers on Instagram, so we would like to see an increase of around 160,000 to 240,000 followers. For Twitter, he is at 408,000 followers, so we would like to see an increase of around 41,000 to 62,000 followers. Our second goal is to increase his monthly Spotify listeners by at least 20 percent. He is currently at 5.4 million so we would love to see an increase to 6.4 million by the end of February and into the months of March and April. Finally, we hope to drive more listeners, press, and praise to *Denzel 5* than ever before.

Marketing Overview

Denzel Curry will begin his promotions at the beginning of his European Tour on December 1st, so the entire plan will span around two months. We have Denzel scheduled on December 2nd - the day after his first show - for a BBC Radio appearance, being that he will be in Manchester, United Kingdom. Here, he will talk about his upcoming tour, his new music video with Flying Lotus, “Black Balloons Reprise feat. Denzel Curry” which will be released the following day, and give hints about the possible future release of *Denzel 5*. He will then make his final international radio show in Germany on December 12th to talk about the new music that is coming out, how the tour is going and his plans for the future, hinting once again about the EP release.

When he is touring, we will have a videographer taking photos and video footage of these shows, which will then be released on his socials a day after the end of the tour on December 16th. Pictures will also be dropping consistently throughout the tour on his social media accounts with an emphasis on his Twitter and Instagram. We will also be using targeted

ads on Instagram, Twitter, and Facebook along with Spotify throughout the entire tour process to bring some attention to Denzel, and ultimately make people generally aware of his presence.

On December 23th, our media team will be releasing a behind the scenes video of Denzel performing on tour which will also contain glimpses of him recording *Denzel 5*. This will be the final hint to fans and will be posted on his Twitter and Instagram as a 30-second video.

On December 28th, he will make an appearance on Sway in the Morning. Here he will announce the release date for his EP and prior to his appearance, the marketing team will have posted the announcement across his socials. He will also rap the lyrics from a song on his album.

When 2020 hits, Denzel will be involved in multiple pop-up shops where he will be promoting *Denzel 5*, with the first pop-up shop occurring on January 2nd in New York City, and the last happening in his hometown of Miami on January 20th. These shops will not only be for buying exclusive merch, but will also allow fans to meet Denzel and see the exclusive lyrics and pictures from the new EP release.

Denzel 5 will then be released on January 23rd, and we will have a press release talking about the new EP and the marketing that went into it. From here we have a photo shoot scheduled on January 27th with our very own, Henry Hwu. These pictures will be for the EP and used for promotions across the month of February and beyond.

SWOT Analysis

In order to market Denzel successfully, we need to know his strengths, weaknesses, opportunities and threats. One of Denzel's strengths is that he has a very clear image for what his songs should sound like and how these should be presented artistically. From the creation of his first album, *32 Zel*, to the release of his albums *Imperial* and *TA1300*, and finally the release of his most recent album *ZUU*, Denzel's sound and image have been immaculate, with each album containing songs with unique beats, features, and artwork for the album and music videos.

Denzel also is not afraid to challenge himself and take risks. A prime example of this is his hit "Ultimate" that took the scene by storm with its heavy sounding beats and articulate vocals. Few artists were creating music like this at the time, and in general, heavy rap music was not mainstream, but Denzel was able to tie this heaviness with something catchy, which essentially blew up and inspired many other artists. Lastly, his charming and outward personality displayed through interviews is also a plus. Denzel is just a genuinely nice person who is extremely focused on his craft and community, realizing the big influence he has on his fans.

As far as his weaknesses go, we believe that Denzel's music style could hinder him in different markets and prevent him from reaching a broader audience. He has a unique sound but it's not mainstream. Therefore, he would have an arduous time getting on pop radio and other mainstream slots. So, although it is great that he has this niche, it can also hurt him, too.

In terms of opportunities, we view Denzel's ability to collaborate with other great artists as a fantastic place for growth. He has already collaborated with the likes of talented hip-hop artists such as Rick Ross, Joey Bada\$\$ and JID to name a few, so the next step could be to pair him up with a mega-star like Drake or Kanye, who both are legends in the music space. If he

could find a way to be featured, this could grow his audience exponentially. Or, if he could have one of them on his songs, this would most likely chart to a top spot.

As for threats, the rap game is a highly saturated market. There are new acts breaking every week and for the most part, they stick around. But sometimes, these great artists will become overshadowed and irrelevant, despite once having profound influence. In order to keep Denzel from becoming irrelevant, we must continue our best efforts to market him in a way that will remind people of his existence.

MARKETING STRATEGY

Market

While using Chart Matrix, we discovered Denzel Curry's major audience to be around the ages of 15-26 among Instagram, Twitter, Facebook, and Spotify. Geographically, the top five cities for his listeners on his Spotify are Chicago, Los Angeles, Dallas, New York City, and Atlanta. These cities are also places that have abundant music scenes and have resources for both emerging artists and developed artists. Our pop-up shops will make use of these statistics as we plan to build them in all of the major cities mentioned except Atlanta. We decided that we wanted the fifth city to be Miami because it is his hometown and he has always been expressing his love for the place. As for international markets, we will be tackling the European market at the start of this campaign, although the primary focus will still be the United States.

Internal Team

As Denzel Curry's label, we will be focusing on marketing, public relations, publicity, promotion, and advertising.

Our marketing team will take the responsibility of investigating and analyzing the demographics of Denzel Curry's followers across social platforms, to help us better target our audience. They will also be responsible for creating the pop-up shop and meet and greets around major U.S. cities. This will include budgeting and planning for these events and any social media postings regarding the event. From our marketing endeavors, we hope to not only hit the core fanbase of Denzel but to solidify and expand our target group, making people who are unfamiliar with Denzel Curry have the urge to become fans.

The public relations department will be responsible for press releases throughout our marketing plan. These should include but not be limited to a press release for the announcement of his single and tour, a press release for his EP, *Denzel 5*, and a press release for his the pop-up shops. The team will also be responsible for crafting updated versions of Denzel Curry's biography, which should be available on streaming platforms and his official website.

The publicity team will be responsible for reaching out to relevant newspapers, in order to promote the events Denzel is involved in. This will be especially important during the time around his pop-up shops, as publicity will be necessary to generate more engagement. We will have publicity around the "Black Balloon Reprise" on December 3rd, additional press when he leaks a song from the album on December 31st and announces this album, contacting all relevant media outlets in New York. We then plan to contact relevant media outlets in all of the

cities he has his pop-up shops in. Moreover, the team will be communicating between the artist and the label, as well as sensing the change in comments, if any, surrounding Denzel Curry on social media and news platforms.

The promotion department will be collaborating with us to work with the media in terms of using efforts for Denzel Curry to appear on radio shows. Our internal promotion team will prioritize their goals in pushing Denzel Curry's new single and music video - released under Flying Lotus' account - to radio shows and streaming services. The current plan is to have Denzel Curry on London's "Beats 1 Radio" where he will talk about the Flying Lotus release and his tour. He will then go to Germany's "ZDF Kultur" to talk about his plans for the future, the European tour and hints regarding the release of his album. After Denzel Curry ends his tour in Europe and heads back to the States, he will attend two radio shows in New York: "Sway in the Morning" and "The Breakfast Club." On these radio shows, Denzel Curry will also be discussing his experience of touring in Europe while hinting at a possible music video of the "Flying Lotus-Black Balloon Reprise." The promotion team is also working to make Denzel Curry a guest on "The Tonight Show Jimmy Fallon," located in Los Angeles. On this talk show, Denzel Curry is expected to discuss the tour, interact with fans, and explaining some details such as how he ended up working with Flying Lotus on the single "Black Balloons Reprise."

The advertising team will use targeted advertisements on Facebook, Twitter, and Instagram to foster engagement on his posts. Using the same parameters as his demographics, 15-26 years old, all genders, all races, this will allow the quickest and possibly the most effective way to build his audience while he's on tour. The idea for this is to gain more eyes to see the content that will be released once he is back from his tour. The more people brought to his page will bring a higher chance of a follower increase. This will allow maximum engagement on posts to then allow a more natural path of follower growth. The team will also use targeted advertisements on Spotify to increase listens and followers. Denzel Curry has a solid monthly listener number, at 5.4 million, but we want to increase that number to 6.4 million by the end of February and into parts of March and April. Through all these channels, we look to gain many engagements through December and January by allocating around \$300,000 in the advertising budget.

External Team

The external team will consist of a photographer and a videographer and our in-house creative team will handle the usual graphic design projects and other small projects.

We will bring in Dexter Findley to handle our video work. He will be responsible for taking care of the behind the scenes, progress, and hype videos. We chose Dexter because of his work with Jon Bellion; while searching for a videographer, we found that Dexter would fit the vibe of the project very well.

These videos will be used to help generate hype for Denzel and we plan to release the first video on December 16th. This video will show the end of the tour while the next video will come out on December 23rd and will be behind the scenes footage of Denzel in the studio, which will be a hint for fans of the new EP release. It will also include some of the tour dates and is a more close up and personal video of Denzel Curry's life. The goal for these videos is to get fans to feel closer to Denzel and creating a tighter bond. Hopefully, his audience will become more engaging and consequently allow a social boost.

As mentioned, we also set up a photoshoot for Denzel Curry after the release of *Denzel* 5. This photoshoot will be carried out by Henry Hwu. We specifically chose Henry Hwu as the photographer due to his high level of skill and his experience. He has photographed numerous artists such as Drake, Travis Scott, Lil Uzi Vert, and many more. Another reason for choosing him is because of our second-hand connection to him, which will allow us to have a good level of comfortability with him, and therefore, we will be able to communicate better on projects. The pictures from the photoshoot will be used to help build Denzel's brand and grow it to new levels and they will then be posted on Denzel Curry's Instagram and Twitter and will be used for future merch purposes.

Our external team will also consist of Denzel Curry's management, Lower East Coast. We will need to run all our plans through them as they will be a vital part of making sure Denzel is prepared for his long 2-month marketing plan mentally and physically. In addition, we will need to run our budgeting plans with them so they can help us estimate costs, such as room and board, for the manager and the artist. If we do not get their approval, the entire plan will be ruined.

Media

In order to connect to the media throughout this campaign, we will be reaching out to multiple locations in the U.S., such as New York, Dallas, Los Angeles, Miami, and Chicago. Our primary focus, however, will be on Los Angeles when it is time for the release, being that it has the biggest market for young hip-hop artists. When Denzel travels here for his pop-up shop, we will be contacting local press, such as the *LA Times*, *LA Record*, and *Pass the Aux*. *LA Record* and *Pass the Aux* are both Los Angeles-based music publications. We will reach out to these platforms to promote Denzel Curry's local activities. We will also reach out to radio stations with a focus on hip hop, such as KPWR.

LA Times: James.Reed@latimes.com

LA Record: fortherecord@larecord.com

Pass the aux: markeortega@gmail.com

POWER 106: Djason@power106.com for station promotions, Flujan@power106.com for press interviews and contests

Public

In terms of our social media strategy, we hope to have casual social posts on Instagram, Twitter, and Facebook throughout the entirety of the tour, which spans from December 1st to December 15th. These will range from photos of Denzel performing to making music in the studio, and will generally be in black and white. We will also have a promo post for his music video being released on December 3rd. Denzel will then tweet out that he will be on the respective radio shows, such as "BBC Radio" in the United Kingdom on December 3rd and "ZDF Kultur Radio" in Germany on December 12th. After his tour ends on the 15th, we will release the 30-second compilation video on December 16th. Then on December 23rd, he will release another snippet of him in the studio, which again will be released on Instagram, Twitter, and Facebook. This will act as another "hint" that there is potential new music dropping. On December 27th, Denzel will announce that he will be on "Sway In The Morning" and that he will

be revealing some secrets. This will only be on his Twitter and Instagram. When he speaks on “Sway In the Morning” on December 31st, he will announce the name of the EP and release this statement across Instagram and his Twitter after he announces it on the radio show. We will then change his banner and aesthetics on his pages to a black and red theme to get his fans ready for the eventual release on January 23rd. When it reaches January and is time for the pop-up shops, we will have Denzel tweet out on the spot when they begin and also screenshot this tweet to put it on Instagram. By this time, there would have been multiple hints regarding the album and some sort of surprise, so fans would be attentive to his social media accounts. Also being that Denzel’s fan base is large, we believe attendance will not be a huge issue. He will make these types of tweets every time he announces a pop-up, which will occur on January 2nd, 6th, 10th, and then the 17th and 20th. Then, during his radio appearance on January 13th, Denzel will talk about the *Denzel 5* tracklist and the inspiration for the EP, from the songs to the EP art. Thus, he will obviously tweet out that he will be making this appearance. As soon as the EP is released on January 23rd, he will post the EP art with the caption, “Go Stream Denzel 5. Out now” on Twitter and Instagram. Finally, on January 27th, we will do a photoshoot with Denzel, with all captions referring to the EP. This will be released on Instagram, Twitter, and Facebook.

Budget

For our budget, we had to think about all the projects we need to cover that is outside of the usual expenses; the usual being transportation, stay, and other amenities. When creating our budget, we had to cover all of our unique budgeting ideas, which include our pop-up shop tour, behind the scenes video, hype tour videos, photoshoots, and targeted advertisements. We allocated \$15,000 to our tour videos. This is to pay our outsourced videographer, Dexter Findley, to come on tour to shoot the shows and in between the shows. This comes out to \$1,000 a day. This is an all-day job and will require many hours of work. Our budget for the photoshoot is \$3,000, due to that we are bringing Henry Hwu to photograph Denzel. This budget is to pay Henry, but also pay for the transportation around Miami to get some shots of Denzel in his hometown. A large chunk of our budget is going towards our pop-up shop tour. We will travel to five cities, New York, Chicago, Los Angeles, Dallas, and Miami, and have pop-up shops with exclusive merch and a chance to meet Denzel Curry. We want to allocate \$50,000 toward our pop-up shop Tour. This portion will include location rental, decorations, staffing, travel, and stay. We need our creative team videographer and photographer, his manager, and Denzel, and would thereby need to book travel and stays for all these people. We do have some reusable decorations but not much. All this together should be under \$50,000. In all, we are looking at a total budget of \$69,000 for creative projects.

We are also using targeted advertisements to generate a larger presence on Denzel’s socials and Spotify. This is specifically for the new EP release and also for all the new content that will be coming out after the tour. We will have a short run of these advertisements while Denzel is on tour, and then we will explore natural growth. The Instagram advertisements will cost us \$75,000 and will produce 100,000 “clicks” engagements. The Facebook advertisements will cost us \$27,000 and will produce 100,000 “clicks”. The Twitter advertisements will cost us \$175,000 and will produce 100,000 “clicks” engagements. All of this should widen our social media outreach and we should see an increase in followers on all three platforms. This will

bring our social media advertisement costs to \$277,000.00. The targeted Spotify advertisements will cost us \$40,000, but will yield 2,000,000 “clicks.” This will hopefully increase the amount of people who know Denzel Curry and possibly have them stick around. In conclusion, our total advertising budget is \$317,000.00, which in turn makes our total budget \$386,000.00.

The Denzel 5 Marketing Plan Calendar

December 1st: Manchester Show; post-tour photo,

December 2nd: BBC Radio 1; tweet about radio show

December 3rd: London Show/Black Balloon Reprise Music Video Release; post music video promo

December 5th Ireland Show

December 6th: Manchester UK Show

December 8th: Netherlands Show; post-tour photo

December 9th: France Show

December 10th: Belgium Show; post tour photo

December 11th: Germany Show

December 12th: ZDF Kultur Radio; Tweet and Instagram about appearing on the radio

December 13th: Germany Show

December 15th: Russian Show

December 16th: Tour Wrap-Up Hype Video Release on all socials

December 23th: Behind the Scenes Video Release; snippet sent to all socials including Facebook

December 27th: Post about “Sway In the Morning” on Twitter and Instagram

December 31st: Sway in the Morning; Tweet and Instagram release date for new EP

January 2nd: New York City Pop-up Shop; surprise Twitter post and Instagram

January 6th: Chicago Pop-up Shop; surprise Twitter post and Instagram

January 10: LA Pop-up Shop; surprise Twitter post and Instagram

January 13th: KIIS FM Radio, "The Breakfast Club"; Tweet about appearance

January 17th: Dallas Pop-up Shop; surprise Twitter and Instagram post

January 20th: Miami Pop-up Shop; surprise Twitter and Instagram post

January 23rd: EP RELEASE; posts across all social media accounts

January 27th: Photoshoot with Henry Hwu; post photos on all social media accounts

End of Plan going into February

Denzel Curry Bio

The 24-years-old, Florida-born and now Los Angeles-based man is the new definition of an artist. As a rapper, singer, songwriter, Rockstar, but also a sensible young adult, Denzel Curry embeds his songs with his personal, heartfelt stories.

Denzel is growing his grounds not only in Cloud 9, but also more prominently as a solo artist. His breakout single "Ultimate" and single "Clout Cobain" are certified gold, and releases including Ta13oo and Imperial strengthens his color. He is now at a status with over 5.4 million monthly listeners on Spotify and has been complemented by Pitchfork for "etch[ing] out his own distinct realm." Indeed, this charismatic and hardcore artist on stage is a passionate and sophisticated man off stage, with actions and interviews that reflect his very own personality.

In his fourth album ZUU, we find Denzel returning to his South Florida roots both sonically and thematically. The track sees Denzel meditating on the consequences of living the fast life, masterfully bouncing between melodic moments and combative bars as he refuses to fall victim to the violence that plagued his childhood in Miami.

Throughout his long but not short career, Denzel has played at Miami's Rolling Loud, joined Billie Eilish on tour across North America, making appearances at huge festivals such as Lollapalooza, Osheaga and Outside Lands. This summer, he joined \$uicideBoy\$ on a North American tour. With all these experiences, Denzel is now back with his newest single "Psycho," a collaboration with the UK rapper slowthai. He also has recently released a new music video for "Black Balloons Reprise" with Flying Lotus. He is currently on tour in Europe for his album "ZUU"

Just as he said himself in the article with Revolver Magazine, "...I make music for everybody... I don't give a f*ck if you're gay, straight, trans... You feel me? I don't give a f*ck. As long as you feel that shit, and you know you got emotions, bruh, we damn near alike, no matter how the f*ck you look." That is just who he is.

FOR IMMEDIATE RELEASE

DEC 3, 2019

DENZEL CURRY DROPS NEW MUSIC VIDEO

The phenomenal “Black Balloons Reprise” music video is out now

Available via [youtube.com/watch?v=Isn8Qp-H0N4](https://www.youtube.com/watch?v=Isn8Qp-H0N4)

Visually experience the interaction between Denzel Curry and Flying Lotus’ music



“Black Balloons Reprise” is a single by Flying Lotus that was released in May 2019. Denzel Curry was prominently featured on the track, where he shares his inner feelings when he went through the tough times. The director of the music video, Jack Begert, has successfully transformed this piece of art visually for the audience to experience the distinctive worlds that are created by the two artists.

The music video centers around a surreal, black-and-white atmosphere, further emphasizing the lyrics of “Black Balloons Reprise.” As Denzel Curry continues to unveil the deeper meanings of the black balloon, we see the visuals being flooded with emotions: anger, depression, subtlety... The dark, thematic, and supernatural theme throughout the music video efficiently portrays the artists’ message. “The day the black balloon explode, we all die.”

As fans may have guessed, the song itself is related to Denzel Curry’s 2019 album *TA1300*. *TA1300* was an album where Denzel Curry used all his personalities to create. The recurring theme of pain and depression in his album is now even more evident in the music video with Flying Lotus, revealing the horrible feelings.

To date, Denzel Curry has shortly begun his European tour, playing shows from the United Kingdom to Russia. At these shows, Denzel Curry directly expresses his emotions and aims to

create great memories with his fans. For more information regarding his tour, please visit www.ultimatedenzelcurry.com/tour.

Check the “Black Balloon Reprise” music video now.

CONNECT:

www.ultimatedenzelcurry.com/
twitter.com/denzelcurry
www.instagram.com/denzelcurryph/?hl=en
www.facebook.com/ultimatedenzelcurry/

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###

FOR IMMEDIATE RELEASE

JAN 23, 2020

Denzel Curry's Pop-up Shop Tour

Experience the World of Denzel Curry

A Limited-Time Event

Step into another world, grab exclusive merch, and meet Denzel

After returning from tour, Denzel Curry and his team created a unique and limited-time event for his fans to take part in. In five cities across the United States, New York City, Chicago, Los Angeles, Dallas, and Miami, fans are able to come to this event and experience the world of Denzel Curry.

A tweet went out saying Pop-up shop at a certain location and fans had half an hour to get there and then the event will start. Fans were able to walk in five at a time to get access to his normal merchandise line and a whole new exclusive line to promote his upcoming EP, but if they bought a merch bundle they get something a little extra with the new line.

Within each merch bundle, was a ticket code to attend a listening party for the new EP *Denzel 5*. Only 30 bundles were available at each event, so only 30 fans could have had access to the listening party.

These Pop-up Shops were meant to immerse the fans into the world of Denzel Curry. The walls were covered in UV Ink that had lyrics and track names from the new EP, *Denzel 5*. The whole shop was blacked out with highlights of whites and greys. Black balloons were all over to add to the aesthetic. As each group of five grabbed their merch and paid they would have walked around and found a whole section to use the blacklight flashlight to search the walls for "easter eggs".

Eventually, they were able to take a picture with Denzel Curry himself. They would get a polaroid that will put on the back of a custom postcard and be signed by Denzel. Each postcard had a stamp that signifies which city you went to and what number you were in meeting Denzel, as in the first person is number one and so on.

CONNECT:

www.ultimatedenzelcurry.com/

twitter.com/denzelcurry
www.instagram.com/denzelcurryph/?hl=en
www.facebook.com/ultimatedenzelcurry/

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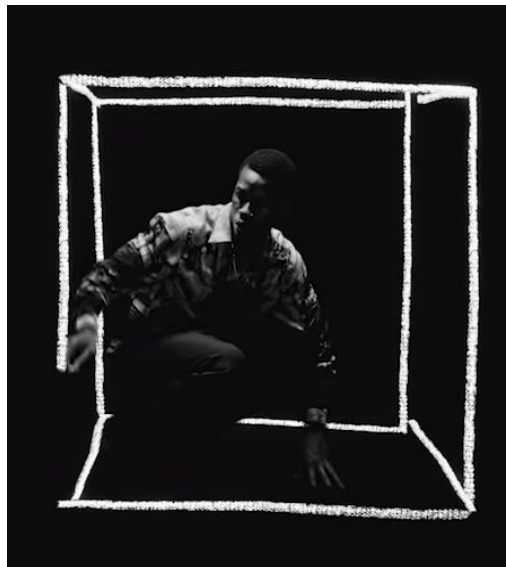
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FOR IMMEDIATE RELEASE

JAN 24, 2020

Denzel Curry Releases New EP

The Amazing *Denzel 5* is Released
Available on all Streaming Platforms
A culmination of Denzel Curry's newest work



Denzel 5 is the newest project from Denzel's camp. This EP is the culmination of Denzel's work over the last year. This EP was released on January 23rd and it has six tracks. Two of the six tracks are previous releases with "Psycho" and the "Black Balloons Reprise". The other four are all new originals and add to the aesthetic of the other two tracks.

These four tracks were hinted at during his European Tour and also at the Pop-up Shop Tour. Snippets would be played at each show in between songs to generate hype at the show and hopefully on Twitter and Instagram, as well. At the Pop-up Shops, the track names were written on the walls in UV Ink to be revealed by the black like flashlights.

The four tracks are named: "GLOCK!," "PURPLE SMOKE," "MIAMI," and "WTF KID." These songs go well and contrast "Psycho" and "Black Balloons Reprise". GLOCK! and WTF KID are high energy tracks, something you would mosh to. "WTF KID" has a feature in Ski Mask the Slump God to add to that high energy moshing sound. "MIAMI" and "PURPLE SMOKE" fit the aesthetic that "Black Balloons Reprise" is. They have the old school rap beat with more melodic rapping while still having the bars to sustain the song.

This EP is available on all streaming platforms and digital shops such as Amazon and others.

CONNECT:

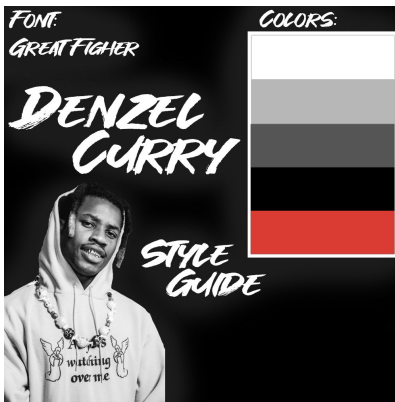
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###

Style Guide



We created a style guide for Denzel's new EP *Denzel 5*. The main portion of the color scheme is a gradient from white to black. This fits the aesthetic that is Denzel Curry, the darkness of his music contrasted by the white. The use of red in anything is strictly for emphasis. Where you see a very bland mono-tone black and white scheme, big red lettering it will stick out.

The font choice was made to further fit the aesthetic. We are using the font Great Fighter. Denzel has an eerie vibe to him and the font has an eerie and horror vibe, while also adding in graffiti to round out and complete the hip-hop side of him. When you see the font, you would understand why it was chosen.

When it comes to posts, he uses an informal style of writing. Every post sounds exactly how he would speak, with slang and contractions. He often shows his personal energy through the captions using full caps and exclamation points. The use of punctuation allows you to fully grasp what he is trying to say and how he delivers the message; it slowly transitioned from every post being in full capitalization to now having flexibility in the captions.

Pop-Up Shop and Meet and Greet Marketing Plan

The events will be a chance for fans to buy exclusive merch, meet Denzel Curry and enjoy an immersive experience in a "world" of everything Denzel Curry. It will take place throughout five major U.S. cities, which, in order, are New York, Chicago, Dallas, Los Angeles, and Miami, in "hot-spot" locations. The spaces will be medium in size, which we expect will have a cap of 50 people.

Once people arrive, they will be asked to stand behind the roped-off pop-up shop area in a single file style line. We will have tight security outside the event to make sure everyone is safe and nothing gets out of hand. Once the event begins, which we project to vary with each city, people will be asked to come inside the pop-up shop in groups of only 5. We want this to be a very personal experience for the fans, therefore, we want to be able to keep the amount of people in the shop to a minimum of 10-15.

Once the first five walk in, there will be a staff member handing out free black-light flashlights as a merchandise item for interactive features around the shop. These features will

only be able to be uncovered with blacklight and will include pictures of Denzel from his European tour and other classic song lyrics. After fans are handed this item, they will walk into a huge merchandise stand that will include Denzel's new *ZUU* line of shirts, an LP/digital album, plush dice blocks, and stickers. Here is a picture of the line from his website:



The event will also include exclusive merch on behalf of the new album, *Denzel 5*, while incorporating Flying Lotus' "Black Balloon Reprise feat. Denzel Curry," which consists of a shirt, hoodie, beanie, and a shot of Denzel from the music video. These will also come in bundles but there is a twist. One has the ability to buy individual items if they choose, but if they do decide to buy a bundle, they will get a secret invitation to a listening party after the pop-up shop where they will be able to listen to the full EP with Denzel present. These will come in the form of an invitation and in order to view the words on the ticket, one will need to shine their blacklights to see the message. People will not know about this until they buy the bundle and try to use their blacklight to uncover the barcode which will be in ticket form. The only hints they will get are staff members saying there is a secret related to it before their purchase, along

with a sign that reads, “SECRET BUNDLES.” We will only sell 30 of these so tickets will only be available for the first 30 people who buy bundles.

Here is what they will look like:



Whether people decide to buy a merchandise item or not, the nature of the layout will eventually lead them to a section where Denzel is positioned. He will be behind a table with a backdrop behind him, a photographer to his left, and security on either side. There will be a bunch of Denzel-themed postcards in front of him that fans will be able to receive for free. These exclusive postcards will contain a picture of Denzel from his “Black Balloon Reprise” and a slot to put a polaroid picture in. The objective is to allow fans to say hello to Denzel while also receiving a signature from their favorite artist, an exclusive postcard they will not be able to get

anywhere else, and an awesome polaroid photo that can all fit as one individual “thing.” The postcards will also contain exclusive stamps depending on the state. Here is a picture of what the postcards will look like:



From here, the fans will be guided to the last section of the shop. There will be numerous pictures from previous music videos Denzel has been in and a number of props from music video shoots. Fans will be encouraged to take pictures in front of this “scene,” with the wall literally stating, “Instagram me! #DenzelpopupLA!” This hashtag will vary depending on the city and will help bring buzz to the events. After this, fans will exit out the way they came.

Additional Details On Layout the Pop-Up Shop

The layout is designed to feel like a shop mixed in with an experience. The space will be big enough to contain a maximum of 50-60 people comfortably, so it will not be huge by any means nor will it be extremely crowded. It will feel almost like a circuit, with three “stations” and a big Denzel Curry banner that will go vertical, dividing the room into two. The banner will be stretched across 75 percent of the room, leaving space for Denzel to sit.

In terms of spaces, we have found the following locations at our respective cities. For New York City, we will have the shop on Canal St. This street was made famous by many artists and will be a great location for our shop. For Chicago, we want the shop located on State St. which is where Lollapalooza sets up their festival site pop-up shops. For Los Angeles, we will be renting a shop on Rosewood Ave in Fairfax, which is next to a lot of brands and is known for it’s hip-hop culture. For Dallas, we will be located on Main St. as there is a perfect shop location for us to set up at. Finally, for Miami, we will set up in Bayfront Park, as the aesthetic of the area is perfect for the plan we have; it is right in front of the bay and will provide enough space to set up the cars and tents.

Details On Design

We want this to not just be a shop, but an experience. Therefore, we decided to add a few features to make it as beautiful and stimulating as possible. The first feature that is imperative to make our vision come true is the overall vibe. We will handle this by using a mix of purple, green, red and white lighting, which we will cycle through via a timer. These colors represent previous works from Denzel, such as green for his album *ZUU*, purple for some of his early work like *32 Zel* and hit song "Ultimate," yellow to represent *Imperial* and white and red to represent *TA1300* and *Denzel 5*. We will then have a series of black lights throughout the room, which will uncover images from Denzel's European Tour and lyrics off *Denzel 5*. Around 4 big black lights will be behind and around the merch table, revealing various pictures of Denzel. There will then be two big black lights on the backdrop of Denzel where he is doing his meet and greet, which will show behind the scenes photos of him in the studio. During the final station, there will be a giant hashtag that reads #Instagram me! #DenzelpopupLA!" under a blacklight surrounded with actual black balloons. People will be encouraged to take pictures in front of it. The mini black-light flashlights that everyone receives upon entry will also be used to uncover hidden lyrics on the walls, ground, and ceiling. These lyrics will be the same colors as the light fixtures, so purple, green, yellow, white, and red. We will also be playing music in the background, which will be a mixtape of Denzel's hits, including one or two new ones that will be played passively.

Details on Timing

The timing of these pop-up shops in every city will be from 1PM to 3PM, with the listening party going on from 7PM to 8PM. We found that this would grant people the incentive to come after lunch and would not be too early or late, considering that no one enjoys early mornings and we need to make room for the listening party, we chose 2 hours because we believe we will only need this amount of time.

However, this could vary due to certain circumstances. With a light turnout, we may want to run later to allow time for people to show up. In this case, things may be pushed back an extra hour or so. If absolutely no one shows up, we would most likely end early. We believe this is highly unlikely, but still wants to be sensible and prepare for back-up plans. With a huge turnout, we may need to end early due to riots in the streets, or later if there are many people purchasing the merch. In any case, however, we would still aim to end the pop-up shop within the 2 hour period, but are also willing to make accommodations based on circumstances.

In terms of how we planned the events, we wanted them to occur on either a Monday, Thursday or Friday, with 4 day gaps, with the exception of his last pop-up in Miami, which is a seven day gap. This will give Denzel enough time to rest between pop-up appearances and get ready for his radio shows.

Flow of People

The flow of people is imperative for the event to run smoothly. We mentioned above how we want this to be exclusive, so we will only allow five people in at a time. This does not mean however, that more than five people will not be in the merch room, since the last thing we want to do is rush people around the event. This will have more to do with the line to meet

Denzel, where it would be possible for people to overwhelm him if there was no structure there. In general, we will aim for five people at a time, but will not be surprised if this ends up being a bit more or less. This natural flow will be created with the banner that will be placed in the center to divide the room into two sides. From here, it we will have a natural entry where you walk to the right, middle and then left, and then exit the way you came in. Each station will have a security guard to guide the fans.

The Listening Party

The listening party will take place after every pop-up shop event. It will happen 4 hours after the shop experience. The room will be opened up and the aesthetic will remain the same. We will have a PA system in place to play the EP early for the lucky 30 fans that purchased the new merch line bundle. The EP will then be played from the top to the bottom, in order. It will be a “mixer” style even and everyone will be standing around and conversing as the EP plays. We will have a drink table located at the back of the venue. Since Denzel is straight-edge, as in he does not consume any alcohol or drugs, we will not have alcoholic beverages at the party.

The layout of the venue will stay mainly the same but we will remove the large banner dividing the room to open it up for everyone. The table Denzel was at during the Pop-up Shop will be removed to open up even more space. The merch section will be left out in case they want to get more during the listening party. All decorations will stay the same as the initial event to maintain the atmosphere and immersion. Denzel will announce the song in between each track, along with a short description of it. He will also add personal anecdotes about the songs, such as how it was working with slowthai on “Psycho”, or working with Flying Lotus on “Black Balloons Reprise.” Fans will be able to interact with Denzel freely throughout the listening party too. Security will be present, but only one will be inside with everyone. In addition, there will be a strict “no recording policy” because we do not want any leaks to get out before the actual release.

In the end, when the entire marketing effort is done, we hope people will get an experience they will remember forever.