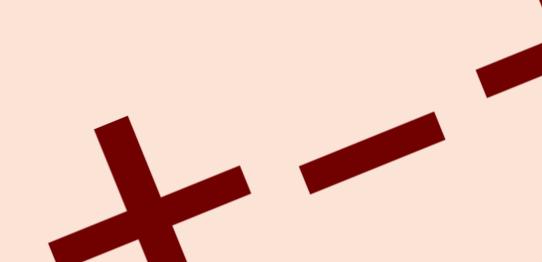
NASMAK P.M.

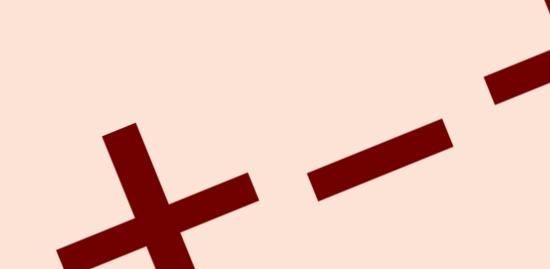
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final demo group 2
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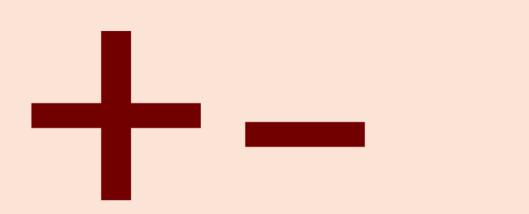
alex +- andrey +- mila +- yurick +- okan +- sem

PROBLEM

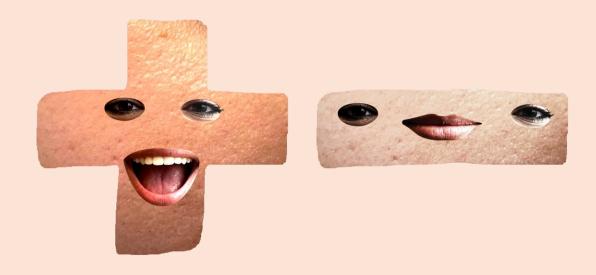


UNIFY THE CHAOS





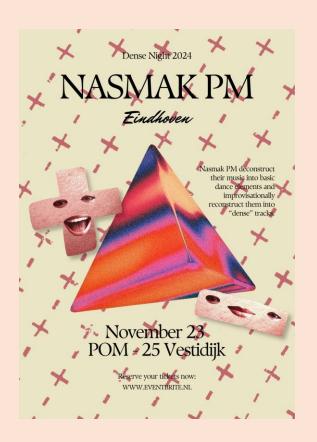


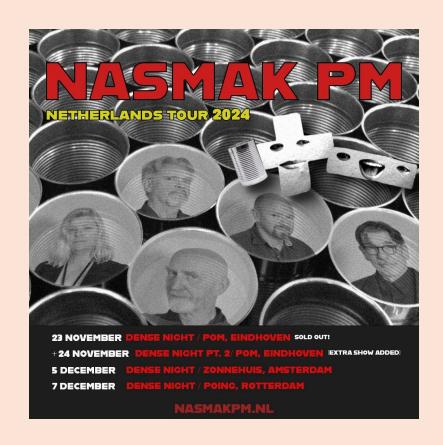


plusa minnie

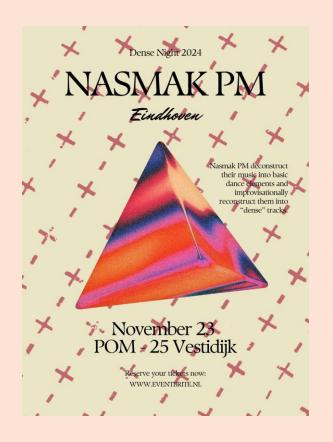


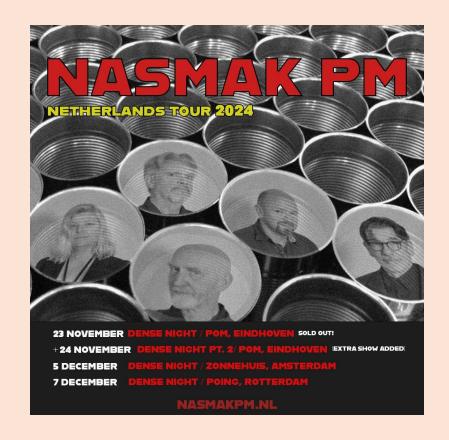








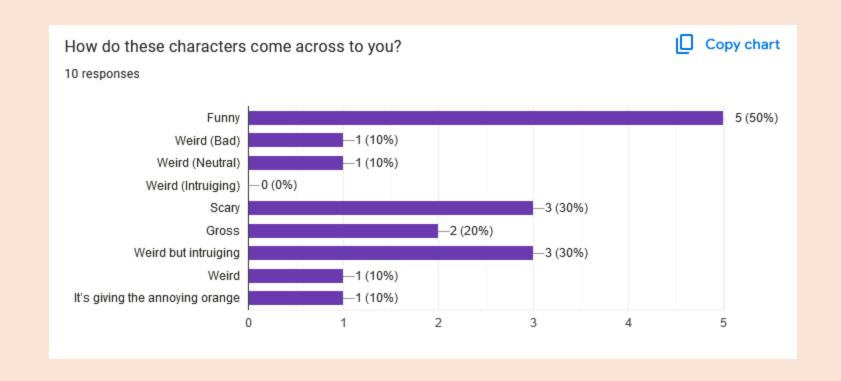


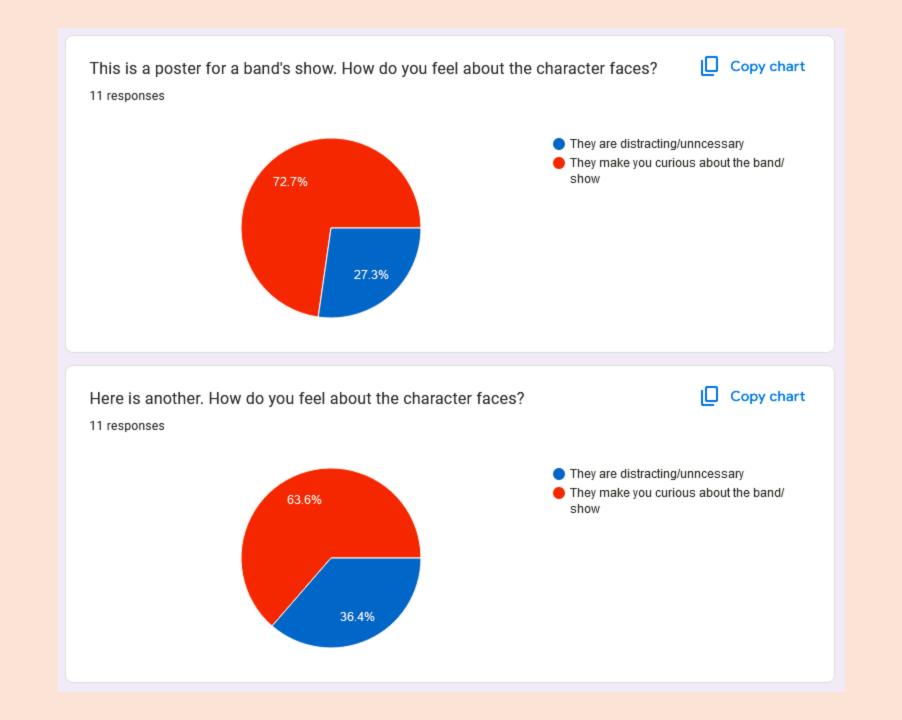


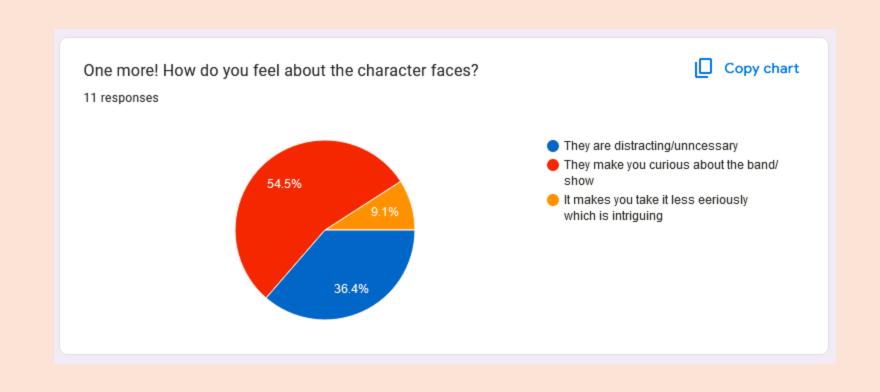




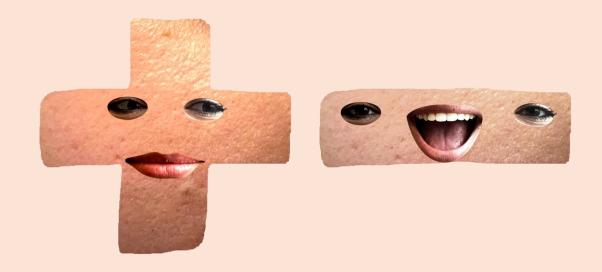




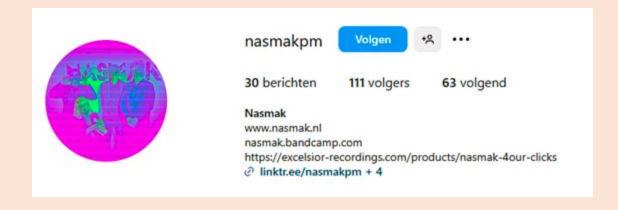




SUGGESTIONS

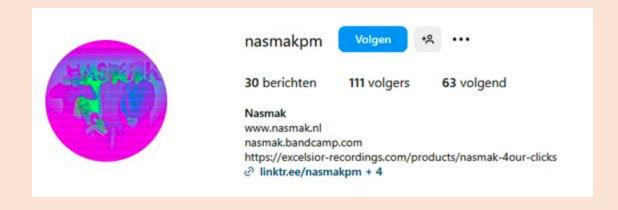


BIO





BIO



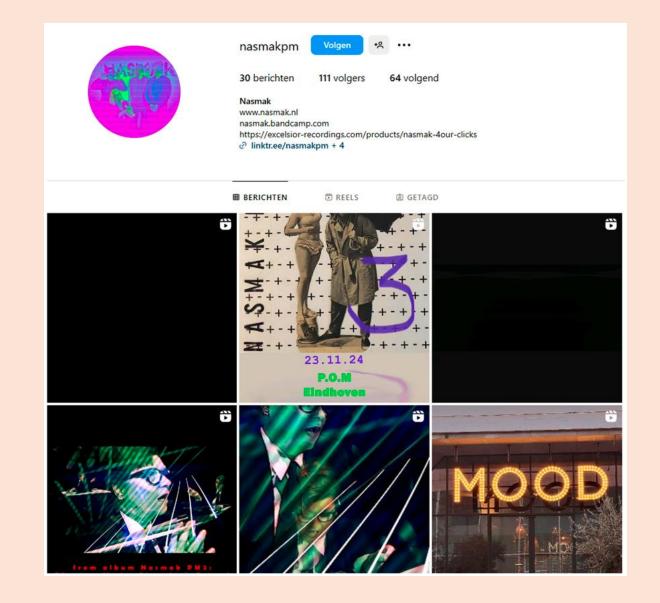


BIO





THUMBNAILS



HASHTAGS

Part 3 | weirdhead! #alternativerock #bandsoftiktok #originalmusic #originalsong

MEDIA CAMPAIGN TIMELINE

GOAL: GROW NASMAK PM'S AUDIENCE BY USING CONCERT MOMENTUM, ENGAGING FANS, AND EXPANDING THEIR ONLINE PRESENCE THROUGH STRATEGIC CONTENT AND INTERACTIONS.

NOVEMBER DECEMBER JANUARY FEBRUARY + POST-CONCERT **ENGAGEMENT** PHASE 1 **EXPAND ENGAGEMENT** PHASE 2: **AND REACH DEEPEN CONNECTION AND** PHASE 3: **EXPAND REACH** PHASE 4: **LONG TERM STRATEGIES** GOAL: ENGAGE EXISTING FANS AND MAXIMIZE THE EXCITEMENT FROM THE SOLD-OUT CONCERTS.

PHASE 1

POST-CONCERT ENGAGEMENT

NOV 25-26

NOV 26-30

CONCERT RECAP

SHARE PHOTOS AND VIDEO HIGHLIGHTS

HOST A POST-CONCERT O&A
OR "BEHIND THE SCENES"

FAN INTERACTION

ASK FANS TO SHARE CONCERT CONTENT USING TAGS

GOAL: INTRODUCE NASMAK PM TO NEW AUDIENCES AND HIGHLIGHT THEIR UNIQUE IDENTITY.

PHASE 2

EXPAND ENGAGEMENT AND REACH

DEC 1-3

DEC 4-10

DEC 12-15

POLLS AND SURVEYS

USE FEEDBACK FROM POLLS FOR FUTURE CONTENT.

CONTENT SERIES: MEET NASMAK PM

INTRODUCE EACH BAND
MEMBER WITH INDIVIDUAL
POSTS OR STORIES

SHARE CLIPS ABOUT BAND'S HISTORY AND UNIQUENESS

LIVE ACOUSTIC SESSION

ON IG LIVE/ TWITCH/ YOUTUBE GOAL: STRENGTHEN FAN LOYALTY AND MAINTAIN ENGAGEMENT THROUGH SEASONAL AND INTERACTIVE CONTENT.

PHASE 3

DEEPEN CONNECTION AND EXPAND REACH

DEC 20-JAN 1

JAN 3-10

JAN 11-15

HOLIDAY SPECIAL

MESSAGE OR VIDEO THAT INCLUDES A TEASER OF UPCOMING MUSIC OR TOUR PLANS

USER-GENERATED CONTENT CAMPAIGN FEATURE SELECTED FAN POSTS ON THE BAND'S OFFICIAL SOCIAL MEDIA

ENCOURAGE FANS TO SHARE NASMAKPM USING UNIQUE #

HIGHLIGHT UNIQUE CONTENT

COMPILATION VIDEO ABOUT THE "DENSE NIGHT" CONCEPT, EXPLAINING ITS ORIGINS GOAL:
GENERATE EXCITEMENT AND
ANTICIPATION FOR UPCOMING
RELEASES AND EXPAND THE BAND'S
REACH.

PHASE 4

ANNOUNCE NEW MUSIC AND BUILD ANTICIPATION

JAN 16-30

FEB 1

FEB 8-15

TEASERS FOR UPCOMING PROJECTS START TEASING PROJECTS WITH MYSTERIOUS AND ENTICING POSTS, SHOWCASING ALBUM ART, SHORT AUDIO CLIPS, OR INTRIGUING SONG LYRICS.

OFFICIAL NEW SONG PREVIEW

OR SNIPPET OF AN UPCOMING PROJECT

GOAL:
SUSTAIN INTEREST, CONTINUOUSLY
GROW THE AUDIENCE, AND MAINTAIN A
STRONG ONLINE PRESENCE.

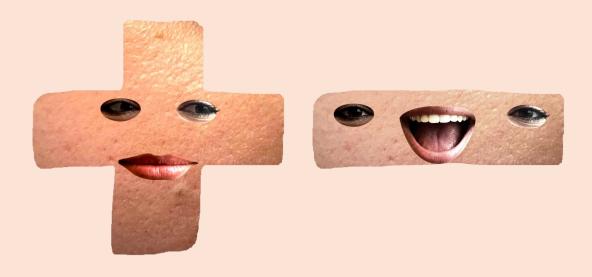
LONG TERM STRATEGIES

ANNOUNCE NEW MUSIC AND BUILD ANTICIPATION

COLLABORATE WITH INFLUENCERS

PLAN A SMALL TOUR / ONLINE CONCERT SERIES

RELEASE REGULAR UPDATES



THANK YOU +-

