



## Agency Partner

Ember Media

## Campaign

Essence Music Festival  
2010

## Target

- African American Music Fans
- Lifestyle Affinities
  - Music
  - Entertainment
  - AA Culture

## Campaign Duration

8 Weeks

## Objectives

- Generate immediate coverage and buzz within social media
- Drive attendance
- Leave a legacy of organic conversations and excitement about The Essence Music Festival (EMF)

## Strategies

### Blogging Program

Blog outreach was done in two phases to maximize buzz surrounding EMF:

We targeted preliminary outreach to key influencers and distributed compelling digital assets (artist images, festival links, etc). Bloggers shared news of EMF with their readers and created direct CTA to ticket sales page.

After EMF ended, we invited bloggers to share official event photos with their readers. Many posted recaps of EMF, encouraging readers to view coverage on Essence.com and upload their own photos to social networks (like Flickr), too.

### Blogger Giveaways

We gave select bloggers swag (such as 15<sup>th</sup> Anniversary EMF CD/DVD) to offer to their readers as special giveaways. This incentive generated enthusiasm in the days leading up to the festival.

### Twitter Giveaways

Bloggers shared links to artist-centric (Mary J. Blige, Trey Songz, etc) Twitter giveaways run on the official EMF Twitter (@EssenceMusic). Fans were encouraged to follow, RT, and post their own thoughts with the hashtags #EMF and #EMF2010.

### Social Network Outreach

Community Ambassadors transparently reached out to relevant groups and fan pages within Facebook and MySpace (e.g. Janet Jackson, Alicia Keys, etc), creating chatter and enthusiasm surrounding the event.

## Results

- Created 110 posts with 4.4MM+ impressions
- Passed campaign assets to 512 total sites/groups within target
- Reached 2.2MM+ unique fans on Facebook, Myspace, and Forums
- American Pop efforts created multiple Twitter pass-alongs, resulting in 2.8K+ posts in that channel

