SONY MUSIC: MARIAH CAREY CASE STUDY



CAMPAIGN SUMMARY

THIS IS WHAT YOU WANT FOR CHRISTMAS.

In December 2020, Sony Music used our bespoke Pedicabs to promote Mariah Carey's Christmas special album in the lead up to the festive season.

From the 4th - 8th December, a convoy of Pedicabs targeted Christmas events and markets in London to promote the release on a local scale with the right target audience. This strategy capitalises and encapsulates the strengths of 00H - people are +17% more likely to feel confident in a brand using 00H. And +14% more likely to trust that brand.

Sony Music also opted for professional photography which maximised the value of their campaign by expanding it into social media. This meant impressive impressions, strong engagement and healthy return ROI. And what better way to top it off than a tweet from the queen of Christmas herself. Now that's exposure.



15:10 -7 ոլ 🗟 🗖



1 Sony Music UK Retweeted



Joy To The Worl

Mariah Carey @ @MariahCarey

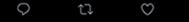
Petitioning for an audience with the Queen re: All I Want For Christmas Is You 🏙 🎄 @RoyalFamily



Accie Music

13:42 · 08/12/2020 · Twitter for iPhone

604 Retweets 125 Quote Tweets 7,261 Likes



Mobile Media Group @MMediaGrou... · 1d ··· MIMIG Replying to @MariahCarey and @RoyalFamily

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LOCAL LEVEL **IMPRESSIONS**

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RETWEETS ON SOCIAL MEDIA

LIKES ON **SOCIAL MEDIA**









