



#ASYLUMEP

How 89f and **Charlene Nash** created a conversation about mental health through music

GOAL

89faction was tasked with successfully launching Charlene Nash's EP, *Asylum*, on social media and creating a buzz around the launch party on July 29, 2016. We were to generate interest via the hashtag, #AsylumEP, starting a conversation around the project and garner 80% capacity attendance at the launch party.

STRATEGY

The #AsylumEP hashtag was chosen for its simplicity and relation to the project. We were also lucky that the word 'asylum' was a conversation starter on its own. As the project was a very personal one for the client, we decided to draw on that aspect while promoting and engaging with fans. Asking fans 'what does 'asylum' mean to you?' was just one way we instigated conversations around both the project and mental health issues with youth.

A Facebook event page was launched that became the #AsylumEP Launch Party hub. All relevant social media linked back to the Facebook event page. T-shirt preorders and album preorders were advertised on this page as well. It was easier for fans to have one source to check, and it made it more efficient for us to push marketing messages in one central location.

Hosted by Toronto-based social media star Lick My Fashion, the #AsylumEP Launch Party was designed to be interactive, as the client wanted it to be less about her and more about the project and how audiences connect with it. The event had live social media feeds projected on a screen, encouraging the audience to tweet in with the #AsylumEP hashtag. The client would then see the tweets or tagged Instagram images and give shout-outs to audience members. Similarly, during

RESULTS

The launch party turnout was at 82% venue capacity, exceeding both our and the client's expectations. There was healthy usage of the hashtag on social media leading up to and during the event. Engagement with the client on social media increased by 25% after the event, including a 23% increase in followers on Facebook and Twitter.



Strategy. Planning. Execution.

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