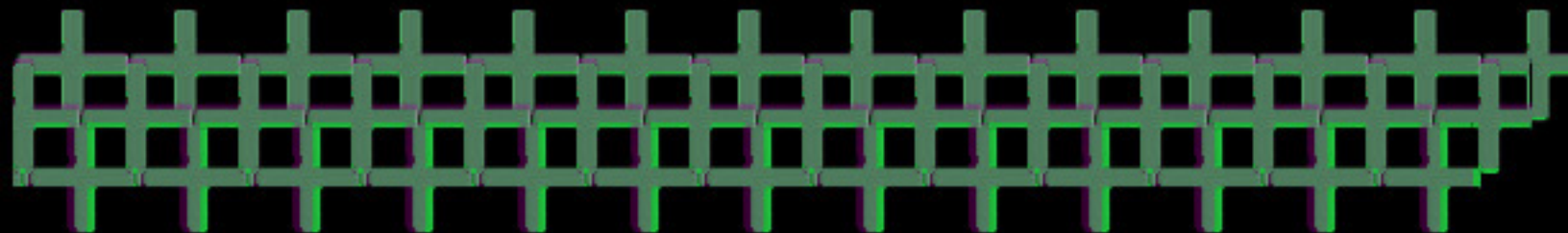




VH1

YOU OUGHTA KNOW

Jillian Koehnken
&
Stefanie Tanaka

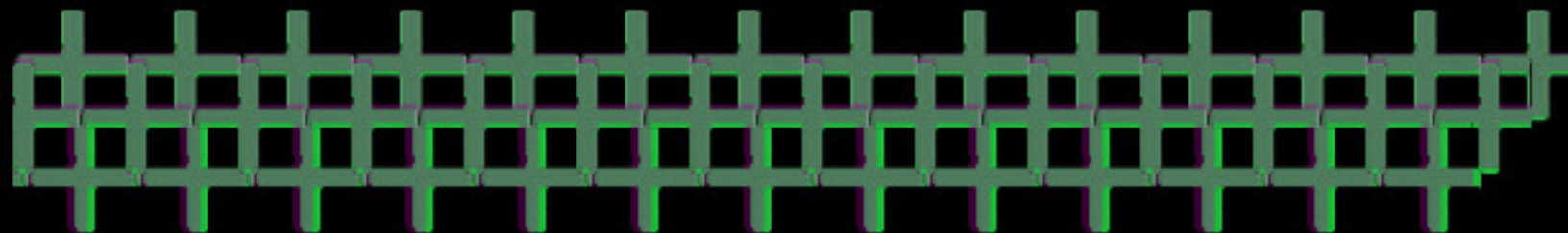


Creative Brief

FOR OUR SECOND CAMPAIGN, STEFANIE AND I CHOSE TO WORK ON VIACOM MEDIA NETWORKS OTHER MAINSTREAM MUSIC CHANNEL, VH1. LAST SUMMER WHEN I INTERNEED FOR VIACOM, I WAS INVITED TO ATTEND ONE OF VH1'S EVENTS, "MAKE A BAND FAMOUS," A 24-HOUR MUSIC CONTEST WHERE BANDS WOULD PLAY AND PEOPLE WERE ABLE STREAM THE SHOW ONLINE FOR FREE. FOR THE FINAL ROUND, FAMOUS ARTISTS AND PRODUCERS WERE FEATURED AS THE GUEST JUDGES, EVENTUALLY CHOOSING THE BAND "FANCY REAGAN." FOLLOWING THE CONTEST, VH1 WOULD SIGN AND FOSTER FANCY REAGAN'S CAREER AND PRODUCE THEIR FIRST PROFESSIONAL RECORD WHILE PROMOTING THEIR BAND WITH VARIOUS VH1 MEDIA.

FOLLOWING THIS CONCERT EXPERIENCE, I DECIDED TO LOOK MORE INTO VH1'S "YOU OUGHTA KNOW" DIVISION, WHICH FEATURES ARTISTS THAT VH1 HAS HELPED GIVE THEM A HEAD START IN THEIR CAREERS, MUCH LIKE FANCY REAGAN. BASED ON OUR RESEARCH, WE THOUGHT WE WOULD TAKE THREE OF VH1'S MOST FAMOUS ARTISTS WHILE ALSO HIGHLIGHTING FANCY REAGAN TO MAKE AN EXPERIENTIAL CAMPAIGN. WE DECIDED TO POSITION VH1'S "YOU OUGHTA KNOW" CAMPAIGN WITH INSPIRING AND INSIGHTFUL AD EXECUTIONS WHICH HIGHLIGHT NEW ARTISTS MADE FAMOUS BY VH1 SUCH AS BRUNO MARS, ADELE AND ED SHEERAN.

BY USING SIMPLISTIC ADS IN A MAGAZINE THAT SHOW UNRECOGNIZABLE POLAROID PICTURES OF THESE ARTISTS AT A YOUNG AGE WITH "GUESS WHO?" COPY, IT CREATES AN INTERACTIVE AD CAMPAIGN FOR VH1'S VIEWERS. WHEN YOU FLIP THE PAGE, IT WOULD BE A PICTURE OF WHAT THE ARTIST LOOKS LIKE NOW WITH A BIOGRAPHY HIGHLIGHTING HOW VH1 "YOU OUGHTA KNOW" CULTIVATED THEIR CAREER. FOR OUR WILDCARD EXECUTION, WE CREATED A SWEEPSTAKES IN WHICH PEOPLE COULD SUBMIT RECORDINGS OF THEIR ORIGINAL SONGS AND THE WINNER, CHOSEN BY ADELE, BRUNO MARS AND ED SHEERAN, WOULD OPEN FOR THEM AS A FEATURED ARTIST FOR ONE OF THEIR SHOWS ON THEIR NEXT TOUR AND WOULD BE ALSO BE FEATURED ON VH1'S WEBSITE AND GET TO PLAY A LIVE CONCERT IN TIMES SQUARE WITH "FANCY REAGAN". WE THOUGHT THIS WOULD BE A CREATIVE WILDCARD EXECUTION BECAUSE IT WOULD INCREASE VH1 VIEWERS AND SITE TRAFFIC WHILE ALSO PROMOTING "FANCY REAGAN" AND OTHER PAST "YOU OUGHTA KNOW" ARTISTS.



Magazine Spread 1



Guess who?

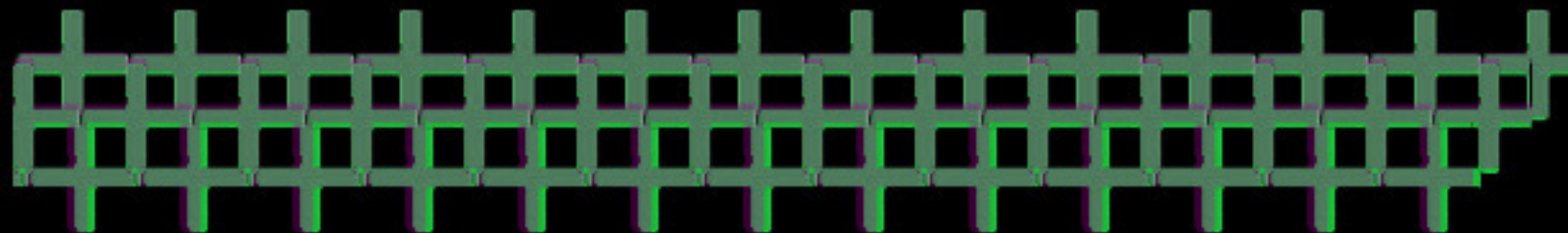
VH+1

Answer: Bruno Mars

VH1 FOUND HIM:
WHEN HE RELEASED
HIS DEBUT SINGLE
"JUST THE WAY YOU
ARE"

NOW:
HE'S FEATURED ON
MARK RONSON'S
NEW SINGLE
"UPTOWN FUNK"

YOU OUGHTA KNOW VH+1



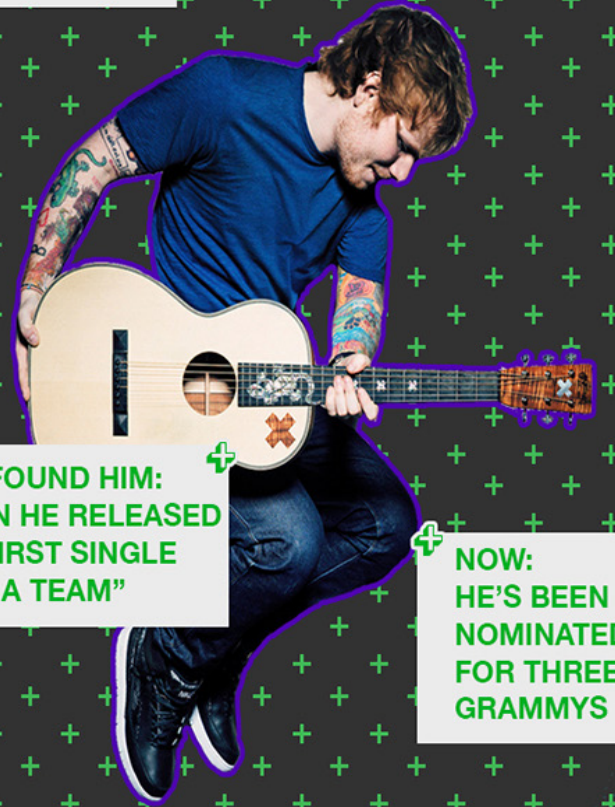
Magazine Spread 2



Guess who?

VH+1

Answer: Ed Sheeran



VH1 FOUND HIM:
WHEN HE RELEASED
HIS FIRST SINGLE
"THE A TEAM"

NOW:
HE'S BEEN
NOMINATED
FOR THREE
GRAMMYS

YOU OUGHTA KNOW VH+1



Magazine Spread 3



Guess who?

VH1

A photograph of Adele singing into a vintage-style microphone. She is wearing a black lace top. The background is a dark grey grid of pink plus signs. The image is framed with a yellow outline.

Answer: Adele

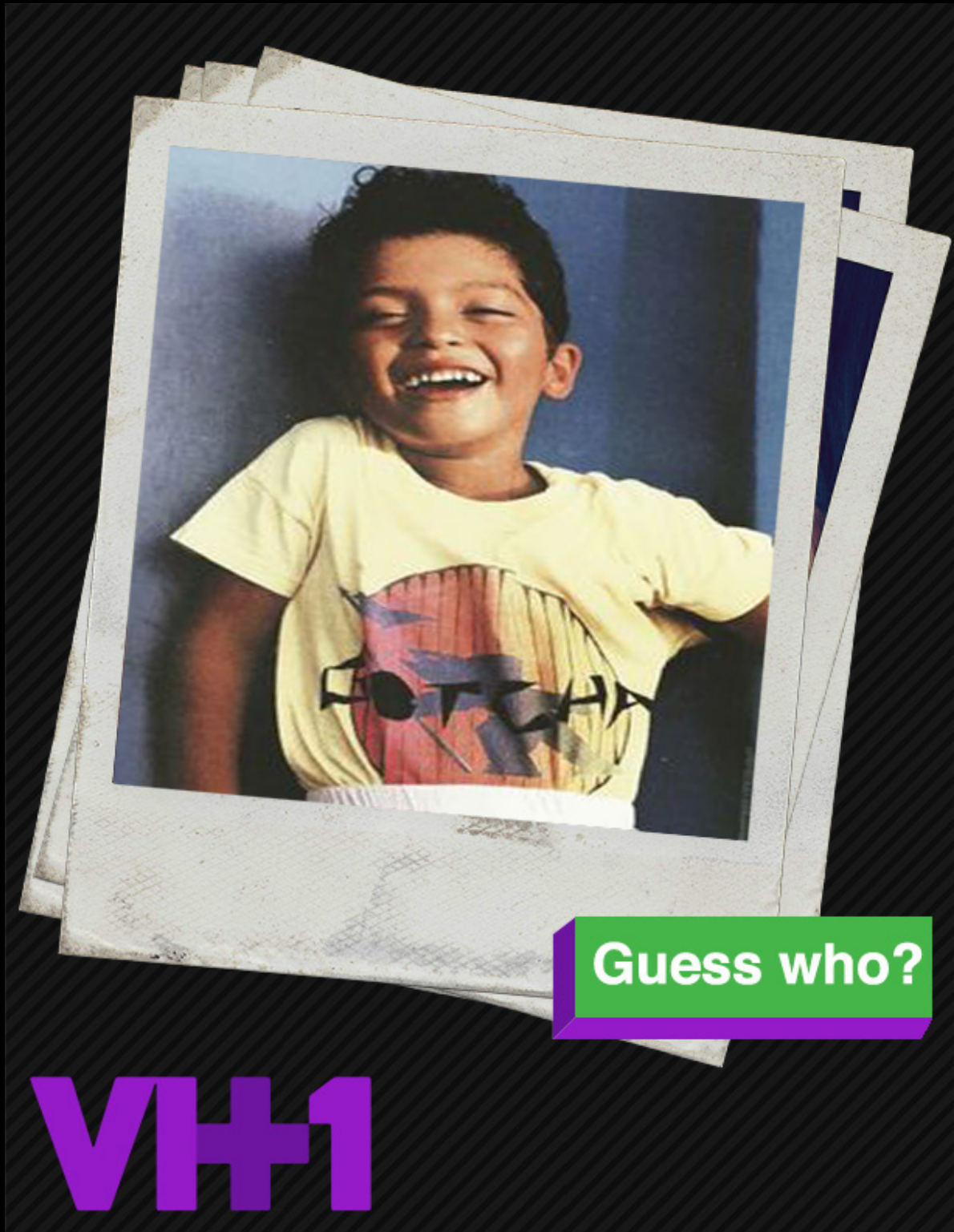
VH1 FOUND HER:
When she released
her first single
"Chasing Pavements"

NOW:
She plans to release
her third album
next year

YOU OUGHTA KNOW VH1



Ads Up Close



Guess who?

VH+1



Ads Up Close

Answer: Bruno Mars

VH1 FOUND HIM:
WHEN HE RELEASED
HIS DEBUT SINGLE
"JUST THE WAY YOU
ARE"

NOW:
HE'S FEATURED ON
MARK RONSON'S
NEW SINGLE
"UPTOWN FUNK"

YOU OUGHTA KNOW VH+1

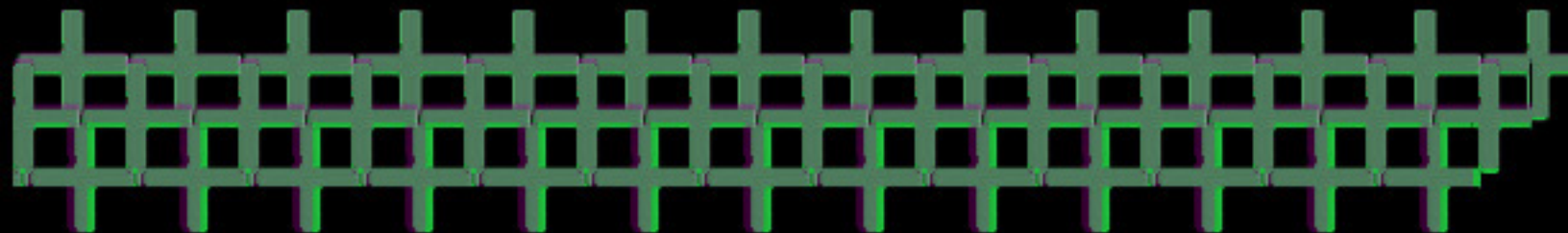


Ads Up Close



Guess who?

VH+1



Ads Up Close

Answer: Ed Sheeran



VH1 FOUND HIM:
WHEN HE RELEASED
HIS FIRST SINGLE
"THE A TEAM"

NOW:
HE'S BEEN
NOMINATED
FOR THREE
GRAMMYS

YOU OUGHTA KNOW VH+1

Ads Up Close



Guess who?

VH+1



Ads Up Close

Answer: Adele

VH1 FOUND HER:
When she released
her first single
"Chasing Pavements"

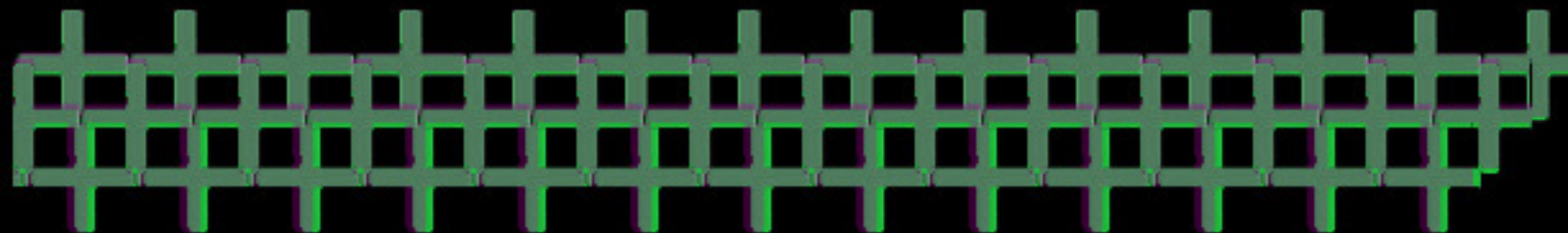
NOW:
She plans to release
her third album
next year

YOU OUGHTA KNOW **VH1**

Ad Placement



- Alternative Press
- Rock Sound
- Rolling Stone
- Billboard Magazine



WildCard Execution

VH1 YOU
OUGHTA
KNOW

LIVE IN CONCERT

Enter into our sweepstakes to win a chance to perform at the **VH1 YOU OUGHTA KNOW** Concert in Times Sqaure



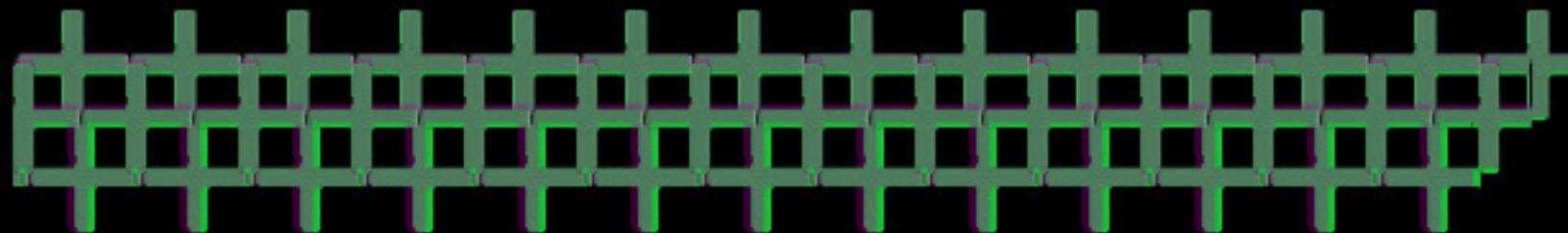
FEATURING
"MAKE A BAND FAMOUS" WINNERS:

FANCY REGAN

hosted by

LIVE NATION

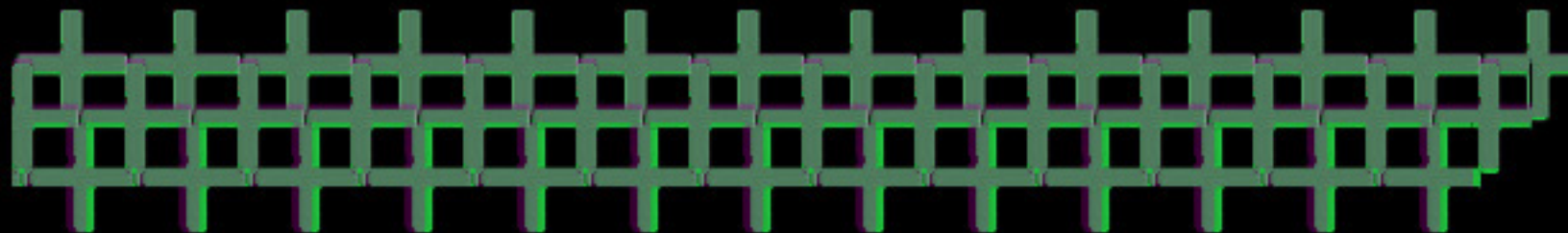
Sweepstakes



Trendboard



Trendboard



Rough Comps

Guess Which VH1 "You Dughta Know" Artist this is?



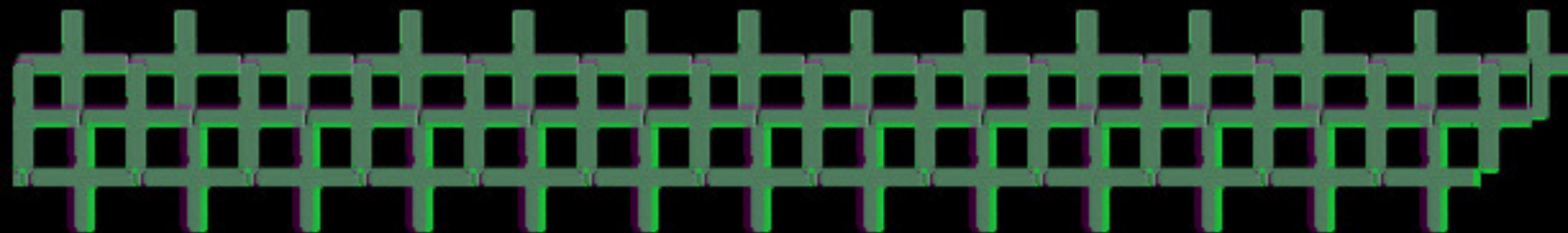
GUESS WHO?

VH1



Guess who?

VH1



Rough Comps

Answer: Adele



Answer: Bruno Mars



Full Name: Peter Gene Hernandez
Born: Honolulu, Hawaii
VH1 first found him when: He had just released his debut single "Just The Way You Are" the music video appeared on VH1 shows like Video Countdown and Top 20 Video Countdown
NOW: Bruno Mars is a multi platinum recording artist. Just this year he performed at the Superbowl halftime and he has won 2 Grammys. More recently Bruno Mars has been featured on his good friend and producer, Mark Ronson's "Uptown Funk"

YOU OUGHTA KNOW **VH1**

Answer: Ed Sheeran



VH1 FOUND HIM:
WHEN HE RELEASED
HIS FIRST SINGLE
"THE A TEAM"

NOW:
HE'S BEEN
NOMINATED
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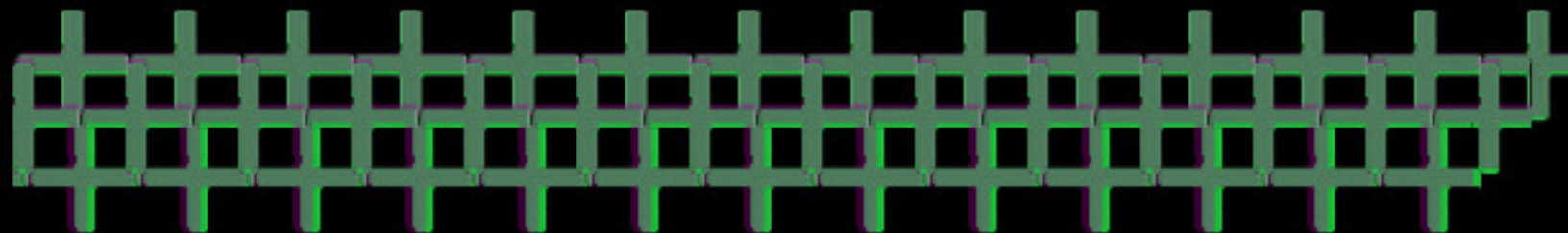
YOU OUGHTA KNOW **VH1**

Campaign Strategy

WE CREATED AN ADVERTISING CAMPAIGN AROUND VH1 "YOU OUGHTA KNOW" MUSIC DIVISION FOR RISING ARTISTS.

OUR TARGET AUDIENCE IS MUSICAL INDIVIDUALS WITH A DREAM, BETWEEN THE AGES OF 16-24. THESE ARE PEOPLE THAT ARE OFTEN INSPIRED BY THE THINGS AROUND THEM AND CHOOSE TO EITHER WRITE OR SING TO EXPRESSHOW THEY FEEL.THEY BELIEVE THAT MUSIC IS THE ONLY THING THAT THEY CAN USE AS A TOOL TO MAKE SENSE OF THIS WORLD AND BY WATCHING VH1'S "YOU OUGHTA KNOW," CAMPAIGN THEY ARE INSPIRED TO KEEP GOING TOWARD THEIR DREAMS OF BEING IN THE SPOTLIGHT AND "MAKING IT."

OUR GOAL FOR THIS CAMPAIGN WAS TO ENCOURAGE MORE YOUNG MUSICIANS TO GET INVOLVED WITH VH1 YOU OUGHTA KNOW CAMPAIGN. WE WANT UNDISCOVERED ARTISTSTOKNOWTHATVH1COULDBEAHELPFULPLATFORM FOR THEM TO GET THEIR MUSIC OUT THERE, INSTEAD OF COMPETING ON A REALITY SHOW OR GETTING LOST IN THE MILLIONS OF VIDEOS ON YOUTUBE.VH1 YOU OUGHTA KNOW GIVES ARTIST A CHANCE TO GET THEIR MUSIC OUT THERE AND TALK ABOUT THEIR MUSIC, ARTISTRY AND MUSIC VIDEOS THAT THEY SHOWCASE ON VH1.



Campaign Strategy

THE WHOLE THEME BEHIND OUR AD CAMPAIGN IS INTERACTIVITY. WITH THAT IN MIND WE CREATED OUR THREE AD EXECUTIONS AS MAGAZINE ADS. WE CREATED A TWO-PAGE SPREAD IN WHICH ONE IS A BABY PHOTO OF THE ARTIST WITH THE TAGLINE "GUESS WHO?" AND THE SECOND PAGE REVEALS THE ARTISTS AND INFORMS THE READER ABOUT HOW VH1 FIRST FOUND HIM OR HER AND THE STATE OF THEIR CAREERS CURRENTLY. FOR THE FIRST PAGE WE HAVE EACH BABY PHOTO FRAMED IN A POLAROID. THE 3-D EFFECT ON THE BOX IS VERY APPARENT IN OTHER VH1'S AD DESIGNS SO WE TRIED TO INCORPORATE THAT IN OURS. THE PRIMARY COLORS WE USED ON THE FIRST PAGE WERE BLACK, GREEN AND PURPLE PRIMARILY BECAUSE THOSE ARE VH1'S COLORS. WE ALSO DECIDED TO GO WITH BOLD FONTS ALL ACROSS BOTH ADS TO HELP THEM STAND OUT AGAINST THE AUDIENCE WE LOOKED THROUGH THE VH1 ADS AND NOTICED HOW PREVALENT THEIR SIGNATURE PLUS SIGNS WERE AND REALIZED WE HAD TO INCORPORATE THAT IN OUR DESIGNS SOMEHOW SO WE MADE IT A PATTERN AS A BACKGROUND FOR THE SECOND PAGE.

WE DID SOMETHING FUN AND INTERACTIVE FOR OUR WILD CARD BECAUSE WE THOUGHT THAT IT WOULD BE MOST BENEFICIAL FOR OUR TARGET AUDIENCE . SINCE THIS CAMPAIGN IS BASED AROUND MUSIC ARTISTS AND THEIR JOURNEY INTO THE LIMELIGHT, WE DID A SWEEPSTAKES WHERE MEMBERS OF OUR TARGET AUDIENCE WOULD SUBMIT MUSIC VIDEOS OF THEIR OWN ORIGINAL MUSIC THEY WROTE AND THE BEST WOULD GET TO PERFORM AT A LIVE CONCERT IN NEW YORK CITY WITH VH1'S "MAKE A BAND FAMOUS WINNER", FANCY REGAN. THEY WOULD ALSO BE FEATURED AS AN OPENER FOR A YOU OUGHTA KNOW ARTIST'S TOUR.

