

# Music Madness Planning

## Overview:

PickleJar Artists to go head to head on getting their fans to vote for them in Music Madness Instagram polls to win money for a charity of their choice (March 14 - April 3, 2023).

**Budget Total:** \$1,200 (see breakdown below)

## Campaign Details:

16 PickleJar Artists will pick a charity and work with their fans in order to try to make it to the "next round" and work towards the top spot to earn for their charity. The winner will also earn some for themselves too. There will be 4 tiers of brackets that competing Artists will work to move on to by engaging with their fans.

Artists that make it to the semi finals and on will win money for a charity of their choice. The following breakdown is:

Semi finals: 4 Artists compete in Round 3. 2 "Losing" Artists will receive \$100 to their charity of choice

Finals: 2 Artists compete to Winner. "Losing" Artist will receive \$150 to their charity of choice.

Winner Announcement: Artist receives \$500 to their charity of choice **and \$200 for themselves?**

## Timeline:

Deadline by March 7: Identify Artists & email chosen artists explaining the campaign and providing graphics

March 14: Announcement of Campaign Post (16 artists compete)

March 16: Possible videos of artists smack-talking/ hype video

March 20th: Round 1 - Part 1 (8 artists compete: 4 Artists Eliminated)

March 22nd: Round 1 - Part 2 (8 Artists compete: 4 Artists Eliminated)

March 24th: Round 2 - Part 1 (4 Artists compete: 2 Artists Eliminated)

March 27th: Round 2 - Part 2 (4 Artists compete: 2 Artists Eliminated)

March 29th: Semi finals with 4 artists; Potential Instagram Live

March 31st: Final 2 compete

April 3: Winner Announced

## Assets:

Campaign Announcement post

Graphics to send to the artists to promote the campaign

Story posts for each round (needs to be editable)

Hard posts announcing each round (needs to be editable)

Winner announcement post

## Budget breakdown:

2 Artists - \$100/each for beneficiary (\$200) [Round 3 Eliminations]

1 Artist - \$150 for beneficiary (\$150) [ Round 4/ Finals Elimination]

1 Artist - \$500 for beneficiary & \$200 for Artist (\$700) [Winner]

Artist/Beneficiary Total: \$1050

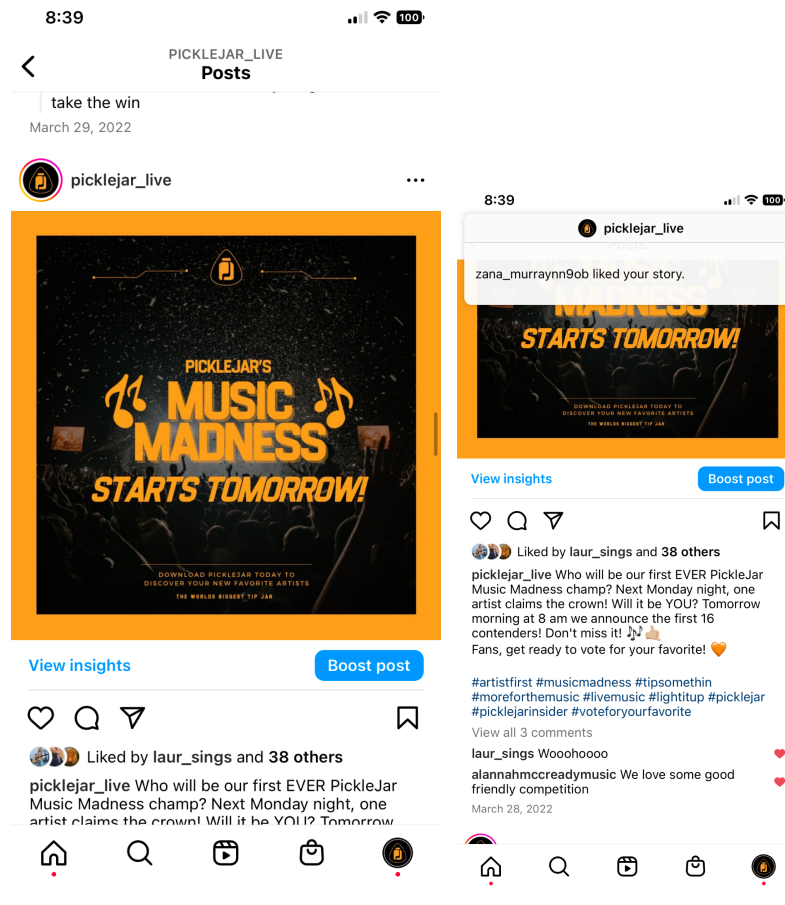
Boost Post: \$150

Total: \$1200

# March Madness

## 1. What we did

- Promoted the day before it started
- Created graphics day before or day of the post going out



- Posted the full bracket in a hard post and break downs of the bracket in a carousel

8:40

PICKLEJAR\_LIVE  
Posts

Congrats to him and @hallieraylight! 🥳🥳🥳  
March 29, 2022

picklejar\_live

View insights Boost post

👍👍👍 Liked by laur\_sings and 41 others

picklejar\_live VOTE! VOTE! VOTE! 🇺🇸🇬🇧🇫🇷🇮🇹 It's our first ever #PickleJarMusicMadness Tournament! The #Sinner16 are on the board! Round one voting is

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PICKLEJAR\_LIVE  
Posts

March 30, 2022

picklejar\_live

View insights Boost post

👍👍👍 Liked by laur\_sings and 40 others

picklejar\_live Congrats to @stephanieryannmusic, @ericburgettmusic, @sashamcveighmusic, and @ronnycriss for crushing day 1 of #PickleJarMusicMadness! Swipe right to check out

8:42

PICKLEJAR\_LIVE  
Posts

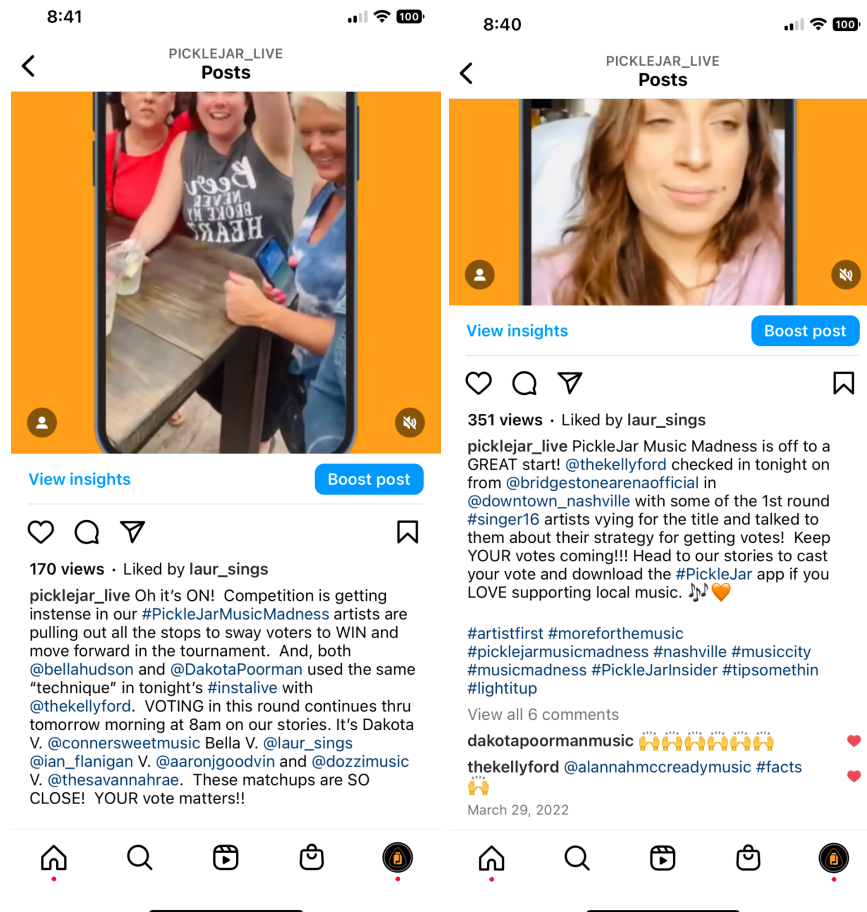
View insights Boost post

491 views · Liked by laur\_sings

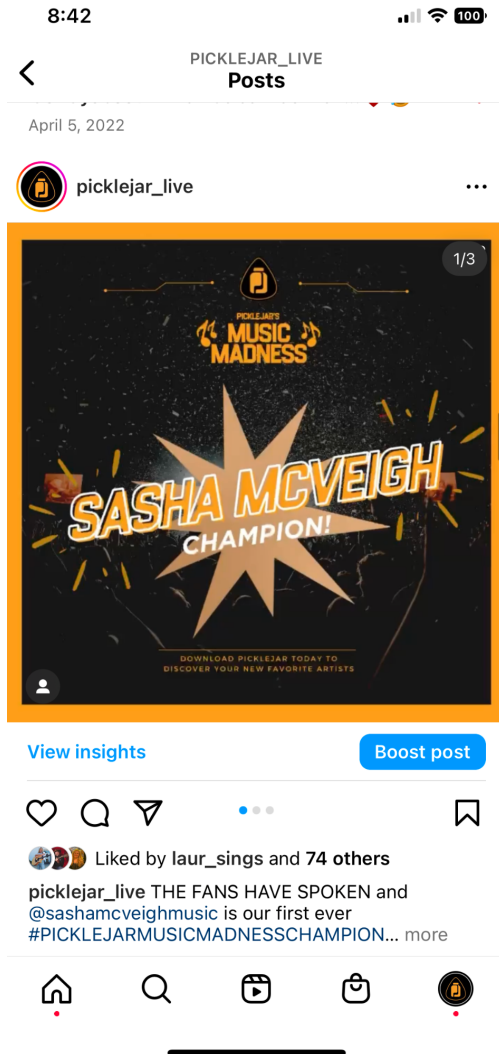
picklejar\_live Congrats to @laur\_sings & @dakotapoormanmusic for rallying their troops... fans, moms, even frat houses 🥳 for day 4 of #PickleJarMusicMadness! They are moving on to the #Fantastic4 round to faceoff with @stephanieryannmusic & @sashamcveighmusic! We LOVE seeing all the support for these artists!! We are getting close to crowning the champ so FANS... head to our stories to get VOTING 🗳️ for YOUR favorite #PICKLEJAR artist! WHO WILL BE THE PICKLEJAR MUSIC MADNESS CHAMP?!? 🎵🔥 That's up to YOU!



- d. We got a lot of interaction from the artists involved where they shared the posts and told their fans to vote
- e. Did multiple insta lives with artists in the competition for them to “smack talk”



- f. Did an insta live with the winner at the end so they could talk about the win (but all they won was bragging rights)



- g. Artist engagement was amazing
  - i. A lot of the artists a part of it were artist ambassadors for us so that might've affected their engagement in it, but now we do not have ambassadors
- h. Gained a lot of followers through the experience

## 2. What we missed

- a. Needed more time to plan ahead
- b. Did not promote far in advance
  - i. Did not tell the artist in advance that they would be a part of this
- c. Did not boost any posts
- d. Did not actually have a prize for winning
- e. Did not need so many instalives throughout it

## 3. Ideas for next time

- a. Do a story or post on instagram where artists can enter to be a part of it

- b. Reach out to artists and get them to record videos of them talking about it for us to post ahead of time
- c. Maybe somehow incorporate artists getting fans on the app also for the competition

Next steps:

- Soft artist list
- Timeline
- Graphics
- Winner post
- Starting post
- Social posts for artists for own platform (vs post)