



KANII

POSITIONING, NARRATIVE, AND CULTURAL STRATEGY

A TOUR-BASED STRATEGY TO CLARIFY IDENTITY, NARRATIVE, AND CULTURAL POSITIONING

PREPARED BY JAYCHELE NICOLE - CULTURE SHIFT

PURPOSE OF THIS DECK



This deck outlines how this tour can function as a defining cultural moment, not just a series of live shows. It begins by grounding where Kanii is right now and why this moment benefits from clarity, intention, and narrative alignment.

From there, it introduces the strategic objectives for the tour, high-level engagement ideas, and a proposed execution model that supports both on-stage and off-stage impact. The goal is to align on vision, direction, and structure and to establish a clear foundation for how this tour can translate into long-term positioning, visibility, and growth.

WHERE KANII IS RIGHT NOW

Kanii is at a moment where creative momentum and live performance are outpacing public perception. With a growing body of work, a recognizable visual language, and expanding live demand, this tour marks a shift from introduction to definition. It is an opportunity to consolidate identity, deepen audience connection, and clarify his place within the current cultural landscape.

Culture Shift supports this moment by shaping a clear narrative around how Kanii is experienced on and off stage. Through strategic framing, documentation, and positioning, this tour becomes more than a run of shows. It becomes a signal of growth, intent, and direction. This deck outlines that approach and sets the foundation for the next phase of his career.



culture / *shift*

STRATEGIC OBJECTIVES

ESTABLISHING KANII CULTURALLY, CREATIVELY, & LONG-TERM

- Strengthen Kanii's live identity beyond performance alone
- Transform tour stops into intentional cultural moments, not just shows
- Create narrative and visual assets that extend beyond the tour run
- Establish a clear foundation for long-term positioning across press, brands, and partnerships
- Ensure the tour signals growth, direction, and creative intention
- Shift perception from emerging to intentional and established



culture / *shift*

TOUR-BASED ENGAGEMENT OVERVIEW

A tour-based engagement focused on turning each stop into a cohesive cultural narrative that defines how Kanii is experienced, documented, and remembered



Live Moments & Presence

Intentional on-stage elements and real-time interactions that reinforce Kanii's identity, emotional tone, and performance presence in ways audiences distinctly associate with his live shows

Documentation & Cultural Capture

Strategic visual and narrative documentation of performances, backstage moments, and city-specific context that extends impact across digital platforms and press

Audience Connection & Narrative Continuity

Fan-facing touchpoints and a consistent creative throughline that allow each city to feel distinct while contributing to a unified cultural narrative across the full tour run

culture / *shift*

CREATIVE CONCEPTS



THE THROUGHLINE

A single-authored statement that defines this era and anchors the tour's emotional and cultural direction



STORYTELLING THROUGH ABSENCE

A controlled removal of visibility that uses silence, fragments, and suggestion to command attention without overexposure



CITY CODE: LOCAL TAKEOVERS

City-specific collaborations with local creatives that position each stop as a cultural exchange, not just a performance



PROOF OF LIFE

A short-form documentary series capturing growth, discipline, and presence across the tour



OFF RECORD: THE BLUE ROOM

A curated, private-feeling cultural digital space that connects fans to taste, references, and tour cities while preserving artistic restraint and mystique

**A MODULAR CREATIVE SYSTEM DESIGNED TO SHAPE PERCEPTION, DEEPEN EMOTIONAL CONNECTION,
AND EXTEND THE TOUR BEYOND THE STAGE**

culture / *shift*

EXECUTION MODEL

Strategic Direction & Creative Consultation

Provide strategic leadership and consultation to ensure creative direction is supported by clear narrative intent, cultural context, and long-term positioning

Concept Execution & Tour Activation

Lead the execution of approved tour engagement concepts, translating strategy into real-world moments that show up consistently across live, digital, and cultural touchpoints

Tour-Level Oversight (Hybrid Support)

Support execution across the tour through a mix of on-site presence and remote coordination, ensuring ideas are implemented with precision and consistency

Cross-Team Alignment

Work in close partnership with Kanii's manager, creative director, and extended team to align timelines, expectations, and execution flow

Strategic Quality Control

Maintain oversight across moments, documentation, and audience-facing outputs to ensure the tour reflects growth, intention, and brand clarity



culture / *shift*

ON-SITE PRIORITY MARKETS

This tour strategy prioritizes on-site execution in New York, Los Angeles, and Chicago as anchor markets where cultural impact, media opportunity, and long-term positioning concentrate. These cities require real-time coordination and hands-on oversight to maximize moment-making and capture, with remote support across remaining dates to maintain consistency, quality, and a unified narrative across the full tour run.

THE RIGHT CITIES SET THE TONE

AND STRATEGIC ON-SITE COVERAGE STRENGTHENS
EXECUTION, STORY, AND IMPACT BEYOND THE TOUR.

culture / *shift*

TRAVEL & SUPPORT CONSIDERATIONS

On-site support is focused on priority tour markets, with travel aligned to confirmed dates and activations to ensure high-impact execution, coordination, and cultural relevance

Expected Travel Windows

On-site coverage is tied to scheduled tour dates, with travel planned from Boston and structured around the day of show plus one to two additional days depending on confirmed activations, media moments, or community engagements

Lodging & Transport

Support includes round-trip transport from Boston and short-term lodging to allow for preparation, execution, and follow-through tied to each priority market appearance

Scope Alignment

Final travel windows and support needs are confirmed in advance as part of the engagement scope to ensure clarity, efficiency, and smooth execution



culture / *shift*

COLLABORATION STRUCTURE

This engagement is structured around clear role definition and tight alignment, ensuring strategy, creative vision, and execution move in lockstep throughout the tour. Culture Shift leads tour-based strategy and executes the approved engagement concepts across select markets, maintaining narrative consistency, documentation quality, and real-time coordination on the ground.

The artist's manager oversees tour operations, approvals, and logistics as the central point of alignment, while the creative director retains ownership of the creative vision and visual direction in close collaboration with Culture Shift. Kanii remains focused on performance and artistic expression, supported by a team structure designed to protect the live experience while ensuring disciplined execution.



culture / *shift*

STRUCTURE & NEXT STEPS

Phase-Based Engagement

The tour engagement is structured in defined phases, allowing for clear focus, alignment, and momentum at each stage of execution without overextending scope.

Contracted Scope of Work

All deliverables, responsibilities, timelines, and compensation structure are finalized through a written agreement to ensure clarity, accountability, and aligned expectations.

Clear Start + End Points

The engagement is designed with a defined kickoff and completion window, with flexibility for extension based on tour flow, performance, and evolving needs.



culture / *shift*

THANK YOU

For questions, alignment, or next steps, please reach out:

JAYCHELE NICOLE

Founder & Lead Strategist, Culture Shift

hello@jaychelenicole.com

Boston, MA & Providence, RI

jaychelenicole.com | [@jaycheleee](https://www.instagram.com/jaycheleee) | [RESUME](#)

culture / shift