



MUNI LONG



Made For You:

A Night with Muni Long ~ *The Tour*

PENT GROUP | Jaychele Nicole

Into the Muniiverse



Core Demographics

Age: Gen Z & Millennials (16-30) / Primarily 17-27

Location: Nationwide; concentrations in major cities/urban areas & college towns

Gender: Predominantly women; inclusive of fans who appreciate her message.

Ethnicity: Diverse, with significant representation from African-American and Latina communities, reflecting Muni's background and inclusivity.



Authenticity, personal growth, self-love, soulful music, female empowerment, and individuality



Inauthenticity, negativity, and gate keeping

Creative Catalysts & Identity Navigators

Aspiring for success in various fields, inspired by Muni's journey and message of self-belief

VALUES

Self-expression, resilience, community, vulnerability, and uplifting spirits through music

Engagement: Passionate on social media, active collaborators, strong community builders.

Consumer Nature: Fashion & beauty enthusiasts influenced by Muni's collaborations, early adopters of music drawn to her sound, value experiences over possessions, and support brands aligned with her values.



Muni Long's genuine personality, relatable lyrics, powerful vocals, welcoming online community, and commitment to uplifting others.

Objective

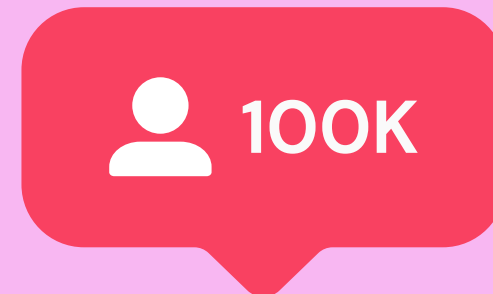
“Made for You: A Night with Muni Long ~ The Tour” aims to ignite souls nationwide while exceeding ticket sales expectations. Through targeted and engaging marketing, we'll connect with Muni Nation, her diverse fanbase of Gen Z and Millennials, across urban areas and college towns. Leveraging strategic promotion, we'll amplify awareness and drive ticket purchases, but our ambition goes beyond selling seats. We envision an unforgettable experience, where Muni's soulful music, empowering message, and authentic connection leave fans feeling uplifted and inspired. This tour isn't just about hits, it's about creating memories that resonate, solidifying Muni Long's place in their hearts and the music scene.

Radio, TikTok & Instagram Ads



College & Local Radio Stations

Target college radio and local stations near tour dates. Feature catchy snippets, highlight local partnerships.



TikTok/Instagram Ads

Utilize high-energy iconic performance clips & fan reactions. Partner with relevant creators for sponsored challenges.

"Win a Meet-and-Greet" Giveaways

Partner with radio stations to offer exclusive meet-and-greet opportunities as contest prizes.



"Muni Trivia" Challenge

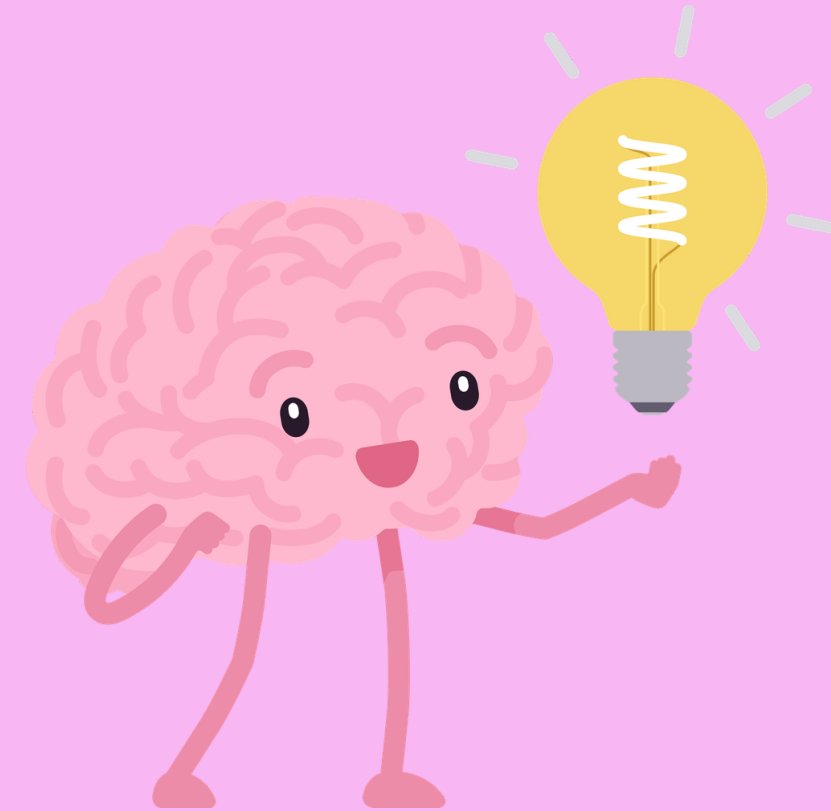
Host a trivia segment with Muni's music and tour details, offering concert tickets as prizes.



Community Building & Fan Engagement

"Muni's Inspiration Board"

Share photos and stories of artists, experiences, and moments that inspire Muni's music.



"Muni Made Memories"/"Muni Made Me" Fan Stories

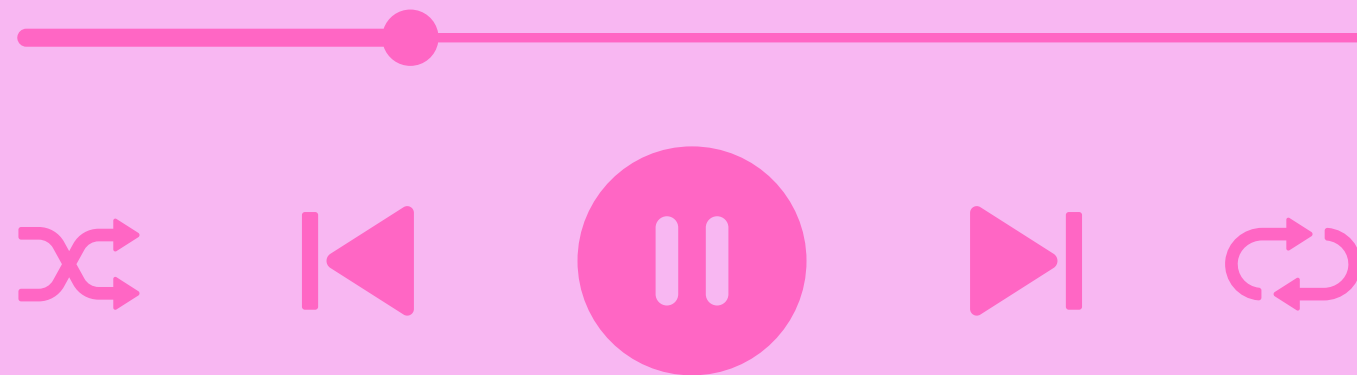
Share fan stories and testimonials about how Muni's music has impacted their lives.

Content Series

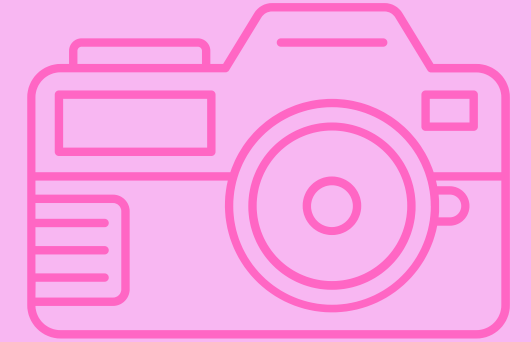
“Muni’s Hitlist”

Partner with local radio or curate playlists featuring Muni's favorites and inspirations.

Promote on social media and radio airwaves.



“Muni Moments”

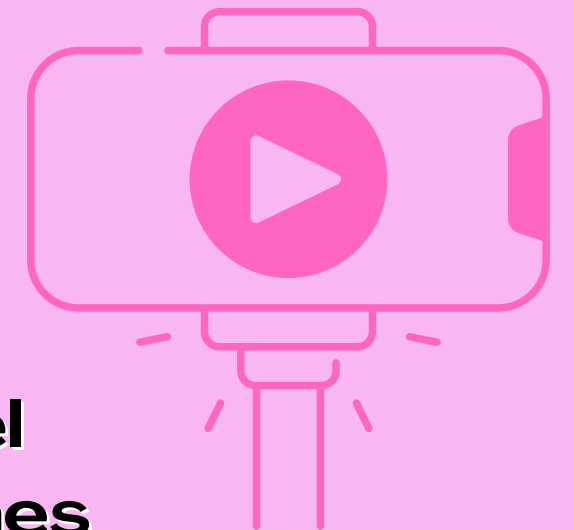


Behind-the-scenes glimpses, rehearsals, fan interactions.

Include TikTok exclusives revealing songwriting process.

“Muni on the Road”

Vlogs documenting Muni's travel experiences and behind-the-scenes tour moments.



Collaborations & Engagement



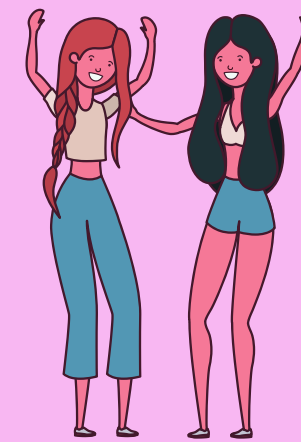
College Influencers/Ambassadors

Co-branded merch, meet-and-greets, social media challenges.



Setlist Song Submission

Encourage submissions, feature winning songs, share fan stories.



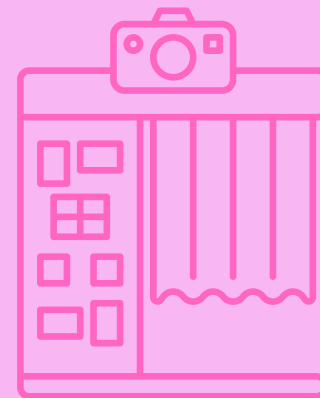
"Made for You: More Hrs & Hrs of Fun"

Partner with local clubs or venues to host exclusive after-parties following the tour shows

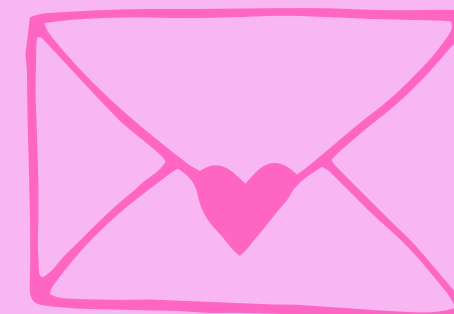
"Love Note to Muni"

Fan outlet for open letters expressing connection to music.

"Made for Memories" Photo Booth



Encourage fan photos and social media sharing.



Interactive Engagement & Content

TikTok Challenges

Fun, campus-themed challenges using Muni's music.

Highlight the viral "Made For Me" challenge, give away tickets.

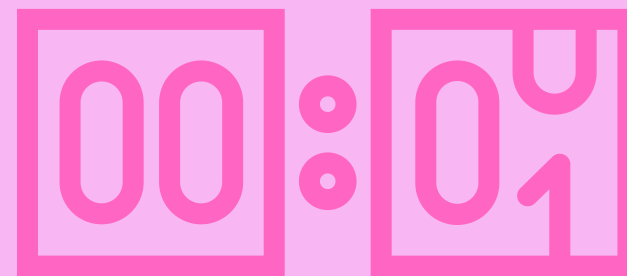
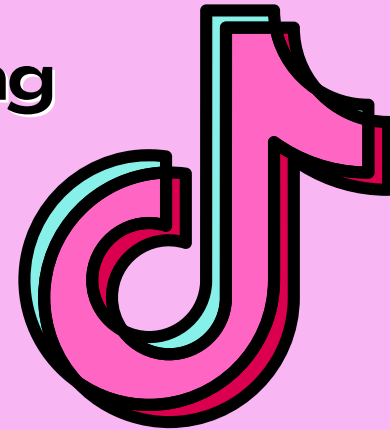


"Made For The Stage"

Fans win opening slot by performing a cover, empower local female musicians.

"Campus Countdown"

Ambassadors showcase city anticipation.

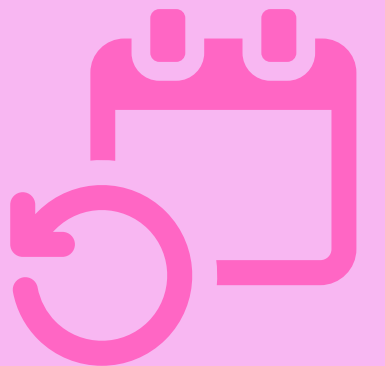


"Unsung Songstress"

Reveal songs Muni wrote for other artists, highlight songwriting prowess.

"Time Machine"

Encourage sharing favorite "throwback" memories using dedicated hashtag.



"Muni Mondays"

Live polls, behind-the-scenes content, giveaways.





Thank You!

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