



TERMS



Platinum
ENTERTAINMENT GROUP

Objective

Increase brand awareness and maximize ticket sales for Tems' 9/11 Boston performance by executing a comprehensive marketing campaign that leverages social media, digital advertising, and local partnerships to reach and engage the target demographic.



Target Market

Who?

Fans of Afrobeats and R&B

Value authenticity, female empowerment & connection through music.

Socially conscious and engaged with current trends.

Active on social media (TikTok + Instagram) where Tems has a strong presence



Boston, MA (concert venue area) and surrounding areas in the Northeast US, with a focus on young adults, leveraging online fan communities nationwide.



18-30 years old, with a strong emphasis on college-aged individuals.



Predominantly women, while recognizing Tems' broad appeal across genders.

Tems resonates with young, diverse fans seeking a unique concert experience.



Her lyrics connect with young fans' experiences of self-discovery, ambition, and relationships.



Boston's music scene and student population make it a perfect venue.



Marketing Tactics

TICKET GIVEAWAYS 

OPENER COMPETITION

SOCIAL MEDIA ADS  

VIBE OUT Q&A SESSION

COLLABORATIONS

ASA LISTENING PARTIES

NOT AN ANGEL CHALLENGE

ART CONTEST 

ME & U MEET AND GREET





Trivia Challenge:

Host a trivia challenge on PEG social media platforms, featuring questions related to her music, career, and values.

Fans can participate by commenting their answers, and winners with correct responses can be randomly selected to win tickets to her concert. This encourages fans to showcase their knowledge and passion for Tems' work while also promoting interaction on social media.

TICKET GIVEAWAYS

Flash Giveaways:

GIVEAWAY

Fans have a limited time to engage with a specific post (e.g., answering a question, sharing a post, tagging friends) for a chance to win tickets to her concert. This creates a sense of urgency and encourages fans to stay active and attentive to PENT GROUP and Tems social media updates.

COLLABORATIONS

Diaspora Mass Collaboration:



Collaborate with Diaspora Mass, an Instagram social media platform that promotes all things related to the African/Black Diaspora

- Huge gateway to promote to college students and recent grads
- Have them promote the tour, maybe also include them in the ticket giveaway, and have them do some on their platform
- Collab with them on an exclusive afterparty

TEMS PERSONALIZED TACTICS



Not An Angel Challenge:

The "Not An Angel Challenge" aims to inspire fans to join the movement by participating in the #NotAnAngelChallenge across TikTok and Instagram platforms. Participants will craft engaging videos showcasing their unique jewelry styling, drawing inspiration from the distinctive aesthetic of Tems.

"Vibe Out": Ask Tems Q&A Session:

Hold an IG live Q&A session where fans can submit questions in advanced or ask Tems live questions about her music, creativity, personal growth, or even what to expect from the show itself.

Tems Listening Parties:

When her new album drops, have college orgs hold "listening parties" as a general body meeting—also a way to do ticket giveaways.



Me & U Meet and Greet:

"Me & U" offers an exclusive meet and greet opportunity with Tems immediately after her concert. Fans will have the chance for an intimate one-on-one experience with Tems herself.

Rise with Tems Opener Competition:

Open the stage for local artists, DJs, or emerging talents in the Afrobeats scene to open for Tems, supporting the community and introducing fans to new music. Receive submissions on social media with the hashtag, #RiseWithTems.

Free Mind Art Contest:

The "Free Mind" Art Contest is a way for fans and fellow artists to show off their talent as well as show their love for Tems. Participants will recreate Tems' album cover or make their own version of it in their artistic style, and social media can vote on the best submission.

A woman with dark skin and curly hair is posing against a bright yellow background. She is wearing a dark red and green plaid dress with long, puffed sleeves. Her right arm is raised, and she is looking upwards and to the left.

Marketing Channels

- Social Media Marketing: Paid, Organic, & UGC
- Influencer Marketing: Micro-influencers & PEG Ambassadors
- Content Marketing: Playlists, TikToks, IG Stories
- On-Site Activations & Content Opportunities
- Email Marketing: Discounts, Contests & Giveaways
- Broadcast Marketing: Radio Advertisement
- Mobile Marketing: Text Service Campaign
- Print Marketing: Flyers, Posters & Street Teams