



Repositioning Yaz

YAZ: RE-DECISION

A SOCIAL-FIRST CAMPAIGN THAT
REPLACES RECOGNITION WITH BELIEF

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Campaign Overview



This deck presents a strategic framework for repositioning Yaz's artistry through social systems that prioritize belief over awareness. It defines the cultural context, emotional narrative, and creative direction shaping the campaign, offering a high-level view of how authored visibility can shift perception and deepen audience commitment.

This document is intended as an overview of direction and opportunity, not a comprehensive execution plan.

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The Insight

The challenge is not awareness, but perception. Yaz's audience already has familiarity and context. What's missing is re-classification. Recognition without belief keeps attention passive rather than invested. This campaign is designed to turn familiarity into commitment by letting audiences re-decide through growth that is seen, not explained.

FAMILIARITY $\neq$ COMMITMENT

AND RECOGNITION ALONE DOES NOT CREATE
BELIEF OR SUSTAINED EMOTIONAL INVESTMENT.

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The Underlying Truth

Yaz's challenge is not visibility, output, or talent. It is perception. Her audience already knows her, but knowing is not the same as choosing. Because her growth happened in public, there was little distance between who she was, who she was becoming, and how she was categorized. Familiarity formed quickly, but belief never had the chance to fully reset.

Re-decision is the moment an audience consciously updates how they see an artist. This campaign is designed to create that moment. By allowing growth to be witnessed rather than explained, the work creates space for audiences to re-classify Yaz on their own terms. Not by persuasion or announcement, but through sustained exposure to evolution, restraint, and emotional continuity that earns renewed commitment.



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This campaign follows a phased approach that establishes trust, gives the work cultural language, and maintains momentum through depth and consistency.



Emotional Groundwork

Establishes trust and credibility by giving audiences the space to recalibrate perception before any form of promotion or conversion is introduced.

Translation

Aligns sound, style, and presence to help audiences intuitively understand the work without overt narrative framing.

Depth & Longevity

Sustains commitment beyond release moments by reinforcing long-term artistic intention, restraint, and continuity.

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Creative Concepts



VISIBLE EVOLUTION

A serialized content approach designed to establish artistic authority by documenting growth across moments, environments, and transitions.



POINT OF RESONANCE

A structured, music-first engagement approach designed to help listeners recognize themselves in the work, using music as a space for emotional understanding.



FORM AS FEELING

A design-forward interpretation of the music that converts emotional tone into visual form, reinforcing cohesion between artistic intent and public presentation.



ATMOSPHERE AS ORIENTATION

A pre-release visual system that introduces tone, texture, and reference ahead of sound, shaping perception before audiences ever hear a sound.



TEMPORAL IMMERSION

A structured, time-driven format that integrates music into daily experience, reinforcing authenticity through proximity and restraint.

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Creative Principles

No Forced Narratives

The work avoids justification or self-explanation, allowing growth to be present without commentary.

No Promotional Language

Concepts are built to function without calls to action, relying on tone, connection, and presence rather than instruction.

No Overexposure

Visibility is controlled and purposeful, preserving intrigue and protecting long-term perception.

Unified Emotional Thread

Every output connects back to the same emotional truth, ensuring cohesion across platforms and formats.

Designed for Longevity

The system supports sustained relevance beyond individual releases, positioning the era as a chapter rather than a campaign.



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The Lens Behind The Work

This campaign is structured the way belief actually forms

Audiences do not reclassify artists through announcements. They do it through proximity and consistency. This system relies on emotional pacing and visual language, allowing understanding to form naturally without direct explanation.

This is the same lens I bring to my work across creators, brands, and live environments, where attention is easy to earn but trust takes time. My approach prioritizes cultural intuition, sequencing, and restraint, focusing on long-term perception rather than scale for scale's sake.

PERCEPTION SHIFTS THROUGH DESIGN, NOT DECLARATION

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Execution Capabilities



Narrative Stewardship

Oversight of tone, sequencing, and emotional consistency across all outputs to ensure the work reflects a single, intentional point of view.

Cultural Calibration

A disciplined approach to release, allowing only what strengthens the work to enter public view.

Activation Development

Conceptualization and shaping of physical or digital activations that extend the campaign's emotional framework into shared experiences.

Platform Translation

Direction on how ideas shift across platforms while preserving tone and intent.

Live Moment Integration

Support around shows, appearances, and cultural moments to ensure alignment between public presence and narrative direction.

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Partnership Structure

MONTHLY STRATEGY & CREATIVE SUPPORT

Designed for artists navigating an active release cycle or transitional moment.

- Ongoing strategic direction and creative guidance
- Social rollout structure, sequencing, and pacing
- Creative judgment around what to release, refine, or hold
- Platform-specific guidance with light execution support
- Availability for check-ins and real-time decision-making during key moments

Investment Range: \$500-\$750/month (depending on scope and cadence)

CAMPAIGN SETUP (LUMP SUM)

Best for teams seeking a defined creative system prior to execution.

- Campaign architecture and narrative framing
- Creative concepts and rollout logic
- Platform approach and content direction
- Digital-first activation or moment-based concepts

Investment Range: \$1,750-\$2,500/campaign (depending on duration and scope)

Additional execution and on-site support is available for moments that benefit from hands-on guidance. Scope and pricing adjust based on cadence, location, and level of involvement.



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Next Steps

Align on Scope

Confirm the level of ongoing support, cadence, and priorities for this phase of Yaz's rollout.

Lock the Partnership Structure

Select the engagement model that best supports timing, budget, and desired involvement.

Establish Creative Guardrails

Define boundaries around tone, pacing, and visibility to protect long-term perception.

Begin Rollout Preparation

Transition into sequencing, content planning, and real-time decision support as moments approach.



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Thank You

**THIS CAMPAIGN DOESN'T ASK PEOPLE TO BELIEVE.
IT LETS THEM WITNESS.**

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

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