

Jason Derulo



- **Goals:** Drive consumption and awareness of “If I’m Lucky” for an extensive single campaign with drivers daily/weekly
- **Strategy:** Set up Jason for second single and album launch in Spring 2018

- **Focus Track:** “If I’m Lucky” (9/1 streaming, download)
- **Current Status Updates**
 - World Tour tickets went on sales 9/25
 - Social Media single countdown start date 8/27
- **Publicity Strategy**
 - Long lead pitches include AMA’s and New Years Rockin’ Eve
 - NYC Press Days: 9/1 & 9/12
 - GMA, Samsung Event, ESPN, Billboard Wall Street Journal & AOL Build
 - Ellen – Late Oct. / TBD
 - **Assets:**
 - [Press Photos](#)
 - [Infographic](#)
- **Upcoming**
 - GMA Performance 9/1
 - Samsung Private Event 9/1
 - Official Lyric video launch 9/1
 - Shazam Campaign:
 - Song of the Day – 9/1
 - Shazam For More – Content Capture
 - Shazam / Snapchat activation
 - Relatable Influencer Campaign Begins 9/8
 - Weekly Monday Night Football Theme Song starting 9/11
 - Fan Engagement Partner Promo (9/12 – 9/13)
 - Giphy Content Capture
 - Funny or Die meetings
 - Musical.ly Event
 - Augmented Reality – Put Jason in your music video
 - Snapchat Bot
 - Official Music Video launch 9/14
 - Facebook Artist of The Day planned for mid-Sept.
 - Musical.ly Takeover (End of Sept.)
 - Promoted hash tag campaign planned for late Sept / Early Oct
 - Baby Ariel, Lena & Lisa confirmed to help support
 - Smule Campaign Launch 10/27