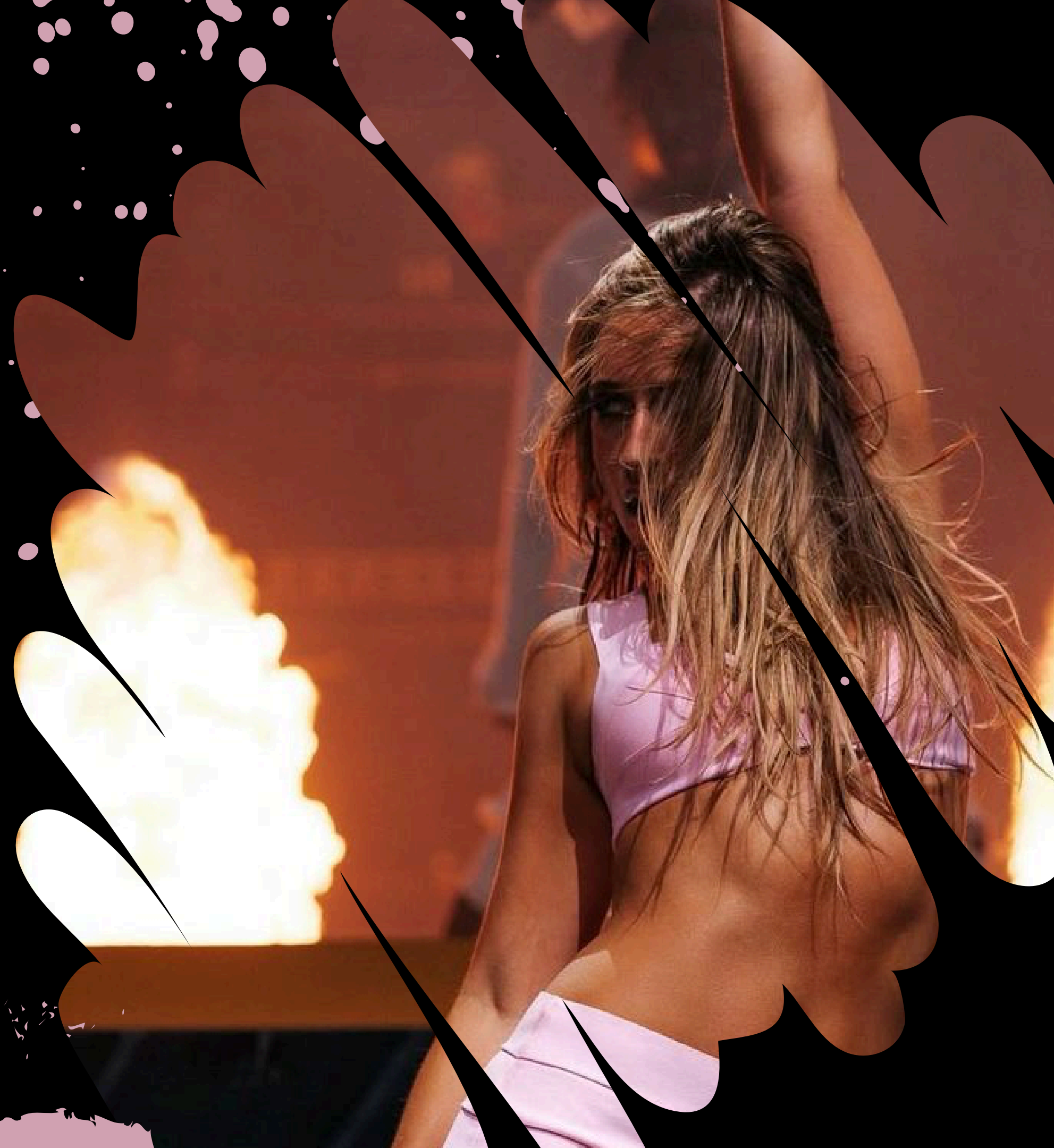




**TATE
MCRAE'S
BAKKER
ERA**

THE OBJECTIVE

Tate McRae has dominated as a performance-driven pop artist, but her branding has yet to solidify a signature cultural identity. The Baker Era introduces a hyper-feminine, nostalgia-driven pop aesthetic designed to position McRae alongside era-defining pop icons while expanding emotional fan attachment and merchandise scalability.



STRATEGIC OVERVIEW

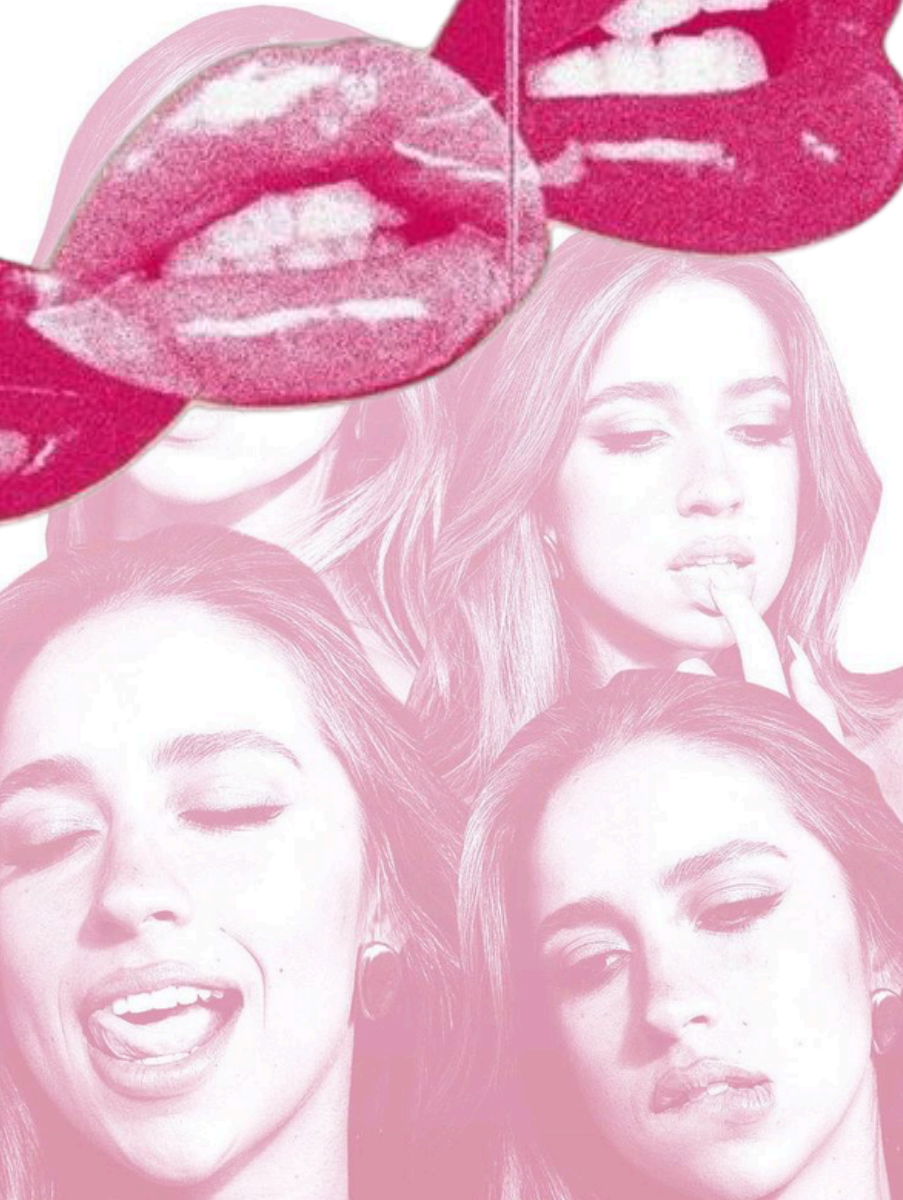
GOAL: REPOSITION TATE MCRAE
FROM DANCE-DRIVEN POP ACT →
CULTURALLY DOMINANT MAIN POP
GIRL.

**INCREASE MERCHANDISING +
EXPERIENTIAL REVENUE
STREAMS**

**EXPAND FEMALE GEN-Z AUDIENCE IDENTITY
ATTACHMENT**

**TRANSITION FROM PERFORMER TO ERA-
DEFINING POP BRAND**

TATE MCRAE



girl
s
just
wanna
have
fun

827830
**GOOD
TIMES**
827830



THE BRAND

Tate exists in a space between sweetness and control—soft on the surface, razor-sharp underneath. This era reframes her not just as a pop girl, but as a fully realized brand: polished, self-aware, and a little dangerous. The bakery becomes a metaphor for the persona—delicate frosting, precise construction, and just enough bite to keep it interesting. It's femininity with intention, nostalgia with an edge, and pop stardom built like a perfectly iced cake: calculated, layered, and impossible to ignore.



COLOR PALETTE



(4)

ALBUM COVER



TOUR POSTER

TASTES SO SWEET ON TOUR

NEW YORK, NY
BOSTON, MA
PHILADELPHIA, PA
WASHINGTON DC
CHARLOTTE, NC
NASHVILLE, TN
LOUISVILLE, KY
NEW ORLEANS, LA

AUSTIN, TX
CHICAGO, IL
TORONTO, ON
MONTREAL, QC
DENVER, CO
SAN FRANCISCO, CA
LAS VEGAS, NV
LOS ÁNGELES, CA



MERCH MOCKUP



STAGE DESIGN



TOUR EXPERIENCES



DESSERT THEMED VIP LOUNGE



PHOTOBOOTH BACKDROPS

TARGET AUDIENCE

THE BAKERY METAPHOR
TRANSLATES FEMININITY
INTO A LIFESTYLE BRAND
RATHER THAN A MUSIC
RELEASE CYCLE.

PRIMARY:

- GEN Z WOMEN (16-24)
- TIKTOK POP AUDIENCE
- OLIVIA RODRIGO/SABRINA
CARPENTER CROSSOVER FANS

SECONDARY:

- NOSTALGIA-DRIVEN
MILLENNIAL WOMEN
- FASHION + BEAUTY
CONSUMERS

ERA PILLARS

**SWEETNESS WITH
AUTHORITY**

CONTROLLED FEMININITY

**POPSTAR AS LIFESTYLE
BRAND**

NOSTALGIA ENGINEERED FOR GEN Z

PROJECT OUTCOMES

- **Increased TikTok engagement through visual consistency**
- **Higher female fan conversion**
- **Expanded merch revenue opportunities**
- **Stronger cultural identity positioning**

