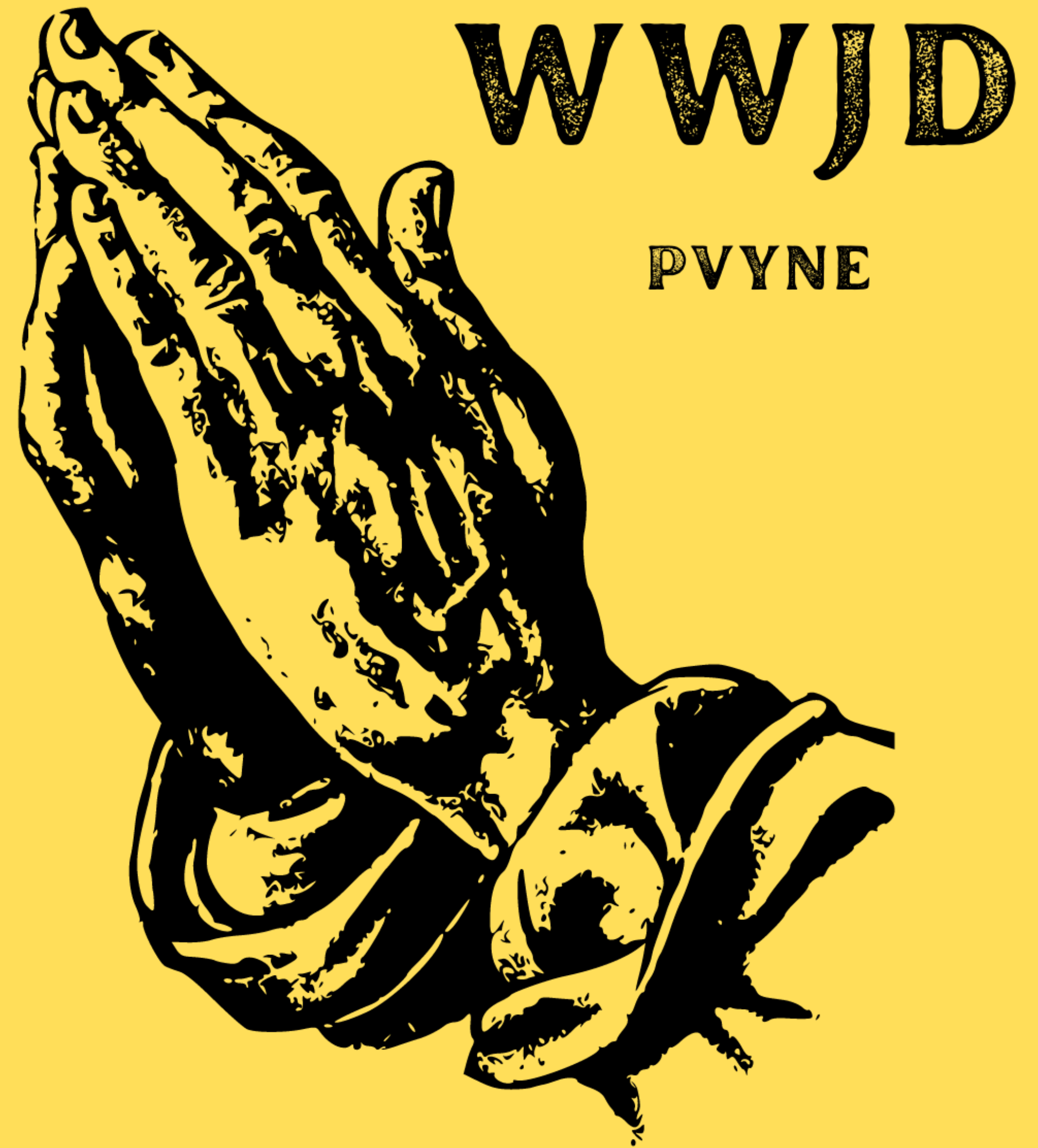


**PRODUCT
LAUNCH
PITCH:
WWJD/
PREMIUM
PRODUCT**

Released through Dare and Defy

BY: ARIANNA "ARI" GONZALEZ



BACKSTORY

CONSCIOUS HIP HIP ALBUM: WWJD

WWJD chronicles the trials and tribulations of an individual (in this case PVYNE himself) on the way to success, who acts in ways of righteousness. PVYNE as many folks in the African American community grew up in church and after years of decolonizing the his interpretations of the religion found we are all christlike, and found that the sentiments of this album connected heavily with the journey of Christ, specifically the hate and violence he faced when preaching peace and love. This is what lead him to brand this release with religious iconography and themes.

ARIANNA "ARI" GONZALEZ



● CONSCIOUS HIP HOP ARTIST

PVYNE

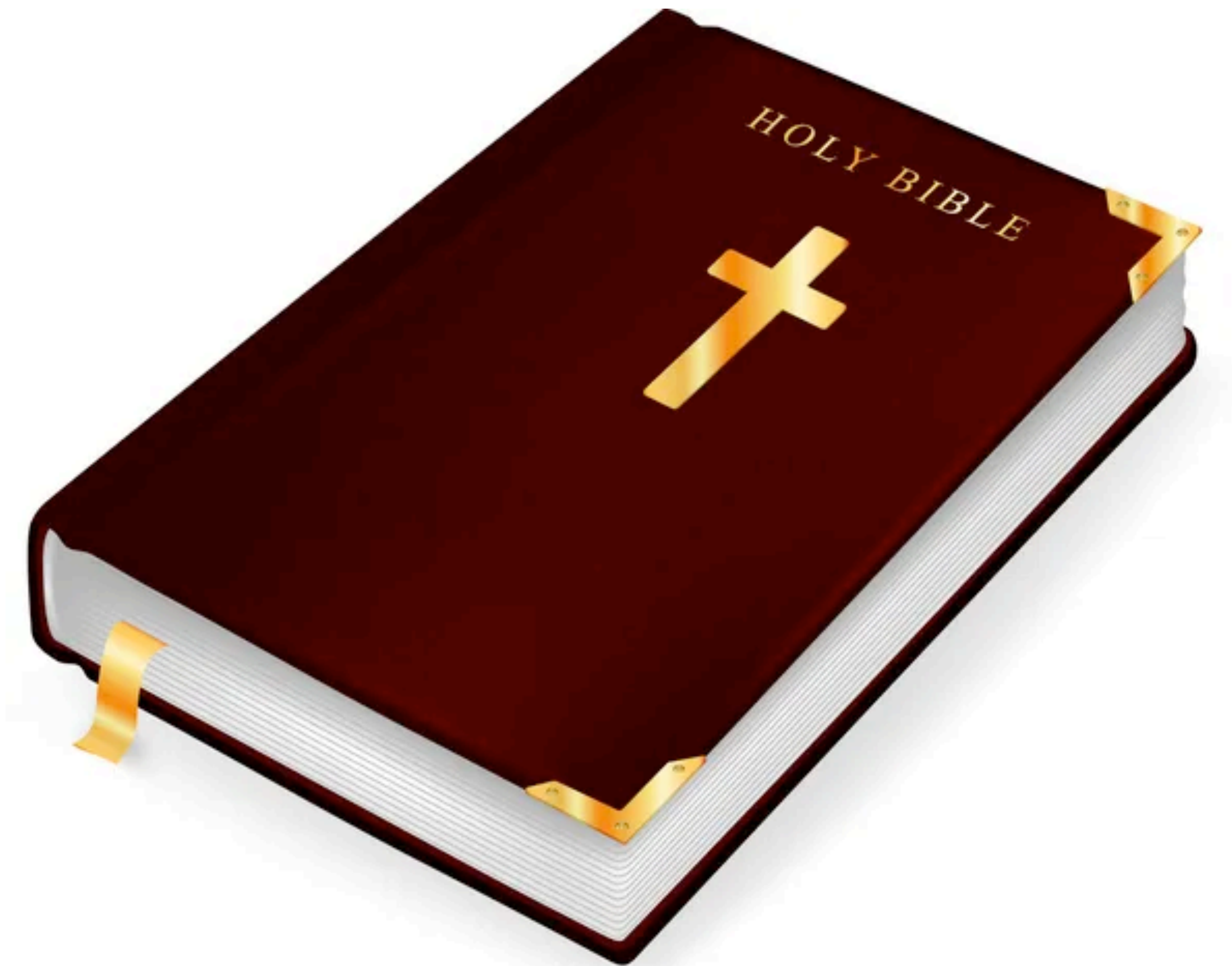
Payne is a Broward county bred artist who currently resides in Orlando, FL where he has created a network and community of conscious creatives and creates his own conscious rap music that maintains themes of positivity and growth, made to inspire and uplift his audience of entrepreneurs, hustlers and warriors of peace

PREMIUM PRODUCT

HOLY BIBLE NOTEBOOK AND STATIONARY : \$55.00

The premium product for this release is a Holy Bible Notebook and Stationary bundle which includes, a pen, gold sticky notes and a manifestation guide. The way WWJD is received through this premium product is with a glossy card stock note which has a scannable code that brings the customer to a downloadable file. All of the products will come in one WWJD branded box.

The incentive to buy this premium product opposed to simply streaming the album is the practicality it has, especially to the target audience. The premium product is meant to encourage and house manifestations in a way that positions them as the user's religion, which will heavily resonate with the target audience elaborated on later in this presentation.



TARGET AUDIENCE

“THE CUSTOMER”

- **Black Millennials of all genders, with a focus on women**
- **Upper Middle class, entrepreneurs**
- **Locations: Orlando, FL. Miami, FL. Atlanta, GA. Brooklyn, NY.**
- **Interests: ATR's, “eclectic “ spirituality, self help/ betterment, activism/ social justice, self care and community building**



This premium product and release will interest this audience because the subject matter and themes are things they have personally gone through and understand, especially as black women. The struggles it takes to get to be a successful entrepreneur and constantly giving others grace and love, and in turn receiving a lack of appreciation, recognition and overall lack of support, coupled with plain hate and backlash. These women have also grown up in traditional church setting but as they grew they learned about other practices and began interpreting the Bible in their own way. They practice manifestation already but still have ties to traditional Christianity, only, in a new way and would resonate heavily with the premium product and release for all of these reasons

CONSUMER MAREKTING

SOCIAL MEDIA, IN PERSON AND PRINT

Instagram: WWJD and the subsequent premium product will be marketed through Instagram through product photos, tutorials on how to use the premium product, and photos posted by customers using the product coupled with the hashtags #WWJD and #MyManifestationBible - All content will feature different tracks on WWJD in the background

Tik Tok: WWJD and the subsequent premium product will be marketed through Tik Tok with unboxing videos, tutorial videos and breakdowns of the step my step manifestation guide included in the premium product bundle.

In Person: PVYNE and his team will host a free manifestation workshop based off of the manifestation guide in the premium product bundle, where the premium product bundles will be available for purchase.

Print: Flyers with the premium product bundle product photos and a scannable code for direct purchase will be posted in spiritual/ metaphysical shops, record stores and at conscious hip hop shows, events and open mics.

RETAIL MARKETING

(BRICK AND MORTAR)

Queen Vibes Boutique: Posters at the check out counter (premium product bundle product photos and a scannable code for direct purchase), In store performance.

Community Center 729 : Posters at the check out counter and in the lounge area (premium product bundle product photos and a scannable code for direct purchase), In store performance.

Leaves and Roots : Posters at the check out counter (premium product bundle product photos and a scannable code for direct purchase).

Jaica Creative Studios : Posters at the front desk and in the lounge area (premium product bundle product photos and a scannable code for direct purchase), In store performance.

ONLINE MARKETING

Distributor/ Aggregator/ CD Manufacturer : CDBaby

Product Management : Shopify and FENIX360

Places of Availability: Website, FENIX 360

<https://www.fenix360.net/>

Online Marketing Activities: Interview with FENIX360 (full interview posted to YouTube, YT link to twitter, clips of the interview to Tik Tok and Instagram), Make twitter and instagram posts with graphics stating the first 100 people to make a purchase direct from PVYNE's website will get an email giving them the choice to choose between a \$15.00 discount code for anything on PVYNE's website or a free ticket to one of his shows.

Online Marketing Tools: Social Media (Instagram, Tik Tok) - stated earlier, Email Management (MailChimp) - email sequence about the release, then where to purchase with links and locations

Products:

- **WWJD CD and iTunes download - \$12.00**
- **Premium Product Bundle - \$50.00**
 - **Holy Bible Notebook**
 - **Pen**