

THE IDOL.

MARKETING PLAN

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THE GOAL

To **captivate and feed** the hordes of teens whose lives aren't as exciting as they post.



THE BRAND POSITIONING

- An innocent star's disgraceful descent into the den of debauchery that is the entertainment industry.
- The definition of a **"trashy fave"**
- Immoral, greedy characters played by famous artists like The Weeknd and Jennie
- The audience is complicit in their **guilty pleasure.**

#1

KEEP IT KINKY

The show everyone is watching, but no one wants to admit at work. It's *almost* too titillating to talk about.

#2

STAN BLACKPINK

The acting debut of musicians - especially Jennie and The Weeknd - offers a built in fanbase, eagerly waiting for new clips.

THE HOOKS

#3

CHRONICALLY ONLINE

Followers don't know whether they love the cast and characters or hate them. What they do know is they can't get enough.

#4

F*CK CRITICS, GET \$\$\$

Tits and full frontal posing as prestige – what's *wrong* with that? That's literally what *you* paid for.

THE TAGLINE

EVERYONE HAS FOLLOWERS.
ONLY IDOLS HAVE FANS.

THE TACTICS



DIGITAL

OnlyFans
Influencers
Spotify



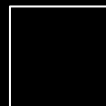
BRAND PARTNERSHIPS

Gucci x The Idol
ONE CONDOMS



EXPERIENTIAL

Billboards
SXSW Festival
College Campaign
Pop-ups



ON-AIR

PCA 2024
Love & Hip Hop
**Last Week Tonight
with John Oliver**

DIGITAL

#OnlyIdolFans

#TheIdol
#ChooseYourSin

OWNED

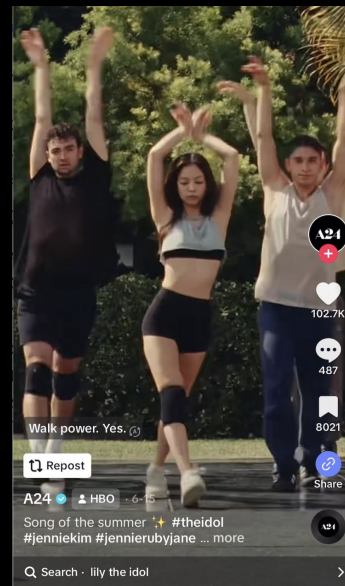
OnlyFans Promotion
Other Social Channels
THE IDOL website

PAID

Influencer Strategy
Spotify Partnership
Website Banner Ads

EARNED

World-Class Sinner Dance Challenge
Choose-Your-Sin Filter



CREATE AN ONLYFANS ACCOUNT FOR **JOCELYN**

“TABOO”

Followers → **Fans**

Jocelyn → The Sex Symbol

REACH THE RIGHT AUDIENCE

190+ million active users

18-24: 29.64%
25-34: 31.25%



max

HINTS

MESSAGE

AWARENESS

FANBASE

THE IDOL X ONLYFANS



#OnlyIdolFans

“A DAY IN THE LIFE OF THE IDOL”



**SEXY
PICS**

#Hollywood #Fashion #Music
#OnlyIdolFans



**“BTS”
PLOG**

Introduce other characters in the
interactive content

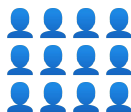
INFLUENCER PROFILES

Volumn

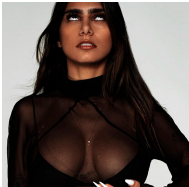
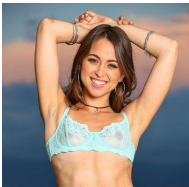
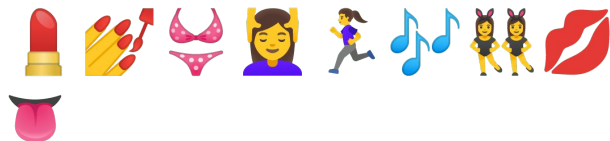
MEGA
1M+

MACRO
100K+

MICRO
1K+



Areas



(45.9M)

Pornhub

THE IDOL INFLUENCER STRATEGY



#OnlyIdolFans

MAIN CONTENT

Digital - Macro & Micro (paid & earned)

- TT - “World Class Sinner” dance challenge
- TT - “Choose Your Sin” filter
- YT - Condom Promotion

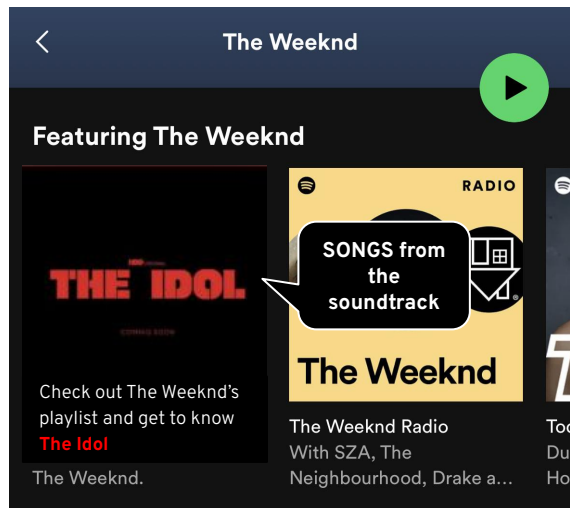
Quantitative

Physical - Mega (paid)

- Pop-up Invitees → repo
- Condom Giveaway Guest
- GUCCI “Friends”

Qualitative

CHECK OUT **THE IDOL** PLAYLIST

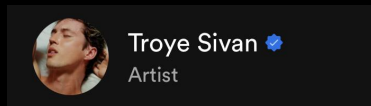
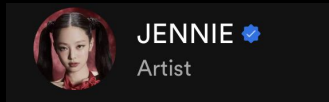
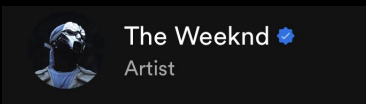


*"Check out [XXX]'s playlist
and get to know **The Idol**"*

FANBASE

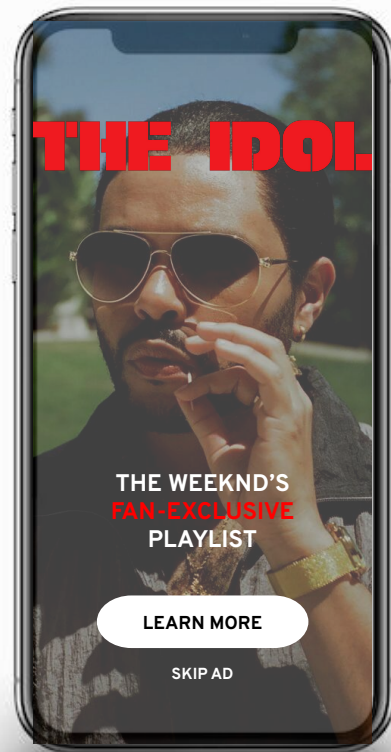
BRAND IMAGE

THE IDOL
X



#OnlyIdolFans

EXCLUSIVE OPENING ADS



GUCCI X THE IDOL.

- Focused on Lily, international supermodel, and Jennie aka **“Human Gucci”** – Fashion, not brash-in
- Fan Giveaways *only* for “friends” (aka traditional celebrities); for micro-celebrities there’s...

IN GUCCI, ~~WE~~ **IDOLS** TRUST...



EWWWW.....FASHIONOVA X

THE IDOL



- Like Gucci.....but for the common folk!
- Only Idols have fans.....you're lucky to get a follower

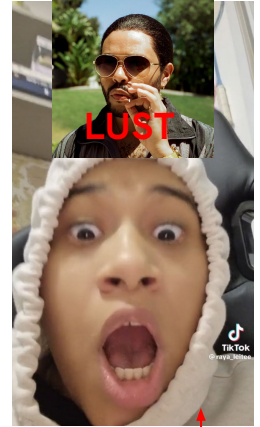
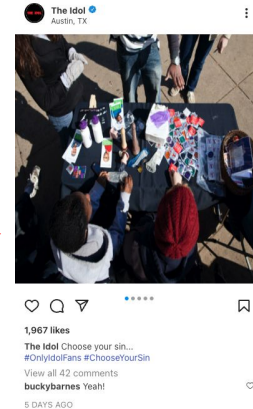


ONE CONDOMS X THE IDOL

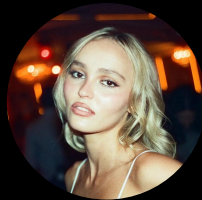


GAIN EXPOSURE THROUGH...

- THE IDOL SECTION on website
- Give out through experiential marketing events
- College Campaign



COLLECTABLE
SHAREABLE
CHOOSE-YOUR-SIN



PRIDE



LUST



ENVY



LOGO (BACK)

Tik Tok Filter

7 TYPES IN TOTAL

#ChooseYourSin

BILLBOARD/BANNER ADS

“Stop trying to cock block America.”

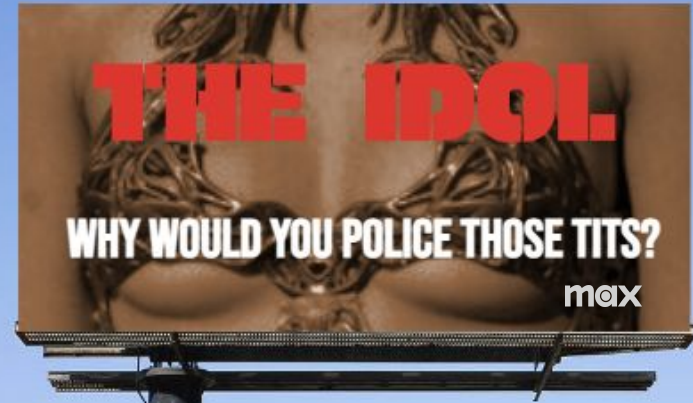
“Mental illness is sexy.”

“Let people enjoy sex, drugs, and hot girls.”

“Why would you police those tits?”

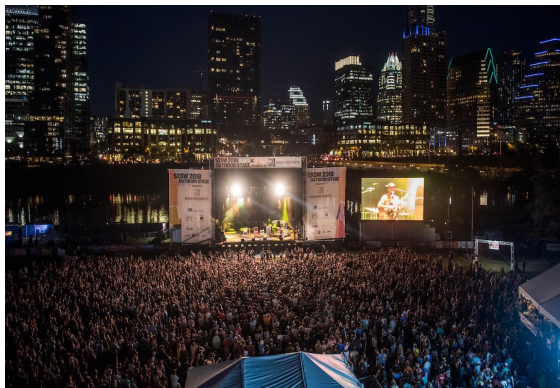
Pornhub

BRAZZERS



AUDIENCE

- Non-critic Mindset
- Music Lovers
- Crazy frenzy



EVENTS

One Condoms Collection

- Contest to collect all the 7!
- Win an on-stage fan experience

The Weeknd Special Stage

- Weekend's performance
- Planted fan make out
- Lily Rose Depp surprising audience on the stage



3.8 - 3.14
AUSTIN, TX

COLLEGE CAMPAIGN



ONE
CONDOMS
GIVEAWAY

POP-UPS



POTENTIAL
CAST-BRAND
PARTNERSHIP

OTHER EXPERIENTIAL

ON AIR PROMOTIONS



**PEOPLE'S CHOICE
AWARDS 2024**



**LOVE & HIP HOP
GUEST SPOT**



**LAST WEEK TONIGHT
WITH JOHN OLIVER**



**AWKWARD VIBES BETWEEN
LILY AND JENNIE AT PCA???**



**LILY ATTACKS FAN ON STAGE AT
SXSW!!**

Lean in to
larger-than-life
celeb **personas...**

PUBLICITY STUNTS

#OnlyIdolFans get it ;)

**THE
WEEKND
& LILY
CAUGHT
MAKING
OUT!**



**ABEL PREPARED
FOR THE IDOL
BY EATING RAW
MEAT??**

TUCKER CARLSON DEEP FAKE



CAMPAIGN CALENDAR

SUCH A TEASE...
JANUARY - MARCH

WANNA TOUCH?
APRIL - MAY

FULL FRONTAL!
MAY - JUNE

PREMIERE

ON-AIR

PCA 2024

LOVE & HIP HOP

"FOX" NEWS

DIGITAL

ONLYFANS ACTIVATION

SPOTIFY PLAYLISTS

#ONLYIDOLFANS TRENDING

ONE CONDOMS PARTNERSHIP

EXPERIENTIAL

BILLBOARDS

SXSW 2024
MAR.8 - MAR.14

POP UPS

BILLBOARDS

JUNE 4
2024

THE IDOL.

QUESTIONS?

Reese Lamping, May Li, Akanksha Sahay, Aditya Bonepalli

FEED BACK



Adjusted Brand Positioning & Hooks



Incorporated Spotify Strategy



More Comprehensive Influencer Strategy



Updated Language to Reflect Show Brand



Expanded on Gucci Campaign

USE OF AI IN VIDEO

DALL E

Images of condoms at SXSW
and eating raw meat

ELEVENIO

Tucker Carlson's
Voice

CHAT GPT

First Draft of Tucker Carlson's
Script (for stylistic voice)

XPRESSION CAMERA

Tucker Carlson's
Face