

Seven Lions “The Journey” Tour & “Creation” EP: Marketing Campaign Concepts

Initial Thoughts: I love the idea of “The Journey” because it’s going to resonate with so many of Seven Lions’ listeners. A lot of young people experience self discovery or some type of revelation through their experiences with dance music, and it’s very cool that this meaningful aspect of the culture is being recognized by artists like Seven Lions. Because of his influence as an artist, this campaign could be quite impactful if positioned correctly.

Summary: THE JOURNEY TOUR BRANDING

Millions of young people are taking it upon themselves to explore and take their own personal journeys of discovery by attending music festivals, traveling, participating in mind expanding activities, and creating their own adventures. For the theme of Seven Lions’ 2016 tour, “The Journey,” we celebrate this literal and metaphorical idea through a series of interactive social media initiatives, visually compelling graphics, and a original contests.

Graphic Examples:

Key connotations: adventure, discovery, mystery, spirituality





Tour Book Concept & Social Media (#Sevenlionsjourney) campaign to engage fans and media:

Ideas:

- Building on the idea of a tour book with video clips: You could compile a recap video with clips of Jeff in each city that convey some personal reflections, but also make it about the fans by choosing a few attendees for each show--maybe outside waiting in line, or you could run a contest to “be a part of The Journey”--to say a few words to the camera about their own journeys and how music is a part of them. You can ask them to describe the object of their personal journey in one word or one sentence, and then compiling all of those words into a rapid fire camera reel (let me know if this makes sense to you, I’m trying to find an example of what I mean).
- Hold a giveaway contest that ties into the Instagram #sevenlionsjourney initiative. Still repost the “best” pictures, but make part of it an “Ultimate Journey” contest where the most epic journey pic/video clip will win an “adventure bundle” + concert tickets.
 - I envision the prize for the giveaway being something fans can use on their adventures, like a traveler’s backpack filled with some essentials like a reusable thermos/mug, compass (to tie in with the graphics of the campaign), etc. Something that will be useful both on traveling or outdoor adventures and going to music festivals!
 - Have you done brand partnerships in the past? If you’re going to use the giveaway idea, it would be worth reaching out to a company (I can do some research) to have them sponsor it.
- For the “Drinking with Strangers” brewery meetups - I definitely like the idea of giving the fans some memento of the experience. Personalizable brew glasses could be emblazoned with the Seven Lions lionhead (incorporating the tour color scheme). Etsy has a ton of options, or a less expensive option would be to use www.discountmugs.com
 - Post a pic of Jeff & the fan at the brewery drinking from their Seven Lions mugs and hashtag #drinkingwithstrangers or #selfieswithsevenlions - something along those lines

Press Angles:

- **Outreach to blogs to do a write up about The Journey tour. Target those blogs that have posted about his “Creation” EP:**
 - DJ Mag
 - Your EDM
 - EDM Sauce
 - This Song Slaps
 - Beatport
 - Earmilk
 - Global Dance Electronic

- **General Coverage Details:**
 - Ensure that the write ups cover the actual concept of the tour, which makes it unique. Emphasize the importance of music in young people's voyage of self discovery, and how many individuals who attend these shows will each be on their own separate journey but uniting for Seven Lions' music.
 - **Ideas:**
 - Incorporate a "The Journey" playlist in which Seven Lions selects 10-15 tracks that remind him of his favorite cities/destinations to play in. We should get a quote from him that introduces the playlist and explains its significance.
 - Make sure to include a plug about the "Drinking with Strangers" concept in the article, mentioning to check the Seven Lions FB page/social media before shows for a chance to win a meet & greet at a microbrewery
 - AND/OR -- make a short video clip (~1:00) of Seven Lions personally inviting readers to "share in his journey" by coming to one of the shows. If this was well done I think it could be cool. If it would be difficult to make, just the playlist.
 - IF you wanted to do some sort of giveaway, like the "adventure giveaway" I mentioned below -- target 1 major blog to host the giveaway, or if you don't like the blog approach you could also run this via Facebook/Twitter/Instagram.
 - **Large Scale idea:** You can pick either a few or even just one major stop of the tour and host a "Seven Lions Journey" day, where you can pick a group of fans to engage in doing something adventurous with Jeff the day of the show. For example -- white water rafting in Denver, indoor rock climbing (not as dangerous) etc.
 - Can pick another major blog to run this feature (Raver Rafting would be ironic)