The **Marketing Superstar Award**honors a marketing campaign that was innovative and thought-provoking. Candidates can be from any sector of the industry and campaigns can be physical or virtual.

**Submission #1**

**Encanto IRL Meta Reels Activation**

*Disney Music and Meta*

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On November 11 & 12th, Disney Music Group with Disney Concerts put on an Encanto live-to-film concert at the Hollywood Bowl with the original cast members from Encanto singing and performing songs live on stage for fans. In order to have a unique, engaging fan activation, Meta and Disney worked to create an immersive Reels booth experience inspired by the film. The Reels Booth invited guests to enter the Madrigal family’s casita and feel the magic of Encanto in real life. Guests were first asked to approach the door of the Casita. As they reached for the door’s handle, the Reel used a golden glow transition to follow guests inside where they were surprised by an otherworldly golden infinity room—filled with gold butterflies and music from the film—creating the illusion of being completely surrounded by magic. The Reels captured the pure joy of each guest.

Sample Reel: <https://docs.google.com/file/d/18i6kuxqUazmMVR3ULvVL3sOeyamKhv7C/preview>

Additional Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/192-e4bc681e4e2fbe698169cff92ae132c5/2023/03/318506996_517875093618004_380708684499751349_n.jpg>

<https://musicbiz.org/wp-content/uploads/gravity_forms/192-e4bc681e4e2fbe698169cff92ae132c5/2023/03/Recap_Encanto-at-the-Bowl.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/192-e4bc681e4e2fbe698169cff92ae132c5/2023/03/318450837_517872743618239_2554044502413950037_n.jpg>

<https://musicbiz.org/wp-content/uploads/gravity_forms/192-e4bc681e4e2fbe698169cff92ae132c5/2023/03/318473891_517872686951578_5818398606915627887_n.jpg>

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Laura McCranie, Disney Music Group

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Bradford Bridgers, Meta

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**Submission #2**

**Scene Queen**

*Hopeless Records*

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Controversial. Subversive. Disruptive. Coining her own genre, Bimbocore, Scene Queen is building a community of young fans that embrace heavy music and alt culture through her bold visuals and tackling issues like sexual misconduct in the scene, LGBTQ+ issues, female empowerment, inclusiveness, musical gatekeeping, and sexual freedom. She has built a thriving fanbase and become a top-tier influencer, inducting fans into her "sorority" and spearheading multiple viral UGC moments, for songs such as "Pink Rover" and "Barbie & Ken" which hit Top Viral Trends on TikTok and YouTube Shorts. Her sold out Bimbocore tour and festival appearances have led to partnerships with Hot Topic and YouTube and collaborations with artists like Mothica and Set It Off.

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Erin Choi, Hopeless Records

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**Submission #4**

**Jack White - Fear of the Dawn / Entering Heaven Alive**

*Third Man Records, The Orchard, Monotone*

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Created The Twilight Receiver, an AR platform which allowed fans to enter Jack’s virtual world and unlock exclusive content related to both albums. The platform featured two modes "Dawn Mode" [referencing Fear Of The Dawn] and "Heaven Mode" which encouraged fans to explore an imaginative skyscape that unlocked new pieces of media and content through album release. Much of the discoverable items were easter eggs to announcements and indie retail value adds. One of the bigger easter eggs was teasing a series of coordinates that lead fans to discover Third Man Records London and Rough Trade East - hinting at the release week events happening at these locations. Twilight Receiver: <https://www.twilightreceiver.com/>

Comprehensive strategy via The Orchard Ads Team where efforts across both campaign releases amassed a total of 73+ million impressions, 785k+ engagements, and 45+ million total video views. Additionally, OOH postering/billboards booked across the US, DE, UK, JP, FR, and AU

Robust global independent record store activations featuring painted murals, instores, midnight listening events, release day pizza parties and value add giveaways that included screenprint posters and one of a kind album dice game set, The Metamorcle.

Surprise set at Glastonbury and streamed live on BBC which became a viral success as one of the top ranked performances of the festival.

Performed 4 times in the span of two days during Entering Heaven Alive release week in the UK, including an acoustic show at Union Chapel, a Rough Trade instore as well as 2 shows at the Third Man Records’ Blue Basement.

The Paris concerts brought strong showings from Blogotheque, which live video streamed and re-broadcasted night 3 at L’Olympia, as well as France Inter, whose support on the two albums included a live show audio broadcast, heightened radio support, and co-branded admat.

Saw the most successful radio campaign for Jack as a solo artist as “Taking Me Back” was his first #1 radio single at Active Rock and also landed #2 at Alternative in the US, while “What’s The Trick” was top 5 at Alternative Radio. Additional international support from BBC Radio 2, BBC 6 Music (UK), MDR Kultur, SRF 3, Radio Eins (Germany), France Inter (see above), among others

Extensive international press coverage including: 2 late night TV performances with Stephen Colbert (US), covers of Spin (US), Mojo (UK), Total Guitar (UK), Musikexpress (DE), Soundz (DE), Kulturnews (DE), Rock & Folk (FR), Soundz (NL), Warp (MX) and Gaffa (DE) and an appearance on Japan’s Sukkiri TV show.

College Marketing campaign in the US where reps accomplished localized marketing and digital promotions for both records that ultimately drew in over almost 100K impressions.

Created a Community SMS Text Line (USA and Canada only) that helped drive preorders, presaves and ticket sales.

Set up Digital Pre-save/pre-add competition for a custom Pedalboard designed by Jack that drove thousands of presaves at Apple Music and Spotify.

RESULTS

Global charting across 2 albums in 2022:

Fear Of The Dawn

US: (7x) #1 Vinyl Album, Current Album Sales, Current Alternative Album, Current Digital Album, Current Rock Album, Digital Album, Internet Album; #2 Independent Album; #4 Billboard Top 200

International: #3 UK, #27 Ireland (#3 Indie Chart), #6 Germany, #10 Canada (#1 Alternative), #11 Netherlands, #12 Belgium, #16 France, #7 International Oricon Chart (#4 Rock Oricon Chart)

Entering Heaven Alive

US: #1 Vinyl Album, Top Alternative Albums,Top Americana/Folk Album, Top Rock Albums, Top Rock & Alternative Albums; #2 Top Current Album Sales, Top Album Sales, Top Independent Albums; #9 Billboard Top 200

International: #4 UK (#1 Independent Album, #2 Physical Album), #6 Ireland (Indie Albums), #4 Germany, #3 Switzerland, #11 Belgium, #9 Netherlands, #35 France (#10 Physical Charts), #45 Canada Albums (#1 Album Sales), #43 Australia ARIA Albums Charts (#3 ARIA Physical Albums, #8 ARIA Vinyl Albums)

Global Touring Success:

TOTAL SHOWS: 157 (inclusive of headline shows and festivals)

Headline: 145

Festival: 12

Sold Out: 20

CREDITS

Andrew Friedman, Manager - Monotone

Maddie Case, Manager - Monotone

Matt Pollack, General Manager - Monotone

Ian Montone, Founder & President - Monotone

Lalo Medina, Jack White Tour Manager - Monotone

Brandy Campbell, Digital Marketing Director - Third Man Records

Cam Sarrett, Senior Sales and Distribution Director - Third Man Records

Morgan Perry, Label Manager - Third Man Records

Ben Swank, General Manager - Third Man Records

Jordan Williams, Designer - Third Man Records

Lee Martin - Developer

Anette Collins, Senior Director International Artist Services - The Orchard

Zack Marney, Director Account Management - The Orchard

Viviana Arias Botero, Senior Director, Global Advertising - The Orchard

Kristen Cusumano, Senior Manager, Advertising - The Orchard

Gabrielle Bok, Manager, Advertising - The Orchard

Ken Weinstein, Publicist - Big Hassle Media

Zack Kraimer, Publicist - Big Hassle Media

Additional Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/03/Jack-White-General-Approved-Press-Photo-12-by-Paige-Sara.jpg>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/03/Jack-Pedalboard.png>

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Meredith Nadeau, The Orchard

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**Submission #13**

**"Drink to This" presented by Macklemore**

*FlyteVu*

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Video Submission:  
<https://www.youtube.com/watch?v=m22J3yxfLTU>

Additional Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Drink-to-This-presented-by-Macklemore.docx>

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