

Creative  
Social  
Media  
Project  
By Mali Dandridge





THE BEST

FOR SUCCESSFUL LIVING

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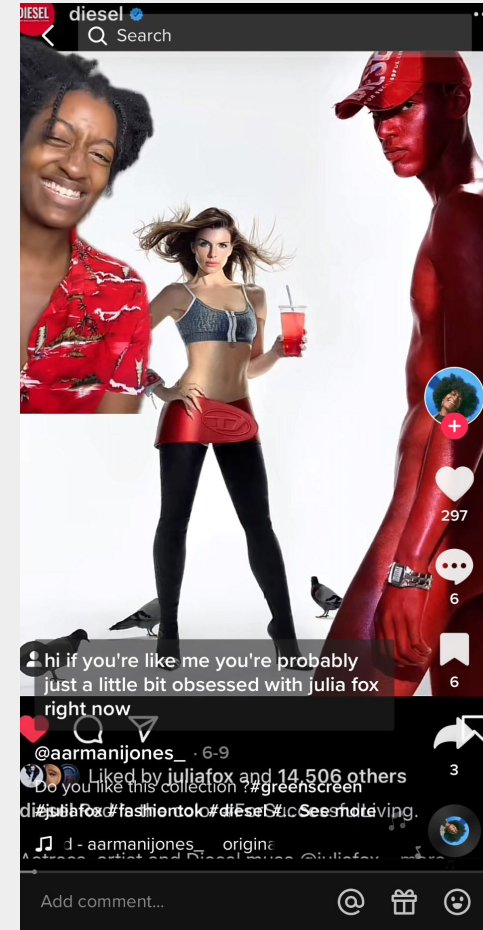
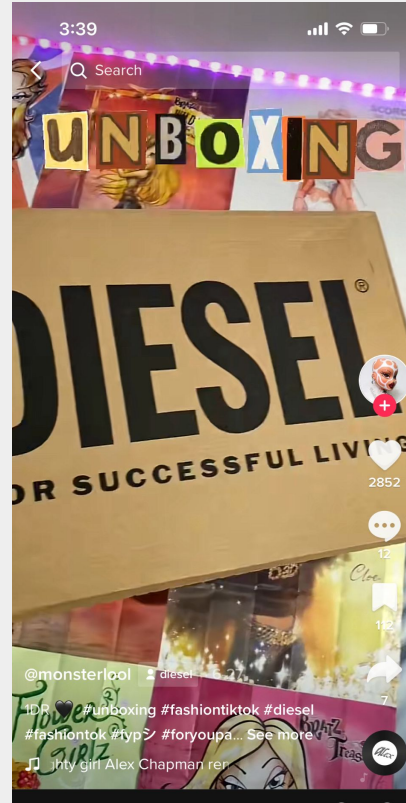


# Tiktok Strategy

The tiktok launch will occur roughly two months before the event (on or around Feb 15, 2023).

The launch encompasses

1. The launch of the brand's TikTok page
2. A promotional videos giving logistical details about the rave
3. The participation of celebrity influencers or "friends of the house."

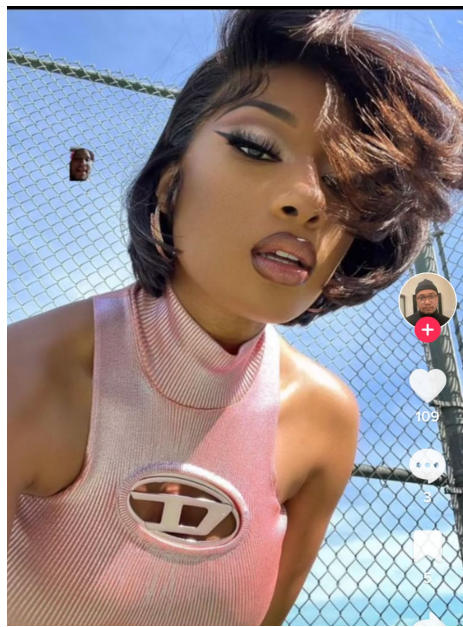
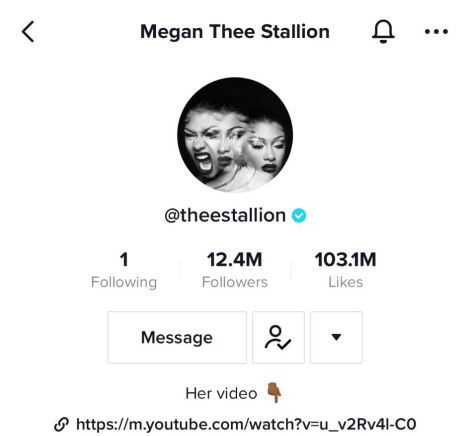




*“Diesel doesn’t currently have a TikTok account, which is a huge missed opportunity as users frequently post about the brand organically; the social media platform is littered with product information, fashion show content, and styling videos frequently posted by influencers and other non-affiliated content creators. Rather than merely paying for TikTok ads, the brand should make a page, and the page's launch should feature information about the party.”*

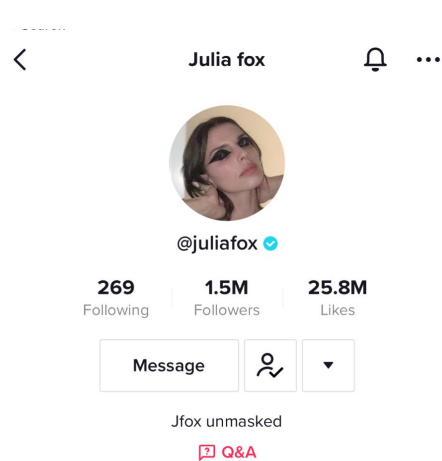
Dandridge, 2022





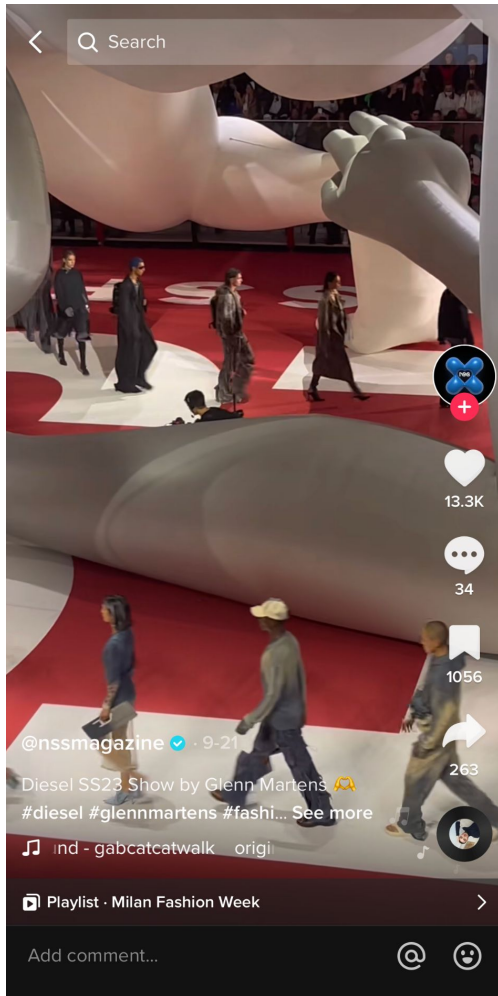
*"Celebrities with large Tiktok followings who frequently wear Diesel products, such as Julia Fox and Megan Thee Stallion, will be tapped to be "hosts" of the party.*

*As designated hosts and "friends of the brand," they will be responsible for mobilizing their respective followings." Dandridge, 2022*



*"Megan Thee Stallion and Julia Fox are already heavily associated with Diesel and constantly featured in the media sporting the brand; therefore, they've been selected to present an authentic brand image." Dandridge, 2022*

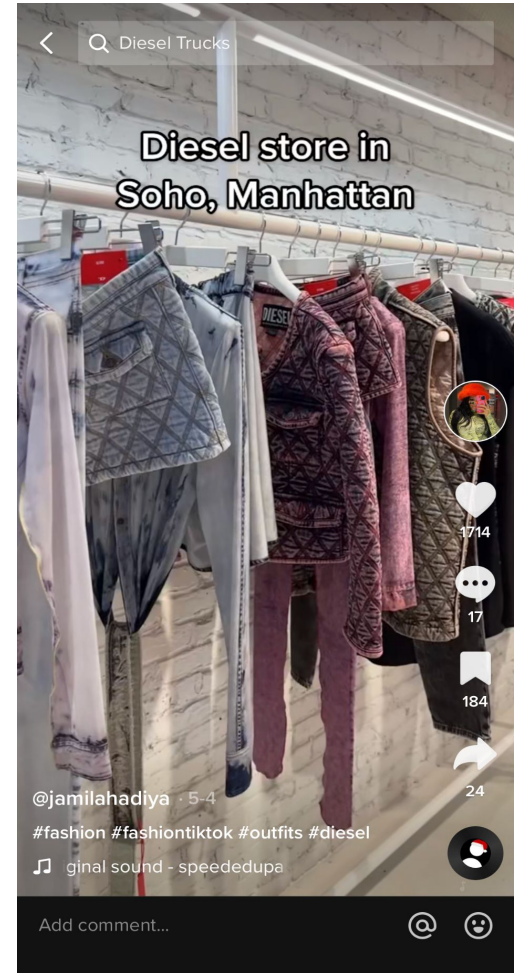




The first post of the official Diesel Tiktok page will be the event's launch video, which will feature footage from previous raves and include logistical information.

"This launch strategy is ideal because it **sets a precedent for the brand's Tik Tok page to be considered a community space meant to facilitate useful and fun event information**—not to merely push products. This will result in a more attentive, engaged, and loyal following than other brand pages." *Dandridge, 2022*

Tiktok video to be modeled after [this](#).



# Dice Ticket Release Strategy

Ticket release date will be about a month out from the party (on or around March 15, 2023)

*“The platform is known for promoting underground parties, events, and concerts that often cater to a younger audience*

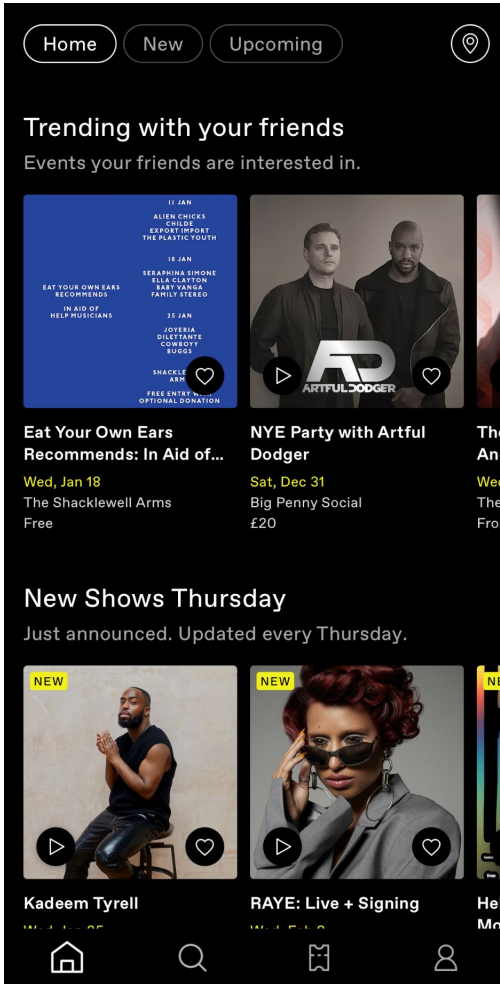
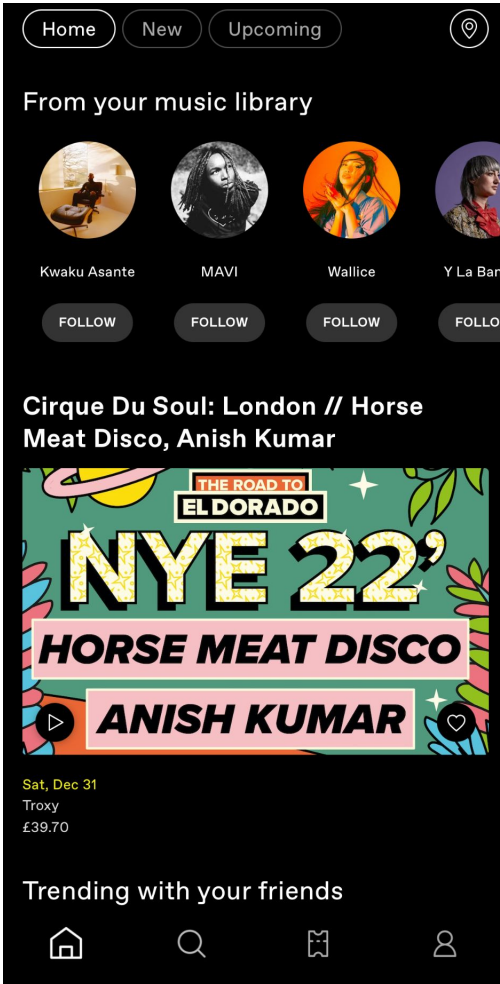
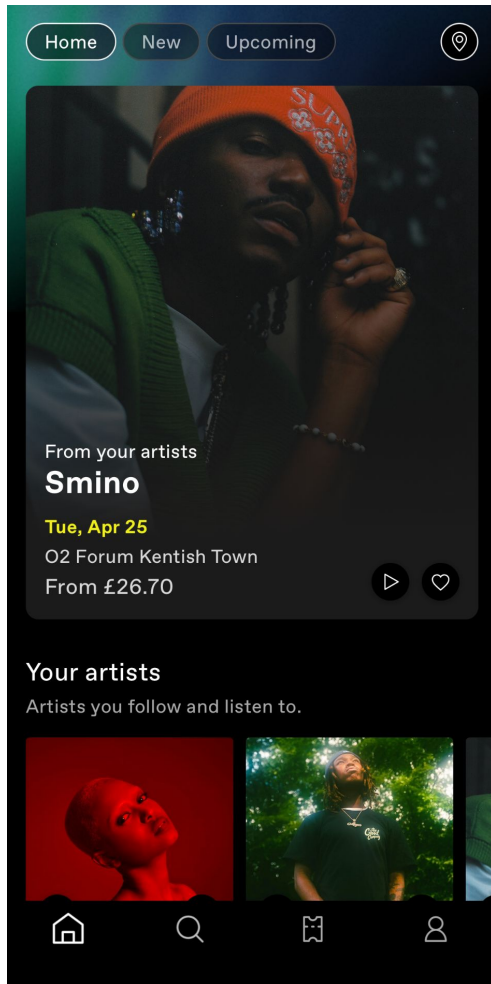
***Dice is the ideal event promotion and ticket sales platform for Diesel because its user base is overwhelmingly cool and young, and its discover page algorithm will introduce the event to its target demographic.”***

(Dandridge, 2022)

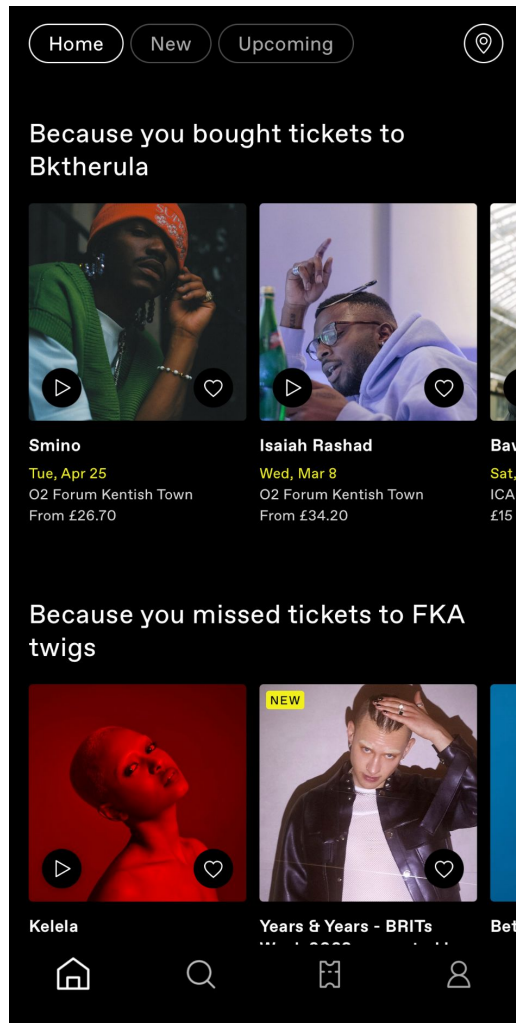
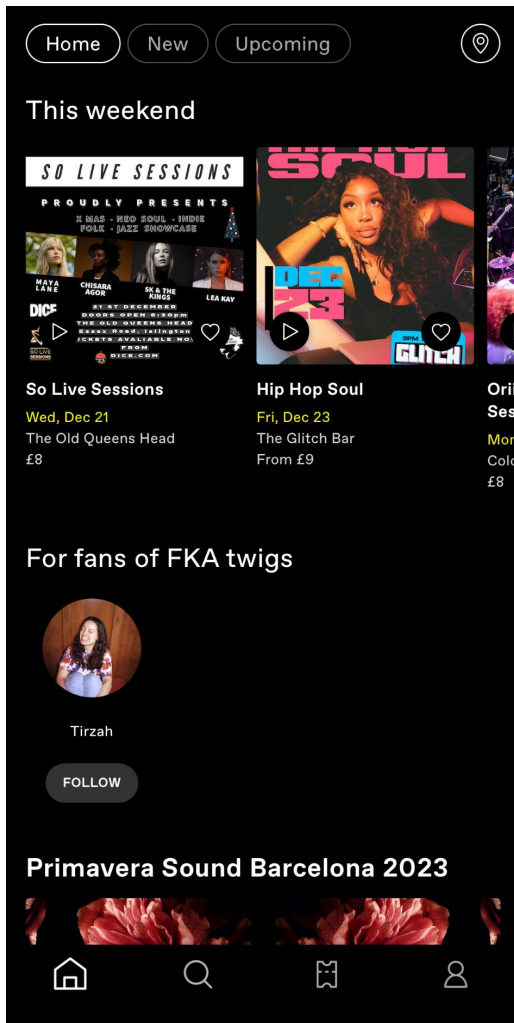
The homepage is a personalized feed where users can discover events..

"Due to Dice's discover feed feature, Diesel's events can be found next to popular organizations like BrainDead, Pitchfork, and Everyday People, who partner exclusively with the platform"

Dandridge, 2022







**The algorithm suggests events to users based on location, music taste, previous attendance, searches, and friend's interests.**

*"Music artists such as Shygirl, Charli XCX, and Duckwrth, whose followers are mostly composed of hip, young people, also utilize the platform (Dice, 2022)."*

Dandridge, 2022



The “upcoming” tab is a convenient way for users to plan for their upcoming nights out – a great way for Diesel to promote the party closer to the start date and create additional buzz.



# Party Logistics



- The event will be scheduled on or around April 15, 2023
- To promote accessibility, the event will be free to the public
- Attendees able to secure free tickets through DICE
- Party meant to situate Diesel in the legacy of global club culture and nightlife



# LONDON

6PM-11AM 05/11/22

## CHAPTER 10 | 18:00 - 22:00

A MAN TO PET (HOST)  
DAN BEAUMONT B2B CHARLIE PORTER  
TBA  
TBA  
OK WILLIAMS

## COUSINS | 22:00 - 01:30

A.G  
IVORIAN DOLL (LIVE)  
ZALEEL  
TALIWHOAH (LIVE)  
SUSTRAPPERAZZI  
MANARA  
DJ Q  
2SHIN  
BASMATI

## PXSSY PALACE | 01:30 - 05:00

ANAIRIN AND RYAN LOVELL (HOSTS)  
NADINE NOOR  
OSCAR NÑ  
DJ PRIYA  
CHIPPY NONSTOP

## ADONIS | 05:00 - 09:00

SHAY MALT  
TBA  
MARIE MALARIE  
GRACE SANDS

## NO ID | 18:00 - 22:00

NABIHAH IQBAL  
RAJI RAGS  
NAYANA IZ (LIVE)  
TBA

## BLACK OBSIDIAN SOUND SYSTEM | 22:00 - 01:30

B.O.S.S. DJs  
RANKING ANN (LIVE)  
B.O.S.S. DJs  
"JETSSS WITH  
LADY LYKEZ (LIVE)"  
TBA

## NEGROPOP | 01:30 - 04:00

CHAMBER45  
ABRA (LIVE)  
CHAMBER45  
HOOK (LIVE)  
NOVELIST (LIVE)  
NEGROPOP YAKUZA & ASSOCIATES

## EASTERN MARGINS | 04:00 - 07:30

LUMI B2B AR  
COLIN (LIVE)  
LUMI B2B AR  
TBA  
LVRA (DJ SET)  
GYROFIELD

## CUTTERRING | 07:30 - 11:00

XNBTHI B2B DJ ANTIMANIFESTO  
ZLAYA B2B WHITETRASHTRAY  
WATER SPIRIT  
TBA

**DIESEL** *NTS* **TRACKS**

The Party builds off the Diesel x NTS 17 hour rave, which was hosted on bonfire night 2022.

The partnership sought to "provide a global exploration of music and club culture, alongside spotlighting emerging talent and underground artists." ([HypeBae](#), 2022)

## **DIESEL** *NTS* **TRACKS**

**2SHIN** **A.G** **ABRA (LIVE)** **B.O.S.S. DJs** **BASMATI** **CHAMBER45**

**CHIPPY NONSTOP** **DAN BEAUMONT B2B CHARLIE PORTER**

**DJ PRIYA** **DJ Q** **GOLIN (LIVE)** **GRACE SANDS** **GYROFIELD**

**HOOK (LIVE)** **IVORIAN DOLL (LIVE)** **JETSSS** **LADY LYKEZ (LIVE)**

**LUMI B2B AR** **LVRA (DJ SET)** **MANARA** **MARIE MALARIE**

**NABIHAH IQBAL** **NADINE NOOR** **NAYANA IZ (LIVE)**

**NEGROPOP YAKUZA & ASSOCIATES** **NOVELIST (LIVE)**

**OK WILLIAMS** **OSCAR NÑ** **RAJI RAGS**

**RANKING ANN (LIVE)** **SHAY MALT** **ZALEEL**

**SUSTRAPPERAZZI** **TALIWHOAH (LIVE)** **WATER SPIRIT**



# About the Photoshoot

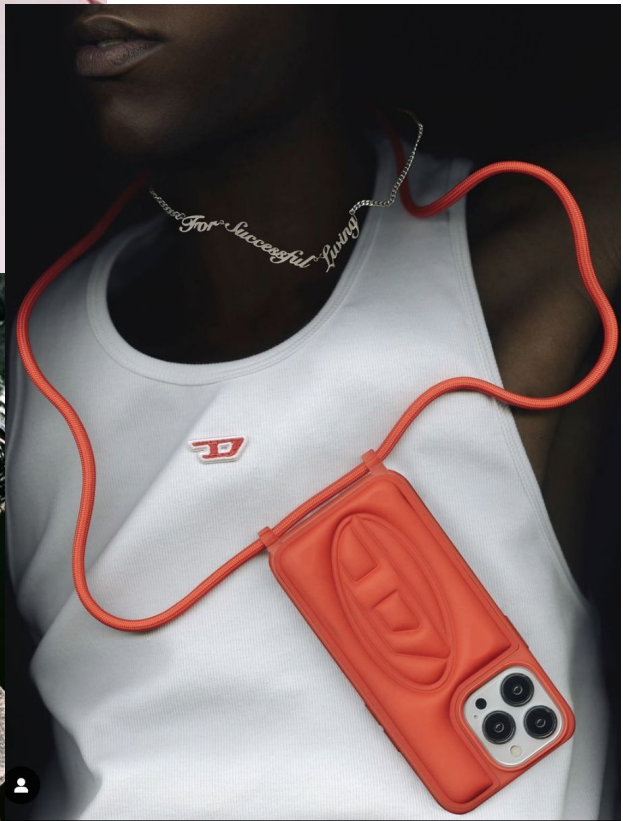


- A full-fledged photoshoot will surprise party goers upon entry.
- The shoot will include two sets on opposite sides of the room. Diesel accessories will be provided to serve as props. A fashion photographer will also be present.
- Both sets will be modeled after existing campaigns in which models sit atop, lay across, or caress huge sculptural versions of 1DR bags.
- Both sets will feature two massive green screens. Partygoers can choose from a selection of existing Diesel backgrounds.
- Participants will be sent proofs of their shoots via text or email. They will be encouraged to post them on Instagram, tag the brand, and include a specified hashtag to enter the contest #1DRID4ME.





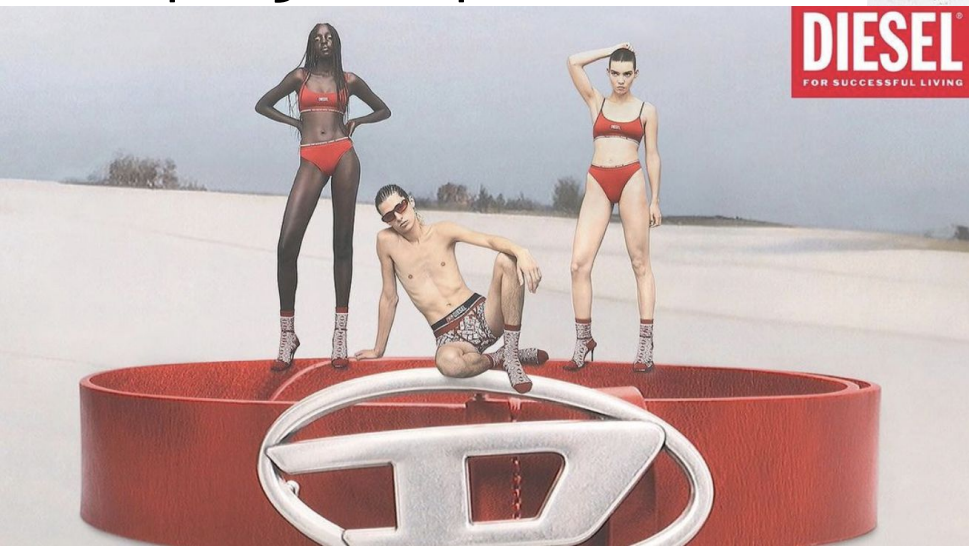
On set





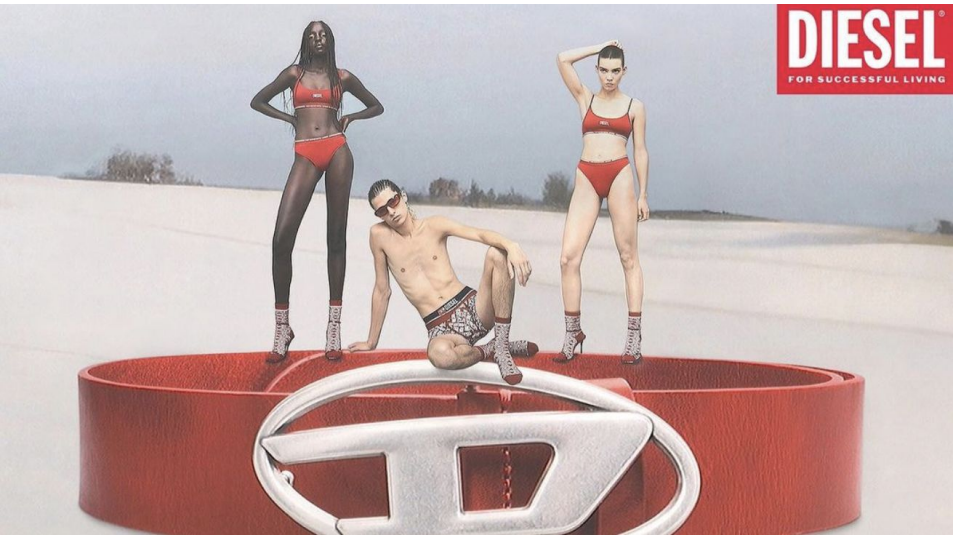


# Campaign Inspiration



# Instagram Strategy

## Logistics of the Competition



- Party-goers will have two weeks to post their photoshoots on social media before the contest closes.
- Posts must include the hashtag #1DRid4me to be considered for entry.
- Massimo Piombino will select three campaign images to be used as an official Diesel campaign.
- Two nano-influencers (>10,000) and one micro-influencer (10,000-100,000) will be chosen
- The three winners will be announced on Diesel's Instagram page on May 1, 2023.



**DIESEL**  
FOR SUCCESSFUL LIVING

WEDNESDAY, JANUARY 24, 2001

**THE DAILY AFRICAN**  
AFRICA'S BIGGEST-SELLING QUALITY DAILY

**European developing countries targeted by African tobacco industry.**

**African Cancer Society accuses tobacco industry of cynicism.**

**Luanda, Wednesday.** During a press conference, leaders for the African tobacco company Bamba Munga said they had just reached agreement with officials from the governments of the European republics Italy and Spain to open two plants for manufacturing cigarettes. "It is not to be regarded as a

defensive move in reaction to the strict anti-smoking laws that are expected to pass in the EU next week," said Ndama Ogundu of Bamba Munga. "We are constantly looking for new

ways to expand in order to remain the healthy and stable company we have

**"We have export embargoes on guns to most European nations, but are free to help them to smoke themselves to death"**

been for the last 100 years," African Cancer Society president Ailing Gorilla considers the

tobacco company to be the most cynical that it has ever seen. "We have export embargoes on guns to most European nations, but are free to help them (the Europeans) to kill themselves with cigarettes."

**Kool.kom global launch delayed. Kool celebrates with delay party.**

**Brussels, Congo.** The e-wild giant Kool.kom gave a conference who were hired last week - "If you are waiting for something really good, you can't wait long enough," said Lee Among and co-founder Dave. Lee Among also asked why they spent over \$500,000 (€187,000) on a staff party celebrating their open delay. "The delay is not to be due to technological problems with implementing computer software. A party was given to help them (the Europeans) to perform at the party hosted by Dave and partner Eric."

Thank you!

