



The super fan
acquisition

Do it like Lady Gaga

**Music
industry**



**Brands on
Social Media**

You have a nice voice...

You are a singer...

You have fans...

Is that good enough?

Are you making the difference?

Do you separate yourself from the mass?

Who succeed to inspire?

You have a good product...

You are a well-known brand...

You have fans.....

Is that good enough?



**"Well, she's
Lady Gaga"**

Chris Rock

It took her less than 5 years to :

- *Be the first artist in the 17-year long history of Billboard's Pop Songs chart to notch four No. 1s .*
- *Be the first artist in history to have her music videos watched a total of one billion times online.*
- *Be the only artist in the digital era to top the 5 million sales mark with her first two hits.*
- *Sell more than 20 million albums*
- *Take her place among the most powerful women on the world with the first place in social rank*
- *Win 5 Grammy Awards*

**You have
to be
the Lady Gaga of the
Social Media field!**



"When I'm writing music, I'm thinking about the clothes I want to wear on stage. It's all about everything altogether—performance art, pop performance art, fashion. Everything coming together and being a real story that will bring the super fan."

Let's be **Lady Gaga!**

*She is not only a singer,
she is a structured brand,
a thematic combination,
a strategic opportunity
that creates **super fans!***

This is for Your Brand

Everyone can sing **Being... Lady-Like is another thing!**

Let's build your creative strategy!

- 1 Free your mind
- 2 Bring to "brand" the social media revolution
- 3 Continually experiment with ideas
- 4 Constantly capture audience's attention
- 5 Connect and share your passion with people

**Are you
Lady Gaga
or just another singer?**



**Is your strategy
one of the many
'or' one of a kind**

- ***You don't** sell 20,000,000 albums*
- *Win five Grammys*
- *Break dozens of records ,*
- *Become the world's biggest superstar*
- *Outshine your contemporaries*
- *And become one the biggest pop icons of this generation*

Just by sharing video clips and daily news

*Lady Gaga owns plenty of both. Does she use it to build her army of superfans? **NO!***

Why should you?

**Create a structured
yet BOLD strategy.**





We are helping companies

to be

**the Lady Gaga of the
Social Media field!**

- *Have structured social media strategy!*
- *Capture social media's audience*
- *Bold and Unexpected campaigns*
- *Express the real brand!*
- *Aim to viral and engagement*
- *Achieve goals*
- *Connect with people and get involved*
- *Get inspired by the brand's name to create superfans, not just fans*

Go ahead and meet your super fan.



*All you have to do is be the stars
we will help you reveal the glow*

Be one of a kind