

BEHIND THE CAMPAIGN

ELENA TEMNIKOVA



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THE ALBUM COVER TEMNIKOVA 4

In February 2019 Russian deep-house singer Elena Temnikova released her outstanding lyrical album TEMNIKOVA 4.

The album which is about manifold love is characterized by an integral style. TEMNIKOVA 4 is six emotional musical stories with an enveloping sound-design. A holistic concept is a natural choice here.

THE GOAL OF CREATIVE AND MARKETING CAMPAIGN WAS TO ENGAGE YOUNG FEMALE AUDIENCE (18-35-YEAR-OLD).

MAIN MARKETING CHANEL - DIGITAL

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THE RESULTS OF THE CAMPAIGN



ALBUM PLAYINGS

More than **15 MILLIONS** streams for the first 6 months



THE COVERAGE OF MUSIC VIDEO

3 music videos were filmed and grouped into trilogy to support the album. Every music video got **MORE THAN 1,5 MILLIONS** views on Youtube for the first 24-hours since its premier



UGC-CONTENT

Total coverage of user-generated content stood at **350 MILLIONS**

TOP-COUNTRIES

83%

RUSSIA

8%

UKRAINE

2,5%

USA

1,6%

GERMANY

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PRESS & MEDIA

Despite the focus on digital media, we could not ignore traditional media channels.

The album was supported by all profile channels of CIS.

The heads of music holdings that have more than 80% radio air in the country have written reviews.

"Not a random set of singles, but one creative idea, where the artist takes you by the hand and guides you along the route of their feelings"



Roman Emelyanov,
General Director of the European media group

"World class level, essential music for romantic meetings"



Yuri Kostin,
General Director of Gazprom-Media Radio

An overview of the album showed up in the business newspapers №1 -

Коммерсантъ

In addition, we involved №1 radio of the country – Europe Plus – and №1 music channel MuzTV – into raffling of the tickets to the concert tour in support of the album.

RELEASES OF STICKERS FOR 4 MESSENGERS



> 8 000 000

downloads in first month

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PROMO ON STREAMING SERVICES

MUSIC

- The flowcases were placed on the main pages of iTunes and Apple Music. They led to pre-order, and from then on the page where you could buy/listen the album
- Singles from the album were added to hot tracks and format playlists: The A-List: Russian Pop, Today's Hits, Future Hits, Best of the Week, Hot New Songs
- E-mailing that announces the release of the album, playlist Temnikova: Main section and a section with video-content (trilogy of music videos TEMNIKOVA 4)

Яндекс Музыка

- Focus-tracks ("Babochki", "Net svyazi") were placed in TOP-3 playlists «Hot new songs of the month», «Pop-syrup» and «Russian pop-music»
- Textual promo block on the page of Russian Pop-music genre, a block on the page of Yandex Zen;
- targeted push-notifications for Russian pop-music lovers
- Targeted e-mailing for Russian Pop-music lovers
- Publications in social media of Yandex Music



- Pushing the artist's community to the main top for 2 months
- Pushing the artist's community to the music top for 4 months
- Audio advertising in support of the TEMNIKOVA 4 album and tour in the amount of 4 million prerolls
- Promotion of the playlist on behalf of the artist's community in the musical recommendations

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DOCUMENTARY TEMNIKOVA 4.DOC

WE WANTED TO SHOW MUSIC INDUSTRY FROM WITHIN AND MADE A DOCUMENTARY

DIGITAL

6 series showed how music and the show were created – light, sound, merch, choreography and IT-development.

PRESENTATION IN THE WORLD APPLE PREMIUM RESELLER - RE:STORE

We organized the secret pre-premiere of the documentary and invited top bloggers, top TV and digital journalists.



WATCH MORE

Total views: 3 732 152

Number of invitees: 80

CLICK TO SEE

TEMNIKOVA 4.DOC

1 СЕРИЯ

ВОКАЛ

TEMNIKOVA 4.DOC

2 СЕРИЯ

ДИЗАЙН

TEMNIKOVA 4.DOC

4 СЕРИЯ

ШОУ

TEMNIKOVA 4.DOC

5 СЕРИЯ

ИНТЕРЬЮ

TEMNIKOVA 4.DOC

6 СЕРИЯ

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COLLABORATION WITH RE:STORE

For a month the largest store chain in the world Apple Premium Reseller was arranged in the style of TEMNIKOVA 4: the playlist with tracks from the album played in all the stores, and all the re:Store staff wore the uniform designed by us - green T-shirts with QR-codes that led to downloading the album TEMNIKOVA 4. In addition, all products of 88 stores had QR-stickers that also led to the new music track.

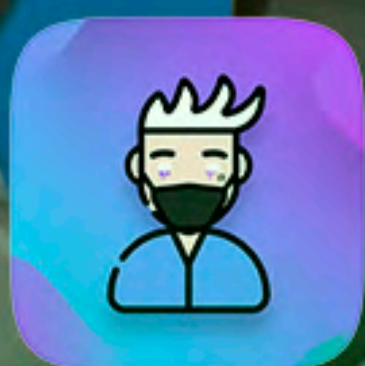
Another month later every person who downloaded the album could show it at checkout and get the branded holographic stickers as a gift.

+EVENT

In the meantime, the tour in support for the album in southern Russian cities started, and we organized an event in the largest shopping mall of Sochi - Moremall.

Every newsbreak was followed by further mailing and contests in re:Store social media. For example, re:Store audience could win smart-watches, personal meeting with the singer behind the scenes, tickets to the concert and much more for the creative video of working out to the new tracks of Elena Temnikova.

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In February 2019, we developed and launched the world's first musical Instagram-filters. 6 stylish masks came with audio tracks.
THE FIRST MASK «BUTTERFLIES» WAS USED BY

21M PEOPLE IN A WEEK

INSTAGRAM-MASKS

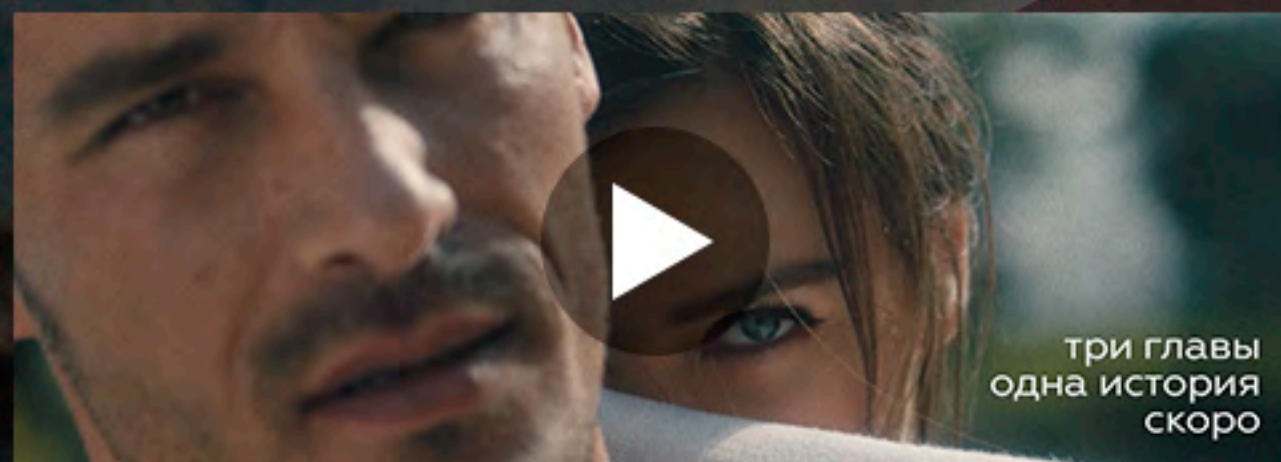
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TOTAL VIEWS: 28 373 431

TRILOGY OF MUSIC VIDEOS

TRAILER

To warm up the interest to the first Russian musical trilogy, we launched the viral trailer with footage from the three music videos. Trailer hooks you with personal questions and shows the metamorphosis of love: how it transforms, what motivates main characters throughout different stages of their relationships.



MUSIC VIDEOS

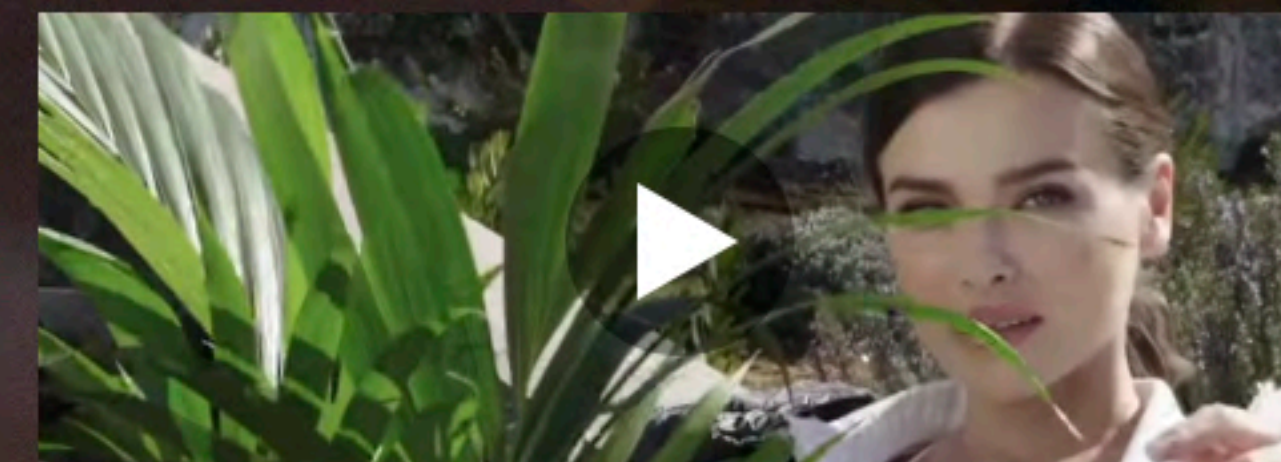
The trilogy of music videos slowly revealed the stages of feelings familiar to us all: "Babochki" – about the emergence of genuine romantic feelings, "Net svyazi" – about first innuendo, miscommunication, arguments, and "Govorila" with its minor desperation over inevitable ending of this love story.

The shooting for this musical trilogy took place in Portugal. The main location was the 18th-century Templar castle and surroundings by the Atlantic Ocean.

Rotation: [MuzTV](#), [TNT Music](#), [Muzyka Pervogo](#), [RU-TV](#), [BridgeTV](#), [MTV](#) and etc.

MAKING-OF VIDEO

First meeting of main characters, attempts at shootings, bloopers and breathtaking views of Portugal: 18th-century Templar castle, the Atlantic Ocean, famous street with bars in the center of Lisbon – Pink street. Making of videos is a full engagement in the atmosphere of non-stop shooting during the day and at night.



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TEMNIKOVA 4 LIVE

Six months after the album release we created a live-version of all tracks from the album with live musicians. Brand-new sound of the tracks: from the light vibe to rock energy. Live sounds of guitar and drums reveal the soul of the most coherent lyrical album TEMNIKOVA 4



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PARTNERSHIP WITH THE CHAIN BEAUTY STORE "ПОДРУЖКА"

In order to attract target audience of the album (18-35-year-old girls) we agreed on the partnership with one of the largest chain of beauty stores in Russia - "Podruzhka" (more than 220 points around the whole country).

So, the clients of the store could get **15% discount** on all purchases **after presenting a promo code TEMNIKOVA 4 or a downloaded album** at checkout of any store.

Within one month the main **playlist of the stores** consisted of the songs from the new album.

All digital-resources of the chain stores announced pleasant joint promotions (**e-mail, push-notifications, posts in social media**).

GAME MECHANICS IN THE LARGEST RUSSIAN SOCIAL MEDIA - VK



TEASER FOR THE TRACK LIST OF THE NEW ALBUM

The bot that we developed updated the picture with the names of songs attached to the post. When the audience gained a certain number of likes, the entire track list opened. 400 likes – the 1st track, 600 likes – the second, etc.



UNLOCK RELEASE DATES FOR THE FIRST TRACK OF THE ALBUM

To warm up the interest to the release of focus-track, the bot updated the picture from the teaser's post depending on the right answers to the questions about the brand TEMNIKOVA, and, as a result, it showed the release date.



UNLOCK TEMNIKOVA 4

We made a post with 5 of 8 tracks blocked for listening. We also added a track-instruction containing information on how to open the album. Then we asked the audience to gain, for example, 2500 likes and 2000 commentaries in order to open the tracks. For example: 1000 likes open the track "Battery is out". 1500 likes and 1000 commentaries – open the track "I told" etc. Outcome: 2500 likes and 1000 commentaries for an hour. As a result, 11.000 likes, 2000 commentaries and 1m coverage. It allowed the album to make it to trends in social media.

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BRAND CUSTOMIZED PROFILE PICTURES IN THE LARGEST RUSSIAN SOCIAL MEDIA - VK



STAGE 1

We created the template of a user picture in the style of the album that subscribers could set and get T\$ for each day.

STAGE 2

In order to motivate our audience to change the user picture more often, we launched weekly draw games with the new profile picture to the track "Babochki".

STAGE 3

For the most active users we developed a unique template of the profile picture. Spreading rate: 100 settings for 20 minutes.

STAGE 4

User pictures for the music video "Net svyazi". Result: more than 3500 settings for 2 weeks + hundreds of user pictures in Instagram.

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TEMNIKOVA GAME

Our team developed a special software (bot) for the engagement of the audience in the official communities in Vk. The bot allows the audience "to spin the wheel" by their commentaries and win real prizes that are listed in the prize fund.

Results:



NEW
SUBSCRIBERS

+231 078



COMMENTS UNDER
THE POST

+1 004 000



CONTEST
COVERAGE

800 000



NEW DIALOGS
(MAILING)

+38 447



SUBSCRIPTION
TO NOTIFICATIONS

+8 674



SUBSCRIPTION
TO NOTIFICATIONS

+1 903



LIKES

+302 000



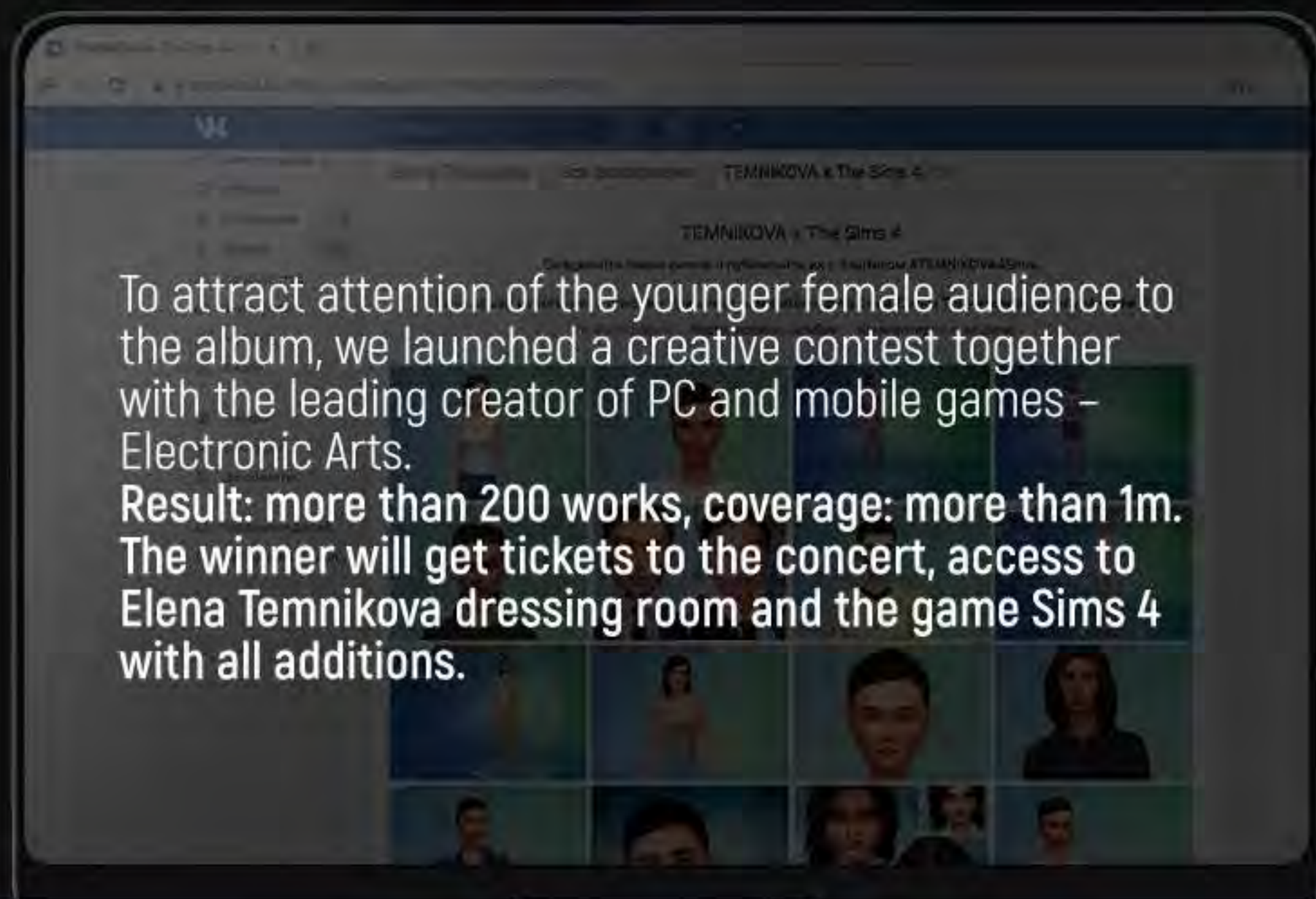
REPOST

+10 313

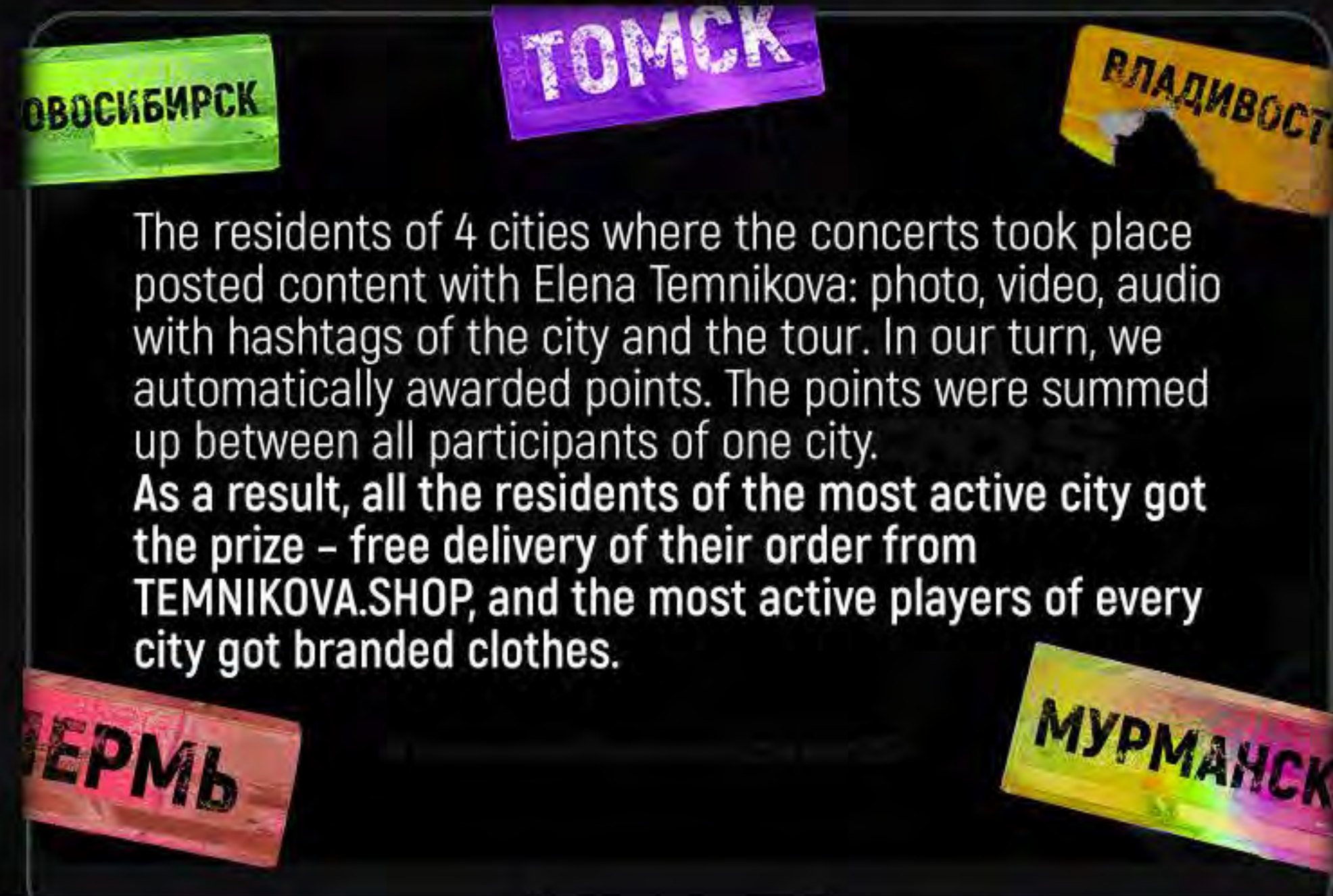
Less than 500\$ was spent on mechanics.

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CREATE ELENA TEMNIKOVA CHARACTER IN THE GAME SIMS 4

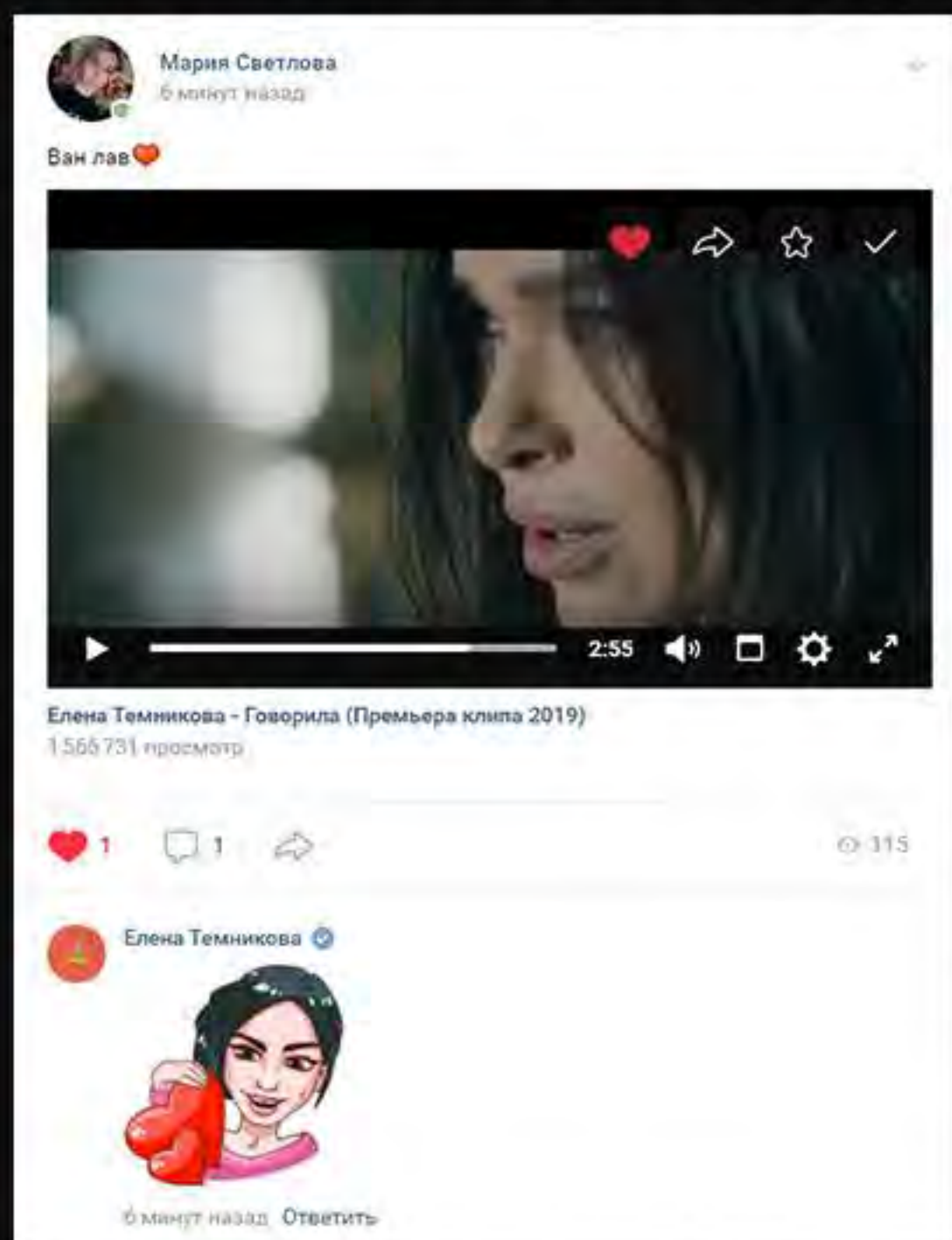


BATTLE BETWEEN THE FIRST TOUR CITIES



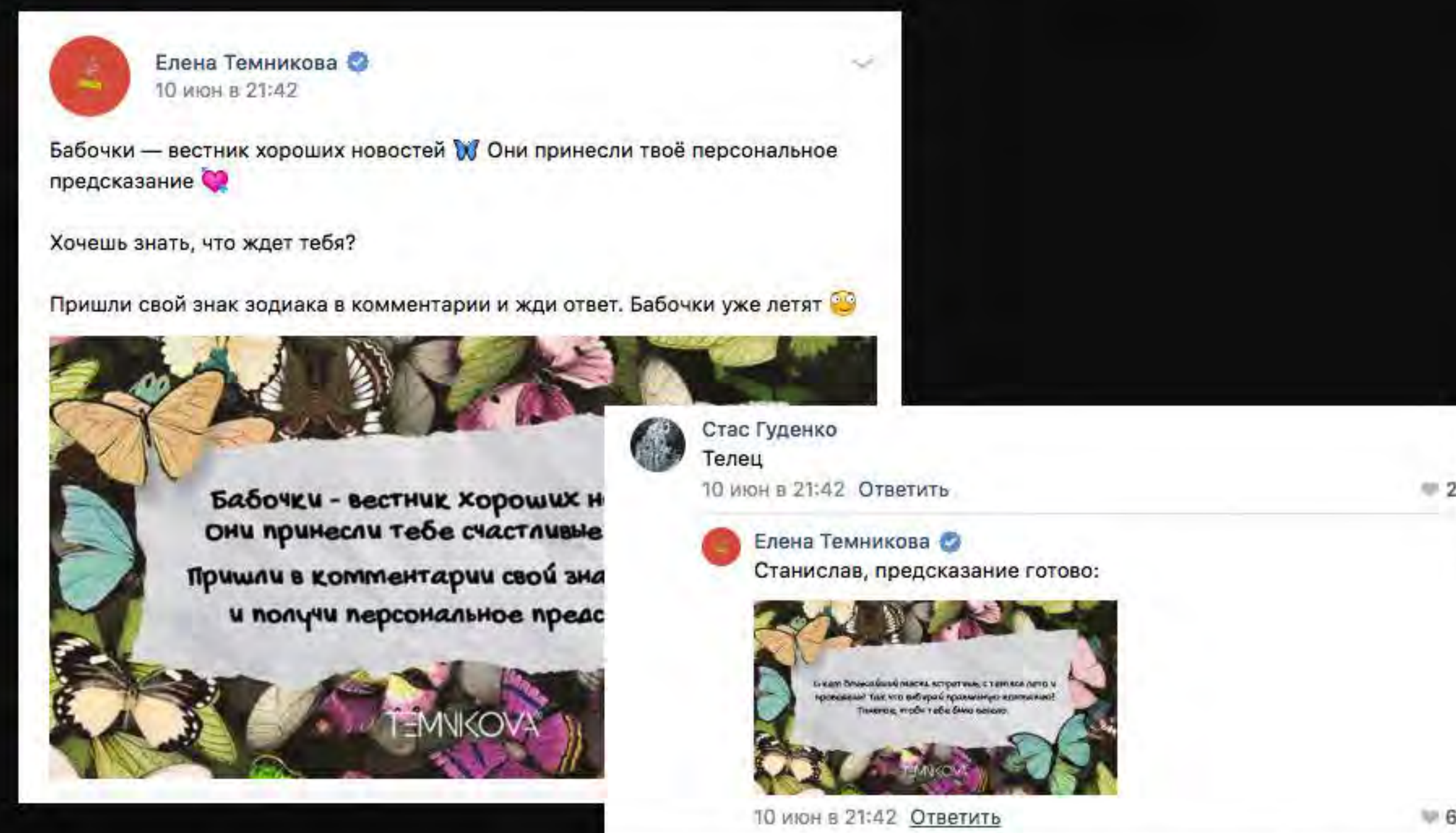
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LIKES AND STICKERS ON BEHALF OF ELENA TEMNIKOVA



There is no secret that audience members always like to get attention from the artist. We launched the bot who click the "like" button and send brand stickers from Elena Temnikova account for the publication of tracks, music videos.

HOROSCOPE



To maintain interest to the track and music video "Butterflies", we created the bot who sent the users predictions from the messenger of good news – Butterflies. The participants wrote their zodiac signs in the commentaries section, in return they got a happy horoscope for the nearest days. Result: more than 5000 of unique

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UNLOCK THE RELEASE DATE OF MUSIC VIDEO "NO CONNECTION"



To warm up the interest to the release of the second trilogy TEMNIKOVA 4, we came up with a story, as if we have "no connection" in order to tell subscribers the release date of the new music video. Every like helped to reconnect, and picture was complete.

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ДРИМ ЛИСТ

To build loyalty of fans we created a landing page for making a perfect playlist at tour concerts. Users create their combination of Elena Temnikova tracks. Their playlist automatically shows up at the dynamic cover of the group. As a result, it makes a perfect playlist on the basis of every city and all listeners in general.

CLICK TO SEE LANDING

Выбери до 9 треков

Трек

1 Бабочки (Live)

2 Говорила (Live)

Твой ГОТОВЫЙ плейлист

Трек

1 Бабочки (Live)

2 Говорила (Live)

Выбери свой город

Город

1 Москва

2 Санкт-Петербург

3

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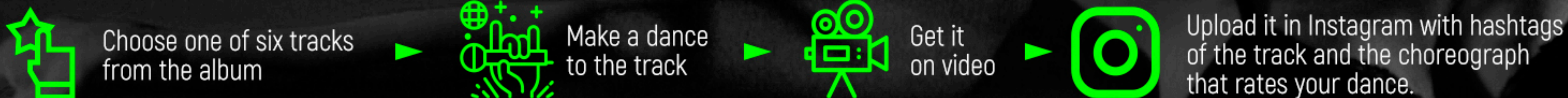
#T4ТАНЦЫ

ENGAGING NEW AUDIENCE WITH DANCE CONTEST #T4ТАНЦЫ

We organized dance contest in Instagram. In order to attract the attention of the audience of professional dancers and dancing lovers to the album all members of the jury are top choreographers and participants of the most popular TV dance show in Russia - "Tancy na TNT".



CONTEST MECHANIC



JURY



**RESULT: MORE THAN 300 PARTICIPANTS,
COVERAGE OF THE PROFESSIONAL
VIDEOS AND POSTS:
MORE THAN 8 MILLIONS**

Each of them chooses 1 music video. Then a popular vote for the selected works starts. The one who gains the majority of votes, enters the stage during Elena Temnikova concert. Every awardee gets clothes, respect and a lot of T\$.

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TEMNIKOVA | BANK

LOYALTY PROGRAM TEMNIKOVA BANK

Every contest, the bot and application for promotion TEMNIKOVA 4 involved new members to the loyalty system TEMNIKOVA BANK. We gave digital coins T\$ that could be spend on the clothes from e-commerce platform TEMNIKOVA SHOP. It was possible to track balance in your personal account or in your personal card in Apple Wallet.



TEMNIKOVA | BANK



БАЛАНС

3000 T\$

НОМЕР СЧЁТА

79991210577

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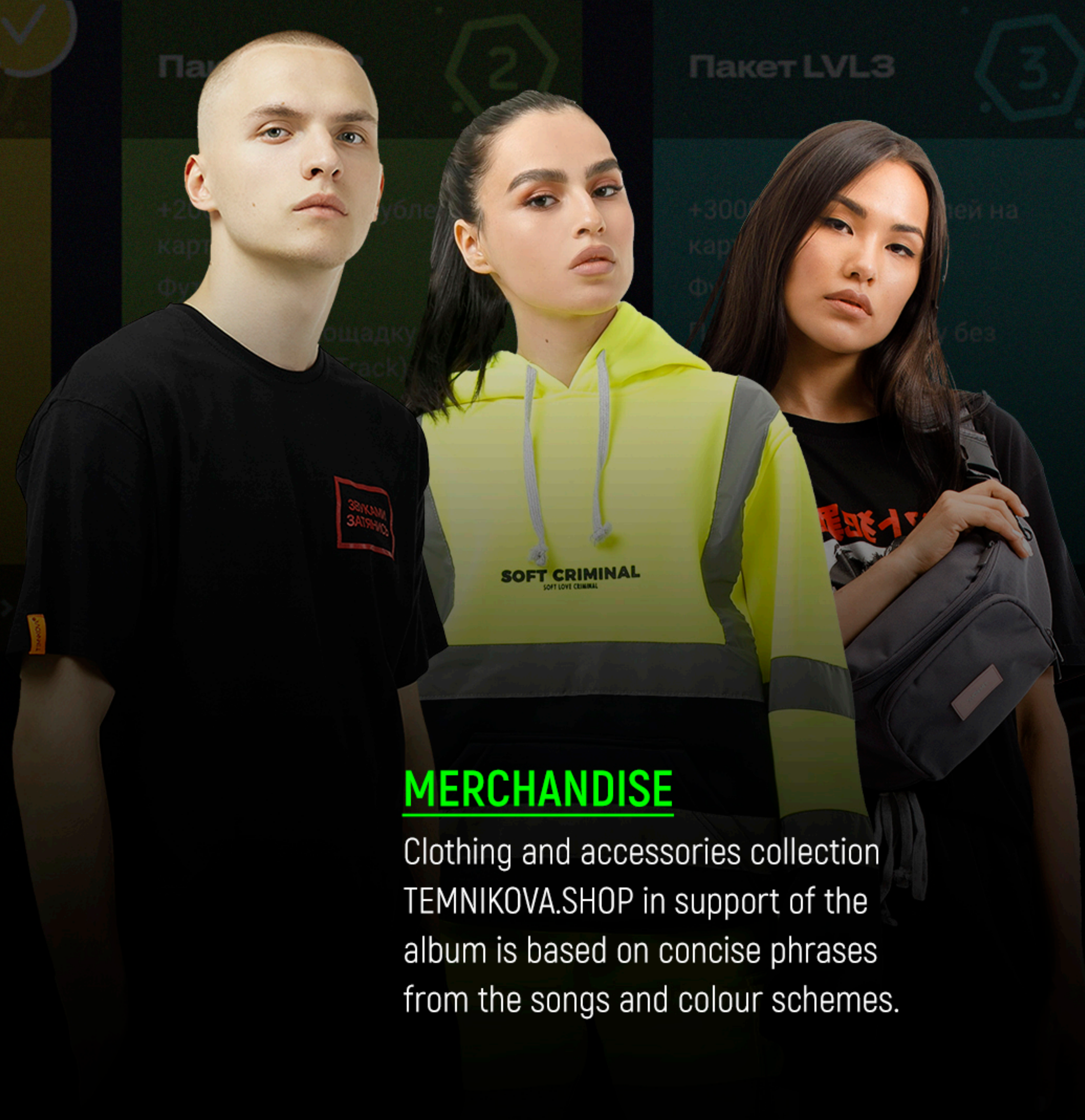
E-COMMERCE PLATFORM

TOUR IN SUPPORT OF THE ALBUM

We developed our own e-commerce platform to sell tickets to fan-zone without extra charges, and also a unique packaging of upgrades to them.

9 TYPES OF UPGRADES TO THE TICKETS WERE CREATED TO ALLOW FANS GET A UNIQUE EXPERIENCE AT THE CONCERTS:

- have a look into the dressing room,
 - visit the rehearsal,
 - make a photo with Lena on Polaroid
 - and even enter the stage during the concert
- + and get special price for the merch that we deliver to the tour cities for free.



MERCHANDISE

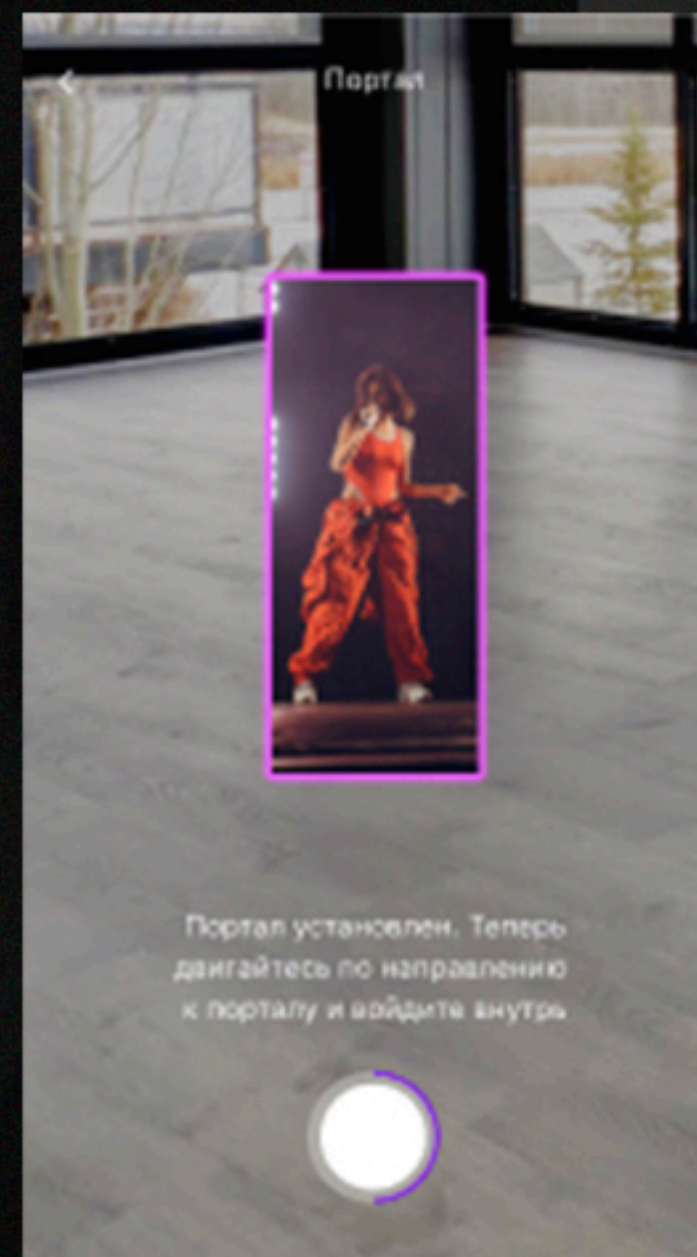
Clothing and accessories collection TEMNIKOVA.SHOP in support of the album is based on concise phrases from the songs and colour schemes.

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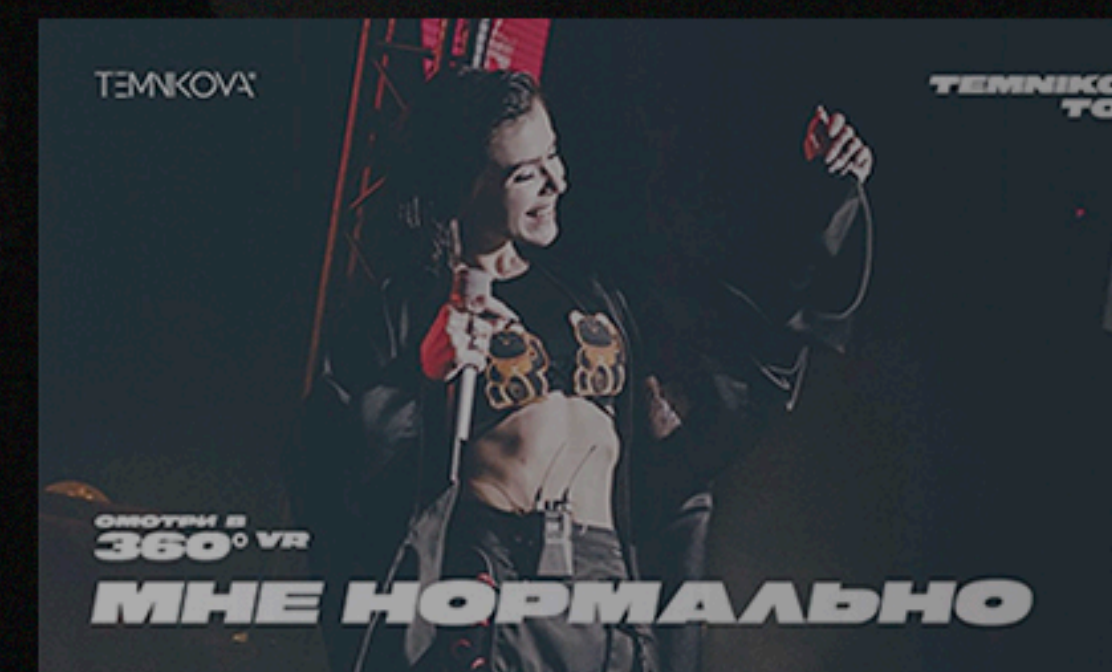
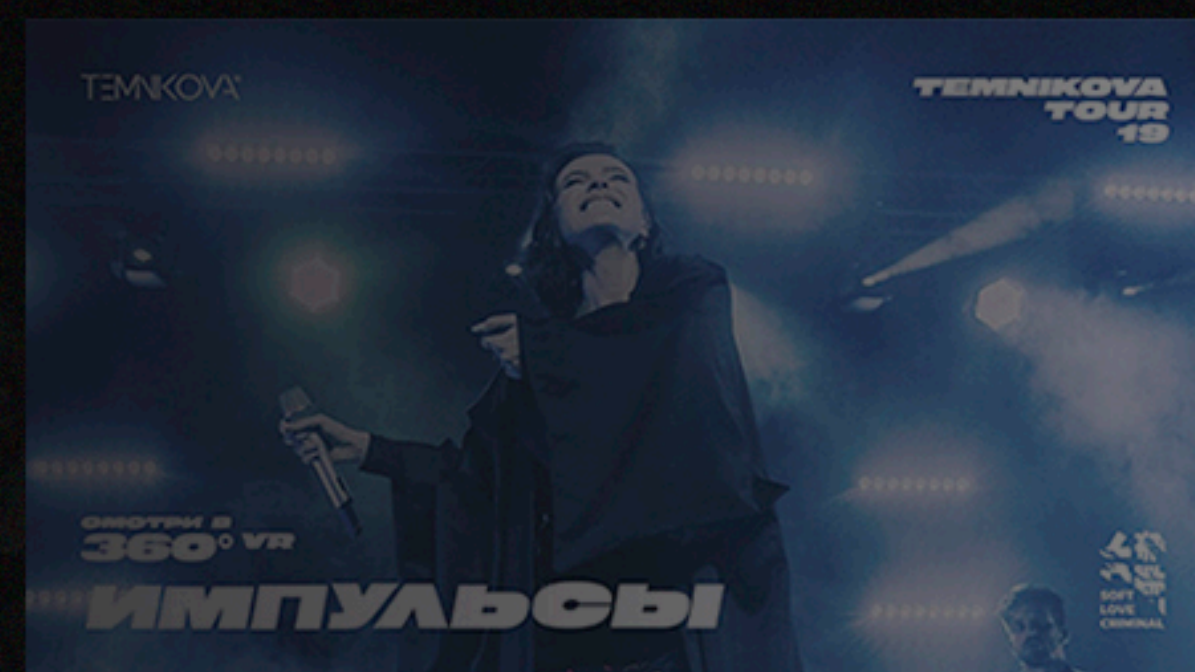
360 VR + AR VIDEO

Innovative technologies of the video “teleport” you to the show TEMNIKOVA TOUR'19 in any city.

We shoot all of the tour shows with 360° VR cameras and slowly open them for free online-streaming on the tour website – one song from every city in one day after the concert. The audience can “spin the camera” and focus on the things they want. At the end of TEMNIKOVA TOUR'19 all VR-clips will become one whole show.



WATCH MORE



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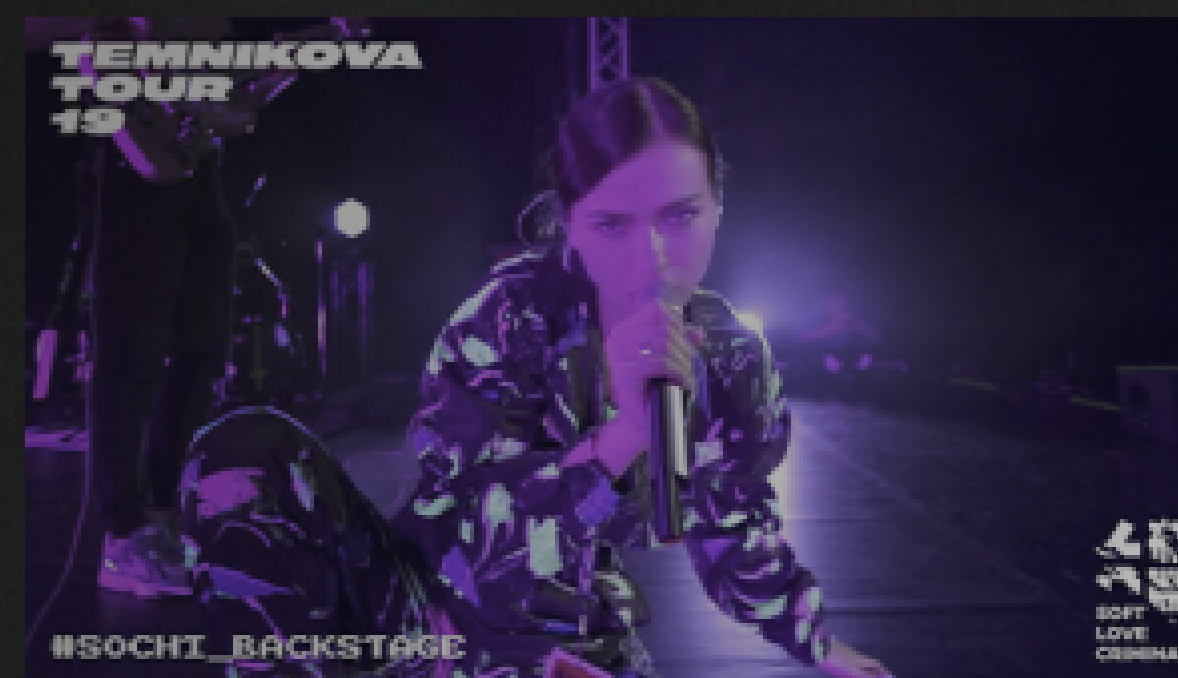
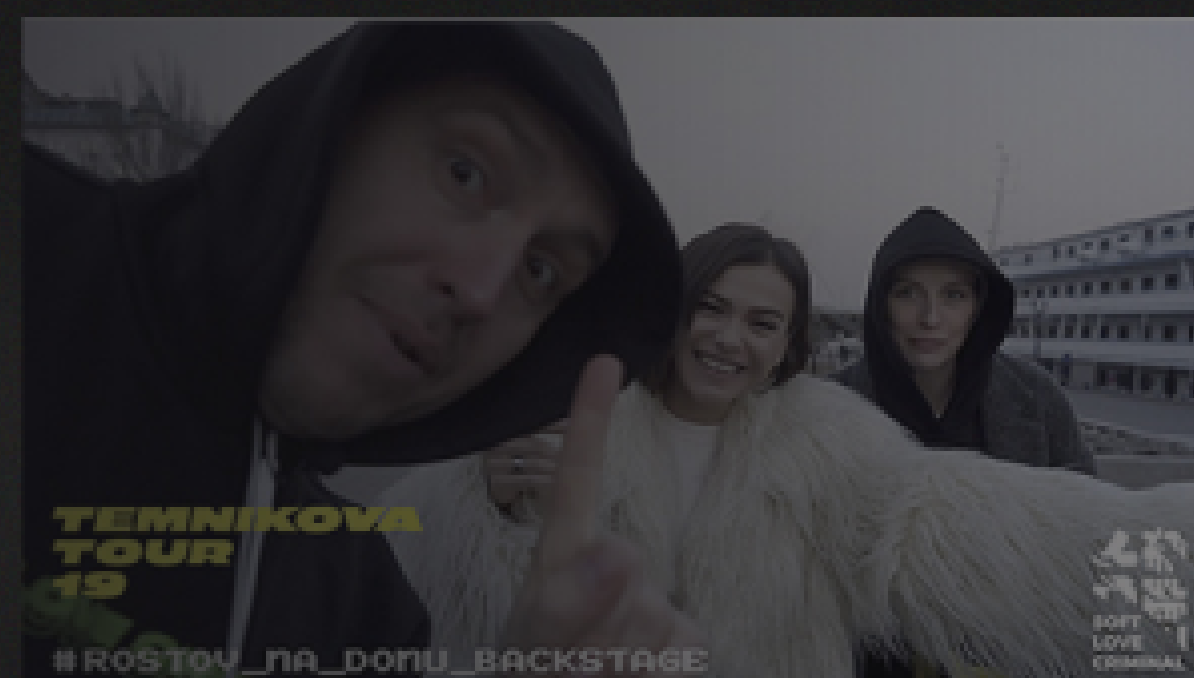
HD-CAMERA WITH EXCLUSIVE CONTENT AS A PRESENT IN EVERY TOUR CITY

During the concert tour Lena threw an HD-camera with the video from backstage to the crowd.

We asked the audience to share the video in social media. It allowed everyone to see backstage through the eyes of the singer's team.



WATCH MORE



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AR-APPLICATION TEMNIKOVA AR

We developed the first AR-app that allows to have an unforgettable experience during the concerts. In the new large-scale TEMNIKOVA TOUR'19 viewers can see, hear and receive even better experience.

HOW DOES THIS APPLICATION AUGMENT THE REALITY?

**IT SHOWS UNIQUE AR-DECORATIONS
AT THE CONCERT AND MAKES IT POSSIBLE**

- to play online-game right in the middle of the concert and get real prizes soon after it
- to participate in the unique light show via your phone
- to track all concert announcements and much more

