YouTube x sphere



MUSIC FESIVAL

ROCKSTARS

BDI 500

NOTION FACES



Anna



Jordyn



Jonah



Rayyan

ROCKSTARS BDI 500

EXECUTIVE SUMMARY

THEME & RATIONALE

“IMMERSED IN MUSIC”

Fits the immersive venue and describes the connections, energy and upbeat experience you will have when attending this exciting and exclusive event.

OVERVIEW

YOUTUBE X THE SPHERE

A must attend music festival from artists and bands you have watched grow on YouTube - Tate McRae, Billie Eilish, Troye Sivan, and many more!

This event is held in the most immersive venue on Earth: the Las Vegas Sphere.

Witness your favourite artists like never before.

Exclusive merch, prizes and meet and greets for users who share, like and comment on relevant posts. Additional entries for YouTube Premium Subscribers.

GOAL & OBJECTIVE

Our campaign goal is to create a viral social media campaign to **foster excitement and hype around an exclusive pop-music festival** with never before seen visuals and sound.

Our objective is to gain support and sell tickets for the festival, aiming to be within 2 months of launching the campaign.

ROCKSTARS

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BRAND PROFILE

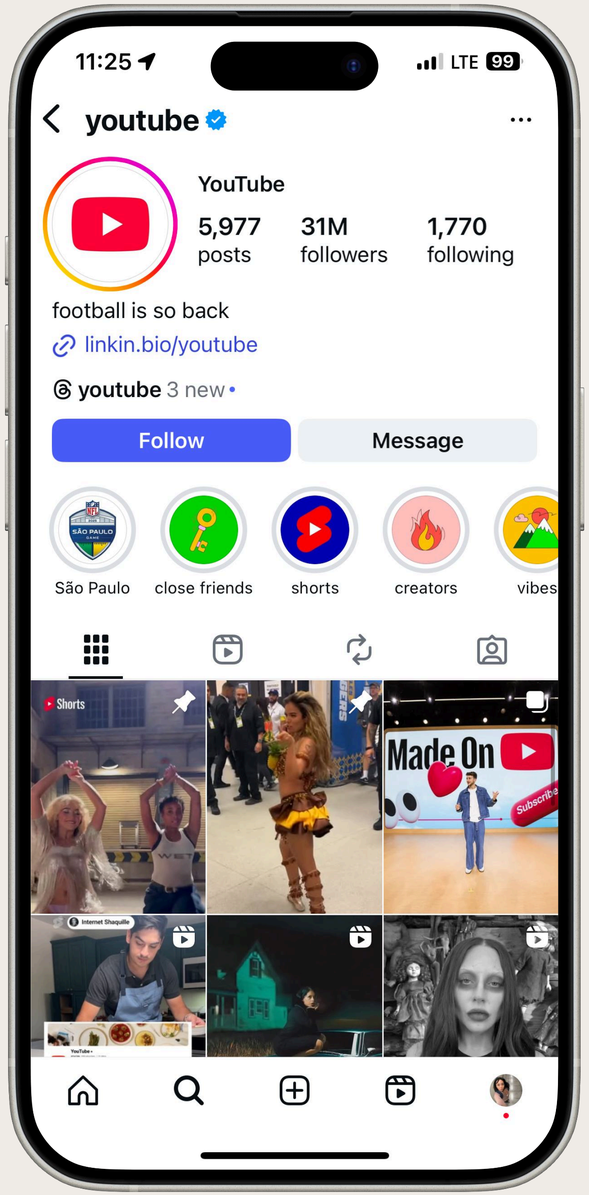
POSITION	PERSONALITY	VOICE	TONE
Connect Others	Imaginative	Playful	Engaging
Inspire Others	Honest	Sincere	Expressive
Anyone & Everyone	Encouraging	Optimistic	Approachable
Diverse	Authentic	Friendly	Comforting
Inclusive	Adventurous	Energetic	Upbeat

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BRAND IMPRESSION

Instagram

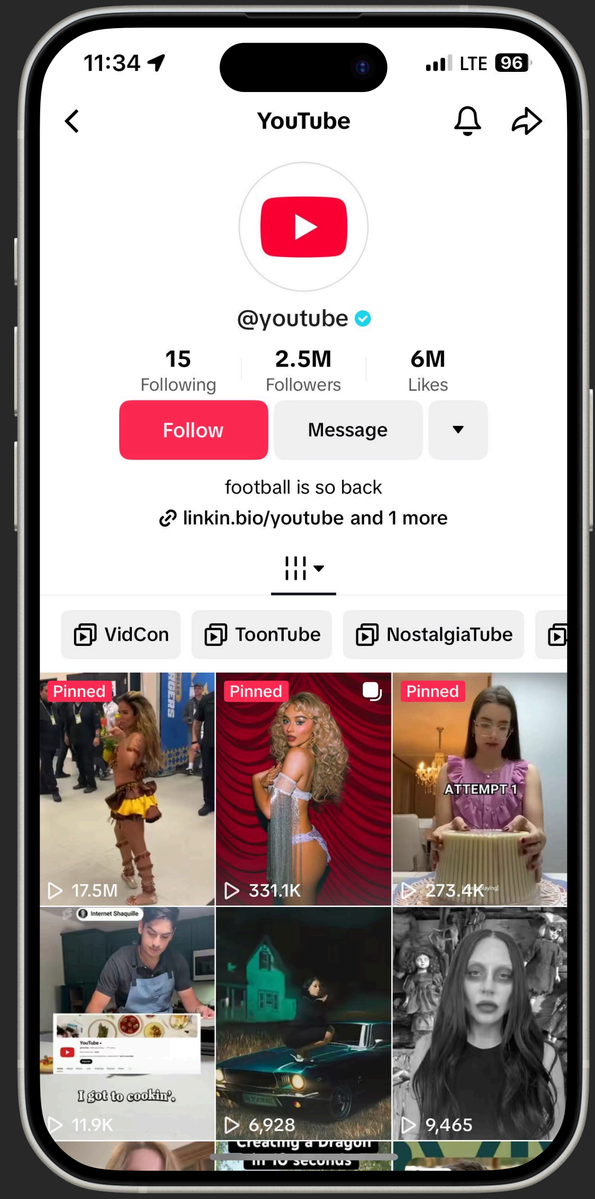
- High Reach but low engagement profile
- Around 30 million followers, but low interaction rates individual posts
- Content is more focused on advertising creators, trends, and platform updates
- Uses short clips and behind the scenes in reels to tease/promote rather than having the full content consumption there



BRAND IMPRESSION

TikTok

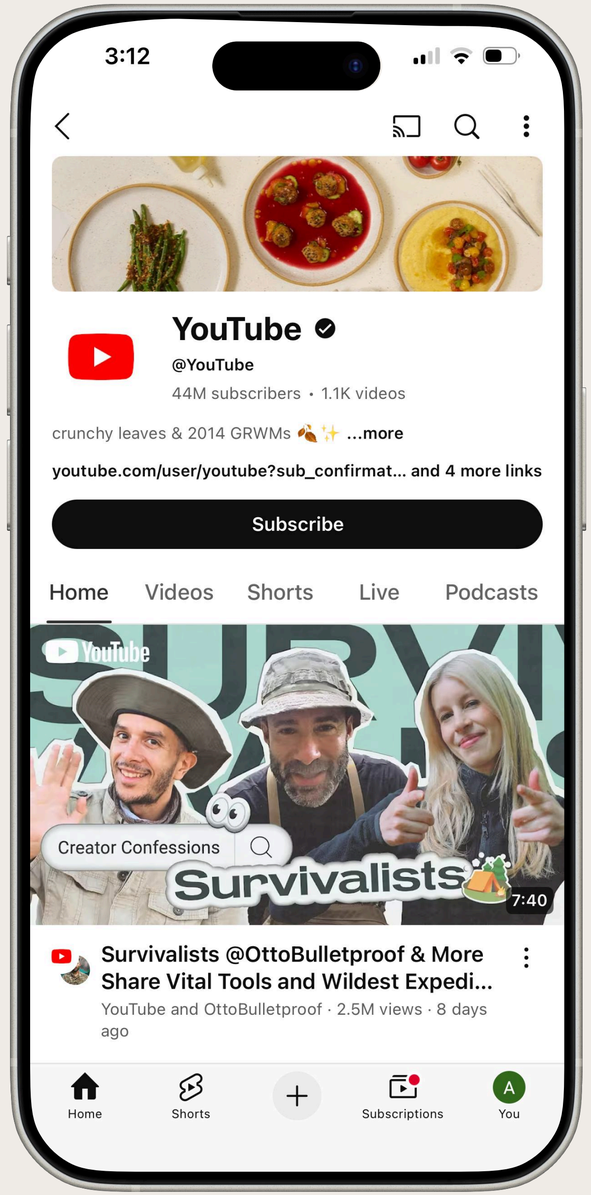
- More muted/quiet on TikTok compared to their Instagram presence.
- Low engagement on this platform can suggest Youtube is not using TikTok in a way that generates strong interaction.
- Looks more like an extension of the brand for visibility's sake rather than a platform.



BRAND IMPRESSION

YouTube

- Strongest platform: 2.7B+ monthly users, global reach.
- Hub for music and creators (videos, live streams, collaborations, etc.)
- Engagement is stronger than Instagram and TikTok, with active search, subscriptions, and comments
- Brand presence is less defined, as creators remain the main focus
- Opportunity to showcase YouTube as the ultimate hub for immersive live events



TARGET AUDIENCE

Behavioural Attributes

- **Social platforms**
- **Preferred content style**
  1. Long-form
  2. Short-form
  3. Music
- **Engagement Style**
  - Value-driven content
    - Learning (DIY/Tutorials)
    - Health/Wealth Advice
  - Personalization
    - Entertainment (vlogs/ gameplays)
- **Buying Behaviours**
  1. Research-driven
  2. Impulsive

Psychographic Attributes

- **Values & Beliefs**
  - Curious
  - Hardworking
  - Creative
  - Passionate
  - Family/friends
  - Adventureous
  - Community
  - Authenticity
  - Generosity
- **Interests & Passions**
  - Sustainability
  - Music
  - Self care
  - Art
  - Sports
  - Technology
- **Attitude Towards Brands**
  - Critical but receptive, often on a budget so value and affordability are highly important.

TARGET AUDIENCE

Demographic Attributes

Ages

- 16-28

Gender

- 54% male
- 46% female

Education

- Post secondary
- High school

Occupation

- Corporate or trades job

Geographic Attributes

The Sphere - Region (Las Vegas)

- Urban setting
- July - hottest month
- Spring & fall - tourist season
- Coachella - April
- EDC - May 15-17
- CES - January

Analysis

- Overall, YouTube has a **broad audience**. A music festival will be focusing on the **primary audience**:
  - **16-25 male & females in post-secondary school**
- There are **various events in Las Vegas** or the surrounding area that should be avoided.
- YouTube's audience loves **community, adventure, music & technology**.
- Focus on providing a **unique & affordable experience** that fosters **community**.

CUSTOMER PERSONA #1

Xavier Thomas, 27



Gender: Male

Location: New York

Persona Overview

Income: $72,250 (USD)

Occupation: Field Service Analyst

Relationship Status: Married

Personality Type: Observant, Humorous, Adaptable

Education: Bachelors Degree of Information Technology

Psychographic Attributes

Interests: Marvel Comics, DIfferent Coffee Roasts, Soul Music, and newest release of POP figures

Values: Family, Humility, Discipline, and Balance

Behaviours: Dislikes social media besides Linkedln. Occasionally streams youtube to watch video essays of the latest Marvel/DC comic Books.

Behavioural Attributes

Social Platforms: YouTube, Linkdeln, and Facebook

Preferred Content Style: Long Video Essays or Documentaries of a fandom or comic books.

Engagement Style: Likes and reads other peoples comments. Subscribes to very few creators.

Brand Affinity

Pain Points

- Youtube's algorithm keeps recommending spoiler-heavy content
- YouTube does not offer a way to connect with communities of similar interest

Goals

- Find spoiler-free content around fandoms
- Engage with meanigful content
- Explore the significance and expand on soul music

CUSTOMER PERSONA #2

Tara Hill, 22



Gender: Female

Location: Los Angeles

Persona Overview

Income: $27,500 (USD)

Occupation: College Student and Aspiring Influencer

Relationship Status: Single

Personality Type: Outgoing, Creative, Empathetic

Education: Bachelors Degree in Marketing and Communications in progress

Psychographic Attributes

Interests: Fashion, Pop Music, Digital Art, YouTube Creators, Concerts, Fun and Cool Experiences

Values: Authenticity, Creativity, Self-Expression, Inclusivity

Behaviours: Watches YouTube to discover new artists, creates authentic content on Instagram and TikTok, documents her experiences with her followers.

Behavioural Attributes

Social Platforms: YouTube, Instagram, TikTok, BeReal, LinkedIn

Preferred Content Style: Short form video, music videos, behind-the-scenes footage, fan engagement posts

Engagement Style: Likes, Shares, Very active in comment sections, reposts artists posts and campaigns

Brand Affinity

Pain Points

- High Ticket Prices
- Feeling disconnected from live experiences (limited crowd control)
- Repetative festival lineups
- Ride share surge prices after events

Goals

- Experience music in a new and immersive way
- Share unique moments online
- Connect with favourite YouTube artists

COMPETITOR ANALYSIS

Competitor: Coachella

Social Media Presence:

- Instagram: 7.6M followers — vibrant, photo-driven content.
- YouTube: Official channel with behind-the-scenes and live performance videos.
- TikTok: Focused on user-generated content and fashion trends.

Content Strategy:

- High-quality visuals, strong artist branding, and influencer collaborations.
- Emphasis on lifestyle and fashion as much as music.
- Countdown campaigns build anticipation months in advance.

Weaknesses / Gaps:

- Focuses heavily on elite audiences — lacks affordability and inclusivity.
- Oversaturated with influencer culture, missing authentic community appeal.

COMPETITOR ANALYSIS

Competitor: Rolling Loud

Social Media Presence:

- Instagram: 6.5M followers — heavy on hip-hop artist announcements and fan content.
- YouTube: Official recaps and full concert clips
- TikTok: Trends and artist shoutouts; viral dance and freestyle content.

Content Strategy:

- Focuses on youth culture, rap, and high-energy visuals.
- Uses influencer collabs and meme content to expand reach.
- Prioritizes short-form, shareable videos.

Weaknesses / Gaps:

- Repetative artist lineups.
- Lacks genre diversity and broader community engagement.

MOODBOARD

COLOUR PALETTE

#FA3434	#FFA7A6	#665C5C	#0B0B09
#3A3D37	#92B79D	#5B667F	#040261

TYPOGRAPHY

Roboto Regular

Roboto Bold

POPPINS REGULAR

POPPINS EXTRABOLD

DELA GOTHIC ONE REGULAR

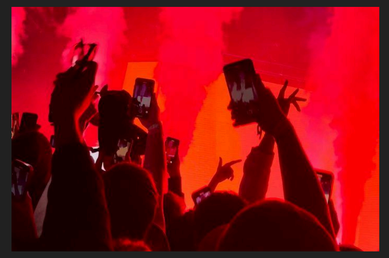
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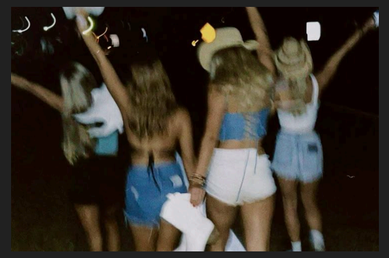








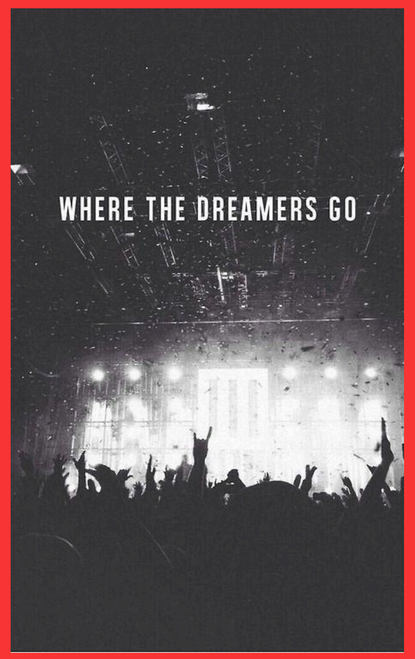




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SAMPLE DESIGNS







Pinterest Inspiration

Brand personality statement:

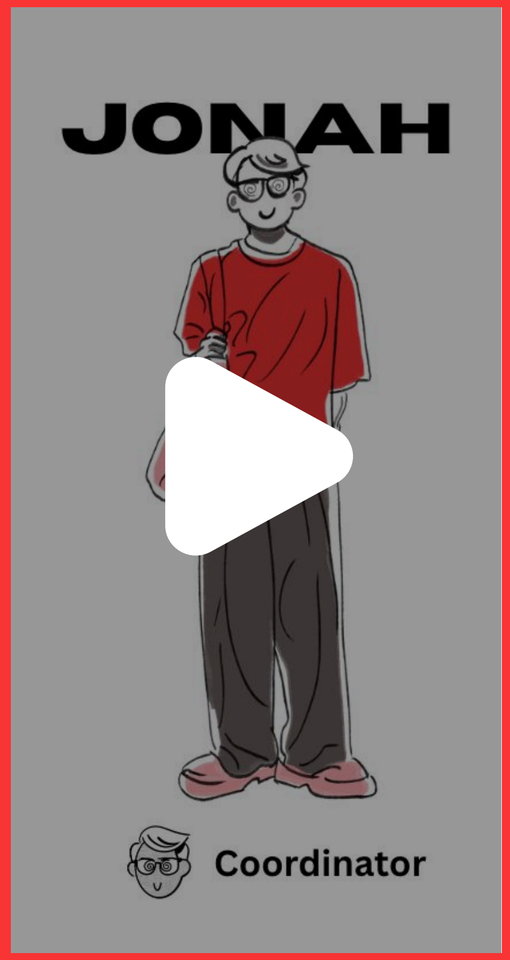
"Playful, ambitious, and culture-driven, our brand sparks curiosity and invites audiences to be part of something new, exciting, and visually unforgettable."

INSTAGRAM STORIES

uses upbeat music for engagement

brief introduction of the team and their names

roles and notion avatars displayed on the bottom

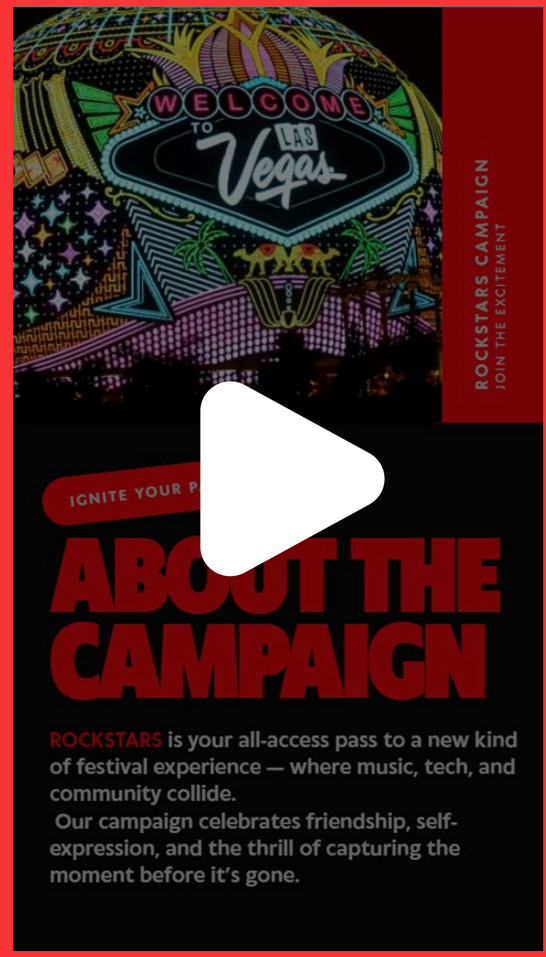


Meet the Team

Uses the Vegas sign to highlight location + theme

simple layout that's easy to read on mobile

brief message introducing the story topic

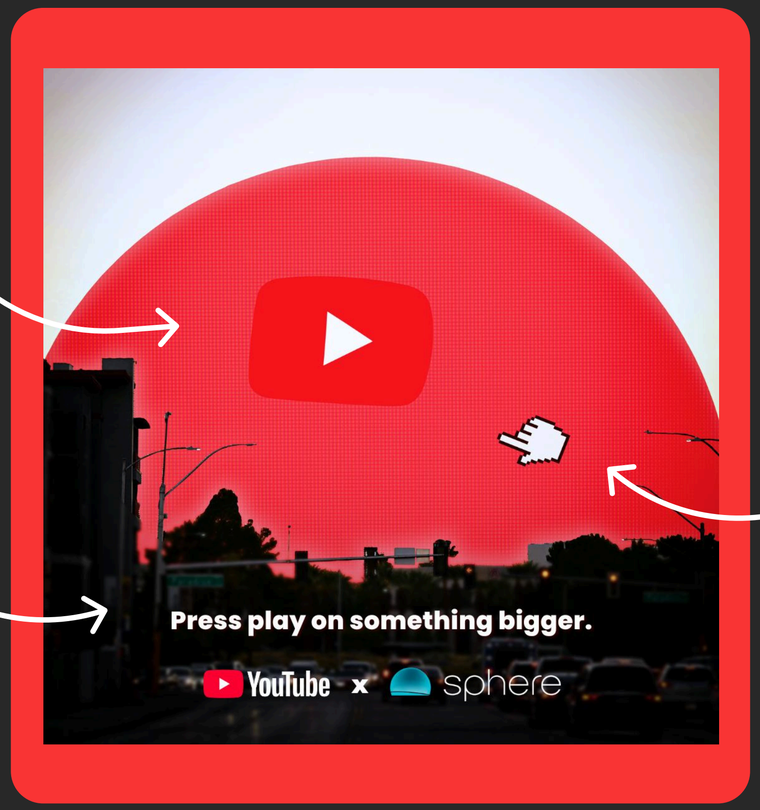


About Campaign - IG Story

INSTAGRAM POSTS

appeals to a wide audience; YouTube users

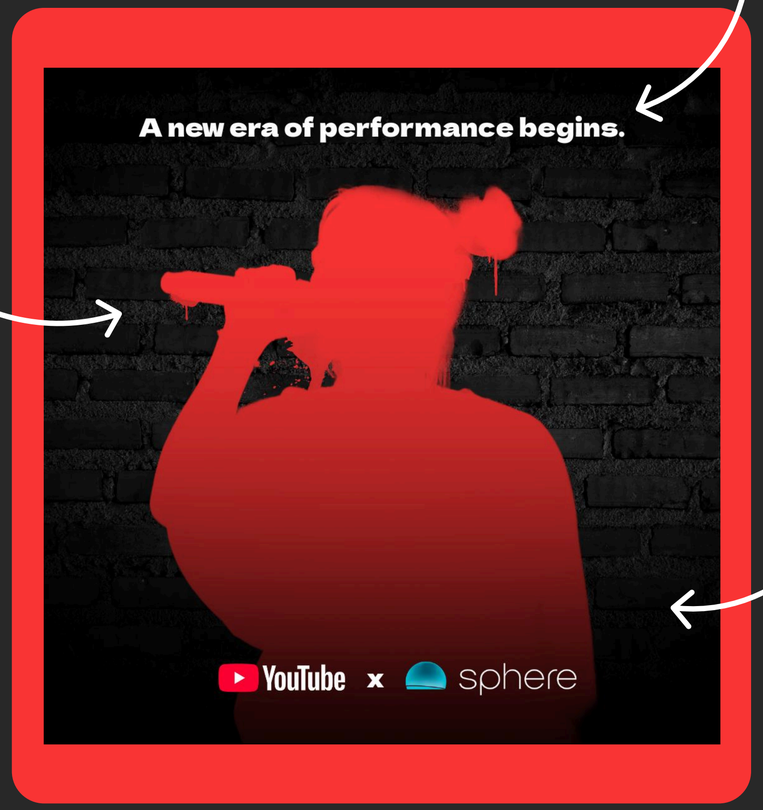
playful and curiosity driven



real world example builds hype

language creates excitement for something new

silhouette builds curiosity



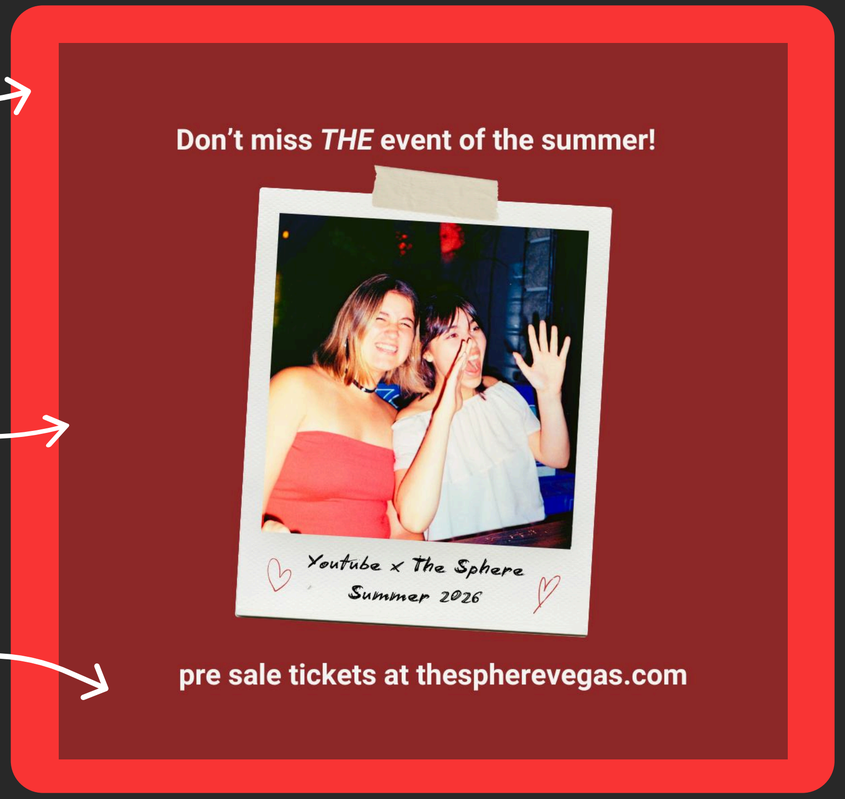
visual style appeals to younger audience

INSTAGRAM POSTS

playful & evocative

for the younger & female audience (ages 18-24)

appeals to values of making friends, memories, community



appeals to values of music, technology, finding inspiration

for the older & male audience (ages 25-32)

adventurous & uplifting

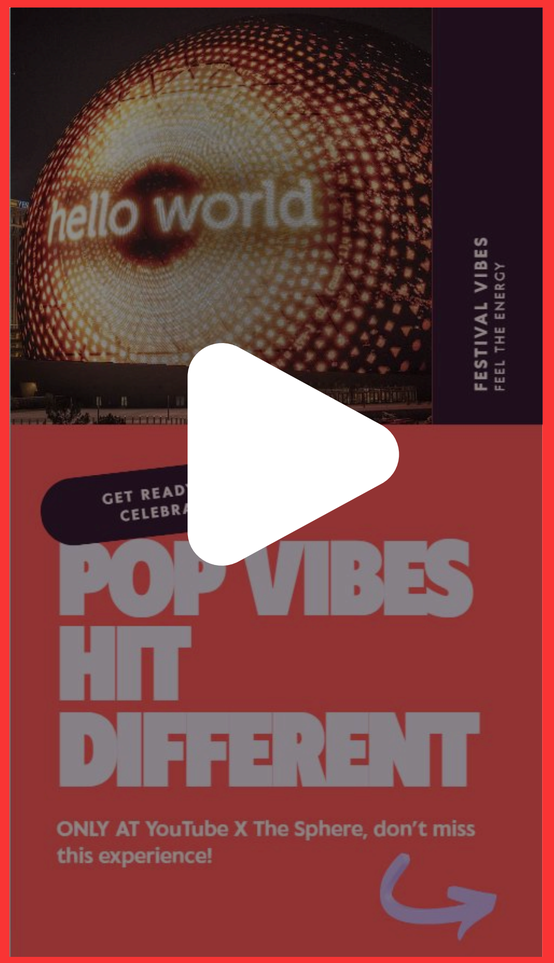


INSTAGRAM REELS

visuals focus on festival excitement + energy

bold text highlights the upbeat theme

uses bright pop colors to catch attention

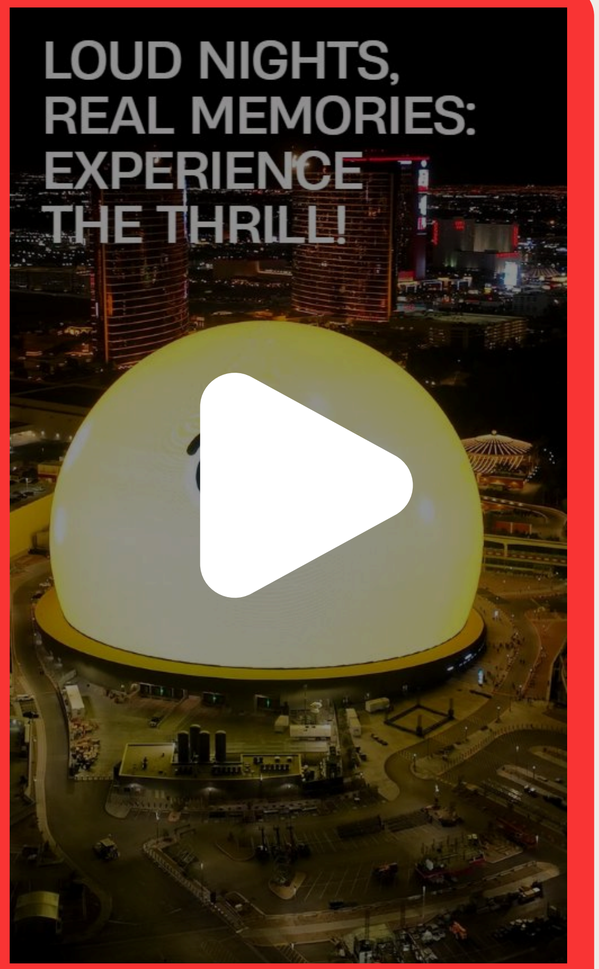


Pop Vibes Hit Different - Reel

strong headline placed at the top for impact

high-contrast visuals for a dramatic hook

captures the overall goal atmosphere of the event



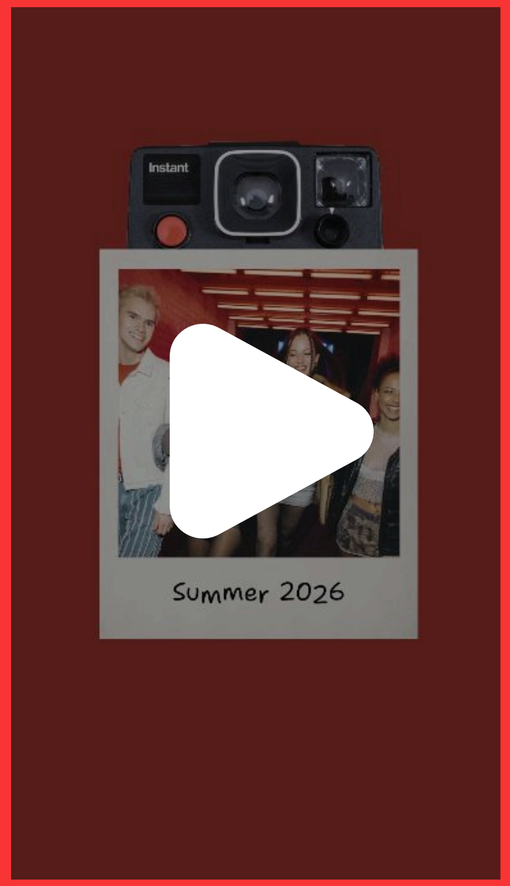
Loud Nights, Real Memories - Reel

INSTAGRAM REELS

features polaroid cameras to symbolize making memories with friends

for the younger female/male audience (ages 18-24)

captions urge viewers not to miss the “best night of their life”

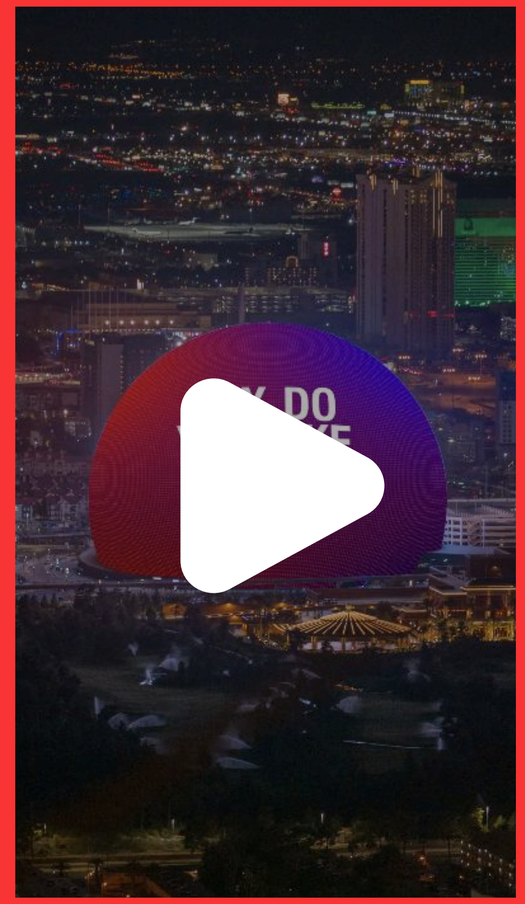


Animation Reel - Capture the Moment

real venue location builds excitement

geared for slightly older and male audience (ages 24-34)

bright colors, camera and text movement to capture audience attention



Sphere CTA - Reel

MOOD BOARD - VIDEO CONTENT

TYPOGRAPHY

Roboto Regular

Roboto Condensed

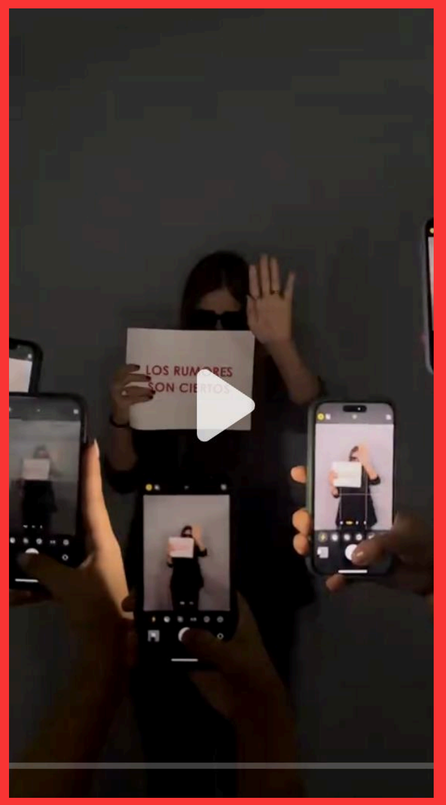
Roboto Bold

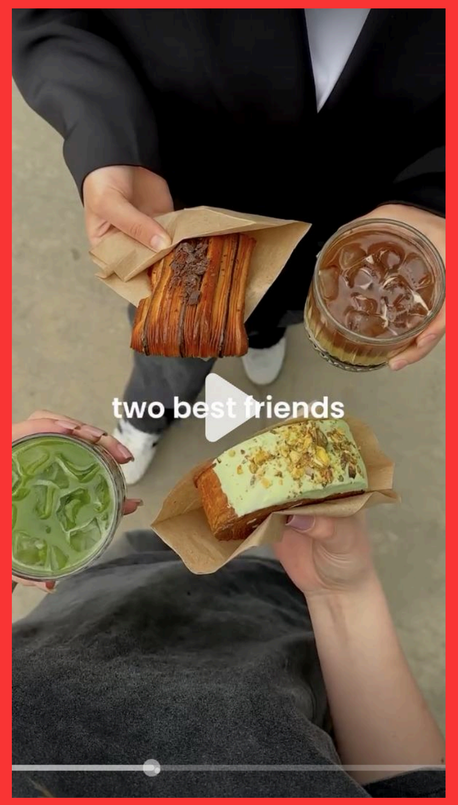
PERANDORY CONDENSED

BRAND STATEMENT

“Using the power of music we capture a sense of community, innovation and emotion in an unforgettable, ambitious and state-of-the-art experience.”

INSPIRATION







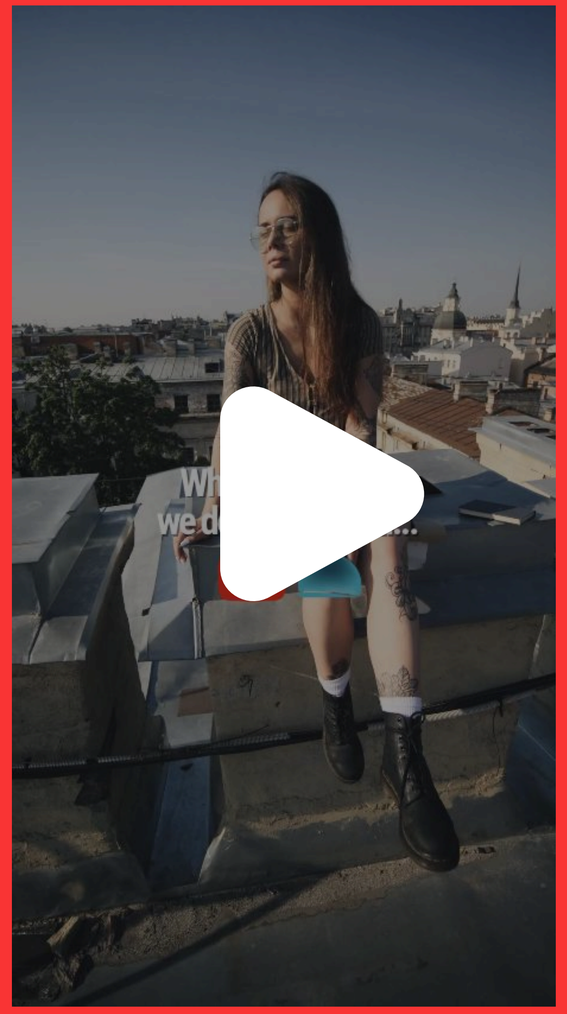
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CAMPAIGN CONTENT

We Know Ball - Reel

This reel plays into a well known Instagram/TikTok trend known as “I Know Ball”. This trend has sarcastic undertones while being commonly associated with the individual posting it hyping themselves or their hobby up by displaying their proficiency and sense of confidence. Using this overall context of the trend, we curated a reel using the trending format and music to generate hype around the upcoming music festival, letting potential leads know that we are confident in our ability to host an unforgettable event.

- Designed for male & female audience ages 18-26
- Generate hype around event
- Upbeat & energetic. Builds anticipation
- Captures attention quickly by utilizing a popular trend



We Know Ball

CAMPAIGN CONTENT

Music Unites Us - Reel

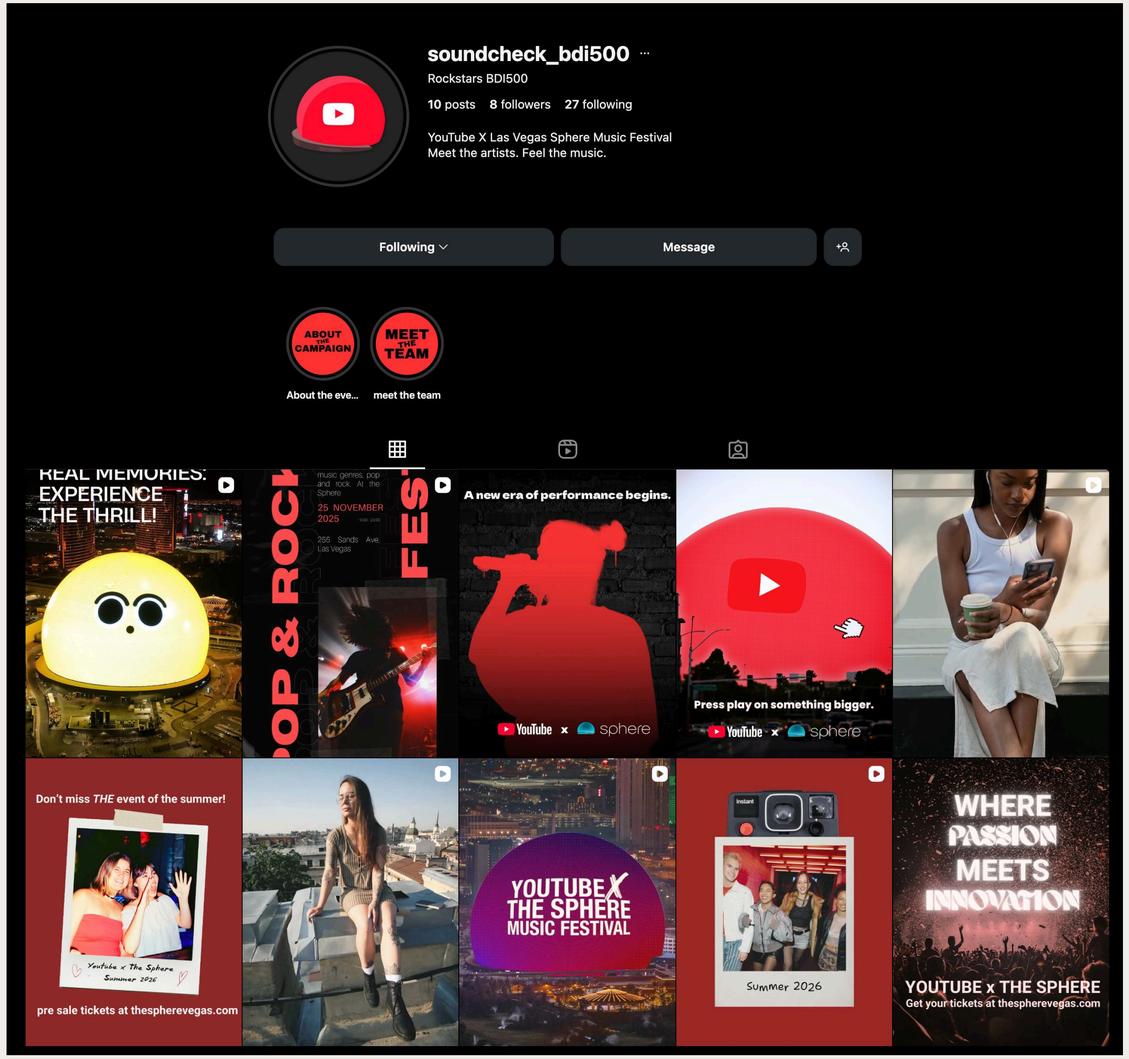
This reel was designed to have a more emotional sentiment, drawing the attention of individuals who are looking for more than just a concert, they are looking for a place to connect with others and find community. This reel centers in on the values of the music festival: community, music and unity. By showing different individuals in different areas of their life all enjoying their music begins to connect how this music festival will create memories, connections and lasting impact on those attending.

- Designed for male & female audience ages 23-32
- Resonates with the leads who value connection, emotion, music and unity.
- Encouraging & introspective
- Begins to build a sense of community for those attending the event



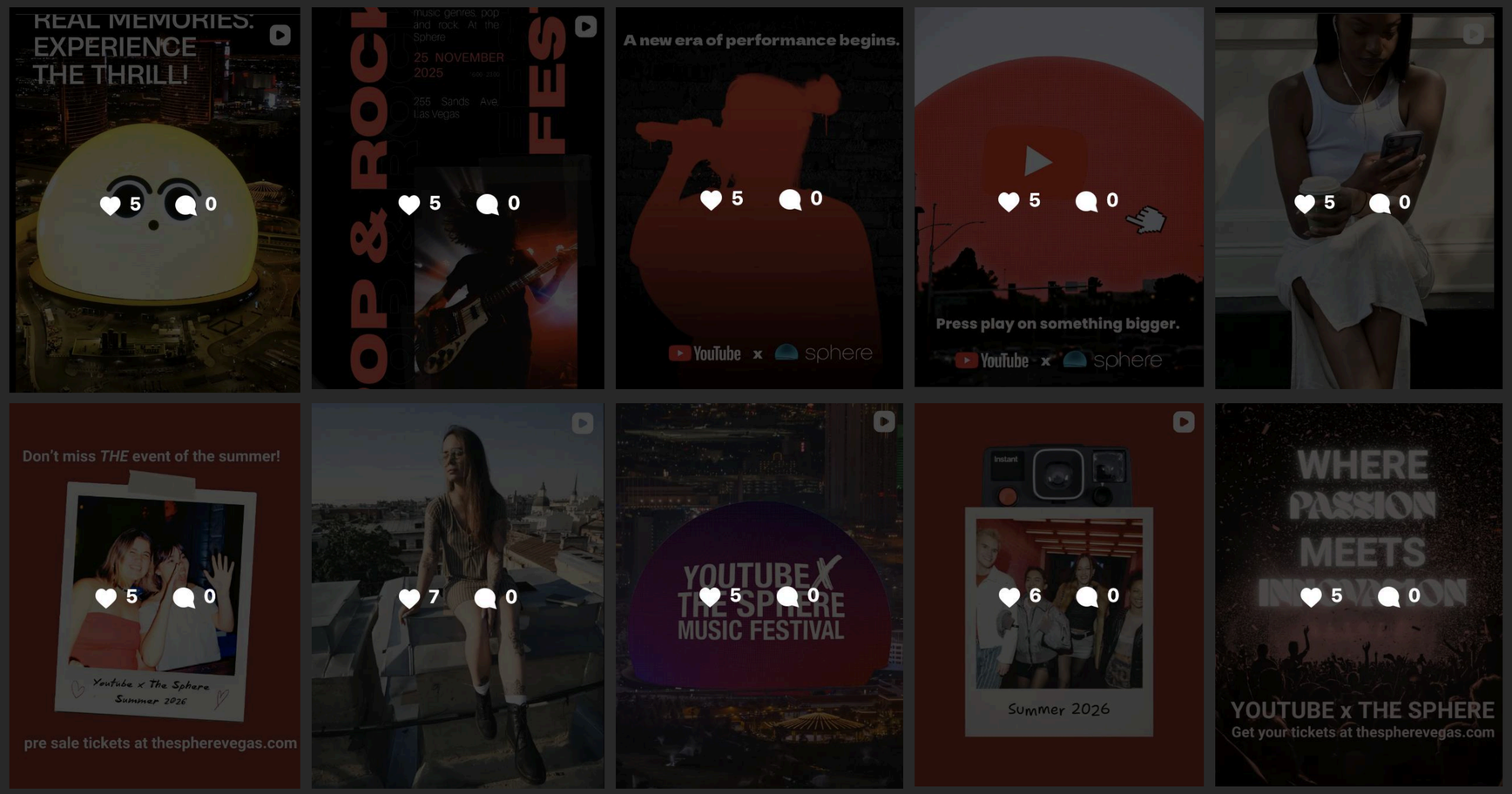
Music Unites Us

CAMPAIGN PROFILE



View our profile

OVERALL ENGAGEMENT



ENGAGEMENT PER POST

Video Content



Capture the moment live at YouTube x th...
November 29 · Duration 0:13

6	0	2	1	0

Overview

Views	139
Watch time	3m 24s
Interactions	9
Profile activity	0



Trust us, we know ball when it comes to...
November 29 · Duration 0:14

7	0	2	1	0

Overview

Views	145
Watch time	5m 7s
Interactions	10
Profile activity	0

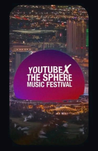


POP VIBES HIT DIFFERENT
December 1 · Duration 0:11

5	0	0	0	0

Overview

Views	16
Watch time	1m 9s
Interactions	5
Profile activity	0



YouTube x The Sphere music festival tick...
November 29 · Duration 0:17

5	0	2	1	0

Overview

Views	129
Watch time	3m 26s
Interactions	8
Profile activity	0

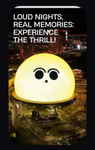


If there's one thing we love, it's communi...
November 29 · Duration 0:17

5	0	3	1	0

Overview

Views	151
Watch time	4m 39s
Interactions	9
Profile activity	0



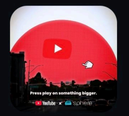
LOUD NIGHTS, REAL MEMORIES
December 1 · Duration 0:15

5	0	0	0	0

Overview

Views	68
Watch time	2m 55s
Interactions	5
Profile activity	0

Static Content



November 29 at 6:24 PM

5	0	0	0	0

Overview

Views	51
Interactions	5
Profile activity	2

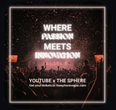


November 30 at 3:58 PM

5	0	0	1	0

Overview

Views	49
Interactions	6
Profile activity	5



November 29 at 11:22 AM

5	0	1	1	0

Overview

Views	67
Interactions	7
Profile activity	2



November 29 at 3:29 PM

5	0	1	1	0

Overview

Views	55
Interactions	7
Profile activity	0

ENGAGEMENT ANALYSIS

Getting engagement on our instagram campaign will help our campaign succeed in many ways. When people like, comment, and share our posts, it increases the chances that the algorithm will prioritize our content, which will get our campaign in front of more people. In addition, getting engagement also acts as social proof because people are more inclined to trust content that other people interact with. When people share the content, it expands its reach by allowing it to pass through different social circles. This makes people feel more invested, making them more likely to engage with the rest of the campaign, follow us, visit links, and most importantly; buy tickets.

REFLECTION

JONAH

One thing that I think we did really well was tailoring the content for the specific demographic and audience. By creating the branding and understanding how to appeal to the target audience before designing the content, we were able to be very intentional with the content creation aspect. Creating a solid foundation allowed us to be strategic in how we wanted to capture people's attention.

Something that I found challenging was finding a balance between YouTube's and the Sphere's brand identity. In some of the cases, I wasn't sure what would be more effective to prioritize, since the event is run by YouTube, but the Sphere plays a major role in the event experience. I also found that it was difficult to collaborate remotely, especially during the content creation parts. I learned that when the goal is to make unified visuals as a group, in-person meetings and collaborative sessions are ideal.

If I could start the campaign over, I think I would want to build a more cohesive theme in our posts. I feel that although our posts are engaging, there isn't a clear theme that links all of them together. From a collaboration aspect, I think making a Google Doc to clearly outline what everyone's roles and responsibilities are could've made the remote collaboration aspect easier.

ANNA

I felt the team was able to work together to create a strong brand identity. We were able to build strong brand and audience analysis as a team and identify the creative direction in which our campaign needed to go to be successful.

It is always challenging to work as a team when everyone has drastically different schedules outside of school. Because of this, collaboration on certain projects was hard to achieve. The lack of collaboration made it hard for everyone to have mutual understanding when it comes to brand visuals and identity. Since we were incorporating two brands in our campaign and we only analyzed one, our campaign identity did not always feel balanced and our content did not focus on technology and innovation as much as I would have wanted.

If I could start over, I would have liked for our group to meet in person and design the mood boards and brand appearance as a team instead of individually so that our designs could have ended up slightly more cohesive. I think we would have benefitted if we submitted our posts for peer feedback so we could better align our visions as well. I would have also liked to planned our posting schedule so the grid would look more cohesive.

REFLECTION

JORDYN

One thing that worked well while building the campaign was how easygoing everyone was and how smoothly we were able to reach agreements. That cooperation made the process more efficient and strengthened the overall project. I think our strongest piece of our project were the Instagram reels.

Personally, I found one of the most challenging parts of creating the campaign was dividing the work evenly among the group. Throughout the semester, there were moments when it was difficult to balance everything and coordinate how the content should look or what our overall vision should be. But we figured it out.

If I could start over, I would want to experiment and have more practice with creating content for social media.

RAYYAN

One thing our group did well was building a clear direction for the campaign. Once we identified the audience and understood both YouTube's and the Sphere's identities, it became easier to create content that felt intentional and engaging. Everyone contributed strong ideas, which kept the project moving creatively.

A challenge for me was balancing the two brands while keeping our visuals cohesive. At times, the Sphere's futuristic look and YouTube's creator-focused personality didn't fully align. Remote collaboration also made it harder to finalize visuals together and maintain consistency.

If I could start over, I would test our content earlier by creating quick mock-ups and getting feedback. Seeing what connected with people sooner would have helped guide our design choices and made the campaign feel more refined and audience-driven.

BIG THANKS

ROCKSTARS BDI 500

CITATIONS

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“Youtube Channel.” Youtube, https://www.youtube.com/@YouTube. Accessed 23 Sept. 2025.

“Youtube Profile .” *Instagram* , www.instagram.com/youtube/. Accessed 19 Sept. 2025.

“Youtube TikTok.” *TikTok*, www.tiktok.com/@youtube?lang=en. Accessed 19 Sept. 2025.

CITATIONS

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