

Goals and Objectives

- ★ **Implement creative tactics to encourage viewers to watch the VMAs**
- ★ **Create a more transparent reputation with voting**
- ★ **Increase awareness for city chosen to host VMA's**
- ★ **Improve brand values by implementing socially aware partnerships**
- ★ **Build a communication channel between buyer and seller and reduce risk**

Why Now???

- ★ People are becoming more socially aware; especially with social media
- ★ Various groups are being discriminated against
- ★ MTV is a huge platform to get message out
- ★ Bring more socially conscious people/viewers to the VMAS
- ★ Create your own platform to spread messages



Reaching the Younger Generations

Activists today are getting younger and younger...



Greta Thunberg (16) : Activist for Climate Change



Amariyanna Copany (12) : Activist for clean water in Flint

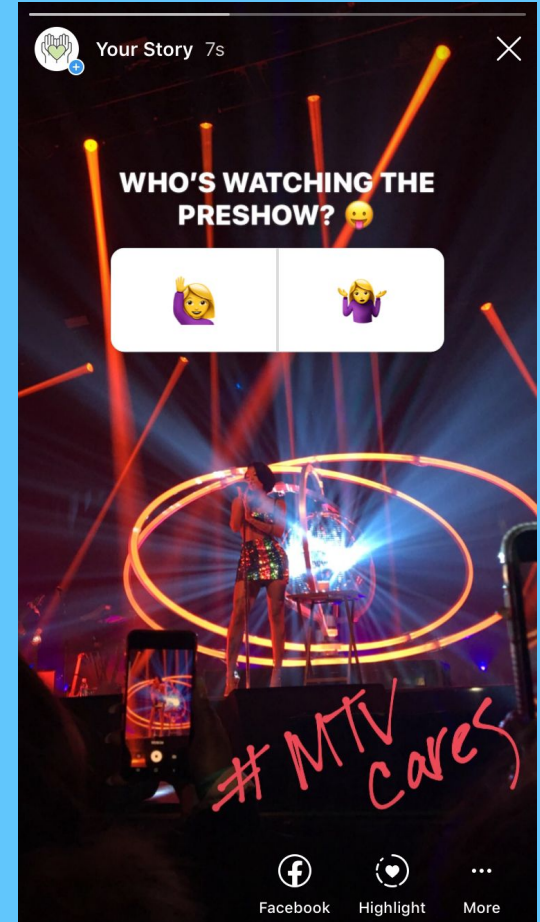
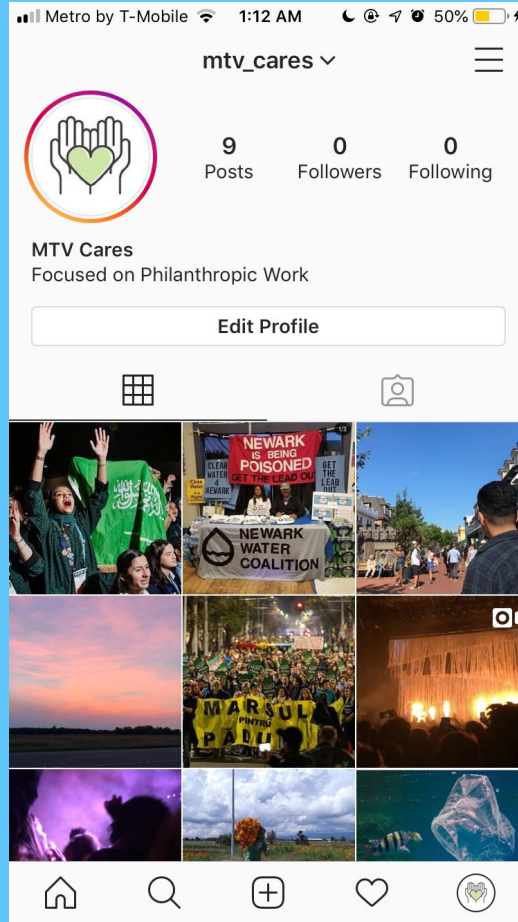
Social Media

- Interactive
- Aim for bell notification
- #MTVCares to promote brand
- Work with influencers and micro influencers to bring attention and work events
- Carefully craft posts based on which platform we're using
- Ex: Twitter, Facebook, SnapChat, or TikTok



Social Media Ext.

- **Livestream on Youtube and add boomerangs and clips on Instagram**
- **Leave easter eggs for rewards as incentives**
 - **Free merch**
- **Have radio hosts or Spotify raffle VIP tickets**
- **Repost current news in relation to brand values**



Fan Engagement

Objective: Enhance fan engagement to get fans excited about the VMA's to improve viewership.

- ★ **Have fans suggest who they want to see perform.**
- ★ **MTV will launch a new campaign that involves fans in the VMA pre-production process/production process.**
 - **Fans will be able to submit a video that suggests where the VMA's will be hosted.**
- ★ **Fans can submit their portfolios to be considered as a videographer/photographer for the event.**

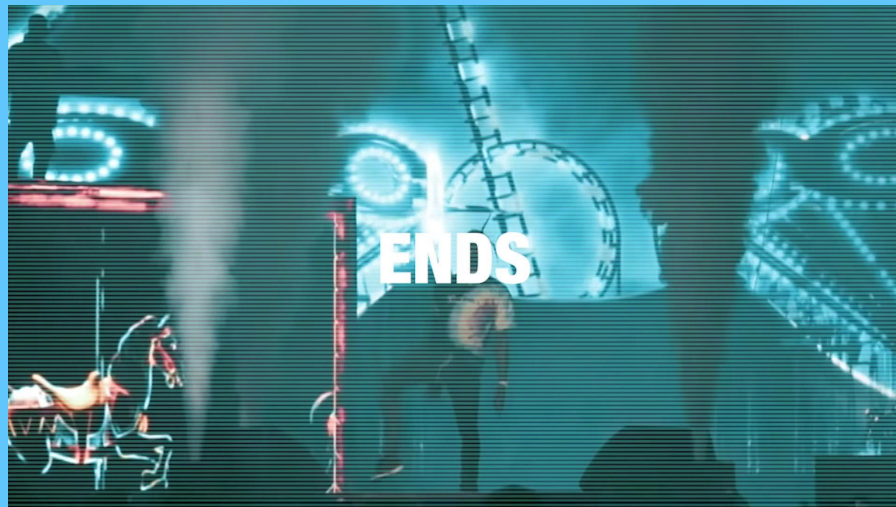
Fan Engagement Cont.

VMA MEDIA



Sign up to be considered for our In-House media team for VMA 2020!

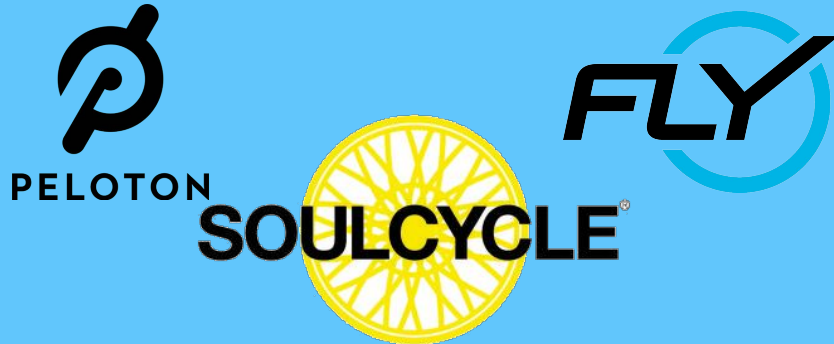
FILL OUT THE FORM BELOW/ATTACH PORTFOLIO



Partnerships

★ Current Brand Trends

- Exercise Bikes - *Peloton, FlyWheel, SoulCycle*
 - Nominees Playlist
 - Caters to pop culture fads.
 - Music exposure promotes voting.



Partnerships



★ Revamp Food Sponsors to Increase Advertising and Voters

- Healthier, Inclusive Companies - *Chipotle, Panera Bread,*
 - Companies who value ingredients.
 - Positive Connection to Brand - Can be used as giveaway prizes (gift cards, coupons, etc.)
- Potential Fast Food Options - *Wendy's, Subway*
- Advertising Through Snack Brands - *PopCorners, KIND Bars*
 - More exposure of Brand
 - Positive Connection to Brand - Better snack alternative.



Partnerships



★ Create Grants and Events with Music Education & Charity Companies

- Promote Up-and-coming artists
- Promote brand values
- Encourage younger demographics to participate

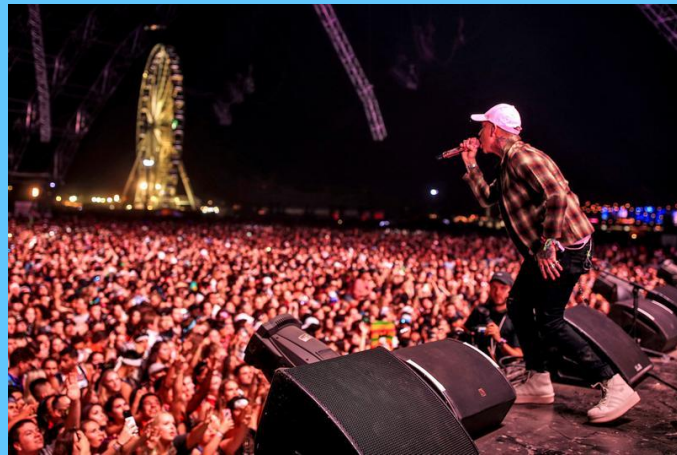
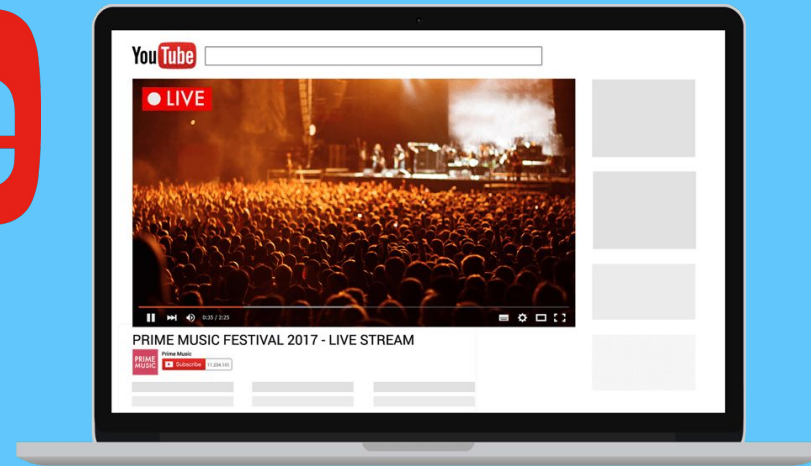


Partnerships



★ Increase Accessibility with YouTube Livestream

- Allows those with WiFi to watch
- Opens viewership to multiple regions and countries
- Similar feel to festival marketing



Partnerships



★ Creative Giveaways with Social Conscious Brands & Organizations

- Sponsorship with *JUST WATER*
 - Sustainable brand
 - Great example of giveaway catered to a specific issue
- Collaboration with *Newark Water Coalition*
 - Promotes Social-Conscious Brand Values
 - Helps local communities
 - Catered to specific venue and social issue



Event

Example: Newark's Water Crisis

- **Partnership: Just Water (Selling for Fundraiser)**
- **Venue: Riverside Park, Newark NJ**
- **Host: Jaden Smith + Surprise Guest**
- **Invited Guests: Media, Reporters, Community**
- **Marketing: Ads, IG stories, Mailers (Invites)**
 - Livestream event, provide # to donate up to VMAs
- **Activity: Lunch Bags, Care Packages, Back2School**
- **Contest:**
 - Purchase Scratch off Tickets to come to VMA's
 - Raffle Prizes - Backstage Pass, Shoutout by Celebs



Marketing

BEFORE THE SHOW:

- ★ Year-long social media buzz
- ★ Humorous ads on Hulu/Netflix/Youtube
- ★ Choose the City Campaign
- ★ “MTV Cares Volunteer Event”

DURING THE SHOW:

- ★ #Save_____ Tweets
- ★ Livestream
- ★ Fundraising updates throughout the show
- ★ Event Summary/ Contest Winners

AFTER THE SHOW:

- ★ Memes of Pop Culture moments (Taylor/Kanye + Miley/Robin Thicke)
- ★ Snapchat Show recaps

Recap

- ★ **Mix/equal focus on pop culture and social awareness**
- ★ **Politics IS Pop Culture**
- ★ **Rebranding of MTV to make up for past award show- SHOW WE CARE**
- ★ **Partner with celebrities that have the same values as MTV**
- ★ **Influence younger generation to make a difference-Fan engagement**
- ★ **Bring more viewers and engagement for the upcoming years**