

REX STAX - Campaign Strategy Brief

Who is Rex Stax?

Rex Stax is a DJ and producer working in Afro House, a genre built on rolling percussion, deep basslines, and hypnotic vocal loops. The sound sits in the same world as Keinemusik, Francis Mercier, Hugel, Nitefreak and Shimza: music that is less about lyrics and more about atmosphere, place, and feeling.

The current release takes one of the most instantly recognisable dance records of the last thirty years and rebuilds it as a warm, percussive, sunset-hour Afro House record.

Core values

- Feeling over explanation
 - Warmth, movement, escapism
 - Global club culture, not a single country
 - Taste-led, never try-hard
 - The music leads, the artist follows
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Target Audience

Primary Audience

Age: 18 to 34

Profile:

- Festival and club-goers (Ibiza, Mykonos, Tulum, Cape Town, Berlin, Lisbon, Amsterdam)
- Aesthetic and travel content creators
- Gym, run-club and wellness creators who use music as mood
- People who follow DJ sets and boiler-room style content
- Nostalgia-driven millennials who grew up with the original record

- Casual listeners who discover music through sound trends rather than artists

These are the people who use music to describe a moment in their own life.

Secondary Audience

- Bar, restaurant, beach club and hospitality accounts
- Fashion, car and lifestyle content creators
- DJs and producers looking for sets and edits
- Gen Z discovering 90s dance music for the first time

Emotional Scarcity & Psychological Drivers

The campaign should not sell "a new Afro House track." It should sell:

"You already know this feeling. You've just never heard it like this."

1. Recognition

The original is embedded in global memory. Within the first second, a huge share of the audience already knows the melody. That recognition buys attention a new record could never buy on its own.

Key message:

"You know this song. You don't know this version."

2. Escapism

The audience is scrolling from a desk, a train, a bed at 11pm. The content should offer somewhere else: warm air, water, low sun, no responsibilities.

Key message:

"Somewhere it's 7pm and warm."

3. Belonging & Scene Identity

Afro House functions as a taste signal. Using the sound says something about who you are. People share it partly to be seen sharing it.

Key message:

"If you know, you know."

4. Feeling over information

Afro House is not explained, it is felt. Captions should describe an emotion or a moment, never a genre lecture or a release announcement.

Key message:

"Some songs don't need lyrics."

5. Nostalgia Collision

The gap between 1993 and now is the creative engine of the entire campaign. That contrast of the original audio being a song people grew up with, but now given a new rhythm is the exact hook, the pull, and the shareable idea all at once.

Key message:

"1993 to 2026." / "A classic, remixed for this exact moment."

Creative Insight

The campaign should not be about promoting a DJ.

It should be about giving people a sound that makes their own content feel better.

The strongest positioning is not "listen to Rex Stax."

It is: "Here is the feeling you have been trying to caption."

Virality happens when a sound becomes a tool other people use to express themselves. The artist wins by momentarily stepping back and giving the entire spotlight to their song.

Content Production Plan

The campaign should focus on five short-form video formats designed to maximise awareness, reach, and organic sound adoption. Each format approaches the track from a different angle, combining atmosphere, surprise, humour, and energy to reach a wider audience. Every format is matched to a working reference from the Afro House pages already performing.

1. Vibe / Aesthetic Content

Goal: Establish the sound as an emotional shortcut. This is the volume driver and the format most likely to be copied by other creators.

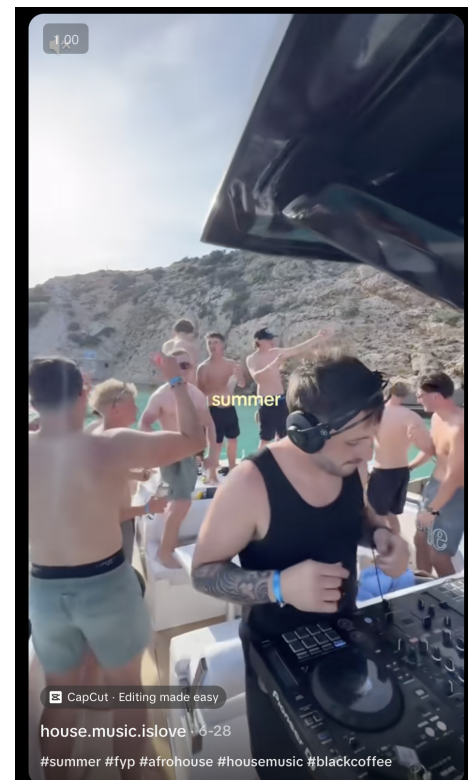
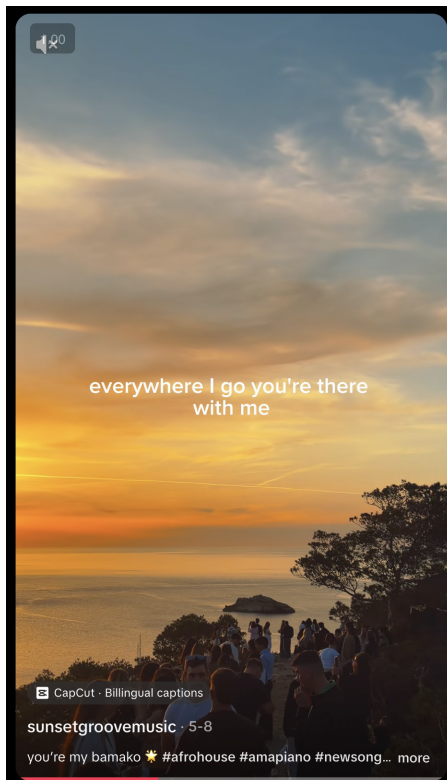
Content approach:

- Slow, cinematic footage: sunsets, coastline, water, palms, drone pushes, silhouettes
- One line of text held on screen, no explanation
- Cut on the beat but keep the movement slow, the contrast is the point
- Warm grade: amber highlights, deep teal shadows, light grain and halation
- Human presence in almost every frame, whether a silhouette, a hand, hair moving, or a shadow. Empty scenery reads as a screensaver
- Where the hook line appears on screen, time it to land exactly with the vocal

Creative angles:

- "Some songs don't need lyrics"
- "Afro house at 7pm somewhere warm"
- "This is what summer sounds like"
- "Afro house for love"
- "The moment before everyone starts dancing"
- Single-word cards held over motion: "summer" / "sunset" / "ibiza"

Inspiration:



Examples:

- <https://www.tiktok.com/@sunsetgroovemusic/video/7637580393461353750>
- <https://www.tiktok.com/@house.music.islove/video/7656511119456095510>

What to take from these:

- Beach footage with the hook line on screen: the text does the emotional work, the image does the escapism
- Radical simplicity. One word ("summer") over summer footage. Nothing to read, everything to feel

What we improve:

- Add a human subject, move the text to the upper third, slow the camera
 - Shoot our own footage and tighten the loop so it repeats invisibly
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2. Love / Emotional Content

Goal: Turn listens into sends. This is the shares engine of the campaign, and the only format that works all year rather than for one summer.

A party track gets saved to someone's own drafts. A love track gets sent to a specific person. That difference matters more than it sounds, because shares push distribution harder than likes or saves, and a send carries the sound into a private conversation where no advertising can reach.

The creative spine:

"What Is Love" has stayed in the culture for over 30 years because the question at its center is sincere, and everyone's asked some version of it. The remix doesn't need to reintroduce the song so much as let people feel that question again, this time carried by an Afro House rhythm. The emotional hook is recognition: this is a question people already know, hitting differently in a new body.

Content approach:

- Couples footage, but not stock-romantic. Hands, the back of someone's head, walking away, someone waiting, the drive home
- Distance and longing outperform togetherness. The people sending this are usually sending it to someone who is not with them
- Late-night and early-morning light, slow-motion or golden-hour visuals building into the emotional lift of the chorus
- Slow the cut rate below the vibe format and let shots breathe
- Put the reframe on screen as a text card before the drop
- Use original or licensed footage for anything running as paid media

Creative angles:

- "It was a real question the whole time"
- Voice-note / text format: someone asks the real question, the reply is the drop
- "Some questions don't go out of style"
- "Afro house for love"

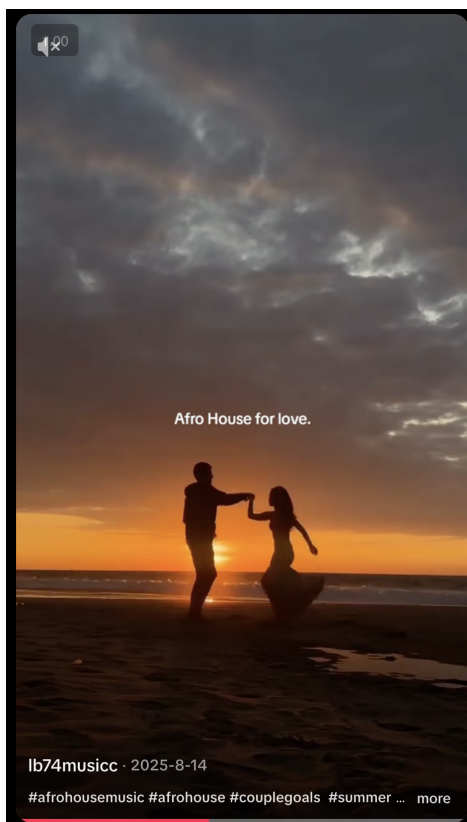
- "The song you play when you can't say it"
- "For the person you're thinking about right now"
- "1993 asked. 2026 is still asking."

The send mechanic:

Build at least one video per week around an explicit instruction to send the video to someone. Captions that ask for a send convert passive viewers into sharers, and shares are the strongest single predictor of a sound breaking out.

- "Send this to the person you're still thinking about"
- "Send this to them. Don't explain it."
- "Someone needs to hear this from you"
- "Tag them, say nothing"

Inspiration:



Examples:

- <https://www.tiktok.com/@lb74musiccc/video/7538389629771189526>

What to take from these:

- The romantic edit proves the sound carries emotional content, not only party content. The text card does the framing and the footage does the feeling

What we improve:

- Replace film clips with original or licensed footage
- Swap the generic love framing for the reframe above, which nobody else can use

3. Slideshow Content

Goal: Reach audiences who'd normally scroll past anything DJ- or music-first, using aesthetic, value-driven slideshows as the entry point. The song plays underneath as trending audio - it's not what the post is "about," it's what makes the post feel current. This is the format most likely to get saved and shared off-platform.

The strongest performers here don't look like music promo at all. They read like a themed list or a mood board someone put together for their audience: 5+ clean images that flip past quickly, each one earning its spot, building toward something the viewer actually wants out of it - a set of ideas, a checklist, a feeling. Rex Stax's track just happens to be the sound carrying it.

Content approach:

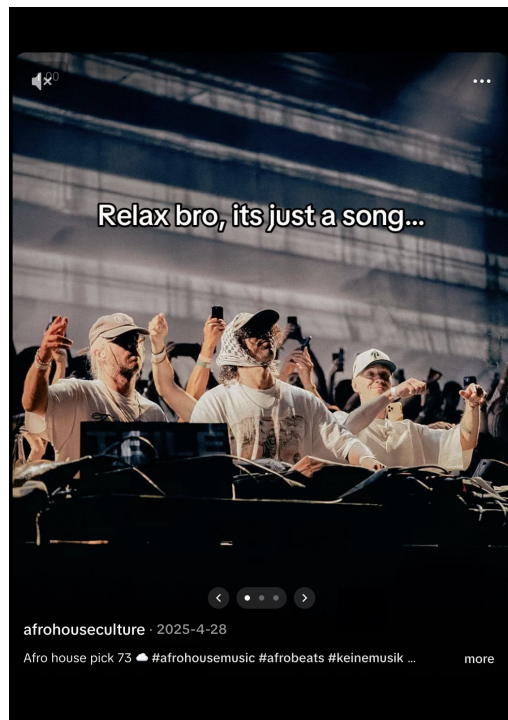
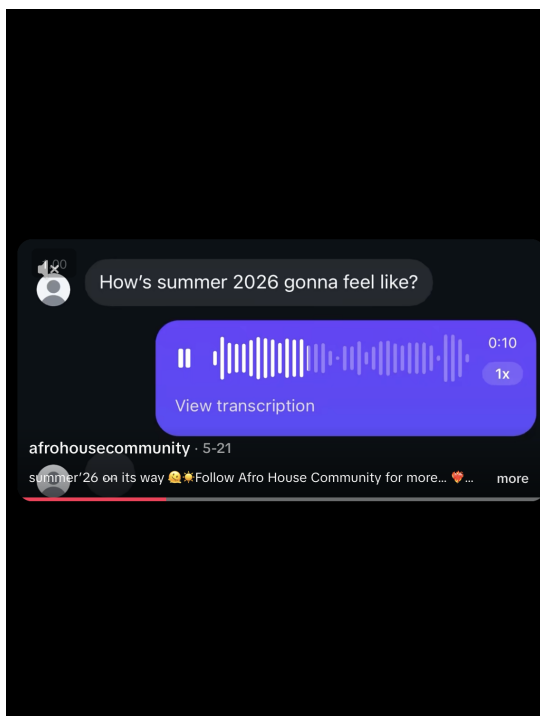
- **List/value format:** 5+ images delivering genuinely useful ideas on a topic the target audience already cares about (festival prep, going-out routines, summer bucket lists, aesthetic outfit inspo) - the value comes first, the song is ambient
- **Mood/aesthetic format:** a scroll of visually cohesive images (sunset, dancefloor, festival crowd, drinks, outfits) that doesn't explain itself - it just captures a vibe, with the track as the soundtrack underneath

Creative angles:

- "5 things every festival bag needs this summer"

- "The pregame checklist for a night you don't remember"
- "Signs you were raised on house music"
- "How to dress for an Afro House set"
- "Playlist add: the song about to be everywhere this summer"
- "Things that just hit different at a beach club at sunset"
- "POV: the 10 minutes before the set starts"

Inspiration:



Examples:

- <https://www.tiktok.com/@afrohousecommunity/video/7642404797236382996>
- <https://www.tiktok.com/@afrohouseculture/photo/7498344705399278870>

What to take from these:

- The text message asking how summer will feel, answered with a voice note of the song. It frames the track as the answer to a question, and the fake voice note makes people actually listen instead of scrolling
- The photo slideshow easy to make and walks the viewer straight to the platform

What we improve:

- Write our own question so that the answer sets up the nostalgia angle
- End on the Rex Stax Spotify page rather than a generic playlist

Why photo slideshows matter: TikTok's photo mode is served to a different slice of the algorithm than video, costs almost nothing to produce, and holds the viewer on each frame for as long as they choose to look. It is the cheapest reach in the campaign and should run continuously.

4. Club & Festival Energy Content

Goal: Build credibility, give the sound a human face, and sell the destination fantasy of Ibiza, Mykonos, Tulum and Cape Town. This is where Rex Stax stops being an anonymous sound and becomes an artist worth following.

Content approach:

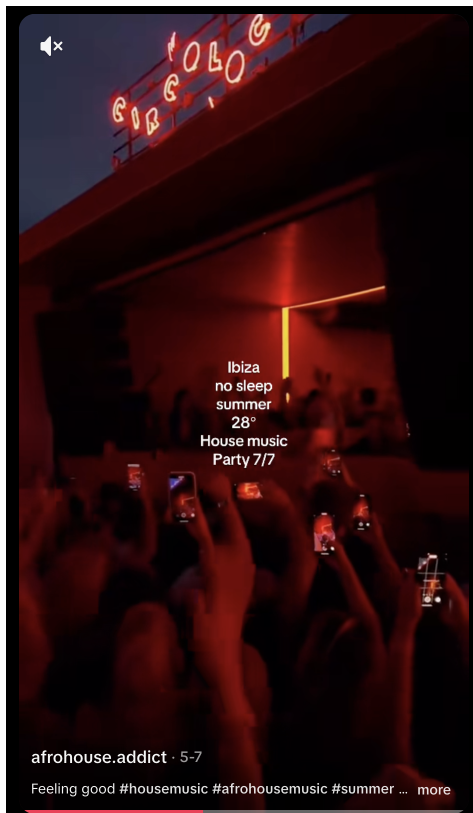
- Booth POV during the drop, hands on the mixer, crowd reaction shots
- Golden-hour rooftop, beach or terrace sets. Location does more work than gear
- Rapid word-stack text over party footage: short lines, one per cut, building rhythm
- Studio moments: the loop being built, the vocal processed, the percussion layered in
- Crowd audio bleeding into the clean mix for authenticity

Creative angles:

- Word stacks: "ibiza / no sleep / summer 26 / house music / party 7/7"
- "The moment the crowd realised what song this was"
- "Watch what happens at 0:18"
- "How I turned a 90s record into an Afro House track"

- "Sunset set, one take"

Inspiration:



Examples:

- <https://www.tiktok.com/@afrohouse.addict/video/7637175321132911894>

What to take from these:

- Party footage with stacked one-word text cards. Each line lands on a beat, so the text becomes percussion. It sells a lifestyle in nine seconds without a single full sentence

What we improve:

- Cut the text to the drop rather than a generic beat, and end on the artwork so the viewer knows what they just heard
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Recommended Creative Mix

For paid social campaigns:

- **35% Vibe / Aesthetic Content**

Carries the feeling and is the easiest format for other creators to replicate

- **25% Love / Emotional Content**

The shares engine, and the only format that works all year rather than for one summer

- **25% Club & Festival Energy Content**

Maximises reach and off-platform spread at the lowest production cost

- **15% Club & Festival Energy Content**

Builds credibility and converts anonymous sound discovery into artist recall

This mix allows the campaign to reach different audience segments while maintaining a balance between mood, surprise, humour, and credibility.