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Taylor Swift's Campaign Plan

Research

Taylor Swift has been a singing icon for many over the years and continues to be one for many young women. She is doing an Eras Tour starting in March of 2023 and this tour will include new and old music and fans have gone crazy trying to get tickets to this tour. This is an iconic move done by Taylor Swift. But let's go back to where it all started for Ms. Swift. Taylor Swift started her career at the age of 14 working with a band in Nashville, but she shortly left that band to go out on her own (Swift Museum, 2021). She felt like she was losing time because she wanted to create an album capturing her younger years (Swift Museum, 2021). In 2005, Swift was playing at a local coffee shop and captured the attention of record producer Scott Borchetta, who was starting a new record label named “Big Machine records” and Swift was one of his first signings (Swift Museum, 2021). Swift's father ended up purchasing a 3% share of the company along with his daughter signing to it (Swift Museum, 2021). Swift started vigorously working on her first album and released her first single “Tim McGraw” in 2006 (Swift Museum, 2021). After many successful album releases Taylor Swift has become one of the most successful country and pop recording artists in history and has won many awards to justify that.

Swift has 10 albums out to date and they all are very different and have so much meaning to her and her fans. Her fans refer to themselves as “Swifties” (popbuzz, 2022) and are hard core fans for Taylor Swift. Swift was named “Women of the Year” at the 2014 VMAs after the release of her “1989” album (Swift Museum, 2021). Currently Swift released an album called “Midnights' ' that was released on October 21st of 2022 and fans went crazy over this new release (Balasaygun, 2022). This album took all 10 spots on Billboard's Hot 100 and they said that this 10th album is her biggest success yet (Balasaygun, 2022). Also, 5 years ago this article stated that her album “Reputation” achieved the biggest ever sales week by selling 1.216 million copies of her album (Balasaygun, 2022). Although other albums were successful as well, her success has just grown throughout the years of creating new music and becoming closer with her fans and being a big advocate for many other communities (Balasaygun, 2022).

As stated before, Taylor Swift has been a huge advocate for many communities, especially the LGBTQ+ community over the past years. Her song "You Need to Calm Down" came out in 2019 on her album, "Lover." She created a lot of music on that album that sent messages to the world. "You Need to Calm Down" was written to send a message about gay rights and the rights of the LGBTQ+ community and also, the sexism women face in our society. Not only did she write music to advocate for these communities. In 2020, Swift received the Icon award at the 2020 Attitudes Awards (Rice, 2020). In her speech, she promised to continue to push the government in passing bills to protect the rights of the LGBTQ+ communities (Rice, 2020). Overall, Swift not only is an Icon in her amazing music she makes but in society helping others keep their rights and fights for other rights.

As we know, social media is not the best place for teens to be with all the hate and stereotypes many feel they need to live up to presented on social media. There is research that

shows that social media and mental illness correlate in many teens when there is too much social media or screen time consumption done by these teens. We see teens internalizing sexualization from being on social media and there has been a recent rise in media sexualization within the last few decades and this is shown to affect the mental health of teens (Moncrief, 2022). The media consumption of teens and how it is affecting them is very important to take into consideration because it is only getting worse generation to generation (Moncrief, 2022). The reason this is brought up is because this needs to be brought into consideration when planning the campaign for Taylor Swift's new Eras tour and campaigning this a different way for teens to really enjoy. Most campaigns are done in the media, but this needs to be changed to help save the mental health of teens. It was said that screen time rose 50% during the pandemic and now that the pandemic and restrictions have stopped (Orlando, 2022), we need to bring back more personal campaigning that all will love.

Taylor Swift has been loved by the public for years and years and she has had no issue with her fans or being there for communities that need it the most. Campaigning for her should have no setbacks and bringing in new ideas should help create more noise for her New Eras Tour coming in 2023. My research is telling me to create a campaign where social media does not need to come into play as much, due to the increase of mental health issues in teens, which is Swift's primary fan base.

Planning

Goal: To campaign for Taylor Swift's New Eras Tour, without the major use of social media and creating more in person campaigning.

Objective #1

To create in person meet and greets to increase the fan base and ticket sales to the Eras tour in 2023 by at least 10%.

Strategy #1

Post flyers everywhere that Swift will start meet and greets in January promoting her new Eras Tour.

Tactic

Have Taylor Swift make a statement, herself, on TVor TikTok stating that she will be doing 10 Meet and Greet before the start of her Eras Tour in the U.S. Cities only.

1. Have a billboard created emphasizing the meet and greets for the Eras Tour
    a. Using billboard companies to create eye-catching billboards that will catch fans and the eye of all people.
2. Have Taylor herself, make videos emphasizing the meet and greets as well
    a. Using either youtube or other media that is less draining for fans to access and be on to watch her video.
    b. Vlogs at meet and greets and post them to her personal youtube account.
3. Have tickets available at the meet and greets if they purchase a ticket for the meet and greet.
    a. The meet and greet will be first come first serve as well as the tickets for the tour. We will have 200 tickets for different cities for purchase at the meet and greets for fans to get, again first come first serve for these tickets. Give away 10 free tickets.
    b. Create a whole new website for ticket sales and meet and greet sales.

Objective #2

Increase the number of tickets bought by using less social media and using other tactics.

Strategy #2

Create Billboards advertising the album and how tickets are still for sale.

Tactics

1. Create billboards all across the major cities she will be touring to!
    a. We will use the best billboard companies to help us achieve this.
2. Create flyers across the major cities with the website they can buy the tickets on
    a. Use editing platforms to help us create eye-catching flyers!
3. Table for this even with her staff there explaining what the tour means for fans and Swift herself!
    a. Advertise the tabling using the media a bit for this and going into major city buildings for tabling purposes.

Implementation

The overall goal of these objectives is to create noise and media without using social media for Taylor Swift's New Eras Tour happening in spring of 2023. Although not using much social media is not easy as it is used by most teens, it will be different and exciting for all to hear they will get the chance to meet and buy tickets to the tour, in person from Taylor's team, as there were issues with buying tickets from ticketmaster and having her own website for ticket sales and meet and greet ticket sales will help greatly. Also, free tickets given away at each city will have a great buzz as well! By creating meet and greets and flyers and billboards, this will help increase her fan base and attention for her new Tour for people not on social media and help

decrease social media usage for teens. Creating a larger fan base and selling more tickets to her new tour is a goal for all artists as this is what they are there to do, and by implementing these new tactics for Swifts Era's Tour will help expand her fan base and be able to sell more tickets to fans, especially if they were unable to get them from the beginning of sales.

For Taylor Swift's new campaign to promote her New Eras Tour, the main message we want to send to the world is that Taylor loves her fans and she always wants to do more for them. She wants everyone to have the chance to see her shows and meet her because her fans mean the most to her and by having meet and greets with tickets available gives her that chance. And again, an artist's goal always is to reach as many people as possible and by using billboards and flyers, Swift will do just that.

Evaluation

To evaluate the campaign we go back to what our objectives were and how we wanna expand the attention to Swifts Eras tour. We want to create 10 meet and greets in 10 cities she will attend, and it will be her choice for fans to meet her and even get the chance to buy tickets to the tour if they were not able to at first. Then, we want to expand her fan base by having billboards all around the cities she will tour to and flyers around as well with the link to where they could get tickets for the meet and greets or even to buy tickets if still available on her newly created website that fans will love.

Timetable

Week	**Plans**
Week 1- 12/25-12/31	**12/25- Swift will post her announcement of meet and greets. Tickets will go on sale to start meet and greets 1/1.** **12/26- Billboards will be put up in all major cities she is touring.**

	12/27- Flyers will be posted around all major cities with links to buy meet and greet tickets starting 1/1 and tickets to shows. **12/28- we will call venues to table at for ticket sales in all major cities** **12/29- we will call venues for meet and greets and have them set for all 3 weeks of meet and greets.** **12/30- get tickets sales for meet and greets ready on her new website.** **12/31- send out reminders to fans on the media about ticket sales for meet and greet starting tomorrow 1/1**
Week 1/1-1/6	**1/1- Launch a website for ticket sales and meet and greet ticket sales.** **1/2 - state on her website that meet and greets will start 1/8.** **1/3 - prepare for meet and greets and tabling by checking in with venues** **1/4- begin tabling for ticket sales in every city.** **1/5- fly Taylor and team to first meet and greet to check out the venue** **1/6 - rest day for all teams but continuing to launch billboards and tables for the tour and meet and greets.**
Week 1/8-1/13	**1/8 - Meet in greet in New york city** **Have Taylor post a vlog to youtube from this event** **1/9- fly to Boston for meet and greet** **1/10- meet and greet in Boston. Have Taylor vlog and post on youtube.** **1/11- Fly to Tampa for meet and greet** **1/12- Meet and greet in Tampa, have Taylor vlog and post to youtube.** **1/13- Fly to Nashville for meet and greet**
Week 1/14-1/20	**1/14- Rest day in Nashville for Taylor and Team** **1/15- Fly to Washington for meet and Greet** **1/16- Meet and Greet in Washington. Taylor will vlog and post to Youtube.** **1/17- Tabling stops. Flights to Dallas for**

	meet and greet. **1/18- Meet and Greet in Dallas, Taylor will vlog and post to youtube.** **1/19- Fly to Los Angeles for Meet and Greet** **1/20- Meet and Greet in LA, Taylor vlogs.**
Week 1/21-1/27	**1/21- Rest day for team and Taylor, check ticket sales and increase fan base. Ticket sales end for meet and greets.** **1/22- Fly to Chicago for Meet and Greet.** **1/23- Meet and greet in Chicago, Taylor vlogs for Youtube.** **1/24- Fly to Las vegas for meet and greet** **1/25- Meet and greet in Las Vegas, Taylor Vlogs and posts.** **1/26- Fly to Cincinnati for Meet and Greet.** **1/27- Last meet and greet in cincinnati and farewell vlog posted on youtube by Taylor.**

Budget

Item	**Cost**
Meet and Greet Venues and Tabling venues	**$200,000- for all 10 venues in all 10 cities she went to.**
Billboards	**$200,000 in all cities she will tour.**
Flyers	**$5,000 to print them all to post in all cities**
Editing subscriptions	**$200 a month for them all.**
Advertising agency	**$300,000- for advertising her tour and creating flyers.**
Free ticket give away	**100 ticket at $100 each= $10,000**
Overall Cost	**$715,200**

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