YOUNGBLOOD ALBUM STRATEGY

A BOLD NEW ERA FOR 5SOS—DARKER TONES, SOPHISTICATED SOUND

Summer 2018 Social Media Campaign



- The Objective
 - The Brand •
- Target Audience
 - Pain Points •
- Social Media Plan •
- Content Calendar

 Output

 Description:
- Key Brand Messaging
 - Visual Style
 - KPIs o
 - Timeline •
 - Contact •

THE OBJECTIVE

The Youngblood campaign aims to solidify 5 Seconds of Summer's evolution from a pop-punk boy band into a mature, alternative pop-rock powerhouse. This campaign will:

- Generate pre-release hype through interactive content and fan engagement.
- Drive album streams and sales by leveraging TikTok, Instagram, and YouTube.
- Strengthen the band's brand identity in the alternative rock space.
- Expand their audience reach beyond their core fanbase by appealing to listeners of The 1975, Panic! At The Disco, and mainstream alt-pop.

Success will be measured through streaming milestones, social media growth, and fan participation in branded content initiatives.





THE BRAND

EMOTIONAL

ANTHEMIC

REBELLIOUS

NOSTALGIC

RAW

TRANSFORMATIVE



5 Seconds of Summer has evolved from a teen poppunk sensation to a sophisticated alternative pop-rock band. Their brand is built on:

- Musical Authenticity: Raw, emotional lyrics combined with high-energy instrumentation.
- Rebellion & Growth: Themes of self-discovery, heartbreak, and emotional resilience.
- Duality: A balance between moody, introspective storytelling and high-energy anthems that connect deeply with fans.
- Fan-Centric Approach: Their audience plays an active role in their success, and social engagement is key to their brand identity.

This campaign will reinforce 5SOS's brand by highlighting their artistic evolution while staying true to their core fanbase.

TARGET AUDIENCE AUDIENCE

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AGE: 16-28

HIGHLY ACTIVE ON TIKTOK, TWITTER/X, AND INSTAGRAM

ENGAGES IN FAN-DRIVEN
TRENDS & CHALLENGES

PREFERS BEHIND-THE-SCENES CONTENT, AESTHETIC VISUALS, AND RELATABLE HUMOR

POP-PUNK & ALTERNATIVE ROCK LISTENERS

GEN Z



SHIFTING FAN PERCEPTION

Many still associate 5SOS with their early "boy band" image.

Solution: The campaign must reinforce their mature, alternative sound.

COMPETING IN STREAMING CULTURE

Fans consume music in singles, not albums.

Solution: Strategic single rollouts, teaser clips, and exclusive content to sustain interest.

RETAINING CORE FANS WHILE EXPANDING REACH

New branding must feel fresh without alienating long-time fans.

Solution: Blend nostalgic storytelling with modern aesthetics to bridge old and new audiences

TikTok

- UGC challenge: #YoungbloodChallenge Fans post dramatic lipsyncs to the chorus
- Band member duets reacting to fan covers
- Behind-the-scenes tour footage & making-of clips

Instagram

- Aesthetic visuals matching the album's moody branding
- Exclusive lyric reveals in IG Stories before release
- "This or That" polls using Youngblood lyrics

Twitter

- Viral tweet moments ("If you stream Youngblood, you get a virtual hug from 5SOS")
- Countdown reminders + surprise single drops
- Engagement threads (e.g., "Reply with your favorite 5SOS song for a surprise")

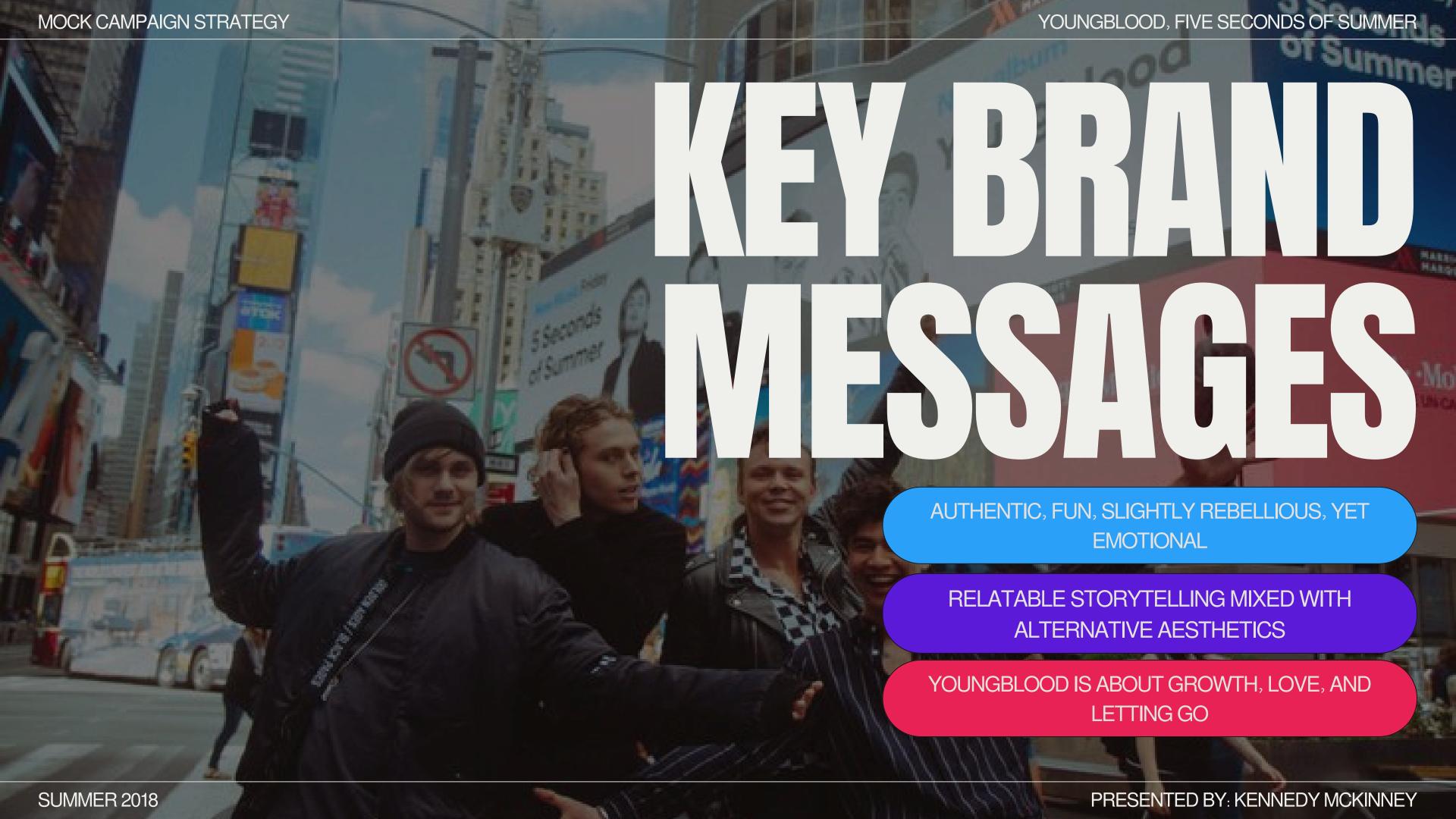
YouTube

- Music videos + lyric videos
- Documentary-style content ("The Making of Youngblood")
- Live acoustic performances & Q&A sessions

April

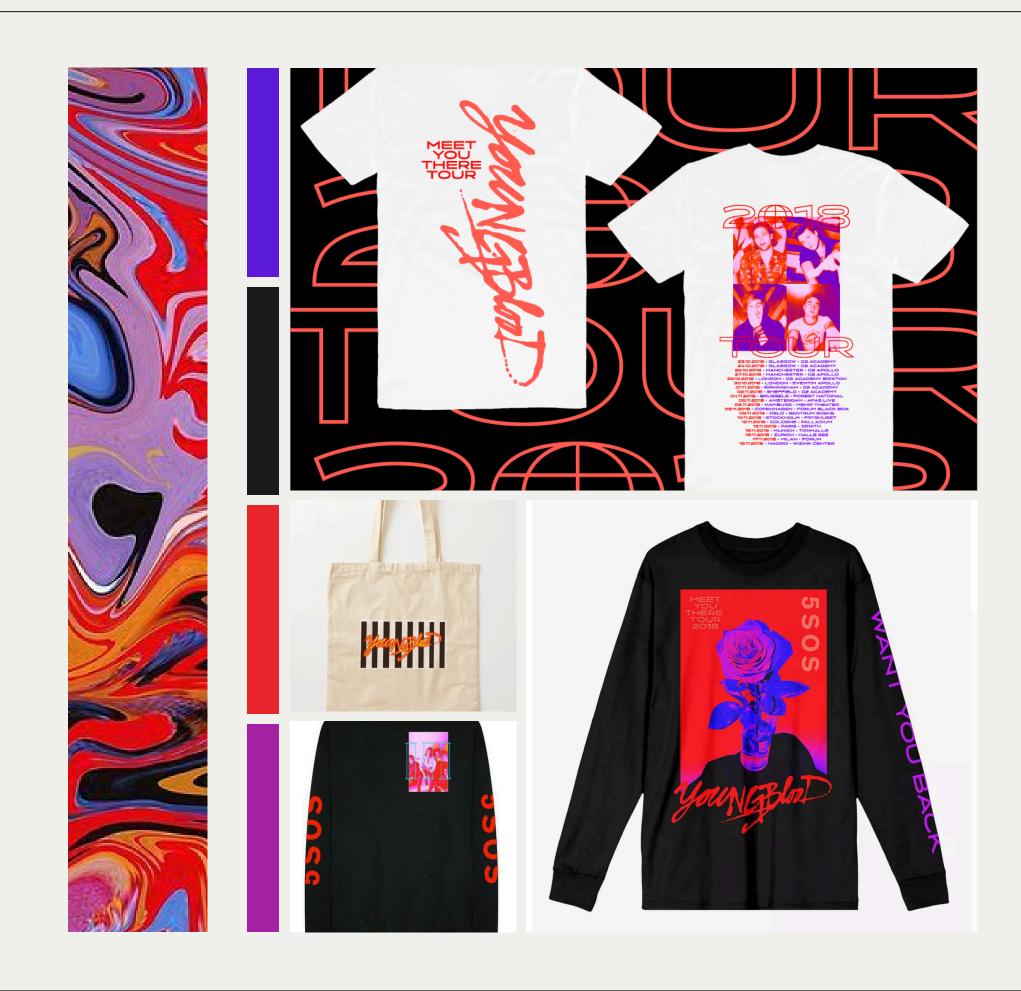
CONTENT CALENDAR

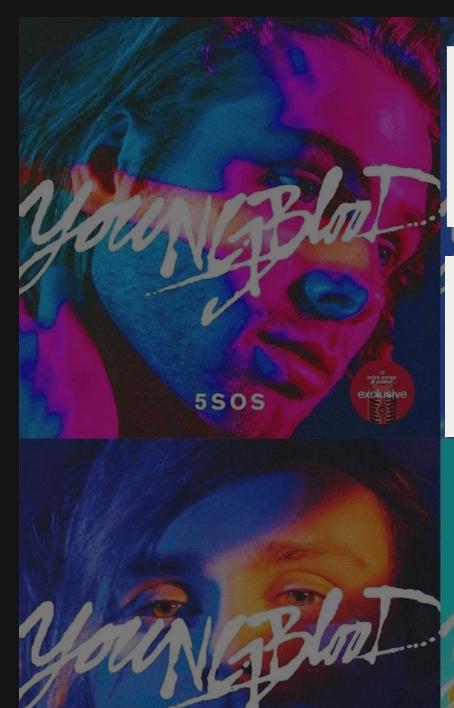
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Content Type
29		30	31	1 New Single Announcement: Pre-Save Today!	2 Tweet: New Single out Friday with Single Artwork	3 Single Teaser 1 Video with	4 Single Artwork with Instagram Countdown for	Photo PostMusic Video ClipVideo TeaserTweets
				The dave roday.	and Presave Link	Countdown	Fans to Add	Behind-the-Scenes (BTS) Call-to-Action Post Video
5		6	7	8	9	10	11	Text Post Interview Snippet
		Tweet: New Single out Friday with Single Artwork and Presave Link		Single Teaser 2 Video with Countdown	Artist Takeover on IG Story: "New Single Out Tmrw!"	Single Release Day!	SP/Tweet: Thanking fans for streaming the new single!	Countdown Post Reels/TikTok Trend
	Single Merch Release Available Now! Link to Artist Website	!	14 Casual Tweet: "Going live Thurs. to discuss the new single, drop questions!"		16 IG Live: Artist Goes Live to Answer Fan Questions and Comments About Sing	17 Pideo with fan reactio videos, fan art.	18 ns,	Platform TikTok Instagram Feed Post
19		20 Music Video Announcement, Countdown Video	21 Retweet Billboard Chart Updates	22 Music Video Promo with Snapshots of Video. #SingleMV	23 Artist Takeover on IG Story: "Music Video Out Tmrw!"	24 Music Video Release Day! CP Music Video Promo Video, Link to Video	25 Merch Promo Release Available Now! Link to Artist Website	Instagram Story Post (SP) X (Formerly Twitter) Crosspost (CP) on all Platforms
26	Casual Tweet: "Did you guys like the video?"	27	28 Retweet Billboard Chart Updates	29	30	31 Studio Sessions & BTS Footage	1	Notes



STYLE STYLE

The Youngblood merch line captures the album's bold, rebellious spirit with edgy designs, vibrant colors, and nostalgic '80s-inspired aesthetics. Featuring graphic tees, hoodies, accessories, and vinyl, the collection reflects the album's themes of youthful angst, love, and self-discovery. Each piece is designed to resonate with fans, blending streetwear style with the raw energy of Youngblood.





KEY PERFORMANCE NOICATORS (KPIS)

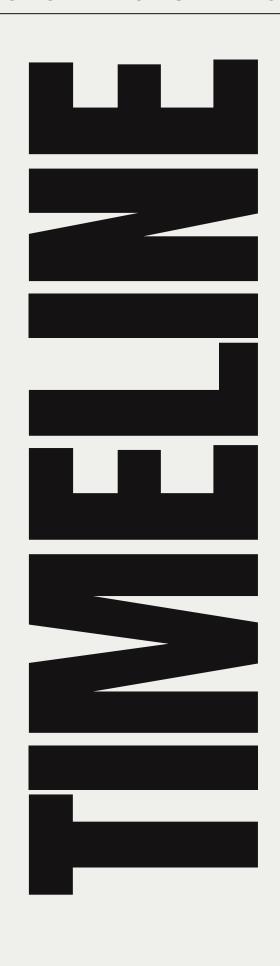
STREAMING
GROWTH – 1M+
STREAMS IN THE
FIRST 24 HOURS

EN ! OF

TIKTOK
ENGAGEMENT 50K+ VIDEOS
USING THE
OFFICIAL SOUND

HASHTAG REACH #YOUNGBLOODCHA
LLENGE TRENDING
IN MULTIPLE
COUNTRIES

INSTAGRAM
STORY VIEWS –
500K+ WITHIN THE
FIRST WEEK



Phase 1: Pre-Launch • March 2018

Phase 2: Single Release

April 2018

Phase 3: Album Release
June 2018

Phase 4: Post Launch ← July 2018

- ALBUM TEASERS: CRYPTIC LYRIC DROPS & SOUND SNIPPETS.
- TIKTOK CHALLENGES: ENCOURAGE FANS TO LIP-SYNC TO TEASER SNIPPETS.
- SOCIAL COUNTDOWN: MYSTERIOUS POSTS COUNTING DOWN TO THE FIRST SINGLE.
- MUSIC VIDEO PREMIERE WITH EXCLUSIVE BEHIND-THE-SCENES FOOTAGE.
- HASHTAG CAMPAIGN (#YOUNGBLOODCHALLENGE) TO BOOST FAN CONTENT.
- TIKTOK TRENDS: ENCOURAGING DRAMATIC INTERPRETATIONS OF LYRICS.
- ALBUM LISTENING PARTY LIVESTREAM.
- FAN REACTIONS COMPILATION VIDEO.
- TWITTER TAKEOVERS WITH BAND Q&AS.
- PLAYLIST PUSH SUBMIT YOUNGBLOOD TO MAJOR SPOTIFY/APPLE MUSIC PLAYLISTS.
- UGC CONTENT RESHARING: ENCOURAGING FANS TO POST COVERS, REACTIONS, AND EDITS.
- LIVE PERFORMANCE CLIPS ACOUSTIC & STRIPPED-DOWN VERSIONS OF SONGS.
- ANNIVERSARY THROWBACKS: KEEP YOUNGBLOOD ALIVE BEYOND ITS DEBUT.

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Creative Media Strategist

