

YOUNGBLOOD ALBUM RELEASE STRATEGY

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

Summer 2018 Social Media Campaign



OUTLINE

- The Objective ○
- The Brand ○
- Target Audience ○
- Pain Points ○
- Social Media Plan ○
- Content Calendar ○
- Key Brand Messaging ○
- Visual Style ○
- KPIs ○
- 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 pop-punk 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

+ BEHAVIOR

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



PAIN POINTS + SOLUTIONS

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

SOCIAL MEDIA PLAN

TikTok

- UGC challenge: #YoungbloodChallenge – Fans post dramatic lip-syncs 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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1 New Single Announcement: Pre-Save Today!	2 Tweet: New Single out Friday with Single Artwork and Presave Link	3 Single Teaser 1 Video with Countdown	4 Single Artwork with Instagram Countdown for Fans to Add
5	6 Tweet: New Single out Friday with Single Artwork and Presave Link	7	8 Single Teaser 2 Video with Countdown	9 Artist Takeover on IG Story: "New Single Out Tmrw!"	10 Single Release Day!	11 SP/Tweet: Thanking fans for streaming the new single!
12 Single Merch Release Available Now! Link to Artist Website	13	14 Casual Tweet: "Going live Thurs. to discuss the new single, drop questions!"	15	16 IG Live: Artist Goes Live to Answer Fan Questions and Comments About Single	17 Video with fan reactions, videos, fan art.	18
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
26 Casual Tweet: "Did you guys like the video?"	27	28 Retweet Billboard Chart Updates	29	30	31 Studio Sessions & BTS Footage	1


CONTENT CALENDAR

Content Type

- ☐ Photo Post
- ☐ Music Video Clip
- ☐ Video Teaser
- ☐ Tweets
- ☐ Behind-the-Scenes (BTS) Video
- ☐ Call-to-Action Post
- ☐ Text Post
- ☐ Interview Snippet
- ☐ Countdown Post
- ☐ Reels/TikTok Trend

Platform

- TikTok
- Instagram Feed Post
- Instagram Story Post (SP)
- X (Formerly Twitter)

 Crosspost (CP) on all Platforms

Notes

KEY BRAND MESSAGES

AUTHENTIC, FUN, SLIGHTLY REBELLIOUS, YET
EMOTIONAL

RELATABLE STORYTELLING MIXED WITH
ALTERNATIVE AESTHETICS

YOUNGBLOOD IS ABOUT GROWTH, LOVE, AND
LETTING GO

VISUAL 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 INDICATORS (KPIs)

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

TIKTOK
ENGAGEMENT –
50K+ VIDEOS
USING THE
OFFICIAL SOUND

HASHTAG REACH -
#YOUNGBLOODCHA
LLENGE TRENDING
IN MULTIPLE
COUNTRIES

INSTAGRAM
STORY VIEWS –
500K+ WITHIN THE
FIRST WEEK

TIME

Phase 1: Pre-Launch
March 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.

Phase 2: Single Release
April 2018

- MUSIC VIDEO PREMIERE WITH EXCLUSIVE BEHIND-THE-SCENES FOOTAGE.
- HASHTAG CAMPAIGN (#YOUNGBLOODCHALLENGE) TO BOOST FAN CONTENT.
- TIKTOK TRENDS: ENCOURAGING DRAMATIC INTERPRETATIONS OF LYRICS.

Phase 3: Album Release
June 2018

- ALBUM LISTENING PARTY LIVESTREAM.
- FAN REACTIONS COMPILATION VIDEO.
- TWITTER TAKEOVERS WITH BAND Q&AS.
- PLAYLIST PUSH – SUBMIT YOUNGBLOOD TO MAJOR SPOTIFY/APPLE MUSIC PLAYLISTS.

Phase 4: Post Launch
July 2018

- 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.

THANK YOU

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