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PR 452: Public Relations in Entertainment
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Client: Sabrina Carpenter

Campaign: Promote upcoming World tour “Short N Sweet”

1. GOALS AND OBJECTIVES

a. Public relations goals for our client

Our goal is to maximize Sabrina Carpenter’s visibility and engagement with fans during the tour by generating anticipation and excitement for her performances.

b. Client’s target audience

Core Fanbase “The Carpenters” (teens and young adults ages 13-26)

- Demographic: Predominantly female and highly engaged on social media platforms.
- Psychographic: Grew up with Sabrina from her Disney Channel days and is now following her as she evolves into a more mature pop artist. They are emotionally invested in her music, style, and personal life.
- Media Usage: Heavy TikTok, Instagram, YouTube, and Spotify users. They tend to follow trends in fashion, music, and pop culture and are often seeking to stay connected with their favorite artists through exclusive content and live events.

Millennials and Gen Z (ages 18-34)

- Demographic: Consists of a mix of Sabrina’s long-time fans and newer audiences attracted to her new music. They include a growing number of male fans as her music and image appeal to a broader demographic.
- Psychographic: Trend-conscious and looking for relatable lyrics and an artist who evolves and speaks to their stage of life.
- Media Usage: They tend to follow online music magazines, entertainment websites, and influencers. Streaming playlists and curated content are important to this demographic.

Families with Preteens (ages 8-12)

- Demographic: Young girls and boys who are introduced to Sabrina through their families, particularly those with siblings who watched her on Disney Channel, or who have followed her into music.
- Psychographic: This demographic enjoys Sabrina's upbeat, energetic music and are likely to attend the concert with family members. They still connect with her younger, Disney persona.
- Media Usage: Parents might follow Sabrina on Facebook or Instagram to monitor events for their children, while the kids are more active on YouTube and TikTok, where they watch music videos and viral content.

Entertainment and Pop Music Media

- Demographic: Journalists, bloggers, and influencers who cover pop culture, music, and entertainment.
- Psychographic: Focused on creating and curating content that resonates with their audience. They care about the "next big thing" and Sabrina's growing presence in the music industry. They may also enjoy engaging directly with artists during interviews or behind-the-scenes coverage.
- Media Usage: Follow entertainment news via Twitter/X, Instagram, and TikTok, and stay updated through platforms like Billboard, Variety, and Rolling Stone.

2. MEDIA CONTENT

To maximize the visibility of Sabrina Carpenter's upcoming tour and ensure it reaches the widest possible audience, we will employ a multi-faceted media strategy. This approach will combine national and local media, music and entertainment platforms, traditional outlets, and fan-driven digital amplification

- Utilize media outlets
- U.S. and Canadian national outlets**

A key component of this strategy involves targeting both U.S. and Canadian national outlets, along with local media in key tour cities. By securing placements in prominent print and digital media, we will ensure the tour receives broad coverage, helping to generate excitement and awareness.

Example of our targeted U.S. National Outlets:

- **Billboard:** As a leading music magazine and digital outlet, Billboard is ideal for promoting tour highlights and profiling Sabrina as she embarks on this career milestone
- **Rolling Stone:** Known for its in-depth industry coverage, Rolling Stone can provide a platform for a deep interview with Sabrina, exploring her transition from acting to music and what fans can expect on tour

- **Entertainment Tonight (ET):** A broad-reaching entertainment TV show and digital platform, ET will help deliver key tour announcements and exclusive interviews
- **The New York Times - Arts Section**
- **Los Angeles Times - Music Section**

- **Canadian National Outlets:**
 - **CBC Music:** This national platform will be instrumental in promoting Sabrina's limited tour dates in Canada, reaching a wide Canadian audience
 - **Toronto Star:** As Canada's largest newspaper, it offers significant exposure in the Toronto market, focusing on her performances and career
 - **Montreal Gazette:** A key media outlet in Montreal, the Gazette will help provide coverage for Sabrina's Montreal show

- **Music and Entertainment Media**

Targeting outlets that resonate with Sabrina's core fan base—primarily teens and young adults—is essential. We will work with publications and digital platforms that align with her audience's interests in music, pop culture, and lifestyle. Some examples include:

 - **Teen Vogue:** A mix of online and print content that caters to Sabrina's younger fan base, ideal for promoting exclusive interviews and tour news.
 - **PopSugar:** With its focus on entertainment and young adult culture, PopSugar can help amplify Sabrina's tour through online features and social media content.
 - **Just Jared Jr.:** Popular among younger demographics, this blog will serve as a hub for Sabrina's celebrity and tour news.
 - **MTV News:** A well-established platform for music and pop culture, ideal for announcing the tour and hosting interviews with Sabrina.
 - **E! News:** This popular entertainment platform, both online and on TV, can reach Sabrina's fans with interviews and updates on the tour.

- **Exclusive Interviews and Features:**

We can offer media exclusives like interviews, behind-the-scenes content, or tour previews with Sabrina. These stories could go live before and during the tour to maximize engagement. Some examples are:

 - **Variety**
 - **The Today Show (NBC)**
 - **iHeartRadio**
 - **BuzzFeed Music**

b. Traditional media

Traditional media outlets—TV appearances, radio partnerships, and print publications—will complement digital strategies by reaching audiences through trusted, long-established channels.

- **TV Appearances & Morning Shows**

Sabrina's appearances on national and local morning shows, as well as late-night talk shows, are a great way to generate coverage. These segments can include a live performance or a personal interview to promote her tour and new music.

- **The Today Show (NBC):** A national morning show, Sabrina can perform live or participate in a sit-down interview about the tour.
- **Good Morning America (ABC):** Another leading morning show with national reach, ideal for tour promotion and live performances.
- **Late Night with Seth Meyers (NBC) or The Tonight Show Starring Jimmy Fallon (NBC):** Appearing on late-night shows would add credibility and national exposure, especially with the young adult demographic.
- **CTV's E!talk (Canada):** Canadian entertainment news show to promote the limited dates in Canada, including interviews and live performances.

- **Radio Partnerships:** Local radio stations in each tour stop can give away tickets through contests, helping build word-of-mouth buzz. Additionally, interviews with top radio stations could widen Sabrina's reach across key markets.

- **Z100 (New York):** As one of the top pop music stations in NYC, a contest or exclusive interview can create excitement for her NYC tour dates.
- **KIIS FM (Los Angeles):** As the largest pop station in LA, KIIS FM could run ticket giveaways or have Sabrina on-air for an interview.
- **iHeartRadio Canada:** National radio network in Canada, ideal for promoting the Canadian dates through interviews and contests.
- **SiriusXM Hits 1:** National satellite radio station that targets pop music listeners, providing another avenue for an interview or ticket promotion.

- **Print Media**

Target traditional entertainment and lifestyle publications to profile Sabrina or provide coverage leading up to the tour. This includes music magazines, national newspapers, and regional press in major cities she's performing in.

- **Entertainment Weekly (EW):** Known for its in-depth entertainment coverage, Sabrina can be profiled ahead of the tour, focusing on her career growth, upcoming music, and the tour's significance.

- **Rolling Stone:** Not only for interviews but also as a space for live performance reviews or an in-depth article about her transition from TV to music.

- **Local Newspapers:**

- **The New York Times** (for NYC shows): Feature in the Arts section to highlight the tour's impact in NYC.
- **Los Angeles Times** (for LA shows): Profile or review of her LA performances in the entertainment section.

c. **Traditional media plan and print and broadcast target media outlet**

The traditional media plan focuses on leveraging print and broadcast outlets to increase tour visibility among both fans and general audiences. Key objectives include building anticipation for the tour dates through exclusive content and driving last-minute ticket sales by engaging national and local media.

- **Print Media Target:**

Entertainment Weekly (EW): Known for its music and entertainment coverage, EW can profile Sabrina ahead of the tour, focusing on her growth as an artist, her upcoming performances, and her fanbase. With a wide reach in both digital and print, it appeals to her target audience.

- **Local Print Media:**

For each city, pitch local newspapers like The New York Times for the NYC shows or Los Angeles Times for LA stops to cover her performances, highlighting her impact on the local music scene.

- **Broadcast Target:**

- The Today Show (NBC): A morning show with high visibility across the U.S., which frequently features live music performances and interviews. Sabrina could perform and discuss the tour while reaching a broad audience of all ages.
- CTV's Etalk (Canada): A Canadian entertainment news show that reaches a national audience. Sabrina could give interviews about the Canadian tour dates and discuss her connection to Canadian fans, helping to generate excitement for those limited nights.

d. **How will you use digital media?**

i. **Social Media Campaigns**

1. **Create Tour-Themed Content**

- a. Use Instagram, TikTok, and Twitter to share sneak peeks, rehearsal clips, tour dates, behind-the-scenes moments, and fan interactions.

2. Hashtags
 - a. Develop a unique tour hashtag (e.g., #SabrinaWorldTour2024 #ShortNSweetTour) and encourage fans to use it to share their concert experiences.
3. Interactive Posts
 - a. Use polls, Q&A sessions, and countdown posts to engage fans in the lead-up to tour dates.
- ii. Influencer Partnerships
 1. Partner with influencers or music-related content creators who can promote the tour, attend shows, and share their experiences with their followers.
- iii. TikTok Challenges
 1. Launch a TikTok challenge related to one of her hit songs or choreographies. Encourage fans to create their own versions and tag her for a chance to be featured on her social media.
- iv. Exclusive Content on Streaming Platforms
 1. Collaborate with platforms like Spotify or Apple Music to release exclusive audio clips or playlists related to the tour, such as "Sabrina's Pre-Tour Playlist."
- v. User-Generated Content (UGC)
 1. Run a contest where fans create digital art, videos, or memes about the tour, and offer tickets or VIP passes as prizes.
- vi. Email Newsletters
 1. Build an email list of fans to send personalized updates, presale info, and exclusive content related to the tour.
- vii. Livestreams
 1. Host live streams of key tour moments, such as behind-the-scenes content or live Q&A sessions with fans, to build anticipation.
- b. Describe your plan for using digital media and identify at least three online target media outlets that support your PR goals.**
 - i. To promote Sabrina Carpenter's new world tour using digital media, the strategy focuses on increasing visibility, fan engagement, and participation through a combination of content creation, influencer partnerships, and media coverage. Social media platforms like Instagram and TikTok will be key, providing daily updates, interactive content, and live streams to create excitement. User-generated content will encourage fans to share their experiences through a dedicated hashtag, with incentives such as ticket giveaways and meet-and-greet opportunities. Collaborating with influencers in music and fashion will help amplify the tour's reach, while paid social media campaigns will target key demographics. Exclusive

behind-the-scenes content will be released through platforms like Spotify and Apple Music to build anticipation, and email newsletters will provide fans with early access to presales. Media outreach will focus on online outlets like **Billboard**, **PopCrush**, and **Teen Vogue**—each catering to Sabrina’s core fanbase—offering exclusive interviews, tour announcements, and features that highlight both her music and style. This multifaceted approach aims to boost ticket sales, drive engagement, and enhance Sabrina's cultural presence.

2. Social Strategy

a. Develop your strategy for using social media to support your goals and enhance your client’s reputation.

- i. The social media strategy to support Sabrina Carpenter's world tour and enhance her reputation focuses on creating a strong narrative of authenticity, accessibility, and fan connection. Instagram and TikTok will serve as primary platforms, delivering a mix of behind-the-scenes content, interactive stories, and real-time updates from each tour stop, while Twitter will be used for direct fan engagement. Live streams and Q&A sessions will allow fans to interact with Sabrina in a personal way, reinforcing her relatability and building a sense of community. User-generated content (UGC) will be encouraged through challenges and fan art contests, promoting organic engagement while creating a collaborative tour experience. Collaborations with influencers and music industry personalities will extend her reach and introduce new audiences. The use of branded hashtags, such as **#SabrinaWorldTour2024** **#ShortNSweetTour**, will unify the campaign and drive fan participation, helping to establish Sabrina as not only a performer but also a beloved figure who values her fanbase. This approach not only increases visibility but also bolsters her image as an artist closely connected to her audience.

b. Identify the social media platforms your client currently uses.

- i. Instagram
 1. (**@sabinacarpenter**): This is one of her primary platforms for sharing behind-the-scenes content, personal moments, tour updates, and professional photoshoots. Instagram Stories and IGTV are used to engage fans in a more casual and interactive way.
- ii. X
 1. (**@SabrinaAnnLynn**): On Twitter, Sabrina engages more directly with her fans through tweets, responding to fan comments, sharing thoughts, and posting quick updates about her career, tour, or other personal moments.

- iii. TikTok
 - 1. (**@sabinacarpenter**): Sabrina uses TikTok to connect with her audience through short videos, often participating in trends, sharing funny or relatable content, and promoting her music in a creative, laid-back style.
- iv. Youtube
 - 1. (**Sabrina Carpenter**) Her YouTube channel is home to official music videos, behind-the-scenes clips, and other promotional content related to her music and acting career.
- v. Facebook
 - 1. (**Sabrina Carpenter**): While not as interactive as her other platforms, she still uses Facebook to post about her music releases, tour dates, and key updates.
- c. What are the positives and negatives of your client's current social media use?
 - i. Currently there is an array of positives and negatives regarding our clients social media use.
 - 1. Positives
 - a. **Fan Engagement:** Sabrina has created a strong relationship with her fans through fan interactions on social media. Her comments, reposts, and like make her feel more approachable to fans
 - b. **Promotion:** Sabrin uses social media to promote her projects by utilizing trending sounds. She has maintained her playful nature which doesn't make people feel like they're being sold something.
 - c. **Aesthetic:** Her aesthetic has remained consistent throughout all her promotions and projects. It helped build her personal brand and attracts companies to collaborate without clients.
 - 2. Negatives
 - a. **Lack of Authenticity:** as our client has a very curated aesthetic it doesn't leave a lot of space for more stripped down moments. There is a pressure to uphold the brand image at every event currently. This can make people feel like they do not know the real Sabrina and connections with celebrities is really important these days.
 - b. **Negative Publicity:** Like everything else that comes with social media, the more you put yourself out there the more susceptible you are to negative comments or potentially backlash.

d. Are you recommending the use of any additional social media platforms?

- i. Our client utilizes various social media platforms extremely well. As our client is well known for her specific aesthetic it could be of interest to us to see what we can do with Pinterest. Perhaps her brand can live as inspiration on the site.

e. Give an example of the type of content you will recommend your client posts.

- i. I think it is in our clients best interest to post more strip down content so people get to understand her a bit better. Perhaps tour vlogs or “Get Ready With Me” can be a great way to start.

3. PR Events

a. Describe your strategy for your client’s attendance at public events.

- Using traditional media outlet resources available in the U.S. and Canada, we can offer exclusive interviews and provide behind-the-scenes access.
- Offer fans an opportunity to see the tour behind the scenes and meet Sabrina.

b. Briefly describe the PR event that could be developed for this situation.

Short n’ Sweet Behind the Scenes Fan Experience: This fan-exclusive event offers a unique glimpse into Sabrina Carpenter’s mind and her tour preparation. The event offers fans access to exclusive merchandise and photo opportunities with Sabrina as well as an exclusive performance or Q and A session. To maintain exclusivity and create more discussion around the tour there will be a no-recording policy at the event.