

S.PRI NOIR

YOUTUBE LIVE

SOCIAL MEDIA PROFILES

- YouTube : 380K
- Instagram: 230K
- Facebook : 80K
- Twitter : 70K

TIMELINE

- March 27 : professional gaming streamer briefing
- April 16 : announcing the live on S.Pri Noir's socials + put the live video on scheduled on his YouTube channel
- April 17 : album release "Etat d'esprit" + communication on guests socials and YouTube socials + YouTube live at 6:00PM
- April 23 : best-of on S.Pri Noir's socials

CREATIVE CAMPAIGN

- S.Pri Noir invites all its fans to a live show on its YouTube channel on the day of the release of its new album, like a TV show: interview with presenter, guests, music, videos, surprises...
- Video : https://youtu.be/I59_ESwMNdM

RESULTS

- 3H45 of live video
- 36 000 total views during the live show – 2000 continuously
- 15 guests and influencers
- Congratulations by YouTube after the show, best case

