



# BILLIE EILISH

Song: All the good girls go to hell



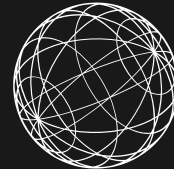
Silvia Puthuva



BLACK MYSTERY BOX						
<ul style="list-style-type: none"><li>• Instagram Hell Filter</li><li>• Count Down Post</li></ul>	<ul style="list-style-type: none"><li>• Instagram Hell Filter</li><li>• Count Down Post</li></ul>	<ul style="list-style-type: none"><li>• Count Down Post</li></ul>	<ul style="list-style-type: none"><li>• Count Down Post</li></ul>	<ul style="list-style-type: none"><li>• Count Down Post</li></ul>	<ul style="list-style-type: none"><li>• Count Down Post</li></ul>	<ul style="list-style-type: none"><li>• Teaser Video</li><li>• Count Down Post</li></ul>

- Album Cover Static
- Live Animation
- Artist Creative

[illegible]



# CAMPAIGN PLAN

PRE PROMOTION:	LAUNCH DAY	POST PROMOTION
<ul style="list-style-type: none"><li>• Mystery Box</li><li>• Instagram Hell Filter</li><li>• Count Down Post</li><li>• Snippet from the song</li></ul>	<ul style="list-style-type: none"><li>• Album Cover Static</li><li>• Live Animation</li><li>• Artist Creative</li></ul>	<ul style="list-style-type: none"><li>• Dance Reel</li><li>• Cover song contest</li></ul>



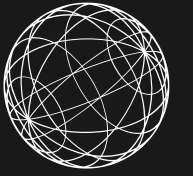


PRE PROMOTION:

# BLACK MYSTERY BOX

We'll execute a 7-day influencer campaign in which we'll mail 7 female high-end influencers black mystery boxes containing a key and a note that reads, "Are you ready to go to hell?"

These influencers will need to go live on Instagram and inform their fans that something creepy has arrived at their home and they are unsure what to do with it.







We will have an Instagram filter that will turn everything into hell, so people can use it.

Countdown post for each day until the launch.



LAUNCH DAY:



Album Cover Static



Artist creative



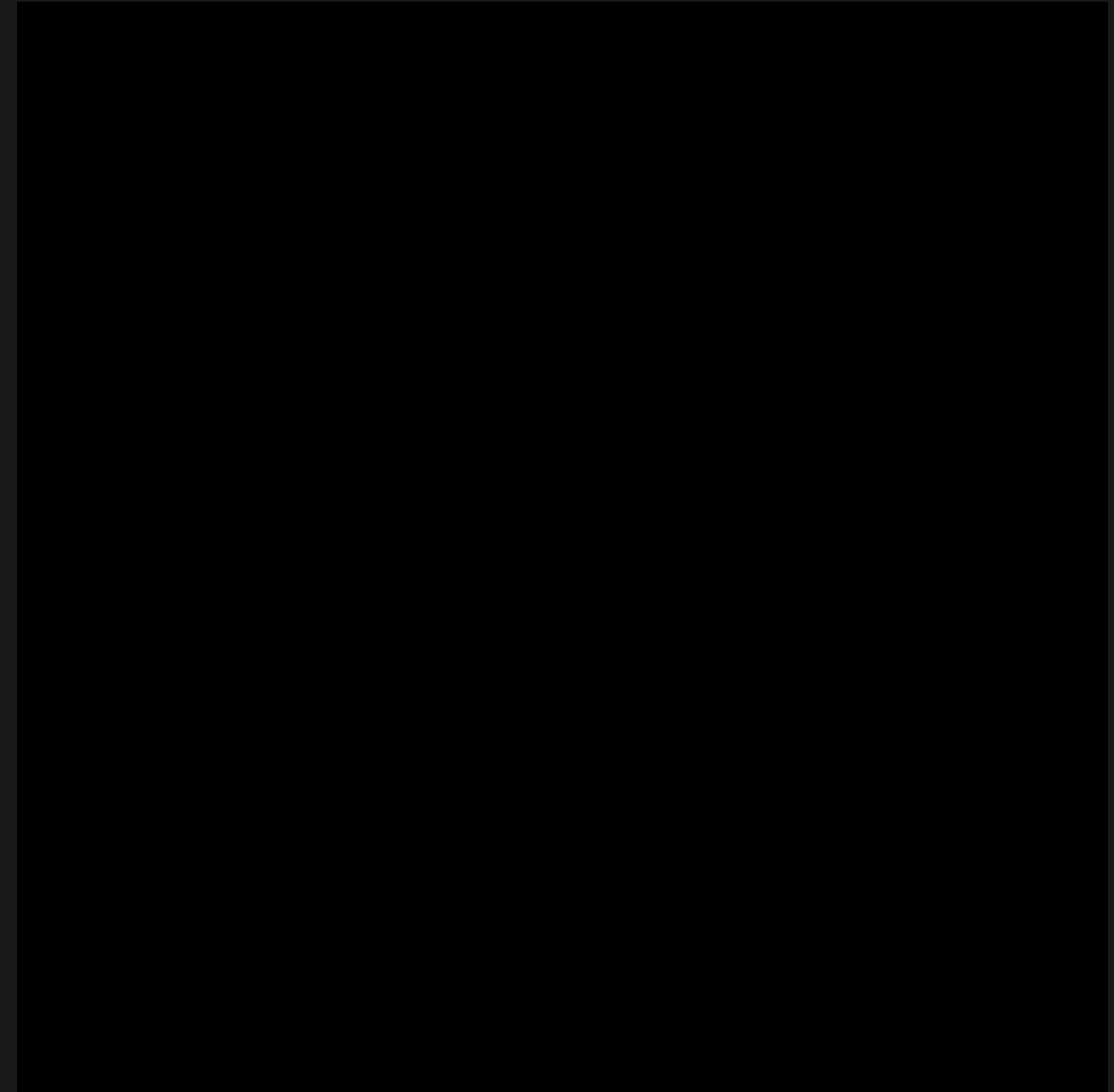
Live Animation



**LAUNCH DAY:**



**Snippet from the song as a teaser  
to promote the pre-launch**



**Lyrical Video**

POST LAUNCH:



We will run a contest where we will ask users to create a cove song on "ALL THE GOOD GIRLS GO TO HELL" and the best video will be posted on the official Instagram page of Billie Eilish.

We will also run a second activity with a dance challenge on this song to grab people's attention.





# COPY FOR EACH POST

	<p>Pre Launch - 2ndWeek Remember that the next scream could be yours</p> <ul style="list-style-type: none"><li>• Mystery Box</li><li>• Instagram Hell Filter</li><li>• Count Down Post</li><li>• Snippet from the song Post (7 days to go)</li></ul>	<p>Fear is so beautiful. Even fear gives us an adrenaline rush.</p> <ul style="list-style-type: none"><li>• Mystery Box</li><li>• Instagram Hell Filter</li><li>• Count Down Post</li><li>• Snippet from the song (6 days to go)</li></ul>	<p>I can feel something wicked coming this way. You guys are also feeling it.</p> <ul style="list-style-type: none"><li>• Mystery Box</li><li>• Instagram Hell Filter</li><li>• Count Down Post</li><li>• Snippet from the song (5 days to go)</li></ul>	<p>It is when the devil is desperate that nightmares begin to pour out of hell.</p> <ul style="list-style-type: none"><li>• Mystery Box</li><li>• Instagram Hell Filter</li><li>• Count Down Post</li><li>• Snippet from the song (4 days to go)</li></ul>	<p>Tell yourself that lie-it's only a dream.</p> <ul style="list-style-type: none"><li>• </li><li>• Mystery Box</li><li>• Instagram Hell Filter</li><li>• Count Down Post</li><li>• Snippet from the song (3days to go )</li></ul>	<p>Mommy, they are here and asking for me</p> <ul style="list-style-type: none"><li>• Mystery Box</li><li>• Instagram Hell Filter</li><li>• Count Down Post</li><li>• Snippet from the song (2 days to go)</li></ul>
<p>Tonight all the devils have come here, Leaving hell an empty void.</p> <ul style="list-style-type: none"><li>• Mystery Box</li><li>• Instagram Hell Filter</li><li>• Count Down Post</li><li>• Snippet from the song (1 day to go)</li></ul>	<p>Launch Day</p> <ul style="list-style-type: none"><li>• Album cover static</li><li>• Live animation Album cover</li><li>• Artist creative</li></ul>	<p>Post Launch - Do you want to play a game?</p> <ul style="list-style-type: none"><li>• Dance Reel</li><li>• Cover song contest</li></ul> <p>#dance #winner #prize #reel #dancersofinstagram #instalife #reellife</p>				



**ALL THE GOOD  
GIRLS GO TO HELL**



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**BILLIE EILISH**







