

VITAMINWATER CONCERT SERIES

#UNCAPPED

Media Relations | Social Media | Celebrity/Brand Integration | Partner Management



Challenge

Drive awareness and engagement for the vitaminwater program targeting HBCU students.

Solution

Launched PR and social media outreach to drive school spirit and friendly competition among HBCU students for a chance to win one of two vitaminwater FADER concerts for their school. Leveraged relationships with urban media and music press to empower AA youth with the tools to be ambassadors and further amplify the program.



Outcomes



Over 200M impressions



+90% positive/neutral brand social media mentions



8 feature stories



[Click here to watch video \(Miguel\)](#)

[Click here to watch video \(Future + Jhene Aiko\)](#)