midterm sip

presented by

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Campaign overview:

Charli XCX’s 2022 “crash” album was all about sticking to the things that do well in mainstream music, specifically for female artists. This led the 2022 album to be her top selling album, that is until she made her 2024 “brat” album. In her 2024 “brat” album, she wanted to challenge her 2022 success by sticking to her confrontational and aggressive sound of music. “brat” ended up exceeding her “crash” record, creating social media buzz surrounding her album and artist identity.

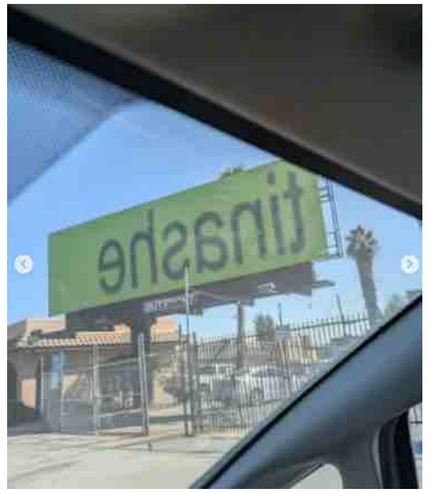
Album Title	Streams	Daily
Brat and it’s completely different but also still ...	1,601,353,662	21,901,701
Brat and it’s the same but there’s three more s...	1,171,224,695	7,073,648
BRAT	1,103,760,403	6,661,884
CRASH - Deluxe	519,268,714	307,326
CRASH	499,026,942	294,341



Charli XCX’s 2022 “crash” album covers



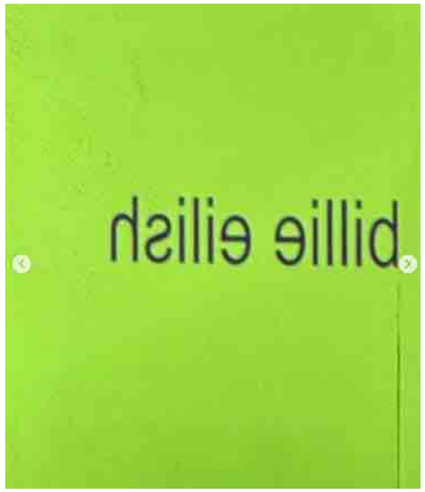
Charli XCX’s 2024 “brat” album cover













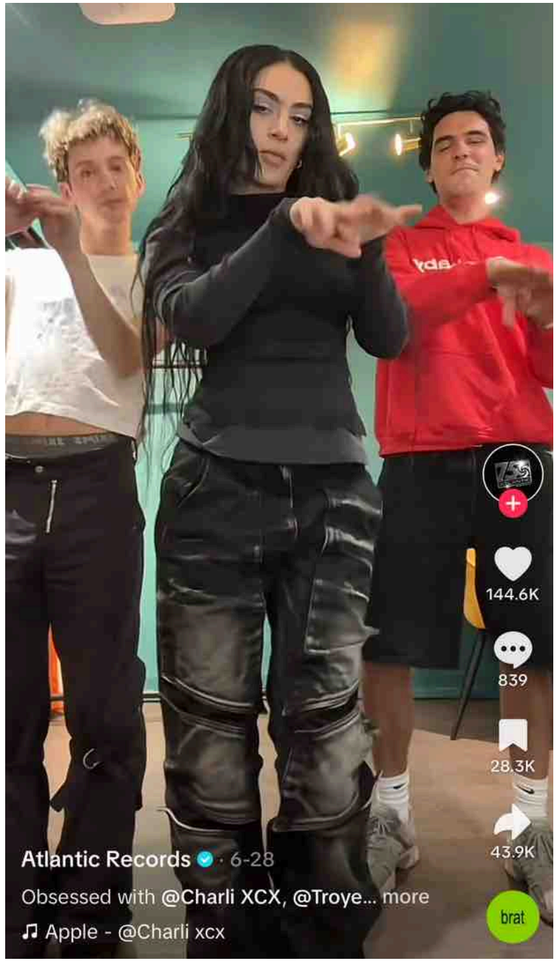
PR Implication #1

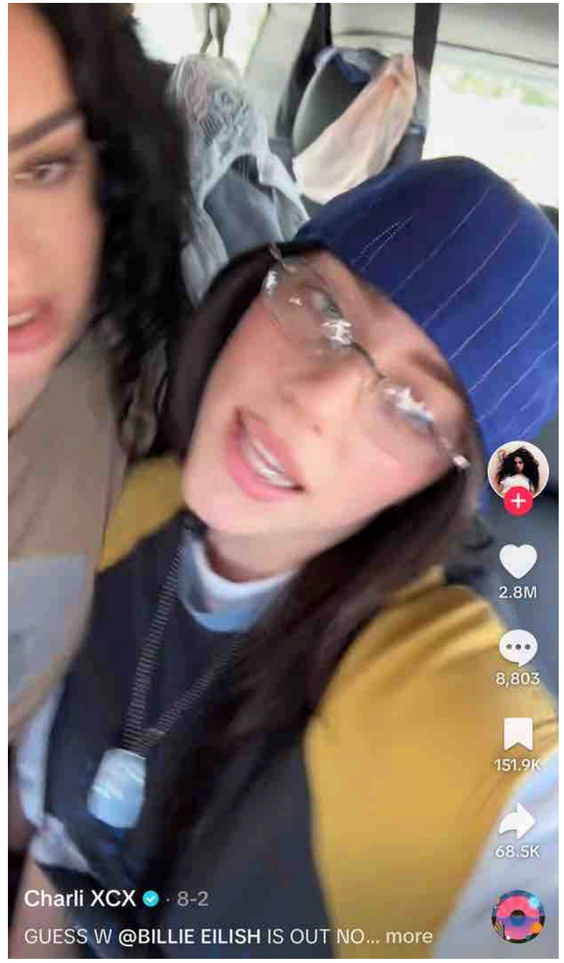
Charli XCX's PR team marketed her "brat" album by using outside billboards. These billboards had nothing on them but a singular word or phrase. The usage of these unqiue billboards generated mystery and excitement for the upcoming music that Charli XCX was teasing. It ties into Charli XCX's overall communications goals, which is to stay relevant in conversations as well as push against social norms.

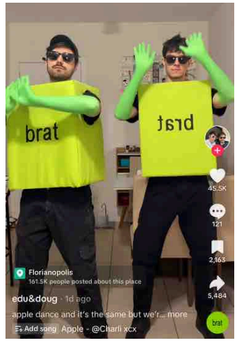
On top of that, Charli XCX's lime billboards became a meme throughout platforms such as Instagram, Facebook, and Reddit as people created their own versions of the iconic billboards.

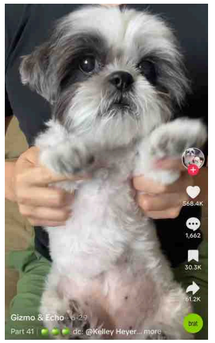
PR Implication #2

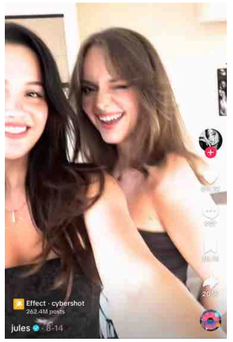
Charli XCX posted on social media constantly with her music as well as making/recreating TikTok trends that went viral. These trends created millions of user-generated content and continued to have her music and name be mentioned in social media platforms.

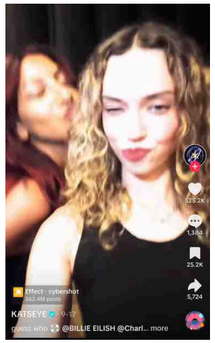












PR Implication #3











Charli XCX posted a tweet that ended up gaining mixed reactions. Although she gained a lot of backlash, Charli XCX was able to express why she posted it and made sure to clear any misconceptions about herself. This helped Charli XCX's brand and album identity stay true to its authenticity and relatability.

"To be on the right side of democracy, the right side of women's rights, is hugely important to me," said Charli about her support of Harris becoming a talking point during this election. - Charli XCX in New York Magazine Interview

questions