

Creativepool



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- Artworks -
Case Study



Background

Interscope Records is a subsidiary of Universal Music Group and home to music legends like Lady Gaga, Eminem, Gwen Stefani, Madonna and U2 as well as incredible new talent such as Years & Years and the inimitable Machine Gun Kelly.

Insight

As the original innovative music company and with ever more unique and eccentric artists on their books, Interscope Records is always looking for new ways to **engage new fans** with new artists and fresh sounds.



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The Challenge

Machine Gun Kelly had just released his third hotly anticipated album, dubbed his most artistic yet, and Interscope Records were looking for new, unique and effective ways to **engage a new audience** and **source quality creative assets** for an innovative fan-led social campaign.



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Solution

Creativepool hosted an artworks brief open to all **250,000+ members** seeking original, shareable visual artworks. Creatives were invited to listen to Machine Gun Kelly's new album and submit their creative inspiration, **tapping into a new audience** for the artist and his music.



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Results

This brief elicited **118 quirky, authentic and imaginative submitted artworks** from which Interscope Records, Machine Gun Kelly and his team chose **five works to fully license** for an innovative digital campaign.



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Organic Digital Reach

1,812 unique brief views

118 submissions
from **14** countries

4,123 article views

260,000+ social impressions

8,000+ social engagements

301 Retweets 1,414 Likes



18

301

1.4K





It's time for change.
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primesight

Partnership Activations

To support the project, **digital 96 sheet billboards** were activated in key creative hubs across London, Nottingham, Cardiff and Glasgow garnering **531,152 unique impacts** in partnership with Primesight.

(Route analytics)



Winner: Nicky Barkla, Graphic Designer



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A young woman with red hair is sitting on a ledge by a body of water, blowing bubbles. She is wearing a black and white striped long-sleeved shirt and white pants. The background shows a cityscape across the water with a boat in the distance. The scene is bright and sunny.

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Unleash the power of the network

Ideas | Design | Artworks | Video

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