



1000P · MUSIC & CULTURE AGENCY

TRACK RECORD

Case Studies

Artists & brands · Strategy through results

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BOOKING

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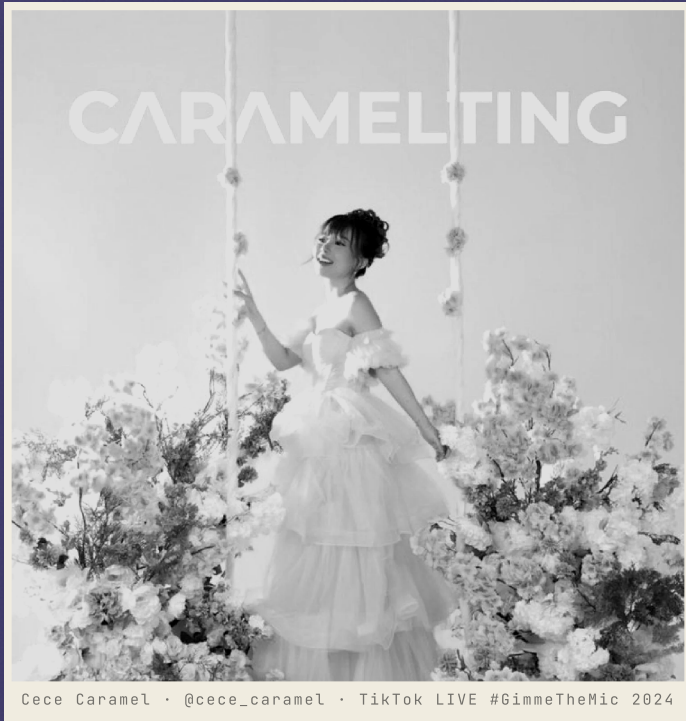
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Eight campaigns across artists and brands — each a different problem, a different audience, a different mechanic. Held together by one principle: build systems that turn attention into audience.

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Turning Virality into Sustainable Growth



VIRALITY

...ls
 ...g world of Caramel, the sensational Indonesian TikTok
 ...ive fanbase of 265.9k followers! She's not just a rising
 ...cured a coveted spot among the global top three in...

RESULTS

- ×25 listener growth
- 1.69M cece caramel views
- 1.22M adoo views

men of Indonesia
 s perempuan tanah
 ang memperkaya...

Fresh Finds Indonesia
 Merayakan 10 tahun
 Fresh Finds, temukan...

READ THE CASE STUDY



stiwana
 This Is Eka Gustiwana.
 Les titres...

×25

LISTENER GROWTH

1.69M

CECE CARAMEL VIEWS

1.22M

ADDD VIEWS

Turning Virality into Sustainable Growth

THE BRIEF

TikTok wanted proof that it could build careers, not just moments. Three emerging Asian artists. Near-zero mainstream profile. One live campaign to change that.

#GimmeTheMic was designed as a stage, not a content slot. Each artist performed live; the campaign amplified in real time. The audience grew alongside them — discovery and fandom happening simultaneously, compressed into a single activation window.

All three artists crossed thresholds that typically take a year of label spend. Monthly listeners grew from 4,000 to over 100,000. TikTok's bet on live as a launchpad was validated at scale.

"Breaking three artists in one live campaign"

Launching a New Artistic Era



Christine and The Queens · "Damn, Dis-Moi" · 2024

NEW ERA

RESULTS

23M spotify streams (3 months)

8.4M youtube views

+18% follower growth

READ THE CASE STUDY



23M

SPOTIFY STREAMS (3 MONTHS)

8.4M

YOUTUBE VIEWS

+18%

FOLLOWER GROWTH

Launching a New Artistic Era

THE BRIEF

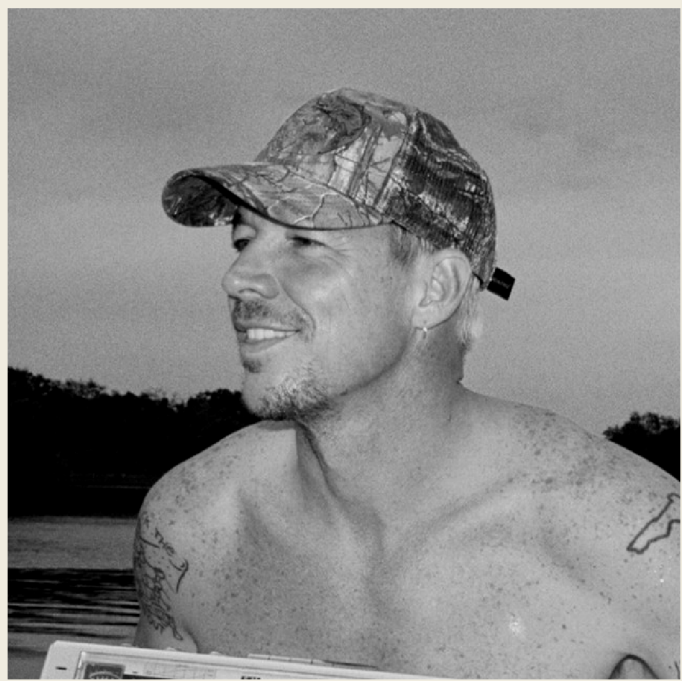
A French artist with global ambitions, an English-language market to crack, and a track that worked precisely because it stayed French. The tension was the strategy.

The launch of "Damn, Dis-Moi" was built around that duality — intimacy in French, distributed at global scale. Editorial playlist seeding and fan community activation ran simultaneously, treating the release as an event with a build, not a drop with a spike.

The results held. 23 million Spotify streams in three months. But the number that mattered most was the follower conversion — 18% growth, meaning passive listeners became long-term audience. That is harder to manufacture than streams.

"A global digital launch built on intimacy"

Creating Demand in Priority Markets



Diplo · "Wish" ft. Trippie Redd · Cross-Genre Strategy

CREATE DEMAND

RESULTS

18.4M spotify streams

10.5M youtube views

32% save rate

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18.4M

SPOTIFY STREAMS

10.5M

YOUTUBE VIEWS

32%

SAVE RATE

Creating Demand in Priority Markets

THE STRATEGY

Electronic music with a rap feature. "Wish" featuring Trippie Redd needed to cross without getting lost between audiences. The real test was never reach — it was retention.

The Trippie Redd collaboration was the hinge. Playlist targeting was surgical: placement quality over volume, prioritizing environments where the track would be heard with attention rather than passively consumed. Context was everything.

A 32% save rate is the number that closes the argument. Industry average sits around 15–18%. The audience didn't just hear the track — they came back for it. That is the difference between a campaign and a moment that sticks.

"Engineering a crossover moment"



Reviving a Legacy Catalogue



Manu Chao · Catalogue Reactivation · LATAM · France · DE · I'

REVIVE A LEGACY

RESULTS

2.2M monthly active listeners

+28% stream increase

+154% playlist growth

READ THE CASE STUDY



2.2M

MONTHLY ACTIVE LISTENERS

+28%

STREAM INCREASE

+154%

PLAYLIST GROWTH

Reviving a Legacy Catalogue

THE BRIEF

The catalogue was beloved. The problem was structural: a generation of listeners had grown up on recommendation algorithms and had never been pointed toward it. No new release, no press cycle, no obvious hook. Just the music — and the challenge of making infrastructure work for it.

We mapped the catalogue for curatorial potential: which tracks had the emotional range to travel across playlist genres, which could anchor mood-based discovery, which needed context before they could land. Pitches were built around listener experience, not credentials.

The results compound. 2.2 million monthly active listeners. A 154% increase in playlist placements. The more significant shift is structural: Manu Chao's music is now embedded in the streaming infrastructure in a way that continues to grow without campaign support.

"Reawakening a legend for a new generation"

Building the Next Generation of Independent Artists



Groover Obsessions · Lteez · La Coya · Alvin Chris · Storm O

NEXT GENERATION



RESULTS

- 500+ artists supported since 2021
- 2,000+ coaching sessions delivered
- 95% artist satisfaction rate

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500+

ARTISTS SUPPORTED SINCE 2021

2,000+

COACHING SESSIONS DELIVERED

95%

ARTIST SATISFACTION RATE

Building the Next Generation of Independent Artists

THE BRIEF

Groover wanted to move beyond being a tool — to become a tastemaker. Since 2021, the program has supported more than 500 artists through 2,000+ 1:1 coaching sessions, combining strategic guidance with hands-on release execution.

Every collaboration started with a long-term roadmap — positioning, catalogue, release timelines — then moved into execution: metadata, editorial pitching, Smartlinks, paid media planning, and introductions to distributors and labels when the moment was right.

250+ artists have secured publishing or distribution deals after coaching, and accompanied artists generated 1.5M+ streams in 2023 alone. Independent artists don't just need promotion — they need structure.

"Building a creator family at scale"



Building Momentum from Zero



Alex Dion · "Ride" · Pre-Save & Platform Launch

FROM ZERO

Dion

é ...

12829

Sélection de l'artiste

RESULTS

20k+ spotify streams (20 days)

15k monthly listeners

150+ playlist adds

My first single



Ride

READ THE CASE STUDY



A5 · ALEX DION · 4:00

20K+

SPOTIFY STREAMS (20 DAYS)

15K

MONTHLY LISTENERS

150+

PLAYLIST ADDS

Building Momentum from Zero

THE BRIEF

No audience. No existing footprint. Launching "RIDE" from scratch meant creating the strongest possible release signals in the first weeks, before any algorithm had a reason to notice.

Pre-saves concentrated listening activity from day one. TikTok became the testing ground for hooks and formats — winning concepts were scaled through paid media and creator content, while YouTube reinforced exposure across touchpoints.

20 days in: 20,000+ streams, 15,000 monthly listeners, 150+ playlist adds. Good music is the foundation — a structured release system is what turns it into momentum.

"Launching an artist from zero"

Transforming Fragrance Discovery into an Interactive Experience



Gucci Guilty Elixir × A\$AP Rocky · Interactive Experience

FRAGRANCE DISCOVERY

RESULTS

- #1 campaign engagement
- ↑ in-store footfall
- 0 app downloads required

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#1

CAMPAIGN ENGAGEMENT



IN-STORE FOOTFALL

0

APP DOWNLOADS REQUIRED

Transforming Fragrance Discovery into an Interactive Experience

THE BRIEF

Fragrance marketing lives and dies by desire. Gucci wanted the Guilty Elixir launch to feel like culture, not advertising. A\$AP Rocky was not a spokesperson — he was the world.

We designed an interactive mobile experience that placed users inside Rocky's world rather than presenting the campaign at them. Exploration was rewarded. Discovery was layered. Brand immersion replaced brand exposure, and it ran entirely in-browser — no friction, no download barrier.

The activation generated record engagement across markets and measurable in-store footfall uplift. More importantly, it generated the kind of earned attention that paid media cannot manufacture. The campaign moved people — from screen to store, from awareness to want.

"Where fashion meets immersive culture"



Reinventing a Luxury Product Launch



MAC Cosmetics · Powder Kiss · La Samaritaine

LUXURY LAUNCH

RESULTS

- 330+** social assets produced
- 21%** mom lipstick sales growth
- 75k** visits to product pages

READ THE CASE STUDY



330+

SOCIAL ASSETS PRODUCED

21%

MOM LIPSTICK SALES GROWTH

75K

VISITS TO PRODUCT PAGES

Reinventing a Luxury Product Launch

THE BRIEF

MAC Cosmetics wanted the Powder Kiss launch to feel like culture, not advertising — replacing print and in-store visibility alone with a digital-first, creator-led strategy built for content, not just attendance.

46 curated creators produced 330+ pieces of content across Reels, Stories, TikTok and Shorts. Rather than imposing rigid guidelines, creators shaped the ideation — budget shifted continuously toward whatever format proved it could convert.

21% month-over-month growth in lipstick sales. 75,000 visits driven to product pages. The framework was adopted by MAC Cosmetics for future global launches — the clearest signal that participation beats advertising.

"Turning a product launch into a content engine"

LET'S TALK

Talk to us

Book a free 30-minute audit. We'll look at your positioning, your last release or campaign, and where the leverage is.

BOOKING

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