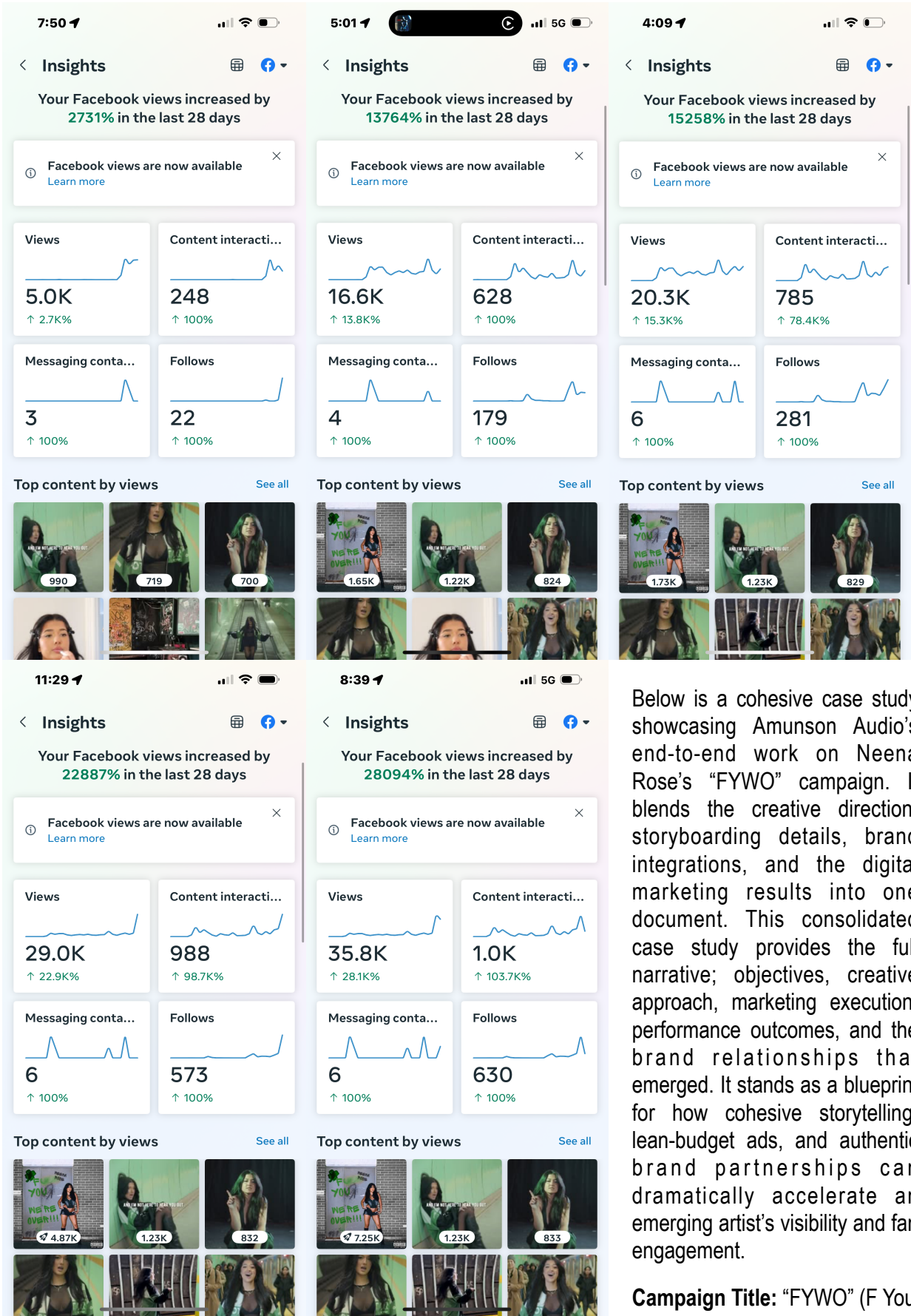


Case Study: Neena Rose & Amunson Audio



Below is a cohesive case study showcasing Amunson Audio's end-to-end work on Neena Rose's "FYWO" campaign. It blends the creative direction, storyboarding details, brand integrations, and the digital marketing results into one document. This consolidated case study provides the full narrative; objectives, creative approach, marketing execution, performance outcomes, and the brand relationships that emerged. It stands as a blueprint for how cohesive storytelling, lean-budget ads, and authentic brand partnerships can dramatically accelerate an emerging artist's visibility and fan engagement.

**Campaign Title:** "FYWO" (F You

We're Over)

**Lead & Visionary:** Patrick Jae Amunson, Founder of Amunson Audio

**Timeframe:** February 2025 (Pre-Campaign) to March 2025 (Launch & Early Results)

---

# 1. Introduction & Objectives

## Artist & Campaign Overview

Neena Rose is a rising pop artist whose music explores themes of heartbreak, empowerment, and self-discovery. The "FYWO" (F You We're Over) campaign, conceived and led by Patrick Jae Amunson, served as the launchpad for her upcoming music releases, brand positioning, and digital marketing push.

### Primary Goals:

- I. Establish a compelling narrative around post-breakup freedom.
- II. Drive fan engagement and audience growth across social platforms (Facebook, Instagram, TikTok).
- III. Increase Spotify streams and monthly listeners for Neena's music.
- IV. Lay the groundwork for brand partnerships and future collaboration opportunities.

This case study traces the campaign from creative ideation and storyboarding to real-world ad performance and brand alignment, revealing how a cohesive multi-channel approach can accelerate an emerging artist's career.

---

# 2. Pre-Campaign Strategy & Creative Development

## 2.1 The Thematic Arc & Story

Neena Rose's music often highlights emotional liberation after toxic relationships. To amplify this, Patrick established "FYWO" as a bold breakup anthem; embracing the concept of being "alone in a crowd," yet ultimately finding power in solitude.

### **Core Motif:**

"In the end... it's only me." This line embodies the campaign's essence: heartbreak leading to personal growth and self-love.

## 2.2 Storyboarding & Continuity Planning

Patrick led a detailed storyboard process, mapping each scene of the FYWO music video:

- I. **City Streets (Verse 1):** Neena walks at night with friends but feels detached; fisheye shots, neon lights, gritty city backdrops.

- II. **Subway Shots:** Symbolic of “moving forward,” with overhead angles showing a lonely figure amid crowds.
- III. **Dive Bar(Chorus):** High-energy sequences for cathartic release; fast cuts, close-ups, and moody lighting.
- IV. **Grimy Bathroom (Bridge):** Self-confrontation in a graffiti-covered mirror; discarding mementos (ex’s jacket/hoodie).

Throughout these scenes, multiple brand elements were organically woven; Aldo boots, Clore hair extensions, and hints of Van Cleef cosmetics; to position Neena as both a music and style influencer.

## **2.3 Content Calendar & Social Rollout**

Months before the release, Patrick established a structured weekly content schedule across TikTok, Instagram, and Facebook:

- **Monday (Makeup/GRWM):** Tutorials and comedic voiceovers featuring Neena’s daily glam.
- **Tuesday (Premiere Teasers):** Final music video edits, countdown posts, or behind-the-scenes glimpses.
- **Wednesday (Covers & Mashups):** Neena reimagines other artists’ hits, tapping into trending searches.
- **Thursday (Fashion):** “Get Dressed With Me,” outfit breakdowns, styling the Aldo boots.
- **Friday (Neena’s Music & Vlogs):** FYWO previews, personal stories, comedic skits about exes.

This schedule fueled consistent engagement, building anticipation for the music video release in March 2025.

---

## **3. Campaign Execution & Brand Integrations**

### **3.1 Music Video Production**

**Shoot Date:** Late February 2025, primarily in Hamilton, Canada

**Video Highlights:**

- **Subway Scenery:** Scenes of Neena reading a breakup text, tossing her phone in the trash—symbolic of letting go.
- **Bar Sequence:** A cathartic dance moment as she reclaims her power.
- **Bathroom Mirror:** Emotional turning point, discarding the past.

### **3.2 Organic Brand Feature Strategy**

- **Aldo Footwear:** Featured as statement pieces in dynamic dance scenes and street shots. The black leather boots symbolize confidence.
- **Clore Hair Extensions:** A single colorful hair streak, often green, played into the “lucky four-leaf clover” lyric, standing out in the bar scene shots.

- **Van Cleef Accessories:** Subtle close-ups on Neena’s shimmering accessories; shown during reflective mirror moments to convey self-love and luxury.

By embedding these items naturally in the storyline, Patrick showcased potential sponsorship value without forcing brand placements.

### 3.3 Social Ads & Paid Media Tactics

Patrick’s digital marketing encompassed Facebook, Instagram, and Spotify:

#### I. Targeting

- Women 18–35, primarily US/Canada/UK.
- Interests in pop music, heartbreak content, relationships.
- Advantage+ expansion letting Facebook’s algorithm find additional receptive audiences.

#### II. Small Daily Budgets (CA\$1.50–\$3.50)

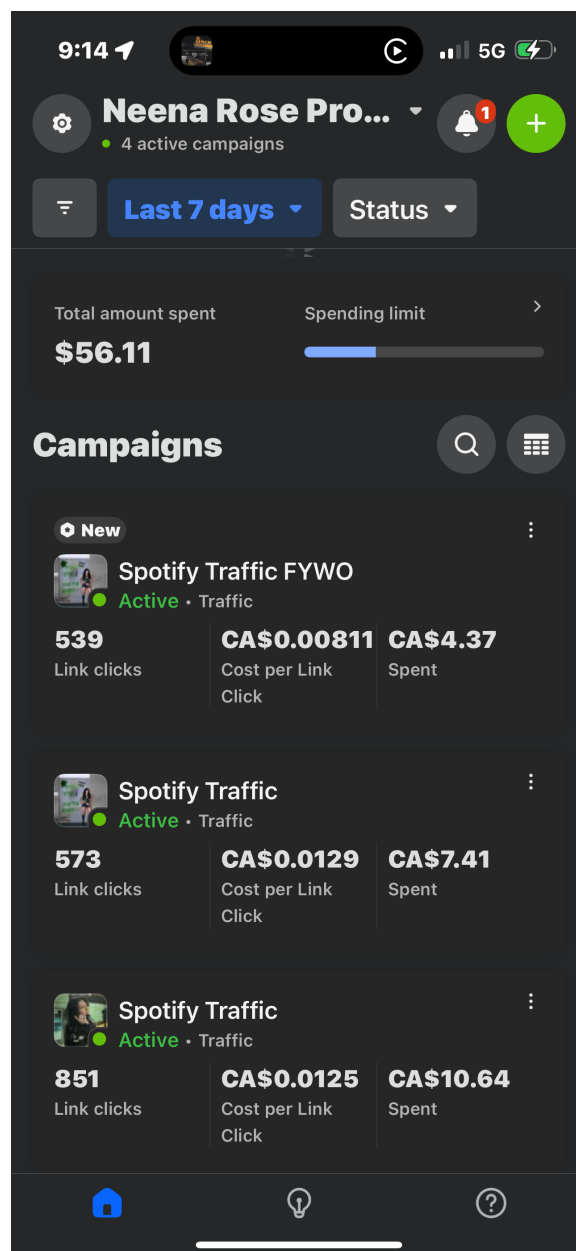
- Allowed hyper-focused testing; budgets scaled only when ads performed exceptionally well.

#### III. Creative Testing

- Multiple ad variations; some with dramatic text overlays like “F YOU WE’RE OVER,” others featuring Neena’s emotional performance.
- Best performers were continuously optimized; underperformers were paused.

#### IV. Multi-Objective Approach

- Engagement & Page Likes on Facebook.
- Traffic to Instagram profile posts, Spotify streams, and music video links.
- Story Ads for quick vertical video snippets to capture short attention spans.





## 4. Performance Metrics & Early Results

Despite modest budgets, the campaign achieved exceptional cost-efficiency and community growth:

Platform	Key Results	Cost Efficiency
<b>Facebook</b> (Engagement & Follows)	- <b>+29K</b> page views in 28 days (↑22K+%) - <b>988</b> content interactions - <b>573</b> new page followers	- Page like CPC as low as <b>CA\$0.0771</b> - Exceptional 8%+ engagement rates on boosted posts
<b>Instagram</b> (Traffic & Awareness)	- <b>800+</b> link clicks across multiple ads - Top post: ~307 clicks, CPC ~ <b>CA\$0.0521</b> - High engagement on Reels featuring F YOU WE'RE OVER clip	- <b>CA\$0.05-CA\$0.06</b> CPC average, well below typical benchmarks - Led hundreds of new users to Neena's profile and content
<b>Spotify</b> (Song Streams)	- ~150+ link clicks to FYWO track - Measurable boost in monthly listeners	- CPC as low as <b>CA\$0.0194</b> per click - High CTR among young female pop fans

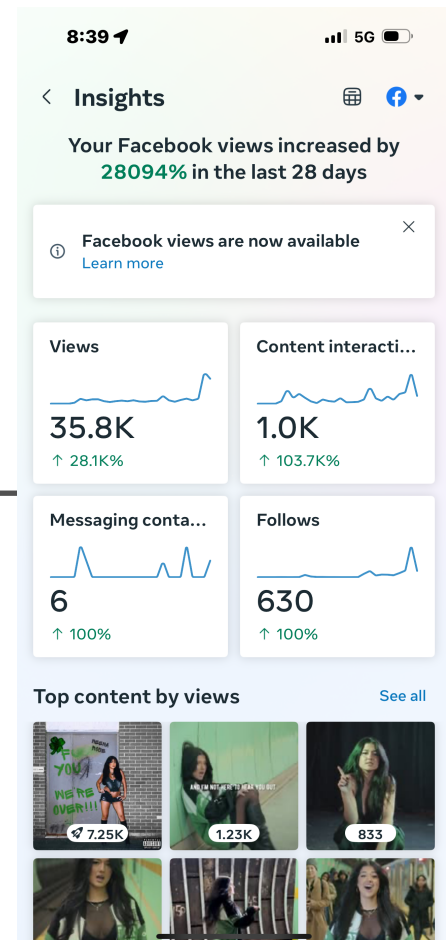
### Highlights:

- **Facebook** soared with a massive 22,000% spike in impressions; gaining traction via short, edgy breakup-themed videos.
- **Instagram** ads repeatedly drove clicks under CA\$0.06 each; the "F YOU WE'RE OVER" snippet alone garnered ~307+ link clicks at ~CA\$0.0521 CPC.
- **Spotify** traffic campaigns, though small in spend, converted at under 2 cents per click; boosting streams and monthly listeners.

## 5. Brand Development & Impact

### 5.1 Aldo Collaboration Pitch

Based on the successful organic integration of Aldo footwear, Patrick assembled a proposal presenting Neena's 886K+ TikTok followers and strong female demographic (75% aged 18–34). Potential cross-promotions (live pop-up performances, co-branded IG reels) were outlined, demonstrating how Aldo could tap into Neena's engaged audience and pop/fashion persona.



## 5.2 Authentic Product Placement

By featuring Clore's hair streak and Van Cleef's makeup in raw, emotional scenes, fans naturally asked about Neena's styling. This ignited brand awareness for Clore hair products and showcased how subtle product cues can resonate with fans without overshadowing the artist's storyline.

## 5.3 Industry Credibility & Next Steps

- The campaign's cost-efficiency and high engagement turned heads among industry insiders, reinforcing Amunson Audio's expertise in holistic music marketing.
- Aldo's social team responded positively to cameo brand spots; leading to potential future collabs.
- The approach exemplified how an indie artist can build multi-platform synergy and attract brand partners organically.

# 6. Key Learnings & Future Outlook

### I. Narrative-Driven Marketing Works

- Weaving heartbreak and empowerment themes throughout short-form videos, social ads, and brand tie-ins created a cohesive storyline fans could latch onto.

### II. Small Budgets, Big Returns

- Even CA\$1.50–3.50 per day, when finely targeted, delivered thousands of impressions, hundreds of link clicks, and significant follower growth.

### III. Vertical-Friendly Content

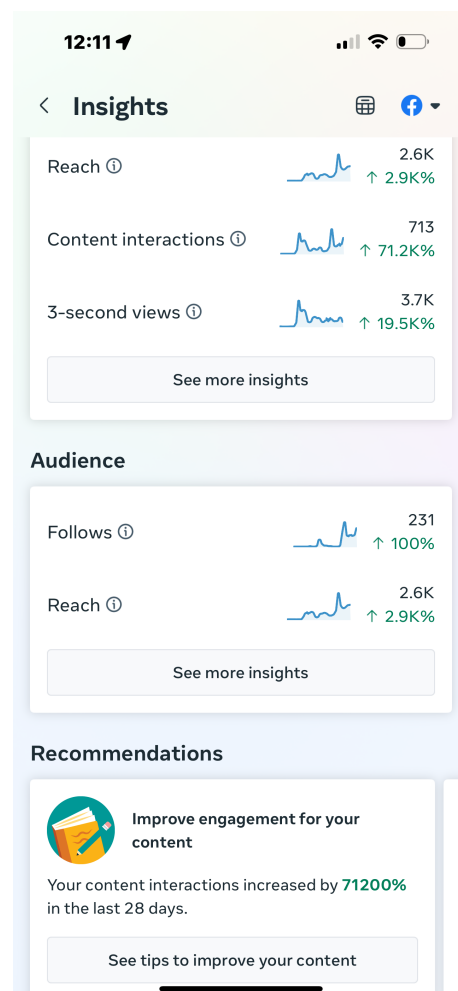
- Filming with Reels/TikTok in mind preserved visual impact across both horizontal YouTube formats and 9:16 social ads, maximizing cross-platform consistency.

### IV. Authentic Brand Integration

- The cameo roles of Aldo footwear, Clore extensions, and Van Cleef cosmetics felt natural; avoiding forced placements while giving fans authentic style content to comment on.

### V. Fan Retention & Conversion

- Low cost-per-click and high conversions to Spotify streams indicate that the right creative + targeting funnel can simultaneously grow social metrics and music consumption.



## Looking Ahead:

- Patrick intends to leverage these campaign successes for larger brand deals, potential live performances, and continuing content arcs that expand on the “breakup-to-liberation” narrative.
- With fans now craving more glimpses into Neena’s world, future campaigns can deepen audience relationships through behind-the-scenes expansions, merchandise lines, or brand co-sponsorships.

## 7. Conclusion

Through compelling creative direction, meticulous pre-production, low-budget but high-impact digital ads, and strategic brand alignments, Patrick Jae Amunson and Amunson Audio successfully propelled Neena Rose’s “FYWO” into the spotlight. The campaign transformed a single release into a multi-week digital event, yielding exponential growth in social engagement, Spotify traffic, and brand interest.

By blending gritty, emotionally charged storytelling with targeted marketing, “FYWO” demonstrates how an indie artist can stand out in a crowded digital landscape; achieving both artistic authenticity and commercial viability. For Patrick and Amunson Audio, this case study underscores a replicable formula for music promotion: align a strong narrative with strategic platform usage, optimize daily for cost-efficiency, and let the artist’s unique voice drive genuine fan connection.

In the end... it’s only me; and a fast-growing, dedicated fanbase behind her.

## Credits & Contact

### Lead Campaign Strategist & Creative Director:

- Patrick Jae Amunson | Amunson Audio

### Artist & Muse:

- Neena Rose | Indie-Pop Singer-Songwriter

### Brand Highlights:

- Aldo, Clore, Van Cleef (integrated within the FYWO visuals)

