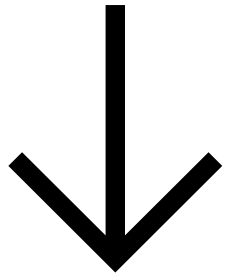
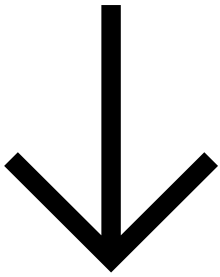


# DONDA TOUR



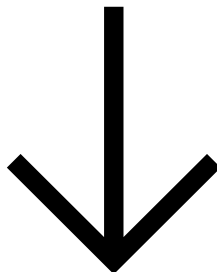
Eternity Honore  
Oct. 26th, 2021  
Podcast Promotional Campaign

# INTRODUCTION

Kanye West is a rapper who is known for his outspoken theatrics, and cutting-edge take on art in the realms of music and fashion. West started as a producer for prominent artists such as Jay-Z, Foxy Brown, Common, and Pusha T and evolved into one of the most popular rap artists of this generation. One of the things that make Kanye so impactful is how dynamic his music is. No album is ever the same, and each album often reflects different eras in the artist's life. This keeps fans on their toes and creates excitement every time West releases a new project. His most recent album Donda was long-awaited, and the listening parties sold over 38,000 tickets each. Wherever Kanye goes, publicity follows.

The goal of this campaign is to increase ticket and merchandise sales for the Donda tour by 5% and reconnect to a more mature fanbase. To accomplish this goal I plan to collaborate with the Drink Champs podcast. This podcast is hosted by N.O.R.E. and DJ EFN and previous guests have included Nas, Lil Wayne, P.Diddy, and Master P. Drink Champs holds weight in the rap community and prides itself on having rap legends on their show. Also, 45% of their audience is over the age of 30 and 81% of viewers are male (Podscribe). It relates to a mainly Black audience because of the subject matter, hosts, and its parent company (RevoltTv). This collaboration would allow Kanye to reconnect with his older fanbase, and get them interested in both his tour and merchandise while also bringing in a wider audience for Drink Champs. To track whether the influx of ticket and merchandise sales are coming from the Drink Champs collaboration, there will be a special promo code for 25% off of tour merchandise with the purchase of a concert ticket. Everyone who uses the code will then be entered to win free backstage passes. There will be a separate drawing for each city a concert is held in.

Source: <https://app.podscribe.ai/series/2525?tabValue=4>



## Q&A PODCAST PITPODCAST COPYCH

Kanye West. Rapper. Visionary. Artist. Genius. Mogul. Producer. Legend. Ye has been an integral part of the hip-hop community for the past 20 years and had just released his opus “Donda”. Tune in on November 1st at 6:30 p.m. CST, to hear West describe his artistic process and release promo codes for concert tickets, merchandise, and be entered- to- win backstage passes to the event. Follow @DrinkChamps and @KanyeWest on Instagram for more information and future deals. Donda is an experience you won’t want to miss!

Podcast To Pitch To:



## Q&A PODCAST PITCH

Hey DJ EFN and N.O.R.E,

I'm a member of Kanye West's PR team and I loved your episode of Drink Champs with Nas. When you all discussed the importance of having a platform to showcase older rappers for an older audience, I was particularly inspired. Every form of music has respected legends, but that title is less available to rap artists as they get older.

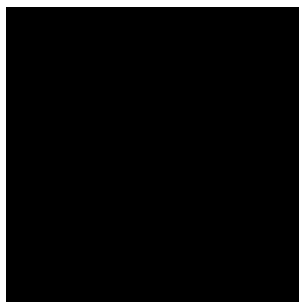
With Mr. West's recent release of his latest album Donda, Kanye would like to reconnect more with his older audience. The album is a mature representation of his music and the magnum opus of his career and officially cements his status as a legend.

The Drink Champs podcast has welcomed many critically acclaimed rap legends. Kanye West masterfully brings new school and old school rap together and could provide insight into his provocative creative process in the form of a Q&A. Many of Kanye's previous interviews have gone viral, and references to them even remain relevant. Examples include his famous "You don't got the answers Sway!" outburst, which still brings smiles to many.

I will attach a script for the Q&A. Our goal is to reach a middle-aged Black male audience to promote the tour and merchandise with your well-established, legendary podcast. Kanye will also promote the event on his Instagram story which could bring younger viewers to expand your podcast's audience as well. This could mutually benefit both parties and bring more attendance and viewership to both endeavors.

Kanye is excited about this opportunity to gain exposure while letting people in on his creative process! Feel free to contact me using the information below.

Best,  
Eternity Honore  
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225-907-9718  
kanyewest.com



## Q&A PODCAST SCRIPT

Kanye West is one of the most famous rappers of our generation. He has worked with artists in every genre from Ozzie Osbourne to Beyonce. West is known for his provocative approach to music, fashion, and life. His album Donda had an epic three-part listening party event that drew in tens of thousands of people.

Donda is an open letter to Kanye's late mother, Dr. Donda West.

Kanye is here with us today to break down the album and give out special promo codes for tickets, merch, and an opportunity to win backstage passes to the show!

1

Q: What does Donda mean to you?

A: Donda is an ode to my late mother Donda West. She was my biggest inspiration and supporter growing up, so when she passed away it spent my mental health into an utter spiral. This album means a lot to me and that's why it took so long to come out. It felt like a final way for me to memorialize and come to terms with my mother's death so it had to be perfect.

2

Q: So what was going on at the 3 listening parties and with you sleeping in the Staple Center?

A: The listening parties were an opportunity for me to connect with my fans and let them into my creative process. A lot of people thought having 3 listening parties and sleeping in the Staple Center was excessive, but I'm a perfectionist. If I'm going to make a tribute to my mother, it had to be just as perfect as she was.

3

Q: What do fans have to look forward to from the show and merchandise?

A: In my final listening party, I previewed a small taste of what a concert performance for the tour would be like. I'm incorporating my childhood, religion, fame, and theatrics to create something completely different. As for merchandise, I'm going for a minimalistic functional concept right now that incorporates my childhood home and my mom's baby pictures into high fashion streetwear. It's also a reference to my political ambitions and prison reform. Listeners can use the promo code YE2024 to purchase tickets on my website, [kanyewest.com](http://kanyewest.com). The promo code gives a 25% discount on all tour merch and enters customers to win backstage passes to their desired concert.

4:

Q: When will the concert tickets be released?

A: The website will go live at the end of this interview!

5:

Q: What song was the most important to you? Like a song that had to be on the album?

A: The song Donda was closest to my heart. My mom was a very religious person, and big on education and inspiring future generations to be better. I felt her 2007 speech at the Chicago Statue University, best encompassed this. Her speaking on what I meant to her and the world struck a chord with me. Hearing her voice always inspires me, I miss her so much. I mixed it with spirituality because knowing she's in a better place has helped me accept her death.

### Conclusion:

Thank you Kanye for being here with us and providing some insight into your creative process. I know this album means a lot to you, and it means a lot to the listeners and anyone who has lost someone and turned that pain into something beautiful. To buy tickets and merchandise the website, [www.kanyewest.com](http://www.kanyewest.com) is now live, and don't forget to use promo code YE2024.

# CONCLUSION

Kanye West is going on tour for his 10th and biggest album thus far, Donda. To connect with an older audience and increase sales by 5%, I have crafted a podcast copy and Q&A collaborations for Drink Champs. Drink Champs has millions of views on each of their podcast episodes and has access to a predominantly middle-aged, Black, straight male audience. West is a controversial icon who brings attention wherever he goes. This will begin a mutually beneficial relationship between Drink Champs and Mr. West through the exchange of audience demographics. This will be tracked by use of a promo code that will be released live on the show. With the use of these tactics, the goal to increase sales and reconnect to this audience base will be achieved.

