



THE BLONDE

OUR WORK

AN AGENCY THAT DELIVERS WORK THAT TRULY WORKS

Our campaigns have put Amazon, Tesla, Versace, the Met, Showtime, Atlantic Records and even California Avocados on everyone's lips. And that's produced tailored, category-defying work. But we're not creative for the sake of being creative. We create stories that make an audience connect, not just scroll on by. And we deliver measurable results tracked in real-time - that means work that actually gets the job done.

But we're not here to steal the limelight. We work to ensure you take centre stage. We've matched our clients with the messages that are consistent with their brand, their stories, their voice. Because we know that when your brand's social strategy is true to who you are, you'll make more friends.

And better than friends, we make BFFs. We've launched businesses and made waves across the music, arts, tech, food, and travel industries that got audiences soaked. Let's dive into out the work that not only pushes the parameters of marketing, but redefines expectations from social, too.



CASE STUDY:





CASE STUDY

GOALS

1. Promote MONA and DarkMOFO as an arts, culture and foodie destination
2. Deploy bespoke social strategies to encompass the entire offering
3. Captivate international art tourists

SERVICES PROVIDED

We activated the now-famous DarkMOFO cultural festival in Tasmania, Australia, devising bespoke social strategies resulting in round-the-clock, multi-channel coverage from a range of high-profile collaborators.

AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

**58 million views on
instastory and
regular video**

**Over one hundred
thousand
engagements**

CASE STUDY:





GOALS

1. Design & deliver exclusive social campaign to launch the Twin Peaks
2. Achieve mass reach and awareness of the launch
3. Increase subscription and viewership of the show

SERVICES PROVIDED

StreetArtGlobe commissioned two premiere street artists within its network - Leon Keer and Nate Baranowski - to create a 3D anamorphic artwork within the Twin Peaks theme to announce the premiere in Portland, Oregon. We filmed a time-lapse video of the artwork's creation, and hosted the video across our social media channels in the hours leading up to the worldwide release of the season premiere.

AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

Our campaign saw a record-setting number of sign-ups for the Showtime subscription service

Showtime saw the highest percentage of streaming viewership of any original series to-date, and the most streaming viewers ever for an original series debut.

CASE STUDY:

Sotheby's

INTERNATIONAL REALTY





GOALS

1. Achieve maximum reach
2. Achieve maximum virality (it's a word, we coined it)
3. Make mainstream news

SERVICES PROVIDED

Through our **@artFido** channel we broke infamous street artist **Banksy's** latest ruse: the shredding of 'Balloon Girl' to create 'Girl in Bin' at celebrated auction house, **Sotheby's**. It became a worldwide phenomenon (understatement of the year?).

AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

**2 million views
of the story in
48 hours**

**artFido's video
footage went viral
with tens of millions of
views and coverage
from BBC, ABC, CNN,
FOX News**

CASE STUDY:



CASE STUDY



GOALS

1. Execute a local, on-the-street installation with international reach
2. Create download pandemonium (break the internet)
3. Build artist awareness

SERVICES PROVIDED

We launched hit-band Galantis' single simultaneously **around** the world with eight murals creating both digital and street-side activations, managed from concept to execution.

AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

Our @StreetArtGlobe
videos amassed half a
BILLION views

The single 'True Feeling'
was ranked #1 around
the world prior the
album's release

CASE STUDY:





GOALS

1. Create visual assets that integrate seamlessly with the brand
2. Make Goliath part of all the water-cooler conversations
3. Get new eyeballs firmly fixed on the show

SERVICES PROVIDED

We recruited a world-famous illustrator to create an animation of smash hit show Goliath. Advertising the content on our SAG platforms and synchronising with the show's premiere, we linked our audiences to the Amazon platform and social channels, fuelling the show's success.

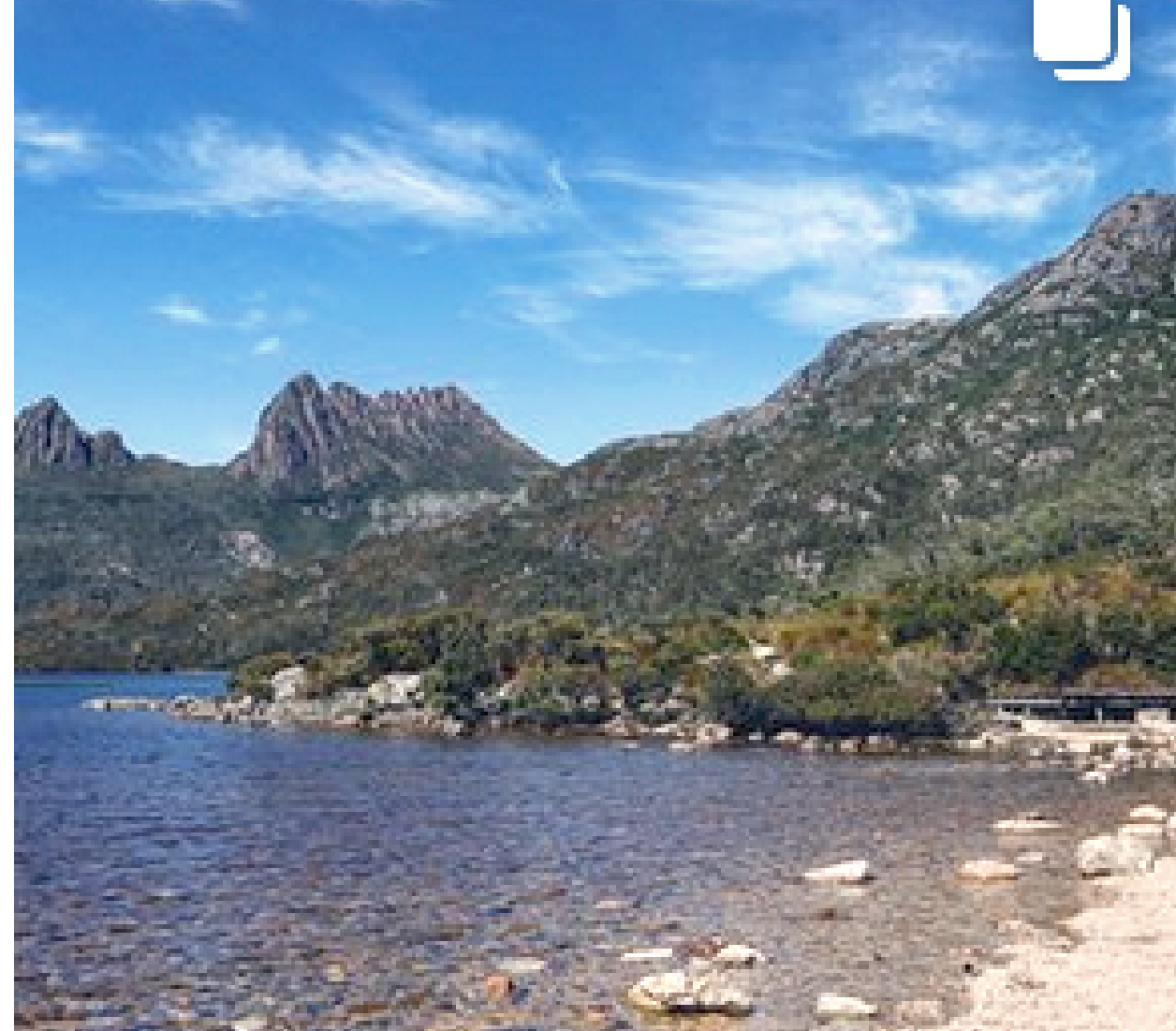
AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

The social campaign
rocketed the launch of
Goliath Season 2 to the top
of the Amazon Prime charts.
‘Nuff said.

CASE STUDY:



CASE STUDY



GOALS

1. Make native advertising – ads that appear organically, not traditional marketing (which is so not Tesla).
2. Use top tier influencers

SERVICES PROVIDED

We devised marketing strategies and produced accessible and exciting content for Tesla, integrating this cutting-edge brand across our Foodporn and @StreetArtGlobe platforms. The immersive digital experience showcased the tech and ‘easter egg’ features of the Model X. Need we say more? It’s Tesla.


AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

Our bespoke Tesla
content generated in
excess of 11 million
views

Tesla is now an
ongoing client

CASE STUDY:

WAGGAMA





GOALS

1. Create marketing as rewarding and experiential as the museum itself
2. Promote the Yayoi Kusama interactive exhibitions to local and international audiences
3. Prove the 'grammability' of the museum

SERVICES PROVIDED

We created local and international buzz* around this celebrated gallery's interactive exhibition of artist Yayoi Kusama, covering the exhibition via Instastory on StreetArtGlobe in real-time.

*or Is a 'buzz' a swarm if 2.5 million people view it in two hours? :]

AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

**2.5 million views
during our two-hour
visit**

**We successfully converted
new audiences in key
demographics to QAGOMA's
account and exhibition**

**QAGOMA reported
significant traffic
boost across its
channels**

CASE STUDY:



CASE STUDY



GOALS

1. Create Insta-worthy on-the-street engagement that fits seamlessly with the artist
2. Generate mass reach with an international audience

SERVICES PROVIDED

From concept to execution, we launched the artist Marshmello's album with a custom, hand-painted mural on a public wall in downtown New York, promoted on @StreetArtGlobe. The result: it's surely not a coincidence that the Kardashian family dressed up as Marshmello for Halloween.

AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

Our activation and organic seeding strategy placed hundreds of influencers at the site to share with an event hashtag

We coordinated six weeks of billboard advertising following the activation

The activation was instrumental in pushing the song ‘Happier’ to the top of the music charts around the world

CASE STUDY:

**BRUNO
MARS**





GOALS

1. Get maximum eyeballs across the video assets of this global music superstar
2. Build Bruno Mars' audience well beyond current subscribers to his channels

SERVICES PROVIDED

We shared an exclusive 1-minute clip of Bruno Mars' single "That's What I Like" via our StreetArtGlobe's Instagram and Facebook as a 'teaser' to create anticipation for the full song. After setting the socials aight, we launched the full video clip on StreetArtGlobe's Instagram and Facebook.

AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

We've had 26 million
views across the
StreetArtGlobe
platform to date

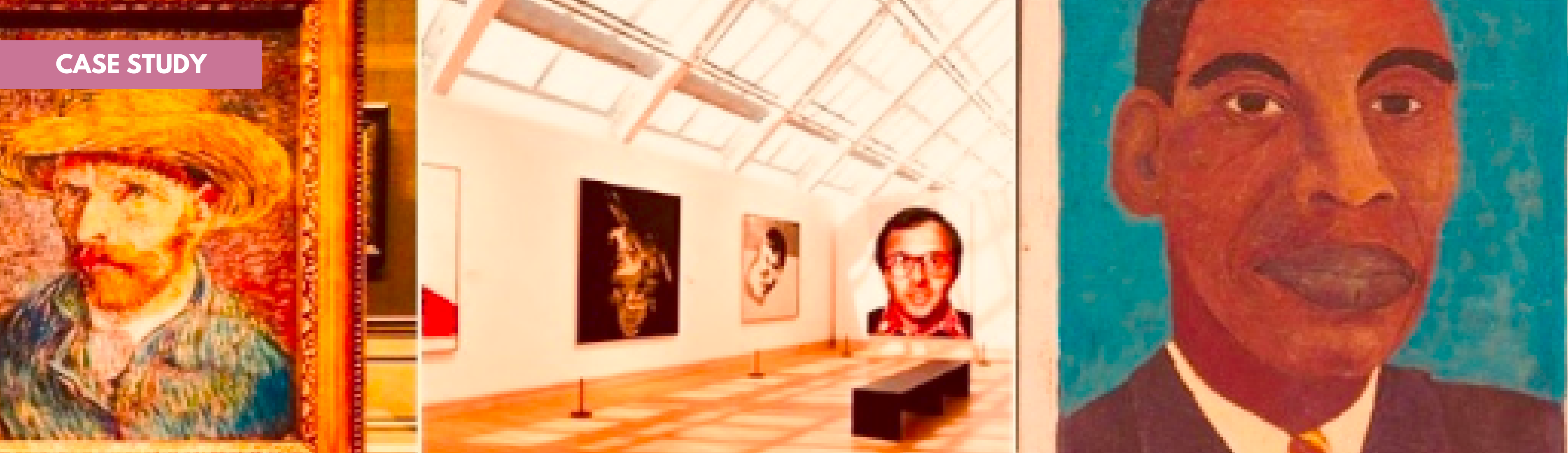
We doubled the
amount of views
Bruno Mars received
on his own channels

CASE STUDY:

THE MET



CASE STUDY



GOALS

1. Significantly increase traffic to the exhibitions
2. Supersize the following of the Met account audience of US and international 18-to-35-year-olds

SERVICES PROVIDED

With exclusive (The Blonde only) prior access to ‘The Master Collection’ at the MET, we covered the show on our artFido and StreetArtGlobe channels via Instastory, then synced posts with the show’s premiere. We’ll let the results of this simple marketing campaign do the talking.

AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

In just 24 hours of coverage, the Met's account grew by 10,000 followers

We provided mass awareness of the MET's current exhibition to a new audience in a key demographic

CASE STUDY:

香港
**BEST
OF ALL
IT'S IN
HONG
KONG**



CASE STUDY



GOALS

1. Put Hong Kong back on the map for inspiring art, incredible food and rich culture
2. Market tourism in Hong Kong to Aussie 18-to-35-year-olds
3. Produce content for the DiscoverHongKong platforms
4. Integrate a diverse range of travel collaborators

SERVICES PROVIDED

Invited by Hong Kong Tourism to cover the food, arts and cultural activities of Hong Kong during Art Basel Week, we developed social strategy and created custom content which was deployed to international arts and food-subscriber audiences in key demographics across @Foodporn, @StreetArtGlobe, and @artFido.

AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

**56,000,000 views,
receiving 1,105,000+
likes, 16,000+ comments
and 5000+ DMs**

**discoverhongkong's
account grew by
17,100 followers**

**We generated awareness
of the arts, food and
cultural activities
amongst a new audience**

CASE STUDY:

Art | Basel
Miami Beach

CASE STUDY



GOALS

1. Garner international attention for the art, food and culture of Florida, from Miami to beyond
2. Promote Florida to international tourists aged 18 to 35
3. Produce content for the VisitFlorida platforms
4. Integrate a diverse range of travel collaborators

SERVICES PROVIDED

Invited by Tourism Florida to cover Miami's Art Basel Week, our end-to-end content was pushed out through @artFido, @Foodporn, and @StreetArtGlobe. Our quality social journalism and content featured key artists, exhibitions, restaurants, hotels, clubs, and key Miami identities. **Bienvenido a Miami, muchachos.**

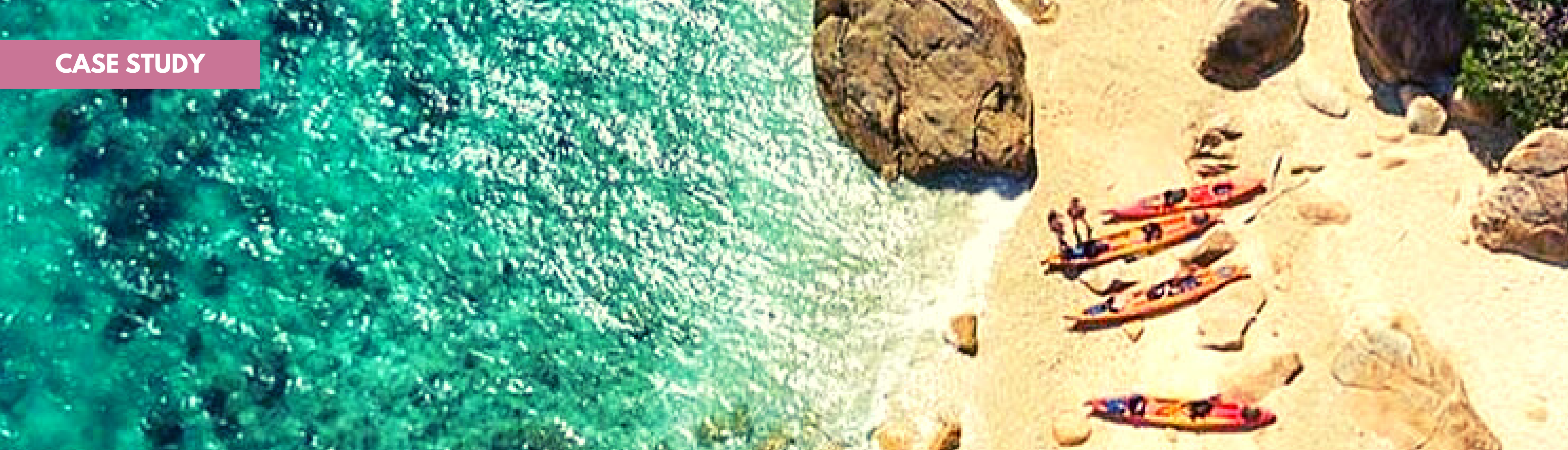
AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

**StreetArtGlobe and
Foodporn's instastories,
images and videos
generated in excess of 10
million views across the
campaign**

**Across channels,
our content
received 250,000
engagements**

CASE STUDY:





GOALS

1. Generate international interest in the nature, food and leisure activities across QLD
2. Promote local tourism within Queensland, collaborating with local tourism bodies (e.g. Fraser Island, Gold Coast), and travel collaborators (e.g. Hotel Versace)

SERVICES PROVIDED

Guided by our clients at Tourism Queensland, we curated a collection of locations and shot bespoke content covering this culturally vibrant, naturally beautiful part of Australia. Drawing on our vast expertise and talent pool, we were able to move quickly and maximise quality footage for relatively minimal cost, giving the sunny state an extra bit of shine.

AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

**Millions of views and
engagements, including
hundreds of emails,
comments and DMs**

**We generated mass
awareness of the arts,
food and cultural
activities of Queensland
to a new audience**

CASE STUDY:



Moco
MUSEUM



GOALS

1. Account growth
2. Account management

SERVICES PROVIDED

We hosted two giveaways on @StreetArtGlobe, including prizes from Jeff Koons and Os Gemeos. Our activation strategy, instastory saturation, and recruitment of industry influencers created massive traffic to the Moco publishing assets, and doubled their following.

AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

The campaign
resulted in 8.8
million views

We increased Moco's
account engagement
from 1.22% to 4.12%

We more than
doubled Moco's
instagram followers
from 72k to 158k over
two weeks :]

CASE STUDY:



CASE STUDY



GOALS

1. Activate the festival and businesses/brand in the tourism landscape
2. Virality/high viewership
3. Brand and destination awareness

SERVICES PROVIDED

We hosted a tourism campaign and festival activation with Tasmania tourism and MONA, across our @StreetArtGlobe and @Foodporn accounts.

AFTER THE BLONDE – IMPRESSIVE FACTS AND FIGURES

**Our four day campaign
generated 2.1 million
views and 600,000
engagements on hard
posts**

**We received a total
55 million views of
our instastory
coverage.**