

Example One: Corona Extra

Budget: \$1.5M - \$2M

Final Total Budget: \$1.5M USD

Campaign Initiative (Music):

Pitch: Bring music experiences back to fans in an intimate setting. Celebrate culture-forward experiences in a digital-first world through a curated editorial experience that's endemic to Hypebeast's audience. Fortify Corona Extra's foray into music, crafting narratives and experiences that highlight global artistry — a modern, genre-defying tapestry of fresh voices — and genuine artist-fan connections that reinforce community and moments of shared revelry. Bring the celebration of music back to La Playa.

Contribution Highlights: For Corona Extra, I managed the following editorial series, proofreading, copy editing, and developing original storytelling for deliverables centered around the marketing initiative *Nueva Generaciones*. I oversaw and managed the editorial rollout of this campaign: supporting advertorials, social media, print materials, event flyers, and supplemental marketing materials.

Initial RFP Brainstorm Thought Starters:

Part One:

Hypetrak - Powered by Corona Extra

Campaign Elements:

1. Activations
 - a. Hero Launch
 - b. Listening Series
2. Magazine
 - a. Custom Jean Dawson Cover Hypetrak Magazine
3. Digital

- a. Digital Experience Content Hub
- b. Artist Video Series (Behind the Scenes & Storytelling)

Team Regroup Part Two:

Activations

Hero/Launch Activation: Magazine and Hypetrak

- The official launch of the campaign - relaunch of Hypetrak and launch of custom Magazine with Jean Dawson on the Cover
- All of the emerging artists that we will feature throughout the year will be invited

Mini Listening Series with the Emerging Artists (Corona Trax Live)

- Our version of NPR Tiny Desk
- Embodies intimate listening experiences
- Have artists bring an acoustic version for their events (unplugged)
- Create limited edition vinyls that you can only get at the event
- DJ performance where people speak over the performance (Mexican roots) Sonindeios
- Each artist will collaborate on limited drops that will be available only at the event - Needs to be Corona Merch
- “Chill Zones” throughout for people to relax and enjoy the event in a low-key way

RFP Excerpts (From Ideation to Strategy):

The Approach

- i. **Hypetrak as Foundation:** Hypetrak’s editorial and curation will validate Corona’s foray into music, crafting narratives and experiences that showcase genuine artist-fan connections.
- ii. **Hypetrak Launch:** We ignite the program with a bespoke editorial moment starring Jean Dawson, setting the stage for Corona’s digital-first,

fan-centric experiences.

iii. **Corona Trax Live:** A serialized music experience running throughout the partnership—spotlighting artists and extending Corona’s relaxed ethos into intimate performances.

iv. **Nueva Generaciones:** A platform for emerging talent, further embedding Corona into music culture by shining a light on rising stars.

a. Subhed: Hypetrak Launch

i. Body: Known for celebrating music, as well as creative intersections of music, the revival of Hypetrak Magazine will align with Corona's campaign. Supporting music and top musicians since 2015, this music-focused magazine offers exclusive, intimate content with the artist information and access that fans haven’t seen before.

1. **Digital & Print:** A Corona-sponsored relaunch featuring Jean Dawson as cover star, with intimate artist-centric content and editorial deep dives.

Media Plan:

Hypetrak x Corona Extra Editorial Rollout:

- Items highlighted as such, I composed.
- Items highlighted as such were copy edited, proofread, fact-checked, and managed/supervised by me to ensure cohesive and streamlined copy development.
- [Digital Corona Extra Hub | Editor's Note](#)
- [FiFi Zhang Feature](#): Coming Soon
- [Dreamcastmoe Feature](#): Coming Soon
- [Planta Industrial Feature](#): Copy edited, proofread, fact-checked, and supervised copy development
- [Duendita Feature](#): Coming Soon
- [54 Ultra Feature](#): Coming Soon

Supplemental Editorials:

- [Editorial Announcement](#)

- [Magazine Launch Party Event Announcement](#)

Socials:

Announcement Posts:

- **Hypetrak Magazine Relaunch Post:** <https://www.instagram.com/p/DLijOOyxplg/>
- **Event Launch Party Flyer Post:** <https://www.instagram.com/p/DNn6VhEOVrm/>

Hypetrak 5 Questions (Franchise Content):

- **FiFi Zhang:** coming soon
- **Planta Industrial:** https://www.instagram.com/reel/DM-_kPdx3ro/
- **Dreamcastmoe:** coming soon
- **Duendita:** <https://www.instagram.com/reel/DNRQV1eRLDJ/>
- **54 Ultra:** coming soon

Artist-Led Day in the Life (Franchise Content):

- **FiFi Zhang:** coming soon
- **Planta Industrial:** <https://www.instagram.com/reel/DNHDRZKxwY1/>
- **Dreamcastmoe:** coming soon
- **Duendita:** https://www.instagram.com/reel/DNg1VqLx_kQ/
- **54 Ultra:** coming soon