



Case Study: **'The Original OGs'** Marketing Campaign

Powering Cultural Connections
Through Social Media.

Start Slide



Campaign Overview

Client: Atlas Digital | The Original OGs

Agency: SuperMassive LLC

Project Launch & Campaign Start: February 2024

Objective: To establish and enhance the social media presence of 'The Original OGs', a cultural interview series spotlighting influential figures in black pop and street culture.



Background & Challenge

Background: Despite having compelling content with high-profile guests, 'The Original OGs' lacked a social media footprint, with its inaugural episode pending release.

Challenge: SuperMassive was tasked to create and amplify the series' online presence from scratch, alongside managing delayed content releases.



Strategic Approach

Platform Focus: YouTube, TikTok, Instagram, Facebook, and X (formerly Twitter) for broad message dissemination.

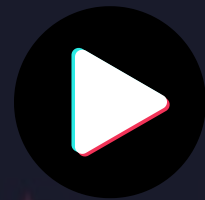
Content Rollout: Transitioned from daily posts to three posts per day, featuring engaging photos and clips.

Influencer Partnerships: Collaborations with prominent online personalities to leverage existing audiences.

Paid Promotions: Targeted ads on Instagram and YouTube to maximize demographic reach.



High View Count



1,000,000+ views

on TikTok



1,500,000+ views

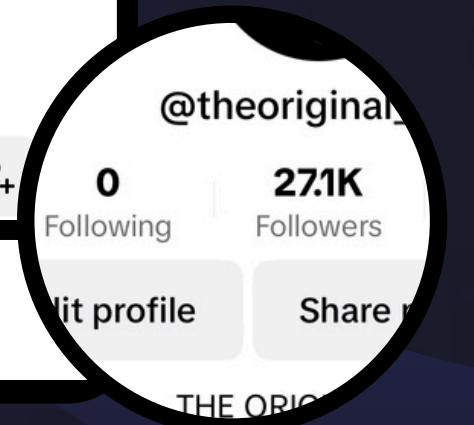
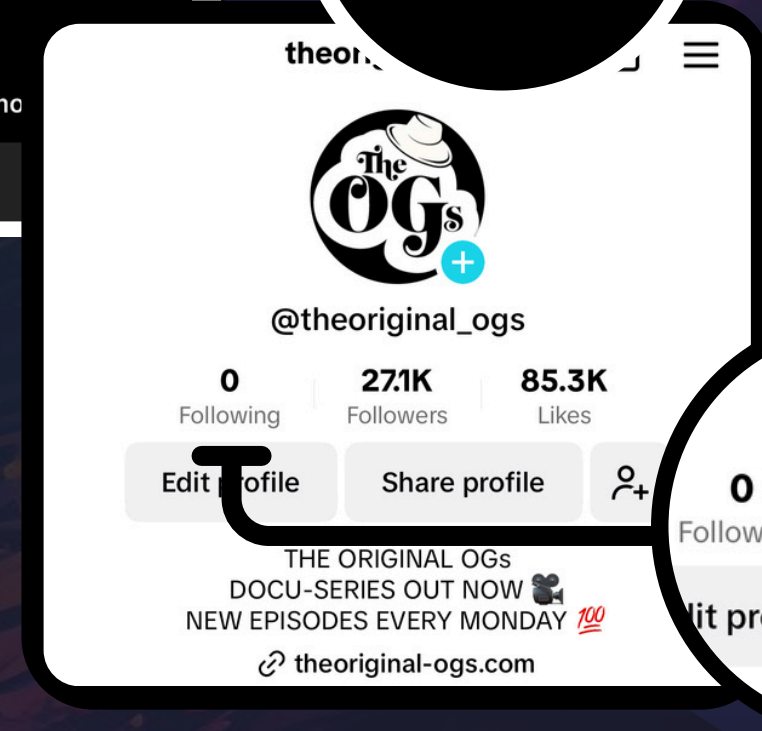
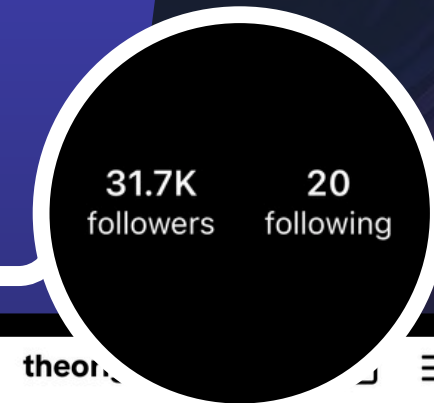
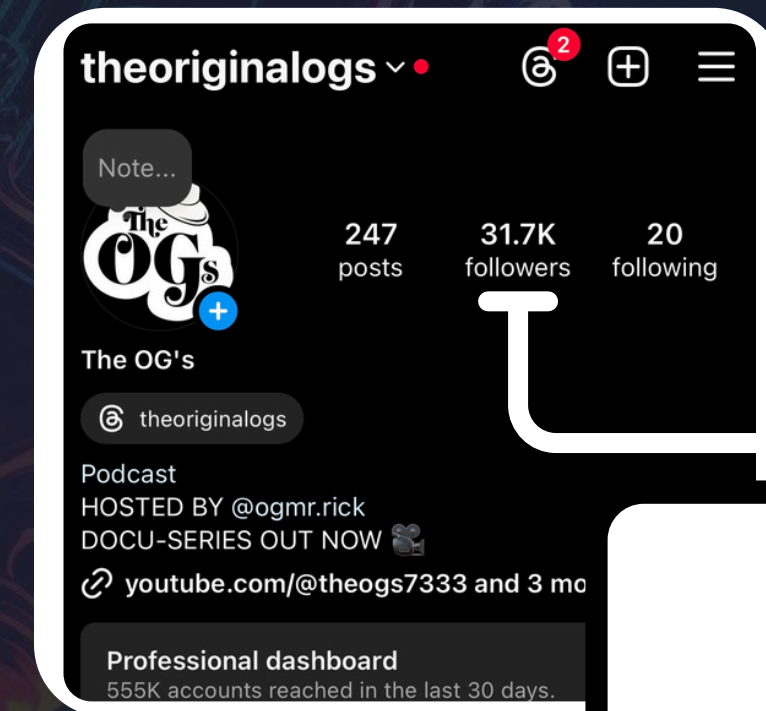
on YouTube



2,000,000+ views

on Instagram

Significant Follow Ratio



Franklin Vanderbilt
Famous Musician



Dres
Member of the famous rap group Black Sheep.

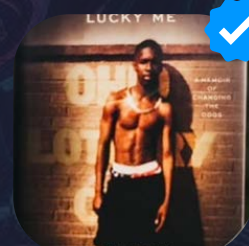


Bentley Kyle Evans
Legendary TV Producer (Martin, The Jamie Foxx Show, and more)

Hustle Mom Martina
Writer, Poet, Public Figure



Brother Ali
Renowned Rapper



Rich Paul
Lebron James Manager, CEO & Founder of Klutch Sports Group, Co-Head of UTA Sports

Chairman Fred Hampton Jr.
Son of Civil Rights Leader Fred Hampton, an original member of the OGs team



Jamel Shabazz
Renowned, decorated Photographer



Kendall Thomas
Famous writer/music producer

DJ A One
Tour DJ for JLo, Muni Long, Escape, & Diddy

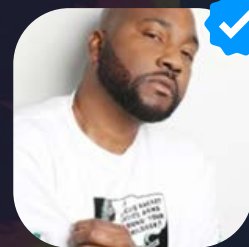


Mike Epps
Famous Comedian, Actor, Film/TV producer, and more

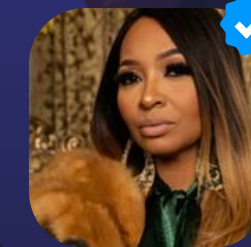


Johnny Nunez
Celeb photographer

GLC
Famous rapper, Kanye West affiliate

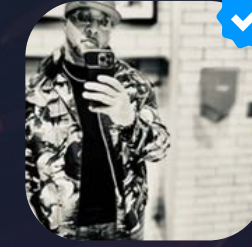
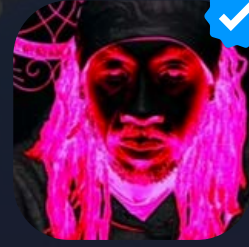


Keenen Ivory Wayans
World Renowned Director, Actor, and Comedian

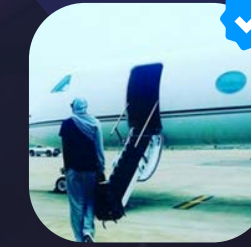


Cassandra Bell
Filmmaker

Gipp Goodie
One fourth of the famous Atlanta rap group Goodie Mob

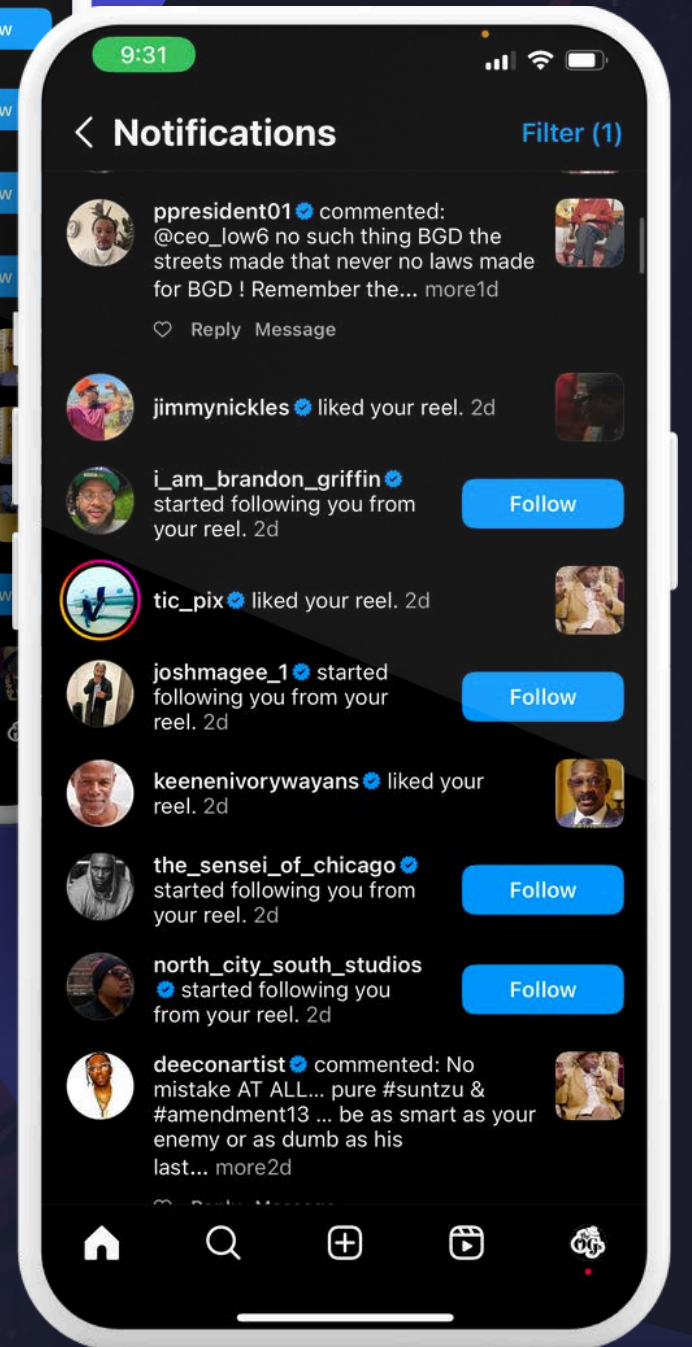
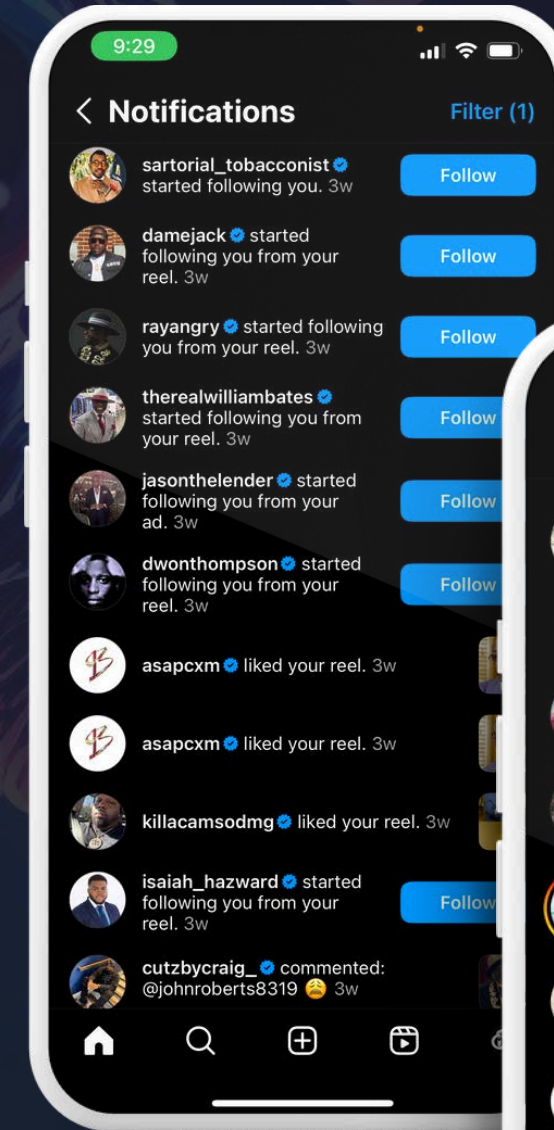
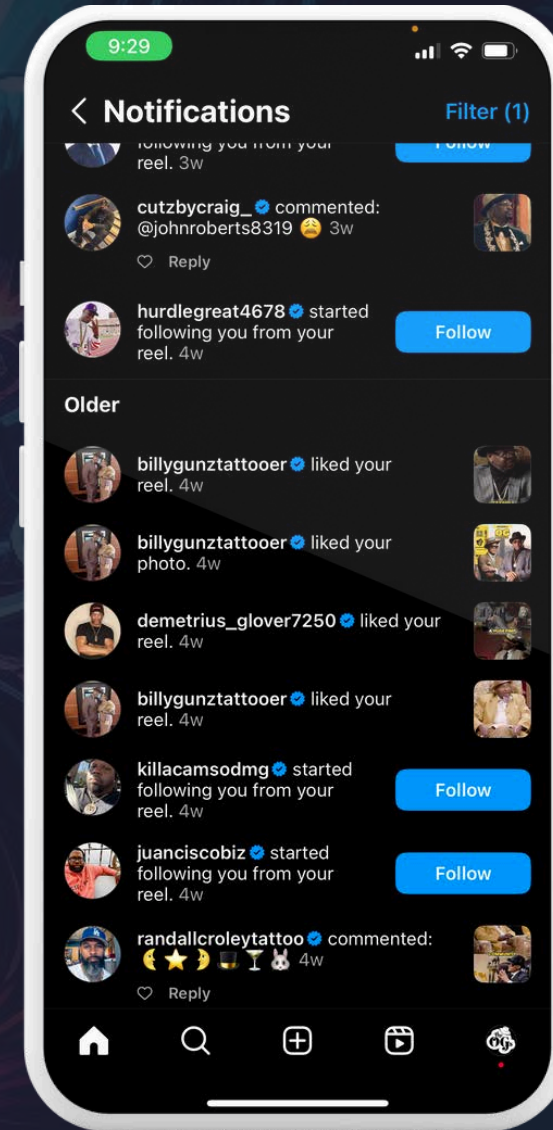
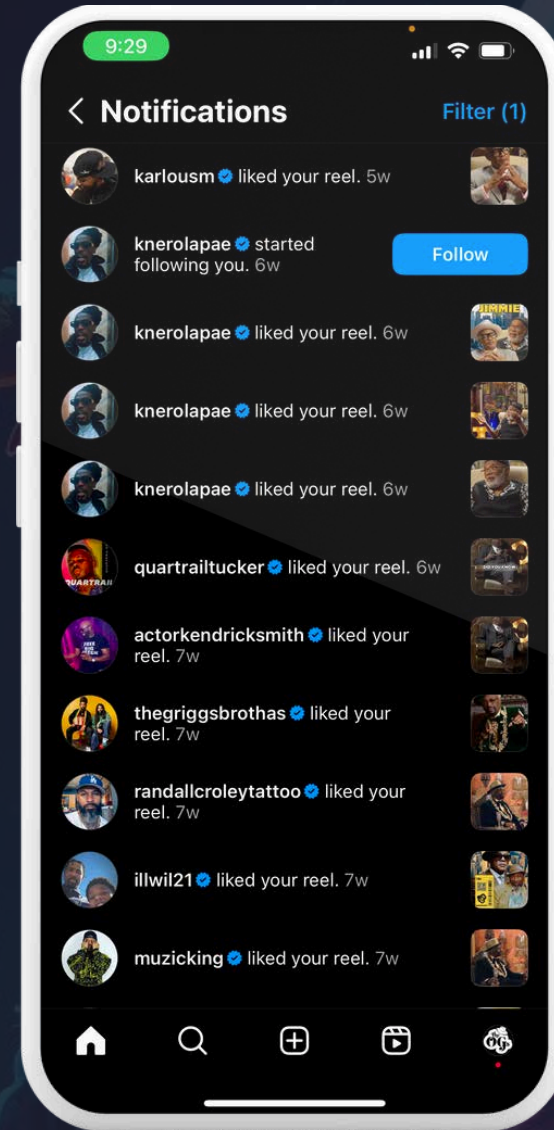
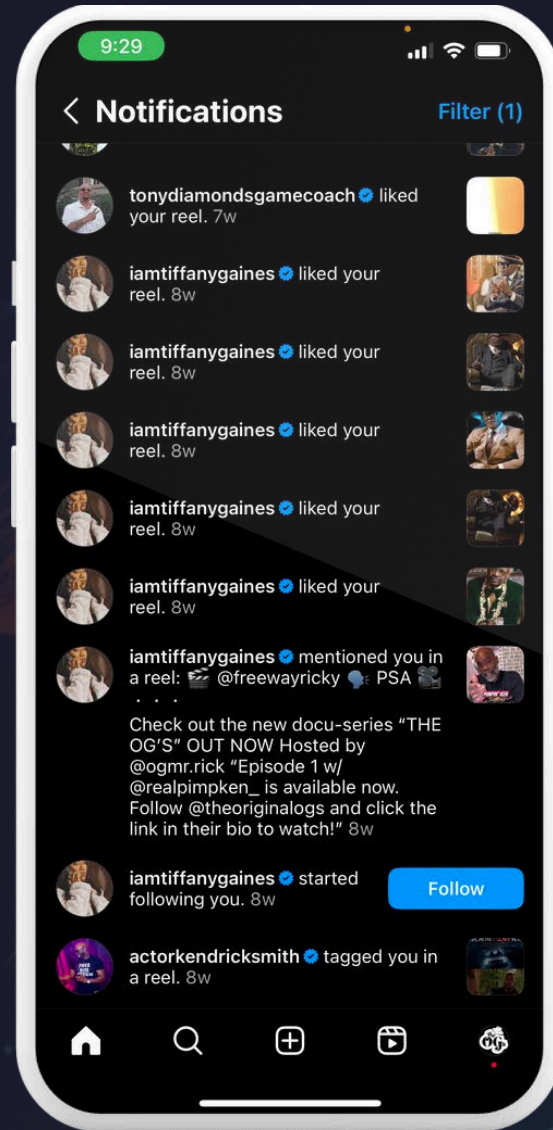
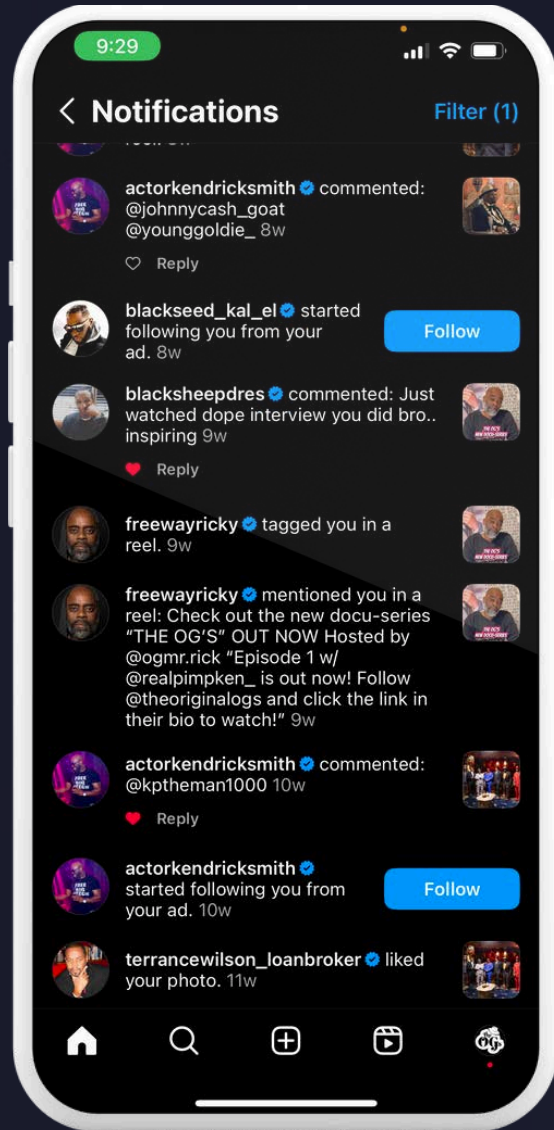


Boogzdabeast
Grammy Award Winning Producer/Musician



Kevin Garnett
Decorated NBA player and actor

Verified Followers



Verified Followers

Youtube Performance

February:

Estimated Impressions: **15,909**

Total Estimated Impressions: 6,537,543

February Estimated Impressions: 15,909

- Likes = 15
- Subscribers = 18
- Views = 248
- Watch time = 9.05 hours

March:

Estimated Impressions: **4,298,620**

March Estimated Impressions: 4,298,620

- Likes = 7,999
- Subscribers = +6,113
- Views = 373,823
- Watch time = 37,289.2 hours
- Likes increased by 53,226%, Subscribers increased by 33,958%, Views increased by 150,636%

April:

Estimated Impressions: **2,223,014**

April Estimated Impressions: 2,223,014

- Likes = 10,856
- Subscribers = +3,039
- Views = 384,795
- Watch time = 18,741.4 hours
- Growth: Likes increased by 36%, Subscribers increased by 50%, Views increased by 3%

TikTok Performance

February:

Estimated Impressions: **16,461**

Total Estimated Impressions: 5,668,410

February Estimated Impressions: 16,461

- Likes = 156
- Views = 2,987

March:

Estimated Impressions: **1,307,659**

March Estimated Impressions: 1,307,659

- Likes = 11,153
- Followers = +4,627
- Views = 226,053
- Growth: Likes increased by 7,050%, Followers increased by 100% (initial followers), Views increased by 7,468%

April:

Estimated Impressions: **4,344,290**

April Estimated Impressions: 4,344,290

- Likes = 27,755
- Followers = +15,610
- Views = 658,430
- Growth: Likes increased by **149%**, Followers increased by **237%**, Views increased by **191%**

Instagram Performance

February:

Estimated Impressions: **67,054**

Total Estimated Impressions: 590,539

February Estimated Impressions: 67,054

- Reach = 25,774
- Engagement = 1,928
- Followers = +1,325

March:

Estimated Impressions: **266,709**

March Estimated Impressions: 266,709

- Reach = 47,453
- Engagement = 5,425
- Followers = +3,216
- Growth: Engagement increased by 181%, Followers increased by 143%

April:

Estimated Impressions: **256,776**

April Estimated Impressions: 256,776

- Reach = 97,417
- Engagement = 13,246
- Followers = +4,812)
- Growth: Engagement increased by 144%, Followers increased by 50%



February:

Estimated Impressions: **19,293**



March:

Estimated Impressions: **46,073**



April:

Estimated Impressions: **32,953**

Facebook Performance

Total Estimated Impressions: 98,319

February Estimated Impressions: 19,293

- Engagement = 137
- Page views = 732

March Estimated Impressions: 46,073

- Engagement = 1,377
- Page views = 3,501
- Growth: Engagement increased by 905%, Page views increased by 378%

April Estimated Impressions: 32,953

- Engagement = 523
- Page views = 640 by 144%, Followers increased by 50%

February:

Estimated Impressions: **16,819**

March:

Estimated Impressions: **10,427**

April:

Estimated Impressions: **1,591**

X / Twitter Performance

Total Estimated Impressions: 28,837

February Estimated Impressions: 16,819

- Likes = 34
- Engagement = 85

March Estimated Impressions: 10,427

- Likes = 182
- Engagement = 272
- Growth: Likes increased by 435%,
Engagement increased by 220%

April Estimated Impressions: 1,591

- Likes = 33
- Engagement = 43

Key Takeaways

Authentic Representation: Ensuring cultural integrity by involving team members connected to the represented cultures.

Effective Strategy Mix: Combination of organic and paid strategies to maximize early engagement.

Impact of Influencers: Significant reach and credibility boost through influencer collaborations.



Conclusion & Future Recommendations

The campaign effectively established **'The Original OGs'** as a significant presence in its niche market.

Recommendations for future campaigns include maintaining a high-frequency content schedule and continuing the strategic use of influencer partnerships for sustained engagement.



SuperMassive



**For More Information and
Future Collaborations,
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