

ICE Spice PR Plan



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Research

Artist Background

Ice Spice (26) is a rapidly emerging rapper from the Bronx, New York City, who gained popularity with her hit single "Munch (Feelin' U)." She skyrocketed to fame on social media platforms, particularly TikTok. As a significant contributor to the drill rap genre, which is primarily popular in NYC, she has played a key role in bringing it to a global audience. Her rise to fame was significantly driven by social media engagement and meme culture. Ice Spice stands out with her signature short, curly red afro, which has contributed to her celebrity recognition. Her brand image is defined by her chill persona and authenticity, especially within her hometown of the Bronx. Ice Spice's unique style includes streetwear and her distinctive red curly hair.

Industry Overview

In today's world, the music industry is heavily influenced by social media, particularly among Gen Z audiences. TikTok has emerged as a significant platform for promoting artists' music. A major aspect of TikTok is its use of viral sounds and music that users can dance to or lip-sync to. Ice Spice, for example, has generated numerous viral TikTok sounds, including one featuring her song "[Big Guy](#)" from the SpongeBob movie. TikTok also plays a crucial role in helping smaller artists expand their fan bases and transition from underground to well-known status, as seen with Ice Spice. Given that the primary audience is Gen Z, it is essential for pop culture artists to maintain a strong presence on social media, where most of their fans are active.

Competitor Analysis

When conducting research, it's important to understand an artist's main competitors. Currently, Ice Spice's competitors include Latto, Coi Leray, and Doechii. All of these artists are female and part of

Generation Z, which means they share similar fan bases. Latto, who is 27 years old and based in Atlanta, is the artist most similar to Ice Spice. She effectively utilizes social media to promote her new singles and albums. Many of her competitors have significant influence in streetwear fashion, are prominent internet personalities, and create viral content. Ice Spice stands out not only because of her distinctive hair but also due to her unique musical style. She is among the first female rappers to adopt a calm delivery in her performances. Additionally, she proudly represents the Bronx and is highly "memeable," which makes her easy to market.

Trends

There are always emerging trends among young female rappers. Gen Z resonates strongly with authentic artists and values a strong social media presence. Since 2020, TikTok has been the leading platform for artists to gain traction. As this trend continues to grow, it's become common for musicians to collaborate with popular influencers to quickly capitalize on the buzz. Additionally, there is an ongoing convergence between female rappers and the fashion industry. Many female rappers participate in fashion weeks and collaborate with relevant brands. Notable partnerships include Fashion Nova and True Religion. Food collaborations have also become popular. For example, GloRilla launched a \$4 check-in meal at Checkers, while Megan Thee Stallion collaborated with Flamin' Hot Cheetos and Dunkin'. Ice Spice has teamed up with Wendy's to introduce the "Ice Spicy" chicken sandwich. Management teams strive to secure as many collaborations as possible for their artists that align with their brand and target audience. The goal is to make female artists like Ice Spice relatable and visible.

Key Issues/Challenges

The main challenge in this industry is helping an artist stand out. In the late 90s and early 2000s, there weren't many prominent female artists in the scene. However, thanks to those who paved the way, there are now many female rappers. This has created a saturated market, making it crucial to effectively brand female artists so they can differentiate themselves from the competition. Additionally, audiences today have shorter attention spans due to constant social media use, making it essential to maintain high engagement levels. While achieving a "viral" moment is exciting, the priority should be on building a sustained presence over the long term. Gen Z has strong opinions, and public perception can shift rapidly, making it challenging to maintain a positive image.

Objective

To increase awareness and social media engagement for Ice Spice among Gen Z by 40% over a three-month campaign.

Audience

Audience 1 is primarily composed of Gen Z music consumers who are aged between 16 and 24. Their average income tends to be low to moderate, as most are students, part-time workers, or early-career professionals. This audience is geographically located in urban and suburban communities across the United States. They have a strong interest in music, TikTok trends, pop culture, fashion, and influencers. This audience is important because it represents Ice Spice's primary target demographic, which actively engages with her content. They will drive the majority of the engagement, particularly on TikTok, through viral sounds and streaming her music. The key message is: "Ice Spice is the voice of your generation and is effortlessly relatable."

Audience 2 consists of music industry influencers and media professionals aged 25 to 40, with moderate to high incomes. They are located in major media and entertainment markets, such as New York, Los Angeles, and Atlanta. Their primary interests include music trends and artist development. This audience is significant because they play a vital role in shaping Audience 1 and influencing public perception of Ice Spice. They accomplish this through media coverage, reviews, and editorial features. Their endorsement adds credibility to Ice Spice's projects and career. The key message is: "Ice Spice represents the next wave of female rap with a strong cultural impact."

Audience 3 consists of brand and lifestyle professionals, including collaborators such as brand managers, marketing executives, and partnership directors. This group typically ranges in age from 25 to 45 and tends to have a higher income. They are located both nationally and globally, and they show a strong interest in branding and influencer marketing. This audience is crucial because they create opportunities for partnerships, allowing Ice Spice's brand to extend beyond music into the realms of fashion and lifestyle. Collaborations not only enhance visibility for both parties but also generate significant revenue. The key message is: "Ice Spice is a culturally relevant trendsetter."

Strategy

The objective is to strategically develop Ice Spice's viral appeal and authentic brand identity through a digital and media-driven campaign. This campaign will integrate social media engagement and utilize partnerships with influencers.

Tatics

1. Earned media

a. Tailored pitches will highlight Ice Spice's impact on Gen Z and her collaborations with food brands like Wendy's. This will generate buzz, especially in light of her recent drama with McDonald's. Additionally, the pitches will announce that she has new music coming out soon. Pitching to Billboard, Rolling Stone, Complex, Nylon, and teen vogue. These pitches will go to relevant journalist.

2. OWNED MEDIA

a. We will launch a social media trend on TikTok and Instagram, featuring consistent content and teasers to create buzz. We will host a fan pop-up activation in New York City to generate excitement, foster fan interaction, and create shareable content.

3. SHARED MEDIA

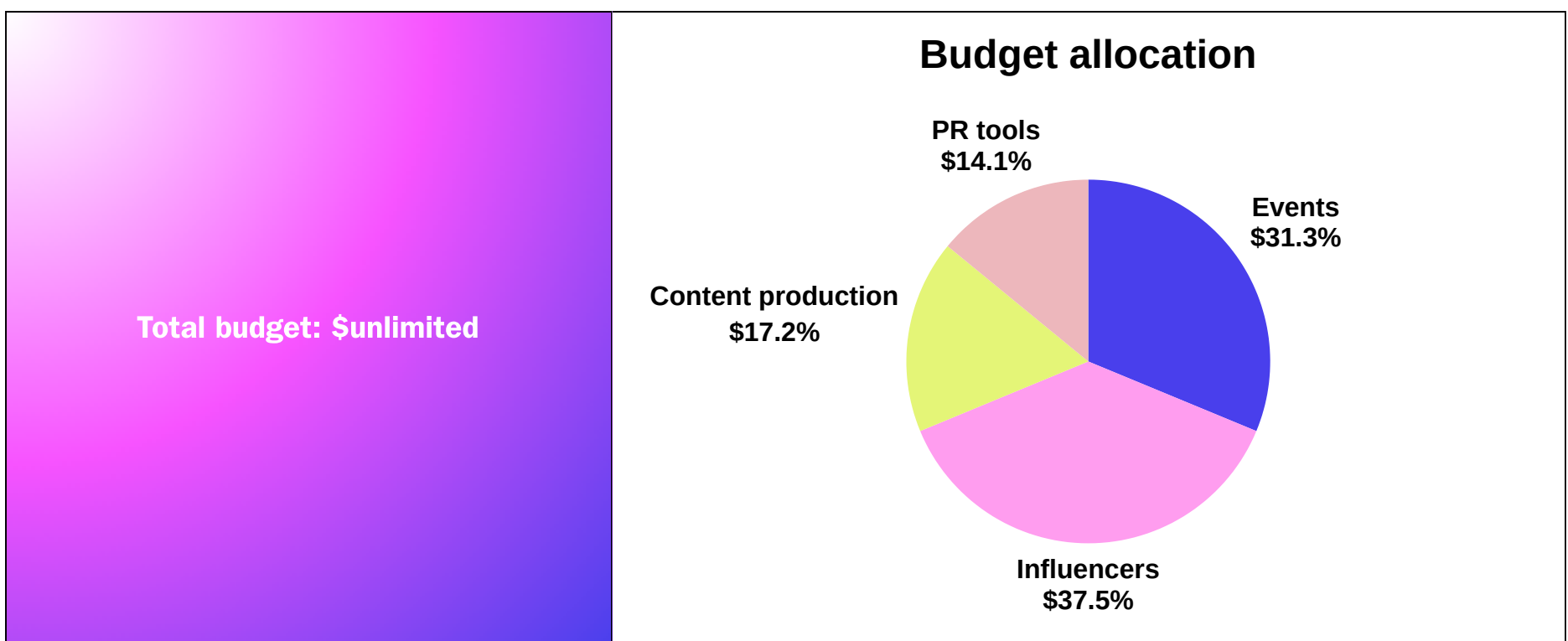
a. We will help start social media trends related to Ice Spice that are easy to share. We will use our resources for collaborations with influencers.

4. PAID

a. We will engage in sponsored influencer collaborations in advertising and establish community partnerships.

CALENDER

Month 1	Campaign launch	Press release	Social media kickoff
Month 2	Influencer/content push	Event activation	Owned media
Month 3	Final push	Wrap-up + engagement	Evaluation



Final Evaluation

The success of the campaign will be evaluated based on our earned, owned, and shared media, as well as events. We will track the number of placements, particularly in major publications. Additionally, we will assess engagement metrics for our ice space. For shared media analysis, we will examine user-generated content (UGC) and the use of relevant hashtags and keywords. Finally, we will consider event attendance as a key indicator of success.

