



Angel

Challenge

Brand MIDAS Recording artist ANGEL via online and in-market visibility. Create consistent communication between ANGEL and her fans. Create relationships with ANGEL and other teen/tween brands.

Solution

We created www.angelfaith.net, an interactive web site targeting tweens and teens. We created Angel Alert, a weekly newsletter sent out to all of her fans. We created and launched the ANGEL Online Store, which sells ANGEL lip gloss, loungewear, and a variety of other products. We created and launched her brand at the International Licensing Show in NYC. We created relationships with brands including Bratz, Seventeen, Bongo/Candie's, and Macy's.

Results

ANGEL's team had over 33,000 members before album release, and her brand awareness increases daily.

