

TEN DIGITAL TRENDS FOR 2020

COLLAB FATIGUE IS COMING— HERE'S WHAT TO DO ABOUT IT

"THE HYPE CYCLE PLAYBOOK" TRANSCRIPT

The playbook for building hype can be attributed to the music industry. Looking at how others released merch or announced pop-ups, we noticed that there's a ton of overlap.

The way we see brand collaborations get announced today are very comparable to how music labels do album rollouts. In music, the blueprint to a successful rollout begins with the teaser or the first single. The goal is to create buzz and anticipation around a big production or collaboration.

Next comes more details surrounding the project. For example, artists that will be featured on the album or production credits will be announced.

Then, after building more momentum, the album is set to release, and the hype has been created.

Finally, as we get to the end of the hype cycle, it's about producing an authentic execution that will drive conversation and make a lasting impact.