

A black and white photograph of three young men, presented as cutouts with irregular white edges against a solid green background. The man on the left has short dreadlocks and wears a dark jacket over a patterned shirt. The man in the center wears a black leather jacket, a white t-shirt, and a patterned bandana. The man on the right has curly hair and wears a white button-down shirt over a dark tank top. A black banner with red, stylized text is superimposed across the middle of the image.

5 AFTER MIDNIGHT

GET TO KNOW...



GET TO KNOW... **KIERAN**

**SUPPORTS
CHICAGO BULLS
& ARSENAL**

**AMAZING
VOCALS**

WICKED DANCER

SMOOTH

LOVES NANDOS

DETERMINED

**LOVES BASKETBALL,
GYMNASTICS &
WRITING**



93.8K



43.6K

THE CHARMER



GET TO KNOW...



GET TO KNOW...

NATHAN

INCREDIBLE
DANCER

ARTISTIC

BEATBOXER

THE ARTISTIC CREATOR

THOUGHTFUL

LOVES SKATING &
SNOWBOARDING

AMAZING
PIANTIST

TASTEMAKER



60.7K



14.7K



GET TO KNOW...



GET TO KNOW... **JORDAN**

SMILEY

FUNNY

GREAT DANCER

THE CHARISMATIC PRANKSTER

ENERGETIC



63.9K



17.9K

JOKER



THE TRIUPLE THREAT

*The boys are unique. Each a triple threat
in their own right.*

They can really sing.

Would win any dance-off.

and...

*Have awesome individual personalities
that fit together to form a fun, easy-going
group.*

*Combine everything each boy has to offer
– and you have the formula for the most
exciting, UK male group around!*



'CRAZY IN LOVE'...



WHAT'S THE AMBITION?

NSYNC REINCARNATED FOR 2017

The lane currently is wide open for a UK male, urban-leaning pop group.

No.1 UK single

No.1 UK album

ALBUM

12K UK album pre orders

40K week 1 album sales

Platinum album

SINGLES

1M tracks

ARENA TOUR 2018



A&R



Who we're working with:

- *Electric (Little Mix – Shout Out To My Ex/Black Magic, Fleur East – Sax)*
- *TMS (Louisa Johnson, Little Mix, Jess Glynne)*
- *Iain James (One Direction, Little Mix, Emeli Sande, Fleur East)*
- *Ed Drewett (One Direction, Little Mix, Olly Murs, The Wanted)*
- *Freedo (Little Mix, Zara Larsson)*
- *Shun (Little Mix, Louisa Johnson)*
- *Ali Tamposi (Dj Snake/Beyonce/Selena Gomez/Demi Lovato)*
- *Camille Purcell (Little Mix – Shout Out To My Ex/Black Magic, Fleur East – Sax, Olly Murs, Ella Henderson, Sigma)*
- *Talay Riley (Jason Derulo, Chris Brown, Nick Jonas, Usher)*
- *Steve Mac (Ed Sheeran, One Direction, Clean Bandit, Little Mix, Louisa Johnson, Anne-Marie)*
- *John Ryan (One Direction, Jason Derulo, Nick Jonas, Olly Murs)*
- *Steve Robson (One Direction, 5SOS, Olly Murs)*
- *Claude Kelly (Bruno Mars, John Legend, One Direction, R Kelly, Miley Cyrus)*
- *Sam Martin (Jason Derulo, Nick Jonas, David Guetta, Maroon 5)*

TIMELINE

9th June – S1

10th June – Summertime Ball Launch

1st September – S2

13th October – Album

24th November – S3

TARGET AUDIENCES

A black and white photograph of three young men standing together. The man on the left has curly hair and is wearing a light-colored jacket over a dark shirt. The man in the middle is wearing a headband and a dark jacket. The man on the right has dreadlocks and is wearing a light-colored jacket over a dark shirt. They are all smiling and looking towards the camera.

11-15 YR OLDS – SECONDARY SCHOOL

16-19YR OLDS – YOUNG ADULTS

20-35 YR OLDS – REAL LIFE ADULTS

11-15 YR OLDS – SECONDARY SCHOOL



- *Look up to YouTubers more than celebrities*
- *Look up to social stars, as an inspiration to follow their passions*
- *Experiment with style / fashion / beauty*
- *Become a super fan*
- *Passive consumption of media*
- *content creators themselves with apps*
- *Try new hobbies/sports*
- *Get their first smartphone and tablets*
- *Finally officially allowed on socials, search for a community online (fandoms)*

16-19YR OLDS – YOUNG ADULTS



TOPSHOP



- *Empowered and empowering*
- *Entrepreneurial, ethical and vocal about social causes*
- *Want to make space for their voices and ideas*
- *Like to be trendsetters more than followers*
- *Internet as a way to connect without having to exchange numbers (no shame in having internet friends)*
- *Reclaim control over their privacy*
- *Social media as a tool to document their journey/growth, interact and co-create*
- *Their age is no longer a barrier*
- *Like to be trendsetters rather than followers*

20-35 YR OLDS - REAL LIFE ADULTS



NETFLIX



The LADbible

VICE

noisey



- *Feel the pressure of becoming an adult*
- *Look for a job that cater their creativity and interests*
- *Highly influenced by their peers*
- *Much more skeptical of celebrity endorsements*
- *Cynical about the way brands market to them*
- *Consider wellness the most important pursuit in life*
- *Worried about the state of the world and feel personally responsible to make a difference*
- *Impatient, favour instant gratification*
- *Reject traditional media*
- *Prefer experiences over material goods*

DIAL UPS



ENERGY



COLOURFUL



TIGHT
CHOREOGRAPHY



STRONG
VOCALS



TOGETHERNESS



POSITIVITY



ROLE MODEL



INDIVIDUAL
PERSONALITIES



BRITISH



TIGHT
HARMONIES

DIAL DOWNS



TOO URBAN



MATCHING STYLE



AFFECTED / TRY HARD



ANY NEGATIVITY



CHEESY



COPYCAT

BRAND MOODBOARD



CREATIVE POSITIONING

THE PARTY DON'T START 'TIL 5AM

EVERYWHERE 5AM GO, A PARTY IS POPPING OFF AROUND THEM
ITS FUN
FULL OF ENERGY
COLOURFUL
PACKED WITH AMAZING PERFORMANCES
AND SMILING FACES

THE CONCEPT

THE BLOCK PARTY

*WE WANT TO CREATE THE ALBUM CAMPAIGN AROUND THE IDEA OF A BLOCK PARTY -
WITH 5AM PERFORMING AT THE CENTRE OF IT, A PERFECT FIT FOR THE CREATIVE
PROPOSITION OF 5AM AS PARTY STARTERS*

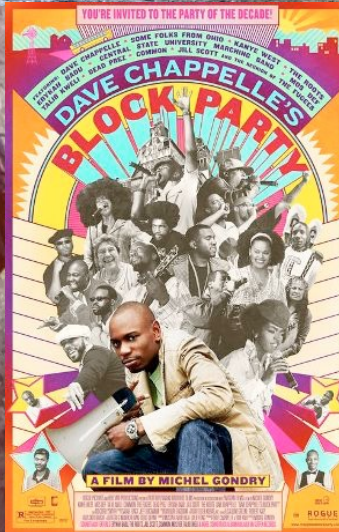
THIS WOULD BE COLORFUL, FUN, ENERGETIC, EXCITING & SUITABLE FOR ALL AGES

*THE BLOCK PARTY, A REAL EVENT, WOULD BE AT THE HEART OF THE ARTWORK, VIDEOS,
PHOTOSHOOTS, SOCIAL MEDIA & EXPERIENTIAL MARKETING*



REF: MIGUEL- THE WILDHEART MOTEL

MOODBOARDS



MOODBOARDS



MOODBOARDS



LOGO

SYMBOL

A TRIANGLE IS A SHAPE WITH 3 EQUALLY POWERFUL COMPONENTS, THAT WORK TOGETHER TO FORM A WHOLE

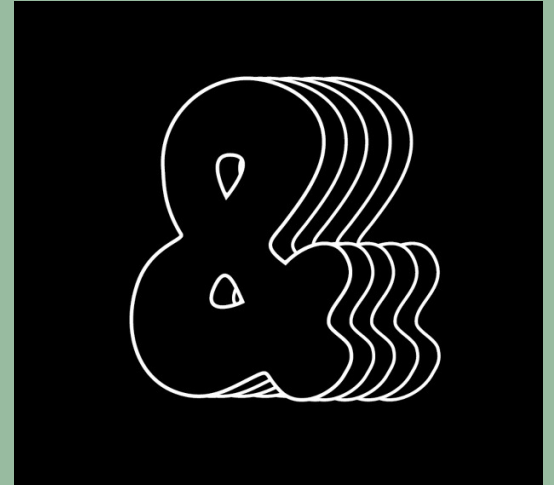
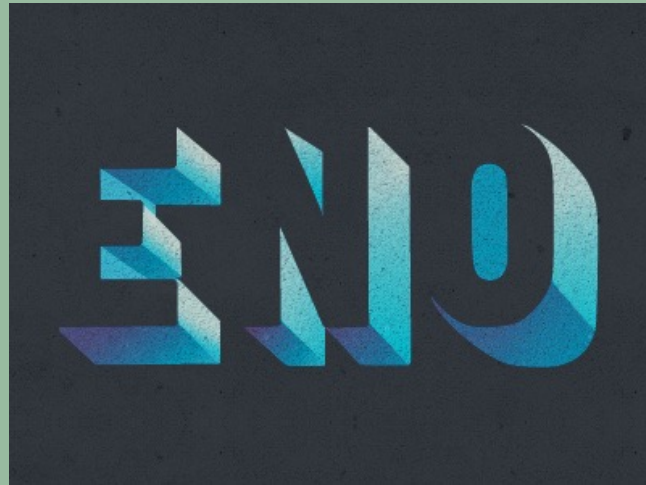
WE COULD USE A TRIANGLE DESIGN TO REPRESENT THE BOYS & USE A SYMBOL TO STAMP ON ALL THEIR OUTPUT



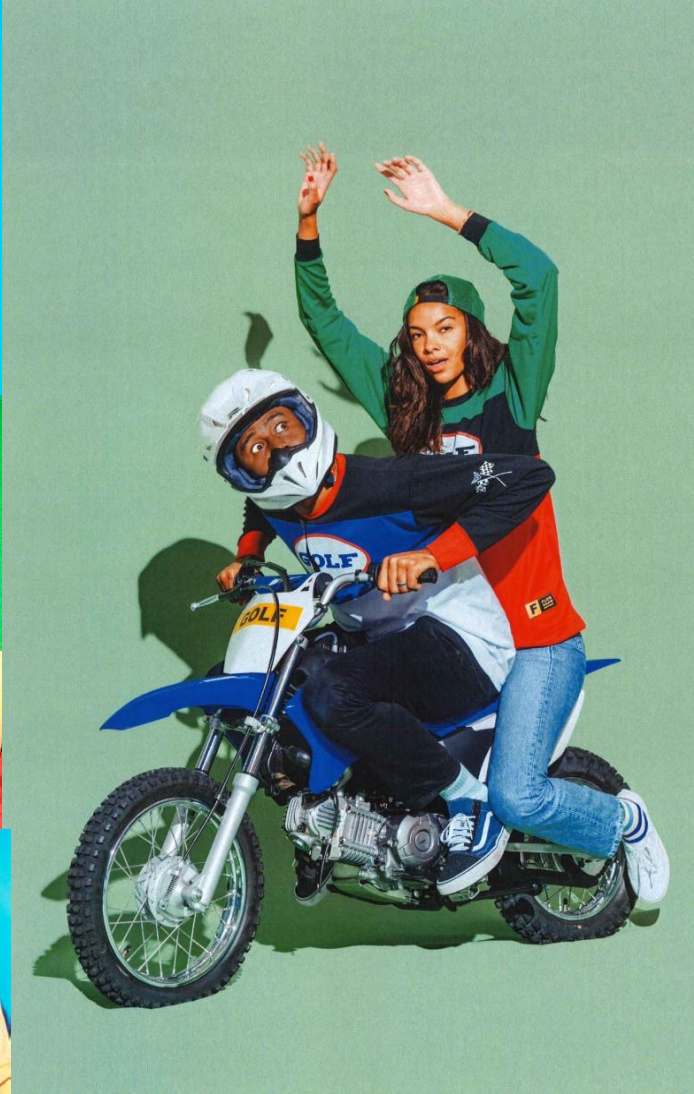
5ΔM

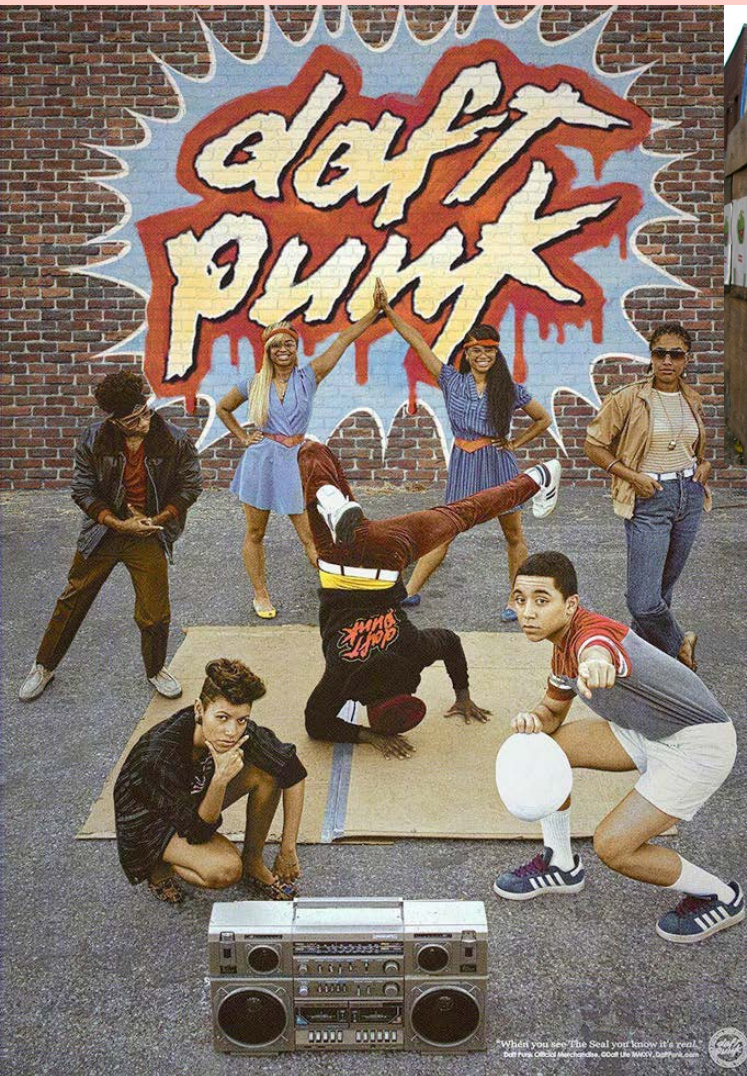
THEIR FULL NAME COULD FIT WITH IN A TRIANGLE TO MAKE A LOGO OR WE COULD LOOK AT USING A TRIANGLE AS PART OF THEIR NAME

FONT REFERENCES



ARTWORK



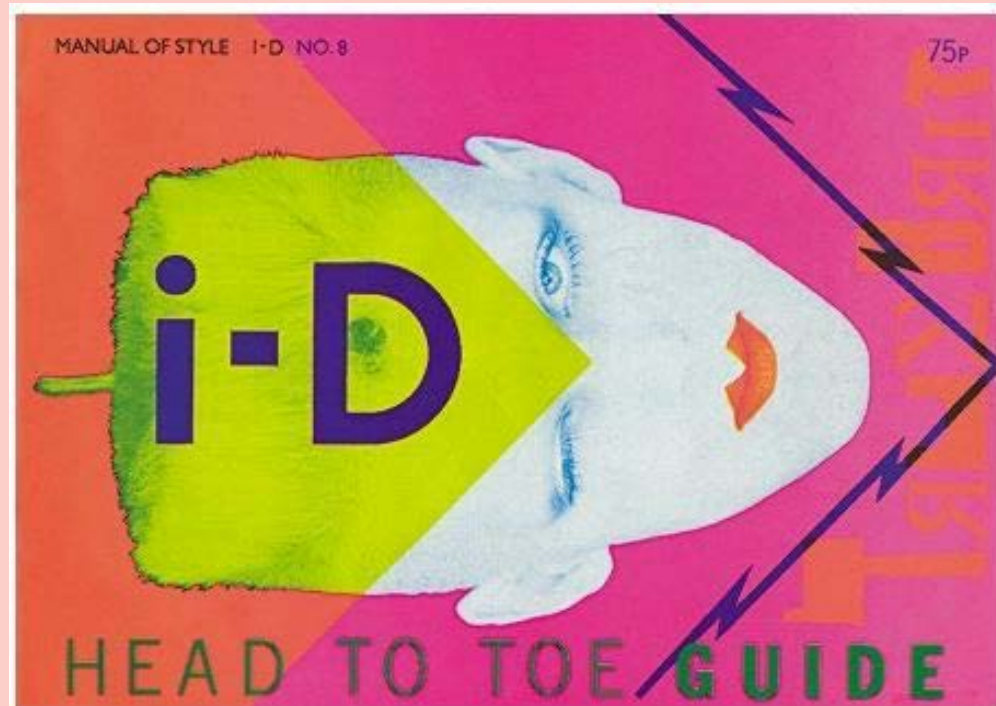


SHOOT OUTDOORS IN THE STREET
KEEP FEELING OF THE BLOCK PARTY
IN FRONT OF A DECORATED WALL E.G. 100S OF FLY POSTERS OF THEMSELVES (SUPREME)

3. MIX OF PHOTOGRAPHY, ILLUSTRATION & COLLAGE



SPLIT INTO 3?



PHOTOGRAPHY

JULIAN BERMAN



LM CHABOT



RJ SHAUGNESSY



STYLING

AYISHAT AKANBI

5AM After Midnight

Video & Everyday looks

ayishat@ayishatakanbi.com



AYISHAT
AKANBI

Events

5AM After Midnight



ILLUSTRATION & ANIMATION

RUN WITH GOLDEN WOLF

*USE ILLUSTRATION &
ANIMATION AS A
VISUAL THROUGH LINE IN
THE*

*WORK WITH THE SAME
PEOPLE ACROSS ALL
ARTWORK, VIDEOS & FOR
LIVE PERFORMANCE GFX
CAMPAIGN*



ALIA POP



VIDEOS

NIMA NOURIZADEH

DIRECTED PROJECT X & ADIDAS HOUSE PARTY



BEN NEWMAN

DJ FRESH & LUCOZADE ADVERTS



TRISH SIE

OK GO VIDEOS + STEP UP 4



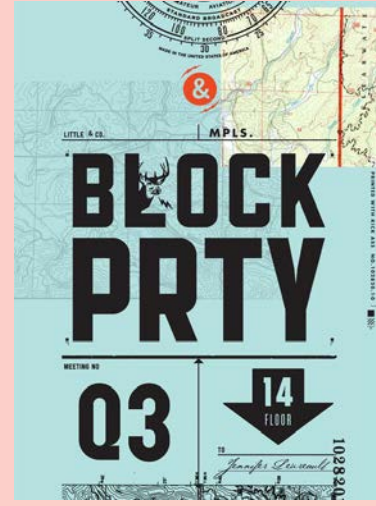
MAX AND DANIA

STREET DANCE



VIDEO 1

THE BLOCK PARTY



A vibrant, colorful room with walls and floor covered in comic book panels. Two black tables are in the foreground. The walls are covered in a dense collage of comic book panels, many featuring the word "FAILE" in large, bold letters. The floor is covered in a pattern of colorful, stylized comic book panels. The overall aesthetic is highly graphic and pop-art inspired.



STYLIZED HOUSE PARTY CONT.



A photograph of a street scene at dusk. The street is lined with multi-story residential buildings. People are gathered on the street, some standing and some sitting at tables. There are food stalls or vendors on the right side of the street. A large, dark banner with white and yellow text is overlaid across the center of the image. The text reads "FAN ENGAGEMENT CAMPAIGN:" in white, and "5AM ON THE BLOCK" in large, bold, yellow letters with a black outline. The scene is lit by streetlights and the warm glow of the setting sun.

FAN ENGAGEMENT CAMPAIGN:

5AM ON THE BLOCK

FAN ENGAGEMENT CAMPAIGN:

5AM ON THE BLOCK

Create a 5AM block party experience which takes all the elements of an authentic block party and plays out both online and in real world.

Fans will get an opportunity to attend 5AM block party launch events around the first single & album, that immerses them in the world of 5AM.

Only the most engaged and active fans from around the UK will get to attend the exclusive event (which will also be live streamed to the world via Facebook)

5AM ON THE BLOCK

THE ROAD TO THE BLOCK PARTY

A two week regional party bus tour – throwing pop-up block parties outside the front of each regional Capital radio station each day.

Aim to create a 5AM frenzy around the UK ahead of the main Block Party launch event in London.

Stopping in Birmingham, Nottingham, Liverpool, Manchester, Leeds, Glasgow, Cardiff, South Coast.

5AM Snapchat geo-filters at each stop will be hidden invitations to the main London block party. Fans will have a chance to win a ticket to the London Block Party by coming down to their local radio station, saving and sharing their pics online using the filter and posting with their city hashtag e.g. #5AMBlockPartyLeeds



5AM ON THE BLOCK

THE BLOCK PARTY

The 5AM party bus tour will finish in London, where we'll throw a full block party with street food, warm-up DJ's, performance from the boys, meet & greets and goodie bags to take away.

WHEN: S1 Release Day (9th June)

WHERE: Same location as the video shoot. London rooftop/ block/ closed off street

The 'Ultimate Party Bags' – will act as press kits for media and memorabilia for fans that attend the event. We will be looking to partner with multiple brands – including 5AM music, merch, party starter bits, and after party items such as takeaway pizza vouchers.

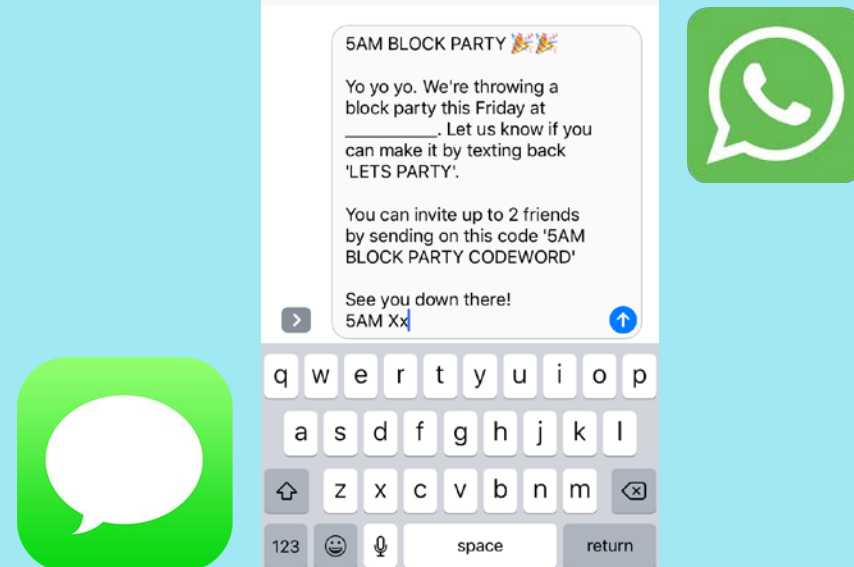
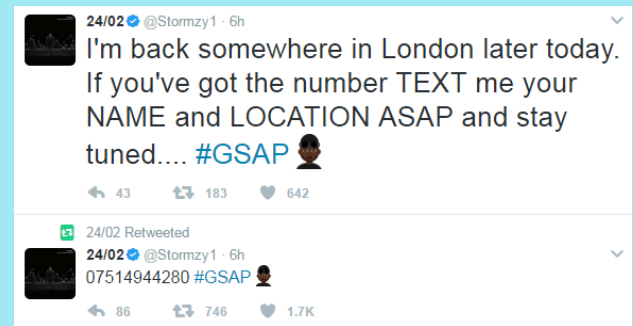


5AM ON THE BLOCK

OTHER INVITE MECHANISM

OLD SCHOOL WORD-OF-MOUTH & SMS INVITES

- Fans submit mobile numbers and emails via a website to be in with a chance of winning an entrance code number.
- Send out a text message / email on mass at 12:05am revealing the location of the party later that day.
- Word-of-mouth element: the people who were lucky enough to get invite can share their invite code with +2 friends to spread the word of the block party.
- As a part of this text message, the invite code can unlock a pre-order download or exclusive piece of content.



5AM ON THE BLOCK

PRE EVENT: EVENT INFORMATION

Block Party Interactive Social Wall

- Create a digital block party brick wall which starts off as a blank wall.
- Fans use a dedicated hashtag #PartyDontStopTill5AM on Twitter/Instagram to reveal a message postering party info on it - location / dress code / theme / invite code / prize etc.
- Target ad spend around people using the hashtag and deliver pre-order/ sales links



5AM ON THE BLOCK

PRE & POST EVENT

Classic Party Anthem Acoustic Live Streams

- 5AM can do acoustic / piano covers of classic dance tunes e.g. Lola's Theme, Sweet Like Chocolate, Insomnia
- Live stream these performances – potentially with a partner
- Then add to their YouTube channel following the performance
- The tracks could be chosen by a CTA to fans via socials



5AM ON THE BLOCK

PRE & POST EVENT

5AM: Party Starter/ After Party Kits

- 5AM 'Party Starter' kits sent out to key fans / bloggers / journos and can include all the essentials to make a great party i.e. speaker, glow sticks, party food token, cocktail making kit
- 'After Party' starter kits can include the essentials for the morning after a party i.e. Berocca, paracetamol, Pizza coupons, Lucozade.
- Look to partner with a brand on these and have 5AM branded items for talkability



5AM ON THE BLOCK

PRE & POST EVENT

#5AMPartyPics & Up In Here Dance

- Encourage fans to share their party pics and vids with 5AM
- Share funny stories / pictures / funny party fails / Snapchat stories
- Each of the boys take it in turn to pick their favourite each week
- Target ad spend around people using the hashtag and deliver pre-order/ sales links

Up In Here Dance

- 5AM create their own signature dance routine their ties in with Up In Here's chorus
- Encourage fans to do the dance at their party's
- Could get the whole crowd to do it at the block party and film it...



5AM ON THE BLOCK

PRE & POST EVENT: STREAMING ACTIVATIONS

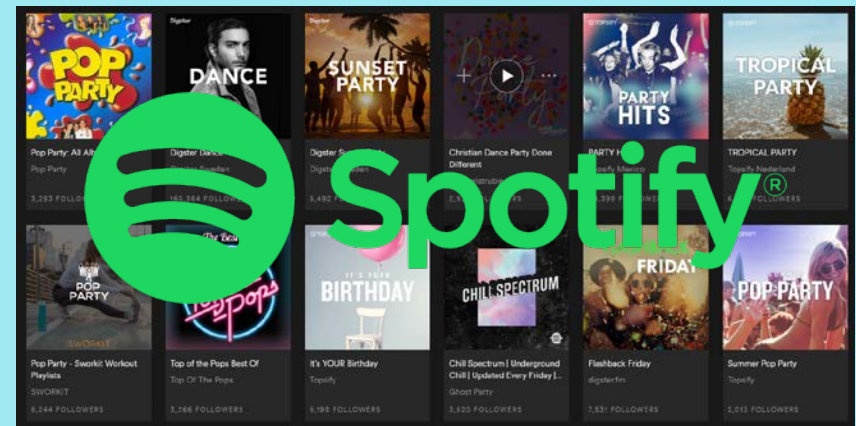
Spotify Pre-Order & Party Themed Playlists

Preorder

- Be one of the first artists to use the Spotify save, playlist mechanism
- This will automatically add the 5AM single into fans' playlists via a 3rd party app

Playlists

- The boys take it in turn to curate and update a playlist of their favourite party tunes.
- They could also takeover branded party playlists on partner website i.e. Pepsi / ASOS



5AM ON THE BLOCK

PRE & POST EVENT: STREAMING ACTIVATIONS

Musical.ly Activation

- *Work in partnership with Musical.ly to create a campaign around the single - kicking off with a series of fun videos featuring the boys dancing to the track*

E.g. dancing in public places to their single, creating a party atmosphere in a random location e.g. a Library, Supermarket etc.
- *Encourage fans on the app to do the same and send their videos using a hashtag for a chance to win a prize (e.g. invitation to 5AM block party)*
- *Work with Musical.ly's biggest UK "Musers" to amplify content e.g. Max & Harvey, Amelia Gething (2M + app followers)*



5AM ON THE BLOCK

POST EVENT

#5amUpInHere House Party Series

- Fans reach out to 5AM on social media inviting them to their house party using #5amUpInHere
- The boys will randomly turn up and takeover party's across the Uk and give impromptu performances
- These will be live streamed on Instagram/ Facebook



5AM ON THE BLOCK

POST EVENT

Festival Ticket Giveaways

- *Establish 5AM as the go-to fun loving band with a series of Festival ticket giveaways e.g. V Fest, Summertime Ball etc*
- *Hold social media competitions for festival ticket giveaways and drive CRM database numbers*



5AM ON THE BLOCK

POST EVENT

5AM: A Guide to Partying

- An Instagram content series of funny, tongue-in-cheek videos giving the 5AM guide to partying.
- E.g. 'How not to party...', '5 Things you see at every house party' 'how to throw the ultimate party for your granny'
- Take fan recommendations from comments and include in the next week's video.



5AM ON THE BLOCK

S1 CAMPAIGN TIMELINE

- 12th May – Release high quality studio session cover, start super-fan WhatsApp group*
- 26th May – Single announced, 5AM ON THE BLOCK launch event activity kick-off*
- 9th June – S1 release, video premiere, 5AM ON THE BLOCK launch event*
- 10th June – Summertime Ball launch*
- 16th June – S1 video BTS*
- 11th August – C list at Radio*
- 18th August – B list at Radio*
- 25th August – A list at Radio, R1 live lounge*
- 1st September – S1 Impact, S2 release*

DIGITAL STRATEGY

DIGITAL: WHERE WE ARE NOW



159K FOLLOWERS
PEAK ENGAGEMENT: 8%



28K PAGE LIKES
ENGAGED UK FANS: 20%
(3.6K FROM TOTAL 17.9K)
REACHED UK FANS: 27K



60.5K FOLLOWERS
AVERAGE ENGAGEMENT: 2.2%

- Instagram is their main and most popular channel and the boys post frequently – as a result this page has the best engagement and highest following.
- They are also active on Snapchat. Band need to make sure they keep the focus on the group account and not their individuals
- Content that features the band dancing / singing is always the best received and most engaging content
- They're starting from a lower base on Twitter and Facebook with the latter being their most unused platforms – need to improve presence here
- The guys need to work on interacting with their early adopter fans, starting to create a dialogue and giving them a reason to want to stick around

DIGITAL: CURRENT SOCIAL AUDIENCE



- 82% of their audience on Facebook are female and the majority (58%) sit between the 13-24 age category
- 82% of their audience on Facebook are female and the majority (58%) sit between the 13-24 age category.
- 24% of their total Facebook audience are between 25-34.
- Similarly on Twitter – 75% female and 68% 13-24. 21% of their Twitter audience is aged 25-35.

DIGITAL: STRATEGY & SOCIAL LAUNCH

- *Everything we put out must feel authentic and real to the band whilst positioning them as superstars with undeniable talent*
- *We will create and amplify buzz with content, music, and positioning showcasing the 5AM identity as well as the band's individual personalities*
- *Remain culturally relevant, forward thinking, and innovative with music at the heart of everything*
- *Use engaging, consistent creative content that has a clear and high quality aesthetic and message throughout – this will be directly in line with the 5AM on the block creative*

DIGITAL: TONE OF VOICE

- *5AM's social tone of voice should reflect all the best character traits of all three members combined and should feel artistic, creative, positive and confident but always real and never arrogant*
- *The strength of 5AM comes from them as three and therefore their tone should always feel unified whilst allowing the individual personalities to shine through*
- *The guys' energy and personalities are infectious and their music and dance talent is undeniable so they should always keep this front and centre of the conversation and content that they post online*
- *Carefully selected imagery, video and confident accompanied by snappy copy is key*

DIGITAL: EDITORIAL PILLARS



*The 5AM
Lifestyle*



*Individual
Personalities*



*The Band:
Power of 3*



*Music &
Dance Talent*

DIGITAL: SOCIAL KPI's



400K FOLLOWERS (151% INCREASE)
PEAK ENGAGEMENT: 10%



100K PAGE LIKES (257% INCREASE)
ENGAGED UK FANS: 20% PEAK



100K FOLLOWERS (66% INCREASE)
AVERAGE ENGAGEMENT: 5%



PROMO PLANS

Radio

TV

Press