

**Client:** Sleepy Tom - [www.sleepytom.net](http://www.sleepytom.net)

**Industry:** Music / Entertainment

**Project Completion:** 2024

## THE CHALLENGE

Music videos are losing their relevancy. Vancouver DJ Sleepy Tom recognized the diminishing return of purely aesthetic creative and wanted more: deeper storytelling, stronger engagement, and content that could work harder across platforms.

The goal? Add value, build anticipation, and extend the life of his album release through dynamic social content that entertains and educates fans about his process—not just another polished video drop.

## THE SOLUTION

We partnered with Sleepy Tom to flip the script on traditional music video launches. Our approach:

- There was no footage of the album creation process, so we came up with a "drunk history"-style re-enactment to satiate fans who are passionate about his production process
- Concepted and produced three full-length music videos which can be viewed back to back for an extended viewing experience
- Built the videos to also generate 30+ short-form social cuts for Reels, TikTok, and YouTube Shorts
- Focused on narrative-driven content designed for shareability and fan connection

## THE SERVICES

- Photo + Video Production
- Content Strategy
- Social Media Advertising
- Short-Form Content Creation

## THE KEY ACTIONS

- Launched three full-length music videos highlighting the making of The Rush
- Created over 30 short-form social edits optimized for TikTok and Instagram Reels
- Produced social-first videos to run across social ads.
- Prioritized storytelling-first creative to deepen fan engagement

## THE RESULTS

- 104K+ views on YouTube
- 51K+ views on Instagram Reels
- A multi-platform campaign that extended far beyond than your average artist drop campaign