



# Case Studies



motel + studio



# Motel 6 Follows the Music

With Abraham Alexander

## The Challenge

With a customer base that reflects a diverse demographic, Motel 6 believes multicultural commitments are more important than ever. Motel 6 was looking to drive brand affinity and purchase intent with African American audiences nationwide by connecting with people on both a personal & cultural level.

Motel 6 challenged MAX to help shift brand perception and increase consideration with key audiences through the passion point of music.

The primary objective of this campaign was to drive clicks through to the Motel 6 website with a secondary goal of driving awareness & engagement with the target audience.



## The Results



**36,000+**  
Site Visits



**2,000+**  
Bookings Attributable  
to Campaign



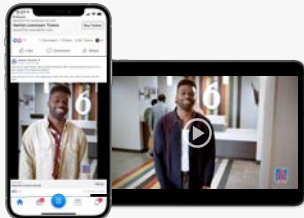
**15.3%**  
Overall  
Engagement Rate



**26%**  
Increase in Purchase  
Intent

## The Campaign

*(Click the images/links below to see sample content from the campaign with Abraham Alexander)*

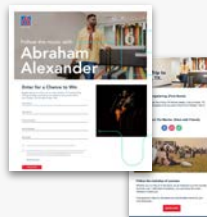


Social + Video

Social  
Content  
[Image 1](#)  
[Image 2](#)  
[Video 1](#)  
[Video 2](#)  
[Video 3](#)  
[Video 4](#)  
[Video 5](#)



Content Hub  
hosted by Motel 6



Sweeps Website &  
Registration Email

## The Solution

Through data-driven insights, MAX identified Abraham Alexander as the ideal artist partner to highlight how Motel 6 provides a home away from home for all music enthusiasts and adventurers.

Hailing from Athens, Greece, and now based in Fort Worth, Texas, Abraham's journey as an artist mirrors the essence of exploration and discovery that Motel 6 embraces.

Our creative team worked closely with Motel 6 and Abraham Alexander to produce compelling content and a sweepstakes that capture the heart and soul of the music lover's experience.

Additionally, MAX conducted a study to evaluate the effectiveness of creative content from the campaign in driving sentiment and purchase intent. People who viewed creative content expressed higher levels of affinity and purchase intent for Motel 6.









# How Ford Drives Relevance Across Growth Audiences

**FORDMUSIC**  
Powered By 

**MÚSICA FORD**  
Impulsado por 

**Always on initiatives:** Authentic storytelling content with community-building experiences that reach & engage growth audiences across the country quality leads for dealers.

**8+ Years**  
of partnership

**100+ True  
Ford Artists**  
authentically engaging  
diverse audiences

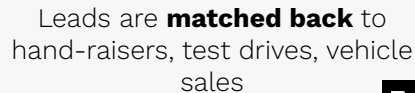
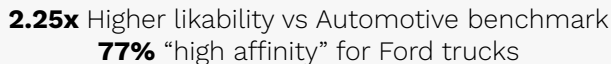




**FORD MUSIC**



**MÚSICA FORD**





L I N C O L N

**LISTENS**  
F I R S T





# Lincoln Listens First

With Jon Batiste

## The Challenge

As people around the world adjusted to life during a global pandemic, a movement for racial justice gained momentum and cultural relevance became part of the daily global conversation about equity. In late 2020, Lincoln launched an initiative designed to elevate and celebrate Black voices with its “Lincoln Listens First” campaign. Lincoln hoped to harness the power of music to not only drive brand awareness, but to highlight the values that Lincoln shares with its customers. Leading objectives included leveraging an authentic partnership, increasing brand favorability, and centering Black voices in an empathetic and intentional campaign.



## The Results



**21M+**

Impressions

(18.95% higher than the goal)



**15,500**

Livestream Total  
Minutes Watched



**34.39%**

Overall Engagement Rate

(Facebook + Site)



**1,400**

Livestream Attendees

## The Campaign

*(Click the images below to see sample content from the campaign)*



Landing Page



Social



Email



Livestream



Meet & Greet

## The Solution

MAX facilitated a partnership between Lincoln and GRAMMY award winning artist Jon Batiste. In partnership with Lincoln, the jazz virtuoso hosted a livestream concert highlighting the contributions made by Black artists to American and world music by weaving songs, stories, and histories together into a powerful, educational, and engaging musical journey.

Through social posts on Jon's channels, fans were invited to register for the show and sign up to win a VIP meet & greet with the artist. MAX provided all technical and creative resources for the livestream production and digital promotion.

Empathic, intentional, and culturally relevant, this campaign showcased an impactful partnership and allowed Lincoln to show their commitment to uphold the values held by their customers.







# Worth Every Moment

With Ally Brooke

## The Challenge

Avocados From Mexico (AFM) launched the Avocado Nation platform with the goal of creating fresh, fun content that was informative while still fun and engaging. AFM wanted to tell a story about how Avocados From Mexico are part of our identity, memories, and the moments we share with family and friends.

AFM hoped to reach a general audience interested in health and wellness, aged 25-54, that skewed female. AFM worked with MAX to find an artist partner who genuinely loves Avocados From Mexico and who could tell a story about family, food, and celebrations with the brand's messaging woven throughout.



## The Results



**8.9M+**

Impressions

(7.63% higher than goal)



**1.3M+**

Total Engagements

(Likes, Comments, Shares, etc.)



**14.6%**

Engagement Rate

(Facebook + Instagram)

## The Campaign

*(Click the images below to see sample content from the campaign)*



Social

[Post 1](#)

[Post 2](#)

[Post 3](#)

[Post 4](#)



Content Hub  
hosted by AFM



Storytelling  
Video

## The Solution

Using our proprietary tech platform (MAX Artist Matching Engine™) and our Artist Relations team experts, MAX found the perfect partner for Avocados From Mexico in Ally Brooke. Ally is a Mexican-American pop artist and former member of the multi-platinum group Fifth Harmony.

Avocado Nation launched with an episodic video series following Ally on a road trip home to visit her family. Full length videos are hosted on Avocado Nation (along with recipes, merch, and a loyalty program) and shorter videos were teased out on Ally's social platforms and paid media channels.

The campaign told a story about Avocados From Mexico in a fresh, exciting way—beyond traditional influencer content. Ally talked about her love of avocados in her own words, brought it to life with real stories from her life as an artist, and touched on both the health benefits and her own personal, emotional connections to Avocados From Mexico.





**TOBACCO**  
**FREE CA**

# CASE STUDY

**TOBACCO**  
**FREECA**



## THE CHALLENGE:

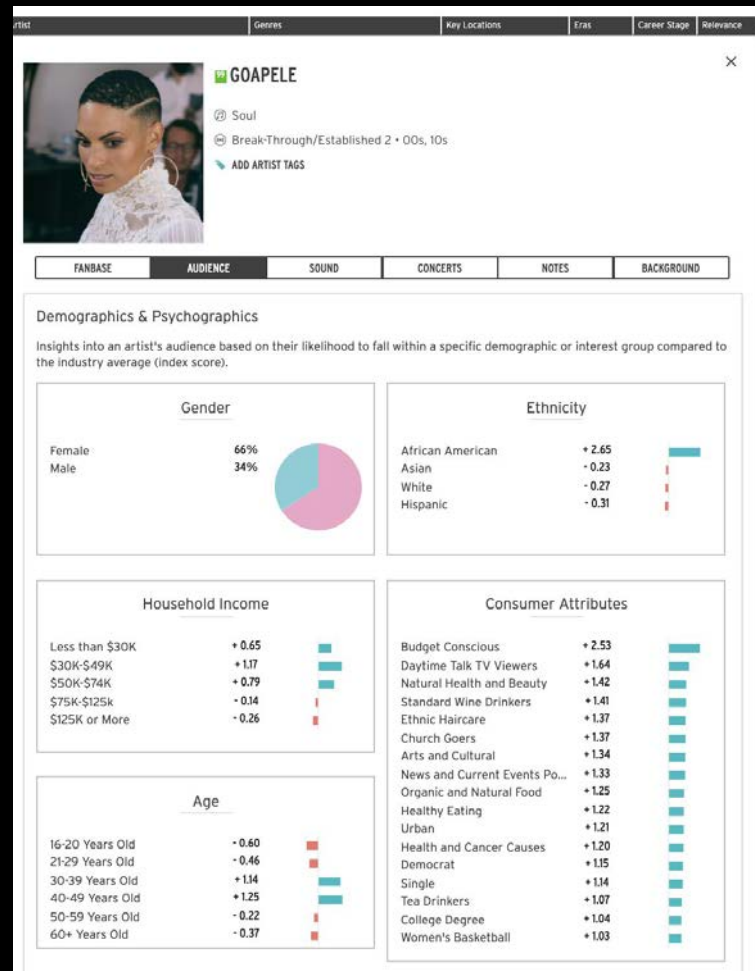
- **Combat the deliberate targeting** of Black communities by Big Tobacco in the state of California
- **Align with influential members of the community** who have been directly affected by tobacco-related health issues
- **Amplify the authentic voices & personal stories** of artists to spark these important social conversations

# TARGET AUDIENCE + ARTIST ALIGNMENT

## Goapele's Fanbase Attributes aligned well with the campaign goals:

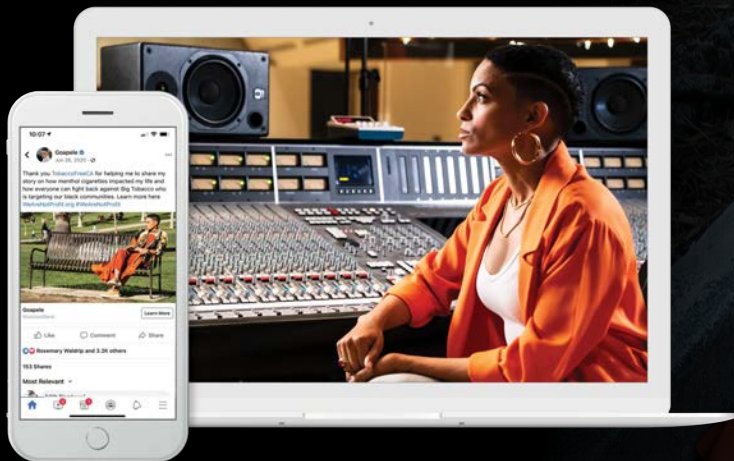
- High skew for AfAm (+2.65 index)
- High skew female (66%)
- Older Millennial - Gen X (40-49 age range +1.25 index)
- Interest in news & current Events (+1.33 index)
- Interest in health & cancer-related causes (+1.20 index)
- Strong fanbase in major California markets

Featured Artist: **Goapele**





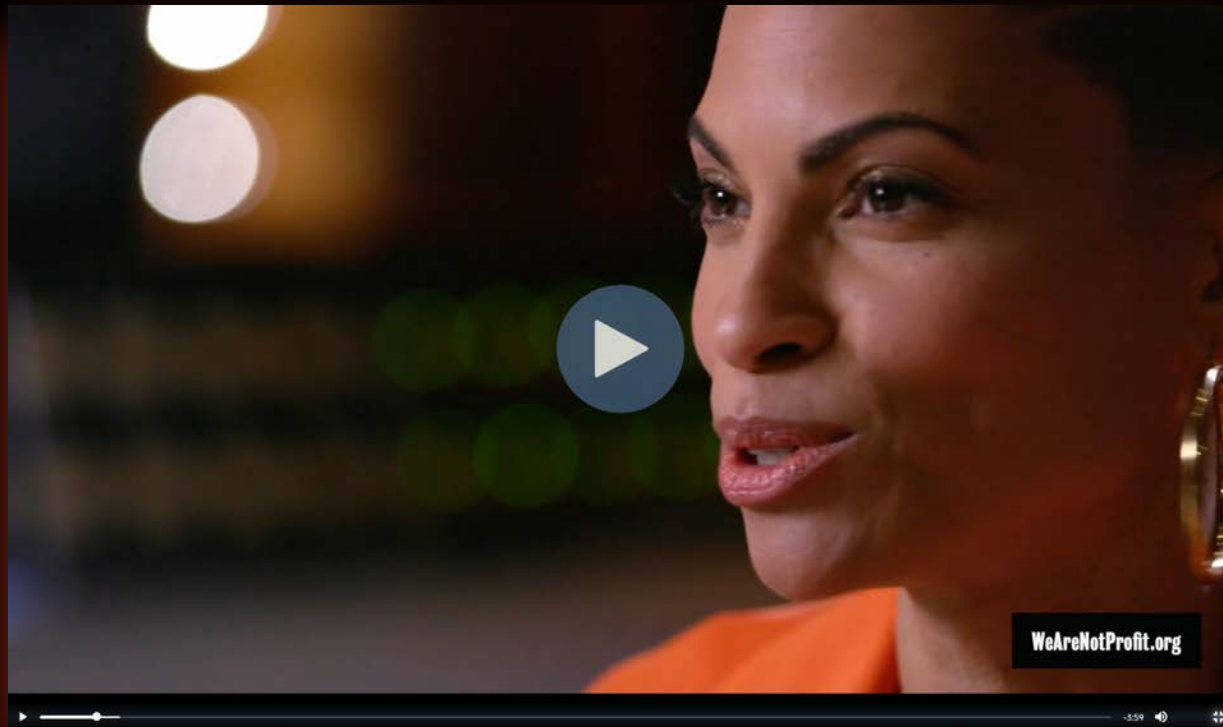
# AUTHENTIC STORIES, RELEVANT VOICES



Featured Artist: **Goapele**



# GOAPELE'S STORY



## MEASURABLE IMPACT

- **16.4M impressions** (2.60% higher than the goal)
- Facebook engagement rate of **16.46%** (126x higher than industry average)
- Instagram engagement rate of **20.98%** (8.7x higher than industry average)
- YouTube Pre-Roll view rate of **59.03%** (2.4x higher than industry average)

Featured Artist: **Goapele**

TOBACCO  
FREECA



## WHAT THEY'RE SAYING...

“We had a wonderful experience with the MAX team from start to finish. Their team was collaborative, addressed feedback quickly, and was very communicative throughout the entire process. On set, the team was professional and on top of things which led to a really smooth production and happy clients all around.”

**Hannah Grossman**

Account Manager

Duncan Channon

The Elavon logo features a stylized, white, abstract graphic above the word "Elavon" in a white, sans-serif font. The graphic consists of two curved lines that intersect to form a shape resembling a stylized 'A' or a musical note. A registered trademark symbol (®) is located at the end of the word.

Elavon®

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The us bank logo features the word "us" in a bold, white, sans-serif font, enclosed within a white shield-shaped icon. To the right of the shield is the word "bank" in a bold, white, sans-serif font. A registered trademark symbol (®) is located at the end of the word.

**us** bank®





# Elavon: Open for Small Business Atlanta

With Musiq Soulchild

## The Challenge

Elavon was looking to drive brand awareness for Elavon as a functional partner supporting small businesses in Atlanta. Recognizing Atlanta's rich cultural diversity, Elavon embarked on a mission to empower and support small businesses owned by historically underrepresented entrepreneurs.

Objectives included: supporting DEI initiatives at U.S. Bank / Elavon, driving leads, driving brand awareness, and enhancing brand reputation. Outside of traditional KPIs, Elavon sought to inspire hearts and minds through authentic storytelling that highlights Elavon's support of Black, Hispanic, Asian, LGBTQ+, & Veteran owned businesses.





## The Results



**1,218**

Submissions  
(87% higher than goal)



**773**

Unique Leads  
(72% higher than goal)



**22.55%**

Facebook  
Engagement Rate  
(6x Elavon's benchmark for  
DEI/Multicultural posts)

*This campaign caught the attention of Vice President Kamala Harris's team and Elena Carné of T31 clothing was invited to participate in a roundtable discussion and as keynote speaker at the VP's Hispanic Heritage Celebration for Latino Small Business.*

## The Campaign



Social

### Social Content

[Video: T31 Clothing](#)

[Video: Black River  
Candle Co.](#)

[Video: Beautiful,  
Curly Me](#)

[Video: Jen Chan's  
Supper Club](#)



Content Hub



Storytelling  
Video



Email  
Marketing

## The Solution

Elavon adopted a “listen first” strategy, reaching out to community partners and organizations who provided insight on the challenges faced by small businesses in Atlanta.

Elavon connected with people through the passion point of music, partnering with multi-platinum singer/songwriter—and Atlanta local—Musiq Soulchild who has a history of supporting Atlanta's small businesses and is heavily involved with community organizations in Atlanta.

Elavon and Musiq Soulchild celebrated four diverse small businesses and engaged the Atlanta community by inviting people to nominate their favorite small business for a chance to win an “Open for Small Business” package.

In addition to public-facing likes, shares, and comments, members of the Atlanta community shared heartfelt stories about their love for Atlanta local businesses and appreciation for Elavon.







# Tasty Tracks

## With Bryce Vine

### The Challenge

This campaign involved **multiple stakeholders**, including 13 different McDonald's regional co-op groups and McDonald's agency, Davis Elen.

MAX was challenged with driving **awareness and engagement** for the McDonald's McCrispy™ Chicken Sandwich and the McDonald's app with **multicultural consumers aged 18-34** across all target markets.

Additional secondary objectives include:

- ★ **Impressions:** efficient impression delivery
- ★ **Frequency:** minimum frequency of 3x across social
- ★ **Engagements:** reactions, comments, shares, website clicks, and video views
- ★ **Registrations:** for livestream & sweeps
- ★ **Livestream Views:** hosted on Facebook



Watch Bryce Vine + McDonald's  
TikTok



## The Results



**12M**  
Impressions  
(7.39% higher than goal)



**15.2%**  
Overall  
Engagement Rate



**132K+**  
Livestream Attendees



**14K+**  
Content Hub Visits

## The Campaign

*(Click the links/images below to see sample content from the campaign)*



Social  
Content

[Image](#)  
[Video 1](#)  
[Video 2](#)  
[Video 3](#)  
[Video 4](#)



Social, Audio, Content Hub + Sweepstakes, Email, Livestream, Virtual Meet & Greet

## The Solution

Our team identified cross-genre, cross-cultural artist Bryce Vine as the perfect partner for this campaign.

Bryce Vine was 100% all-in on content creation, adding **creative flair** to the videos to showcase his personality and highlight his **true love of McDonald's**.

Bryce also created **bonus content** above and beyond the campaign to promote his song and showcase his McDonald's partnership, including:

- ★ **1 Instagram reel + 1 TikTok** showing him **eating McDonald's while filming his new music video**
- ★ **Instagram post** on his birthday with a short video of him in the **McDonald's Drive Thru dressed as Batman**

# ROCKET

## Mortgage





# Música Rocket

¡Bienvenido a Casa!



## The Challenge

Rocket Mortgage was looking to increase brand awareness and build lasting relationships with Hispanic audiences through their passion points. It was important to Rocket Mortgage and their agency (UM) that the campaign be culturally relevant, innovative, and authentic.



## The Solution

Rocket Mortgage and UM worked with MAX to create a culturally nuanced campaign built around three distinctly unique artists (La Energía Norteña, Kany García, and Gaby Moreno) with diverse, culturally differentiated fan bases who all share the values of a strong family and home life.

The Música Rocket campaign combined story-driven content (exploring culture and traditions) and immersive experiences (giving fans the chance to interact with their favorite artists). Each artist shared authentic, meaningful stories, highlighting how music isn't just something that's a part of their home: it is their home. The campaign culminated in a series of livestream shows hosted by the artists from their homes.

Through music, Rocket Mortgage established a cultural connection with the Hispanic community and positioned the brand as a way to achieve financial stability, strengthen family ties, and create certainty in life's complex decisions, ultimately highlighting Rocket Mortgage as the #1 lender in America.

## Three Unique Artists

*As an added bonus, all three artists were nominated for Latin GRAMMYs within a few months of the campaign launch!*



### Kany García

Global superstar **Kany García** is a Puerto Rican pop singer/songwriter whose love for music was influenced by her parents and siblings.



### Gaby Moreno

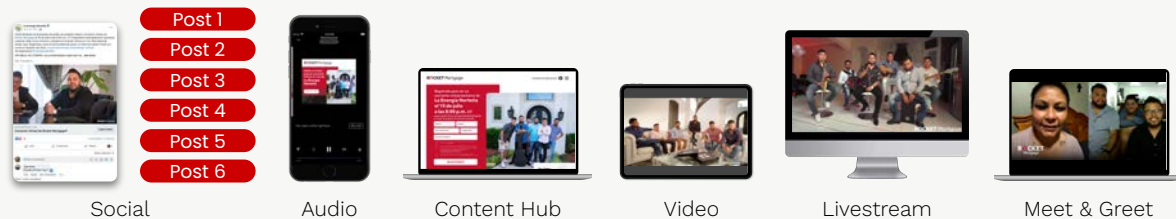
Guatemalan singer-songwriter-producer **Gaby Moreno** writes songs in four languages, sharing her stories across the globe.



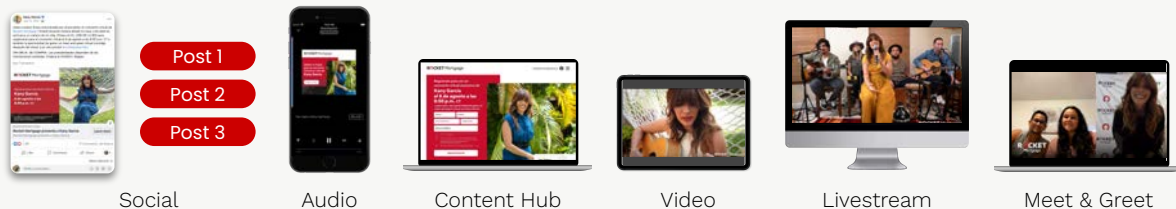
### La Energía Norteña

Evening **La Energía Norteña** has even recorded an English-language album covering well-known songs in their unique Regional Mexican style.

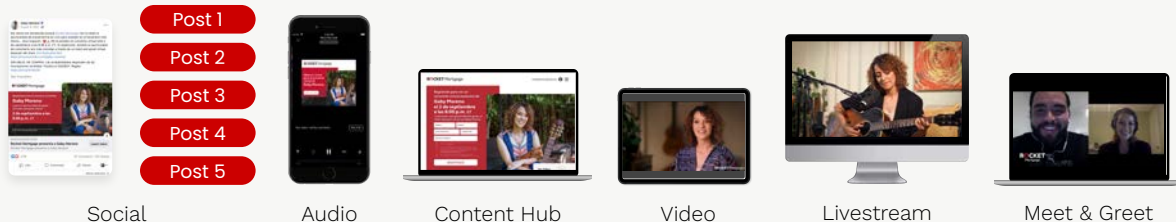
## Wave 1: June 22 - July 15, **La Energia Norteña**



## Wave 2: July 12 - August 8, **Kany García**



## Wave 3: August 6 - September 4, **Gaby Moreno**



## The Results

**44.6M**  
Total Impressions

**4.4M**  
Total Engagements

**10%**  
Engagement Rate

**38.9K**  
Branded Livestream Viewers





# The Power of Confidence

With Pitizion

## The Challenge

Schwarzkopf is dedicated to becoming a more diverse, inclusive brand and was looking for ways to truly address cultural insights & nuances with Hispanic audiences.

The goal of this campaign was to drive awareness and engagement for Schwarzkopf Keratin Color through messaging that empowers Hispanic women to feel comfortable, confident, and beautiful using Schwarzkopf Keratin Color at home.

MAX was challenged with identifying the ideal artist partner who genuinely loves how she looks when using Schwarzkopf Keratin Color.





## The Results



**11.2M+**

Impressions  
(9.2% higher than goal)



**616K+**

Video Views  
(YouTube)



**18K+**

Site Visits



**3.9M+**

Engagements  
(Likes, Comments, Shares, etc.)



**35.23%**

Overall Engagement Rate  
(FB, IG, + TT)

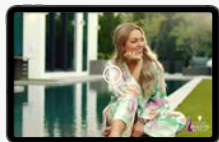
## The Campaign



Social

**Social  
Content**

[Image](#)  
[Video 1](#)  
[Video 2](#)  
[Video 3](#)  
[Video 4](#)  
[Video 5](#)



Storytelling  
Video



Landing Page &  
Sweepstakes



Email Marketing

## The Solution

In partnership with MAX, Schwarzkopf teamed up with Latin superstar Pitizion to bring fans stunning hair transformations, expert tips, and the chance to win a trip to Miami.

Pitizion is a true advocate for the power of confidence. She passionately shares how having beautiful hair makes her feel more self-assured and ready to conquer the world. She reminds us that when we look good, we feel good.

MAX created a range of custom assets for Schwarzkopf, including engaging videos, captivating photography, and inspiring social posts, reminding fans that beautiful hair has the power to transform not just your appearance, but also your confidence.

This campaign overdelivered for impressions and engagement, as fans commented, reacted, and shared campaign content—and excitedly registered for the campaign sweeps.