

COVER EXPERIENCE

CASE STUDY: BROOKLYN FROST

A High Energy Creator Experience Blending Digital Culture and Real World Community

Rolling Out delivered a high energy, culturally resonant Cover Experience featuring Brooklyn Frost, one of the most influential Gen Z creators emerging from the digital space. The activation showcased Rolling Out's ability to engage young audiences authentically and at scale. The experience launched with a social first fan contest inviting Brooklyn's audience to win exclusive access to the event. The contest generated thousands of submissions and shares across TikTok and Instagram and created momentum leading into the live experience.

More than 250 fans attended the event, creating an atmosphere filled with excitement, emotion, and genuine connection. Brooklyn engaged directly with attendees through selfies, conversations, live reactions, and personalized interactions that reflected her relatability and star power.

The Cover Conversation offered an intimate look at Brooklyn's creative journey, touching on authenticity, mental health, growth, and the realities of navigating online fame. Rolling Out's cinematic interview style elevated these moments and created visually impactful content.

The activation included a curated meet and greet, branded photo opportunities, elevated styling, and a soundtrack that aligned with both Brooklyn's personality and Rolling Out's editorial identity. Rolling Out captured premium photography and video optimized for multi platform distribution.

Key Metrics

- Total Attendance: 265
- Contest Entries: 1,480
- Total Social Impressions: 421,000
- TikTok Views: 215,000
- Instagram Reach: 149,000
- YouTube Shorts Views: 57,000
- Total Engagements: 33,400
- Influencer and Fan Shares: 29 creators and attendees
- Average Engagement Rate: 11.4 percent

Impact & Value

The Brooklyn Frost Cover Experience positioned Rolling Out as a premier partner for creator driven activations. It demonstrated the platform's ability to convert social energy into live attendance and to produce content that resonates with Gen Z audiences. The activation strengthened Rolling Out's relevance and credibility within the digital creator space.

