

Brat Wall

Background

In 2024, Charli XCX and Atlantic Records launched a campaign to ignite excitement around her new single, "360," and her album, Brat, with a fresh take on fan engagement. By centering the campaign on a hand-painted mural, they aimed to create an intimate and unforgettable experience for fans—capturing the raw, authentic spirit of Charli's early days, before her ascent to global stardom.

Objective

Build General Awareness

The campaign aimed to increase awareness of Charli XCX's new single and upcoming summer album *Brat*, while expanding her global fanbase through authentic, engaging experiences. Atlantic Records and Charli sought to create bespoke moments that allowed fans to engage directly with Charli ahead of her album release, outside of a typical concert setting. The goal was to capture the essence of Charli's early career, before her rise to global pop stardom. Charli expressed that the goal of the Brat Marketing campaign—and the Brat Wall specifically—was to create must-attend moments and spaces. She explained, "The wall was about causing a massive scene, offering a place where my fans and I could come together as one, without the barriers or stiffness of traditional fan events." The marketing and creative teams took a bet on social media amplifying the campaign's global reach, but the OOH place-based mural and activation guaranteed fans a physical moment they'd want to nostalgically relive for years to come. Emphasizing the growing value of in-person connections in an increasingly digital world, Charli sought to foster a deeper connection with her audience.

Strategy

The Brat Wall campaign kicked off on May 2, 2024, with a 6:00 AM TikTok livestream of Charli XCX and Colossal painting a brat green mural in Brooklyn. Fans eagerly tuned in and, at 6:45 PM, Charli revealed the time and location of a surprise event. By 7:15 PM, Charli performed and DJed live in front of the mural, marking the release of her new single.

The Brat Wall quickly became a cultural hotspot. Fans flocked to the site, sharing their excitement on social media. The mural became central to Charli's album campaign, evolving throughout May to July with multiple creative updates. Fresh paint was provided for three livestreams and seven updates, keeping fans engaged.

Located in Brooklyn's Greenpoint/Williamsburg neighborhood, the wall was positioned across from The Lot Radio, where Charli had performed. This accessible location allowed fans to visit the mural throughout the campaign.



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Plan Details

Campaign Posting Dates: 5/2/24 - 7/7/24

Markets Selected: Brooklyn, NY; San Francisco, CA

OOH Formats Used: Hand-Painted Walls

Additional Media Formats Used (if any): TV, Audio, Digital, Social and Print

Target Audience: 18+

Budget: \$113,000

Results

The Brat Wall campaign became an instant cultural phenomenon, leaving a lasting impression on both new and long-time fans. Charli's first surprise performance brought her closer to the crowd, evoking the intimate feel of her early shows while solidifying her popstar status. The mural became a global event, offering fans a physical space to connect with Charli and stay updated on her album release. The Brat Wall redefined fan interaction, blurring the lines between celebrity and audience. It became a symbol of Charli's journey, reminding fans that despite her pop icon status, she's still the same artist at her core. The campaign was hailed as a "sensation in brand energy marketing" and earned the Brat Wall its official recognition as a "Charli XCX Wall" landmark on Google Maps.

