



Måneskin

LOUDER THAN EVER

BRIEF

THE REUNION

THE ARTIST | Måneskin

- Rome-born rock band · Eurovision 2021 winner
- 12M monthly Spotify listeners
- Global audience across 48 countries
- 2M+ active Discord & fan community members

THE SITUATION | 18 Months in the Studio

- Band went dark post world tour to record new material
- Fan community remained highly active during the hiatus
- Catalog streams grew 22% organically while band was offline
- Demand for live shows exceeded pre-hiatus levels

THE BRIEF | Coming Back Together Tour 2026

- Reunion tour anchored in gratitude and fan relationship
- Artist Relations objective: design every fan touchpoint
- Priority: quality of connection over volume of content
- 28 arena dates across Europe and North America

MY ROLE

COORDINATING

01 | Artist Logistics

Itineraries, travel & accommodation across all tour markets.
Rider management, artist schedule coordination with management, label and booking agent.

02 | Fan & Community Relations

Discord channel management, fan club liaison, superfan identification, community briefings and reactivation comms during hiatus and pre tour.

03 | Meet & Greet Coordination

Guest list curation, wristband & pass management, show day M&G flow, photographer briefing, fan welfare, timing and pacing across all 28 tour dates.

04 | VIP Hospitality

VIP package design and fulfillment, backstage pass management, hospitality rider, artist gift sourcing, experience consistency across markets.

05 | DSP & Press Support

Coordinating DSP pitch submissions, press interview scheduling, junket logistics, media credential management, Radio & TV appearance logistics.

06 | Stakeholder Communications

Internal briefing documents, daily show reports, promoter and venue liaison, post-show summaries, cross-team communication between label, management and touring crew.

CAMPAIGN TIMELINE

FOUR PHASES. ONE RETURNING ACT. A FANBASE THAT WAITED.



FAN REACTIVATION AND COMMUNITY

TURNING DORMANT LISTENERS INTO OPENING NIGHT

TICKET HOLDERS.

COMMUNITY IMPACT

SUPERFAN TIER

Identified via streaming data & Discord activity.
Received: priority M&G slot, soundcheck access,
signed vinyl, Discord fan role

1,200

34%

Dormant fan reactivation rate

+180%

Discord member growth (hiatus period)

CORE FAN TIER

Newsletter subscribers active in last 12 months.
Received: 24hr fan pre-sale window,

28,000

92%

Newsletter open rate "we're back" email

24 hrs

Fan pre-sale tickets: sold out in

DORMANT FAN TIER

Listeners who streamed in 2022–23 but went
cold. Reactivated via personalised "we're back"
email + Spotify retargeting campaign.

180K

HOW I MANAGED THE COMMUNITY

- Moderated Discord daily: pinned updates, managed fan-created hype content
- Coordinated superfan identification with streaming team (Spotify for Artists data)
- Wrote and scheduled all reactivation email comms in collaboration with digital team
- Managed fan pre-sale ticket allocation and handled escalations personally

LIVE EXPERIENCE & GREET COORDINATION

EVERY TOUCHPOINT BETWEEN ARTIST AND FAN, MANAGED END TO END.

12:00
Load-in & venue walk

Brief local promoter. Confirm M&G space layout, photographer position, entry flow.

15:30
Soundcheck prep

Artist itinerary issued. Superfan soundcheck guests managed: 20 per date.

17:00
Meet & Greet setup

Wristbands issued, queue managed, briefing to security and photography team.

18:30
Doors open / VIP entry

VIP package check-in. Escort first 100 guests, hospitality area activated.

19:30
Meet & Greet live

Managed pacing: avg 45 fans/30 min. Ensured artist welfare throughout

23:00
Post-show wrap

Collect signed setlists for fan distribution. Debrief with venue. Discord update posted.

LIVE EXPERIENCE & GREET COORDINATION EVERY TOUCHPOINT BETWEEN ARTIST AND FAN, MANAGED END TO END.

MEET & GREET OUTCOMES

1,580

Total fans through M&G across all
dates

100%

M&G completion rate: no session
cancelled

4.9/5

avg fan experience rating (post-M&G
survey)

58

soundcheck sessions managed
(2 per date)

VIP TIERS I MANAGED

Platinum

Soundcheck access + M&G + signed vinyl + photo print + gift bag

Gold

M&G + signed setlist + photo print + early entry

Silver

Early entry + meet the crew + exclusive merch bundle

LIVE EXPERIENCE & GREET COORDINATION REBUILDING EDITORIAL PRESENCE WHILE THE BAND WAS SILENT.

DSP & STREAMING

Catalog Rediscovery Pitch

"How Måneskin Got Here": pitched to Spotify editorial as a 50-track retrospective. Secured placement on Rock Classics (8.4M followers) and New Noise.

Marquee Campaign

Approved 18-month Marquee budget ahead of tour announcement. Ran targeted re-engagement to 620K dormant listeners. CTR: 9.2% (platform avg: 4.1%).

Artist Pick Activation MONTHLY CATALOG STREAMS - DURING HIATUS



PRESS & MEDIA

Reunion Press Junket

Coordinated 12 interviews across London, Milan and New York in 5 days. Scheduled, briefed and escorted band to all appointments. Managed journalist access tiers.

Announcement Day Coverage

Coordinated simultaneous press release, social post, DSP update, newsletter and fan community post within a 10-minute window. Zero leaks pre-announcement.

TV & Radio Appearances

- Press coverage generated
- 240+ pieces across 22 markets
- 3 live TV appearances, 8 radio sessions, 2 podcast recordings managed across tour markets. All logistics, travel and briefing materials handled in house.

CONTENT & COMMUNITY MANAGEMENT

THE REUNION STORY, TOLD THROUGH EVERY CHANNEL.

NOSTALGIA CONTENT

Archival footage, fan throwback reposts, "first concert" stories. Framed around community memory, not band promotion.

35%

DISCORD

Daily Channel Management

Moderated 14 active channels. Pinned tour updates, managed fan hype threads, removed misinformation during announcement window.

REUNION NARRATIVE

"We missed you" messaging, behind the scenes of returning to rehearsal, candid pre-tour content. Raw and unproduced.

30%

EMAIL

Newsletter: 28K Subscribers

Wrote and scheduled all campaign emails. Avg open rate 48%. Managed segmentation: superfan, core, dormant - three different comms tracks.

FAN-GENERATED

UGC reposting, fan art features, Discord highlight shares. Community first approach: fans became the content creators.

25%

UGC

Fan Content Curation

Reviewed and reposted 240+ fan posts across Instagram and TikTok during the tour. Managed permissions, credits and community relationships.

PROMO CONTENT

Tour dates, ticket links, DSP links. Kept minimal: the reunion earned the promo rather than leading with it.

10%

FANMAIL

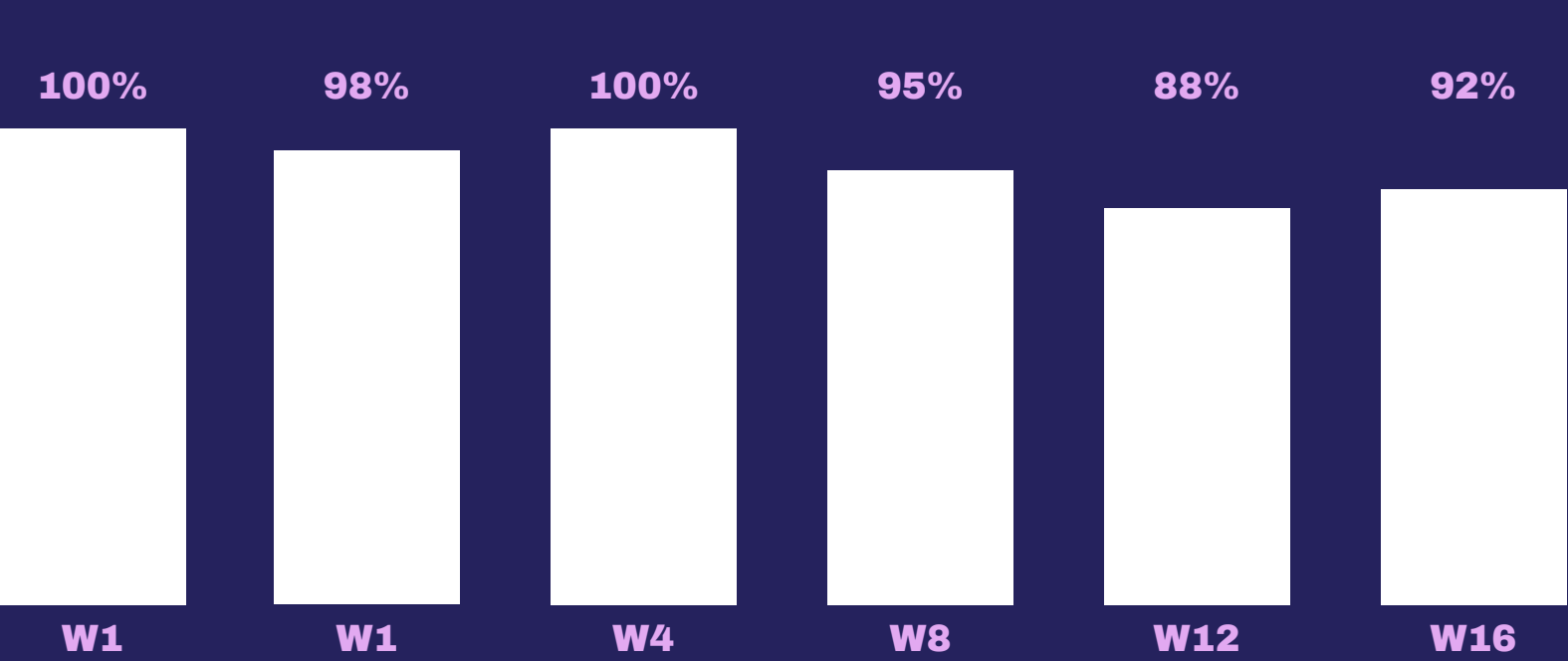
Fan Mail & DM Management

Responded to 800+ fan DMs and letters during tour period. Coordinated personal responses from band for 40 standout fan stories.

RESULTS

EVERY ARENA SOLD OUT. EVERY FAN REMEMBERED.

SHOW SELL THROUGH BY REGION



28/28
arena dates sold out or 88%+
capacity

1,580
fans through Meet & Greet
acrossthe tour

+180%
Discord community growth since
hiatus start

240+
Press pieces across 22 markets

KEY LEARNINGS

01

Reunion campaigns outperform launch campaigns when fans feel involved in the story, not marketed at.

02

M&G quality over quantity: 30 meaningful interactions beat 100 rushed ones. Fan welfare matters.

03

Catalog rediscovery drove as many first week streams as a Marquee campaig, at lower cost.

INSTAGRAM CONTENT FOR THE REUNION CAMPAIGN.

maneskinofficial



284K

20K

8K



maneskinofficial We never left, but we're coming back. 28 shows. Tickets on sale Friday. See you soon.

#Maneskin #ComingBackTogether #2026

maneskinofficial



198K

15K

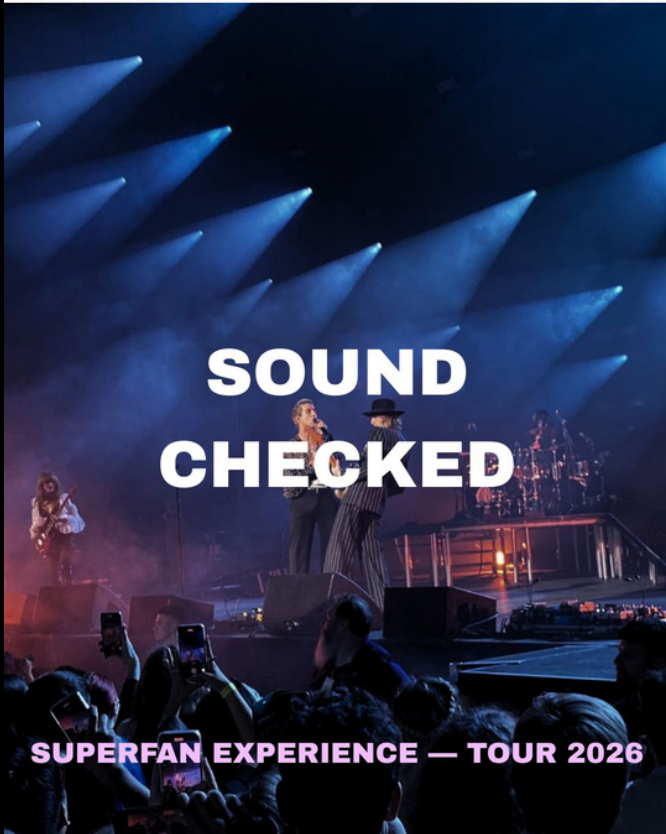
6K



maneskinofficial 18 months in the studio and all we could think about was being back on stage with you.

#Maneskin #ComingBackTogether #Reunion

maneskinofficial



142K

24K

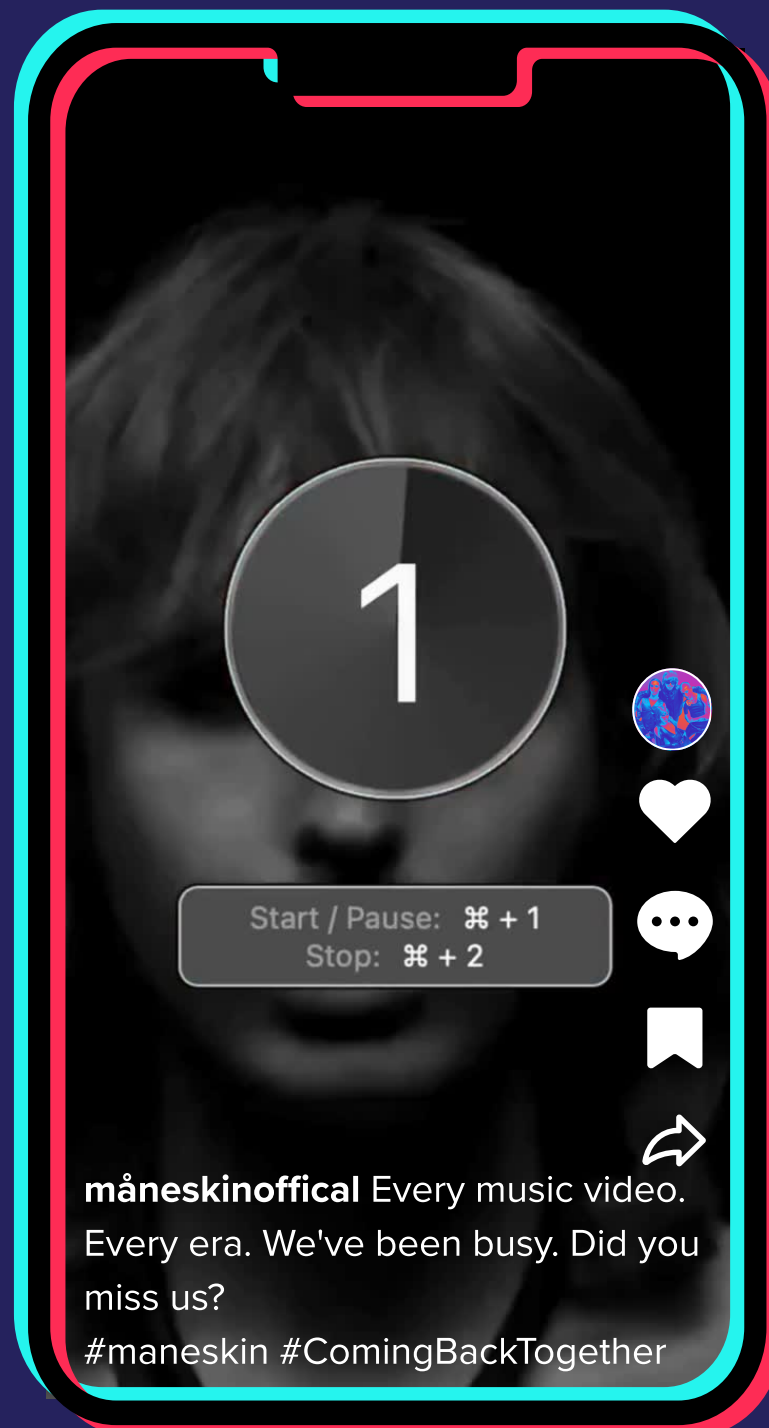
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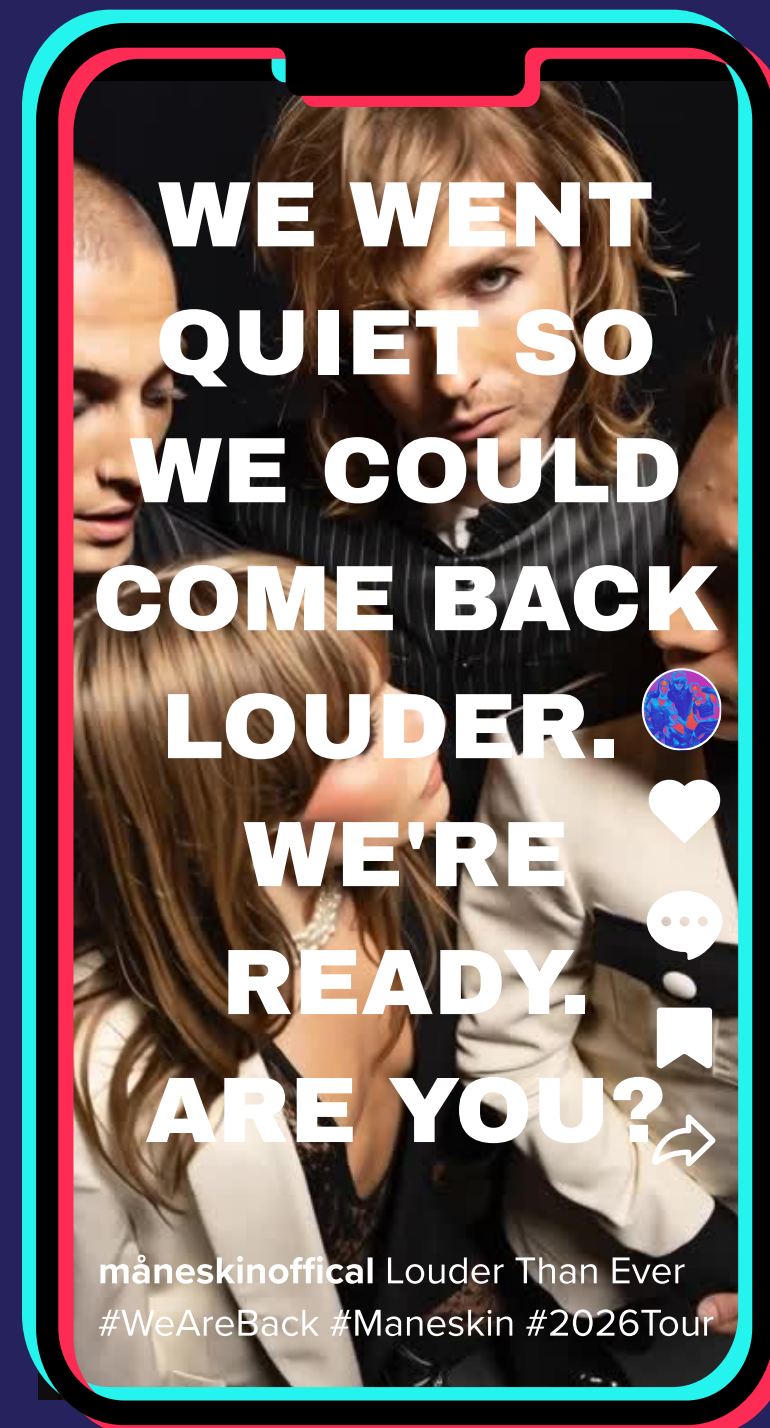
maneskinofficial Our Platinum VIP fans got the show before the show. Nothing like this anywhere else.

#Maneskin #VIP #Soundcheck

TIKTOK & REELS: FAN RECONNECTION CONTENT.



FAN THROWBACK SERIES



ORGANIC / ANNOUNCEMENT DAY

AR CONTENT STRATEGY

Fan-First Framing

Every piece of content was framed around the fan experience, not the band's output. "We missed you" consistently outperformed "new music out now" in engagement rate.

Archive as Content

Surfaced 4 years of concert footage and fan-uploaded clips. Repurposed with permission. Fans seeing themselves in the content drove a 3x share rate vs original posts.

Community Seeding

Discord superfans given first access to announcement content 10 minutes early. They organically amplified before the official post went live — 800K views before public drop.

EMAIL: DORMANT FAN REACTIVATION SEQUENCE.

New message

← → ↺

☆ ☰

To

Subject



IT'S BEEN A WHILE. But we've been thinking about you.

Hey {name},

18 months in the studio. A lot of new music. And a tour we've been building for you since the last one ended. We're coming back. And we want you there.

GET YOUR TICKETS FIRST

▼ | A 📎 🖼️ 😊 🔍 🗑️

Send

REACTIVATION EMAIL SEQUENCE

- 01

It's been a while.
Sent to 180K dormant fans. No CTA: pure reconnection. Open rate: 52%. Subject line A/B tested against 8 variants.
- 02

Something is coming your way.
Cryptic teaser with a countdown. Drove 14K Discord sign-ups in 48 hours.
- 03

[Name] — you're in. Fan pre-sale.
Segmented to core fan list only. 24hr window. 28K tickets sold.
- 04

It's tour week. We'll see you there.
Day-of reminder. City-specific. Included parking, M&G instructions, setlist tease.

Dormant fan open rate: 52% · CTR: 34% · Tickets from email alone: 28K

SHOW DAY RUNSHEET: AR ASSISTANT RESPONSIBILITIES.

TIME	TASK	RESPONSIBILITY
10:00	PRE SHOW: Venue arrival & advance	Walk venue with tour manager. Confirm M&G space, photograph flow, security briefing, VIP check-in desk placement.
13:00	PRE SHOW: VIP package check-in prep	Set up VIP desk. Confirm all package fulfillment (signed items, gift bags). Print guest lists, wristbands ready.
15:30	SOUND CHECK: Superfan soundcheck	Manage 20 superfan guests. Brief them on etiquette, escort to floor. Ensure artist comfort throughout.
17:30	M&G PREP: Meet & Greet setup	Photographer briefed. Queue system confirmed with security. Timing mapped: 45 fans in 30 min. Welfare check on artist.
18:30	DOORS: VIP & general entry	Stationed at VIP entry. Escort first 100 guests. Handle escalations. Ensure hospitality area is running to rider.
19:30	M&G LIVE: Meet & Greet management	Manage pace and energy throughout. Intervene if sessions run long. Protect artist from difficult interactions.
21:00	SHOW: Onstage & show management	Manage pace and energy throughout. Intervene if sessions run long. Protect artist from difficult interactions.
23:00	POST SHOW: Wrap & fan interaction	Stationed side-of-stage. Manage any mid-show artist needs. Coordinate with production on schedule.