

SHIRAZCREATIVE

CAMPAIGN: VH1 RUPAUL'S DRAG RACE, SEASON 14
CLIENT: PARAMOUNT
AGENCY: SHIRAZ CREATIVE

For the Season 14 premiere of the Emmy-Winning TV show RuPaul's Drag Race, Shiraz Creative worked closely with VH1 to develop a campaign that brought the candy-coated spirit of the season's promo creative to life -- celebrating the show's return to air and generating excitement amongst core, casual and new viewers.

In celebration of the Candy Land inspired art direction of the Season 14 promo, VH1 tasked Shiraz to create the ultimate collectible for Drag Race fans: A RuPaul's Drag Race Season 14 Board Game.

From the vibrant colors to self-expression identity, the game board's look and feel were consistent and mirrored Season 14's artwork. Likewise, the gameplay mimicked an episode's structure, with players sashaying their way from the Werk Room to the Main Stage while participating in Mini and Maxi Challenges (a combo of RPDR trivia and prompted charades). The first two racers to the Main Stage have to lip sync for their lives. The winner takes the crown!

Leading up to the premiere -- we sent 370 exclusive mailers to talent, influencers, press, and celebrity superfans. Each mailer

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included a limited edition Chocolab x RuPaul collaboration chocolate bar, placed on top of a custom branded envelope that housed a branded card and elimination tracker.

Additionally, the crown was up for grabs in days leading up to the premiere when we produced the ultimate Drag Race fan experience: A life-size arcade installation located at Westfield Century City in Los Angeles. Inspired by the 'claw machine' theme of the 'Runway Reveal' promo, this activation attracted over 425,000 visitors weekly and was open to the public from 1/5 - 1/7.

Attendees had access to exclusive RuPaul's Drag Race Snapchat filters. In addition, they were encouraged to share photos of themselves interacting with the installation using #DragRace for a chance to be featured on a billboard in Times Square (as part of Season 14's partnership with Twitter). Even the season's Los Angeles-based queens attended for premiere day.

Our partnership with Viacom helped raise the demo; Drag Race rose in VH1 viewership, tallying 738,000 total viewers (up from last year's 562,000). In addition, we received great feedback on the Collectible Mailer, with several Press Outlets calling it "the best mailer they've ever received." Recipients even saturated social media with enthusiastic unboxings -- reaching a combined audience of over 24MM followers. This successful campaign boosted engagement, generated excitement, and created strong organic content and social impressions influencing the RuPaul fandom.

