

CASE STUDY: MARSHMELLO
2016 - 2021



BY THE NUMBERS

+ 6 billion views on YouTube

+ 153 episodes of original content series

+ 21 narrative music videos



THE STARTING POINT

When we began working with Marshmello the brand was already developed as a fictional character who doesn't speak or have any human association. The first question we asked was how is this anonymous figure going to resonate with fans?



CHARACTER DEVELOPMENT

We decided to use this lack of humanity to actually appeal to all of humanity. Because there was no physical attribution to the brand, we saw it as a storytelling opportunity to explore universal emotions that people feel around the world. For the first year of Marshmello's career, every music video he put out hit a different core human feeling: first love, bullying, peer pressure, finding purpose, new beginnings, etc.



GLOBAL REACH

The approach was an enormous success and each video garnered over 100 million views with certain songs like “Alone” accumulating over 2 billion. His YouTube subscriber count started to grow exponentially and the brand went global as fans around the world deeply connected to these themes and emotions. Together with his Marshmello’s management team, we realized there was an international story to be told...



AUDIENCE EXPANSION

As the YouTube data showed Marshmello's international audience growing at a fast pace, there became a need for regular programming that could feed fans each week. This led to our next question – how do you create consistent content that can resonate with every country at the same time?



AUTHENTICITY

We developed *Cooking with Marshmello*, a weekly cooking show that featured authentic dishes from around the world. It was the perfect fit – food is the centerpiece of every international culture and recipe videos were performing incredibly well at the time on YouTube. The show created international buzz in every country we targeted, as fans finally felt spoken to by a major American pop artist. In places like Indonesia, the show was even featured on the nightly news.



HELLO CAVE

DIVERSE FANBASE

This 'global first' mentality helped grow Marshmello's YouTube subscribers from 25k to 40 million in less than 2 years. We successfully captured the international market with over 50% of his fanbase coming from overseas. With one of the most highly engaged fanbases on YouTube, the Marshmello brand became a digital phenomenon unlike anything before...



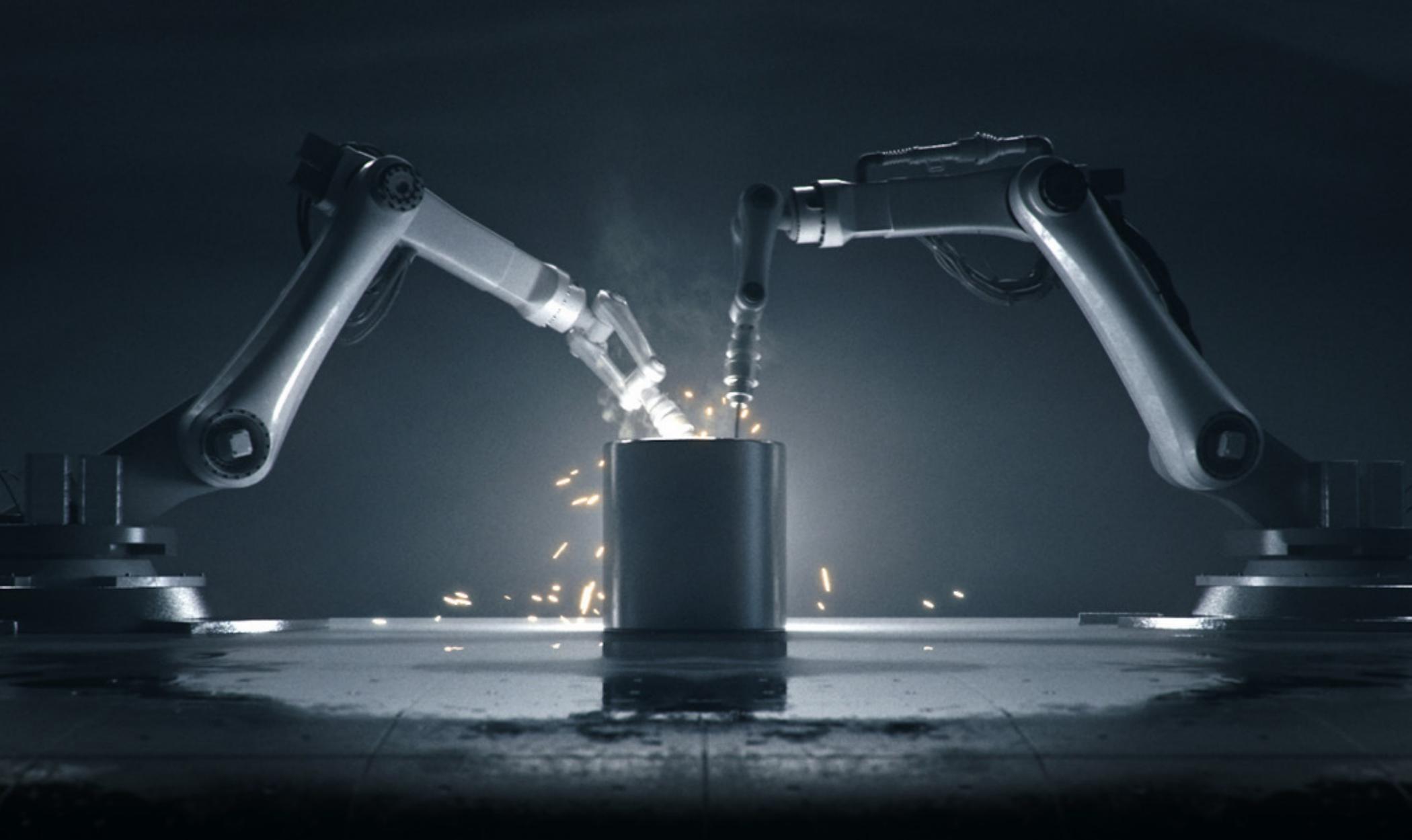
PROLONGED CULTURAL RELEVANCE

After only 2 years, Marshmello became one of the biggest artists in the world. The focus shifted to maintaining this level of digital success and ensuring the brand was always in the mainstream cultural conversation. So the question became – how do we keep this character trending with some type of content at all times?



CONTENT WITH A PURPOSE

With innovative ideas from his management team, we decided to lean into SEO. Our attention went to developing new content properties that people already consumed regularly and ‘mello-fying’ them. We launched the *How To* series, which was a compilation of commonly searched ‘how to’s’ like how to tie a tie or how to remove a coffee stain. Naturally, the series caught on as Marshmello began teaching the world how to solve their everyday issues. We also built out several other digital series including *Gaming with Marshmello* after recognizing the emergence of Esports.



LASTING IMPACT

The Marshmello project ultimately became an entertainment hub with several premium offerings for all types of fans. We built a lasting partnership with YouTube and even released *More Than Music* – the official Marshmello documentary as part of *YouTube Originals' Spotlight Series*. To this day, the Marshmello project is a case study for so many upcoming artists and brands. We're proud to have played a part in Mello and his team's incredible journey.

MGXCREATIVE