

Executive Summary

For this research paper, our group chose to focus on Billie Eilish and the release of her second studio album “Happier Than Ever.” After researching Eilish as a person and brand, we hypothesized the release of Billie Eilish’s second studio album “Happier Than Ever”, would enable the singer to grow in popularity with the 19 to 23-year-old demographic in the United States. We took into consideration the personality and tone of Eilish’s brand as well as her primary audience as it relates to gender and age. Eilish is a 19-year-old superstar whose rise to fame seemed to happen overnight because of their social media prowess and raw talent.

Billie Eilish first hit the stage in 2015 with her hit “Ocean Eyes” and she has only continued to rise in fame through the years. At the mere age of 19, it is amazing how much Eilish has accomplished and how much she will accomplish. She is already a five-time Grammy Award winner and her worth is estimated at \$25 million (Admin, 2021). Eilish has over 300 million followers collectively on all of her social media platforms- her reach is phenomenal. While most of what Eilish posts on her social media is promotional, her fans are still engaged with her content and begging for more.

Our group sought to specifically look at Twitter engagement regarding Billie Eilish and her album “Happier Than Ever” through utilizing SocialStudio. We utilized Eilish’s content on her social media accounts to gain the “bigger picture” of where she has been and where she is now. In our collection and analysis of data, we found that the release of “Happier Than Ever” did not reach the age group we originally thought it would or should. The data showed that engagement from the age range of 21 to 24-year-olds was never the leading age group in any of the following days we looked at which included July 30, August 2, August 8, and August 10. We

found that the age group that engaged most with Eilish's content was older than we expected and consisted of 25 to 34-year-olds and 35 to 44-year-olds, with males being the predominant voice. This finding would persist throughout all of our data every day following the "Happier Than Ever" album release.

We hypothesize that the FOX News article "Billie Eilish admits she has a 'terrible relationship' with her body" that was published on August 2 brought in more males and an older generation than Eilish's traditional audience. The article had multiple syndicates that expanded its publicity and made the article prevalent in the media. With the article bringing in more attention from a different demographic than we previously predicted, our results were much different as the article was an anomaly in our research. While the age was also increased, we also found the gender was skewed more towards the male demographic as well.

There was also an up-spike in negative sentiment due to the title of the article that had to do with the insecurities of Eilish's bodies. The singer had also just turned 19 and previously did not showcase her body as she shielded it with baggy and oversized clothing. Eilish turning 18 turned the conversation away from shielding her body as she began to show her body as seen in the May 2021 Vogue cover where she is sporting a pink lingerie suit with heels. The conversation tied more to her body than her music and with the title of the article surrounding her negative relationship with her body, the sentiment shown was also highly negative as well. The conversation on August 8 and 9 however showcased that social media had not stopped talking about her new album and that the momentum since the release had yet to die down. However, the overall demographic had still shifted to males in the 34-44-year-old demographic as the article had a profound effect on our search. The males of this age group contributed to the conversation the most at an alarming ratio of 18:2. The demographic we believed to be one of the

most prominent due to prior research and knowledge actually became the fourth most prominent voice in our research as well due to this article.

Another factor that changed our findings and also affected them when Billie Eilish performed on ‘The Tonight Show Starring Jimmy Fallon’ on August 10. This was Eilish’s debut performance since the release of her sophomore album and caused a spike in engagement on Twitter. The conversation still however was composed by men, again in the 35-44 age demographic. They overtook the female demographic on both Facebook and Twitter as well. This further confirms that the article had a long-lasting effect on the topic of Billie Eilish as the conversation had shifted completely due to the article, from her music to her body instead. In addition, the Vogue article showcases her growth as an adult and added to this as well. In conjunction with the Vogue cover and story as well the FOX News article that multiple media outlets syndicated, the conversation on social media regarding Billie Eilish had completely changed from her music to her body.

Our overall recommendation is for Billie Eilish to be more vulnerable, relatable, and most importantly personal on her social media platforms. Eilish’s content up until this point has been very promotional and impersonal, leaving her fans unable to see her “human” side. By implementing more of her personality, opinions, and likes/dislikes into her social media content, Eilish will be able to relate to her fans and garner more engagement.

Brand Summary

Billie Eilish, a 19-year-old American singer, dropped her second studio album “Happier Than Ever” on July 30 by Darkroom and Interscope Records. Eilish co-wrote this album with her brother and producer, Finneas O’Connell. Eilish’s album has 16 songs on it with the title single “Happier Than Ever” garnering the most popularity. Billie Eilish grew up with brother Finneas

O'Connell in Los Angeles, California. She was born as Billie Eilish Pirate Baird O'Connell on December 18, 2001, to Patrick O'Connell and Maggie Baird. Eilish's mother is a teacher and screenwriter, while her father is a construction worker. Eilish got her love for music and acting from her mother (Admin, 2021).

Billie Eilish first hit the scene in 2015 with her debut single "Ocean Eyes" and has been changing the music industry ever since. Eilish is known for her honest songwriting, unique style, and at times controversial choices. She has had a sinister edge in the past, but has turned to a self-reflective and bright feel for "Happier Than Ever." When creating this new album and overall brand look, Eilish said "I just tried to listen to myself and figure out what I actually liked versus what I thought I would have liked in the past." Eilish wrote this album in collaboration with her brother Finneas, and said "We just started writing and we kept writing. Over time, it just literally created itself. It just happened. It was easy"(Apple Music, 2021). With her signature neon green hair in her rearview mirror, Eilish's platinum blonde locks signify that this new era is here to stay.

Billie Eilish is a five-time Grammy Award Winner and is worth an estimated \$25 million (Admin, 2021). Billie Eilish has 88.8 million followers on Instagram, 6.1 million followers on Twitter, 32.8 million followers on Tik Tok, 30 million followers on Facebook, and 42.4 million followers on YouTube. Eilish's Instagram follower base has grown by nearly 11 million between March 17, 2021, to today, August 12, 2021 (Abeni Tinubu, 2021). Eilish's success and growth are unprecedented, which makes her an interesting subject to study and prime brand for our hypothesis and overall project. Based on all the information we were able to find out about Billie Eilish as a singer, songwriter, and brand, we came up with our hypothesis that with the

release of Billie Eilish's second studio album "Happier Than Ever", the singer will grow in popularity with the 19 to 23-year-old demographic in the United States.

Brand Analysis

Billie Eilish has garnered over 50 million listeners and fans throughout her career since she started four years ago. Her supporters are the foundation of her brand as the engagement she has with them creates her overall brand tone and style. When she first started, the singer was found to be extremely polarizing while she promoted a goth-like style that most either loved or hated. Eilish was often photographed wearing baggy, oversized clothing with large and eye-catching accessories, unlike any other pop singer in her genre. The singer also promoted herself in a way that was extremely transparent as she was unapologetically herself when speaking in interviews, with fans, and even through her music. Eilish has made it clear she wants to show her most raw, vulnerable self through her music where she sings about issues that are either taboo or unspoken in society.

The authenticity of her music is a key part of her brand as she sings about her mental health and going into a deep depression, heartbreak, and even suicide, all topics that may come off as undesirable to other artists. Throughout her music, Eilish has been able to emphasize the importance of mental health and opened up the conversation around it. Her music is popular with a young adult and teenager audience as she normalizes speaking openly about one's deep emotions and feelings. Billie's career has emphasized the importance of mental health and empathy at a time where communities were quite polarized. Billie has also connected with her fans by elevating their experiences with Happier Than Ever through the use of spatial audio on Apple Music and Hifi Listing on Spotify.

Another aspect that has been unique to the 19-year-old singer's brand is her dive into the electronic pop genre of music. Recently, Billie has completely rebranded with her new album 'Happier Than Ever' where the aesthetic of the album cover and any media related to it is different. Billie's rebrand is not about still being different, it's about her growth as an artist. Her sophomore project focuses on her issue with the public attitude regarding her body and music throughout her rise to the top of the charts. There are many elements of her sound that have stayed such as the electronic production, her voice that has ASMR qualities, " low-pitched and shaky vocals' ' which many know to be her sound and a part of her brand. Growing up as an artist, she played it safe with her style, often spotted wearing big puffer jackets, beanies, and baggy pants that would engulf her body. She often changed her hair color and paired her outfits with big combat boots or chunky sneakers as well. However, with the release of her new album also came a new style. Billie's new Vogue cover showcases a different style where she can wear what she wants while showcasing her silhouette and body. Billie's notoriety has been heavily influenced by her style that is reminiscent of street style in the late 90s that was pioneered by Black artists. Her style emphasizes monochromatic color schemes, y2k trends, and name-brand logos.

On her new Vogue cover that came out in May, she wore a pink lingerie outfit with heels which were a first in her career. The title of the story was "It's All About What Makes You Feel Good": Billie Eilish On New Music, Power Dynamics, And Her Internet-Breaking Transformation". She is now focusing on herself and becoming independent with her new album and breaking away from her old style while staying true to her core values of authenticity and transparency that make up her brand's uniqueness.

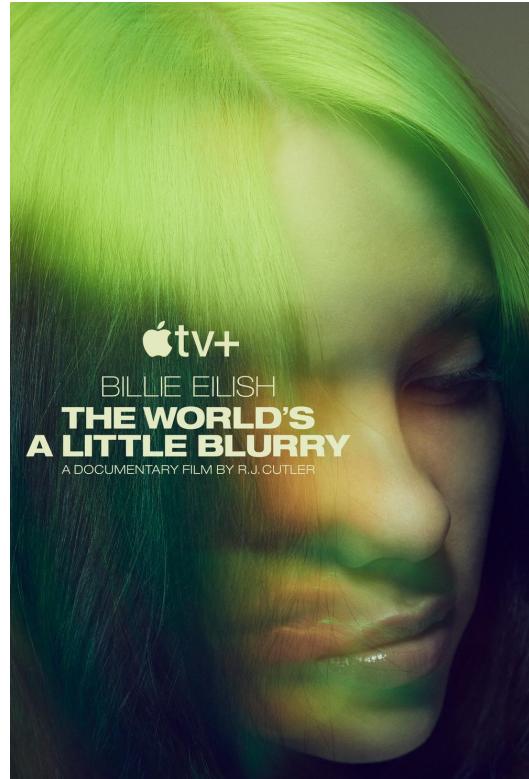
Past Promotion

On March 29, 2019, Billie Eilish released her critically acclaimed debut album “WHEN WE FALL ASLEEP, WHERE DO WE GO.” The entire album was produced by Finneas O'Connell in his bedroom studio in Highland Park, Los Angeles. The album incorporated genres like pop, electropop, avant-pop, and art pop with influences from hip hop and industrial music. The album explored a variety of themes like mental health, drug addiction, heartbreak, suicide, and youth. Considering it was Billie Eilish’s first album, Interscope ensured there was a lot of promotion starting as early as 2018 with the release of several singles including “You Should See Me In The Crown” and “When the Party’s Over.” Despite neither of her singles going number 1 on the Billboard Hot 100 Chart, they found success with “You Should See Me In The Crown” peaking at #41 and “When the Party’s Over” peaking at #29. Following the release of both singles, on January 29, 2019, Billie Eilish teased her debut album on social media for the first time when she shared her album artwork and title. The post was captioned, “Debut Album: ‘When We Fall Asleep, Where Do We Go?’ New Song Out Tomorrow 9 AM PT!!!”. The post garnered 4.5 million likes and over 80,000 comments. Throughout 2019, Eilish released a total of 9 singles, she shared 18 promotional videos on youtube and she was photographed and interviewed for a plethora of magazines and news outlets.

The album promotion for “When We Fall Asleep, Where Do We Go?” was immensely personal because it was the first time Billie Eilish fans were afforded the opportunity to experience intimate aspects of her life. In an interview with Zane Lowe, she explained that the album title and cover were both inspired by her experiences with lucid dreaming and night terrors. In her film, “Billie Eilish: The World’s A Little Blurry,” fans were able to follow Billie on the road, on stage, and at home, as she wrote, recorded, and performed work off her debut album. Outside of music, Billie Eilish’s fashion played a major role in increasing her popularity

ahead of the release. During the album promotion cycle, she exclusively wore baggy clothes that didn't show her body because she wanted to be known for her music and mind versus being sexualized. Her style landed her on the cover of magazines like Vogue, Garage, Elle, Glamour, and The Rolling Stones. Billie's iconic fashion style was inspired by y2k fashion and streetwear, both of which were innovated within the Black community throughout the 90s and early 2000s.

In a [Buzzfeed article](#) written by Patrice Peck, she outlines how Black female artists like Xscape, Aaliyah, and Da Brat pioneered the style that people associate with Billie Eilish's first album era. To top off her first promotion cycle, Billie Eilish performed at the Grammys where she won seven awards including Record of the Year, Album of the Year, Song of the Year, and Best New Artists.





Brand Research

It is important to reiterate Billie Eilish's reach on all of her social media platforms, as this is how she can have the impact she does. Eilish has a little over 300 million followers in total across all of her social media platforms. The breakdown of her follower count across all platforms looks like: 88.8 million followers on Instagram, 6.1 million followers on Twitter, 32.8 million followers on TikTok, 30 million followers on Facebook, and 42.4 million followers on YouTube. It is important to note that a limitation of our data analysis will be the fact that we were only able to successfully look at the data being pulled from Twitter, the platform she has the lowest follower count on. However, just because she has the lowest follower count on Twitter does not mean that her followers and fans are not active on it.

Eilish has the most followers on Instagram and seems to be the most active on this social media platform with 521 total posts, while also providing a lot of promotional content on her Twitter with over 800 tweets. Eilish's activity on TikTok is quite a few and far in between, as she has only posted 13 times on the popular social media platform. Additionally, on Instagram she also utilizes her Instagram Stories to post more personal content, allowing fans to get to know her better. While this glimpse into her personal life is not often, Eilish does try to add bits of her unfiltered personality in these short 30 second snippets.

Her most recent post on Instagram was on Thursday, August 12 and it was regarding her tour dates, as was her most recent post on Twitter. Eilish's TikTok is not very up to date and the most recent post is from before her album release of "Happier Than Ever." We found Eilish's lack of content on TikTok interesting because her most recent single off of her album is currently trending all over TikTok - a trend where users sing "You made me hate this city" to their toxic boyfriends. However, our group would not get to investigate the TikTok narrative further but it was worth noting and interesting to ponder. Lastly, below we have included screenshots of each of Billie Eilish's social media platforms, in the following order: Instagram, Twitter, TikTok, YouTube, and Facebook.

Billie Eilish's Social Media Presence

BILLIE EILISH
19
billieeilish.ink.to/HappierThanEver
Followed by [kenidra4humanity](#), [claudiasulewski](#) and 84 others

[View Shop](#)

Follow Message

JUSTICE

billie eilish [Follow](#)

New album "Happier Than Ever" out now
[billieeilish.ink.to/HappierThanEver](#)

[Instagram.com/billieeilish](#) [Joined October 2013](#)

0 Following 6.1M Followers

Followed by [Ashton Irwin](#), [Olivia Rodrigo](#), [d](#), and 4 others

Tweets Tweets & replies Media Likes

Pinned Tweet
billie eilish [@billieeilish](#) · 7/30/21
Billie Eilish - "Happier Than Ever"
The new album and music video, directed by Billie, are out everywhere now.

Listen: [BillieEilish.ink.to/HappierThanEver](#)
Watch: [youtu.be/5GJWxDKyk3A](#)

BILLIE EILISH

@billieeilish [Follow](#)

0 Following 32.9M Followers 171.0M Likes

[Message](#) [DM](#) [Image](#) [More](#)

19

billie eilish [Follow](#)

Is it just me or is billie in her flop era like why does she suck now.

5.9M 58.5M 21.0M

83.5M 27.3M 67.9M

Billie Eilish
42.5M subscribers

[SUBSCRIBE](#)

vevo

Billie Eilish - Happier Than Ever (Official Music Video)
Billie Eilish - 33M views · 2 weeks ago

Billie Eilish - NDA (Official Music Video)
Billie Eilish - 29M views · 1 month ago

Home Shorts Subscriptions Library

Billie Eilish

30M followers · 0 following

[Follow](#)

Posts About Photos [Mentions](#)

Details

Page · Musician/Band

[billieeilish.com](#)

Pinned Post

Billie Eilish

Group Hypothesis

Our group hypothesized that with the release of Billie Eilish's second studio "Happier Than Ever", the singer will grow in popularity with the 19 to 23-year-old demographic in the United States. Our hypothesis was inspired by Olivia Rodrigo and her rise to fame at Interscope due to the promotion she received from Disney. Initially, our project was based on Olivia Rodrigo with Billie Eilish being used as a comparison, however, we chose to focus on Billie Eilish because she already had a well-established fanbase with previous work we could consider as a part of our research. The two artists together produced too much data, so we decided to focus on one age group for one artist to limit the amount of research we would have to complete. "Happier Than Ever" was released on July 30 so we were able to examine its success immediately versus looking at Olivia Rodrigo's work well after she released it.

Present the Search

The key takeaways and subject areas we decided to focus on were the female audiences and positive sentiment. We focused on the female audience because the album emphasized the female experience as the main theme. Billie's fan base primarily consists of women, but there are spikes of male discourse online after the release of the album on July 30 and on August 2 when Fox News published an article about Billie's relationship with her father. We focused on the sentiment because it illustrated the overwhelmingly positive attitude associated with Happier Than Ever. Even while correcting the sentiments evaluations, there were more issues with positive tweets being read as negative instead of the opposite.

About 76.3% of tweets about Billie and Happier Than Ever were positive, however, when different groupings of hashtags were analyzed, the negative sentiment rose slightly. For example, hashtags like #BillieEilishisoverparty and #proudofbillie both had increased rates of negative tweets, however, neither of them offset the positive sentiment we examined since the release of the album. We did utilize a variety of topic words because the album title had the word ‘happier’ in it and that could have skewed our results if we weren’t careful.

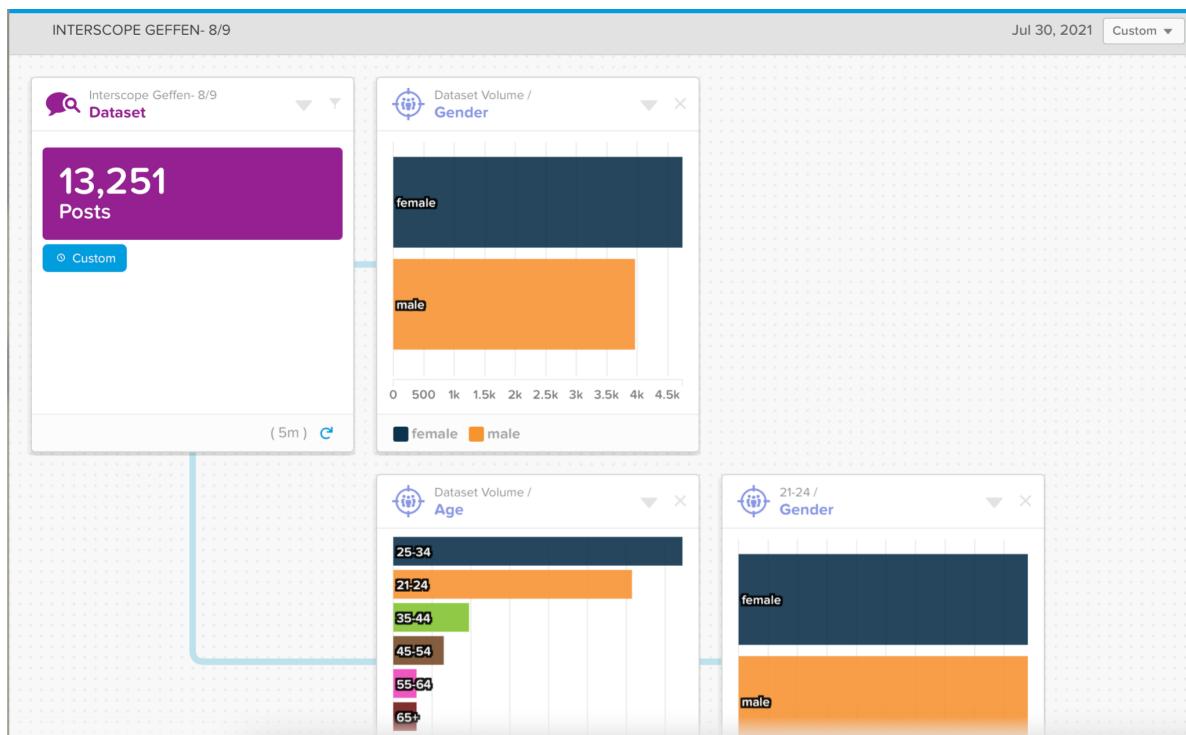
The keywords we decided to use when searching was “Billie Eilish” and “#happierthanever” because they were straightforward terms that related to our topic. We found these keywords to yield more than enough data regarding Eilish and her second studio album. To get our EMV figure to go down, we chose to limit our search to the geographic location of the United States and the three languages of English, Spanish and Traditional Chinese. Our key target audience was those females between the ages of 19 and 23 years old. We chose this target audience because it best correlated with our hypothesis, which speaks to this age demographic.

Describe the Data

The tool we used for collecting and analyzing data was SocialStudio and through this tool, we were able to get valuable information. The data we found would eventually contradict our hypothesis and lead to some very interesting findings and epiphanies. The one caveat of using SocialStudio is that we were able to obtain a lot of data. At the beginning of our search history, our EMV figure was well into the thousands. As mentioned previously, we did use some specifications regarding location and language to get this EMV figure down. However, the best thing we did as a group to manage the massive amounts of data coming our way was by picking specific dates that corresponded to major events for our brand, Billie Eilish.

That being said, the four dates we looked at were July 30, 2021, August 2, 2021, August 8, 2021, and August 10, 2021. The first date was the day Eilish released her studio album “Happier Than Ever.” The second date was the day FOX News released an article entitled “Billie Eilish admits she has a ‘terrible relationship’ with her body.” The third date was selected to follow the conversation days after the Fox News article was released. The fourth and final date was the day Eilish appeared and performed on “The Tonight Show Starring Jimmy Fallon.” By splitting the data up into these four dates, it made the information way more manageable and gave us key benchmarks to analyze.

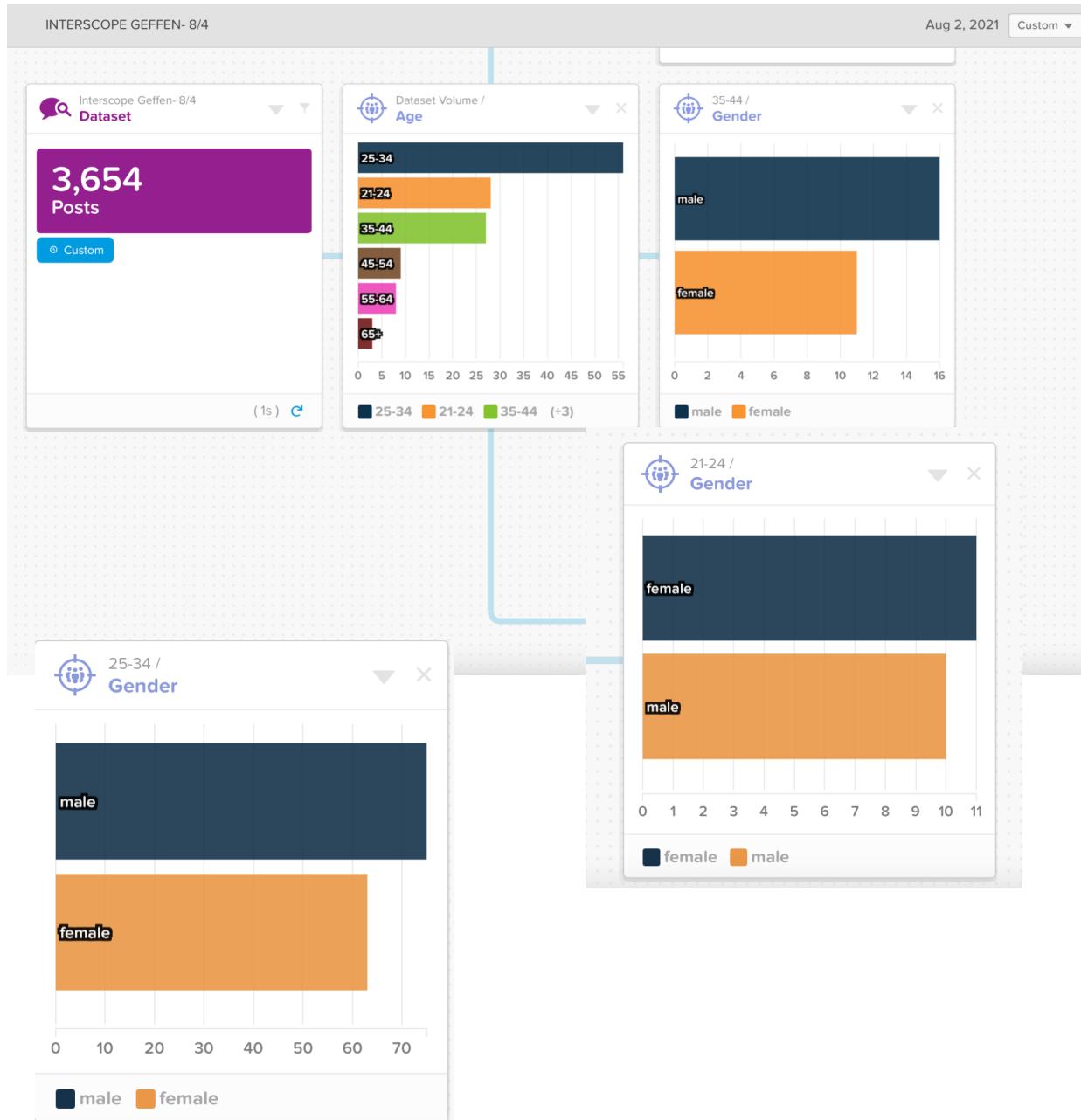
The data collected from July 30 looked like this:



As mentioned before, Eilish's second studio album "Happier Than Ever" was released to the public on this day. The number of posts, 13,251, is in relation to Twitter - this social media platform was the easiest to retrieve data from. The top age group is 25 to 34-year-olds with 21 to 24-year-olds preceding and following with 35 to 44-year-olds. The age group with the lowest engagement is 65-year-olds and older, which is not shocking given the age of Eilish and her music. Those aged 25 to 34-year-olds having the most engagement did shock our group, as we thought her album release day would resonate more with the younger age groups. This finding did not initially align with our overall hypothesis, but the gender breakdown of this age group did.

When looking at the gender demographic of the varying age groups, the results are shocking and thought-provoking. Females between the age of 25 to 34 years old can be seen narrowly outperforming males, with females coming in at 4,500 tweets and males with 4,000 tweets. The second-largest age group, 21 to 24-year-olds, has a gender demographic breakup of females and males split evenly in engagement with a ratio of 49:49 inactive participants. These findings are especially thought-provoking as this directly contradicts our hypothesis. A possible explanation for these findings could be that the controversy surrounding Billie Eilish and her boyfriend negatively affected her younger audience members. Ultimately, halting their willingness to support her as a person and engage in conversation regarding her new album. After finding and analyzing this data, our group was eager to monitor the following days on SocialStudio.

The data collected from August 2 looked like this:



As mentioned previously, on August 2 FOX News released an article entitled “Billie Eilish admits she has a ‘terrible relationship’ with her body.” While the FOX News article’s title is misleading and taken out of context, the buzz from this article can be seen in the number of tweets. It is important to note; however, that the level of engagement has decreased tremendously

since the day the album was released. In only four days, the number of tweets regarding Eilish and “Happier Than Ever” went down by 9,597 tweets. The impact of the FOX News article can be seen in the change in the dominant gender engaging on Twitter. Additionally, the age demographic has remained the same since July 30. The leading age group is 25 to 34-year-olds and follows with 21 to 24-year-olds and 35 to 44-year-olds.

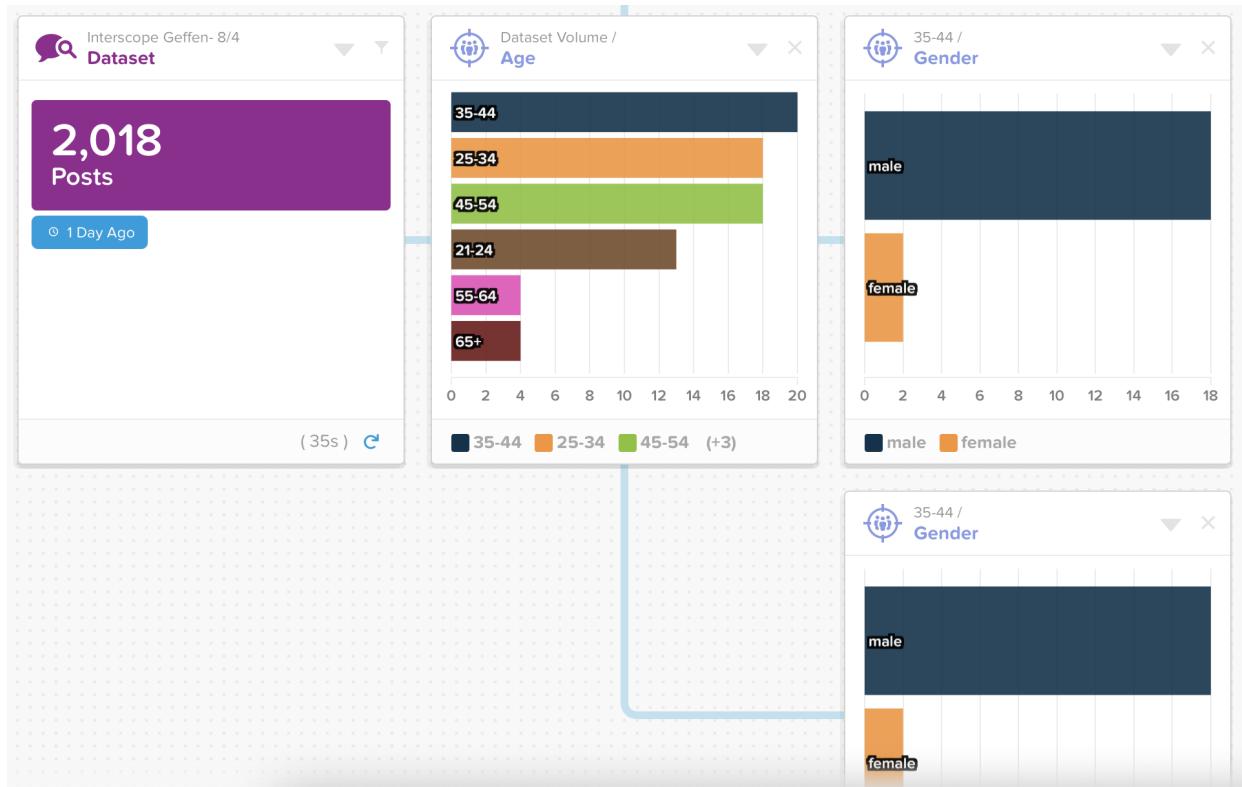
If we break these age groups down into the genders that make them up, the findings are interesting as well as telling - men have entered the conversation. The prominent gender in the leading age group, 25 to 34-year-olds, is men with a ratio of 75:62. This is a change from the album release date when females were dominating the conversation. Additionally, while the two leading age groups were almost neck in neck on July 30, the leading age group of 25 to 34-year-olds pulled away on August 2.

The gender demographic breakdown of the individuals in the age group of 21 to 24-year-olds is females narrowly leading males with a ratio of 11:10. This age group was the only one to have females leading the conversation, and a small lead at that we might add. The third prominent group consisted of 35 to 44-year-olds with males leading women in the conversation at a ratio of 16:11. The mere fact that men dominated women as active participants on Twitter when it came to Billie Eilish is both shocking and contradictory to our hypothesis. Our group did not expect this curveball to be thrown, but we hypothesize that the influx of male contributors could be a result of the conversation surrounding Eilish moving from her music to her body.

Once this controversial article hit the newsstands, the conversation on Twitter turned from being about “Happier Than Ever” to Eilish’s figure. It is important to also note that before

turning 18 years old, Eilish shielded her silhouette with baggy and oversized clothing. Then once she legally became an adult she began showing more skin, and seemingly this is when the conversation pivoted from her music to her appearance. We understand there are limitations to our assumption of why males entered the Eilish conversation at a great influx. One of the limitations being that we do not know the sexual orientation of these males. However, we have still put thought into this hunch and it will continue to prevail. This trend of males taking over the conversation regarding Billie Eilish and her body will continue into the days to follow.

The data collected from August 8 looked like this:



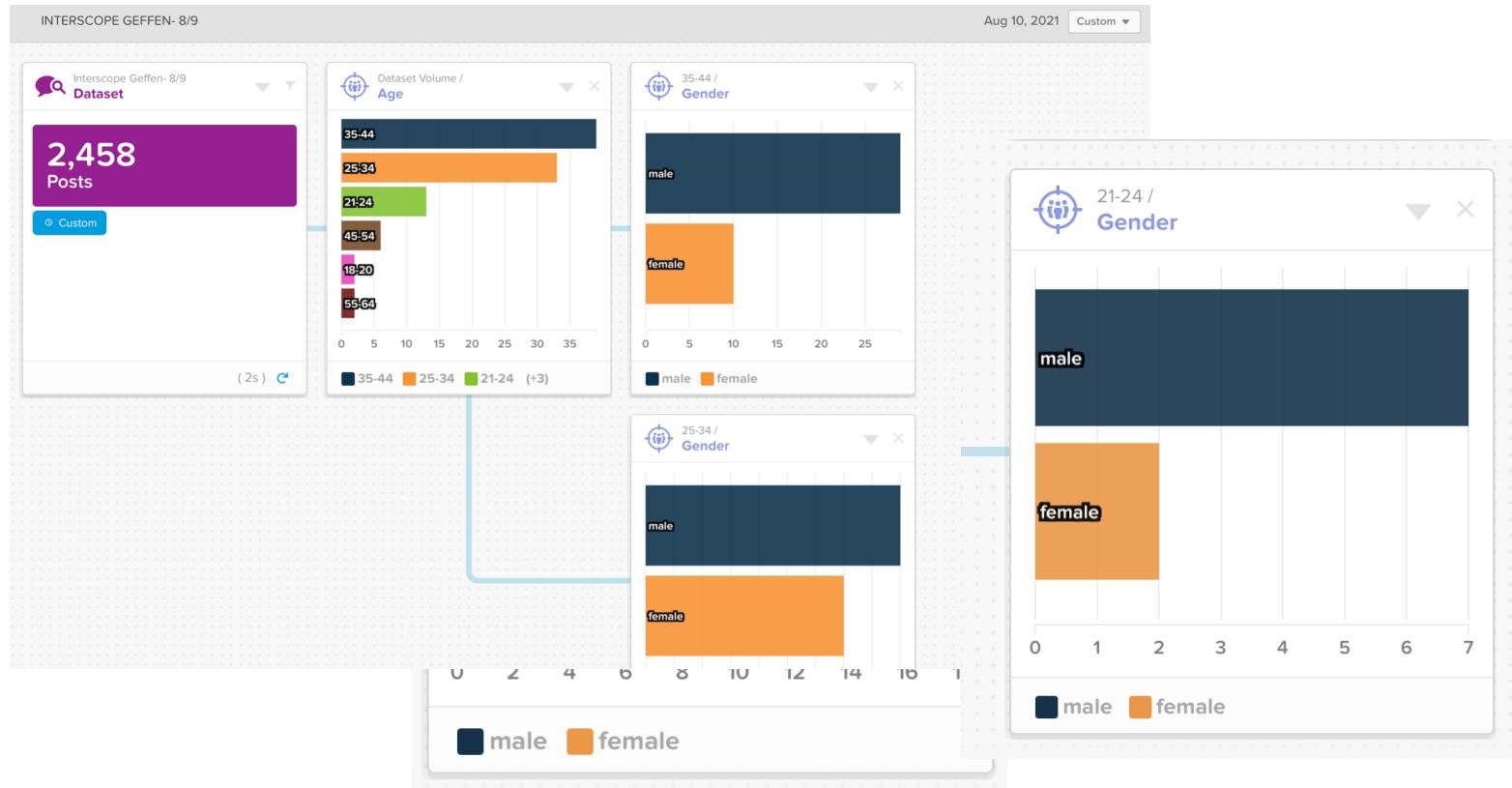


August 8, 2021, was a day that held no significant meaning to Billie Eilish, but it was important for our group to gauge how the conversation progressed since August 2. The data collected from this seemingly random day are astonishing and followed the precedent set six days ago with a twist. The twist can be seen as the age group of 35 to 44-year-olds being the prominent entity. This finding is extremely shocking as this age group has come in consistently third every other day in Twitter activity. The age groups that follow the first one are 25 to 34-year-olds and 45 to 54-year-olds. We found this extremely interesting as the individuals engaging in the Twitter conversation aged quite a bit and were far removed from the target audience of our hypothesis.

The males of the age group of 35 to 44-year-olds are contributing to the conversation the most at an alarming ratio of 18:2. This age group did not become involved in the conversation until it turned from her music to her body, as highlighted in the FOX News article. Males can be seen dominating the conversation of the three other age groups mentioned, which is completely contradictory to Eilish's standard audience. Another finding worth noting is that the age group of

21 to 24-year-olds has moved to the fourth prominent voice in the Twitter conversation. This pivot of inactivity could be because the conversation, as noted earlier, switched from her music to her physical appearance. The data we found on this day painted a picture we never could have predicted in our hypothesis.

The data collected from August 10 looked like this:



As mentioned previously, on August 10 Billie Eilish appeared and performed on “The Tonight Show Starring Jimmy Fallon.” Eilish had her first-ever live performance of “Happier Than Ever” on this show, and we believed this would garner her more traditional fanbase to become active. However, we underestimated the hold the male population had on Twitter activity when it came to the conversation of Eilish. The males continued to dominate females in the Twitter conversation with a ratio of 30:10 in the age group of 35 to 44-year-olds.

This pattern would continue with a ratio of 18:14 (males: females) in the age group of 25 to 34-year-olds and a ratio of 7:2 in the age group of 21 to 24-year-olds. While the prominent age groups did get younger on this day, the male population did not go away in relevance. We believe that this lasting trend can be due to the fact that Billie Eilish has been sexualized, and the conversation has shifted from her music to her body. This is just an assumption that we have come up with based on the data we have found and analyzed, but the only way to tell if it is true is through time.

Our group did have some limitations when it came to data collection and analysis as mentioned previously, but we prevailed and were able to find some alarming results. Eilish seems to have a tough road ahead of her when it comes to engaging her female fans, which is contradictory to the album she recently put out as it has a female emphasis. Nonetheless, we have recommendations for Eilish to engage her female and younger audiences, while also getting back to who she is behind all of the fame. Eilish’s fans might have teetered off the realm of relativity since Eilish became lost behind her unique and edgy persona.

An Overview of Twitter Activity Related to Billie Eilish:



Our group chose to just look at the Twitter activity and engagement because this was the most dynamic data. The data pulled from Facebook was stagnant and did not further our analysis, and the activity on Twitter corresponded most with the real-world events happening in regard to Billie Eilish.

Overall Recommendations

Billie Eilish is a global superstar at the mere age of 19 years old with millions of loyal fans and followers on every social media platform. With the release of her second studio album “Happier Than Ever,” Eilish has been thrust back under the brightest lights and controversy at every turn. The engagement Eilish has received on Twitter was nothing like we expected and left us with interesting insights. These insights have led us to come up with an overall recommendation for her brand and additional recommendations from the PESO model to support it. Our main recommendation for Billie Eilish would be to communicate with her fans on social

media more often about topics that aren't related to music promotion. On days when she performed, released interviews, or sent gifts to her fans, there was a spike in conversations held about her online. This recommendation was influenced by both Social Studio data and the past promotion cycle for her debut album "When We Fall Asleep, Where Do We Go?." During Billie Eilish's rise to fame, she was much more vocal about her experiences in the music industry and she communicated with her fans constantly about every aspect of her music-making process. Understandably, she might not want to return to posting that frequently, however, her social media platforms have become a little less intimate. If she were to integrate a few more personal lines of communication with her fans, she would be able to promote herself and she could use the communication line to disseminate any important information.

The recommendation to develop more personal communications isn't just for promotion, Billie Eilish needs to develop a better plan for tackling crisis communication because she has been a discussion topic online quite frequently. When Fox News posted an [article](#) about Billie's relationship with her body on August 2, there was a spike in conversation among people aged 35-44 that made them the primary driver of online discourse about her. Furthermore, when Billie's fan held discourse about her new style and current boyfriend that painted her in a negative light, she didn't respond which allowed the conversations to overtake Twitter and Tik Tok. We suggest that Billie post her thoughts and response to brewing crises' like her boyfriend's homophobic tweets and her parents gentrifying L.A so people don't make assumptions about her stance on the issue. Despite the massive amount of success she gained from her sophomore album, the aforementioned narratives could seriously damage her reputation if she doesn't watch their progression online. The upcoming PESO media recommendation will go into further detail about our specific social media recommendations, but as far as her brand, we recommend that

Billie focus on humanizing herself online so people will have an easier time empathizing with her. When we examined the sentiment of tweets regarding Billie, we noticed that people often expressed disbelief about her kindness in person, so she focused on highlighting that part of herself online. Overall, our recommendation revolves around the idea of Billie Eilish establishing more personal connections while casually reminding her fans that she is a normal human who doesn't always have good days.

PESO Media Guide

If Billie Eilish were to consider taking our recommendations, she would appear to be more vulnerable, relatable, and personal across all of her platforms. All of Billie Eilish's content for the "Happier Than Ever" album cycle up until this point has been very professional and impersonal, leaving her fans unable to see her "human" side of her that they were initially enthralled by. By implementing more of her, personality and opinions into her social media content, Eilish should be able to relate to her fans and garner more engagement.

Paid Media

As far as paid promotion, clips of Billie's upcoming live concert project with Disney+ should be shared as story ads on Instagram, Facebook, and Snapchat that show her talking about the experience. Additionally, "Happier Than Ever" is a video album meaning there are going to be music videos for every song so there should be youtube ads that share short snippets of the upcoming videos to songs like GOLDWING. Lastly, Billie Eilish announced her tour with six special guests so Billie should post pics and messages about them on Instagram and Twitter that explain why she chose them to join her. These posts could be promoted and their call to action would be purchasing a tour ticket or watching the live renditions of her songs on youtube.



Earned Media

YouTube and Instagram influencer Claudia Sulewski could post personal and fun photos with Billie Eilish. Sulewski is dating Finneas, Eilish's brother, and can reach a different audience than the one Eilish already has. Her content would show Eilish fans a more relatable side of her that isn't usually on social media. An example of this could be posting Instagram stories of them hanging out by the pool, shopping for tour outfits or getting together for family brunch.

Shared

Even though our research faced some limitations around measuring data from Tik Tok, we still planned for Eilish to utilize the platform because of her popularity with younger audiences on it. One way to incorporate Tik Tok would be to engage with people participating in the trend where they sing a part of the song “Happier Than Ever.” When Billie sings “You make me hate this city...”, people will place text over them singing that shares what a previous significant other did in a specific place that caused them to hate that location. A hashtag such as #Happierthanever would also be used for the number of Tik Tok’s to be tracked and Billie could repost her favorites on her Instagram story to show her fans she’s watching. Her target audience uses Tik Tok heavily and this is where shared media would be the most beneficial. Outside of that trend, whenever a fan posts their reaction to the new album on social media, Billie could directly reply on Twitter or in the comments. Interacting with fans outside of paid events shows that Eilish is being authentic when she talks about genuinely caring for her fans. She must come off as genuine and kind because these are traits that Gen Z people look for in the celebrities and brands they follow. Another way Billie could participate with her fans is by posting her interpretation of the trends that are occurring on social media so she could be reposted by others herself. Most trends would be on Tik Tok and Instagram, but her participation would be re-shared across all social media to garner interest. Outside of Tik Tok and fan interaction, Eilish could create shareable content by posting more interactions with another young artist like Olivia Rodrigo who just released her debut album “Sour”. The photo would showcase their friendship and encourage her fans to listen and support Rodrigo. Olivia Rodrigo would do the same and encourage her fans to listen to Billie’s new album because they share a target audience.



Happier Than Ever

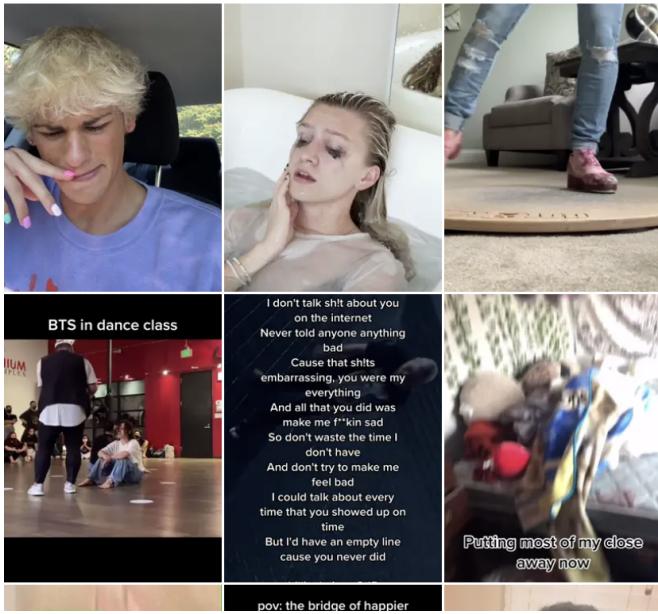
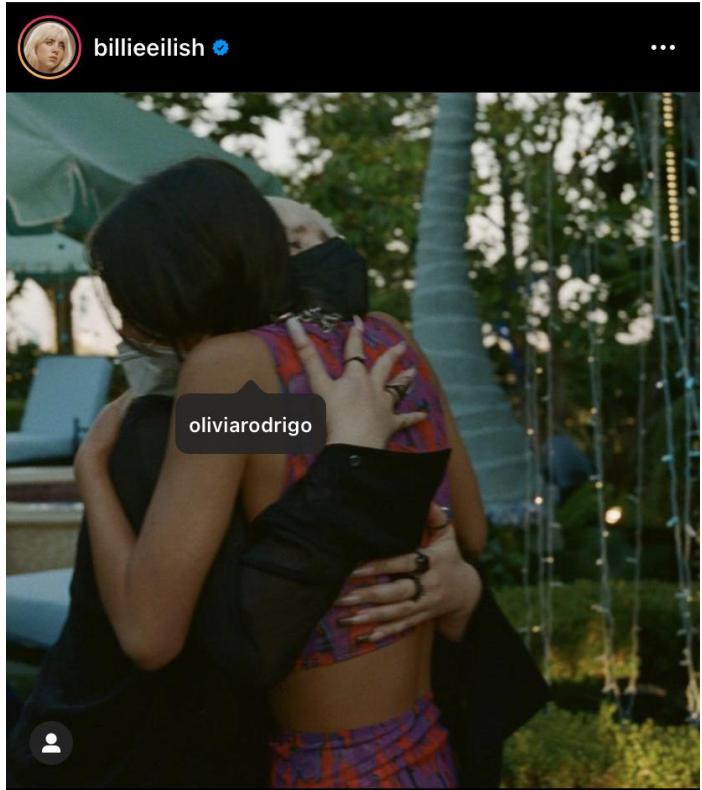
BILLIE EILISH >
77.2K videos

Add to Favorites

BILLIE EILISH
billieeilish

Play full song

Music icon



Owned Media

As far as owned media, Billie Eilish should focus on creating a central place for communications from her that's separate from social media and she should release more photos detailing her daily life. On Instagram, she could post a "photo dump" emphasizing the normal parts of her life. An example of this could be photos of flowers on the table, her favorite TV show, coffee in a mug, and time spent with her brother Finneas. On Billie's website, there should be a new tab for Billie's fans to connect with her fans through a newsletter. The only places to read the newsletter will be on the website or through an email signup. The blog is meant to be more personal, so it could share stories about the album-making process that isn't public, photos of Billie hanging out with other artists like Lil Nas X, and stories about her learning to adjust to the pandemic. The website would be intended to capture the audience's ages 24+ and its inspiration would be based on Lorde's email-only newsletter. Considering *Happier Than Ever* is a visual album, the newsletter would include shots from the making of each video and it would create a place for Billie to participate in dialogue with her fans. For example, if a lot of people comment on the color selection of a music video, Billie would drop an explanation of how she did it. In an attempt to humanize Billie, she could talk about some of the harder days that fall on her before touring. In order to further utilize Billie's website, she could share hints and clues about upcoming events and projects to her website that could entertain the fanbase she is already connected with. This might look like an emoji description of another artist's name or a date on which Billie will appear live on a show like *Jimmy Fallon*.

great British bakeoff voice It's album week! [Inbox](#)

Lorde <list@lorde.co.nz> [Unsubscribe](#)
to me ▾

Tue, Aug 17, 2:16 PM (2 days ago)



Also I finally got my hands on a deluxe vinyl — holyyyyy shiiiiit, you are gonna freak. By far the best vinyl I've ever ever made. Massive thanks to my designer Hassan and his team who murdered this. Ophelia's reaction was very cute.

These so special

It's like a scrap book of our road trips hehehe

I forget the world also will see

Love the one of you in my garden

Everything looks insane

QUESTION ZONE

My goodness, I've said it before and I'll say it again, these emails you send touch me VERY DEEPLY! Don't know what I did to deserve such sweet, sensitive thoughtful people in my life. I'm replying to a few emails direct when I can.

Firstly, we need to give SCWTS Kyra props for this INCREDIBLE crocheted SP bag! Like what Kyra!! I'm so impressed.

Hello my sweets. I can't quite believe it — the 20th is almost upon us. Three days from now, Solar Power will be yours. I'm not gonna get mushy, I'll be saving that for the inevitable MUSHY ALBUM DAY BULLETIN, but I will say that at the moment I'm feeling the classic pre-album cocktail of fragile and psyched and shy at all times. This album took thousands of hours and a zillion units of personal growth to make and it's starting to hit me.

Moving on...

It is my cosmic pleasure to share [MOOD RING](#) with you!!!!!!!!!!!!!!



I realised I had to write this song late last year — I kept waking up in the night and writing lines of lyric into my phone, which is how I usually know something's gonna become a song.

It was really interesting distilling some thoughts on wellness culture and the search for spiritual meaning in our modern world into a 3-minute pop song. The kind of challenge she likes best! Part of why this album was so FUN to make was that I got to explore these tropes of people seeking wellness, enlightenment or even utopia. The person who welcomes you to the island in Solar Power video is one, the dude in Dominos is another, and now HIS SON

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