**Palava, digital marketing** – (468 words)

Palava was designed to accumulate and celebrate the aesthetic of fan behaviour. The site’s appearance was actually directly inspired by poster collages that exist everywhere from bedroom walls to Affleck’s palace – the kind of layers that compete for attention wherever fans are. The main page is supposed to look like it’s simply the latest in a series of flyers pasted over one another; always the newest addition to the scene and always on top of the rest.

With this in mind, there are three ways in which I could envision the site being marketed digitally that each further the concept of music and art being everywhere, ready for capture by anyone.

The first of these strategies involves encouraging users to caption tweets with the hashtag ‘chaos for the camera.’ This plays on the site’s tagline and hopefully will collect visual fragments of concerts shared by and for the fans. Picture snaps of crowd surfers and backflips in pits yet to close, people on shoulders and outfits that cosplay a chorus. It’s effectively a telescope that will give fans at home the chance to see the show from the eyes of those in the thick of it. These images could then be utilised on the site’s ‘snapshots!’ page.

Similarly, the second strategy relies on Tik Tok which continues to prove the boundless reach of a good imagination, or good humour. On here, the site could have an account where it may regularly post concerts as short films (similar to the *Fontaines: one night in Manchester* feature currently on the site.) The idea behind this is to encourage users to document their own experiences and share chaotic spin-offs of the very same night. Because one show can sew a thousand stories. Bonus points for creativity relating to the mode of capture as people have been known to film on anything from digital cameras to old Nintendos. These clips can then be threaded together to form a longer feature on the ‘scribblings’ page.

Finally, because at its core Palava is about discovery, I want to expand the presence of the ‘Palava Playlist.’ This could be actualised on Apple Music as one of their collaborative playlists for users to access and add to as they please. Given enough traction, this would provide a hive of new artists for people to hum over whilst acting as a gateway to the site. It’s interest built on mutual taste or, at the very least, mutual curiosity.

Without fans, music would lack colour. They take something that can’t be touched and give it a presence so large you see it in everything. Palava aims to take that presence and stick it on the wall, from the moment you hear a song in your room for the first time to the moment it’s performed before a kingdom.