



Case Study

BETTER LATE THAN NEVER LISTENING PARTY

Company name

SHAME GANG, RECORDING ARTIST

Location

SKYHOUSE RALEIGH

Type of business

PERFORMING ARTIST

Services Provided

EVENT MANAGEMENT, EXPERIENTIAL MARKETING, PRINTING SERVICES, STAFFING AND VENDOR SOURCING AND MANAGEMENT

Shame Gang is a standout in North Carolina's hip-hop scene, known for his relentless drive and resilience. From opening for Wu-Tang Clan to releasing his acclaimed album No Safe Haven, he's built a loyal fanbase with over 30,000 Spotify listeners. Inspired by legends like Nas and Outkast, Shame's journey is a testament to perseverance and passion.

BUILDING AWARENESS BEFORE THE RELEASE

Bibe Media Group partnered with Shame Gang to create an unforgettable rooftop experience for the Better Late Than Never Listening Party, celebrating his latest album release. This exclusive event combined vibrant branding, immersive design, and a stunning cityscape backdrop, attracting over 300 attendees, including artists, curators, media, and fans.

CLIENT GOALS

CURATE A RESPONSIVE ENVIRONMENT

Host a professional yet intimate listening event that reflected Shame Gang's brand and music.

CREATING AN EXCLUSIVE EXPERIENCE

Provide an interactive experience for attendees with photo-worthy moments and branded merchandise.

CLIENT ENGAGEMENT

Engage fans and media to amplify the album's visibility.

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OUR ROLE:

Bibe Media Group brought Shame Gang's vision to life by delivering seamless print, event, and experiential solutions:

Print Solutions

- Custom Merchandise
- Branded Stickers

Event Solutions

- Step-and-Repeat Backdrop

Experiential Solutions

- Curated a rooftop setting with a stunning Raleigh skyline, creating a vibrant and memorable atmosphere.
- Installed marquee light-up letters spelling "Shame" for a designated selfie area, boosting attendee engagement and social media shares.
- Enhanced the overall guest experience by integrating visually impactful and interactive elements.

RESULTS

- Over 300 attendees, including key influencers, curators, and media representatives.
- Enhanced fan engagement with branded merch and photo opportunities.
- Positive feedback from attendees and Shame Gang's team, praising the event's professional execution and memorable experience.

CONCLUSION

Bibe Media Group's expertise in print, events, and experiences helped create a memorable and impactful event for Shame Gang's album release.

Ready to bring your brand to life? Contact us today to make your next event unforgettable!

“WORKING WITH BIBE MEDIA IS A GAME CHANGER!”

"...They bring ease and professionalism to every event, making things smoother and stress-free. Judaea's dedication is unmatched—she treats my events as if they were her own, with an attention to detail that's hard to find. I'd highly recommend her to anyone needing support with event planning, organizing, and strategy!"

-Shame G.