

#MUVE Fantasia

SM, PR, Influencer Coordination,
Autograph Signing

The #Muve Fantasia campaign's main objective was to drive traffic to the Radio Shack Union Square store to meet Fantasia in person. The event was propelled by organic, positive conversations around Muve Music and Fantasia. Muve Fantasia Ambassadors, influential bloggers were sourced for store/ press support.

Muve is the first service of its kind designed exclusively for the mobile phone.

Meet Muve Music featured
Grammy Award® winning R&B artist,

FANTASIA

June 11th 4 to 6 p.m.
781 BROADWAY, NYC (10th & Broadway)

RadioShack.
NO CONTRACT
WIRELESS

\$50/mo.
unlimited
data | talk | text | music

includes unlimited
song downloads plus
ringtones & ringback tones

Over 12 million songs to choose from, including Fantasia's newest album, *Side Effects of You*.

Cricket
Engage LT

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cricket