

fortyone

WHO WE ARE

FORTYONE is a modern marketing agency built around culture, creators, and clarity.

We turn ideas into scalable content ecosystems and trends into measurable results.



WHAT WE DO

We help artists and brands get seen by the right people, in the right moments, with the right creative.

Our campaigns combine data, culture, and creator-driven storytelling to spark viral momentum and push projects into the center of conversation.



SERVICES

1 Strategy & Cultural Insights

2 Digital Marketing

3 Creative & Content

4 Production

5 Music & Entertainment Marketing

6 Brand & Design

7 Paid & Performance

8 Creator & Community Programs



OUR BRANDS

AMV LAB

POV LAB

EDITS LAB

MEMES LAB

UGC LAB

REACTS LAB

US



yew



CASE STUDY: POV

TOMMY RICHMAN

Partnering with Tommy and his team across multiple release campaigns, we consistently generated millions of views and impressions, driving a sustained surge in video creations and streaming momentum.

\$0.56 CPM



my husbands beige flag is that he will be snoring SO LOUD and i wake him up, he looks me square in the face & says "I am not even asleep dude" & catches the WILDEST attitude with me. then will proceed 30 seconds later to "not sleep" & the snoring will occur again. the same vicious cycle

CLICK TO VIEW



meee??? obsessed???
with you???
absolutely yes, yes i am.

CLICK TO VIEW



When the kiss starting becoming
slow and aggressive

CLICK TO VIEW



I hope you know, makeup
or not, messy hair or done
up, smiling or crying, happy
or sad, you are still my
beautiful girl.

CLICK TO VIEW



When the eye contact feels
like the world slows down
and it's just us

CLICK TO VIEW



CASE STUDY: AMV (Anime)

FUTURE

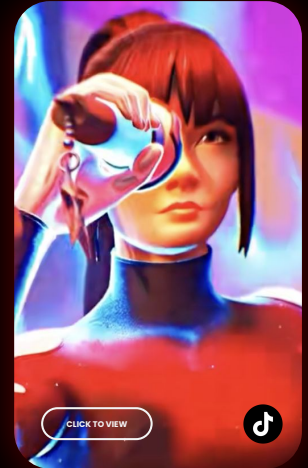
A major cultural crossover for his hit 'Lil Demon': we executed a full scale anime campaign centered around Demon Slayer, using clever wordplay and timing it with the franchise's latest release. The result, millions of views, boosted streams, and a surge of new fans discovering the project.



CASE STUDY: CULTURE

LISA X FORTNITE

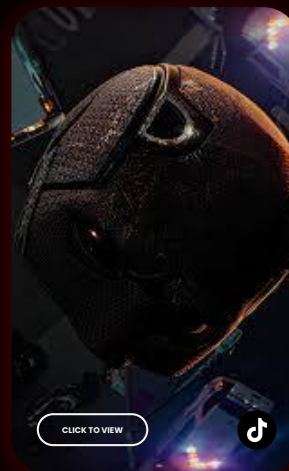
A true culture crossover: as Lisa entered the Fortnite universe, we activated creators around the moment using UGC, POV storytelling, and native gaming edits, driving millions of impressions and extending the reach of the collaboration beyond gaming into culture.



CASE STUDY: EDITS

CHILDISH GAMBINO

A true culture crossover: with Gambino's track featured in the Marvel trailer, we activated a three step strategy during Comic Con, leveraging UGC, POV content, and Marvel-style edits. This approach generated millions of views and amplified the moment for both Childish Gambino and Marvel.



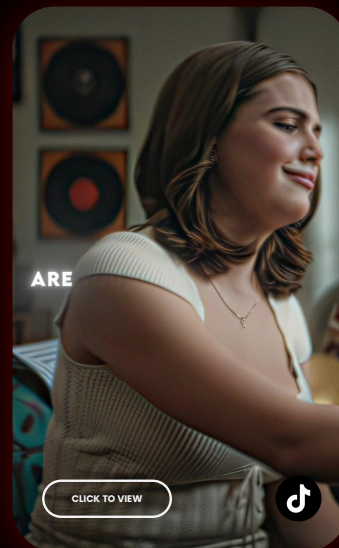
CASE STUDY: TV EDITS

Culture- to- Artist Crossover

Audrey Hobert

By pairing the song with a culturally relevant TV series, we generated more than 100 million views, accounted for over 25% of the song's TikTok traffic, and converted fans of the show into new fans of the artist.

\$0.35 CPM



CASE STUDY: IG MEMES

AMBER MARK

We activated top IG blogs with targeted, multi format content, generating millions of impressions and helping push the song's momentum.

\$0.44 CPM



the way Louis asked Olivia to hold his hand
while they're in the middle of conversation



CLICK TO VIEW



me to my girlfriends
butt everytime she
walks past me



CLICK TO VIEW



Pro tip if you don't wanna
get kidnapped on walks:
paint yourself



CLICK TO VIEW



me copying him
cause I'm mini him



CLICK TO VIEW



the way Louis asked Olivia to hold his hand
while they're in the middle of conversation



CLICK TO VIEW



CASE STUDY: UGC

LATTO X ICE SPICE

Integrated into a multi step TikTok and social strategy, our efforts helped amplify and accelerate the sound's growth. The campaign generated millions of views and impressions across diverse audiences.



CASE STUDY: Youtube to Tiktok Cultural Cutdowns

Ca7riel & Paco Amoroso

We transform music videos, live performances, and cultural moments into engaging, digestible short-form content built for how audiences consume entertainment today. For example, we repurposed a THE FIRST TAKE YouTube performance into a series of TikTok edits that generated millions of impressions.



CASE STUDY: REACTIONS

SKYE NEWMAN

During the breakout of 'FU & UF,' we drove millions of views and fresh impressions by activating a multi format TikTok strategy, TOS, POV, reactions, and more. Our team was one of the key contributors fueling the song's viral momentum.



CASE STUDY: MOVIE EDITS

Matching Music with the Moment

Chris Brown

We paired a newly released track from Chris Brown's album with timely edits from Sinners during the Oscars conversation, generating millions of views. By aligning the right song with culturally relevant content at the moment audience interest is peaking, we increase discovery, accelerate engagement, and introduce the music to new audiences through the algorithm.

\$0.70 CPM



CASE STUDY: BRAND DEVELOPMENT

TYLER HERRO

Our team delivered a complete set of custom logos and original artwork for NBA All-Star Tyler Herro, creating a unified visual direction that strengthened his brand across social and digital.





ROC NATION



ALAMO RECORDS



WAVE



apg



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