

CLIENT HIGHLIGHT

House of Ensemble Record Label *From Studio to Japan: A Global Album Rollout*

When **House of Ensemble** prepared to launch a flagship artist album, they didn't just need marketing—they needed a **global execution engine**.

PRIVV was engaged to design, coordinate, and deliver an international rollout that moved seamlessly from creative strategy to worldwide live experiences.

The Mandate

Launch an album across multiple continents while ensuring that every touchpoint—branding, venues, talent, and logistics felt unified, premium, and culturally relevant.

What PRIVV Delivered

1. Creative Direction

We created the **official campaign slogan** that became the foundation for the album's global identity guiding promotion, messaging, and live experiences across every market.

2. The “Listening Experience” Tour

We didn't just book venues, we engineered experiences.

PRIVV produced and executed **exclusive listening events** in:

Toronto • Vancouver • Ottawa • New York • Los Angeles • Japan

Each stop was designed to feel immersive, elevated, and aligned with the artist's brand.

3. 360° Global Logistics

PRIVV handled every operational detail:

- International flights
- Hotels and ground transportation
- Touring schedules for the full team

Artists and staff arrived, performed, and moved between countries without friction.

4. Technical & Talent Infrastructure

Every city was delivered **plug-and-play**:

- Venue sourcing
- Sound systems
- DJ and performance talent from PRIVV's elite network

No downtime. No surprises. One consistent global standard.

5. Industry-Level Exposure

PRIVV represented House of Ensemble at **the BET Awards**, facilitating high-level connections and positioning the label in front of major industry power players, including **Big Boy (Real 92.3)** and other cultural gatekeepers.

Expanding the PRIVV Portfolio

While scaling House of Ensemble internationally, PRIVV was simultaneously operating at the highest level of brand and corporate execution:

Lay's (PepsiCo) x Doritos

For the **national launch of Doritos Nacho Cheese**, PRIVV:

- Secured the campaign songwriter for the French market
- Managed all on-site talent, travel, and logistics for the commercial shoot

Amazon Music

PRIVV supported the launch of the **Offrip playlist**, helping the platform establish authentic street-level cultural traction during rollout.

Why This Matters

PRIVV operates as the **special-operations team** for brands, labels, and platforms.

- **For Brands**
We execute national advertising and production campaigns (as we did for Lay's).
- **For Record Labels**
We take artists from a local studio to a global stage **including Japan** (as we did for House of Ensemble).
- **For Platforms**
We launch new products, playlists, and cultural initiatives with precision and impact (as we did for Amazon Music).

PRIVV doesn't just connect dots, we use a system to build the entire map.