

DIGITAL STRATEGY · PAID ADVERTISING · CONTENT LOCALIZATION

JOHNNY DEPP'S A BUNCH OF STUFF



STRATEGIC MARKET ENTRY & ACQUISITION

Monolith was selected to lead the digital marketing for Johnny Depp's immersive exhibition, A Bunch of Stuff, overseeing its critical expansion from New York to Tokyo's Takanawa Gateway. Our directive was to establish the exhibition as a premier cultural destination through high-volume ticket acquisition and brand dominance.

CONTENT PLANNING & MANAGEMENT

We execute a comprehensive content strategy by localizing existing assets and managing a meticulous distribution calendar. Our team oversees full-scale scheduling across Instagram, TikTok, and X to ensure consistent engagement and brand resonance. While primarily focused on management and localization, we also produce original, high-impact content when needed to spark organic discovery.

BILINGUAL LOCALIZATION & RETENTION

To maximize market share across both domestic Japanese audiences and international tourists, we engineered a comprehensive bilingual localization framework. This dual-track approach ensures cultural resonance while broadening the total addressable market.

A cornerstone of this strategy is our LINE community architecture, designed to capture user data and nurture long-term loyalty. By deploying direct-to-consumer retention loops and exclusive content drops, we convert casual interest into repeat visitation, bridging the gap between digital engagement and physical footfall.



PERFORMANCE INFRASTRUCTURE & SCALABILITY

CONTENT LOCALIZATION 01

Attract customers and increase sales through strategic content schedule ●

Localize content for Japan to feel native to the region while preserving the messaging ●

Paid Advertising Campaigns that drove awareness and drove ticket purchases ●

02 DIGITAL EXPERIENCE

- Turn 15 framed artworks into an immersive AR experience exclusive for the Japan-market
- Bring to life Johnny Depp's iconic Bunnyman through a lifesize 3D animated AR experience



ATTRACTING CUSTOMERS

Monolith built a fast, flexible digital setup that connects culture, with curated creative, and performance media. We ran paid ads across Meta, TikTok, X, LINE and Yahoo, and paired them with real community engagement to boost the exhibition's share of voice. As a result we drove over 14,406,810 organic views,

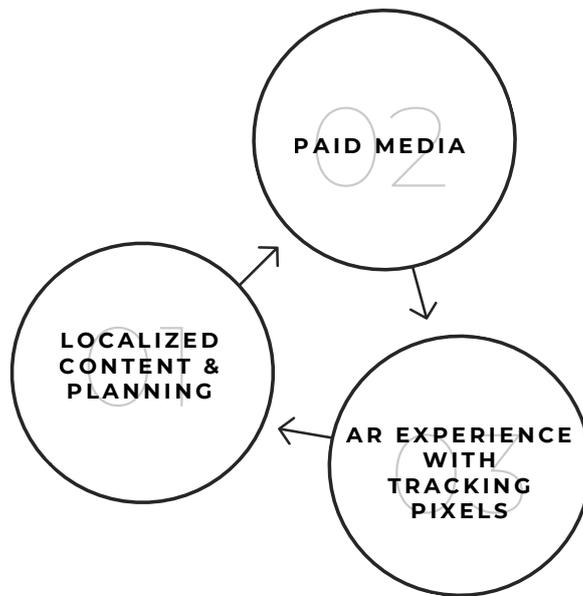
THE CUSTOMER JOURNEY

It all starts on mobile.

We operationalized a seamless conversion path by enabling precise full-funnel attribution and performance measurement.

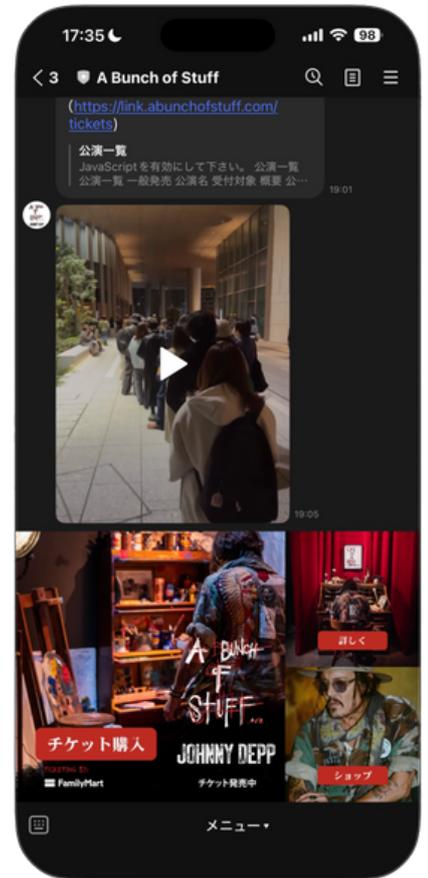
From initial discovery on social platforms to final ticket issuance, every touchpoint is optimized for yield.

Our LINE retention strategy further captures localized data, transforming one-time visitors into long-term brand advocates through direct re-marketing channels.



Checkout...the cart.

The story continues as users are redirected to their Inbox on desktops & phones to complete online merch purchases and reserve tickets.



IMPACT	STRATEGIC EXECUTION	MEASURABLE OUTCOME
MARKET STRATEGY	Executed comprehensive bilingual localization targeting both domestic Japanese locals and international inbound tourists.	Generated 10M+ total organic views and a 9.93% Engagement Rate via bilingual content outperforming engagement benchmarks.
PAID ACQUISITION	ACQUISITION Deployed aggressive full-funnel media mix across Meta, TikTok, Google, Yahoo, and LINE.	Achieved 6x ROAS during peak campaign performance with optimized Sales campaigns delivering peak conversion efficiency during key promotional periods.
COMMUNITY & CRM	Implemented proprietary LINE Official Account strategy for direct-to-consumer data capture and retention.	Built a high-intent audience generating 20,793+ total link clicks and 8,334 content saves along with 1.56K VIP Line Friends and growing
ATTRIBUTION	Partnered with FamilyMart to integrate full-funnel tracking from digital impression to physical entry.	Tracked complete user journey with accurate funnel metrics: 2.5% CTR + 10% Landing Page View rate + ~2% purchase conversion on optimized campaigns, reducing acquisition costs by 37%.
DIGITAL EXPERIENCES	Expanded scope beyond traditional gallery marketing into AR/XR activations and site-specific experiences.	Implemented AR/XR experiences with embedded pixel tracking, creating valuable retargeting audiences for subsequent campaigns.