

MASHROU' LEILA AN ODE TO ARAB FEMINISM

Mashrou' Leila is a Lebanese band whose songs take on socio-political issues affecting the Arab World. With their new album's launch, we were tasked to get the band and their messages more exposure internationally. Instead of promoting the album with a traditional campaign, we identified an unreleased song composed 3 years back, about "Betrayal". Taking the lyrics of that song, called "Roman", we gave it a dual meaning, to address the global socio-political trends against Arabs and Arab Feminism. And with an Arab woman director, we created a provocative music video that started a global conversation.

\$3.7 MILLION
EARNED MEDIA VALUE

"MASHROU' LEILA IS ADDRESSING TABOO ISSUES IN ARAB CULTURE"



"LEBANESE BAND FINDS SUCCESS IN WEST"

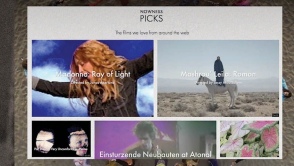


The Stable

"POP CULTURE ACHIEVES WHAT ACTIVISM CANNOT"

+580 MILLION
IMPRESSION

FEATURED ON INTERNATIONAL POP CULTURE PLATFORMS



THE MOST TRENDING CONTENT ON FEMINISM



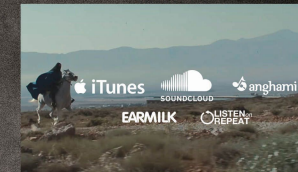
+36% ITUNES DOWNLOADS VS. BAND'S PREVIOUS SONGS



NEW
NOW
NEXT

"MASHROU' LEILA'S 'ROMAN' SMASHES STEREOTYPES OF MUSLIM WOMEN"

RATED THE MOST POPULAR ARABIC SONG WORLDWIDE



FEATURES IN THE BAND'S CONCERTS WORLDWIDE



+24% ALBUM SALES VS. PREVIOUS ALBUMS



"A CELEBRATION OF ARAB WOMEN. JOYOUS AND AFFIRMING, RATHER THAN THE TIMID, 'OPRESSED' VERSION IN MEDIA REPORTS."

- ALEX CLIFTON, THE SINGLES JUKEBOX -