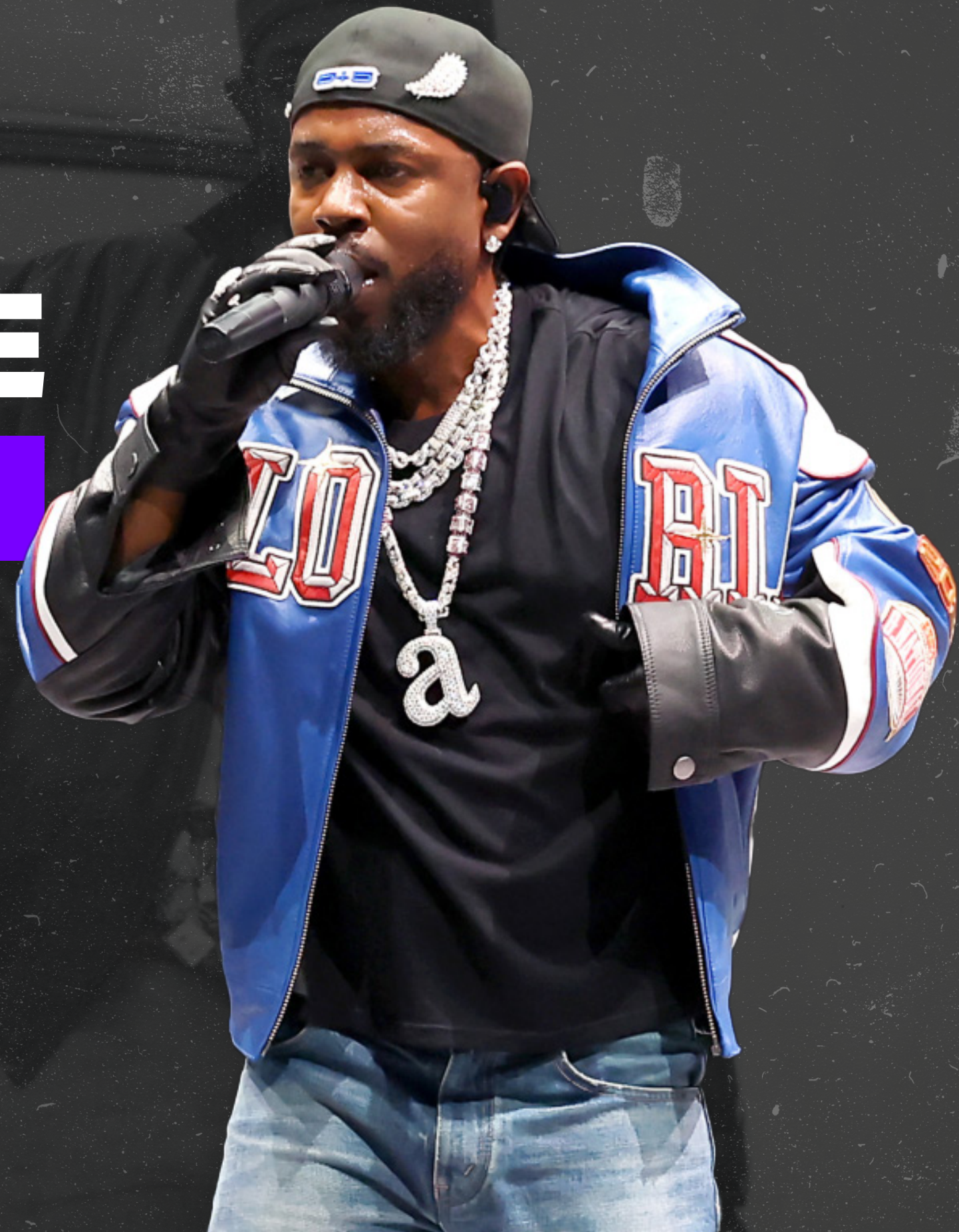




KENDRICK: BEHIND-THE-STAGE

THE AUX x PGLANG CULTURAL EXPERIENCE

*The Aux Network captures the moments
between the music — the silence, the
insight, the revolution.*



PHASE ONE:

THE APPROACH

Limited Docu-Series: "Before The Show"

- Working Title: Kendrick: Behind the Stage
- Format: Limited Docu-Series | 6–8 Episodes | 15–20 min per episode
- Concept: Behind-the-scenes of Kendrick's tour — city stops, rituals, crew life, personal moments

Why it Works:

Intimate access. Never-before-seen Kendrick. Builds loyalty.
Drives platform growth.

Episode Examples:

- "The Ritual" (Kendrick's pre-show prep)
- "Detroit Sermon" (Spoken-word confessional after a show)
- "Hometown Frequency" (LA tour stop + family visit)



PHASE TWO:

CONTENT INTEGRATION

Boost Both Brands - AUX + pgLang

1. Interactive Fan Content via AUX App

- Submit poems, raps, art, letters → Featured on AUX
- Fan spotlight during tour rollout
- Creates an emotional bridge between Kendrick & audience

2. Exclusive Merch Drops (AUX-only)

- Tour merch unlocked via AUX app
- "Ghost Drops" — surprise drops tied to docu-series moments

3. "The Kendrick Frequency" (Weekly Drop)

- Surreal, 10-min visual monologue (voiceover from Kendrick)
- Sunday stream with live fan chat



PHASE THREE:

ROLL OUT & FAN ACTIVATION

Let the movement speak

Campaign Title: "The Other Side of the Stage"

- AUX x pgLang Contest: "Be Heard On Tour"
Submit content → Winner performs or gets featured on AUX.
- AUX Watch Parties - Weekly episode drops with live chats + special guests.
- The Code: Kendrick x AUX Scavenger Hunt - City-by-city QR tag hunt unlocking voice notes, freestyles, and tour secrets.

Cultural Rollout:

- Shadow teaser visuals
- Digital billboards w/ countdown
- Kendrick one-liner teasers on social



PHASE FOUR:

LEGACY & LONG-TAIL

Build Long-Term Cultural Impact

Kendrick-curated AUX Channel

- pgLang-powered visual lane for rare, artistic, and experimental content
- Unreleased rehearsal moments, short films, raw gems

Educational Series: "Mentor the Future"

- Kendrick mentors young creatives (film, poetry, music)
- Shot in underrepresented communities, backed by AUX

Flagship Legacy Doc: "Notes From the Field: Kendrick's Tour of America"

- Full-length follow-up to "Behind The Stage"
- Think "The Last Dance" x "Dear Mama" x "Untitled Unmastered"



ABOUT US

A complete all-in-one destination for entertainment, empowerment, and culture.

The Auxiliary Network is a user-friendly, multi-dimensional streaming platform (like Netflix on steroids) built for today's digital generation. We offer a seamless experience with intuitive navigation, AI-powered recommendations, and a flexible pricing model that keeps audiences engaged and loyal.

The Auxiliary Network is more than a streaming service it's a digital ecosystem empowering creators, elevating voices, and building culture through premium content and authentic storytelling.

- Freemium & Tiered Subscriptions for every audience
- Ad-supported and pay-per-view options
- Multi-user profiles
- Exclusive content, and creator incentives

WHY CHOOSE US?

CONTENT CATEGORIES INCLUDE:

- Feature Films & Original Series
- Music Videos, Freestyles & Concerts
- Sports & Live Fight Events
- Masterclasses with Creators & Experts
- Kids Programming
- Culturally Relevant Documentaries
- Influencer-Driven Reality Shows
- Podcasts, Panels & Talk Shows
- Live Streams with Interactive Features

Roku



chromecast



PS4

fire tv



XBOX



Available on the
App Store



GET IT ON
Google Play



Let's Build the Future of Entertainment Media – Together!

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THANK YOU