



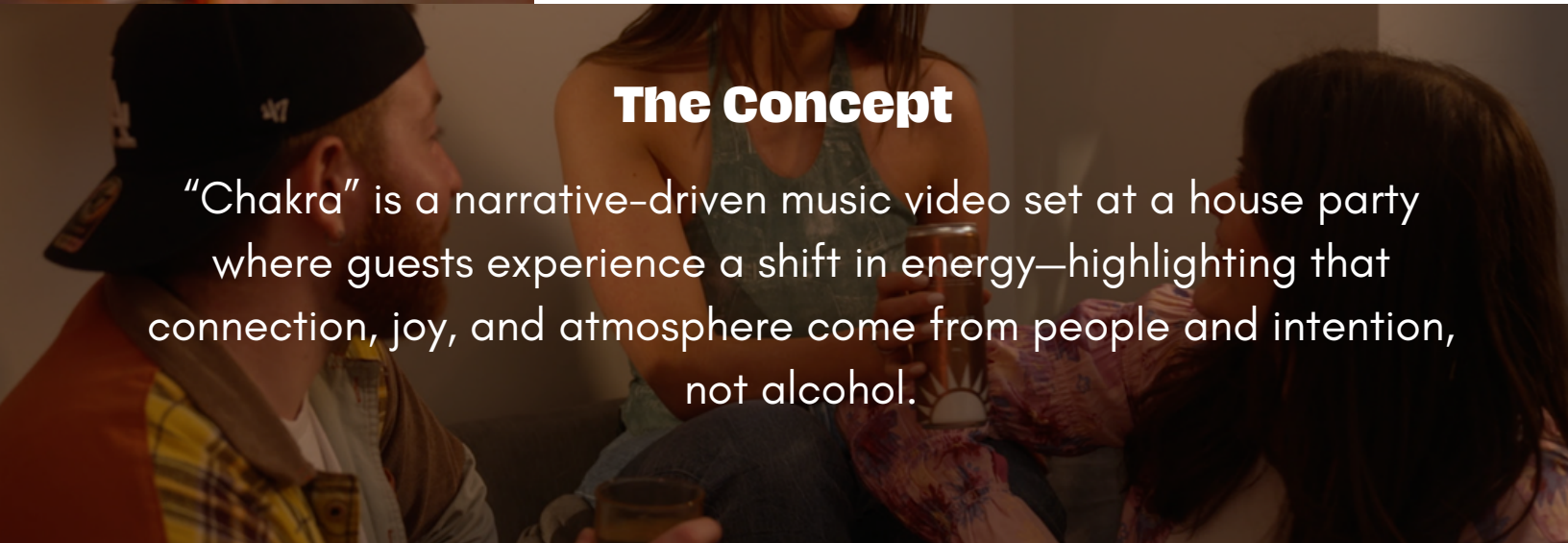
Sobrii x “Chakra” Music Video Partnership

Secured and led a brand partnership between Sobrii Non-Alcoholic Spirits and the music video “Chakra,” aligning a wellness-focused brand with a narrative centred on connection, joy, and alcohol-free social experiences.



- Identified a natural alignment between Sobrii’s non-alcoholic positioning and the theme of the song
- Recognized a cultural shift toward mindful drinking & wellness-led social experiences
- Positioned the music video as a storytelling vehicle for brand integration, not just product placement

[View Video](#)



The Concept

“Chakra” is a narrative-driven music video set at a house party where guests experience a shift in energy—highlighting that connection, joy, and atmosphere come from people and intention, not alcohol.

My Role

- Identified and researched aligned brand partner (Sobrii)
- Developed and pitched the collaboration concept
- Wrote and structured a sponsorship proposal
- Led outreach and communication with the brand
- Secured partnership agreement
- Oversaw brand integration within creative direction (if applicable)



The Pitch Strategy

- Framed the collaboration around shared values, not just exposure
- Focused on story integration vs. traditional advertising
- Highlighted audience engagement metrics (views, reach, niche audience)
- Offered multi-channel value (music video + social + BTS content)

Deliverables

- Product placement within music video
- Brand integration into storyline
- Social media promotion (Reels, BTS, tagged content)
- Sponsorship credit/recognition
- Potential mocktail or lifestyle content (if included)



- Successfully secured brand sponsorship as an independent artist
- Strengthened brand positioning within a wellness + lifestyle context
- Created a partnership model that blends music, culture, and conscious consumption

Key Takeaway

This project demonstrates my ability to identify culturally relevant brand alignments, craft compelling partnership narratives, and execute collaborations that feel authentic to both the audience and the brand.