

Bleachers, the Album, and the *Universe* We're Building Around It.

A data-grounded review of the proposed Album → Episodes → Acoustic rollout — what's right, what the Chartmetric data exposes, and where the Infinities app launch reshapes the picture.

EXECUTIVESUMMARY

The proposed structure has strong architectural bones — the episodic visual rollout is a real strategic insight, giving FCB nine months of cultural runway from a single album drop. But the plan has three blind spots that the data exposes:

- 1. It treats the audience as American sports-coded radio listeners.** They aren't. The actual audience is [REDACTED], with top Spotify cities in Bangkok, Singapore, and Kuala Lumpur — *not* Los Angeles.
- 2. It treats the album as introducing FCB to the world.** It isn't. FCB has 4.5M+ streams, a confirmed breakout hit (FREE99), and 22K Spotify followers organized as a named fan base. The album is an *era pivot* for an act with heat, not a debut from cold start.
- 3. It doesn't integrate Infinities, the fan app launching mid-June 2026.** The app is the missing connective tissue between every phase. With it, the four "breathing room" weeks after Aug 6 become the most important fan-engagement window of the year. Without it, those weeks risk becoming dead air for the algorithm.

This memo recommends specific changes informed by 21 months of Chartmetric data, the team's own EPK numbers, and the Infinities launch context.

Episodic visual rollout is the right strategic frame. Grouping three songs per visual chapter mirrors how K-pop comeback eras compound — and FCB's audience is K-pop-adjacent (Bangkok, Singapore, KL are top Spotify cities). The instinct to "build a universe rather than drop songs" is correct and counter to mainstream U.S. pop's fire-and-forget pattern.

Album-first, all 10 tracks at once preserves chart math. Concentrated streaming velocity in opening week → editorial pickup → algorithmic push. If diluted across multiple drops, opening week metrics weaken.

Acoustic as a third wave acknowledges catalog longevity. M80 (April 2025) still pulls 52K monthly streams a year later — that's real catalog patience. Acoustic versions are a low-cost way to extend the era.

The Bleachers bridge content is well-conceived in concept. Markell performance video, dancer collabs, AAPI/Filipino artist push, Utah lyric video, viral social — this is the right *type* of content for the gap. The execution just needs sharpening (more on Markell below).

§ CRITICAL GAP THE DATA EXPOSES

1. TikTok is the growth engine and is barely mentioned.

TikTok views grew ██████████ per Chartmetric. That single metric explains most of FCB's recent ascent. The plan organizes around longform visuals (music videos, episodes) but doesn't articulate a parallel TikTok strategy. The result: the structure assumes algorithmic "breathing room" — which doesn't exist on TikTok. Without an always-on TikTok layer running underneath the episode structure, the four-week silence after album drop will look like dead air to the algorithm.

2. The 6-week between-episode cadence is at the failure threshold.

Per the analytics: catalog needs a fresh drop every ██████████ to maintain growth velocity. The Mar–Apr 2026 plateau (Spotify Monthly Listeners flatlined at +1% MoM for two straight months between PLIÉ and BLEACHERS) is in the data right now. The plan's structure: 4 weeks "breathe" → Episode 1 → 6 weeks → Episode 2 → 6 weeks → Episode 3 → 6 weeks → Acoustic. Every gap is at the *outer edge* of safe cadence. One slipped week per gap, and the curve plateaus.

3. The Asia-Pacific opportunity is left on the table.

The plan's only international touch is "Filipino artist for AAPI month." The data tells a much larger story:

Bangkok: 3,856 Spotify listeners (largest single city)

Singapore: 3,107

Kuala Lumpur: 2,317

Los Angeles: ~2,000 (smaller than all three SEA cities)

YouTube international: Brazil 6,700+ subs, India 2,500+

STARGLOW (Japanese boy band): KANON personally endorsed FCB and wants to collab when the band visits Japan

A debut album rollout that doesn't include a Japan strategy, a Bangkok / Singapore / KL ad push, or a Brazil / LATAM activation is leaving its highest-growth markets unaddressed. The "kpop" SEO targeting (already on YouTube) is *working* — the rollout should compound it, not ignore it.

4. The Infinities app launch (mid-June 2026) is missing from the plan.

This is the biggest coordination gap. The Infinities app launches **two months before the album drops** — that's prime activation runway. With proper integration:

June 15 → Aug 5: Pre-album phase. Onboard existing 22K Spotify followers + 180K IG followers + 37K TikTok followers as charter Infinities. Build streak/league mechanics. **Aug 6 → Sep 5:** What the plan calls "let the music breathe" becomes the highest-engagement month of the year via the app. Album-themed Moments, streak rewards tied to album streams, daily polls, member-direct Inner Circle content.

Each Episode: Visual drops trigger app-side experiences — exclusive BTS Moments, leaderboards for fan-made dance challenges, in-app Q&A windows.

Without the app integrated, the rollout misses its native conversion mechanism.

5. Markell Washington is undervalued in the plan.

The plan describes Markell as a "performance video featuring Markell." The reality: he has [redacted] and is best friends and dance duo with **Charli D'Amelio (151M+)**. They post together as "Charkell" — one of TikTok's most beloved dance duos. The original Hype House network (Charli, Addison Rae, the Lopezes) flows through him.

▫ *A Markell collab on BLEACHERS isn't "performance video." It's a potential bridge to Charli D'Amelio, which would be a culture-shifting moment for FCB. The plan should treat this as the strategic high-leverage item, not a content filler.*

6. Sports outreach is mismatched to the audience.

The audience is 73% female, 18–34. Sports outreach for BLEACHERS (pep-rally energy) works for high school dance teams, NCAA spirit, and college dance — *not* general sports radio. The "outreach" should be **70% dance world** (UDO, K-pop dance studios, NappyTabs network, Keone's K pop industry network) + **30% sports-via-dance** (NCAA dance teams, cheer competitions). The current framing risks misallocating budget.

7. No press / streaming editorial strategy.

A debut album deserves coordinated pitches to:

Spotify editorial: New Music Friday, Pop Rising, K-Pop ON! (leverage direct Symphonic relationship)

Apple Music editorial: New Music Daily, Today's Hits

Tier-1 press: Rolling Stone, Pitchfork, NME, Variety, Billboard — debut album is the natural hook

Tier-2 ongoing: RANGE, Strike, Stardust (relationships exist)

Working directly with Symphonic gives FCB editorial leverage. The plan should articulate exactly how that leverage gets used.

8. No data-driven checkpoints.

The plan is sequential and rigid. It needs measurement gates with defined responses (e.g., "if Spotify Popularity hits 50 by Sept 15, accelerate Ep 2; if it stalls, extend BLEACHERS bridge content").

9. Acoustic in early 2027 may delay LP2.

LP2 is already in writing. If acoustic drops January 2027 with its own promo cycle, LP2's lead single doesn't surface until probably Q2 2027 — a [REDACTED] between major new-music moments. Worth questioning whether acoustic should be the third wave or whether LP2's lead single belongs in that slot.

10. December is treated as "breathing" — but it's the biggest streaming month of the year.

The plan: Episode 3 in late November, then 6 weeks of "breathing" through December → acoustic in January. December consumption *spikes* across all platforms (holiday playlists, year-end listening, school break). The plan's "breathing" strategy concedes the year's biggest discovery window. FCB has a LAST CHRISTMAS cover already in the catalog. A holiday-themed activation in mid-December is essentially free-leveraged content.

§ RECOMMENDED CHANGES

PLAN AS WRITTEN RECOMMENDED CHANGE

TikTok not articulated as a separate stream Add **TikTok always-on layer**: 3–4 posts/week minimum throughout entire rollout (May 2026 → Jan 2027). Treat as base load, not seasoning.

6–week gaps between episodes Tighten to **4–5 weeks**. Add micro-drops between episodes (acoustic version, member solo cover, BTS clip) every 2 weeks.

4 weeks "breathing" after album **Dedicate the four weeks to Infinities app activation**. Album-themed Moments, daily fan engagement, streak rewards. The app converts attention into invested fans.

"Filipino artist for AAPI month" **Announce STARGLOW remix/collab as the AAPI month centerpiece**. KANON has explicitly said he wants to collab. Lock it in before the album.

Sports outreach for BLEACHERS Pivot to **70% dance / 30% dance-via-sports**. NCAA dance teams, UDO, K-pop dance studio collabs. Skip general sports radio.

Performance video w/ Markell **Reframe Markell as a Charli D'Amelio bridge play**. Pursue a "Charkell x FCB" choreo moment for BLEACHERS. Single highest-leverage social opportunity in the bridge.

No press / editorial strategy Add **structured rollout**: Symphonic-led Spotify/Apple editorial pitch in July; tier-1 press pre-album exclusives; tier-2 ongoing throughout episodes.

PLANAS WRITTEN RECOMMENDED CHANGE

No international plan beyond AAPI **Add Asia-Pacific stream**: Bangkok / Singapore / KL paid social spend, Spotify localization, Japan press push leveraging STARGLOW.

Episode 3 → 6 weeks "breathing" through December **Mid-December holiday activation** — LAST CHRISTMAS cover release or Christmas-themed Moment. Don't concede the biggest streaming month.

Acoustic = third wave in Jan 2027 **Question whether LP2 lead single is the better third wave**. Acoustic could sit alongside as a complement, not the headline.

No measurement gates **Add checkpoints**: Spotify monthly listener targets at album drop (+50K in 14 days), Episode 1 (250K total), Episode 3 (300K). Trigger acceleration or extension based on signal.

§ THE INFINITIES APP AS CONNECTIVE TISSUE

This is the single biggest revision. The Infinities app launches **June 15, 2026** — eight weeks before the album. It changes the rollout from a *linear marketing campaign* to an *always-on fan economy with marketing peaks*.

PHASE 1 — PRE-ALBUM (JUNE 15 → AUG 5)

Onboard the existing 22K Spotify followers + 180K IG followers as "The Infinities" charter members

Daily streak mechanic builds engagement habit before the album lands

Pre-album exclusive Moments build a baseline collection

Leaderboards seeded with early adopters

PHASE 2 — ALBUM LAUNCH (AUG 6 → SEP 5)

Album-themed Moments (one per track, rare/limited)

Stream challenges with app rewards

Member-direct "Inner Circle" content (subscription-tier perk via Infinity Key)

This converts the "breathing room" into the engagement peak

PHASE 3 — EPISODE ROLLOUTS (SEP → NOV)

Each episode triggers an app-side activation (BTS Moments, dance challenge leagues, voting on next episode song order)

Seasonal leagues drive return engagement between episode drops

PHASE 4 – HOLIDAY + ACOUSTIC / LP2 ERA (DEC 2026 → Q1 2027)

Mid-December LAST CHRISTMAS Moment

Year-end leaderboard reset / "Infinity of the Year" awards

Acoustic OR LP2 lead single as third-wave fuel

▫ *The app isn't ancillary to this rollout. It's the conversion engine.*

§ REVISED TIMELINE

NOW → JUN 15 → AUG 6 → SEP → OCT → NOV → DEC → JAN 27
BLEACHERS INFINITIES ALBUM EP 1 EP 2 EP 3 HOLIDAY LP2 LEAD bridge LAUNCH DROP ACTIV.
OR ACOUSTIC (10 tracks)
←8 wk→ ←8 wk→ ←4-5 wk→ ←4-5 wk→ ←4-5 wk→ ←2-3 wk→

TIKTOK ALWAYS-ON · 3-4 posts/wk · choreo + BTS + Choreo Cookies
INFINITIES APP · daily streaks · Moments · leagues · phase-aligned
ASIA-PACIFIC · BKK/SG/KL spend · STARGLOW collab · Japan press

Three concurrent streams (album/episodes, TikTok always-on, Infinities app), one coordinated international push, four-to-five-week cadence between major beats.

§ OPEN QUESTIONS FOR THE TEAM

1. Is the Markell performance video already filmed, or is there room to expand scope toward a Charkell / Charli D'Amelio collaboration angle?
2. What's the current state of the STARGLOW relationship? Is there an active conversation about a remix or feature?

3.

(d) paid international, (e) Infinities app launch promo? The recommendation requires rebalancing toward 30%+ on TikTok-native and 15%+ on international.

Who owns the Infinities ↔ Album rollout coordination? This needs a single owner from

4.

Marketing + a single owner from Product (Infinities team).

Symphonic editorial pitch: is this already underway for August? If not, the window is closing –

5.

pitch should land 6+ weeks before release date.

§ DATASOURCESUSED

Chartmetric daily analytics (Jul 2024 – May 2026): Spotify Monthly Listeners, Popularity, Fan Conversion Rate, Followers; YouTube Channel Views, Subscribers; Instagram Followers; TikTok Likes / Sound Posts; LastFM Scrobbles; Pandora Streams; X Followers

2026 EPK (Anomaly Create / FCB Team Folder)

Marketing team's "Post-Release Plan: Album → Episodes → Acoustic" (May 2026)

FCB official channels (Spotify, YouTube, TikTok, Instagram)

Press archive (PR Newswire, RANGE, Strike Magazine, StarShine Magazine)

