
KRUX 91.5 FM

KRUXFEST 2025

KRUXFEST AD CAMPAIGN

SPRING FDMA 495

NAOMI TERCERO



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OUR REACH

THE CAMPAIGN

1 The Vibe

Our creative team began planning very early. We wanted something with an edge, something that spoke to who KRUX was and who it serves.

2 References

We took to Pinterest to find reference pictures to begin shaping our “vibe.”



MATTHEW FALKENTHAL



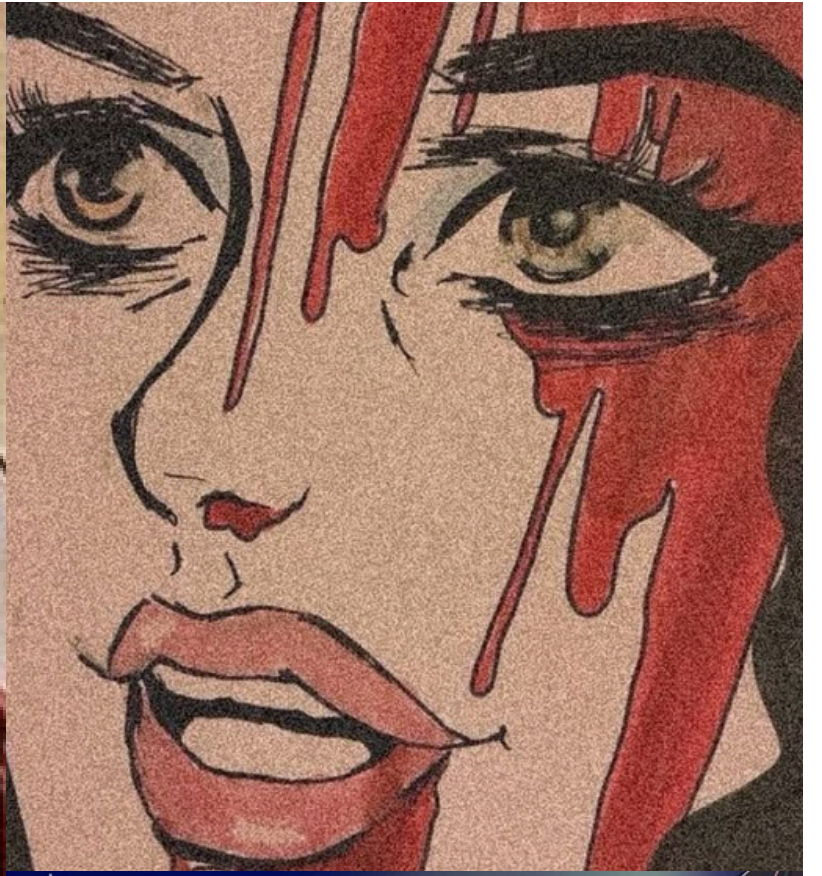
STELLA AUDE

THE VIBE IN QUESTION

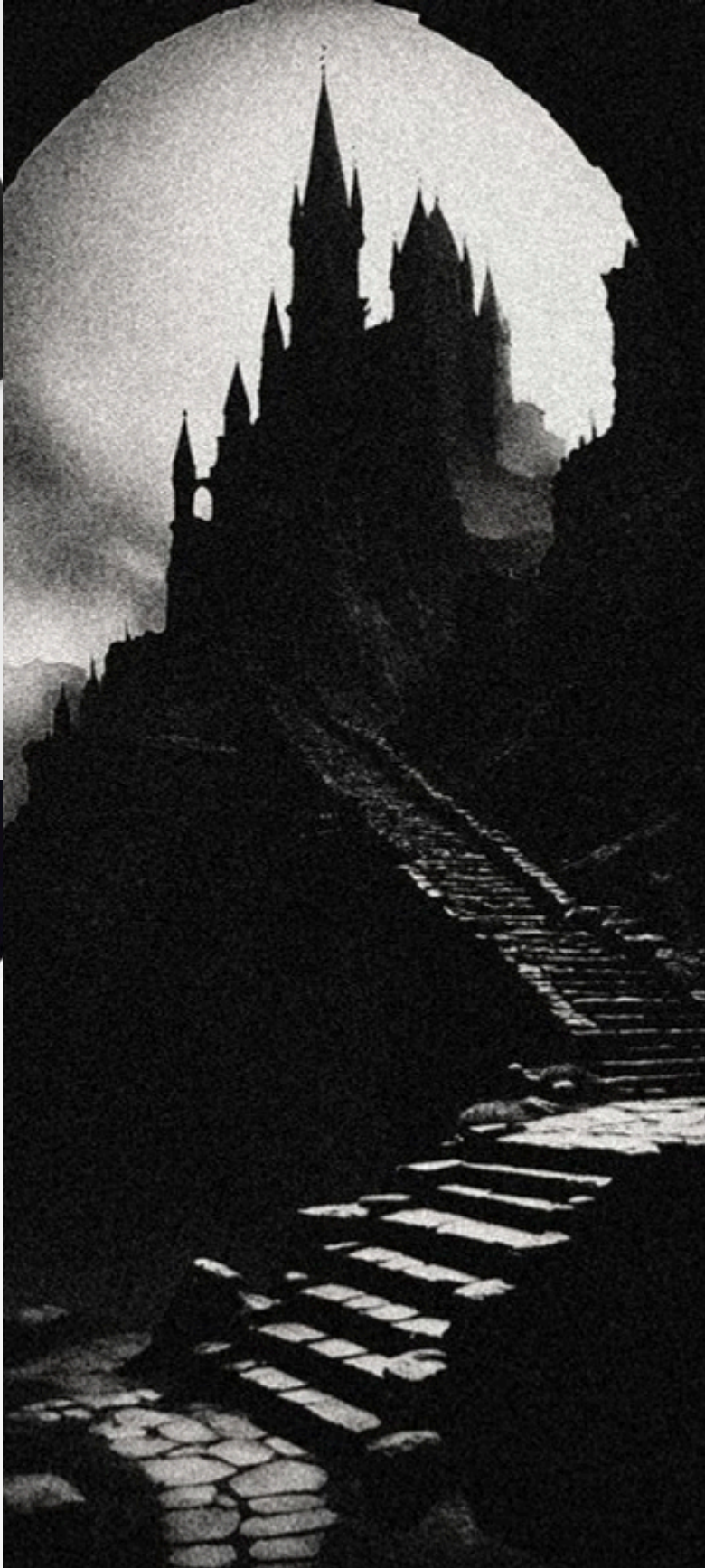
VAMPERIC FEME FETAL .



REFERENCES



REFERENCES (CONTINUED...)



TARGET AUDIENCE



Indie kids fr.

These fools like to mosh.



Indie-Alt Listeners ("they're a little underground")

Our listeners largely consist of NMSU students or the Las Cruces/El Paso community. Our usual listener is an indie/alternative kid looking for some underground hidden gems. We see a lot of facial piercings and a lot of pride flags. (We love queer people.)



MATTHEW FALKENTHAL

Las Cruces/El Paso Music Goers

Our audience has a reach from Las Cruces to El Paso (and an occasional ABQ shawty). Most of our audience is either involved in planning events or attends the local music scene. It's a tight group.



@ARCANERESERVIOR

Local Talent

Here in Las Cruces and in El Paso there are loads of bands and musicians waiting to be discovered. We provide a stage and a vibe to these artists. We're not super particular when it comes to genres, but typically at KRUXFEST you hear a lot of rock, metal, boy screaming, and shoegaze.



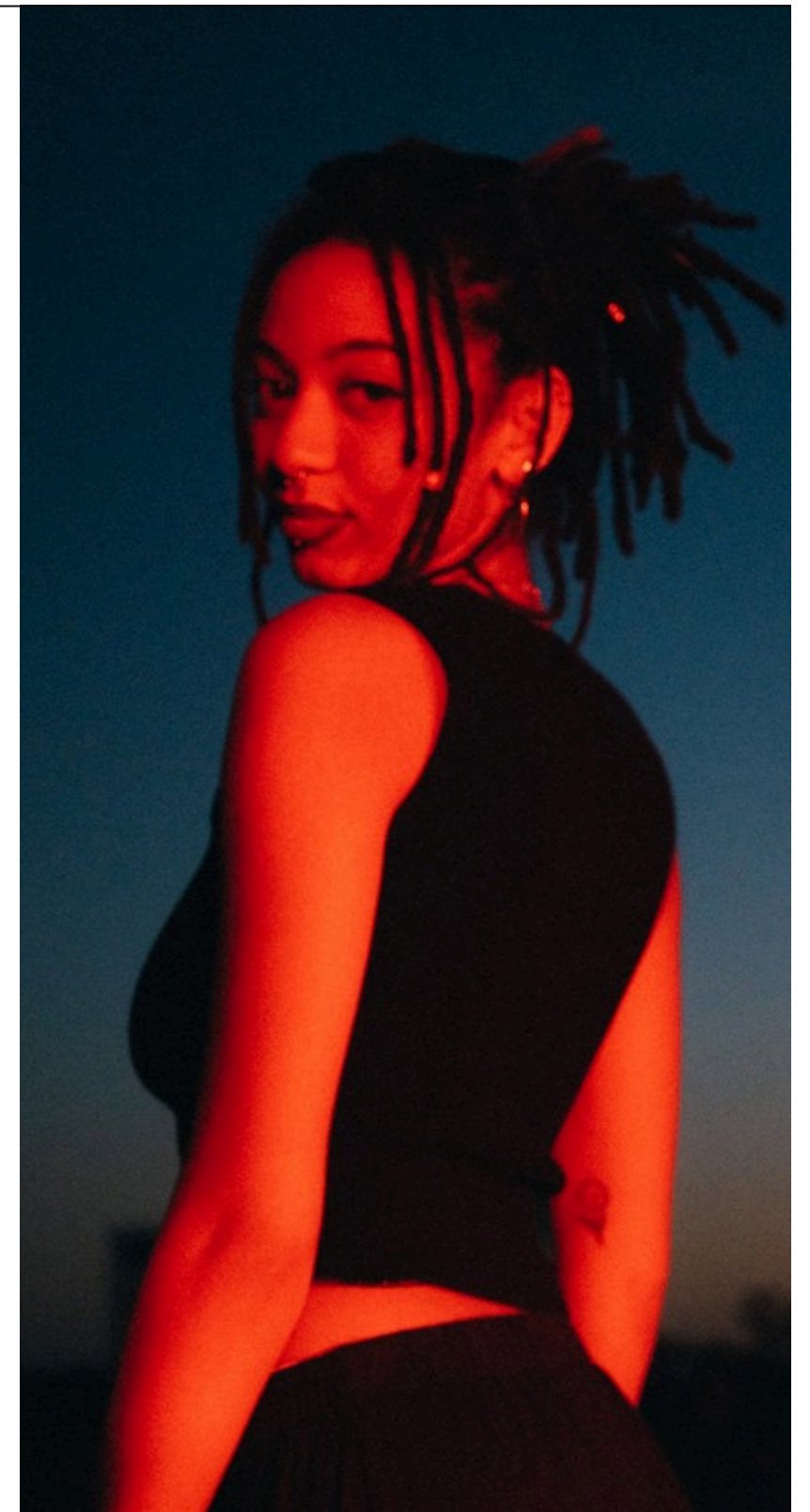
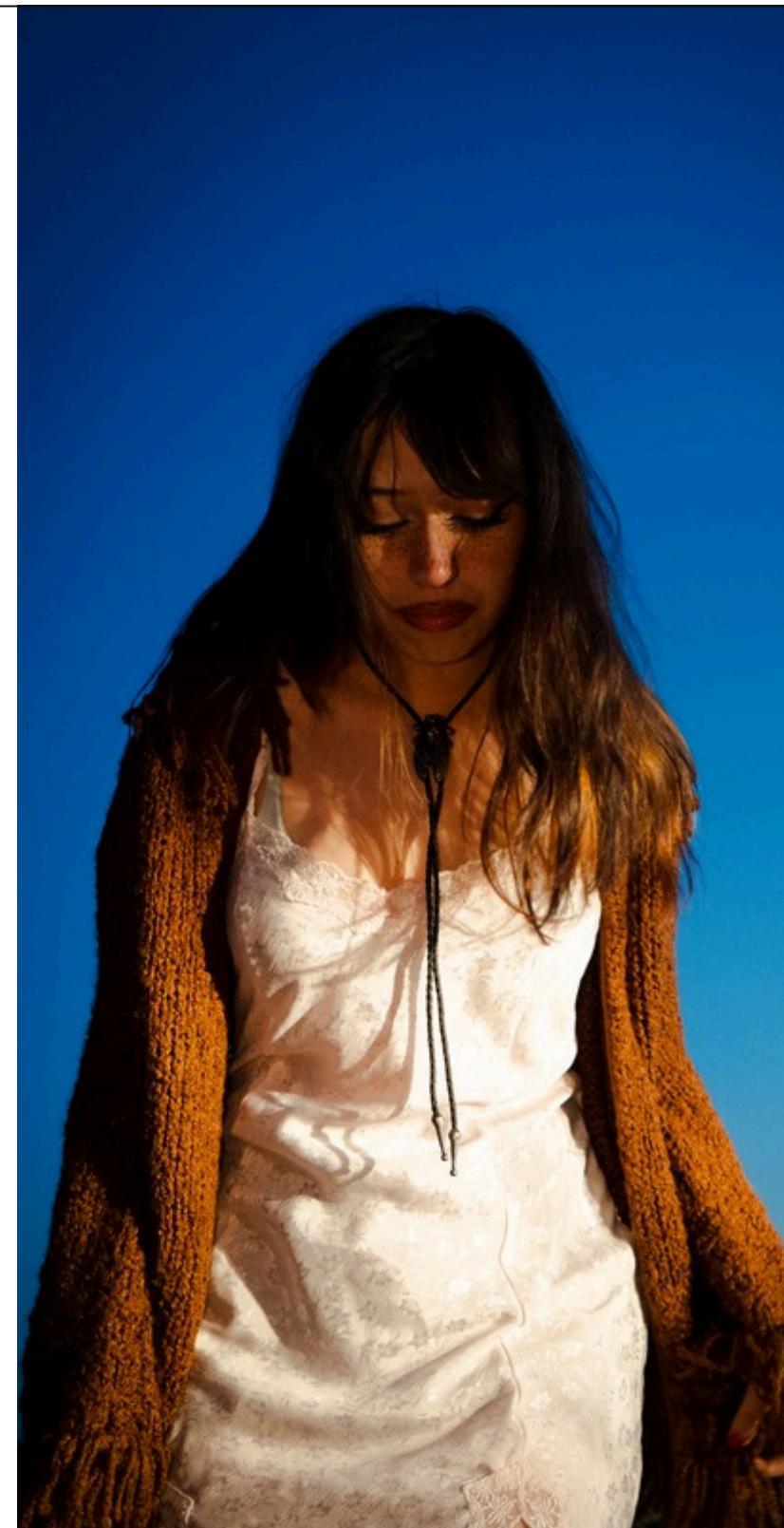
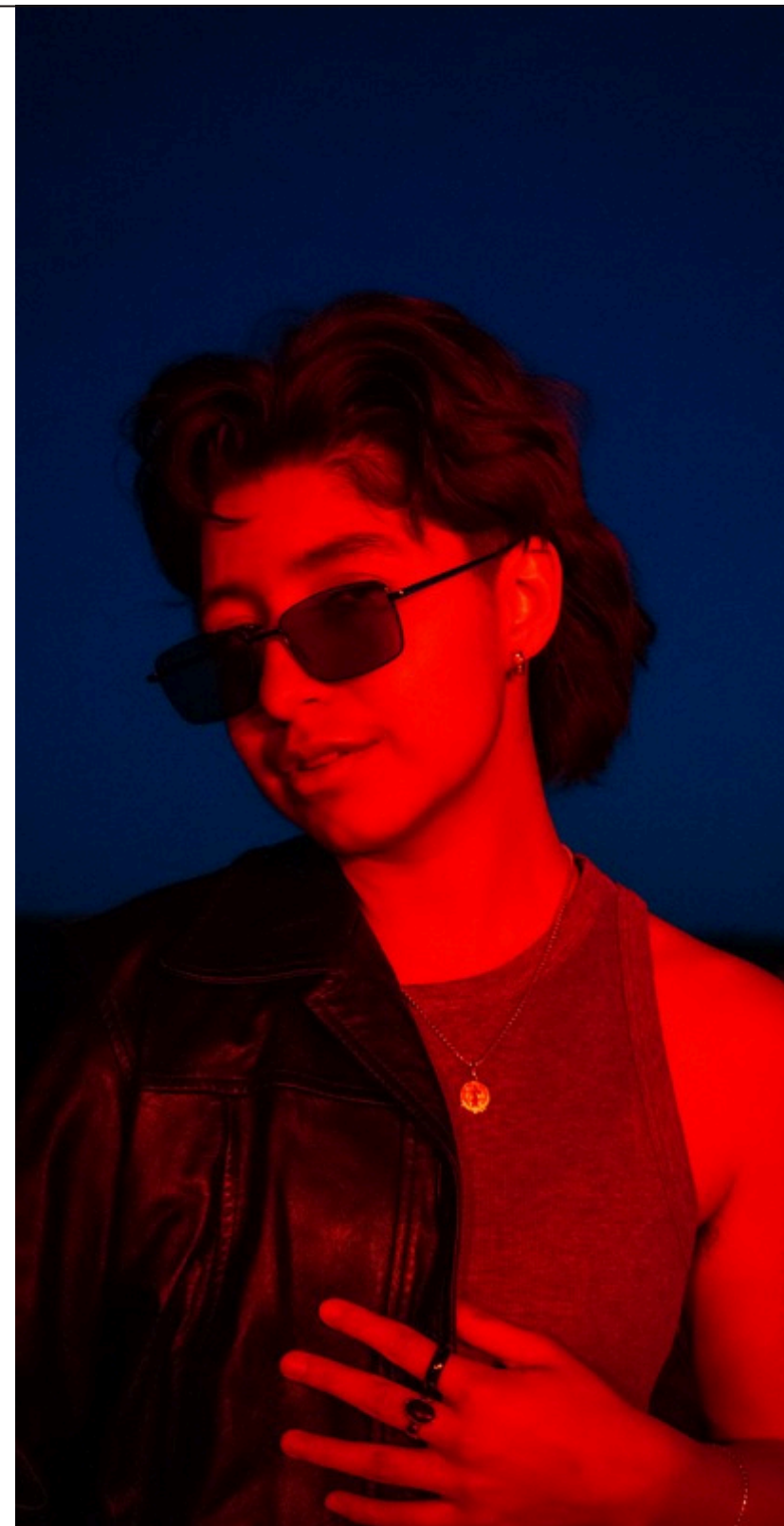
ANDREW ACOSTA

ADS AND MERCH

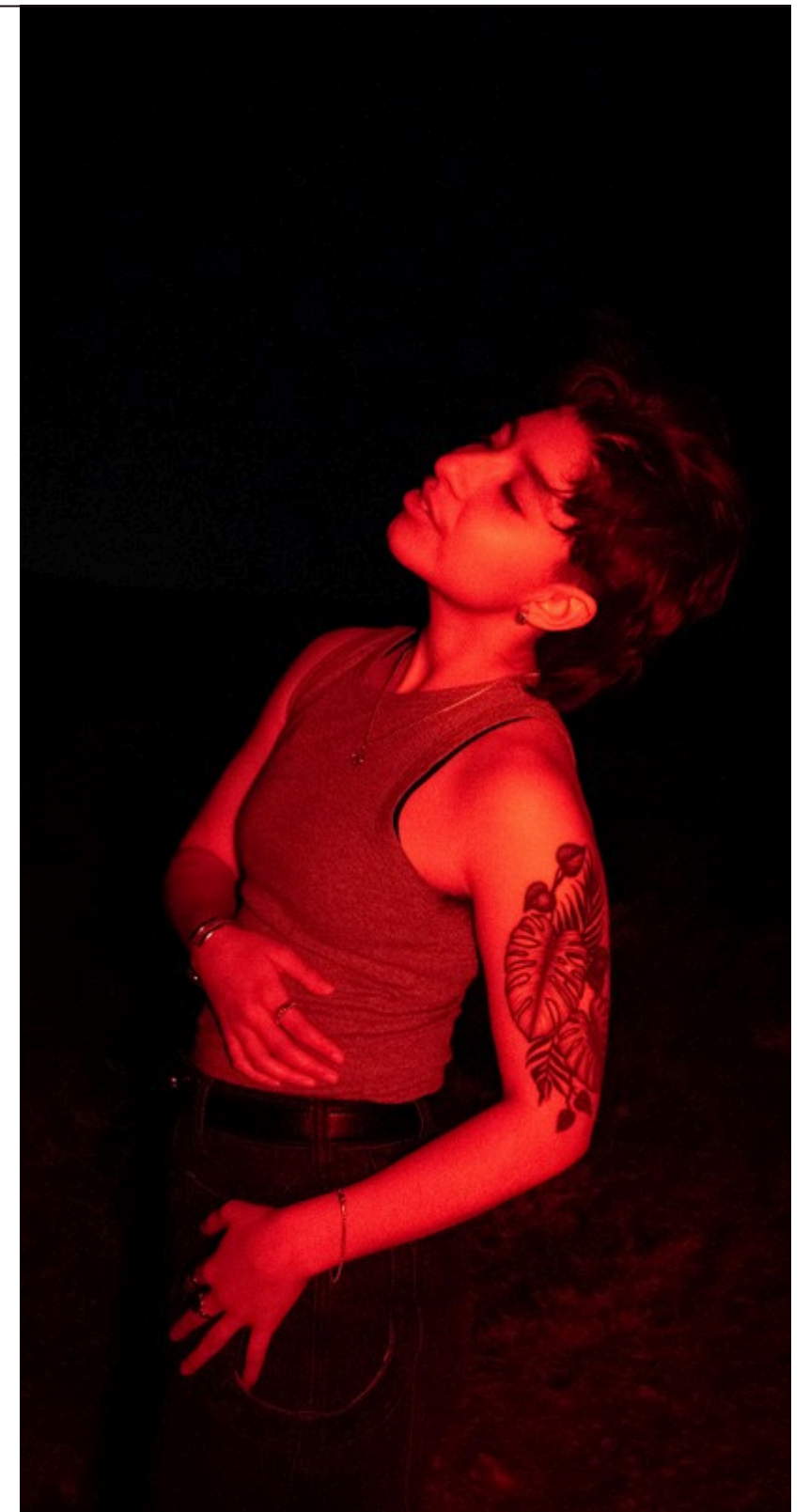
- Photos
- Artwork
- 1** Posts
- Merch



PHOTO BY NAOMI TERCERO



SECONDARY PHOTOS



ALL BY NAOMI TERCERO







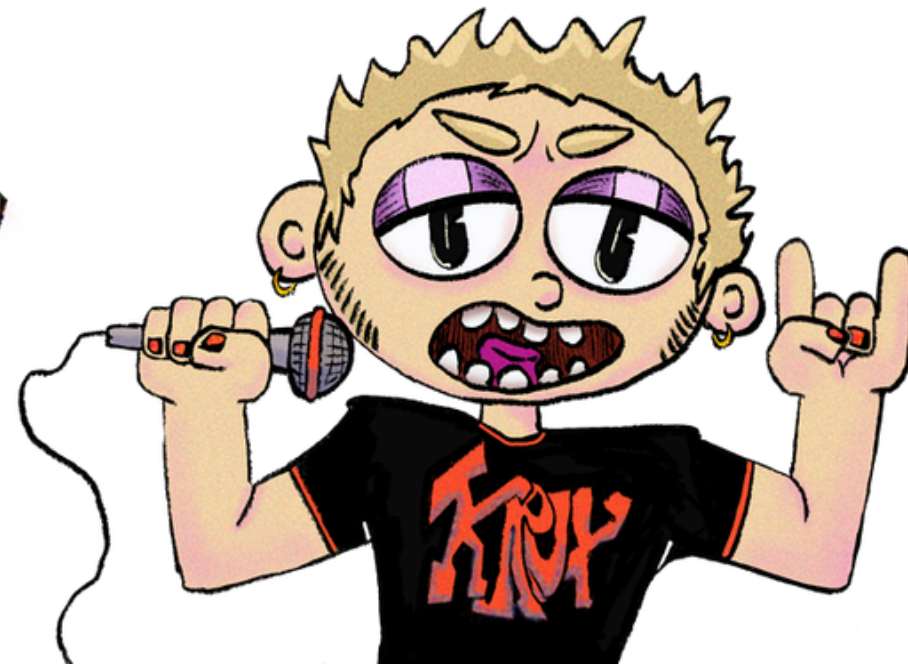
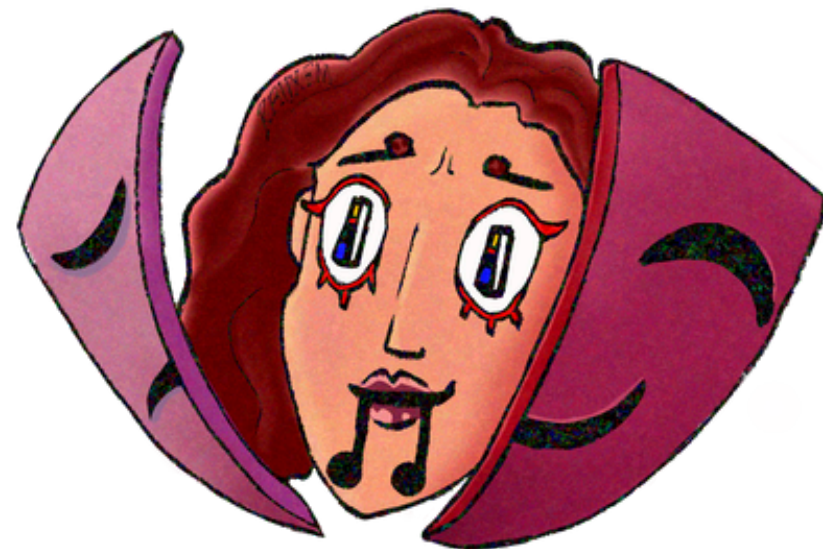
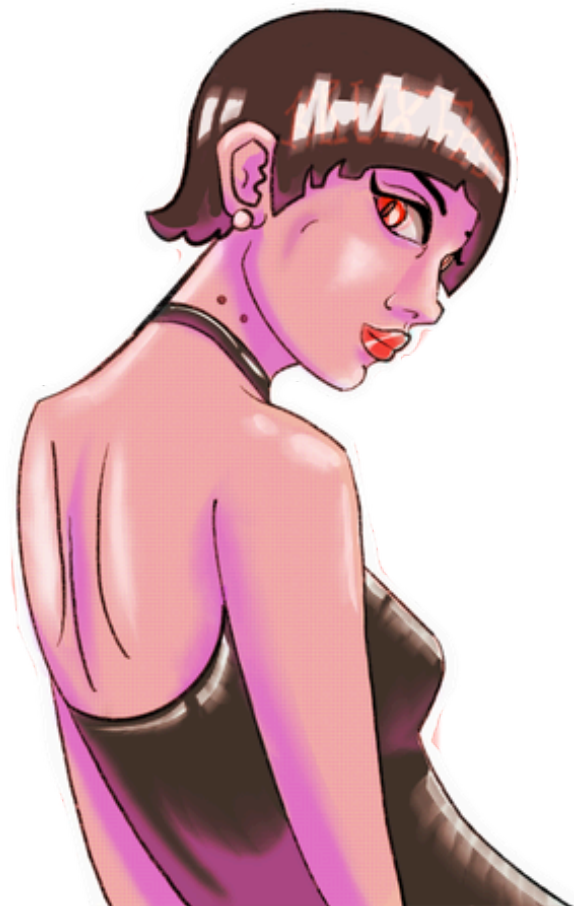
DAY 1 DESIGN



DAY 2 DESIGN







CREATIVE STRATEGY

Social Media

We used the Instagram and all the features that we could benefit from. Firstly the grid. Photoshoots and other content revealing merch and important event details were posted in the days and weeks leading up to the event.

Social Media

We used stories as well. We posted almost everyday. We shared all the posts from the grid on our story. We also got lots of reposts from other accounts. Including the bands, our staff, interns, and other well-known accounts.

Social Media

Like I said, we utilized a lot of the features on Instagram. i.e. music, location, tags, story shares, reminders, polls, etc.

04

April

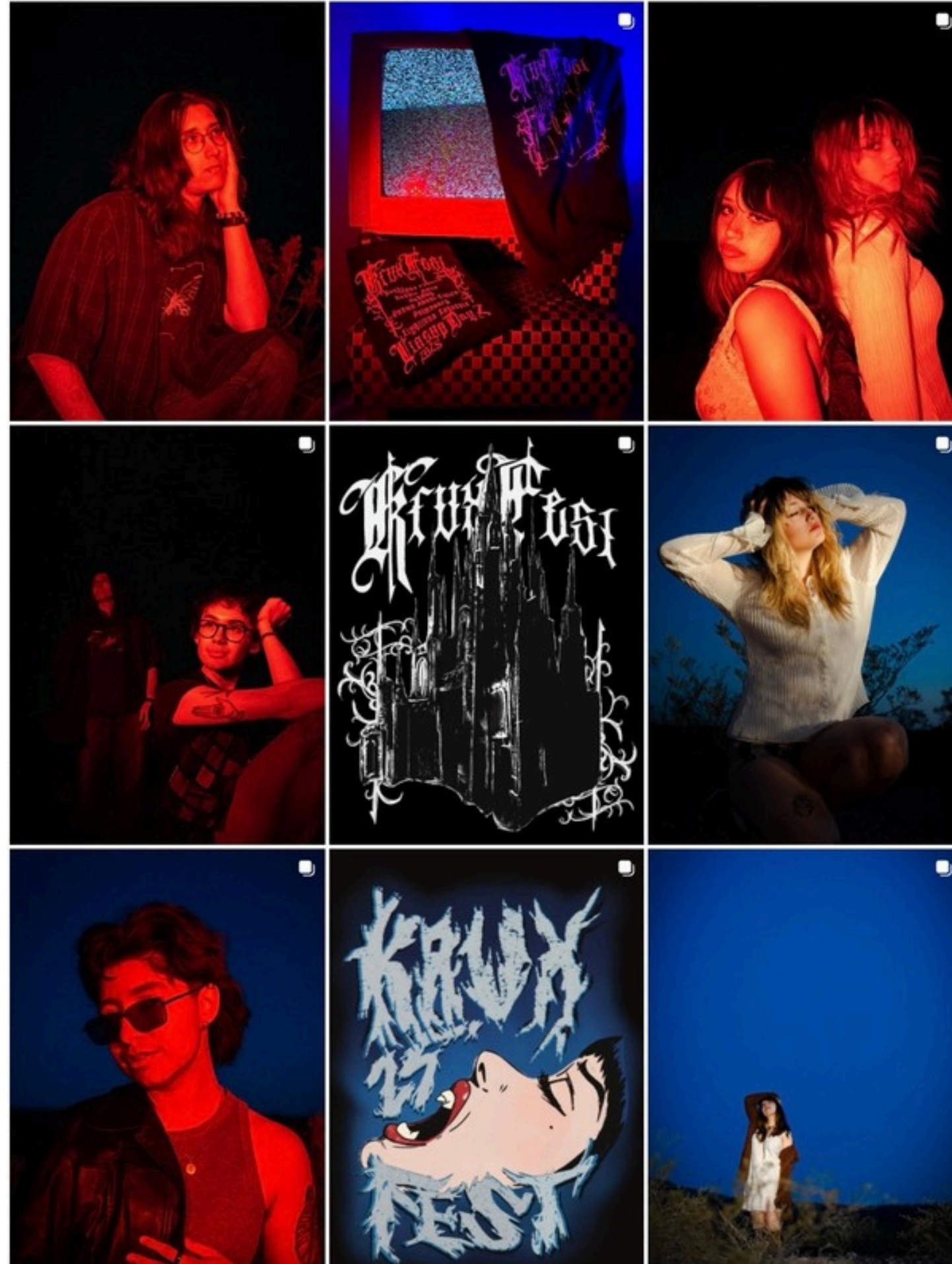
24

Saturday

Sunday	Monday	Tuesday	2	Thursday	Friday	
		1 KF Art reveal		3 Celebrate the spectrum promo	4	5 Celebrate the spectrum
6	7 KF band reveal	8	9 Vinylthon photo release	10 Vinylthon promo	11 Vinylthon arthoe staff picks	12 Recordstore day Vinylthon day 1
13 Vinylthonday 2	14 KF desert photo reveal	15	16 Food truck reveal	17	18 KF theme staff picks	19
20	21 Giveaway/1888 table announcement	22 1888 tabling KF merch reveal day 1 and 2	23 KF more pics Art both days up close reveal	24 KF promo	25 KRUXFEST day 1 final promo day 1 merch lineup	26 KRUXFEST day 2 day 2 merch lineup
27	28 KF final photodrop	29	30			
		Other Notes:		Looking Ahead:		



@KRUXFM



PROMO INSTAGRAM FEED



PRIMARY PROMO STORIES



April 24 3:16 PM
Slowdive · kisses >

kruxfm

it literally starts tomorrow 🤔🤔🤔



KRUXFEST 2025
FRI, APR 25, 6 PM MDT

Get Reminder

Say something...

Activity Boost Highlight More

April 25 11:32 AM
HAIM · I Know Alone >




@kruxfm

Say something...

Activity Boost Highlight More

April 21 4:11 PM
Otherkin · Razorhead >

kruxfm



kruxfm DID SOMEONE SAY DAY 2 LINEUP??

Say something...

Activity Boost Highlight More

April 20 6:18 PM
Adornin' · Dredded · Dore

DAY 1 DAY 1 DAY 1 DAY

kruxfm

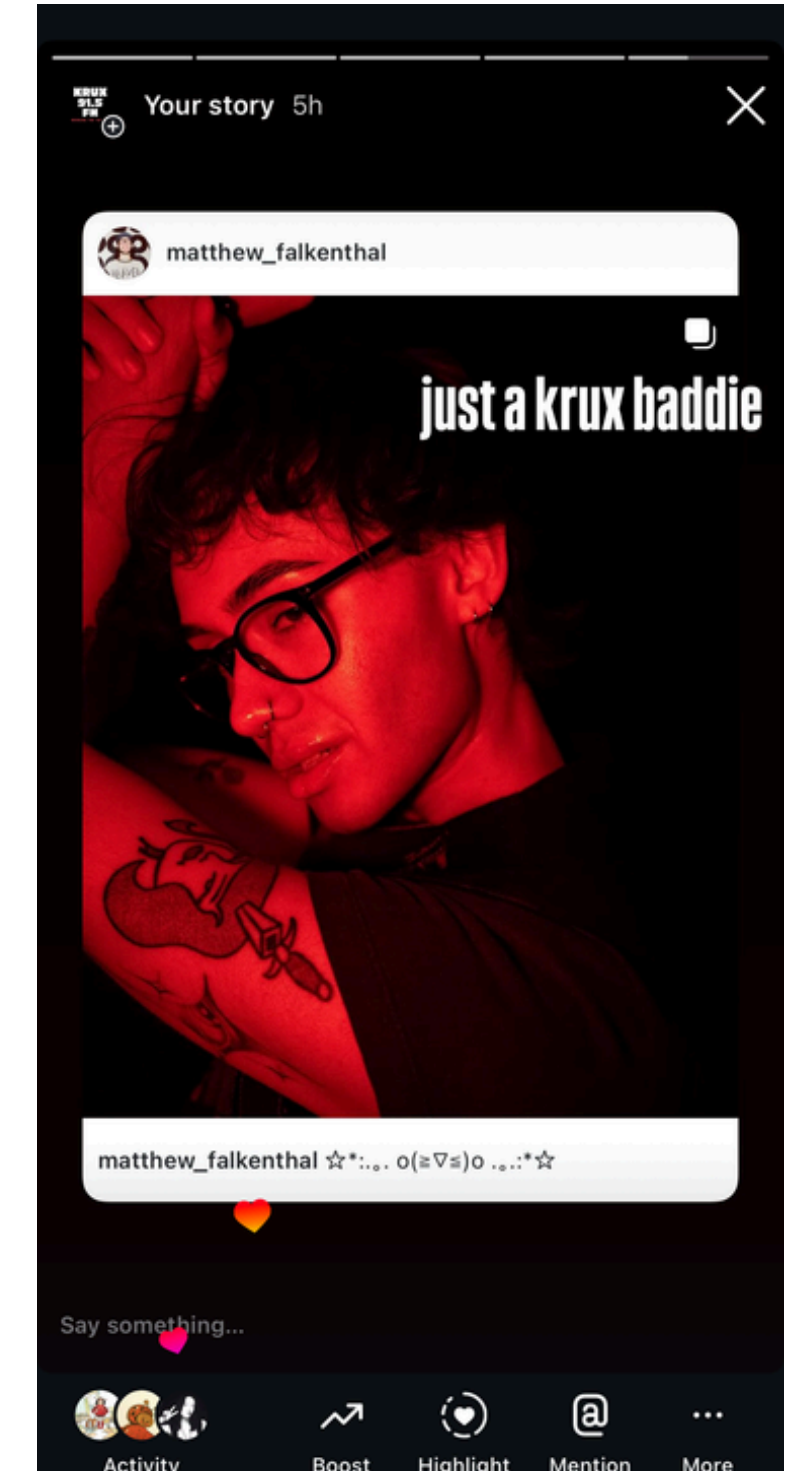
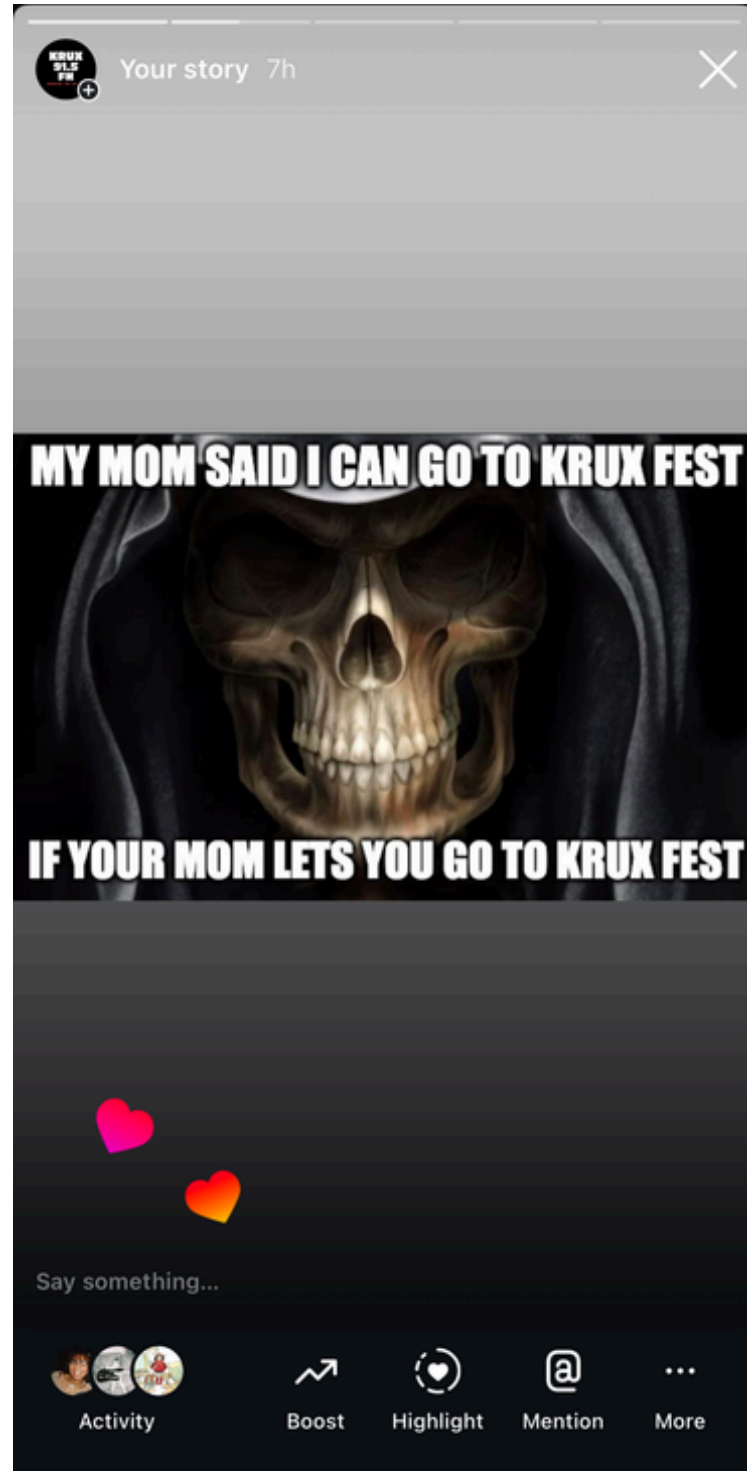


kruxfm KRUXFEST 2025 is upon us, KRUXFREAKS.

NEUP LINEUP LINEUP

Say something...

Activity Boost Highlight More



BANDS (ALL EXTREMELY HYPED)



_bedbugband and 2 others
KRUX 91.5 FM

_bedbugband Hello buggies we are happy to announce that we'll be playing day 2 see you all there :3 HERES

only one more day until KRUXFEST!

Day 2: Saturday, April 26th
Corbett Outdoor Stage
doors at 5:30, first band on at 6!
Edited · 2h

aracnida_blanca I love y'all 🔥
2h Reply

ianrh07 bugs when you lift up a rock
2h 1 like Reply

270 likes
2 hours ago

Add a comment...

Tagged
kruxfm

nvmd.ep and 3 others
Turnstile · NEVER ENOUGH

1/7

349 ❤️ 5 💬 38 📌

nvmd.ep Acrolein x Brutes x nvmd x Ruff x KRUX
KruX Fest day 1 is in the books! We're all so grateful to @kruxfm for giving us all a chance to get... more

April 25 10:54 PM

ruff.band

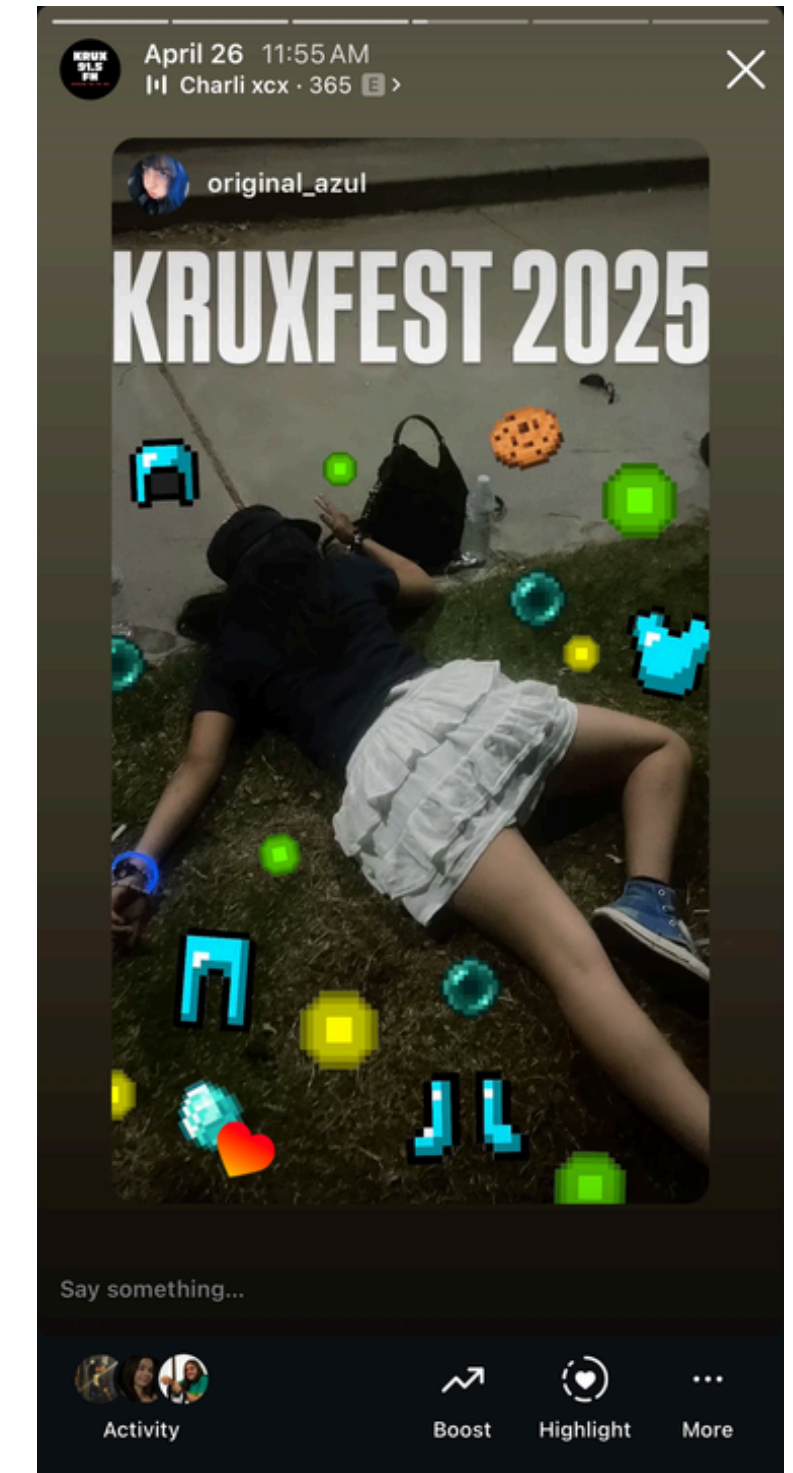
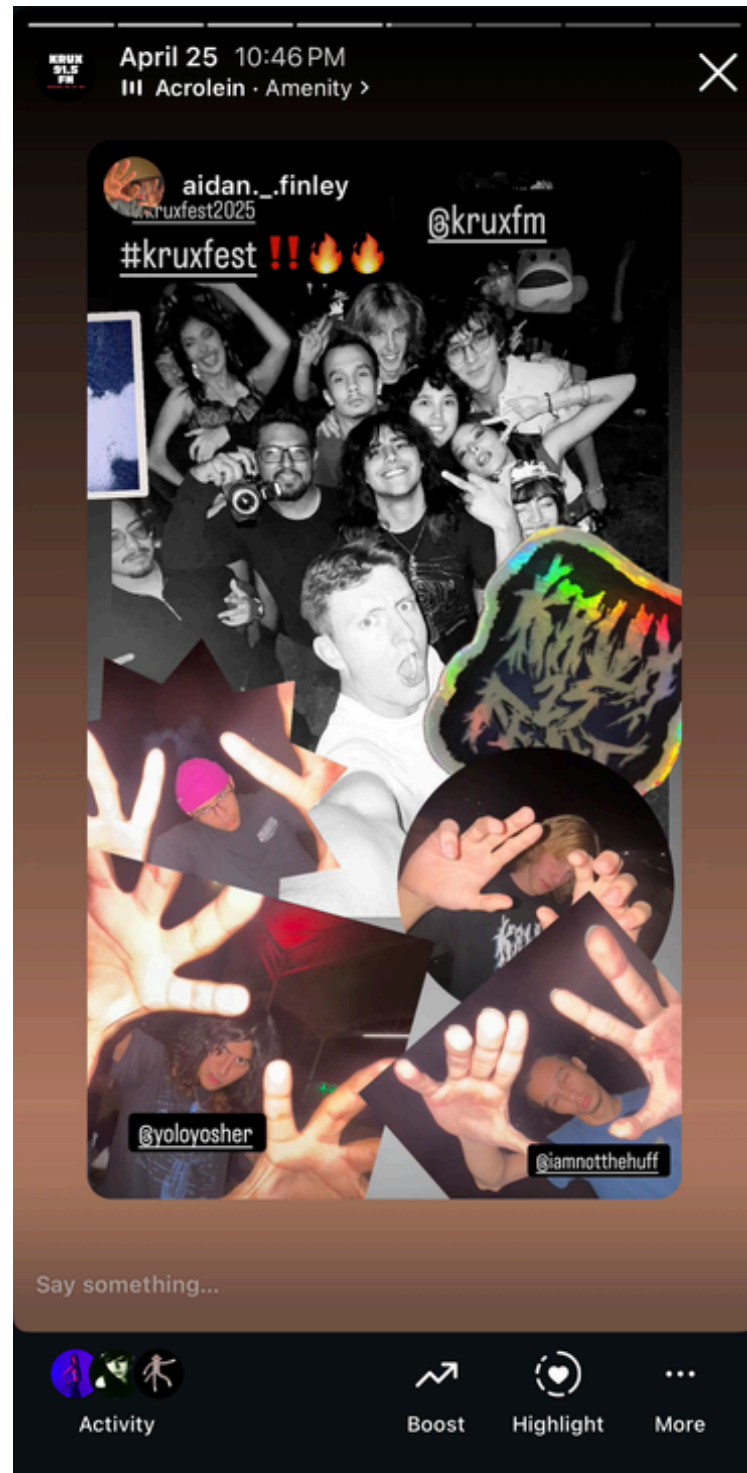
thank you @kruxfm for the badass show!!!

MORE TO COME!!!

Say something...

Activity Boost Highlight More

THE KRUX FREAKS (EVENT ATTENDEES)



THE KRUX FREAKS (EVENT ATTENDEES) CONTINUED...



starfreaks_inc and kruxfm
New Mexico State University

starfreaks_inc Krux Fest Day 1
@kruxfm
@acrolin.band
@brutes.ep
@nvmf.ep
@ruff.band
@moonqueen.rfm
@_amber.band_
1d

miabadillo bro these are ethereal 🥰🥰🥰
1d Reply

nvmf.ep 🥰🥰🥰
1d 1 like Reply

koolest_kidde The handholding pit 🥰
1d Reply

ruff.band awesome pics 🌶️
1d Reply

amber.band These spring so hard
10m Reply

dissociativephotography 🌶️
1d Reply

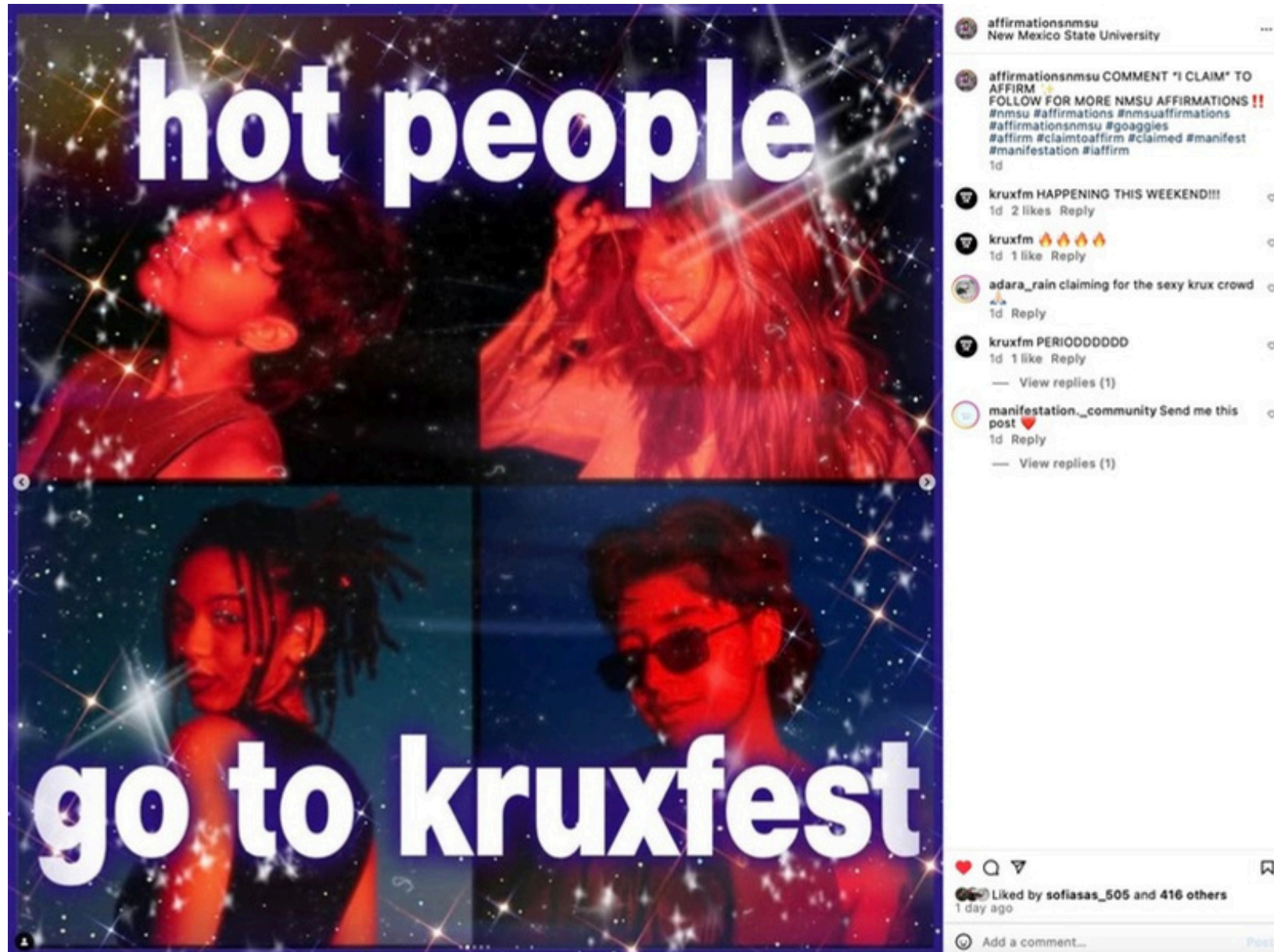
blondetrida this looks like a christian group worshipping
1d Reply

mikotolagrimas These are fucking sick!!!
1d Reply

👍❤️👍
Liked by seffsas_505 and 329 others
1 day ago

Add a comment...





OUR REACH



Drum roll please...



Insights

Mar 28 - Apr 26



Your post is high-performing
365 accounts engaged with this post, more than your other posts.



Views

↗ 120.5K >

Interactions

↗ 3.4K >

New followers

↗ 100 >

Content you shared

104 >

Last 30 days ▾

Mar 28 - Apr 26

120,520
Views

46.6%
Followers



53.4%
Non-followers

Accounts reached 19,658
+91.7%

By content type

All

Followers

Non-followers

Posts 71.4%

Stories 25.6%

Reels 3.0%

Followers

Non-Followers

KRUX 91.5 FM

KRUXFEST 2025

**THANK
YOU.**



@KRUXFM

REFERENCES

ARTWORK BY STELLA AUDE + EZEKIEL TERCERO

PICTURES BY ANDREW ACOSTA, MATTHEW FALKENTHAL, NAOMI TERCERO, @ARCANERESERVIOR,
@STXRFCKXRS_INC,
AND MANY MANY OTHERS...

T-SHIRT REFERENCES

[HTTPS://WWW.HOTTOPI.COM/PRODUCT/PHOEBE-BRIDGERS-HEAVY-METAL-WIZARD-T-SHIRT/31362638.HTML?
CM_MMC=SOC_-_PIN_-_ADS_-_DMY_-_FEED_-_31362637](https://www.hottopic.com/product/phoeb-bridgers-heavy-metal-wizard-t-shirt/31362638.html?cm_mmc=soc_-_pin_-_ads_-_dmy_-_feed_-_31362637)

[HTTPS://M.SHEIN.COM/US/GUYS-COTTON-SKULL-LETTER-GRAPHIC-TEE-P-14115210-CAT-1978.HTML?
UTM_SOURCE=PINTEREST.COM&UTM_MEDIUM=CPC&UTM_CAMPAIGN=MUSPIN_DPA_MEN_RM2303070706818334_UN
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NO AI USED

