

TO COMMEMORATE THE 30TH ANNIVERSARY OF TUPAC SHAKUR'S SEMINAL ALBUM, "ALL EYEZ ON ME," WE PROPOSE A MULTI-FACETED RE-RELEASE CAMPAIGN DESIGNED TO REINTRODUCE THIS ICONIC WORK TO A GLOBAL AUDIENCE. OUR STRATEGY BLENDS RESPECT FOR THE ORIGINAL ARTISTRY WITH INNOVATIVE DIGITAL AND PHYSICAL EXPERIENCES, ENSURING THE ALBUM'S ENDURING RELEVANCE.

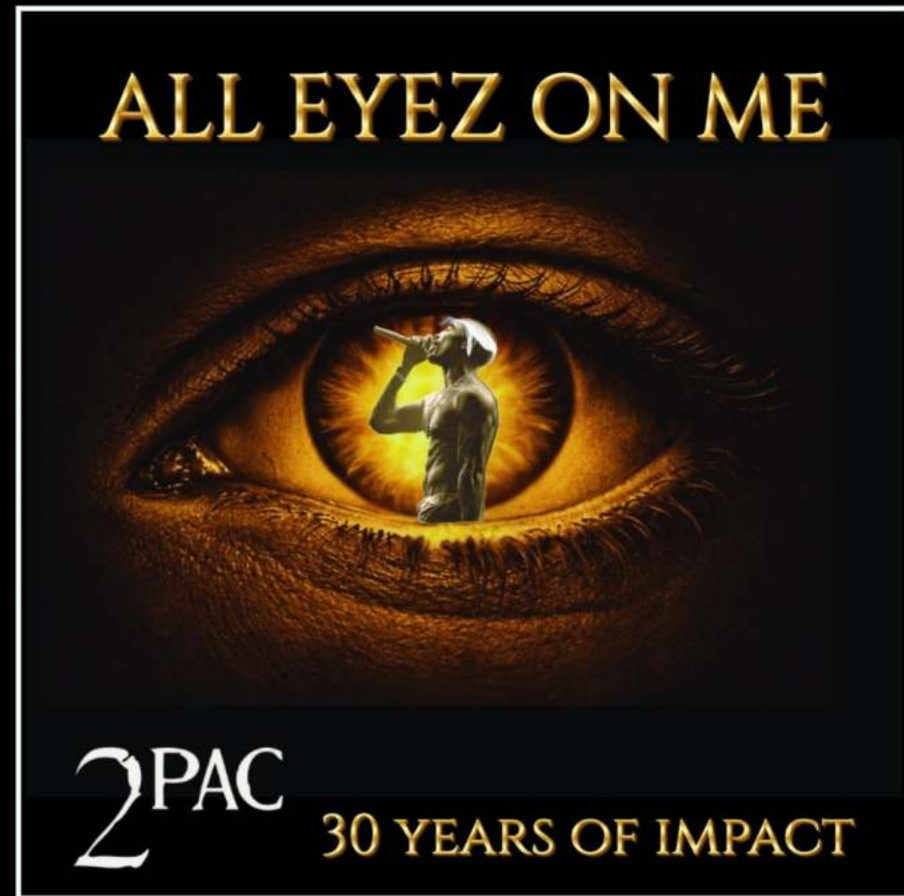
ALL EYEZ ON ME



30 YEARS OF IMPACT



1996
PRESENCE.
PROVOCATION.
A WORLD WATCHING HIM.



2026
REFLECTION.
IMPRINT.
A WORLD SHAPED BY HIM.

THE MYTH BECOMES MONUMENT.

DIGITAL INNOVATION: THE "EYEZ" APP/WEB HUB

A Mockup of a Mobile Interface



Interactive Stems

Fans can isolate tracks to hear raw vocals or original samples.



AR Mural Map

A map of global murals that animate with performance footage when viewed through a phone.



Virtual "Powamekka Café"

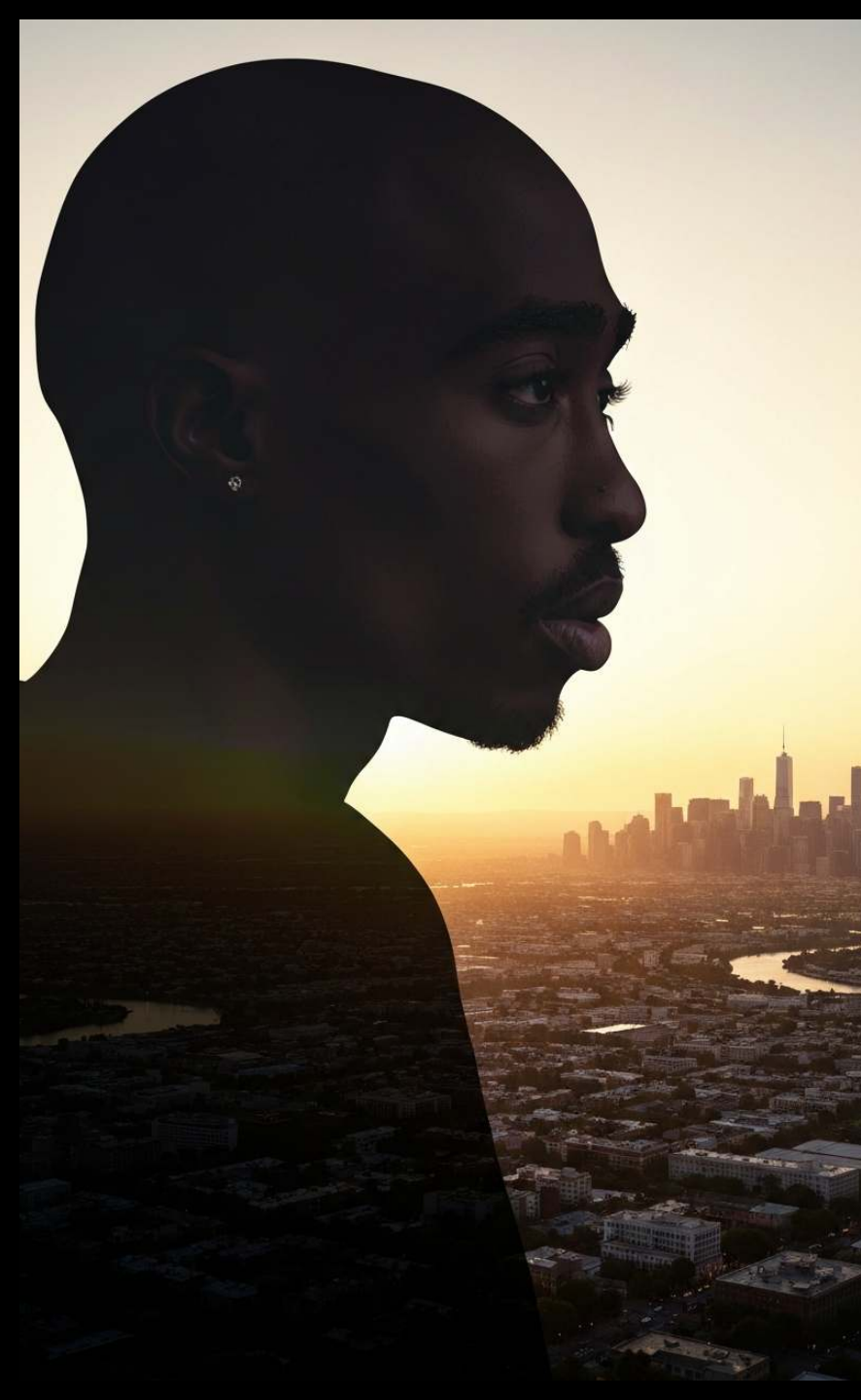
Explore lyrics, unreleased sessions, and poetry in a 3D environment.



"The Rose that Grew from Concrete" AR Filter

See handwritten lyrics appear in your environment with this AR filter.

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Changing Perspectives

THE GLOBAL GAZE: TUPAC'S ENDURING INFLUENCE

- **Enduring Artistry:** His music, poetry, and spoken word remain potent, exploring themes of social justice, inequality, resilience, and Black empowerment that are universally understood.
- **Cultural Icon:** Tupac's influence extends beyond music, shaping contemporary discourse, activism, fashion, and artistic expression globally.
- **Timeless Message:** His raw honesty and exploration of complex human emotions connect with new generations, solidifying his legacy as a voice for the marginalized and a symbol of enduring impact.

THE DUALITY OF LEGEND: "THE MAN" VS. "THE MACHINE"

To capture the full spectrum of Tupac Shakur's enduring impact, our campaign embraces a dual aesthetic, reflecting both his profound humanity and his unparalleled status in the music industry.

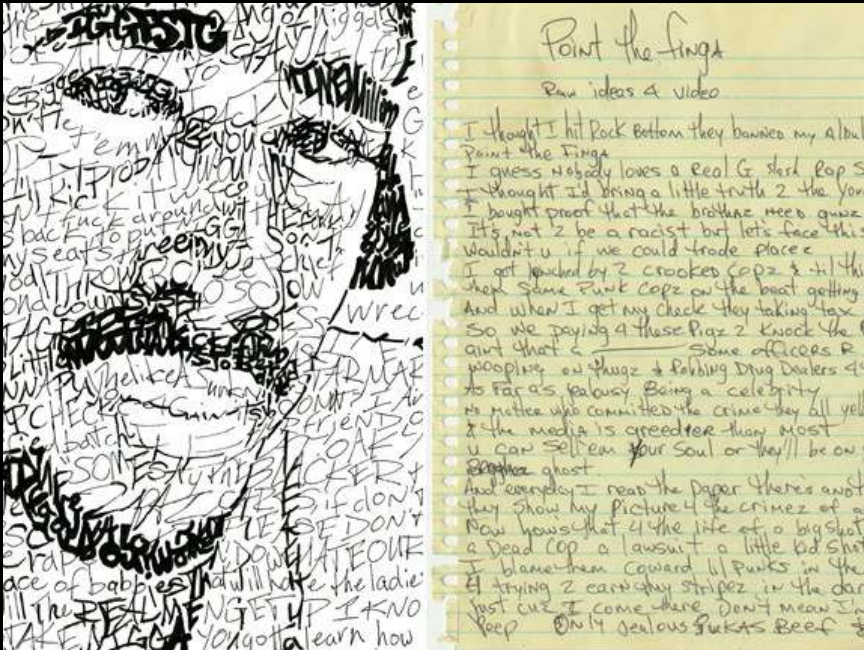
The "Man": Raw and Organic

- Focus: Tupac's humanity, poetic roots, and personal struggles.
- Visuals: Handwritten lyrics, personal notes, sketches; grainy film photography; tactile paper textures.
- Purpose: To forge an emotional connection by revealing the authentic artist behind the icon.

The "Machine": Polished and Powerful

- Focus: The "All Eyez on Me" era—his signing with Death Row Records and chart dominance.
- Visuals: Bold serif typography, metallic finishes (gold/chrome), modern digital layouts; high-gloss textures, deep blacks.
- Purpose: To emphasize his legendary status and the industrial force of mid-90s hip-hop.

By integrating these two distinct styles, our brand kit demonstrates that Tupac's legacy is multifaceted—encompassing both his commercial powerhouse status and his authentic artistic spirit. This approach assures UMG executives that the campaign honors the complete artist, resonating with a broad audience and celebrating his enduring relevance.



THE DIAMOND COLLECTION: A LEGACY REIMAGINED

Celebrating RIAA Diamond Status and Enduring Legacy

THE VINYL



Premium 4-LP "Translucent Smoke" set.

THE "LINER NOTES" BOOK



Coffee table book with exclusive, unseen contact sheets from photographer Ken Nahoum's 1995 archives.

"AMBITIONZ AZ A RIDAH" CONTENT SERIES

Celebrating Tupac's Victory Lap

"Behind the Tracks" Docu-series

Short-form video clips on platforms like TikTok and Instagram featuring collaborators such as Snoop Dogg and Dr. Dre, delving into the 'larger-than-life energy' of the pivotal 1995 recording sessions.

Global Tribute DJ Sets

Coordinated tribute events in key cities (Los Angeles, Oakland, New York, Baltimore) with local DJs performing exclusive 2Pac-only sets, honoring the album's Grammy Hall of Fame induction.



THE "STYLE & SPIRIT" MERCH CAPSULE

Collaborations celebrating the album's status as the first double-full-length hip-hop solo album, reimagining 1996 style for 2026.



The Look

Capsule collection with a luxury house (e.g., Prada, Chrome Hearts) featuring leather, denim, and bandanas.



Lifestyle Capsules

Limited-edition apparel with brands like **Actively Black** or the **LA Kings**, blending 90s West Coast aesthetics with modern technical fabrics.



Collector's Vinyl

Audiophile-grade vinyl pressings with unique packaging and artwork.



Commemorative Box Set

Premium package including the album, exclusive merchandise, and rare memorabilia.

"DEAR MAMA" COMMUNITY INITIATIVE

Honoring Tupac's legacy through social impact.



Tupac Shakur Foundation Partnership

Launching 30 youth arts scholarships to ensure this anniversary transcends commercial success.

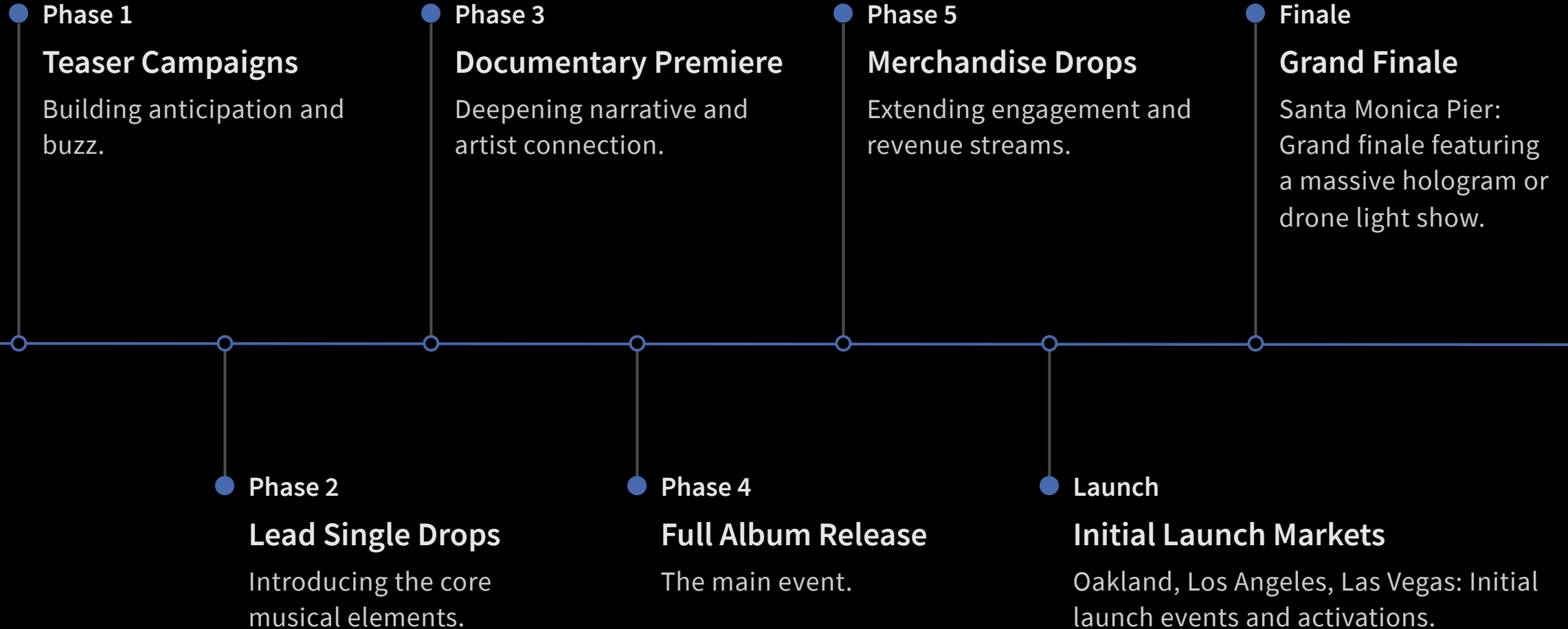


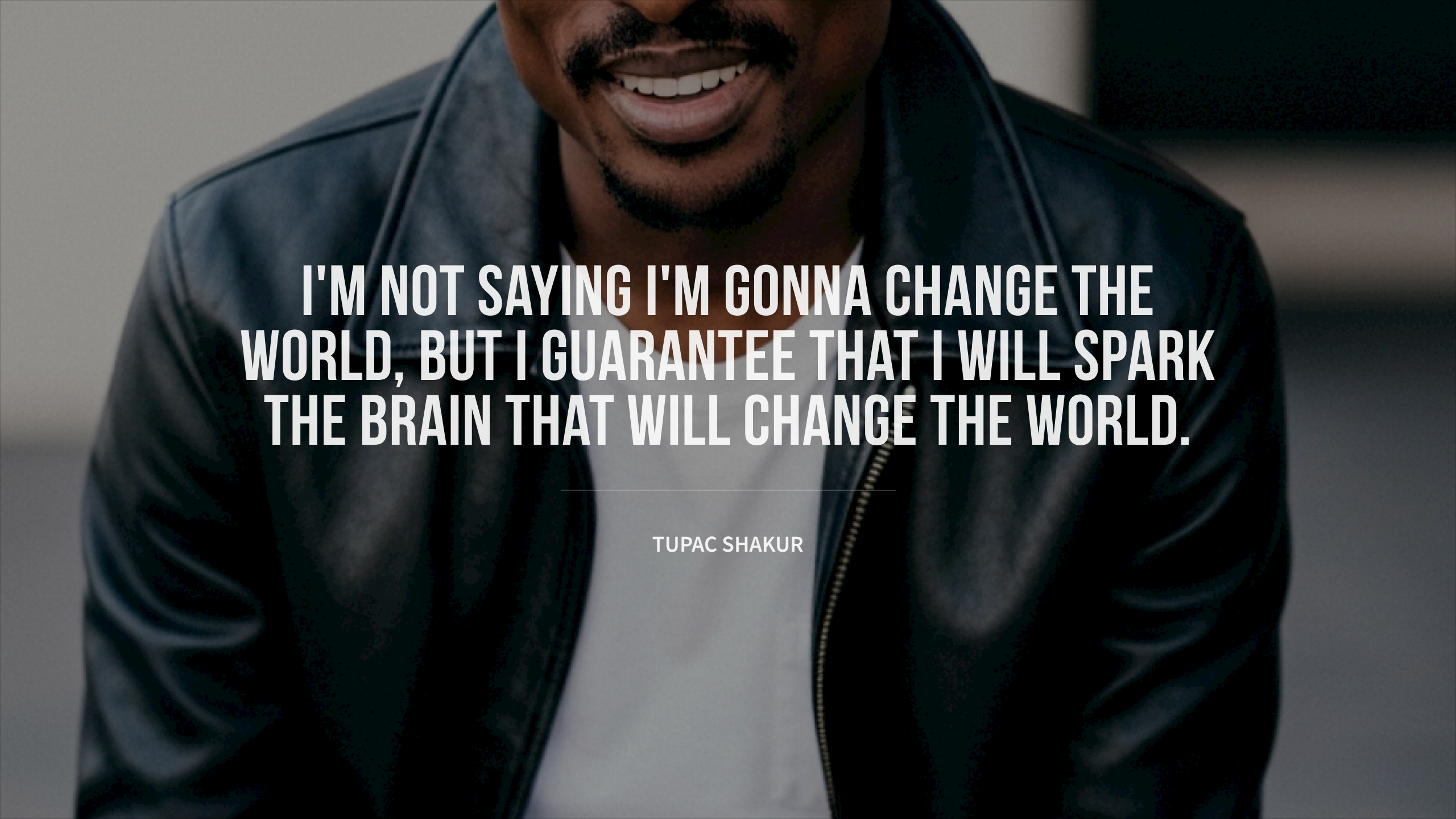
The 2Pac Foundation Grants

A portion of anniversary proceeds will directly fund community arts and poetry programs, perpetuating Afeni Shakur's mission.

THE GLOBAL ROLLOUT: THE TIMELINE

Phased Release Strategy & Key Launch Markets





**I'M NOT SAYING I'M GONNA CHANGE THE
WORLD, BUT I GUARANTEE THAT I WILL SPARK
THE BRAIN THAT WILL CHANGE THE WORLD.**

TUPAC SHAKUR