

Client Website: <https://www.apple.com/>

Feed (300 characters only)

- [MEGATHREAD] Apple brings you Rihanna, the number one best-selling artist of all time. Watch her legendary talent take the stage at the Super Bowl LVII Halftime show on February 12th in the most intense comeback you've ever seen.
- [MEGATHREAD] u/Apple brings you Rihanna, the number one best-selling artist of all time. Watch her legendary talent take the stage at the Super Bowl LVII Halftime show on February 12th! Watch her explode back into the stage in the most intense comeback you've ever seen.
- [MEGATHREAD] Rihanna, the #1 best-selling artist of all time, returns from her six year hiatus for the Apple Music Super Bowl LVII Halftime show. Don't miss this iconic moment on February 12th, live on Fox.
- [MEGATHREAD] Rihanna Returns From Her 6 Year Hiatus for the Apple Music Super Bowl LVII Halftime show. Don't miss this iconic moment on February 12th, live on Fox.
- Na-na-na, come on and join this megathread about Rihanna returning to the stage for the Apple Music Super Bowl LVII Halftime show.
- When the sun shine, we shine together. The Apple Music Super Bowl LVII halftime show will live forever. Rihanna will always be your friend. Watch her performance till the end. 2/12 it'll be raining upvotes more than ever. Know we'll still watch together. You can comment under our megathread.

Module 1: Rihanna Week

Feed (300 characters)

- TFW when you realized Rihanna is the best-selling artist of all time, beating out The Beatles and Michael Jackson. Don't miss her retaking stage after a six year hiatus for the Apple Music Super Bowl LVII Halftime show on February 12.
- Rihanna week is the party you don't want to miss! Join us as we document the journey to the most-anticipated Super Bowl Halftime show of the year. Didn't we tell you that she was a savage?
 - Creator's Note: The last sentence is a reference to her song "needed me".
- She's got 14 number ones in 5 years, an iconic Victoria's Secret performance, and now she's taking over the Apple Music Super Bowl LVII Halftime Show. Get hyped up with Rihanna week 'cuz she's definitely going to put on quite a show.
- Turn up the lights in here, baby. 'Coz the one and only unapologetic national hero of Barbados is here! Catch Rihanna at the LVII Super Bowl Halftime show before she takes a bow this February 12th!

- Rihanna week is here! Join us as we document the journey to the most-anticipated Super Bowl Halftime show of the year and celebrate the one artist who unites us all.
- Celebrate the talent that unites us all. Rihanna returns for the Super Bowl LVII Halftime show on February 12th in the most intense comeback you've ever seen.
- You've been waiting for six whole years... she's finally back. Rihanna returns with an entire week's worth of celebration, with a grand finale suited for a queen like RiRi: The Apple Music Super Bowl LVII Halftime Show.
- Journey with Apple Music x Rihanna all week, from underground balls in NYC to an iconic homage in Barbados, culminating in a spectacular Super Bowl Halftime show. It's Rihanna week, and the party's just beginning.
- You've been waiting for six years. She's back. Rihanna returns with an incredible week of celebration, with the most grand finale imaginable: the Apple Music Super Bowl LVII Halftime Show.
- Rihanna Week is the ultimate celebration of the best-selling artist of all time. Join us as we document a week-long celebration of one of the biggest moments in music history.
- "Reddit better have my upvotes" ~ Rihanna, probably | She's back and ready to slay Super Bowl LVII. Get hyped for the halftime show that only Apple Music could bring you, tune in on February 12th!

Conversation (100 characters)

- Rihanna Week is kicking off! Celebrate the one artist who brings us all together.
- Celebrate the talent that unites us all, Rihanna is returning.
- Don't panic, but Rihanna returns after 6 years to perform at the Super Bowl Halftime Show.
- Rihanna is back live like never before. We've dedicated a whole week to the return of the Barbados queen.
- Rihanna has returned for the first time in 6 years and we're just as hyped as you.
- You've never seen Rihanna like this. The return of an icon this massive deserves a whole week.
- Baby, this is what you came for. Rihanna's back and ready to slay the Super Bowl LVII stage!
- "Reddit better have my upvotes" ~ Rihanna, probably | She's back and ready to slay Super Bowl LVII!
- Rihanna x Super Bowl LVII. It's happening.

Module 2: Halftime Show

Feed (300 characters)

- The Super Bowl was made for comebacks, and not even Rihanna is immune to this. See her back for her first show in 6 years on February 12th, live on Fox. Let's get the party started with Apple Music!
- Did you hear the news? Rihanna's coming back with her first live concert in 6 years! Catch her at the Super Bowl Halftime Show on February 12th, live on Fox. Let's start the hype with her best hits on Apple Music!
- Not many events are worthy of Rihanna's return. But if we had to choose one, the Super Bowl would probably be our first pick. Watch her live on February 12th at the Apple Music Super Bowl LVII Halftime Show, only on FOX.
- The biggest music event of 2023 is finally happening. On February 12th Rihanna will take the stage at the Apple Music Super Bowl LVII Halftime Show. Don't miss the comeback of an icon!
- Rihanna's comeback Super Bowl halftime show is one of them. Don't miss her first performance in 6 years, sponsored by Apple Music. 🎵🏈
- The most anticipated music event of 2023 is happening. On February 12th at the Apple Music Super Bowl LVII Halftime Show: RIHANNA finally returns. Don't miss the rebirth of an icon!
- Rihanna's Super Bowl Halftime show is gonna be a showstopper. Don't miss it, sponsored by Apple Music. 🎵🏈
- The only event worthy of Rihanna's return: the First ever Apple Music Super Bowl LVII Halftime Show. Watch it February 12th, only on FOX. You've been waiting six years: it's Rihanna forever.

Conversation (100 characters)

- The Super Bowl Halftime show just got a whole lot better. Rihanna's taking the stage! 🎤
- Rihanna's Super Bowl Halftime show is gonna be legendary. Don't miss it! 🎵🏈
- Rihanna's Super Bowl Halftime show is gonna be LOUD. 🎵🔥
- The rumors are true: Rihanna returns at Halftime 🔥🔥🔥 #superbowl2023
- Super Bowl Halftime show just got a whole lot more exciting. Rihanna's taking the stage! 🎤

Module 3: Trailer

Feed (300 characters)

- Rihanna, the number one best-selling artist of all time, Apple Music is bringing her legendary talent to the stage at the Super Bowl LVII Halftime show. Watch her explode back into the stage in the most intense comeback you've ever seen.

- Creator's Note: Referencing [this r/dataisbeautiful post](#).
- r/dataisbeautiful front-paged showing with a graph showing Rihanna as the best-selling artist of all time... so we booked her for her first performance in almost six years. Witness the Queen retake stage at the Apple Music Super Bowl LVII Halftime show on February 12.
 - Creator's Note: Referencing [this r/dataisbeautiful post](#).
- Rihanna once said "we found love in a hopeless place" and the Super Bowl LVII Halftime stage is about to become the most lit hopeless place on earth on 2/12.
- When the sun shine, we shine together. The Apple Music Super Bowl LVII halftime show will live forever. Rihanna will always be your friend. Watch her performance till the end. 2/12 it'll be raining upvotes more than ever. Know we'll still watch together. You can comment under our megathread.
- Na-na-na, come on! Tune in for Rihanna slaying the Apple Music Super Bowl LVII halftime show.
- Come here rude boy, boy, is you big enough to upvote this ad? Rihanna is back from her nearly six year hiatus to perform for you at the Apple Music Super Bowl LVII halftime show. Tune in on February 12th.
- You really doubted Rihanna? Watch her explode back into the stage in the most intense Super Bowl LVII Halftime Show you've ever seen. Apple Music features Rihanna, February 12th 2023. Wait for it.
- Rihanna, the number one best-selling artist of all time, is bringing her legendary talent to the Super Bowl Halftime show. 🎵🏈
- The Super Bowl Halftime show just got a whole lot better. Rihanna, the best-selling artist of all time, is taking the stage. 🎤
- Rihanna's Super Bowl Halftime show is gonna be a showstopper. Don't miss it after 5 years of absence, sponsored by Apple Music. 🎵🏈
- Apple Music is bringing you Rihanna's first live performance in almost six years. Join us at the Super Bowl LVII Halftime Show on 2/12.
- An icon like her never leaves. The Apple Music Super Bowl LVII Halftime Show features Rihanna, February 12th 2023. Consider your expectations exceeded.
- Rihanna, where you at? Answer, the Super Bowl LVII Halftime show. Apple Music presents Rihanna's first live performance in almost six years.

Conversation (100 characters)

- Rihanna is taking the stage at the LVII Super Bowl Halftime Show and we can't wait to see her again.
- Rihanna's not just a performer, she's an experience. And soon taking over the Super Bowl LVII stage.

- Rihanna is finally back at the Super Bowl Halftime Show and we can't wait. 🎤
- Na-na-na, come on and tune in for Rihanna slaying the Apple Music Super Bowl LVII halftime show!
- An icon like Rihanna never leaves. Watch her at this year's Super Bowl Halftime show. 🎵🏈

Module 5: Super Bowl Super Room in Apple Music

Feed (300 characters)

- Please don't stop the music! Rihanna's taking over the Super Bowl Super Room and proving that love can be found in the most hopeless of places.
- Let Apple Music's Super Bowl Super Room take you down the road to the Halftime Show! Relive all Rihanna's most iconic music, watch past shows... and we have some surprises 😊🎵🍎
- Rihanna Week is the ultimate celebration leading up to the Super Bowl Halftime Show. Don't miss the party at the Super Bowl room on Apple Music.
- Step into the Super Bowl Super Room! Rih-fresh your memory of all your favorite Rihanna hits, rewatch past Halftime Shows, and even more surprise goodies! The countdown is on, and the Apple Music Halftime Show gives you Rihanna- it doesn't get any bigger than this.
- It's the big game, the big day, and the big show! Step into the Super Bowl Super Room to experience Rihanna and the Super Bowl like never before. Music, past shows, and surprises await! The countdown is on.

Conversation (100 characters)

- Apple Music's Super Bowl Super Room: experience Rihanna and the Super Bowl like never before. 🍎🎵
- Relive all Rihanna's most iconic music @ the Apple Music Super Bowl Super Room!
- Step into the Apple Music Super Bowl Super Room, and Rih-fresh your memory 🍎🎵
- Experience Rih-naissance like never before in the Apple Music Super Bowl Super Room with Rihanna.
- If you're not hyped for Rihanna yet, you will be with the Super Bowl Super Room.