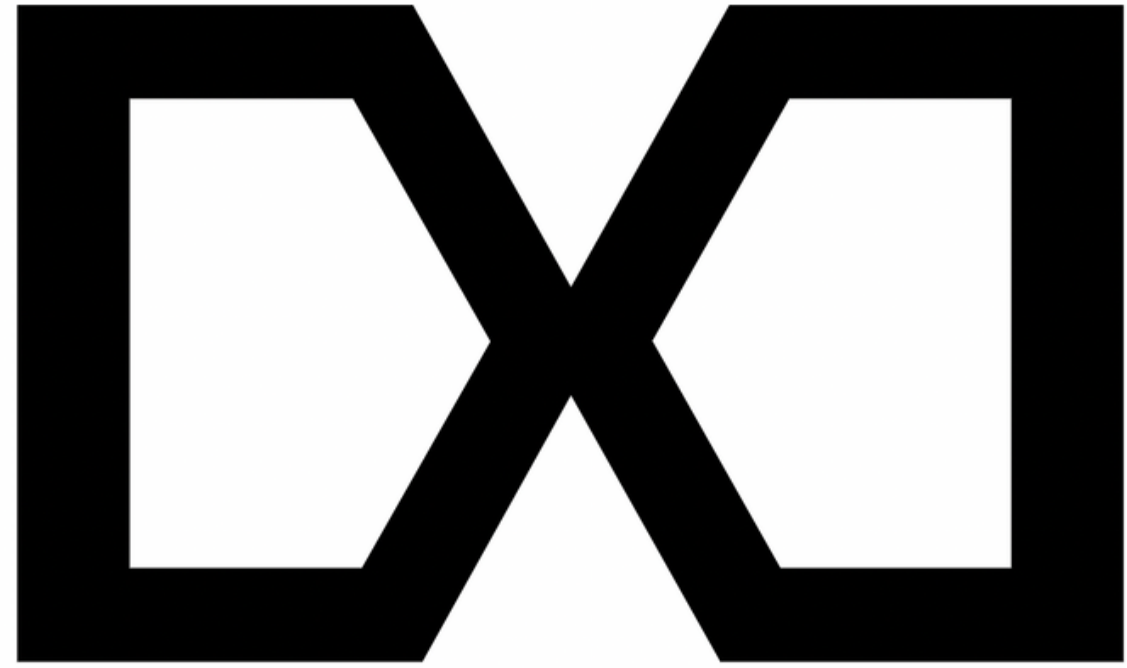


# **Deviate Digital**

**MA IMM - Portfolio**

**Oliver Smithard**

# Existing Branding

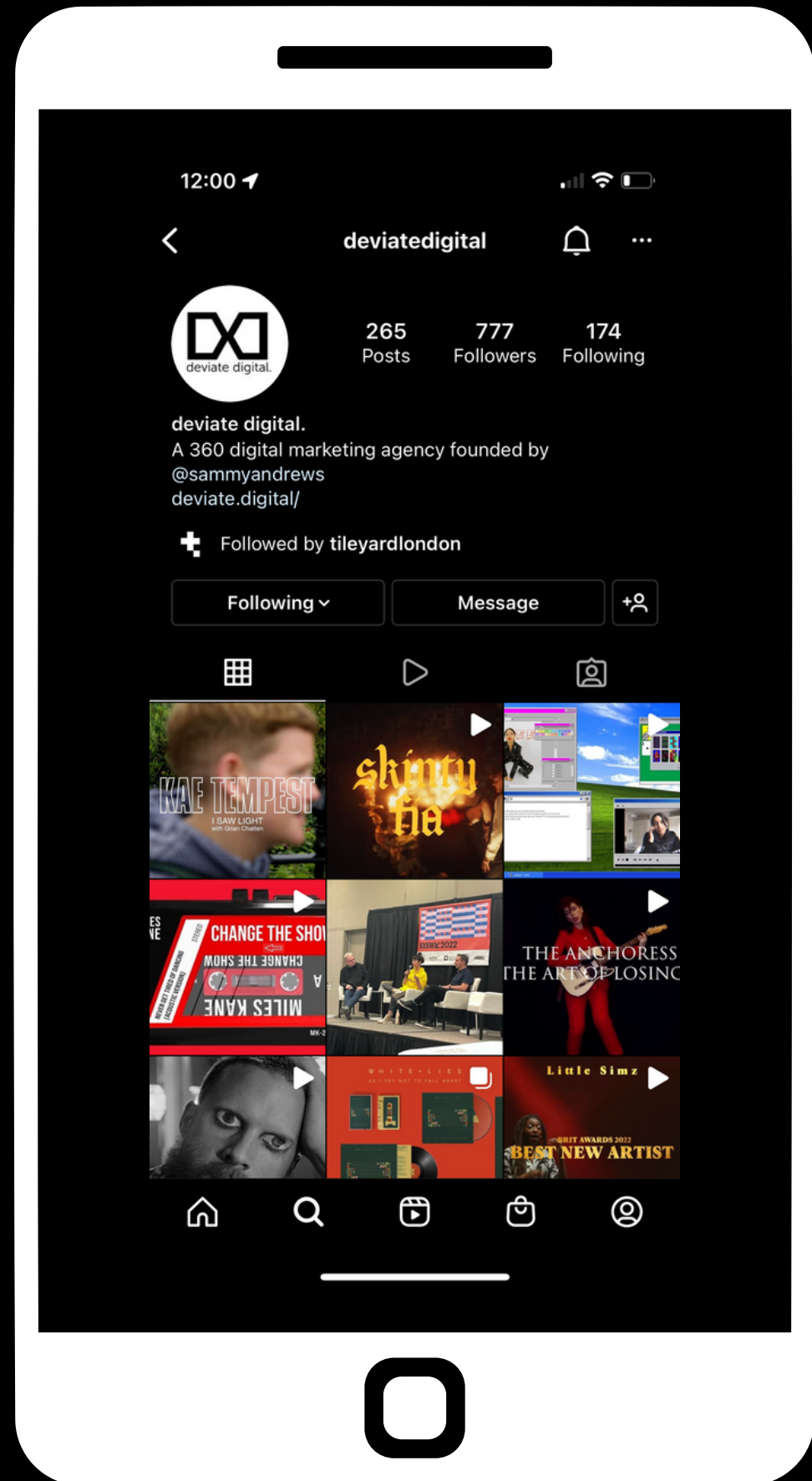


deviate digital.



A 360 creative digital agency.

**Social Media**



**Sammy Andrews**



Sammy Andrews

DIGITAL CONSULTANT



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ABOUT

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About



Sammy Andrews has a long history at the forefront of the digital landscape. Having gained a 360 degree view of the music industry through her background as a concert promoter, artist manager and independent record label founder, Andrews took on a position as Head of Digital at the record division of 19 Entertainment in 2005, though her remit there expanded beyond music to cover brands including the Beckhams, the England football team and Honda.

In addition, Andrews has led her own digital consultancy firm, Sabotage New Media since 2008: she's worked with a broad range of artists and organisations including Annie Lennox, Island Records, Robyn, Sony, Universal Music, The Camden Rocks music festival, the Mama group, the United Nations and Comic Relief.

A long standing outspoken advocate of the value the digital revolution can bring to bands, brands and organisations she's proven on many occasions that data is key to understanding and effectively marketing to your audience in this brave new world.

Andrews has also spearheaded the Independent Label Playlist Brand initiative after calling on all independent labels globally to unite in an effort to rival the majors.

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SAMMY ANDREWS LAUNCHES DEVIATE DIGITAL

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MARCH 1, 2017

BY RHIAN JONES



British digital exec Sammy Andrews has launched a 360 creative digital service agency Deviate Digital, in partnership with Tileyard Studios co-founder Paul Kempe.

Andrews will step back from her day to day role as director at data and analytics firm, Entertainment Intelligence (EI), where she remains a non-executive director on the board.

The core team at Deviate include Andrews' former Cooking Vinyl colleagues Rose Lawrence as Creative Director and Chris Oygarden as Director of Digital Marketing.

Based in London, the agency will offer social marketing campaigns, media buying, fan base establishment and engagement, streaming strategies, asset creation and full digital strategy advisory, as well as training days and high level advisory to small and large organisations.

LATEST MUSIC BUSINESS JOBS

MELBOURNE | SUPER SPECIAL  
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BMG - SR. MANAGER, INCOME  
TRACKING (US)

NEW YORK, NASHVILLE | BMG  
BMG - SR. DIRECTOR, INCOME  
TRACKING ANALYTICS (US)

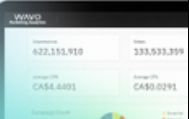
NASHVILLE | CONCORD  
CONCORD - SENIOR ACCOUNTANT,  
REVENUE ACCOUNTING (US)

Monetize your music on Twitch

PRETZEL  
By Songtradr



WAVO



Better plan, budget, and forecast your album release campaigns

LEARN HOW



**Sammy Andrews** @sammyandrews · Mar 30

Looking forward to hosting this for @MusicWeek at 5pm (uk) today.

Join us.



**PRS for Music** @PRSforMusic · Mar 30

Don't miss @MusicWeek's #WomenMakingWaves panel 'Big Data – Challenge Or Opportunity?' today at 5pm.

The panel includes our CEO @andreacmartin2, Maria Forte and @ShauniCaballero with @sammyandrews moderating.

Register now: [prs.info/2fIS50lu2Wy](https://prs.info/2fIS50lu2Wy)

#MWTechSummit2022



5



6



**Sammy Andrews** @sammyandrews · Mar 21

Thanks for all the messages on my latest @MusicWeek column.

Not the 1st time I've covered digital burnout & I doubt it'll be the last, but glad to see so many corners of the biz openly recognise the issue.

A digital version will be available to read online soon.



**Sammy Andrews** @sammyandrews · Mar 18

My latest @musicweek article is out today looking at the causes & cost of digital burnout and how the industry widely can alleviate the chances of artists and teams burning out 🙌

Grab the new edition to read it.



1



2



10



# SWOT Analysis

|          | Strengths                                                                                                                                                                                                                                                                                                   | Weaknesses                                                                                                                                                                                                                                                                                      |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Internal | <ul style="list-style-type: none"> <li>• Excellent network of artists and clients.</li> <li>• Sammy Andrews is charismatic and enjoys discussions on the industry.</li> <li>• Progressive creative marketing agency, interested in new forms of marketing.</li> </ul>                                       | <ul style="list-style-type: none"> <li>• Lack of website, reliance on word of mouth.</li> <li>• Ownership of CEOs knowledge of the industry is not being used by Deviate Digital.</li> <li>• Social Media, paid ads, content creation is a little lacklustre.</li> <li>• Small team.</li> </ul> |
| External | <ul style="list-style-type: none"> <li>• New website can allow a rebrand for the company.</li> <li>• Educate artists and clients on digital marketing through blog posts and web seminars.</li> <li>• Use social media to boost the brand awareness of Deviate Digital, enticing future clients.</li> </ul> | <ul style="list-style-type: none"> <li>• A lot of other creative marketing agencies in the industry (have to come distinguishable).</li> <li>• Small team may result in budget and time constraints for any new business ideas/growth.</li> </ul>                                               |
|          | Opportunities                                                                                                                                                                                                                                                                                               | Threats                                                                                                                                                                                                                                                                                         |

**Existing Website**



A 360 creative digital agency.

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# Rebranding Process

**Logo**

## Red

Excitement  
Strength  
Love  
Energy

## Orange

Confidence  
Success  
Bravery  
Sociability

## Yellow

Creativity  
Happiness  
Warmth  
Cheer

## Green

Nature  
Healing  
Freshness  
Quality

## Blue

Trust  
Peace  
Loyalty  
Competence

## Pink

Compassion  
Sincerity  
Sophistication  
Sweet

## Purple

Royalty  
Luxury  
Spirituality  
Ambition

## Brown

Dependable  
Rugged  
Trustworthy  
Simple

## Black

Formality  
Dramatic  
Sophistication  
Security

## White

Clean  
Simplicity  
Innocence  
Honest



# Potential Logos



A 360 creative digital agency.



A 360 creative digital agency.



A 360 creative digital agency.

# Final Logo



deviate digital.

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**Website**



deviate digital.

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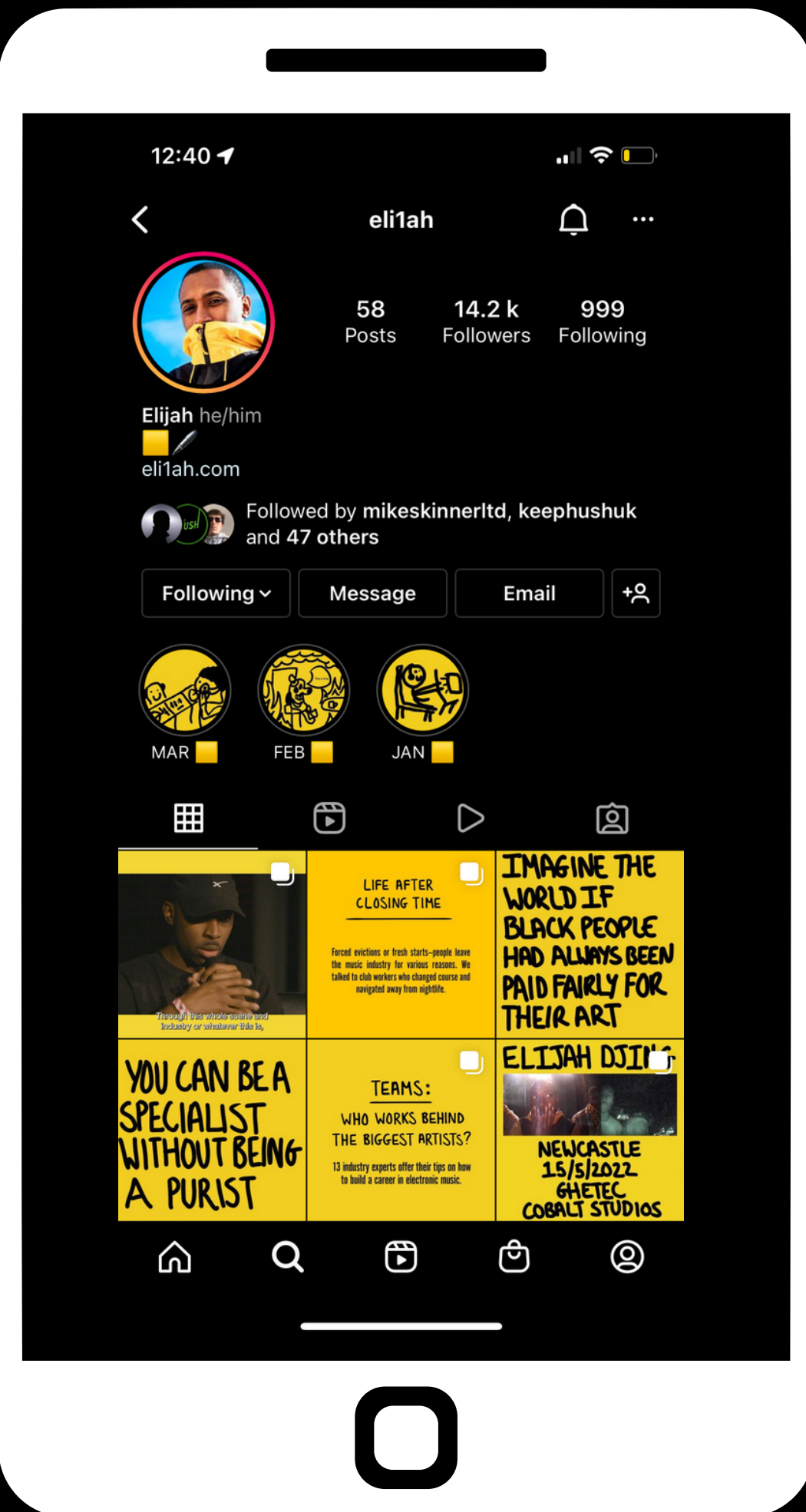
TILEYARD  
MUSIC

BMG

# Content Creation

**Existing Content**

# Influences







zoom



▶ ⏸ 🔊 16:27 / 1:22:28



# Music Ally TV :: A [#BrokenRecord](#) special with Tom Gray and Sammy Andrews (Ep 4)

1,703 views • Streamed live on May 15, 2020

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Live chat replay is not available for this video.