



◆ **GOOD SOLDIER LABEL REBRANDING PROJECT**

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◆ Label Analysis

Introduction



Good Soldier is an **independent** music publisher and record label, part of Downtown Music Publishing since 2020



Representing heterogeneous notable and upcoming artists:

Freya Ridings - Birdy - The 1975 - Gavin James - Love Fame Tragedy - Biffy Clyro - Larkins - Jack Cullen

Currently focuses on a broad scope of music genres, such as:

Pop - Alternative Rock - Afro-pop - Dance & Electronic

Top Artists Prospect

Key Metrics



THE 1975
Alternative Rock



BIRDY
Pop



GAVIN JAMES
Pop



FREYA RIDGING
Pop

SPOTIFY FOLLOWERS

5M

3M

600k

300k

SPOTIFY MONTHLY LISTENERS

9M

7M

5M

3M

INSTAGRAM FOLLOWERS

394K

480K

132K

194K

Expected Key Income Sources For Music Publishing And Record Label:

From Records

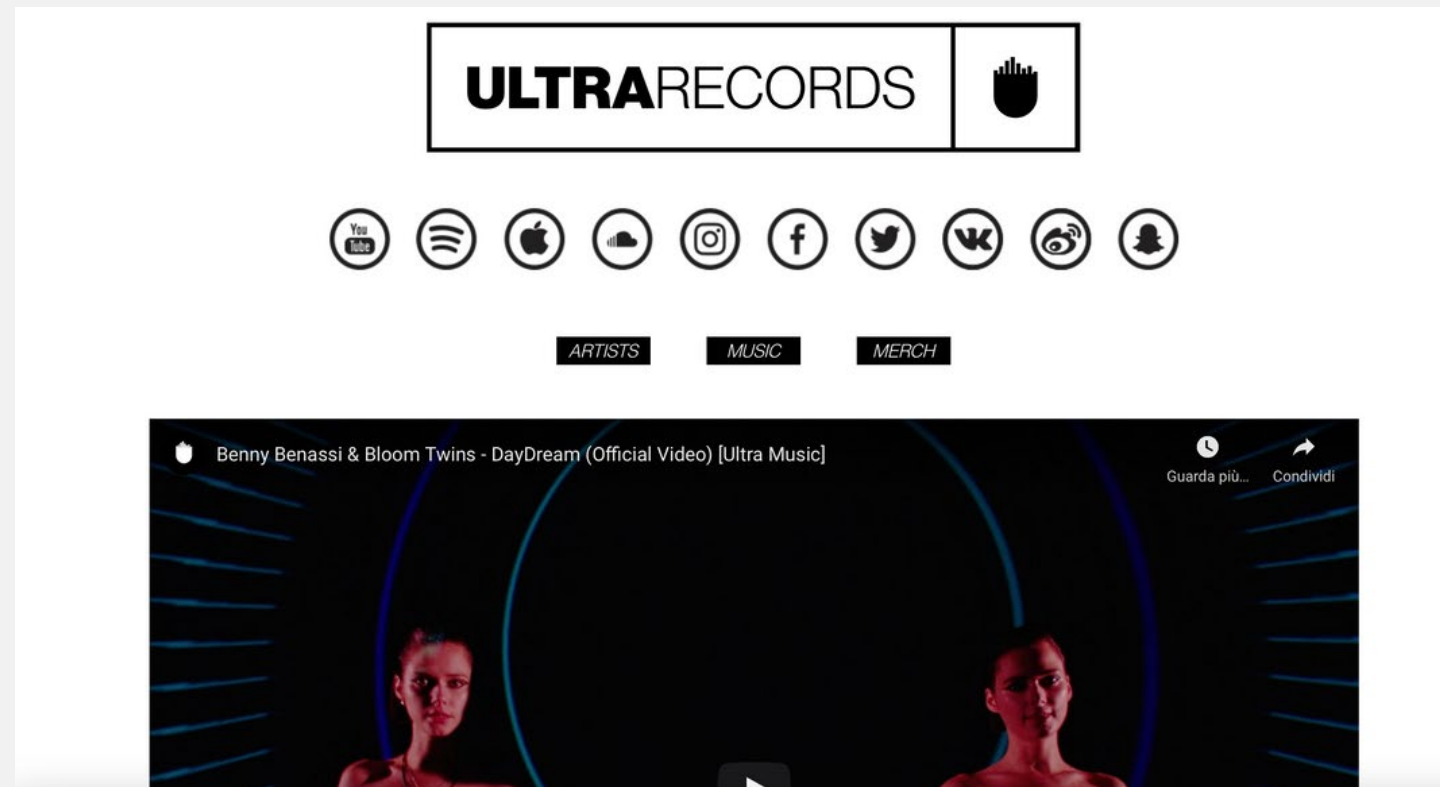
- Mechanical Royalties
- Physical Sales
- Digital Streaming

From Artists

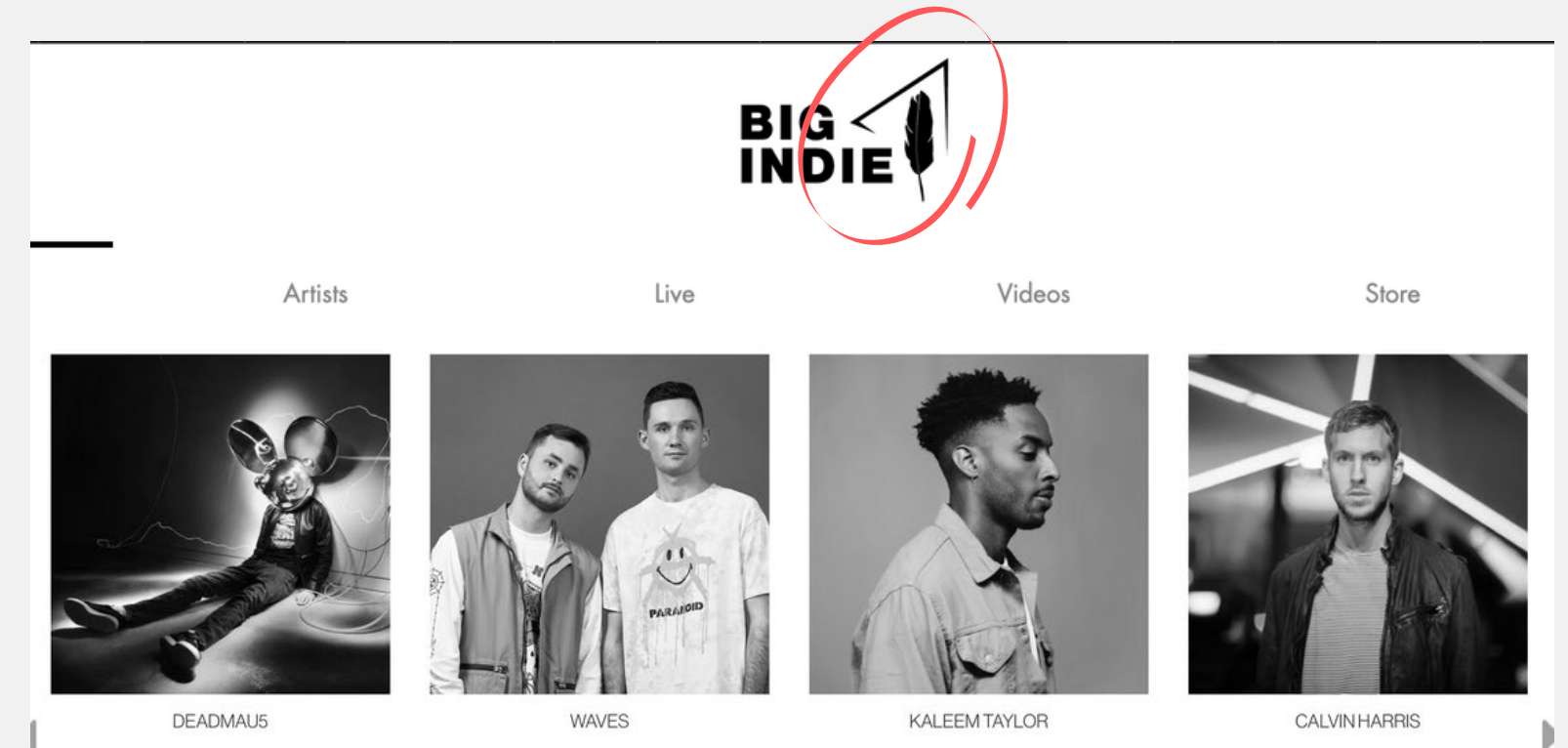
- Performance Royalties
- Publishing & Licensing
- Shows & Events

Notable Competitors Identified

Ultra



Big Indie



«Geometric» logo  GOOD SOLDIER

Similar «look and feel» mid-level labels serving as aggregator for different genres

SWOT Analysis

STRENGTHS

- 1.strong reputation
- 2.flexibility in the artist development

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WEAKNESSES

- 1.lack of well defined core values
- 2.unclear information about the company and its services

OPPORTUNITIES

- 1.Increment of the artist roster
- 2.increasing appeal to target audience thanks to the rebranding campaign

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THREATS

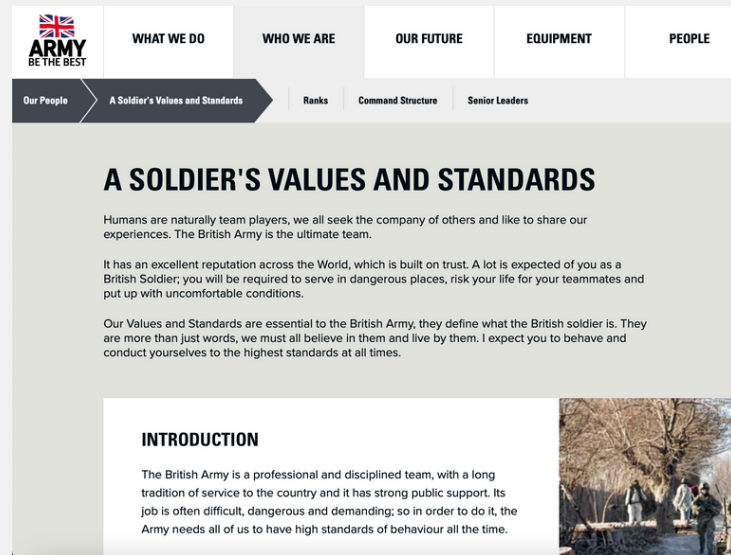
- 1.competitive disadvantage due to lack of distinctiveness
- 2.risk of anonymity from low social media presence

Significant improvement margin by genre-specialization and brand identity focus



◆ Re-Branding

Transitioning Towards a New Brand



Good soldier is a **transformational** (i.E. Evocative) name, recalling to the military imaginary

Drawing from inspirational values of a "good soldier" in the army, they serve as guidelines as brand transformation in a different world: the music industry

NEW CORE VALUES

Professionalism

Aiming at being the best solution for each artist aspirations

Courage

Striving for boldness and uniqueness as a label

Discipline

Commitment for action and rigorous decisions

Loyalty

Thinking strategically in long-term partnership with artists

Integrity

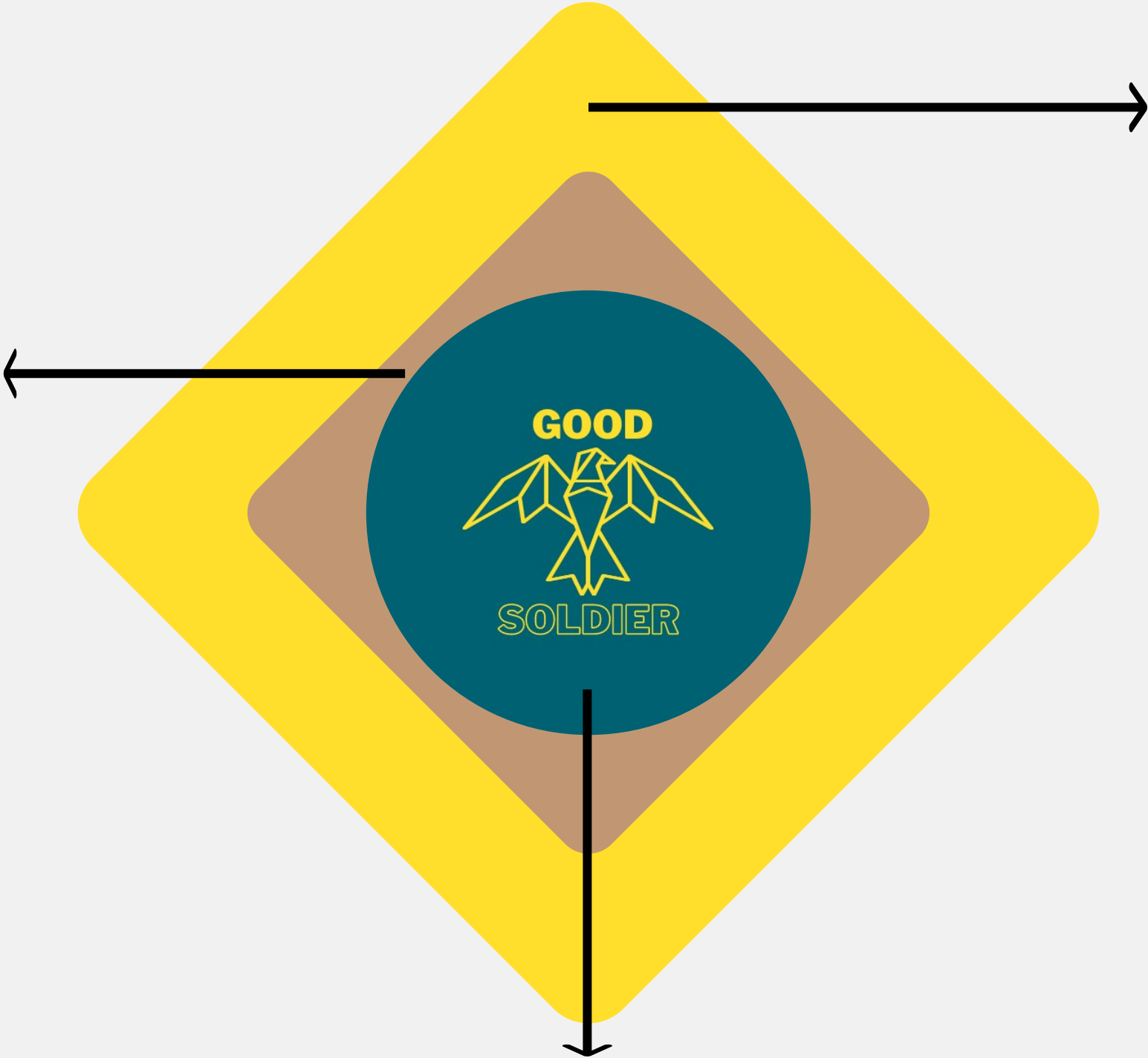
Prioritizing artists legacy and dismissing instant gratifications

Channeling positive values to re-build the essence of an independent music label

Brand Structure

IDENTITY SYSTEM

- Values
- Tone of Voice
- Colours
- Fonts
- Graphics
- Website
- Social



BRAND EXPERIENCE

- Essence of a product/service
- Reputation: what makes people talk about your product/service
- Physical and emotional experience

“WITH AN ETHOS NOT UNLIKE DOWNTOWN’S, CHRISTIAN HAS BUILT AN INCREDIBLE, DIVERSE ROSTER AT GOOD SOLDIER SONGS AND WE’RE ECSTATIC TO ADD ITS MUSIC TO OUR CATALOG.”

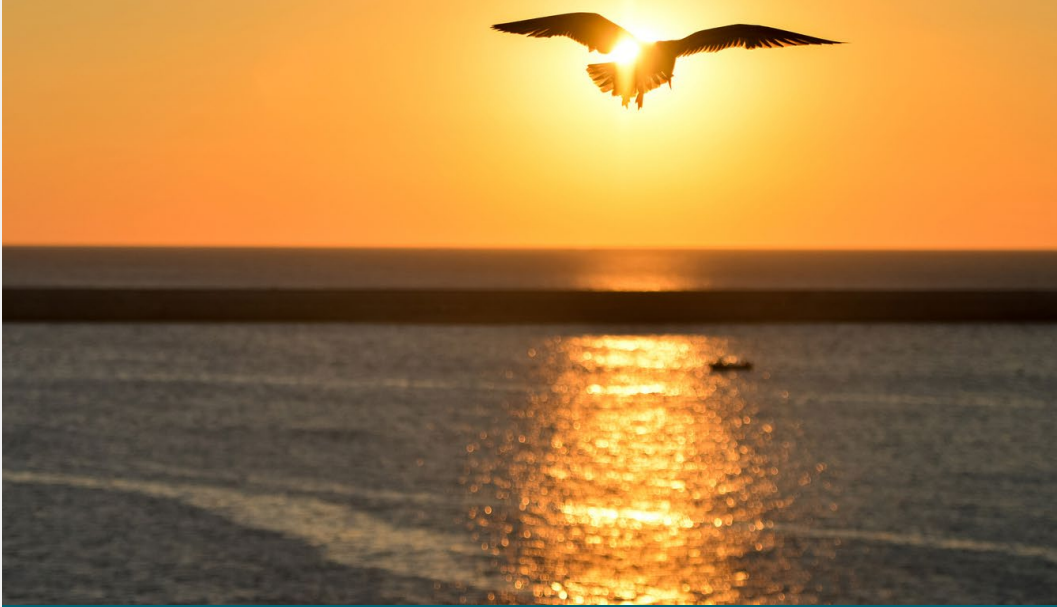
- ROBERTO NERI, DOWNTOWN MUSIC PUBLISHING

LOGO

MANIFESTATION OF BRAND EXPERIENCE AND BRAND INDENTITY

Brand Imaginary

**FREEDOM OF
EXPRESSION**



VIBRANCE



UNCONVENTIONALITY



MOOD-BOARD



Color Palette



Vibrant palette to evoke positive brand values

CURRENT LOGO



NEW LOGO

**FOCUS ON
COMMUNICATING
THE SENSE OF FREEDOM
THROUGH THE
REPRESENTATION
OF A BIRD IN FLIGHT**



**THE GEOMETRIC ELEMENT
WITHIN THE ORIGINAL
LOGO
HAS BEEN INCORPORATED
BY THE NEW LOGO**



◆ Case Presentation

CURRENT WEBSITE APPEARANCE



ARTISTS

CONTACT



FILTER BY: ALL ▾

ARTISTS

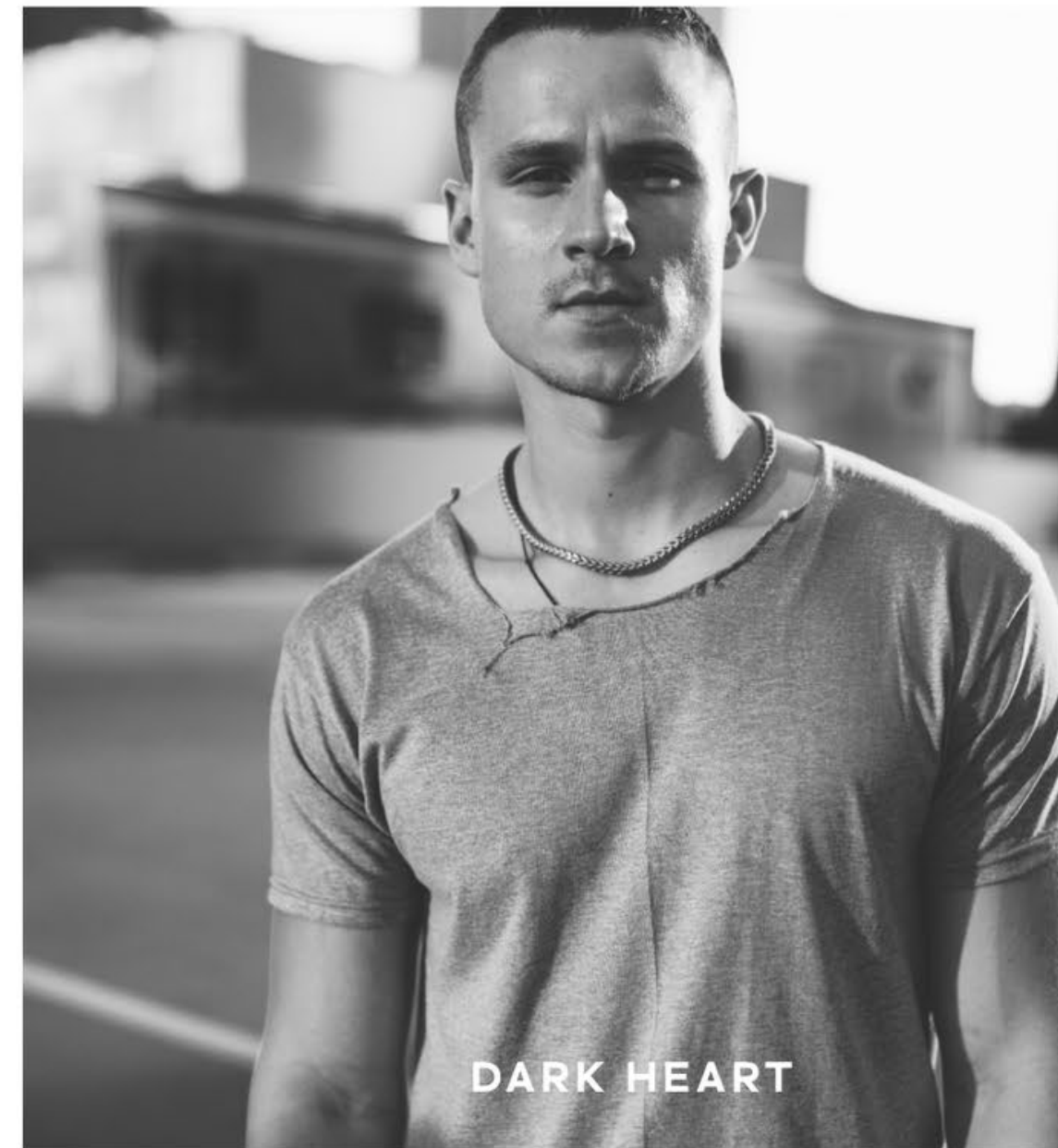
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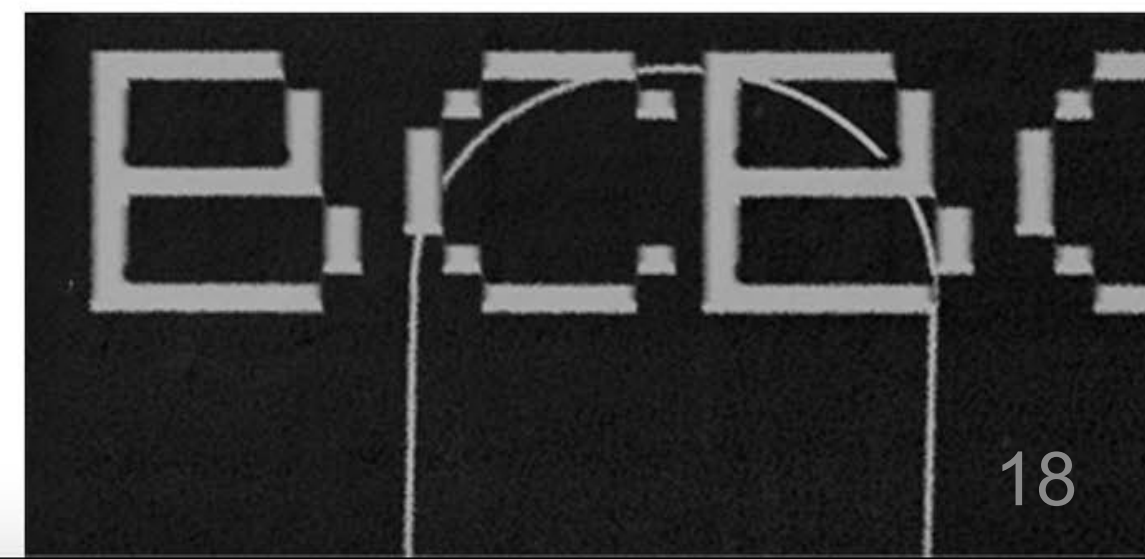
THE 1975



CEDRIC GERVAIS



DARK HEART





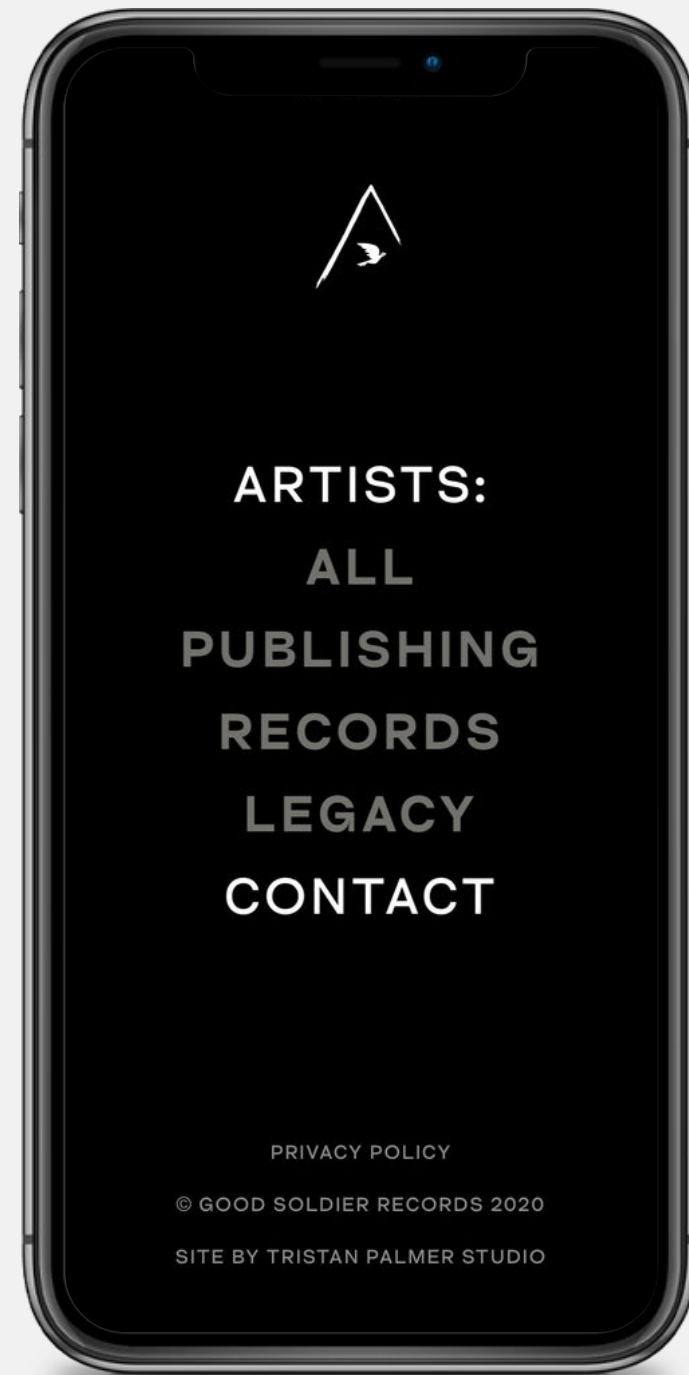
INFO@GOODSOLDIER.COM

SYNC@GOODSOLDIER.COM

PRESS@GOODSOLDIER.COM

JOBS@GOODSOLDIER.COM







NEW BRANDED CONTENT



GOOD SOLDIER

ARTISTS



ALL

PUBLISHING

RECORDS

LEGACY





ABOUT



COURAGE

DISCIPLINE

RESPECT

INTEGRITY

LOYALTY

PROFESSIONALISM

**GOOD SOLDIER IS A LONDON
BASED
INDEPENDENT MUSIC COMPANY.**

**WE HELP ARTISTS
TO SPREAD THEIR WINGS.**



CONTACT



INFO@GOODSOLDIER.COM

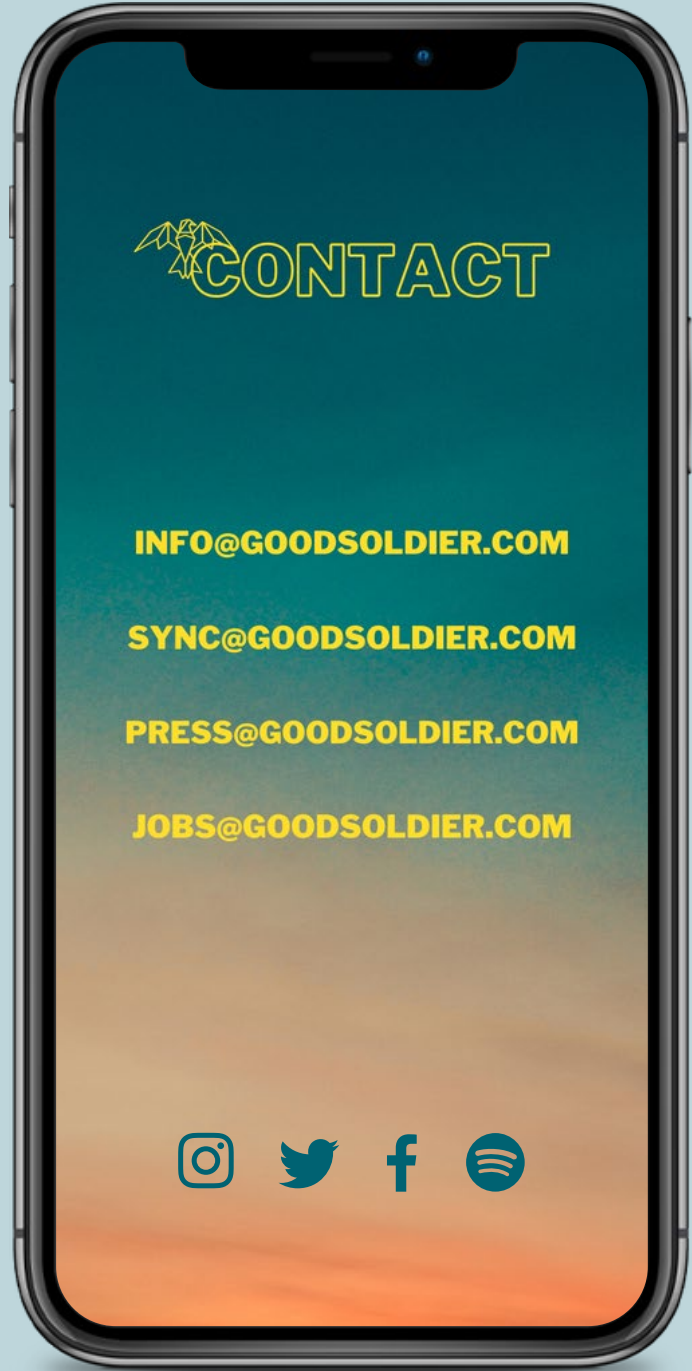
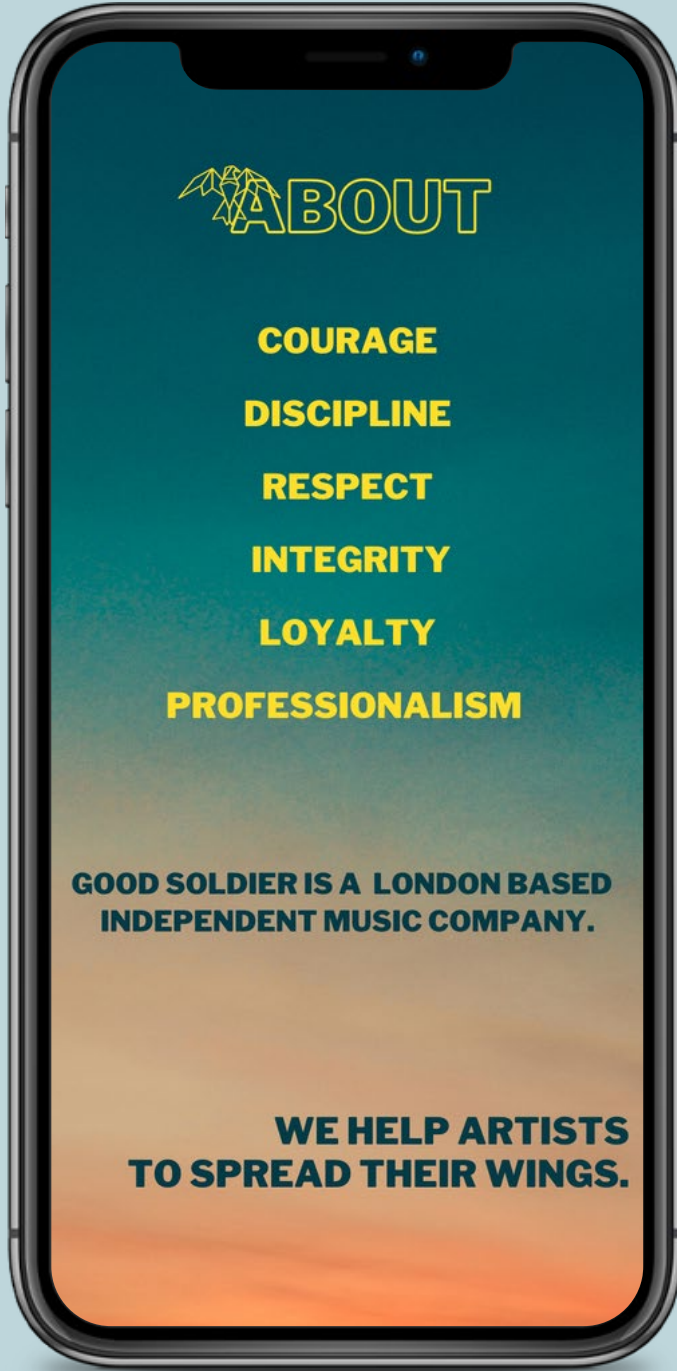
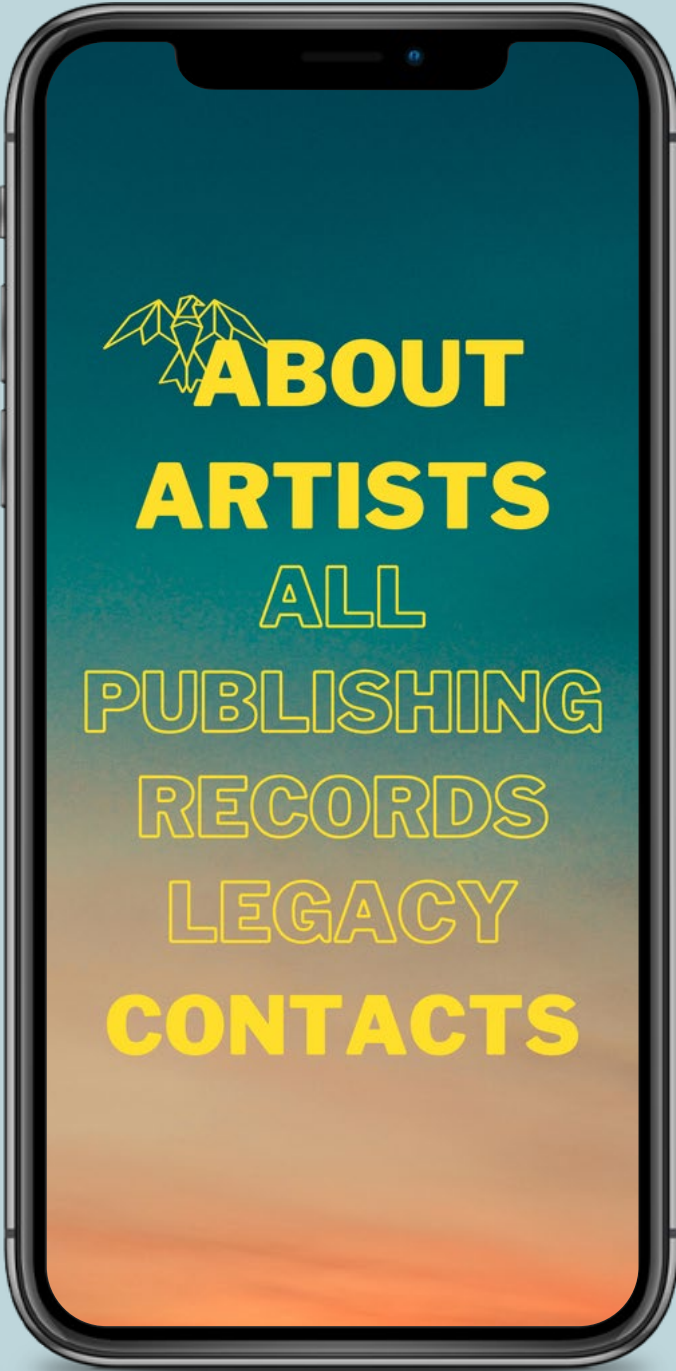
SYNC@GOODSOLDIER.COM

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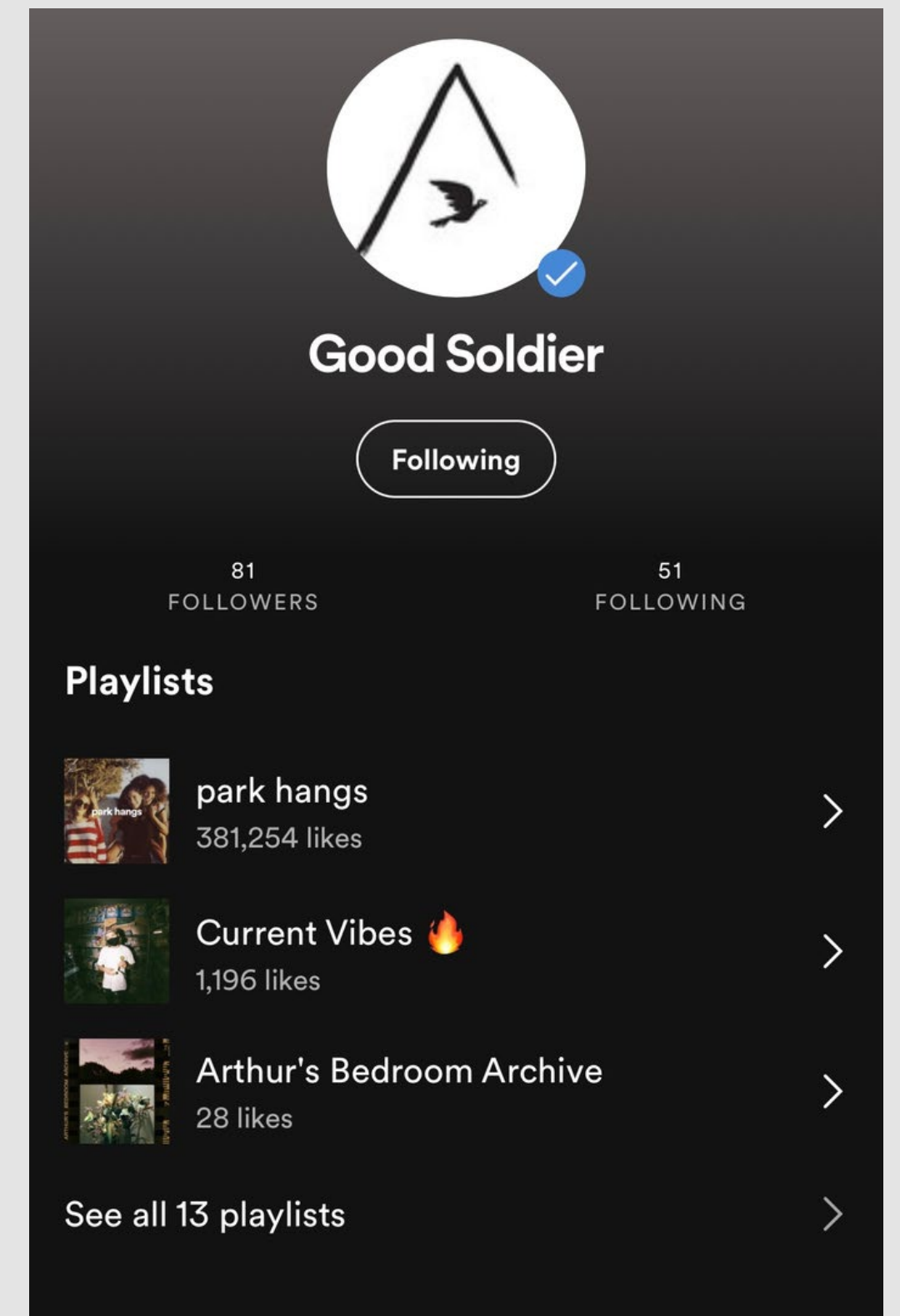
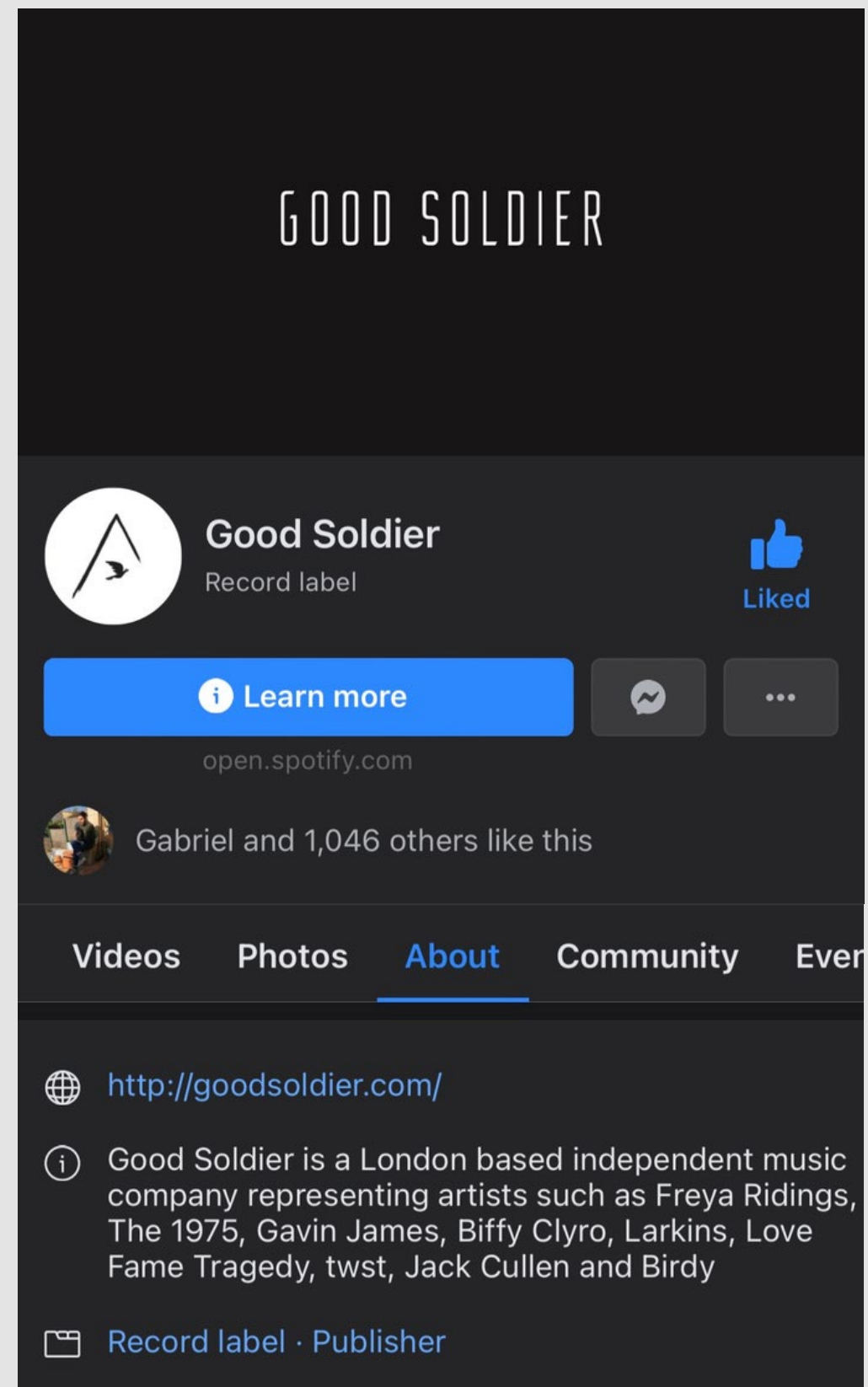
JOBS@GOODSOLDIER.COM



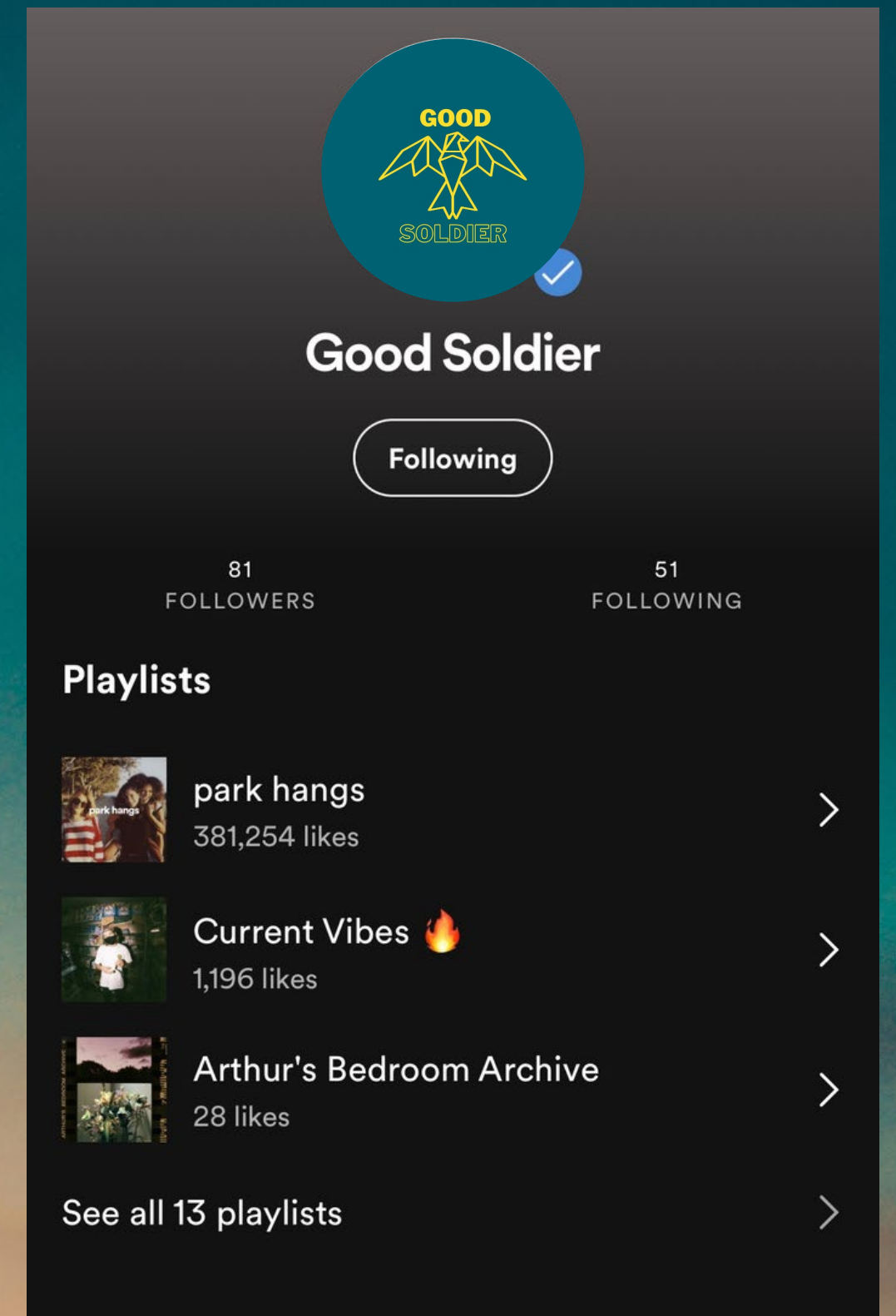
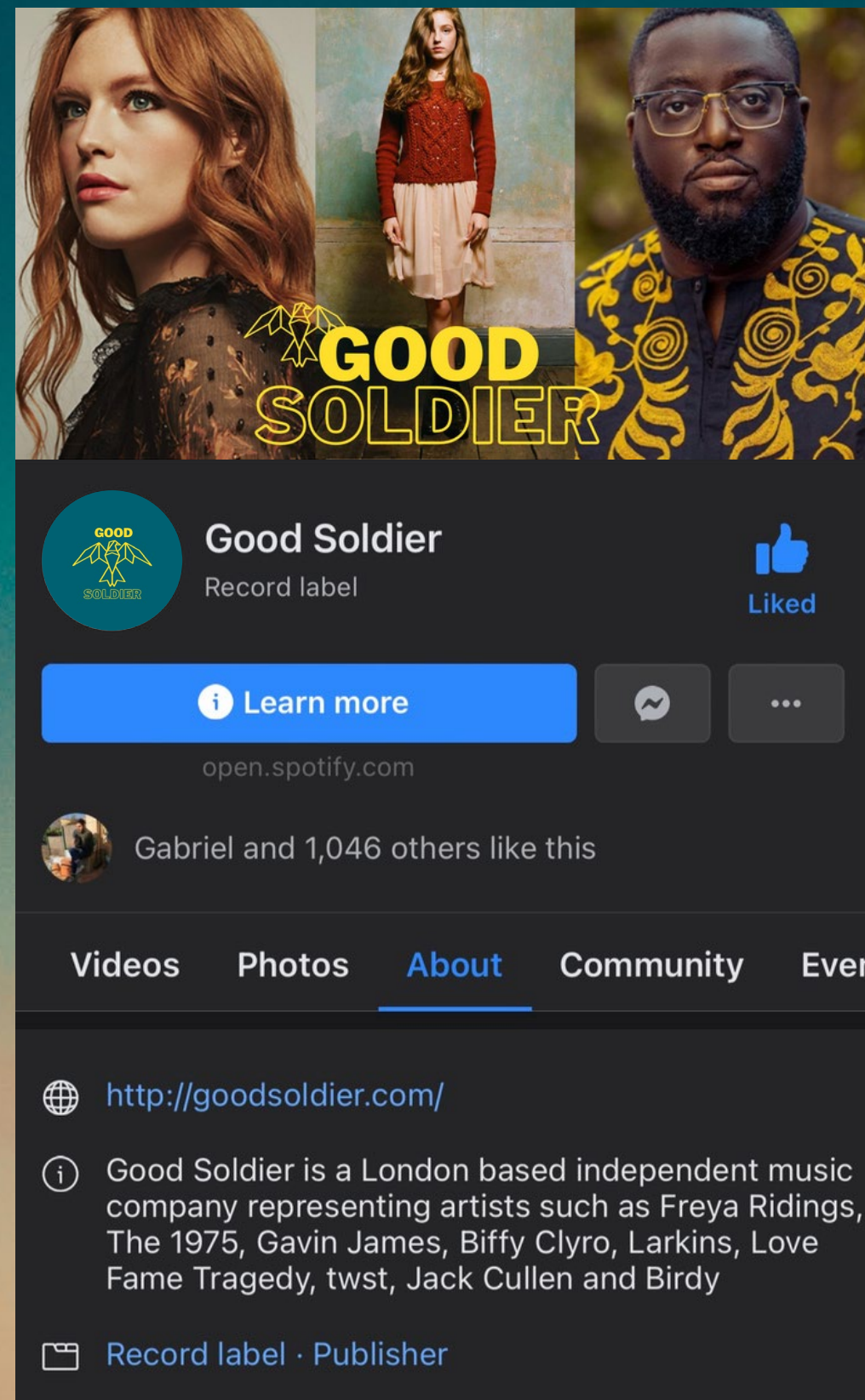
MOBILE APPEARANCE



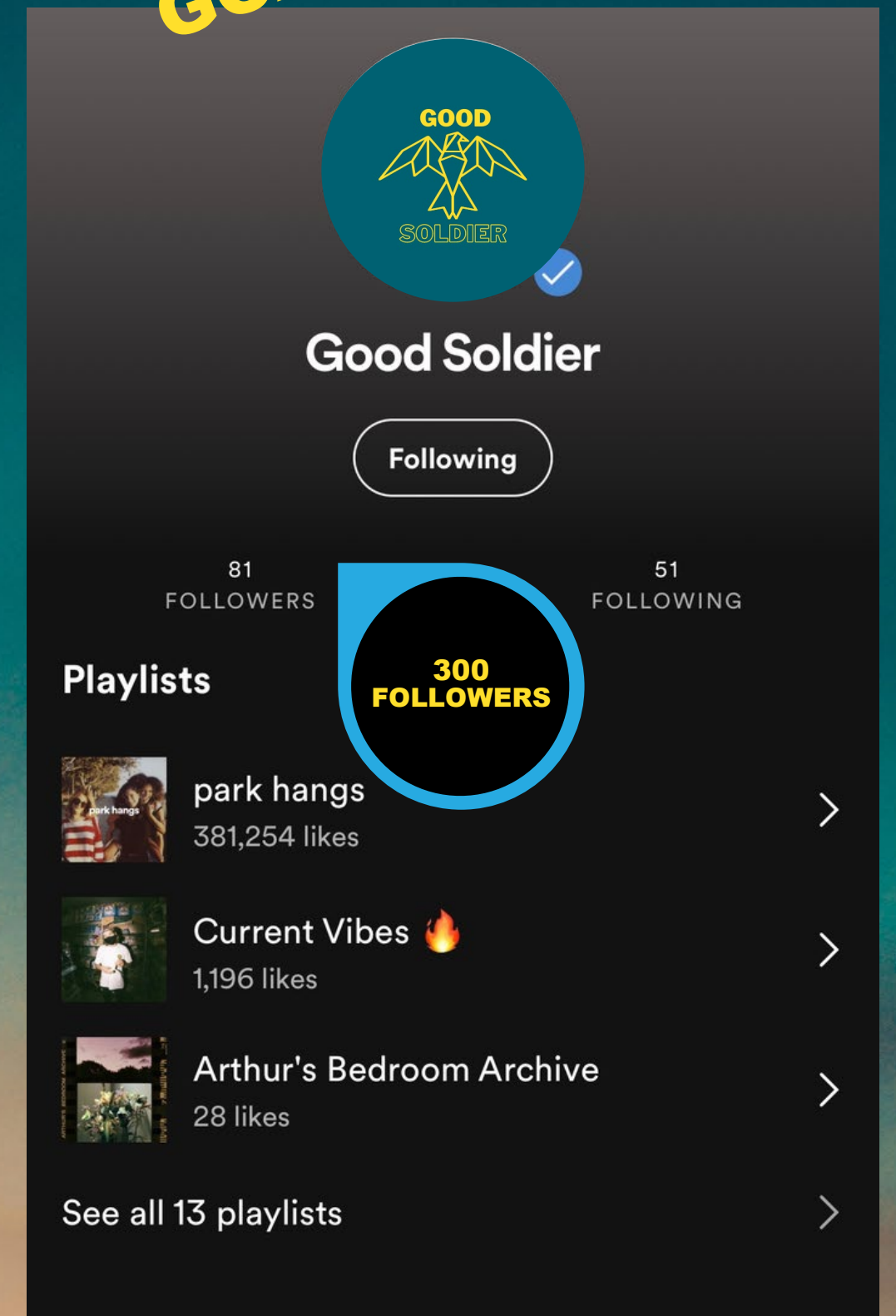
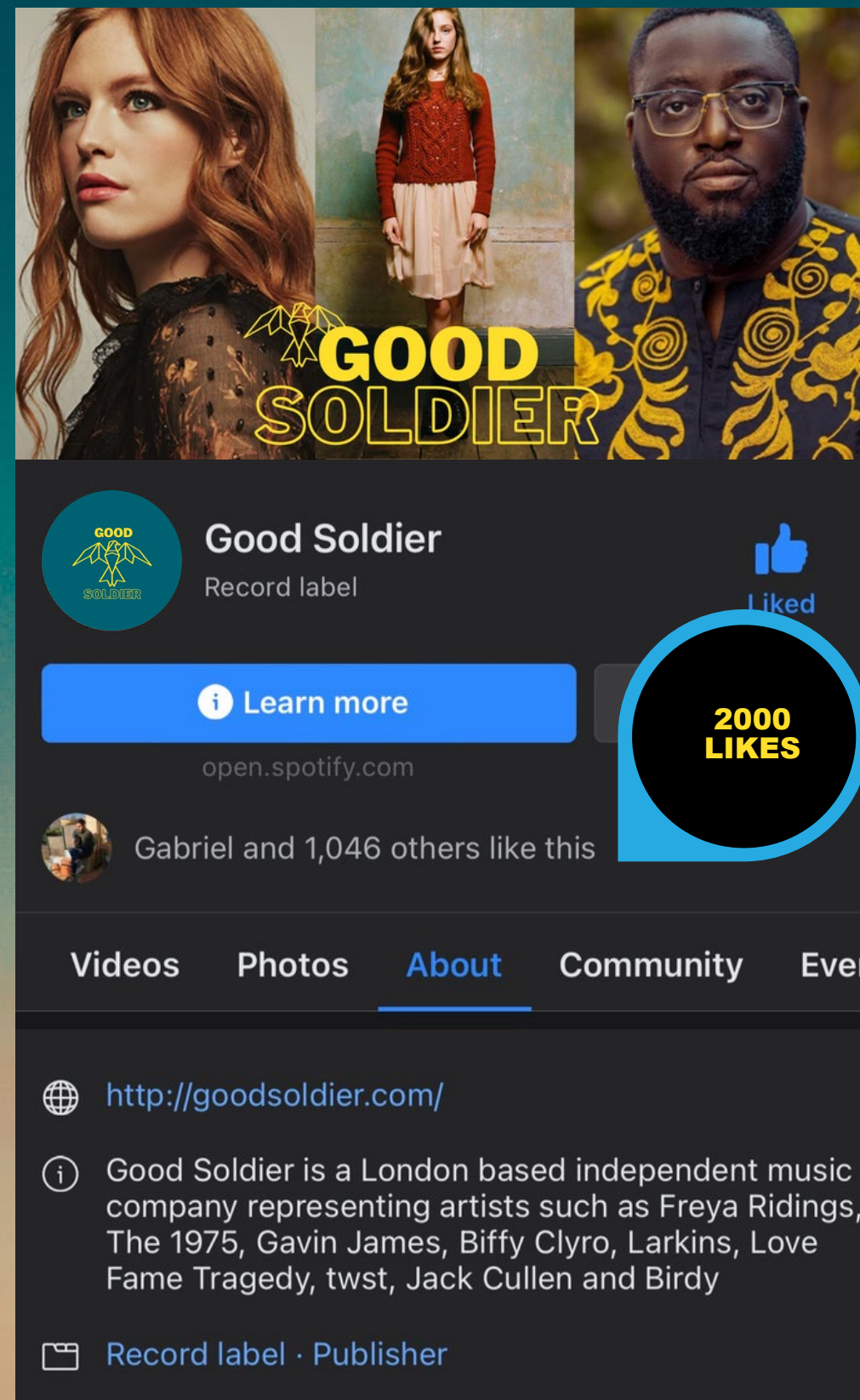
CURRENT SOCIAL MEDIAS



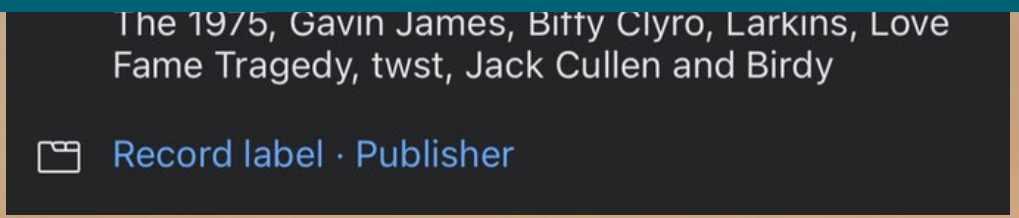
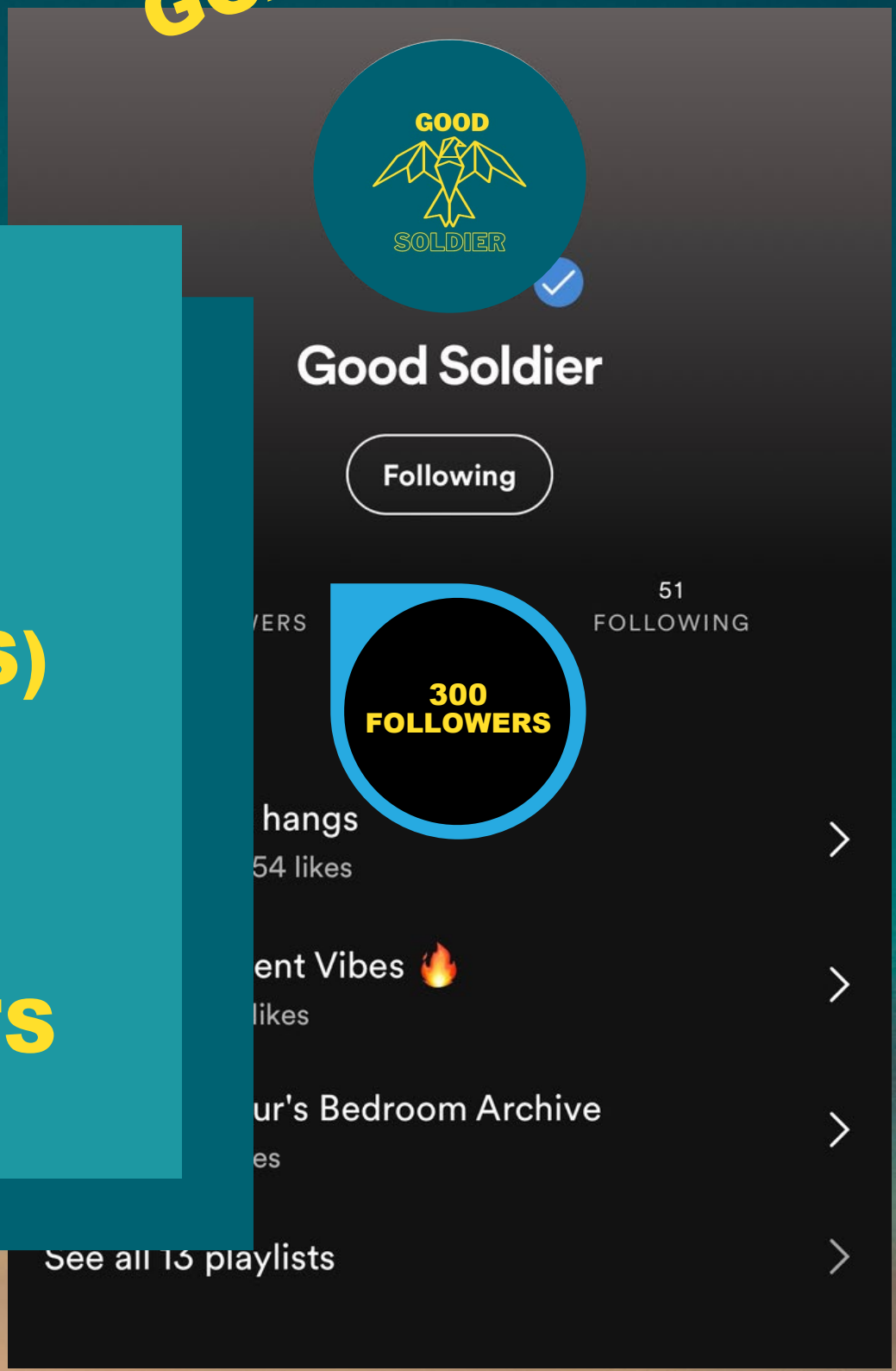
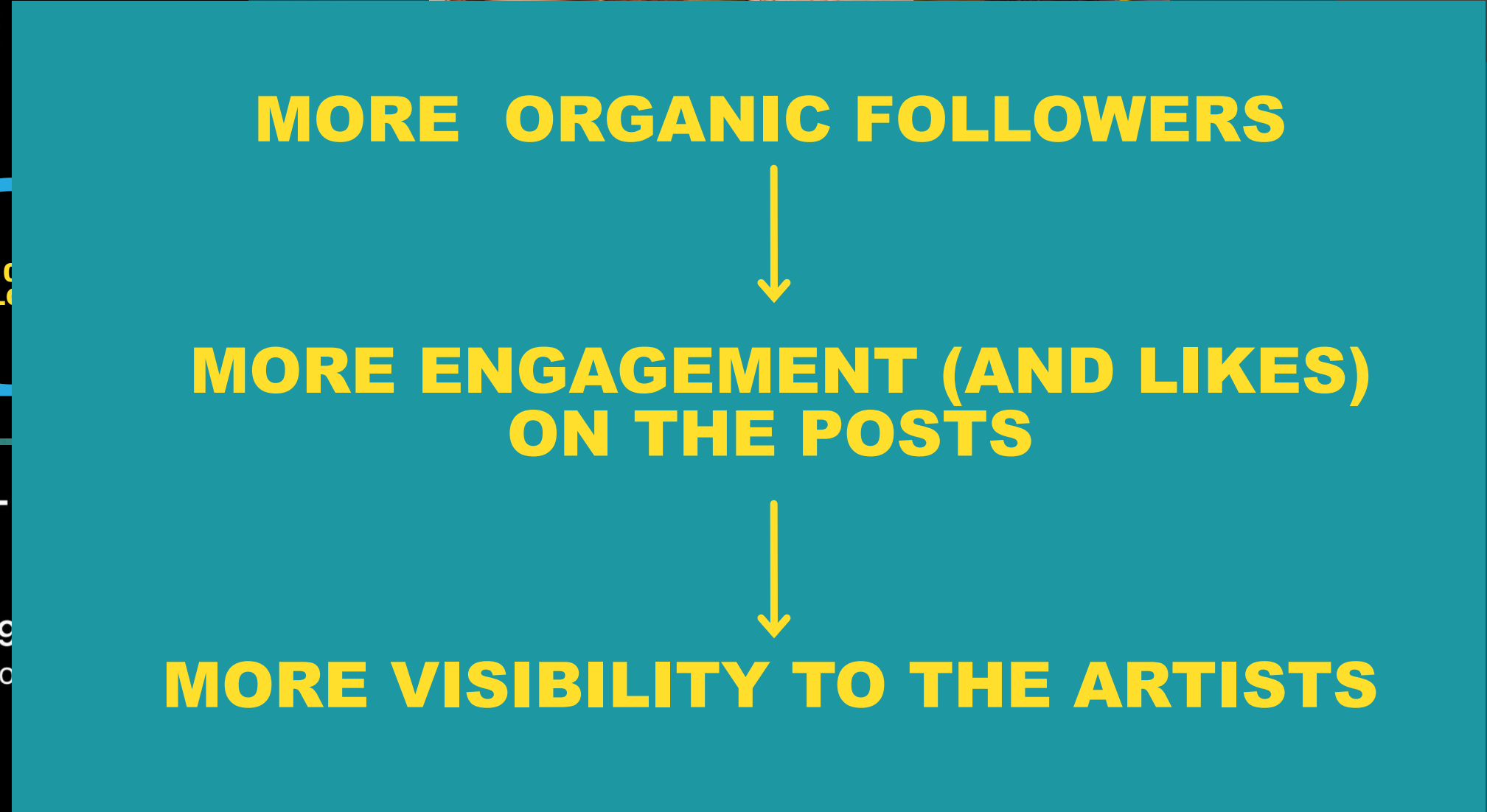
TARGET SOCIAL MEDIA



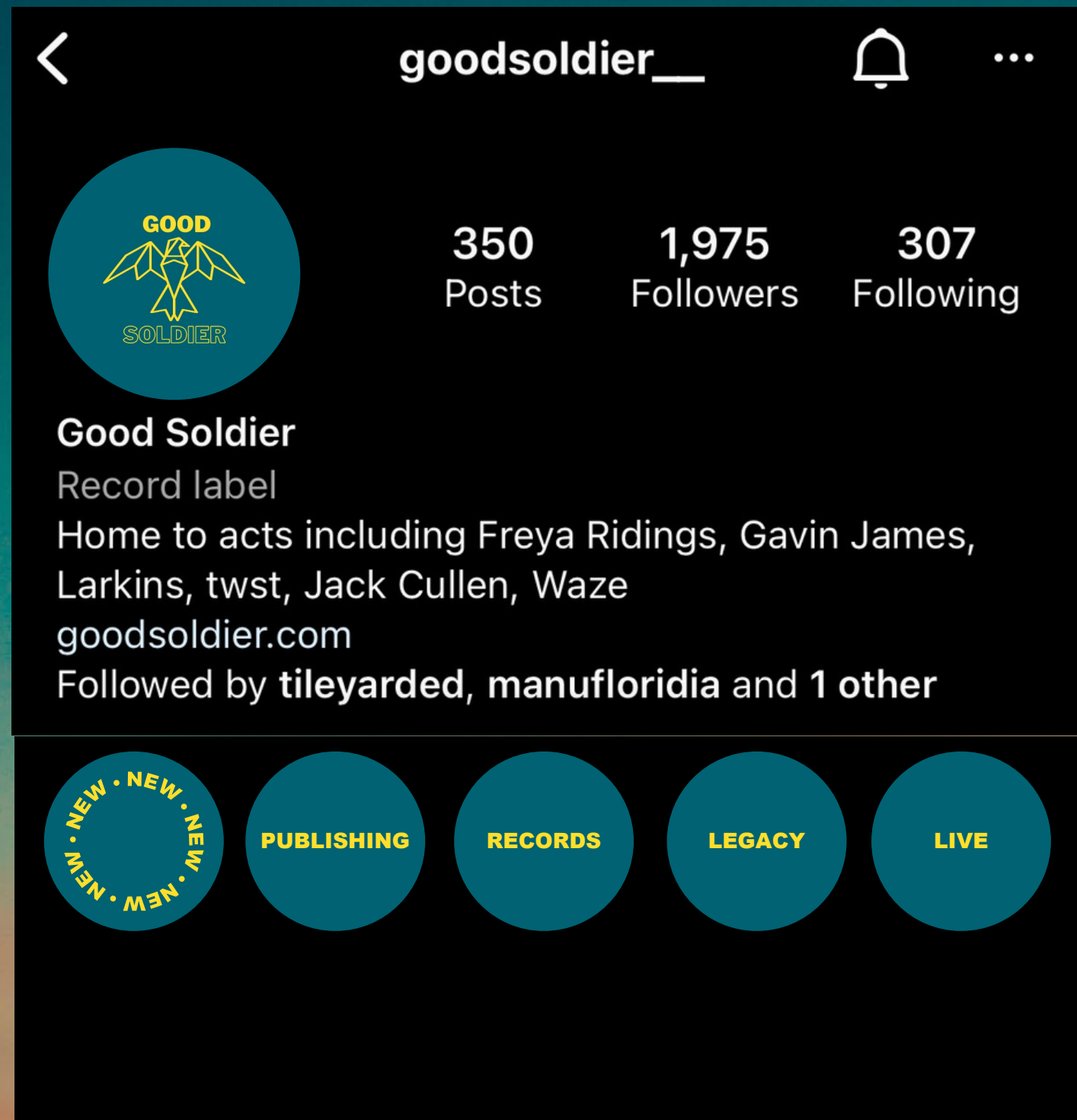
TARGET SOCIAL MEDIA GOALS



TARGET SOCIAL MEDIA GOALS



TARGET SOCIAL MEDIA GOALS



ADDING INSTAGRAM HIGHLIGHTS:

- EVIDENCE THE EVOLUTION, THE SUCCESSES AND THE NEW RELEASES OF THE ARTISTS ROSTER
- HELP PROMOTING LIVE PERFORMANCES AND EVENTS



TARGET SOCIAL MEDIA

Weekly timeline on instagram

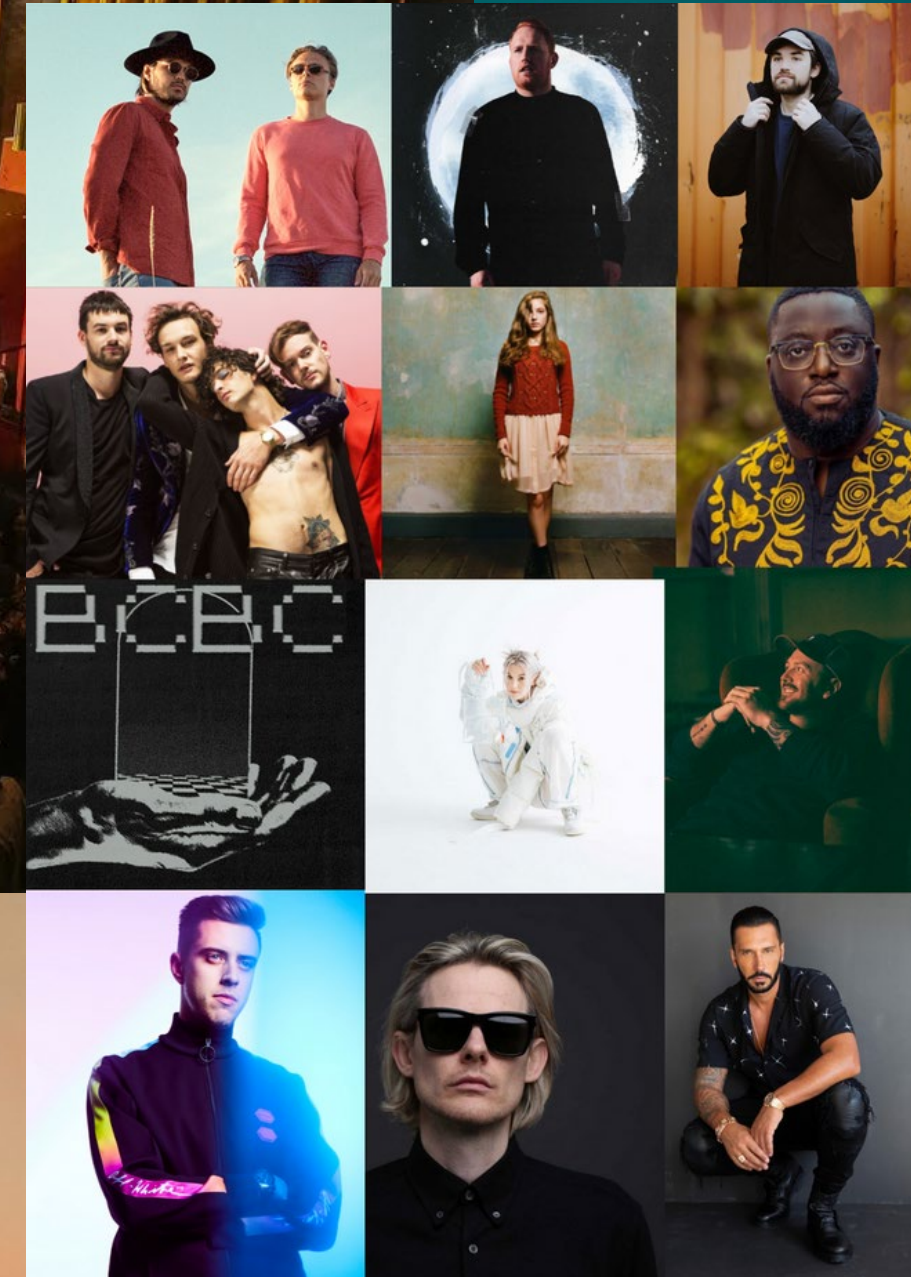
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MORNING		NEW RELEASES			NEW RELEASES		
AFTERNOON	PAST WEEKEND EVENTS		ARTISTS REPOSTS			ARTISTS REPOSTS	
EVENING				GIG ANNOUNCEMENT			GIG ANNOUNCEMENT



LIVE EVENT



AMAZING GRACE - LONDON BRIDGE



FORECASTED PROJECT BUDGET

ONE OFF COSTS

WEBSITE DESIGN:	£3,000
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BRAND IDENTITY REVISION:	£2,000
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LIVE EVENT:	£8,000
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TOTAL:	£13,000
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RECURRING COSTS Monthly

SOCIAL media MANAGER:	£1,800
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INSTAGRAM sponsored posts:	£200
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TOTAL: (X6)	£12,000
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ESTIMATED TOTAL BUDGET FOR 6 MONTHS CAMPAIGN:

£25,000

HEAD OF TERMS AGREEMENT

April 2022

The client hires Chiara Filomeni to develop a brand strategy, marketing and social media strategy and to act as the project manager for the ensuing campaigns.

The client and Chiara Filomeni will keep these assets private, so they cannot share this outside of the contractual parties.

The parties agree that from April 2022 Chiara Filomeni will provide updates of the project, and there will be weekly meetings between the parties.

The social media campaign will be conducted by a social media manager. The estimated end date for the social campaign is: October 2022

The parties agree to the following payment and payment terms:

Estimated total budget for 6 months campaign: £25,000

N.B. : This is only an estimate, the prices will be set during the course of the campaign and will be communicated in right advance to the company, so to decide whether to proceed or not.

Non-refundable deposit of £ 3,000 to be made at the start of the contract.

The client is free to terminate the agreement and cancel the project at any time, however, the client's deposit will be kept as compensation for the cancellation.