GOOD SOLDIER
LABEL REBRANDING PROJECT

Index

- Label Analysis
- Re-Branding Approach
- Case Presentation

- 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 genes, such as:
Pop - Alternative Rock - Afro-pop - Dance & Electronic

Top Artists Prospect

Key Metrics









	THE 1975 *Alternative Rock*	BIRDY *Pop*	GAVIN JAMES *Pop*	FREYA RIDING *Pop*
SPOTIFY FOLLOWERS	5M	3M	600k	300k
SPOTIFY MONTHLY LISTENERS	9M	7M	5M	3M
INSTAGRAM FOLLOWERS	394K	480K	132K	194K

Revenue Streams

Expected Key Income Sources For Music Publishing And Record Label:

From Records

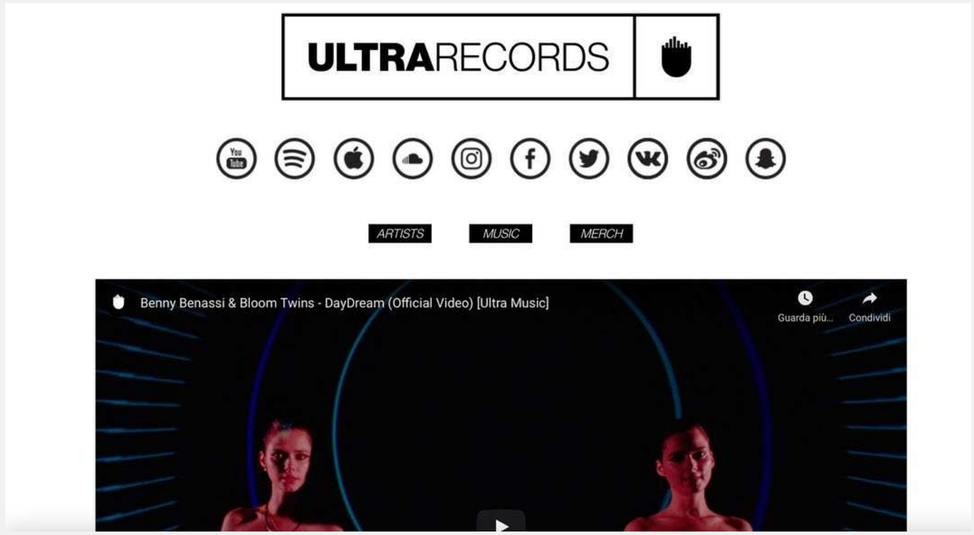
- Mechanical Royalties
- Physical Sales
- Digital Streaming

From Artists

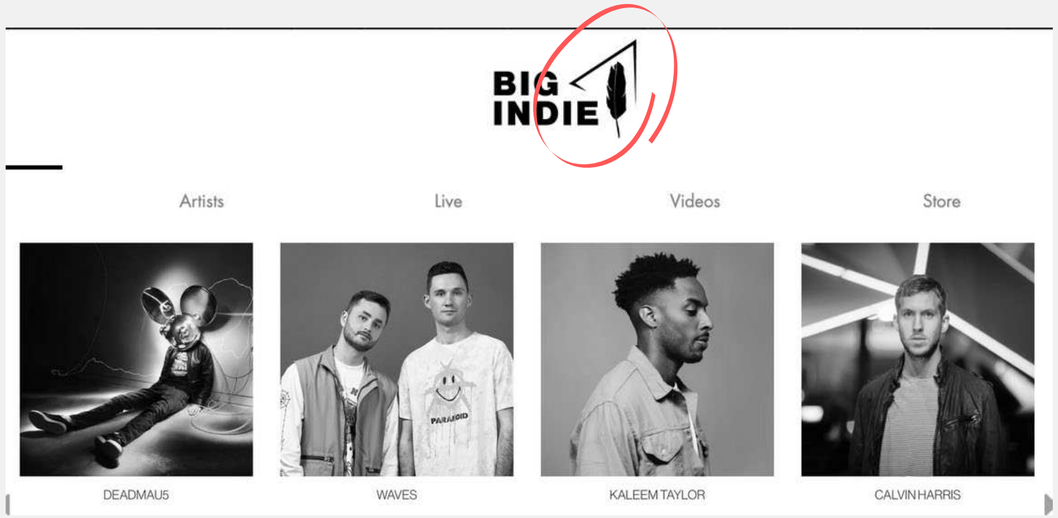
- Performance Royalties
- Publishing & Licensing
- Shows & Events

Notable Competitors Identified

Ultra



Big Indie

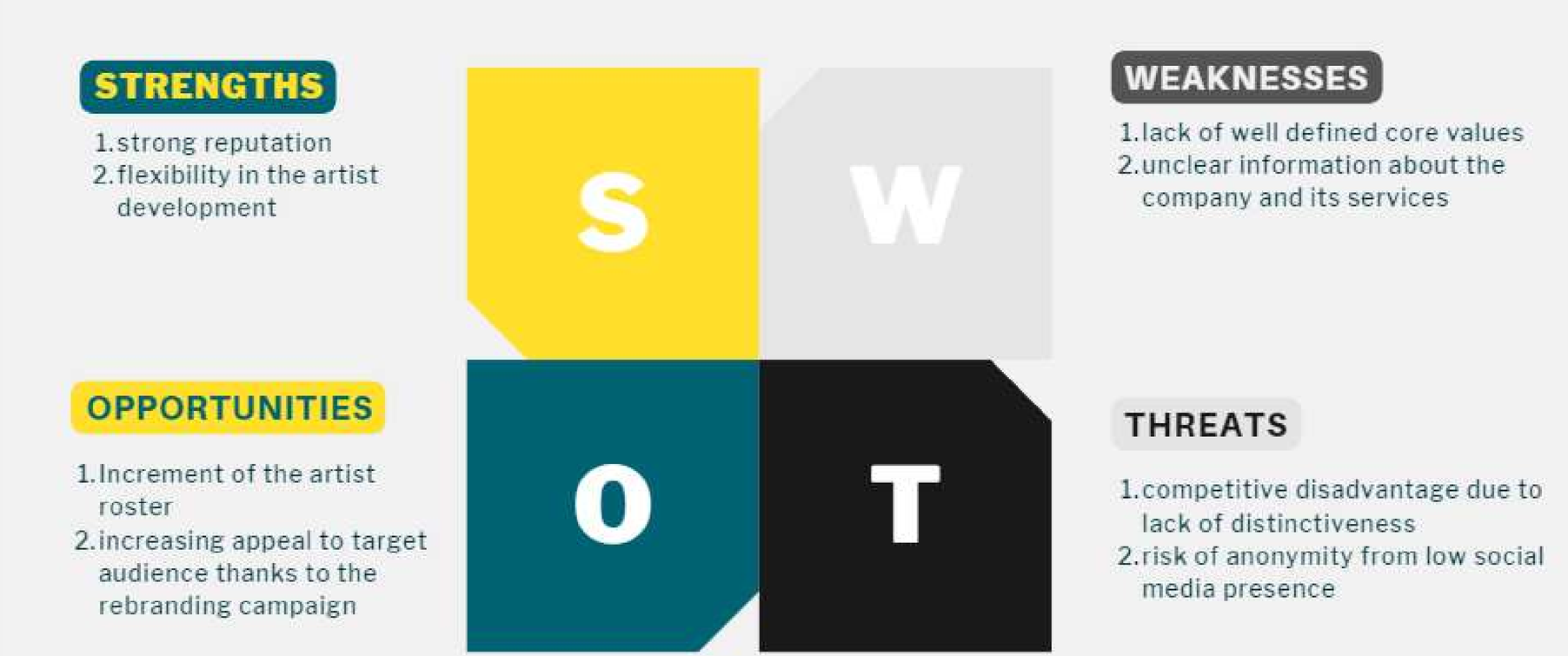


«Geometric» logo

GOOD SOLDIER

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

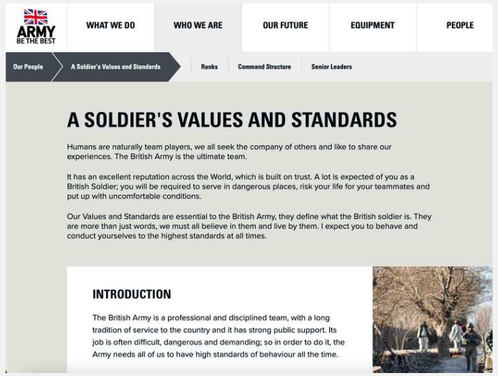
SWOT Analysis



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



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



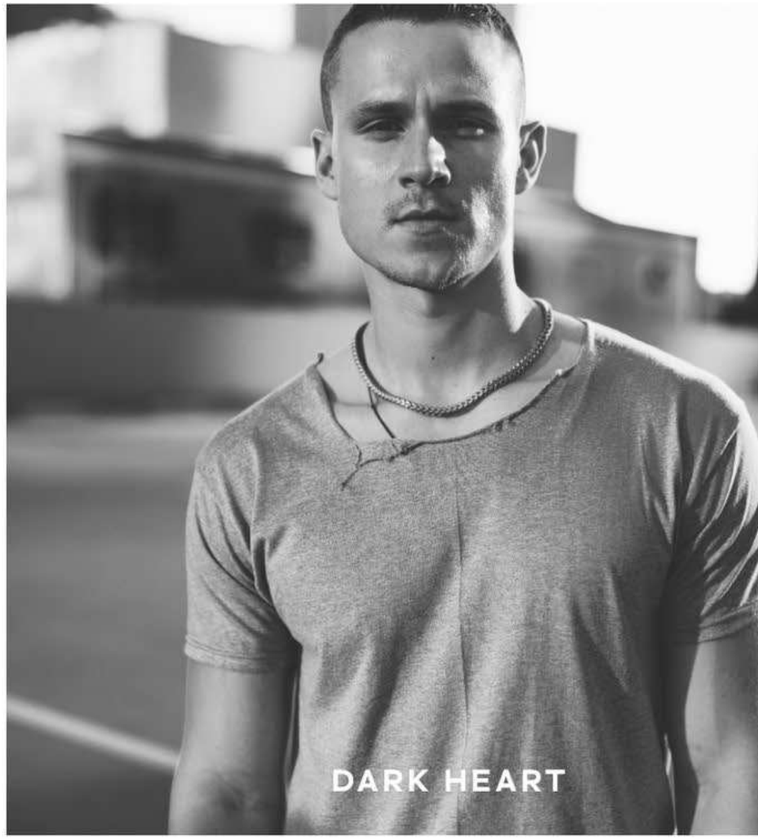
ARTISTS CONTACT

FILTER BY: ALL

ARTISTS CO

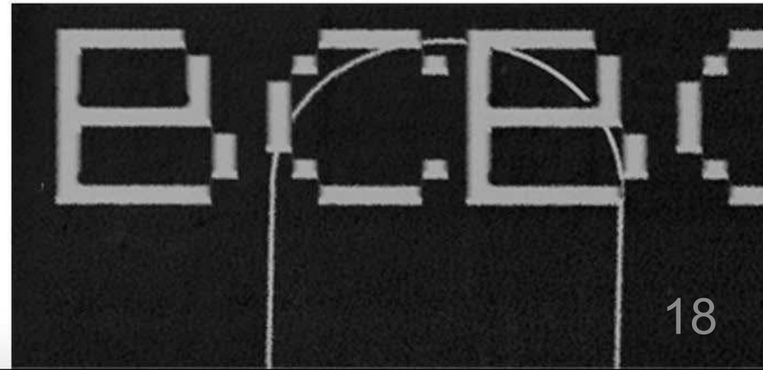












INFO@GOODSOLDIER.COM

SYNC@GOODSOLDIER.COM

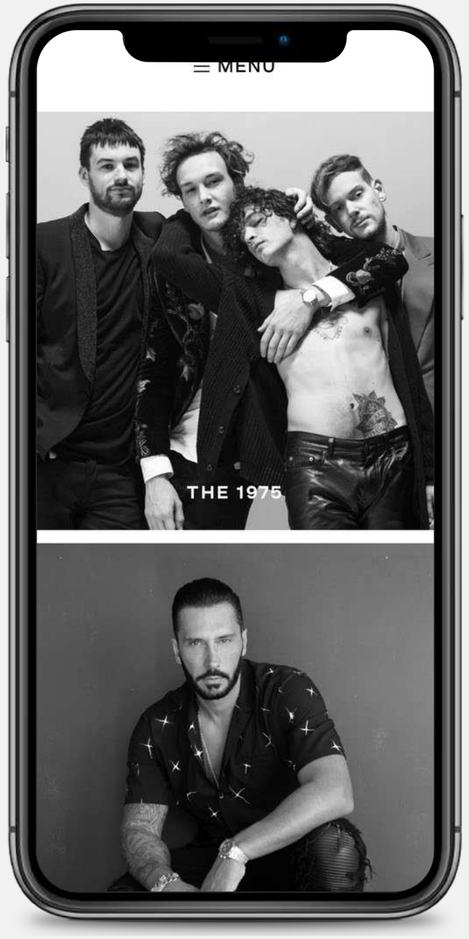
PRESS@GOODSOLDIER.COM

JOBS@GOODSOLDIER.COM

OOD SOLDIER RECORDS 2020


GOOD SOLDIER


ARTISTS:
ALL
PUBLISHING
RECORDS
LEGACY
CONTACT
PRIVACY POLICY
© GOOD SOLDIER RECORDS 2020
SITE BY TRISTAN PALMER STUDIO


MENU
THE 1975


MENU
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

PRESS@GOODSOLDIER.COM

JOBS@GOODSOLDIER.COM

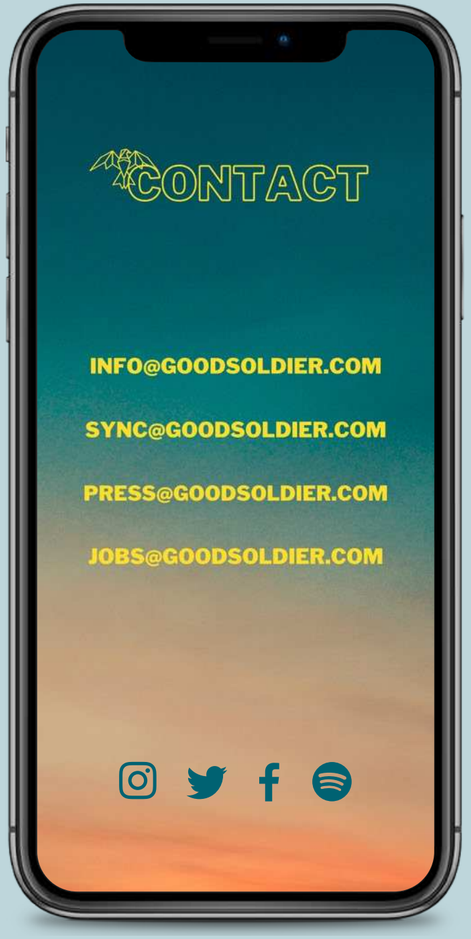
MOBILE APPEARANCE







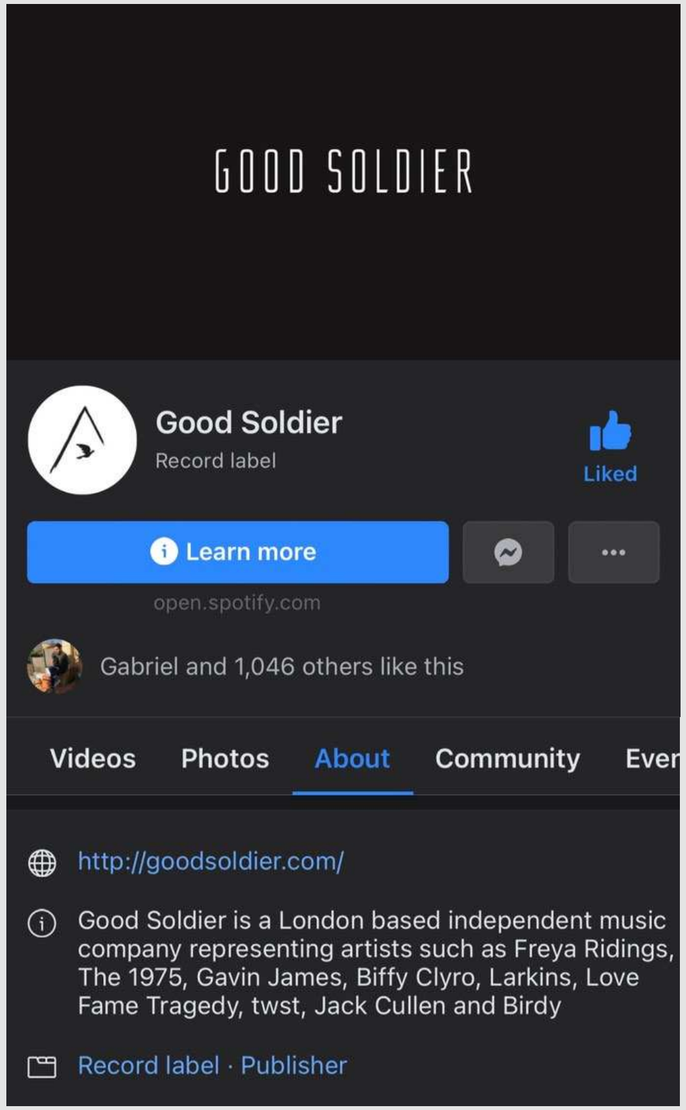


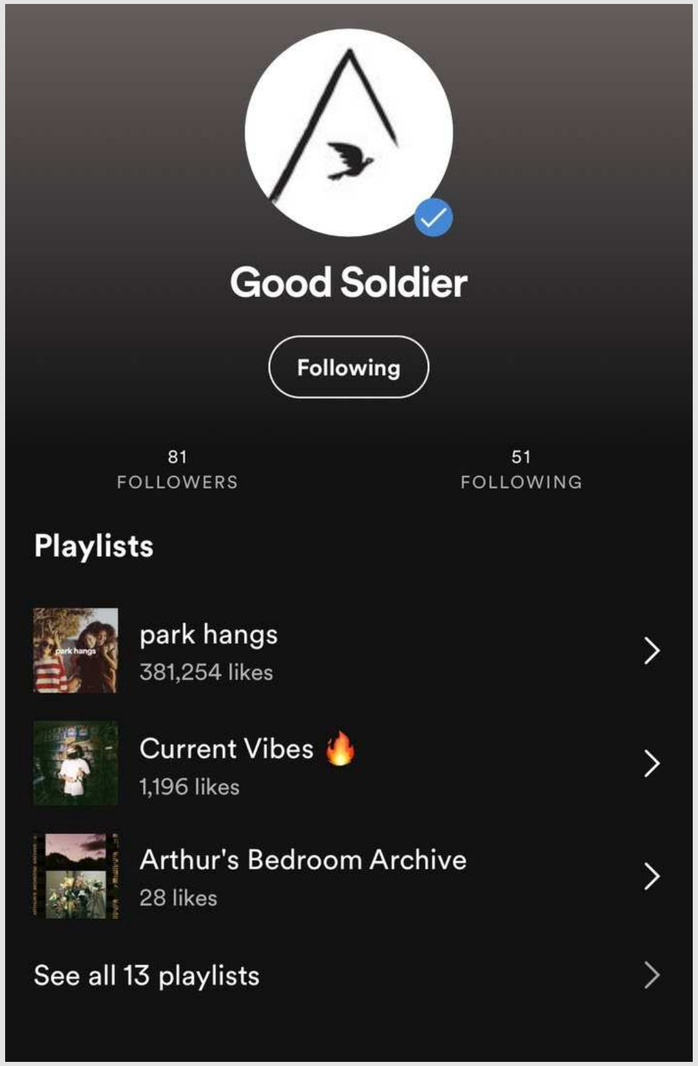


CURRENT SOCIAL MEDIAS





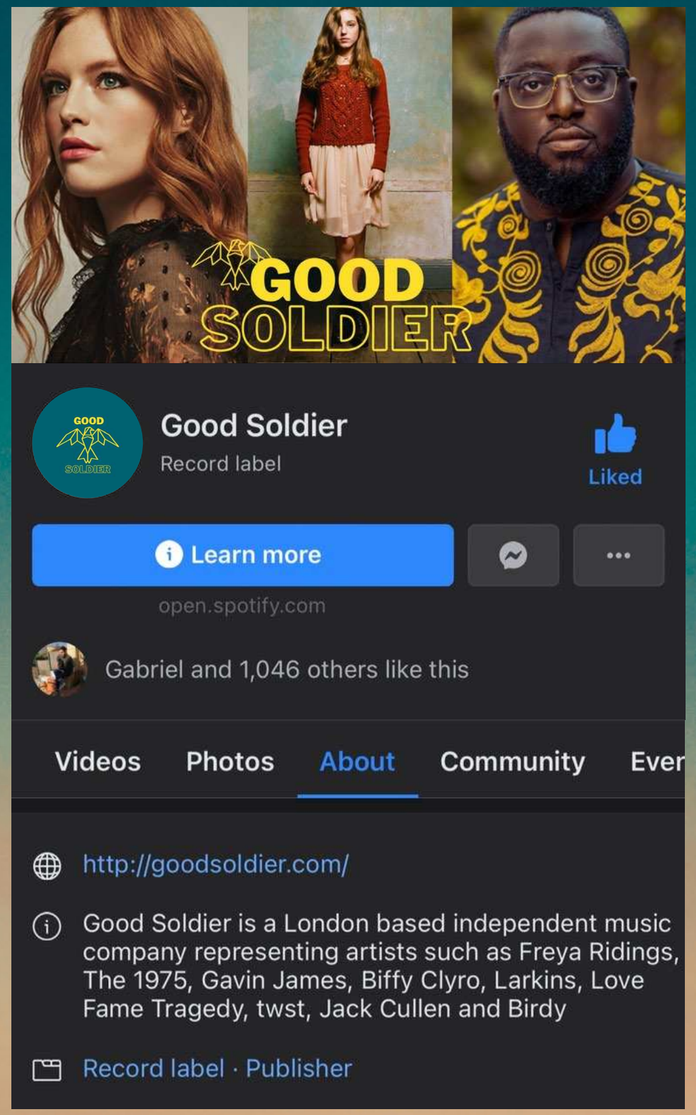


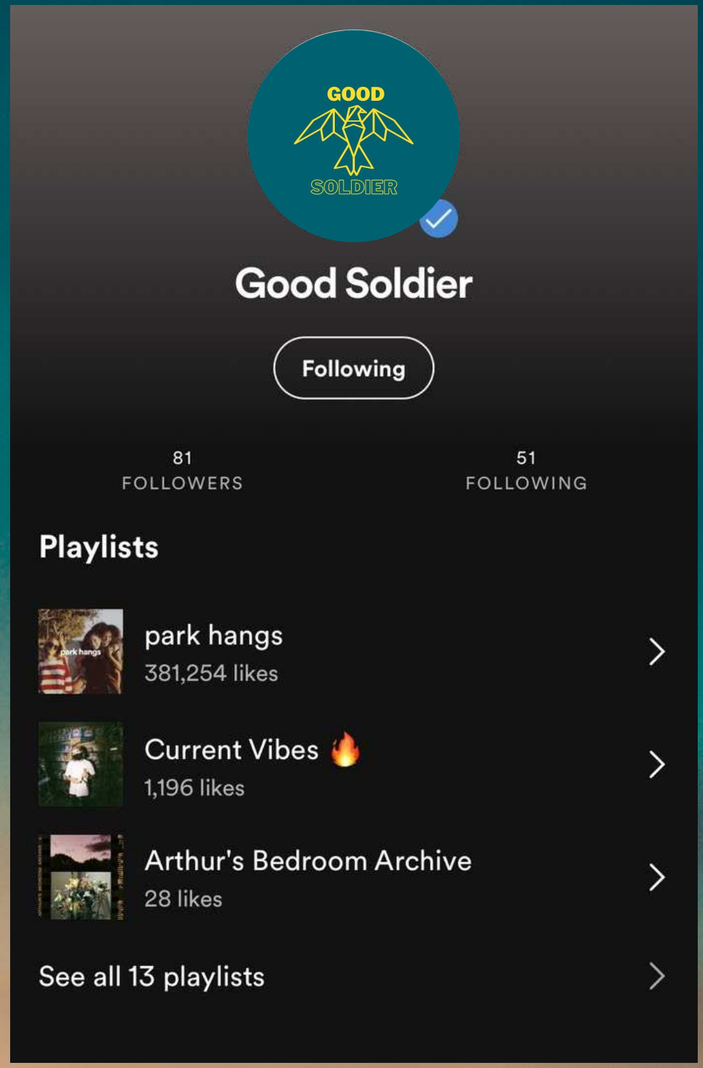


TARGET SOCIAL MEDIA



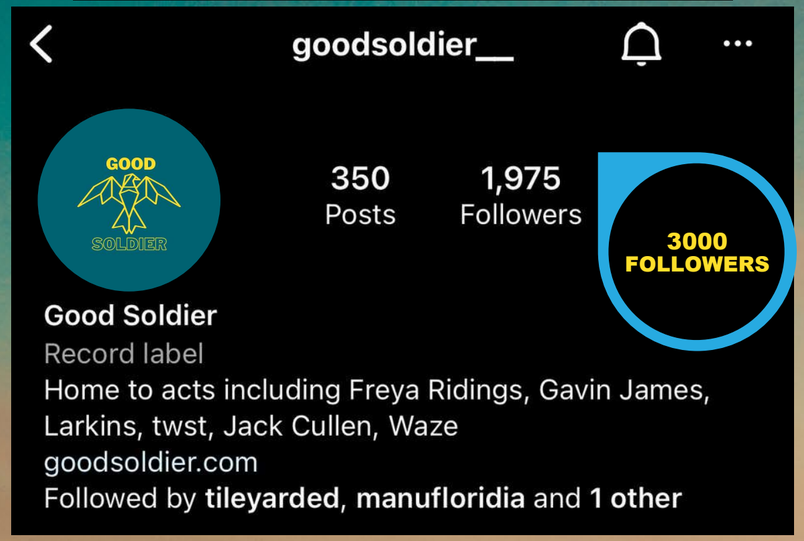


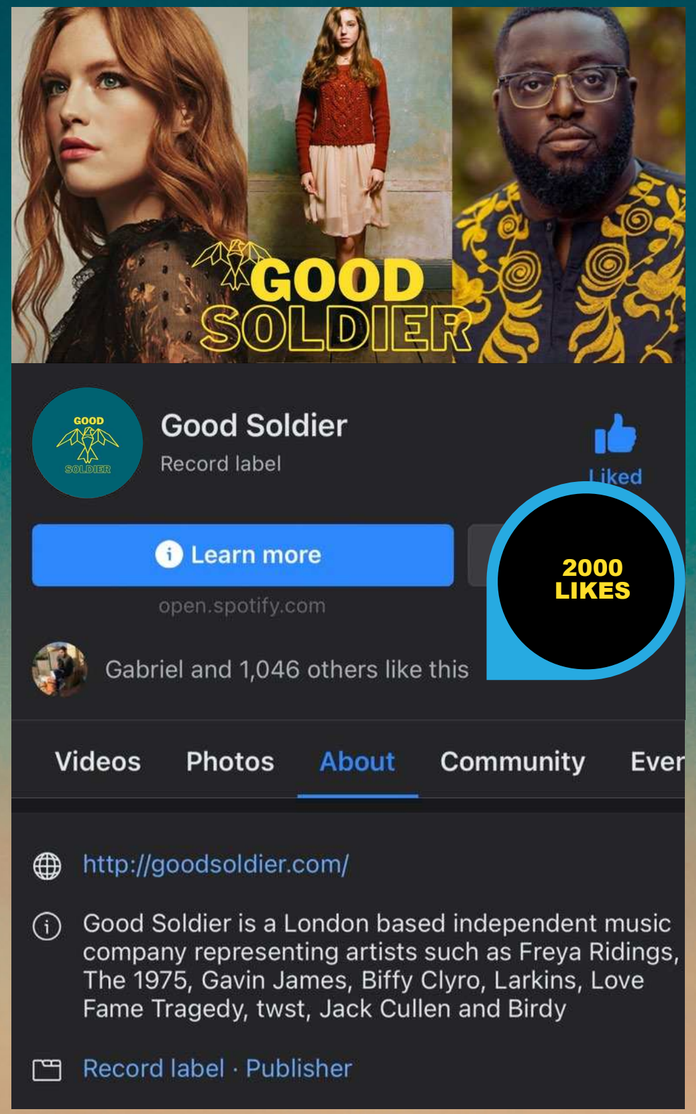


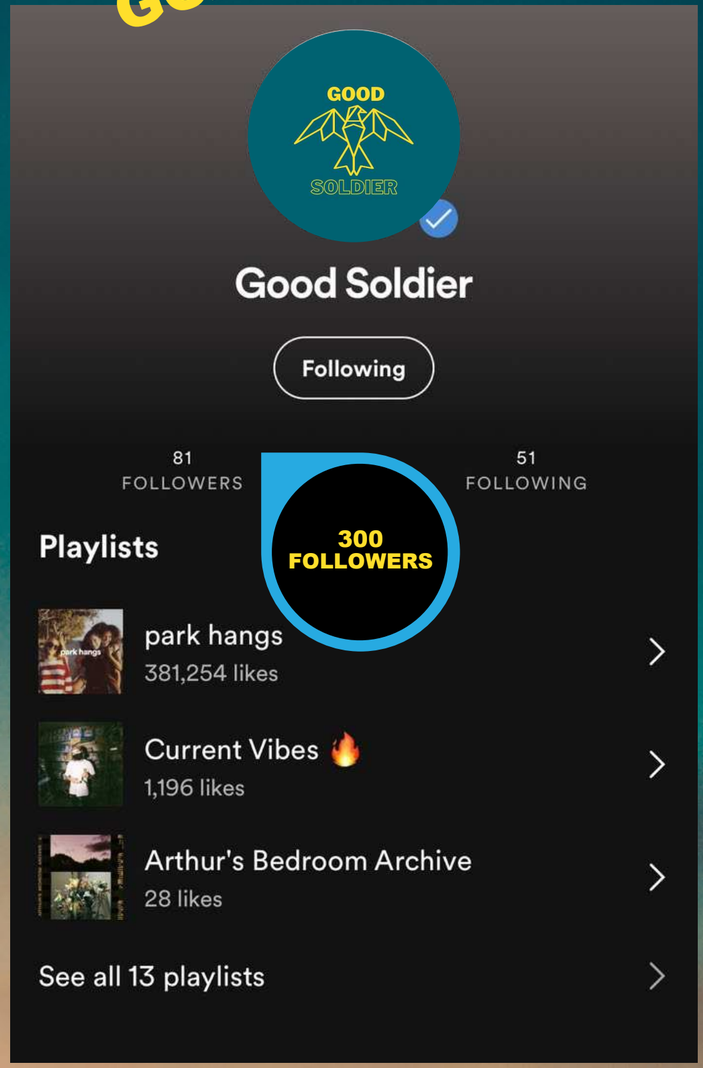


TARGET SOCIAL MEDIA GOALS









TARGET SOCIAL MEDIA GOALS





MORE ORGANIC FOLLOWERS

↓

MORE ENGAGEMENT (AND LIKES) ON THE POSTS

↓

MORE VISIBILITY TO THE ARTISTS

Good Soldier
@GoodSoldier_

Home to acts including @freya
@larkinsband, @lovefametra
@jackcullenmusic

London goodsoldier.com

154 Following 713 Followers

goodsoldier__

350 Posts

Good Soldier
Record label
Home to acts including Freya Ridings, Ga
Larkins, twst, Jack Cullen, Waze
goodsoldier.com
Followed by **tileyarded**, **manufloridia** and **1 other**

The 1975, Gavin James, Biffy Clyro, Larkins, Love Fame Tragedy, twst, Jack Cullen and Birdy

Record label · Publisher

Good Soldier

Following

51 FOLLOWING

300 FOLLOWERS

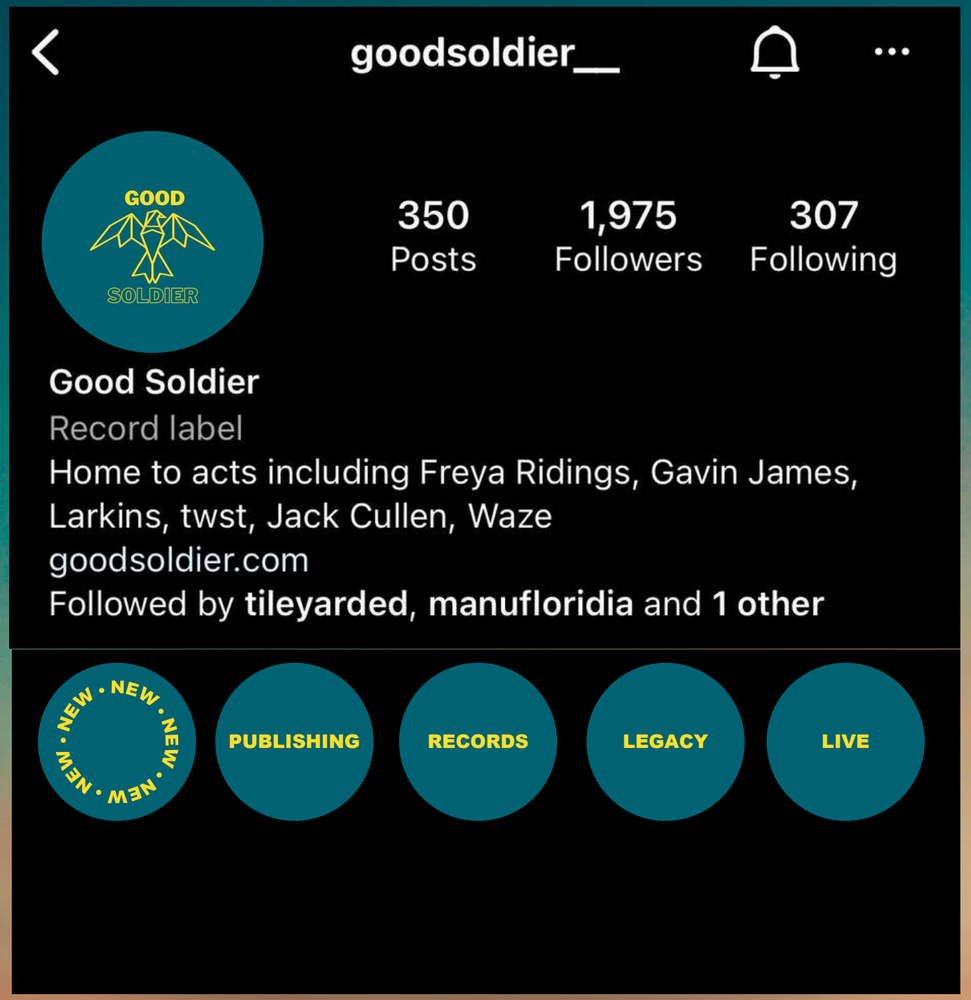
hangs
54 likes

ent Vibes
likes

ur's Bedroom Archive
es

See all 13 playlists

TARGET SOCIAL MEDIA GOALS



ADDING INSTAGRAM HIGHLIGHTS:

- **EVIDENCE THE EVOLUTION, THE SUCCESSES AND THE NEW RELEASES OF THE ARTISTS ROSTER**
- **HELP PROMOTING LIVE PERFOMANCES 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
BRAND IDENTITY REVISION:	£2,000
LIVE EVENT:	£8,000
TOTAL:	£13,000

RECURRING COSTS

	Monthly
SOCIAL media MANAGER:	£1,800
INSTAGRAM sponsored posts:	£200
TOTAL: (X6)	£12,000

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.