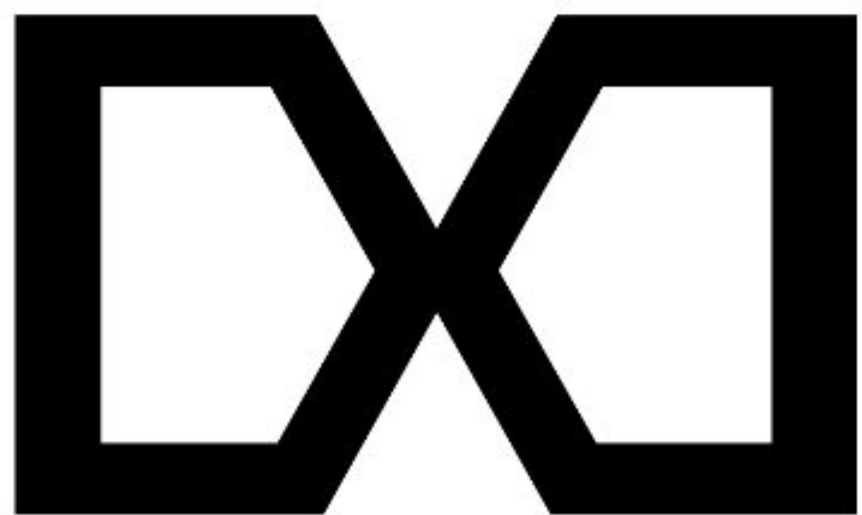




deviate digital.

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Company Overview

Deviante Digital provide an array of services to companies and artists alike.

These services include:

- Creative digital marketing
- Streaming strategies
- Creative assest design and development
- Fan base establishment
- Media buying
- Data insights/analysis
and Training

They rely heavily on word of mouth, something that is very important to CEO Sammy Andrews.

Company Overview

Core Values

Provide **industry-leading** digital advice.

Create **innovative** and **unconventional** strategy.

Use new and different methods of working alongside the tried and tested methods.

Train and **advise**.

Word of mouth

Deviante relies heavily on word of mouth to get their name out there.

Most clients they've had have come from this

Company Overview

Revenue Streams and Previous Clients

Deviate Digital generates its income through one main revenue stream and that is through paying clients. These clients pay for Deviates services (mentioned on page 1) at around £1000 a month.

Deviate Digital has worked with:

- Annie Lennox
- Island Records
- Apple Music
- AEG Presents
- Universal
- Warchild

Market Research

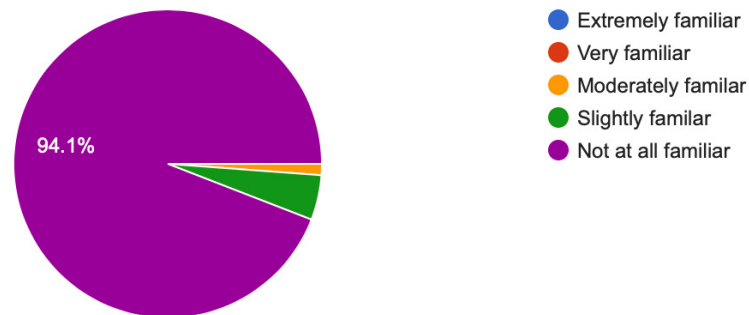
Brand Awareness

After having researched Deviate myself and speaking to various people about them, I noticed a pattern in that whilst they seem to always be working on new projects, people don't seem to have heard of Deviate Digital.

Through a survey conducted I found that only 6% of those asked knew of Deviate Digital and what they as a company did.

How familiar are you with Deviate Digital

85 responses



Market Research

Competitors

Be-Hookd

Be-Hookd help manage, build and monetise digital presence. They turn fans into superfans then into consumers and help break through all the noise by connecting the dots of artists/companies of their social media campaigns.

They have worked with:

Disney, ITV, BBC, Columbia, Syco, BMG and more

Be-Hookd and Deviate Digital have worked together previously, on the band You Me At Six's latest album release.

Market Research

Competitors

CYOA

CYOA is a social media and design agency that provides a full range of digital services for clients in both music and fashion

They have worked with:

Universal, Warner, Sony, Popchips, O2 Music and more

Beautiful Digital

Beautiful Digital are an award-winning digital and content agency, connecting brands and talents with their audience. They create a cross-platform strategy of real-time storytelling.

They have worked with:

Virgin EMI, Atlantic, Global, Polydor, BMG and more

Strategy

Key Points

Over the course of 18 months Deviate Digital will implement the following changes/additions:

- Create an 'Office song of the week' playlist that's then shared on all relevant socials
- Ensure what the company shares on its socials is cohesive
- Introduce the offering of scaled-down services
- Introduce short training videos and courses
- The creation of internship
- Update the current website to offer more information

Strategy

Explained

Social Media usage

As mentioned on the previous page Deviate would introduce 'Office Song of the Week' which as it states in the name is a song that the whole office loved that week. This would then be shared on all relevant platforms (Twitter & Instagram) as well as compiled onto a playlist (on both Spotify and Apple Music).

This is something that all staff could then easily share on their accounts, increasing brand awareness as well as offering up something that the company as a whole can look back on at the end of the year.

Strategy

Explained

Creating new services and training

Over the course of 18 months to 2 years, Deviate will introduce a series of new additions to their offerings as a company.

These new additions would include:

- One-off digital checkups, giving artists the opportunity to get advice specifically tailored to their digital presence
- Training courses, would allow artists/brands of the smaller variety to learn and understand how to use certain aspects of the digital world. Included in these courses would be sections on data analysis, paid advertising, turning fans into consumers etc.
- A video training subscription service, which would cover the same content as in the training courses but would be done completely through videos that Deviate would then update every 6 or so months to suit the ever-changing nature of the music industry.

Strategy

Explained

Introduction of an internship

This internship would be available for women/BAME in line with Sammy's 'Let's be the Change' campaign, getting more women/BAME speakers involved with conferences.

An internship would mean increased awareness of the company within the next generation of music industry leaders and would also lead to an increase in productivity across the whole company.

The internship would be paid. This enables a wider net for applicants and last a minimum of 6 months, as this would mean that the intern could work on one release from start to finish, depending on what work is available at Deviate.

Existing Branding

Logo

This logo works, my only issue with it is the fact that the company name is in lowercase. The 2 D's being joined and not curved as D's normally also works in regards to what Deviate stands for, innovation and unconventional.



New Branding

Logo

All that has been changed when it comes to the logo is the font. This was changed to the font that is used across all assets to bring continuity and brand cohesion.

It was decided that we'd stick with the black and white scheme as before simply because we know that it works, and the logo doesn't need to be too out there when we're aiming for most of the brand recognition to come from word of mouth.

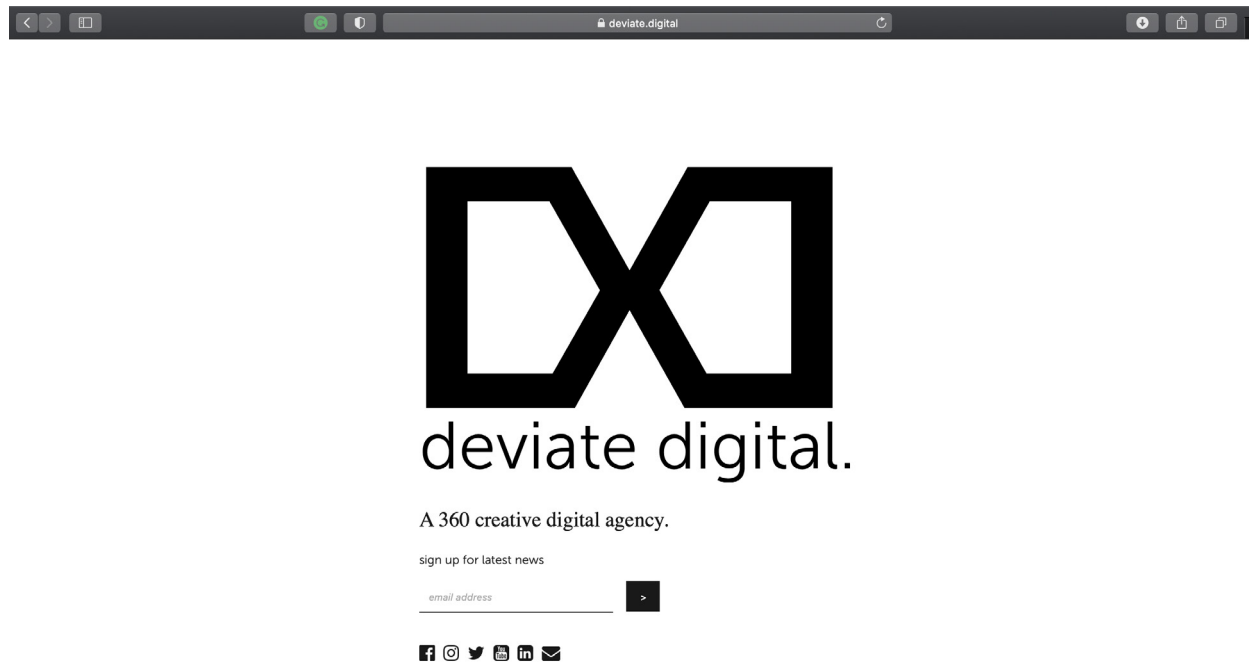


Existing Branding

Website

Currently, Deviate Digital's website is just a landing page, with a signup link for the mailing list as well as links to various social media platforms.

The YouTube link takes you to a channel with no content on it.



New Branding

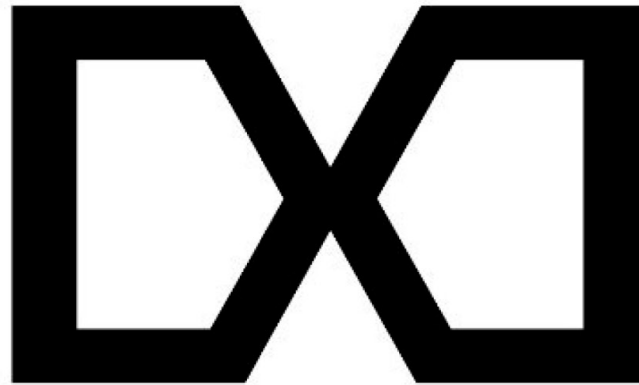
Website

This new website offers more information about Deviate Digital than the current website but doesn't offer up so much information or detail that it takes away from the mysteriousness of the original website. It was also decided to keep the site as simple as possible to stay in line with this mysteriousness, it doesn't offer up any information but is also following the branding of Deviate Digital

This means that people will still have to rely on word of mouth as they did before to decide if Deviate Digital is for them or that

The website will be designed as a single page destination as it allows for better navigation and works with the plan to not bombard the viewer with information.

SERVICES OUR WORK CLIENTS CONTACT



DEVIATE DIGITAL.

A 360 CREATIVE DIGITAL AGENCY

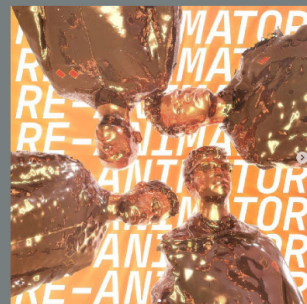
AT DEVIATE DIGITAL WE PROVIDE ALL THE SERVICES NEEDED
TO CREATE A SUCCESSFUL DIGITAL CAMPAIGN

WE PROVIDE **INDUSTRY LEADING** DIGITAL ADVICE AND
CREATE **INNOVATIVE & UNCONVENTIONAL** STRATEGY

WHAT WE'VE DONE



This grey section here would be a live link to Deviate's Instagram feed and so would change whenever there's a new post



**“Deviante Digital, a leading digital advisory agency to
the entertainment industry” - The Sunday Times**

 Apple Music



AWAL

 **K** Kobalt

BMG



WHAT CAN WE DO FOR YOU?

**HERE AT DEVIATE DIGITAL WE'RE PASSIONATE ABOUT HELPING
THE NEXT LEADERS OF THE INDUSTRY**

**THAT'S WHY WE OFFER MULTIPLE SERVICES FOR YOU TO
TAKE ADVANTAGE OF**

A DIGITAL CHECKUP

GET ADVICE SPECIFICALLY TAILORED TO YOUR ONLINE PRESENCE

AN ONLINE TRAINING COURSE

CREATED AND TAUGHT BY US LEARN ALL YOU NEED TO SUCCEED IN THE INDUSTRY

**FOR MORE INFORMATION PLEASE CONTACT US
INFO@DEVIATE.DIGITAL**

FIND US AT

 @DEVIATE.DIGITAL

 @DEVIATEDIGITAL

LONDON

UNIT 15 TILEYARD STUDIOS
TILEYARD ROAD
LONDON
N7 9AH

INFO@DEVIATE.DIGITAL

MAILING LIST

Existing Branding

Social Media Platforms

It became clear to me during my research that for a digital media company, Deviate Digital doesn't have as much of a digital footprint as it could have. Twitter comes across as the channel that Deviate Digital prefer to use, which makes sense as it's the account that has the most followers at 999.

I also noticed that whilst Instagram and Twitter are used regularly, they're not as cohesive as they could be. Twitter seems to be mainly retweeted from other accounts, with no original content.

Deviate Digital also don't use Facebook and LinkedIn all that much. The last post on Facebook is from June 2020 and the last post from LinkedIn was from 10 months ago.

New Branding

Social Media Platforms

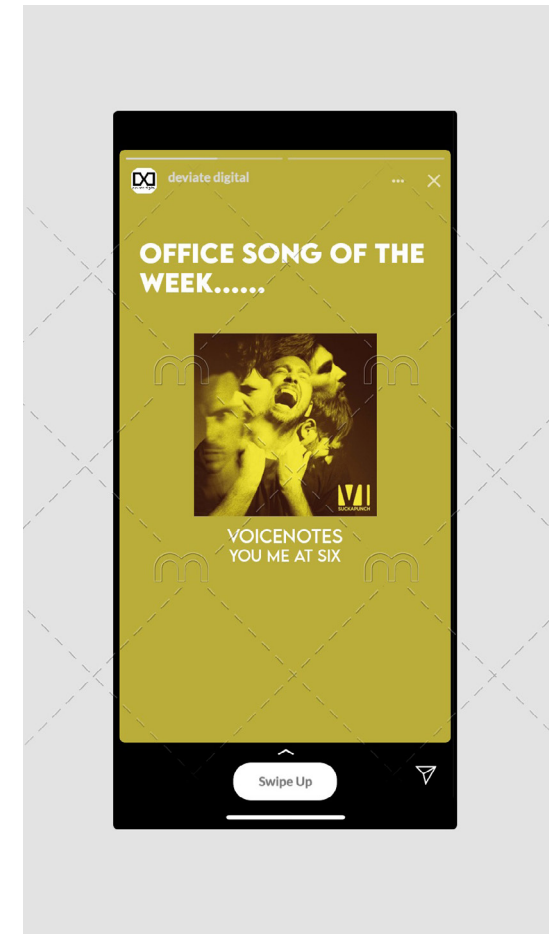
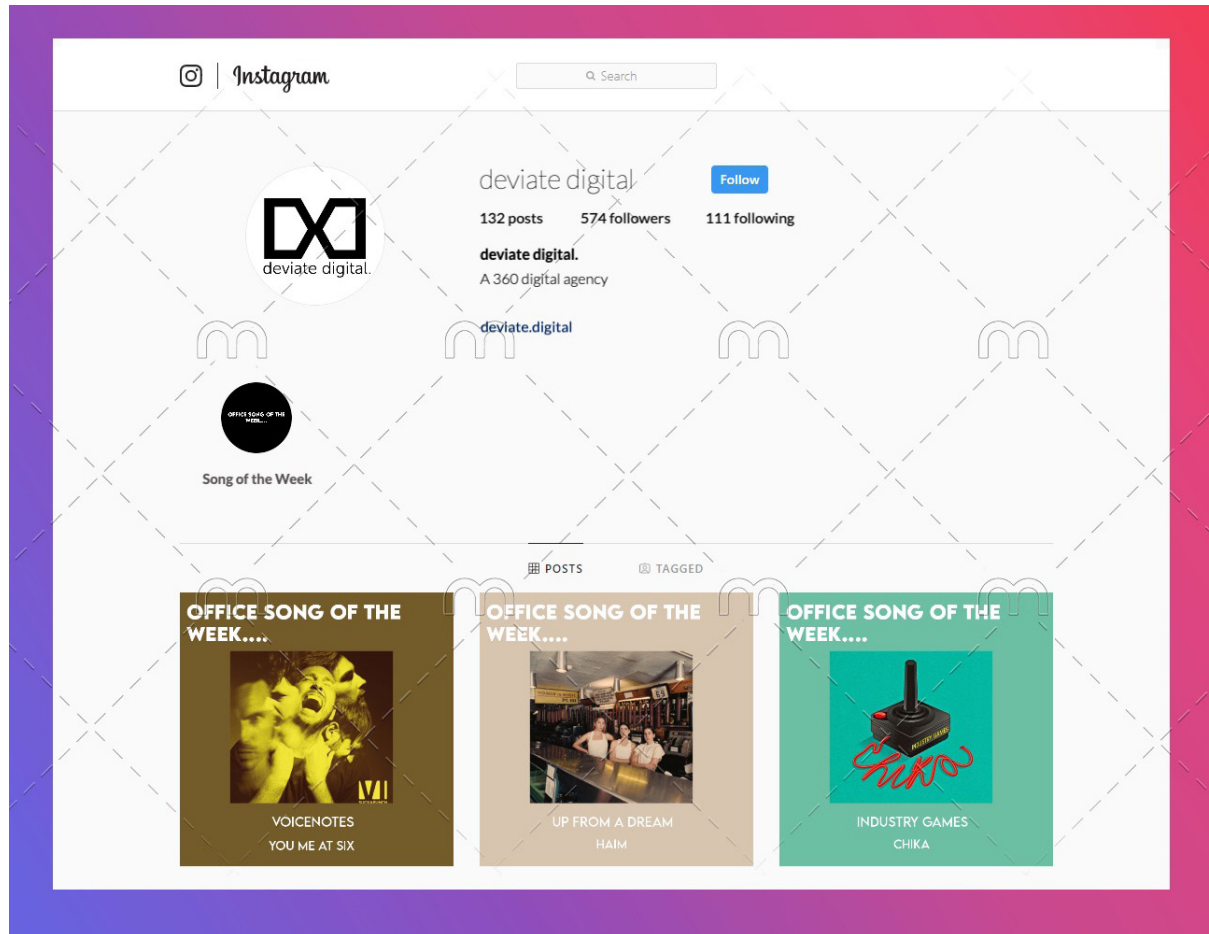
The first thing Deviate Digital should do when it comes to their social media channels is delete their Facebook page, the last post from Deviate Digital was shared in June 2020 and so it's redundant to keep advertising a page that is no longer in use. It's also known that 96.3% of Facebook users also use another social media platform, so by deleting the page you're only missing out on 3.7% of users.

To build more awareness about Deviate Digital, I would suggest the introduction of an **'Office Song of the Week'**. The 'Office Song of the Week' would be shared on Twitter, Instagram (both as a post and a story) and would, as it says in the name, be changed every week. The songs chosen would then be compiled into a playlist that can be shared with each update and the playlist can then be used to look back on the year.

This allows those that come into contact with Deviate Digital to understand a little more about what makes the company tick. It also enables Deviate Digital to share who they've been working within a more subtle way, allowing word of mouth to once again be the main way in which people find out about what Deviate Digital does.

New Branding

Social Media Platforms - Instagram



New Branding

Social Media Platforms - Twitter



Timeline

Month 1

Start the website redesign, whether that's done in house or outsourced is up to the team, intending to have it live the following month
Delete the Deviate Digital Facebook and YouTube pages, as if they're not used why should they exist and then be advertised.

Month 2

The updated logo goes live and alongside this, the new website does too. Share this news across all relevant social media platforms (Twitter, Instagram and LinkedIn).
Introduce the 'Office Song of the Week'.
This all happens at the same time so that Deviate Digital gets a complete refresh.

Months 3 - 6

Begin pre-production of the training videos.
What topics will be covered?
How it'll be taught?
Who will be hired?

Timeline

Months 6 - 12

Production on training videos is started and then completed

Allow time for necessary reshoots, editing and any other surprises that may occur

Confirm costings for the training videos and subsequent subscription service taking into account the costs to get them set up

Early development for internship starts

How will they be recruited?

Who is it for?

What will it cover?

How will they be supervised?

Month 12

Announce the new services Deviate Digital has to offer

Training video courses: non subscribed and subscription

One-off digital health checkup option launched

The additional webpage for this goes live

Timeline

Months 12 - 18

Give the new services a chance to start up and for all involved to get used to working with them

Finalise the details for the internship

Month 18

Deviate Digital internship is launched

All relevant details announced at once, this includes how the applicants can apply and who it's for

The consultancy period ends

Budget

Branding Update Costings

Website Design Costs

A benefit for Deviate Digital is that the cost of creating a new and improved website doesn't have to be very much at all since it can be done inhouse. However, if Deviate Digital do decide that it is best to pay for it to be created outside of the company, then costs will incur.

It's hard to say just how much exactly a new website created by an outside source would cost, but we're probably looking at a price in the region of £2000 - £5000, dependent on many factors.

Budget

New Services and Training Costings

Internship Costs

The rough cost of a 6-month internship is £8,151 plus travel expenses. This was worked out using the national minimum wage for 21-22 year olds working 37.5 hours a week.

Video Training Course Costs

There are many variables involved in this breakdown. The main one being how many videos you plan on having. Videographers cost between £200 - £300 per video for a mid-range 2 camera angle simply speaking to the camera video. The prices will increase from there on depending on any additional complexities such as animation.

The good thing here though is that the costs can be easily recuperated through paying customers. *For example; a 7-hour course priced at £89 needs 20 purchases before the money is earnt back, if the cost of production is £1750 (£250 per hour video)*

The price would then increase to £55 biannually, for those people choosing the subscription service as that involves more work and changing content.

Budget

Overall Costings

The overall costings of this will defer depending on if Deviate Digital decide to outsource their website redesign or not.

Both options have been calculated

Outsourcing

Web Design: **As much as £5000**

Training video course: **Upwards of £1750**

One-off price: **£89**

Subscription price: **£55 biannually**

Digital Health Checkup: **£100** (10% of full-service cost)

Internship: **Upwards of £8151** for 6 months

In House

Web Design: Free as done inhouse

Training video course: **Upwards of £1750**

One-off price: **£89**

Subscription price: **£55 biannually**

Digital Health Checkup: **£100** (10% of full-service cost)

Internship: **Upwards of £8151** for 6 months

Heads of Terms

Please go to the link below to view the Heads of Terms regarding this project:

<https://docs.google.com/document/d/1gnkRWNSW6WvnZXL4zqccess5hSn7n07-nlzcSF2Tv4/edit?usp=sharing>

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