



# SFMG HISTORY AND BIO

Straight Forward Music Ents Group, founded by Dani Stephenson in 2009 is an all-round music related organisation that offers talent management, record deals, music publishing, music distribution and music recording studios.

Located and operative in Stockholm, London and Amsterdam, SFMG has had global successes working with many Top40 Billboard artists like Diddy Dirty Money on their hit album "The Last Train To Paris", Big Sean's platinum single "Marvin & Chardonnay ft. Kanye West & Roscoe Dash" on the "Finally Famous Album", Tinie Tempah's Brit & MOBO award nominated single "Girls Like" ft. Zara Larsson on "YOUTH Album", Nevada's global Top40 hit single "The Mack" ft. Mark Morrison & Fetty Wap.

Most recently its roster was involved in "Skepta Interlude" on the "More Life Album" which was the 28th most consumed record of 2017, Drake's hit single "Passionfruit" and his last album "Scorpion" that now holds both the US and global streaming records and the debut is the largest single-day streaming total for any album on any streaming service to date.

"After a string of chart successes, Straight Forward Music signed a deal with Virgin EMI Records, part of the global Universal Music Group. Heading up the joint venture will be president and founder of Straight Forward Daniel Stephenson, who grew up in Park Wood and Shepway.

The 32-year-old is be president of A&R, responsible for talent scouting and artistic development at the new label."  
([kentonline.co.uk](http://kentonline.co.uk), Feb 2018)

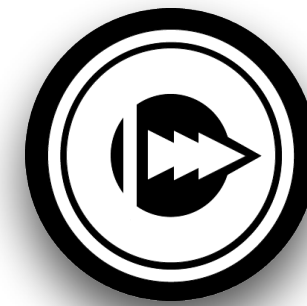
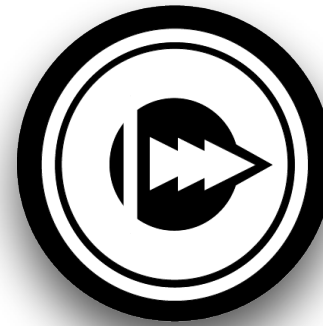
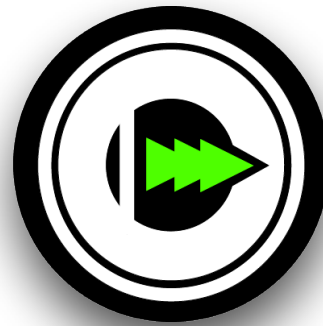
"My ambition is to develop Straight Forward's venture with Virgin EMI to break a variety of records from all genres and all cultures, to create the next generation of top 40 global stars," Stephenson tells Billboard, praising Virgin EMI president Ted Cockle as "someone who I have looked up to for years, from the outside looking in."

"His marketing expertise and track record in discovering and breaking hit artists is incredible," says Stephenson. Confirming the deal, Cockle said in a statement: "Dani's energy could light up a city. He doesn't see any borders to music, he's constantly on the hunt to make or find global hit records."  
(Billboard, 2018)

With a Roster of great talents such as Maejor, a Grammy nominated singer-songwriter, rapper and music producer who has written and produced songs for big names like Justin Bieber, Trey Songz, Keri Hilson, Ciara, T-Pain, Ne-Yo, Wiz Khalifa; Nevada a Stockholm-based American artist, DJ, producer and songwriter, that climbed the Top20 charts in multiple countries with the deep house rework of English R&B artist Mark Morrison's 1996 hit "The Mack" featured Mark Morrison and special guest Fetty Wap on vocals, and the new born star singer-songwriter and music producer Nana Rogues who has written on records for groundbreaking artists such as Tinie Tempah, Skepta, Stormzy, has recently collaborated on Drake's "Passionfruit" and "Don't Matter To Me" singles and has been featured on RAYE's "Confidence" and the latest "ISSUES" with MS Banks is a company that is so quickly making a name for itself that it is almost impossible to keep up with.



**STRAIGHT FORWARD  
MUSIC**



**STRAIGHT FORWARD  
MUSIC**

The choice to make the logos look all the same for every subdivision of the organisation is the key to clarity and coherence. Clients need to identify SFMG by the round shaped logo and easily be able to access the specific services of the company.

## NEW SFMG LOGOS MOOD-BOARD

Two colours are here shown for the re-brand. The logo with the green detail is used on the website mood board as it is similar to the original company Logo.

(The Logos here are just a draft idea to explain the general mood of the re-brand)

Below some similar Logo re-brands recently done.

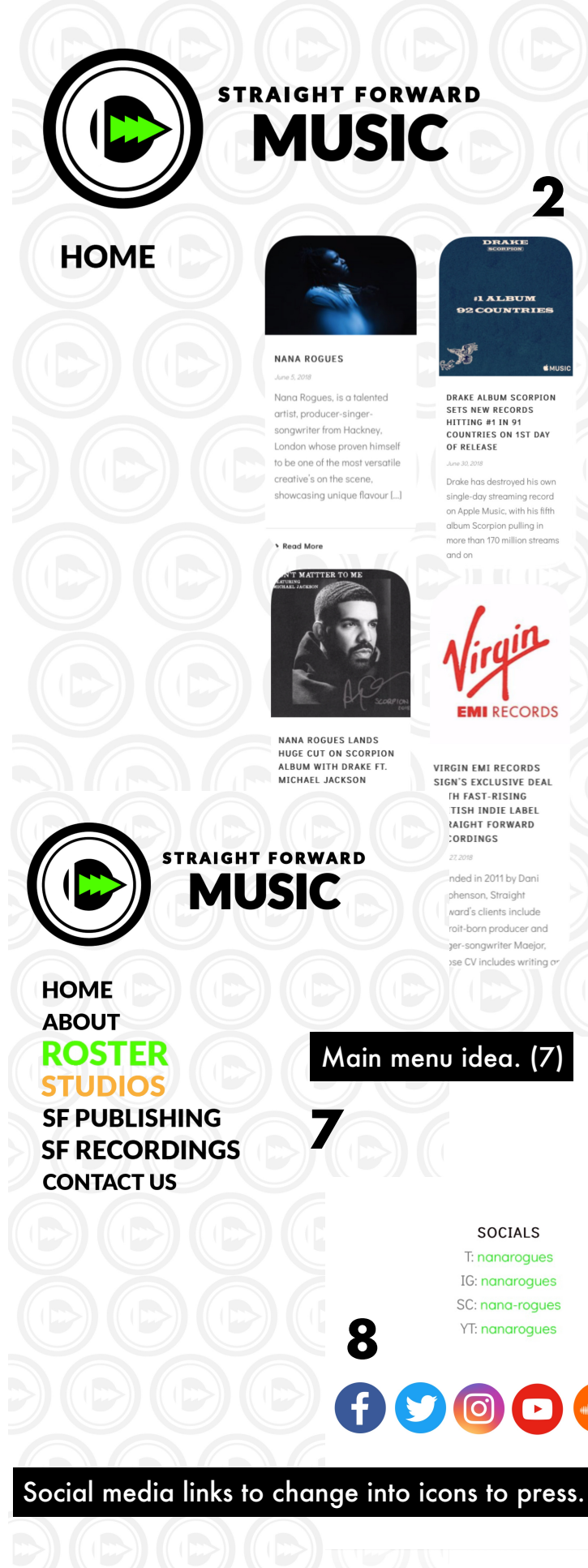


**UNIVERSAL MUSIC GROUP**



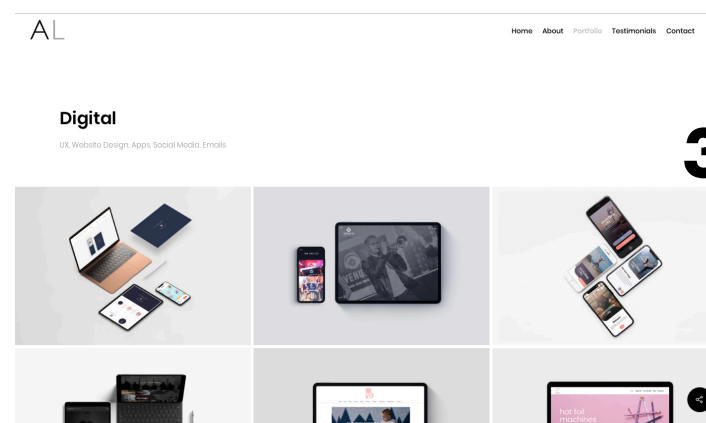
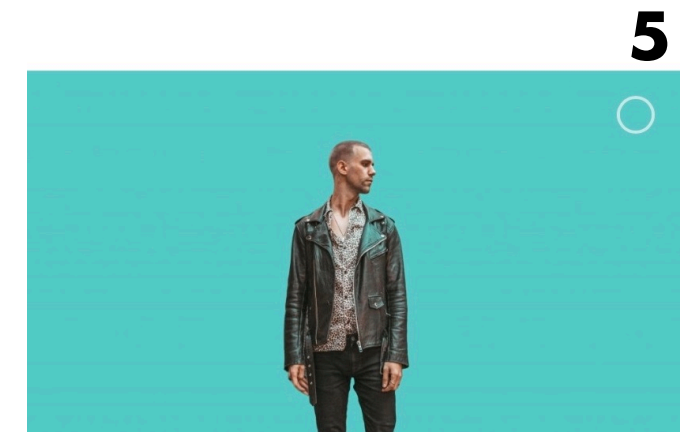
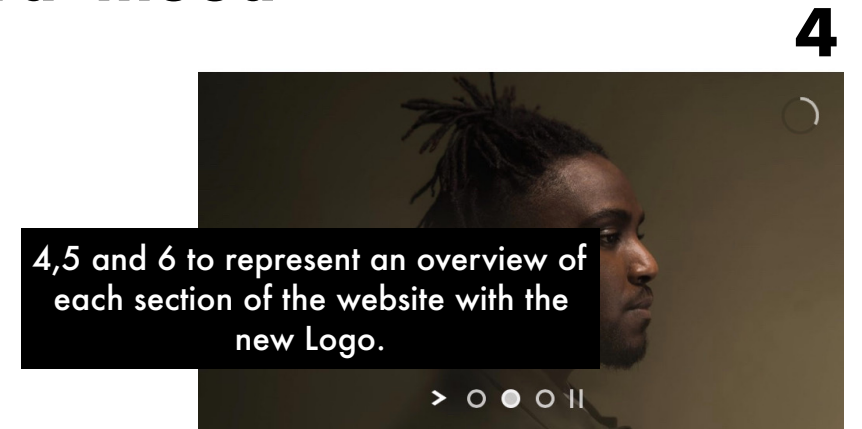
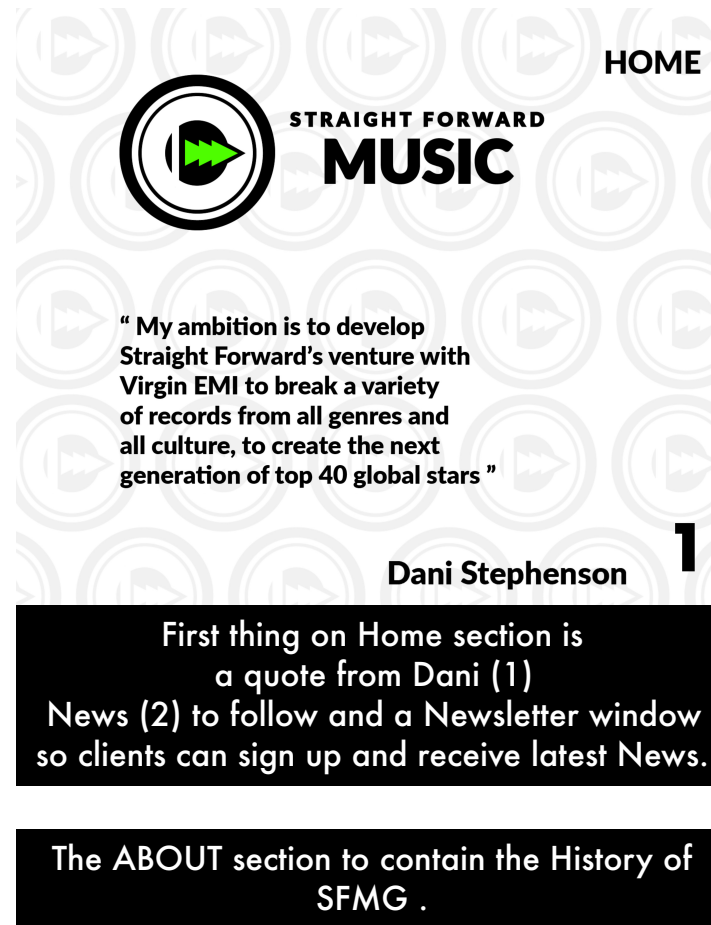
All logos to be made minimal as to keep up with the design trends of the last two years. The original colours should be kept for each division as the current client would find it harder to adjust. This new look would make the company look up to date and, more accurate with an attention to detail.





# WEBSITE MOODBOARD

(The images here are just a draft idea to explain the general mood of the re-brand)

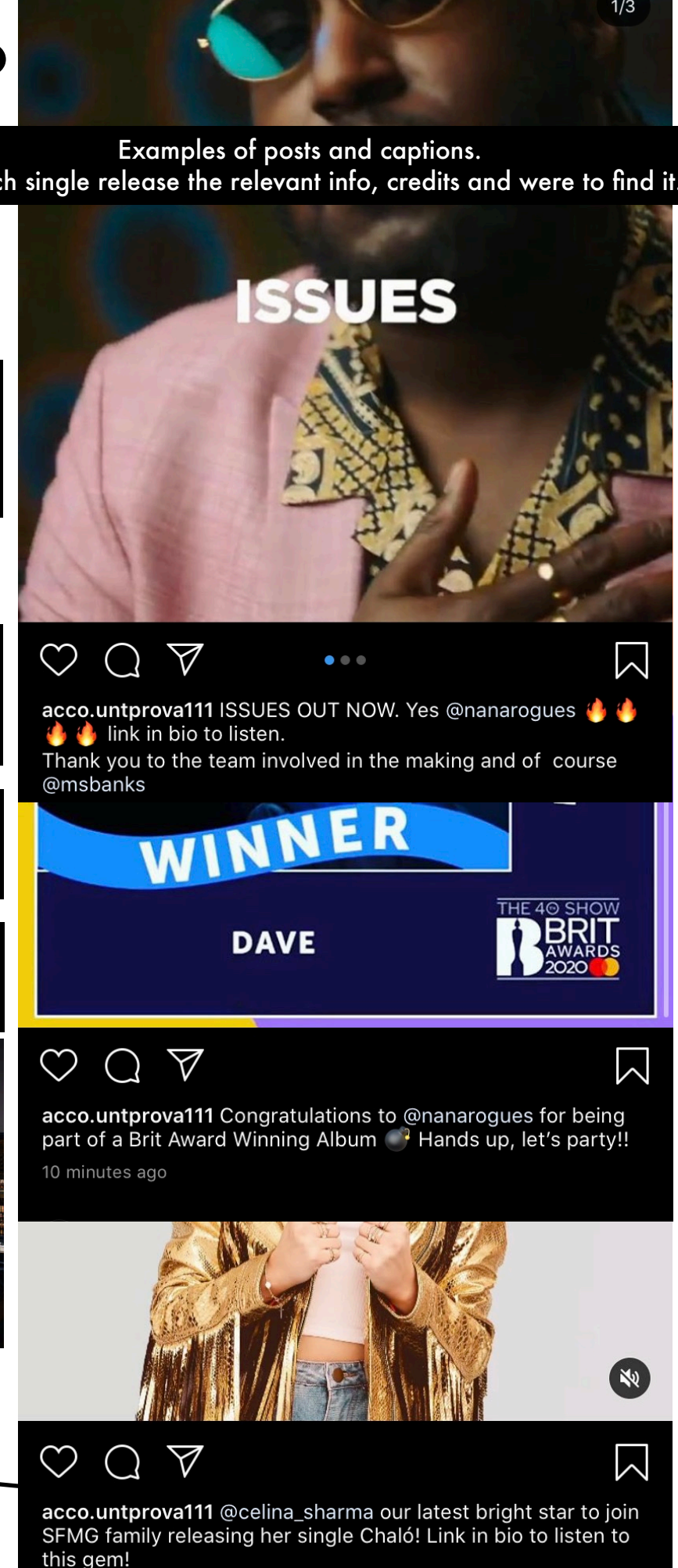
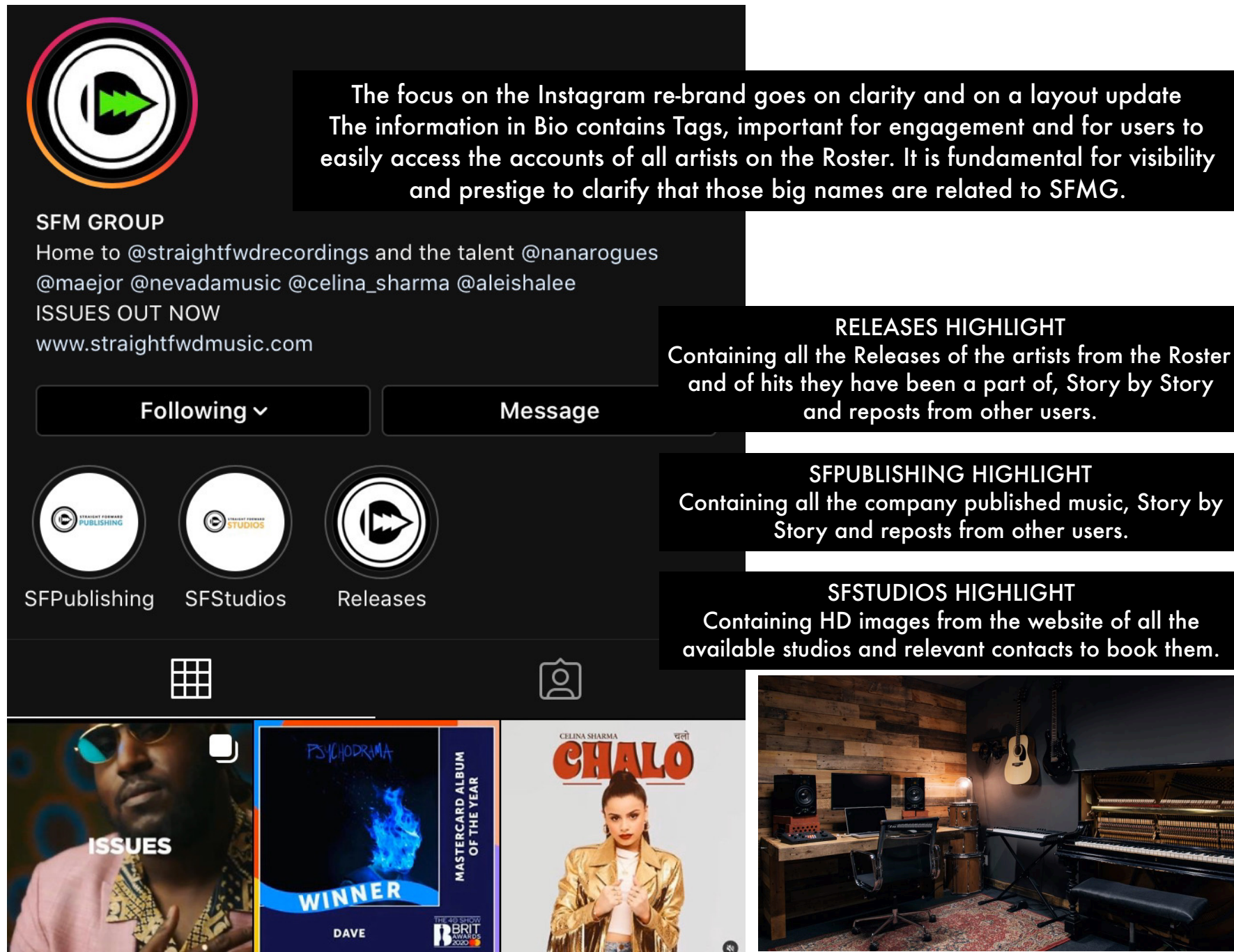


[alisonleon.com](http://alisonleon.com) web designer who has already worked for a Tileyard based company to re-design the website. (3)

# INSTAGRAM RE-BRAND MOODBOARD

(The images here are just a draft idea to explain the general mood of the re-brand)

Examples of posts and captions.  
For each single release the relevant info, credits and were to find it.





# REBRAND STRATEGY TIMELINE

Three months and two weeks:  
23/03/2020 - 06/07/2020

23/03/20 - 06/04/20 TO DO:

1. Marketing Research, company and market analysis.
2. Skype call with CEO Dani Stephenson and marketing team.
3. Rebrand ideas and Budgeting plan, launch strategy pitch to SFMG followed by feedbacks in order to come up with the final idea for the rebrand.

06/04/20 - 05/06/2020 TO DO:

Creative phase - website in standby:

1. Logo refresh
2. Website rebrand.
3. Social media refresh.
4. HD Amsterdam and London recording studios photographs.
5. Launch strategy.

08/06/2020

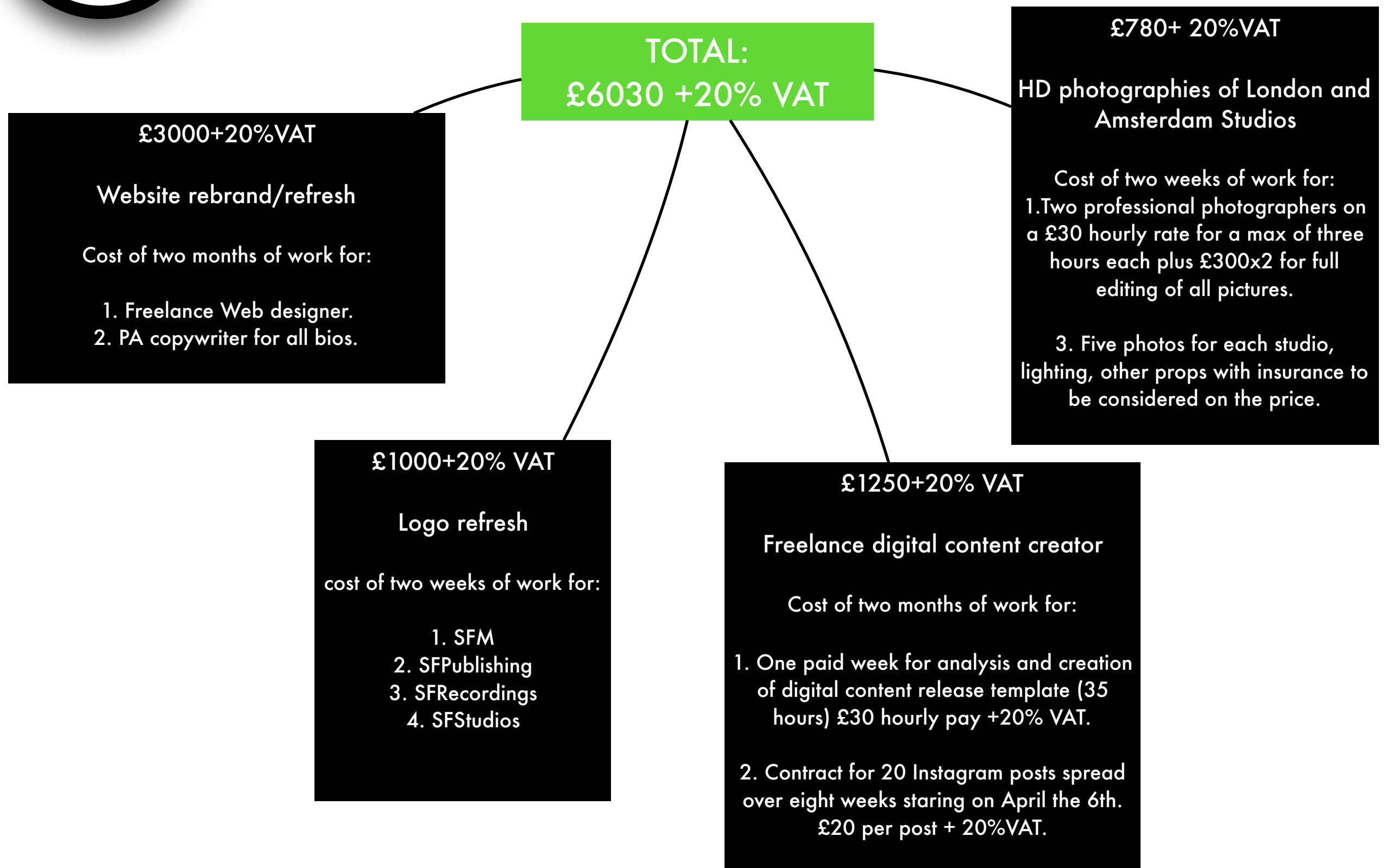
SFMG rebrand Launch.

08/06/2020- 06/07/2020

Aftercare and potential adjustments.



# BUDGETING PLAN



# SWOT for Online Purposes



## STRENGTHS

Fast-growing organisation.

Powerful hit-making roster.

Major record labels as clients/assets.

Big hits on repertoire.

Streams revenues constantly flowing.

Offers a variety of services to customers:  
publishing, distribution, record label,  
consultancy, management.

Branches in three different cities known  
to have a prolific music industry.

Young and openminded CEO.



## WEAKNESSES

The last website update dated on 2018.

The information and bio about the  
organisation are hard to find online.

Tileyard London's description of SFMG  
is dated and incorrect.

The logos for each sub-company are  
different.

The Website itself is hard to navigate.

Poor social media content and confusion  
on branding.

Not enough engagement and content  
creation on social media.

# SWOT for Online Purposes



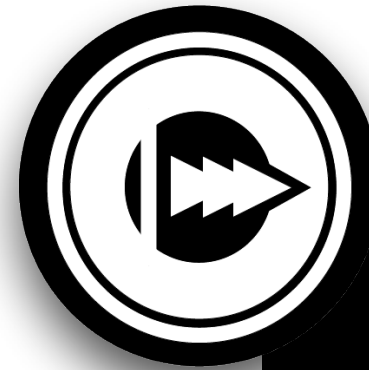
Website Rebrand and reorganisation.

Fresh new logo.

## OPPORTUNITIES

Social media new layout, content creation and engagement to be pushed to divulge valuable and clear information, increment the fanbase for the organisation and its Roster.

Create a website Newsletter with the aim to gain subscribers and their demographics informations for artist development purposes.



Marketing rebrand deadline compromised.

Worldwide state of emergency due to COVID19 creating economic discomfort and severe money loss of the global music market.

## THREATS

Budgeting expenses not covered.

Active competitors hardening the organisation's expansion.

Malfunctioning website after launch.



# HEADS OF TERMS DRAFT



## **First Party information**

**Francesca Rigoni, 27 Arklow Road, London, SE14 6AZ, UK.**

## **Second Party information**

**Dani Stephenson, CEO of Straight Forward Music, Tileyard Road, London, N7 9AH, UK.**

**The hereby document states a Pre-agreement for SFMG rebrand campaign, strategy and plan between Francesca Rigoni and Dani Stephenson, CEO of SFMG.**

## **First Party duties before official agreement:**

**Provide a Marketing strategy for the rebrand**

**Use inputs and references provided by the company for the rebrand final pitch before official agreement.**

**Provide ideas/mood boards for logo and website redesign.**

**Provide photographers for HD quality images for SF Studios.**

**Provide contacts for Freelance Web designer, copywriter, Logo designer, Content Creator.**

**Provide estimate of required budget.**

**Provide aftercare and marketing assistance services.**

## **Second Party duties before official agreement:**

**Provide all useful information to help building a new image for the label: inputs and references for the final idea pitch before official agreement.**

**Provide estimate budget spending available.**

**Provide feedback and constant communication prior the rebrand.**

**Date**

**06.04.2020**

**First party signature**

**Second party signature**