

EMPIRE ARTIST MANAGEMENT

RE-BRAND AND CAMPAIGN



01

⋮

CURRENT BRAND



Empire Artist Management is a London based company that specialises in managing artists, producers and songwriters. After being founded in New York in 1989, Empire quickly established a reputation as one of the leaders within music management.



Since inception Empire has developed and managed a number of hugely successful artists such as: Daniel Bedingfield, Lily Allen, Estelle, Nightmares On Wax, Gangstarr and Natasha Bedingfield. It has managed multi-award-winning producers including Paul Epworth and Fraser T Smith and overseen the careers of songwriters that have written some of the most successful records of the last two decades.

As well as having this foundation of bigger acts, Empire is committed to artistic development, and has a proven track record in identifying talent early, and successfully breaking it.

Empire Artist Management is a Musicweek Artist Management Company of the Year award winner.



INTUITION

TRUST

CORE VALUES

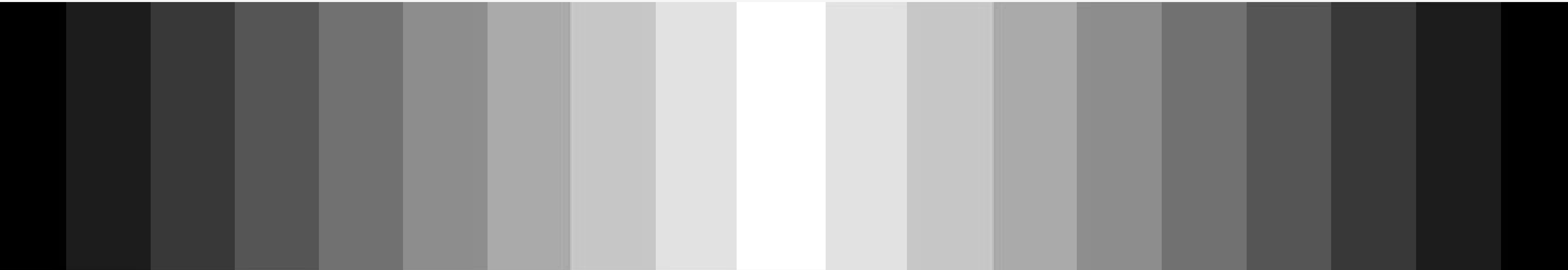
VISION

SUCCESS

COURAGE



BRAND COLOURS



- Monochromatic tones such as gray, black and white.
- Although these colours often symbolise professionalism, when used too often (such as in Empire's case - e.g. website homepage), they convey a sense of neutrality and conservatism.
- While Empire acknowledges and celebrates its past, it states its commitment to discovering, developing and breaking new talent. Therefore, the current monochromatic shades are not the best representatives of their progressive and farseighted brand.



LOGO AND FONT

- Copy of the Rolex logo: identical font and symbol
- The crown is slightly stretched out lengthwise compared to Rolex's
- Loses credibility
- The serif font and traditional-looking crown symbol project formal, wealthy and conservative values, which contradict Empire's modern, inclusive and innovative identity

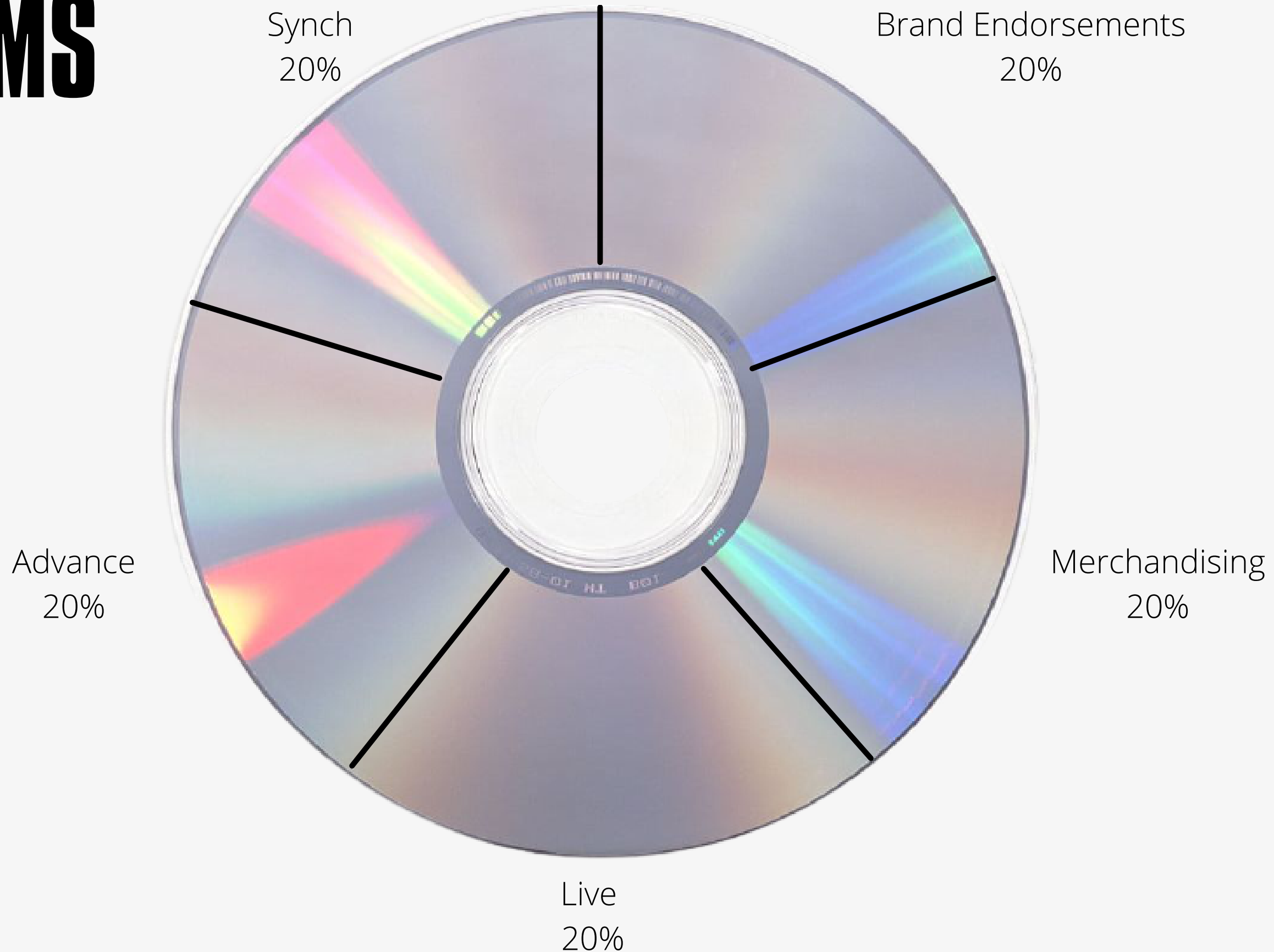


REVENUE STREAMS

Traditionally, 20% of artist gross income, including:

- 20% of advance
- 20% of merchandising
- 20% of live revenue
- 20% of brand endorsements
- 20% of synch deals

Alternatively, establishing 360° deals with their artists.



07

CLIENTS

...



BILLY

Followers:

- IG - 715
- Spotify - 59.6k
- YouTube - 41
- Deezer - 41



ISAIAH DREADS

Followers:

- IG - 16.6k
- Spotify - 50.8k
- YouTube - 6.4k
- Deezer - 721



DAKOTA

Followers:

- IG - 6.3k
- Spotify - 112k
- YouTube - 9k
- Deezer - N/A



THE MANOR

Followers:

- IG - 41.2k
- Spotify - 304k
- YouTube - N/A
- Deezer - 1.1k



CLIENTS



JAMES NEWMAN

Followers:

- IG - 14.6k
- Spotify - 679.9k
- YouTube - 565
- Deezer - 162



DEAN JAMES BARRATT

Followers:

- IG - 896
- Spotify - 58
- YouTube - N/A
- Deezer - N/A



ZDOT & KRUNCHIE

Followers:

- IG -17.4k
- Spotify - 98k
- YouTube - 149
- Deezer - 346



PAST CLIENTS



LILY ALLEN



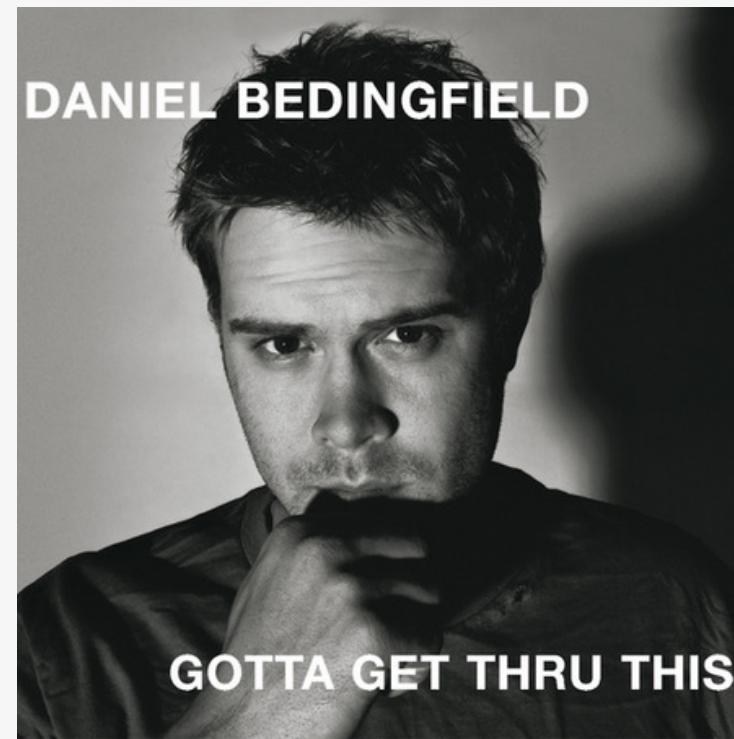
PAUL EPWORTH



FRASER T SMITH



NATASHA BEDINGFIELD



DANIEL BEDINGFIELD



NIGHTMARES ON WAX



THE FEELING



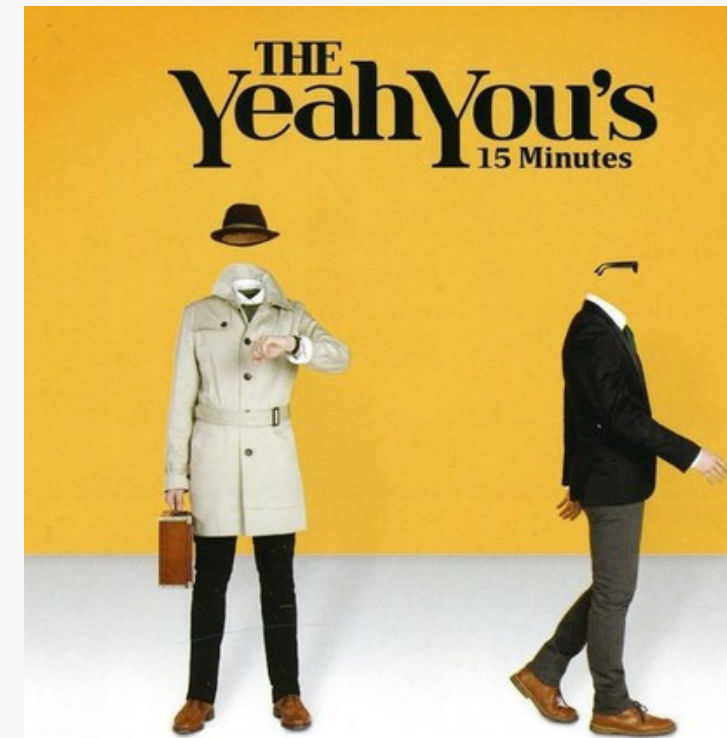
10

PAST CLIENTS

⋮



BRYN



THE YEAH YOU'S



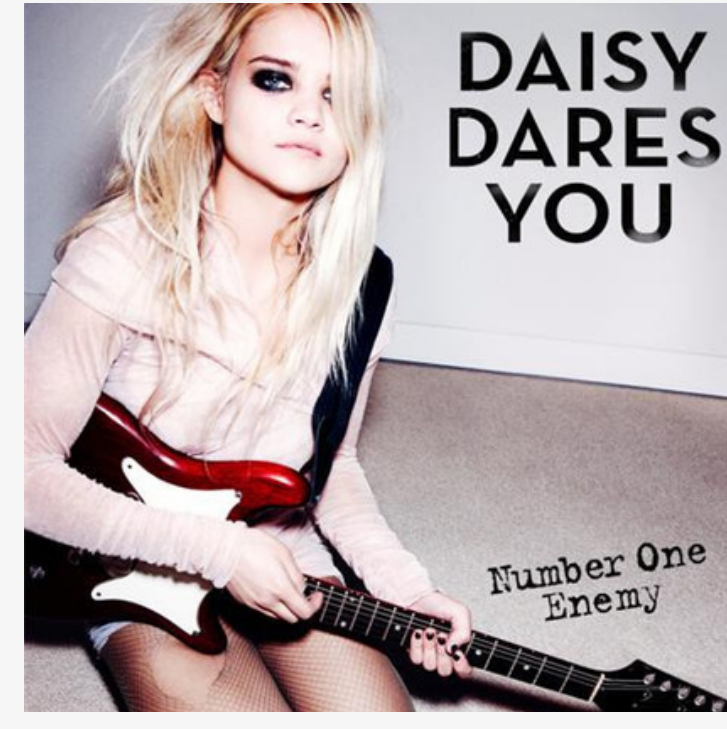
JEROME PRICE



ELLIOTT POWER



BLACK SAINT



DAISY DARES YOU



JIM JUNIOR



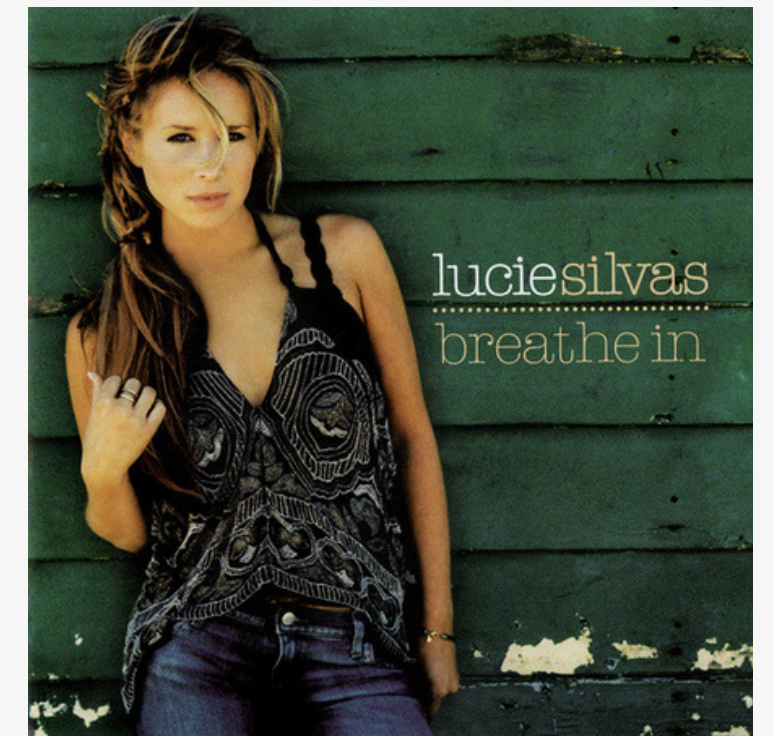
PAST CLIENTS



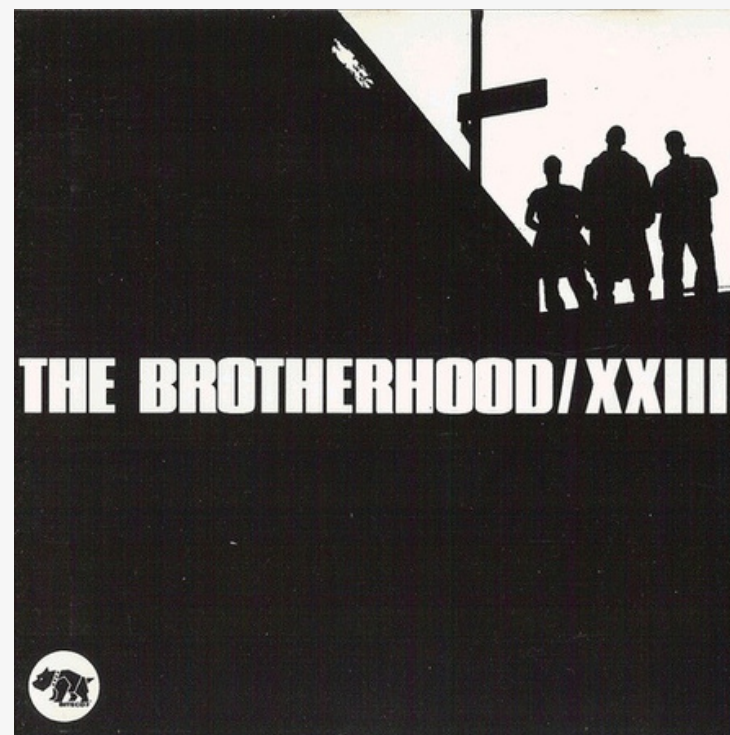
SYN COLE



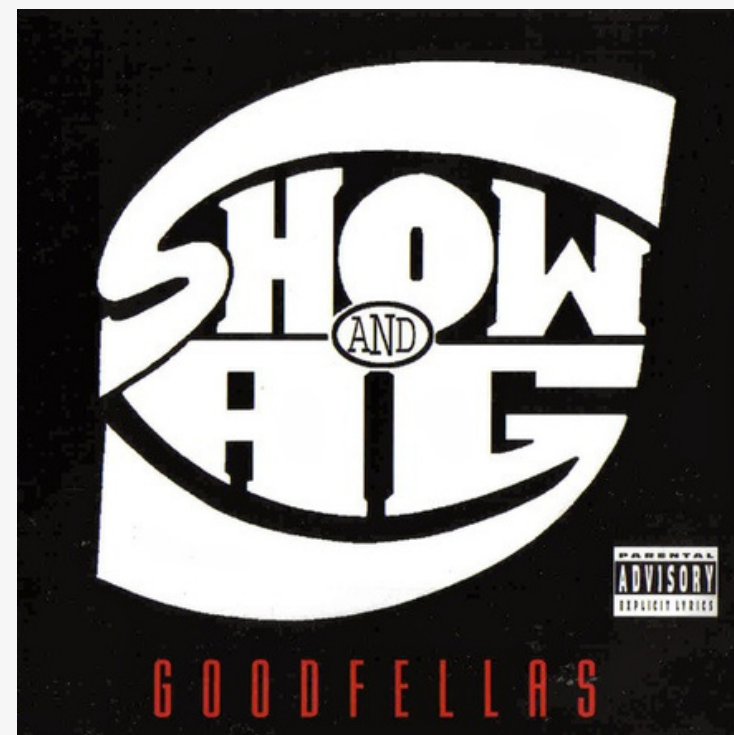
WILLIE J HEALEY



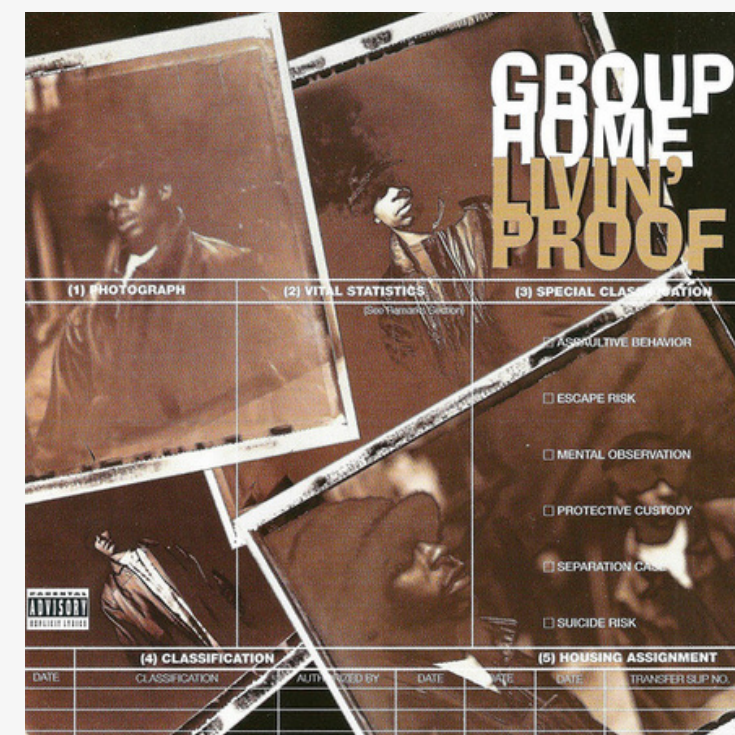
LUCIE SILVAS



THE BROTHERHOOD



SHOWBIZ AND A.G.



GROUP HOME



ATTICA BLUES



12

PAST CLIENTS



ANNIE



JONATHAN QUARMBY



OWEN CUTTS



FRED COX



JERU THE DAMAJA



RICHARD WALTERS



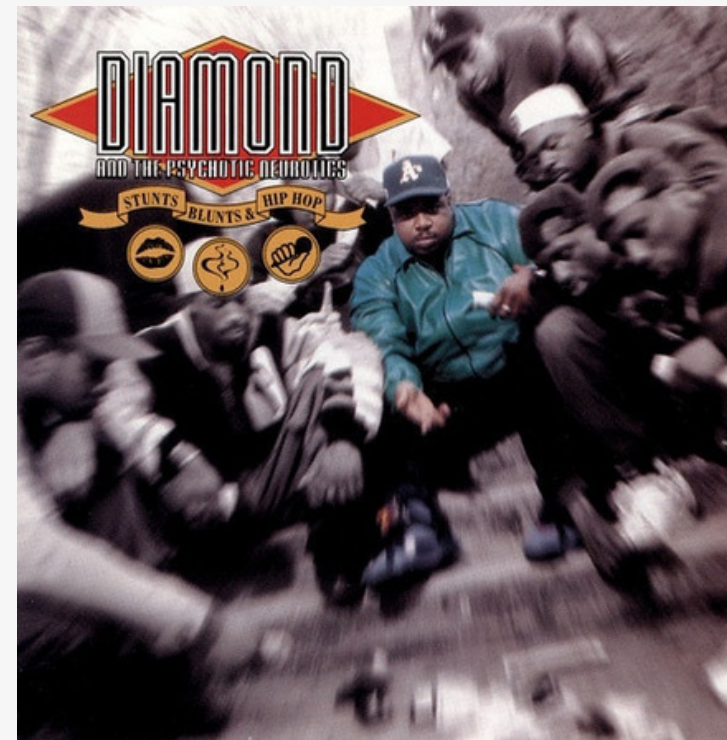
GURU JAZZMATAZ



13

PAST CLIENTS

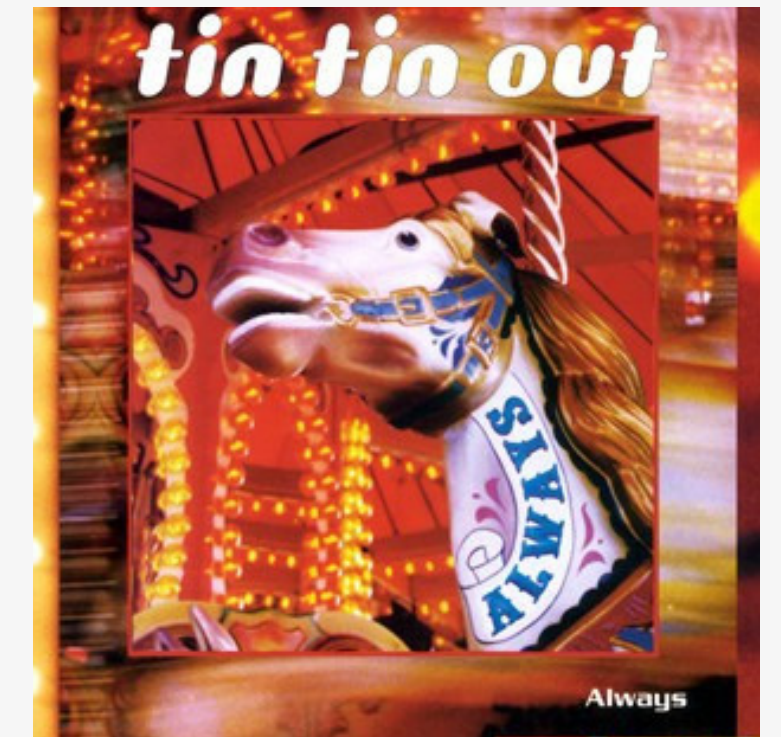
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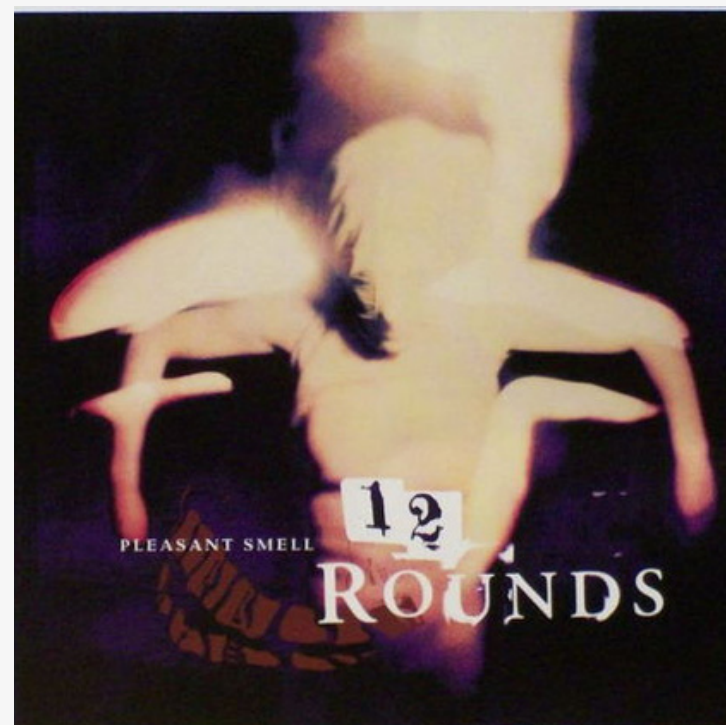
DIAMOND D



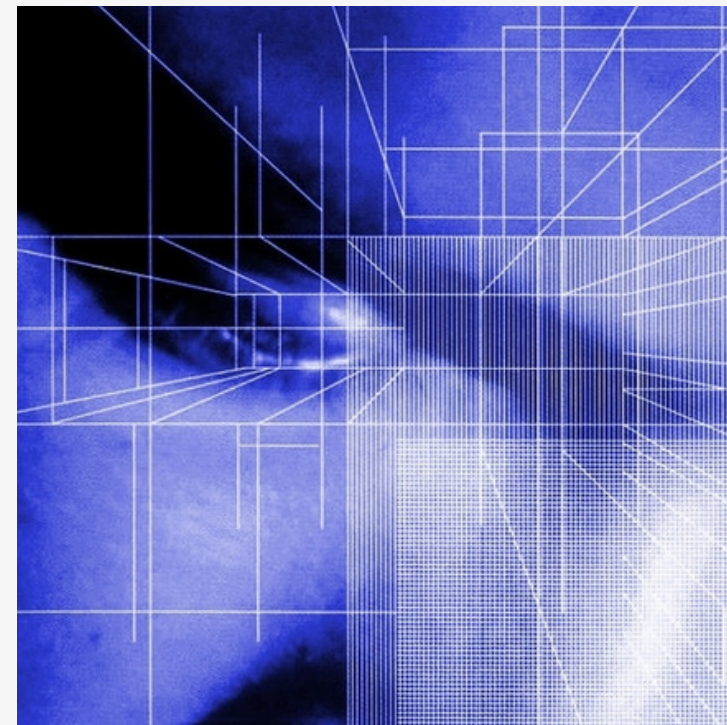
COCKNBULLKID



TIN TIN OUT



12 ROUNDS



ADAM F



SUMMER CAMP



YOUNG T & BUGSEY



PAST CLIENTS



ESTELLE



GANG STARR



15

PARTNERS



UNIVERSAL MUSIC GROUP



SONY MUSIC



RECORDING ACADEMY
**GRAMMY
AWARDS**

NETFLIX

B B C
RADIO



PlayStation



WEBSITE & HOMEPAGE

- SEO issue
- Name search for Empire Management: the first options that appear on Google are real estate agencies
- Non-cohesive brand identity. This website is called Empire Artist Management, however the company name is not cohesive across all social media platforms, where it is often referred to as 'Empire Management' - creates confusion.
- Odd homepage - asks user to 'enter' the website, rather than showing a summary of website content
- Font and symbol are different from Empire's logo on the landing page
- 'Artist Management' subheading is written in a thin font, small in size and difficult to read





EMPIRE

[HOME](#)[CURRENT ARTISTS & WRITERS](#)[PAST CLIENTS](#)[ABOUT](#)[CONTACT](#)

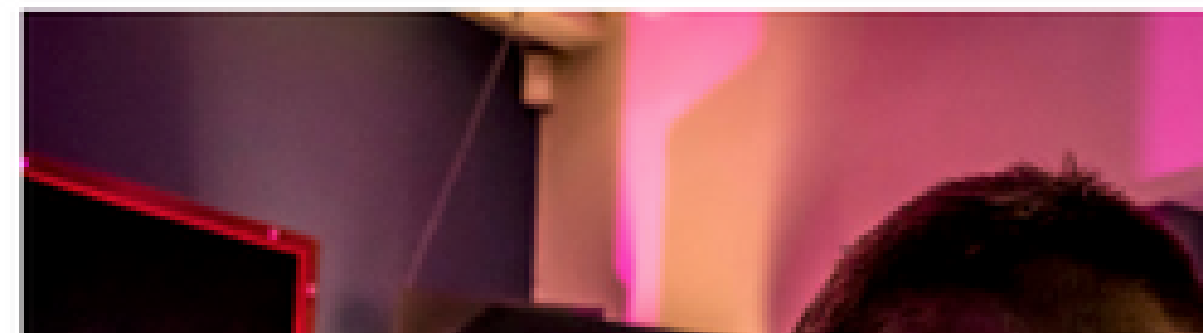
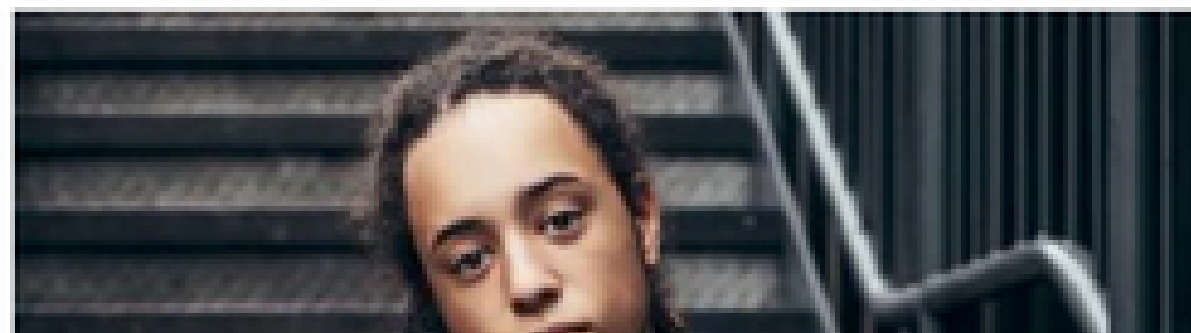
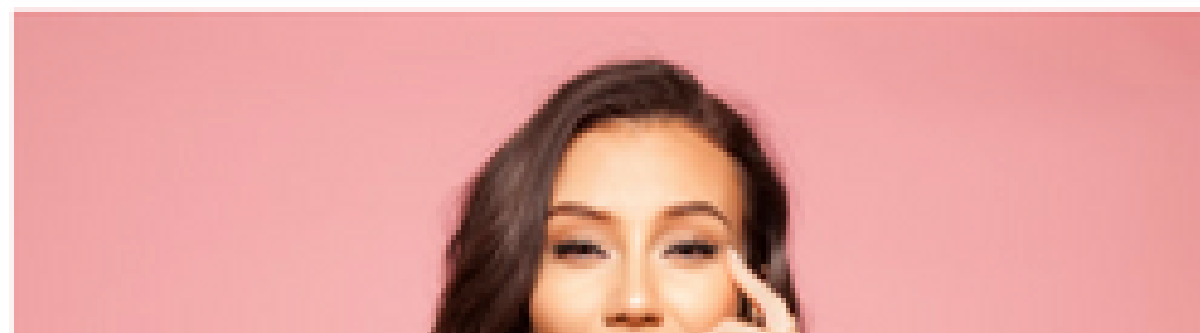
JAMES NEWMAN



THE MANOR

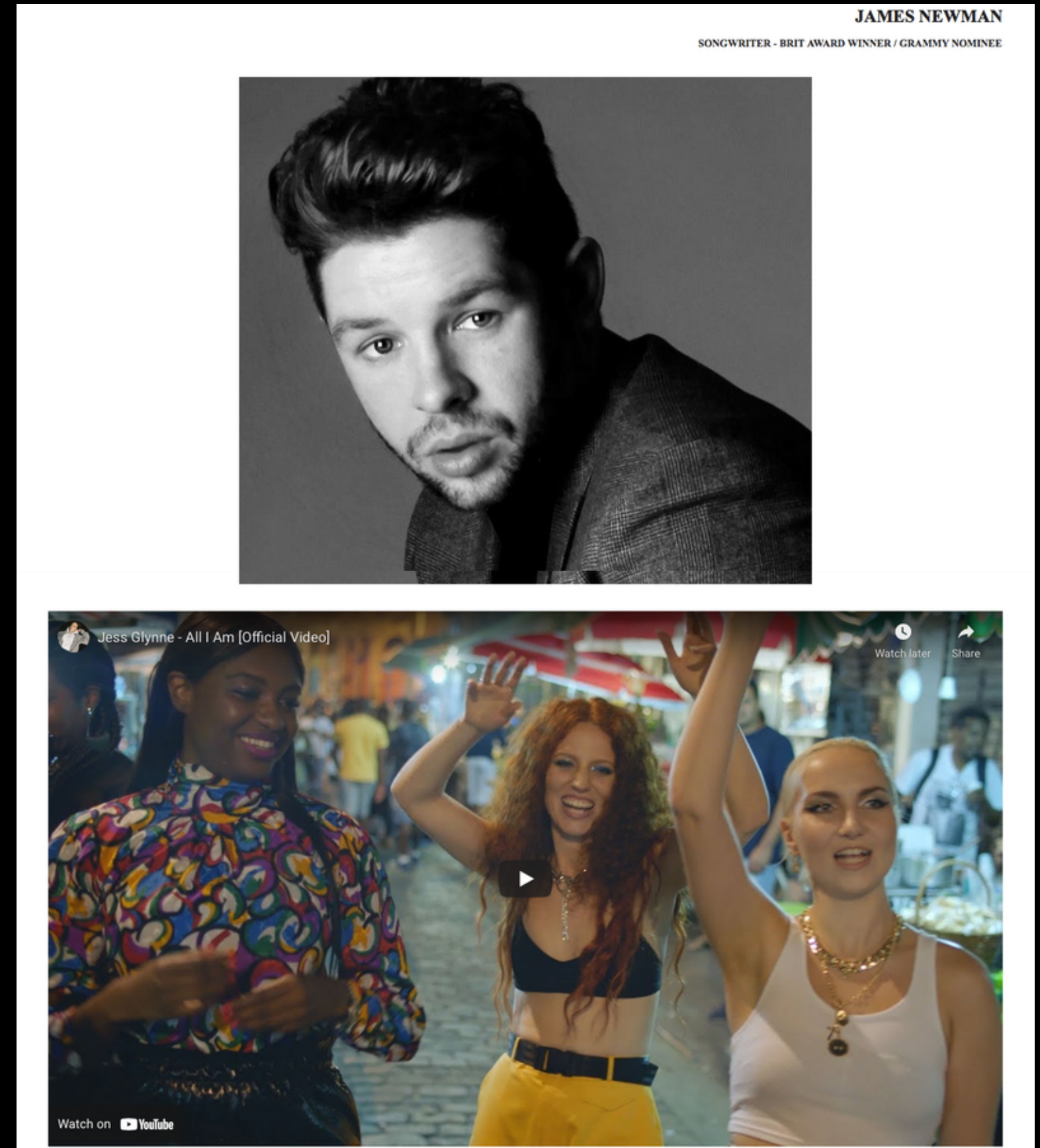


ZDOT & KRUNCHIE



WEBSITE: CLIENTS

- Lack of thorough artist bios
- Lack of press quotes/links to press
- Lack of manager contact info
- Only includes artist name, occasionally a short descriptor, such as 'songwriter - Brit and Grammy nominee' and a couple of YouTube links to their work
- On the main 'Current Artists & Writers' page, photos are not cohesive in colour: some are black & white, others are in colour

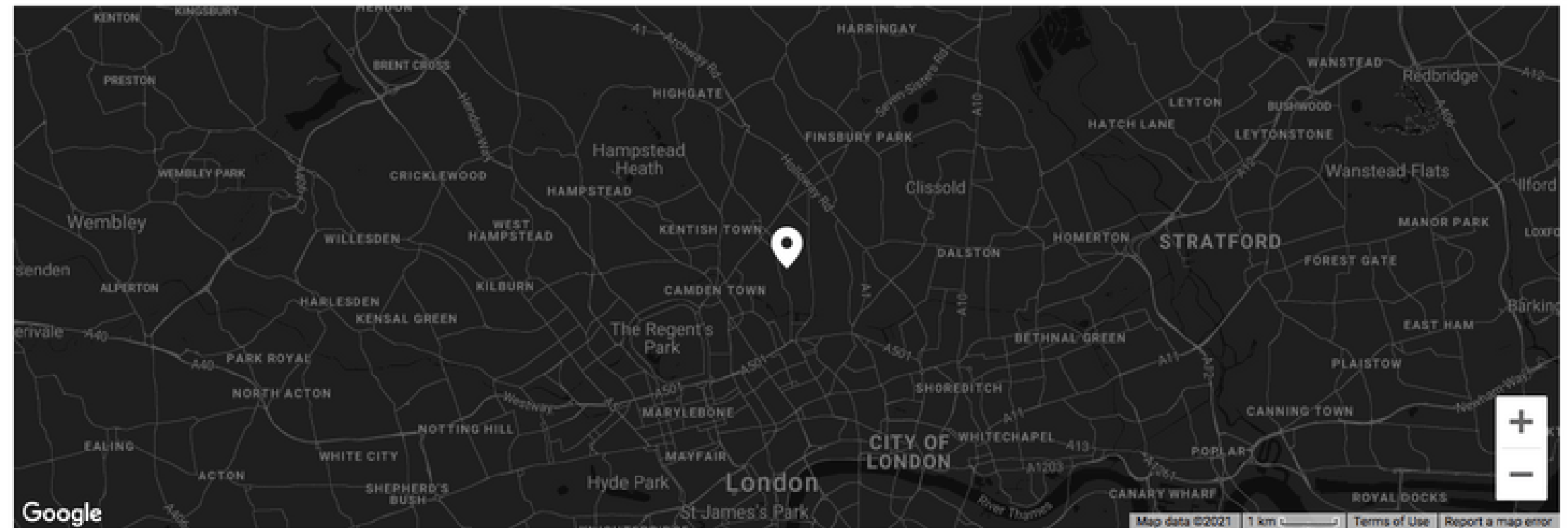


WEBSITE: CONTACT

- Contact info does not include a link, which may cause users to get distracted/lose interest before contacting Empire.
- The map is too large for the page, so when one attempts to scroll down to the contact info, the map zooms in instead.
- Make map smaller to make website experience more pleasant



HOME CURRENT ARTISTS & WRITERS PAST CLIENTS ABOUT CONTACT



16 Tileyard Studios, Tileyard Road, London N7 9AH

info@empire-management.co.uk

WEBSITE: ABOUT

- Does not include partner list
- Lacks mention of core values/mission statement
- Superficial bio - include more about company history



- RICHARD RAMSEY (Left) and NEALE EASTERBY (Right) - NEW YORK, 1996

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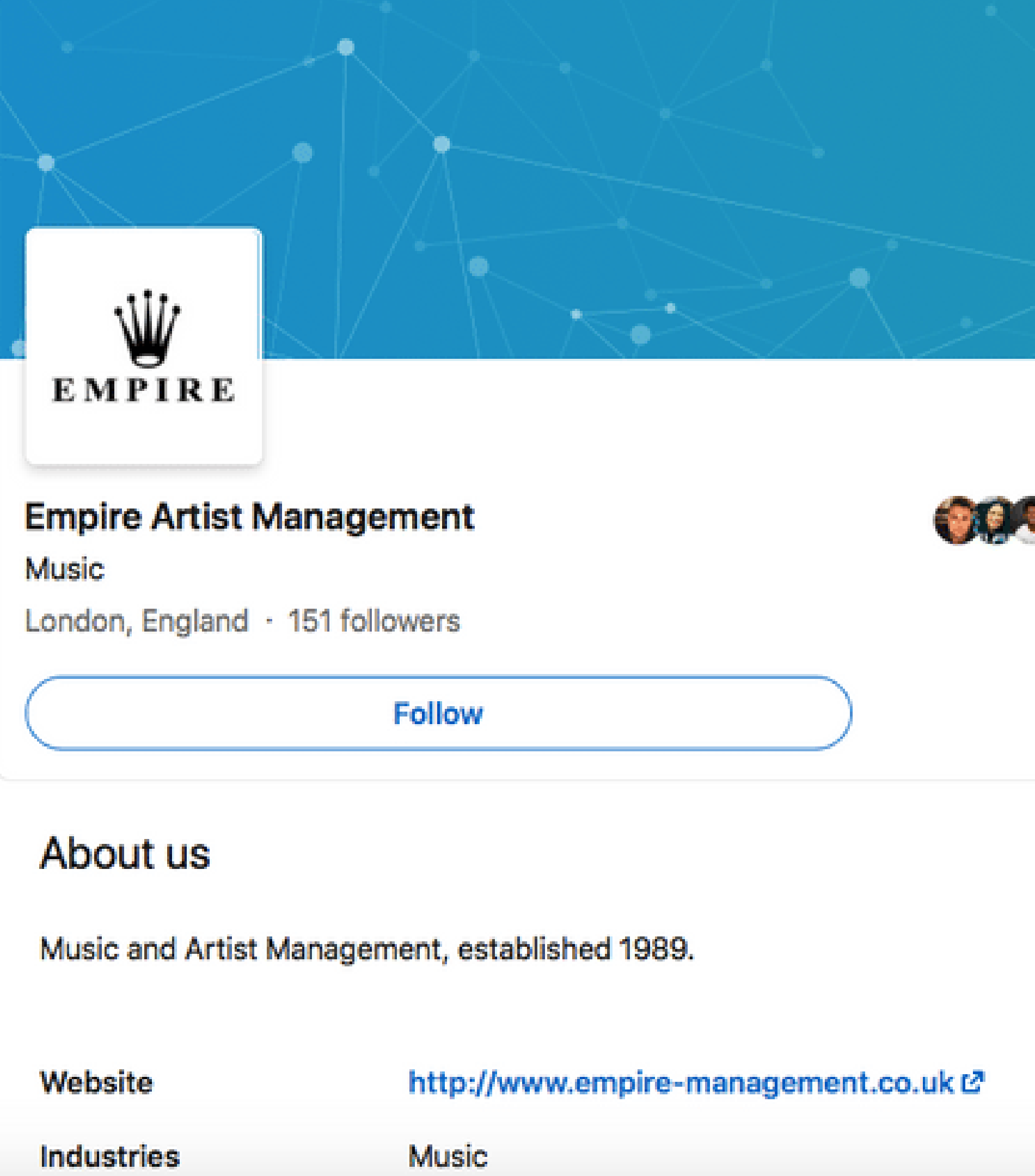
Empire Artist Management is a Musiweek Artist Management Company of the Year award winner.



SOCIAL MEDIA:

LINKEDIN

- Lack of updates
- Absence of personalized background
- Superficial bio
- No mention of clients or partners
- Inconsistent username compared to other digital assets



SOCIAL MEDIA:

TWITTER

- Deformed logo
- White background of header does not stand out or reflect innovative and modern brand values
- Lack of bio. Only mentions names of founders
- Inconsistent username with other digital assets



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SOCIAL MEDIA: INSTAGRAM

- Short bio that does not reflect brand values or identity
- Lack of story highlights
- Inconsistent username compared to other digital platforms



empire_mgmt

Message



195 posts

1,232 followers

489 following

Empire Management

Management Service

since '89



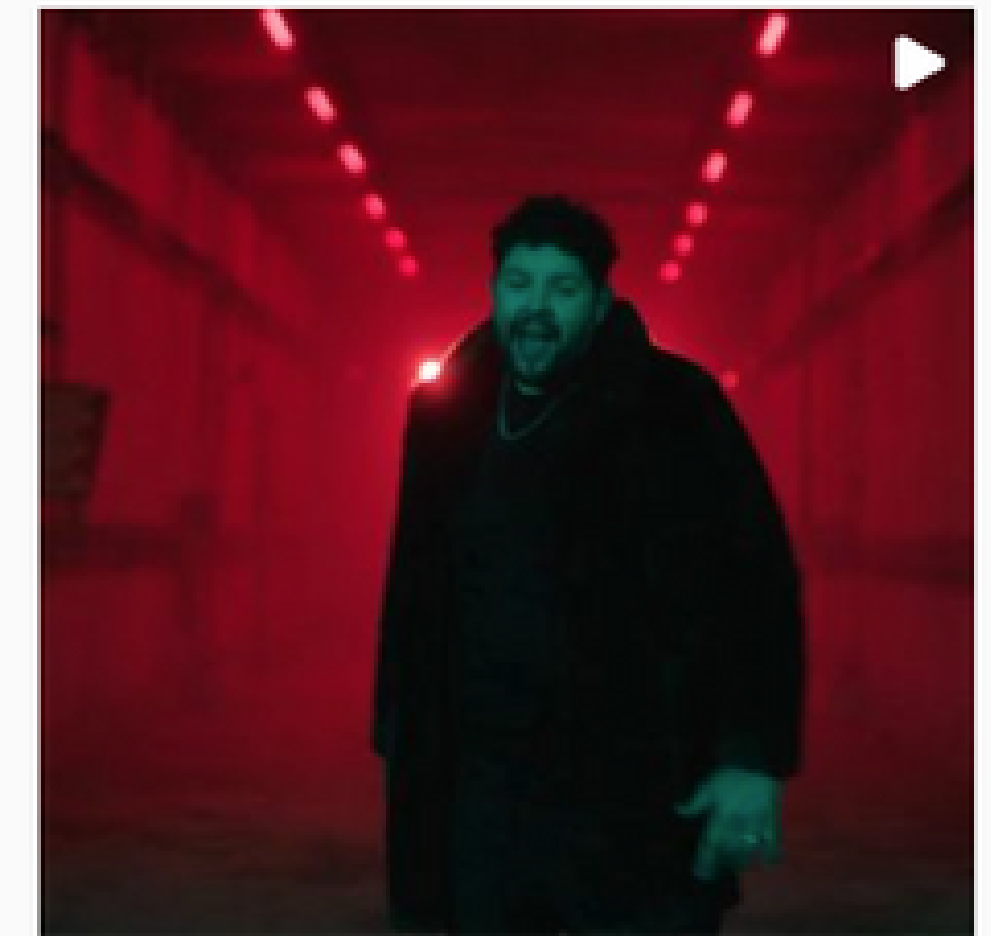
@nealeeasterby @richrams @yasminlajoie

www.empire-management.co.uk

Followed by billionaireben, maxwolfganguk, jedkellett +30 more

POSTS

TAGGED



RE-BRAND, STRATEGY AND CAMPAIGN

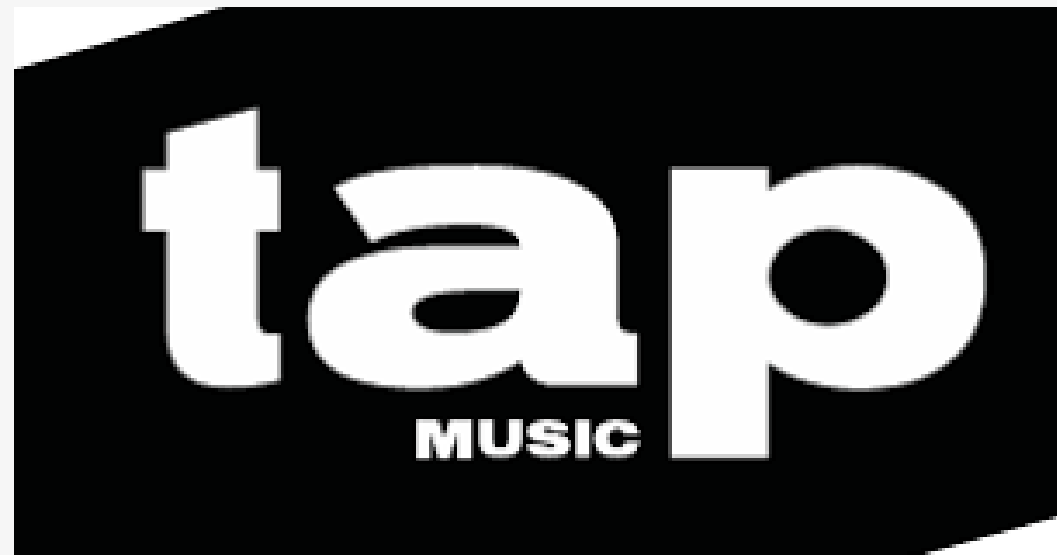


COMPETITORS



YMU Music Group

'Managing elite clients in Sport, Music, Drama, Comedy and Entertainment. We exist to discover and amplify voices, and to make things happen that otherwise would not - our definition of management.'



Tap Music

'TaP Music is a global group of music companies representing artists across TaP Management, TaP Music Publishing and TaP Records. [...] TaP's diverse roster of established artists includes global superstars [...] and a number of successful producers, mixers and songwriters.'



Maverick Management

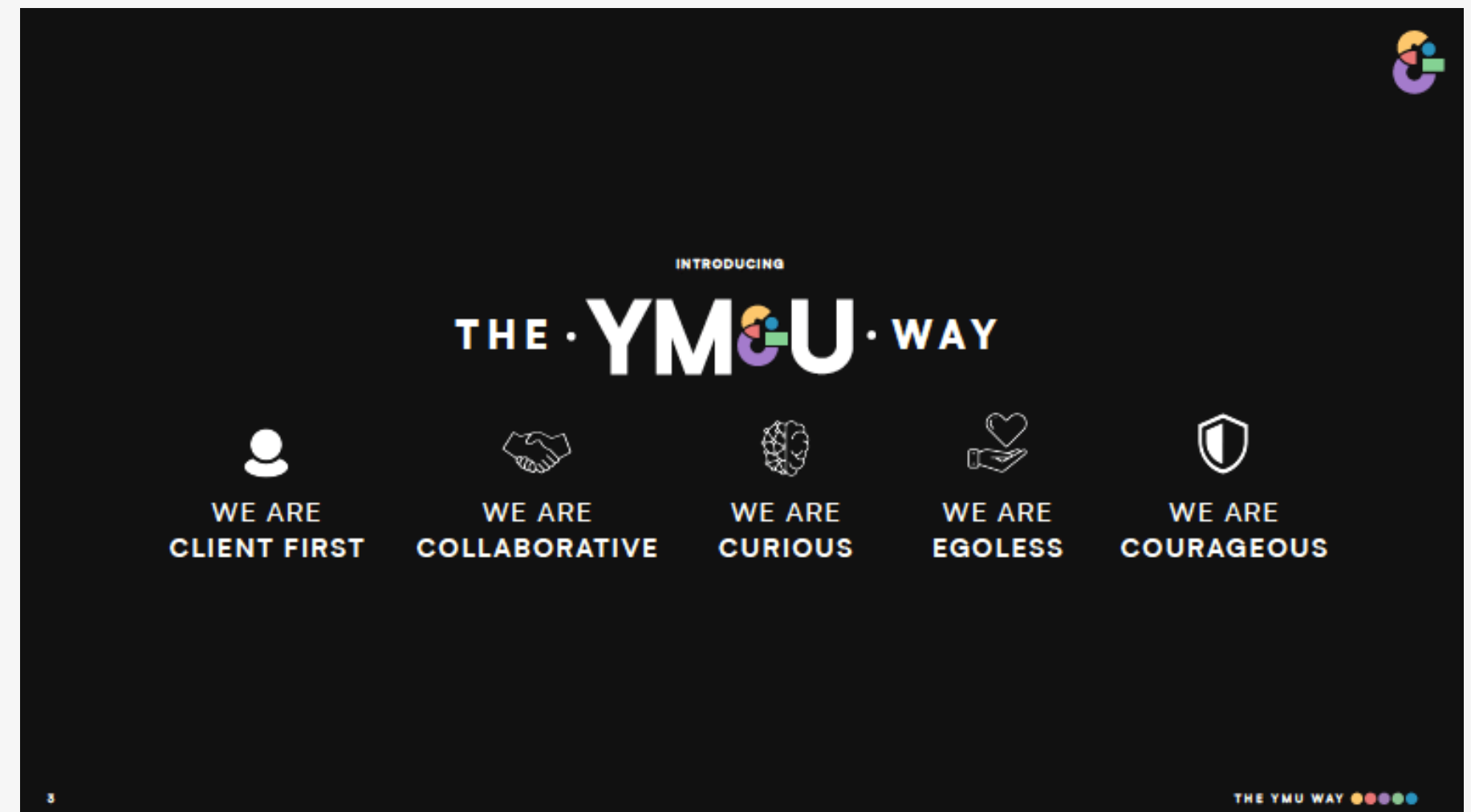
'Harnessing the collective energy, experience and strategic vision of an unparalleled management partnership, Maverick cultivates authentic relationships with our clients and empowers the full scope of their creative vision.'



COMPETITOR: YMU GROUP

THE BRAND

- Among the top management companies in the UK, YMU sets itself apart with its diverse roster and commitment to inclusivity, innovation and challenging of the status quo.
- Simple b&w logo, yet the small pop of color and sans serif font help convey YMU's modern, professional and innovative identity
- Manages similar talent to Empire: in genre, number of artists signed, and in the fact that it's UK-centric
- Similar ethos and messaging to Empire
- Includes PDF of core values on website



WE ARE CLIENT FIRST

WHAT THIS MEANS FOR THE GROUP

- The Group's entire purpose and DNA is centred around serving our clients first and foremost. Understanding that each client is unique, understanding their goals and motivations and delivering against that is what we exist to do. We aim to make things happen for them that otherwise wouldn't.
- Looking through their eyes always will enable us to stay on course with our mission and purpose
- Focussing on impact and delivering positive results

WHAT THIS MEANS FOR YOU

WE LOOK THROUGH YOUR CLIENTS EYES

Whether serving an internal team (e.g. Finance), or serving a management client, you actively and attentively listen to what they say and deliver against their needs, not our own. Truly seeing and responding to the individual or team – applying bespoke plans and tailored service.

RESPONSIVENESS & CONSISTENCY

Our clients expect to rely on us 24/7 for emotionally intelligent, cogent advice. Building and maintaining productive partnerships with our clients is a daily commitment.

PASSION

Loving what you do, celebrating success and seeing your role as a career rather than a 'job'

BEHAVIOUR FOR CORE VALUE: PERFORMANCE

WE ARE CURIOUS

WHAT THIS MEANS FOR THE GROUP

- Our clients expect us to be progressive, innovative and informed. Staying curious is at the heart of this, as is displaying a growth mindset – applying curiosity to client first ideas, business solutions and personal development.
- Staying curious allows for continuous learning, improvement of service and guards against complacency.
- Demonstrating a desire to understand and engage with each others' differing background, outlooks and perspectives

WHAT THIS MEANS FOR YOU

BE INFORMED

Always seek to be informed about the latest trends and industry news, to stay one step ahead for our clients.

INNOVATE

Think outside the box, be creative, and "make things happen that otherwise would not" – our definition of management.

IMPROVE

Strive to develop your knowledge and skills — reading, practical learning and challenging yourself to roam beyond your ambit and comfort zone

UNDERSTAND

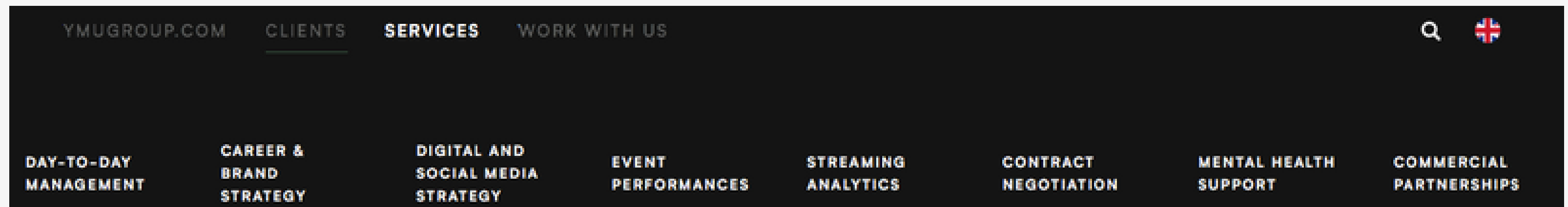
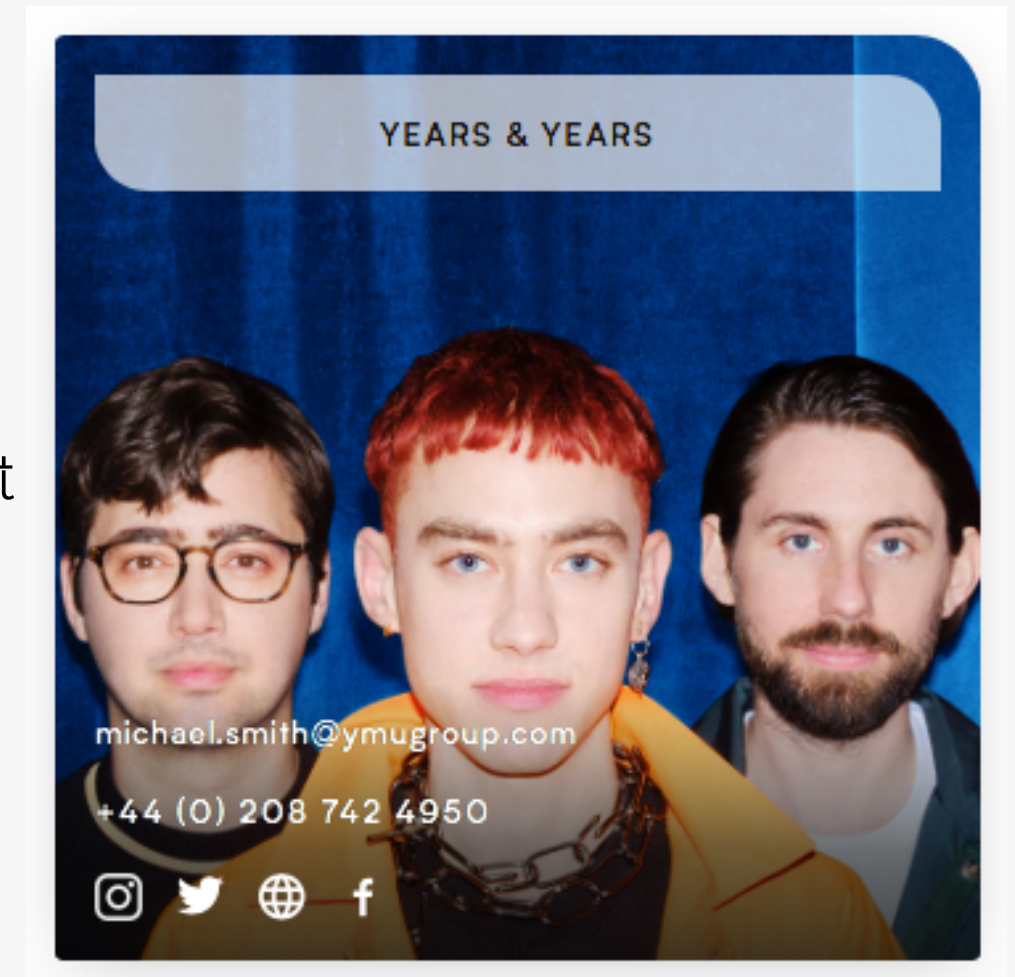
Spend time reaching out to and engaging with those who have differing backgrounds, experiences and seek to understand where they are coming from

BEHAVIOUR FOR CORE VALUE: IMAGINATION

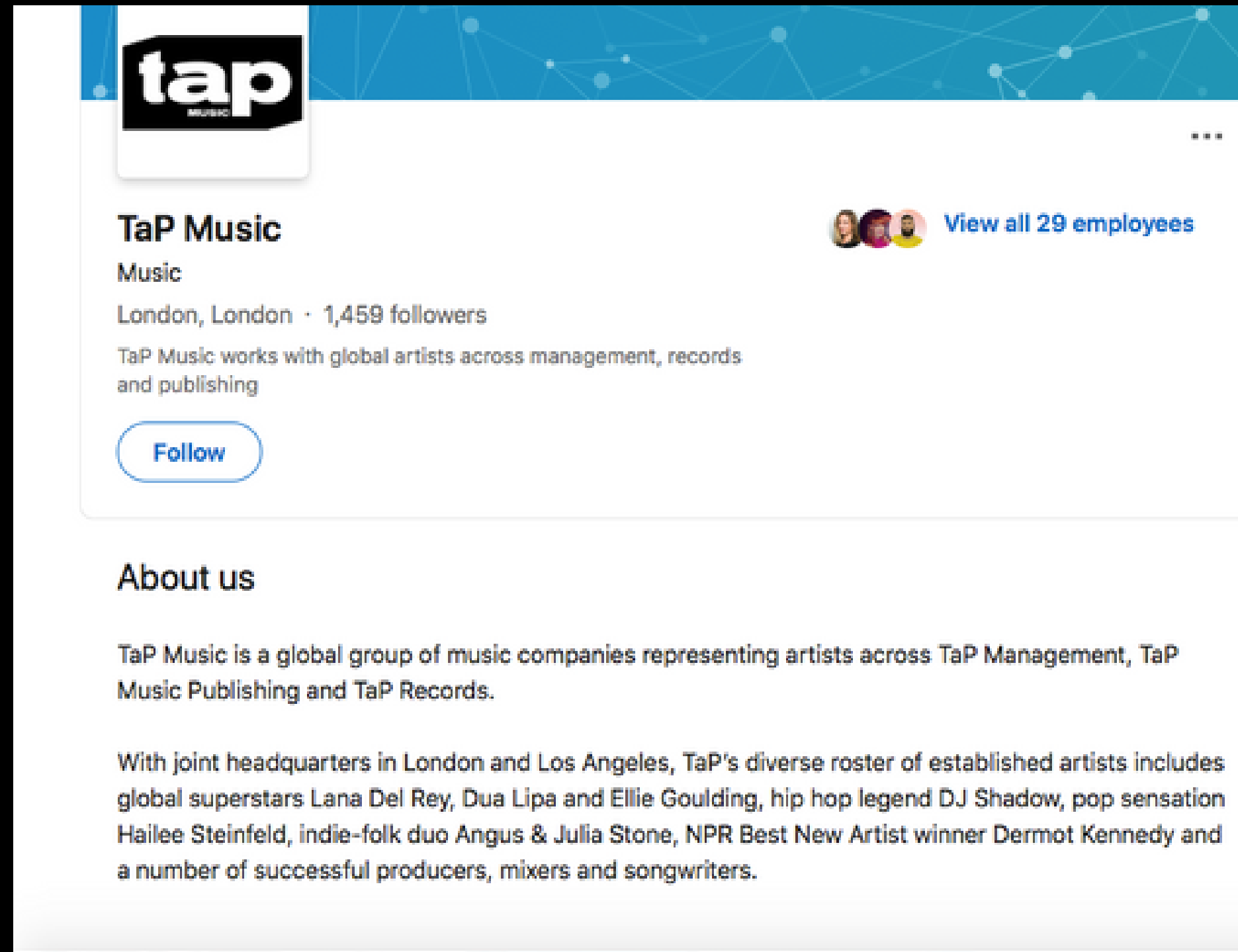
COMPETITOR: YMU GROUP

THE WEBSITE

- Excellent SEO and web design, user-friendly
- Illustrates the company's history, goals and achievements through simple and direct language
- When brushing computer mouse over the artists on the roster page, it provides manager contact info for enquiries.
- Provides extensive info on talent. By clicking on an artist's photo, it gives user the option of being redirected to their socials or website.
- Includes a section in drop-down menu, which clearly states the services they provide - sense of honesty and trust.



COMPETITOR: TAP MUSIC



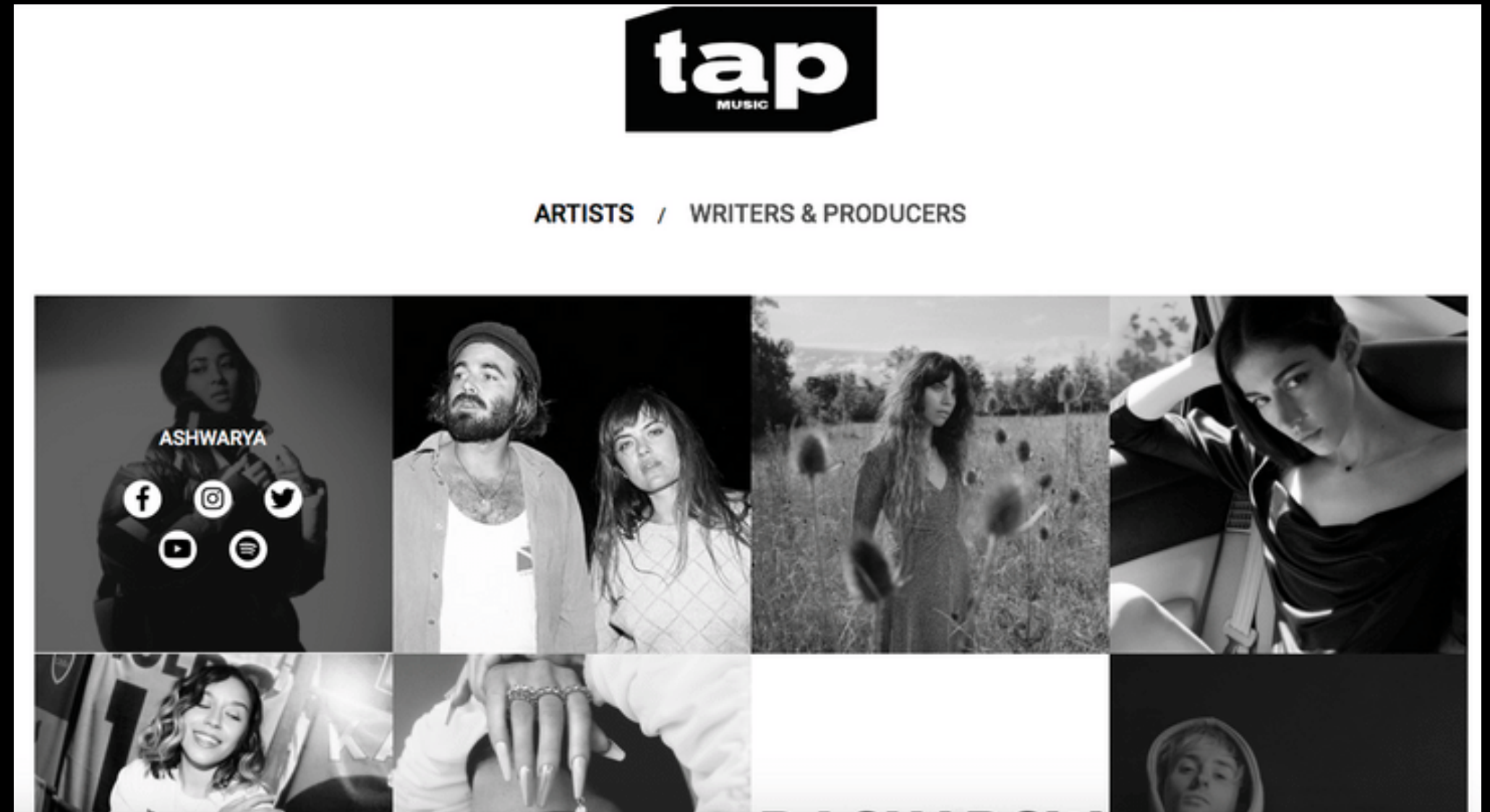
THE BRAND

- Among top management companies in the world. First-class reputation and status in the music industry
- Diverse roster spanning across different genres
- Exceptional talent including global superstars, such as Dua Lipa, Lana Del Rey, Ellie Goulding, Hailee Steinfeld and Lily Allen
- Excellent at discovering and breaking artists
- Simple b&w logo with sans serif font, conveying professionalism, power and coolness. The brand name includes the word "music" to encompass its group of music companies: publishing, management and records.

COMPETITOR: TAP MUSIC

THE WEBSITE:

- Simple and direct, easy to navigate
- Cohesive photo colours on artist roster pages: all photos are black and white
- Clear division between artists and writers/producers
- Brand consistency across all social platforms



COMPETITOR: MAVERICK

THE CAUSES

all. animals. education. health. international. local. political advocacy. poverty.



Shania Kids Can Education. [Read More +](#)

Shania Kids Can provides services that promote positive change in



Ricky Martin Foundation International. [Read More +](#)

The Ricky Martin Foundation was launched in 2004 and has been a



Reba's Ranch House Local. [Read More +](#)

Reba McEntire, often referred to as "the Queen of Country," has become

THE BRAND

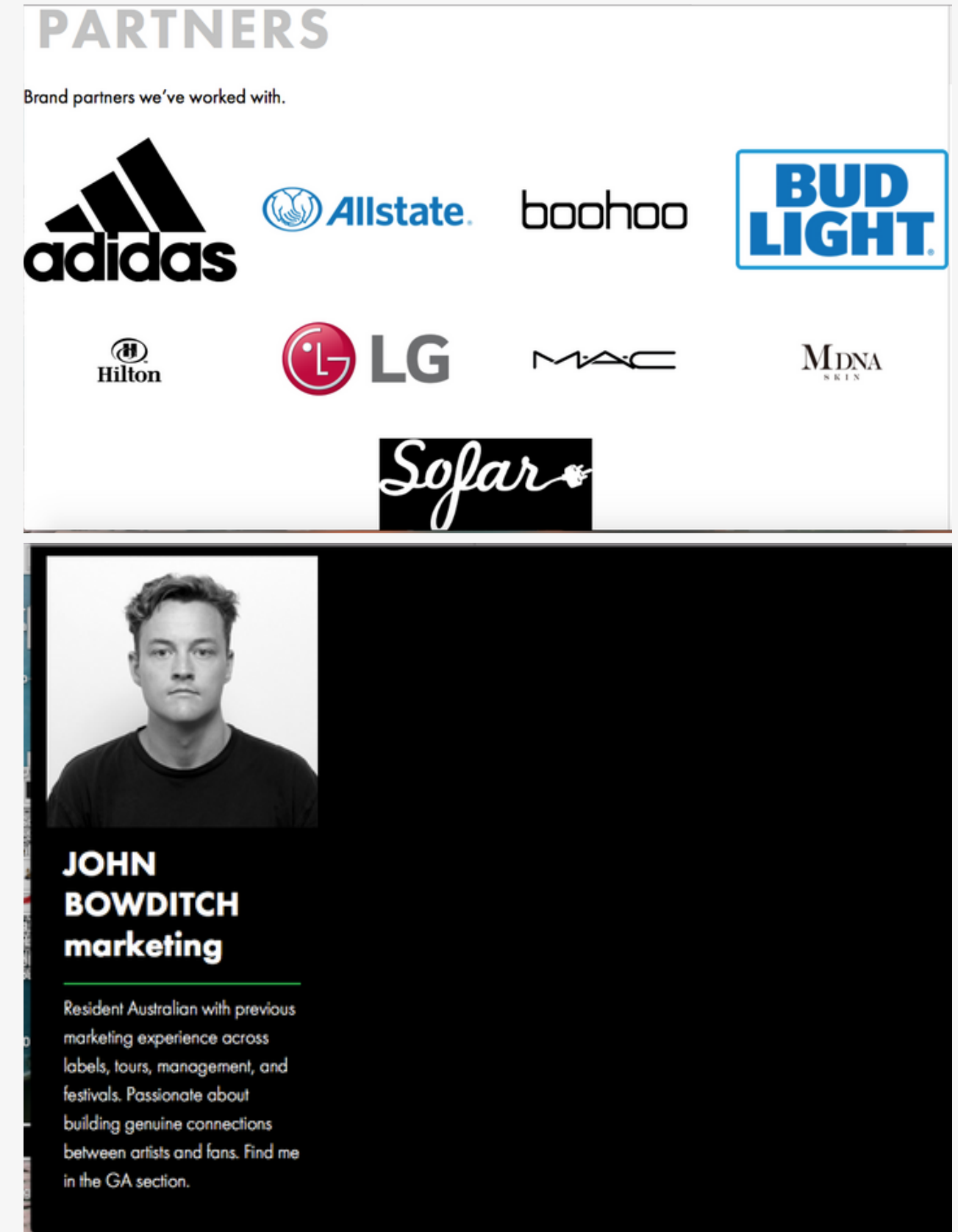
- Among the most important management groups in the world
- Large and diverse artist roster focussed on international superstars
- Core values: client-first, collaborative, courageous and innovative
- Black & white logo with maverick as brand symbol and name reflects brand ethos and reputation
- Involvement with charities, advocacy and philanthropy: represents company's altruistic and generous ethics



COMPETITOR: MAVERICK

THE WEBSITE

- Lots of colour, reflecting their professional yet fun and modern brand identity.
- Page dedicated to charity involvement, showcasing company ethics and egoless nature
- Displays list of partner brands on their website
- Clearly states what services they provide
- Introduces members of marketing team with short descriptor, conveying a sense of transparency and openness
- Includes company history, followed by their promise and approach to management
- Main font used is sans serif and large in size, making it easy to read
- Short, direct and sometimes colloquial language (e.g. 'the gram' instead of 'Instagram'). Appears as friendly and accessible
- Exceptional web design, powered by eco-friendly company 970 Design. (Suggestion: have them redesign Empire's website)



MAVERICK IMPACT: EXAMPLES



IMPACT

Maverick Impact develops advocacy, philanthropy and investment strategies that elevate the legacies of artists and managers. We bring together leaders and organizations in our network to advance opportunities for environmental and social impact.

Maverick Management was modeled on the basic concept that managers can help other managers and artists can help other artists, and a more cohesive, collaborative management entity is better equipped to succeed. Maverick is a collective — greater than the sum of its parts — with the singular goal of helping our artists reach their fullest potential.

This is why we launched Maverick Impact.

Our artists have championed extraordinary initiatives from funding disease prevention and grassroots education movements, to rebuilding communities hit by natural disasters. Maverick Impact continues to guide their vision, tell their stories and support their work.

EMPIRE: SWOT ANALYSIS

STRENGTHS

- Past clients
- Reputation
- Location
- Partners
- Industry experience and expertise

OPPORTUNITIES

- Current clients
- Diversify current artist roster by taking on new talent spanning across a variety of genres
- Charities
- Increase industry status
- Social media

WEAKNESSES

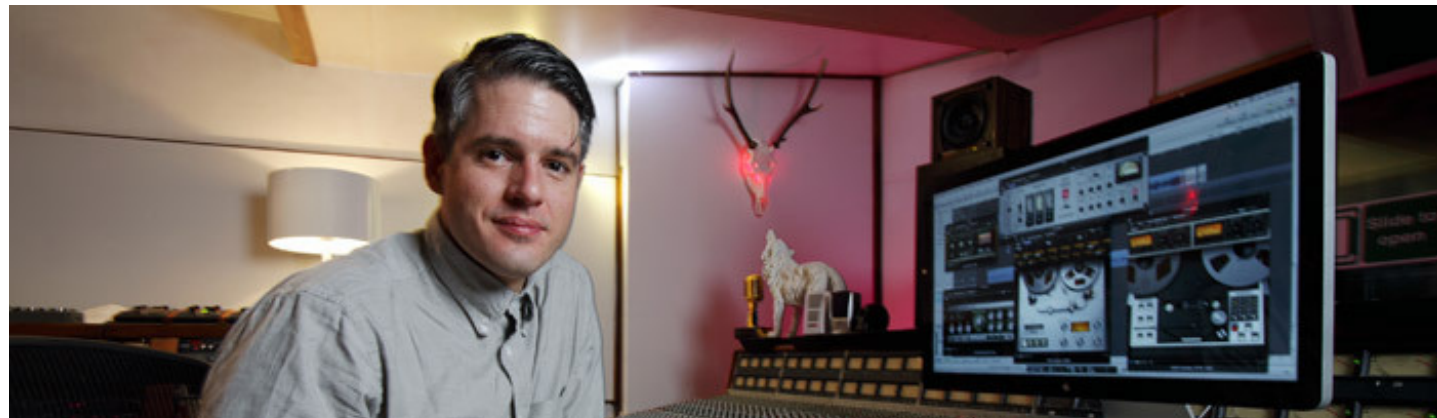
- Logo
- Website
- SEO
- Social media
- Current roster is small and lacks top talent like past clients

THREATS

- Tap Music - industry status and excellent roster.
- YM&U - reputation and exhaustive website
- Maverick - prestige and extensive roster of top talents.



IMAGE, ETHOS, MOOD



IMAGE

Professional, powerful, trustworthy



ETHOS

Altruistic, innovative, collaborative,
courageous



MOOD

Strong, confident, modern



NAME CHANGE

- Improve SEO (other Empire Management companies exist, though they are real estate companies)
- Cohesive across all platforms
- Replacing 'artist management' with 'music management' makes name more direct and clear to people who are not in music



**EMPIRE
MUSIC
MANAGEMENT**

TARGET AUDIENCE

- Emerging artists searching for representation
- Businesses and potential collaborators
- Journalists / media



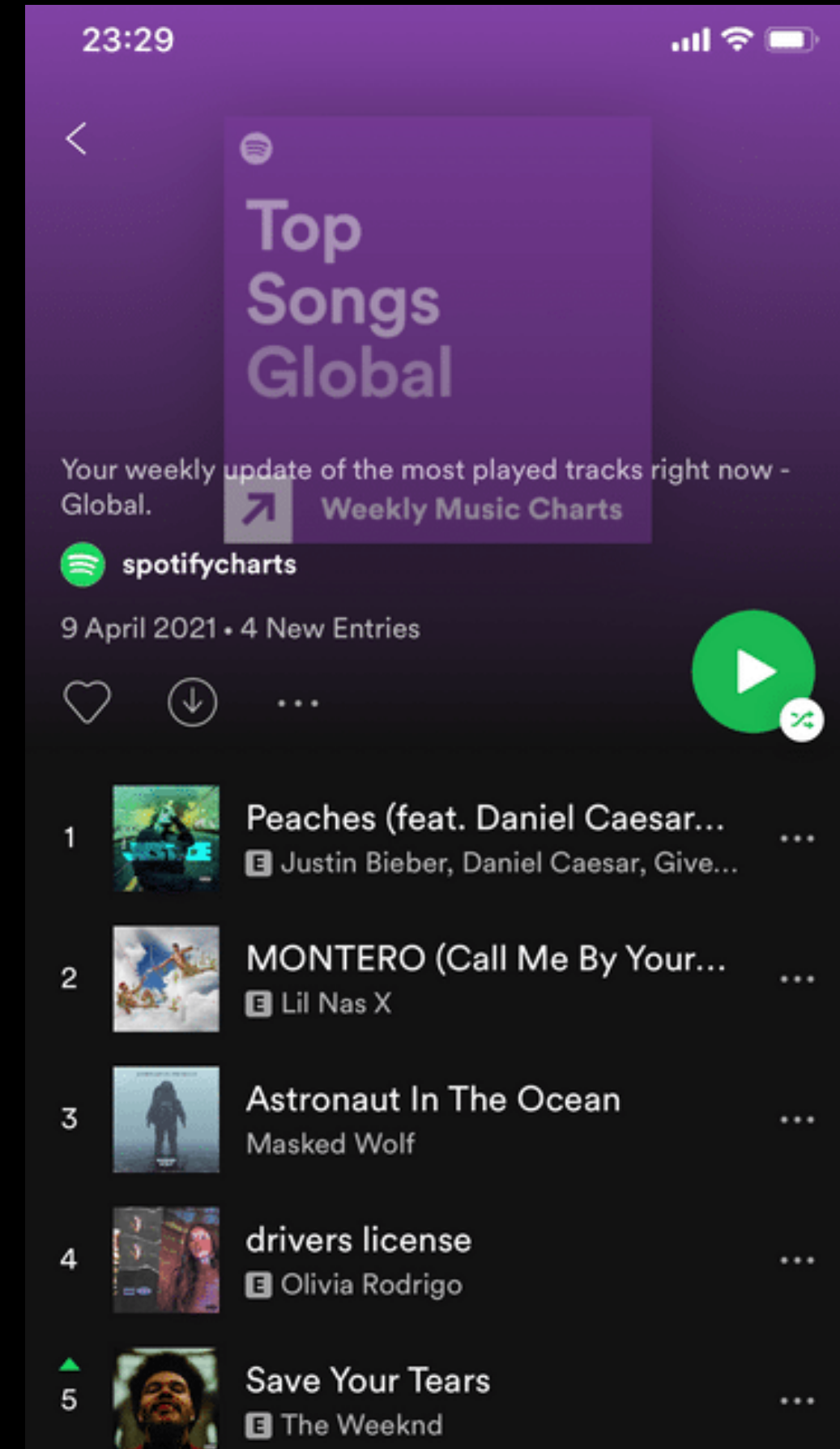
MUSIC STYLE

Empire has had quite a diverse roster in the past, however the current one is focussed on commercial pop and rap.



The company could start including a greater variety of talent based on genre, catering to current trends and a wider appeal within the music industry and market. E.g:

- Folk-pop
- Trap
- Indie and alternative rock



COMPANY DESCRIPTOR

Empire Music Management is a London-based music company that specialises in managing artists, producers and songwriters. After being founded in New York in 1989, Empire quickly established a reputation as one of the leaders within music management.

Since its inception, Empire has discovered, developed and managed multi-award-winning artists such as Lily Allen and Natasha Bedingfield. It has also overseen the careers of songwriters and producers who have written some of the most successful records of the last two decades, including Paul Epworth (Adele 'Rolling in the Deep'), Fraser T Smith (Sam Smith 'In the Lonely Hour') and James Newman (Little Mix, Calvin Harris, Jess Glynne).

In addition to their foundation of big acts, Empire is also committed to artistic development, including a proven track record of identifying talent early and successfully breaking it.

Operating on inclusivity and diversity, Empire provides clients with top support and services to achieve their creative visions, challenge the status quo and create meaningful change.



Empire Music Management is a winner of Musicweek's Artist Management Company of the Year award.

INTUITION

Discovering talent early and trusting our gut feeling



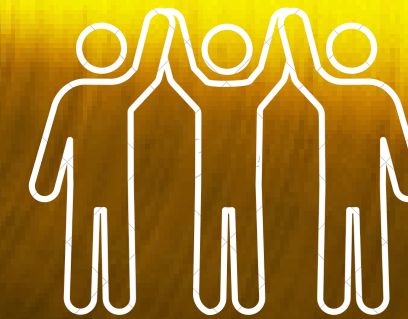
TRUST

Creating an honest, safe, diverse and trustworthy environment where clients always come first



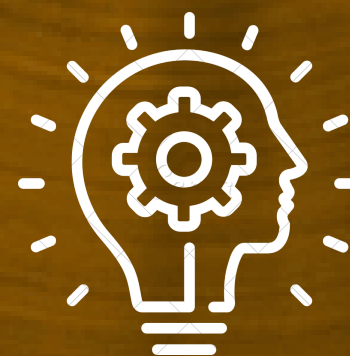
TEAMWORK

Collaboration is key to Empire's success. Our team works alongside artists to achieve their creative vision, serving their needs first and foremost



INNOVATION

We seek out creative ways to change, challenge and solve problems by presenting new ideas and perspectives, which are key to both growth and relevance in the music industry landscape.



EMPIRE Music Management CORE VALUES



SUCCESS

Successfully breaking artists both nationally and internationally through creative partnerships, synch opportunities and record deals with major labels



ARTISTIC INFLUENCES



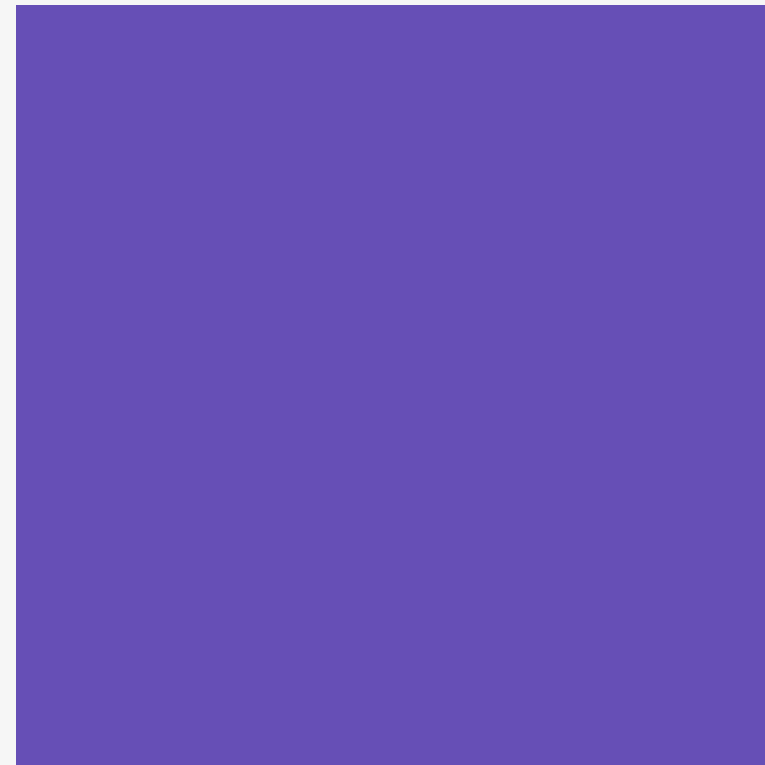
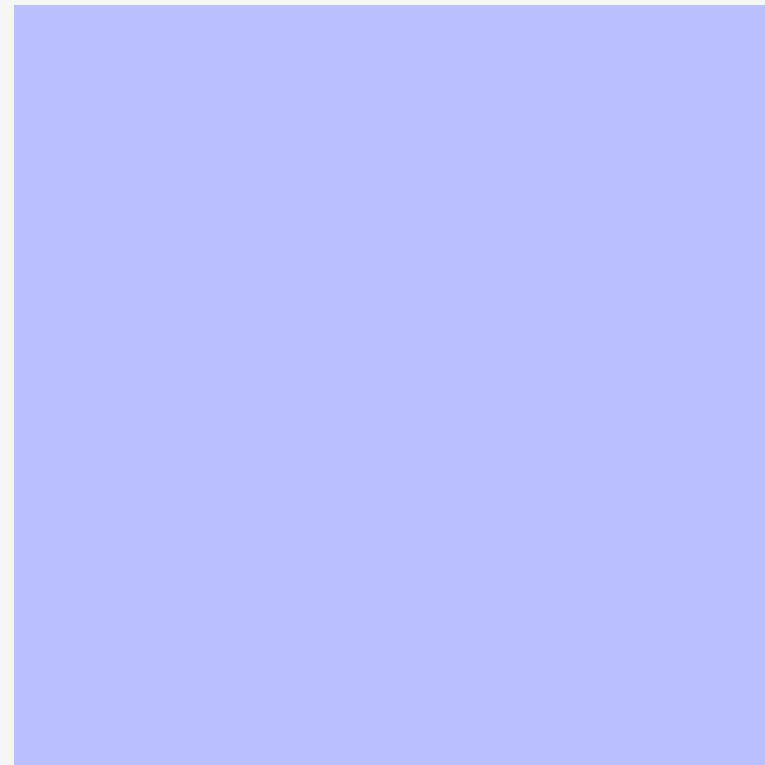
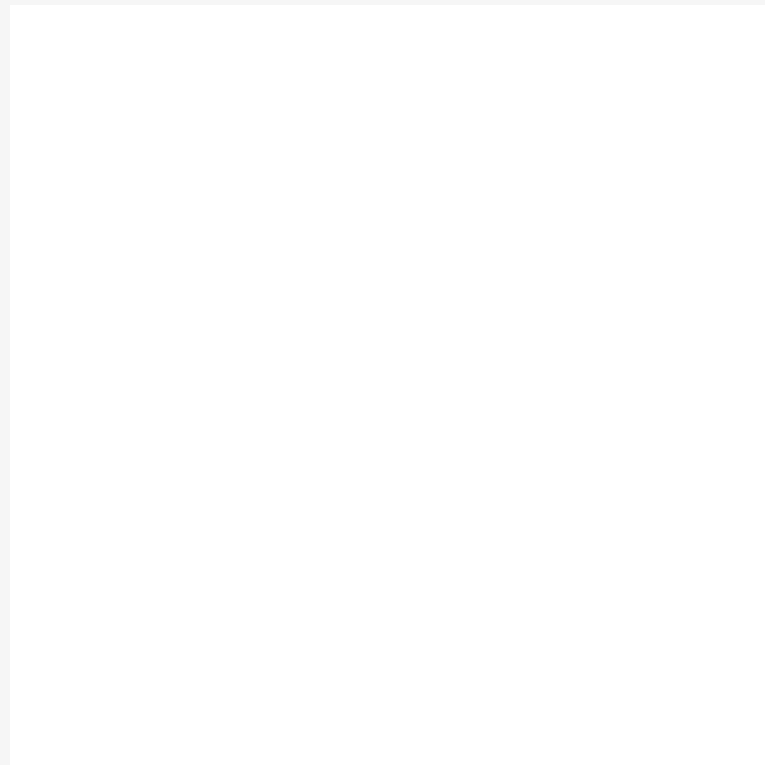
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Modern, simple, high-contrast, strong lines, sans serif font



COLOUR REFERENCES



Strong, high-contrast tones such as black, representing professionalism and power; white, representing innovation and idea creation; violet, representing imagination; and blue, conveying a sense of trust, calm and security.



LOGO, FONT and ICONOGRAPHY

LOGO

Empire Music Management's logo is simple, modern and direct. The black background conveys a sense of professionalism and power, reflecting the brand's strong reputation within music management. The large white font towers over the smaller subheading, invoking the sense of authority conveyed by the brand name. The small crown over the 'i' recycles Empire's old symbol, with a fresh twist



MAIN FONT: ANTON

The Anton font projects a sense of power and strength, reflecting Empire's confident and modern mood

Anton Font

SECONDARY FONT: RAFALE

The Rafale font is modern, light and easy to read, capturing Empire's inclusive, transparent and trustworthy ethos

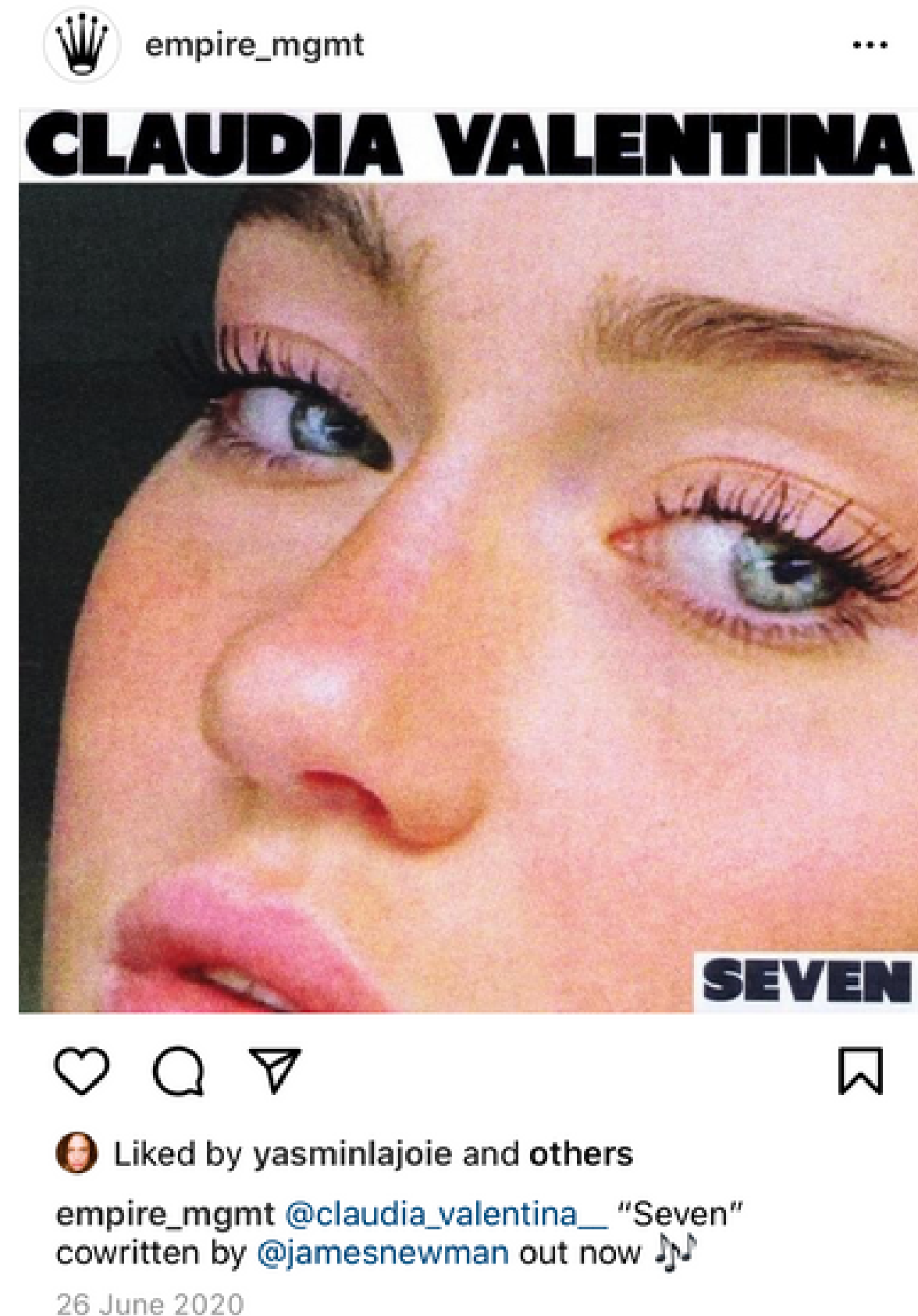
Rafale Font

SIMPLIFIED LOGO OPTIONS FOR DIFFERENT USES



DIGITAL ASSETS

- Username: @empire_mgmt
- Create Facebook page and YouTube profile with playlist including songs by Empire artists, writers and producers
- Brand consistency
- Cohesive bio across all social platforms
- Headshot videos of staff and artists introducing themselves
- Introduce story highlights
- Capture day-to-day activities in the office
- Employ teases for upcoming releases
- Language and tone: colloquial, friendly, accessible
- Post weekly updates to stay relevant



MUSIC STREAMING PLATFORMS



- Spotify, Apple Music, Deezer, SoundCloud
- 'Empire Music Management' playlist which includes songs their clients have written in the past/present.
- Include songs by talent on current roster multiple times in playlist (even the same song several times) to increase streams.
- QR code on playlist artwork
- Canvas video playing in background of songs
- Include short introductory videos by Empire artists on playlist, explaining story behind the song

WEBSITE

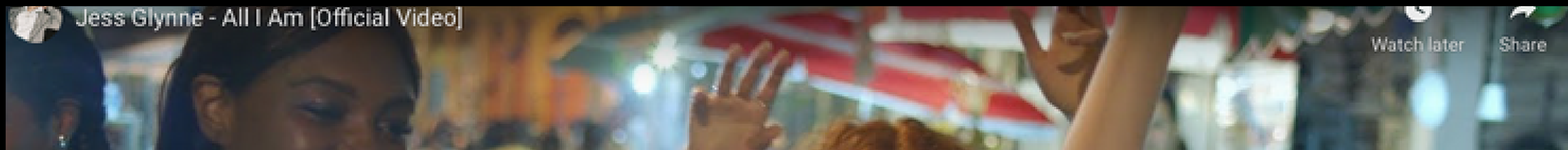
- Domain name change: www.empiremusicmanagement.com
- New bio
- Headshot videos of staff and artists introducing themselves
- Change tone: write in a more friendly, colloquial style like Maverick Management
- Cohesive colours across website and artist photos (all in colour, none in black & white)
- Remove 'enter' homepage. Replace homepage with latest news and updates
- Change current font used on website because it is too small. Replace it with the Rafale font in larger size
- Add newsletter
- Include link to contact information
- Change background colour from white to black, making it look more elegant and strong
- Include links to artists' socials on website's page dedicated to talent



[Home](#)[Artists](#)[Past Clients](#)[Store](#)[About](#)[Contact](#)

EMPIRE

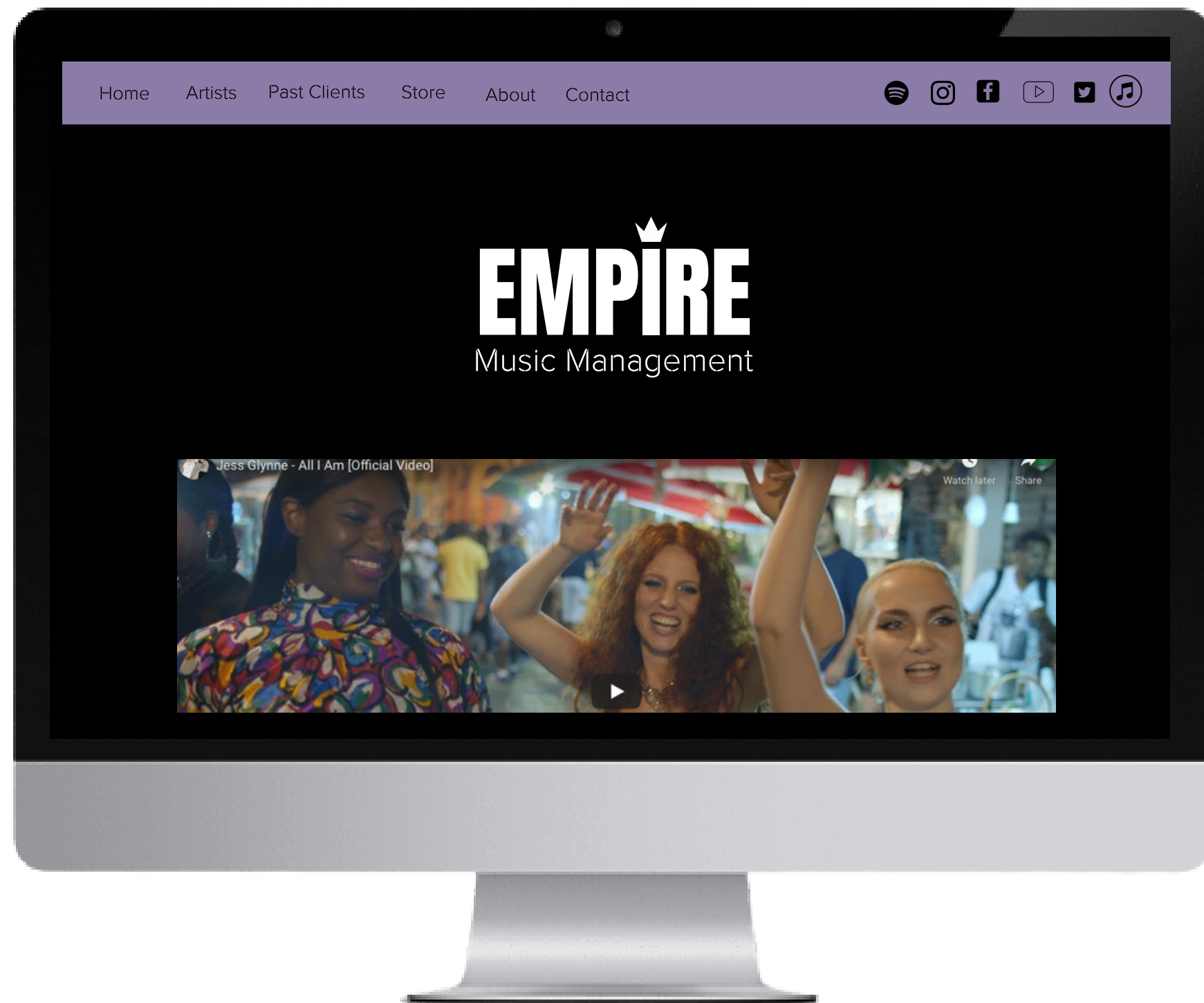
Music Management



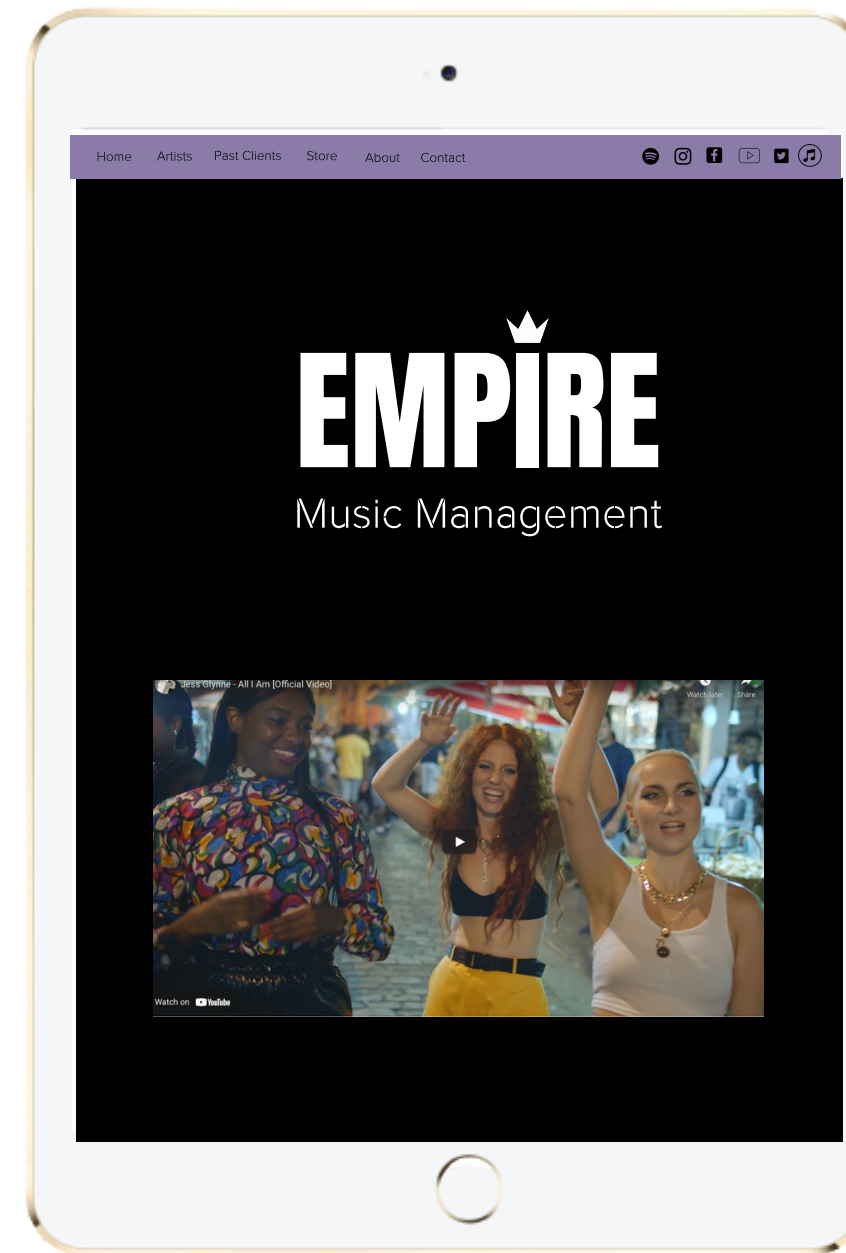
PARTNERS



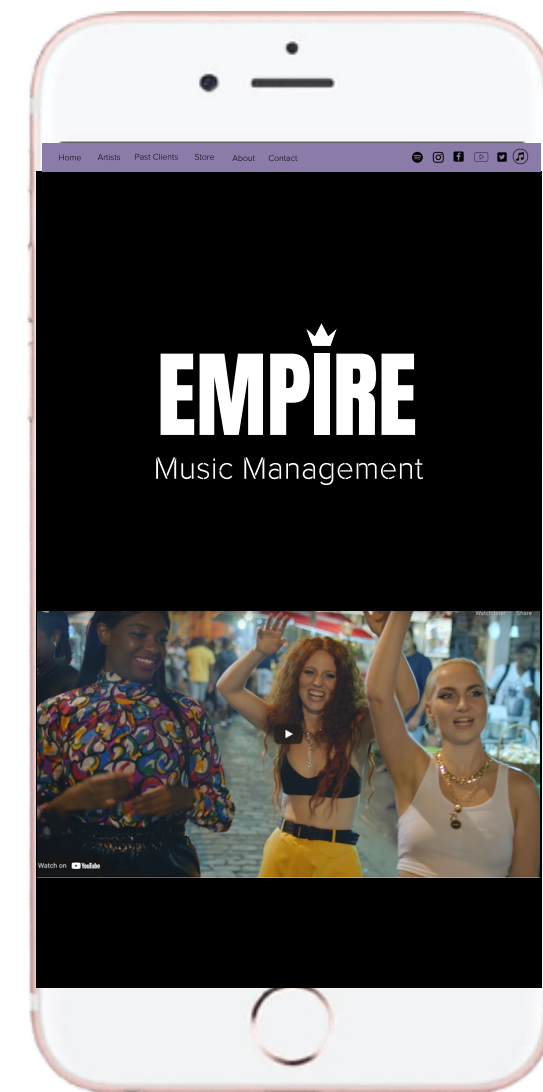
WEBSITE LAYOUT



COMPUTER



TABLET



MOBILE PHONE



PARTNERSHIPS / CHARITIES



- Partner with charities and dedicate a page on website relating it to company ethics
- Showcases core values of selflessness, inclusivity and investment in the future
- Invite Empire's current talent to partner with charities and/or advocacy groups



MERCHANDISE / RETAIL



T-SHIRT: £20



HOODIE: £40



CAP: £10



MERCHANDISE / RETAIL



HARRY STYLES X FULLSTOP MGMT



NIALL HORAN X MODEST! MGMT



HARRY STYLES X FULLSTOP MGMT



- Sell Empire merchandise on website to promote the company's services
- Encourage artists from roster to wear Empire's merchandise on social media and in public to increase brand awareness
- Invites customers to be part of the brand



TASTEMAKERS AND PROMO

- Industry status
- Playlist curators
- Journalists
- Artists

Magazines:

1. Music Business Worldwide
2. Billboard Magazine
3. Wired

Spotify Playlists to promote Empire's artists:

1. New Music Friday
2. RapCaviar
3. New Pop UK

Promote contest on national/online radio:

1. Apple Music Radio (based at Tileyard)
2. BBC Radio 2
3. Capital FM

Influencers:

Have Empire's artists shout out their label on socials, by saying, 'My label's holding a competition, and we could be on the same roster! If you think you've got what it takes, post a video on TikTok with the hashtag

#EmpireMusicManagementCompetition - good luck!'

Ads on music podcasts:

1. Zane Lowe
2. And the Writer Is
3. Song Exploder

National Newspapers:

1. Evening Standard
2. Music Week
3. Mojo

Student Radio:

1. URN
2. Leeds Student Radio
3. URY



STRATEGY

- 👑 Increase brand awareness on a global scale
- 👑 Attract new clientele
- ⋮
- 👑 Improve current artist roster
- 👑 Reposition Empire in the music industry as one of the leaders in music management (Long Tail marketing)
- 👑 Make branding more cohesive across all platforms



CAMPAIGN



Empire rebrand: redoing logo and changing name



Repositioning socials and increasing activity



Redoing website and improving SEO



Digital and physical advertising



Campaign to get to know artists and managers on IG



Contest to find new talent to add to roster and increase brand awareness



Tastemakers



Press / radio



Gig crawl



CONTEST INSTRUCTIONS ON WEBSITE

Are you a songwriter or producer looking for management? Do you think you've got what it takes?

Then show us a 30 second clip of your work on TikTok by hashtagging #EmpireMusicManagementContest to enter to win a management deal with us!



We've discovered and managed talents such as Lily Allen, Paul Epworth (Rolling in the Deep - Adele), Natasha Bedingfield and many more

With partners like Sony, Universal Music and BMI, we offer worldwide representation at the highest level.

Enter by [insert date] using the hashtag #EmpireMusicManagementContest on TikTok, and tag us in your best videos showcasing your original work



So, what are you waiting for?
Apply now at empiremusicmanagement.co.uk

CONTEST: PHYSICAL PROMOTION

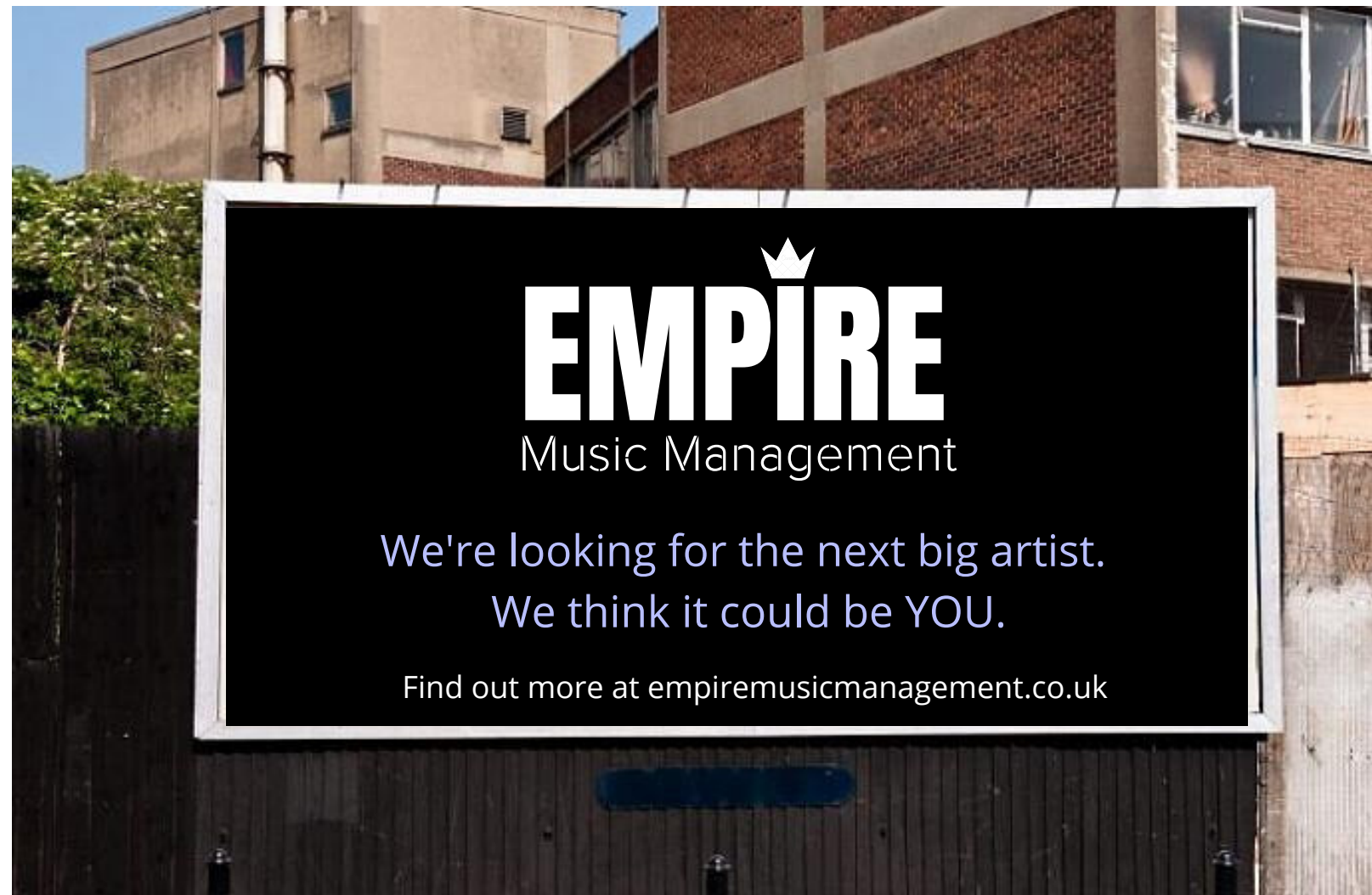


Spotify QR code sticker

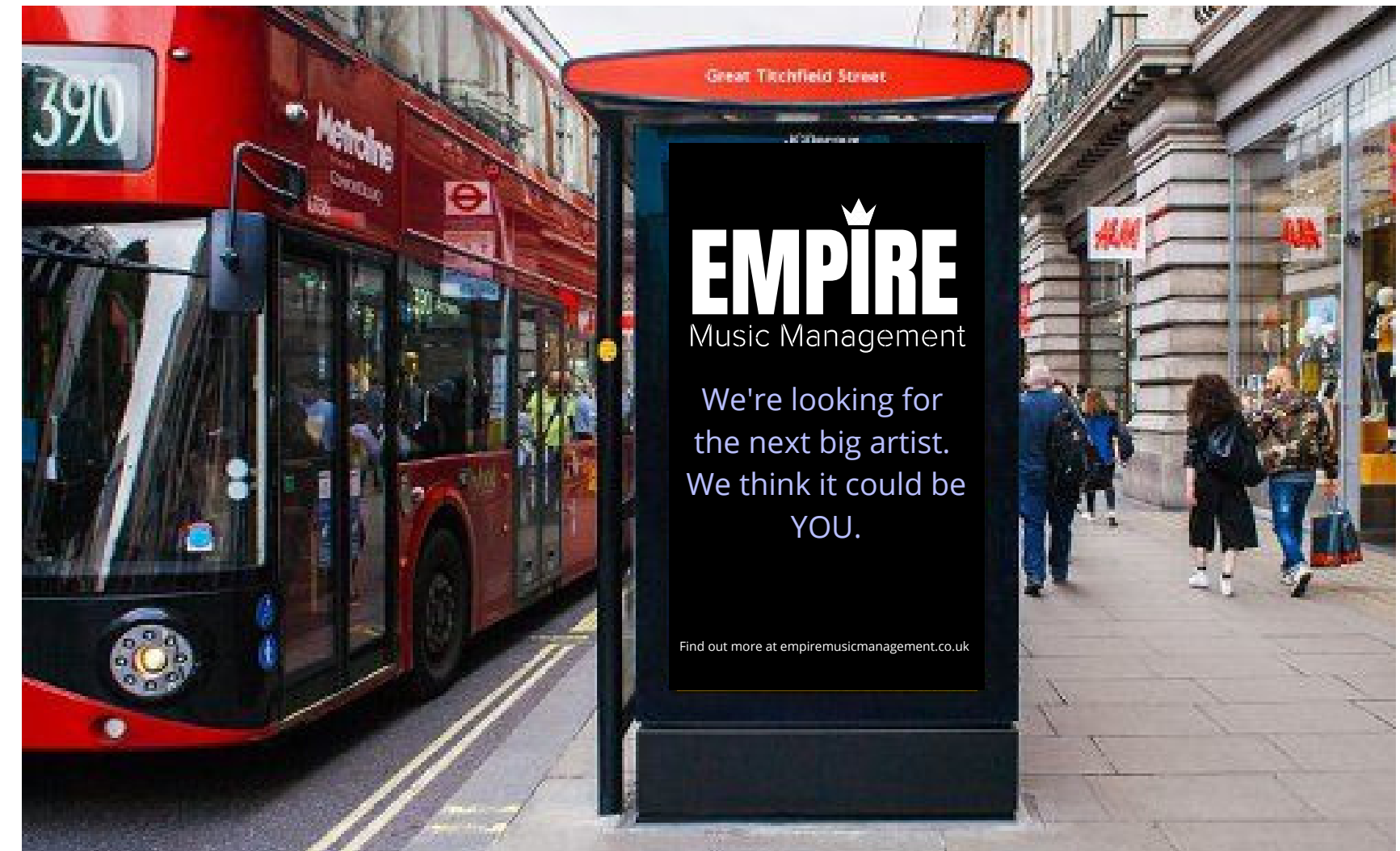
- Stickers with QR codes around Tileyard to raise brand awareness and increase playlist following
- Promote contest through physical ads (posters, billboards, stickers) around top creative/music hubs in London:

1. Tileyard
2. Camden
3. King's Cross
4. Brixton
5. Shoreditch

CONTEST PROMOTION



Billboards near Underground stations



Posters at bus stops



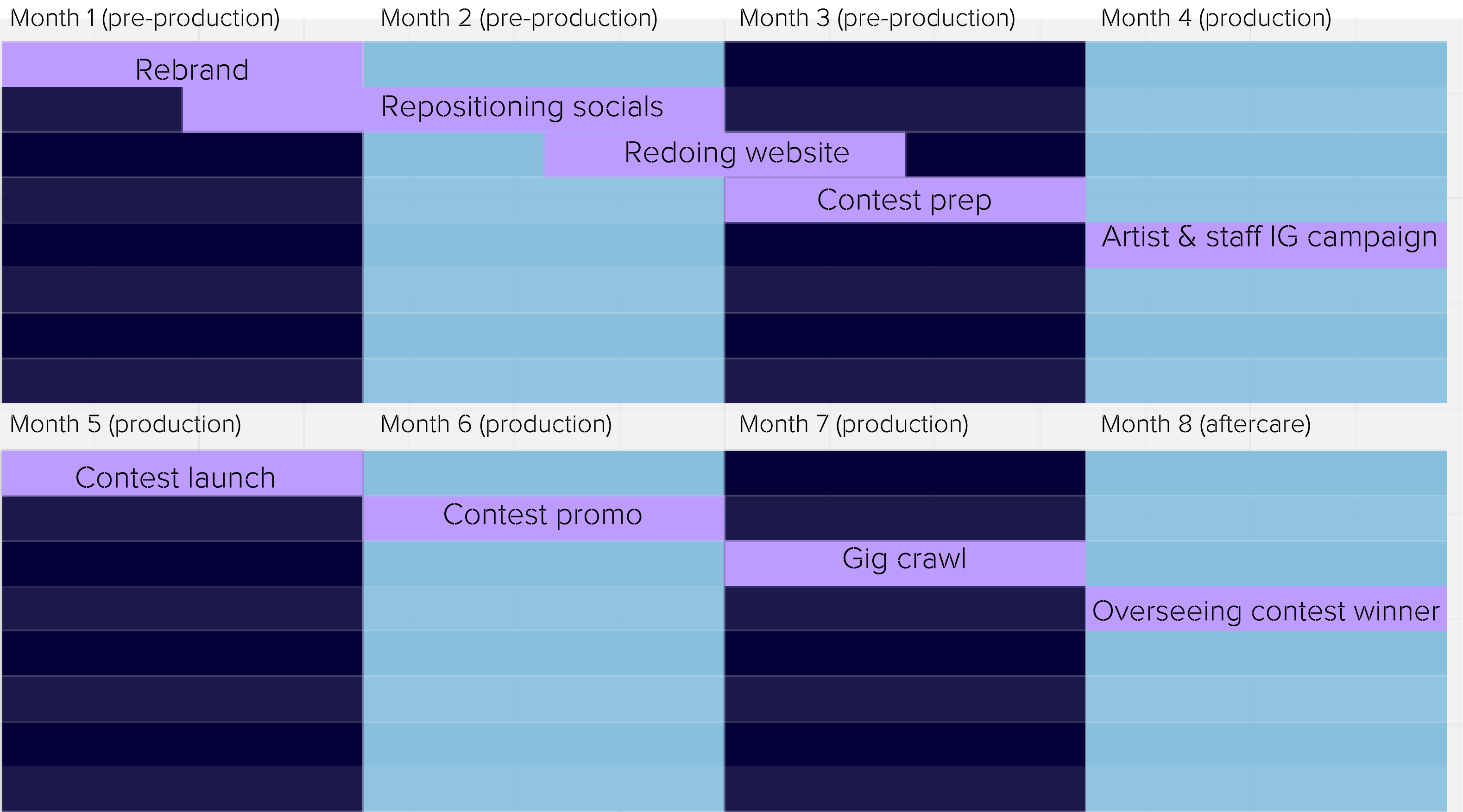
CONTEST: DIGITAL PROMOTION




**At Empire Music
Management, we're
looking for the next
big artist.
We think it could be
YOU.**


- 20-second clip on Instagram, TikTok, Twitter and Facebook
- Graphic design visuals
- Accessible language: simple, direct and colloquial to reach target audience

GANTT CHART FOR CAMPAIGN



BUDGET

STRATEGIC CONSULTANCY

- Branding: £3,000
- Messaging: £3,000
- Positioning: £4,000



ASSET CREATION

- Logo & iconography: £200
- Brand identity: £1,000
- Web design & SEO monitoring: £4,000
- Advertisement design: £300
- Merchandise: £500

DEPLOYMENT

- Digital ads: £3,000
- Physical ads: £7,000
- Gig crawl: £5,000

GRAND TOTAL: £ 31,000



HEADS OF TERMS AGREEMENT



The following Heads of Terms Agreement is effective starting [date], between:

Sofia Gobbi (herein referred to as 'Service Provider') with head office at [insert address] represented by [insert company name] under Trade and Companies register number [insert number]



and Empire Artists Management (herein referred to as 'The Client'), with head office at 16 Tileyard Studios, Tileyard Road, London N79AH.

Wherein this agreement, both parties agree as follows:

1. SERVICES PROVIDED

The Service Provider promises to deliver marketing strategy, re-brand and positioning for The Client within the agreed timeframe of 8 months, overseeing pre-production, production and aftercare. The Service Provider will provide in-person aftercare services for the duration of 1 month after production.



HEADS OF TERMS AGREEMENT



2. PAYMENTS

The Service Provider and The Client both agree to the following Payment Terms:

Total Service fee: £31,000



The payment will occur as follows:

Balance due on the last day of month 3 (pre-production): £16,333

Balance due on the last day of month 7 (production): £9,333

Balance due on the last day of month 8 (aftercare): £5,334

3. BILLING

a. Billing occurs at the end of each production phase, as stated above.

b. Bills must be paid within 15 days of the invoice date.



HEADS OF TERMS AGREEMENT



3. THE CLIENT

The Client promises to pay bills on time or within 15 days of the date of the invoice.

The Client agrees not to disclose confidential information such as ideas, strategy and campaign belonging to the Service Provider, including but not limited to:

- Logo and rebranding
- Website design
- Campaign strategy and ideas
- Merchandise design

4. APPLICABLE LAW AND JURISDICTION

This agreement shall be governed by UK law.



HEADS OF TERMS AGREEMENT



By signing, you agree to work with Sofia Gobbi by respecting the conditions stated above.



(Location, Date)

(Location, Date)

(The Service Provider)

(The Client)



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