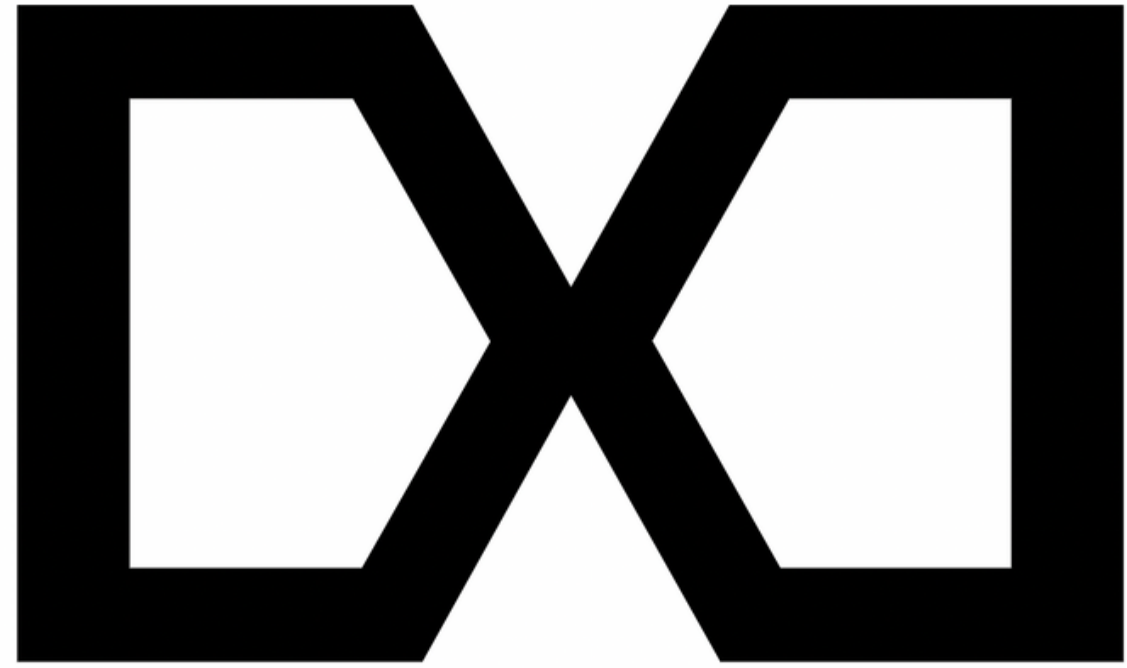


Deviate Digital

MA IMM - Portfolio

Oliver Smithard

Existing Branding

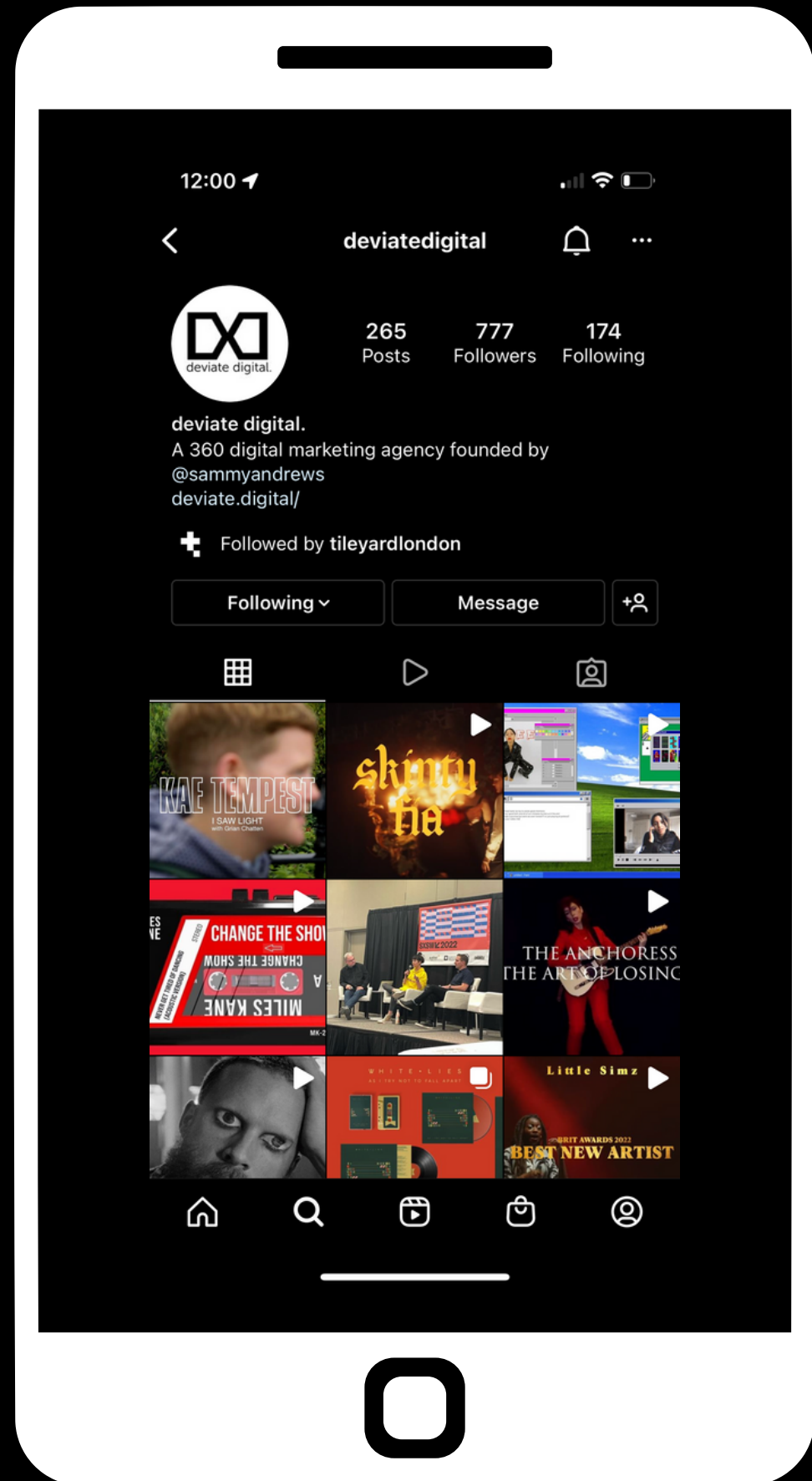


deviate digital.



A 360 creative digital agency.

Social Media



Sammy Andrews



Sammy Andrews @sammyandrews · Mar 30
Looking forward to hosting this for @MusicWeek at 5pm (uk) today.

Join us.



PRS for Music @PRSforMusic · Mar 30

Don't miss @MusicWeek's #WomenMakingWaves panel 'Big Data – Challenge Or Opportunity?' today at 5pm.

The panel includes our CEO @andreacmartin2, Maria Forte and @ShauniCaballero with @sammyandrews moderating.

Register now: prs.info/2fIS50lu2Wy

#MWTechSummit2022



5



6



Sammy Andrews @sammyandrews · Mar 21
Thanks for all the messages on my latest @MusicWeek column.

Not the 1st time I've covered digital burnout & I doubt it'll be the last, but glad to see so many corners of the biz openly recognise the issue.

A digital version will be available to read online soon.



Sammy Andrews @sammyandrews · Mar 18

My latest @musicweek article is out today looking at the causes & cost of digital burnout and how the industry widely can alleviate the chances of artists and teams burning out 🙌

Grab the new edition to read it.



1



2



10



SWOT Analysis

	Strengths	Weaknesses
Internal	• Excellent network of artists and clients. • Sammy Andrews is charismatic and enjoys discussions on the industry. • Progressive creative marketing agency, interested in new forms of marketing.	• Lack of website, reliance on word of mouth. • Ownership of CEOs knowledge of the industry is not being used by Deviate Digital. • Social Media, paid ads, content creation is a little lacklustre. • Small team.
External	• New website can allow a rebrand for the company. • Educate artists and clients on digital marketing through blog posts and web seminars. • Use social media to boost the brand awareness of Deviate Digital, enticing future clients.	• A lot of other creative marketing agencies in the industry (have to come distinguishable). • Small team may result in budget and time constraints for any new business ideas/growth.
	Opportunities	Threats

Existing Website



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sign up for latest news

email address



Rebranding Process

Logo

Red

Excitement
Strength
Love
Energy

Orange

Confidence
Success
Bravery
Sociability

Yellow

Creativity
Happiness
Warmth
Cheer

Green

Nature
Healing
Freshness
Quality

Blue

Trust
Peace
Loyalty
Competence

Pink

Compassion
Sincerity
Sophistication
Sweet

Purple

Royalty
Luxury
Spirituality
Ambition

Brown

Dependable
Rugged
Trustworthy
Simple

Black

Formality
Dramatic
Sophistication
Security

White

Clean
Simplicity
Innocence
Honest



Potential Logos



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A 360 creative digital agency.



A 360 creative digital agency.

Final Logo



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Website



deviate digital.

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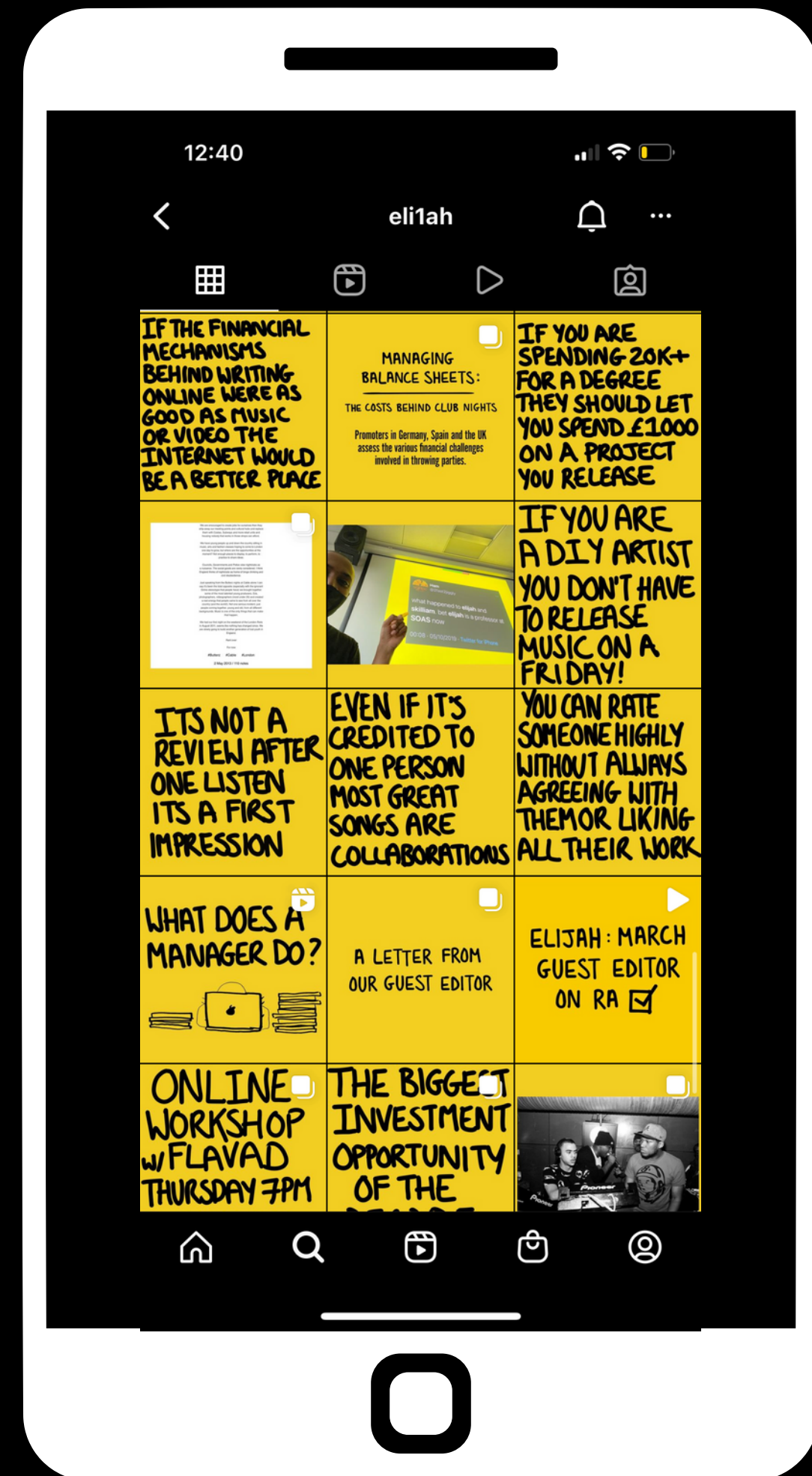
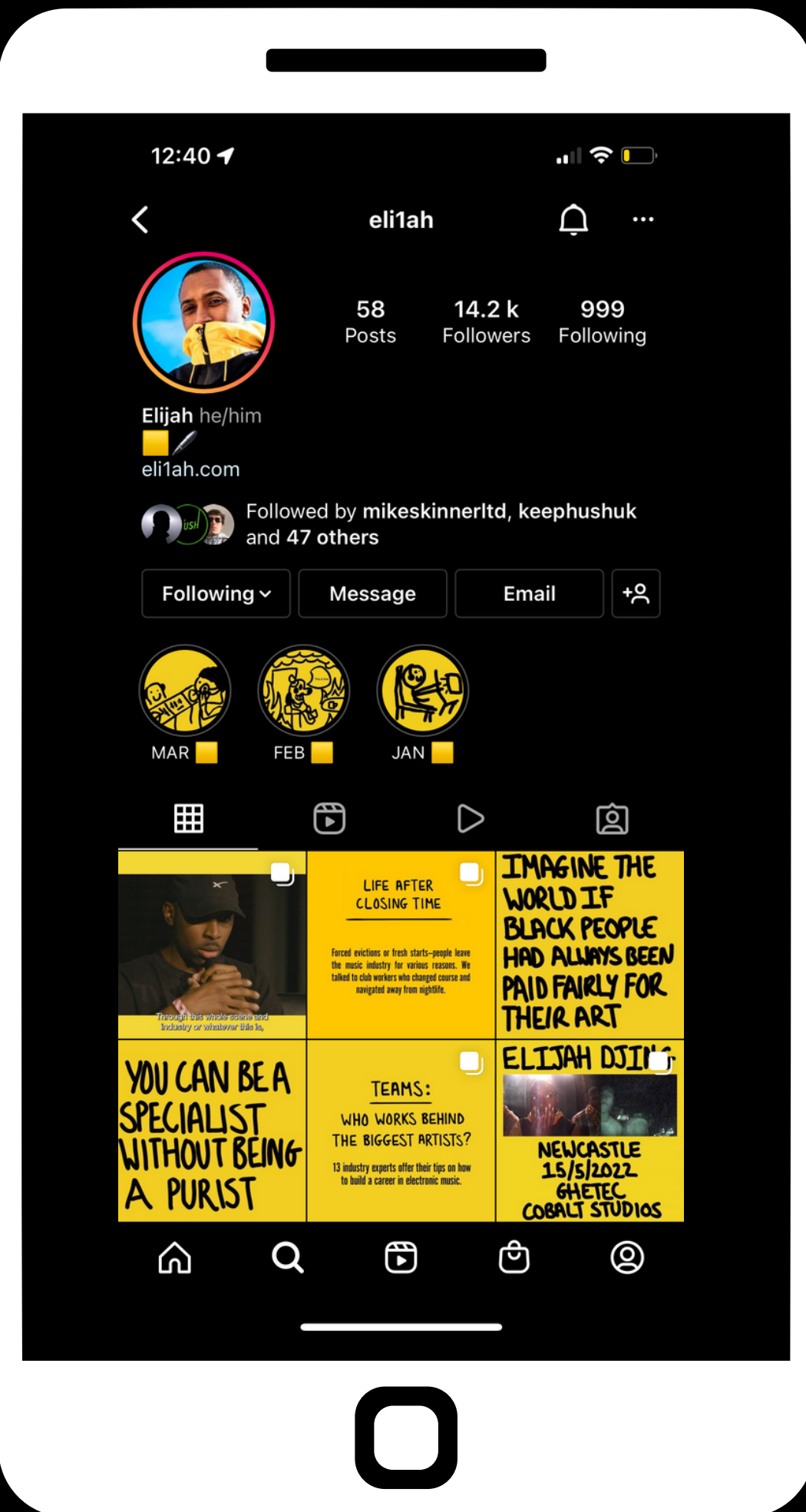
TILEYARD
MUSIC

BMG

Content Creation

Existing Content

Influences





▶ ⏸ 🔊 16:27 / 1:22:28

zoom



Music Ally TV :: A [#BrokenRecord](#) special with Tom Gray and Sammy Andrews (Ep 4)

1,703 views • Streamed live on May 15, 2020

👍 34 🗨 DISLIKE ➦ SHARE ✂ CLIP ≡+ SAVE ...

Live chat replay is not available for this video.