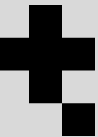


AUT ONO MY.

MA - International Music Marketing | Tileyard Education
Element 1 - Portfolio
2012468: Jarvis Akenteng



CONTENTS

1. Company Overview

- Services
- Core values
- Revenue & income
- Clients / Partners

2. Existing Branding

- Current Logos
- Websites & Socials

3. SWOT Analysis

4. Rebranding

5. New Branding

- New logo & Company Descriptor
- New Branding
- Moodboard
- New Web & Social Assets
- Strategy
- Timeline
- Budget
- Heads of Terms Agreement

COMPANY OVERVIEW



**Autonomy Management describes themselves a many things:
As a worldwide full service music company dedicated to helping nurture
artists and connect them with their audiences.**

**This covers release strategy and timelines, creative development and
realisation, social media and digital marketing and advertising, A&R and
artist management.**

SERVICES

CAMPAIGN MANAGEMENT

Devising strategies, build teams and execute campaigns around artists and their music.

DIGITAL MANAGEMENT

Using tried & tested goal-orientated digital strategies that generate sales, streams, awareness and long lasting fans for artists.

ARTIST MANAGEMENT

Autonomy Management is a modern day artist management company.

Clients include Feeder, Damien Dempsey and The Jacques.

A&R

Find producers, co-writers, studios, and advise on musical direction and strategy if required.

CREATIVE DIRECTION

Taking the time to understand the artist messaging behind the music, why you do what you do and what you want to say.

CORE VALUES

- Organisation
- Drive
- Strategy
- A real love of music

REVENUE & INCOME

Campaign & Social Media Management

Digital Marketing

Creative Management

Artist Management

A&R Management

CLIENTS / PARTNERS

FOX

BMG



ISLAND



SONY MUSIC



CLIENTS / PARTNERS ■

Artist Management Roster



Feeder



Damien Dempsey



The Jaques

EXISTING BRANDING 

CURRENT LOGOS

1



2



3



4



Logo 1,2 are alternated and used constantly across the Autonomy website.

Logo 3, used once on the website showreel but then not used anywhere else

Logo 4 seen used on social media profiles

The typography used is;

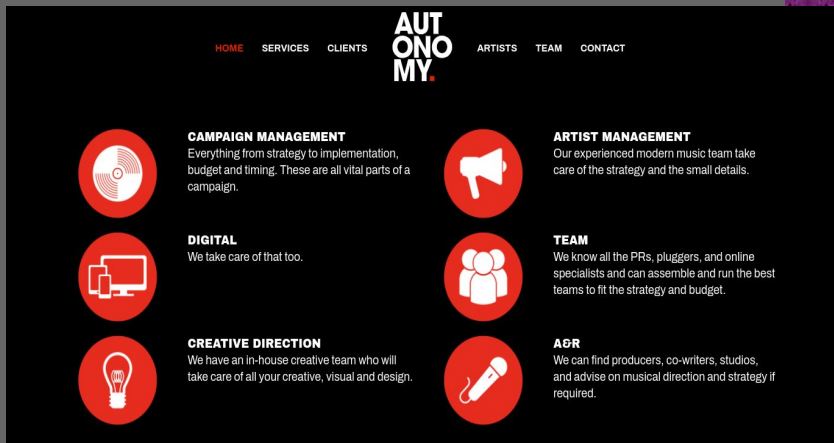
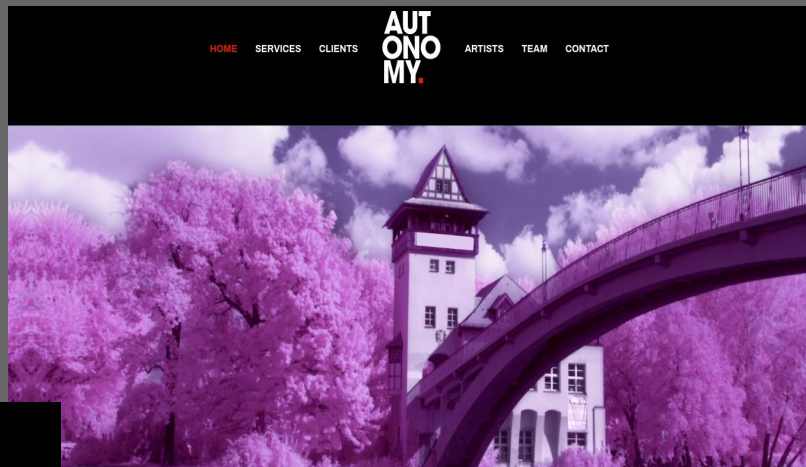
Halenoir Expanded Black

Which has a similar typeface used for the logos below.
Although it lacks the essence of uniqueness, it does still
carry a bold and dominant vibe which will be transferred
across to the new branding.



WEBSITE & SOCIALS

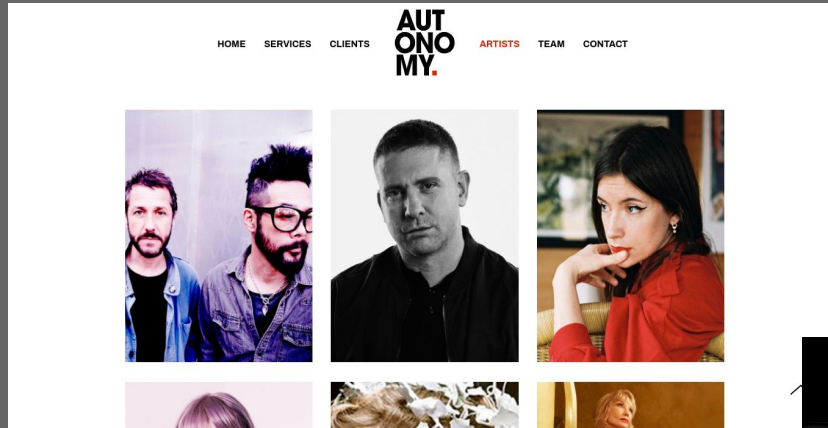
The website itself starts off with a
interactive and design savvy showreel
which engages with potential clients into
wanting to know more about the company.



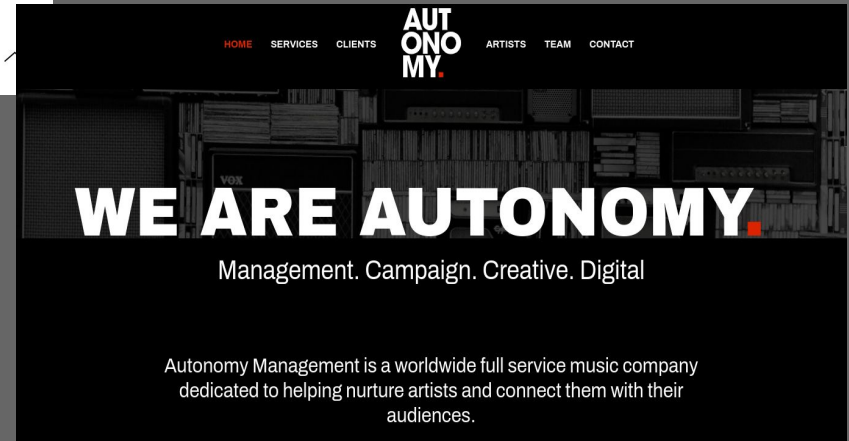
Diving deeper into a very widespread of
offering however a very limited explanation
breakdown of the Autonomy services
With no icon hyperlinks to their social
media pages.



WEBSITE & SOCIALS

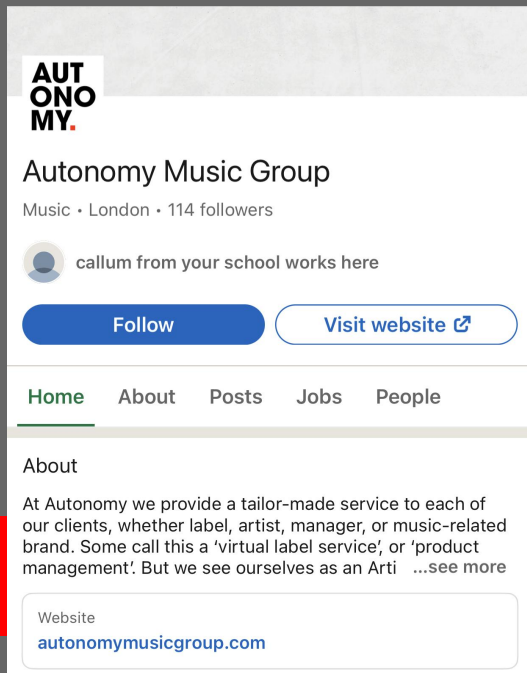


As this is more of a Campaign/Creative this would be a great opportunity to highlight exact achievements and results from previous campaigns.



WEBSITE & SOCIALS

Current Linkedin and Facebook



AUTONOMY.

Autonomy Music Group

Music · London · 114 followers

 callum from your school works here

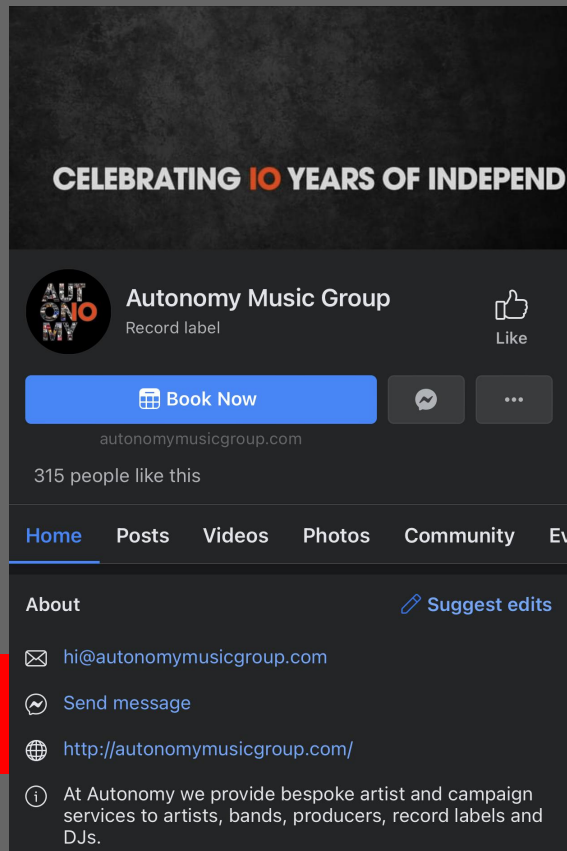
[Follow](#) [Visit website](#)

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About

At Autonomy we provide a tailor-made service to each of our clients, whether label, artist, manager, or music-related brand. Some call this a 'virtual label service', or 'product management'. But we see ourselves as an Arti ...see more

Website
autonomymusicgroup.com



CELEBRATING 10 YEARS OF INDEPENDENCE

 **Autonomy Music Group**
Record label Like

[Book Now](#) [Message](#) [More](#)

autonomymusicgroup.com

315 people like this

[Home](#) [Posts](#) [Videos](#) [Photos](#) [Community](#) [Events](#)

About [Suggest edits](#)

 hi@autonomymusicgroup.com

 [Send message](#)

 <http://autonomymusicgroup.com/>

 At Autonomy we provide bespoke artist and campaign services to artists, bands, producers, record labels and DJs.

WEBSITE & SOCIALS



Current Instagram and Twitter profiles

SWOT ANALYSIS

Strengths

- Company led by reputable individuals within the Music Industry
- Brand loyalty and repeat business from major and indie labels

Weaknesses

- Hard for end users to pinpoint exactly what Autonomy's business is
- Only advertise via referral and word of mouth.
- Lack of design cohesiveness and uniform across website and social platforms.

Opportunities

- To utilise and scale their business and attract new business through the use of their industry contacts
- To streamline business activities to make it more digestible for Millennials and Gen Z end users.

Threats

- Still room for a new-age & digital savvy competitor to move into the marketplace and dominate the Millennials and Gen Z audience

REBRANDING 

REASONS FOR REBRANDING

1. **Connect With a New Audience**
2. **Set Yourself Apart From Your Competitors**
3. **Stay Current**
4. **Reflect New Goals, Products, Offers, or Values**
5. **Boost Your Bottom Line**

NEW BRANDING 

NEW LOGO & COMPANY DESCRIPTOR



Autonomy Group is an **Artist services company**, who focuses on offering Creative, Digital, Label & Campaign tools that can help artists and their teams.

NEW BRANDING

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Group

AUT
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MY.

Artists

AUT
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MY.

Creative

AUT
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MY.

Campaign

AUT
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Digital



AUT ONO MY.

Campaign

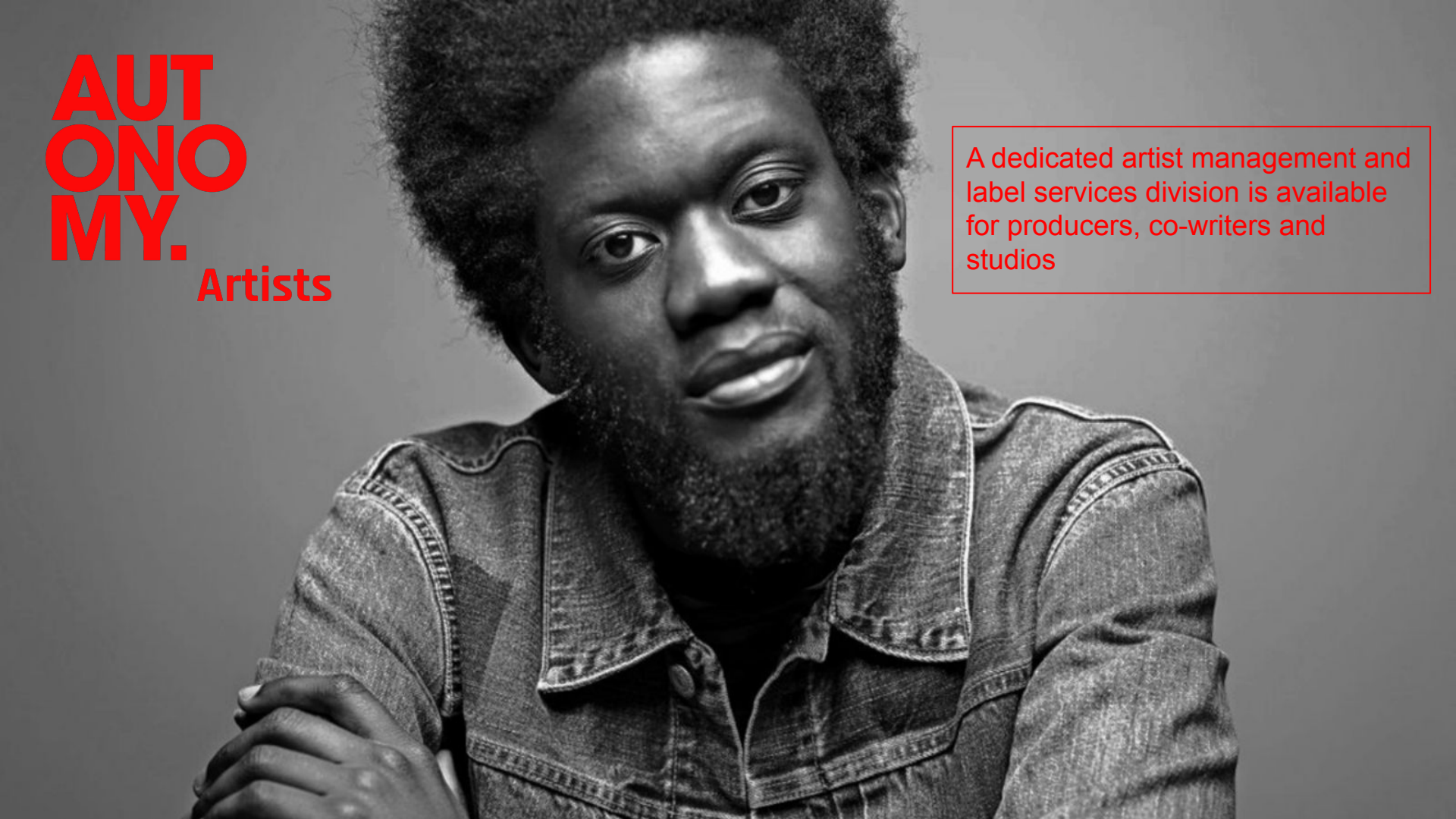
Devising strategies, build teams
and execute campaigns around
artists and their music.

AUT ONO MY.

Digital

Putting forward tried & tested goal-orientated digital strategies that generate sales, streams, awareness and long lasting fans for artists.





AUT ONO MY.

Artists

A dedicated artist management and label services division is available for producers, co-writers and studios



Taking the time to understand
the artist messaging behind
the music, why you do what
you do and what you want to
say.

**AUT
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MY.**

Digital

MOODBOARD

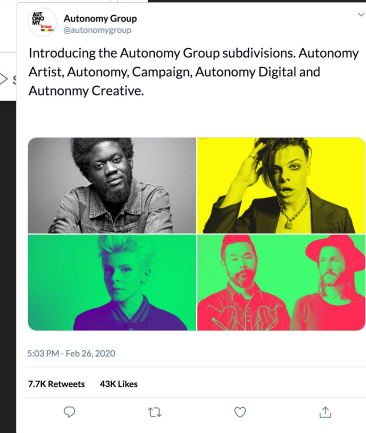
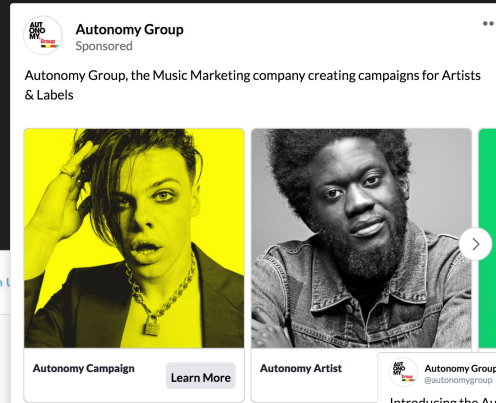
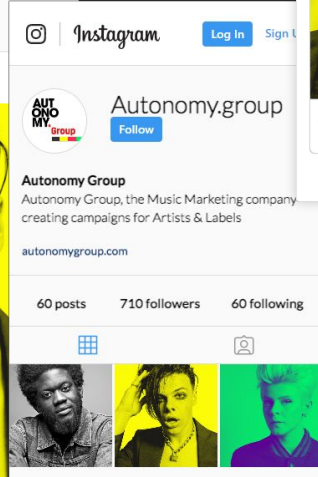
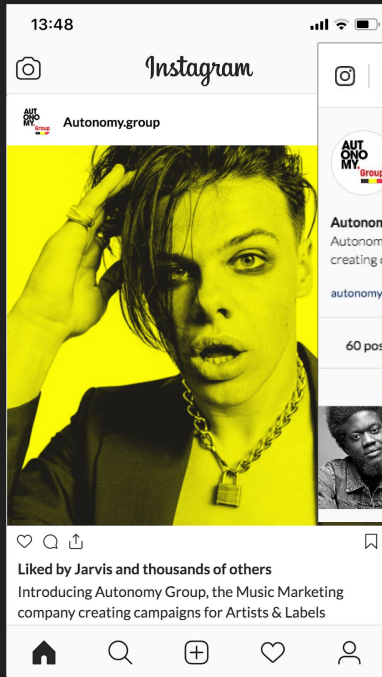


NEW LOGO

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Group



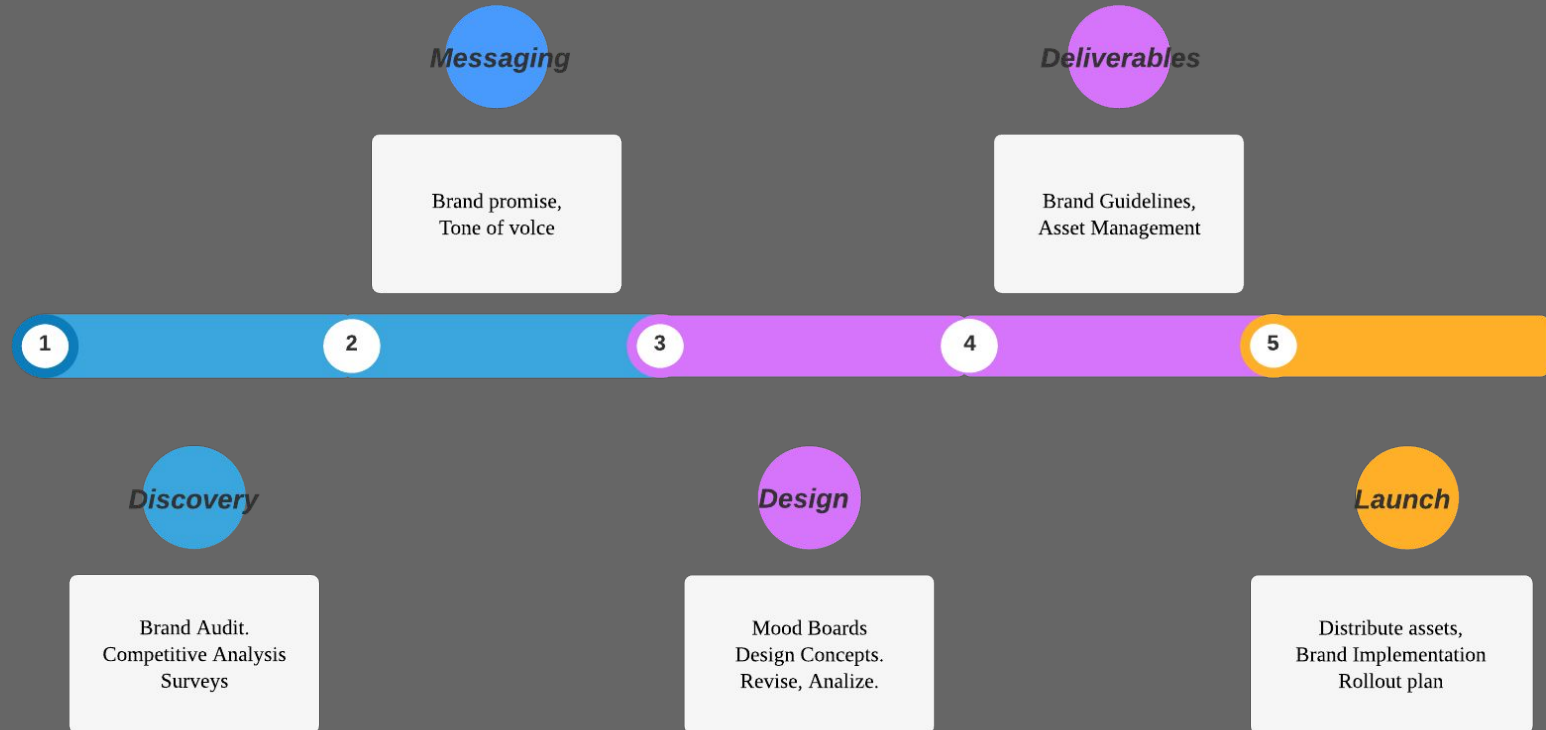
NEW WEB & SOCIAL ASSETS



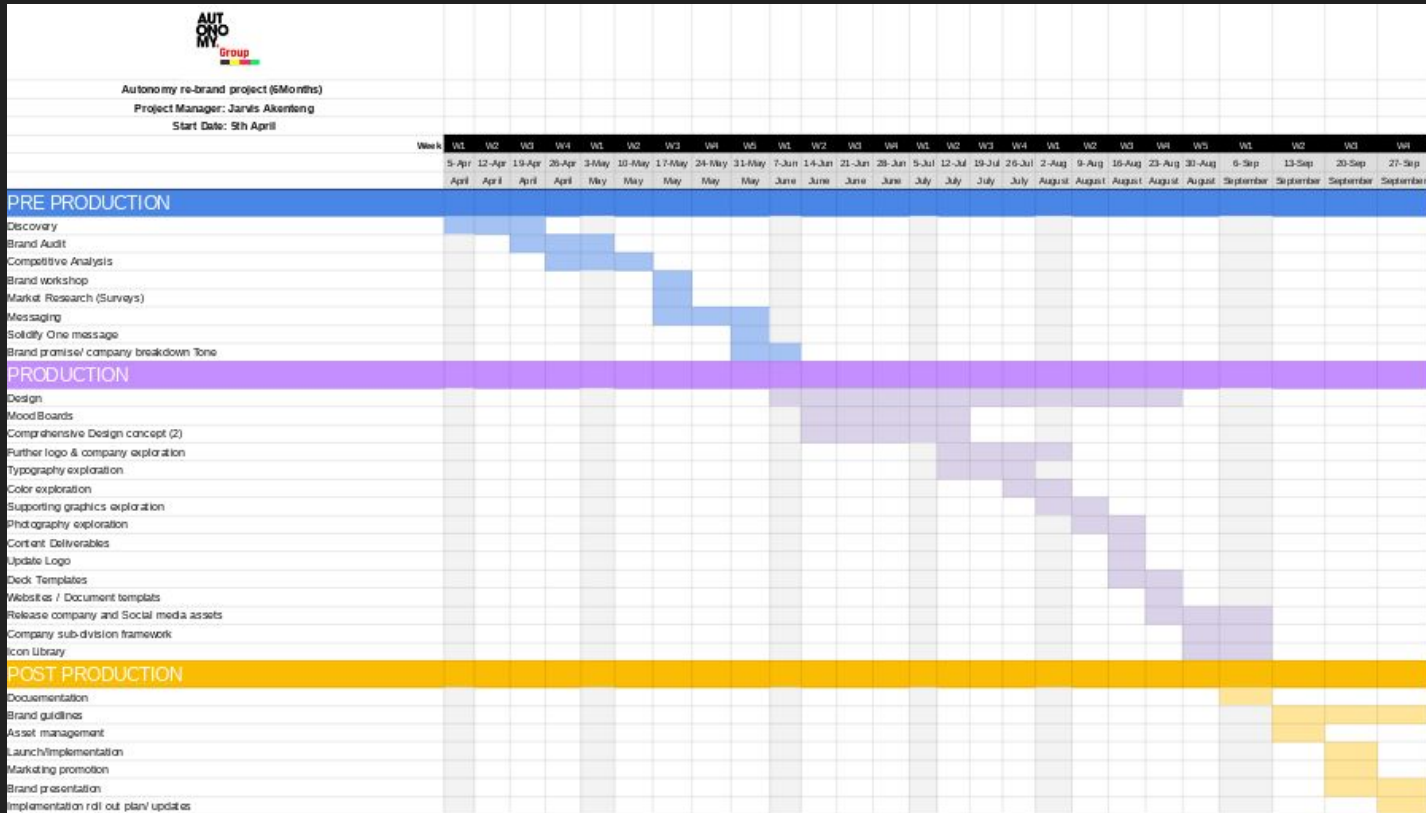
Autonomy Rebrand Strategy

Jarvis Akenteng | March 26, 2021

STRATEGY



TIMELINE



BUDGET

Phase One - £30,000

Discovery
Brand Audit.
Competitive Analysis
Surveys
Messaging
Brand promise, Tone of voice

Phase Two - £30,000

Design
Mood Boards
Design Concepts.
Revise,
Analyze.
Deliverable
Brand Guidelines,
Asset Management

Phase Three - £30,000

Launch
Distribute assets,
Brand Implementation
Rollout plan

TOTAL = £90,000+VAT

HEADS OF TERMS AGREEMENT

https://drive.google.com/file/d/1daRMhFeFNP5_TtuY3TxZf6UP4e8ilg9V/view?usp=sharing

SOURCES

Autonomy website

<https://autonomymusicgroup.com/>

Reasons for Rebranding

<https://www.bluefrogdm.com/blog/brand-strategy-the-top-5-benefits-of-rebranding#:~:text=The%20biggest%20advantage%20to%20refreshing,in%20an%20ever%20Devolving%20market>