SOFIA GOBBI

marketing campaign



02



CURRENT BRAND



03

BIOGRAPHY

Hey there!! I'm Sofia! I'm a singer-songwriter and making music is my favorite thing in the world. I grew up between Italy and California to an Italian dad and an American mom, and I have a younger sister. My grandma remembers me humming in the hospital on the day I was born, so I guess I didn't really choose music - music chose me lol. I wrote my first song with my best friend when we were 8 for our duo "Aley & Sofy". We spent our childhood building limousines out of cardboard boxes, creating merch out of anything we could find lying around the house, writing songs, books, comics and scripts. It's funny - growing up, in California I was the Italian girl, and in Italy I was the American. I was desperately seeking out a place where I could just be Sofia. And then I found music, and it just hit me. THAT's where I get to be Sofia. I guess what I love most about writing songs is that you realize how many people go through the same things as you. We all have that moment where we're like "oh, I'm not the only one who's been through this," and that's immensely comforting. My music is trying to bring that comfort blanket and wrap it around people. I'm currently writing and producing my first EP, and I can't wait for you to hear it!! Ciao for now!!! xx

04

MUSICAL STYLE & INFLUENCES

MUSICAL STYLE

- Singer-songwriter
- Pop / rock / elements of folk
- Personal experience
- Storytelling

INFLUENCES

- Taylor Swift
- The Beatles
- Crosby, Stills, Nash & Young
- Lorde
- Etta James



05

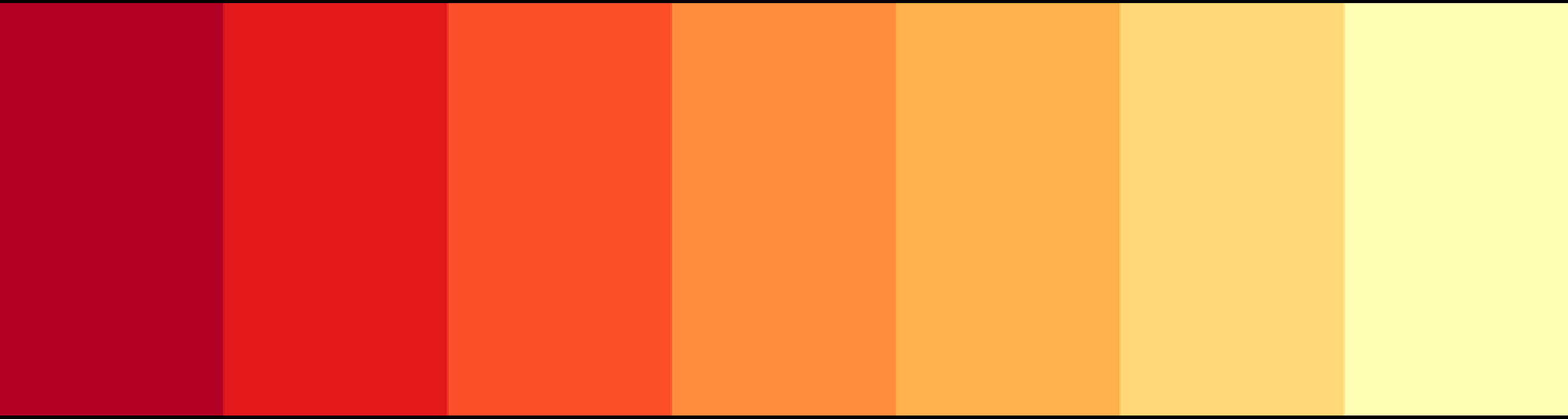
CORE VALUES

- Trust
- Loyalty
- Honesty
- Vulnerability
- Kindness
- Courage
- Optimism



06

BRAND COLOURS



Bright, powerful colors like red and yellow, representing strength, power, optimism and warmth

07

LOGO & FONT

FONT

Boogie Nights Shadow NF

LOGO

None

SYMBOL

Flame-shaped eye make-up





08

DIGITAL ASSETS



INSTAGRAM

- Followers: 1450
- Reach: 1408
- Most Viewed Post: 13K
- Most Liked Post: 340



YOUTUBE

- Subscribers: 137
- Most Viewed
- Post: 3.3K
- Most Liked Video: 186



TWITTER

- Followers: 12
- Most Liked Post: 4

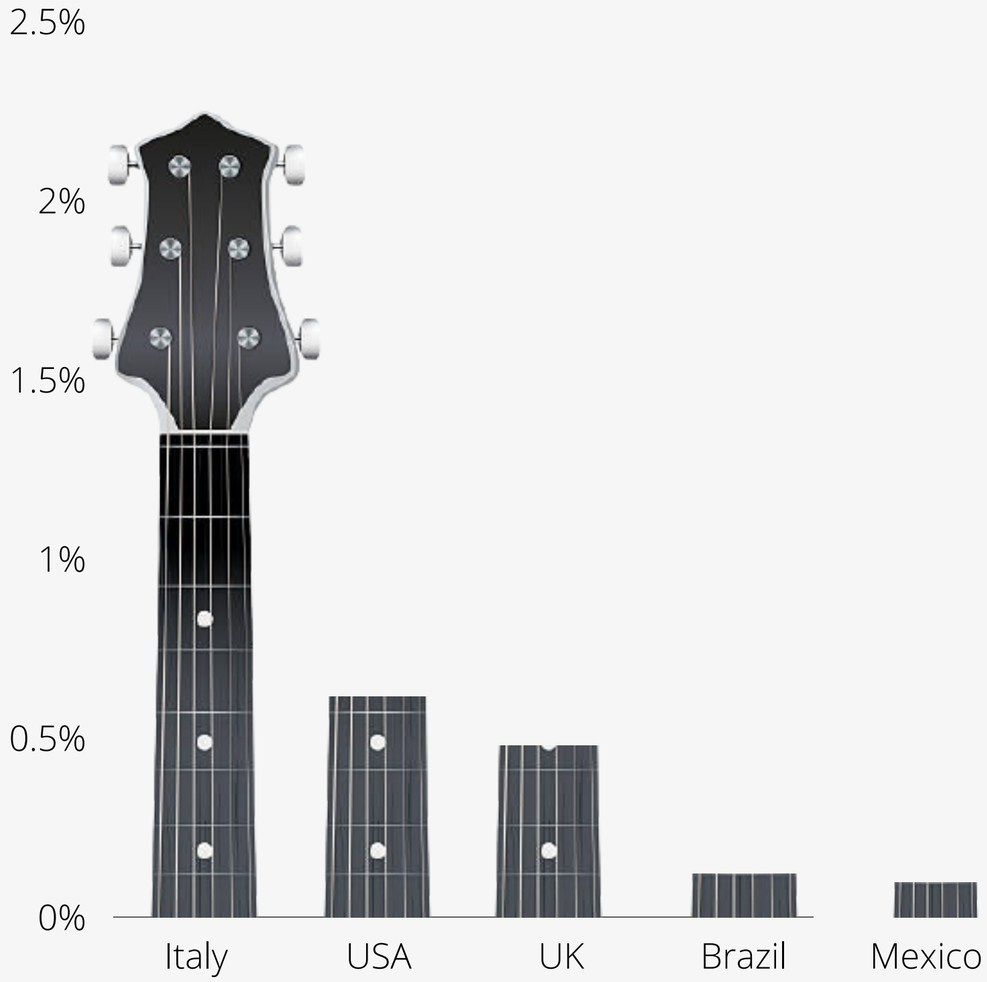


TIKTOK

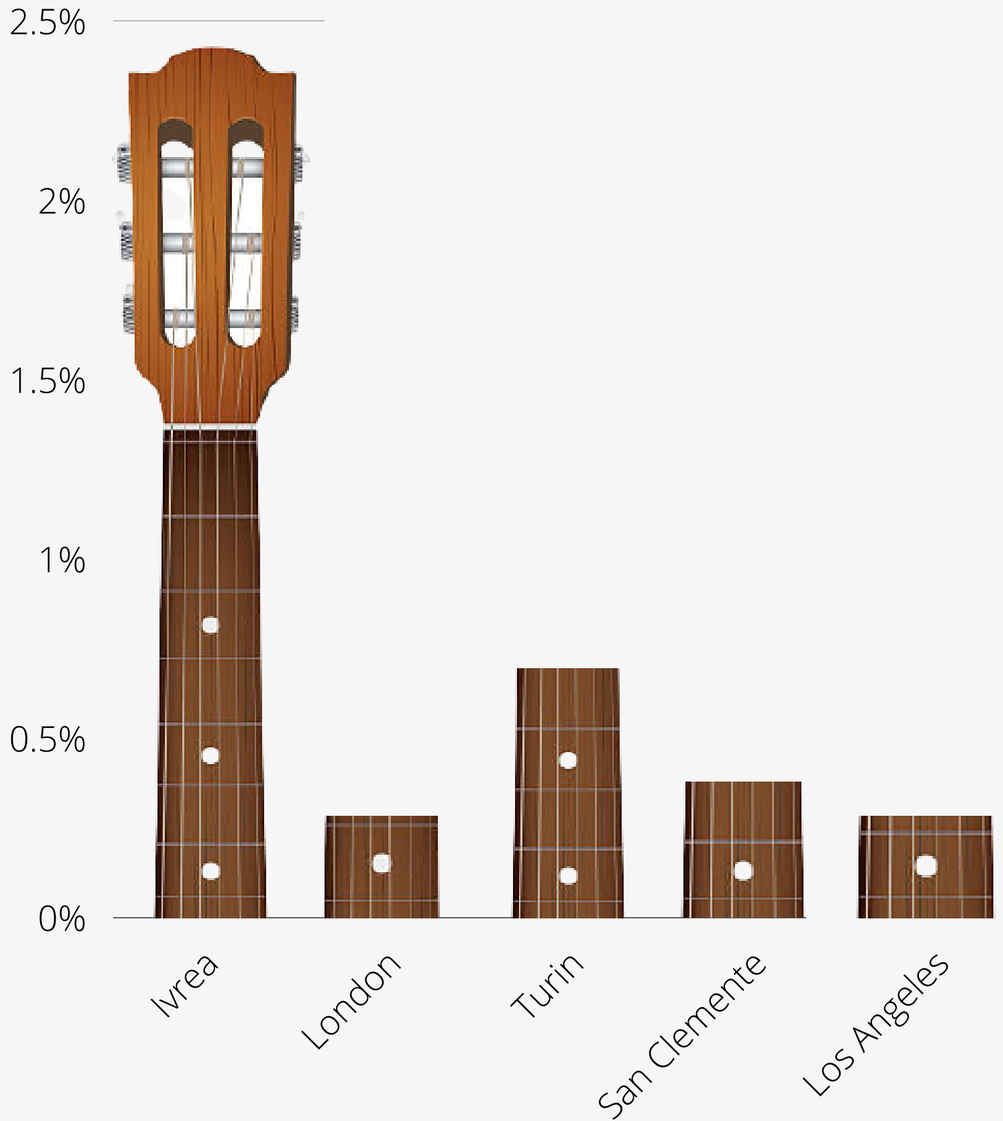
- Followers: 24
- Most Viewed Post: 581
- Most Liked Post: 31

INSTAGRAM STATISTICS

BY COUNTRY

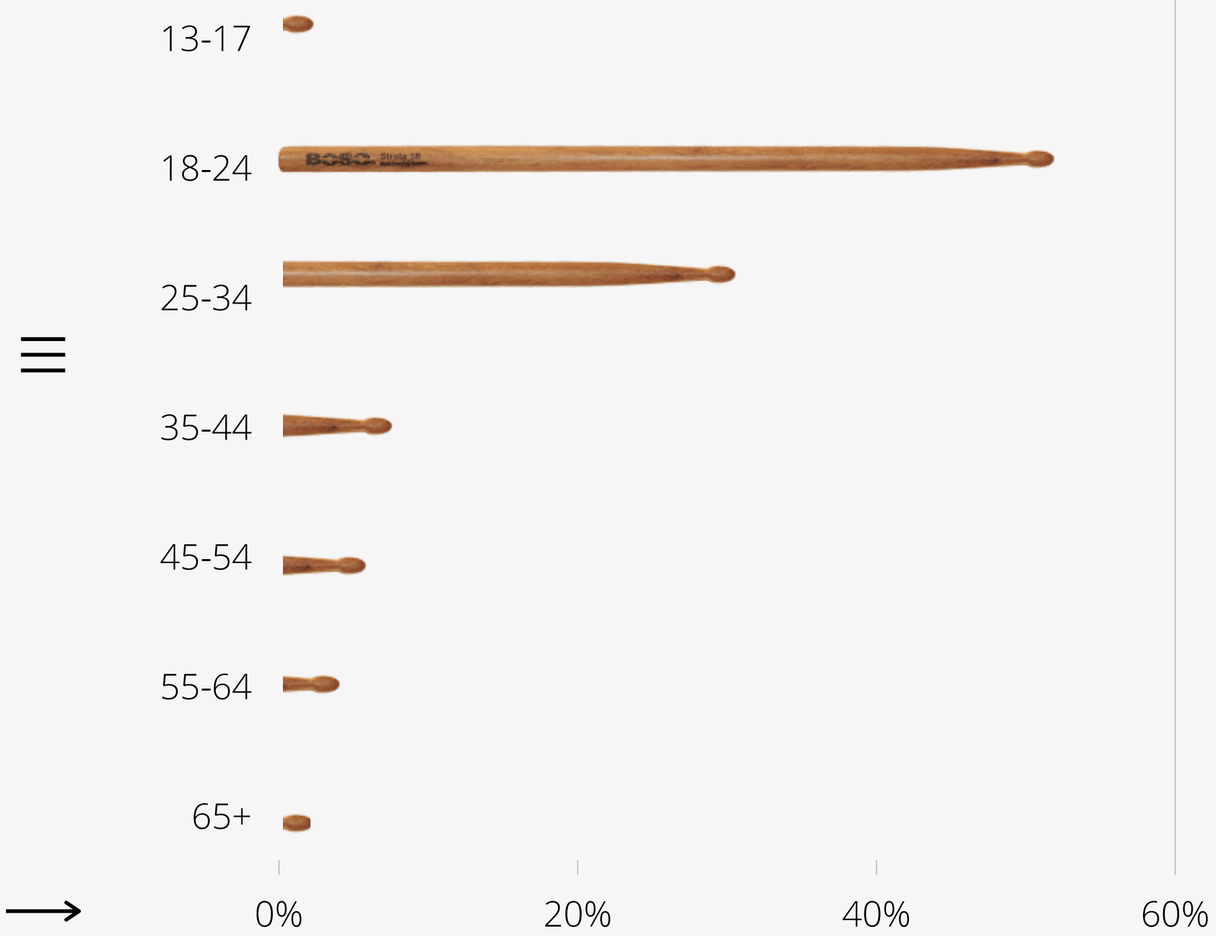


BY CITY



INSTAGRAM STATISTICS

AGE RANGE

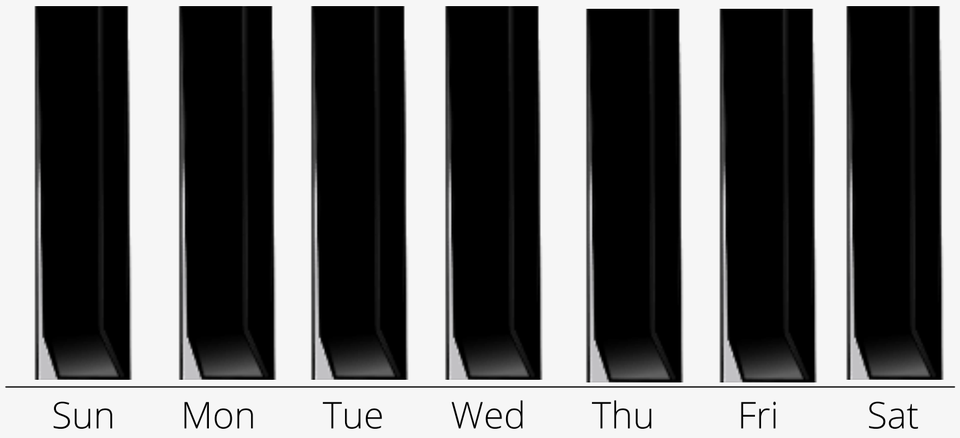


GENDER

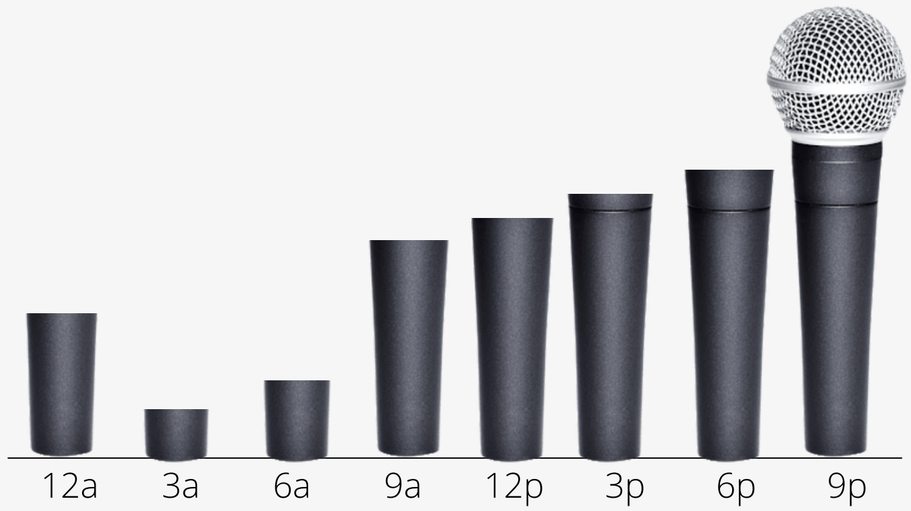


INSTAGRAM STATISTICS

MOST ACTIVE DAYS

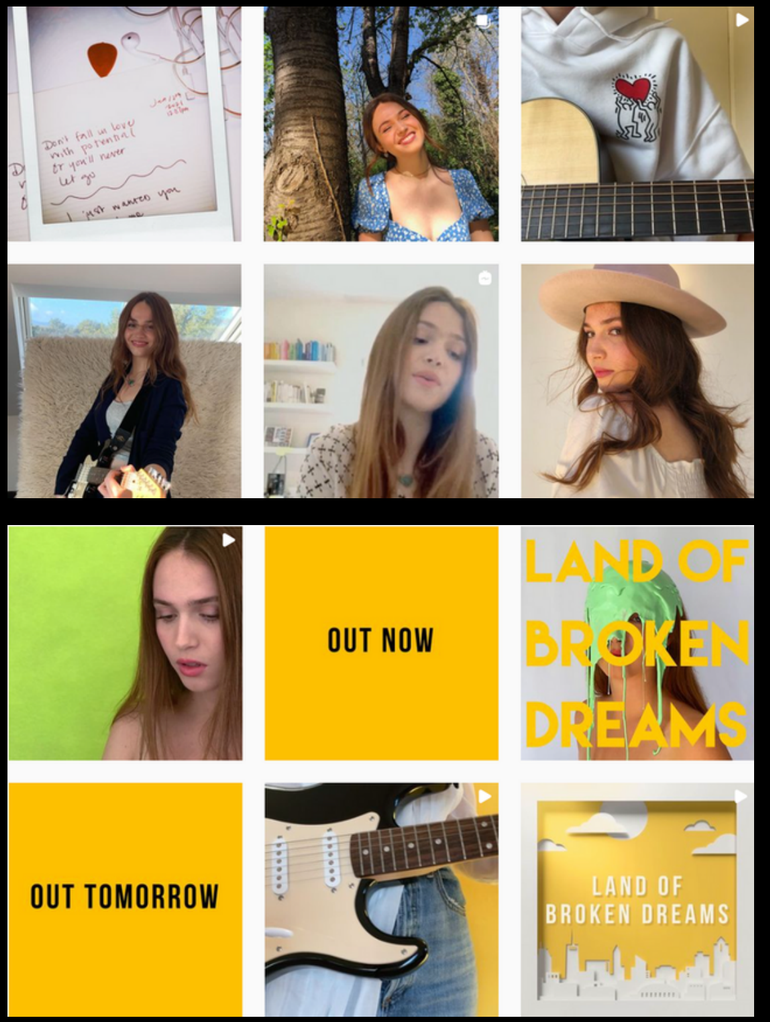


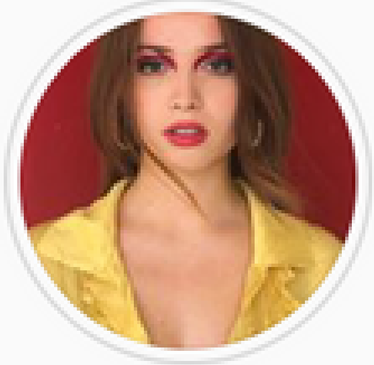
MOST ACTIVE TIMES



INSTAGRAM

- Colourful and bright
- Intimate
- Acoustic covers
- Promo for original music
- Engaging captions
- Strong interaction with fans
- Selfies and photos with friends
- Lyrics from songbook
- Posts 3 times a week
- Does not post many stories





sofia__gobbi Edit Profile

100 posts 1,450 followers 1,502 following

Sofia Gobbi

Musician

Italian-American singer-songwriter.

Writing allows me to photograph feelings and connect with you thru song. My fav reminder that we're not alone ✨

www.indie-roccia.it/news/ritratti-musicali-sofia-gobbi



LOBD 🌇



my story 🎤



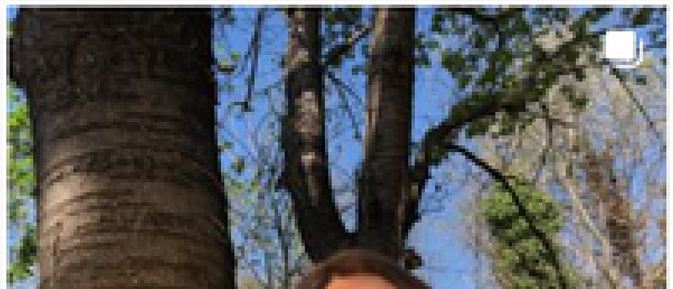
friends 👯

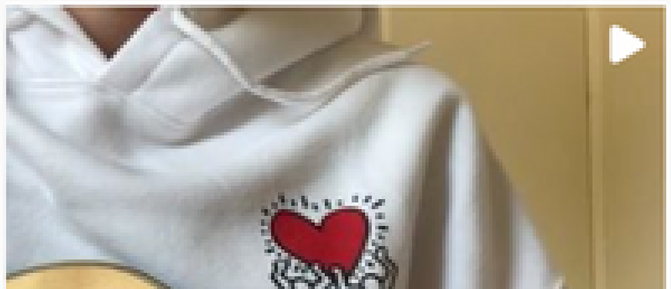


goodbye 👋

POSTS IGTV SAVED TAGGED







YOUTUBE

- Acoustic covers
- Music videos
- Interactive comments with fans
- Lack of regular uploads
- Small video library
- Lack of channel introduction video
- Oddly cropped banner







Sofia Gobbi

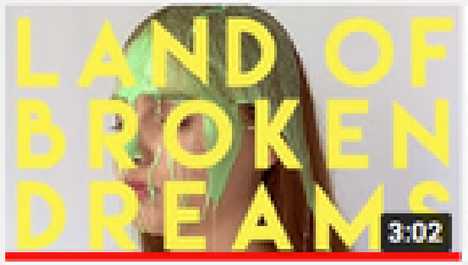
135 subscribers

CUSTOMIZE CHANNEL | MANAGE VIDEOS

HOME | VIDEOS | PLAYLISTS | CHANNELS | DISCUSSION | ABOUT

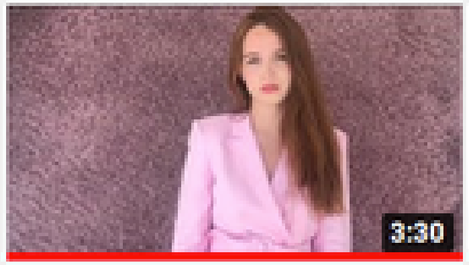
Uploads

PLAY ALL



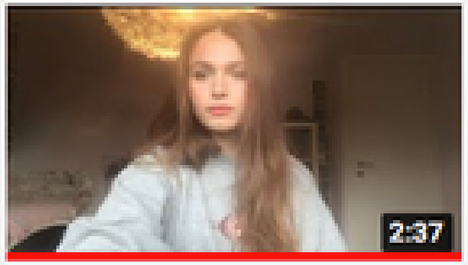
Land of Broken Dreams - lyric video

533 views • 6 months ago



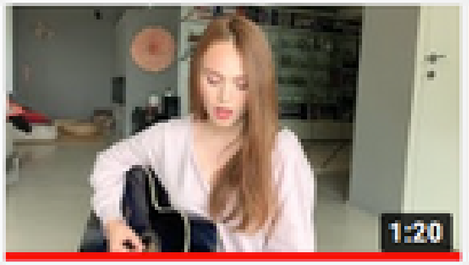
When I Was Your Man - Bruno Mars (Cover)

272 views • 8 months ago



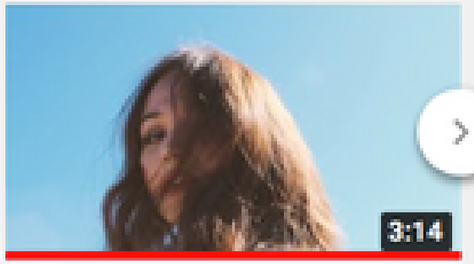
FINNEAS - Let's Fall in Love for the Night (cover)

1.6K views • 1 year ago



'Love Again' by Dua Lipa - Cover

3.3K views • 1 year ago



Sofia Gobbi - Goodbye

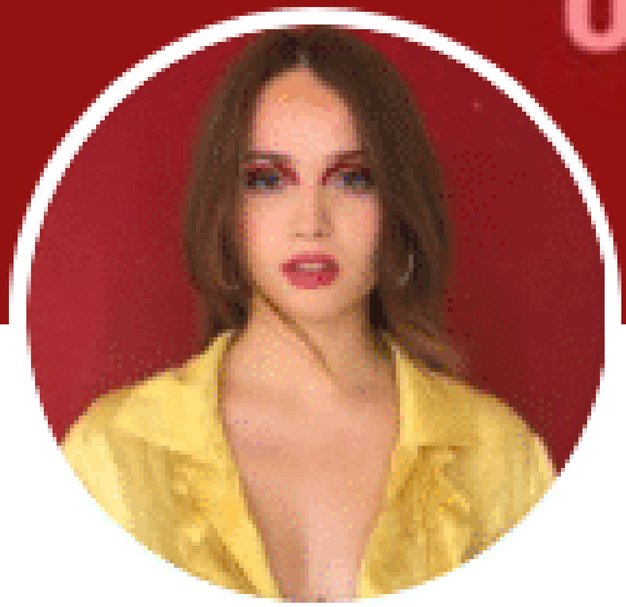
891 views • 1 year ago

TWITTER

- Acoustic covers
- Funny tweets showcasing Sofia's sense of humor
- Lack of regular posts
- Little to no fan interaction
- Small follower count
- Lacks brand cohesiveness



SOFIA GOBBI



Edit profile

Sofia Gobbi

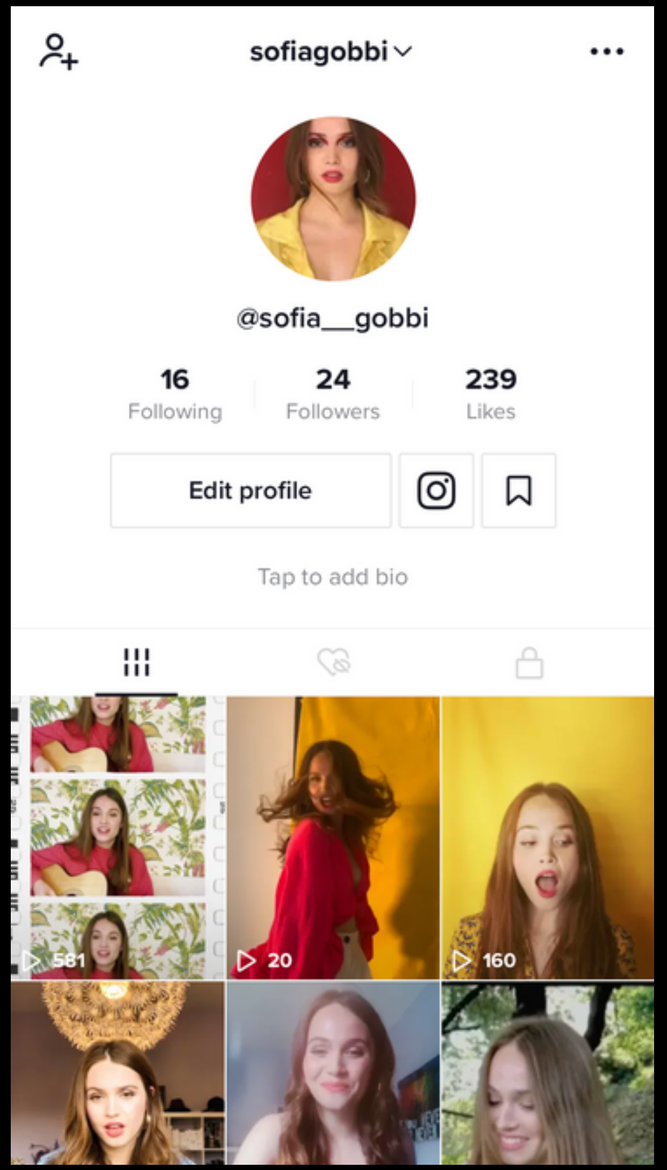
@sofiagobbi

Italian-American singer-songwriter. Writing allows me to photograph feelings and connect with you through song. My favorite reminder that we're not alone ⚡❤️

youtube.com/watch?v=bftMsS... Born December 16, 1997

TIKTOK

- Acoustic covers
- Original music
- Lack of regular posts
- Little fan interaction/comments
- Limited follower count
- Lacks brand cohesiveness
- Lacks funny videos showcasing Sofia's sense of humor



DIGITAL STREAMING PLATFORMS



SPOTIFY

- Followers: 58
- Top Song: Land of Broken Dreams
- Monthly Listeners: 15



APPLE MUSIC

- Followers: 13
- Top Song: Land of Broken Dreams
- Monthly Listeners: 1

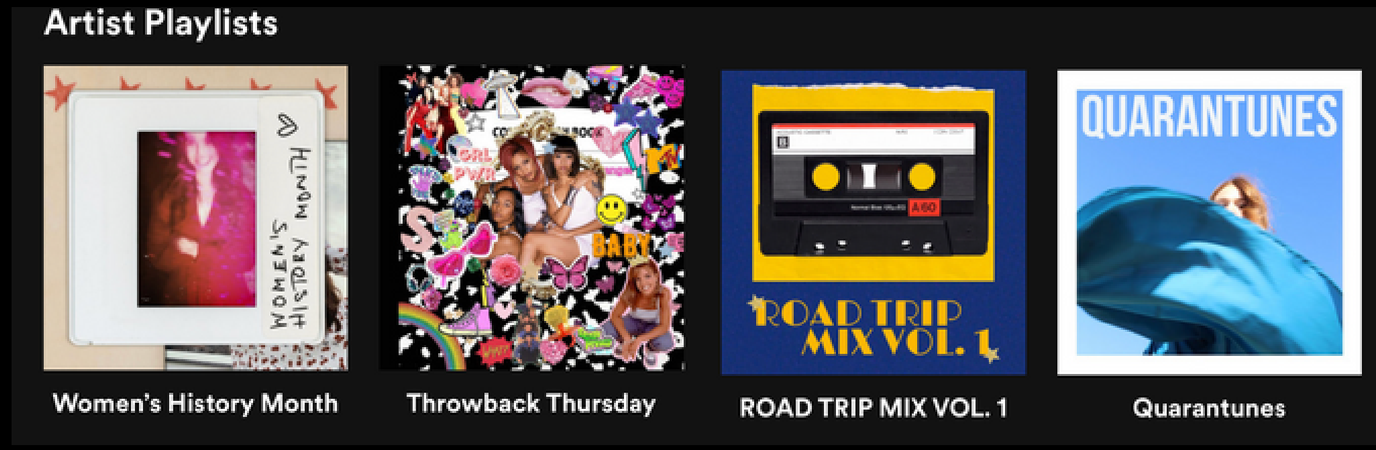


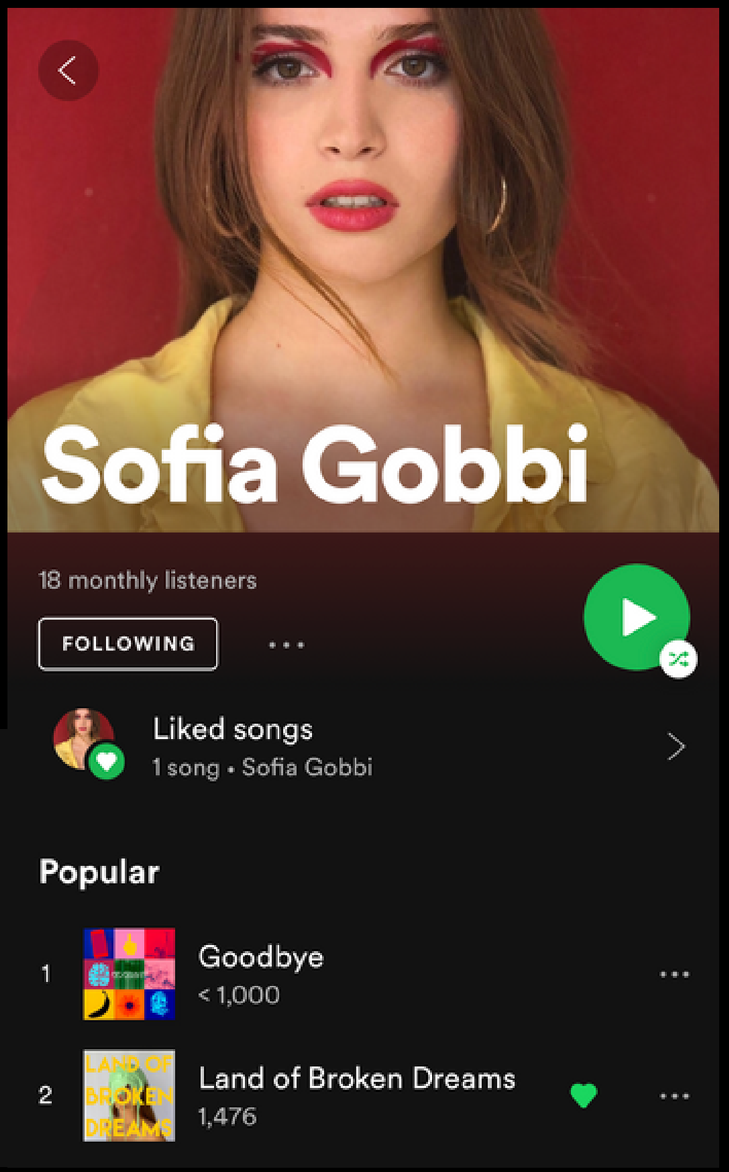
SOUNDCLOUD

- Followers: 8
- Top Song: Goodbye

SPOTIFY

- Original music
- Artist playlists
- Lack of regular releases
- Small listener count
- Small follower count





SPOTIFY STATISTICS

AUDIENCE GENDER	PERCENTAGE
Female	50%
Male	31%
Non-binary	6%
Not Specified	13%

SOURCE OF STREAMS	LISTENERS
Sofia's profile and catalog	47%
Listener's own playlists and library	43%
Other listeners' playlists	10%

AUDIENCE AGE	PERCENTAGE
< 18	6%
18-22	19%
23-27	44%
28-34	12%
35-44	0%
45-59	19%
60+	0%

SPOTIFY STATISTICS

TOP COUNTRIES	LISTENERS
1. Italy	5
2. United States	3
3. Spain	2
4. Norway	2
5. United Kingdom	2
6. Brazil	1
7. Taiwan	1

TOP CITIES	LISTENERS
1. Madrid	2
2. Los Angeles, USA	1
3. Pasadena, USA	1
4. Beaverton, USA	1
5. New Taipei, Taiwan	1
6. Halsa, Norway	1
7. Rio de Janeiro, Brazil	1

REVENUE STREAMS

TITLE	EARNINGS	STREAMS (OR SALES)
ℹ These numbers reflect the most recent royalty reports sent by streaming services. Streaming services usually send these reports on a 2-3 month delay.		
Land of Broken Dreams Sofia Gobbi Single	$5.87 100 % of team	1,427
Goodbye Sofia Gobbi Single	$4.07 100 % of team	866
Land of Broken Dreams Sofia Gobbi Single	$1.04 100 % of team	64
TOTAL	**$10.98**	**2,357**

TOP 5 FANS

- Sandra Lopez Fernandez: IG @misssam_88 (Spain)
- Jen Rho: IG @jennrho (USA)
- Giacomo Craviotto: giacomo.craviotto (Italy)
- Silje Vassdal: IG @siljevassdal (Norway)
- Nadia Tognelli: IG @nadia_tognelli (UK)



10-MONTH REBRAND & CAMPAIGN



SWOT ANALYSIS

STRENGTHS

- Songwriting, lyrics
- Singing
- Multi-hyphenate
- Authenticity
- Positivity
- Fan engagement
- Relatability

WEAKNESS

- Lack of logo/font
- Lack of website, SEO
- Regularity on social media
- Press coverage
- Only one single on DSPs
- Little experience performing live
- Support from music industry pros
- Unsigned artist

OPPORTUNITIES

- Collaboration
- Connect with new fans
- Strengthen relationship with current fans
- Partnerships
- TikTok & YouTube
- More engaging content
- Multilingual

THREATS

- Competitors
- Anxiety
- Small budget
- Lack of UK visa / EU settlement scheme

STRATEGY



Boost fanbase by 50%

Build fanbase within the industry (B2B marketing) - get 3 labels and 2 managers interested in Sofia, along with 3 publishing companies, 5 journalists and influencers.

Increase engagement with current fanbase (get 100 comments under Instagram posts - increase by 50%)

Increase brand cohesiveness across social platforms

CAMPAIGN ACTIVITIES



- Identify logo and font
- Create website and improve SEO
- Reposition socials and increase regular activity
- Lethe Tour (in cafes and pubs near universities, targeting student audience)
- Campaign to get to know artist on socials (speak different languages to reach larger audience)
- "Keelhauling" poetry collection giving more context into the singles/EP
- Publish singles regularly
- "Fake It Till You Make It" YouTube series
- Influencer marketing & press/radio

7 P'S

1. **PRODUCT:** Singles with honest, vulnerable lyrics about love, social change and coming-of-age; Merchandise
2. **PRICE:** Singles £0.99, Merchandise £5-50
3. **PLACE:** DSPS, physical (CDs, Vinyl, Cassette), US: Target & Urban Outfitters; UK: Sainsbury's, Waterstones, Urban Outfitters; Italy: Mondadori, Feltrinelli, Starbucks, Bennet
4. **PROMOTION:** TikTok viral videos and challenges, IG and TikTok ads, influencer marketing, press and radio, performing at pubs and cafes near music hubs and universities, brand partnerships, playlisting, playing music in shops where students buy clothes (e.g. Urban Outfitters, & Other Stories), synch on Netflix shows/films
5. **PEOPLE:** Heads of Entertainment in student unions, manager, influencers, booking agents for live gigs
6. **PROCESSES:** User-friendly website, Linktree in bios on socials, SEO, monthly newsletter, DMs, Handwritten letters, DSPs, Hootsuite
7. **PHYSICAL EVIDENCE:** Compliment & handwritten 'thank-you' notes with merchandize purchase, freebies (e.g. digital download, free pins), competitions and giveaways

5 W'S

1. **WHAT:** Campaign to increase brand awareness with potential fans and within the industry

2. **WHY:** Successful launch for a new artist's career

3. **WHO:** Sofia Gobbi, Sam Roux and Anne Evans (marketing), Alex Forsey and Emily Talbot (graphic design), Sara Tognelli (photography), Sofia Gobbi and Sara Tognelli (video editing)

4. **WHEN:** August 2021 - May 2022

5. **WHERE:** UK, Italy, USA, Canada, Australia, New Zealand, Norway, Ireland, Indonesia



TARGET AUDIENCE

DEMOGRAPHICS

MILLENNIALS & GEN Z

- **Age Range:** 16-30
- **Gender:** 60% F, 36% M, 4% non-binary
- **Locations:** university, small towns, major cities
- **Countries:** Italy, USA, UK, Norway, Australia, Canada, New Zealand, Ireland, Indonesia
- **Ethnic Background:** Caucasian, Asian
- **Income Level:** middle class
- **Education Level:** high school, university
- **Marital / Family Status:** single
- **Occupation:** students

PSYCHOGRAPHICS

- **Personality:** open-minded, kind, "woke", self-aware, funny, optimistic, respectful, empathic, dreamer, emotionally intelligent
- **Attitudes:** family, friends, following dreams, social change, equality, freedom, self-improvement, feminism
- **Values:** kindness, honesty, courage, compassion, humour
- **Interests:** music, film/TV, poetry, travel, beauty, fashion, concerts, journaling
- **Lifestyles:** small town, commute through public transport or on foot/bike, agnostic, digital, social with close friends, shopping
- **Behaviour:** curious, caring, considerate, kind, reflective, sensitive, expressive

B2B: REPUBLIC RECORDS

"Republic is home to an all-star roster of multi-platinum, award-winning legends and developing superstar artists. It is committed to social responsibility and sustained leadership."

Partner labels: XO, Brushfire Records, Casablanca Records, Lava Records

Similar artists: Taylor Swift, Lorde, Conan Gray, Jack Johnson, Julia Michaels, Florence + The Machine, James Bay









B2B: INTERSCOPE, GEFFEN, A&M

"Interscope Geffen A&M is a major force in global music, developing chart-topping artists across a wide range of musical genres including rock, rap, pop and alternative." They are partnered with Polydor Records in the UK

Partner labels: Darkroom Records, Kidinakorner, Mad Love and Friends Keep Secrets Records

Similar artists: Gracie Abrams, Olivia Rodrigo, Holly Humberstone, Cloves









B2B: POLYDOR RECORDS

"Few labels can boast as long, prestigious and varied a musical history as Polydor. From the ’60s ‘beat boom’ onwards, through the eras of progressive rock, disco and punk, the label has been at the vanguard of every significant musical development."

Partner labels: Interscope Records in the US

Similar artists: Olivia Rodrigo, Clairo, HAIM, Maggie Rogers, Julia Michaels,









B2B: MUSIC PUBLISHING







KOBALT

Artists: FINNEAS, Lorde, Phoebe Bridgers, Max Martin, Paul McCartney, Stevie Nicks

UNIVERSAL

Artists: Taylor Swift, Bob Dylan, Halsey, Coldplay, Adele, Shawn Mendes

DOWNTOWN

Artists: John Lennon & Yoko Ono, Emily King, The 1975

B2B: AGENCIES







CAA

Artists: Amy Allen, Ashe, Conan Gray, Dua Lipa, Freya Ridings

PARADIGM TALENT AGENCY

Artists: Ed Sheehan, Halsey, Coldplay, Alessia Cara, FINNEAS

WME

Artists: Colbie Caillat, Kings of Leon, Mika, Rufus Wainwright

B2B: MANAGEMENT GROUPS



TAP MUSIC

Manages: Noah Cyrus, Grace Carter, Hailee Steinfeld, Dua Lipa, Eves Karydas



FULLSTOP

Manages: Harry Styles, HAIM, Lizzo



YMU

Manages: James Arthur, Mika, Emily Burns

COMPETITORS



OLIVIA RODRIGO



HOLLY HUMBERSTONE



ASHE

OLIVIA RODRIGO

Instagram Followers: 10.9m
TikTok Followers: 7.5 m
YouTube Subscribers: 4.17 m
Twitter Followers: 1.1 m

Image: Girl-next-door, relatable, vulnerable, effortless, friendly, funny
Ethos: Introspective, honest, trustworthy, loyal, transparent
Mood: emotional, balance between soft and strong

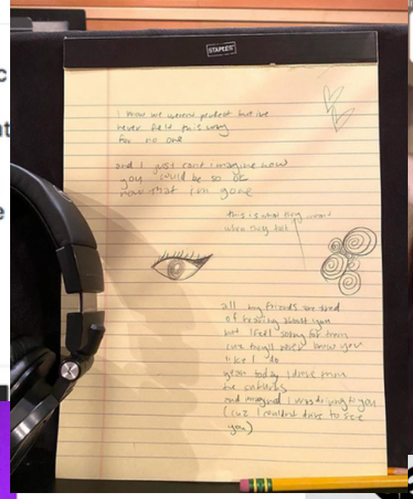
Content: effortless, recording studio, acoustic song demos, selfies, friends, behind-the-scenes, promo

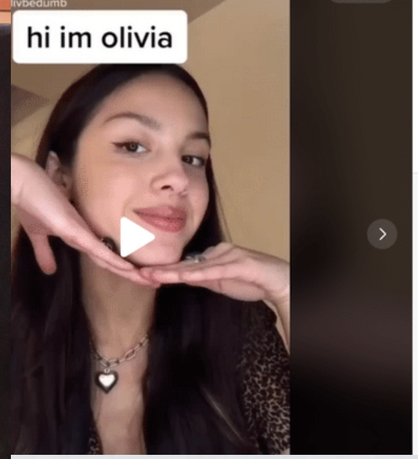
Target audience age: 0-13, 14-18, 19-24
Record Label: Geffen/Interscope
Producer: Dan Nigro





oliviarodrigo today I took the classic Instagram dive, comparing myself to girls incessantly and wishing I had what they looked like they had. it's so silly how we/i define ourselves by the most arbitrary things and idolize ppl who are humans just like us. anyway, i wrote this song today about the tendency I have to go down this self sabotaging hole and now I'm posting it on Instagram because I love irony. if ur



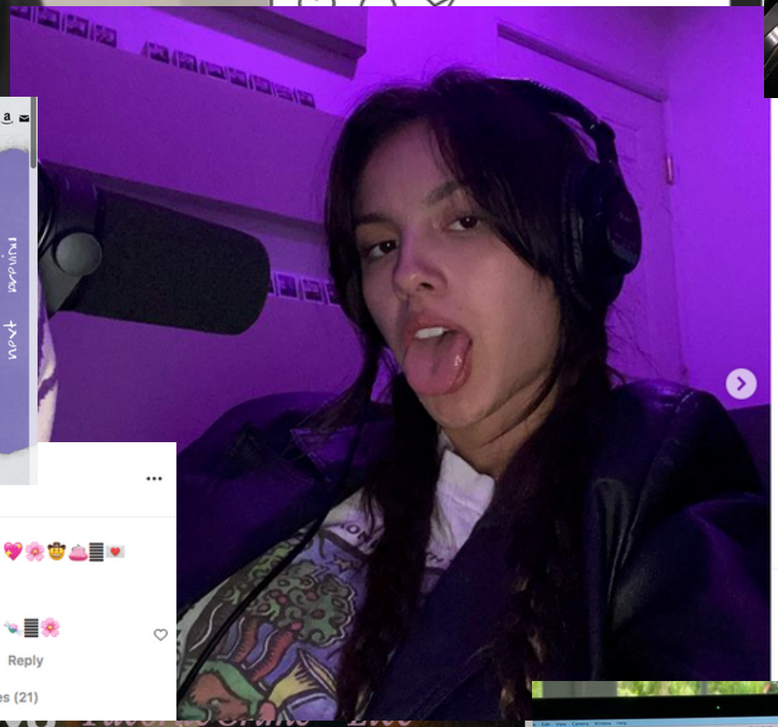


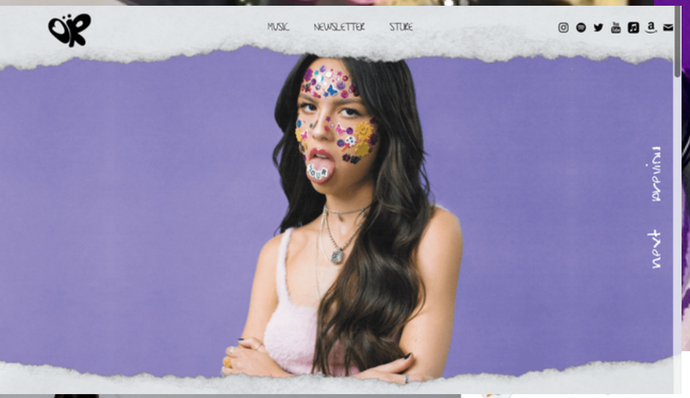
livbedumb
Olivia Rodrigo · 1-9
Follow
drivers license - Olivia Rodrigo
9.8M 102.1K Share to
https://www.tiktok.com/@livbedumb/video/6915631405... COPY LIN

Ashe · Following
wow
1-11 Reply
View more replies (81)

Cody Makaio
imagine conan gray and olivia writing a song together. i'm telling you ... this should happen
1-9 Reply
View more replies (2383)

Olivia Rodrigo · Creator
also omg making tik toks is hard. sorry if my editing is bad lol





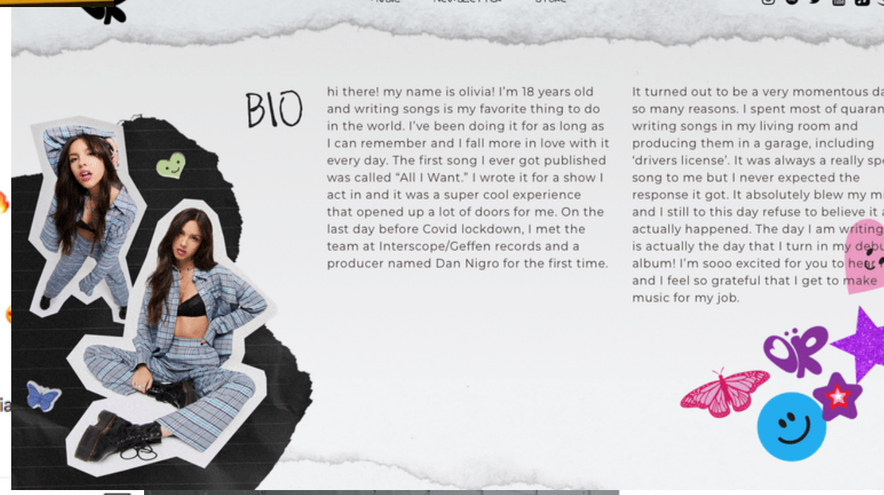
oliviarodrigo 2day
10w

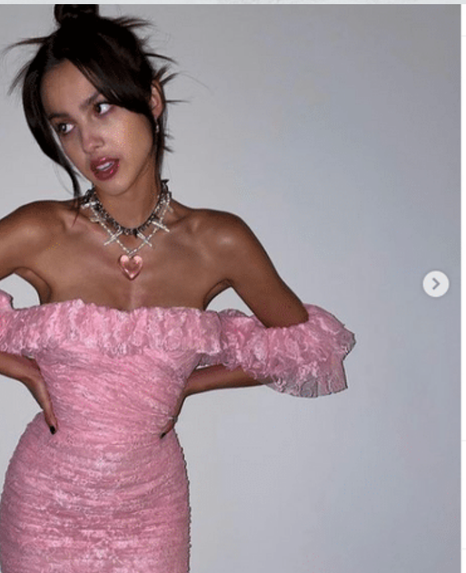
danwhitmoree ❤️🙌🔥😮😂
4d Reply

valwilh wow so perfect
4d Reply

jaishreeglecyl nice olivia
4d Reply

Liked by 6svxi and 1,973,162 others
MARCH 16





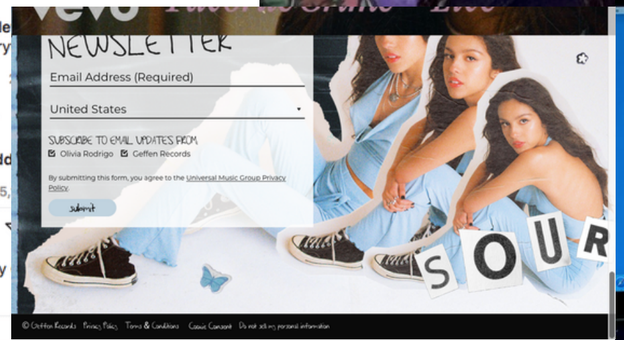
oliviarodrigo
1d

petrafcollins
23h 2,276 likes Reply
View replies (21)

ashle
every
23h

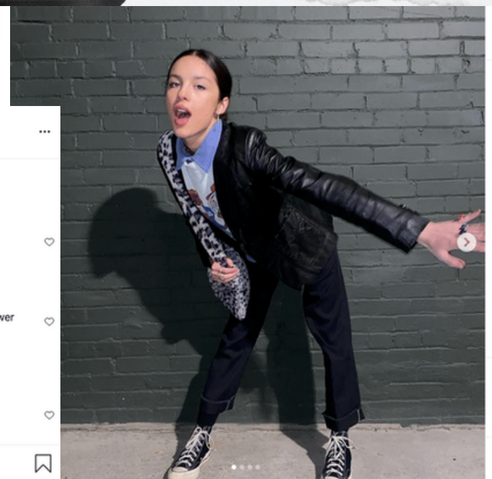
madd
1d 5,

Liked by
1 DAY AGO





oliviarodrigo
oliviarodrigo hellooooo
4w
lydianight bae
4w 2,819 likes Reply
View replies (4)
claytonhawkins Poor shower possum
4w 2,442 likes Reply
View replies (4)
bryemusic THE POSSUM PLEASE-



oliviarodrigo
oliviarodrigo what's on ur mind
17w
valwilh pretty!
4d 1 like Reply
wifeyrodrigo pretty!! Baby
3d Reply
tallulah.c25 slay
3d Reply
Liked by 6svxi and 2,364,325 others
JANUARY 28
Add a comment... Post

HOLLY HUMBERSTONE

Instagram Followers: 85.1 k
TikTok Followers: 60.8 k
YouTube Subscribers: 52.8 k
Twitter Followers: 6.8 k

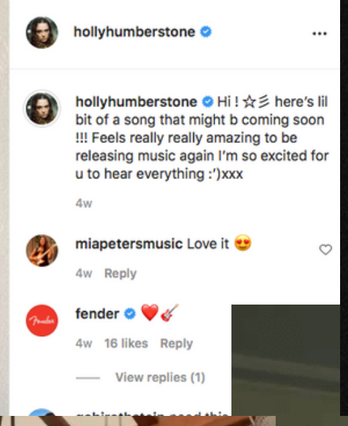
Image: shy, introverted, dark, eerie
Ethos: honest, vulnerabile, introspective
Mood: dark, sad, strong

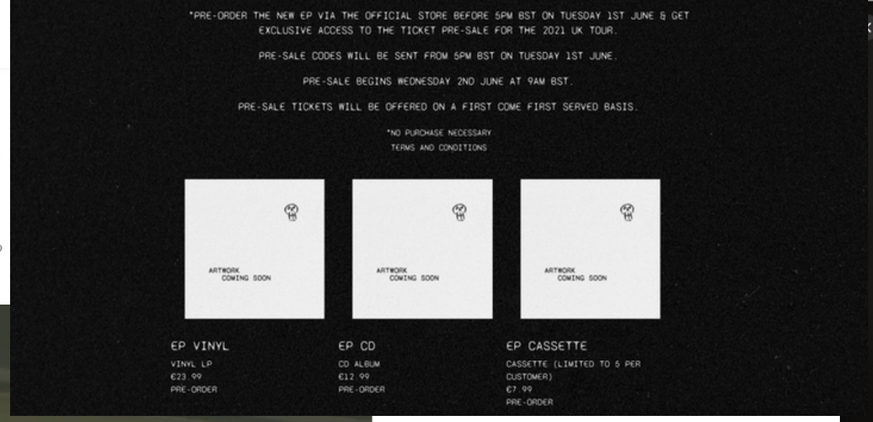
Content: acoustic demos, selfies, promo, lyrics from her journal

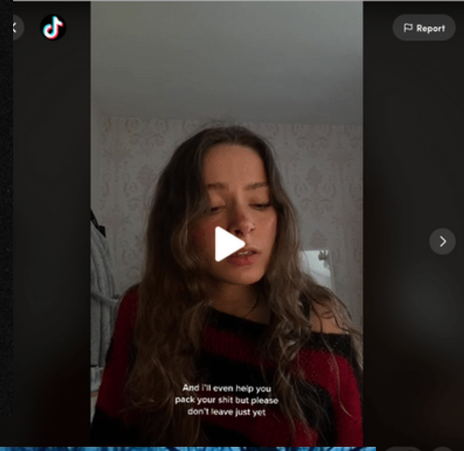
Target audience age: 14-18, 19-24
Record Label: Interscope
Producer: Rob Milton

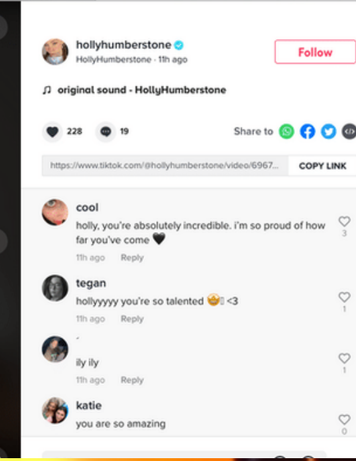


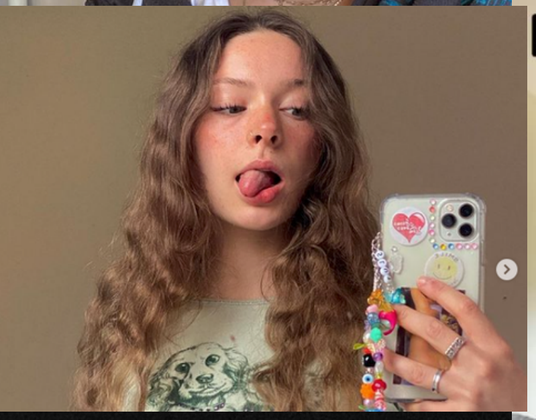


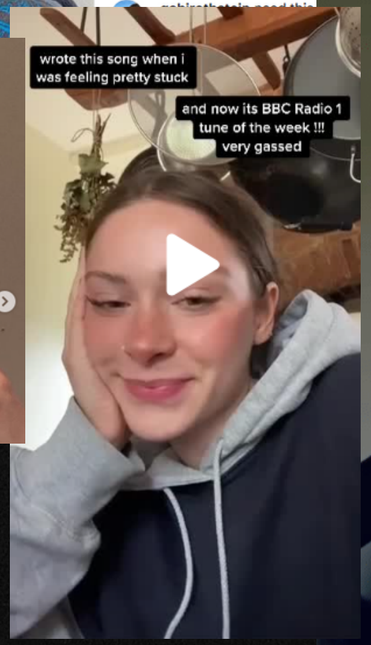

hollyhumberstone
hollyhumberstone Hi ! ☆彡 here's lil bit of a song that might b coming soon !!! Feels really really amazing to be releasing music again I'm so excited for u to hear everything :')xxx
4w
miapetersmusic Love it 😍
4w Reply
fender ❤️🎸
4w 16 likes Reply
View replies (1)

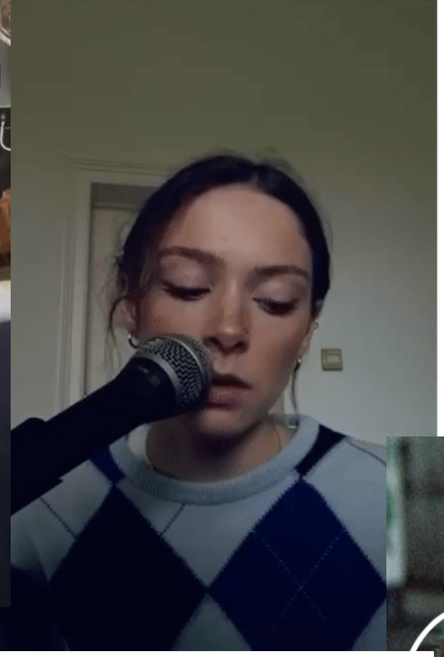

*PRE-ORDER THE NEW EP VIA THE OFFICIAL STORE BEFORE 5PM BST ON TUESDAY 1ST JUNE & GET EXCLUSIVE ACCESS TO THE TICKET PRE-SALE FOR THE 2021 UK TOUR.
PRE-SALE CODES WILL BE SENT FROM 5PM BST ON TUESDAY 1ST JUNE.
PRE-SALE BEGINS WEDNESDAY 2ND JUNE AT 9AM BST.
PRE-SALE TICKETS WILL BE OFFERED ON A FIRST COME FIRST SERVED BASIS.
*NO PURCHASE NECESSARY
TERMS AND CONDITIONS
ARTWORK COMING SOON
EP VINYL
VINYL LP
£23.99
PRE-ORDER
EP CD
CD ALBUM
£12.99
PRE-ORDER
EP CASSETTE
CASSETTE (LIMITED TO 5 PER CUSTOMER)
£7.99
PRE-ORDER

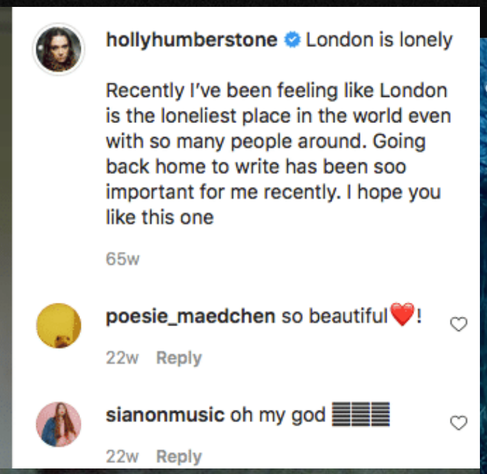

Report
And I'll even help you pack your shit but please don't leave just yet


hollyhumberstone
HollyHumberstone · 11h ago
Follow
original sound - HollyHumberstone
228
19
Share to
https://www.tiktok.com/@hollyhumberstone/video/6967...
COPY LINK
cool
holly, you're absolutely incredible. i'm so proud of how far you've come ❤
11h ago Reply
tegan
hollyyyyy you're so talented 😍 <3
11h ago Reply
ily ily
11h ago Reply
katie
you are so amazing



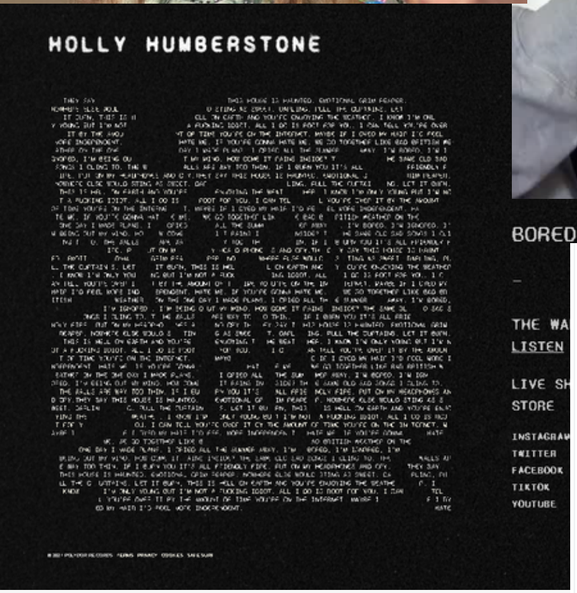

wrote this song when i was feeling pretty stuck
and now its BBC Radio 1 tune of the week !!! very gassed




hollyhumberstone London is lonely
Recently I've been feeling like London is the loneliest place in the world even with so many people around. Going back home to write has been soo important for me recently. I hope you like this one
65w
poesie_maedchen so beautiful❤️!
22w Reply
sianonmusic oh my god ▓▓▓
22w Reply


TikTok
@hollyhumberstone
THIS MUCH
BEFORE WE MET

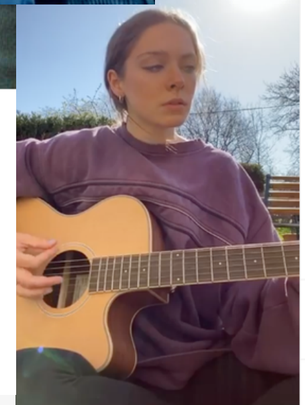

the fire blast in the Walls vid was totally real !!! not

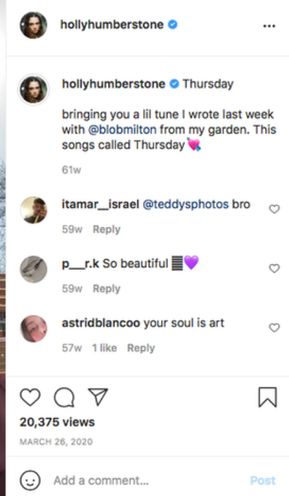

HOLLY HUMBERSTONE
THE WA
LISTEN
LIVE SH
STORE
INSTAGRAM
TWITTER
FACEBOOK
TIKTOK
YOUTUBE




Holly Humberstone @HolHumberstone · May 19
The Walls Are Way Too Thin is out right fricking now !!!!!!!!! I fucking loooove this song & hope you do too ❤️ xxxxxx HH.lnk.to/WallsSo


Follow
lly Humberstone
HolHumberstone
♡♪.:*☆ bored, ignored and out of my mind
hh.lnk.to/storeSo Joined August 2018
Following 6,625 Followers
Followed by Apple Music




hollyhumberstone
hollyhumberstone Thursday
bringing you a lil tune I wrote last week with @blobmilton from my garden. This songs called Thursday 🌺
61w
itamar__israel @teddysphotos bro
59w Reply
p___r.k So beautiful ▓💜
59w Reply
astridblancoo your soul is art
57w 1 like Reply
20,375 views
MARCH 26, 2020
Add a comment...
Post

ASHE

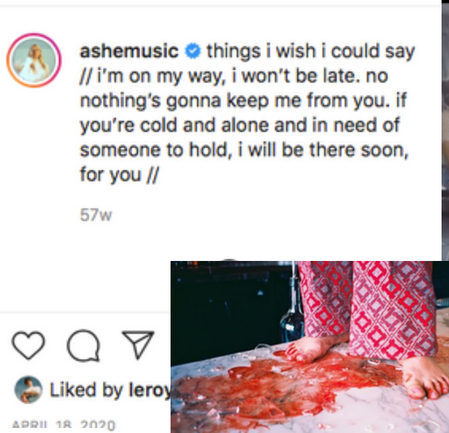
Instagram Followers: 1.1 m
TikTok Followers: 1.1 m
YouTube Subscribers: 588 k
Twitter Followers: 621 k

Image: sweet, strong, positive, experienced, mature
Ethos: self-reflective, vulnerable, resilient, honest
Mood: Bright, balance between soft and strong, hopeful

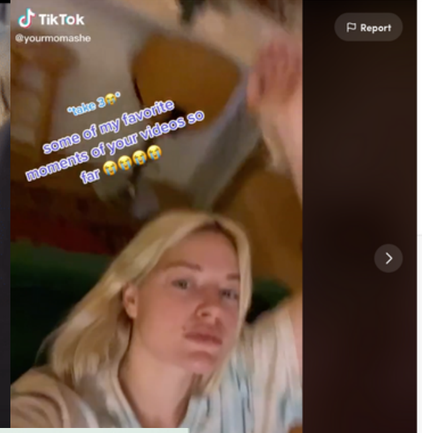
Target audience: 14-18, 19-24, 25-29, 30-35
Record Label: Mom & Pop
Producer: Leroy James Clampitt

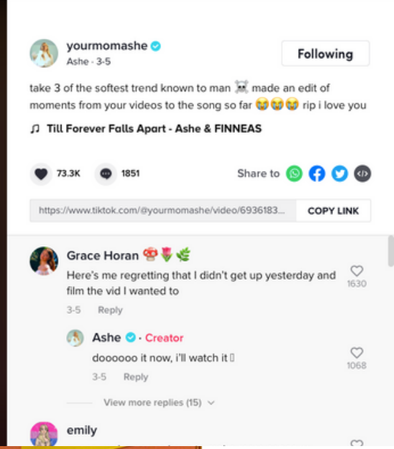




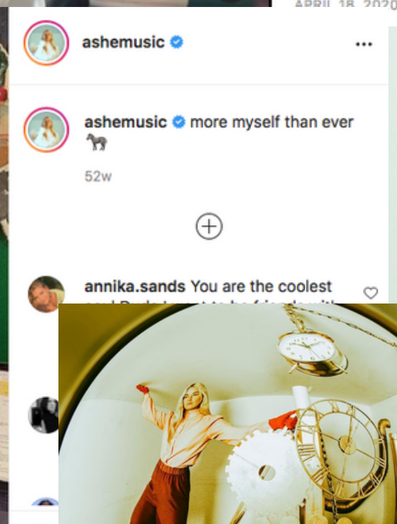

ashemusic things i wish i could say // i'm on my way, i won't be late. no nothing's gonna keep me from you. if you're cold and alone and in need of someone to hold, i will be there soon, for you //
57w
Liked by leroy


Universal Pictures Presents


TikTok
@yourmomashe
some of my favorite moments of your videos so far


Report
yourmomashe
Ashe · 3-5
Following
take 3 of the softest trend known to man made an edit of moments from your videos to the song so far rip i love you
Till Forever Falls Apart - Ashe & FINNEAS
73.3K
1851
Share to
https://www.tiktok.com/@yourmomashe/video/6936183...
COPY LINK
Grace Horan
Here's me regretting that I didn't get up yesterday and film the vid I wanted to
1630
3-5 Reply
Ashe · Creator
doooooo it now, i'll watch it
1068
3-5 Reply
View more replies (15)
emily

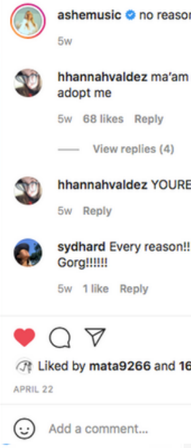



ashemusic
ashemusic more myself than ever
52w
annika.sands You are the coolest

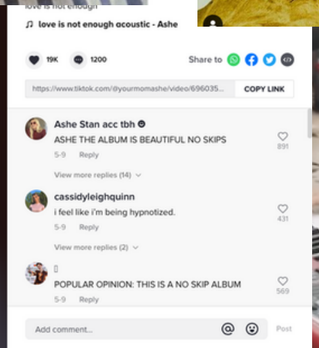



ASHLYN

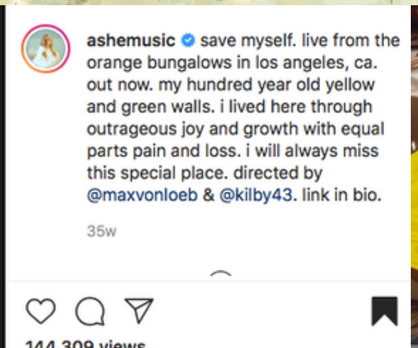



ashemusic no reason
5w
hhannahvaldez ma'am adopt me
5w 68 likes Reply
View replies (4)
hhannahvaldez YOURE
5w Reply
sydhard Every reason!! Gorg!!!!!!
5w 1 like Reply
Liked by mata9266 and 16
APRIL 22
Add a comment...

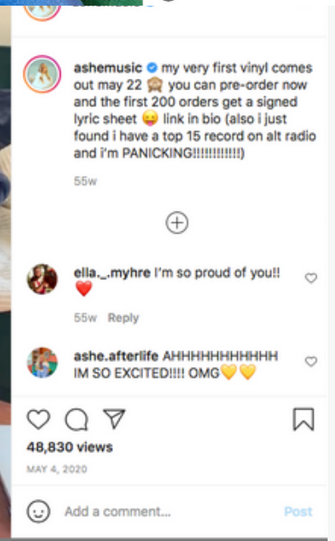



love is not enough acoustic - Ashe
19K
1200
Share to
https://www.tiktok.com/@yourmomashe/video/696035...
COPY LINK
Ashe Stan acc tbh
ASHE THE ALBUM IS BEAUTIFUL NO SKIPS
891
5-9 Reply
View more replies (14)
cassidyleighquinn
i feel like i'm being hypnotized.
431
5-9 Reply
View more replies (2)
POPULAR OPINION: THIS IS A NO SKIP ALBUM
569
5-9 Reply
Add comment...
Post




ashemusic save myself. live from the orange bungalows in los angeles, ca. out now. my hundred year old yellow and green walls. i lived here through outrageous joy and growth with equal parts pain and loss. i will always miss this special place. directed by @maxvonloeb & @kilby43. link in bio.
35w
144,309 views




ashemusic my very first vinyl comes out may 22 you can pre-order now and the first 200 orders get a signed lyric sheet link in bio (also i just found i have a top 15 record on alt radio and i'm PANICKING!!!!!!!!!!)
55w
ella._.myhre I'm so proud of you!!
55w Reply
ashe.afterlife AHHHHHHHHHH IM SO EXCITED!!!! OMG
48,830 views
MAY 4, 2020
Add a comment...
Post

IMAGE, ETHOS AND MOOD

IMAGE

Strong, friendly, joyful, sweet, effortless

ETHOS

Self-reflection, introspection, vulnerability is strength, honesty

MOOD

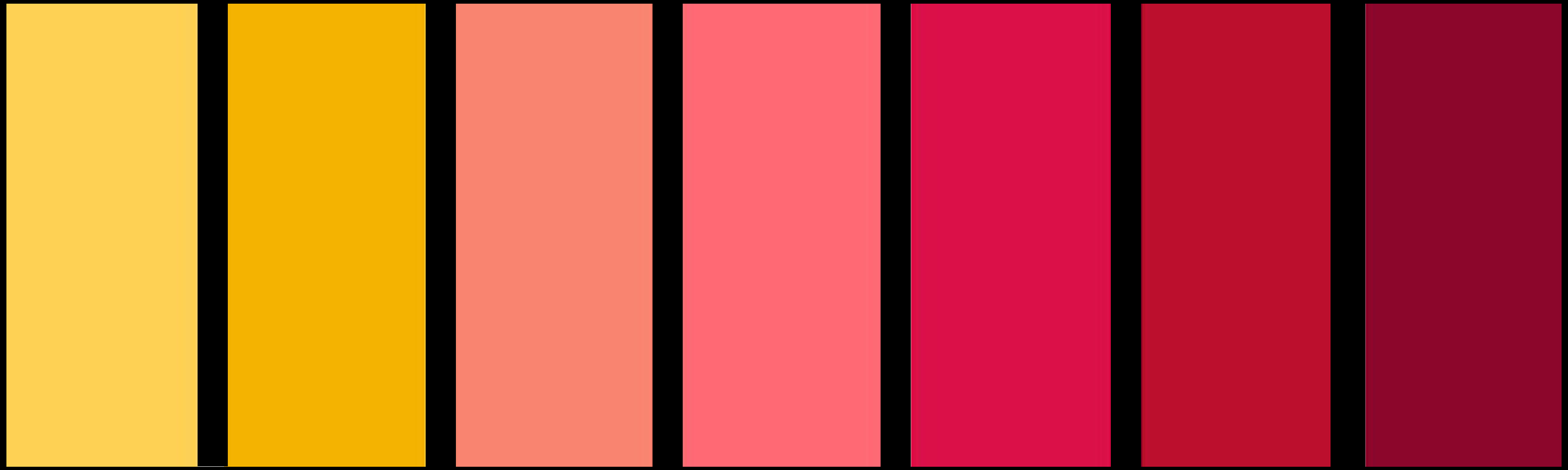
Bright, balance between strong and soft, hopeful, balance between happiness and sadness, optimistic



BIOGRAPHY

Sofia Gobbi is a singer-songwriter born on December 16th, 1997 to an Italian father and American mother. She grew up in a small town in Northern Italy and spent her Summers visiting family in California. Her bicultural background spills into her music, juxtaposing a duality of sounds: contemporary pop and 70s-inspired soft rock. Her songs are lived-in stories, inspired by singer-songwriters like Taylor Swift, Lorde and Paul McCartney. Passionate about the power of words and vulnerability, Sofia hopes that her introspective lyrics provide a safe space where listeners can feel seen, accepted and understood. After being introduced to Miley Cyrus at age 8, she immediately knew that singing and songwriting was her path in life, and consequently formed a duo with her best friend. The pair operated under the stage name Aley & Sofy, and spent their childhood building limousines out of cardboard boxes, creating merchandise out of discarded household items, designing stage sets and writing songs. To anyone who meets the songstress, it is immediately apparent that music is an intrinsic part of her, and her determination and Geffen-like entrepreneurship and leadership make up Sofia's DNA. This is someone who has been absorbed in music all their life, arguably back from the very first day (her family remembers her humming on the day she was born). But there is much more to it than that: she was writing, producing and marketing since an early age too. "It's funny," Sofia says, "growing up, in California I was the Italian girl, and in Italy I was the American. I was desperately seeking out a place where I could just be Sofia. And then I found music, and it just hit me. THAT's where I get to be Sofia". The singer is currently writing and producing her debut EP, *Lethe*, which is about a toxic romantic relationship she experienced. By sharing her story, Sofia hopes to provide others with a sense of community she wished she had at the time of the relationship. In her own words, "We all feel so alone in our experiences, but if you can open up and be vulnerable with the people around you, you realize you're not alone and that we're all living similar experiences. And that feeling of belonging and understanding is the most beautiful, comforting thing." Her deep, soothing vocal and clever songwriting are only part of what Sofia has up her sleeve - so keep an eye out and expect to see her rise to the top within the next few years.

COLOUR REFERENCE

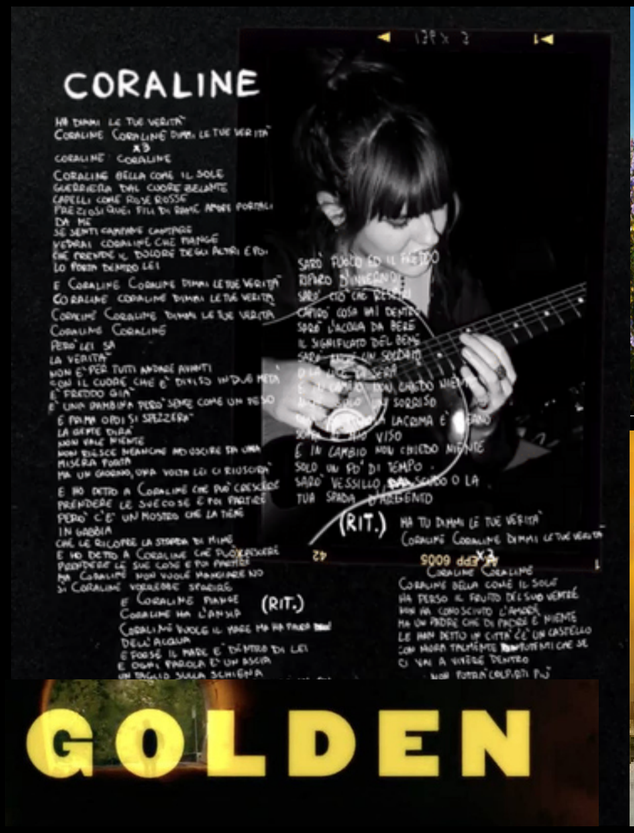


Bright, powerful colours like red, representing strength and courage; yellow, portraying optimism and warmth; and shades of pink, symbolising sweetness, vulnerability and friendliness.

ARTISTIC REFERENCE



















Bright, bold, strong, colorful, eclectic, glam, playful, journal-like. Inspo: Tim Walker, Wes Anderson, Joana Vasconcelos

→

STYLE REFERENCE







Bright, bold, androgynous, glam, fun.

LOGO, FONT & ICONOGRAPHY

LOGO

Sofia's logo is bright, eye-catching and artistic, representing her innovative and eclectic style. The handwritten graphics convey a sense of authenticity, reflecting Sofia's personable and intimate lyrics.



FONT

The main font is made from Sofia's own handwriting. Reminiscent of the lyrics she writes in her songbook, it reflects her relatable, non-artificial music, reading like an open book.

Sofia Gobbi

SECONDARY FONT

The Horizon font is bold and unapologetic, capturing Sofia's powerful, outspoken music.

HORIZON FONT

RELEASE STRATEGY

28 NOV '21

"Keelhauling" poetry collection



14 JAN '22

"Goodbye" single



11 FEB '22

"With Gold" single



4 MAR '22

"Lethe"EP



SINGLE & EP ARTWORK



Goodbye - single



With Gold - single



Lethe - EP

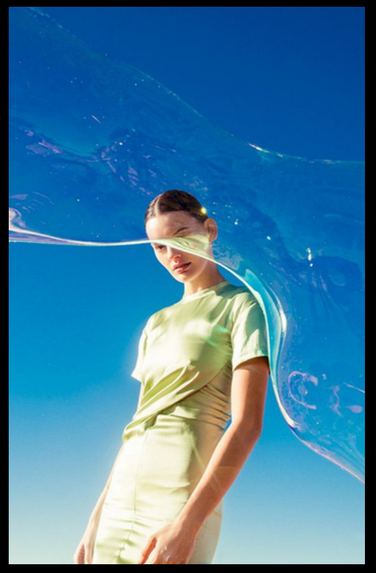
53

GOODBYE MUSIC VIDEO MOODBOARD

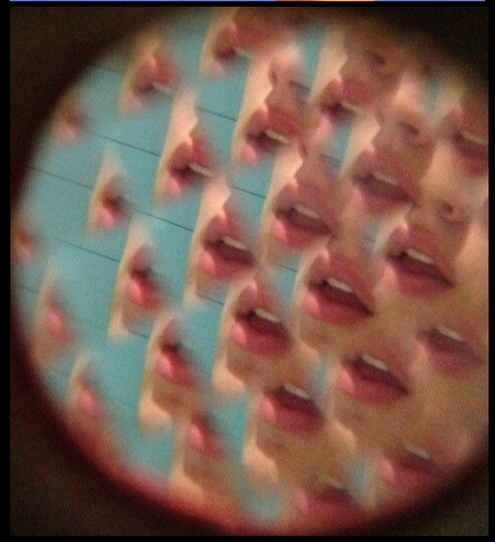




















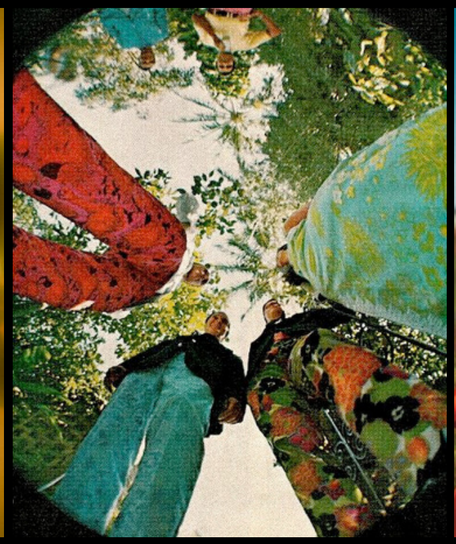
54 WITH GOLD MUSIC VIDEO MOODBOARD














CREATIVE COLLABORATORS

Directors
Tommaso Ottomano: tommaso.ottomano@gmail.com
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Tim Walker: N/A
Valheria Rocha: https://www.valheriarocha.com/contact

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Anya Salmen: https://www.anyasalmen.com/contact
Flavio (Flavsdesigns) :https://www.instagram.com/flavsdesigns/

Producers
Leroy James Clampitt: hb@babzinc.com
Jack Antonoff: mmarquis@paradigmacency.com
Finneas: Danny Rukasin - danny@workinggroupmgmt.com; Brandon Goodman - brandon@bestfriendsmusic.com











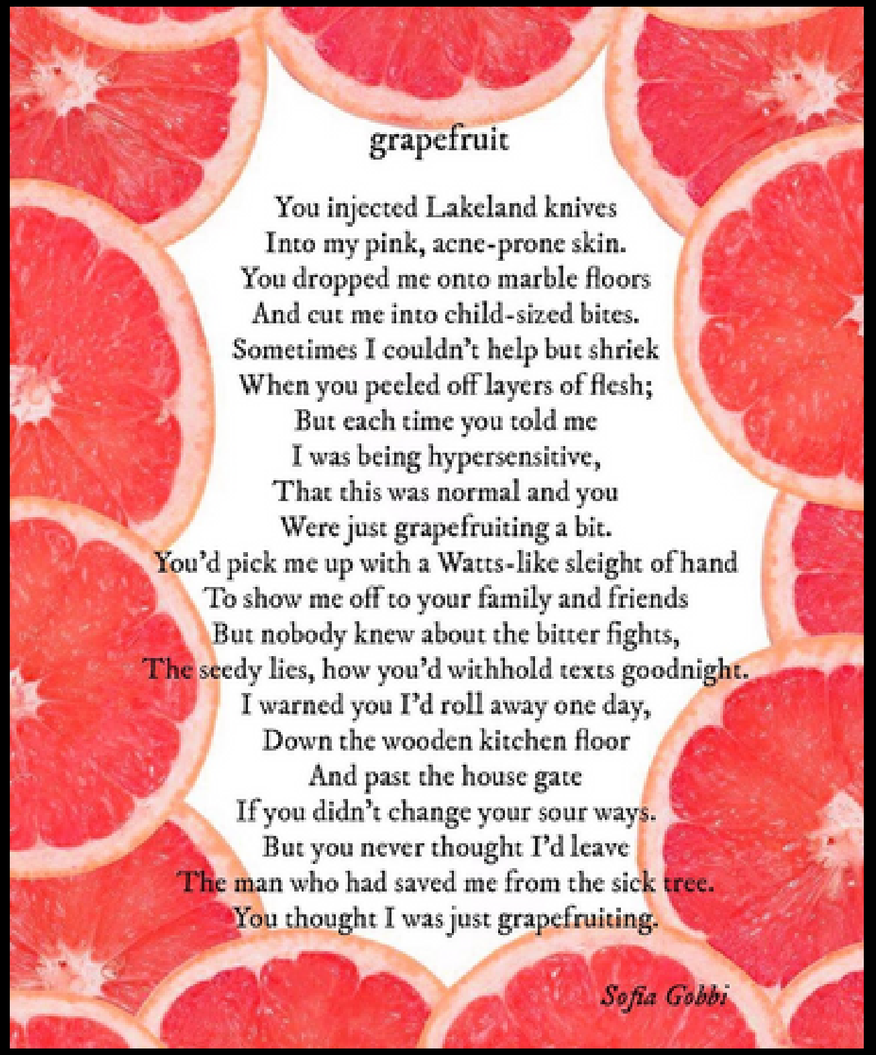
POETRY COLLECTION

Title: KEELHAULING. Release date: 28 November 2022.

- Publish colleciton of poems that inspired Sofia's EP, giving fans insight into the inspiration behind the making of her music.
- Sell the collection on her website
- Send top fans a copy of the collection before it is published to build excitement

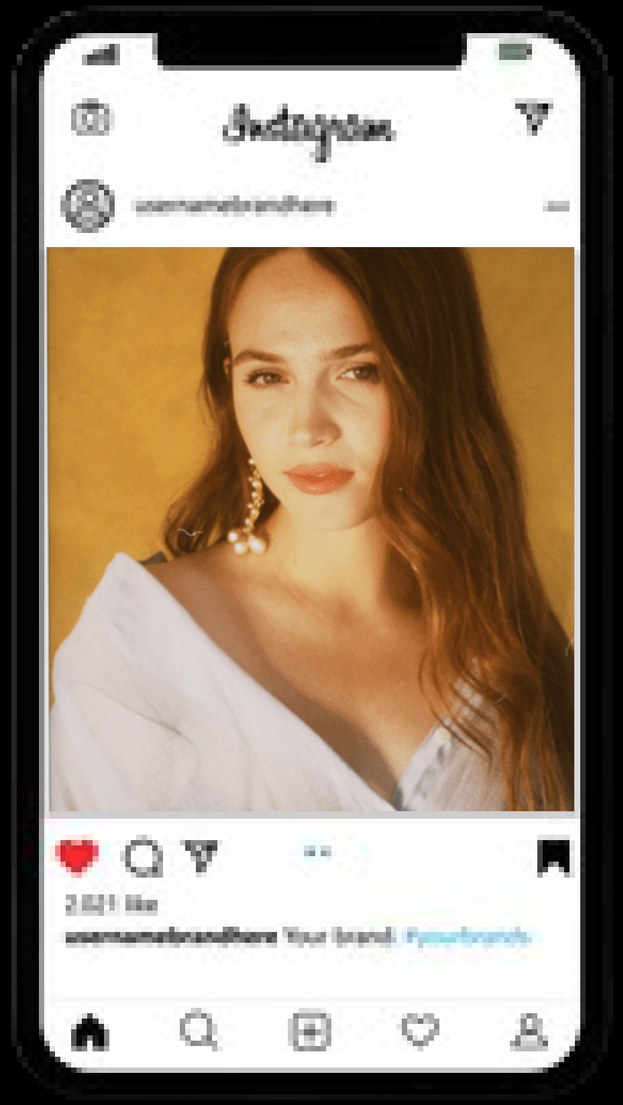
Poems featured:

1. Lethe
2. Grapefruit
3. Spit
4. Tired
5. Warm
6. Tiptoe
7. Valentine's Day Card
8. Catching Fireflies
9. Ribbons



DIGITAL ASSETS

- Website
- Instagram
- TikTok
- Facebook
- YouTube
- Twitter
- DSPs: Spotify, Amazon Music, Apple Music, Deezer, Soundcloud, Pandora, iHeart Radio
- Brand consistency
- Music videos and lyric videos
- Live and acoustic video performances
- Teasers and behind-the-scenes



WEBSITE

- Personal, resembling Sofia's songbook and journal
- Handwritten, polaroids, ripped paper aesthetic
- Professional and authentic
- SEO optimisation
- Call newsletter "Sofia's Journal", staying in the theme of scrapbooking/songbook, makes it more personal than the average newsletter
- Sell merchandise, as well as physical and digital music
- Include EPK
- Includes press quotes and fan testimonials
- Includes section dedicated to showcasing Sofia's poetry and lyrics



www.sofiagobbi.com

WEBSITE: HOME

SOFIA GOBBI



WEBSITE:
ABOUT

WHO'S THAT GIRL?

Hi!!! I'm Sofia!! I'm a singer-songwriter and music is my favorite thing in the entire universe. I grew up between Italy and California to an Italian dad and an American mom, and I have a younger sister. My grandma remembers me humming in the hospital on the day I was born, so I guess I didn't really choose music - music chose me lol. I wrote my first song with my best friend when we were 8 for our duo "Aley & Sofy". We spent our childhood building limousines out of cardboard boxes, creating merch out of anything we could find lying around the house, writing songs, books, comics and scripts. It's funny - growing up, in California I was the Italian girl, and in Italy I was the American. I was desperately seeking out a place where I could just be Sofia. And then I found music, and it just hit me. THAT's where I get to be Sofia. I guess what I love most about writing songs is that you realize how many people go through the same things as you. We all have that moment where we're like "oh, I'm not the only one who's been through this," and that's immensely comforting. My music is trying to bring that comfort blanket and wrap it around people. I'm currently writing and producing my first EP, and I can't wait for you to hear it!!
Ciao for now!!! xx



YOUTUBE

- **Intro** video
- Include l**yrics** in the description of the video
- Create **Playlists:** "Cover of a Cover" where Sofia covers other artists' covers of songs; "Behind-the-Scenes"; "Originals", which showcases her original work; "Music Videos"; "Live"; "Fake It Till You Make It", where Sofia parodies shows like The Late Late Show with James Corden, Vogue 73 Questions, or Genius' Behind the Lyrics to promote her new music releases
- **YouTube banner** - cohesive with other social media platforms
- Share **snippets** of YouTube videos on Instagram to bring more traffic onto website
- **Cover songs** that are very popular at the moment, so that more people discover Sofia
- Respond to every **comment**, interact with fans
- Description below video: include **links** to other social platforms and DSPs where fans can follow Sofia and her music



"FAKE IT TILL YOU MAKE IT" EXAMPLE

Episode title: The Late Late Show with Jamie Cordan

Using a green screen and Adobe Premiere Pro, Sofia will dress up as different members of the show's live band and duplicate herself so that all members appear on camera at once. The result will be a professional performance by "Sofia the singer", with juxtaposing comical elements when the camera focuses on the parodied band members.

Each episode title will be intentionally misspelled as a teaser of the parodied show



FACEBOOK

- Facebook banner cohesive with other platforms
- Post regularly, around 3 times a week
- Create Albums: "Tour" with photos and videos from my tour that Sofia would not share on other platforms so that fans have an incentive to follow her on Facebook; "BTS", "Bloopers" with fun content, "Originals", "Live"
- Post show announcements and links to tickets
- Host giveaways for shows and merch
- Respond to every comment, interact with fans



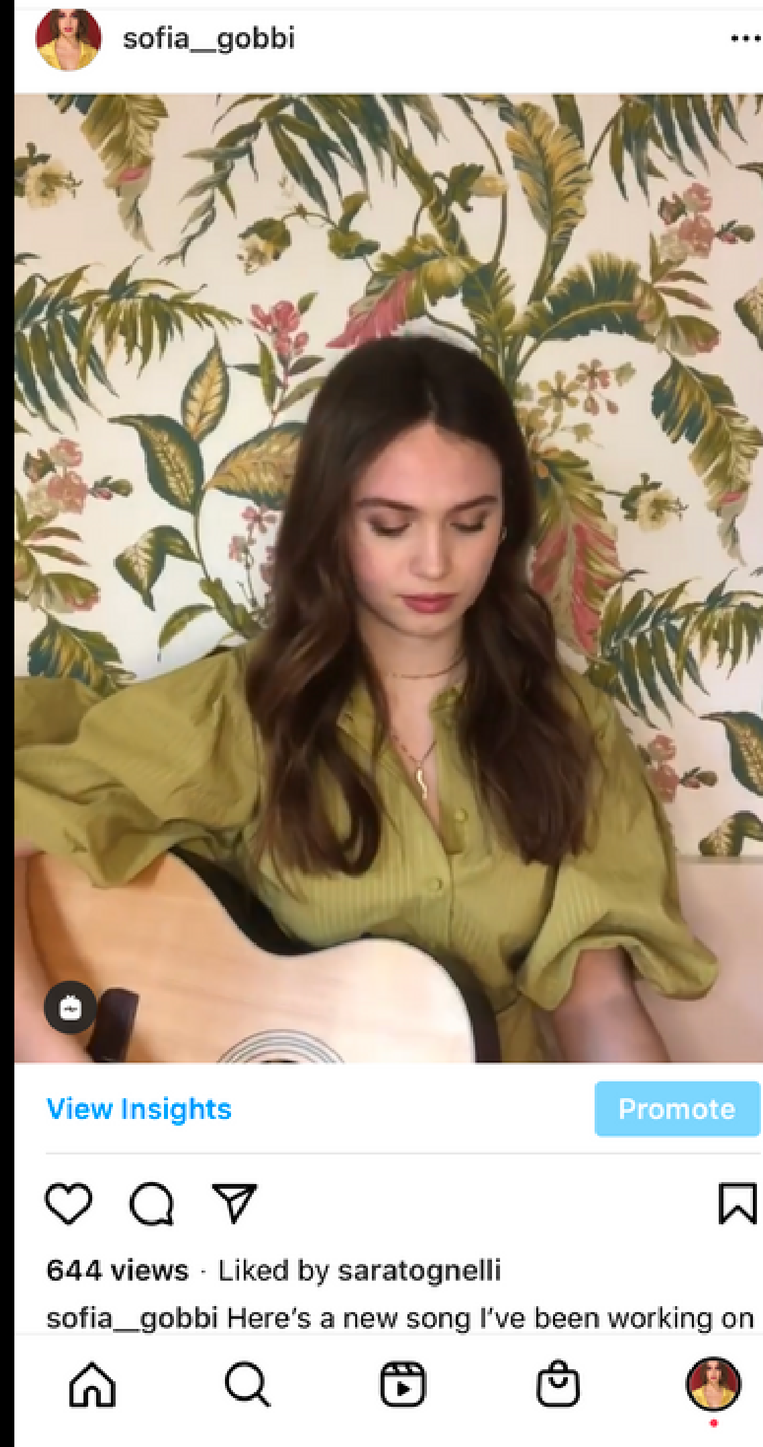
TWITTER

- Twitter banner and profile photo: cohesive with other social media platforms
- Tweet 3-4 times a week
- Share teasers of YouTube videos to bring more traffic onto YouTube channel
- Showcase Sofia's funny and activist side, supporting causes she believes in (e.g. feminism)
- Promote giveaways
- Respond to every comment, interact with fans
- Interact with businesses Sofia would like to work with, e.g. record labels, managers, producers, etc.



INSTAGRAM

- Instagram live: once a month, perform and/or talk with activists or musicians. Also, do instagram lives to annouce new releases, promoting and creating hype around them
- Link in bio: Website
- Create Reels, very popular at the moment. Use TikTok content and also promote snippets of Sofia's songs
- Bio: concise and cohesive with other digital platforms
- Share teasers of YouTube videos to bring more traffic to YouTube (e.g. Music Videos)
- Music-related hashtags: #music #musica #singersongwriter #musician #upandcomingartist #bbcintroducing #indieartist #unsignedartist #pop #guitar
- Respond to every comment, interact with fans
- Ask polls in stories to increase fan engagement and learn more about them (data collection)
- Content: friends, BTS, "photo dumps" to show fans what Sofia's everyday life looks like, share playlists she creates on Spotify, acoustic cover songs, lyrics from her songbooks, poetry she writes which inspires her songs



TIKTOK

- Create challenges with Sofia's songs in the background
- Bio: colloquial, funny, approachable - "aka italian stallion"
- Consistent filter/ visuals / colors
- Funny videos showcasing Sofia's sense of humor

Ideas for content:

- Funny, silly
- Acoustic covers
- Acoustic versions of Sofia's songs
- Promo for her music
- Following viral singing challenges
- BTS
- Creation of merchandise



MERCHANDISE



WITH GOLD SHIRT: £25



LETHE CAP: £16



RUNNING HOODIE: £45

→

Name each merch item after one of Sofia's lyrics.

MERCHANDISE



LETE EP SIGNED VINYL: £30



LETHE EP SIGNED CD: £10



YOUR FLAMES COULDN'T HARM ME PIN: £5

→ Name each merch item after one of Sofia's lyrics.

PROMOTION

- Spotify QR codes on posters and stickers. Position them around Tileyard and other music hubs around London and on university campuses
- College tour: to reach Sofia's target market, tour universities and play at their open mic nights and at pubs nearby, possibly between Thursdays and Saturdays, as that is when most students go out
- Play shows at pubs near record labels, e.g. King's Cross near Universal Music in London, since that is where employees will probably go relax after work
- Influencer marketing
- Lethe Tour (cafès and pubs in UK and Italy)
- Press
- Radio and student radio
- Brand partnerships
- Music sync
- Podcasts



RADIO

UK

- **BBC Introducing:** https://www.bbc.co.uk/introducing
- **BBC 1Extra:** Ras Kwame - homegrown@bbc.co.uk
- **Apple Music Radio (Tileyard):** N/A
- **Soho Radio (they collaborated with Tileyard):** music@sohoradiolondon.com
- **Radio Reverb 97.2 FM (Brighton):** https://www.radioreverb.com/contact/infoforbands/
- **Amazing Radio:** music@amazingradio.com or https://amazingradio.com/connect/signup

USA

- **KCRW (Los Angeles):** +1 (424) 538-8500 or https://help.kcrw.com/s/contactsupport
- **WXPN 88.5 FM (Philadelphia):** +1 (215) 898-6677 orwxpndesk@xpn.org
- **KXT 91.7 FM (Dallas,Texas):** +1 (214) 871-1390 or https://kxt.org/contact/
- **KEXP 90.3 FM (Seattle):** https://www.kexp.org/about/getting-airplay/
- **The Colorado Sound 105.5 FM (Colorado):** music@coloradosound.org

RADIO

ITALY

- **Radio Spazio Ivrea:** Luigi Piatti - luigimichele.piatti@gmail.com or +39 348 3310-046
- **Radio Flyweb:** artist@radioflyweb.it
- **Radio Roma Sud:** N/A
- **Nova Radio:** redmus@novaradio.info or +39 366 1014-094
- **Radiomia Bari:** +39 347 5804-214 or http://www.radiomia.net/contatti/

AUSTRALIA

- **Edge Radio 99.3 FM:** https://www.edgeradio.org.au/submit-your-music.html
- **Triple J Unearthed:** https://www.triplejunearthed.com/comps-and-resources/contact
- **Amrap.org:** https://amrap.org.au
- **FBi Radio 94.5 FM:** https://fbiradio.com

CANADA

- **The Beat - CKBE 92.5 FM:** +1 (514) 767-9250 or https://www.thebeat925.ca/contact
- **CBC Radio One:** https://cbc.radio-canada.ca/en/contact-us
- C**BC Radio 3:** +1 (514) 597-4472 or https://www.cbc.ca/apropos/contact/
- **Move Radio:** +1 (604) 280-1035 or https://www.iheartradio.ca/move/vancouver/contact-us

STUDENT RADIO

UK

- **University Radio Falmer (Sussex uni):** urf@ussu.sussex.ac.uk or +44 1273 678999
- **Burn FM (Student radio: Birmingham):** http://burnfm.com/committee/; Sandra Ny - music@burnfm.com; Ed Baidya - live@burnfm.com; Emma Sherry - stationmanager@burnfm.com
- **Radio Sonar (student radio):** Dillon Hall - headofmusic@radiosonar.co.uk; Danny Humby - radio.manager@solentsu.co.uk
- **University Radio York (student radio):** music@ury.org.uk
- **Spark Sunderland Radio Station:** music submissions - music@sparksunderland.com; local artist - localmusic@sparksunderland.com; head of music - tyler.selby@sparksunderland.com
- **Smoke Radio (Westminster):** radio.manager@smoke.media

USA

- **WERS 88.9 FM (Emerson College - Boston)**: music submissions - aaamc@wers.org or https://www.wers.org/behind-the-mic/submit-music-events/; music director - 617-824-8084 (Call Times: Wednesday: 4PM-6PM)
- **KALX 90.7 FM (Berkeley - California)**: https://www.kalx.berkeley.edu/contact
- **WRSU 88.7 FM (Rutgers University - New Brunswick,NJ) "World Music Sundays":** N/A
- **KUSF.org (University of San Francisco - CA):** kusfmusic@gmail.com or +1 (415) 386-KUSF (5873)
- **KUTX 98.9 FM (University of Texas - Austin, TX):** music@kut.org

STUDENT RADIO

CANADA

- **CJSW 90.9 FM (University of Calgary - Alberta):** https://form.jotform.com/211454674853057 (they do not accept singles)
- **CITR 101.9 FM (University of British Columbia - British Columbia):** Dora Dubber - music@citr.ca
- **CHUO 89.1 FM (University of Ottawa - Ontario):** on-air studio & request line +1 (613) 562-5967; office +1 (613) 562-5965
- **CIUT 89.5 FM (University of Toronto - Ontario):** ciutmusicdepartment@gmail.com
- **CISM 89.3 FM (University of Montreal - Quebec):** https://cism893.ca/ecoute-et-musique/soumettre-un-album/

AUSTRALIA

- **Radio Adelaide (University of Adelaide):** music@radioadelaide.org.au (guidelines: https://radioadelaide.org.au/submit-your-music/)
- **SURG (Sydney University Radio Group):** info@surgfm.com
- **UFCM 87.8 (University of Canberra):** ucfm@canberra.edu.au
- **SYN FM RMIT (Disney University):** Alice Carlton and Karvesh Pillai - music@syn.org.au
- **2NUR (University of Newcastle):** contact@2nurfm.com
- **CURTIN FM (Curtin University, Perth):** studio@curtainfm.com.au

NORWAY

- **Radio Nova:** S. Chika Egbeocha (music director) - musikk.radionova@gmail.com
- **Bergen Student Radio:** kontakt@srib.no; Lone Gunnerud (music editor) musikkredaktor@srib.no or +47 912 43 574

PRESS

1. **Marie Claire:** Christina Lombardi (executive director, public relations - interviews & press enquiries) christina.lombardi@hearst.com
2. **Elle Magazine:** Natasha Bird (executive editor, digital) natasha.bird@elleuk.com
3. **Teen Vogue:** web@teenvogue.com
4. **Vogue Italia:** N/A
5. **Clash Magazine:** Press@ClashMusic.com
6. **Mojo Magazine:** jenny.bulley@bauermedia.co.uk or https://www.mojo4music.com/contact-us/
7. Xune Mag: https://xunemag.com/submit-music/
8. **Bolting Bits Magazine:** https://boltingbits.com/contact/
9. **Indiepulse Music Magazine:** indiepulsemusic@gmail.com or https://indiepulsemusic.com/contact/
10. **Pigeons and Planes blog:** submissions@pigeonsandplanes.com with the subject "PLAYLIST SUBMISSION" and include a link to the song on Spotify
11. **Essentially Pop blog:** hello@essentiallypop.com
12. **Popmuzik blog:** https://www.submithub.com/blog/popmuzik or https://popmuzik.se/kontakt/
13. **Highclouds blog:** https://highclouds.org/music-submissions/
14. **Birp.FM blog:** https://www.submithub.com/blog/birp-fm
15. **Pitchfork blog:** press inquiries - press@pitchfork.com; press release - news@pitchfork.com

MUSIC SYNC







Through an agency, submit music to TV series/films similar to the following, which feature music like Sofia's:

1. To All The Boys I Loved Before (features Moral of the Story by Ashe)
2. Riverdale (features Here by Alessia Cara)
3. Tall Girl (features Light On by Maggie Rogers)

SPOTIFY PLAYLISTS

1. Pop Acoustic - curated by Sara Sesardic - IG: @sarasesardic
2. Pop Study - curated by Sara Sesardic - IG: @sarasesardic
3. Pop Rising - curated by Sara Sesardic - IG: @sarasesardic
4. Pausa Caffè - curated by Gabriela Mandiuc - IG @gabrielamandiuc
5. Fresh & Chill - curated by Mandy Tamm - IG @mandy_tamm
6. Fresh Finds - curated by Colleen Taylor - IG: @colleenqtaylor
7. Fresh Finds: Pop - curated by Sara Sesardic - IG: @sarasesardic
8. Lavorare Con La Musica - curated by Gabriela Mandiuc - IG: @gabrielamandiuc
9. Relax - curated by Mandy Tamm - IG @mandy_tamm
10. Back To School - curated by N/A
11. Una Vita In Università - curated by Elia Alovisi - IG: @lvslei
12. Novità Pop - curated by Elia Alovisi - IG: @lvslei
13. idk.- curated by N/A
14. Breakup Songs - curated by Filtr Norway - IG: @filtr
15. Breakup Songs to Cry to in the Car - curated by Makayla Erin
16. Fuck You :) - curated by Andrea Russett - andrearussett@select.co

https://artists.spotify.com/help/article/pitching-music-to-playlist-editors





PODCASTS

1. NPR: All Songs Considered Podcast - allsongs@npr.org or https://help.npr.org/contact/s/contact?request=Recommend-music-for-review
2. IMP Music Podcast - info@indiemusicplus.com or https://indiemusicplus.com/submit-music-podcast/
3. Sac à Pop - IG: @sac.a.pop
4. Thick & Thin - PodcastPartnerships@Studio71us.com
5. Bitch Work - Jordyn Rosenberg - LinkedIn https://www.linkedin.com/in/jordynrosenberg/
6. Interviste Recensiamo Musica -Nico Donvito - direttore@recensiamomusica.com or https://recensiamomusica.com/contatti/
7. New Music Monday Live -Marco N/A

LETHE TOUR

ITALY

1. Argot, Rome - +39 06 45551 966
2. Blackmarhet Hall, Rome - "Unplugged in Monti" - +39 349 199 5295
3. Contestaccio, Rome - +39 347 2297 769 or live@contestaccio.com
4. Fonclea, Rome - +39 06 689 6302
5. The Yellow Bar, Rome - +39 06 4470 2868
6. Birrificio La Ribalta, Milan - +39 342 854 0913
7. Blah Blah, Turin - +39 392 704 5240

UK

1. Vilyn Cafe, Tileyard London - IG: @vilyncafeldn
2. The Sebright Arms, London - managers@sebrightarms.com
3. Omeara, London - info@omearalondon.com or +44 (0) 20 3179 2900
4. St. John on Bethnal Green, London - Stan White on +44 (0) 77 6511 7182 or https://www.stjohnonbethnalgreen.org/?page_id=210
5. Patterns, Brighton - manager@patternsbrighton.com or +44 (0) 1273 894777
6. Fiddler's Elbow, Brighton - hello@fiddlerselbow.pub
7. Cavern Pub, Liverpool - https://www.cavernclub.com/contactus/
8. Leaf on Bold Street, Liverpool - info@thisisleaf.co.uk
9. Sun on the Hill, Birmingham - info@thesunonthehill.co.uk
10. Kitchen Garden Café, Birmingham - https://www.kitchengardencafe.co.uk/contact/
11. The Castle Hotel, Manchester - castleeaglegulliversbooking@gmail.com or +44 (0)161 237 9485

INFLUENCER MARKETING

1. Elena Lavanzo (TikTok) @fashionel - followers: 15.5k
2. Naomi Leanage (TikTok) @naomileanage - followers: 458.5k
3. Nadia Tognelli (TikTok) @nadiatagliatelle - followers: 6.2k
4. Ciara Riley Wilson(TikTok) @ciararileywilson - followers: 232.2k
5. ScarlettTaylor (TikTok) @scarlettmusic - followers: 154.7k
6. Elisabeth Denae (TikTok) @elisabethdenae - followers: 2.2k
7. Gia Milanco (TikTok) @giarinn - followers: 32.3k
8. Lydia Campanelli (TikTok) @lydiacampanellii - followers: 644.8k
9. Valeria Lipovetsky (TikTok) @valeria.lipovetsky- followers: 1.3M
10. Lizzy McAlpine (TikTok) @lizzymcalpine - followers: 341.4k
11. Molly Grace (TikTok) @x.molly.grace - followers: 6.5k
12. Jamilla Houston (TikTok) @jxmilla - followers: 27.7k
13. Emma Cantrell Miller (TikTok) @emmakcantrelll - followers: 142.9k
14. Elise (TikTok) @girlwholivesindelusion - followers: 18.1k
15. Geoffrey Cook (TikTok) @geoffrey.cook - followers: 10k



Lizzy McAlpine - 341k



Valeria Lipovetsky - 1.3M

FAN EXPERIENCE

1. Exclusive Zoom or live performance for top fans at Sofia's house before new music come out
2. Merch giveaways
3. Send fans personalized handwritten birthday cards and give them a 16% (Sofia's lucky number) discount on website on their birthdays. For top fans, call them on their birthday as well.
4. Fan appreciation day: do random acts of kindness for fans once every 2 months and send a random fan a thoughtful gift, merch item, card, or handwritten lyrics.
5. When fans come to a gig, give them a party favour. For example, a free frendship bracelet that Sofia made with her lyrics on it, or take a polaroid with fans and give it to them.
6. Early-bird ticket offers
7. VIP access
8. Sound-check access
9. Monthly newsletter on website called "Sofia's Journal" to give fans special insight into Sofia's life
10. Create a "Fans" highlight on Instagram, sharing photos Sofia has taken with fans at gigs. Tag them so that they follow back and repost, driving their followers to check out Sofia's Instagram



BRAND PARTNERSHIPS



ZANZAN EYEWEAR

London, UK
gareth@zanzan.co.uk



FRAVSHOP

Turin, Italy
fravshoponline@gmail.com



RAGYARD

London, UK
https://ragyard.com/pages/contact-us

CHARITIES



SHE SHOULD RUN



GREENPEACE



STONEWALL

ONE SHEET

Sofia Gobbi

For booking inquiries:
management@sofiagobbi.com

Sofia Gobbi is a singer-songwriter born to an Italian father and American mother. She grew up in a small town in Northern Italy and spent her Summers visiting family in California. Her bicultural background spills into her music, juxtaposing a duality of sounds: contemporary pop and 70s-inspired soft rock. "It's funny," Sofia says, "growing up, in California I was the Italian girl, and in Italy I was the American. I was desperately seeking out a place where I could just be Sofia. And then I found music, and it just hit me. THAT's where I get to be Sofia". Her songs are lived-in stories, inspired by singer-songwriters like Taylor Swift, Lorde and Paul McCartney. Passionate about the power of words and vulnerability, Sofia hopes that her introspective lyrics provide a safe space where listeners can feel seen, accepted and understood.

After being introduced to Miley Cyrus at age 8, she immediately knew that singing and songwriting was her path in life, and consequently formed a duo with her best friend.







The pair operated under the stage name Aley & Sofy, and spent their childhood building limousines out of cardboard boxes, creating merchandise out of discarded household items, designing stage sets and writing songs. To anyone who meets the songstress, it is immediately apparent that music is such an intrinsic part of who she is that you can't tell where it starts and ends, and that this type of determination and Geffen-like entrepreneurship and leadership make up Sofia's DNA.

Sofia is currently writing and producing her first EP, Lethe, which is about a toxic romantic relationship she experienced. By sharing her story, Sofia hopes to provide others with a sense of community she wished she'd had when she was experiencing that relationship. In her own words, "We all feel so alone in our experiences, but if you can open up and be vulnerable with the people around you and the people you meet, you realize you're not alone and that we're all experiencing similar things. And that feeling of belonging and understanding is the most beautiful, comforting thing." Her deep, soothing vocal and clever songwriting are only part of what Sofia has up her sleeve - so keep an eye out and expect to see her rise to the top within the next few years.

Web/Socials
Website: www.sofia gobbi.com
Linktree: sofia gobbi.lnk.to/lethe
Instagram: @sofia__gobbi
TikTok: @sofia__gobbi
Twitter: @sofiagobbi



EPK

Italian-American singer-songwriter Sofia Gobbi is taking the world by storm. With introspective lyrics, catchy melodies and a soothing, deep vocal, Sofia's honest, emotionally intelligent songs provide insight into a generation that is changing the world.

BIO

Sofia Gobbi is a singer-songwriter born to an Italian father and American mother. She grew up in a small town in Northern Italy and spent her Summers visiting family in California. Her bicultural background spills into her music, juxtaposing a duality of sounds: contemporary pop and 70s-inspired soft rock. "It's funny," Sofia says, "growing up, in California I was the Italian girl, and in Italy I was the American. I was desperately seeking out a place where I could just be Sofia. And then I found music, and it just hit me. THAT's where I get to be Sofia". Her songs are lived-in stories, inspired by singer-songwriters like Taylor Swift, Lorde and Paul McCartney. Passionate about the power of words and vulnerability, Sofia hopes that her introspective lyrics provide a safe space where listeners can feel seen, accepted and understood.

PRESS QUOTES

"Perhaps the American Dream is now just a utopia, an obsolete concept, but Sofia has certainly proven that one doesn't need America to make their dreams come true" - *Paola Landriani in Indie Roccia blog*

EPK

MUSIC







1. Goodbye
https://open.spotify.com/track/2EMLcnsBn1Q7PKNlOKDZFV?si=ogyIHcd4TfmYg2WzVFuVWQ

2. With Gold
https://open.spotify.com/track/2EMLcnsBn1Q7PKNlOKDZFV?si=ogyIHcd4TfmYg2WzVFuVWQ

3. Lethe EP
https://open.spotify.com/track/2EMLcnsBn1Q7PKNlOKDZFV?si=ogyIHcd4TfmYg2WzVFuVWQ

SOCIAL LINKS

Website: www.sofia gobbi.com
Linktree: sofia gobbi.lnk.to/lethe
Instagram: @sofia__gobbi
TikTok: @sofia__gobbi
Twitter: @sofiagobbi

EPK

PHOTOS






VIDEOS



https://www.youtube.com/watch?v=bftMsStXO0c



https://www.youtube.com/watch?v=s8mkoS-kqH8

EPK

FAN TESTIMONIALS

"Your music inspired me to break up with my abusive ex-boyfriend" - *Rachelle from Texas*

"You are the future Taylor Swift" - *Chloe from London*

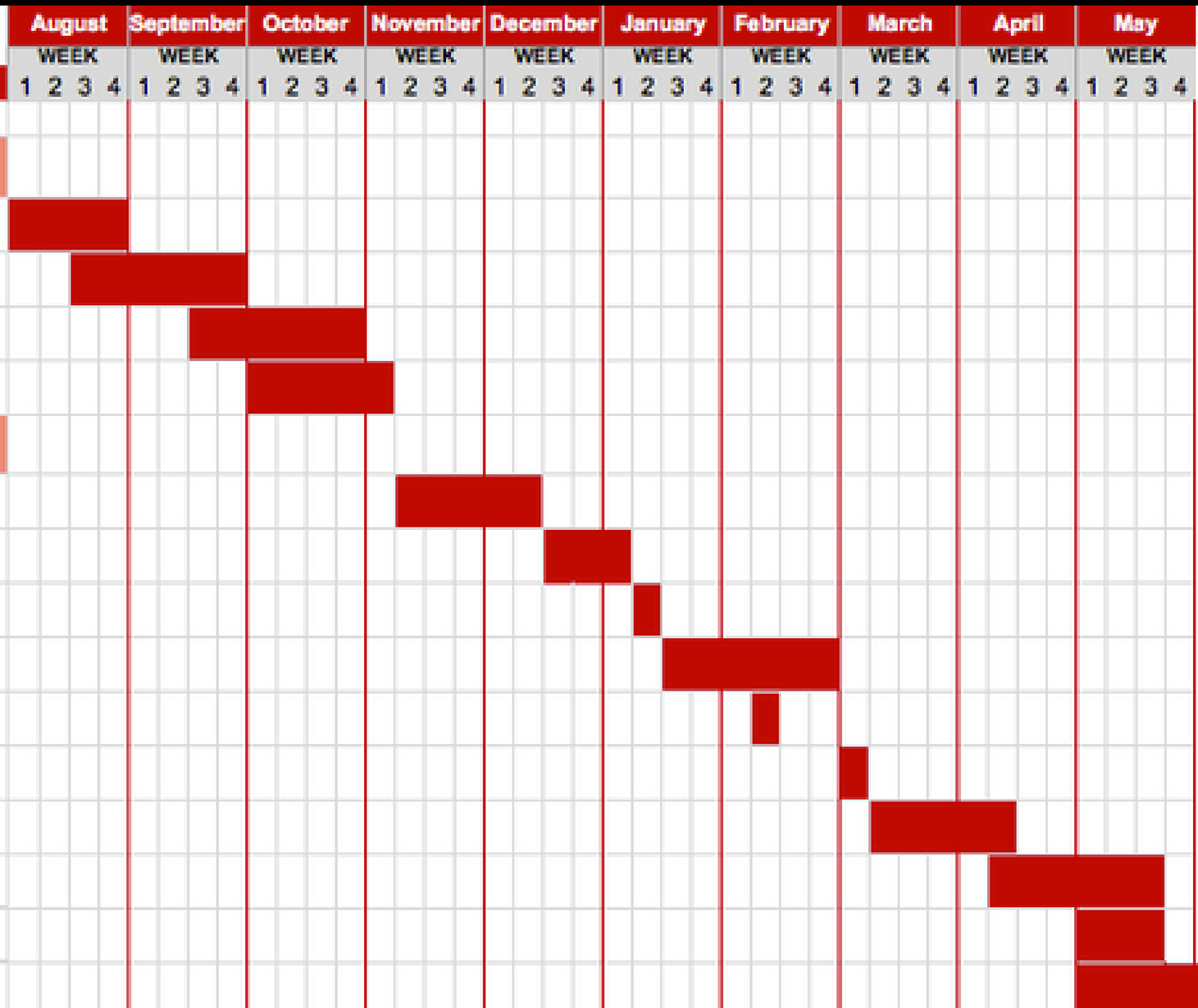
"You are very inspiring and so are your music and videos. You made me realize that I can do anything I set my mind to. You are amazing and you're gonna change the world!!!" - *Sam from Spain*

CONTACT

management@sofiagobbi.com

GANTT CHART

TASK DESCRIPTION	PLAN START	PLAN END
Phase 1 Re branding and networking	Aug. 2021	Nov. 2021
Identify logo & font	1/8/21	21/08/21
Create website & improve SEO	16/8/21	30/09/21
Reposition socials + campaign to know Sofia	15/09/21	31/09/21
Start contacting influencers and press/radio	1/10/21	7/11/21
Phase 2 Release and Promotion	Nov. 2021	5/1/22
Promote and publish poetry collection	7/11/21	15/12/21
Start "Fake it Till You Make it"	16/12/21	7/1/22
Publish first single: Goodbye	9/1/22	14/1/22
Social media marketing campaign + press	15/1/22	28/2/22
Publish second single: W.G.	6/2/22	11/2/22
Publish EP	4/3/22	11/3/22
Lethe Tour	5/3/22	16/4/22
Press/radio/influencer marketing	8/4/22	20/5/22
B2B marketing	1/5/22	24/5/22
Feedback & next steps	1/5/22	31/5/22



BUDGET

STRATEGIC CONSULTANCY

- Branding: £ 150
- Messaging: £ 180
- Positioning: £ 150

ASSET CREATION

- Logo & iconography: £ 100
- Brand identity: £ 200
- Web design & SEO monitoring: £ 400
- Advertisement design: £ 250
- Merchandise: £ 450

DEPLOYMENT

- Digital ads: £ 550
- Physical ads: £ 170
- Travel expenses to gigs: £ 400
- Music videos: £ 2,000

GRAND TOTAL: £ 5,000

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 [insert company name] (herein referred to as 'The Client'), with head office at [insert address].

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 10 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

SG

2. PAYMENTS

The Service Provider and The Client both agree to the following Payment Terms:
Total Service fee: £5,000

The payment will occur as follows:
Balance due on the last day of month 4 (pre-production): £2,000
Balance due on the last day of month 8 (production): £2,000
Balance due on the last day of month 10 (aftercare): £1,000

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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