

13

Artists

International Booking Agency

PORTFOLIO
TERM 1
JOANA PEREIRA CARVALHO

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Company Analysis

Company Overview & Descriptor

13 Artists is one of the world's leading independent music booking agencies.

Established in 1999 by Charlie Myatt, in 2004, Angus Baskerville joined the company, becoming a partner in 2010.

In 2014, 13 Artists decided to base themselves in Brighton; In 2019, they opened a second office at Tileyard Studios in London.

Core Values

Consistency – Vital to grow a successful and powerful brand.

Dependability – A key element for achieving competitive advantage.

Innovation – Steady in developing ideas on an international changing music landscape.

Passion – Focus entirely on the live music sector and create experiences.

Respect – Esteem for our partners, clients and the music industry.

Revenue Streams

Live Shows & Tours Festivals

A percentage is taken from the live performances booked through the booking agency.

Between 10% to 20\$, depending on the act, the number of shows and type of deal.

Company Analysis

Partners



FUTURESOUND
GROUP

Company Analysis

Client Base/Roster

a-ha



R O Y A L
—
B L O O D

MICHAEL
KIWANUKA

RADIOHEAD

Existing Branding

Existing branding

Company Logo, Iconography & Typography



Logo and Icon used throughout the website and social media:



- Visually appealing to the reader.
- Strong and Clear for the user experience.
- Optimizes readability and accessibility.
- Demonstrates consistency.

Existing branding

Website & Social Space Analysis

Existing Branding

Website Analysis

13
Artists

Landing Page

Social Channels on the website

13
Artists

Home Roster Social Contact

Instagram

Twitter

Follow @13Artists



13 Artists @13Artists · 9 hours ago
#NewMusic @InhalerDublin's debut album, 'It Won't Always Be Like This', will be out 16 July!! Pre-order now!!!
#ItWontAlwaysBeLikeThis
<https://t.co/VscAkMs3Ze>

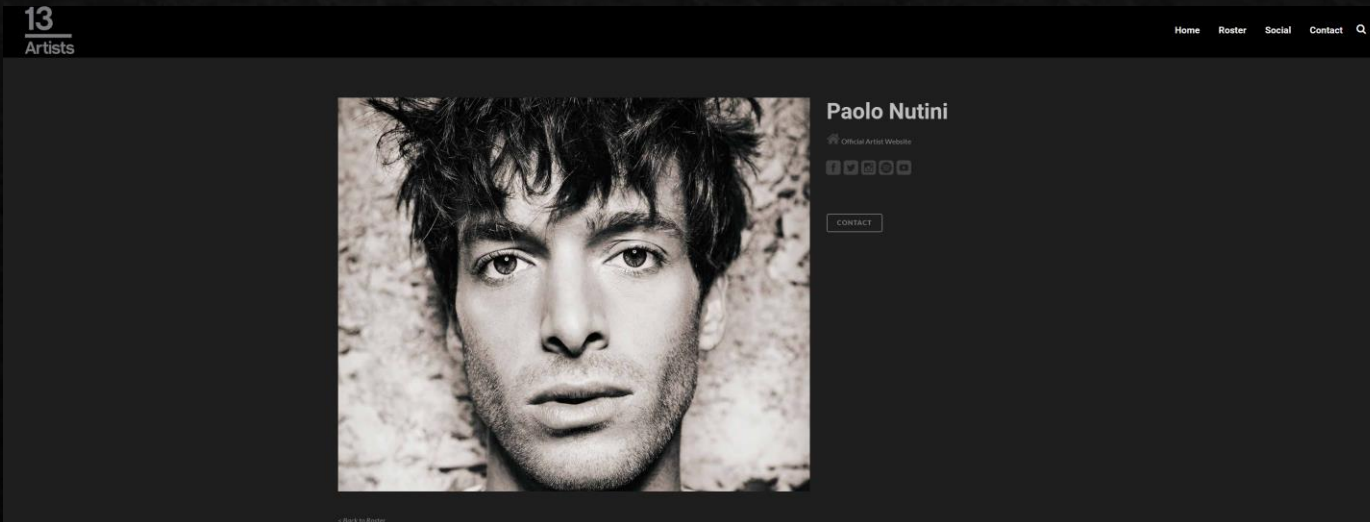
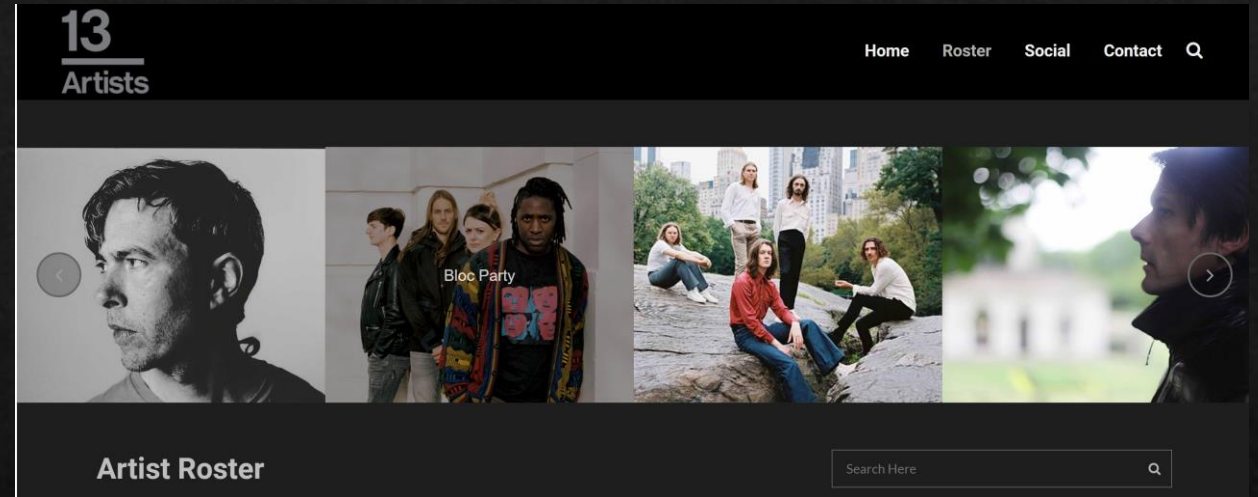


13
Artists

Existing Branding

Website Analysis

The artist roster in a graphic slide



Details from the artist roster with their website and social media

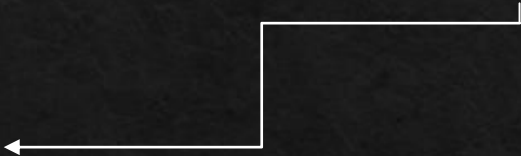


Existing Branding

Website Analysis

13 Artists			Home Roster Social Contact Q		
a-ha	Helve	Radiohead			
Academic	Holly Humberstone	Rae Morris			
Aeris Roves	Ian Brown	Royal Blood			
Alabama Shakes	Illlicit	Russ Millions			
Another Sky	Inhaler	Scritti Politti			
Arctic Monkeys	Interpol	Sea Girls			
Athlete	Jamiroquai	Shadowlark			
Atoms For Peace	Joan	Shed Seven			
Bailen	Joel Baker	Simple Minds			
Band Of Skulls	Jonny Greenwood	Skin			
Barry Adamson	Joseph	Skunk Anansie			
BEAK>	Josh Vine	Slow Hollows			
Benjamin Clementine	Kele Okereke	Sparks			
Big Moon	Kooks	Stephen Fretwell			
Big Scary	Kudu Blue	Stephen Malkmus			
BILK	Last Shadow Puppets	Steve Mason			
Bill Callahan	Lathums	Stone Roses			
Bloc Party	Lily Denning	Suede			
Blossoms	Lisa Hannigan	Talulah Ruby			

The artist roster in alphabetical order



The general contact form



Contact

Brighton
11 – 14 Kensington Street
Brighton BN1 4AJ
United Kingdom
+44 (0) 1273 601 355

London
Unit 29 Tileyard Studios
Tileyard Road
London N7 9AH
United Kingdom
+44 (0) 20 3875 4270

Full Name*

Your Email*

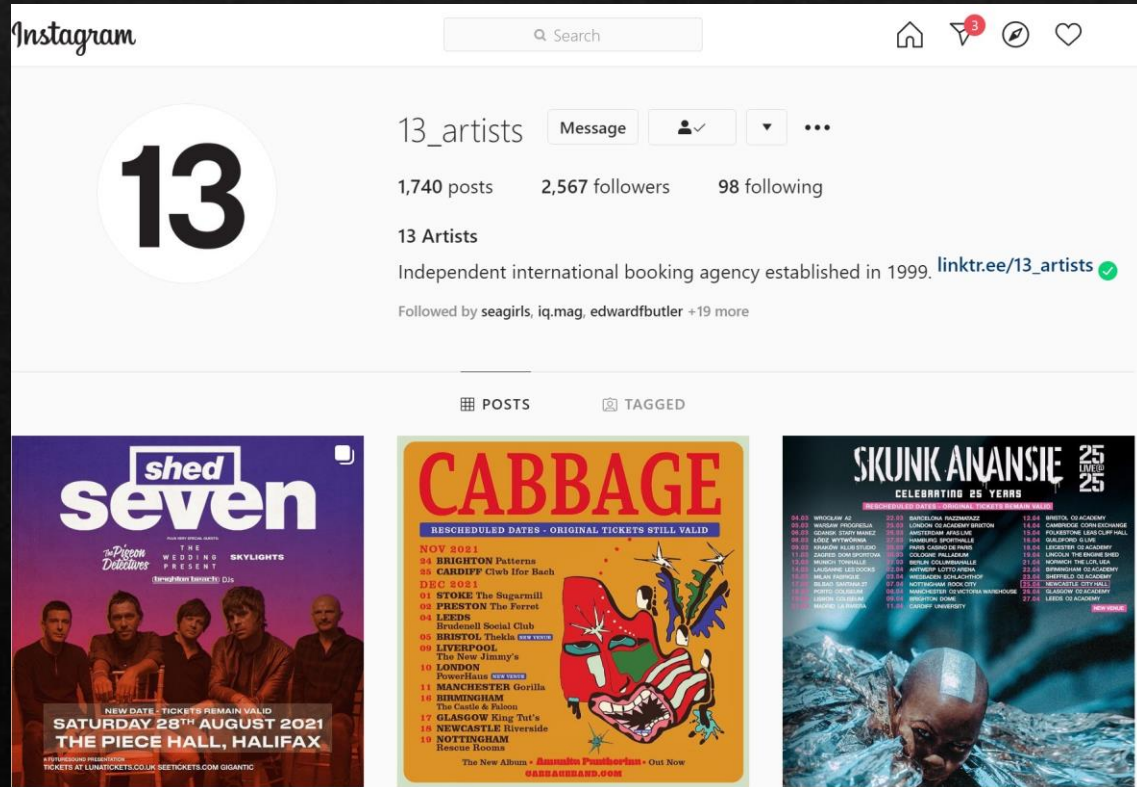
Category*

Artist Name Or Subject*

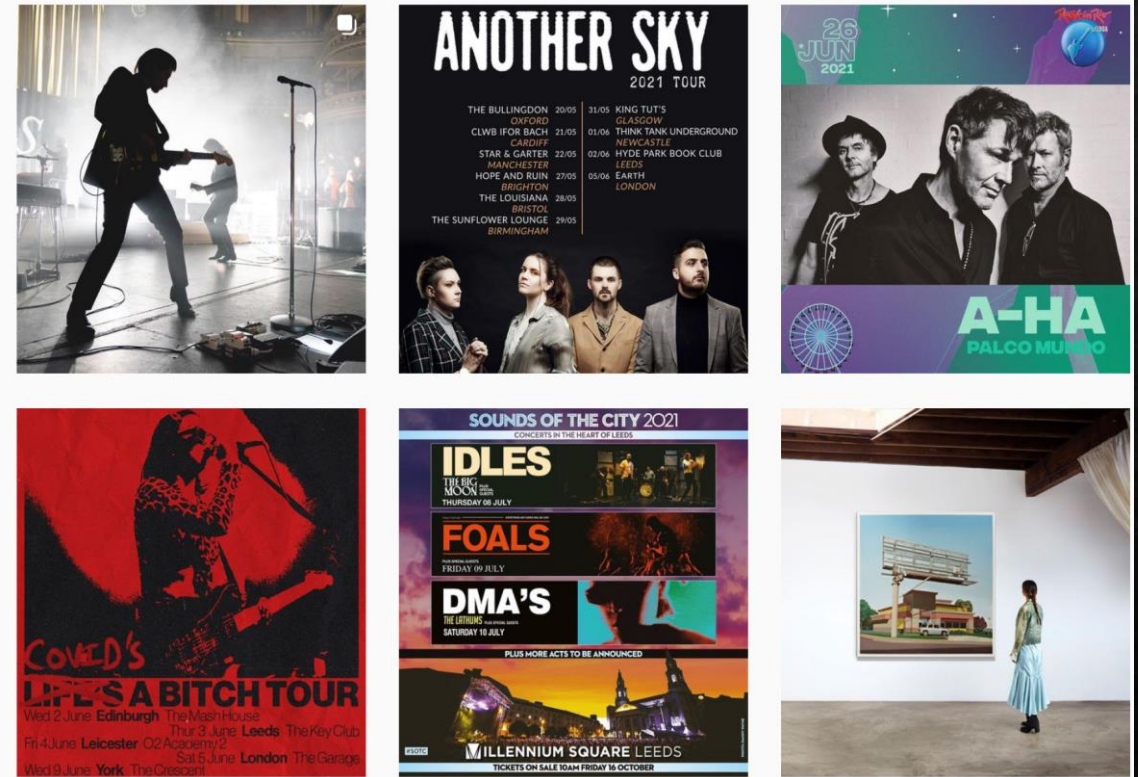
Your Message* (no links please)

Existing Branding

Social Media Analysis

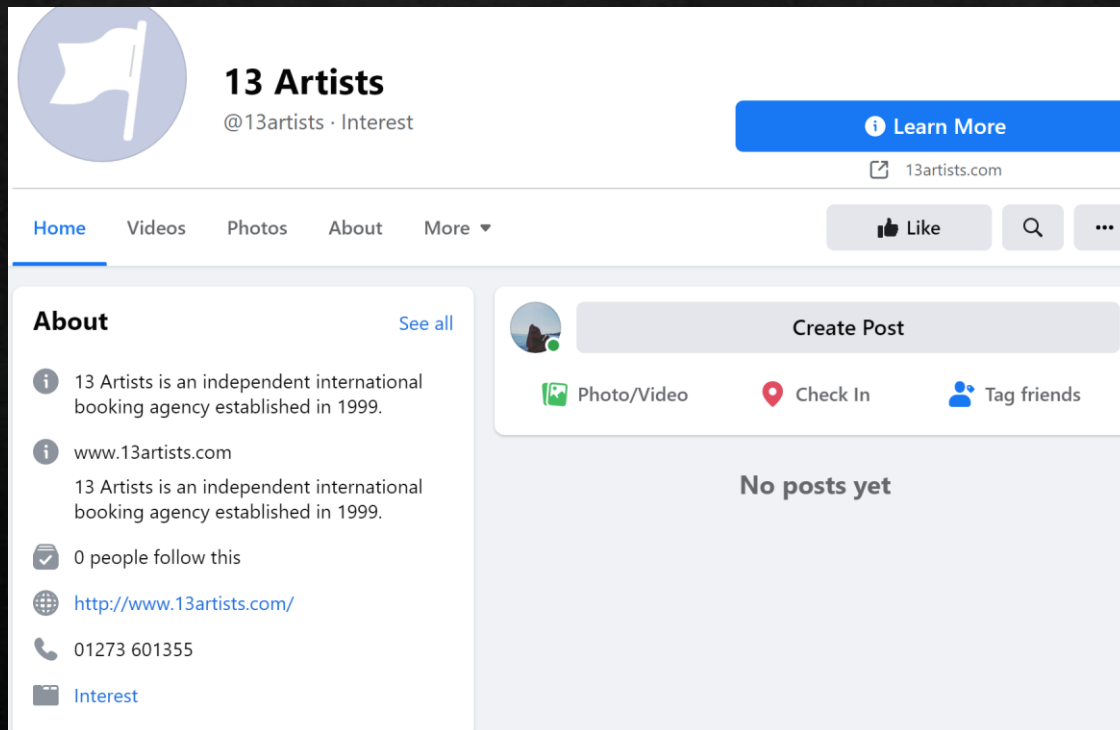


INSTAGRAM

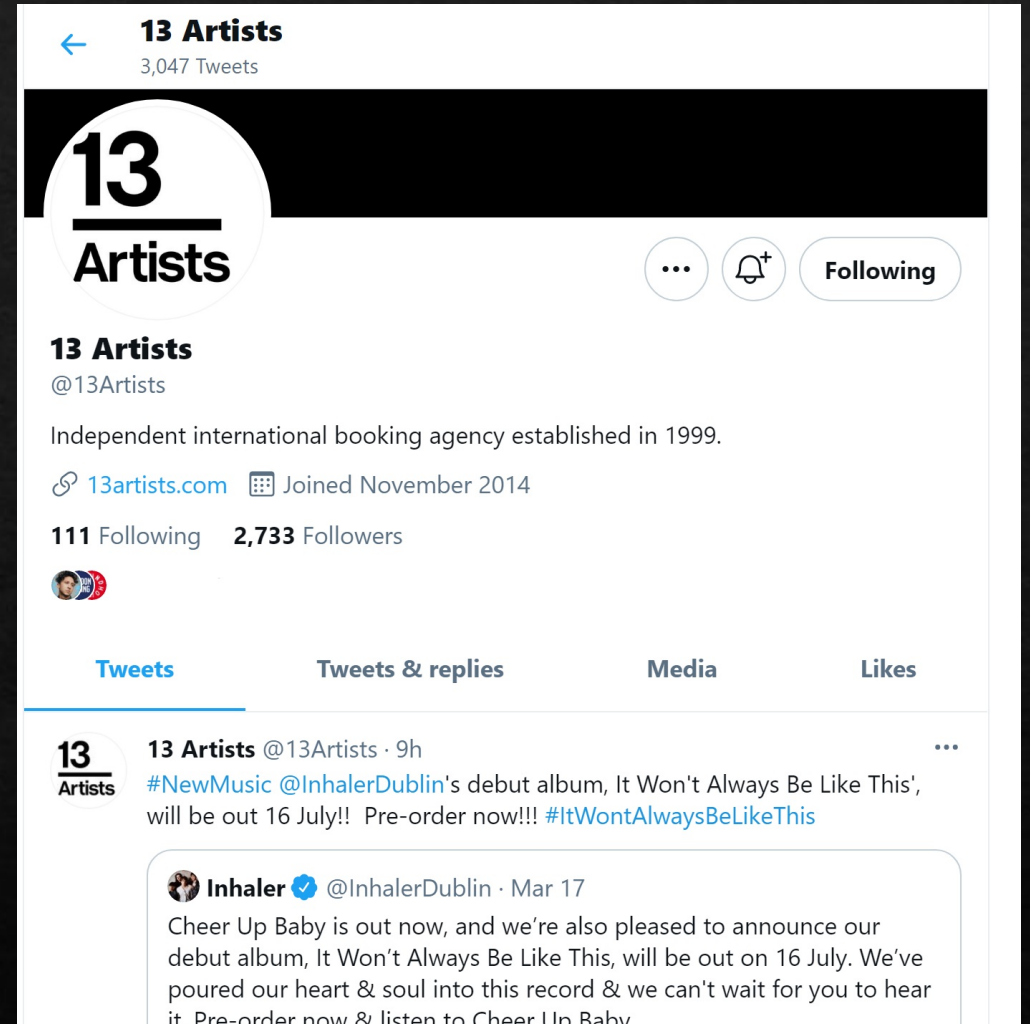


13
Artists

Existing Branding Social Media Analysis



FACEBOOK



TWITTER

13
Artists

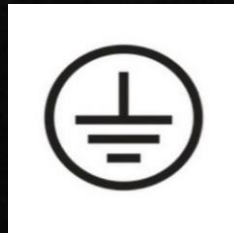
Competitors Overall Analysis

Direct Competitors:

- Offer the same service in the same geographic area;
- Targeting the same audience and serving the same needs.



Earth Agency



Indirect Competitors:

- Offer the same or similar services in the same area;
- Serving a different need and/or target a different audience.

Features Comparison

	13 Artists	Direct Competitors	Indirect Competitors
Company Profile	Founded in 1999	Founded early 2010's	Founded over 20 years ago
Key Competitive Advantage	London based/contemporary artists	London based/urban contemporary artists	Big superstars as clients/Worldwide
Target & Market Information	18-50 years old	14-35 years old	13-65 years old
Services Information	Direct & carefully chosen affiliates and promoters	Affiliations with music, brands and sport	TV, Comedy, Music, Film and Entretainment
Strenghts	Quality shows over quantity	Commercial and Mainstream Audience	Huge Corporation
Weaknesses	Not enough Brand recognition	Shows with repetitive artists	High Overheads

Social Media Comparison

← creativeartistsagency



76

Posts

38.5K

Followers

327

Following

CAA

The world's leading entertainment and sports agency.

@caamusic

@caa_sports

@caafashion

@caafoundation

@caaamplify

@caacelebrates

← 13_artists



1,741

Posts

2,571

Followers

98

Following

13 Artists

Independent international booking agency established in 1999.

linktr.ee/13_artists

11-14 Kensington Street, Brighton, BN1 4AJ

← echolocationtalent



485

Posts

2,621

Followers

270

Following

Echo Location Talent Agency

Business Service

This is ECHO

@echolocationsports

← unitedtalent



623

Posts

110K

Followers

425

Following

UTA

Media

UTA is one of the world's leading global talent and entertainment companies.

@utafoundation

@utaartistspace

@greatertalent

linkin.bio/unitedtalent

Followed by iq.mag, wild_mgmt and 15 others

← earthmusicagency



142

Posts

2,518

Followers

1,862

Following

Earth Music Agency

Arts & Entertainment

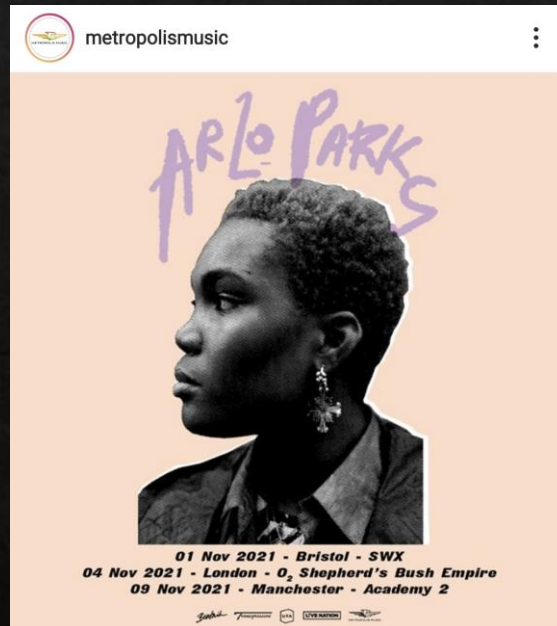
Representing music, independence and the art of agency

www.earth-agency.com

Ink.bio/OM9H

Existing Branding: Competitors Analysis

Digital Assets Comparison - Mentions



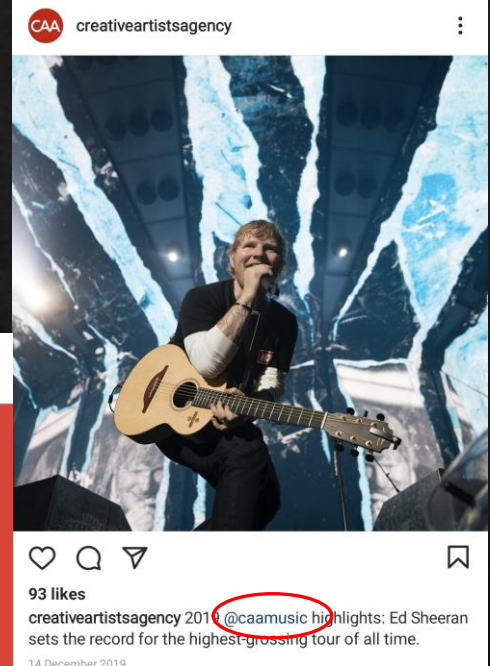
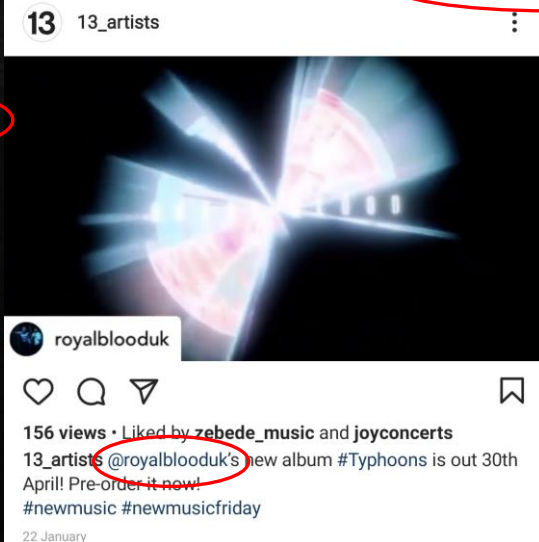
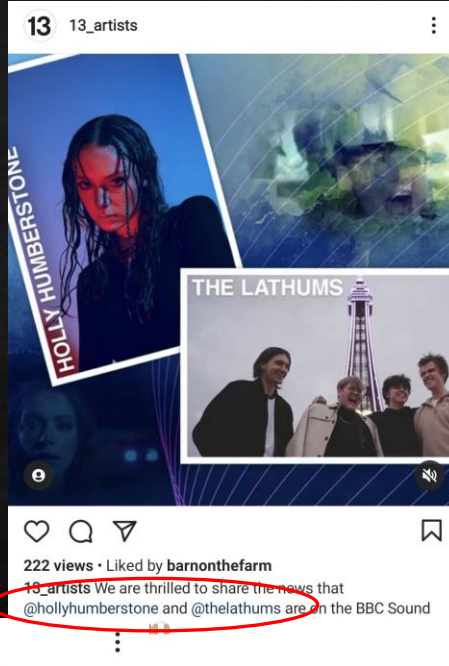
A METROPOLIS MUSIC PRESENTATION BY ARRANGEMENT WITH ECHO LOCATION TALENT
NEW ALBUM "SNAKES & LADDERS" OUT NOW



METROPOLISMUSIC.COM | TICKETMASTER.CO.UK
A METROPOLIS MUSIC PRESENTATION BY ARRANGEMENT WITH PARADIGM AGENCY

Existing Branding: Competitors Analysis

Digital Assets Comparison – Hashtags & Identification



Google Search

13 Artists

Company

13

Artists

13artists.com

Founded: 1999

Headquarters: Brighton

Founders: Angus Baskerville, Charles Edward Myatt

Profiles

LinkedIn

Instagram

People also search for

View 15+ more

John Mahoney Manage...

Talent agency

The Young Actors Agency

Talent agency

Elite Music Manage...

Music management and promotion

The Jazz Agency

Entertainm... agency

Brighton Magician

Entertainm... agency

More about 13 Artists

SWOT Analysis

Strengths:

- Live shows bookings with regular clients and partners;
- Modern & Independent Booking Agency;
- Exemplar & Diverse music roster;
- Strong reputation;
- Skilled staff members.

Weaknesses:

- Identical geographical area;
- Limited team;
- Lack of social media presence;
- Vulnerable website and not user and mobile-friendly;
- No recognition from clients & partners.

Opportunities:

- Power of mystery;
- Accessibility in the music sector (EMEA);
- Fresh work relationships;
- Breakthrough of independent artists;
- Competitors slower to adapt – vast corporations;
- Highly employable staff – Brighton & TY.

Threats:

- Absence of recognition by the clients & partners;
- Lack of information to the audience;
- Work flow;
- Pricing comparison to the competitors;
- Frequent audits with clients (e.g. Tours, in-studio)

The Rebrand

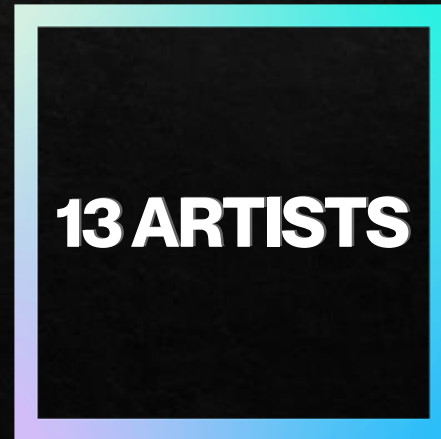
Why Rebranding?

- ◆ **International Growth** – B2B2C models should achieve an international presence by marketing their services to new emerging markets. To do this successfully, 13 Artists must improve their customer experiences through their digital channels and therefore increase engagement, build brand trust and grow international traffic.
- ◆ **Repositioning** – This will attract a new market, and it can become more appealing to its target audience. Rebranding often helps the repositioning of a company, and it can benefit from making a standout.
- ◆ **Changing Markets** – Market alterations can be a threat, so it is important to gain an advantage by reflecting current dynamics, precise evolution and stimulate growth.

New Branding

New Branding

Logo & Iconography



New Branding

Logo & Colour Connotation

Colours help and assist brands to emerge from competitors as well as attracting attention

Cool colours = High contrast
It makes the text distinguishable from the background which is the best choice for important content



13 ARTISTS

Purple:
Imagination & Spirituality
Energy & Reliability
Loyalty, Mystery & Magic

Blue:
Trust & Responsible
Destress & Create an Ideal
Calmness & Dependence

Black: Sophistication, Seriousness & Control

New Ideas & Simplicity, Cleanliness :**White**

New Branding

Mood boards



The Strategy

The Strategy

What needs to be done?

- ◆ Increase 13 Artists brand awareness
- ◆ Build new relations with new clients and new partners
- ◆ Enhance relationships with existent clients and partners
- ◆ Establish 13 Artists in the market as a leading independent booking agency
- ◆ Boost 13 Artists for the final consumer in a B2B2C model.
- ◆ Improve & Promote 13 Artists Social Media and Website

The Strategy

How it will be done?

- ◆ Rebrand 13 Artists Booking Agency with a contemporary and stylish look.
- ◆ Recreate a more user & mobile friendly website
- ◆ Renovate & Redesign the main social channels (Facebook, Instagram, Twitter & LinkedIn)
- ◆ Produce & Develop video marketing for promotion and playlist creation
- ◆ Organise a showcase to elevate the new, popular and trendy artists presenting the 13 artists in the making

The Strategy

13 Artists in the making



Strategy Overview

The campaign is based on a series of live music shows to showcase contemporary and new artists/bands.

The live shows will be run and promoted with existent promoters around the UK, particularly in the main cities (London, Brighton, Bristol, Birmingham, Liverpool, Manchester, Newcastle, Glasgow, Edinburgh and many more).

As part of the strategic goals, this approach will allow the existent promoting company to gather more data (to better target their audience) and enlarge the work connections with new clients and partners around the country.

Since the duration of the selection process by music industry executives will take a 12 week period, the live shows will happen between September to December, with 13 shows along the way presenting 13 artists, which they will be attached to the booking agency for a year.

This will allow the 13 artists to compose, perform and promote their music through live shows, festivals and the opportunity to work with the agency's partners (promoters).

13 Artists in the making

Target Audience

B2B

Promoters

Record Labels

Management Companies

Radio Producers

A&R and Talent Buyers

Music Industry Execs

Tastemakers

B2C

Males and Females

18 – 50 years old

Socio-Economically Independent

Interest in live music

Interest in new artists and bands

Spotify/Apple Music/YouTube users

Internet Connected

13 Artists in the making

Social Channels & Website Goals

Social Media Goals:

- Increase Brand Awareness
- Audience Growth
- Build Engagement
- Boost brand loyalty from partners and clients



Web Traffic



Website Goals:

- Generate more sales
- Optimise workflow automation
- Increase Awareness about new artists & bands

13 Artists in the making

Website Concept

Focusing & providing the best contemporary live music in the market.

We deliver. You experience it.

- Simple to manage, trendy and up to date;
- Strong definition of the website 'culture of purpose', clear strategy and USP;
- Smooth landing page in an open plan;
- Increase awareness and retain recognition in regards to the roster and live shows;
- Clear 'Call to Action' (Subscriptions) – Data collection for a B2B2C customer segmentation;
- Use of SEO and Google Ads;
- Connected to the different social media channels.

13 Artists in the making

Website Mock-Up

[Home](#)

[About](#)

[Roster](#)

[13 in the making](#)

[Social](#)

[Contact](#)



13 ARTISTS

13 Artists in the making

Website Mock-Up



Home

About

Roster

13 in the making

Social

Contact

Focusing & providing the best
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Established in 1999 by Charlie
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In 2014, 13 Artists decided to
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London.

13 Artists in the making

Website Mock-Up

13 ARTISTS

HomeAboutRoster13 in the makingSocialContact

a-ha

Academic

Aeris Roves

Alabama Shakes

Another Sky

Arctic Monkeys

Athlete

Atoms For Peace

Ballen

Band Of Skulls

Barry Adamson

BEAK>

Benjamin Clementine

Big Moon

Big Scary

BILK

Bill Callahan

Bloc Party

Blossoms

Brett Anderson

Brittany Howard

Bry

Cabbage

Camera Obscura

Cameron Avery

Caro

Cathy Davey

Helve

Holly Humberstone

Ian Brown

Illicit

Inhaler

Interpol

Jamiroquai

Joan

Joel Baker

Jonny Greenwood

Joseph

Josh Vine

Kele Okereke

Kooks

Kudu Blue

Last Shadow Puppets

Lathums

Lily Denning

Lisa Hannigan

Marmozets

Maverick Sabre

Max Pope

McAlmont and Butler

Melanie C

Michael Kiwanuka

Miles Kane

Muzz

Radiohead

Rae Morris

Royal Blood

Russ Millions

Scritti Politti

Sea Girls

Shadowlark

Shed Seven

Simple Minds

Skin

Skunk Anansie

Slow Hollows

Sparks

Stephen Fretwell

Stephen Malkmus

Steve Mason

Stone Roses

Suede

Talulah Ruby

Tame Impala

The Murder Capital

Thirteen Senses

Thom Yorke's Tomorrow's Modern Boxes

Tom Speight

Tracyanne & Danny

Trillary Banks

13 ARTISTS

in the making

13 Artists in the making

Website Mock-Up

13 ARTISTS

Home

About

Roster

13 in the making

Social

Contact



Contact

Brighton

11-14 Kensington Street
Brighton BN1 4AJ
United Kingdom
+44 (0) 1273 601 355

London

Unit 29 Tileyard Studios
Tileyard Road
London N7 9AH
United Kingdom
+44 (0) 20 3675 4270

Enter your email address ...

Sign Up

Full Name*

Your Email*

Category*

Artist Name Or Subject*

Your Message* (no links please)

SEND

Enter your email address ...

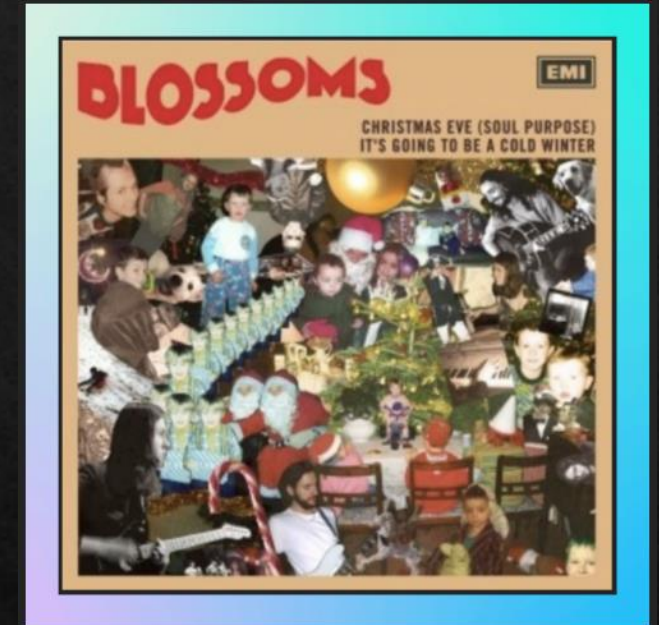
Sign Up

13 Artists in the making

Social Channels Concept



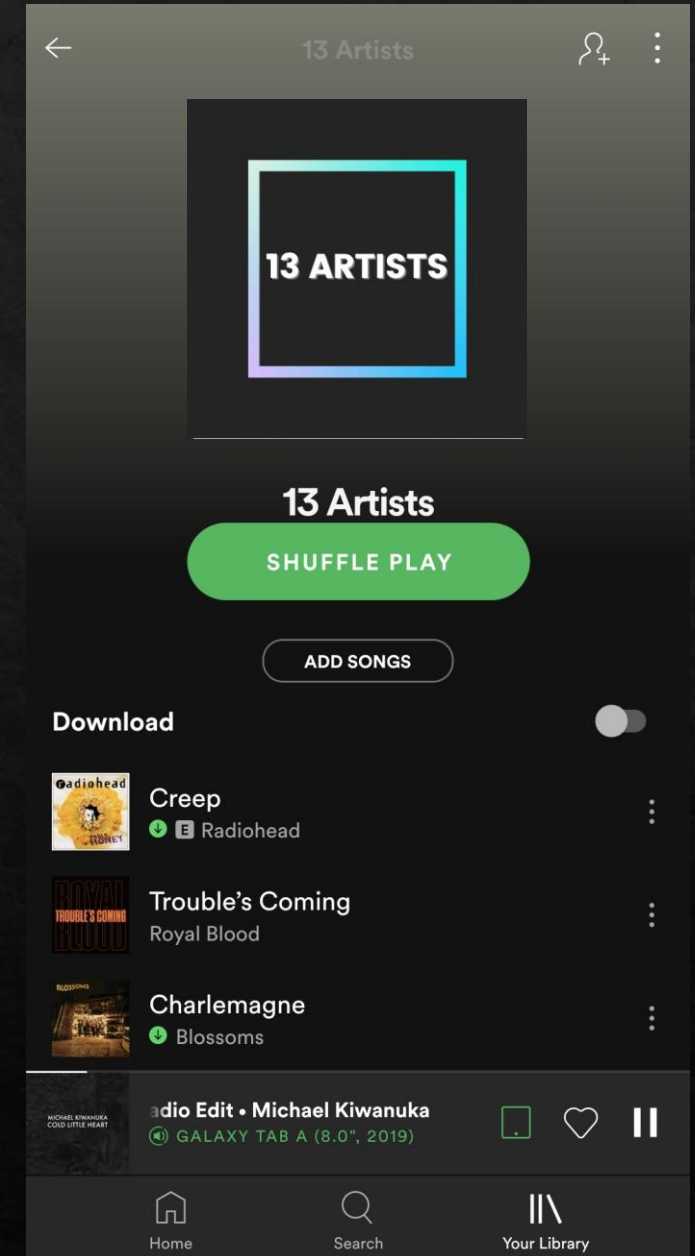
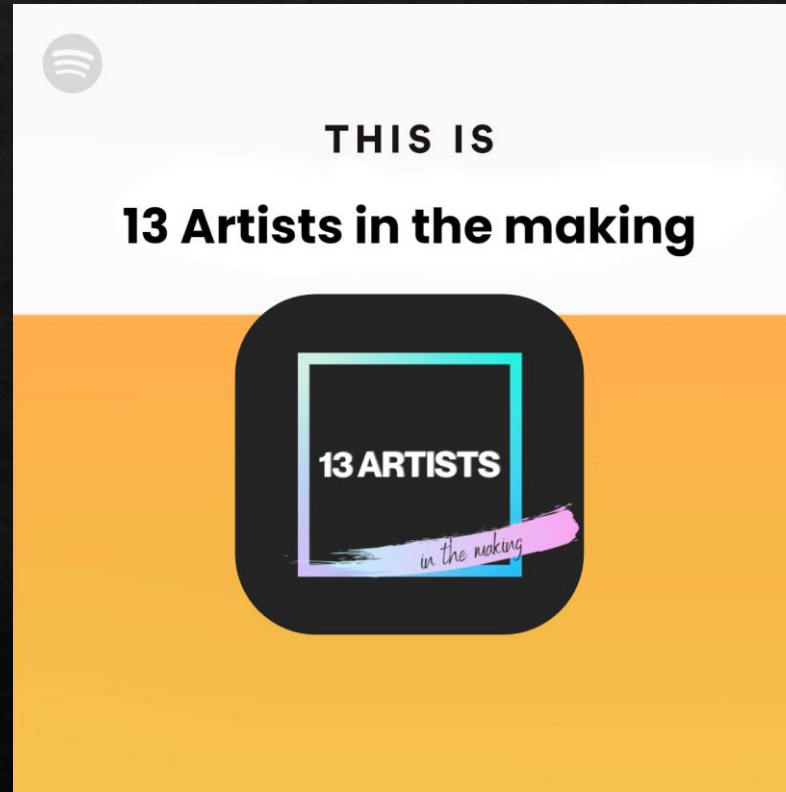
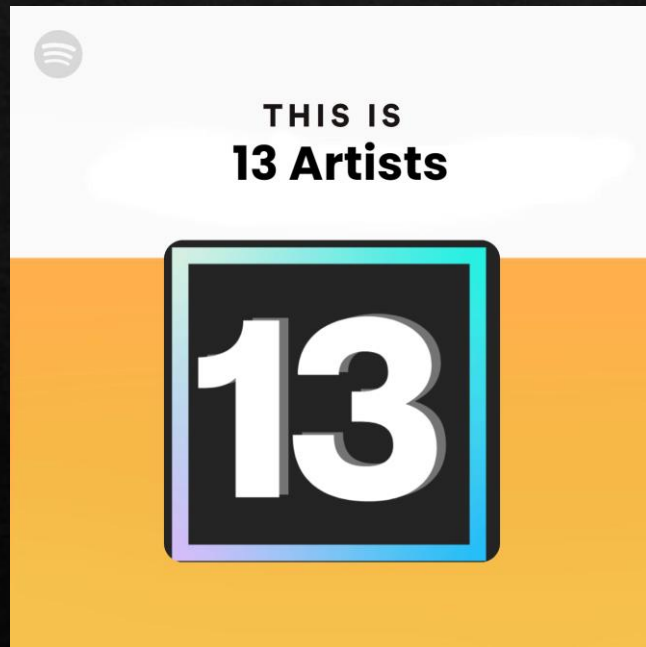
[Another Sky Motion Video \[Click here\]](#)



[Blossoms Christmas Eve Motion Video \[Click Here\]](#)

13 Artists in the making

Secondary Assets



13 Artists in the making

Promotion

Website

Social Media from the booking agency and partners

Social Media from the bands and artists entering the competition

Email Marketing Invitations

Press Releases – Online Blogs, Magazines, Newspapers

Radio

Word of Mouth

Project Management Timeline

Pre-Production, Production & Aftercare

<http://bit.ly/ProjecttimelineandBudget>

Budget

Budget						
Company:	13 Artists					
Client Name:	Angus Baskerville					
Brief Date:	18-Mar-21					
Rebrand Budget	£30k-£35k					
Asset:						
Consultancy				Promotion		
Brand Audit	£4,000			Online/Physical Press	£1,000	
Brand Identity	£2,500			Billboards	£4,500	
Brand Strategy	£3,500			Flyers A5/A6	£400	
Total	£10,000			Flyers Promoters Pack	£1,300	
Marketing & Divisions				Total	£7,200	
Website	£300			Events/Showcase		
Artwork	£1,500			Venues	£6,000	
Google Ads	£1,000			Sound	£2,500	
Social Media Paid Ads	£700			Lights	£1,900	
Total	£3,500			Video/Photographer	£1,700	
				Total	£12,100	
TOTAL REBRAND	£32,800					

<http://bit.ly/ProjecttimelineandBudget>

Head of Terms Agreement

<http://bit.ly/TermsConsultancyAgreement>

On the move?



← Terms of Consultancy Agreement



Our Artist Roster ←



← Check our Instagram

Sources

- ◇ www.13artists.com
- ◇ www.coschedule.com
- ◇ www.pardot.com
- ◇ www.smartinsights.com
- ◇ www.mindtools.com
- ◇ getlucidity.com
- ◇ www.smartinsights.com
- ◇ www.websitebuilderexpert.com
- ◇ www.business2community.com
- ◇ sproutsocial.com
- ◇ blog.hootsuite.com
- ◇ www.entrepreneur.com
- ◇ www.bavgroup.com
- ◇ www.thebalancesmb.com
- ◇ This Business of Concert Promoting & Touring by R.D Waddell.
- ◇ www.canny-creative.com
- ◇ www.forbes.com