

Polished Creatives- Creative Brief

CLIENT		
PROJECT NAME	"Freedom & Surrender" Fall/Winter 2016/2017 European & U.S. Tour	
CLIENT NAME	Lizz Wright/Blue Note Records	
BRAND	Lizz Wright	
PRODUCT	"Freedom & Surrender" album	
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PROJECT
PURPOSE
The purpose of this digital media campaign is to promote, engage and increase awareness and ticket sales of LW's upcoming promotional shows for her latest release, <i>Freedom and Surrender</i> in the U.S. and Europe.
OPPORTUNITY
The focused digital media campaign is to ultimately impact LW's key audiences in identified cities, ignite her base, and increase ticket sales while introducing her to new audiences in her genre that have heard of her, but may not have experienced her live show. This reinforces her social media following and brand currency through exposure online and on both digital and traditional radio. Onboards new followers to LW branding and overall awareness.

ELEMENTS	
<i>What are the fundamental components of the project?</i>	
Social Media Outreach	Individualized, targeted marketing for each city
Fan-driven engagement (varies by city)	Mixed marketing tactics (street teams, billboards, FB ads, sm posting, etc.)
Fan contests and Meet & Greets	Radio Interviews
Venue Participation & Promotions	

OBJECTIVE

What does the project work to achieve?

To increase tour ticket sales, LW social media following engagement and awareness of the new product/album and LW as an artist and brand.

TARGET AUDIENCE

PROJECT TARGET | *who are we trying to reach?*

LW loyal fan base, women ages 28-65, women of color, folk and jazz music fans/consumers, art lovers.

BRAND TARGET | *who does the brand speak to?*

Young to middle-aged Black women, Music consumers who attend jazz festivals, folk music consumers, eclectic and traditional jazz base. Progressive. natural hair and healthy lifestyle consumers.

ATTITUDE

PROJECT TONE | *what traits are we trying convey?*

Authenticity, artistic and meaningful. Warm, welcoming and genuine, while being musically exciting.

BRAND PERSONALITY | *what characteristics define the brand?*

LW's accessibility; down home, earthy vibe that reflects the music. Soulful, rooted in jazz tradition- easy to consume, intelligent and artsy.

MESSAGE

THE TAKEAWAY | *what is the key idea to be remembered?*

LW is a modern, artful and soulful artist with meaningful songs that teach, engage and entertain. Visceral and unique. Her live concert experience will convert you to follow on social media and consume future brand offerings.

TAG LINE | *prepared copy, key words, or theme*

See approved promo materials and content.

FURTHERMORE

include any additional critical information

Create sm calendar with European dates in mind and time zones. Continue weekly communication with European promoters to make sure any cultural issues are addressed, and that the promotional materials for their countries are correct and appropriate.

COMMENTS AND APPROVAL

CLIENT CONTACT NAME & TITLE

COMMENTS

DATE

SIGNATURE

