

# BUILDING AN ARTIST BRAND

RUN DATES: JUNE 2020 - FEBRUARY 2021

## OVERVIEW

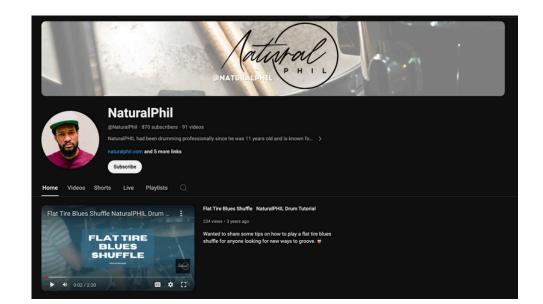
My objective in working with NaturalPhil was to elevate his artist brand and establish a robust social media presence. This project spanned multiple platforms, including Instagram, YouTube, and Spotify. While NaturalPhil has had a successful career as a professional drummer, we aimed to harness his extensive expertise and knowledge to cultivate a vibrant community of music lovers — encompassing everyone from professional musicians to hobbyists and casual fans. We aimed to build an inspiring space for music lovers to learn and grow.

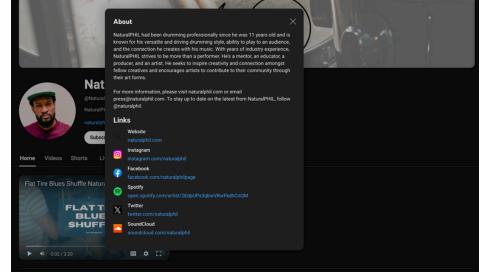
This endeavor was not just about social media management; it was a powerful partnership between NaturalPhil and me. We dedicated time to solidifying the foundation of his artist brand and identifying the perfect tonal style for his content. I crafted weekly content calendars and developed a cohesive branding style for his YouTube channel. We actively engaged with trending topics and relevant conversations, leveraging his passion for music to connect with audiences beyond his niche.

Throughout this partnership, I created a comprehensive social media style guide and brand guide for NaturalPhil, designed a detailed media kit, and orchestrated several photo and video shoots to capture compelling content. This included a promotional photo shoot with NaturalPhil and his musical partner, DJ M-Squared, for their collective act, The Mood Designers. I also helped launch several of his singles on Spotify, developed the concept, and directed the creative process for the album cover and promotional materials for his

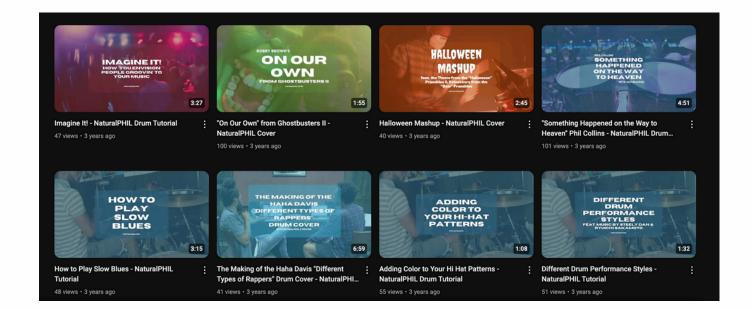
single, "Plane Ticket."

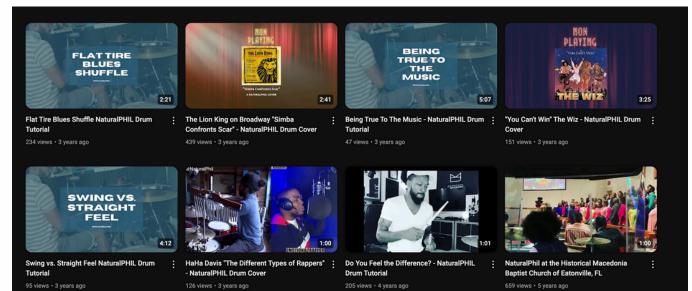
### YOUTUBE CHANNEL BRANDING SAMPLES







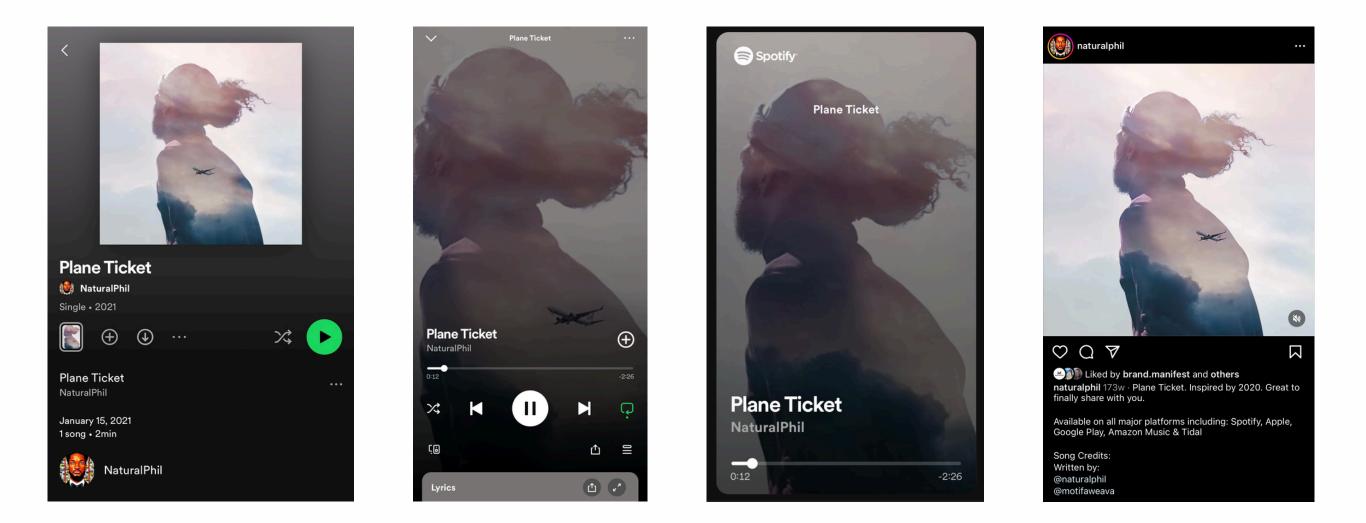




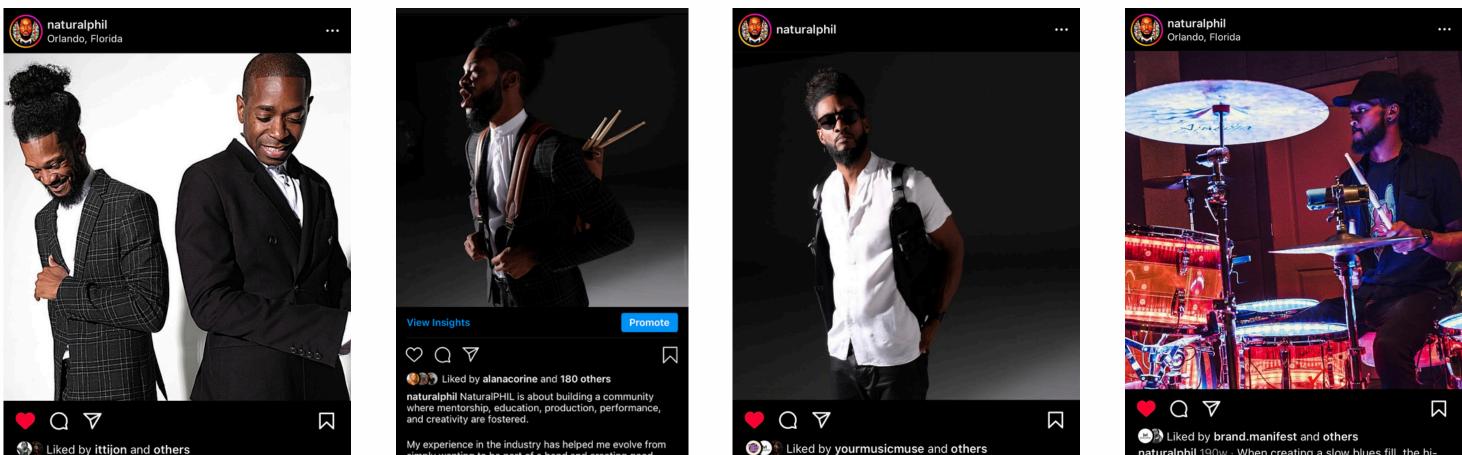


### **CREATIVE SAMPLES**

### PLANE TICKET ALBUM ART & PROMO ASSETS



### INSTAGRAM POST SAMPLES



naturalphil 198w · Feelin' fresh with my bro @djmsquared. 🥪 #mooddesigners View all 3 comments

24 August 2020

My experience in the industry has helped me evolve from simply wanting to be part of a band and creating good music to looking for opportunities to contribute to both culture and community.

Join me on this journey and let's put great art into the world!  $\ensuremath{\textcircled{}}$ 

Liked by yourmusicmuse and others naturalphil 192w · Looking to add a new groove to your fills? See what I'm talkin' about over on IGTV. View all 2 comments

30 September 2020

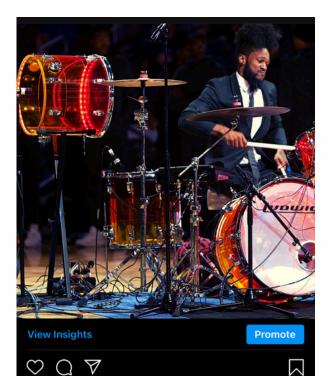
naturalphil 190w · When creating a slow blues fill, the hihats are the secret sauce. Keep 'em crisp and you're on your way. 🦾 View all 7 comments 14 October 2020



### Liked by brand.manifest and others

naturalphil 185w · Did you know that drums have chords? Head over to IGTV to hear me and @motifweava talk about how to recognize the different intervals drums can play.

18 November 2020



#### Diked by alanacorine and 651 others

naturalphil How to Cater to a Diverse Crowd - 1: When performing, it's important to take into consideration how long the crowd has been there. Have they had time to grab a drink or two? I Are they ready to start dancing? You've got to read the room so you know how the crowd wants to feel.

Once you've mastered this, you'll be able to elevate your performance to the next level. #TipTuesday View all 16 comments

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### **CREATIVE SAMPLES CONTINUED**

### NATURAL**PHIL**

Media Kit 2020





#### Introduction

NaturalPHIL has been drumming professionally since he was 11 years old. He has toured with platinum recording artist Don Omar, is onehalf of the drummer/DJ collaboration Mood Designers, and serves as the Music Director and drummer for the B.B. King All-Star Band. NaturalPHIL is more than a performer. He's a mentor, an educator, a producer, and an artist. His love for music and inspiration comes from his mother, Joselyn, who was also an accomplished drummer and the first female drum major at Elizabeth State University. NaturalPHIL is known for his versatile and driving drumming style, ability to play to an audience, and the connection he creates with his music. He is currently endorsed by Pro-Mark drumsticks and Amedia cymbals.

**Engagement Statistics** 



2K Instagram and Facebook Followers

70% Male 30% Female

Highest Age 25-44 (75%) Y



#### Now NaturalPHIL

NaturalPHIL looks to create a community that encourages creatives of all kinds to tap into their creativity and develop their art. He looks to inspire, educate, and empower artists to learn the business of music and provide them with the tools and resources they need to take their art to the next level through immersive experiences.

CREATE. CONNECT. CONTRIBUTE.