



Creative Strategy

Niko Biros

Brand Name

Niko Biros

Purpose of the Campaign

To show my skills and experience with music and entertainment, content marketing, social media management, and marketing communications for a prospective company looking to improve their brand identity and connect with their audience.

Purpose of Product/Brand

The purpose of my brand is to provide exceptional marketing content that improves a brand's identity. I want to connect brands with their audiences so that they leave a lasting impact and create life-long connections by curating the content I create to match what the customers want to see.

Brand Values

Engagement - Creating content that engages the audience

Connection - Making a lasting impression with every interaction

Creativity - Developing unique content that stands out from everyone else

Hard Work - It'll get done well and on time, no matter what it takes

Communication - We're a team! We should be talking!

Passion - Loving what I do, every step of the way



Target Market Description

Firmographics	Industry: Music/Entertainment Age: 20+ years Size: Small team, good chemistry
Psychographics	Values: Engagement, Connection, Creativity Wide variety of music appreciation and emphasis on connecting with the consumer
Geographics	Seattle Bellingham California
Usage Rate	Business looking to strengthen brand identity and leave a lasting impact on consumer
Benefits Sought	Enthusiasm, connection, fulfillment, satisfaction, pride, love, happiness

Problem Statement

I'm a record label who's trying to reflect my brand identity in every piece of promotion I put out, but I don't know what my customers want to see or how I can create content to get their attention, which makes me feel like I'm not effectively promoting my products.



User Story

As a record label like Sub Pop, who wants an individual who's creative, engaging, and passionate about the music industry in one of their marketing positions so that customers feel connected to the label and their favorite artists.

Product/Brand/MKTG Mix Description

Place	Price	Product	Promotion
West Coast <ul style="list-style-type: none">• Seattle• Bellingham• Los Angeles	\$35k or more a year	*see table below	<ul style="list-style-type: none">• Social Media (Instagram, Facebook, TikTok)• LinkedIn (Blogs and Certifications)• Website



Product Strategy

Benefits Sought	Physical Features	Intellectual Advantages	Emotional Benefits
Confidence	Producing my best work in every campaign I'm attached to	Motivates others in the business to feel equally as confident in the work they do	Fulfillment, Confidence, Pride, Trust
Value	Creating content that matches brand identity	Extensive knowledge of music industry	Quality, Relieved, Valuable,
Connection	Charismatic personality and "people person"	Promotes further collaborations and connections with co-workers	Belonging, Connection, Feeling of importance, Positivity
Passion	Love for music and creating content that the audience wants to see	Strengthens brand identity	Love, Passion, Quality

Brand Value Proposition

I help music and entertainment businesses improve their brand image and create engaging content by carefully assessing what their consumers want to see and curating the content around them.



Positioning Statement

For music and entertainment businesses who are looking to leave a lasting impact with every consumer interaction, Niko Biros is the only marketing coordinator that provides unique, engaging content showcasing the brand’s identity and truly connecting with the target audience, unlike competitors, because of his passion and knowledge of the music industry and emphasis on connecting and efficiently communicating with others.

Marketing Objectives

- Accomplish getting hired by a small to medium size record company with values and goals I align with by the end of August 2023.
- Acquire new skills like improving my graphic design ability and learning coding basics to strengthen my overall abilities as a marketer by June 2023.

Communication Objectives

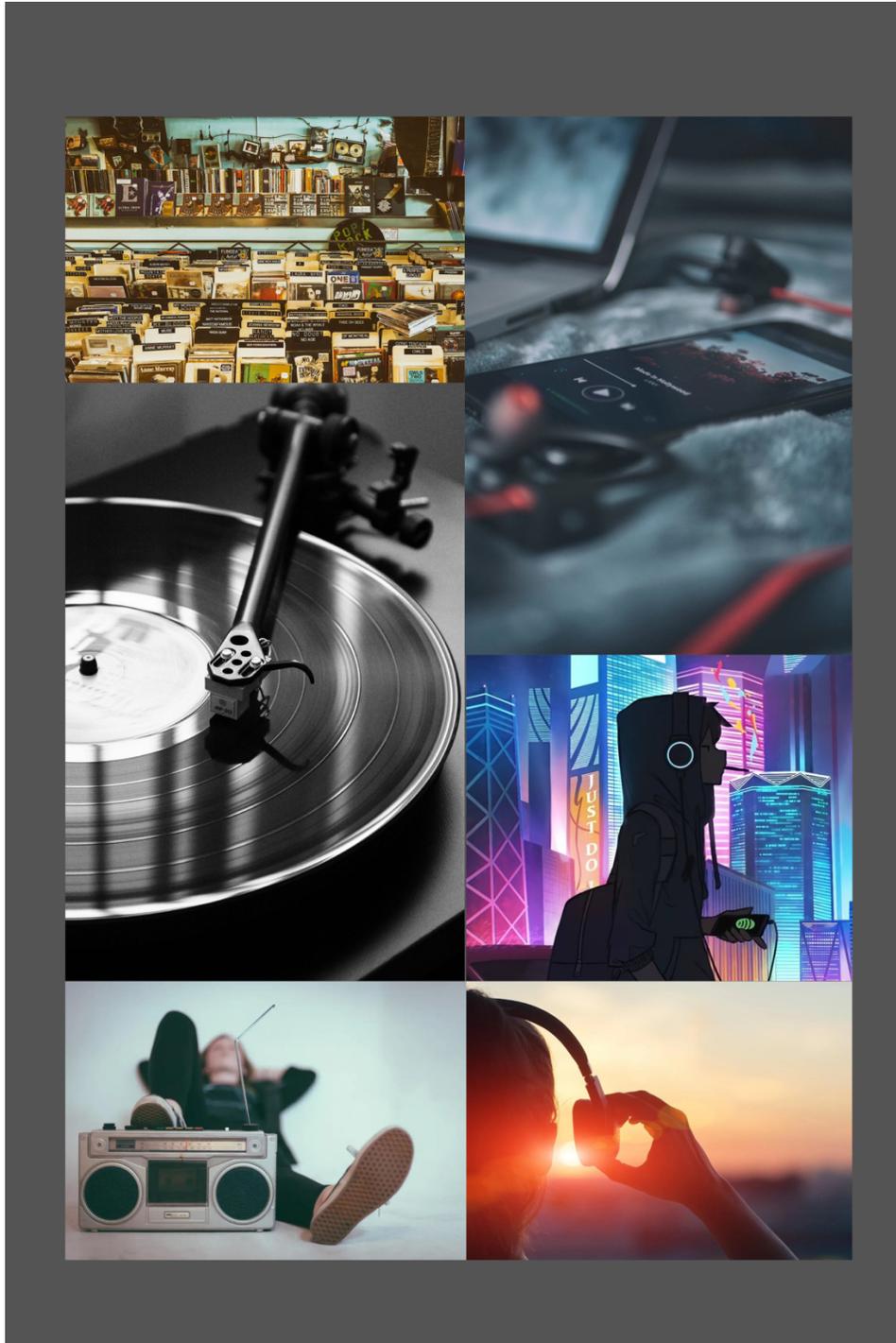
Knowledge	Liking	Preference	Trial
Showcase my wide knowledge gained from working as a concert promoter and volunteering for radio through my social media and website by March 17th	Replicate my personality through my website and overall brand identity to better illustrate who I am by April 1st	Provide examples of the content I’ve created on my website to stand out from other marketers by March 17th	Having confidence in my brand and what I have to offer is the best way to create trust between myself and your business

Current Tagline

Amplify your sound, elevate your brand. Let’s make some noise together!



Brand Elements



Font: Seravek; 12-point

Smell: The old-timey smell of walking into a record store

Sound: The crackle of a needle hitting 180 grams of wax

Taste: The taste of an ice-cold IPA after a long day

Feel: The cold blissful breeze you feel on a Fall day

Colors:



#ffffff



#000000



#737373

Logos:



Amplify your Sound, Elevate your Brand
Let's make some noise together!

