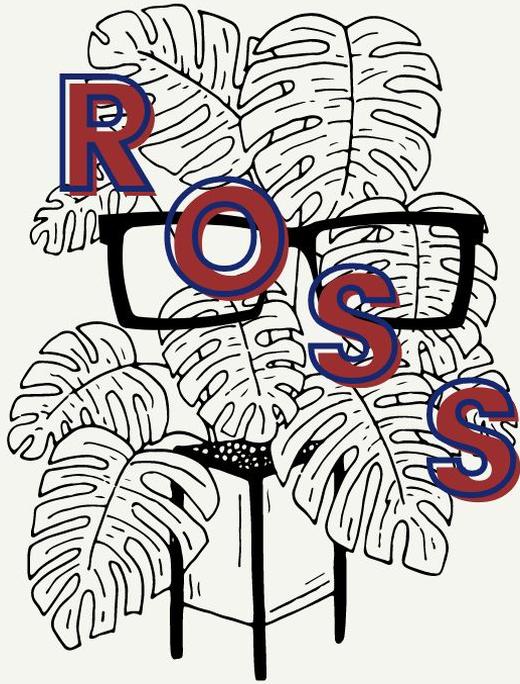


**N E W H O U S E**  
**R O S S**

 CHANNEL SOUNDS





# SECTIONS

The Story

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Verticals

---

Marketing Ideas

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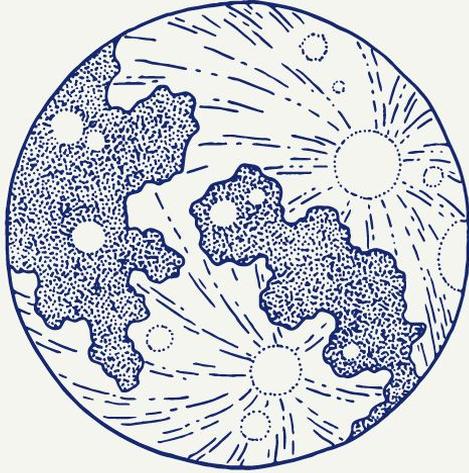
Social Audit

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The Look & Feel

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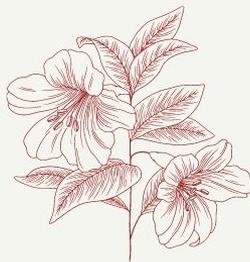
## THE STORY



Ross is a creative soul. His music has an acoustic-folk foundation as he includes soft electronic additions. Each song is a thoughtfully constructed 3-4 minute composition of words blended with music that sends you into a serenade of sounds. It's the kind of music that you'd use to breakdown and cry it all out and then put back all of the pieces as you wipe away the tears from your face and breathe a sigh of relief. His stories in his lyrics are like familiar childhood friends that always make you a little nostalgic to see and the sweet sounds are like the moments when you pass by a random person and wonder what life they're living that carries no correlation to yours. Ross is also a songwriting community builder; someone truly passionate about the art of words in song, Ross is like the friendly neighbor who helps you feel at home when it feels so far away and is like the bluebird singing in the morning to you to remind you, you're never alone in this creative journey.

# VERTICALS

THE ESSENCE OF ROSS...



Banter in Good  
Company

Always down for a deep conversation, always with great people



Old Soul Living in  
the Future

35mm vibes, loves old school, stripped down, pure musicality but also has an excitement and energy for electronic sounds and innovations to music



The Boy Next  
Door

Kind, sweet, caring, understanding, fun to talk to and hang out with



Songwriter That  
Songwriters Love

Has a songwriting prowess, brings community together, wants to grow songwriting empire



Left-Handed,  
Creative Type

Sensitivity to creativity; just gets it--wired that way--real passion for this

# MARKETING IDEAS



## MARKETING IDEA 1

- Songwriting diary of your writing and of the other artists on stage banter - Carousel Ad Format
- Creating an IGTV series of your songwriting broken down, other songs broken down
- Another form of monetization, selling lyric books -- like poetry



## MARKETING IDEA 2

- Clubhouse House - Stage Banter
- Clubhouse listening parties
- Clubhouse Songwriting Camps - maybe call it “Bluebird Song Sessions”?
- TikTok Songwriting Challenges (on social audit page)



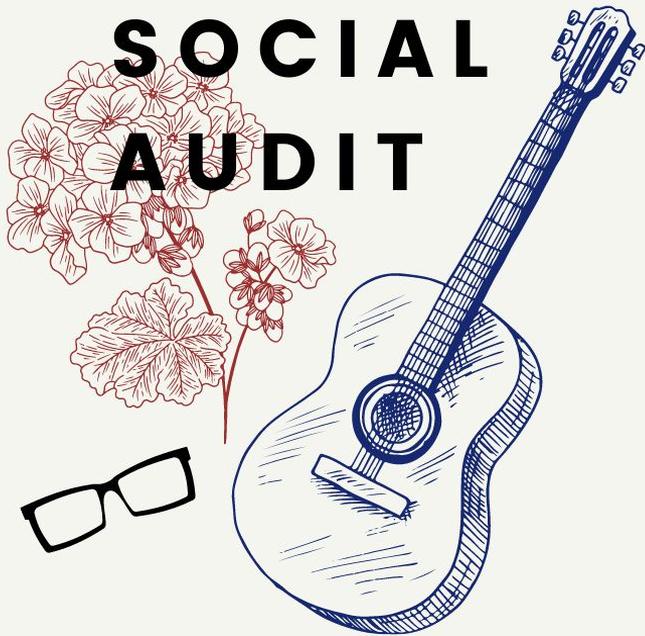
## MARKETING IDEA 3

- More typography of own lyrics
- Can share other artist’s lyrics as well to keep consistency of your music and songwriting community in one place
- Collab with other songwriting networks: i.e. [songwriting sundays](#), [writer’s block](#)



## MARKETING IDEA 4

- Maybe playing off the words “Suddenly, I Demand Repair” and post in a sequence that pieces things together
- Create a puzzle
- Create a music video for bluebird where you’re fixing a birdhouse
- For Swing States, post a series of lyrics, videos & photos (like mini zines or brochures for each swing state) \*example posting on slide 9 Kevin Garrett



## **Instagram**

**1,018 Followers**

How to Bring Stage Banter & Personal  
Music Together  
Writer's Block Sessions

## **TikTok**

**66 Followers**

Songwriting-Breakdowns  
Song Challenges Based Off a Chosen Word  
Songwriting Duet Challenges (have artists add on to a song and see how far  
it can go on until completion)  
Writer's Block Sessions

## **Clubhouse**

**186 Followers**

Panel of Channel Sounds "Soundcheck"  
Member of Crave Sessions (205 members)

## **Social Media Action Plan:**

- Do not post photos of other artists unless framed along with Stage Banter -- take videos off feed after a week but leave on IGTV and advertise in follow up post to find full episode in IGTV library.
- More Videos of you covering songs, more photos of your face in good quality,
- On Clubhouse follow more music programs, A&Rs, Singers/artists/producers who are looking for a songwriter, poets, etc.



# LOOK & FEEL

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- INFLUENCES BY MUSIC
- MOOD BOARD
- COLORS & FONT
- LOGO IDEAS

# INFLUENCES BY MUSIC

Vance Joy

Damien Rice

S. Carey

Laura Marling

Kinnsip

Andy Schauf

Fionn Reagan

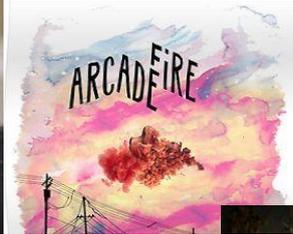
Adam Melchor

Chris Martin

Ed Sheeran

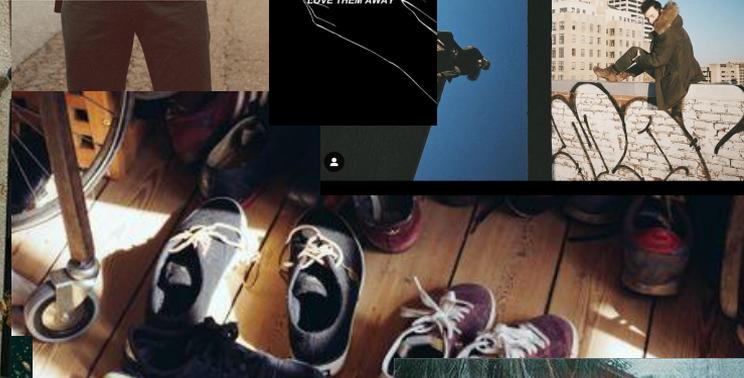
James Blake





I wanna hold her hand  
And show her some beauty  
Before this damage is done

# MOOD BOARD



We can be heroes,  
just for one day.

Gleaming  
Twinkling  
Eyes like sinking ships  
On waters so inviting  
I almost jump in

You're not any more  
any more, so what am I  
defending now?

whole world  
was watching,  
I'd still dance  
with you.  
Niall Horan

1. TUNGSTEN
2. EVERYTHING'S ONE
3. DEEP CUTS
4. NIKE'S ON
5. DEAD SPRINT
6. SECOND WIND
7. CANNONBALL (FT. JACKSALAE)
8. MOLI
9. BACK ON THE FENCE (FT. BECKS AND THE BIRDS)
10. IMMUNE
11. BACK IN TIME (FT. PUBLIC LIBRARY COMMUNE)
12. PART OF ME
13. MIRAGES



Sensitivity to  
Creativity

35mm

Lyric Lover

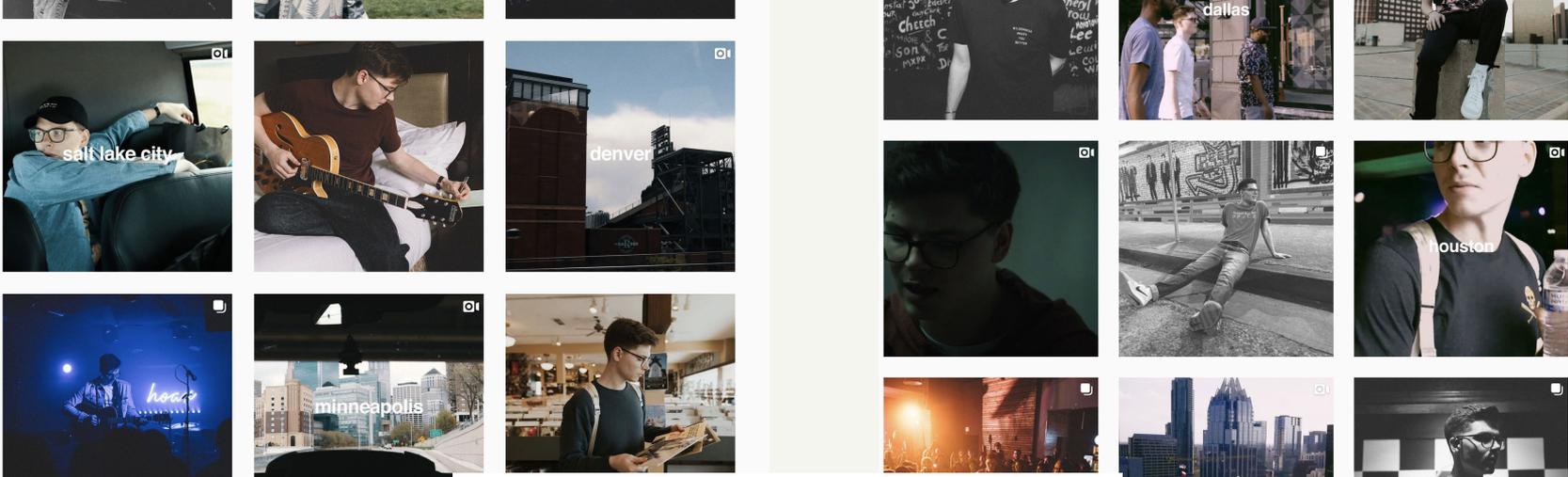
Passion &  
Excitement

A Songwriter

Storyteller

Home



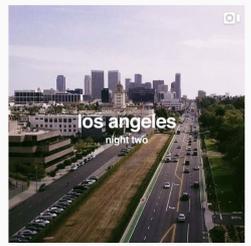


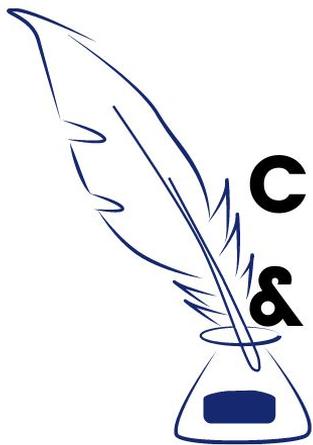
[@kevinogarett](#)

# FORMAT SOMETHING

## LIKE THIS

*Places &  
Moments  
Captured  
Artistically  
through 35mm*





# COLORS & FONTS

#9B2F2F

#F5F5EF

#162970

#76B1FF

#D6B491

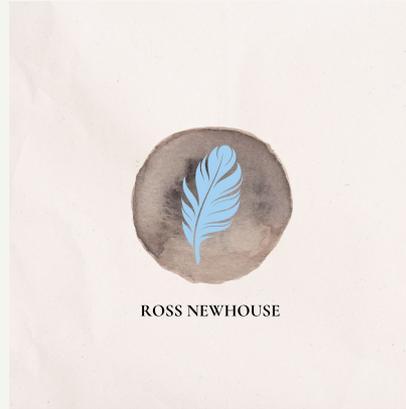
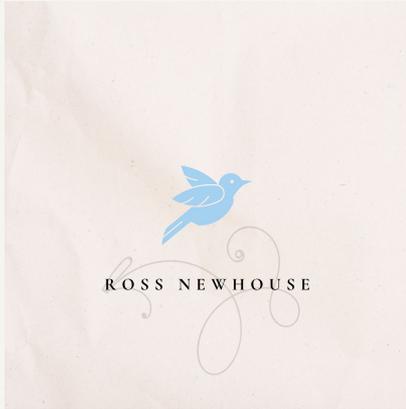
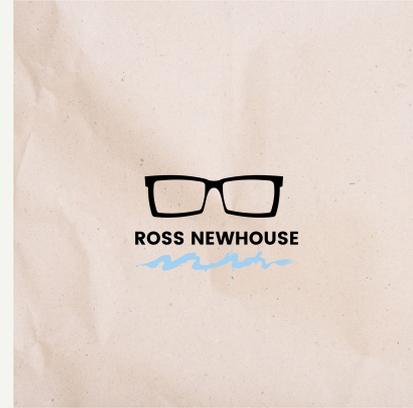
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## Poppins Bold

Cormorant Garamond

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# LOGO IDEAS

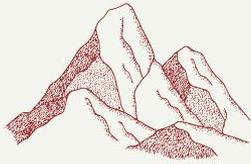




# THANK YOU.

Reach out to [neelu@channelsounds.com](mailto:neelu@channelsounds.com) and [sherif@channelsounds.com](mailto:sherif@channelsounds.com) if you have any questions.





## OTHER

Merch--Songwriting books, Bluebird plushies, Bluebird Keychains,

Events--Digital Festivals

PR--Playlist Pitches