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## Artist Branding Toolkit: Exploring the Creation of Eras in Artist Marketing

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**Loyola Marymount University**  
**University Honors**  
**Program**

# **Artist Branding Toolkit: Exploring the Creation of Eras in Artist Marketing**

A thesis submitted in partial satisfaction  
of the requirements of the University Honors Program  
of Loyola Marymount University

by

**Bird Cooley**

**May 5, 2023**

# ARTIST BRANDING TOOLKIT

[illegible]



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# 1

## INTRODUCTION

**BACKGROUND - CORE QUESTIONS - DEFINITIONS**

# INTRODUCTION

## Overview:

The purpose of this thesis is to act as a toolkit for artists early in their careers to reference when building their brand in the early stages. This toolkit is to be used by labels, artist management teams, and independent artists. In order to achieve this, I will go into an overview of personal branding. I will demonstrate how to apply these branding techniques to artists. I will then deepen my inquiry into an exploration of “eras,” showing how they are created and why they are important through a deep dive into three artists that have successfully created eras in their music careers. I will explain why this information is important and how to utilize it for one's own success in order to create a strong and lasting career in the music industry.

## DEFINING ARTIST BRANDING

Artist branding is the marketing efforts behind building an artist's persona. This can include their styling, clothing, makeup, creative direction, social media presence, and more.

It is no secret that solid brand building is vital for **artist recognition**. For example, if an artist can establish a color, clothing piece, or even a specific visual language as “theirs,” audiences will think of that artist every time they see it. This recognition helps propel artists toward fame and popularity and increases streaming numbers. Famous examples of strong artist branding include Rolling Stone's red tongue logo and the association of Madonna as “The Queen of Pop,” a title that has become synonymous with her name.

# DEFINING "ERAS"

One especially powerful element of artist brand building is the creation of “eras”. According to the Oxford Dictionary, an “era” is defined as **“a long and distinct period of history with a particular feature or characteristic.”** An era is a generation or a period of time that feels tangible. A well-known example of artist eras is Picasso’s periods. Any art critic and most average people can differentiate Picasso’s “Blue Period” from his cubism to his surrealist eras.

For a musical artist, an “era” can be an album that **moves an artist from one genre to another** or that dramatically **alters an artist's perception**. Era’s are essential for artists because they can be a tool to propel artists forward in their careers and allow them to evolve and **grow with their fans** and **maintain relevance**, aid in **audience expansion**, as well as give fans a strong image to grasp onto, which encourages the development of **solid fan bases** and groupies.

Not every release for an artist accomplishes the creation of an “era.” It requires extra marketing elements and efforts that distinguish the project from the others and disrupt the media in an impactful and lasting way. Thus, I will be doing a deep dive on a few artists that have done a good job of creating “eras,” and evaluating the steps they took to create them successfully.



The concept of eras in music is so powerful, that on November 1, 2022, Taylor Swift announced that her sixth concert tour would be called the Eras Tour, and described it as "a journey through the musical eras of my career".



# 2

## THE BASICS OF BRANDING

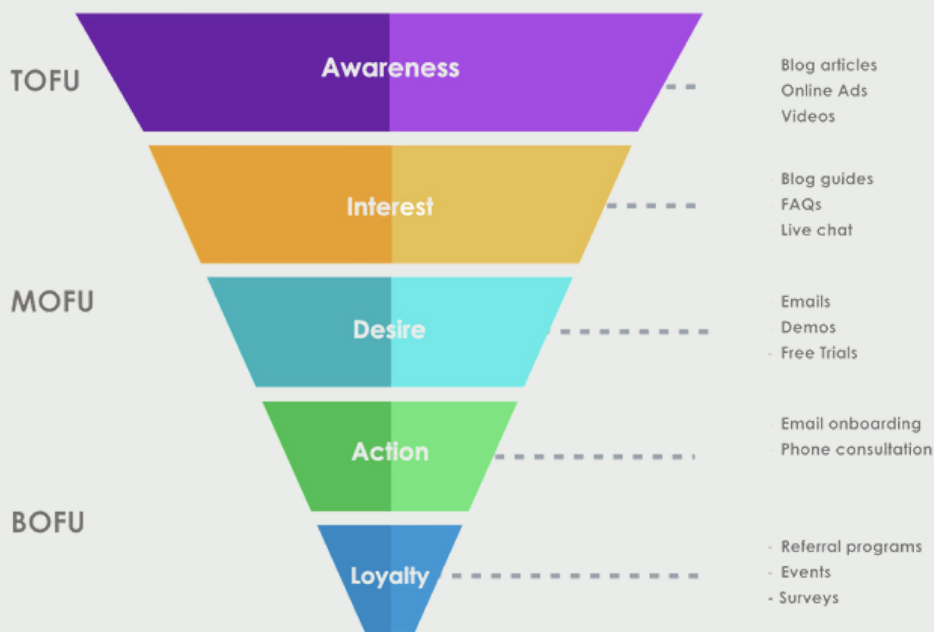
**Most of the elements of artist branding are applicable to branding in general. So, what is branding? And more specifically, what are the basics of branding a person?**



# THE BASICS OF BRANDING

## What can be branded?

Most things we come in contact with daily have been branded in some way. This includes physical goods like food or products, services such as Uber or UPS, retailers, sports teams, entertainment such as talk shows, places, institutions, and even causes such as The American Heart Association. People, as previously acknowledged, can be branded too. This could include actors, musicians, artists, athletes, or graphic designers. It is a way to showcase and describe something in a way that is easily digestible by audiences and conveys a feeling and understanding of what that person or thing is.



The **marketing funnel** is an important marketing model that helps outline how branding can effectively create devout customers.

**"A marketing funnel describes your customer's journey with you. From the initial stages when someone learns about your business, to the purchasing stage, marketing funnels map routes to conversion and beyond." (Sprout Social)**

"The sales funnel has been a cornerstone of marketing strategy for over a century. It was invented by E St Elmo Lewis in 1898 and is widely regarded as the first formal theory of marketing." (Marketing Week)

In artist marketing, it can show the customer journey from learning about an artist, to eventually becoming a super-fan.



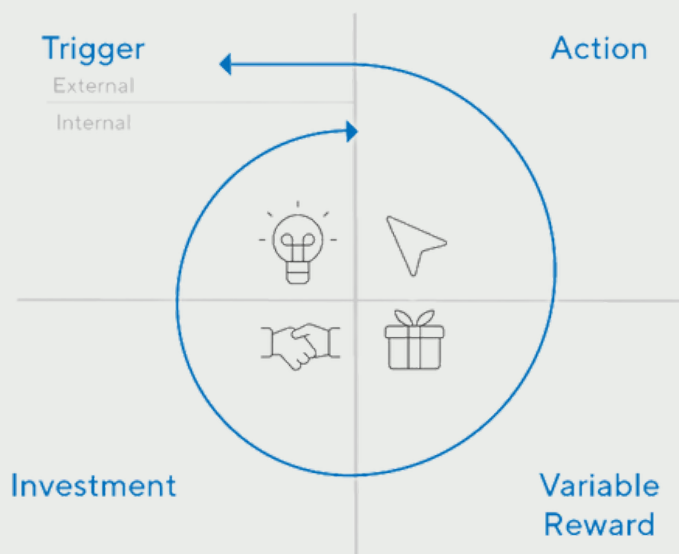
## THE BASICS OF BRANDING

### Why is branding important?

We get about 2 million bits of info per second. So, naturally, we: **Generalize, Delete, and distort** - Ending with only about 150 bits of information actually going into our heads. This comes from the NLP Communication Model, which was created by Richard Bandler and John Grinder in the 1970s and "describes how we take in messages from outside the body - the external event - and move them through a series of filters into our memory." (Psychology Today)

This is why branding tools that create consistency in people's minds is so important. When you create consistency in someone's mind, whether it be through a logo, color scheme, or tagline, it allows them to place you quickly and easily. And if they can place you, you become easier for them to remember.

### Hook Model



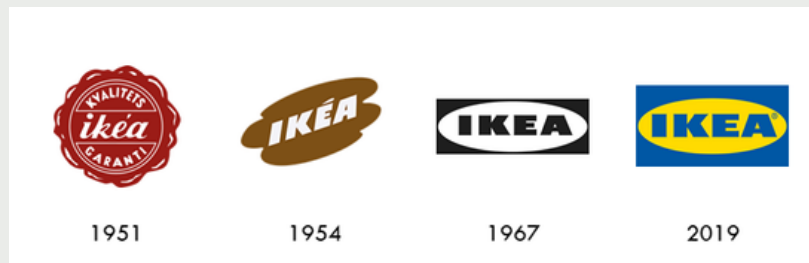
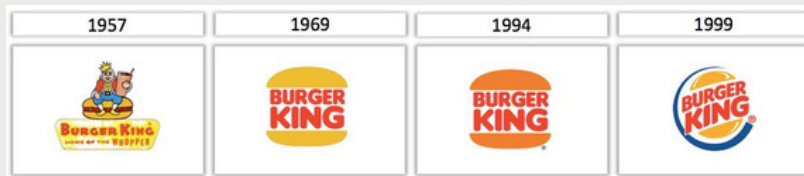
### Branding and habits:

"The Hook Model is a four-phase process that businesses can use to create products or services used habitually by customers. The goal is to result in voluntary, high-frequency engagement. At its core, the Hook Model is about creating a customer habit." (ProductPlan)

# THE BASICS OF BRANDING

## Key branding features:

There are a few key elements that are common across the category of branding. This includes physical company assets, and intangible assets like culture and organizational structure, brand value, mission, and story. While it is easy to imagine how these branding tools are applied to the physical products we interact with every day, it is also important to note that all of these tools can be applied to market people all the same. Whether it is a TV personality, an author, or a musician, branding tools such as mission, brand value, and company assets are crucial to their success.



However, branding changes over time. Just like branding can change for each album an artist releases, eras can be created for any brand in order to remain relevant and allow the brand to grow. Each era is like a new brand. Here are some examples of famous brand logos that have evolved over time.

# 3 APPLYING BASIC BRANDING PRINCIPLES TO ARTISTS

How to apply basic branding principles to artists, with examples.

1. PHYSICAL BRANDING
2. EVENTS / IRL ACTIVATIONS
3. ADVERTISING / PARTNERSHIPS



Rosalía's billboard promoting her album MOTOMAMI and her upcoming Coachella performance.



# APPLYING BASIC BRANDING PRINCIPLES TO ARTISTS

LOGOS | FONTS | SPEAKING TONE | COVERS | FASHION | SOCIAL MEDIA | PHOTOSHOOTS

Physical branding elements such as fonts and logos are important for artist branding because they help create a consistent, professional, unique, and emotionally resonant brand image. When an artist is starting, one of the first things they should assess is whether they have a strong visual identity, and start to build one if they don't.

## PHYSICAL BRANDING ELEMENTS CREATE:

**Consistency:** A consistent brand image helps fans with artist recognition. A logo, font, or color scheme used consistently across all of an artist's branding assets such as album covers, social media, photoshoots, merchandise, and other various marketing materials helps create a recognizable and memorable brand.



**Speaking tone:** To announce her album, *Sweetener*, Ariana Grande tweeted an upside-down announcement of the single, matching the upside-down album cover that would be released 4 months later.

**Social media:** Promoting her first album, *sour*, Olivia Rodrigo used the color purple in her photoshoots and across social media to create a consistent brand image and hinting at her album theme before it was released, helping create a visual era out of her debut album.

# 2

**Professionalism:** Well-designed logos and branding materials give an artist's brand a polished look. This helps to legitimize an artist not only to fans but to industry professionals as well. Creating a more premium perception in people's minds can help the artist seem bigger than they are.

**fonts / logos:** famous examples



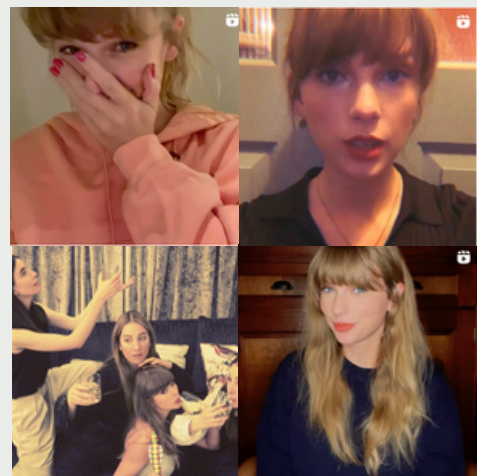
# 3

**Brand differentiation:** The music industry is a crowded marketplace. Therefore, strong physical branding can help an artist stand out from the competition. A unique fashion sense, speaking tone, logo, or color scheme can help an artist to create a unique brand identity.

**Social media:** Taylor Swift has differentiated herself partially through her social media presence. She is known for her honest lyrics and brand image. She utilizes social media to further this brand identity by posting candid photos and videos of herself on social media rather than edited professional photos. These fans feel as though she's showing her true self, conveying the same feeling through her social media as she does through her songs.



**Fashion:** Lady Gaga's "meat dress" that she famously wore to the 2010 MTV Video Music awards.





# 4

**Emotional connection:** Physical branding elements can also help create an emotional connection with fans. When fans see an artist's unique branding elements, it can help them associate with special memories or favorite songs from the artist. An emotional connection can strengthen the relationship between the artist and their fans, leading to the creation of superfan bases.

## Why is emotional connection important?

Humans are more **emotional and instinctual** than they are rational.

We spend **95%** of the time in **system 1**: emotional, quick, now effort, subconscious decision-making.

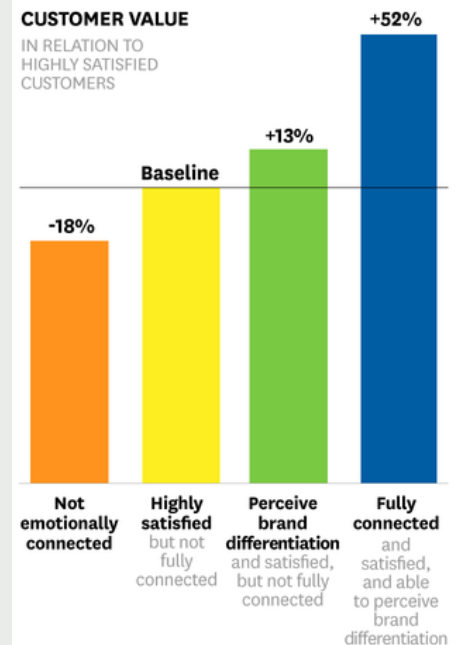
vs.

We spend **5%** of the time in **system 2** thinking: logical, complex decisions, slower, conscious decision-making.

(Nobel prize-winning author, psychologist, and economist Daniel Kahneman)

## The Value of Emotional Connection

As customers' relationships with a brand deepen, they move along the pathway toward full emotional connection. Although they become more valuable at each step, there's a dramatic increase at the final one: Across a sample of nine categories, fully connected customers are 52% more valuable, on average, than those who are just highly satisfied.



SOURCE SCOTT MAGIDS, ALAN ZORFAS, AND DANIEL LEEMON

FROM "THE NEW SCIENCE OF CUSTOMER EMOTIONS," NOVEMBER 2015

© HBR.ORG

## APPLYING BASIC BRANDING PRINCIPLES TO ARTISTS

# EVENTS / IRL ACTIVATIONS

PLAYBACKS | FAN EVENTS | CONCERTS | POP-UP SHOWS | STORES & BRANDS

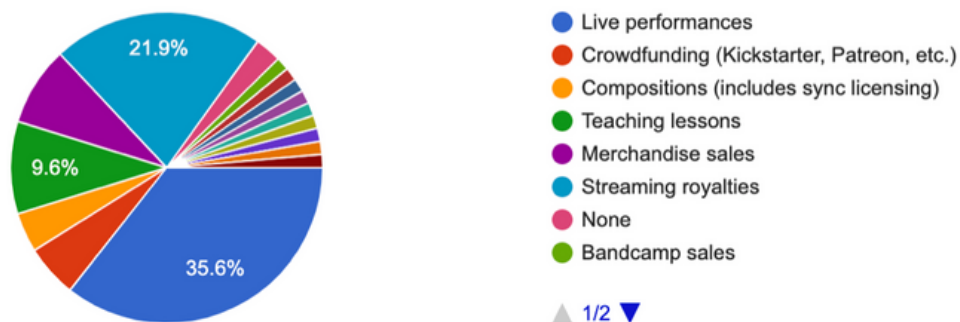
Events and IRL activations are important for artist branding because they provide an opportunity for an artist to connect with fans, create buzz, showcase brand identity, build brand awareness, and generate revenue.

One of the reasons live events are so important for developing artists is to make money. In a survey of 77 musicians in 2022, the most common income stream by far was live performances, followed by streaming royalties, and third was teaching lessons. As the survey conductor said, **"I think there's a pretty clear path toward earning income as a musician: You play more shows."** As aforementioned, the awareness and popularity that can come from artist branding is key to getting an artist opportunities like live performances, and thus is key for artist's income.

### What are the most lucrative income streams for musicians in 2022?

Which of the previously mentioned income streams has been your top income stream in 2022?

73 responses



(Jon Anderson, Two Story Melody)

## EVENTS AND IRL ACTIVATIONS CREATE:

1

### **Connection with fans:**

Events provide a chance for artists to interact with their fans in person. This can create a sense of community among fans, and build loyalty toward an artist.



**Meet and Greet:** Taylor Swift Club Red Fan Meet and Greet in 2013.

2

**Buzz:** Pop-up shows, secret gigs, and other unexpected events are an exciting way for an artist to generate buzz. Secret gigs can create a sense of exclusivity for fans who attend and strengthen the community, and digital assets from events and promotion can be utilized for social media content for artists.



**Pop-ups:** Harry's House, a live activation supporting his album, *Harry's House*.

3

### **Opportunity to showcase brand identity:**

Events and live activations are one of the best opportunities for artists to showcase their personal style and personality. It is also a chance for artists to creatively incorporate visual elements that help build a cohesive brand.

4

**Brand awareness:** The promotion around events and IRL activations can help an artist to broaden their fan base by reaching new fans, overall increasing their brand awareness.

5

**Revenue:** Events are an important source of revenue for artists. Revenue can come from ticket sales, merchandise sales, and sponsorships at events, and is important for funding future projects.



**Pop-up shows:** A flier announcing a pop-up performance by artist bLack pARTy at Los Angeles' Black Market Flea.

**Stores & brands:** Artists frequently create brands that expand their careers into different industries, as well as deepen their artist image through demonstrating their interests, expanding their fan bases, and increasing recognition. Pictured above is Tyler The Creator's clothing store, GOLF and Rihanna's makeup line, FENTY.



## APPLYING BASIC BRANDING PRINCIPLES TO ARTISTS

# ADVERTISING / PARTNERSHIPS

BILLBOARDS | SOCIAL MEDIA ADS | VIDEO ADS | PARTNERSHIPS | SPONSORSHIPS

Advertising and partnerships are important for artist branding because they can help an artist reach a wider audience, build credibility, enhance brand image, and generate revenue.

### ADVERTISING & PARTNERSHIPS HELP ARTISTS WITH:

#### 1 Reaching a wider audience:

Advertising and partnerships is essential for top-of-funnel awareness and discovery. Advertising such as billboards and video ads can introduce an artist to listeners that may not have found them.



**Partnerships:** Beyoncé x Pepsi (2013).

#### 2 Building credibility:

Artist partnerships with established brands can act almost as a status symbol for artists, demonstrating to both fans and industry professionals that they are serious and big enough to have landed the partnership.

**Billboards:** Drake announced his album, *Scorpion*, through a series of billboards around Toronto, which included the album's title and release date.





# 3

## Enhancing brand image:

Brand partnerships can help deepen an artist's brand image and help them to connect with a target audience. For example, if makeup is really important to an artist, then a partnership with a makeup brand will help to build makeup into their brand image and create an association between cool makeup looks and the artist.



**Partnerships:** Kanye West x Adidas (2015).



**Partnerships:** Rihanna x Puma (2013).

# 4

**Generating revenue:** Advertising and partnerships can also be a strong source of revenue. This can include sponsored content, product placements in videos or on stage, and more. These partnerships help the artist to monetize their brand.



**Partnerships:** Doja Cat x Taco Bell (2022).



**Billboards:** Rosalía's billboard promoting her album MOTOMAMI and her upcoming Coachella performance.

## APPLYING BASIC BRANDING PRINCIPLES TO ARTISTS

# PRESS

INTERVIEWS | TALK SHOWS | ARTICLES | PLAYLISTING

Press coverage is important for artist branding because it can help an artist reach a wider audience, broaden their brand, control the narrative, and generate excitement around new releases.

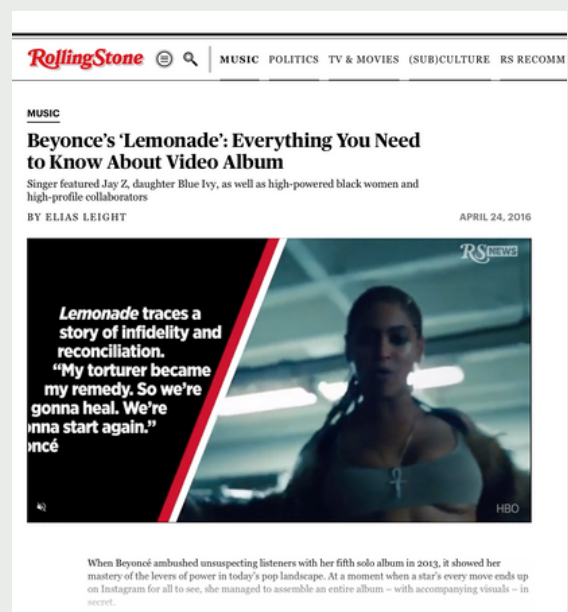
### PRESS CAN HELP ARTISTS WITH:

**1 Audience expansion:** Press is another top-of-funnel strategy that can help an artist expand their audience beyond their current fanbase. Examples of press that can introduce an artist to new listeners are Interviews, talk shows, and articles.

**2 Brand building:** Interviews give an artist an opportunity to showcase their personality and speak about their interests, projects, or personal lives outside of music. This can help the artist to expand their brand, as well as make fans feel closer to the artist as they get to know their personality better.



**Talk shows:** Billie Eilish making an appearance on The Tonight Show Starring Jimmy Fallon.



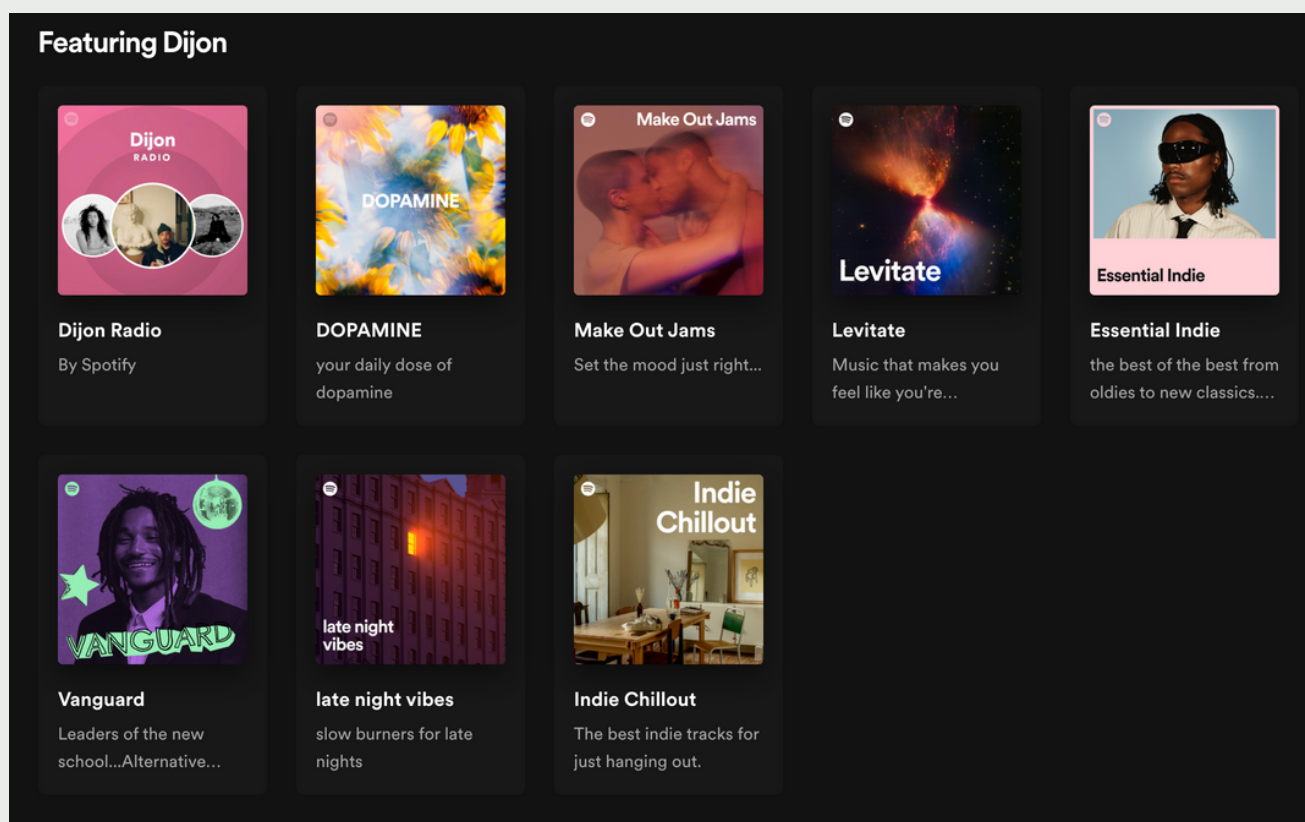
**Articles:** Press for Beyoncé's Lemonade album from Rolling Stone Magazine.

3

**Controlling the narrative:** Through interviews and other press, artists can help control the narrative around their brand image. It can give artists the opportunity to share their story, thoughts, ideas, and perspectives, as well as respond firsthand to any circulating rumors and authentically correct any negative press.

4

**Generating excitement:** Press coverage can be a great way for an artist to generate excitement and anticipation around an upcoming release. Interviews and press can also provide great social media content for artists to use.



**Playlisting:** Artist Dijon. Artists can submit their music to be featured on playlists. Playlisting helps with artist discovery as well as differentiating them by placing them into themes and categories that align with their brand.



A full-page background image of Taylor Swift performing on stage. She is wearing a black, sequined, long-sleeved dress with red and gold patterns. She is holding a microphone and singing, with her head tilted back. The background is a blue, stylized city skyline with a grid pattern. A large white number '4' is in the top left corner. A white text box is in the middle left. A red carpet is at the bottom.

# 4

## INTRO TO ERAS

Why are eras important, and what can they do for an artist?

# INTRO TO ERAS

Now that we've covered the basics of artist branding, it is time to take it one step further.

The second part of this thesis focuses on creating "eras" in artist branding. As aforementioned, an era is a time period for an artist, typically marked by an album, that is like **a generation** for the artist and is often marked by **distinct visual assets**, like a color pallet, fashion, haircut, or album art style.

An era can be thought of as a new storyline for an artist. It can allow artists to **redefine themselves** through things like genre shifting and alter their public perception, allowing them to **evolve with their fan bases** and **grow their audience**.

In order to help define what an "era" is for an artist and to analyze how they are created, I conducted three deep-dive analyses' of how three artists created eras for their albums through both their music and branding: Beyoncé, Taylor Swift, and Miley Cyrus.



A woman with long, dark braids is leaning out of the open window of a teal-colored car. She is wearing a thick, white fur stole and a grey long-sleeved shirt. Her hand is resting on her forehead. The background is slightly blurred, showing a person in a blue and white patterned shirt.

# 5

## **ARTIST ERAS CASE STUDIES**

**A deep dive into three artists that created an era through an album, how they did it, and how it transformed their careers.**

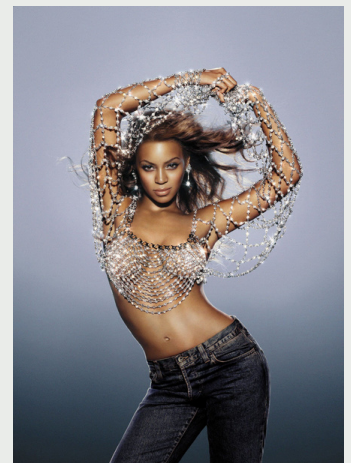
**Beyoncé demonstrates how eras can be utilized to **create an empire** and **solidify a strong artist persona**.**

**Beyoncé has used changes in her persona, musical taste, and message to establish unique eras for each of her albums. Beyoncé is also one of the best examples of how to use videos to create eras and support albums effectively. Here is a walkthrough of how Beyoncé has differentiated her brand through a select few of her albums:**

**"Destiny's Child" Era (1997–2005):** Beyoncé's first taste of fame came as the lead singer of Destiny's Child, a popular R&B girl group. She gained fame and recognition during this era from her powerful vocals, dance skills, and glamorous fashion. However, as a mere member of a girl group, she was far from the solo artist Queen B that the world knows and loves today.



**"Dangerously in Love" Era (2003):** Beyoncé's debut solo album introduced her as a solo artist and differentiated her from the Destiny's Child sound and image. In this album, she showcased a more mature image and darker sound, refreshingly changing Destiny's Child's sound. The album was largely successful, crucial in defining her as a hit solo artist and developing the physical assets of her brand as Beyoncé.

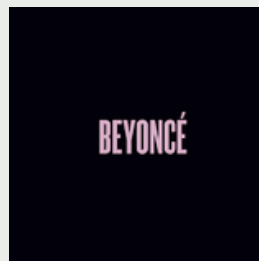
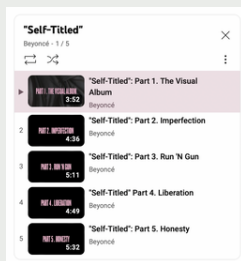




**"I am... Sasha Fierce" Era (2008):** This was a double album where Beyoncé showcased two different personas: her vulnerable side, and her alter ego, Sasha Fierce. The album saw Beyoncé adopt a more edgy look and fierce and complicated persona.



**"Beyoncé" Era (2013):** In this album, Beyoncé explored themes of female empowerment and sexuality, thus adding those aspects to part of her brand. This helped to define her as a powerful woman in music, further enforcing her nickname as "Queen B." She also released a series of music videos with the album, helping to create a visual era alongside the album. She also released a series of documentary-style shorts with the film, with titles such as "Imperfection," "Liberation," and "Honesty," alluding to the strong album themes.



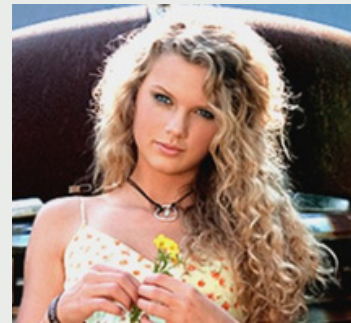
**"Lemonade" Era (2016):** Lemonade was one of her most political and personal releases. The album explored very intimate details of her personal life and was accompanied by a visually stunning one-hour film of interconnected music videos which visually and thematically defined the album.



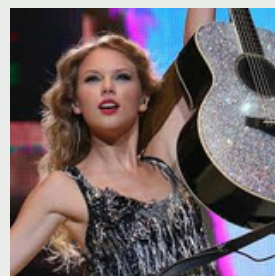
Taylor Swift demonstrates how eras can help **move an artist into different genres** and **mature**.

Taylor Swift is the industry example of successful era differentiation. Swift has used branding elements to shift genre and grow with her audience throughout her years of stardom. Swift has utilized fashion and branding tone to create distinct eras for her projects. Her fashion was such a strong part of her album branding, that in her 2023 "Eras tour," she changes into the outfit that matches the era of the song she is performing, and fans choose an era to dress up as when they attend the concert.

**"Taylor Swift" Era (2006–2008):** This was Swift's debut era. This country album included themes about teenage love and small-town life and solidified Swift as a strong and personable small-town girl.

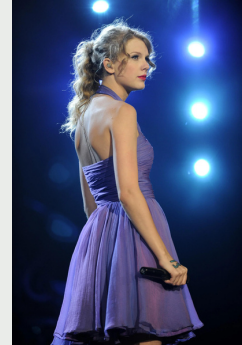


**"Fearless" Era (2008–2010):** This era saw Swift's rise to superstardom. This album boasted a more polished and produced sound. The album cover also shows Swift in a fancy dress accompanied by a glamorous sparkly dress that she wore during all live performances. This fashion change defined the album and changed her image from a simple small-town girl to a rising pop star.





**"Speak Now" Era (2010–2012):** "Speak Now" helped Taylor transfer genres from country to pop. The album was accompanied by a massive world tour and explored themes of personal growth and speaking one's mind, characteristics that fans now strongly associated with the artist.



**"Red" Era (2012–2014):** This album marked Swift's complete transition to pop. This album had strong visual consistency with the color red and was accompanied by a shift in Swift's personal style. She grew bangs, straightened her hair, and was photographed frequently in New York City wearing cozy sweaters and scarves, always rocking her distinct red lipstick.



**"1989" Era (2014–2016):** This album was Swift's most heavily pop-sounding album to date. The album explored themes of personal growth, which was supported by her vintage-inspired album art and music video fashion, as well as her chopping off the long hair she'd had throughout her career.



**"Reputation" Era (2017–2018):** This era marked a darker, more mature sound. Sound-wise, it was her most experimental album to date and explored themes of scandal and redemption. Visually, this album was differentiated through slicked-back hair, black-and-white visual assets, and an all-black wardrobe, which strongly differed from Swift's typical colorful aesthetic.



**"Lover" Era (2019–2020):** With the "Lover" album, Taylor returned to a more colorful aesthetic and romantic sound. Sonically, this album was much more acoustic and soft than her previous two pop albums and explored themes that reflected her growing up and mellowing down as an adult.





Miley Cyrus demonstrates how eras can be utilized for **genre-shifting**, **altering public perception**, and **growing with fan bases**.

Miley Cyrus has been known to create distinct eras for each of her albums by changing her image, sound, and message. Here are some examples of how she created eras through a selection of her albums:

**"Hannah Montana" Era (2006–2010):** Miley first rose to fame as the lead actress in the Disney Channel show "Hannah Montana." Her character on the show was young and bubbly, and the music she released under the persona was family-friendly, Disney, and targeted towards a young audience.



**"Breakout" Era (2008):** This was Miley's first non-Hannah Montana album. It was a crucial album in her differentiating herself from the Disney sound, which she did through more rock and country-inspired songs. She also began to work towards shifting away from her "good girl" image through an edgier attitude and visual look.

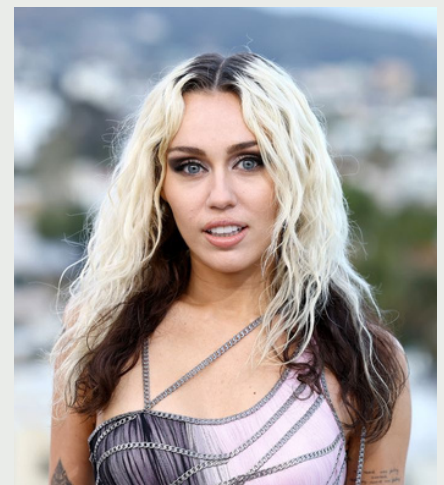
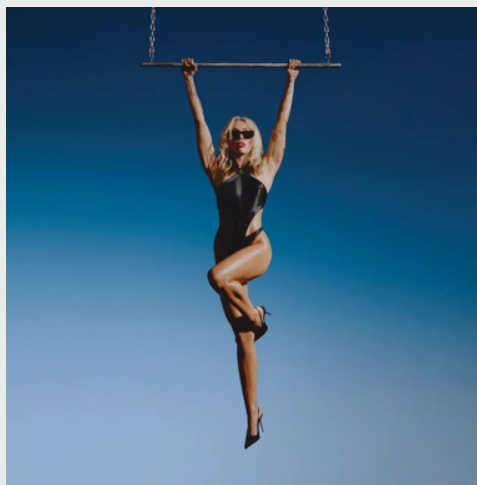
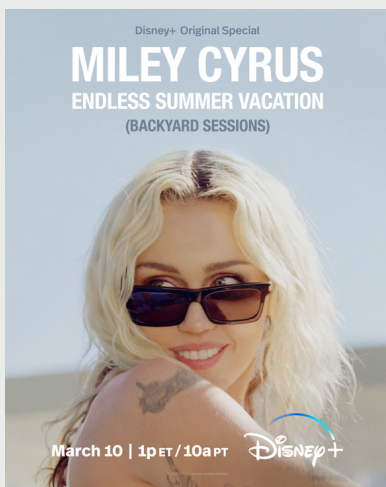




**"Bangerz" Era (2013):** "Bangerz" was arguably Miley's most iconic and well-known era. With this album, she redefined her persona as a controversial and shameless party girl. The album spoke about sex and drug culture and was accompanied by bold live performances and interviews where Miley wore provocative outfits and was outspoken about her party lifestyle and not caring about other people's opinions. The album was accompanied by equally outrageous and era-defining music videos.



**"Endless Summer Vacation" Era (2023):** Miley's most recent album is visually marked by the album cover of her hanging powerfully from a bar, front, and center, looking strong and mature. The album explores themes of personal growth and self-discovery and helped to mature her brand with her as she matured in real life.



# 6

## INSIGHTS / CONCLUSION

Why eras are an important tool to add to the branding toolkit of any artist.



# INSIGHTS

**Through these case studies, it can be seen that through artist branding tools, artists can create eras to move their brand forward, define albums, and build robust fan bases. The primary tools that major artists have utilized to create eras for their work are:**

**Physical branding** such as logos, fonts, speaking tone, fan names, fashion, and social media.

**Events/ IRL activations** such as playbacks & fan events, concerts, pop-up shows, and stores & brands.

**Advertising/ partnerships** such as billboards, social media ads, video ads, partnerships, and sponsorships.

**Press** such as Interviews, talk shows, and articles.

The way to create an era for a new album is to simply start fresh by going through all the steps of basic artist branding tools, making sure that you are differentiating yourself from your previous era.

If I were given a new artist, I would begin to ask myself questions about whether or not my artist had a solid foundation of all the artist building blocks I have mentioned in this paper. To make it easy for anyone to do this, I have created an "artist branding checklist" that anyone can use to see if they have all the basics of branding done for their artist.



# ARTIST BRANDING CHECKLIST:

	Y/N	Tips
Does my artist have a distinct fashion sense?		Make a mood board filled with inspiration. Take that board, and narrow it down into a distinct fashion that you like and create a style guide PDF out of that to refer to when picking outfits for photoshoots, concerts, and more.
Does my artist have a selected color pallet for their project?		Try to pick a color pallet of 2-4 colors that resonates with your era and album theme and use them consistently across all visual assets.
Does my artist have a logo / font?		Look for inspiration of other logos you love. Find a designer and work with them to create a logo you like that you can use on your website, merch, posters, etc.
Does my artist have merch?		Merch is a great way to get your artist organic promotion. You can hire a graphic designer to make a design and print them with a clothing distributor.
Does my artist use social media to promote their brand?		Get on a posting schedule that you can stick to. Try to use social media to showcase your genuine personality as well as remain consistent with your brand, as social media is one of the best modern branding tools.
Does my artist have a name for their fans?		Research famous examples of fandom names. This can be anything you want, so have fun with it. Use this to create a community, and use when referring to fans online or live.
Does my artist have any concerts lined up?		Start researching local events and concerts and reach out to event coordinators. Try to get involved in the local community through attending shows and networking and get performance opportunities through them.

**Does my artist have any special interests that can be used to further promote their brand?**

Look for any interests outside of music for your artist. If they are really passionate about clothes, maybe they can make a clothing line or create a booth at a flea market. If they are really passionate about a certain cause, get involved in it. If they are also a makeup artist, collaborate with the makeup community. Any way to bring attention to your artist and get them involved in as many communities as possible will help to grow their music fan base.

**Have I put out any digital ads for my artist?**

Ahead of a new project or event, put together some digital ads using their distinct brand elements and colors. One way is to run targeted ads is through Facebook ads manager. Try to get fans and friends to repost any ads to get organic attention.

**Have I put out any physical ads for my artist?**

Physical advertisements like billboards and posters are an effective way to promote your artist IRL. Try to get creative with it, and print out some cheap posters to put around areas that your fans crowd in.

**Do I have any interviews lined up for my artist?**

Interviews are a great way to attract new fans. Look for small publications that align with your artist. There are many organizations that specialize in small artists, asian American artists, etc. So, find your niche, and reach out to publications for your artist to speak with.

**Has my artist have any collaborations in the works?**

Collaborating with other artists is an effective way to grow your artist's fan base by merging it with the fan base of your collaborating artist, as well as a great networking opportunity. Research some artists that your artist would like to collaborate with and reach out to them.

**Do I have an EPK and onesheet for my artist?**

An EPK (electronic press kit) and onesheet are essentially small and direct pitches that tell anyone all they need to know about your artist in an organized format. They are essential to have when pitching your artist for shows or interviews. If you don't have one, you can find instructions and rubrics online.

**Have I submitted my artist for play listing?**

Playlisting is an important way for artists to reach new audiences following a release. For Spotify, songs must be submitted for playlist consideration at least 7 days prior to the release date.

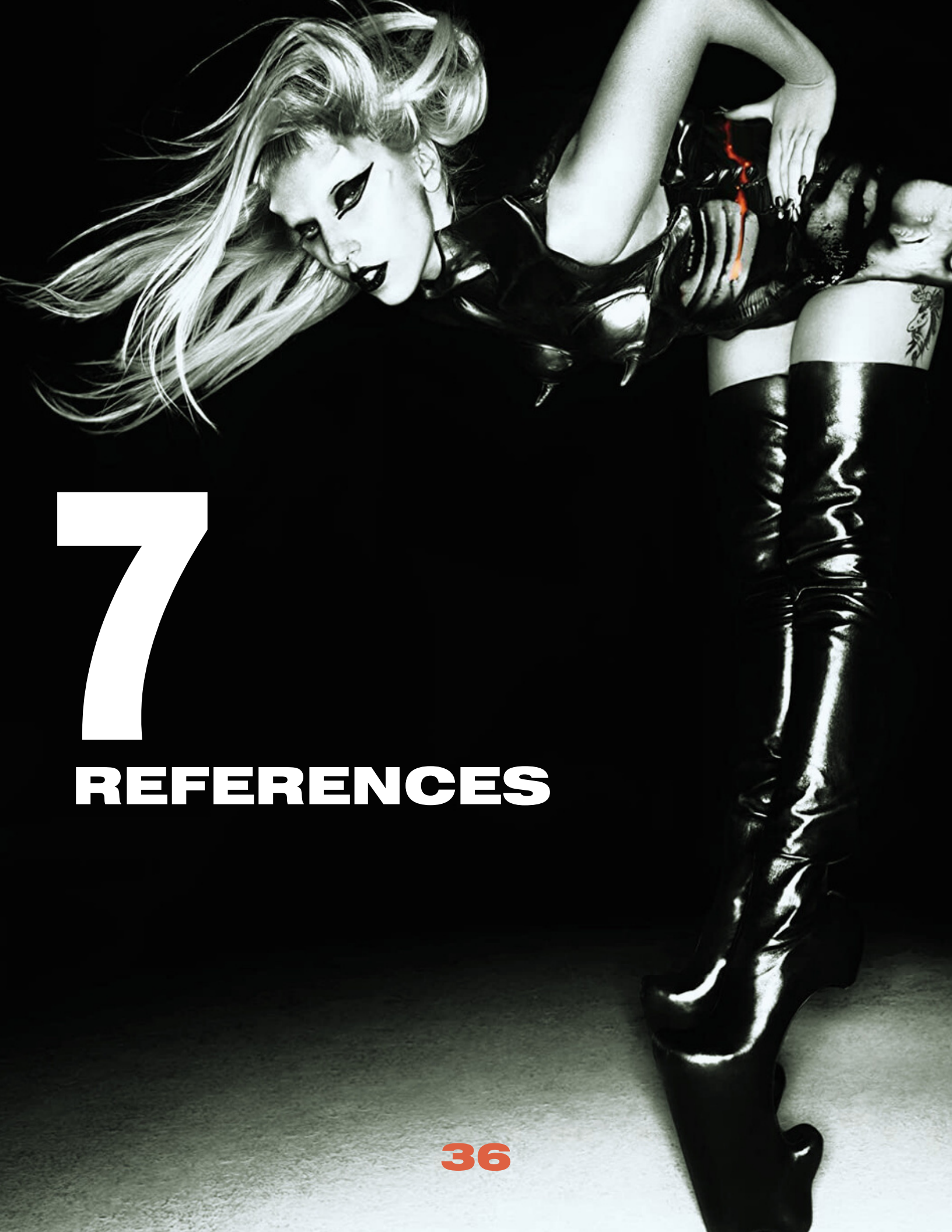
# CONCLUSION

Branding is vital for musical artists to build a world around their music that fans can become a part of. Branding tools such as merchandise and live events help to create a community around an artist, strengthening their fan bases, helping them grow their audience, and propelling them towards success.

The creation of eras for an artist can be reached through special marketing efforts. It is a tool that every artist should add to their branding toolkit because it can be used to help move from one genre to another, change public perception, grow with their fans, maintain relevance, grow their audience, and develop strong fan bases around the world.







7

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