



SMELLFOX

# BRIEF

- a. **Attributes**
- b. **Vision and mission**
- c. **Key products or services - list these in detail**
- d. **Key competitors - list three**
- e. **Competitive advantage**
- f. **Key stakeholders**
- g. **Value proposition**
- h. **Target market**

## **ATTRIBUTES**

The artists key attributes are the creation of electronic dance music inspired by acts like Tangerine Dream, Pink Floyd, Depeche Mode and Röyksopp

## **MISSION**

Releasing self-produced electronic music, and signing other artist to the label, and become a growing label and artist.

## **KEY PRODUCTS**

Released music and live performances

## **KEY COMPETITORS**

Röyksopp, Biosphere and Depeche Mode

## **COMPETITIVE ADVANTAGE**

Based locally in Norway. With the right marketing, it should be possible to gain an audience. It is also close to Denmark, Germany, France, where this kind of music is more popular.

## **KEY STAKEHOLDERS**

Investors. Studio and music equipment is expensive, so investments are necessary. And to keep investors happy, I need to sell music, both my own, and produced for others, by renting out studio time. Listeners must also be kept happy, so that they will continue to stream and buy music, and come to shows.

## **BRIEF - FRODE**

Client: Frode Ludvigsen

Industry: Music

Audience: Older people - with history to electronic music

Production: Logo

Colours: Red, black and maybe blue

Icon: Wants a fox combined with his brand name: Smellfox

Logo usage: Website

From my two interviews I have learned that Frode is making electronic music in his spare time. He wants to in the future to work with other artists producing and making music. He dreams of having his music discovered by a bigger label, so that he one day can have his music distributed to a bigger audience. He wants in this process if his dream does come true, to have total control over the creative process, he does not want anyone else to have this job. He wants to do the creative process, production and have the royalties. The dream is one day make a living out of music production.

Frode is in the hobby-music industry, so the target group is of course people listening to his music, especially those who really like electronic music. The ones who listens to his music would be his customers, and the customers feels that his music 'speaks' to them. He wants to be portrayed as a serious musician. His music is for an older audience, not young people that only wants dancefloor music.

Frode want's a fox, and the usage of the name Smellfox combined with an icon. I asked him about colours, styles, what he wanted the logo to be inspired by.

Frode want's the logo to be in the same category of looks as the logo of the Netflix series 'Stranger Things' (<https://www.netflix.com/title/80057281>), he really likes the retro, Sci-Fi vibe. Thron Sci-Fi movie (<http://www.imdb.com/title/tt0084827/>), Kraftwerk - music band (<http://www.kraftwerk.com/>), Blade runner the Movie (<http://www.imdb.com/title/tt0083658/>) and the music in that movie, is all elements of what feeling that he wants to represent his logo.

My customer wanted a logo that was blue or red, and after showing some examples of both, he wanted the red logo with a black background. Frode wanted to use a font that was futuristic and retro at the same time, the font had to have a Sci-Fi look to it.

The logo is meant to be used on web for now.