

MUSIC PRODUCERS
**PROJECT
PROPOSAL**



NEXT BEST
ARTIST INC.

PROPOSED
BY SIDDHARTHA
VALE



THE BRIEF

NEXT BIG ARTIST INC.

Next Big Artist Inc. is a fictional organization created to bring a realistic approach to this project. The client is also fictional, and thus given the generic name of John Smith for Artist Collaboration Co.

John Smith for Artist Collaboration Co. has employed Next Big Artist Inc. to use information available from Spotify's open source data to find the type of artist they should send their resources pursuing.

DISCOVER ENGAGE CONVERT

As a leading organization in music production and data analysis, we can uncover the hidden details, and bring light to information that was previously hard to understand for the client.



John Smith and his team at Artist Collaborations want to know who will be their next big catch, they have led the way throughout the 80's, 90's and early 2000's but with the ever growing influence of data collection with music applications such as Spotify overtaking the sales numbers of CD sales, Artist Collaboration find themselves in deep waters with no experience in this new field. The industry have developed drastically, and with this we will be crucial in helping them and getting them their **NEXT BIG ARTIST**