

Name:

Aisha Fisscher

Bio:

Passionate about music from an early age. She started writing her songs in Dutch. Her genre is within R&B, Soul.

Motto:

"Wie goed doet, goed ontmoet"

Aspiration:

Her aspiration is Beyonce as she finds her work to be powerful, very lively, and fully represents her ideology.

Competitive Analysis:

Her competition that shares similar target audience are Ronnie flex, Tabitha, Kiana lede, and Ella Mai.

Target Audience:

The age of her target audience ranges from 16 to 24 and mostly female in gender.

Vision:

Her vision is to induce happy feeling and enjoyment to her audience.

Music Producing Style:

The instruments she uses are mostly acoustics such as piano and guitar.

She produce her music with a help of a producer for the time being but she plans on going solo in the future.

Live Performances:

As for her live performance she wanted to perform at festivals, at a radio station, or any events that are generally casual. She wants to avoid venue such as clubs as she finds the environments too 'dirty' for her performance.

Branding

She has no concrete branding yet, she influence her presence only through social media (e.g. instagram, facebook)

Skills:

Honest, good at making melodies, social, wise/not impulsive, true to herself.