

Creative Brief

Southside Krooks (SK) a music collective from South Florida which consist of a hand full of creatives that range from recording artist, audio producers and engineers as well as visual artist such as videographers and photographers. We want to be able showcase our content and build a website that will not only compete with other collective music group but also include all of our content in one place easily accessible. By getting inspiration form websites like Elevator, Lyrical lemonade ,lam, Thrasher and The Berrics. We will be able to creatively plan the website for aesthetics as well as productivity. We want the clients to be engaged by using the different plug ins in our website. We also want to give them a place to be able to contact us and collaborate with our artist. Our marketing strategy will reflect our strengths which are Motivation , divisibility and creativity to brand out and show the world what SK collective is all about. Our main goal is to advertise our brand in a way where we can consistently build new fan base and new connections. We want to be able to expand and build a label which ca sign artist. We want our supporters to listen and interact which the artist. With that engagement we want them to support us and our creative ideas.

We want them to envision where we are from and the type of music we are making. We want to have a special bond with our supporters and this start at every interaction we make with them. Whether it be in person or through our social media channels. Our visuals we change rapidly through out time. We are constantly out, and networking so having a website and will increase the chances of find the right contacts. To expand on our vision.

