

# Hello\_

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# [Look. Hear.]

What?

Create a campaign that can drive sales of the  
Student Art Pass amongst students in autumn 2018.

How?

Collaboration with Spotify to appeal to students.  
Clean, clear and distinctive outcomes.

Why?

Drive sales of the pass.  
Encourage students to see a new perspective.

# The Idea

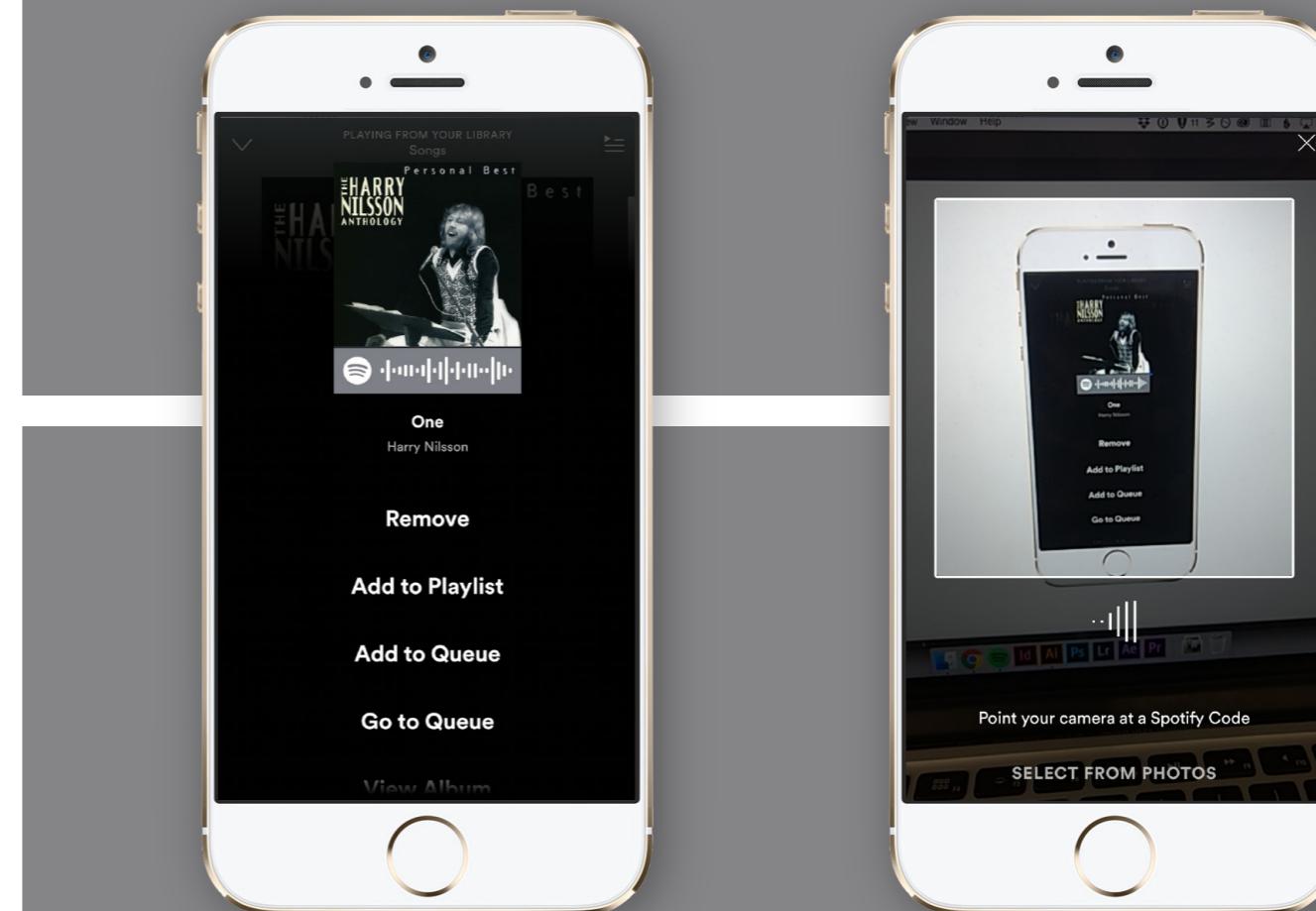
Push awareness of the pass by linking the Art Fund to something students already use religiously - Spotify.

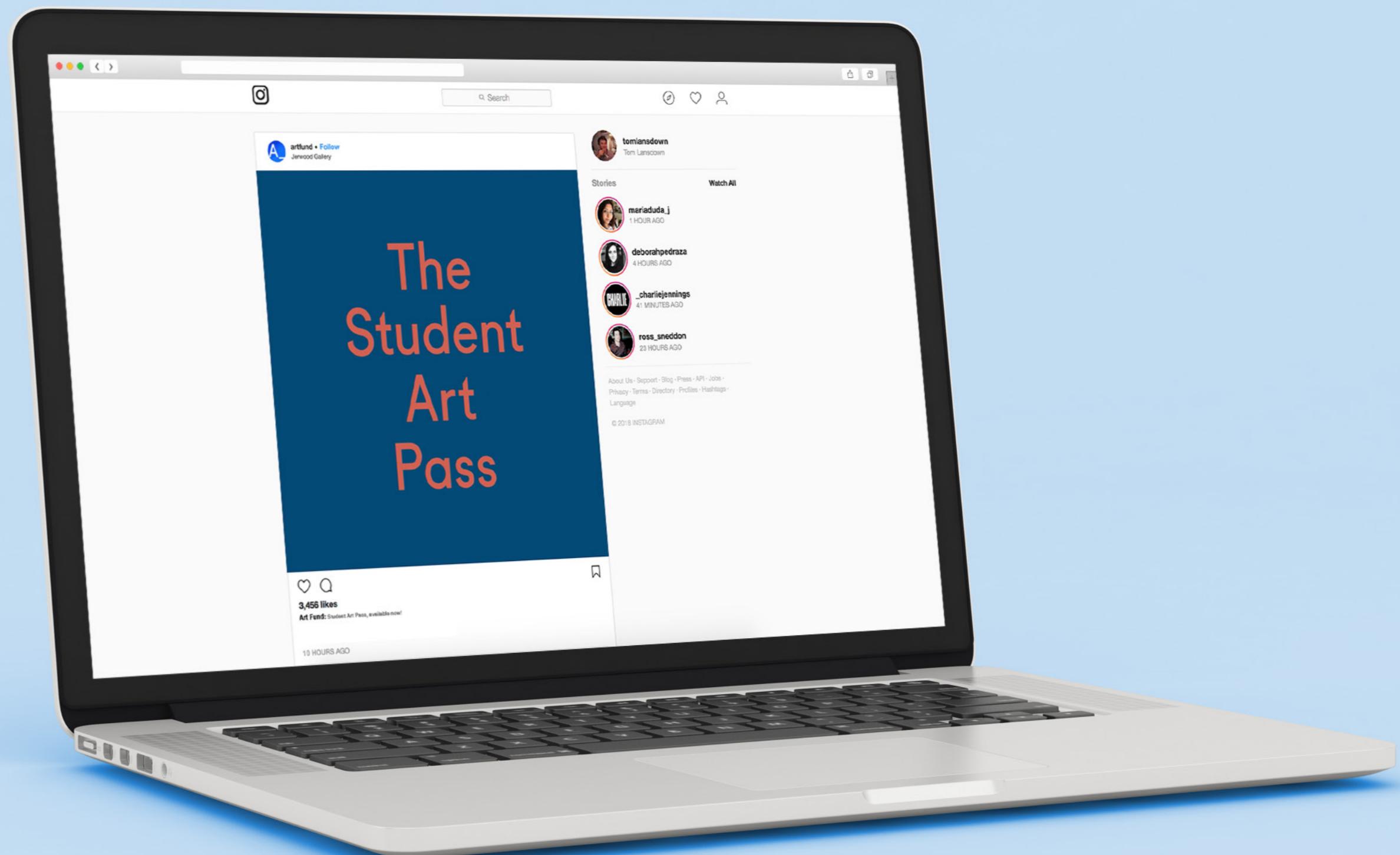
'Look. Hear.' is a play on words: it draws attention to the campaign and describes what students will be doing.

A painting will be linked to a piece of contemporary music via a unique Spotify code (effectively a musical barcode), making the art more relevant to students.

For example Beyoncé's music can bring a new personality to the 'Girl with a Pearl Earring' allowing students to feel familiarity, but more importantly see art differently.

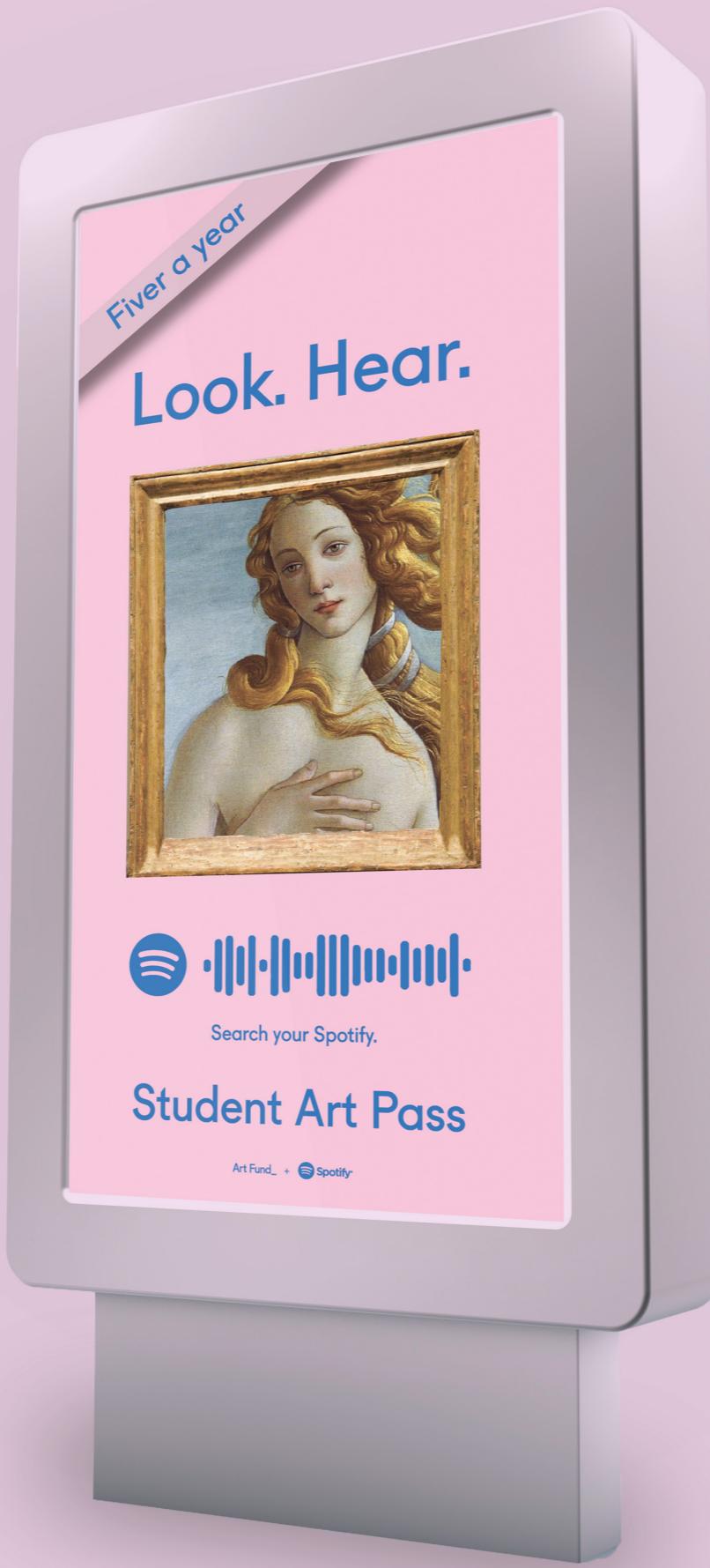
Please click link to see the concept:  
<https://streamable.com/nnqk7>







Code:  
Love On Top  
Beyonce



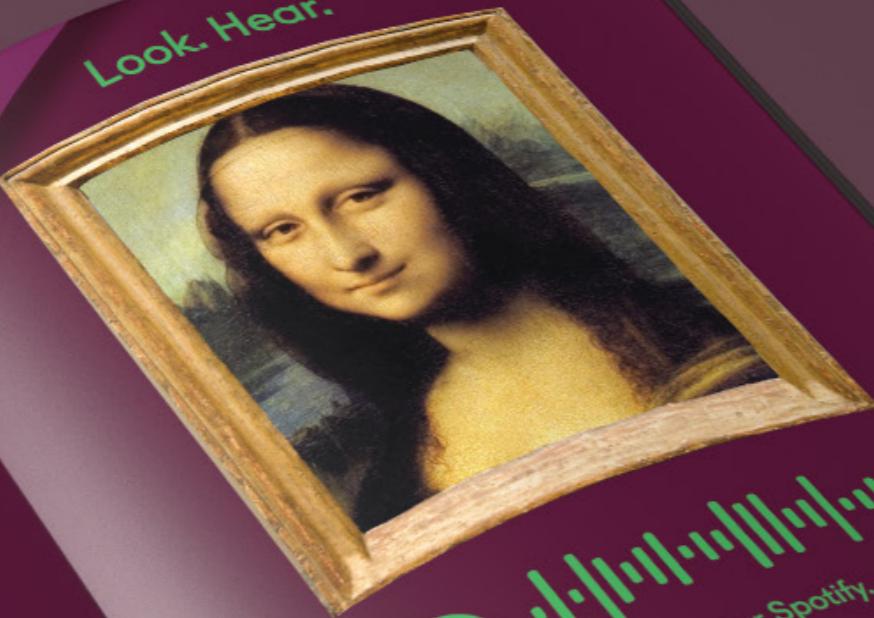
Code:  
Don't Touch My Hair  
Solange

# Look. Hear!

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Fiver a year

Look. Hear.



Search your Spotify.  
**Student Art Pass**

Art Fund. + Spotify

ART QUARTERLY  
WINTER 2017

student  
art

pass

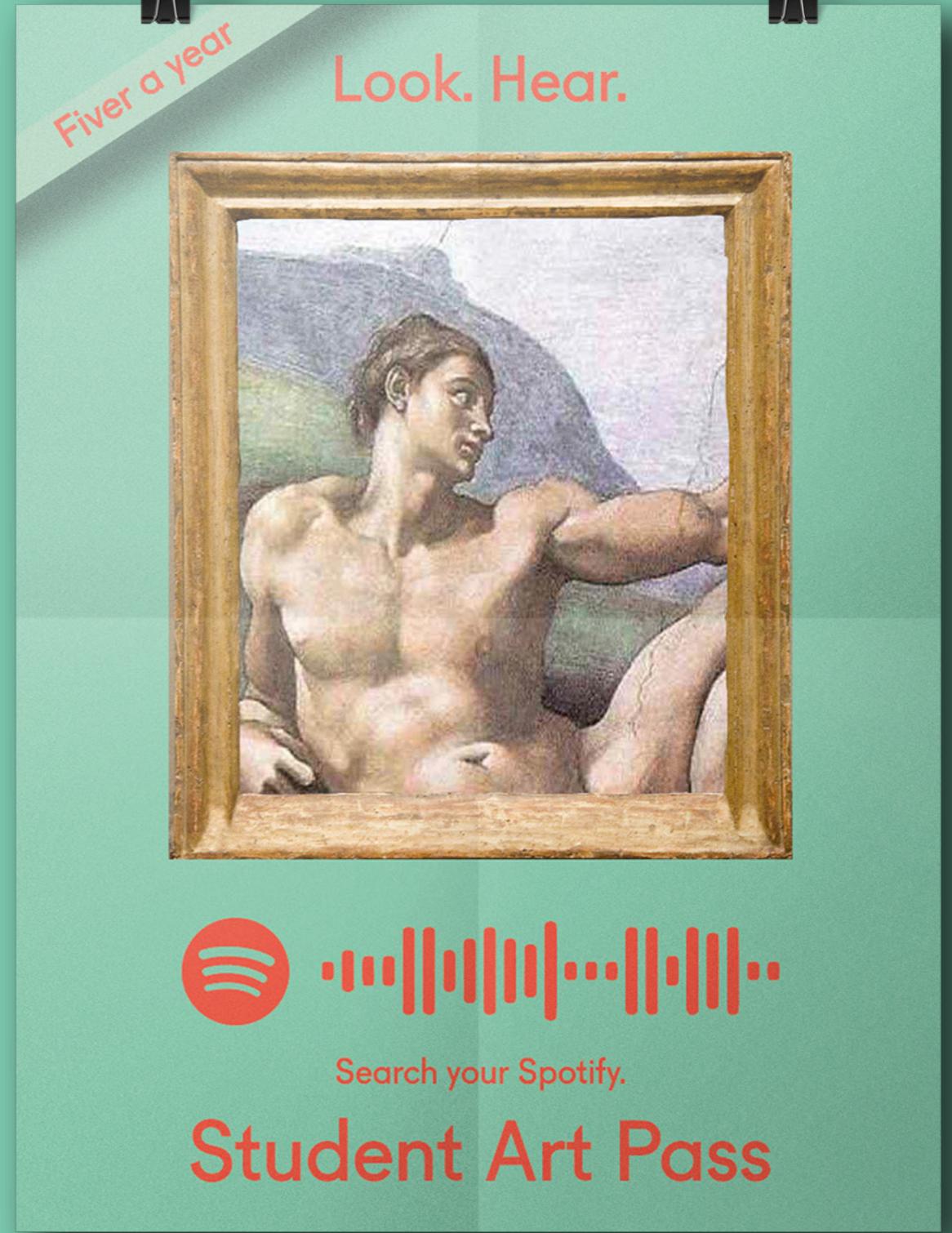
Code:  
Le Vie En Rose  
Louis Armstrong



Code:  
Father and Son  
Cat Stevens



Code:  
The Ballad of Davy Crocket  
The Wellingtons



Code:  
These Arm's of Mine  
Otis Redding

Goodbye.