



FIRST IMPRESSIONS

unfiltered

Your brand offers fans their first glimpse into your creative world.

In film, music, and publishing, the brand, website, campaign, and promo materials carry the weight of introduction.

They act as the soft opening of a door. The strategy, identity, language, layout, and tone, these don't just promote your work. They communicate its place in the world.

To succeed in today's noisy world, they must be constructed with the same intention as the work they're designed to support.

unfiltered

FIRST

GLYPHSE



In creative fields, brand strategy is a job of translation.

It must distill vision, purpose,
value, and emotion, sometimes
into a single artifact.

Or now, in our multi-dimensional media world,
into a system of artifacts: visual identity,
campaign materials, social, and more

When successful, brand and marketing in film,
music, and publishing become cultural
expressions in their own right. They do more
than promote the work. They amplify it.

Brand strategy in film, music, and publishing
is a job of translation

T
RAN
SL
A
TION

CREATIVE VISION, PURPOSE,
VALUE, & EMOTION

unfiltered

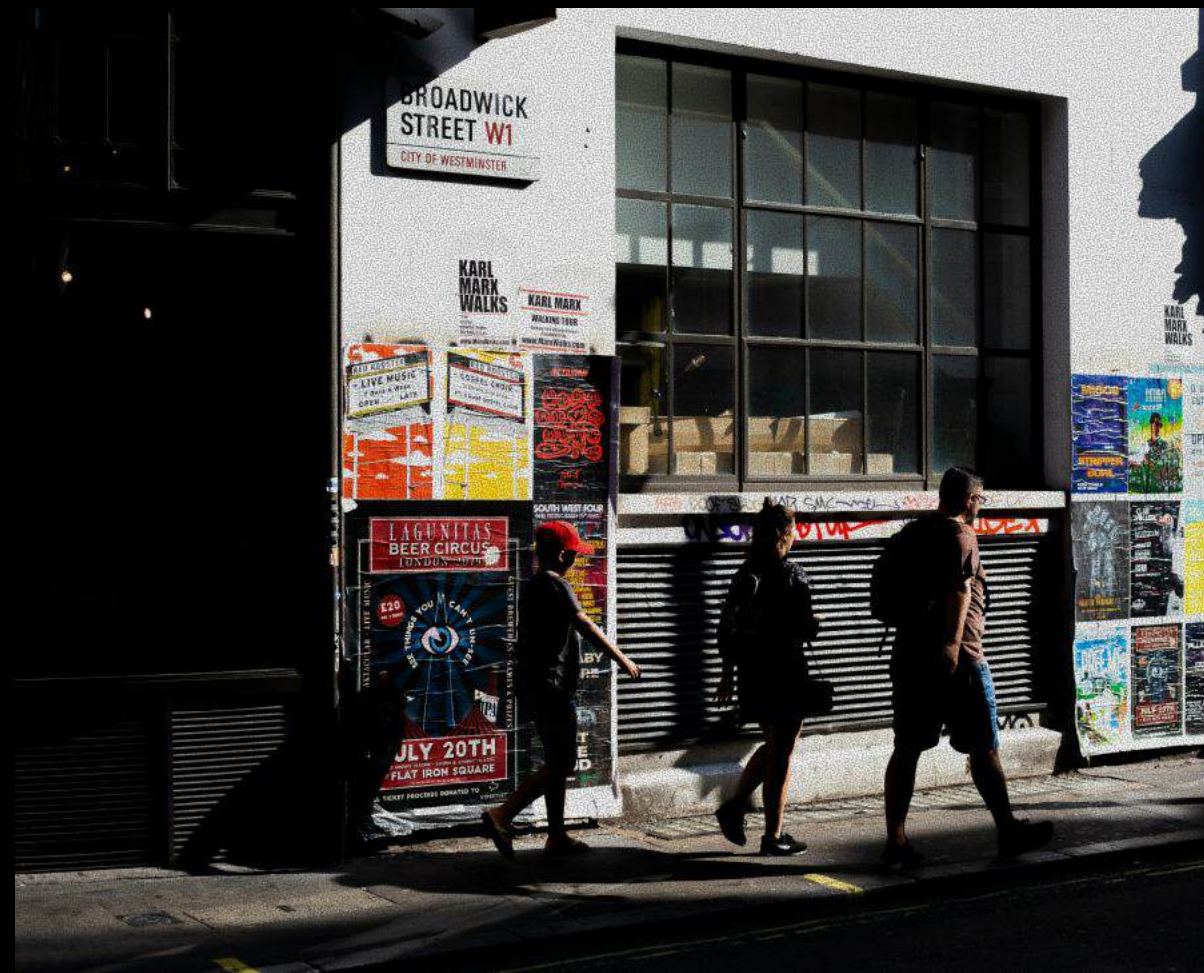
Album art, film posters, and magazine covers form a cultural mood board.

Collectively, across mediums, these artifacts reflect a moment in time and form a cultural memory.

Think of the film poster that lives on a wall. The album art that becomes an iconic tee shirt. The magazine that morphs into memorabilia. These artifacts didn't build awareness. They built cultures.

More than wrappers for what they promote, they are the moment art enters culture.

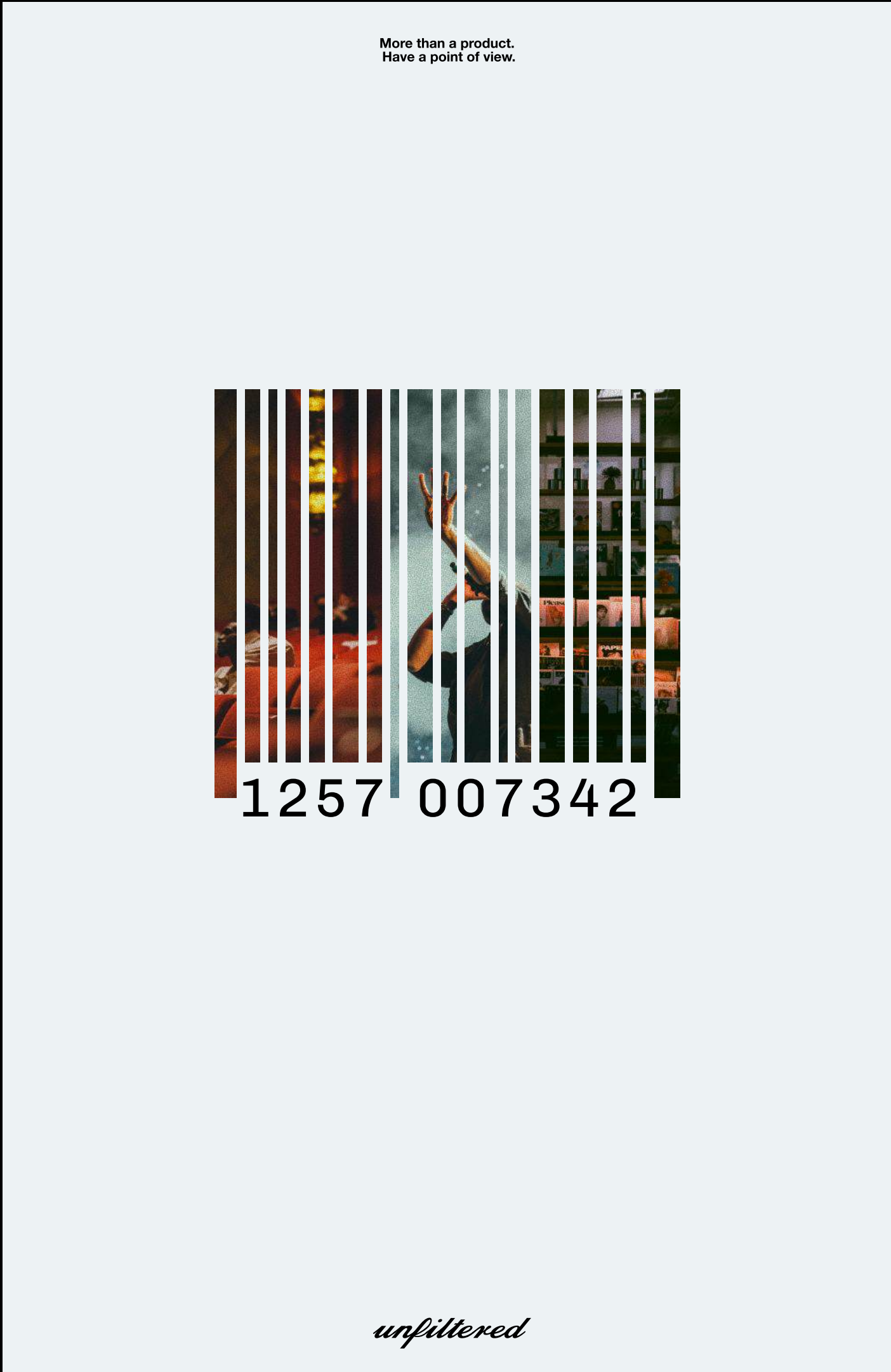
They act as a window into a people and a time period, and for fans, they represent a memory, a feeling, and an identity.



But, let’s be honest:
Your brand and
marketing aren’t
supposed to be art.

They must sell.

But when they reflect a point of view, and not
just a product, they become part of the work
itself. The strategy, art direction, and
copywriting are extensions of the message
they are meant to deliver.



It has simultaneously never been easier and harder to reach an audience.

Creative industries are standing at a crossroads.

The rules for film, music, and publishing are being rewritten. Moments like these don't come often, but when they do, everything changes.

From AI to new business models, this evolution will drive considerable change in the coming years. Long term, the businesses that put the art and artists at the center will prevail.

At present, the new tech ecosystem is playing two paradoxical roles.

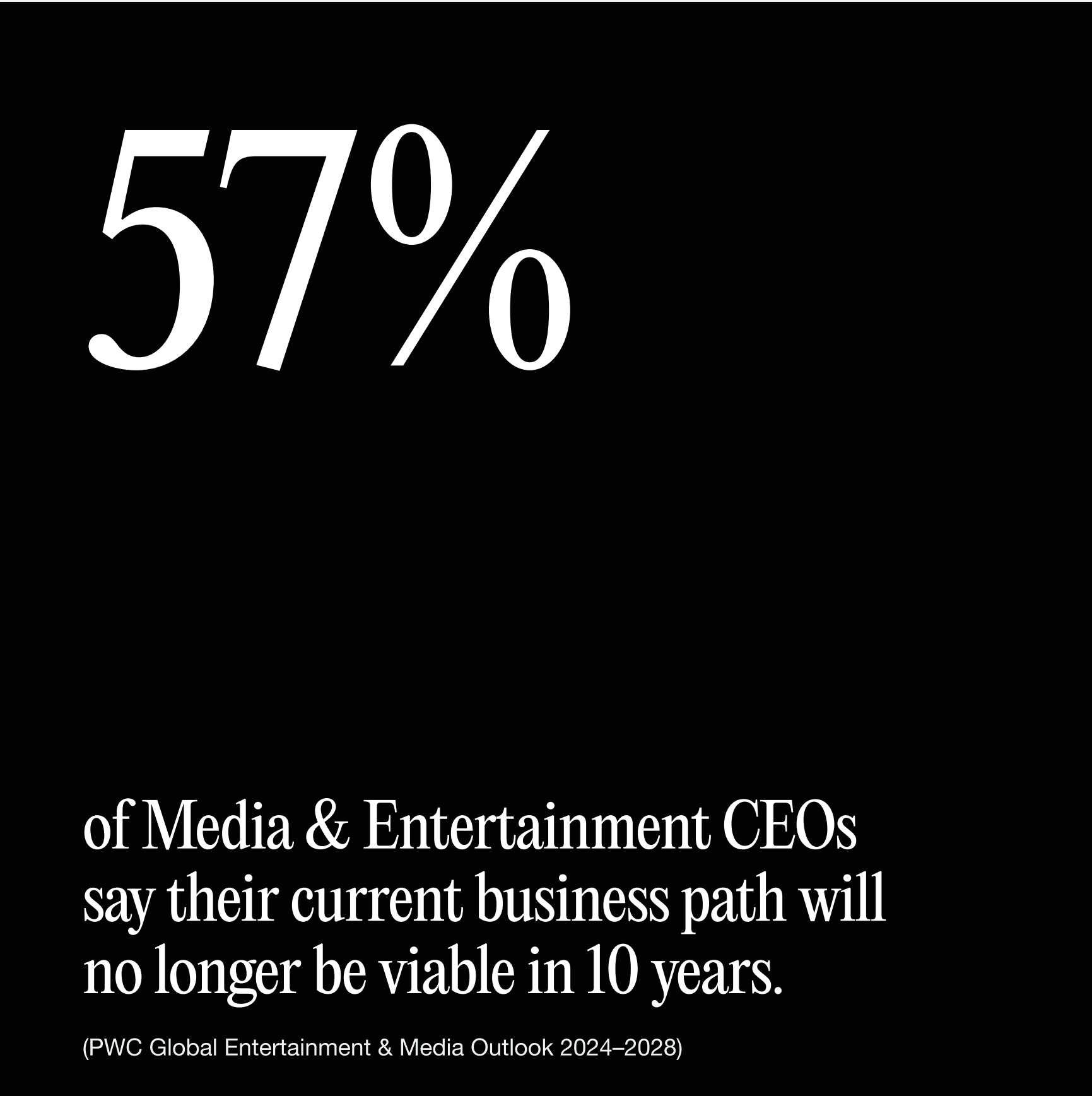
Misaligned incentivizes have lead to a high volume of low-quality "content," often with business models that lack transparency and don't fully reward the artist.

At the same time, new technology is democratizing access to storytelling in all mediums, making it possible for more people to bring their perspectives to the world and connect with an audience.

Great storytelling in all forms has the power to make our lives richer and more fulfilling. But to find an audience, it must communicate it's meaning and purpose.

UNCERTAINTY REMAINS HIGH

The industry will look entirely
different 10 years from now.



WE SEE A BRIGHT FUTURE AHEAD

We see a bright future ahead, driven by three truths.

A world with more stories is a better world.

Since humans made fire, we have been sitting around it telling stories. We are hard-wired to both tell and listen to stories.

Stories, of all mediums, are how we relate to the world around us and create a shared human experience.

As a society, this helps us establish a sense of belonging, ideally transcending connection from a technological perspective, and impacting real life.

Artists and storytellers have power.

We all know the feeling of being swept up in a song, film, or story, transported to another place and time, leaving us thinking differently about the world we thought we knew. There is great power in sending someone on this journey.

As the demand for meaning accelerates, so does the need for a multitude of perspectives that reflect our world.

Individually, for storytellers, the power comes from having something unique to add to the broader human conversation.

Visionaries and companies that put the art and artists at the center will define what's next.

As the Media & Entertainment industry grows to US\$3.4 trillion by 2028, new opportunities are emerging. Despite top-line revenue growth, many legacy companies are struggling to adapt. This opens the door for a visionaries to build something meaningful in this new era.

The companies and leaders that put the art and artists at the center will define what's next in this new era.



THE NEW MODEL

The most successful companies and artists build a community around a shared vision.

As sure as the sun will rise, new technologies, social trends, marketing channels, and customer expectations will emerge.

This reality makes marketing and audience building a challenge for film, music, and publishing leaders.

What won't change is the fan's preference to engage with authentic artists expressing a point of view, or the customer's preference to buy from strong brands that support them.

We're not saying this is going to be easy. We're saying it's possible.

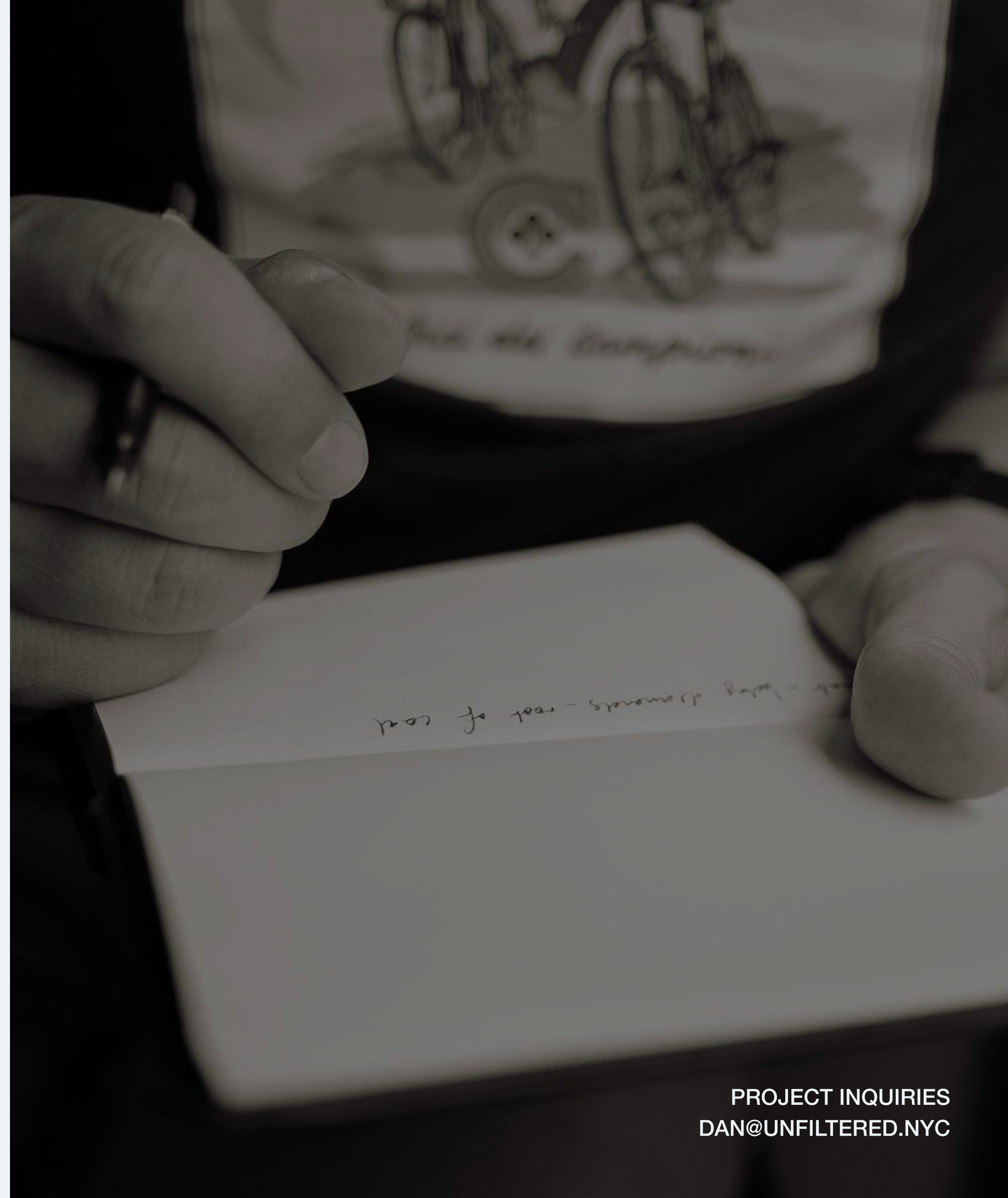
UNFILTERED IS A BRAND AND CREATIVE AGENCY
FOR THE NEW ERA OF FILM, MUSIC, AND PUBLISHING

PROJECT INQUIRIES
DAN@UNFILTERED.NYC

To build a strong brand in the new era, do these four things.

Before you brief your team, agency, or even yourself, consider the following essentials.

- 1. Start with the vision.** What is the work really trying to say? What is your unique point of view that could lead to a shared vision? Let that vision drive the brand.
- 2. Define the emotional tone.** What should someone feel at the first glimpse, so they know what's coming next?
- 3. Clarify what belongs, and what doesn't.** What language, design signals, and cues represent your vision? Be precise about what's in and what's out.
- 4. Decide what the audience should take away.** Curiosity? Excitement? Inspiration? Define the emotional outcome without distorting the vision.



THE MESSAGE IS THE MEANING

This isn't about
polish. It's about
honesty, clarity,
and creativity.

Let the creative vision lead.

Build a brand and marketing around it. Make
the brand feel as meaningful as the work itself.
Start with the vision and stay true to your
voice. Done well, you will always have
something to say. Create with an audience of
one in mind. The rest will come.



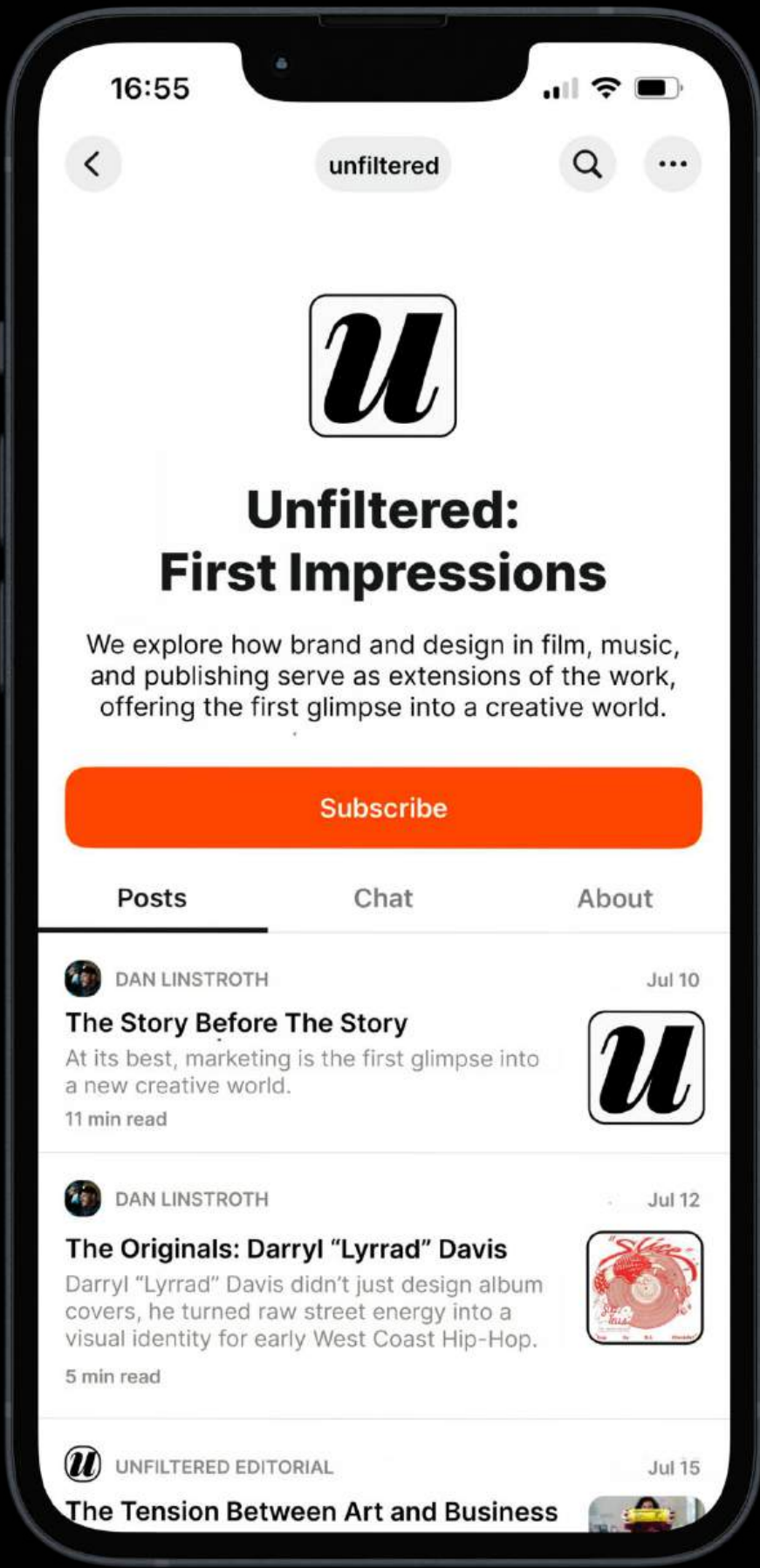
UNFILTERED IS A BRAND AND CREATIVE AGENCY
FOR THE NEW ERA OF FILM, MUSIC, AND PUBLISHING

PROJECT INQUIRIES
DAN@UNFILTERED.NYC

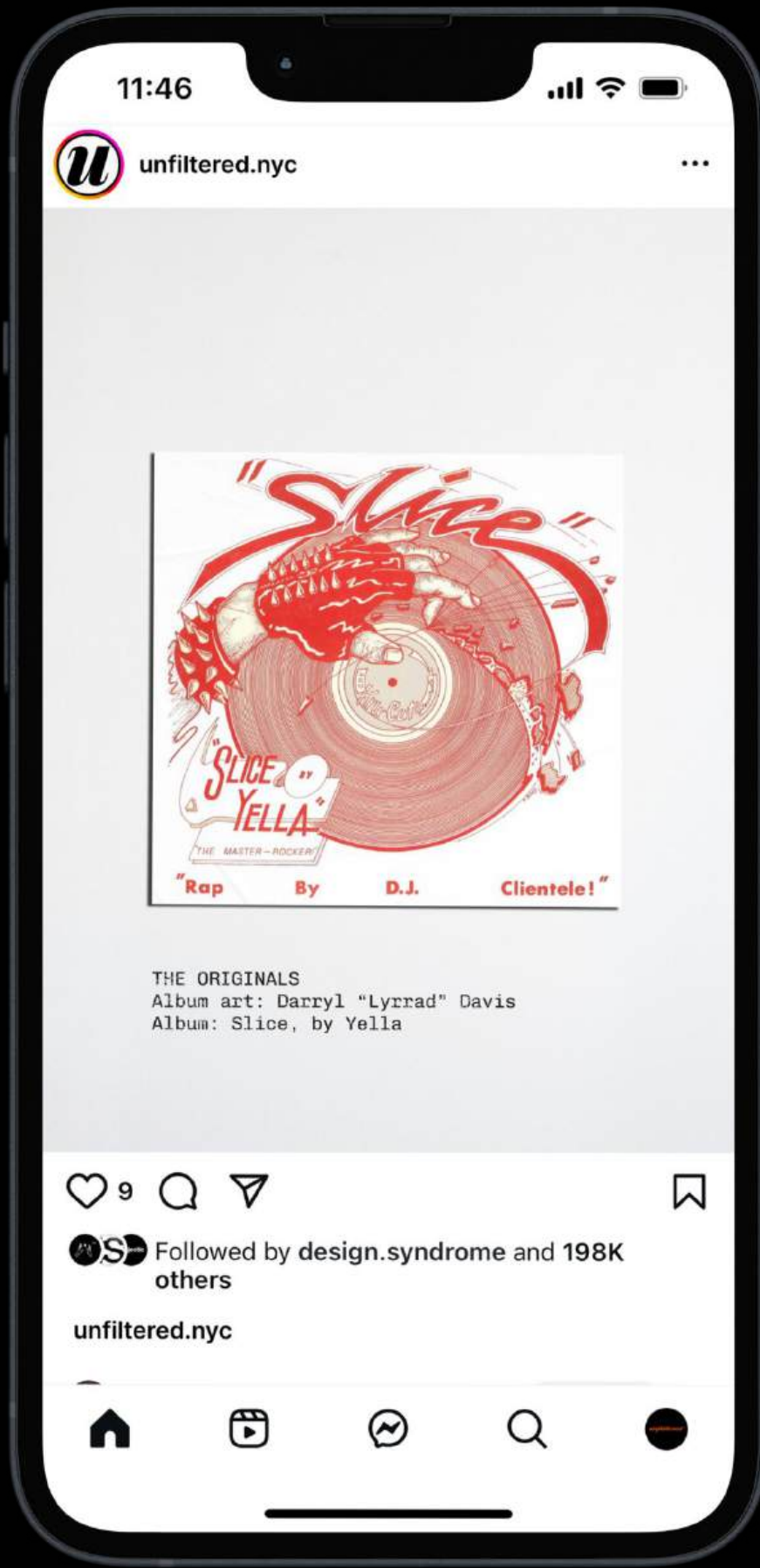
JOIN US

Unfiltered on Substack and Instragram.

We uncover the stories, people, and creative voices shaping the future of film, music, and publishing.



[Click to join us on Substack](#)



[Click to join us on Instagram](#)

UNFILTERED IS A BRAND AND CREATIVE AGENCY FOR THE NEW ERA OF FILM, MUSIC, AND PUBLISHING

PROJECT INQUIRIES DAN@UNFILTERED.NYC

Unfiltered is a creative studio for those shaping the new era of film, music, and publishing.

We team up with artists, execs, and marketing teams to amplify a creative vision and build real audiences. From a single poster to a full-scale campaign, we begin at the source: in the writing room, the boardroom, the studio, or backstage, where it all begins.

We’re a tight crew of strategists, designers, writers, and technologists based in New York, working with a global network of talent. Every project we take on carries craft, vision, and clarity.

Big or small, if it’s real, we’d love to help you amplify it.

Email us here to learn more.



unfiltered