



WITT LOWRY

DIGITAL STRATEGY | SPOTIFY VISUALISERS | YOUTUBE VISUALISERS



PROJECT SUMMARY

Witt Lowry is a famous independent music artist with millions of views on YouTube and hundreds of thousands of established fans worldwide.

We had the pleasure of working directly with Witt on a number of strategic and creative projects to help improve his overall brand presence.

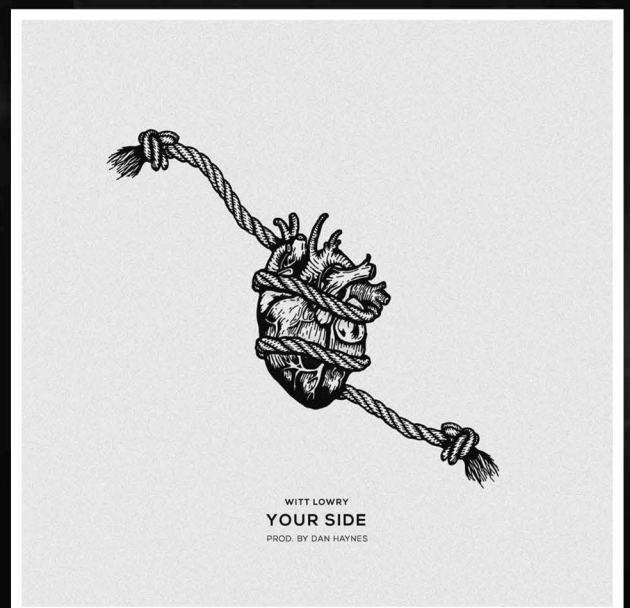
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THE CREATIVE VISUALISERS

Witt had decided to release a range of singles that promoted his music as he worked towards launching his next major project. This gave us an opportunity to work on a series of animations that we produced to help add finesse to the experience as a whole.

We were able to create a range of visualisers for optimised across a range of streaming services and platforms such as YouTube and Spotify, which have been viewed millions of individuals worldwide. We worked on Witt's "The Rise," "Your Side," "Push Your Luck," and "Changes" which collectively received over 1.79 million views on YouTube alone.



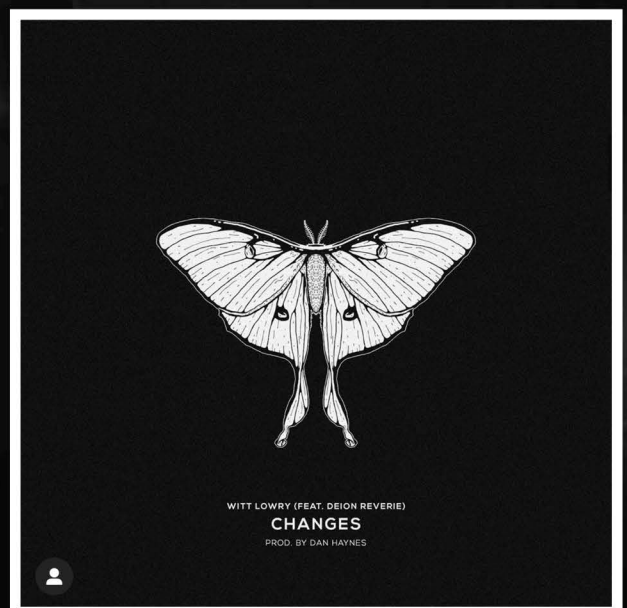
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DIGITAL BRAND DEVELOPMENT ADVISORY

We were also able to consult and advise Witt Lowry on different social media strategies that he could apply to further boost and improve his brand performance. We did a thorough analysis of his existing socials and create a thorough end-to-end advisory plan for future content generation and engagement.

We were also able to gain deeper insight into how independent labels build and procure brands in an extremely fast paced industry.



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SUMMARY OF RESULTS

- Delivered premium end-to-end animated visualisers optimised for YouTube streams and Spotify's built in music player for a richer listener experience.
- Received well over 1.79 million views across social platforms which directly improved streams on both Apple Music and Spotify.
- Positive listener feedback across Witt's ever growing fan base, which contributed to his overall brand image.
- Consulted Witt Lowry across a range of digital strategies that he was able to utilise to further improve customer engagement across his socials.

OUR FINAL THOUGHTS

Working with someone of Witt's calibre directly was extremely motivating to our team as a whole. We were able to experiment and push the boundaries particularly with our artwork and animation styles to bring his vision into the world.

We look forward to our expanding relationship with Witt to help him further expand his fan base and his global appeal.