

## New Sounds 2022 e-flyer brief

### Objective:

To create a Mailchimp e-flyer to promote our artist priorities for 2023. This will be uploaded to DISCO and Mailchimp so will need to just be image elements we can upload.

We'll also need a square playlist cover for Spotify, and an Instagram Story to link to the playlist.

We will need two version – one UK and one US – which will be the same format but different artists.

### Timeline:

First draft delivered by w/c 30 January

### E-flyer layout\*

\*ARTISTS TO INCLUDE AREN'T CONFIRMED, BUT PHOTOS/LINKS BELOW JUST TO HELP FORM LAYOUT

| New Sounds 2023 header & UMPG logo                               |  |                                 |
|--|--|---------------------------------|
| Intro text (pending)   |  |                                 |
| Download / Stream playlist                                       | Listen on Spotify  | Download / Stream Instrumentals |
| Even more new music – Click Here                                 |  |                                 |
| <b>Henry Moodie</b><br>Artist image<br>Artist CTA button & Name  | <b>LF System</b><br>Artist image<br>Artist CTA button & Name         |                                 |
| <b>Moncrieff</b><br>Artist image<br>Artist CTA button & Name     | <b>Hannah Storm</b><br>Artist image<br>Artist CTA button & Name      |                                 |
| <b>Sekou</b><br>Artist image<br>Artist CTA button & Name         | <b>Holly Humberstone</b><br>Artist image<br>Artist CTA button & Name |                                 |
| <b>Rina Sawayama</b><br>Artist image<br>Artist CTA button & Name | <b>Girl in Red</b><br>Artist image<br>Artist CTA button & Name       |                                 |
| <b>Sam Ryder</b><br>Artist image<br>Artist CTA button & Name     | <b>PNAU</b><br>Artist image<br>Artist CTA button & Name              |                                 |
| <b>Jodie Harsh</b><br>Artist image<br>Artist CTA button & Name   | <b>Maisie Peters</b><br>Artist image<br>Artist CTA button & Name     |                                 |
| Get in touch – alex.kelly@umusic.com                             |  |                                 |
| Visit Website / Follow Instagram / Spotify / Twitter             |  |                                 |
| Footer copy & UMPG logo  |  |                                 |

## Artist Images

<https://umusic.box.com/s/2ik35xnbwyjybo0egtj6nuovfuguecx>

**Call to action links** – pending

## Links

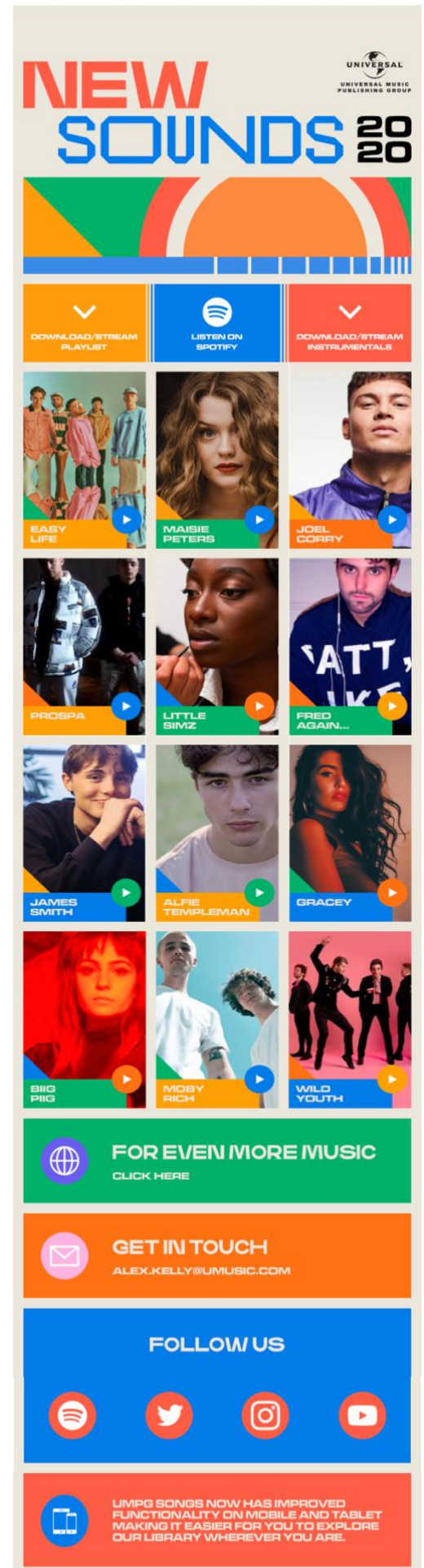
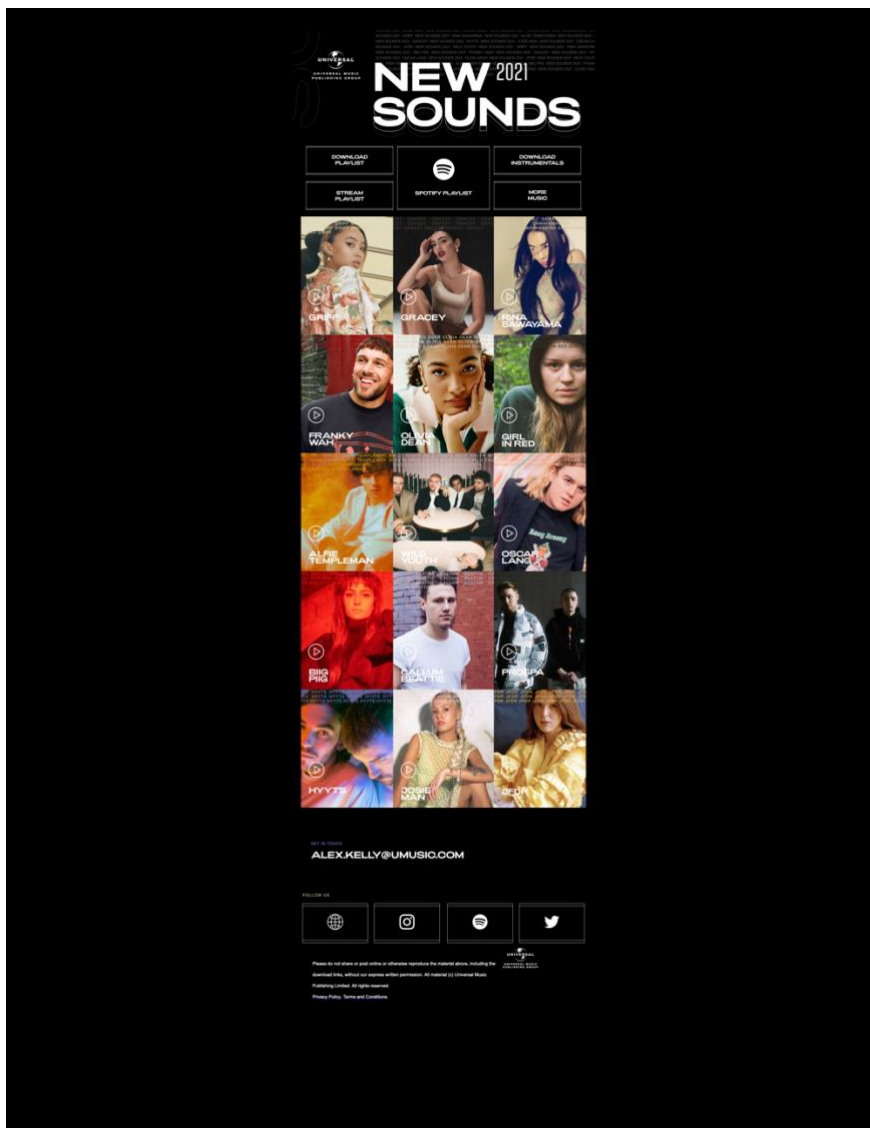
- Website
  - o UK <https://www.umusicpub.com/uk/>
  - o US <https://www.umusicpub.com/>
- Instagram
  - o UK [https://www.instagram.com/umpg\\_uk/](https://www.instagram.com/umpg_uk/)
  - o US <https://www.instagram.com/umpg>
- Spotify
  - o UK <https://open.spotify.com/user/universalmusicpublishinguk>
  - o US <https://open.spotify.com/user/umpg?si=8546a06d12414734>
- Twitter
  - o UK [https://twitter.com/umpg\\_uk](https://twitter.com/umpg_uk)
  - o US <https://twitter.com/umpg>
- YouTube (same for both) [https://www.youtube.com/channel/UCxx55pLu14cKGmdsFz\\_rYiw](https://www.youtube.com/channel/UCxx55pLu14cKGmdsFz_rYiw)
- UMPG Songs playlist: to come
- Spotify playlist: to come

## Design

- We'd like this to be inspired by colourful, fun retro line art. We want it to feel fresh without being over fussy/complicated. Examples below.



Previous examples:



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