

MUSIC PROMOTION SAM CARMODY



THE BRIEF

Sam Carmody and his band are working towards becoming a permanent part of the music industry, hoping to solidify their place in the Australian music scene over the next 12 months to 2 years.

They plan to release an EP and hope to raise their profile with website, t shirt, poster and logo designs.

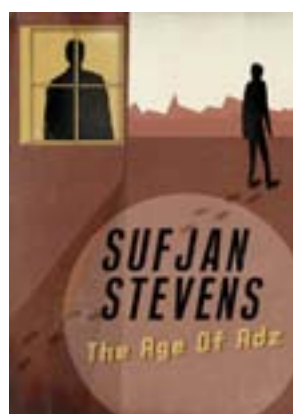
The current main target market for Sam's music is young triple j listeners aged 18-24, but they hope to begin to capture an older, more intelligent audience.

Visual references include Oh Mercy, Paul Dempsey and The National.

Leaning towards a Maritime feel but want to steer clear of Bob Evans and Josh Pyke comparisons. Though the band has a folky/surf feel they would like references to this to be subtle.



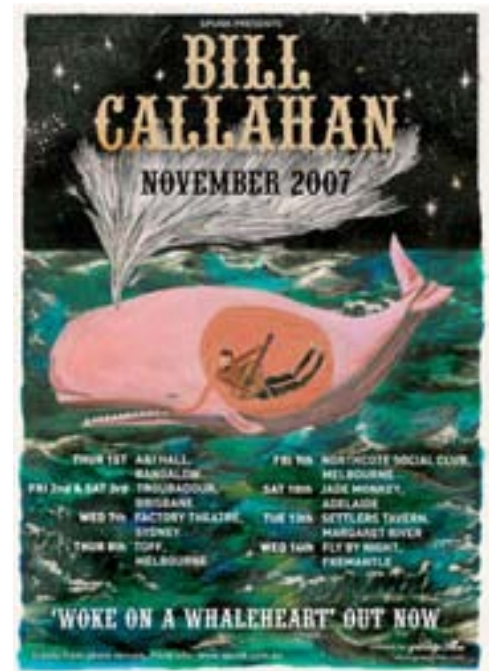
RESEARCH



CONCEPTS



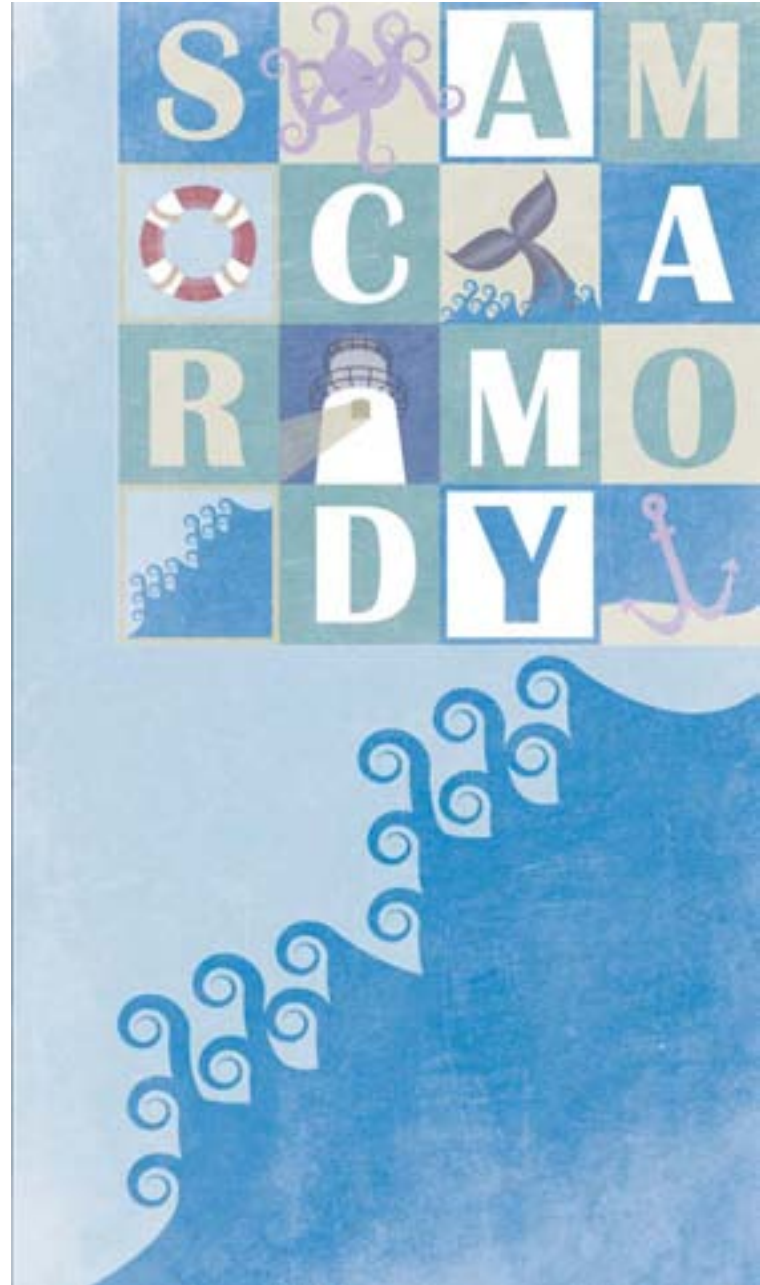
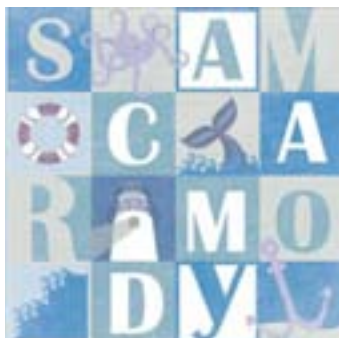
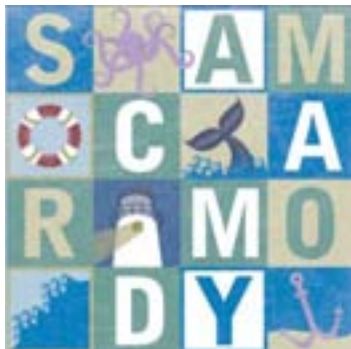
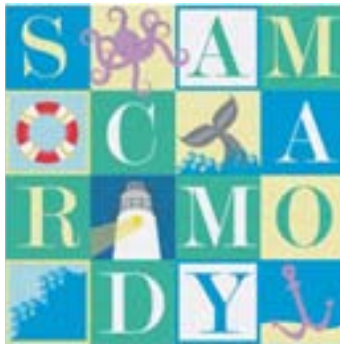
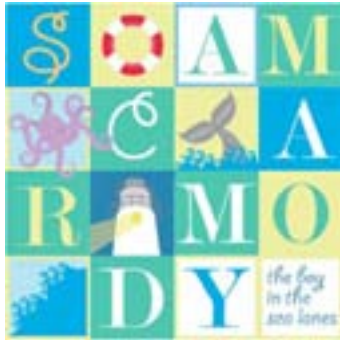
CONCEPTS



CLIENT FEEDBACK:
This idea to be developed as a single cover

IMAGE RESEARCH



DEVELOPMENT

CLIENT FEEDBACK

Too much of a “mellow, sea-faring, friendly songman vibe.” Would like to see artwork with a more melancholy, moody feel that reflects a more complex relationship with the ocean. NO LIGHTHOUSES

Mark Neal to me

[show details](#) Mar 31 [Reply](#)

Hi Caitlin, looking great.
any chance you can make it a bit darker, i dont want i to be to pretty. if that makes any sense.
i'll get back to you about track information
mark

Date: Thu, 31 Mar 2011 00:55:15 +1000

[Show quoted text](#)

Mark Neal to me

[show details](#) Mar 31 [Reply](#)

Hi Caitlin

Sam and I just had a little discussion, the design and the idea is really cool, but its possibly a little too happy.

Sam said
"I guess a general comment would be that the art maybe feels a little too 'Josh Pyke' or Bob Evans or something. It has a kind of mellow, sea-faring, friendly-songman vibe to it. These probably aren't incorrect assessments of what I'm doing, but I would hope that my music is a little more complex and moody than that at times, and I would love for that to be reflected in the artwork.

It felt too uncomplicated (with all those lighthouses and stuff). The sea as a metaphor is used a lot in my songs but generally not as something that is calming or peaceful, but more as a kind of melancholy, troubled thing. I think Pyke and The Waifs and all that folk from about four years back, they did the lighthouse thing to death. maybe if it had more of a city/industrial vibe to it. deeper and darker. change some of the images for houses and buildings"

what do you think?
mark

Date: Thu, 31 Mar 2011 00:55:15 +1000

[Show quoted text](#)

Caitlin Moloney to Mark

[show details](#) Mar 31 [Reply](#)

Hi Mark

Yeah I totally understand where you're coming from, the blocky colourful layout also runs the risk of looking very childlike.

I could definitely make it a lot darker - do you want me to keep the maritime references in general, but approach it from a different angle that is a bit darker and more moody? Or actually change all of the imagery to something more city/industrial and/or more abstract?

I've attached a couple of quick examples for you, I need more time to work out the images but just to give you an idea of what I'm thinking.
if you still want to go with the ocean theme.

Caitlin

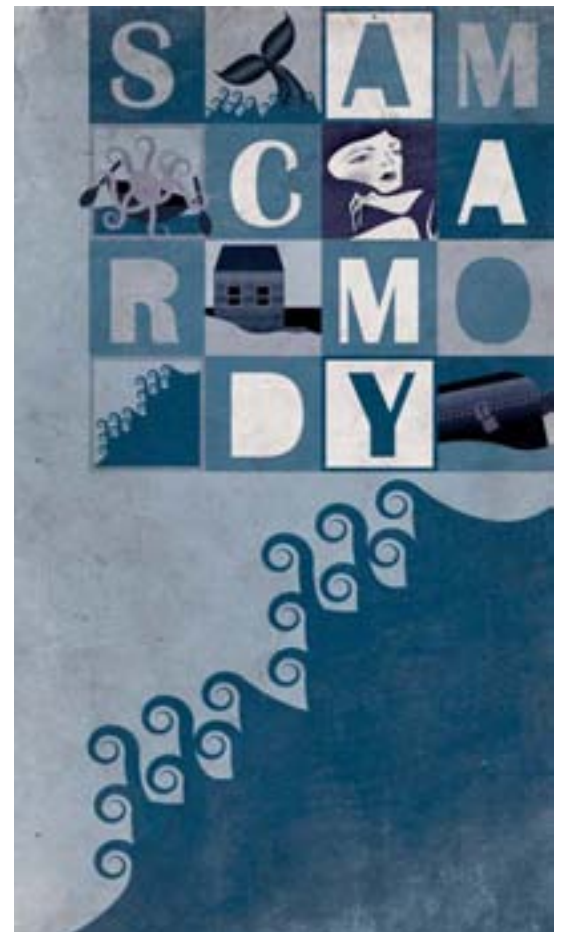
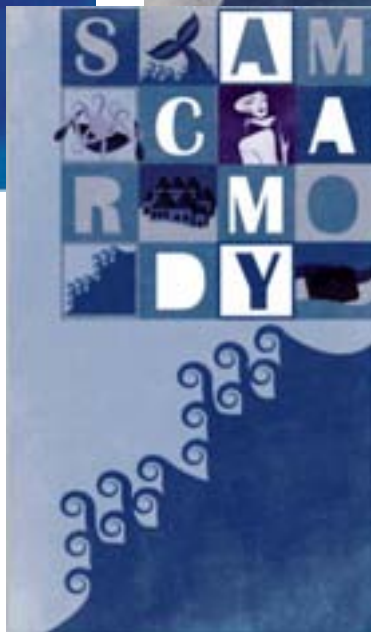
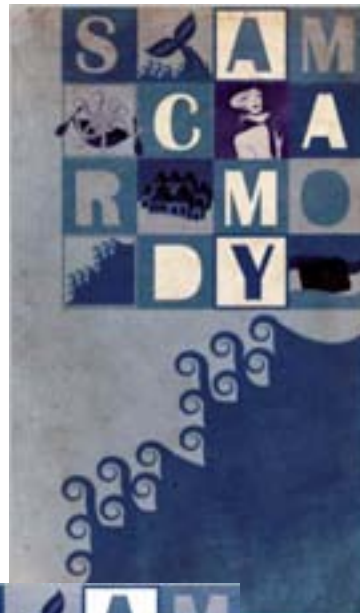
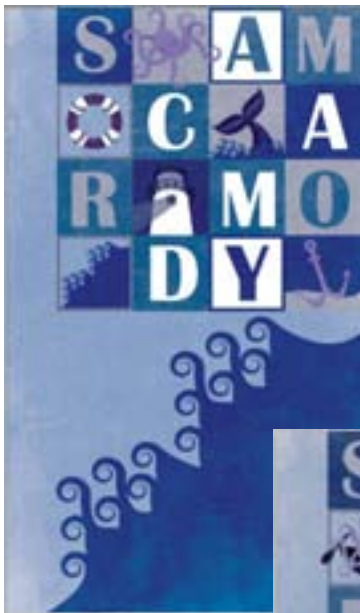
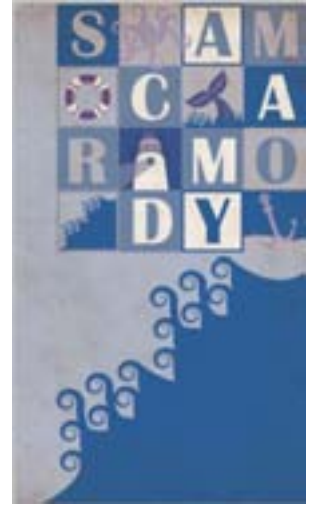
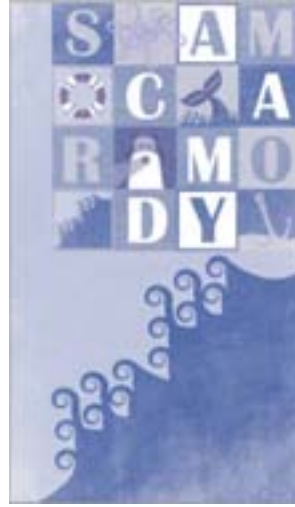
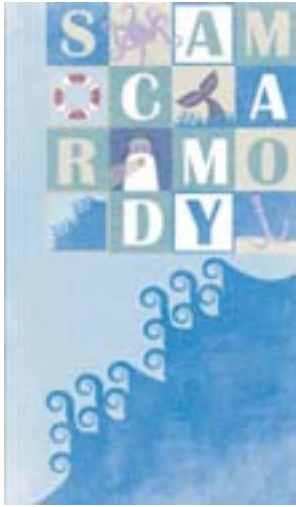
[Show quoted text](#)

Mark Neal to me

[show details](#) Apr 3 [Reply](#)

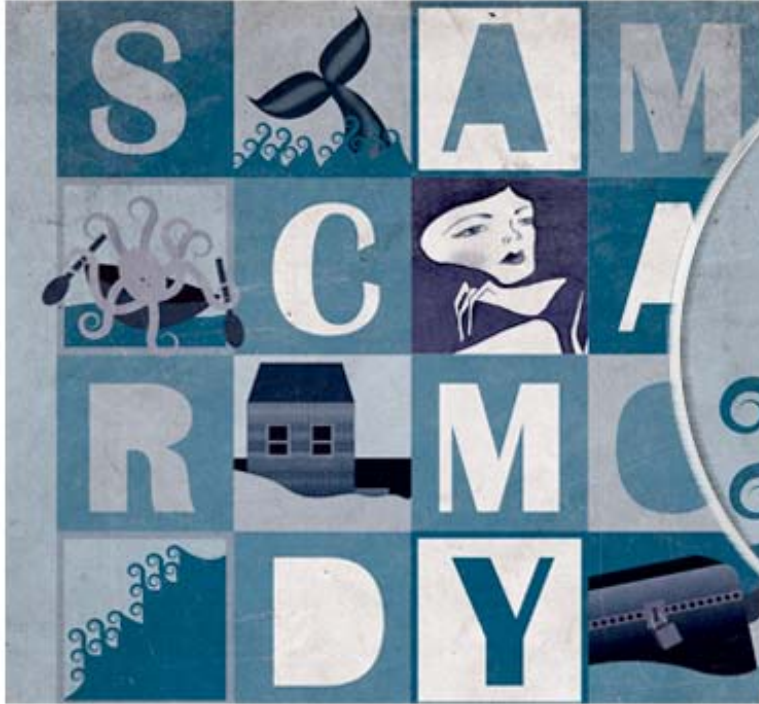
The dark colours make a huge difference. I really like the combination of the maritime the girl and the house. More of a run down house rather than a mansion would be good.

DEVELOPMENT



FINAL

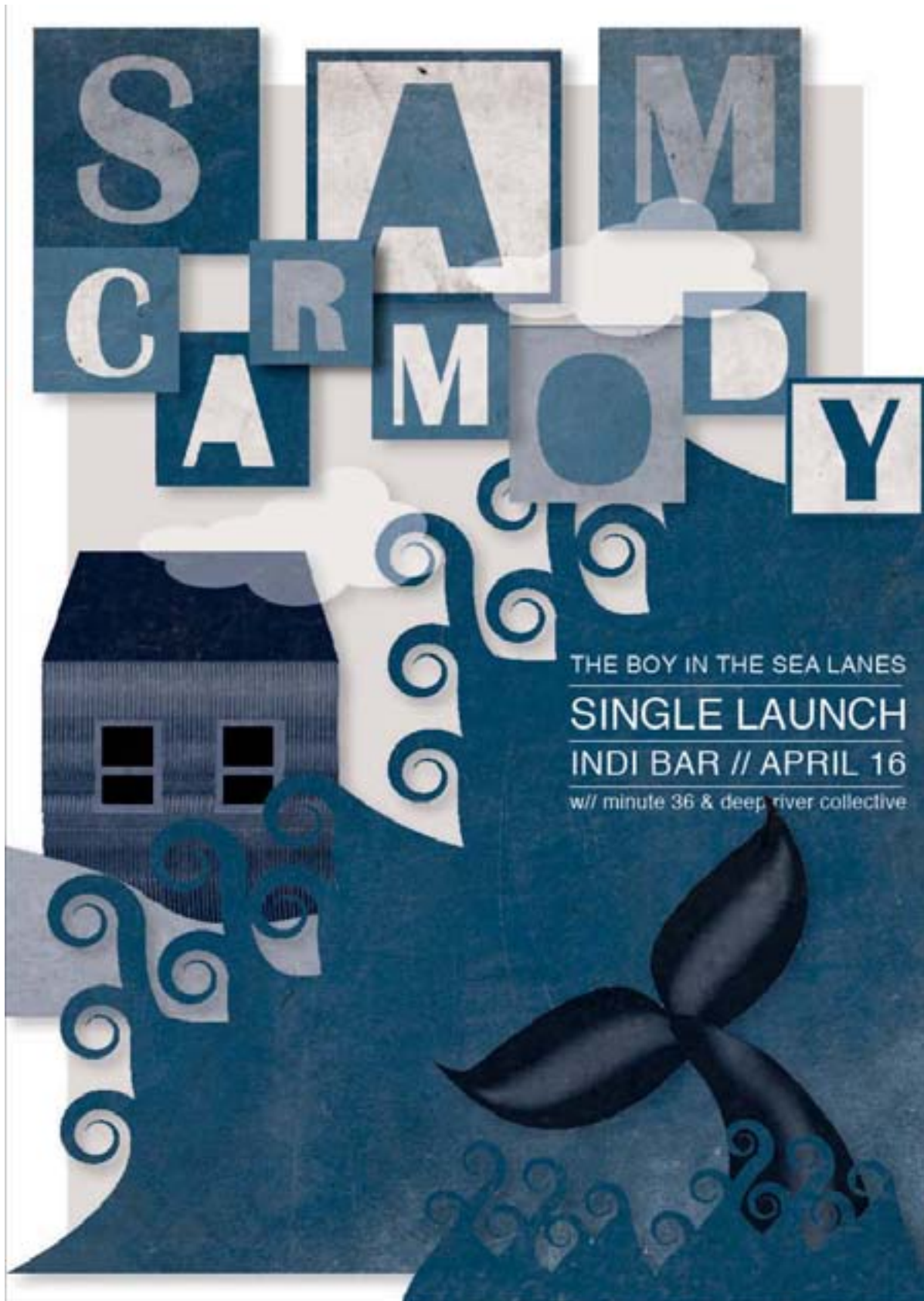
sam carmody • the boy in the sea lanes



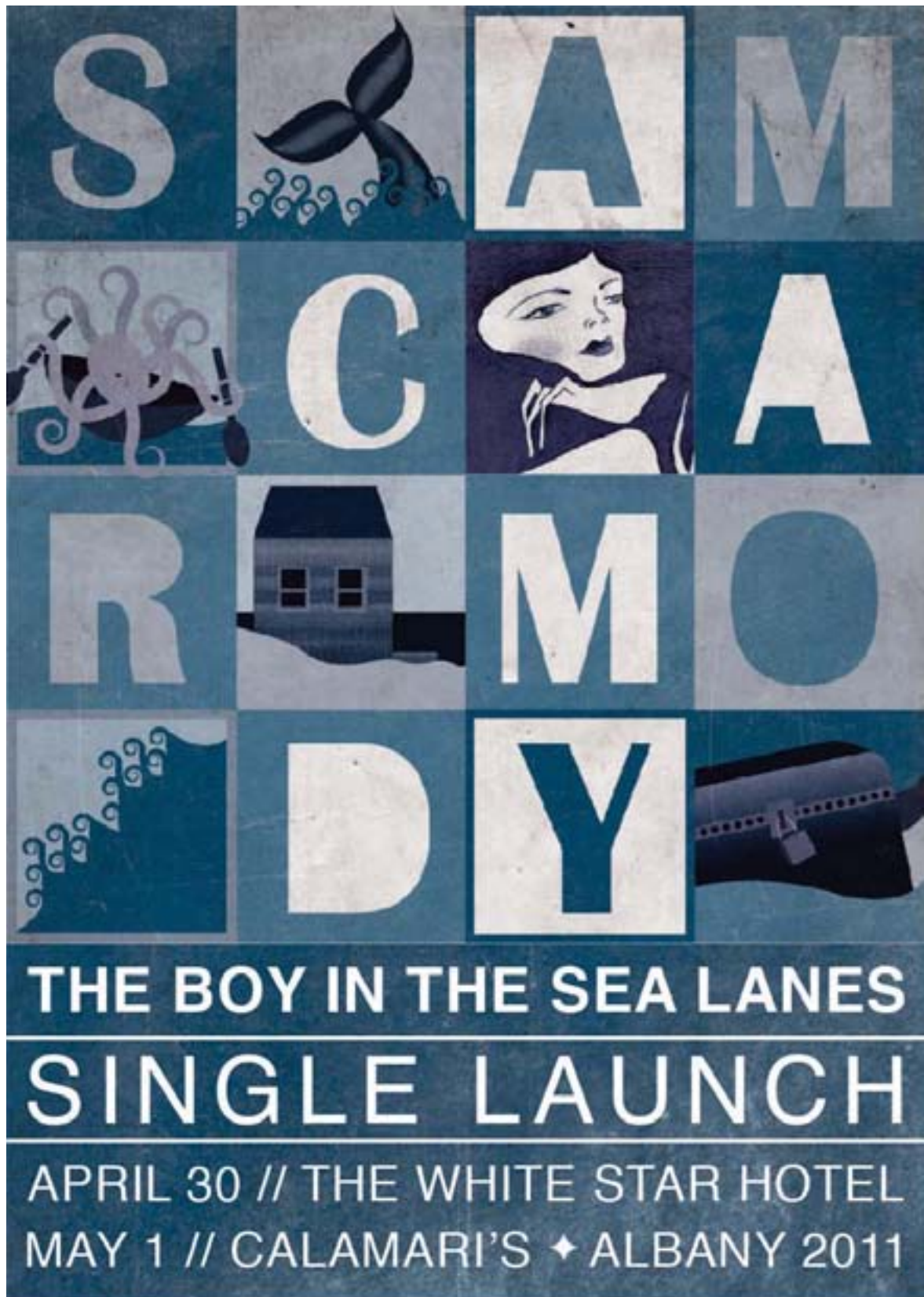
POSTERS



POSTERS



POSTERS



POSTERS



MERCHANDISE



THANK YOU

