



# JOHN LINDAHL

ANIMATED MUSIC VIDEO | DIGITAL STRATEGY



## PROJECT SUMMARY

John Lindahl is a talented musician recently signed to arguably one of Hip Hop's biggest labels, Def Jam Records and the Universal Music Group. Having already worked with the team over at Bobby Boy Records, John and his management reached out to us to help put together an animated music video for his track – "Chicago," from his debut album, "Opening Night."

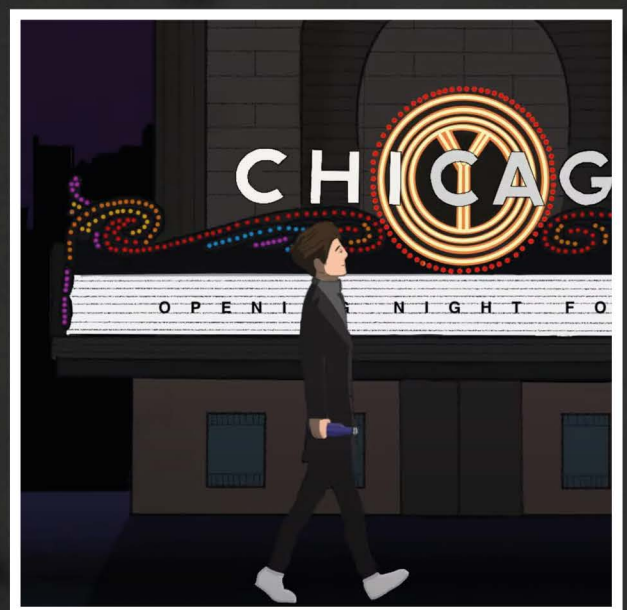
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## MUSIC VIDEO DEVELOPMENT

We worked around the clock to get the storyboards and the design framework to best represent the song itself. This involved a lot of an incredible amount of planning, scripting and a continual back and forth to ensure that we fully understood and integrated John's vision for the visual.

Having a lot of creative freedom, allowed us to push the boundaries with the animation itself, exploring different colour styles, movement styles and lighting techniques.



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## SUMMARY OF RESULTS

- Delivered an exceptional and fully bespoke animated music video within a strict 3-week time constraint window.
- Thousands of views and likes across social media, which positively improved streams on John's Spotify, YouTube Music & Apple Music.
- Hundreds of comments across various social platforms showing praise from the fans around the world for the creative piece.
- The video was premiered on a live digital stream which had hundreds of viewers reacting positively in real time to the track.
- Positively received by John Lindahl and his supporting team.

## OUR FINAL THOUGHTS

As mentioned before John hosted a live digital premier to commemorate the launch of the project, where you could see fans react in real time to our work. The piece itself received thousands of views and a great reception across the board not just from the fan base but from John's personal team, which was extremely fulfilling to us as creatives.

Not only were we able to gain valuable and practical experience with dealing with a popular upcoming artist under an established record label but we were able to exercise a high level of creative and strategic thinking. We look forward to working with John Lindahl in future projects to help further develop and establish his brand.