ETSY + BONFIRE "BELONGINGS" MUSICAL STRATEGY

WHO WE ARE

COLLABORATION. CREATION. INSPIRATION.

BONFIRE COLLECTIVE IS A MUSIC SUPERVISION COMPANY FOR THE ENTERTAINMENT INDUSTRY. WE TREAT EACH PROJECT AS A UNIQUE COLLABORATION. OUR RANGE OF SKILLS AND DEPTH OF RELATIONSHIPS BUILT OVER 20 YEARS ALLOWS US TO HANDLE ANY MUSIC-RELATED ISSUE. BOLSTERED BY A STAFF OF MULTI-TALENTED CREATIVES WITH EXPERIENCE IN ALL ASPECTS OF THE MUSIC WORLD, WE CAN OPERATE IN AN ADVISORY CAPACITY OR MANAGE THE ENTIRE PROJECT FROM INSPIRATION TO END. OUR ARTISTIC SENSIBILITIES RESONATE THROUGHOUT THE WORK AND IN OUR RELATIONSHIPS SO THAT THE FINAL OUTCOME CONTAINS A HIGH LEVEL OF TASTE, CRAFTSMANSHIP, AND PROFESSIONAL ACUMEN.

WE LISTEN.
WE CONNECT.
ARTISTS TO SONGS.
SONGS TO PICTURES.
IDEAS TO ACTION.

GOAL

CREATE A MUSICAL NARRATIVE FOR THE CAMPAIGN THAT LEVERAGES THE BRANDS CORE ATTRIBUTES TO CONNECT WITH THE TARGET AUDIENCE AND HELP THIS ALREADY AMAZING COMMERCIAL CUT THRU THE CROWDED LANDSCAPE

STRATEGY

....

IDENTIFY AN EXISTING SONG THAT CAN BE RE-IMAGINED BY A NEW ARTIST.

IT'S ALL ABOUT HOW CREATIVE A PAIRING WE CAN MAKE.

HOW?

* BY WORKING WITH A RECOGNIZABLE SONG WE CAN HARNESS THE MESSAGING OF THE LYRICS, MELODY AND MEMORABILITY THAT CREATE INSTANT CONNECTION.

* BY CREATING A VERSION UNIQUE TO ETSY YOU CAN ALIGN YOURSELF WITH AN ARTIST WHOSE VALUES EMBODY THE BRAND AND A SOUND WHOSE SPIRIT FEELS ON BRAND.

FROM SEASON TO SEASON ETSY CAN RE-INVENT AND RE-IMAGINE THEIR STYLE, BUT THE SPIRIT AND ENERGY WILL ALWAYS IDENTIFY AS UNIQUELY ETSY.

RESULT:

A QUIRKY, UNEXPECTED, EXTRAORDINARY, FUN, UNIQUE PAIRING THAT PEOPLE WILL CONNECT WITH- VERY ETSY.
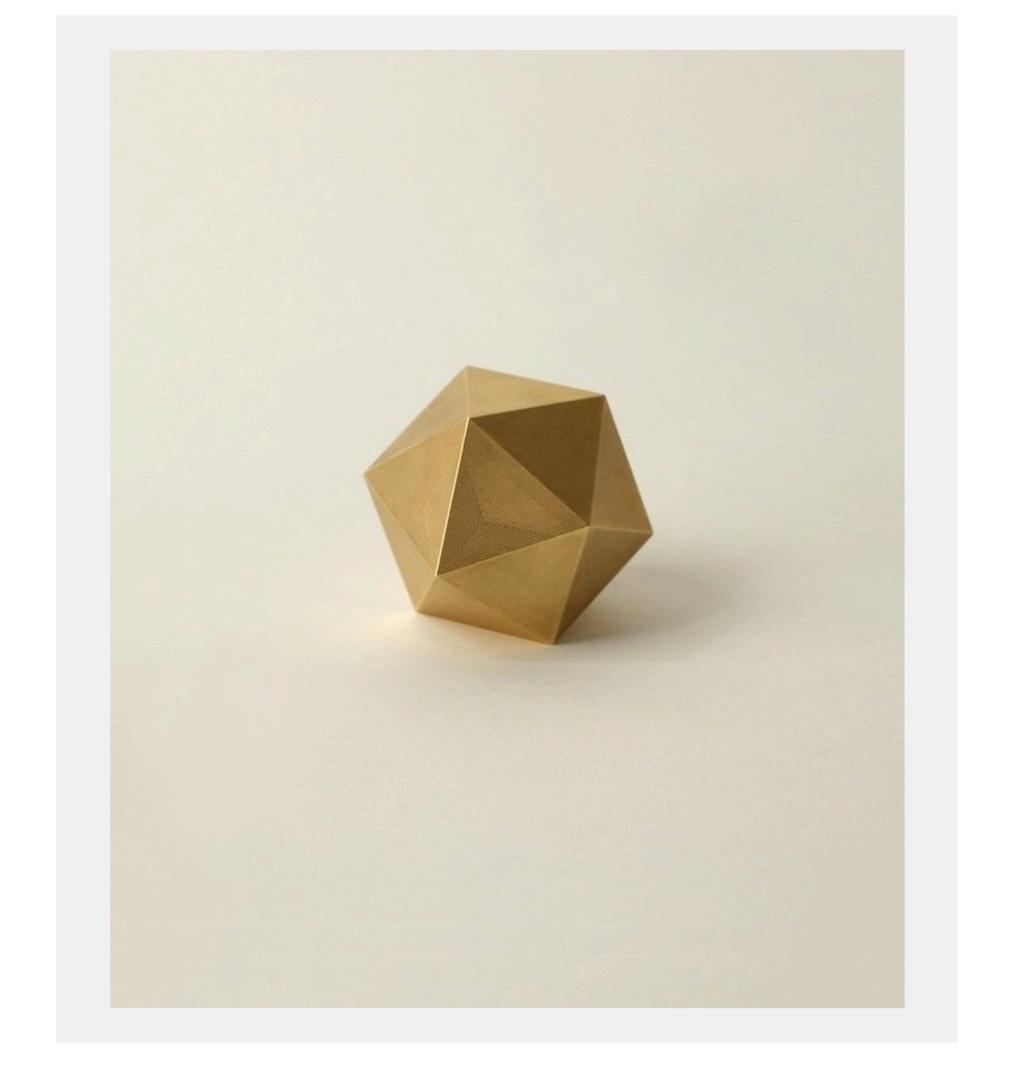
NEXT STEPS CREATIVE

LET'S LISTEN TO SOME MUSIC!

TOGETHER WE CAN LISTEN TO MUSIC AND START TO NARROW DOWN SONG IDEAS AND MUSIC STYLES THAT FIT THE BRAND AND CAMPAIGN.

SONG EXPLORATORY- CREATE PLAYLISTS
BASED AROUND VARIOUS IDEAS:

BELONGING, TOGETHER, FUN, HERE, NOW,
COME OVER, JOIN US, BE HERE, WARMTH,
ONE OF A KIND, UNIQUE, IMAGINATION,
LOVE, LAUGHTER, LOOKING, SEARCHING,
FOUND, LIFE, MAGIC...

ARTIST EXPLORATORY - IDENTIFY
ARTISTS THAT ARE UNIQUE
STORYTELLERS WHO CAN RE-IMAGINE
THIS SONG IN A NEW WAY.

QUIRKY

UNIQUE

CONNECTED

FUN

UNEXPECTED

EXTRAORDINARY

MUSIC PRODUCTION:

SONG EXPLORATION START: MONDAY MARCH 18

ARTIST EXPLORATION START: MONDAY MARCH 18

NEGOTIATE MUSIC LICENSE W/O MARCH 28

MUSIC PRODUCTION APRIL 1-16