

# Hey Goodbye

## EP release social media campaign

Jonathan Ellman

MindMelt Productions

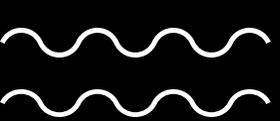


# Introduction

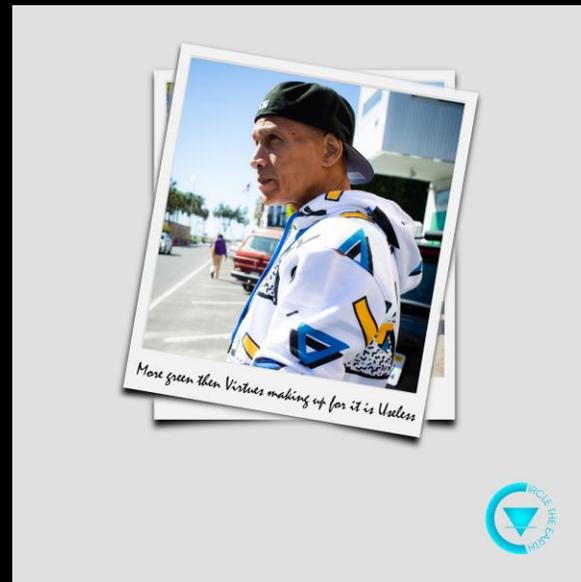
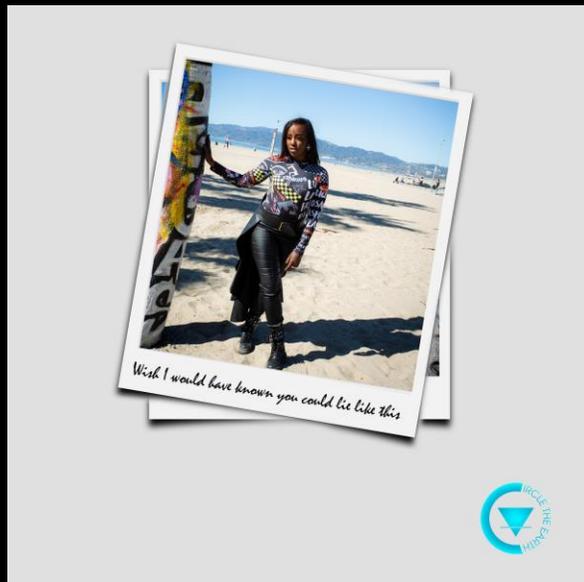
Our music client released their first EP (mini record album) and we were tasked to come up with a social media campaign to help promote it.

Having a very short window to execute a 10 day campaign, we were still able to deliver a successful campaign that was well received by the entire band. I created daily posts with polaroids shot during the music video with lyrics written on the bottom, a final collage graphic, and a motion graphic story/reel.



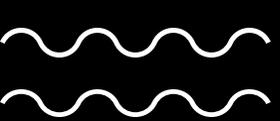


# Post Content

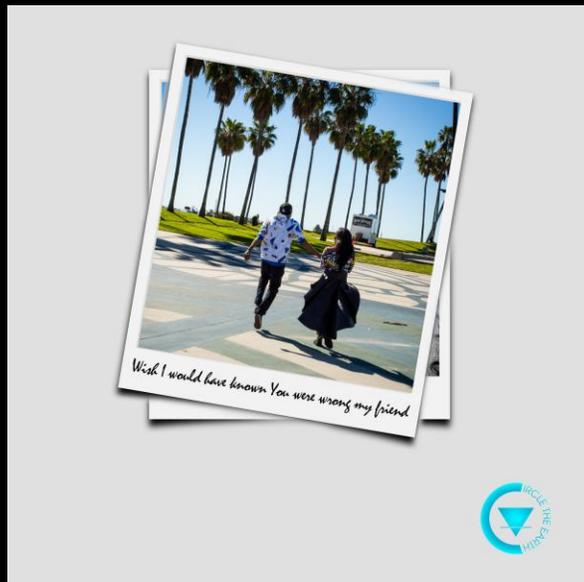


Polaroid photo design w/ lyrics



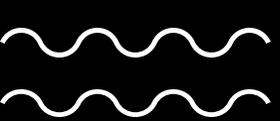


# Post Content

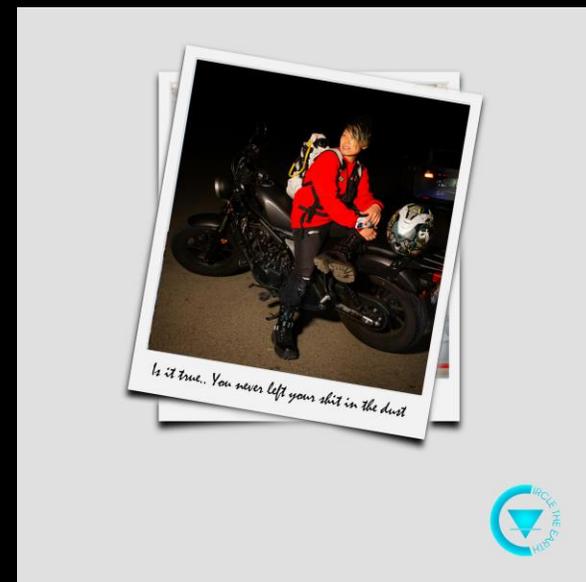


Polaroid photo design w/ lyrics



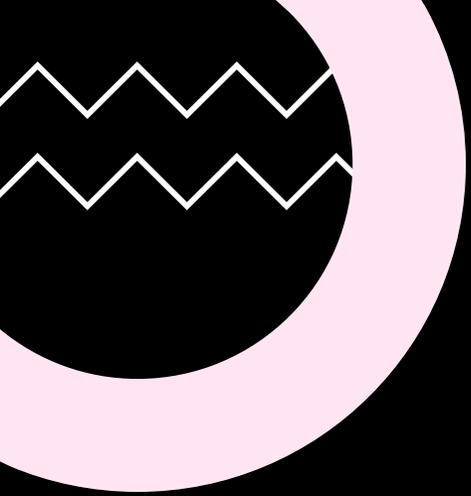


# Post Content



Polaroid photo design w/ lyrics

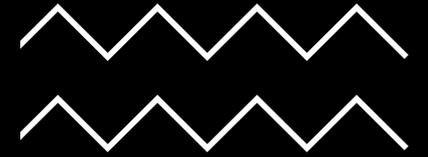




Final postcard with band



# Collage designs concept

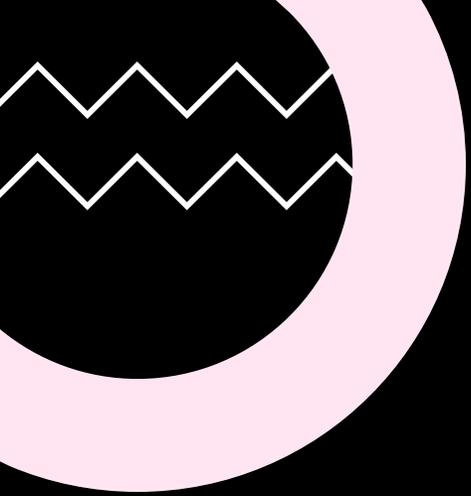


Color



Sepia tone / filter





## Final collage with record







**2023 MARCH**

# CIRCLE THE EARTH

**#1**

## RELEASE FIRST ALBUM!

NAMED "TOP 100" INDIE ARTIST

HEAR ALL OF THE BAND'S HIT SONGS!

**FIRST EP NOW STREAMING!**

Contact  
JOHNNY MILLER, TRUPITCH ENTERTAINMENT  
TRUPITCH.COM | 310-435-7195  
www.circletheearth.band

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## Additional Design

We also created print ads for a major music magazine and re-purposed artwork for social media to promote the band and the album's release.

# THANK YOU

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