

# Hey Goodbye

EP release  
social media  
campaign

Jonathan Ellman  
MindMelt Productions



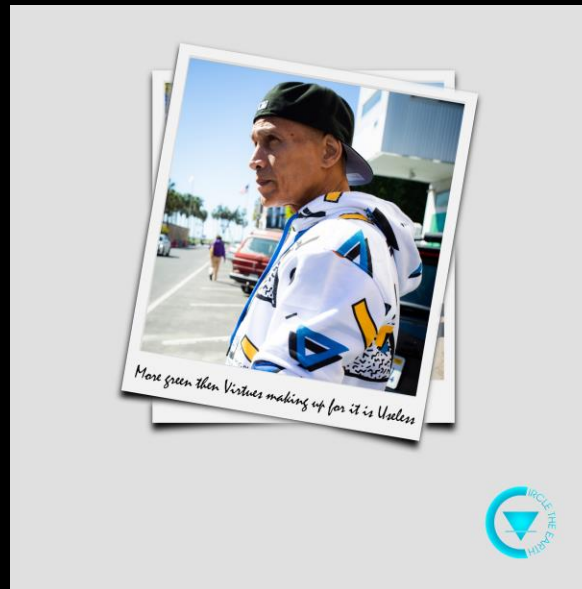
# Introduction

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.

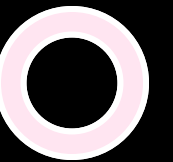
Having a very short window to execute a 10 day campaign, we were still able to deliver a successful campaign that was well received by the entire band. I created daily posts with polaroids shot during the music video with lyrics written on the bottom, a final collage graphic, and a motion graphic story/reel.



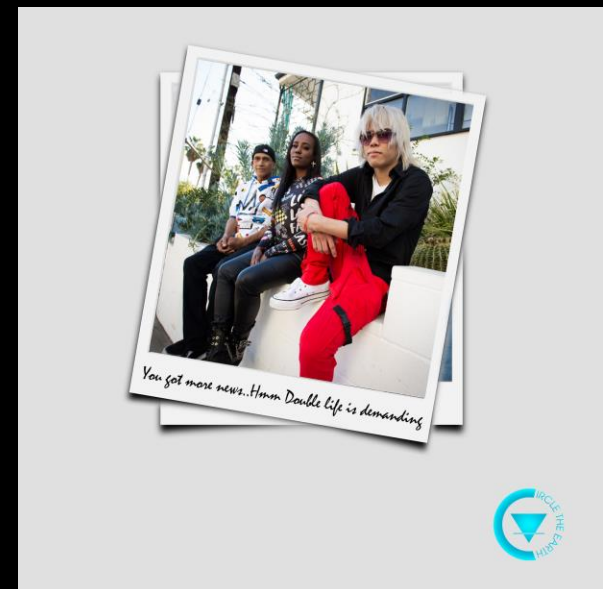
# Post Content



Polaroid photo design w/ lyrics



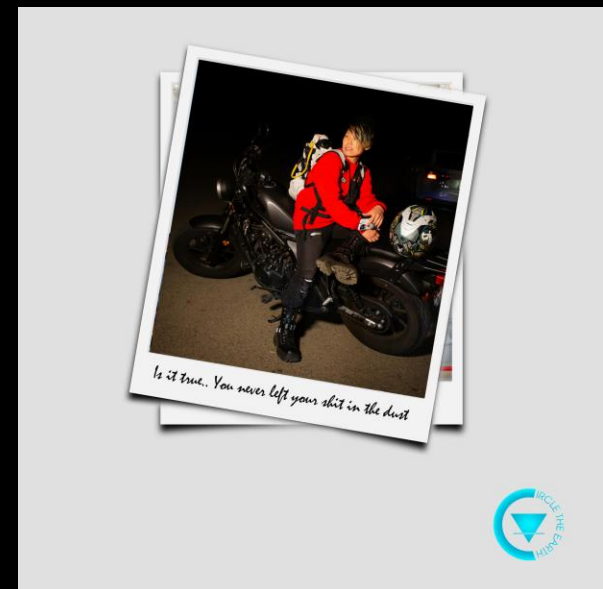
# Post Content



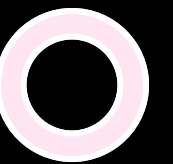
Polaroid photo design w/ lyrics

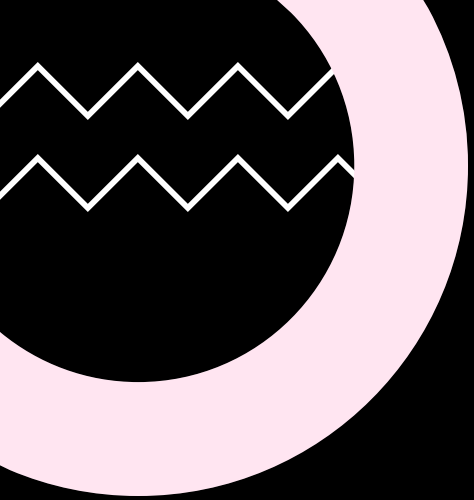


# Post Content



Polaroid photo design w/ lyrics





Final postcard with band

HEY GOODBYE EP SOCIAL MEDIA CAMPAIGN



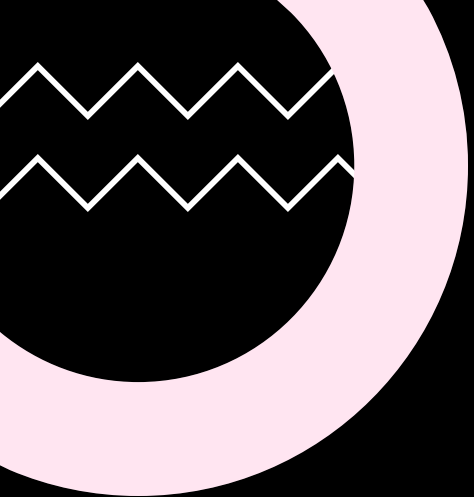
# Collage designs concept



Color



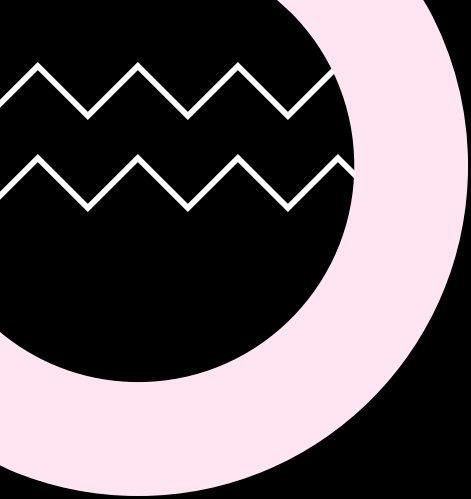
Sepia tone / filter



Final collage with record







CIRCLE THE EARTH  
**NEW EP**  
RELEASE PARTY

**MARCH 22 ★ 7PM**  
**SIR REHEARSAL STUDIOS**  
6465 SUNSET BLVD. LOS ANGELES, CA

HOSTED BY TRU PITCH ENT. + PRESS HERE PUBLICITY | SEATING LIMITED

Logos for SIR (SIR RECORDS ENTERTAINMENT) and a QR code are also present.

[IG Story](#) | [click to play](#)

(actual audio track added in IG)

HEY GOODBYE EP SOCIAL MEDIA CAMPAIGN





## 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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