

My name is Gabriel
Spadaccini. Here are some examples of how I've helped brands reach the masses.

Table of Contents

Sprite x Genius	1
Life Without Andy Nike 'Month of Max'	2
Life Without Andy × NewsCorp Australia	3
Warner Music Group × Level Music	4
Faces For Radio Promotional Content	5



Sprite x **Genius**

The Brooklyn-based media company Genius brings music intelligence to the masses. Founded as 'Rap Genius' in 2009, this unique media company works with artists and the community to transform insider knowledge into videos, events, in-depth features, breaking news coverage, and a variety of other music knowledge content.

1

Sprite sought a unique branding campaign centered around music. The challenge here was to create a compelling program idea - including video, editorial, and an event - that aligned the soft drink brand with Genius' mission of music knowledge.

The Solution:

- A marketing campaign with bright, bold colors, and an emphasis on Genius' neon yellow and Sprite's signature green; fonts and font styles in line with Genius web design; photography of musicians in studio and/or onstage
- A focus on:
 - Unique voices and powerful storytelling
 - Universal involvement, participation, and enjoyment
 - Deep appreciation for music background and iconic lyrics

Setting the Stage: Powered by Sprite

A video segment shining light on each stage of the creative process, articulating a connection between recording artists and music fans, songwriters and the annotations on their lyrics, performers and concertgoers. In the segment, Sprite powers all stages of the creative process, acting as the fuel.

An NYC-based concert, for Genius users, and editorial pieces to showcase each stage of the creative process, with engagement from both artists and fans.



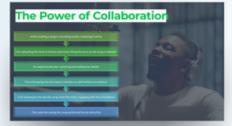




















Headlines from the Sprite x **Genius Editorial Campaign** "Ten Takeaways from the Genius x Sprite 'Setting the Stage' Showcase" "Five Reasons We Can't Wait to See [x Artist] Live at the Genius x Sprite 'Setting the Stage' Concert "How Genius and Sprite Teamed Up to Bring Artists and Fans Closer Together" "Watch [x Artist] React to Fans Annotating '[track name]' "Head Into the Recording Studio with [x Artist] in Sprite and Genius' New Campaign" "New Video Campaign from Sprite Captures Genius' Mission to Spread the Knowledge Behind the Music" "Genius Pays Tribute to its Scholars in New Campaign"



As a way to celebrate the past, present, and future of the revolutionary Air Max sneaker family that has graced feet since 1987, Nike and Life Without Andy partnered to begin the 'Month of Max' celebrations. The goal here was to appeal to sneaker-collector culture and create a custom event based around the history of the Nike 'Air Max' brand.

NIKE X LIFE
WITHOUT ANDY
VIDEO SPOT





The Solution:

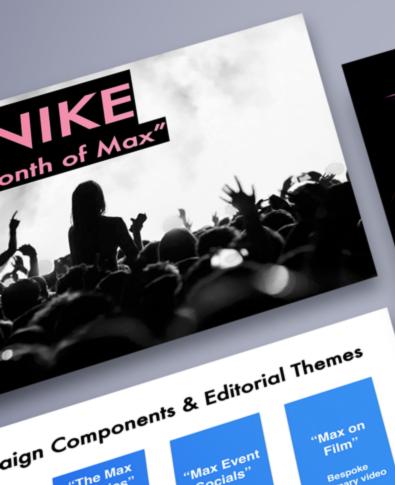
A tailored promotional campaign, the Nike x LWA 'Month of Max,' including editorial features, a full-length video spot, and several experiential live events.

- Wrote articles & social media posts to promote a variety of Nike 'Month of Max' events; conversational tone throughout, delivering information about the events in a way that is both engaging and sharable
- Created video advertisement, showcasing the history of Nike Air Max shoes, to share with a hungry community of sneakerheads looking to engage with the brand

The Live Event

• LWA hosted a 'Masters of Air' Q&A panel talk, art displays and a fun run, and culminated the month with the opening of a three-level 'Air Max Lab,' a major experiential event.





"The Max Galleries'

Weekly photo galleries: "Amazing

iry of nion

o the

Women' feature wearing Max Bey, Jay &

Kay Beats Max Chill'n Max Chill'n "Max Event Socials'

LWA's unique photo coverage photo Month of all Nike Month of Max Events

Bespoke Summary video Piece

catures remain live

Life Without Andy for; Nike "Month of Max" Thank you for this opportunity for Life Without Andy to with Nike. For the ughout the next of week proposed activity will run the will maximize period starting immediately. proposed activity will run throughout the next 6 week period starting immediately. We will contain all exposure to all events throughout the course of the exposure to all events throughout the course of the social media channels throughout the course of the cours campaign.

> Media Summary During March "Month of Max"

LWA Website

1x "Going Back" Editorial feature /w copy & images

4x Max Gallery Pages . Event

IG/Social 2x Dedicated IG Posts (+175K followers)

Ongoing posts for all initiatives on FB

Twitter Posts ongoing (5500

Video piece created and housed on LWA. Direct to Audience

Video piece available for Nike placement. 2x Features on LWA EDM Base (+7.5K) promo recognition 10% Total share x 4 across all LWA weeks all web mediums display ad units

Galleries remain live.

Campaign Summary

(609) 915-8873

withoutandy.com

Week 1: Mar. 7-13













NewsCorp Australia, in partnership with Google, was on a mission to tap into the millennial market. The challenge here was to get this market segment to download the new Google app and tap into a massive stream of online content published via Newscorp's many news & media outlet subsidiaries.

The Solution:

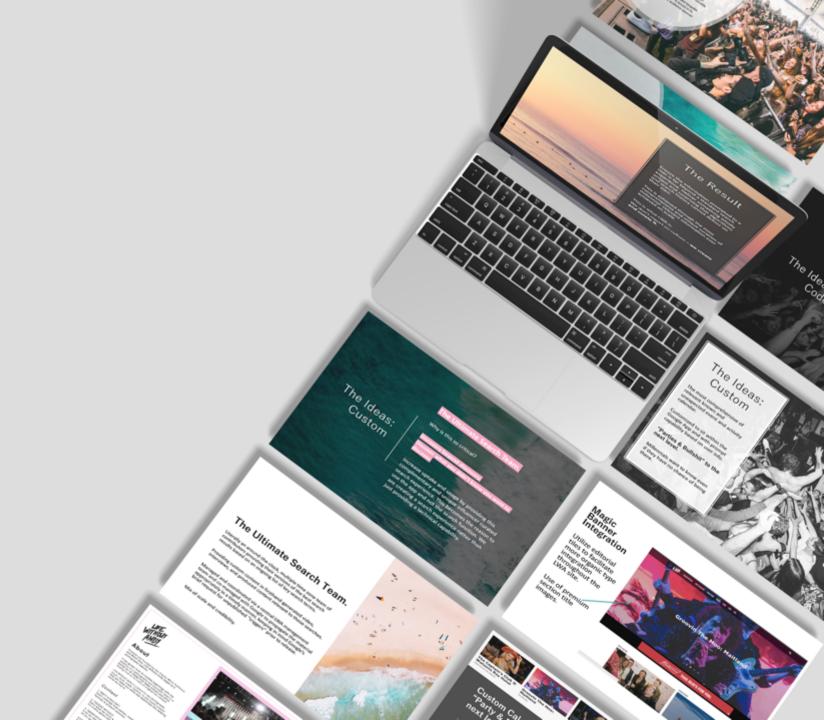
- Provide a real reason for millennials to download and use the Google app on a daily basis through information and insight unattainable to a common user.
- Ensure the information prompted to a user is far beyond a standard search experience.
 Deliver something wholly unique and surprising that algorithms and search history cannot deliver on their own.

The Ultimate Search Team

The largest and most influential team of millennial curators ever assembled, working with Google App technology to build unique search results and customized content.

Providing custom content in firsthand-generated video, interviews, and produced content relevant to those searches.

This campaign increased uptake and usage by providing this complimentary and unique influencer curated search experience. This became the reason to use the app and not the search function. LWA created a search experience rather than just a technical capability.





Warner Music Group x Level Music

Level Music is a music & technology company building community and tools for the next generation of musicians.

In partnership with WMG, it allows independent artists to upload their music to all major streaming services - including Spotify, Apple Music, iTunes, TIDAL, and Amazon Music - while also providing data analytics tools for artists to understand their fanbase and track the performance of their catalog.

4

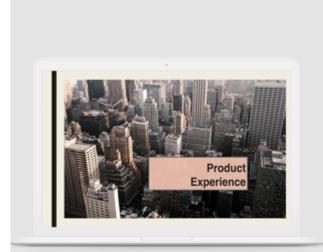
Warner Music Group needed a campaign that increased brand awareness for their new subsidiary, Level Music. On the heels of a landmark partnership with Chinese streaming service Tencent Music, the niche distribution platform aimed to appeal to independent musicians who might choose to steer clear of a major label record contract.

The initiative here is to explain Level's features and ultimately compel new users to join and utilize the platform to release their music.

The Solution:

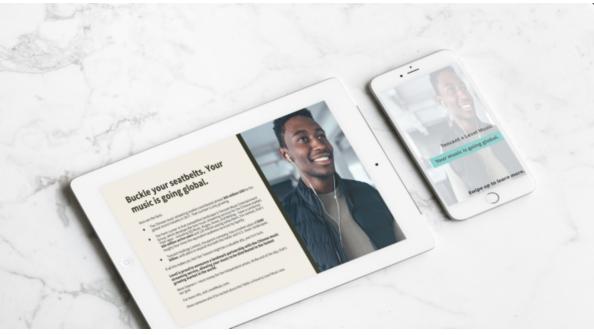
- A friendly, casual tone of voice in all copywriting, walking new users through the experience of uploading and releasing their music step-by-step
- Social media ads & infographics that highlight the benefits of releasing music to the massive Chinese market (via Tencent)
- Eye-catching posters & fliers appealing to independent and local musicians











The story you know:
You need a major label
record contract that
ultimately steals
ownership of your
work to get anywhere
in the music business.

The story you don't know: You can get your music streamed on every major service, keep 100% of your rights, royalties, and earnings, and play sold-out shows without ever setting foot in a corporate office.

beta.levelmusic.com/



As a band, we're always looking to build our audience, a core fanbase willing to come out even to the concerts with a small cover charge.

In order to book an act for a prime-time spot, bars & other venues need a strong indication that they'll bring in revenue from drinks as well as through cover charges. "Draw shows" require bands to bring a certain number of people to the venue just in order to play.

The Solution:

We publicize every show as if it's our last. Marketing & promotion isn't an add-on but a necessity.

Over the last several months, I have provided logo design, tour posters, promo videos for social media, graphic design for merchandise, and flyers & banners for individual shows.

Although we tend to let our live show speak for itself, marketing materials are a great way to publicize events on social media, and ultimately get people off the couch and *out* to the concerts.

Engaging Instagram stories & posts, especially, tend to mobilize the New York City fanbase and fill the venues, meaning it's a win win for everyone.

We've also brokered collaborations and sponsorships with several well-known brands, including SuperCoffee, Tito's Vodka, LineLeap, and the media company Friday Beers (@friday.beers, 1 million followers).













9.21 RED LION / 7pm-10pm

10.5 STEPHENTALKHOUSE / 11pm-2am

10.19 SESSION 73 / 10pm-2am

10.26 RED LION Halloween Costume Party &

Breast Cancer Fundraiser Show / 7pm-10pm*

II.I WILLIE McBRIDE'S / 10pm-2am

11.9 NYC Private Event



FACES FOR RADIO

2020 WINTER TOUR

JAN 25 BOWERY ELECTRIC / 8:30 show

JAN 31 ULYSSES / 9:00 show

FEB 22 RED LION - NYC / 6:00 doors | 6:30 show

FEB 29 CHAMPS - PENN STATE / 11:00(am) show

FEB 29 PHYRST - PENN STATE / 6:00 show

MAR 13 SESSION 73 - NYC / 9:00 doors | 9:30 show

APR 11 TALKHOUSE - HAMPTONS / 9:30 show

APR 17 ULYSSES - NYC / 8:00 doors | 8:30 show







GABRIEL SPADACCINI

Need help getting eyes on your brand? Let's talk.

