



ARTIST MANAGEMENT PLAYBOOK

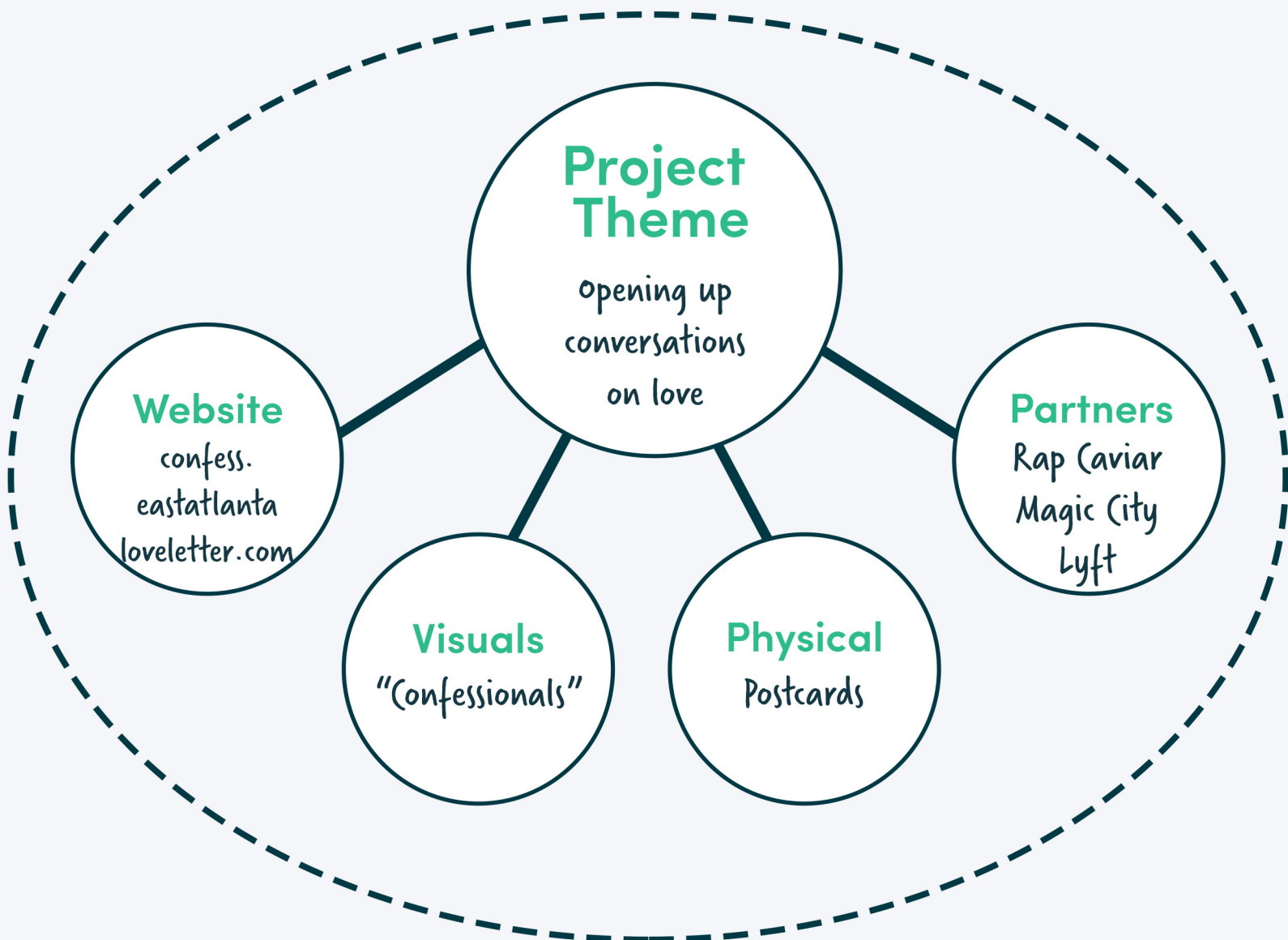
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LVRN Home to 6LACK,
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The World of:

6LACK's East Atlanta Love Letter



The Priorities of a Rollout

Tearsheet 01



Justice's
Guide

Visual Assets

Title: Confessionals: What Do You Think About Monogamy?

Description: Pulling in popular figures to position love as a conversation that requires voices from all walks of life, as well as to add stardom that creates further intrigue.

Title: Confessionals: Can I Ask You a Question About Love?

Description: Second installment of "Confessionals" series

Website

Describe your idea for an engaging promotional site:

confess.eastatlantaloveletter.com

Fans are invited to participate in the album's conversation alongside a broader community of people who were actively communicating with one another and with 6LACK

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Physical Products

Describe your idea for physical assets to interact with fans:

Postcards

Allows a core base of consumers to come closer to the album's theme, which makes each post card recipient feel as if 6LACK is communicating with them directly

Partners

List a brand target and why they make sense for your album theme:

Magic City

Meant to emulate the cultural significance of Magic City in Atlanta

List a brand target and why they make sense for your album theme:

Lyft

Providing listeners with the environment the project was made for (car rides).

The Priorities of a Rollout

Tearsheet 01



Visual Assets

Title:

Description:

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Website

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Tearsheet 01



Physical Products

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Partners

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Company Health Evaluation

Tearsheet 02



How can you improve your company culture?

How can you improve communication with your team?

How can you improve communication with your artists?

How can you improve your dietary habits?

How can you improve your exercise habits?