



# **Applying Brand Equity to the Music Industry**

**Based on Aminé**

# Brand Equity Building Campaigns

Based on Aminé

Aminé  
Edition



## Brand Awareness

### Thought starters for your digital access points

What multimedia can you use to showcase your personality?

TikTok clips, selfies, Instagram slideshows

What emoji can you pair with your rollout?

A tennis ball



What is your idea for creating an engaging website?

Mock iOS layout — [clubbanana.com](https://clubbanana.com)

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## Brand Loyalty

What elements of your brand and creative style do you want fans to latch on to?

High quality music videos, promotional commercials, and video assets

### High-concept campaigns to increase identifiability

Concept 1:

"Caroline" — bananas, the color yellow

Concept 2:

Limbo — bright green spheres

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