Talenthouse Music Partnerships

Where brands and creators connect.

Photograph by Talenthouse Artist Svenja Klemp, Netherlands
A global platform and community of 770k creators and artistic influencers across art, music, film, fashion and photography. Hosting and managing creative briefs for brands and celebrities.

Able to source and distribute on-brief creative work at scale including:

- Music Videos
- Lyric Videos
- Cover Artwork
- Tour Posters
- Social Content
- Advertising
- Remixes
- Merchandise Design

Talenthouse.
The global platform where brands and creators connect.

Music Partnerships

Client Spotlight
Zayn Malik
Coldplay
Of Monsters and Men
BØRNS
Hailee Steinfeld
Dr. Dre
James Bay
Florence + The Machine
Paloma Faith
Challenge

Campaign
- Talenthouse developed a global Creative Invite that gave artists, illustrators and graphic designers from around the world the opportunity to ‘remix’ Zayn’s book cover.

Results
- 744 artists delivered work
- 20 artists were featured across Zayn’s and Penguin’s social media channels delivering over 200K impressions
- Selected Artist, Toby Page received $1,000
- Toby, an illustrator from the UK has over 12K social media followers, and his posts received high engagement levels.
Challenge
- Coldplay challenged Talenthouse artists to create new T-shirt designs inspired by their newest album ‘A Head Full Of Dreams’

Campaign
- Talenthouse called on global designers to create an original, album inspired T-shirt design that would go into production and be sold on Coldplay’s official channels

Results
- Creative Invite received a remarkable 2,338 designs and 500,000 unique views
- Fans voted out of the top 10 on Coldplay’s official Instagram
- Multi-media designer from the Netherlands Geert Hagelaar, received $1,000 and his worked used across the tour
Coldplay • @coldplay • 22 Feb 2016
You can still check out (and rate) our #AHFODtshirt finalists, at
instagram.com/coldplay

Coldplay ES • @coldplay_es • 19 Feb 2016
No se pierdan (y puntúen) los 12 finalistas de nuestro concurso #AHFODtshirt
con @talenthouse aquí instagram.com/coldplay

Talenthouse • @talenthouse • 7 Mar 2016
Congrats to the @Coldplay Selected Artist Geert Hagelaar & the 10 Finalists!
#AHFODtshirt

Video by Talenthouse
Featuring Adventure of a Lifetime by Coldplay
flipagram.com
Of Monsters and Men
Remix Campaign

Challenge
- In celebration of the release of new single ‘Wolves Without Teeth’, Of Monsters and Men invited producers and DJs globally to remix the song

Campaign
- Talenthouse called on global producers and DJs to remix the new song, taking inspiration from the album ‘Beneath The Skin’

Results
- 133 remixes were received from producers and DJs all over the world
- Selected remix went to number 1 on HypeMachine
- Quote from Republic Records: ‘So pleased to see our Talenthouse activity has driven a real reaction online via blogs and Hype Machine! This is exactly what we intended this partnership to achieve.’
Of Monsters and Men
@monstersandmen

One amazing remix from our #WolvesWithoutTeeth remix contest is currently #1 on @hypem! @Cloudchord! Check it out:

Wolves Without Teeth (Cloudchord Remix) by Of Monsters and Men

Listen to Wolves Without Teeth (Cloudchord Remix) by Of Monsters and Men on Hype Machine

hypem.com

10:10 AM - 8 Jan 2016

59 Retweets 165 Likes
Challenge
- Interscope Records artist BØRNS tasked Talenthouse with helping celebrate the release of his new record ‘Dopamine’

Campaign
- Talenthouse called on global digital artists to create animated GIFs, illustrations, paintings, and digital designs that took inspiration from the record’s title, music and vibe
- The Creative Invite included a Pinterest mood board which aimed to inspire all types of creators on the creative direction

Results
- 93 artworks created and distributed through digital marketing channels
- Selected Artist, Stephanie O’Byrne from NYC received $1,000
Hailee Steinfeld
Music Video Campaign

Challenge
Republic Records tasked Talenthouse with helping promote Oscar Nominated and Pitch Perfect 2 star Hailee Steinfeld’s debut EP, ‘Love Myself’

Campaign
Talenthouse called on global filmmakers & motion artists to create animated or live action videos
Submissions were judged on the creativity and beauty of the videos visual representations of the song

Results
44 full-length videos were created
3 million impressions across Talenthouse channels
Selected videos have received over 1.5M views on Hailee’s official VEVO channel
Challenge
- Interscope Geffen A&M tasked Talenthouse with helping celebrate the release of hip-hop legend Dr. Dre’s first studio release in 16 years, ‘Compton’

Campaign
- Talenthouse called on illustrators, graphic designers and animators from around the world to bring the story of ‘Compton’ to life through innovative animated GIFs, taking inspiration of the story told in the album’s tracks

Results
- The Creative Invite received 59 animated GIFs
- Creative work was distributed across Dr Dre’s social media and digital marketing channels
Challenge
・Republic Records and Universal Music International tasked Talenthouse with helping James Bay in curating a series of short narrative films inspired by his debut album ‘Chaos And The Calm’ for #TheJamesBayFilmProject

Campaign
・Talenthouse initially called on global filmmakers to create a 1-2 minute film trailer telling a story that’s inspired by James Bay’s music
・Following selection three artists were commissioned to create extended films for use across VEVO and the #TheJamesBayFilmProject

Results
・Creative Invite received 128 video concepts and over 50,000 unique views
・One artist was selected by James, acclaimed director Kate Miller, Universal Music International and BFI Future Film, and collaborated directly with James to develop their story into a 10-15 minute film
・Two Highly Commended Artists received production budget to extend their trailer into a 3-4 minute film to be premiered on VEVO
・Earned media and PR in music press
Quote from James Bay:

"I’m looking forward to collaborating with Talenthouse and finding someone who can capture the mood and atmosphere of my new album Chaos And The Calm. Your idea can range from a simple story with a few protagonists to something more abstract... if that’s what you’re feeling! I’m a big fan of short films that make people think differently. Really excited about this project and look forward to seeing all your ideas!"
Challenge
- Universal Music Group tasked Talenthouse with helping to raise awareness of Florence’s US tour and partnership with Shazam

Campaign
- Talenthouse called on global artists to create an iconic US tour poster
- The posters were optimised for Shazam Augmented Reality (AR) reading, allowing fans access to unique giveaways across the tour

Results
- Over 600 works were received with over 150,000 views of the Creative Invite
- Florence regularly posted out across Instagram
- Thousands of conversations around poster designs across Florence’s social channels
- Earned media and PR in music press
The final official poster for Florence + the Machine’s upcoming US tour. Thank you to designer Emma Rose Illustration for submitting through Tinelinehouse and to all the artists who took part.

Flo HQ
**Challenge**

- Sony Music Creative were seeking unique ways to drive awareness and sales of Paloma Faith’s new album, partnership with Liberty London and Rankin’s Hunger Magazine

**Campaign**

- Talenthouse developed a Creative Invite calling on artists to re-imagine her ‘A Perfect Contradiction’ album cover. Artists had their worked reviewed by Liberty London, Sony Music Creative and Rankin

**Results**

- The Creative Invite received 300,000 views and 450 creative entries
- The Selected Artist, Daria Hlazatova (10K followers across social media channels), was featured across several channels and had their work sold as prints in Liberty London
- Campaign article in Hunger Magazine
- Earned media and PR across music press
Talenthouse Brand Partnerships

- Talenthouse has partnered with record labels, management companies and brands to uniquely activate brand partnerships, driving engagement, reach and conversations.
“WOW! We are blown away, not only by the number of people who participated in the glacéau vitaminwater Talenthouse project, but by how amazing all of the designs are. Selecting a designer was not easy - so many incredible choices! We are truly humbled and inspired by your passion and commitment, and look forward to working with you guys again soon. Big hugs, congrats and thanks to everyone who participated!”

Jiah Choi, Global Creative Director, glacéau vitaminwater
Art works.