

case study.

bittersweet media
creative direction

locket





objective

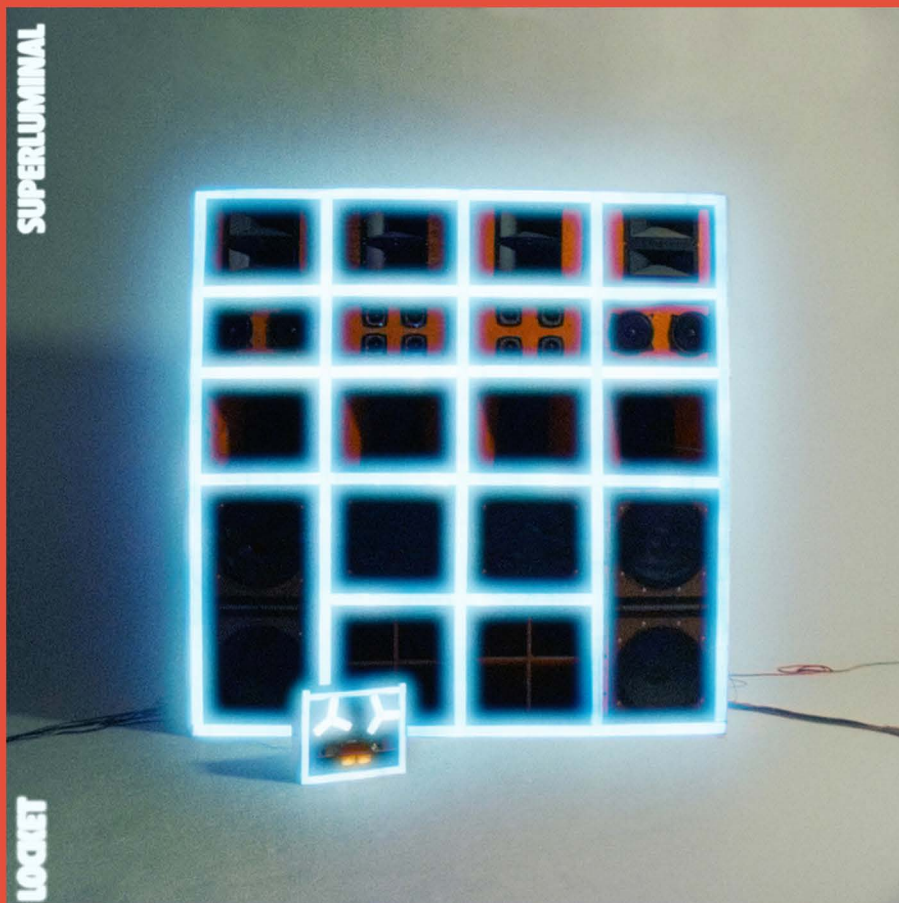
- define the artistic identity of the band's new album, aligning with the band's existing identity & oriented towards growth.
- incorporate creative narratives from the songwriting into visual imagery & storytelling across various mediums.
- craft visuals that help amplify & market the band's new album.

strategy

- the album uses themes of light, glow, reflection, & "walls of sound" throughout its lyrics to represent a multitude of human experiences. we took a literal interpretation of this by using creative techniques to embrace those themes across the album artwork, promo photos, & several music videos.
- 3m reflective material used in both band outfits & our speaker wall set design created an otherworldly glow when hit with direct light. coupled with intentional camera & lens choices to give an analog feel, this concept worked perfectly.
- we tapped into the irony of being a small band fighting for attention in our secondary support video, utilizing a split-reality concept where the band sees themselves as larger-than-life rock stars. filmed at a music hall in the band's hometown by grant of their support of local arts program.

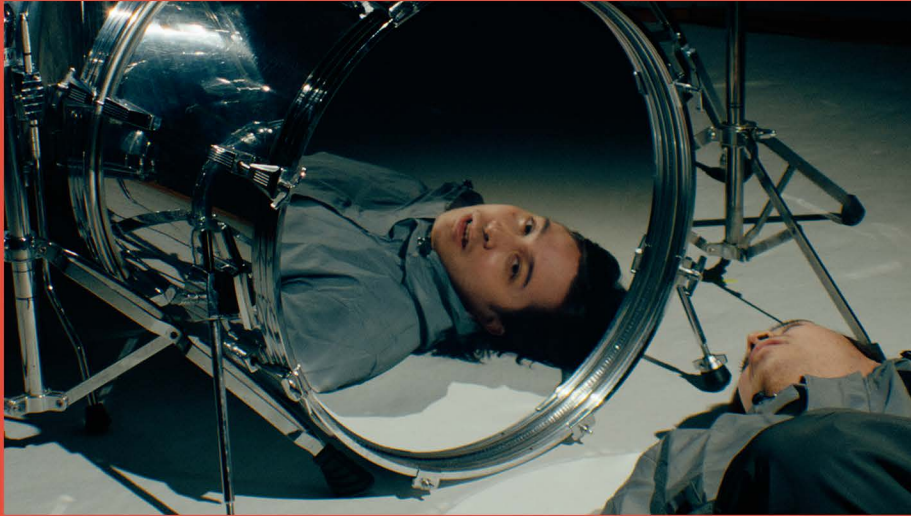
results

- the band felt creatively fulfilled with the art that we created together.
- the band's fanbase fully embraced the new visual identity & creative universe of the album. themes we established gave fans the ability to tap into the identity on their own and establish a deeper connection with the band and their new album.
- the new identity we created pushed & grew the band from their existing identity without sacrificing what had been established.
- the new identity gave the band & their team a platform to continue to build off of into the future to support the release.



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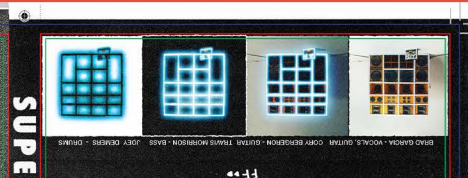
locket superluminal



LOCKET SUPERLUMINAL

1. SUPERLUMINAL
2. SONIC BLOOM
3. BLAME MY BRAIN
4. KILAYEAR
5. PAUSE (INTERLUDE)
6. HEARVIEW MEMORY
7. TEAR ME TO PIECES
8. YOUNG & FREE
9. GLOWING
10. GLOWING (C) 17
11. FUNHOUSE
12. FINALE (C) 19

HYBRID BAND
DIGITAL AUDIO
OVER SCREEN



PRODUCED BY LOCKET
WRITTEN AND PERFORMED BY LOCKET
LYRICS BY BRAD GARCIA
ENGINEERED & MIXED BY CORY BERSON
ARTIST INK & MASTERED BY WAVE TUCKER

HEAD
BACK COVER

SUPERLUMINAL

HEAD



GLUE FLAP - NO INK

MPS 00197			
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100	50	25	175

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CREDITS