

ARMY



ART RULES MY YOUTH

GET TO KNOW US

Art Rules My Youth (ARMY) is a managed services provider offering creative, editorial, and brand services for independent artists. Founded by Mark Abinader, Avi Abrams, and Bradley Lysse, who started creating music and working with independent artists while attending NYU, ARMY was created with a shared vision to empower independent artists by connecting them to a network of highly skilled creatives and professionals.

Our goal is to help independent artists achieve success in the music industry by creating and executing project-based social campaigns that raise awareness, build their brand, and create passionate and loyal fanbases.

Our approach is authentic, modern, and relatable, as we understand the difficulty of cultivating a following and giving your music the attention it deserves. Our aim is to allow artists to focus on making music while we handle the rest.

CREATIVE SERVICES FOR INDEPENDENT ARTISTS. A HOME FOR INDEPENDENT ARTISTS. AN ARTIST'S GREATEST

INVESTMENT IS THEIR TIME. CREATIVE SERVICES FOR INDEP





WHO WE SERVE

INDEPENDENT ARTISTS

“My primary focus is on creating and sharing my music with the world. Building a strong online presence and growing my fan base is essential for the success of my career. I want to attract more followers and monthly listeners and establish a cohesive brand that accurately represents my unique style and message, but it takes time away from making and perfecting my music.”

HOW WE HELP

Independent artists are the backbone of ARMY. Our aim is to provide a streamlined process that allows independent artists to grow their monthly listeners, streams, and create passionate and loyal fans. We achieve this by creating and executing campaigns that enable artists to concentrate on their music, have creative control, and see successful results.

DISTRIBUTION COMPANIES AND ARTIST INVESTMENT

“Our primary focus is on investing in artists careers by providing the resources necessary to create successful campaigns around a single or album release. We provide the funds for artists to create campaigns and provide them with the platform to distribute their music. We sometimes offer label services, but our main goal is investing in artists’ careers through distribution or upfront capital.”

HOW WE HELP

Independent Artists constantly struggle finding the right network to create successful campaigns and market their music after a release. Even with a distribution deal, they may still be left to find the right producers, engineers, music video directors, editors, and editorial and marketing teams. We aim to connect with distribution companies and provide services to artists seeking our unique approach to these services.



OUR POSITION

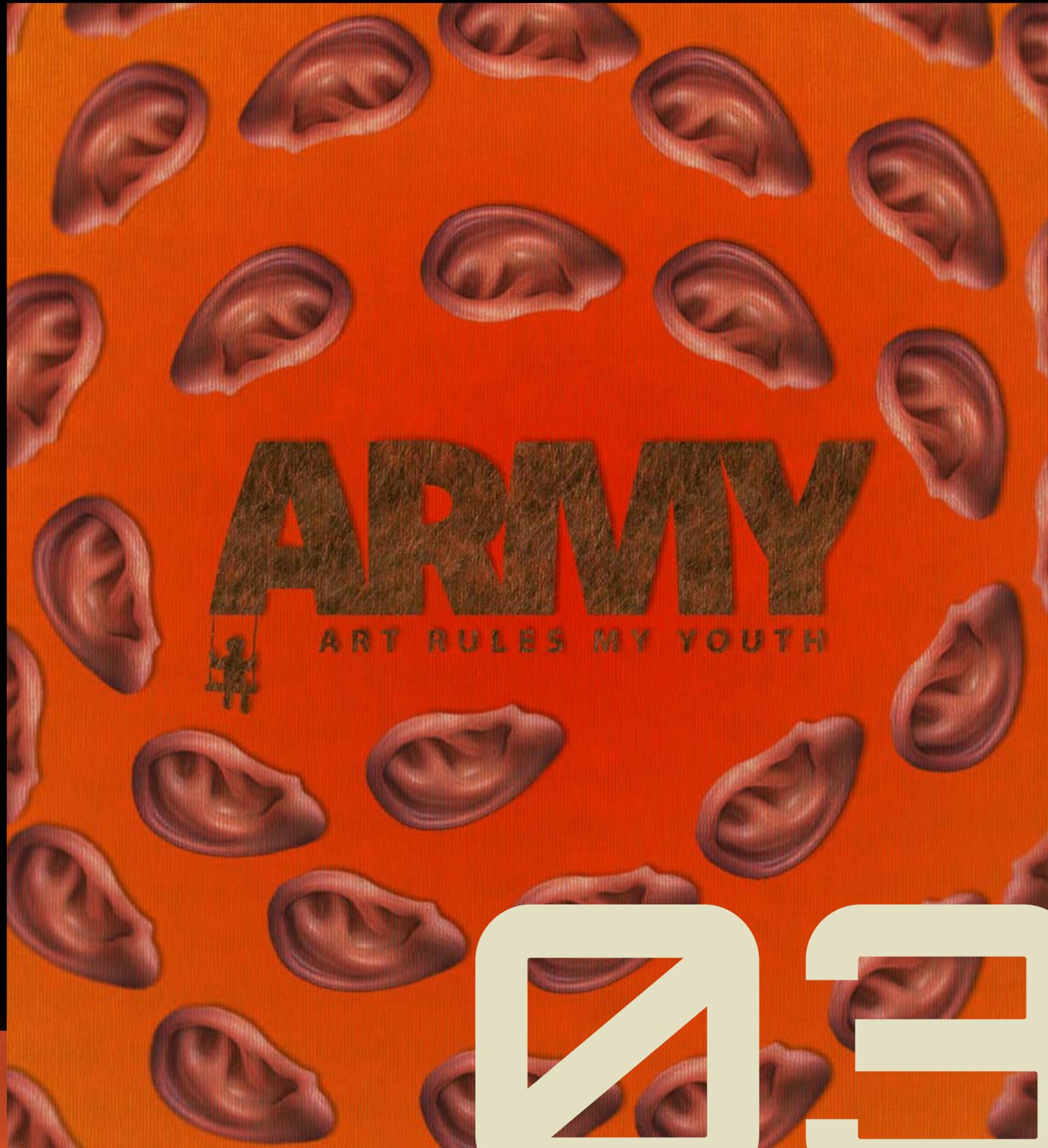
Our personalized approach and unique understanding of the needs and goals of each independent artist we work with results in a customized strategy that helps artists stand out and achieve their full potential.

OUR VISION

To empower artists to build a strong online presence and attract a loyal fan base. We strive to connect artists with like-minded people and provide a home for creatives to grow.

OUR MISSION

Our mission is to provide artists with the tools and resources they need to turn their passion for music into a sustainable career, allowing them to focus on what they do best - making music.



OUR SERVICES

BRAND SERVICES

A complete branding experience for independent artists. We work closely with independent artists to develop their brand, create their image, and highlight their story.

“Why should your fans listen to you, follow you, and buy your merch?”

We create and execute a full-scale campaign focusing on the unique way each artists presents themselves to the world. We give artists the tools to create a consistent voice through all forms of communication no matter the channel or team.

BRANDING

Artist Identity | Marketing Material | Personal Website

SOCIAL MEDIA

Campaigns | Static and Video Content | Strategy | Analytics

EDITORIAL

Playlisting | Email Newsletter | Audience Insight | Strategy

PRODUCTION

Access to network of all production services.

PROJECT SERVICES

CREATIVE PACKAGE

Managing the process of turning a project, album, EP, or single into visual assets. Defining the goals, creating a look, developing a strategy, and creating graphics that identify with your vision. Setting artist's up to market themselves or their project as a cohesive brand.

Cover Art | Personalized Banners | Social Media Deliverables | Spotify Canvas

Vertical and Horizontal Graphics | Stories, Reels, TikToks | Flyers | Banners

EDITORIAL PACKAGE

Managing the process of getting your vision heard by editorial teams and playlist managers. Defining your vision, developing the project's story, and crafting your marketing, press, and promotions campaign. Setting you up to market yourself or your project as a cohesive brand across all socials and online.

Landing Page | Artist Bio | Playlist Pitching | Electronic Press Kit | Blog Posts

FULL PROJECT PACKAGE

Budget Breakdown | Account Setup | Campaign Creation | All Project Services

PRODUCTION SERVICES

Providing a network of professional creatives in all aspects of production.

Music Production | Mixing and Mastering | Video Production





SPOTIFY PLAYLIST PICTURE



INSTAGRAM STORY



FLYER



ALTERNATIVE STORY

CASE STUDY



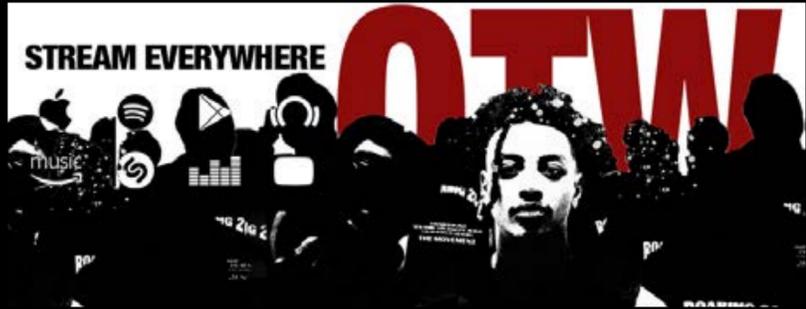
IZ LAMARR

BRIEF

Iz LaMarr is a Los Angeles rapper, singer, actor and entrepreneur. He has churned out a string of successful releases, with his most popular offering 'Blow' racking up ~100,000 streams on Spotify alone. He was interested in a **creative package** for his new single, "OTW."

What We Did

We worked with him to develop a creative package based around the design of his cover art. We designed multiple static deliverables and developed a content strategy for the release.



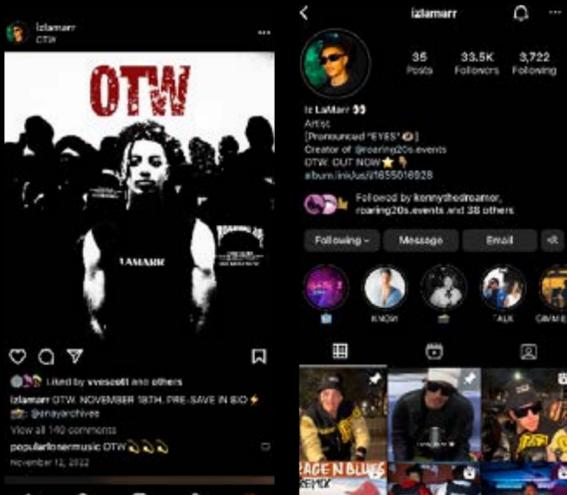
HOREZONTAL GRAPHIC



LANDSCAPE FEED GRAPHIC



SPOTIFY/APPLE BANNER



ORIGINAL COVER



ALTERNATIVE COVER



PROFILE PICTURE



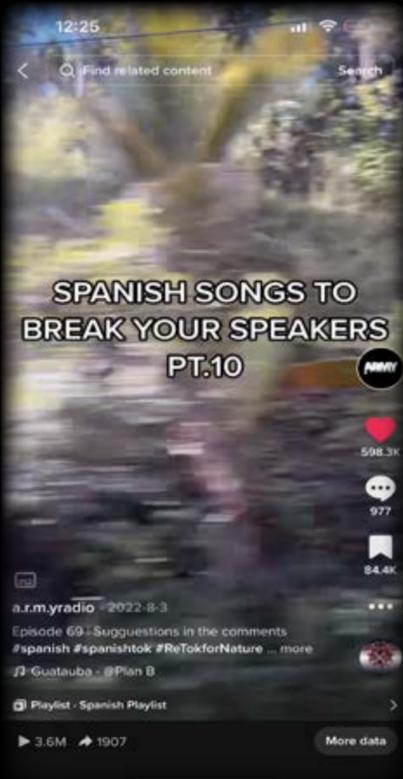
ALT PROFILE PICTURE



ALT PROFILE PICTURE

Popular		
1	OTW	73,153
2	Track One	31,081
3	Holy Moly	29,657





CASE STUDY



ARMY RADIO

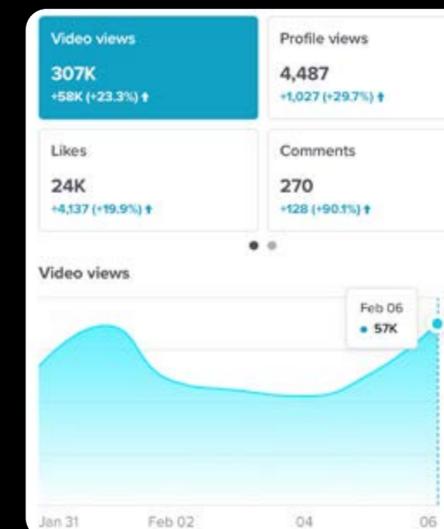
BRIEF

ARMY Radio (@a.r.m.y.radio) is an online playlisting brand on Tiktok and Spotify. Started by Mark Abinader, the brand originally focused on curating latin music for his small audience. The account first went viral on it's 10th post, reaching 1 million views overnight. Mark quickly began implementing other genres, such as underground rap and alternative. He created spotify playlist's that recieve thousands of followers.

What We Did

Created a successful campaign resulting in the account gaining ~16 million views, 2.6 million likes, and 77.4k followers, while maintaining an active and engaged community.

- Maintaining a linear brand image improves audience retention and promotes increased growth.
- Audience responds well to organic, unfiltered content.
- Relateable content with value performs well.
- Consistant captions and hashtags.



Audience engagement builds community and leads to a more loyal and active fan base

Maintaining a consistant schedule improved audience retention and promoted increased growth



Taking advantage of the algorithm through a combination of trends, hashtags, and promoted music leads to increases in unique viewers to your page



LET'S CONNECT

A NOTE FROM ARMY

We understand the challenges and opportunities facing creatives in today's music industry. With the rise of streaming and the increased importance of social media, it has become increasingly important for artists to have a professional and cohesive online presence in order to reach their audience and build a successful career.

Our network of creatives and industry professionals is dedicated to helping independent artists develop a strong and professional brand, and to providing the tools and support they need to succeed. With our experience, we are well-positioned to help independent artists succeed.

More artists are turning to services like ours to help grow their audience and create loyal fans. With the right tools and support, independent artists are able to reach their audience and build a successful career despite the challenges of the industry. By offering high-quality services, we are committed to helping independent artists succeed.

Get in touch with us to learn more about what we can do for your brand or your next release.

Sincerely,

The Art Rules My Youth Team.

