

diuvvi

CASE STUDY

+ cashwaveyboiz +

**CLIENT** —————> Cashwaveyboiz

**NEEDS** —————> Build a strong brand image and social media presence to facilitate the successful launch of their first project Waves and its singles.

## CASE STUDY

To showcase the important role branding and strategy play in the career of an artist, the following case study will give you a step by step guide to how we curated the brand image of Cashwaveyboiz, a recording duo from Montreal.

We will share with you the results of this process to fully grasp the impact great visual branding has on an artist's success. Keep in mind that the artist's dedication to their brand and the quality of their product is also key to their success.



## STEP ONE

### THE LOGO

Cashwaveyboiz fully embrace their Filipino heritage. It was important that we create a design that would channel this while making a statement. The logo was inspired by The Great Wave Off Kanagawa, while the scripture has Tagalog writing that roughly translates to “Cash”, “Wavy”, “Boys”.

It is important to have a logo that represents who you are and what you are trying to communicate to your audience. In this case, Cashwaveyboiz wanted to give off a fun, yet laid back persona and showcase a wavy, almost trippy vibe. This established their brand identity and guided the aesthetic choices we made in regards to their visual identity.



**CASHWAVEYBOIZ**



## STEP TWO

### CONTENT | PHOTOGRAPHY

It is crucial to have professional photos for several reasons, some of which include submitting to publications, press runs, content for social media, website content, etc.

These photos should be high quality and creative while communicating your visual identity. This way, your photos can easily establish a clear connection of who you are to your audience.

For Cashwaveyboiz, we established that neon and poppy colours would be their theme in order to create the party vibe that they were going for with their sound.



## STEP TWO

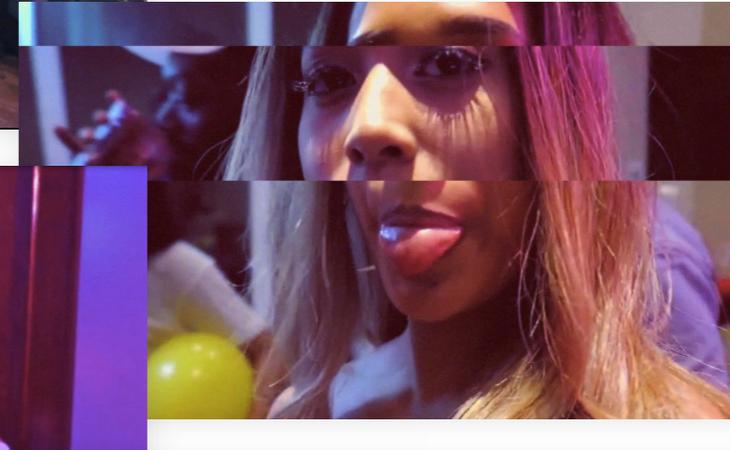
### CONTENT | VIDEOGRAPHY

Once the visual identity became more solid through photography and the logo, it was easier for us to move towards video content as we understood the brand inside out.

The early production of their first music video gave us an important piece of content. The video would be used in the future to create anticipation for the release of their debut project Waves.

Being heavily influenced by the 90s, we wanted to ensure that their video would take elements from this era while still channeling the party-esque vibe that we had already been creating with their previous content. Consistency is key.

Watch : <https://youtu.be/nPOcYXDbYuM>



## STEP TWO

### CONTENT | COVER ART

Once the duo completed their project and determined the singles they wanted to promote, we created compelling artwork that would catch their audience's eye, as well as make it easier to submit to publications and playlists.

Your artwork needs to be appealing to make publications and people want to share, discover and listen to the music. Whether you like it or not, people will judge your "book" by its cover, which is why your cover art is one of the most important tools for marketing your music.

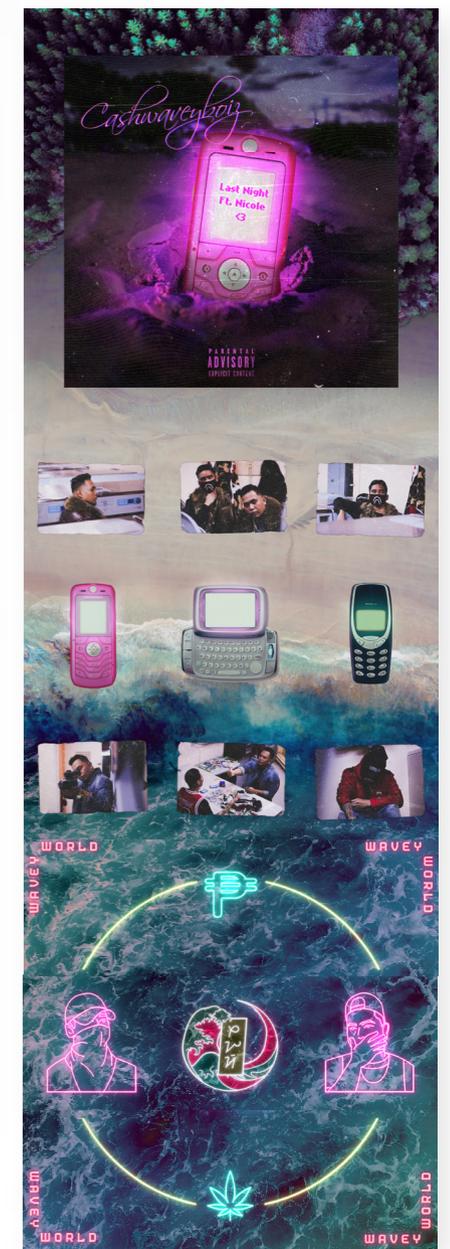
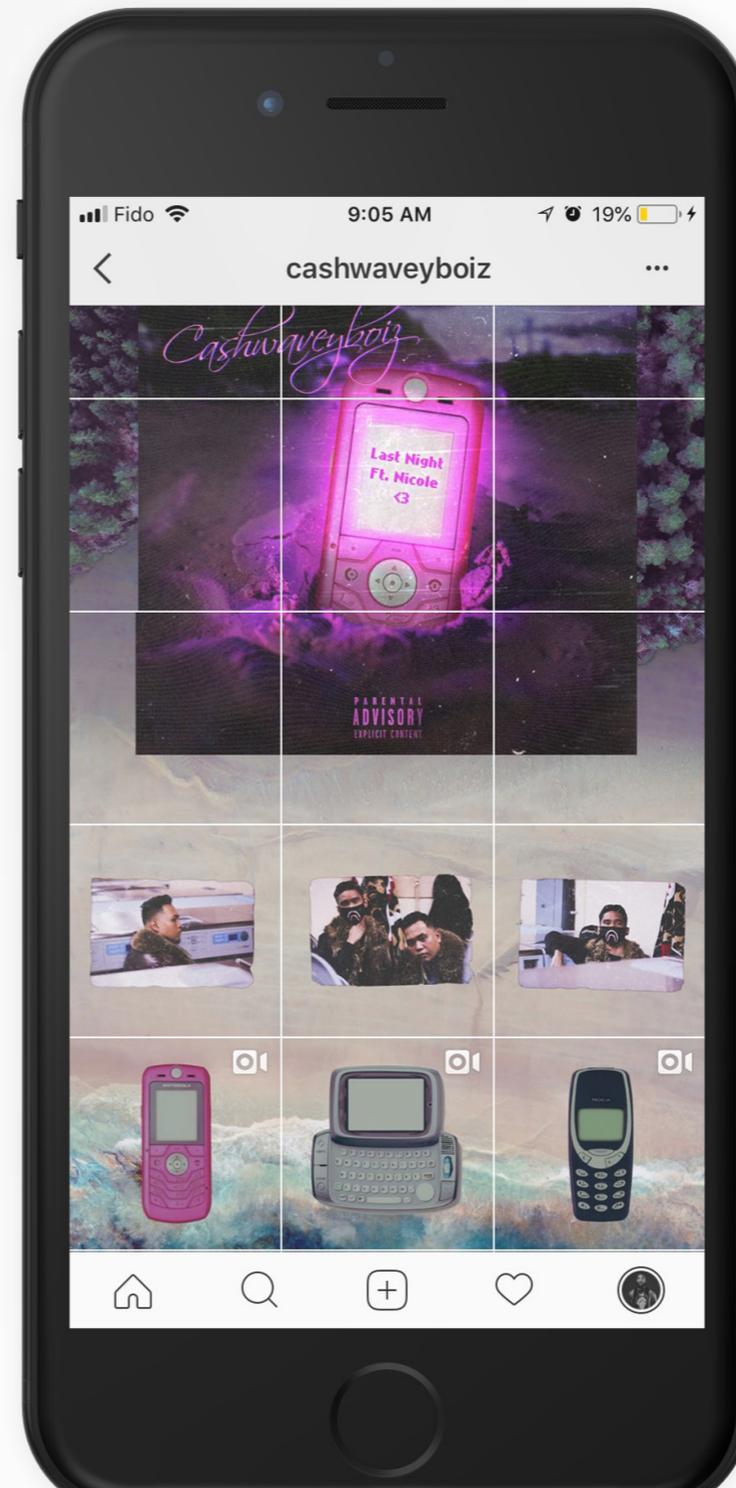


## STEP THREE

### SOCIAL MEDIA PLANNING

In the world of perception we live in today, having a strong social media presence and branding are essential to growing your fanbase. When someone lands on your Facebook, Instagram, Twitter or any other social media platform, we should be able to identify who you are just by looking at the visual content alone. Finding creative ways to ensure that your social media pages stand out is key to solidifying your brand image.

For example, with Instagram, we decided to create a cohesive layout that corresponds to the release of singles, EP and music video. Using banners on Facebook and Twitter is another effective way to communicate visually and promote the latest updates to your audience.

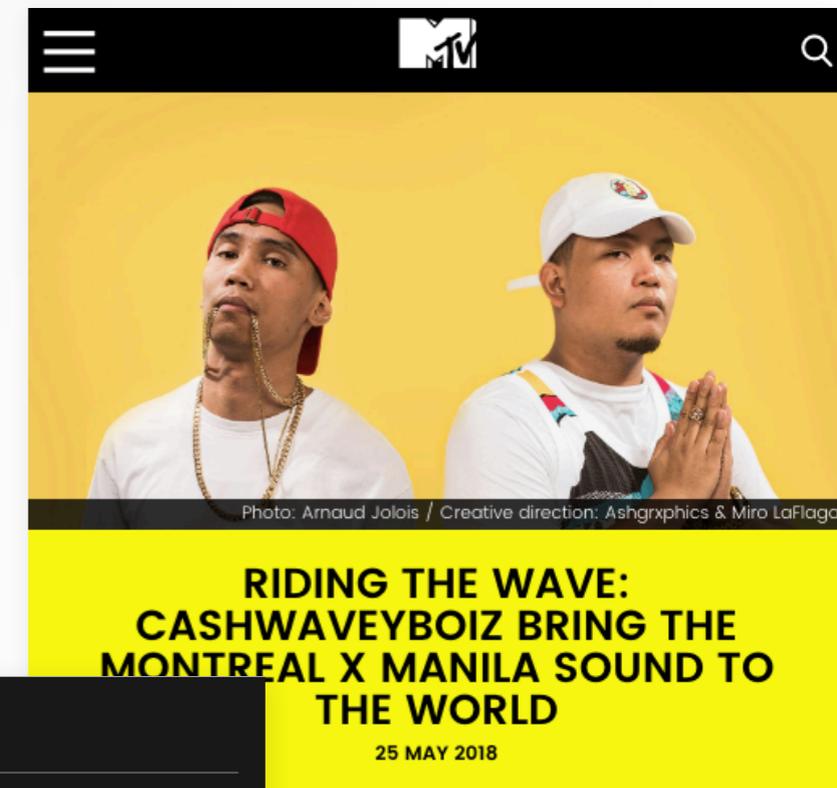


## STEP FOUR PUBLICITY

With their online presence fully branded and their content ready to be released, the next step was for us to reach out to publications, playlists and radio stations to finally get their music out there.

Because the quality of their visuals was extremely high, they automatically gave off the impression of already being established artists. It made it easier to get them onto several radio interviews, blog features and playlists. So much so that, even when a couple writers suggested that the music still needed some improvement, they were willing to write about them based on the quality of the visuals alone.

Your visuals reflect the potential and seriousness you have as an artist or business. The better the quality, the more you are taken seriously.

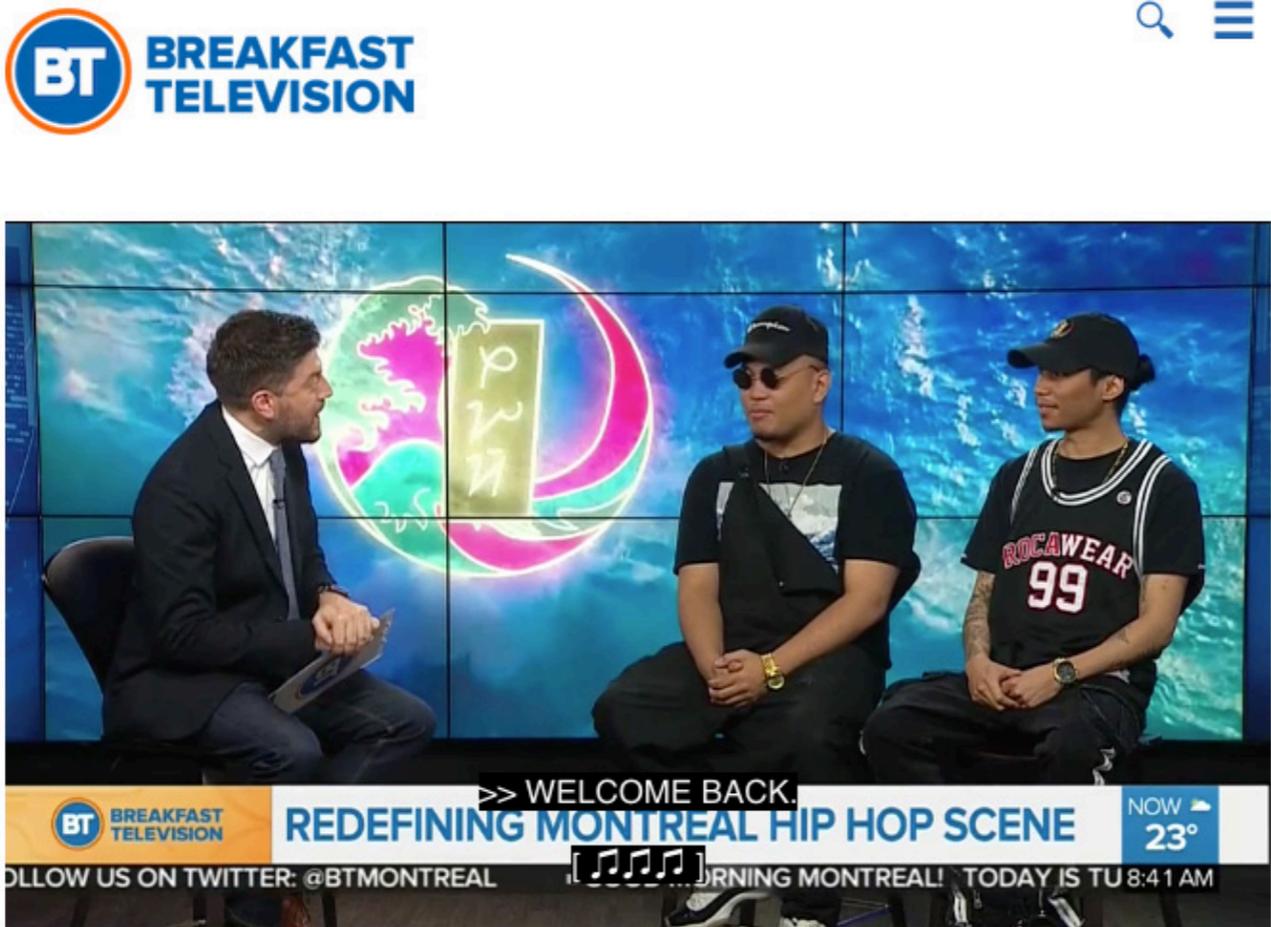


versed in the language, but Cashwaveyboiz  
y Filipino.

sed duo (Pinoy rappers Franky Dinero and  
) recently dropped their debut EP, *Waves*, a  
ts that showcase their unique Montreal x

# RESULTS

## TELEVISION BROADCAST



The screenshot shows a television broadcast from Breakfast Television. At the top left is the BT logo and the text "BREAKFAST TELEVISION". At the top right are search and menu icons. The main content is a video frame showing a host in a suit sitting on the left, interviewing two guests, Cashwaveyboiz, who are wearing hip-hop attire. The background is a large screen with a colorful, abstract graphic. Below the video frame is a news ticker with the following text: "BT BREAKFAST TELEVISION >> WELCOME BACK. REDEFINING MONTREAL HIP HOP SCENE NOW 23° FOLLOW US ON TWITTER: @BTMONTREAL [musical notes] MORNING MONTREAL! TODAY IS TU 8:41 AM".

**BT Interviews**

### Wave of diversity in the Montreal hip hop scene

With the rise of Asian artists entering the urban scene, Cashwaveyboiz is letting their presence known right here in Montreal while proudly representing their Filipino heritage.

July 10, 2018 08:50

# RESULTS

## ONLINE PUBLICATIONS



Photo: Arnaud Jolois / Creative direction: Ashgrxphics & Miro LaFlaga

### RIDING THE WAVE: CASHWAVEYBOIZ BRING THE MONTREAL X MANILA SOUND TO THE WORLD

25 MAY 2018

They aren't well-versed in the language, but Cashwaveyboiz sound undeniably Filipino.

The Montreal-based duo (Pinoy rappers Franky Dinero and Kenny Richmond) recently dropped their debut EP, *Waves*, a collection of tracks that showcase their unique Montreal x Manila sound.

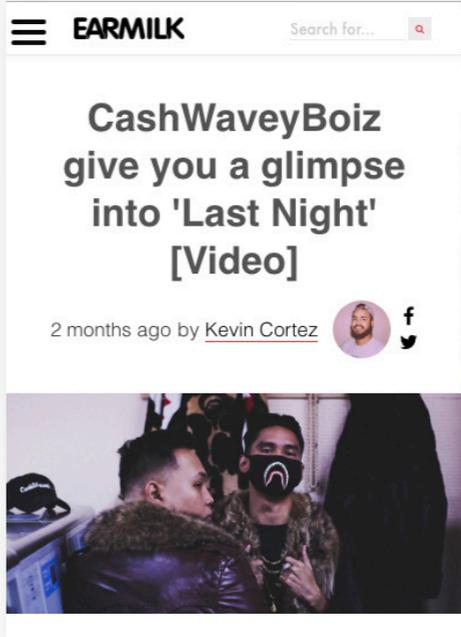


NIKE SHOX NZ 3 HIPOPTED BY NIKE SHOX

### MONTREAL'S OWN, CASHWAVEYBOIZ, OFFERS US NEW VISUAL FOR 'LAST NIGHT'

AISHA B x APRIL 2, 2018

HIP HOP | HOMEPAGE SPOTLIGHT



Search for...

### CashWaveyBoiz give you a glimpse into 'Last Night' [Video]

2 months ago by Kevin Cortez



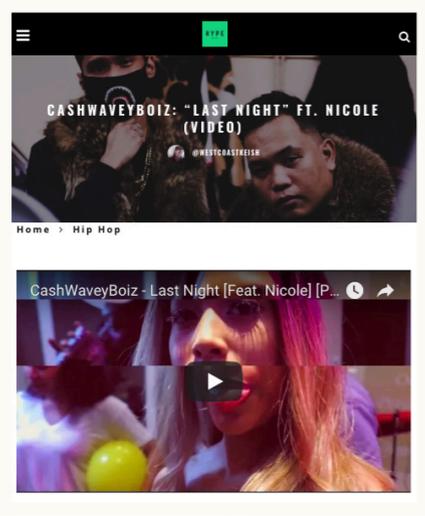

MUSIC | PREMIERE | VIDEO

### Cashwaveyboiz, who Reside in Montreal, Canada, Take Pride in Their Visual art. Here's Their Visual for "Last Night"

Craig T Lee | 2 months ago

# RESULTS

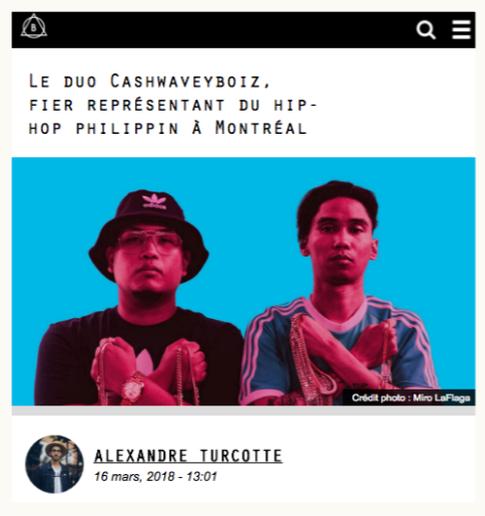
## ONLINE PUBLICATIONS



CASHWAVEYBOIZ: "LAST NIGHT" FT. NICOLE (VIDEO)

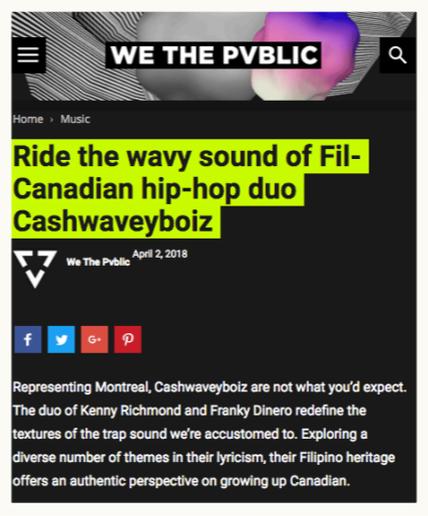
Home > Hip Hop

CashWaveyBoiz - Last Night [Feat. Nicole] [P...



LE DUO CASHWAVEYBOIZ, FIER REPRÉSENTANT DU HIP-HOP PHILIPPIN À MONTRÉAL

ALEXANDRE TURCOTTE  
16 mars, 2018 - 13:01

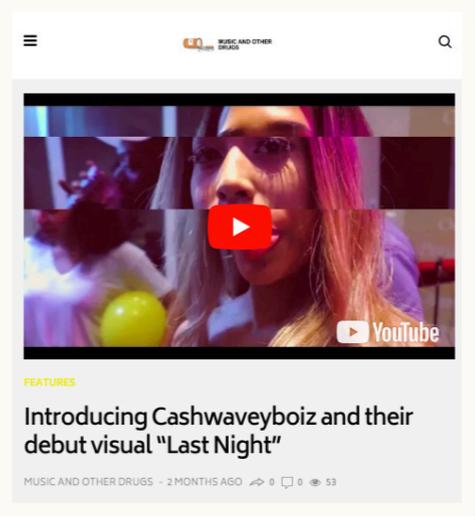


WE THE PVBLIC

Ride the wavy sound of Fil-Canadian hip-hop duo Cashwaveyboiz

We The Public April 2, 2018

Representing Montreal, Cashwaveyboiz are not what you'd expect. The duo of Kenny Richmond and Franky Dinero redefine the textures of the trap sound we're accustomed to. Exploring a diverse number of themes in their lyricism, their Filipino heritage offers an authentic perspective on growing up Canadian.



MUSIC AND OTHER DRUGS

Introducing Cashwaveyboiz and their debut visual "Last Night"

MUSIC AND OTHER DRUGS - 2 MONTHS AGO

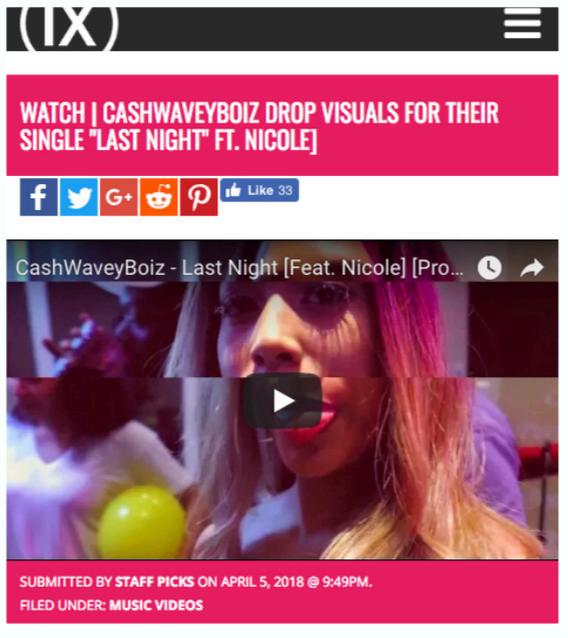


LIL DURK EN SPECTACLE  
AU THÉÂTRE BERRI LE 19 MAI AVEC DJ CROWD

Le Journal » Actualités » Le groupe anglophone Cashwaveyboiz font des vagues avec leur chanson Call Me  
Publié le 6 mars 2018 à 13h48

Le groupe anglophone Cashwaveyboiz font des vagues avec leur chanson Call Me

lejournalduhiphop.com



(IX)

WATCH | CASHWAVEYBOIZ DROP VISUALS FOR THEIR SINGLE "LAST NIGHT" FT. NICOLE

CashWaveyBoiz - Last Night [Feat. Nicole] [Pro...

SUBMITTED BY STAFF PICKS ON APRIL 5, 2018 @ 9:49PM.  
FILED UNDER: MUSIC VIDEOS



Five Questions With CashWaveyBoiz

By Jenna Melanson on April 2, 2018

# RESULTS

## PLAYLISTS AND STREAMS

**Playlists**

LAST 28 DAYS LISTENERS

Playlist Name	Artists	Listeners
New Music Friday Canada	Bad Tings	9.6k
Viral Hits Canada	Bad Tings	1.5k
Canada Viral 50	Bad Tings	1.2k
Fresh Finds: The Wave	Bad Tings	730
Just Vibing	Bad Tings	729

Showing 5 of 167 playlists

Playlists appear when your music reaches 25 unique listeners on a playlist

**New Music Friday Canada**

Spotify

Your songs for this playlist

LAST 28 DAYS

Song	Listeners
Bad Tings	

**Canada Viral 50**

spotifycharts

Your songs for this playlist

LAST 28 DAYS LISTENERS

Song	Listeners
Bad Tings	334

**Fresh Finds: The Wave**

Spotify

Your songs for this playlist

LAST 28 DAYS LISTENERS

Song	Listeners
Bad Tings	177

**Just Vibing**

Spotify

Your songs for this playlist

LAST 28 DAYS LISTENERS

Song	Listeners
Bad Tings	216

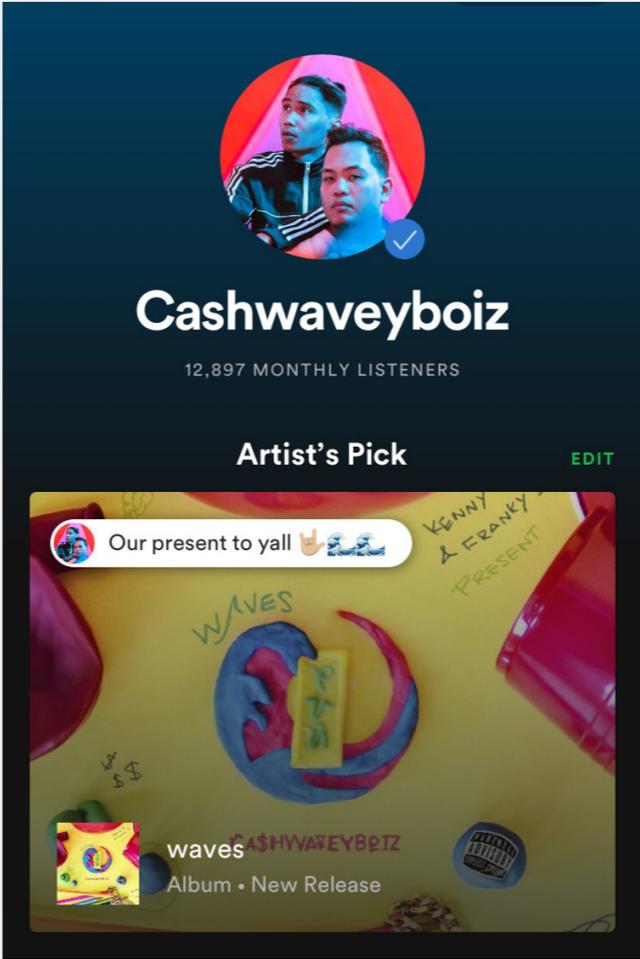
With their branding and image on point, getting them featured on over 160 playlists on Spotify was a breeze.

# RESULTS

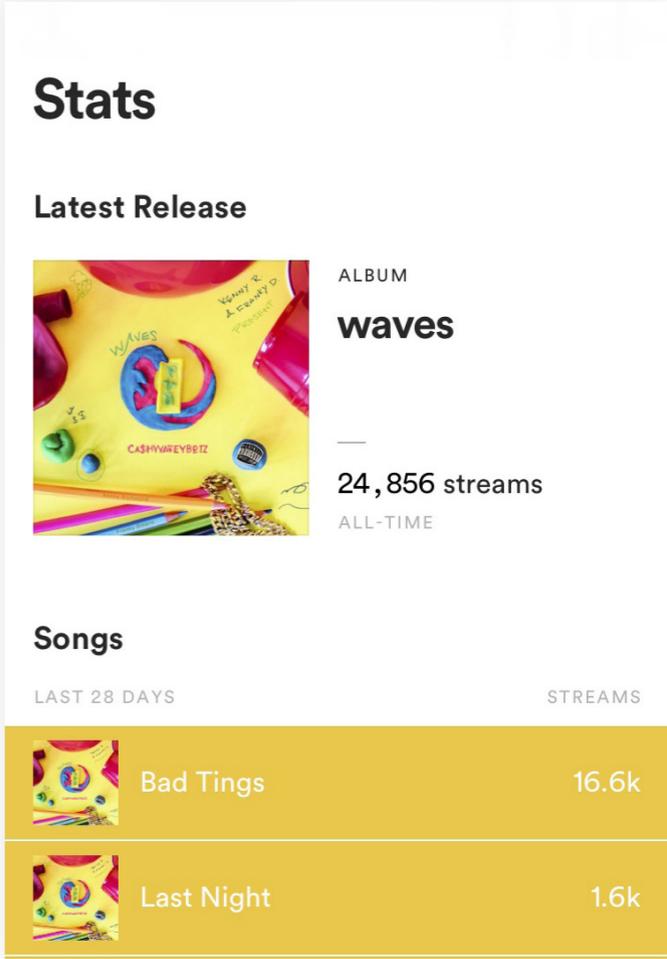
## PLAYLISTS AND STREAMS



After the release of their first single, 'Last Night' their monthly listeners were at a modest 137.



Their easy access to online publicity and playlists, boosted their monthly listeners to 12,897 in the first week of the release of their first EP Waves, with a focus on their single 'Bad Tings'.



They went from a couple hundred streams to over 24k streams in under two weeks from the release on May 11, 2018. These stats are from May 21, 2018.

## RESULTS

### INVEST IN YOURSELF

We were extremely fortunate to have collaborated with Cashwaveyboiz. They gave us their trust, put their career in our hands and allowed us the creative freedom to really make them stand out with their visuals.

We won't say this came easy. However, because Cashwaveyboiz were willing to go all out, take risks and invest in themselves, they were able to create something out of nothing and get some momentum to start their music career.

This is why, when investing in your craft, it's important to invest in every aspect of it. Neglect one, and you will eventually limit and stunt your own growth. When you take advantage of the catalyst that is solid, quality visual branding, you will see your business grow.



## LET'S WORK

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