

# Artists, Products, & Pop-culture Collide at Studio Seven Consulting, The Music Industry's premiere Creative Agency.

*How does one launch a new album, product, and social club simultaneously; all during a pandemic? Simple. By keeping the creator communities connected.*

LOS ANGELES, CA, UNITED STATES, March 31, 2022 /EINPresswire.com/ -- Navigating the global impact of COVID-19 and its aftermath has been one of the biggest marketing challenges of our time. Virtually every industry has had to adapt to new ways of working to keep operations running; often resulting in empty offices, canceled product launches, and countless postponed tours, concerts, and events. As soon as business came surging back over the last several months, headlines about the recent NFT, Crypto, and 'Metaverse' booms began to also drastically change the Social & Digital marketing landscapes as we knew them. While the Pandemic and the many recent tech advances may have completely flipped the script on what the "givens" of any given industry, product category, and the world at large were almost overnight; the landscape of [Studio Seven Consulting's](#) new interactive event series displays clear and consistent themes of the importance of community-building and collaboration over competition.

Laura Khoudari, co-founder of [Ladybug Potions](#) and one of the event's sponsors, thinks this fresh approach is exactly what the industry has been missing all along. "In the past, each of these events would have been held totally separately - one party for an album launch, another solely to sample out our new products to influencers, and then a tasting event for the food and liquor brands somewhere else. But by doing these events as a collective with other teams whose vision and interests align with our own, we all have an opportunity to be a part of something bigger and build something more meaningful." Cilia Fishman, Laura's partner at Ladybug Potions added "It's just so exciting to see people of this caliber react to our product at an event like this.



**We connect the dots.**

**We help good brands effectively share their stories by first asking our communities to share theirs.**

**01 CONTENT**  
We will work with each brand's respective teams to conceptualize and create appropriate content and campaigns that clearly engage, meaning and professional needs, while also effectively and comprehensively addressing the impacts COVID-19 has had on everyone.

**02 COLLABORATION**  
By shifting the paradigm of how brands connect with, market to, and promote their products and services - we believe we will be able to find better-aligned and elevated ways to tell our brand stories by asking our communities to tell theirs - which will inform much of the content we create.

**03 COMMUNITY**  
In addition to acknowledging and addressing the many obstacles COVID-19 has put in all of our paths (and providing informative, inspiring, and uplifting content about how we will overcome those obstacles), we aim to create actionable plans that brands can use to positively affect the communities they are a part of.

**04 TOOLS**  
Identify who we are trying to reach with your products or services. What do we know about these people? What do we not know? Why would they choose your product over a competitor's? By identifying and coordinating appropriate partnerships, projects, and promotions, our goal is to create the tools you need to effectively get your message across to who needs to hear it.

**05 SYSTEMS**  
In addition to turning to our communities to help inform, curate, and create much of the content itself, we will have clear CTA's around customer onboarding, people, places, and things that should be highlighted, celebrated, and given a glowing shout to. To us, this helps to keep the world moving forward to a better tomorrow.

**06 STRATEGIES**  
Once we have uncovered the answers to what is the core driving force behind what you are trying to build (and if someone is interested in getting there), our team will teach the strategy and planning process to ensure we have a clear parallel path to success that is long-term and results focused.

**We connect the Dots**

There's so many different things going on, so much to see - it's crazy. Nobody really knows what to expect when they first walk in to these, and for a new brand like ours, getting feedback and support like this from so many wonderfully talented people is so exciting."

With an impressive array of content, campaigns and product launches for industry titans like RXBAR, Whole Foods, and Microsoft; alongside album launches for artists like Lizzo, Bakar, Ben Abraham and many more already under their belt; [Studio Seven Consulting](#) has become known for helping great brands and creators build better tools, systems, and strategies to take their products and projects to the next level. Studio Seven Consulting's Founder, Thom Vest, believes that embracing and harnessing these new technologies while staying focused on innovation is what will successfully lead his clients through these fast-moving changes. "By curating everything we have to

force nothing, and our guest list requirements and how seriously we take Covid compliance measures are no exception." For entry to most of the events, you'd need to have collected an NFT token via an online auction platform, downloaded an app from one of the event sponsors, or

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*Thom Vest, Founder of Studio Seven Consulting*

somehow scored a VIP access card from one of the participating hosts or creators just to get past security. He added, "Our strict 'socially selective' policy means that a vaccination card, a negative Covid test, and a healthy respect for other people's personal space and preferred safety protocols are non-negotiable at ALL events, Period. Outside of that - our general rule of thumb is if you want a seat at the table, you have to bring something to it. What that looks, sounds, tastes, or feels like is the fun part - that's where the magic of these events are found. It's really as simple as that."

Guests who score a coveted spot on the list are likely to be bumping elbows with industry executives and many of the 20-something crypto millionaires who are helping guide this space into the future. Those with eyes to see might even spot a few recognizable faces in the crowd, all while listening to unreleased music, sampling new products, and taste tasting the items at the pandemic- friendly food stations. By keeping tight reins on the creative direction and program schedule for each event prior to its launch, the agency is able to utilize their proprietary software

**The tools of our trade.**

Tools make it possible. Systems make it work. Strategies make it happen.

- 1. Production**  
**Digital Brand Experiences**  
They say life is really just a collection of emotional experiences. Aha!s, emotion is what connects us to the people, places, and things that we love the most - and emotion can really only come from one place: experience. Our team is a leading innovator in crafting safe, effective, and highly memorable brand experiences in the wake of COVID-19 (Sourdough starter kits, anyone?)
- 2. Media**  
**Social Media Management**  
In today's media landscape, the content shared online paired with being able to effectively reach and engage with core audiences (and the celebrities, influencers, and experts they love) can truly make or break a brand. Relevant, reliable, and visually stunning social content is imperative to digital success.
- 3. Creative**  
**Graphic Design + Advertising**  
Today's consumers don't just buy into a brand, they join it. This is why the most effective assets, packaging, graphics, POS, creative, and advertising campaigns are often the simplest ones. They are easy to understand, and impossible to ignore.
- 4. Consumer**  
**Consumer Sampling**  
Retail marketing and our social media street teams are an effective and innovative way to drive increased product trial, gain valuable consumer insights by city, region, and neighborhood - and help foster your brand's social + digital footprint - simultaneously.
- 5. Directive**  
**Film + Video**  
From concept and coordination to final cut and delivery - we have the tools to create stunning video content that suits the case and gets to the point. Every brand has a story - let us help you tell yours.
- 6. Strategy**  
**Branding + Development**  
Branding is what connects a company to its community, and should speak to why you started, where you plan to go, and who you hope to take with you on the journey. Where to next?
- 7. P.R.**  
**Public Relations**  
Our team of veteran publicists are the most valuable tool in your toolkit. They know how to showcase what's hot, minimize what's not, and most importantly - how to craft and deliver a story worth telling in order to grab headlines, and gain market share.
- 8. Community**  
**Strategic Partnerships**  
Our unique business model was founded on the principle of collaboration and community over competition. By forming alliances, partnerships, and bringing thought leaders across multiple industries and mediums, we are building an army of opportunity.

**Key Services**

on site to then capture real-time reactions, content, and digital engagement opportunities between the hosts, sponsors, and party-goers within each geo-fenced activation area. In some cases, they can also create custom fabricated activation elements that blur the line between the digital and analog worlds, and coordinate pre-approved content deals with some of the high-profile influencers, artists, and creators in attendance to ensure maximum earned media value and impressions for sponsors.

To learn more about Studio Seven Consulting, their innovative approach to all things Marketing, PR, and promotional, or the brands they work with; please visit [www.studiosevenconsulting.com](http://www.studiosevenconsulting.com) , or the agency's social media handles at @StudioSevenConsulting.

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