

CLINTON KANE

**ALBUM PROJECT**

*In The Philippines*

# ALBUM: 67 CARMEL STREET

1. AVO TOAST V2 W SARA AARONS
2. HEARTBEAT FOR A HOME
3. MISERABLE
4. I DONT WANNA LIVE IN A WORLD WITHOUT YOU
5. FALLEN LEAVES
6. LEAVE MYSELF BEHIND
7. ALL OUT OF LOVE
8. MAYBE IM JUST A LITTLE TOO MUCH
9. POLAROID
10. HOLES IN THIS READY HEART
11. STRANGERS
12. FRIES

# OVERVIEW

## WHAT ARE WE DOING

In the summer of 2023, Clinton Kane will be taking a trip back to where it all began: the Philippines. For 5-6 weeks, he will be spending time in the very place where his career and life started; where he wrote his very first song on an iPhone 6. We will capture a variety of content in the Philippines to show the conceptualization of this phase of his life.

The goal is to create content that tells his narrative: ***Who is Clinton Kane? What is his story?*** This will be a chance for his fans, old and new, to get to know him in a very intentional and intimate way while exploring his life through the scope of this album.

### Deliverables:

- Cover art
- Live versions of each song
- Video teaser content for the whole album
- 30-45 min Documentary
- Music Videos
- BTS Content

# OVERVIEW

## WHY ARE WE DOING THIS

Before we can move forward with ushering in this new chapter of sonics and songs, it's important to see the growth of Clinton's music and how he's reached a point in his life and career to begin writing this 'new era.' Going back to the start and conceptualizing this emotional and spiritual part of his life will give him the opportunity to share the story that he hasn't had the chance to tell. Before introducing a new project, going back to the start will help to close this chapter of music for Clinton and lead into the next.

Clinton is passionate about introducing a cultural aspect to his music. The songs on this album tell a painful yet beautiful story that coincides with his upbringing. Returning to the Philippines where it all began would be a great first step into uncovering exactly who 'Clinton Kane' really is.

# OVERVIEW

## LIVE SHOWS

We will do little pop ups as a way engage with fans in a fun and interactive way - such as an Easter egg hunt, mall shows, and any additional live pop up shows throughout the city.

## BRAND LOOKS

Magazine looks including clothing, perfume, etc.

## DOCUMENTARY

We will put together a 30 minute documentary of the story of Clinton, his journey and the making of the album as he goes back home to the Philippines

## EVENTS

There are tons of weekly events that Filipino stars participate and sing in. We will do a deep dive into Filipino culture/entertainment and the best ways to bring Clinton's name to the forefront.

## INFLUENCERS

Connecting Clinton with local influencers, musicians, and creators that he should align with in order to broaden his audience scope and increase awareness.

## MOVIE SYNCs

We will use the music on Clinton's upcoming album in order to secure a prominent movie sync deal in the Philippines and offer a completely new medium for enjoying the album.

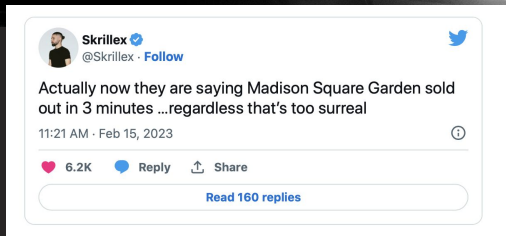
## PRESS

We will secure press opportunities across a wide range of local media in order to position Clinton as a must-listen.

---

# LIVE SHOWS

# POP-UP PERFORMANCES

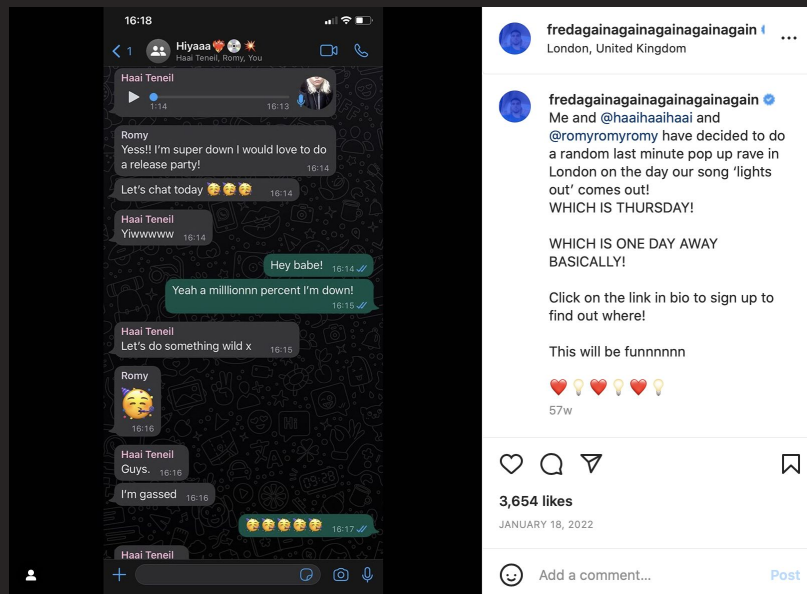


Clintons pop up show Fred Again, Four Tet, and Skrillex announced their pop-up on Wednesday 2/15 and dropped tickets at the same time. It sold out in 3 minutes. Their show was on Sat 2/18.

**Takeaway:** collaboration of all three artists pulled their fans together and created tons of buzz. The last minute announcement was also an incentive for fans to act fast

Here is another Fred Again last minute pop-up [example](#). He had a link in his bio for fans to get invited to the rave to find out where it would take place.

**Takeaway:** Fred Again's new single would be dropping the day of the pop-up. His fans attending would be the first to hear the song live. The rsvp link and secret location made the show feel very exclusive and special.



# LIVE/STUDIO PERFORMANCE: REFERENCES



[Fred Again - Live Performance](#)



[Puma Blue - Live Performance](#)



[Dijon - Live Performance](#)

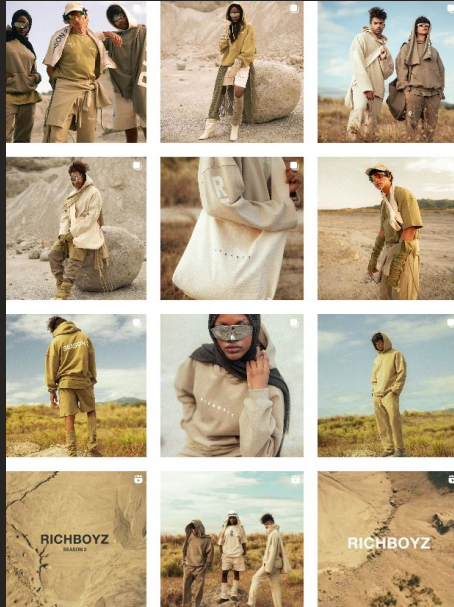


---

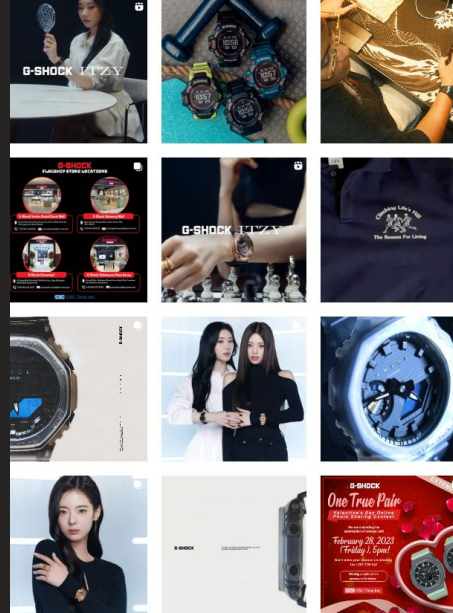
# **BRAND LOOKS**

# BRANDS

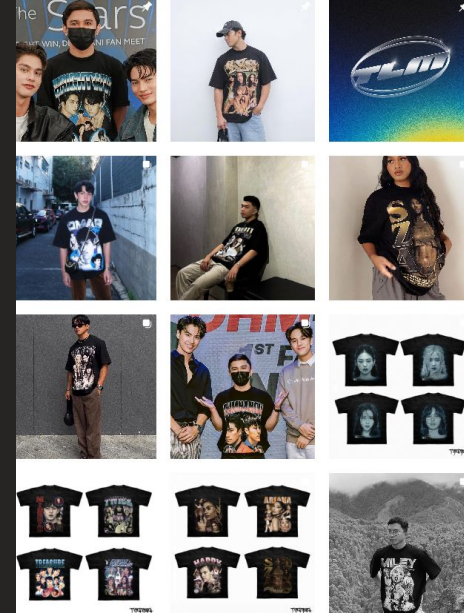
## RICHBOYZ PH



## G-SHOCK PH

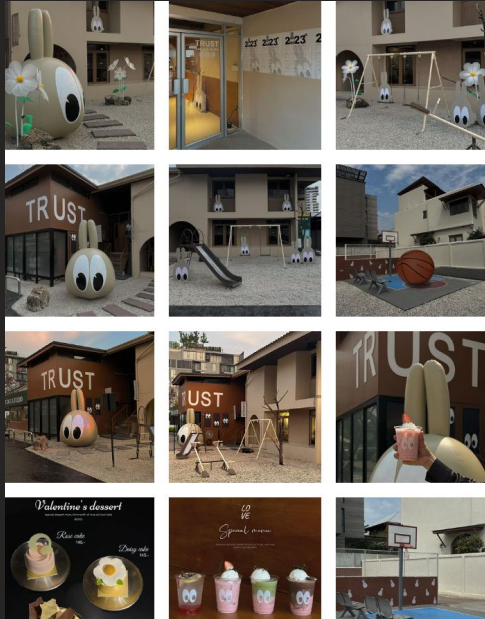


## THE LABEL

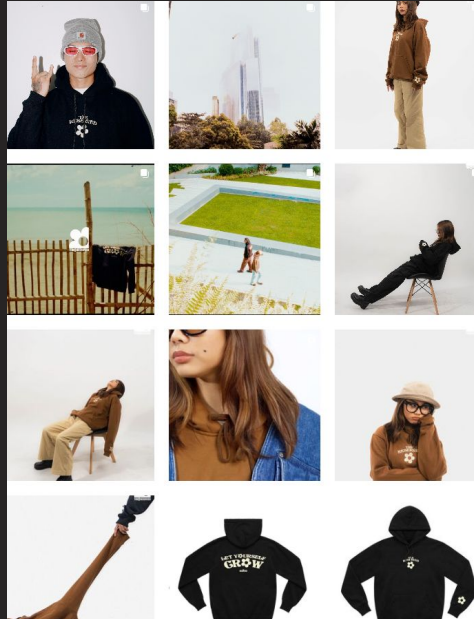


# BRANDS

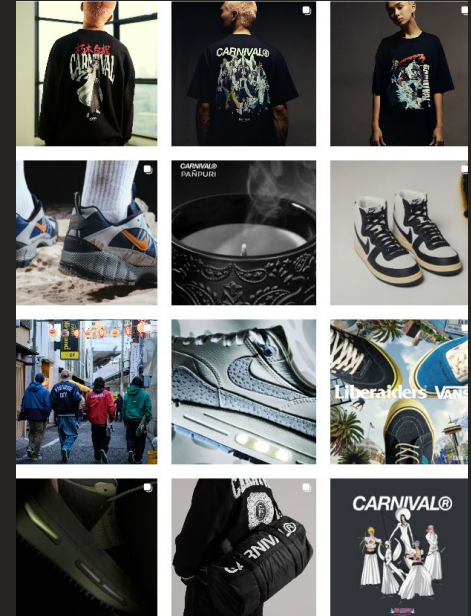
## TRUST CAFE & STUDIO



## THE RESERVED

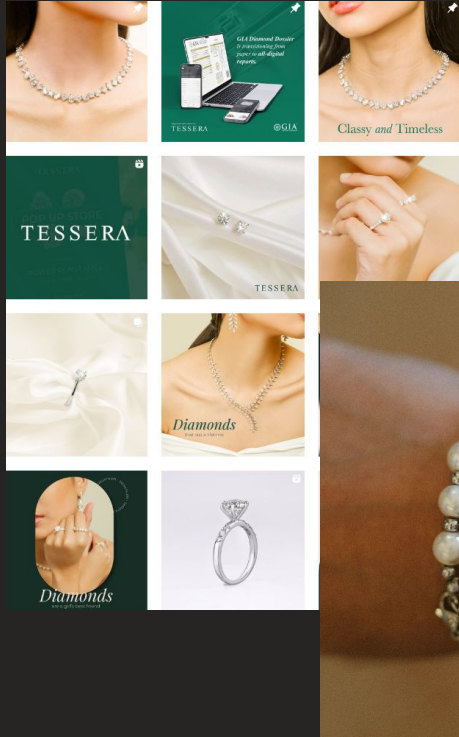


## CARNIVALBKK

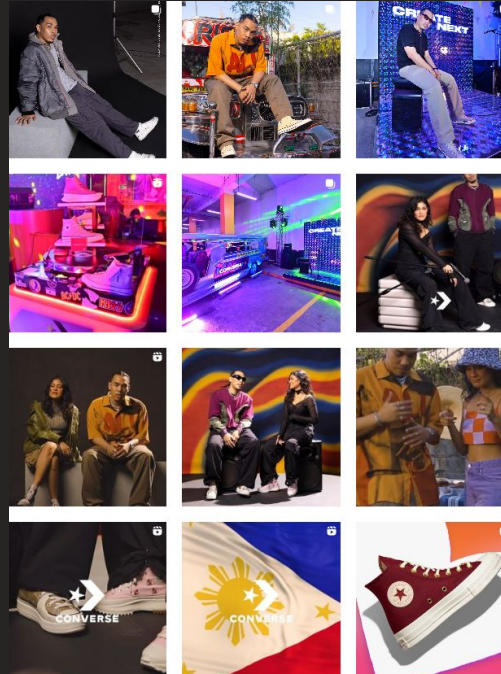


# BRANDS

## TESSERA



## CONVERSE PH



---

# **DOCUMENTARY**

# OVERVIEW

## The Documentary would consist of:

- At its core, this will be a story of self discovery and growth, as Clinton learns to face his inner demons and embrace his true self
- The writing, creation, and finishing of most or some of these songs
- A look into Clinton's house, life, and background
- Themes of personal trauma, mental battles, identity issues, therapy, things he has faced since beginning a career in music for people to understand him more
- Visiting places that have a sentimental meaning to him in the philippines
- Showing the side of Clinton that coincides with this project and with this chapter of his life
- Shooting most content in this specific sentimental place to create a cohesive feeling to the whole project
- We'll also be using a lot of our time in the Philippines to shoot not just content for the album but various different marketing/branding and fan activations
- Positioning Clinton and his music as an important member of the culture of the Philippines



# DOCUMENTARY INSPO

The New York Times

## 'Are You Up on Dominic Fike Yet?'

His new album, "What Could Possibly Go Wrong," dropped last week. Watch how he landed a multimillion-dollar record deal in a new Times documentary on FX and Hulu.

Give this article



13

Full episodes of The New York Times Presents on [nytimes.com](https://www.nytimes.com) are available to New York Times subscribers.



Watch how Dominic Fike landed a multimillion-dollar record deal with just a few mysterious demo tracks posted to the internet. The New York Times Presents/FX/Hulu

30 minute documentary on how Dominic Fike's career started. Filmed mostly in his hometown, moments on tour, in the studio, and LA.

NYTimes exclusive partnership. [Watch Here](#)

The New York Times  
Presents

FX HIGHLIGHT

---

# EVENTS



# ASAP NATIN 'TO (THIS IS OUR ALL-STAR SUNDAY AFTERNOON PARTY)



*The longest-running Sunday musical-variety show on Philippine television -showcasing ABS-CBN's best and the brightest artists and world-class performers!*



---

# **INFLUENCERS & CREATIVES**

# INFLUENCERS & CREATIVES



**SAM CONCEPCION**  
(musician/influencer)



**DAVID GUISON**  
(influencer)



**IDA ANDUYAN**  
(influencer)



**RANZ KYLE**  
(influencer)



**JEFF ONG**  
(influencer)



**LEN**  
(photographer)

# INFLUENCERS & CREATIVES



**GELA MUÑOZ**  
(influencer)



**MIKYLE QUIZON**  
(influencer)



**KERWIN KING**  
(influencer/actor)



**SEF LOSEO**  
(creative/stylist)



**PAOLO PINEDA**  
(photographer)



**MAUREEN WROBLEWITZ**  
(influencer/model)

# INFLUENCERS & CREATIVES



**AIJALONICA LEI**  
(director)



**DIANE B**  
(creative)



**BRYAN LAROSA**  
(model/stylist)



**VINCE MARCELO**  
(influencer/model)



**MARIA ISABELA GALERIA**  
(influencer/model)



**BJ PASCUAL**  
(photographer/model)

---

**PRESS**



# PRESS



ESQUIRE PH



BANDWAGON ASIA



METRO SCENE MAG



NME ASIA



PHILSTAR L!FE



VILLAGE PIPOL MAG



ABS CBN



VOGUE PHILIPPINES