

**LOUDD.**

**A culture-first creative agency.**

**WE CONNECT MUSIC, CULTURE, AND BRANDS TO CREATE  
MOMENTS PEOPLE REMEMBER AND CONTENT THEY  
SHARE.**





# /ARE YOU...



- /01

**TIRED OF RISING AD COSTS?**

PAID ADS ARE EATING BUDGETS BUT NOT DELIVERING RETURNS.

**WITH LOUDD:** WE UNLOCK GROWTH THROUGH CULTURE-LED, ORGANIC CONTENT THAT DRIVES BOTH ENGAGEMENT AND REVENUE.
- /02

**STRUGGLING TO GROW YOUR BRAND IDENTITY?**

YOU WANT TO BE SEEN, SHARED AND TALKED ABOUT IN THE RIGHT SPACES.

**WITH LOUDD:** WE CREATE CONTENT AND ACTIVATIONS THAT SPREAD NATURALLY THROUGH CULTURE, PUTTING YOUR BRAND AT THE CENTRE OF THE CONVERSATION. OUR EXPERIENTIAL EVENTS ALSO ACT AS PRODUCTION DAYS FOR YOUR CREATIVE.
- /03

**NEED CLEAR RESULTS YOU CAN MEASURE?**

GREAT IDEAS MEAN NOTHING WITHOUT PROOF THEY WORK.

**WITH LOUDD:** EVERY CAMPAIGN IS DESIGNED WITH KPIS BUILT IN, FROM REACH AND ENGAGEMENT TO SALES AND BRAND LIFT, SO YOU CAN SEE THE IMPACT.
- /04

**WANT TO CONNECT THROUGH CULTURE?**

REAL INFLUENCE COMES FROM BEING PART OF CULTURE, NOT JUST SPONSORING IT.

**WITH LOUDD:** WE POSITION YOUR BRAND ALONGSIDE THE RIGHT ARTISTS, SCENES AND COMMUNITIES, BUILDING CREDIBILITY THAT LASTS.
- /05

**SHORT ON TIME AND RESOURCES?**

YOUR INTERNAL MARKETING TEAM IS STRETCHED THIN, JUGGLING TOO MUCH AT ONCE.

**WITH LOUDD:** WE TAKE THE WEIGHT OFF, RUNNING CAMPAIGNS END-TO-END WITH SMOOTH ORGANISATION AND EXECUTION.



/OUR MISSION

OUR

MISSION

CREATING UNFORGETTABLE MOMENTS WHERE  
MUSIC AND CULTURE MEETS BRAND STORYTELLING.

WE BUILD IMMERSIVE CULTURE-FIRST BRAND ACTIVATIONS AND  
SOCIAL CAMPAIGNS THAT SPARK EMOTIONAL CONNECTION.

WHETHER IT'S A TRANSFORMATIVE IN-STORE TAKEOVER, A  
DYNAMIC LIVE MUSIC EVENT, A PERFECTLY-CHOSEN INFLUENCER  
COLLABORATION, NOISE MAKING SOCIAL MEDIA CONTENT OR A  
CUTTING-EDGE LIVESTREAM. **OUR EXPERIENCES POSITION BRANDS  
WITHIN CULTURE, NOT JUST ADJACENT TO IT.**

EVERY EXPERIENCE IS DESIGNED TO LIVE BEYOND THE MOMENT,  
AMPLIFIED THROUGH SOCIAL CONTENT THAT TRAVELS FAST AND  
MAKES AN IMPACT.





# /WHY NOW?

01. **TRADITIONAL BRAND MARKETING DOESN'T CUT THROUGH WITH GEN Z & MILLENNIALS**

Interruptive ads and generic sponsorships no longer earn attention - we block them out automatically. Younger audiences expect brands to show up authentically in spaces they care about, not just push generic advertisements onto their feeds - over and over again.

02. **MUSIC IS THE MOST EMOTIONALLY RESONANT MEDIUM GLOBALLY**

From local scenes to global stages, music builds instant emotional connection, making it the most powerful cultural touchpoint for driving lasting brand affinity.

03. **OUR MODEL BLENDS LIVE EXPERIENCE, COMMUNITY, AND CULTURAL CREDIBILITY**

We create in-person activations and content that feels native to the culture, powered by real communities and backed by a deep understanding of how to deliver both impact and authenticity.

04. **BRANDS MUST MOVE FROM SPONSOR TO CO-CREATOR**

Today's audiences reward brands that actively contribute to culture by co-creating moments, stories, and experiences in collaboration with artists, influencers and communities rather than simply placing logos on them.



“Music is life,  
the rest is just  
details”

87% OF GEN Z SAY MUSIC IS CORE TO THEIR IDENTITY.  
(SPOTIFY CULTURE NEXT REPORT)



# /OUR SERVICES

/01 ACTIVATIONS, LIVE EVENTS & TAKEOVERS



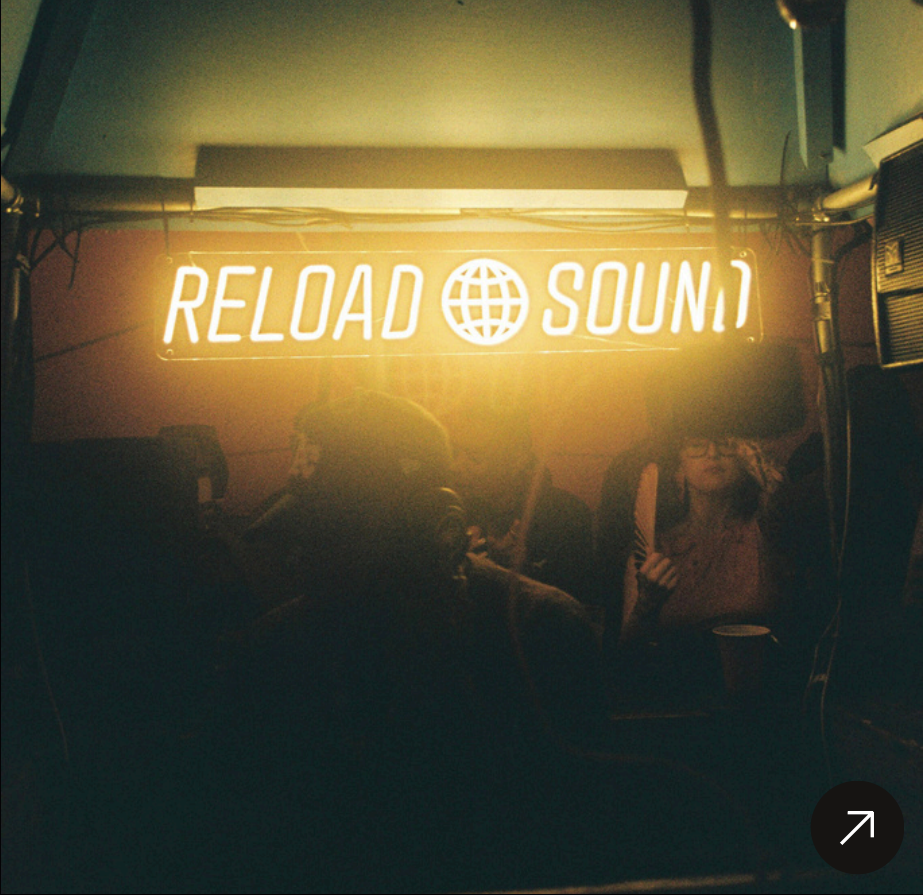
/02 INFLUENCER CAMPAIGNS



/03 SOCIAL STRATEGY AND CONTENT CREATION



/04 CULTURAL INSIGHTS





# /OUR UNIQUE APPROACH

MUSIC & CULTURE-LED. ARTIST-FIRST. BRAND-ALIGNED.

**BRAND-ALIGNED**

Every activation is tailored to reflect the brand’s identity, values, and tone of voice, ensuring the creative output feels both culturally relevant and commercially on point.

**ARIST-FIRST**

We champion emerging and established talent, ensuring artists are paid fairly and that every event we produce contributes to their growth, visibility, and long-term success.

**TECH-ENABLED**

We have deep experience in tech, integrating it seamlessly to enhance your brand. From livestreams, to interactive audience tools and real-time social amplification, we can extend the reach of each activation far beyond the physical event.

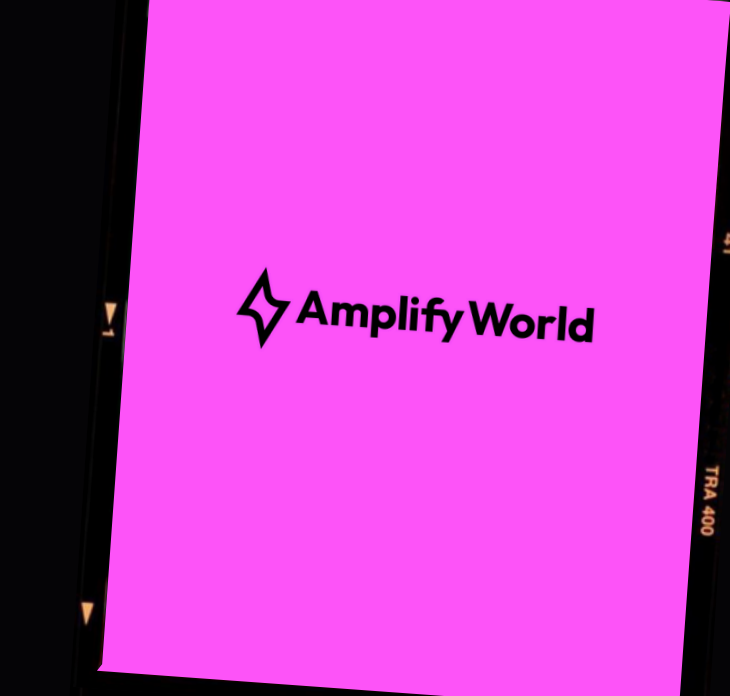
**COMMUNITY-ROOTED**

Our work is powered by our deep cultural networks and draws on our years of experience, giving brands authentic access to scenes, spaces, and audiences that cannot be reached successfully through traditional marketing.





TRUSTED  
BY BRANDS  
AND  
CULTURAL  
LEADERS





# Case Study: Redbull x Toddla T Livestream

BRIEF

Create an innovative, modern and high impact activation to launch Toddla T’s third studio album, Foreign Light, while driving engagement for Red Bull Studios UK.

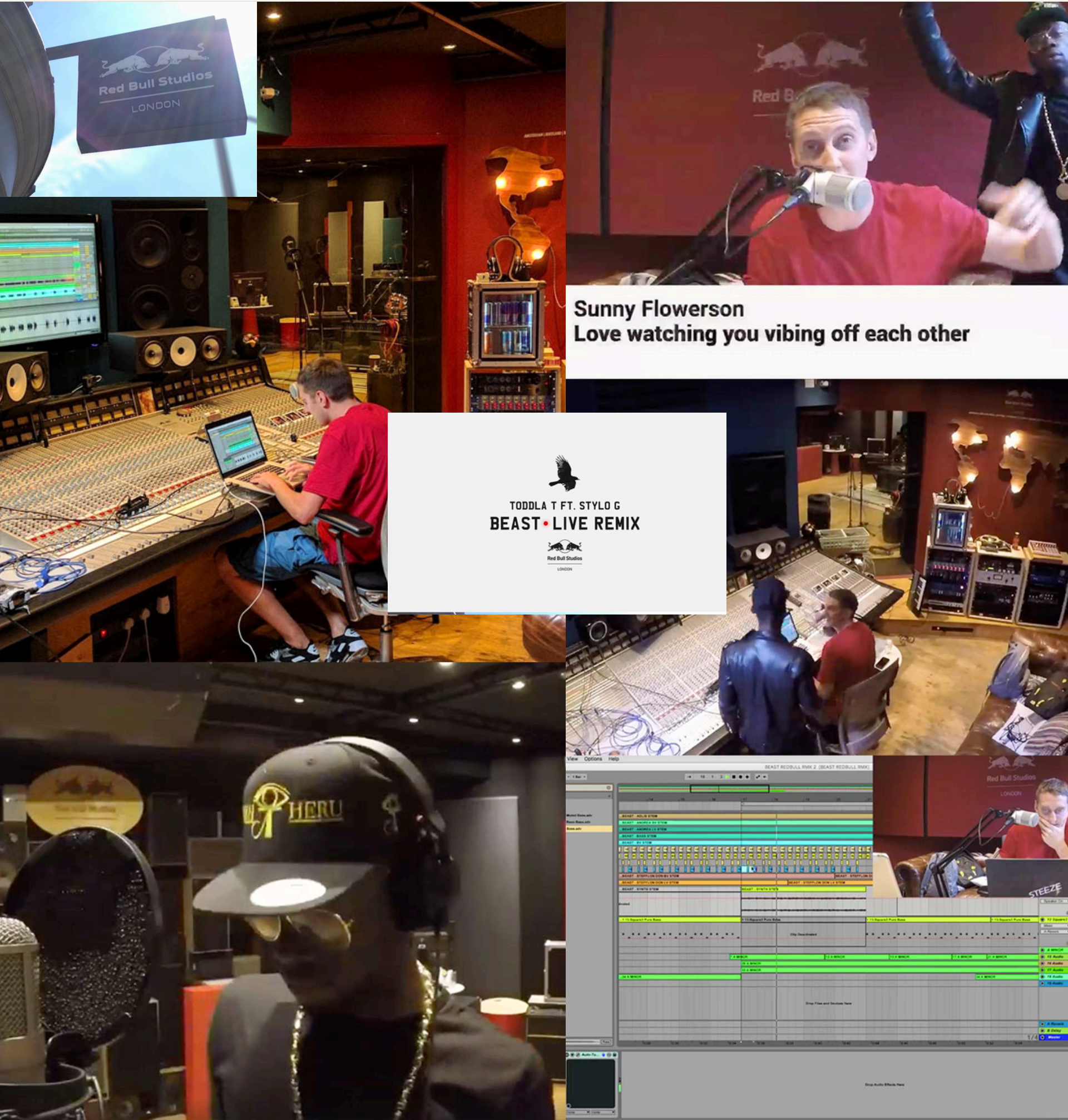
SOLUTION

A world first fan-guided interactive remix of a track from the album live streamed from Red Bull Studios London, using cutting edge streaming tech to allow fans to guide the remix in real time, involving Toddla's community in the creative process directly.

RESULTS

The stream reached more than 1.8 million people, and had over 230,000 views with a peak of 10,000 concurrent viewers - far exceeding their usual engagement metrics.

This concept was so successful it became a regular feature of Red Bull’s music based content strategy - twenty more successful live streams were rolled out, all using the same social engagement approach and streaming technology we pioneered.





**“THE TODDLA T X RED BULL LIVE STREAM WAS AMAZING!**

**TODDLA T’S INCREDIBLE ABILITY AS AN ARTIST/PRODUCER SAW HIM LIVE STREAM A REMIX OF HIS SINGLE ‘BEAST’ (FEAT. ANDREA MARTIN & STEFFLON DON) AT RED BULL STUDIOS IN LONDON. THE REMIX FEATURED UK DANCEHALL STAR STYLO G AND THE PARTICIPATION AND INTERACTION OF FANS ACROSS THE WORLD CREATING A UNIQUE VIEWING EXPERIENCE. THIS DROVE AN IMMENSE AMOUNT OF TRAFFIC TO TODDLA T’S SOCIAL MEDIA PLATFORMS AND FURTHER INCREASED INTEREST IN THE ARTIST, SINGLE AND FORTHCOMING ALBUM ‘FOREIGN LIGHT’ BOTH IN THE UK AND INTERNATIONALLY.**

**THE LOUDD TEAM WERE INSTRUMENTAL IN THE SUCCESS OF THE STREAM, FORMULATING THE CONCEPT AND ASSISTING THROUGHOUT. ALONG WITH OUR PARTNERS, RED BULL WE ACHIEVED BRILLIANT RESULTS AND WERE EXTREMELY PLEASED WITH THE OUTCOME."**

**- BENSON UDIA**

**MARKETING MANAGER, BELIEVE**



# Case Study: AmplifyLive

BRIEF

Launch Amplify’s live performance protocol, **AmplifyLive**, in Bristol with a flagship proof-of-concept event that demonstrates its potential to reshape live music economics worldwide.

SOLUTION

We produced **AmplifyLive\_001** which brought together a curated lineup of artists, promoters, and key members of Bristol’s music community. To maximise impact, we combined a high-energy live music experience with social-first content creation, a livestream, interactive artist storytelling, and a targeted outreach to the city’s tastemakers and media.

RESULTS

AmplifyLive\_001 was both a cultural moment and a proof of concept - we packed a venue full of culturally relevant artists & influencers, mixed with leading lights from the burgeoning Bristol tech scene, creating the blueprint for further successful rollouts in other UK cities.

High social traction including live clips & post-event storytelling, with significant online tech and music press coverage.



AmplifyLive: Gig-specific micro-funds to generate ongoing yield for artists & promoters.



# Case Study: Into The Metaverse Competition

BRIEF

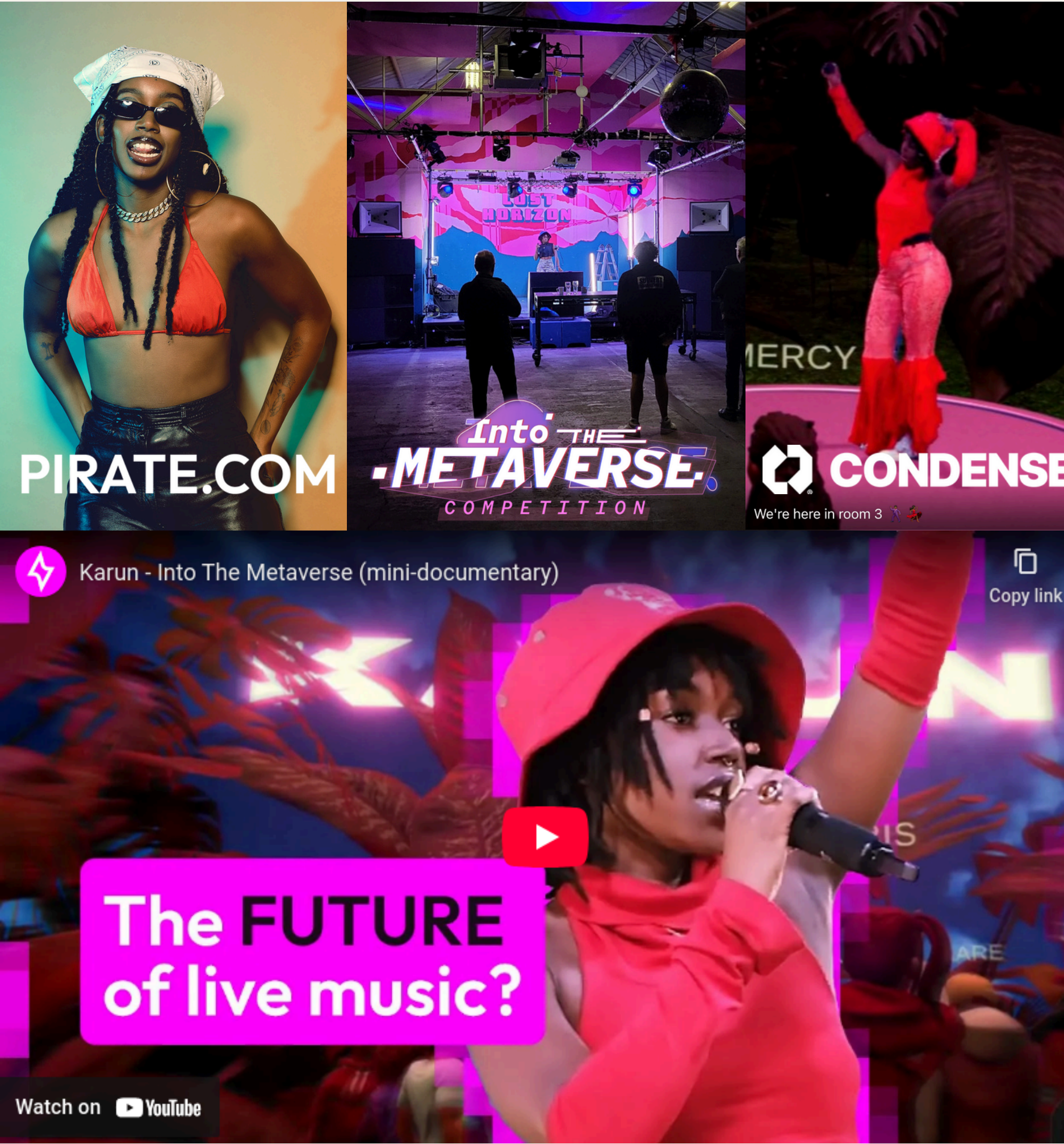
Partner with Condense and Pirate Studios to showcase Condense’s groundbreaking tech, grow Amplify’s platform userbase and spotlight emerging artists.

SOLUTION

We devised the **Amplify Into The Metaverse** activation, a global competition to showcase Condense’s one of a kind real-time volumetric 3D capture for VR performances. The competition was followed by a unique hybrid live show attended IRL and streamed virtually. We carried out targeted engagement campaigns across music communities in Bristol, PR in the tech and music media, and created social media content to build buzz, explaining the techs potential for artists.

RESULTS

- Over 5,000 entries from over 50 countries
- Over 5,000 Amplify platform signups
- Winner Karun a popstar from Kenya amplified engagement
- Over 500+ attendees in the VR environment from Africa.
- IRL music industry buy-in and attendance
- Multi-format content output (live clips, documentary, BTS)
- Positioned Amplify at the forefront of new tech for artists and a champion of new talent





# Case Study: AmplifyWorld Behind the Artist Fund

BRIEF

Deliver a live event for artists to educate them on the music industry in 2025 and explain the **AmplifyWorld Artist Fund**, an initiative offering financial grants for artists. Plus position AW as a leader in innovative artist support models.

SOLUTION

We created AW: Behind the Artist Fund, an in-person event at The White Space, in the iconic Ministry of Sound, London. This conference offered artists an opportunity to learn about the future of AW, hear from top industry professionals in music and tech through panels and keynotes, network, and gain insights into what they can expect from the Artist Fund.

RESULTS

- High artist attendance & cross-industry mix (music + tech)
- Huge post event social engagement, with content generating 600k+ views and brand building after movie.
- Clear education on AW’s fund, mission and platform benefits.
- Positioned AW as a credible bridge between music culture and Web3 innovation.





### Behind the Artist Fund - The Agenda

- 5:00pm:** Speech from Irfon Watkins and Ian Matthews
- 5:15pm:** Talk from Ian Matthews (Kasabian)
- 5:30 pm** Grant Talk - Nikki Camilleri
- 5:45pm:** Technology and the Future of Music with AI and Web3
- 6:30pm:** Food & Drinks
- 7:00pm:** Marketing Music in 2025
- 7:45pm-9:00pm:** Networking Drinks



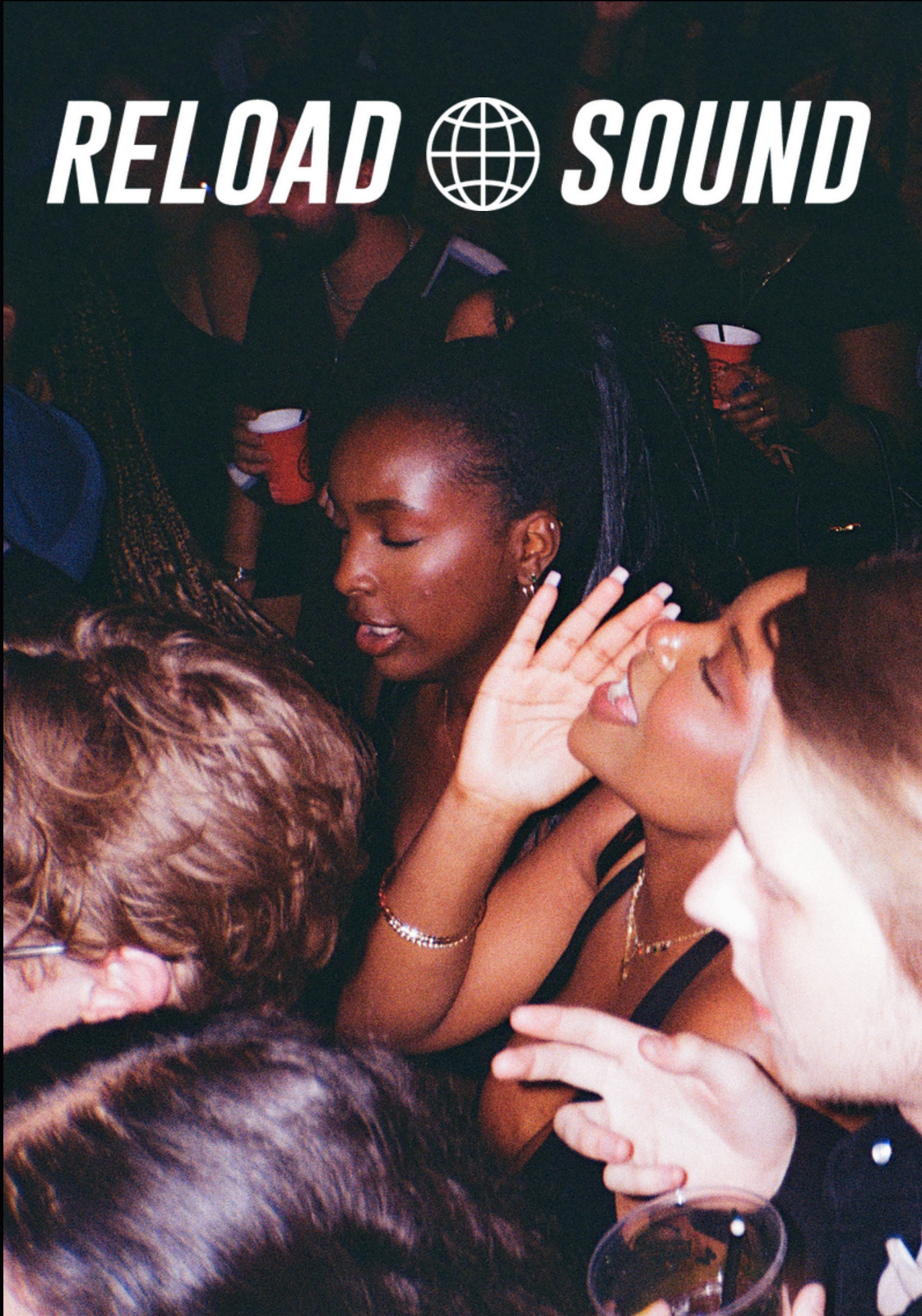
WE’VE BUILT OUR OWN  
BRANDS AND SUCCESS  
STORIES, ACROSS MUSIC  
CULTURE AND TECH.

NOW WE’RE COMBINING  
OUR SKILLSETS TO OFFER  
OUR CULTURE-MOVING  
SERVICES.

BRANDS COLLABORATE WITH US TO SAVE  
VALUABLE TIME AND SHAPE CAMPAIGN  
NARRATIVES THAT CREATE UNFORGETTABLE  
MOMENTS, WHERE MUSIC AND CULTURE MEET  
BRAND STORYTELLING.

THROUGH OUR TALENT RELATIONSHIPS,  
CULTURAL INSIGHTS AND SOCIAL MEDIA  
CONTENT CAMPAIGNS, WE AMPLIFY BRANDS AND  
BROKER COLLABORATIONS DRIVEN BY DATA.

CULTURE FIRST.





AN EVENT BRAND, MUSIC COLLECTIVE AND LOYAL  
COMMUNITY BUILT FROM THE GROUND UP.

# RELOAD SOUND

RELOAD SOUND IS A MUSIC COLLECTIVE, PRODUCTION CREW, AND  
EVENT BRAND BUILT TO SHOWCASE OUR DISTINCTIVE MUSICAL  
IDENTITY WITH A COMMUNITY OF LIKE-MINDED HEADS.

FOLLOWING A STRING OF SOLD-OUT SHOWS THAT PLATFORM LOCAL  
TALENT ALONGSIDE INTERNATIONAL TASTEMAKERS, IT HAS  
ESTABLISHED ITSELF AS ONE OF BRISTOL’S COOLEST MUSIC BRANDS,  
WITH EXPANSION TO LONDON AND BEYOND WELL UNDERWAY.

BY CREATING AND SUSTAINING A CULTURAL BRAND WITHIN THE  
COMPETITIVE MUSIC LANDSCAPE, WE’VE PROVEN OUR ABILITY TO  
CONNECT DEEPLY WITH AUDIENCES, EARN TRUST IN ARTIST  
COMMUNITIES, AND GENERATE GENUINE HYPE - SKILLS THAT NOW  
FORM THE FOUNDATION OF OUR AGENCY OFFERING.

WHEN WE CREATE CAMPAIGNS, ACTIVATIONS, AND CONTENT FOR  
BRANDS, WE APPLY THE SAME PROVEN FORMULA: CREDIBLE  
COLLABORATIONS, UNFORGETTABLE IN-PERSON MOMENTS, AND  
SOCIAL STORYTELLING THAT EXTENDS THE LIFE OF EVERY EVENT AND  
AMPLIFIES ITS CULTURAL RELEVANCE, MAKING RELOAD SOUND PROOF  
THAT...

WE DON’T JUST TALK ABOUT CULTURAL MARKETING,  
WE LIVE IT.

- JAEEL
- CHANGING CURRENTS
- JULS
- JORDSS
- PARISMATIQ
- JARREAU VANDAL
- KONNY KON
- MURKAGE DAVE
- OSCAR WORLDPEACE
- RELOAD SOUND
- KHIAH LOU
- YUSEEMI
- DJ EAZY
- DJ PANDORA
- SEE NO EVIL
- IZIEIN
- MERCE JADE
- ANYTHINKS SHOW
- JUNGLE CURTIS
- SIO





# /FOUNDERS

01.

SAM BATES



Sam Bates is an entrepreneur with a career spanning music, technology and marketing. In 2015 he founded a digital agency that partnered with clients across music, film, fashion and tech, working with clients from global brands to independent artists. Four years later he launched Amplify.link, building it into a global platform used by thousands of artists and millions of fans before guiding it through a successful acquisition. As founder of Reload Sound, he has shaped one of Bristol’s most vibrant music collectives, producing sold-out shows and building a strong community around them. Today, through LOUDD, Sam brings together entrepreneurial drive and cultural insight to create campaigns and activations that feel authentic and connect brands to audiences in meaningful ways.

02.

MALAIKA MILLS



Malaika Mills is a force in events and brand building, with a talent for shaping ideas into unforgettable cultural moments. At Reload Sound, she has led shows that sell out and built the brand’s reach through sharp social media strategy and precise event delivery. She has coordinated large-scale productions, managing a 60-person team for Harry Potter: A Forbidden Forest Experience, while also bringing her expertise to corporate events at Radisson Hotels. With a First-Class degree in Events Management and an instinctive feel for culture, Malaika combines creative spark with operational precision to drive LOUDD’s culture-driven campaigns and experiences.





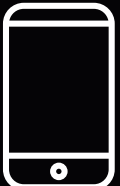
# BOOK A CHAT——NOW



**LOUDD MOMENTS START HERE.** GOT AN IDEA, A PROJECT, OR JUST WANT TO CHAT? DON'T HESITATE TO REACH OUT THROUGH THE FOLLOWING CHANNELS //



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