

Work Sample

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ARTIST MARKETING



BIRTHDAY CELEBRATION

Launched a full-scale, global campaign promoting the 'Freaks & Beaks' album by house and techno luminary, Claude VonStroke, in celebration of his tastemaking label Dirtybird's 15th birthday.



It's been 15 years since "Deep Throat" by Claude VonStroke became a global phenomenon, marking the third release on his now iconic record label, Dirtybird.

True, the crew had prior begun throwing free parties in San Francisco's Golden Gate Park, serving up barbecued treats and attracting a troupe of musical misfits whose fun-loving ethos would since foster a far-reaching influence.

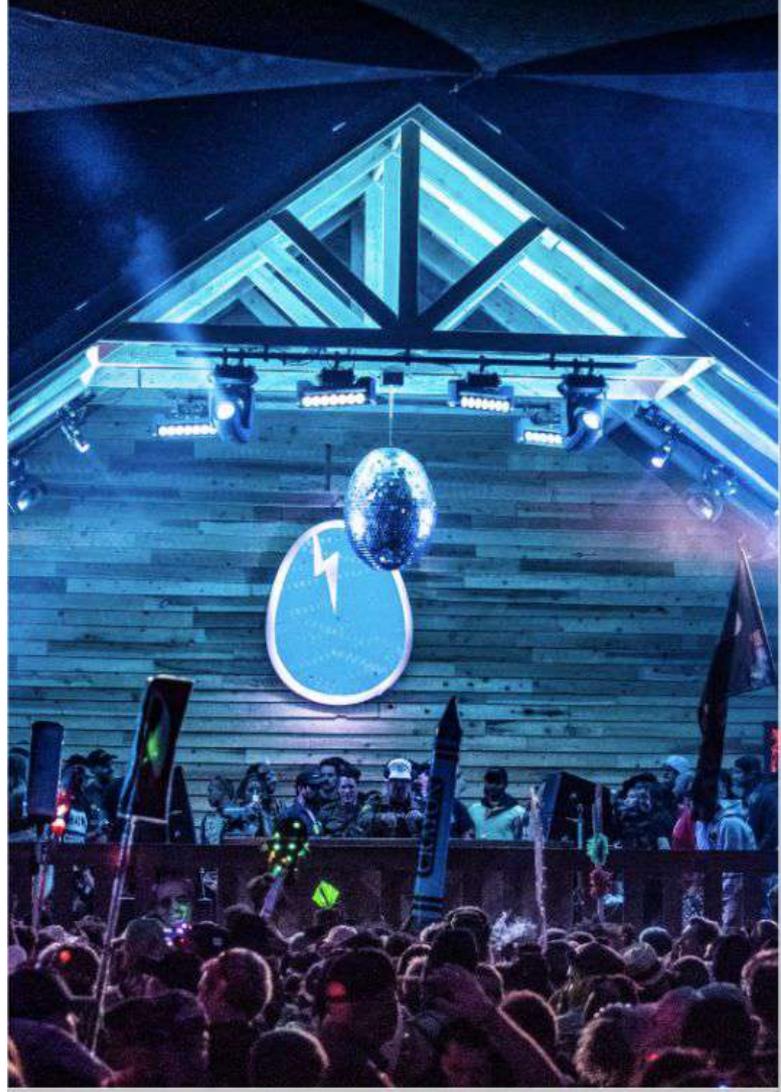
Way back when, it was all humble pie, as Barclay Crenshaw launched the homegrown label with a hand drawn logo by his first signee, Justin Martin.

Beginning in 2005, VonStroke A&R'd a tastemaking roster of producers including the likes of Catz 'n Dogz, Julio Bashmore, Shiba San and Eats Everything among many more.

LABEL OF THE DECADE

Today, the underground sound has practically become a genre unto itself, developing a loyal following that's still flying high with the wind beneath their wings.

As [Mixmag's #1 label of the decade](#), Dirtybird continues to imagine a transcendent reality of magical art and creative expression.





FREAKS & BEAKS

At this time it seemed only right that artist Claude VonStroke would reflect on what it's meant to helm the label hybrid into the enterprise that it's become.

His eclectic new album, *Freaks & Beaks*, celebrates Dirtybird's 15th birthday with the same spirit of quirky innovation that makes the brand something special.

To mark the occasion, we put all our cards on the table, rolling out an ambitious program of events including two new festivals and a world tour.

Album release parties kicked off in Detroit and Chicago, before making a jaunt to London and Berlin, with a pit stop at the Beatport office to discuss the recent milestones on album release day.

Touring continued with dates in South America and Asia, before the full flock of Dirtybird Players landed at Miami Music Week, taking over two rooms at Club Space for a sold out show with over 20 acts. In addition to producing custom t-shirts for the annual pilgrimage, we issued a compilation album and threw an all-nighter at 1-800-LUCKY with Claude VonStroke.



HOLISTIC SOLUTION

VonStroke commissioned visionary illustrator, Jeremy Fish, to design the album jacket which was extended into a vinyl box set including a 300-page coffee table book as well as a seasonal capsule collection of merchandise.



The commemorative book chronicled the label's history with photos, interviews and artwork across the ages.

In Los Angeles, we hosted a show of the visual artists responsible for more than a decade of album covers, offering fans a first listen of the new record and a chance to get their book signed by Claude VonStroke. Additional signings were held in London and New York.

The entire experience was captured in an eight part [docuseries](#) following the making of the music, life on the road, and a deeper dive behind the scenes.



ESSENTIAL MIX

As we set the stage for one of the biggest year's yet, Pete Tong invited VonStroke to contribute an Essential Mix for his legendary BBC Radio 1 program.

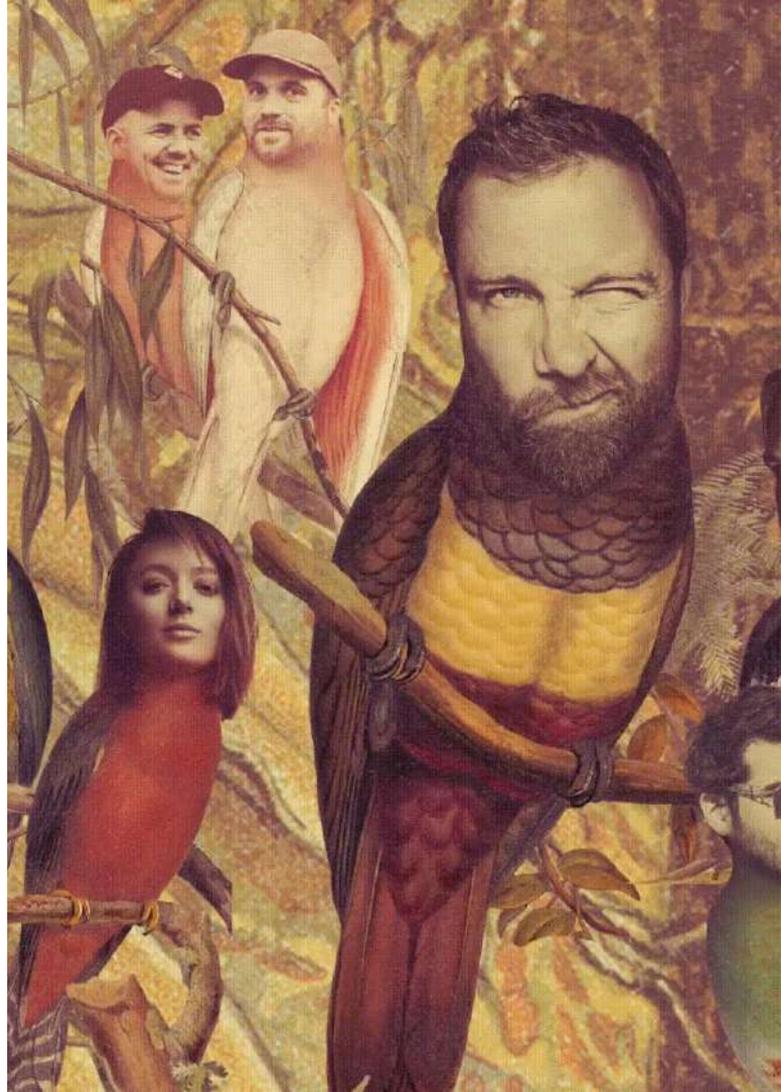
AND THE BEAK GOES ON

A cover story from DJ Mag highlighted the renegade spirit shared by these birds of a feather.

Ahead of the album release, we partnered with SoundCloud to run a push notification driving to an exclusive premiere of the irreverent “Birthday Messages” left by fans on a recorded phone line.

Spotify ran a high-impact banner on the mobile home tab and the master, Claude VonStroke, took over the Housewerk and Guest List playlists, with other placements on Dance Rising. Editorial support included a Label Spotlight on Dirtybird Records.

We secured global editorial support from Apple including contribution of a Beats One Mix and addition to playlists such as Groove, New Music Daily and Global Dance among more.



Label

DIRTYBIRD 

Spotlight

Anna Lunoe interviewed Claude VonStroke as he took the reins of her DanceXL playlist, offering an album deep cut, “Session A,” for a more European flare.

Lastly, a Billboard feature documented the importance that authenticity has played as a core tenant of this enduring music community.



MUSIC WITH A MESSAGE

In support of marketing the Voices EP, we worked with Madame Gandhi to develop her live presence aligning with influential and socially-conscious event promoters.



SHOCK CULTURE

When the former touring drummer for M.I.A. and Thievery Corporation started her own musical project the whole world took notice, literally.

After studying digital consumption for Interscope Records and earning an MBA from Harvard, the overachiever incited a viral event at the London Marathon which started a global conversation about gender equality.

It was the attention that followed which led her to channel a message into the music, leveraging her talent for percussion into social activism.

MAIN STAGE STATUS

Representing how art can challenge societal norms, we aligned with fellow disruptors in the space.

As an official speaker on panels at [SXSW](#), we approached brands and publications with similar values. The run of shows was a great success with appearances at the 'We Are One' showcase curated by Girlschool and TOMS plus Boss Babes & Girlfriend Present: [Empress](#) among others, resulting in [SPIN](#) calling Madame Gandhi one of "The 24 Best Bands We Saw in Austin."

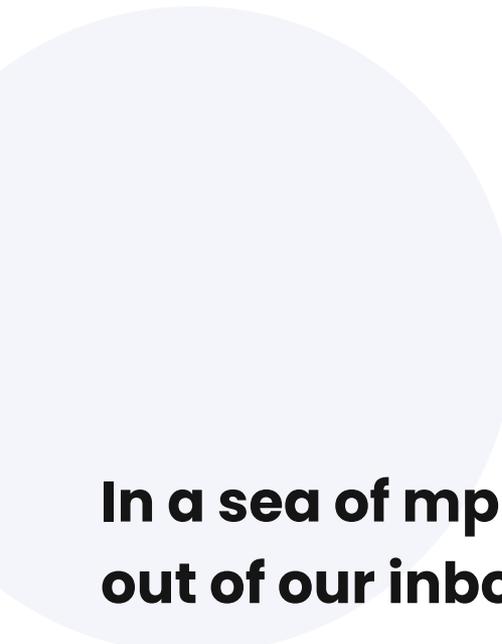
Not long after, The Do Lab confirmed a main stage performance at [Lightning In A Bottle](#). Since then, the artist was signed by The Windish Agency, now known as Paradigm Talent Agency.





UNKNOWN TO #1

Launched the career of an unknown talent, King Chain, working closely with the artist and executive producer.



In a sea of mp3s, this producer's tracks jumped out of our inbox and into our hearts.

With remarkable originality, the new project of artist Keenan Chen came to life fully formed, representing the contemporary style of today's sound to a tee. Put simply, his music was something we could get behind.

The BBC Music logo is positioned at the top left of the image. It consists of the letters 'B', 'B', and 'C' each inside a white square, followed by the word 'MUSIC' in a white, sans-serif font. The background of the entire image is a portrait of Ellie Goulding wearing a crown, with a colorful, abstract watercolor-like overlay in shades of blue, green, yellow, and red.

ELLIE'S RUNNING PLAYLIST

From day one, we had influential media on board with the offbeat and infectious rhythms including press from [Dancing Astronaut](#) and [Earmilk](#). Plus, renowned vocalist, Ellie Goulding hand-picked “Losing Soul” for her [BBC Radio 1](#) Takeover.

As King Chain’s star continued to rise, we supported the release of “Mystic” on [BredNButter](#) the label partnership between Far East Movement and [Trap City](#).

TOP OF THE CHARTS

From there, the door was open to collaborate on the Far East Movement's album 'Identity' including the King Chain production "Don't Speak" featuring vocals from K-pop sensation Tiffany Young, marking the start of her solo career post-Girls Generation.

The third single off the record followed work with Marshmello and was released on [Spinnin' Records](#) as well as the group's own [Transparent Arts](#) agency.

TOP OF THE CHARTS

Hailed by critics and fans alike, the track received support from [Billboard](#) and Nest HQ as well as a piece putting the spotlight on [Icon Collective](#) graduates by Dancing Astronaut. Next the artist was booked to perform at Looptopia festival putting out “Starlight” as the official anthem with coverage from [Your EDM](#). Not long after King Chain went on to sign with management group A2LiVE.

