



We run brainstorm sessions with a bunch of Gen-Z creatives to come up with brilliant marketing and content ideas.

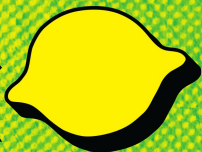
You're about to see a sample of what we do.

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the young writers' room for **fresh ideas**

Amie Blu

Digital content thought-starters from
a panel of young creatives, July 2023



our brief

Share ideas of how Amie can promote her single '**9 lives**' from the forthcoming EP '**crumbs in my bed**'.

The ideas should work for **TikTok**, **YouTube Shorts**, **YouTube long-form**, **Instagram** and **Spotify Clips**.

Ideas should be **authentic**, **DIY**, easy to execute on a **low budget** and true to Amie's personality and her music.

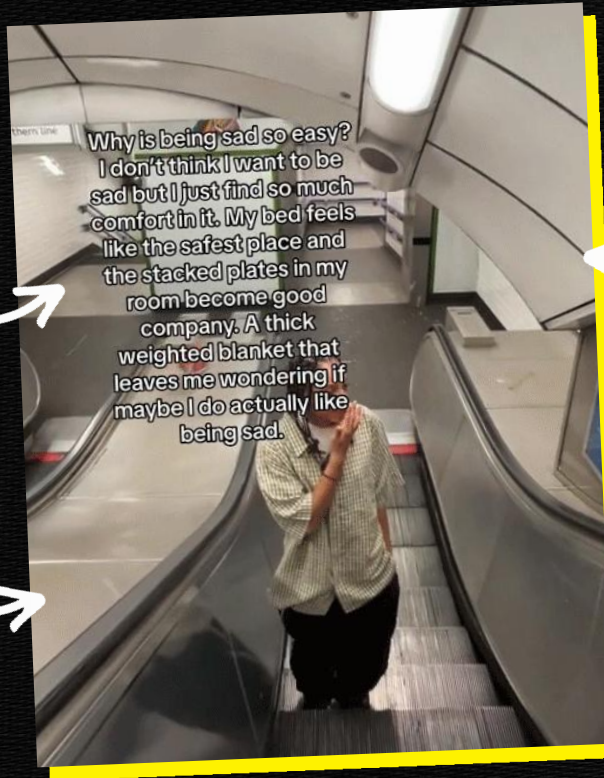


Amie's vibe on TikTok

Emotional

Relatable, down-beat,
not afraid to talk
~feelings~

Local
Showing Amie's London
to the world



Low-fi

Accessible, self-shot,
native to the platform

Personable

Self aware, a bit
awkward, funny,
approachable, likeable

**now for
some
ideas...**

1 spread the sound

An illustration of a wide, smiling mouth with white teeth and pink lips, positioned between the words 'spread' and 'the'. To the right of the word 'the' are two musical notes: a purple eighth note and a green eighth note, both with green circular bases. The entire graphic is set against a bright yellow background with a white starburst shape behind the text.

9 lives in 9 ways

In this TikTok Amie films herself 're-recording' her song but progressively making it worse 9 times, eg. super sped up, chipmunk voice, screaming, warping, getting the lyrics obscenely wrong, using a voice distortion filter, etc.

why??

Amie's got the perfect self-deprecating sense of humour down already. This will promote the song while showing Amie's personality as someone who doesn't take herself too seriously.

how??

TikTok-first, all 9 versions in one video, with accompanying re-edits for Shorts & Reels.

Alternatively... a series in which Amie performs the song in 9 different ways using audience suggestions, eg. ✱ hillbilly cowboy voice ✱ in the style of D Block Europe ✱ using a thumb piano ✱ where every word starts with B ✱ reggae version...

why??

This shows Amie's playful humour and musical talent at the same time. It brings in new audiences with a repeatable format and encourages feedback & conversation.

how??

A series of 9 videos, perhaps responding to audience comments. TikTok-first, with accompanying re-edits for Shorts & Reels.

ready for my world tour

Here we see Amie pretending to be on stage, playfully mimicking the act of her performing her new song on her world tour (all the while being in her bedroom).

why??

There's a current trend of creators pretending to open a world tour, so why not get in on it? Also showcases Amie's personality and builds anticipation for the song's release.

how??

There are some great examples of TikTok creators using this trend [here](#) & [here](#), but we haven't seen an artist do it yet!



memories & melodies

A quickly cut montage of Amie's life from the around the recording of her new EP plays behind on-screen text that gives the audience exclusive insight behind the inspiration for '9 lives'.

- Shots in the studio
- Hanging out with friends
- Writing in a journal

why??

It brings fans and potential fans closer to Amie and her music using a tried and tested format.

how??

TikTok (primary) with accompanying platform-optimised edits for Shorts & Reels.



music to stroll to

Headphones are in, the sun is setting. We're going for a walk. A series where Amie shares her notes and train of thought as she takes us on the walks she does around London that inspire her.

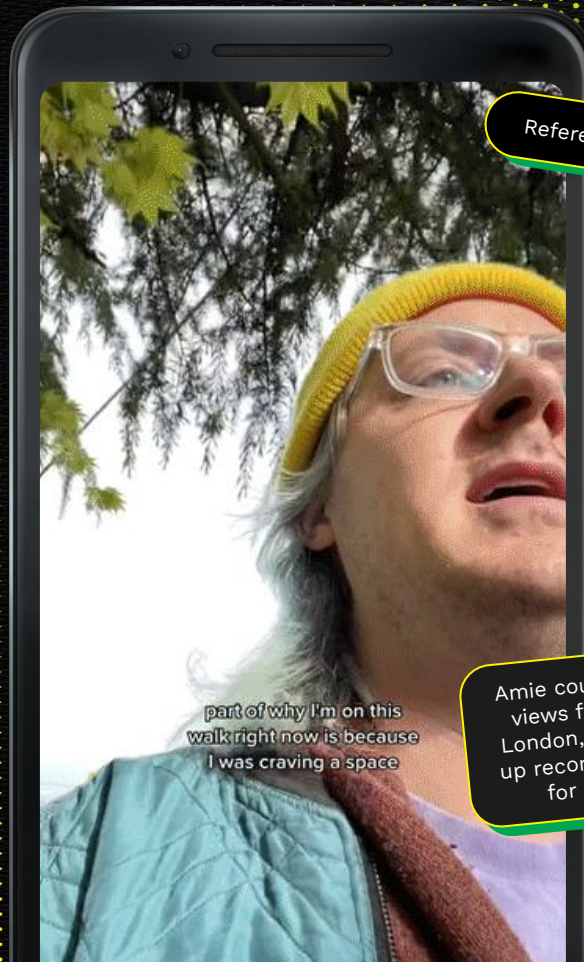
why??

Amie's music, especially '9 lives', is the perfect song to listen to while going on a self-reflective walk. Aesthetics ✓

London-core ✓ Insight into Amie's mind ✓

how??

TikTok (primary) with edits for Shorts & Reels. Instagram carousels of Amie on the walks, with photos she took along the way and her thoughts shared in the copy.



Reference: [Conscious Wes](#)

Amie could use this to share views from unseen bits of London, and might even end up recommending fun places for others to walk to

Blu's band sessions

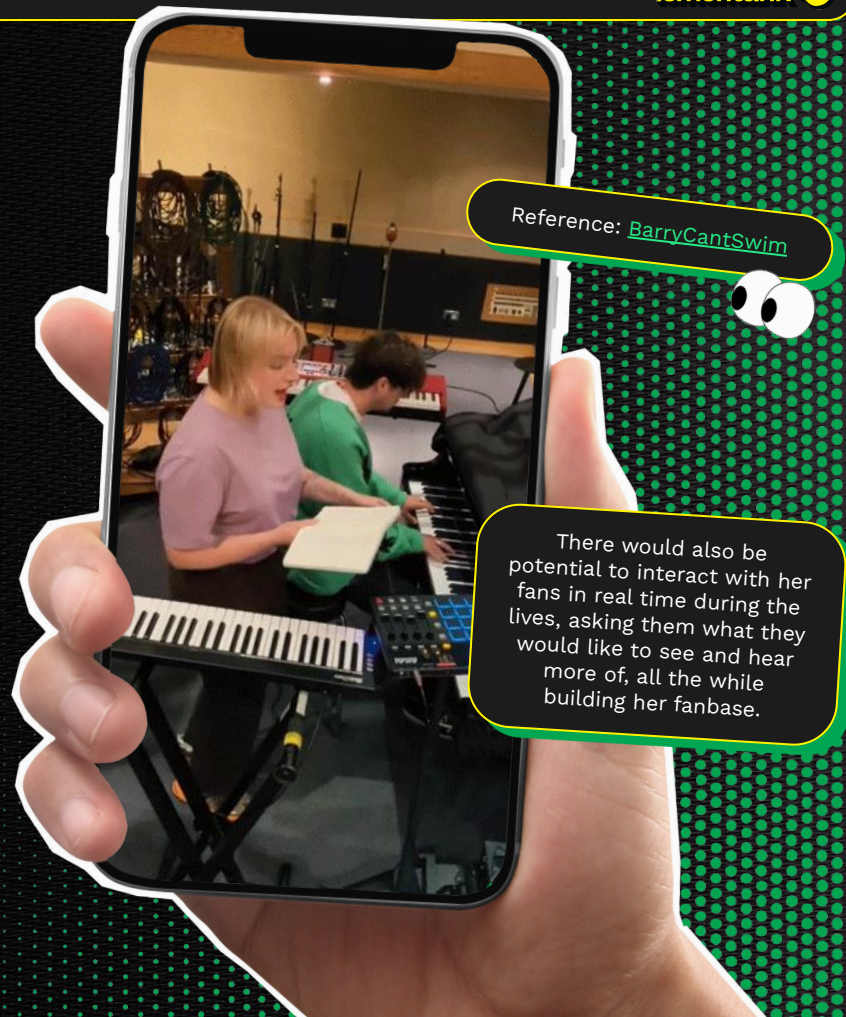
A recurring TikTok Live where Amie invites over creative friends, collaborators, and fellow musicians to jam out, showing Amie's authenticity and vulnerability.

why??

Amie shares content with her talented friends already, and fans love their dynamic. Watching their jam sessions would offer artistic insight and emotional connection.

how??

TikTok Live with highlights for Shorts, Clips, and Reels after the live. Longer form jams can go on YouTube.



behind the sounds w/ Amie Blu

A Spotify Clips series where Amie's sat cross-legged in her bedroom, sharing 30 second snippets about memorable moments from her songs' creation process. These could be done with an iPhone on a tripod and edited together with any b-roll Amie has to hand.

why??

Offers a glimpse behind the scenes for the audience, bringing them closer to Amie and the creative journey.

how??

Spotify Clips primarily, but could also go on TikTok & Reels.



the acoustic sessions

A series of raw acoustic renditions of '9 lives' in settings that feel authentically London, ringing true to Amie's other content:

- on an empty bus at night
- on a tube platform
- a reverby public toilet
- shot on a phone fixed to the handlebars of a bike

why??

Raw, genuine, humble — just like Amie!

how??

15"-30" acoustic snippets pre-release, for Spotify Clips and social platforms, accompanied by full track renditions on YouTube post-release.



pop-up gigs

Amie and her creative pals could do pop-up gigs around London and beyond, potentially collaborating with [HomeBass](#) or [Save Our Scene](#).

Tons of content could be captured here! Fits in with Amie's vibe of operating in public spaces around the city and being inclusive & accessible.

For an alternative low-key busking style, Amie could sit on a balcony or in a 1st floor window overlooking a quiet street (perhaps a canal towpath?) on a sunny day.

She performs to one passer-by at a time and films their reactions and wholesome interactions.



artistic collaborations

Amie could invite a visual artist (eg. mural painter) to make art while she's performing, without them looking at each other - then she reacts at the end.

It's great seeing Amie build a creative community around her work. Instagram collab posts are a perfect way to reach new fans.



Use Instagram to connect with contemporary dancers and collab on dance videos for Amie's new song.

For example, dreaming could be conveyed through flowing movements, graceful gestures, smooth transitions. Paired with beautifully aesthetic locations, such as a flower field.

**get to know
amie blu**

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my fits

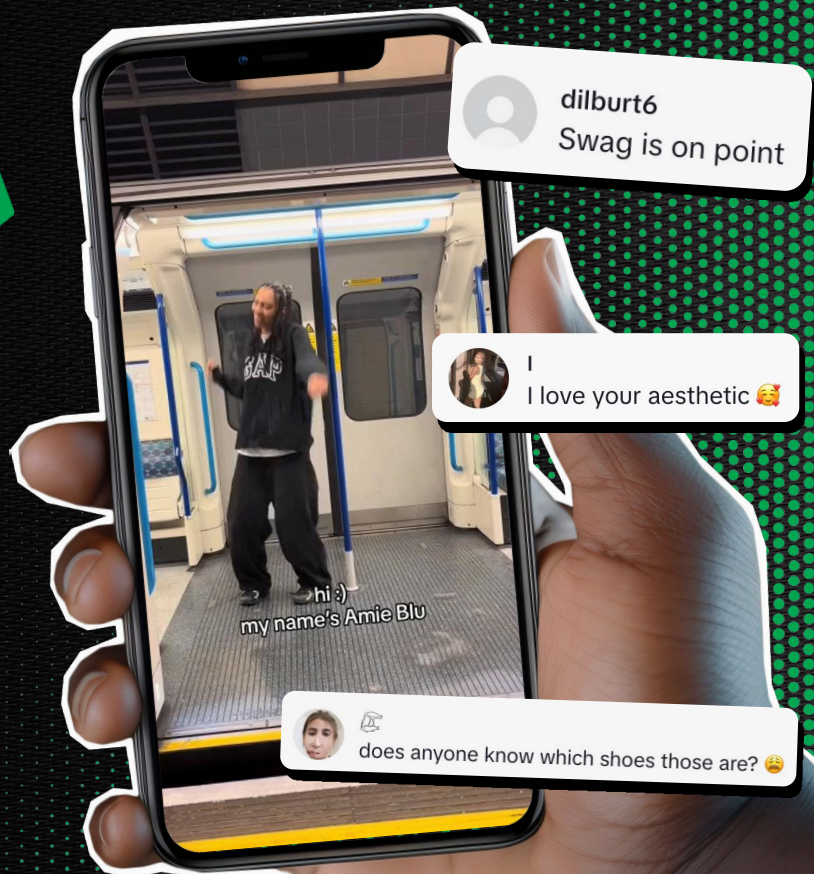
A quick-cut video, edited to the beat of '9 lives', where Amie's continuously dancing around. As each scene changes, so do her outfits and environments, changing from outside (London-y) and intimate (her bedroom, lifts, etc).

why??

Amie's audience on TikTok love her style, and her cute bopping dancing is iconic.

how??

TikTok (primary) with accompanying platform-optimised edits for Shorts & Reels. Instagram carousels of Amie's fits from the week/month.



my 9 different lives

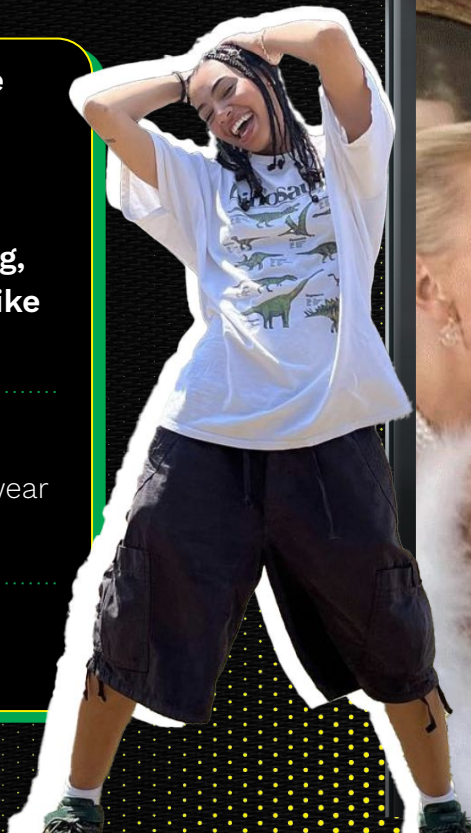
A video with the potential to be replicated by the masses — Amie will flick through 9 of her lives while her new song plays in the background, bopping between her at work, recording music, partying with friends, alone in her room, shopping, etc. The video will be cut to the song, with text like **'LIFE 1/9: me at work'** over each scene.

why??

Relatable content that plays into the 'slashies' phenomena of young ppl who wear multiple hats (artist/writer/designer/etc).

how??

TikTok-first.



Reference:
[StockholmStyles1](#)



9 things to know about me

A series of chats where Amie provides her growing fanbase with deeper insight into her as a person but also as an artist. The vibe's personal, relaxed, and intimate. Maybe Amie's tidying up her bedroom as she speaks, or she's trying on outfits. Each episode will be themed, for example '9 words of advice i think about all the time', '9 of my favourite things about london' etc.

why??

It would be great to see more content about Amie's creative process, where Amie's talking about herself, and speaking directly to fans.

how??

TikTok (primary) with accompanying platform-optimised edits for Shorts & Reels.



turn the music down

Amie and her pals play a game of **'turn the music down'** (inspired by the lyric in '9 lives') — where Amie picks a song on the lowest volume setting and Humble, Quinn etc have to guess what it is. Like the intros round of a pub quiz, but extra hard!

why??

Gamified content has been shown again & again to capture the attention of younger audiences, especially on video-first platforms. Not only this, but using the power of music can really help this reach more eyes (and ears). Amie can champion her friends' songs!

how??

Longform YouTube with platform-optimised versions for Shorts, Clips, TikTok & Reels.



deep chats with the mini mic

Amie has spontaneous deep chats with strangers & pals about the themes of '9 lives', getting into the weeds about dreaming, finding yourself, and mental health. The videos in this series will have the vibe of when you bump into a friend in the street and end up having a 40 minute conversation on a bench or leaning against a wall.

why??

An evolution of Amie's voxpop series that's already successful and loved.

how??

TikTok (primary) with platform-optimised edits for Shorts & Reels. Longer-form edit for YouTube. Podcast potential.



watch the clouds with me

Amie brings a bed or mattress to a London park (perhaps Primrose Hill) with a sign saying **'watch the clouds with me'**. She's joined by a selection of strangers & pals who lie down with her for a peaceful reflective chat.

why??

Shows Amie's poignant and thoughtful side. Creates a sense of unity and shared imagination, capturing the beauty of human connection and the power of dreams. This wholesome personality style has been done brilliantly by [Arlo Parks](#).

how??

TikTok (primary) with platform-optimised edits for Shorts & Reels. Longer-form edit for YouTube. Podcast potential.



leaving crumbs behind

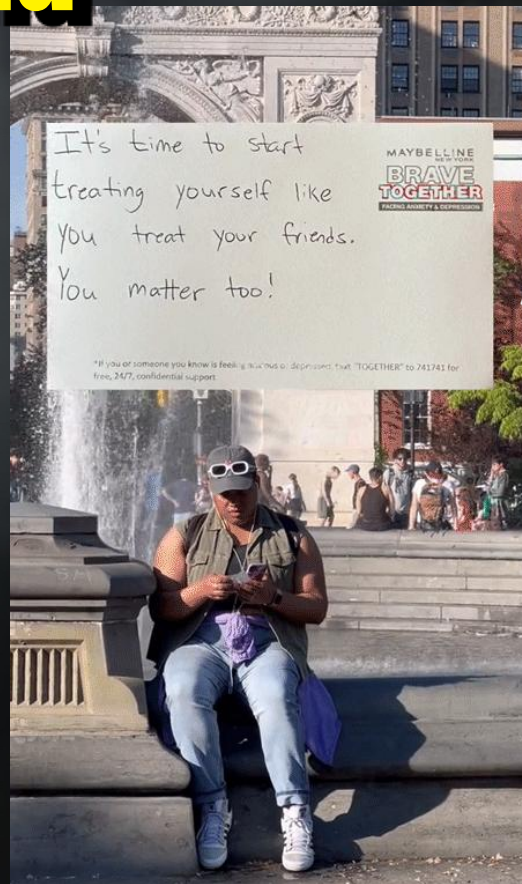
Similar to **geocaching** (and crumbs hidden on the bed!), Amie will be filmed leaving little promotional gifts around London — small pieces of paper with lyrics on them, handwritten and doodled on, embellished with inexpensive materials like stickers or sequins with her handle on them too.

why??

A fun and authentic way to get Amie's song and name out there.

how??

TikToks & Reels, filming the process of making them and placing them where the target audience could go like arcades or theme parks. Engaging with the 'found' content, and followed with a case study recap video.



3

cats
cats
cats



interviews

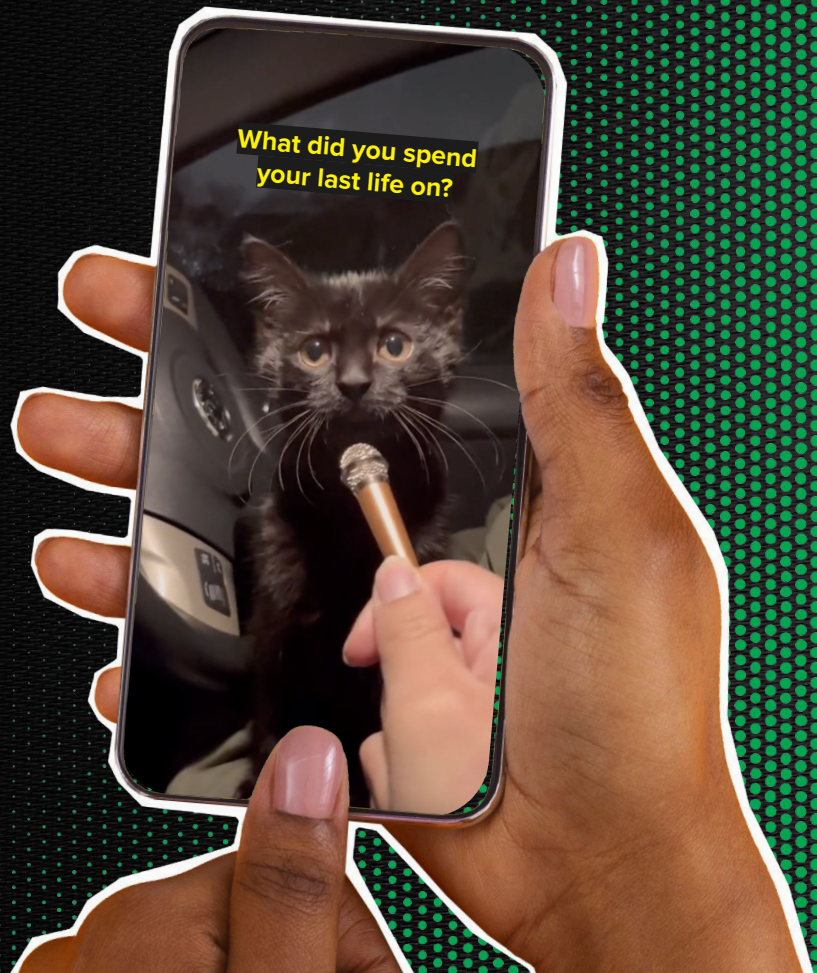
Amie's no stranger to interviewing humans, but what about cats? Amie heads down the streets of London with her mini mic, getting low to talk to some of the furry residents. How many of their 9 lives do they have left? Comedic close-ups on the cats' faces paired with Amie's interpretation of their answers will make this a funny and sweet series.

why??

Cats are loved online, and Amie loves cats.

how??

TikTok (primary) with platform-optimised edits for Shorts, Clips, & Reels. Accompanying carousel/story series on Insta.



paws in every postcode

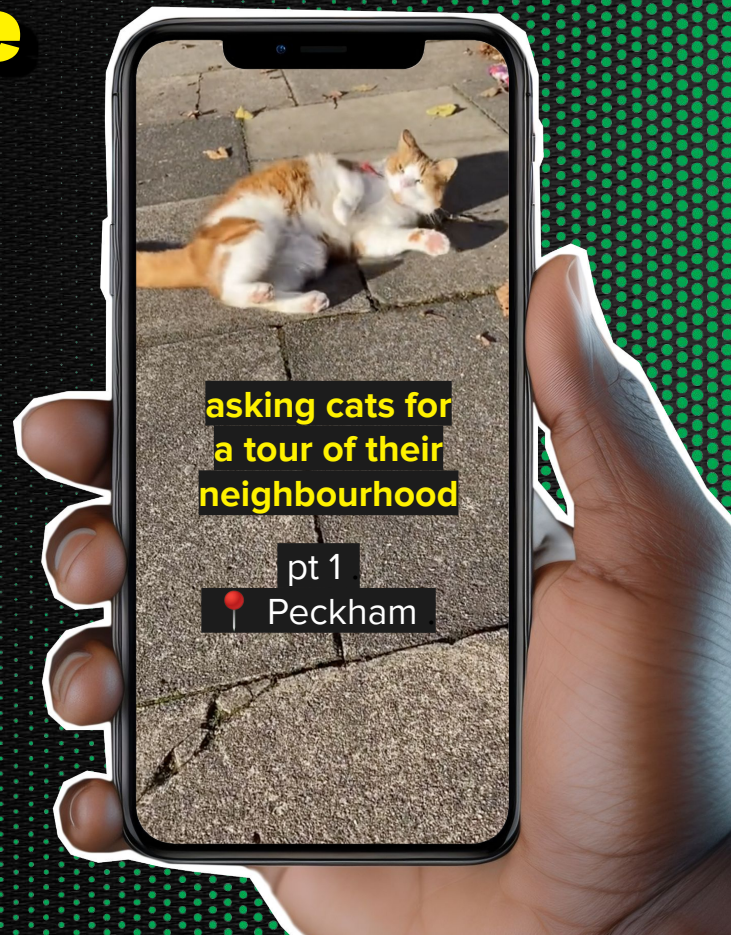
Amie asks local cats to give her a tour of their local area. As she follows the cat and they interact, we hear '9 lives' play. A perfect mix of feline humour, light visual ASMR + London-ness.

why??

It's super London-centric, cat related, and ties in nicely to Amie's personality and interview series.

how??

TikTok with no audio, just the song playing, and text captions of Amie's commentary.



Endy ranks Amie's songs

Superstar of Amie's TikTok Endy, her little black cat, puts his monocle on to rank Amie's new songs. As the 6 songs from the EP fill the screen, Amie adds subtitles with her interpretation of Endy's reasoning... and of course #1 is '9 lives'! The video will end on a shot of Endy turning the volume up to max.

why??

Musicians are ranking their own songs on TikTok, stirring outrage and debate eg. [Gwen Stefani](#) & [Maggie Lindeman](#).

how??

TikTok with a version for Reels.



thanks!

let's chat!

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