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**Student Number: 25102883**

**Module: Professional studies: Working in the Creative Industries (SHR4C007R~002)**

**University: Leeds Conservatoire**

**Submission Date: Thursday, 14 May 2026, 12:00 PM (noon)**

**You can find my EPK in the link down below:**

<https://sites.google.com/view/andreia-wilson/home>

**Purpose and Contents of my EPK:**

An EPK is a digital package that creatives use to promote their work including, brands, musicians, promoters, and professionals in the creative industry. The purpose of my Electronic Press Kit is to give an introduction about myself as an artist and display my creativity background. My EPK includes additional information that my audience may need to know about for example: having a bio which includes my artist background, a gallery which includes press shots and live performance videos, testimonials from people who have worked alongside with me and contact information. Having an EPK provides support for both my audience and professionals to have easy access to certain information about my work and may also be used as a marketing tool. Over the years, my EPK has gradually grown as I come back to it continuously. Now as a first-year university student, I can see that I am adding to my experience in the industry such as mentoring, songwriting, collaboration and band managing and developing on them.

I have structured my EPK so industry professionals can easily access background information of the artist. This automatically makes decision making a lot easier for labels, managers, and other professional creatives without them having to scavenge through several social media links to relevant information. Having a well organised and thorough planned out EPK, presents to managers and labels that the artists is serious and dedicated to their career which will then be more likely to collaborate and invest time in giving artists in the industry more opportunities. These opportunities could involve, supporting gig slots, festivals, artists collaboration sessions, songwriting camp and even record label deals. (Apple Music, 2025). Having organised contents in your electronic press kit is important because it gives industry

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professionals a clear route of all the information stated about your artistry. In my Electronic Press Kit, I included a section of my demos as this would give industry people an instant and tangible proof of your sound rather than them reading and trying to navigate information about you (Crafter, 2022)

As a first-year university student, I have acknowledged that I still have a lot more to experience to perfect my EPK as well as adding information to my current Electronic Press Kit. Currently, my EPK lacks professional artist and press shots including downloadable images. This makes it easier for professionals as allows promoters, fan accounts, and industry professionals to promote your work while they also get visuals of your aesthetic as an artist. Another thing my EPK lacks is video evidence of the projects I have worked on. It is important to back up your work with video evidence as it displays to professionals in the industry that you can do more. This will highlight professionalism and a clarification of reliability. It also demonstrates what areas you fit into within the industry, which supports managers and labels to have a clear idea of how you are going to fit into their business and or project. One thing I did well in my Electronic Press Kit was my biography, specifically about my musical background. In my bio, I had the opportunity to write about my family background, my artist inspirations, my genre and meaning of music. I also mention my achievements as well as key role models in my life explaining how they influenced my music career, supported my growth, and showed me guidance as an artist. This is beneficial in terms of networking, as the professionals within the industry value connections and the opportunities that come through with the people you know. Another aspect of my EPK that I presented well was my live performance page. This is because this section is providing the industry professionals with something tangible that showcases my stage presence, performance ability and artistic style enabling them to establish who the artist is. This also makes decisions making easier for managers and record labels to know what sort of artist they are searching for.

### **Market Research:**

My target audience is between the ages 13–50-year-olds and is aimed at listeners who are into soul-infused pop artists such as Olivia Dean, Sienna Spiro, Izzy Withers, Leon Bridges and Cleo Sol. My audience is for both younger and older generation, because my music follows the journey of storytelling, raw emotion, and themes of love with a touch of nostalgia and timelessness. As a soul-pop artist, I want my music to connect to people who feel everything deeply with pure meaning. The layout and design of my EPK attracts my target audience through the emotional nuance and honesty presented throughout my biography. In my bio, I talk about my inspirations from the most influential soul artists of all

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time such as, Lauryn Hill, Aretha Franklin, Marvin Gaye and even Mary J Blige. These artists have helped me shape my sound over the years and giving me a clear path for my own career. Another way I communicate my target audience is through my gallery section of my electronic press kit. In this section, I display my fashion sense and visual aesthetic, which is captures and takes inspiration from styles associated with the 1970s (Ramzi, 2024), 1980s (Reddy, 2022), 1990s (Brown, 2023), 2000s (Hyde, 2020) and current day fashion. It is common that a lot of Soul Pop artists get inspiration from previous decades to create their own branded identity for themselves by combining different aesthetics.

### **Financial and Legal Elements:**

My EPK is a way of promoting myself as an independent artist because it helps me to create the opportunities to earn that revenue as an independent artist. My target audience is ages 13-50 and my EPK has specifically been designed to attract my artistry aesthetic and sound to them in hopes to also inspire a few people. By attracting this audience, I could gain income through live performances for example headline or support slot gigs. Merchandise sales like hoodies, t-shirts and vinyl being sold through the website. Social media engagement through TikTok and Instagram, and a lot of artists are getting into collaborative work which is opening doors for the people who want a chance in the industry. A lot of these collaborative artists or musicians may be ghost writers, session players, producers, managers, and labels. This EPK helps me as an artist to show how professionally organised and educated or and willing to be more educated in that field of the industry which draws managers and labels to want to work with me. To maintain an EPK the amount you spend on it may differ. As a musician there are a lot of expenses including professional photography, video production, mixing engineer, graphic design, and logo creation, which can be around £20-£500 spending (Middleton, 2025). These costs are important because they are going to help create more of a professional look towards your target audience but to also all the managers and labels that may be interested in your artistry. One of the main legal things we must be careful when creating EPKs is copyright when creating an EPK. For example, any images or videos included, must be original content that you have or if you are thinking of using someone else's work you must give credit wherever it is necessary or just properly secured and licensed to avoid getting copyright (Fellowes, 2019).

### **Group discussion:**

In my group discussion, we spoke about the areas we struggled with and what sort of information to include within our EPKs. Jack and Gabriela suggested that throughout my biography, I could talk about my overall achievements so far, band work experience, genre, Inspirations, education and personal background. This template helped me structure my

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biography for my EPK as it gave me a clear understanding of what I needed to write about and how to present myself professionally.

While speaking to Gabriela in these discussions, we covered the visual aspects of our EPKs in terms of the colour scheme and our mood boards that we followed to achieve the look of our EPKs. My chosen colour scheme was more different shades of green with a mix of the classic soul roots as my second piece of inspiration which reflected my artistic identity and aesthetic. These discussions allowed me to understand the reasoning behind an electronic press kit and why they are such an important and essential tool to have when stepping into the music industry. I learned that an EPK opens opportunities and builds professional connections within our careers as a way of marketing. Furthermore, it showed me a different way of marketing instead of just constantly waiting for a video to “blow up”. This task was also a self-reminder of all the progress I have already made within my career, and the testimonials made me feel inspired. This was because I got to hear the opinion of those I have worked with and mentored, hearing their positive feedback on my musical performance pushes me to keep doing what I am doing. Overall, creating my EPK has highlighted a clear path for myself and an opportunity to use this for my social media, so people have easy access to the public things going on in my music career.

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