



deviate digital.



ABOUT US

“Deviante Digital, a leading digital advisory agency to the entertainment industry.”

THE SUNDAY TIMES

Deviante Digital was founded by Sammy Andrews in 2017.

We are a **360, full-service creative agency** and we never shy away from **pushing things forward, embracing new technologies, and going above and beyond** for our clients.

That’s why we’ve been named a **leading digital advisory** agency to the entertainment industry by the Sunday Times, three years running.

Who We Are

Deviante brings together **all aspects of a digital marketing campaign** under one roof with an expert team covering PR, media planning and buying, marketing campaign strategy, content strategy, social media management, CRM, data analysis, eCommerce, asset creation, campaign management and more.

Our services are available as stand-alone bespoke offerings or full-service contracts.

Everything you need to build and activate an audience across the world.





PARTNERS AND PROJECTS

KILIMANJARO / PIAS / AWAL / SONY MUSIC / BMG / UNIVERSAL MUSIC / VARIOUS ARTIST MANAGEMENT / AEG / DISTILLER RECORDS / TILEYARD LONDON / FREE NOW / BELIEVE / XIX ENTERTAINMENT / LAUV / TIME INC / RANDY'S WING BAR / CAFE KOKO / SPACEY JANE / LITTLE SIMZ / SUDAN ARCHIVES / VIRGIN RECORDS / JOESEF / APPLE MUSIC / J LLOYD / ALL POINTS EAST / BRITISH SUMMER TIME FESTIVAL / ANNIE LENNOX / YOU ME AT SIX / PRETTY VICIOUS / GIRL IN RED / TOM GRENNAN / THE PRODIGY / SUEDE / HURTS / THE HUNNA / TILEYARD MUSIC / YUSSEF DAYS / YUNG LEAN / TILEYARD NORTH / THE KINKS / BARNS COURTNEY / WAR CHILD / JOHNNY MARR / PET SHOP BOYS / DAVID GRAY / REX ORANGE COUNTY / MMF / MUSIC VENUE TRUST / EARTH PERCENT / AIM / JUICEBOX RECORDS / ATC MANAGEMENT / CLOSER ARTIST MANAGEMENT / PIAS / BLUEDOT / KENDAL CALLING / SHOUSE / PUBLIC SERVICE BROADCASTING / THE KINKS / WORKING MENS CLUB / SHOUSE / ARCTIC MONKEYS / ROYAL BLOOD / ANNIE LENNOX / FONTAINES D.C. / KAE TEMPEST / SPIRITUALIZED / FATHER JOHN MISTY / WILLIE J HEALEY / CASSYETTE / LYKKE LI / SLADE / LOLA LENNOX / TWO DOOR CINEMA CLUB / WHITE LIES / EDITORS / WOMBATS / YOU ME AT SIX / REVEREND AND THE MAKERS / OCEAN COLOUR SCENE / SOFIANE PAMART / CONFIDENCE MAN / LET'S EAT GRANDMA / LIAM FENDER / MATOMA / DEUS / THE WAEVE / PHILIP SELWAY / EZRA FURMAN / GWENNO / ERASURE / ALVVAYS / THE CRIBS / HAAI / LOUIS CULTURE / BECKAH AMANI / HARPY / ABBY SIMONE / WARHAUS / THEA GILMOURE / HAK BAKER / ISAAC GRACIE / FRANC MOODY / NELL & THE FLAMING LIPS / DROPKICK MURPHYS / MAXIMO PARK / QUINQUIS / STRABE / RIDE / UNLOVED / TALLIES / MOREISH IDOLS / PIP BLOM / JULIA JACKLIN / ANNA OF THE NORTH / ELIZA / JOYERIA / MINIKINGZ / TIM BURGESS / BAXTER DURY / A.A. WILLIAMS / PINKPIRATE / CABARET VOLTAIRE / DUET EMMO / ARLO PARKS / CONNIE CONSTANCE / THE LOUNGE SOCIETY / JULIAN CHANG / ALICE BOMAN / LUCI / JESSE TABBISH / TERENCE FIXMER / LIARS / NICOLAS BOUGAIEFF / POLE / GABE GURNSEY / KERALA DUST / NICK HAKIM / KARINA / JULIAN CHANG / LIELA MOSS / A CERTAIN RATIO / THE ORIELLES / DEVORA / DANIEL AVERY / MAPS / CHRIS LIEBING / MISS GRIT / PIGLET / FEVER RAY / DAVE OKUMU / BEACH HOUSE AND MANY MORE.



What We Do

Audience Identification & Development

In order to succeed, **audience identification and development is critical.**

Deviante's team of experts will work with you to establish the right target audience from day one and provide a full funnel strategy to **develop and grow as you progress.**

We are experts in both **audience identification and retention** and will provide you with **actionable insights that will add value** to every element of your campaign.



Social Media Management

Social networks are an **exciting opportunity for growth and storytelling.**

We leverage your socials to transform a large leanback audience into **dedicated, dialed in fans and consumers.** We will help you develop and tell this story with an emphasis on building a **fully engaged and connected community** that shares your values. Starting with an audit of your current presence, we will work with you to establish an online identity, then **build, grow, and engage** with your audience

Deviante works closely with all major social media platforms, and we are the **first to know** about product updates, new features and promotional opportunities. These are shared with our clients so everyone is up to speed at all times on **ever changing and expanding opportunities** and best practices.

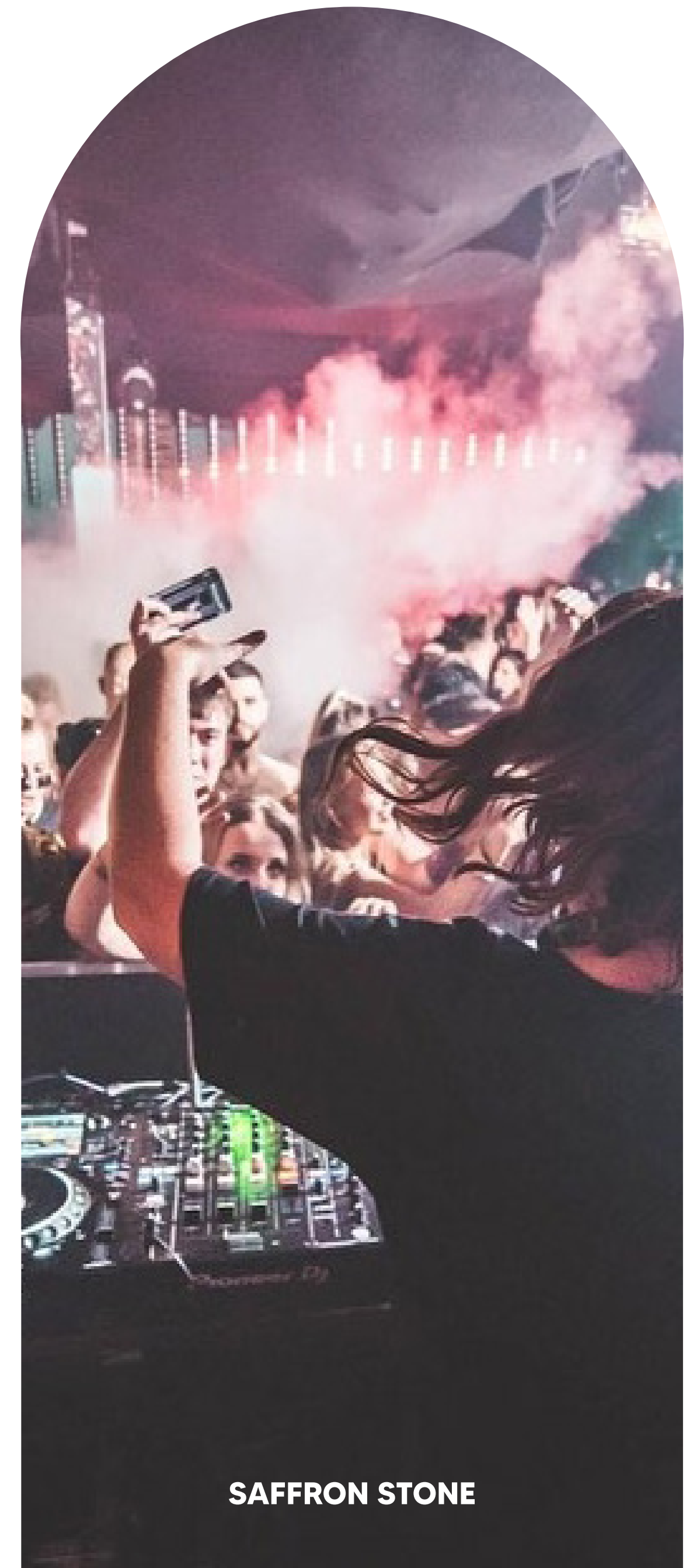


ANNIE LENNOX

Branding Consultancy

Whether you need support with strong brands like Bolesworth Events or full brand launch campaigns from scratch, Deviate can support you with **brand establishment, audience defining, website building, UI and SEO performance** reviews and more.

We have helped festivals, venues and promoters find their audiences and become consumer and artist friendly, enabling audience and brand growth.



Digital Health Audits

There are many reasons why your digital real estate can become neglected over time: from multiple agency partners to time poor teams, **we've seen it all.**

Deviante provide digital health audits that **lift the bonnet on all your digital profiles** as well as important infrastructure like **pixel and analytics set up, organisation and tracking.**

Our audit will both **identify issues and offer recommendations** to fix them, ensuring every campaign is started off with the right foundations to build success.



Campaign Management

We offer a **full 360 solution** that covers every aspect of your digital marketing campaign.

Strategy, media spend, social planning, audience activation, audience retention, data analysis, PR, asset creation, streaming strategy, campaign management and more.

Your dedicated account managers will be on hand to ensure a successful campaign **from planning to execution.**



Content

STRATEGY

In order to succeed in a digital world **your content must be on point** to engage the audience you're trying to reach in the right way, at the right time. We provide content strategy across all platforms to **ensure you meet your goals every step of the way.**

CREATION

Deviante has access to **world leading talent** across videographers, photographers, directors, designers, developers, and social creatives. We have full production capabilities ranging from large-scale productions, to content creation, to quick turnaround social design. **All of your creative needs are catered for.**



eCommerce Campaigns

Our team has been **running ecommerce campaigns for over 20 years.** We will work with you on audience identification and segmentation as well as digital advertising and where possible direct eCommerce catalog integration across Google Shopping, Youtube, Facebook, Instagram, Twitter, TikTok, Snapchat, and more. We provide **cutting edge retail-specific advertising strategies** including: retargeting, seasonal uplift strategies, pre and post-event sales, and per-platform conversion campaigns. Deviate pride ourselves on our **innovative marketing campaign strategy and management**: organic or scalable paid-for campaigns; wide-reaching tailored advertising to target new, old, and lapsed audiences.



FATHER JOHN MISTY

Using our **extensive experience and dedicated campaign managers** we are able to find the perfect audience for each product. **Our clients have seen upwards of 800% ROAS.**

Digital Advertising



We have **unrivalled experience** in paid advertising across the music, leisure, hospitality and lifestyle sectors and are beta partners with a number of platforms including TikTok, Spotify and Facebook allowing us **early access to and analysis of tools ahead of the competition.**

Deviante is on hand to provide **cutting-edge plans** across your campaigns to **squeeze the absolute most out of every single budget.**

From campaign strategy, planning & buying, targeting, optimisation, reporting and data & analytics we provide a **fully integrated approach** to enable you to meet your campaign goals.



FREE NOW

LITTLE SIMZ

Reporting

All Deviate advertising clients get a **unique dashboard** so you can track your ad performance in real-time to report to key stakeholders or request stakeholder logins for a small fee.

Larger organizations can also request a white-label dashboard to serve their whole company and client base.



Search & Display Advertising



With a **fully Google-certified** marketing department, Deviate's team has all the right tools and training to maximise success across Google platforms.

We turn **curiosity into conversions** by capitalising on organic traffic, meeting your audience where they search.

Utilise some of the largest targeting pools on the web with **next-level expertise** in highly targeted advertising.

Programmatic Campaigns

Get your ad in front of **the right people** by utilizing ready-made audiences across the internet.

Deviante can publish your ads across **a huge network of the UK's biggest online publications.**

We will match specific audiences and demographics with key readers who are **actively engaged** in content related to your campaign.

As well as being **PPC experts** we use programmatic ads and machine learning to analyse your campaign and user behavior.

Using **real-time optimisation and a human touch**, we deliver **ultra-efficient** targeting and results.



VOD & Media Ads

TV advertising is **no longer for eye-watering budgets only.**

The digital revolution has **significantly lowered the barrier to entry** and VOD advertising can now be a crucial part of a digital marketing campaign. We can place video ads across some of the **biggest shows on UK television**, such as on Sky, Channel 4, ITV & Amazon, for playback on clickable and unclickable devices.

We've delivered **hugely successful** media advertising campaigns across the likes of Sky AdSmart, Sky PreRoll and FREEVEE (Amazon), and we are **always expanding** our inventory. Netflix ads will be part of our media ad stack very soon.



In-app & In-game



JAKE SHEARS

We've **driven tremendous success** for our clients by introducing them to in-app ads.

From GRINDR to gaming, there is a **world of opportunity waiting to be unlocked** in the hands of your target audience.

Social Media Advertising

Social ads are now one of the **most popular and effective** forms of advertising in the world and we are specialists in both strategising and delivering them.

We will work with you not only to plan, buy and report on your ads but crucially we will provide the **vital content and audience identification strategy** you need for them to succeed.

We are also BETA partners with a number of key platforms and can **unlock early access** to new formats ahead of the competition.



YouTube Video Campaigns



Catch audiences in **highly engaged moments** across the internet with perfectly targeted, demographic-specific content.

YouTube is one of the biggest platforms in the world for video content consumption with a **hugely accessible targeting pool.**

We are experts in Youtube advertising and can find the right combination of formats to make sure your budget is used in the most impactful way.

Audio Advertising

Where better to target music fans than while listening?

We can create **bespoke voice-over adverts** and target affinity audiences across major audio platforms such as Spotify and Acast.

These ads are **hugely effective awareness campaigns, reaching fully engaged listeners directly on-platform.**



Content Advertising: TikTok



Despite misconceptions, TikTok has a huge impact across a **range of demographics**.

There is an art to advertising on TikTok – **we know what works and what doesn't** and will advise you every step of the way.

We leverage our experience with TikTok's algorithm and best practices to **optimise and amplify** your content, strategising to kickstart any potential viral moments.

We support your growth through organic efforts, and smart advertising, significantly increasing your reach.

Amazon Advertising

Advertise your physical products right **when your audience is engaged** in the leading shopping platform.

Target by audience, keywords or similar products and serve non-intrusive ads that offer **excellent ROI** via sponsored search results and product page ads.



LITTLE SIMZ

Out Of Home

Take your campaigns to the next level with out of home ads across the UK. Billboards, posters on train and underground stations, digital screens, buses, street furniture... you name it!

Whether you are looking for a small local spread, high-impact locations or country-wide coverage, Deviate will advise and manage your campaign to achieve outstanding results.



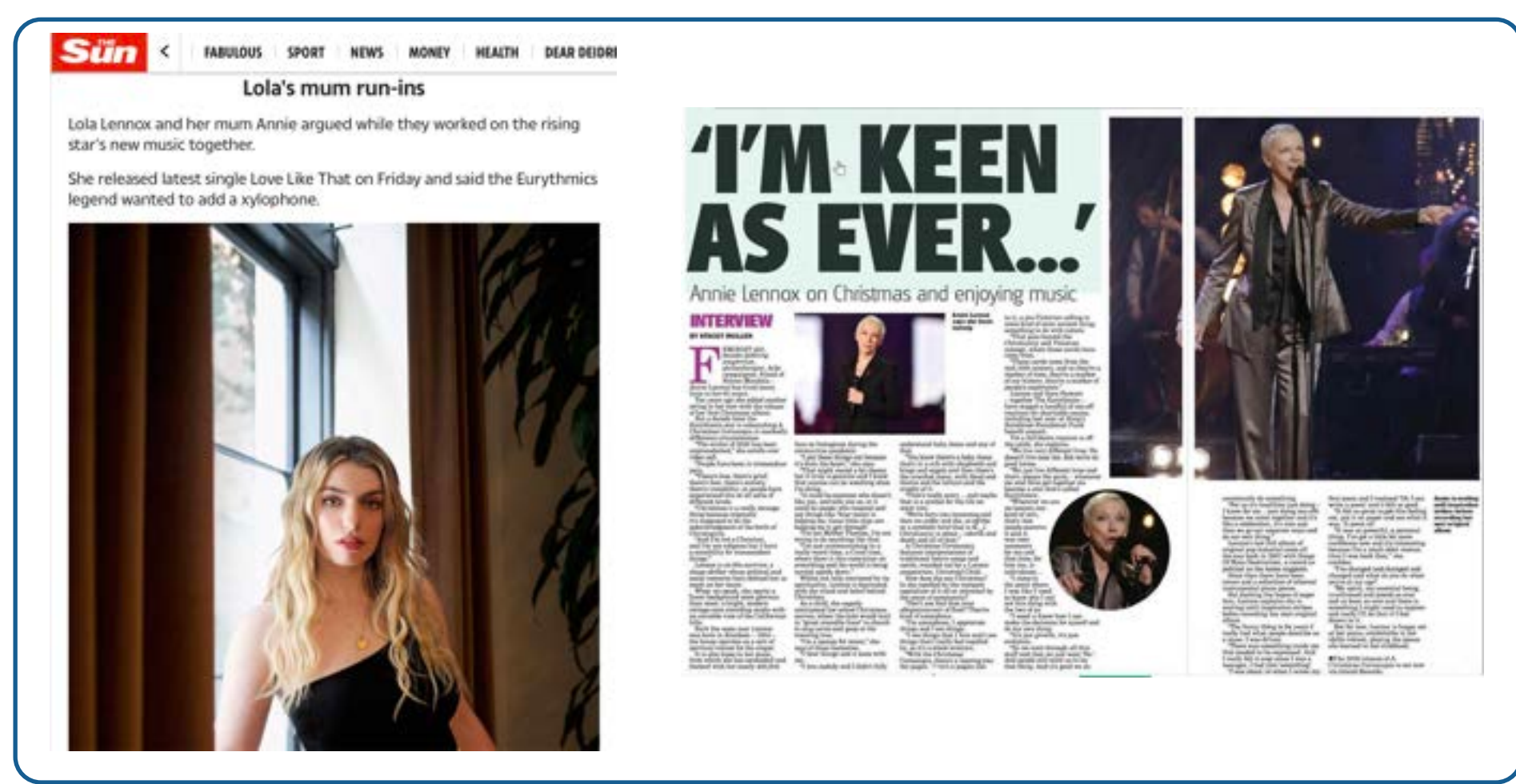
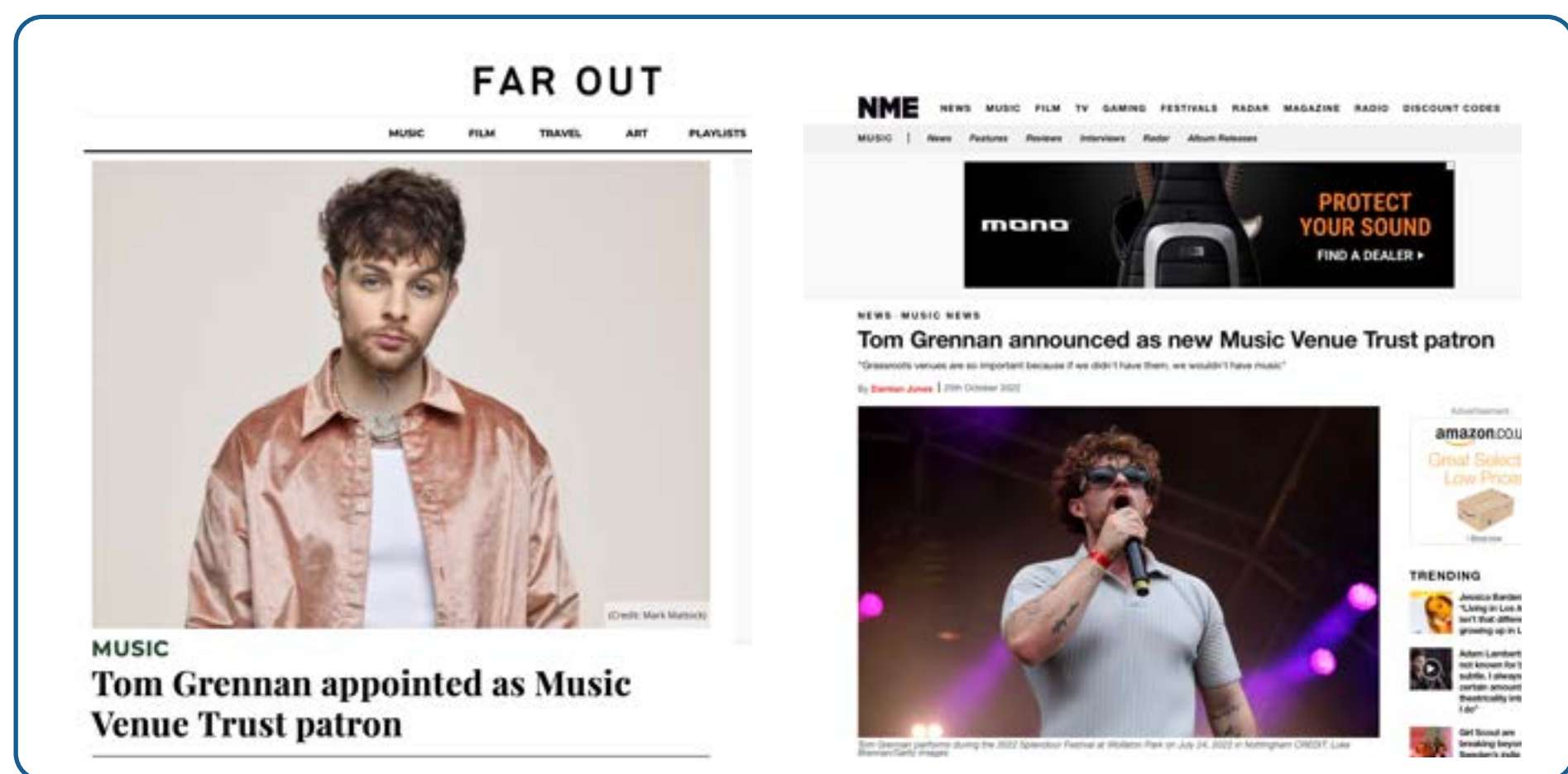
PR

Music & Lifestyle

Decades of experience in developing the careers of leading entertainment figures has given Sammy and our team unparalleled access to music consumer and lifestyle media outlets in the UK.

These range from online, print and interactive to video, audio and radio.

We will work with you to define the right strategy, including potential content strategy plays, interviews, exclusives and features.



Tileyard London confirms Wakefield expansion to link UK creative industries

by Ben Homewood
April 3rd 2020 at 1:20PM

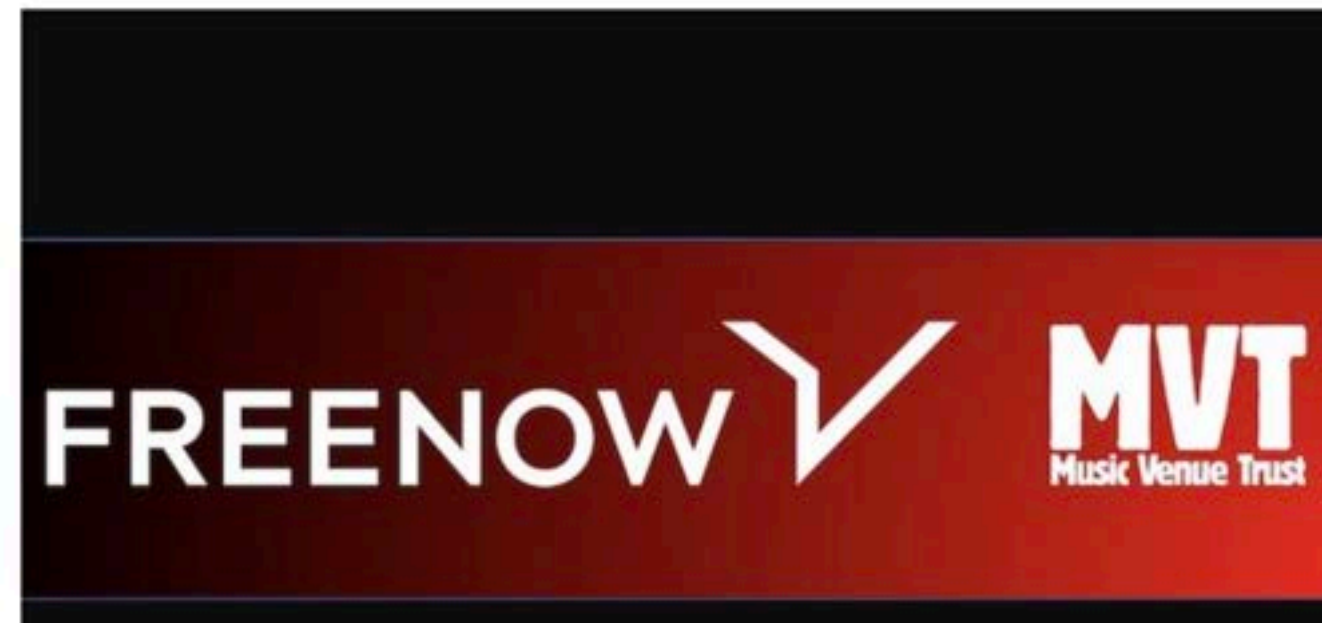


Tileyard London has revealed plans to open a new site in Wakefield, West Yorkshire.

Plans are well underway for Tileyard North, which is currently slated to open in a collection of unused mill buildings known as Rutland Mills, next to the city's Hepworth Gallery in 2023.

New study reveals UK's relationship with music, over two thirds shows support for independent venues

by George Garner
August 23rd 2022 at 7:01AM



PR

Music Trade

Deviante has an **unrivalled relationship with the music industry trade media** in the UK.

Following years of Sammy writing for all major music trade outlets as a **leading industry expert**, we can utilise our well established connections to provide a **full range of PR placements and services** to gain music industry trade coverage as part of your wider marketing campaign



WHY DEVIATE?

We are one of the most trusted names in digital music marketing.

But don't take our word for it...All of our work comes to us via personal recommendation, results and word of mouth.

We have an **unrivalled understanding of entertainment sectors** as well as **deep, long-lasting relationships with digital platforms**, and believe we are best positioned to help you achieve your goals.

meet our team

SAMMY ANDREWS CEO AND FOUNDER

ALEX RUSTED GENERAL MANAGER

DAVID RILEY SENIOR ACCOUNT MANAGER

MEG PARKER SENIOR MANAGER, CREATIVE STRATEGY & PARTNERSHIPS

TOMMY PARKER DIGITAL MARKETING MANAGER

MANNY O'DONNELL SENIOR DIGITAL MARKETING MANAGER

OLA KOWALSKA DIGITAL MARKETING ASSISTANT

ROWANNE CHANG MARKETING ASSISTANT

ROSE LAWRENCE CREATIVE DIRECTOR



GET IN TOUCH