



# SONIC IDENTITY

A BRANDING COURSE  
FOR MUSIC ARTISTS



## AUDIENCE PERSONA EXAMPLES

### 01 - The Deep Connector



**Name:** Anna Müller

**Age:** 26

**Location:** Berlin, Germany

**Occupation:** Social Worker

**Bio:**

Anna is empathetic, introspective, and values authenticity above all. Her work is emotionally demanding, and she uses music as a form of therapy and emotional release. She doesn't just listen to music; she *experiences* it. She seeks artists who are vulnerable and truthful in their songwriting, as she finds solace and connection in shared human experience.

**Goals & Motivations:**

- To feel understood and less alone in her complex emotions.
- To find a musical "companion" for different moods and life moments.
- To support artists whose values (authenticity, depth, compassion) align with her own.

**Challenges & Pain Points:**

- Feels overwhelmed by mainstream, overly-produced pop that lacks lyrical substance.
- Has limited disposable income, so is selective about what she spends on (e.g. will buy a vinyl album but skip an expensive festival).
- Struggles to find new artists who genuinely move her amidst the noise of algorithms.

**How She Discovers Music:**

- **Trusted Curators:** Spotify's "Lorem" & "Fresh Finds" playlists, NPR Music, KEXP radio.
- **Social Media:** Instagram Stories and YouTube vlogs for intimate, behind-the-scenes content. Uses TikTok rarely, but will watch YouTube clips from it.
- **Word of Mouth:** Recommendations from close, like-minded friends.

**How the Artist Reaches Her:**

- **Content:** Lyrics-first posts on Instagram, acoustic live sessions on YouTube, deep-dive podcast interviews about the songwriting process.
- **Product:** Limited edition vinyl, artbook-style lyric journals, intimate live shows in small venues (e.g., Heimathafen Neukölln).
- **Message:** "This song is about...", "I was feeling... when I wrote this", highlighting vulnerability and creative process.

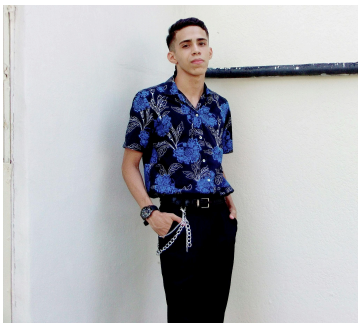


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## 02 - The Cultural Tastemaker



**Name:** Marco Rossi

**Age:** 33

**Location:** Milan, Italy

**Occupation:** Graphic Designer & Creative Director

**Bio:**

Marco is stylish, culturally aware, and always looking for the "next big thing" before everyone else. For him, music is part of a larger aesthetic and lifestyle. He takes pride in his eclectic taste and uses his music knowledge as a form of social currency. He appreciates artistry, production quality, and a strong visual identity.

**Goals & Motivations:**

- To discover unique artists that reinforce his identity as a cultural curator.
- To experience high-quality, aesthetically pleasing art (music, visuals, live performance).
- To network and socialize in creative, forward-thinking circles.

**Challenges & Pain Points:**

- Is skeptical of artists who feel generic or lack a clear point of view.
- Has little time to sift through everything; values efficient, high-signal discovery.
- Sees music as an investment in his lifestyle and expects a premium experience.

**How He Discovers Music:**

- **Tastemaker Platforms:** Pitchfork, The FADER, COLORSxSTUDIOS, NTS Radio.
- **Social Media:** Instagram (for visual aesthetic) and TikTok (for rapid-fire discovery of new trends and sounds).
- **Live Events:** Festival line-ups (e.g., Primavera Sound, Flow Festival), niche club nights.

**How the Artist Reaches Him:**

- **Content:** Stunning music videos, visually cohesive Instagram feeds, behind-the-scenes looks at photoshoots and production studios, collaborations with fashion or design brands.
- **Product:** Exclusive merch drops with high-quality design, VIP concert experiences, limited-run collaborations.
- **Message:** Focus on artistic vision, production credits, influences, and visual storytelling. The "vibe" is crucial.



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## 03 - The Nostalgic Seeker



**Name:** Claire Dubois

**Age:** 45

**Location:** Lyon, France

**Occupation:** High School Literature Teacher

**Bio:**

Claire is thoughtful, nostalgic, and has a deep appreciation for craftsmanship and storytelling. She grew up in the 90s buying CDs and reading liner notes. While not obsessed with being "current," she loves discovering new artists who carry the torch of the songwriters she loved (e.g., Tracy Chapman, Nick Drake, PJ Harvey, Jeff Buckley). She values melody and narrative above production tricks.

**Goals & Motivations:**

- To be emotionally transported and to hear a well-told story.
- To recapture the feeling of deep connection she had with music in her youth.
- To support artists who are skilled musicians and poets.

**Challenges & Pain Points:**

- Feels alienated by modern music marketing; finds social media confusing and overwhelming.
- Doesn't trust algorithms; prefers human recommendations.
- Has more family and work commitments, so has less time to actively seek out new music.

**How She Discovers Music:**

- **Traditional & Public Media:** BBC Radio 2, France Inter, ARTE Concert.
- **Word of Mouth:** Recommendations from friends, colleagues, and trusted music critics in newspapers/magazines.
- **Supporting Acts:** Discovers new artists by seeing them open for legacy acts she already loves.

**How the Artist Reaches Her:**

- **Content:** Long-form interviews in cultural magazines, radio performances (e.g., BBC Live Lounge, NPR Tiny Desk), email newsletters with personal stories.
- **Product:** Well-produced CDs and vinyl with beautiful packaging and full lyrics, live albums, tours as a support act for established artists.
- **Message:** Focus on songcraft, lyrical analysis, influences from classic songwriters, and the timeless quality of the music.



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## 04 - The Curious Connector



**Name:** Gino

**Age:** 25

**Location:** Berlin (originally from Italy)

**Occupation:** Exchange student in cultural studies

**Bio:**

Gino is new to Berlin but quickly found his footing within a tight circle of Italian friends. Bisexual and fashion-conscious, he prefers simple, well-tailored, monochrome outfits. Coming from a family that grows wine in central Italy, he values tradition but is eager to explore new identities. Music is his entry point into belonging, nightlife, and emotional expression in a foreign city. He's drawn to acts like Moderat, Hercules & Love Affair, and Daft Punk for their combination of club energy and emotional depth.

**Goals & Motivations:**

- To build community and meaningful connections in a new city
- To discover music that blends nightlife with emotional resonance
- To explore identity and freedom through sound

**Challenges & Pain Points:**

- Overwhelmed by Berlin's vast cultural scene
- Limited student budget
- A sense of displacement, looking for spaces to belong

**How He Discovers Music:**

- Spotify playlists curated by friends
- Club nights and festivals with his social circle
- Instagram for shared stories and concert memories

**How the Artist Reaches Him:**

- Strong visual identity on social media
- Intimate live shows and festival slots
- Clear signals of inclusivity and LGBTQ+ friendliness