**PR Strategy Document**

**Client Name:** Reese Soul
**Campaign Name:** Sound & Soul: A Purpose-Driven PR Campaign

**Overview:**
This strategy leverages a mix of traditional and digital media to elevate Reese Soul’s presence across target markets in Georgia, New York, California, and Texas. Our goal is to authentically position Reese as a purpose-driven, faith-rooted soul artist who brings vulnerability and power to every performance.

**Goals & Objectives:**

* Establish brand credibility through earned media.
* Drive awareness and attendance for the *Sound & Soul* live event and webinar.
* Increase engagement across all social platforms by 30% over the campaign period.
* Grow Reese’s email list by 200 subscribers through multimedia storytelling.

**Key Traditional Media Strategies:**

* **Medium:** Radio (KISS 104.1 FM – Dyron Ducati’s segment)
	+ **Purpose:** Engage Atlanta-based R&B fans in a high-trust listening environment.
* **Medium:** Print (Rolling Out)
	+ **Purpose:** Amplify brand story to urban professionals and faith-based readers.

**Key Digital Media Strategies (Content Marketing):**

* **Instagram/TikTok:** Music sneak peeks, story time reels, Q&A clips
* **YouTube:** Vlog series featuring behind-the-scenes of music, rehearsals, and faith walk
* **Email Marketing:** 3-part sequence (Intro, Launch, Reminder) tied to live event/webinar
* **Website Blog + Media Room:** Longform storytelling and evergreen PR assets

**Creative Brief**

**Project Title:** *Sound & Soul* Campaign Launch for Reese Soul
**Background:** Reese Soul blends soul, faith, and funk in a fresh way. He’s an independent artist with a strong local presence looking to expand his reach and deepen connections with fans who share values of authenticity, creativity, and purpose.
**Target Audience:** Millennial and Gen Z RnB music lovers, faith-driven creatives, RnB music fans, and media professionals
**Core Message:** "You don’t have to compromise who you are to create what you love."
**Deliverables:**

* Webinar: “Faith, Music & Purpose: How to Create Without Compromise”
* Live Event: *Sound & Soul Live* Listening Experience + Q&A
* Media kit, branded social content, press releases, and digital assets
**Timeline:** July 1–August 31
**Tone & Style:** Warm, grounded, soulful, empowering
**Budget:** $1,500–$2,800

**Style Guide**

**Voice:**
Authentic. Purposeful. Soulful. Encouraging.
**Tone:**
Conversational with clarity, artistic yet grounded in faith.
**Logo Use: No logo, but a typeface font for Reese Soul's name.**
Always placed top-left or centered. Black and white versions only.
**Colors: black and white paired with the colors below:**

* Midnight Indigo (#2B2D42)
* Gold Flame (#FCA311)
* Soft Cream (#FAF9F6)
* Deep Plum (#4B3B47)
**Typography:**
* Headers: Playfair Display
* Body: Montserrat
**Imagery Style:**
* Warm lighting
* Studio or natural settings
* Candid performance stills and soulful eye contact

**Key Messages**

1. **Reese Soul is building a brand rooted in authenticity.**
From his songwriting to his stage presence, everything Reese creates is real, intentional, and purpose-driven.
2. **He’s not just creating music—he’s curating moments.**
With upcoming projects like Sound & Soul: A Listening Experience, Reese is redefining how audiences connect with artists through storytelling and shared space.
3. **A proud son of Atlanta, shaping soul’s next chapter.**
Reese’s Southern roots inform his sound, style, and storytelling, positioning him as a rising voice in the evolving landscape of R&B.