



**Kevin Downey**  
**Influence an Audience**

Design / Photography / Promotion

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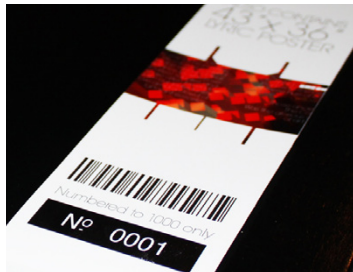
## Artists Bio

Formed in 2009, Influence an Audience Promotions is aimed at taking home grown talent and providing a platform for local bands and musicians' to showcase their music. Although, fundamentally a music venture, through our musical output, we have added design and photography to our services. We can provide anything from creating a press pack to composing promo shots.

For the very latest info on Influence an Audience showcases visit our myspace site. Don't hesitate to get in touch.

Thanking you,  
Kevin Downey

iaa. Promotions

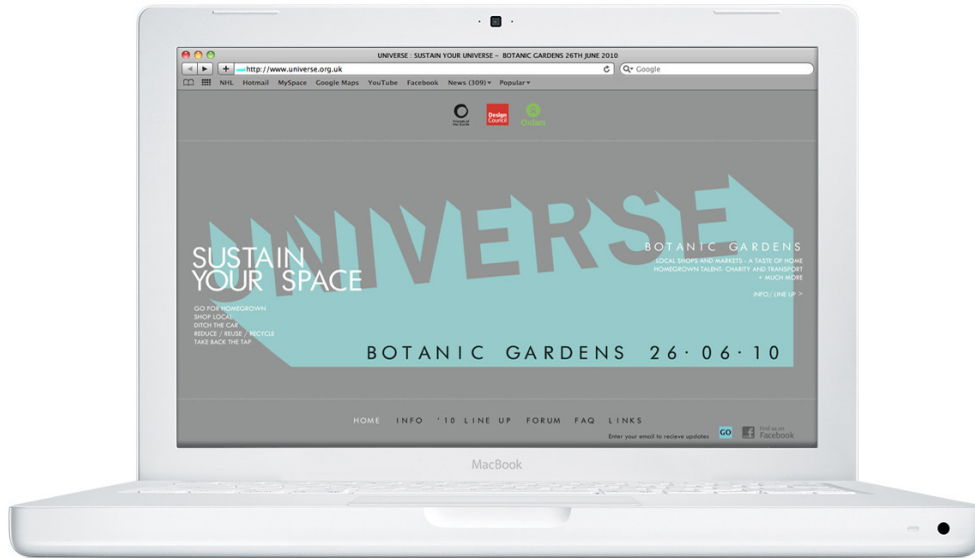


## **Design - The Colour Revolt Limited Edition LP**

For this brief my aim was to tackle the issue regarding buying music digitally. The evolution of digital technology and downloading music has seen a steady decline of the packaged album and singles in stores. For me the physical act of going to the store to buy the record and having the hard copy in my hands is an essential part of the music experience. Being able to listen, view the album artwork and lyric content makes the listening experience complete for fans and collectors. More and more often special/ limited editions are released with added content such as never before seen artwork and less familiar tracks known as b-sides. On occasion they are recorded on formats less commonly used e.g. 8 and 12 inch records. The more interesting and unique the packaging is, the more fans and collectors will seek to own such items.

The final product is a large scale poster that folds down into the appropriate packaging along with the record containing songs about the 'Colour Revolution'. The poster contains the lyrics for each song and imagery inspired by the novel.

**November 2009**



## **Design - Universe Festival 2010 Botanic Gardens, Belfast**

Universe is aimed to provide you, students and young adults alike with information on how you can join others to combat climate change. We work on the basis of simple changes equal big differences. These changes will not only help cut carbon emissions but it will save you money and help the greater Belfast area.

Universe.org.uk provides you with authoritative information about how to sustain your space. You can sign up to our free newsletter to receive updates on how your efforts are making a difference in Northern Ireland and beyond.

To kick things off here at Universe we have invited all favourite local shops and markets to give you a taste of what your missing here at home. Oxfam, Friends of the Earth, Translink and many more of our helpful friends are here to point you towards sustaining your space. We also know the importance of having a good time so a festival would not be complete without live music from our very own home grown talent!

**January 2010**



## **Design - D&AD Fred Perry Subculture Viral**

Here we have a series of postcards that when combined make up a full image/ poster. The idea is based on personalising the postcard and then forwarding it to either a friend or the Subculture site via post. The reverse of the postcard reads.

'Dear Friend,  
You are invited to take this postcard and  
alter/ add to it in some way. Use whatever method you like;  
it's up to you. When you're finished, freepost the postcard  
to Subculture or forward to a friend  
and watch the story unfold'.

The design and contents of the postcard informs finder's on what the Subculture site has to offer as well as allowing them to edit the articles taken from the Grapevine Blog. Here they can be funny, quirky or even promote their own band etc through putting names in the spaces provided or created. The amendments made on one postcard will alter the overall story when combined with other postcards in the series. This is done through submitting the postcard to the Subculture site. Here they will be brought together in the Grapevine Blog.

**March 2010**



## **Design / Promotion - March & Rally Press Pack**

There is a fine art to a powerful, concise press pack. You have to strike a balance between being provocative and edgy to be interesting but include the crucial info. Be anything but ordinary.

Here we have a Press Pack for fictional band 'March & Rally'. It includes all the essentials as well as added extras to make the pack stand out amongst others. Starting with the promo shot, it has been designed to break the mould. Gone are the cliché shots of bands lost in abandoned industrial sites. Instead an eye catching image merging photography and hands on illustration techniques.

The hands on approach continues with the logo. Letters cut from lino have been sprayed and applied to capture the essence of the band. The Press Release should be short and sweet containing the necessary information, all killer no filler. With this in mind I set about writing a concise Press Release containing all the relevant information. A total of 270 words were written and concealed in a 17cm x 12cm booklet.

As little extra's I decided to add the band logo as a sticker, badge and promo shot as a postcard. It these extra's that show consideration for the receiver and let's them instantly become a fan sporting memorabilia of the band. They make great marketing tools.

**May 2010**



## **Photography / Illustration - March & Rally promo shot**

One of the most important aspects of the press package is the Promo shot. Often cliché approaches are taken with low level live shots or the band wondering around an abandoned industrial site. After continuous research and regular emails corresponding with highly regarded Irish photographer Carrie davenport I decided to go in a whole new direction. Merging photography and hands on illustration techniques to create an eye catching band promo shot.

**May 2010**

**BEFORE MACHINES  
BEYOND NEON  
THE LAST HURRAH**

Ulster Cancer Foundation Fundraising Event

Tuesday 23rd June

McHughs Basement Tax: £4  
Doors 9pm

influence an audience presents ...

**LEAP FOR LENIN**  
THE ALICE KONA BAND  
NIETZSCHE'S LAST DAYS  
PLUS GUESTS

SUNDAY 29TH NOVEMBER  
LAVERYS BUNKER  
DOORS: 8:30PM

DONATION £4. ALL PROCEEDS GO TO  
THE ULSTER CANCER FOUNDATION

for more info visit [myspace.com/influencean audience](http://myspace.com/influencean audience)

ISSUE ZERO  
FRANZISKA BEECK  
NOCTURNALINES

SUNDAY 28TH FEBRUARY  
LAVERYS BUNKER  
DOORS: 8:30PM

DONATION £4. ALL PROCEEDS GO TO  
THE ULSTER CANCER FOUNDATION

for more info visit [myspace.com/influencean audience](http://myspace.com/influencean audience)

**BEYOND NEON**

NAPOLI  
WINDOW SEATS

Tuesday 9th June Pavilion

MISS GUYTON CAPELL  
REMEMBER!

**BEYOND NEON**  
THE BREAKING NEWS  
PAL MAL OMIGWTFDISCO

WEDNESDAY 2nd SEPT  
LAVERYS BUNKER  
DOORS 8PM TAX: £3

Selected drinks £1.20 before midnight

influence an audience

SINGER / SONGWRITER NIGHT

DOORS: 8:30PM DONATION: £4

ALL PROCEEDS ARE  
DONATED TO PROJECT  
CARRERS  
VOLUNTEERS

Support the  
Ulster Cancer  
Foundation  
Ulster Cancer  
Foundation  
Ulster Cancer  
Foundation

© MARCH  
MCHUGHS  
BASEMENT

influence an audience

SINGER / SONGWRITER NIGHT

DOORS: 8:30PM DONATION: £4

ALL PROCEEDS ARE  
DONATED TO  
MARCH CTREE  
CARRERS  
VOLUNTEERS

Support the  
Ulster Cancer  
Foundation  
Ulster Cancer  
Foundation  
Ulster Cancer  
Foundation

© MARCH  
MCHUGHS  
BASEMENT

influence an audience

**DELIRIUM TREMENS**  
THE WINDS BEYOND NEON  
URBAN CRIME SCENE

THURSDAY 13th OCTOBER  
MCHUGHS BASEMENT

Doors: £4

## **Promotional - Posters / Flyers**

Influence an Audience Promotions showcase some of the finest acts from around Ireland. In doing so we spread the word as much as possible through new and existing mediums. Eye-catching posters are created and flyers are strewn across upcoming venues to make sure the word gets out to the largest possible audience.

**'09- 2010**

