

SETHEON Creative Brief

CLIENT

PROJECT NAME	SETHEON Debut Album & Video Release
CLIENT NAME	SETHEON INDUSTRIES
BRAND	SETHEON
PRODUCT	Music album, music videos, live show, merchandise, (and eventually video game, Netflix series, feature film, etc)
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PROJECT | *purpose and opportunity*

We live in dangerous times...Humans are destroying the planet's fragile ecosystem, while creating technologies that we cannot control. We have built artificially-intelligent computers that are smarter than us, and they have already begun to enslave humankind through social media manipulation. Soon, we will all be lured into a machine-controlled matrix from which we will never escape. What can be done!?

Thankfully, we have [SETHEON](#), the world's first ever real-life rockstar cyborg superhero! ;)



OBJECTIVE | *what does the project work to achieve?*

Launch SETHEON into mainstream media as the world's first ever real-life rockstar cyborg superhero

TARGET AUDIENCE | *who are we trying to reach?*

Initial focus will be on the music and entertainment industry to attract strategic partners. Secondary focus will be on gamers, tech-savvy consumers, and then the wider Marvel audience.

ATTITUDE | *style and tone*

Epic ridiculous: Irreverent, renegade, funny, absurd, nerdy, ridiculous, underground, and FUN!! ;)

MESSAGE | *what is the key idea to be remembered?*

"Stay Human, My Friends" - SETHEON

SCHEDULE & BUDGET | *projected timeline, important dates, deadlines, etc*

Targeting mid-May release with some flexibility, budget TBD