



PINK MOTEL

2024: CAPABILITIES + CASE STUDIES



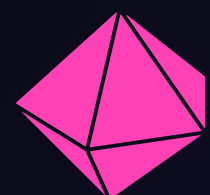
WHO WE ARE...

We are a creative agency founded to market artists, festivals and events across the world. Pink Motel is equipped to handle everything from complex music and product launches to art direction for world tours.

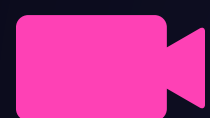
OUR SERVICES...



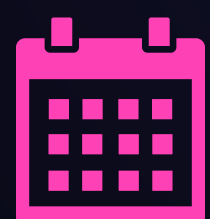
WEBSITE CREATION



2D + 3D ANIMATIONS



VIDEO EDITING



SOCIAL MEDIA



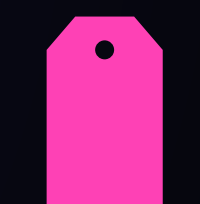
CREATIVE DIRECTION



PHOTOGRAPHY



API INTEGRATED
CAMPAIGNS



BRANDING



TOUR MARKETING



VIDEO PRODUCTION



EMAIL MARKETING



SEO OPTIMIZATION



TOUR MARKETING: SLIPKNOT 25th ANNIVERSARY TOUR



Over 150 assets were provided for Slipknot's 25th Anniversary tour including the admat (design & animation), digital ad content, social graphics, video trailers, and custom radio beds for international radio.

The artwork for this tour features imagery and the handwritten lettering from the original booklet in Slipknot's self-titled album. Clean, bold fonts paired with the grainy late 90s overlays make both the video and the admat feel nostalgic without losing the visual impact to stand out in social feeds.

We coordinated with management, Live Nation, and international promoters to approve and fulfill everything needed for the announce and on sale.

^ Click to watch the trailer



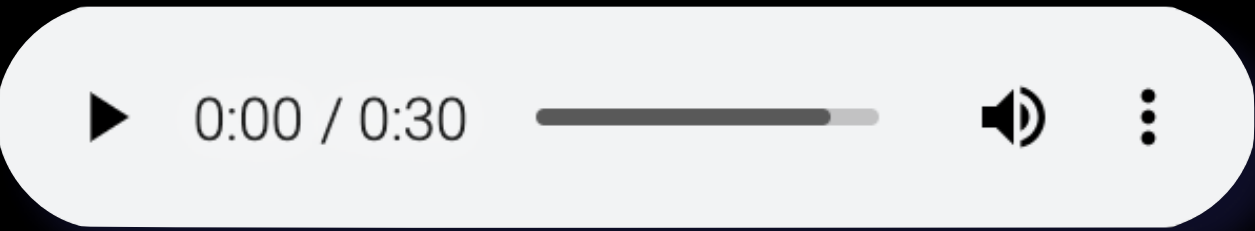
TOUR MARKETING: ASHES OF LEVIATHAN TOUR



600+ assets were provided for Lamb of God and Mastodon's 29 date Ashes of Leviathan tour including digital ads, social graphics, video trailers, animated admat, TV spots, and custom radio spots. The artwork combined the two iconic album covers, 'Ashes of The Wake' and 'Leviathan' into one cohesive scene to celebrate the 20th anniversary of each.

We coordinated with management, Live Nation, and local promoters to approve and fulfill everything needed for the announce and on sale.

< Click to listen to radio or watch trailer





TOUR MARKETING: AMON AMARTH METAL CRUSHES ALL TOUR

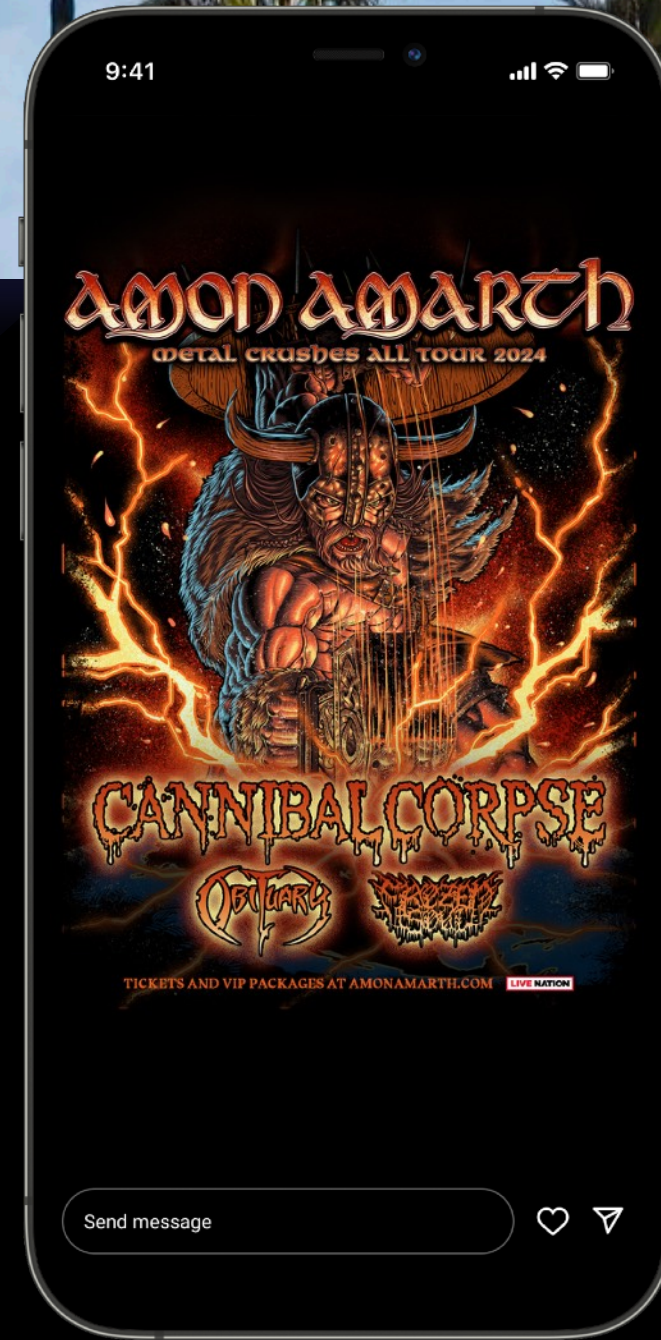
AMON AMARTH
metal crushes all tour 2024

CANNIBAL CORPSE

OBITUARY

APR 21 • ALBUQUERQUE, NM	MAY 4 • MADISON, WI	MAY 16 • ASHEVILLE, NC
APR 22 • DENVER, CO	MAY 5 • GRAND RAPIDS, MI	MAY 17 • MYRTLE BEACH, SC
APR 24 • SALT LAKE CITY, UT	MAY 7 • HUBER HEIGHTS, OH	MAY 18 • TAMPA, FL
APR 26 • PORTLAND, OR	MAY 9 • MONTCLAIR, NJ	MAY 20 • HOUSTON, TX
APR 27 • VANCOUVER, BC	MAY 10 • WALLINGFORD, CT	MAY 21 • SAN ANTONIO, TX
APR 29 • EDMONTON, AB	MAY 11 • QUEBEC CITY, QC	MAY 23 • PHOENIX, AZ
APR 30 • CALGARY, AB	MAY 13 • PHILADELPHIA, PA	MAY 24 • LAS VEGAS, NV
MAY 3 • OMAHA, NE	MAY 14 • SILVER SPRING, MD	MAY 25 • ANAHEIM, CA

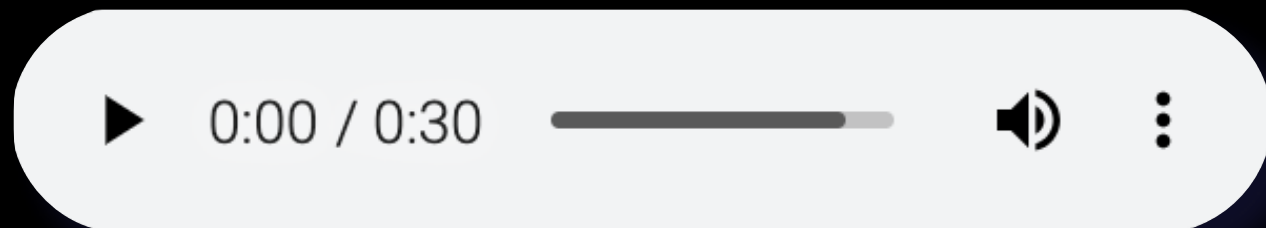
TICKETS AND VIP PACKAGES AT AMONAMARTH.COM



Over 150 assets were provided for Amon Amarth's Metal Crushes All Tour including digital ads, social graphics, video trailer, animated admat, TV spots, and custom radio spots.

We coordinated with management, Live Nation, and local promoters to approve and fulfill everything needed for the announce and on sale.

< Click to listen to radio or watch trailer



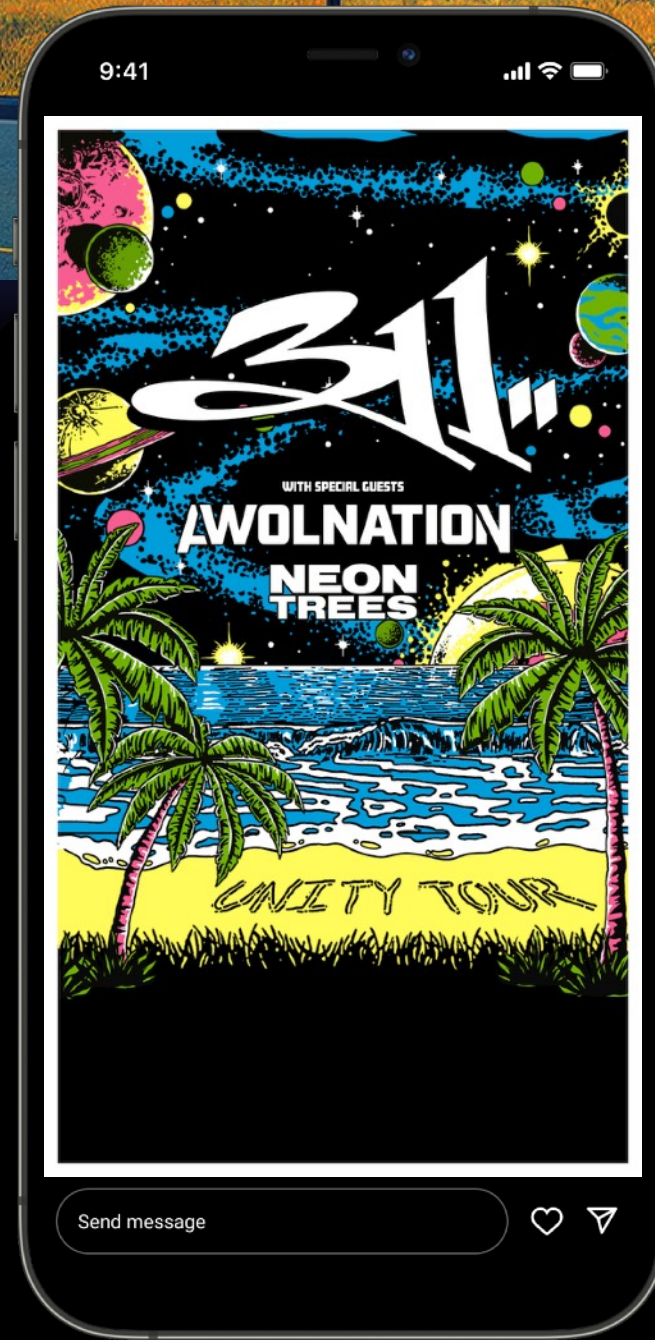


TOUR MARKETING: 311 UNITY TOUR

311
WITH SPECIAL GUESTS
AWOLNATION
NEON TREES
UNITY TOUR

JUL 20 - CINCINNATI, OH	AUG 6 - GILFORD, NH	AUG 20 - HOUSTON, TX
JUL 21 - CHICAGO, IL	AUG 7 - BOSTON, MA	AUG 21 - AUSTIN, TX
JUL 23 - INDIANAPOLIS, IN	AUG 9 - OUTER BANKS, NC	AUG 22 - GRAND PRAIRIE, TX
JUL 24 - HUBER HEIGHTS, OH	AUG 10 - RALEIGH, NC	AUG 24 - PHOENIX, AZ
JUL 26 - INTERLOCHEN, MI	AUG 11 - CHARLOTTE, NC	AUG 25 - SAN DIEGO, CA
JUL 27 - STERLING HEIGHTS, MI	AUG 13 - NORTH CHARLESTON, SC	AUG 27 - COSTA MESA, CA
JUL 28 - CLEVELAND, OH	AUG 14 - ATLANTA, GA	AUG 29 - BEND, OR
JUL 31 - NIAGARA FALLS, ON	AUG 15 - ALBERTVILLE, AL	AUG 30 - TROUTDALE, OR
AUG 3 - BRIDGEPORT, CT	AUG 17 - ST. AUGUSTINE, FL	AUG 31 - REDMOND, WA
AUG 4 - COLUMBIA, MD	AUG 18 - TAMPA, FL	

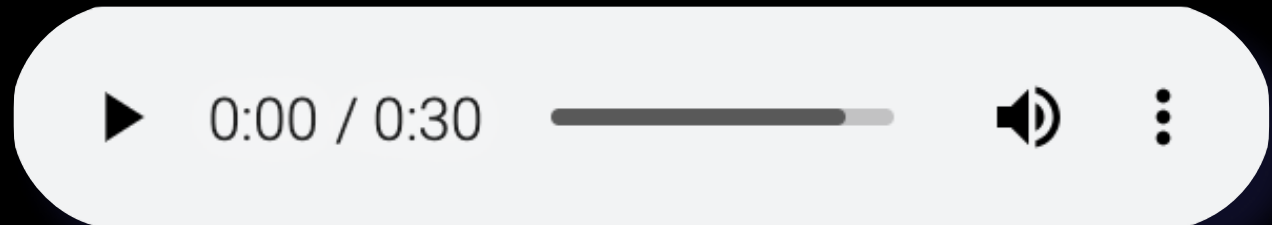
GET TICKETS & VIP: 311.COM



Over 200 assets were provided for 311's Unity Tour including digital ads, social graphics, video trailer, animated admat, TV spots, and custom radio spots.

We coordinated with management, CAA, and local promoters to approve and fulfill everything needed for the announce and on sale.

< Click to listen to radio





TOUR MARKETING: EMO ORCHESTRA BRANDING

EMO SONGS X LIVE BAND X FULL ORCHESTRA

EMO ORCHESTRA

FEATURING GUEST PERFORMERS

HAWTHORNE HEIGHTS

9.27 • CINCINNATI, OH
TAFT THEATRE

9.28 • NASHVILLE, TN
MARATHON MUSIC WORKS

10.01 • ATLANTA, GA
ATLANTA SYMPHONY HALL

10.04 • PATCHOGUE, NY
PATCHOGUE THEATRE

10.05 • ENGLEWOOD, NJ
BERGEN PERFORMING ARTS CENTER

10.06 • TORRINGTON, CT
WARNER THEATRE

10.07 • GLENSIDE, PA
KESWICK THEATRE

10.12 • WASHINGTON, DC
WARNER THEATRE

10.13 • WATERLOO, NY
DEL LAGO RESORT & CASINO

10.14 • ATLANTIC CITY, NJ
OVATION HALL AT OCEAN CASINO RESORT

10.18 • FORT PIERCE, FL
SUNRISE THEATRE

10.20 • AKRON, OH
GOODYEAR THEATRE

10.22 • PITTSBURGH, PA
THE ROXIAN THEATRE

10.24 • LOUISVILLE, KY
THE LOUISVILLE PALACE THEATRE

10.25 • INDIANAPOLIS, IN
MURAT THEATRE AT OLD NATIONAL CENTRE

10.26 • SHEBOYGAN, WI
STEFANIE H. WEILL CENTER FOR THE PERFORMING ARTS

10.27 • WAUKEGAN, IL
THE GENESEE THEATRE

10.28 • KALAMAZOO, MI
JAMES W. MILLER AUDITORIUM

10.30 • ST. PAUL, MN
FITZGERALD THEATRE

11.01 • WICHITA, KS
ORPHEUM THEATRE

11.02 • DAVENPORT, IA
THE CAPITOL THEATRE

11.03 • DES MOINES, IA
HOYT SHERMAN PLACE

11.05 • OMAHA, NE
THE ASTRO THEATER

11.06 • DENVER, CO
PARAMOUNT THEATRE

11.09 • PALM DESERT, CA
MCCALLUM THEATRE

11.10 • LOS ANGELES, CA
ORPHEUM THEATRE

11.11 • OAKLAND, CA
FOX THEATRE

11.12 • ANAHEIM, CA
GROVE OF ANAHEIM



RESERVE NOW AT EMO-ORCHESTRA.COM

Emo Orchestra went out on its inaugural run in the fall of 2023 with performers Hawthorne Heights, and has just announced its next run for spring of 2024 with performers Escape the Fate.

The branding of this new touring concept was handed in full by Pink Motel, including merchandise designs, a new website, tour admats, social assets, the video trailers, and stage video screen content.

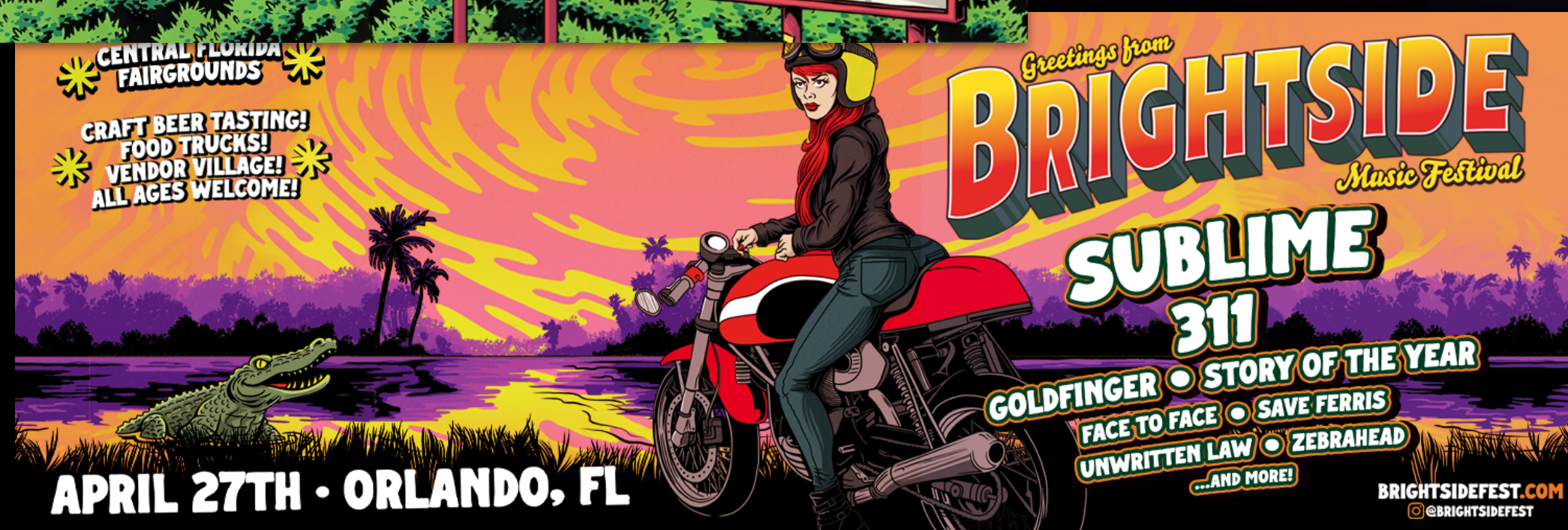
Not only did the tour sell well for being first of its kind, but the top merch design sold out nightly.



PM FESTIVAL MARKETING: BREW HA HA PRODUCTIONS

Pink Motel created trailers, animated assets, social content, and artist assets for Punk In The Park and Brightside Festival 2024.

With both admats being hand drawn, we took the time to expand each by digitally sketching more details that fit the scene. From animating the Brightside alligator to talk at the beginning of the trailer, to adding character movement to the people in the Punk In The Park cars, we aligned with the cartoony art style to bring both to life.





ANIMATIONS: CUSTOM 3D ANAMORPHIC BILLBOARD



[Watch the full video on Slipknot's Instagram](#)

During release week of their 7th studio album 'The End, So Far', Slipknot was featured on Times Square's anamorphic billboard on the corner of W 47th St & 7th Ave.

Using a self-calculated approximate vantage point from behind the TKTS Stairs, we were able to create a custom model in Blender that made the Slipknot logo appear to jump off the screen to pedestrians on the street.

Modeled, rigged, rendered, and delivered in a single weekend.



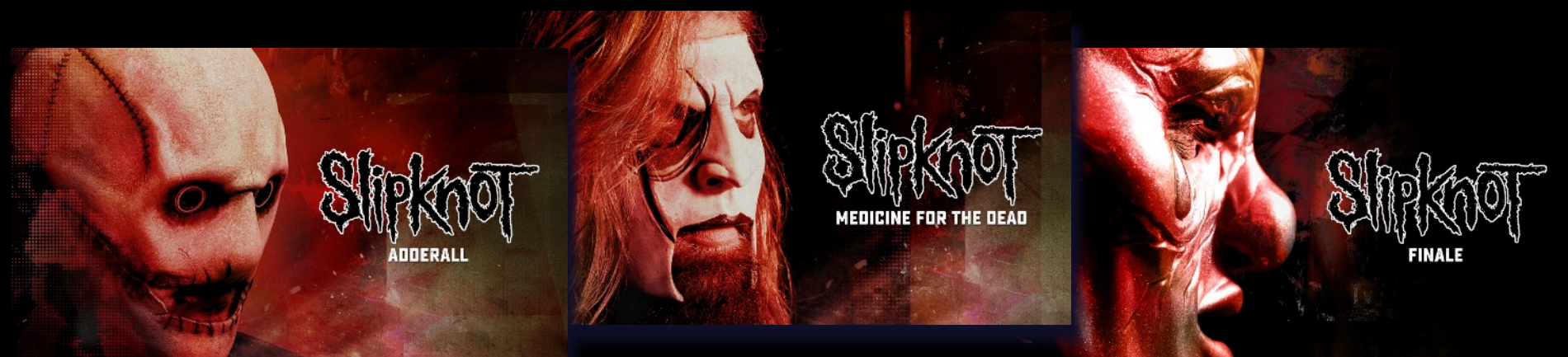
PM CREATIVE STRATEGY: SLIPKNOT ALBUM CAMPAIGN

Pink Motel worked closely with M. Shawn Crahan of Slipknot to handle all the creative and campaign content, marketing strategy, and release timeline for their 7th studio album **The End, So Far** which debuted at #2 with 59K album units sold.

We made custom teasers for the announcement and each single, we produced a livestream for release day, made visualizers and Spotify canvases for each track, created 5+ unique landing pages for the website, & more.



Watch the teaser posted prior to the album announcement and cover reveal ^



Watch the 9 album visualizers to accompany the music videos ^



As the album went live worldwide, an unsettling TikTok live began of a woman standing in a window while the entire album played.



CREATIVE STRATEGY: NECK DEEP ALBUM CAMPAIGN

Pink Motel has handled the entirety Neck Deep's year long self titled album campaign.

We owned the creative strategy of each music video release and handled all the social media assets, teasers, website rebrands, Spotify API campaigns, text message marketing, and worked closely with band members to incorporate fun experiential elements for each step of the way.

Since the first single release Feb. 14, 2023...

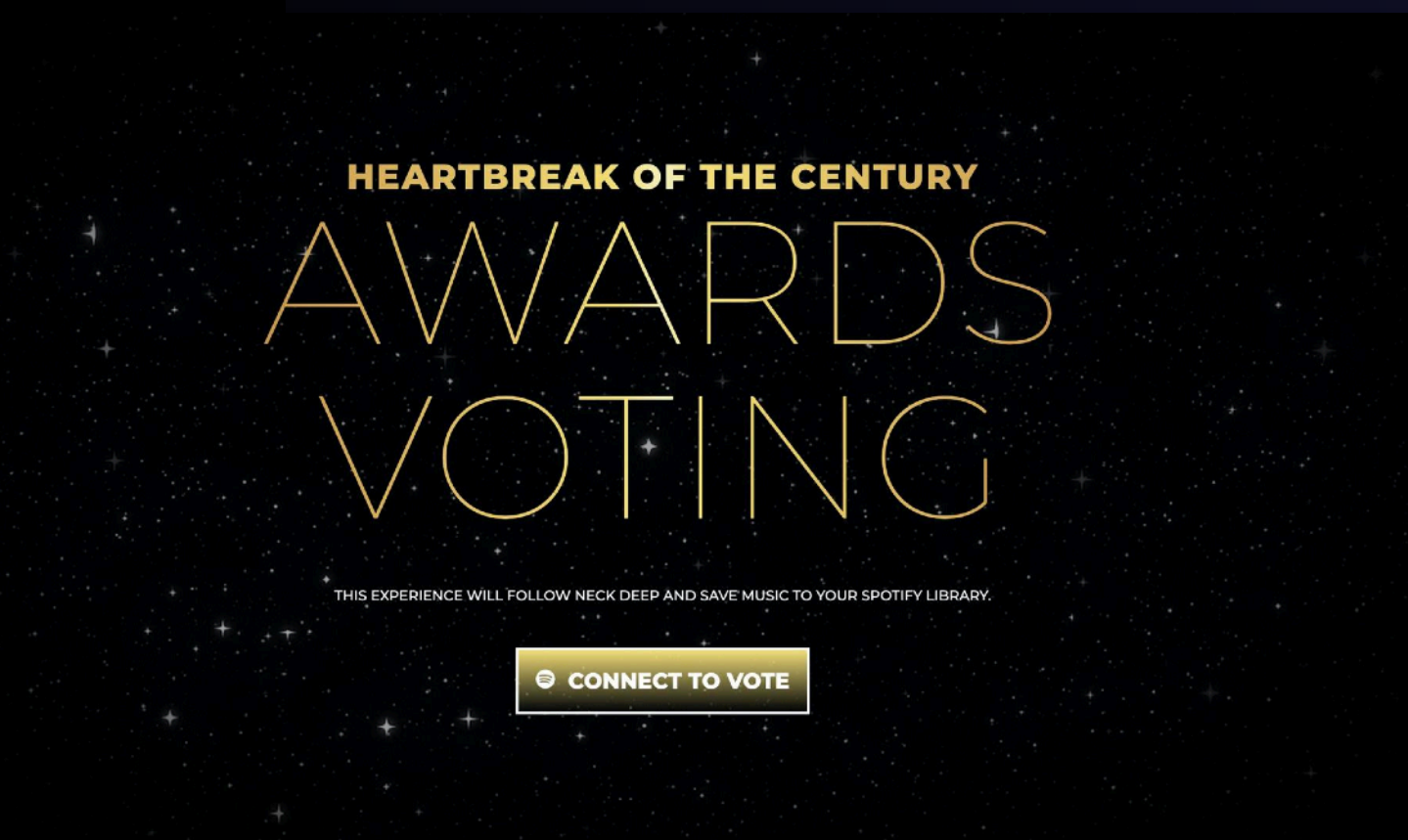
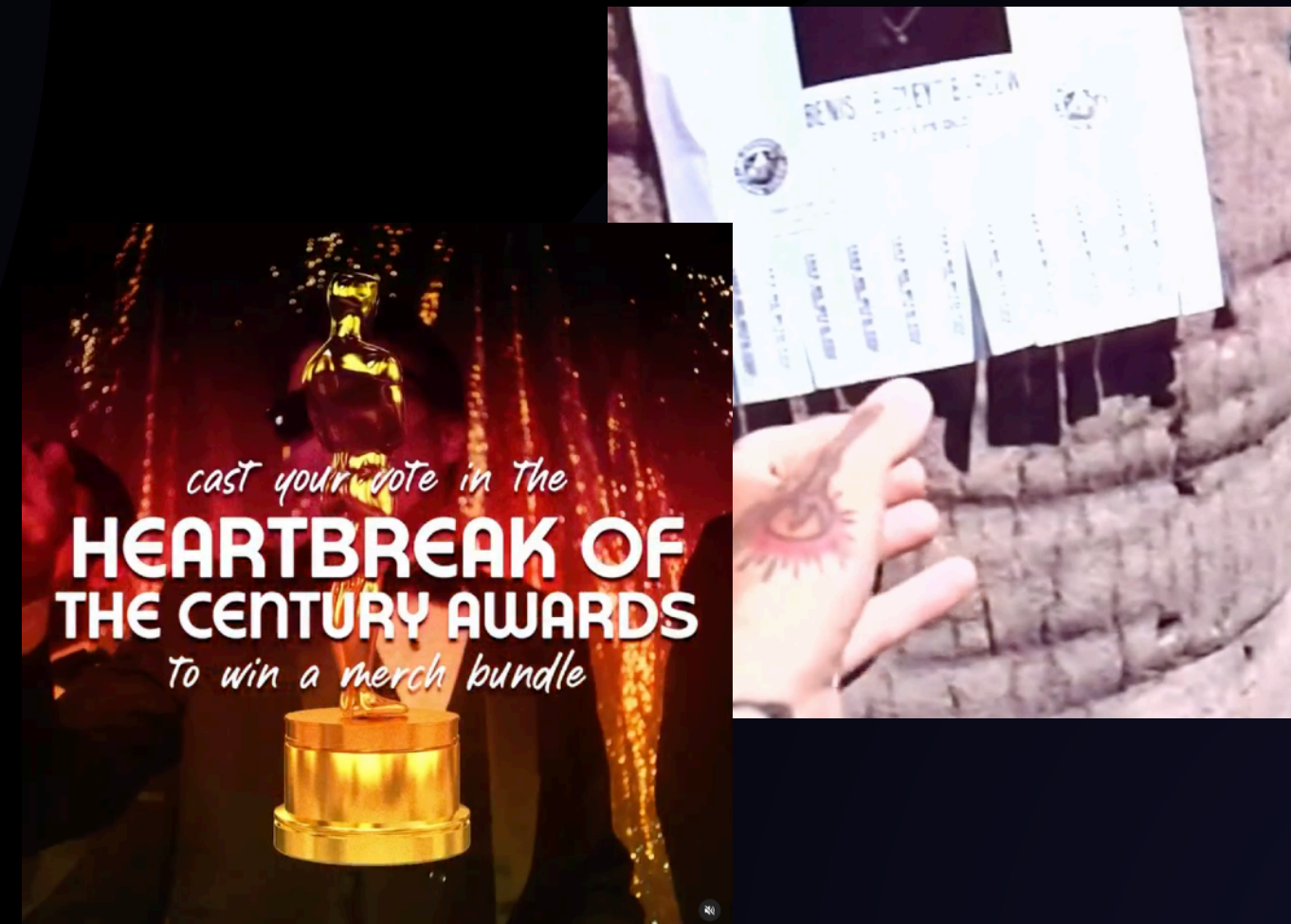
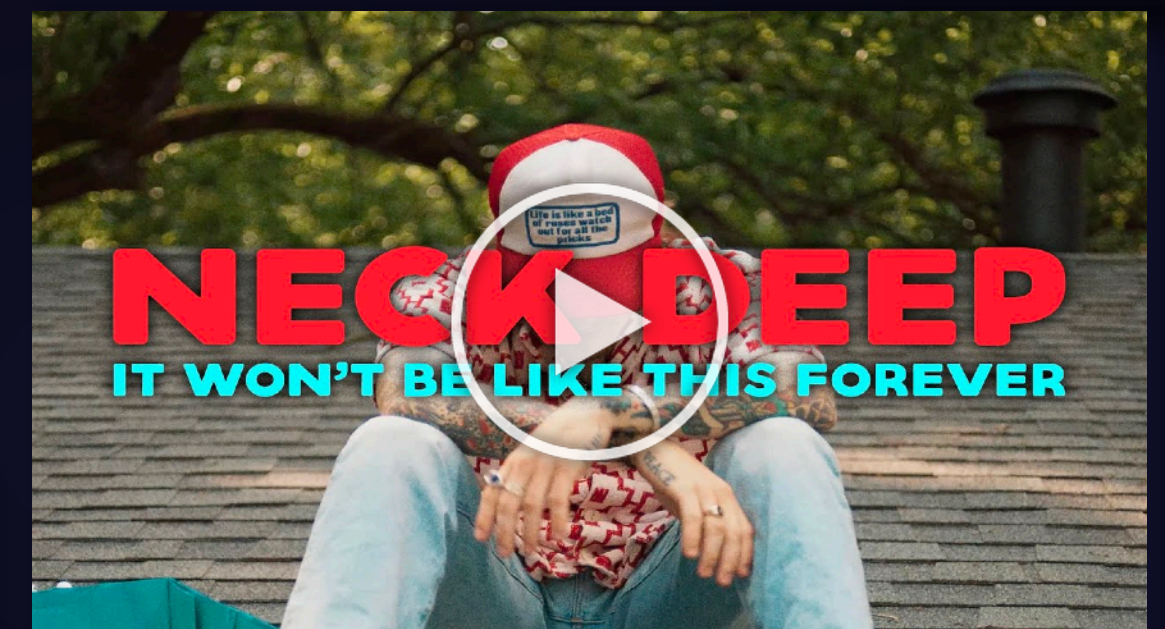
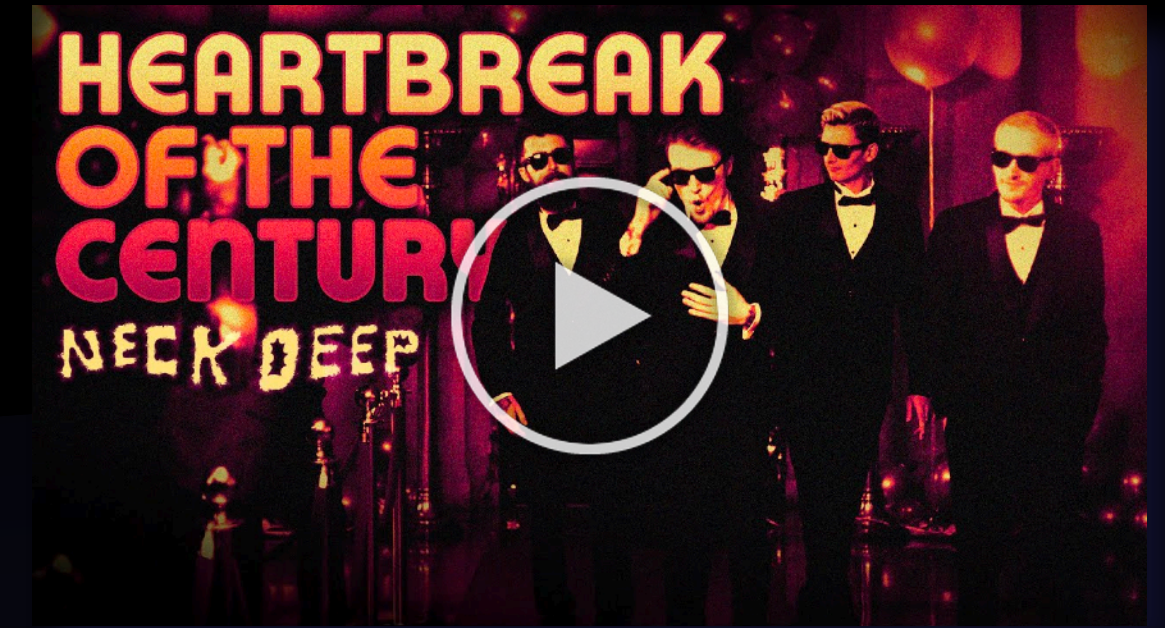
Spotify Monthly Listeners increased by 19% (+654k)

Youtube Channel Views increased by 37% (+42.4m)

TikTok Followers increased by 13% (+7k)

Instagram Followers increased by 16% (+76.5k)

Click to watch the music videos, teasers, and visit the websites.





CREATIVE STRATEGY: DESTROY BOYS SINGLE CAMPAIGN

Pink Motel worked with Hopeless Records and Destroy boys on the rollout of their new single "Plucked".

Our team created teasers, single assets, canvases, and a full length custom animated lyric video.

The release was coordinated around the release of Spotify's new rock playlist "Marrow" featuring Destroy Boys on the cover and featured in their promotional video trailer.

Click to watch the music videos, teasers, and visit the websites.





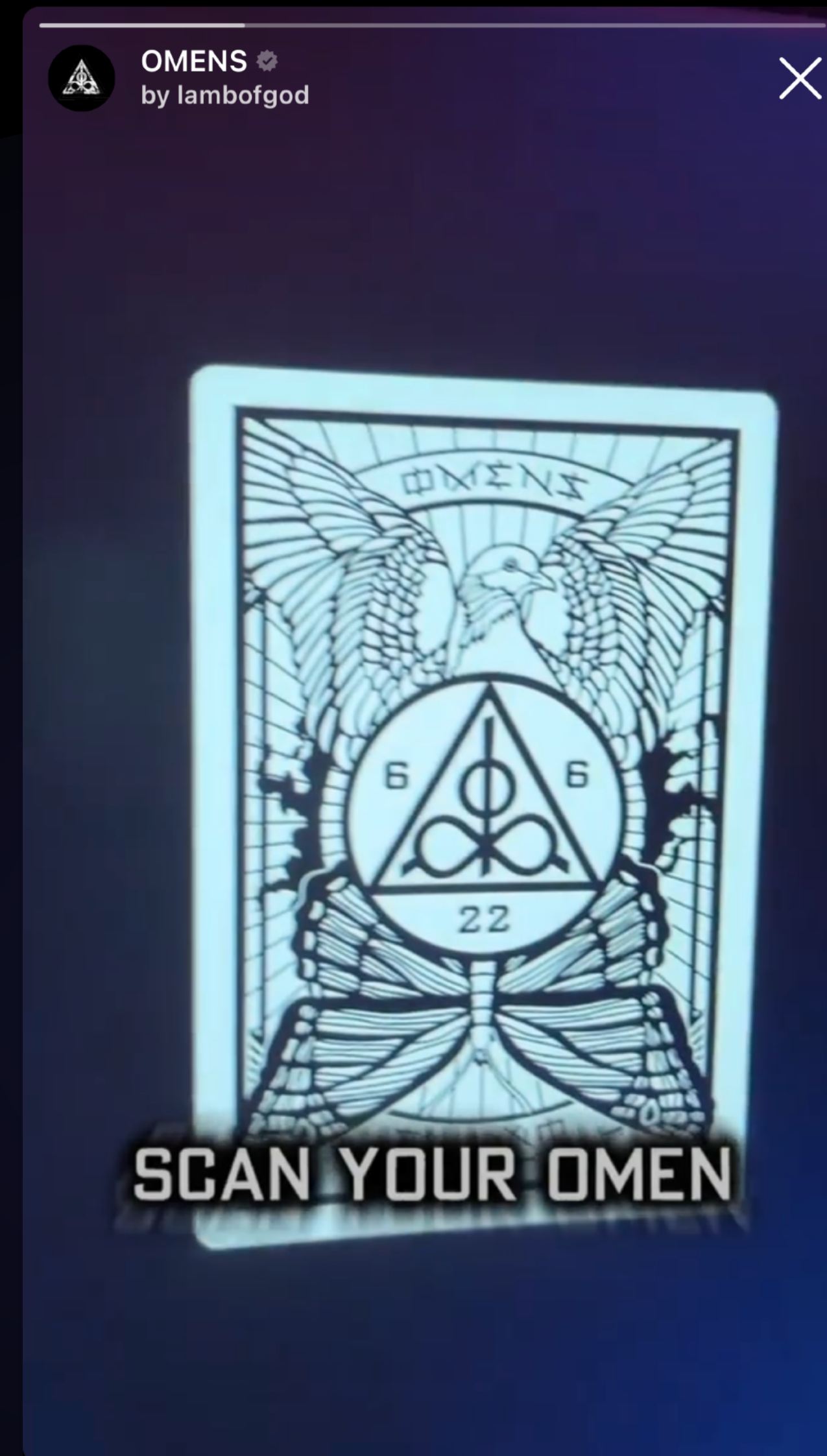
CREATIVE STRATEGY: LAMB OF GOD "OMENS"



For the first single off Lamb of God's 'OMENS' album, fans could purchase a mystery item off the merch store that arrived as a scannable card with either a good or bad omen and the album announcement date.

Pink Motel created all the social teasers, the Instagram filter to scan the card, and a full lyric video for the single.

Click to watch the lyric videos, teasers, and use the Instagram filter





WEB DESIGN: CLICK TO VISIT EACH SITE



SLIPKNOT

New Wordpress site launched end of 2023 which hosts more historical band content



COREY TAYLOR

New Wordpress site launched mid 2023 branded in line with his 'CMF2' album



SLIPKNOT WHISKEY

New Wordpress site launched early 2023 with the ability for fans to order on site



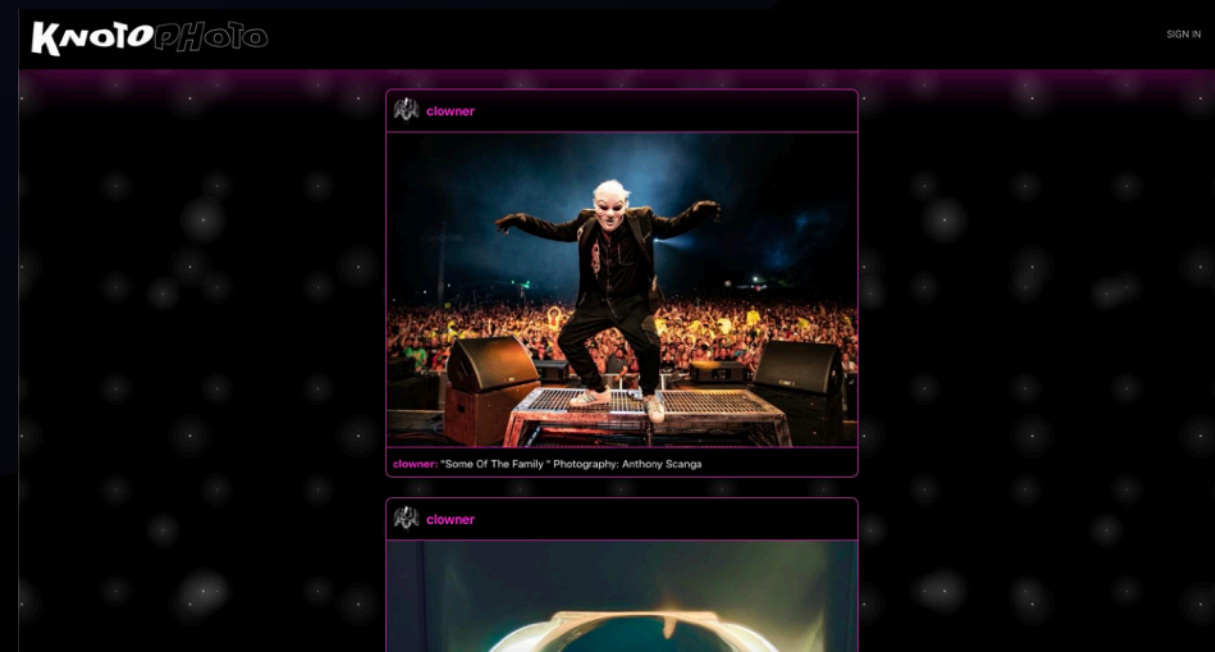
BABYKLOK

Affordable but effective Squarespace site to host all Babymetal & Deathklok tour content



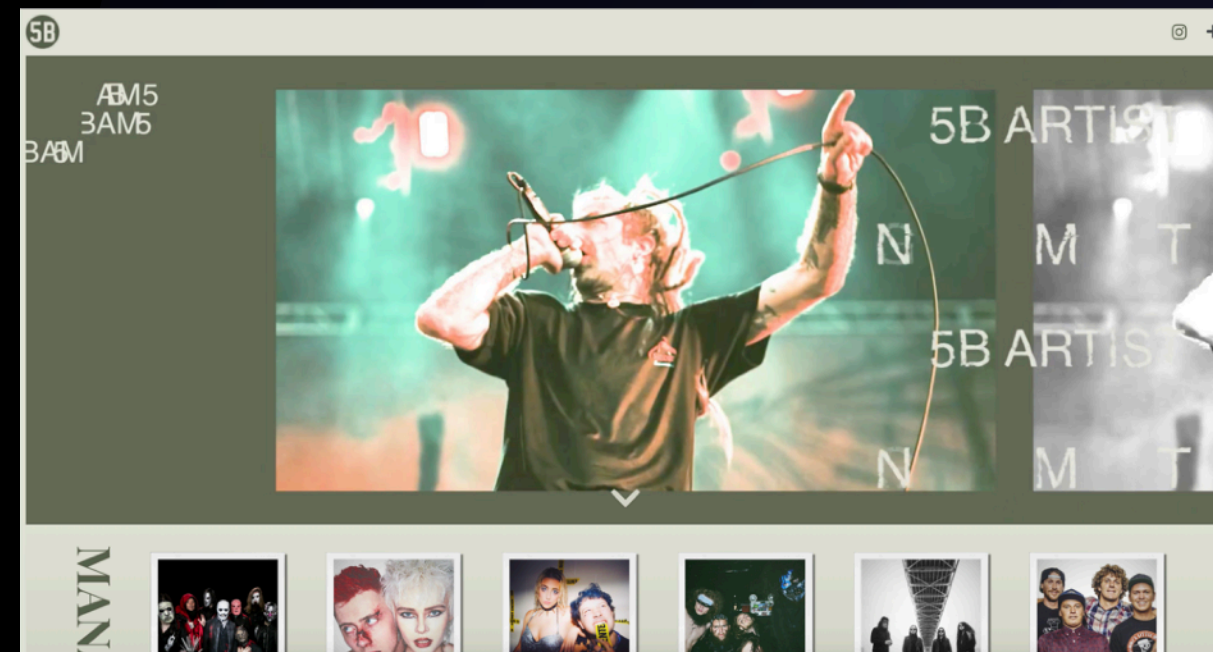
AMON AMARTH

Squarespace site with extensive custom CSS made to be editable by management team



CLOWN

A custom Instagram for clown, made custom with React.js and google firebase



5B ARTIST MANAGEMENT

New Wordpress site for 5B Artist Management that better represents their brand



SLIPKNOT

A custom Wordpress site modeled after Slipknot's original 1999 website



GRAPHIC DESIGN: VARIOUS ADMATS

KNOTFEST ROADSHOW FALL 2022

Slipknot

PLUS SPECIAL GUESTS

ICE NINE KILLS CROWN THE EMPIRE

8.20 NASHVILLE, TN • BRIDGESTONE ARENA
8.21 SPRINGFIELD, MO • GREAT SOUTHERN BANK ARENA
8.23 LOUISVILLE, KY • LOUDER THAN LIFE FESTIVAL
8.24 ALPHARETTA, GA • AMERICA BANK AMPHITHEATRE
8.27 AUSTIN, TX • BERKMANIA AMPHITHEATRE
8.28 DALLAS, TX • GIG ECONOMY PAVILION
8.31 ALBUQUERQUE, NM • ISLETA AMPHITHEATRE
9.2 PHOENIX, AZ • AC-CORN PAVILION
9.6 SALT LAKE CITY, UT • SANDA AMPHITHEATRE
9.8 SACRAMENTO, CA • AFTERSHOCK FESTIVAL
9.9 IRVINE, CA • FIVEPOINT AMPHITHEATRE

SLIPKNOT.COM • KNOTFESTROADSHOW.COM • KNOTFEST.COM

DESTROYFEST

MARCH 16 2024!

LOS ANGELES

DESTROYBOYS

ILLUMINATI HOTTIES MARGARITAS PEDICATS ULTRA Q CHOCOECHERRY J-MONT

get tickets at destroydestroyboys.com

THE OMENS TOUR

lamb of god

KILLSWITCH ENGAGE

BARONESS MOTHERS IN LAW Spiritbox ANIMALS AS LEADERS

9.09 - 9.20 CHICAGO, IL 10.01 - 10.07
9.24 CHICAGO, IL 10.01 - 10.20
9.25 CHICAGO, IL 10.01 - 10.20
9.26 INDIANAPOLIS, IN 10.01 - 10.20
9.28 INDIANAPOLIS, IN 10.01 - 10.20
9.29 INDIANAPOLIS, IN 10.01 - 10.20
9.30 INDIANAPOLIS, IN 10.01 - 10.20
9.31 INDIANAPOLIS, IN 10.01 - 10.20
10.01 SALT LAKE CITY, UT 10.01 - 10.20
10.02 SALT LAKE CITY, UT 10.01 - 10.20
10.03 SALT LAKE CITY, UT 10.01 - 10.20
10.04 SALT LAKE CITY, UT 10.01 - 10.20
10.05 SALT LAKE CITY, UT 10.01 - 10.20
10.06 SALT LAKE CITY, UT 10.01 - 10.20
10.07 SALT LAKE CITY, UT 10.01 - 10.20
10.08 SALT LAKE CITY, UT 10.01 - 10.20
10.09 SALT LAKE CITY, UT 10.01 - 10.20
10.10 SALT LAKE CITY, UT 10.01 - 10.20

TICKETS & VIP: LAMB-OF-GOD.COM

31

WITH SPECIAL GUESTS

AWOLNATION NEON TREES

UNIVERSITY TOUR

JUL 20 - CINCINNATI, OH
JUL 21 - CHICAGO, IL
JUL 22 - INDIANAPOLIS, IN
JUL 23 - INDIANAPOLIS, IN
JUL 24 - INDIANAPOLIS, IN
JUL 25 - INDIANAPOLIS, IN
JUL 26 - INDIANAPOLIS, IN
JUL 27 - INDIANAPOLIS, IN
JUL 28 - INDIANAPOLIS, IN
JUL 29 - INDIANAPOLIS, IN
JUL 30 - INDIANAPOLIS, IN
JUL 31 - INDIANAPOLIS, IN

AUG 6 - CALFORD, NH
AUG 7 - BOSTON, MA
AUG 8 - BOSTON, MA
AUG 9 - BOSTON, MA
AUG 10 - BOSTON, MA
AUG 11 - BOSTON, MA
AUG 12 - BOSTON, MA
AUG 13 - BOSTON, MA
AUG 14 - BOSTON, MA
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AUG 16 - BOSTON, MA
AUG 17 - BOSTON, MA
AUG 18 - BOSTON, MA

AUG 20 - HOUSTON, TX
AUG 21 - HOUSTON, TX
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AUG 28 - HOUSTON, TX
AUG 29 - HOUSTON, TX
AUG 30 - HOUSTON, TX
AUG 31 - HOUSTON, TX

GET TICKETS & VIP: 31.COM

BARCELONA, SPAIN TO NAPLES, ITALY

KNOTFEST AT SEA

Slipknot

PLUS OVER 40 SHOWS & EXPERIENCES ACROSS 5 STAGES

ANTHRAX behemoth

DevilDriver SEVENDUST SKINDRED

H09909 POWER SLEEP TOKEN

AUGUST 10-14, 2020

LIVE ON A WITH MEMBERS OF SLIPKNOT
NO W/SHIRTS FASTING WITH CLOSN
MICK THOMPSON SIGNING
SID DJ MCSET

COREY TAYLOR SOLO PERFORMANCE
MARK BASSLINE
JAY WEINBERG DRUM WORKSHOP
SLIPKNOT MEMORABILIA THROUGHOUT THE SHIP

BOOK NOW AT KNOTFESTATSEA.COM

THE BRONX

20TH ANNIVERSARY • UK/EUROPE 2023

8.2 - BIRMINGHAM, UK
8.3 - BIRMINGHAM, UK
8.4 - BIRMINGHAM, UK
8.5 - BIRMINGHAM, UK
8.6 - BIRMINGHAM, UK
8.7 - BIRMINGHAM, UK
8.8 - BIRMINGHAM, UK
8.9 - BIRMINGHAM, UK
8.10 - BIRMINGHAM, UK
8.11 - BIRMINGHAM, UK
8.12 - BIRMINGHAM, UK
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8.25 - BIRMINGHAM, UK
8.26 - BIRMINGHAM, UK
8.27 - BIRMINGHAM, UK
8.28 - BIRMINGHAM, UK
8.29 - BIRMINGHAM, UK
8.30 - BIRMINGHAM, UK
8.31 - BIRMINGHAM, UK

MONSTER
TICKETS AT THEBRONX.COM

SLEEPING WITH SIRENS

ACOUSTIC PERFORMANCE

FEBRUARY 25 at BANYAN LIVE
WEST PALM BEACH, FLORIDA

TICKETS • VIP AT SIRENSMUSIC.CO

(SiriusXM) PRESENTS

MEGADETH AND lamb of god

WITH SPECIAL GUESTS

TRIVIUM IN FLAMES

NORTH AMERICA 2021

JUL 1 - DETROIT, MI
JUL 2 - DETROIT, MI
JUL 3 - DETROIT, MI
JUL 4 - DETROIT, MI
JUL 5 - DETROIT, MI
JUL 6 - DETROIT, MI
JUL 7 - DETROIT, MI
JUL 8 - DETROIT, MI
JUL 9 - DETROIT, MI
JUL 10 - DETROIT, MI
JUL 11 - DETROIT, MI
JUL 12 - DETROIT, MI
JUL 13 - DETROIT, MI
JUL 14 - DETROIT, MI
JUL 15 - DETROIT, MI
JUL 16 - DETROIT, MI
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JUL 18 - DETROIT, MI
JUL 19 - DETROIT, MI
JUL 20 - DETROIT, MI
JUL 21 - DETROIT, MI
JUL 22 - DETROIT, MI
JUL 23 - DETROIT, MI
JUL 24 - DETROIT, MI
JUL 25 - DETROIT, MI
JUL 26 - DETROIT, MI
JUL 27 - DETROIT, MI
JUL 28 - DETROIT, MI
JUL 29 - DETROIT, MI
JUL 30 - DETROIT, MI
JUL 31 - DETROIT, MI

MEGADETH.COM • LAMB-OF-GOD.COM

PENNYWISE Circle Jerks

PLUS SPECIAL GUESTS

SEPTEMBER

17 CHRLESEA HEIGHTS HOTEL VICTORIA
18 FORUM MELBOURNE
20 UNI BAR, GREAT HALL WOLLONGONG
23 ENMORE THEATRE SYDNEY
24 FORTITUDE MUSIC HALL BRISBANE
25 HINDLEY ST MUSIC HALL ADELAIDE
27 METROPOLIS BRISBANE

AUSTRALIA 2022

TICKETS & INFO AT PENNYWISDOM.COM • CIRCLEJERKS.NET

KNOTFEST ROADSHOW

Slipknot

KILLSWITCH ENGAGE

FEVER 333 CODE ORANGE

SEP 25 • INDIANOLA, IA
SEP 26 • INDIANOLA, IA
SEP 27 • INDIANOLA, IA
SEP 28 • INDIANOLA, IA
SEP 29 • INDIANOLA, IA
SEP 30 • INDIANOLA, IA
SEP 31 • INDIANOLA, IA

OCT 10 • HOLMDEL, NJ
OCT 11 • HOLMDEL, NJ
OCT 12 • HOLMDEL, NJ
OCT 13 • HOLMDEL, NJ
OCT 14 • HOLMDEL, NJ
OCT 15 • HOLMDEL, NJ
OCT 16 • HOLMDEL, NJ
OCT 17 • HOLMDEL, NJ
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OCT 28 • HOLMDEL, NJ
OCT 29 • HOLMDEL, NJ
OCT 30 • HOLMDEL, NJ
OCT 31 • HOLMDEL, NJ

KNOTFEST.COM • KNOTFESTROADSHOW.COM • SLIPKNOT.COM • TEXT: (515) 500-5305

lamb of god

chimaera SOULFLY EXODUS AFTERBURIAL CURRENTS EYEHATEGOD

AT THE GATES CORROSION OF CONFORMITY UNBORN

MARK MORTON SOLO BAND PERFORMANCE
STANDUP COMEDY BY SHAYNE SMITH AND MIKE ABRUSCI

APPEARANCES FROM JOSE MANGINI & RIKI RACHTMAN
IMMERSIVE EXPERIENCES WITH LAMB OF GOD

VENDED

FALL TOUR 2023 SUPPORTING

10.10 BRAND RIBBON, MI
10.11 BRAND RIBBON, MI
10.12 BRAND RIBBON, MI
10.13 BRAND RIBBON, MI
10.14 BRAND RIBBON, MI
10.15 BRAND RIBBON, MI
10.16 BRAND RIBBON, MI
10.17 BRAND RIBBON, MI
10.18 BRAND RIBBON, MI
10.19 BRAND RIBBON, MI
10.20 BRAND RIBBON, MI
10.21 BRAND RIBBON, MI
10.22 BRAND RIBBON, MI
10.23 BRAND RIBBON, MI
10.24 BRAND RIBBON, MI
10.25 BRAND RIBBON, MI
10.26 BRAND RIBBON, MI
10.27 BRAND RIBBON, MI
10.28 BRAND RIBBON, MI
10.29 BRAND RIBBON, MI
10.30 BRAND RIBBON, MI
10.31 BRAND RIBBON, MI

VENDED HEADLINE SHOW
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