

WESTROCK BAND

MAKING MUSIC. ACHIEVING GOALS.

anna
MONTGOMERY
& CO

WHO THEY ARE

As an up-and-coming band, Westrock understood the importance of quality branding, intentional marketing, and effective communications. Wanting to ensure the success of their first full-length album, Westrock partnered with our team to refresh their brand, create album artwork, develop marketing strategies, and provide on-brand communications. Through our partnership, Westrock had the tools, resources, and education to launch their album with the momentum needed to provide the musical experience they wanted.

Officially formed in 2018 by frontman August Huckabee, Westrock gets its inspiration from real-life experiences. Raised on a farm in West Texas, August developed a love for the outdoors and music at a young age. Once he began grad school, August started playing music more proactively, and his love and passion has only grown since. He started his band, Westrock, and while he is the frontman, he pulls in other musicians and vocalists to perform and record with him. Today, Westrock is a high-energy folk-rock band with lyrics and sounds that celebrate the outdoor lifestyle found in the western United States.

“I needed to find new fans, engage them in the launch of an album, and convert them into long-term, invested fans. The team at Anna Montgomery & Co gave me actionable steps to achieve each one of those objectives, and I've seen consistent progress to those ends since working with the team.”

AUGUST HUCKABEE

“”

**Westrock's sound is
high-energy, hard-charging
kick drum melodies with
the folk-rock influences
of the fiddle and mandolin.
We're here to celebrate the
mountain tribe and get down
with those who would
rather be outside.**

WESTROCK

THE CHALLENGE

With inspiration coming from bluegrass, traditional western music, and experiences had only in the outdoors—Westrock’s sound is something new and exciting, uniting listeners as they come along for the adventure. Westrock desires not only to create excellent music, but also to connect with their audience through a dynamic experience. Being fully committed to Westrock’s success, August knew he needed help developing a solid foundation, social media strategies, and marketing materials that reflected the musical experience he was creating.

HOW WE PARTNERED TOGETHER

Having worked with Anna Montgomery & Co's founder before, August knew our reputation and decided to reach out to our team. We quickly responded and began working together toward his goals.

DESIGN DISCOVERY & BRAINSTORMING

To kick off our project with Westrock, we met with the band's frontman for a Design Discovery. During this meeting, our team asked a series of questions to help us get a full picture of who Westrock is and where they want to go. We learned about the significance of the name, the stories behind the songs, the band's audience, the music industry, and so much more.

Our team gathered the information from the Design Discovery and had an internal brainstorm meeting where we developed themes and potential brand directions for Westrock.

These themes allowed us to develop three mood boards and updated brand concepts, which we were able to present to Westrock for their approval.

DESIGN & DEVELOPMENT

Once Westrock chose a visual direction from the three brand concepts, we were able to begin developing album artwork concepts, guiding brand words, clear values, and an updated color palette.

Although Westrock's logo had worked for their previous endeavors, with the new direction August wanted to take, we knew the band needed an updated logo. We provided a brand refresh and updated their logo to become something bold, easily recognizable, and adaptable.

We developed nine potential concepts for Westrock's upcoming album, all based off of the brand concept that he had chosen.

Our team met with August and reviewed the album concepts. After seeing the nine different possibilities, August selected the one he felt best communicated the message behind his album.

ORIGINAL LOGO



UPDATED LOGO

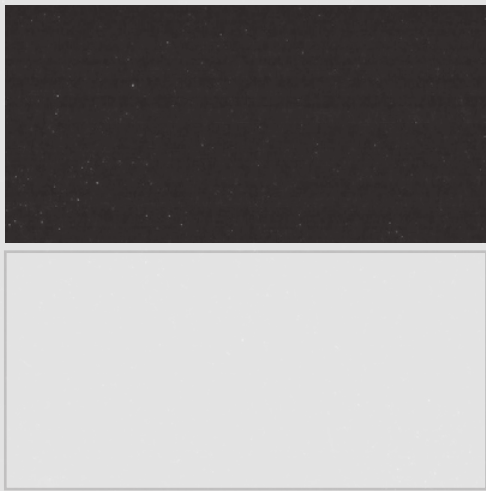
WESTROCK

TYPEFACE

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()

COLOR PALETTE

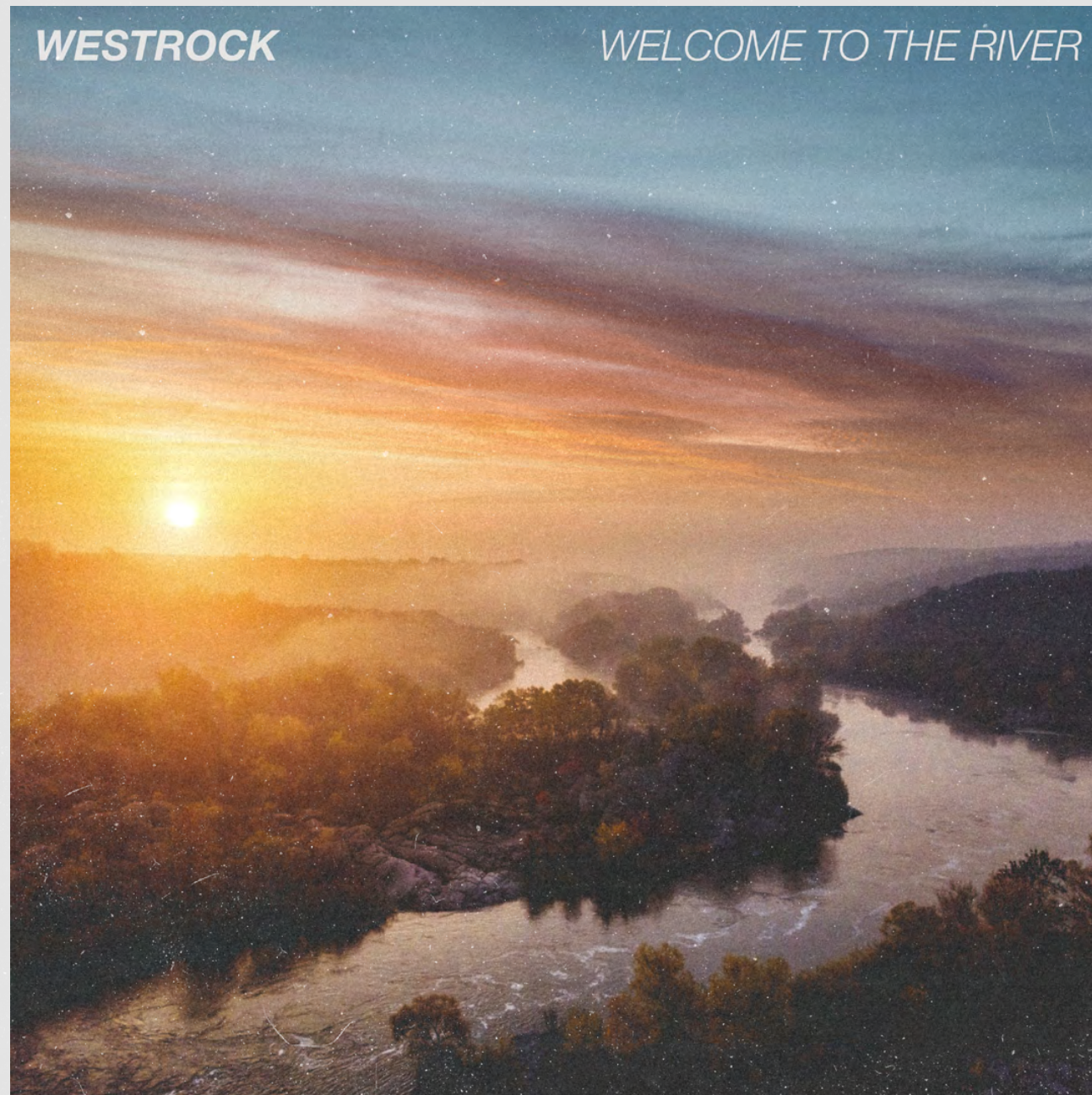


WESTROCK

ALBUM CONCEPTS



FINAL ALBUM ARTWORK



IMPLEMENTATION & COACHING

GRAPHICS, DESIGN, & ARTWORK

Wanting to reflect the upbeat storytelling found within Westrock's music, we developed colorful and adventurous album artwork. We designed the full set of interior and exterior CD artwork, and then worked with August to move it through production.

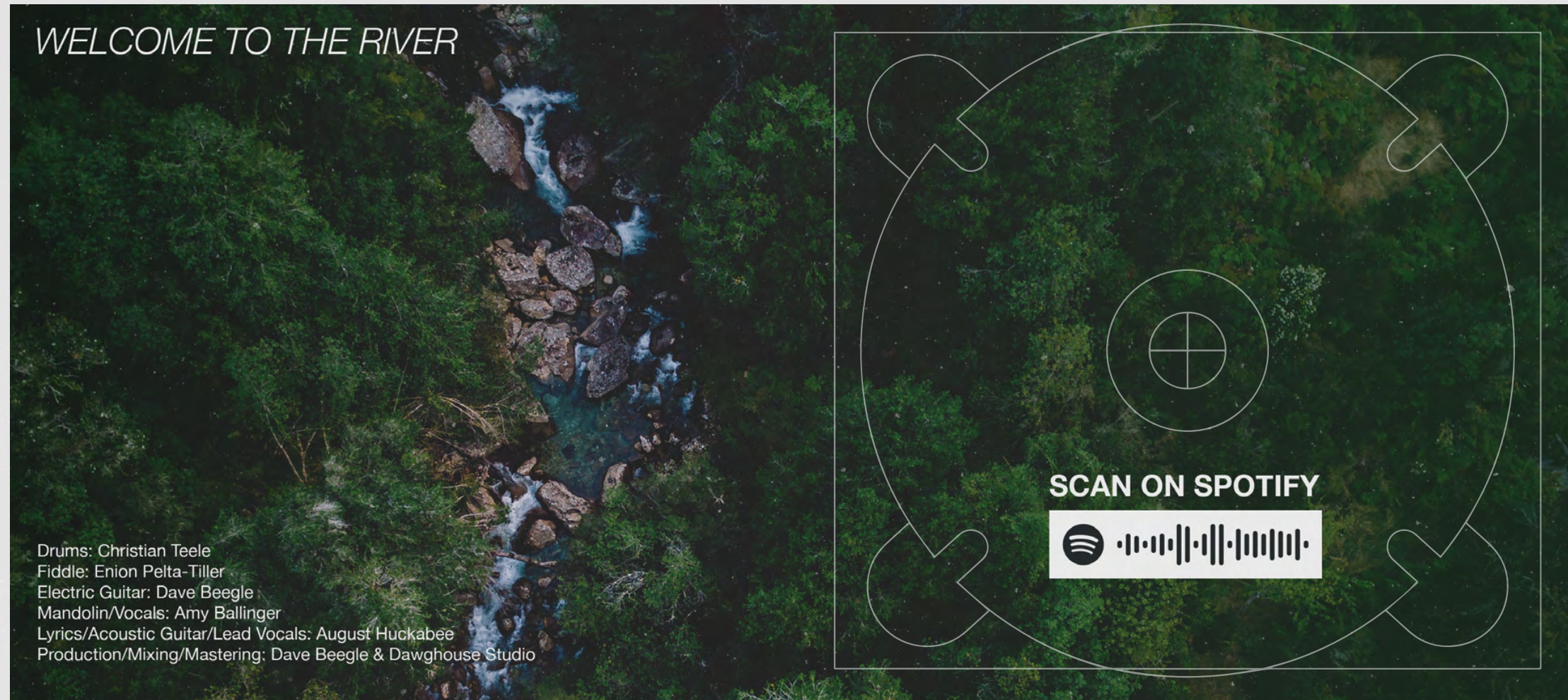
We also created image assets of the album artwork that could be shared in digital contexts.

After the album artwork was complete, we developed thoughtful designs and on-brand artwork for each song on the album. These were used throughout the launch and to help with promotion.

FINAL ALBUM ARTWORK / EXTERIOR



FINAL ALBUM ARTWORK / INTERIOR



WELCOME TO THE RIVER

Drums: Christian Teele
Fiddle: Enion Pelta-Tiller
Electric Guitar: Dave Beegle
Mandolin/Vocals: Amy Ballinger
Lyrics/Acoustic Guitar/Lead Vocals: August Huckabee
Production/Mixing/Mastering: Dave Beegle & Dawghouse Studio

SCAN ON SPOTIFY



WEBSITE

As the launch for the album approached, we helped August review and update the band's website. After researching trends and best-use practices from other musicians and comparing these to Westrock's site, we mutually decided the site needed to be completely restructured.

After developing a new site map, our team began building a semi-custom website in Squarespace.

We edited all the content, built new pages, and added new special functionality to make site updates simpler.

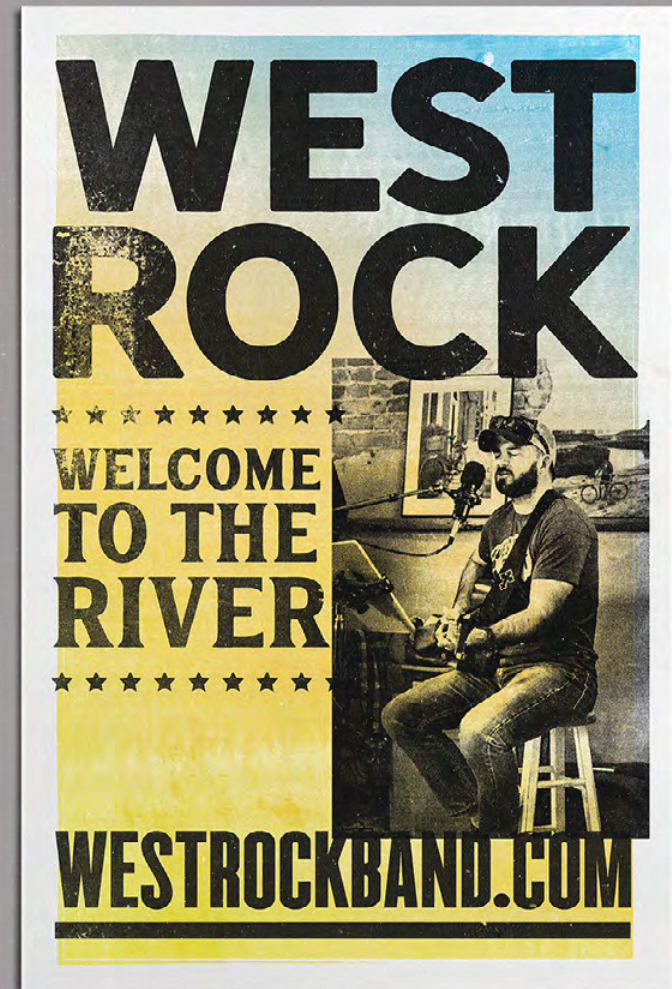
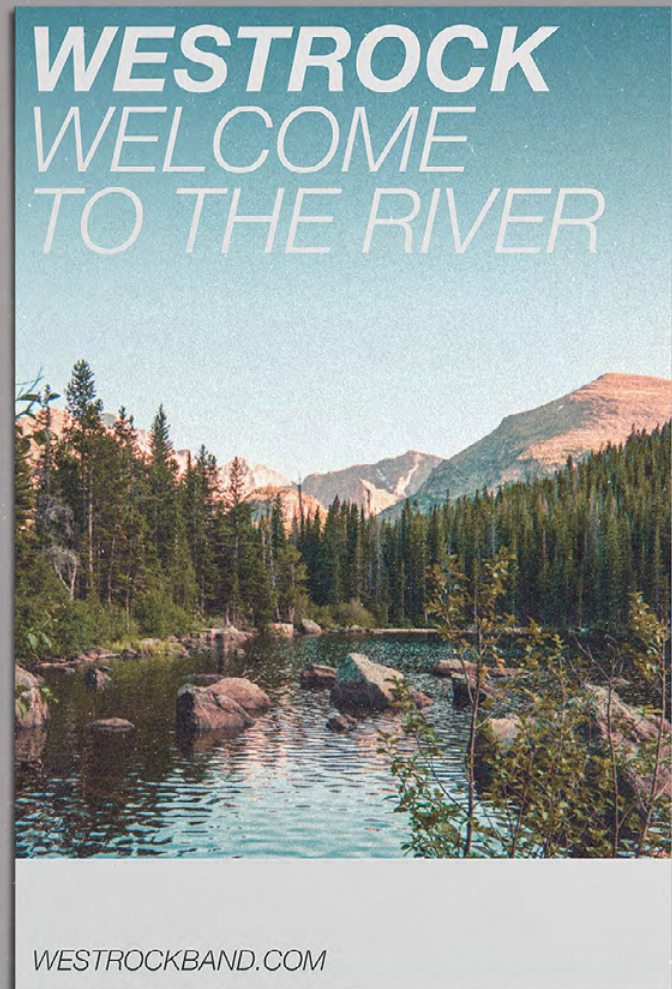
We also built out an EPK (Electronic Press Kit) page on the website. This was an essential part of getting the word out about the band.



westrockband.com

ALBUM MARKETING

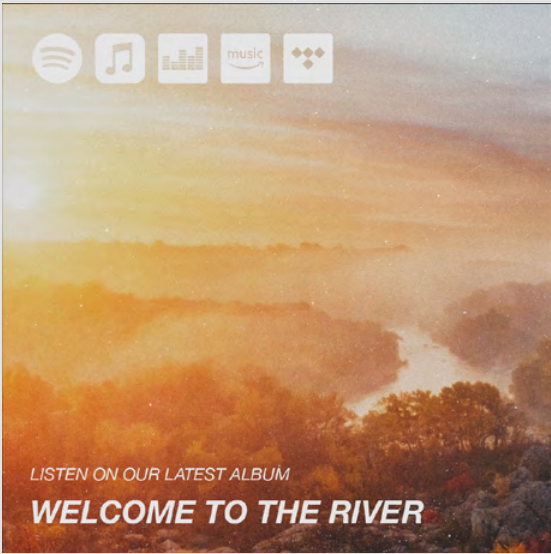
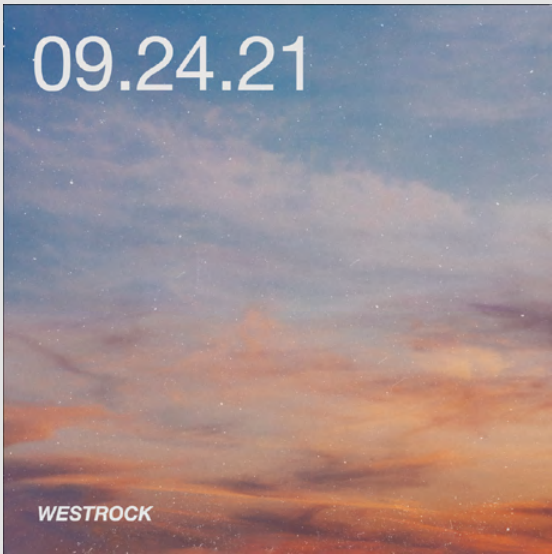
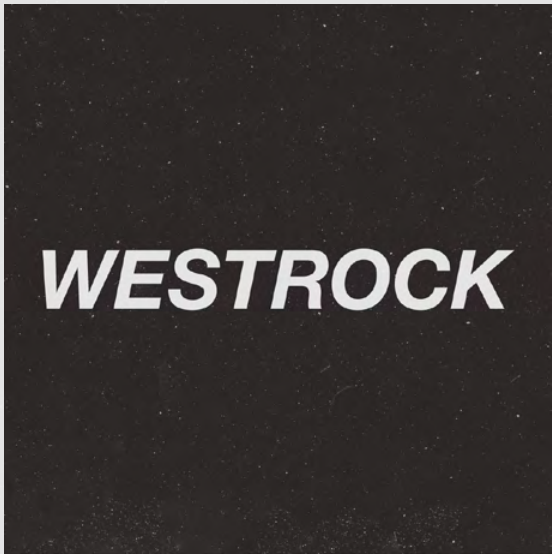
To help market the album, we built tools for the band to use. These included promotional posters, social media graphics and templates, and a marketing kit full of graphics and brand assets to share with radio stations.



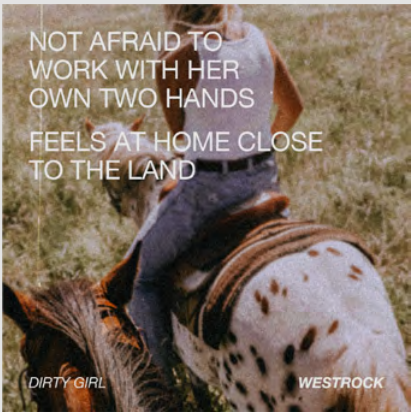
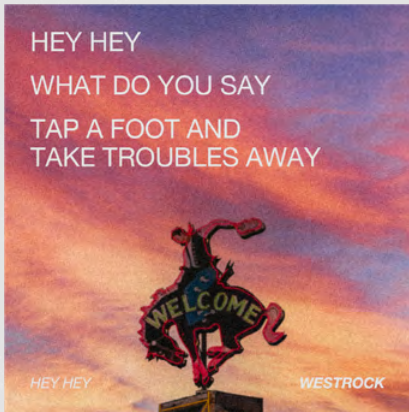
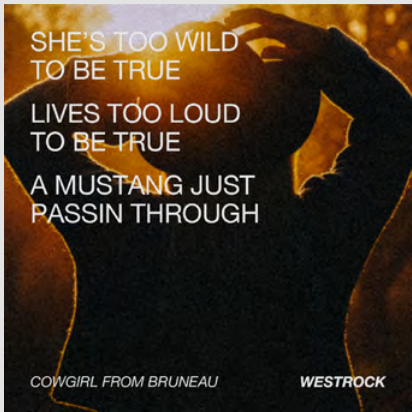
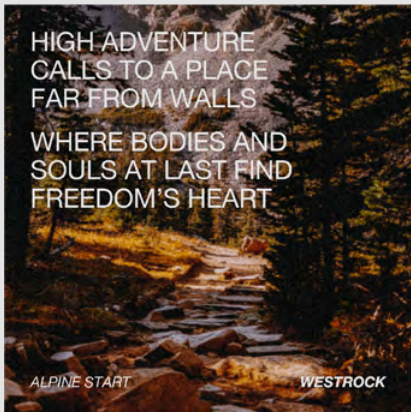
SOCIAL MEDIA COACHING

After reviewing Westrock's past social media efforts, we developed a social media marketing strategy report full of social media feedback, tips and ideas for future posting, and a launch plan for marketing the new album.

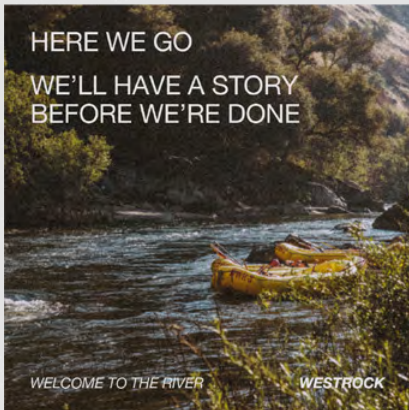
SOCIAL MEDIA DESIGNS



LYRIC SOCIAL MEDIA GRAPHICS



LYRIC SOCIAL MEDIA GRAPHICS

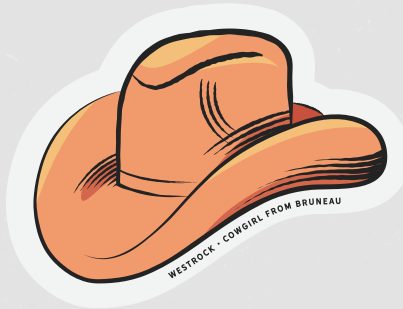


— **SWAG**

CUSTOM STICKERS FOR EVERY SONG: Our team met and brainstormed ideas for visuals based on the lyrics of the songs. We used those ideas to create sticker designs that would promote each song. August reviewed the stickers, provided edits, and then we made a final design based on his feedback. Stickers were then prepped for print, and we helped August with their production.


COFFEE MUGS: Using a key theme and some of August's favorite lyrics, we created a coffee mug design for promotion and marketing. We developed an on-brand design, reviewed it with August, and then prepared it for print. We then helped Westrock with the entire process of production.

SONG STICKERS



THESE DAYS ARE
STORIES
THAT WILL LAST
—FOREVER—

WESTROCK BAND ★ CANON CITY, CO.



“”

**Working with Anna Montgomery & Co
was an awesome experience! I was
nervous to work with a marketing firm,
but their process made me and my vision
feel heard, understood, and ultimately
executed in a professional way.**

AUGUST HUCKABEE



The impact of our partnership

A lot of work goes into refreshing brands, developing artwork, and creating successful marketing and communications strategies and tools. As a new band, Westrock needed clear and consistent branding and promotional materials to kick-start their journey. Our partnership with Westrock allowed them to build the momentum they needed to have a successful album launch and maintain their success through intentional marketing and coaching.



Now that you know a bit more about what we can do, want to learn more about what we could do for you?

Email us at hello@annamontgomery.co with any questions you have. We'd love to hear from you and have a conversation!

anna MONT GOM ERY & CO