

A photograph of a recording studio with stone walls and warm lighting, overlaid with large white text. The text reads "NOISE CO. BRAND STORY".

NOISE CO. BRAND STORY

FALL 2025

PRESENTED BY
AIDAN BRUNNER



**A RECORD
LABEL THAT
KEEPS IT
REAL**

**WHO IS THE NOISE
COMPANY?**

FOUNDED BY AUSTIN
MUSICIAN BEN
KWELLER, THE NOISE
COMPANY CHAMPIONS
RISING INDIE ARTISTS IN
THE DIGITAL AGE. THEIR
MUSIC REACHES A
BROAD GLOBAL
AUDIENCE, AND THE
LABEL'S AUTHENTIC
BRAND PROVIDES A
POWERFUL
FOUNDATION FOR
COMPELLING
STORYTELLING.

MY CONNECTION

I FIRST CONNECTED WITH THE NOISE COMPANY THROUGH BEN KWELLER'S SON, DORIAN, WHO I DRUMMED WITH. WHEN HE LAUNCHED HIS SOLO CAREER, HE JOINED HIS FATHER'S NEW LABEL, AND ITS GROWTH FOLLOWED QUICKLY. TODAY, NOISE CO. STANDS AS A HEARTFELT INDIE LABEL BUILT AROUND ARTISTS WHO WRITE FROM THE SOUL. ALTHOUGH DORIAN TRAGICALLY PASSED AWAY, HIS LEGACY CONTINUES TO SHAPE THE BRAND, MAKING IT PERSONALLY MEANINGFUL TO ME. THE LABEL HAS A LOOSE BRAND STORY, BUT I BELIEVE I CAN HELP STRENGTHEN IT INTO A MESSAGE THAT TRULY REPRESENTS ITS ARTISTS AND RESONATES WITH FANS.



Customer Profile

A woman with her hair in a bun is smiling broadly, with a young girl with long brown hair sitting on her shoulders. They are both looking towards the camera. The background is a dark blue color with many hands raised in the air, some of which are glowing with a bright blue light. The overall mood is positive and energetic.

Amy Romero (39) is a driven brand marketer and young mom of two living in Austin. With a combined household income of \$180k, she balances her career, parenting, and staying active post-partum. Social, upbeat, and trend-driven, Amy loves sharing moments online and gets easily frustrated by inefficiency and boredom. A longtime Ben Kweller fan who rediscovered him on Spotify, she now explores other Noise Co. artists like Zev and Modern Love Child. Music soundtracks her day, and she enjoys occasional concerts as rare date nights.

BRAND FOUNDATIONS

Mission & Vision

NoiseCo's mission is simple: make good, honest music. Rooted in authenticity, reliability, and quality, the label strives to be a black sheep in the industry; music from the heart, created for art rather than profit. Growth is possible, but staying true to these values ensures the brand remains genuinely connected to its listeners.

Target Audience

NoiseCo's music is for anyone who truly appreciates music, from new fans to longtime fans, and for everyone in between, regardless of age. The label attracts listeners who value authenticity and want an alternative to the overproduced, profit-driven nature of major labels.

Value Proposition

NoiseCo thrives by being different. It operates like a family business in a corporate world, with songs written by one or two artists, not teams of ghostwriters. Fans value this raw, handmade quality that leads to a unique tone across the label. No "TikTok bait," no formulas, just real songwriting.

MARKET STRATEGY & POSITIONING

Brand Positioning

NoiseCo is a small, homegrown indie label, not competing with major labels but existing in its own lane. Its real competition lies in signing authentic emerging artists before larger labels swoop in. Its central Texas roots help maintain a boutique, community-driven identity.

Customer Connection

The music sells itself. NoiseCo relies on organic growth: shows, streaming, and word-of-mouth to attract fans. Strong artist relationships, great performances, and genuine songwriting help maintain loyalty over time.

Market Segmentation

While rooted in indie music, NoiseCo embraces any genre that fits its core value of authenticity. As new genres emerge, the brand can adapt while still offering what fans seek most: real, soulful music created by real artists.

Our Identity



			
Irish Coffee #583422	Teak #BF9875	Nepal #99B8C3	Regent Gray #838D98

HOMEGROWN
AUTHENTIC
IMMERSIVE
EMOTIONAL

Enough Said



BRAND CHARACTER AND POST

 **The Noise Company**
Sponsored Like Page

Who's going to Blues on the Green! Ill be there... On Stage!



NoiseCo's "Noizey" Set to Perform at Blues on the Green
The "Loudest, Nicest Neighbor ever will grace the stage at Zilker this Thursday.

FREE ENTRY THURSDAY OCTOBER 26TH Learn More

 10000000000 562 Comments 311 Shares

Like Comment Share

THE CULTURE

STATUS QUO:

REAL ARTISTS ARE OVERSHADOWED BY ALGORITHMS, CORPORATE LABELS, AND MANUFACTURED MUSIC.

CONFLICT:

MUSICIANS WANT CREATIVE FREEDOM, BUT THE INDUSTRY PUSHES FORMULAS AND TRENDS—AND FANS CAN'T FIND AUTHENTIC VOICES.

RESOLUTION:

NOISECO BRINGS BACK RAW, HEARTFELT MUSIC AND RECONNECTS ARTISTS WITH LISTENERS.

CALL TO ACTION:

SUPPORT NOISECO AND THE CULTURE OF REAL MUSIC OVER CORPORATE NOISE.



THE PROBLEM & THE SPARK

THE MUSIC INDUSTRY BECAME IMPERSONAL: ALGORITHMS REPLACED ARTISTRY, LOCAL VENUES STRUGGLED, AND INDEPENDENT MUSICIANS WERE OVERSHADOWED BY CORPORATE NOISE. AUSTIN STILL CARRIED THE SPIRIT, BUT THE SYSTEM STOPPED PAYING ATTENTION. THE NOISE COMPANY EMERGED FROM THIS SILENCE TO RESTORE AUTHENTICITY AND COMMUNITY, ROOTED IN THE BELIEF THAT REAL MUSIC LIVES IN BACKROOMS, BARS, AND EARLY CREATIVE SPACES.



THE MOVEMENT & THE FUTURE

NOISECO ISN'T A TRADITIONAL LABEL—IT'S REBELLIOUS, HUMAN, AND FIERCELY SUPPORTIVE OF ARTISTS WHO CREATE FROM THE SOUL. THROUGH GRASSROOTS EFFORTS AND GENUINE STORYTELLING, IT REBUILT COMMUNITY AND GAVE EMERGING MUSICIANS A PLATFORM. TODAY, NOISECO CONTINUES TO GROW BY EMPOWERING ARTISTS, RECONNECTING FANS TO LIVE MUSIC, AND PUSHING FORWARD AN ECOSYSTEM WHERE INDEPENDENCE WINS. JOIN THE MOVEMENT. BE THE FORCE. BE THE SOUND.

Customer Journey:
Aidan Brunner abb3345
The Noise Company

Awareness Stage **Consideration Stage** **Decision Stage**

What is the customer thinking or feeling?

What is the customer's action?

What or where is the buyer researching?

How will we move the buyer along his or her journey with us in mind?

“I want to discover new music that feels authentic and different.” “Who are these artists I keep seeing online?”

Browsing social media, watching music videos, hearing songs on playlists or radio

Instagram, TikTok, YouTube, Spotify playlists, music blogs, word-of-mouth

Use social media storytelling and artist collaborations to spark interest. Feature artists in curated playlists and influencer content

“I’m intrigued by this label’s vibe. Are their artists worth following?” “I want to know more about their music and values.”

Visiting The Noise Company’s website, checking out artist profiles, streaming music

Artist bios, discographies, interviews, reviews, live performance clips

Offer exclusive behind-the-scenes content, artist interviews, and curated playlists. Highlight the label’s values and creative process

“I love this artist — how can I support them?” “Is it worth buying merch or going to a show?”

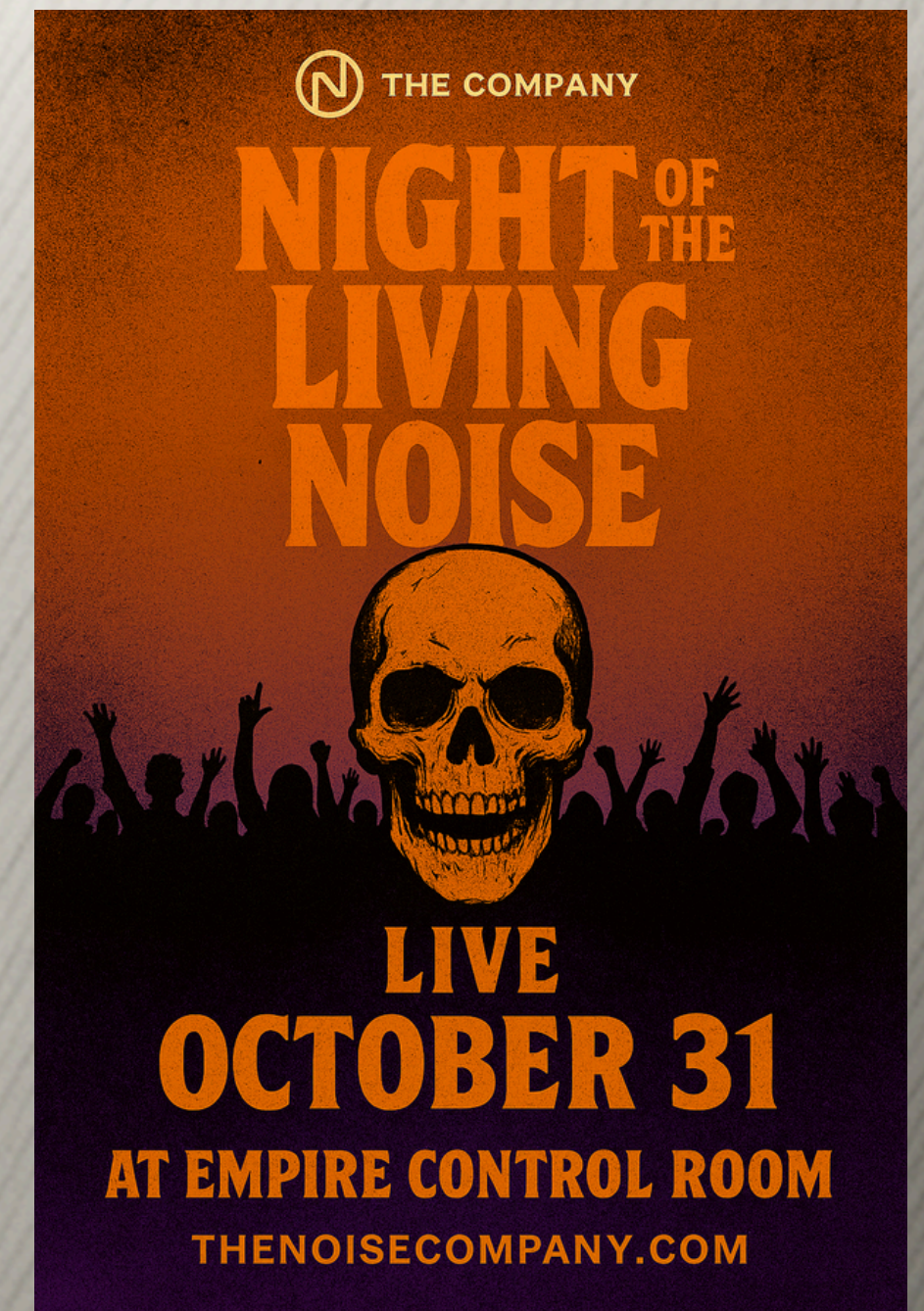
Purchasing vinyl, merch, or concert tickets; subscribing to newsletters or fan clubs

Online store, ticketing platforms, fan forums, email newsletters

Provide bundled merch deals, early access to releases and tickets. Offer personalized fan experiences and loyalty rewards

HALLOWEEN AT THE NOISE CO.

Night of the Living Noise is a Halloween takeover of Austin's underground music scene—brought to life through eerie visuals, haunted soundscapes, and fan-fueled energy. The campaign blends paid ads, influencer collabs, spooky Spotify teasers, and community-driven challenges to immerse audiences in a horror-themed music experience. From glitchy concert posters and QR codes around the city to live-stream scares, costume contests, and behind-the-scenes artist content, every touchpoint pulls fans deeper into the afterlife of music. This is more than a show—it's a resurrection of Austin's indie spirit.



OUR CONTENT

NOISECO'S BRANDED CONTENT CONSISTENTLY HIGHLIGHTS AUTHENTIC ARTISTRY, INDEPENDENT CREATIVITY, AND AUSTIN'S GRASSROOTS MUSIC CULTURE. ACROSS THEIR PAGES, THE LABEL FOCUSES ON PROMOTING ARTISTS THROUGH RAW PERFORMANCE CLIPS, BEHIND-THE-SCENES MOMENTS, PERSONAL STORYTELLING, AND LIVE-SHOW ENERGY RATHER THAN POLISHED, CORPORATE-STYLE MARKETING. THEIR VISUALS LEAN INTO DIY AESTHETICS, INTIMATE VENUE SETTINGS, AND EMOTIONALLY HONEST MESSAGING, REINFORCING THE LABEL'S IDENTITY AS A HOME FOR MUSICIANS WHO CREATE FROM THE SOUL.

NOISECO: SILENT NIGHT — BRANDED ENTERTAINMENT SUMMARY

“NOISE BEFORE CHRISTMAS” IS A HOLIDAY SHORT-FORM MUSIC FILM THAT POSITIONS NOISE COMPANY AS THE COLLECTIVE THAT REMIXES TRADITION THROUGH CREATIVE COLLABORATION. AIMED AT GEN Z AND YOUNG MILLENNIALS, THE VIDEO FOLLOWS NOISECO ARTISTS GATHERING IN A DIMLY LIT AUSTIN WAREHOUSE TURNED SURREAL HOLIDAY AFTER-PARTY, EACH CONTRIBUTING EXPERIMENTAL SOUNDS—LO-FI SLEIGH BELLS, ECHO-CHAMBER CAROL BEATS, VINYL-CRACKLE BASS—BUILDING INTO AN ORIGINAL, CINEMATIC COVER OF SILENT NIGHT. THE VISUALS BLEND A24 MOODINESS WITH MTV UNPLUGGED INTIMACY, USING SUBTLE BRAND INTEGRATION THROUGH POSTERS, GEAR, AND QR CODES LINKING TO REMIXES, BEHIND-THE-SCENES CONTENT, AND MERCH. DISTRIBUTED ACROSS YOUTUBE, TIKTOK, AND SPOTIFY CANVAS, THE CAMPAIGN EXPANDS WITH INFLUENCER REINTERPRETATIONS AND A LIVE “NOISE BEFORE CHRISTMAS” STREAM WHERE FANS CAN VOTE ON REMIX STEMS OR VISUALS. SUPPORTING LOCAL AUSTIN MUSIC NONPROFITS, THE PROJECT POSITIONS NOISECO AS A COMMUNITY-ROOTED CREATIVE HUB THAT TRANSFORMS HOLIDAY NOSTALGIA INTO SOMETHING RAW, COLLABORATIVE, AND UNMISTAKABLY ITS OWN.

EXPERIENCE

“THINK TANK” IS AN IMMERSIVE, TRANSPARENT SONGWRITING STUDIO DEBUTING AT SXSW, WHERE NOISE CO ARTISTS CREATE MUSIC LIVE INSIDE A GLASS-WALLED “FISH TANK.” FESTIVALGOERS CAN WATCH PRODUCERS, WRITERS, AND VOCALISTS COLLABORATE IN REAL TIME, REVEALING THE RAW, UNFILTERED PROCESS BEHIND EACH TRACK. THE INSTALLATION EMBODIES NOISE CO’S CORE VALUES OF AUTHENTICITY, EXPERIMENTATION, AND COMMUNITY BY TRANSFORMING CREATIVITY INTO A PUBLIC EXPERIENCE—INVITING THE AUDIENCE TO SEE, HEAR, AND EVEN INFLUENCE THE MUSIC THROUGH LIVE PROMPTS AND AI-GENERATED MOOD BOARDS. FEATURING A 360° LIVESTREAM, INTERACTIVE POLLS, QR-LINKED SAMPLES, AND ONSITE BRANDING, THINK TANK POSITIONS NOISE CO AS A FORWARD-THINKING CREATIVE HUB AT THE INTERSECTION OF MUSIC AND TECHNOLOGY. LAUNCHING DURING AUSTIN’S SXSW MUSIC FESTIVAL MAXIMIZES VISIBILITY WHILE REINFORCING NOISE CO’S COMMITMENT TO TRANSPARENCY, INNOVATION, AND COLLABORATION IN MODERN MUSIC CULTURE.



WITHOUT INDIVIDUAL ARTISTS, MUSIC LOSES ITS SOUL

THE NOISE CO. WAS BORN AS A RESPONSE TO A MUSIC
INDUSTRY THAT HAD GONE QUIET.

ALGORITHMS REPLACED ARTISTRY, LOCAL VENUES
STRUGGLED, AND AUTHENTIC MUSICIANS WERE DROWNED
OUT BY CORPORATE NOISE. IN A LANDSCAPE WHERE MUSIC
FELT IMPERSONAL AND MECHANICAL, NOISE CO EMERGED
TO BRING BACK WHAT MATTERED; REAL ARTISTS, REAL
COMMUNITY, REAL SOUND.



**AT ITS CORE, NOISE CO
CHAMPIONS RAW,
HUMAN CREATIVITY.**

**THE LABEL REPRESENTS THE UNDERDOGS:
SONGWRITERS, PERFORMERS, AND
STORYTELLERS WHO CREATE FROM THE
HEART RATHER THAN FOR THE CHARTS. ITS
VOICE IS BOLD, REBELLIOUS, ACCESSIBLE,
AND DEEPLY CONNECTED TO AUSTIN'S
INDEPENDENT MUSIC CULTURE.**



TODAY, NOISE CO STANDS AS A MOVEMENT, NOT JUST A LABEL.

**IT AMPLIFIES EMERGING TALENT, EMPOWERS ARTISTS TO OWN THEIR
WORK, AND INVITES AUDIENCES TO REDISCOVER THE JOY OF LIVE,
AUTHENTIC MUSIC. NOISE CO IS GROWING LOUDER, EXPANDING ITS
ECOSYSTEM, STRENGTHENING CREATIVE COLLABORATION, AND
KEEPING REAL ARTISTRY AT THE CENTER OF EVERYTHING.**



THE NOISE COMPANY
BRING THE SOUL BACK TO MUSIC