



Songwriting Briefing:

Name: A World of Possibilities: An Indie Pop Song for a Better Future

Genre: Indie Pop

About the project:

We are an environmental organisation creating a single for our upcoming awareness campaign, A World of Possibilities. The campaign aims to inspire people to take action and make positive changes in their daily lives for a sustainable future.

Introduction:

We need a songwriter who can create an upbeat and catchy indie pop song that embodies the spirit of hope for a better world. The song should have a memorable and optimistic melody that will resonate with listeners.

Your Vision:

We would like a song that inspires listeners to take action towards a more sustainable and environmentally conscious lifestyle. The lyrics should be hopeful and positive, conveying a message of change and possibility.

Reference Tracks:

- "Shut Up and Dance" by Walk the Moon
- "Pompeii" by Bastille

Target Outlet:

The single will be used in A World of Possibilities campaign videos and promotional materials. It will also be released on major music streaming platforms such as Spotify and Apple Music.

Target audience:

The single will target people of all ages who are interested in sustainability and making a positive impact in the world. Fans of indie pop music and inspiring messages.