

Addi

marketing consultancy for creatives

Content OS

The code to your social content. **Cracked.**

A bespoke competitive intelligence and content strategy service.

It combines AI-scale data analysis with deep music culture expertise and creative production knowledge to deliver a complete social content operation.

Designed for a social team, handed over in two weeks, theirs to keep and run.

The social landscape is loud and busy.

Beautiful content is no longer enough. You need to know exactly what to make, how long it should be, what audio works, how to open it, how to caption it - and why.

Before you hit record.



Built around your brief

Every package starts with your goals.

Some clients need to sell more tickets. Some want to build community. Some want to grow reach. Some want to compete against bigger, better-funded competitors on their own terms.

We build the intelligence and the content strategy around what you're actually trying to achieve - not a generic template.

We deliver...

Competitive Intelligence

Every post, frame, caption, audio choice, and content ratio from across the client's scene.

Decoded at scale.

We identify what's growing audiences and why, down to the specific production decisions making the difference.

Creative Strategy

Data translated into creative direction.

Content pillars, ratios, format guidance, caption frameworks, voice principles.

All grounded in the research, all built for the client's specific culture and audience.

Live Content Pipeline

Everything your team needs to run content - built into one shared workspace.

All findings, messaging, content pillars, formats, capture briefs, what lens to use, the lot.

Integrated into your existing tools - Notion, ClickUp, Slack, or whatever you use.

Content Roadmap

A seasonal calendar mapped to the moments that drive ticket sales - on-sales, lineup drops, the build, the final push.

Every recommendation traceable to the data.

Full Team Training

One handover session.

The team walks in not knowing the system.

They walk out running it.

First Edits

We produce the first edits to best-practice standard so the team has working examples to brief from and build on.



One month of content included

We don't just hand over a strategy and leave. We produce your first month of content.

Edits and captions done, best-practice examples in place, your team set up and ready to run it from there. Edit depth and volume agreed per client.

We train up teams to use the new system.

How it works

01

Intelligence at scale

With our custom AI agentic system, we collect and analyse public datasets across the competitive landscape.

Both competitors and adjacent accounts you want to compete with.

We collect insights on every frame, audio choice, reaction, hook, call to action, and production choice.

02

Human translation

Our team applies **deep culture knowledge** and **creative expertise** to translate that data into a bespoke and practical content strategy.

Your pillars, ratios, formats, messaging are built around your specific brief and goals.

Strategic choices are informed by real data.

03

The OS

We build a shared workspace. A home that is the central dashboard for all decisions around social content creation .

Strategy, roadmap, calendar, captions, capture briefs, approvals process, ratio tracking.

Your team goes from zero to fully operational, aligned and effective within two weeks.

The results

We analysed every piece of publicly available content across five competing brands - over 5,000 individual data points.

- Every frame
- Every audio choice
- Every reaction

Not just what they posted.

Exactly why it worked or didn't.

One UK independent festival.

One month of our content strategy in action

That's one month of content edits and captions - we make these and are included in every package.

+71%

Engagement rate vs

+41%

Post engagements

+57%

Engagement rate

+226%

Stories reach

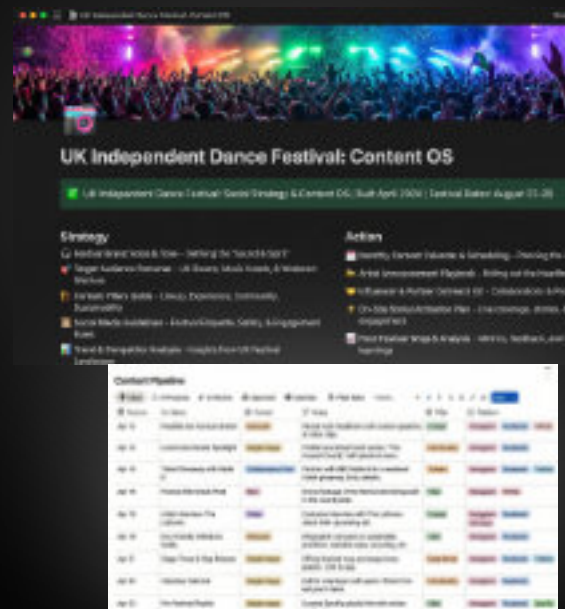


One fee.
One agreement.
No retainer.
No rolling contract.

Ongoing support
available on request

Everything included

- ✓ Full competitive analysis
- ✓ Bespoke content strategy
- ✓ Content ratios and pillars
- ✓ Seasonal content calendar
- ✓ Event content playbook
- ✓ Caption frameworks
- ✓ First edits made
- ✓ Brand voice guidelines
- ✓ Live pipeline workspace
- ✓ Full team training
- ✓ Yours to keep, forever



Who's behind it

Addi London brings together award-winning content creation, AI-specialist capability at scale, cultural intelligence translated into creative strategy that works, based on twenty years at the heart of the culture and live music industry.

Brand and marketing consultancy to the Association of Independent Festivals and Skiddle. Co-founder of Event Masters - the industry-endorsed online training academy for live music and festivals. We know this industry from the inside.

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