



Dead Horses Branding Testimonial

The Kennesaw State University, Joel A. Katz Music & Entertainment Business Program (MEBUS) strives to provide students with cutting edge entertainment business skills by working directly with industry professionals and getting real-world industry experience. Global entertainment marketing powerhouse, Dead Horse Branding developed and delivered a customized educational experience for our students that brought true and quantifiable learning outcomes.

Dead Horse worked with us and crafted a learning experience that included a semester-long group branding strategy project. Students worked directly with real artists to learn how to develop a compelling brand identity, and also how to communicate and sell that concept to industry stakeholders.

The Dead Horse team provided our students with engaging learning modules in Strategy, Logo, Website, PR, Marketing, Social Media, and Licensing. Each module had a fully-developed instructional presentation and a project deliverable that the teams worked on directly with their artists. The true value-add that Dead Horse provided was the powerful feedback and professional insights that Mel and Rick shared from their vast industry experience.

Our students gained invaluable up-to-the-minute industry perspectives by working directly with the team of Dead Horse Branding executives and real-world artists. To judge the students final presentations, Dead Horse curated an impressive panel of industry veterans including branding guru, Michael Keeling (Project X Collective) and respected record producer and label executive, Tony Brown.

By participating in weekly conference calls to Australia, FTF artist meetings, and boardroom style presentations, the students felt like they were already working in the industry—because they actually were.

And, probably most importantly, the team at Dead Horse not only know their stuff, they also know how to share it! They were engaging, interactive, and spot on with their feedback. They are good at what they do—love what they do—and share what they do in a way that resonates with the next generation of industry professionals.

Thanks so much, Dead Horse!

MEBUS Faculty & Staff



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