

# PLAY VISUAL

A booklet for DJs personal branding



**IS THIS YOUR  
DREAM?**

**BUT PEOPLE DON'T  
KNOW YOU?**



**WORK ON YOUR  
PERSONAL BRANDING!**

# WHAT IS BRANDING?

“A brand is an idea system, a network of associations that represent any entity, organization, or person.”

*Christy Macleod - Percolate*

**YOU ARE YOUR  
OWN BRAND**





**WHAT ARE BRANDS  
MADE OF?**

# IDENTITY

Stand out of the crowd

Be unique

Be consistent



# CONCEPT

Create a disruptive concept,  
create something people will  
remember.



# STRATEGY

Mix online and offline branding to bring audiences together.





**ENGAGE YOUR  
AUDIENCE!**

# HOW TO CREATE ENGAGEMENT?

# IMAGE

How you are  
perceived by your  
audience?

SETH  
TROXLER



# FANS RETENTION

How do you relate with your audience?



martha van straaten

# Martha auf Karls Kutter // Fusion Festival 2015

2 months

# Tropical



Write a comment...

- Like
- Repost
- Add to playlist
- Share
- Download

▶ 33.6K ♥ 1,957



martha van straaten

this is my set from fusion festival 2015, where i played at the most beautiful and heartwarming karl kutter stage. thanks to everybody who came by and shared this very special moment with me, i'm still in love! due to some jumping needles, especially during the intro, i decided to rerecord it. if you want to listen to the original record, write me a message :)

but now: ENJOY <3

- # Tropical
- # Trip
- # Martha van Straaten
- # Fusion
- # Festival
- # 2015
- # Karl Kutter
- # Kalkutta
- # Slow
- # Bass
- # Cumbia
- # Rakete
- # Sidirum
- # Rvincenzo
- # Thomash
- # Voodoohop
- # Mrux
- # Umoja
- # Chancha
- # via
- # Circuito
- # Psilosamples
- # Spaniol
- # Peche
- # Carrol green
- # World
- # Music



martha van straaten says at 1:18:23:  
@klauss-music: paoli – they are shining :)

22 days



klauss-music says at 1:18:23:  
@marthavanstraaten: omg thank you so much ! Your set is brilliant btw

22 days



tinabeh says at 1:18:23:  
@marthavanstraaten: yes that is so fantastic ... next year gonna go to fusion :D

18 days

Related tracks

View all



Oceanvs Orientalis  
**Oceanvs Orientalis Live at Fusion ...**  
▶ 20.8K ♥ 1,371 ↻ 272 💬 155



Meeresrausch  
**Meerespott #43 - Lotte Ahoi** [@MR...]  
▶ 3,677 ♥ 232 ↻ 53 💬 50



Tal der Verwirrung  
**sutsche im Tal - #020**  
▶ 6,495 ♥ 366 ↻ 48 💬 24

# PROFESSIONALISM

How about your work ethics?





# TELL A STORY, GO VISUAL

“Images are the pathways to human emotions, and emotions govern how people make decisions.”

*Persuade with visual metaphors*

# 5 TYPES OF VISUALS

pictures

videos

images (illustrations, memes etc)

infographics

presentations

**GET ATTENTION,**

**TELL A RELEVANT STORY IN THE RIGHT CONTEXT**

# CONTEXT

When and where you tell your story is crucial.

Different media has different rules.

# HAVE YOU TRIED VISUAL METAPHORS?

Trigger “aha” reward by using double meaning

## Young Brazilians get fucked by entire German Football Team

BACKGROU

CATEGORIZE THIS VIDEO

TAG A PORNI STAR



**LINK YOUR VISUAL STORYTELLING  
TO OFFLINE EVENTS**



Atlántida  
OFFWEEK  
**FACT**  
**B4**  
BOOKINGS  
WOW!  
SETH  
TROXLER  
SANITY

Seth Troxler Presents  
**BIG TITIE SURPRISE**

ROOM 1  
**Seth Troxler**  
**Dubfire**  
**Matthew Johnson**  
**Paco Osuna**  
**Craig Richards**  
**Honey Dijon**

ROOM 2  
**Butch**  
**Mar-T**  
**Cuartero**  
**Hector Couto**  
**Luca Donzelli**

Sun 15th June  
L'Atlántida - Parc del Litoral, Torre Diagonal, Carrer  
5, 08030 Sant Joan de Vilatorrada, Barcelona,  
Barcelona, Spain





**PLAY**

**VISUAL**

**DESIGNED BY: VISUAL STORYTELLING TEAM**

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