



NO ONE THING
RECORDS

SERVICES | WORK | CAPABILITIES

WHO WE ARE



ALEX TEPPER

Co-Founder & Executive Producer

Alex is a multi-faceted music producer, video director, TV writer, cinematographer, and more. After 12 years of producing music for artists like Tangina Stone, and video for companies like Paramount/Nickelodeon, Showtime, BuzzFeed News, Thrillist/Group Nine, and Time Inc, he is mission driven to bring TV level storytelling to the music space. He is a graduate of NYU's Tisch School of the Arts.

FUN FACT:
Alex & Carl met as
freshman at NYU



CARL BAKER

Co-Founder & Chief Strategist

From his time doing PR at GQ, to digital marketing at Broadway Video, to content optimization and audience development at MTV Entertainment Studios, Carl has been deeply steeped in the entertainment industry for the last 12 years. He's been keeping the pulse on the digital content landscape and helping to identify and act upon the trends, best practices, and platform-specific insights that can make all the difference when it comes to strategizing before, during, and after your content drops.





OUR MISSION

Music promotion needs to get smarter. Too often, hours of creative work spent by artists honing their music, brand, and image are left underutilized, completely uncaptured, or unincorporated into larger media strategies. It is through these moments that fans get to feel closer to their favorite artists.

With proper strategy and planning, these moments can be captured as cinematic music videos, mini documentaries, album art, social content, canvases, gear tours, and more – all at the same time.

We're a collaboration of two musicians who possess an array of professional production, strategy, and content experience. We are ready to help fellow artists tell their stories, realize their brand visions, leverage their influence, and successfully promote their music.

We're No One Thing.

MUSIC VIDEOS

Music videos don't have to be expensive to be great.

We'd love to produce your high-budget conceptual music video.

But we also know how to efficiently use any budget to make an impactful video—or series of videos—that feel equally exciting and do the necessary creative and promotional work for the artist's music.





COME DROWN

WITH ME

COME DOWN PRESENTS A DRIFT DOWN PRODUCTION
COME DOWN BY DRIFT DOWN COME DOWN BY DRIFT DOWN

COME DOWN WITH ME









MINI DOCUMENTARIES

Why shoot a short documentary?

Make sure the narrative around your music is YOUR narrative.

Give essential context around your art while promoting your latest record, project, collaboration, or show through an engaging visual story.



TANGINA STONE: LIVE UNDER A PISCES MOON
promoting her upcoming record *Pisces* (Warner/ADA)





PROMOTIONAL MATERIALS & MARKETING CONTENT

We can help be your hype machine.

In November 2022, No One Thing Records had the honor of scoring Chad Sanders' new podcast, the Audible exclusive *Direct Deposit: What Happens When Black People Get Rich*. Thematically, the show exists somewhere between what we know as a "podcast" and a record. It features amazing talents such as Issa Rae, Gabrielle Union, Soledad O'Brien, and others.

When it was officially released, though, it was important to Chad that his listeners receive helpful context and clarification around some of the themes he discusses throughout the series. In order to do this, we collaborated with Chad on a series of Instagram Reels in which we created a list of topics and cut between self-filmed iPhone footage and professional behind-the-scenes camera recordings so Chad could elaborate on the larger ideas the project explores in a characteristically informal, but still polished manner.



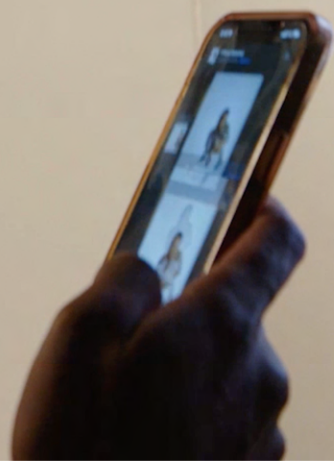
Liked by acowper and 1,394 others



Liked by noonethingrecords and 478 others







LIVE PERFORMANCES & EVENTS

Your show is a big deal and you should probably tell the whole world about it.

We can capture the whole show with multiple cameras and a studio quality mix, or simply shoot with a single camera to capture amazing moments depending on budget and desire.



RICHARD REED PARRY (ARCADE FIRE) & SUSIE IBARRA

Live at Public Records in Brooklyn



TV DEVELOPMENT

Some stories are too big for YouTube.

We will help develop, pitch, and produce your music related scripted or unscripted series for TV.



*IMAGES FROM TO-BE-ANNOUNCED DOCU-SERIES



AN OPTIMIZED, DELIBERATE APPROACH

Good content doesn't always get seen because it's good. It requires a strategy around its release to reach audiences in the ways they prefer. And just as we are able to get our hands dirty and handle production, we are also capable of guiding this content optimization process.

Our experience goes well-beyond creative and we are not just focused on delivering polished content. We have spent years learning the ins and outs of branding, marketing, production, and content optimization strategy and are now dedicated to finding the most cohesive strategies when ideating and creating for a project's release.

IN THE WORKS



TANGINA STONE: LIVE IN JAPAN // MEDIA PACKAGE

We are following Tangina Stone on her tour of Japan for the release of her new record



We are producing a horror inspired dance EP for Chad Sanders (WME) with an accompanying surrealist TV docu-series, music videos, social content, and more

PARTNERSHIPS

While we can help complete a project end-to-end, we can also step in on many levels

Audio production

Audio engineering

Video Production

**TV/Podcast/Film
Development**

Content Strategy

Brand Building

Marketing Strategy

PR Strategy



WORK WITH US

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