

Pluto is a teenage rock band based in Broward county Florida. They are starting to get more recognition on social media, especially through instagram. Pluto is mostly a cover band who does live band performances at local restaurants, small venues and wants to make themselves known. Their first and newest single, "BLACK CAT" is our primary focus for the digital promotion package.

Music has always been one of my deepest passions. When taking this course, our teacher gave us different projects to choose from, short film, music promo, documentary, and others. I didn't hesitate to choose the music promo from all the categories since it's what I thought could be way enjoyable and familiar to work with. I chose to team up with my friends Ana Handal and Gerardo Leon, who were an incredible help in the journey of making this music promotion for a local band called PLUTO. I found the band through one of my favorite classes; astronomy, Mia, the drummer, mentioned in a presentation about the planets that she had a band called PLUTO, and I immediately reached out to see if they were interested in working on a music promotion. They said yes.

Pluto is composed of five members, Mia, Jade, Cameron, Jack and Gabbie. These guys are from all over the world, Mia is from Ukraine, Gabbie is from Sao Paulo, Jade is from Florida, Cameron is Guyanese-American and Jack is from New Jersey. Since we couldn't pick the band members, there is not as much representation in our project as I would have liked for it to have. However, by having Mia in the band and her being from Ukraine, made us do more research on the conflict going on between Russian and Ukraine. In our social media, we tried to incorporate our support to Ukraine by adding stickers provided by Instagram that educate our followers and cause awareness.