



TESSA DALTON

The New Artist You Didn't Know You Needed.

Presented by:
Maddy Spratt, Lauren Kluttz, Lexi Rakis, & Natalie Gillum





BACKGROUND

MEET TESSA



20-year-old multi-instrumentalist, singer-songwriter, and decorated fiddle player studying Commercial music with an emphasis in Violin Performance at Belmont University in Nashville.

She began her journey in rural Idaho, where her passion was shaped by her family and community. Competed in fiddle contests, exploring classical, swing, Celtic, and Americana styles.

We discovered her through a suggested Spotify playlist featuring “New Artists Worth Listening To”, and her music immediately stood out.

ARTISTIC STYLE



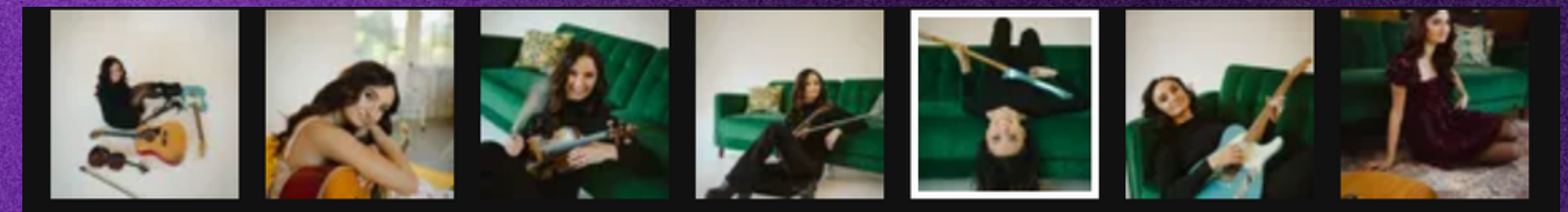
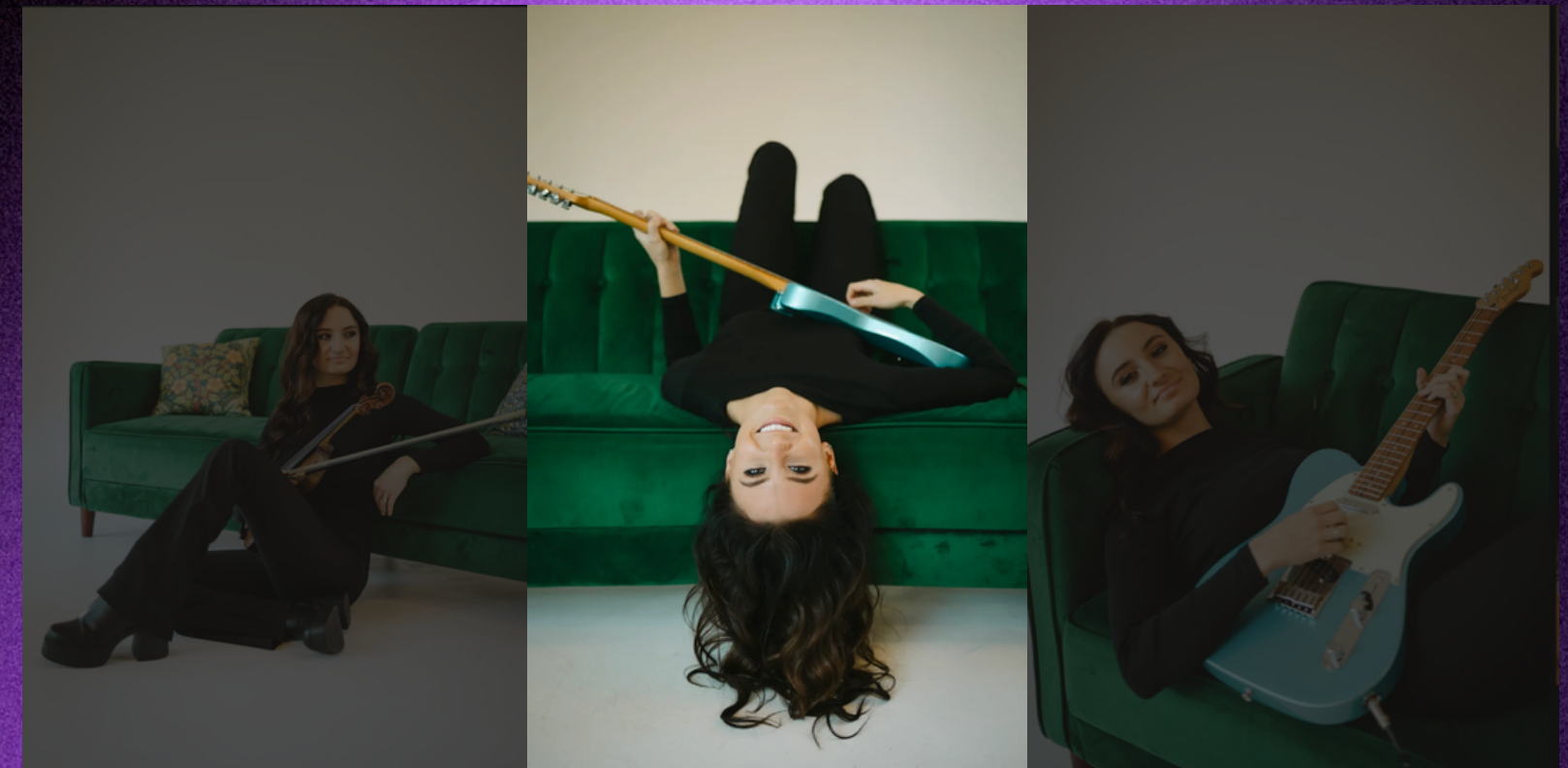
- Plays the fiddle, violin, and guitar.
- Musical influences include popular names such as:
 - Gracie Abrams
 - FINNEAS
 - Lennon Stella
 - Foo Fighters
 - Coldplay
 - Blink-182
- Primarily in the country/pop genre, but also has influences of alternative and rock.
- Stands out in the current market as she blends her love of fiddling and singing
 - Distinct sound that is very unique, but very marketable (sounds a lot like Gracie Abrams).

BRAND IMAGE

Tessa projects an professional image to her audience

- Her press materials portray her as a talented, versatile artist who has the ability to blend country, bluegrass, pop, and rock.
- Despite portraying an impressive brand image on her website, her overall branding could be more cohesive across all platforms.
 - Her social media accounts, in particular, could use more cohesive imagery for branding purposes
- Her current pictures represent a refined brand (as seen to the left), but this could, again, extend more into her social media
- when we started evaluating her brand and image she did not have a press kit, but she has since created one!
 - I do think she needs to develop a consistent visual identity across platforms

Tessa Dalton
fiddle player singer-songwriter.



AUDIENCE PERSONA

- Tessa's target audience seems primarily to be fans of country, pop and rock music as she is not tied down to any particular genre
 - fans who have an appreciation for fiddle playing, in particular, as this is her specialty and what sets her apart
- the interests and demographics of this fanbase would most likely be young adults, specifically around an 18-35 age range
 - her fan base should enjoy her mixing of genres that contribute to her unique sound
- has been releasing new music throughout our time with this project
 - her new releases mark a new sound for her- more indie pop/rock
 - more songs about breakups and self identity- appealing to younger people- from about 18 to around 30
- I believe her music has the ability to appeal to many different types of listeners due to the reliability of her songs and, again, her range of sounds through multiple genres



The image features two interlocking, glowing blue rings that resemble a figure-eight or infinity symbol. The rings have a metallic, reflective texture and are set against a background that transitions from a dark purple on the left to a lighter, vibrant purple on the right. The word "METRICS" is centered in a bold, white, sans-serif font, overlaid on the rings.

METRICS



Metrics: 4,552 followers
Types of Content: press photos, live footage, concert photos, BTS footage



Metrics: 10k followers
Types of Content: at home studio music, song announcements, BTS footage



Metrics: 11.3k subs
Types of Content: music and lyric videos, BTS footage, live recordings

ANALYSIS

- Relatable content
- Accessible
- Upbeat and entertaining

- Short form content refinement
- Cross platform promotion
- More audience engagement



- Streams: 24.3k monthly listeners
~500,000 total streams
- One More Night - 206k streams



- Streams: estimated 20-20.5k listeners and 400-500k total streams



- Streams: 747 followers and ~45K streams
- 10-30 comments per song

ANALYSIS

Sees the most estimated revenue with Apple Music
Efforts should be focused towards Spotify and Apple Music promotion
Soundcloud audience feedback

The image features two interlocking, glowing blue rings that resemble a figure-eight or infinity symbol. The rings have a metallic, reflective texture and are set against a dark purple gradient background. The word "RELEASES" is centered in white, bold, sans-serif capital letters across the middle of the rings.

RELEASES

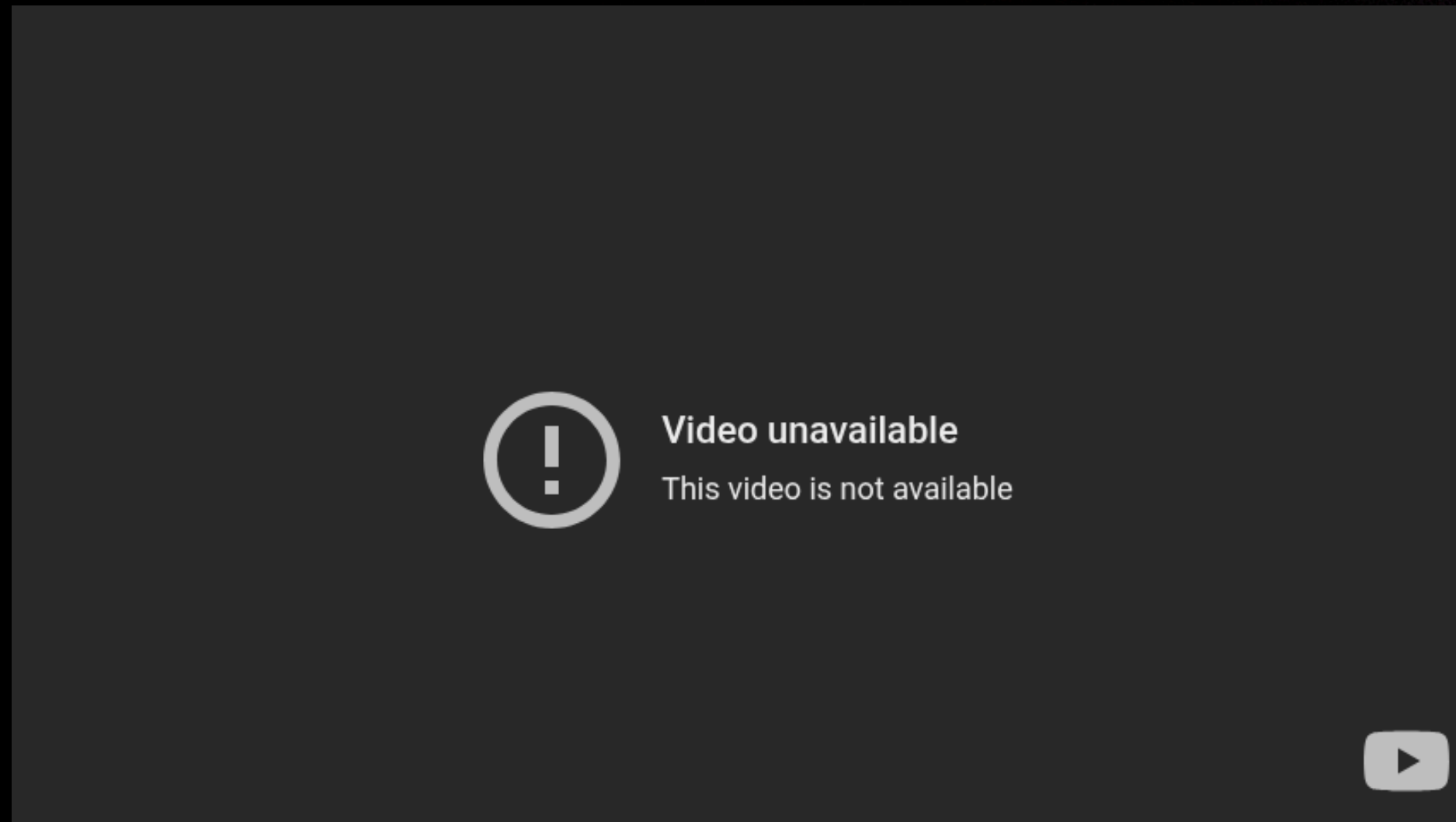
“Overkill”



Written in 2020, this song encapsulates the shift from a casual summer relationship to unexpected deeper feelings.

"If we keep this up / Break down every wall / We might think it's love if we're not careful / We're racing timelines / I'll be going home in the summer/ In the mean time / We can act like we're lovers"

“Honest?”



Captures the moment when one questions whether the connection is meaningful or merely a placeholder.

“Is it worth it / Or is it all a game?”
“Are we just wasting / Driving away on dotted lines.”

“Whiplash”

Alt-rock inspired, similar to Phoebe Bridgers, the song combines heavy guitars and powerful drums to depict the abrupt end of a relationship and the struggle to rebuild.

“Drove past the place we ran a red / Got drenched in rain a mile ahead / Sharp turns, fast brakes, burned up the gas / Stuck with an empty tank and whiplash.”



The image features two interlocking, glowing blue rings that resemble a figure-eight or infinity symbol. The rings have a metallic, reflective texture and are set against a background with a purple-to-black gradient. The word "EXPOSURE" is written in a bold, white, sans-serif font across the center of the rings.

EXPOSURE

PRESS COVERAGE

Featured in smaller online news sites or music blogs

- Pop Passion Music Blog
- Melodic Magazine
 - Nashville Based
- New Music Review
 - UK based
- Idaho Magazine
 - Home state
- Stereo Stickman



“Consistently making herself known as one of indie music’s most shining stars.”

-Justice Peterson, Melodic Magazine

“Already released what feels like half of a greatest hits album, and there’s plenty left to come.”

-Rebecca Cullen, Stereo Stickman

“A worthy contender among the millions of singles released daily because it has unmistakable merit and originality. “

-Harriet Kaplan, Get Some Magazine

“With a promising career ahead, her music continues to captivate audiences and leave a lasting impression.”

-New Music Review UK

“Dalton’s musical style is something that is hard to master at such a young age, but she does it brilliantly.”

-Ashley Robinson, Melodic Magazine

LIVE PERFORMANCES



Recent Performances

- November 23rd - Christmas at Belmont: Fiddled with the Belmont Bluegrass Ensemble, streamed on Amazon Prime.
- December 7th - Station Inn: Headlining with the Belmont Bluegrass Ensemble at this iconic 175-capacity venue.

Typical Venues

- Basement East: 600-capacity.
- The Lounge at East Side Bowl: 1,200-capacity.
- ACME Feed & Seed: 700-capacity.

Versatility sets her on a path to broader success and bigger stages.

CURRENT MARKET

Primarily active in Nashville, Idaho, Rocky Mountain regions

Beginning to see more (inter)national growth

- UK reviews and Amazon global broadcast

Style appeals to pop and country audiences, mainly younger generations

- Clear inspirations and sound

With proper promotion, many of her songs can be hits



The image features two interlocking, glowing blue rings that resemble orbits or paths. They are set against a dark purple gradient background. The word "TRAJECTORY" is written in a bold, white, sans-serif font across the center of the rings.

TRAJECTORY



INDUSTRY TREND ALIGNMENT

Short-Form Content Strategy:

- Posts acoustic snippets, storytelling, and behind-the-scenes content on TikTok
- Engages younger audiences with relatable, authentic videos

Viral Success:

- “One More Night” featured in over 50,000 TikTok videos
- Demonstrates her ability to connect with diverse audiences and expand her reach
- Frequently featured in Spotify’s curated playlist, specifically on Obama’s Summer Playlist 2024 with her song “One More Night”

OPPORTUNITIES FOR GROWTH

Refining Personal Brand:

- Differentiate solo identity from bluegrass group.
- Establish a distinct artistic vision for her solo career.

Unexplored Markets:

- Target international audiences in Europe and Australia
- Broaden reach through global streaming platforms, regional social media promotion, and international tour bookings.





OPPORTUNITIES FOR GROWTH

Collaborations and Trends:

- Partnering with strategic artists
- Create music to capitalize on media trends.

Leveraging Bluegrass Success:

- Transition her bluegrass group's audience to her solo career.

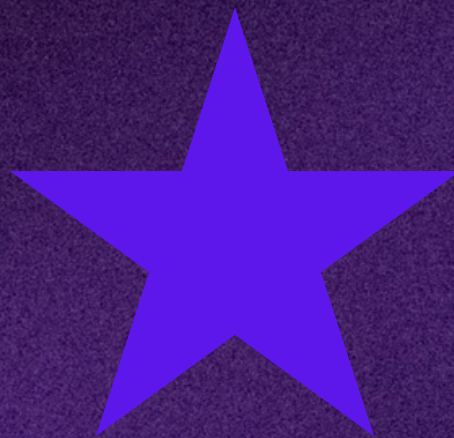


STRATEGIES FOR SUCCESS



**Fanbase Growth
Through Social
Media**

**Improved Branding
and Marketing**



STRATEGIES FOR SUCCESS

Touring and Live Performance Strategies:

- Leverage bluegrass venue connections
- Start with smaller venues
- Gradually transition to larger venues
- Incorporate live-streamed performances

Label/Management Support:

- Promote her indie rock material more heavily to solidify her solo career identity.
- Strategically balance her diverse talents without diluting her brand.



WHY SIGN TESSA?

- Relatable journey from farm life to Nashville, creating a timeless, authentic narrative.
- Bridges genres without alienation, reaching under-served audiences, aligning with trends, and resonating across generations.
- Plays four instruments, composes, and produces, versatility positions her for sustained, evolving success.
- Universal themes and strong work ethic position her for sustained, evolving success.
- “One More Night” and “I Keep Changing” surpassed 78,000 combined streams in two months.
- “You See Me” and “Honest” were semifinalists in the 2023 International Songwriting Contest, placing in the top 15% of 14,000 entries.
- TV debut with John Ondrasik on The Song (airing Jan. 2025).

THANK YOU!



Want to hear more?

Alfitude. "Tessa Dalton - Honest?" Alfitude,
<https://alfitude.com/tag/tessa-dalton/>.

Petersen, Justice. "On Your Radar: Tessa Dalton." MELODIC Magazine, 20 Nov. 2024,
<https://www.melodicmag.com/2024/11/20/on-your-radar-tessa-dalton/>.

Dalton, Tessa. "Bio." Tessa Dalton,
<https://tessadalton.com/bio>.

Carr, Pejah. "Review: 'Honest?' – Tessa Dalton." Pop Passion Blog, 27 Sept. 2024,
<https://www.poppassionblog.com/post/review-honest-tessa-dalton>.

Thomson, Zangba. "Experience the Raw Emotion in Tessa Dalton's 'Honest?' Single." Bong Mines Entertainment, 21 Sept. 2024, <https://www.bongminesentertainment.com/tessa-dalton-honest-single/>.

TS. "One More Night by Tessa Dalton." Tempo Stub Magazine, 30 June 2024,
<https://tempostub.com/one-more-night-by-tessa-dalton/>.

"New from Tessa Dalton – Overkill (Pop – Electro)." New Music Review, 2024,
<https://www.newmusicreview.co.uk/new-from-tessa-dalton-overkill-pop/>.

Robinson, Ashley. "Tessa Dalton Releases 'I Keep Changing', Making a Name for Herself at 19 Years Old." MELODIC Magazine, 2 June 2024, <https://www.melodicmag.com/2024/06/02/tessa-dalton-releases-i-keep-changing-making-a-name-for-herself-at-19-years-old/>.

Cullen, Rebecca. "Tessa Dalton – You See Me." Stereo Stickman, 31 July 2024, <https://stereostickman.com/music/tessa-dalton-you-see-me/>.

Floa, Anita. "Indie Stars Shine in This Week's Spotlight: Discover Tessa Dalton, KAH, Ruby Mac, Retro 78, and Aquafox." Indie Boulevard Magazine, 27 Apr. 2024,
<https://indieboulevard.com/2024/04/27/indie-stars-shine-in-this-weeks-spotlight-discover-tessa-dalton-kah-ruby-mac-retro-78-and-aquafox/>.