



MEDIA + BOOKING EPK

2026 / INDEPENDENT EAST COAST HIP-HOP

KING OF THE INK PEN

THE NAME IS THE THESIS.

Authorship first. Street-earned perspective. Luxury-coded presence. A media experience built to move from first impression to booking action.



THE THESIS

A PEN-FIRST ARTIST WITH A CAMERA-READY WORLD.

King of the Ink Pen is positioned around a clear promise: the writing, point of view and quotable moments must lead. The visual identity then amplifies that promise - moving from curbside realism to formalwear spectacle without becoming costume.

POSITIONING LANGUAGE - NOT A FABRICATED CHART CLAIM

NEW RECORD. PHILLY BRIDGE.

The artist's current Instagram profile is signaling a new single featuring Gillie Da King. This deck does not invent an unverified title or smart link; the campaign action routes through the live profile.

ATTENTION

Lead with the collaboration + strongest visual.

INTEREST

Move decision-makers into story, archive and press copy.

CONVERSION

One action: interview, performance, stream or booking.



PUBLIC SIGNAL

EXISTING ATTENTION. NOW THE FUNNEL HAS TO CATCH UP.

72K+

INSTAGRAM COMMUNITY

1.2K+

PUBLISHED POSTS

04

PRESS-READY VISUAL FRAMES

2017

PUBLIC CATALOG ANCHOR

ROUNDED PUBLIC-PROFILE SNAPSHOT - REFRESH BEFORE MAJOR DISTRIBUTION

LISTEN. VERIFY. THEN MOVE.

Current campaign signal and public archive are separated. Nothing is presented as a current release unless the title and destination can be verified.



CURRENT SIGNAL

New single featuring Gillie Da King



CATALOG ANCHOR

"Cocaine" / Rodney Rothstein / 2017



YOUTUBE ARCHIVE

Public video archive



POWER 99 MOMENT

Camden / Philadelphia market signal

STREET TO CEREMONY.



STREET / GROUNDED



CLOSE / DIRECT



FORMAL / ELECTRIC



CINEMATIC / LUXURY

WHERE HE BELONGS NEXT.

01 CONVERSATION MEDIA

PODCASTS, CULTURE SHOWS, REGIONAL INTERVIEWS

Origin + authorship + grown-man perspective

02 PERFORMANCE PROOF

MIC DROPS, LIVE SESSIONS, FREESTYLES, OPENING SLOTS

Let the pen stand on its own

03 MARKET AUTHORITY

RADIO, LOCAL PRESS, CAMDEN / SOUTH JERSEY / PHILLY STAGES

Validate region before national scale

04 STYLE CROSSOVER

FORMALWEAR, JEWELRY, GROOMING, AUTOMOTIVE

Product integration without cheapening identity

MEDIA / PODCAST / PERFORMANCE / BRAND

BOOK THE STORY BEFORE THE MARKET CATCHES UP.



KING OF THE INK PEN

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MEDIA + BOOKING

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OPEN INSTAGRAM

START AN INQUIRY