EDDIE LOA · 2026

MARKETING TOOLKIT

Share the song you can’t stop playing.



Brand, messaging and launch assets for LIMINAL FM, a music-sharing app I designed, built and marketed.

THE PROJECT

From a weekly drop to a place to share music.

WHERE IT STARTED

A Friday music drop

Connect Spotify, get a few new songs every Friday, keep one. A finite ritual instead of an endless feed, launched with a four-week, zero-budget waitlist campaign called Tuning In.

THE PROBLEM

A waiting room

Spotify lets a small app connect only a handful of accounts, so most people who signed up were stuck at the door. That isn’t a launch.

THE PIVOT

Open to everyone

I rebuilt LIMINAL FM as a music-sharing app with no Spotify login: Song of the Week, a For you feed, posts with photos, video and GIFs, and top-listener badges.

My role: brand identity, product design, copy, campaign, front end and back end

Sep to Oct 2026

WHO IT'S FOR

People who find the song before their friends do.

AUDIENCE

Music-obsessed 18 to 34 year olds who live in Spotify, have too many playlists, and a group chat where good songs get passed around.

Discovery without the endless scroll. Taste you trust, not an algorithm.

Status among friends. Being the one who was there first.

A ritual, not a chore. One Song of the Week, once a week.

POSITIONING

For people whose friends always ask "what are you listening to?", LIMINAL FM is the place to share the one song you can't stop playing, and find people whose taste you trust.

CORE MESSAGE

Share the song you can't stop playing. Be early. Bring someone.

Where they are: Instagram, TikTok, LinkedIn, Discord, group chats, campus radio and record shops

MESSAGING PILLARS

Every feature gets one line.

PILLAR	LINE TO USE	PROOF POINT
Song of the Week	Post the one song you can’t stop playing.	Your SOTW sits at the top of everyone’s Home, like a story, until Friday.
Taste you trust	Follow people, not an algorithm.	The For you feed tells you why each post is there.
Discover	Pick the artists you love.	Discover finds songs from them and from artists like them.
Share it your way	Songs, photos, videos and GIFs.	A dedicated posting page, plus comments and messages.
Show your taste	Show who you’ve had on repeat.	Holographic top-listener badges for any artist.

Never claim: in-app streaming, or features that aren’t live yet

VOICE AND TONE

Calm, warm, a little late at night.

DO

Short sentences. Sentence case, periods, plain words.

Talk like a person. “I read every one.” Founder-led, first person.

Be honest about limits. “That’s not a launch. That’s a waiting room.”

Real deadlines only. “New week in 4d.”

DON’T

No hype. No “revolutionary”, “game-changing” or “don’t miss out”.

No exclamation marks and no emoji in brand copy.

No fake urgency or invented scarcity.

No overpromising what the product does.

SAMPLE LINES

Same name. New sound.

The Friday feeling belongs to everyone now.

Be early. Bring someone.

THE THRESHOLD MARK

A doorway, echoing outward.







LIMINAL FM



LIMINAL FM

Four arcs fade from glass to solid iris, like stepping through a threshold. The orchid dot is the listener. A space between: liminal.

Brand mark on light, all-white on iris, ink or photos

Never recolor or stretch

DAYLIGHT GLASS

Air, liquid glass and iris light.

Iris
#3D4AC8 · primary

Orchid
#B23C7B · accent

Periwinkle
#AEB8F6 · light

Ink
#181A30 · text

Glass
#FFFFFF73 · 24px blur

Aura
#8E9BF2 → #E3B7D3

DISPLAY · LEXEND EXA 200 / 300

Aa Song of the Week

TEXT · HANKEN GROTESK 400 / 600

Post what you love, follow people whose taste you trust, and send songs to friends.

DETAIL · DM MONO

NEW WEEK IN 4D · FRI 00:00 ET

Light only: the brand lives in daylight

All fonts SIL Open Font License

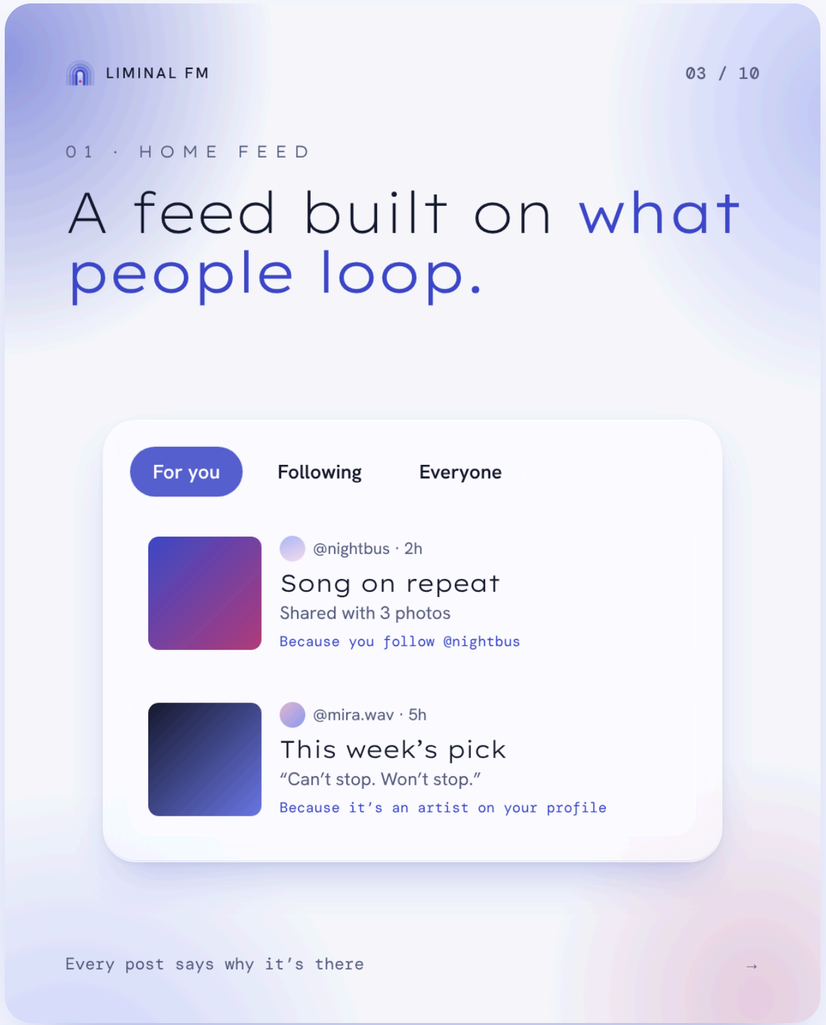
PRODUCT AND UI

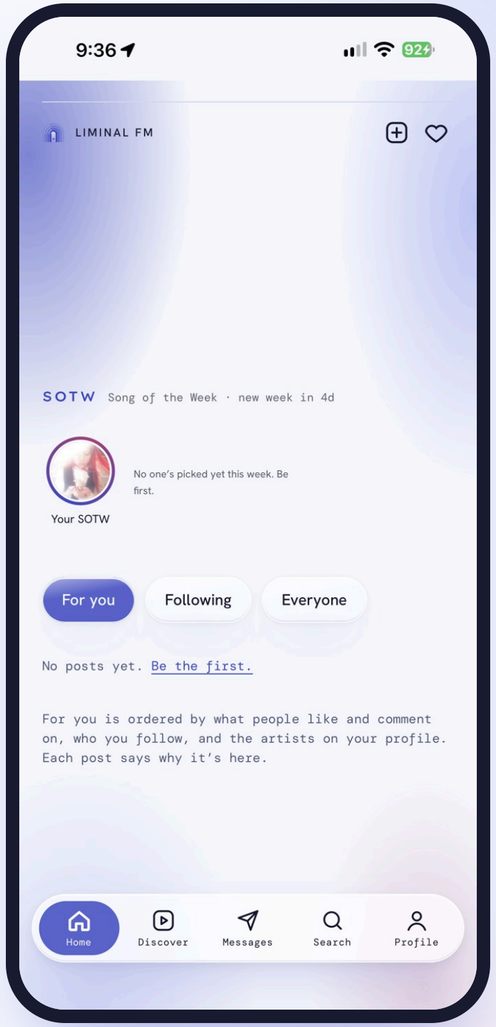
The brand, in the hand.

Glass panels float over drifting iris light. Pills for every control, one solid iris action per screen, orchid only for the moments that matter.

For you Following Everyone

Pick your Song of the Week

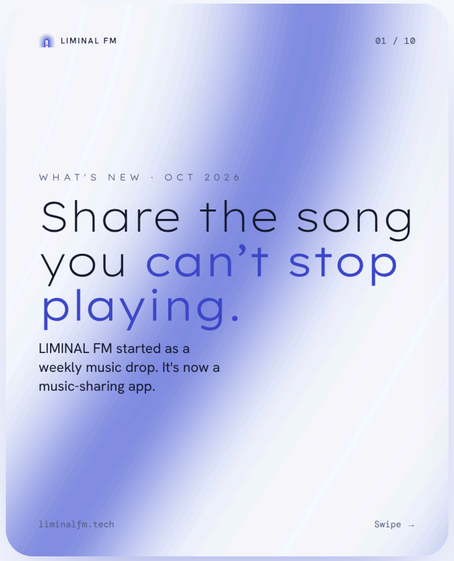


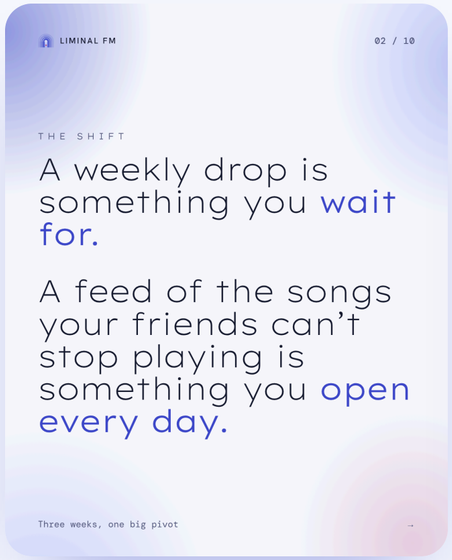


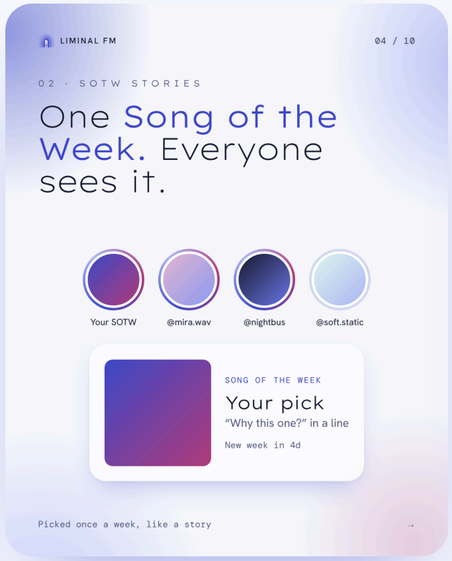
Right: a real screenshot from the iPhone app

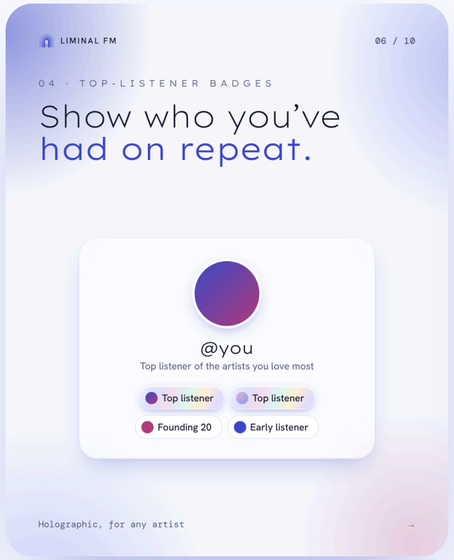
SOCIAL ASSETS

A carousel for the pivot.











10-slide LinkedIn carousel, 4:5 · Instagram and TikTok: glass, light and one line of copy

OWNED CHANNELS

Same name. New sound.

The rebrand email tells members what changed and why, in the founder's voice, with one action: pick your Song of the Week. Tagged links (?src=rebrand-email) track every channel.

LINK PREVIEW · 1200 × 630



LIMINAL FM

WHAT'S NEW / A NOTE FROM EDDIE LOA

Same name.
New sound.

LIMINAL FM started as a Friday drop: connect Spotify, get a few new songs, keep one. But Spotify only lets a small app connect a handful of accounts, so most of you were stuck waiting at the door. That's not a launch. That's a waiting room.

So I rebuilt it. LIMINAL FM is now a place to share music with the people you listen with, and you don't need to connect Spotify to use it.

Here's what's new:
- SOTW, your Song of the Week. Post the one song you can't stop playing. It sits at the top of everyone's Home, like a story, until Friday.
- Pick the artists you love, and Discover finds songs from them and from artists like them.
- Post songs, photos, videos and GIFs. Follow people, comment, and send messages.
- A For you feed that tells you why each post is there.
- Top listener badges for the artists you love most.

The Friday feeling is still here. It just belongs to everyone now.

We've updated the privacy policy and terms for all of this. You'll see a short summary the next time you sign in.

Start by picking your Song of the Week, and tell me what you think. Just reply to this email. I read every one.

See you on the feed,
Eddie Loa

CHANNELS AND ROLLOUT

Zero budget. Founder-led.

CHANNEL	ROLE
Website	Every post ends here. Share preview, one clear action, a “Bring someone” invite link.
Instagram, TikTok	Reach strangers. Quiet visuals: glass, light, one line.
LinkedIn	Build-in-public story of the pivot, as a carousel.
Email	The channel we own: welcome, the rebrand note, and product updates.
Communities	Discord, Reddit, campus radio, record shops. Personal posts, never spam.

FOUNDING LISTENERS

10 to 15 unpaid ambassadors who bring their circle. The reward is access and recognition, like the Founding 20 badge, not cash. They disclose the perk in public posts.

WEEKLY RHYTHM

A new Song of the Week every Friday gives people a reason to come back, and something to post about.



Be early. Bring someone.

liminalfm.tech