

Greek Recording Artist Orthodox Tactics Expands LOGOS Through the Cinematic NOT FOR SALE Campaign

The independently released trilogy moves from mercy to character to word, while a three-film campaign explores conviction, identity and the cost of acceptance.



Athens, Attica Sep 30, 2026 (IssueWire.com) - Orthodox Tactics, an independent Greek recording artist, is expanding the world of LOGOS through NOT FOR SALE, a cinematic short-film campaign examining conviction, identity and the point at which acceptance begins to demand too much in return.

LOGOS completes a three-album progression that began with KYRIE ELEISON and continued through ETHOS. Across the trilogy, the thematic movement develops from mercy, to the formation of character, and finally to word, reason and order.

NOT FOR SALE carries those ideas beyond music and into film.

Rather than functioning as conventional music videos, the campaign is structured as a sequence of cinematic chapters built around a central question: what is worth keeping when acceptance comes at a

price?

The first film, Recognition, introduced the campaign through the idea that the pressure to compromise is rarely experienced in isolation. Its opening statement — “You’re not the only one” — positioned the story as something larger than a single character or circumstance.

Film 1 — Recognition:

<https://www.instagram.com/reel/DdeOIrqI5xK/>

The second chapter, Refusal, moved the narrative into a more direct confrontation between opportunity and conviction. Set against an Athens backdrop, the film follows a moment of temptation that ultimately ends in rejection, reinforcing the campaign’s central premise that purpose, loyalty and faith cannot simply be exchanged for acceptance.

Film 2 — Refusal:

<https://www.instagram.com/reel/DdojjZmOclS/>

A third film is now in development and will continue the narrative established by the first two chapters.

Musically, Orthodox Tactics works across cinematic R&B, hip hop and electronic production while drawing from a longstanding background in Byzantine music. That influence informs the project’s approach to sound, memory, reverence and cultural inheritance without confining the music to a single conventional genre.

KYRIE ELEISON, ETHOS and LOGOS were all created and released independently and are available internationally through major digital music platforms.

The project maintains a deliberately restrained public identity. Rather than positioning the artist’s face at the centre of the work, Orthodox Tactics uses silhouette, shadow and cinematic composition as part of a broader philosophy: the work should stand ahead of its maker.

Across music and film, Orthodox Tactics continues to explore faith, inheritance, character, personal responsibility and the tension between external acceptance and internal conviction.

NOT FOR SALE Film 3 is currently in development.

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Source : Orthodox Tactics

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