

BMTY7000

CREATIVE MUSIC MANAGEMENT

Reflective Summary

**STEVE MELUISH
FRANZISKA UECKER
1807490**

The group consisting out of Callum Watts, Catarina Pereira, Chiara Vahle, and Franziska Uecker together decided to build the Creative Music Management Assignment around the uprising artist Chloe Rona. The work generally was all about an artist campaign including the recording, further, planning and promoting a digital single release with associated media.

Chloe Rona is a singer-songwriter based in London and through her distinct sound she stands out from other artists in the same genre. For this campaign, the soon to be released single 'Fuel' from Chloe Rona was used. Since Chloe Rona has already perfected her own style and she generally knows exactly what she wants and where she wants to go in the future, it was pretty easy to follow her pattern throughout the whole work. With the colours black, green, red and white the concept was rounded off and the design generally stands out from other works. In different words, all the visuals were pulled through the work and were generally strong and meaningful. Chloe Rona's style can basically be described as rather dark R&B with deep lyrics. This style has developed optically by her former alternative Punk presence and this style lets her appear more dynamic and even more unique.

The group was able to work incredibly well together as everyone gets along extremely good with each other. Through the individual characters, the team was in a very good balance. At the very beginning of the work, the group set itself precise goals in order to be able to achieve them. The most important thing with such a group work is the planning, since one works together with several persons and cannot make decisions spontaneously for oneself, however, with a group work it is important that all team members are present during decisions. In this group, it worked very well that everyone was involved in all decisions and every team member was taken seriously, furthermore every opinion was listened to and accepted. Sometimes one cannot always agree with every team member but in such a case all members have to find a compromise together and that worked out great.

In the following, some points will be discussed in detail to analyse what could have been better or what was very good, further, with an explanation.

The best point to mention is the excellent communication in the group, because due to the advanced technology nowadays it was, of course, possible to be in contact, even over the Christmas holidays. Tools like Google Drive, WhatsApp and Facetime were very helpful at this point.

Nevertheless, one should mention the initial difficulties briefly, because at the beginning the task

was not really clear and the whole class did not know what exactly was to do. Moreover, it generally was not clear to the whole class how to start making the groups, if the groups should be mixed with the other courses like the singer-songwriter course and the producer course or if the groups should stay in each specific course. Further, questions like these had to be clarified beforehand, in order to establish specific teams for the work. But apart from the initial struggles, this team was, on the whole, in constant good communication. However, as good as the communication was, that is mostly still expandable, as well as in this case. We should have communicated more at an early stage and defined the work more precisely because then everyone would have been able to start work individually earlier. In such a case, no one could start doing some work on their own as before that the whole group had to discuss a few points first, which were essential for the whole work.

In addition, it is worth mentioning that although all tasks were subdivided and everyone was given different tasks for which they were responsible, the team worked very closely and well together and therefore, if someone had difficulties, the others helped immediately. In other words, the tasks have been mixed up a little bit but in the end, everyone had the same amount of time for this work throughout motivation and wanting a good result. The fact that the work had mixed a little bit also had an advantage because everyone was involved everywhere and everyone was always up to date with the whole work. By using Google Drive or rather Google Docs, it simplified the whole work drastically because everyone could see what had already been done and what still needed to be done. Anyways, the tool is generally a nice way to stay in touch while working on a task in a team or with more people. Therefore, instead of picking up the phone again and again, you could add your own comments or other remarks in your work, which in turn would help to get the work moving and through the collegial atmosphere no one did take something like this personally, but rather appreciated it as everyone worked focused and had the same goal in mind. After all, it was clear that the focus was on the detail, meaning that it was really important to get into the matter and not just mention everything superficially. For this reason, some others were able to help with certain topics, for example, because they already had more experience in this area and because of the different experiences of all team members, the knowledge was very broad.

The planned schedule was well set up and most of the time everything was done as planned, but there were a few small points that were delayed a little bit and so at the end of the project it became stressful to get everything done before the submission. Everything turned out well, just because we wanted to do everything perfectly, everything took a little longer than expected. Due to the good teamwork, the time pressure could be handled well, as everyone helped each other.

The strengths were partly already mentioned, in fact, that all team members were able to show their strength very well throughout the project, however, there would have been still more possible. As for example, someone like me sees his strengths in marketing and social media, although my job for this project was to manage the budget. By doing something new and not something that suits me very well and in which my interest lies, I was able to grow and expand my knowledge. After all, if one does something new, it teaches one something new and it helps one to expand one's abilities on the further path into the future and perhaps even helps one to recognise new strengths of oneself.

The focus of this work was to create a specific plan to release the single 'Fuel' digitally. It was the exact plan that the single would be released digitally on February 20th, as it's just much more important to be online these days. Especially with Chloe Rona it is important to address her fans directly online in order to expand her online presence. It was planned to release the single on all digital platforms like Spotify, iTunes, Deezer and many more. A publication digitally is important as “a surge in music streaming via digital services including Spotify and Apple Music has promoted the fastest growth in UK music consumption since the late 1990s” (Butler 2018). In other words, the streaming market is growing daily and is bigger than ever. The more important it is to publish music digitally. Thereby, Spotify is the most popular platform in the field of streaming through the user-friendly interface on computers, mobile phones or TV's and not to forget one can use Spotify free of charge through advertisements (Hall 2018). Apple Music is at the forefront of streaming services. With the 45 million different songs, they have in their repertoire, one can test the service for three months for free and see if the tool is right for oneself (Field 2018). The single 'Fuel' by Chloe Rona will not only be available on different streaming platforms but of course the single will also be for sale digitally. For that, iTunes is a very good platform that offers millions of songs for sale, in addition, it is also simple to purchase songs there. So, it will be possible to buy the song 'Fuel' on iTunes for 0.99 pounds.

Generally speaking, nowadays social media is more important as a marketing tool than physical marketing because you can reach many more people there. Not only does it most likely reach more people on social media but it also brings other advantages, which is why our marketing plan focuses on social media rather than on physical marketing. A very important advantage is that it is generally cheaper to market something on social media compared to anywhere else, plus it allows interested parties to go directly to the linked page and take a closer look at the product than having to search for it online. Moreover, it enables to address potential customers all over the world and not only in your environment, which means you have the possibility to win more customers in general. Anyway,

social media makes it easier to connect with new people, in other words, one could simply network with new customers and get their feedback directly, which of course would immediately help a company to improve itself or the product. Nevertheless, social media does not help much if you don't have an exact social media marketing plan because here it is important to plan everything beforehand and to have an exact strategy. That means, for example, it is essential to have a plan of the posts especially if one is boosting the posts with. Here one should not forget that social media can be time-consuming if it is used correctly. Of course, it could also happen that people are not satisfied with your social media presence at all and further such people could leave unpleasant comments but you have to reckon with it because there will always be some people who do not like something. (Australian Government 2018)

Besides the important social media presence, we decided to use physical marketing as well because it is more personal than posting pictures on Instagram or Facebook. The live event should be advertised with posters but it would more likely explain a competition to win tickets for the event as the actual event will only be for invited guests. In specific, there will be a lottery among the fans where 10 people have the chance to win a ticket and this should be circulated with the posters. In addition, flyers will be produced to generally boost the single release of Chloe Rona. The flyers will be handed out in London and further Chloe will play an acoustic version of the song 'Fuel' in the streets of London. This will draw people's attention to Chloe and hopefully the single will sell better as a result. In short, physical marketing is still more personal than social media and therefore it is more likely to attract people. (Business Matters 2014)

The just above mentioned small gig Chloe will do shortly after the single release in the streets of London is connected to Guerrilla Marketing as it means to promote products on the street with a small budget. This little acoustic version of the song 'Fuel' will help Chloe to address potential future listeners directly and to immediately get a connection with her fans. It will cost almost no money but we hope it will give us a good result.

In general, one can say that the group's work was a success, which means that everything planned was done and achieved. Furthermore, some points were even extended or mentioned in more detail towards the end. As with the budget, we went much further into the matter to obtain the most accurate results possible with different graphics as well. This caused delays towards the end but everything went very well and the work could be uploaded early enough.

We mentioned in the marketing plan to create physical marketing like posters and flyers but we did not hand in any designs within the work, which in retrospect might not have been so bad to do. Simply to be able to represent the idea behind it even more. The graphics did not come out super sharp in the marketing plan although they were sharp before of course, that must have happened somehow by inserting them. But the graphics can also be viewed in the Excel sheet and it is possible to see exactly how the graphics were created, meaning what kind of calculations were made. This makes it possible to follow the path of thought very well. Although the remix, in general, is quite different from the single 'Fuel', meaning that the mood from the remix differs from the single. Therefore, one could have gone deeper into the general concept of Chloe Rona, so that the single and the remix fit better together. However, the final product of the remix is generally very good, thus from the perspective, one can say nothing against it, just that it could fit better to the single 'Fuel' mood-wise. In addition, we could have done another photo shooting to get the same pictures, because we used different pictures in the marketing plan. Meaning that by using pictures only from one specific shooting a more constant theme would have been achieved. But the photos still fit together, as Chloe Rona has her own style and colour palette. On the whole, one can say that the theme of the whole work was suitably carried through and in general the artist's visuals are very strong and speak for themselves. The design makes the work stand out from other normal work, which makes it more special.

Bibliography

Australian Government (2018) *Pros and cons of using social media for business* [Online]. Available at: <https://www.business.gov.au/marketing/social-media/pros-and-cons-of-social-media> [Accessed: 17 January 2019].

Baker, B. (2011) *Guerrilla music marketing online*. St. Louis, MO: Spotlight Publications.

Business Matters (2014) *The pros and cons of printing: Do you really need a leaflet?* [Online]. Available at: <https://www.bmmagazine.co.uk/in-business/advice/pros-cons-printing-really-need-leaflet/> [Accessed: 17 January 2019].

Field, M. (2018) *The best music streaming services: Apple Music, Spotify and Amazon Music compared* [Online]. Available at: <https://www.telegraph.co.uk/technology/0/best-music-streaming-services-apple-music-spotify-amazon-music/> [Accessed: 17 January 2019].

Hall, P. (2018) *The best music streaming services* [Online]. Available at: <https://www.digitaltrends.com/music/best-music-streaming-services/> [Accessed: 16 January 2019].

Harrison, A. (2008) *Music*. London: Virgin.

King, M. (2009) *Music marketing*. Boston, Mass.: Berklee.

Kusek, D. and Leonhard, G. (2005) *The future of music*. Boston: Berklee Press.

Levinson, J., Levinson, J. and Levinson, A. (2007) *Guerilla marketing*. London: Piatkus.

Macarthy, A. (2014) *500 social media marketing tips*. North Charleston, SC: CreateSpace.

Peiwei, Z. (2017) *Application of Digital Music Technology in Music Pedagogy*. International Journal of Emerging Technologies in Learning, 12(12), 4-14.