01

BRITTNEY CARTER

PORTFOLIO CREATED BY
MARIA LOVISI



AGENDA

PORTFOLIO
OUTLINE



ABOUT THE ARTIST

ABOUT THE MUSIC

ABOUT THE IMPACT OF CULTURE

ABOUT THE ICONOGRAPHY

ABOUT THE OBJECTIVE

ABOUT THE STRATEGY

ABOUT THE CAMPAIGN

ABOUT THE KPIs

MEET BRITTNEY CARTER.



ABOUT THE ARTIST

THE 28 YEARS OLD **EMCEE** IS **CHICAGO HIP HOP**'S BEST KEPT SECRET.

HER FIRST PASSION WAS **POETRY**, THANKS TO A PEN AND PAD THAT WAS PLACED IN HER HANDS AT AGE 7. FROM THEN ON, SHE SPENT EVERY FREE MOMENT WRITING.

TODAY, SHE DELIVERS PURE **ART** WITH HER **SHARP WORDS** AND **SAVAGE FLOW**.

THOUGH SHE'S YET TO RELEASE A FULL-LENGTH PROJECT, HER ARTISTRY ALREADY GARNELED PRAISE FROM ARTISTS LIKE **CHUCK D**, **SABA** AND TDE'S **REASON** AND **JAY ROCK**...

...AND THE REST OF THE WORLD WILL START TO AGREE SOON!

ABOUT THE ARTIST

STATISTICS.

11.1 K
FOLLOWERS

3.3 K
FOLLOWERS

652
MONTHLY
LISTENERS

5.9 K
FOLLOWERS

482
SUBSCRIBERS

1.6 K
FOLLOWERS

ABOUT THE MUSIC

05

HER **DISTINCTIVE VOICE** AND **REFLECTIVE BARS** SPARK A **LUCID NARRATIVE DELIVERY**.

WITH AN **HONEST** APPROACH TO HER MUSIC, BRITTNEY INVOKES A SENSE OF **GENUINE HUMILITY**, BUT ALSO **RELENTLESS CONFIDENCE**.

IDENTITY.

RELEASES.

2018



SINGLE:
PAPER CROWNS



EP:
SIDE A: HOOLIGAN/
SIDE B: BREAKTHROUGH

2019

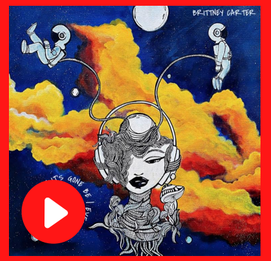


EP:
SIDE A: PRACTICE/
SIDE B: SUPPLICATE



EP:
BACK THEN / THE SIGNS

2020



EP:
WHAT IT'S GONE BE /
EVERYTHING I NEED

FEATURE APPEARANCES:

BACK IN THE DAY (2020)
(WITH ADD-2, OLIV BLU, PHONTE)

FALL 4 YOU (2020)
(WITH OLIV BLU)

SAME WAR (2020)
(WITH CELLUS HAMILTON)

STAYING AFLOAT (2020)
(WITH NEGUS IRAP)

06

ABOUT THE MUSIC

IDENTITY: THE IMPACT OF CULTURE.



MS. LAURYN HILL.



RAPSODY.





QUEEN LATIFAH.



LITTLE SIMZ.

07

ABOUT THE IMPACT OF CULTURE

WOMEN IN HIP HOP.

THE HISTORY OF **WOMEN IN HIP HOP** HAS DEVELOPED IN THE SAME WAY AS HIP HOP ITSELF. THROUGHOUT THE EVOLUTION OF HIP HOP, WOMEN EITHER TOOK A SEXUAL TURN IN THEIR RAP PERSONA OR USED **STORYTELLING** AND **METAPHORS** TO GET **IMPORTANT MESSAGES** ACROSS.

THERE WAS AND STILL IS A **FEARLESS COMBATIVENESS** IN THESE **WOMEN** AND THEIR **LYRICS**. LET'S HAVE A LOOK AT SOME **FEMALE ARTISTS** THAT WITH THEIR CONSCIOUS LYRICS CHANGED THE GAME FOR THE **BETTER** AND ARE AN **INSPIRATION** FOR THE **VOICES OF THE FUTURE**.

1980S 1990S 2000S 2010S 2020S



ABOUT THE IMPACT OF CULTURE

QUEEN LATIFAH (= **DELICATE AND SENSITIVE** IN ARABIC) WAS AND CONTINUES TO BE ONE OF THE MOST **IMPORTANT** WOMEN IN HIP HOP CULTURE.

THE MEDIA CALLED HER “**THE ARETHA FRANKLIN OF RAP**” BECAUSE OF THE **POWER** AND **DECLARATION** IN HER **VOICE** AND **MESSAGE**.



SHE HAS THE **SOUL** OF AN ARTIST, IS EXTREMELY **SENSITIVE, PERCEPTIVE** AND A BIT **SHY**.

"A FEMALE RAPPER WITH THE MESSAGE TO SEND - THE QUEEN LATIFAH IS THE PERFECT SPECIMEN" LADIES FIRST (1989)



INSPIRATION: QUEEN LATIFAH.

ABOUT THE IMPACT OF CULTURE

60

MS. LAURYN HILL IS AN **ICON**, AS HER ART HELPED **TRANSFORM** HIP HOP INTO A VALID AND IMPORTANT MEDIUM FOR EXPRESSING **EMOTION**.

WITH HER **GENTLE VOCALS** AND **EFFORTLESS FLOW** WHEN RAPPING, SHE TEACHES LISTENERS ABOUT THE POWER OF BARING YOUR SOUL THROUGH MUSIC.



SHE ALWAYS TELLS HER **TRUTH** AND LAYS HERSELF **BARE**. SHE ARTICULATES HER **LIFE EXPERIENCES** AND HAS NO FEAR OF HER **VULNERABILITY**.

"WISDOM IS BETTER THAN SILVER AND GOLD" LOST ONES (1998)



INSPIRATION: MS. LAURYN HILL.

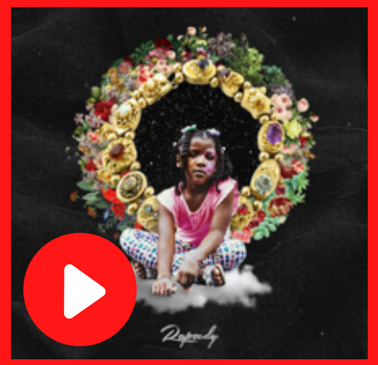
ABOUT THE IMPACT OF CULTURE

INSPIRATION: RAPSODY.

RAPSODY IS CONSIDERED AS ONE OF THE **BEST EMCEES** OF THIS GENERATION. SHE IS NAMELY ONE OF ONLY SIX FEMALES TO EVER BE **NOMINATED** FOR THE GRAMMYS **BEST RAP ALBUM**.

SHE IS LIKE **THE GIRL NEXT DOOR** THAT IS **LYRICAL**, LOVES TO **TELL STORIES** AND IS **CONFIDENT** ABOUT HER **WORTH** AS AN ARTIST.

HER SONGWRITING IS **BREEZY, EXPRESSIVE** AND **INTROSPECTIVE**.



"INFLUENCED BY MANY BUT I'M A WHOLE NEW STAR, YEAH
THERE'S LEVELS TO THIS BUT I'M A WHOLE NEW FLOOR
THEY TALKIN' KEYS TO SUCCESS BUT I'M A WHOLE NEW DOOR"
YOU SHOULD KNOW (2017)



ABOUT THE IMPACT OF CULTURE

KENDRICK LAMAR CALLED HER "ONE OF THE **ILLEST** DOING THIS RIGHT NOW" AND HE IS SURELY RIGHT.

THE 26 YEARS OLD BRITISH RAP ARTIST IS **PHILOSOPHICAL, CURIOUS** AND **UNAPOLOGETIC HONEST** FOR THE **VULNERABLE** WORK OF **SELF-REFLECTION**.



HER FORMIDABLE **LYRICAL SKILLS** ALLOW HER TO LET PERSONAL ANXIETY, CONFUSION OF LIFE AND CONTEMPLATION OF TODAY'S STRUGGLES CONVERGE WITH A **WILLPOWER** FOR POSITIVE CHANGE BY CONVEYING MESSAGES OF **HOPE** AND **INSPIRATION**.

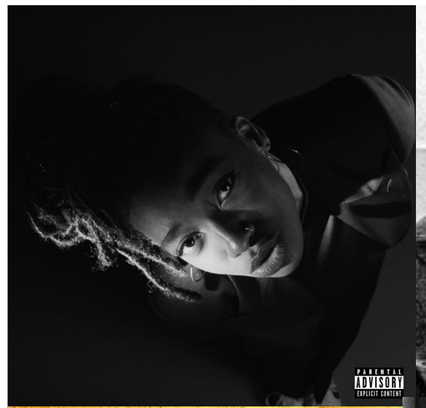
"NO VALIDATION, NO APPLAUSE - YOU DON'T HAVE PROVE YOU GOT IT WHEN YOU KNOW IT'S YOURS.
I DON'T WANNA FEEL DISLOYAL FOR WANTING TO DO ME"
SELFISH (2019)



INSPIRATION: LITTLE SIMZ.

ABOUT THE ICONOGRAPHY

MOOD BOARD.

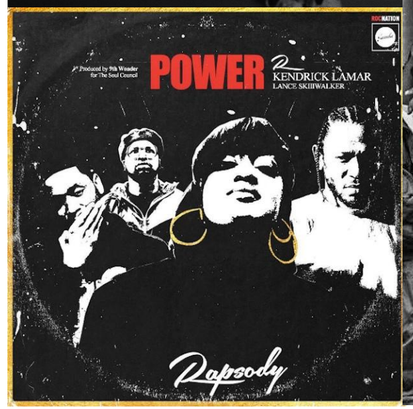


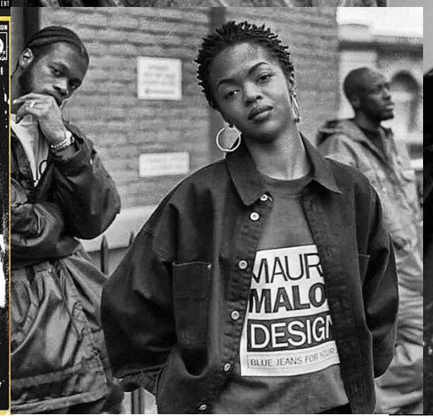
















ABOUT THE ICONOGRAPHY

B		C		
INITIAL	X	INITIAL	=	MUSIC AT INFINITUM

BRITTNEY CARTER FINDS HER SELF WORTH AND IDENTITY THROUGH MUSIC AGAIN AND AGAIN AND HER ART WILL NEVER FADE AWAY WITH TIME, TIMELESS MUSIC STAYS FOREVER.

#FF1616

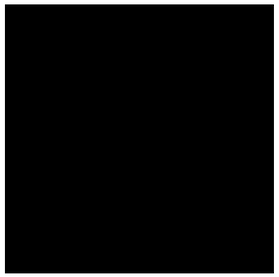


RED: HER **ENERGETIC CONFIDENCE**, HER **DETERMINATION** AS WELL AS **WILLPOWER**

#FFFFFF

WHITE: HER **INNOCENT**, **HONEST**, **HUMBLE** AND **CALM** PERSONALITY

#000000



BLACK: HER **POWERFUL** AND **DEEP** LYRICS

ABOUT THE ICONOGRAPHY

ABOUT THE ICONOGRAPHY



HORIZON

BRITTNEY CARTER

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ % ^ & * ( )

HORIZON OUTLIN

BRITTNEY CARTER

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ % ^ & * ( )

ABOUT THE ICONOGRAPHY

THE **CLEAN** TYPEFACE CAN BE INTERPRETED AS **SIMPLIFIED** AND **MINIMALIST**, WHICH ALLOWS IT TO BE INTEGRATED INTO A **MODERN** DESIGN.

THE FONT.

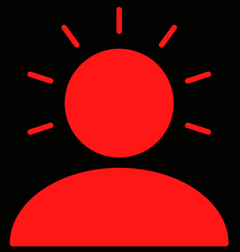
ABOUT THE OBJECTIVE

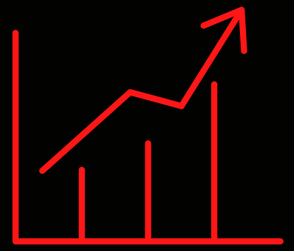
WITH THE **RELEASE** OF HER **DEBUT ALBUM** "**STUDENT 'TIL I BECOME A MASTER**", THE OVERALL **ARTIST DEVELOPMENT OBJECTIVE** INVOLVES THE **GROWTH** AND **EXPANSION** OF BRITTNEY CARTER'S CAREER AS AN ARTIST ON AN **INTERNATIONAL** SCALE.



ABOUT THE STRATEGY

STAGES.







AWARENESS
(STAGE 1)

TO INCREASE **CREDIBILITY**, **RECOGNITION** AND **RELEVANCE** AS AN ARTIST

ACQUISITION
(STAGE 2)

TO INCREASE **REACH** AND **IMPACT** OF MUSIC AMONG TARGET AUDIENCE

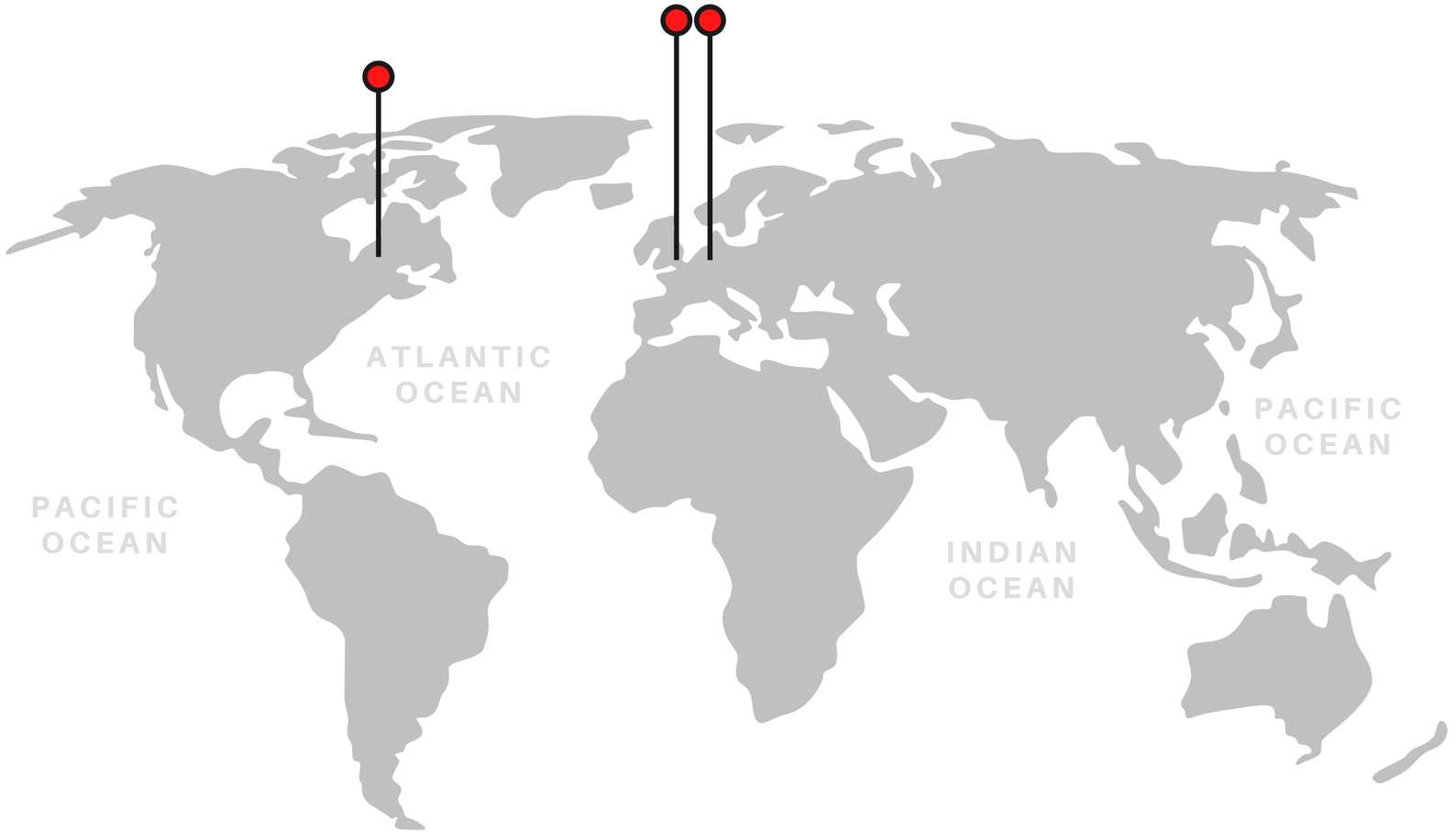
RETENTION
(STAGE 3)

TO INCREASE TRANSFORMATION FROM CASUAL LISTENERS INTO **PASSIONATE SUPERFANS**

ABOUT THE STRATEGY

TERRITORIES.

THE CAMPAIGN WILL PREDOMINANTLY FOCUS ON THE US, UK, GERMANY, AS THEY ARE THE **LARGEST RECORDED MUSIC MARKETS** (EXCL. FRANCE AND JAPAN).



ABOUT THE STRATEGY

TARGET AUDIENCE.

MILLENNIALS

THE TARGET AUDIENCE IS PRIMARILY AGED **18 - 30**.

URBAN AREAS

THEY PREDOMINANTLY LIVE IN CITIES OR TOWNS THAT ARE HIGHLY POPULATED.

TECH-SAVY

THEY ARE COMFORTABLE WITH TECHNOLOGY.



EXPERIENCE-SEEKING

THEY RATHER SPEND MONEY ON EXPERIENCES THAN THINGS — LIKE CONCERTS, TRAVEL AND FESTIVALS.

PLAYLISTS ARE BAE

THEY ARE MAINLY LISTENING TO SINGLE TRACKS AND PLAYLISTS INSTEAD OF ALBUMS.

CONTENT IS KING

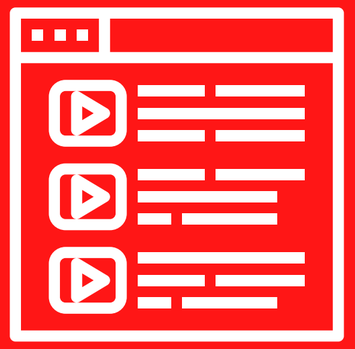
MILLENNIALS ARE THE BIGGEST SHARERS OF SOCIAL CONTENT.

ABOUT THE STRATEGY

COMMUNICATION TOOLS.



SOCIAL MEDIA



PLAYLISTS



PR



INFLUENCERS



MUSIC COLLABORATIONS



DIGITAL MARKETING



LIVE PERFORMANCES



BRAND PARTNERSHIP

ABOUT THE STRATEGY

	AWARENESS (STAGE 1)	ACQUISITION (STAGE 2)	RETENTION (STAGE 3)
SOCIAL MEDIA	X	X	X
PLAYLISTS		X	
PR	X		
INFLUENCERS	X		
MUSIC COLLABORATIONS	X	X	
DIGITAL MARKETING	X	X	X
LIVE PERFORMANCES	X		X
BRAND PARTNERSHIPS	X		

STAGE 1

AWARENESS

ABOUT THE CAMPAIGN

SOCIAL MEDIA.

INCREASE SOCIAL MEDIA PRESENCE AND ENGAGEMENT:

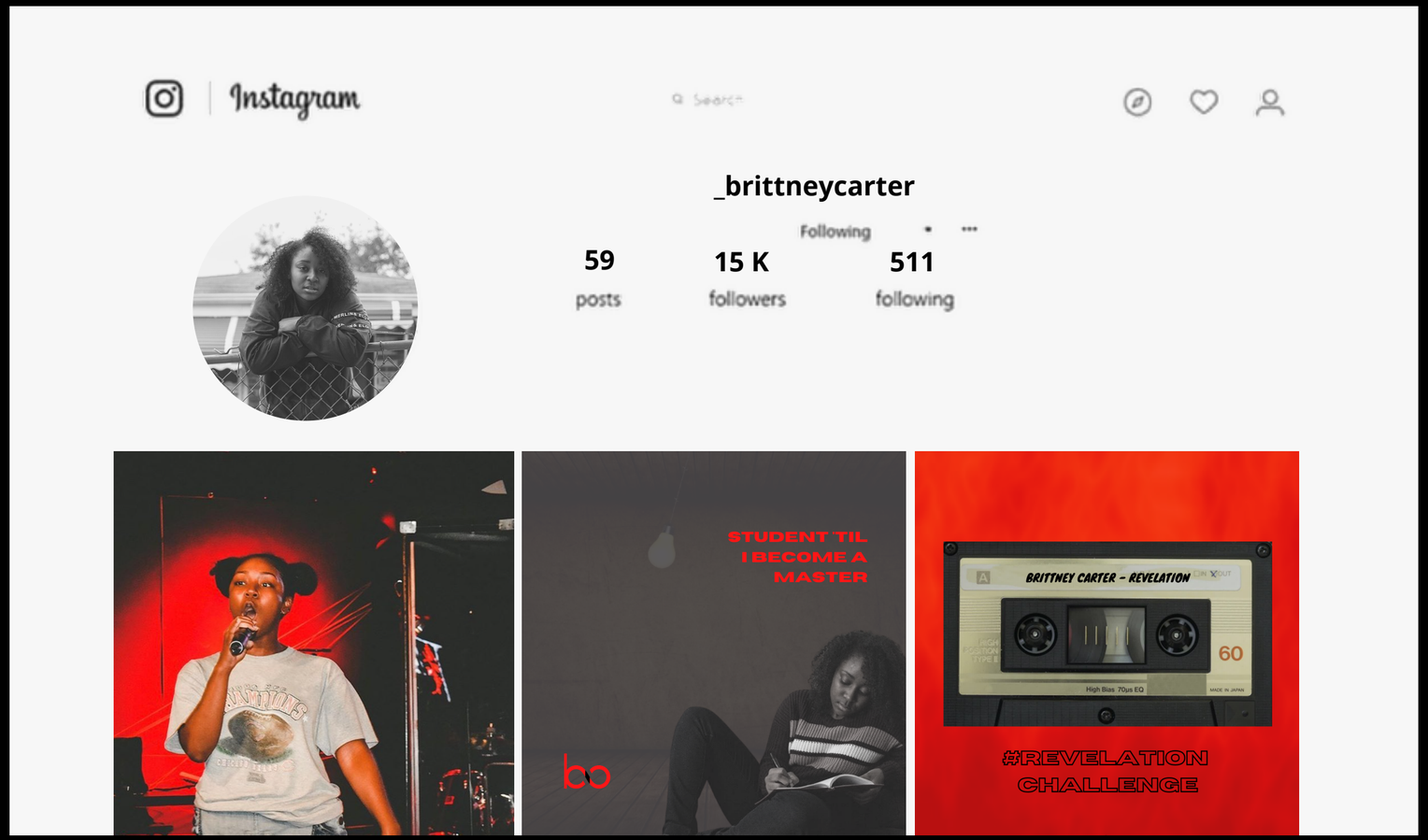
SOCIAL MEDIA IS A **POWERFUL** MARKETING TOOL FOR ARTISTS, AS IT GIVES THEM A WAY TO **SHARE** THEIR ART WITH THE WORLD, TO **CONNECT** WITH AND BE **INSPIRED** BY OTHER CREATIVES.

FOR THIS REASON, BRITTNEY WILL REGULARLY **UPLOAD ENGAGING CONTENT THAT WHIRLS AROUND HER ARTISTIC SKILLS** AND **TITLE OF THE ALBUM**, SUCH AS:

- **#FREESTYLEFRIDAY:** EVERY FRIDAY BRITTNEY WILL POST A **FREESTYLE** OVER A BEAT SUGGESTED BY HER FOLLOWERS.
- **COLLABORATION** WITH THE BRAND SNIPES AND CREATE **ENGAGING** AND **AUTHENTIC CONTENT** (SEE ALSO SLIDE 40).
- IN ORDER TO GENERATE NEW FOLLOWERS, **BRITTNEY** WILL HAVE REGULAR IG LIVE SESSIONS WITH ARTISTS THAT HAVE A SIMILAR TARGET AUDIENCE.
- TO ENSURE THAT HER RELEASES WILL LEAD TO GROWTH IN FANS, SHE WILL HAVE CREATIVE TEASES IN COLLABORATION WITH ARTISTS SHE HAS FEATURED ON HER ALBUM.

ABOUT THE CAMPAIGN

SOCIAL MEDIA: AWARENESS. OVERVIEW INSTAGRAM FEED.



WHEN IT COMES TO THE AESTHETICS OF HER SOCIAL MEDIA CHANNELS, WE AIM TO ACHIEVE A MORE COHESIVE ONLINE PRESENCE BY DEVELOPING A COHERENT THEME STYLE AS WELL AS COLOR PALETTE.

ABOUT THE CAMPAIGN

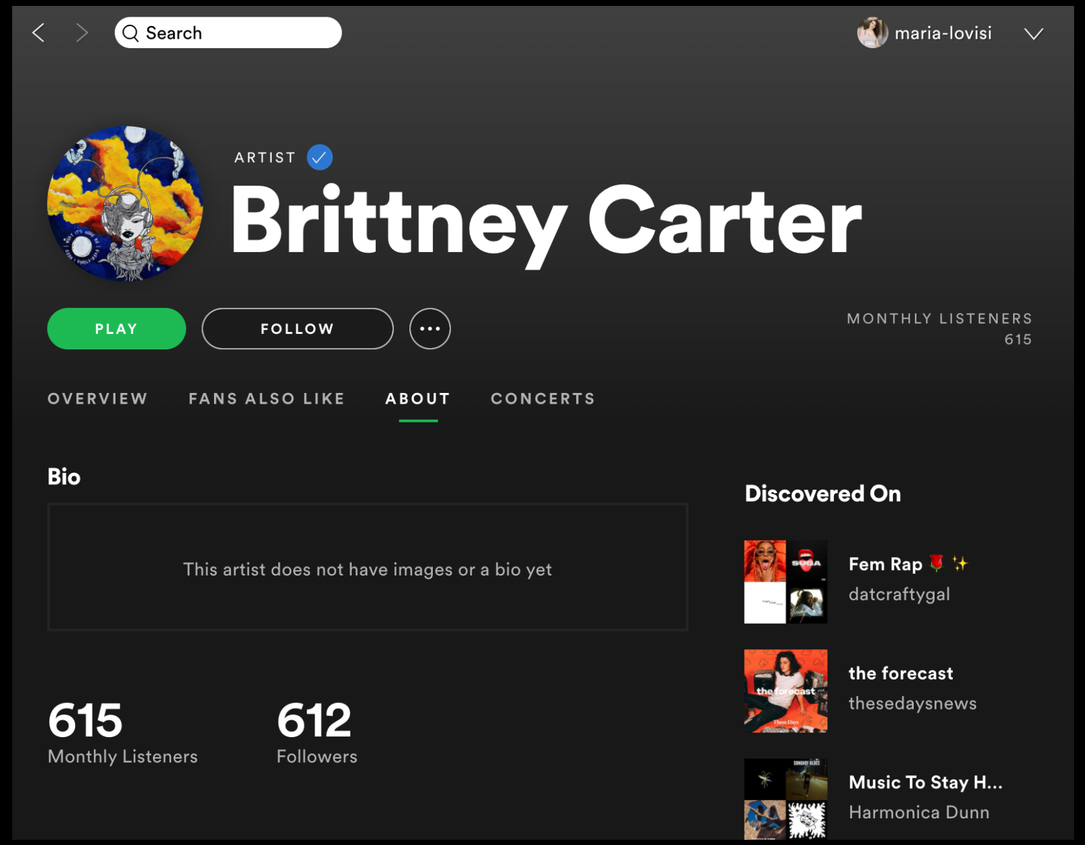
DIGITAL MARKETING: AWARENESS.

IT IS IMPORTANT TO **REFRESH** HER IMAGE ON HER CHANNELS (I.E. YOUTUBE, SPOTIFY, ETC).

NEW AND AUTHENTIC PICTURES OF BRITTNEY, AS WELL AS A BIOGRAPHY WILL BE UPLOADED ON DIGITAL STREAMING PLATFORMS.

IT WILL ALSO BE ESSENTIAL TO **CONNECT** HER SPOTIFY PAGE TO HER SOCIAL MEDIA CHANNELS, AS IT ENSURES THAT FANS CAN EASILY NAVIGATE BETWEEN EACH ARTIST'S TOUCHPOINTS.

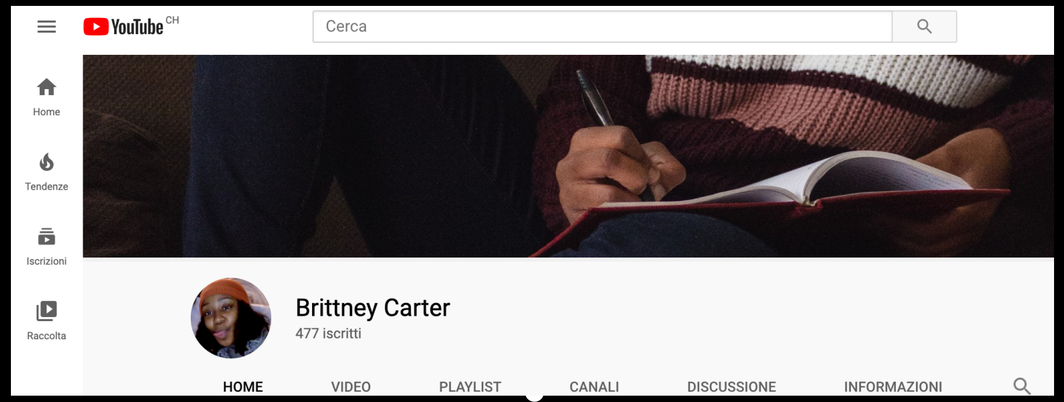
SPOTIFY > INSTAGRAM, FACEBOOK, TWITTER



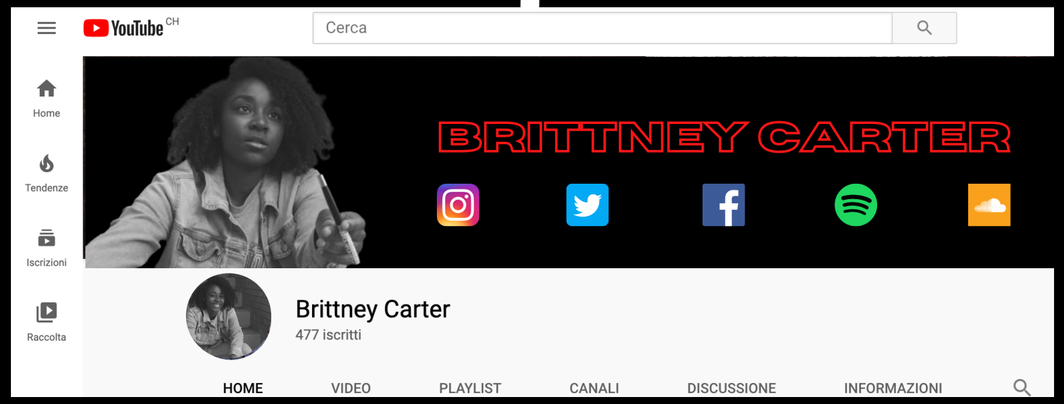
ABOUT THE CAMPAIGN

SOCIAL MEDIA: AWARENESS. OVERVIEW YOUTUBE CHANNEL.

NOW:



AFTER:



ABOUT THE CAMPAIGN

HIP HOP IS STILL CONSIDERED THE **MOST COLLABORATIVE GENRE**.

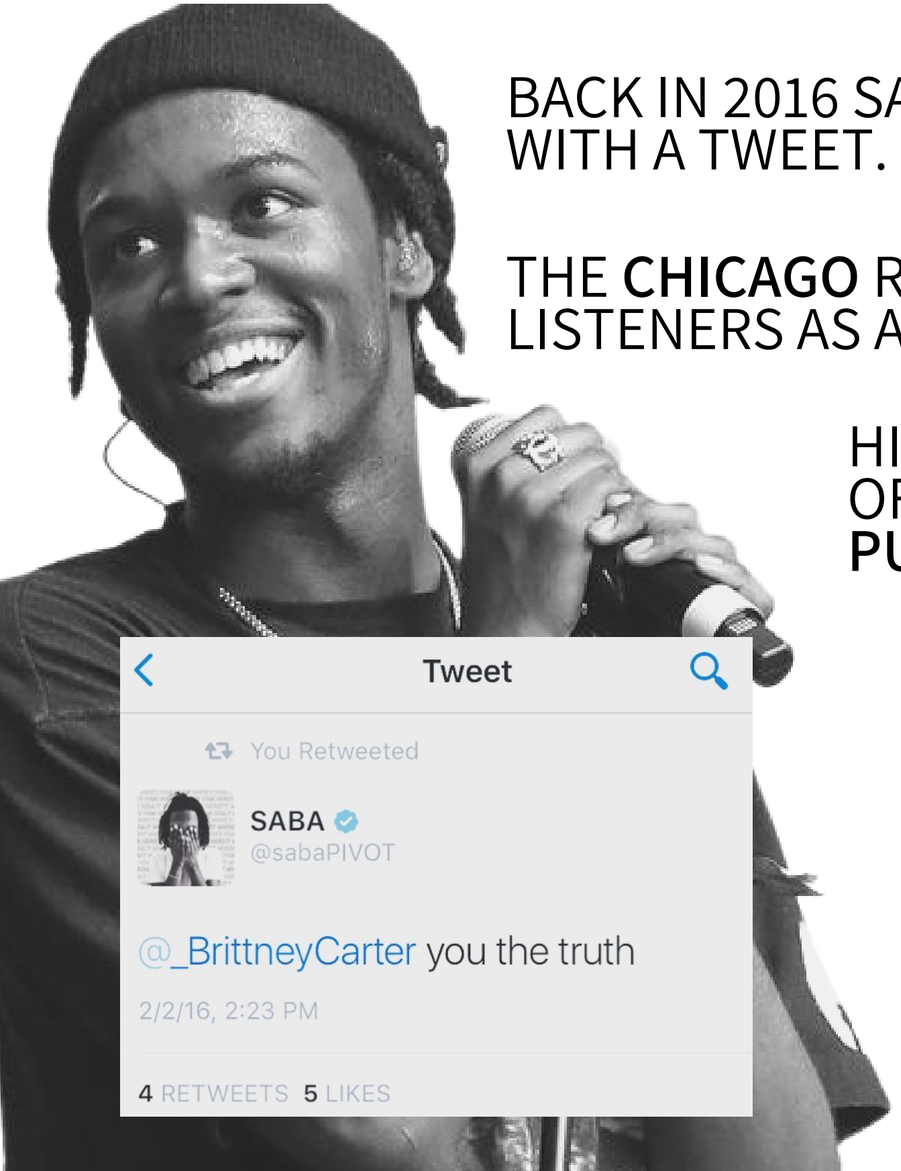
AUTHENTIC COLLABORATIONS THAT RESEMBLE WITH HER **IDENTITY** WILL ALLOW BRITTNEY CARTER TO **"TRADE FANS"** WITH OTHER ARTISTS.

ON TO SOME **POTENTIAL ARTISTS** TO WORK WITH...





MUSIC COLLABORATIONS: SABA.



ABOUT THE CAMPAIGN

BACK IN 2016 SABA **CO-SIGNED** BRITTNEY CARTER WITH A TWEET.

THE **CHICAGO** RAPPER/PRODUCER FIRST CAUGHT THE ATTENTION OF LISTENERS AS A FREQUENT COLLABORATOR OF **CHANCE THE RAPPER.**

HIS ALBUM **CARE FOR ME** (2018) IS A **SINCERE** PROJECT FULL OF **MUSICALITY.** IT IS **OPEN-HEARTED, HEARTBREAKING** AND **PURELY HUMAN.**



300 K FOLLOWERS

2 M MONTHLY LISTENERS

157.6 K FOLLOWERS

80.1 K SUBSCRIBERS

66 K FOLLOWERS

94.3 K FOLLOWERS

ABOUT THE CAMPAIGN

NOT MANY RAPPERS CAN BOAST THEIR FIRST EVER LIVE PERFORMANCE AT LONDON'S O2 ARENA, **SUPPORTING HIP HOP LEGEND NAS.**

THE **EMOTIONAL** AND **THOUGHT-PROVOKING RAPS AND FREESTYLES** OF THE NORTH LONDON EMCEE THAT TOUCH ON THEMES INCLUDING **SELF BELIEF**, **SPIRITUALITY** AND **VICES** HAVE AND CONTINUE TO CAPTIVATE MUSIC FANS ACROSS THE GLOBE.

MUSIC COLLABORATIONS: COOPS.

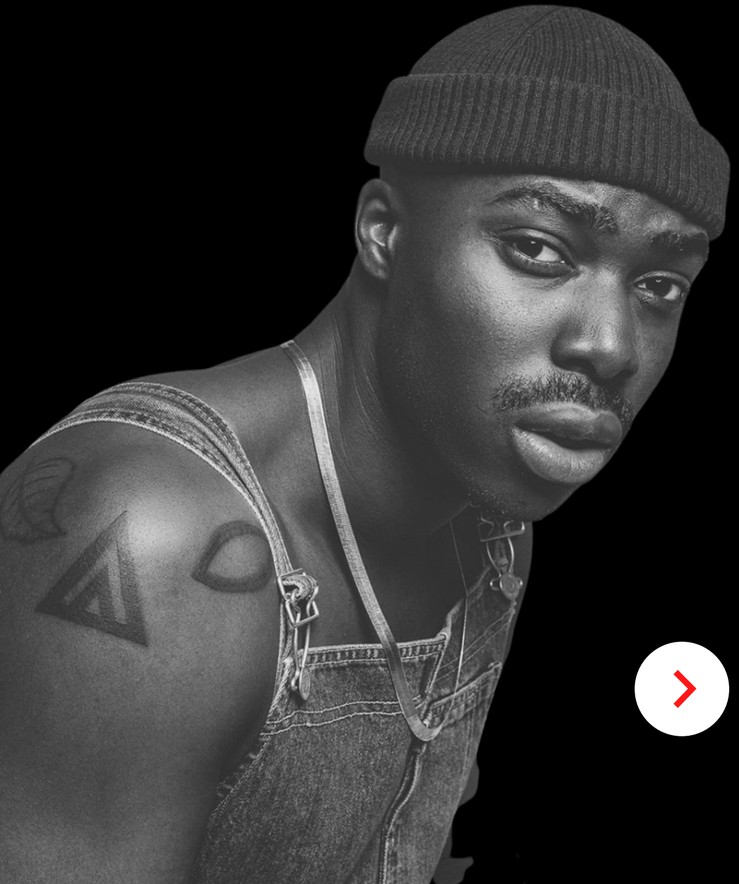




- 12.5 K FOLLOWERS
- 191.7 K MONTHLY LISTENERS
- 2.4 K FOLLOWERS
- 5.4 K SUBSCRIBERS
- 5.6 K FOLLOWERS
- 4.7 K FOLLOWERS

ABOUT THE CAMPAIGN

MUSIC COLLABORATIONS: SERIOUS KLEIN.



SINCE RELEASING HIS FIRST MIXTAPES 10 YEARS AGO, THE GERMAN-GHANAIAN RAPPER HAS PERFORMED WITH **ALICIA KEYS**, PERFORMED AT THE **BIGGEST MUSIC FESTIVAL OF EUROPE** (OPENAIR FRAUENFELD) AND CEMENTED HIMSELF AS ONE OF THE MOST **INVENTIVE** PLAYERS IN THE GERMAN HIP HOP SCENE.

ALTHOUGH GERMAN-BASED, THE **GIFTED LYRICIST** RAPS IN ENGLISH AND FOUNDS RECOGNITION IN **US** AND **UK** WITH **POETIC**, **HONEST** AND **POLITICAL LYRICS**.



25.7 K FOLLOWERS

144.9 K MONTHLY LISTENERS

1.2 K FOLLOWERS

24 K SUBSCRIBERS

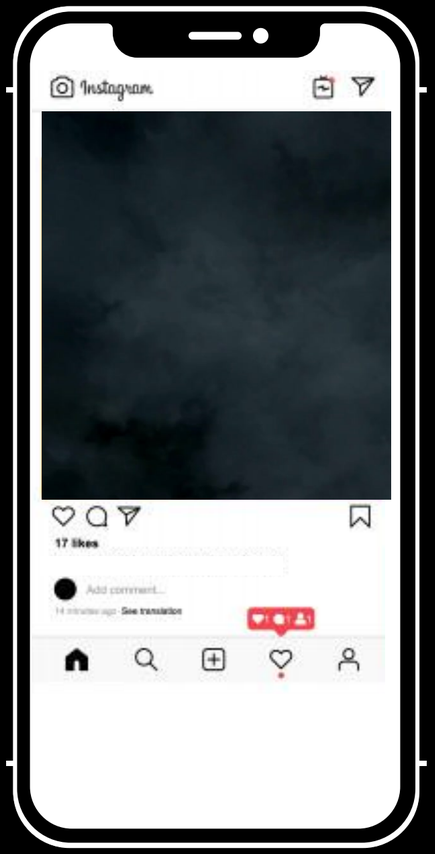
7.3 K FOLLOWERS

8.4 K FOLLOWERS



INSTAGRAM STORY:

PRE-SAVE CAMPAIGN
FOR MUSIC
COLLABORATION WITH
SERIOUS KLEIN
(GERMANY)



ABOUT THE CAMPAIGN

SOCIAL MEDIA: AWARENESS.
ARTEFACTS: CREATIVE TEASES.

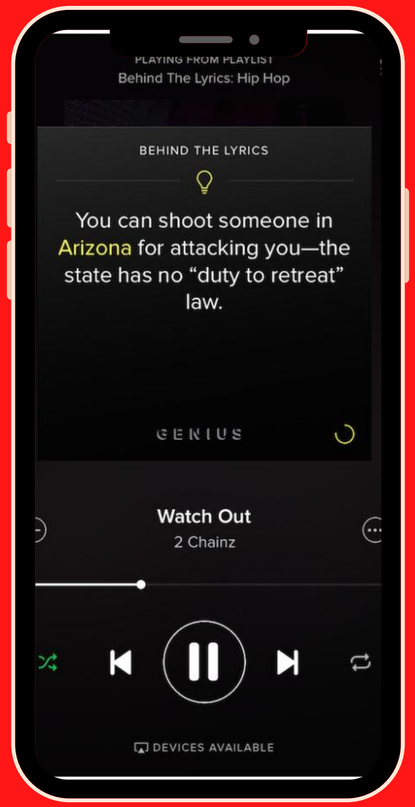
INSTAGRAM FEED:

ANNOUNCEMENT
FOR MUSIC
COLLABORATION
WITH COOPS (UK)

ABOUT THE CAMPAIGN

DIGITAL MEDIA: AWARENESS.
ARTEFACTS: SPOTIFY CANVAS.

WHEN IT COMES TO DIGITAL STREAMING PLATFORMS, WE AIM TO ENGAGE IN STORYLINES: BRITTNEY SHOULD INTRODUCE THE LISTENERS TO THE STORY OF EACH SONG VIA **GENIUS "BEHIND THE LYRICS"**.



EXAMPLE OF "BEHIND THE LYRICS"

WE WILL ALSO CREATE SPOTIFY CANVAS FOR EACH SINGLE THAT SHE WILL RELEASE (5X).



ABOUT THE CAMPAIGN

PR & PLAYLISTS.



THE UNDERGROUND UNLEASHED

ESSENTIAL SONGS FROM UNDERGROUND ARTISTS. CURATED FREQUENTLY BY UNDERGROUND UNDERDOGS.

FOLLOWERS: 1.6 K

BLOGS ARE A KEY TOOL TO SUPPORT AN ARTIST TELLING ITS STORY AND PRESENT "**THE BIGGER PICTURE**" TO HELP FANS OLD AND NEW **CONNECT** WITH THE ARTIST.

UNDERGROUND UNDERDOGS IS AN INDEPENDENT MEDIA PLATFORM DEDICATED TO COVERING MUSIC AND CULTURE WITH AN **UNDERGROUND ETHOS**.

THE MUSIC BLOG IS INTENDED TO CONDUCT AN **INTERVIEW** WITH THE ARTIST, WHICH WILL ALSO BE PROMOTED ON THEIR **SOCIALS** AS WELL AS HAVE HER LEAD SINGLE ADDED ONTO THEIR CURATED **PLAYLIST**.

17.8 K FOLLOWERS

747 FOLLOWERS

17.5 K FOLLOWERS

5.3 K SUBSCRIBERS

ABOUT THE CAMPAIGN

PR & PLAYLISTS.

1 MLN FOLLOWERS

3.3 MLN FOLLOWERS

1.4 MLN FOLLOWERS

1.04 MLN SUBSCRIBERS

Pitchfork

THE MAGAZINE PITCHFORK AKA. THE MOST **TRUSTED VOICE** IN MUSIC WILL BE ASKED TO CONDUCT A RISING INTERVIEW WITH THE ARTIST.

THE CHICAGO MUSIC MAGAZINE IS ALSO INTENDED TO POST BRITTNEY CARTER'S TALENT ON THEIR SOCIALS.

FURTHERMORE, ONE OF HER SONGS WILL BE IDEALLY ADDED IN AT LEAST ONE OF THE FOLLOWING SPOTIFY PLAYLISTS:



BEST NEW MUSIC
FOLLOWERS: 149.1 K



PITCHFORK SELECTS
FOLLOWERS: 13 K



PITCHFORK THE ONES
FOLLOWERS: 5.8 K

PIGEONS &PLANES

ABOUT THE CAMPAIGN

PR & PLAYLISTS.

PIGEONS & PLANES IS AN ONLINE MAGAZINE THAT IS ALL ABOUT **MUSIC DISCOVERY** AND **SUPPORTING NEW ARTISTS**.

THEY WILL FEATURE AN ARTICLE ABOUT BRITTNEY CARTER AND WILL IDEALLY INCLUDE HER IN THE MONTHLY COLUMN "**BEST NEW ARTISTS OF THE MONTH**", WHICH WILL ALSO PROMOTED ON THEIR SOCIAL MEDIA CHANNELS.

IN ADDITION TO THAT, SHE WILL BE FEATURED ON THEIR YOUTUBE SERIES "**MAKING IT**" THAT FOCUSES ON **BRINGING NEW ARTISTS INTO THE SPOTLIGHT**.

WE ALSO AIM TO HAVE SONGS ADDED IN THEIR SPOTIFY PLAYLIST "**BEST NEW ARTISTS**".



BEST NEW ARTISTS
FOLLOWERS: 9.5 K

300 K FOLLOWERS

306.1 K FOLLOWERS

751.6 K FOLLOWERS

291 K SUBSCRIBERS

ABOUT THE CAMPAIGN

OTHER **LOCAL MUSIC BLOGS** AND **ONLINE MAGAZINES** OF THE TARGETED TERRITORIES WILL IDEALLY **INTERVIEW** THE ARTIST, **REVIEW** OR **PROMOTE** HER NEWEST PROJECT.

PR.

i-D CRACK ROLLACOASTER DAZED

thissongissick SPINDLE JUICE

TRAX I am HIP-HOP LONDON NO BOUNDS

HIPHOP DE iHH MAGAZINE

gingerslim hip hop etc. Niji COSMIC HIP HOP

ABOUT THE CAMPAIGN

LIVE PERFORMANCES & PLAYLISTS.

BRITTNEY CARTER WILL PERFORM AT AN INTIMATE SOFAR SOUNDS GIG IN **CHICAGO**.

THE AUDIENCE WILL NOT KNOW WHO BRITTNEY IS OR HER SOCIAL FOLLOWING. THAT'S A VALUABLE EXPERIENCE FOR HER AS AN UP-AND-COMING ARTIST, AS IT WILL PRESENT HER TO A **BIGGER AUDIENCE**.

HER PERFORMANCE WILL SUBSEQUENTLY BE **POSTED ON SOFAR SOUNDS SOCIALS**.

HER LEAD SINGLE WILL ALSO BE ADDED ON THE PLAYLIST "**SOFAR SOUNDS - NOW PLAYING**".



SOFAR SOUNDS - NOW PLAYING
FOLLOWERS: 20.6 K

190 K FOLLOWERS

219.7 K FOLLOWERS

41. 3 K FOLLOWERS

1.11 M SUBSCRIBERS

ABOUT THE CAMPAIGN

BRAND PARTNERSHIP.



RED BULL MUSIC HAS BEEN AN AUTHORITY ON **EMERGING ARTISTS** FOR DECADES, BRINGING UNDERGROUND GENRES AND ARTISTS **TO THE MASSES**.

SEE. HEAR. NOW. ARE LIVE SESSIONS WITH EMERGING ARTISTS.

BRITTNEY WILL **PERFORM AT THE RED BULL LIVE STUDIOS** AND **CREATE** VARIOUS **CONTENT** (E.G. CREATIVE INTERVIEW) THAT WILL BE **POSTED ON RED BULL MUSIC'S SOCIAL MEDIA CHANNELS**.

119.8 K FOLLOWERS

40. 3 K FOLLOWERS

1.3 M FOLLOWERS

621 K SUBSCRIBERS

ABOUT THE CAMPAIGN

BRAND PARTNERSHIPS.

snipes

EMERGING ARTISTS NEED **SUPPORT** AND WHEN BRANDS PROVIDE THAT SUPPORT, THEY'RE HELPING THE ARTIST **BREAK**.

THE KEY IS TO PARTNER WITH A BRAND THAT HAS **BRITTNEY'S SIMILAR IDENTITY**.

SNIPES, WHICH IS A STREETWEAR BRAND WILL COLLABORATE WITH THE ARTIST AND CREATE **ENGAGING CONTENT,** SUCH AS A **MINI-SERIES** WHICH GIVES AN **INTIMATE LOOK** AT HER **CREATIVE PROCESS** AND THE **INNER WORKINGS** OF HER **MUSICAL JOURNEY (BTS** FROM **PRACTICE ROOMS, RECORDING STUDIOS, SONGWRITING SESSIONS,** AND ANY PLACE SHE GET TOGETHER WITH HER CREW). THE CONTENT WILL BE POSTED ON THE **ARTIST**'S AS WELL AS **BRAND**'S SOCIAL MEDIA CHANNELS. IN RETURN, THE ARTIST WILL **WEAR** AND THEREFORE **PROMOTE** THE BRAND ON HER **SOCIALS** AS WELL AS **CONCERTS**.

FANS WILL PICK UP ON THAT **AUTHENTIC CONNECTION**, FORMING A **POWERFUL THREE-WAY UNION** BETWEEN **ARTISTS**, **AUDIENCE**, AND **BRAND**.

1.6 MLN FOLLOWERS

US: 47.1 K FOLLOWERS

EU: 27.6 K FOLLOWERS

1.7 MLN FOLLOWERS

50 K SUBSCRIBERS

ABOUT THE CAMPAIGN

INFLUENCERS.

IF TECHNOLOGY IS CAUSING PEOPLE TO EXPERIENCE MUSIC TOGETHER IN PERSON LESS THAN EVER, MAYBE PEOPLE ARE FILLING THEIR SOCIAL MUSIC NEEDS BY WATCHING STRANGERS REACT TO THEIR FAVORITE SONGS ON THE INTERNET.

THE CONTENT FEELS **GENUINE** AND **RELATABLE**: WHEN THEY GET EXCITED ABOUT A SONG, WE TEND TO FEEL EXCITEMENT, TOO. AND WHEN THEY JOKE AROUND WITH EACH OTHER AND TALK ABOUT THE MUSIC THEY ARE LISTENING TO, WE FEEL LIKE WE ARE A SMALL **PART OF THAT CONNECTION** AS WELL.

5 MOST FITTING INFLUENCERS WILL WORK ACROSS **YOUTUBE** AND **INSTAGRAM** TO TARGET CONSUMERS WHO CAN EASILY BE **RETARGETED** WITH BRITTNEY'S MUSIC BY REACTING TO THE ARTIST'S MUSIC AND THEREFORE HELP **INCREASE REACH.**

STAGE 2

ACQUISITION

ABOUT THE CAMPAIGN

SOCIAL MEDIA: ACQUISITION.

USER-GENERATED CONTENT (UGC) IS A MARKETING GOLDMINE, AS IT CAN CREATE A SNOWBALL EFFECT OF **HIGHER ENGAGEMENT** AND MORE **SOCIAL FOLLOWERS**.

BRITTNEY CARTER'S SINGLE "**REVELATION**" WILL BE CHOSEN TO **CHALLENGE** HER **FANS** AND **MUSIC LOVERS** TO CREATE THEIR **OWN** VERSION.

WITH HER **#REVELATIONCHALLENGE**, WE WANT THE ARTIST TO BE STRONGLY **SUPPORTED** BY REACHING A HIGH NUMBER OF ENTRIES, TO WHICH SHE WILL DECIDE THE **WINNERS** AND CREATE ONE **OFFICIAL REMIX** WITH **MUSIC VIDEO** INCLUDED. THE MUSIC VIDEO WILL BE RELEASED VIA YOUTUBE PREMIERE.



THIS APPROACH WILL CHALLENGE **UNITY** AND **EXPRESSION**, WHICH IS HIGHLY VALUED BY THE TARGET AUDIENCE.

THE WINNERS WILL **ORGANICALLY PROMOTE** HER MUSIC BY INVITING THEIR FOLLOWERS TO **SUPPORT** THE SONG THEY ARE FEATURED ON, WHICH WILL AUTOMATICALLY INTRODUCE HER MUSIC TO A **NEW AUDIENCE**.

THE CHALLENGE WILL START ONE WEEK AFTER THE RELEASE OF THE SINGLE AND LAST FOR TWO WEEKS. PEOPLE CAN GET INVOLVED BY USING THE "**REVELATION**" INSTRUMENTAL AND UPLOADING THEIR VERSION TO SOCIALS BY USING THE HASHTAG **#REVELATIONCHALLENGE**.

ABOUT THE CAMPAIGN

SOCIAL MEDIA: ACQUISITION.
ARTEFACTS: CONTENT CHALLENGE.





INSTAGRAM FEED:

INSTRUCTIONS FOR THE #REVELATIONCHALLENGE

INSTAGRAM STORY:

ASSET LINKED TO BRITTNEY CARTER'S WEBSITE



ABOUT THE CAMPAIGN

PLAYLISTS.

BEING INCLUDED ON THE RIGHT PLAYLISTS CAN LARGELY **IMPROVE THE ARTIST'S STREAMING NUMBERS** AND ENSURE THAT RELEASES **REACH AN INTERNATIONAL AUDIENCE**.

BRITTNEY CARTER'S MUSIC IS AIMED TO BE INCLUDED ON **SPONSORED PLAYLISTS** THAT RESONATE WITH THE ARTIST'S MUSIC STYLE, SUCH AS:



SPILLED INK

LYRICAL, LO-FI, AND LOWLIFE RAPS

FOLLOWERS: 415.7 K



ALTERNATIVE HIP HOP

NEW, LEFTFIELD AND FOR THE REAL HIP HOP STANS!

FOLLOWERS: 609.1 K



JAZZ RAP

LAID-BACK CRATEDIGGER HIP-HOP FROM AROUND THE WORLD

FOLLOWERS: 654.7 K

ABOUT THE CAMPAIGN

DIGITAL MARKETING: ACQUISITION.

IN ORDER TO **MAXIMIZE THE ACQUISITION** OF NEW LISTENERS AND THEREFORE INTRODUCE BRITTNEY'S MUSIC TO A NEW AUDIENCE, WE WILL PLACE **SPONSORED ADS** ON FACEBOOK AND INSTAGRAM, WHICH ARE CHANNELS FREQUENTLY USED BY OUR TARGET AUDIENCE.

THE AD PLACEMENTS CHOSEN ARE THE FOLLOWING:

FEED (INSTAGRAM + FACEBOOK)
STORY (INSTAGRAM + FACEBOOK)

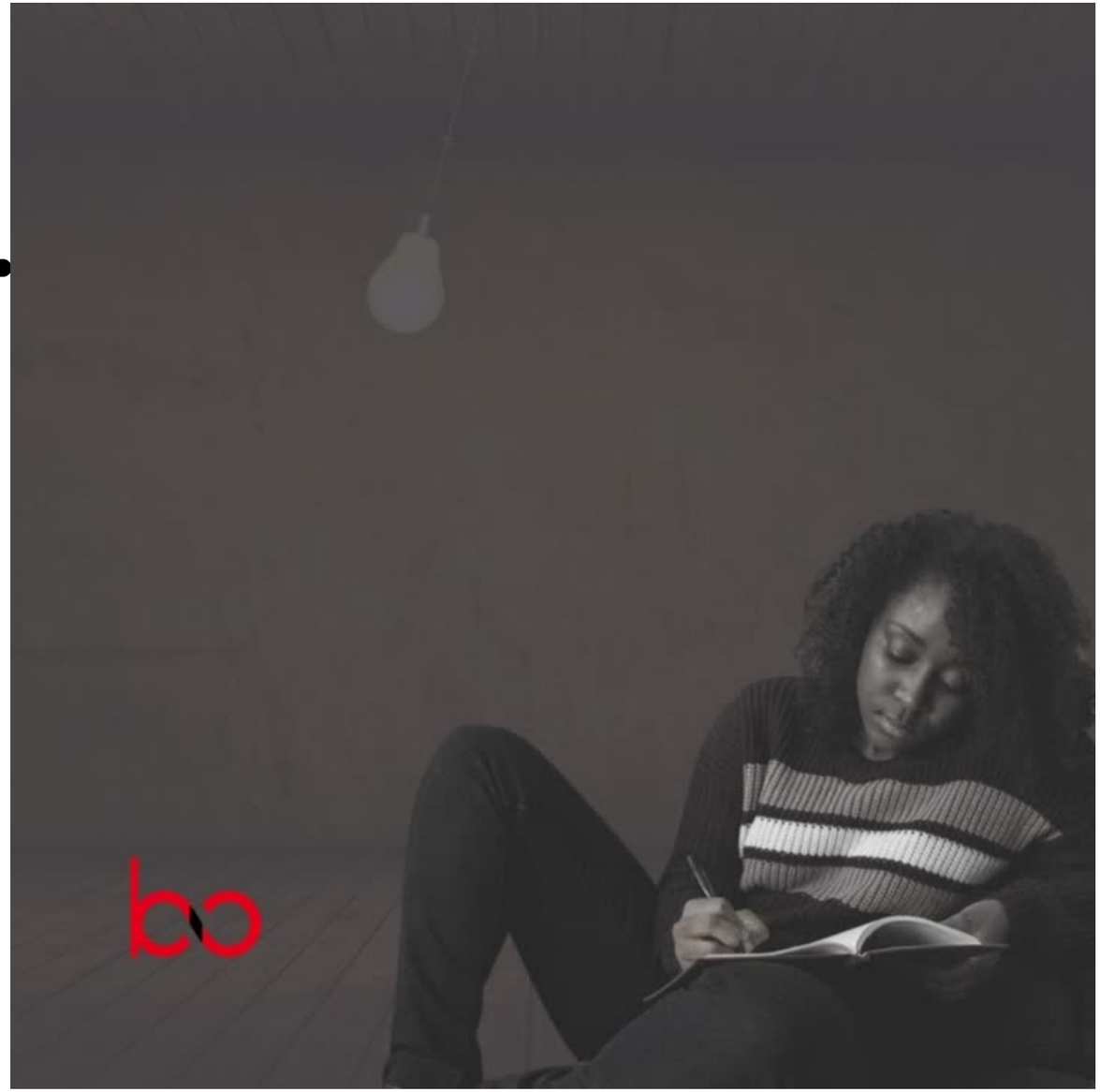
THE AUDIENCE THAT WE WILL TARGET IS AGED BETWEEN **18** AND **30** AND FOLLOWS **QUEEN LATIFAH**'S, **MS. LAURYN HILL**'S, **RAPSODY**'S , **LITTLE SIMZ**'S AS WELL AS OTHER SIMILAR PAGES ON SOCIAL MEDIA.



ABOUT THE CAMPAIGN

DIGITAL MARKETING: ACQUISITION: FACEBOOK AND INSTAGRAM AD.





THE VISUALS USED FOR THE PROMOTION OF THE ALBUM RELEASE ARE AN ANIMATED VERSION OF THE ALBUM ARTWORK THAT WANTS TO ENCAPSULATE THE TITLE OF HER BODY OF WORK "STUDENT 'TIL I BECOME A MASTER", BY PORTRAYING THE ARTIST WRITING HER LYRICS IN A HUMBLE ROOM.

STAGE 3

RETENTION

ABOUT THE CAMPAIGN

SOCIAL MEDIA & DIGITAL MAARKETING.

THE CONTENT FOR **SUPERFANS** IS ALL ABOUT **EXCLUSIVITY**.

THE GOAL OF CREATING ARTIST CONTENT FOR **SUPERFANS** IS TO BUILD A **LASTING RELATIONSHIP** WITH THEM.

BRITTNEY WILL TREAT HER SUPERFANS DIFFERENTLY THAN ALL HER OTHER FANS... SHE WILL TREAT THEM **SPECIAL**.

THE ARTIST WILL MAKE THEM FEEL AS THE FEW, THE CHOSEN, THE ELITE.



ABOUT THE CAMPAIGN

SOCIAL MEDIA & DIGITAL MARKETING.

IT IS IMPORTANT THAT BRITTNEY LETS HER **SUPERFANS** UNDERSTAND THAT THEY ARE **PART OF THE PROCESS**.

WHICH COVER ART DO THEY LIKE BEST?

WHICH OF THE VARIOUS MUSIC VIDEO SETTINGS EXCITES THEM MOST?

WHICH BEAT SHOULD SHE RAP OVER? OR EVEN LET HER FANS SUBMIT BEATS TO RAP OVER.

THESE ARE ALL WAYS TO **INVOLVE** HER SUPERFANS IN THE ARTISTRY DEVELOPMENT PROCESS.

ABOUT THE CAMPAIGN

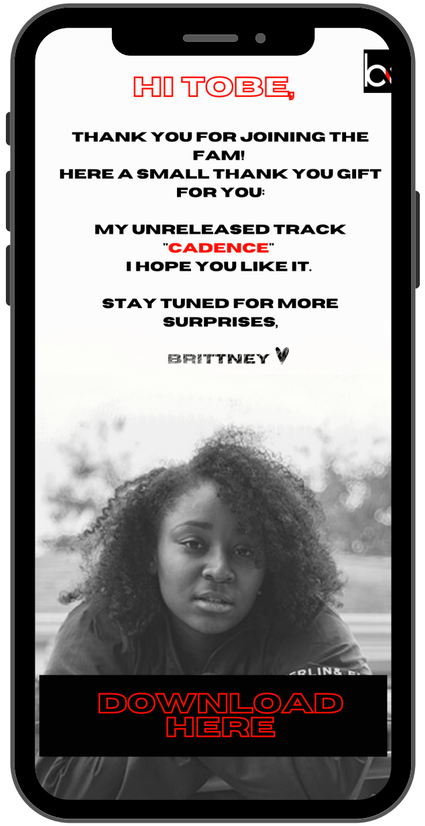
DIGITAL MARKETING.

BRITTNEY WILL COLLECT EMAIL ADDRESSES OF SUPERFANS AND SPORADICALLY SEND THEM UNRELEASED CONTENT, SUCH AS: SONGS, BTS SNIPPETS AND EXCLUSIVE VOTING POLLS.

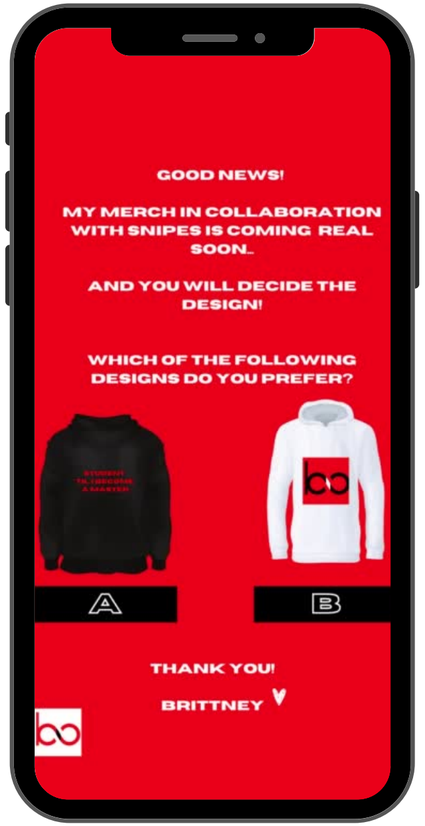
ANTICIPATING CONTENT TO THEM WILL MAKE THEM FEEL SPECIAL, AS THEY GET TO WAVE IT AROUND AS A BADGE OF HONOR, WHICH IS WHAT WE WANT TO ACHIEVE.

ABOUT THE CAMPAIGN

ARTEFACTS: E-MAIL CONTENT.



E-MAIL:
UNRELEASED SONG FOR ONLY SUPERFANS



E-MAIL:
VOTING POLL FOR DESIGN OF THE MERCH

ABOUT THE CAMPAIGN

SOCIAL MEDIA: RETENTION.

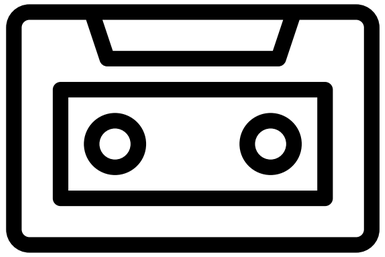
BRITTNEY WILL ALSO SEND HER TOP 5 SUPERFANS A “**LOOT BOX**” OF SURPRISES.

THE MARKETING VALUE OF A SUPERFAN UNBOXING HER **SPECIAL MERCH** ON SOCIAL MEDIA, SUPER EXCITED TO FIND THERE’S A LIMITED-EDITION MERCH AND SURPRISES IN THERE, IS PURE **GOLD**!

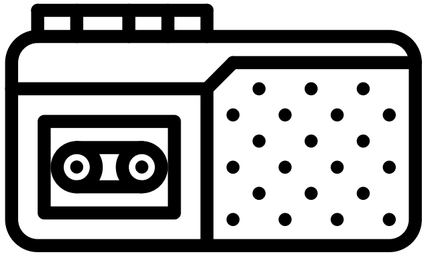
THE BOX INCLUDES:



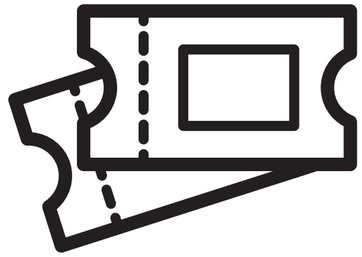
HOODIE LIMITED EDITION BC X SNIPES



A SIGNED AND NUMBERED CASSETTE



A COOL PORTABLE CASSETTE PLAYER



ONE MEET&GREET TICKET



A PERSONALIZED THANK YOU CARD

ABOUT THE CAMPAIGN

SOCIAL MEDIA: RETENTION
ARTEFACTS: LOOT BOX - HOODIE.

IN THE 1980'S, THE HOODIE BECAME PART OF A LOOK ASSOCIATED WITH **STREET STYLE**. ITS MASS ADOPTION BEGAN WITH THE PARALLEL **POPULARITY OF HIP-HOP** FROM THE UNITED STATES OF AMERICA.
BY THE 1990S, THE HOODIE'S IMPORTANCE AS BOTH **TREND** AND **ICONIC STAPLE** WAS WELL ESTABLISHED THANKS TO **HIP HOP'S RISE** INTO THE **MAINSTREAM** AND THE **ENORMOUS RISE** OF **URBAN FASHION** AND HAS BECOME SO A **CULTURAL SYMBOL**.

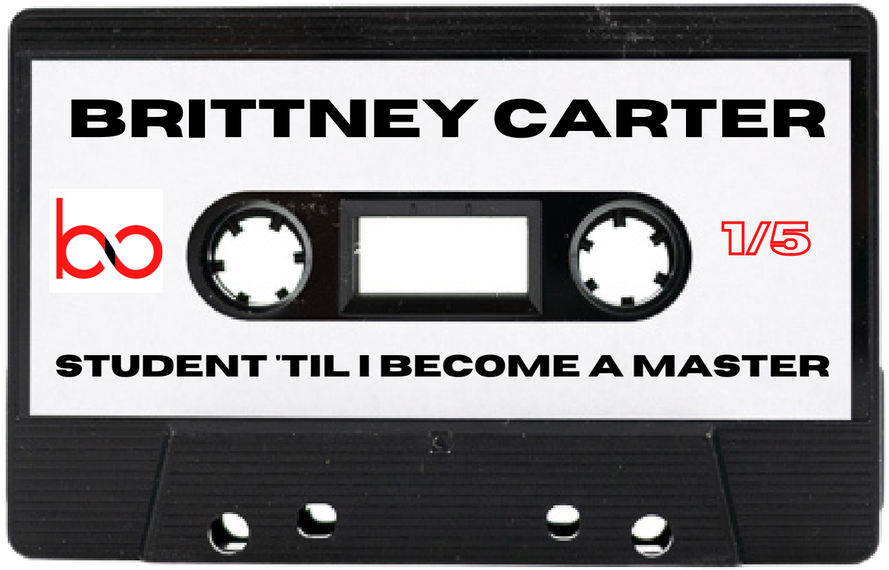


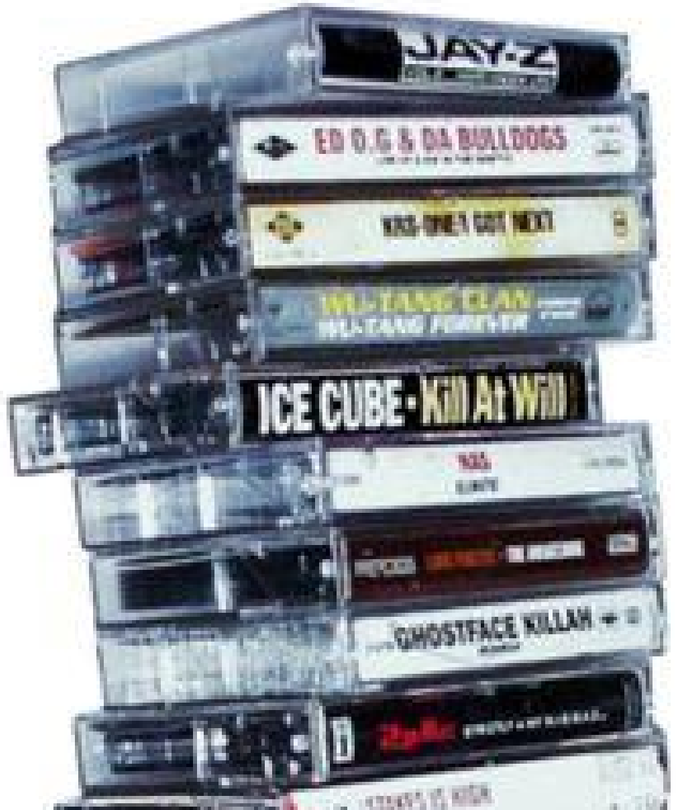
CASSETTES HELPED **SPREAD HIP-HOP** AROUND THE **WORLD.**

SINCE THE 1980S, AMATEUR AND UNSIGNED ARTISTS COULD RECORD THEMSELVES AND PROMOTE THEIR MUSIC INDEPENDENTLY. TAPES COULD BE EASILY **COPIED** AND **SHARED** AND UNLIKE RECORDS, PEOPLE COULD GET CREATIVE WITH THE INSERTS BY DECORATING THE TAPES WITH STYLED-OUT AND HAND-DRAWN **ILLUSTRATIONS** AND MAKING THEM **UNIQUE** AND **PRIZED**...

ABOUT THE CAMPAIGN

SOCIAL MEDIA: RETENTION
ARTEFACTS: LOOT BOX - CASSETTE.







ABOUT THE CAMPAIGN

SOCIAL MEDIA: RETENTION
ARTEFACTS: LOOT BOX
- PORTABLE CASSETTE PLAYER.

... AND PEOPLE WERE FINALLY FREE TO **ENJOY MUSIC ANYWHERE** THEY LIKED.

GIFTING SUPERFANS WITH THESE LITTLE AND ESSENTIAL **ARTEFACTS OF HIP HOP'S HISTORY** WILL **REAWAKEN** A SENSE OF REAL HIP HOP IN HER FANS.

ABOUT THE CAMPAIGN

SOCIAL MEDIA: RETENTION
ARTEFACTS: LOOT BOX
- THANK YOU CARD WITH MEET&GREET TICKETS.

THANK YOU NOTES WILL NOT ONLY SHOW FANS THAT BRITTNEY GENUINELY APPRECIATES THEIR SUPPORT, BUT THEY WILL ALSO PRESENT A GREAT CHANCE TO SHOW OFF HER PERSONALITY. THIS SMALL GESTURE WILL HELP DIFFERENTIATE HER ARTISTRY FROM BIGGER ARTISTS THAT DON'T SEEM TO HAVE THE TIME TO NOTICE **INDIVIDUAL FANS**.

BESIDES THAT, SHE WILL INCLUDE **ONE MEET&GREET TICKET** THAT WILL SHOW HOW MUCH BRITTNEY CARES ABOUT MEETING HER SUPPORTERS IN PERSON.

IN OTHER WORDS, WE AIM TO ACHIEVE **LOYALTY**, **WORD-OF-MOUTH INTERACTIONS** AND **MEANINGFUL CONNECTIONS**.

ABOUT THE CAMPAIGN

LIVE PERFORMANCES: MEET&GREET.



BRITTNEY WILL EXTEND A SUPER INTIMATE **THANK YOU** TO HER TOP **5 FANS** ON THE STREAMING SERVICE SPOTIFY.

5 FANS **FROM ALL OVER THE WORLD**, WILL BE OFFERED A **UNIQUE** AND **ENGAGING EXPERIENCE**!

THEY WILL BE INVITED TO AN INTIMATE MEET&GREET AT THE **BLUE ISLAND PUBLIC LIBRARY** IN CHICAGO, WHERE SHE WILL DISCUSS AND PERFORM HER MUSIC.

WHY A LIBRARY? AND WHY THIS PARTICULAR ONE?

IT'S ALL ABOUT THE **MAGIC OF STORYTELLING...**
WHEN BRITTNEY WAS YOUNGER, SHE LIVED TOGETHER WITH HER FAMILY IN **BLUE ISLAND** FOR A FEW YEARS AND THIS WAS JUST ONE OF THE LIBRARIES HER MOTHER USED TO BRING HER TO GROWING UP - THIS ONE WAS ALWAYS HER FAVOURITE.

ABOUT THE CAMPAIGN

TIMELINE & RELEASE TACTICS.

APR 2021

SOCIAL MEDIA

MAY 2021

SOCIAL MEDIA

JUN 2021

SINGLE N.1 (FEAT. SERIOUS KLEIN)
SOCIAL MEDIA & PR
SPONSORED ADS

JUL 2021

SINGLE N.2 (FEAT. COOPS)
SOCIAL MEDIA & PR
SPONSORED ADS

AUG 2021

SINGLE N.3 (FEAT. SABA)
SOCIAL MEDIA & PR
SPONSORED ADS

SEP 2021

SINGLE N.4
"REVELATION"
SOCIAL MEDIA & PR
SPONSORED ADS

OCT 2021

ALBUM
REVELATION REMIX
SOCIAL MEDIA & PR
SPONSORED ADS

NOV 2021

INFLUENCERS
SOCIAL MEDIA & PR
SPONSORED ADS

DEC 2021

SOFAR
PERFORMANCE
SOCIAL MEDIA & PR

JAN 2022

LOOT BOX
SOCIAL MEDIA & PR

FEB 2022

RED BULL
PERFORMANCE
SOCIAL MEDIA & PR

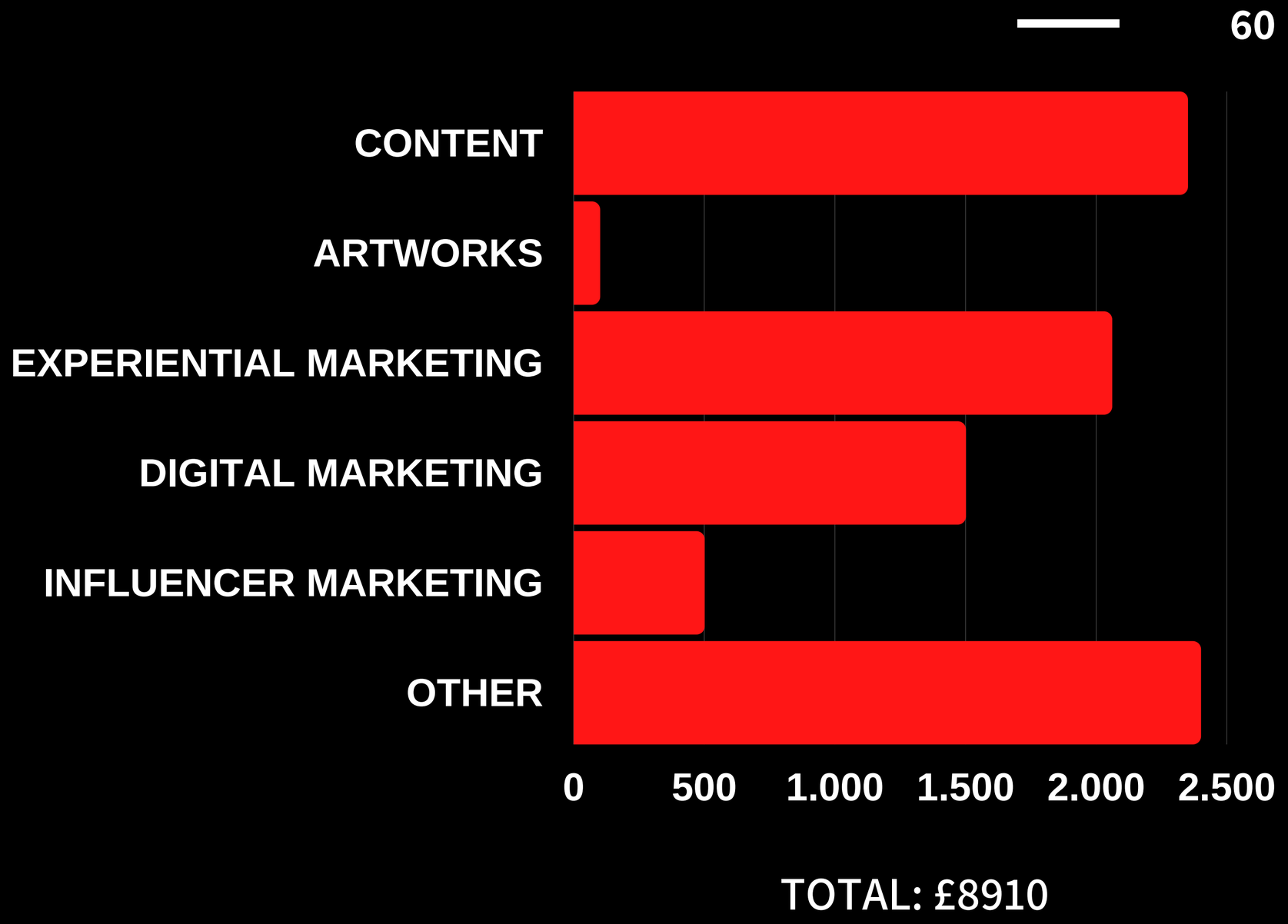
MAR 2022

MEET&GREET
SOCIAL MEDIA & PR

PLEASE REFER TO THE GANTT CHART FOR A DETAILED TIMELINE.

ABOUT THE CAMPAIGN

BUDGET.

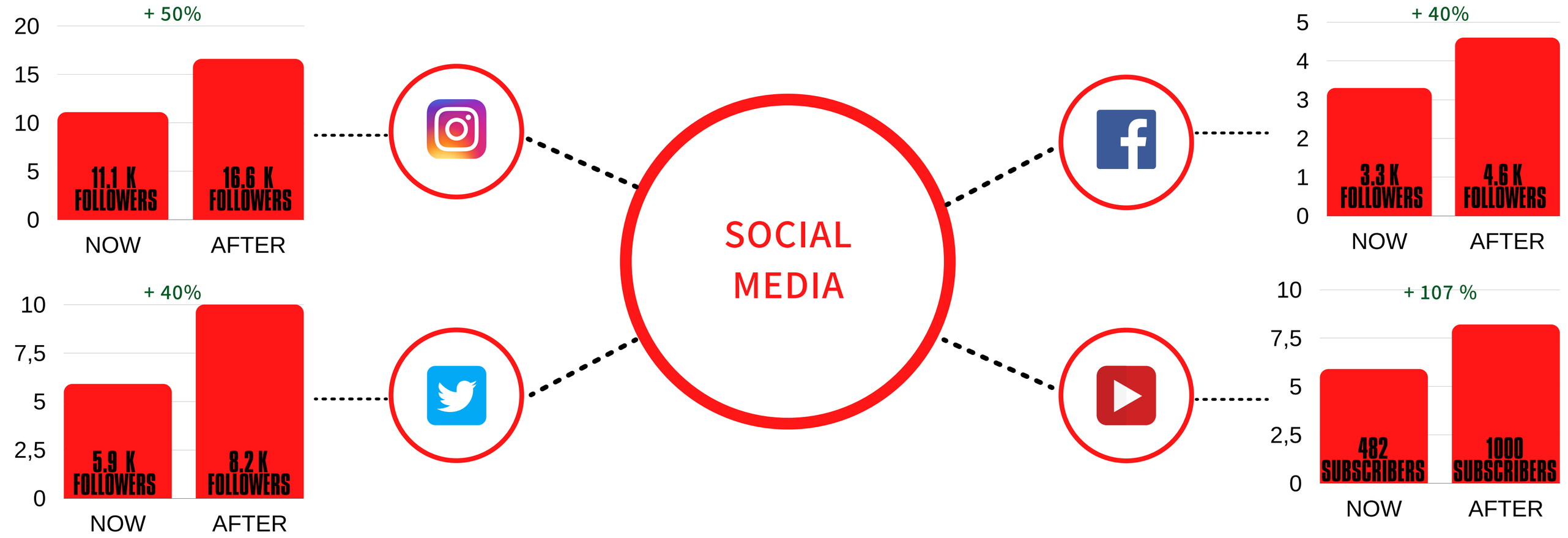


TOTAL: £8910

PLEASE REFER TO THE EXCEL DOCUMENT FOR A DETAILED BUDGET BREAKDOWN.

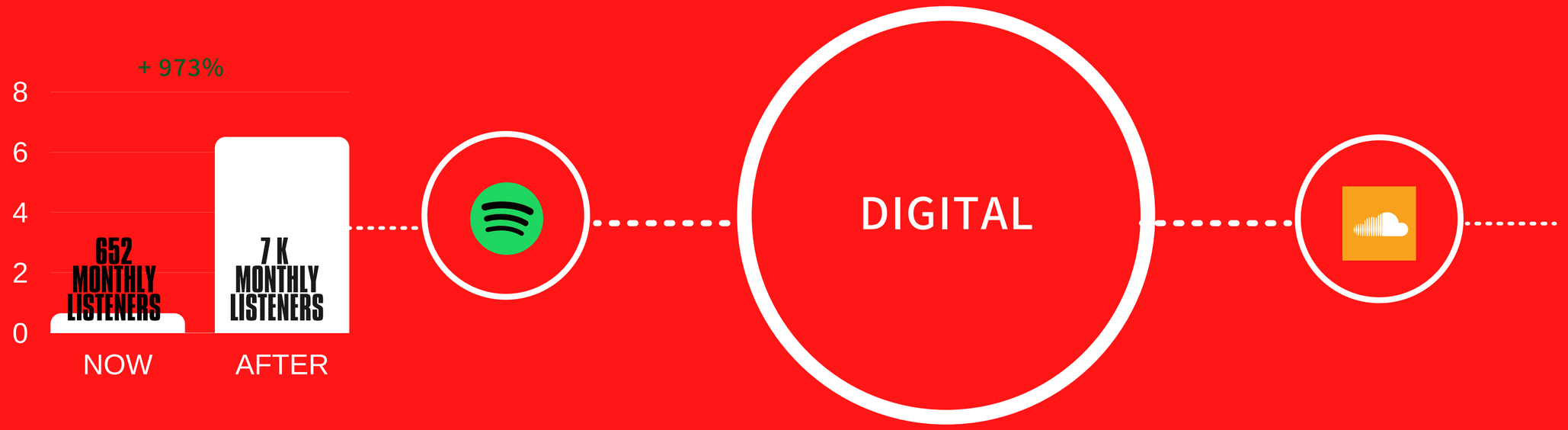
ABOUT THE CAMPAIGN

SOCIAL MEDIA AND DIGITAL STATISTIC PROJECTIONS.



ABOUT THE CAMPAIGN

SOCIAL MEDIA AND DIGITAL STATISTIC PROJECTIONS.



ABOUT THE KPIs

TO EVALUATE THE **EFFECTIVENESS** OF THE CAMPAIGN, VARIOUS **KEY PERFORMANCE INDICATORS** (KPIS) HAVE BEEN DETERMINED:

SOCIAL MEDIA AND DIGITAL STREAMING PLATFORMS - AUDIENCE GROWTH:

THIS KPI WILL ALLOW US TO UNDERSTAND HOW MANY PEOPLE THE ARTIST HAS GAINED AS A RESULT OF THE CAMPAIGN.

SOCIAL MEDIA DIGITAL STREAMING PLATFORMS- AUDIENCE DEMOGRAPHICS:

BY USING THE SOCIAL MEDIA MONITORING TOOL “**MELTWATER**” IT WILL BE POSSIBLE TO MEASURE IF THE CONTENT PROVIDED ON SOCIAL MEDIA IS HAVING AN **IMPACT** ON THE TARGET AUDIENCE AND THEREFORE IF THE ARTIST IS BEING SUCCESSFUL IN GAINING AWARENESS AMONG YOUNG PEOPLE AGED BETWEEN 18 AND 30.

SOCIAL MEDIA - ORGANIC IMPRESSIONS:

THIS METRIC WILL ENABLE TO DETERMINE HOW MANY PEOPLE WILL BE REACHED BY THE CONTENT PROVIDED WITHIN THE IMPLEMENTATION OF THE CAMPAIGN.

ABOUT THE KPIs

SOCIAL MEDIA - ENGAGEMENT:

FOLLOWING METRICS WILL FACILITATE THE MEASUREMENT OF ENGAGEMENT I.E. HOW WELL THE ARTIST IS CONNECTING WITH HER FANS AND/OR FOLLOWERS:
- THE NUMBER OF “LIKES” WILL ENABLE TO BETTER UNDERSTAND THE EFFECTIVENESS OF THE POSTED CONTENT.
- THE NUMBER OF “COMMENTS” WILL MEASURE HOW MANY PEOPLE ENGAGE IN CONVERSATION WITH OTHER READERS OR WITH BRITTNEY CARTER.
FURTHERMORE A QUALITATIVE MEASUREMENT WILL IDENTIFY THESE PEOPLE’S SENTIMENT I.E. THE TONE OF CONVERSATIONS ABOUT THE ARTIST, PRODUCT OR IDEA (POSITIVE, NEGATIVE OR NEUTRAL)

DIGITAL STREAMING PLATFORMS - PLAYLISTS INCORPORATIONS:

THIS KPI WILL ALLOW US TO UNDERSTAND ON HOW MANY PLAYLISTS BRITTNEY'S MUSIC WILL BE ADDED TO.

ABOUT THE KPIs

INFLUENCER MARKETING:

THE METRICS BELOW WILL ENABLE THE MEASUREMENT OF EFFECTIVENESS OF THE VARIOUS INFLUENCERS ON THE CHANNELS YOUTUBE AND INSTAGRAM BY:
- THE NUMBER OF PUBLISHED CONTENT
- THE NUMBER OF PEOPLE THAT WILL SEE THE POST
- THE ENGAGEMENT RATE (I.E. LIKES, COMMENTS, SHARES AND FOLLOWS) ON THOSE VARIOUS POSTS

PR - MEDIA COVERAGE:

WE WILL GATHER A LIST OF EVERY MEDIA SOURCE WHO WILL FEATURE BRITTNEY CARTER'S ARTISTRY (I.E. SOCIAL MEDIA, TV, RADIO, BLOGS ETC.).

ABOUT THE KPIs

DIGITAL MARKETING - SPONSORED ADS:

IN TERMS OF **IMPRESSIONS**, WE WILL QUANTIFY HOW MANY PEOPLE WILL SEE THE AD.
IN TERMS OF **REACH**, WE WILL QUANTIFY HOW MANY UNIQUE VIEWS ONE AD OF BRITTNEY CARTER WILL RECEIVE.
WHEN IT COMES TO **ENGAGEMENT**, THIS KPI (ENGAGEMENT RATE) WILL INDICATE HOW MANY PEOPLE WILL INTERACT WITH THE DISPLAY AD PRESENTED BY BRITTNEY CARTER.
LASTLY, THE **CLICK-THROUGH RATE** (CTR) WILL CALCULATE HOW MANY PEOPLE WILL CLICK ON THE AD.

DIGITAL MARKETING - E-MAIL:

FOLLOWING E-MAIL TRAFFIC PERFORMANCE KPIS HAVE BEEN IDENTIFIED:

TRAFFIC STATISTICS:
THIS KPI WILL DISPLAY THE NUMBER OF PEOPLE REACHED THROUGH E-MAIL MARKETING.
OPEN RATE:
THIS KPI WILL DISPLAY THE NUMBER OF PEOPLE THAT WILL OPEN THE E-MAIL SENT BY BRITTNEY CARTER.

ABOUT THE KPIs

CONVERSION RATE:
THIS KPI WILL DISPLAY THE NUMBER OF PEOPLE THAT WILL FOLLOW THE LINK (E.G. UNRELEASED SONG). BESIDES THIS, IT WILL INDICATE IF THERE WERE SPECIFIC DAYS OR CONTENTS THAT BROUGHT IN A LARGER NUMBER OF CONVERSIONS.
INTERACTION RATE:
THE NUMBER OF PEOPLE THAT RESPONDED TO THE E-MAIL SENT BY BRITTNEY (E.G. VOTING POLLS).

EXPERIENTIAL MARKETING - MEET&GREET:

WE WILL MEASURE THE SUCCESS OF THE MEET&GREET BASED ON:
THE ACTUAL DAY ATTENDANCE
THE ENGAGEMENT RATE (LIKES, COMMENTS AND SHARES) ON THE ARTIST'S POSTS AS WELL AS PEOPLE'S POSTS.

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WILSON, D. (2006). A LOOK UNDER THE HOODIE (HTTPS://WWW.NYTIMES.COM/2006/12/23/OPINION/23WILSON.HTML).