

ARTIST CAMPAIGN: BRITTNEY CARTER

TIME PERIOD: APRIL 2021 - MARCH 2022

	APR '21	MAY '21	JUN '21	JUL '21	AUG '21	SEP '21	OCT '21	NOV '21	DEC '21	JAN '21	FEB '21	MAR '21	Total
INITIAL INVESTMENT (in £)													
Logo	50												50
Outward facing content (e.g. Header banner YouTube and Facebook)	100												100
Website Development (e.g. third-party site design and development)	300												300
Total Initial Investments	450												450
Content (in £)													
E-Mail						50	50	50	50	50	50	50	350
Digital Ads			50	50	50	50	50						250
Social media	100	100	100	100	100	100	100	100	100	100	100	100	1200
Music Video							100						100
Total Content	100	100	150	150	150	200	300	150	150	150	150	150	1900
Artworks (in £)													
Single 1			20										20
Single 2				20									20
Single 3					20								20
Single 4						20							20
Album							20						20
Total Artworks (in £)	0	0	20	20	20	20	20	0	0	0	0	0	100
Experiential Marketing (in £)													
Meet&Greet													
Flights (5x)												1000	1000
Accommodation 2 nights (5x)												500	500
Other (Transport etc.)												250	250
Loot Box													
Hoodie (5x)									sponsored				
Personalized Cassettes (5x)									100				
Cassette Player (5x)									200				
Thank You Cards (5x)									10				
Total Experiential Marketing (in £)	0	0	0	0	0	0	0	0	0	310	0	1750	2060
Digital Marketing (in £)													
Single 1: Ads Instagram + Facebook (Feed + Story)			250										250
Single 2: Ads Instagram + Facebook (Feed + Story)				250									250
Single 3: Ads Instagram + Facebook (Feed + Story)					250								250
Single 4: Ads Instagram + Facebook (Feed + Story)						250							250
Album: Ads Instagram + Facebook (Feed + Story)							250	250					500
Total Digital Marketing (in £)	0	0	250	250	250	250	250	250	0	0	0	0	1500
Influencer Marketing (in £)													
Influencer Sponsorship (5x)								500					500
Total Influencer Marketing (in £)	0	0	0	0	0	0	0	500	0	0	0	0	500
Other (in £)													
Project Management	100	100	100	100	100	100	100	100	100	100	100	100	1200
PR	100	100	100	100	100	100	100	100	100	100	100	100	1200
Merchandise (Stripes Hoodies)	sponsored	sponsored	sponsored	sponsored	sponsored	sponsored	sponsored	sponsored	sponsored	sponsored	sponsored	sponsored	0
Total Other (in £)	200	200	200	200	200	200	200	200	200	200	200	200	2400
Total Expenditure (in £)	750	300	620	620	620	670	770	1100	350	660	350	2100	8910