PEONIE - M&H PORTFOLIO

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Module Title: Creative Music Management
Module Code: BMTY7000
Assignment Title: Portfolio
Lecturer's Name: Harry Leckstein



(Image 1-3)

Portfolio Contents

- *'Mistakes & Heartbreaks' Original Single*
- *'Mistakes & Heartbreaks' Original Remix (DigitalTek)*
- *Single Artwork & Iconography*
- *Lyric Video & The Making-Of Promotional Teasers*
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Project Outline

This portfolio documents the creation, planning, and distribution of a new original single and remix called 'Mistakes & Heartbreaks'. The single is due for release in March by up-and-coming artist PEONIE. Our team has been recruited to oversee the project and help deliver this to the market. We will be required to investigate the latest trend in music marketing and navigate the social media landscape by successfully utilising our skills in all areas of the music business.

This portfolio displays all the relevant assets required for a successful campaign and covers the initiatives we have taken in marketing, finances, and distribution. From the inception of the campaign to the track's release, and beyond, we have devised a detailed management plan while incorporating research to achieve best practices.

Group Roles

Lucan Mills (PR & Distribution)

- Blogs, Publications, Radio
- Artwork, Iconography & Social Media Assets
- Single, Remix Distribution & Streaming Play-listing

Lucy Clyne (Project Management)

- Release Timeline
- Release Goals

- Operating Finance & Additional Funding

Jack Smith (Promotion & Merchandise)

- Promotional Videos
- Live
- Merchandise

Joey Sensier (Marketing)

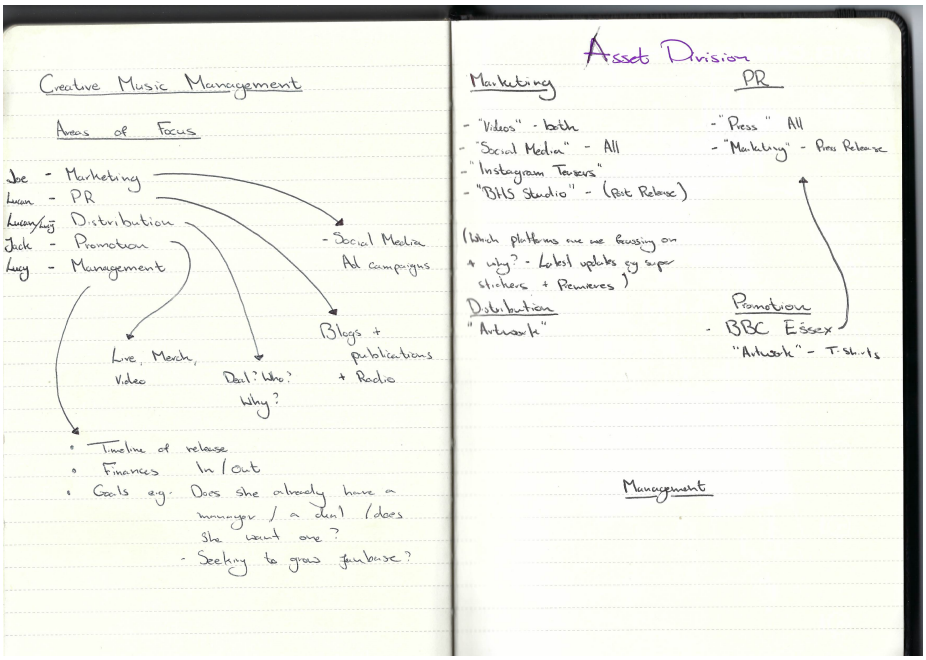
- Advertising
- Social Media
- Strategy Campaign

Group Meetings

In our group meeting, we analysed the team's strengths and set about devising each team members responsibilities. We planned out key objectives and goals for each person, which would help deliver the best results for PEONIE's release.

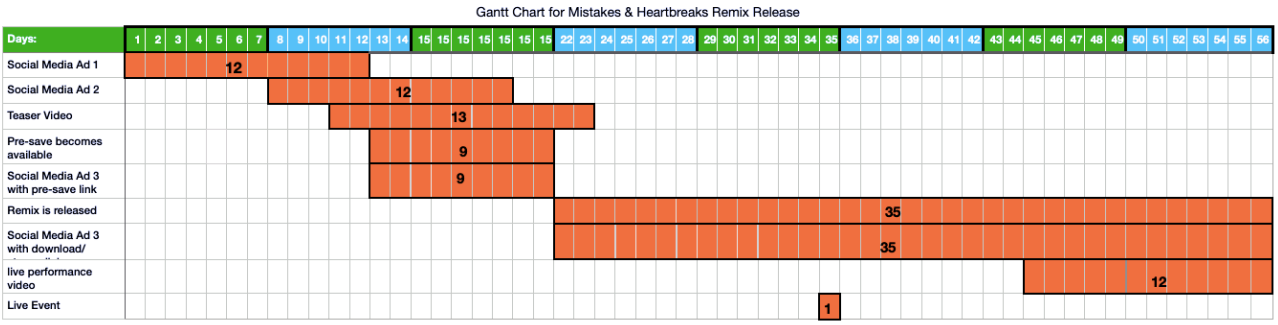
After studying PEONIE as an artist and researching previous releases, we discussed the best approach for releasing the new single and remix, whilst simultaneously developing PEONIE's presence as an artist. We discussed using social media to raise awareness of her new music to deliver even better-targeted results for the client.

The team then devised which assets we would need to complete this project and split these into the relevant roles. After establishing a good relationship with artist and management, we had full access to PEONIE's catalogue of work, branding inspirations, and influences. This helped immensely in making the project precise and artist-centric.



(Image 5, Meetings Minutes).

In our second meeting, the team created a Gantt chart to provide a preliminary timeframe for achieving specific goals. This gave us a rough framework for social media activity, teaser videos, and ads that we could use to promote the song effectively. “Planning and scheduling become more effective if use Gantt charts. Project managers visualise their resource capacity and this allows them to allocate people to projects correctly so key resources don’t become overworked.”, (Ku, 2018).



(Image 6, Gantt chart).

Mistakes & Heartbreaks Original Single & Remix



(Image 7, Mistakes And Heartbreaks Press Shot).

'Mistakes and Heartbreaks' is the original single due to be released by PEONIE in March 2021, followed shortly by an original remix by DigitalTek. Rhys Fletcher Music produced the original song, and the track was recorded at Tileyard Studios in London. The solo single Mistakes & Heartbreaks' is a relaxed, chilled and irresistibly infectious track that is a fitting introduction to this similarly cool, chilled, sexy and irresistible new Essex bombshell! 'Mistakes & Heartbreaks' will be released to bring this worrying period of infection, some real infectious and seductive warmth.

The remix to 'Mistakes and Heartbreaks' was commissioned to DigitalTek, (DigitalTek, 2021), who has a robust following on streaming platforms with over 65,000 monthly listeners to his name. PEONIE has previously collaborated with DigitalTek on a track called 'Makes Me Wanna Know', which has gained over 170,000 streams on Spotify and gained vast playlist attention upon release. This track came out under Jupita Records, (Music, 2021).

DigitalTek provides a sultry Ibiza-style vibe to 'Mistakes And Heartbreaks' and explores electronic music's soft nature. PEONIE plans to release this remix shortly after the original release to gain dance and electronic playlists and continue the momentum around the original single release.

You can hear the original single 'Mistakes and Heartbreaks' and the DigitalTek remix below:

‘Mistakes And Heartbreaks’ (Original Single)

https://soundcloud.com/lucanmills/peonie-mistakes-and-heartbreaks-radio-edit/s-ACd0cGS3zjZ

‘Mistakes And Heartbreaks’ (DigitalTek Remix)

https://soundcloud.com/lucanmills/peonie-mistakes-and-heartbreaks-digitaltek-remix-club-mix/s-6Pkc13XW6TL

We utilised part of our budget on this project towards a quality mix and mastering engineer that could bring the best out of both tracks. We opted for Rhys Fletcher in Witney, Oxford, (rhysfletchermusic.com, 2021), who has had success most notably a number one record in 17 countries. Fletcher delivered a quality result on the records, which was subsequently signed off by the client.

Single Artwork & Iconography



(Image 8, Preliminary Artwork Designs).

When researching options for iconography and artwork creation, we looked at various options that may be suitable, and after discovering Fiverr, we decided to pursue this route. We reviewed various artists on the platform, but after coming across YKRETOUCHER, we found that his style and vision suited the project well. We decided to hire him to produce the song's artwork (ykretoucher, 2021).

After proceeding with various design ideas and colour schemes, we went with the heart's aesthetic and opted for light colours. Pink is a colour associated with love, kindness, and femininity. We felt this would work well with PEONIE dressed in black representing the darker side of the track, in which she discusses mistakes.

YKRETOUCHER played with various images in the preliminary designs but opted with PEONIE staring away from the camera to evoke a feeling of contemplation.

The photoshoot for this project took place at Editorial Studios in Manchester and was shot by Jensen Francis (EditorialStudios, 2021). You will find a selection of backstage photographs and videos from this photoshoot in the EPK link provided at the end of this portfolio.



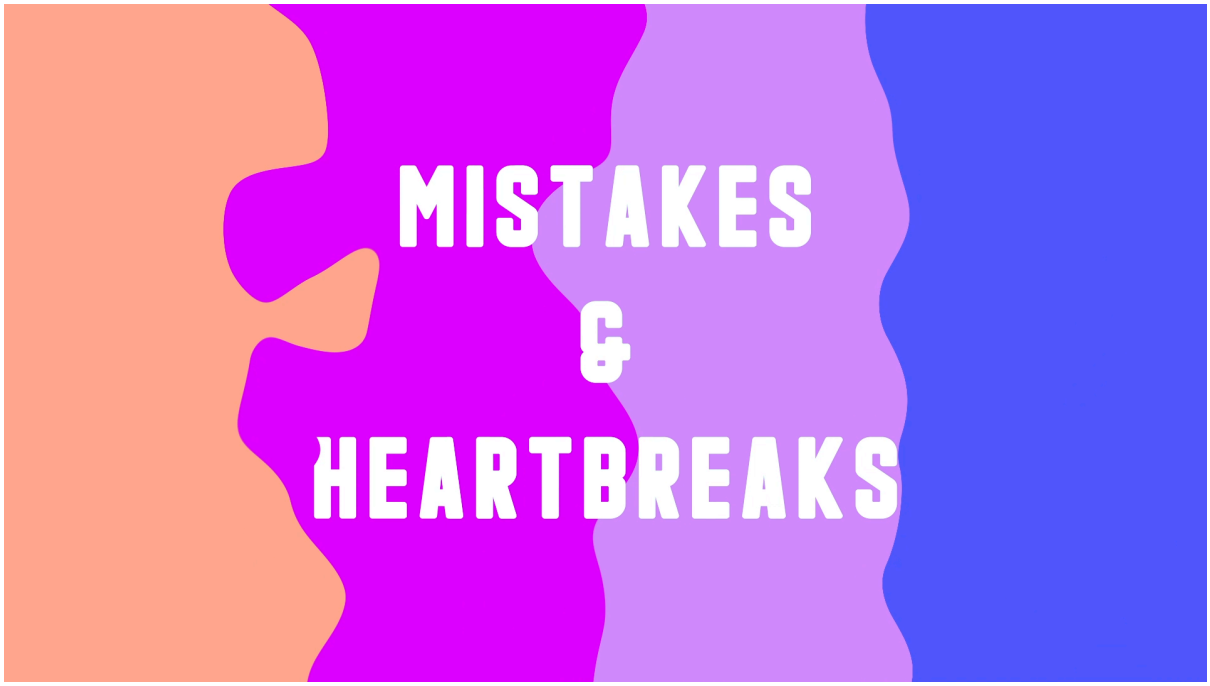
(Image 8, Final Artwork Design).

Lyric Video & The Making-Of Promotional Teasers

When we had received the final tracks, we wanted to create a lyric video for the campaign that we could use to help support the release on YouTube and Vimeo. “Lyric videos are a great way to tease the big release to come! Not only do they spread the word about your album, EP, or your project in general, but

you'll get your most engaged fans and followers to start memorising the lyrics to your song right away" (Tuzcu, 2020).

We reached out to various video makers on Instagram and came across Joe Sheridan, who directed us towards his Vimeo showreel, (Sheridan, 2021). Joe has worked on similar projects and loved the project. He was keen to create a lyric video that would utilise the colour schemes we had discussed in the campaign strategy.



(Video 1, Mistakes And Heartbreaks Lyric Video).

The lyric video can be viewed here and is also available in the EPK link provided at the end of this portfolio:

https://www.youtube.com/watch?v=8TBdVmMjD2w

We then utilised MOJO's app to make a series of teaser videos for social media services using the lyric video and other assets we had from their artwork and logo creation. The app is very professional and has many features for

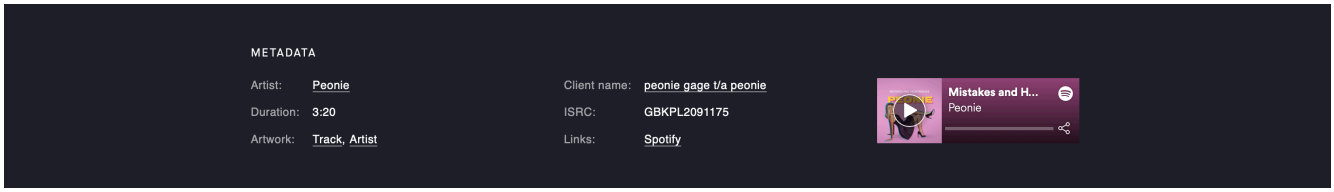
making high-end videos for use on Instagram. It has over 300 premium templates to choose from. You will find these included in the EPK link provided at the end of the portfolio.

Distribution & Play-listing

When looking into the best distribution options for PEONIE' new single, we explored various options, including AWAL, TuneCore, and Ditto. After researching what each distributor offered, we decided to opt for Kobalt's distribution service AWAL.

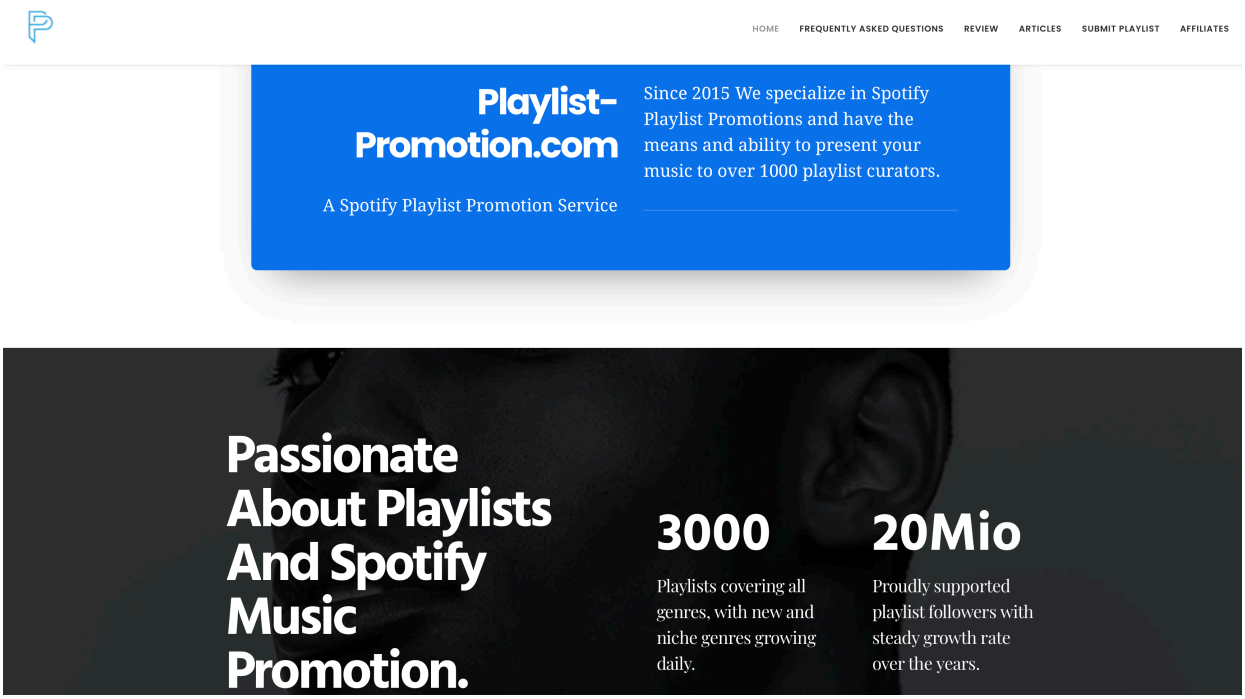
AWAL launched in 1997 and have carved out a strong position in the industry. Kobalt do not accept just anyone onto the platform, and an application process is in place to make sure you are a credible artist. Once you are affiliated with AWAL, you can move up through the ranks to their plus and core services, which provides you with a personal rep, play-listing support, and sync services. AWAL is built for long term support, and their USP is to help develop artists beyond distribution (AWAL, 2021).

Kobalt also provides a detailed analytics service and app that can be utilised by the artist to stay on top of their music releases. You can see a snapshot of the 'Mistakes & Heartbreaks upload below.



(Image 9, AWAL).

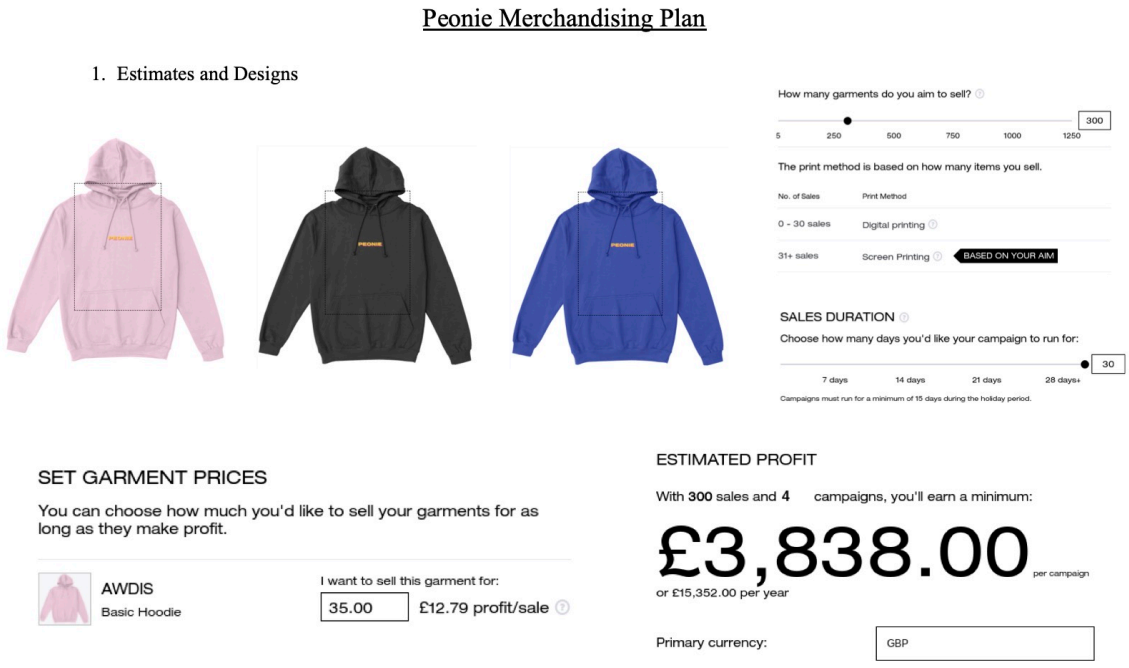
In our campaign plan, we had accounted for a budget for play-listing on streaming services. After a recommendation from an artist in LA, we opted to use a company called Playlist-Promotion based in the U.S.A. We managed to secure a discounted deal for the 200k follower package through a mutual connection, which guarantees your music to be added to playlists with at least this follower reach. For this package, your estimate organic streaming numbers are due to hit between 30k-60k, and there is no limit to how long your music will stay on the playlists (PlaylistPromotion, 2021).



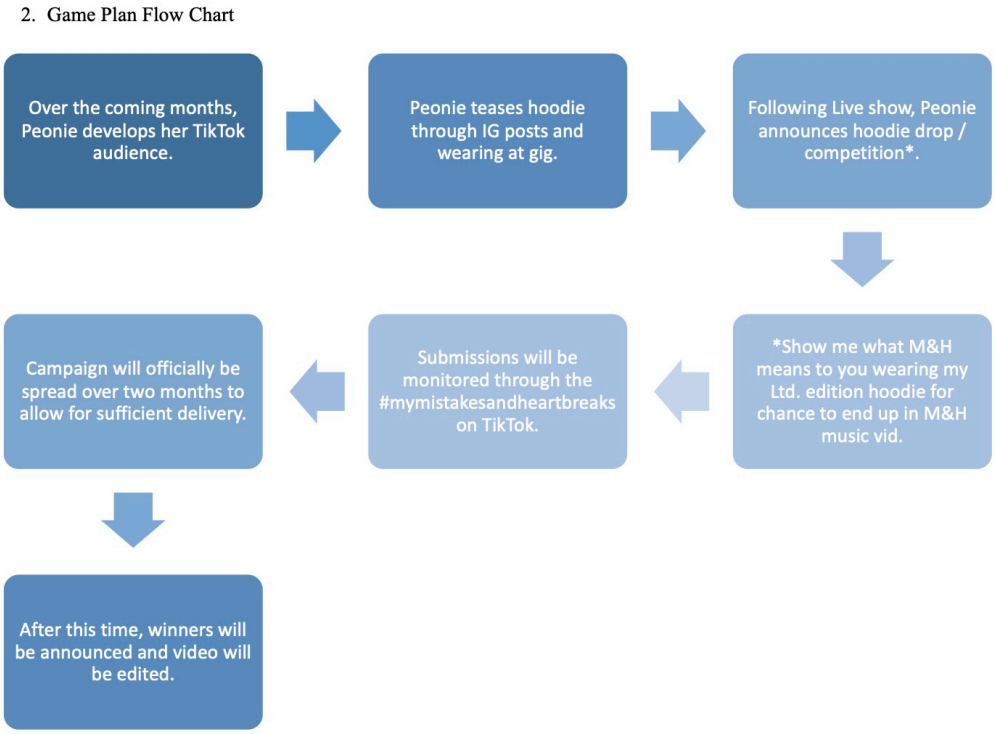
(Image 10, playlist-promotion.com).

Merchandise

We have devised the merchandising campaign for this campaign to establish a consistent momentum for 'Mistakes and Heartbreaks' by engaging fans with artist involvement. The plan draws inspiration from a recent campaign by Pop/Punk artist, Ashnikko (Musically, 2020). The merchandise is also a great asset to the campaign as the campaign's financial risk is mitigated through EverPress, who offer a D2C service with no upfront cost (EverPress, 2020). At its best, this campaign offers the chance to generate a significant profit to aid future campaigns, with no upfront risk.



(Image 11, PEONIE Merchandise Plan).



(Image 12, Game Plan Flow Chart).

The team also put together a game plan flow chart explaining the merchandise campaign and how we will engage fans. The plan starts with releasing the hoody via online imagery before announcing a competition. This will encourage fans to purchase the merchandise to be in the new music video for the single. This will further direct fans towards Tik-Tok in order to grow user engagement and build a bigger fanbase.

Industry Feedback (Radio / Press)

After gathering the necessary assets required to approach media and radio, we decided to reach out to local stations and newspapers, which would have a vested interest in supporting an act from the surrounding area. We contacted The Daily Gazette in Essex, interested in writing a piece for the newspaper and online. This was a substantial boost for the campaign and meant we could gain some interest in PEONIE and the campaign before the release.



Young West End actress dreams of becoming a chart-topping popstar at just 20 years old

By KATHERINE PALMER

Hills are alive with the sound of Peonie

■ Dreams - young actress Peonie Gage is hoping to fulfill her dream of becoming a popstar

There was a rush and a buzz that comes with being on stage and that's where my passion came from

■ Rehearsal - Peonie Gage in the studio

(Image 13, The Daily Gazette).

We also reached out to the local BBC Introducing team at BBC Essex radio station to see if we could build a relationship with the artist team. We managed to establish a connection with the Introducing show producer, and PEONIE was invited in for a live performance and interview with Tony Fisher.



(Image 14, PEONIE, BBC Essex).

This Daily Gazette article above also coincided with the press release we had drafted by PEONIES management company Pyramid Music. The full article can be found in the EPK link provided.



PEONIE - 'Mistakes & Heartbreaks'

ESSEX GIRL…….GOING GLOBAL in 2020!

She starred as Cinderella at The Royal Albert Hall aged 9, then in The Sound of Music at The Palladium aged 11; then in her teens, Grease, Pirates of The Caribbean and Legally Blonde. Then as a graduate of ELAM (East London Arts & Music), the early signs were that Peonie Gage would be destined for a life starring in musical theatre.

But this determined, now 19 year-old, Essex girl has turned her back on the theatre world, preferring instead to propel herself toward global chart success as a recording and touring artist. So she has written and recorded her own album, filled with what Miley C would refer to as …'Bangers'!

Not surprisingly, Peonie has captured talent scouts attention wanting to snap her up for X-Factor, BGT or The Voice. But this resolute Colchester girl is doing it her own way; she's put a band together, she's been on the road and she's now about to launch her debut music, to see 2020 in with a bang.

Peonie's debut solo single is the sexy 'Mistakes & Heartbreaks'. It's a cool, chilled and irresistibly infectious track that is a fitting introduction to this similarly cool, chilled, sexy and irresistible new Essex bombshell!

'Mistakes & Heartbreaks' is released on March 13 to bring this worrying period of infection some real infectious and seductive warmth. The track is distributed by AWOL, and will be available on all platforms.

Contact: Lucan Mills: management@pyramid-music.co.uk or Rick Blaskey: rick@tmmp.co.uk

(Image 15, Mistakes And Heartbreaks Press Release).

Marketing Strategy inc Digital Promotion & Live

Our promotional plan's two goals are to build anticipation for the release date and extend the interest in PEONIES single. Our team has orchestrated certain actions to meet these goals: the merchandising via a Tik-Tok campaign mentioned earlier and live performance.

The overall arrangements of the live gig are evident through the asset provided. The Next Door Records location is chosen because of a personal connection with a member of our team. This contact provided us with ease of access, alongside the benefits of a new and upcoming venue. A capacity of 120 people provides us with a realistic target for tickets. It is of sufficient size to help build awareness of PEONIE through the social media coverage of gig-goers. The date of the event was carefully considered. It is official placement after the pre-save link has been released, and before the single's release, it will help augment streaming statistics on release day (Ditto, 2020).

After considerable thought, our choice of ticketing company was also selected, utilising ten essential features outlined by Eventbrite (2017). See Tickets satisfies each of these features, including useful sales data (SeeTickets, 2020). At the same time, Ticketmaster offers the most comprehensive packages (Ticketmaster, 2020). See Tickets allows us to offset any costs whilst keeping ticket rates low (SeeTickets, 2020).

In addition to the gig itself, steps have been taken to initiate a commercial partnership with Two Tribes Brewery to create an additional revenue stream for the event. While official talks are needed, NDR has agreed to terms that could bring a further £200 of income to the PEONIE campaign.

Peonie at Next Door Records PEONIE

Venue: Next Door Records
Capacity: 120
Date: TBC
Time: 7pm Doors Open
Deal: All online ticket sales go to Peonie team. NDR retain all bar sales.
N.B. NDR has agreed to share limited sales statistics to aid future negotiations.
Ticket Price: £5 / £7 OTD
Ticketing Company: See Tickets

Set List:

- Mates No More
- Just Sayin'
- What a Wonderful World (Cover)
- My Way
- Mistake and Heartbreaks
- Here We Go Again
- Funeral Bells

Performers:

- Peonie
- Guitar (Acoustic)

120 x £5 = Peonie Team profit: £600

Event Sponsorship: Two Tribes Brewery

- NDR would be open to the inclusion of a sponsored event as it allows them to see how well Two Tribes beer would sell; potential for a future partnership.
- Details of deal to be worked out in a joint meeting
- Potential: Two Tribes set up a stall in standing area to sell beers from, splitting profits with NDR and Peonie team 40:40:20.

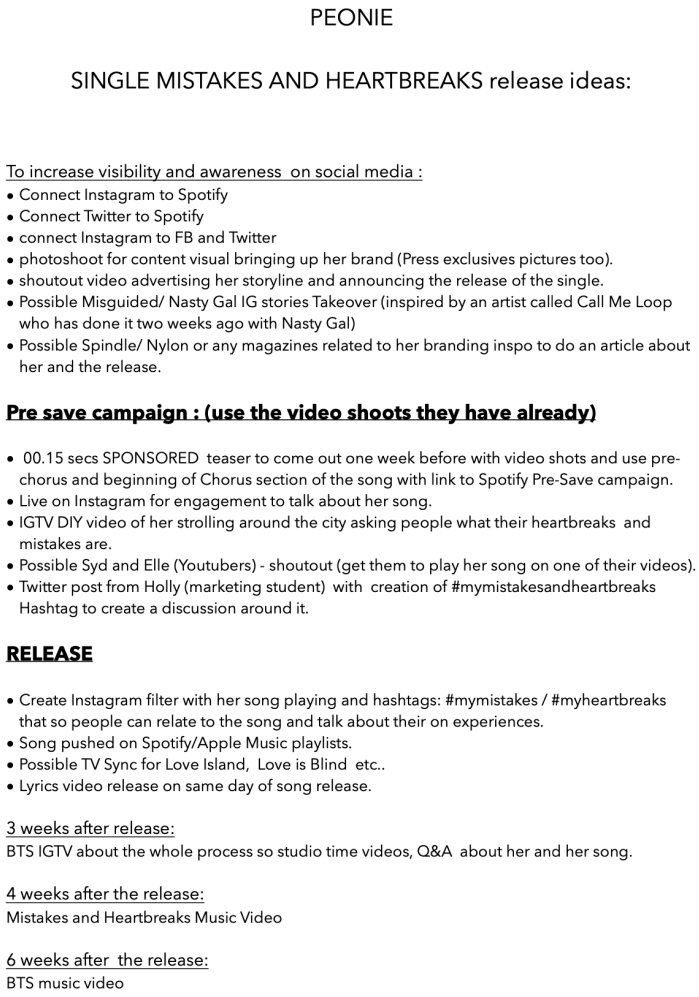
240 x £4.50 = £1,080

Peonie Team Profit: £216

Promotion		
Peonie	NDR	Two Tribes Brewery
Utilisation of Instagram mainly. Other socials such as Facebook and TikTok will also be utilisedwhere appropriate.	Will supply ticket and pre-save links along with any other assets for their socials and email lists.	Will supply ticket and pre-save links along with any other assets for their socials and email lists.
Suggestions		
Picture of the whole team at NDR with the boys		
Picture of the whiteboard with Peonie's name on it		
Video of a quick practice in the space		
Picture of Peonie speaking with the Two Tribes team		
Links added across bios		
TikTok - Ticket song		

(Image 16, Next Door Records).

Whilst the team looked into the specific marketing angles we could take with the campaign, we had a marketing student from Tileyard Education draft a preliminary marketing idea for the campaign that would engage new listeners.



PEONIE

SINGLE MISTAKES AND HEARTBREAKS release ideas:

To increase visibility and awareness on social media :

- Connect Instagram to Spotify
- Connect Twitter to Spotify
- connect Instagram to FB and Twitter
- photoshoot for content visual bringing up her brand (Press exclusives pictures too).
- shoutout video advertising her storyline and announcing the release of the single.
- Possible Misguided/ Nasty Gal IG stories Takeover (inspired by an artist called Call Me Loop who has done it two weeks ago with Nasty Gal)
- Possible Spindle/ Nylon or any magazines related to her branding inspo to do an article about her and the release.

Pre save campaign : (use the video shoots they have already)

- 00.15 secs SPONSORED teaser to come out one week before with video shots and use pre-chorus and beginning of Chorus section of the song with link to Spotify Pre-Save campaign.
- Live on Instagram for engagement to talk about her song.
- IGTV DIY video of her strolling around the city asking people what their heartbreaks and mistakes are.
- Possible Syd and Elle (Youtubers) - shoutout (get them to play her song on one of their videos).
- Twitter post from Holly (marketing student) with creation of #mymistakesandheartbreaks Hashtag to create a discussion around it.

RELEASE

- Create Instagram filter with her song playing and hashtags: #mymistakes / #myheartbreaks that so people can relate to the song and talk about their on experiences.
- Song pushed on Spotify/Apple Music playlists.
- Possible TV Sync for Love Island, Love is Blind etc..
- Lyrics video release on same day of song release.

3 weeks after release:
BTS IGTV about the whole process so studio time videos, Q&A about her and her song.

4 weeks after the release:
Mistakes and Heartbreaks Music Video

6 weeks after the release:
BTS music video

(Image 17, M&H Marketing Idea - Tileyard Education).

This idea ties in nicely with the merchandising campaign and can help support the hashtag initiative on social media. By creating a theme around people's mistakes and heartbreaks, we can inspire a stronger connection between artists and fans.

After reviewing the initial marketing ideas, the team put together a more concise plan covering our objectives, key performance indicators, and target

audience. We then split this into a structured breakdown of how this would work, taking into account all aspects of the campaign.

Marketing Strategy
During developing this marketing strategy, we decided on several different options to grow Peonie's audience further. Joe Sensier, Marketing Lead, created the following marketing strategy, as shown below.

Marketing Objectives

- Create internet hype around the release Mistakes and Heartbreak
- To grow Peonie's audience on social media and music streaming services
- Create new social media accounts on different platforms to reach the target audience effectively
- Build an Email List which can then be used for future marketing campaigns

Key Performance Indicators

- 100k streams across all streaming platforms within 9 months of release
- 5-10% increase in follower on social media platforms
- 5-10% increase in engagements on social media posts
- Build and grow Snapchat account to over 250 followers
- Successfully generate internet hype over the release of Mistakes and Heartbreaks

Target Audience

- The age group of 16-25
- UK, USA and Europe. Mainly focusing on urban cities like London, New York, Los Angles or Paris
- Fans of Pop Music, RnB and alternative RnB
- Fans of artist like Ariana Grande, Dua Lipa, Anne Marie, Blackbear and similar artists.

(Image 18, M&H Final Marketing Strategy).

Weeks 1 - 4:

- Start running daily Instagram adverts to reach two thousand impressions per day, rotating the content from a range of available assets. Budget £10 per day, £70 per week.
- Three-time per week running Facebook Ads to reach one thousand impressions. Budget £10 per day, £30 per week.
- Post content to all social media platforms – using available assets (Instagram, Twitter, Snapchat and Tiktok)
- Launch the Pre-Save campaign
- Reach out to Blogger and Influencers to start promoting Mistake and Heartbreaks, providing them with relevant content. Budget £100.

Release Day:

- Social media content across all platforms announcing the release
- Going live on Instagram
- Creating Instagram hashtags: #mymistakes / #myheartbreaks that so people can relate to the song and talk about their own experiences.
- Posting people listening to Mistake and Heartbreaks on Instagram and Snapchat stories (and thanking them)

Week 4 – 8 (Post Launch):

- Ad campaigns to continue
- (Early release) Use the mailing list to send exclusive information about behind the scenes content and touring information.
- The general release of BTS content, Q&A (live or IGTV) and touring info to all social media platforms
- In 8th week the release Mistakes and Heartbreak Music video

(Image 19, M&H Final Marketing Strategy).

PEONIE currently has 7,686 followers on Instagram, 472 followers on Twitter and 3,437 on Tik-Tok.

This campaign's most notable contribution will be from digital and online adverting using social media. We will be focusing on Instagram, Snapchat, Facebook and Tik-Tok. These Platforms have the best chance to reach our target audience successfully. We will reach out to relevant music and lifestyle Bloggers and Influencers to arrange for them to promote PEONIE and help raise awareness of the upcoming release with their followers.

The team plans to continue growth on and promote PEONIES mailing list via her social media as this is still a handy marketing tool and can then be used for future marketing campaigns. It can help distribute early and exclusive content to fans who have signed up—keeping them updated all the time. We recommended that PEONIE creates a Snapchat account as Snapchat has massive potential to allow direct connection with her fans in a more personal way, especially within the targeted demographic. Snapchat could help boost streaming numbers and engagements with fans.

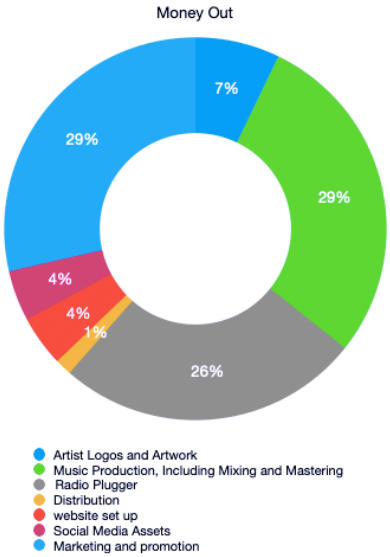
Using social media platforms, we can build and grow PEONIES following and then use that to the campaign's advantage by creating content to Instagram, Twitter, Tik-Tok and Snapchat, engaging with the target audience with information about her music, life and any tour information.

Operating Budget & Additional Financing

Finances

Funding	
Tileyard Education Investment	£500
Self Investment	£500
PRS Foundation Open Fund	£4,000
Total income	**£5,000**

Money Out	
Artist Logos and Artwork	£250
Music Production, Including Mixing and Mastering	£1,000
Radio Plugger	£900
Distribution	£50
website set up	£150
Social Media Assets	£150
Marketing and promotion	£1,000
Total expenses	**£3,500**



Profits Made	
Two Tribes Sponsorship	£216
live event tickets	£600
live event bar split	£40
Merchandise Sales	£3,838
Total income	**£4,694**

Money Left Over	
Income minus expenses	£6,194

(Image 20, Campaign Budget).

At the beginning of this campaign, we started with a working budget of £500, provided by Tileyard Education (Tileyard, 2021). A self-investment of £500 further boosted this money by PEONIE, which helped boost our further funding applications.

Upon looking into other ways to source funding, we came across The Open Fund by The PRS Foundation, which offers music creators the ability to apply for up to £5000 funding (PRSFoundation, 2021). We gathered together our assets and a detailed plan on our campaign and self-investment, which was a requirement to the value of 10% of our total campaign finance requirements. We managed to secure £4000 in additional funding for the project, giving us a working total of £5000.

This budget was a healthy sum that would give us extensive options in terms of expenditure. The money-out section on our budget plan above (Image 18) displays the expenses we will incur on the 'Mistakes And Heartbreaks' campaign—our most significant outlay on the music production itself and the marketing and promotion of the singles.

As you can see from our profits made section, we can gain significant potential profits from our live performance arrangement and pending sponsorship from Two Tribes Brewery.

We are aiming after this campaign to have a balance of £6,194 remaining.

EPK & Assets Link

All of the assets listed in this portfolio, including images and video, plus bonus materials such as visuals, extended club remix, Instagram teasers, and behind the scenes content are all available in this live shared link.

The assets available are:

- Original Single and DigitalTek Remix
- Artwork
- Iconography
- Promotional Videos
- Social Media Assets
- Photo Shoots
- BBC Radio
- Newspaper Coverage
- Marketing & Press Release

Please feel free to view and download at your convenience.

https://app.box.com/s/gxgce6l510vw2tm9fxyjgtibmvcfyjvg

Word Count: 2742

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