

Ben Ellington



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Entertainment Marketing
Student Number – 1902904
Lecturer – Tim Ferrone
Assignment Title – Presentation

“Same Me” Release Plan
2020 / 2021



THE ARTIST

Ben Ellington is a singer, songwriter and producer.

Blends R&B and Trap to deliver his own unique brand of Alternative R&B with high commercial potential.

DIY Artist: The vast majority of his music is self produced and self written.



THE MARKET

Streaming is growing:
According to IFPI, 89% of
respondents now use
some kind of on-demand
streaming service.

Hip-hop/R&B has an
overall 26.5% share of total
music consumption.

(Mitchell, 2019)



AUDIENCE PROFILE

R&B audiences are usually teenagers and young adults between the ages of 13 to 34. (Statista, 2018)

Mostly female audience.

Would compare Ben's audience to artists such as; Brent Faiyaz, Roy Woods & Daniel Caesar



OVERVIEW

We will approach the summer release cycle with a strategic single release plan. Releasing 4 out of the 7 tracks from the album as singles

Conceptual artworks will accompany each single.



BEN ELLINGTON
PROMISES



OVERVIEW

Following the release of the album we will conduct a UK and European tour.

Including shows in; London, Manchester, Brighton, Birmingham, Dublin and Brussels.

BEN ELLINGTON
PROMISES



OVERVIEW

6 month plan of meaningful content alongside the album release and live activity.

Release of a deluxe version of the album in order to further stimulate streaming numbers and live ticket sales.



BEN ELLINGTON
PROMISES



GOALS

Our priority is to demonstrate physical and digital growth across the board in UK and Europe.

Our aim is to amount at least 1 million streams for the album over a 6 month period.

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TAKE WHAT YOU NEED



GOALS

Dominance of streaming allows us to keep momentum and build upon each single release.

We feel this can be achieved with a mixture of releases, live shows, and digital strategies.

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GOALS

We aim to engage fans via social media to help sell tickets for the UK/EU tour.

We will create media focus around the releases and tour in order to ensure continued streaming/follower growth.

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TAKE WHAT YOU NEED



ALBUM RELEASE

Bi-Weekly Conceptual
Release Of 4 Singles From
Album. Beginning June
2020.

Album Release: 21st August
2020.



ALBUM RELEASE

We have two deluxe singles ready to release in September/October.

This will help to bolster streaming numbers, keep fans engaged and provide more material for Live Sets.



ALBUM RELEASE

We will target UK and International blogs.

Reaching out to them with a press release at least a week before each single is dropped.



PROMOTION

Social media presence needs to be built from scratch.

We will focus on covering all social media channels e.g. FB /Twitter/ Instagram/YouTube, building an image of Ben Ellington, providing content and engaging with fans.



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6 FEET UNDER PATIENCE



PROMOTION

Traditional media
(Radio/Press).

Radio 1Extra.

BBC Introducing.

Radio 2.

Regional stations in tour
locations.

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6 FEET UNDER PATIENCE



PROMOTION

Blogs:

Pigeons and Planes – part of complex good for emerging artists.

Fact Magazine – good for emerging artists with an individual style.

A&R factory – helps industry professionals find new independent artists.



BEN ELLINGTON

6 FEET UNDER PATIENCE



PROMOTION

Kings of A&R – same as above.

Line of Best Fit – Champion new music, most influential music blog in the UK 2014.

Songdew – Community of musicians 20,000+ and over 1mil listeners, good platform to launch songs from.



PROMOTION

Paid advertising eg. Google ads, Facebook ads, Instagram Ads.

Single/Album release campaign, advertisements with pre save links.



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6 FEET UNDER PATIENCE



PROMOTION

Tour campaign with ticket links.

Targeting the cities where we will be touring in both cases.

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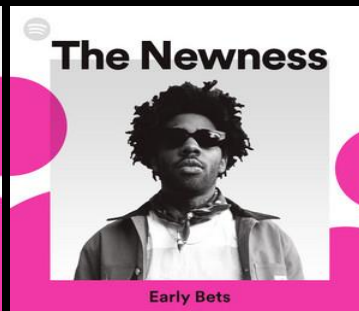
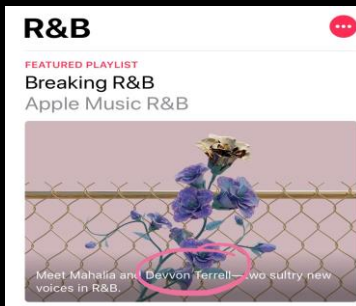
6 FEET UNDER PATIENCE



Playlists

We will specifically target playlists that fall under the category of R&B and Alternative R&B.

Deluxe single releases will aid streaming algorithms and keep playlisting opportunities to the maximum.



Spotify Canvas: Film short, vertical videos relating to the theme of the tracks/album.

Lyric videos – to make a series of album track videos.

Live videos – Using Live show footage to promote future events.

Nostalgic/Thematic posts– A series of posts revolving around the reflective theme of the album and single artwork.

YouTube: We would like to find ways to create content for YouTube as this is where younger audiences spend their time and discover music. Consistent series of content that could be rolled out bi-weekly or monthly. There are a range of ideas that could be utilised here including track deconstructions as well as beat making and song writing livestreams.



LIVE

Ben will perform in 4 UK cities as well as 2 EU cities throughout his tour.

Focused on cities that are considered to be taste making hubs and where Ben has friends/support.

This will allow us to reduce touring costs and ensure a crowd at live shows.



MERCHANDISE

We will prepare a line of merchandise featuring the various album/single artworks alongside key lyrics from the project.

T-Shirts will cost £20

Hats will cost £15



TIMELINE 2020

JUNE 2020

Livestream the beat making/song writing process for one of the singles
Start posting cryptic messages revolving around album theme on socials
Start teasing first single "Same Me"
Post first single artwork along with a paragraph revolving around the album concept

JULY 2020

1st Friday – Drop first single "Same Me" on all platforms
Drop lyric video
Drop full video
Drop behind the scenes video
3rd Friday – Drop second single
4th Friday – Drop third single

AUGUST 2020

1st Friday – Drop final single "Promises"
Drop lyric video
Drop full video
Drop Behind the scenes video
Tease the release of the full album with conceptual promotional video
3rd Friday – Drop full album
Follow up social posts

SEPTEMBER 2020

Announce UK tour
Tour marketing campaign
Tickets on sale for UK dates
Announce 2 extra EU dates
Tickets on sale for EU dates
D2C campaign starts
3rd Friday – 1st deluxe single drops

OCTOBER 2020

1st Saturday – 2nd deluxe single drops alongside tour promo video
3rd Saturday – UK tour 1st date: Brighton
4th Saturday – UK tour 2nd date: Birmingham
Drop tour promo content from first two dates

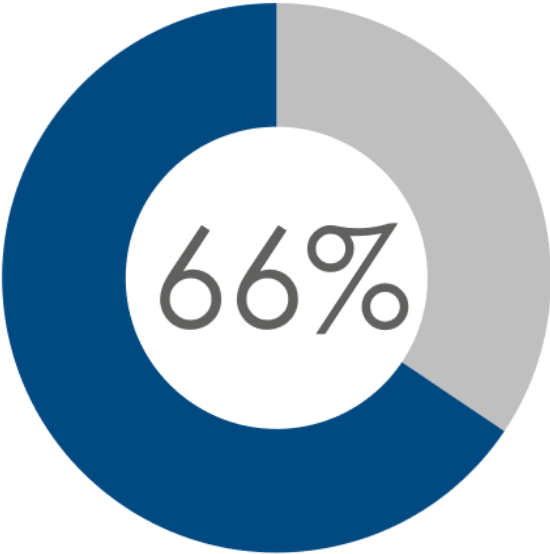
NOVEMBER 2020

1st Saturday – UK tour 3rd date: Manchester
2nd Saturday – UK tour 4th date: London
3rd Saturday – EU tour first date: Dublin
4th Saturday – EU tour 2nd date: Brussels



Budget

Percentage of Income Spent



Summary

Expected Income

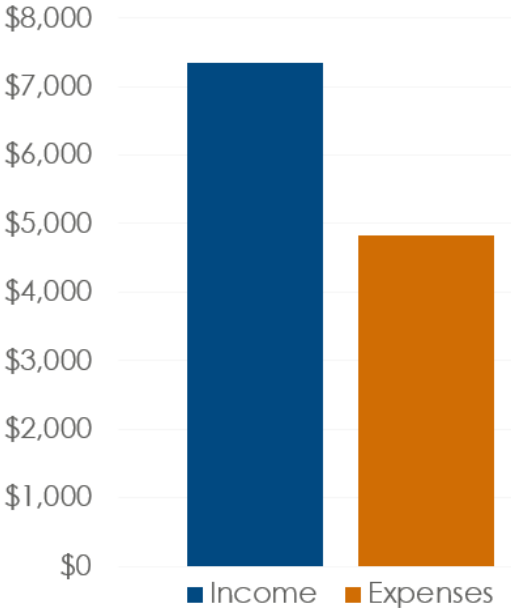
\$7,350

Expenses

\$4,820

Profit

\$2,530



Budget

Expected Income

ITEM	AMOUNT
Ticket sales	\$3,000.00
Streams	\$3,600.00
Merchandise Sales	\$750.00

Project Expenses

ITEM	AMOUNT
Video 1	\$800.00
Video 2	\$500.00
Lyric Video 1	\$50.00
Lyric Video 2	\$50.00
Album/Single Marketing	\$1,000.00
Radio/Playlist Plugging	\$1,000.00
Travel Expenses	\$200.00
Merchandise	\$220.00
Live Shows	\$1,000.00



Bibliography

Mitchell, G. (2019, October 17). *state of rb rap streaming boom*. Retrieved from Billboard: <https://www.billboard.com/articles/columns/hip-hop/8533197/state-of-rb-rap-streaming-boom-her>

Music Ally. (2019, September 24). *IFPI Report*. Retrieved from Musically: <https://musically.com/2019/09/24/music-listening-2019-ifpi-report/>

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