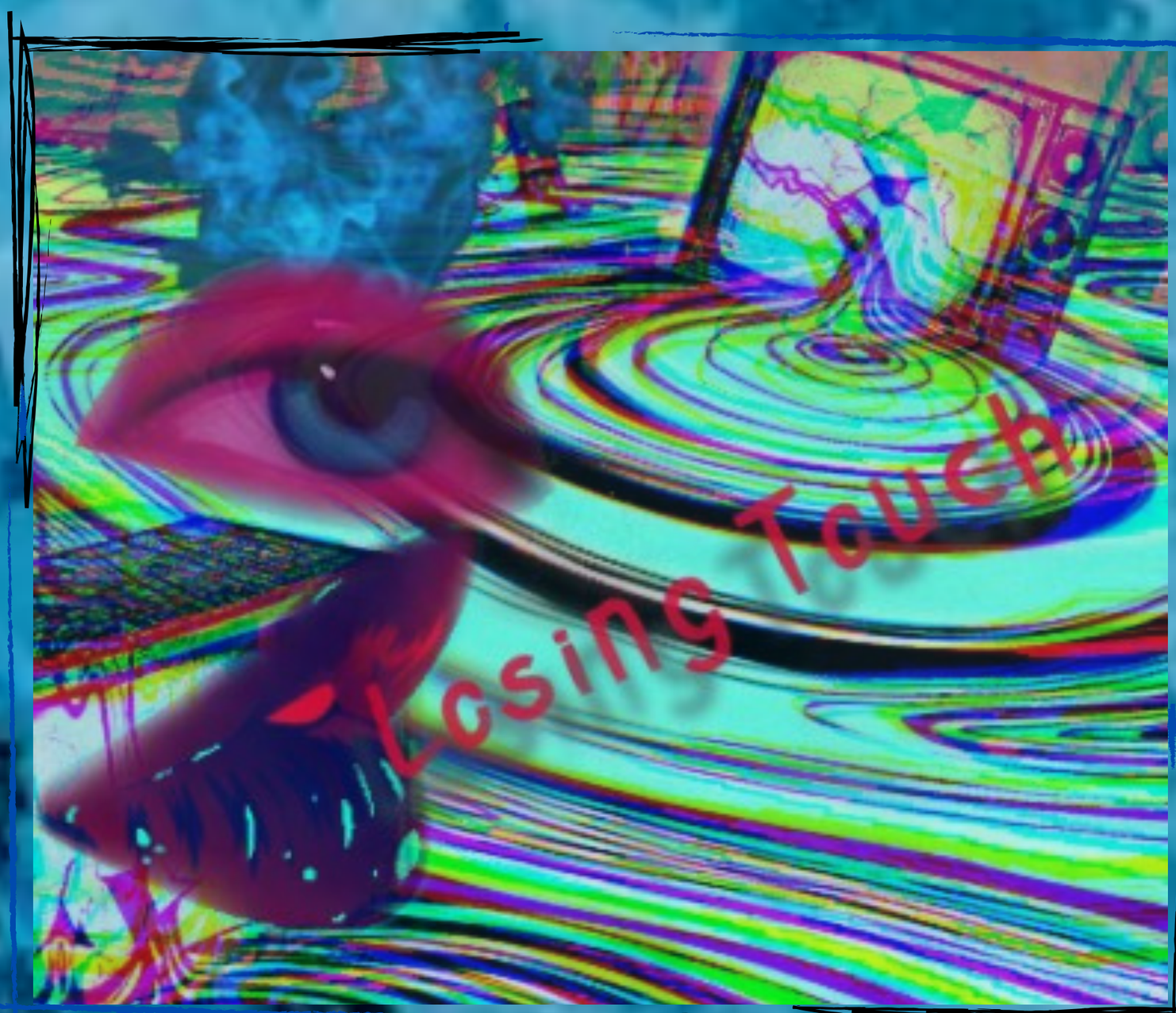
SINGLE RELEASE

Of the collaboration

BOUJHI



ARTIST: JON-HENRI CLAYTON(FEAT. BARIS HEWITT)

COLLABORATION NAME: BOUJHI

RELEASE TYPE: SINGLE

RELEASE DATE: 20TH DEC 2021

TITLE: LOSING TOUCH

DISTRIBUTOR : TUNECORE

CLICK TO LISTEN

On the 20th of December Jon-Henri Clayton will be releasing a single with his long time collaborative partner Baris Hewitt of which they go under the name Boujhi when creating music together.

Losing Touch is the second song to be released by Boujhi from their first up and coming album due for a 2021 autumn release.



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MORE INFO

The collaboration came together in the summer of 2020 during Covid lockdown we're they created their first song *Clayton's Gospel*. The song went under the radar in the streaming world but ended up finding a cult following through Deezer and Sound Cloud. The dense sonic adventure that the song takes the listener on, keeps you engaged from start to finish. Their multicultural backgrounds and influences shine through in the production style, wherewith every listen new textures are heard.

Info on the new single, quoted by
Jon-Henri Clayton :

"Though Boujhi is a collaboration Losing Touch is more my bay than Baris's.
I was in a creative slump due to Baris and I being so highly creative together for 5 months during lockdown where the ability for us to bounce off one another and take turns in the production chair allowed us to have constant creative flow. To then be separated, taking time from one another after being locked together.



Losing Touch was influenced by a drunken night while I was half asleep
on the couch listening to the whole live set of the Gorillaz at Glastonbury. The re-arranged version of the song Clint Eastwood really stimulated me into that state. I felt like I had a new perception of the song especially after the stress that Covid Induced into my life and the people around me.

The instrumental was Created overnight with me paying homage to that mindful moment listening to their set. Lying there as my mind wondered, I dove deep into my own mind, I started to question the self, my future and the fear that brought on. However, as usual, finding no answers and feeling very lost from my unproductivity and the situation of the world.

I explained the moment to Baris and asked him if he would like to lay something down. Weirdly enough finding him in the same mindset as me, Ready to try work again, we once again created an amalgamation of our imaginations with Baris rapping on the track and adding his wonky beat style of production."

BOUJHII



ELECTRONIC

DUO

INFO

THE INTEGRATION OF LIVE INSTRUMENTS WITH SOFTWARE-BASED PERFORMANCE IS THE NEXT PROGRESSION AND HAS BEEN FOR ABOUT TWO DECADES. BOUJHI IS A COLLABORATION INSPIRED BY BANDS/MUSICIANS SUCH AS BONOBO, FKJ, AND STAVROZ.

THE PRODUCER BARIS HEWITT AND GUITARIST JON-HENRI CLAYTON ARE BOTH MULTI-INSTRUMENTALISTS WITH THEIR PRODUCTION BASED ON THEIR OWN SAMPLES AND RECORDED IDEAS.

BOTH HAVE SPENT SIGNIFICANT TIME IN COUNTRIES SUCH AS TURKEY, FRANCE, AUSTRIA, BAHRAIN, DUBAI, SOUTH AFRICA AND THE U.K.

IT IS SAFE TO SAY THAT EXPOSURE TO THESE CULTURES HAS INFLUENCED THEIR MUSICAL EAR. THEY CONNECTED THROUGH THEIR MUTUAL LOVE FOR ECCENTRIC SOUNDS AND DESIRE TO FUSE GENRES WITH BOTH NOT HAVING A DISTINCT SOUND BUT DRAWING ON THEIR WORLDLY MUSICAL TASTE TO FUSE IT INTO EVERY PROJECT THEY HAVE ON THE GO.

UNDER THE NAME BOUJHI, THE DUO HAD THEIR FIRST RECORDED LIVE SESSION DURING THE SUMMER OF LOCKDOWN 2020 FILLING IT WITH IMPROVISATIONS BETWEEN EACH SONG. LIVE GUITAR AND LIVE ELECTRONIC SOUNDS COMBINED WITH THEIR SPORADIC THINKING AND PRODUCTION STYLE, CREATES A DIVERSE PALLET OF SOUND THAT DRAWS YOU IN CLOSER AS YOU DON'T KNOW WHAT WILL COME NEXT.



BIO

JON-HENRI CLAYTON

HAILING FROM SOUTH AFRICA, JON-HENRI CLAYTON HAS PROGRESSED TO BEING A PRODUCER, OCCASIONALLY SINGING, ORIGINALLY BEING A GUITARIST.

JON-HENRI (NICKNAME J-H) HAS TAKEN HIS TIME TO FIND HIS PLACE IN THE MUSIC SCENE, ORIGINALLY WANTING TO FOLLOW IN THE FOOTSTEPS OF THE GREATS AND BECOME A FRONTMAN AND GUITARIST.

INFLUENCES SUCH AS MOBY, CAFÉ DEL MARE, AND BONOBO AS WELL AS A COMBINED EXPOSURE AND ABSORPTION OF WORLD MUSIC MADE HIM TAKE A NEW ARTISTIC JOURNEY INTO THE ELECTRONIC GENRE.

J-H FOUND HIMSELF LESS ON STAGE DUE TO COUNTLESS BAND PROJECTS NOT MATERIALIZING, THIS RESULTED IN A PROGRESSION TO WRITE HIS OWN MUSIC AND IMPROVE HIS PRODUCTION SKILLS TO CREATE MORE ELECTRONIC MUSIC BASED ON HIS INFLUENCES.

HE STARTED COLLABORATING, AS WELL AS LEARNING FROM FELLOW STUDENT AND GOOD FRIEND BARIS, WHO IS A NATURALLY TALENTED PRODUCER.

LOCKED IN THEIR APARTMENT DURING COVID WAS THE PERFECT OPPORTUNITY FOR J-H TO EXPLORE AND FUSE BOTH HIS LOVES; ELECTRONIC MUSIC AND SHREDDING. WHILE AT THE SAME TIME PUSHING HIS PERSONAL ENVELOPE OF WHAT MUSIC HE WANTS TO CREATE.



BARIS ALEXANDER HEWITT



BORN IN LONDON TO A TURKISH MOTHER AND ENGLISH FATHER BARIS IS AN UP AND COMING MUSIC PRODUCER, AND SINGER, WHO SPENT A LARGE PORTION OF HIS LIFE MOVING FROM COUNTRY TO COUNTRY WHILST LISTENING TO HIS FATHER'S WIDE-RANGING COLLECTION OF MUSIC AS WELL AS DEVELOPING HIS OWN ABRASIVE TASTE.

THROUGH-OUT HIS HIGH SCHOOL YEARS, BARIS CONTINUED TO PERFORM. HAVING MOVED FROM MILDLY CONSERVATIVE ISLAMIC TURKEY TO LIBERAL MODERN FRANCE WAS A SIGNIFICANT LEAP IN HIS DEVELOPMENT. AT AROUND THE SAME TIME, HE DEVELOPED A FONDNESS FOR HIP-HOP AND ELECTRONIC MUSIC IN GENERAL, WHICH EVENTUALLY LED HIM TO A CAREER CHOICE AS A MUSIC PRODUCER.

HE DECIDED TO MOVE BACK TO THE CITY OF HIS BIRTH, LONDON. WHERE AT UNIVERSITY, HE WAS LUCKY ENOUGH TO ENGAGE WITH LIKEMINDED MUSICIANS, WHO ARE NOW HIS CLOSE FRIENDS AND COLLABORATORS, WORKING AND RELEASING TRACKS.

DUE TO HIS INFLUENCES, HE CONSIDERS HIMSELF TO BE A SAMPLE-BASED PRODUCER BUT CAPABLE OF PLAYING A MULTITUDE OF INSTRUMENTS. HAVING COMPLETED HIS MUSIC PRODUCTION DEGREE, BARIS NOW FINDS HIMSELF IN LIMBO, TRYING TO MAKE SENSE OF A CHAOTIC WORLD EMBROILED IN C-19 TURMOIL, UNREST AND DEMONSTRATIONS. HE FOUND HIMSELF ON THE COUCH, LOCKED UP WITH GOOD FRIEND JON-HENRI ARMED WITH A SIMPLE SET UP AND HIS LAPTOP. THE SONGS JUST FLEW OUT OF THE SPEAKERS.

BOOKING, IMAGES AND MEDIA INFO

MANAGMENT CONTACT

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- Email : jh@deepsoundstudios.com
- instagram: DeepSoundStudios

LINK TO FAN PAGE

- **********

LINKS TO IMAGES THAT CAN BE USED FOR ARTICLES OR ADVERTISEMENT

- **********
- **********

LINKS TO SINGLE RELEASE ART

- **********
- **********

LINK TO LIVE VIDEO SET

- **********

PRIVATE LINK TO UNRELEASED MUSIC

- **********
- **********


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Happiness Through Sound
MUSIC
MARKETING
PLAN
Prepared by
Jon-Henri Clayton - DEEPSOUND Studios
jh@deepsoundstudios.com
December , 2020

EXECUTIVE SUMMARY

DEEPSOUND Studios plans to release a single from Jon-Henri's collaboration BOUJHI on the 20th December 2020 . The company will market the track to JH's existing fan base and build a following for others who enjoy alternative chilled-electro music.

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OBJECTIVES

To introduce JH as an artist to the target market. Create awareness of his music with the aim to evaluate the commercial potential of the track and expected margin & income. This presentation will also cover the *Road Map* for the marketing campaign, *marketing budget* , a *pre-release strategy* for a single release on streaming platforms, *social media penetration strategy* and develop *Electronic Press Kit* (EPK) , for the single and artist collaboration.



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TABLE OF CONTENTS

01 WHO IS JH ?

02 MARKETING CAMPAIGN SUMMARY

03 TRACK DEMO

04 SOCIAL MEDIA STRATEGY

05 TRACK DISTRIBUTION STRATEGY

06 ROAD MAP

07 BUDGET

08 EPK

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WHO IS JH ?

Hailing from South Africa Jon-Henri Clayton has progressed as a producer /song writer, originally a Guitarist
Jon-Henri (nickname J-H) has taken his time to find his place in the music scene originally wanting to be a front man and guitarist .

J-H found himself less on-stage due band projects not materialising, resulting in a progression towards music production, creating a more electronic vibe influenced by *Bonobo , Café del Mar and Moby.*

JH has developing a unique sound by meshing his love for live sounds with electronic music , developing an ever-increasing fan base.



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MARKETING CAMPIGN SUMMARY

With every piece of music you release, fans get a glimpse of your world. Through your songs they get snapshots of your life and peeks at how you think, feel, and create. They want to know more about who you are and what inspires you.

If they like your music, the logical next step is to get context for it. It's through this context that casual listeners make a deeper emotional connection to your music and become super fans. Our approach at **DEEPSOUND** is to :

We will play and discuss the music that inspires you: every artist is a fan, too. We will do an expose on the timeless songs, albums, and artists you love. We talk about how you discovered them and how they've influenced your work.

We will tell the stories behind your song: we will give fans context for your music. Break down lyrics, explain your musical choices, and give anecdotes about your creative process.

We will spotlight your collaborators: music is a team sport. We let your fans get to know the other artists in your world and how you collaborated.

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We let fans know what music you are listening too right now (Awareness) :

your taste in music makes you unique. It's already evident in your music but you can do even more to demonstrate it through your own curation of a show that features what you're listening to in the moment.

We will engage with shows and Artist that feature your music (Awareness):

and place a track on various streaming platforms , creators around the world can add your songs to their shows as covers. We will promote remixed productions (on *Sound Cloud*) of the single to help you reach new fans. We will communicate what Artists have done covers of you music and we will share it on social media. We will reach out to the creator of the remix and add it to your playlists.

We will push for content creators to feature the track (Awareness) :

we will reach out to *Tick-Tok* , *YouTubers*, *Podcasts* and *Twitch* content creators / streamers to feature the track before it is released. This *pre-release strategy* will promote the track and attract existing and potential fans to the artist's site and create a build-up of anticipation for the release day.

Pre-release stream (Awareness) :

this will be a live stream gig or a DJ set, of songs you enjoy, as well as feature the new single. In parallel, there will be an engaging podcast Q& A session so that fans can establish a connection with you, the artist, and understand your views , humor and personality

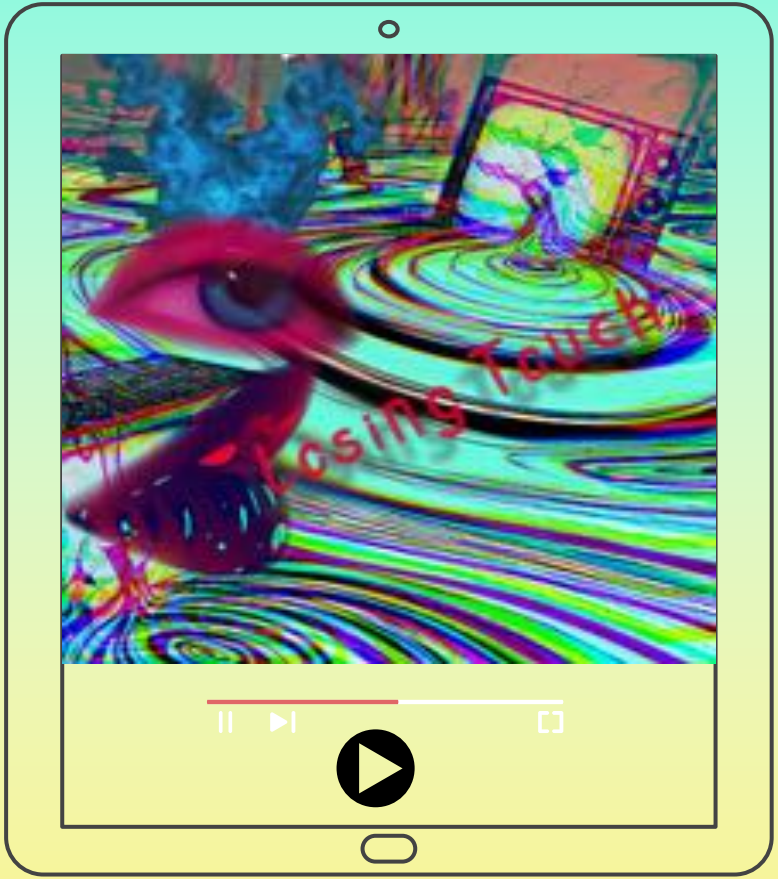
Marketing to playlist creators (Hook):

playlist creators can create substantial traction for a song. An EPK will be directed to the press and playlist creators to promote early listening of the track. This early release strategy is designed so that hopefully the *playlister's* will incorporate the track in their playlists, which will assist in boosting the songs traction and the algorithm on ***Release Day.***

We will share your extracurricular and charitable activities (Awareness):

sometimes your fans just want to know more about you as a human. We will take fans on a journey with you as you share the things that make ***you***, whatever it is running, painting mountain climbing , camping , whatever.

TRACK DEMO

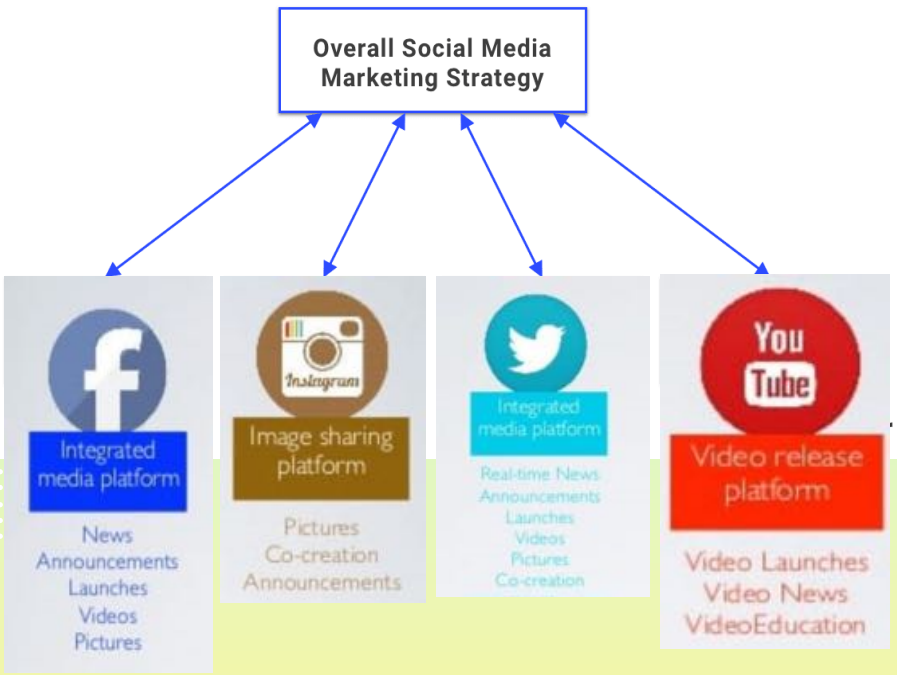


Track Demo : Losing Touch

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SOCIAL MEDIA STRATEGY



In keeping with the stated **DEEPSOUND Studios** Music Marketing strategy, we believe that artists need to ***leverage music with storytelling*** to create a long-term fan base and following.

To achieve this, we will simultaneously release the music , photographs and the stories on **Social Media** using *Facebook , Instagram , Twitter* and *You Tube*

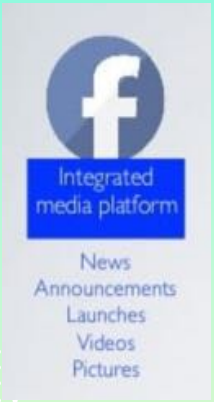
See next slide

To create awareness for J-H and *Losing Touch* an up-front marketing budget of £500 has been estimated. This includes photo shoots and video footage and monthly social media fees

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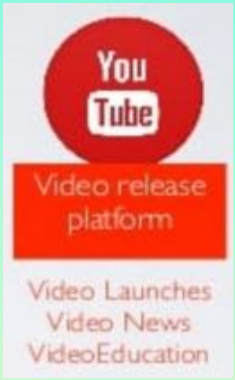
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SOCIAL MEDIA STRATEGY



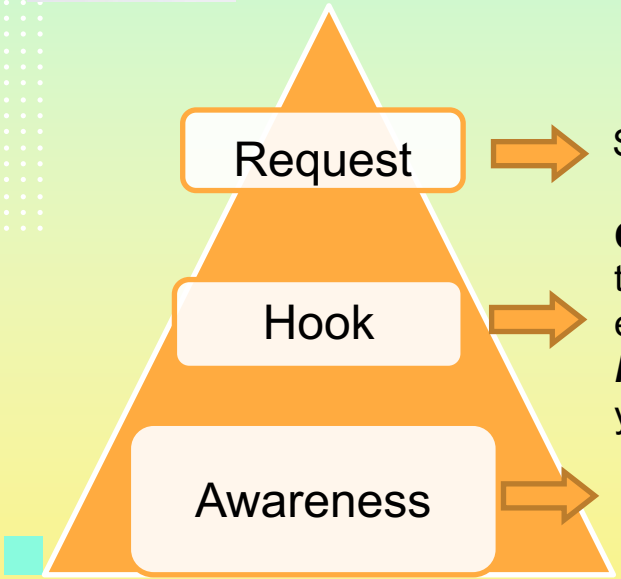






How do we do this ?

For each of the social media platforms (Facebook , Instagram , Twitter and You Tube **DEEPSOUND** uses an, ***Awareness, Hook, Request Methodology***



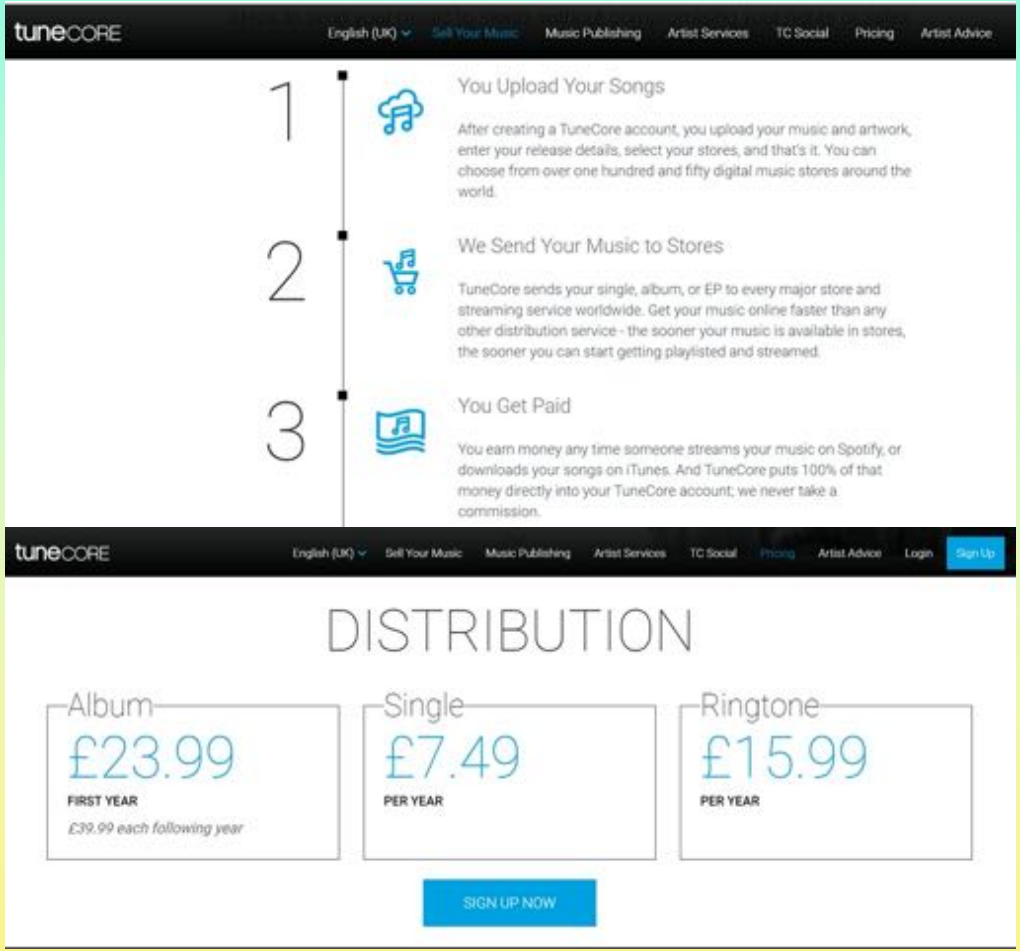
Share the streaming link to your song / track (***create the request***)

Create content on social media channel, behind the scenes footage of the band etc ,share funny experience , try to stop viewers scrolling (***create the hook***) , share live gigs , get viewers to subscribe to your social media

Use ads on *Facebook , You tube ,Twitch* ,etc. to ***create awareness*** about you and your music. Stand for something i.e. enviroment. Create a link from the ad to your Social media channel

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TRACK DISTRIBUTION STRATEGY



DEEPSOUND has partnered with **TuneCORE.**

The advantage of this partnership is that the track is only uploaded once to one service provider who in turn distributes the track to all streaming platforms.

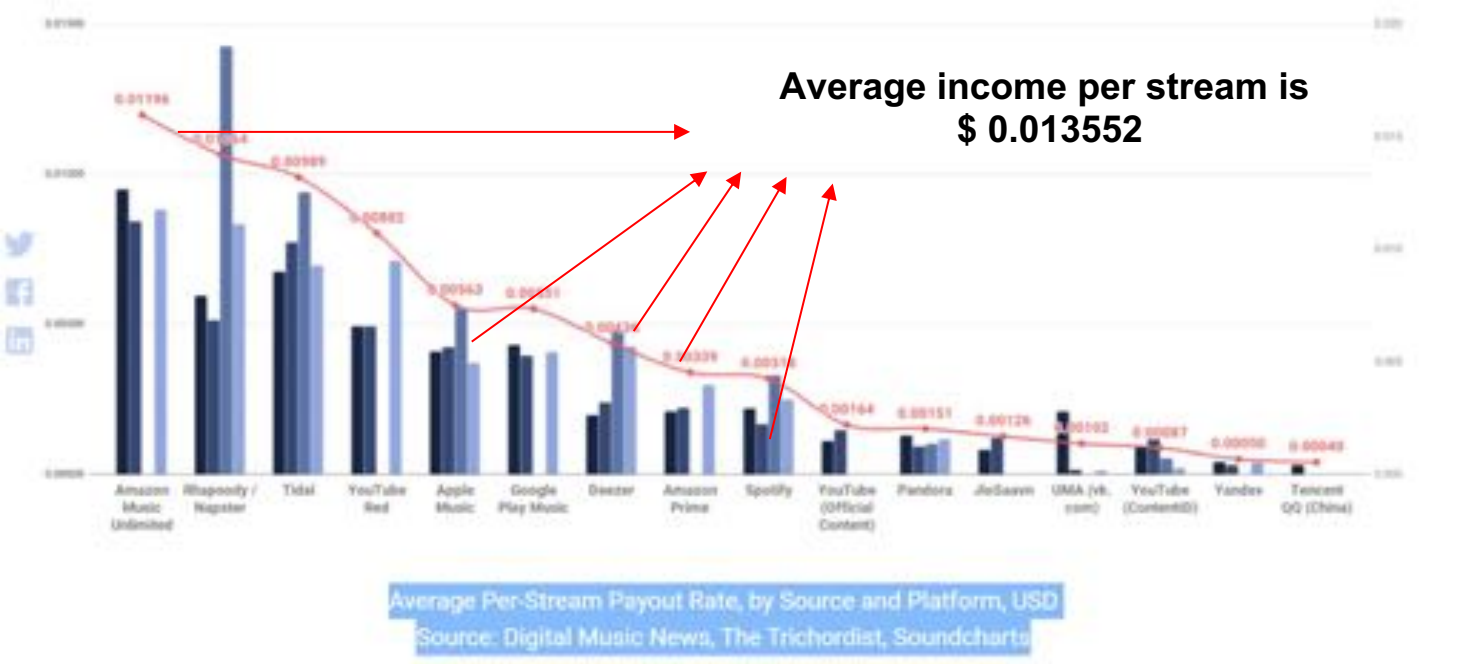
Revenues are monitored by Tunecore and reimbursed with zero commission or service fee. **The cost is minimal at £7.49 / per year.**

This methodology is cost effective and reduces administration

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FORECASTED INCOME FROM STREAMING



10
TRACK DISTRIBUTION STRATEGY

DEEPSOUND Studios recommends to stream the track with *Amazon , Apple , Deezer ,soundcloud and Spotify at an average rate of $ 0.01352*

is expected to generate an income of $ 13,552 (£ 10,291) per 1 million streams

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ROAD MAP

90 Days Prior to Track Release

Engage with shows and artists that feature your music

Awareness Strategy

80 Days Prior to Track Release

Tell the stories behind your song

Awareness strategy

70 Days Prior to Track Release

Push for content creators to feature the track

Awareness Strategy

60 Days Prior to Track Release

Pre-release stream

Hook Strategy

30 Days Prior to Track Release

Market track to playlist creators & publish EPK (See App 1)

Hook Strategy

Track Release Day

Track Release

Commence Request Strategy

BUDGET Oct'20 / April '21 for *LOSING TOUCH* As a Stand-alone Track

	Up Front Cost	Oct '20	Nov'20	Dec'20	Jan'21	Feb '21	Mar'21	Apr'21
Income								
No of streams		0	0	50,000	100,000	200,000	300,000	500,000
Revenue per stream (£)		0.010	0.010	0.010	0.010	0.010	0.010	0.010
Revenue		**0**	**0**	**£500**	**£1000**	**£2000**	**£3000**	**£5000**
Expenditure								
tunecore	£8	0	0	0	0	0	0	0
DEEPSOUND Monthly Fees	£150	£0	£0	£0	£0	£0	£0	£0
BANDZOOGLE EPK	£12	£0	£0	£0	£0	£0	£0	£0
Photographer / Video for social media content	£330	£0	£0	£0	£0	£0	£0	£0
Repayment of Bank Loan	£0	£0	£0	£300	£300	£0	£0	£0
Profit / Loss	**£500**	**£0**	**£0**	**£200**	**£700**	**£2000**	**£3000**	**£5000**

The budget to launch the track is estimated to be £ 500.

BUDGET – P&L

The budget assumes that the track is released in Dec'20 and hence revenue is only expected from Dec'20 onwards

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CASH FLOW Oct'20 / April '21 for *LOSING TOUCH* As a Stand-alone Track

	Up Front Cost	Oct '20	Nov'20	Dec'20	Jan'21	Feb '21	Mar'21	Apr'21
Cash In								
No of streams	0	0	0	50,000	100,000	200,000	300,000	500,000
Revenue per stream (£)	0	0.010	0.010	0.010	0.010	0.010	0.010	0.010
Revenue From Streaming	**0**	**0**	**0**	**£500**	**$1000**	**£2000**	**£3000**	**£5000**
Bank Loan	£600	0	0	0	0	0	0	0
Cash Carried Forward	0	£100	£100	£100	£300	£1000	£3000	£6000
Total Cash In	£600	£100	£100	£600	£1300	£3000	£6000	£11000
Cash Out								
Total Cash Out	£ 500	£0	£0	£300	£300	£0	£0	£0
Net Cash Position	**£100**	**£100**	**£100**	**£300**	**£1000**	**£3000**	**£6000**	**£11000**

6

BUDGET – Cash Flow

The Cash Flow assumes that the track is released in Dec'20 and hence revenue is only expected from Dec'20 onwards. A bank loan is required to fund the release of the track

It is assumed that the business is seeded with a working capital bank loan for £600.

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The Collaboration :
BOUJHI



Single Release

Artist : Jon-Henri Clayton (feat. Baris Hewitt)

Collaboration name: BOUJHI

Release Type: Single

Release Title : Losing Touch

Distributor : TuneCore

17

EPK

Please see attached PDF named “EPK SINGLE” and “EPK COLAB” for the fully fleshed out EPK for the Single release

EPK checklist:

- **Pre-release demo track link**
- **Social media link**
- **Web Link**
- **Pres summery**
- **Track summery**
- **Collaboration info**

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