
AALIYAH

International
Music Marketing Portfolio

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2023285

Development -Element One

Aaliyah Campaign 2021



Aaliyah Single Release Come Closer ft Beyonce & Missy Elliott.

The Marketing Campaign for UK & US Release,
"Come Closer" ft Beyonce & Missy Elliott.
Release Date 17th September 2021.

This portfolio will provide you with the visual aspects of a comprehensive marketing campaign for the single release "Come Closer". This is for the first release from Aaliyah's. upcoming album "All 4 You", which will be available early 2022.

Paying homage to the Princess of R&B, both the single and album will contain unreleased works, featured artists, unseen rare photos, remixes, digital artwork, app, & avatars,
The making of the animated video behind the scenes, multiverse access, merchandise, & subscription services.



AALIYAH

Pre Release & Artist Background



Aaliyah Haughton was born on the 16th of January 1979, and died on the 25th of July 2001. The new single release will be announced on the anniversary of her death, she was a singer, actress, model and dancer and really embodied all round entertainment. She helped to refine R&B, pop and hip hop as we see it today and earned the titles of “Queen of Urban Pop” and “The R&B Princess”. (https://en.wikipedia.org/wiki/aaliyah)

Aaliyah has released one posthumous album back in 2002, "I Care 4 U", the compilation album produced 4 further hit singles. The album was a success and debuted at number 3 in the, Billboard Hot 200 and was certified platinum by the RIAA. In the UK it also reached the top ten in the record album charts. (https://www.officialcharts.com)

YouGov lists Aaliyah as the 20th most popular R&B and urban artist and 27th, most famous up to date. (www.yougov.co.uk, April 2021–June 2021) This release has been chosen to mark and respect 20 years since the death of Aaliyah. It will contain relevant artists Beyonce & Missy Elliott both of whom where also huge fans & friends of Aaliyah's

Current Insights & Trends on Chart Metrics

Aaliyah Waxwork

United States

CPP Rank: 1,037th
Engagement Rank: 1,236th
Fan Base Rank: 886th

TikTok

Followers	N/A
Likes	N/A
Videos	78.3K (5,536th)
Views of Top Videos	78.8M (4,227th)

Pandora

Monthly Listeners	4.2M (117th)
Streams	1.6B (339th)
Artist Stations	10M (153rd)

Spotify

Followers	2.6M (651st)
Monthly Listeners	2.4M (2,871st)
Popularity	65/100 (36th)
Playlist Reach	19.5M
Fan Conversion Rate	109.56%

www.chartmetrics/aaliyah

YouTube

Channel Subscribers	N/A
Channel Views	30.4M (12,530th)
Daily Video Views	313.2K (1,755th)
Monthly Video Views	10M (1,637th)

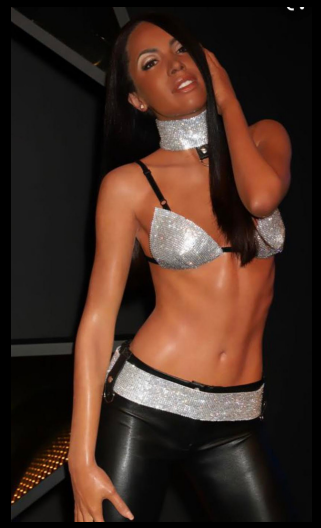
Instagram

Followers	N/A (N/A)

Shazam

Total Count	7.4M

www.chartmetrics/aaliyah

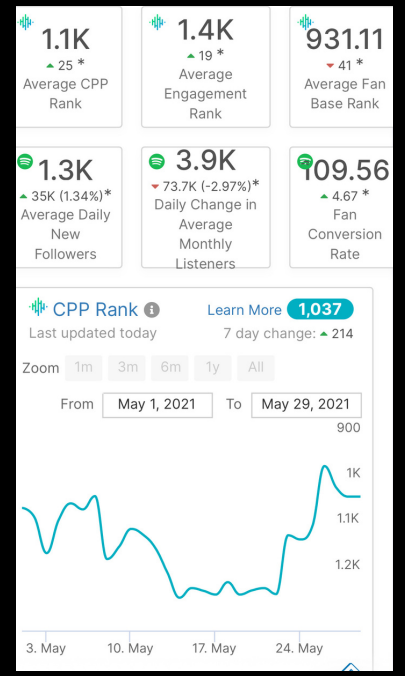


www.madametussauds.com

Artist Insights:

May 11, 2021: Rock The Boat (Remix) reached Spotify popularity of 35!
May 01, 2021: We Need A Resolution reached Spotify popularity of 35!
Apr 09, 2021: (At Your Best) You Are Love reached Spotify popularity of 35!
Mar 26, 2021: Colada (feat. Aaliyah) reached Spotify popularity of 35!
Mar 20, 2021: Are You That Somebody reached Spotify popularity of 65!
View More

www.chartmetrics/aaliyah



www.chartmetrics/aaliyah

Aaliyah currently has 2.6 million Spotify followers, 2.4 million monthly listeners and a popularity of 65/100. 4.2 million monthly listeners on Pandora, and has a CPP Rank of 1763rd. She has an impressive 30 million YouTube views that have been racked up on her channel. The number of average daily followers and conversion rates are increasing despite her not releasing any new music. (app.chartmetrics.com) This could also be down to platfroms such as TIKTok breathing new life into old music.

This shows a trend that people are reminiscing and preferring to listen to older styles of music, it also shows there is still a massive interest in Aaliyah's music despite her passing 20 years ago. These ratings could also be greatly improved with a new single and album release helping keep Aaliayh relevent for longer, and also better established with a younger audience.

Competitors



www.brandy.com



www.faithevens.com



www.mya.com



www.keishacole.com

The definition of competition is the activity of striving to gain or win something by defeating or establishing superiority over others.
(Webster, (1999) Oxford English Dictionary)

Above are artists which sound similar too, and appeal to the same target market. They are all international female R&B artists all of which have had top ten international hits and sell out world tours, however only two of these artists are currently releasing tracks at present. All have released material within the last three years, Aaliyah has also not released any material, I feel this gives this campaign a slight advantage, as there's such pent up demand for something new, there is also a huge potential to be reintroduce to a younger audience.

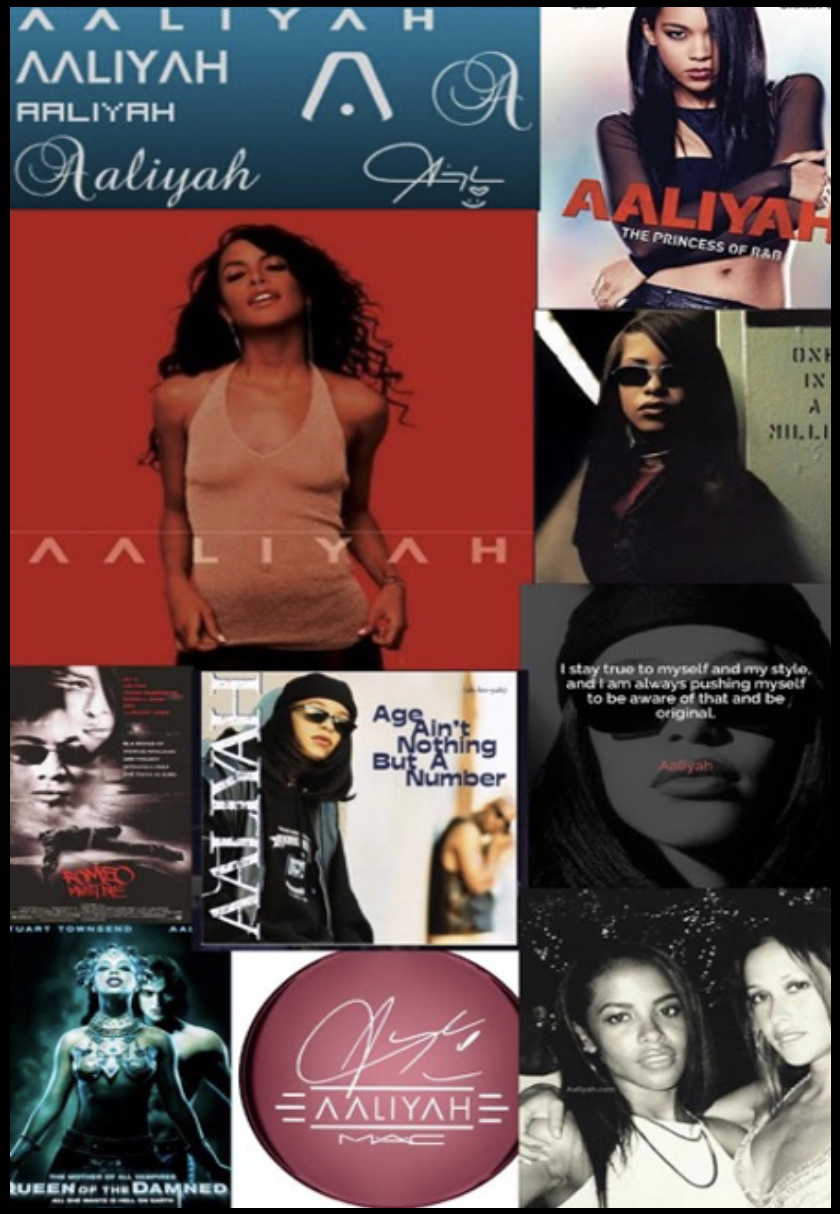
Brandy's last release was 2020 "Borderline", the track has 6.2 million views on YouTube and she has 4.6 million monthly Spotify listeners.

Faith Evans last released "The King & I" in 2017 a compilation with Biggie and she has 3.6 million monthly listeners on Spotify.

Maya has just released "Worth It" released last week which now has 64k views, she also has 3.6 million monthly Spotify Listeners.

Keisha Cole has recently released "I Don't Wanna Be in Love" which has 1.8 million YouTube views, she also has 4 million monthly Spotify listeners.
(www.chartmetrics.app/artistprofiles)

Previous Style Mood Board



Previous Brand Partnerships



www.mac.com/aaliyah

roberto cavalli

www.robertocalavlii.com



www.tommyhilfiger.com

Previous Logos & Design

AALIYAH

www.aaliyah.com

AALIYAH

www.aaliyah.com



www.urbanoutfitters.co.uk

New Style Mood Board & Preposition



Provide longevity for a revolutionary Iconic artist, respectfully and retain relevance.

Establish digital platforms consistently & authentically leaving a lasting digital legacy in memory of Aaliyah.

Become established & build an engaged community that covers a range of relevant Issues & content online.

Monetize fanbase & offer incentives to super fans via upselling products.

Release new material, with relevent artists & build on reputation.

Offer creativity, personalisation inspiration & authenticity to every fan.

Refresh & retain audience building on loyalty and super fans.

Introduce Aaliyah to a younger fanbase as she passed away 20 yrs ago.

Provide intimacy to fans both new and old across a variety of products and entertainmment platforms.

AALIYAH

Target Audience Demographics

- Age 15-44.
- UK & USA.
- Urban, R&B, Hip Hop, Rap, & Pop.
- 45% Female Vs 55% Male.
- Mid - Low Income.
- Black, White, Mixed Heritage, Latino & Asian.
- Inner City & Urban Areas.
- Students & Blue Collar City Workers.
- Crossovers - Fashion, Dance, Gaming & Art.



AALIYAH

Target Audience Psychographics

Fans Who Want To Reminisce & Explore.

Throwback 2 The Good Times & Creativity.

Offer Inspiration & Fashionable Trends.

Pay Their Respects On 20th Anniversary & Leave a Digital Legacy.

Who Young Men & Women.

What Reputation Building, Creativity, Inspiration & Relaxation.

When When People Need Motivation Inspiration or a Good Time.

Where Streaming, Downloads, CDs, Merch, App, Brand Partnerships Website, YouTube, Social Media, NFT's & Documentary.

Why To Celebrate, Provide Intimacy With Personality & Style Also Inspire Creativity.



AALIYAH

Marekting Persona

Age 20 - 30

R&B, Pop, Neo Soul, Hip Hop & Rap.

www.instagram.com

www.tiktok.com

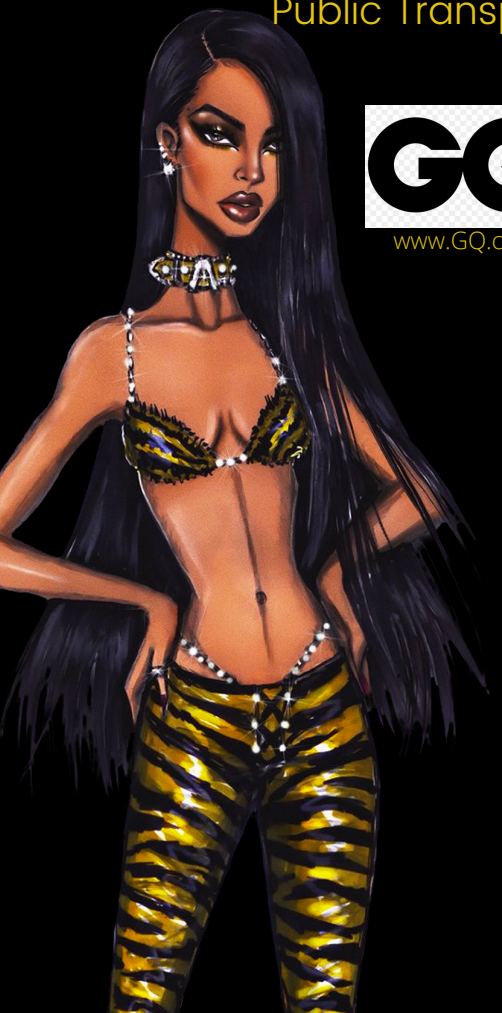
www.rollingstone.com

www.i-d.com

www.facebook.com

www.roblox.com

Enjoys music, Dance, Fashion, Creativity, Outgoing, Eating Out, Shopping, Fitness, Watching Films, Travels on Public Transport, Travel Abroad, Gaming, Beauty, Going to Music Events & Festivals, Reading, Art, Drama, Jazzy , Street Mentality, Clubbers.



www.GQ.com

Source, Vibe, Billboard, MTV Base, Guardian, Metro, GQ, i-D, RollingStone.

www.106&park.com

YouTube, Spotify, Apple Music, iTunes, Deezer, Instagram, Tik Tok, Facebook, Pandora & Roblox.

www.spotify.com

Radio One, 1 Xtra, Kiss, Heart FM, BBC Radio Two & Regionals, SiriusXm Radio, 106 in Park, BET.

www.mtvbase.com

Netflix, Channel 4, MTV, MTV Base, HBO, Channel 5, Cable TV .

www.yioutube.com

www.billboard.com

www..guardian.com

www.bb1xtra.com

www.bbcradioone.com

www.netflix.com

AALIYAH

Brand Identity & Iconography

GOLD

POSITIVE
Wealth
Wisdom
Prosperity
Valudable
Traditional

NEGATIVE
Egotistical
Self-righteous

BLACK

POSITIVE
Sophistication
Security
Power
Elegance
Authority
Substance

NEGATIVE
Death
Evil
Mystery







Aaliyahs previous logo and artwork was plain, it was black and white surrounded by white lines. I felt it needed to standout more and have placed the logo onto a black background to help the letters pop out from the page, added a star and changed the font.

These new colours best represent the vision of the next campaign staying traditional and sophisticated with elegance and substance. I wanted something that worked with gold as its something precious & timeless, but to also mark the 20th anniversary of Aaliyah's death. Something that was fresh, creative and gave the audience a feel-good nostalgia that worked well with cutting edge animation, entertainment & style.

I wanted to be open to scrutiny as well as something that offers wisdom, prosperity and value to the audience, again it will stay original to what Aaliyah was, and what she represented. In the focus group carried out 64% of respondents said they preferred the single cover used, 77% also said they also preferred the new logo and design compared to the ol one. (focus group one)



AALIYAH

Single Artwork "Come Closer"



AALIYAH

AALIYAH

Music Video Concept Hologram /Animation





www.theundefeated.com/tupac-coachella



www.dailymail.co.uk/digitaldance

The music video will be cutting edge animation, creative, impactful and contain dance routines that are entertaining but also how Aaliyah and the featured artists would perform and dance. ,This will be done by using AI dancers for the videos and promo material, the benefits are cutting costs and also being innovative using new technology, cartoon like avatar characters will be in the video (www.FT.com/digitaldance)

It adds narrative to the story but some may say it lacks real entertainment as in a sense its digital rather than human . Tupac did a hologram performance with Snoop Dogg for Coachella back in 2012.(www.rollingstone.com)

Music Video Concept Storyboard



SMART Objectives & Campaign Mission

Connect, Build, Invigorate & Engage fanbase, Increasing 25% by EOY.

Increase Views on Official YouTube Channel to 1 million Views.



(www.mtv/aaliyahdocumetry)

Increase Traffic to Website With 750k Views in September.

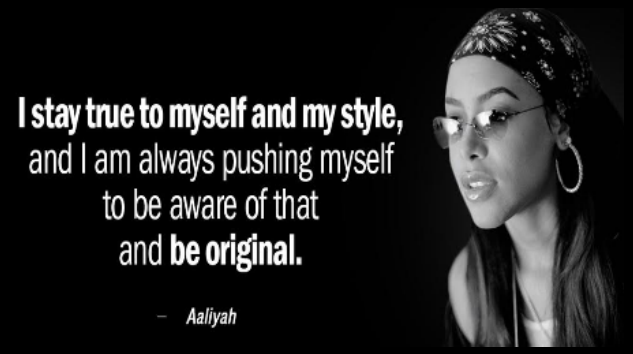
Have a Mailing List of 750k Contacts by EOY.

Retain an Audience of 750k on all DSPS by End of 2021.



(www.mtv/aaliyahdocumetry)

Increase Mobile App Installs by 20% in 2021.



(www.mtv/aaliyah.com

Achieve a Top 5 Chart Position in UK & US Charts.

AALIYAH

Release Campaign & Tactics

The Marketing, PR, & promotional campaign will run for 6 months July 2021 -January 2022. Insights will be used to monitor effectiveness this will allow for any amendments to be made over time, this will be done via chartmetrics, PPC, Google Adwords and SEO, along with analytics, insights from DSP's. Authenticity, personalisation along with consistency , creativity and interaction with the fans will be key to success.

All brand partnerships will start 6 weeks before the release of the first single. They will be promoted 6 weeks in advance of their releases. on dsps and website to inform fans of what's soming soon. They will help amply the promo efforts and offer credibilityThe official YouTube channel will go live the day of single announcement, it will contain all of Aalliayh's previous back catalogue and releases. This will help new fans discover and possibly purchase some of Aaliyahs old material too, ensuring we maximise profits.

Leaving 6 weeks before release to send out EPK's, press kits, play listing support pitches, radio listings, podcasts & blogs ect for single & album releases, leave 2 weeks before each announcement,

Posts, teases, clips and audio samples will be posted regularly to help build anticipation and impact points it will also allow for pre listening, saves, shares and generate word of mouth. Use video lyric videos separately, gain celebrity endorsements for single and merchandise. to help provide a more authentic campaign. There will be celebrity endorsements, featured artists, app, merchandise, social media campaign and brand partnerships all working together collectively to ensure a consistent and segmented approach to the marketing mix and brand as a whole. (www.medium.com)

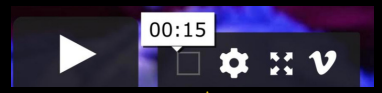
Radio air play will begin two weeks before single release and will air on BBC 1 Xtra & Radio One as UK first play exclusives
106 in Park & SirusXfm for US.



www.spotify.com/presave







www.vimeo.com

AALIYAH

Social Media Platforms



www.facebook.com



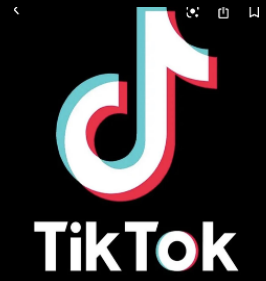
www.youtube.com



www.instagram.com



www.soundcloud.com



www.tiktok.com



www.instagram.com/reels

Facebook is great for community building, YouTube is great for attracting new customers,whilst Instagram is good with connecting with existing customer as well as influencer marketing. Each platform will carry its own personalised & exclusive touch but remaining consistent to the brand and campaign goals and targets.

DSP's help place music onto platforms where people connect, it adds depth and emotion, and helps drive authenticity and a narrative. Each platform used has its own specific audience and allows music to be placed in a social context, “they help strengthen communities and help build a fanbase, by making connections and building bonds that’s between the artist and fan, and fan to fan”.
(Julia Killa, Future Independents. AIM 2021)

Consistency will also be extremely important in building a substantial following, a 6 months (daily) digital marketing plan that can be measured in terms of success. This can be done via likes, shares, subscriptions, purchases and sign ups. The more consistent and accessible we are, the more momentum can be built across platforms as well as extend reach. Consistency will also activate the algorithms, if we post at the same times regularly each day/week (dependant on platform) will also help raise the reach of our campaign. Posts will be required every day on DSPs except YouTube, it will also be just as important to ensure all responses are replied to as this helps increase engagement.

Facebook Currently has approx, 2.23 billion users with a slightly larger female demographic, Youtube has 1.9 billion users and has slightly more male using the platform. Whilst Instagram has 1 billion users, its also prfereded for influencer marketing and has a slightly larger female following.(www.pinterest.com/socialmediatrends)

Playlist & Curator Support

Not all taste makers are equal there is a hierarchy and this is down to three things:-

Audience Size & Relevance.



Timing of Their Involvement.

Industry Status.

Primary Adopters - Leaders.

Secondary Adopters - Followers.

www.pintrest/streamingplatforms

www.belivedigital.com

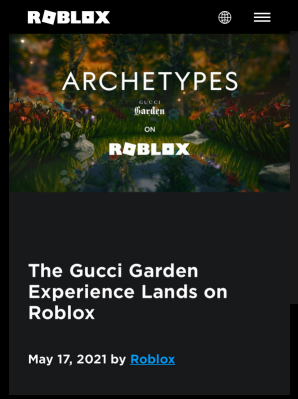
Getting taste makers involved allows you to reach their audience, who are most likely to be the target audience who have an interest in that particular style of music. Also most of the playlists that incur the most streams would be based on mood based listening, which will increase engagement. Once you have primary adopters onboard you can use these buy ins to take to the secondary adopters to procure their support.

In the UK Spotify is the top music streaming platform for adults with 53% of the target audience use it followed by 45% who use YouTube and 14% Amazon Prime. However, in the US the most popular platform is YouTube with 53% of using is to access music followed by 45% on Spotify and 25% Pandora Music. (www.business.yougov.com)

Immersive Online Store Hilfiger Partnership

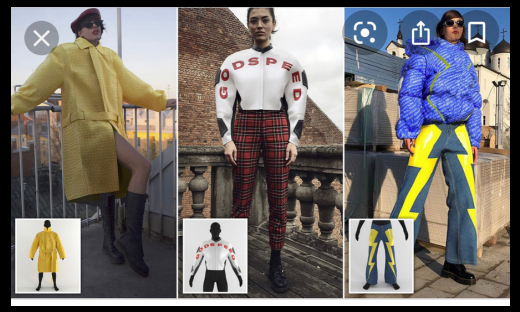


www.hilfigerjeans.com

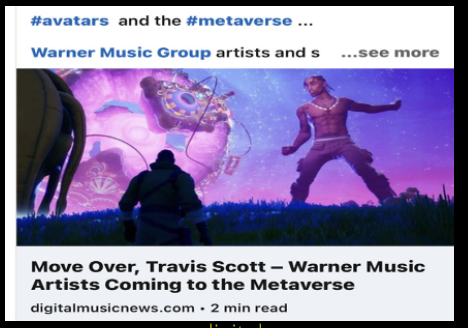




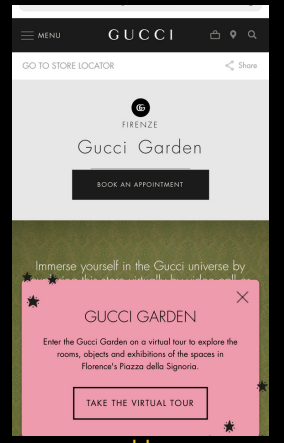
www.roblox.com



www.dailymail.com/digitalclothing



www.digitalnews.com



www.roblox.com

The online store partnership will offer multiple themed rooms based on both this and previous Aaliyah album releases, campaigns. It also allows us to provide experiences that just wouldn't be possible in the normal world., both physical and digital goods will be available for purchase to help generate more interest and monetise the fanbase. There will be exclusive content, goods made to order. It will also offer fans convenience, accessibility and creativity, where they will be are able to personalise any item to their own style and taste at a small extra cost.

Fans enter a virtual lobby where they create their own personal avatars, these can then be used to interact with other users on the platform, this will help build another online community thats active and engaged, they can use the same avatar for the Roblox game too. It will also offer fans the ability to try digital clothes on and design items that are customised uniquely to them, which then can then share, store or purchase.

The platform used will be D2C meaning Avatars will hold fans personal and unique information which can be used for future campaigns and projects, with consent.(www.gdpa.gov.uk) This can also be used for future mailing lists and promotions, the game will also be featured in the store along with merch availble through Tommy jeans and visa versa.

Influencer Support & Collaborations





All artists will benefit from a fan base crossover, this will allow each artist to tap into each others fan base. All artists will share the same digital marketing campaign this is to ensure consistency and effectiveness, helping build to specific impact points. at the same times with the same information. Collaboration also helps give a competitive advantage and wider market appeal.

Beyonce and Missy will both share, promote, play clips, and hold interviews of their involvement in the track, as well as offer pre saves on their own websites. There will be calls to action for every post, and posts will seek audience engagement at all times. Consistency will be key in every aspect of this campaign, as I want to offer intimacy, exclusivity and personalisation on each platform to every fan.

Hip Hop and Rap was the 4th most popular music genre in 2019 and R&B was placed 9th that's why we have combined the two to have a wider market appeal. 16–24 year olds are 4 times more likely to choose Hip hop or Rap as their favourite genre.
(IFPI (2019) Music Listening Report)

International Promo Bus Tour & Street Teams UK & US



instagram/meggthestallion



www.kateperry.com/prism

As part of the promotional campaign two tour buses will be designed with both the single and upcoming album "ALL 4 U". One will be based in the UK, the other in the US. They will start touring around all major cities 5 weeks before the first single release, a tracker will be on the website to show fans the next stops in each tour will be and how they can get involved.

Street teams handing out limited edition items, selling merch, sharing with fans some old Aaliyah music, and having a good time, but also offering fans the chance to come and be involved, share pics online, this will help increase engagement and generate word of mouth. It's also more cost effective than traditional advertising methods and will reach a larger amount of people across the UK & US on a grassroots level.

Fan Competitions, Artwork & Challenges

Sing a-longs, Recommendations & Giveaways.

Dress Like, Fashion posts of Fans In Merch.

Artwork Competitions & Design Sharing.

Instrumental & Remix Challenges.

DJ Remixes, Mixtapes & Covers.

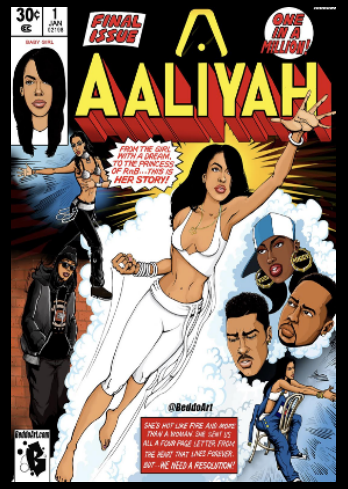
Instruments Playing Tracks & Collaborations.



https://youtu.be/FMbgC9bJDiY



ebay/memorabiliaaaliyah



www.instagram/aliyahfan



Instagram/miricles.vison



www.instagram.aliyahfan

AALIYAH

TikTok Partnership & Challenges

TikTok Dance Routines

Dance & Family Entertainment Challenges

Instrumental & Remix Challenges

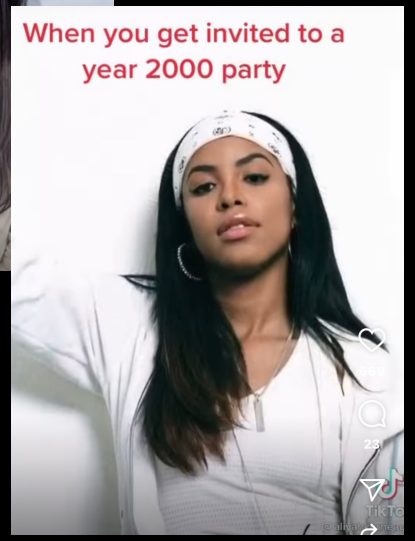
Lyric & Singalong Contests

Look Alike & Dress Like

Platlist Support & Brand Parnerships



www.tiktok/trending

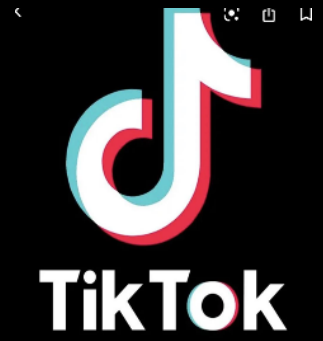




www.tiktok/trending



www.instagram/aaliyaharchiving



www.tiktok.com



www.instagram/aaliyaharchives

AALIYAH

Netfllx Documentary & MTV Base Tribute Weekend

www.netflix.com



instagram/aaliyaharchives

www.mtvbase.co.uk



An exclusive Aaliyah documentary will be released four weeks before the single release on Netflix, it will also be a place to advertise the new single. It will contain a sync deal, play snippets of the new track to help build a buzz and generate word of mouth. This will help build impact of the campaign, it will be targeted to the correct audience and demographic and have international appeal, it will air for an initial 6 month period.

MTV Base audience is within the target demographic, a 20-year Tribute to Aaliyah (weekend one off) will run the two weeks before the new release of the single. It will re-introduce Aaliyah to new fans, and also build on the loyal and existing fanbase who will be reminiscing of the “good old times”. This will be the premiere of the music video and first exclusive play as part of the partnership deal. This is also when radio airplay will also be implemented to build to release date and remind fans to pre save.

Non Fungible Tokens (NFT's)

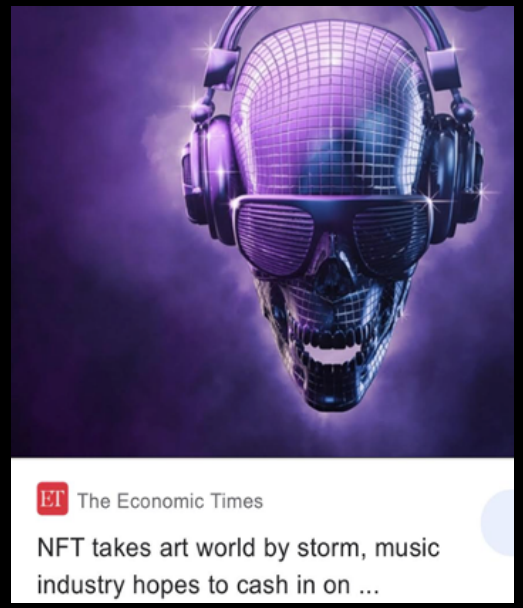
NFT's are non-fungible tokens that can be anything that's digital and includes written word, art or music. These are gaining popularity in the music & creative industries, (www.economictimes.com) 80% of respondents said they had heard of NFTs (survey three)

2 limited Edition NTF's will go on auction 6 weeks before release to help raise awareness and leave a long-lasting digital legacy for Aaliyah.

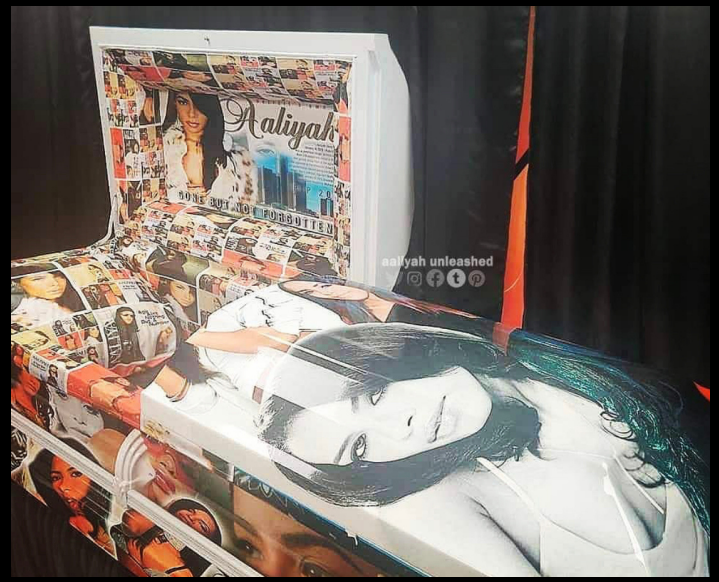
NFT's are unique and belong to the person who owns the unique i-d code, and it cannot be replaced its a one of a kind trading card, they are designed to give the owner something that can't be copied.There are several factors that can determine the value of an NFT, these are utility, rarity &ownership history. (wwww.binancenft.com)



Instagram/miricles.vison



(www.economictimes.com)



AALIYAH

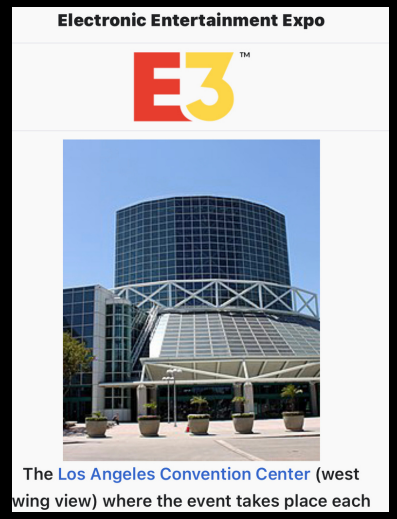
Roblox Game

s.

The game will be promoted at the annual LA E3 games Expo this will help gain media attention and also highlight the creative and innovative ways music and gaming can be combined this takes place at the end of June 2021.

Roblox daily users are set to be 36.4 million by Q3 in 2020, and the company expects to post revenues of $1.44 bn.
(Music Ally (2021) The Report Issue 431

In game spending is set to increase to 1.22 million dollars by 2024.
(MiDia,(2021) Beyond Gaming To Cross Entertainment) This gives the campaign even more ways to maximise income and ROI, its low cost and easy to maintain, we can collect data that can be used for future campaigns, It also means we are offering fans additional services at a high quality for a very low cost which can help build a competitive advantage.



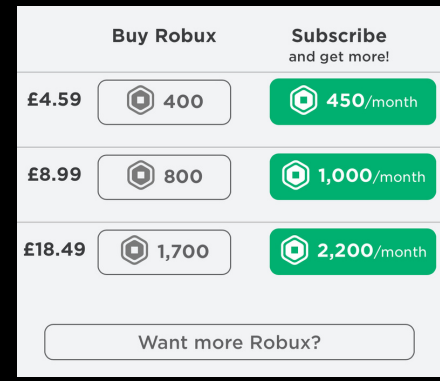
www.wikipedia.com/e3



www.roblox.com/royalehigh

Genies raises $65M to boost avatars for virtual identity and wearable digital goods

www.genies.com



www.roblox.com/purchase

AALIYAH

Merchandise





There will be fashion items in both physical and digital form, desktops, screensavers cd, tapes, vinyl , gold and platinum disks, (limited edition) commemorative items, subscription services and avatars. There will be rare pictures and posters for sale and a small percentage of the profits will go to the Aaliyah memorial trust fund. (www.aaliyah/memorialfund)

Each item will have the ability to be customised and personalised for an extra charge, there will be upselling incentives for super fans who will have exclusive access to special merchandise as well as vault access & behind the scenes content..



Brand partnerships and collaborations will also help amplify the promotion efforts of this campaign it will also add value and credibility. Cross marketing will also help to appeal to the audience in a variety of ways that's both forward thinking and creative. the goods and services available offers a wide selection of choice, which are either made to order or cost virtually nothing to make, a good example of this would be avatars and other digital goods.









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Budget

CATEGORY	Q2		Q3				FISCAL YEAR TOTALS
	JUN	Q2 TOTALS	JUL	AUG	SEP	Q3 TOTALS	
INTERNATIONAL MARKETING	£6,350	£9,350	£100	£2,600	£1,600	£4,300	£16,650
Music Video	£3,000	£0	£0	£0	£0	£0	£3,000
Banner Ads	£100	£100	£100	£100	£100	£300	£400
MTV Tribute Weekend	0	0	0	0	0	0	£0
NFT (Roblox)	£250	£250	0	0	0	0	£250
Website & App Redesign	£500	£500	0	0	0	0	£500
VI/AI Game (real engine)	0	0	£0	£1,000	£0	£1,000	£1,000
Playlists & Blogs	0	0	0	0	0	0	£0
Streaming Platforms	0	0	0	0	0	0	£0
Radio	£500	£500	0	0	0	0	£500
Neflix Documentary	0	0	0	0	0	0	£0
Avatars	0	0	0	0	0	0	£0
Tour Buses UK & US	£8,000	£8,000	0	£1,500	£1,500	£3,000	£11,000
In Store Marketing (Tommy)	0	0	0	0	0	0	£0
NATIONAL MARKETING	£100	£100	£100	£100	£100	£300	£400
Newspaper	0	0	0	0	£0	£0	£0
MTV Tribute Weekend	0	0	0	0	0	0	0
Radio	0	0	0	0	0	0	0
Playlists & Blogs	£100	£100	£100	£100	£100	£300	£400
PUBLIC RELATIONS	0	0	£150	£1,000	£1,000	£2,150	£2,150
Sponsorships	0	0	0	0	0	0	0
Press Releases	0	0	0	£500	£500	£1,000	£1,000
Celebrity Endoresemnts	0	0	0	0	0	0	0
Reviews	0	0	0	£500	£500	£1,000	£1,000
Mag Features	0	0	0	0	0	0	0
Digital Art (nfts)	£0	£0	£150	0	0	£150	£150
Lifestyle Features	0	0	0	0	0	0	0

PUBLIC RELATIONS	0	0	£150	£1,000	£1,000	£2,150	£2,150
Sponsorships	0	0	0	0	0	0	0
Press Releases	0	0	0	£500	£500	£1,000	£1,000
Celebrity Endoresemnts	0	0	0	0	0	0	0
Reviews	0	0	0	£500	£500	£1,000	£1,000
Mag Features	0	0	0	0	0	0	0
Digital Art (nfts)	£0	£0	£150	0	0	£150	£150
Lifestyle Features	0	0	0	0	0	0	0
CONTENT MARKETING	0	0	0	£5,000	£5,250	10,250	£10,250
Spotify	0	0	0	£5,000	£5,000	£10,000	£10,000
Bandzoogle	0	0	0	0	£250	£250	£250
SOCIAL MEDIA	0	0	0	0	£7,500	£7,500	£7,500
Tik Tok	0	0	0	0	£2,500	£2,500	£2,500
Instagram	0	0	0	£0	£2,500	£2,500	£2,500
Facebook	0	0	0	£0	£2,500	£2,500	£2,500
ONLINE	£750	£750	0	0	0	0	£750
Blog	0	0	0	0	0	0	0
Website	£500	£500	0	0	0	0	£500
Email Newsletters	0	0	0	0	0	0	0
Mobile APP	£250	£250	0	0	0	0	£250
ADVERTISING	0	0	0	£15,000	£10,000	£25,000	£25,000
Online	0	0	0	£2,500	£2,500	£5,000	£5,000
Outdoor	0	0	£0	£10,000	£5,000	£15,000	£15,000
Radio	0	0	0	£2,500	£2,500	£5,000	£5,000
TOTALS							£62,700
Contingency 10%							£6,270
GRAND TOTAL							£68,970

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Campaign Timeline

ek	Week (ending)	Production & Delivery	Live Activity	Promo Activity / Marketing Activity
26	19th March	Roblox Store & Game Briefs & Artwork	Offical Website Updated	Promote Website, App & Socials
25	26th March	Open Official Social Media Channels	Show Behind Scence of Store & Game Production	Coming Soon Imersive Store & Content
4	2nd April	Tommy Designs for Merch	Social Media Platforms Live	Start Digital Service Provider Campaign Daily Posts
23	9th April	EPK & Press Kit	Mailing List Live	YouTube Go Live
22	16th April	NFT Designs		Refresh Website Items Coming Soon
21	23rd April	Track Recording	Behind the Scene Filming	edit videos post to socials and also new merch coming soon
20	30th April	Merch Design Finalised		Promote Website, Roblox , Apps & Merch Across Socials
19	7th May	Documentry Starts Production		
18	14th May		Merch Available	Contact Press & PR
17	21st May	Track Remaster	Behind the Scene Filming	Promote Website, Roblox , Apps & Merch Across Socials
16	28th May	Track Finalised & Analytics Review		Promote Socials and Build Banklinks for Website
15	4th June			edit videos post to socials and also new merch coming soon
14	11th June	Remix Recording	Behind the Scene Filming	Send Out Promotion of Documntery
13	18th June	Documnerty Finialised	Roblox Store Live	Magazine Features, Blogs Reviews and Editorials
12	25th June	Bandboozle Website finalised	Bandboozle Website Live	Promote Bandzoodle Across Platforms Form of Subscriptions
11	2nd July	Remix Mastering & Analytics Review	Roblox Game Live	share behind the scene videos show progress build excitement
10	9th July		Behind the Scene Filming	Promote Website, Roblox , Apps & Merch Across Socials
9	16th July			Tommy Mailout feature Aaliyah Garments &
5	23rd July	Single Release Announcement on Day of Death	Celebrity Endorsements	ID, Rolling Stones, Billboard & Vibe Features
7	30th July	Tour Buses Ready for Promotional Use & Analytic Review	Tommy Parnership Live	Post Behind the Scenes Interviews, Anticipations, Reels and TikTok Promo
6	6th August	Playlist Support, Curators & Pre Save	Live Unvailing of Tour Bus	Anticipation Clips, Clips of Store and Merch
5	13th August	TikTok Challenges Start	Missy Elliot & Beyonce Shout Outs	International & Regional Press and Radio Coverage
4	20th August	International Media Coverage	Tour Buses Tour & Celebrity Endorsements	NFT Promo, Digital Clothing and Merch Review, Spotify, Apple Playlistings
3	27th August	Anylictics Review	Tour Buses Tour, Celebrity Endorsements, Netflix Doc Live	International & Regional Press and Radio Coverage & Reviews in Press
2	3rd September	International Media Coverage	Tour Buses Tour & Celebrity Endorsements	Share Testimonioals, Celeb Endorsements & Fan Artwork
1	10th September		MTV Tribute Weekend	MTV Base Tribute, 106 Park, 1XTRA , Radio One , Source,
0	17th September	Single Released US &UK	NFTs Sold Live	Streaming Features, Articles & Online Editorials, Radio Promo
	15th October	Start Campiagn Review & Remix Release	Share Live Remix Version Across DSPs	Post Success of Campaign,Share Fan Competition Winners and Contests
6	29th October	Present Review Finding to Label	Post New Video From Tour Buses	Post Videos Content To YouTube Share Fan Artwork



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Conclusion

I believe this campaign is personal, intimate, and creative, it offers fans on all levels something that's suited to them and their own personal preferences. It has used a variety of forms of entertainment to act as a consistent and a wide appealing product incorporating music, fashion, gaming & art,. This is too ensure we cater to a wider range of needs and tastes as possible within the target demographic, it also offers the best chances for success. Only 40% of respondents have never owned an Aaliyah album showing the massive potential for reinvigorating, exciting and refreshing the fanbase, and also growing it as well as the success potential. A further 67% have hobbies relatable to this campaign.(survey two)

Music is now more interactive and immersive and in today's society people tend to value experiences over a product and would tend to buy in once they have experienced something rather than just buying it. This means campaigns need to be more innovative, creative and offer the customer the experience they are looking for, so they can also go and tell their friends. The rise in digital has revolutionized the music industry, music markets have grown globally and music is now consumed in more places than ever before. The pandemic has accelerated the change in music habits, the industry has become more centralised and consolidated. (Cliff Fluet, INO CON 2021)

This campaign has incorporated a variety of forms of entertainment into it, it offers convenience and easy accessibility to fans, the campaign has been forward thinking and tried to keep costs to a minimum wherever possible, it stands for a great chance of success. Every part of the production from beginning to end will be monitored and evaluated to ensure the best possible outcomes. This campaign will help retain relevance of such an inspirational iconic artist, and achieve all the objectives set out. It will ensure Aaliyah becomes established across a variety of DSPs as well as the digital landscape, ensuring Aaliyah's legacy can live on for longer. All the efforts have been tailored around what the audience require, lifestyles and taste. The authenticity of the artist, along with originality and respect.

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Instagram
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Instagram/aaliyaharchives
Instagram/aaliyahfan
Instagram/meggthestallion

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Appendix

Copy of Aaliyah Focus Group Survey One Single Artwork & Logo

International Music Marketing Saskhia Menendez Survey Results

1. Which Single Cover Do You Prefer?



Answered: 25 Skipped: 1

Image 1	36%	9
Image 2	64%	16

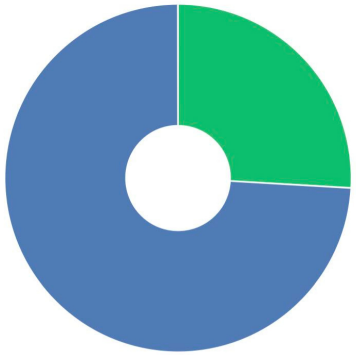
2. What Album Cover Do You Prefer



Answered: 25 Skipped: 1

A	20%	5
B	24%	6
C	56%	14

3. Which Logo Do You Prefer?



Answered: 27 Skipped: 0

A	25.93%	7
B	74.07%	20

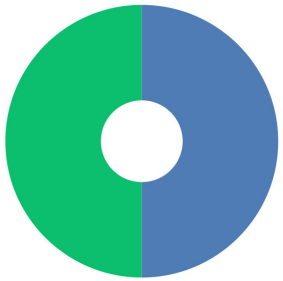
https://www.surveymonkey.com/results/SM-2PZ3FJPV9/

Appendix

International Music Marketing Saskhia Menendez
Survey Results 2

PAGE: 1 of 11

1. What Is Your Gender ?



Skipped: 0 Answered: 32

Male	50%	16
Female	50%	16
Other	0%	0

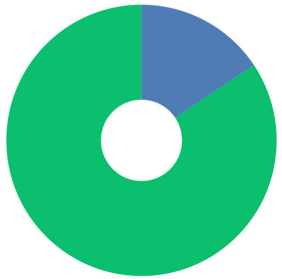
Responses

Italy	23/05/2021, 23:49
London	23/05/2021, 22:21
London	23/05/2021, 15:32
Bham	23/05/2021, 15:29
Spain	23/05/2021, 15:28
Hackney	23/05/2021, 15:27
Aouth east	23/05/2021, 15:26
London	23/05/2021, 15:25
Cali	23/05/2021, 15:24
Mamchestwr	23/05/2021, 15:23

Responses

Caerphilly, South Wales.	14/05/2021, 01:41
London	14/05/2021, 01:38
Manchester	10/05/2021, 07:02
uk	09/05/2021, 03:18
New Malden, SW London	08/05/2021, 14:41
London	08/05/2021, 08:43
london	08/05/2021, 07:22
Leeds	08/05/2021, 04:43
London	07/05/2021, 03:46
Oxford	06/05/2021, 22:29
London	

3. Have you ever heard of Aaliyah?



Skipped: 0 Answered: 32

Yes	84%	27
No	16%	5

4. If You Owned Any Aaliyah Albums How Many?



Skipped: 0 Answered: 32

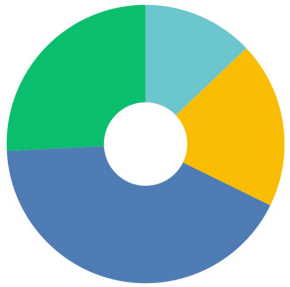
One	19%	6
Two	22%	7
Three	12%	4
Four	6%	2
None	41%	13

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Appendix

International Music Marketing Saskhia Menendez
Survey Results 2

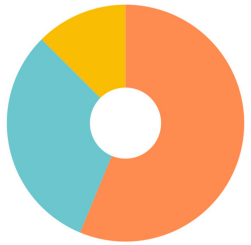
5. What is your total household income?



Skipped: 1 Answered: 31

Less than £20,000	26%	8
£20,000 to £34,999	42%	13
£35,000 to £49,999	19%	6
£50,000 or More	13%	4

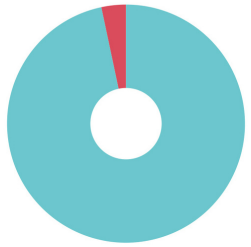
6. How often do you purchase music after listening to it on music streaming websites?



Skipped: 0 Answered: 32

Extremely often	0%	0
Very often	0%	0
Somewhat often	12%	4
Not so often	31%	10
Not at all often	56%	18

7. Which of the following music streaming websites is best at recommending music you



Skipped: 0 Answered: 32

Deezer	0%	0
Finetune	0%	0
Grooveshark	0%	0
Jango	0%	0
Lastfm	0%	0
MOG	0%	0

Music production and videography 23/05/2021, 10:56
Socialising, music, sport, family 17/05/2021, 04:31
Music, Surf, Travel 17/05/2021, 01:57
Connecting dots 17/05/2021, 01:32
Music and Tenis 14/05/2021, 01:49
Music (producing, songwriting, listening), gaming, cooking, films 14/05/2021, 01:41
Guitar 14/05/2021, 01:38
Fashion, movies, fragrances, computer games 10/05/2021, 07:02
spreading hope and love 09/05/2021, 03:18
Music, social media, business

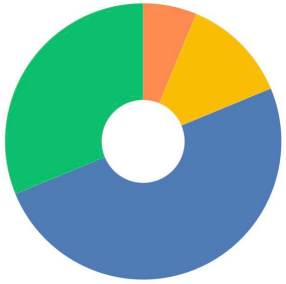
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Appendix

International Music Marketing Saskhia Menendez
Survey Results 2

spreading hope and love 09/05/2021, 03:18	>
Music, social media, business 08/05/2021, 14:41	>
Designing, Cooking , Listening to Music, Working out, reading 08/05/2021, 08:43	>
writing, gardening, reading 08/05/2021, 07:22	>
Sports, clothes and art 08/05/2021, 04:43	>
Exercise and sport Playing musical instruments 07/05/2021, 03:46	>
Bowling 06/05/2021, 15:53	>
Fashion, sports and music 06/05/2021, 15:21	>
Dance, fashion, arts, creativity, shopping going out clubbing	>

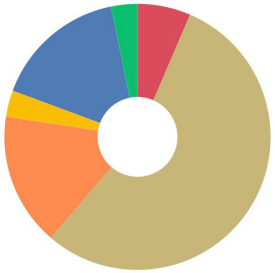
9. What is your age?



Skipped: 0 Answered: 32

18 to 24	31%	10
25 to 34	50%	16
35 to 44	12%	4
45 to 54	0%	0
55 to 64	6%	2
65 to 74	0%	0

10. What is your race or ethnicity?



Skipped: 1 Answered: 31

Asian	3%	1
Black or African American	16%	5
Hispanic or Latino	3%	1
Middle Eastern or North African	0%	0
Multiracial or Multiethnic	16%	5
Native American or Alaska Native	0%	0

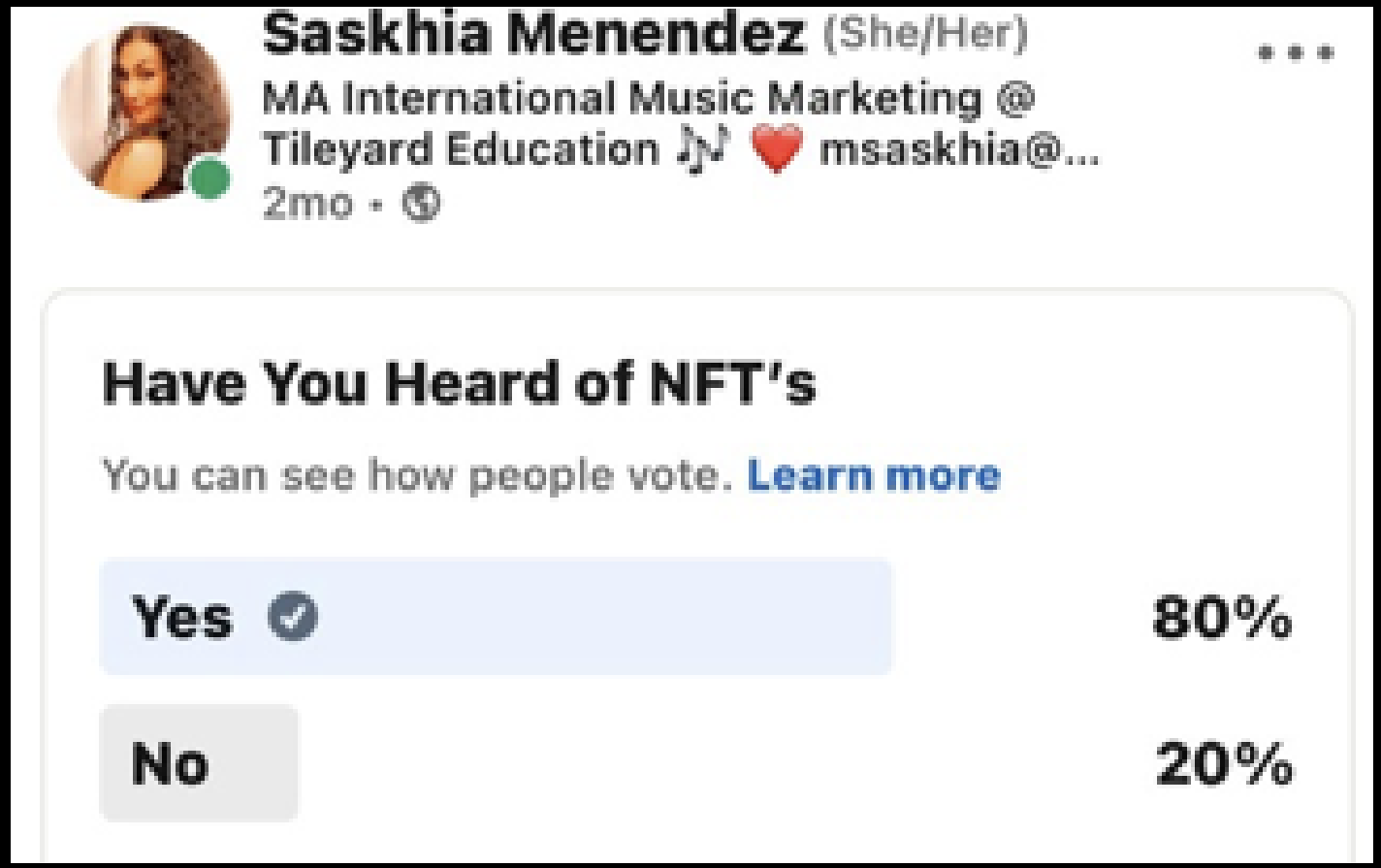
https://www.surveymonkey.com/r/ZQ5D9M7

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Appendix

Survey 3

International Music Marketing Saskhia Menendez Results



Appendix

Design Briefs For Logo & Artwork with Alex Forsey MA Design Student Tileyard

Old Logo & Design



My Prefered Logo & Artwork





Hi Alex

I want to keep the A outline but add a star to the middle and maybe make it black and gold?
Having Aaliyah Running through the middle, i have also chosen this tattoo design font

Here is the single design I am using plus album artwork idea too if you could by any change add it to digital assets and take the old one off sorry, I am terrible for graphic design I will be using also need to add logo and song titles

Best Wishes Saskhia



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Appendix

Design Briefs For Logo & Artwork with Alex Forsey MA Design Student Tileyard

My Prefered Logo & Artwork





Selection of Artwork



Final Single Artwork



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Appendix

Selection of Merch Artwork, Avatars, Anticipations & Gifs For Campaign



























Appendix

Collaboration Email with Volta a New Multiverse Platform

Alex Kane <alex@volta-xr.com> Unsubscribe
3:52 PM (14 minutes ago)
to me

Hey Saskhia, thank you for signing up to build the metaverse!
We are rolling out Volta Create (our world creation and broadcasting software) as fast as we can but pushing the envelope can be a delicate process and we want to make sure we do it right.
Thank you in advance for your patience while we push and pull on our system, find bugs and build the infrastructure we need to make your world creation experience as smooth as possible.
In the meantime, a little information will go a long way in helping us roll our beta out to you quickly. Please reply to this email with the following information and we will get you up and running as soon as we can:

· Computer spec
· Operating System
· DAW / audio performance software

Also, join us on Discord to be a part of the community or to ask us any questions!
Thanks,

Alex Kane
CEO - Volta