

# MJ DUKE

## Campaign Presentation

by
Oliver Smithard
2125309

# Who is MJ Duke?



- London based Singer/songwriter.
- Writing and performing since the age of 11.
- Music focuses on emotion - love, heartbreak & mental health.
- Inspired by 90s Hip-Hop, Motown and Soul music.

# Interests & Values

- Gaming
- Music Production
- Live Streaming
- Charity
- Food



Barnardo's
GIVING CHILDREN
BACK THEIR FUTURE



# Existing Marketing Assets

## FOLLOWER COUNT






4711 2933 580 30

# The Campaign

# Objectives

- Build brand awareness
- Increase engagement with audience
- Transfer online marketing into real-life experiences
- Develop an infrastructure for artist to use onwards (album early next year)




# 2 EPs + 2 Singles

| | | |
|---|---|---|
| Single 1: The Edge | - | Released 22/07/22 |
| EP 1: The Edge EP | - | Released 05/08/22 |
| Single 2: Take My Heart | - | Released 02/09/22 |
| EP 2: The Edge (Remixes) EP | - | Released 30/10/22 |

# Campaign Themes

Duality

Evolution

# Brand Imagery & Iconography

# Existing Logo





# Proposed Logo



MJ DUKE



# Imagery









# Imagery

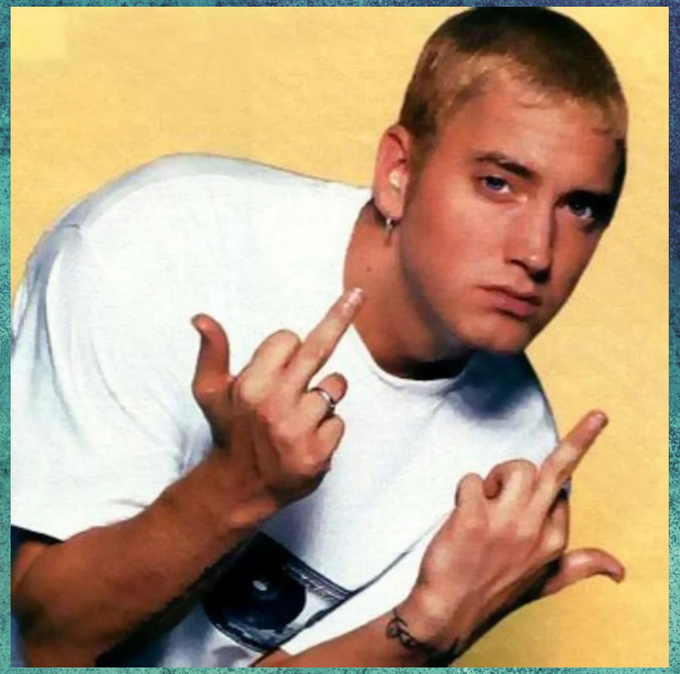






# Influences





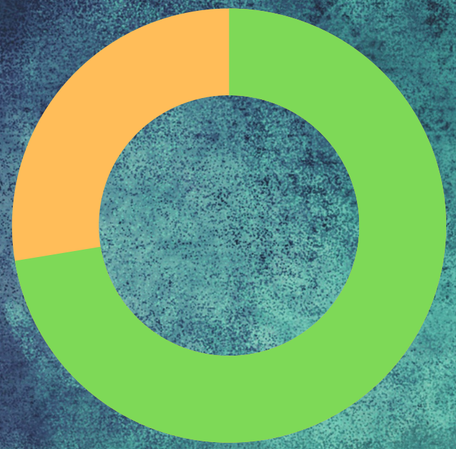


# Tone of Voice

- Open
- Comedic
- Self-aware (self-deprecating in a funny way)
- Open about mental health struggles

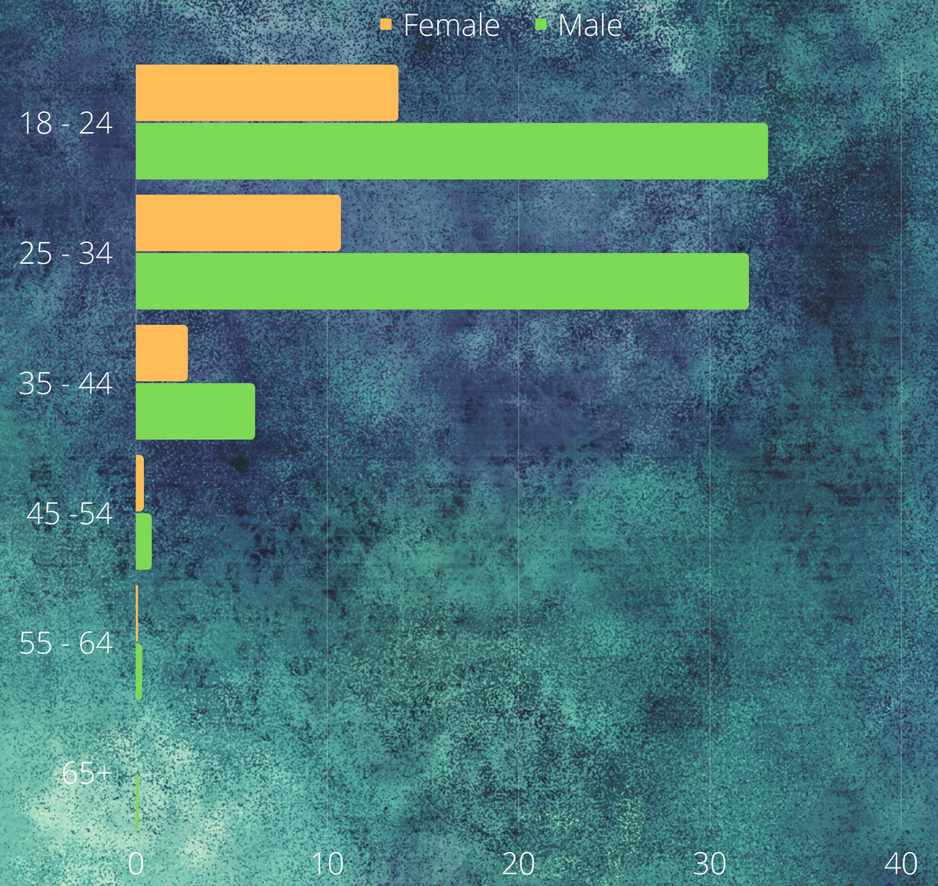
# Audience

Instagram (last 28 days):

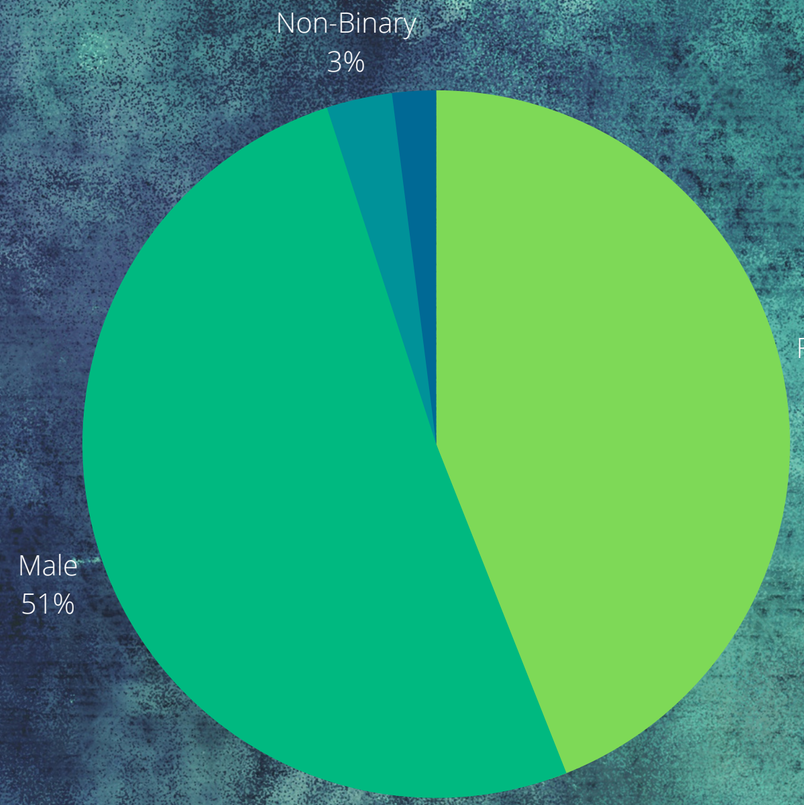


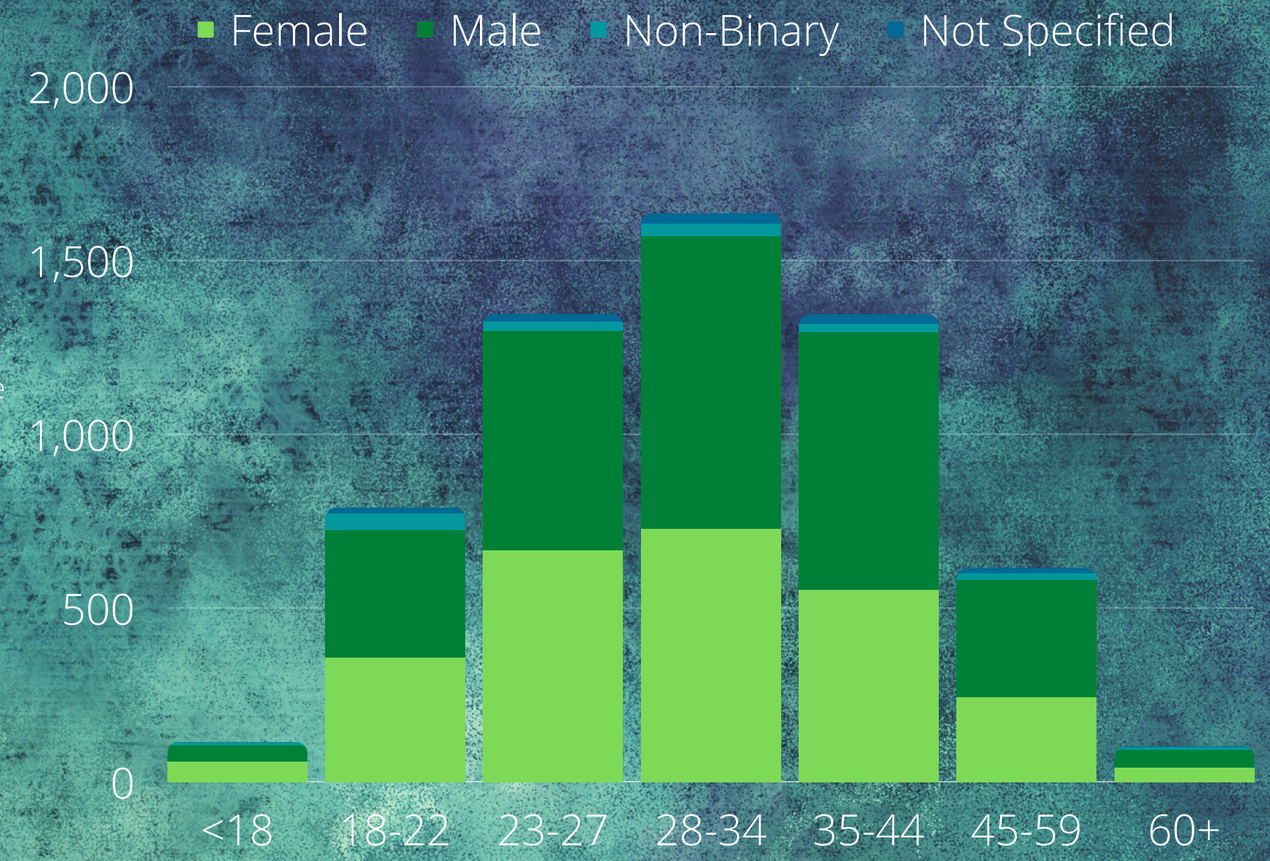
: Male

: Female



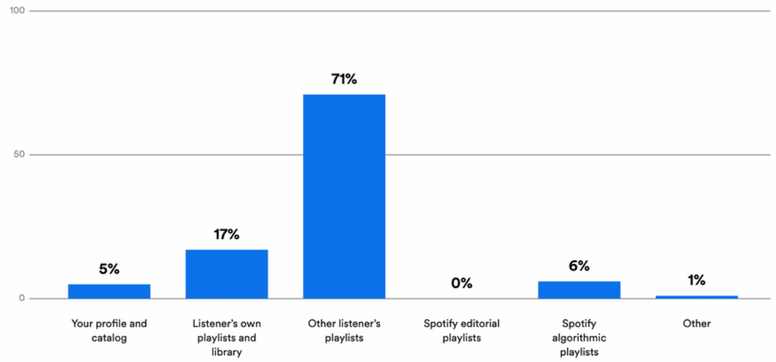
## Spotify (Last 28 days)



# Audience Insights

## Spotify (Last 28 days)




### Top countries

Listeners • Last 28 Days • Worldwide

| Last 28 Days | | Listeners |
|---|---|---|
| 1 | United States | 1,886 |
| 2 | Brazil | 569 |
| 3 | Italy | 509 |
| 4 | Mexico | 329 |
| 5 | Canada | 238 |
| 6 | United Kingdom | 208 |
| 7 | Germany | 202 |
| 8 | Australia | 159 |
| 9 | Spain | 129 |
| 10 | Philippines | 123 |

### Top cities

Listeners • Last 28 Days • Worldwide

| Last 28 Days | | Listeners |
|---|---|---|
| 1 | San Francisco<br>United States | 175 |
| 2 | Los Angeles<br>United States | 102 |
| 3 | Chicago<br>United States | 96 |
| 4 | New York<br>United States | 96 |
| 5 | Mexico City<br>Mexico | 96 |
| 6 | Brooklyn<br>United States | 93 |
| 7 | Dallas<br>United States | 92 |
| 8 | Miami<br>United States | 89 |
| 9 | Las Vegas<br>United States | 79 |
| 10 | São Paulo<br>Brazil | 76 |

# Targeted Audience

# Gamer Guys



# Engaged Gals



# Troubled Teens



# Timeline

## Phase 1

- **Increase brand awareness**
- **Increase fan engagement**

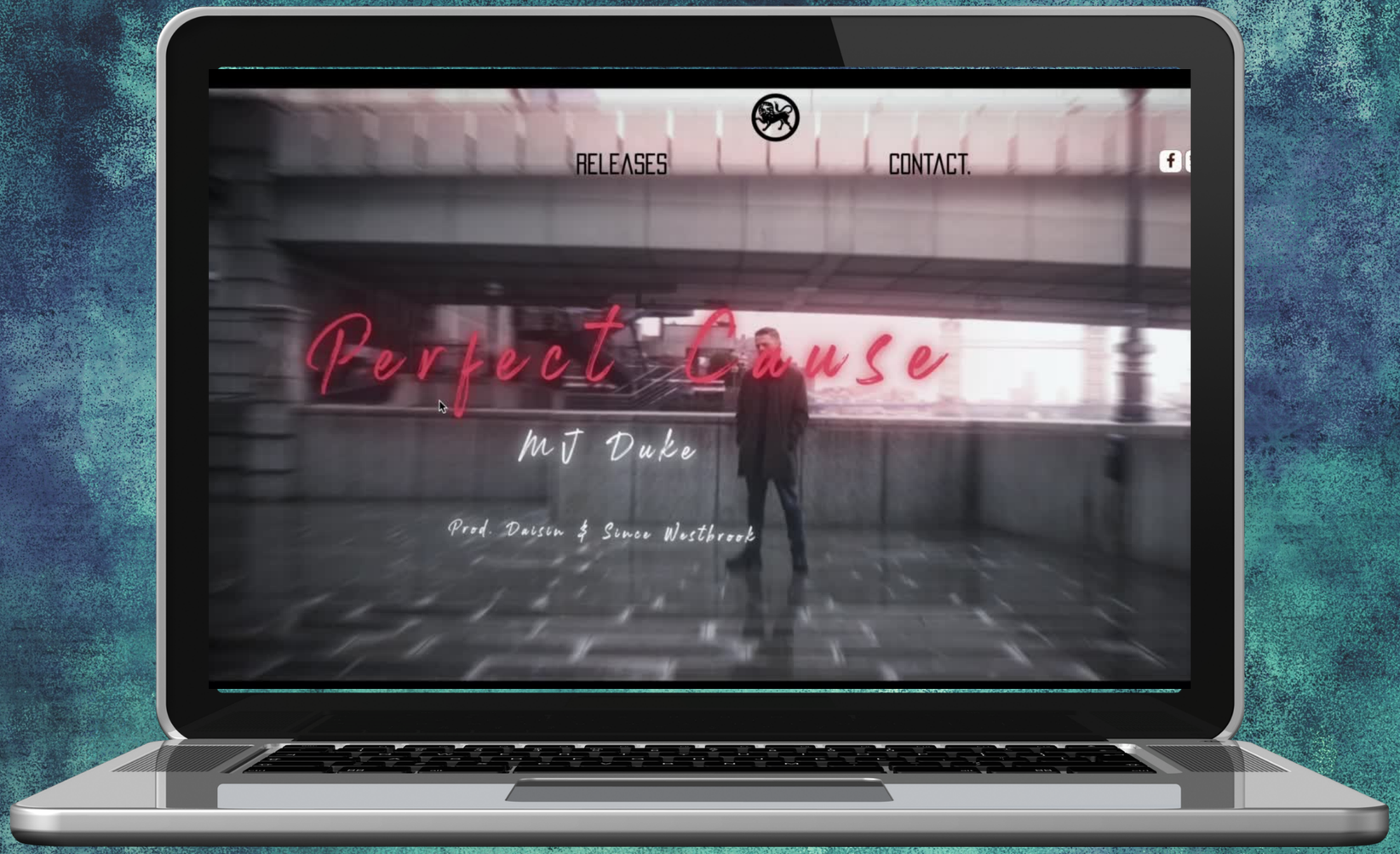
## Phase 2

- **Engage in real life experiences**

## Phase 3

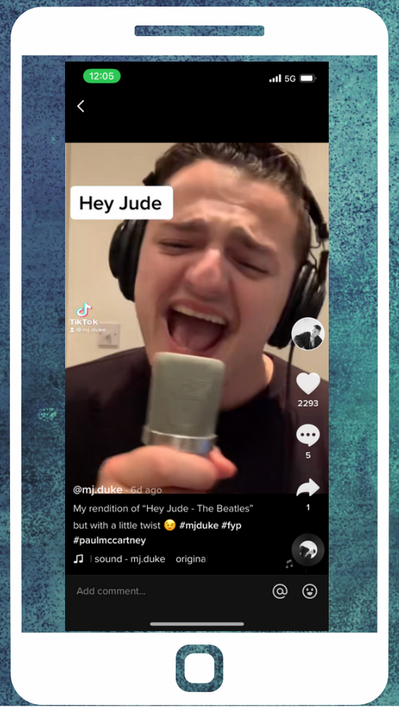
- **Develop infrastructure for future campaigns**

# Website


RELEASES
CONTACT.
Perfect Cause
MJ Duke
Prod. Daisin & Since Westbrook

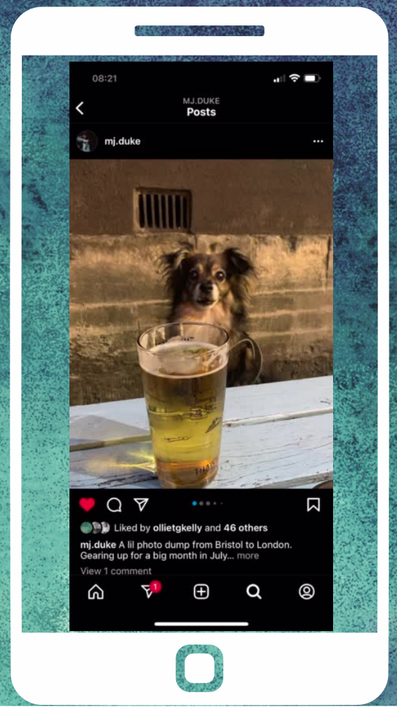
# Social Media Strategy

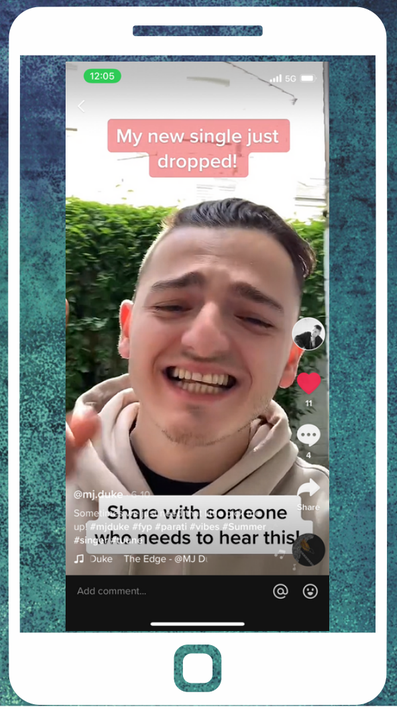
# Frequency of content:
# Instagram feed posts - 2/week
# Instagram Stories - 3 to 5/day
# TikTok Posts/IG Reels - 2/week









# Schedule

Week of: **July 18**

| WEEK #1 | 7/18 MONDAY | 7/19 TUESDAY | 7/20 WEDNESDAY | 7/21 THURSDAY | 7/22 FRIDAY<br>The Edge Single Release | 7/23 SATURDAY | 7/24 SUNDAY |
|---|---|---|---|---|---|---|---|
| INSTAGRAM FEED | Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Artwork for The Edge single posted "My new single The Edge is out an all streaming platforms today. Hope you enjoy!"<br>Asset link<br>Owner<br>12:00<br>FALSE | Asset link<br>Owner<br>13:30<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE |
| INSTAGRAM STORY | Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Video of MJ Duke jamming out to his new song.<br>Asset link<br>Owner<br>11:00<br>FALSE | 1. Video of MJ Duke making breakfast with The Edge on in the background.<br>2. Walking his dog through the park with The Edge playing in the background.<br>3. MJ Duke and his producer vibing out to the new release.<br>Asset link<br>Owner<br>11:00, 15:00, 21:00<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE |
| TIKTOK | Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Video of MJ Duke jamming out to his new song.<br>Asset link<br>Owner<br>11:00<br>FALSE | Live Rendition of "The Edge"<br>Asset link<br>Owner<br>11:00 AM<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE |
| INSTAGRAM REELS | Asset link<br>Owner<br>Time<br>FALSE | Time<br>FALSE | Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Video of MJ Duke jamming out to his new song.<br>11:00<br>FALSE | Live Rendition of "The Edge"<br>11:00 AM<br>FALSE | Time<br>FALSE |

**NOTES**

**TO DO**

Week of: **August 1**

| WEEK #3 | 8/1 MONDAY | 8/2 TUESDAY | 8/3 WEDNESDAY | 8/4 THURSDAY | 8/5 FRIDAY<br>The Edge EP Released | 8/6 SATURDAY | 8/7 SUNDAY |
|---|---|---|---|---|---|---|---|
| INSTAGRAM FEED | Photo dump from the previous week, including pictures of artist in the studio working, cute dog pics, food etc<br>Owner<br>12:00 PM<br>FALSE | Announcement of EP release featuring animated version of artwork.<br>Asset link<br>Owner<br>12:00 PM<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Artwork for the EP. "The Edge EP releases today! Go run up the plays on your favourite streaming platform! , let me know which track is your favourite! "<br>Asset link<br>Owner<br>11:00<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE |
| INSTAGRAM STORY | 1. Snippet of a track from The Edge EP in the background while MJ Duke announces something is coming at the end of the week in a mysterious way.<br>2. Announcing a week full of performances every night at open mic nights.<br>2. Story from open mic performance<br>Asset link<br>Owner<br>11:00, 15:00, 21:00<br>FALSE | 1. "If you want to hear the tracks from my upcoming EP, head down to (venue tonight)<br>2. Story from open mic performance<br>Asset link<br>Owner<br>11:00, 15:00<br>FALSE | Story from open mic performance<br>Asset link<br>Owner<br>Time<br>FALSE | Story from open mic performance<br>Asset link<br>Owner<br>Time<br>FALSE | Video of MJ Duke listening to his new EP<br>Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE |
| TIKTOK | Cover of Frank Sinatra "Fly Me to the Moon"<br>Asset link<br>Owner<br>17:00<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Cover of Westlife "Uptown Girl" (Westlife play a headline show that week)<br>Asset link<br>Owner<br>17:00<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Video of MJ Duke listening to his new EP<br>Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE | Asset link<br>Owner<br>Time<br>FALSE |
| INSTAGRAM REELS | Cover of Frank Sinatra "Fly Me to the Moon"<br>Asset link<br>Owner<br>17:00<br>FALSE | Time<br>FALSE | Cover of Westlife "Uptown Girl" (Westlife play a headline show that week)<br>17:00<br>FALSE | Time<br>FALSE | Video of MJ Duke listening to his new EP<br>Time<br>FALSE | Time<br>FALSE | Time<br>FALSE |

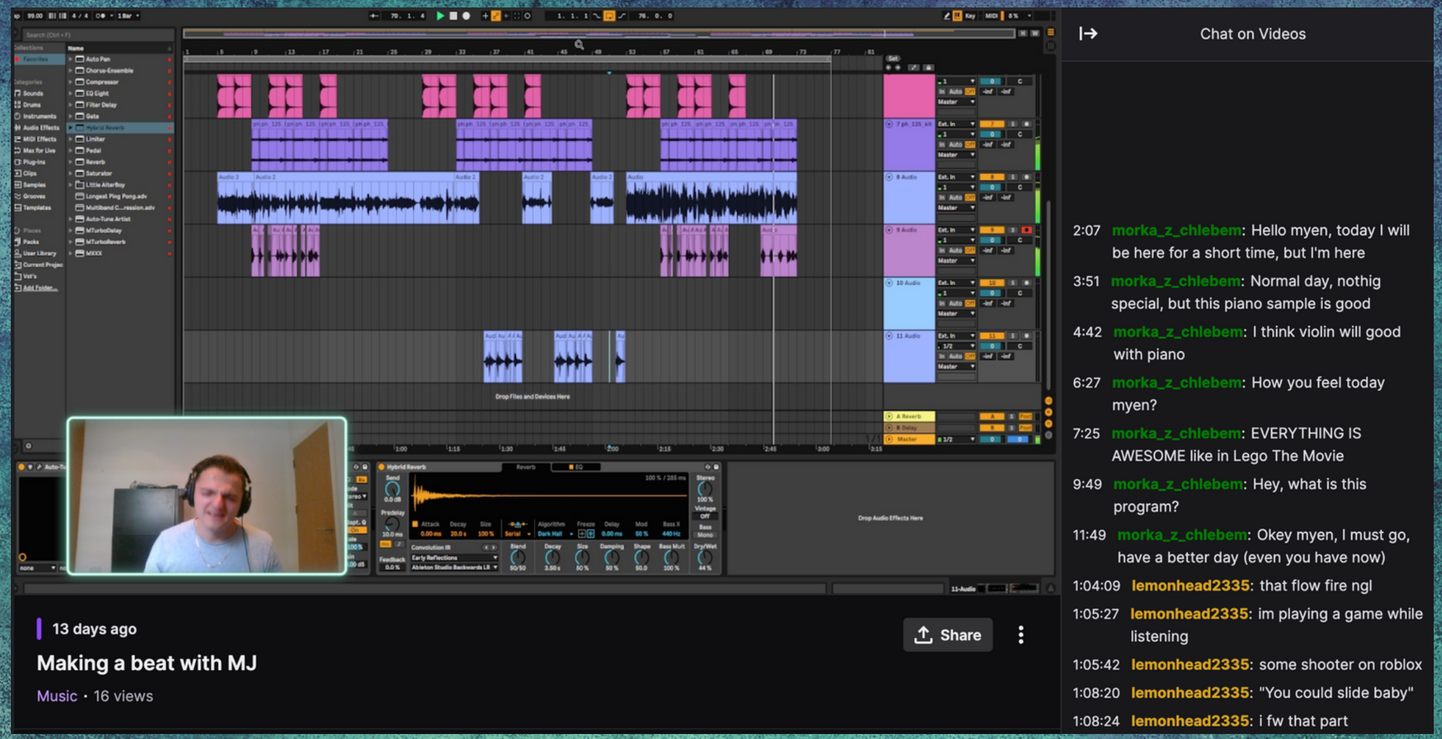
**NOTES**

WEEK OF PERFORMANCES

**TO DO**

# Alternative Platforms

Twitch:



# Social Media Advertising

## Gamer Guys

**Estimated audience size:**

726,800 - 855,000

Estimates may vary significantly over time based on your targeting selections and available data.

**Audience details:**

- Location – Living in:
  - United Kingdom: London (+30 km) England
- Age:
  - 22-28
- Gender:
  - Male
- People who match:
  - Interests: Music, Gaming, Neo soul, Soul music, Hip hop music or Twitch

## Engaged Gals

**Estimated audience size:**

2,600,000 - 3,000,000

Estimates may vary significantly over time based on your targeting selections and available data.

**Audience details:**

- Location – Living in:
  - United Kingdom: London (+30 km) England
  - Mexico: Mexico City (+40 km) Distrito Federal
  - Peru: Lima (+40 km) Lima Region
- Age:
  - 29-34
- Gender:
  - Female
- People who match:
  - Interests: Music, Neo soul, Soul music, Hip hop music, Marriage, Love, Love Stories, Rhythm and blues music or Engagement
  - Relationship Status: In a relationship

## Troubled Teens

**Estimated audience size:**

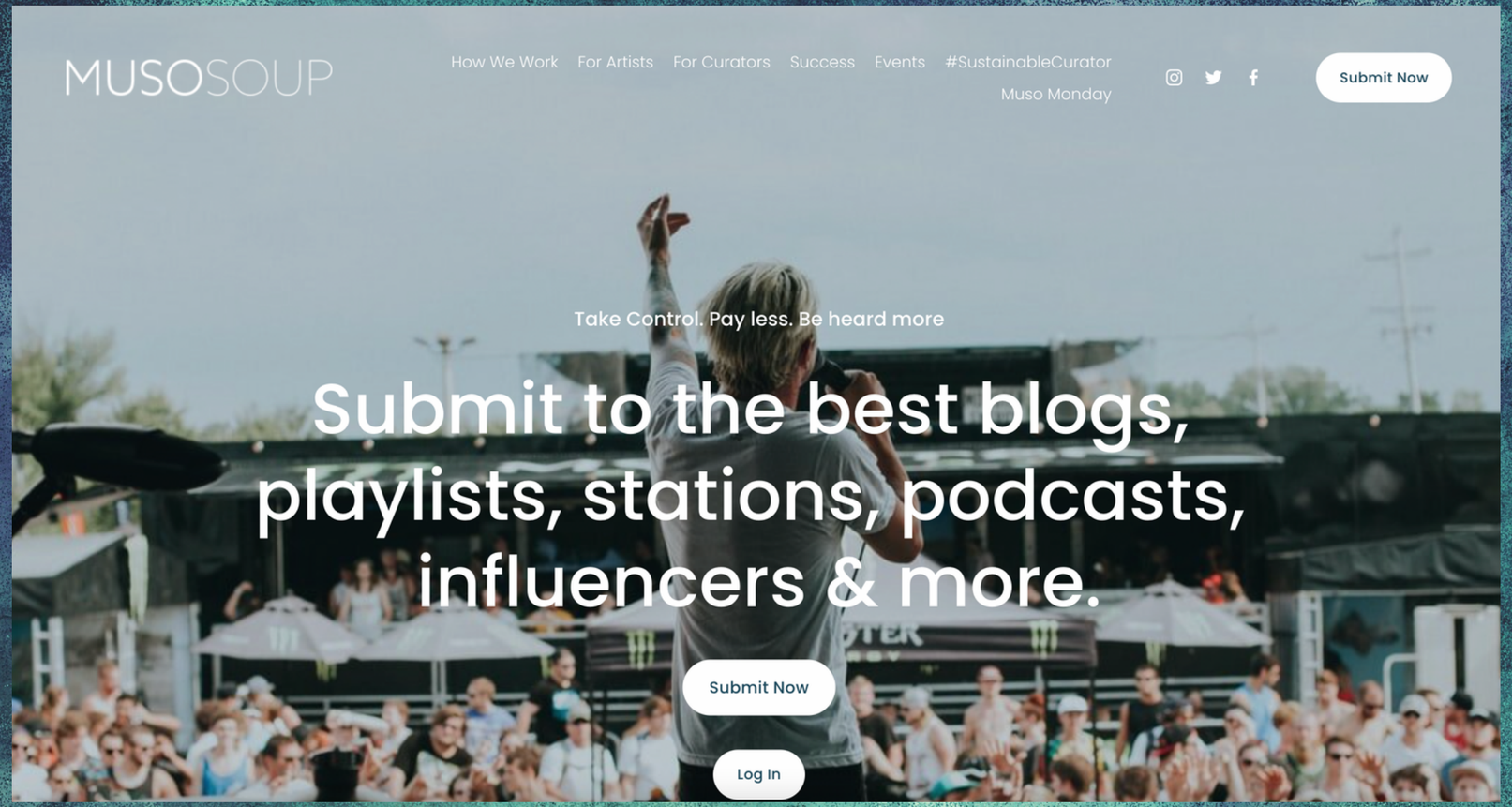
685,900 - 807,000

Estimates may vary significantly over time based on your targeting selections and available data.

**Audience details:**

- Location – Living in:
  - United Kingdom: London (+30 km) England
  - Mexico: Mexico City (+40 km) Distrito Federal
  - Peru: Lima (+40 km) Lima Region
  - United States: San Francisco (+40 km) California
- Age:
  - 16-18
- People who match:
  - Interests: Music, Neo soul, Soul music, Hip hop music or No Depression

# Release Strategy


MUSOSOUP
How We Work
For Artists
For Curators
Success
Events
#SustainableCurator
Muso Monday
Submit Now
Take Control. Pay less. Be heard more
Submit to the best blogs, playlists, stations, podcasts, influencers & more.
Submit Now
Log In

PlaylistPush

Home For Artists For Creators Blog Pricing FAQ SIGN IN APPLY

WHAT WE DO

# Connecting artists to playlist curators

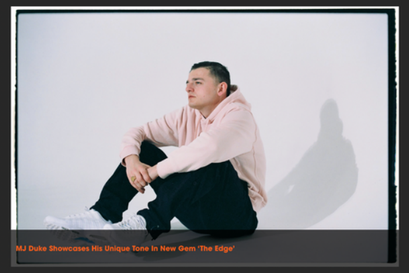
We help independent artists get their music on playlists and give playlist curators a way to discover new music

I RELEASE MUSIC I OWN PLAYLISTS



## MJ Duke Showcases His Unique Tone In New Gem ‘The Edge’

Written By Gabriel Mazza




There’s no shortage of great vocals these days, but not many artists come close to the lyrical expressivity and peculiar tone that MJ Duke possesses. Hailing from London, the young talent has been making waves since his debut in 2020, releasing a series of singles and an EP that greatly showcased his artistic sensibilities and musical references. The project’s latest effort the track ‘The Edge’, builds on acoustic guitars and hip-hop-derived beats to deliver the ultimate upbeat gem, providing a light, free-flowing stream of musical goodness.

Coming back after a yearslong hiatus, MJ Duke lets his music speak, reminding us why he’s one of the most interesting artists around. Growing up listening to Soul and Blues giants, the British singer uses those influences and blends them with modern hip-hop elements, creating a style that’s as fresh as it is personal. Gearing up for an album release in July, we are confident MJ will confirm his artistry and attracts even more attention from the press and the industry.

When we first pressed play on the track, what really captured our attention was Duke’s unique vocal tone. Controlled, yet expressive and gritty, with a certain breezy quality to it. Short vibratos pop in here and there, helping the dynamic of the performance. An impressive feature, that coupled with his lyrical honesty really makes for powerful songwriting.

**We’ll be listening to MJ Duke for a while more, will you join us? Discover ‘The Edge’ on Spotify:**

The Edge
MJ Duke

SAINTS

SEARCH

MOTIVE MUSIC

# Listen to “The Edge” By MJ Duke

by Saints · June 24, 2022

# Live Events

TalentBang



GigRealm

# Budget

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | MJ Duke | | | | | |
| | | Campaign | The Edge EP + The Edge (Remixes) EP | | | | | |
| | | Dates | 22/07/22 - 30/10/22 | | | | | |
| | | Total Budget | | £5,000 | | | | |
| | | | | | | | | |
| 1st EP | Budget | £3,500 | | | | Remix EP | Budget | £1,500 |
| | | | | | | | | |
| Costs | CONTENT | | | | | Costs | CONTENT | |
| | Photography | £0 | | | | | Photography | £0 |
| | Artwork | £400 | | | | | Artwork | £100 |
| | SM Content Creation | £750 | | | | | SM Content Creation | £250 |
| | | | | | | | | |
| | PROMOTIONS | | | | | | PROMOTIONS | |
| | SubmitHub | £300 | | | | | SubmitHub | £150 |
| | PlaylistPush | £300 | | | | | PlaylistPush | £150 |
| | MySphera | £300 | | | | | MySphera | £150 |
| | Social Media Ads | £1,250 | | | | | Social Media Ads | £300 |
| | | | | | | | | |
| | Live | | | | | | LIVE | |
| | Transport | £200 | | | | | Transport | £0 |
| | | | | | | | | |
| | | | | | | | MUSIC | |
| | | | | | | | Remix Fee | £400 |

# Thank you