

ENTERTAINMENT MARKETING PRESENTATION

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Module Code: SBTY7003

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CONTENT

- About the Artist
- About the upcoming release
- Target Audience Analysis
- The marketing strategy
 - General strategy
 - Platforms
 - Timeline

UNKNOWN
CHAPTERS



ABOUT UNKNOWN CHAPTERS

- Story Tellers
- Subject Matters:
 - Social issues
 - Personal issues
 - Positive Undertone
- Each Album tells a different story

RELEASES

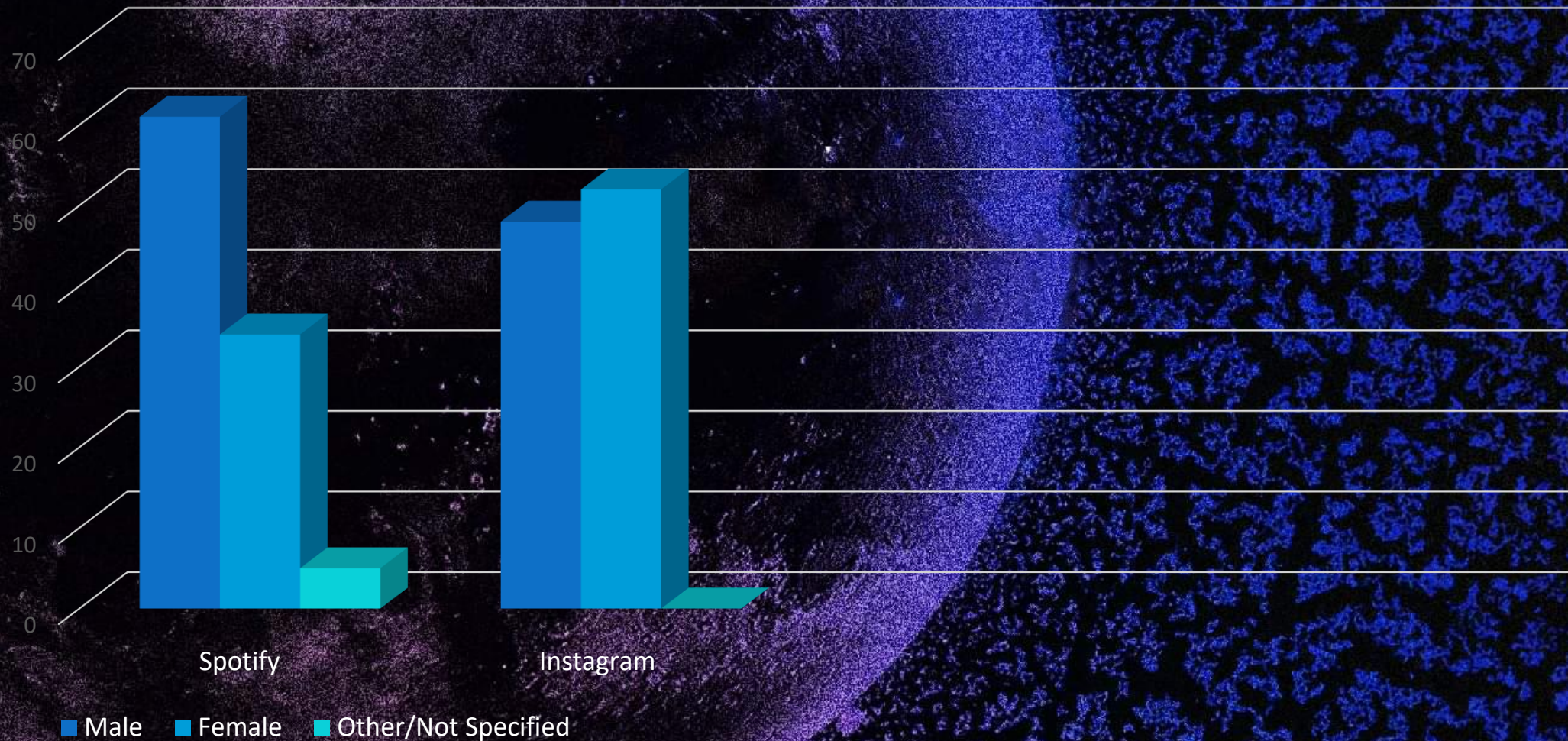
- 3 Single Releases so far
- Previous Single: Born and Bred



- Upcoming Album: Age of Dying Radio
- Upcoming Single: Frozen Bones

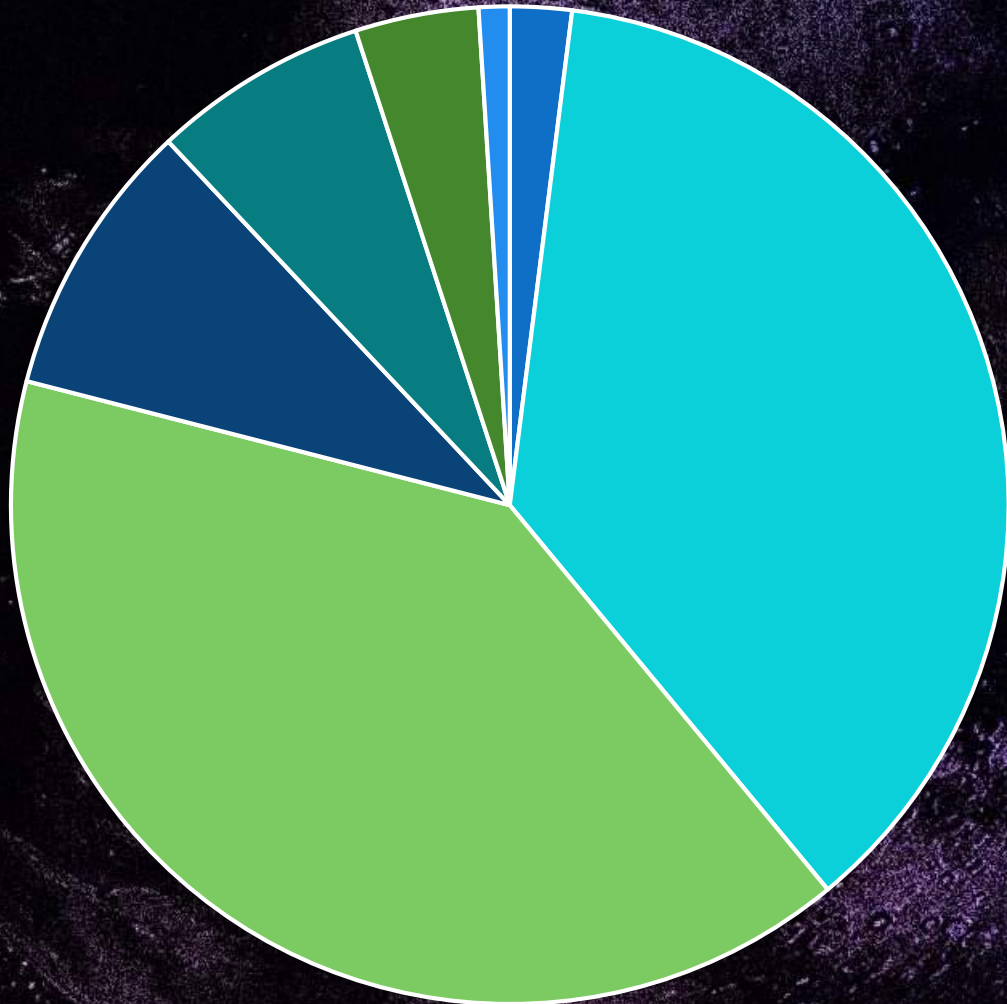
TARGET AUDIENCE ANALYSIS

Gender Break Down

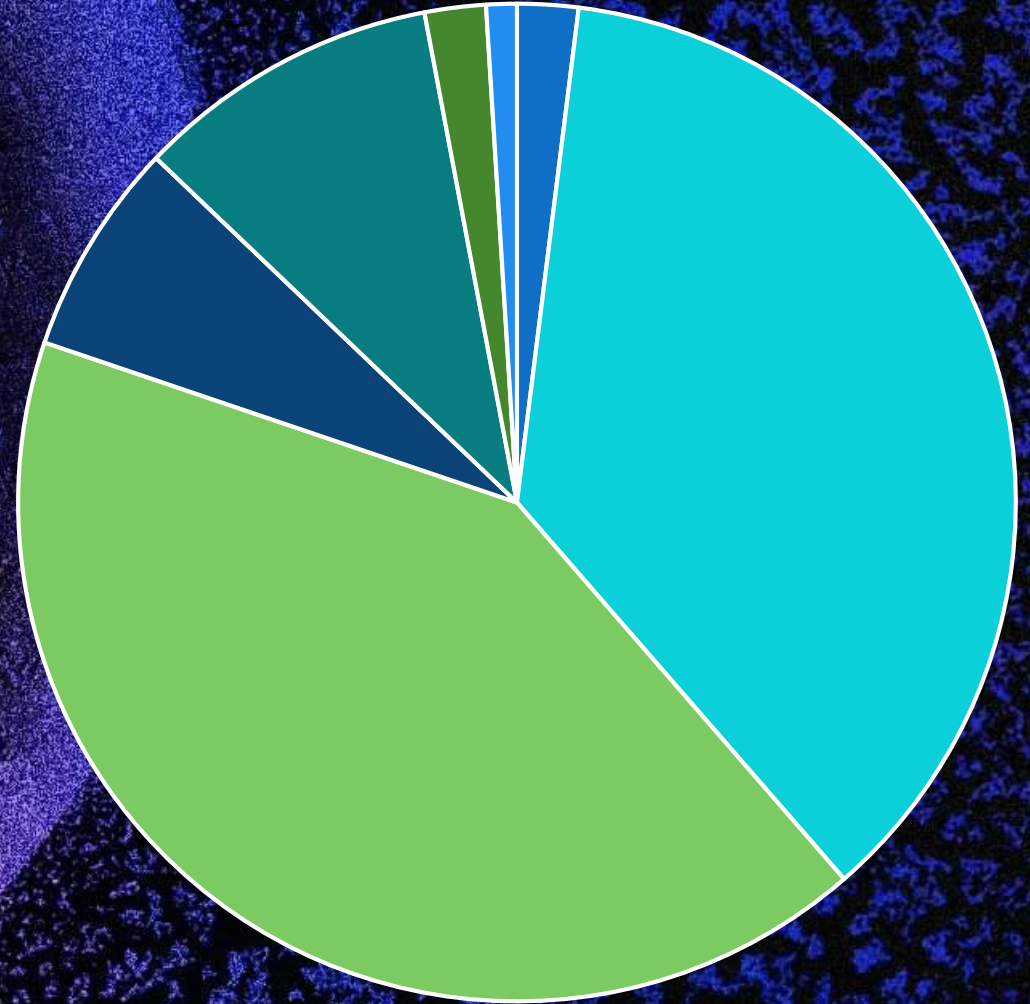


TARGET AUDIENCE ANALYSIS (2)

Instagram Age Break Down



Spotify Age Break Down



☐ < 18 ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

TARGET AUDIENCE ANALYSIS (3)

- Countries: UK, Romania, Switzerland, Italy, France
 - Age: 18-35
 - Genres: Indie, Pop, Rock
 - Interested in:
 - Movies, Stories, Fantasy, Science Fiction
 - Political and Sociological Issues

GUERILLA MARKETING APPROACH

- Creating a marketing campaign with a limited budget of £ 2000
 - Creative Approach > Expensive Traditional Marketing
 - Doing things differently and catching people's attention



- Create street campaign and online campaign based on the album's story
 - Interactive
 - Two opposing messages: Government vs. Rebels

MARKETING PLATFORMS

- Social Media
 - Accounts
 - Advertisement
- Spread posters, flyers and stickers all around London
 - Website
- Blogs and Online Magazines
 - Playlist Placements
 - Local Radio Stations
- BBC Introducing and similar
 - Huge sync potential

MATERIAL

- Music Video for Frozen Bones
 - Acoustic Versions
 - Live Versions
 - Potentially Remixes
- Behind the Scenes Videos
- Videos telling the Story of the Album and the Songs
 - Giveaways and Competitions

TIMELINE

3 Months Prior
to Album
Release

2 Months Prior

1 ½ Months
Prior

- Prepare and finalize content
- Recruit helpers

- Start engaging existing fanbase
- Start online campaign
- Start street campaign

- Start Single Campaign

TIMELINE (2)

1 Month Prior

3 weeks prior
leading up to
the release

Post-Release

SINGLE RELEASE

- Music video release
- Count down to album release -> all in, full engagement, pre-save

- Keep audience interested as long as possible (extra material)
- Continue pitch to playlists, blogs, radio stations
 - Pitch for sync



ANY QUESTIONS?

REFERENCES

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