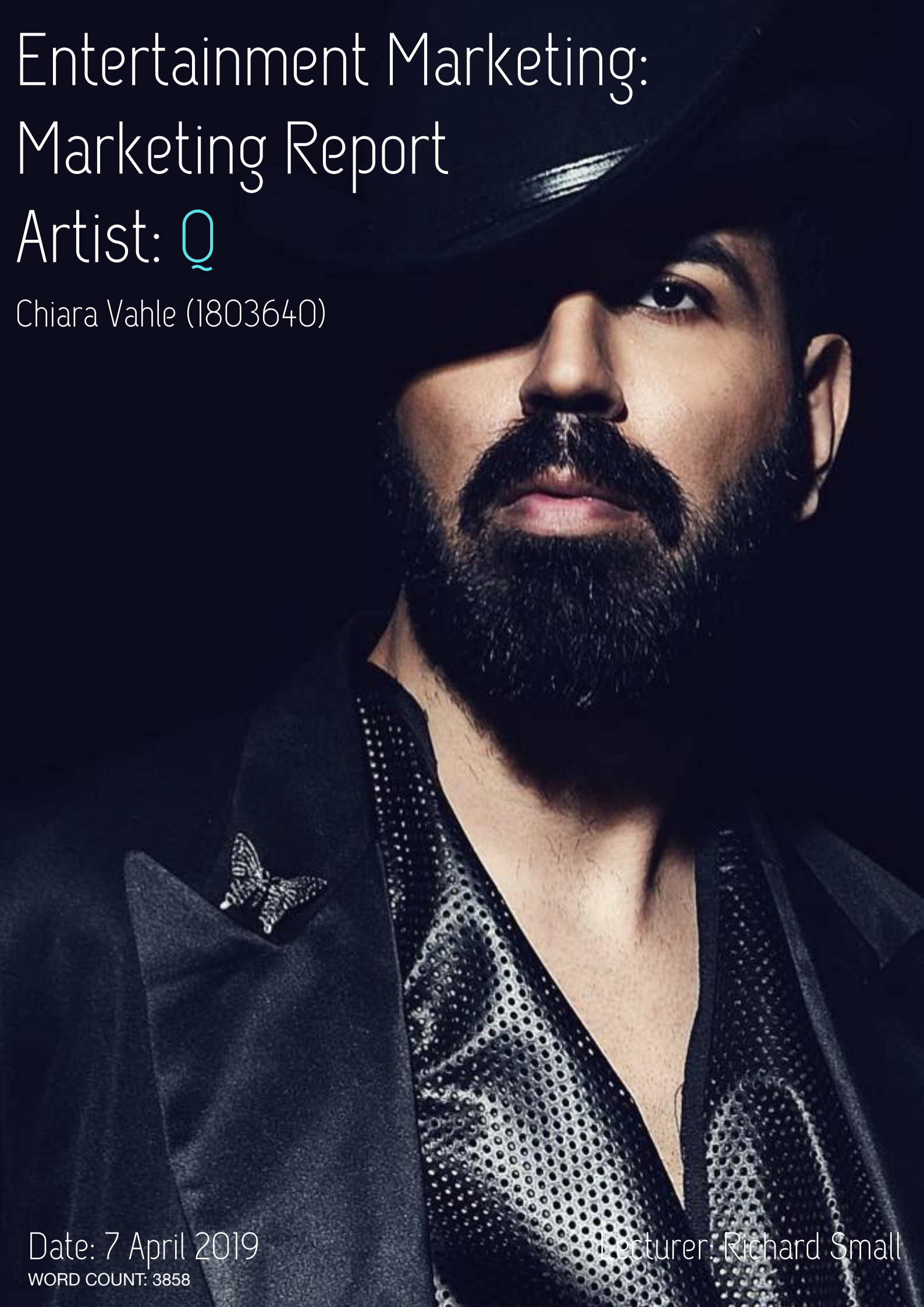


# Entertainment Marketing: Marketing Report

Artist: Q

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# **1. Executive Summary**

The following Marketing Plan presents the up and coming artist Q and the promotional plan for his soon to be released album named 'Living My Life' as well as his first single 'For Me' supported by a music video. The purpose of this plan is to address the artist's strengths, opportunities within the music industry, the areas that have the potential for improvement as well as possible threats.

## **1.1 Artist Summary**

The artist Q is an independent singer-songwriter born and raised in Germany who now lives in London to pursue his career as a musician. The singer focuses on electro-pop and dance music with a very distinct style of his own. His cover of Kylie Minogue's hit single 'Can't Get You Out Of My Head' together with the producer Sagi Kariv has landed Q a spot in the UK Club Charts which has given him great exposure.

## **1.2 Objectives and Goals**

The main goal that is anticipated to be achieved with this promotional plan is to promote the upcoming album and single of Q. The release should get exposure for the artist to grow his brand as a singer-songwriter. With the marketing plan, it is also anticipated to boost digital sales of both the album and the single through national and international digital and physical advertising. In order to reach the singer's target audience, it is first and foremost necessary to build a fan base by giving people insights of the artist's life on various Social Media platforms such as Facebook, Instagram, and Twitter. A promotional tour should also give further recognition of the artist's music which will also push album and single sales.

## **1.3 Project Outline**

In the first quarter of the marketing plan, the recording of the album will take place as well as the mixing and mastering. In quarter two, a photo shoot for the single and the album as well as other promotional purposes will be scheduled. The shoot for the music video for 'For Me', the single's promotion and the release of the single will occur in the third quarter. In the final quarter of the project, the album will be promoted and released with a national and international tour ending the album cycle.

# **2. Vision and Viability**

In order to differentiate the singer Q from other artists, it is necessary to evaluate the unified vision and the unique selling proposition in the marketing plan. Furthermore, to analyse the overall music market it is recommended to complete a PEST Analysis, which stands for Political, Economical, Social, and Technological aspects affecting the music industry in a positive or negative way, according to Barry (2013). A SWOT analysis will give some detailed information about Q's current situation as an artist.

## **2.1 Unified Vision**

The vision for the album campaign is aimed to be a comic styled theme. For this reason, the artwork for the album cover itself, as well as all digital advertising, will be designed in the form of a comic. The artist's photographs for the album and for Social Media will be

filtered into a comic effect in order to receive a unique and consistent picture throughout the campaign. Furthermore, the main colours used for the album cover are red, orange, yellow, green, blue, and purple. This theme is also anticipated to be applied to the singer's live shows in visual effects.

## **2.2 Unique Selling Proposition (USP)**

Q has a very unique style in his appearance which reflects in his music. His brand logo is very outstanding and has a high recognition value due to the fact that is very simply but effectively created for the consumer's eye. Furthermore, the singer's live shows involve special visual effects that are perfectly suited for this genre of music. In consideration of that, he performed at a famous festival in Tel Aviv along with a well-known DJ/Producer. The upcoming album will be produced by a very famous producer, named Sky Adams, who already has collaborated with the likes of Kylie Minogue, Sigma, and Zak Abel. Furthermore, the fact that Q is recording in two languages, English and German, will set him apart from his competitors.

## **2.3 SWOT Analysis**

In general, a SWOT Analysis is 'a framework used to evaluate a company's competitive position and to develop strategic planning', according to Grant (2019). The evaluation of the SWOT Analysis gives detailed information about the artist and his strengths, the elements that need to be improved on, his opportunities within the music industry as well as possible threats that have to overcome. Strengths can and should be used to an artist's advantage. Detecting weaknesses is crucial in order to be able to work on a certain area and turn it into a strength. Opportunities give an overview of what chances there are for the artist within the music industry. The obstacles that could come across during the period of the marketing cycle as well as the further future the singer will be presented.

### **2.3.1 Strengths**

Q is a highly experienced live performer having performed at many shows nationally and internationally. This has enabled him to establish a small fanbase within the UK as well as Europe. Furthermore, the local press has given the artist some public exposure in music magazines and interviews. Q is recording his upcoming album with famous producers and songwriters which comes to an advantage for the singer. He has a strong connection with the media which is in his interest when releasing his single and album next year. The live shows of the singer are very unique and spectacular with professional visuals which represent the artist's image as well as his persona very well. Q's voice as well as his look have a high recognition value. Furthermore, the fact he sings in English as well as in German expands his fanbase and addresses a wider range of people.

### **2.3.2 Weaknesses**

One of the main weaknesses that the artist has to improve on is the fact that there is a lack of interaction with his fan base. This means in order to grow his following it is important to focus on more fan interaction and become more present on Social Media platforms as well as post more regularly and like and comment on fan pages. According to Pace Social Media (2018) 'Artists need to have a social media presence because they need to be able to act accordingly to the responses and feedback from their followers'. Another potential for improvement is his artist website which needs to be re-established and updated. Lastly,

due to the lack of news and updates on the singer's Social Media accounts in terms of his career and music is highly recommended to create new pictures which will highlight his online profile.

### 2.3.3 Opportunities

Due to the strong relationship with some media, the artist has the opportunity to use this for his album and single release next year to his advantage. The collaboration with high profile DJs, music producers, and songwriters enables Q to target their fan base as well and receiving even more exposure through those people. After his promotional tour, there are other open opportunities for the artist to also perform at festivals and other live shows as tour support.

### 2.3.4 Threats

Political uncertainty such as Brexit can cause the artist to stop going to tour internationally due to higher costs for visas and carnets, a passport for gear and equipment. This could mean that the revenue source from touring abroad could be at risk and the income stream from this part will be completely non-existent. Not being able to tour could also lead to the potential that his fan base is not able to grow further. Another threat for the artist Q is that his genre is very competitive.

## 2.4 PEST Analysis

Figure 1: PEST Analysis

| PEST ANALYSIS                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Political                                                                                                                                                                                                                                                                                                                                                                                                      | Economical                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>Independent labels are growing and are therefore taking market share from major labels</li> <li>Tax systems and trade barriers affecting the business (Tax increase has an effect on price for the artist's album) (the more the VAT on music the higher is the price for the music)</li> <li>Political uncertainty; Brexit will make touring more difficult</li> </ul> | <ul style="list-style-type: none"> <li>8.1% growth in music revenues in 2018 due to streaming (IFPI Report, 2018)</li> <li>Employment through music is growing (IFPI Report, 2018)</li> <li>Total Gross Value Added (GVA) contribution in 2017 was at £4.5 billion in the UK (UK Music, 2018)</li> </ul>                                                                                                 |
| Social                                                                                                                                                                                                                                                                                                                                                                                                         | Technological                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>Social Media changes the way consumers find new music</li> <li>Streaming services let consumers connect to Social Media accounts to share their playlists</li> </ul>                                                                                                                                                                                                    | <ul style="list-style-type: none"> <li>New technology has an effect on how consumers listen to new and old music</li> <li>Digital becomes more popular, however, physical sales will never disappear completely.</li> <li>Blockchain technology can enable musician's to get paid royalties directly and faster instead of having any sort of intermediaries such as record labels interfere.</li> </ul> |

### 3. Competitors

According to Saxena (2009, p.70), it is important to understand an artist's competition in order to guarantee a successful and long-lasting career. Particularly, beneficial to know are the competitor's strengths and weaknesses and learn what products those are offering as well as the strategies the competition is using. Defining the artist's competition and their products is a vital part of a marketing plan due to the fact that the artist's own products and services and its marketing can be made stand out.

#### 3.1 Competitor Comparison Matrix

Figure 2: Competitor Comparison Matrix

| Factor                        | Q         | Jane XO<br>(Competitor 1) | Great Good Fine<br>OK<br>(Competitor 2) | Scavenger Hunt<br>(Competitor 3) |
|-------------------------------|-----------|---------------------------|-----------------------------------------|----------------------------------|
| Social Media                  | 4         | 6                         | 5                                       | 3                                |
| Quality of Website            | 5         | 6                         | 8                                       | 6                                |
| Range of Merch                | 0         | 0                         | 8                                       | 6                                |
| Fanbase                       | 4         | 7                         | 5                                       | 2                                |
| Music Release                 | 8         | 6                         | 6                                       | 5                                |
| Unique Selling<br>Proposition | 8         | 7                         | 6                                       | 3                                |
| <b>Total Score</b>            | <b>29</b> | <b>32</b>                 | <b>38</b>                               | <b>25</b>                        |

#### 3.2 Summary and Recommendations

When comparing Q to competitor 1 and 2 it is clear that the artist needs to improve on his Social Media presence. It is therefore recommended to post updates more regularly on all platforms in order to build a loyal fan base. Furthermore, it is important for the artist to establish a better website which represents him and his brand better. Comparing Q to competitor 2 and 3, it is clear to say that the singer has to start creating and selling merchandise which will create a new income stream. In relation to competitor 1, it is recommended for Q to grow his fan base. In terms of releasing on a regular basis, Q is clearly the leader in this category. Lastly, it is obviously demonstrated in figure 2 that Q's unique selling proposition outweighs his competition.

### 4. Target Audience

When defining the artist's target audience, it is important to distinguish two types of segmentation, demographic segmentation and psychographic segmentation. According to Rao (2009, p.94-95), demographic segmentation determines the who, where, and how to market a product or service which includes the age group, gender, occupation, etc. Psychographic segmentation, however, addresses the customer's personality, lifestyle, and interests. Knowing the target audience is important in order to market and advertise the artist and his music efficiently.

## **4.1 Demographic Segmentation**

The artist Q is anticipated to target both genders, males and females between the age of 18 and 30 with his music. This age range draws off a combination of student and professionals operating within the creative industries. The area that the marketing will be focused on is the UK, Germany, Austria and Switzerland in particular people living together at home with their family or a housemate-based household. Due to the age range of the target group it has to be considered that the range of the income will lie between £0 and £25,000.

## **4.2 Psychographic Segmentation**

In order to evaluate the artist's target audience by psychographic segmentation, it is necessary to focus on their interests and needs. The main factors that the target group will be segmented on is that potential consumers are interested in electronic music, dance music, and/or pop music. Furthermore, targeted are also people who enjoy going to concerts and Live Music Festivals as well as like listening to mainstream radio such as BBC Radio 1 or Capital. In addition, mobile listeners that love music and listen to it while travelling as well as loyal music fans who like exploring new music and are likely to purchase it after is another segmentation for the singer Q's target audience.

## **4.3 Summary and Recommendations**

Overall, in order to set the right target audience it is necessary for the artist Q to focus on demographic segmentation as well as psychographic segmentation. To summarise, the demographics for the singer are 18 to 30 year olds from the UK, Germany, Austria, and Switzerland. The ideal target audience is anticipated to be interested in dance, electronic and/or pop music as well as being enthusiastic about live performances. The overall number that will be reached with the marketing plan are 160,000 people as per Facebook Ads Manager.

## **5. Marketing Mix**

In order to evaluate the market, it is necessary to look at the product, its price, the place it will be distributed at, and the promotion and marketing that will be executed. Each element of the Marketing Mix influences and affects the other. In order to make the products stand out from the competition, it is necessary to modify each element in the Marketing Mix 'to establish an overall brand image', claimed by BBC (2014).

### **5.1 Product**

- The products that will be marketed are the single 'For Me' and the album 'Living My Life'
- Both the album and the single will be available as digital products only in form of download purchases and streaming products
- The single will be supported with a music video
- The album will be supported with a national and international tour comprising of 10 dates in total
- Merchandise such as T-Shirts, badges, key rings, stickers, and posters will be sold at the tour and on Q's website

## 5.2 Price

- The digital album price as a download is set at £7.99
- The digital single price as a download is set at £0.99
- The album and the single will be 'free' to listen if the user is a premium subscriber on streaming platforms which price can vary between £4.99 and £14.99 depending on the services the consumer uses as well as the plan
- The tickets for the domestic tour are set at £8
- The tickets for the international tour set at £9 or 10€
- Merchandise prices:
  - T-Shirts: £10
  - Key rings: £3
  - Badges: £1
  - Posters: £6
  - Stickers: £1.50

## 5.3 Place

- The album and the single will be distributed to buy in online music stores such as iTunes and Amazon Music
- The album and the single will be available for free streaming on all main streaming services such as Spotify, Apple Music, Deezer, Tidal, Pandora, Amazon Music, Youtube Music, and Google Play Music
- The music video will be published and available to watch on Youtube
- The UK tour takes place in:
  - Manchester
  - Leeds
  - Birmingham
  - Oxford
  - Brighton
  - London
- The European tour takes place in:
  - Paris
  - Amsterdam
  - Berlin
  - Vienna

## 5.4 Promotion

- Promotion of the single will supported with a music video
- The promotion of the single and the album will be through Social Media such as Facebook, Instagram, and Twitter with a focus on Instagram
- Physical promotion through print advertising such as posters and flyers
- The album will be promoted with a 6 dates UK and 4 dates European tour which will complete the album cycle

## **6. Social Media Marketing**

Due to the reason that Q's target audience lies between 18 and 30, Social Media is a fundamental marketing tool considering this age group spend most of their time on platforms such as Facebook, Instagram, Twitter but also Youtube, according to West (2019).

### **6.1 Content Marketing**

Social Media Marketing will begin with the process of the making of the album. Q will give his followers insights into the recording studio and the people involved such as the producer via Social Media. Instagram stories, in particular, will be an important tool to achieve this goal. The artist will share merchandise design options and will give the public voting opportunities for the final decision. It is also anticipated for Q to post links to his website and mailing list where they can get newsletters and more information about the upcoming music. Generally, this marketing technique is important as it directly involves the fans and gets invested in the artist's work, according to Cornell (2017). Therefore, it keeps the artist present in the fan's mind and can benefit an artist long term.

### **6.2 Single Promotion**

Social Media promotion for the single is anticipated to begin two weeks prior to the release of the single and the music video to keep Q's fans engaged. This includes the publication of the message in the form of illustrations and pictures in postings on Facebook, Twitter, and Instagram. It is anticipated to boost the single as well as the music video with Social Media advertisement which will be aimed at Q's target audience and demographics. A total of 2 different Social Media ads for Facebook, Twitter and Instagram will be created to attract attention and will run for 2 weeks with one ad per day on each platform until the release.

- Ad 1: Picture with the single cover underlined with the music of the single
- Ad 2: music video teaser for the single

### **6.3 Album Promotion**

The album will be advertised two days after the single release with 1 ad on Facebook., Twitter, and Instagram, which will give a preview of the cover of the album and the song list.

In addition, an email newsletter will be sent directly to all subscribers to let them know of the album and single release.

## **7. Physical Marketing**

According to King (2009, p.114), physical marketing is one of the most valid and effective ways to promote music. As claimed by the author, 'it brings an artist and their music to the forefront of a potential customer and it can 'function as the 'tipping point' that all records need in order to appeal to the larger population'.

## **7.1 Print Advertising**

For the album, a total of 500 posters and 1000 flyers will be printed which will be distributed around North and East London where this type of music is especially popular. The flyers and posters will have the album printed and promoted in bars and clubs as well as shops around Shoreditch, King's Cross, and Camden will be targeted for print advertising. A total of 2000 stickers with Q's logo and face including the album's name and Social Media details will be handed out by friends, family, and Q's team as well as will be placed in bars, pub, and clubs.

## **7.2 Radio**

Due to the artist's strong network with the media within London as well as Germany, particularly Berlin, two local radio interviews will be scheduled within these territories to further promote the album and reach more listeners. Particular targeted will be University radio stations such as Blast Radio from the University of West London as well as IC Radio operated by the Imperial College to reach a big part of his listeners. Other independent radio stations in London such as the online electro pop station The Thin Wall Radio will be approached for an interview. In Berlin, Flux Fm will be a focus for the artist to promote his music due to the station's electronic pop focus and its major interest in German artists.

## **8. Promotional Tour**

The promotional cycle of the album will be completed with a 10 date tour which will take place between the 18th of June and the 4th of July 2020. The tour is named after the album 'The Living My Life Tour' and will occur within in the UK as well as Europe. A tour is a big component of an album cycle which aim is to get the record in front of people as well as have direct interaction with fans and grow an audience nationally as well as abroad, according to Dixon (2017). Additionally, through live performances, record sales are aimed to be boosted as well. Furthermore, touring is a great opportunity to sell merchandise and receive a further income stream as a result. For artists, in general, it is important to perform live in order to get more experience and craft their stage presence. Through touring, there are networking opportunities with other musicians and industry people from other cities or countries. It is assumed that the tour will be sold out with a gross income of £16,820 as pictured in appendix 1.

### **8.1 Domestic Tour**

The national tour comprises of 6 shows in total with Manchester, Leeds, Birmingham, Oxford, Brighton, and London as illustrated in figure 3. These places are fundamental parts for the 'Life My Life Tour' due to the reason that most music listeners are based in those cities.

### **8.2 International Tour**

Generally, touring internationally is vital for the fact that it will grow an artist's audience abroad, as claimed by Dixon (2017). It can also give the opportunity to receive more media coverage from local radio or online and print press and, therefore, secure more international exposure for the album. For Q's international tour the cities Paris, Amsterdam, Berlin, and Vienna, as demonstrated in figure 4, were chosen for the reason that those are the places with the most listeners according to the artist's listening statistics

from various sources such as Spotify and iTunes. A huge fanbase is based in Germany and Austria which is due to the connection with the shared language as well as his German music which will be featured on the new album. Therefore, Berlin and Vienna are two of the main stops for the European tour. Due to the fact that Q already had some appearances in Paris, it is important to expand the French fanbase and promote his album in this city as well. Amsterdam has one biggest electronic music scenes and as the singer has collaborated with some well known Dutch producers it would only make sense to take this city into the routing as well.

Figure 3: Tour Plan

### 8.3 Tour Plan

| Date         | City                   | Venue                   | Capacity     | Venue Hire Cost (incl. PRS & VAT) |
|--------------|------------------------|-------------------------|--------------|-----------------------------------|
| 18/06/20     | Manchester, UK         | Aatma                   | 165          | £120/day                          |
| 19/06/20     | Leeds, UK              | The Belgrave Music Hall | 300          | £350/day                          |
| 21/06/20     | Birmingham, UK         | Hare & Hounds           | 250          | £360/day                          |
| 22/06/20     | Oxford, UK             | Jericho Tavern          | 200          | £250/day                          |
| 24/06/20     | Brighton, UK           | Patterns                | 200          | £200/day                          |
| 25/06/20     | London, UK             | Camden Assembly         | 220          | £400/day                          |
| 29/06/20     | Paris, France          | Le Pop-Up Du Label      | 200          | £200/day                          |
| 01/07/20     | Amsterdam, Netherlands | Tobacco Theatre         | 160          | £200/day                          |
| 02/07/20     | Berlin, Germany        | Raumklang               | 300          | £320/day                          |
| 04/07/20     | Vienna, Austria        | Chelsea                 | 200          | £210/day                          |
| <b>Total</b> |                        |                         | <b>2,195</b> | <b>£2,610</b>                     |

## 9. Marketing Budget

### Budget

| MONEY IN            |                |
|---------------------|----------------|
| Savings             | £16,000        |
| Gross Income Tour   | £16,820        |
| Crowdfunding        | £1,000         |
| <b>TOTAL INCOME</b> | <b>£33,820</b> |

| MONEY OUT             |                |
|-----------------------|----------------|
| Audio                 | £11,700        |
| Promotional Tour      | £15,097        |
| Bookings              | £1,390         |
| Social Media Ads      | £980           |
| Print Advertisement   | £135           |
| Merchandise           | £3,837         |
| Distributor           | £40            |
| <b>TOTAL EXPENSES</b> | <b>£33,179</b> |

| MONEY LEFT OVER       |      |
|-----------------------|------|
| Income minus expenses | £641 |

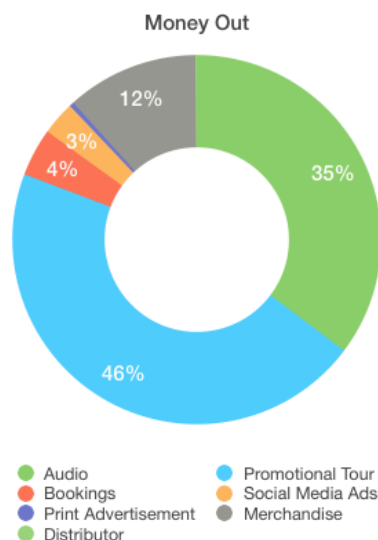


Figure 4: Marketing Budget

### 9.1 Budget Recap

The overall money that is available for the whole of the Marketing cycle is approximately £34,000 with most of it coming from the gross income from the tour through ticket sales as well as the artist's personal savings as pictured in figure 4. The total expenses are roughly £33,000 with the promotional tour contributing to the most costs followed by the recording of the record. In total there will be around £650 to spare which can be used for further promotional purposes or other. The detailed breakdown of the budget is shown in appendix 2.

## 10. Music Distribution

The distribution service Tunecore will be used for the distribution for the album and the single. The platform will launch the music on digital platforms such as iTunes and Amazon Music as well as all streaming services including Spotify, Apple Music, and Deezer. Tunecore was successfully used before by Q and his team for one of his previous releases, therefore this distribution service was chosen for this release as well. The platform is particularly suitable for upcoming independent artists which also collects data of listeners for future marketing improvements, according to TuneCore (2019). Due to financial reasons, the album will only be available digitally for now. However, if there is a high demand for physical copies it is contemplated to release physical CDs.

## 11. Marketing Timeline

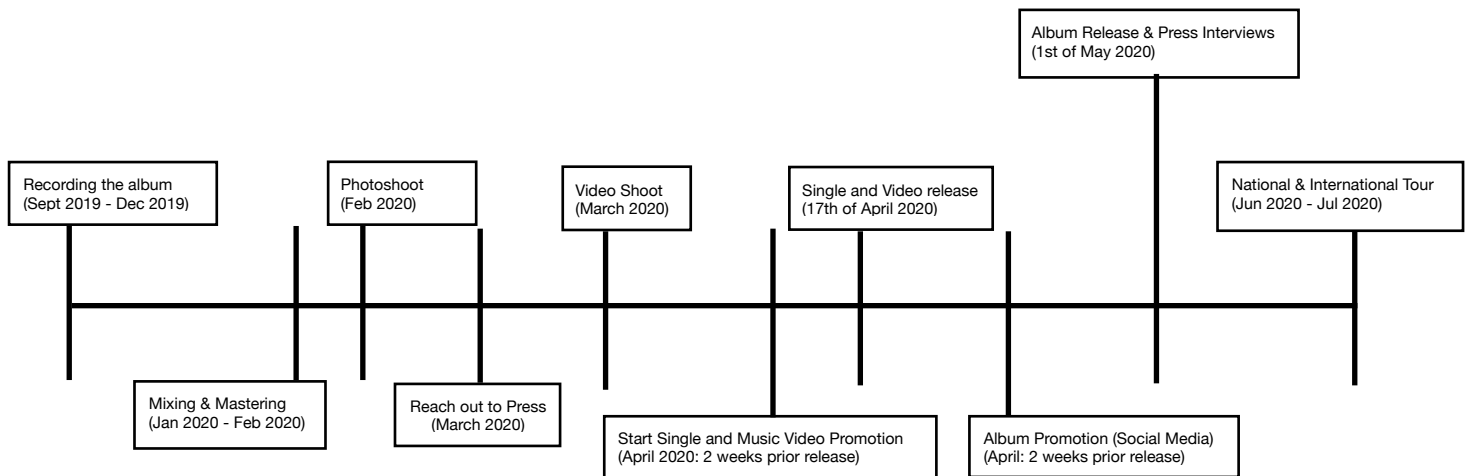


Figure 5: Marketing Timeline

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## 13. Appendices

### Appendix 1: Tour Plan Budget

|                         | Cost per Unit | Quantity | Subtotal             | Notes                                                                |
|-------------------------|---------------|----------|----------------------|----------------------------------------------------------------------|
| <b>Gross Income</b>     |               |          | <b><u>16,820</u></b> | If all shows are sold out                                            |
| <b>Venues Total</b>     |               |          | <b>£2,610</b>        |                                                                      |
| <b>Crew Wages</b>       |               |          | <b>£6,240</b>        |                                                                      |
| Tour Manager/<br>Driver | £200          | 20       | £4,000               |                                                                      |
| Sound Engineer          |               |          | £1,120               |                                                                      |
| Lighting Engineer       |               |          | £1,120               |                                                                      |
| <b>Transportation</b>   |               |          | <b>£4757</b>         |                                                                      |
| Mini Splitter Van       | £72           | 16       | £1,157               | <a href="http://vfbtouring.com">vfbtouring.com</a>                   |
| Fuel                    | £1.2          | 3000     | £3600                |                                                                      |
| <b>Accommodation</b>    |               |          | <b>£390</b>          |                                                                      |
| Hostel                  | £30           | 13       | £390                 | 2x2 double bedrooms, London is not calculated in for the reason that |
| <b>Rehearsal</b>        | 4             | 100      | <b>£400</b>          | The Joint rehearsal space: special offer                             |
| <b>Equipment</b>        |               |          | <b>£700</b>          | Incl. backdrop, mic                                                  |
| <b>Total Costs</b>      |               |          | <b>£15,097</b>       |                                                                      |
| <b>Total Profit</b>     |               |          | <b>£1,723</b>        |                                                                      |

## Appendix 2: Detailed Marketing Budget Plan

Q's Budget Plan

|                            | Cost per Unit | Quantity | Subtotal       | Notes                                                        |
|----------------------------|---------------|----------|----------------|--------------------------------------------------------------|
| <b>Money Available</b>     |               |          |                |                                                              |
| Personal Savings           |               |          | £16,000        |                                                              |
| Crowdfunding               |               |          | £1,000         |                                                              |
| Gross Income Tour          |               |          | £16,820        |                                                              |
| <b>Audio</b>               |               |          | <b>£11,700</b> |                                                              |
| Recording                  |               |          | 10,000         | incl. producer and studio time                               |
| Mixing                     |               |          | 700            |                                                              |
| Mastering                  |               |          | 1,000          |                                                              |
| <b>Distributor</b>         |               |          | <b>£40</b>     |                                                              |
| Digital                    |               |          | £40            | incl. single and album release, 1 year membership            |
| <b>Bookings</b>            |               |          | <b>£1,390</b>  |                                                              |
| Videographer               | N/A           | N/A      | 695            | incl. 1 full day of film + editing & crew                    |
| Photographer               | N/A           | N/A      | 395            | incl. 1 full day of shooting with hair and make up + editing |
| Graphic Designer           | N/A           | N/A      | 300            | Artwork for single and album cover, part of website artwork  |
| <b>Social Media Ads</b>    |               |          | <b>£980</b>    |                                                              |
| Facebook                   | £10           | 28       | £280           | Reaches 4.6K followers per paid post                         |
| Instagram                  | £10           | 28       | £280           | Reaches 4.6K followers per paid post                         |
| Twitter                    | £10           | 28       | £280           | Reaches 4.6K followers per paid post                         |
| Google Ads                 | £10           | 14       | £140           |                                                              |
| <b>Print Advertisement</b> |               |          | <b>£135</b>    |                                                              |
| Posters A3                 | £0.13500      | 500      | £65            | Via bananaprint.com                                          |
| Flyers A6                  | £0.03         | 1000     | £30            |                                                              |
| Circled Stickers 37mm      | £0.02         | 2000     | £40            |                                                              |
| <b>Merchandise</b>         |               |          | <b>£3,837</b>  |                                                              |

**Q's Budget Plan**

|                               |       |      |                       |                                                 |
|-------------------------------|-------|------|-----------------------|-------------------------------------------------|
| T-Shirts                      | £3.30 | 800  | £2,640                | Different designs, quantity discount is applied |
| Key rings                     | £0.45 | 1000 | £450                  | Different designs, quantity discount is applied |
| Stickers                      | £0.65 | 500  | £325                  | Different designs, quantity discount is applied |
| Badges                        | £0.18 | 1500 | £270                  | Different designs, quantity discount is applied |
| Posters                       | £0.19 | 800  | £152                  | Different designs, quantity discount is applied |
| <b>Promotional Tour Total</b> |       |      | <b>£15,097</b>        | See detailed plan above                         |
|                               |       |      |                       |                                                 |
| <b>TOTAL</b>                  |       |      | <b><u>£33,179</u></b> |                                                 |