

ENTERTAINMENT MARKETING

MA Music Business

Level 7

Module Code: SBTY7003

Module Title: Entertainment

Marketing

Assessment Type: Portfolio 2

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Student No: 1910409



ICCG ARTS

CULTIVATING, NURTURING, ADVOCATING ARTISTIC GREATNESS



IC GREATNESS ENTERTAINMENT AGENCY

ICG ARTS

“Rooting for the underdogs”

Artist Development
Management
Record Label
Performing Arts Agency





OUR VALUES & GOALS

STANDING IN THE GAP FOR THE
UPCOMING CREATIVE

Sourcing development & Job Opportunities

HELPING THE CREATIVE TO SEE &
ACHIEVE THEIR GREATNESS

■ To Cultivate

Coaching Programmes

Songwriting Camps

Dance Camps

■ To Advocate

Representation for the Artist, for

Sustainable, Legitimate Job

Opportunities.

■ To Nurture

Mentorship & Performance

Development Opportunity

Creative Networking Opportunities

■ Artistic Greatness

Excellence as a lifestyle.

John 14:12

CURRENT INDUSTRY TRENDS

(Robley et al., 2020)

- Songs are getting shorter
- The Year of Hybrid Genres.
- The 80s are back.
- Physical Sales have decreased.
- Technological advancements changing the way music is promoted.



THE STRATEGY

Delivery, Integrity and Essence of Faith in Music
Faith, Hope, Light & Truth

The
Approach:

Subtle



(SAVAGE, 2018)

CHRISTIAN CREATIVES: CHANGING THE NARRATIVE

British Gospel

Guvna B

FaithChild

Lurine Cato

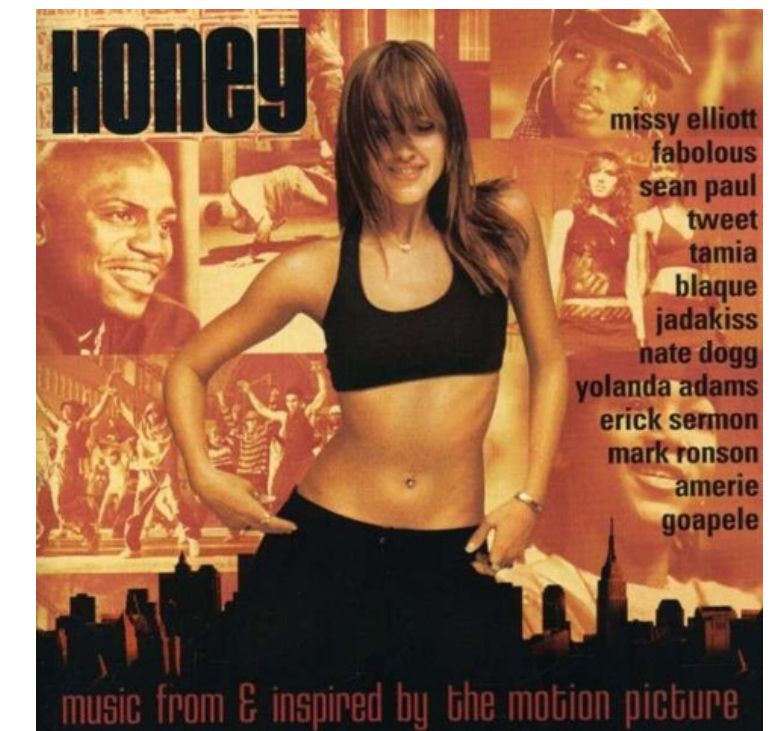
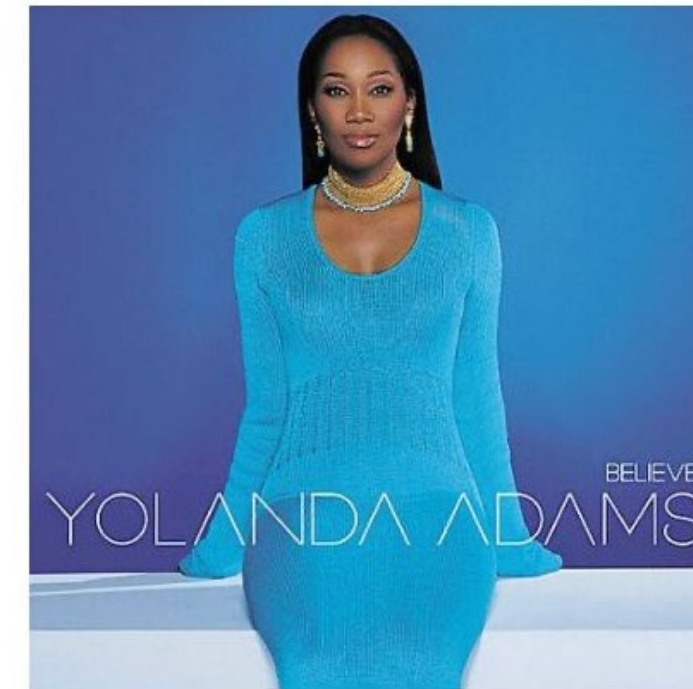
Called Out Music - Collaboration of

Genres & Disciplines Singer-

Songwriter, Producer

BLSSD MUSIC - Upcoming Artist

(Wybrow, 2019)



THE ARTIST

EM...

Singer-Songwriter, Dancer,
Choreographer, Dance Coach,
Vocal Coach, Performer,
Musician and Christian.

Em... (pronounced Em E-lip-sis)
puts a modern twist on Gospel
with broad influences from
Soul, Neo-Soul, R&B, Neo Jazz
& Alternative Pop-Funk.

She is also a Music producer
going under the alias of 'BLCK
FLMNGO'.

ARTIST BIO



RELEASE PLAN



Q 3

First Single Soft Release

Launch of YT Video blog 3 months prior to release. Snippet of Dance Choreography for 2 single release revealed on Instagram.

Q 4

Exclusive TikTok Dance Challenge, top 50 video entries, feature in 2nd singles dance video. One-Night only Air Bnb experience concert with Called Out Music and a few friends for those that follow Em... & Called Out on all social platforms and have pre-ordered Em...album

Q 5

Announcement that Album Single 'Live I Never Lived' will be the theme song for new Netflix Series. Merchandise released on YT page.

Q 6

Virtual Praise Worship Session -IG Live
Immersive Theatre Album listening Party

(Baker, 2007)

EM...BRANDING THEN

Music, Performance. Separate Entities

EM...BRANDING NOW

Hybrid Artists.



- Artist Advance
Signing - £50,000
Delivery - £110,000
- TikTok/Instagram Videos
£100
- Airbnb Experience - Artist Partnership
£20,000
- Dance Music Video/YT Vlogs
£15,000
- Immersive Production & Merchandise
x2 live Productions (1500 cap) - £75,000
Merchandise (shirts, mugs) - £4,900
- Marketing & Promotion
Online - 20,000
Press & Print - £5,000

BUDGET BREAKDOWN

Total - £300,000

Target Audience

PSYCHOGRAPHIC SEGMENTATION

Socio-economic, life-cycle & geographic bias

REPERTORY GRID

C1- Full-time student

C2 - Skilled working class

DEMOGRAPHIC SEGMENTATION

Bias to F, 18-30, Female,
Urban, Religious,
Creative, Single.

VALS 2

Emotional Benefits,
Aspiration, Makers,
Thinkers & Go-getters.

MARKETING ONLINE

Creating Awareness

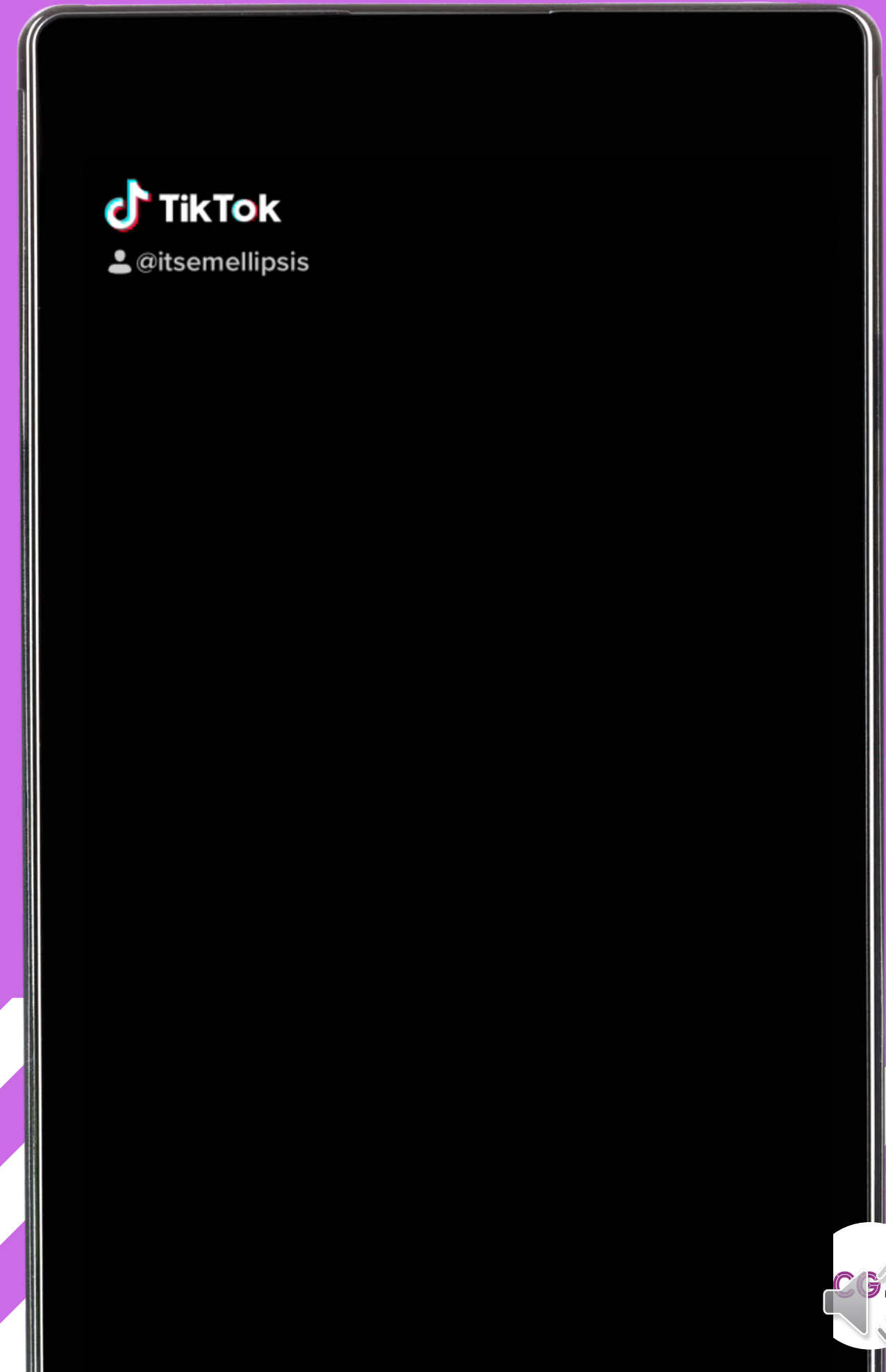
Building Connections
(Baker, 2007)

Using popular video sharing platforms such as
TikTok & Instagram to further Em... 's reach

Comedy Sketches

Dance choreography to promote debut release.

Acapella Videos - Vocal Ability & Creativity



P R E

- INSTAGRAM FOLLOWERS -
806
- YOUTUBE VIEWS - 2,000
VIEWS
- TIKTOK FOLLOWING - N/A
- TWITTER FOLLOWING - N/A
- SPOTIFY STREAMS - N/A

P O S T

- INSTAGRAM
FOLLOWERS - 10,000
- YOUTUBE VIEWS -
500,000
- TIKTOK FOLLOWERS -
1,000
- TWITTER FOLLOWERS -
3,000
- SPOTIFY STREAMS -
250,000

G R O W T H R A T E

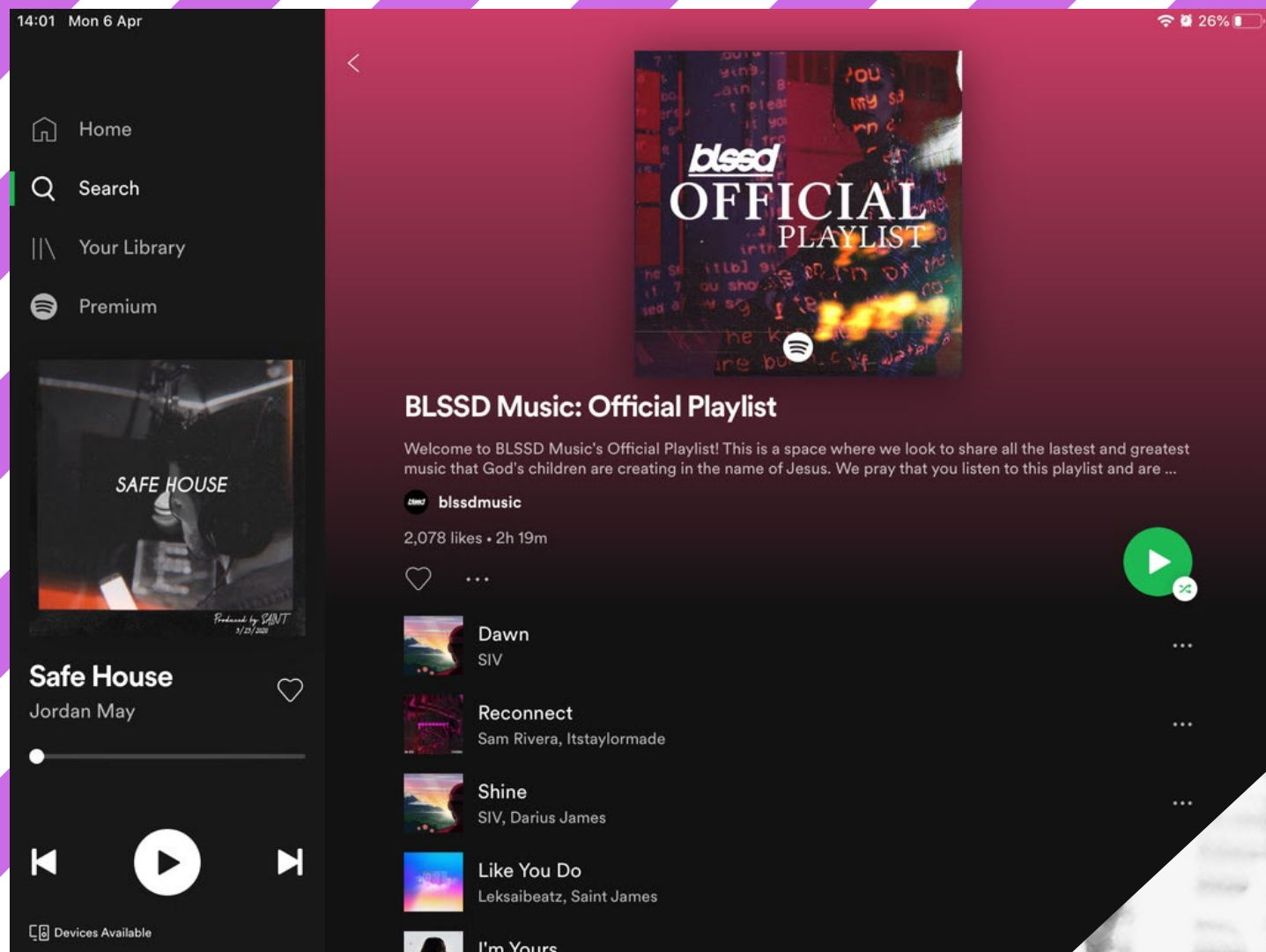
Music Synchronization

Podcasts

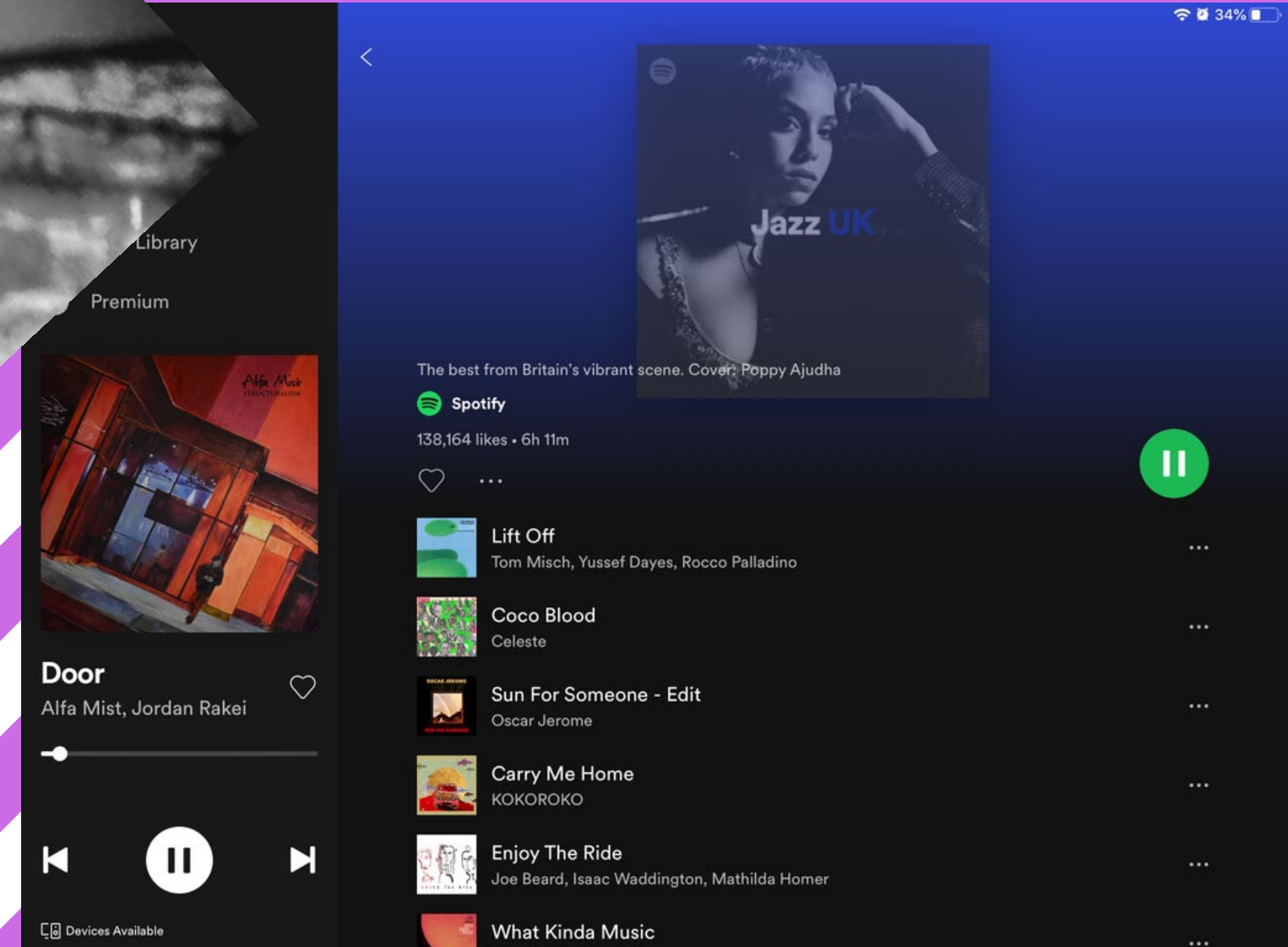
YT Vlogs

Radio Plugging - Premier Christian

Radio



(BLSSD Music: Official Playlist, a playlist by blssdmusic on Spotify, 2020)



(Jazz UK, a playlist by Spotify, 2020)

SPOTIFY PLAYLISTS



SOCIAL MEDIA ASSETS



FACEBOOK

www.facebook.com/icgarts



INSTAGRAM

IC Greatness Arts - www.instagram.com/icg_arts

Em... - www.instagram.com/itse mellipsis



TIKTOK

<https://www.tiktok.com/@itse mellipsis>

THE GREATNESS TEAM

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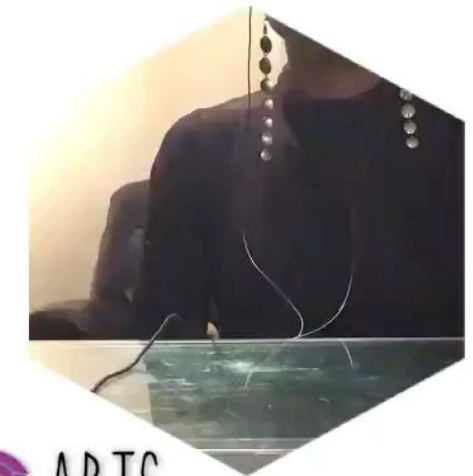
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KEEP IN
TOUCH

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THANK YOU!



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