





LITTLE BIT LONELY

DarcyBlu

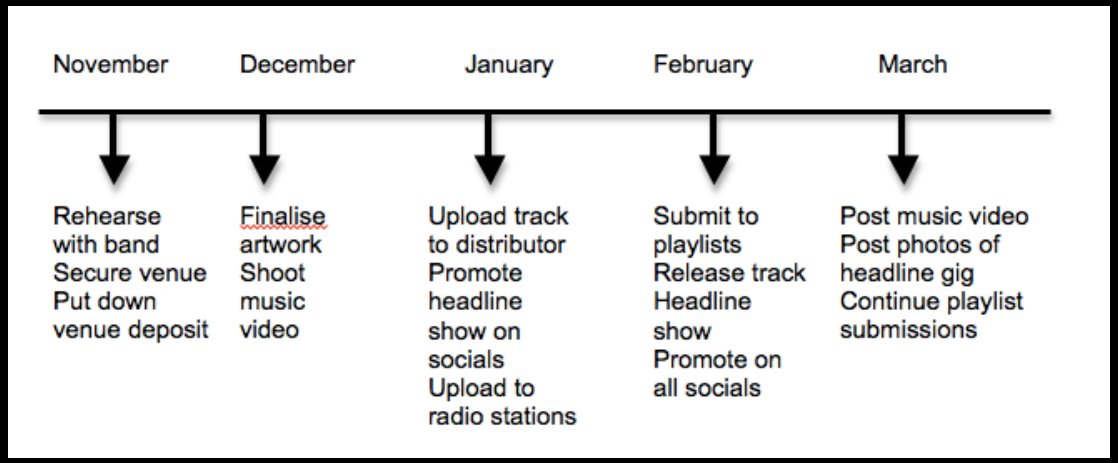
ARTIST CAMPAIGN





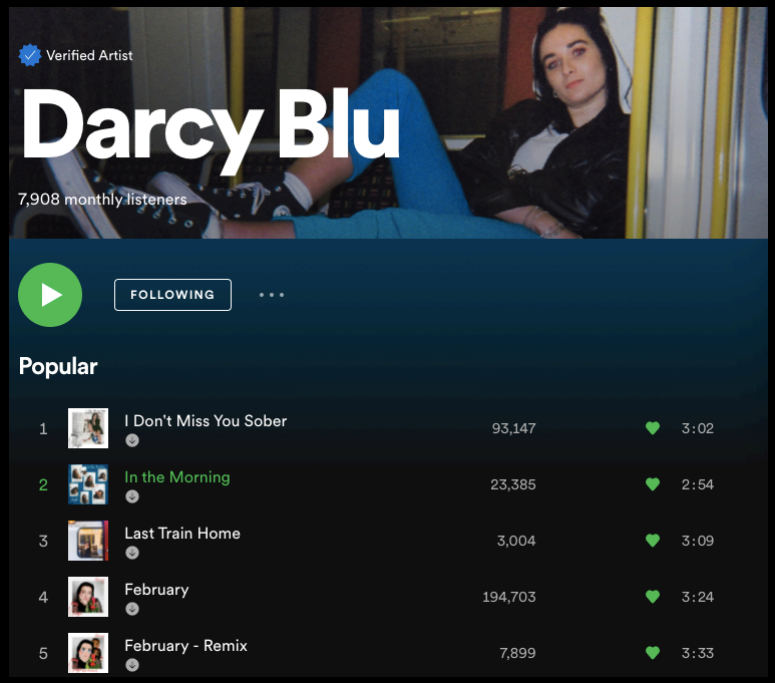
OVERVIEW OF ARTIST CAMPAIGN

TIMELINE



Who is Darcy Blu

- Independent pop artist and songwriter
- Releasing singles
- Next single release: LITTLE BIT LONELY
- 4th February 2022



To Do List

- Mix & Master track
- Finish artwork
- Finish music video
- Upload to distributor
- Create content for social media
- Submit to radio stations
- Submit to playlists
- Organise single release gig

EXPENSES BREAKDOWN OF £500

Expenses

Artwork:

£50 photographer and illustrator

£150 videographer

Single release gig:

£200 venue hire

£50 photographer

£50 videographer

Income Generated

£200 recouped from the gig with the intention of gaining profit

Money from streaming platforms with AWAL taking 15%

Why I chose to spend £500 here

- I acknowledge the importance of having an offline and online presence
- With the power of the internet with apps such as Instagram and TikTok it's important to invest in your image and branding
- Live shows should not be forgotten as it reaches another audience and helps to grow an authentic fan base

HEADLINE GIG

EXPENSES

- **£200 venue hire which will be recouped on ticket sales. Any profit will then be used towards the campaign plan moving forward**
- **£50 photographer**
- **£50 videographer**

PLANNING

- Band rehearsals
- Contacting and securing the venue
- Ticket sales
- Finding the right support act
- Social media promo

PROOF OF PREVIOUS NEGOTIATIONS

Nambucca Info <info@nambucca.co.uk> 17 Sept 2019, 11:52
to me

Yeah when I say weekend I mean Fri/Sat. Sorry!

But the 18th is free. I have put a pencil on it for you while you decide.

Typically it's £200 to hire which you get refunded in two instalments when the bar hits £2k and £3k. You then keep 100% of money raised on tickets and on the door.

If this sounds acceptable to you I can send you an invoice and once it's paid the night is yours 100%.

Otherwise there are other options, such as an in-house event which would cost you nothing upfront but then you would only get 50% of tickets and door money in the end.

Please let me know what you think. :-)

Zachery Stephenson | Events Manager
NAMBUCCA | 596 Holloway Road | London N7 6LB
020 7561 0815 | 07783 559947

WHY INVEST IN A HEADLINE GIG?

- Reaching a wider audience than just limiting the artist to the internet
- Proof of ability to play live
- Generates a buzz around the artist

ARTWORK

WHY INVEST IN ARTWORK?

- Adds another dimension to the song for the fans
- Consistent artwork enables me to show my personality and translate what the music is about
- Creates a brand making the artist look legitimate
- Music videos encourage fans to make their own content on TikTok

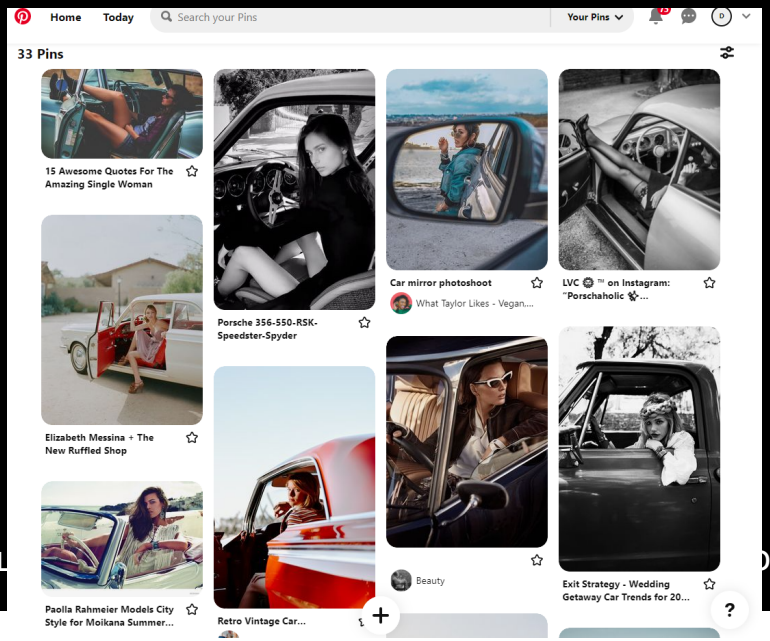
PLANNING

- Generating the concept
- Researching other Pop artists
- Reaching out to photographers
- Making sure it's finished before release date
- Planning social media around it
- Creating my own content
- Photos for Spotify, social media, YouTube

INCOME

Artwork itself doesn't generate income but I see it as an investment which bounces onto other avenues which will make money such as

- Spotify / Apple Music
- Instagram
- YouTube
- TikTok



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ARTWORK IDEAS

















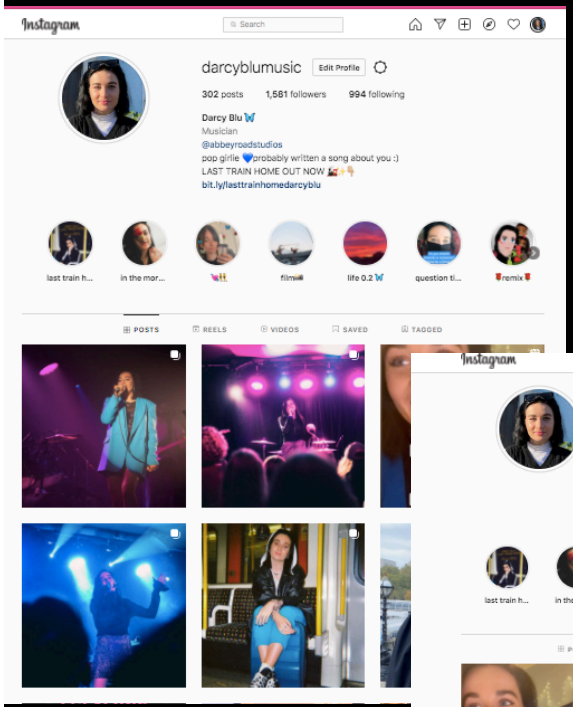
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OTHER CAMPAIGN METHODS

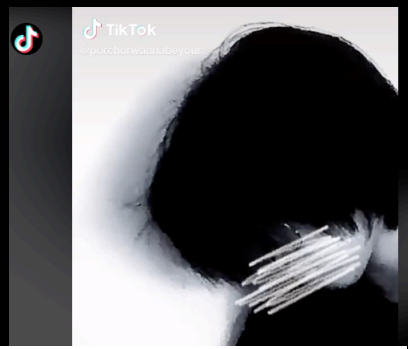
SOCIAL MEDIA

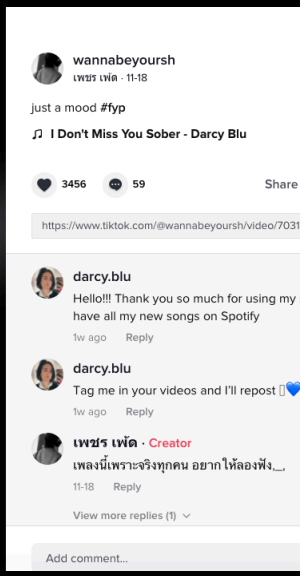
Instagram photos and reels

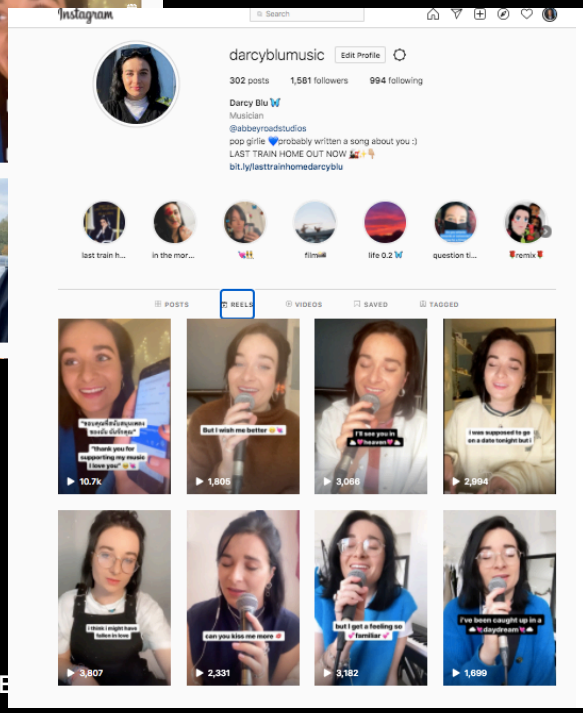


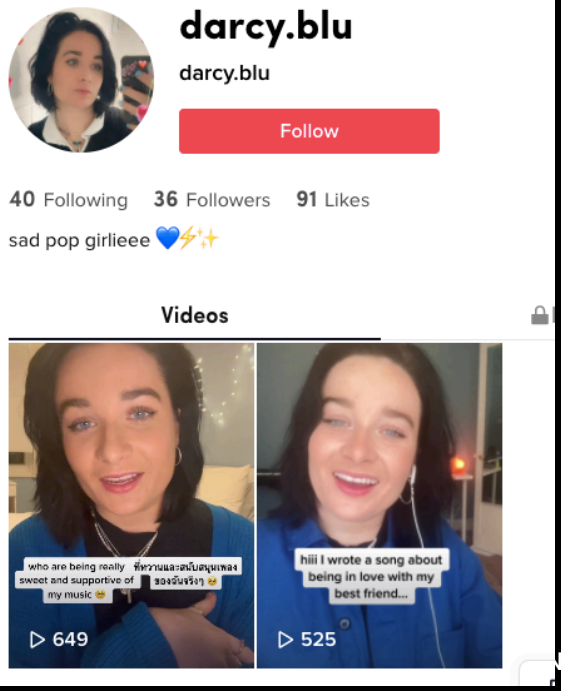
BBC introducing...

TikTok









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PLAYLIST SUBMISSIONS

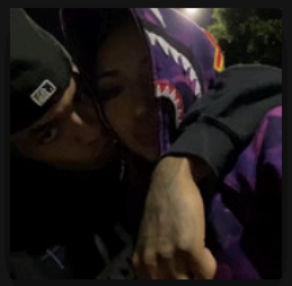
Music

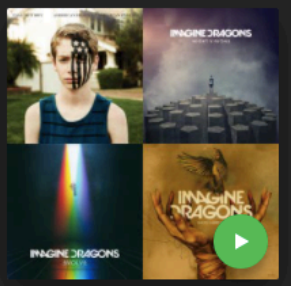
Songs Releases Playlists

Streams • Since 2015

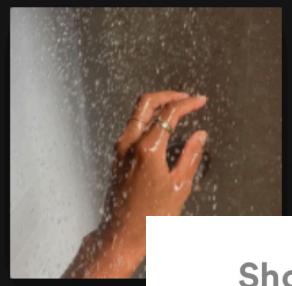
SINCE 2015	STREAMS
Bad b*tch energy February	98,886
Discover Weekly 3 songs	43,028
missing him :(I Don't Miss You Sober	19,465
baddies only 2 songs	8,492
BAD BITCH PLAYLIST February	7,298
The Heartbreak Playlist 💔 2 songs	5,216
Power songss🤘⚡🔥 In the Morning	4,684

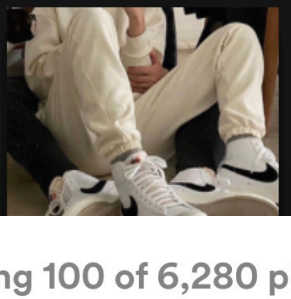
Discovered on


missing him :(
@_aaliyah.zeybek i rlly miss him lol - 19.3.20 Not needed for ...


Power songss🤘⚡🔥
By sarasonnemans


you betrayed me, how c...
ig: amgenbuan_ • you didnt cheat, but youre still a traitor...


sad shower s

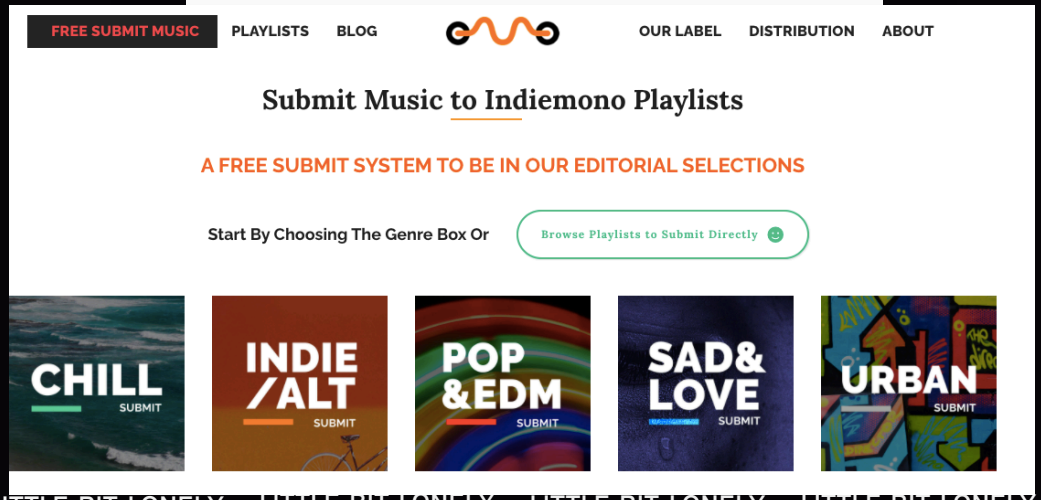




we're not ...

Showing 100 of 6,280 playlists

Playlists appear the day after multiple listeners play your music.

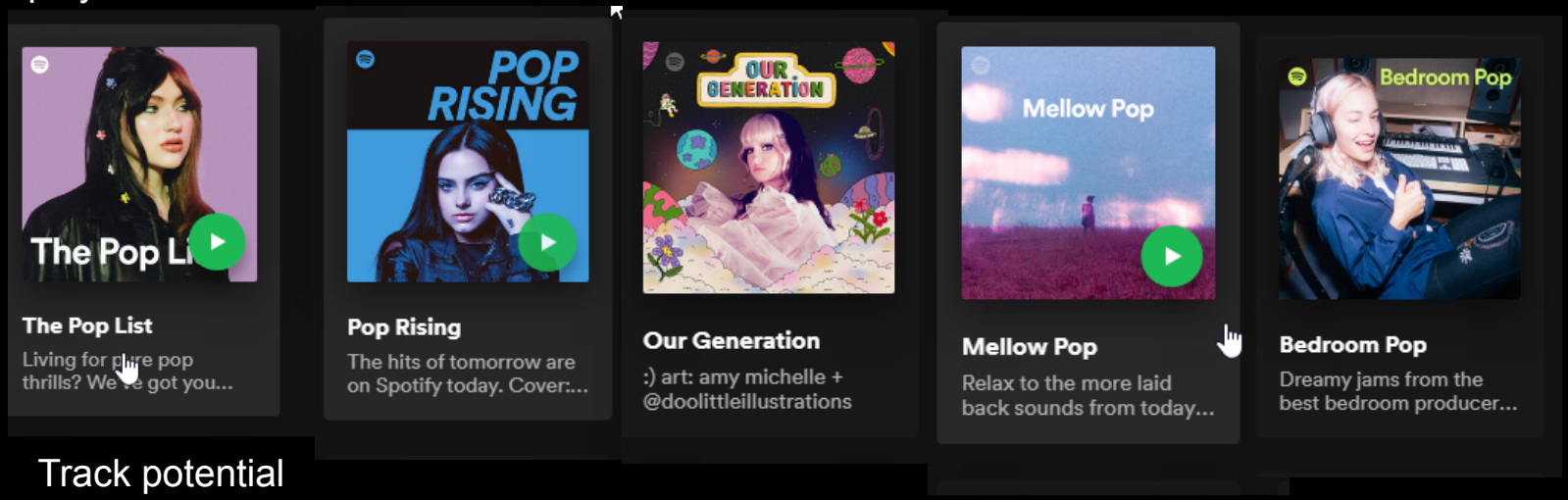


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COMMERCIAL CONTEXT AND TRACK POTENTIAL

Commercial Context:

Due to LITTLE BIT LONELY being in the genre of commercial pop music it would do well on Spotify playlists such as



Track potential

I would say the track has commercial potential for:

- BBC Introducing radio play
- Spotify playlistings
- Success on TikTok – inspired by artists such as Mimi Webb, Nina Nesbitt, and Maisie Peters

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