

Creative Music Management - Reflective summary

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Group – Yellow Mellow

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1. Reflective Summary & My involvement in the Group Portofolio.

For this assignment we were divided into groups of four and was allocated a theoretical budget of £500 to promote and market a single release of our artist Dami Dina's new single Relax. Part of our group was Florian who took over the creative director part as well as finance, Giulia who also played an important part on the creative and design, Dami who was the artist and me, who dealt with the marketing, PR, finance and social media management.

Since the song is not released yet, the objectives for this release are to get closer to his fanbase by building meaningful connections, to further increase engagement from existing fans, to develop audiences and boost reach as well as to raise awareness for his brand. By the end of the assignment I was able to provide a clear marketing plan and an outlined social media calendar that he can follow during his campaign. To make sure we delivered this on time, we planned ahead our tasks and supported each other along the way. The project fundamentals were the initiation, planning, implementation, monitoring and adapting. We set clear deliverables and deadlines with our ultimate objective to get some live shows, radio airplays, start his own clothing line as well as UK domination. Unfortunately, due to the current circumstances of this global pandemic most of these things did not go to plan therefore we had to implement.

As I sit down to reflect on this group work, I realised that my belief about myself as a learner to enrol on this course was a positive one. Entering the class, I initially thought that I preferred working by myself rather than in groups but that changed overtime seeing that other students are in the same path and as passionate as you are. Group works help you work well under pressure as well as you learn new things and analyse new perspectives. What I have discovered about myself is that social media marketing is my strongest skill as well as organisational and team-playing skills. I am quite well at managing a team and making sure we are ticking off the to-do lists. I love to keep on educating myself and I am

very open to constructive criticism therefore working on this project helped me to better up myself. On that note, I also learned that it's important to not leave everything till last minute and do work daily towards your assignment. I also learned that when you are part of a class with the same thinking, goals and ambitions and no judging makes the learning process easier.

My group encountered a few problems such as the artist being in the very early stages of the career with no major releases and another team-mate Guilia being away, back to her home country. As well as this, me and Florian are very busy people so when we were planning the phone calls the majority of the time, we were working so it was hard for us to agree on a time. I also learned that a great way to keep your team together is by splitting the tasks, writing a deadline next to them and also mapping the ideas out in the paper. Another thing that I learned was that to prove a point and argue it well for the group to agree to it you must have more than one source of information as it also paints a larger picture. You need to make sure you have done your research and added your facts and statistics next to your point. Through the class, I also learned that it is important to take notes while the assignment is being explained so you can go over them and understand it better on your own time. From one of the Harry's online lesson about time management I learned on how to manage and organise my time better and to make sure that the most important tasks were done on time. From the phone calls and group meetings that we were having, I am also more open to share my thoughts and opinions about a topic.

I took this assignment very seriously and worked hard to challenge myself and do as best as I could. I was very happy with the outcome of my part and also the other team members feedback was positive. Initially, I was anxious of sharing my opinions due to coming from a totally different background however I was very fortunate to have people that did not judge me and took my ideas into consideration.

To start off this assignment, I initially planned a zoom call with Harry to discuss it further and make sure that everyone was clear about it. I did the arrangements and Guilia signed out the roles for the team-mates although not everything went to plan as we were planning for Guilia to be the artist, but we came to the realisation that her music is not something we can work with easily. I also brought up the idea to the team that we need to be doing a video call every week so we can oversee our progress, help anyone who is struggling with the assignment and improve what was not going so well. Meanwhile, I also raised it up to them that we should get updates from each other nearly every day. My other idea was to also get professional help every week as we go along by booking a tutorial with one of our tutors so we could make sure we were on the right path and maybe get their perspective on things. This idea was respected however not agreed with as we decided to do most of the work ourselves.

I believe that making it locally is the very first step to dominating globally. We reached out to a few local radio stations such as Smoke Radio from University of Westminster, Pulse88, etc. We got a few responses however people seem to be a bit demotivated with the uncertainty of the times. Despite this, Florian still managed to get some written interviews lined up. We also thought about some features in the local newspaper however after analysing his demographics we realised that this is not something that they are interested at. Since live performance industry is down, we could not manage

to get him any shows but what we managed to do was write down a list of booking agents and events that suit his music so we can have it ready when everything is back to normal. When the artist is able to perform again, we have thought of some marketing strategies such as buy one ticket and get one free for a friend, one free drink, buy a ticket and get a free merch, etc. As well as this, on the marketing plan we wrote that we will be handing in leaflets with a barcode to pre-save his next release as well as with the line "Thanks for listening. That shows you have great taste in music".

Regarding the group work, some of the ways to measure success are the satisfaction of our team-mates of the final work and would possibly be the play counts after the track is released. We were sceptical whether to release the track during this time as people were not driving, going to the gym or school to consume music but on the other hand people are stuck at home with their phones. We had to come to a final decision and wait for the full lockdown and agree to the fact that even we might not achieve the streams that we want we can at least give the artist the recognition he deserves.

From the date the assignment was handed out, we had 8 weeks to work on the project and make sure everything is delivered on time. Since I was doing the marketing part of the project I could not start until we had decided on the product, in particular the song. I then had to get familiar with the song by listening to it a couple of times to see if this is a project, I would be comfortable to work with. Although, this genre of music is certainly not something that I work with every day, I decided to challenge myself and work with it.

Regarding the theoretical budget of £500, we tried to do as much as we could in house by using the resources we had. All our team-mates are experts in different fields such as design, video editing, vocals and marketing. We also tried to implement different methods and use as much as free advertising that we could with social media. We invested a lot of time on the project so we can make it work without having to spend a lot of money. We made sure the project was authentic and would inspire people as well as fill in the gaps in the market. I wrote a 68 pages marketing strategy of how we are going to get the previous fans involved as well as get new fans. The relationship between the small projects while we were working ran smoothly and we were all open to feedback. We were constantly looking over each section and making sure that this was the best we could do.

Overall, we were happy with the final outcome however Giulia and Dami delivered the project without us knowing and me and Florian wanted to add more things.

2. Digital Technologies and the impact that they have had in the Music industry

The music industry is fast evolving, but technology has been a massive help on carrying out projects like this as well as breaking an artist to the market. Each time society changes, so does music. (Ronald Shannon Jackson, 2020). The invention of the recording technologies has drastically changed the music industry, from records, cassettes, vinyls, CDs to online streaming services. Anyone can listen to anything, anytime, anywhere and however many times they want. Not only that it has changed the way that music is listened to, it has also changed the way that music is created. The actual production is now all done via a computer with pitches and tones able to be corrected and voices can be edited to sound completely perfect. The live industry has also changed, and artists nowadays sing

over their recorded track, and the focus has shifted from artist's ability to perform to their image and their dance moves.

Home recording studios have given the artists the freedom to record anything at their own pace. Now it's only needed a mic and a computer, and you can make a hit at home. As well as that it has cut down on the costs of a recording studios which is leading to the fact that it will take people out of business in the future. Plenty of big artists have recorded their big hits from the comfort of their own home. A famous example of this is the album 'Odelay' by Beck where the artists says that the room was tiny and that there was a wall hidden behind the records. (Fowler, 2014). He also noted that back in the time while he was recording the album, the recording software was slow, and he had to listen to the whole album while he waited for the tracks to save.

Fast forward, thanks to the technology advancement, everything could be done in the split of the second. From peer-to-peer file sharing we have moved forward to a totally digital era with online streaming services and millions of songs at our fingertips. In 2018 the physical sales were down by 32 million and in 2016 the subscription numbers were 30 million and in 2019 it counted up to 100 million. (Cole, 2019). Streaming platforms have become ubiquitous and can be broken down by independent artist discovery. All of these big platforms now also use algorithmic foundations that means that they use machines to work out people's preferences and listening habits. This also implements that even the music discovery has also now changed including the app Shazam and many more to come. Albums and singles have taken a different turn and now, all depends on how established the artist is. For instance, if you are an emerging artist the best way to go in the market is with single releases and great marketing behind them. If you tend to release an album and people do not know about you yet, they have not got the time and patience to listen to you. Therefore, you need to gradually build momentum and once you have got your own fan base, you could start releasing albums.

Furthermore, we also have the ability to share and support the artist that we like on social media platforms and a study conducted by Music Watch, shows that two-thirds of 90% of social media users discover new music through social media platforms. This implies, that the artist must learn how to master them or get third parties on board to make sure his music is easy to find.

An artist nowadays is also able to have his whole music career in an EPK which stands for an electronic press kit. An EPK is a compilation of information that gets send to the press and talks about the life and the career of an artist, band or a product someone is selling. (Lalonde, 2020). This is essential as nowadays people have less patience, more time and wants things quickly. All of the social media profiles are electronically linked and it gives the power to the viewer to click on whichever they prefer, rather than being forced to click on whichever the artist prefers.

Another important factor that technology has changed is how most of the physical meetings are replaced with the web ones. The good side to it that you can join and be part of them from anywhere in the world, however in the music industry, with the most key thing, networking, it is hard for people to create links and open themselves opportunities. The virtual connections are getting strong but team building during a pandemic is hard.

In conclusion, in 10 years we believe that technology will carry on to drastically affect the music industry. I believe that physical sales will be dead and there will be a strong influx of Hip-Hop artists residences. With the advanced technology I also believe that record labels

will be out of business and VR will be a viable tool in the music industry. New genres will emerge and hit songs will be different and mostly recorded at home.

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