

Marketing Report

Anna Cohen (2207430)
BMTY7003, Tim Ferrone

Contents

The Artist	3
Target Audience	5
Goals	7
Marketing Strategy	8
Overview	9
Phase 1	11
Phase 2	16
Phase 3	21
Phase 4	24
Timeline	27
Project Plan	30
Budgets	33
Bibliography	37
Appendices	41
Appendix 1	42
Appendix 2	44
Appendix 3	45
Appendix 4	46
Appendix 5	47
Appendix 6	48
Appendix 7	50



The Artist

The Artist

For this marketing report I will be analysing myself as an independent recording artist, using data and experiences so far to determine the best marketing strategy for a future album release, considering single releases in the lead up and a UK / International tour. It is also written under the assumption that the artist has secured £20,000 in funding in order to run this campaign.

Anna Aarons

Who is Anna Aarons?

Starting her singing career as **TfL licenced busker**, Anna Aarons has been performing on the London music circuit since 2014. Producing a dedicated **tribute show to the late Amy Winehouse** in 2016, Aarons has since seen multiple sold out shows at the well-respected Pizza Express Live. Aarons released her first single in 2018, followed by a series of singles in 2020 that focussed on familial influences in her life, with the **2020 singles' artwork all being created by her sister**, Sarah Beth.

The bolded parts of the above bio are a distinct part of Aarons' narrative which are going to be an imperative part of gaining wider attention for this relatively unknown artist and will play an important role in the marketing strategy. The focus will remain on the importance of female influences, artwork and the connection with her sister.

What do we already know about Anna Aarons?

Aarons' current public profile is somewhat modest but there are a few features that can be used to inform the marketing strategy.

Aarons has been featured in a range of online music blogs: **Music Crowns**, A few times in **The House that Soul Built**, with the most significant review coming from **Blues and Soul Magazine** (Appendix 6).

With a few 'Google-able' references, Aarons has established a small foundation for building up a story online which, although it in itself doesn't propel a fan base, is great for SEO and using within this marketing strategy (Carvalho 2022).

Current Audience

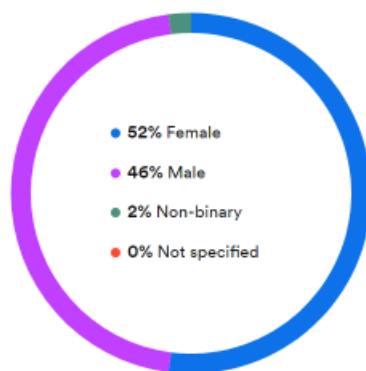
Data

There is limited data available but the following depict a few key points that can inform the marketing strategy.

Spotify Listenership

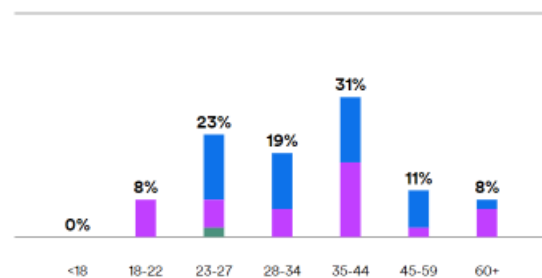
Listeners' gender

Listeners • Last 28 Days • Worldwide



Listeners' age

Listeners • Last 28 Days • Worldwide



(Screenshot: Spotify for Artists 2023)

The Male/Female split is quite even with the most noticeable age group being 35-44. Although the above only deciphers the last 28 days, having checked *Spotify for Artists* again since the above screenshot was taken, the male/female split differs but the age demographics remain the same. Therefore, an argument could be made for targeting and expanding the existing audience, however the artist's music and potential for growth may well depend on a younger audience.

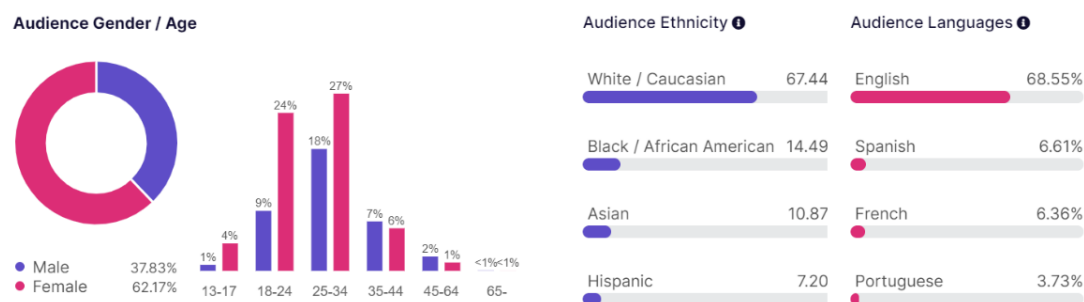
Target Audience

To be able to understand our target audience, it's key to identify artists from a similar background who are now mainstream and understand what their audiences are in order to determine what Aarons' should be.

The following artists have all been considered due to their sound/style, background and/or influences as these similarities are most likely to be the link between their fans and potential new fans of Aarons' music.

Izzy Bizu

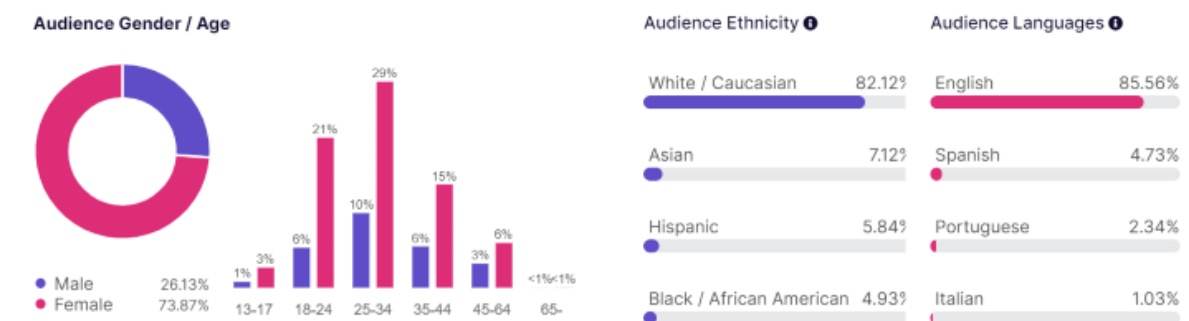
Described as 'Undeniably current and an old soul at once, Izzy Bizu is a pop-oriented R&B artist whose material has combined and switched between contemporary and retro sounds' (Chartmetrics 2023a), this description closely matches the cross-genre vibe of Anna Aarons' music. Bizu is also listed as one of BBC Introducing's success stories, peaking interest as a 'fully formed' artist (McAlpine 2017).



(Screenshot: Chartmetrics 2023a)

Paloma Faith

Aarons' links to Faith stem from their shared routes in East London and a keen interest in dance from a young age as well as a love of old jazz (Collar 2023).

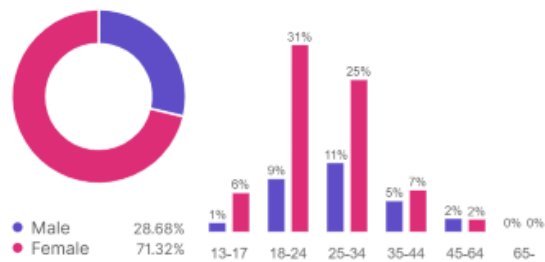


(Screenshot: Chartmetrics 2023b)

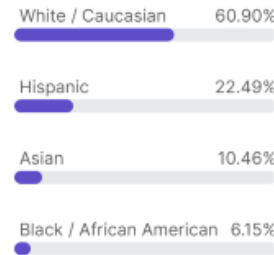
Amy Winehouse

Due to Aarons' active connection to Winehouse and the fact she performs her own songs at her tribute evenings, it would be remiss to ignore that Winehouse's fans may enjoy Aarons' music too, due to Winehouse being Aarons' main musical inspiration.

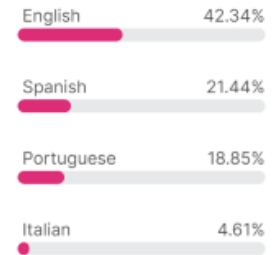
Audience Gender / Age



Audience Ethnicity ①



Audience Languages ①



(Screenshot: Chartmetrics 2023c)

All the identified artists have the same market:

- approximately **70% female**
- with the most active listeners **between 18 - 34**

This therefore informs that this is the target market we should be focussing on for this marketing strategy.

What are the artist's goals?

As well as understanding the target market, to be able to plan a marketing strategy that works for the artist, it is also important to understand what they are hoping to achieve.



Raise social media following (10K +)

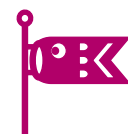


Raise Spotify listenership (1000 monthly listeners +)



Receive more widely recognised media attention

(Radio 1/Introducing, NME)



Play at small festivals and smaller stages of larger festivals

(Truck Festival, Isle of Wight, Glastonbury John Peel stage (via BBC Introducing))



Perform on Jools Holland (Hootenanny or Later...)



Marketing Strategy

Marketing Strategy

Overview

The marketing strategy will be broken down into four separate campaigns. Each part will target specific goals and build on momentum in time for the album launch and tour. All of which will also aim to achieve the artist's ultimate goal of achieving TV play on Jools Holland by the end of the campaign.



Phase One: Raise Profile

Single One: Mother



Main campaign factors:

- 'The Cohen Sisters' art/music exhibition
- Social media campaign – Tik Tok/Instagram Reels



Phase Two: Festivals and Continued Growth

Single Two: Sunflower



Main campaign factors:

- Artistic, animated music video – social media teasers
- Merch campaign using video/single artwork
- Festival booking



Phase Three: Media Attention

Single Three and Album Launch: My Love For You



Main campaign factors:

- PR focus – interviews, introduction to TV
- Local performances leading to tour



Phase Four: Tour

UK and International Tour



Main campaign factors:

- 'Pass it on' SMS/WhatsApp promotional campaign

The following report will detail each phase into specific focusses and include at each stage: radio and playlist pitching, and live performances. Asset deliverables will be included or explained within each part of the strategy. This strategy will also include a timeline, project plan and budgets.

Marketing Strategy: Phase 1

Single One: Mother

The focus of this phase would be to raise the artist's profile. The single campaign will focus on the personal story of the song and its relatable lyrics, as well as continuing Aarons' already established narrative.

The Cohen Sisters: Exhibition of Art and Music

In an effort to launch the artist, focussing strongly on her existing narrative, with an event that's not been seen before, the first part of the campaign will be an exclusive Single Launch gig. Although the artist uses a stage name, if she is comfortable with her real surname being used, the event could be named 'The Cohen Sisters', playing on the famous Coen Brothers, and would exhibit the physical artwork of one sister and the music of the other.

Due to both musical and physical artist being unknown, a large portion of the budget should be used for this to create intrigue in the event and bring Aarons to new audiences. (Please see Budgets, p33)

Please see below some mocked up posters/flyers for the event. Labelling it a 'one time event' plays into 'FOMO' and creates intrigue.



The Cohen Sisters

EXHIBITING ART AND MUSIC

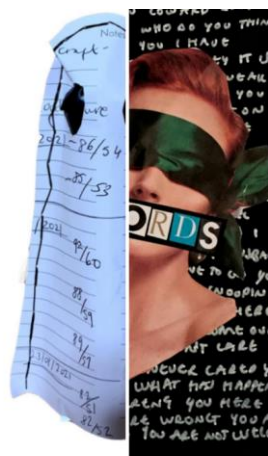
Whitechapel Gallery

15/05/2024

Whitechapel Gallery, E1

ONE TIME EVENT

www.whitechapelgallery.org/events/the-cohen-sisters



The Cohen Sisters

EXHIBITING ART AND MUSIC

Whitechapel Gallery

15/05/2024

Whitechapel Gallery, E1

ONE TIME EVENT

www.whitechapelgallery.org/events/the-cohen-sisters



SCAN ME

QR code added for flyer design

*Full page copy in
Appendix 7*

Event venue: The venue will be imperative to capturing the right audience. It needs to be somewhere with commercial recognition in order to appeal to the wider public. An ideal venue would be The Whitechapel Gallery in East London. This is a well-known/respected venue within the art world but also hosts a range of events that include music. We would ensure there is some good PR budget at this stage in order to receive the correct coverage from newspapers/relevant publications, as well as being something that could be advertised in Time Out magazine. Using the Whitechapel Gallery will attract their existing audience as well as cross-pollinating art fans and music fans to reach a wider audience for the artist.

NB: The Whitechapel Gallery were contacted regarding the possibility of such an event and the costings/processes of this queried, but a response was never received. London however has a host of galleries and museums that could be contacted in order to achieve this idea. As it would need to be a public event, we would want to negotiate PR in connection with the gallery.

Advertising:

Posters near venue

Social media adverts

PR

Time Out listing

Social Media campaign: Reels

A modern marketing trend has seen songs being used within the creation of photo collage reels. A current Instagram Reel/Tik Tok trend that uses 'Quarter Life Crisis' by Taylor Bickett, has seen many using the lyrics 'I swear 16 was yesterday but now I'm closer to 28' to collage pictures of themselves (Bickett 2022). The lyrics of 'Mother' would allow for many to create their own photo collage videos:

Your life,
Your love,
Your every little thing,
You put into me and into her
Your life,
Your love
Your every little thing
About you is being a mother

(Aarons 2022)

The above part of the song fits *Ditto Music's* formula for a successful music-based video with the potential to go viral: a video that should be 'around 15 seconds', have 'authenticity & group participation' elements and be something that can be 'edited together in fragments' (Ditto Music 2021).

The event should achieve a raised listenership/following, however the main purpose of this part of the campaign would be to target more specifically the 18-24 female audience who are the most likely to take on this trend.

Some budget would go into social media advertising of this via a social media agency (SMA) however, creating trends and seeing if they'll stick doesn't require too much cost nor risk so wouldn't be a financial priority regarding budgets given to the SMA.

Radio Pitching:

Ideally via BBC Introducing

Pitch for Radio 1 to target younger audience

Radio 6 to appeal to existing audience

Playlist Pitching:

Playlist pitching is imperative to raise listenership at the early stages of this campaign.

Spotify editorial playlists to aim for would be:

New Music Friday UK, New Music Friday, New Music Now, Chill Singer-Songwriter, Today's Singer-Songwriters, Easy Spring, Made in London, Mother's Day, A Perfect Day, Kitchen Swagger, Dinner with Friends, Coffee + Chill

(The list above is based on researching what similar artists are featured on including those listed previously as well as those with similar sounds such as Lianne La Havas and Joss Stone).

Other assets:

Press shots: To save on costs at this part of the campaign, as money has gone into the event, we can use existing high-quality press shots. The below were taken by Steve Ullathorne, a well-respected photographer who has photographed many celebrities for well-respected publications.

(www.ullathorne.photoshelter.com)



The yellow theme of these photos is eye catching and would also tie into Phase 2 of the campaign.

Photos: Ullathorne 2021

Single Artwork: Due to the content of the song, a baby picture could be used which would also save on costs. A mock-up for this has already been created by the artist based on research of market trends of songs with similar themes (right).

Music Video: Again, a low-cost lyric and photo collage video could be produced at low cost. For credibility, the video should be released via VEVO. This would also tie in with previous singles.



(Cohen 2022)

Reference: Lyrics video for 'Her' by Anna Aarons.



(Aarons 2020)

PR

PR at this stage will focus on smaller blog sites and publications such as A&R Factory, We Plug GOOD Music, EARMILK and For The Love of Bands. We would also create a Time Out listing for the event.

Live performances: Other than the main event at the Whitechapel Gallery, planned performances would take place in smaller venues in London with 100-300 capacity, specifically seeking venues that appeal to the target audience. Efforts to seek support for bigger names would take place at this point too.

KPIs at this part of the campaign against goals:



Raise social media following
Raised to 2000 followers



Raise Spotify listenership
Averaging 200 monthly listeners

Marketing Strategy: Phase 2

Single Two: Sunflower

Animated music video

Keeping with the artwork part of the narrative, the summer release of Sunflower seeks to create a high quality, animated music video. Following on from only releasing a lyrics/baby picture video for 'Mother', we are also following the theme of keeping the artist out of the spotlight to keep a sense of mystery and 'cool'. This is inspired by the development of Sam Smith who rose to fame via his collaborations but did not appear in his music videos until his popularity was cemented (Ferrone 2023a).

Budget has been allowed for the campaign to seek a competent video animator to produce the vision (Please see Budgets, p33).

Reference points to give to creators (click to play):

'Thought of You' by Ryan Woodward
music video
(Woodward 2010)



'Ink' by Coldplay **music video**
(Coldplay 2014)



This Mood board below would also be given to animators. All pictures were created by 'Dall-E' AI technology, using the descriptors 'vibrant sunflower using blues, greens and yellows' and 'girl standing in the distance in a garden of roses, sunflowers and daffodils.' These images and more could also help save costs on artwork and initial animation as we can use the images produced by the AI technology which is currently free to use.



(Pictures: Dall-E 2023)

Once the video is created, we would create a pre-save social media teaser campaign. A three-second 'sponsored' clip of the music video that has a link to pre-save. The out-of-context teaser should create a sense of intrigue that gets people wanting to know more. We would use Facebook pixels to track the conversion rate of this campaign. Using the pixels, we can create custom audiences that will focus on our target audience specifically with the ad service attempting to reach people most likely to engage, as well as providing data for the results to be able to check if this is the case or if the ad needs to be tweaked (Facebook 2021).

Press Shots

The press shots for *Sunflower* will stick with the vibrant colourful theme in order to stand out and gain a higher chance of getting chosen in well-regarded publications, as well as for Spotify playlist artwork. It is important to have striking imagery for a campaign – ‘the more interesting the press shot, the more likely it will be the one that gets chosen’ (Ferrone 2023b).

Case study: Paramore: Hard Times single release

Their press shot includes vibrant colours and striking poses:



Paramore: Press shot for ‘Hard Times’ (Picture: Giberti 2017)

These colours are in line with their single and album artwork:



Picture: Giberti 2017

The colourful album also lent to new merch designs:



Picture: Paramore 2023



Picture: Paramore 2017

Therefore, the above provides insight into the impact on running a coordinated and colourful campaign and how merchandise can play a part within this, for promotional as well as revenue making purposes as well.

Merchandise

As striking artwork is a highlight of this single campaign, a drive on merchandise would be a good focal point and revenue maker at this point.

We would use a 'make to order' service such as Printful so there are no upfront costs, however a bulk order would be made in order to sell at gigs. A way to drive this campaign would be for the artist to promote via *Bandcamp* or *Patreon* which also creates a personal connection to fans, something that will also be important for Phase 4.



(Pictures:
Printful
2023)



Press Shots: To maintain the theme, the picture to the left would be given as a reference point for artists to create bespoke press shots.

Picture: Williams 2023

Playlist Pitching

As this is more of a Dance track and released in the summer, some different themed playlists can be pitched for. Target playlists would be:

New Music Friday UK, New Music Friday, New Music Now, Summer Songs, Summer Hits 2023, Happy Hits!, Summer Dance Hits.

PR:

PR would be minimal at this stage, simply seeking to maintain momentum, so music blogs etc. will be a focus. More budget will be given to the SMA for the video campaign.

Live performances: By this summer release, we would seek for the artist to play at some smaller festivals (e.g., Truck Festival) or some smaller stages of larger festivals, e.g. the John Peel stage at Glastonbury or Brighton's The Great Escape Festival.

KPIs at this part of the campaign against goals:



Raise social media following
Raised to 5000 followers



Raise Spotify listenership
Averaging 500 monthly listeners



Play at small festivals and smaller stages of larger festivals
Played at many 'local' festivals and at least one other bigger named festival

Marketing Strategy: Phase 3

Single and Album launch: My Love For You

After months of raising the artist's profile and cementing an identity, the *My Love For You* single and album release will take a focus on PR and the artist themselves, with an emphasis on gaining more interviews in press and TV. To tie into the summer release, the artwork and press shots will remain illustrative with a similar colour palette however slightly dulled down in vibrancy in order to bring the focus back to the artist.

PR

The goals to pass on to the PR agency would be to achieve:

Print:

NME

The Guardian

Women's fashion magazine (target market in mind)

Radio:

Radio 1 (Introducing) + interview

TV:

Sunday Brunch (although this may not hit the target audience, Sunday Brunch have regular music performance and showcase new acts so it would be a viable first TV credit for the artist)

Music Video:

This video will now include the artist and will be more of a 'traditional' storytelling video. Due to the story of the song, it makes sense for an on-location filmed video. To keep costs down we could use only the artist and no actors and rely on the cinematography to create the high quality.

Budget would be given to the SMA to then promote via YouTube as well as being another asset for the press release and online promotion.

A good example of this is Adele's *Someone Like You* video which could have been made with very little budget but the cinematography on *Hello* is more advanced and would be advantageous if budget still available to achieve this.



Video: Adele 2011



Video: Adele 2015

Playlist Pitching

With different lyrical content, pitching would focus on 'love' and 'heartbreak' themed playlists at this stage. Target playlists would be:

New Music Friday UK, New Music Friday, New Music Now, Love Pop, Heartbreak Hits, Broken Heart, Heartache, Sad Songs.

Live performances: Depending on the progress of the campaign up until this point, an ideal venue would be the Shepherd's Bush Empire which has a capacity of 2000 for a one-off headline show. Otherwise, we would definitely be seeking opportunities for support slots for bigger named artists at this point.

KPIs at this part of the campaign against goals:



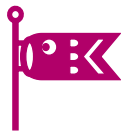
Raise social media following

Raised to 10,000 followers



Raise Spotify listenership

Averaging 1000 monthly listeners



Play at small festivals and smaller stages of larger festivals

Played at multiple small name festivals and started supporting bigger named acts.



Receive more widely recognised media attention

Had radio play on Radio 1/Introducing and interview in at least one of NME, Clash, The Guardian.

Marketing Strategy: Phase 4

UK/International Tour

According to *The Sandbox Guide to Marketing in 2023*, 'social media will start to be replaced by community-building and direct fan connection' (Music:Ally 2023). Aaron Bogucki of AWAL explains that focus should be more on email and SMS, therefore, the promotion for the tour will use a 'take a text, pass it on' campaign (Bogucki in Music:Ally 2023).

By this stage of the campaign, the KPIs should have been realised and the artist is now on 10k+ social media followers (namely Instagram). Fans should be intrigued by a 'personal invite' to the Tour; i.e. the dates and locations won't be revealed on social media for a week or two. It's important that the artist has a decent following in order to have fully engaging fans who would want to participate in this, which is why the earlier parts of the campaign are imperative.

The idea would be that WhatsApp messages are sent to fans (with data gained from fanbase signing up for news via the artist's website) with the idea that they have to pass the message on to their friends. There would be a link for people to click which would open up a video of the artist revealing the tour dates and locations. As well as being an innovative way to introduce a tour, it could also create a social media frenzy as people may post about it asking if it's spam or revealing the details on their own social media accounts, which all focusses attention onto the artist and the tour.



(Picture: mocked up WhatsApp message)
(Appendix 1 - market research of this idea)

This idea plays on FOMO as well as a retro aspect from the early 00s that saw a lot of social media posts using this 'copy and paste' montage, fearing people into doing so by threatening bad luck! The idea should make Millennials feel nostalgic as well as potentially capturing the intrigue of Gen Z who weren't there first time round.

International

The International section of the tour will focus on one country – Germany. This has been taken from the artist's initial stats but also from the knowledge that Germany are renowned for welcoming and developing new artists; most famously The Beatles but more recently acts such as Lewis Capaldi and Tom Walker (Snapes 2021).

In order to announce the German leg of the tour, a German version of the message could be posted to social media without a caption to create intrigue.

Asset – Tour Poster



To match the WhatsApp message promotion campaign, the tour poster could be designed as a WhatsApp message. Not only would this show cohesion throughout the promotional campaign but would also save on costs. The picture in this mock up is an example; the album artwork and or press/shot would be used instead.

Left: Mock up of tour poster made via WhatsApp and Microsoft editing tools.

KPIs for this part of campaign:



Ticket sales

Jools Holland

If the previous parts of the campaign have been a success, the artist will have made enough of a name to warrant a spot on Jools Holland. Depending on when in this campaign the filming and airing took place, it could in turn work towards promoting the tour.

NB: This goal is hard to achieve however and does not rely on any of the KPIs having been met. Alison Howe, producer of *Later... With Jools Holland* explains that bookings do not 'come from a marketing campaign' but purely from the production team 'fall[ing] in love' with an artist and wanting to share them (Howe in Awbi 2015). Therefore, by using the personal narrative throughout the campaign, the content of the artist's music being very personal, and her musical references having been on the show before, it can only be hoped for that this strategy along with the artist themselves will have done enough to make the producers fall in love with them and want the rest of the world to, too.

Timeline

Timeline 2024

APRIL

- Gather assets – photoshoot
- Research and employ social media agency
- Connect with radio

JUNE

- Smaller festivals
- Start looking for collaborations or features

AUGUST

- TV/Radio interviews
- Support gigs for bigger names

OCTOBER

- UK Tour

MAY

- Single Release (Mother)
- Single launch gig – The Cohen Sisters
- Social media campaign – 'Mother' reels

JULY

- Single Release (Sunflower)
- Music video release campaign (artistic)
- Merch drive
- More performances at festivals

SEPTEMBER

- Single Release (My Love for You)
- Album Release
- Launch gigs
- Music video release
- TV performance

NOVEMBER

- Germany tour

DECEMBER

Jools Holland Hootenanny

Pre-Timeline

The above timeline plans for the campaign to run through 2024. This is also due to a few preparatory plans needing to be made beforehand in order for the campaign to run successfully.

These are:

- To liaise with the gallery around 6 months in advance of putting on the gig so they can accept into their programme.
- Ensure all audio assets are produced to standard and agreements with distributors confirmed.
- Connecting with Festival bookers early on to bring artist to their attention.
- Bring artist to attention of Jules Holland producers so they can be aware of her progress through the campaign.

The title 'Project Plan' is centered within a dark purple rounded rectangle with a pink border. This rectangle is set against a white background that is framed by a dark blue border. The entire slide is decorated with abstract geometric shapes in shades of purple, magenta, and cyan at the corners and edges.

Project Plan

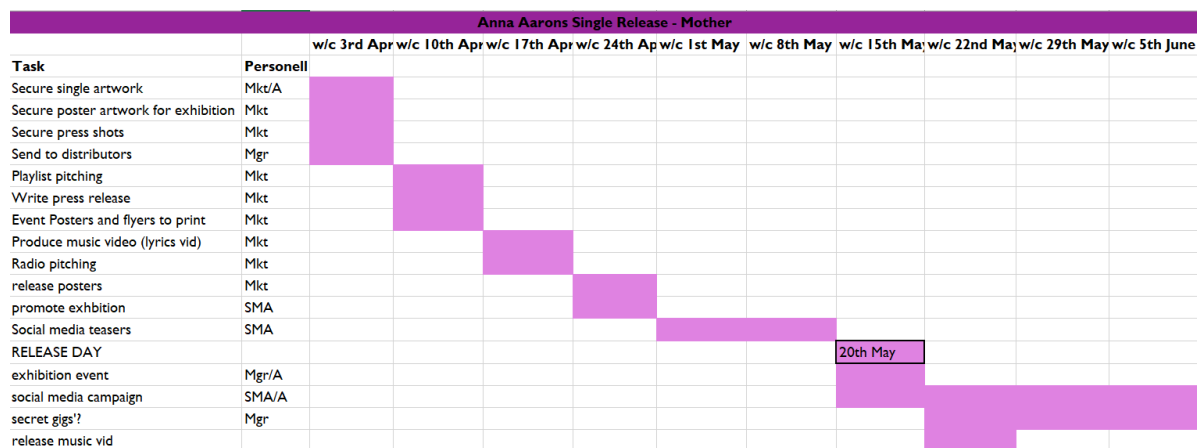
Project Plan

As the marketing strategy is multi-faceted, the project plan is split accordingly using Gant charts to keep to-do lists tracked to time targets.

The charts do not include the pre-timeline.

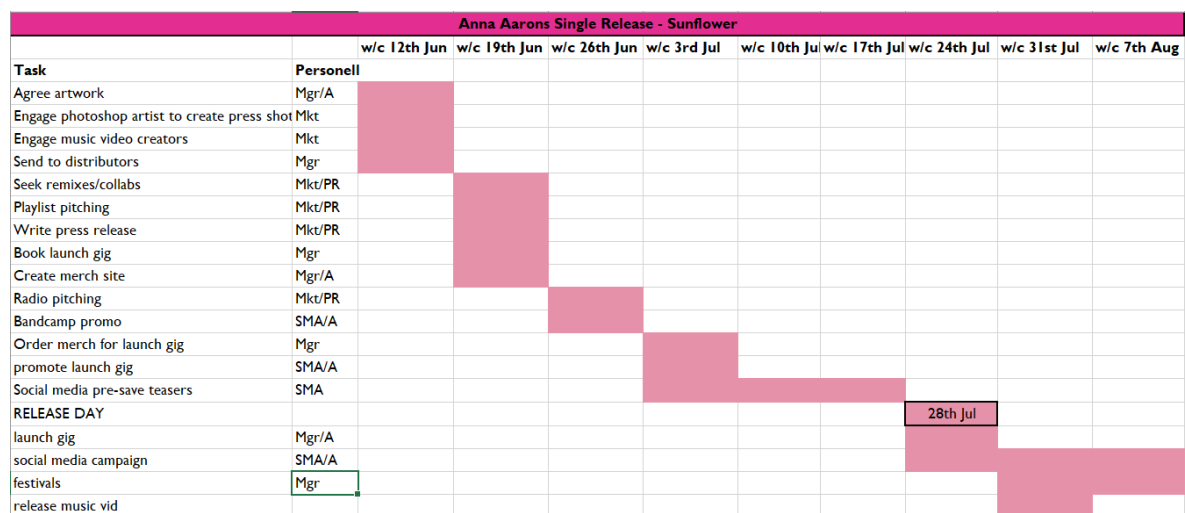
Mgr	Manager	
Mkt	Marketeer	
SMA	Social Media Agency	
A	Artist	

Phase One/Single One Release



With a focus being on the launch gig/exhibition, there is extended emphasis on securing print marketing materials at this stage.

Phase Two/Single Two Release



Music video creation takes more of a priority at this part of the process due to the focus at this stage as well as ensuring merchandise is sorted in time for promotion and launch gigs.

Phase Three/Single and Album Release

Anna Aarons Album Release - My Love For You										
Task	Personell	w/c 14th Aug	w/c 21st Aug	w/c 28th Aug	w/c 4th Sep	w/c 11th Sep	w/c 18th Sep	w/c 25th Sep	w/c 2nd Oct	w/c 9th Oct
Secure artwork	Mkt									
Secure press shots	Mkt									
Send to distributors	Mgr									
Playlist pitching	Mkt/PR									
Engage PR company	Mkt									
Book launch gig	Mgr									
Engage music video creators	Mgr/A									
Magazine interviews	PR									
Radio pitching	Mkt/PR									
SINGLE RELEASE DAY										
release music vid										
Radio interviews	PR									
TV appearance (Sunday Brunch)	PR									
Music video sponsored on YT	Mkt									
ALBUM RELEASE DAY										
launch gig	Mgr/A									
social media campaign	SMA/A									
support slots	Mgr									

The engagement of a PR company takes early priority for Phase Three, of which a lot more press and interviews may be planned for by them, however provisional dates are planned for here.

Phase Four/UK and International Tour

Anna Aarons - UK/Germany Tour										
Task	Personell	w/c 16th Oct	w/c 23rd Oct	w/c 30th Oct	w/c 6th Nov	w/c 13th Nov	w/c 20th Nov	w/c 27th Nov	w/c 4th Dec	w/c 11th Dec
Secure artwork for tour poster/SM images	Mkt/A									
Engage tour manager	Mgr									
press release for tour out	Mkt/PR									
TV appearances/radio interviews	PR									
social media campaign	SMA									
TOUR DATE ONE										
travel										
TOUR DATE TWO										
travel										
TOUR DATE THREE										
travel										
TOUR DATE FOUR										
travel										
social media campaign about heading to Germany	SMA									
travel										
GERMANY DATE ONE										
travel										
GERMANY DATE TWO										

The engagement of a Tour Manager will ensure the smooth running of the UK and German tour. They will provide their own project management of this, meanwhile social media activity needs to be maintained alongside this.

Budgets

Budgets

NB: Multiple PR companies were approached for quotes, but no responses were received so budgets have been placed at estimates and areas for saving costs have purposefully been included at each stage to allow for the bulk of costs going to external agencies.

Phase One/Single One Release

Marketing Strategy - Mother - Budgets - £5-7k			
	Total budget	£ 6,000.00	
	Estimated cost	Less budget	Notes
Poster and flyer printing	£ 500.00	£ 5,500.00	Appendix 2
PR	£ 3,000.00	£ 2,500.00	
Staging and PA	£ 1,000.00	£ 1,500.00	
Band	£ 500.00	£ 1,000.00	Knowledge from what I charge for gigs
Merch	£ 200.00	£ 800.00	Not much ordered for initial gig
social media ads	£ 250.00	£ 550.00	
single artwork	£ -	£ 550.00	(baby picture)
Music video (lyrics)	£ -	£ 550.00	(artist able to do or call in favour)
		£ 550.00	

There is a large focus on the venue and PR around 'The Cohen Sisters' event as this is needed to bring the artist into the spotlight. Costs are cut elsewhere by using simple artwork and an easily made music video.

Phase Two/Single Two Release

Marketing Strategy - Sunflower - Budgets (£3k)			
	Total budget	£ 3,000.00	
	Estimated cost	Less budget	Notes
Poster and flyer printing		£ 3,000.00	
PR	£ 500.00	£ 2,500.00	
Staging and PA		£ 2,500.00	
Band	£ 500.00	£ 2,000.00	Included as presumed launch gig for each part of campaign
Merch	£ 100.00	£ 1,900.00	A few more items ordered for launch gig but mainly boosting the made to order site so not as much of an upfront cost
social media ads	£ 250.00	£ 1,650.00	
single artwork	£ -	£ 1,650.00	(Use AI tool)
Music video (animation)	£ 2,000.00	-£ 350.00	(Appendix 4)
		-£ 350.00	

This is the part of the campaign that shouldn't cost as much money. The focus is the animated music video. A quote was received from a company of max. £2000 which has been budgeted for here but with the use of AI tool 'Dall-E', a lot of the initial artwork can be produced for free so the animation costs may lower if so, so this may be done for less. The Merchandise drive will be mainly via online sales.

Phase Three/Single and Album Release

Marketing Strategy - MLFY - Budgets (£3-5k)			
	Total budget	£ 5,000.00	
	Estimated cost	Less budget	Notes
Poster and flyer printing		£ 5,000.00	
PR	£ 1,000.00	£ 4,000.00	
		£ 4,000.00	
Band	£ 500.00	£ 3,500.00	
Merch	£ 100.00	£ 3,400.00	
social media ads	£ 250.00	£ 3,150.00	including YT
album artwork	£ 100.00	£ 3,050.00	
Music video	£ 1,500.00	£ 1,550.00	
		£ 1,550.00	

A larger portion added to PR for this section as this part of the campaign is about media focus.

Phase Four/UK and International Tour

Marketing Strategy - Tour - Budgets (5k)			
	Total budget	£ 5,000.00	
	Estimated cost	Less budget	Notes
Poster and flyer printing	£ 500.00	£ 4,500.00	
PR	£ 500.00	£ 4,000.00	
Staging and PA		£ 4,000.00	Venues will have
Band	£ 4,000.00	£ -	
Merch	£ 100.00	-£ 100.00	
social media ads	£ 250.00	-£ 350.00	
tour poster design	£ -	-£ 350.00	WhatsApp Message Design
		-£ 350.00	
Travel (UK)	£ 500.00	-£ 850.00	Cover petrol, band to use own transport
Travel (Germany flights)	£ 700.00	-£ 1,550.00	Appendix 5
		-£ 1,550.00	

A large part of the budget for the Tour would be on logistics such as band fees and travel. (This may not necessarily come out of a marketing budget but included here as a wholistic view of the whole campaign and what the artist can use their funding for).

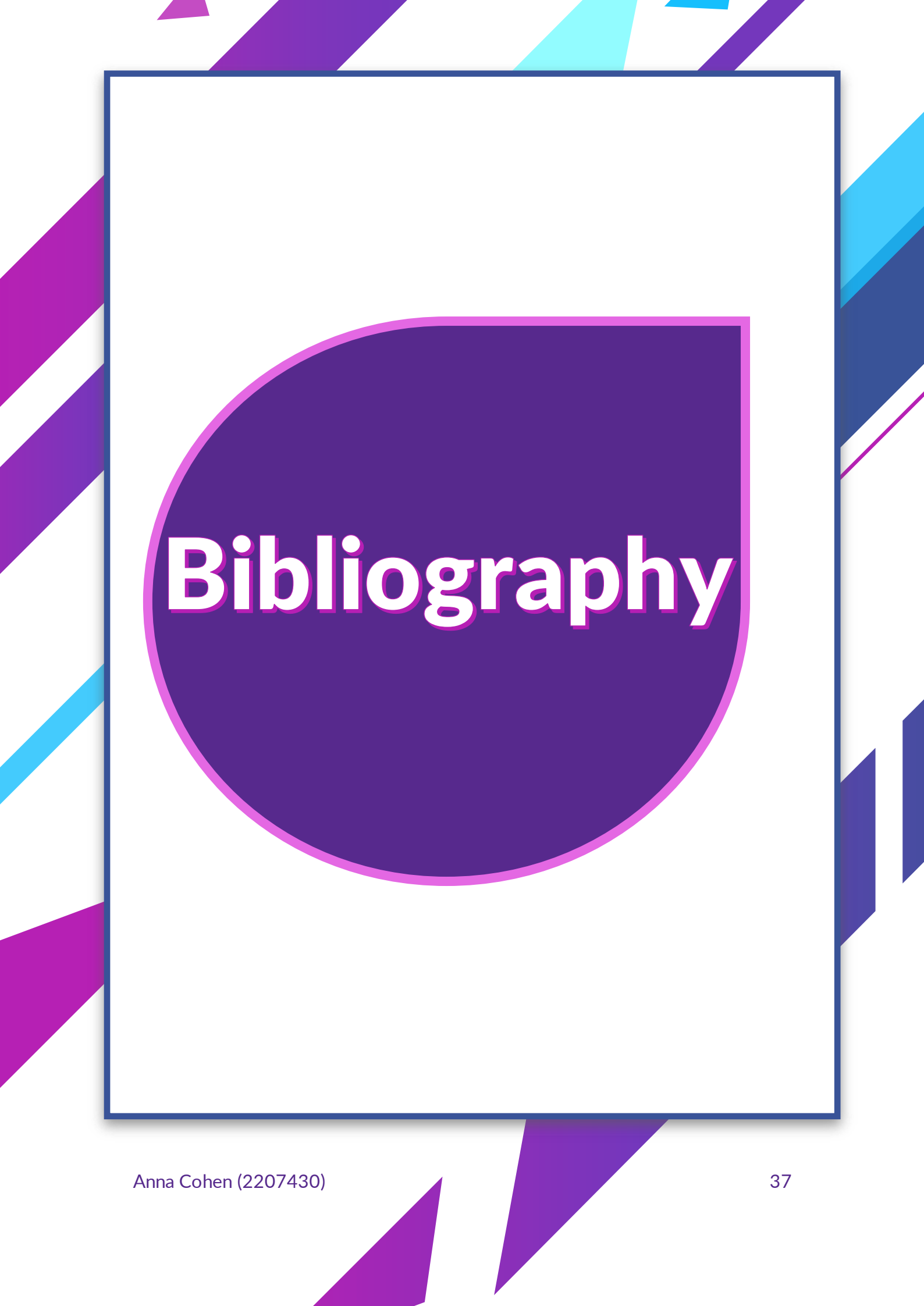
Total Campaign Budget

Marketing Strategy - Anna Aarons - Budgets - £20k			
	Total budget	£ 20,000.00	
	Estimated cost	Less budget	
Poster and flyer printing	£ 1,000.00	£ 19,000.00	
PR	£ 5,000.00	£ 14,000.00	
Staging and PA	£ 1,000.00	£ 13,000.00	
Band	£ 5,500.00	£ 7,500.00	
Merch	£ 500.00	£ 7,000.00	
social media ads	£ 1,000.00	£ 6,000.00	
artwork	£ 100.00	£ 5,900.00	
Music videos	£ 3,500.00	£ 2,400.00	
Travel (UK - bus)	£ 500.00	£ 1,900.00	
Travel (Germany flights)	£ 700.00	£ 1,200.00	
		£ 1,200.00	

The total estimated spend implies that there is approximately £1200 to play with. This may differ once actual costs are confirmed so it is useful to have a reasonable amount of 'spare' money.

Word Count: 4167

4135 without cover page headings (32 words)



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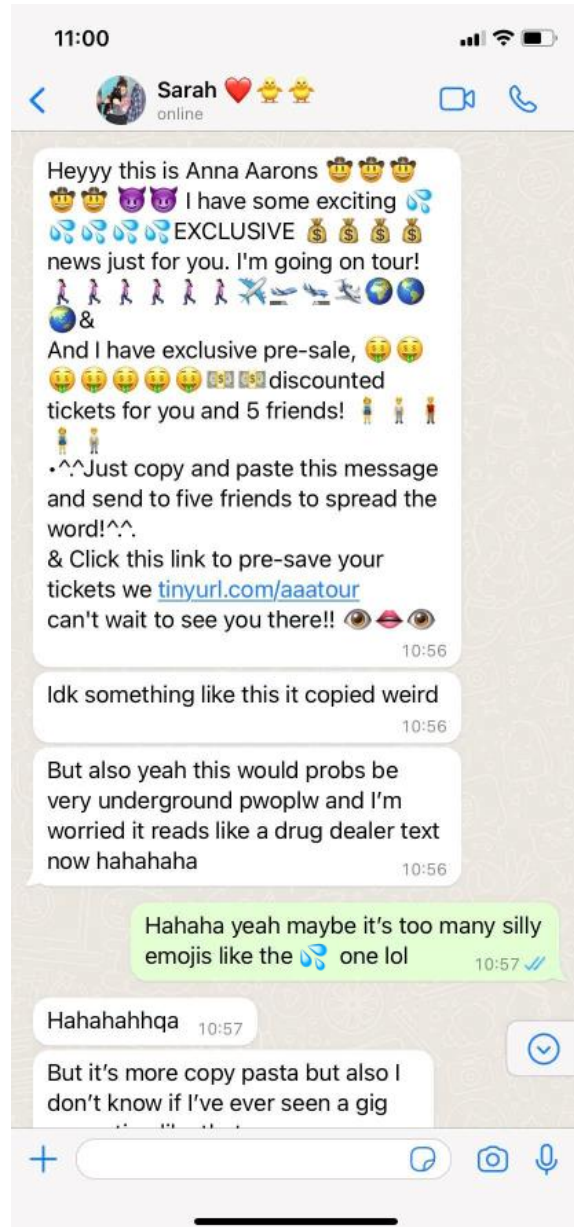
Appendices

Appendix 1

WhatsApp messages exchanged between Anna and Sarah (the artist's sister and other Cohen sister) who is an alternative music fan and 'cusp' Millennial/Gen Z.

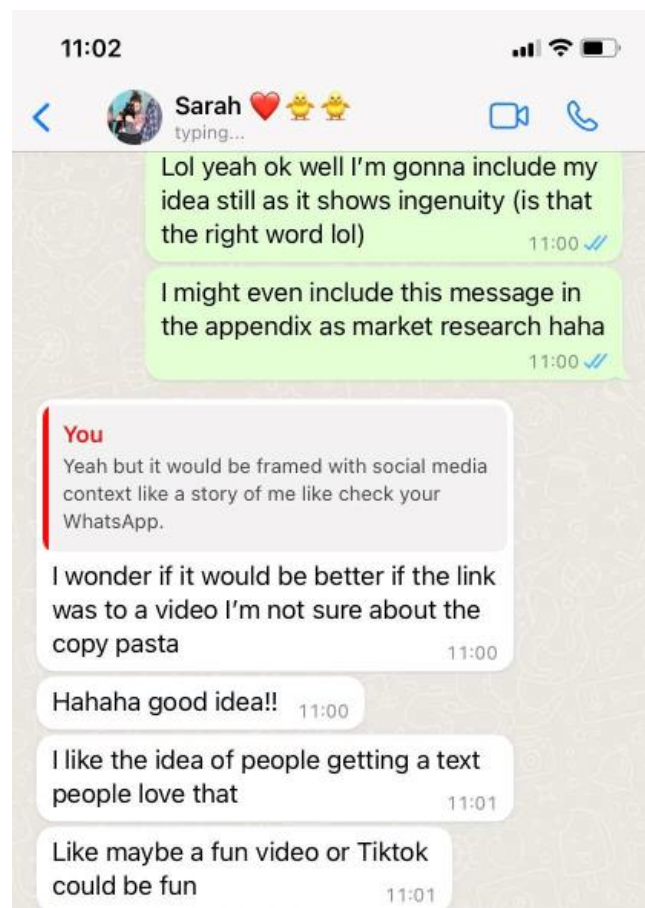
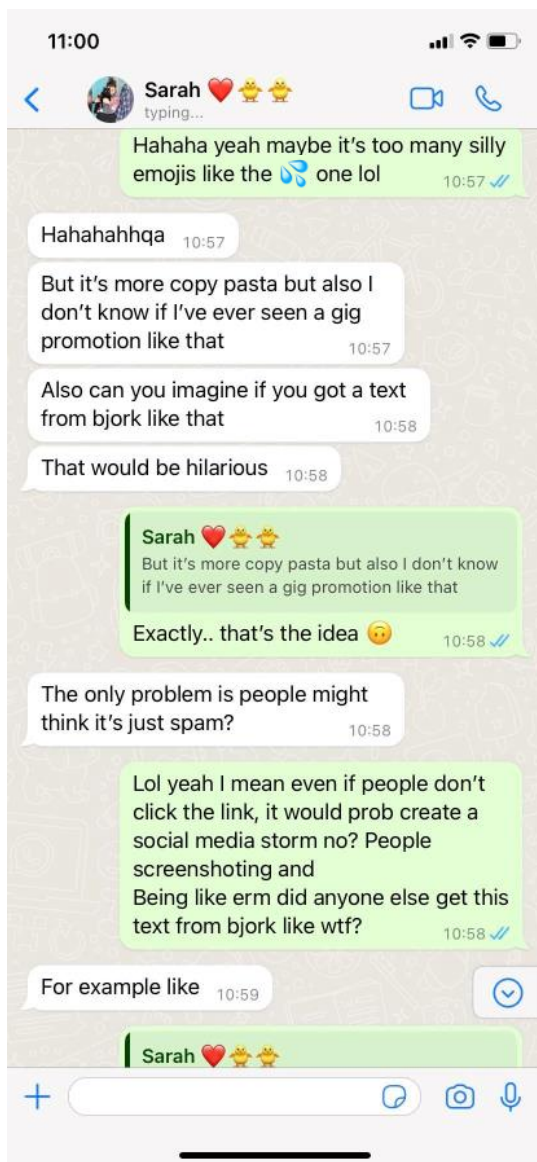


Original mock-up sent to sister for feedback



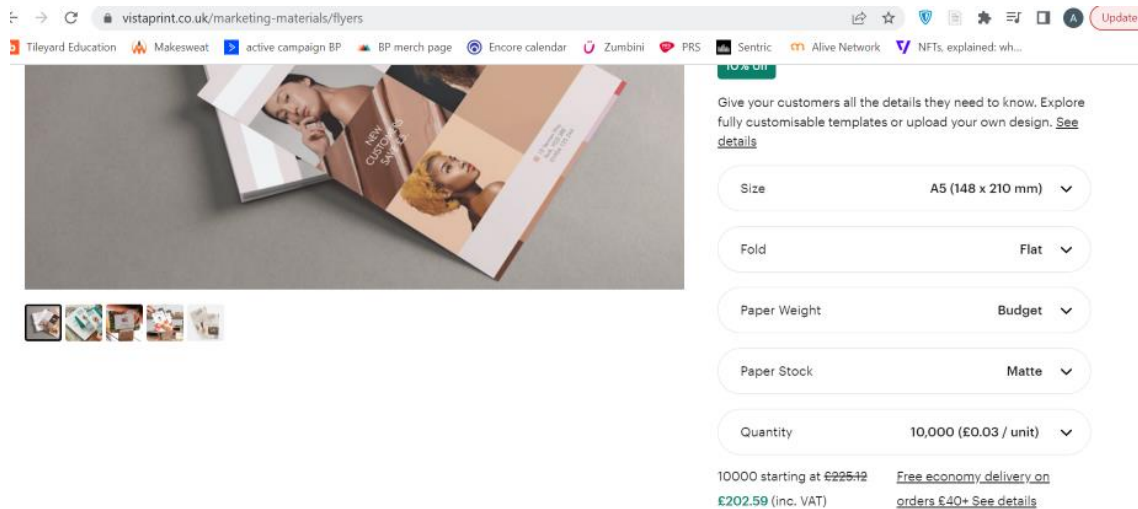
Right: Sarah's suggestion for using different types of emojis to appeal more to Gen Z who use emojis differently to Millennials

Appendix 1



Appendix 2

Screenshots of estimates for flyer and poster printing from Vistaprint
(www.vistaprint.co.uk)



The screenshot shows the Vistaprint website's flyer creation interface. On the left, there is a large image of a flyer featuring a woman's face and the text 'NEW CUSTOMER SAVE 10%'. Below this image are several smaller thumbnail images of different flyer designs. On the right, there are several dropdown menus for customizing the flyer: Size (A5 (148 x 210 mm)), Fold (Flat), Paper Weight (Budget), Paper Stock (Matte), and Quantity (10,000 (£0.03 / unit)). Below these menus, the pricing is displayed: '10000 starting at £225.12' and '£202.59 (inc. VAT)'. There is also a link for 'Free economy delivery on orders £40+ See details'.

Give your customers all the details they need to know. Explore fully customisable templates or upload your own design. [See details](#)

Size A5 (148 x 210 mm) ▼

Fold Flat ▼

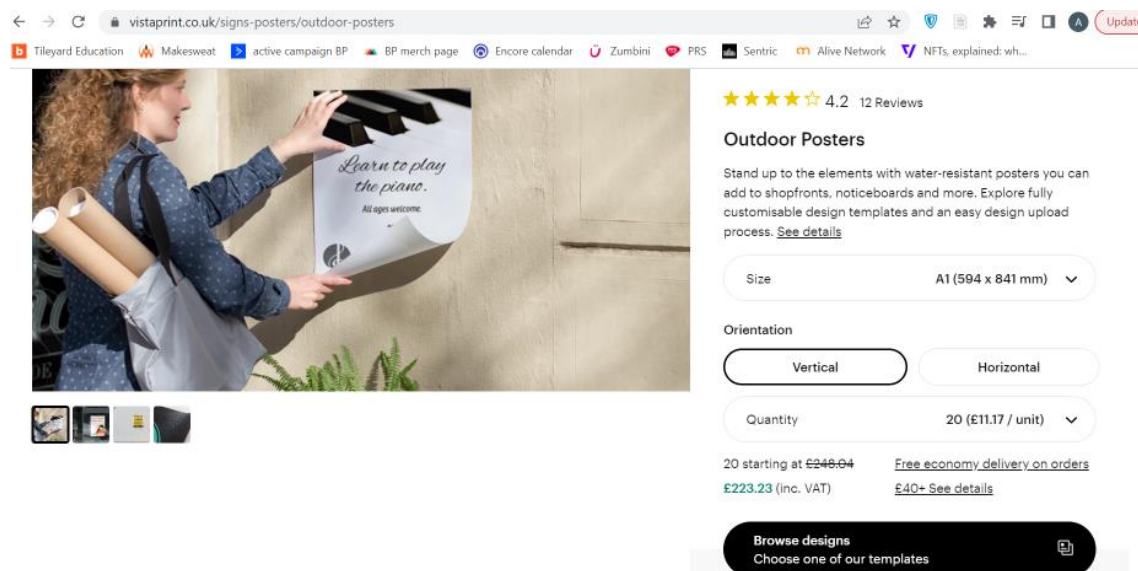
Paper Weight Budget ▼

Paper Stock Matte ▼

Quantity 10,000 (£0.03 / unit) ▼

10000 starting at £225.12
£202.59 (inc. VAT)

[Free economy delivery on orders £40+ See details](#)



The screenshot shows the Vistaprint website's outdoor poster creation interface. On the left, there is a large image of a woman holding a poster that says 'Learn to play the piano. All ages welcome.' Below this image are several smaller thumbnail images of different poster designs. On the right, there are several dropdown menus for customizing the poster: Size (A1 (594 x 841 mm)), Orientation (Vertical, Horizontal), and Quantity (20 (£11.17 / unit)). Below these menus, the pricing is displayed: '20 starting at £223.23' and '£223.23 (inc. VAT)'. There is also a link for 'Free economy delivery on orders £40+ See details'. At the bottom, there is a button that says 'Browse designs Choose one of our templates'.

★★★★★ 4.2 12 Reviews

Outdoor Posters

Stand up to the elements with water-resistant posters you can add to shopfronts, noticeboards and more. Explore fully customisable design templates and an easy design upload process. [See details](#)

Size A1 (594 x 841 mm) ▼

Orientation
Vertical Horizontal

Quantity 20 (£11.17 / unit) ▼

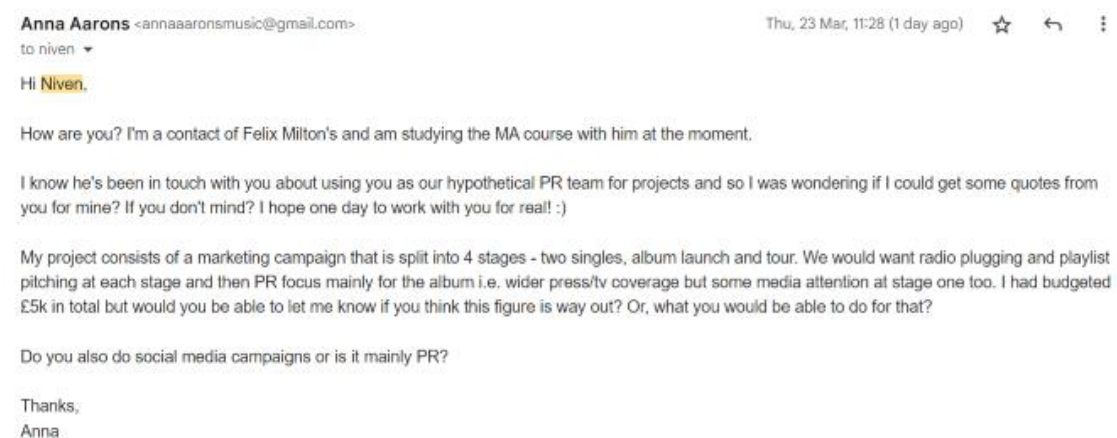
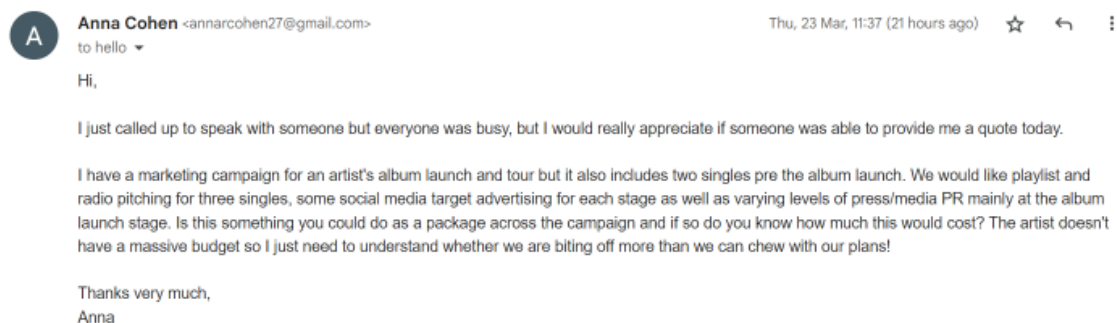
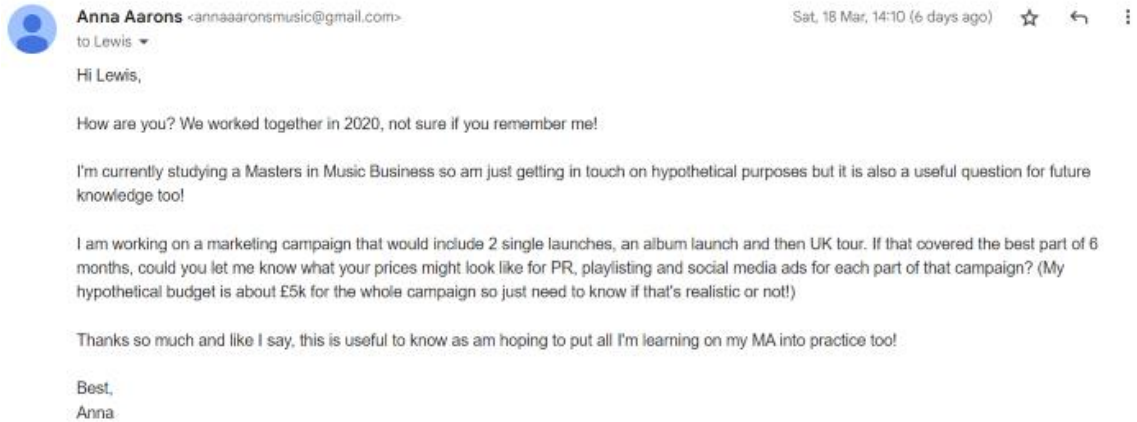
20 starting at £223.23
£223.23 (inc. VAT)

[Free economy delivery on orders £40+ See details](#)

Browse designs
Choose one of our templates

Appendix 3

Screenshots of emails sent to Lewis Abbott of *PR Music Plus*, Niven of *Soul Food Music* and *Now Listen PR*



Appendix 4

Email sent to *Hellfire Creative* on 9th March and Email sent from Ben of *Hellfire Creative* to me on 10th March.

Animation video :)  



Anna Aarons <annaaaronsmusic@gmail.com>

to Benjamin, Andy ▾

Hi Ben and Andy,

How are you? Hope all is well!

I just wondered how much you guys would charge for a fully animated video? (from scratch). Attached are pics which are sort of a moodboard, it's for a song called 'sunflower' but you wouldn't have to use those pics necessarily, it's more to give an idea of style and colours.

Thanks!

Anna

www.youtube.com/annaaarons

www.instagram.com/annaaa_sings

www.facebook.com/annaaaronsmusic

 Thu, 9 Mar, 18:12 (9 days ago)



Benjamin Mills

to Anna ▾

I would say £1500 - 2000 depending on the amount of work needed. You might be able to get someone on Fiverr to do it a lot cheaper though.

Ben



Fri, 10 Mar, 11:11 (8 days ago)

Appendix 5

Screenshot of approximate flight booking for band (www.easyjet.com)

easyJet

Seats selected
LGW to HAM, Tue 24th Oct

Continue

Pick flights **Seat selection** **Cabin bags** **Hold luggage** **Car rental** **Food and drink voucher** **Travel insurance** **Checkout**

Outbound
For each passenger, please select from the available seats.

Adult 1 4A
Adult 2 4B
Adult 3 4C
Adult 4 4D

With standard seats you can:

Extra Legroom +£27.50
Upgrade your seat to Extra Legroom

- 1 small under seat cabin bag
- 1 large cabin bag
- Speedy Boarding
- Dedicated Bag Drop

Basket £658.36
Departure 18:35 Tue 24th Oct
Arrival 21:20

Your fares
Adult 4 x £40.99

Your bundles
Essentials Bundle 4 x £39.48

Standard seat 4A Included
Standard seat 4B Included
Standard seat 4C Included
Standard seat 4D Included
Small cabin bag 4 x Included
23kg hold bag 4 x Included

Hamburg to London Gatwick

Appendix 6

Screenshots of blog posts featuring Anna Aarons



MUSIC CROWNS

Anna Aarons returns with fresh single 'Her'

Posted By: Lucas Andrews May 27, 2020 New Music

Andrews, L. (2020) Anna Aarons returns with fresh single 'Her' | New Music, Music Crowns. Available at: <https://www.musiccrowns.org/new-music/anna-aarons-returns-with-fresh-single-her/> (Accessed: 4 March 2023).



November 1, 2019

Anna Aarons – 'Words' (Review)

A London-based singer-songwriter, Anna Aarons released her first single 'Life' last year. Having spent time touring across London's live music scene and writing new material, she now returns with her [...]



August 11, 2018

Round-Up: Anna Aarons, La'Porsha Renae, Peabo Bryson

Read below for more soul music round-ups! Anna Aarons – 'In Memory of Amy' at Pizza Express High Holborn (9th August 2018) London-based vocalist Anna Aarons performed a two-set gig [...]



'Anna Aarons - The House That Soul Built' (2019) *The House That Soul Built*, 1 November. Available at: https://thesoulhouse.net/search/anna_aarons/ (Accessed: 4 March 2023).

Appendix 6

REVIEW

ANNA AARONS : WORDS



BS
RATED

8

YOUR
RATING
6.2

RATE THIS SINGLE

★★★★★★★★

UK RELEASE DATE 01.11.2019

Anna Aarons is a new name to me but she seems to be making an impact early on in her career and this enterprising single should open doors for her.

Here, with just her second release, sees this young singer delivering some luxuriant and sultry neo-soul, topped with some exquisite hot rocking guitar. The ensemble work here is top notch, props to her studio musicians!

The subject matter is deep too, as the homegrown heroine deals with the fall out of a toxic relationship, if anything this song will teach you that you are meant to be in a relationship to be happy, to smile, to laugh, and to make good memories. Not to be constantly upset, to feel hurt, and to cry. 'Words' is a welcoming expansion to her musical template and shows sophistication. She's moving on, catch her journey early, there is more to come from this sussed, young artist.

WORDS EMRYS BAIRD

Anna Aarons : Words (no date). Available at:

http://www.bluesandsoul.com/review/2669/anna_aarons_words/ (Accessed: 4 March 2023).

Appendix 7

Full page copy of event poster (made using Canva)



The Cohen Sisters

EXHIBITING ART AND MUSIC

Whitechapel Gallery

15/05/2023

Whitechapel Gallery, E1

ONE TIME EVENT

www.whitechapelgallery.org/events/the-cohen-sisters