MARKETING PLAN

Branding

1. Music identity

Genre:
Acoustic , lo-fi
electronic,
sample based

Artist affinity:
Remi wolf, BENEE,
Clairo, Billie Eilish,
Still Woozy

Key words/distintive elements: dreamy, ethereal, uplifting, voice tonality, pop vocal melodies.

2. Visual identity

Color palette:

Key words: dreamy, quirky, colorful, childish, messy

3. Ethos, narrative

Purpose:

Narrate honest stories
about identity
and growth.

Talking points:

Human relationships, honesty, phases of growing up.

Potential angles:

Italian origins, intimacy

Key words (communication): honest, original, impulsive

Target audience

1. Demographic

Current: Males in the 18-30 age range, based in Italy, UK.

Potential: Individuals in the 18-30 age range, based in Italy, UK, Europe.

2. Psychographic

Current:

Not married neither in a couple, have attended or attend University.

Marketing Plan

STRENGHTS

Brand identity

Creative Consistency

Major label

Past press coverage

WEAKNESSES

Small fanbase

No communication strategy

Difficult to place on Italian radios

OPPORTUNITIES

Momentum from debut

Turn listeners into fans

Brand partnerships

Synch potential

BBC Radio interest

THREATHS

Competitors with large fanbase and bigger resources

1ST SINGLE: sonic96

NME Premiere: 20/05/21
Single out : 21/05/21
Radio airplay tentative timeline:
21-28/05/21

Additional Strategy: Instagram ads, press coverage, BBC radio

2nd SINGLE: Leave me!

COLORS live session: 25/06/21
Single Out : 25/06/21
Official video out: 28/06/21

Additional strategy: VEVO, fan lyric video, live sessions, press coverage, instagram ads

3rd SINGLE: flights

Single Out : 03/09/21
Official video out: 06/09/21

Additional strategy: radio, press coverage, instagram ads, MTV networks & VEVO

ALBUM

Announcement and pre-save: 10/09/21
Album Out : 24/09/21
Behind the scenes video out: 01/10/21

Additional strategy: bts premiere (iD/Noisey), in-store performances, press coverage, Instagram ads

PRESS

Music

NME

Pitchfork

FADER

CLASH

Fashion

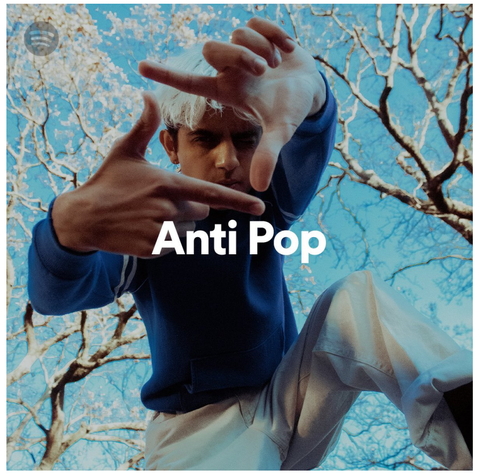
coupdemain

L'OFFICIEL

Wonderland.

teenVOGUE

STREAMING/RADIO



1. Focus on UK/US editors
2. Target playlists: Lorem, Anti pop, Pollen, Wildflower, Superbloom
3. Radio partner: BBC Radio 1, then mainstream

SOCIAL MEDIA

Tone: friendly, relatable

Pre-release: engaging captions, collaborative playlist, IG pools&questions, IG countdown

Post-release: feedback exchange through pools, questions, Merch giveaway

Additional action: Reddit and Facebook fan groups

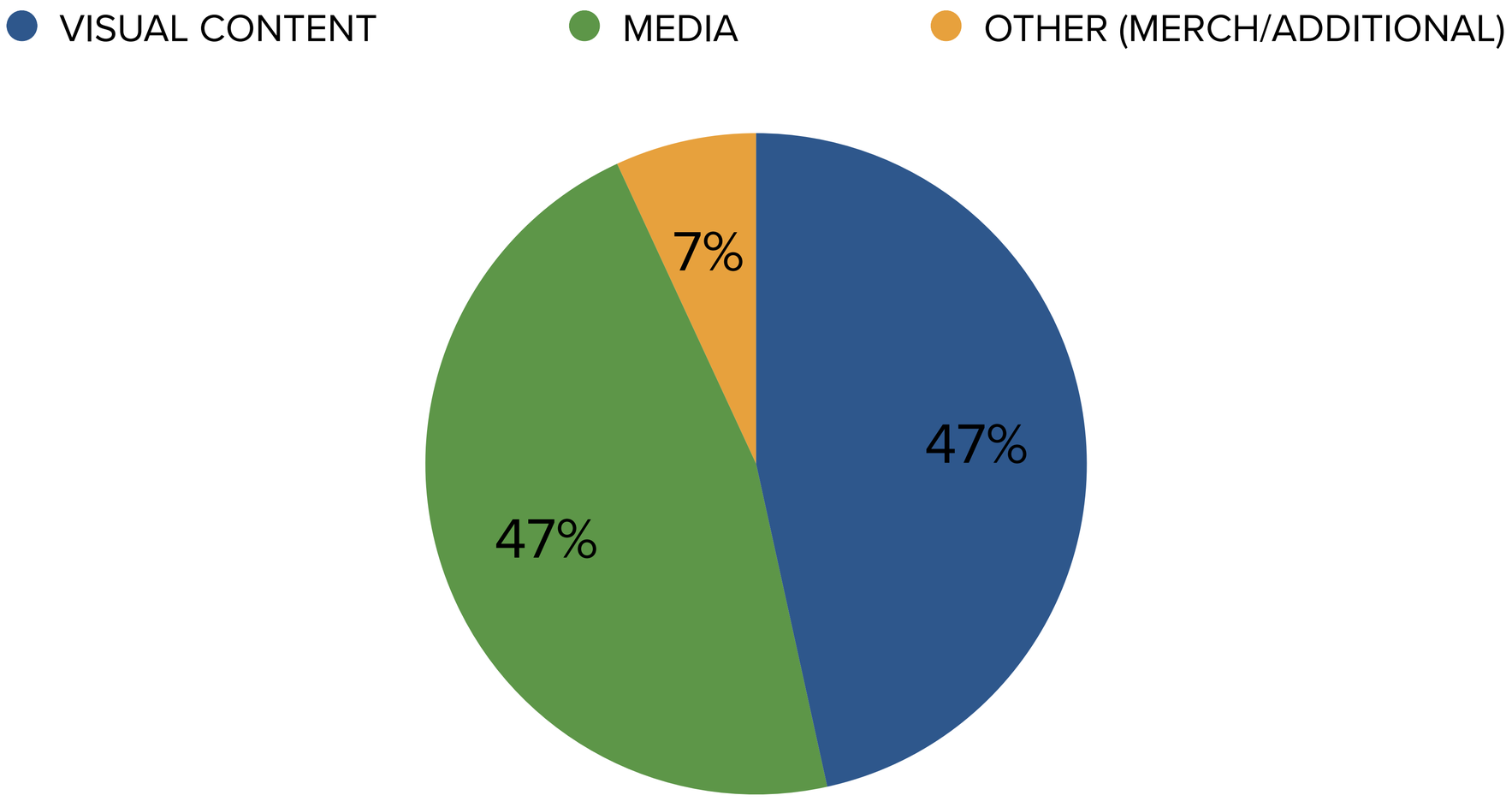
TOUR STRATEGY

October/November: opening slots/ support tours of similar artists in EU/ UK

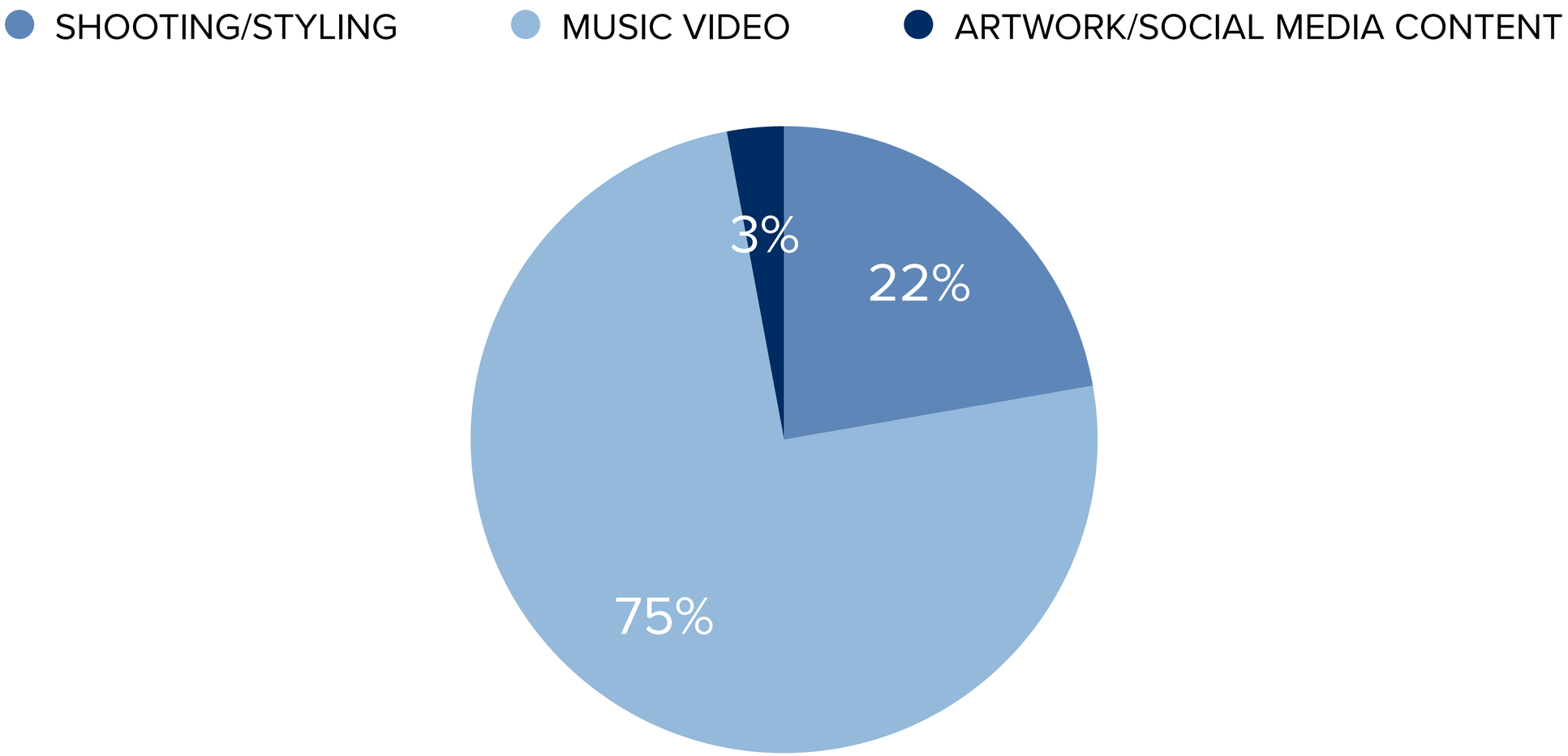
01/11/21: announce winter tour + Bicycle release

03/01/22: tour kicks off. Italian leg (03-06), Eu/UK leg (09-30)

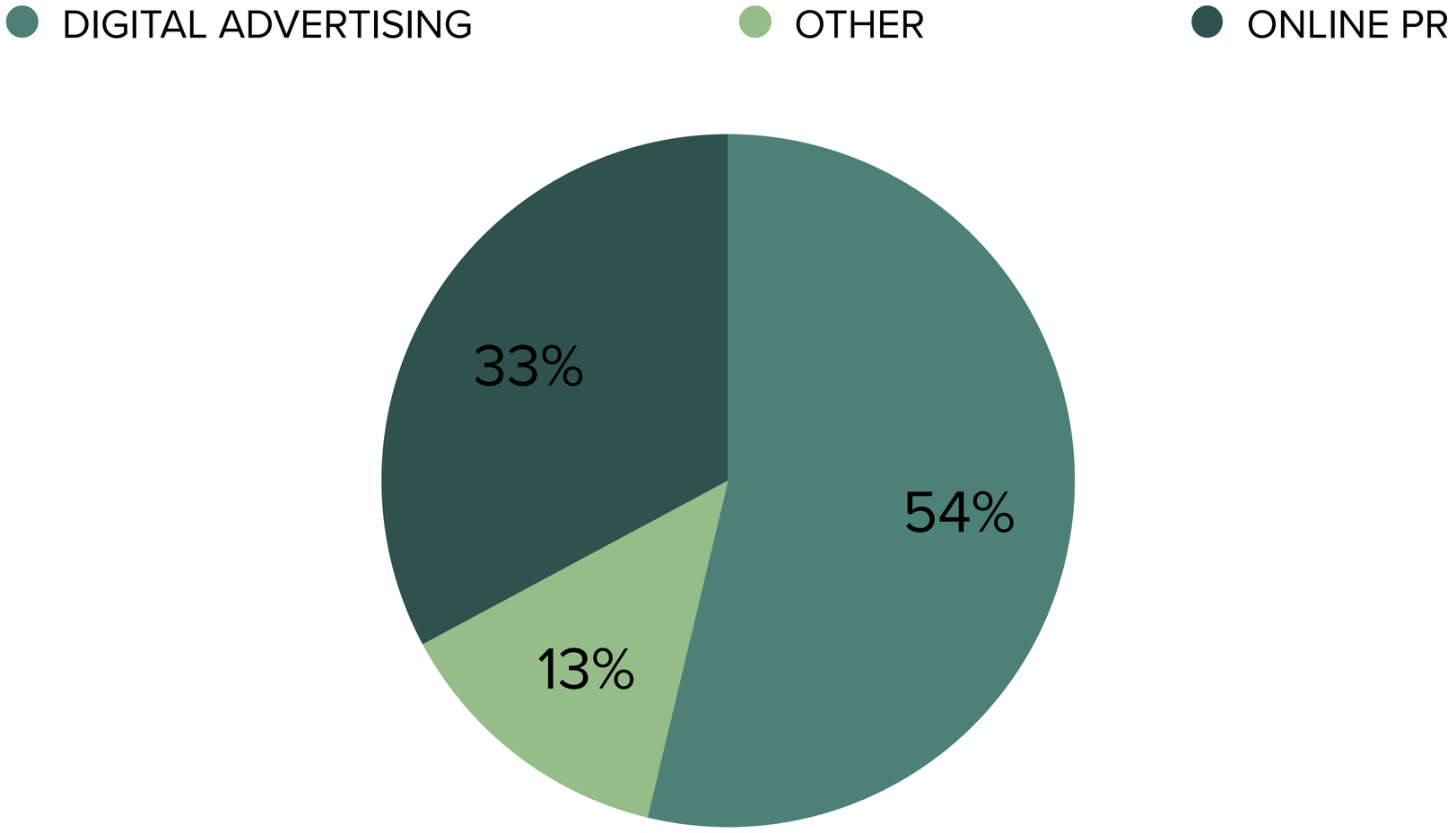
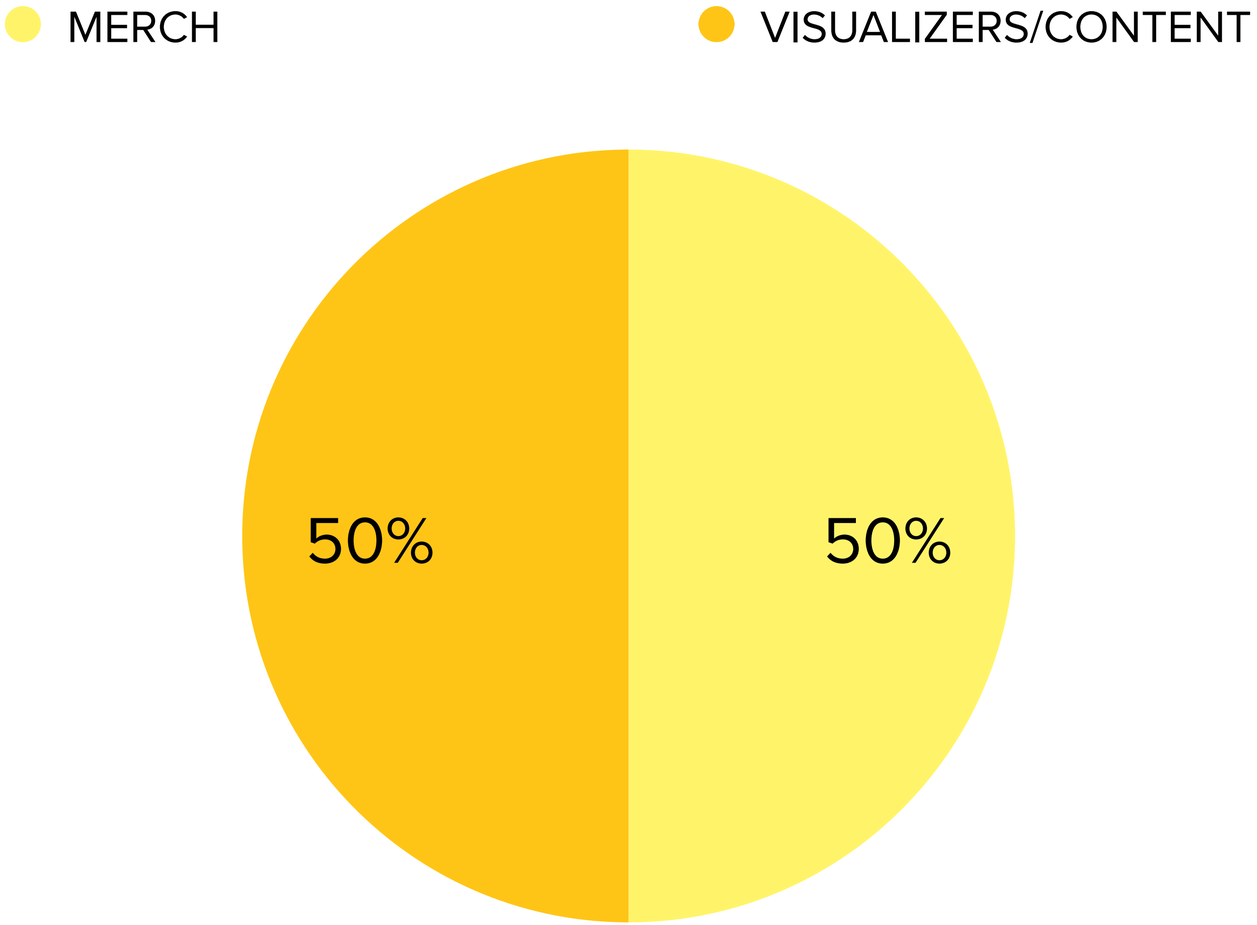
BUDGET



VISUAL CONTENT



MEDIA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