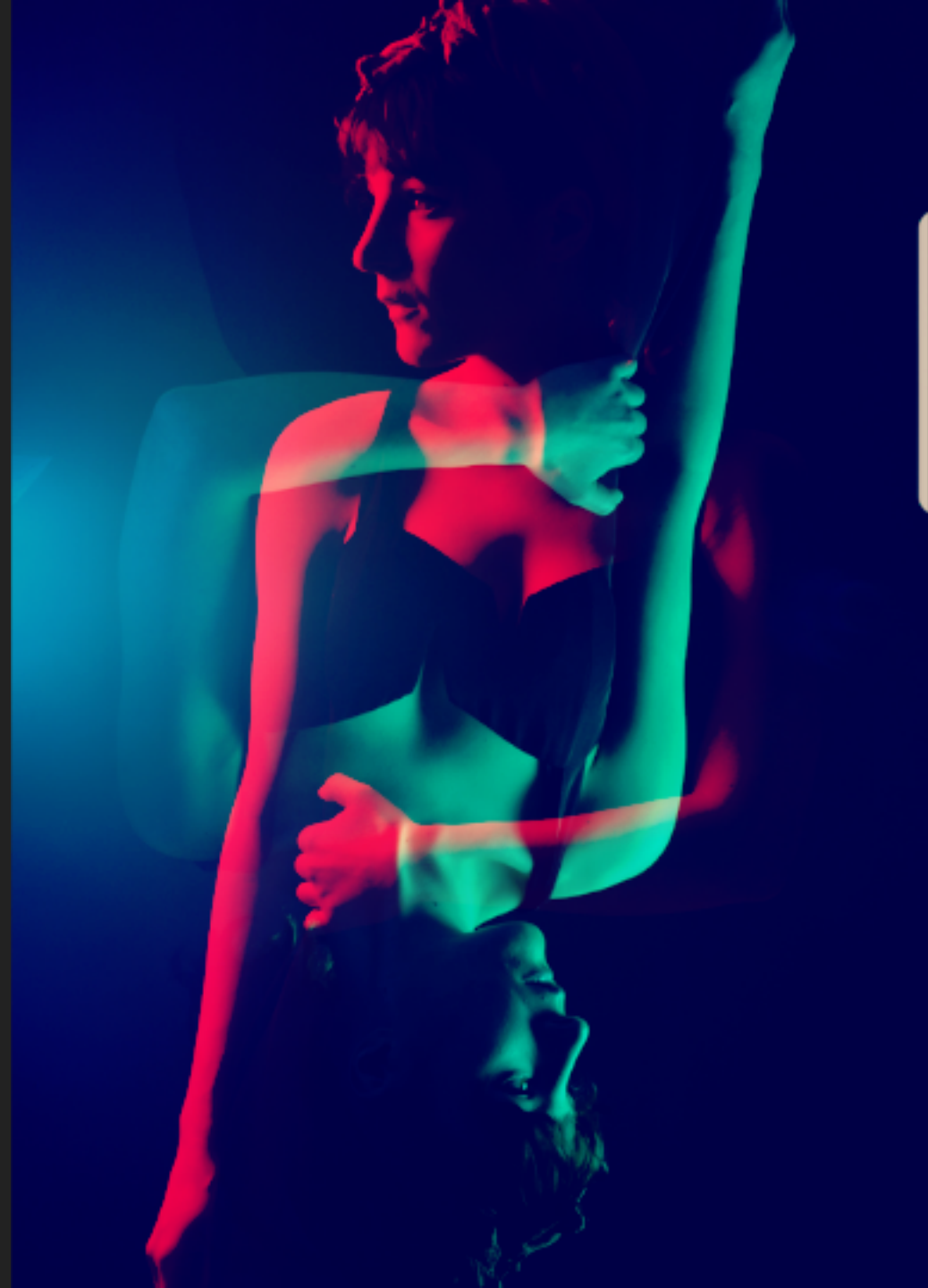




CHERRYSHOES

Cherryshoes

Lisa Jane Mottram
Singer Artist

Cultural

I grew up in wales on a farm in the mountains. I would spend a lot of time in the woods and the mountains, I have always been imaginative and creative, I feel that my home environment is a big part of that. I loved the freedom and have always found home to be a magical place. Hay On Wye is an old town famous for its books, it used to look very enchanting and witching.

- My Uncle was a brilliant musician. He taught to play bass and encouraged me to make music. He used drum machines often with a solid straight beat.
- my mum would listen to a lot of 80's music, Tina Turner, Talking heads, Ace of Bass.
- My grandparents were very religious
- my mum used to tell me old folk lore and story's when out walking



Film, TV and visual Influence

1

Twin Peaks

Dreamlike, Surrealism

2

Stranger things

80's visuals neon colour's

3

shamanic

mystical, dreamlike, the unknown

4

Fantastic Planet

Surrealism, soundscapes



Artistic Influence's



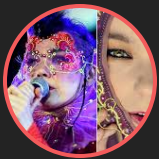
Kate Bush

Theatrical themes, experimental music approach to work and huge famous choruses



Portishead

The colours, textures, sounds and aesthetics, particularly their Lo-Fi look



Bjork

Surreal imagery, artistic output, visuals and creative values



Aldus Harding

Her folk background, interesting stories and her visual output



Goldfrapp

their use of synths and arpeggiators similar to Donna Summers referencing early Disco



Goat

World music, mystical and almost shamanic



Radiohead

Experimental melodies, rhythms, words, ideas



David Bowie

His characters. his approach and creative ethos

Lyrical culture inspiration



○ Portishead

Wrote about insecurity, fear and isolation. I would say that their music is based on life experience. Beth Gibbons was 31 before any music was released.



Project

My Project is going to be 35 minutes of original recorded music. An 8 track album of singles. I plan to make a video for each track with a running concept. The key words to the idea are Dreaming, reality and searching. The album will be called The colour of Red. Visually inspired by Twin peaks, Fantastic planet and early Portishead videos like 'How to kill a dead man'. I will be working with producer Joe Bailey as well as working with the Cherryshoes band, based in Wales. As for the filming, I will be working with Cherryshoes guitarist Adrian, who has filmed and produced previous Cherryshoes videos and content. I will be working with Joe Bailey as a producer because we share the same artistic vision. I am choosing to work with past Cherryshoes members because they have a unique tastes and sound that is important to the album



Dreams and symbolism



- Dreams and symbolism,
- Image, reoccurring in different places.
- Repetitive hidden, subtle and in your face
- A fine line
- off-key subtleties, Non-sensical based on every day to day life (that's why it's strange)
- a washing machine filled with money or tree roots
- Sevdaliza, Bjork, Twin Peaks, David Bowie, COCTEAU TWINS

Set-up and Visuals



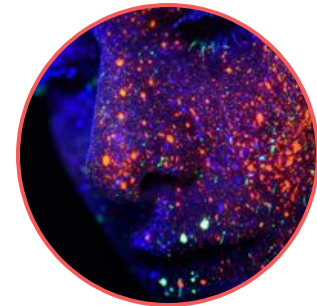
Recording, Production setup

2 Laptops, 1 mic, Nord Wave, Nord Electro,
Roland JDXI



Full Band

2 Laptops, 1 mic, Nord Wave, Nord Electro,
Roland JDXI
Fender Electronic Guitar, Tanglewood
Bass Guitar



Visuals

Projector
Pre-made Cherryshoes content and videos

Budget for project



Ideal

£12,000.00

Production £6000

Filming £4000

Media £2000



Best of both

£1,500

Mastering £650

Marketing £350

Filming £500

Production - free

Recording - free



Minimum requirement

£750

Production - free

Recording - free

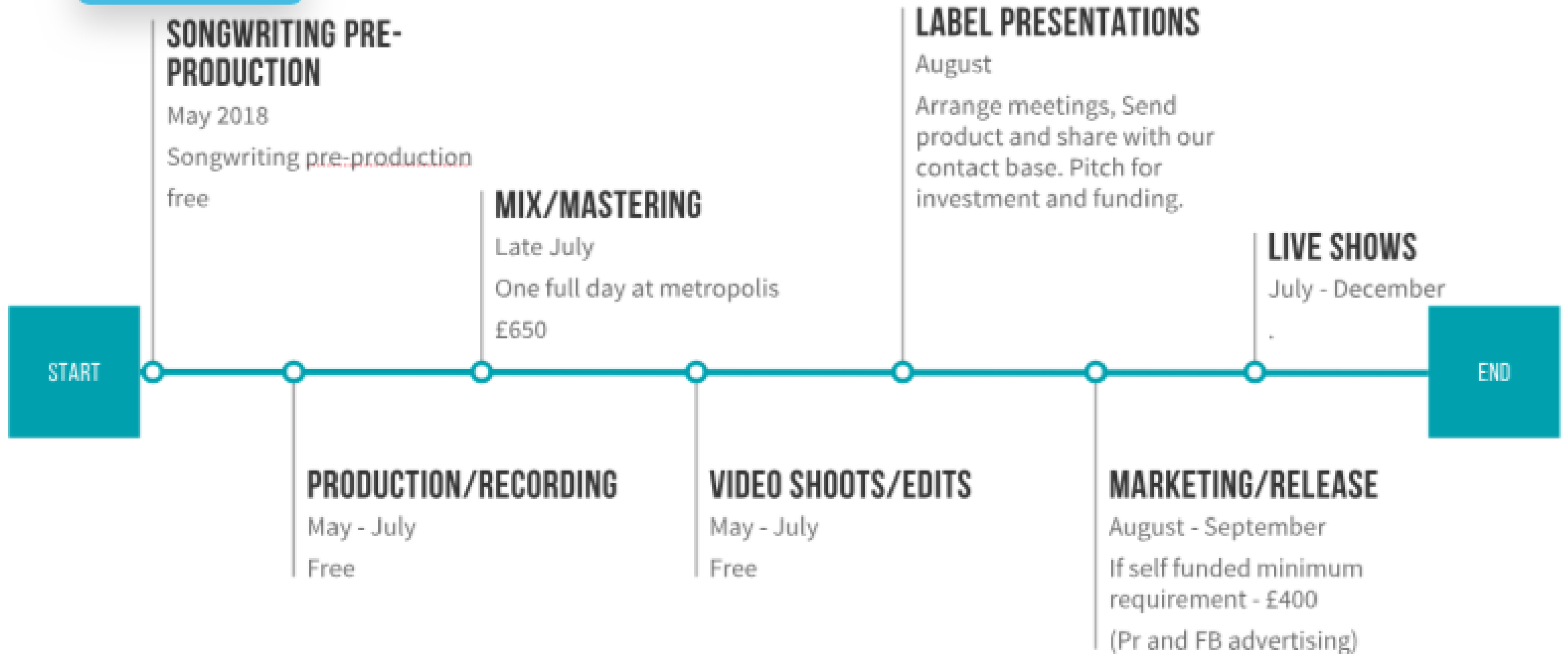
Filming - free

Marketing £100

Mastering £650

TIMELINE // BUDGET

ADD SUBTITLE





Outlets / building fan base

- **Facebook**

each video and song will be uploaded to Facebook, alongside uploaded videos of new material and live streams.

- **Youtube**

similar operation Facebook with slight variations. The main focus will be on consistency of output.

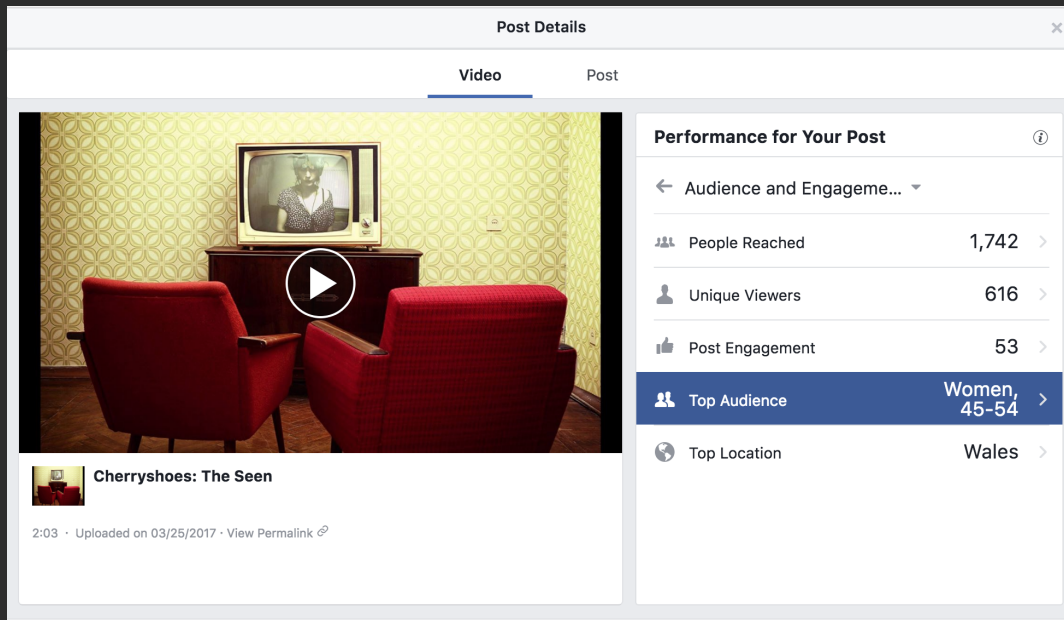
- **Instagram**

photos will be shared alongside appropriate behind the scenes footage

- **physical copies**

at the end of the project, the whole process will have been recorded. Fans can buy a film of the making as well as have all pictures and extra content. CD and Artwork bundle will be made available after release

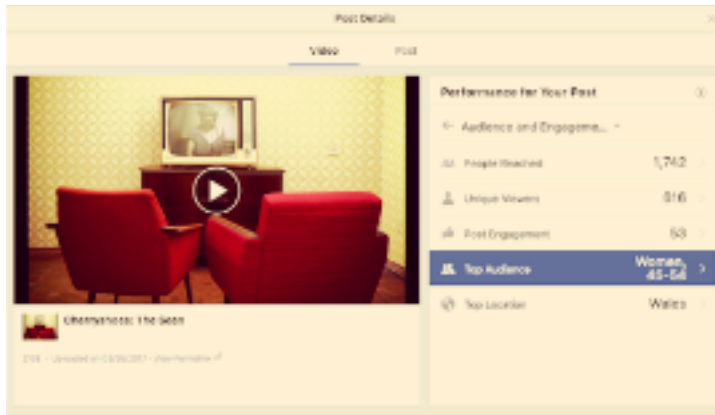
Facebook feedback



○ Facebook

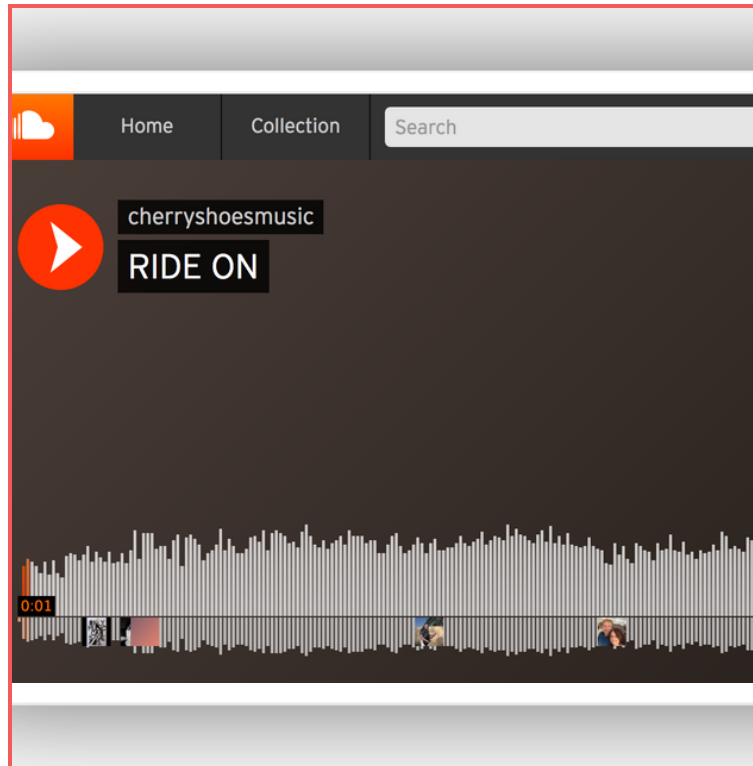
I plan on driving traffic from soundcloud and Youtube to Facebook. Currently have 700 followers on Facebook, 769 on Twitter, 329 on Instagram. All together Cherryshoes's has reached 20,754 people, without PR campaigns and media pluggers. By driving followers to Facebook I can create a personal connection with fans, alongside that have good analytical feedback, with the option of running paid Ads that will boost posts.

Platforms



Facebook

organic 1,742
views on video



Soundcloud

organic 19,445
combination YouTube



YouTube

organic 19,445
combination Soundcloud

Statistics

Women

46%

Men

52%

Prominant age range

25-34

Full age range

18-65

Post Details



Video

Post

Shares BETA

[See metrics for all videos](#)



Cherryshoes: One

1 x

1:11 · Uploaded on 04/06/2018 · [View Permalink](#)

Performance for Your Post i

← Top Audience ▾

Women, 25-34



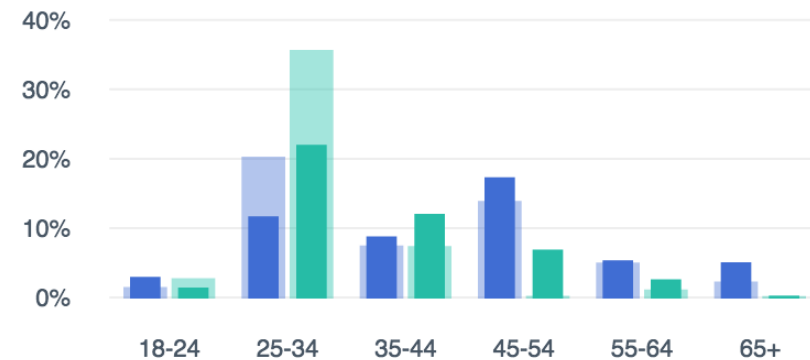
This percentage shows the breakdown of Total Minutes Viewed by age and gender for your video compared to the audience that viewed videos on your Page during the last 30 days. ×

Apr 6 - May 7

62 Minutes Viewed

52% Men

46% Women i



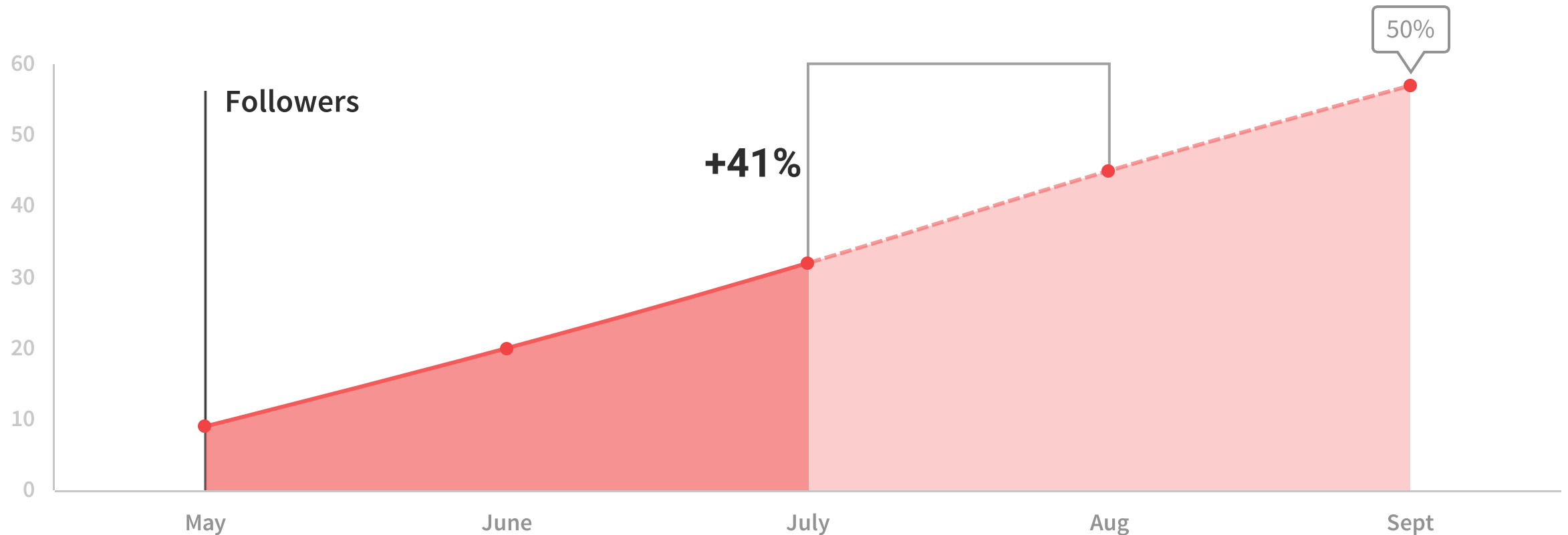
Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

[Create Post With Video](#)

[Edit Post](#)

what I expect

Through regular posting live videos and a consistent media output, I expect Cherryshoes Following to double over the next three months



End Goal



Label Backing

Final product presented to labels August 2018

4AD

Bella Union

XL

Mute

Rough trade

Beggars Banquet

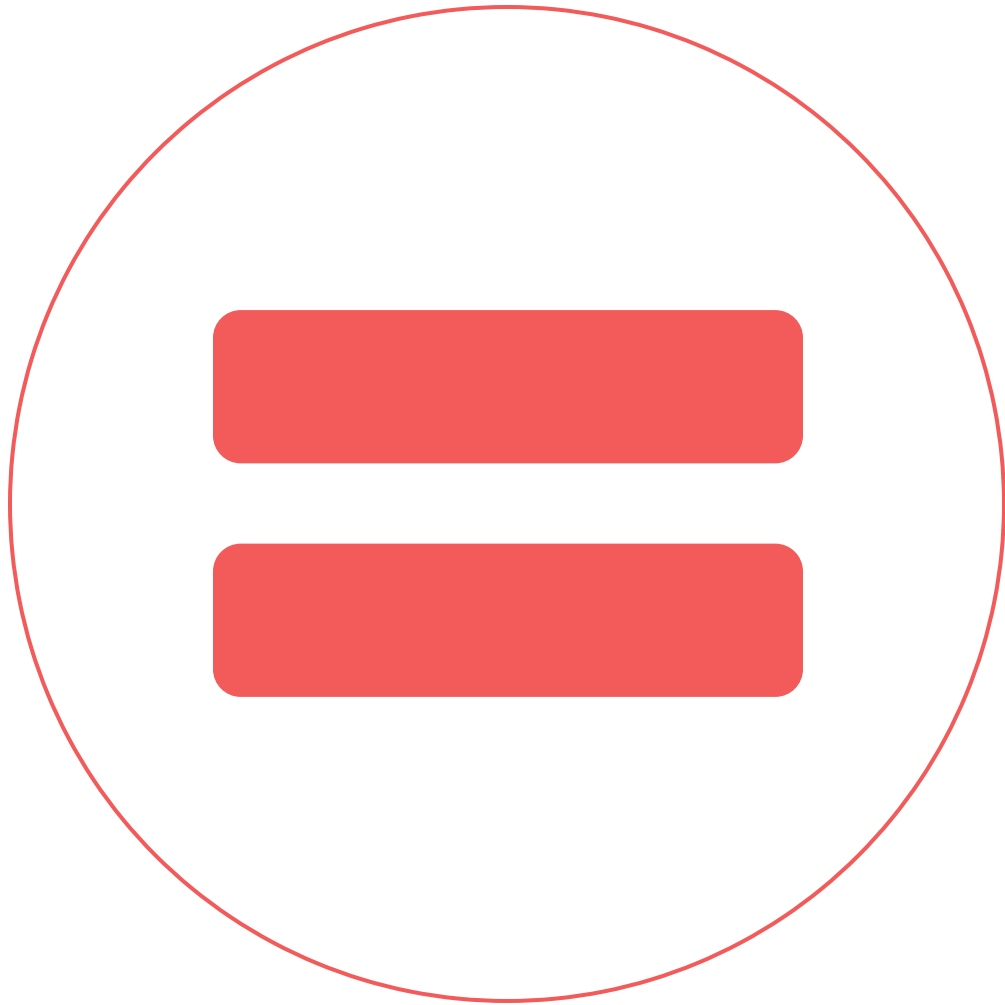
End Goal



Balance

If copy is on multiple lines, keep them equal

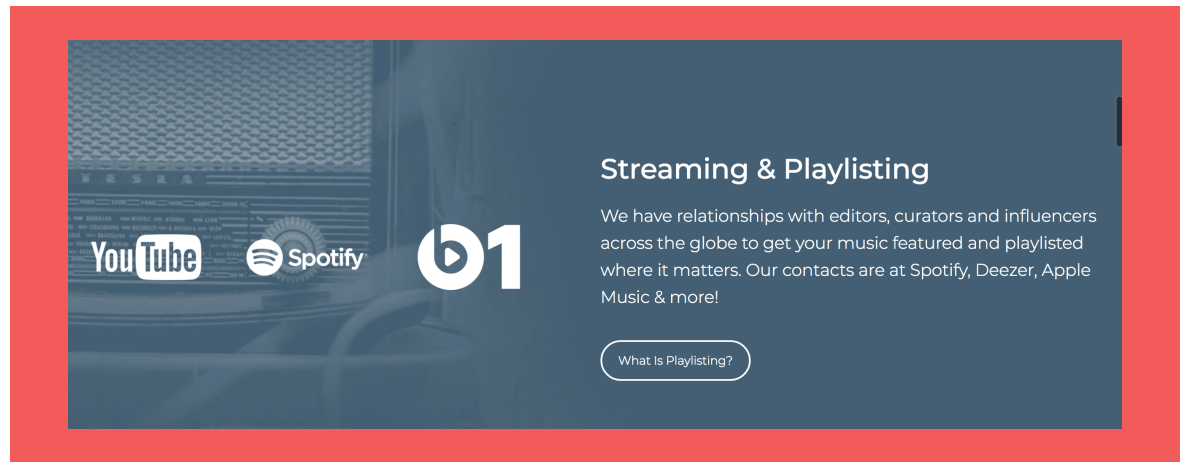
End Goal



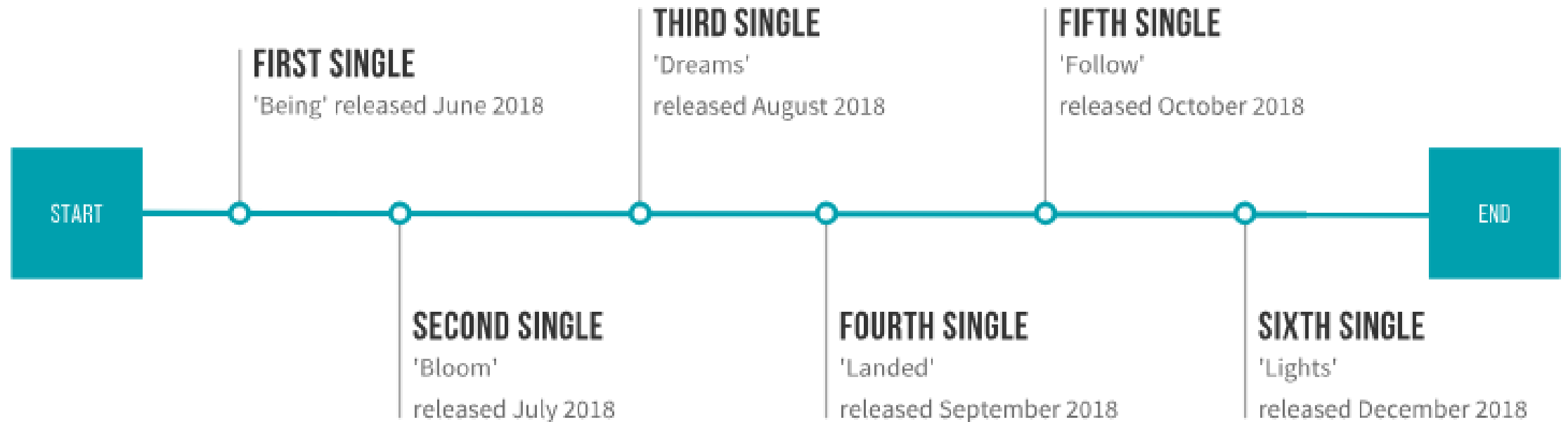
Consistency

Text boxes should be equal in height

Self release



SINGLE RELEASE SCHEDULE



Self Release



Horus Music

World wide distribution service. Nina is the Director of Horus Music Ltd, We are in talks of potential management.



BBC Radio stations

BBC Introducing, BBC Hereford and Worcester Andrew Marston, BBC introducing South.



Music review blogs

Killing moon, Pitch fork, Mad Makrel, Drowned In Sound, The Line of Best Fit – New Music Discovery, Pitchfork, Wolf in a suit.



Facebook

One paid advertisement running weekly over three month's. £4.00 a week = £100 in total.



Gig's

Local Gigs Brighton, London, Cardiff, Herfordshire and Brecon.



Media

Regular posts on instagram, Twitter, Facbook, YouTube and Soundcloud.



Release platforms

Band Camp, Music Glue, Amuse. Vevo



PR

Heart media, Bee academic and murraychalmers.

Outlets



In 2019 I will be touring with Archive as a session singer. They have a large following and are most popular in and around europe. The majority of their YouTube videos have 1 million plays or above. Cross pollinate.

Success



○ Success's

Four million YouTube channel by March 2019
playing on Jools Holland show
Radio plays 6 Music BBC radio 1
Headlining Glastonbury
50,000+ streams per song
1 World tour

PEST ANALYSIS OF THE CURRENT MARKET

POLITICAL

Currently, people are divided due to war and world issues.
Music has the ability to unite people with a strong message.

ECONOMIC

Artists, who build a strong relationship with fans seem to have longer career. More loyalty more music sales

TECHNOLOGICAL

Having the ability to create music, videos and imagery at a fast phase adds to the momentum of a brand
Use technology to enforce brand identity.

SOCIAL

Music Connects individuals and can create change.
can bring people together on a global scale.

Risk



Low risk

As the project stands there is no major money involved I have curated a team that is willing to work as a group towards the end results. This is a project that is being done because everyone involved wants to achieve the project regardless of direct financial return.