

Creative Music Management

MODULE CODE: BMTY7000

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WORD COUNT: 4 ELEMENTS

MODULE TUTOR: STEVE MELUISH



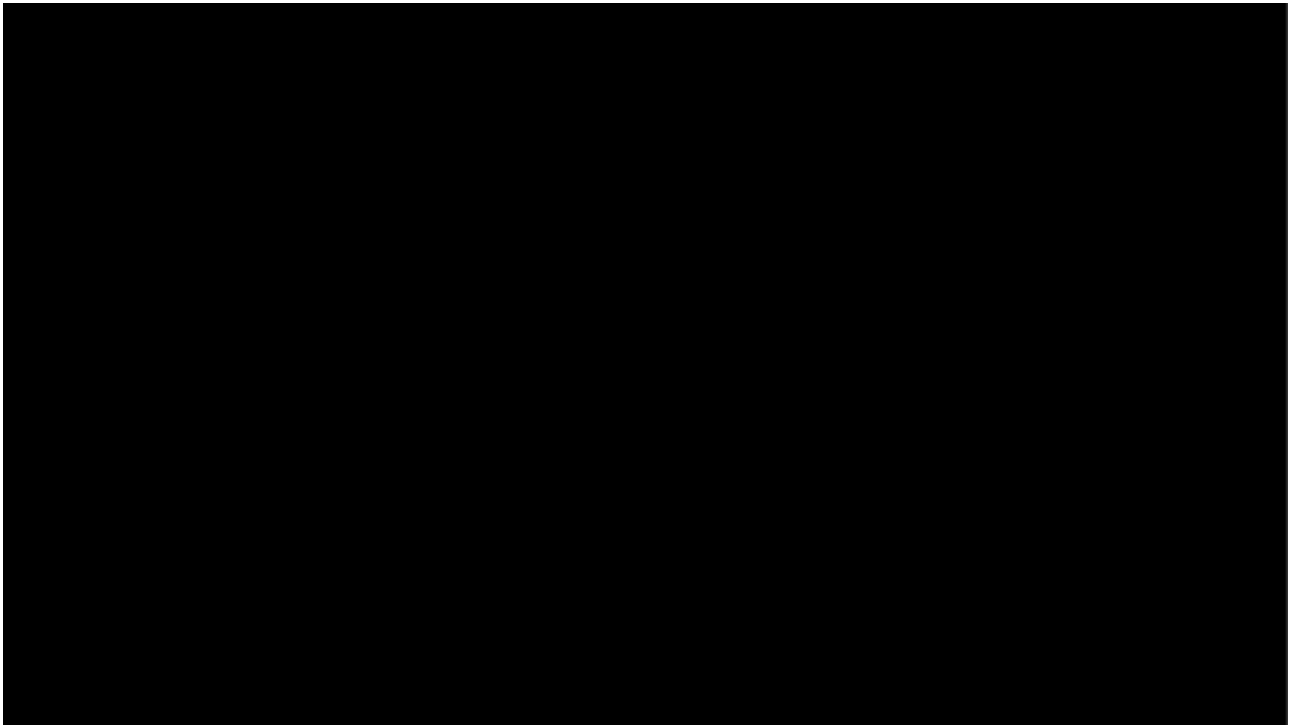
- ***We are team "Capella"***
- ***Temuulen Khorloo:***
- ***Erzsebet Hehn***
- ***Colin Crooks for more details please refer to group submission.***
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Marketing team to promote "Cherryshoes" new single "Being".

- The name of the band is "Cherryshoes".
- What music-genre the song Being is composed and produced?
- "Low Fi"

Introduction:

Short Promotional Video for Cherryshoes single “Being”:

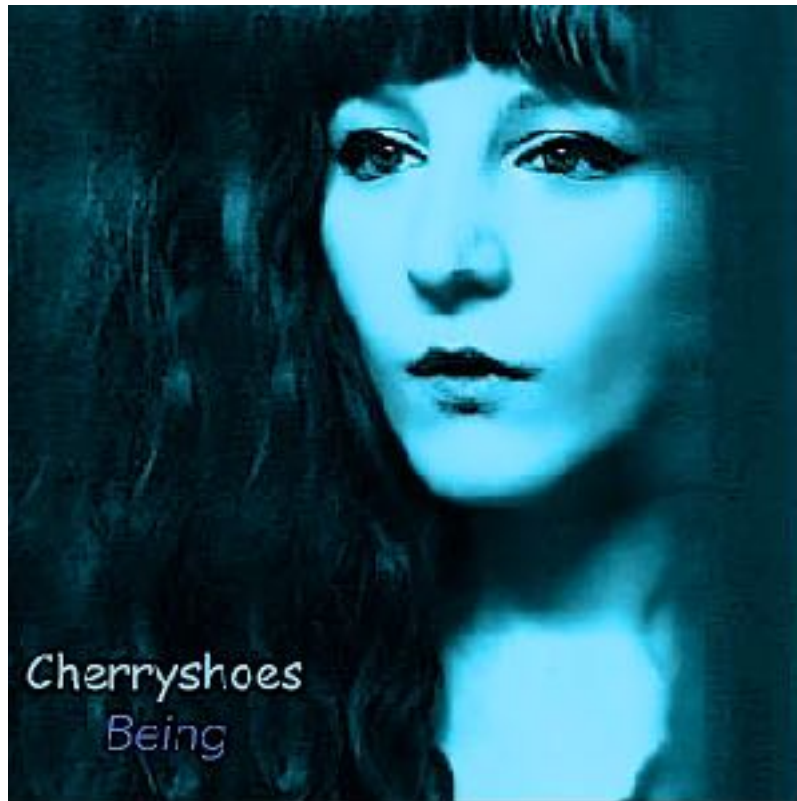


I created this video as part of our marketing campaign for Cherryshoes digital single release “Being”. This video was first created using the software tools and some videos from the “Rotor Videos” library. <https://rotorvideos.com/> Then finalised using iMovie video editing software application by Apple inc.

The creative concept of the video was based on the single genre and the lyrical content. The song talks about a lover who want to stay in the moment forever with her love and dance together. The song lyrics represent a moment that is precious, loving and dreamy. From this lyrical context I have created this video put together videos that are dreamy, some mysterious dance scenes, lovers on the beach and hands coming together representing love and togetherness. This promotional video is created to start the marketing campaign. This is a teaser video to be used first two weeks of the marketing campaign followed by the whole music video.

This video is approved by the artist to be used in the main marketing campaign.

Single Cover:



I have created this single cover originally as an alternative as the main single art was going to be created by a professional artist.

Creative concept:

When I thought of creating the single cover I visioned it to be an image that represents the single, artist and the band's musical genre. I imagined an image that is mysterious, imaginative as her music is and something captive. The image could have been an object, nature or a narrative lover's short but I settled on using the artist Lisa Mottram's image as she is all the things I described above. As I was going through her photos I found this image that immediately aligned with the kind of digital single cover art I was hoping to create. This image shows of a woman who is fragile yet powerful and emotional. Her eyes speak thousand words and emotions. It also sparks certain feeling to a viewer and a desire to know more.

Using Aperture photo editing software I have first changed the general lighting for the image. Made it more darker and mysterious by carefully adjusting it. Then made some bespoke editing meanwhile thinking of the song and the creative concept. I blurred her general face and sharpened her eyes in order to bring the focus on her eyes.

This single cover artwork is chosen by the artist to be used as a main single cover for the release.

Album Cover:



This Album Cover I created to promote the band's upcoming Album and Tour.

Creative Concept: When I thought of creating their Album and Tour art work I imagined an image that represent the band and its music in true colours. I choose this image to create the art work as for any viewer the image speaks loudly about what kind artist she is and her band represent. This image represents of a band that creates an imaginative music that is different from the usual commercial pop bands. It would spark a curiosity to a viewer to hear and know more about the band.

I created this image by using the Aperture photo editing software application. First changed the lighting to create the mood of the photo aligned to the band's image and music. Then carefully blurring and sharpening the certain parts of the image to create a bespoke image in order to connect with the music fans, to spark interest and ultimately convert fans.

REMIX:

As the original song took a long time to finish unfortunately there was not time to submit the remix with this submission.

Remix Concept:

Creative Concept: The song remix is going to be produced in the EDM genre. As a producer my work is usually influenced by Hi-NRG. However for this track I am going to remix the track more in a Psycho-pop style meanwhile keeping the overall tune of the band's musical genre. Catchy electronic drums, delays, designing synth sounds and using effects like sweeping, low frequency oscillator etc... to produce a dark ambient track.

Conclusion:

Throughout this project process I have learned with the technological advances the traditional ways of marketing an artist has evolved immensely. Modern recording artists can create a successful career without necessarily signed by the Major Labels. Macro management is essential to run a successful marketing campaign and Social Networking websites are the most effective platforms to run a cost effective marketing ad campaigns. Creative mind set and robust work ethic is a driving force of running a successful artist music marketing campaign.

Team Capella:

Single artwork by: Temuulen Khorloo

Promotional Video by: Temuulen Khorloo

Budgeting: Temuulen Khorloo

Marketing: Colin Crooks

Project Plan: Erzsebet Hehn

For detailed group project and promotional video please refer to the link below:

https://drive.google.com/drive/folders/1fda8PQsTj_t-6B0nUe4gSUnjjnBv5Wmz