

# Buzzard Buzzard Buzzard 'Rock 'N' Roll Town' Single Campaign

# Overview of Buzzard Buzzard Buzzard Single Campaign

Brand Identity and Iconography

Band Narrative

Objectives

Media Assets

Social Media

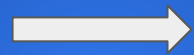
Objectives

Release Strategy

Physical Promotion

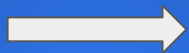
Project Timeline

Budget



Meet  
Buzzard  
Buzzard  
Buzzard

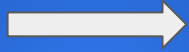




## Background Info

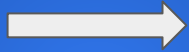
Sources:  
DIY  
The Line of Best Fit

- Cardiff based four piece Indie/Glam/Rock 'N' Roll band,
- Began in 2016
- Released 9 Singles and 1 EP.
- Have released singles on a broad range of labels including Crosstown Recordings and Big Indie.
- Currently signed to Communion Records, an emerging major indie.
- Inspired by Thin Lizzy, T. Rex, The Beatles, The Rolling Stones, Todd Rundgren, Norman Greenbaum, Super Furry Animals
- Inspired by old school rock'n'roll, glam rock. "After a good number of years being in a proper indie band I was like, there's much more out there," laughs Rees. "So I thought I'd go for the 70s thing, the brash *School Of Rock* showmanship attitude has been neglected for a while because people thought it was lame or not cool, but I think it's really cool. I love the classic rock vibe"
- 'Insatiable' and wild shows that capture the energy of old time rock shows.



## Band Narrative

- 'Offering a fresh look to the classic rock n roll model'
- 'Insatiable' and wild shows that capture the energy of old time rock shows.
- Sing along hits that appeal to both young indie and rock fans
- Appeal to older demographics who grew up and lived through the 70's/80's rock era.
- Achieved playlisting on prominent DSP playlists such as All New Indie and the Rock List.
- Received support from prominent tastemakers such as Steve Lamacq and Jack Saunders
- Unique sound that is steeped in nostalgia but sounds current and updated
- Humour personalities that don't take themselves too seriously.
- The band are open to creative ideas and enjoy taking part in light hearted content.



## SWOT Analysis

### Strengths

- Unique Sound that isn't being replicated very widely today
- Lots of elements to draw from historically from 1970s and 1980s
- Growing Indie scene in Cardiff and locality to Bristol
- Championed by Radio DJs and Playlists like 6music, 'Hot New Bands' + others
- Initial popularity (nearly half a million streams on top song)
- Signed to big indie label (Communion)
- Already have a following on socials and within the Indie/Alt Rock community
- Prominent slots at festival

### Weaknesses

- Not a huge following on social media/online presence
- The budget may not be massive
- Time limited
- Not London based
- Yet to release an album
- Strong competition
- Not a huge amount of human resources
- Haven't done a proper tour/show in two years.

### Opportunities

- End of covid means people have excess cash
- Have supported larger bands and so opportunity to join them
- Have festival slots booked which is good for growth
- No huge following so can a/b test on social media easily and find what works
- Not a lot of bands have a similar sound to BBB at the moment.
- Utilise the press that BBB have received already

### Threats

- Releasing music that's competing with lots of other artists at the same time.
- Emerging bands that may usurp BBB's 'new band' status

## Physical Promotion (Touring + Live Events)

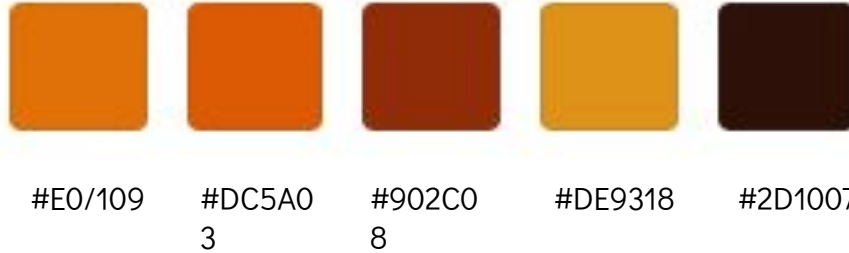


# Iconography and Brand Guidelines

**BUZZARD**

This campaign shall continue to use the same iconography of previous campaigns.

The font is 'Neue Kabel' and should be used only in White and Black when using the name of the band on posters/fliers/artwork etc.



This is the colour scheme that should be used throughout alongside the black and white colour scheme as above

All language should be colloquial and informal. It should appeal to younger demographics and represent a laid back and relaxed kind of feeling. It is okay to use slang and to not punctuate all sentences. If possible, the artists themselves should try to post to socials in their own words with the content given to them beforehand.

## → Overview Current Social Media

### Instagram

Followers: 6.092

Typical Engagement Rate is low -  
between 2 to 10 comments

Typically posts about: **Tours, Featuring  
on podcasts, Radio play, BTS footage,  
music video promotion**

Infrequently they post content on their  
stories.

They have posted one reel so far.

They have posted 6 guides so far.

Typically they post about twice a week.



### Facebook

Followers: **2,901**

Typical engagement rate is  
zero

Typically posts about  
**promotional content,**

**Reposting content of other  
artists,  
magazine reviews from  
publications,  
radio play and playlist  
allocation.**

Typically posts about once a  
week.

# Overview → Current Social Media

## Twitter

Followers: 2,905

Typical Engagement Rate is low - between 2 to 5 tweets replied

Typically posts about:

**Tours,**  
**Featuring on podcasts, Radio play,**  
**BTS footage,**  
**Music video promotion**

Occasionally they will interact with another band's account and or someone involved in the music industry

Typically they post about twice a week.



*"We're going back on  
tour with @theblinders  
- come and rock along"  
- May 28*

## YouTube

Followers: 1.100

Total video views: 323,898

Typically posting every 3 months

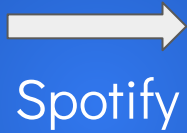
Videos have a range of views from 302 to 23,000/

Content includes: **Music Videos, Alternative versions to songs, 'Beautiful Domes - A story/narrative using puppets that then leads to playing songs**

All content is what might be deemed 'weird' or 'alternative', with strong hints to 70s psychedelic rock narrative throughout.'

*"New Age Millenial Magic - Music Video.  
23,190 Views"*





|    |                                  |         |      |
|----|----------------------------------|---------|------|
| 1  | Double Denim Hop                 | 442,457 | 3:30 |
| 2  | New Age Millennial Magic         | 36,262  | 3:40 |
| 3  | John Lennon Is My Jesus Christ   | 241,675 | 2:09 |
| 4  | Love Forever                     | 218,391 | 3:16 |
| 5  | Hollywood Actors                 | 111,347 | 4:33 |
| 6  | 30,000 Megabucks                 | 42,534  | 3:22 |
| 7  | Late Night City                  | 138,808 | 3:28 |
| 8  | Stockholm City Rock              | 45,634  | 2:57 |
| 9  | What Is Hate?                    | 12,944  | 3:32 |
| 10 | Double Denim Hop - Disco Version | 28,666  | 6:20 |

BBB currently have a wide range of plays on their current tracks.

Their lowest is 12,944 and their highest is 442,457

Their average is between 150,000 to 200,000

|                                        |
|----------------------------------------|
| <b>6,003</b><br>Followers              |
| <b>20,041</b><br>Monthly Listeners     |
| <b>London, GB</b><br>1,428 listeners   |
| <b>Birmingham, GB</b><br>562 listeners |
| <b>Bristol, GB</b><br>534 listeners    |
| <b>Manchester, GB</b><br>321 listeners |
| <b>Madrid, ES</b><br>243 listeners     |

BBB currently have 6,003 followers on Spotify

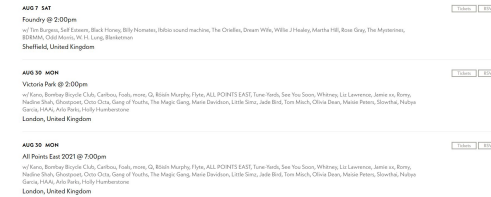
They currently have 20,041 monthly listeners

The majority of their listeners come from the UK cities

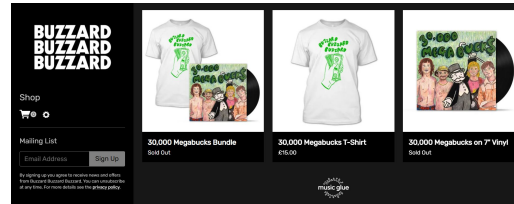
# Overview of Website



The Homepage features a photo of the band, with 'Music', 'Shows' and 'Store' Tabs along the top. It also features links to socials and an email sign up list.



The 'Live' tab features all of the upcoming dates BBB have.



The 'Store' Tab has a 3rd party link to MusicGlue . Currently there is only one t-shirt and one single to purchase. These also come in a bundle. They are priced at £15, £10.99 and £20 respectively

The website also features links to their music across streaming platforms such as Spotify, Deezer, YouTube, Amazon Music and Tidal

# Competitor Analysis - Spotify + Social Media

Sources:  
Spotify  
Deezer  
Apple Music  
Amazon Music

## Sports Team

Spotify Top 5 Songs Plays:  
**9,328,110**

**244,577** Monthly Spotify  
Listeners

**54,091** Spotify Followers

Popular in UK Cities such  
as: London, Birmingham,  
Bristol, Manchester and  
Intl. in Dublin.

IG Followers: **40,551**

YouTube Subscribers:  
**9,930**

FB: **19,120**

Twitter: **11,850**

Deezer: **1,205**

## The Orielles

Spotify Top 5 Songs Plays:  
**5,829,706**

**107,909** Monthly Spotify  
Listeners

**31,579** Spotify Followers

Popular in UK cities such  
as: London, Birmingham,  
Bristol, Manchester and  
Intl. in Melbourne.

IG Followers: **15,532**

YouTube Subscribers:  
**3,410**

FB: **13,229**

Twitter: 10,221

Deezer: **890**

## Willie J Healey

Spotify Top 5 Songs Plays:  
**4,873,482**

**139,607** Monthly Spotify  
Listeners

16,773 Spotify Followers

Popular in UK cities such as:  
London, Bristol, Birmingham  
and intl. Sydney and Dublin

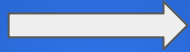
IG Followers: **11,232**

YouTube Subscribers: **3,700**

FB: **5,827**

Twitter: **3,093**

Deezer: 437



## SMART Objective #1

**S** - Grow Buzzard Buzzard Buzzards online presence and increase brand awareness amongst a younger target audience.

**M** - Take account the amount of followers BBB have on each social media platform and compare this from the beginning of the campaign until the end

**A** - following a social media schedule that periodically posts in order to attain the best possible outcome from the algorithm. Using publicity via listening parties, showcases, press, radio and playlist to grow their audience. Utilise the power of paid ads on social media platforms.

**R** - Increase the number of followers by 5% across all socials.

**T** - By the end of the campaign (August 2022)

## SMART Objective #2

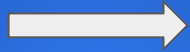
**S** - Grow Buzzard Buzzard Buzzards awareness and fanbase amongst an older demographic, one that might resonate with the 'classic/glam rock' sound

**M** - Using Google/Facebook/IG analytics, look at the growth for the particular older demographic (40+).

**A** - Utilise specifically targeted ads towards older demographics on Google Ads + Social Media. Utilise a release strategy that specifically caters to older demographics with products that heavily feature items that were popular in the 1970s such as graphic novels, action figures and bundle packages at a higher cost.

**R** - Increase the percentage share of older demographics for ticket sales and followers on socials by 5-10%.

**T** - By the end of the campaign (August 2022)



## SMART Objective #3

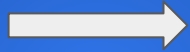
**S** - Grow the number of followers, plays, playlist placements and monthly listeners on Spotify

**M** - Achieve over 200,000 plays on Spotify, achieve 6,500 (currently 5,997) followers on Spotify, get placement on a Spotify curated playlist.

**A** - Get playlist placement, played on the radio, a successful amount of pre-save links. Utilise live promotion and hooks such as live sessions/festival appearances to increase following organically.

**R** - Utilise publicist within Communion records. Create captivating content for organic social media. Utilise a UK Club tour to widen audience awareness. Utilise paid social media ads + advertising.

**T** - By the end of the campaign (Aug 2022)



## SMART Objective #4

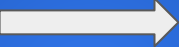
S - Grow and engage a mainstream audience.

M - Achieving plays on prominent UK radio stations such as Radio 1 alongside gaining placement on non-genre specific DSP curated playlists. Sell out mid-sized venues on the UK Club Tour and drawing a bigger crowd during the 2022 UK Festival season.

A - With the support of Communion Records, a major indie, the manpower and resources should be available to project BBB towards a more mainstream audience.

R - The objective is relevant as growing towards a mainstream audience will grow the bands prominence.

T - By the end of the campaign in August 2022.



## Target Demographic

### Audience 1 - Students/YUPPIes

#### Demographics:

- Age: 14-30
- UK based - London, Bristol, Birmingham, Brighton, Manchester.
- Men and Women
- Typically caucasian
- Skilled working class to middle class
- Students and White collar workers.
- Single

#### Psychographics:

- Fans of Indie/Alternative rock
- Interests: guitars, alternative fashion brands such as Carhartt, Urban Outfitters, Dickies, Doc Martens. Festivals + Gigs
- Experience over ownership of items
- Vintage clothes shopping
- Festivals
- Young, carefree, 'outside of the system' rock lifestyle
- Interests in 'geeky' items, music trends, comic books
- Use Spotify, Apple Music, YouTube Music and Deezer, Listens to 6music, Radio X/
- Open minded
- Extroverted
- Frequent users of IG, Facebook, TikTok, Twitter

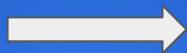
### Audience 2 - Older Rock Fans

#### Demographics:

- Age: 40-65 (Lived through 1970/80s)
- UK based - London, Bristol, Birmingham, Brighton, Manchester.
- Typically men
- Typically caucasian
- Skilled working class to middle class
- White collar workers, Managers.
- Married

#### Psychographics:

- Steeped in nostalgia, fans of classic 70s rock/glam rock from back in their youth.
- Interests: guitars, attending gigs, craft ales
- Bands such as: Rolling Stones, T-Rex, Thin Lizzy, Faces, David Bowie, Velvet Underground
- Festivals
- Used to be rockers but have since grown up.
- Interest in collectable items, rare memorabilia, items that remind them of their youth
- Use Spotify and Apple Music
- Listens to 6music, Radio X/
- Centre-left politically
- Extroverted
- Typically uses Facebook and Twitter.



## Recent Wins

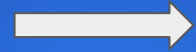
Worth noting that the current audience is not huge, there is an upward trajectory with this band and huge scope for mainstream success (especially with support of Communion)

### Recent Wins:

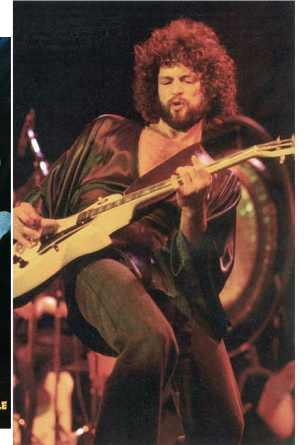
- Pro Evolution Soccer 2020 soundtrack
- Placement on Spotify curated playlists like The Listening Post (15,000 listeners) + XFM 'Hot New Tunes, NME 'Best New Tracks' etc..
- a 'B' list placement on 6Music playlist of the Week
- Festival appearances at All Points East (Monday 30th 2021 alongside Foals/Bombay Bicycle Club) + Truck/Kendall Calling Festival

# Media Assets

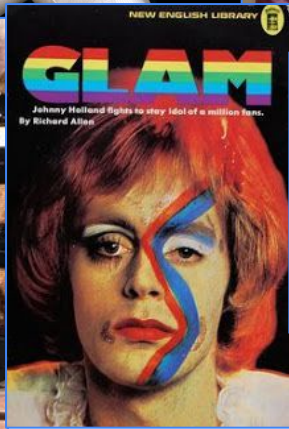


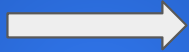


## Mood Board: 1970s Rock



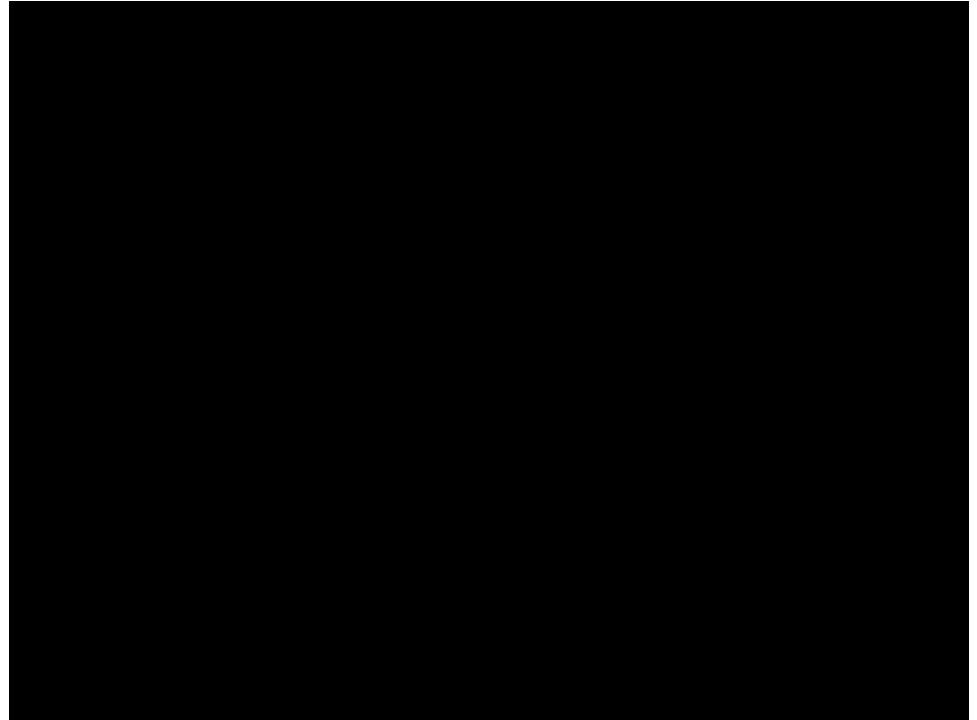
→  
Mood Board:  
1970s Glam Rock





## Media Assets Promo 1

<https://drive.google.com/file/d/1c3CXmWZPmM5tv5DFSBXyMlwHKTgqbJkR/view?resourcekey>



Media Assets  
Promo 2



***BUZZARD***  
***BUZZARD***  
***BUZZARD***

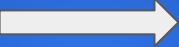
PRE SAVE THE NEW SINGLE NOW

FB Banner / 15  
Second Clip For  
Socials



# Social Media Strategy





## Release Strategy -Social Media Organic

### Instagram

#### Type of content:

- Reels
- Carousel
- Feed Posts
- Guides
- Videos

#### Ideas for content:

- Promotional Video content (pre-launch)
- BTS Footage
- Ones to watch
- Crystal Ball (here's what I think will happen)
- Funny video content (hand held footage)
- 'What is your party trick'

### Facebook

#### Type of content:

- Video footage
- Stills
- Links to reviews from publications
- Promotional links (Tickets etc)

#### Ideas for content:

- Promotional Video content (pre-launch)
- BTS Footage
- Video footage of live sets

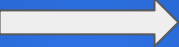
### TikTok

#### Type of content:

- 15 to 1 minute videos that stop the thumb, are fun and lighthearted content.

#### Ideas for content:

- What is your party trick
- Crystall Ball
- Latest trends (dependent on the week)
- Jump cut scene (before and after videos)
- 3,5,7,10 videos



## Release Strategy -Social Media

### Twitter

#### Type of content:

- Twitter is used primarily for the spread of information and for delivering news about the band.
- This is also a good platform for community engagement and projecting the 'fun' laid back element of the band

#### Ideas for content:

- Video footage
- BTS
- Gif
- Promotion codes
- Pre-sale information
- Announcements

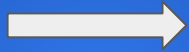
### YouTube

#### Type of content:

- Short form video content that engages younger demographics
- Video announcements, funny viral videos.

#### Ideas for content:

- BTS footage
- Guitar tutorials
- Interviews with other bands whilst at festivals
- Promotional activity concerning the single release



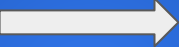
## Release Strategy: Social Media

Social Media will also heavily feature on this campaign. This will be used in order to maximise the awareness amongst Audience 1 (younger demographics). This campaign aim to construct a clear and defined social strategy which segments where and how we communicate with each of our audiences, engage them, sell to them and grow followings across the focus channels.

Posting to social media shall commence on the week beginning April 8th. This will continue through to the release date and the ten following weeks after.

The following platforms will be the main focus of the campaign. The name in the brackets refers to the audience that will be targeted on each given platform:

- **Instagram (1+2)**
- **Facebook (1+2)**
- **Twitter (1+2)**
- **TikTok (1)**
- **YouTube (1)**

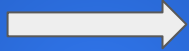


## Release Strategy -Social Media Paid Ads

- Some content from across all social media platforms can be repurposed for paid social ads.
- These ads will typically be reels, carousel or video content that is engaging and has received a high engagement rate organically.
- All content will be A/B tested.
- An average of £10-20 per day shall be used on Facebook and Instagram ads.

### Facebook + Instagram Ads

- Facebook and Instagram shall be used to target both demographics. Facebook primarily will be used for the older demographic as this is the platform that the target audience typically uses.
- Targeting will include:
  - **Geographical location (UK + Ireland)**
  - **People that have viewed Buzzard Buzzard Buzzard Facebook or IG before,**
  - **People that have bought something from the website before** (this will require a pixel)
  - **Lookalike Ads**
  - **Fans of venues being visited on the UK Club Tour**
  - **Fans of similar artists. Fans of artists/bands from the 1970s.**



Release Strategy  
Lead Up To Release Day  
May 9 - 11

### May 9th

A video will be posted to socials at the time. The **video** will feature a blacked out screen and a guitar sound with **feedback from a guitar** in the background.

The video will be short, 15 seconds long. At the end of the video the Buzzard Buzzard logo will appear with the date 'May 14th' on it. No other information will be given on the video.

### May 10th

A clip from the '**Rock N Roll Town**' **music video** shall be uploaded. This will feature the band dressed in full costume in the 'You Can't Always Get What You Want' outfits (See slide 39).

This clip shall again be short and posted to the socials. The video shall again feature 'May 14th' at the end with the Buzzard Buzzard logo. There will also be a pre-save link given with the video posted to socials.

### May 11th

A **BTS video from the music video** of the lead singer Tom shall be posted to socials. The video shall have a CTA in it encouraging all fans to pre-save the song.

This video shall also **reveal the title of the song 'Rock 'N' Roll Town'** and again feature the May 14th at the end with the Buzzard Buzzard logo. A pre-save link will once again be posted in the captions across all social media.



Release Strategy  
Lead Up To Release Day  
May 12 - 14

### May 12th (Bristol Anson Rooms)

Buzzard Buzzard Buzzard shall play their gig at thexc Anson Rooms on the 12th. At this point they will also have done their pop up tent (see slide 36) for the day.

At this point another video shall be released to socials with an **acoustic version** of them playing the song backstage at their gig. This will be the first time that anyone has had a chance to hear the song in its entirety. The video shall also feature another CTA from the band asking them to pre-save using the link on the video. The date '14th May' will once again feature at the end.

### May 13th

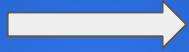
One day before the release of the music video and the release of the song a video shall be released on social media featuring them **playing 'Rock 'N' Roll Town' in its entirety live from the Anson Rooms gig** the from the previous night. This will be the first time that anyone has heard the song in its entirety.

The video shall feature Tom the lead singer announcing to the crowd that this is their new song and shall be released in 2 days time (14th May). The pre-save link to the song shall also feature on the video posted to socials.

### May 14th (Release Day)

On release day **the music video of 'Rock 'N' Roll Town'** shall be released and promoted across all socials. The link to the song shall also be posted.

The band will also feature in an **interview with Steve Lamacq** on BBC Radio 6 Music in his evening show. Alongside promotion of this interview throughout the day on socials, a recording of this interview shall also be posted within an hour of finishing the interview.



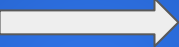
## Necessary Assets for Social Media

The following are all needed for Social Media over the entire campaign:

- Facebook banner
- IG Feed Artwork Format
- IG Story Artwork Format
- Artwork FB (Regular 1:1 version)
- Artwork Twitter (Regular)
- YouTube Banner
- Twitter Banner
- 15 second teaser video IG feed format
- 15 sec teaser Video IG story format
- Lyrics video for FB

# Release Strategy and Tactics





## Playlist Targeting

With the release of 'Rock N Roll Town, Buzzard Buzzard Buzzard will aim to target these particular playlists for placement:

Playlist #1:

**All New Indie** on Spotify

1,114,760 Follows on Spotify

"The best new tracks every week"

Possible curator:

**Lucy Blair**

"Artist & Label Partnerships at Spotify UK"

Possible ways of contacting:

Involved in Electronic working group songwriting camp.

OR

Follows Point Blank Music School on LinkedIn - possible connection there

Playlist Target #2:

**Hot New Bands**  
Spotify

52,137 follows on Spotify

"The freshest sounds from the underground"

Possible curator:

**Shannon Carragher**  
"Editor - Indie, Rock & Alternative"

Possible ways of contacting:

Is a fan of 'Girls that Gig' on LinkedIn. I am in contact with this group through my job.

Playlist Target #3:

**The Rock List**  
Spotify

144,007 follows on Spotify

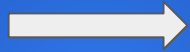
"The UK's biggest rock Playlist"

Possible curator:

**Sara Sesardic**  
"Senior Music Editor - 'Playlist Curator'"

Possible ways of contacting:

Has an open Instagram account and is followed by some mutual friends - easy to contact



## Radio Targeting

With the release of 'Rock N Roll Town, Buzzard Buzzard Buzzard will aim to target these particular Radio Stations:

Buzzard Buzzard Buzzard will also make use of a **Hart Media** for National and Regional Radio play.:

### **National:**

Radio 1 (Jack Saunders Indie Show)

Radio 6Music (Steve Lamacq Drive Time Show)

Radio X (John Kennedy X-Posure)

Planet Rock

Kerrang Radio

Amazing Radio

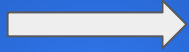
### **Regional:**

Regional BBC shows

SamFM

JackFM

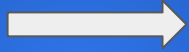
Rock FM



## Release Strategy

Buzzard Buzzard Buzzard will release their 10th single on Communion records. The single campaign will run from January through to July. This will give enough time to sufficiently promote the single in an attempt to gain wider exposure in the mainstream whilst also further cementing Buzzard Buzzard Buzzard within the world of Indie/Alternative rock.

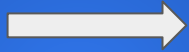
The focus of this campaign will be on the idea of nostalgia for the 1970s rock anthems and stars. The campaign will frequently feature references and throwbacks to seminal moments during the 1970s rock era.



Release Strategy:  
UniDays x Buzzard  
Buzzard Buzzard Brand  
Partnership

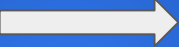
- The upcoming Buzzard Buzzard Buzzard UK Club tour in April/May 2022 will have a brand partnership with UniDays.
- Tickets will be available to purchase through the UniDays app at a discounted 25% of the original ticket price. In order to use the UniDays app you have to be a verified student.
- Students will gain access to an exclusive pre-sale 2 days before the normal release date.
- All of the UK Club Tour shall take place in cities that have a prominent student population.
- All merchandise sold via the Buzzard Buzzard Buzzard website shall be discounted if people used a UniDays discount code. These discount codes shall be 15% off everything.

**BUZZARD  
BUZZARD x UNiDAYS  
BUZZARD**



## Release Strategy Fortnite Skin

- On May 21st 2022 players of the popular video game 'Fortnite' will have the opportunity to play as the lead singer, Tom, in full costume for the Rock 'N' Roll music video release.
- This skin will be available to download and keep once purchased from either the Xbox or Playstation servers.
- The skin will be free to download with a purchase/download of the single 'Rock N Roll Town'.
- The skin will also be free to anyone that purchases a ticket for the upcoming UK SU Tour.
- The skin will be free to download for anyone that uses a promo code used via the UniDays app.
- A limited number of free skin download codes will be given out at each pop up shop.
- The cost of the skin will be £2. This release asset is at a low price in order to maximise awareness of Buzzard Buzzard Buzzard amongst the younger target audience.



## Release Strategy: Pop Up Shops

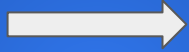
- Pop up shops will be set up for two days in the cities that the UK Club Tour shall be in.
- The pop up shop shall consist of a marquee that sells merch + the single + Buzzard Buzzard Beer.
- The band shall also be doing signings on the second day of the pop up tents with meet and greets + photo opportunities.
- These locations will be promoted on socials 48 hours before the days of the pop up shop.
- The first 10 customers on Day 1 + Day 2 shall receive a free tote bag.

### Day 1

- The location of the pop up shop shall be kept secret until 48 hours before the launch of the shop in each city location.
- Customers who are signed up to the BBB newsletter, purchased merchandise/the single or a ticket for the gig shall be given the location 24 hours before everyone else.
- The location shall also be available to find in a 'treasure hunt' esque experience. If you scan a QR code that features on the tour posters then you shall be taken to a website that features coordinates. These will need to be inputted into maps to find the location of the pop up shop.

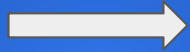
### Day 2

- The location of the pop up shop shall be tweeted/posted to socials for the **Second day** with a picture showing them waving with captions such as 'guess where we are, come find us' etc.



## Music Video

- The music video will play upon this idea of nostalgia whilst also being a fast paced, encapsulating video that entertains both young and older demographics
- The music video will be a series of references to music videos from the 1970s
- In a similar fashion to Red Hot Chili Peppers 'Dani California' and Blink 182 'All The Small Things', the music video will have a series of satirical references to popular bands and artists of the 1970s.
- The music video will begin with the band setting up in an old time, small social club stage. There will be no crowd to begin with and a very drab setting. When the band begins playing cliched 70s video transitions will begin and the band will appear with references to iconic bands from the 1970s and famous looks from that decade.
- As the song plays the crowd will steadily get bigger and bigger. They shall all be dressed in 1970s attire and gradually getting more and more excitable until the crescendo of the song where they will storm the stage.



## Music Video References



**Red Hot Chili Peppers - Dani  
California**

Views: 273,863,731



**Blink 182 - All The Small Things**

Views: 285,000,000

➔  
Music Video  
References

Stevie Nicks - Witch Costumes



The Ramones



The Rolling Stones - You Can't Always  
Get What You Want



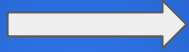
# Music Video References

Jimmy Page Dragon Trousers



David Bowie - The Man Who Sold The World





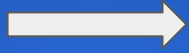
## Release Strategy Graphic Novel

Sources:

<https://bit.ly/3v2Y2Tg>  
<https://bit.ly/3A6HVXu>  
<https://bit.ly/3v6hujN>  
<https://bit.ly/3jmyZqM>

## Graphic Novel

- Buzzard Buzzard Buzzard shall release a limited edition graphic novel called 'Buzzard Buzzard Buzzard Presents Rock 'N' Roll Town'
- The graphic novel will feature the band members as prominent characters in the graphic novel. They will interact with famous rock stars from the 1970s era, and will tie in with the satirical music video.
- The characters will be situated in the 'Rock 'N' Roll' town and will feature a story that is linked to the themes of the lyrics/music video
- This product will be limited edition. It will be sold online at BuzzardBuzzardBuzzard.com and a limited number at the pop up shops and at the UK live tour.
- The cost of the graphic novel will be £40.
- The aim of the product is to try and sell a premium limited edition product to the uber fan with a higher level of disposable income.
- Targeted ads for the older demographic will be used on socials.



Brand  
Partnership with  
Fightback +  
Music Venue  
Trust

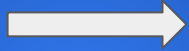
Buzzard Buzzard Buzzard will create a brand partnership with **Fightback** and **Music Venue Trust** to stock '**Buzzard Buzzard Beer**'

This shall be a limited edition bottled beer that will be sold at all upcoming gigs during the 2022 UK Club tour. It shall also be available to buy through BuzzardBuzzardBuzzard.com website and for the day of the set whilst performing at festivals.

Fightback is a brewing company that already supports Music Venue Trust. 5p from every bottle of beer, cider and IPA goes towards saving the 30 venues on the 'red list' after Covid-19.

Initially **500 bottles** will be made and sold at **£4 a bottle**. If they are popular more can be produced.





Release Strategy  
Rock N Roll Spotify  
Playlist



- A playlist of songs curated by Buzzard Buzzard Buzzard will be released exclusively to Spotify.
- The songs will feature artists that have inspired the latest release 'Rock 'N' Roll Town.

Release Strategy  
Examples of  
Merchandise

Sources:

<https://communityteespring.com/profit-calculator/>  
[Canva.com](https://www.pixartprinting.co.uk/printed-bag/custom-tote-bags/)  
<https://www.pixartprinting.co.uk/printed-bag/custom-tote-bags/>



**T-shirts sold at £25.**

These shall be unisex and sold at £25 each. A total of 300 t-shirts shall be printed from Teespring of each design ranging from S - XL. **The total cost of printing will be £10 a tee.**



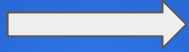
**Mugs sold at £12.50**

400 mugs shall be printed and taken on the UK tour alongside being sold on the BBB website.  
**The total cost of printing the mugs shall be £5 a mug**



**Tote Bags**

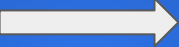
400 tote bags shall be created. They will be sold at £10 a bag. The total cost of printing shall be £5 a bag



## Release Strategy - EPK

In order to maximise the chances of getting picked up by both radio and playlists, alongside securing traction and publicity from publications, ticket agencies and venues, assets and materials shall be sent out ten weeks prior (March 4th) to the release date (May 14th). EPK's should feature the following:

- The single
- Link to a pre-save
- Relevant media
- One Sheet
- Background information
- Tour dates
- achievements
- Single Artwork
- Links to socials
- Contact details

  
Promotion Email

<https://docs.google.com/document/d/1WIECQM7esy319QcDntxwjswu9oY1KaMk4kMT9jqN8A/edit?usp=sharing>

Buzzard Buzzard Buzzard  
Communion Records  
[will.rhys.richards@gmail.com](mailto:will.rhys.richards@gmail.com)

Track Title: 'Rock N Roll Town'  
Release Date: May 14th  
Private stream - [here](#)  
Label: Communion Records

For Immediate Release

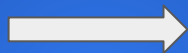
"Cardiff Indie/Glam Rockers Buzzard Buzzard Buzzard release anthemic summer rock anthem"  
Up and coming Buzzard Buzzard Buzzard go back to their Glam Rock roots in this high octane ode to 1970s Rock N Roll.

Cardiff based Indie/Glam rockers Buzzard Buzzard Buzzard take further inspiration from their idols **Thin Lizzy** in this raucous summer anthem that heavily features licks and power chords to feed the incoming frenzy of live music in 2022. The campaign so far has been a huge success with previous releases being featured heavily on national radio stations such as **Radio 1**, **6Music** and **XFM**. We hope that the streaming numbers will push the single out and break into the charts.

Buzzard Buzzard Buzzard have **previously featured on the Pro Evolution 2020** soundtrack alongside gaining placements on prominent Spotify curated playlists such as '**All New Indie**', '**All New Rock**' and '**Pure Rock N Roll**'. The Welsh quartet are now set to take the summer by storm with a string of UK based club dates to coincide with the beginning of the festival season.

*"exhilarating fuzz-filled rock that is Reinventing rock for the modern age"* - Indie Central Music

In order to promote this single release and a string of festival appearances, Buzzard Buzzard are heading out on the UK Club Tour that includes a sold out show at London's **Heaven** and Manchester's **Gorilla**. Finally, Buzzard Buzzard Buzzard will finish their tour with back to back sold out shows at Club **Icon** in Cardiff. In the summer they will be releasing their new EP **Summer**.



One Sheet/EPK



## Buzzard Buzzard Buzzard

<https://twitter.com/buzzardbuzzard>

Cardiff based Indie/Glam rockers Buzzard Buzzard take further inspiration from their idols Thin Lizzy in this raucous summer anthem that heavily features licks and power chords to feed the incoming frenzy of live music in 2022.

*"exhilarating fuzz-filled rock that is Reinventing rock for the modern age" - Indie Central Music*

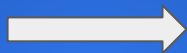
Buzzard Buzzard Buzzard have previously featured on the Pro Evolution 2020 soundtrack alongside gaining placements on prominent Spotify curated playlists such as 'All New Indie', 'All New Rock' and 'Pure Rock N Roll'. They now take their electric live performances on the road with sold out shows at London's Heaven and Manchester's Gorilla before two sold out back to back gigs at Clwb Ifor Bach.

**For Fans Of** Thin Lizzy, The Mysterines, Boy Azooga, FEET, Sports Team, Willie J Healey, The Onelles, Courting, The Magic Gang, The Blindlers, Do Nothing, Red Rum Club, Chappaqua Wrestling, Idles,

LISTEN TO 'Rock 'N' Roll Town' NOW with an exclusive listen below

<https://open.spotify.com/track/20P32yAP0ELv8n1202wK47u125b3d1e11318u4d59>

[https://drive.google.com/file/d/1A61FqzwNcqXiMrYvvSDYAHJRTfXG7RA\\_/view?usp=sharing](https://drive.google.com/file/d/1A61FqzwNcqXiMrYvvSDYAHJRTfXG7RA_/view?usp=sharing)



Album Artwork



## Physical Release

The single itself shall be released in three different formats:

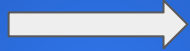
**CD**

**Vinyl**

**Tape**

The tape and version of the single will be a limited release as only a handful of copies shall be produced and distributed.

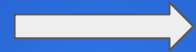
All three versions of the single will be released by Universal Music's Caroline International, as per every release on Communion Records



Release Assets

The following are all needed for the release:

- Licensing Deal
- Press Photos
- Biography
- One Sheet
- Mastered WAV version
- Mastered MP3
- Artwork
- Download/Streaming Link
- Music Video
- Lyrics Video
- Teaser Pack Shot Video
- Teaser Of Music Video



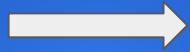
## Promotion - Publications

A number of music blogs will be used as platforms to to promote the upcoming release. The **publicist** at Communion Records **Jack Dedman** will organise all of these.

The following are Indie/Alt/Rock publications that will be hugely beneficial for our younger target audience.

- **NME** (*Music Video + Tour*)
- **Dork** (*Coming out of lockdown, collaboration with Do Nothing*)
- **So Young** (*Playlisting, other indie/rock acts they're enjoying, projects over lockdown*)
- **DIY** (*the collaboration with Fightback Lager/Music Venue Trust*)
- **Consequence of Sound** (*Inspiration for the new single*)
- **Clash** (
- **So Young** (*Discussing South Wales/Cardiff music scene - Bug club production*)

In addition to the above publications Communion will also host a **showcase** at **Rough Trade East** and invite prominent members of DSPs, publications and label managers/A&R scouts.



## Promotion - Publications

An attempt to have a small feature in a larger national newspaper such as The Guardian's 'Observer' or a similar publication will also be attempted. However, these can be expensive and are not a priority within the campaign.

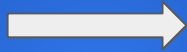
Buzzard Buzzard Buzzard will also take numerous interviews with student led publications based at universities. The topics for these interviews will be focused around the gigs they will perform in those cities alongside the brand partnership with UniDays

Examples of publications include:

The Mic Magazine (Nottingham)

The Edge (Southampton)

aAh! Magazine (Manchester)



Advertisement  
Outdoor

<https://bubbleoutdoor.com/how-much-does-outdoor-advertising-cost/>

The campaign will include uses of outdoor advertising in prominent areas around the cities that are scheduled on the UK Club Tour. These cities are also areas with large student population.

Fliers will be put up in locations such as:

Shoreditch - London

Brixton - London

Roath - Cardiff

Northern Quarter - Manchester

Wavertree - Liverpool

Sandyford - Newcastle

Bristol - Stokes Croft

Ecclesall Road - Sheffield

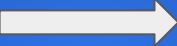
Posters will also be shown prominently in all the venues mentioned on the tour alongside prominent vinyl shops such as Rough Trade East + Bristol, Piccadilly Records, Jumbo Records

Depending on the budget, billboards may also be taken out.

Fliers shall also be put up on tube lines within London. Advertising space shall also be bought at bus stops in Bristol, Manchester and Cardiff.

## Physical Promotion (Touring + Live Events)





## Physical Promotion



**BUZZARD  
BUZZARD  
BUZZARD**

**UK CLUB TOUR**

**April 2022**

Newcastle - O2 Academy - 2nd  
Leeds - Brunsdell Social Club - 6th  
Nottingham - Rescue Rooms - 9th  
Liverpool - Olympia - 13th  
Manchester - Gorilla - 16th  
London - Heaven - 20th  
Cambridge - Corn Exchange - 25th  
Southampton - Guildhall - 27th

**May 2022**

Margate - The Great Escape Festival - 2nd  
Bristol - Anson Rooms - 12th  
Cardiff - Clwb Ifor Bach - 14th  
Cardiff - Clwb Ifor Bach - 14th

With Special Guests  
**FOLLY  
GROUP**

Tickets available now at  
BuzzardBuzzardBuzzard.com  
and via the UniDays app

"fun,  
intoxicating  
and powered by pure feeling" -  
NME

IN ASSOCIATION WITH UNIDAYS

Buzzard Buzzard Buzzard will embark on a 12 date tour of the UK in support of their new single.

These will be primarily based in UK Clubs, with capacities ranging from 380 - 1800 people.

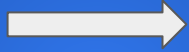
The shows shall feature a support act from Folly Group (an up and coming Indie band).

The shows shall be in partnership with UniDays and shall have a reduced ticket price of 25%.

The price of the tickets shall range from £11 to £18 for a standard adult.

The UK Club Tour shall focus on cities that have a predominantly large student basis.

A one off gig at The Great Escape Festival shall take place on the 2nd of May.



## Live Tour Assets

The following will be required for all of the live touring elements of the campaign:

- Photos of the live events
- Footage of the live events for promoters
- Physical gig posters
- Physical gig flyers
- Digital gig posters
- Digital gig flyers

The tour itself shall also feature the hashtag #RockNRollTown after every post and fans shall be encouraged to post to socials clips of Buzzard Buzzard Buzzard live.

# Project Timeline



Project Timeline  
Jan 22 - July 23rd

[https://docs.google.com/spreadsheets/d/1Lj\\_7NYu3NOobF2\\_uuwYFD-brCUL1RKdqGbNPgcD2VuI/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1Lj_7NYu3NOobF2_uuwYFD-brCUL1RKdqGbNPgcD2VuI/edit?usp=sharing)

Budget



Budget  
Jan 22 - July 23rd

[https://docs.google.com/spreadsheets/d/1dtSO  
SO\\_dsnxWZmNDuJal9N3qnYejdzMkVMFqHtdqT  
9U/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1dtSO_SO_dsnxWZmNDuJal9N3qnYejdzMkVMFqHtdqT9U/edit?usp=sharing)

## Sources:

- <https://musicolrecording.com/vinyl-pressing/>
- <https://community.teespring.com/profit-calculator/>
- <https://www.royaltyexchange.com/blog/costs-of-touring>
- <https://www.recordingconnection.com/reference-library/recording-entrepreneurs/how-much-do-music-studios-cost-to-use/>
- <https://www.buyshirtsonline.co.uk/t-shirt-printing-embroidery-i37>
- Spotify.com
- Amazon Music
- Apple Music
- Chartmetric
- Deezer
- Soundcharts
- Facebook.com/BuzzardBuzzardBuzzard
- Twitter.com/BuzzardBuzzardBuzzard
- Instagram.com/BuzzardBuzzardBuzzard
- YouTube.com/BuzzardBuzzardBuzzard
- TikTok.com/BuzzardBuzzardBuzzard
- DIY Magazine
- Dork Magazine
- So Young Magazine
- <https://www.fredperry.com/subculture/articles/buzzard-buzzard-buzzard>
- <https://bit.ly/3vZY2Tg>
- <https://bit.ly/3A6HVXu>
- <https://bit.ly/3y6huiN>
- <https://bit.ly/3jmyZqM>
- <https://www.linkedin.com/in/lucyblair/>
- [https://www.payscale.com/research/UK/Job=Campaign\\_Manager/Salary](https://www.payscale.com/research/UK/Job=Campaign_Manager/Salary)
- <https://www.fightbacklager.com/>
- <https://www.myunidays.com/GB/en-GB>
- <https://bubbleoutdoor.com/how-much-does-outdoor-advertising-cost/>
- [https://www.pixartprinting.co.uk/p/Printed-bag/custom-tote-bags/](https://www.pixartprinting.co.uk/p/printed-bag/custom-tote-bags/)
- <https://progameguides.com/fortnite-skins-list/>
- <https://www.horusmusic.global/marketing/radio-plugging/>