



Marketing Report for the Release of JollyRoger's Second Album

Module : SBTY7003 – Entertainment Marketing

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1. EXECUTIVE SUMMARY

A marketing report for release of the second album by the emerging independent band 'JollyRoger', including plans for national and international promotion and a UK live performance tour. This campaign targets the existing fanbase of the band while also establishing and marketing to a new target market; fans of bands that JollyRoger take inspiration from. UK tour involves new territories outside of South West England and promotional aid will be received from JMW Promotions. The campaign features an interactive online 'treasure hunt' where participants are rewarded for solving video clue and the winner gets a JollyRoger puzzle box of exclusive merch; created in partnership with Cornwall's Great Escape Rooms.

2. ARTIST / PROJECT OVERVIEW



'Somewhere between The Levellers and Dropkick Murphy's'

JollyRoger are an unsigned, independent, self-managed Cornish, sea-punk folk band, born and raised in the pirate capital of Penzance. Their journey began in February 2019 and since then they have performed over 200 live gigs, played support slots with some of their musical influences (e.g. The Rumjacks, Mad Dog Mcrea, Fisherman's Friend's), formed a crew of active loyal fans and built positive relationships with some of the biggest

grassroot venue owners in South West England. The themes of their nautical songs range from having fun drinking, mental health awareness, lost loved ones, love stories and what it means to be a pirate in the 21st Century. Facebook following 6.5K, community group members 634, Instagram following: 850, YouTube Subscribers: 125. For EPK - www.jollyrogerbanduk.co.uk/media.html - (JollyRoger, 2021a-e).

Their second album 'JollyRoger presents: Treasure Hunt' has the addition of flute and drums to the sound. The heavier and faster songs moves JollyRoger further into the genre of Celtic folk punk.

2.1 JollyRoger Mission Statement



(JollyRoger, 2021a)

2.2 JollyRoger SWOT Analysis

Looking at the strengths, weaknesses, opportunities and threats is a useful tool for DIY musicians when starting to plan a new release and marketing strategy. It can be used to clarify areas of focus, plan for overcoming challenges, discovering unique selling points and finding a position in the marketplace (Borg, 2017). The ultimate goal is to combine strengths and opportunities in order to eliminate threats and weaknesses (Kotler et al, 2020). A SWOT analysis was carried out to establish JollyRogers' current position and what opportunities could be capitalised on in terms of marketing their second album. **See appendix A**

2.3 Previous Album Release

JollyRoger released their first album in June 2020, *see Figure 1*, in the midst of the COVID 19 lock down. Pre-order merch bundles were available and nearly 300 physical CD copies have been sold either D2C via a PayPal.me link or Bandcamp. Promotion included Facebook live streams, like and share competition, paid boosts on social media, advertising in Pirate Plunder magazine. For more information on the debut album release, *see appendix B*.



Figure 1: JollyRoger debut album (JollyRoger, 2021a).

2.4 Previous Press Coverage

UK Regional Radio Stations

- BBC Cornwall – radio interview and play, live performance and a feature in ‘Lock Down Sessions’ 2021.
- BBC Devon – radio interview and play
- Coast FM, Penwith – interview and play
- Islands FM 107.9, Isles of Scilly – interview and play
- Surf Radio, Falmouth – interview, play and feature national UK Student Chart Show’s Wellerman Remix
- Amazing Radio – play
- BCfm Radio, Bristol - play

- Astro Radio, Sunday Showcases of Rock, Bristol – interview and regular plays
- TCR Radio, Tiverton – live performance
- Ocean City Radio, Plymouth – play

Non-UK Regional Radio Stations

- House of Mystery Radio Show, USA – interviews and plays
- Radio Pirate, L’echo des Mers – Canada

Printed

- Pirate Magazine, L’echo des Mers – Canada
- Pirate Magazine, Pirate Plunder – UK
- Newspaper, Brixham and South Hams Herald Express
- Newspaper, The Cornishman – Cornwall

Reviews / blogs

- Listen With Monger – Cornwall

Tastemasters

- Vocalist of pirate band Lagerstein (Facebook page: 25K followers)
- Luthier Julyan Wallis ‘The Guitar Doctor’ (a presenter on BBC 1’s Repair Shop)

Press releases will be sent to these contacts; it is expected the majority of contacts will engage due to their positivity and interest in JollyRoger.

Press targets

An album and press pack will be sent to The Folk Show on BBC Radio 2 with a personalised follow up email to Mark Radcliffe (include a talking point about something happening currently in his life) (BBC, 2021). In October 2021, JollyRoger are playing at Ragged Bear Festival, which provides an opportunity of face-to-face contact as Mark Radcliffe is the Honorary Patron (Ragged Bear, 2021).

- National Radio – BBC2, The Folk Show with Mark Radcliffe.

2.5 JollyRoger 5 year goals:

To try and ensure everything continues to move in alignment of the vision of the artist, a few of their goals can be found below:

- To secure a support slot on tour with bigger band.
- To break into the alternative UK festival scene e.g. Download Festival, Bloodstock through gaining more fans that listen to comedy rock / Celtic punk music.
- 25K likes on Facebook, 1000 YouTube Subscribers, 5000K Instagram followers.

3. MARKETING GOALS

Becoming proactive rather than reactive is key to taking control and progressing in the chosen direction for the artist (Occhino, 2020). Therefore, establishing realistic goals for the marketing campaign is essential (King, 2009). The aim is to use existing contacts and partnerships to reach the following goals while adhering to the mission statement and values of the band and working towards their 5 year goals.

1. To build on UK following outside of the South West by including tour stops in new areas and working with their promotional company JMW Promotions.
2. To increase interaction on Facebook, Instagram and traffic to their website through the Treasure Hunt campaign involving an interactive treasure hunt of 10 cryptic clues posted weekly.
3. To attract a wider following by expanding from a niche pirate cult following to a larger celtic / punk / folk following.

4. TARGET MARKETS

As JollyRoger have their largest following on Facebook / Instagram the insights for these pages have been used to determine their current and potential target markets. Spotify data was also analysed, but as record producer Keith Harris points out; someone listening passively to a song for free does not mean that they identify as a fan. Fans invest into the act e.g. by going to a live performance or buying merchandise (PressPausePlay, 2011). In an attempt to maximise profits for the artist, the focus was on the Facebook data, as currently this platform has better technology in place to build artist to fan relationships and the potential for brand investment.

4.1 Geographical

Currently, JollyRoger have only performed in mainly South West England. There is an opportunity for gigs with JMW Promotions outside of the South West (in the target areas below).

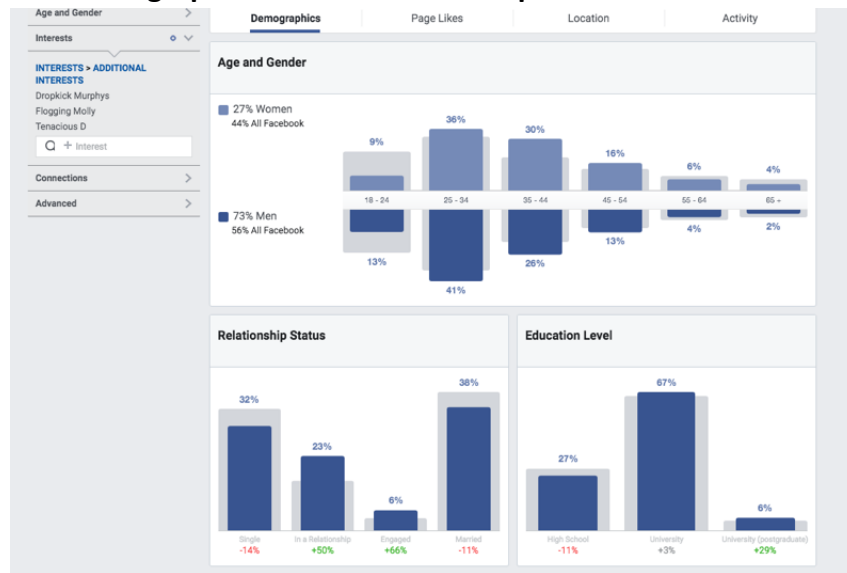
Current: Cornwall, Plymouth, London, Bristol

Target: Blackpool, Cambridge, Nottingham, Farnborough

4.2 Psychographic

Facebook insights were used to search for people in the UK that like the pages of three artists that JollyRoger take influence and inspiration from, Dropkick Murphys, Tenacious D and Flogging Molly. This target audience will be referred to as 'Aspired Audience'. Targeting them through paid advertising / boosting of the single could lead to an increase of: Facebook likes, pre-orders of the album, ticket sales for the UK tour, comedy rock / Celtic folk punk fans. The data also shows what other pages this audience likes. *See figure 3.*

Figure 2: Demographical information of ‘Aspired Audience’



(Facebook, 2021)

4.3 Typical UK Target Consumer

- Male
- Age 25-34
- Married
- University Graduate
- Listens to Kerrang! Radio
- Attends Download Festival
- Enjoys comedy
- Reads comic books
- Further interests can be seen in *figure 3*.

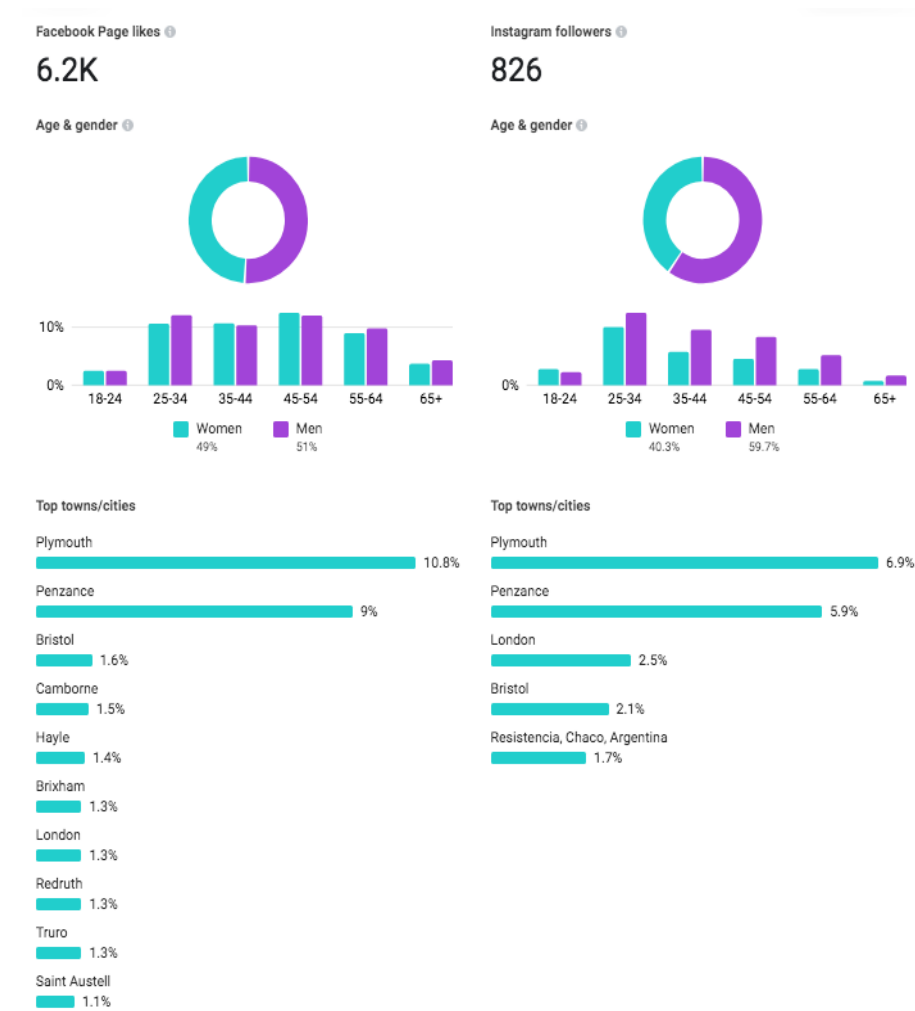
JollyRoger’s Facebook insights show a more equal split of men / women followers and they have a wider typical age range of their audience see *figure 4*. Post-campaign, if this method is successful, one can expect to see an increase of male followers between ages 25-34.

Figure 3: Other interest of fans of Dropkick Murphy’s, Flogging Molly & Tenacious D

Demographics		Page Likes	Location	Act
Top Categories				
1	Radio station	Kerrang! Radio		
2	Concert tour	Sonisphere Festival		
3	Retail company	EMP UK • CeX		
4	Festival	Download Festival		
5	Wine/Spirits	Jägermeister • Jack Daniel's		
6	Games/Toys	Assassin's Creed • PlayStation UK		
7	Interest	Bottom • There Should Be A 99p Coin		
8	Film	Deadpool Movie • Ghostbusters • Alien • The Hobbit • Superbad • Anchorman		
9	Cinema	Spider-Man		
10	Publisher	Marvel • Kerrang!		
11	Artist	Nick Frost • Jim		
12	TV channel	Dave		
13	Musician	Enter Shikari • Tim Minchin		
14	Video games shop	GAME.co.uk		
15	Community	Bacon Butty		
16	Media/news company	Amazon Prime Video		
17	Musician/Band	Tenacious D • Biffy Clyro • RAGE AGAINST THE MACHINE ★ CHRISTMAS NO.1 2009		
18	Food & drink company	Dr Pepper UK • Pot Noodle • Jaffa Cakes • OREO • Skittles		
19	Film/Television studio	Columbia Pictures Philippines • Lionsgate • Warner Bros. Philippines		
20	Video game	Fallout • Call of Duty • Xbox UK		
21	Health/Beauty	Lynx		
22	Comedian	Noel Fielding • Bill Bailey • Frankie Boyle • The Real Mighty Boosh • Simon Brodwin		
23	TV Programme	Red Dwarf • Mock The Week • Blackadder • Father Ted • Have I Got News For You		
24	Food & drink	Greggs • Coca-Cola		
25	Restaurant	Domino's Pizza		
26	Magazine	Viz Comic		
27	Product/Service	Fender • Doritos • Spotify • Ben & Jerry's • Rowntree's • Pringles • KitKat		
28	Public figure	Derren Brown • Richard "Hamster" Hammond • Professor Brian Cox • Keith Lemon		

(Facebook, 2021)

Figure 4: JollyRoger - Facebook & Instagram Insights (July 2021)

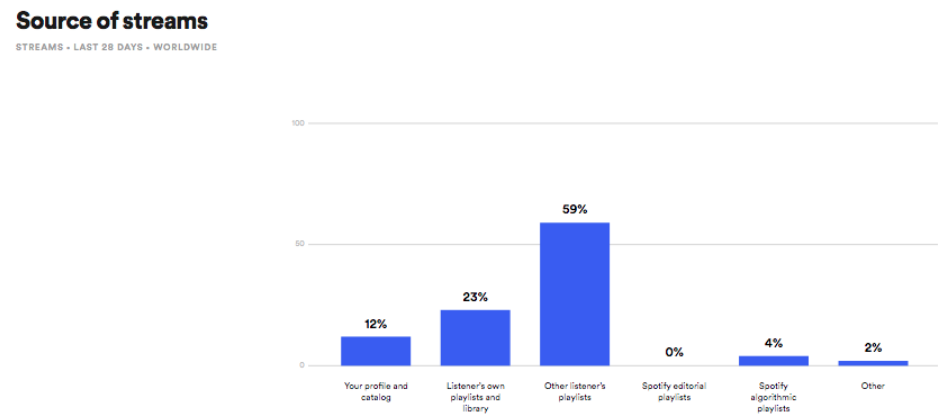


(Facebook, 2021)

4.4 Spotify Listeners

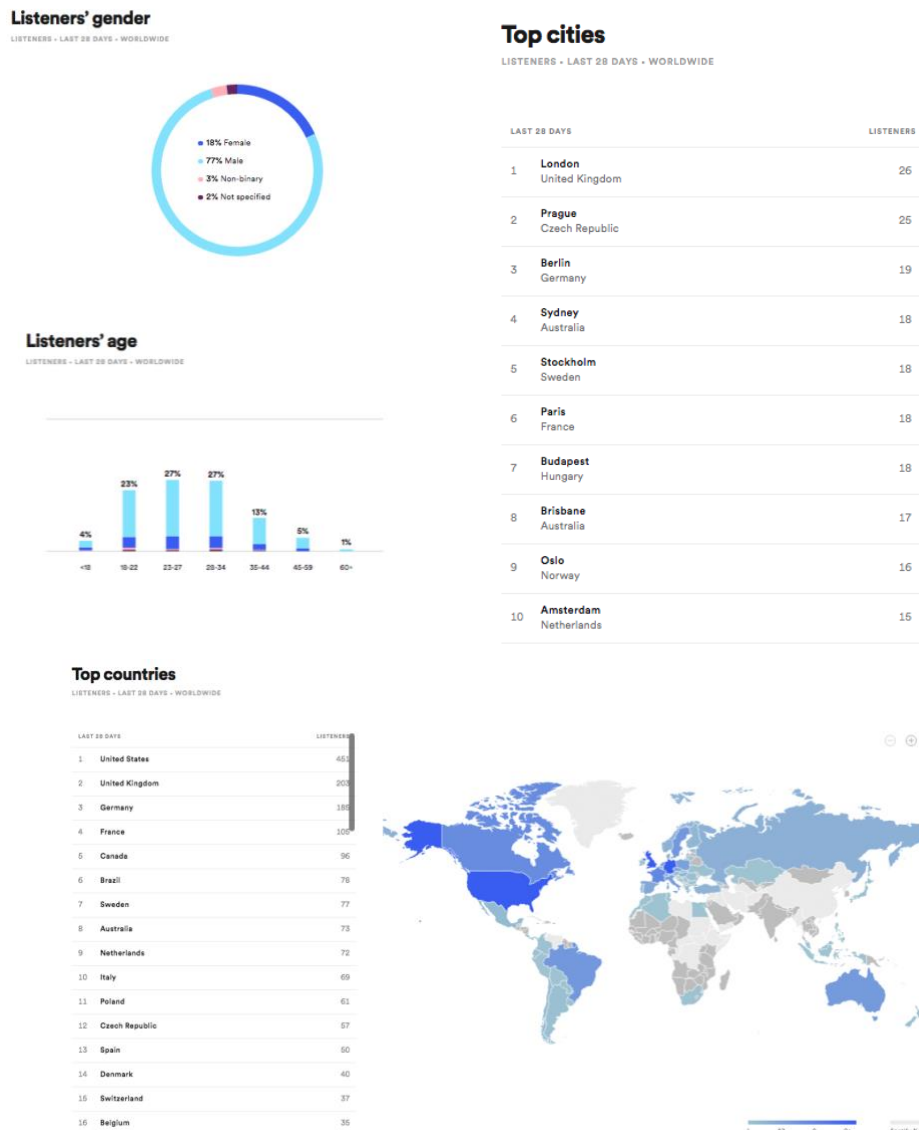
The band already have three tracks on independently curated playlist ‘Pirate Music’ with a 27K following. The band have formed a direct contact with this curator and will pitch the songs to them when they are released. Furthermore, research will be done via Twitter, LinkedIn and Facebook to find other compatible playlist curators in the folk-punk-Celtic scene to pitch to. As seen in *figure 5*, currently a large portion of streams comes from other peoples’ playlists. The long-term aim is to be listed on Spotify’s Editorial Playlists such as ‘Celtic Punk’ and ‘Drinking Songs’ and the strategy is to get onto more and more independent playlists in order to work the algorithms and have more chance of being picked up by Spotify.

Figure 5: Source of JollyRoger Streams on Spotify, July 2021



(Spotify For Artists, 2021)

Figure 6: JollyRoger – Spotify For Artists Insights (July 2021)



(Spotify For Artists, 2021)

5. UK TOUR

Touring, alongside the album release, results in a promotional peak for the artist as two impact points are happening at the same time (Davy, Ferrone & Pacifico, 2019). *Figure 4* shows the Facebook and Instagram audience for JollyRoger, this provides an insight into where their existing followers are based and it a useful tool when planning tour stops. JollyRoger are currently playing in grassroot venues in the South West.

To be realistic, small venues have been chosen in areas where they already have a live following and they will partner with JMW Promotions to help promote the new venues. This will be a UK tour and they will drive home between some gigs to avoid accommodation costs. *Table 1* shows the UK Tour Dates. Expected ticket sales 70% and 40 Live Stream Tickets. Cost £8 a ticket, sold via wegottickets.com.

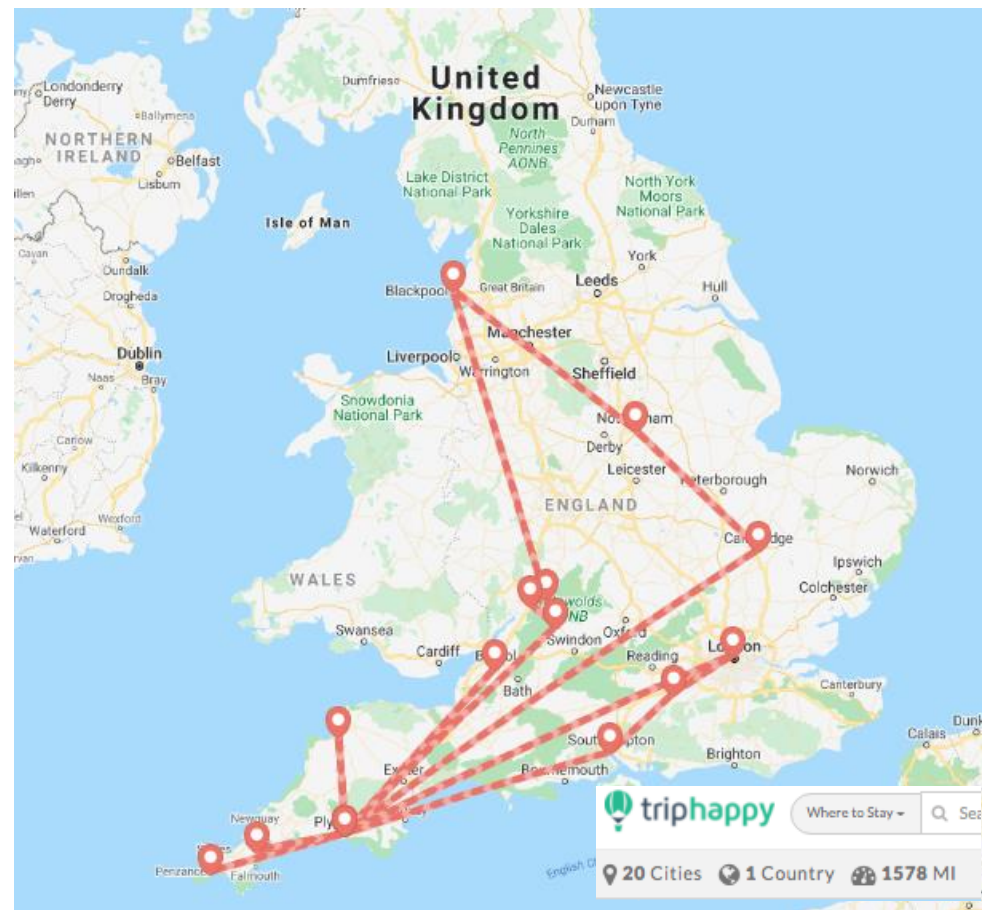
5.1 JMW Promotions

JollyRoger are under the non-exclusive umbrella of JMW Promotions who have connections with bigger folk artists, such as Ferocious Dog, meaning that future support slots may become available. JMW Promotions have an active social media and community group of nearly 3K members; including UK event holders, live music lovers and other artists (JMW Promotions, 2021).

5.2 Why not the United States?

Although there appears to be a following in the United States, due to the lack of representation and budget, this market will not be the priority for this campaign. The artist pre-dominantly acts in the old romantic fashion; building their audience based through live performances. It too costly in terms of travel and VISA's to visit the USA at this stage in their career without the opportunity of a support slot tour or the financial backing of a label.

Figure 5: UK Tour Map



(Trip Happy, 2021 - <https://triphappy.com/t/3048013>)

Table 1: UK Tour dates and Venues

Date	Venue	Cap	Existing Contact	Acc	Town
28/10	The Acorn Theatre	230	Yes	Parents	Penzance
29/10	Old Bakery Studios	250	No	Home	Truro
04/11	The Palladium Club	150	Yes	Home	Bideford
05/11	The Junction	250	Yes	Home	Plymouth
11/11	The Cobblestones	150	Yes	Friends	Bridgwater
12/11	Crofters Rights	300	No	Friends	Bristol
Home for the week					
18/11	The Vaults	176	Yes	Pub	Cirencester
19/11	The Dick Whittington	150	Yes	Pub	Gloucester
Stay with family in Cheltenham for the week					
24/11	Compass Café Bar	40	JMW Promo gig	hotel	Blackpool
25/11	The Pit, Newstead	40	JMW Promo gig	hotel	Nottingham
26/11	The Portland Arms	80	JMW Promo gig	hotel	Cambridge
Home for the week					
01/12	The Fiddlers Elbow	150	Booked before (C19 cancellation)	Friends	London
02/12	The Westie	220	JMW promo gig	Hotel	Farnborough
03/12	The Hobbit	260	Yes	Friends	Southampton
09/12	Ticketed Live Stream FB at <u>Whitenoise Studios</u>	-	Yes	Home	Weston-SM

6. RETAIL AND DISTRIBUTION

The music industry is changing; MIDiA reported a growth of D2C revenue for independent artists in 2019, and again by 34.1% in 2020 (Mulligan, 2021). Without a publisher or record label, an unsigned independent artist who own the copy rights to their music (both the sound recording © and the original works ©) will receive a higher percentage of the money generated through streaming platforms and when making direct to consumer (D2C) sale (Davy, Ferrone & Pacifico, 2019). This campaign will focus on the D2C model.

6.1 Physical

Most JollyRoger sale happen D2C; products are advertised and promoted via social networks and fans pay through PayPal. The fanbase are still interested in physical copies, *see appendix C*. Furthermore, hard copies of the debut and new album will be available at each show of the album tour. Signings and meets after each performance will be mentioned by the band on stage, this is likely to increase sales (Davy, Ferrone & Pacifico, 2019).

6.2 Digital Download

JollyRoger use Bandcamp for their digital download platform and fans can also order physical merch on the site too. It has been useful to use this platform alongside their D2C method as it attracts a wide network of music lovers and is another way that the band can be discovered.

6.3 Streaming

The band use Ditto to digitally distribute their releases to over 150 online stores and streaming services; this platform will be used to release the two singles and second album to the digital markets. (Ditto, 2021).

7. STRATEGY

7.1 Disintermediation Marketing

Previously, the goal of music marketing was maximum physical sales. Now, using platforms such as social media to raise awareness of the brand while building more personal relationships with the fan base is seen to be a more sustainable approach for emerging artists (Davy, Ferrone & Pacifico, 2019). It may be seen that the music industry is transforming from a product into a service where artists are selling themselves as a brand and experience, therefore the marketing strategy will reflect this. As JollyRoger fans are still interested in purchasing physical products such as CD's and t-shirts a combination of service and product marketing theory will be used. For further theory analysis *see appendix D*. This will be a disintermediation marketing strategy as technological advances have made it possible to cut out the intermediaries and focus directly on targeting the consumers (Kotler *et al*, 2020).

7.2 Niche Marketing and Customer Value Marketing

In *The Purple Guide*, Seth Godin advises artists to nurture their existing fanbase and do something remarkable in order to get people talking (Godin, 2008). This campaign considers this notion by focusing on the existing pirate niche following of JollyRoger by branding it as a treasure hunt, while also attempting to expand into potential markets through paid advertising to audiences that like other Celtic folk and comedy acts. A niche marketing strategy and customer value marketing have been used as the campaign theme and concept 'treasure hunt' is directed at the pirate community. The concept has also been designed with the typical 'aspired audience' person in mind due to their interest in games and comics. The virtual treasure hunt focuses on the new customer-engagement marketing which involves the audience, generates conversation and strengthens the brand experience and community (Kotler *et al*, 2020).

Building an active and engaged social media following is likely to lead to more investment and income for the artist, as more engaged fans are more likely to financially support the artist (Herstand, 2017). *See figure 1 & figure 2.* JollyRoger successfully ran Kickstarter campaign in May 2021 to fund a new band van, 79 backers raised £6070, exceeding their target of £5000; this shows a strong base of invested fans. (JollyRoger, 2021).



Figure 1: Pyramid of Investment
(Herstand, 2017, pp. 166)

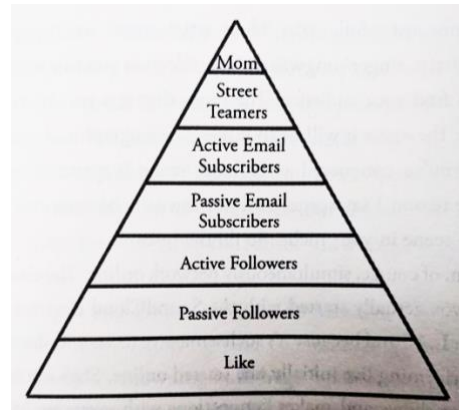


Figure 2: Pyramid of Engagement
(Herstand, 2017, pp. 167)

Time to turn Likers into Mums!

The campaign features video clues; Facebook algorithms prioritise video content; meaning that the content will have a wider organic reach and be shown to more people on their new feeds (Gollin, 2021). Community group posts are also prioritised so the JollyRoger group will also be utilised.

8. DIGITAL MARKETING PLAN

The goal for a marketer creating an integrated music marketing campaign is to create a critical mass, where the project gains self-sustaining momentum (King, 2009).

1. An interactive treasure map on the JollyRoger website home page – www.jollyrogerbanduk.co.uk; video clues will be added to the map throughout the campaign, accessed via a green bottle icon. Other elements on the map include links to the campaign introduction video, tour stops (ticket / date information), mailing list sign up and the pre-order page.
2. Clues, story and pre-order links will also be posted on the bands Facebook Page; where the primary following is.
3. Skins (profile pictures and cover photos) will be changed at the beginning of the campaign – Facebook, Instagram, Twitter, Bandcamp, Spotify, YouTube.
4. The story script and video link will be sent out to the mailing list at the beginning of the campaign; reminders will be sent when each new clue becomes available.
5. **See Appendix E** for Campaign EPK. The bands bio will be updated and a press pack will be created for the album.
6. Boosted posts to ‘aspired audience’ and geographic tour locations on Facebook at impact points . *See table 2.*

8.1 Interactivity

Research suggests that incorporating interactive elements works for modern marketing (Beaumonde, 2021). The culture of gaming is booming and is currently of much larger value than the music industry (Davy, Ferrone & Pacifico, 2019). Many artists have run successful campaigns that have an immersive and interactive element. For example, in 2015, band 5 Seconds of Summer posted a series of cryptic clues in the form of videos, symbols and messages which fans could decipher to find out lyrics, dates and song titles for their upcoming release (BBC Radio 1's Teen Awards, 2021). More recently, the duo Reptaliens created hype around their album launch by hiding GIF's, videos and messages on their 3D website for fans to find (Beaumonde, 2021).

JollyRoger are on a low budget so cannot afford a game developer; the plan is to work within their skill set to create a low cost interactive campaign in alignment with their branding.

The debut album came with a map which was the start of introducing the audience into the fictional alternate world that the band has created. Creating folklore, characters. Myths stories and legends fits well with the pirate theme, the Celtic origins of the members and the audience.

8.2 Treasure Hunt Campaign

A series of 6 clues will be released at various impact points leading up to the album launch. Fans solve the clues in order to figure out the name of the location of the 'treasure'. This will encourage fans to follow, view and interact with each of the bands social media platforms and D2C methods hence building their fanbase. Every fan that submits the correct answer will be rewarded with an exclusive download link to an 'album bonus track', tickets to the December Live Stream and be entered into a draw to win a JollyRoger Puzzle Box and exclusive merch bundle – in partnership with Cornwall's Great Escape Rooms.

8.3 Cornwall's Great Escape Rooms

JollyRoger have previously partnered with Cornwall's Great Escape Rooms; they built a JollyRoger themed escape room which resulted in an interview on BBC Radio Cornwall. The Escape Rooms offer a puzzle box, *see figure 5*, the plan is to modify this to fit with the story of the campaign. Partnering with other small businesses fits with the values of JollyRoger, who like to support others in the community to reach their goals.

Figure 5 – Cornwall's Great Escape Rooms - Existing Puzzle Box



The 'Puzzle Box' - OPERATION SWAN DIVE, is a new and unique way to wrap a gift, whereby the recipient must decipher and solve the puzzles in the case file to retrieve the combination and unlock their present!

With the 'Puzzle Box' you will literally get to lock their present away until they solve the case. This way the fun of gift giving won't be over when they eagerly rip open the wrapping, it is way more fun.

(Cornwall's Great Escape Rooms, 2021)

6.3 The Design

In 2018, Tenacious D released a 6 part animated series leading up to their release of Album 'Post-Apocalyto'. The comedy series told the story of the band surviving a nuclear bomb explosion and each episode contained a track to their upcoming album (Blistien, 2018). JollyRoger will use characters from previous animated music video 'Won't Ride a Horse' to create 6 comedy skits ending in clues for the campaign. Tenacious D fans will be targeted with advertising on Facebook and the similar concept may attract them. The Won't Ride animation characters are based on real JollyRoger fans; using these again could strengthen the community sense of involvement.

Figure 6: Tenacious D – Post Apocalypto graphics



Tenacious D (2021) - <https://www.tenaciousd.com/>

Figure 7: JollyRoger Won't Ride a Horse Animation



JollyRoger (2020) - <https://youtu.be/JkF8Cv2mY3c>

9.TIMELINE

Recommendations of planning dates, elements and creating a timeline taken from 'How to Make It in the new Music Business' (Herstand, 2020) and '2019 Ultimate Release Guide' (AWAL, 2019).

April 2022	- Promo shoot for press releases - Create introduction animation and 6 short animated funny skits
May 2022	- Campaign launch - introduction story animation - Launch interactive website treasure map - Change skins on all platforms
June 2022	- Send campaign info out to mailing list - Invite Tastemakers to First Listen Live Stream - Create animated music video for single 1 - Upload single to BBC Introducing - Pitch Single to Regional Radio Stations in tour areas - Send Single press release to existing press contacts - Send Single press release to potential tastemakers (emerging comedians, Cornish influencers, local music magazines) with ticket to the live stream. - Upload Single to online distributor - Ditto - Pitch Single to Spotify Playlists via Spotify for Artists - Tease the single - CLUE 1
July 2022	- Release single - CLUE 2 - Pitch Single to independent Playlist Curators
Aug 2022	- Release single music video - CLUE 3 - Upload album to online distributor - Pitch album to UK Regional Radio Stations in tour areas - Send album press release to existing press contacts

	- Send album press release to potential tastemakers (emerging comedians, Cornish influencers, local music magazines) with a ticket to the live stream. - Upload album to online distributor - Ditto - Pitch album tracks to Spotify Playlists via Spotify for Artists - Tour Announcement – CLUE 4 - Announce Album Tour Dates on website interactive map, Facebook, Instagram and Twitter
SEPT 2022	- Pre-order album and merch bundles including debut album and t-shirts – CLUE 5, make available Digital downloads via Bandcamp & Physical copies D2C PayPal.me - First Listen private Live Stream for tastemakers
OCT 2022	- Pre-save album – CLUE 6, link for streaming pre-save - Album Release - Start of UK Tour
NOV 2022	- UK tour
DEC 2022	- Announce winner of campaign - Virtual show - professional live stream for worldwide fans / treasure hunt reward (White Noise Studios -established relationship from previous live stream) - Release music video for another album track – live footage, filmed on tour

JMW Promotions and Cornwall's Great Escape Rooms will be tagged in each post and asked to share to their pages too which increases organic reach on Facebook (Sehl, 2020). At each impact point, paid advertising 'boosts' will be made on Facebook to the target 'aspired audience' and geographical targets.

9.1 Treasure Hunt Campaign Timeline

Doubling up on content around impact points and using call to action (CTA) points is a way to increase interaction (Davy, Ferrone & Pacifico, 2019); Increased interaction positively skews social media algorithms resulting in a wider reach (Sehl, 2020).

Table 2: Impact points and Call to Action's

CLUE	Impact Point	Information	Call to Action
	Campaign Launch	Introducing the virtual treasure hunt. Solve the cryptic clue given in the upcoming short animations.	Mailing list sign up
1	Tease the single	Use part of upcoming single as background music for this short skit. Clue requires fans to listen to JollyRoger back – catalogue.	Pre-Save single on streaming services
2	Single Release	Have to listen to the single to solve this clue	Listen to single / digital download Bandcamp
3	Single Music Video	Clue 3 - one week after the music video, need to watch the music video to solve clue	Watch the music video
4	Tour Announcement	Skit includes animated video showing ship moving around map of tour dates.	Buy ticket - ticket links
5	Pre-order	Clue 5 will come 1 week after the pre-order information and serve as a reminder that the pre-order is available.	Pre-order Album – digital (Bandcamp), Physical via PayPal.me link
6	Pre-save album (Streaming)	Clue 6 will come 2 days after the pre-save link announcement.	Pre-Save album on Streaming services
	Album Release	Explains how to enter the competition	Listen to Album

Beer mats at tour live gigs will contain a QR code leading to the interactive webpage.

9.2 How it will work



STORY – ANIMATED

On the night that Jimmy stumbled, in the Sword & Crown,
JollyRoger docked their ship, as all their rum had gone.
A Couple turned their heads, as they sat upon the quay,
And the harbour walls echoed songs of Miss Molly McGee.
A sloppy yellow grin appeared between the shadows of the rocks,
With a message from the Band of Brothers about something they once lost.
'Somewhere on this Earth, a chest of treasure hides,
Whoever finds out where it is will win a special prize.
So grab your coats and grab a beer and meet me by the quay,
6 green bottles hold the clues to where the treasure be.

Story based on previous
JollyRoger lyrics, themes
and songs



TREASURE BOX

Access clues by clicking on bottle
on website treasure map - they will
also each be posted on social media
with #JollyRogerTreasureHunt

CLUE 1 : _ _ _ _ JR.A1.T7.V2.W2 Answer : Day Explanation : Clue stands for JollyRoger, Album 1, Track 7, verse 2, word 2.	CLUE 2 : _ _ _ _ _ HE'S ALWAYS AT THE BAR Answer : Jimmy Explanation : Lyric in JollyRoger song 'Jimmy' on debut album.	How it works: - The answer to each clue makes an email address JOLLYROGER[ANSWER]@GMAIL.COM e.g jollyrogerday@gmail.com for clue 1 - Send an email titled 'JollyRoger Treasure' to each of the 6 email addresses. An automated response will be set up for each address which sends back a piece of a QR code. - When all 6 pieces of the QR code are put together it takes you to an unlisted YouTube link of a video of the band congratulating the person and giving out the final clue (below) - Solve the final clue to get the location of the treasure and use this word to create an email address as above. - Every person that emails the final address will enter a draw to win the prize. FINAL CLUE : -31.753295832525303, 159.25126063615508 Answer : Balls Pyramid Explanation : Co-ordinates to Ball's Pyramid if typed into Google Maps. It is a 562 meter (1844 foot) high rock island located 20 km southeast of Lord Howe Island in the Pacific Ocean therefore it is unlikely anyone will try and actually go there.
CLUE 3 : _ _ _ _ _ 01:45 Answer unknown until single is chosen: : It will be the word said in the music video for the single at the time stated above	CLUE 4 : _ _ _ _ IT HOWLS AS WE ROW Answer : wind Explanation : Lyrics from song Silent Mountain	
CLUE 5 : _ _ _ _ _ SHIPS/WRECKS/????/DEATH Answer : Gold Explanation : Lyrics of JollyRoger song '2 to the Blue'.	CLUE 6 : _ _ _ _ _ SING OF GUNS AND ? Answer : Krackens Explanation : lyric from JollyRoger song '2 to the Blue'	

Aims of the campaign

- To introduce fans into the JollyRoger universe and increase investment into the band.
- To encourage new fans to listen to our back catalogue.
- To increase engagement on our social media / traffic to our website which will result in being higher up the Google search.
- To encourage people to join our mailing list and buy tickets to our live gigs / stream.
- To be doing 'something different first' which may be interesting enough to be picked up by the media.
- To create hype around the band and new album and get the fan community talking

10. DIGITAL ASSETS

10.1 Branding

Previous JollyRoger artwork



'Jolly For All EP'
Released September 2020



'Silent Mountain EP'
Released June 2020



'Turns out we're Swingers EP'



Aboard Remix – Single ft. Freak Response
Released May 2021

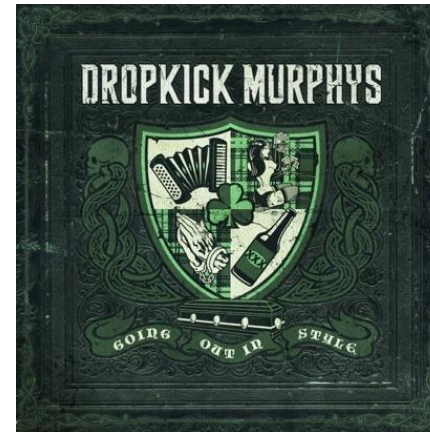


JollyRoger Debut Album
Released June 2020



JollyRoger Merch
T-shirt & face mask

A study by Demand Metric Research Corporation found that inconsistent branding leads to market confusion: consistency leads to brand visibility (Demand Metric Research Corporation, 2016). The JollyRoger mascot will appear on the artwork for the new album. The treasure chest fits with the theme of the campaign. The Cornish flag and colours represent the Celtic roots of the members and may help the brand move into the Celtic folk / punk genre. Previous branding of the 'aspired audience' Celtic Folk bands Dropkick Murphys and Flogging Molly incorporated Irish colour schemes and symbols into their artwork which also provided inspiration.



(Dropkick Murphys, 2021)



(Flogging Molly, 2021)

The image below will be used for digital distribution of the single and album and also the cover of the CD.

10.2 Treasure Hunt: Artwork & T-Shirt

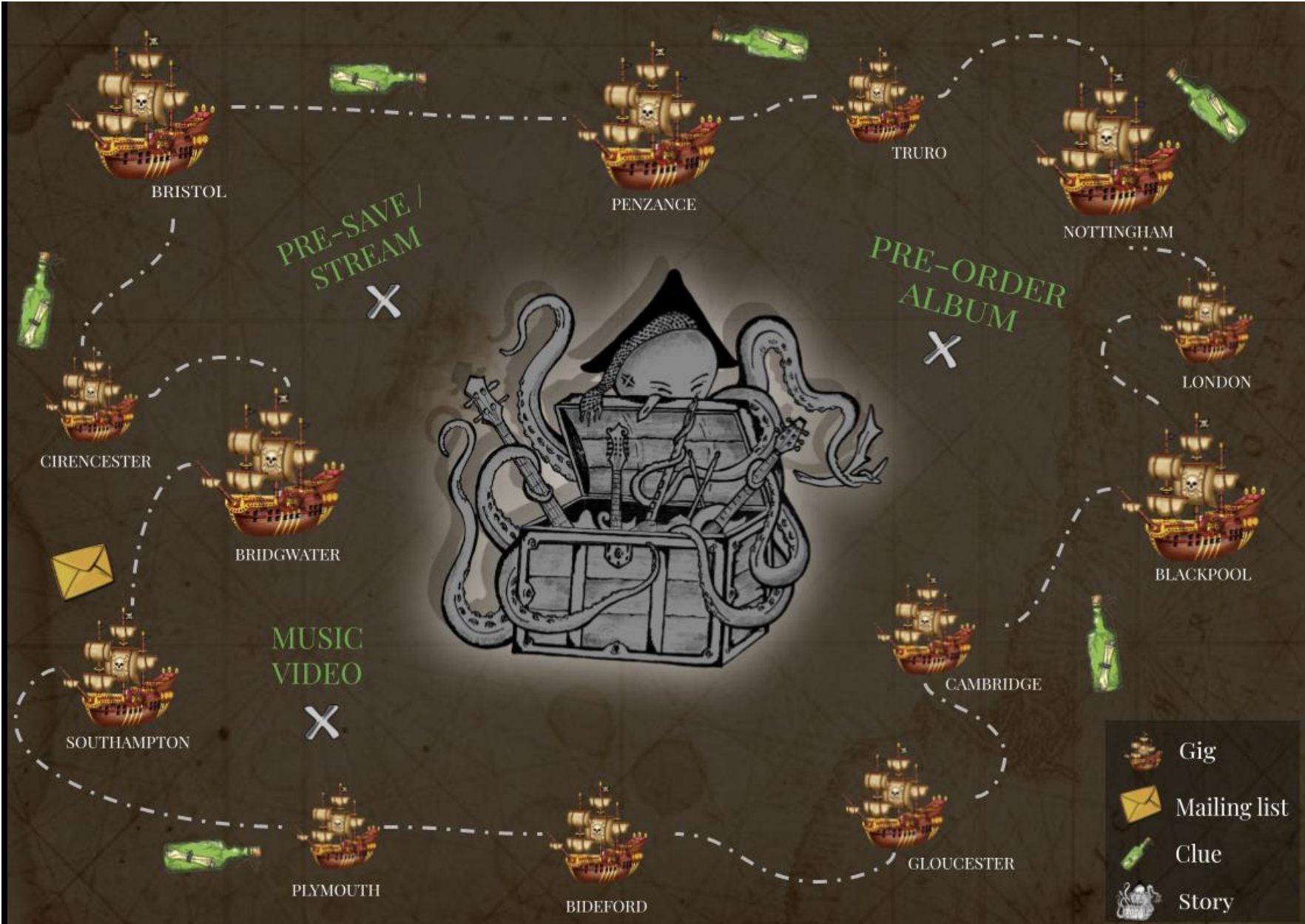


10.3 The Interactive Website Map

- Initially blacked out - items will appear as the campaign progresses



10.4 Final map



11. BUDGET

The campaign has been made with a low budget in mind in order for it to be affordable for the band.

The artwork, interactive map and digital assets are all made in house which eliminates the fees for a graphic designer. The music video will be made by the band.

Item	Information	Team member	Cost
Artist	For digital assets and branding	Mum of band – Kate Tolchard	£0
Graphic Designer	Album cover, map,	Band Member - Samantha	£0
Animator	For the clue skits, story and music video	Band Member - Kynan	£0
Videographer	For Final Clue	Band Member - Samantha	£0
Paid advertising on Facebook	6 paid £30 boosts to 'Aspired Audience' at the impact points during the campaign.		£180
	2 paid £40 boosts to 'Geographical Audience', these will be the music video and tour announcement.		£80
TOTAL			£240

12. REFLECTION

- Not everyone may have access to a printer or have the technological skills to be able to put the QR code together successfully.
- The small skits for the animation still need to be planned and put together – more research to be done into making them appealing to the audience. Target audience data shows an interest in Viz Comic so this may be a good place to start getting ideas.
- The positive is that this campaign is low budget and can be carried out in house. However it may not be technologically advanced enough to spark interest in the gaming and digital era. The idea to design a 3D playable game on the website is unattainable as none of the members have the skills to do this. Therefore, it may not be up to par in the current attention-deficit world.

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14. APPENDIX

APPENDIX A: JollyRoger SWOT Analysis

Internal

Strengths	Weaknesses
- Access to transport, willing to travel - Own a PA and can do own sound - No other work commitments from any of the members - Motivated and hard-working - Plenty of live gig experience in grassroot venues/ pubs and support slot experience for bigger acts - Many gigs booked in this year - Known as a community band and advocates of inclusion and mental health - Lots of creative ideas and willing to up-skill if a new job needs doing - Can produce 2D animations (Kynan) - Good at communication, networking and giving off a good impression to venue owners / other artists and good contacts with South West grassroot venue owners - Independent and have control over their D2C platforms - Access to home studio and has a good contact for professional mixing and mastering - Produce their own content and can edit videos - Artwork is done by their mum for free - Energetic and interactive live performers - Active Facebook page with over 6K following, momentum and high levels of interaction - Facebook Community Group with 600 loyal fans which is active daily - Complemented and known for work ethic and drive - Willing to relocate if necessary - Surrounded by a supportive network of family members and friends - Multiple songwriters in the band - Three vocalists and the majority of songs include three part harmonies - Interesting set up of acoustic instruments and a full kit - I am doing a MA Music Business course and developing my managerial skills, knowledge of the industry and making connections. - Can use pirate theme to be considered for more obscure opportunities and build brand in a alternative way e.g. Live Action Role Play Events, Tall Ship celebrations, Pirate Festivals, Renaissance events, Coastal towns and ports, shanty festivals. - Flexible set up, can perform acoustically with a cajon, do a shanty set or a heavier rock sound. - COVID 19 related Financial Hardship Funding by Help Musicians UK has been awarded to two members. - Under the umbrella of the non-exclusive promotions company that has recently started up - JMW Promotions - Consistent and recognisable branding across music releases and merch and band appearance. - Contact and three songs on independent Spotify Playlist 'Pirate Music' with 27K following - Ran a successful Kickstarter campaign in May 2021 where 79 fans pledged £6070 of a £5000 target for a new band van, fans willing to help financially which is promising for future crowdfunding ideas.	- Mailing list has only just been launched, June 2021, so is small (48 subscribers) - Currently no savings or financial aids - Has reached the average pub threshold in terms of cost so looking for bigger opportunities - Twitter page has less than 100 followers and not much engagement. - Members are financially reliant on the band so sometimes have to take higher paying gigs even if the opportunity for career progression is bigger in other offers. - Their drummer joined recently and so there is a lack of good quality live performance videos released - Difficult to define their genre and some bookers have been put off by the pirate attire. This could be a challenge when applying for mainstream festivals and to support bigger artists in the punk / folk scene - So far have been unsuccessful when applying for grants and seeking brand partnerships, it may be an idea to employ a bid-writer. - Age may be a weakness, age of the band ranges from 26 - 31 - The band are self-managed and the majority of admin is done by one member which could lead to burn out - No success so far with the BBC Introducing route and being added to playlists on their shows, although they have engaged as a one-off featured piece, interviews and live performances on the local BBC Cornwall and BBC Devon stations. - Willing but not currently able to attend larger networking events such as SXSW - Feedback after shows is great but people always say they didn't know what to expect when they go to see JollyRoger so work on branding / EPK could perhaps be done to clarify this. - Difficulty in bulk buying merchandise due to up front costs - Difficulty getting national press and no budget for a PR company - Offered gigs in North UK but unable to take them due to high travel costs - With the exception of the South West, other fans are spread far apart across the rest of the UK and world so difficult to plan further tours and guarantee a turnout
Opportunities	Threats
- Already built a JollyRoger Escape Room with local business Cornwall Great Escape Rooms, potential to work with them on future campaigns. - Potential synchronisation opportunities in the niche market of pirate games / films / series. - Lot's of hype around shanty music in 2021 thanks to Nathan Evans and his cover of Wellerman. - A family member is a game designer and could potentially create an interactive game using the 2D animated characters in JollyRoger's previous music video, thus creating a gamified JollyRoger world. - Collaboration with other artists e.g. Steampunk band The Sweet Chunks Band - To spread out of the niche pirate following into mainstream by building fanbase in other cult followers e.g. Steampunk - Apply for nautical / renaissance events in other countries as a first step to branch out of locality - Join a union such as Musicians Union c Working with JMW Promotions	- Unsure how COVID 19 will impact the live music industry short / long-term - Competition from other emerging bands applying for similar opportunities - Streaming may eventually take over all physical sales and this takes a chunk of income away from musicians. - Punk sound and genre is not usually played on commercial and national radio stations in the UK and presenters may find it too risky to play on air.

External

APPENDIX B: DEBUT ALBUM LAUNCH INFORMATION

Pre-release - Tastemakers that provided a 30 second review included the lead singer of pirate band Lagerstein (Facebook page: 25K followers), luthier Julian Wallis 'The Guitar Doctor' (a presenter on BBC 1's Repair Shop), regional Radio presenters (Coast FM - Cornwall, BCfm, Astro Radio – Bristol).
<https://www.youtube.com/watch?v=NXmGUJz237I>. JollyRoger recorded a music video at home for single '21st Century Pirate' which included parodies of some well-known music videos, viewers were challenged to comment on the Facebook post and guess the parodies to be in with a chance of winning an album.
<https://www.youtube.com/watch?v=B-oLC12mulg>. The video has had 11K views on Facebook to date.

Release - During the month leading up to the release, JollyRoger worked with the trustees of the UK's biggest pirate festival, Brixham Pirate Festival and put on the festival virtually during lock down. This virtual event reached thousands of pirates across the globe and the review advert was shown during the day of the event. JollyRoger surprised fans and hand delivered local album orders to their doors dressed in pirate garb.

Post-release – The involvement with the virtual festival led to an interview on BBC Radio Devon, front page news on local newspaper Brixham and South Hams Herald Express and coverage on The Breeze South Devon - Greatest Hits Radio Devon, plays on Islands FM, Astro Radio and Coast FM. Furthermore, direct contact with a Spotify playlist curator (Pirate Music – 27.8K followers) resulted in two album tracks being to this playlist.

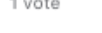
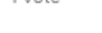
Reflection – Without the touring element of the campaign and the ability for fans to buy their music at gigs (due to COVID 19), JollyRoger are left with 700 copies of their album which they are storing at home. These will be offered as a bundle with the second album and will also be available to buy at gigs, now that the COVID restrictions have lifted.

APPENDIX C: Existing Fanbase Research

How do you listen to JollyRoger music?

 **Sammantha Hannah** created a poll. Admin +2 · 31 January · 

Out of interest, how do you guys listen to our music?

☒	Added by you Live Streams and gigs	 69 votes
☐	Added by you CD	 35 votes
☒	Added by you Spotify	 29 votes
☒	Added by you YouTube	 25 votes
☐	Added by you Apple Music	 5 votes
☐	Added by you Vinyl - if you sold them	 4 votes
☐	Added by you Amazon music	 3 votes
☐	Added by Katie Tolchard Bandcamp	 3 votes
☐	Added by Dave Gee Digital downloads	 2 votes
☐	Added by you Deezer	 1 vote
☐	Added by you Other - please comment below!	 1 vote

APPENDIX D: MARKETING MODELS RESEARCH

Historical marketing models are now critiqued for being outdated and irrelevant in the digital age (Fou, 2021). 'The 4 P's – Price, Promotion, Place and Product' put forward in 1960 by Jerome McCarthy focused on the marketer (Londhe, 2014). Later, Lauterborn (1990) presented a customer-centric adaptation of the 4 P's; 'The 4 C's - Customer wants and needs, Cost, Convenience and Communication'.

Table 1 : The 4 P's and 4 C's explained

Four Ps	Four Cs	Definition
Product	Consumer solution	A company will only sell what the consumer <i>specifically</i> wants to buy. So, marketers should study consumer wants and needs in order to attract them one by one with something he/she wants to purchase.
Price	Cost	Price is only a part of the total cost to <i>satisfy</i> a want or a need. For example, the total cost might be the <i>cost of time</i> in acquiring a good or a service, along with the <i>cost of conscience</i> in consuming it. It reflects the total cost of ownership. Many factors affect cost, including but not limited to the customer's cost to change or implement the new product or service and the customer's cost for not selecting a competitor's product or service.
Promotion	Communication	Communications can include advertising, public relations, personal selling, viral advertising, and any form of communication between the organization and the consumer.
Place	Convenience	In the era of Internet, catalogs, credit cards, and smartphones, often people don't have to go to a particular place to satisfy a want or a need, nor are they limited to a few places to satisfy them. Marketers should know how the target market prefers to buy, how to be there and be ubiquitous, in order to provide <i>convenience of buying</i> . With the rise of Internet and hybrid models of purchasing, "place" is becoming less relevant. Convenience takes into account the ease of buying the product, finding the product, finding information about the product, and several other factors.

<https://courses.lumenlearning.com/vccs-mkt100-17fa/chapter/outcome-marketing-mix/>

Now, it is argued that marketers have less of an influence in these four areas. Internet stores, price comparison sites and search engines mean the same product is usually sold in multiple places and it is easier for consumers to find the best price, choose where they want to shop and research the authenticity of advert claims (Fou, 2021).

The notion to create and market a product that customers need may not necessarily fit well when working in the music industry. Each band is different and each voice is unique, people experience music and get something new and different from each artist they discover. As the internet connects a world of people with all different tastes and preferences together, it may be said that there is an audience for nearly any artist. It could be seen as a match-making process where the role of the marketer is to find people who are likely to engage with the music and reaching out to them. Music is loosely categorised into genres and musicians are usually influenced by other artists and this can be used as an

advantage when marketing a new album for an emerging band (Davy, Ferrone & Pacifico, 2019). Through social media insights and analytics, it is possible to discover and target an audience with advertising who have specific interests that relate to the emerging band. This could be other artists within the genre, products linked to the bands branding or image or the message they deliver.

However, this approach could be limiting for an independent, self-managed band who have a subjective opinion on how they sound and what direction they are wanting to go in. The artist's ideal may not line up with how they are perceived by their following, this may present challenges when trying to continue on a particular journey. For example, JollyRoger grew up listening to alternative pop-rock, metal and comedy music, they see themselves as appealing to the 'outcasts' and their goal is to secure slots on heavier line ups e.g. Download Festival. However, on first impression, they present as a pirate band and this may make future bookings a challenge. Over the past two years, they have changed their image from more traditional pirate dress, to darker and more alternative clothing, to align more with the addition of drums to their line-up and a more punk sound.



Summer 2019



Summer 2021

For example, there are even discrepancies in the opinion of JollyRoger's genre between their exiting fanbase (see figure 1). Ultimately, the independent artist is responsible for choosing a direction they wish to navigate towards and pivot accordingly based on the response. Success can now be measured in social media page engagement - numbers, likes, follows, comments, shares and subscriptions and number plays on streaming services.

The difference between marketing: Product Vs Service

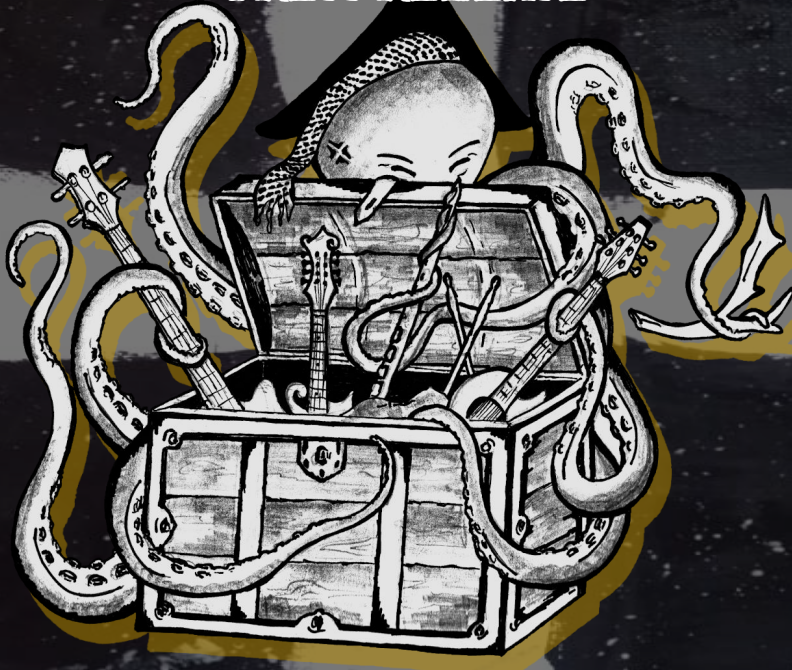
	Product marketing	Service marketing	This campaign
Meaning	Product marketing refers to the process in which the marketing activities are aligned to promote and sell a specific product for a particular segment.	Service marketing implies the marketing of economic activities, offered by the business to its clients for adequate consideration.	P
Marketing mix	4 P's: Product, Price, Place, Promotion	7 P's: 4 P's + People, Process, Physical evidence	S
Sells	Value	Relationship	S
Who comes to whom?	Products come to customers	Customers come to service	Both
Transfer	It can be owned and resold to another party.	It is neither owned nor transferred to another party.	Both
Returnability	Products can be returned.	Services cannot be returned after they are rendered.	both
Tangibility	They are tangible, so customer can see and touch it, before coming to the buying decision.	They are intangible, so it is difficult to promote services.	S
Separability	Product and the company producing it, are separable.	Service cannot be separated from its provider.	S
Customisation	Products cannot be customised as per requirements.	Services vary from person to person, they can be customised.	p
Imagery	They are imagery and hence, receive quick response from customers.	They are non-imagery and do not receive quick response from customers.	S
Quality comparison	Quality of a product can be easily measured.	Quality of service is not measurable.	p

Source: (Reilly, 2020) Available at: <https://www.fiftyfiveandfive.com/difference-between-product-and-service-marketing/>

Due to these limitations, this campaign did not take on the traditional 4 P's or 4 C's methodology.

JOLLYROGER - VIRTUAL TREASURE HUNT

PRESS RELEASE



CORNISH SEA-PUNK PIRATE BAND
JOLLYROGER INVITE YOU ON A
VIRTUAL TREASURE HUNT IN
THEIR ALTERNATIVE UNIVERSE.

'On the night that Jimmy stumbled, in the Sword & Crown,

*JollyRoger docked their ship, as all their rum had gone.
A Couple turned their heads, as they sat upon the quay,
And the harbour walls echoed songs of Miss Molly McGee.*

*A sloppy yellow grin appeared between the shadows of
the rocks,*

*With a message from the Band of Brothers about
something they once lost.*

*'Somewhere on this Earth, a chest of treasure hides,
Whoever finds out where it is will win a special prize.
So grab your coats and grab a beer and meet me by
the quay,*

6 green bottles hold the clues to where the treasure be'

CAN YOU SOLVE THE 6 CRYPTIC CLUES TO
WIN SOME JOLLYROGER TREASURE AND BE
ENTERED INTO A DRAW FOR AN EXCLUSIVE
TREASURE PUZZLE BOX?

IN PARTNERSHIP WITH CORNWALL'S GREAT
ESCAPE ROOMS AND JMW PROMOTIONS,
THE BAND ARE LAUNCHING AN IMMERSIVE
CAMPAIGN ON THE LEAD UP TO THEIR
UPCOMING CELTIC FOLK PUNK ALBUM
'JOLLYROGER PRESENT: TREASURE HUNT'.

LOOK OUT FOR THE ANIMATED CLUES ON
THEIR WEBSITE, FACEBOOK PAGE AND
YOUTUBE CHANNEL.



EXCLUSIVE LINK TO SINGLE

FOR CONSIDERATION OF REVIEW OR AIRPLAY

