

Marketing Report

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1. Introduction

This report will focus on the research and planning that went into creating the marketing strategy, marketing budget, marketing timeline, marketing project plan and marketing asset deliverables for the release of single, 'Juice' by Champagne Story and featuring Laslau. This report will also outline strategies for national and international promotion and the UK / European live promotional tour. This report will feature an analysis of the current market trends and consider the best possible strategies to market the single using comparison with other successful campaigns from within the genre to provide influence and steer.

The artist in focus is Champagne Story, who begun his career in 2018 with several single releases. Champagne Story is the rap and RnB alter ego for House producer and DJ who has already attracted a significant following within that genre and is looking to branch out and increase his repertoire. He plans to release an EP later in 2021 named 'Night Messiah'. 'Juice' is the lead single in collaboration with producer Joe Sensier. The genre is Trap / Rap with the significant influences being Travis Scott, The Weekend, Blackbear and Kanye West.

The plans and budget will be set for this new and upcoming artist using digital marketing and utilising social media to its maximum potential while also exploring other key routes and tools to reach the intended audience from radio to newspapers.

2. Marketing Strategies

There are many different marketing strategies for the release of an album or single in today's market. The routes vary from more traditional but still effective methods such as mailing lists, TV, radio and newspapers to the more modern, digitally focused approaches using social media and online advertising to target desired audiences

directly. The efficiency and effectiveness of digital marketing are incredible, and this is particularly important for new artists. When using these online platforms, data insights is the crucial tool for successful digital marketing.

Our strategy will be a hybrid approach, mixing different routes and approaches to formulate the best plan and campaign for Champagne Story's upcoming release. In addition, there are several vital fundamentals.

The 7Ps of marketing, commonly known as the 'marketing mix', identify the core fundamentals of successful marketing strategies. These are:

- Products: How can you develop your products or services?
- Prices: How can you change your pricing model?
- Place: What new distribution options are there for customers to experience your product; online, in-store, mobile?
- Promotion: How can you add to, or substitute, the combination within paid, owned and earned media channels?
- Physical Evidence: How we reassure our customers.
- Processes: Are there internal process barriers in the way to delivering the best customer value?
- People: Who are our people?

It is essential to use the 7Ps model to underpin strategic development, build the foundations for the project, and understand the fundamental elements of marketing and the reasons and methods for using the strategy. Throughout this plan these key theories will be used to create a strategy and campaign that is effective (Hanlon, 2021).

A central aspect of marketing strategy is data analysis or data insights, and the digital age has allowed for accurate and efficient data collection and review. Before the digital age, traditional marketing teams utilised market studies available alongside their assumptions about the target audience. Unfortunately, this often involved many trial and error processes. Today, easy and simple access to real-time data via internet services and social media means that data analysis is much more relevant, and it is now possible to gather accurate information and pin down your target audience with ease. As Knipple confirms, “2 out of 3 of the leading marketers admit that data-based decisions beat gut instinct.” (Knipple, 2020)

Big data allows marketers to create more relevant content and make content more targeted whilst gathering simple information on investment return (Tubbs, 2018). Understanding your desired market and audience is crucial for breaking through in such a saturated music market (Foxy, 2019).

It was vital to combine big data with traditional methods and digital marketing methods to create a hybrid marketing strategy that best suited Champagne Story, reflecting the market, and its trends. Exploring other artists' current market and strategies within the genre and beyond helped formulate this marketing strategy.

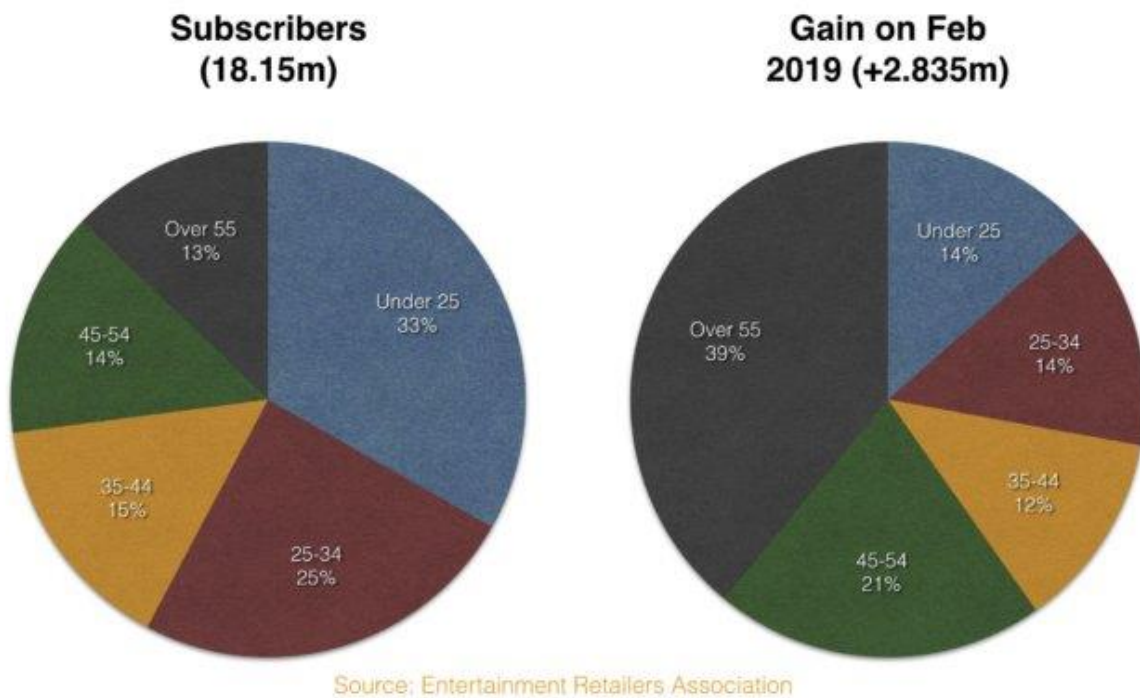
Digital marketing has allowed for minor budget marketing to be as efficient and effective as previous traditional large budget marketing campaigns because of the up-to-date data, which allows for far better targeting advertisements.

3. The Market

Currently, the music industry is saturated by the quantity of music being released onto streaming services. According to Spotify's founder Daniel Ek, in 2019 approximately 40,000 tracks were uploaded daily to Spotify. This is the equivalent of 280,000 songs a week, or in the region of 1.2 million tracks per calendar month. In a year, this adds up to a massive 14.6 million new tracks (Music Business Worldwide, 2019). This figure is sure to have grown in the last two years, making it harder than ever for new, unknown artists to get discovered. The figures mentioned only include music uploaded to Spotify and does not include the tracks uploaded to YouTube, Apple Music, Soundcloud, and all the other available streaming services. The competition is fierce. As a new artist, Champagne Story competes with many established artists who already control large sections of the market and have easy access to key playlists. These established artists have a huge social media presence added to large budgets for traditional marketing methods.

The primary method of consumption for this target audience is via streaming services. Within our demographic, there is a low amount of music purchasing. With 58% of paying music subscribers under the age of 34 and the majority under 25, this reinforces the need for a larger digital strategy as illustrated in the graph below by Music Business Worldwide.

UK paying music subscribers in February 2020



Graph 1: Music Business Worldwide

We aimed to create a marketing strategy and campaign that would allow Champagne Story to breakthrough and start to take some of the markets for himself. We began by examining examples of other artists' existing strategies to boost their online presence and streaming/sales numbers. A great example was in 2018 when Travis Scott released 'Astroworld'. Travis Scott tied merchandise into the product's distribution, creating a product bundle, where merchandise sales included a copy of the album in the purchase price. This was an excellent and innovative tactic which meant that with every sale of his merchandise, he also accrued an album sale which sent him to number one in the charts, beating other artist by cleverly combining record and merchandise sales.

In 2021 TikTok has become a brilliant tool for creating campaigns by creating dances to 30 seconds of song clips. In 2020 alone, several songs from unknown artists managed to become charting hits due to viral dances. For example, Jack Harlow's song 'What Poppin' reached the 25th of the charts here in the UK (Official Charts, 2021).

These are a few examples of the different strategies used within the market by artists from large to small. We must learn from these examples, look at the big data available and carry out further market research to decide how to execute our strategy in a way that will allow Champagne Story the most excellent chance of achieving success.

4. Marketing Project Plan

Detailed below are the project objectives, key performance indicators (KPIs) and target audience demographics. The target audience was analysed using existing data from the internet, streaming services and social media insights. This information, combined with market research data, will be expanded upon and explained within this marketing strategy. If all the objective and KPIs are met, we can consider our strategy and campaign successfully. Champagne Story would have gained more of the market share and will be in a good position to release his upcoming EP 'Night Messiah'. The single 'Juice' is due to release on the 1st of April 2021.

Champagne Story currently has 2,470 followers across two Instagram accounts, 341 followers on Twitter and 491 on Tik Tok.

We created a Swot analysis for Champagne Story detailing his strengths and weakness to inform the marketing strategy.

Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
Talented artist Versatile Good communication Social media presence Internet hype Driven	More frequent releases Time management No releases in last 6 months
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?
Touring Album release Increased online presence Collaborations with bigger artists Tik-Tok	Saturated market Maintaining profile Loss of market interest

Marketing Objectives

- Stimulate internet hype for the release of 'Juice'.
- Create interest in the upcoming EP 'Night Messiah'.
- Grow Champagne Story's audience on social media and music streaming services.

- Create new social media accounts on a variety of platforms to reach the target audience effectively.
- Build an email list (database) to be used for future marketing campaigns.

Key Performance Indicators (KPIs)

- 75k streams across all streaming platforms within 10 months of release.
- 15 - 20% increase in follower on social media platforms.
- 10-15% increase in engagements on social media posts.
- Build and grow Snapchat account to over 200 followers.
- Analyse internet hype for the release of 'Juice'.
- Record interest in upcoming EP 'Night Messiah'.

Target Audience Demographics

- Age group 16-30 years.

- UK, USA and Europe. Mainly focusing on urban cities such as London, New York, Los Angeles, Amsterdam, Paris and Berlin.
- Fans of Hip/Hop Rap, RnB and alternative RnB
- Fans of artists such as Travis Scott, The Weekend, Juice Wrld, Kanye West, Blackbear and similar artists.

5. The Marketing Strategy

The marketing strategy that we wish to put into effect for 'Juice' is a hybrid between traditional marketing and digital marketing led primarily by current data from both Champagne Story's current profile and independent market research. Our focus will be towards digital marketing with social media as the key area of interest. In addition we aim to use social media advertisement tools and other forms of online advertising.

We will be prioritising Instagram, Snapchat, Facebook and Tik Tok because these platforms provide the greatest probability of reaching our target audience successfully. This marketing tactic is supported by a report from The London School of Economics and Political Science (LSE).

LSE released figures indicating that over 59% of internet users aged 18 to 29 are using Instagram and 17% of teenagers say that Instagram is their most important social media platform. Snapchat has 50% of its users below the age of 25. Their largest demographic is 18-24, which make up 37% of the app's users (LSE, 2017). Tik Tok has become the latest and possibly the most popular social media app and

has huge potential. Its largest share of users, (24%), are aged 18-24 in the UK. Tik Tok currently has over 3.7 million active users and this number is projected to grow to 10 million active users in 2021(socialfilms).

Using social media platforms, we can build and grow Champagne Story's following and then use this population to post content to Instagram, Twitter, Tik Tok and Snapchat, thus engaging a larger target audience with information about his music and life. Posting content daily with significant posts at certain times will help to generate the greatest engagement possible. Throughout the release cycle, this process can help grow and promote 'Juice' and begin to generate interest in the upcoming EP 'Night Messiah'. Further enlarging Champagne Story's online presence is crucial before the main campaign begins. The more constant and engaging the online content, the greater the likelihood of driving engagement numbers up and ensuring the success of the marketing campaign.

A significant aspect of this marketing campaign will be social media platform's ability to advertise and push our content to our target audience whilst growing our social media followers. The primary platform that we will be using for online advertising is Instagram. According to Forrester's research (Elliot,2014), Instagram has approximately 10 times the interaction with a brand, as a percentage of the brand's fans or followers, then Facebook.

We will therefore be placing Instagram adverts that cost in the region of £5 per CPM (cost per thousand impressions). Facebook adverts cost double at approximately £10 per CPM (Henderson, 2019). However, Facebook remains a highly effective advertisement platform that a number of the older people in our target audience still frequently use. The tool that Facebook offers is Facebook Pixel.

Facebook Pixel allows you to gather important market research and data insights. The information that is collected can be used in many ways. It can help create more effective Facebook adverts and allow you to target your adverts far more efficiently. Tools like Facebook Pixel can help narrow down additional factors and niches and can help you gain more targeted exposure for your upcoming release whilst also allowing you to reduce costs over the course of the campaign.

Another excellent platform for advertising is YouTube. To reach 100,000 people via YouTube adverts will cost on average £1,500 and the average spend per day is £6 (Influencer Marketing Hub, 2020). There is also the option to partner with select YouTubers who create content that targets specific demographic audiences. We located one potential YouTube influencer to work with Champagne Story on 'Juice'. Meami, is a Rap and RnB reviewer with 209,000 subscribers and 53 million views. Meami has agreed to provide a two-week promotion that includes one-minute adverts in three videos prior to release day and one full reaction on release day, plus promotion on his other social media platforms for a fee of £5,000.

Partnering with social media influencers and paying for promotional space on their platforms is another key tactic in successful marketing campaigns. After conducting research we were able to identify a suitable influencer with the correct reach within our desired demographic. We reached out to several influencers to promote the track using their Instagram and Tik-Tok accounts on release weekend and finally reached an agreement with Zach Clayton who has 2.3 million followers on Instagram and 6.2 million on Tik-Tok. The fee of £10,000 included one post on Clayton's Instagram story and Snapchat Story pre-release, and then one post a day over release weekend. Also, agreed for two Tik-Tok promotions; one on release day and another two days later. Alongside will run a Tik-Tok campaign with Champagne Story

creating a viral dance and uploading to his account with the hashtag #juiceandchampagne. Champagne Story will ask his followers to recreate the dance and post it with the hashtag. Zach Clayton will participate by uploading the dance. The aim is to spread awareness for the track and build internet hype. Tik-Tok has become a brilliant and effective platform for music promotion.

Ensuring the track is placed in playlists is a major factor to the track gaining plays. We plan to contact all our known playlist curators for Spotify and Apple Music, those that we have an existing working relationship with, and sending them the track and the press release. Two of our curators loved the track and are willing to add it to their playlist on release. There are online services that offer playlisting services. An example of such a service is Playlist Promotions; they offer affordable playlisting services based in the US. Using our connections, we hope to secure the '100K follower package', which guarantees our music will be added to playlists with at least this follower reach. This package should allow our organic streaming numbers to hit between 20k-40k (Playlist-Promotion, 2021).

A website will be created by the team using wix.com and will cost £22 per month to run and a domain ChampagneStory.com will be purchased for 99p from Go Daddy domain (GoDaddy, 2021). Creating our own website will help consumers access our content, purchase merchandise and access official news. This is a vital strategy (WIX,2021).

More traditional methods of marketing will also be included in our hybrid strategy including generating an email list. Mailing lists remain an incredibly important marketing tool and are an easy and effective way to reach fans and engage with them more personally. You are 6 times more likely to get higher click-through rates

through emails compared to tweets. In addition, emails being 40 times more effective at acquiring new customers than Facebook or Twitter (Campaign Monitor, 2019). A mailing list will be setup during the planning phase of the campaign with Champagne Story's audience informed to sign up via his website which will be linked in his bios by using his social media platforms to promote the mailing list. The email list will be operated via Champagne Story's Wix website because Wix offer an excellent mailing list service included in the monthly fee (WIX,2021).

We will also be reaching out to BBC Radio 1 Xtra and attempting to get placed on the Introducing Programme. We decided to use Hart Media radio services who agreed to charge us £500 per track and they aim to secure us space on 1 Xtra and other radio stations. Hart Media are an excellent company with years of experience and a long-standing connection to the industry (Hart Media,2021).

6. Campaign Timeline

Throughout the campaign we will be offering a range of assets:

- 1x Single
- 1x EP
- Merchandise
- Tour information and Tickets

The campaign timeline sets out the timeframe and procedures that are necessary to carry out and implement the marketing strategy for Champagne Story and to ensure we successfully meet all our objectives and KPIs.

Planning Phase – 4 months prior to release

The initial planning phase begins with brainstorming ideas for the release and includes the different strategies and promotional methods for the new single. Once the strategy is decided upon, creative decisions must be taken including creating artwork and merchandise.

First, we began searching for an artist to commission to create the artwork for 'Juice'. We wanted artwork that was fun and represented a night out. We reached out to Evan Eckard who is a graphic designer and both Champagne Story and the team liked his previous work. Eckard agreed to work with us after hearing the song (Evan Eckard, 2021). Eckard charged us £1000, and agreed to also design merchandise for our campaign. See appendix A for the artwork that was created.

With artwork created we could begin to look towards a merchandise campaign. There are many services available that can create merchandise and we started to shop around for a service that worked for us. After scoping a variety of services, we decided to use a provider we had worked with before called DizzyJam, an on-demand printing company. We aim to market various items from Tees and Hoodies all the way to mugs and bags. Using an on-demand printing company means that we will not produce large amounts of stock, which cannot be sold and hence we will avoid surplus merchandise production. Instead, each order is printed after a sale comes through, in turn minimising any financial losses. DizzyJam offered the most competitive deal and specialises in music merchandise. Their services operate by allowing you to set all your prices and make 25% of the retail price. So, a T-Shirt

selling at £22.48 would make £7.50 profit and there are also no start-up costs.

DizzyJam also provides a service that offers bulk orders if you want to create tour merchandise (DizzyJam, 2021).

The song will be released via Champagne Story's label to all major online streaming services.

After the 4 months planning phase is over and all our tasks are complete, we progress to the 8-week release plan, including a 4-week pre-release and 4 weeks post release strategy and release day plans. The plan below details the 8-week campaign. (See Appendix B for Gantt Chart)

We will distribute a press release to all contacts to help promote our track to industries professional. For the Press Release (see appendix C).

Pre-save campaign

20 secs teaser to come out 5 days before with link to Spotify Pre-Save campaign and Champagne Story to go Live on Instagram to promote engagement with the pre-save as this can help boost the single on Spotify.

'Juice' 8-week release plan

Weeks 1 - 4:

- Creation of assets including photos and videos.

- Begin running daily Instagram adverts to reach four thousand impressions per day, rotating the content from a range of available assets. Budget £20 per day, £140 per week.
- Three-time per week running Facebook Ads to reach one thousand impressions. Budget £20 per day, £60 per week.
- Run YouTube Ads to reach 50,00 impressions.
- Post content to all social media platforms – using available assets (Instagram, Twitter, Snapchat and Tik-tok)
- Launch the Pre-Save campaign

Release Day:

- Social media content across all platforms announcing the release.
- Going live on Instagram
- Create hashtag: #juiceandchampange
- Posting to people listening to Juice on Instagram and Snapchat stories (and thanking them).

Week 4 – 8 (Post Launch):

- Ad campaigns to continue.
- (Early release) Use the mailing list to send exclusive information about behind the scenes content and touring information.
- The general release of BTS content, Q&A (live or IGTV)
- Touring info to all social media platforms

- In week 5 release 'Juice' music video

Album and Tour phase

After the release of Juice and during the last few weeks of the 8-week release plan, we will begin to focus on the creation, promotion and sale of a UK and EU tour to start 3 months after release. This is the beginning of the album promotion and the marketing strategy is in progress.

We are planning the UK and European tour for Champagne Story 3 months after the release of Juice and one month after the release of the Night Messiah album. We must source and arrange venues, transport and ticketing. We will then implement the marketing methods mentioned above to promote the tour alongside the album release and will use a similar digital strategy to 'Juice'.

Initially, we needed to find a booking agent to manage booking the different venues required for the tour and considered employing a tour manager. However, it was agreed that Champagne Story would provide an individual to undertake the role of tour manager. After conducting research we identified that a booking agent would expect to take a 10% to 15% commission from any given show that they booked (Ditto, 2019). We agreed to use Julie Tippex, an art and music agency based in Paris, London, and Berlin (Julie Tippex, 2021). Now we are in a position to progress the organising of the tour and begin promotion using social media platforms and using the hype generated by 'Juice' to strengthen the promotion process. In addition we plan running a competition to win VIP tickets.

For ticketing, we will use Ticketmaster as they are the largest and most reputable ticket-selling service with flexible options available to the seller. Ticketmaster's

selling tickets are free as they generate revenue by charging a service fee to the consumer (Ticketmaster, 2021). We will be selling general admission tickets plus VIP tickets, including backstage access and meet and greet. VIP tickets should appeal to the more hardcore fans searching for an enhanced experience; these tickets will be pushed primarily to the fans who have signed up to the mailing list and other more niche routes.

7. Budget

Proposed budget for the release of 'Juice' and the subsequent Tour and Album are detailed in a full spreadsheet (See Appendix D). Champagne Story provided an initial £5,000 and his label provided a healthy £30,000 making a total budget of £35,000 to begin the release campaign. These monies will be sufficient to cover all expenses involved in releasing the single, including creating the artwork, merchandise, marketing, promotion and staff costs according to budget forecast.

The total spend is estimated at £31,777 of the budget, leaving a balance £3,223.

After the single releases we will use sponsorships fund to help cover tour expenses. We were successful in securing a great sponsor who fitted with Champagne Story's name, lyrics and lifestyle. The deal with Moët Champagne amounted to £15,000 in return three times a week, promoting social media for six months and branding at live shows in addition to references on the upcoming album.

The budget also identifies estimated profits from ticket sales and revenues from streaming and sales.

8. **Summary**

This marketing report seeks to fully identify the essential strategies and plans related to the release and marketing campaign for Champagne Story's successful release of the single 'Juice'. The report considers how the objectives and KPIs will be met. We have sought to analyse current industry practices and challenges and worked collaboratively with Champagne Story and our partners to create effective solutions and a digital marketing strategy that utilizes the most efficient and modern digital and traditional marketing methods at our disposal.

You can listen to the track at: <https://soundcloud.com/joeysensier/juice-ft-champagne-story-laslau/s-CfvdsozaxL>

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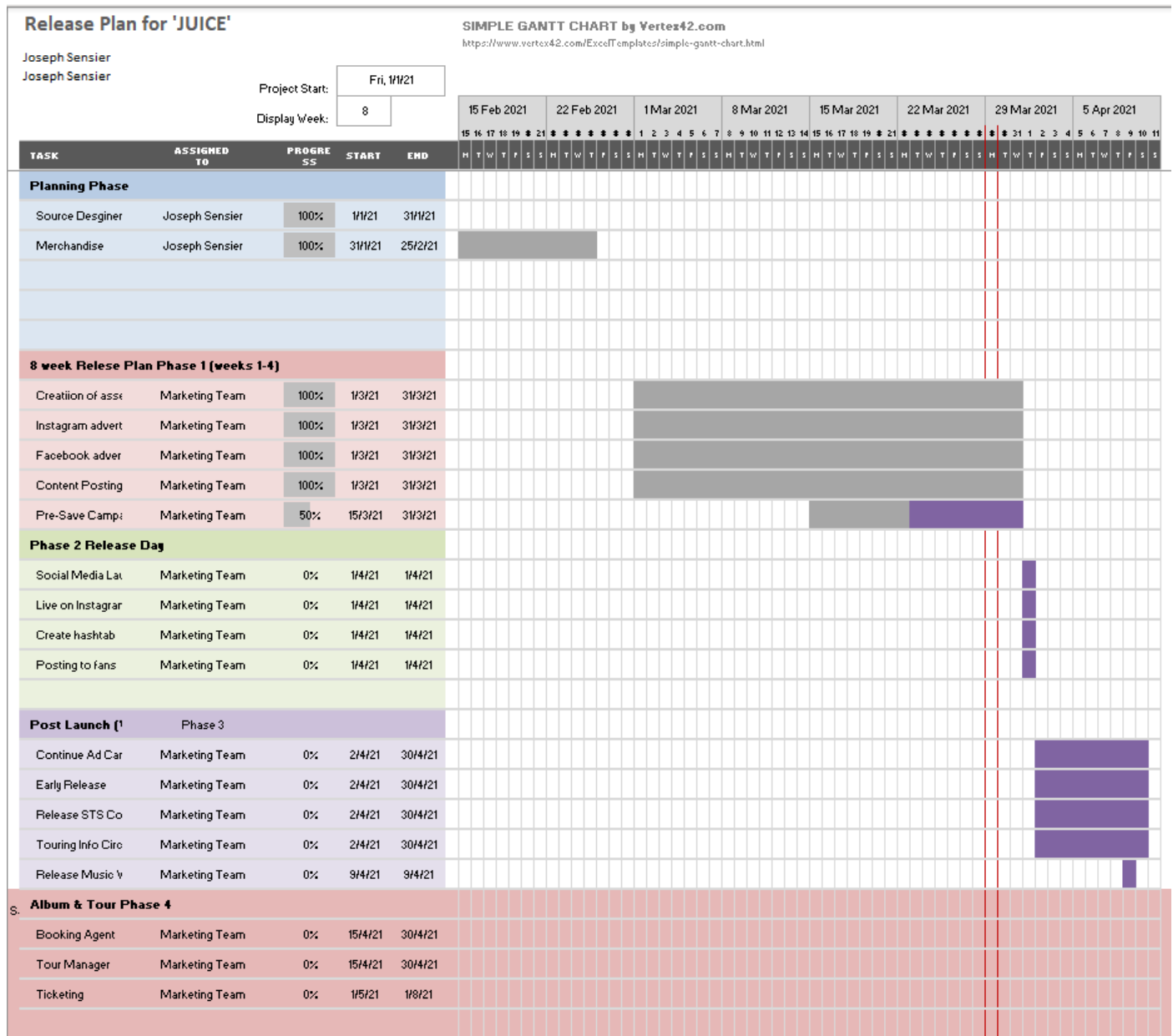
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Appendix A

(Evan Eckard, 2021)

Appendix B



Appendix C

For Immediate Release

Champagne Story releases new single "Juice" on April 1st



"The next big star coming out of London" – Genius

Starting the spring off with a blast, Champagne Story from London is releasing his first major single featuring Joey Sensier and Laslau on April 1st. It is a great start to his fast-developing career after stirring up some buzz on the SoundCloud scene last year.

With the highly anticipated EP 'Night Messiah' following shortly this summer. The hype is starting to build for this up-and-coming superstar.

Listen to the track here: <https://soundcloud.com/joeysensier/juice-ft-champagne-story-laslau/s-CfvdsozaxL>

Champagne Story explains the track "as the new anthem of the summer and a great club banger. Working in collaboration with Joey Sensier and Laslau has been on the cards for a long time so it is fantastic that we have been able to come together in our busy schedules and spend time recording. We plan to drop some more tracks later in the year!"

'Juice' will be available to stream on all major platforms on April 1st.

Appendix D

	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Totals
	£	£	£	£	£	£	£	£	
Cash balance*	0	33,378	32,555	15,293	12,955	37,743	50,761	62,467	
Income									
Management Capital	30,000	0	0	0	0	0	0	25,000	55,000
Funding	5,000	0	0	0	0	0	0	0	5,000
Moet Sponsorship	0	0	0	0	15,000	0	0	0	15,000
Sales/Streaming Revenue	901	699	1,310	734	2,310	2,040	1,998	2,000	11,992
Ticket Sales			0	0	9,000	12,500	11,230	9,721	42,451
Total Monthly Income*	35,901	699	1,310	734	26,310	14,540	13,228	36,721	129,443
Expenses									
PR	0	0	500	0	0	0	0	0	500
Adverts	0	0	1,550	1,550	0	0	0	0	3,100
Fees for Influencers	0	0	15,000	0	0	0	0	0	15,000
Website costs	23	22	22	22	22	22	22	22	177
Marketing Staff Cost	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	12,000
Grahpic Desgin	1,000	0	0	0	0	0	0	0	1,000
									0
Income less expenses*	2,523	1,522	18,572	3,072	1,522	1,522	1,522	1,522	31,777
Cash balance*	33,378	(823)	(17,262)	(2,338)	24,788	13,018	11,706	35,199	97,666
	33,378	32,555	15,293	12,955	37,743	50,761	62,467	97,666	