FRANCESCA RIGONI
STUDENT NUMBER: 1916335
CREATIVE ASSIGNEMENT
ELEMENT 2A: PORTFOLIO



PART 1

WHO AM.I (IS)



AM.I'S INTERVIEW WITH UNICORN MAGAZINE

"AM.I COMES FROM A JOURNEY OF SELF DOUBT THAT I HAD THROUGHOUT MY LIFE. WHEN I MOVED TO THE UK I REALISED THAT WAS ONE OF MY ISSUES. I STARTED TO BE AWARE OF IT AND WITH THE AWARENESS CAME ACCEPTANCE AND CONTROL OVER IT. WHEN YOU SELF DOUBT YOU HAVE LACK OF CONFIDENCE AND ALL THAT COMES WITH IT, BUT WHEN I STARTED TO EMBRACE IT AND ACCEPT IT, IT ENABLED MY PERSONAL GROWTH. I REALISED THAT SELF DOUBT WAS EQUALLY GOOD AND BAD. IT MAKES YOU QUESTION YOURSELF WHEN YOU SHOULD AND WHEN YOU SHOULDN'T EITHER, IT'S ALL ABOUT FINDING A BALANCE.

AM.I COMES FROM A QUESTION: AM I ENOUGH? AM I GOOD? AM I BAD? AM I STRONG ENOUGH FOR THIS? AM I WEAK? IT'S LITERALLY THE ESSENCE OF THE SELF DOUBT THAT HAS BEEN WITH ME MY WHOLE LIFE AND WHAT MADE ME WHO I AM."

WHO AM.I (IS)

AM.I IS AN ALT-POP SOLO ARTIST ACTIVE SINCE 2019 ORIGINALLY FROM ITALY THAT NOW GRACES THE MUSIC SCENE OF LONDON WITH HER MESSY SILKY BEATS AND POETIC VOCALS.

AM.I USES CATCHY DISTORTED SYNTH LINES AND EDGY LYRICS TO TALK ABOUT SOME OF THE STRUGGLES IN LIFE AND LOVE OF HER GENERATION. MUSIC FOR AM.I IS A COPING MECHANISM THAT HELPS HER THROUGH HER DEPRESSION AND MENTAL HEALING PROCESS.
ARTISTIC INSPIRATIONS: BANKS, BILLIE EILISH, FKA TWIGS, MURA MASA, LYKKE LY, TOVE LO, JAMES BLAKE, NONAME.



RELEASES AND ACHIEVEMENTS

AM.I HAS RELEASED AN EP CALLED "PRODUCT OF PROCRASTINATION" WITH TWO SINGLES TO SUPPORT IT.

"MILLENNIAL (0219)", LAUNCHED ON NOVEMBER THE 8TH 2019, IS A STATEMENT OF HER MUSIC AND MESSAGE. SPOKEN WORDS ON MENTAL ISSUES AND SEXUALITY MADE THE TRACK SO POWERFUL THAT IT **GOT PICKED BY** TASH WALKER, HOST OF "GET IN HER EARS" **ON HOXTON RADIO**, AND PLAYED ON AIR ON HER SHOW, ENDED ON POPULAR PLAYLISTS ON SPOTIFY WITH THOUSANDS OF FOLLOWERS AND GOT AM.I INTERVIEWS WITH LGBTQI+ MAGAZINES LIKE UNICORNZINE (@BIPRIDEUK), QUAZAR MAGAZINE AND AN ARTICLE ON THE TILEYARD WEBSITE.





(PRESS ON EACH PHOTO)





RELEASES AND ACHIEVEMENTS

“GAME OVER”, SECOND SINGLE AND A TEARFUL BALLAD ON HEARTBREAK, **WAS SELECTED FOR THE SPOTIFY EDITORIAL PLAYLIST “NEW POP UK”** AND OTHER POPULAR ONES (“SAD SONGS YOU CAN CRY TO” BY THE FASHION BLOGGER/INFLUENCER PAULA BIRZINICE, TRUFFLE MUSIC PLAYLIST, KYDA STUDIOS)

PRODUCT OF PROCRASTINATION CAME OUT DURING NATIONAL LOCKDOWN, IN MAY 2020 AND **GAINED HER, ON A PEAK, 170 SPOTIFY FOLLOWERS, 811 PLAYLISTS, 61K TOTAL STREAMS AND 12K MONTHLY LISTENERS ON SPOTIFY.**

SHE SHOT A MUSIC VIDEO IN COLLABORATION WITH TILEYARD MUSIC, RECORDED HER EP AT ABBEY ROAD STUDIOS AND HAD A FULL HOUSE GIG AT HOXTON253 IN FEBRUARY 2020 WHERE SHE PERFORMED GAME OVER BEFORE ITS RELEASE.







STATS | SPOTIFY

Fan Metrics

*Averages are calculated over the last 28-days of available data.

Chart Sync Off

398.7K	0	-20	11.78	10
Average CPP Rank	Average Daily New Followers	Daily Change in Average Monthly Listeners	Fan Conversion Rate	Spotify Popularity



Am.i

About Artist

Social

Spotify Fan Conversion Rate

Zoom 1m 3m 6m 1y All

From Jul 10, 2020 To Oct 10, 2020

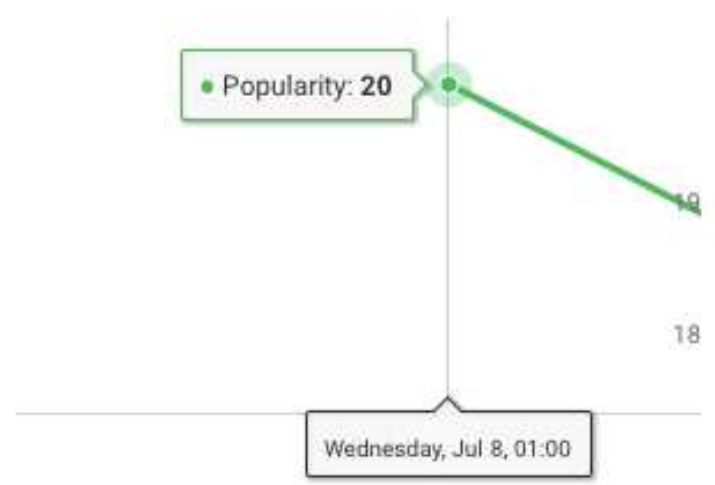


Spotify Popularity Index 10

Last updated today

Zoom 1m 3m 6m 1y All

From Jun 25, 2020 To Jul 15, 2020



FROM JUL 2019

Chartmetric Dashboard Charts Artists Albums Playlists Curators Cities Radio A&R Report



Am.i

About Artist

Social

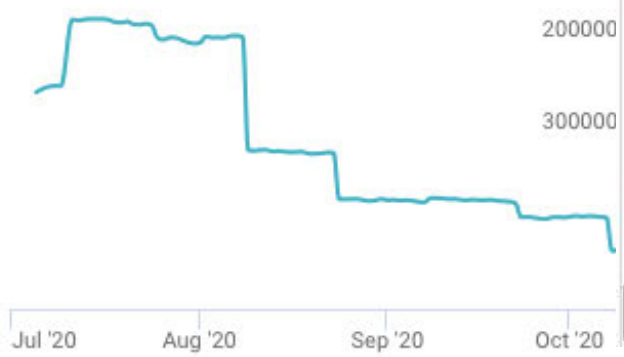
CPP Rank

Last updated yesterday

Learn More 426,678

Zoom 1m 3m 6m 1y All

From Jul 1, 2020 To Oct 9, 2020

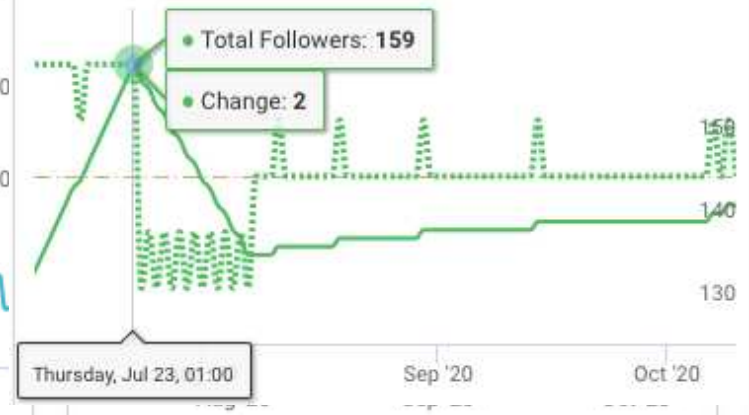


Spotify Followers 142

Last updated today

Zoom 1m 3m 6m 1y All

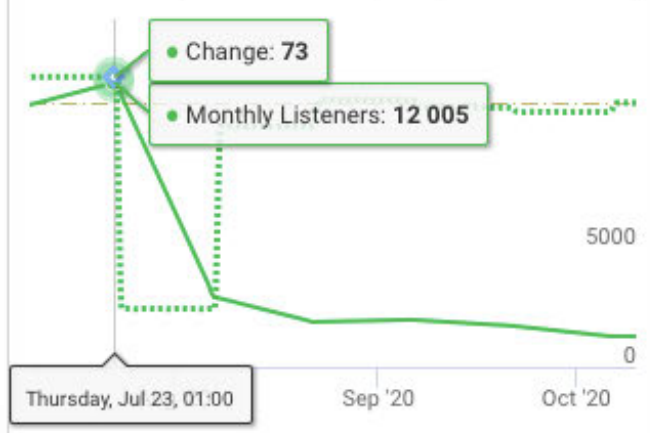
From Jul 10, 2020 To Oct 10, 2020



Spotify Monthly Listeners

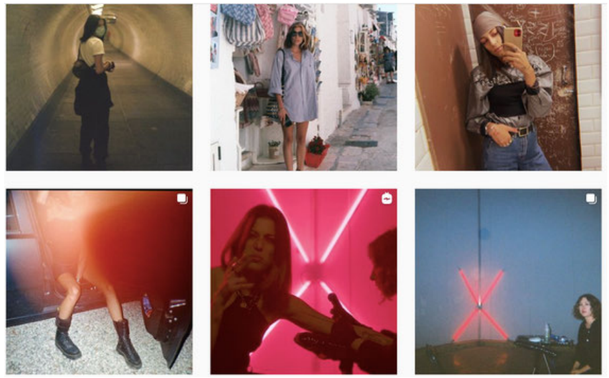
Zoom 1m 3m 6m 1y All

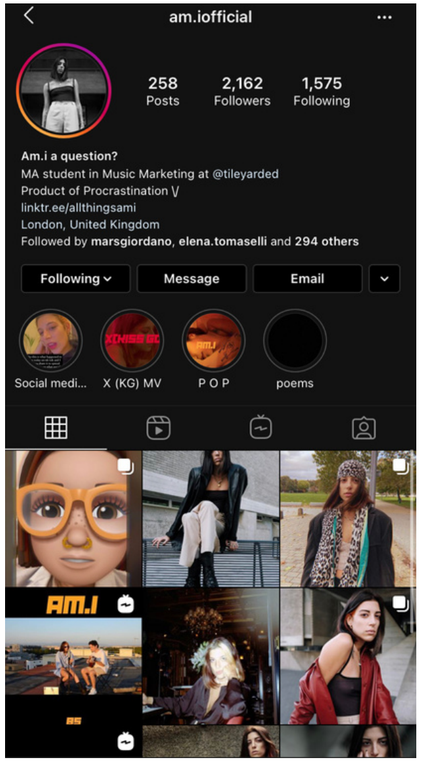
From Jul 10, 2020 To Oct 10, 2020



STATS | INSTAGRAM

THIS PLATFORM **IS WHERE EVERYTHING AROUND AM.I HAPPENS**. SHE CHOSE INSTAGRAM AS HER **MAIN SOCIAL MEDIA** TO ENGAGE WITH HER FANS AND POST ALL MAJOR INFORMATION ABOUT RELEASES AND EVERYDAY CONTENT.
SHE CURRENTLY HAS **2,162 FOLLOWERS**.
THE PROFILE HAS AND ANALOG LOOK AND THE PREDOMINANT COLOUR IS ORANGE, THAT REPRESENTS HER IMAGE. SHE ALSO USED IT FOR HER MARKETING CAMPAIGN AROUND HER DEBUT EP. **THE ENGAGEMENT RATE IS OF 5% WITH HIGH NUMBERS ON REACH AND IMPRESSIONS.** BESIDES HER MUSIC SHE POSTS ALL SORTS OF CONTENT, FROM HIGH QUALITY PHOTOS TO EVERYDAY PICTURES TAKEN WITH AN ANALOG CAMERA OR HER PHONE. SHE ALSO POSTS ACOUSTICS COVERS, RECITED POEMS AND BTS CONTENT OF HER MUSIC AND VIDEOS.

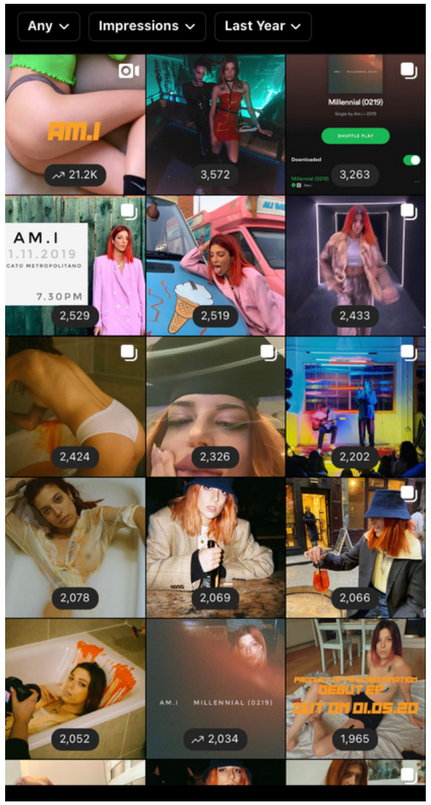




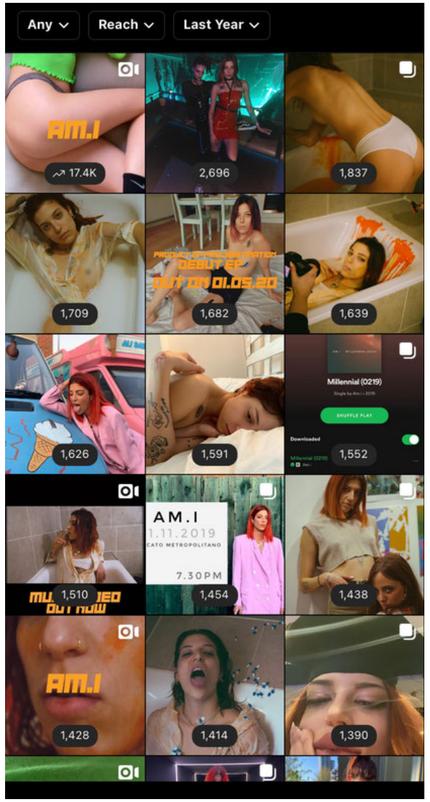
STATS | INSTAGRAM

MOST LIKED

IMPRESSIONS

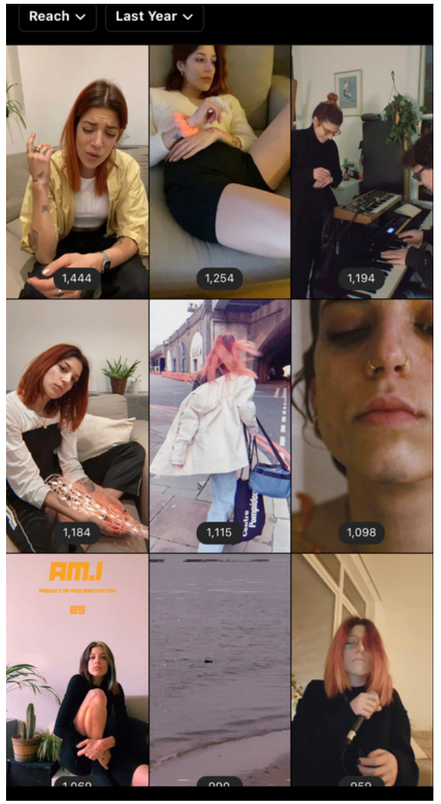


REACH



FIRST POST: SPONSORED FOR £40 OVER 2 WEEKS.

IGTV MOST REACHED



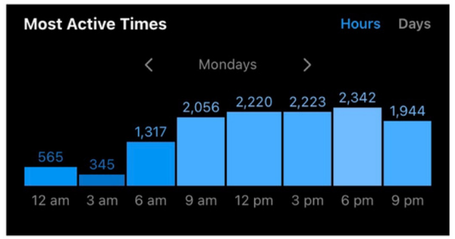
COVERS, MILLENNIAL(0219) MUSIC VIDEO AND BTS VIDEOS ABOUT THE EP.

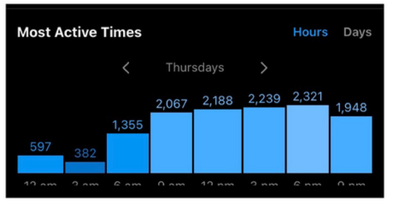
ALL DATA UP TO OCT 7 2020

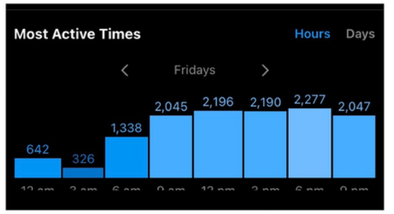
STATS | INSTAGRAM ACTIVITY

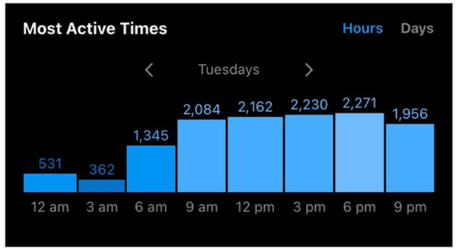
MOST ACTIVE DAYS IN ORDER OF AUDIENCE PRESENCE :

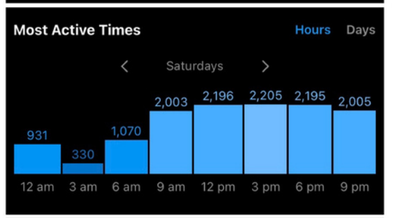
- THURSDAYS (1,339)
- MONDAYS (1,338)
- TUESDAYS (1,330)
- FRIDAYS (1,329)
- SATURDAYS (1,323)
- WEDNESDAYS (1,321)
- SUNDAYS (1,312)

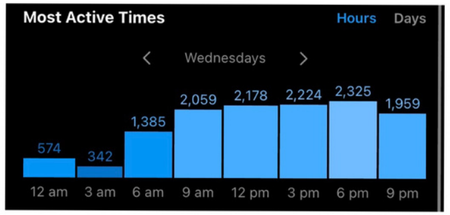


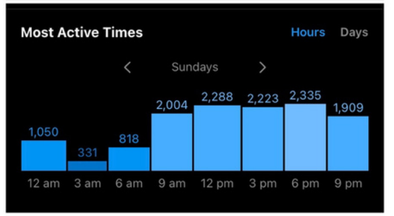












PER DAY, STATS FROM OCT 1 TO OCT 7 2020

STATS | FACEBOOK, TIKTOK AND TWITTER



FOLLOWERS 176
LIKES: 2929
MOST WATCHED VIDEO: 34K
ENGAGEMENT: 8%



FOLLOWERS 31
ENGAGEMENT RATE: 0%

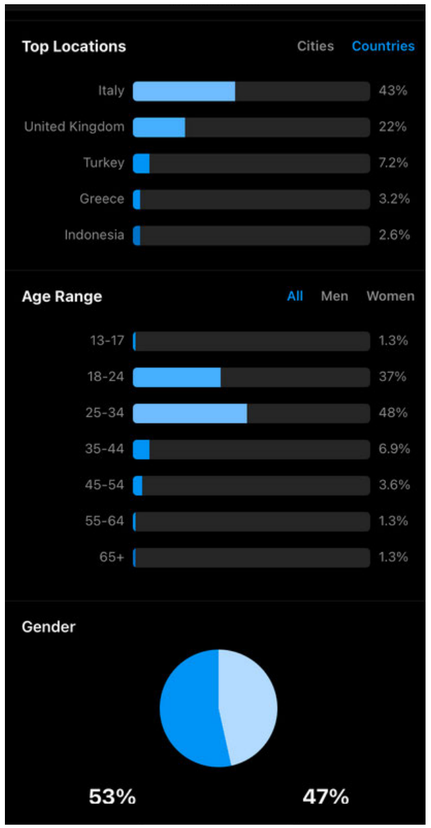


FOLLOWERS 220
ENGAGEMENT: 5%

STATS | AUDIENCE

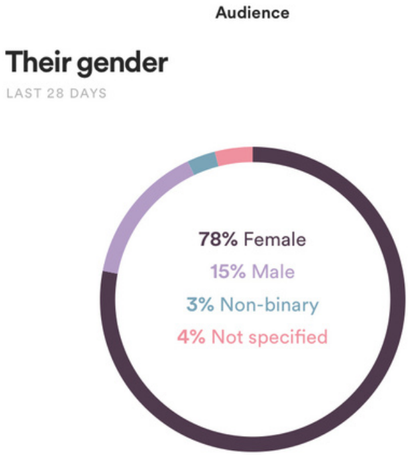
INSTAGRAM STATS SHOW A BALANCE BETWEEN GENDERS WHEN IT COMES TO THE AUDIENCE, WHICH MEANS
ALL GENDERS
ARE ALMOST
EQUALLY INTERESTED
IN AM.I'S CONTENT.

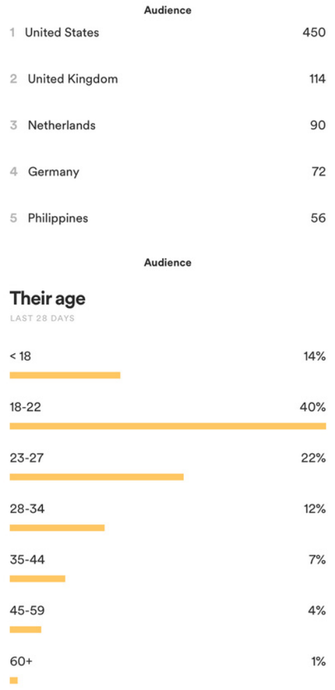
AGE RANGE : 48% IS BETWEEN 25 AND 34 YEARS OLD WITH A FOLLOWING 37% BETWEEN 18 AND 24 YEARS OLD.



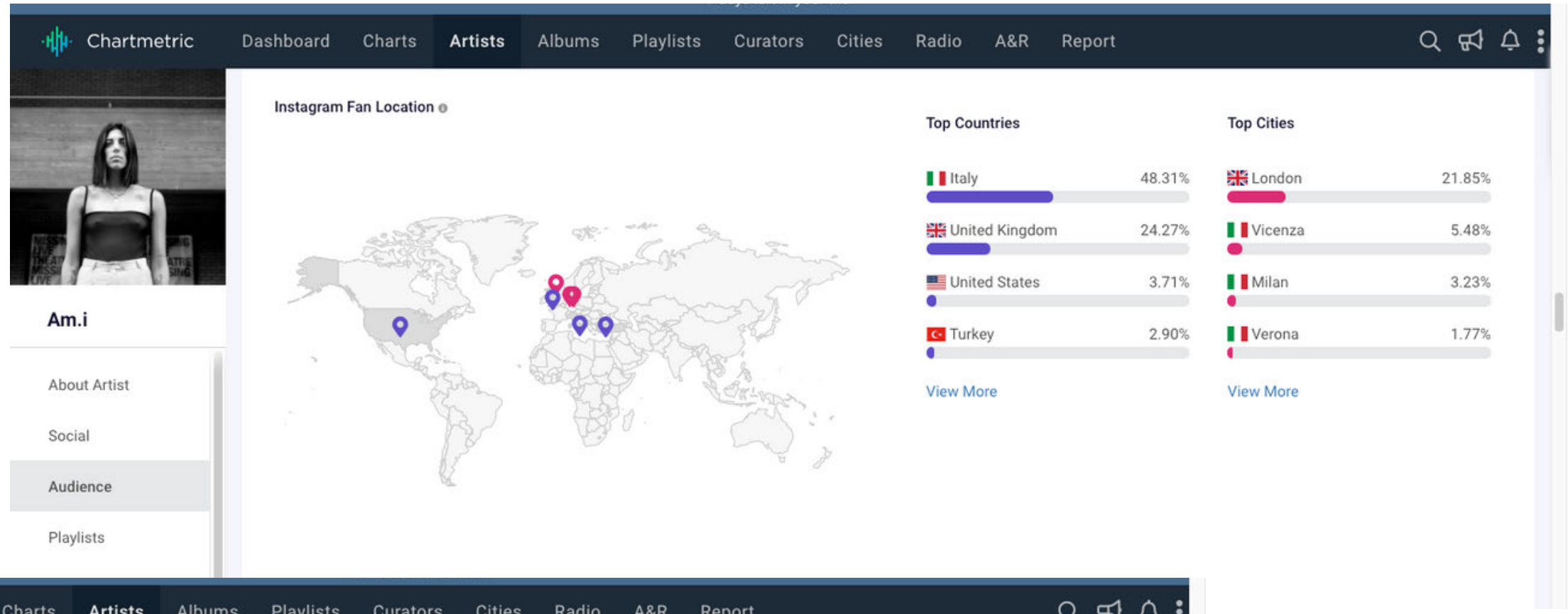
STATS FROM OCT 1 TO OCT 7 2020

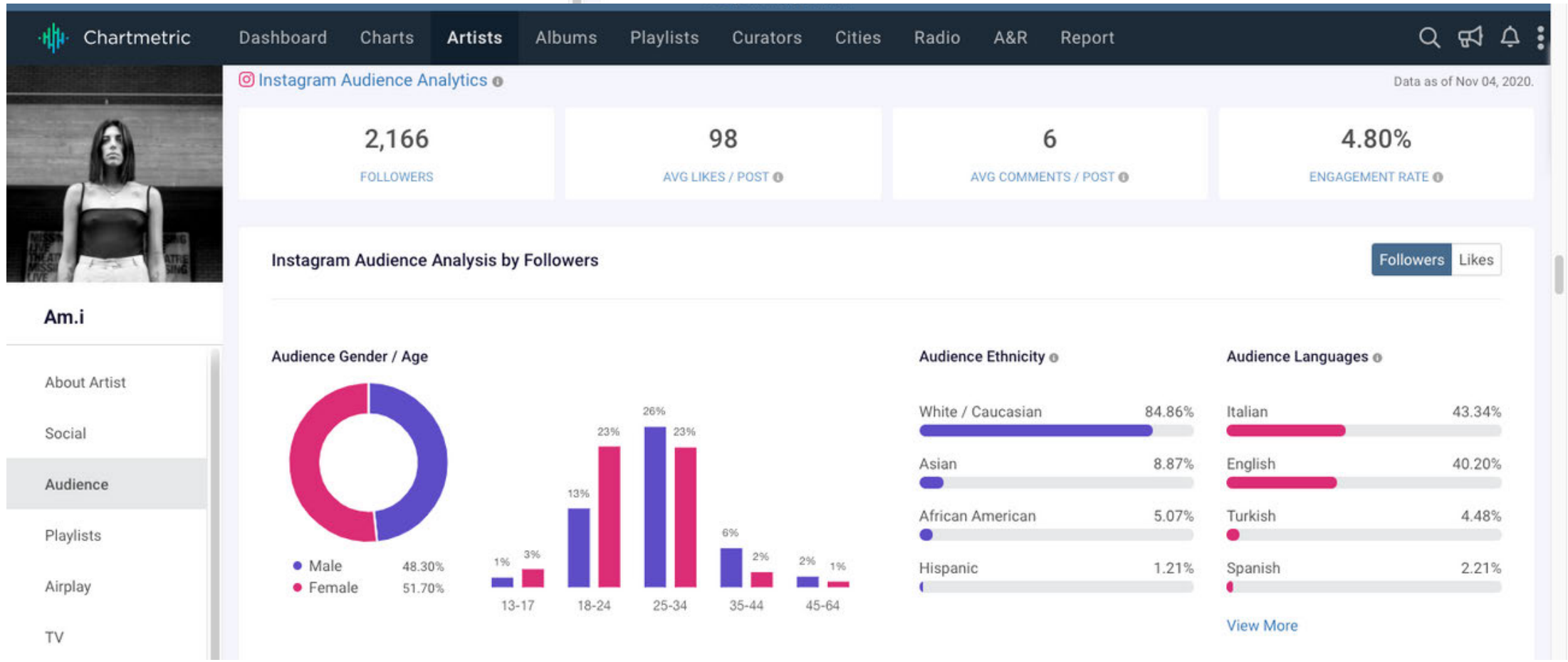
SPOTIFY STATS SHOW A STRONG FEMALE AUDIENCE DUE TO THE PLAYLISTS WHERE AM.I IS CURRENTLY IN .
WIDEST AGE RANGE OF THE LISTENERS IS 18-22 (40%) FOLLOWED BY THE 23-27 YEARS OLD (22%). MOST POPULAR COUNTRIES OF THE AUDIENCE ARE THE US, UK AND THE NETHERLANDS.





STATS | AUDIENCE






GENERAL
MARKETING
STRATEGY



STAGES

NEW AM.I

ICONOGRAPHY

NEW IMAGE

NEW LOOK + MOOD BOARD

TARGET AUDIENCE

TARGETED TERRITORIES

TARGETED PLATFORMS

DIGITAL PLATFORMS FOCUSES

BRAND COLLABORATIONS

ARTISTS COLLABORATIONS

TARGETED MAGAZINES (Y1,Y2,Y3)

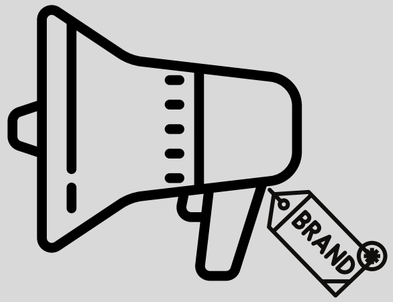
TARGETED FESTIVALS (Y1,Y2,Y3)

TARGETED VENUES (Y1,Y2,Y3)

TARGETED EVENTS

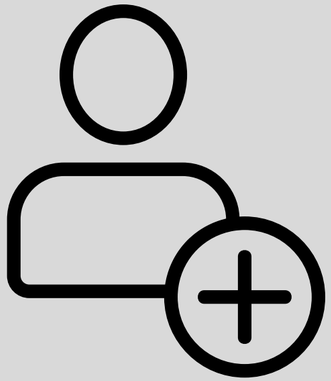
SOCIAL MEDIA TOOLS





1 AWARENESS

BRAND COLLAB
PR
LIVE GIGS
MUSIC RELEASES
NEW CONTENT



2 ACQUISITION

FOLLOWERS
AUDIENCE
SPOTIFY PLAYLISTING
SPONSORED ADS
MUSIC RELEASES
BRAND COLLAB



3 RETENTION

SUPERFANS
NEW CUSTOMERS
LOYALTY

REDEFINING AM.I

AM.I'S MESSAGE OF SELF LOVE, EMPOWERMENT , OPENNESS, IN TALKING ABOUT MENTAL ILLNESS AND LIFE STRUGGLES IS STRONG AND DIRECT BUT ALSO VULNERABLE, THAT IS WHAT CREATED AN ENGAGED FANBASE AROUND HER.
FOR THIS CAMPAIGN AM.I IS OPTING FOR A MORE POLISHED AND STRONGER IMAGE AND CONCEPT, REINFORCING THE IDEA THAT MUSIC SHOULD BE A SAFE PORT, RELATABLE AND AN OPEN BOOK FOR HER GENERATION. **ALONGSIDE HER CURRENT VISION SHE WILL INTRODUCE THE CONCEPT OF "STILLNESS" IN ALL HER NEW CONTENT.**
SHE QUOTES : "BEING STILL IS THE FOLLOWING STEP ON MY MENTAL HEALING PROCESS. STILL IS THE MIND WHEN IT IS CONTROLLED, WHEN OVERTHINKING IS ADDRESSED, WHEN THE MIND IS HEALING AND AT PEACE. STILL IS THE BODY AFTER A PHYSICAL EFFORT AND AFTER A PANICK ATTACK. "



ICONOGRAPHY

MINIMAL BUT EDGY AT THE SAME TIME, THIS IS AM.I. THIS IS THE MESSAGE WE WANT TO CONVEY WITH HER LOGO.
THE FONT USED IS CALLED **NAU_SEA.**
THE MAIN COLOUR USED FOR THE LOGO IS ORANGE BUT IT CHANGES BASED ON THE NEEDS OF THE CONTENT.

#F89820

AM.I

#737373

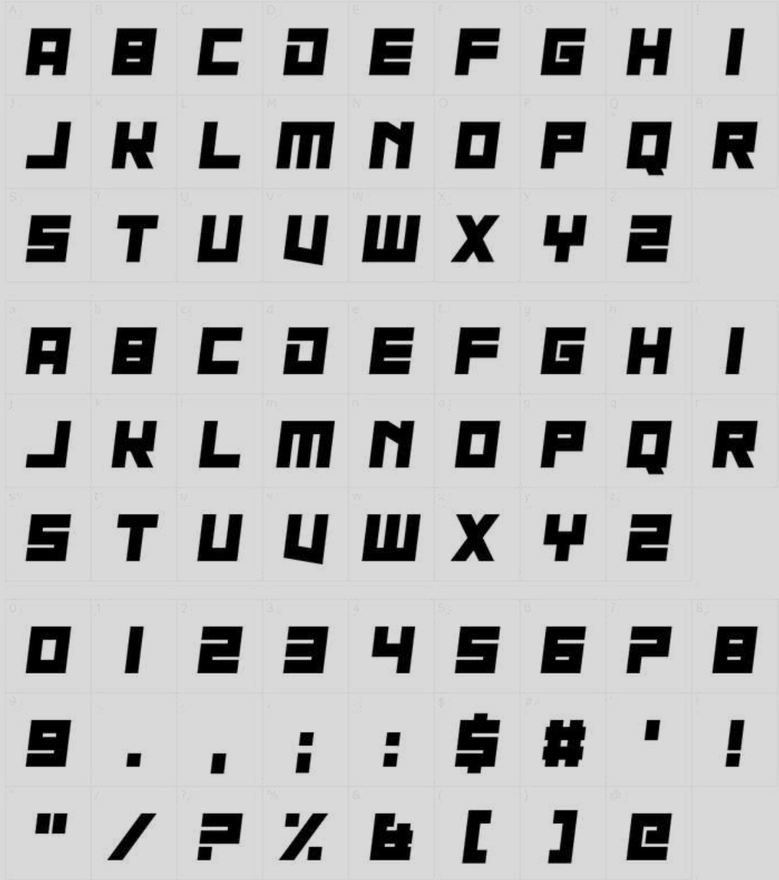
AM.I

#FF0100

AM.I

#000000

AM.I



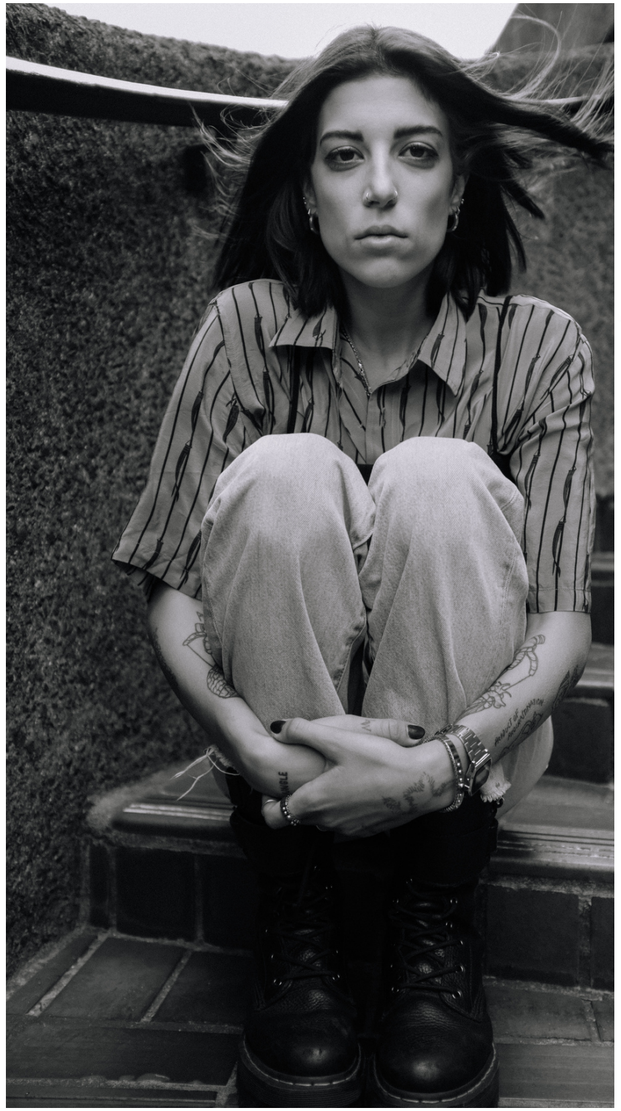
HER IMAGE WILL BE MORE POLISHED AND MINIMAL TO REFLECT HER NEW LOOK AND THE YOUNG ADULTHOOD PHASE OF HER LIFE SHE IS EMBRACING. SHE IS A FEMINIST, TALKING ABOUT EQUALITY, DISMANTLING STEREOTYPES AROUND WOMEN. SHE WEARS WHATEVER MAKES HER FEEL COMFORTABLE. SHE ACTIVELY TALKS ABOUT WOMEN EMPOWERMENT AND SHE TRIES TO REFLECT THAT IN HER IMAGE. FOR HER NEW LOOK WE WILL TAKE INSPIRATION FROM THE LONDON HIPSTER COMMUNITY, THE URBAN LONDON SOUTH EAST AREAS (PECKHAM, DEPTFORD AND HACKNEY) COS CLOTHING STORE, ARKET, SCANDINAVIAN FASHION AND MINIMALISM MIXING THEM WITH EDGY, UBRAN STREETWEAR PIECES FROM BRANDS LIKE JADED LONDON, NAMILIA AND VINTAGE 80S WEAR. WITH EDGY ACCESSORIES, GOLD AND BOLD STATEMENT EARRINGS, NECKLACES, RINGS, GRUNGE CHUNKY SHOES AND BLEACHED HAIR SHE IS IN BETWEEN GENERATIONS, SYMBOLICALLY AND LITERALLY, RELATABLE, STYLISH, NICHE AND A FRESH FACE ON THE MARKET, SHARING HER MESSAGE AND MUSIC WITH A NEW APPROACH.

STILLNESS IN FASHION

JADED LONDON WEBSITE



LOOKBOOK MOODBOARD











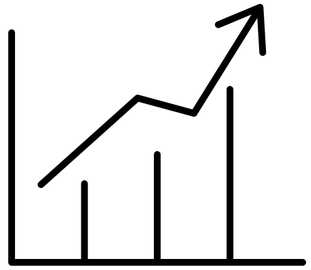


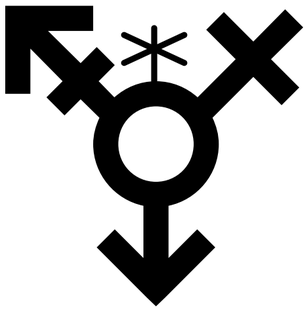


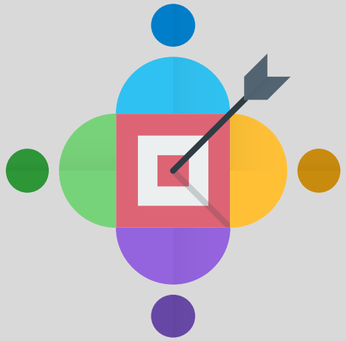


TARGET AUDIENCE

18-24







INCREASE THE PERCENTAGE OF LISTENERS OF THIS AGE RANGE TO HAVE IT CLOSER TO THE 25-30 ONE. THE 13-17 AGE RANGE ALSO TO INCREASE OF A 3%.

78% OF AM.I'S LISTENERS ARE WOMEN, ALL GENRES NEED TO BE REACHED, AM.I MUSIC'S MEANS TO BE INCLUSIVE.

TARGETED TERRITORIES

BASED ON THE CURRENT STATS THE CAMPAIGN WILL BE FOCUSED IN EUROPE (UK MAINLY, ITALY ALSO TARGETED) AND THE US.

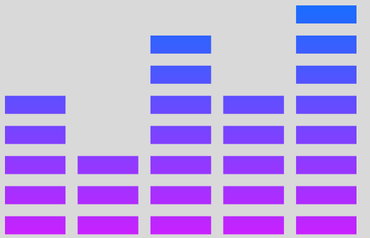


TARGETED PLATFORMS (IN ORDER)





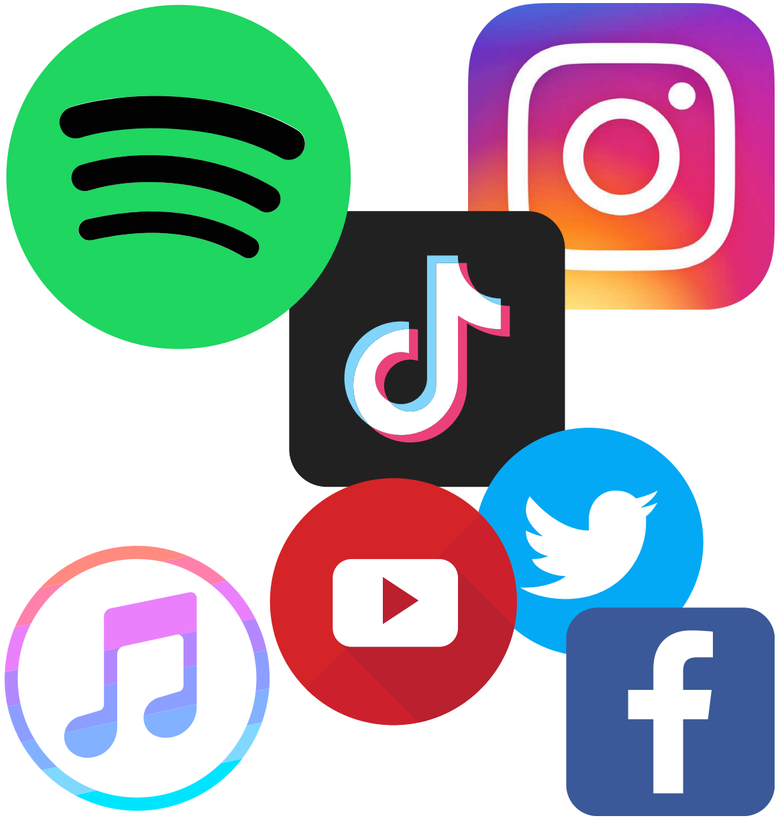


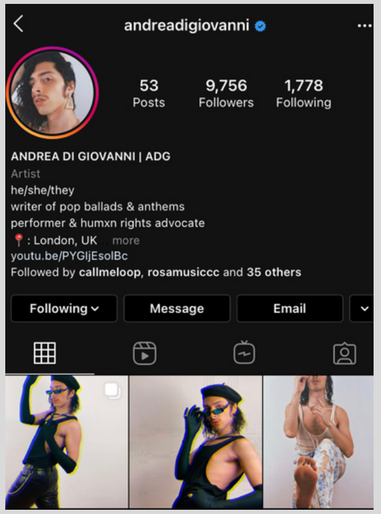
DIGITAL PLATFORMS FOCUSES

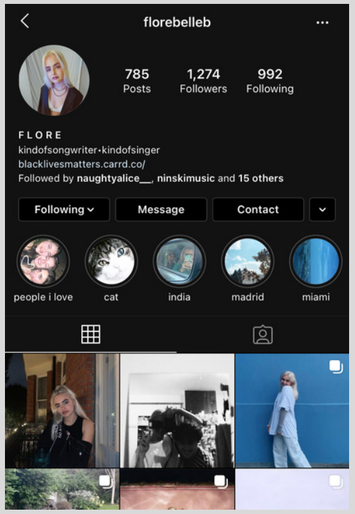


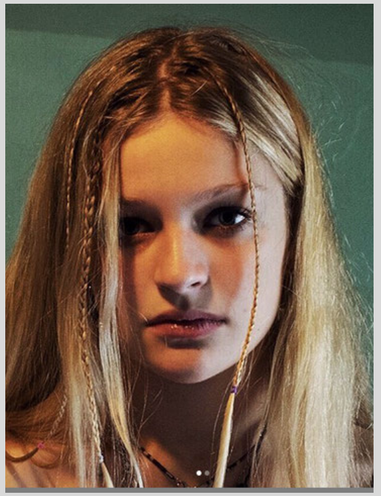
- **REFRESH:** MORE INSPIRING/EDGY/INCLUSIVE HIGH QUALITY CONTENT ON ALL SOCIALS.
- **ENGAGEMENT:** MORE COMMENTS, LIKES, SAVES, SHARES FROM BOTH USERS AND AM.I.
- **POPULARITY INCREASE:** AM.I NEEDS MORE DIRECT REACH WITHIN HER COMMUNITY.
- **GROWTH :** FOLLOWERS, AUDIENCE, LISTENERS.
- **COLLABORATIONS:** WITH OTHER MUSICIANS, BRANDS, ARTISTS, MAGAZINES, COMPANIES, BUSINESSES, RADIOS, BLOGS, INFLUENCERS.

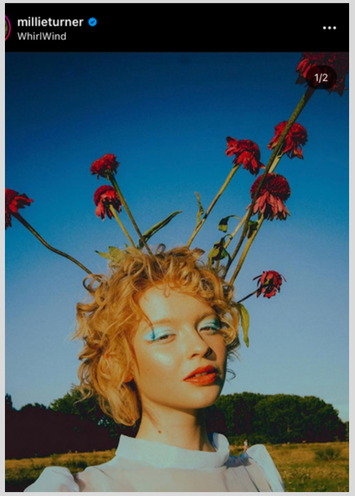


- MORE MUSIC AND COVERS
- MORE ENGAGEMENT WITH HER FOLLOWING THROUGH HER ART, POEMS BUT ALSO OPENING CONVERSATIONS ON TOPICS CLOSE TO AM.I'S HEART LIKE MENTAL HEALTH, SEXUALITY, FEMINISM, THE JOURNEY TO SELF-ACCEPTANCE, THE ABOLITION OF SOCIAL STEREOTYPES
- COLLABORATIONS WITH ARTISTS SIMILAR TO AM.I (**ANDREA DI GIOVANNI, DYLAN, FLORE, MILLIE TURNER**)
- MORE HIGH QUALITY CONTENT AND PICTURES
- REFRESH LAYOUT
- USE REELS
- SPONSORED POSTS AND STORIES FOR EVERY RELEASE









ANALOG, BW/ORANGE, RAW CONTENT

VISUALLY AM.I HAS ALWAYS USED ANALOG PHOTOGRAPHY OR ANALOG FILTERS FOR HER CAMPAIGNS AND AS SHARED CONTENT SO THIS CONCEPT WILL BE DEVELOPED INTO A MIX BETWEEN DIGITAL AND ANALOG ASSETS WITH BETTER QUALITY. NATURAL LIGHTING IN PICTURES IS ANOTHER VISUAL ELEMENT OF AM.I'S IMAGE: SHE USES IT TO REPRESENT THE PURITY AND VULNERABILITY OF HER PERSONA. **BLACK AND WHITE** WILL BE A NEW CONCEPT TO ADD TO THESE ALREADY PRESENT (ORANGE BEING THE COLOUR THAT REPRESENTS HER) AS IT ADDS THE SENSE OF STILLNESS TO THE LAYOUT.
AS FOR A GENERAL GUIDELINE, AM.I DID DIY, SIMPLE, FULL OF SENTIMENT AND RAW MATERIAL FOR HER PAST CAMPAIGNS AND MUSIC VIDEOS AS IT MIRRORS HER RAW, SIMPLE AND EMOTIONAL MUSIC. THE CONCEPT OF STILLNESS AND RAWNESS WILL BE MOST VISIBLE ON HER MUSIC VIDEOS TO COME.

AM.I'S PRODUCT OF PROCRASTINATION RELEASE SELF-MADE SPONSORED CONTENT VIDEO FOR INSTRAGRAM

OLD CAMPAIGN PICTURE FOR MILLENNIAL (0209)







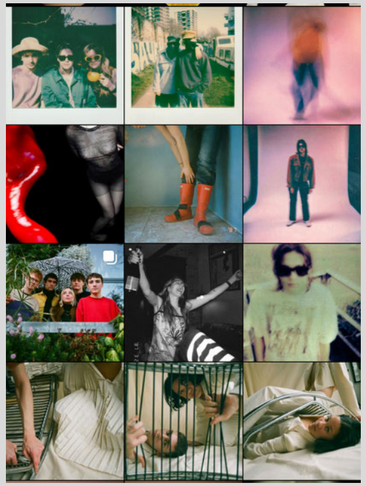
MOODBOARD INSPO FOR INSTAGRAM LAYOUT

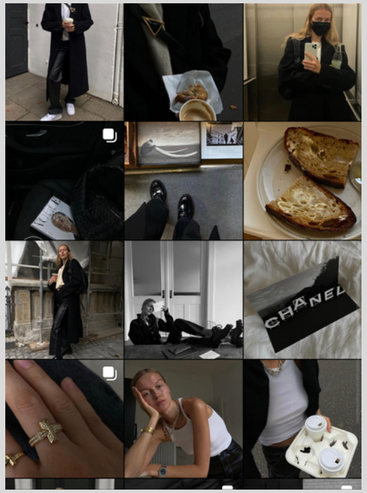


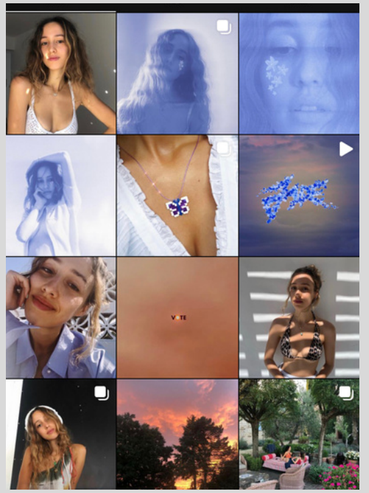


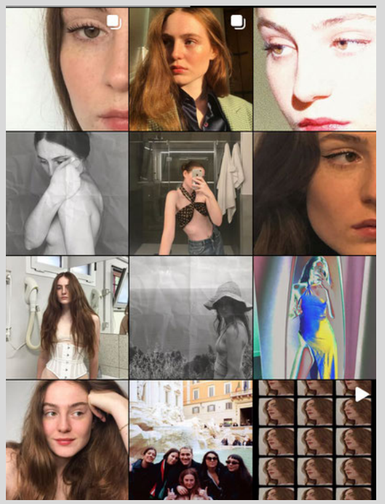




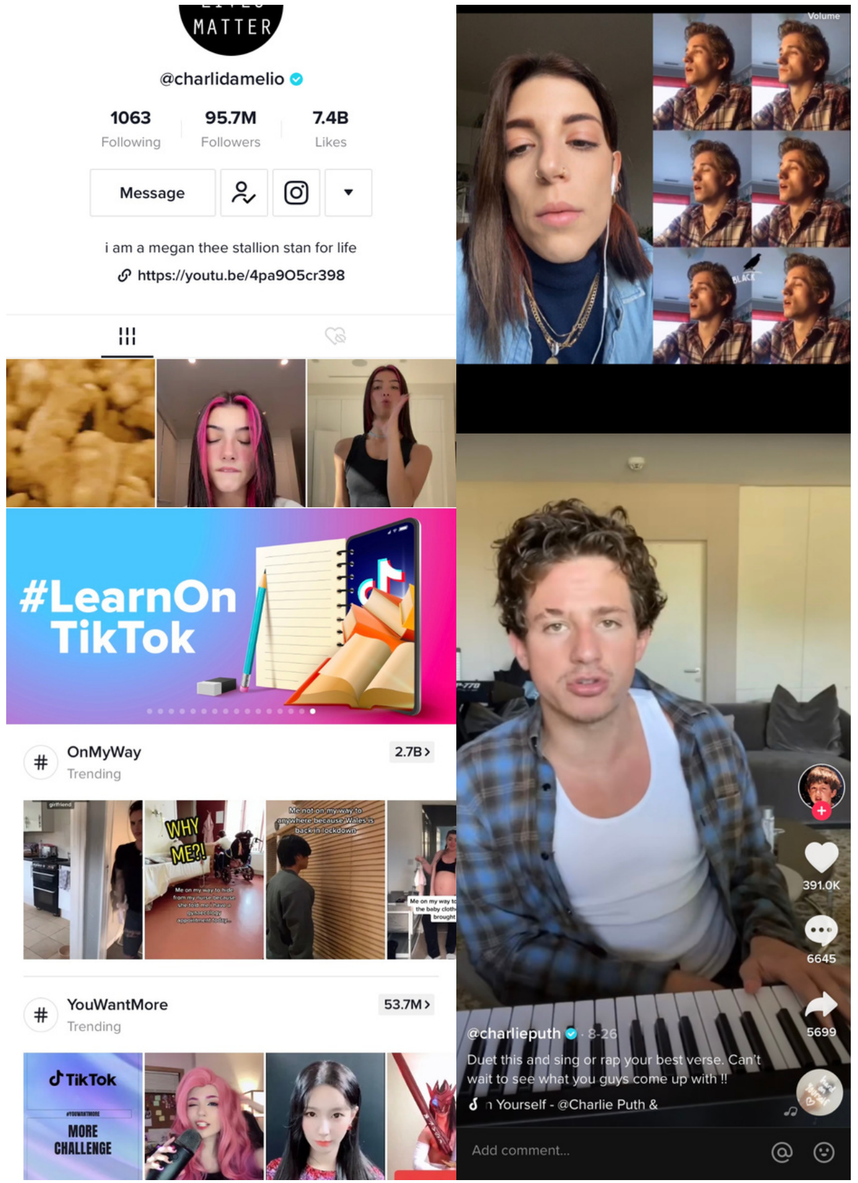








- AIM: **SECOND MOST POPULAR SOCIAL MEDIA PLATFORM FOR AM.I**
- ENGAGE IN TRENDS
- DUETS (INSPIRATION: CHARLIE PUTH)
- CHALLENGES (CREATE A CHOREOGRAPHY FOR AM.I'S RELEASES)
- QUALITY CONTENT
- TRAILERS / VISUALISERS OF NEW RELEASES TO SHARE
- EXCLUSIVE EARLY LIVE STREAMS
- SHORT ACOUSTIC COVERS
- PROMOTE MERCH WITH OUTFIT IDEAS



LIVE STREAMING

EXCLUSIVE PREVIEW

HIGH QUALITY CONTENT
(MUSIC VIDEO, ACOUSTIC VIDEO, BTS, LYRIC VIDEO)

INCREASE SUBSCRIBERS



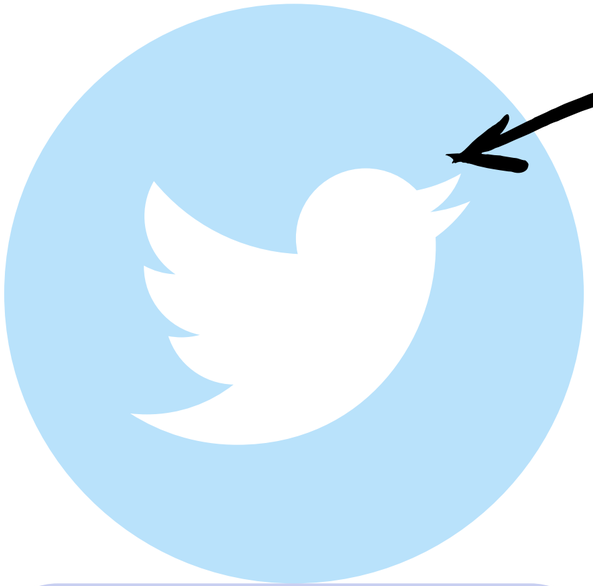
PERSONALISED POSTS

DIRECT CONTACT WITH COMMUNITY

SHARE INSTANT NEWS AND ENJOY IN CONVERSATION

#AMILIVE DURING A RADIO PLAY OF AM.I'S SONGS TO SHARE

INSTANT REACTIONS WITH FANS



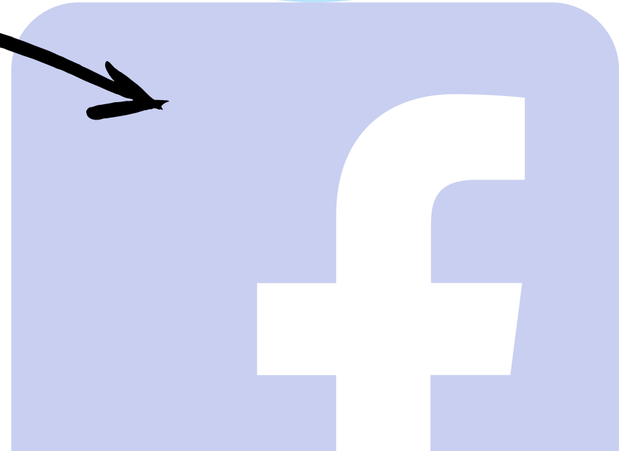
LINKED WITH INSTAGRAM

PERSONALISED POSTS ON FACEBOOK

EVENT/LIVE GIG SHARING

MERCH SELL POINT

INCREASE SUBSCRIBERS

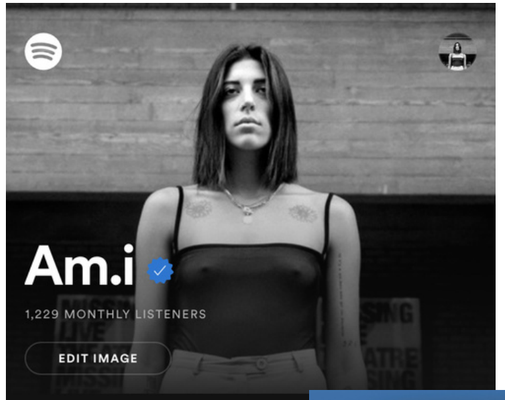


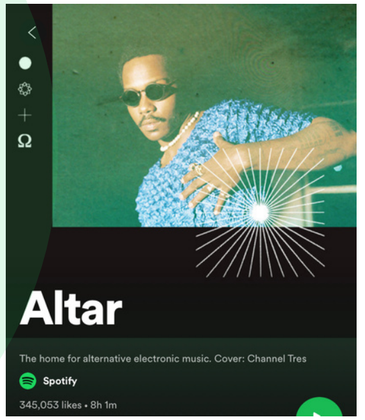
REFRESHED LAYOUT

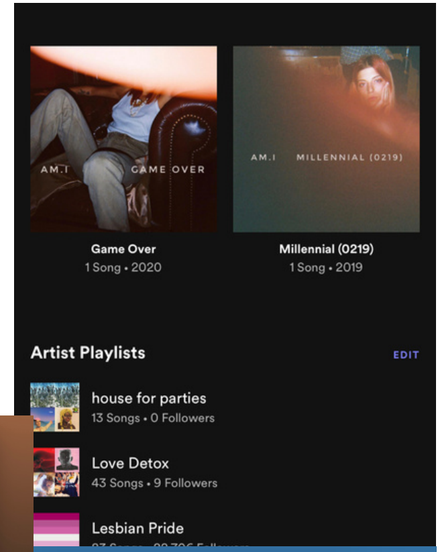
ALWAYS UPDATED ARTIST PICK

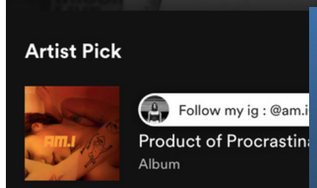
HIGHLIGHT PLAYLISTS BY AM.I

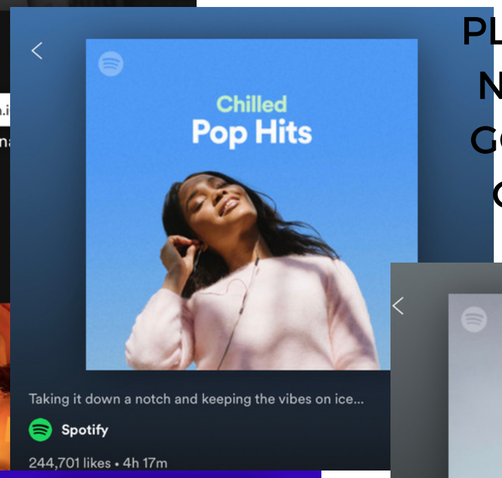
PLAYLISTS **PITCHING**: NEW MUSIC FRIDAY, NEW POP UK, CHILLED POP HITS, ALTAR, GOOD ENERGY, SAD SONGS, WORKOUT, OUR GENERATION, COSMIC PLAYLISTS.

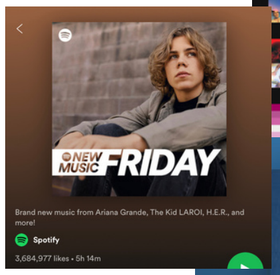


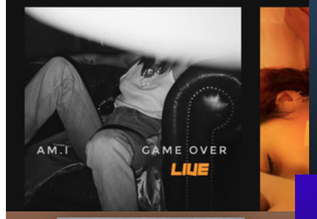


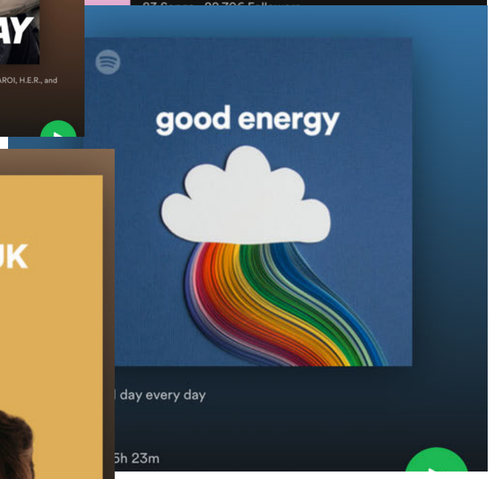


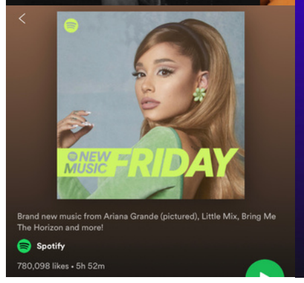


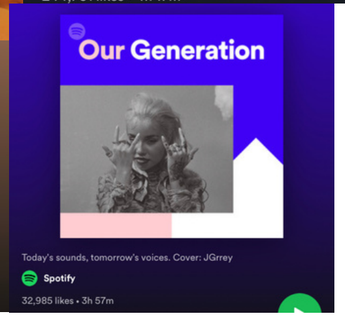


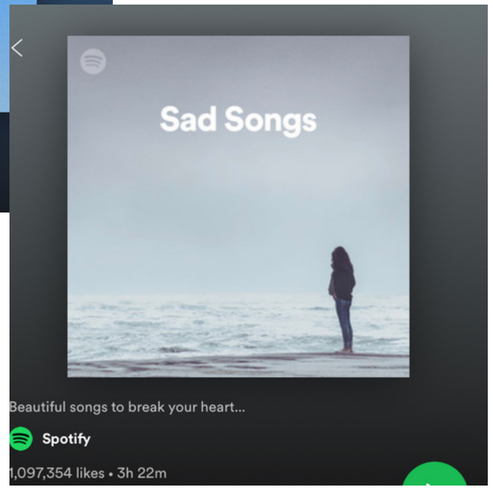


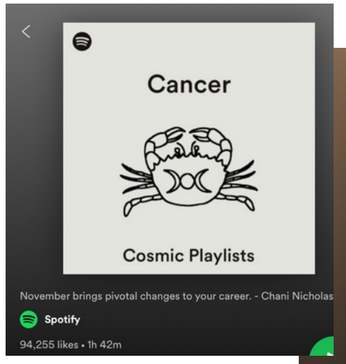


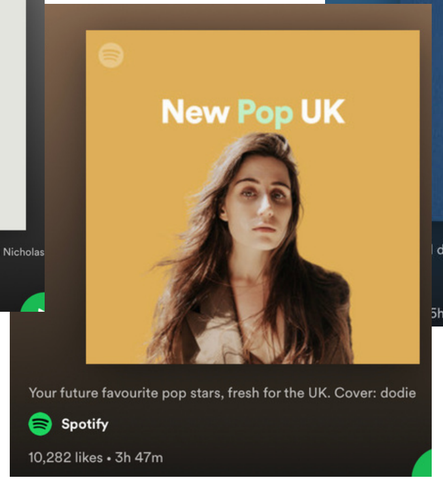






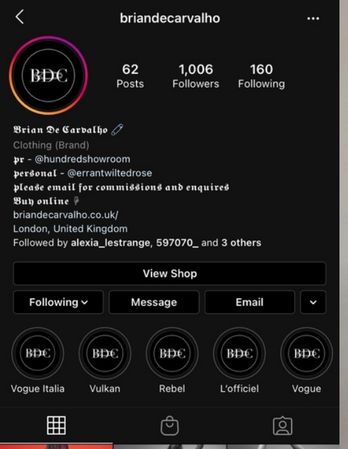




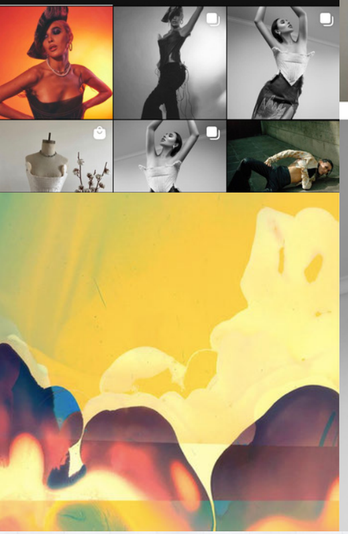


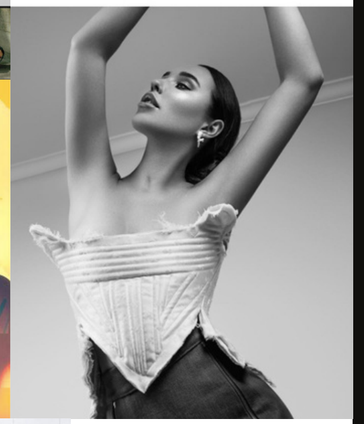
BRAND COLLABORATIONS

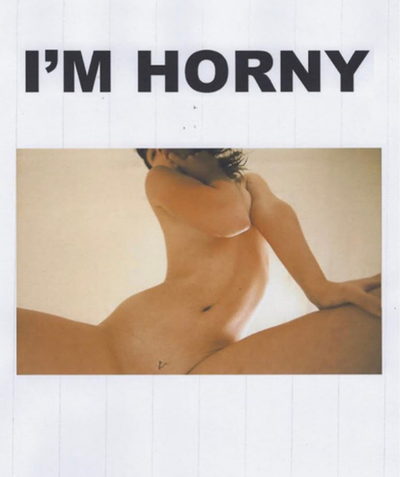
BRIAN DE CARVAHLO
MISS VAVA ART
@IMHORNY_____
@CARNEVIRGEN
HOUSE OF SUNNY
DEPOP
ALZANG
H&M MUSIC PROJECT





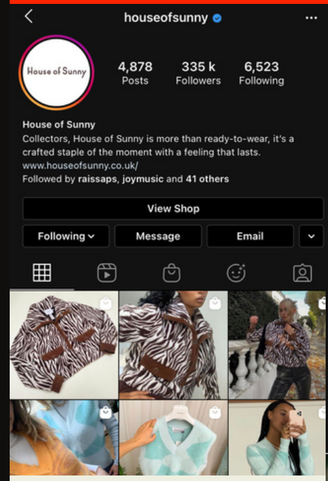


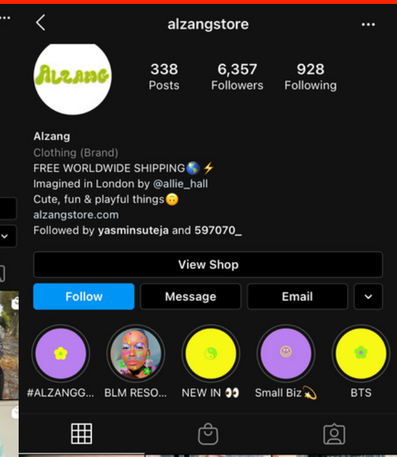


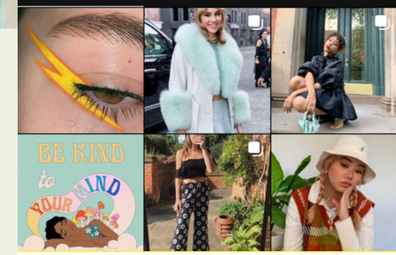




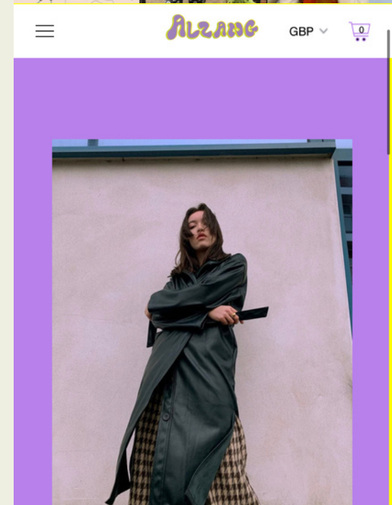


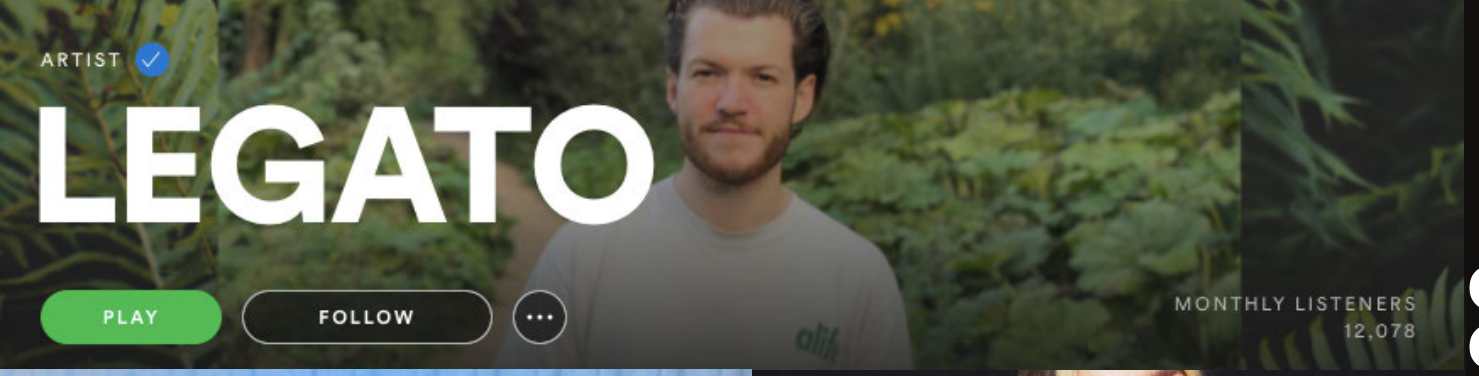


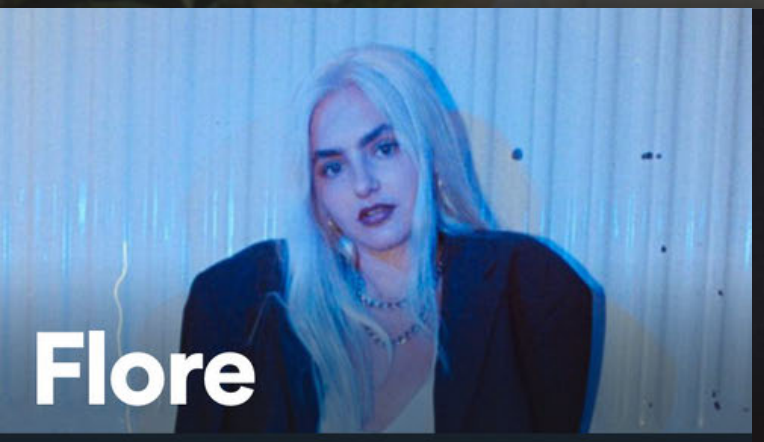




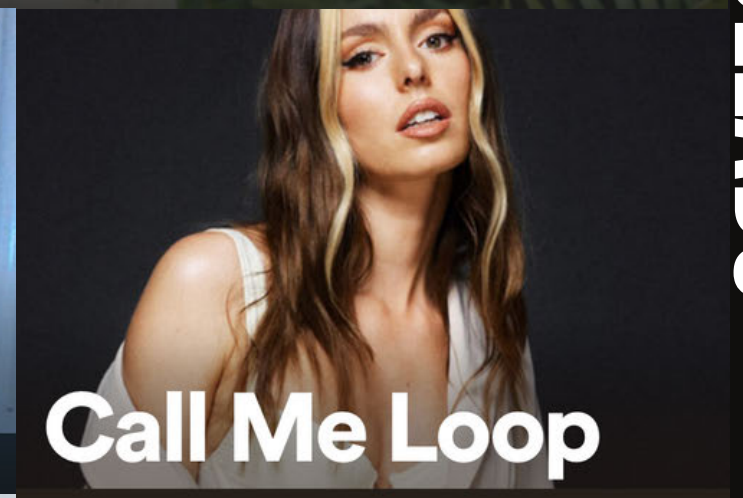




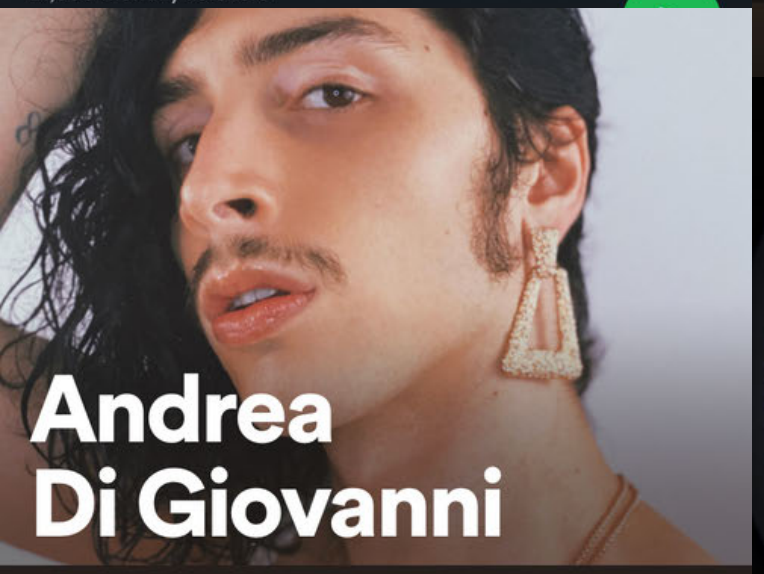




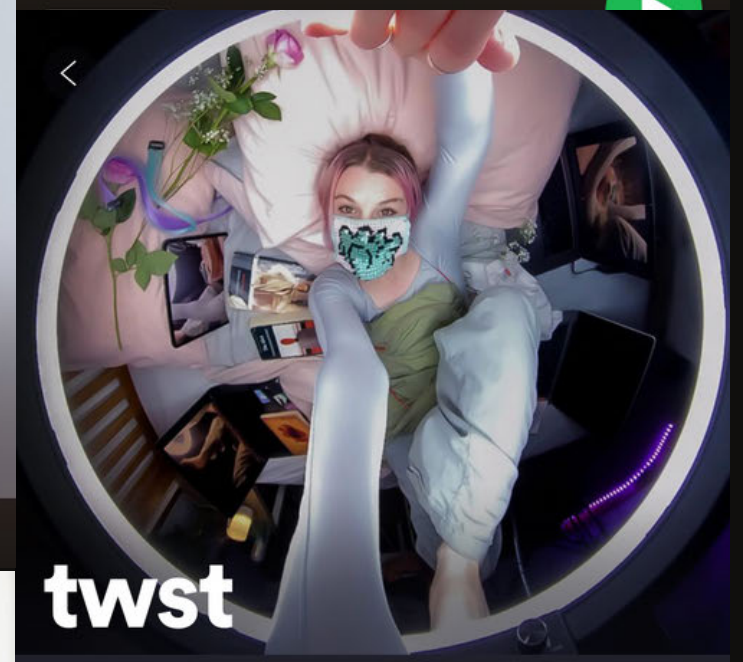
21,330 monthly listeners



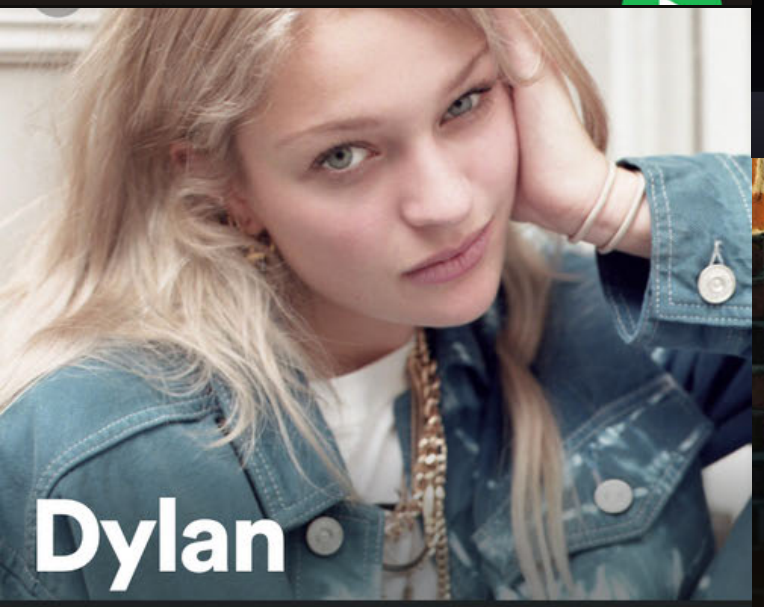
148,930 monthly listeners



17,766 monthly listeners



57,720 monthly listeners



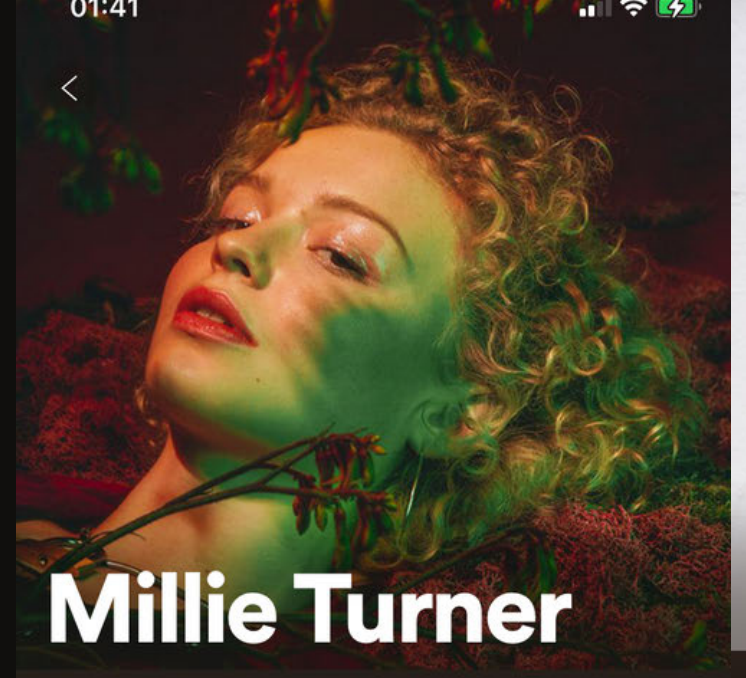
19,656 monthly listeners



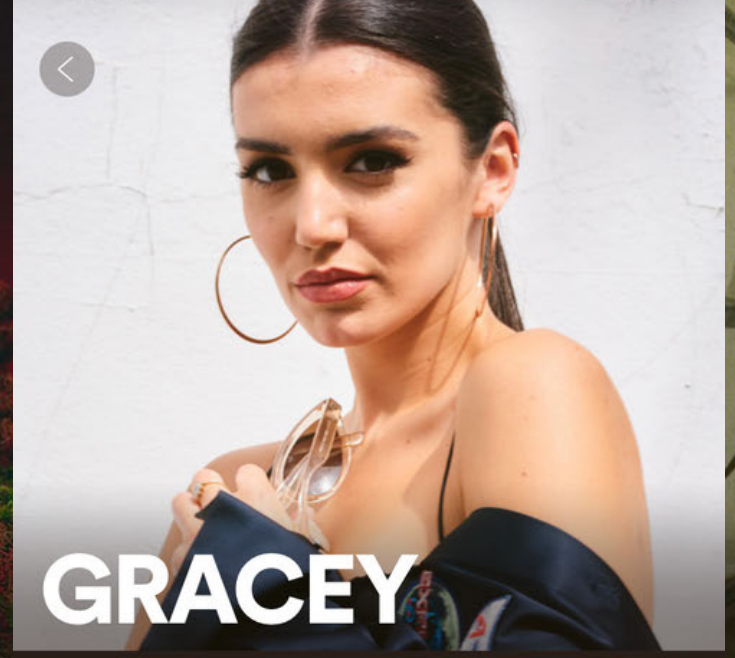
22,246 monthly listeners

COLLABS

SUPPORT ACT FOR



292,819 monthly listeners



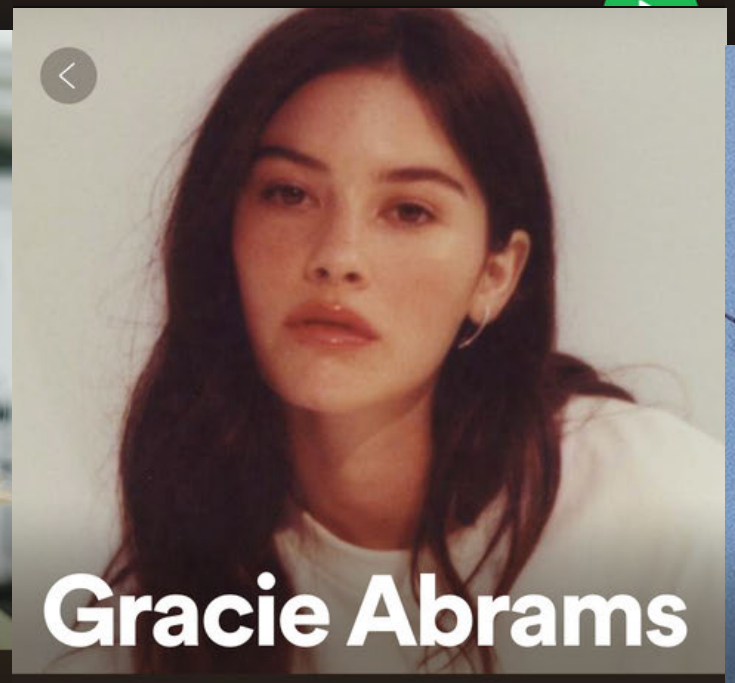
2,284,867 monthly listeners



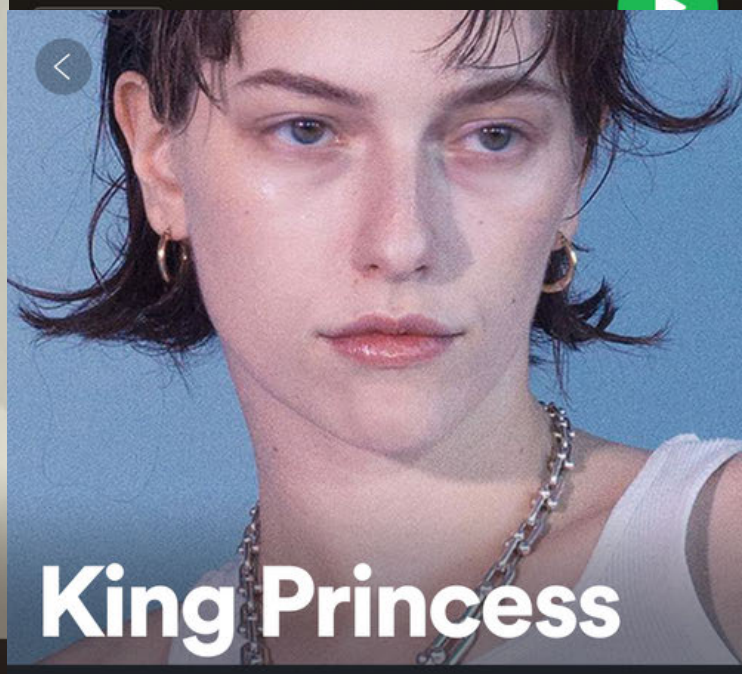
3,471,471 monthly listeners



654,612 monthly listeners



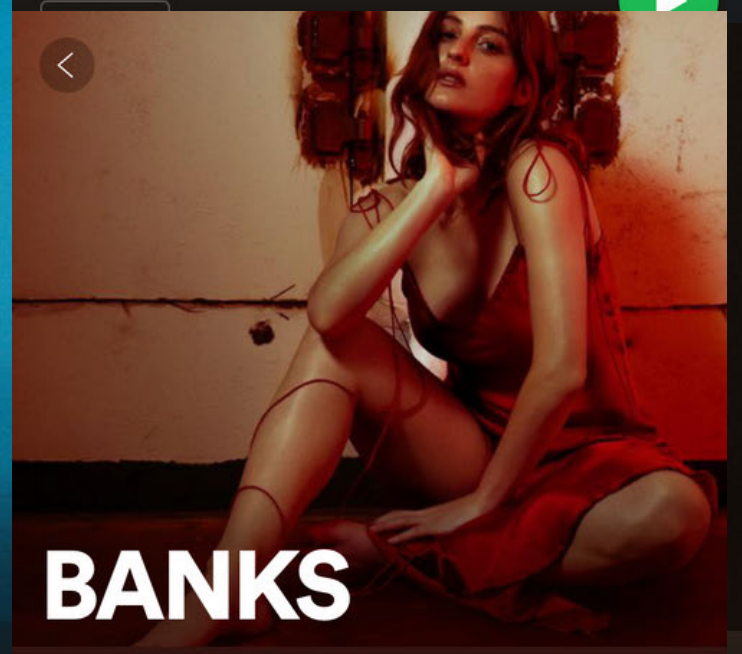
2,812,764 monthly listeners



4,863,616 monthly listeners



858,468 monthly listeners



2,031,989 monthly listeners



8,389,728 monthly listeners

TARGETED MAGAZINES YEAR 1

TRIBE MAGAZINE
DUMMY MAGAZINE
ELICIT MAGAZINE
EQUATE MAGAZINE
ROUGH MAGAZINE
UNICORNZINE
1998 MAGAZINE
NEW WAVE MAGAZINE
WAVE MAGAZINE
EUPHORIA MAGAZINE
WORDPLAY MAGAZINE
GUAP MAGAZINE
DARKUS MAGAZINE
C WORD MAG

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Unicorn Magazine
Magazine
Queer magazine for arts & culture. Fluid, open, and flexibly queer, we focus on everything that fits inside of gay and straight. No Straight Answer.
unicornzine.com/issue-005/every-man-should-be-penetrated-at-...
Followed by **quazarmagazine**, **yourmusicexperience** and **2 others**

Following · Message · Call

UNICORN A... · UNICORN L... · Issue 4 · Issue 3 · Issue 2

2,059 Posts · 47.9 k Followers · 1,572 Following

BRICKS
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Following · Message

BTS · DIGITAL · SHOWCASE · PLAYLIST

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Elicit Magazine
News & Media Website
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We review music, post press and feature amazing up and coming musicians. #musicblog
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Buffalo, New York

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1998
Magazine
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Editor: @safitobi
www.1998magazine.com
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Issue 03 · Issue 02 · Meet the Te... · Issue 01

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New Wave Magazine
Visual Arts
An Independent Magazine For All Creatives.
Creative Studio:@nwavestudios
linkin.bio/nwavemagazine
Followed by **project.dreaming**, **mistythebrandofficial** and **7 others**

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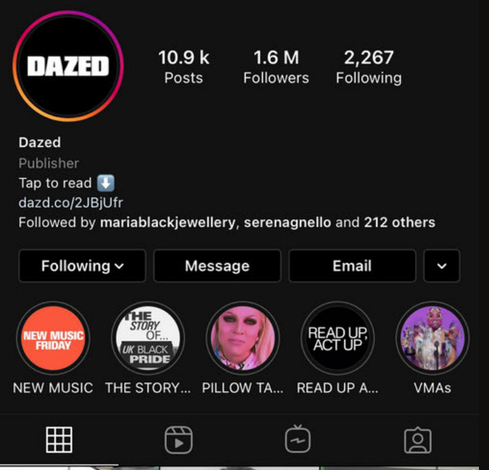
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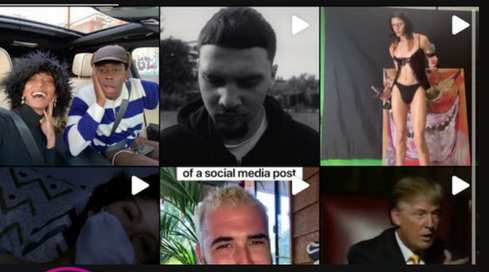
DUMMY

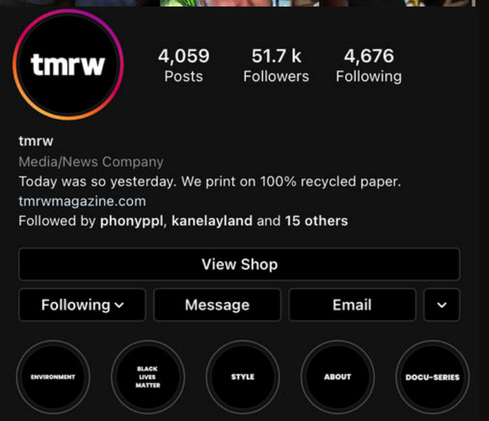
EQUATE MAGAZINE

TARGETED MAGAZINES YEAR 2-3

BRICKS
SO YOUNG
NOTION
WONDERLAND
DAZED
PITCHFORK
TMRW
ROLLING STONES ITALIA
RUMORE MAGAZINE
THE WORD

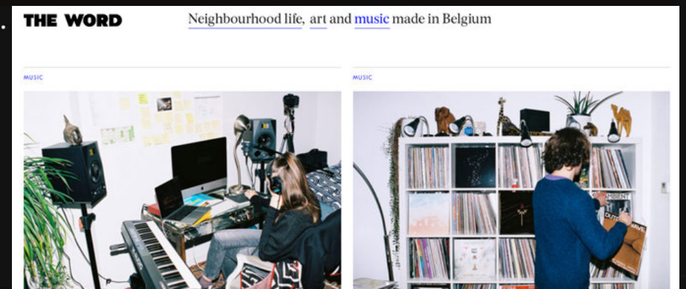


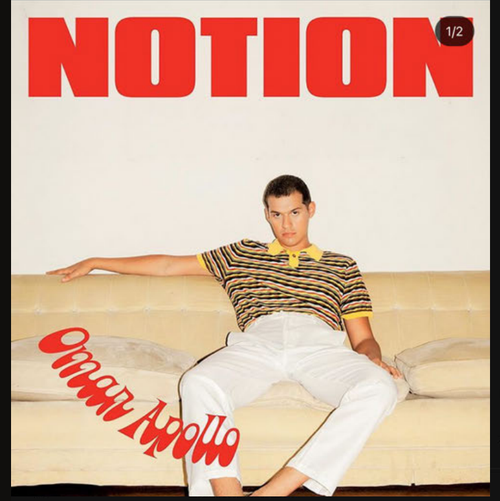


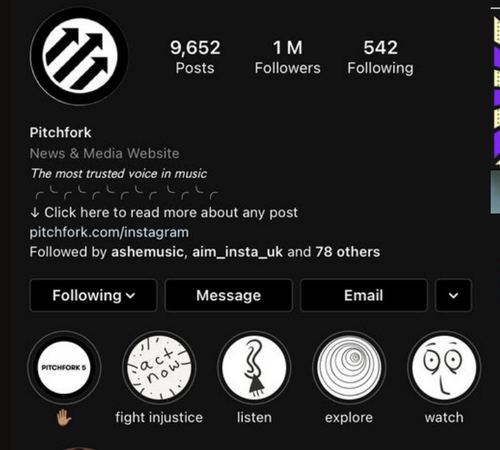


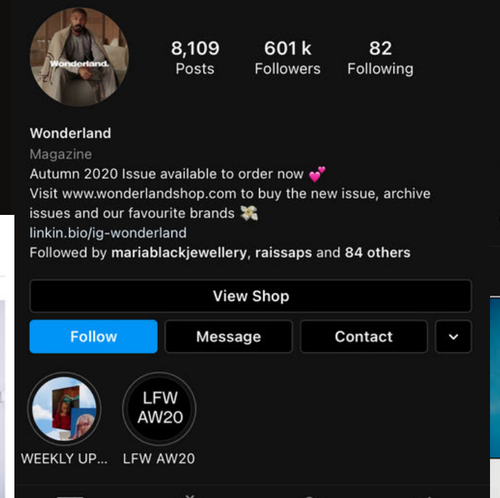


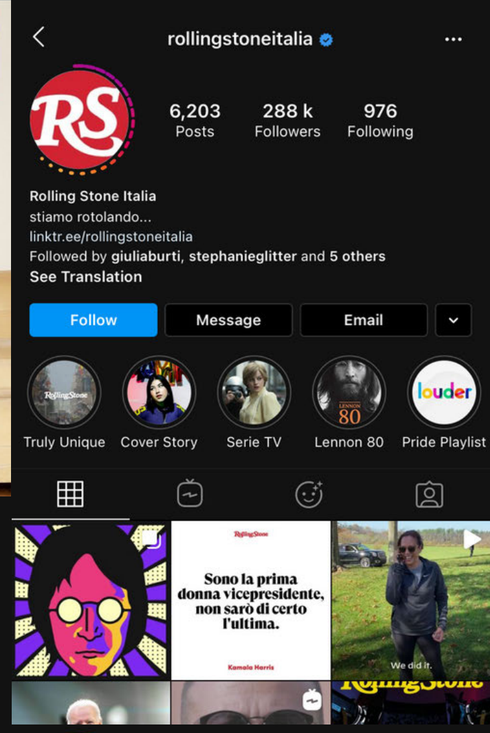


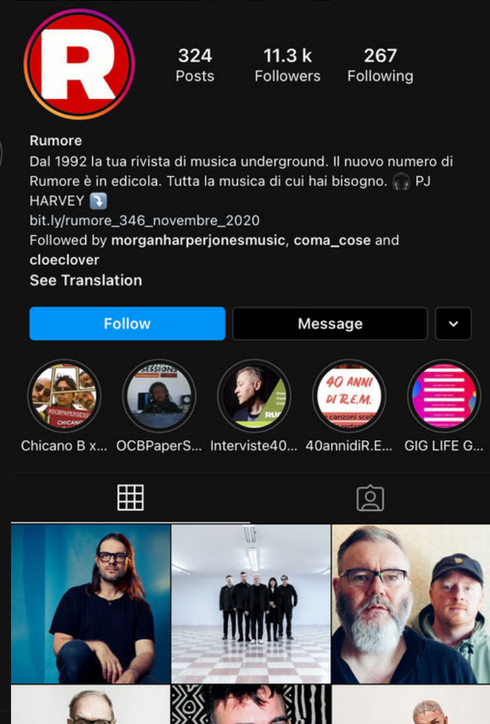












TARGETED RADIOS

YEAR 1

BBC INTRODUCING
SOHO RADIO
HOXTON RADIO
FUTURE RADIO
NETIL RADIO
BOOGALOO RADIO
SWEET LEMONADE FM RADIO
REPREZENT FM
RINSE FM

YEAR 2

BBC RADIO 1
BBC MUSIC 6
KISS FM
CAPITAL FM

RADIO HOSTS ->



BBC Introducing In London
Radio Station
We play the best #NewMusic from London 💥🌇🌃 Every Saturday night from 8pm with @jjiszatt on @BBCRadioLondon & 94.9FM 📻
petition.parliament.uk/petitions/332789
London, United Kingdom



BBC Music Introducing BHB
Thursday and Saturday 8-10pm on @bbc3cr 💙
Hosted by @jaguarworldwide & @danny_fullbrook
Upload your music 👉 bbc.co.uk/introducing
www.bbc.co.uk/programmes/p001d7fq
BBC Three Counties Radio, Dunstable



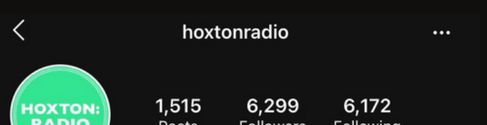
Soho Radio
linktr.ee/sohoradio
Soho Radio 22C Great Windmill Street, London, United Kingdom



Boogaloo Radio
Radio Station
Your Global Local 🌍🤟 24hr radio live from the beer garden of @theboogaloopub. Come on in, we're open ❤️👇
linktr.ee/BoogalooRadio



Rinse France
Radio Station
Paris — Worldwide
Radio — Events — Community
linktr.ee/rinsefrance
Paris, France
Followed by **virgilabloh**, **cootmv** and **3 others**



Hoxton Radio
Local radio for East London live from @oldspitalfieldsmarket
————
Interested in presenting: Email your CV & demo ... more
hoxtonradio.com/podcast/
61 Brushfield Street, London, United Kingdom



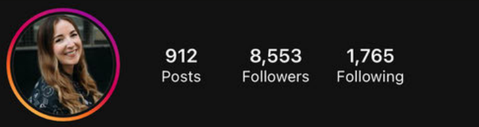
Future Radio
Radio Station
Connecting The City Of Norwich
futureradio.co.uk/



Reprezent Radio
Radio Station
107.3FM📻
DAB 📡
Online 💻
TuneIn App ... more
linktr.ee/reprezent
London, United Kingdom



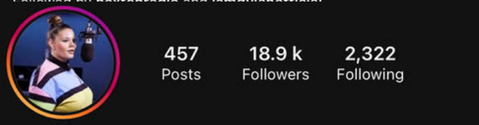
Sweet Lemonade Sisters
🍋Lily & Ruby
🍋Music & Lemons
🍋Serenade with Sweet Lemonade Every 4th Weds 5-7pm
@balamii
linktr.ee/sweetlemonadesisters



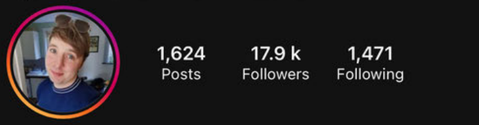
Abbie McCarthy 🐓
📻📺 Broadcaster 🎤✨
BBC Radio 1 | BBC Music Introducing |
4 Music | BBC Sport | Chelsea TV
Host of Good Karma Club ... more
open.spotify.com/playlist/1P0hwukWRz8zR6fpSXBsvs?si



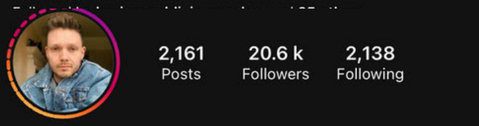
Jodie Bryant
@kissfmuk breakfast 🎧
www.mixcloud.com/jodie-bryant/discover-monthly-october-2020/
Followed by **boytonradio** and **iamdylanofficial**



REBECCA JUDD
✨✨✨✨✨✨
Host on @applemusic 1🍎🎤
Monday-Thursday 9-11AM GMT 🌎
apple.co/rebecca



Phil Taggart
It's All About The Music 🎧
Broadcaster: BBC Radio 1 + Slacker Pod
Slacker Guide to the Music Industry Book
Hometown Records ... more
discord.gg/bpMzGvUGEV



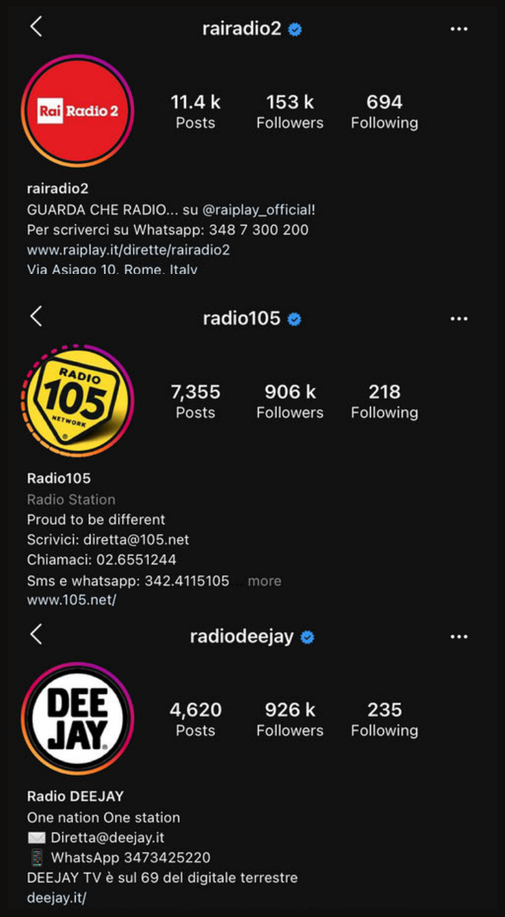
Will Manning
Public Figure
Either on the air 📻 or in the air ✈️
10am-1 @capitalofficial
UK's biggest chart show host @bigtop40
Represented by @off_limits_ent

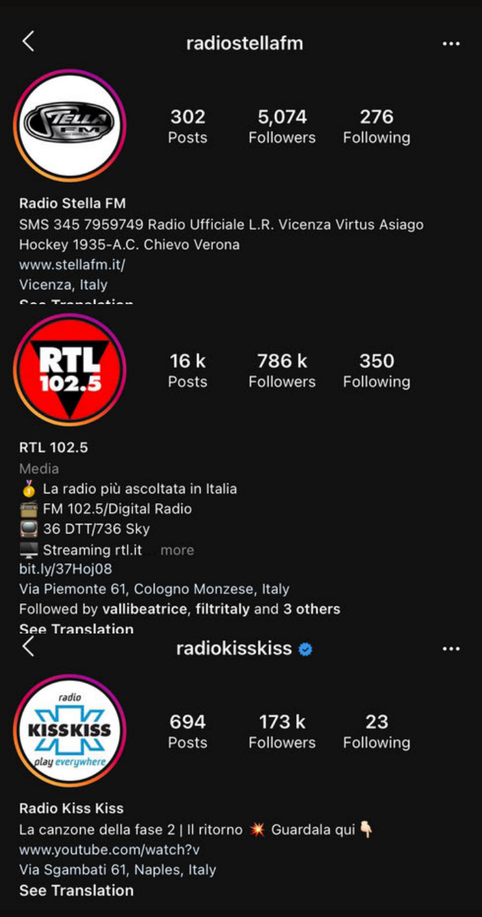


huw
Photos of stuff I like. 📸
www.bbc.co.uk/programmes/articles/48Cmh9ZctGGB6DJCRxkxj...
Followed by **brainchildfest**, **joycrookes** and **34 others**

TARGETED RADIOS YEAR 3 (ITALIAN MARKET)

RADIO 105
RTL 102.5
DEEJAY
STELLA FM
RAIRADIO2







TARGETED VENUES YEAR 1

(SINGLE LAUNCH PARTIES, LIVE GIGS IN LONDON)

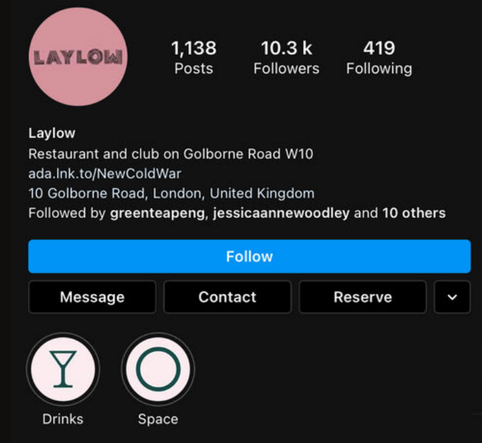


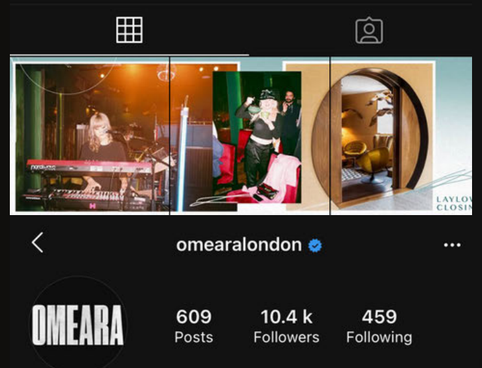
HOXTON253 (HOXTON)
TWO TRIBES (TILEYARD)
THE GALLERY (TILEYARD)
BUSTER MANTIS (DEPTFORD)
CFL ARTS CLUB (PECHKAM)
TOLA (PECHKAM)
GIGI'S BAR / THE WINDMILL (BRIXTON)
FOLKLORE (HOXTON)
THE ROCKSTEADY (DALSTON)
THE GLORY (DALSTON)
DALSTON SUPERSTORE
THE WAITING ROOM (DEPTFORD)
OLD ST RECORDS (OLD STREET)
MERCATO METROPOLITANO (E&C/MAYFAIR)
FREEDOM BAR (SOHO)
THE SPICE OF LIFE (SOHO)

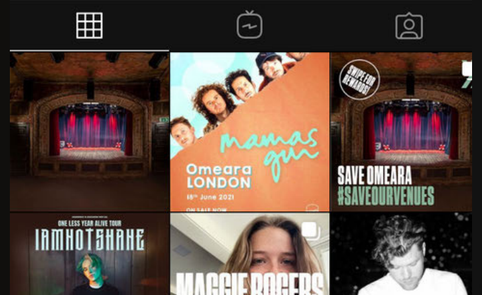
TARGETED VENUES YEAR 2-3

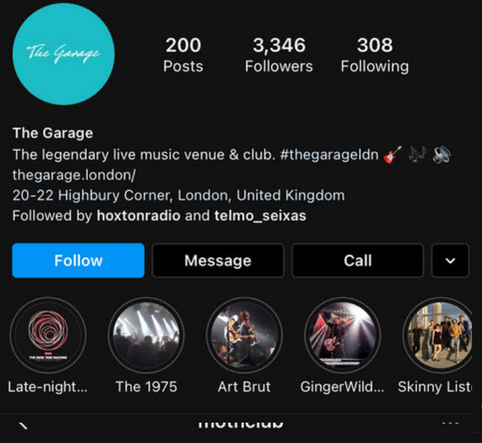
THE LEXINGTON (KINGS CROSS)
THE ROCKSTEADY (DALSTON)
THE GARAGE (ANGEL)
OMEARA (LONDON BRIDGE)
MOTH CLUB (HACKNEY)
COLOURS (HOXTON)
ELECTROWERKZ (ISLINGTON)
LAYLOW (KENSINGTON)
O2 ISLINGTON

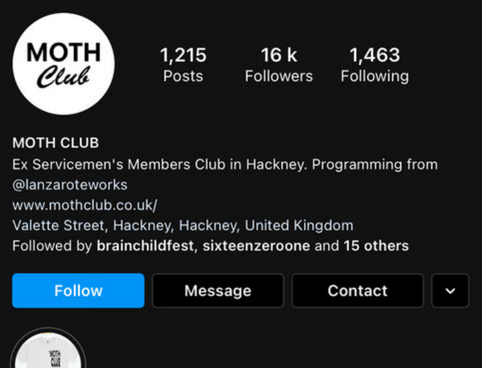
MAGAZZINI GENERALI (MILAN)

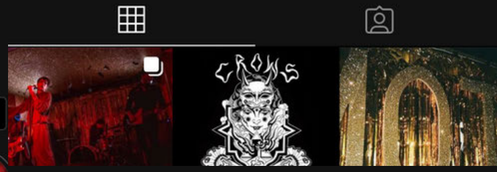




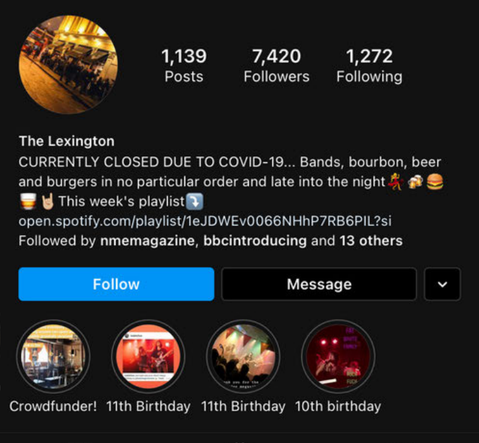


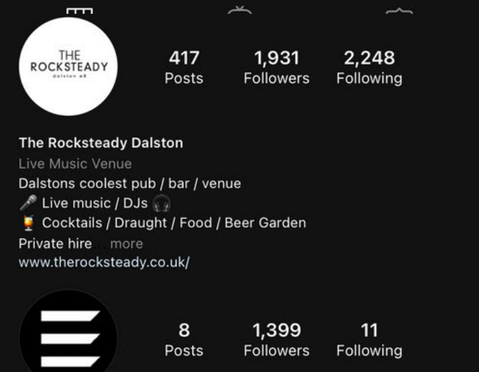




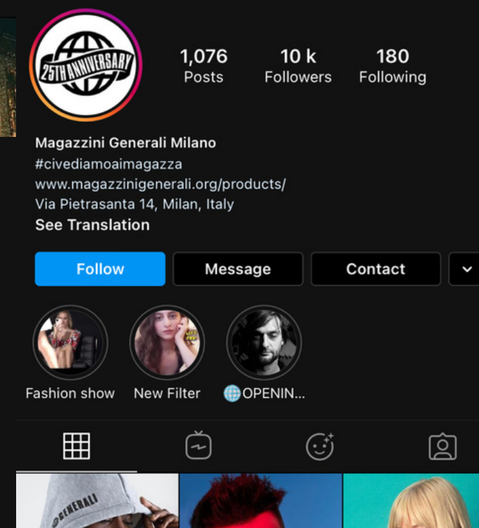






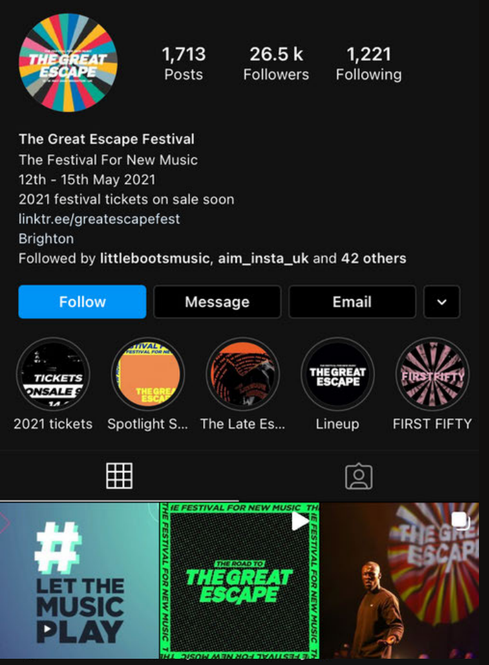


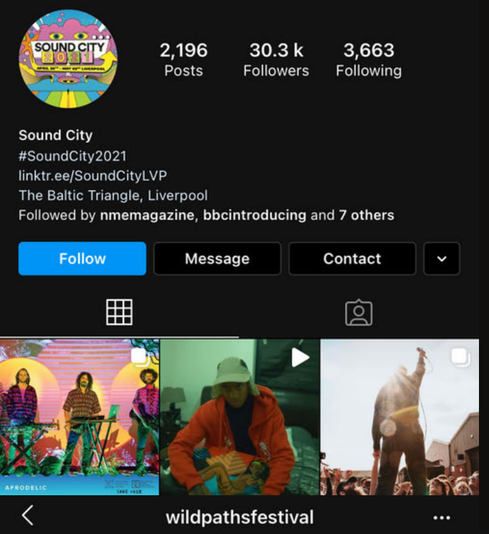




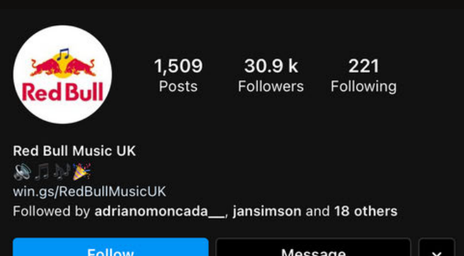
TARGETED FESTIVALS YEAR 1-2

BRAINCHILD
REDBULL MUSIC FESTIVAL
READING BBC INTRODUCING STAGE
OTHERFESTIVAL
THE GREAT ESCAPE
SOUND CITY
DOT TO DOT
WILD PATHS
DEPOT IN THE CASTLE
INDIE21
BARN ON THE FARM
GREENBELT

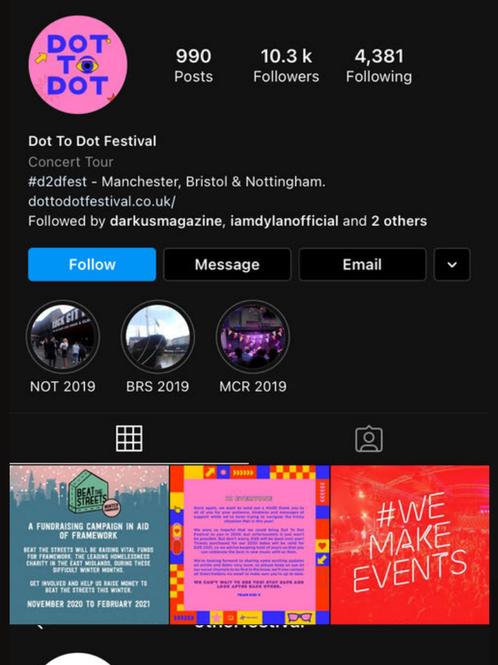


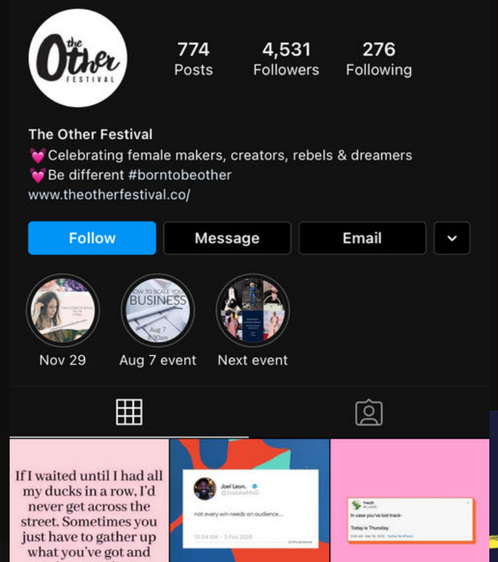


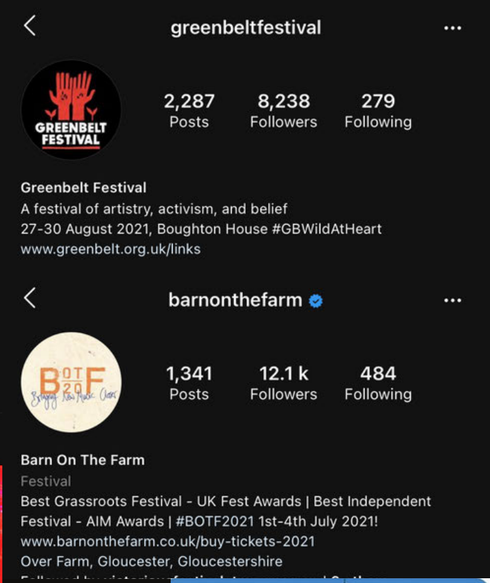


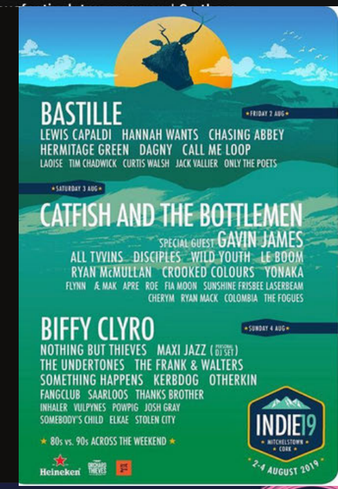








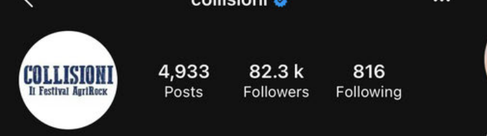


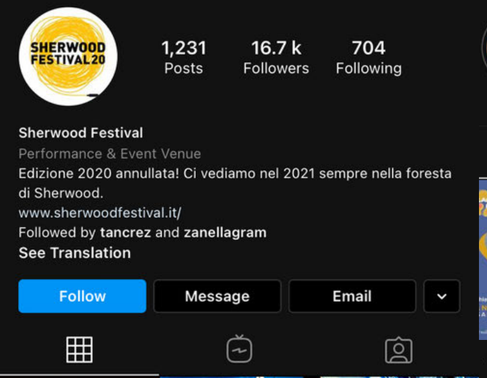




TARGETED FESTIVALS YEAR 3 EU

MIAMI FESTIVAL ITA
ALBORI MUSIC FESTIVAL
A NIGHT LIKE THIS
WAKE UP MUSIC EVENTS
SZIGET
AQUA NOX
SHERWOOD
COLLISIONI
APOLIDE
BALLA COI CINGHIALI
KAPPA FUTUR FESTIVAL
NAMELESS
PRIMO MAGGIO ROMA
LUCCA SUMMER FESTIVAL
PRIMAVERA





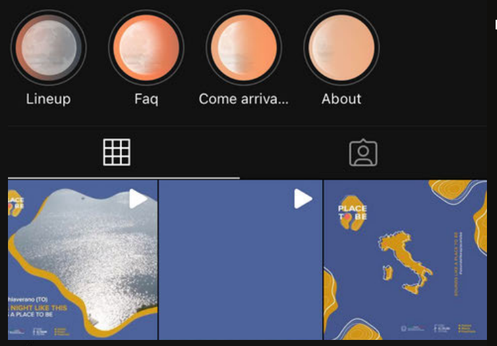




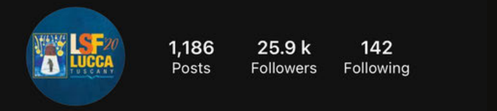


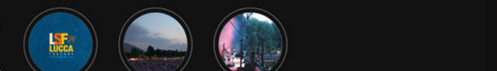






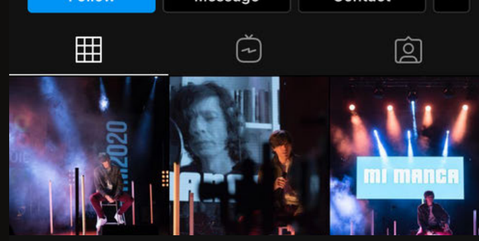


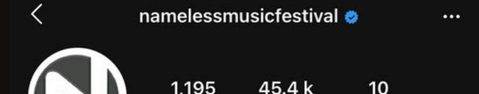


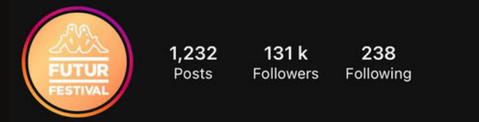


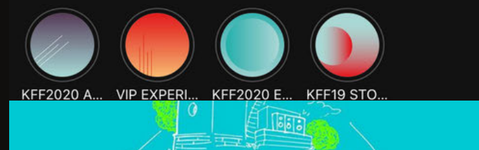








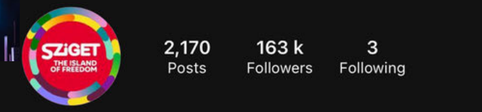




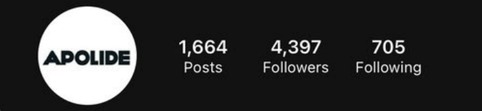








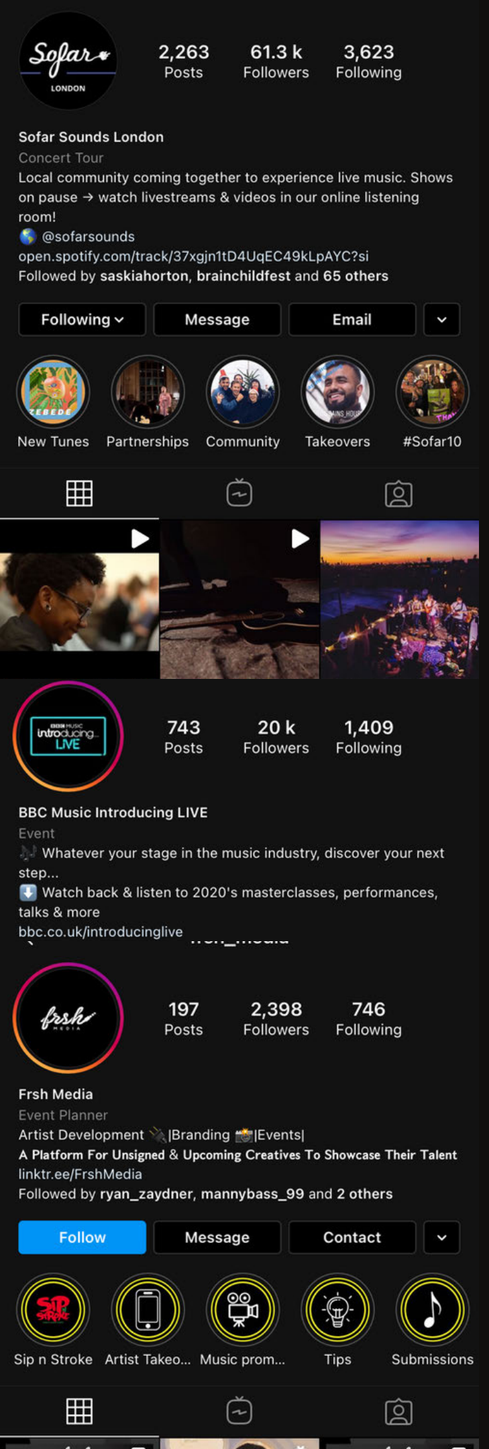


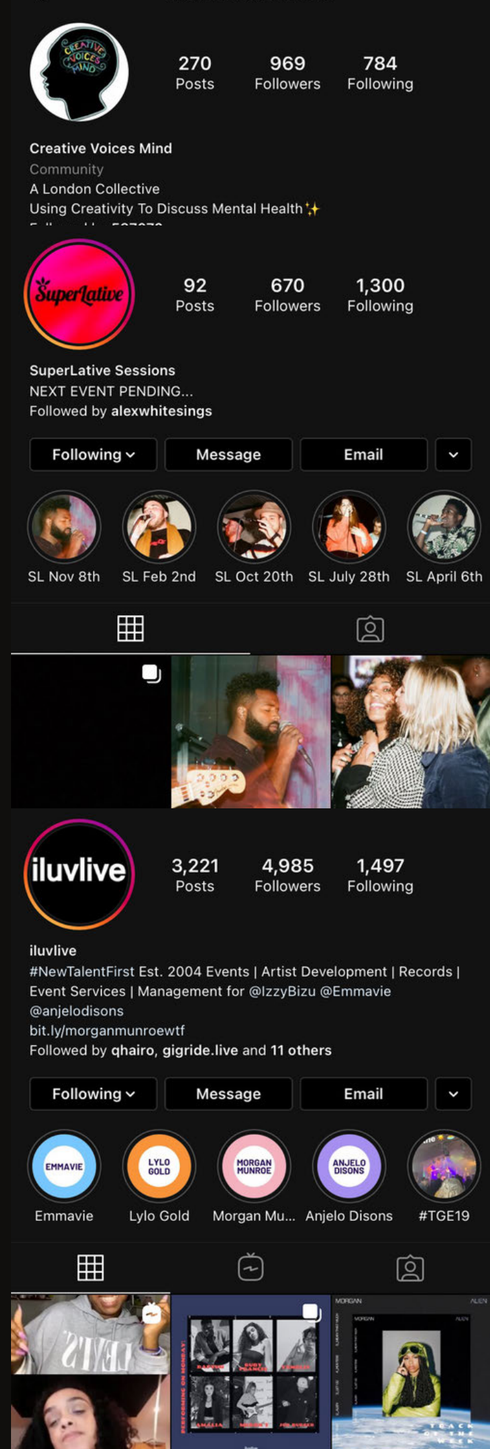




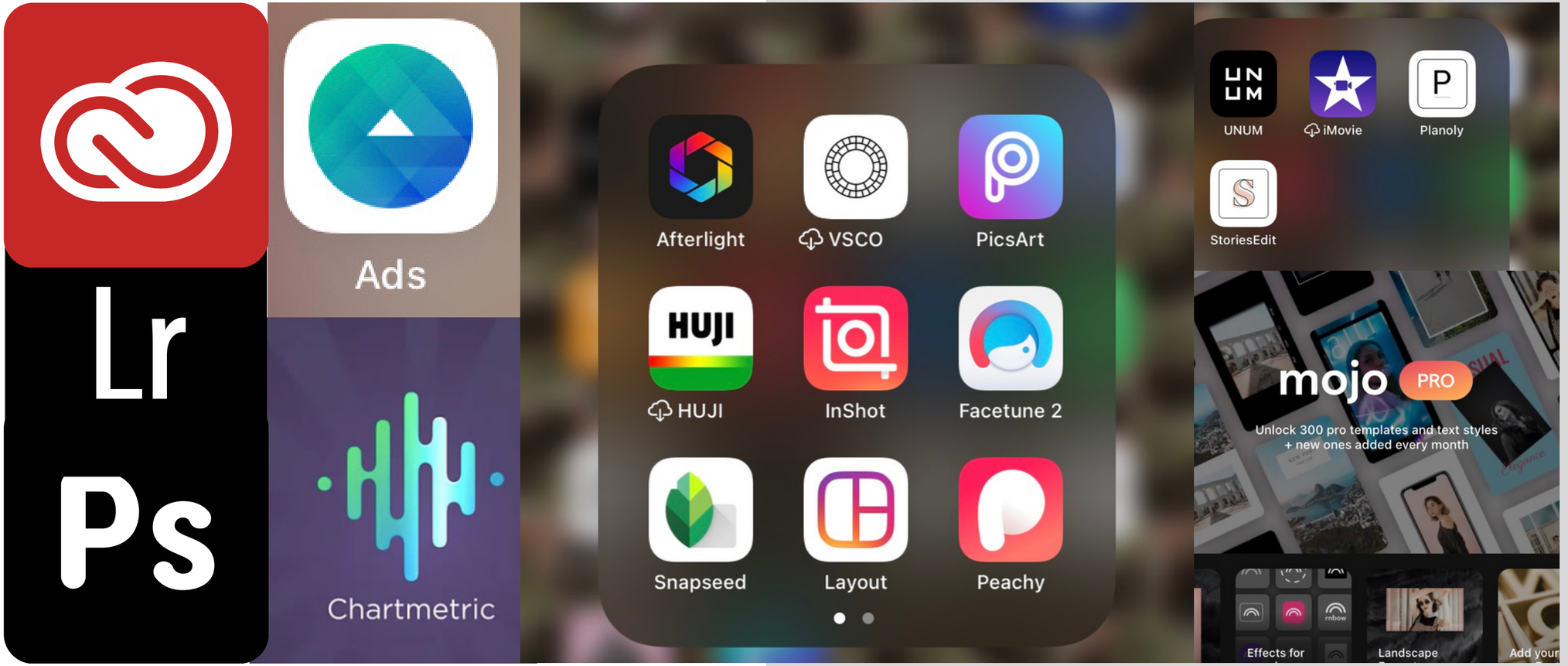
TARGETED EVENTS

FRSH MEDIA
SUPERLATIVESESSIONS
FAMILY AFFAIR
CREATIVE VOICES MIND
VINYL SCRATCH
RELEASE
SOFAR SOUND
PRS MUSIC FESTIVAL
BBC INTRODUCING LIVE
AIM AWARDS





SOCIAL MEDIA TOOLS

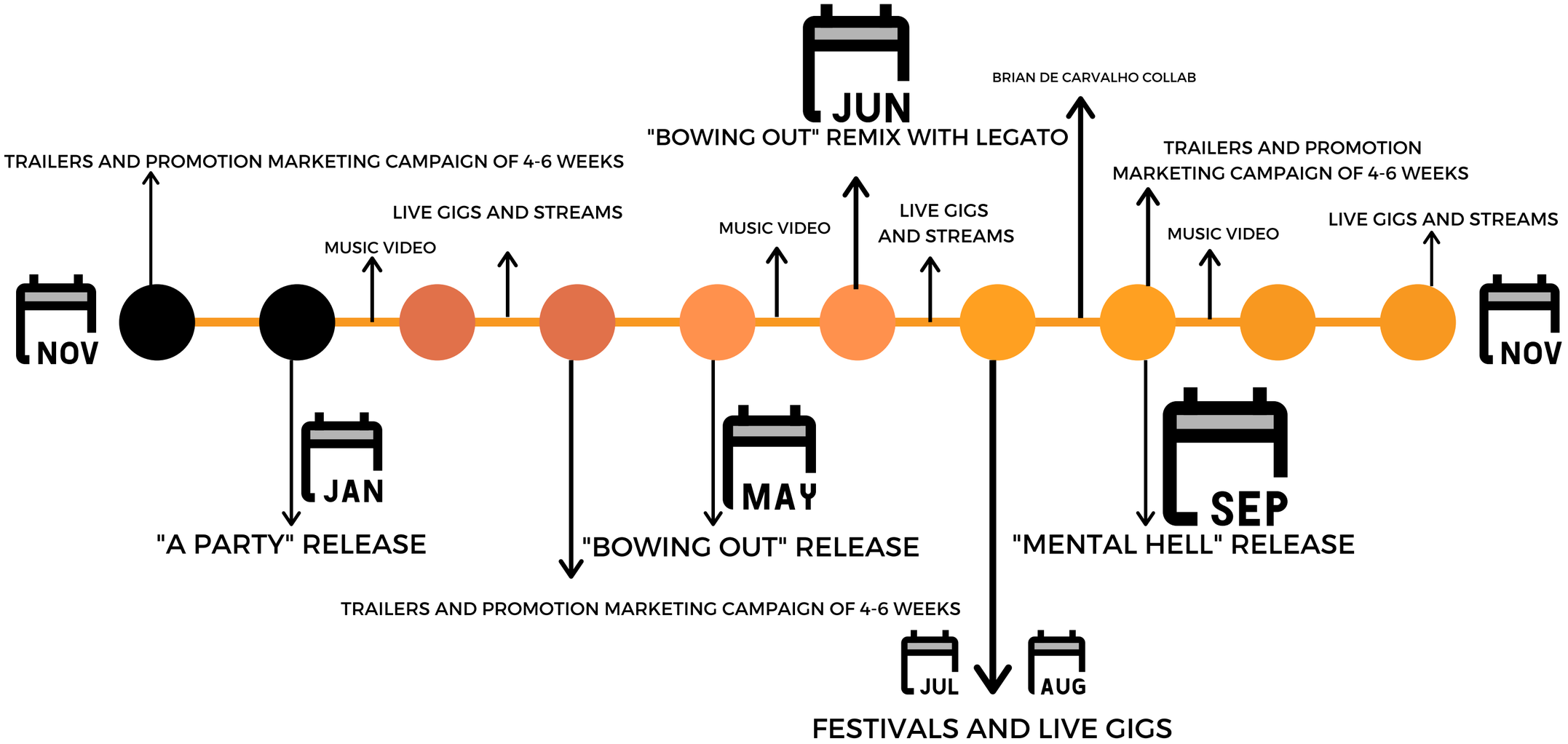


MARKETING CAMPAIGN YEAR 1



(THE CAMPAIGN IS LAID OUT CHRONOLOGICALLY)

BRIEF TIME LINE FOR FIRST YEAR FROM NOVEMBER 2020 TO OCTOBER 2021



EXPECTATIONS / GOALS FOR YEAR 1

INSTAGRAM

NEW FOLLOWERS : **1500 - 2000 (4000 TOT)**
ENGAGEMENT RATE: **FROM 5% TO 10%**

TWITTER

NEW FOLLOWERS: **400 (500 TOTAL)**
ENGAGEMENT RATE: **7%**

FACEBOOK

NEW FOLLOWERS: **200 (400 TOTAL**)
ENGAGEMENT RATE: **7%**

TIKTOK

NEW FOLLOWERS: **800 (1000 TOTAL)**
ENGAGEMENT RATE: **10-15%**

EXPECTATIONS / GOALS FOR YEAR 1

SPOTIFY

NEW FOLLOWERS: **460 (500 TOTAL)**
POPULARITY INDEX: **20**
TOTAL YEARLY STREAMS: **200,000**
TOTAL EDITORIAL PLAYLIST AMOUNT: **6**
MONTHLY LISTENERS: **20,000 - 30,000**

APPLE MUSIC

PLAYS: **10,000**
AVERAGE LISTENERS: **200**
TOTAL EDITORIAL PLAYLIST AMOUNT: **2-3**
SONG PURCHASES: **30**

PR PROMOTION

ARTICLES /MENTIONS (BY MAGZ, BLOGS, ETC..): **8**
LIVE GIGS: **10**
OPENING ACT GIGS AND FESTIVALS: **2-4**
RADIO: **BBC INTRODUCING/HOXTON RADIO/ SOHO RADIO**

FIRST SINGLE: "A PARTY"

RELEASE DATE: 29.01.2021

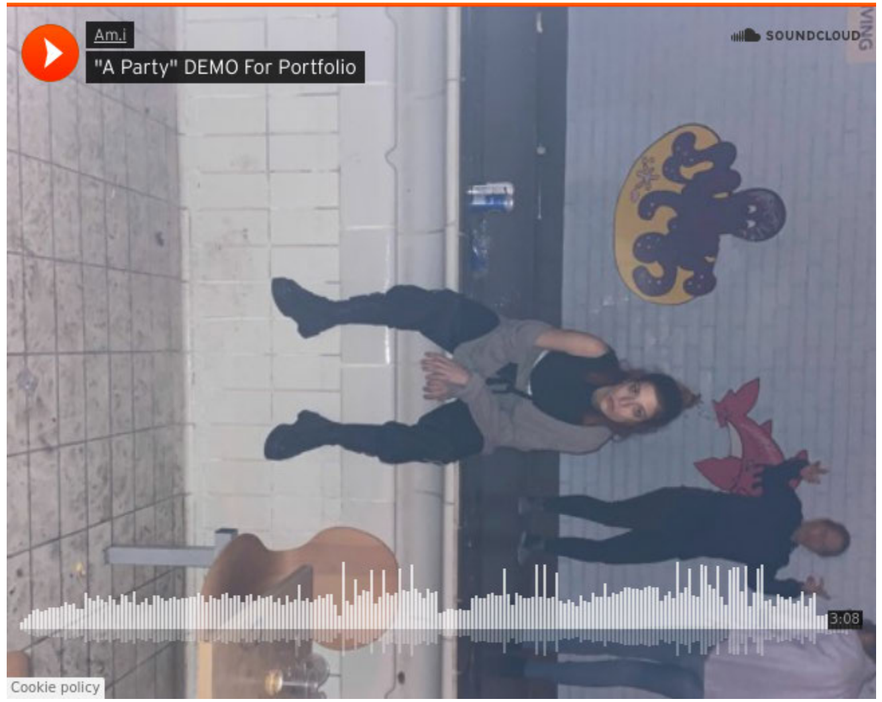
PR/SOCIAL MEDIA CAMPAIGN LENGHT: 6 WEEKS

THIS SINGLE IS A MELANCHOLY UPBEAT-DANCY STORY ABOUT AVOIDING REAL PROBLEMS AND PROCRASTINATING LIFE WITH NIGHTS OUT, MUSIC, BOOZE, FRIENDS AND DRUGS.

IT TALKS ABOUT THE VICIOUS CYCLE OF PROCRASTINATION AND THE AWARENESS OF IT BUT THE ABSOLUTE INCAPACITY OF BREAK OUT OF IT. THE SOUND IS DISTORTED, ALMOST MUFFLED TO CONVEY THE IDEA OF A PERSON BEING AT A PARTY BUT NOT BEING FULLY THERE, NOT ENJOYING IT BECAUSE THEY'RE AWARE THE SITUATION IS HARMFUL BUT THEY ARE NOT TRYING TO GET OUT OF IT. AM.I WANTS TO SHINE A LIGHT TO THE MATTER, ADDRESS THE STRUGGLE BECAUSE IT IS HER OWN. **SONG INSPO: BEA MILLER, JIM-E-STACK, MURA MASA, THE BLESSED MADONNA.**

THE SOUND IS MOODY, DISTORTED AND MYSTERIOUS.

SINGLE ARTWORK COVER INSPO



ASSETS FOR RELEASE

- TWO TRAILERS FOR SOCIAL MEDIA
- TWO VISUALISERS FOR IG STORIES/TIKTOK (USING "MOJO" APP)
- MUSIC VIDEO
- LIVE ACOUSTIC VIDEO
- TIKTOK CHALLENGE
- BTS OF A PARTY MUSIC AND VIDEO
- PHOTOSHOOTINGS FOR CONTENT
- SINGLE ARTWORK





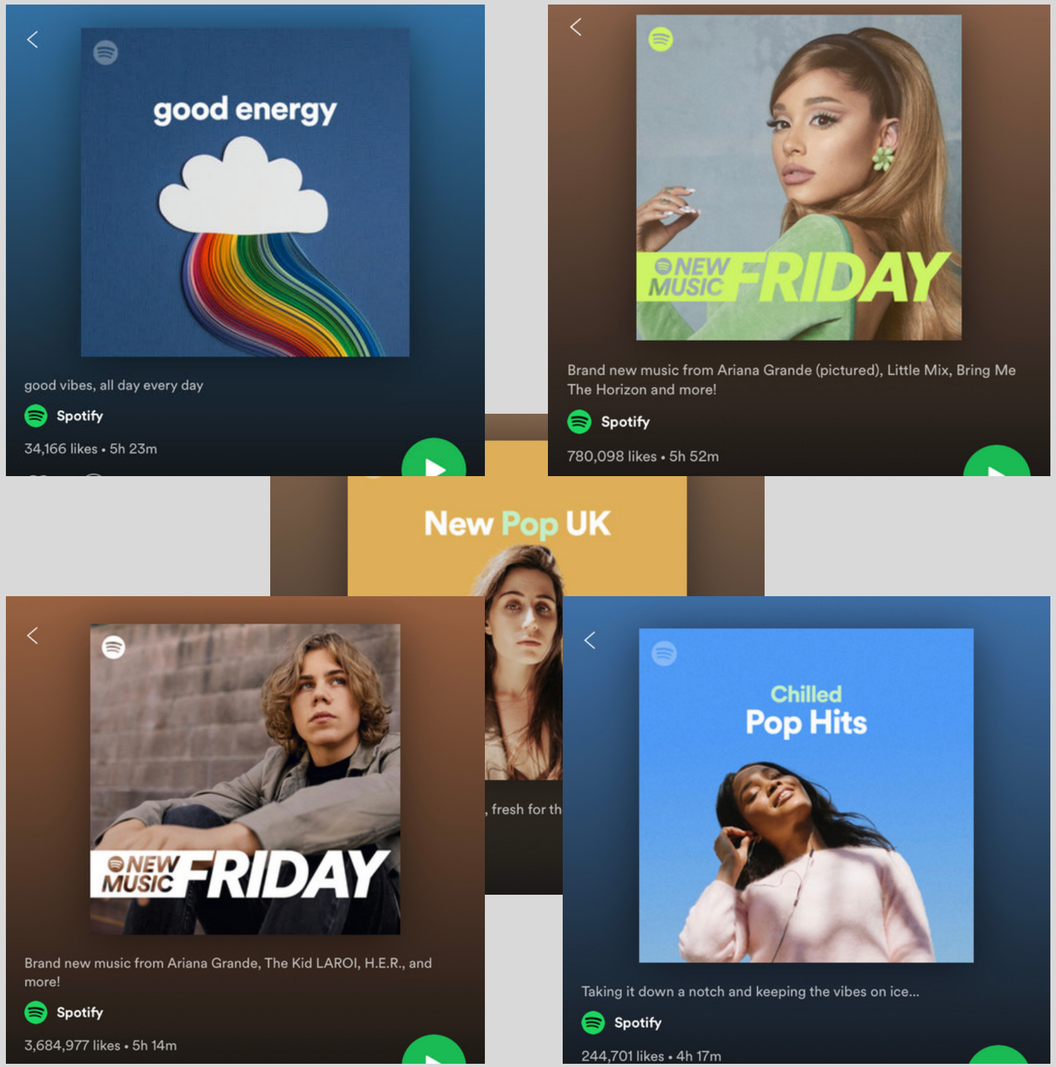
PR

(SMALL/MEDIUM/UNDERGROUND MAGAZINES AND RADIO STATIONS CHOSEN) :

BBC INTRODUCING
SOHO RADIO HOXTON RADIO
FUTURE RADIO
NETIL RADIO
BOOGALOO RADIO
SWEET LEMONADE FM RADIO
REPREZENT FM
RINSE FM

TRIBE MAGAZINE (EXCLUSIVE)
DUMMY MAGAZINE
ELICIT MAGAZINE
EQUATE MAGAZINE
ROUGH MAGAZINE
UNICORNZINE
1998 MAGAZINE
NEW WAVE MAGAZINE
WAVE MAGAZINE
EUPHORIA MAGAZINE
WORDPLAY MAGAZINE
GUAP MAGAZINE
DARKUS MAGAZINE

PLAYLISTS PITCH

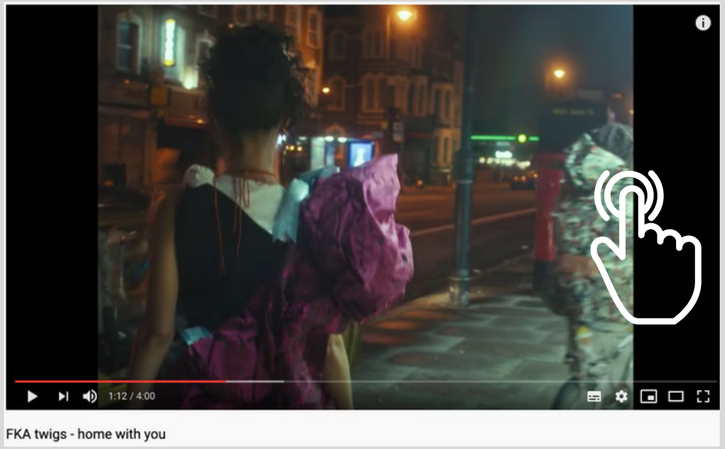


BUDGET

ALL PREVIOUS VISUALS AND MUSIC VIDEOS OF AM.I WERE DIY OR VERY LOW BUDGET. IT IS PART OF AM.I 'S BELIEF TO CREATE SIMPLE BUT RAW AND IMPACTFUL MATERIAL RATHER THAN HIGH COSTS MATERIAL WITH LESS IMPACT.

- VISUALISERS : DIY
- MUSIC VIDEO : £250-300
- LIVE ACOUSTIC : £150
- SHOOTINGS/SINGLE ARTWORK: DIY
- PR: DIY
- BTS VIDEO: £50
- SPONSORED ADS: £60

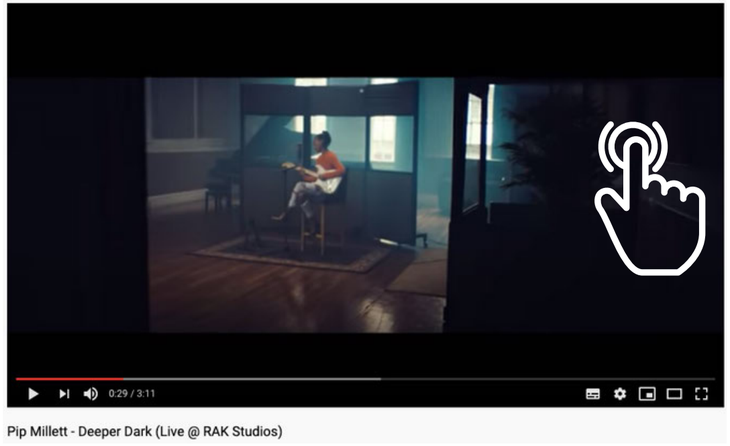
MUSIC VIDEO INSPO



FKA twigs - home with you

TAKING INSPIRATION FROM THE FIRST PART OF FKA TWIGS' VIDEO WHERE THE PARTY TAKES PLACE AND COMBINING IT WITH THE IDEA OF STILLNESS THE VIDEO WILL BE CREATED WITH TWO MAIN SCENARIOS: THE PARTY SECTION AND THE STILL PORTRAIT SCENES WHERE AM.I SINGS DIRECTLY TO THE CAMERA.

ACOUSTIC VIDEO INSPO



Pip Millett - Deeper Dark (Live @ RAK Studios)

TAKING INSPIRATION FROM THE PIP MILLET VIDEO THE ACOUSTIC VERSION WILL BE RECORDED AT **THAT SOUND STUDIOS**, LONDON. THE VIBE WILL BE LAID BACK AND MELANCHOLIC.

TIMELINE RELEASE

3 WEEKS PRIOR - 3 WEEKS POST

- **JAN 8TH**: START OF RELEASE CAMPAIGN WITH SINGLE RELEASE ANNOUNCEMENT, VISUALISER ON IG AND CONTENT FROM PHOTO-SHOOTINGS.
- **JAN 15TH**: TRAILER FOR MUSIC VIDEO RELEASE ON TIK TOK.
- **JAN 16TH**: TRAILER RELEASE ON ALL OTHER PLATFORMS + PRE-SAVE CAMPAIGN.
- **JAN 22ND**: SECOND TRAILER RELEASE + ONE WEEK SPONSORED POST AND STORIES PRE-RELEASE ON IG.
- **JAN 24TH:** TRIBE MAGAZINE EXCLUSIVE PRE-RELEASE INTERVIEW.
- **JAN 28TH:** LIVE STREAM ON YT OF ACOUSTIC VERSION OF "A PARTY".
- **JAN 29TH**: RELEASE DATE + ONE WEEK SPONSORED POST AND STORIES POST-RELEASE ON IG.
- **JAN 30TH**: LAUNCH PARTY (LIVE AT TWO TRIBES BREWERY OR STREAMING).

- **FEB 5TH**: MUSIC VIDEO OUT ON YOUTUBE WITH TRAILER ON INSTAGRAM AND TIKTOK.
- **FEB 12TH**: TIKTOK/REELS DANCE CHALLENGE/DUET.
- **FEB 26TH:** BTS OF "A PARTY" MUSIC VIDEO AND Q&A ABOUT THE SONG RELEASE.
- **MARCH 1ST:** ACOUSTIC VIDEO LIVE PERFORMANCE OF "A PARTY" RELEASED ON YT WITH TRAILER ON INSTAGRAM.

SECOND SINGLE: "BOWING OUT"

RELEASE DATE: 07.05.2021

PR/SOCIAL MEDIA CAMPAIGN LENGHT: 6 WEEKS

THIS SECOND SINGLE IS A STRONG BALLAD ABOUT BACKING OUT FROM A TOXIC RELATIONSHIP. IT IS BOUND TO CREATE A MOOD, A STORY WITH NOT ONLY THE LYRICS BUT THE SOUNDS, BEAT AND THE SYNTHS THAT COMPOSE THE SONG (WHICH IS A CHARACTERISTIC OF AM.I'S MUSIC) .

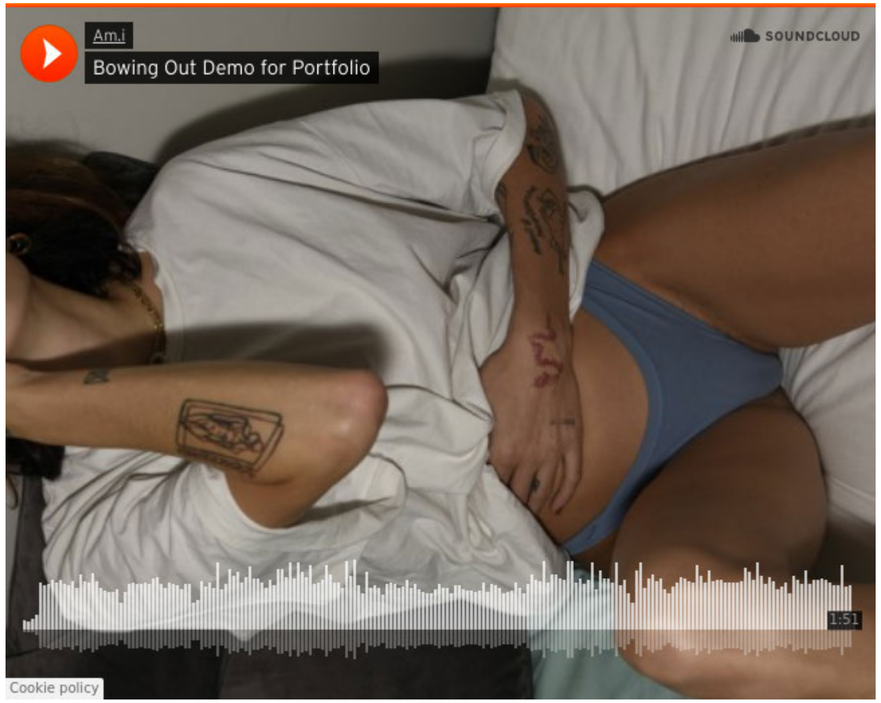
THE SINGLE IS **INSPIRED BY BILLIE EILISH, BANKS, RHYE AND SODY.**

THE IDEA OF STILLNESS WILL BE USED THROUGHOUT THE TRACK WITH MOMENTS OF SILENCE.

LANDSCAPE PHOTOGRAPHER ROBERTA VIALE WILL BE WORKING ON THE ART COVER SINCE SHE PLAYS WITH STILLNESS IN ALL HER WORK.

CLICK HERE FOR ROBERTA VIALE'S IG

SINGLE ARTWORK COVER INSPO



ASSETS FOR RELEASE

- TWO TRAILERS FOR SOCIAL MEDIA
- TWO VISUALISERS FOR IG STORIES/TIKTOK
- MUSIC VIDEO
- REMIX WITH DJ/PRODUCER LEGATO
- TIKTOK DUET CHALLENGE
- Q&A VIDEO
- SHOOTINGS FOR CONTENT
- SINGLE ARTWORK COVER
- MERCH COLLAB WITH MISS VAVA ART



PR FOR RELEASE

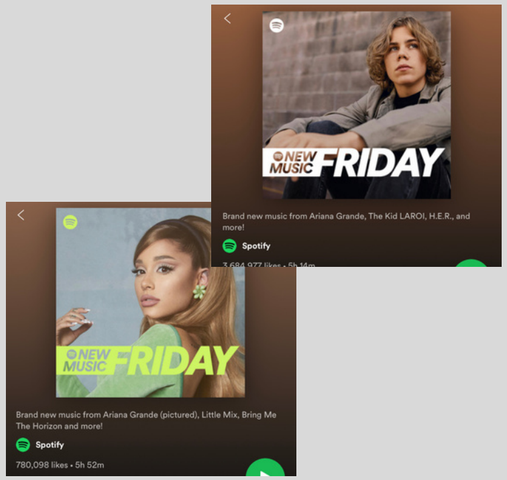
(SMALL/MEDIUM/UNDERGROUND MAGAZINES AND RADIO STATIONS CHOSEN) :

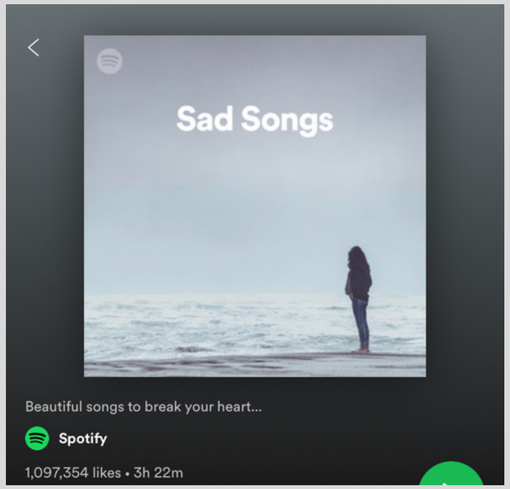
BBC INTRODUCING
SOHO RADIO
HOXTON RADIO
FUTURE RADIO
NETIL RADIO
BOOGALOO RADIO
SWEET LEMONADE FM RADIO
REPREZENT FM
RINSE FM
FUBAR RADIO

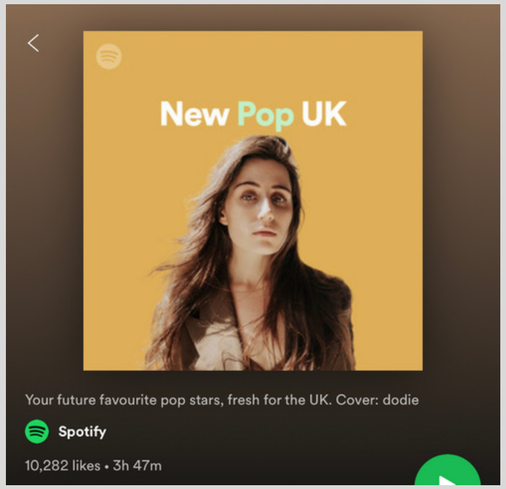
EQUATE MAGAZINE (EXCLUSIVE)
DUMMY MAGAZINE
ELICIT MAGAZINE
TRIBE MAGAZINE
ROUGH MAGAZINE
UNICORNZINE
1998 MAGAZINE
NEW WAVE MAGAZINE
WAVE MAGAZINE
EUPHORIA MAGAZINE
WORDPLAY MAGAZINE
GUAP MAGAZINE
DARKUS MAGAZINE
ROUGH DIGITAL MAG

PLAYLISTS AND SYNC









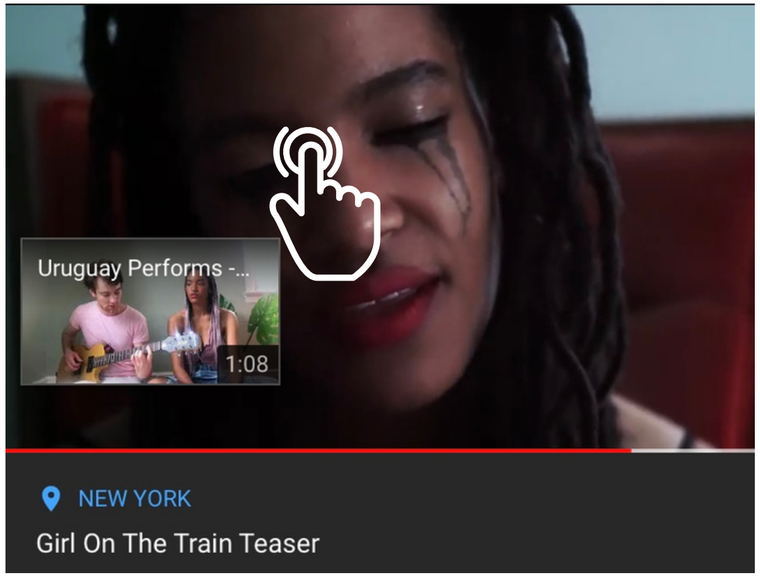
BUDGET

- VISUALISERS : DIY
- MUSIC VIDEO/TRAILERS : £200-300
- LIVE ACOUSTIC A CAPELLA : £100
- SHOOTINGS/SINGLE ARTWORK: DIY
- PR: DIY
- Q&A VIDEO: DIY
- SPONSORED ADS FOR RELEASE: £60
- DIY MERCH COLLAB WITH MISS VAVA ART: £150

"BOWING OUT" MUSIC VIDEO

RELEASE DATE: 08.05.2021
CAMPAIGN LENGHT: 4-6 WEEKS

THE IDEA OF STILLNESS WILL BE USED NOT ONLY THROUGHOUT THE TRACK BUT ALSO IN THE MUSIC VIDEO .
THE FILMING WILL BE ONLY OF ONE SHOT WHERE AM.I IS SINGING AND EXPRESSING EMOTIONS, A RAW PERFORMANCE. THE CAMERA WILL BE PLAYING WITH ONLY THE ZOOMING, THE VIDEO IS INSPIRED BY THE DUO URUGUAY'S "GIRL ON THE TRAIN" MUSIC VIDEO.



A CAPELLA VIDEO

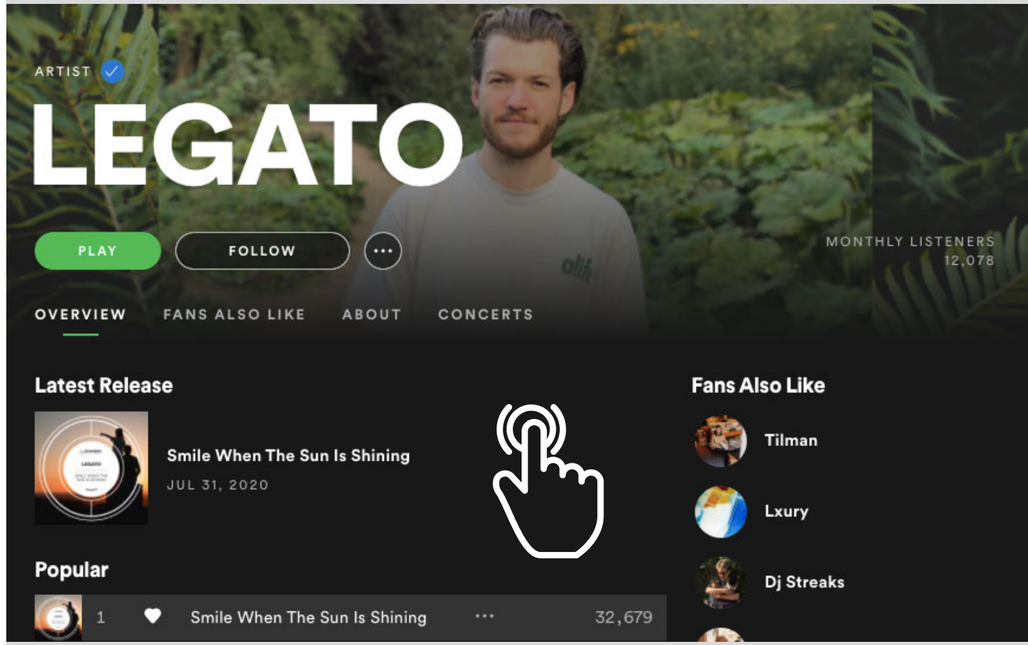
RELEASE DATE: 21.05.2021

INSPIRATION TAKEN FROM IMOGENE HEAP "HIDE AND SEEK" AND SMERZ - “BECAUSE”MUSIC VIDEO.
A VOCODER WILL BE USED AS AN EFFECT ON AM.I'S VOICE AND SHE WILL BE STANDING ON A WHITE BACKGROUND. THE A CAPELLA VIDEO WILL GIVE A VERY REAL AND EMOTIONAL PERFORMANCE TO FANS TO ENJOY AND A NICE PIECE OF CONTENT FOR SOCIAL MEDIA.

"BOWING OUT (LEGATO REMIX)"

RELEASE DATE: 04.06.2021

THE REMIX WILL BE A TROPICAL DEEP HOSE TRACK TYPICAL OF LEGATO'S WORK AND VERY CLOSE TO AM.I'S MUSIC TASTE. THE **RELEASE DATE** WILL BE ON **JUNE THE 4TH** READY FOR SUMMER. LEGATO'S NETWORK OF HOUSE AND ELECTRONIC ARTISTS WILL GIVE A CHANCE TO AM.I TO TOUR AROUND WITH HIM DURING THE SUMMER SEASON.



MISS VAVA MERCH COLLABORATION

THE DIY APPROACH IS USED ON THE MERCHANDISE TOO. AM.I PREVIOUSLY CREATED WITH MISS VAVA, A LONDON BASED PAINTER, T-SHIRTS PAINTED WITH FABRIC PAINT AND WRITTEN POEMS FOR THE "GAME OVER" CAMPAIGN RELEASE TO GIVEAWAY TO FANS. NOW THEY WILL CREATE A SERIES OF T-SHIRTS, HOODIES AND SOCKS TO SELL ON BOTH AM.I'S AND MISS VAVA'S WEBSITE, ETSY, DEPOP, EBAY AND FACEBOOK MARKETPLACE. THIS COLLABORATION AIMS TO SPONSOR BOTH THEIR ARTISTIC CAREERS.

PREVIOUS COLLAB WITH MISS VAVA ART



TIMELINE RELEASE

3 WEEKS PRIOR - 3 WEEKS POST

- **APRIL 16TH**: SINGLE RELEASE CAMPAIGN STARTS WITH TRAILER RELEASE ON IG, TWITTER AND TIKTOK.
- **APRIL 23TH**: SECOND TRAILER OUT AND Q&A VIDEO ABOUT THE TRACK + PRE-SAVE CAMPAIGN.
- **APRIL 30TH**: EARLY PLAY ON **HOXTON RADIO** AND BBC INTRODUCING + ONE WEEK SPONSORED POST ON IG STORIES.
- **MAY 3RD**: ANNOUNCEMENT OF MISS VAVA MERCH COLLAB AND **TIKTOK DUET CHALLENGE** WHERE THE PRIZE WILL BE MERCH GIVEAWAY.
- **MAY 6TH:** EARLY PLAY OF BOWING OUT ON TIK TOK LIVE AND MERCH SHOWCASE.
- **MAY 7TH**: RELEASE OF "BOWING OUT" WITH SOCIAL MEDIA SUPPORT BY INFLUENCERS AND OTHER ARTSTS LIKE : SELIN GECIT, FLORE, **CALL ME LOOP,** VENIS47**, ANDREA DI GIOVANNI, MERON T,** , PRODUCERS, MUSICIANS AND THE COMMUNITY AROUND AM.I.
- **MAY 8TH:** MUSIC VIDEO RELEASE + ONE WEEK SPONSORED POST ON INSTAGRAM STORIES WITH TRAILER.
- **MAY 14TH**: **MISS VAVA ART COLLAB** LAUNCH WITH TIK TOK WINNER CHALLENGE ANNOUNCEMENT.
- **MAY 21ST**: "A CAPELLA" VIDEO LAUNCH AND EQUATE MAGAZINE INTERVIEW.
- **MAY 28TH**: **"BOWING OUT (LEGATO REMIX**) TEASER OUT AND **RED CUP PARTY** PODCAST INTERVIEW WITH JOSH COLLINS.
- **JUNE 4TH**: "BOWING OUT (LEGATO REMIX)" OUT.

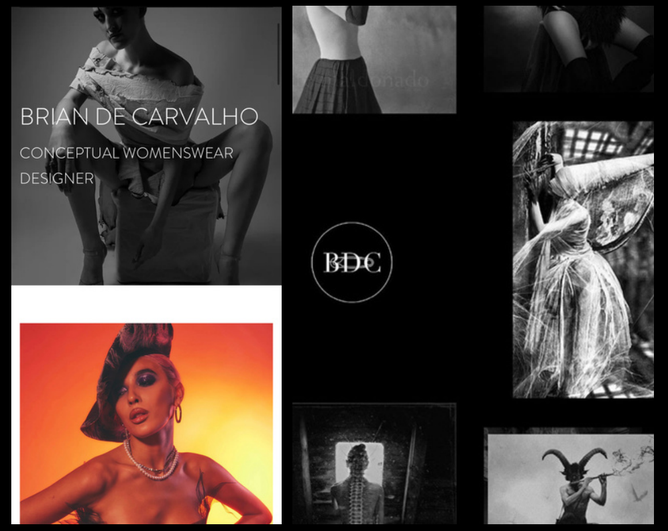
ANDREA DI GIOVANNI

MERON T

AM.I X BRIAN DE CARVALHO
(BRAND COLLABORATION AND AWARENESS)

WHY THE BRAND

IT IS AN EMERGING, CONCEPTUAL, MINIMAL BUT EDGY BRAND THAT SHARES THE VALUES OF AM.I. THE COLLAB WILL RISE AWARENESS ABOUT AM.I WITH BRIAN DE CARVALHO'S CUSTOMERS AND THE BRAND WILL SUPPLY OUTFITS FOR AM.I'S "MENTAL HELL" 'S MUSIC VIDEO.



SHOOTING MOODBOARD

RELEASE DATE: JULY 2021

briandecarvalho.com

PLATFORMS RELEASE

INSTAGRAM, BRAND WEBSITE, TIKTOK, MAGAZINES SUCH AS VOGUE, INFLUENCERS SUCH AS ASHNIKKO.

SINGLE 3 "MENTAL HELL"

RELEASE DATE: 24.09.2021

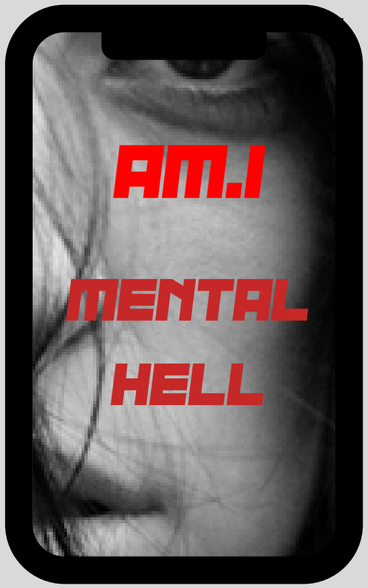
PR/SOCIAL MEDIA CAMPAIGN LENGTH: 4-6 WEEKS

POWERFUL UPBEAT BALLAD TALKING ABOUT BEING TRAPPED IN A MENTAL ILLNESS AND INSECURITIES AND STRUGGLING TO SEE A FUTURE OF HAPPINESS.
THE ARTWORK, INSPIRED BY THE PICTURE ON THE SIDE, WILL BE A COMBINATION OF STILLNESS IN TIME AND SPACE AND PURE EMOTIONS SHOWN BY ONLY THE GAZE. THE MAIN COLOUR OF THE CAMPAIGN WILL BE **RED (#C62828)**.



ASSETS FOR RELEASE

- TRAILER FOR SOCIAL MEDIA
- TWO VISUALISERS FOR IG STORIES/TIKTOK
- MUSIC VIDEO
- Q&A VIDEO
- SHOOTINGS FOR CONTENT
- SINGLE ARTWORK
- INTERVIEWS WITH @IMHORNY__ AND MERCH COLLAB WITH CARNE VIRGEN
- EXHIBITION FOR SINGLE LAUNCH
- SHOOTINGS FOR CONTENT
- ARTWORK COVER



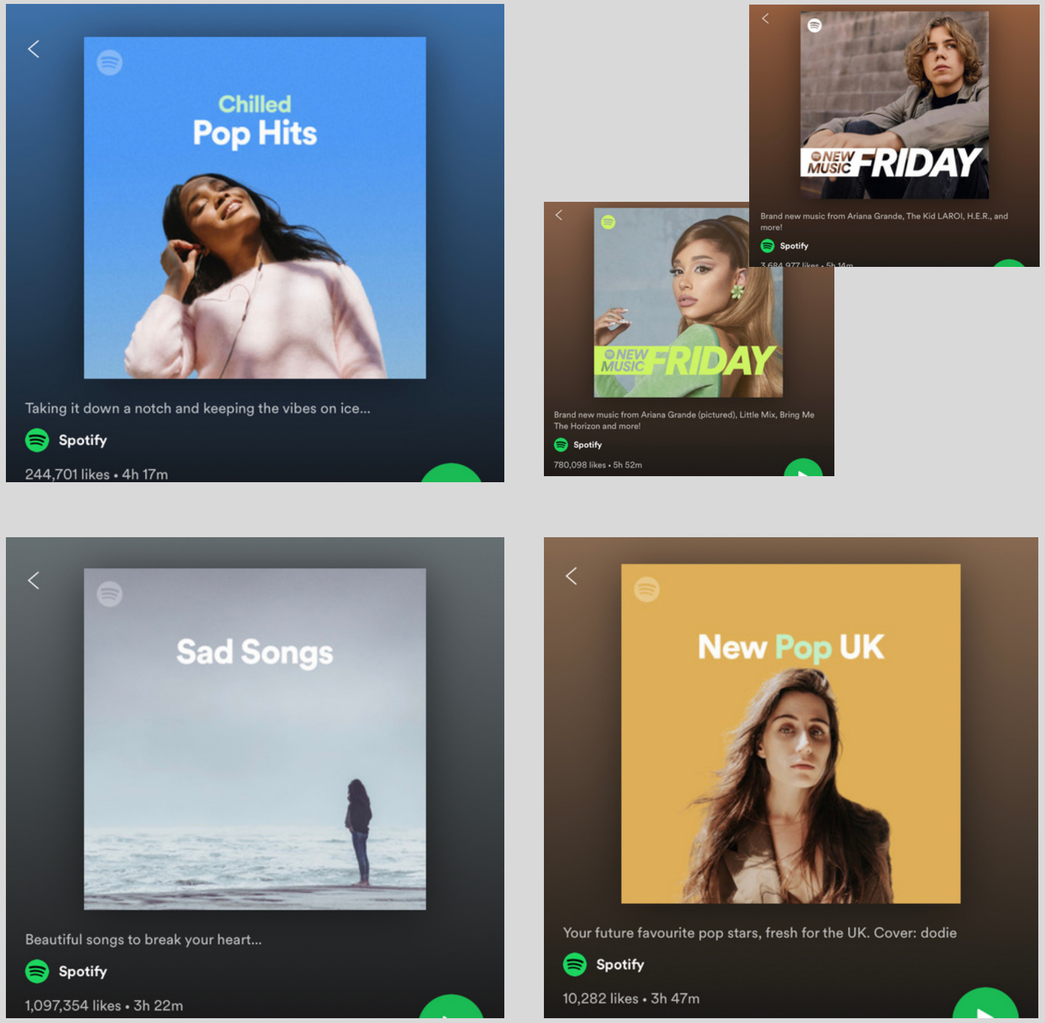
PR FOR RELEASE

(SMALL/MEDIUM/UNDERGROUND MAGAZINES AND RADIO STATIONS CHOSEN) :

BBC INTRODUCING
SOHO RADIO HOXTON RADIO
FUTURE RADIO
NETIL RADIO
BOOGALOO RADIO
SWEET LEMONADE FM RADIO
REPREZENT FM
RINSE FM
FUBAR RADIO

CARNE VIRGEN
@IMHORNY__
EQUATE MAGAZINE
DUMMY MAGAZINE
ELICIT MAGAZINE
TRIBE MAGAZINE
ROUGH MAGAZINE
UNICORNZINE
1998 MAGAZINE
NEW WAVE MAGAZINE
WAVE MAGAZINE
EUPHORIA MAGAZINE
WORDPLAY MAGAZINE
GUAP MAGAZINE
DARKUS MAGAZINE
ROUGH DIGITAL MAG

PLAYLISTS AND SYNC



BUDGET

- VISUALISERS : DIY
- MUSIC VIDEO/TRAILERS : £200-300
- LYRIC VIDEO: £50
- SHOOTINGS/SINGLE ARTWORK: DIY
- PR:DIY
- Q&A VIDEO: DIY
- SPONSORED ADS FOR RELEASE: £60
- DIY MERCH COLLAB WITH CARNE VIRGEN: £100

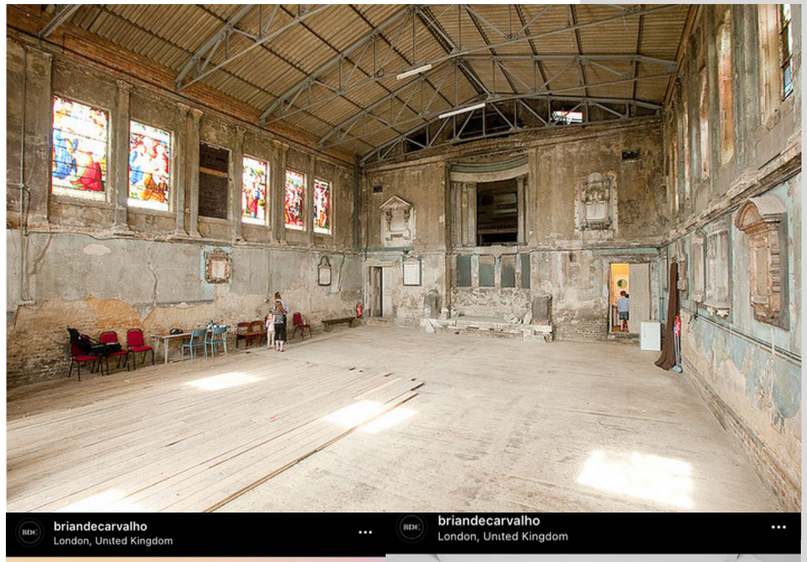
@CARNEVIRGEN AND @IMHORNY__

THESE TWO ART PROJECTS/COLLECTIVE/MAGAZINES WILL SUPPORT THE RELEASE OF THE SONG.
BOTH THESE COLLECTIVES BELIEVE IN THE NORMALISATION OF FEMININITY AND FEMALE BODY, NORMALISATION OF MENTAL STRUGGLES WITHIN SOCIETY. THEY WILL LAUNCH A COLLABORATIVE CAMPAIGN WITH AM.I WHERE THEY WILL DISCUSS THE PURPOSES OF THE SONG AND RAISE AWARENESS AROUND THE TOPICS WITH TWO DIFFERENT ARTICLES AND REVIEWS OF THE TRACK ON THEIR SOCIAL MEDIA.













MUSIC VIDEO

THE IDEA BEHIND THE VIDEO IS TO SHOW THE MENTAL HELL AM.I LIVES ON THE INSIDE BUT AROUND HER. IT WILL BE SHOT AT THE **ASYLUM CHAPEL** IN **PECKHAM** AND **BRIAN DE CARVALHO** WILL DESIGN THE OUTFIT FOR THE VIDEO: A STRAITJACKET. THE IDEA OF STILLNESS IS AGAIN PORTRAYED THROUGHOUT THE VIDEO BUT IT WILL BE MORE DYNAMIC AND WILL INVOLVE MORE MOVEMENT.

THE VIDEO WILL BE STRATEGICALLY RELEASED ON **OCTOBER THE 29TH**, FOR HALLOWEEN 2021.

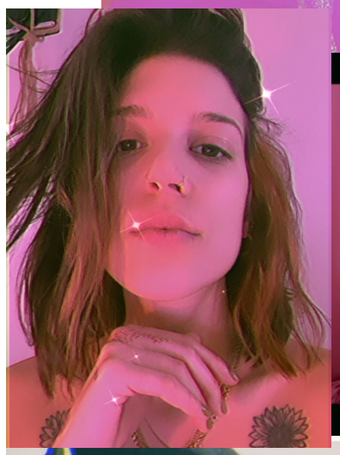
TIMELINE RELEASE

3 WEEKS PRIOR - 3 WEEKS POST

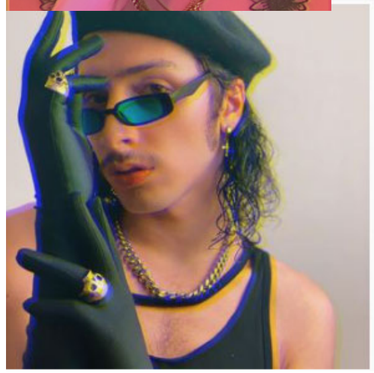
SEPT 3RD: THE CAMPAIGN WILL START WITH A TEASER RELEASE VIDEO WITH THE POEM OF WHERE THE SONG COMES FROM + PRE-SAVE CAMPAIGN
SEPT 17TH: @CARNEVIRGEN AND @IMHORNY__ INTERVIEWS+ SPONSORED POST
SEPT 20TH: PREMIERE ON SOHO RADIO/BBC INTRODUCING
SEPT 23RD: LIVE STREAM PREMIERE ON IG

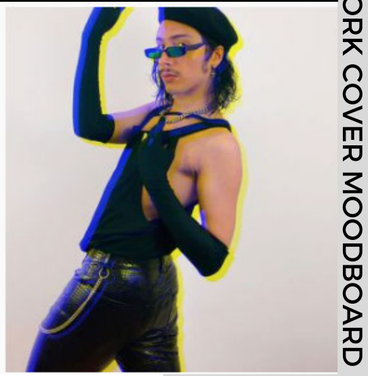
SEPT 24TH: SONG RELEASE WITH LYRIC VIDEO
OCT 1ST: LAUNCH PARTY/EXHIBITION WITH @CARNEVIRGEN AND @IMHORNY__ AT HOXTON253
OCT 8TH: CARNE VIRGEN MERCH LAUNCH WITH Q&A VIDEO ABOUT THE SONG AND COLLABORATION
OCT 28TH: PREMIERE VIDEO ON YOUTUBE
OCT 29TH: MUSIC VIDEO OUT FOR HALLOWEEN











ARTWORK COVER MOODBOARD

SINGLE "HI"
WITH ANDREA DI GIOVANNI

RELEASE DATE : 19.11.2021

CAMPAIGN LENGHT: 6 WEEKS

NON-BINARY, TRANSGENDER SOLO ARTIST ANDREA DI GIOVANNI AND AM.I WILL BE WORKING TOGETHER ON THIS HEARTBREAKING BALLAD ABOUT SELF-ACCEPTANCE AND LOVE. THE SONG WILL ALSO HAVE THE FIRST SECTION OF ITALIAN LYRICS AM.I HAS EVER WRITTEN TO INTRODUCE HER AUDIENCE TO HER SINGING IN HER NATIVE LANGUAGE FOR FUTURE MARKET PURPOSES.

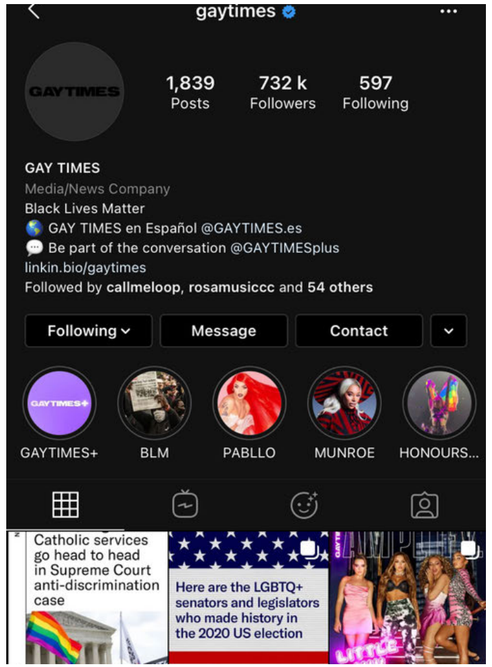
ASSETS

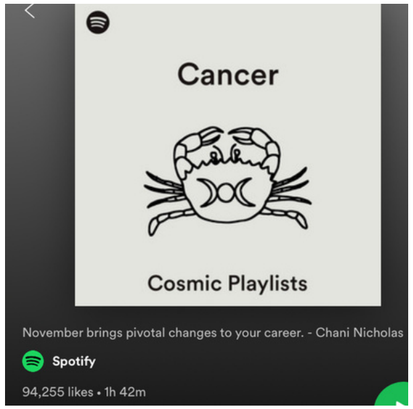
- QUAZAR MAGAZINE COVER AND ARTICLE
- ONE TRAILER
- ONE VISUALISER
- LYRIC VIDEO
- ACOUSTIC MUSIC VIDEO
- LIMITED EDITION MERCH
- SHOOTINGS FOR CONTENT
- ARTWORK COVER
- TIKTOK DUET CHALLENGE

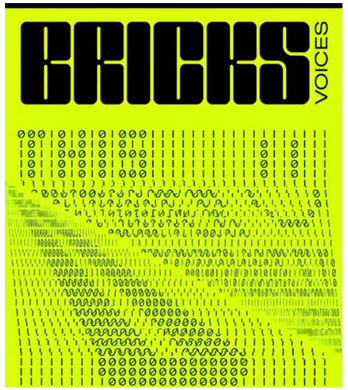
BUDGET

- LYRIC VIDEO : £100
- ACOUSTIC MUSIC VIDEO : £250-300
- LIMITED EDITION MERCH : £200
- SPONSORED AD: £50
- PR: DIY
- SINGLE ARTWORK: DIY

PR/ PLAYLISTS







MERCH

A3 - A2 PRINTS OF THE ARTWORK COVER WILL BE PLACED FOR SELLING ONLINE AND 20% OFF THE PROCEEDS WILL BE DONATED TO LGBTQAI+ CHARITIES.

TIMELINE RELEASE

2 WEEKS PRIOR - 4 WEEKS POST

NOV 5TH: ANNOUNCEMENT WITH VISUALISER AND PRE-SAVE CAMPAIGN
NOV 12TH: TRAILER WITH MERCH RELEASE ANNOUNCEMENT
NOV 15TH: QUAZAR COVER RELEASE
NOV 18TH: BBC INTRODUCING RADIO PLAY

NOV 19TH: "HI" RELEASE WITH LYRIC VIDEO
NOV 20TH: LIVE STREAM LAUNCH PARTY ON YOUTUBE AND TIKTOK DUET CHALLENGE
NOV 26TH: MERCH LAUNCH
DEC 3RD: ACOUSTIC MUSIC VIDEO RELEASE

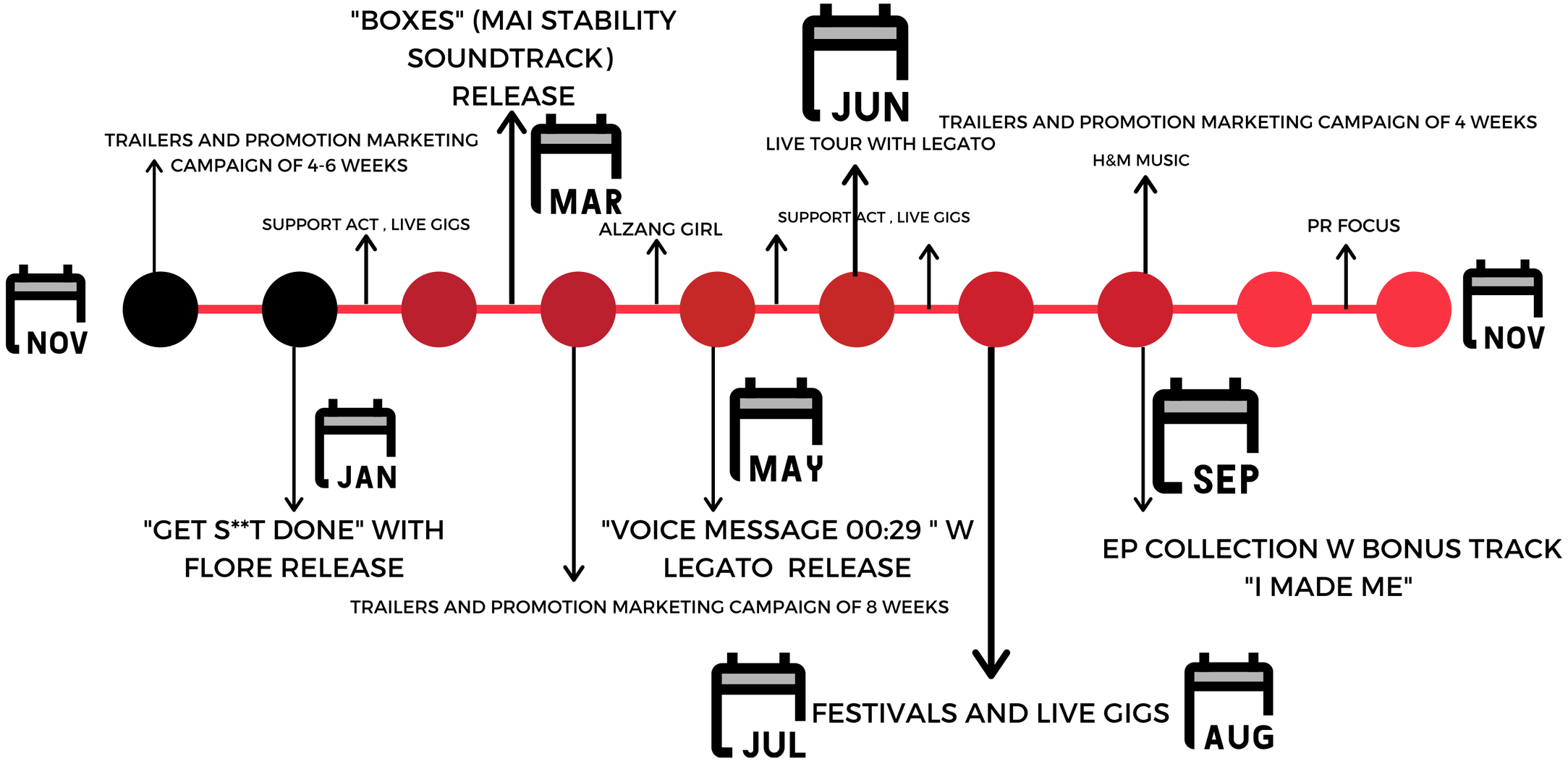
MARKETING CAMPAIGN YEAR 2

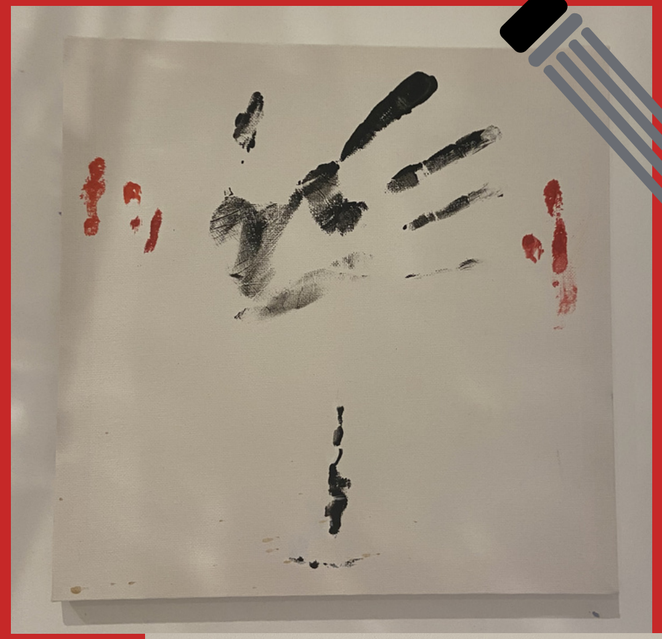


AM.I

(THE CAMPAIGN IS LAID OUT CHRONOLOGICALLY)

BRIEF TIME LINE FOR SECOND YEAR FROM NOVEMBER 2021 TO OCTOBER 2022







PUSHING ART

ALL FORMS OF ART HAVE ALWAYS BEEN PRESENT AND FUNDAMENTAL IN AM.I'S WORK.
TO REFRESH HER IMAGE AND KEEP HER AUDIENCE INTERESTED ON THIS SECOND YEAR OF THE CAMPAIGN SHE WILL BE DEDICATING HERSELF MUCH MORE TO COLLABORATIONS WITH ARTISTS AND TO MAKE HER OWN ART. HER POEMS ARE HER FIRST APPROACH TO MUSIC SO SHE WILL BE SHOWING MORE OF IT THROUGH HER SOCIAL MEDIA PLATFORMS. ABSTRACT PAINTING, DANCING AND PERFORMANCE ART ARE ALSO AM.I'S PERSONAL AND PROFESSIONAL SKILLS.



EXPECTATIONS YEAR 2

FOLLOWERS: **700-1000**
MONTHLY LISTENERS: **40,000-60,000**
POPULARITY INDEX: **30**
TOTAL EDITORIAL PLAYLISTS: **8**

TOT. FOLLOWERS : **6000**
ENGAGEMENT RATE: **15-20%**

TOT. FOLLOWERS: **600**
ENGAGEMENT RATE: **12-14%**

PLAYS: **15,000- 20,000**
AVERAGE LISTENERS: **300**
TOTAL EDITORIAL PLAYLIST AMOUNT: **3**
SONG PURCHASES: **50-75**

TOT. FOLLOWERS: **3000 - 5000**
ENGAGEMENT RATE: **20-25%**

TOT. FOLLOWERS: **500**
ENGAGEMENT RATE: **12-14%**

INTRODUCING MAILING LIST

EXPECTATIONS: 200 SUBSCRIBERS



WHY PUSH IT?

- SAFEST DIRECT CONTACT WITH FANS
- AUDIENCE STUDY AND STATS
- DIRECT PRODUCT SERVICE

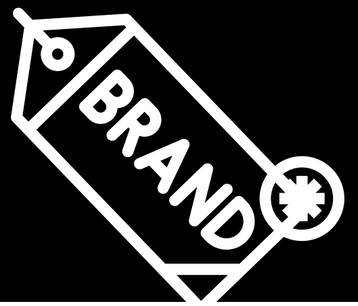
HOW TO PUSH IT

- DISCOUNTED OFFERS ON MERCH
- EXCLUSIVE MUSIC
- DIRECT NEWS TO SUBSCRIBERS

WHERE TO PUSH IT?

- INSTAGRAM
- TIKTOK
- FACEBOOK
- TWITTER
- WEBISTE

SOCIAL MEDIA REBRANDING



NEW COLOUR

AM.I WILL START EXPERIMENTING WITH THE COLOUR **RED** WHICH REPRESENTS HER MUSIC AND PERSONA MORE, THE POWER WITHIN, THE DETERMINATION AND THE STRENGTH BUT ALSO THE PAIN HER MUSIC IS ABOUT.

NEW LAYOUT

ALTERNATING CONTENT WITH THE COLOUR RED WITH NATURAL LIGHT SHOTS, BLACK AND WHITE AND ANALOG PICTURES ALREADY PRESENT.

NEW PURPOSE

SHARE MORE ART WITH HER FANS
MORE EMOTIONS
MORE MATURITY
MORE AWARENESS

PUSHING PR



WHY PUSH IT?

- AM.I NEEDS MORE RECOGNITION THROUGH ON RADIOS, MAGAZINES AND BLOGS.

(SEE SLIDES N 36-37-40-42)

HOW TO PUSH IT

- GREAT PR EFFORT
- BUILDING TRUST IN THE NETWORK
- ARTIST COLLABS
- BRAND COLLABS
- LIVE GIGS

WHERE TO PUSH IT?

- MAILING
- BLOGS
- MAGAZINES
- RADIOS
- SOCIAL MEDIA
- SPOTIFY

PUSHING COLLABS



MUSIC ARTISTS COLLAB

FLORE, LEGATO

OPENING ACT

PETRIE, GRACEY, CALL ME LOOP, MILLIE TURNER, DYLAN, TWST, NONO, JOE HERTZ.

ARTISTS COLLAB

MISS VAVA
J PERPETUAL
ALZANG STORE
H&M EMERGING ARTISTS

PUSHING LIVE GIGS

MORE FESTIVALS IN UK AND ITALY

SUMMER 2022 AM.I WILL PUSH TO PERFORM ON FESTIVALS IN THE UK, ITALY, FRANCE, HUNGARY, SPAIN, BELGIUM AND EUROPE TO BROADEN HER AUDIENCE REACH.
(SEE SLIDE N. 41)

LEGATO TOUR

AM.I WILL TAKE AN ACTIVE PART ON LEGATO'S SUMMER TOUR OF CLUBS AS THE MAIN VOCALIST AND WILL BE PERFORMING WITH HIM.



SINGLE "GET S**T DONE"

AM.I & FLORE

COVER ART MADE BY @SILLY_GGIRL

RELEASE DATE: 14.01.2022

CAMPAIGN LENGHT : 4-6 WEEKS

INSPO SONGS ARE **JOE HERTZ (FT. NONO) - MOON, FLORE&NAUGHTY ALICE - REBORN A QUEEN, MAC MILLER - BLUE WORLD**.

COLOUR USED FOR THE CAMPAIGN: **GREEN (#1ED660).**

ELECTRONIC/HIP-HOP SOUND WITH A SOUL INTERPRETATION AND SHARP, STRONG LYRICS. A SONG ABOUT STRUGGLING TO FOCUS AND ACHIEVE DREAMS ON THESE UNCERTAIN TIMES.

ASSETS

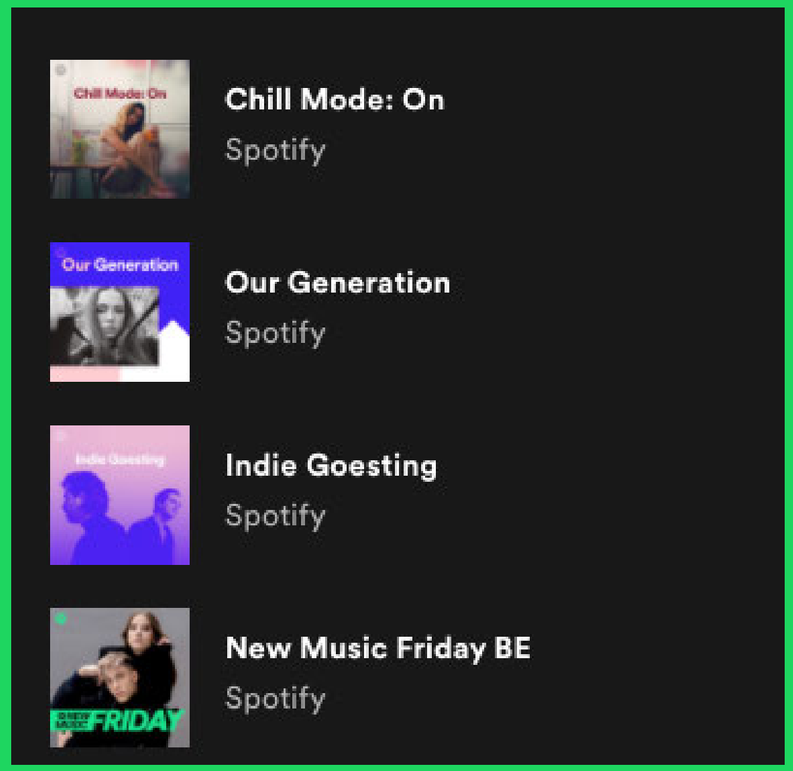
- VISUALISER
- ANIMATED VISUALISER
- MUSIC VIDEO
- LIVE ACOUSTIC VIDEO (HOPE TALA INSPO)
- TIKTOK CHALLENGE/ DUET
- Q&A VIDEO
- HAND MADE LIMITED EDITION MERCH
- LAUNCH PARTY
- SHOOTINGS FOR CONTENT
- ARTWORK COVER



BUDGET

- ONE VISUALISER: DIY
- ONE ANIMATED VISUALISER: £50
- MUSIC VIDEO: £200-250
- LIVE ACOUSTIC VIDEO: £300
- SPONSORED ADS: £40-60
- MERCH: £150
- PR: DIY

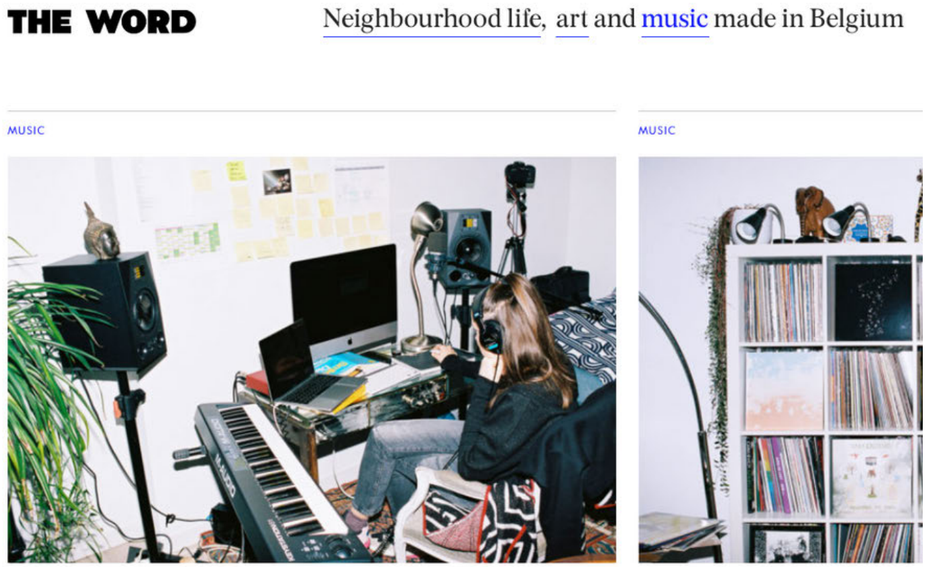
PLAYLISTS|SYNC



PLUS ALL PREVIOUS PLAYLISTS AM.I HAS AIMED FOR.

PR

IN ADDITION TO ALL THE MAGAZINES AND RADIOS TARGETED, BELGIAN AND ITALIAN MAGAZINES WILL BE CONTACTED FOR THIS RELEASE.



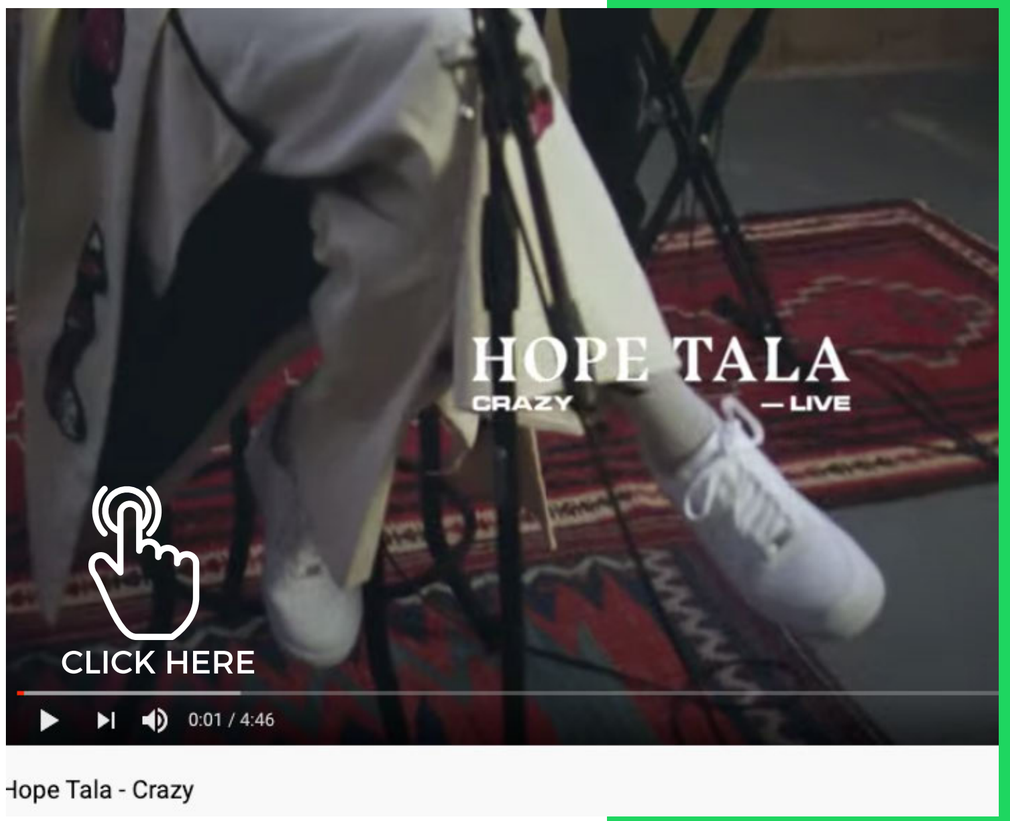


MUSIC VIDEO

RELEASE DATE:

THE MUSIC VIDEO WILL BE AN ANIMATION OF THE WORK OF @SILLY_GGIRL WHERE BOTH AM.I AND FLORE WIL BE PORTRAYED.

ANIMATION TEAM: AGATHA SNOW (@THECRAZYW0MAN).



ACOUSTIC MUSIC VIDEO

RELEASE DATE: **12.02.2022**

INSPIRATION FROM: HOPE TALA - CRAZY (ACOUSTIC VIDEO)

LOCATION: SOUP STUDIOS, LONDON

TIMELINE RELEASE

2 WEEKS PRIOR - 4 WEEKS POST

JAN 3RD: VISUALISER DROPS ON SOCIAL MEDIA
JAN 7TH: TRAILER DROPS ON SOCIAL MEDIA WITH PRE-SAVE CAMPAIGN
JAN 14TH: RELEASE "GET S**T DONE" WITH LAUNCH PARTY AND TWO WEEKS SPONSORED STORIES AND POST ON INSTAGRAM
JAN 20TH: YOUTUBE PREMIERE OF MUSIC VIDEO

JAN 21ST: MUSIC VIDEO RELEASE
JAN 24TH: MERCH FOR COLLAB RELEASE WITH TIKTOK VIDEO AND FACEBOOK POST
JAN 31ST: Q&A VIDEO RELEASE ON SOCIAL MEDIA
FEB 4TH: TIKTOK CHALLENGE FOR RELEASE
FEB 12TH: ACOUSTIC MUSIC VIDEO RELEASE

GET S**T DONE MERCH

THE **LIMITED EDITION T-SHIRTS** FOR THE RELEASE WILL BE MADE BY **FLORE**, PAINTED DIRECTLY ON THE FABRIC. THEY WILL BE SOLD ON THE **24TH OF JANUARY**, DURING THE **LAUNCH PARTY** FOR THE COLLAB RELEASE AND LATER ON ON DEPOP, FACEBOOK AND VIA DIRECT MESSAGE.



FRONT



BACK

BOXES (MAI stabilitY soundtrack)

MARCH 2022



ASSETS

FILM FESTIVAL SEASON, PREMIERES IN ROME AND LONDON.

Q&A VIDEO
SHORT MOVIE TRAILER
SONG TRAILER

MAI stabilitY

EXPLAINED

SHORT MOVIE PSYCHO DRAMA,
ON HOW TO DESTROY STEREOTYPES AND FIND TRUE HAPPINESS.
"MA I STABILITY HAS BEEN DRIVEN BY MY EMERGENCY TO BREAK DOWN ANY KIND OF STEREOTYPE THAT TEARS PEOPLE APART FROM BEING WHO THEY REALLY ARE, FROMWHAT THEY REALLY WISH."
(J.PERPETUAL, DIRECTOR, 2020)

TIMELINE

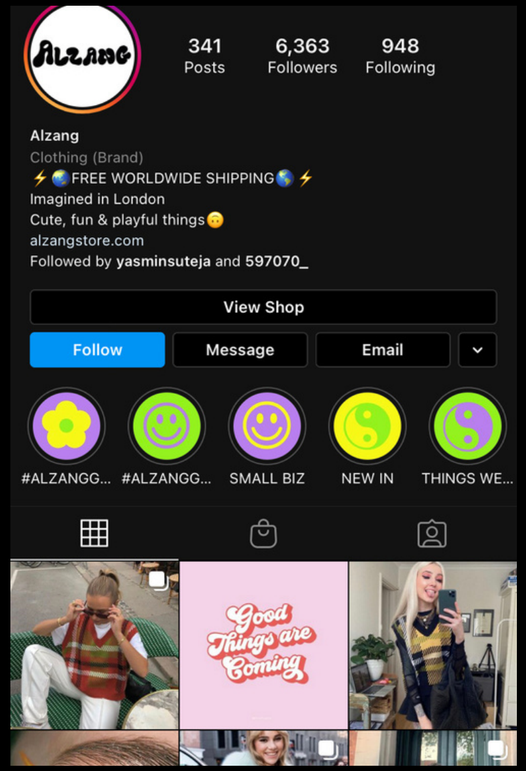
MARCH 11TH: TRAILER RELEASE

MARCH 14TH: SHORT MOVIE TRAILER AD ON SOCIAL MEDIA

MARCH 18TH: "BOXES" **RELEASE**

MARCH 25TH: Q&A VIDEO RELEASE ON SPOTIFY

ALZANG GIRL MARCH/APRIL 2022





SOLD WHERE ?

ALZANG STORE WEBSITE
DEPOP
ASOS

ASSETS:

- 3 POSTS AND STORIES TO SPONSOR THE BRAND
- OUTFIT FOR ONE MUSIC VIDEO AND 2022 SUMMER TOUR.
- 20% OFF FOR MAILING LIST SUBSCRIBERS.

ARTWORK FOR SINGLE COVER



SINGLE "VOICE MEMO 00:29"
AM.I & LEGATO

RELEASE DATE: 03.06.2022
CAMPAIGN LENGHT : 8 WEEKS

INSPO SONGS ARE: **SG LEWIS - CHEMICALS, DISCLOSURE - ENERGY (ALBUM)**.
ELECTRONIC/HOUSE-FUNK SOUND WITH A SOUL INTERPRETATION AND SHARP, STRONG LYRICS, SUMMER SONG.

ASSETS

- ONE VISUALISER
- ONE ANIMATED VISUALISER/ TRAILER
- LYRIC ANIMATED VIDEO
- LIVE TOURING VIDEO
- TIKTOK DANCE CHALLENGE
- Q&A VIDEO
- SUMMER TOUR WITH LEGATO
- SHOOTINGS FOR CONTENT
- ARTWORK COVER
- MERCH FOR TOURING



BUDGET

- SPONSORED AD: £60
- SUMMER TOUR TOTAL BUDGET: £3000
- LIVE TOURING VIDEO: £300-350
- LYRIC ANIMATED VIDEO: £200
- ANIMATED VISUALISER: £100

PLAYLISTS

ALTAR, THIS IS DISCLOSURE, THIS IS LEGATO AND ELECTRONIC FINDS.

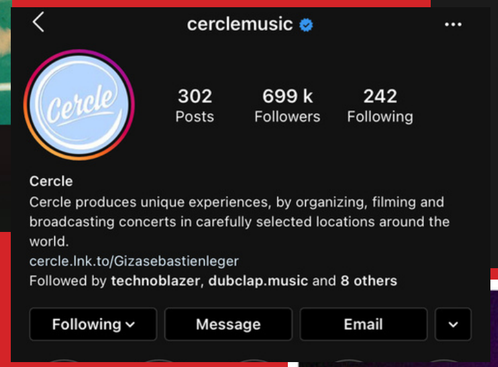
PR

TARGETED MAGAZINES AND RADIOS FOR YEAR 2 PLUS BBC RADIO 1 AND CERCLE BROADCASTING.

FESTIVALS TO PUSH

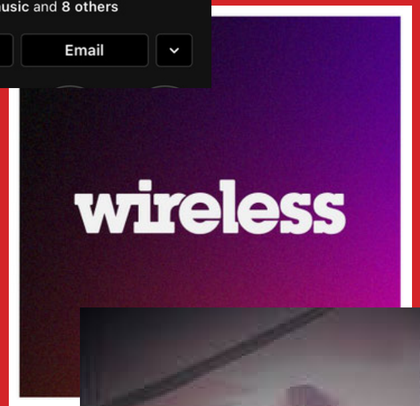
ADOBE FESTIVAL, LOVEBOX, WIRELESS, READING, JUNCTION 2, ULTRA CROATIA, PRIMAVERA.

















SUMMER TOUR WITH LEGATO

AM.I WILL BE TOURING IN FOUR LOCATIONS WITH LEGATO PROMOTING THEIR COLLABORATION AND HER MUSUC.
HER OUTIFTS WILL BE SUPPILED BY ALZANG.
SHE WILL ALSO BE PROMOTING THE OFFICIAL MERCHANDISING. (HOODIES, T-SHIRTS, SOCKS)

LONDON
IBIZA
AMSTERDAM
BARCELONA







TIMELINE RELEASE

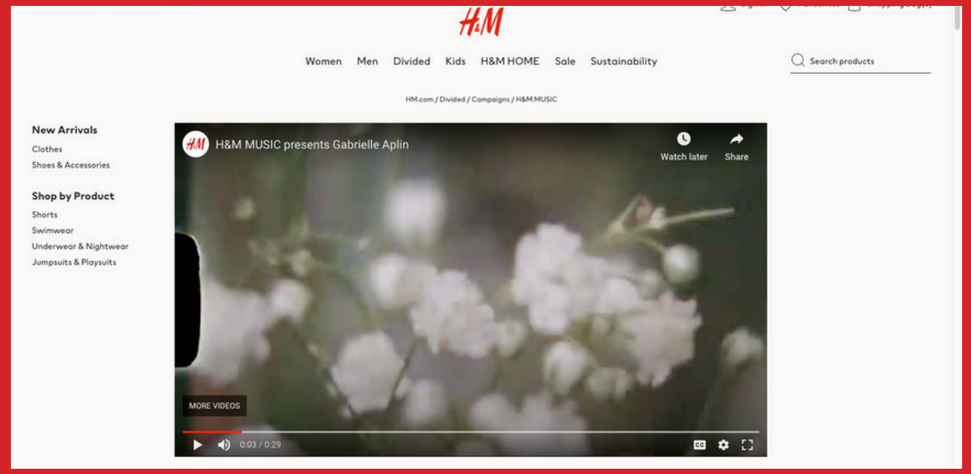
3 WEEKS PRIOR - 5 WEEKS POST

MAY 14TH: RELEASE ANNOUNCEMENT
MAY 15TH: VISUALISER RELEASE
MAY 21ST: ANIMATED VISUALISER TRAILER RELEASE
MAY 27TH: EXCLUSIVE SOHO RADIO EARLY PLAY AND PRE-SAVE CAMAPAIGN
JUNE 2ND: YT PREMIERE

JUNE 3RD: "VOICE MEMO 00:29" RELEASE WITH LIVE STREAM PARTY
JUNE 4TH: LYRIC VIDEO LAUNCH AND 3 WEEKS SPONSORED STORIES/POST ON INSTAGRAM
JUNE 10TH: Q&A VIDEO AND TIK TOK DANCE CHALLENGE LAUNCH
JUNE 11TH: SUMMER TOUR BEGINS
JULY 8TH: LIVE TOURING VIDEO RELEASE

H&M MUSIC

SEPTEMBER - OCTOBER 2022



THE FAST FASHION EMPEROR PROMOTES EMERGING ARTISTS EVERY MONTH AND GIVES THEM THE OPPORTUNITY OF **VISIBILITY**, AN **INTERVIEW**, A **VIDEO TEASER,** BE PLACED ON THEIR **IN-STORE PLAYLISTS** AND TO **PERFORM** FOR CUSTOMERS AT A COMPANY SHOWROOM. IT IS A GREAT OPPORTUNITY FOR A BRAND COLLABORATION AND SPREAD AWARENESS.



EP COLLECTION "THIS IS JUST MY EP N 2"
+ LAST SINGLE "THIS IS JUST THE SONG CLOSING MY EP N 2"

RELEASE DATE: 18.11.2020
CAMPAIGN LENGHT : 4 WEEKS

EP COLLECTION OF ALL SINGLES FROM " A PARTY" UP UNTIL NOW. THE TITLE REFLECTS, IN A VERY PLAYFUL WAY, HER JOURNEY LEADING UP TO SEPTEMBER 2022.
CHOOSING THIS NAME AND EP COVER IS AM.I'S WAY TO NOT TAKE HERSELF TOO SERIOUSLY AND TO HIGHLIGHT GENERAL LIFE PHASES.



ALBUM ARTWORK COVER

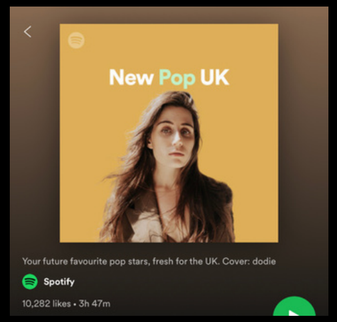
THE SINGLE TALKS ABOUT LOVE, PAST RELATIONSHIPS, AND ACCEPTANCE THROUGH THE PAIN OF IT. IT ALSO REPRESENTS THE LIFE JOURNEY OF AM.I

ONE VISUALISER
ONE SINGLE TRAILER
ONE LYRIC VIDEO
ONE ACOUSTIC LIVE VIDEO
BRICK MAGAZINE INTERVIEW
LAUNCH PARTY
ARTWORK COVER

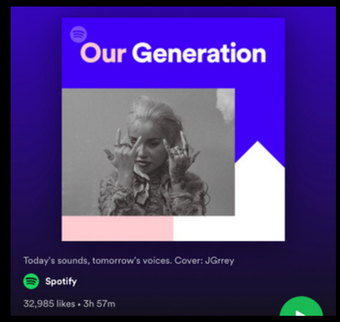
SPONSORED ADS: £40
LYRIC VIDEO:£50
ACOUSTIC LIVE VIDEO: £150-200

ASSETS | BUDGET
PR | PLAYLISTS

BRICKS VOICES







TIMELINE RELEASE

2 WEEKS PRIOR - 2 WEEKS POST

NOV 4TH: ANNOUNCEMENT OF EP COLLECTION AND SINGLE RELEASE ON SOCIAL MEDIA
NOV 7TH: TRAILER RELEASE + PRE-SAVE CAMPAIGN
NOV 11TH: VISUALISER RELEASE AND TICKETS COMPETITION FOR LAUNCH PARTY ANNOUNCED
NOV 14TH: EXCLUSIVE PLAY WITH RADIO (BBC INTRODUCING/SOHO RADIO)

NOV 18TH: RELEASE OF SINGLE AND EP COLLECTION COMPLETE ON SPOTIFY + LYRICS VIDEO RELEASE ON YOUTUTBE
NOV 19TH: LAUNCH PARTY AT THE GARAGE, LONDON
NOV 25TH: BRICKS MAGAZINE INTERVIEW
DEC 2ND: LIVE ACOUSTIC VIDEO LAUNCH

MARKETING CAMPAIGN YEAR 3



(THE CAMPAIGN IS LAID OUT CHRONOLOGICALLY)

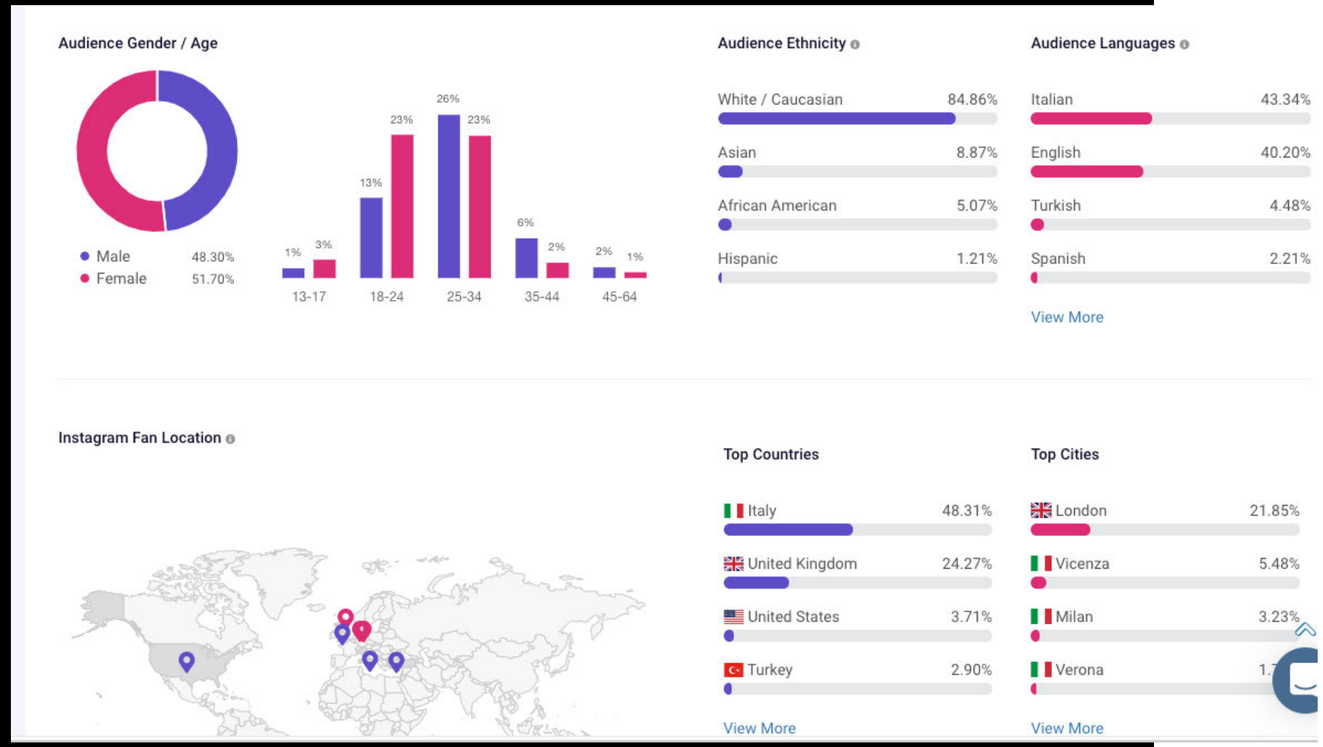
ITALIAN MARKET INTRODUCTION AND AIM

WHY EXPLORING

- AM.I RETURNING TO HER NATIVE ROOTS
- CHANGE IN SOUND IN HER MUSIC
- SMALLER BUT HIGHLY ENGAGED MUSIC MARKET
- GREAT POP/INDIE SCENE
- NEW IMAGE FOR AM.I
- NEW OPPORTUNITIES

THE ITALIAN MARKET IS SMALLER AND LOCALISED BUT IT HAS BEEN GOING THROUGH A GREAT WAVE OF FRESH NEW INTERESTING MUSIC. INDIE POP TRAP, AND ELECTRONIC MUSIC, INITIALLY A NICHE, ARE NOW POPULATING THE ITALIAN CHARTS OFFERING NEW OPPORTUNITIES TO ITALIAN ARTISTS TO HAVE A GLOBAL SUCCESS.

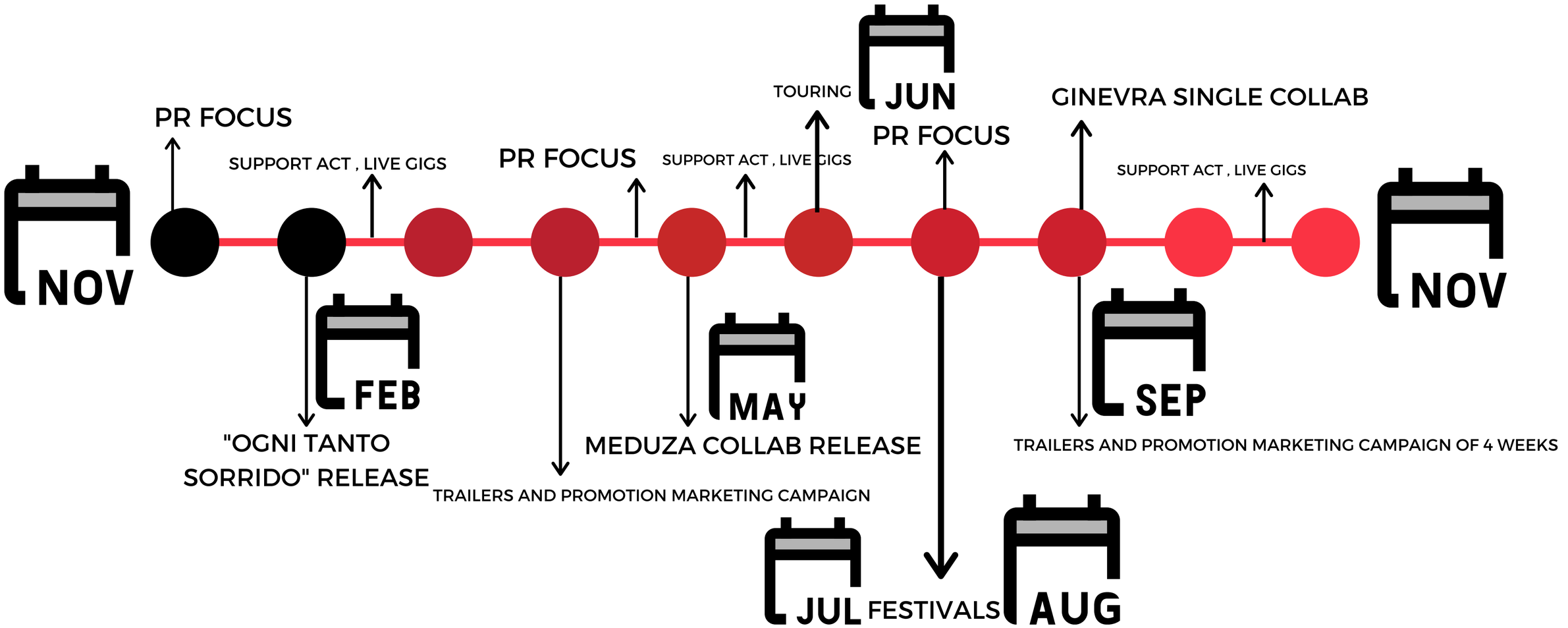
TARGET AUDIENCE IN ITALY



AS SHOWN IN THE STATS, AM.I'S BIGGEST FANBASE IS ITALY, FOLLOWED RIGHT AFTER THE UK AND THE US. WIDEST AGE RANGE IS 25-35 BUT CLOSE SECOND 18-24.

AIM: TARGET THIS AUDIENCE FOLLOWING AM.I'S VISION BUT ADAPTING IT TO THE MARKETING INDUSTRY OF ITALY AND TRENDS AVAILABLE.

BRIEF TIME LINE FOR THIRD YEAR FROM NOVEMBER 2022 TO NOVEMBER 2023



EXPECTATIONS YEAR 3

FOLLOWERS: **2000**
MONTHLY LISTENERS: **70,000-80,000**
POPULARITY INDEX: **35-40**
TOTAL EDITORIAL PLAYLISTS: **10**

TOT. FOLLOWERS : **8000-10,000**
ENGAGEMENT RATE: **30%**

TOT. FOLLOWERS: **800**
ENGAGEMENT RATE: **17%**

PLAYS: **25,000**
AVERAGE LISTENERS: **400**
TOTAL EDITORIAL PLAYLIST AMOUNT: 3
SONG PURCHASES: **100**

TOT. FOLLOWERS: **6000-8000**
ENGAGEMENT RATE: **30%**

TOT. FOLLOWERS: **700**
ENGAGEMENT RATE: **20%**

RECORD LABEL AIM



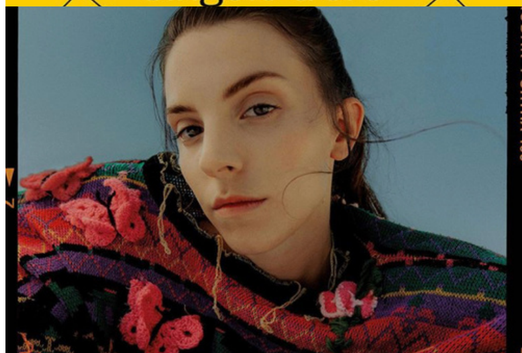




THE ITALIAN MUSIC INDUSTRY IS OLD SCHOOL WHEN IT COMES TO HOW IT WORKS.
DIY ARTISTS ARE STILL TOO NEW TO BE RECOGNISED AND VALUED SO EMERGING ARTISTS WOULD RELY ON INDIE LABELS OR THE THREE MAJORS OF THE GLOBAL INDUSTRY: SONY. WARNER AND UMG FOR SUCCESS AND FUNDS.
THE TARGETED INDIE LABEL FOR AM.I WOULD BE **ASIAN FAKE**, HOME OF THE MOST POPULAR UP AND COMING PERFORMING ARTISTS IN THE COUNTRY: COMA COSE, GINEVRA, KETAMA126 AND VENERUS.

GENRES THE LABEL SPECIALIZES IN: POP, INDIE- POP, INDIE, ALTERNATIVE, ELECTRO-POP, ELECTRONIC MUSIC.

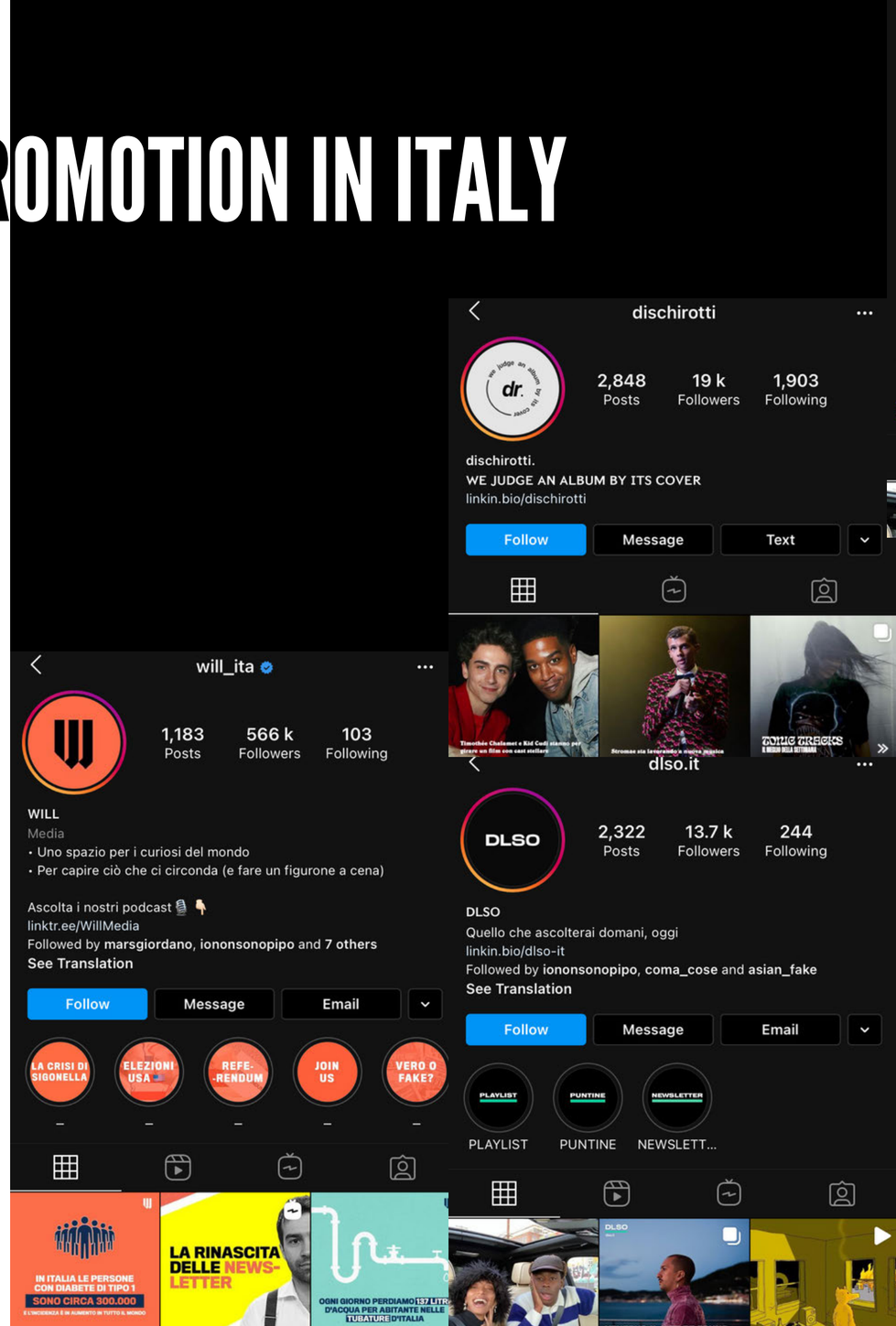




TARGETED PROMOTION IN ITALY

THE "ITALY ONLY" PR CAMPAIGN WILL CARRY FROM NOVEMBER 2022 TO FEBRUARY 2023.

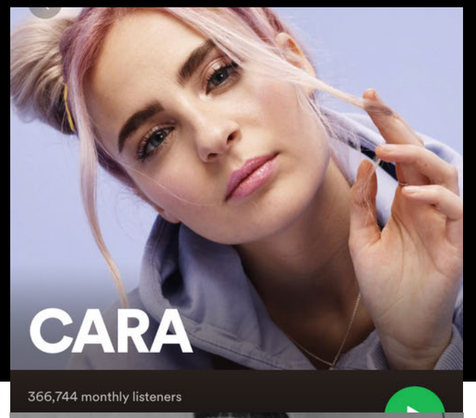
- ROLLING STONE ITALIA
- RUMORE
- LA TEMPESTA DISCHI
- ROCKON.IT
- DEER WAVES
- DNA CONCERTI
- RADIO 105
- RTL 102.5
- DEEJAY
- STELLA FM

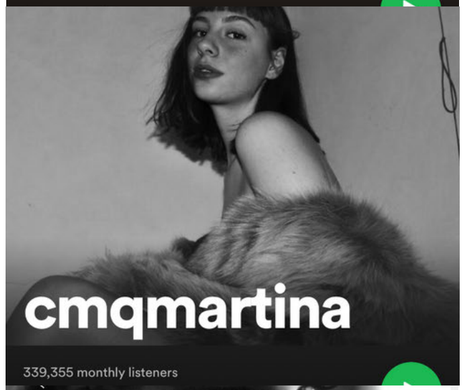


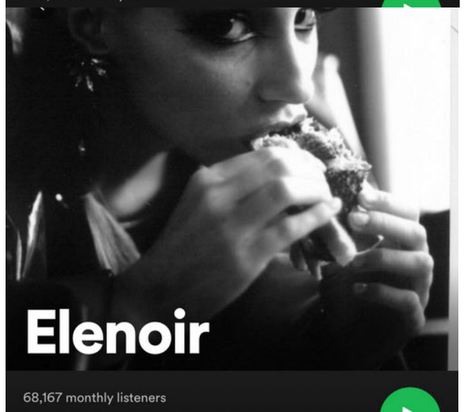
FESTIVALS AND ARTISTS TO BE THE OPENING ACT FOR

- ALBORI MUSIC FESTIVAL
- A NIGHT LIKE THIS
- WAKE UP MUSIC EVENTS
- MIAMI
- SHERWOOD
- ALTA FELICITA
- COLLISIONI
- APOLIDE
- KAPPA FUTUR FESTIVAL
- NAMELESS
  PRIMO MAGGIO ROMA

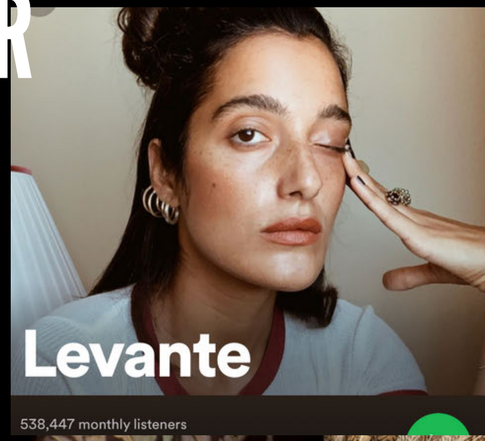
COLLAB

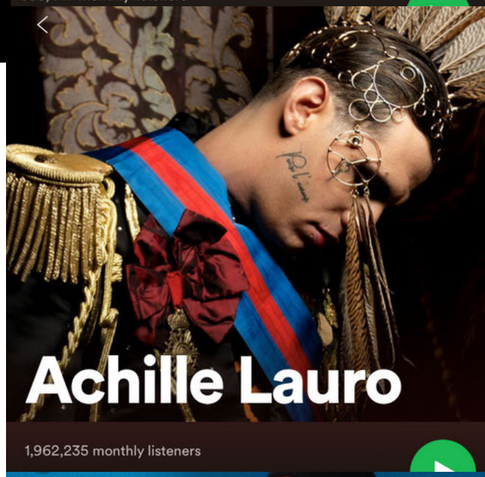


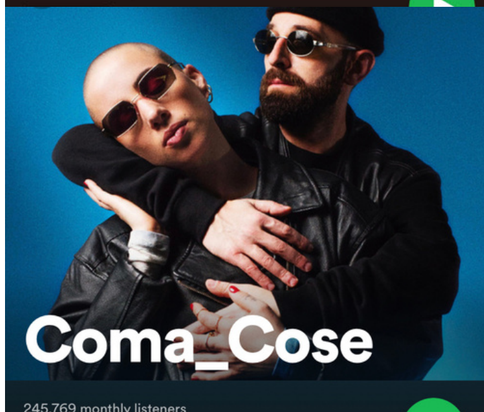




SUPPORT ACT







MERCHANDISE FOCUS

AM.I'S MERCHANDISE + THE LIMITED EDITION COLLAB COLLECTIONS (WHAT IS LEFT) WILL BE PUT AVAILABLE ON DEPOP, FACEBOOK AND ON AM.I'S WEBISTE.
BUDGET(FOR AM.I'S MERCH) :£300









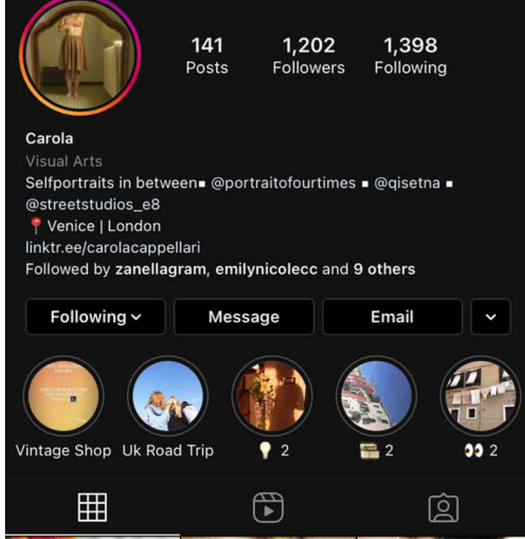


SINGLE 1 "OGNI TANTO SORRIDO"

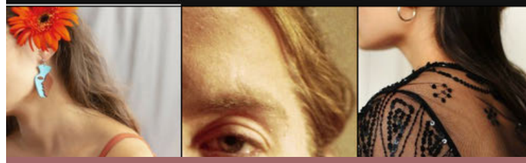
RELEASE DATE: 10.02.2023
CAMPAIGN LENGHT: 4 WEEKS

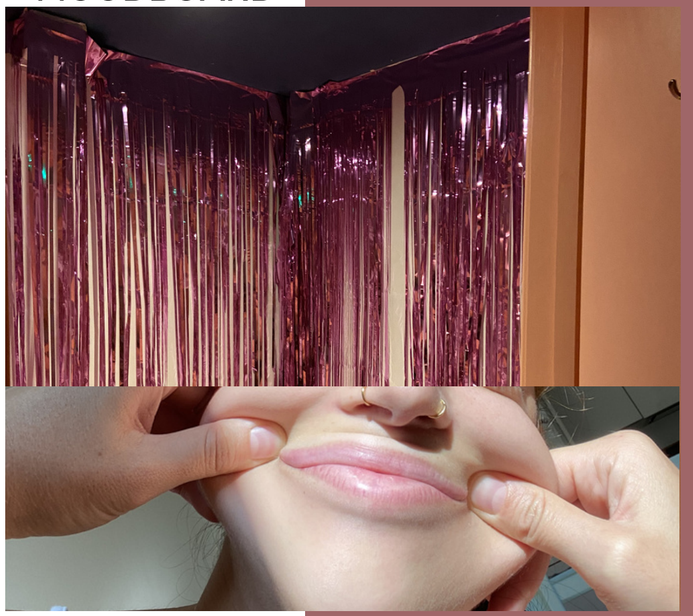
INSPO: **CMQMARTINA "DIO COME TI AMO", GINEVRA "METROPOLI", JOAN THIELE "SEMPRE LA STESSA"**.

FIRST EVER SINGLE IN ITALIAN, LOW-TEMPO TYPE SONG TALKING ABOUT AM.I'S LAST YEARS IN LONDON.
VERY STRAIGHTFORWARD, CATCHY, RELATABLE SIMPLE BUT EDGY AND WITH SELF-IRONIC LYRICS.
CAROLA CAPPELLARI'S AESTHETIC VISION (ITALIAN PHOTOGRAPHER) IS VERY SIMILAR TO AM.I'S. SHE WILL SHOOT THE SINGLE ARTWORK COVER.



ARTWORK MOODBOARD





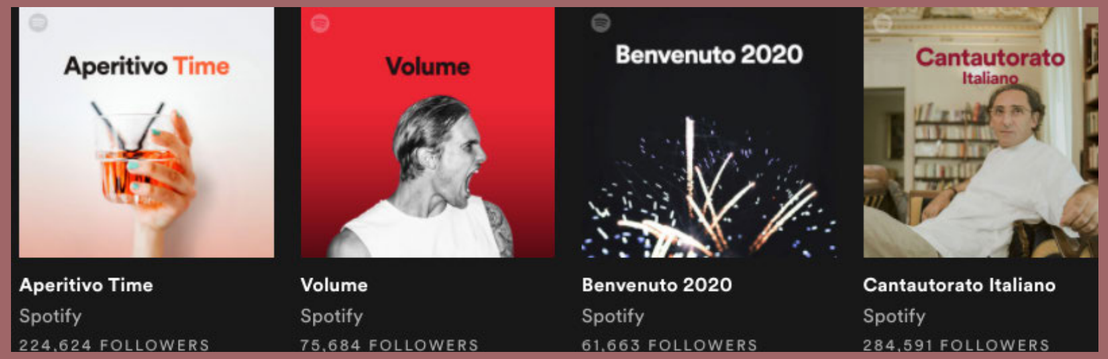
ASSETS

- TWO TRAILERS FROM MUSIC VIDEO
- MUSIC VIDEO
- LIMITED EDITION MERCH
- LAUNCH PARTY
- LYRIC VIDEO WITH ENGLISH SUBS
- ARTWORK COVER
- SHOOTINGS FOR CONTENT

BUDGET

- SPONSORED AD (ITALY TARGETED ONLY): £50
- MUSIC VIDEO: £300
- LYRIC VIDEO: £100
- MERCH: £250-300
- ARTWORK: £100
- SHOOTINGS: £100

PLAYLISTS

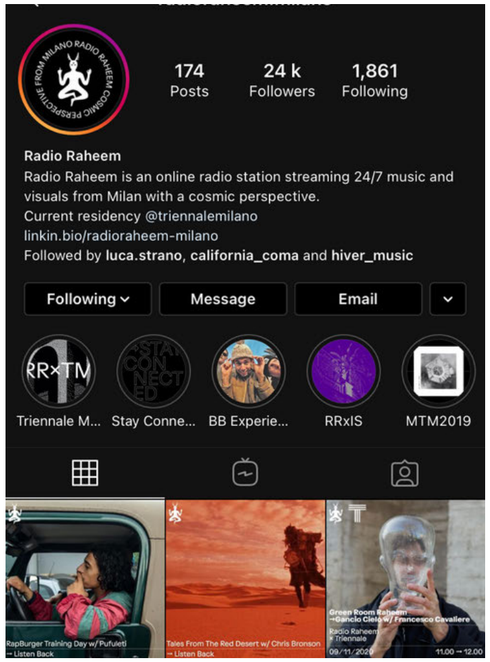


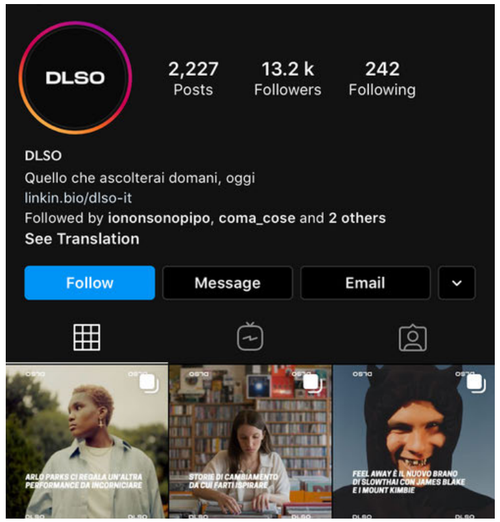
- NEW MUSIC FRIDAY ITALIA
- INDIE ITALIA
- A FINE GIORNATA
- VOLUME
- APERITIVO TIME
- POP ITALIA



PR

ALL MEDIA COMPANIES ALREADY MENTIONED ON SLIDES N. 36 AND 38 PLUS:





- HYPEBEAST
- RADIO RAHEEM
- RUMORI
- DLSO

TIMELINE RELEASE

2 WEEKS PRIOR - 2 WEEKS POST

JAN 27TH: SINGLE RELEASE ANNOUNCEMENT WITH TRAILER

FEB 3RD: VISUALISER RELEASE+PRE-SAVE CAMPAIGN LAUNCH

FEB 4TH: RADIO EARLY PLAY OF "OGNI TANTO SORRIDO"

FEB 9TH : MUSIC VIDEO RELEASE 24 HOURS PRIOR THE RELEASE

FEB 10TH: SINGLE RELEASE

FEB 17TH: LAUNCH PARTY LIVE OR ON LIVE STREAM

SINGLE WITH



RELEASE DATE 19.05.2023
CAMPAIGN LENGHT: 4-6 WEEKS

THIS SINGLE WILL GIVE THE BIGGEST VISIBILITY AM.I COULD HAVE AT THIS POINT IN HER CAREER. MEDUZA IS A DJ TRIO FROM ITALY WHO HAS BEEN CLIMBING THE CHARTS OF DANCE MUSIC IN THE LAST TWO YEARS. THEIR DEBUT RELEASE "PIECE OF YOUR HEART" HAS SEEN A BILLION STREAMS GLOBALLY AND GOT THEM A GRAMMY NOMINATION. THE SONG WILL BE RELEASED IN MAY READY FOR THE SUMMER SEASON OF TOURING AND FESTIVALS. TO CREATE HYPE AROUND IT, BOTH MEDUZA AND AM.I WILL PROMOTE A TIKTOK DANCE CHALLENGE WITH A CONTEST TO WIN TICKETS TO THE EXCLUSIVE LAUNCH PARTY.

ASSETS

- VISUALISERS
- TRAILERS FROM MUSIC VIDEO
- MUSIC VIDEO
- LYRIC VIDEO
- INTERVIEWS WITH WELL ESTABLISHED MAGAZINES (EX.: NOTION)
- LIVE ACOUSTIC VIDEO
- TIKTOK DANCE CHALLENGE AND CONTEST
- LAUNCH PARTY AT **MAGAZZINI GENERALI (MI), ITALY**, WITH DJ SET

BUDGET

THE BUDGET WILL BE BIGGER CONSIDERING THE POPULARITY OF THE TRIO.

- MUSIC VIDEO £7000-10,000
- ACOUSTIC VIDEO: £2000-3000
- LYRIC VIDEO: £700-1000
- LAUNCH PARTY PROPS: £2000

LAUNCH PARTY + DJ SET

THE LAUNCH PARTY WILL BE HELD AT **MAGAZZINI GENERALI** IN MILAN WHERE MEDUZA AND AM.I WILL BE SHARING THE STAGE AND HAVE THE FIRST LIVE PERFORMANCE OF THEIR COLLABORATION SNGLE.

AM.I WILL THEN ENGAGE WITH MEDUZA'S DJ SET.

THE WILL BE A CONTEST FOR THE NIGHT: 5 FANS WILL HAVE THE OPPORTUNITY TO WIN THE TICKETS TO THE LAUNCH PARTY BY SUBSCRIBING TO AM.I'S MAILING LIST AND GETTING PICKED.





Enter your details below by 5pm GMT on 9th November to attend Gracey's stripped virtual performance of The Art Of Closure and Q&A on 11th November at 6pm GMT.

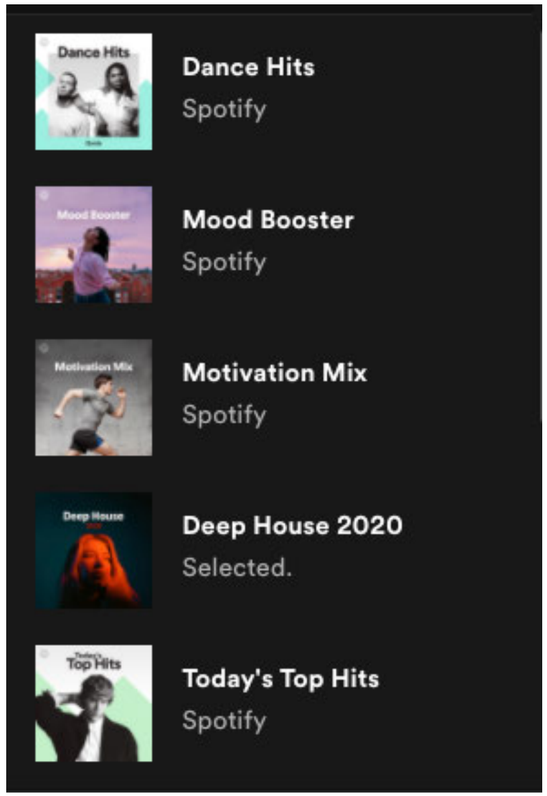
Also, don't forget if you want sneak peaks & exclusives sent straight to your inbox, subscribe to 'Gracey's World' weekly mailer blog!

Terms & Conditions

Sign up faster using your social login:

First Name:

PLAYLISTS



PR

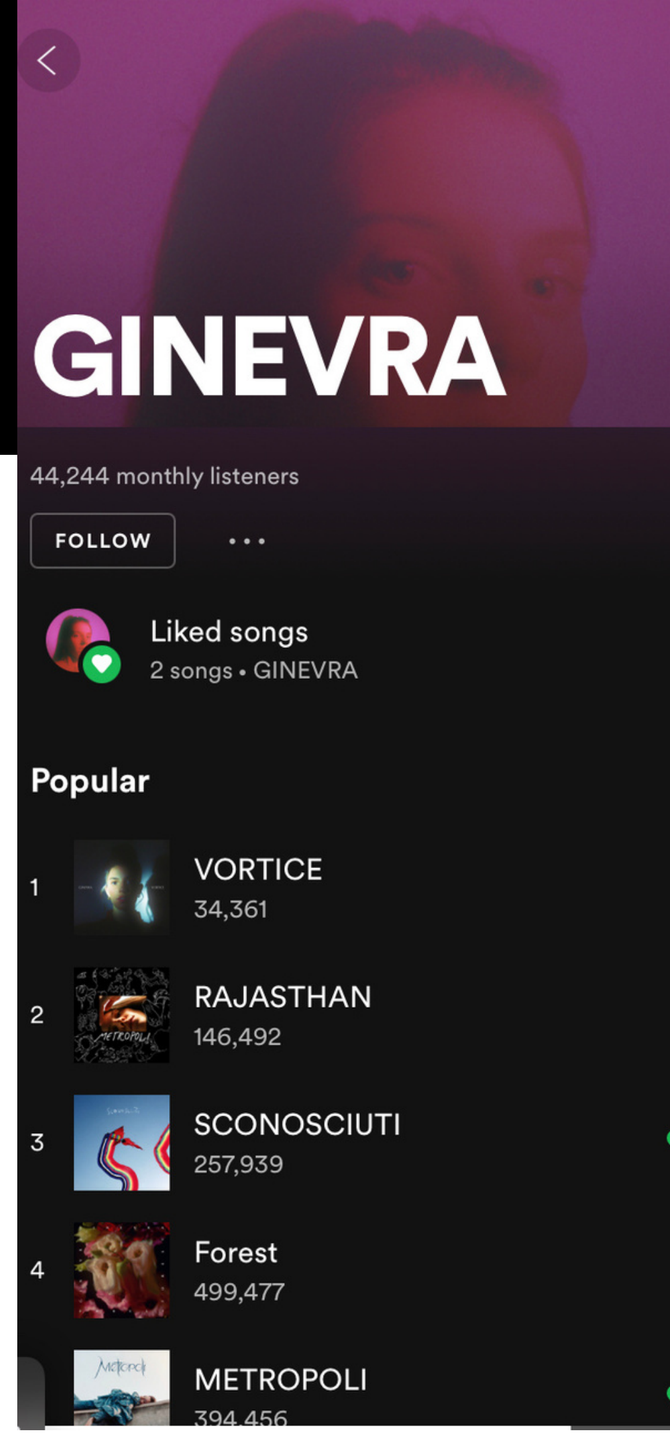
ALL MEDIA COMPANIES ALREADY MENTIONED ON SLIDES N. 36 AND 38 PLUS:

- NOTION
- WONDERLUST
- BILLBOARD
- DAZED
- ID
- ROLLING STONES

SINGLE COLLAB WITH GINEVRA

RELEASE DATE : 01.09.2023
CAMPAIGN LENGHT: 4 WEEKS

GINEVRA IS AN EMERGING ITALIAN ARTIST AND SONGWRITER THAT HAS SIGNED WITH ASIAN FAKE AND IS NOW BECOMING MORE POPULAR, GAINING A BIGGER FANBASE AROUND HER THAT IS ALLOWING HER TO BE ON THE BIGGEST ITALIAN POP CHARTS.
HER SINGING STYLE AND SONGWRITING REFLECTS IN AM.I'S WORK SO, TO GET AM.I KNOWN IN THE ITALIAN MARKET GINEVRA IS THE PERFECT COLLABORATION TO START WITH.



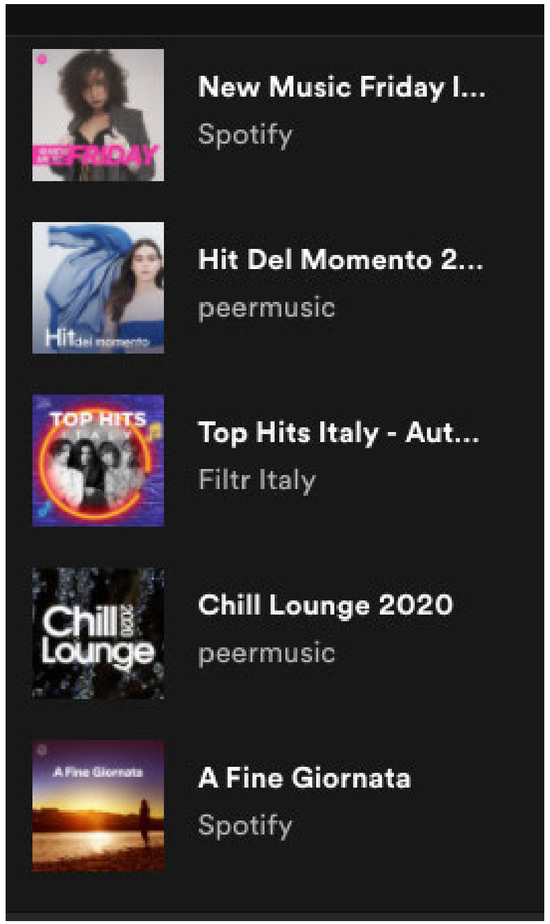
ASSETS

- MUSIC VIDEO
- ANIMATED LYRIC VIDEO
- VISUALISER
- TWO TRAILERS FROM MUSIC VIDEO
- INTERVIEW WITH RUMORI MAG
- LIMITED EDITION MERCH
- CONTEST
- MIAMI FESTIVAL
- SHOOTINGS FOR CONTENT
- ARTWORK COVER

BUDGET

- MUSIC VIDEO: £1000-2000
- ANIMATED LYRIC VIDEO : £400
- LIMITED EDITION MERCH : £500
- SHOOTINGS FOR CONTENT : £300
- PR: ASIAN FAKE
- SPONSORED ADS: £80

PLAYLIST



NOT BY SPOTIFY:

- DIGSTER
- FILTR ITALIA

MIAMI FESTIVAL SEPT 2023

MIAMI FEST. IN MILAN, IS THE MOST POPULAR AMONGST THE SMALL/MEDIUM FESTIVALS IN ITALY FOR EMERGING ARTISTS.
AM.I WILL USE BE SHARING THE STAGE WITH GINEVRA TO LAUNCH THE COLLAB AND PLAY IT LIVE FOR THE FIRST TIME AFTER ITS RELEASE.



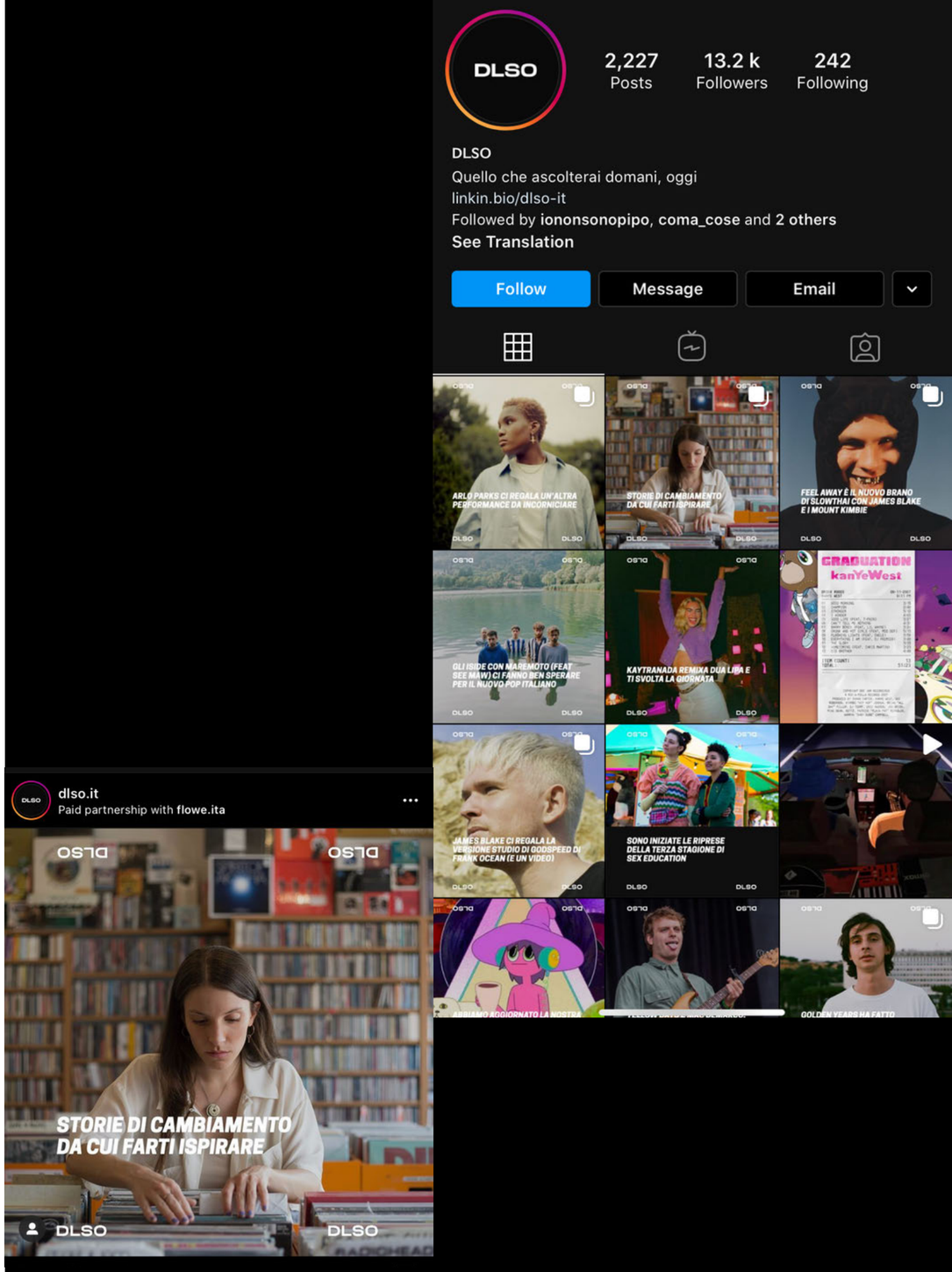


DLSO PARTNERSHIP

OCTOBER 2023

DLSO MEDIA COMPANY PARTNERSHIP AIM:

RECOGNITION
CREDIBILITY
AWARENESS
FOLLOWING
POPULARITY



REFERENCE LIST PORTFOLIO
CITED ARTISTS

BANKS : https://open.spotify.com/artist/2xe8IXgCTpwHE3eA9hTs4n?si=tZsujsP2TbOi7P0DIXOEcQ
BILLIE EILISH : https://open.spotify.com/artist/6qqNVTkY8uBg9cP3Jd7DAH?si=UlUBwkXzQ0CaFgyAdMZN1g
TASH SULTANA: https://open.spotify.com/artist/6zVFRTB0Y1whWyH7ZNmywf?si=kcwyDHi2TB-xnNu6UvaOC
FKA TWIGS: https://open.spotify.com/artist/6nB0iY1cjSY1KyhYyuIIKH?si=0mvwdANZQy-uIqEDTw-2Uw
MURA MASA: https://open.spotify.com/artist/5Q81rlcTFh3k6DQJXPdsot?si=CXiF6HhHRPC__8cm-lHf9Q
JAMES BLAKE: https://open.spotify.com/artist/53KwLdlmrlCelAZMaLVZqU?si=jLXNv1BlRwCLo--p1wLj6A
NONAME: https://open.spotify.com/artist/1EpyA68dKpjf7jXmQL88Hy?si=zlCBxulTQQOvaXmvOX4NmQ
TOVE LO: https://open.spotify.com/artist/4NHQUGzhtTLFvgF5SZesLK?si=6KMqhgw4SqGQRg81-FGi8w
LYKKE LI: https://open.spotify.com/artist/6oBm8HB0yfrIc9IHbxs6in?si=8hGMuSn5SaigfRwFTQmC5Q
SOHN: https://open.spotify.com/artist/6XZYAWJLL8UIbxAqjKj3cg?si=smaIg1f5SI2TIth3bt9g6w
ANDREA DI GIOVANNI: https://open.spotify.com/artist/6LgSivOZVfHs4mY4TYobQa?si=9Qudn9apSkmdTOLFJR9cVw
FLORE: https://open.spotify.com/artist/3eRrJ9wNV8ZgpMTaXwrO9G?si=gm_rJbAsR8Kx642aytFtgg
MILLIE TURNER: https://open.spotify.com/artist/53GC8IrnkJXGO7znOiv4tD?si=eWj9fa_rTS20GcpCOz94kg
DYLAN: https://open.spotify.com/artist/4LOM7NzyrZvlGSYPFDsnTk?si=zBpiNwFWRDSg6t5FJWYo_g
CALL ME LOOP: https://open.spotify.com/artist/6NEekR0i3JC1r4BntSjskE?si=RoZUexaERom2OuI_AKO2cA
PETRIE: https://open.spotify.com/artist/5emXRrMfHjfZlRqy0HcL8a?si=6VHlhGjQReuLlHujbAxoBQ
TWST: https://open.spotify.com/artist/5zEQC9Hbg0Sql7lQB466xD?si=nFPZ-OiUT0GaF35v1sT8Eg
EMILY BURNS: https://open.spotify.com/artist/6Gi8ZaXGx8MK79HwzXpuVZ?si=zi-q0nYtQ32FPme-AM_lFQ
JOE HERTZ: https://open.spotify.com/artist/76QHVIjgqlkWB9LNGliman?si=Z0hTMS4ZRWiOvBlPs9B6pA
NONO: https://open.spotify.com/artist/2izgj6WOKJsuCRCQUKOoVO?si=8AdgIXmoRQ2RTiZhJJpbzA

FINNEAS: https://open.spotify.com/artist/37M5pPGs6V1fchFJSgCguX?si=4pY6fojwS4iiQZu8zpTj-A
KING PRINCESS: https://open.spotify.com/artist/6beUvFUlKliUYJdLOXNj9C?si=_kgftwG5TVOFVzwORt7cLA
GRIFF: https://open.spotify.com/artist/5RJFJWYgtgWktosLrUDzff?si=BI7u_CJPSXS5P7oAkH7VzQ
GRACEY: https://open.spotify.com/artist/7xBGi7Eign0fX7jGQj5KlJ?si=xW28ahZ-SK-Pz_xU5x9XNw
GRACIE ABRAMS: https://open.spotify.com/artist/4tuJ0bMpJh08umKkEXKUI5?si=KBL7vk1USvew9UmG4p9wXw
VENERUS: https://open.spotify.com/artist/49faW2w8eguUIAG5c85KcD?si=hFaoPUp1Qlib_15ZBGtQwA
KETAMA126: https://open.spotify.com/artist/0pSx3asj3usz5PRt8COo0E?si=6stu8v_SS8iU2IeW9TR5rw
GINEVRA: https://open.spotify.com/artist/7tzZSvedYboTHuyJgkaG0U?si=SjKTjJQ9RE2KGtc6WzL1rw
COMA COSE: https://open.spotify.com/artist/0Sv8sjzMHBbAWXt4CGB9Us?si=HHP2uiNVSKGWEExlnuTlGQ
CARA: https://open.spotify.com/artist/5zB3Q6zAf7VWq0cfiHgzqf?si=v-Rm-zwESwyT27m1Nw8SpA
CMQMARTINA: https://open.spotify.com/artist/3t7NdpIblprOtDChVJ94DP?si=04M0oXeaT3O7O63XctW7Dw
LEVANTE: https://open.spotify.com/artist/5mTg1ztZByLRHsOEtwmT4G?si=6GfIReBeSPytzNU4KJcZ7A
ACHILLE LAURO: https://open.spotify.com/artist/0ll3rF4hi4op6UxqlLHPzv?si=8tinwLiISeaPUvuhaDoZZw
ELENOIR: https://open.spotify.com/artist/1eTQmL60f0ziNnVr3bc95O?si=ydxjz2ntQQ6nxsTRS0WVug
ASIAN FAKE: https://www.instagram.com/asian_fake/?hl=en
LEGATO:https://www.instagram.com/legato_uk/?hl=en
MEDUZA: https://open.spotify.com/artist/0xRXCcSX89eobfrshSVdyu?si=3Alz3IjbQD6n18QVB_Lpq

FASHION BRANDS

COS: //www.cosstores.com/en_eur/campaign-aw.html
JADED:
Jaded London | Fresh Online Fashion For Women & Men
jadedldn.com
BRAIN DE CARVALHO: https://www.instagram.com/briandecarvalho/
HOUSE OF SUNNY: https://www.instagram.com/houseofsunny/
DEPOP: https://www.depop.com/
ALZANG: alzangstore.com
H&M: H&M MUSIC

MARKETING TOOLS

CHARTMETRICS: Chartmetric: A Music Data Analytics Tool With Insights Driven ... www.chartmetric.com
SPOTIFY AM.I: https://open.spotify.com/artist/30pRcCeAWqTa4omJSaL33o?si=5ZW4rNC7SI6wv2WaQGAFPw
APPLE MUSIC: https://www.apple.com/uk/apple-music/
SOUNDCLOUD:https://soundcloud.com/user-477796624-957753821
INSTAGRAM: instagram.com/am.iofficial
FACEBOOK: Facebook
YOUTUBE:https://www.youtube.com/
TWITTER: https://twitter.com/explore
TIKTOK: https://www.tiktok.com/en/
CHARLIE PUTH'S TIKTOK: https://www.tiktok.com/@charlieputh?lang=en
FKA - HOME WITH YOU VIDEO: https://www.youtube.com/watch?v=p2Rro6TQgpU
PIP MILLET VIDEO: Pip Millett - Deeper Dark (Live @ RAK Studios)
SMERZ - BECAUSE: Smerz - Because
URUGUAY - GIRL ON THE TRAIN: Girl On The Train Teaser
HOPE TALA - CRAZY MUSIC VIDEO: Hope Tala - Crazy
MA I STABILITY: http://maistability.com/

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SILLY GGIRL: https://www.instagram.com/silly_ggirl/
AGATHA SNOW: https://www.instagram.com/thecrazyw0man/

MAGAZINES

IMHORNY : https://www.instagram.com/imhorny /
CARNE VIRGEN: https://www.instagram.com/carnevirgen/
GET IN HER YEARS: https://www.instagram.com/getinherears/
TILEYARD: https://www.instagram.com/getinherears/
UNICORNZINE: https://www.instagram.com/p/CDBdO7Apjsr/
TRIBE MAGAZINE: Tribe Magazine
DUMMY MAGAZINE: https://www.instagram.com/dummymag/
ELICIT MAGAZINE: https://www.instagram.com/elicitmagazine/
EQUATE MAGAZINE: https://www.instagram.com/equate /
QUAZAR MAGAZINE: https://www.quazarmagazine.com/

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WAVE MAGAZINE: https://www.instagram.com/wavemag_/
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TMRW: https://www.instagram.com/tmrwmag/
ROLLING STONES ITALIA: https://www.instagram.com/rollingstoneitalia/
DLSO: https://www.instagram.com/dlso.it/?hl=en
RUMORE MAGAZINE: https://www.instagram.com/rumoremag/

RADIOS

BBC INTRODUCING: https://www.instagram.com/bbcintroducing/
SOHO RADIO: https://www.instagram.com/sohoradio/
HOXTON RADIO: https://www.instagram.com/hoxtonradio/
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BBC MUSIC 6: https://www.instagram.com/bbc6music/
KISS: https://www.instagram.com/kissfmuk/
CAPITOL FM: https://www.instagram.com/capitalofficial/
RADIO 105:https://www.instagram.com/radio105/
RTL 102.5: https://www.instagram.com/rtl1025/
DEEJAY: https://www.instagram.com/radiodeejay/
STELLA FM: https://www.instagram.com/radiostellafm/
RAI RADIO2: https://www.instagram.com/rairadio2/
RADIO RAHEEM: https://www.instagram.com/radioraheem.milano/

VENUES

HOXTON253: https://www.instagram.com/hoxton253_artprojectspace/?hl=en
TWO TRIBES (TILEYARD): https://www.instagram.com/twotribesbrew/
BUSTER MANTIS (DEPTFORD): https://www.instagram.com/bustermantis/
TOLA (PECHKAM): https://www.instagram.com/tolapeckham/
THE WINDMILL (BRIXTON): https://www.instagram.com/windmillbrixton/
FOLKLORE (HOXTON): https://www.instagram.com/folklorehoxton/
THE ROCKSTEADY (DALSTON): https://www.instagram.com/therocksteadydalston/
THE GLORY (DALSTON): https://www.instagram.com/thegloryldn/
DALSTON SUPERSTORE: https://www.instagram.com/dsuperstore/
THE WAITING ROOM (DEPTFORD): https://www.instagram.com/waitingroomse8/
OLD ST RECORDS (OLD STREET): https://www.instagram.com/oldstrecords/
MERCATO METROPOLITANO (E&C/MAYFAIR): https://www.instagram.com/mercatometropolitano/
FREEDOM BAR (SOHO): https://www.instagram.com/freedombarsoho/
THE SPICE OF LIFE (SOHO): https://www.instagram.com/thespiceoflifesoho/
THE LEXINGTON (KINGS CROSS): https://www.instagram.com/thelexingtonlondon/
THE GARAGE (ANGEL): https://www.instagram.com/explore/locations/215348521/the-garage/
OMEARA (LONDON BRIDGE): https://www.instagram.com/omearalondon/
MOTH CLUB (HACKNEY): https://www.instagram.com/mothclub/
COLOURS (HOXTON): https://www.instagram.com/coloursHoxton/
ELECTROWERKZ (ISLINGTON): https://www.instagram.com/electrowerkz/
LAYLOW (KENSINGTON): https://www.instagram.com/laylow_london/
O2 ISLINGTON: https://www.instagram.com/o2islington/
MAGAZZINI GENERALI (MILAN): https://www.instagram.com/magazzinigeneralimilano/

EVENTS

FRSH MEDIA: https://www.instagram.com/frsh_media/
SUPERLATIVESESSIONS: https://www.instagram.com/superlativesessions/
CREATIVE VOICES MIND:https://www.instagram.com/creativevoicesmind/
SOFAR SOUND:https://www.instagram.com/sofarsounds/
PRS MUSIC FESTIVAL: https://www.instagram.com/prsformusic/
BBC INTRODUCING LIVE: https://www.instagram.com/introducing_live/

FESTIVALS

BRAINCHILD : https://www.instagram.com/brainchildfest/
REDBULL MUSIC FESTIVAL: https://www.instagram.com/redbullmusicuk/
READING BBC INTRODUCING STAGE: https://www.instagram.com/officialrandl/
OTHERFESTIVAL: https://www.instagram.com/otherfestival/
THE GREAT ESCAPE: https://www.instagram.com/greatescapefest/
SOUND CITY: https://www.instagram.com/liverpoolsoundcity/
DOT TO DOT:https://www.instagram.com/d2dfest/
WILD PATHS: https://www.instagram.com/wildpathsfestival/
DEPOT IN THE CASTLE: https://www.instagram.com/depotinthepark/
BARN ON THE FARM: https://www.instagram.com/barnonthefarm/
GREENBELT: https://www.instagram.com/greenbeltfestival/
MIAMI FESTIVAL ITA: https://www.instagram.com/miami_fest/
ALBORI MUSIC FESTIVAL: https://www.instagram.com/alborimusicfest/
A NIGHT LIKE THIS: https://www.instagram.com/anightlikethisfestival/
WAKE UP MUSIC EVENTS: https://www.instagram.com/wakeupmusicevents/
SZIGET: https://www.instagram.com/szigetofficial/
SHERWOOD: https://www.instagram.com/sherwood_festival/
COLLISIONI: https://www.instagram.com/collisioni/
APOLIDE: https://www.instagram.com/apolidefestival/
KAPPA FUTUR FESTIVAL: https://www.instagram.com/futur_festival/
NAMELESS: https://www.instagram.com/namelessmusicfestival/
PRIMO MAGGIO ROMA: https://www.instagram.com/primomaggioroma/
LUCCA SUMMER FESTIVAL: https://www.instagram.com/luccasummerfestival/
PRIMAVERA: https://www.instagram.com/primavera_sound/