

merchandising for life

**ONE T-SHIRT IS THE
EQUIVALENT TO 5000
STREAMS ON SPOTIFY.
76% OF ALL MUSIC IN
2019 IS STREAMED
AND NOT BOUGHT
PHYSICALLY OR
DIGITALLY.
BAND MERCHANDISE
IS THE MOST DIRECT
WAY OF SUPPORTING
AN ARTIST.**



Merchandising for life are a independent music merchandising company who are involved in all aspects surrounding music merch.

I have been fortunate enough to get on multiple calls with Gary Pettet the director of the company to discuss how MFL runs and the ins and out of a merchandise business and how a marketing campaign can help improve their business.

Most of my information about MFL has come directly from Gary and is based off of email correspondence and notes taken from calls.

about

core values

“The core values are very simple: We run the company as a family type business and we look after clients how we would like to be treated ourselves which works seamlessly into our ethos of great quality product with a high level of service and transparency in business.

Trust is a keyword when dealing with clients. The team is hard working, diligent and honest as well as being vastly experienced and capable.”

Gary Pettet
Director

Some key factors that I have pulled out front eh conversation with Gary are:

- MFL is a Family Type business, extending that common courtesy to their clients**
- Hold a Golden Reputation**
- Know that they can look any clients in the eyes and say we've done a good job**
- Quality of the product and quality of business**
- Don't offer advancements to bands, which can work in their favour and to their disadvantage**
- Great Partnerships with the printer over 25 years ago**
- Bespoke**

MFL offer may different services for the merchandising sector. It is easily broken down to 70% of the business obtains its revenue from the touring services that MFL provide . The other 30% comes from the E- Commerce and retail services .

Touring :

a supply deal works as providing a client with the merchandise items and in return the client own them once purchased .for example an artists can request two designs for t-shirts, 100 of each design is order at £5 a piece, £500 in total to MFL .

Once this order is placed it is down to the artist to control how they sell them and the price point. It can be used as part of a VIP experience, bundle or normal t-shirt.

NET Share Deals

The other options on the touring front is a net-share deal.

This is when all income and expenses for a Tour go in a P+L (profit and loss account) all profits are then share between the artists and MFL.

Every aspect for ensure a successful tour is budgeted and put into the account at true cost, minus the tax.

This then allows for all profits to be split anywhere between 70/30 in favour of the artists or as high as 90/10 depending on the tour size.

This s also means that if there is an product left over at the end of the tour run there are options to buy the stock back and negotiates the right to sell at an online retail.

Royalties:

These allow for the artist to have no commitment in stock level, this kind of deal leans towards larger scale artists 5000+, arena sized venues.

This is when you analyse the numbers and break it down to a per head value, for example.

1000 capacity venue on average is estimated at a £4/3 per head a night . Then allows for stock projections based on the tour date, venue capacities, ticket sales.

The gross of the tour, less the tax and the hall fee (This is where the venue takes 25%) of the sales in order to be allowed to sell the merch on the venue property. On a large scale tour that 25% of sales is a he amount of the profit.

These projects are important after nets, knowing that you're looking at the best potential outcome from that tour run. This also affects the printing levels. Using around 60% of the intended amount if produced before the e tour in order to prepare for if it drops for £2 per head a night or if the demand is higher than expected.

Analysis of the tour range also allows for the safety net. In a 10 piece range 30-35% of the sales are mostly likely driving from the tour t-shirt. From that you can figure out how much of t-shirt two or the accessories you need to produce.

“Retail where we sell to e-tailers and bricks and mortar stores through the UK and Europe. We also have US partners that looking after US tours and retail 3) E commerce and 4) Third Party Licensing where we may work with a company who produces product that isn’t our speciality e.g. posters/blankets/cycling gear and they pay us a royalty”

We have an in house person that liaises with artists/managers to run their stores.

Our stores are all chart eligible, we deal with the goods in, the storage, the payment gateways and customer support.

client base

At MFL the focus of the business is to contact the artist managers directly in order to attain a merchandising contract.

They have worked with an array of artists for many years. The repeat business has kept them afloat but are always ready to gain new clients.

A DAY TO REMEMBER
AGAINST THE CURRENT
ALL THAT REMAINS
ALL TIME LOW
AS IT IS
BASEMENT
BLACK PEAKS
BLACK STAR RIDERS
BLUE OYSTER CULT
CKY
COURTNEY LOVE
DAVID HASSELHOFF
DELAIN
EMILIE AUTUMN
EUROPE
EVERLAST
EXTREME
FEEDER
FRANK IERO
HELLYEAH

HENRY ROLLINS
ISSUES
KILLSWITCH ENGAGE
KING CRIMSON
LIGHT THE TORCH
THE MAINE
MAN WITH A MISSION
MARIANAS TRENCH
METAL CHURCH
MINDLESS SELF INDULGENCE
MORRISSEY
MUSHROOMHEAD
MUTANT MONSTER
NOTHING, NOWHERE.
NOTHING BUT THIEVES
OK GO
REEL BIG FISH
RIVAL SCHOOLS
SIMPLE PLAN
THE SISTERS OF MERCY

SLAM DUNK FESTIVAL
STATIC-X
STEEL PANTHER
STIFF LITTLE FINGERS
THE STRANGLERS
THE SUBWAYS
THE SUMMER SET
TAKING BACK SUNDAY
THERAPY?
THIRTY SECONDS TO MARS
TIMES OF GRACE
TONIGHT ALIVE
TURISAS
TWIN ATLANTIC
URIAH HEEP
W.A.S.P.
WAGE WAR
WE ARE THE IN CROWD
THE WONDER YEARS
YOU ME AT SIX

US PARTNER ARTISTS:

BON JOVI
DAUGHTRY
DIR EN GREY
THE EAGLES OF DEATH METAL
FALL OUT BOY
FLOGGING MOLLY
GODSMACK
HOLLYWOOD UNDEAD
JANE'S ADDICTION
L'ARC-EN-CIEL
LINKIN PARK
LINDSEY STIRLING
MIKE SHINODA
THE OFFSPRING

PANIC! AT THE DISCO
SLASH
STEVE VAI
STEVEN TYLER
STORY OF THE YEAR
WEEZER
WHITESNAKE
X-JAPAN
YES
YOSHIKI

Here is an example from MFL showing some of the bands that the team have produced merch for.



brand identity

This is the currently logo for MFL. a very crisp sans serif typeface, super easy to read and scalable.

I like the use of the square however it does feel harsh and very corporate. Also the use of blue connotes social media. The main platforms Facebook, twitter use various blue tones for their logos.

The use of the acronym and want to continue the use of this in my redesign.

Also the square lends itself to an app icon potentiality in the future.



WELCOME TO MERCHANDISING FOR LIFE

BASED IN KINGS CROSS, LONDON, MERCHANDISING FOR LIFE (MFL) LTD SPECIALISES IN TOUR MERCHANDISE, RETAIL SALES, E-COMMERCE AND THIRD PARTY LICENSING ON A GLOBAL SCALE. PROUDLY INDEPENDENT, WE BRING FIRST-CLASS SERVICE, HIGH QUALITY PRODUCTS AND ETHICAL TRANSPARENCY TO ALL OUR BUSINESS DEALINGS.



Here is the current home page for the MFL website. The use of the merch designs being the first thing you see is great, however they aren't shown in context nor can you view them on larger scale which is something that I want to change.

The initial bio is very concise and describes the business model very accurately and representationally to MFL.



DESIGN & PRODUCTION

HIGHLY CREATIVE, COST-EFFECTIVE AND BALANCED PRODUCT RANGES.

Our hugely experienced in-house design and separation team are able to produce highly creative, yet cost-effective and balanced product ranges for venues, in-store and online. They thrive on working to a multitude of briefs, proactively suggesting ideas that will enhance and evolve an authentic brand identity. We work closely with artists and management to ensure each product is creatively exciting but also within budget.

TOURING

PROVIDING METICULOUS SERVICE, REGARDLESS OF THE SIZE OF A TOUR.

Our established network of worldwide partners enables us to service global touring with personal attention to detail. We recognise the crucial role of the live circuit and the importance of providing meticulous service, regardless of the size of a tour. At a local level, MFL provides vastly experienced road personnel to create striking merchandise stands, reconcile cash and stock each night, and provide accurate nightly sales sheets. Touring deals can be simple supply of product, a share of net profit or royalty-based.

RETAIL

ORGANISED NUMEROUS BESPOKE POP UP EVENTS FOR VARIOUS HIGH PROFILE CAMPAIGNS.

MFL distributes licensed products across Europe to large retailers as well as independent stores. We have proactively and successfully operated numerous bespoke Pop Up events for various high profile campaigns in both the UK and US.

E-COMMERCE

WE OFFER A TRUE 360 E-COMMERCE APPROACH THAT IS TRIED AND TESTED AND WORKS.

Our comprehensive online store solution enables you to monetise and grow your online business. We partner with a broad range of clients large and small, high profile and emerging talent. We listen to each and every client individually and we tailor our service to their exact needs to provide a successful full service e-commerce operation whether that be straight up merchandise sales, D2C pre order album campaigns, bespoke ticket packages, VIP meet and greets, upsell incentives or marketplace placement the list goes on. We offer a true 360 degree e-commerce approach that is tried and tested and works.

Get in touch via the [contact](#) page to find out more about how we can help your online business grow.

Services page.

Again the information on the site is great and explains how what MFL has to offer however it doesn't celebrate it.

Communicating to the client is key and through visuals this is the best way to do so. There are many different factors included in their services that MFL provide however this isn't evidenced enough.

The FAQ page

Is great way to have queries answered before enquiring about any future business.

Although this could be combined with a more expansive services page in order to make room for new pages on the website, i.e. meet the team and our story



[HOME](#) [SERVICES](#) [FAQ](#) [CONTACT](#)



FAQ'S

Q. What are our delivery turnaround times?

A. We operate on an approximate 5 working day turnaround on any printed garments. This can often be shortened if needed to match your requirements. Turnaround times for custom items, mugs badges and embroidered may vary.

Q. What are our minimum order quantities

A. Our minimum order quantity is 50 units per design on printed garments. Products outside of this vary depending on the item.

Q. What territories do we deliver to and how quickly can we deliver?

A. The shipping time varies on the speed of service chosen and the territory. For UK mainland delivery we dispatch orders to arrive the next working day. We can also offer this for most mainland European countries. For our non-EU tours, we often print locally using our network of partners in various territories to save on production and shipping time.

Q. What kind of products do we offer?

A. We offer a long list of items including t-shirts, hoodies, tote bags, polo shirts, caps, beanies, mugs, badges and keyrings. We pride ourselves on meeting our clients' needs and aim to facilitate any of our clients products ideas via our extensive network of factories and suppliers.

Q. Can we provide tour merchandise sellers?

A. We have a network of experienced tour sellers that we have used over a period of years and we can offer introductions to a suitable seller based on size of venue, length of tour etc. Our sellers work in tandem with our client managers to ensure all stock is accurately accounted for and that nightly sales sheets are generated in order to project required stock accurately.

Q. Can we design your bands' merchandise?

A. We have an in-house art team who are experienced in working with bands to achieve their desired designs. Our team are flexible and can work to a brief with supplied finalised designs from the band or they can work with component parts (photos, logos, tour dates etc) supplied by the band in order mock-up and create final print ready designs and mock ups on your desired garment style/colour.

Anything else? Please email us via our [contact](#) page.

Contact Us

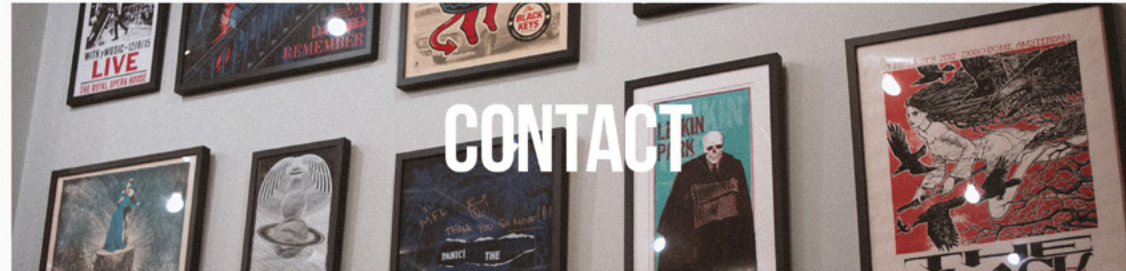
It currently isn't very engaging. It has a very corporate tone, making it univiting for the user.

This can easily be adapted to make it more engaging to use and have clients enquire.

The our team feature is on excellent way to have that transparency in within MFL I think there is room to develop this factor into more of a feature.



[HOME](#) [SERVICES](#) [FAQ](#) [CONTACT](#)



CONTACT US

If you'd like contact us please fill in the form below.

Alternatively you can call our main office or schedule a meeting with one of our client managers by emailing us below.

Main Office

Merchandising for Life LTD
Unit 19, Tileyard Studios
London
N7 9AH
tel: +44 (0)20 7609 2926

OUR TEAM

Directors:

Ross Laing
Gary Pettet

Client Management:

Emma Bond
Martin Hampton
Kenny Garden
Simon Finch
Jack Boyle

Art & Design:

Stuart Preston
Nathan Cottenham

Retail & Licensing:

Caz Madge

Finance:

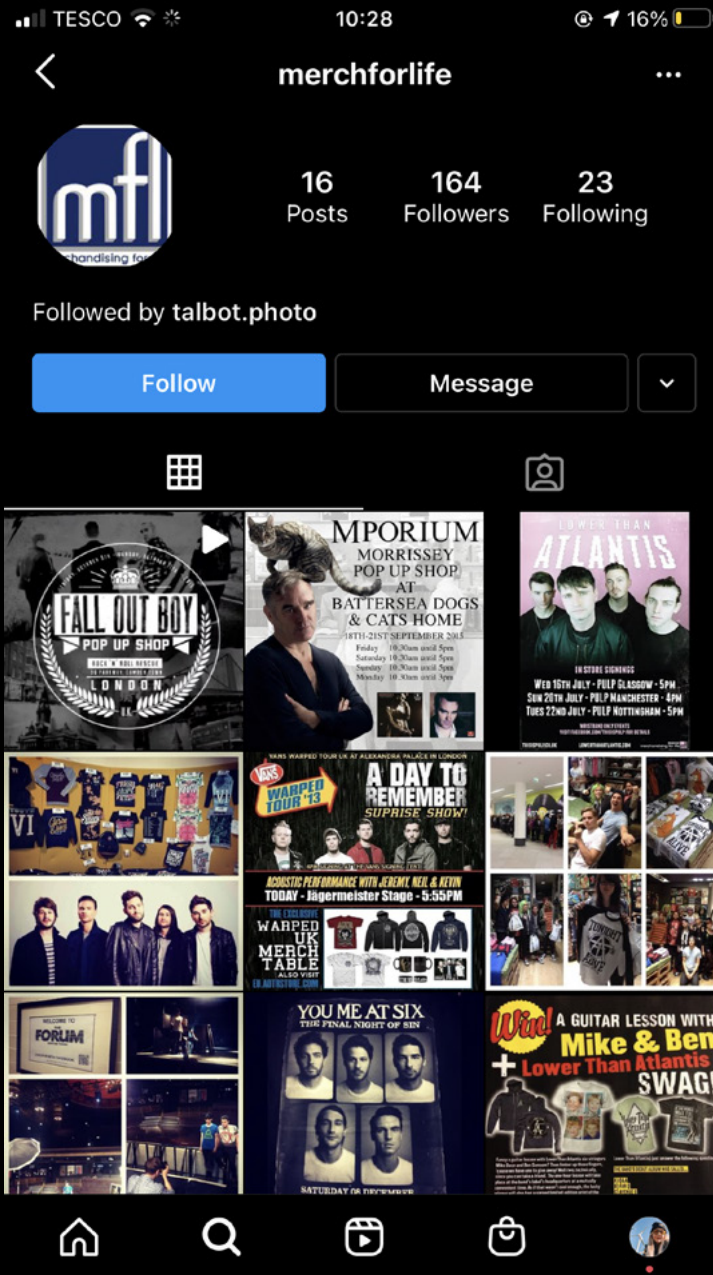
Anthony Acquash
Adam Evans

E-commerce:

Barnes Tenser

Internet Support:

David Nattriss



At MFL social media isn't a current priority,. The instagram account hasn't been updated since 2015, there is so much potential being lost from not utilising social platforms.

As there is only a small number of posts currently on here there is an opportunity to wipe the accounts and start fresh. Therefore no cross over between the old branding and the new layout.

awesome merch

AWESOME MERCH

TALK TO US
0113 243 5667

EMAIL

Hello. Sign In / Register

0

Checkout

SHOP ALL

PRINT

MERCH

APPAREL

DISPLAY

IDEAS

DEALS

SEARCH

FREE DELIVERY UK & EU

SPECIAL OFFERS

FIND OUT ABOUT US

STICKER
YOUR
AWESOME

SHOP NOW

Custom vinyl stickers

Paper stickers

Sticker sheets

HIGH QUALITY, FULL COLOUR, PAPER OR VINYL IN A MASSIVE RANGE OF SIZES AND FINISHES!

AWESOME GUARANTEED
650+ products made in-house with love

SPEEDY DELIVERIES
Rush orders available on most items

WE SHIP WORLDWIDE
Free UK & EU Shipping

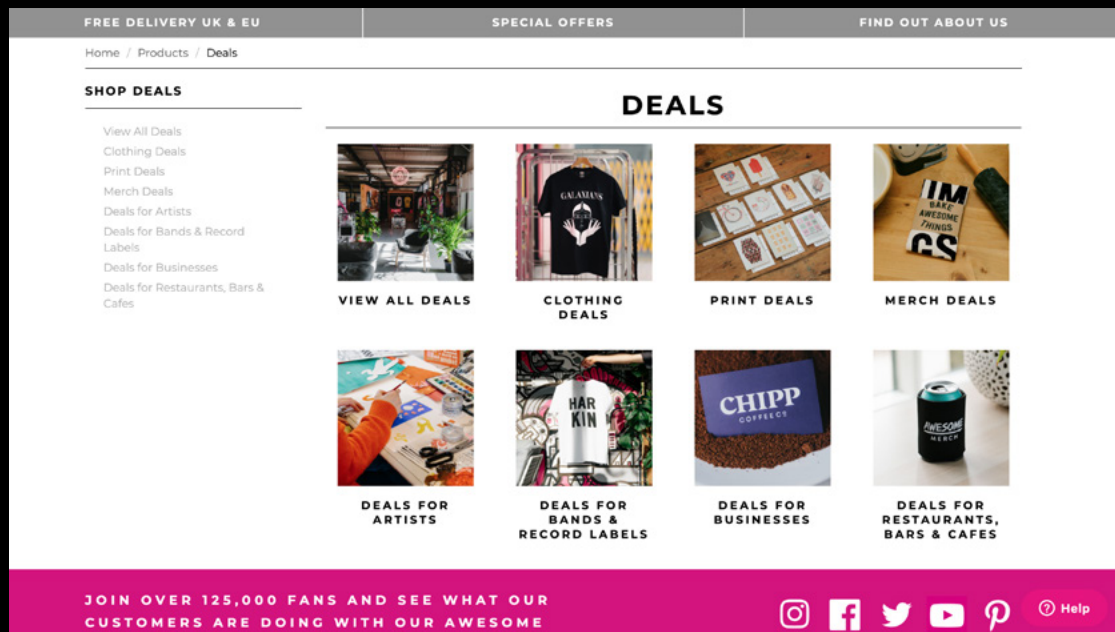
merchandising
for life

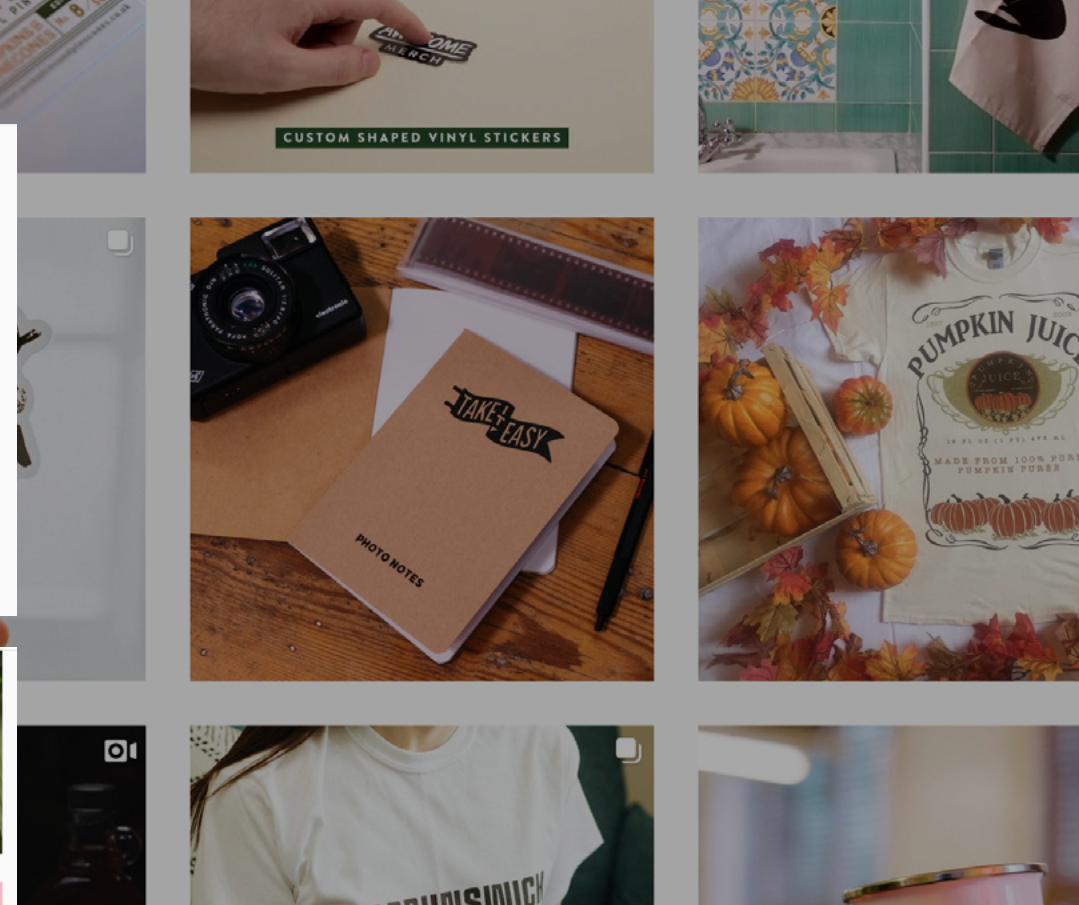
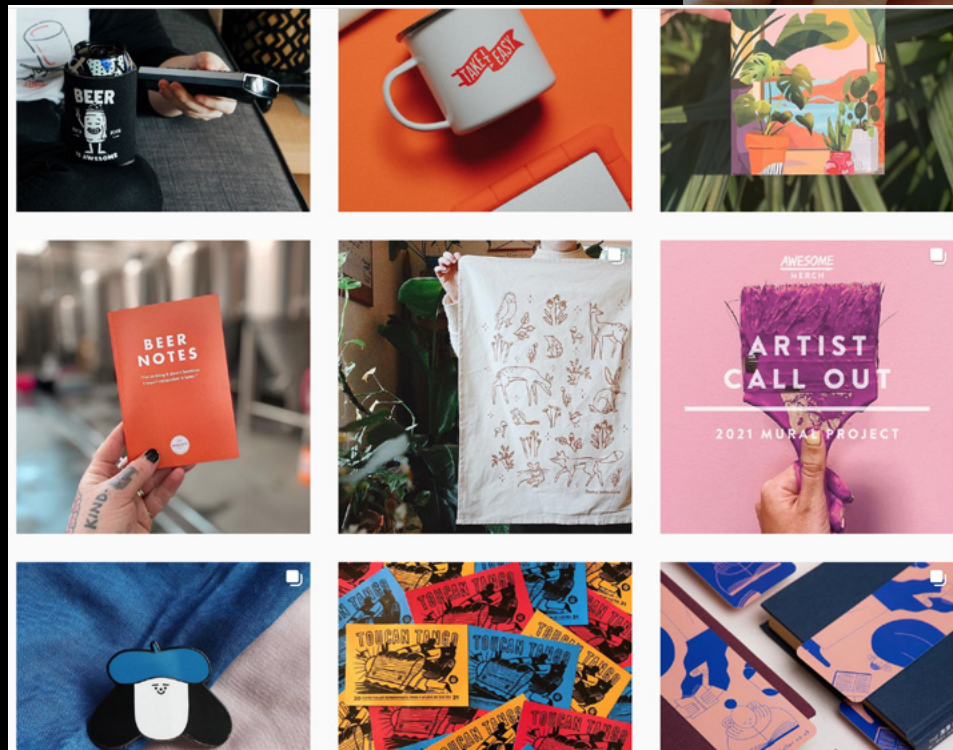
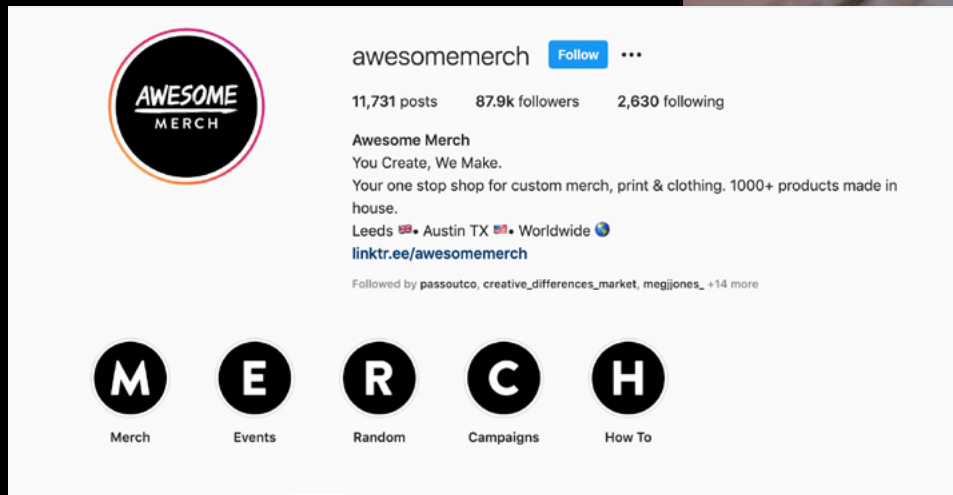
market research

Awesome Merch are huge competitor for MFL. They have a huge variety of products available for the customer.

Their main target audience is for all creatives with pre drawn designs ready for print. Awesome Merch allows for uploading art work in order to be printed across all mediums.

Their design aesthetic is colourful, bold and fresh in order to appeal to all creatives not only just the music industry.





The design approach for socials is very clean cut and simple. The focus is the product, and celebrating the design and quality. It is an extremely curated and professional execution. This leans itself to allow the social content to be used on multiple platforms.

bravado

The screenshot shows the Bravado website's homepage. At the top is a navigation bar with the Bravado logo (a globe icon) and links for HOME, ABOUT, CLIENTS, NEWS, CONTACT, and SIGN UP. The main visual is a carousel of merchandise for Justin Bieber's NYE Performance, featuring t-shirts, hoodies, and caps with various designs like "goodbye 2020", "HELLO 2021", "BIEBER 2020", and "LIVE with your boy". Below the carousel, the text "Justin Bieber's NYE Performance" is displayed. To the left of the text is the heading "WHO WE ARE". To the right is a paragraph describing Bravado's mission and services. At the bottom right, there is a "Cookie Consent" button.

BRAVADO

HOME ABOUT CLIENTS NEWS CONTACT SIGN UP

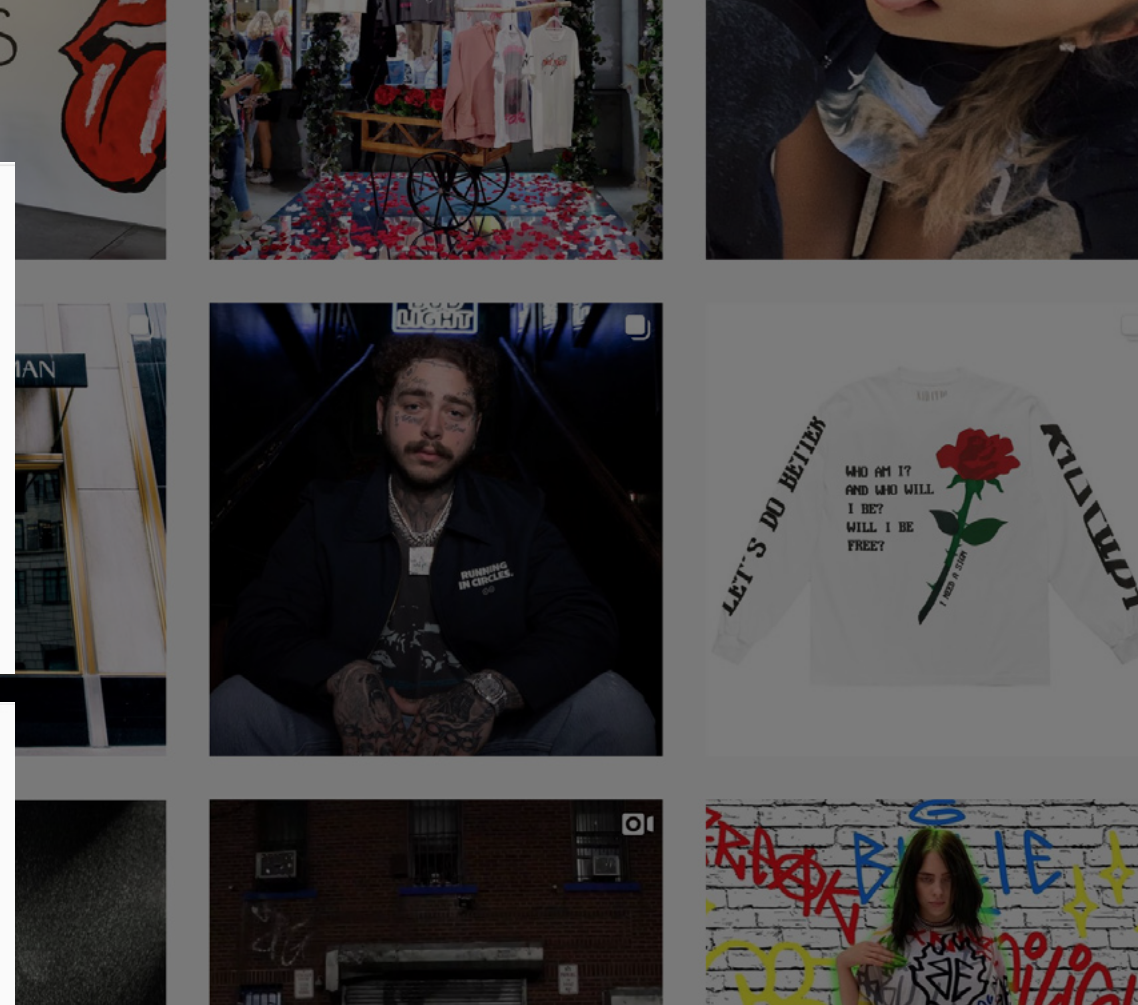
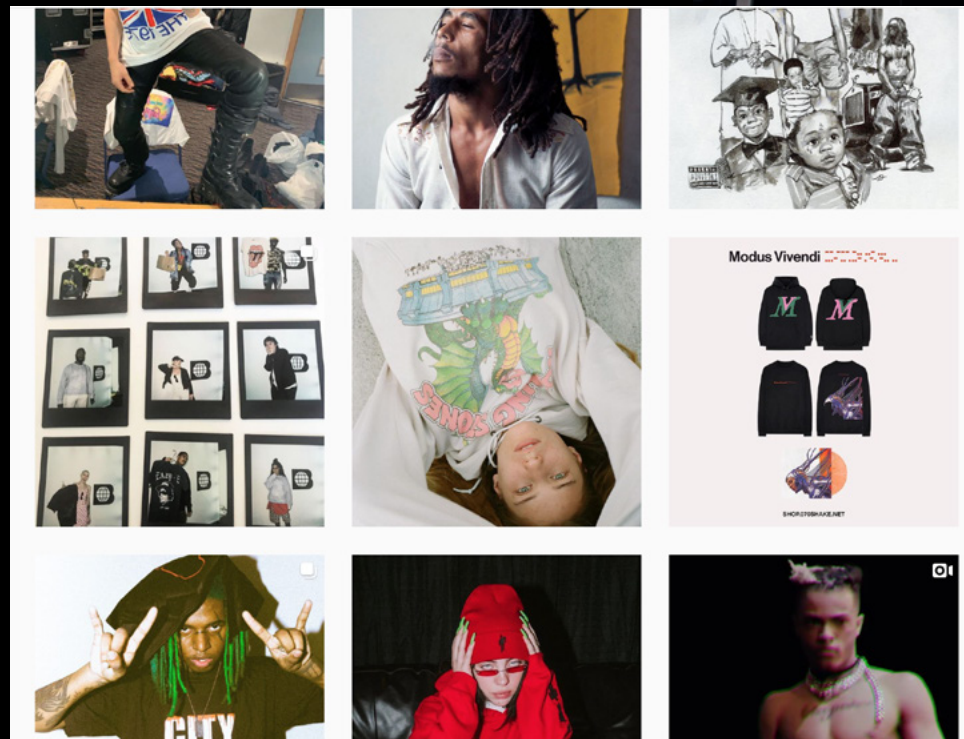
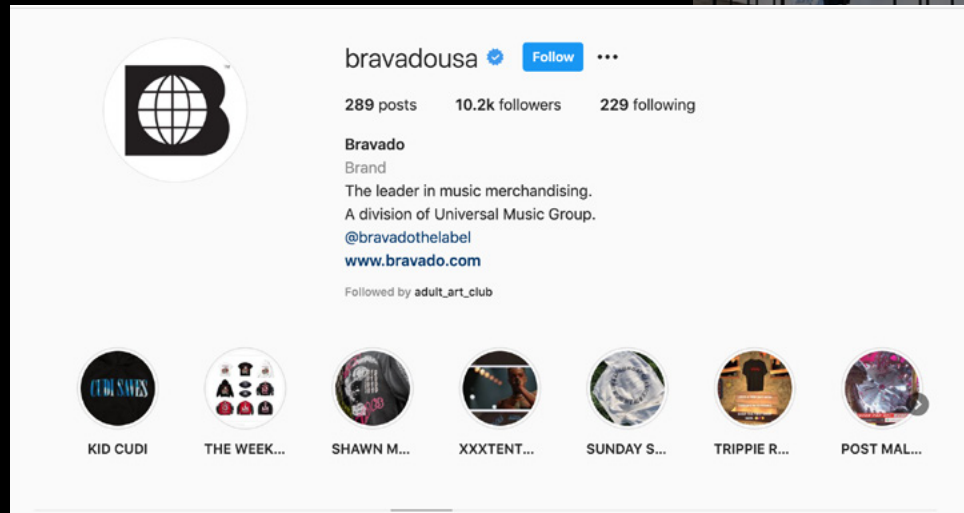
Justin Bieber's NYE Performance

WHO WE ARE

Bravado lives at the crossroads of music and fashion. We understand the power of smart merchandising, and we know how to create products that spark organic, emotional connections between fans and artists. Our world class capabilities have made us the leading provider of consumer, lifestyle and brand management services around the world. With teams in 40 countries, we create a tailored approach for every project — from creating new spaces in the market to bringing an artist's creative vision to life. Bravado is about building brands and legacies that live on, beyond the music.

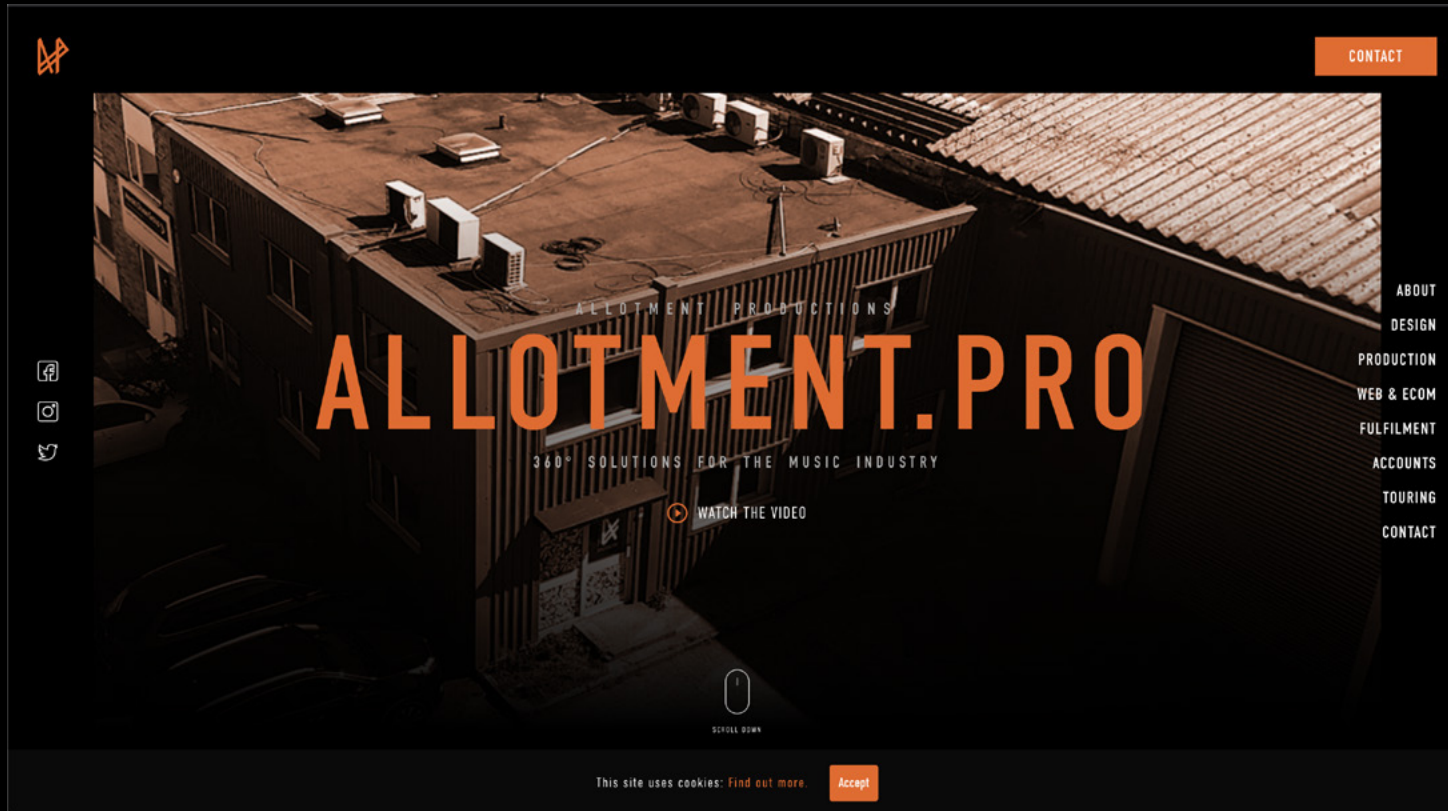
Cookie Consent

Bravado has as similar business model to MFL however they mainly deal with the artists under the UMG label. They have a broad range of products available as well as keeping up to date with current designs trends.



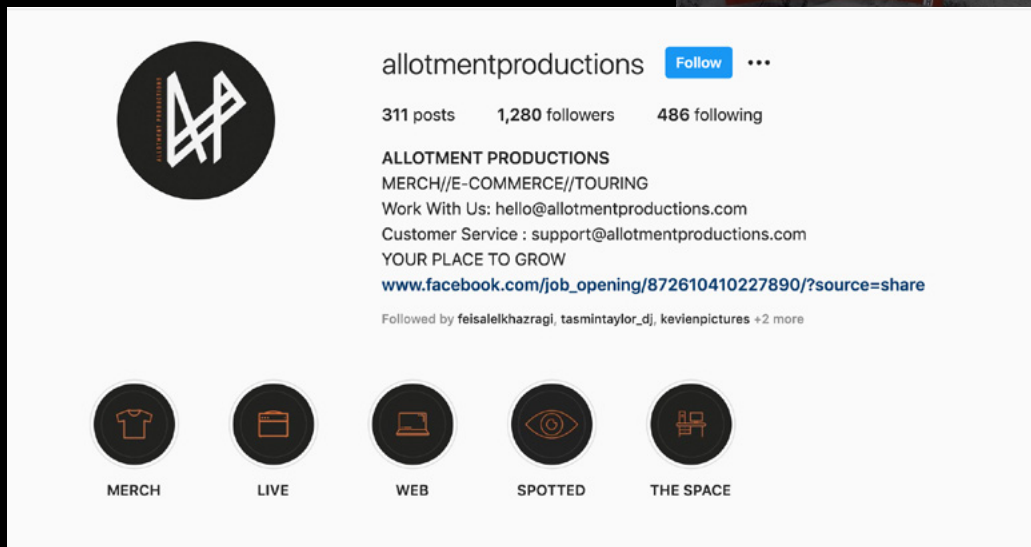
Form looking at their socials it suggests that are a creative agency based from the content. Very on the ball with keeping up to date and current with visual trends

allotment



Allotment is a UK based merchandsier who are currnrly working with some hufe neames. Their website is very modern and appeaing.

How ever i would say that it doesn't shout, Merchandiser, it seem to be more of digital platofrm foramt over retail.



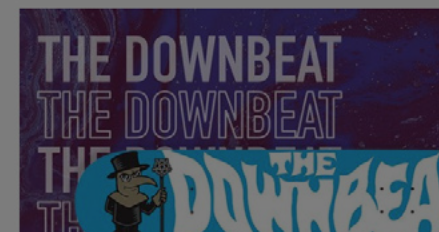
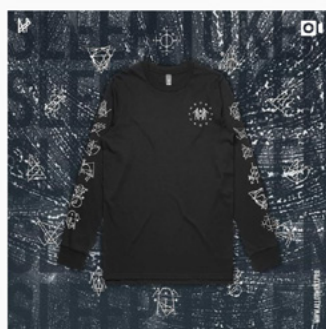
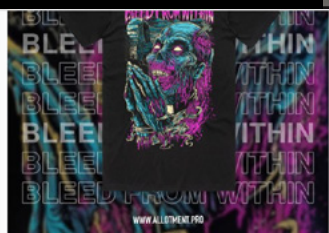
allotmentproductions [Follow](#) ...

311 posts 1,280 followers 486 following

ALLOTMENT PRODUCTIONS
 MERCH//E-COMMERCE//TOURING
 Work With Us: hello@allotmentproductions.com
 Customer Service : support@allotmentproductions.com
 YOUR PLACE TO GROW
www.facebook.com/job_opening/872610410227890/?source=share

Followed by [feisalelkhazragi](#), [tasmintaylor_dj](#), [kevienpictures](#) +2 more

MERCH LIVE WEB SPOTTED THE SPACE



However the visual language created over on their social sis completely different to the website. Having continuity across of platforms is very import to replay the correct message to the user

the
**Black
Keys**

Cheap Trick
Cheap Trick
Cheap Trick
Cheap Trick
Cheap Trick

liar liar liar
liar liar liar
liar liar liar
liar liar liar
liar liar liar

**IAN
CURTIS**
contiene de
**JOY DI
VI**
"esta considerado como uno de los principales
"POETAS MALDITOS"
del ROCK."

5SOS



LIVE IN VANCOUVER
TONIGHT AT 7:50PM



PI
PUBL
IEKK
AND
G. 3



err
err
err
err
err



Boo-d
boear-d

merchandising
for life



Here is my redesign for MFL. I think that to push the design into a more modern environment it needed to become less harsh and corporate.

The curvature on the typography and the square shape makes it more approachable, the sans serif font has connotations of modernity and innovation.

By dropping the corporate blue and replacing it with a more powerful and luxurious black it elevates the brand to a higher standard.

I wanted to keep it simple allowing there to be room for scalability. This can also be used without the square when applicable but

re-design

**merchandising
for life**

**merchandising
for life**
proudly independant

**merchandising
for life**

**merchandising
for life**
proudly independant

merchandising
for life

merchandising
for life
proudly independant

merchandising
for life

merchandising
for life
proudly independant

Here is an example of the new logo outside of the square format. Also inclusion of a an alternative logo with a new tag line of 'proudly independent'

**merchandising
for life**

My plan for the website was inspired by my research as well as wanting to create something modern and up to date in order to compete with the competitors.

The website and the logo need to have a consistency with the visual language. This is why I have kept the colour scheme monochromatic through out. Also using the same base font for the logo and the body text of the website allows for this.

MFL is a merchandising business but at its core is the design and the creative thinking of the team. This should reflect in the design of the website otherwise your talent and values get lost in poor design.

Keeping the information concise and to the point with strong visual aspects is a great balance of a modern, approachable design but the business elements and core values are communicated effectively.

Website



**merchandising
for life**

proudly independent

[services](#)

[our story](#)

[clients](#)

[meet the team](#)

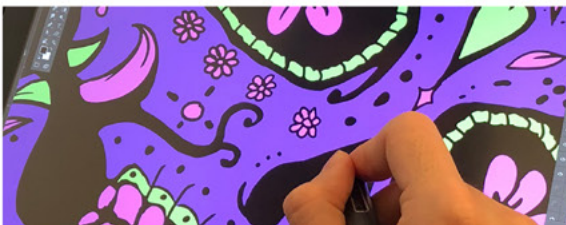
[our events](#)

[contact us](#)

welcome

we pride ourselves on providing a high quality service

design & production



clients

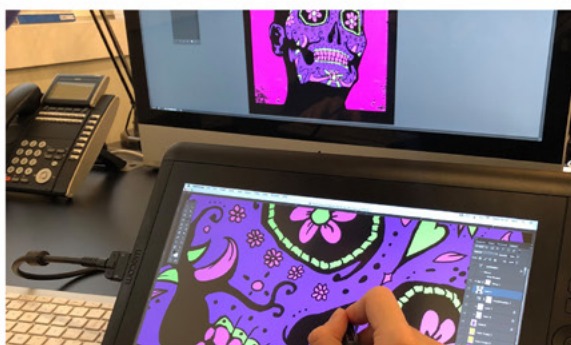


touring



[chat with us!](#)

Here is my welcome page fro MFL, at first glance it enables you to see more than just the design but straight off the bat the variety of services MFL offer.



design & production

highly creative, cost-effective and balanced product ranges.

Our hugely experienced in-house design and separation team are able to produce highly creative, yet Cost-effective and balanced product ranges for venues, in-store and online. They thrive on working to a multitude of briefs, proactively suggesting ideas that will enhance and evolve An authentic brand identity. We work closely with artists and management to ensure each product is creatively exciting but also within budget.



retail

organised numerous bespoke pop up events for various high profile campaigns.

MFL distributes licensed products across Europe to large retailers as well as independent stores. We have proactively and successfully operated numerous bespoke Pop Up events for various high profile campaigns in both the UK and US.

services

chat with us!

The services page is so important to communicate to the potential client the options that are available and by pairing the information with a small visual allows you to skim the section to see what you're looking for



**merchandising
for life**

proudly independent

services

our story

clients

meet the team

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in-house team

We have an in-house art team who are experienced in working with bands to achieve their desired designs.

Our team are flexible and can work to a brief with supplied finalised designs from the band or they can work with component parts (photos, logos, tour dates etc) supplied by the band in order mock-up and create final print ready designs and mock ups on your desired garment style/colour.

Get in touch via the [contact page](#) to find out more about how we can help your online business grow.

**design &
production**



chat with us!

Expansion from the services page, the design navigates you to further information about how MFL runs that service.

[services](#)[our story](#)[clients](#)[meet the team](#)[our events](#)[contact us](#)

product range

We offer a long list of items including t-shirts, hoodies, tote bags, polo shirts, caps, beanies, mugs, badges and keyrings.

We pride ourselves on meeting our [clients'](#) needs and aim to facilitate any of our clients products ideas via our extensive network of factories and suppliers.

the process: pencil to purchase

episode one



episode two

[chat with us!](#)

design & production

Here is an example of how one of my proposals would look-in situ. The video series is a great way to link all the elements together and can be a consistent visual for the website and across socials



**merchandising
for life**

proudly independent

services

our story

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contact us



proudly independent

Based in kings cross, london, merchandising for life (mfl) ltd specialises in tour merchandise, retail sales, e-commerce and third party licensing on a global scale.

Proudly independent, we bring first-class service, high quality products and ethical transparency to all our business dealings.

our story



chat with us!

I felt as MFL have very strong working morals and an honest way of doing business it's essential to make this a prominent feature on the site.



If you'd like contact us please fill in the form below.
Alternatively you can call our main office or drop us a
message on our socials

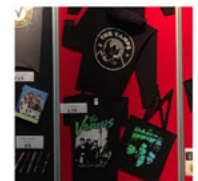
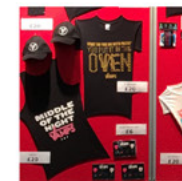
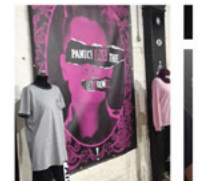
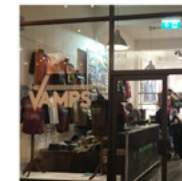
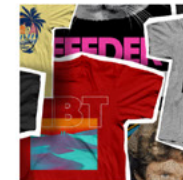
Main Office

Merchandising for Life LTD
Unit 19, Tileyard Studios
London
N7 9AH

tel: +44 (0)20 7609 2926



@merchforlife



[chat with us!](#)

An adaptation of the contact us page with the link to the Instagram page. This is directly link therefore allows it to stay constantly updated with the most recent posts

merchandising for life

retail catalogue 2021

A DAY TO
REMEMBER

ALL TIME LOW*

ask.



BLACK
PEAKS



elastica

EUROPE

EXTREME

FEEDER

FRANK IERO

Good
Charlotte

HOLLYWOOD
(UN)DEAD



LEONARD
COHEN

Levellers

LINKIN PARK



Morrissey

NECHDEEP*



NOTHING.
NOWHERE.

Panic! at the
Disco

Rainbow

Reel
Big Fish



STIFF LITTLE
FINGERS

SLASH

TAKING BACK
SUNDAY

*BODYSNATCHERS



THERAPY?



tonight alive.

URIAH
HEEP

W.A.S.P.

Whitesnake

Xayxay

YOU ME AT SIX

and many more.

* These Artists are through Label deals where we have a limited number of designs available

marketing plan

It Is important to think about the surroundings of your business. MFL is located on the at Tileyard where Tileyard Education is based. This can be used to an advantage, there is an opportunity for new business and constant business.

Setting up events on the TYE campus allows the constant flow of fresh New emerging artists to meeting with the team at MFL and see what they have to offer.

tileyard



X

**merchandising
for life**

As an independent business the Team at MFL want to help and encourage New artists it starting out their career in the music industry. Artists forget how important merch is not only as a walking advertisement for your brand but also as a primary revenue income. Planning designs and a merchandise range needs to be a key factor when planning a new release.

As TYE wants their artists to succeed in their artistic careers and having a company like MFL on your door step its a great option for collaboration. MFL can also host a master-class lesson as a part of the curriculum in MA International Music Marketing and MA Music Business along side the pop up events. MFL have a large range of services to provide, from supplying the range to building and running your online store.

This also allows for artists to see the quality of the product range and wide variety of options available to produce.

There is also room to work with other music universities Around the country. BIMM for example would be a great way to promote MFL, making artist aware of their services.

Small bands/artists often aren't aware of the options available to them or are can be ripped off by other companies where as MFL pride themselves on being open and fair with the customers.

A student discount deal would also entice artists to Use MFL for merch supply, E.g. 10% off a minimum order of t shirts.



**merchandising
for life**

content

As we know video content is king. Algorithms prefer the use of video so it is important to include as much video as possible.

At MFL there are so many opportunities to obtain video content to push there social following.

the process: pencil to purchase

episode one



episode two



I think that a video series would be a Great option to showcase MFL. From discussing the design process after receiving a brief to video content of the merch stands in the arena and everything in between.

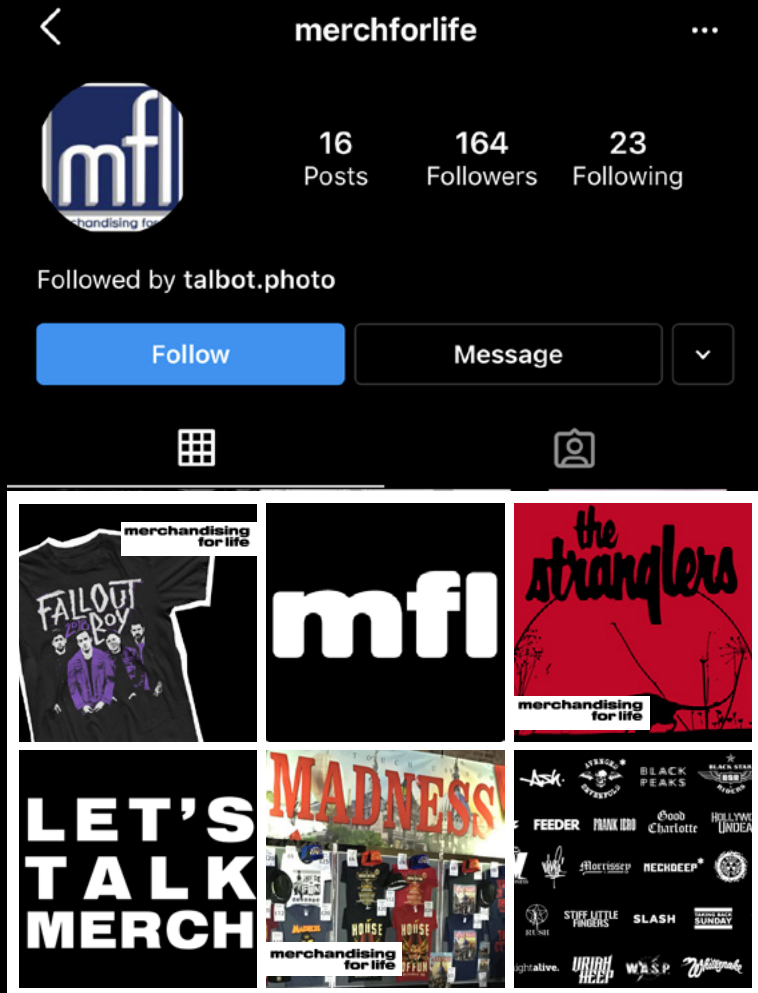
Also for documentation purposes as business but also the push engagement think that MFL have excellent services and business to offer to their customers but there currently isn't enough evidence of this.



instagram

Already by curating the instagram posts you can see the difference in house eye-catching these posts are.

By setting up a document that allows your see how your individual posts will look once all put together , this will help with the core visual language of the MFL brand as the visuals can be transferred across the platforms.



the team

After talking with Gary from MFL it is extremely apparent that they pride themselves on being a 'family type business'.

They're very proud of the team they have at MFL and their skills. By adding an meet the team page on the site I think it would be a great way to communicate this to the customer.

A photo and small bio would suit the tone of the site, keeping it friendly and honest but also allowing you to learn a little bit about the people you're going into business with.

Showing who your client-base is a great way to show success of the company and how well respected they are from working with huge names in the industry.

Have statement from band member or artists managers shows the proof of the respect and thanks for the hard work. This can also be used for social content to drive in more sales.

Its is often seen as bragging in negative way where as you're only using it as a selling tool. By evidencing to future clients that you are trusted and deliver your promises.



A fun way to celebrate the talent that MFL work with. Creating an Client bases Playlist for followers to engage with.

This can be updated and shared on social platforms. Also gives an opportunities to be shared on the artists profiles too.

Can also do a 'This weeks Team picks" again relays the family business -esque approach.

spotify

venues

Music venues are a prime location to advertise MFL. Gig attendees can also be artists themselves on any scale. Secondly the venue sells merchandise at the shows and probably have some of the clients play at those venues.

Inclusion of posters/flyers for MFL in and around the venue is fitting. Back of toilet doors, posters near the merch desks, the foyers etc.

People who are in a venue as a fan or employee of the venue or touring party are often involved in the music scene or know of someone who is.

The approach and rational
for advertising in a venue
also apply to festivals.

Having posters on the arena wall
a great way to advertising in a
festival arena. Better for
the environment than and
more practical flyering.

These can also be adjusted for inside guest areas and general admission targeting different audiences.

For example in GA advertising the supply of merch but in the GA you could include information on the touring and e-commerce services.



festivals

This can also transfer onto fabric banners for the gates whilst queuing for entry.

For example these are used at Slam Dunk Festival who are already a client of MFL.

By advertising MFL on the grounds where you have provided the festival merchandise is a great way to gain more business.

e.g. Slam Dunk x MFL



Slam dunk I UK festival for alternative/rock/pop-punk music. It is hugely respected in the scenes and is constantly growing in popularity .

With bands from over the world attend as do fans. There is always a huge merchandise arena allocated. Many record labels take this opportunity to have their own merch tent for all artists on the label allowing them to sell items from acts who may not be playing for bringing exclusive items over.

Many brands also sponsor the festival and the signing tents that are available. I think as there is already a partnership there it would be a no brainer to have a MFL tent on site as a part of the merch arena, showing samples and educating smaller bands of the MFL brand.

There's also a possibility to sponsor one of the signing tents. Again an opportunity to get the name out there as all so the 'signing cards' would be branded as well as the tent.



look books

As social media is the main way to engage, with people and video is key look book are re returning.

Having a short video to show off a new clothing e range is becoming more popular. This can also the be used as a promo ad on these sites.



MFL proving this as part of the e-comms side would be a great revenue stream. Having it in house or working with a studio to provide the videos takes the pressure off the artist or manager.

These can then be used on stories and in-feed posts, TikTok and facebook.

As it has been created by MFL it is more content for them as well as content for the artist themselves. By using these videos for ad you can see the stats and how many people are checking out the merch and which designs are most popular

If these were on the MFL site it also gives back some direct feedback to see how well the style of content engages with the fan but also who has checked out the MFL site.

Heads of Terms Agreement

Merchandising For Life 2021 Re-Brand and Marketing Strategy

Gary Pettet
Merchandising for Life LTD
Unit 19, Tileyard Studios
London
N7 9AH

This contract is to confirm that I, Emily Rose Talbot will provide a marketing strategy, full re-design (logo, website, social skins and video content, all other assets) For Merchandising For Life. Alongside this, support during the transitional period as well as after the process.

This will be over six months in order to be a part of the pre-production, production and postproduction process of the re-brand.

Please agree to the total fees for all services and time below and which will be paid in full within 30 days of final hand over)

	Services	Amount
	Brand Audit	£1,000
	Brand Strategy	£1,000
	Brand Identity Design	£2,000
	Brand Guidelines	£500
	Website Design/Development	£10,000
	Digital Marketing	£3,000
	Social Media Content	£3,000
	MFL Event Tents	£700
	MFL advertising space	£10,000
	Video Production	£3,000
	Consultancy fee	£15,000
	Total	£49,200

Please Sign here Date (_ / _ / _)

Pre- production					
production					
post-production					
March		April		May	
Week 1	Introduction meeting with MFL	Week 1	Logo development	Week 1	New Logo and branding frame work completed
Week 2	Assesment of the brand	Week 2	Assest archive gathering	Week 2	Filming started for video series
Week 3	Research into compettitors	Week 3	Website sctructure building. Talks with Tileyard Ed	Week 3	Website build complete
Week 4	Initial plan	Week 4	Start disusions with UK festivals about advertsing	Week 4	Start of Asset creation ready for launch
June		July		August	
Week 1	Assest creation continues	Week 1	re- brand and website live, all socials updated	Week 1	Confirmation with uni
Week 2	Video one ready for series launch	Week 2	Advertsing roll out into venues	Week 2	Assest creation continues, around major festivals
Week 3	Confirmation from uk Festivals	Week 3	Assest creation continues	Week 3	Adverts go up aorund festival sites
Week 4	Everything ready to launch for July 1st	Week 4	Filming started for video series at 2000 trees festival	Week 4	Look book studio stet up begins

timeline

“Your sales funnel is the process your audience goes through to become a paying customer. A typical sales funnel will have four stages:

Awareness: At this stage, your audience becomes aware that they have a problem and starts looking for solutions.

Consideration: At the consideration stage, your audience starts to look at the options available to them.

Decision: When a lead reaches the decision stage, they start to narrow their focus on companies that provide the best solution or product for their needs.

Action: Once a lead reaches the action stage, they choose your business and become a customer.”

WebFX

budget

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Consultancy fee			£15,000
Total			£49,200

Here is a breakdown all of the elements included in the budget. On this basis of creating all elements myself. As previously mentioned after feedback from Gary and the team at MFL they are wanting to talk further on how I can build the website and use the new log that I have designed.

After looking at the awareness, consideration and actions in order to obtain my marketing plan and strategy this is a price breakdown of what it will take over a six month period.



merchandising for life

proudly independant