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Oct 2022



JOE UNKNOWN

mixtape one

the artist

"joe unknown is punk poetry's head-first collision with amped-up-and-spat-out sonics.

Shouting from amidst the sirens, feedback loops and screeching guitars are bars as self-destructive as they are reflective. Daringly dissecting 21st-century Englishness, joe reveals the hedonistic blood and guts of a generation left listless.

From recent collaborations with ANNIX; shows at Latitude, Reading/Leeds and Sundown; and support from NME, joe unknown is in your face, whether you know him yet or not."



4.7k



179



12.1k



23.7k monthly listeners

Source: Chartmetric (August, 2022)

narrative

Penned primarily during the 2020 lockdown, joe's distinguished debut, 'Mixtape One', reflects on the claustrophobia of growing up in a dead-end town and the status quo that dominates.

It paints the charismatic struggles of a man searching for meaning beyond society's ascribed pressures, with added expletives for his critics.

It's ironic, then, that the poetic nature of life's mundanities is exactly what gives the record its ferocity and flair.

"'Mixtape One' is nostalgic, noisy and notable." - NME


STRATEGY

campaign objectives

- brand awareness

- audience acquisition

- position artist for uk, eu + aus tours

objectives

brand awareness

- Quarterly consumer surveys
- Release music
- Live performances
- Increase DSP playlisting and streams
- Diversify revenue streams

audience acquisition

- Diversify social media
  - Purposeful and engaging content
- Increase listenership in targeted territories
  - Ads
  - Remix

press, radio + promo

- In-house contacts
- Alt and indie publications prioritised

FAR OUT

NME

LICKS

TASTE IN MUSIC

DUMMY

CRACK

THE LINE OF BEST FIT

NEW MUSIC DISCOVERY

GOD IS IN THE TV

INDIE ROCKS! RADIO

DISCOVER SOMETHING NEW

SHAUN KEAVENY'S COMMUNITY GARDEN RADIO

SHINE 879

NME 1

BBC RADIO 6 music

BBC RADIO 1

press, radio + promo

Source: Amelia Dimoldenberg, YouTube (2021)



Source: COLORS, YouTube (2019)





Source: BBC Music, YouTube (2021)

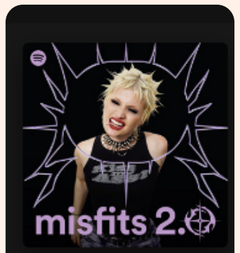


Source: IDLES, YouTube (2018)

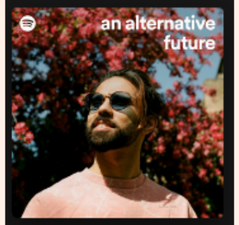


Source: Big Zuu's Big Eats, Dave (2020)

playlists



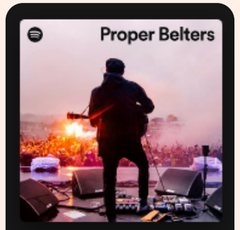
misfits 2.0
By Spotify



an alternative future
By Spotify



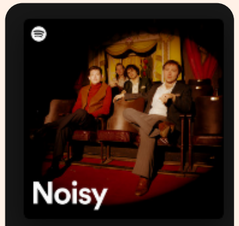
hometaping
press record and play at the same time



Proper Belters
Boss music for boss people. Cover: Gerry...



The Other List
The home of the best new alternative music. Cover...



Noisy
The perfect mix of Punk, Rock, Alt & Indie. Cover:...

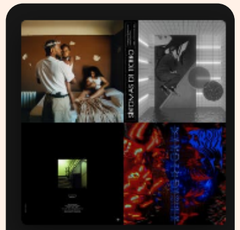
spotify curated



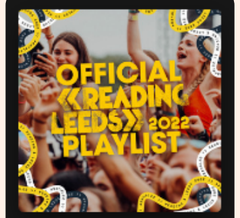
DARCHIVE
for y'ears



Vans Sk8-Hi(fi)
Songs from yesterday and today that define Vans'...



The Quietus Subscri...
Here is all the great new music we've covered on...



Reading and Leeds ...
#RandL22 will take place Fri 26 - Sun 28 Aug 202...

third party



Hottest 100 2023 b...
Predictions for next years 100. All music released...



DK P6 BEAT - Ugens...
Spilleliste over alle numre der er blevet spillet på P...



rap songs that hit ha...
May lower your credit score



orange
ENERGY!!!!!!

user

brand partnerships



Source: Bowler (2021)



Source: Eads (2014)



Source: Havana Club (2022)

Beer and whiskey brands

- Asahi
- Jack Daniels

Examples of successful competitor partnerships:

- Frank Turner x Signature Brew
- Professor Green x Signature Brew
- Reverend & The Makers x Thornbridge
- Skepta x Havana Club

brand partnerships



- Vans
- Thugger
- Adidas
- Slazenger

Examples of successful competitor collaborations include:

- Sleaford Mods x Pilgrims
- Denzel Curry x Vans
- Loyle Carner x Umbro

Sources: Pilgrim (2021), Hypebeast (2021), Umbro (2022).

merchandise

- T-Shirts - £25
- Beanie - £15
- Lighter - £5

Recent research suggests that consumers <25 consider items that are priced ending in 9 (e.g. £4.99) as low quality. (Subbaiyan, 2021)

MERCHANDISE								
ITEM	IN HOUSE / OUTSOURCED	UNITS	UNIT COST	VAT	DELIVERY COST	TOTAL COST	PRICE	GROSS PROFIT
PROMOTIONAL								
Sticker	www.stickermule.com	1000	£0.10	INC	FREE	£96.00	-	-
Rolling Papers	www.snailpapers.com	250	£1.20	INC	FREE	£300.00	-	-
Bandana	www.sportspromo.co.uk	100	£3.50	£70.00	£9.00	£429.00	-	-
						£825.00		
RETAIL								
Lighter	www.awesomemerchandise.com	450	£0.53	INC	FREE	£236.25	£5.00	£2,013.75
F-Shirt	www.helloprint.co.uk	100	£8.49	£169.90	FREE	£1,019.38	£25.00	£1,480.62
Question-Shirt	www.helloprint.co.uk	100	£8.49	£169.90	FREE	£1,019.38	£25.00	£1,480.62
Beanie	www.helloprint.co.uk	100	£5.18	£103.60	FREE	£621.58	£15.00	£878.42
Zine	www.youloveprint.co.uk	500	£0.52	INC	£10.82	£271.82	£10.00	£4,728.18
						£3,168.41		£10,581.59



- Small runs
- In-house design
- Website, Spotify and Live

budget

BUDGET - YEAR 1				
TOTAL MARKETING BUDGET				£49,000.00
MARKET RESEARCH				
ITEM	IN HOUSE / OUTSOURCED	UNITS	UNIT COST	TOTAL ALLOCATION
Questionnaire	www.surveymonkey.co.uk	4	FREE	-
CONTENT				
ITEM	OUTSOURCED TO (COMPANY NAME)	UNIT	UNIT COST	TOTAL ALLOCATION
Artwork	In house	-	-	-
Press Shots	In house	-	-	-
Website	www.cargo.site	12	£28 PM	£336.00
Remixes and Features		-	-	£3,000.00
Music Video		2	-	£16,000.00
Content Creation		14	£250 PD	£3,500.00
PRODUCT				
ITEM	OUTSOURCED TO (COMPANY NAME)	UNIT	UNIT COST	TOTAL ALLOCATION
Retail Merchandise				£3,200.00
LIVE				
ITEM	OUTSOURCED TO (COMPANY NAME)	UNIT	UNIT COST	TOTAL ALLOCATION
Launch Party				£6,500.00
Promotional Tour				£1,000.00
Stage Design				£750.00
PROMOTION				
ITEM	OUTSOURCED TO (COMPANY NAME)	UNIT	UNIT COST	TOTAL ALLOCATION
PR		6	£1000 PM	£6,000.00
Radio	In house			-
Promotional Appearances				£500.00
Advertising				£4,500.00
Promotional Merchandise		-	-	£900.00
				£46,186.00
			Contigency (+5%)	£48,495.30

Based on guide of £12-15k per release, provided by Tileyard Music.

To maximise budget:

- Bulk content creation
- Utilise networks
  - Tileyard community
  - joe unknown
    - MCs and creatives
  - Darco Recordings
    - Elle Nicolson


CAMPAIGN

the releases









- In-house artwork
  - Inspiration drawn from Martin Parr (2022)
- Waterfall Strategy
  - Fan growth
  - Algorithmic support, autoplay
  - Increased playlist pitching
  - 25,000 release week streams
- Nia Archives remix
  - NME Best Producer 2022
  - Cross-promotion
    - Fans (higher % 18-25-year-old females)
  - Radio
- Released prior to festival season

Data: Chartmetric (August, 2022)

launch party



Source: Vennables (2022)



- Leak Street Arches
- Experiential marketing
- Promotion via graffiti and merch giveaway
- Location revealed via posters and joe's socials

pop-up shows



Source: The Fader (2019)

Top Listener Cities:

- Birmingham (Swordfish Records, Aston University Students' Union)
- Manchester (Picadilly Records, Day & Night Cafe)
- Leeds (Crash Records, Leeds Beckett Students' Union)

Strategy:

- Target 18-25-year-olds
- £5 OTD
- First 25 fans will receive a free T-shirt
- Listening party / livestream

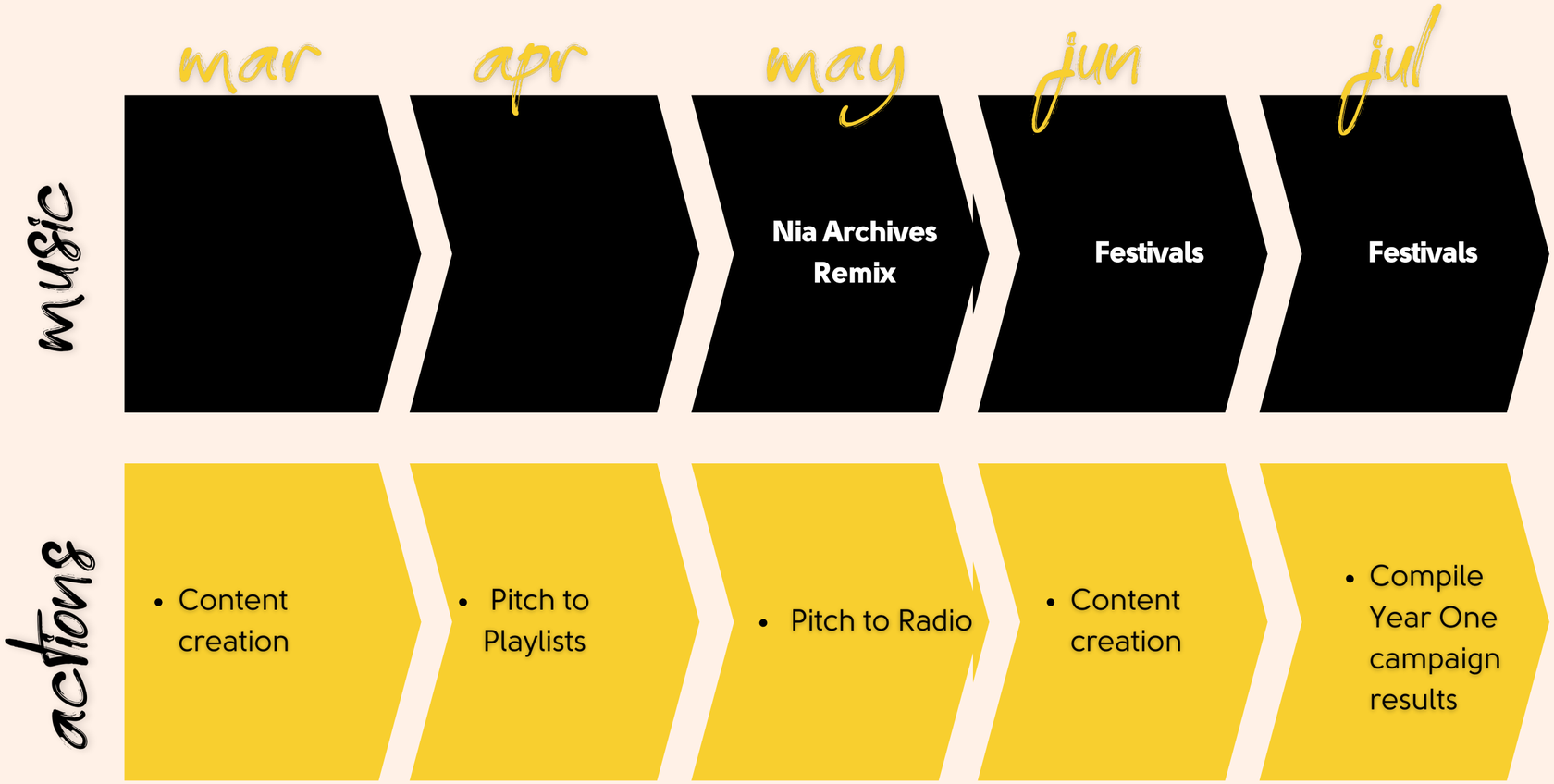

THUGGER
JOE UNKNOWN
SIGN UP
FRIDAY 28TH OCTOBER, 6PM
UNKNOWN LOCATION
EAST LONDON
WWW.JOEUNKNOWN.COM


JOE UNKNOWN
THUGGER
FRIDAY 28TH OCTOBER- LONDON
SATURDAY 29TH OCTOBER - BIRMINGHAM
SUNDAY 30TH OCTOBER - MANCHESTER
MONDAY 31ST OCTOBER - DUBLIN
SIGN UP
WWW.JOEUNKNOWN.COM

timeline

	aug	sept	oct	nov	dec	jan	feb
music	Festivals	Festivals Single released	Mixtape One	Pop Up Shows	Single		Single
actions	• Content creation • Launch website	• Pitch to Playlists	• Pitch to Radio • Launch Party • Merch • NME Interview	• Listening Party • TV Promo Performance (MOTDx)	• Music Video • Pitch to Radio • Content creation	• Finalise UK Tour	• Music Video • Pitch to Radio

timeline


mar
apr
may
jun
jul
music
Nia Archives Remix
Festivals
Festivals
actions
• Content creation
• Pitch to Playlists
• Pitch to Radio
• Content creation
• Compile Year One campaign results


SOCIALS

kpis






4.7k 179 12.1k 23.7k monthly listeners






11.7k 1.4k 31.6k 37.8k monthly listeners

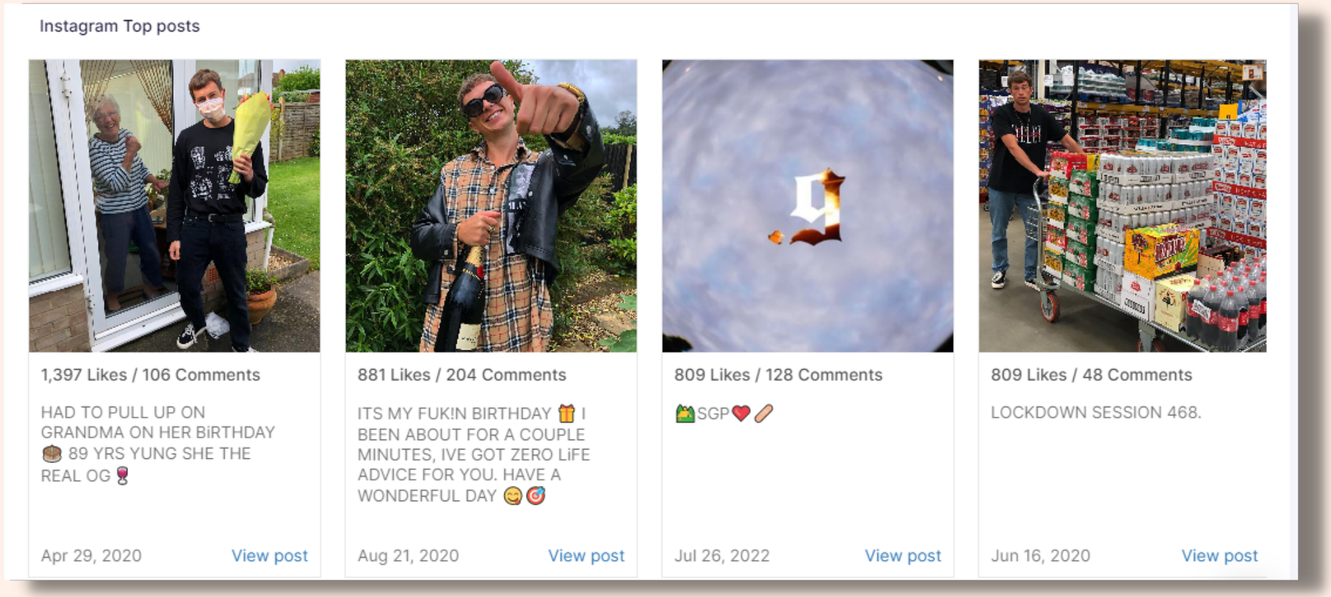
socials

- instagram
- tiktok
- discord + reddit

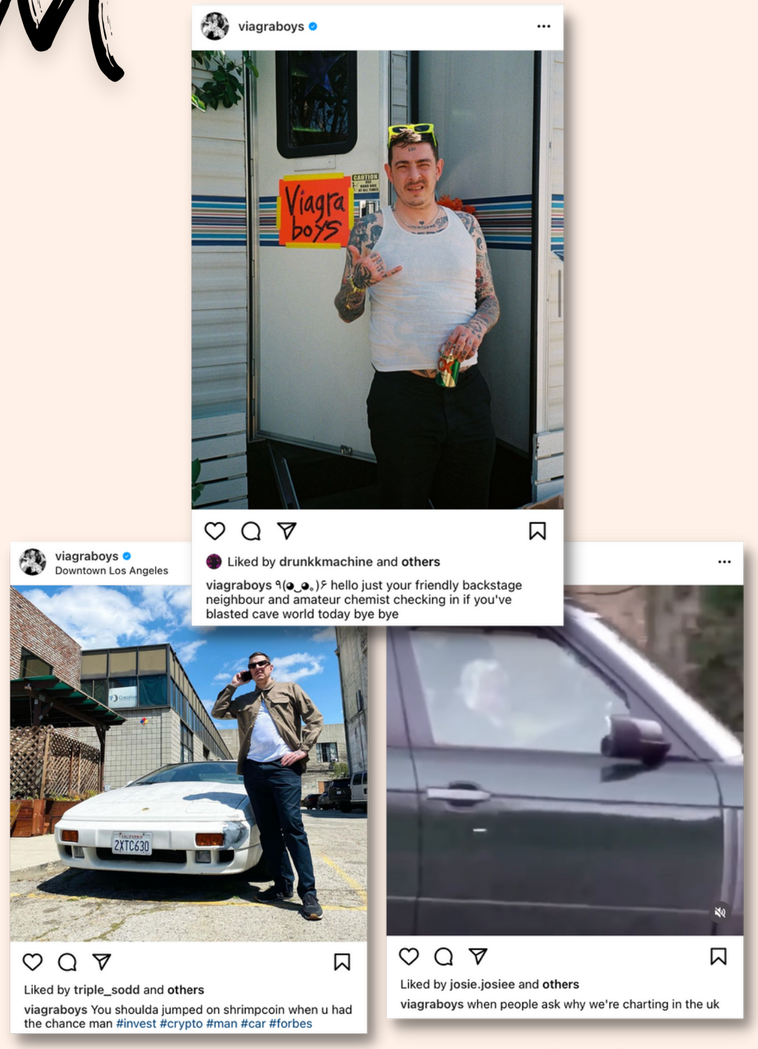
Festivals

instagram

Source: Chartmetric (2022)



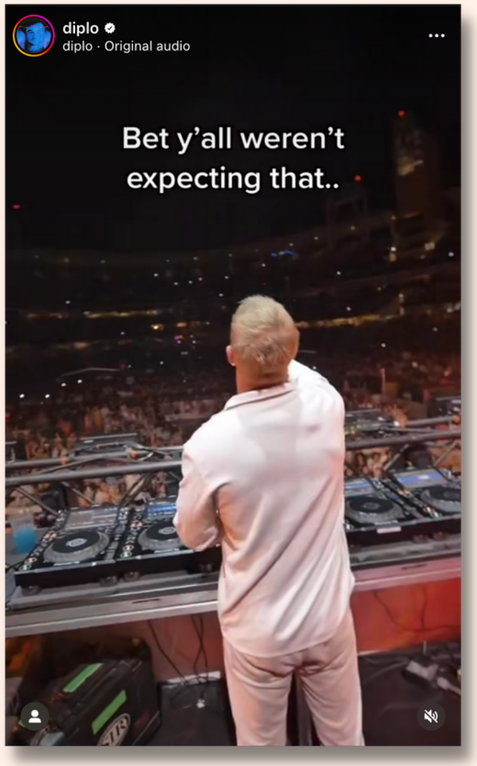
- Humour and personality
- Relatability and Behind The Scenes
- Planned but reactive, memes and current events (73% fans)
- Call To Action



Source: Viagra Boys, Instagram (2022)

reels + tiktoks







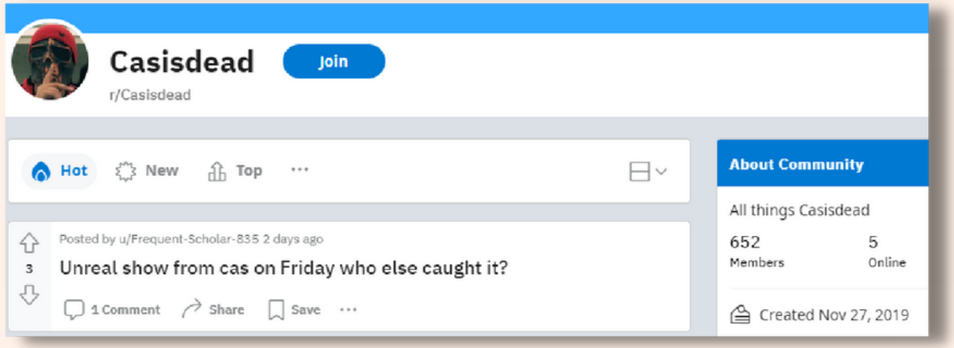


Source: Diplo, Instagram (2022)

- Hook > Music
- Purpose and Call To Action
- Reels > TikToks as Instagram reportedly does not promote Reels with a watermark. (Carman, 2021)

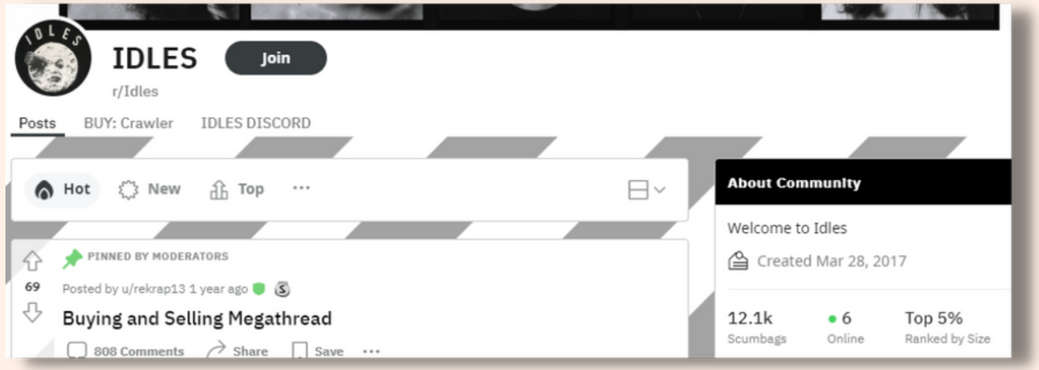
discord + reddit

While social media platforms may boast impressive following figures, in terms of monthly active users, messaging apps surpass social media by 20%. (Smart Bakken, 2022)



Source: CASISDEAD, Discord (2022)

- Reduces platform reliance
- No algorithm
- 'True Fans' (Kelly, 2008)
- Community and discussion



Source: IDLES, Discord (2022)


THANK YOU


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