WILL BRYANT

Artist campaign portfolio
(Single release)

‘With You, Always’
To be released on:
Friday 12th February

3,523 monthly listeners

22 year old based in London making music in my bedroom. My biggest influences are The 1975, LANY, Bon Iver, Frank Ocean, Kllo and many many more. I listen to all types of music and so everything I make tends to be quite different - I'm just...

THE TEAM ROLES

Natasja Taylor (Marketing Manager/ Creative Director)

- Create all social media schedules and strategies
- Organise and manage photography and videography projects
- Website SEO and copywriting
- Merchandise execution and marketing
- Publishing
- Event and brand management

Philip Normand (Lead Project Manager/ Graphic Designer)

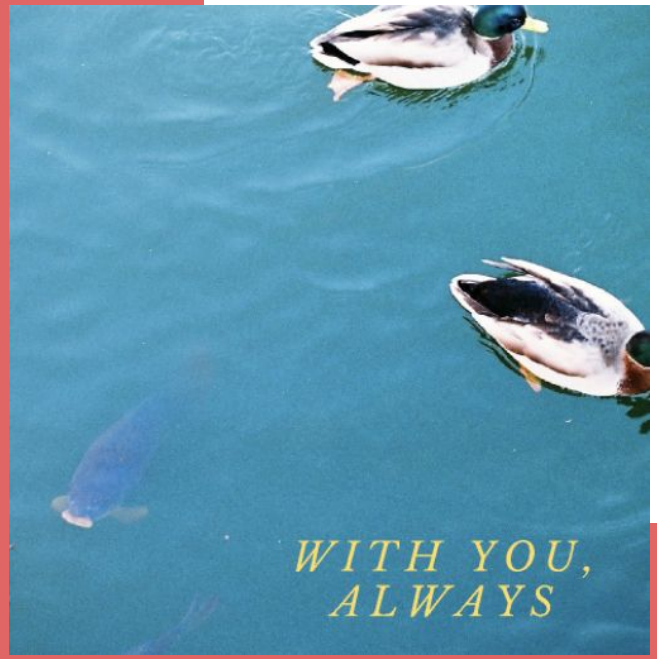
- Organising group meetings and liaising with third parties
- Website design
- Merchandise and logo design
- Photograph and video editing
- Overseeing all aspects of the project

RECORDING

Will shared his private Soundcloud link for us to choose from four demos. We decided to choose 'With You, Always' because we felt it was the most relevant to the current times of the Covid-19 pandemic lockdown period and had the potential to reach to a wide audience across the general public. We thought this would be the easiest track to campaign and the other tracks were unrelatable and too similar to the sounds from the current indie band 'The 1975'

- The track to be worked on by Callum Rafferty as we liked the sound of his past tracks, his studio is reasonably close (West Malling, Kent) and he gave us a fair quote of £200 to remix and master the track.

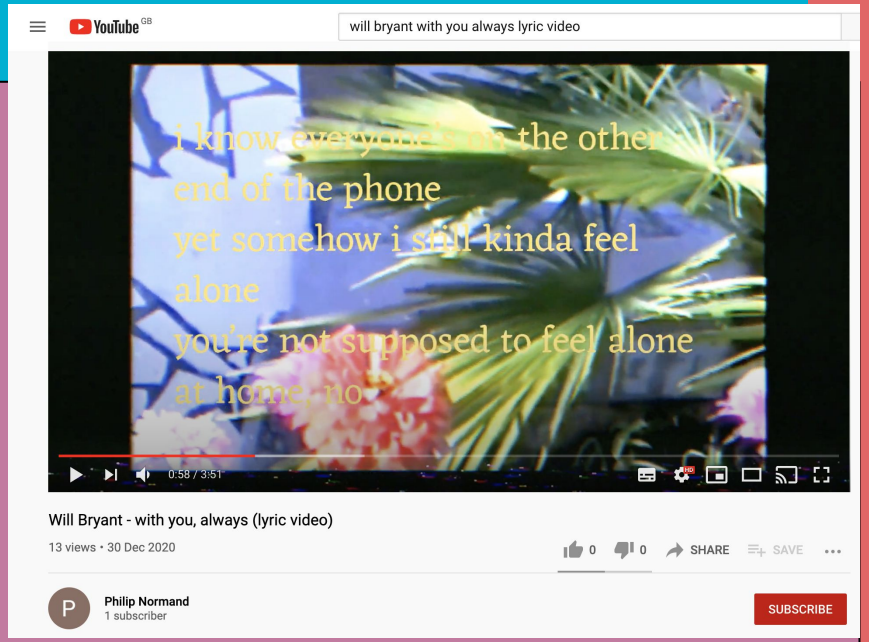
ALBUM COVER ARTWORK



- The photograph was taken by Will's best friend when they were on holiday together in Copenhagen adding personalisation
- Taken using a 35mm film camera adding a retro feel which compliments Will's fashion statements
- The dark blue waters of the sea are relatable to the depths of Will's emotions heard in the song
- Inspiration taken from Loyle Carner's 2019 album 'Not Waving, But Drowning'
- The two ducks could relate to the lyrics written about Will's relationship with his current girlfriend as 'love birds'

LYRIC VIDEO

- Created using rotorvideos.com(RotorVideos, 2021) which is used by major labels such as; Universal Music and SONY MUSIC
- It enables fans to sing along and clearly understand the lyrics
- It's cost effective (£14.72)
- The official music video plans are on hold until the national lock-down restrictions have eased
- Fifteen second clips to be used for the social media campaigns
- Diverts fans to Will's official YouTube channel



ELECTRONIC PRESS KIT

Used to allow promoters, labels, venue owners, journalists, and talent scouts to understand who Will Bryant is as an artist, what he can bring to the table, and ultimately why they should invest any time and/or money into his music - also visible on the website.

BIOGRAPHY

Twenty Two year old, male guitarist, singer, songwriter and producer. This multi-talented artist's music is typically about relationships, love, hope, and learning lessons in life which can all be relatable to listeners in their teens and early adulthood. Compared to Will's biggest influencers The 1975 (portraying a grunge image and using lyrics to create darker themes such as drugs and sex) and LANY (using blurred out city scapes and a heavy focus on flowers and palm trees) Will Bryant's image seems to fall somewhere in-between the two. However, like both major influences, all three have played music since a young age and take their careers seriously. Also similar to the two, Will has managed to stick to one image and style over the years of his music production.

BACKGROUND

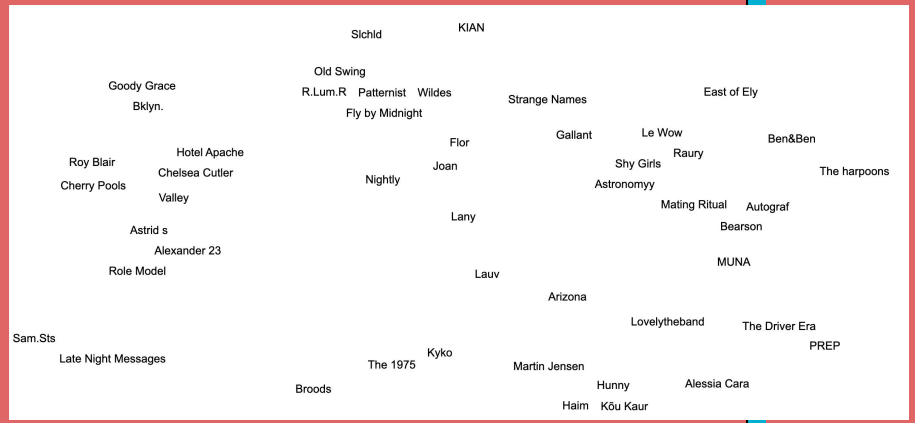
- Originally from Winchester, Hampshire
- Currently lives in Shoreditch, East London
- Attended The Pilgrims school, Winchester
- Started to play piano, trumpet and learnt to sing classically from the age of seven
- Came from a musically talented family
- Studied a drama degree at The University Of Bristol
- Became obsessed with electronic music and music production in his teens
- Currently studying a songwriting masters degree at Tileyard Education London

ARTIST IDENTITY

- Relatable brands and fashion image: Dikkies, New balance, Urban Outfitters, Vintage, Clothing, Iron Bru, Wolf Clothing, Nike, Stussy, Fjallraven Kanken, Red Stripe beer, Fosters beer

- Main influencers in music: The 1975, LANY, MUNA, Role Model and The Kooks

- Offstage activities: Studying songwriting masters degree, attending festivals, traveling the world, covering favourite artists, exploring museums and art galleries and maintaining a fashionable image



MERCHANDISE

- Fifty t-shirts to be ordered including design with logo created by Philip
- The merchandise will be sold on the website
- Ten t-shirts are to be held back for giveaway competitions on the instagram campaign

	PRODUCT 1 OF 1	QTY	RATE	SET UP	DELIVERY		TOTAL
	Product Name Fruit of the Loom Valueweight T-Shirts **Code** 302004 **Print Option** 1 Colour Print (White Shirt, 1 Position)	50	£3.38	1 x £26.00	£11.10		
						Subtotal	£206.10
						VAT	£41.22
						Total	**£247.32**

FUNDING OPTIONS

- PRS FOR MUSIC
- CROWDFUNDING
- THE ARTS COUNCIL ENGLAND
- TILEYARD (£500)
- BIMM
- PERSONAL SAVINGS (£250)
- HELP MUSICIANS
- MUSICIANS UNION

We ultimately made the decision to apply for the Arts Council England and to apply for PRS at a later date when live performances are back up and running

VS

SOCIAL MEDIA PHOTOGRAPHY

Live music photographer Elisha Iddon who has worked freelance for musicians in the past such as; Becky Hill, Zuzu, Pale Waves and Barns Courtney. Events such as; London Fashion Week and The NME awards and is currently contracted to shoot social media photos for reality TV Shows including Made In Chelsea and Towie. Elisha is a former member of BIMM university, and has agreed to take one hundred professional photos of Will for his social channels as an offer of good will due to the current climate, therefore this will not be included in the budget besides from a small amount for food and travel. (https://www.ellishaiddon.com/)

INTERVIEW THE ARTIST

The following questions will be asked to the artist and professionally recorded in order to use the footage to post across all social channels and on the website prior to the track release.

Q: WHAT'S YOUR BACKGROUND? HOW DID YOU GET INTO MUSIC?

A: I come from quite a creative and musical family, singing classically and playing the trumpet. About 4 years ago, I just started to listen to modern music really differently and really engage with it, and when I moved to Bristol, I got obsessed with electronic music and production.

INTERVIEW THE ARTIST

Q: WHAT ARE YOU CURRENTLY WORKING ON? ANY EXCITING PLANS FOR 2021?

A: I'm currently working on a couple more singles to release in the next couple of months, and then work towards a 4 or 5 track EP towards the middle of this year. I'm just excited to have lots more music out and that I finally have time to just focus on music.

Q: WHAT'S BEEN THE BEST MOMENT OF YOUR CAREER SO FAR?

A: A highlight was definitely supporting one of my friend's headline shows in Bristol, where I ended up meeting some very important producers and musicians who I work with at the moment. Most recently though, I got some attention from some major labels after the release of my most recent single and that was incredible for me.

INTERVIEW THE ARTIST

Q: WHAT WAS YOUR FAVOURITE SONG OF 2020?

A: My favourite song of 2020 was either blue by Kamal. or julia by Jeremy Zucker

Q: WHERE DO YOU HOPE TO BE IN 5 YEARS TIME?

A: In five years time, I'd like to have an album and 2 EPs released, and hopefully to have been performing them live. I'd like to have started my own independent indie label for undiscovered UK artists who make rap, alt-pop and electronic music, whilst putting on events to support them.

Q: NAME THREE ARTISTS YOU'D LIKE TO BE COMPARED TO

A: I'm gonna say four if that's alright. Four artists I'd like to be compared to are, The 1975, Jeremy Zucker, Beatenburg and Kllo.

INSTAGRAM

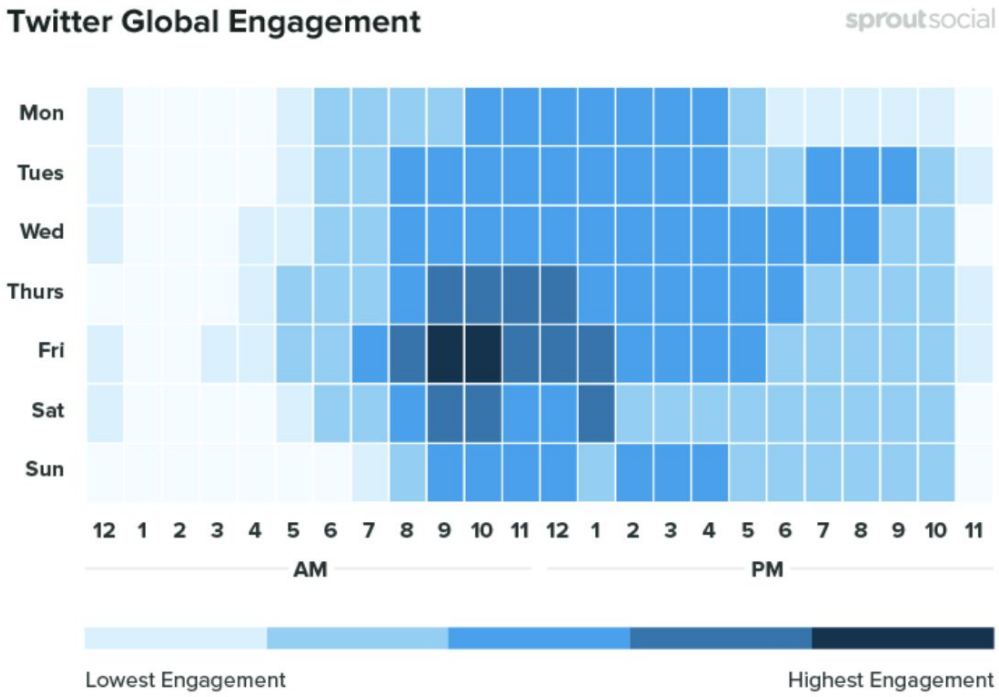
- Switch to a business Instagram (free)
- Post a weekly 'ask me a question' story to encourage fan engagement
- £2 per day to be spent on paid ad on a new post (professional photograph upload) every day over the month leading up to the release to increase awareness
- One competition per week with a logo t-shirt giveaway to increase number of subscribers and to drive traffic to the website
- Increase daily engagement by following fans and responding to all comments
- Search relatable accounts, like and comment twenty times daily to encourage following
- Post twice a week and create stories daily (Turner, 2018)
- Use a social media analytics platform such as; Iconosquare to track progress (Free trial for 14 days and then £29 per month)

TWITTER

- Three to Five posts per day (including re-tweets)
- Use the graph on the following slide to post at the most critical times
- Post about current news e.g. updates on global music news and the Covid-19 pandemic
- Posting 'back of the scenes' photos to update fans on progress
- Ensure to repost tweets from influencers: The 1975, LANY, Bon Ever, Frank Ocean, Kilo and their fans/ other musicians influenced by these artists
- Show support to other artists (share their most current music and tweets)
- Use trending hashtags (requires daily research)
- Post news, quotes, memes, statistics, facts and informative content relatable to the music industry. Using sources such as; Music Business Worldwide
- Engage in conversations relevant to the music industry daily

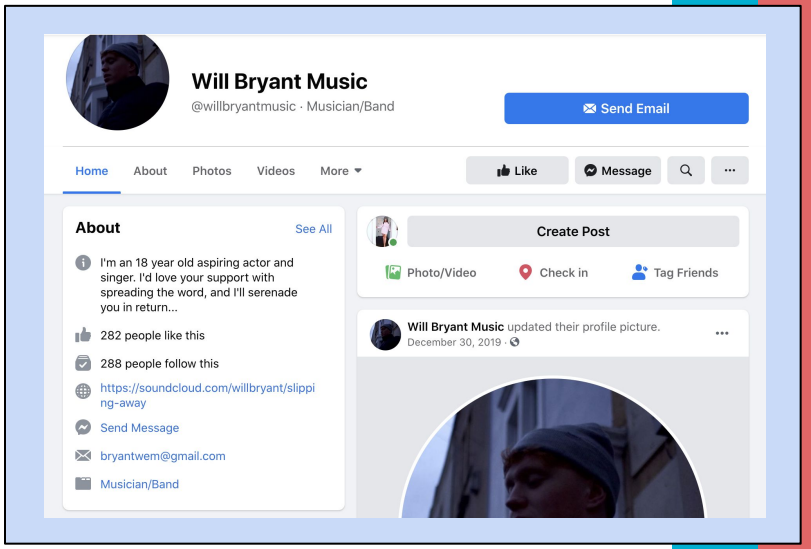
TWITTER

(Login and Arens, 2020)



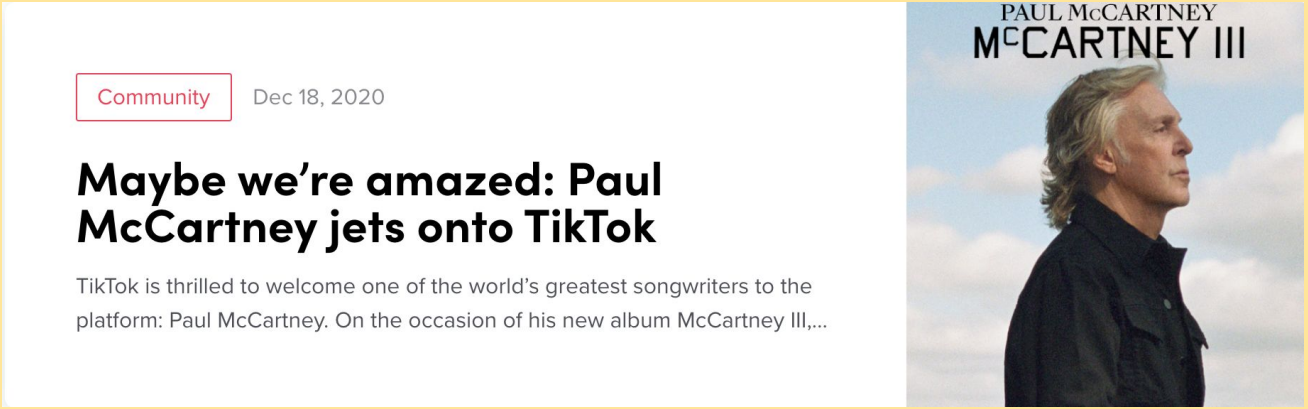
FACEBOOK

- One post per day is the recommendation for Facebook and two maximum (Myers, 2020)
- Update biography (all biographies to be written by the third party copywriter)
- Build up momentum with five merchandise giveaway competitions - paid advertisements
- Post the lyric video one week before the official video release
- Post videos of past live performance footage
- Send direct messages to all followers announcing the release date



TOKTOK

- **Keeping up to date with the current trends;** The currently daily trends can be found by clicking in the search box to reveal 'suggested searches'. Once the video is made, hashtags can then be used for example; National Lockdown, Monday Motivation, Soulmate Challenge and Workout routine which will enhance views and increase likes **(BRADLEY, 2020).**
- **Posting frequently (one to three times per day).** The more mosts the more viewers will be drawn to Will's profile. As three posts per day is time consuming, the target for the first month will be to post once per day **(BRADLEY, 2020).**



(Tiktok.com, 2021)

TIKTOK

The Best Times To Upload

(BRADLEY, 2020).

Mondays:
- 6:00am
- 10:00am
- 10:00pm
- (2:00am & 4:00am Tuesday)

Tuesdays:
- 2:00am
- 4:00am
- 9:00am

Wednesdays:
- 7:00am
- 8:00am
- 11:00pm

Wednesdays:
- 7:00am
- 8:00am
- 11:00pm

Thursdays:
- 9:00am
- 12:00 noon
- 7:00pm

Fridays:
- 5:00am
- 1:00pm
- 3:00pm

Saturdays:
- 11:00am
- 7:00pm
- 8:00pm

Sundays:
- 7:00am
- 8:00am
- 4:00pm

(Tiktok.com, 2021)

News 7 Dec 2020

#PassTheMic: Reggie Yates takes to TikTok to help unearth young creatives

Award winning British writer, director, broadcaster and documentary maker Reggie Yates, is today launching the #PassTheMic 🎤 challenge on TikTok,...

WEBSITE

WILL BRYANT MUSIC

About Gallery Music Blog Contact

Twenty Two year old, male guitarist, singer, songwriter and producer. This multi-talented artist's music is typically about relationships, love, hope, and learning lessons in life.

His new single 'With You, Always' is available now.

Listen Now

WEBSITE

- £200 paid for professional SEO and copywriting - *High priority*
- Gather fanbase email data through the 'subscribe box'
- Promote live performances and announce track releases through newsletters using Mailchimp - Mailchimp lets us send emails, manage subscribers, offer SUPERB tracking, setup autoresponders, create beautiful email templates, target subscribers, and split test our campaigns (Mailchimp, 2021).
- Having a website builds trust and credibility for potential subscribers
- Official music video will be uploaded to the homepage

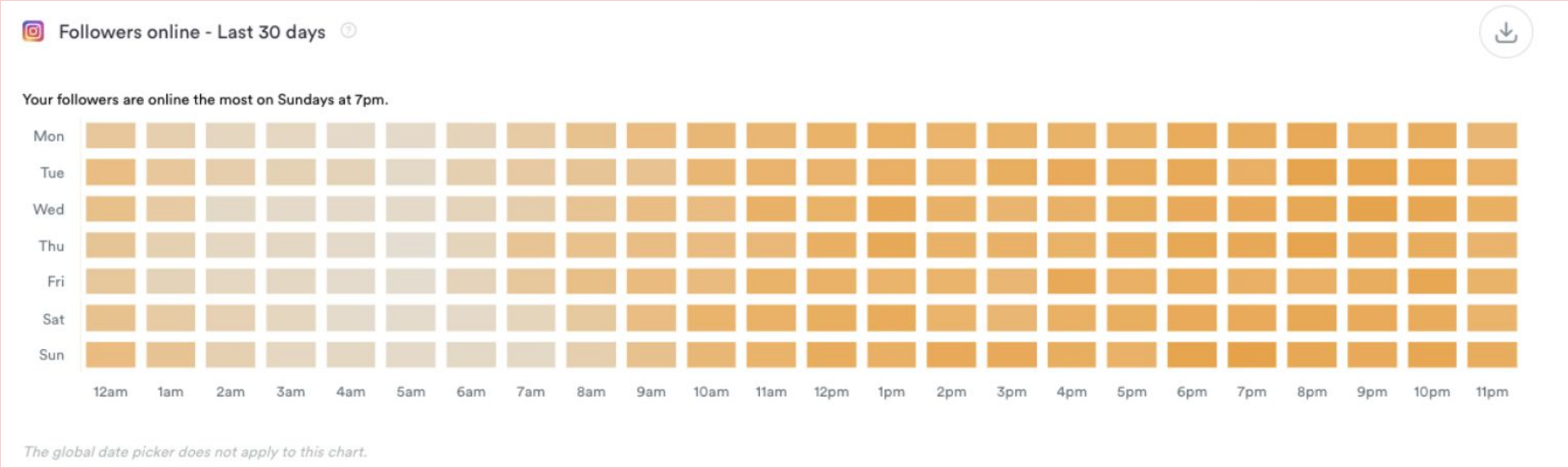
The process of copywriting requires persuasive marketing and promotional materials that will motivate the fans to subscribe, listen to the music and purchase tickets for shows (Prakash, 2020). The 'Big Star Copywriting' will be used to deliver this aspect of the project (Rochford, 2021).

MARKETING STRATEGY

S.M.A.R.T objectives

Specific: The aim of the campaign is to build momentum by taking advantage of all online resources and social media channels to ensure as many people listen to the track as possible once it is released.

Measurable: With a significant amount of the budget being spent on paid advertisements we expect a significant rise in followers and listeners across all of Will's social media platforms. The website, Instagram, Facebook, Twitter and Youtube in that Order. Tiktok and Youtube are considered less important in the measurable goals as Will is fairly new to the channels and this would be an unrealistic target. The use of 'Iconsquare'. Iconosquare will dig out essential insights into similar artists to Wills' Instagram strategy over the last 30 days, such as posting times, tag use, followers' growth, engagement rate per post, etc and it will show all follower growth and engagement in the form of the graph examples on the next slides (Iconosquare, 2021).

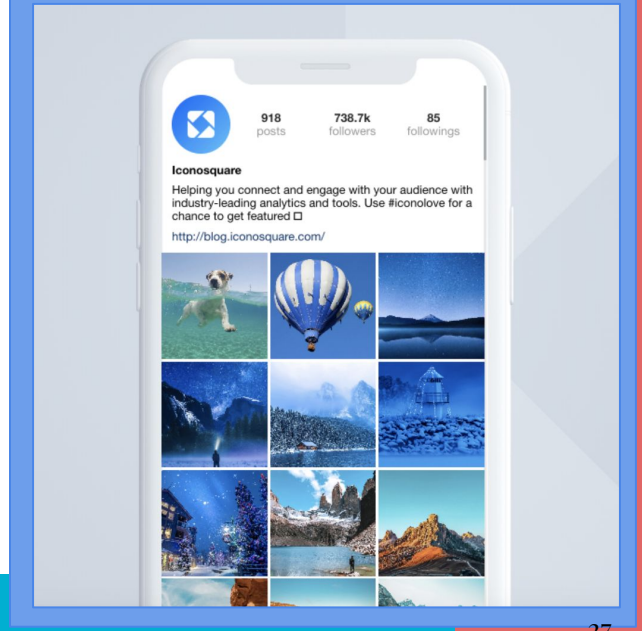


SOCIAL MEDIA ANALYTICS EXAMPLES

(Marsh, 2021)

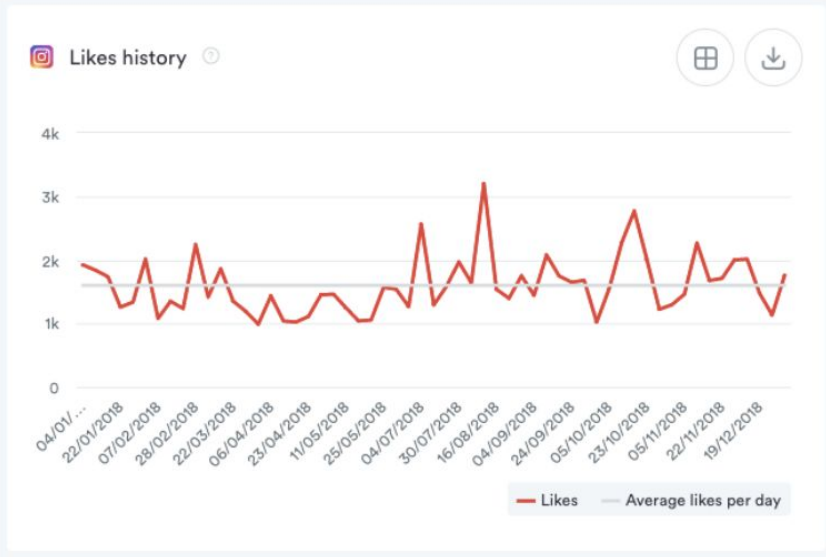
(Marsh, 2021)

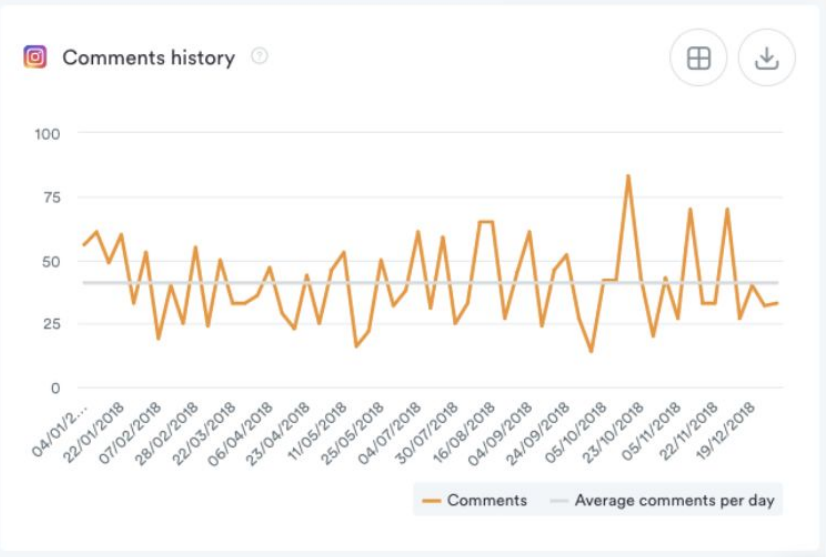
SOCIAL MEDIA ANALYTICS EXAMPLES



SOCIAL MEDIA (Marsh, 2021)

ANALYTICS EXAMPLES





MARKETING STRATEGY

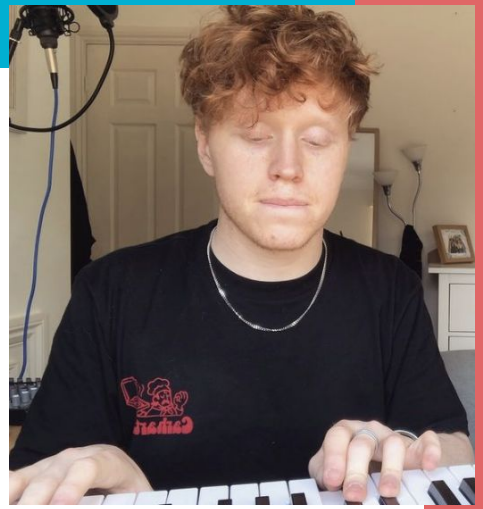
S.M.A.R.T objectives

Achievable: A timeframe of four weeks planning followed by four weeks of execution leading up to the release deadline on the 11th of February 2021 is a tight but still achievable proposal. An additional four week timeframe following the release is added to monitor the measurable results and debrief the project.

Realistic: Due to the Covid-19 pandemic and the announcement of a second national lockdown during the time of the campaign, we must be realistic with the timescales of offline project plans such as the photoshoot and the videography recordings.

Time-bound: If we are not able to proceed with these plans it will slow down the entire online marketing campaign as we will be lacking in visual content intended to be used across the website, social channels and EPK. If this happens we plan to postpone the project until quarter two of the year however, the decision to release the track is ultimately the decision of the artist.

MARKETING STRATEGY



S.W.O.T ANALYSIS

Strengths

- A developed pipeline of industry contacts
- Relationships with talented students at Tileyard, BIMM, The Film Academy and The University Of Bristol
- Artist is signed up with PRS for music resulting in income from music streaming
- Additional spare time to research and source contacts online due to the national lockdown
- Potential access to additional funding from PRS and The Arts Council England
- Artist is talented, motivated and holds strong skills in music production

MARKETING STRATEGY

S.W.O.T ANALYSIS

Weaknesses

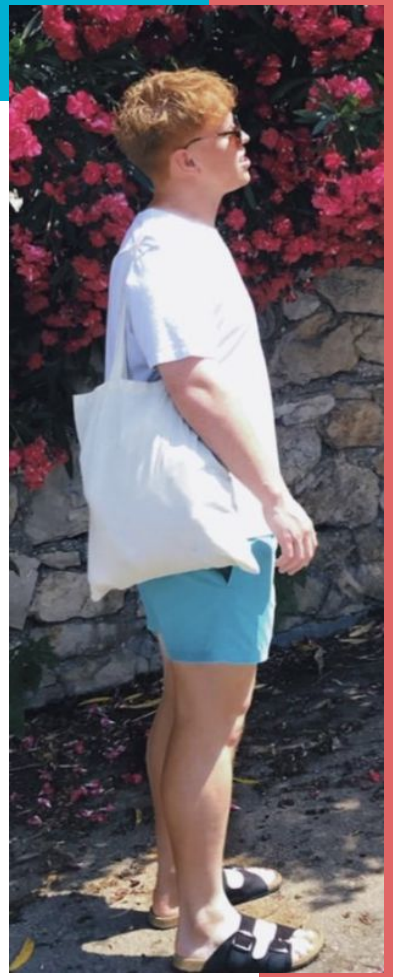
- No website
- The national lockdown decreases access to offline resources and slows down progress
- Covid-19 circumstances has caused the number of team members to decrease and has stopped the ability to host any live gigs
- Currently no income source from live gigs and a restrictions on professional studio space
- Artist lacks sound engineering abilities

MARKETING STRATEGY

S.W.O.T ANALYSIS

Opportunities

- New music technologies and software allowing more achievable results from home
- Potential new industry contacts have more time on their hands to respond
- Online collaborations and online live streaming across social media platforms



MARKETING STRATEGY

S.W.O.T ANALYSIS

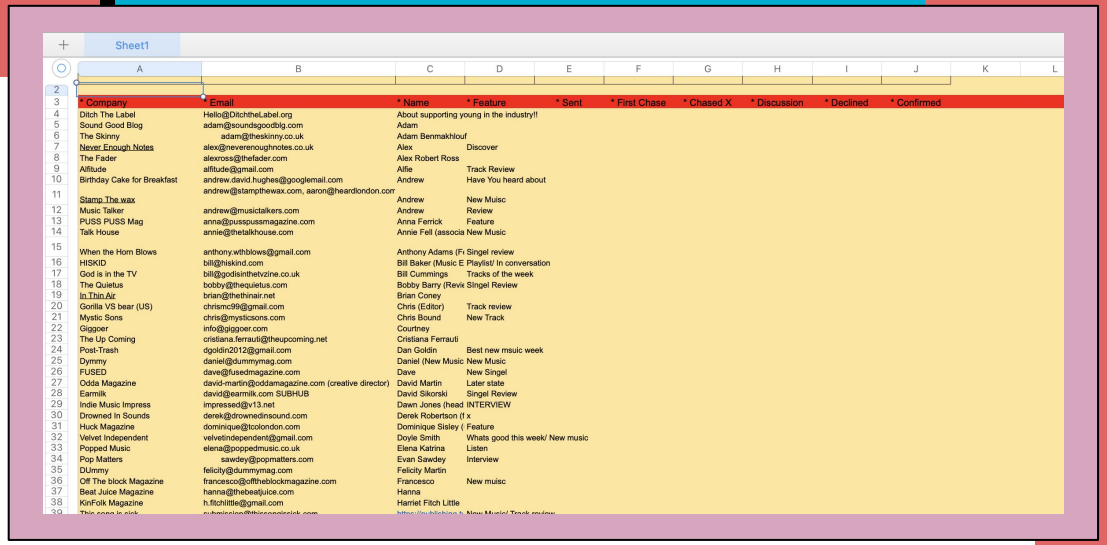
Threats

- High completion in London
- New music genres to become more popular
- New technologies means competitors can increase success at a high speed
- Rejection of funding application
- Lack of knowledge on current social media trends

PUBLISHING

(5 Simple Steps to Start a Music Publishing Company!, 2021)

- Register copyright
- Sign up to PRS
- Build a list of contacts for PR
- Contact radio, labels, magazines and blogs
- Sign up to Ditto music for distribution



Sheet1

* Company	* Email	* Name	* Feature	* Sent	* First Chase	* Chased X	* Discussion	* Declined	* Confirmed
Ditch The Label	Hello@DitchtheLabel.org	About supporting young in the industry!!							
Sound Good Blog	adam@soundsgoodblg.com	Adam							
The Skinny	adam@theskinny.co.uk	Adam Benmakhlouf							
Never Enough Notes	alex@neverenoughnotes.co.uk	Alex	Discover						
The Fader	alexross@thefader.com	Alex Robert Ross							
Alfitude	alfitude@gmail.com	Alfie	Track Review						
Birthday Cake for Breakfast	andrew.david.hughes@googlemail.com	Andrew	Have You heard about						
	andrew@stampthewax.com, aaron@heardlondon.com								
Stamp The wax	andrew@musictalkers.com	Andrew	New Muisc						
Music Talker	anna@pusspussmagazine.com	Anna Ferrick	Review						
PUSS PUSS Mag	annie@thetalkhouse.com	Annie Fell (associa	Feature						
Talk House			New Music						
When the Horn Blows	anthony.wthblows@gmail.com	Anthony Adams (Fr	Singel review						
HISKID	bill@hiskind.com	Bill Baker (Music E	Playlist/ In conversation						
God is in the TV	bill@godisinthetvzine.co.uk	Bill Cummings	Tracks of the week						
The Quietus	bobby@thequietus.com	Bobby Barry (Revi	Singel Review						
In Thin Air	brian@thethinair.net	Brian Coney							
Gorilla VS bear (US)	chrismc99@gmail.com	Chris (Editor)	Track review						
Mystic Sons	chris@mysticsons.com	Chris Bound	New Track						
Gigpoer	info@gigpoer.com	Courtney							
The Up Coming	cristiana.ferrauti@theupcoming.net	Cristiana Ferrauti							
Post-Trash	dgoldin2012@gmail.com	Dan Goldin	Best new msuic week						
Dymmy	daniel@dummymag.com	Daniel (New Music	New Music						
FUSED	dave@fusedmagazine.com	Dave	New Singel						
Odda Magazine	david-martin@oddamagazine.com (creative director)	David Martin	Later state						
Earmilk	david@earmilk.com SUBHUB	David Sikorski	Singel Review						
Indie Music Impress	impressed@v13.net	Dawn Jones (head	INTERVIEW						
Drowned In Sounds	derek@drownedinsound.com	Derek Robertson (t	x						
Huck Magazine	dominique@tcolondon.com	Dominique Sisley (	Feature						
Velvet Independent	velvetindependent@gmail.com	Doyle Smith	Whats good this week/ New music						
Popped Music	elena@poppedmusic.co.uk	Elena Katrina	Listen						
Pop Matters	sawdey@popmatters.com	Evan Sawdey	Interview						
DUmmy	felicity@dummymag.com	Felicity Martin							
Off The block Magazine	francesco@offtheblockmagazine.com	Francesco	New muisc						
Beat Juice Magazine	hanna@thebeatjuice.com	Hanna							
KinFolk Magazine	h.fitchlittle@gmail.com	Harriet Fitch Little							

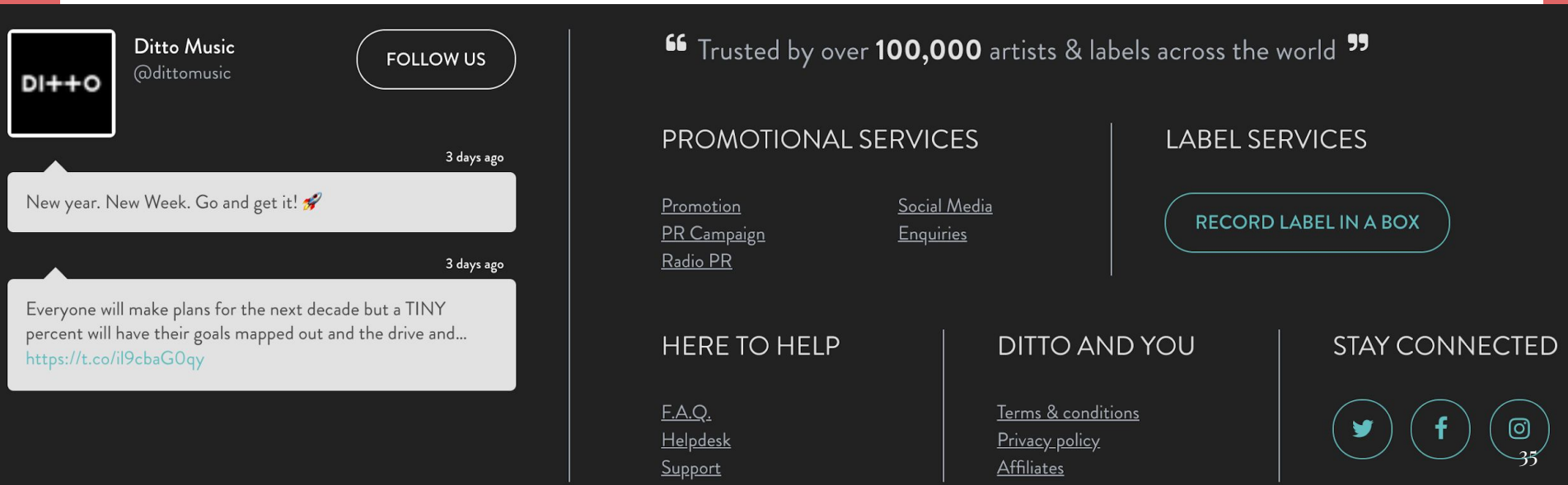
All publishing aspects are to be taken on by the team to use more of the budget on paid ad marketing and a quality sound production and music video editing. Skills learnt in our first term at Tileyard enabled us to already have a general understanding on Copyright, PRS and distribution rights which we used to help Will protect his royalties. Taking the publishing into our own hands also meant that we had complete ownership over the music.

A team agreement was made that if the single gains over ten thousand streams, a third party publisher should be hired for any future releases.

DISTRIBUTION

(Ditto Music Promotion | Sell Music Online | Music Distribution, 2021)

The decision was made to sign up to Ditto music as it enables us to distribute Will's music to Spotify, Apple Music, Itunes, Google Play, Beatport, Amazon Music Shazam & Vevo for a sustainable price (£19 per year).



BUDGET

Expenditure:

- Logo creation
- Lyric writing software
- Ditto distribution service
- Social media paid ads
- Music video expenses
- Mastering
- Website design
- SEO & copywriting
- Merchandise
- Remix mastering
- Radio plugger
- Contingency

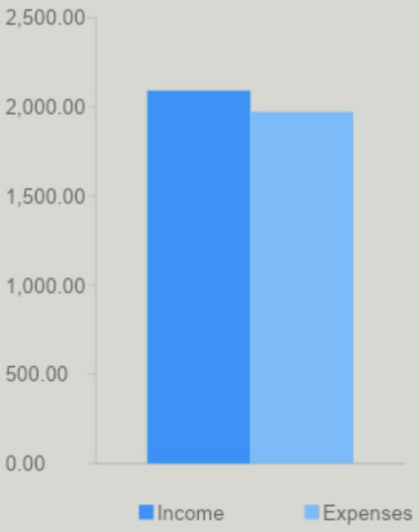
Investments and income

ITEM	AMOUNT
Arts Council Funding	£1,000.00
Tileyard Music	£500.00
Investment from team	£250.00
Merchandise	£200.00
Spotify streams	£140.00

Expenses

ITEM	AMOUNT
Logo creation	£13.90
Lyric video using Rotor	£14.72
Ditto	£19.00
Social media ads	£90.00
Music video	£55.00
Mastering	£100.00
Website design	£29.95
Website SEO	£300.00
Merchandise	£247.32
Remix mastering	£100.00
Radio plugger	£750.00
Contingency	£250.00
	£1,969.89

BUDGET



Summary

TOTAL MONTHLY INCOME

£2,090.00

TOTAL MONTHLY EXPENSES

£1,969.89

TOTAL MONTHLY SAVINGS

n/a

CASH BALANCE

£120.11

Income:

- Arts council funding
- Tileyard Education
- Merchandise
- Spotify streams

REFERENCES

BRADLEY, R., 2020. *Best Times To Post On Tiktok In 2020*. [online] Sharelov Blog. Available at: <https://blog.sharelov.com/best-times-to-post-on-tiktok/> [Accessed 4 January 2021].

Mailchimp, 2021. *The All-In-One Marketing Platform Built For Small Businesses | Mailchimp*. [online] Mailchimp. Available at: <https://mailchimp.com/marketing-platform/?&msclkid=185467ef7b3711e48cbb381903dba0b2&gclid=185467ef7b3711e48cbb381903dba0b2&gclsrc=3p.ds> [Accessed 4 January 2021].

Prakash, A., 2020. *5 Reasons Why Good Copywriting Is Important For Your Business*. [online] Godotmedia.com. Available at: <https://www.godotmedia.com/blog/5-reasons-why-good-copywriting-is-important-for-your-business/> [Accessed 6 January 2021].

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