

MA International Music Marketing ADAD 7013
Creation Element One – Written Proposal
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Introduction

The purpose of this proposal is to provide you with a marketing campaign, based around an unsigned recording transgender girl group in the UK. This project will help the industry become more equal and inclusive. More work needs to be done to fully represent the communities in which we live, as well as to showcase the diversity of people who live in the UK. It will outline the tactics used during each quarter, as well as the strategies that will be deployed during the length of the campaign. It will provide you with a timeline which will be run over a three-year period, as well as include aims, smarter objectives, and budget.

Diversity and equality are about recognising individual as well as group differences which helps create a culture for all. It also offers more innovation and opportunities for everyone, creating a fairer, kinder and more accepting culture.

The Equalities Act 2010 provides protection on issues of discrimination which range from age, sex, race, sexual orientation, gender reassignment and disability. (Equalities Act, 2010)

In survey one a group of respondents were asked if they felt the music industry was LGBTQI inclusive 70% agreed. However, when asking if they felt that transgender musicians are

equally represented in the music industry, 85 % of respondents felt more work needed to be done in representing these artists. The survey also suggests that there is a gap in the market for transgender musicians and I intent to take this opportunity, with 80% of respondents who agree they would like to see more transgender artists in the music industry. (Survey One)

A multi-racial transgender girl group is exactly what is missing from the UK music industry at present, it can combine the issues trans women face along with racial inequality, but most importantly celebrate difference. Each group member will have their own originality, style and sound to have a wider market appeal. They will have their own personal life stories to share, as well as combining the main issues all trans women and women face today. With diversity and inclusion being a massive issue, the music industry faces. Now would be the perfect time, as this has not been done before in the UK. This helps give the group unique selling points, but also makes it harder to assess risk as there is not information available to research in the UK at present.

This project is forward thinking, creative and innovative. The group can be used as a way of representation, and storytelling which can be used as a force for good. It can help empower, inspire as well as offer positive role models that younger generations can look up to and aspire to be like. It's extremely important to have role models to help change perceptions of who transgender women are, and what we represent. The education is in place, now we need to represent who we are and what we stand for. Survey one suggests there is an appetite for a girl group of this kind.

The trans community in the UK stands at around 1% in 2017 it's now estimated to be around 2% of the general population. (www.ons.gov.uk) The LGB community also stands at around 2% of the general population, which gives the band a great chance for success. Both communities are growing which shows the importance of having people who represent these minority groups in the music industry landscape. (www.pinknews.co.uk)

There are several music industry professionals and organisations who are interested in this project, I have spoken with Paul Bonham from the MMF, Carrie Grant a diversity advocate in music, David Rowley at Autonomy as well as the Diversity Task Force at UK Music, Musicians Union and Women in Music. Then there are trans groups, LGBT groups and groups that represent equality and diversity. My research will be carried out via interviews, questionnaires, surveys and focus groups on my ideas, as well as what people are looking for and prefer. There will be several funding options also available to the group via Musicians Union, PRS and the Arts Council UK. Each band member could secure roughly £15,000 per year for the three-year period.

Over the years LGB artists have been gaining lots of recognition for their work and are often in co-operated in to pop culture. However, trans and non-binary musicians are still failing to break into the mainstream, when they are no less talented than cisgendered members of the LGB community. That's why I have proposed a group rather than a solo artist as it offers more chance to connect with fans, more stories, more personality and more jazz.

Sam Smith would be an excellent example of this discrimination, as soon as Sam came out as non-binary, they were misgendered by being called he/him instead of they/them. This highlights the lack of understanding towards the trans community and could be a huge factor in why there are not that many transgendered artists in the industry. It also shows a lot more work needs to be done on supporting transgender musicians, but also to get them played and heard in the mainstream and this project intends to do this. (www.redbrick.me)

The main goals of this campaign are audience acquisition, monetisation and retention. The campaign will run across mixed media that will incorporate Spotify, Apple, radio, TV, magazines, events, website, YouTube, DSP's, celebrity shout outs and endorsements, advertisements, Netflix, brand partnerships in strong creative engaging and innovative ways.

The campaign will include two singles, followed by two remixes, remixes will be used to help give the track a broader musical appeal and will move away from the original sound of the group. It can also help tap into other markets and extend the lifecycle and chart run of the single releases and will be released four weeks after the original release date.

(www.officalcharts.com) This will be followed by a mixtape, national tour, followed by a further two singles, an album release, and then an international tour, this will help to showcase the groups creativity and talent not just in the UK but internationally. It will incorporate aspects combining music, film, fashion and lifestyle enabling us to extend reach and generate more interest.

The Group

The group will be a trio consisting of three members all who will identify as transgender, also women of colour but different to one another. Aged between the ages of 25- 35 and born in the UK. They will all be physically fit with outstanding singing and dancing ability. They will be focused on pop/r&b/rap genres and will have three singers and one who raps. This again will help widen the market appeal as Hip Hop and Rap was the 4th most popular music genre in 2019 and R&B was placed 9th that's why we have combined the two to have a wider market appeal. 16–24-year-olds are 4 times more likely to choose Hip hop or Rap as their favourite genre. (IFPI (2019) Music Listening Report)

The colour scheme will be black and gold as this was the most popular choice chosen in the focus group with 65% of people preferring this colour combination. The fashion theme will be classic chic and the logo will be black and gold with diamond inlay. (Survey Two) This will help give the brand a sense of quality, professionalism and connect best with the chosen audience.

Group members will all have very down to earth approachable personalities, with unique looks and styles. They will all have their own personal stories to tell but will also have solid group messages to remain consistent and relatable and achieve the same goals. This will ensure we cater to the audiences needs and wants, also ensuring its personal, relatable and has commercial appeal. In survey one when asked what's most important regarding a recording artist 35% stated narrative followed by 25% entertainment, 20% singing ability and 10% for both personality and style. (Survey One) The group will provide all these

qualities, but narrative, creativity and entertainment will be at the forefront of the bands work.

Competitors

When researching competitors, I couldn't really find any transgender girl groups, apart from one that has recently been formed in Korea called "Lady" a quartet. (www.otakukart.com) I was able to find several solo artists which include Pablo Vittar, who is a transgender performing artist from Brazil. They have a CPP rank of 705th, 7.3 million Tik Tok followers, 3.4 million monthly Spotify listeners and 11.9 million Instagram followers. The music covered is funk pop/pop/ dance pop. The group will use similar styles and sounds but represent transwomen and our struggles rather than a transvestite. Pablo is from Brazil and is very successful, working with brands like Calvin Klein, Jean Paul Gaultier and MAC. (www.chartmetric.app.Pablo-Vittar)

Sophie Xeon was an amazing transwoman paving a way in the music industry who was born in the UK, but sadly passed away after a tragic accident at her home earlier this year. (www.dailymail.co.uk) She had been nominated for several Grammy awards and has an impressive 12 million YouTube views and 610,000 monthly listeners on Spotify. She had a distinctive sound, but was more dance and EDM based, however what I have noticed is both artists mentioned have both used pop in various ways to have wider market appeal. Sophie was signed to an independent label called Transgressive records.

Shea Diamond is a transgender woman based in the US, she has a CCP rank of 40,096th, 55.8k monthly Spotify listeners, 40k Instagram followers, she makes soul music and represents the struggles of hardship and oppression. She is not as popular as the other two artists mentioned, she has not incorporated any styles of pop into her sound and style. (www.chartmetric.app.shea-diamond)

Only one artist is homegrown talent the rest of the artists are based in the United States, Brazil or Korea. Again, this shows there is a gap in the UK music market for transgender musicians. There is an audience out there waiting, it needs to be both visually and aesthetically entertaining to get people's attention and then to buy in. (Survey Two) The main purposes of the group will be to spread love, awareness and help educate and inform others, but most importantly to diversify the music industry landscape and offer something new, different and sexy.

Campaign Objectives (SMARTER)

S.M.A.R.T.E.R goals are goals that are specific, meaningful, achievable, relevant, time bound, evaluate, and readjust approach. (www.wanderlustworker.com)

- Connect, build and invigorate fanbase, increasing by 30k EOY 2022.
- Increase views on YouTube channel to 750K by EOY 2022.
- Increase traffic to website with 500k hits by EOY 2022.
- Have a mailing list of 5000k contacts by June 2023.
- Retain an audience of 500k across DSPs by June 2023.

- Increase sales by 50% by EOY 2023.
- Sign two brand endorsements by January 2024.
- Get music placed on Sync by March 2024.
- Complete an International Tour by August 2024.
- Achieve a top 10 single in UK & Europe by EOY 2024.

These benchmarks of success can be measured in several ways, from sales, chart success, CCP rankings, conversion, engagement, likes, shares and subscriptions. Platforms such as the Chart metric, DSP's, website and D2C platforms will give insights which can be used to measure the success of the campaign. (Baker, B (2007) Guerrilla Music Marketing Handbook)

Demographics

- **Age:** 14 – 35
- **Gender:** 40% female 60% male
- **Location:** UK, London, Birmingham, Liverpool, Brighton, Manchester, Bristol, Dublin, Edinburgh, Berlin, Amsterdam, Barcelona, Ayia Napa, Paris. & USA, Brazil, Korea,
- **Ethnicity:** White/Black/ Mixed Heritage/Asian
- **Income:** Lower & Middle Class
- **Marital Status:** Single, living with parents, in a relationship, living alone, no kids.
- **Occupation:** Students, young professionals, blue collar jobs, city kids – young adults

Marketing Persona

Age: 20 – 30

Genres: Pop, Pop Experimental, Rap, R&B

Enjoys music, dance, fashion, creativity, eating out, shopping, fitness, watching films, travels on public transport, international travel, beauty, reading, going to music events and festivals, clubbers, loves art, drama,

Source, Gay, Times, Billboard, Rolling Stone, I-D, Sun, Guardian, Independent, Metro, Black Beauty & Pink News, TS Life, Out Magazine, Stonewall, Sunday Mirror, Vada, Gay Star News

YouTube, Apple, Deezer, Spotify, TikTok, Instagram, Facebook, WhatsApp, Pandora, Snap Chat & Twitter.

BBC Radio One, Capital 1 Xtra, BBC Regionals, BBC 1xtra, Kiss, Heart FM, BBC Introducing, RTL, Europe 1, Smooth, Magic FM, Soho Radio, Loud & Proud, Virgin Radio Pride, Gaydio.

Netflix, BBC 1, Channel 4, Channel 5, BBC, MTV, MTV Base, Cable TV, BET, Apple TV,

SWOT Analysis

Strengths

- Strong Narratives
- Unique
- Industry Knowledge
- Champions Equality & Diversity
- Funding Options Available

Weaknesses

- Not Been Done Before
- Lack of Understanding
- Equipment & Studio
- Not Well Established
- Internal Group Issues

Opportunities

- New Technologies
- Shift in Fundraising Strategy
- Easing of Lockdown Restrictions
- More Opportunities Outside of London
- Equality & Inclusion

Threats

- Lack of Understanding
- Covid Restrictions
- Other Single Release Dates (competition)
- Attitudes Towards Trans Issues
- Financial Assistance

This will help identify strengths and threats, as well as build on weaknesses and find new opportunities. (Hutchinson, Macy, Allan, (2006) Record Label Marketing)

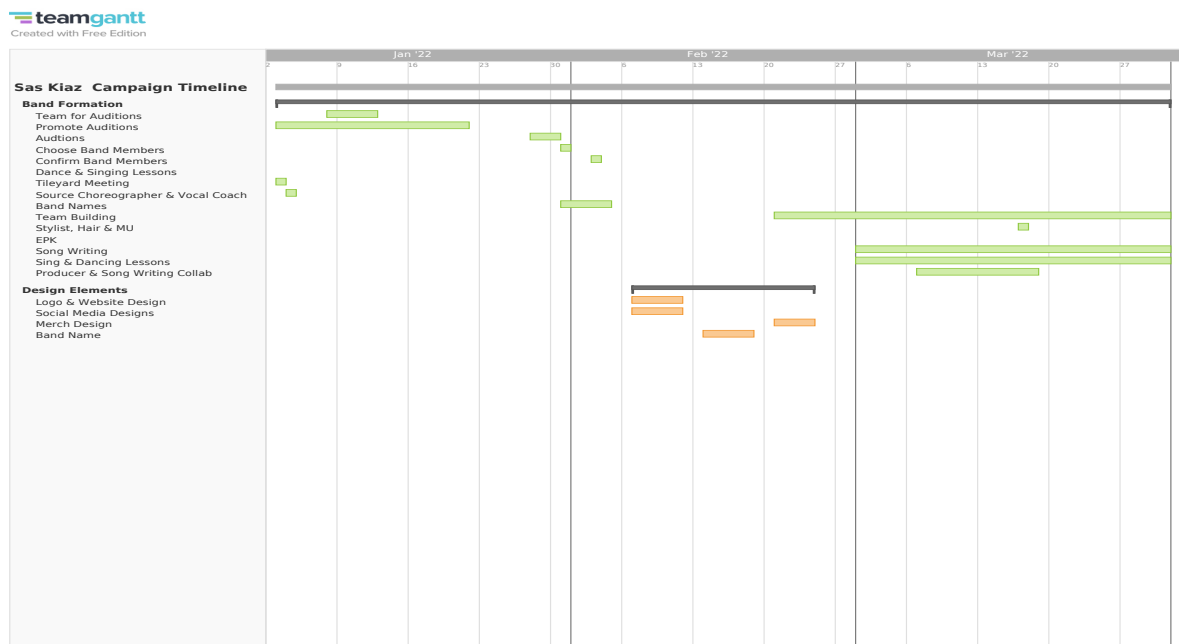
Budget

Item	Amount	Cost	Sub Total	Grand Total
Website	1	£550	£550	
PRO Memberships	9	£900	£1,450	
SEO	1	£450	£1,900	
Bus Driver	1	£500	£2,400	
Hotel Costs	30 Nights	£1,380	£3,780	
Hoodies	500	£4,000.00	£7,780.00	
Studio Costs	10 Weeks	£5,000	£12,780.00	
Mix & Mastering		£1,000	£13,780.00	
Travel Insurance	x1	£500	£14,280.00	
PR	3 x 3 Months	£1,500	£15,780.00	
Public Liability Insurance	x1	£500.00	£16,280.00	
Flyers (A7)	10,000	£100	£16,380.00	
Advertisements	x5	£2,500	£18,880.00	
Posters	£500	£100	£18,980.00	
National Tour	x1	£1,200	£20,180.00	
International Tour	x1	£6,000	£26,180	
DJ	100 hrs	£3,000	£29,180	
Mixtape	x1	£1,000	£30,180	
Album	x1	£3,000	£33,180	
Hair, MU & Stylist	100 hrs	£3,000	£36,180	
Photography	50 hours	£1,500	£37,680	
Legal	10 hours	£1,000	£38,680	
Videographer	10 Videos	£5,000	£43,680	
Artwork Design	15 hours	£450	£44,130	
Contingency 10%		£4,413		

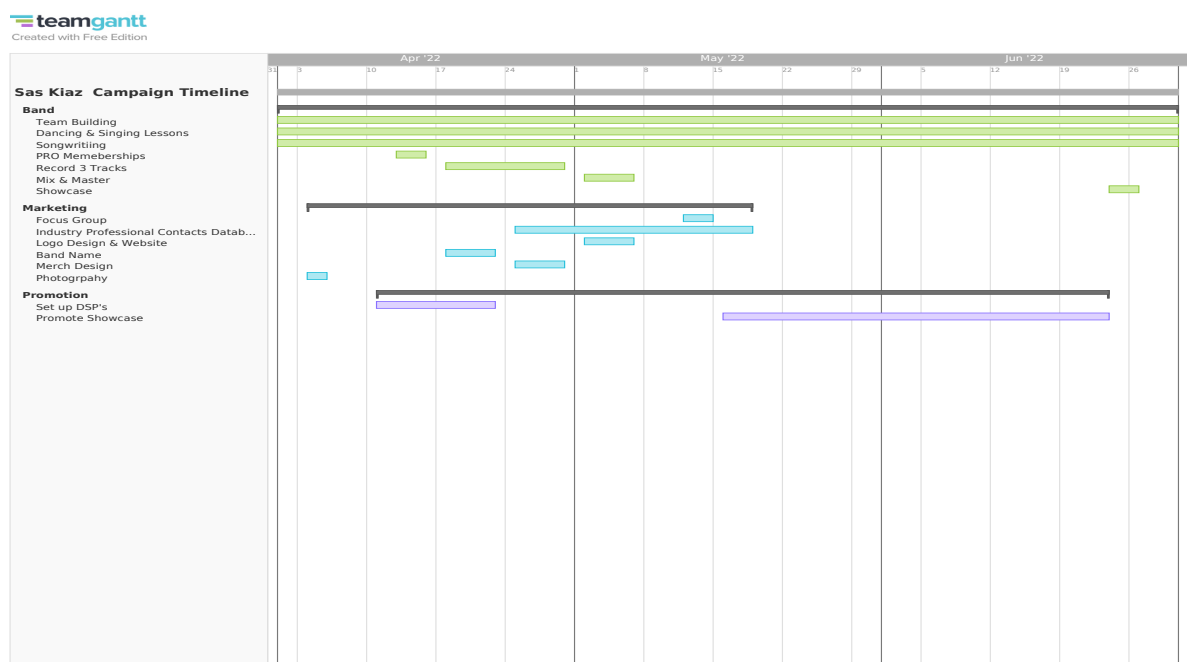
The expenditure below is for the planned activities that are required from the budget of £,000, everything is within the given budget. It also has a contingency plan of 10%, just in case needed and shows that any additional costs have been taken into consideration. Expenditure comes in three components production costs, service costs and marketing and promotion. (Kemp, (2002) Music Industry Management & Promotions)

Timelines

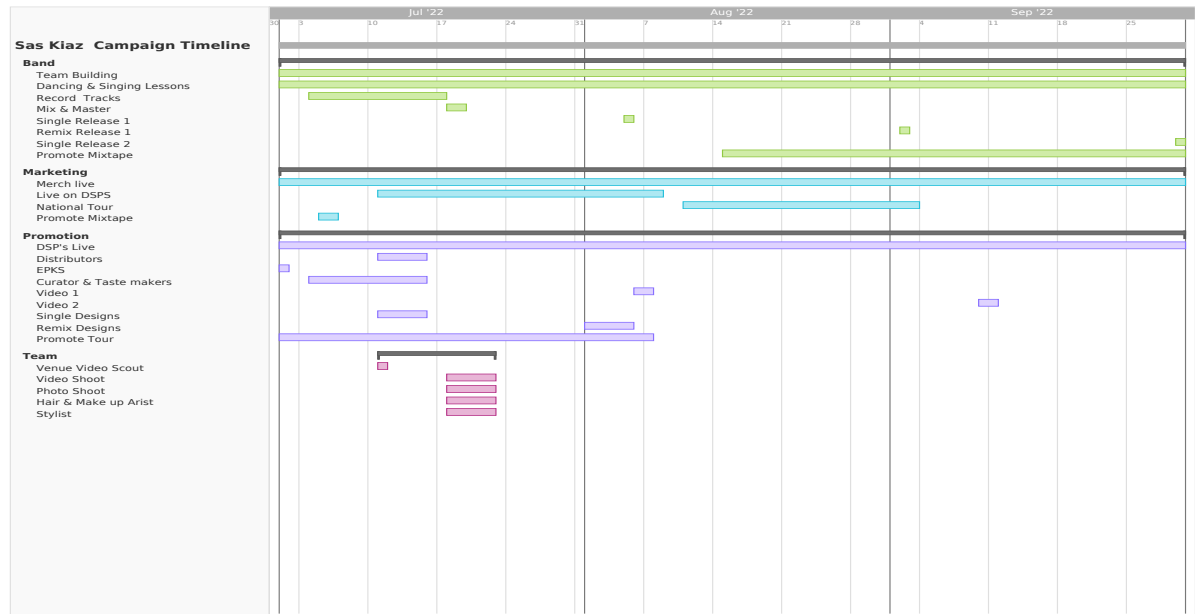
Year One – Quarter One



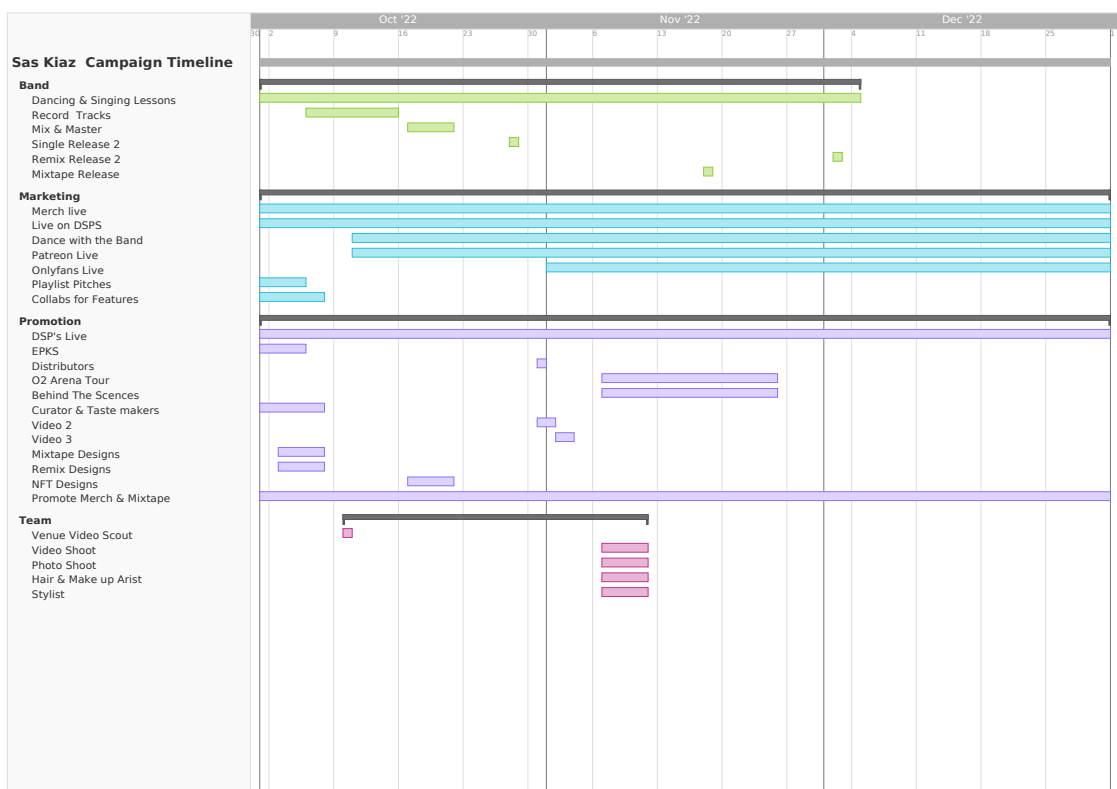
Year One – Quarter Two



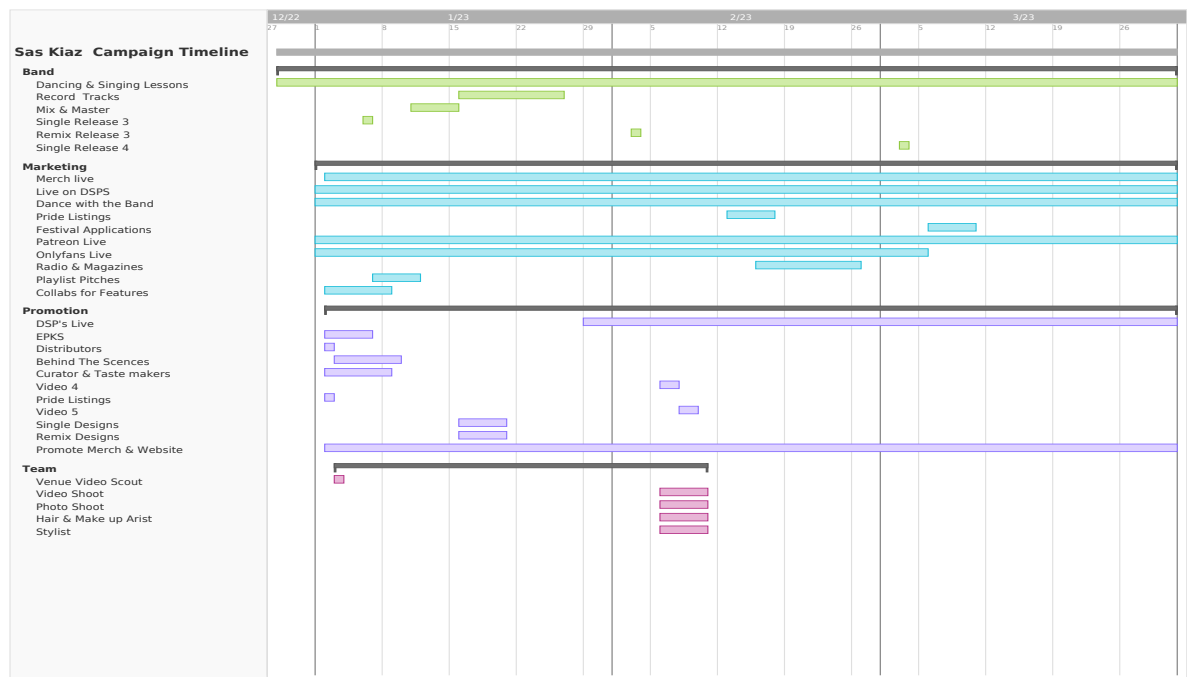
Year One – Quarter Three



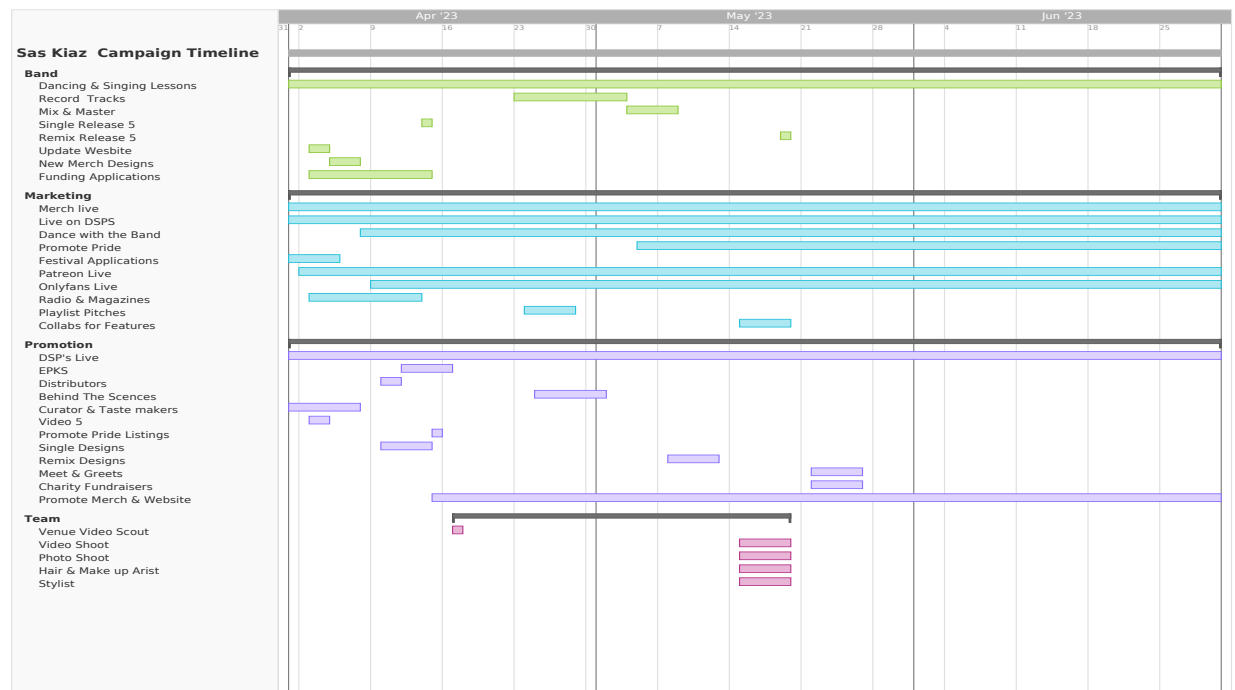
Year One – Quarter Four



Year Two – Quarter One



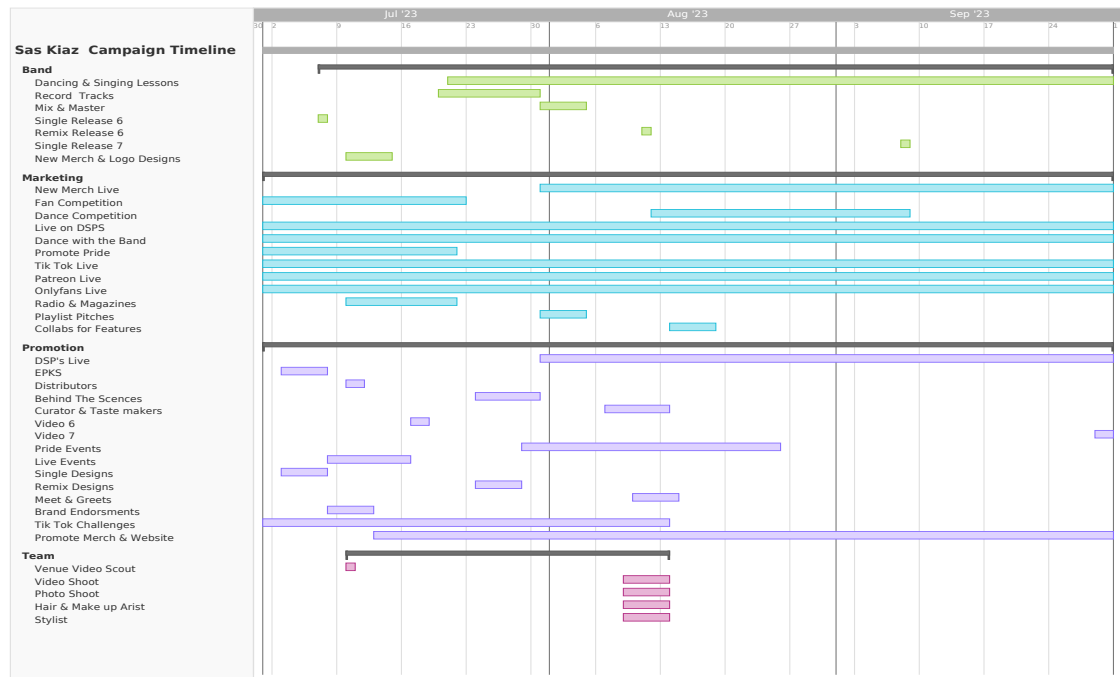
Year Two – Quarter Two



Year Two – Quarter Three



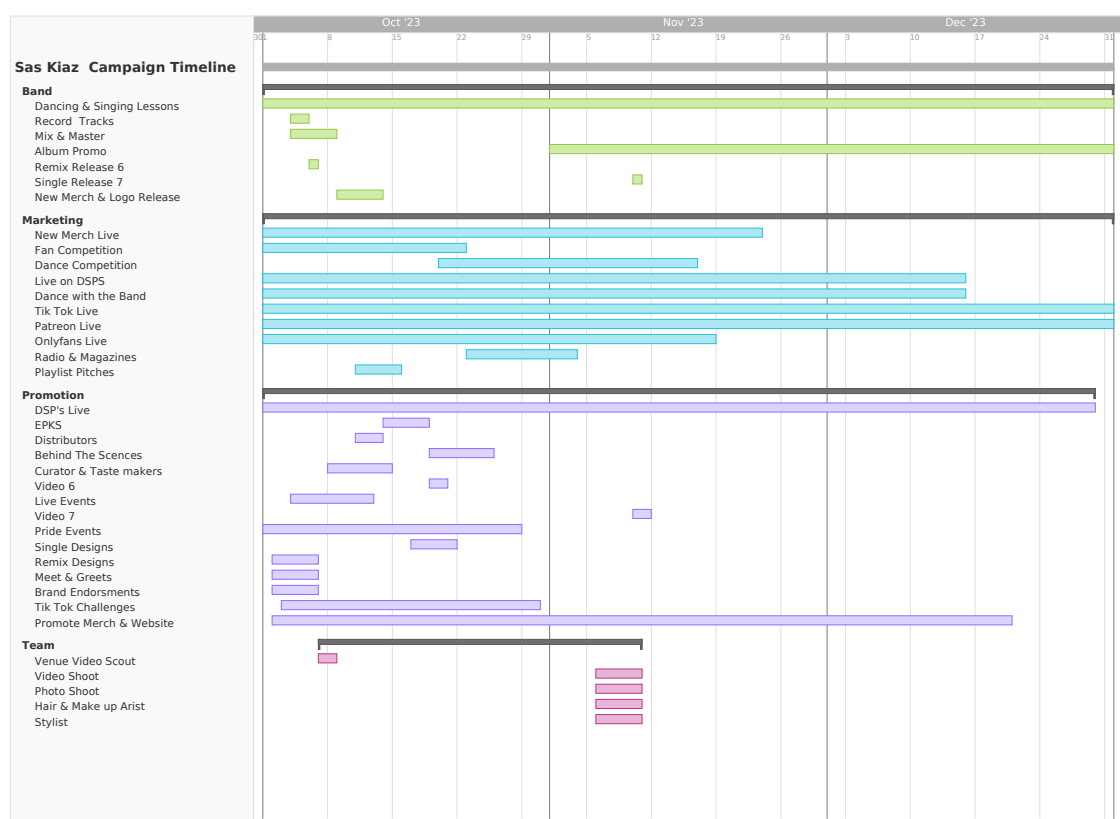
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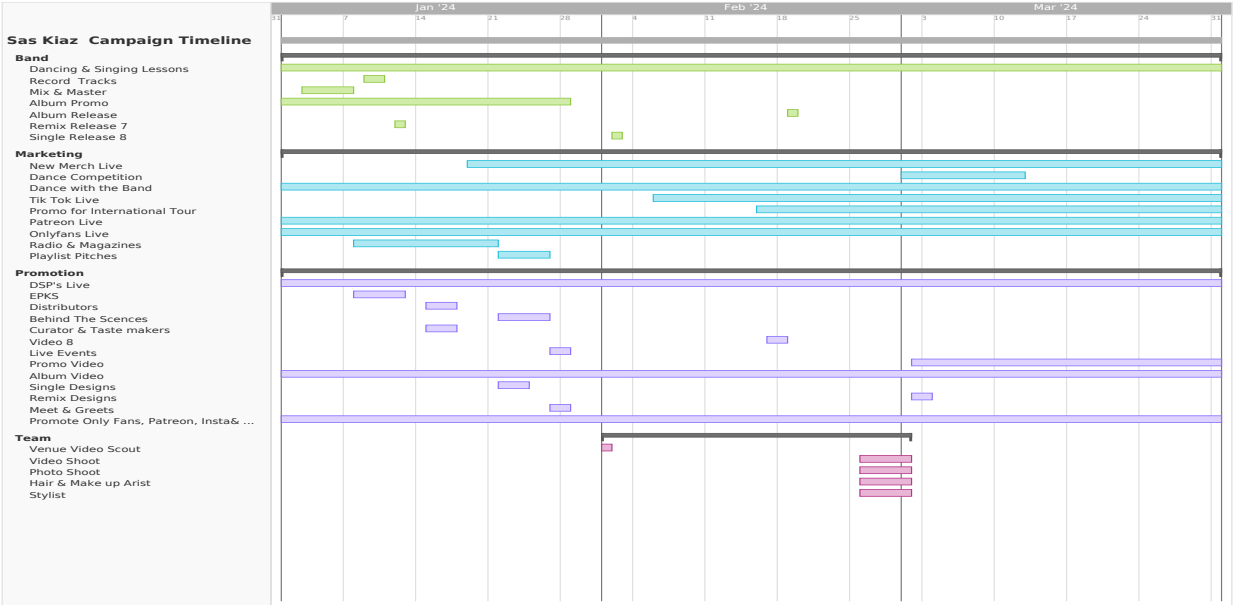
Year Two – Quarter Four



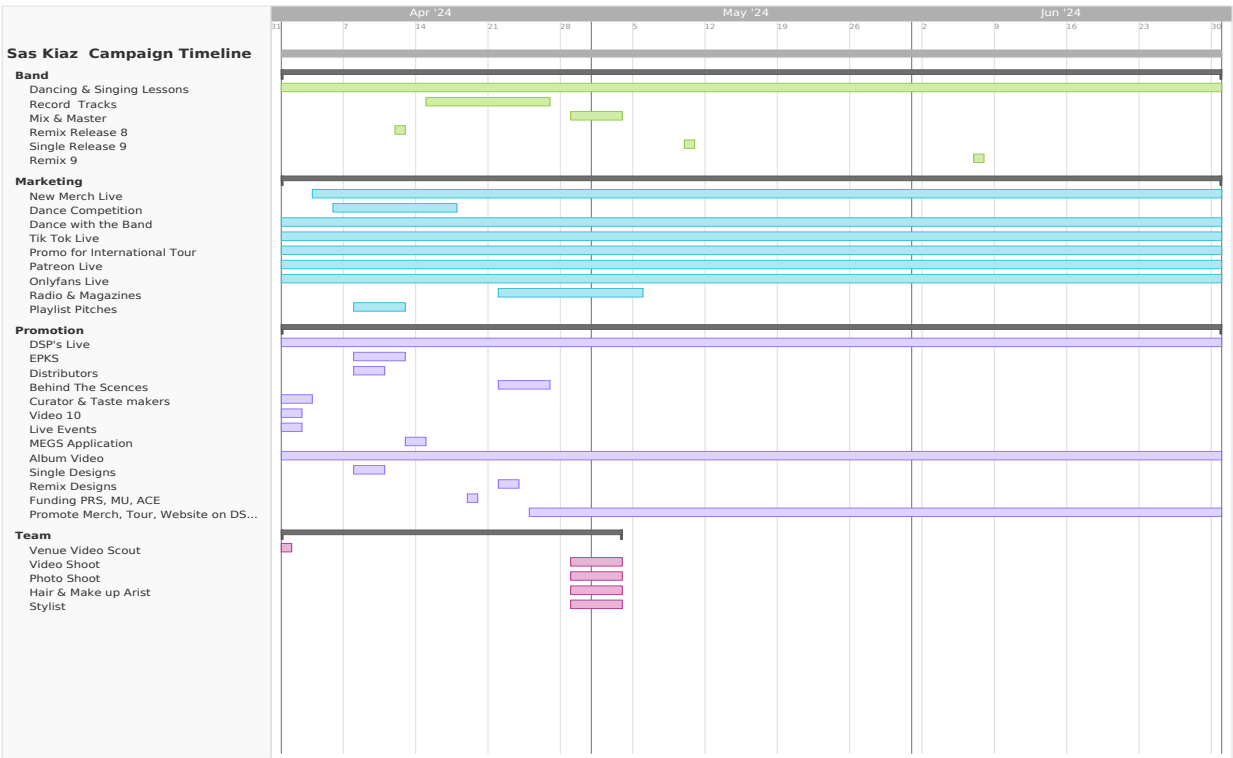
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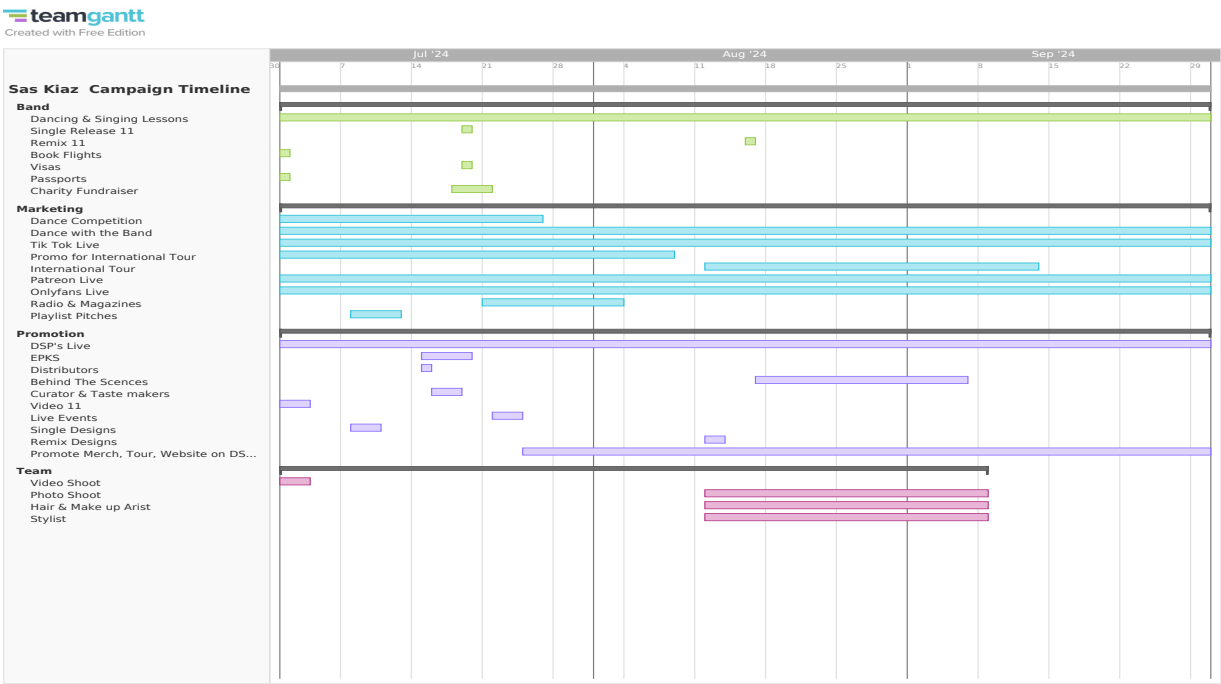
Year Three – Quarter One



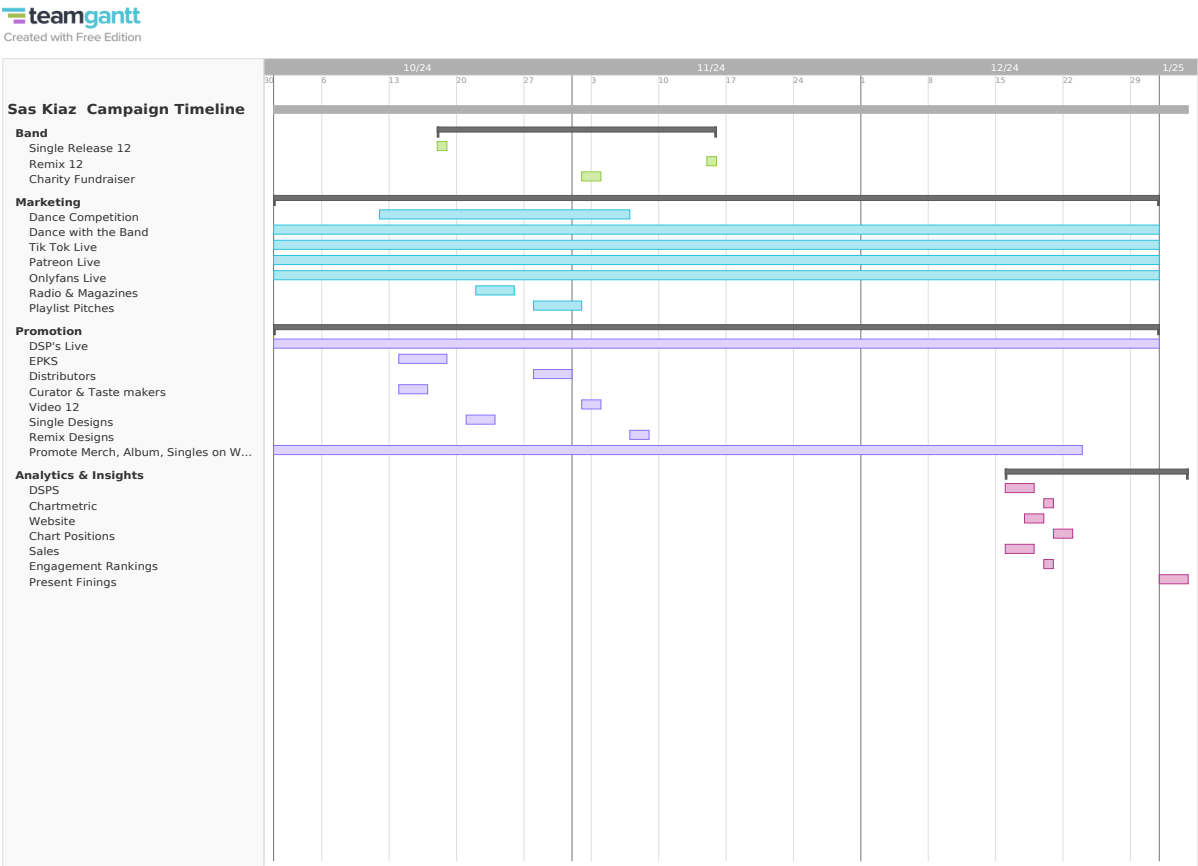
Year Three – Quarter Two



Year Three – Quarter Three



Year Three – Quarter Four



The communication mix should change as your target audience passes through different stages of the readiness in the purchasing process. This ensures we can catch consumers through the various stages, and each are unique to the customer.

(Lathrop, T (2007) Global Music Marketing)

Conclusion

Being passionate about music, equality and inclusion, this project will help to diversify the music industry landscape, offer creativity and inspiration, be relatable and approachable but most importantly represent the communities in which we live and help change people's perceptions of who and what trans women represent. Diversity and equality lead to more opportunities for everyone, and better access for talent.

This project will help generate support and awareness around trans issues, highlight issues faced by the LGBT community, race related issues as well as connect with both young men and women on personal views and preferences. It will help empower other transgender youths and other creatives. The reasons for this are because one third of 16 – 24-year-olds identify as LGBT, again helping the band appeal better to its audience.

(www.musiciansunion.org.uk)

There are a few risk factors that could impact the proposal which include financial implications including funding of the project, equipment and rehearsal space as well as ensuring all team members are onboard before the campaign starts. There are several options for funding of the group and am also looking to pitch the idea to the Tileyard investment fund at the beginning of next year. The time frame is flexible and can allow for delays at the start of the project if needed.

References

Books

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www.chartmetric.app.Shea-Diamond

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Surveys

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<https://www.surveymonkey.co.uk/r/NMFHR8Y>

Appendix

Email from Paul Bonham Music Managers Forum

Hi Saskhia

Great to hear from you and that things are going well with the studies. I wonder if you might be interested in meeting some other managers working in pop/r&b space and would probably be interested in sharing some thinking on your plans?

There are two on Accelerator which I think would get your concept for a trans girl group

Biogs from them below. I'd be happy to intro you, both are in the LGBTQI family too 😊

Paul

⇒ ROB HARRISON

Rob Harrison's passion for music management started early. As a teenager, he would send encouragement and ideas to unsigned artists on MySpace. His first taste of the music business came when one of those artists, a then-unknown Pixie Lott, was signed to Mercury Records. When her debut single hit #1, Rob was hooked. He then worked with YMU (Pixie Lott, The Script), Modest! (One Direction, Little Mix), and Tileyard Music (Sigala, Ella Eyre) before becoming an independent manager in 2019.

His roster now includes some of the most exciting and hotly tipped emerging acts in the UK, including teenage singer-songwriter Erin Bloomer, artist and producer TS Graye, and a soon-to-surface British girl group. As well as managing artists, Rob is the founder of Listen Generously, an independent record label, and an A&R consultant at Island Records. He is particularly interested in sustainable artist development, mental health and wellbeing, and building and belonging to diverse and inclusive teams.

ROSTER // ERIN BLOOMER, TS GRAYE

JAZZ ROCKET, 67 ARTISTS (LONDON)

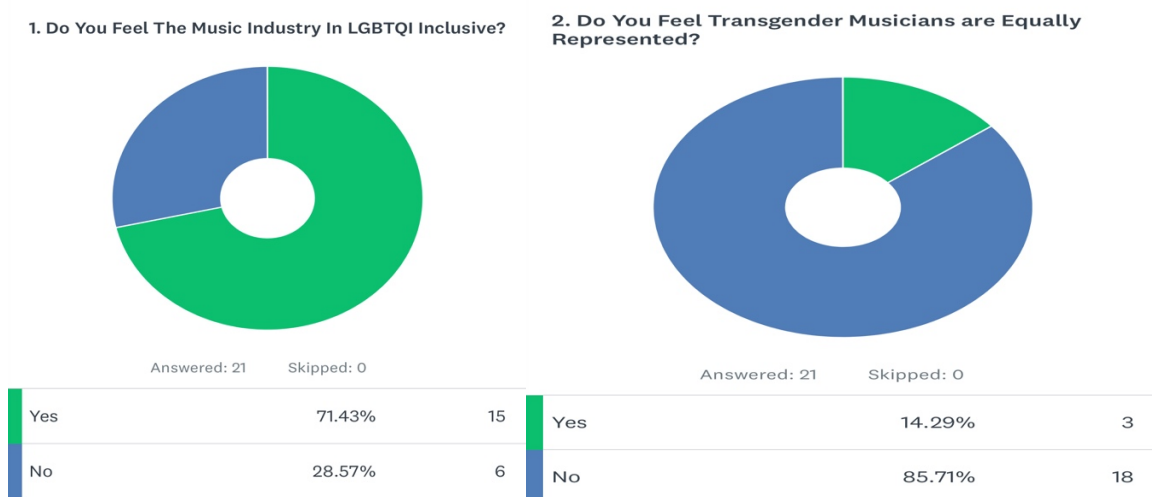
Management: Yo Preston, Tinx, Tylr Rydr, Hakon, Xandr Fox & O.X.X.

Jazz is a manager of artists, producers and songwriters as well as an A&R consultant. Originally from Birmingham, he started out in music as a performer and scored two Top 40 singles when part of a band in the early 10's, he ventured into management by cutting his teeth at ATC & Prolifica Management and founded 67 Artists in late 2018.

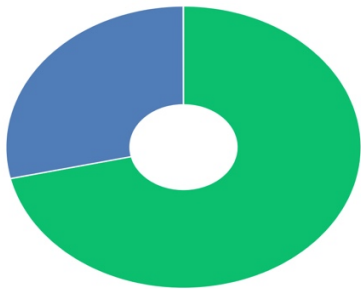
Correspondence with Carrie Grant MBE



Survey One LGBT Survey



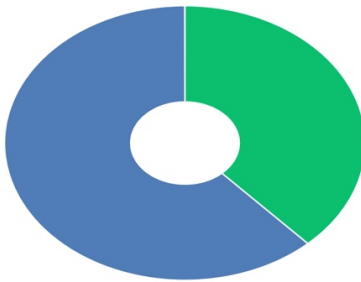
3. Do You Identify as LGBTQI?



Answered: 21 Skipped: 0

Yes	71.43%	15
No	28.57%	6

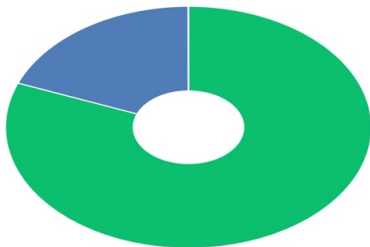
4. Do You Know of any Transgender Recording Artists?



Answered: 21 Skipped: 0

No	38.1%	8
Yes	61.9%	13

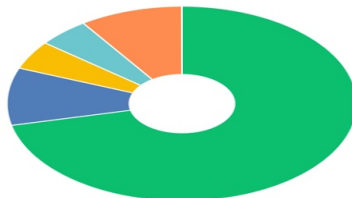
5. Do You Feel There is a Gap in the Music Market for Transgender Musicians?



Answered: 21 Skipped: 0

Yes	80.95%	17
No	19.05%	4

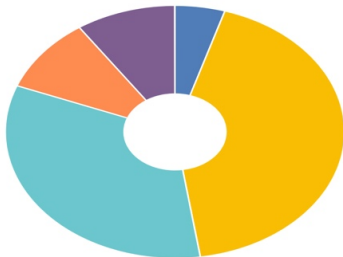
6. Do You Feel More Work Needs To Be Done on Diversity & Inclusion?



Answered: 21 Skipped: 0

Extremely important	71.43%	15
Very important	9.52%	2
Somewhat important	4.76%	1
Not so important	4.76%	1
Not at all important	9.52%	2

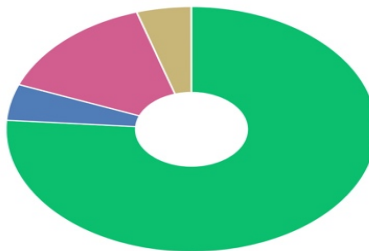
7. What Age Group are You?



Answered: 21 Skipped: 0

Under 18	0%	0
18-24	4.76%	1
25-34	42.86%	9
35-44	33.33%	7
45-54	9.52%	2
55-64	9.52%	2
65+	0%	0

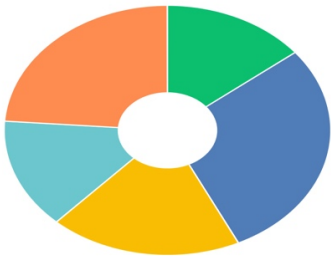
8. Please Describe Your Ethnicity



Answered: 21 Skipped: 0

White or Caucasian	76.19%	16
Black or African American	4.76%	1
Hispanic or Latino	0%	0
Asian or Asian American	0%	0
American Indian or Alaska Native	0%	0
Native Hawaiian or other Pacific Islander	0%	0
Mixed Heritage	14.29%	3

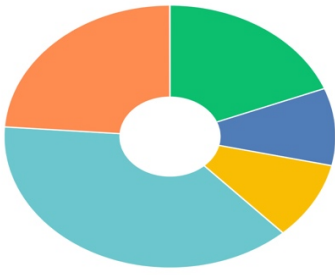
9. How Much Do You Spend on Buying Music Per Month?



Answered: 21 Skipped: 0

Up to £5	14.29%	3
Up to £10	28.57%	6
Up to £15	19.05%	4
More Than £15	14.29%	3
None	23.81%	5

10. What is Most Important To You?

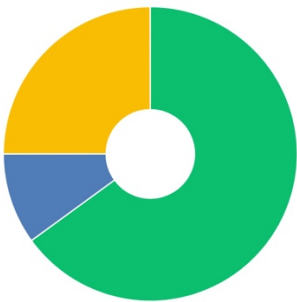


Answered: 21 Skipped: 0

Singing Ability	19.05%	4
Personality	9.52%	2
Style	9.52%	2
Narrative	38.1%	8
Entertainment	23.81%	5

Saskiha Focus Group Survey Two

1. Which Colour Scheme Do You Prefer?



Answered: 20 Skipped: 1

Black & Gold	65%	13
Black & Red	10%	2
Black & Silver	25%	5

2. Which Fashion Theme Do You Prefer?



Answered: 21 Skipped: 0

Animal Print ... Ghetto	28.57%	6
Sporty... Sexy ... Street	19.05%	4
Classic ... Chicccc	52.38%	11

3. Which Logo Design Do You Prefer?

100%

Percent Correct

1/1

Average Points



Answered: 21 Skipped: 0

✓	A	42.86%	9
✓	B	14.29%	3
✓	C	42.86%	9

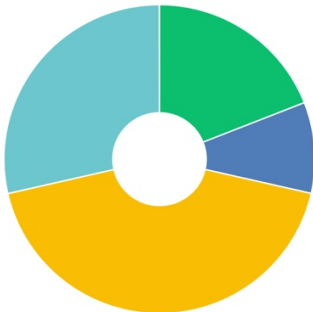
4. Which Girl Group Do You Prefer?

100%

Percent Correct

1/1

Average Points



Answered: 21 Skipped: 0

✓	Group A	19.05%	4
✓	Group B	9.52%	2
✓	Group C	42.86%	9