Student name: Giulia Fontana
Student number: 2007916
Module Title: Creative Business Project (Presentation)
Module code: BMTY7006
Module Tutor: Steve Cole

studio
united

WHAT IS studiounited?

OUR VALUES DEFINE OUR IDENTITY

RECORD LABEL ⟷ **OWNERSHIP OF YOUR MUSIC**

Distribution, promotion, marketing services

MULTIDISCIPLINARY STUDIO ⟷ **DIVERSITY**

Music, Graphic design, Photography, Creative Direction

COLLECTIVE ⟷ **COLLABORATION**

Creative exchange between the artists and the label team

OUR GOAL: Build, amplify, and promote the artist vision

WHO IS studiounited?

FOUNDER

GIULIA FONTANA

- Talent scouting and artistic development of the artists (A&R)
- Set company milestones and implement relative marketing strategies
- Plan and deliver creative direction for the label and the artists on the roster
- Manage marketing and promotional campaigns
- Monitor social ads and streaming performance
- Manage relations with PR agencies, distributor, live bookings and other realities linked to the label
- Find and negotiate deals with publishers, brands, live bookings
- Manage and lead the team

LEGAL CONSULTANT

MARTINA GALEOTTI

- Analyse, draft, compile and present record deals and agreements between label and artists
- Deliver legal analysis and counsel on relevant areas such as IP rights, UK/EU legislation, licensing and publishing agreements
- Process royalty statements from collection societies
- Advise on requirements or licenses for selling online music and retailing

PHOTOGRAPHER

SINAH BRUCKNER

- Monitor and assist the creative direction of label and artists
- Assist on the artist development
- Shoot and edit artists artworks and press pictures
- Arrange agreements with press publications
- Document live shows and events

GRAPHIC DESIGNER/CREATIVE DIRECTOR

DARIO PASQUALINI

- Develop concepts, layouts and graphics for record label logos, website design
- Monitor and assist the creative direction of label and artists
- Design artists and label merch
- Design flyers, posters and banners for label live events
- Design graphics for artists live tours, artworks and social media posts

ACTIVITIES

DISTRIBUTION

Digital distribution on streaming services and platforms, social media.

ARTIST DEVELOPMENT

Market positioning
Cultivate musical talent, artist branding

PROMOTION

Promotional support pre and post release
Supported by trusted PR agencies

MARKETING

Tailored marketing campaigns for each artist
Digital and traditional marketing

PRODUCTS & SERVICES

MUSIC

Digital music on all streaming services (Spotify, Apple Music, Tidal, Amazon)

Music on physical formats (vinyl) at a later stage

EVENTS

Live showcases
Label events (label launch)
Online events (Twitch, DICE)
Merch Pop-up shops/collaboration with fashion and music stores

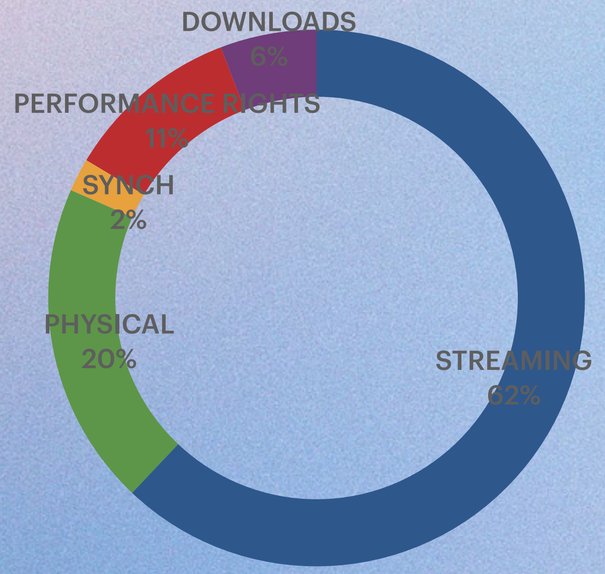
MERCHANDISING

T-Shirts, Posters, Tote Bags

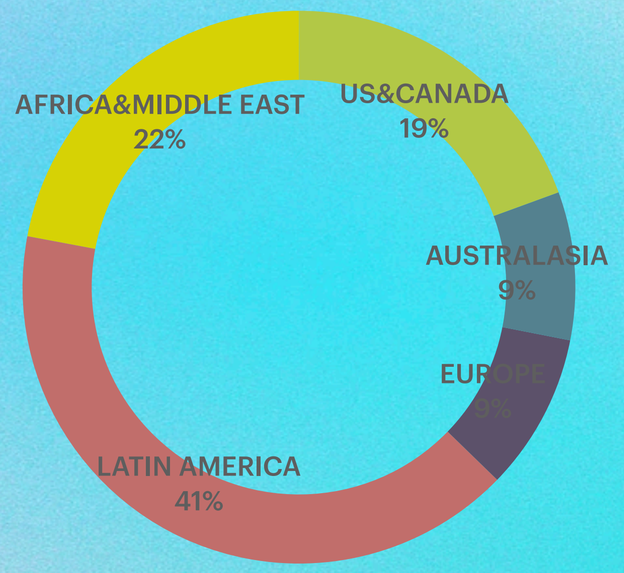
MARKET ANALYSIS

INDUSTRY

Global growth of 7.4% in 2020 (IFPI, 2020)



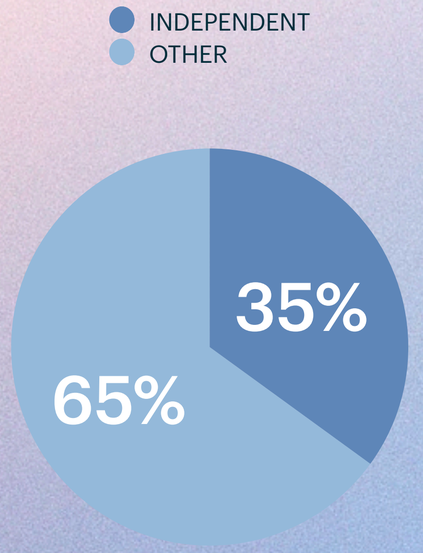
Music revenues by segment (IFPI, 2020)



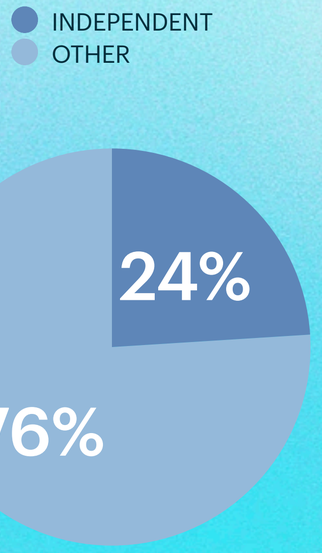
Growth by region (IFPI, 2020)

MARKET ANALYSIS

UK INDEPENDENT LABELS DATA



OF TOTAL VINYL SALES



OF TOTAL STREAMING CONSUMPTION

Combined market share of independent labels and artists grew to 31.5%

Percentages continued to raise in the first quarter of 2021

MARKET ANALYSIS

CUSTOMER

- Age group of 16-35 (Gen Z, Millenials)
- Based in the UK and Italy (with a focus on London and Milan)
- Students or young workers
- Engage well with personalised marketing strategies
- Interested in Pop, RnB and Alternative music
- Use streaming services as their main music consumption means and smartphones as their preferred device

MARKET ANALYSIS

COMPETITIVE

DIRECT COMPETITORS

Indipendent, UK based record labels
(NUXXE, Blue Flowers, Dirty Hit)

Creative collectives
(Nine8)

INDIRECT COMPETITORS

Streaming services
(Spotify, Apple Music, Tidal)

Digital distributors
(DITTO, CD Baby, Distrokid, Tunecore, LANDR)

COMPETITIVE ADVANTAGE:

- Complete team
- Strong brand
- Strategic location
- Established industry contacts

SWOT ANALYSIS

STRENGHTS	WEAKNESSES
• TEAM • STRONG BRAND • SOLID ONLINE PRESENCE • COMBINING THE CONCEPTS OF RECORD LABEL AND CREATIVE COLLECTIVE • STREGICAL LOCATION (LONDON, MILAN)	• LACK OF HEADQUARTERS • LACK OF CAPITAL
OPPORTUNITIES	**THREATHS**
• PUBLISHING • SUB-LICENSING • FASHION INDUSTRY (turn the merchandising in a small clothing brand) • COLLABORATIONS WITH RECORD STORES TO ORGANISE SHOWCASES OR EVENTS • BRAND PARTNERSHIPS	• COMPETITIVE ENVIRONMENT • RISE OF INDEPENDENT ARTISTS • MUSIC PIRACY

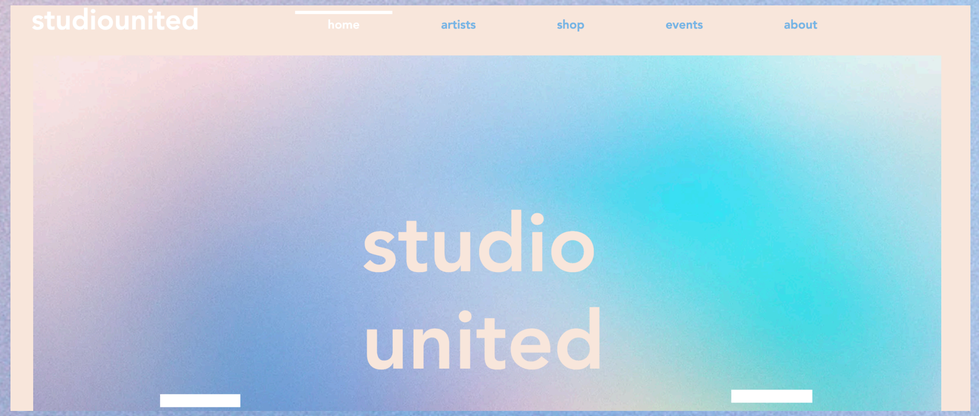
MARKETING PLAN

BRANDING

"The entire identity of a business" (K.Jones, 2021)

NAME: studiounited reflects the company in its double nature of record label (studio) and collective (united)

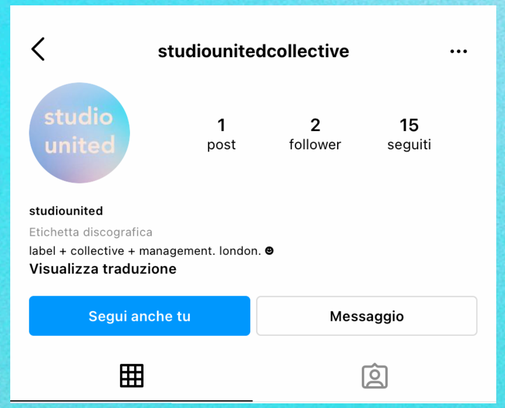
WEBSITE DESIGN



https://www.studiounited.co.uk/

ONLINE PRESENCE

Twitter



Instagram

BRAND: visual elements + values

MARKETING PLAN

STRATEGIES

Email Marketing

- Personalisation
- Updates about events, releases
- Collect addresses through website and exclusive content

Social media ads

- Focus on Instagram and TikTok
- Ads will promote artists releases or events

Promotional events

- Label launch event in September
- Showcases, networking events
- Promotional flyers
- Merch pop-up shops inside clothing or record stores

SUPPORTED BY ONLINE AND OFFLINE PRESS

FINANCIAL PLAN

REVENUE STREAMS

STREAMING/MUSIC SALES

Main source of revenue

Average of £0.004 to £0.007 per stream

50/50 deals between artists and label

Digital downloads

Physical distribution (at a later stage)

MERCH

T-Shirts, Tote Bags, Posters

The label covers manufacturing costs

80/20 split between label and artists

TICKET SALES

Label events & artists showcases

Average of £10 per ticket

Online events with tickets sold on DICE

+ SUB-LICENSING AND SYNCH

FINANCIAL PLAN

COST STRUCTURE

Description	Cost	Notes
Registration fee of the company	1x £12	
Distribution service (through DITTO)	1x £69	Price for unlimited releases for 5 artists
PPL (Phonographic Performance Limited)	1x £140	
Marketing expenses (social media ads)	12x £100	Social media ads promoting the company
Promotion of the artists (Press)	5x£800	800 represents the price for a single release. Full lenght album release costs may vary.
Marketing expenses (social media ads)	5x £100	Social media ads promoting artists releases
Web domain	1x £ 10	
Host provider	12x £8.40	
AIM membership	1x £130	
Location hiring for label launch	1x £600-2000	
Possible catering expenses	1x £300	
Promotion of the event	1x £800	Total of press release and social ads
TOTAL COST ESTIMATE (FIRST YEAR)	£ 6161 (total fixed costs) + £ 1700 (label launch event estimate)	

BUSINESS MODEL

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Digital Distributors (DITTO) Streaming services (Spotify, Apple, Tidal, Amazon) Brands PR Agencies	Distribution Promotion Marketing Artist development Creative direction	Ownership of the art Collaboration Diversity	Automated (in the case of music streaming and merch sales) and Community (in the case of live events and social media interaction)	• Individuals in the age range of 16-35 • Based in the UK and Italy. • Students or young workers • Engage well with personalised marketing strategies • Interested in pop, RnB and hiphop music • Use streaming services as their main music consumption means and smartphones as their preferred device
	Key Resources		**Channels**	
	Human (team) Intellectual (copyright and data)		Social media Website Streaming services Live events	

Cost Structure	Revenue Streams
Main costs of the first year involve promotion and marketing activities, event organisation. Additional costs for the next years might involve salaries, vinyl printing, more marketing and promotional activities.	Music streaming/sales Merchandising Ticket sales Synch opportunities Sub-licensing Brand partnerships

OPERATIONAL PLAN

GOALS

SHORT-TERM (first year)

- To sign three artists to the label roster.
- To release at least one full-lenght album
- To increase studiounited's brand awareness.
- To grow studiounited social accounts.
- To reach a minimum of 100 unique users registered to the newsletter
- To set up at least two events per year

LONG-TERM (2-5 years)

- To sign a distribution deal with a major distributor
- Label roster composed of around ten artists
- To release music on a regular scale
- To expand the label further by exploring possibilites in other industries (fashion, art)
- To witness a positive stream growth trend
- To be able to set up multiple events during the year and across both locations (London, Milan)
- To reach a positive net income within two years from label's start date
- To be able to release music in a physical format (preferably on vinyl)

THANK YOU!

☺