

SALLY SHEPARD 15/12/22

ARTIST CAMPAIGN — QUEEN OF AWKWARD

F3 Presentation

QUEEN OF AWKWARD

Artist: mostgood

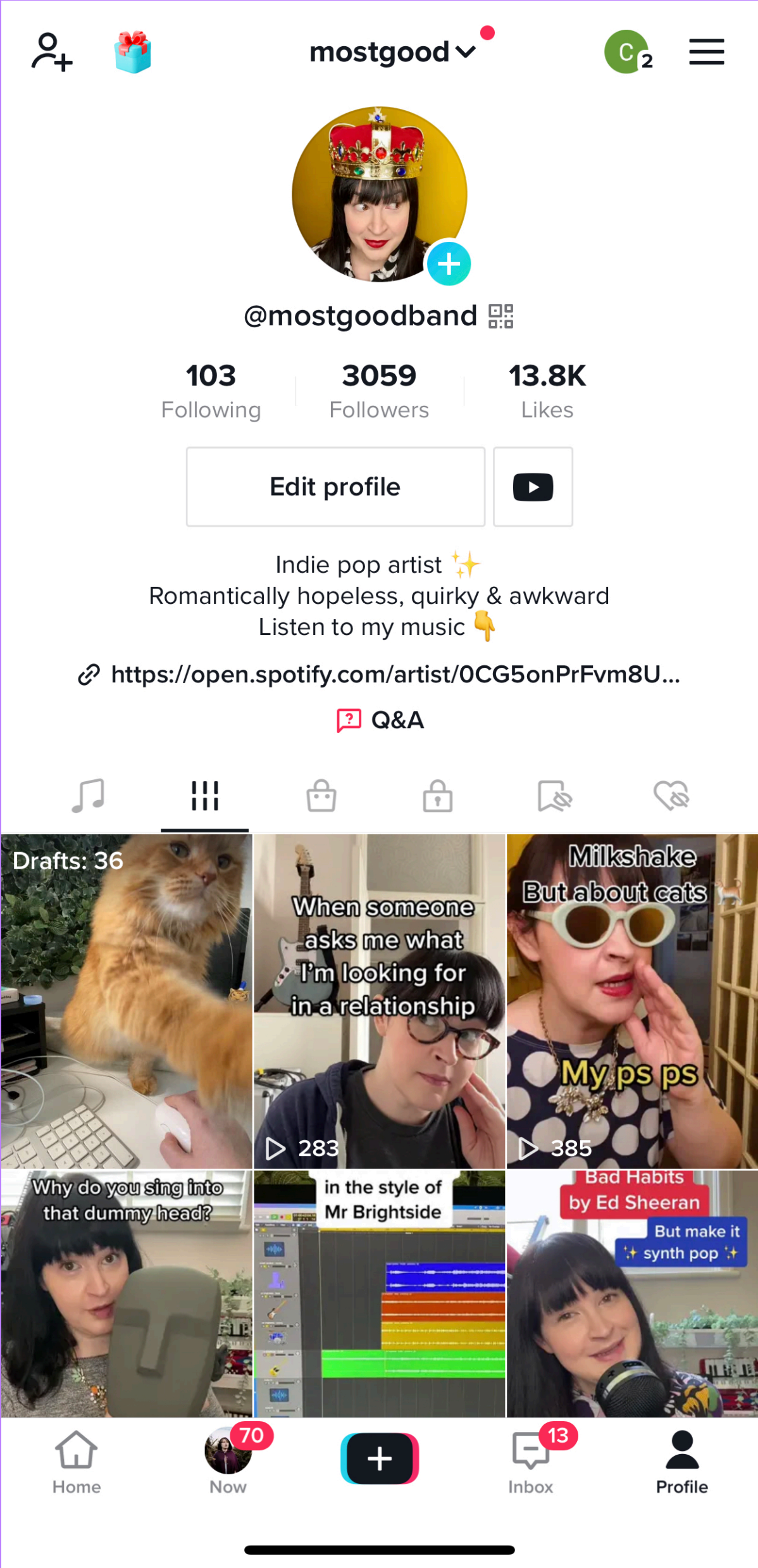
Genre: alt-pop



WHAT'S THE SONG ABOUT?

**HAVING A CRUSH AND
BEING AWKWARD**

MOSTGOOD



BUDGET OVERVIEW

Budget of £500

To cover:

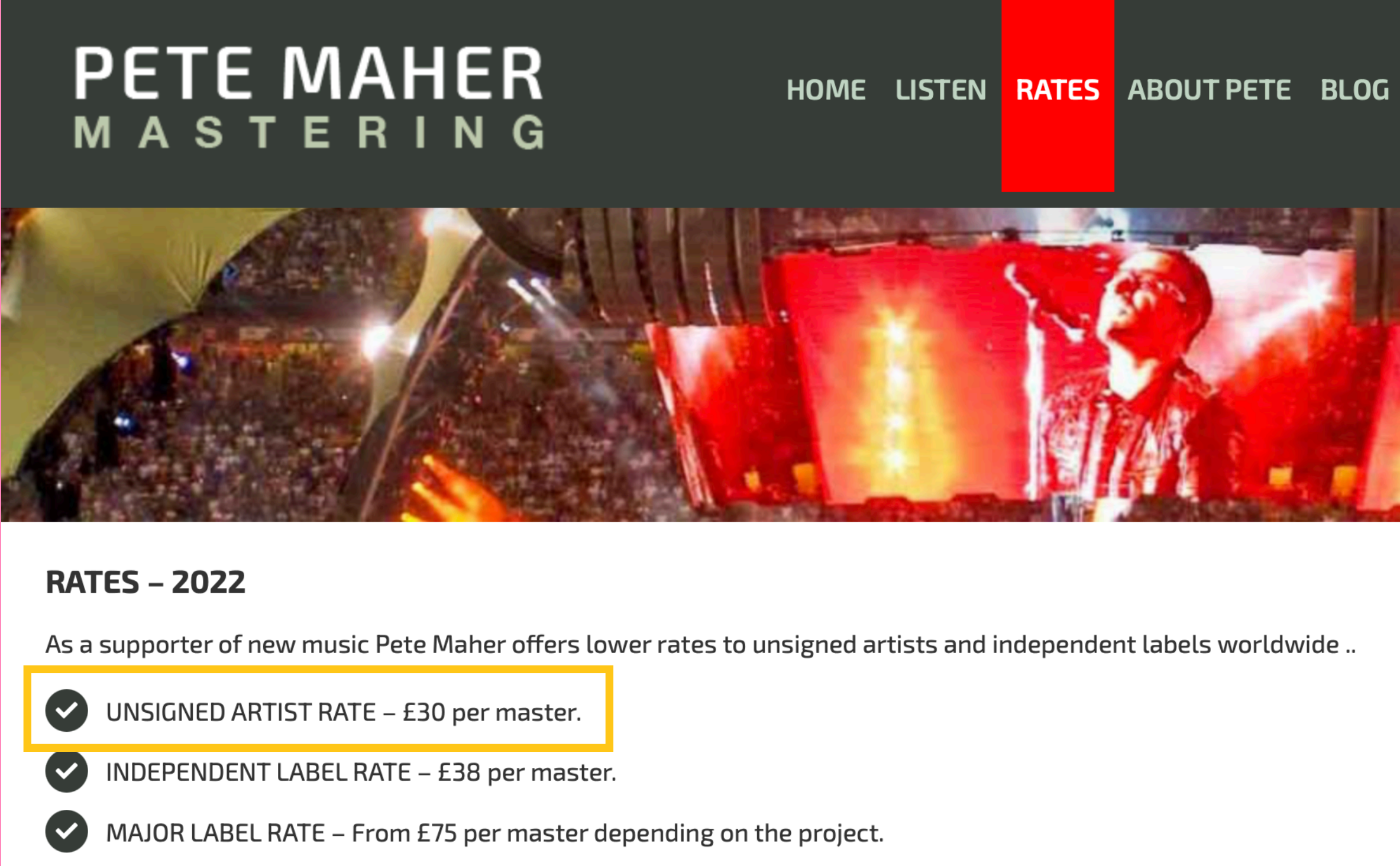
- recording**
- planning for digital release**
- promotion of a single**

Item	Cost
Recording / mixing / mastering	
Distribution	
Pre-save	
Artwork	
Music Video	
TikTok Effects	
Choreographer	
Merchandise	
TikTok ads	

RECORDING / MIXING / MASTERING

- RECORDING WAS DONE IN THE ARTISTS HOME STUDIO, NO COSTS INVOLVED.
- MIXING WAS ALSO DONE BY THE ARTIST.
- TO HAVE A MORE COMMERCIALY COMPETITIVE SONG, MASTERING WAS DONE BY A MASTERING ENGINEER. FOR UNSIGNED ARTIST IT IS £30.

TOTAL COST: £30



PETE MAHER
MASTERING

HOME LISTEN **RATES** ABOUT PETE BLOG

RATES – 2022

As a supporter of new music Pete Maher offers lower rates to unsigned artists and independent labels worldwide ..

- ✓ UNSIGNED ARTIST RATE – £30 per master.
- ✓ INDEPENDENT LABEL RATE – £38 per master.
- ✓ MAJOR LABEL RATE – From £75 per master depending on the project.

DISTRIBUTION

- SoundOn was chosen for distribution.
- SoundOn is free for the first year, no upfront cost.
- 100% royalties.
- Owned by TikTok.
- Pre-release sound.

TOTAL COST: £0

SoundOn powered by TikTok

PRE-SAVE CAMPAIGN

- Pre-saves allow users to add/save a track/album to library before it's released.
- Helps build momentum for day 1 streams.
- Using HyperFollow.
- Social media URLs will be updated 1 week before release to be a direct link to pre-save page.

TOTAL COST: £0

ARTWORK

In alt-pop there is a less polished style,
so a bit of DIY artwork is normal.

Item	Cost
Crown	£8.48
Sash	£4.98
Iron-on letters	£10.98
	£24.44



TOTAL COST: £24.44

SASHES AND CROWN



MUSIC VIDEO & LYRIC VIDEO

- Same props will be used
- Video concept - showing story of using a dating app - matching, chatting, then meeting up with the person for a first date, and following the date along.
- The lyric video would be made using Final Cut Pro, and kept very simple with the artwork used as the background and the lyrics appearing
- Spotify canvas would be from music video

TOTAL COST: £0

TIKTOK CONTENT STRATEGY

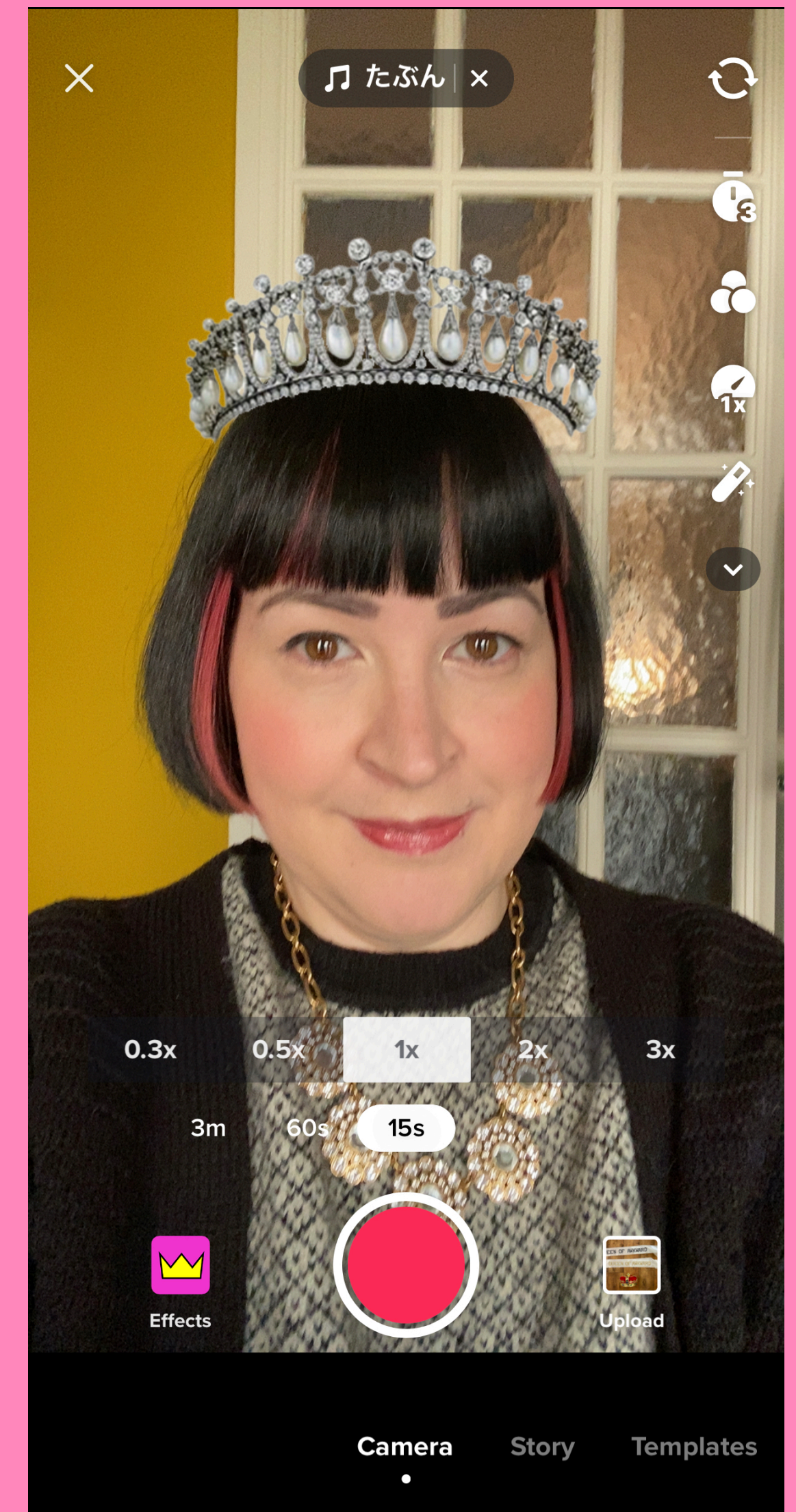
- **Posting at least 2 times a day for 6 weeks.**
- **Creating many types of content.**
- **TikTok effects.**
- **Going live.**
- **Promoting posts that do well.**

EXAMPLES OF TIKTOK CONTENT

- Send this to your crush
- Performance based short videos
- Open verse challenge
- Telling the story of the song
- Trend type videos (creating a trend, using clips of the song ~7-15seconds)
- Dance video (from the choreographers)
- Sped up version of song
- Reaction videos (getting people to listen to the song)
- Hearing the mastered song in the car
- Playlist names
- Behind the scenes - making the music video
- Celebrate milestones
- Adventures of being awkward
- Covers of 'royal' related songs ('you should see me in a crown' by Billie Eilish, 'Royals' by Lorde, 'Dancing Queen' by Abba, etc.)

'CROWN AND SASH' EFFECT - HUMAN & PET

- AR style effect where user can “wear” the crown and sash from the artwork.
- One for people
- One for pets



'QUEEN OF' RANDOMISER EFFECT

Awkward

Boring

Silly

Mean

Quiet

Honesty

Awesome

Weird

Wit

Grumpy

Happy

Clever

Ridiculous

Clumsy

Annoying

Cranky

Odd

Over sharing

Over thinking

Self doubt



CHOREOGRAPHER

- Having a dance for a song can help it go viral on social media.
- Hiring some choreographers to create dance moves to part of the song: they create the dance, and post a video of it to their followers
- Found 2 on [fiverr.com](https://www.fiverr.com)

TOTAL COST: £51.01

CHOREOGRAPHER

- Examples on Fiverr.com:

I will create tik tok and reels dance videos for you

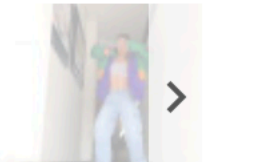
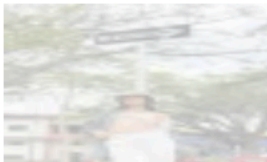
 **danielavilla761** Level 2 Seller | ★★★★★ 5 (482) 5 Orders in Queue











Basic	Standard	Premium
	STANDARD	
	£12.75	
	30 seconds tik tok or reels video	
	🕒 3 Days Delivery 🔄 1 Revision	
	Continue (£12.75)	
	Compare Packages	

✔ **Fiverr's satisfaction guarantee**

Payments only get released to the seller once the order is completed. If you're not satisfied, we'll refund your payment. [Learn more.](#)

[Contact Seller](#)

What people loved about this seller

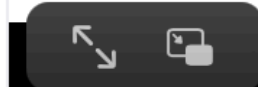
[See all reviews](#)

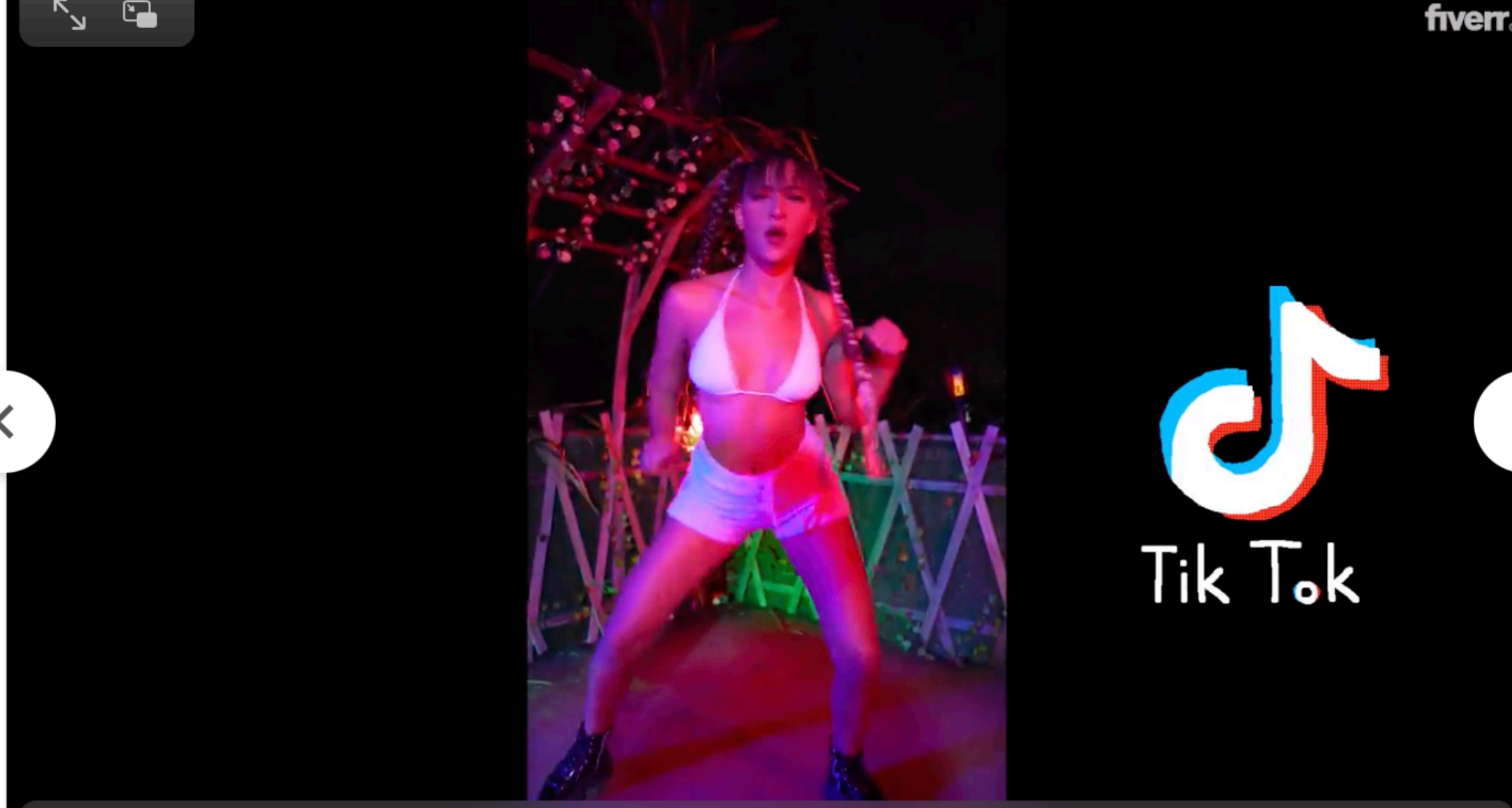
CHOREOGRAPHER

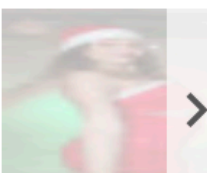
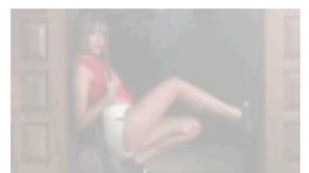
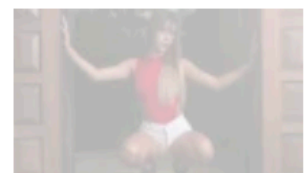
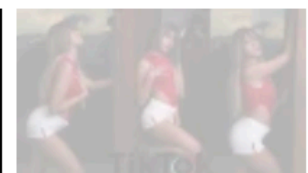
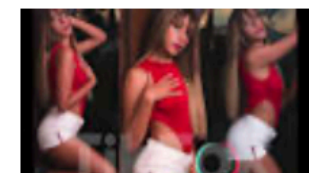
- Examples on Fiverr.com:

I will create a tiktok dance video to your song

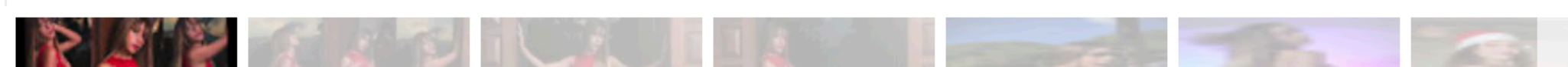
 **distintog** Level 2 Seller | ★★★★★ 5 (78) 5 Orders in Queue











Basic	Standard	Premium
Tiktok 30 sec		£38.26
✓includes a 30 second tiktok dance ✓1080p vertical video ✓Post on 13k followers tiktok		
🕒 5 Days Delivery 🔄 1 Revision		
✓ 30 seconds running time		
✓ 1 dancer		
Continue → Compare Packages		

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MERCHANDISE

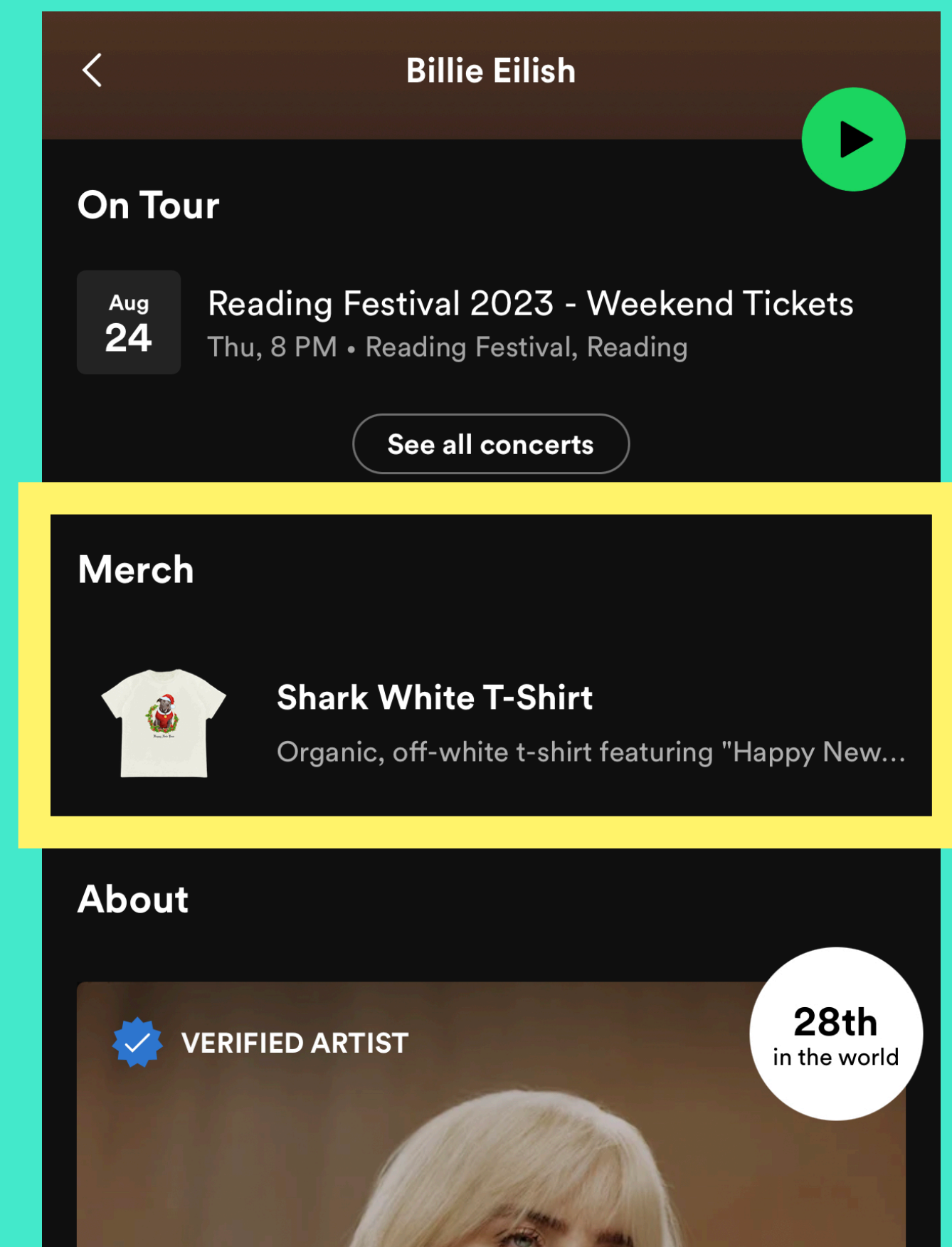
Since there will be TikTok effects for the crown and sash, physical merchandise could have the potential to generate some revenue. A shop could be set up on Shopify, free 90 day trial, integrates with Spotify.

Items would be printed on demand through Printful.



To increase usage of filters/streams: could be launched if there are x number of streams or x number of the filter being used, etc.

TOTAL COST: £0



TIKTOK ADS

To accelerate activity, TikTok ads will be used to promote some of the videos.

All remaining budget will go to ads.

2 weeks of ads, plus 2 days buffer

$\text{£}394.51 / 16 \text{ days} = \text{£}24.65 \text{ per day to spend}$

TOTAL COST: £394.51

TIKTOK ADS

- Previously promoted videos for mostgood on TikTok saw results such as 196 followers and 2.8k video views for £19.80.
- With similar results, the ads should bring in approximately 4k new followers and 58k views.
- This should help reach new audiences, build a larger fanbase, increase streams, and sell merchandise.
- Followers tend to also share and create user generated content, which can help bring in more new followers.

TIKTOK ADS EXAMPLE

What is your goal?

Choose a goal for promoting this video.

- ☒



More video views

Get more people to watch your video.
- ☐



More website visits

Guide more people to your website.
- ☐



More followers

Improve your chances to gain followers
- ☐



More profile views

Get more people to view your profile.

Define your audience

Select how you want to reach your audience for your promotion.

- ☐ Default audience (TikTok chooses for you)
- ☒ Audience name 1

Gender: Female

Age: 18-24,25-34

Interests: None selected

Hashtag: #altpop,#newmusic,#newmusicfriday,#spotify

Locations: United Kingdom

Edit
- ☐ Create your own >

£24 over 2 days

Estimated total cost

2,429 - 5,657

Estimated video views

Budget

£12 Per day

Duration

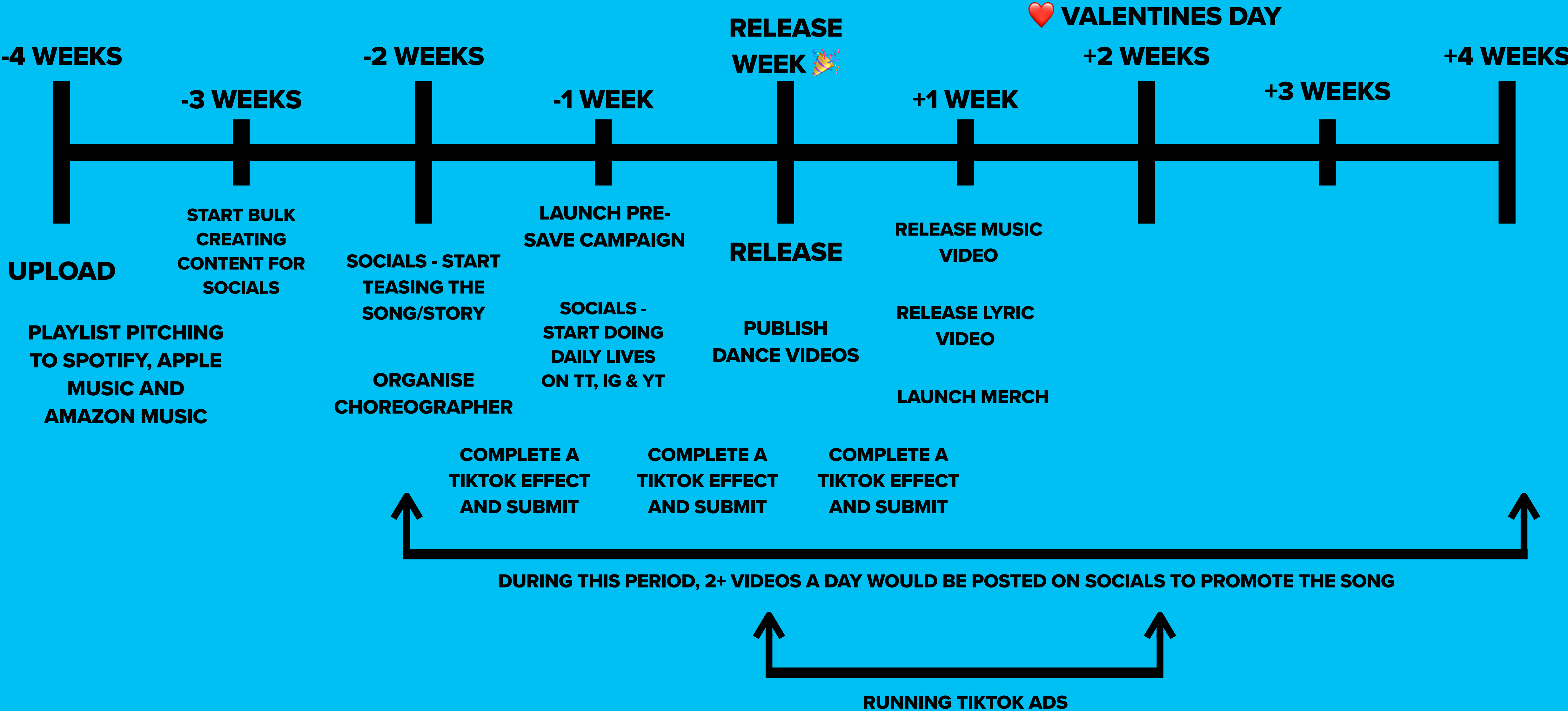
2 days

Next

Next

Next

RELEASE TIME-LINE:



BUDGET OVERVIEW

Budget of £500

To cover:

- recording**
- planning for digital release**
- promotion of a single**

Item	Cost
Recording / mixing / mastering	£30.00
Distribution	£0.00
Pre-save	£0.00
Artwork	£24.48
Music Video	£0.00
TikTok Effects	£0.00
Choreographer	£51.01
Merchandise	£0.00
TikTok ads	£394.51
Total	£500.00

QUESTIONS?

