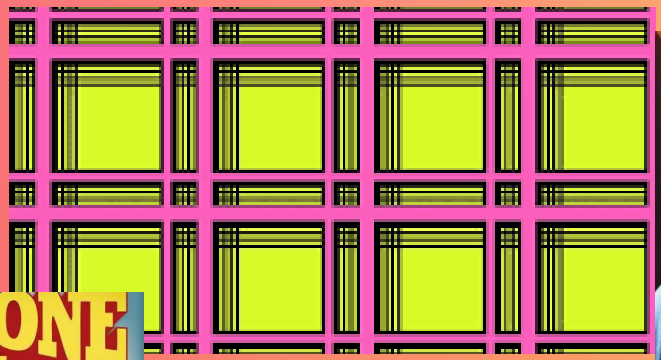


SHIFT WITH ME

SINGLE CAMPAIGN

song & artist narrative








TELEPHONE
STARRING
Lady Gaga & Beyoncé
DINER
A FILM BY
Jonas Åkerlund






TACO BELL
grand theft auto
Vice City Stories






Barbie


SANTA CRUZ
SKATEBOARDS


disco

LOGO, ICONOGRAPHY



- The logo is minimal but makes a big impact - ideal for merch!
- A nod to the 80s' but modernised for a new audience.
- The script is fun, bold and retro, encapsulating the release as well as Franky.
- Yellow is energetic, strong and feminine without being tacky.

ONE SHEET


franky.
Franky is able to effortlessly stamp her persona on synth pop
- Clash Magazine.
Pushing Franky's new track "Shift With Me" is going to be such a joy!
- Tileyard Music
We bloody love Franky!
- Random person on the street
35,368 listeners on Spotify
16.6k followers on Twitter
Collaborations with
• ManyFew
• Fubu
• Tom Hall
Key Dates
• 30/06 "Shift With Me" release
• 06/08 We Are FSTVL
•11/08 Way Out West Fest
• 27/08 Summer of Love Festival
Franky is an era defining artist whose new music will transport you back to the 80s. "Shift With Me," her latest release, demonstrates a change in her musical direction, focusing on the influences that shaped her while giving them a modern twist.
Franky is not just a singer/songwriter though, her accomplished DJ career is going from strength to strength with bookings both domestic and abroad. This extra string to her bow gives her the perfect platform to show off her latest work to her ardent fans.
: @iamfrankymusic
iamfrankymusic.com

website


franky
SHIFT WITH ME 30.06.22
GET REMINDER



Yorkshire born popstar and DJ Franky is about to take you Back To The Future with her new single "Shift With Me".

Taking influence from Funk, Disco and RnB, "Shift With Me" showcases the star's sassy lyricism atop undeniably catchy throwback sounds. The song fizzles with attitude before exploding into its anthemic chorus.

Your new favourite pop sensation just landed. Tell a friend.

Franky has received support from:

Upcoming Shows

June 24

"Shift With Me" Party

Sign up to Franky's newsletter now to find out more.

August 06

We Are FSTVL, UK

See Franky among a stacked, multi-award-winning dance music lineup. Buy tickets now.

August 12

Way Out West, SE

Gothenburg's most-loved outdoor party sees Tame Impala, Dave and Franky take the stage for 2022. Buy tickets now.

August 27

Summer of Love, UK

Arts, wellness and music. See Franky dazzle at Manchester's newest festival. Buy tickets now.

August 30

Manchester Pride, UK

Playing a cause close to her heart, Franky's DJ set will be equal parts fun and fantastic. Buy tickets now.



objectives

OVERALL OBJECTIVE

Brand Awareness

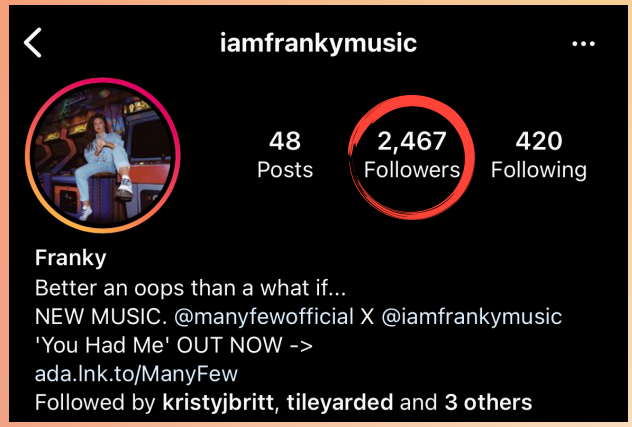
SUB-OBJECTIVES

- Re-engage old audience
- Engage new audience
- Gain Insights into Audience Marketing Data
- Gain Momentum to Leverage for Future Releases
- Move towards consistent Branding

MEASURABLE MILESTONES

- Double Franky's Spotify following
- Inclusion in at least 1 Spotify curated playlist
- Inclusion in at least 5 independently curated playlists
- Increase Instagram following by at least 1000





We are following the OKR Goal Setting Model (Objective, and Key Results):
These Milestones act as our lofty targets, and if we reach a minimum of 65% of these targets, the campaign will be considered successful.


lights,
camera,
actions...

- Social & Digital (Ads, Content, Website etc.)
- Press
- Live experiences
- Streaming (plugging etc)


live

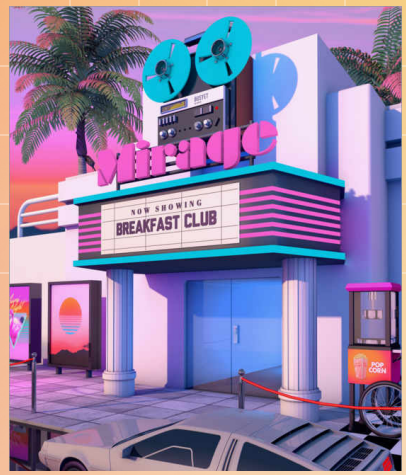
launch party

Chicken Shop DATE

















LAUNCH PARTY INSPO

In 2015 DJ Eats Everything did a Boiler Room live stream from a Bristol chippy.

Attendees were given a decoy location before being led to the real venue **#frieswiththat.**

293k views reached on YouTube.







festivals

Live shows are essential to raising brand awareness.

Specially selected festivals that will help boost Franky's profile:

- Way Out West
- Summer of Love
- We Are FSTVL
- Manchester Pride









target audience persona

Target Audience Demographics

- Age: **16-30**
- Gender: **Predominantly Female**
- Location: **UK/Sweden**
- Employment Status: **Student/Young Professional**
- Marital Status: **Single**



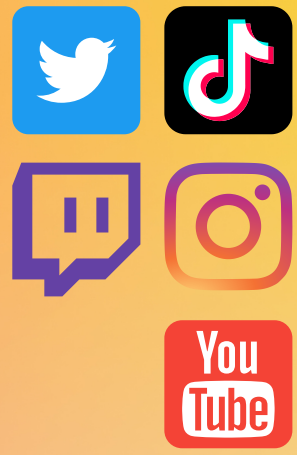
Target Audience Psychographics

- **Independent**
- Enjoys combination of **experience** & **product** (crossover of Gen Z and Millenial
- **Womens empowerment**
- High use of **social media**


social
strategy.

Social Platforms:

- Instagram
- Twitter
- TikTok (Personal growth challenge, Share stories of glow ups)
- YouTube (For Streaming purposes & upload set videos)
- Twitch



Campaign Stage Focuses:

- Pre
  - Funnel Audience to Artist Socials, Buy Tix for Release Event, and Pre-Saves; Review Ad Campaign success every week (Deming) & Adjust where necessary)
- Peak
  - Pushing the streams, purchasing tix for future gigs/events, and continuing to channel the audience with ads to Socials showing off FRANKY Brand.
- Post
  - Squeeze the remaining attention from the single and extend it as much as possible with release of a Music Video, and use the momentum from all of the campaign activities to set up for the next release (larger) with intention of fleshing out the brand further.

Socials & Live:

- Music video: Compilation of Gig & event clips of the single to turn into showreel style video. Can be used for future social content (BTS shots etc. and even run it as an Ad Campaign to retarget audiences that attended to remind them of the good time from those events).
- Streaming Online Exclusive DJ sets w/ collaborators & friends + set donation goals etc.

Socials & Streaming/Playlisting:

- "Franky's Fridays" - Highlight/story with link to artist spotify. Tagging other artists she features.

Socials & Press/Radio:

- Use Assets from radio shows on socials (BTS, IG Live, etc.)
- Share Press covering 'Wacky' Release event (Maccy's 80s vibe). Additionally, share UGC (user generated content) of the event on socials.


radio

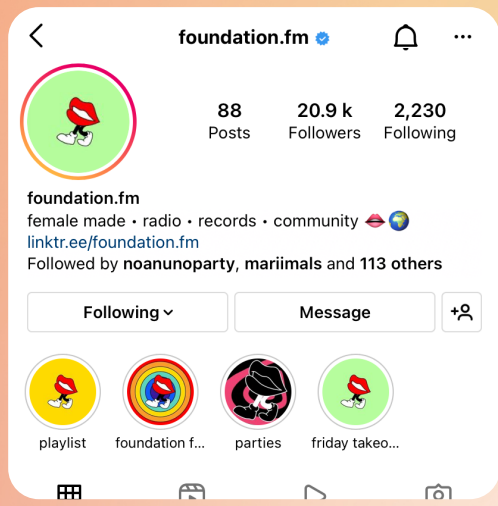
We identified a radio station where Franky's music would thrive:

Foundation FM.

- Female Made
- Progressive and conscious
- Similar demographic to our target audience
- Provides an opportunity for self promotion of new releases
- Connections to events and festivals where Franky can play (Summer of Love Festival)
- Feeds into asset creation for socials and website











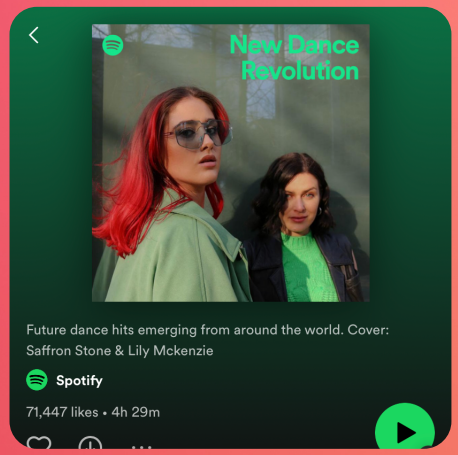


Franky has previously received support from BBC Introducing, Radio 1 and Kiss Fresh. We will also target Capital Dance - particularly Coco Cole and Mista Jam.

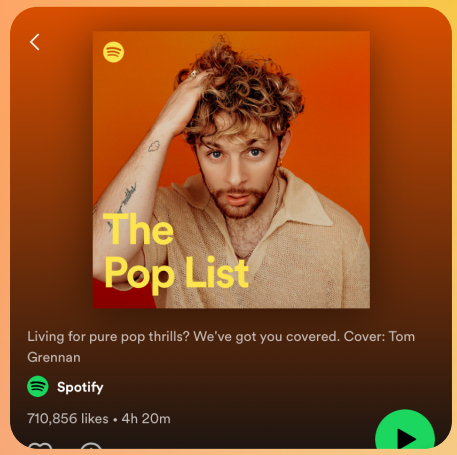




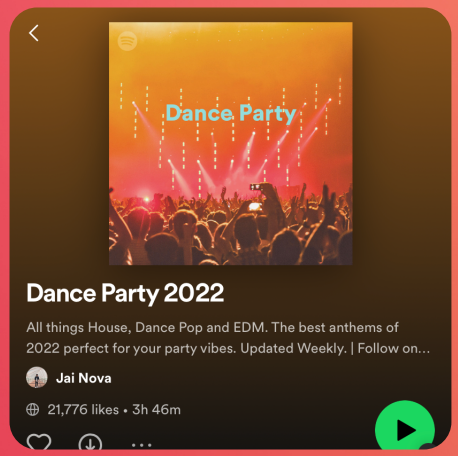

playlisting

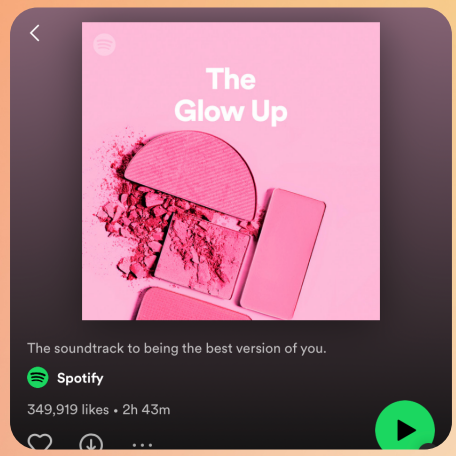


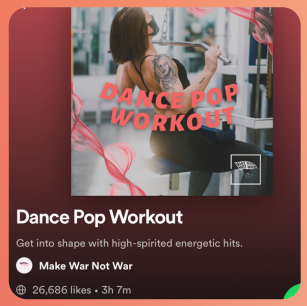












A selection of the independently curated and Spotify-curated playlists (and one lucky Spotify employee) we will be targeting. Some of these playlists have previously supported Franky.

timeline

Stage	Month	Week no.	Date (W/C)	Activity	Location	Notes
PRE CAMPAIGN		-11	04/04/22	Begin Planning Release Day Event: Liaise with Label & Event Project	n/a	
		-10	11/04/22	Website, logo and asset development; launch party sign up goes live; email sent to existing and key prospective clients to launch party	n/a	
		-9	18/04/22	Design Content for Ad Campaign	n/a	
	APRIL	-8	25/04/22	Create Content for Ad Campaign; Start Split Testing	n/a	
		-7	02/05/22	Start of Social **Ad Campaigns** with Best Content from Testing; **Begin Organic Content Strategy**	**Social Media Ads** (IG, Facebook); **Organic Content** (IG, FB, TikTok, Twitter)	Funnel Audience to Artist Socials, Buy Tix for Release Event, and Pre-Saves; Review Ad success every week (Deming) & Adjust where neccessary)
		-6	09/05/22	Review Ads	||	Reviewing Ads & Adjusting Variables where Neccessary
		-5	16/05/22	Review Ads	||	||
	MAY	-4	23/05/22	Review Ads	||	||
		-3	06/06/22	Review Ads; Organic Content ***REALLY*** push this **Release Event**	||	||
		-2	13/06/22	Review Ads; **Organic Content *REALLY* push this Release Event**	||	||
		-1	20/06/22	Maccy D's Event 24th	Leeds (UK)	**Filming the release party for Music Video Content in 'Post Campaign'**
PEAK CAMPAIGN	JUN	0	27/06/22	**RELEASE DAY - 30th;** Foundation FM Slot		**Creating Organic Content from real-life experiences (such as IG Live during radio slots)**
		1	04/07/22	**Shift to 'Peak Campaign' Social Strategy**; Weekly Stream		Peak' Social strategy shifts the focus from pre-saves, release event etc. to pushing the streams, purchasing tix for future gigs/events, and continuing to channel audience with ads to Socials showing off FRANKY Brand.
		2	11/07/22	Weekly Stream		
		3	18/07/22	Weekly Stream; Gig		Filming gig for music video
	JUL	4	25/07/22	Weekly Stream; Foundation FM Slot		Creating Organic Content from real-life experiences (such as IG Live during radio slots)
		5	01/08/22	6-7th We Are Fstvl	Upminster (UK)	
		6	08/08/22	11-13th Way Out West Festival	Gothenberg (SE)	
		7	15/08/22	Break Week; Continue running ads + Posting organic achived content; Rehearsals		
		8	22/08/22	Continue running ads + Posting organic achived content; Rehearsals		BTS Content of Rehearsals
	AUG	9	29/08/22	27-28th Summer Of Love Festival; 30th Manchester Pride Festival; Foundation FM Slot	Manchester (UK)	Filming & Editing Teaser for Music Video Release
POST CAMPAIGN		10	05/09/22	Music Video Tease		Finish Final Edit Music Video for Single
		11	12/09/22	**Music Video Release & Ad Campaign w/ Music Video**		
		12	19/09/22	Weekly Stream		
	SEP	13	26/09/22	Weekly Stream; Foundation FM Slot		