SG

Portfolio

CAROL ADES

3-Year Marketing Campaign



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03

Bio

Carol Ades is an emerging **singer-songwriter** who is building a safe space for fans to connect over shared struggles through both her music and on social media. Although she has just released her debut single, the New Jersey-native is no stranger to the music industry. Currently based in Los Angeles, Carol is an established songwriter credited with penning hits for the likes of **Selena Gomez, Demi Lovato and Zara Larsson**, to name a few. Some of her biggest influences include Phoebe Bridgers and The Japanese House, whose organic sound permeates Carol's music. Her songs are lived-in stories, which feature **intimate** vocals, acoustic guitars and gut-wrenchingly **vulnerable** lyrics, all wrapped up in an undoubtedly **indie-pop** sound. Her 2021 debut is highly anticipated by the near one-hundred-thousand followers she has amassed across social platforms since competing on **The Voice USA in 2013**. Carol's self-deprecating humour and **self-aware** lyrics are incredibly comforting and refreshing to fans, especially at a time when social media gurus favour showing successes to showcasing imperfections. Indeed, Carol is changing the game by being vocal about personal struggles with **body-image, self-doubt and mental health,** ultimately revealing the **real** behind highlight **reels**.

04

Core Values

- Authenticity
- Vulnerability
- Self-awareness
- Trust
- Kindness
- Honesty



05

Social Media

TikTok

Followers: 1.8k
Top Country: USA
Likes: 31.5k

Twitter

Followers: 50.4k
Top Country: USA
Average Likes: 23

Instagram

Followers: 23.2k
Top Country: USA
Engagement Rate: 2.66%

YouTube

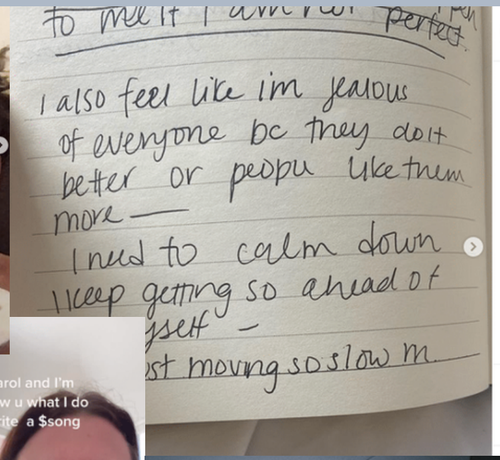
Followers: 265
Top Country: USA
Most Views: 82k

06

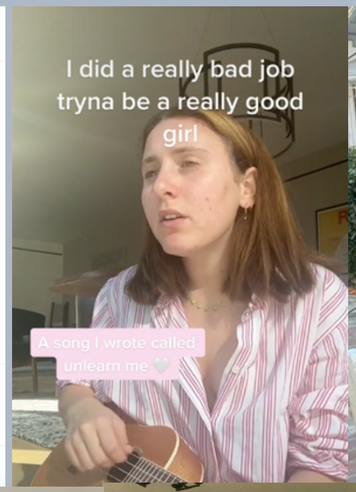
Social Media Content

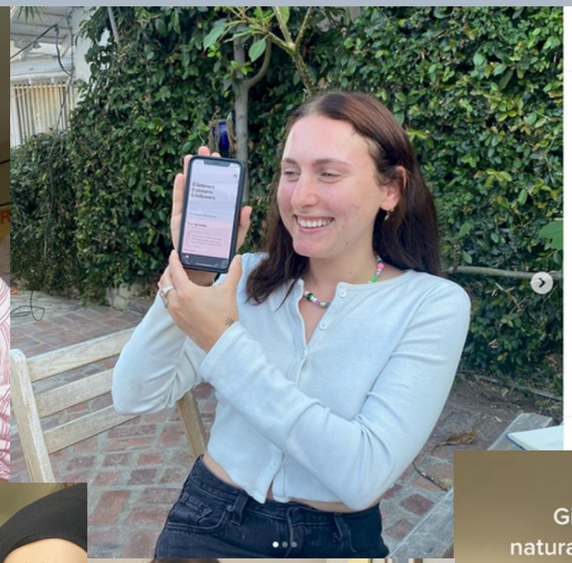


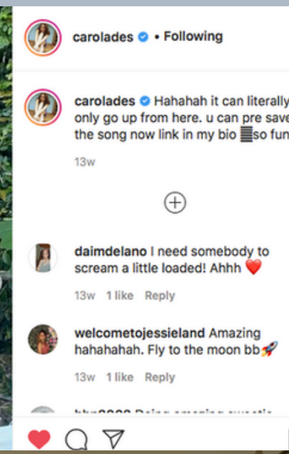


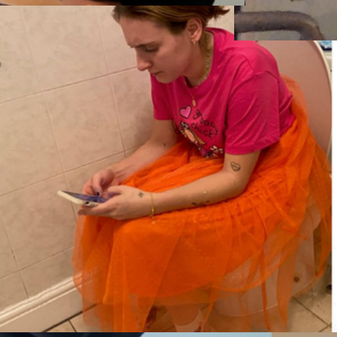


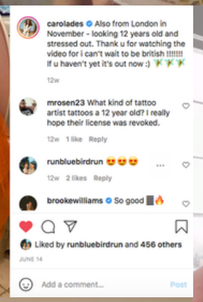


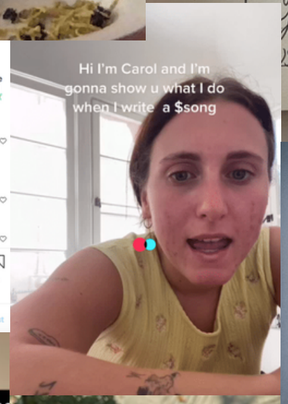






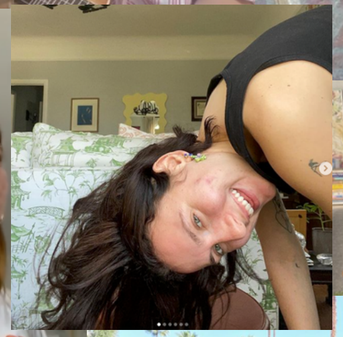






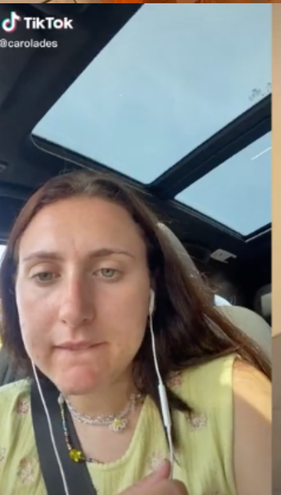




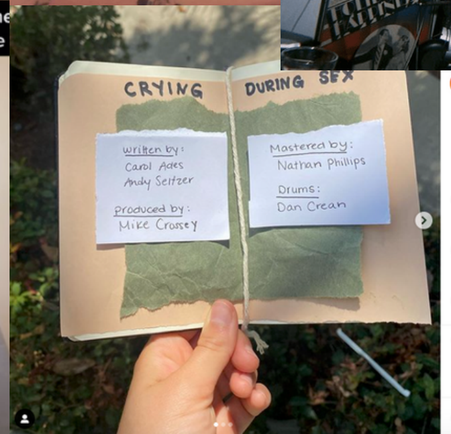


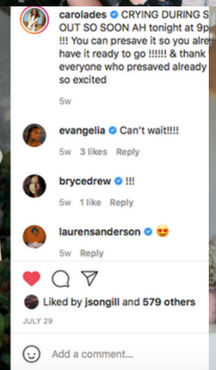
















07

DSPs

Spotify

Followers: 30k
Top Song: I Can't Wait to Be British
Top Country: USA

Apple Music

Followers: 15k
Top Song: I Can't Wait to Be British
Top Country: USA

Amazon Music

Followers: N/A
Top Song: I Can't Wait to Be British
Top Country: USA

SoundCloud

Followers: 1
Top Song: Crying During Sex
Top Country: USA

Current Singles on DSPs



I Can't Wait to be British



Crying During Sex

Swot Analysis

STRENGTHS

- Songwriting
- Reputation
- Industry connections
- Relatability
- Authenticity
- Representation
- Twitter following

WEAKNESSES

- Low fan engagement
- Lack of website, SEO
- Lack of a Wikipedia page
- Audience reach
- Lack of a logo

OPPORTUNITIES

- Large budget
- Collaborations
- Fan connection
- Brand partnerships
- Expand market
- TikTok

THREATS

- Competitors
- Uncertainty of touring conditions due to Covid-19



Strategy

- Increase following on **social platforms** (TikTok, Instagram, Twitter) by reaching:
  - 300k followers on Twitter
  - 500k followers on Instagram
  - 200k followers on TikTok
- **Grow** and **engage** fanbase
- Increase **brand cohesiveness** across social platforms
- Increase **brand awareness** in English-speaking countries: UK, USA, AUS, NZ, CAN

Campaign Activities

- Improve **SEO** and create a website
- Reposition **socials**
- Identify **logo, font and iconography**
- Campaign on socials to get to know artist
- Supporting act on national and international **tours**
- Release new music **regularly** (i.e. each quarter)
- **Press, radio** and **influencer marketing**
- Create and follow viral **TikTok challenges**
- Strategic **partnerships** with anti-aspirational beauty brands

7 P's

1. **PRODUCT**: digital **singles**, EP, Album, **merchandise**, vinyl, **CDs**
2. **PRICE**: singles £0.99, EP £3.99, Album £9.99, merchandise £10-60, vinyl £16.99, CDs £12.99
3. **PLACE**: **DSPs** (Spotify, Apple Music, Amazon Music), **physical** (vinyl, CDs), **retail** (Urban Outfitters, The Body Shop, Brandy Melville), **supermarkets** (Tesco's, Sainsbury's, Target), **student union shops** at selected universities
4. **PROMOTION**: digital and physical advertising, viral **TikTok** challenges, **press** and **radio**, touring as a supporting act, **influencer** marketing, brand partnerships, **sync** in films and TV (i.e. Amazon Prime, Netflix), **playlisting,** podcasts
5. **PEOPLE**: influencers, agents, promoters, playlist specialists
6. **PROCESSES**: Linktree, DSPs, SEO, user-friendly website
7. **PHYSICAL EVIDENCE**: **giveaways**, contests, personalized **thank-you notes** with merch purchases



5 W's

1. **WHAT:** Campaign to create **hype** and increase **brand awareness** in English-speaking countries
2. **WHY:** Successfully **launch** the career of an emerging artist in the indie-pop music scene
3. **WHO:** Sofia Gobbi, Sam Roux & Caroline Alkegaard (marketing), Alex Forsey (design), Chloe Bacon (digital), Annie Evans (brand partnerships)
4. **WHEN:** **October 1st, 2021 - August 4th, 2024**
5. **WHERE:** USA, UK, Ireland, Canada, Australia, New Zealand



Competitors



Lizzy McAlpine



Phoebe Bridgers



Girl in Red

Lizzy McAlpine

Instagram Followers: 233k
TikTok Followers: 351.7k
YouTube Subscribers: 35.7k
Twitter Followers: 13.8k

Image: Girl-next-door, effortless, sweet
Ethos: Introspective, transparent, honest
Mood: Balance between soft and strong, balance between joy and sadness

Content: Effortless, bedroom performances, acoustic covers, selfies, personal life

Target audience age: 14-18, 19-25
Record Label: N/A



Phoebe Bridgers

Instagram Followers: 1.1m
TikTok Followers: 169.1k
YouTube Subscribers: 159k
Twitter Followers: 466.3k

Image: Dark, vulnerable, natural, mysterious
Ethos: Honest, Introspective
Mood: Sad, emotional

Content: Selfies, editorial shoots, press shots, effortless, behind-the-scenes

Target audience age: 18-24, 25-30, 50-59
Record Label: Dead Oceans



Girl in Red

Instagram Followers: 2.2m
TikTok Followers: 1.8m
YouTube Subscribers: 1.9 m
Twitter Followers: 290.4k

Image: Natural, girl-next-door, vulnerable, introverted, relatable
Ethos: Introspective, honest, trustworthy
Mood: Emotional, sad, dark

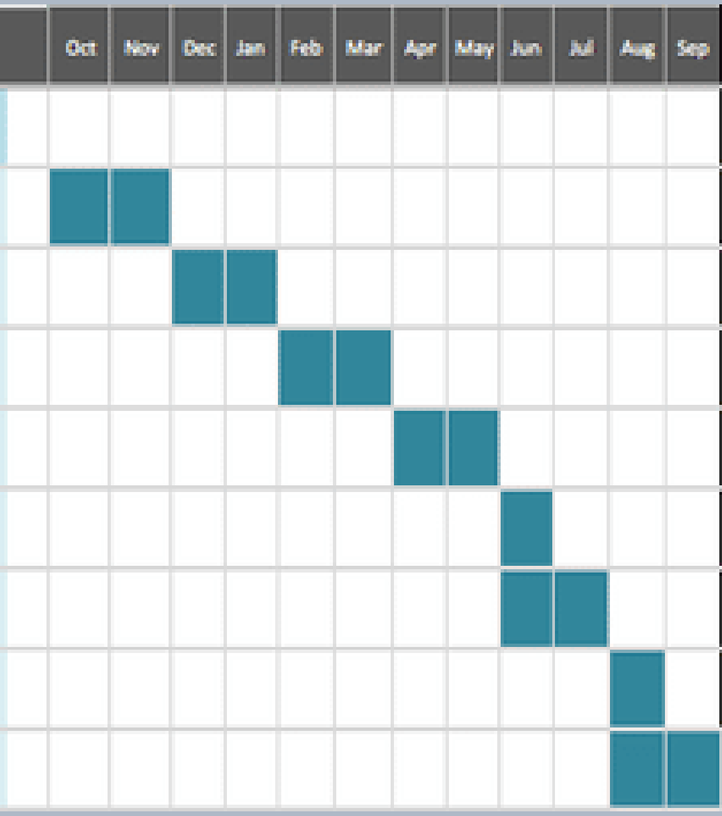
Content: Effortless, candid photos, recording studio, acoustic songs, behind-the-scenes, LGBTQA+

Target audience age: 13-18, 19-24, 25-30
Record Label: AWAL



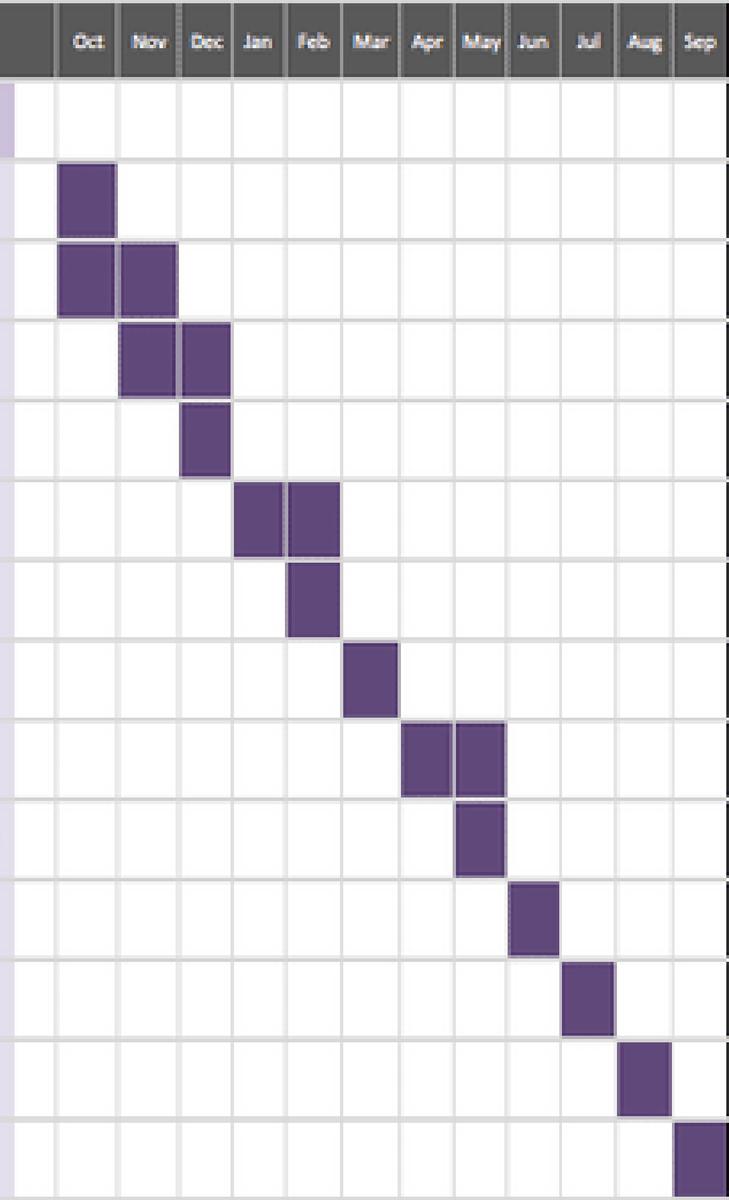
Gantt Chart: Year 1

YEAR/PHASE	PLAN OUTLINE	START	END
Year 1: IDENTIFY			
	Website creation, SEO and cohesive brand identity	1/10/21	30/11/21
	Reposition socials: Campaign to get to know artist	1/12/21	31/1/21
	IGTV series with anti-aspirational beauty influencers/brands	1/2/22	31/3/22
	Contact press, radio, influencers + digital advertising	1/4/22	31/5/22
	Release 1st single "Melodrama" from EP	16/6/22	16/6/22
	Promo: Radio & press + playlisting on Spotify	1/6/22	31/7/22
	Release 2nd single "Garden" from EP	8/8/22	8/8/22
	Promo EP: viral TikTok and website newsletter campaigns	1/8/22	30/9/22



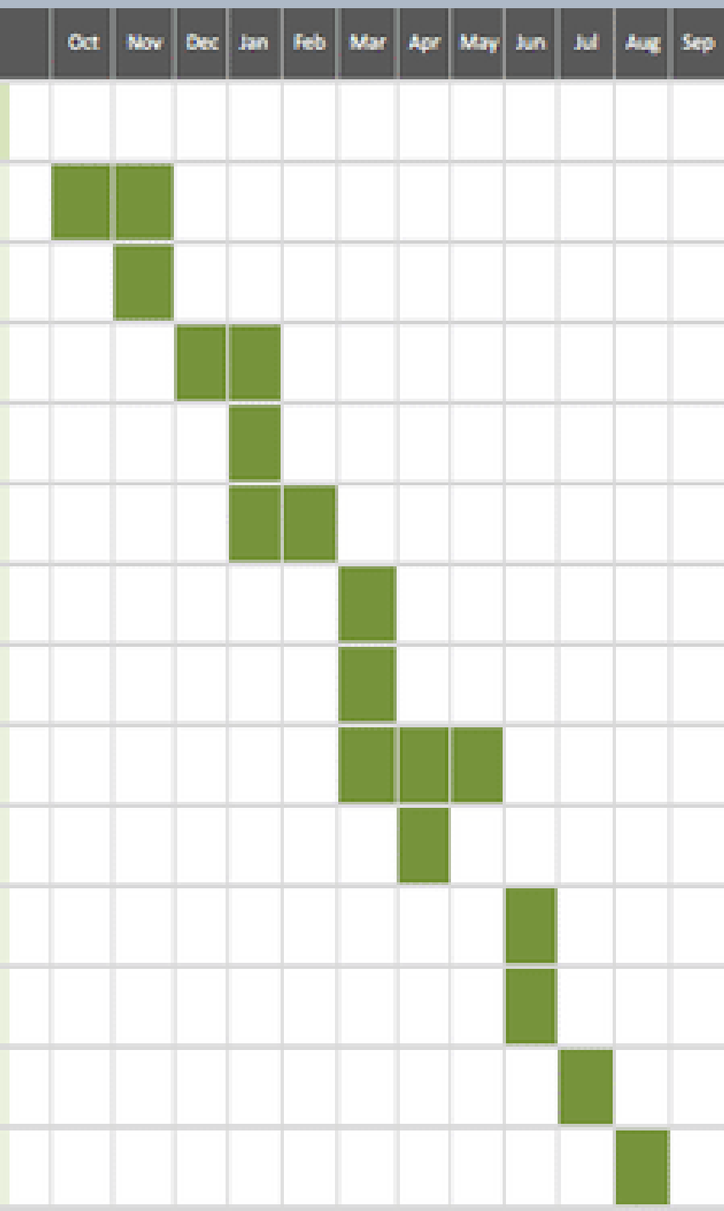
Gantt Chart: Year 2

YEAR/PHASE	PLAN OUTLINE	START	END
Year 2: ENGAGE AND EXPAND			
	Release EP "Nothing Ever Really Makes Sense"	5/10/22	5/10/22
	Promo: Radio & press + playlisting on Spotify + Twitter listening party	5/10/22	15/11/22
	Fan-made lyric video	16/11/22	10/12/22
	Remix of single ":/" off EP	12/12/22	12/12/22
	influencer marketing + US tour	7/1/23	29/2/23
	Brand partneship with Starface	17/2/23	3/3/23
	Release single "Envy"	28/3/23	28/3/23
	UK supporting act tour	4/4/23	18/5/23
	Release new single feat. Holly Humberstone	30/5/2023	30/5/2023
	Music sync + UK radio promo	2/6/23	10/7/23
	Release new single "Wrong Attitude" from upcoming album	22/7/23	22/7/23
	Festival UK	25/8/23	30/8/23
	Release new single "Green Tea" from upcoming album	17/9/23	17/9/23



Gantt Chart: Year 3

YEAR/PHASE	PLAN OUTLINE	START	END
Year 3: POSITIONING			
	Social media campaign: "Which Carol Ades song are you?" + brand partnership w/ The Body Shop	1/10/23	10/11/23
	Release new single "Daisies" from upcoming album + promo	14/11/23	14/11/23
	Album listening party + NY Times "The making of a song"	1/12/23	20/1/2024
	Debut album "Carol Ades" release	31/1/24	31/1/24
	Global Influencer campaign	1/2/24	28/2/24
	Release remix of "Candle" single off album feat. Clairo	2/3/24	2/3/24
	NPR Tiny Desk + Urban Outfitters partnership	6/3/24	6/3/24
	Supporting act on world tour + festival	10/3/24	16/5/24
	Bonus track release "None of this Matters Anymore"	18/4/24	18/4/24
	Kelly Clarkson Show + Beats by Dre collab	1/6/24	29/6/2024
	Acoustic Single "Wasted Wishes"	16/6/24	16/6/24
	"...And the writer is" podcast + SNL	10/7/24	28/7/2024
	Acoustic cover Spotify session	4/8/24	4/8/24



Budget

STRATEGIC CONSULTANCY:

- Branding: £15,000
- Messaging: £18,000
- Positioning: £30,000

ASSET CREATION:

- Font, Logo & Iconography; £900
- Brand Identity: £2,700
- Web Design & SEO Monitoring: £1,500
- Graphic Design: £24,000
- Merchandise: £27,000

DEPLOYMENT:

- Digital Avertising: £180,000
- Physical Advertising: £90,400
- Travel and Touring Expenses: £120,000
- Music Videos: £90,000

GRAND TOTAL: £600,000

Revenue Streams

- DSPs & digital downloads
- CDs, Vinyl
- Merchandise
- Touring
- Brand partnerships
- Music sync
- TV appearances



Target Audience

DEMOGRAPHICS:

- **Millennials** and **Gen Z**
- Age Range: 16-29
- **Gender:** 55% female, 20% male, 25% non-binary
- **Location**: high school, university, big cities, small towns
- **Countries**: USA, UK, Ireland, Australia, Canada, New Zealand
- **Ethnic Background**: Caucasian, Black, Asian
- **Income Level**: middle class
- **Education Level**: university, high school
- **Marital / Family Status**: single
- **Occupation**: students, part-time work (e.g. food, retail, etc.)

PSYCHOGRAPHICS:

- **Personality**: introspective, introverted, open-minded, emotional, kind, curious, sensitive
- **Attitudes**: self-improvement, social equality, feminism, friends
- **Values**: honesty, vulnerability, kindness
- **Interests**: social change, climate change, poetry, journaling, self-care, nature, health, sustainability
- **Lifestyles**: public transport commute, walking around cities, spiritual, digital, one or two close friends
- **Behaviour**: reflective, kind, sensitive, empathic, emotional, shy

Musical Style & Influences

MUSICAL STYLE

- Indie-pop
- Singer-songwriter
- Personal experience, self-reflection

INFLUENCES

- Phoebe Bridgers
- The Japanese House
- MUNA



Image, Ethos & Mood

IMAGE

Emotional, vulnerable, introspective, kind, caring, effortless

ETHOS

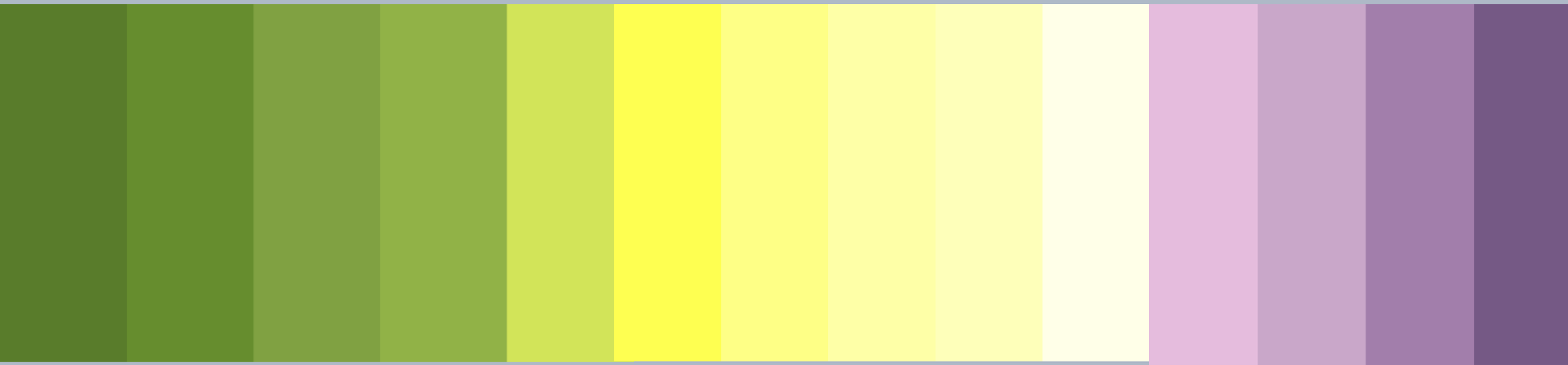
Selfreflection, transparency, openness, honesty

MOOD

Soft, nostalgic, self-aware, brutally honest



Colour Reference



Soft, earthy tones like **green**, representing growth, health and calmness; **yellow**, symbolizing clarity and warmth; and **purple** , portraying a sense of creativity and imagination.

Style Reference





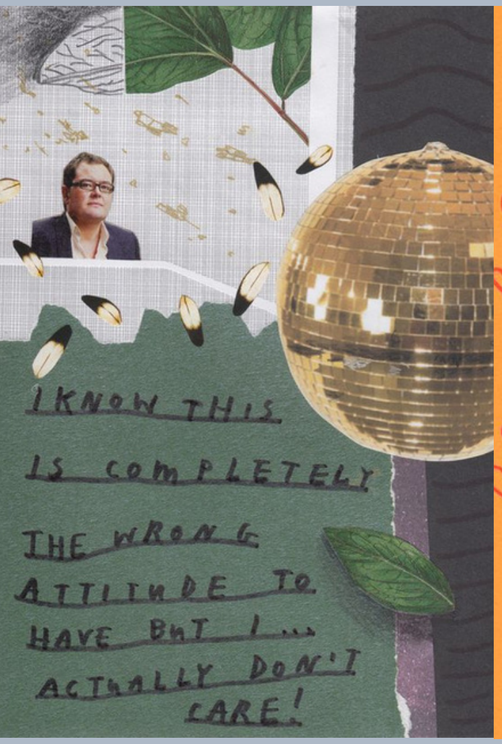


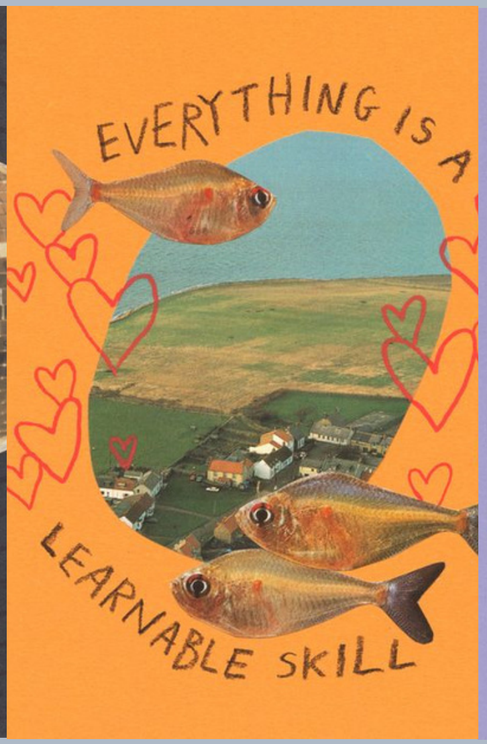




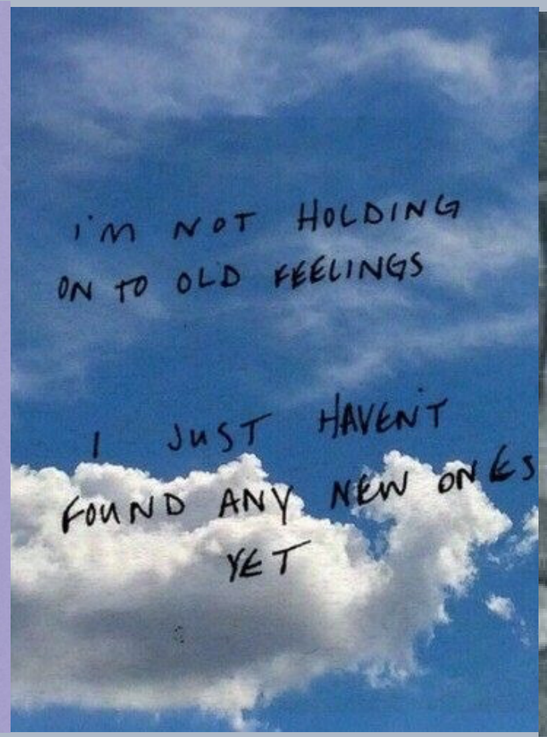
→ Boho-chic, etherial, ethically-sourced, colourful, romantic. Inspo: Florence Welch, Joni Mitchell, Lou Doillon

Artistic Reference











→

Handwritten, collage-like, personal, intimate, playful

Font, Logo & Iconography

LOGO

Carol's logo is bright and vibrant, representing her youthful and bold style. The hand-drawn logo conveys a sense of intimacy and authenticity, reflecting Carol's vulnerable and relatable lyrics.



CAROL
ADES

FONT

Canva's RoxboroughCF font perfectly captures Carol's alternative yet trendy sound, and its serif accents reflect her intimate, almost stream-of-consciousness lyrics.

CAROL
ADES

SECONDARY FONT

The Now font is simple and accessible, reflecting Carol's intimate and direct lyrics.

Carol
Ades

Creative Collaborators

DIRECTORS

- AG Rojas - +44 203 219 7960
- Connor Brashier - info@connorbrashier.com
- Jay Martin - fiona@enidlondon.com

PHOTOGRAPHERS

- Jasper Soloff - jaspersoloff@gmail.com
- Valheria Rocha - https://www.valheriarocha.com/contact
- Petra F Collins - zack@lighthousemm.com

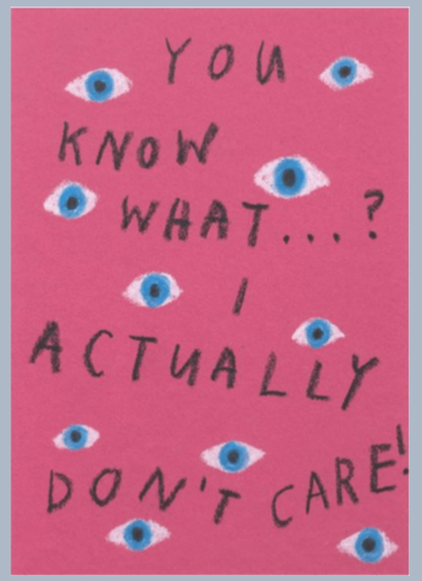
DESIGNERS

- Anya Salmen - https://www.anyasalmen.com/contact
- Demii Whiffin - IG: @demiiwhiffin
- Hannah Rose - https://www.hannahrose.design





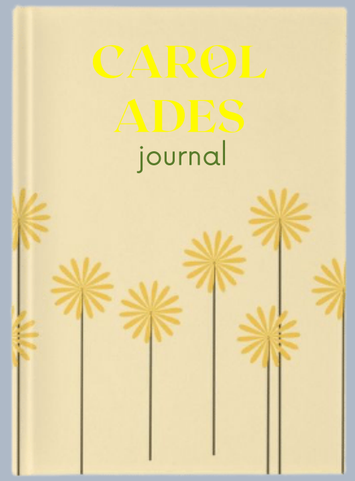




Merchandise



Nothing Ever Makes Sense Tote



Crying During Sex Journal



Can't Wait to Be British Hoodie



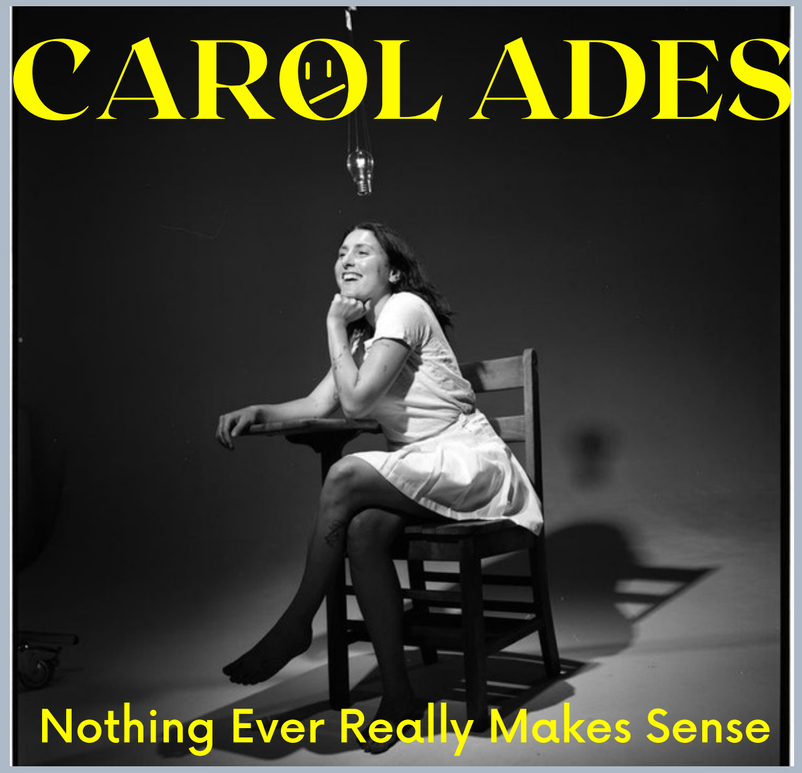
Obsessed with Forever Candle

→ Each merchandise item will be named after a lyric from one of Carol Ades' songs.

Artwork



Melodrama - single



Nothing Ever Really Makes Sense - debut EP

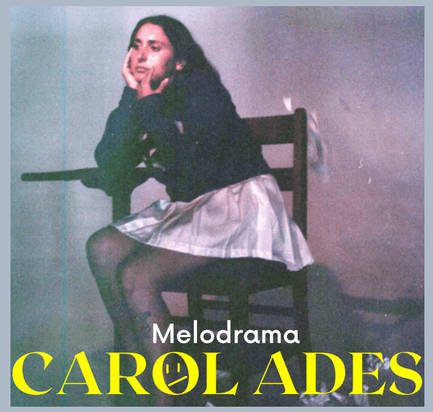


Carol Ades - debut album

Release Strategy

16 JUN 2022

First single from EP "Melodrama"



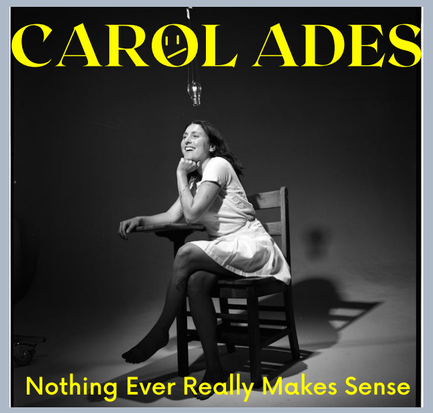
8 AUG 2022

Second single from EP "Garden"



5 OCT 2022

Debut EP "Nothing Ever Really Makes Sense"



12 DEC 2022

Remix of single off EP ":/"



Release Strategy

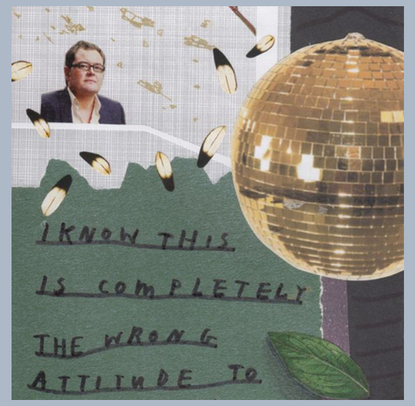
28 MAR 2023

New Single
"Envy"



30 MAY 2023

Feature on a Holly Humberstone track



22 JUL 2023

Single from upcoming album
"Wrong Attitude"



17 SEP 2023

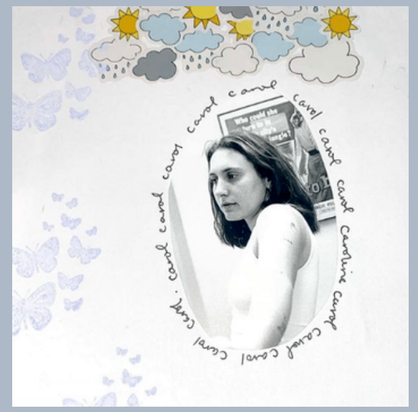
Single from upcoming album "Green Tea"



Release Strategy

14 NOV 2023

Third single off of album, "Daisies"



31 JAN 2023

Debut album "Carol Ades"



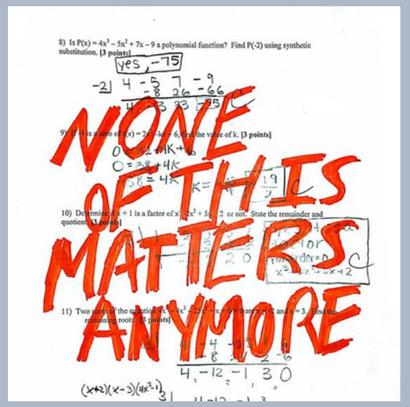
2 MAR 2024

Release remix of a song off album featurig Clairo "Candle"



18 APR 2024

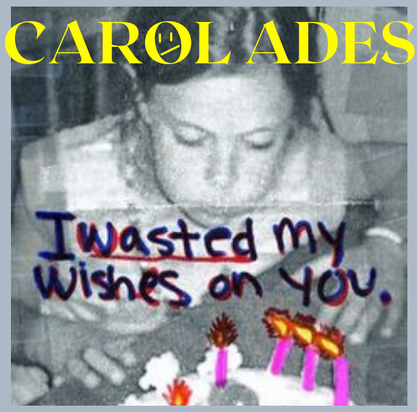
Bonus track release "None of this Matters"



Release Strategy

16 JUN 2024

Release acoustic version of song from album, "Wasted Wishes"



4 AUG 2024

Acoustic cover from Spotify session



Agencies



Creative Artists Agency

Contact: +1 (424) 288-2000

Similar artists: Annie DiRusso, Beabadoodee, Bleachers



ICM Partners

Contact: +1 (310) 550-4000

Similar artists: Dreamers, Madison Beer, Syd B



Paradigm Talent Agency

Contact: +1 (310) 288-8000

Similar artists: Alec Benjamin, Girl in Red, Alessia Cara, Griffin

PR Companies



WMR Music Group

Contact:
contact@wmrmedia.com



Planetary Group

Contact:
info@planetarygroup.com



AMW Group

Contact:
+1 (323) 455-2881

Campaigns

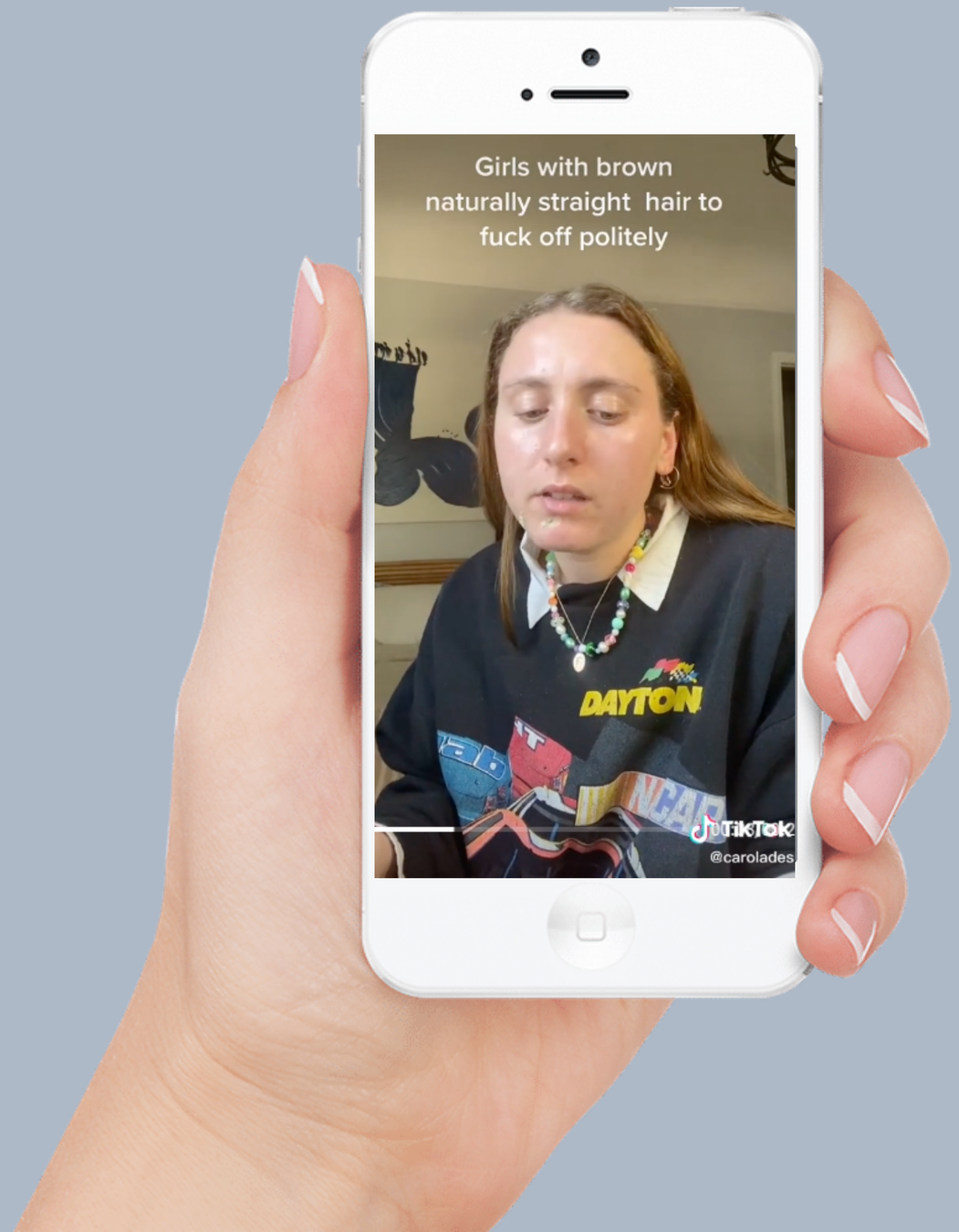
- Collaboration with Beats by Dre: design headphones to match Carol's brand colours, increasing exposure and engaging with fanbase.
- Live album listening party: before Carol's debut album comes out, release one last single and tell fans that its top 30 Spotify listeners will win a special prize. Then, surprise the winners by inviting them to Carol's house one week before the album is released for a private performance. The event will take place as a sleepover, where fans will get the chance to hang out and bond with Carol on a personal level.
- Ades' music captures the sadness and hardships that many twenty-somethings experience, and pairs it with dry wit and a dark sense of humour. We want to get her multidimensional character across by producing a social media campaign for fans to get to know the artist. Fans will be invited to submit recordings of themselves asking Carol personal questions, which will then be edited into an IGTV series in which Ades will answer them, showcasing her relatable persona.
- Fan-made lyric video on YouTube to make them feel engaged and empowered. Invite fans to record themselves singing along to one of Carol's songs; then, edit them together into a lyric video.

Campaigns

- Global influencer campaign: viral TikTok dance routine from Carol's music video.
- Twitter listening party to celebrate the release of Ades' debut EP. Carol will live-tweet BTS footage alongside every song from the record to contextualize it.
- Carol's Caring Sundays (CCS) IGTV series: every Sunday for a month, Carol will host an Instagram Live series with anti-aspirational influencers and brands to normalize conversations surrounding mental health, body positivity and the power of vulnerability.
- Instagram filter "Which Carol Ades song are you?": when fans use the filter, there will be a chance that they might hear snippets/previews from songs off of her upcoming EP, increasing excitement and anticipation.
- Concert competition: hand-pick crowd members with the best, most creative signs or outfits at Carol's performances and invite them to go and meet her backstage after the show.
- To drive traffic onto website, tell fans there is a chance they will receive a secret, one-time passcode to listen to a preview of a single off of Carol's upcoming album if they sign up to her newsletter.

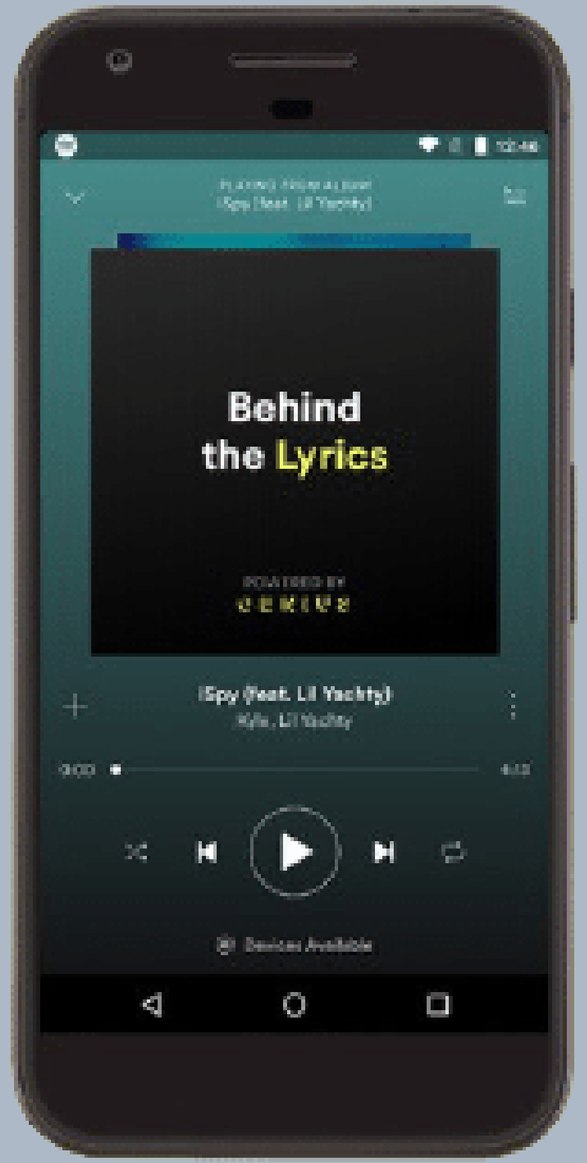
Digital Assets

- Instagram
- TikTok
- Twitter
- YouTube
- Website
- Spotify
- Amazon Music
- Apple Music
- SoundCloud
- Deezer
- Lyric and music videos
- Live performances
- Behind-the-scenes
- Teasers
- Tour vlog
- Brand consistency & cohesiveness



DSPs

- 3D AR Spotify canvas videos
- Genius lyrics link on Spotify
- Spotify QR code - easy to share with friends
- Shazam/Spotify partnership - when someone shazams Carol's music and saves it to their personal playlist, they are gifted a free month of Spotify premium
- Get Carol featured on the cover of popular Spotify playlists
- Make Carol the first artist to adopt a new technology on Spotify: rather than having text explain the meaning behind her songs, include short 10-second videos of Carol explaining them. This allows her personality and authenticity to shine through to fans old and new
- Create a community where fans can comment under Carol's released songs on Spotify



Website

- Modern, professional, slightly edgy
- Incorporating collage elements and Carol's hand-drawn logo for a more personal and authentic effect
- SEO optimisation
- Monthly newsletter updating fans on all things music, tour, new releases and personal thoughts for a very intimate, journal-like effect
- Sell merchandise, digital and physical music; give new subscribers a 10% discount on their first order. Include yearly sales and give 20% discounts to fans on their birthdays
- Tour schedule and links to purchase tickets
- Include EPK
- Include section displaying links to press and reviews
- Birthday club
- Links to socials and DSPs (use Treelink)
- With each merch purchase, send fans a complimentary handwritten thank-you note



CAROLADES



Promotion



- Radio and press
- Music sync
- College tour (to reach target market)
- Opening act on established artist's tour (e.g. Phoebe Bridgers)
- US, UK and World tours to reach English-speaking target market
- Influencer marketing
- Brand partnerships
- Playlisting and podcasts
- Physical: posters, banners, billboards, ads on the side of buses and taxi cabs)
- Spotify QR codes on stickers, posters and billboards
- Collaborations / features with established artists
- Tastemaker support online (e.g. shoutouts on Twitter, Tiktok, Instagram)
- Digital: social media paid advertisements, ads on sites used by creatives (i.e. WeTransfer)





Influencer Marketing (TikTok)

1. Phoebe Bridgers - @phoebebridgers69 - Followers: 175.6k
2. Girl in Red - @girlinred - Followers: 1.9m
3. Gracie Abrams - @tehegracietehe - Followers: 182.7k
4. Lizzy McAlpine - @lizzymcalpine - Followers: 353.9k
5. Joshua Bassett - @joshuatbassett - Followers 2.8m
6. Rebecca Havercroft - @beccyihx - Followers 194.5k
7. Dixie D'Amelio - @dixiedamelio - Followers: 55.1m
8. Addison Rae - @addisonre - Followers: 84.6m
9. Hyram Yarbro - @skincarebyhyram - Followers: 6.6m
10. Vi Lai - @whatsonvisface - Followers: 847.7k
11. Izzie Rodgers - @izzierodgers_ - Followers: 14.1k
12. Selena Gomez - @selenagomez - Followers: 35.2m
13. Clairo - @clairosofia - Followers: 18.5k
14. Sofia Grahn - @sofiagrahn - Followers: 170
15. Rocyie Wong -@rocyiewong - Followers: 233



Radio

US:

1. Soma FM (San Francisco) - dj@somafm.com
2. WERS 88.9 FM (Emerson college radio, Boston) - aaamc@wers.org
3. KEXP (Seattle) - don@kexp.com
4. KALX 90.FM (UC Berkeley college radio) - kalxinterviews@gmail.com
5. WFUV 90.7FM (Fordham University, NY) - https://wfuv.org/user/121/contact
6. Dublab (Los Angeles) - music@dublab.com
7. 102.7 KIISFM (national) - https://kiisfm.iheart.com/contact/

UK:

1. BBC Radio 1 Extra - 1extra.enquiries@bbc.co.uk
2. NTS Radio - promos@ntslive.co.uk
3. Apple's Beats 1 (based at Tileyard) - +1 (408) 996-1010
4. Heart FM - comms@global.com
5. Capital FM - www.global.com/contact
6. NME2 (internet radio) - radio@nme.com

Radio

AUS & NZ:

1. Z FM (NZ) - anna@zmonline.com
2. 95 bFM (NZ) - https://95bfm.com/email-us
3. ZM (NZ) - ben@zmonline.com
4. Triple J (AUS) - https://www.triplejunearthed.com/comps-and-resources/contact
5. Nova 96.9 (AUS) - +61 (2) 9564-9999
6. KIIS 1065 (AUS) - contact@kiis1065.com.au

CAN:

1. Indie88 - submityourmusic@indie88.com
2. CHUO 89.1 FM - https://chuo.fm/contact-us/
3. Hits 93 Toronto - general@hits93.ca
4. CITR 101.9 FM Vancouver - stationmanager@citr.ca
5. CKUT 90.3 FM Montreal - music@ckut.ca

nova 96.9



INDIE88

Press

1. Marie Claire - christina.lombardi@hearst.com
2. NME - press@nme.com
3. NY Times - editorial@nytimes.com
4. Pitchfork - news@pitchfork.com
5. Teen Vogue - web@teenvogue.com
6. Wired - press@wired.com
7. Music Week - george.garner@futurenet.com
8. Pigeons and Planes blog - submissions@pigeonsandplanes.com
9. Mojo - jen.bulley@bauermedia.co.uk
10. Under the Radar - submissions@undertheradarmag.com
11. Birp! blog - https://www.submithub.com/blog/birp-fm
12. FACT magazine - promos@factmag.com
13. Stereogum blog - chris@stereogum.com
14. Drowned in Sound blog - press.releases@drownedinsound.com
15. Elle - natasha.bird@elle.co.uk



Music Sync







Through Carol's trusted agent, arrange music sync opportunities with popular film/TV series on streaming services such as Netlfix, Amazon Prime, HBO or Disney+. Films and shows may be similar to the following, since they mirror Carol's dark, young and emotional music:

1. Euphoria (HBO)
2. Someone Great (Netflix)
3. Sex Education (Netflix)

Spotify Playlists

1. Indie-Pop - curated by Shannon Carragher: IG @shancarragher
2. Alt Pop - curated by Colleen Taylor: IG @colleenqtaylor
3. Heavy Rotation - curated by Mandy Tamm: IG @mandy_tamm
4. Gen Z - curated by Colleen Taylor: IG @colleenqtaylor
5. Teen Beats - curated by Colleen Taylor: IG @colleenqtaylor
6. New in Pop - curated by Sara Sesardic: IG @sarasesardic
7. Pop Study - curated by Sara Sesardic: IG @sarasesardic
8. New Music Friday - curated by N/A
9. All New All Now - curated by Colleen Taylor: IG @colleenqtaylor
10. Songs to Scream in the Car - curated by Mandy Tamm: IG @mandy_tamm
11. Fresh Finds: Pop - curated by Sara Sesardic: IG @sarasesardic
12. Sad Indie - curated by Shannon Carragher: IG @shancarragher
13. All New Indie - curated by Shannon Carragher: IG @shancarragher
14. Ultimate Indie - curated by Shannon Carragher: IG @shancarragher
15. Women of Indie - curated by Shannon Carragher: IG @shancarragher





Podcasts

1. And the Writer is... - hello@andthewriteris.com
2. NPR's Tiny Desk - allsongs@npr.org
3. Rolling Stone Music Now - tips@rollingstone.com
4. Song Exploder - contact@songexploder.net
5. Popcast (NY Times) - info.popcast@nytimes.com
6. Diary of a Song (NY Times) - N/A
7. The Zane Lowe Interview Series - zane.lowe@bbc.co.uk
8. Naked Beauty - nakedbeautypodcast@gmail.com
9. Zach Sang: Just the Interviews - +1 (888) 515-9224
10. Terrible, Thanks for Asking - https://www.noraborealis.com/ttfacontactform





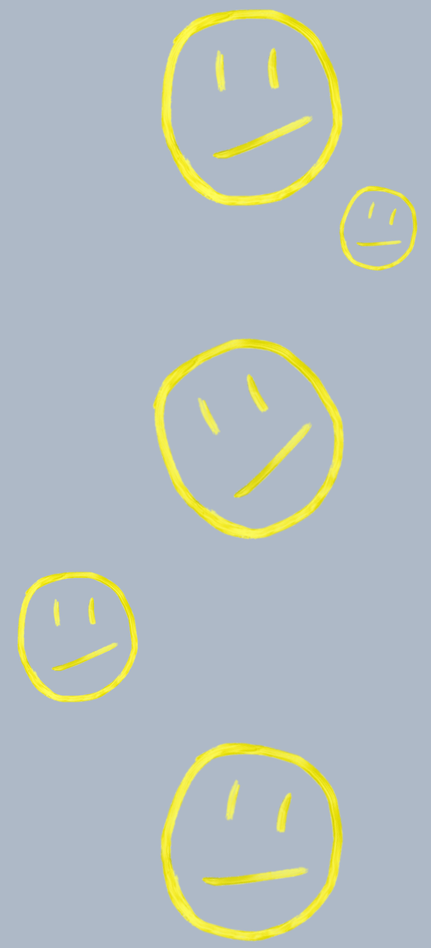
National Tours: Year 1 and 2

US:

1. New York, NY - Rockwood Music Hall: info@rockwoodmusichall.com
2. Los Angeles, CA - The Roxy Theater: roxy.theater@yahoo.com
3. San Francisco, CA - The Fillmore: +1 (415) 941-5747
4. San Diego, CA - House of Blues: specialevents@livenation.com
5. Seattle, WA - Neumos: booking@neumos.com
6. Chicago, IL - The Hideout: +1 773-227-4433
7. Austin, TX - Cactus Café: cactuscafe@kut.org
8. Boston, MI - The Sinclair: +1 617-547-5200
9. Nashville, TN - Bluebird Café: info@bluebirdcafe.com
10. Portland, OR - Mississippi Studios: +1 (503) 288-3895

UK & Ireland:

1. London - O2 Shepherd's Bush Empire: +44 (844) 477-2000
2. Brighton - Brighton Centre: +44 (127) 329-0131
3. Manchester - The Ritz: +44 (161) 714-4140
4. Liverpool - O2 Academy Liverpool: +44 (151) 707-3200
5. Glasgow - King Tut's Wah Wah Hut: https://www.kingtuts.co.uk/contact
6. Dublin - The Academy: info@theacademydublin.com



World Tour: Year 3

1. Los Angeles, CA - The Forum: forumguestrelations@thelaforum.com
2. San Francisco, CA - The Independent: info@theindependentsf.com
3. Seattle, WA - Climate Pledge Arena: guestinfo@climatepledgearena.com
4. Chicago, IL - The Vic Theatre: +1 (773) 472-0449
5. New York, NY - Radio City Music Hall: guestrelations@msg.com
6. Toronto, ON - HISTORY: N/A
7. Vancouver, BC - Vogue Theatre: info@voguetheatre.com
8. London, UK - The O2 Greenwich: global.partnerships@aegeurope.com
9. Edinburgh, UK - O2 Academy Edinburgh: +44 (0)131 477 3500
10. Dublin, IE - 3 Olympia Theatre: info@3olympia.ie
11. Sydney, AUS - Aware Super Theatre: +61 2 9215 7100
12. Melbourne, AUS - Forum Melbourne: programming@marrinergroup.com.au
13. Brisbane, AUS - Fortitude Music Hall: bookings@thefortitude.com.au
14. Auckland, NZ - Spark Arena: info@sparkarena.co.nz
15. Wellington, NZ - The Opera House: +64 4 801 4231



Festivals

1. Lollapalooza, US - info@lollapalooza.com
2. Outside Lands, US - info@sfoutsidelands.com
3. Austin City Limits, US - 888-512-SHOW
4. Glastonbury, UK - https://www.glastonburyfestivals.co.uk/contact-us/
5. Leeds Festival, UK - info@leedsfestival.com
6. All Points East, UK - info@allpointseast.com
7. Festival d'été de Québec, CAN - infofestival@feq.ca
8. Splendour in the Grass, AUS - answers@splendourinthegrass.com
9. Yours & Owls Festival, AUS - info@yoursandowls.com.au



Fan Experience

- Merchandise giveaways
- Early-bird ticket offers and VIP access
- Have Carol's team pick out 15 fans from the crowd at each live performance, and invite them to an exclusive post-show meet-and-greet with Carol
- Exclusive access to sound-check performances
- Send fans handwritten thank-you cards
- Monthly newsletter
- Music and merch pop-up shops
- Birthday club on website; send fans personalized Birthday e-mails
- Private album listening party at Carol's home and gift fans party favours
- Private Zoom calls/performances with fans
- Invite fans to chat in person on Instagram lives
- Instagram polls



Brand Partnerships

The Body Shop

Contact:
uk.pressoffice@thebodyshop.com

Starface

Contact:
hello@starfaceworld.com

Urban Outfitters

Contact:
pr@urbn.com

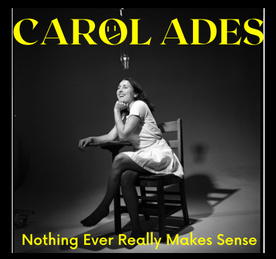
One Sheet

CAROL ADES

For booking enquiries:
mgmt@carolades.com

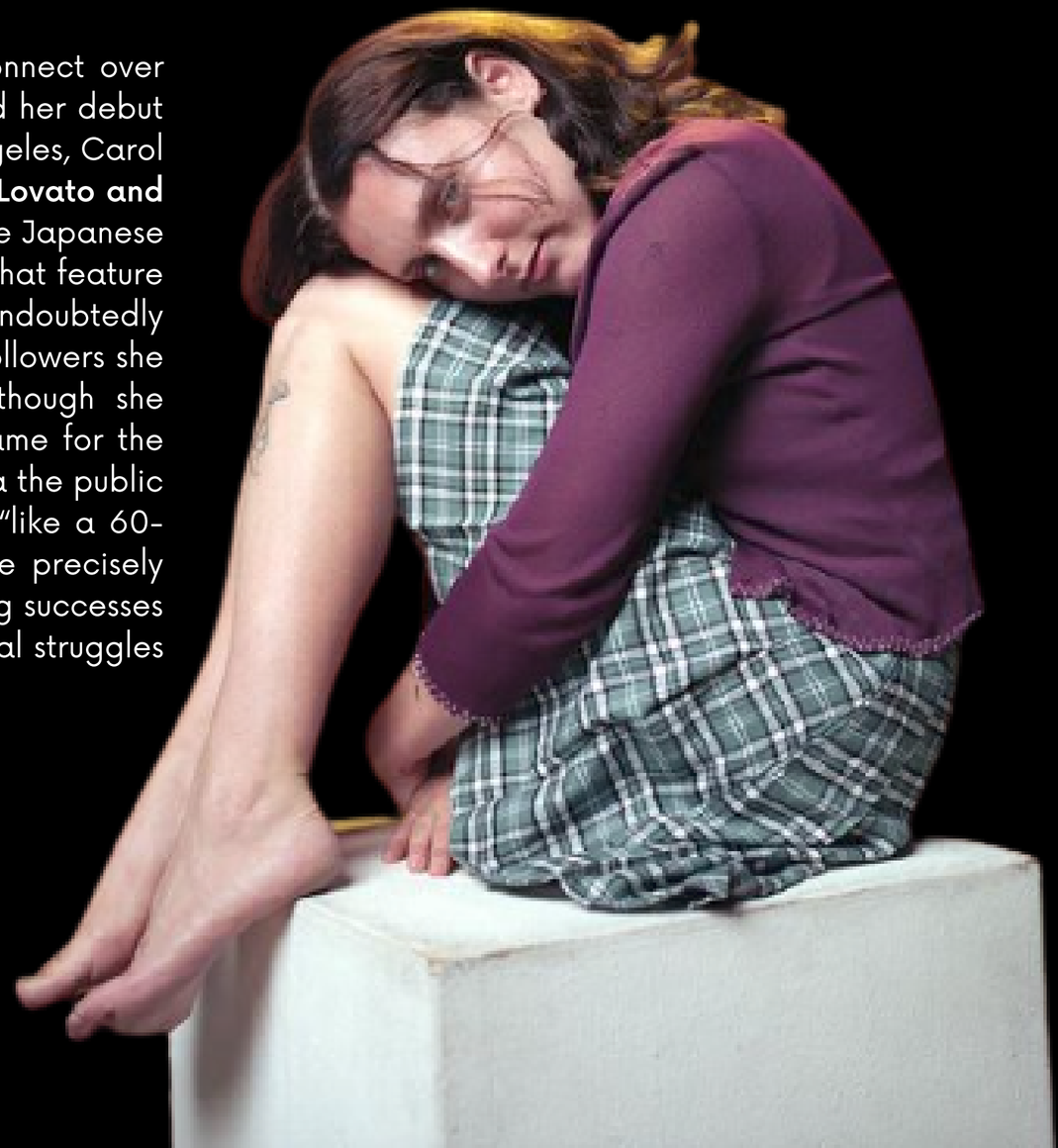
Carol Ades is an emerging **singer-songwriter** who is building a safe space for fans to connect over shared struggles through both her music and on social media. Although she has just released her debut single, the New Jersey-native is no stranger to the music industry. Currently based in Los Angeles, Carol is an established songwriter credited with penning hits for the likes of **Selena Gomez, Demi Lovato and Zara Larsson**, to name a few. Some of her biggest influences include Phoebe Bridgers and The Japanese House, whose organic sound permeates Carol's music. Indeed, her songs are lived-in stories that feature **intimate** vocals, acoustic guitars and gutwrenchingly **vulnerable** lyrics, all wrapped up in an undoubtedly **indie-pop** sound. Her 2021 debut is highly anticipated by the near one-hundred-thousand followers she has amassed across social platforms since competing on **The Voice USA in 2013**. Although she performed as Caroline Pennell on the talent show, her current debut opts out her birth name for the pseudonym Carol Ades. She explains changing her name to distance herself from the persona the public met in 2013, and because she loves how "grandma-ish" Carol sounds, admitting she feels "like a 60-year-old in a 25-year-old's body". Her self-deprecating humour and **self-aware** lyrics are precisely what is so refreshing to fans, especially at a time when social media gurus favour showcasing successes to showing imperfections. Indeed, Carol is changing the game by being vocal about personal struggles with **body-image, self-doubt and mental health**; revealing the **real** behind highlight **reels.**







Web/Socials
Website: www.carolades.com
Linktree: carolades_i.lnk.to/
Instagram: @carolades
TikTok: @carolades
Twitter: @carolades



EPK (p. 1)

Carol Ades is changing the game by being vocal about personal struggles related to body-image, self-doubt and mental health. Her dark, witty humour and self-aware lyrics are precisely what is so refreshing to fans, especially at a time when social media gurus favour showcasing successes to showing imperfections. Carol, however, sets herself apart by revealing the real behind highlight reels.

BIO

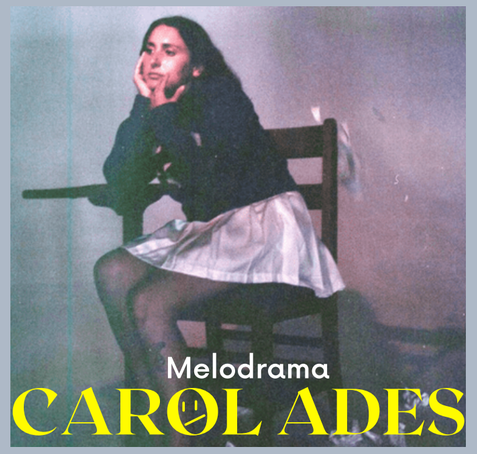
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PRESS QUOTES

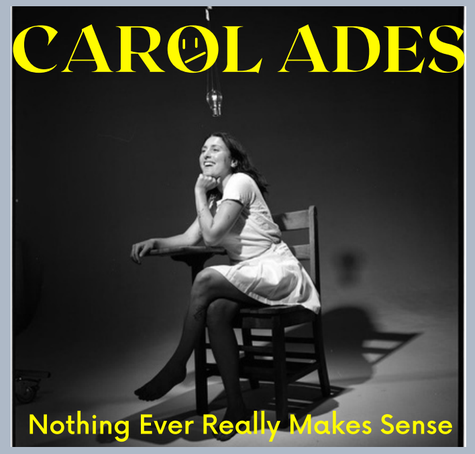
"LA-based musician Carol Ades' new single "I Can't Wait to Be British" is a fresh start as she optimistically spirals through a myriad of self-doubt, dreaming of a different life." - The Line of Best Fit

EPK (p. 2)

MUSIC



https://open.spotify.com/track/3EMIcnsBn2R7PKNlIKDZFR?si=orylHcd5TfmYg6WzVFuV1Q



https://open.spotify.com/track/3EMIcnsBn2R7PKNlIKDZFR?si=orylHcd5TfmYg6WzVFuV1Q



https://open.spotify.com/track/3EMIcnsBn2R7PKNlIKDZFR?si=orylHcd5TfmYg6WzVFuV1Q

SOCIAL LINKS

Website: www.carolades.com
Linktree: carolades_i.lnk.to/
Instagram: @carolades
TikTok: @carolades
Twitter: @carolades

CONTACT

E-mail: mgmt@carolades.com

FAN TESTIMONIALS

"Carol's songs perfectly describe the feelings and experiences I can't put into words" Sarah from Chicago
"Carol's music got me through one of the hardest years of my life and I'm forever grateful for that" Liv from London

EPK (p. 3)

PHOTOS






VIDEOS

https://www.youtube.com/watch?v=bft45stggu6



https://www.youtube.com/watch?v=bft45stggu6



https://www.youtube.com/watch?v=bft45stggu6



Detailed Brief to Third Parties

COMPANY BACKGROUND

Over the past year, our company, SG, has been developing marketing strategies for some of the top artists and businesses in the music industry.

Our achievements include working with Warner Bros. artist Joshua Bassett and developing a re-brand strategy for Tileyard artist Carma. Additionally, we helped reposition the legendary Empire Artist Management at the forefront of the Industry through a fresh re-brand and strategic positioning, and also helped break Grammy-winning artist Sofia Gobbi.

By launching Carol Ades in the indie-pop music scene, we aim to create a profitable, new pocket of music where twenty-somethings can connect and feel understood to the singer-songwriter's original, ground-breaking music and lyrics.

PROJECT OBJECTIVE

With this three-year marketing campaign, we aim to increase Carol Ades' brand awareness and cohesiveness in English-speaking countries by August 2024, while also improving fan engagement and growing her fanbase to amass around 1M followers across social platforms.

Detailed Brief to Third Parties

TARGET AUDIENCE

Our target audience primarily comprises of female students between 16-29 years old, who live in English-speaking countries like the US, the UK and Australia. They are passionate about social change, self-care, body-positivity and dislike aspirational beauty brands and unattainable standards society imposes on women. They are single and might work part-time in cafés, restaurants and retail. They want more vulnerability and honesty in music, and are looking for a role model they can relate to and admire as a friend, not as a distant, untouchable idol.

Some of their favorite music and products might include Phoebe Bridgers, The Japanese House and brands like Starface or Rare Beauty. They learn about these artists and products through platforms like Instagram, TikTok, Twitter and word-of-mouth.

COMPETITORS

Carol's 3 biggest competitors are Phoebe Bridgers, Girl in Red and Lizzy McAlpine. These artists offer vulnerable lyrics, strong artist-to-fan interaction and strong images. Carol is ahead of them lyrically and in the way she shares her vulnerability online, but falls behind when it comes to fan engagement and direct interaction.

Detailed Brief to Third Parties

KEY CONSUMER BENEFIT

Regular targeted, authentic and direct artist-to-fan communication on social media is the best way for our target audience to feel more engaged with and trusting of Carol.

ATTITUDE

Proactive, authentic, transparent, honest, loyal.

CALL TO ACTION

Our target audience will feel trusting of Carol, as well as understood and seen when they encounter our campaign.

DISTRIBUTION

We will promote the campaign on channels like Instagram, TikTok and Twitter, which our target audience engages with on a daily basis. Some of the content we plan on releasing to gain their attention and keep them informed about our project includes music videos,, livestreams and partnerships with anti-aspirational beauty brands. Some messages we will use include: "Adulting is hard. Having a friend through it makes it easier. Listen to Carol Ades" and "Feeling lonely in your 20s? Listening to Carol Ades, you feel a little less alone".

Heads of Terms Agreement

The following Heads of Terms Agreement is effective starting [date], **between:**

Sofia Gobbi (herein referred to as 'Service Provider') with head office at [insert address] represented by [insert company name] under Trade and Companies register number [insert number]

and [insert company name] (herein referred to as 'The Client'), with head office at [insert address].

Wherein this agreement, both parties agree as follows:

1. SERVICES PROVIDED

The Service Provider promises to deliver a marketing strategy, branding and positioning campaign for The Client within the agreed timeframe of 3 years, overseeing pre-production, production and aftercare. The Service Provider will provide in-person aftercare services for the duration of 1 month after production.

Heads of Terms Agreement

2. PAYMENTS

The Service Provider and The Client both agree to the following Payment Terms:
Total Service fee: £5,000

The payment will occur as follows:
Balance due on the first day of month 1 (pre-production): £10,000
Balance due on the last day of month 3 (production): £90,000
Balance due on the last day of month 24 (production): £90,000
Balance due on the first day of month 36 (aftercare): £10,000

3. BILLING

a. Billing occurs at the end of each production phase, as stated above.
b. Bills must be paid within 15 days of the invoice date.

Heads of Terms Agreement

3. THE CLIENT

The Client promises to pay bills on time or within 15 days of the date of the invoice.
The Client agrees not to disclose confidential information such as ideas, strategy and campaign belonging to the Service Provider, including but not limited to:

- Logo and rebranding
- Website design
- Campaign strategy and ideas
- Merchandise design

4. APPLICABLE LAW AND JURISDICTION

This agreement shall be governed by UK law.

Heads of Terms Agreement

By signing, you agree to work with Sofia Gobbi by respecting the conditions stated above.

(Location, Date)

(Location, Date)

(The Service Provider)

(The Client)

References

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- Baker, Bob. (2013) *Guerrilla Music Marketing Handbook: 201 Self-Promotion Ideas for Songwriters, Musicians and Bands on a Budget.* St. Louis: Spotlight Publications.
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