

# IVYXM

*NEW SINGLE RELEASE 'GET LOW'*

*PRESENTED BY GARY KEANE*



# *BIO*

IVYxM is an R&B-queen with a bad b\*tch attitude. Think Ella Mai with a Lil 'Kim twist. She draws inspiration from artists such as SZA, Nicki Minaj and Kehlani.



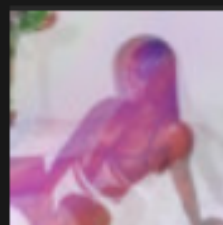
***SPOTIFY***

**TOTAL SPOTIFY PLAYS**

**148,929**

**TOTAL MONTHLY LISTENERS**

**1,086**

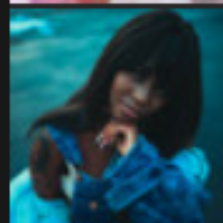


1



Lights Off

30,789

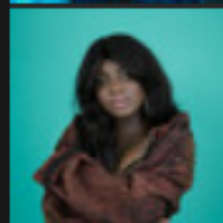


2



But You

111,472



3



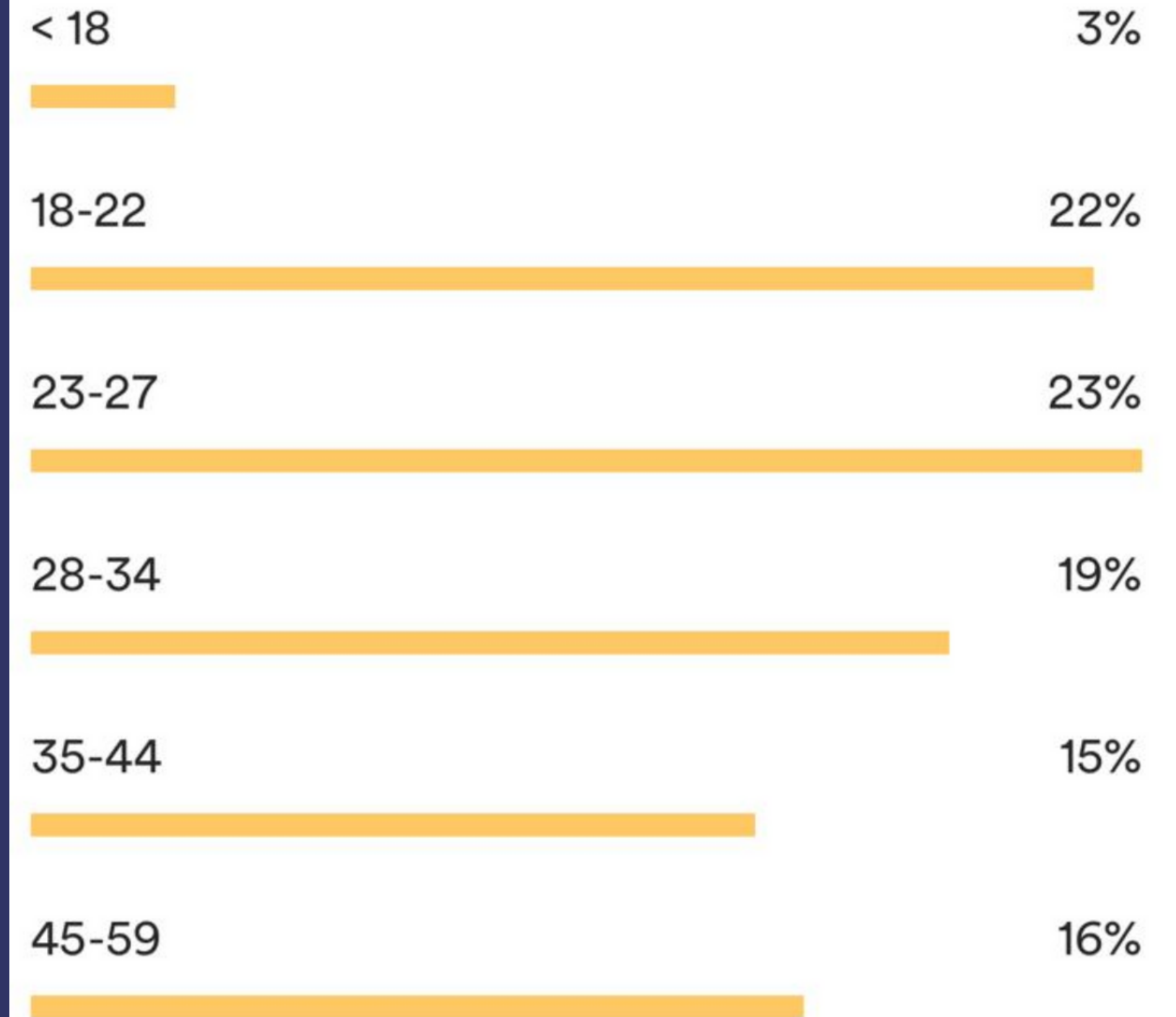
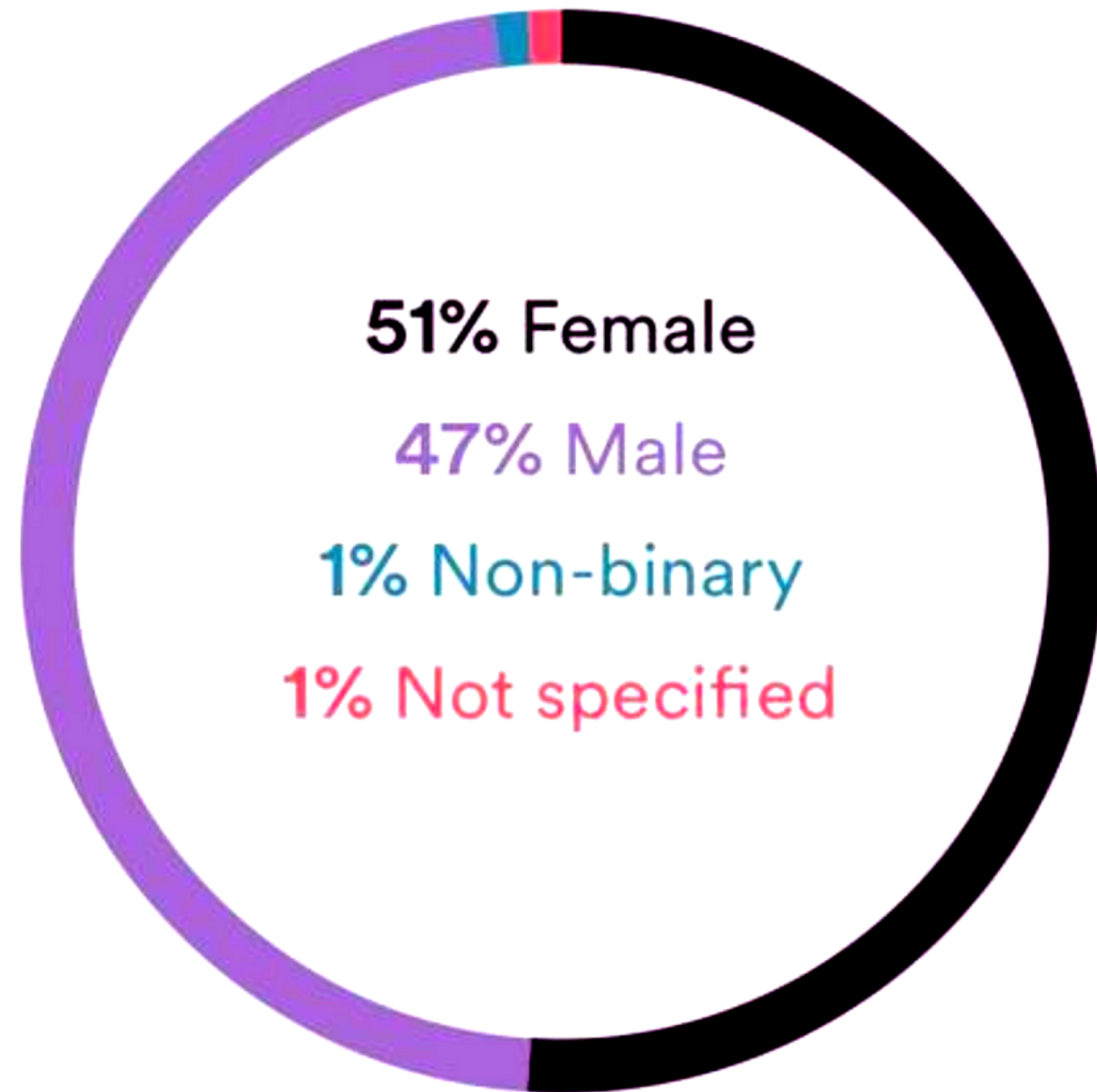
Slippin' on Trouble

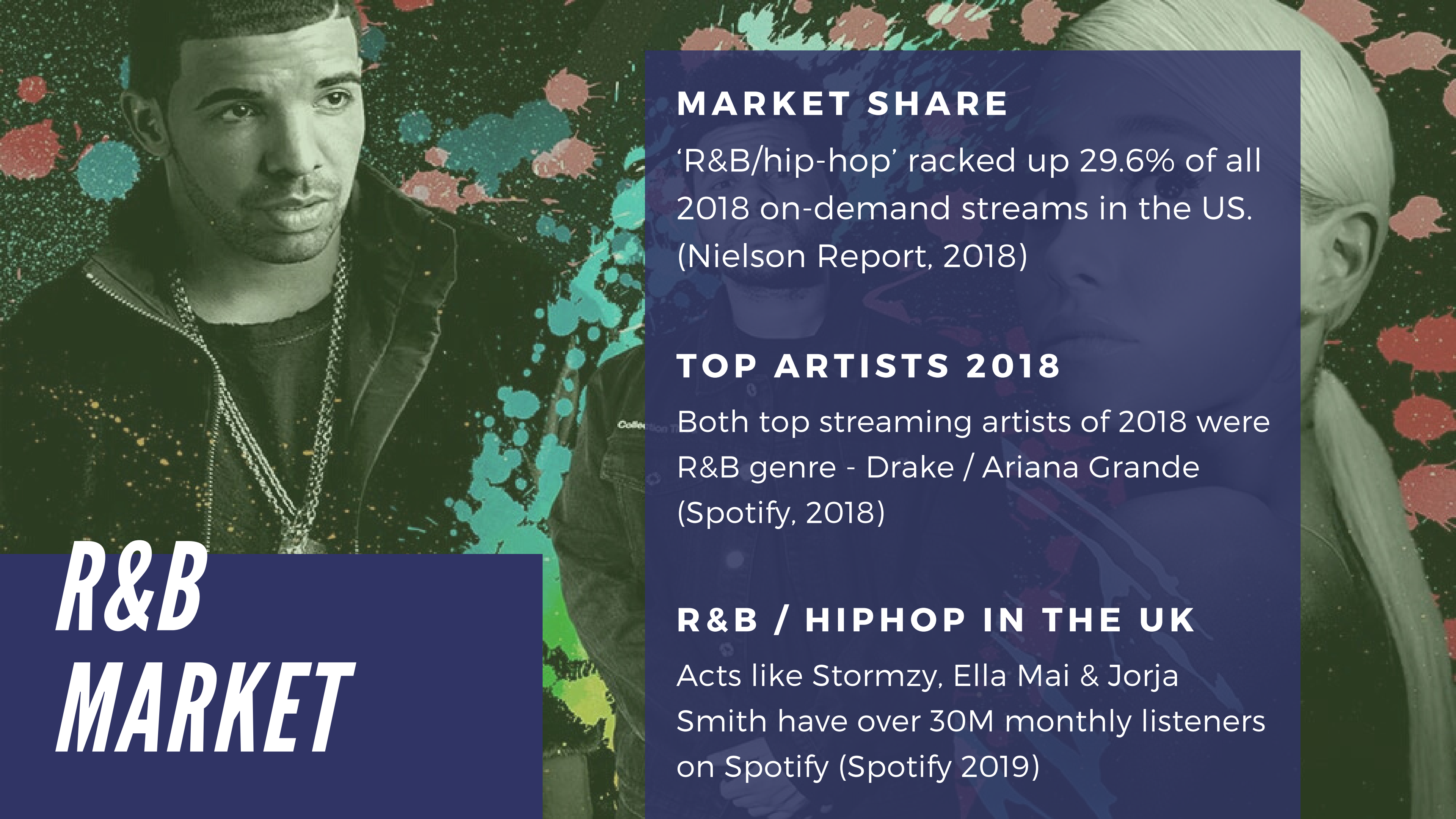
6,668

**MOST POPULAR CITY**

**COPENHAGEN, DENMARK**

# DEMOGRAPHIC





# ***R&B MARKET***

## **MARKET SHARE**

'R&B/hip-hop' racked up 29.6% of all 2018 on-demand streams in the US. (Nielson Report, 2018)

## **TOP ARTISTS 2018**

Both top streaming artists of 2018 were R&B genre - Drake / Ariana Grande (Spotify, 2018)

## **R&B / HIPHOP IN THE UK**

Acts like Stormzy, Ella Mai & Jorja Smith have over 30M monthly listeners on Spotify (Spotify 2019)

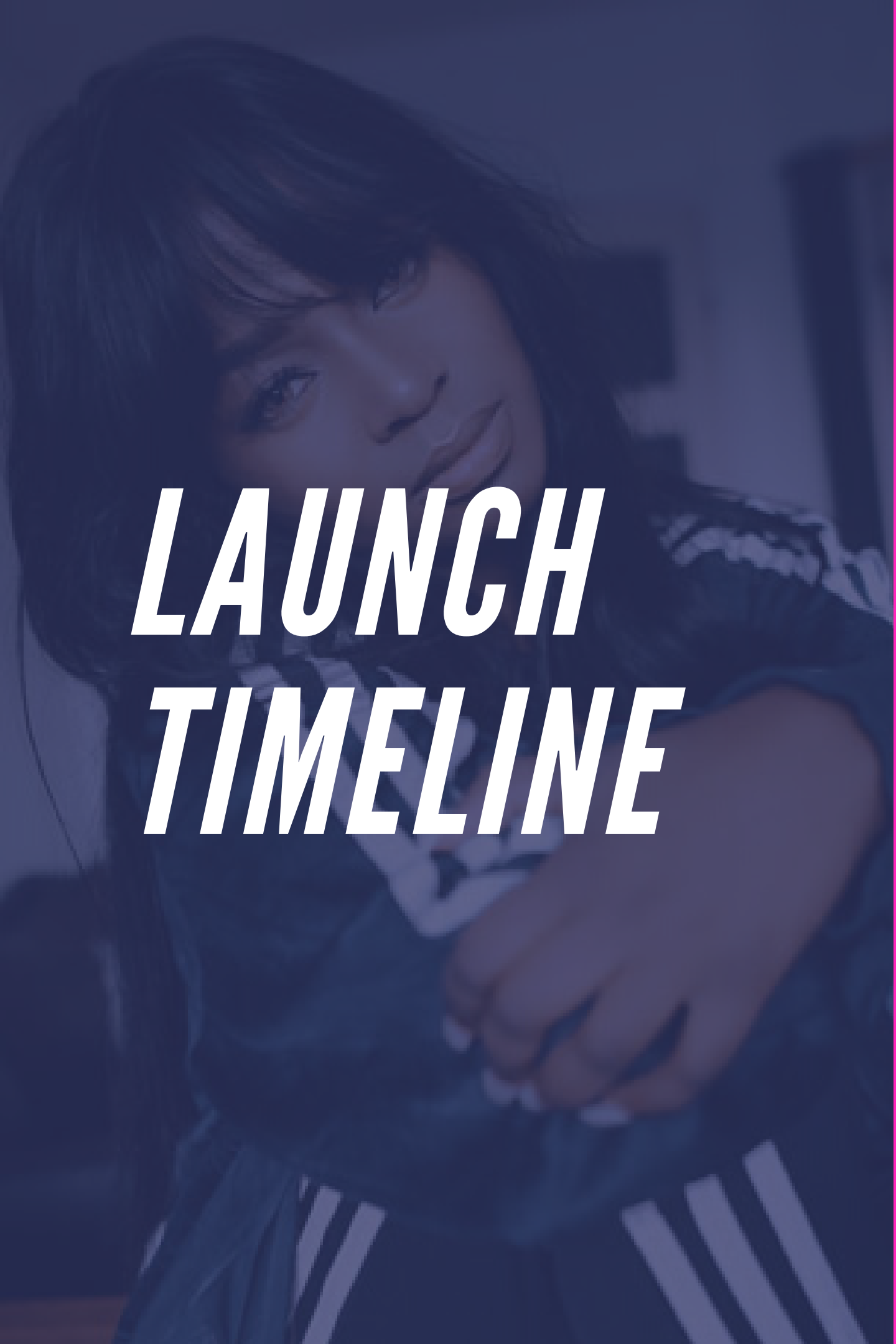
## SOCIALS

***INSTAGRAM - 2,736 FOLLOWERS***  
***FACEBOOK - 607 FOLLOWERS***  
***TWITTER - N/A***

- 
- R&B GENRE
  - FEATURES RAP + VOCALS
  - NEW SOUND FOR IVY
  - SUITABLE TO TARGET COMMERCIAL RADIO
  - AGGRESSIVE 'STATEMENT' TRACK - 'I'M HERE'

***LEAD SINGLE - 'GET LOW'***





# ***LAUNCH TIMELINE***

## **JAN 2020**

Photoshoot / Track Mix + Mastered / Video  
Treatments Delivered / Register Works PRS + PPL

## **FEB 2020**

Video Shot + Edited / Visuals + Artwork Finalised /  
PR Engaged - Bio + EPK + Press Release / Launch  
Show Booked / Booking Agent - Key Support Slots

## **MARCH 2020**

All assets ready, PR actively targeting radio + online  
/ Launch Show Announced / Online Promo Started  
- Release Date Announced + Artwork Released

## **\*APRIL 2020 RELEASE MONTH**

Track + Video Released / Launch Show / PR  
Following Up Radio / Spotify Playlists Targeted

## **MAY 2020**

Track Remix / Summer Festival Slots / Pick Tracks  
for an EP in Autumn / TikTok Fan Videos

***£500***

**OPERATING BUDGET**

***PROMO / MUSIC VIDEO / PICS / MIX +  
MASTER / DISTRIBUTION***

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# ***SPEND 1/2***

## **MIX £0**

The song will be mixed for free by the producer/songwriter on the basis of future royalty payments.

## **MASTERING £0**

Mastering will be done online using 'Landr'. Landr offer 2 free masters as a trial.

## **VIDEO £150**

Music video will be shot and edited for £150 by up-and-coming hip-hop videographer.

## **DISTRIBUTION £0**

Online distribution will be done for free via 'Routenote' who take a slightly higher royalty of 15% but charge no fee.

# ***SPEND 2/2***

## **SOCIALS** **£100**

Co-ordinated promoted posts on both Instagram and Facebook around the release.

## **DESIGN** **£75**

Graphic design will be used for all release artwork and social media visuals, EPK and promo.

## **PR** **£100**

PR will be handled at an introductory independent-artist rate and will be for a short run of radio plugging and online targeting.

## **PHOTOSHOOT** **£75**

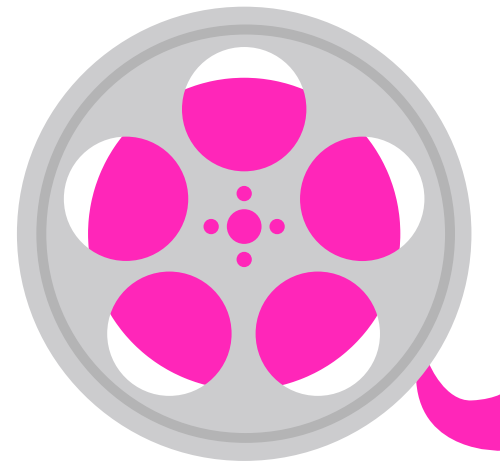
We have a photographer who is willing to do the shoot and picture editing for £75.

# ***POTENTIAL REVENUE SOURCES***



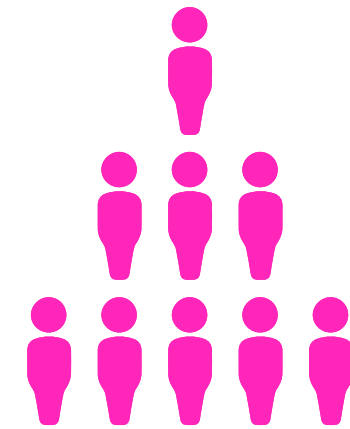
## **MERCH**

BEANIES / T-SHIRTS /  
TOTE BAGS / SIGNED  
LYRIC SHEETS FOR  
BOTH LIVE SHOWS AND  
ONLINE ORDERS



## **SYNC**

RESEARCH SYNC  
AGENCIES FOR BOTH  
EXCLUSIVE AND NON-  
EXCLUSIVE DEALS -  
SONG PLACEMENT IN  
TV / FILM / GAMING



## **CROWD FUND**

CROWD FUND  
CAMPAIGN WITH  
UNIQUE, MEANINGFUL  
ASSETS TO BUILD FAN  
RELATIONSHIP AND  
GENERATE FUNDS FOR  
EP RELEASE

# ***KEY TARGETS FOR 2020 1/2***

## ***SPOTIFY PLAYLISTS***

New Music Friday Denmark (60k)

This Is How We Do (600k)

R&B UK (66k)

New Music Friday UK (750k)

## ***KEY LIVE SUPPORTS***

Target suitable RnB / Urban acts - e.g. Ella Mai, Lukas Graham for support slots to grow fanbase in both Denmark & UK

## ***MAILING LIST***

Build up mailing list using Instagram competitions/giveaways and market new music and shows via email

## ***NEW MUSIC / COLLABS***

Secure writing sessions with a talented mix of established and up and coming topliners and producers.

# ***KEY TARGETS FOR 2020 2/2***

## ***BUILD TEAM***

Secure meetings with managers + lawyers to build a new team for 2020.

## ***DRIVE SOCIALS***

Grow Instagram followers by 1k per month (12k total for 2020). Start YouTube freestyle series.

## ***HEADLINE SHOWS***

Book 2 headline shows for 2020. One for Single Launch and a follow up for EP Launch in Autumn 2020. Develop live show + create live videos.

## ***EP RELEASE***

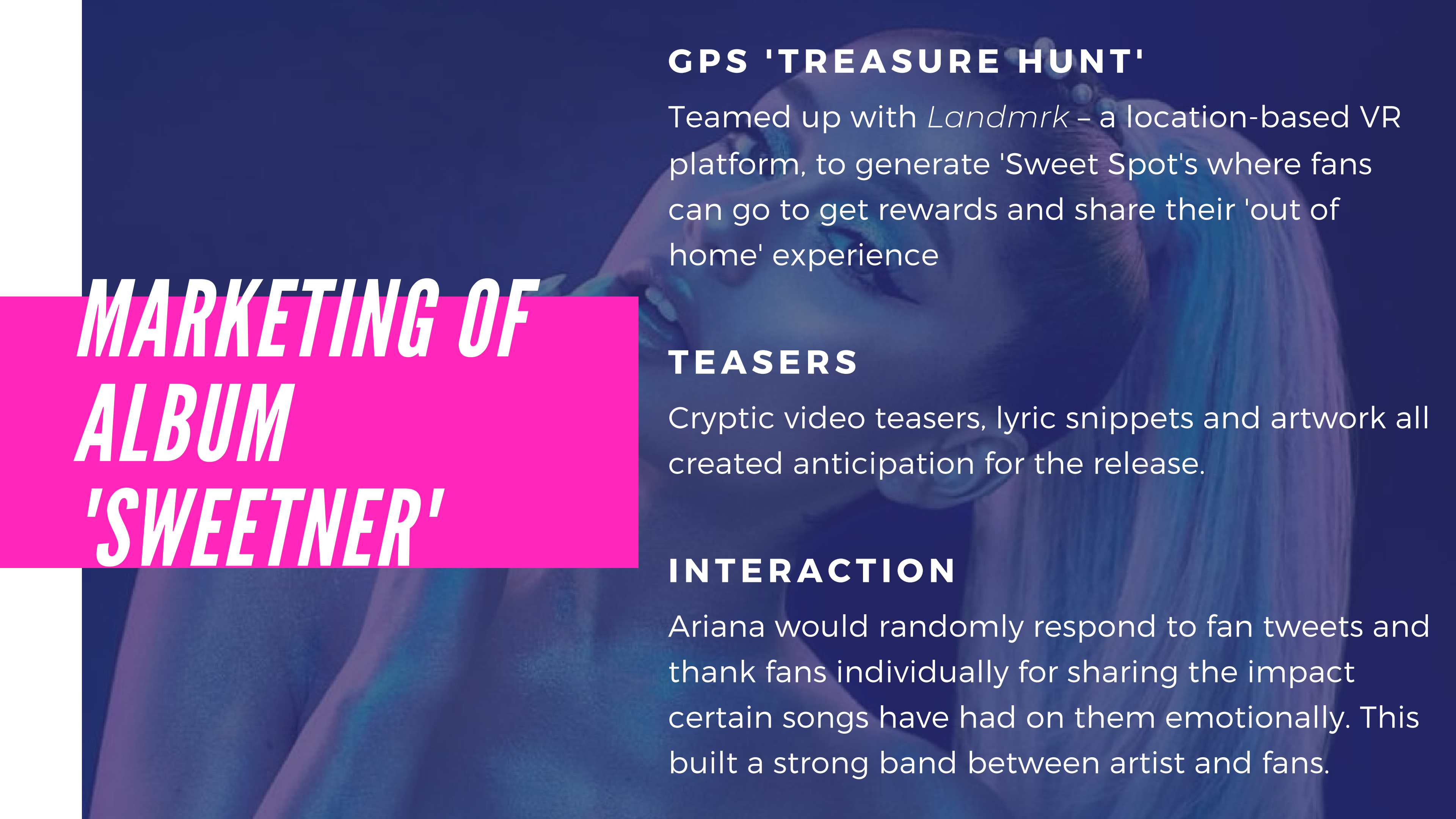
Release 4-track EP in Autumn 2020. Build anticipation for this throughout the year. Document journey.



An Inside Look at

# ARIANA GRANDE'S

Digital Marketing Strategy



# ***MARKETING OF ALBUM 'SWEETNER'***

## **GPS 'TREASURE HUNT'**

Teamed up with *Landmrk* – a location-based VR platform, to generate 'Sweet Spot's where fans can go to get rewards and share their 'out of home' experience

## **TEASERS**

Cryptic video teasers, lyric snippets and artwork all created anticipation for the release.

## **INTERACTION**

Ariana would randomly respond to fan tweets and thank fans individually for sharing the impact certain songs have had on them emotionally. This built a strong bond between artist and fans.

The background of the entire slide is a dark, moody portrait of a woman with long, wavy dark hair. She is looking directly at the camera with a slight, enigmatic smile. The lighting is soft, highlighting her features against a dark background. The overall aesthetic is modern and artistic, typical of contemporary music marketing.

# ***MARKETING OF 'GET LOW'***

## **GPS 'TREASURE HUNT'**

This would be for a later stage in IVYxM's career after a significant fan base has been built. A different approach would be for fans to win prizes for submitting TikTok videos of them performing the rap from the track.

## **TEASERS**

Teasers will form an important element of this campaign with lyrics from the track, visuals and audio being teased in the run up to release.

## **INTERACTION**

Instagram Live and Facebook Live will be used to create a space for fans to interact with IVYxM as well as Instagram Polls. Responding to comments is also a must to strengthen to fan/artist bond.

# ***TO CONCLUDE***



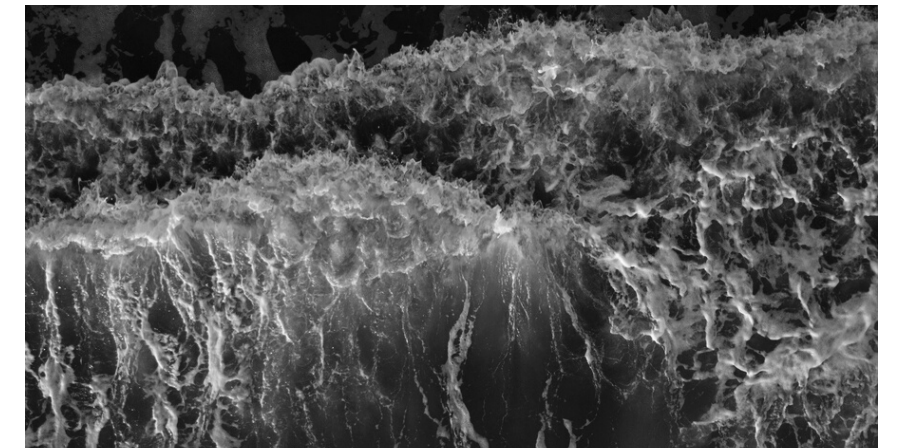
## **POSITION**

Position IvxXm firmly in the UK RnB market and make industry aware of this.



## **ESTABLISH**

Establish IvyXm as a significant artist through Spotify, Radio and Live Shows while building a strong + loyal fanbase.



## **GROW**

Grow from these foundations into other markets by way of endorsements, record/publishing deals, tours, collaborations etc.



# ***NEXT LIVE SHOWCASE***

**FRI DEC 20TH**  
**7:15PM**

Roadtrip & The Workshop  
London ECTV 9EY

Tickets available on Songkick



# IVYXM

IVYXMOFFICIAL.COM



IVYXMOFFICIAL



IVYxM

# REFERENCES

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