

Element 1 [Pre-production Portfolio]

International Music Marketing

By

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Tileyard Education

BE-HOOKD



COMPANY'S BRIEF

Be-hookd is the leading entertainment digital agency living at the intersection of brands, celebrities and fans. They create content driven campaigns that get audiences “hookd” and turn fans into consumers (Be-Hookd Digital, 2020).

The company is located at the heart of Tileyard and provides promotional material such as videos and photos to artists and businesses. It was founded by George James in 2013.

COMPANY'S CORE VALUES

- The company is fairly small, comprised of about 11 – 50 employees (Linkedin,2020). The small amount of employees grants a better communication process between employees and managers, creating a welcoming work environment; moreover this offers the possibility to employees to develop their working skills within the company.
- Be-Hookd takes every project at heart, creating a unique product. The value and effort given in every project grants the company lasting relationships with the clients.

CLIENTS' PERSONA



Artist – Singer

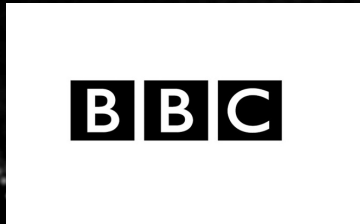
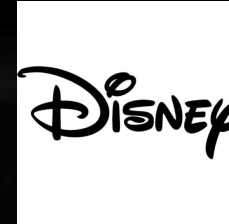
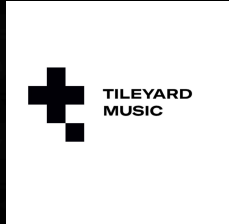
- I need to promote my work.
- I need to increase my fanbase.
- I need to showcase my talent with the help of an amazing promotional video.



Company

- We need to introduce a new product with the help of a promotional video.
- We need to reach a wider audience.
- We need to appeal to a new target market.

BE-HOOKD'S CLIENTS



and many more...

Be-Hookd's clients list also includes artists like: Sigala, Chainsmokers, Lily Allen, Craig David, John Newman, The Script, Paul Weller, Tinie Tempah, Rick Astley, Tom Walker, The Cure and many more.

THE LOGO



Black is a color that can be used to evoke feelings of elegance, substance, and power. Brands that pick black are looking to make a powerful statement and convey a sense of authority and respectability.

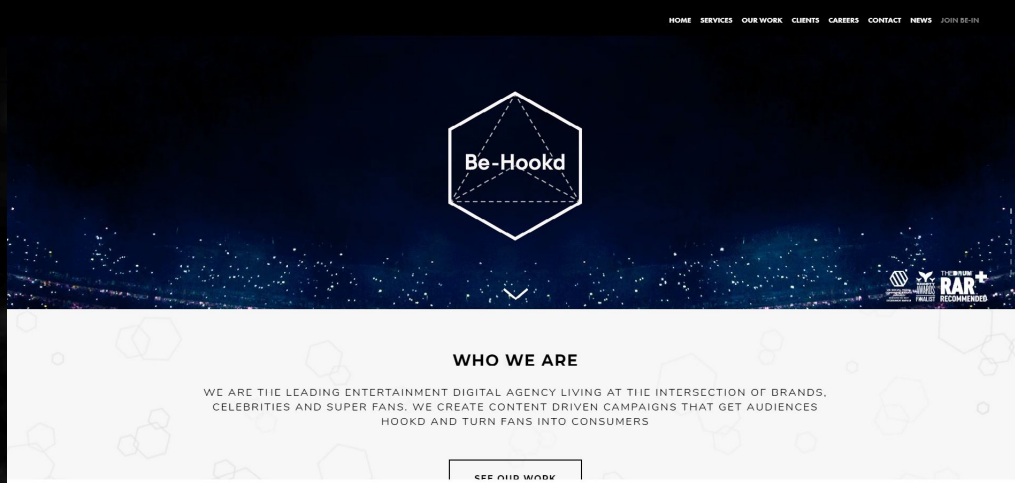
White can represent sophistication and efficiency. Brands trying to convey a level of exclusivity and luxury can use the color white as a secondary color to provide contrast, and can deliver a clean, simple background for a logo (Tailor Brands, 2020)

The geometrical shapes, an hexagon and triangles in our case, convey a meaning of organization, stability and precision (Sukhraj, 2020). In addition, sharp and angular shapes are often more intimidating than round and soft ones, however, these shapes are perfect for communicating power, intelligence, stability or just plain coolness (workerbee, 2017) !

MOOD BOARD

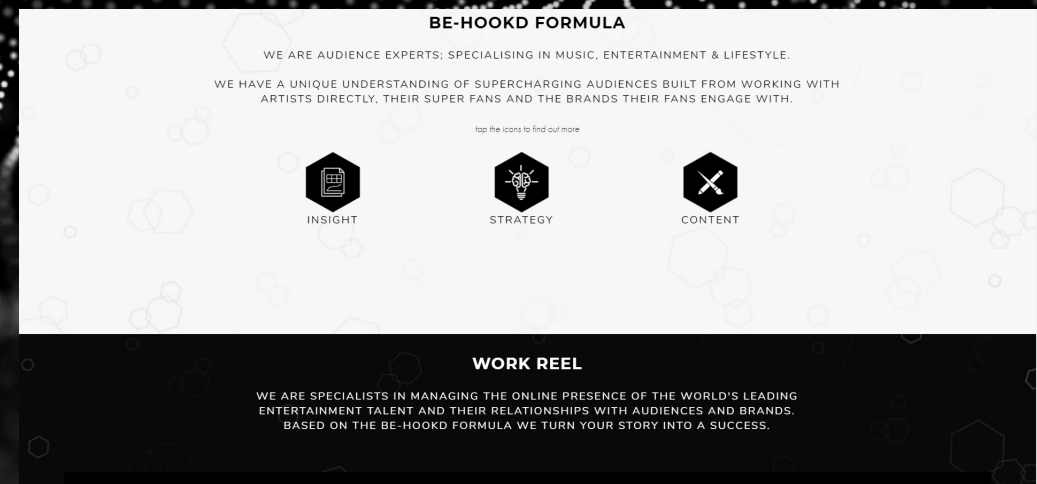


THE WEBSITE



The colour palette is kept to a minimum. The dominant colours are black and white with the hexagon shape present in-text or in the background. The colours and shapes found on the website emphasize on the Be-Hookd's logo.

The website offers a very clean and simple design throughout its entirety. Important tabs such as services, clients and contact can be found in the Home page. The number of tabs and descriptions is kept to a minimum, to preserve the minimalistic aesthetic.

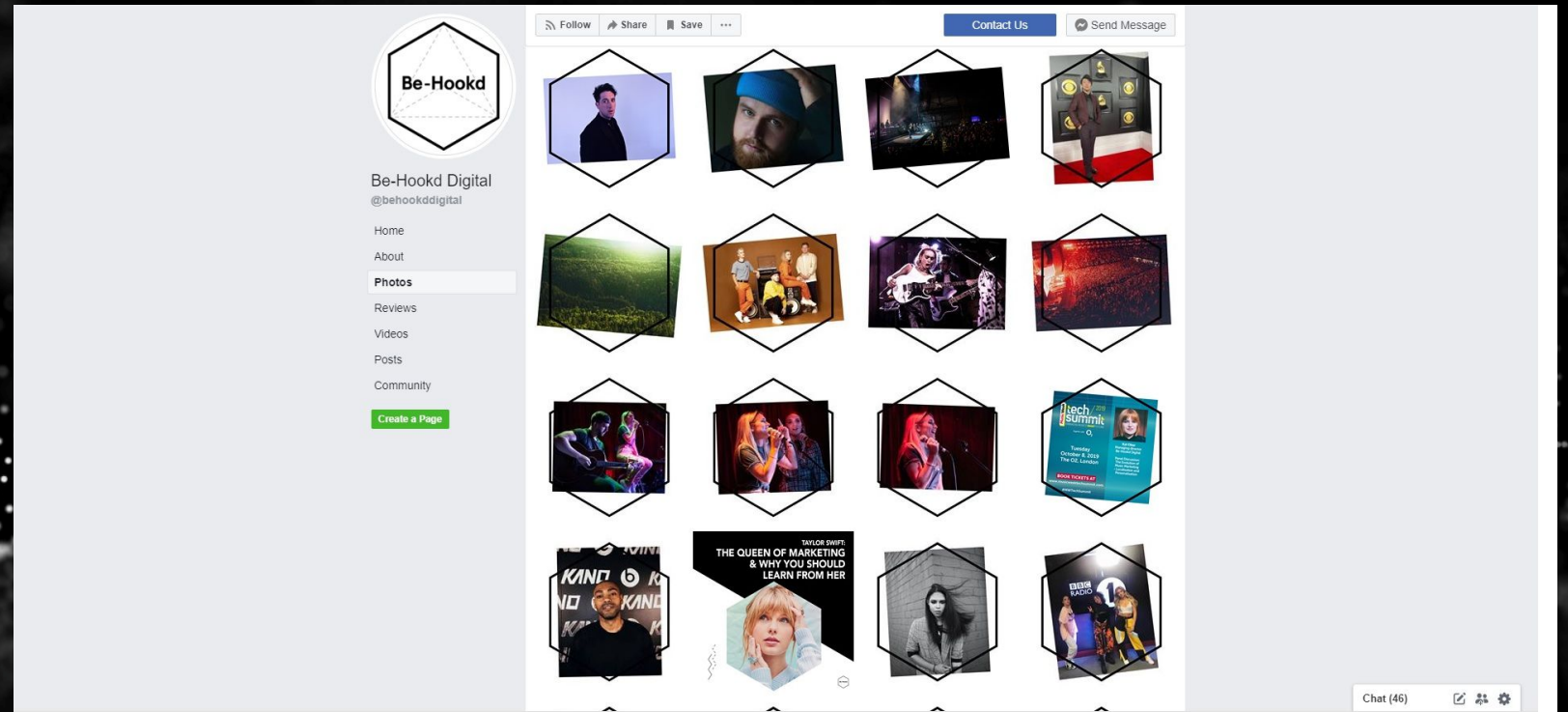


SOCIAL MEDIA - FACEBOOK

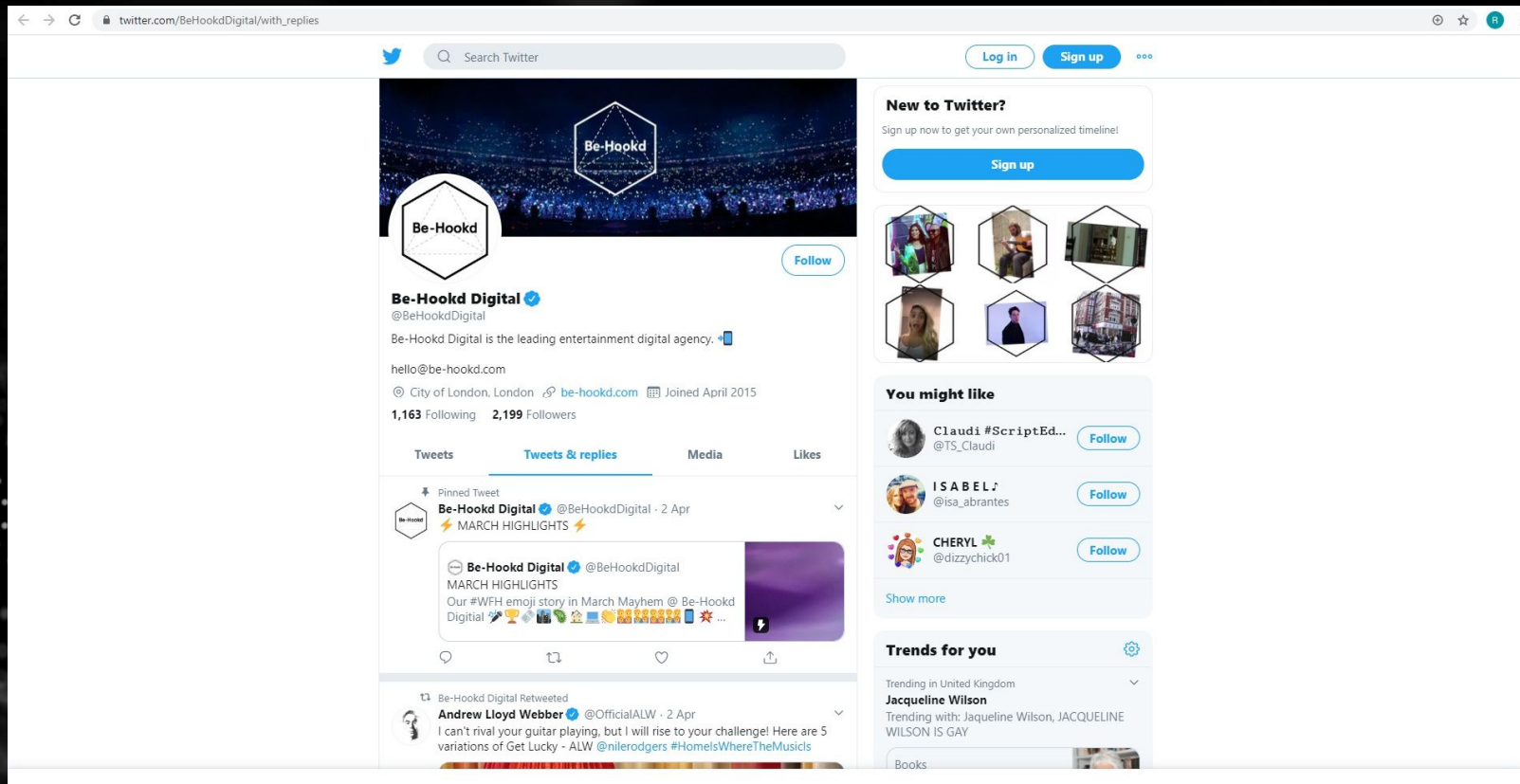
The clean aesthetic style of Be-Hookd is reflected on all of their post on Facebook.

A picture of the artist/brand with a simple black hexagon shape on top conveys a message of organization, dependability and straight-to-the-point approach with no extra fuss.

(1,052 followers on Facebook)



SOCIAL MEDIA - TWITTER



The same clean aesthetic used on Facebook can also be found on Twitter.

Here, the company seems to be more active. We can see frequent Tweets and re-posts.

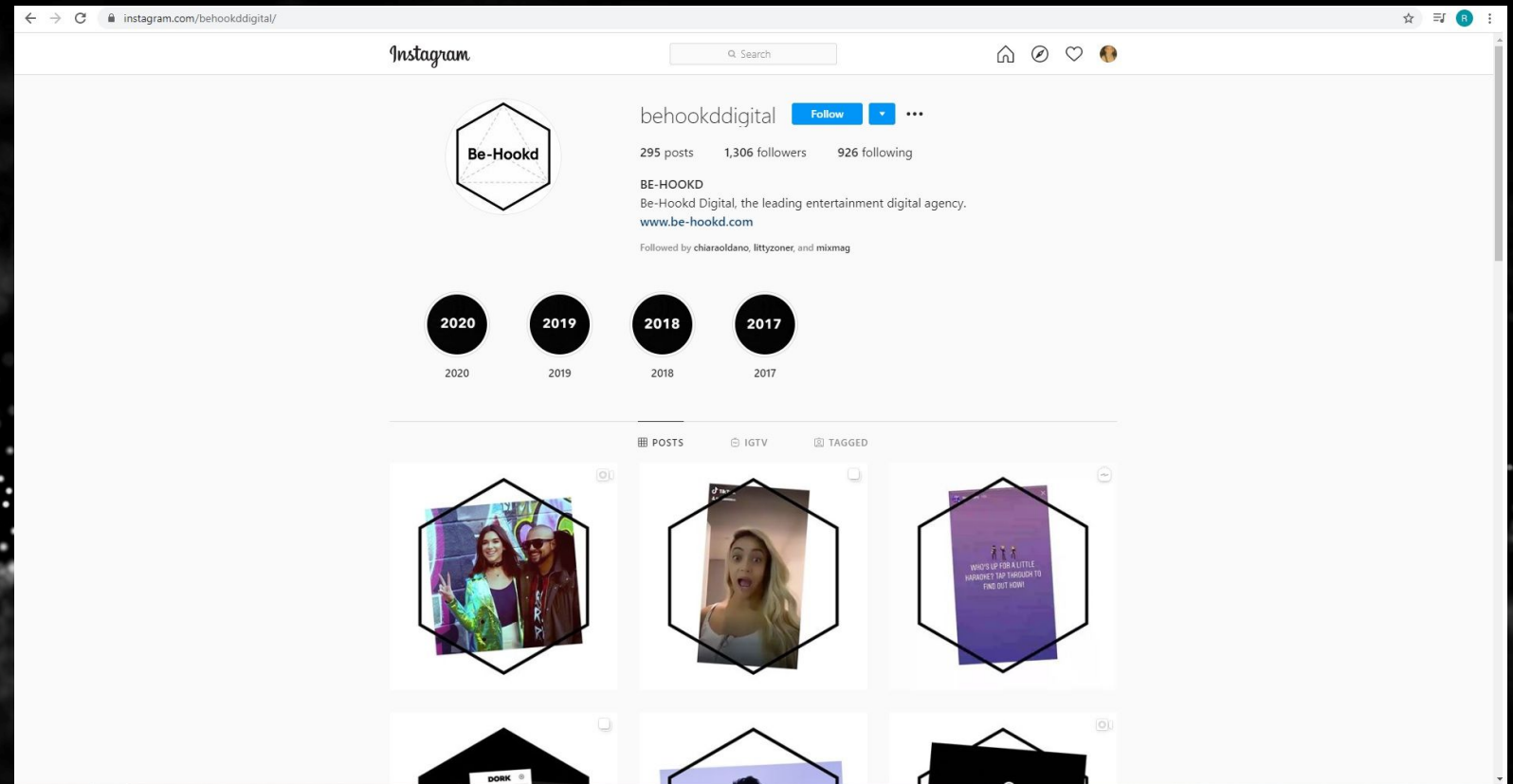
(2,199 followers on Twitter)

SOCIAL MEDIA - INSTAGRAM

Be-Hookd can also be found on Instagram; the posts are semiregular in this platform too, as seen previously on Facebook and Twitter.

The posts follow the same trend and aesthetic, which is important, this gives the visitors and followers a sense of order.

(1,306 followers on Instagram)



MARKETING STRATEGY – SWOT ANALYSIS

- Swot analysis is a crucial tool that helps the marketer to better understand various aspects of a company or brand; this tool is of a paramount importance in the rebranding/refreshing of a company or brand.
- It stands for: Strengths, Weaknesses, Opportunities and Threats and it was developed by Albert Humphrey in the 1960's (Professional Academy, 2020) and, to this date, it is one of the primary tools used in marketing.
- Below we will go through all the 4 points.

SWOT ANALYSIS

- **STRENGTHS** - The company has years of experience in the field and has solid past projects with major companies and artists. Located in the hub of music production/promotion.
- **WEAKNESSES** - The company does not post on social media as much as they should. Nowadays the presence of a brand/company on social medias is very important to stay relevant in the market. The company lacks a YouTube page, here the work could be displayed to clients and followers. Modest advertisement.
- **OPPORTUNITIES** — The company is an expert in the production of promotional videos, those skills should be utilised to showcase past/present projects to potential clients. Potential of growth through the use of social medias and online advertisements.
- **THREATS** - There are various others companies at Tileyard offering the same service as Be-Hookd, this could be a threat to the company. Lack of work/projects visible on the site could deter potential customers.

HEAD OF TERMS (EXAMPLE)

Please find attached below a mock-copy of a Head of terms Agreement between Riccardo Dinoi and Be-Hookd LTD.

HEADS OF TERMS

This heads of terms is made on the date of last signature below between:

1. Riccardo Dinoi of 132 Denmark Hill, England, SE5 8RX (the **First Party**);
2. Be-Hookd LTD a company incorporated in England and Wales under No.09196447 Tileyard studios, Unit 17 Tileyard Rd, London , N7 9AH (the **Second Party**) (together, the **Parties**).

SUBJECT TO CONTRACT

Background

- A. The First Party and the Second Party are interested in entering into A services agreement (the Proposed Agreement).
- B. This heads of terms sets out the principal terms and conditions upon which the Parties agree to enter into the Proposed Agreement.

Status of heads of terms

1. The terms in this heads of terms are not exhaustive and are expressly 'subject to contract' until a final written agreement has been entered into. The terms are not intended to be legally binding between the Parties except where specifically stated.

Timescale and notice to terminate

2. The Parties agree to negotiate in good faith with a view to signing the final written Proposed Agreement on or before 06 April 2020.
3. Either Party may at any time, by giving notice to the other in writing, terminate negotiations for the Proposed Agreement, without having to give any reasons for doing so.
4. The Party giving notice will not incur any financial liability to any other Party, unless it has breached a legally binding obligation of this heads of terms as set out below.
5. Upon giving notice of termination, each Party must:
 - a. return all of the other party's equipment and materials;
 - b. return or destroy (as directed in writing by the other party) any documents, handbooks, CD-ROMs or DVDs, software or other information or data provided to it by the other party.

Essential pre-conditions to an agreement

6. Any Proposed Agreement between the Parties is conditional upon:
 - a. the Parties negotiating, drafting and agreeing the satisfactory terms of the Proposed Agreement governed by English and Welsh law;
 - b. the approval of and consent to the Proposed Agreement being given by (i) the Parties (including any necessary internal, shareholder, board of directors, or partner consents, as appropriate) and (ii) any relevant third party agencies including (without limitation) any tax, regulatory, export, certification or competition authorities. Any such approvals and consents shall remain in full force and effect until the Agreement is signed.
7. In addition, the following are pre-conditions to the Proposed Agreement:
 - a. .

Basis of Proposed Agreement

8. Under the Proposed Agreement, the First Party's primary obligations are:
 - a. Provide all services as established; those include:
 - refreshing of logo
 - refreshing of the website and
 - Advertisement on Facebook, Instagram and Twitter.
9. Under the Proposed Agreement, the Second Party's primary obligations are:
 - a. Comply with the payments as agreed by both parties.
10.
 - The redesign of the logo will be £600, payable in cash/card on closing.
 - The PPC (Pay Per Click) for all the three Social media Platforms (Facebook, Instagram and Twitter) will be £...
 - Redesign of the Web page will be £995.

Confidentiality

11. The confidentiality agreement entered into between the parties on 01 April 2020 continues in full force and effect in relation to this heads of terms and the Proposed Agreement.

Costs

12. This paragraph is legally binding.
13. Each Party is responsible for its own costs in connection with the Proposed Agreement, whether or not it proceeds (including, without limitation, the preparation and negotiation of this heads of terms, the negotiation and drafting of the Proposed Agreement and any documents contemplated by it).

Other agreements

14. This paragraph is legally binding.
15. Where they exist, any agreements between the parties will continue to apply to this heads of terms and shall remain in full force and effect and are not affected by anything in this heads of terms .

Rights and remedies

16. This paragraph is legally binding.
17. Each Party agrees that damages alone would not be an adequate remedy for any breach of a legally binding obligation by the other Party. In such an event, the non-defaulting Party shall be entitled to the remedies of an injunction, specific performance or other equitable relief in addition to any other remedy including damages.
18. This heads of terms is for the benefit of the parties to it and is not intended to benefit, or be enforceable by, anyone else.

Governing law and jurisdiction

19. This paragraph is legally binding.
20. The agreement constituted by this heads of terms shall be governed by the laws of England and Wales and the courts of England and Wales shall have exclusive jurisdiction for all matters arising under it.

Commencement and signature

21. The agreement in this heads of terms will remain in effect until superseded by the Proposed Agreement, notice to terminate negotiations or other event equivalent to termination of the agreement in this heads of terms (including the insolvency of one of the Parties or the performance of the obligations set out above **(Basis of Proposed Agreement)**).

The Parties have signed this heads of terms on the date(s) below:

Riccardo Dinoi

Riccardo Dinoi

01/04/2020

Date of signature

Be-Hookd LTD

Riccardo Dinoi for and on behalf of Be-Hookd LTD

01/04/2020

Date of signature

BUDGET FOR MARKETING PLAN

- Cost of logo redesign: £600 (BDE, 2020)
- Cost of web page redesign: £995 (BDE, 2020)
- Cost of Advertisement on Instagram, Facebook and Twitter:
 - £20 daily on each platform for a month, totalling £1800

Total Budget Required:

£3,395 (roughly estimated)

MARKETING PLAN TIMELINE

06/04/2020

Marketing Plan Starts

- Meeting with Be-Hookd's CEO George James and Managing Director Kat Ober.



13/04/2020

- After CEO agrees on plan offered, a strategy is written down.
- Key people within the company are chosen to help with the brand's redesign.



14/04/2020

- Redesign process of Website starts.
- Freshen up of social media platforms starts.



17/04/2020

- Advertisement campaign on Social Media platforms starts.
- Pictures/videos of staff/locations are taken.



20/05/2020

- New website is reviewed by key people at Be-Hookd; final adjustments are made.
- Progress on advertisement is checked and analysed.
- New website launch date is announced on all the platforms.



26/05/2020

**Launch date for new awesome website.
Major success!**

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