MA - International Music Marketing

Tileyard Education

Element 2a - Portfolio

2012468: Jarvis Akenteng

TRAKK SELECTS

Portfolio

MARKET ANALYSIS

SEROUNDHOUSE

MOBO TRUST

Help Musicians

NTS WIP

MUSICIANS WANTED

VANS

MOODBOARD

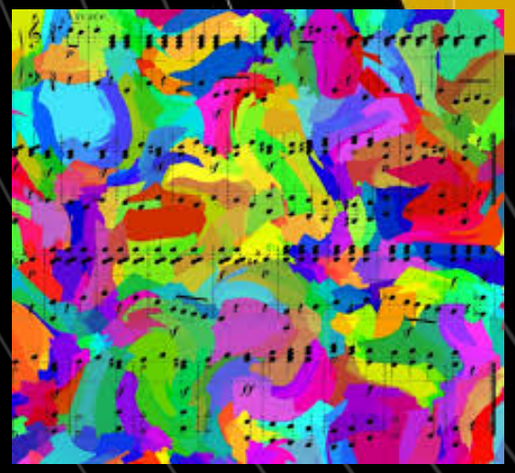




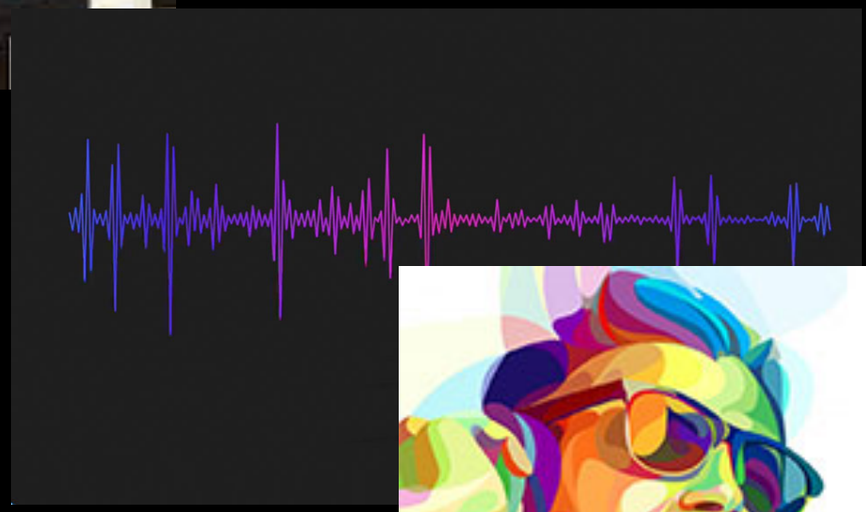










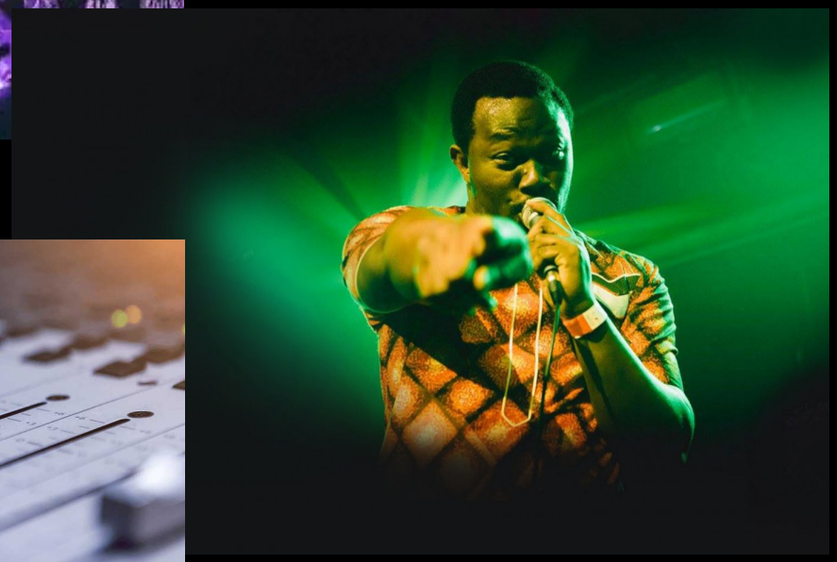




MOODBOARD

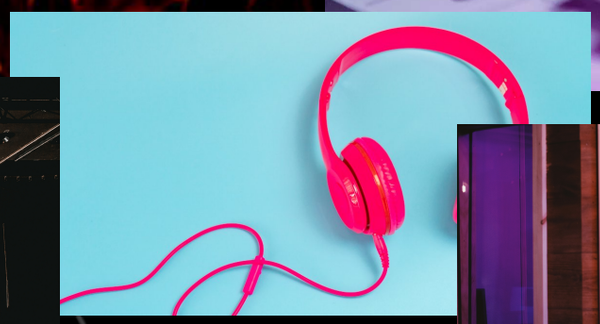




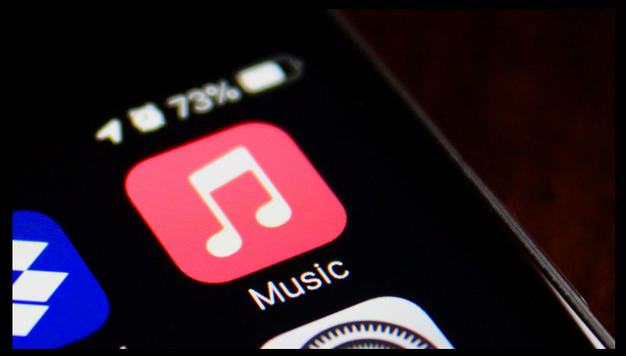




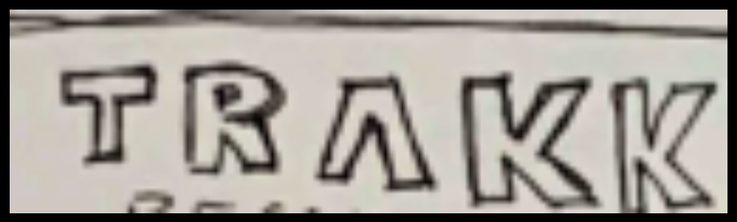


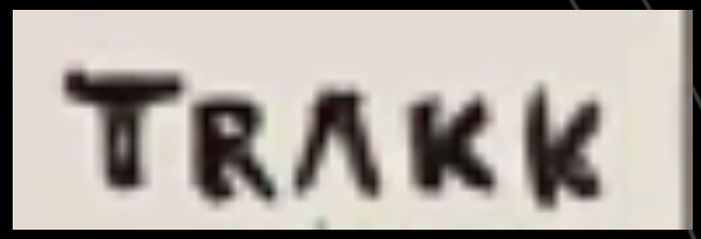






LOGO











LOGO

TRAKK

TRAKK

TRAKK

LOGO

TRAKK

SELECTS

YEAR 1

TRAKK
SELECTS



TRAKK
SELECTS

TRAKK
SELECTS

Purple Heart

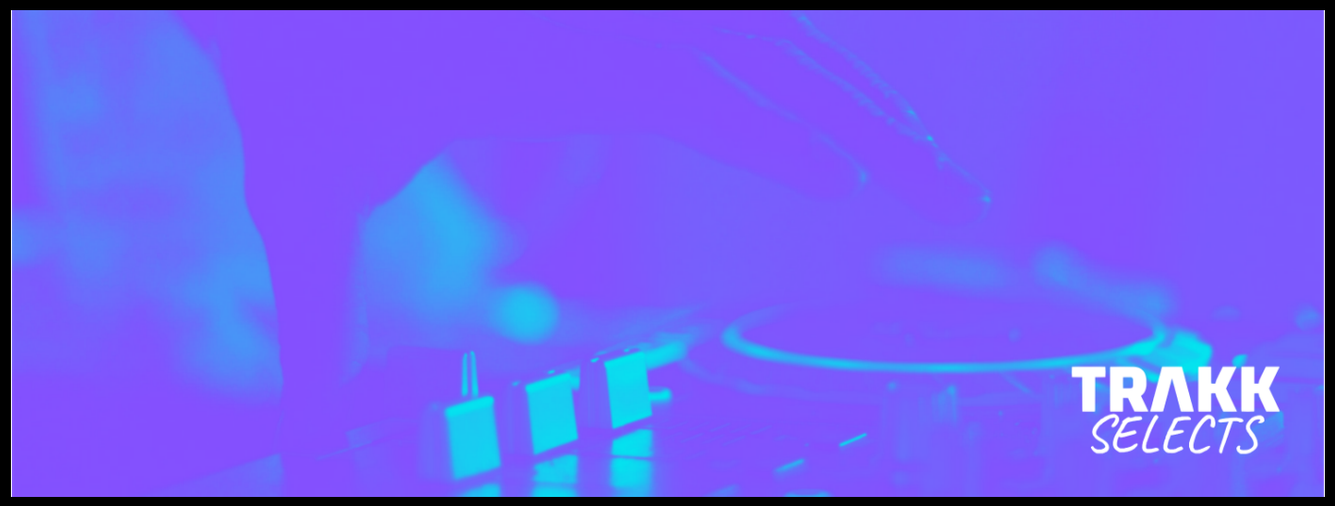
HEX	#874EFF
RGB	135, 78, 255
Pantone	265 C

Cyan / Aqua

HEX	#00EAEF
RGB	0, 234, 239
Pantone	311 C

TRAKK
SELECTS

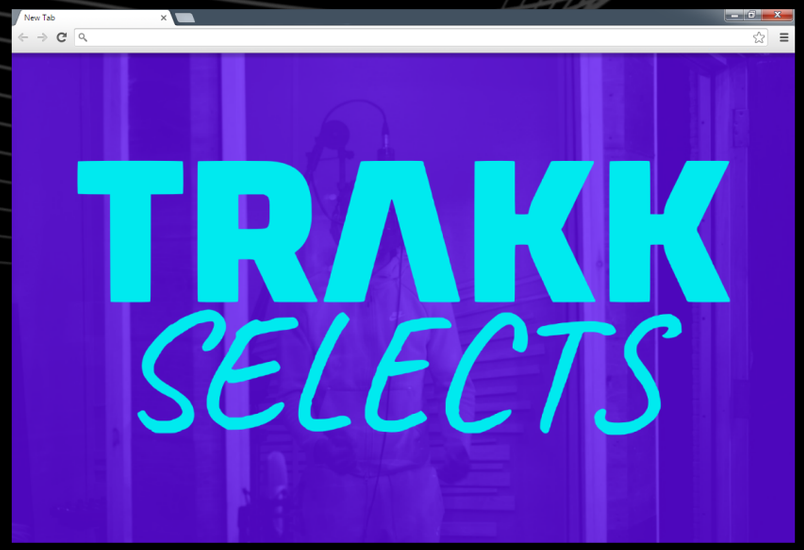
TRAKK
SELECTS



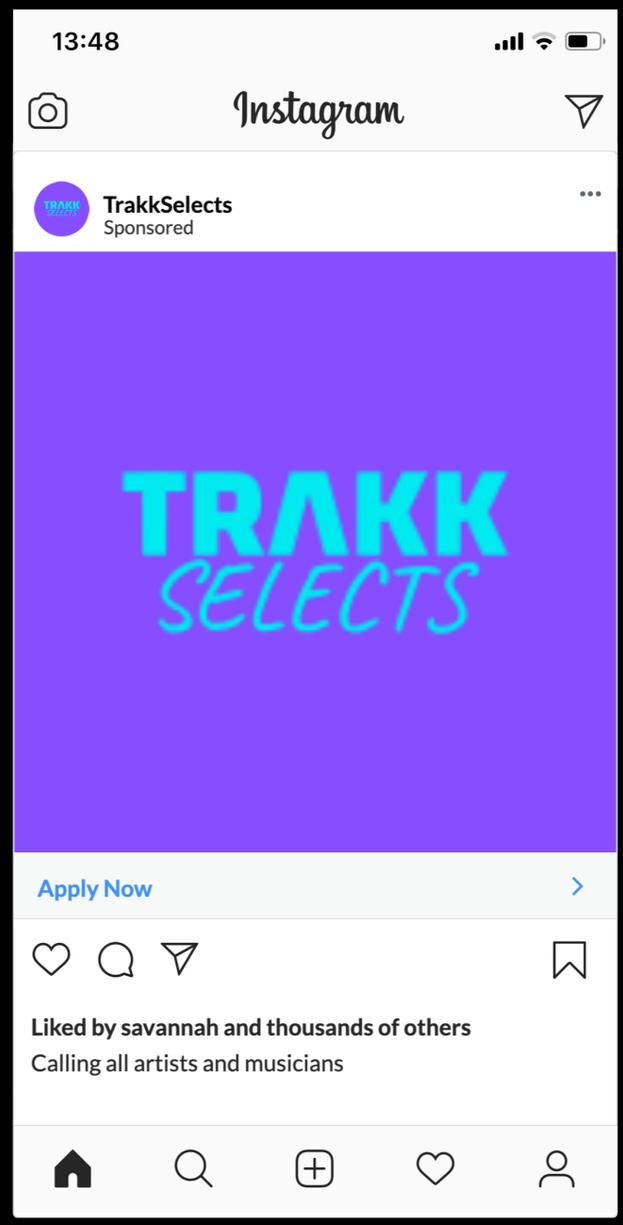


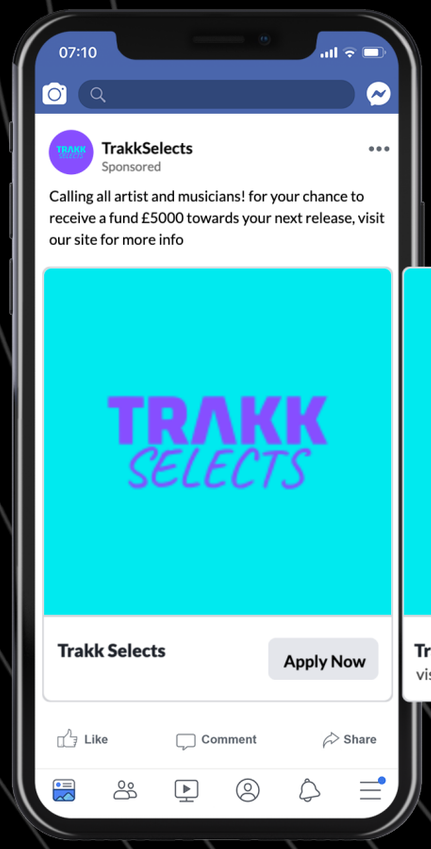


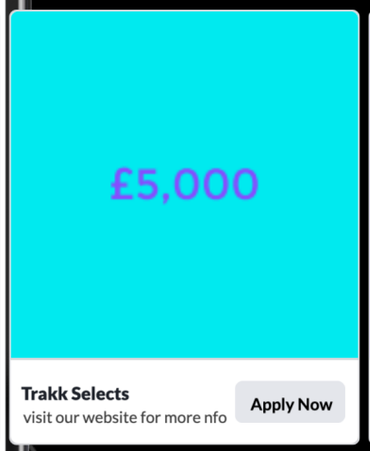
YEAR 1 - SOCIAL ASSETS & WEBSITE

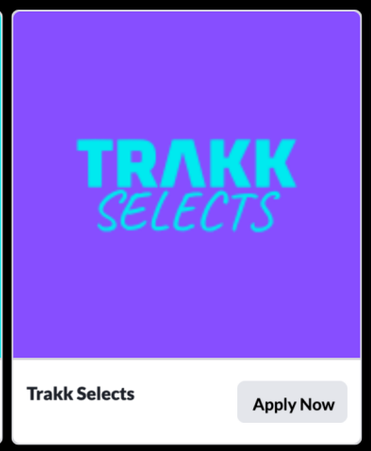


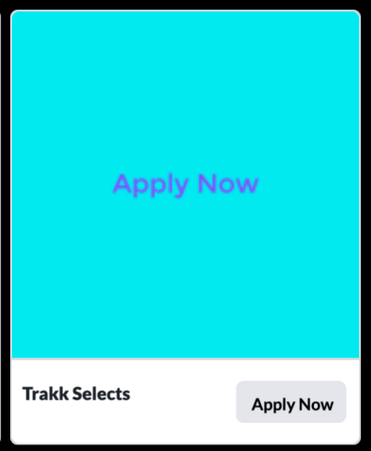






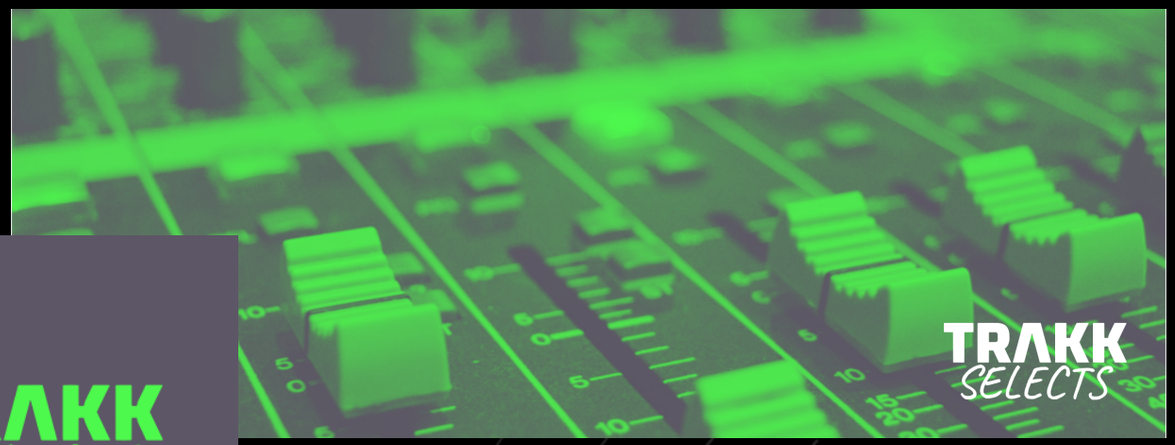






YEAR 2





TRAKK
SELECTS

TRAKK
SELECTS

TRAKK
SELECTS



Scarpa Flow

HEX	#5D5666
RGB	93, 86, 102
Pantone	7666 C

Screamin' Green

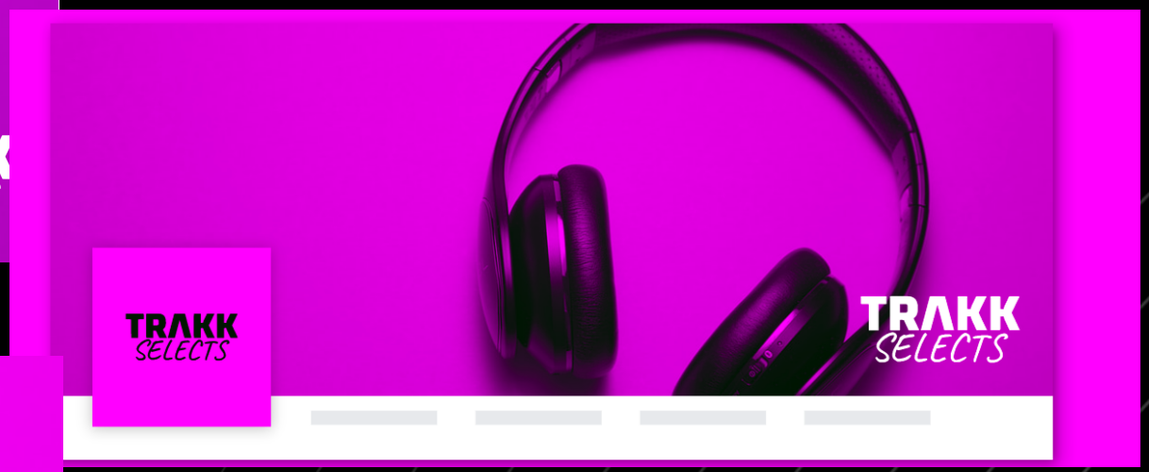
HEX	#4DF94D
RGB	77, 249, 77
Pantone	802 C

YEAR 3

TRAKK
SELECTS

TRAKK
SELECTS





TRAKK
SELECTS

TRAKK
SELECTS

TRAKK
SELECTS

Magenta / Fuchsia

HEX	#EE00FF
RGB	238, 0, 255
Pantone	807 C

Black Forest – Light Shade 02

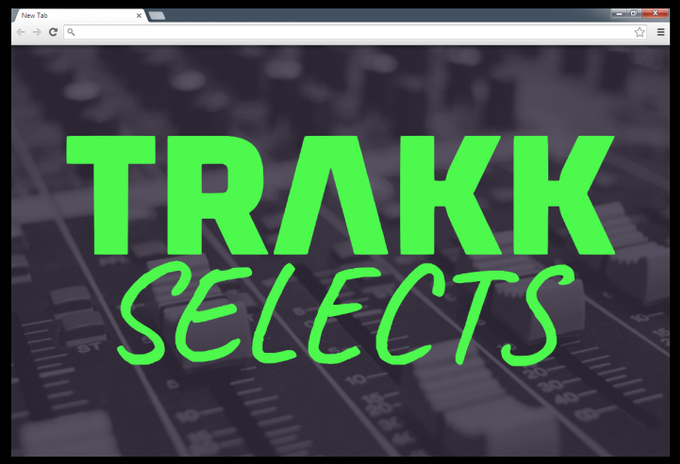
HEX	#0B2F0B
RGB	11, 47, 11
Pantone	Black 6 C

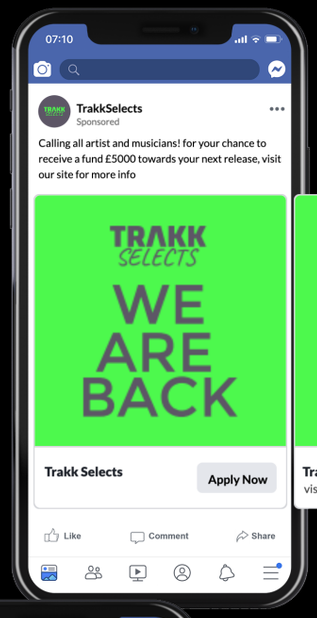


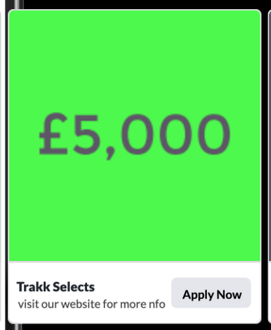


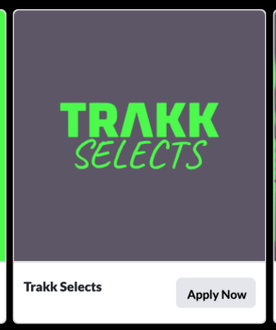


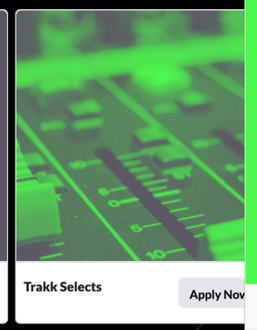
YEAR 2-3 - SOCIAL ASSETS & WEBSITE

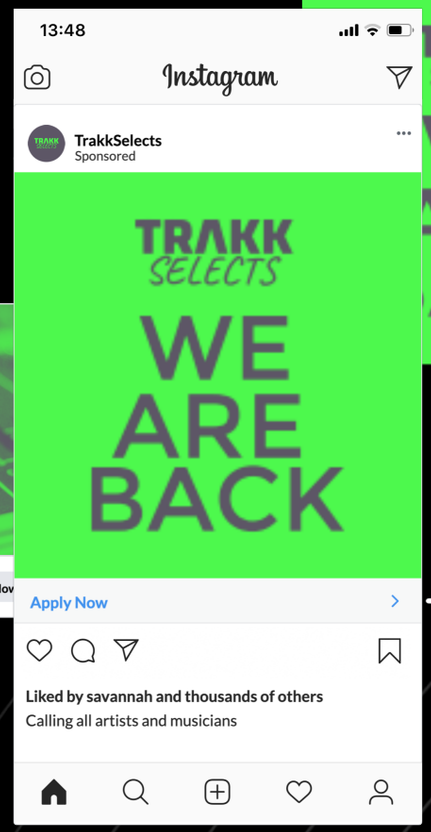


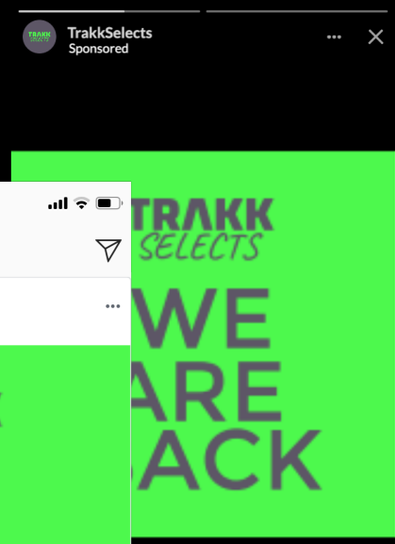


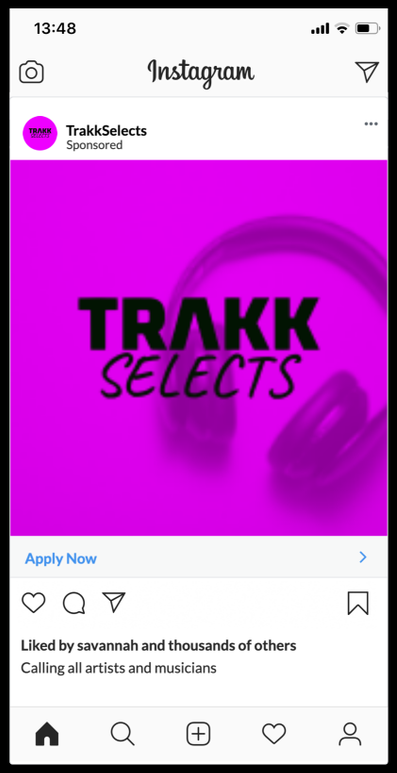


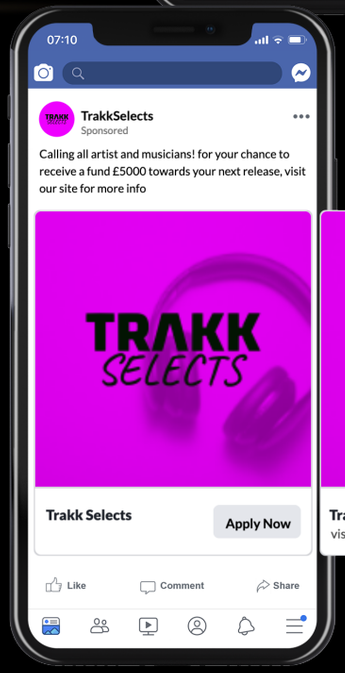


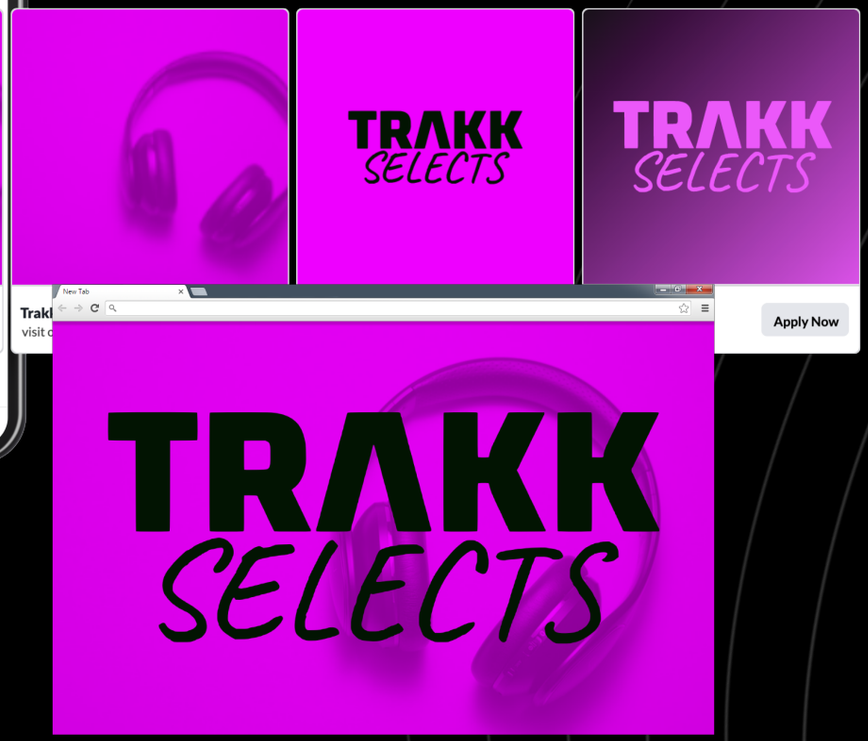














Budget

Year 1

https://docs.google.com/spreadsheets/d/1HfjX9b4ClcnFE7ey--Oh_ZW7dQtIP6u20_WcADXOVbE/edit?usp=sharing

Paid Advertising	£1,564.00
Branding & Creative	£1,061.00
Website	£1,313.67
Content Marketing	£713.40
Public Relations	£0.00
Annual Total	£4,652.07

Year 2

https://docs.google.com/spreadsheets/d/19CWcRZJGXpNN6g-B5LFdMCKLQFlUdJV-HwbvHiuMnhg/edit?usp=sharing

Paid Advertising	£3,846.00
Branding & Creative	£668.00
Website	£509.07
Content Marketing	£951.20
Public Relations	£3,000.00
Annual Total	£8,974.27

Year 3

https://docs.google.com/spreadsheets/d/118u0zqGXNlk1SPkrClwxSAwKppLpu32lC5FuG4EvXPw/edit?usp=sharing

Paid Advertising	£6,500.00
Branding & Creative	£2,928.00
Website	£509.07
Content Marketing	£951.20
Public Relations	£6,000.00
Annual Total	£16,888.27

Timeline

https://docs.google.com/spreadsheets/d/1GWmECcid7nR25dqKl5bQg5vtnmdyt3w94h4pFHrgOpM/edit#gid=1115838130