

**COOL KICKS - KEEP ME YOUNG**  
**MARKETING CAMPAIGN**

Student Name: Oliver Brierley-Jones (1903196), Fergus Brooman-White (1904786),  
Rory Grant-Wood (1909411), Charles Rockall (19092040)

Module Title: Creative Music Management

Assignment Title: Portfolio

Module Lecturer: Harry Leickstein

19th January 2020

## **Music**

An initial consultation was held with the A&R director at VocalKitchen. The meeting discussed the options of starting a new artist project and the opportunities in the market. The team presented statistics showing teenagers make up a large proportion of the dance music market, despite being too young to attend club shows. It looked like there might be an opportunity for a DJ duo who played club shows for under 18s.

As COOL KICKS are a songwriter/production duo they are able to produce, mix and master their songs in-house. When drafting initial song ideas it was decided the duo would focus on creating songs for younger audiences, aged 14-20. After analysing popular songs that have performed well with this demographic, it was agreed the song needed to incorporate the following elements:

- Bright, melodic production with urban influences
- Fast enough to be played in a club, slow enough for commercial radio
- Relatable lyrics for young people
- Summer/vacation feeling

Keep Me Young was chosen out of a total of 7 demos.

## **Artwork**

As the song is due for release in summertime, the artwork correlates with that by featuring palm trees, sunsets and a VHS tape overlay to emphasise the nostalgic song title. It was decided to not include the artist name as most releases since 2016 have included only the song title. The artwork assets include:

- 1400x1400 cover artwork (industry standard size for distribution)

- Post-release social media banners for Facebook, Twitter and YouTube (all rendered at the correct size to fit the banner section on each platform)



Figure 1: Final cover artwork

### **Artist Overview**

COOL KICKS is the new project from Phoenix, Arizona based singer/songwriter Nino Lucarelli and London, UK based producer Oliver Brierley-Jones. Between them the pair have penned over 95 releases for leading EDM artists and labels since 2016. With a combined total of over 100 million streams and a number 1 on the Billboard Dance/Club Chart, Oliver and Nino have already displayed a knack for writing a hit song. Whilst this will be their first original release as COOL KICKS, they previously put out a remix of Carly and Martina's track Counterfeit which has gained over 100,000 streams. The duo are no longer constrained by the boundaries that come with writing songs for others and are excited to finally unleash their artistic values. Keep Me Young will prove to be a promising first single for the project due for release in early spring, in time for it to grow into the summer hit it has the potential to be.

### **Past Highlights**

- DubVision & Raiden - Keep My Light On (18 million)
- KAAZE - I Should Have Walked Away (13 million)

- DubVision - Rescue Me (3 million)
- Ultra Miami official after-move soundtrack
- Naiver On Stage exclusive live performance

## **Marketing Overview**

The majority of the marketing efforts will be focused online, with heavy usage of targeted social media advertising. This is mainly due to budgetary constraints, but also the difficulties we face with marketing an entirely new project. Without a sizeable marketing budget, projected to be ~ £1,500, or an existing reputation it will be hard to acquire the services of a reputable plugger and get plays on any of the radio stations / streaming playlists that would suit this release. Therefore, we have to try and garner a completely new follower base using tools such as the Instagram marketing suite. With the capabilities of creating a focused audience for our advertising, we will target people who have liked or followed artists with a similar sound as COOL KICKS'. Whilst the project COOL KICKS does not have any current brand awareness to support the release, the pair do have a youthful look and sound that is present in many other artists' work and therefore have a potential fan base that is easy to tap into. Originally the campaign was going to target Facebook users, however, Instagram has a much younger demographic which is better suited for the song; 27% of American teenagers use Instagram, compared to 19% who use Facebook (Newberry, 2019).

One benefit of the project not having an existing social media presence is that we can manufacture an aesthetic right from the outset without it having to be a total brand redesign. Due to their sound being very clean and bright pop, the aesthetic will have to match. The logo design for COOL KICKS has taken inspiration from current market trends and album covers from similar sounding artists. The bold design and bright

contrasting colours give a clean and modern look that represents the brand well and will draw in potential fans.



Figure 2: Final logo design



Figure 3: First-draft logo design



Figure 4: Logo inspiration



Figure 5: Logo inspiration

Four weeks following the release of Keep Me Young, COOL KICKS will release a house/club remix in order to reinvigorate the hype around the single and widen playlist reach on DSPs due to it being a different genre. We expect the remix to be easier to market due to the group's connection to a number of successful DJs who have already expressed an interest in playing the song at clubs. We will allow the DJs to play the song out after the release of the single, to help market the original release whilst building hype for the upcoming remix. Initially we were going to send the track to DJs before the release, however this would not allow the song to be ingested into the Shazam app, potentially missing out on thousands of people discovering the song. With this, we can get videos of the track being played to share on the duo's social media profiles, whilst numerous DJs with a combined social media reach of 1.2 million users, have agreed to share the song on their stories with a "swipe up" link to the single on DSPs.

### **Target Audience**

We expect to have slightly different audiences for the single and its remix. For the original single, we will advertise to the teen market, 14-20. Whereas the remix lends itself more to club goers and those with an interest in house music, so we will focus on young adults 18-28.

### **Online Marketing**

We have created a social media content calendar (see figure 6) to outline exactly when and what we will post to help build and engage with the growing fan base. The initial idea is to produce a 10 second promo video containing the hook as a teaser. Whilst also pointing the potential audience to the Carly and Martina remix, who share a similar demographic. We expect the process of building the fanbase to be very gradual before the release of the track as there is little for the audience to grab on to. This is why the

post-release marketing, and marketing of the remix, will be more important as there is actual content to be consumed.

Both the duo and the management team have close contact with social media influencers such as Carly And Martina, MarzbarGaming and Hannah Meloche amongst other smaller influencers, so will be using these relationships to have the track feature on their feeds. As with the DJs and the remix, we will be providing the influencers with the song prior to its release in order to create a sense of anticipation.

We will spend around £250 per month on targeted social media advertising.

| Date                     | Time    | Social Media | Action                                      | Copy/Caption                    | Notes                                     | Hashtags                           |
|--------------------------|---------|--------------|---------------------------------------------|---------------------------------|-------------------------------------------|------------------------------------|
| 03/02/20                 | 5:00 PM | All          | Create pages                                |                                 |                                           |                                    |
| 07/02/20                 | 7:00 PM | Facebook     | Promo Vid #1 (Just Acapella)                | You know hot to keep me young'  | Pin this                                  | #COOLKICKS #KEEPMYOUNG             |
|                          | 7:00 PM | Instagram    | Promo Vid #1                                | You know hot to keep me young'  | Make it a highlight                       | #COOLKICKS #KEEPMYOUNG             |
|                          | 7:00 PM | Twitter      | Promo Vid #1                                | You know hot to keep me young'  | Pin This                                  | #COOLKICKS #KEEPMYOUNG             |
| 10/02/20                 | 7:00 AM | Facebook     | Picture of duo                              | We are COOL KICKS'              |                                           | #COOLKICKS #KEEPMYOUNG             |
|                          | 1:00 PM | Instagram    | Picture of duo                              | We are COOL KICKS'              |                                           | #COOLKICKS #KEEPMYOUNG             |
|                          | 7:00 PM | Twitter      | Picture of duo                              | We are COOL KICKS'              |                                           | #COOLKICKS #KEEPMYOUNG             |
| 14/02/20                 | 7:00 AM | Facebook     | Promo Vid #2                                | You know how to keep me young'  | Valentines Day                            | #COOLKICKS #VALENTINES #KEEPMYOUNG |
|                          | 1:00 PM | Instagram    | Promo Vid #2                                | You know how to keep me young'  |                                           | #COOLKICKS #VALENTINES #KEEPMYOUNG |
|                          | 7:00 PM | Twitter      | Promo Vid #2                                | You know how to keep me young'  |                                           | #COOLKICKS #VALENTINES #KEEPMYOUNG |
| 17/02/20                 | 7:00 AM | Facebook     | Informal Selfie Video Introduction          | This is us!                     |                                           | #COOLKICK #HELLO                   |
|                          | 1:00 PM | Instagram    | Informal Selfie Video Introduction          | This is us!                     |                                           | #COOLKICK #HELLO                   |
|                          | 7:00 PM | Twitter      | Informal Selfie Video Introduction          | This is us!                     |                                           | #COOLKICK #HELLO                   |
| 20/02/20                 | 7:00 AM | Facebook     | Artwork and release date announced          |                                 | Change banners to include release date    | #COOLKICKS #KEEPMYOUNG             |
|                          | 1:00 PM | Instagram    | Artwork and release date announced          |                                 | Upload a picture, make it a highlight     | #COOLKICKS #KEEPMYOUNG             |
|                          | 7:00 PM | Twitter      | Artwork and release date announced          |                                 | Change banners to include release date    | #COOLKICKS #KEEPMYOUNG             |
| 23/02/20                 | 7:00 AM | Facebook     | Poll                                        | Who's ready for Keep Me Young?  | Include link to pre-save track            | #COOLKICKS #KEEPMYOUNG             |
|                          | 1:00 PM | Instagram    | Poll                                        | Who's ready for Keep Me Young?  | Include link to pre-save track            | #COOLKICKS #KEEPMYOUNG             |
|                          | 7:00 PM | Twitter      | Poll                                        | Who's ready for Keep Me Young?  | Include link to pre-save track            | #COOLKICKS #KEEPMYOUNG             |
| 26/02/20                 | 7:00 AM | Facebook     | Selfie video of Nino driving around Arizona | 'Nino's hometown'               |                                           | #COOLKICKS #KEEPMYOUNG #HOMEISHOME |
|                          | 1:00 PM | Instagram    | Selfie video of duo driving around Arizona  | 'Nino's hometown'               |                                           | #COOLKICKS #KEEPMYOUNG #HOMEISHOME |
|                          | 7:00 PM | Twitter      | Selfie video of duo driving around Arizona  | 'Nino's hometown'               |                                           | #COOLKICKS #KEEPMYOUNG #HOMEISHOME |
| 29/02/20                 | 7:00 AM | Facebook     | Selfie video of Ollie driving around Leeds  | Ollie's hometown'               |                                           | #COOLKICKS #KEEPMYOUNG #HOMEISHOME |
|                          | 1:00 PM | Instagram    | Selfie video of Ollie driving around Leeds  | Ollie's hometown'               |                                           | #COOLKICKS #KEEPMYOUNG #HOMEISHOME |
|                          | 7:00 PM | Twitter      | Selfie video of Ollie driving around Leeds  | Ollie's hometown'               |                                           | #COOLKICKS #KEEPMYOUNG #HOMEISHOME |
| 03/03/20                 | 7:00 AM | Facebook     | Countdown                                   | Three days til Keep Me Young!   |                                           | #COOLKICKS #KEEPMYOUNG #SOON       |
|                          | 1:00 PM | Instagram    | Countdown                                   | Three days til Keep Me Young!   |                                           | #COOLKICKS #KEEPMYOUNG #SOON       |
|                          | 7:00 PM | Twitter      | Countdown                                   | Three days til Keep Me Young!   |                                           | #COOLKICKS #KEEPMYOUNG #SOON       |
| 04/03/20                 | 7:00 AM | Facebook     | Countdown                                   | Two days til Keep Me Young!     |                                           | #COOLKICKS #KEEPMYOUNG #SOON       |
|                          | 1:00 PM | Instagram    | Countdown                                   | Two days til Keep Me Young!     |                                           | #COOLKICKS #KEEPMYOUNG #SOON       |
|                          | 7:00 PM | Twitter      | Countdown                                   | Two days til Keep Me Young!     |                                           | #COOLKICKS #KEEPMYOUNG #SOON       |
| 05/03/20                 | 7:00 AM | Facebook     | Countdown                                   | Out Tomorrow!!                  |                                           | #COOLKICKS #KEEPMYOUNG #SOON       |
|                          | 1:00 PM | Instagram    | Countdown                                   | Out Tomorrow!!                  |                                           | #COOLKICKS #KEEPMYOUNG #SOON       |
|                          | 7:00 PM | Twitter      | Countdown                                   | Out Tomorrow!!                  |                                           | #COOLKICKS #KEEPMYOUNG #SOON       |
| 06/03/20 (RELEASE)       | 7:00 PM | Facebook     | Update bio to 'out now' & share links       | Keep Me Young, Out Now!         | For next month target advertise this post | #COOLKICKS #KEEPMYOUNG             |
|                          | 7:00 PM | Instagram    | Update bio to 'out now' & share links       | Keep Me Young, Out Now!         | For next month target advertise this post | #COOLKICKS #KEEPMYOUNG             |
|                          | 7:00 PM | Twitter      | Update bio to 'out now' & share links       | Keep Me Young, Out Now!         | For next month target advertise this post | #COOLKICKS #KEEPMYOUNG             |
| 03/04/20 (REMIX RELEASE) | 7:00 PM | Facebook     | Remix out now - video out 01/05/20          | Remix, Out Now. Video Out Soon! | For next month target advertise this post | #COOLKICKS #KEEPMYOUNG             |
|                          | 7:00 PM | Instagram    | Remix out now - video out 01/05/21          | Remix, Out Now. Video Out Soon! | For next month target advertise this post | #COOLKICKS #KEEPMYOUNG             |
|                          | 7:00 PM | Twitter      | Remix out now - video out 01/05/22          | Remix, Out Now. Video Out Soon! | For next month target advertise this post | #COOLKICKS #KEEPMYOUNG             |
| 01/05/20 (VIDEO RELEASE) | 6:00 PM | Instagram    | Live Q&A with followers                     | Ask us anything!                |                                           |                                    |
|                          | 7:00 PM | Facebook     | Link to video                               | Video Out Now!                  | For next month target advertise this post | #COOLKICKS #KEEPMYOUNG             |
|                          | 7:00 PM | Instagram    | Link to video                               | Video Out Now!                  | For next month target advertise this post | #COOLKICKS #KEEPMYOUNG             |
|                          | 7:00 PM | Twitter      | Link to video                               | Video Out Now!                  | For next month target advertise this post | #COOLKICKS #KEEPMYOUNG             |

Figure 6: Social Media Content Schedule

## **Playlisting**

We will run a playlisting campaign targeted at independent curators on Spotify. This will be done by using PlaylistPush and paying £500 for a two week campaign. This should give the track a large initial boost, which will provide us with a solid amount of streams to bolster our marketing materials.

## **Radio**

Unfortunately due to budgetary constraints it is not possible to find a radio plugger with connections to the stations we would need to be played on, such as capital fm, bbc radio etc. It can cost anywhere between £1000-£2000 to get a plugger who has relationships with the aforementioned stations. The style of music COOL KICKS produces only has a home on the stations that play top 40 and as a whole those tend to be the biggest stations. The indie stations that we could possibly get in contact with all tend to play more underground music. However, some EDM DJs have their own online mix show or guest-mix residency at radio stations. The track will be pitched to these DJs with the hopes of securing a place in their mix. If successful this can lead to further radio play down the line, however we cannot rely on this as it is ultimately up to the DJ to accept the song.



project such as distribution and video production, and the expected crowdfunding total. Figures in the 'actual' columns should be updated as the project progresses, and projections adjusted if sales are higher or lower than expectations.

A 10% contingency on projected expenditure is allocated for each month of the project to allow for any unexpected costs and to keep the project within budget. Initially the budget shows no contingency used and a budget surplus but this may be adjusted as the project progresses and any extraordinary expenses occur

### **1. Initial Budget**

This budget is the allocated initial budget for the project from the course. It is a tax free gift specifically for this project. 40% of this budget must be used for song writing or production.

### **2. Crowdfunding**

To increase the operating and marketing budget of the project, a crowd funding page for the album is set up with an initial goal of £500. The focus of the campaign is family and friends, primarily via social media . The project is expected to exceed expectations raising a total of £1000. All contributions were donations, with no reward financial or otherwise offered in return. This income is tax free.

### **3. Family Loan**

An interest free loan from family members of the artist. The loan is to be repaid in full without interest after a six month period. The loan is to provide extra capital before the project receives income from digital and streaming sales. This loan is tax free.

#### **4. Digital Sales**

Digital sales accounts for any download sales of the single, or the remix EP. The projected income is calculated from the projected sales figures and the average income from an iTunes/Apple Music sale of \$0.99. After a »30% deduction by iTunes and the current USD-GBP exchange rate the expected revenue per unit is £0.53. Digital Sales income and reporting is delayed by three months from time of sale as reflected in the budget.

#### **5. Streaming Sales**

Streaming sales are expected to be much higher than digital sales as the majority of UK listeners now use a streaming service. The revenue per unit is significantly lower than in digital sales, however the much higher streaming numbers are expected to provide a greater source of income for the project. This is expected to continue beyond the six month budget. Streaming Sales income and reporting is delayed by three months from time of sale as reflected in the budget, and calculated assuming all streaming sales are via spotify.

#### **6. Songwriting and Production**

40% of the £500 allocated initial budget is for the songwriting and production of both the single and the remix EP. This covers any costs incurred by the artist in the production of the songs including travel expenses, studio time, food and drink.

## **7. Marketing**

The primary focus of this marketing campaign will be on digital platforms in the lead up to the release in March as detailed in the marketing plan. The total projected marketing budget is spread across the duration of the campaign but the initial four month marketing budget is capped due to the three month delay in receiving royalty payments from the distributor. In month five, an additional digital marketing push is budgeted to coincide with the planned music video, but is dependent on the track's initial success.

## **8. Graphic Design**

Initial projected budget for graphics and artwork was £100. Actual cost based on in house graphic design by the artist of £60 at £30/h.

## **9. Distribution**

Several distribution options were considered for the project including distribution via a label, several digital distribution companies and physical distribution. Tunecore was the chosen distributor as its pricing model consists of an annual fee for both the single and the EP, and does not take a cut of the royalties from sales. The annual cost for the single is £7.99 and £23.99 for the EP.

## **10. Video Production**

An initial small budget of £400 is allocated for the production of a lyric video in the first month. Based on quotes from third party suppliers the actual cost is £269.50. An additional budget of £2000 is allocated for the production of a theatrical multi shot music video in month five, and is dependent on the record's success.

## **11. Artist Photoshoot**

Two hour photoshoot with artist for promotional images for press pack and social media, hourly rate of £100/h.

## **12. Family Loan Repayment**

Full amount of £1000 due at the end of month six. Possibility of extension if response is weaker than expected.

## **13. Balance**

The balance reflects the net monthly revenue less monthly costs, and tracks the success of the project as sales figures and income is updated. Budget surplus or deficit is also shown.

## **14. Sales Figures**

The sales figures shown in this budget appear in the month that they are reported and revenue is received, not the month when the purchase occurred. In this case revenue is first accounted for three months after release due the distribution agreement with Tunecore.

## **Video Production**

### **Promotional Videos**

As explained in the marketing schedule, there will be a promotional video for use on our social media platforms. The promo video consists of a short excerpt from the lyric video with the lyrics on screen. The first promo release version for social media will be an acapella version of the song specifically looped at the 'you know how to keep me young' section. The second promo video release will include the instruments in the track, the excerpt will otherwise stay the same.

### **Lyric Video**

A lyric video gives the song more substance. Budget constraints also mean that a lyric video would be more plausible rather than a fully-fledged music video upon release, however there are other benefits to a lyric video that will make it an asset to our track. It provides an easy way for people to learn the lyrics, especially for our song where the potential for crowds singing along at festivals/concerts is very high. This is very important for the marketing aspect, but also deepens the connection between the song/artist and listener. Ed Sheeran's 'Perfect' lyric video gained 200 million views in just three months and highlights the growing trend of modern artists utilising this innovative technique. Other notable artists who have uploaded official lyric music videos within the last few years include The Chainsmokers, Major Lazer, Shawn Mendes and Post Malone.

#### **GOLD PACKAGE LYRIC VIDEO INCLUDES:**

- DETAILED TEXT ANIMATION
- VARIETY OF CAMERA ANGLES
- VARIETY OF ANIMATED BACKGROUNDS
- ADVANCED LIGHTING AND VISUAL EFFECTS
- SEVERAL PREVIEWS SENT DURING DESIGN PERIOD
- HD LYRIC VIDEO FILE

Figure 8. Ignite Design Gold package

We are commissioning the website Ignite Design, who have produced professional lyric videos for many big artists such as Snoop Dogg, Katy Perry

and Nicki Minaj. We chose the 'Gold' package as it fits most with our aims and expectations, whilst also keeping fees low.

The majority of the most viewed official lyric videos on YouTube are either expensive CGI projects or filmed footage with visual lyrics added in the editing stage. This includes the most viewed official lyric video 'Closer' by The

Chainsmokers, which is currently on 2.4 billion views. Whilst this wasn't an option for us, there are however two main official lyric videos which serve as an example of small budget - big success.

They are 'Let Me Love You' by DJ Snake ft. Justin Bieber, and 'Cold Water' by Major Lazer with 781 million and 975 million views. Both these videos are also useful reference points in terms of upbeat genres and general presentation.

Our video will display similarities to both these videos, relating to the simplicity and transitional effects.



Figure 9. 'Cold Water' reference lyric video

## **Music Video**

Our music video will feature similar scenes and styles to that of the artwork, song and lyric video. It is essential to film in multiple locations, which all give off similar aesthetics. The video will be subtle but effective, utilising nature, sunsets and attractive scenery. This is essential especially for the younger 'Instagram' generation, who are an important demographic in this genre. For this video, the artist will not be included but will instead attempt to convey a story of the locations, allowing locals to willingly and voluntarily participate. A useful reference video for this style of video would be Cucurucu by Nick Mulvey.

## **Spotify Canvas**

Spotify Canvas gives an artist the ability to embed a 3-8 second loop of moving artwork or video. The feature was released recently to a select number of artists and is now being made widely available to all artists (considering the video adheres to Spotify's

requirements). This is a valuable resource that will be utilised for the Spotify releases of our tracks. The process for implementing the artwork is simple and free, Spotify also give regular updates and advice to the artists about the capabilities of the service.

Whilst the feature has had mixed reviews, Spotify explained that, 'data indicates that with the right, compelling content, Canvas has the potential to significantly increase track streams, track shares, and artist page visits.' Spotify also provides detailed recommendations of how to get the best reach with Canvas. As Spotify are the only and most popular service offering this extra service, analysing the official recommendations is of the utmost importance to maximise the potential engagement desired.



Figure 10. Spotify Canvas Estimate

Considering the official recommendations, the Canvas will be used for both the original and remix tracks. An animation of the artwork covers would be in keeping with the styles and nature of the songs. The palm trees in the artwork will be animated to be swaying slowly, the sways will be keeping in time with the music. This ensures a satisfying and relaxing visual that will be appealing to many listeners and could help drive streams. The song title and artist name will be excluded from the Canvas to ensure every square inch of the screen is filled by the summery visuals.

Whilst it is important to carefully choose the Canvas content on release, it should not be an area of worry if something regarding the artist or the song were to change, this is because Spotify Canvas can be updated and edited regularly. This is extremely useful and provides further strategies to display impressive visuals and variety to attract all types of consumers.

## **Bibliography:**

Accountancy in Europe, n.d. *Accountancy in Europe*. [Online]

Available at:

<https://www.accountancyineurope.com/our-services/crowdfunding/tax-implications/>

[Accessed 10 01 2020].

Bendrey, M. & Hussey, R., 2004. *Essentials of Financial Accounting in Business*.  
s.l.:Thomson Publications.

Getman, C., n.d. *Vtl Design*. [Online]

Available at:

<https://vtldesign.com/digital-marketing/digital-marketing-strategy/marketing-budget-template-example/>

Newberry, C. (2019). *37 Instagram Statistics That Matter to Marketers in 2020*. [online]

Hootsuite Social Media Management. Available at:

<https://blog.hootsuite.com/instagram-statistics/> [Accessed 16 Jan. 2020].

Tunecore, 2019. *Tunecore*. [Online]

Available at: <https://www.tunecore.co.uk/pricing>

[Accessed 15 12 2019].