

Bibliography - CPL Foundation F3

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Pieete, M. (2022). *Marketing in the Current Day and Age*. 1 Jan.

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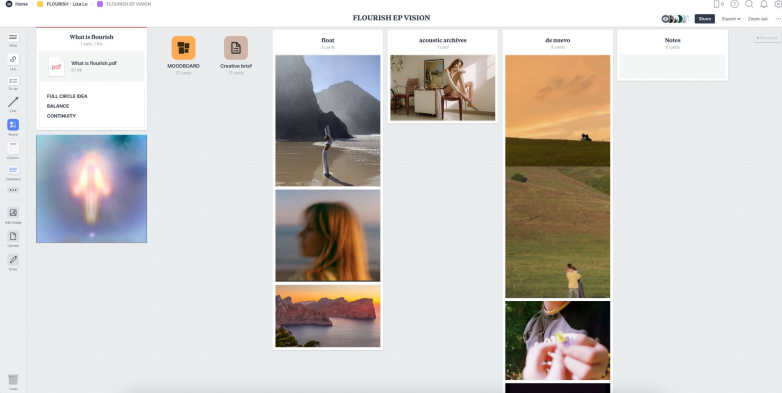
Leckstein, H. (2022). The Traffic Light model. *Project Management 101*, [online] 1(1), p.4. Available at:
https://tileyard.beebop.app/resources/modules/content?class_group_id=1907&content_type=class_view [Accessed 7 Oct. 2022]. 'Employ an effective project and personal management tool to keep you and your projects defined, manageable, and running'.

Hold Me by Liza Lo		
	Investment	Cost
	<i>Creative</i>	
	Mastering	£42.50
	Acoustic Live Video	£100.00
	Artwork Creation	£0.00
	<i>Distribution / Marketing</i>	
	Distribution	£0
	PR	£292
	Targeted Facebook Ads	£50.00
		£484,5

CPL Foundation F3

Music Industry Landscape/Creative Music Management X3L

By Liza Lo Hoek



Who is Liza Lo?

Intimate Dream Pop

- Defining the Brand

Pure, Poetic and Pretty

- Grow a creative team

Brainstorm

Strategy

- Create

EPK

- Opening up
 - Trust
 - Patience
 - Fear
 - Pure
 - Something new
 - Powerful
- Growth
- Dare to take the leap
 - Try something new
 - Recognise what makes you happy
 - Understanding of yourself and others

What is the meaning of 'flourish'?

After my last relationship I was terrified to allow myself to feel and love again. I started losing trust in myself and it actually resulted in me being more insecure in intimate relationships as well as friendships. Flourish describes the journey I experienced from there until the point where I did actually start opening up again and started to turn inward and understand myself better. I put myself and my thoughts first and took small steps at everything, new friends, old

ended up tipping to falling in love. As I was so terrified of this feeling and I couldn't bare the idea of being in love and not seeing this person daily, I entered this bookcase where I was constantly thinking 'no no no, you are a burden on my freedom, I can't have this'. This was my intense anxiety speaking. A trauma to trust drove me to actually write this song. I remember sitting in the studio and writing this song with Danny and Jack and being like, 'oh god Liza, I'm not sure if you should continue seeing this guy, it seems to be killing you'. I guess at the time I was really just protecting my freedom as well, but here we are, I'm so happy I didn't pull the plug after writing this song :)

anchor

This song actually had a very different meaning at first. I wrote it as another burden song but I re-wrote it around June this year. This song describes my opening to trust someone, the letting go of my fear and the little peek into allowing myself to love someone and feel something again.

por ti

An innocent introduction to love again, slowly entering this intimacy. Eager to find what's inside someone else's chest. Excited to discover love again.

De nuevo

Now we found these new feelings, I had no idea where to place them or how to be in a correct, loving relationship. I needed some guidance, some explanation. This song translates my need for that.

Hold me

Acute feelings of love. I'm a woman and I want to be held. I want to be held. I want to be held. This poem is...

ed my interests had I considered as friends. I understand me in any way I have a proper one of the origins where tion. I met someone strong connection but he in, but that's it. The started to get some real than that 'fun', but I

LIZALO

ALBUM

We're entering a new wave of music, an upcoming album that will be spread throughout 2022 and 2023 (1 single will be out by the end of the year, 1 single around January and then the full EP around March/April).

Multiple videos will come in different formats, but for now FLIGHT will be the first to exist, after a well-timed 10 and then some acoustic adaptations of other songs from the EP.

What's important here is that we are also speaking of new aesthetics that fit the whole project, quite distant from what we've last seen from her. This time we are pushing towards simple and not overproduced, organic and well executed.

Our focus will be to create something aesthetically pleasing in every possible way without getting in the way of what's most important here, the music.

CONTENT

For this release we'll be working on different pieces and formats, covering the whole release in terms of content.

COVER (2 singles + ALBUM COVER)

2 MUSIC VIDEOS

A SET OF ACOUSTIC VERSIONS

Our focus here, then, will not only be focused in creating aesthetically pleasing visuals but also to envision the bigger picture for the album.

AESTHETICS

Clean, fluid and grainy. Natural bones, soft skins, light textures. Analog look: softened highlights but not dark shadows.

I think the aesthetics should give us a glimpse of that the music is talking about. No pre-made transitions, no pre-made looks, everything must feel hand crafted and picked with detail.

DETAIL: IN ITS ESSENCE WILL BE KEY

Also in terms of camera language we'll go from very open and wide landscapes to very narrow close ups. Camera won't move unless the movement is adding something to the storyline.

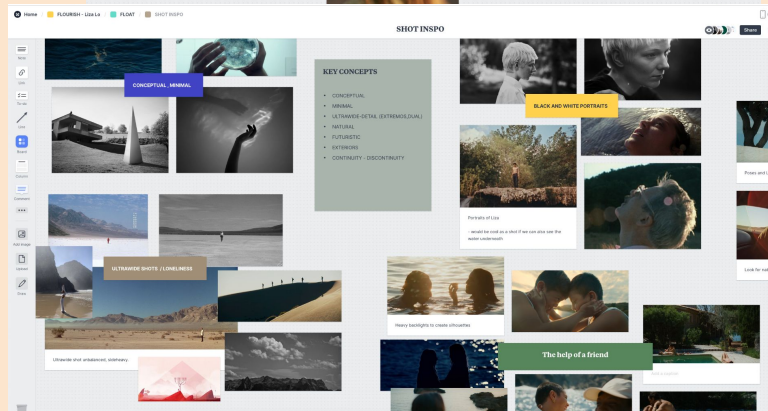
#F08080	#6677FF	#FFDCE1
Peach Yellow	Confused Blue	Crosta
#FFD0D0	#FF66FF	#000000
Candlelight	Soft Peach	Black

CONCEPT

The representation of time, personal growth and a variety of feelings and emotions all together in a natural environment and a world filled with fantasy and a dreamy look.

The whole project starts hitting rock bottom and grows with time and effort. A self-centered Liza starts moving from her roots to find new people and things start coming along. When she felt resistance and a difficulty for things now she finds comfort and flow, a new wonderful world that comes from opening to it, from flourishing.

Dualidad / madurez / ilusión PURE POETIC PRETTY



(Leckstein, 2022), (Pieete, 2022)

Goals, planning and time management

1. Play the Great Escape Festival

2. Release 2 EP's

3. go on a (support) tour

4. Small, intimate festival summer

- *Gain more fans/grow audience*
- *Play more livestreams*
- *Have a lot of writing sessions*

Goals, planning and time management

2 year plan

2023/2024

30 November	Single release float (UK, NL)
12 December	Live Show Prince Albert - Brighton
17 December	Live Show Amsterdam - Noordwards
12 January	Music Video Float (UK, NL & Spain) Music video shot in Spain, interesting for the Spanish market?
26 January	Live Show The Finsbury - London
2 February	Single release This Ocean (UK & NL)
9 February (around valentine's day)	<i>Acoustic Video Release</i> This Ocean (UK,NL& Spain) Music Video shot in Spain, interesting for the Spanish market?
17 February	Single release acoustic version 'this ocean' on streaming platforms
22 March	Single release Hold Me (UK, Spain & NL)
14 April	EP release 'flourish'
26 April	Music Video De Nuevo
4 May	Acoustic video 'hold me'
10 May	The Great Escape Festival ?
May	<i>Support tour?</i>
End of May	Release trial song Meditation Album (soundcloud?)
April/May/ June	Spring shows Spain, UK, Netherlands
31 May	Acoustic Single 'de nuevo'
23 June	Acoustic Video Performance in nature of de

	nuevo (Zoom capture recording with guitar - 1 shot)
July	Release Meditation Music EP
July/August	Summer Shows/Weddings/intimate festivals (UK Barn on the Farm, NL Into the Great Wide Open, many more!) WIP
Mid September	September Song - melancholic
Autumn 2023	EP 3 - transitions (Joji, Bon Iver,, Asgeir inspired)
Autumn 2023	2x Music video
Autumn 2023	Live Video Performance Church Monnickendam (netherlands)
Autumn 2023	EP release show De Grote Kerk (Monnickendam)]
Autumn 2023	Support tour?
Winter 2024	Intimate shows (BV's, guitar, piano, bass)
Winter 2024	Second drop Meditation Music
Spring 2024	Lullaby Spring - 4 Singles
Summer 2024	Bigger Festival Summer - (NL) Down The Rabbit Hole, Into the Woods, Concert At Sea - (UK) BoardMasters, Barn on the Farm,

“Traffic Light Model”

1. Find UK PR to collaborate with on the release
2. Search for publishing
3. Book in many live shows - have to make sense financially though
4. Change distributors to UK based and more financially supportive
5. Finish mixing and mastering track
6. Apply for funding
7. Prepare liveshows
8. Find band to play shows with
9. Think of merchandise for show - has to be cheap but in line with the brand
10. Book photoshoots for artwork and social media push
11. Stay active on social media
12. Shoot a live recording of 'hold me'

	Important	Not Important
Urgent	4,5,7,8,10	11
Not Urgent	1,2,3,6,12, 9	

Hold Me

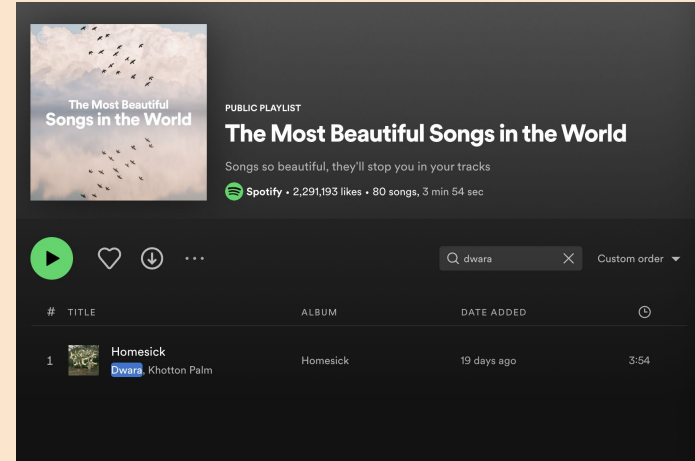
Keeping in mind the important things whilst deciding how to market this track.

- **Really good music**
- Focus on playing live
- Grow and engage with followers and audience on social media

Investments + spending

Investment	Cost
<i>Creative</i>	
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PR	£292
Targeted Facebook Ads	£50.00
	£484,5

- Good quality musical production
- Acoustic live performance video
- Artwork creation
- Distribution
- PR



Distribution & Marketing Spendings

Add a page to this document.

Dry Stone Press Ltd

14A Coolhurst Road
London
N8 8EL

To:

Liza Lo Music
Oudezijds Voorburgwal 330A
1012GM Amsterdam

Invoice date: 25.11.22

Invoice ref : 106

Details	Amount
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Liza Lo	
National press services 1	£875.00

Total	£875.00
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Barclays Bank

Account number : 10436380

Sort code : 20-79-06

IBAN : GB16BUKB20790610436380

SWIFT : BUKBGB22

Dry Stone Press Ltd

ash@drystonepress.co.uk

07515 717 503

INVOICE

PR

£1750 for 6 tracks

Mastering

£42.5



INVOICE

Liza Lo Music
Oudezijds Voorburgwal 330A
1012GM Amsterdam
Netherlands
16/5/2022

BALANCE DUE
Upon Receipt

£85.00

Item / Item Description	Qty / Hours	Unit Cost	Total
'Empty Room' Tape Master	1	£42.50	£42.50
'Breathe' Tape Master	1	£42.50	£42.50
		Subtotal	£85
Account Name: Luis Coles Account No: 60290006 Sort Code: 04-00-04 IBAN: GB22 MONZ 0400 0460 2900 06			-
TOTAL			£85.00

Facebook Ad Details

Location:

United Kingdom: London (+29 mi), Oxford, Oxfordshire (+15 mi) England; Brighton England, Netherlands: Amsterdam (+10 mi) Noord-Holland

Age:

19 - 35

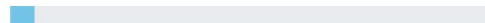
People who match:

Interests: Acoustic music, Arts and music, Coffee culture, Yoga, Acoustic guitar, Incense, Poetry reading or Meditations

Estimated daily results

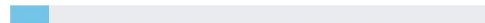
Reach ⓘ

1.3K - 3.7K



Link clicks ⓘ

32 - 102



Audience definition

Your audience is defined.



Specific

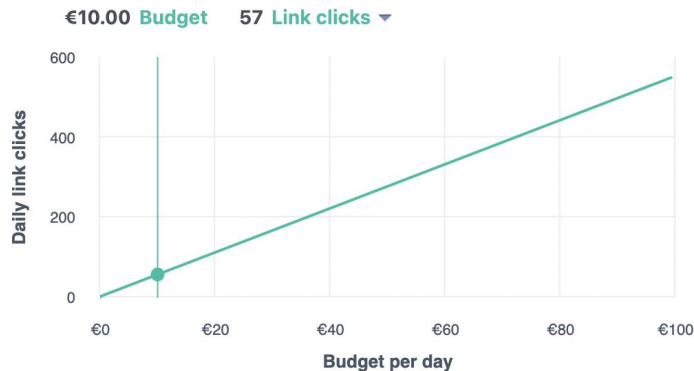
Broad

Estimated audience size: 6,000,000 - 7,000,000 ⓘ

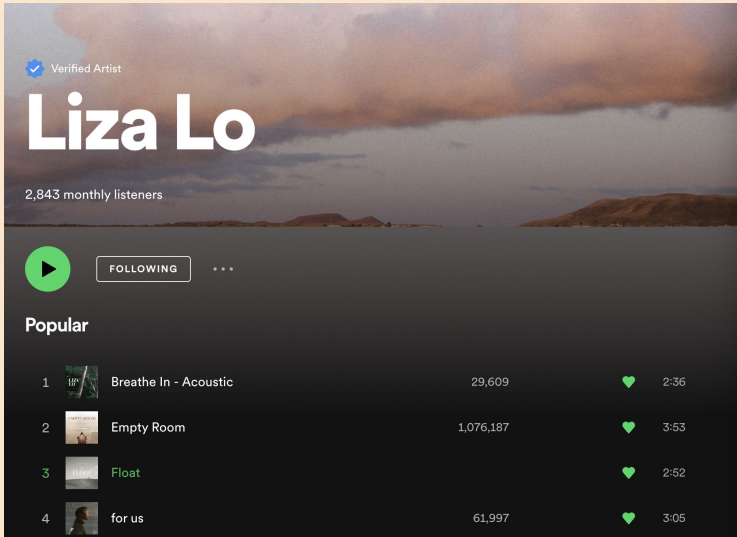
Your criteria is currently set to allow Advantage Detailed Targeting. ⓘ

👤 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated Daily Link Clicks



Spotify Pitching



Verified Artist

Liza Lo

2,843 monthly listeners

FOLLOWING ...

Popular

1		Breathe In - Acoustic	29,609	♥	2:36
2		Empty Room	1,076,187	♥	3:53
3		Float		♥	2:52
4		for us	61,997	♥	3:05



A Walk Alone

PUBLIC PLAYLIST

Even alleen met de muziek zijn.

Spotify • 87,013 likes • 60 songs, 3 hr 23 min



karakter.

PUBLIC PLAYLIST

edgy muziek met een rand uit eigen land. cover: YVES

Spotify • 25,120 likes • 60 songs, 3 hr 23 min

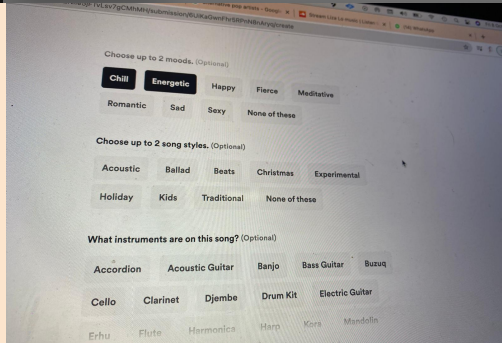


Easy On Sunday

PUBLIC PLAYLIST

Lekker rustig aan doen op zondag met deze zachte pop liedjes.

Spotify • 255,618 likes • 100 songs, 5 hr 47 min



Choose up to 2 moods. (Optional)

Chill Energetic Happy Fierce Meditative

Romantic Sad Sexy None of these

Choose up to 2 song styles. (Optional)

Acoustic Ballad Beats Christmas Experimental

Holiday Kids Traditional None of these

What instruments are on this song? (Optional)

Accordion Acoustic Guitar Banjo Bass Guitar Buzuk

Cello Clarinet Djembe Drum Kit Electric Guitar

Erhu Flute Harmonica Harp Kora Mandolin

LIZALO

Pitch Breathe in

Liza Lo's single 'Empty Room' warmed many ears last year. Lo is now back with her self produced single 'Breathe In' as the first part of her debut EP, to be released this fall. 'Breathe in' tells the agony of an anxious mind that has lost all calmth. A story of two best friends creating a pillar of space together after this year filled with frustration. A reminder to breathe can at times be the most effective answer.

InformalIarise

'Empty Room'

Pitch

Lo brings to you an acoustic, intimate version of 'Breathe In', the hit of her latest EP. This song was made for her best friends' anxious mind. Written as a reminder to create space and calm in life. A message that a simple breath can be the answer to release your tense mind. This version carries a warmth that will be continued in the EP Lo is currently finalising. This summer, Lo will play various stripped back live shows in Spain and the Netherlands to continue translating this energy.

LIZA
LO



| for us

A song about heartbreak in the sweetest form. A song about taking your distance from someone you love so dearly for the benefit of both of you. It's hard to move yourself away from them but you know that in the end, it's the right thing to do. You seriously don't want to let go of this person, even though the relationship is toxic. You know the relationship distanced you from yourself, your own principles and mindset to try and better/work on a relationship you know isn't right for you. You stay in the relationship whilst denying the faults. A bittersweet feeling. The love is pure and strong but it pushes you away from who you are inside. The same counts for your partner, therefore it is time to let go, for both of you.

Me and my ex-boyfriend split up whilst being 359 miles apart without seeing each other for 3 months due to COVID. After a lot of pushing and pulling from mental instability to another, we decided it was best we split up. A pandemic and 16 months later, it is seemingly still the best decision we've made. Space to take the time for ourselves and get back to understanding our own priorities in life was finally reached. I know myself better than ever before. It is important to look on the other side of the wall to know what you might be needing or subconsciously missing. This song came as a result of our break-up. Tears, battles and true love went into this.

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Conclusion

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