

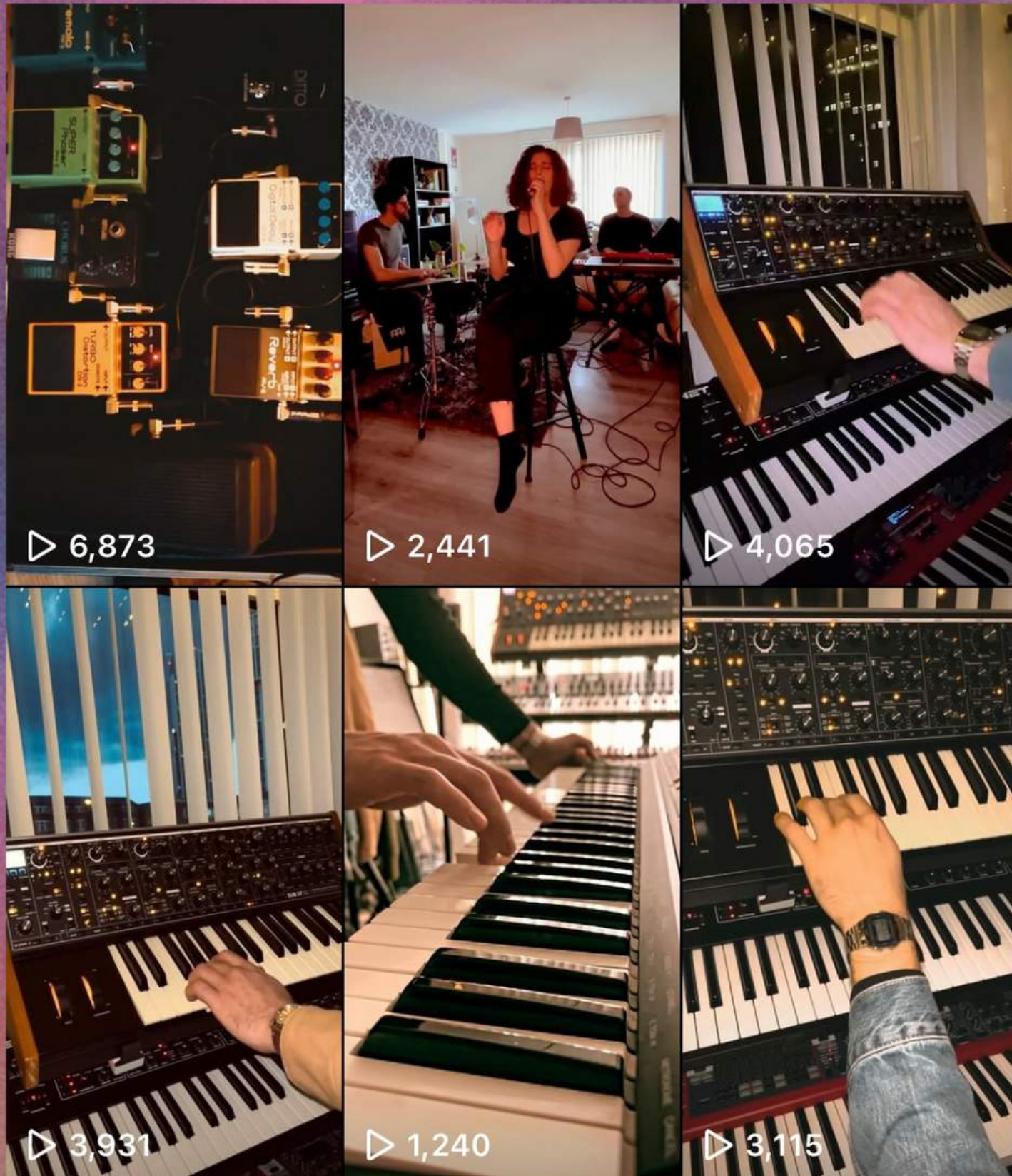


DOUBLE

Exposure



INTRODUCTION



A few months ago, while working on a **new reel** to post in collaboration on our Instagram profiles, we ended up writing a **full song**, which gave us the inspiration to work on a whole **EP** together.

We are

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and for this campaign, I will focus on the release of the first single, which gives the name to the EP:

ELECTRIC LOVE

BACKGROUND



Piano and voice duo



INTRODUCTION

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My main aspiration is that the **storytelling** will create the desire to know more about the whole album: the audience will wait for the next single in the same way we are all waiting for the next season of our favourite TV Show!



OBJECTIVES

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**BRAND
AWARENESS**



**GROWING
A FANBASE**



**GETTING NEW
OPPORTUNITIES**

MILESTONES

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- Inclusion in 3 independently curated playlists

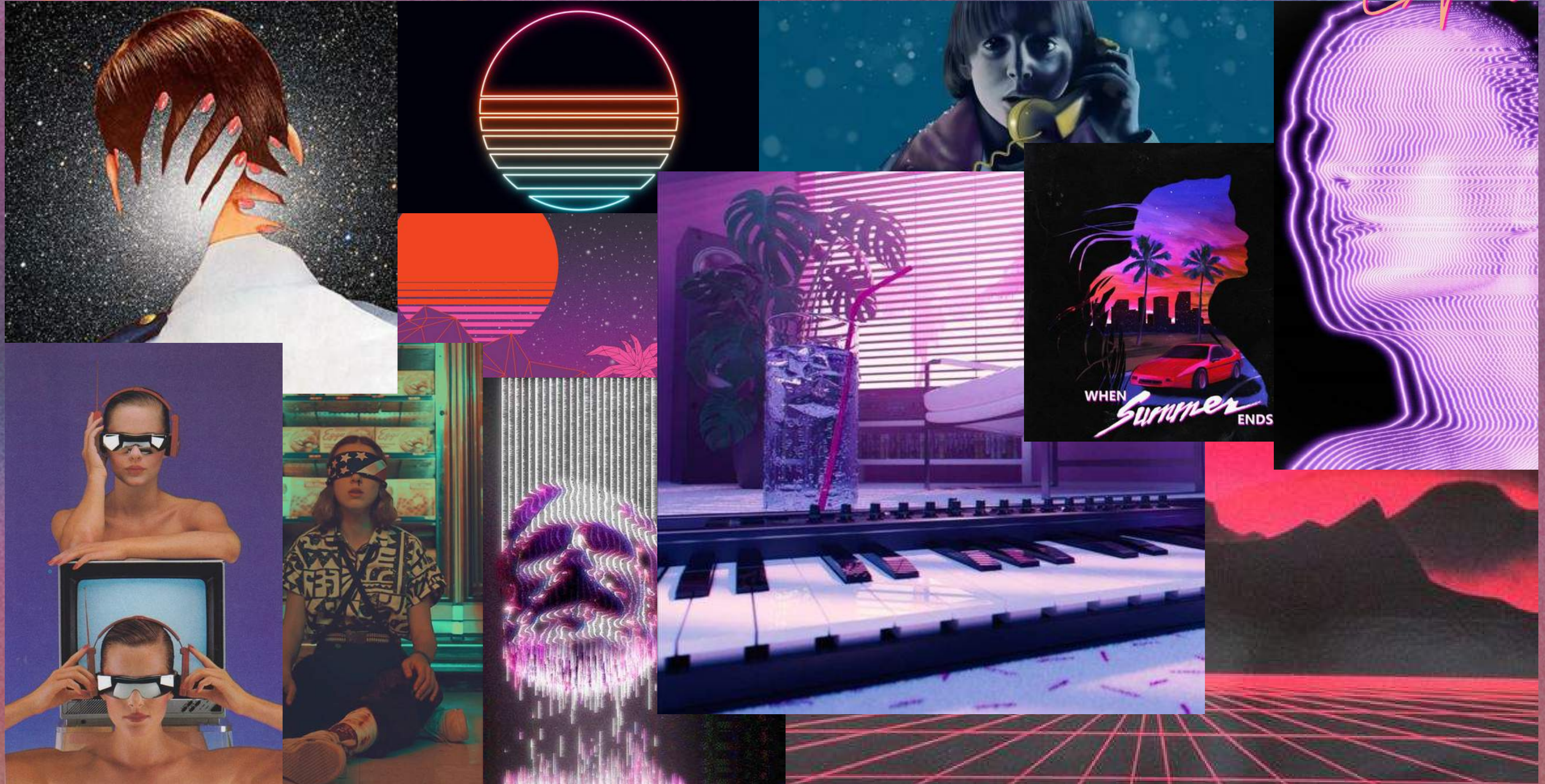


- Inclusion in 1 Spotify curated playlist
- **Remix** by an artist with a bigger audience



MOODBOARD

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Source: Pinterest (2022)

COLOUR PALETTE

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#DF5C9
C
SOFT
PINK

#F9AC8
C
VERY
SOFT
ORANGE

#304581
DARK
MODERATE
BLUE

BRIGHT
ORANGE
#E55E27

SOFT
RED
#E7485
9

THE LOGO

- The logo makes an impact - ideal for merch!
- Double Exposure's fonts and colours are giving a nostalgic retro mood.
- The geometric shape creates a 3D feeling, which adds a modern touch to the retro vibe.



ARTIST PROPOSITION

HEADLINE

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HAVE YOU EVER EXPERIENCED
A LOVE THAT LEAVES YOU BREATHLESS,
THAT CHANGES YOU AND MARKS YOU FOREVER?

Then open your heart and let it touch you with the nostalgic
sound of Double Exposure's new single:

ELECTRIC LOVE

Double Exposure is an emerging London band
composed of a couple who shares a love
for the **melancholic retro vibe** of **Synthwave 80s music**.

THE MESSAGE

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Electric Love is only the beginning, the **first episode** of a complicated love story.

The message that emerges from the song is the difficulty of letting a person go and the hope to find a **space where to love again**.

This electric love has left an **indelible mark**: even though it was painful, **love is always worth it**.

**ELECTRIC
LOVE**



THE TONE

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Double Exposure will communicate with its audience in a very *romantic*, but not cheesy way.

Very informal and *friendly* communication with the fanbase will help them to bond, to feel part of the same story.

THE VALUES

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- *Sense of belonging*
- AUTHENTICITY
- NOSTALGIA
- *Romance*

THE ARTWORK

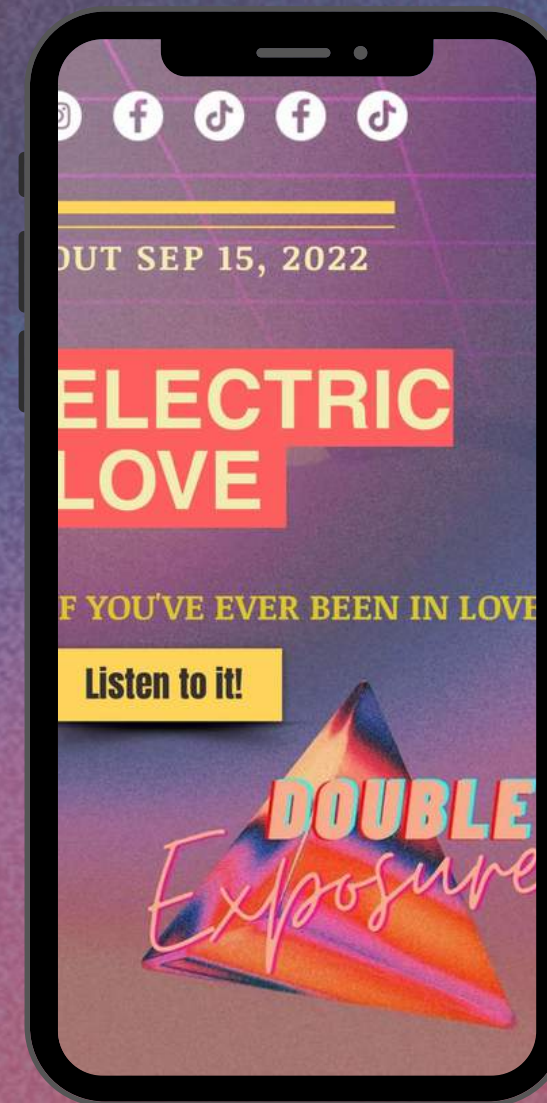
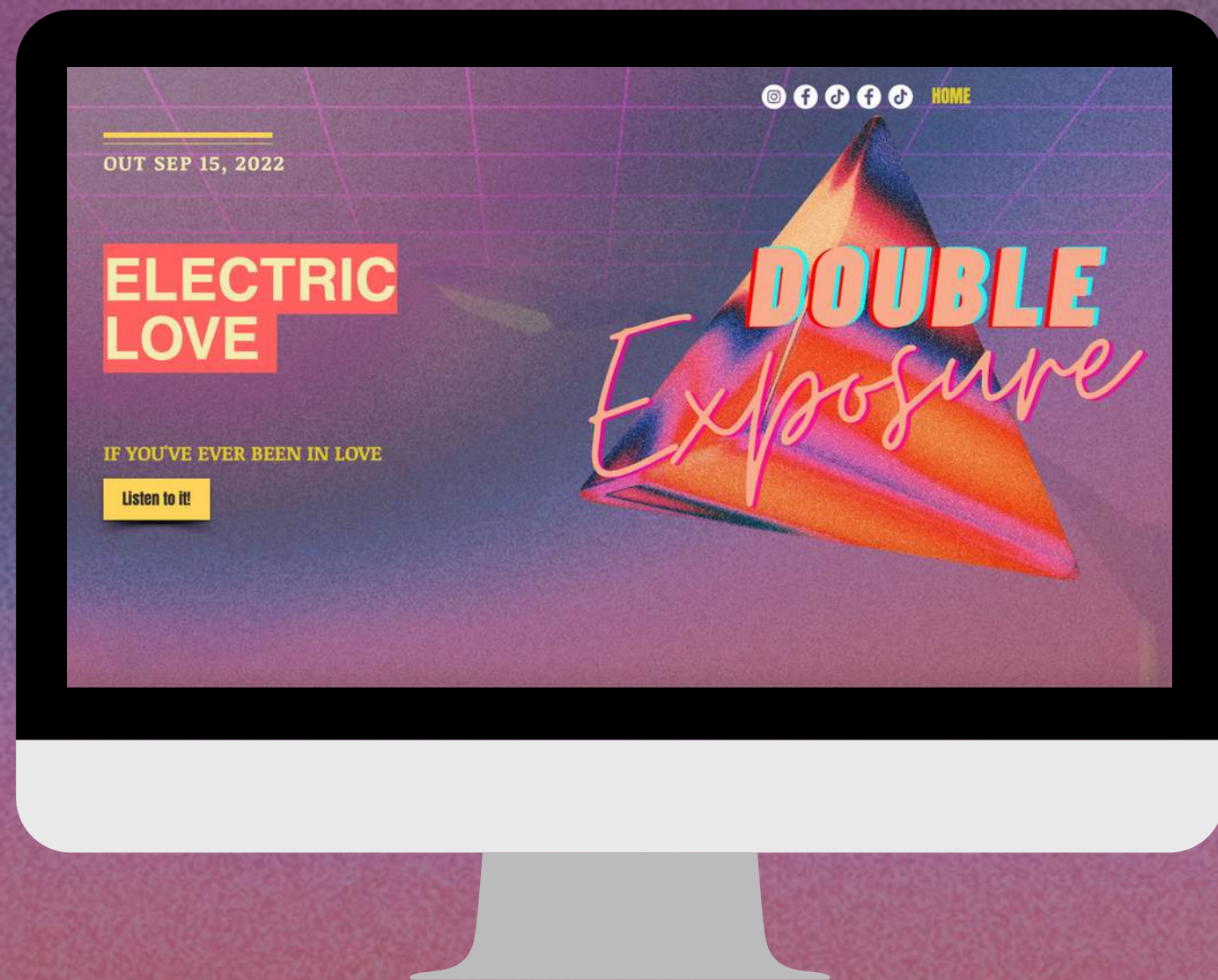
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- A **typical 80s mood**, with a romantic sunset in an urban context.
- The **palm** is more geometrical and minimal, creating a **surrealistic atmosphere**.
- The **kiss** of the two lovers is immortalized in front of a landscape that foretells a sense of **melancholy**.
- The two **protagonists** are of **different colours**, anticipating their distance and the impossibility of being together, but showing the electricity of their connection.

THE WEBSITE

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Keyword:
ESSENTIAL

THE GENRE

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Double Exposure's musical genre can be described as *Retrowave* or *Synthwave*.

This modern music sub-genre originated in the **mid-2000s** incorporates the **modern touch of electronic music** and the **retro design of the 80s**.

It is currently very connected to **pop culture**, which absorbed this genre making it part of soundtracks for movies and TV shows.

(e.g. Stranger Things)



THE GENRE

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At the beginning of this new music genre, the most common names for the genre were “Outrun” and “Outrun Electro”.



OUTRUN



DREAMWAVE

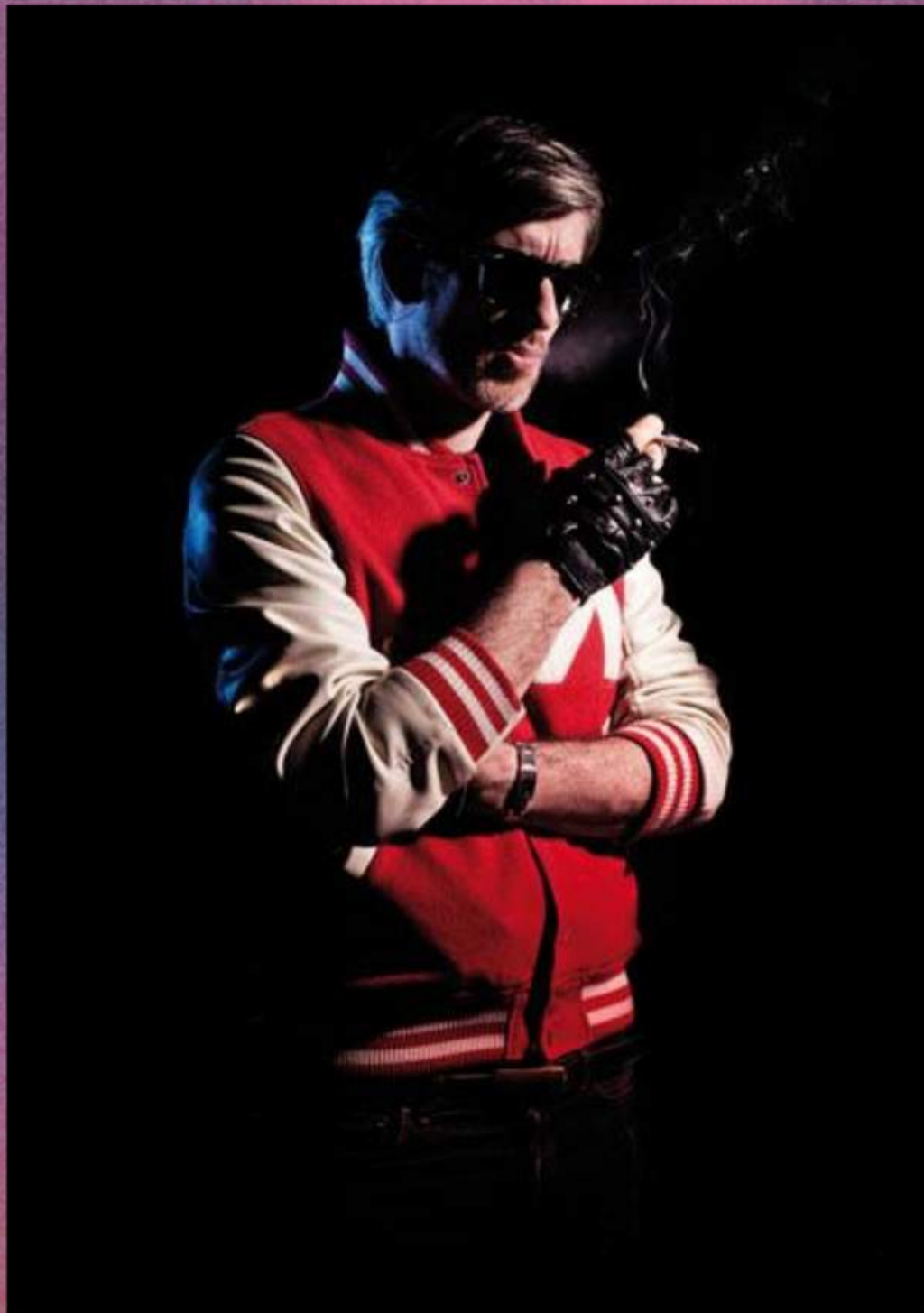
Another sub-genre that characterised the 2010s music background is the one called **Dreamwave**, which is distinguished by breathy vocals and downtempo (e.g. Electric Youth)

COMPARATIVE ARTISTS

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KAVINSKY



Spotify → Followers: 811K
→ Monthly Listeners: 3.2M
→ Top Cities: Paris: 98K



25-34yo

London: 46K

Mexico City: 39K

Istanbul: 39K

Los Angeles: 39K



Instagram → Followers: 154K



TikTok → Followers: 1K

Kavinsky is a **French musician**, producer, DJ, and actor. His production style is reminiscent of the **Outrun** film soundtracks of the 1980s.



Spotify

→ Followers: 92K

→ Monthly Listeners: 435K

→ Top Cities: London: 11K

Paris: 9K

Los Angeles: 7K

Dublin: 5K

Mexico City: 5K



18-34yo



Instagram → Followers: 9K

Electric Youth is a **Canadian synth-pop** duo from Toronto. Their musical style is a combination of modern pop and electronic sounds coming from the 80s, giving a genre closely linked to « Synthwave », more precisely to « Synth-pop »

INKY NITE



Spotify

→ Followers: 251

→ Monthly Listeners: 282

→ Top Cities: London: 36
Brighton: 21
Edinburgh: 8
Manchester: 6
Birmingham: 5



Instagram → Followers: 734

Inky Nite is a **Brighton-based** band. This husband-wife duo started making **dreamy alt-pop anthems** in their seaside flat during the lockdown.

PSYCHOGRAPHICS

Interest in movies like:

New millennials believe in **self-expression** and social media is a big part of it.

They are **impatient** and multi-taskers.

They appreciate it when someone is **passionate about a topic**, which makes **storytelling** a fundamental aspect of the music.



Kavinsky's appearance in GTA - videogame.

BUYER PERSONA

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Double Exposure is a band composed of a couple, and the songs are focused on **passionate love**.

For this reason, I can imagine a good balance between **male and female** listeners.

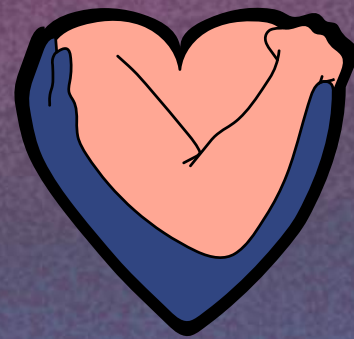
The ideal target would be **young adults**, living by themselves in a city and looking for an emotional outbreak.



BUYER PERSONA

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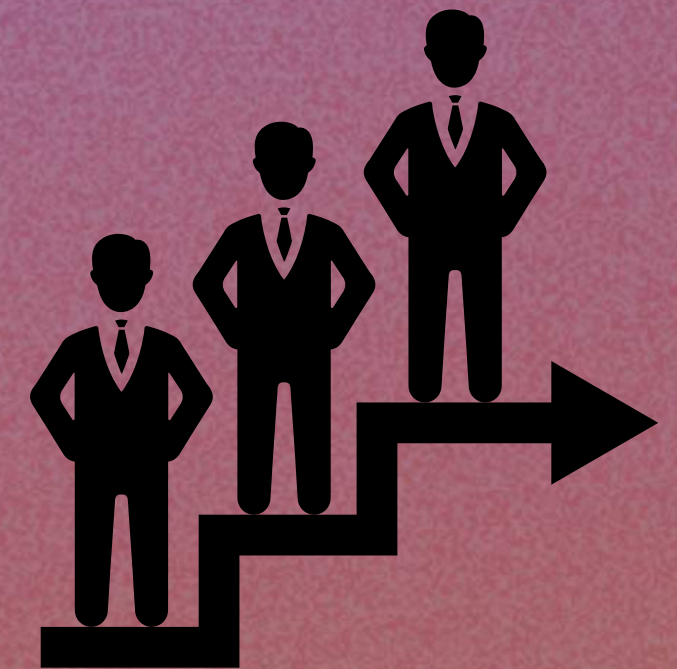
Interest : Jogging



Feeling : strong emotions
connection with inner self



In search of : musical relief
career affirmation
a *love* story



SWOT ANALYSIS

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STRENGTHS

Using different languages - coming from different countries with different cultures.

Analog synths and loop station on stage - the retro and the modern aspects are both present live.

WEAKNESSES

Small team: Double Exposure has no management yet so it needs to deal with everything surrounding the musical creations.

Starting almost from scratch: the band has no fanbase yet.

OPPORTUNITIES

Finding a niche, interested in a different way of listening to live music, with improvisation as part of showing and sharing the creative process.

Differentiation, flexibility and chance to collaborate with other artists, using the existing networking at Tileyard.

THREATS

Financial limits: being an emerging band means having a limited budget and in a crowded market with artists that already have bigger resources, it's hard to stand out.

Synthwave is a popular genre now but it might last one season and be overcome in a short period of time.

TIMELINE

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To have access to the timeline, click the link below:

<https://bit.ly/3uoVRL7>

Stage	Month	Week no.	Date (W/C)	Activity
PRE CAMPAIGN	AUGUST	-5	08/08/22	Create Content for Ad Campaign. Start sharing assets that will give a taste of Double Exposure's style. Run small social media campaigns to see how the target reacts to them - Start Split Testing
		-4	15/08/22	Dedicate time to the story telling - engage with the audience to prepare them for the next weeks; start sending press release to key media and labels/distributors - to start getting the interest from them for future releases - and pitching to radio
		-3	22/08/22	Start of Social Ad Campaigns with Best Content from Testing; Begin Organic Content Strategy ; creating a spotify playlist with music inspiration for the project, where after the release we will also add the track into.
		-2	29/08/22	Review Ads; ask the audience to presave - link in bio; share the Spotify playlist on social media, to show the music influences and intrigue the audience.
	SEPTEMBER	-1	05/09/22	Review Ads; ask the audience to presave - link in bio; music contents: teasers, reels, acapella, work in progress videos etc.
PEAK CAMPAIGN		0	12/09/22	RELEASE DAY - 15th; before the date, really try to stress the pre-save link
		1	19/09/22	Everyone who pre-saved the track will receive a free ticket for the first gig after the release; running new Ads to promote upcoming gig
		2	26/09/22	Gig in the Gallery - Tileyard; it will be a chance to network, to connect with fellow students and new producers for future collaborations
	OCTOBER	3	03/10/22	Gigs in small London venues; potential gigs in Italy and Poland, starting from Double Exposure hometowns; review new Ads
POST CAMPAIGN		4	10/10/22	Lyric Video/Visualizer Teaser
		5	17/10/22	Lyric Video/Visualizer Release & Ad Campaign w/ Lyric Video/Visualizer
		6	24/10/22	Remix of the song - from producers and artists with a bigger fanbase

PRESS RELEASE

Targeted bloggers:

indie
shuffle

FeedSpot

DETERMINED
Synthwave

Nexus Music Blog



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The sound of analog synths like the Moog Sub37 and the Prophet
Rev2 fill out their home in the south of the river.



www.doubleexposure.com



doubleexposure_music

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Also used as One-Sheet to sent to:

Independent Labels:



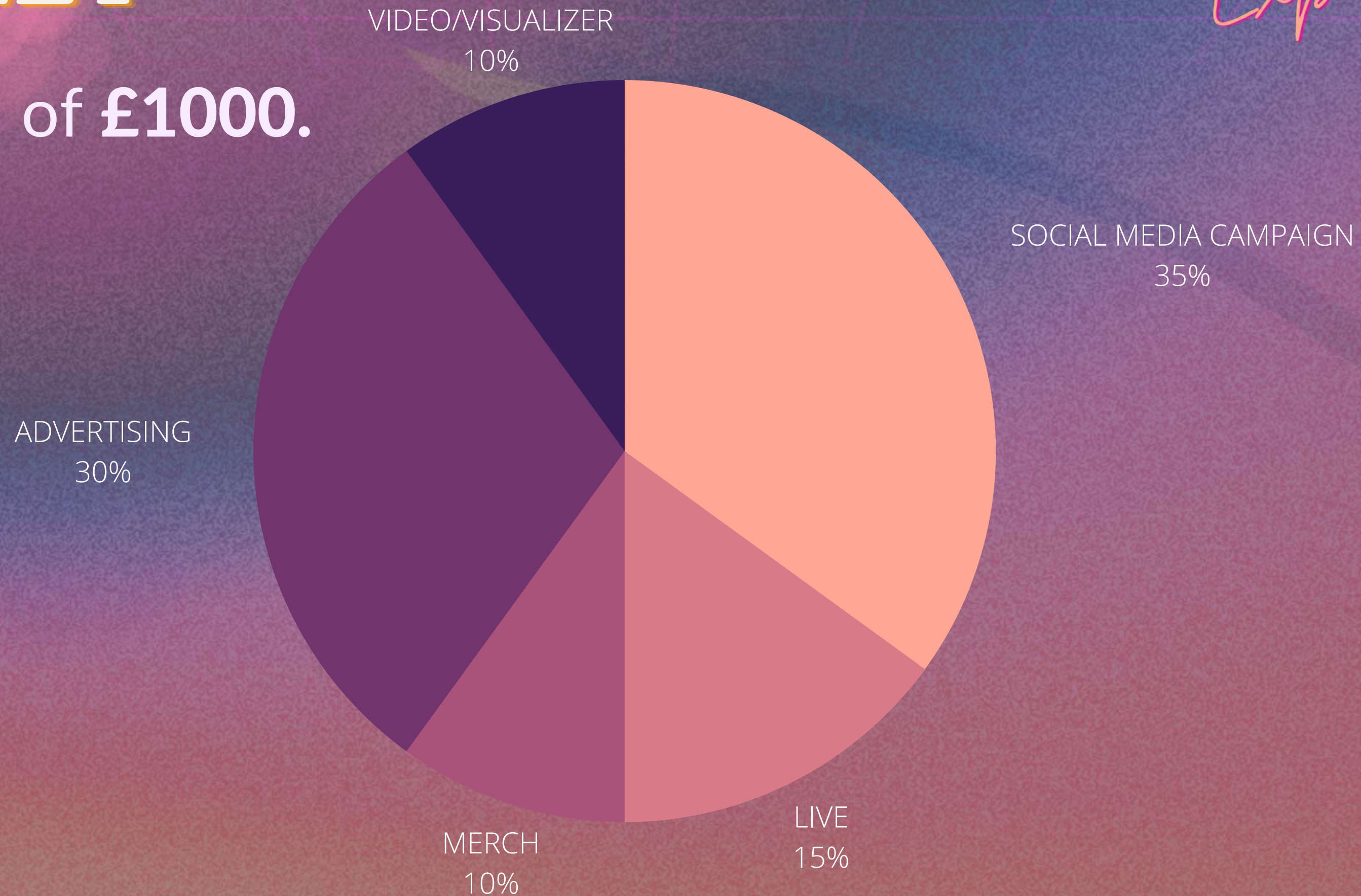
Distributors:



BUDGET

Maximum of £1000.

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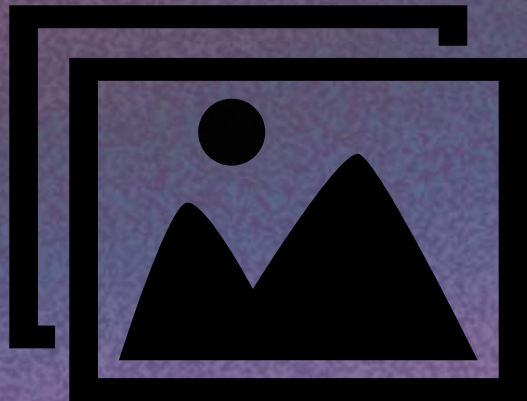


SOCIAL MEDIA CAMPAIGN

PRE-RELEASE

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Focus on: *Storytelling*

Contents :    **WORK IN PROGRESS**

 **SWIPE** 



Engagement: 

- **PRE-SAVE LINK**
- **SUBSCRIBE TO NEWSLETTER**

THE RELEASE

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Free mug for the first
30 newsletter subscribers



THE RELEASE

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FREE

THE GALLERY -
TILEYARD

SOCIAL MEDIA CAMPAIGN

POST-RELEASE

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OPEN
MIC



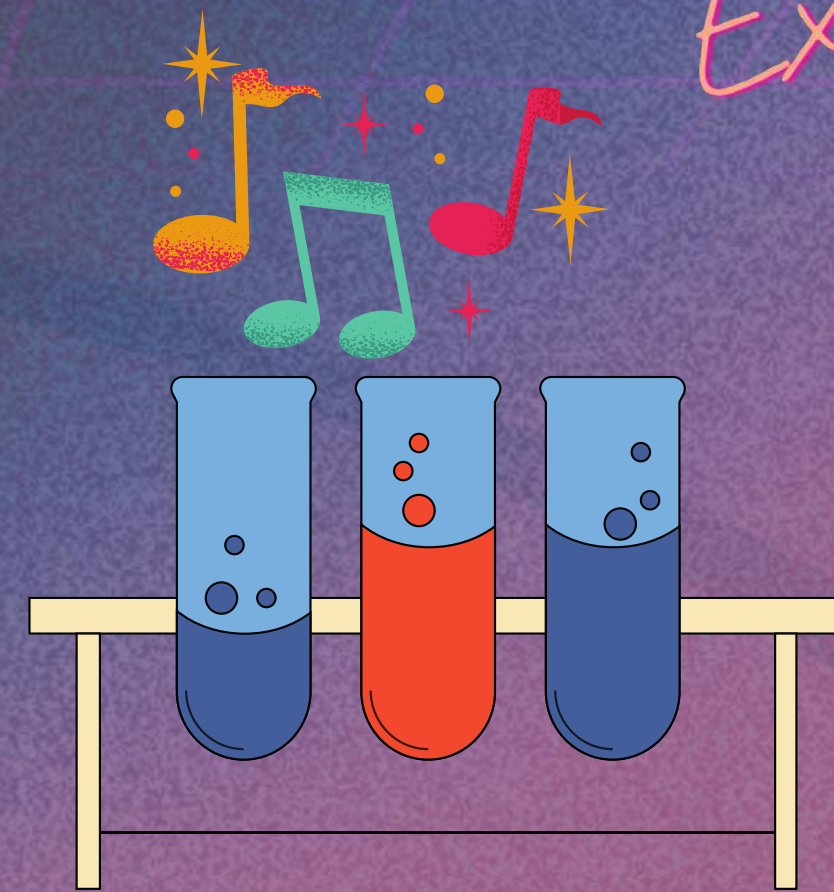
REMIX



THE ADVERTISING

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1. SPLIT TESTING - Ads Manager



2. ADS CAMPAIGN - Geographically targeted

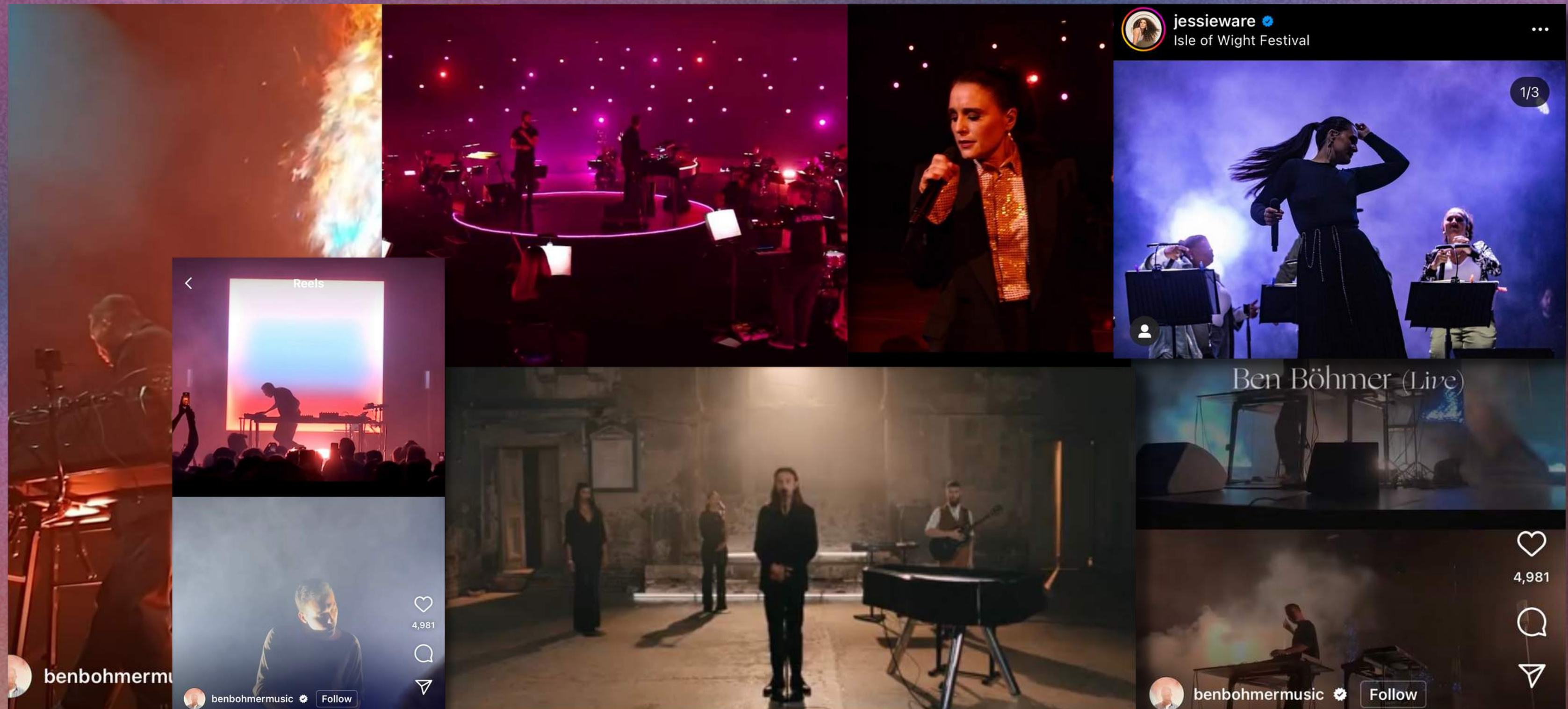


3. ADS REVIEW - optimize the budget

SOCIAL MEDIA CAMPAIGN

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Inspirations for live event content:

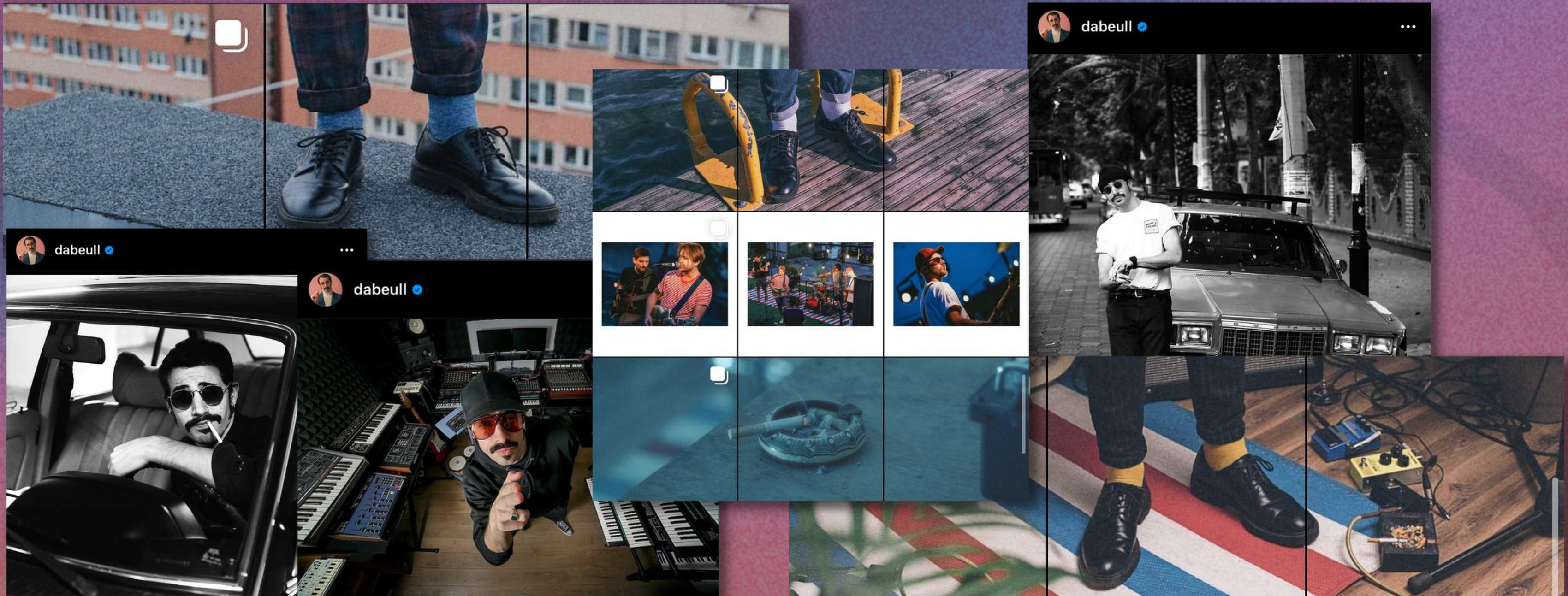


Source: Hurts, Jessie Ware, Ben Böhmer socials (2022)

SOCIAL MEDIA CAMPAIGN

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Inspiration for different types of content:

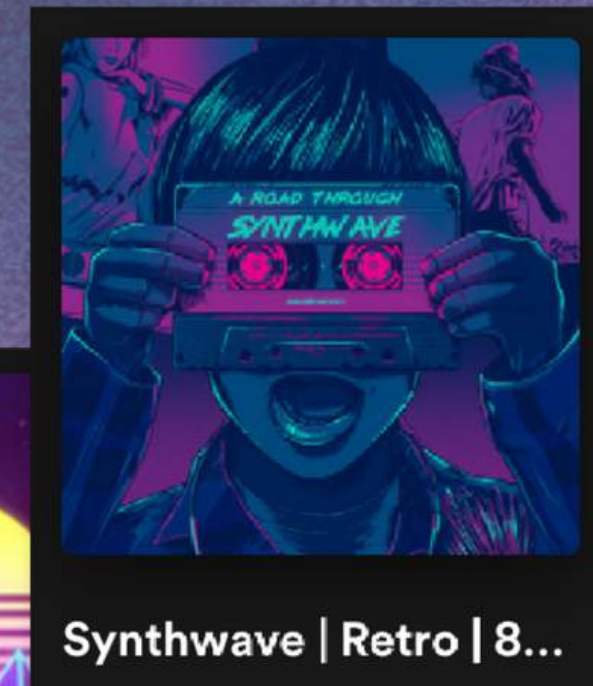
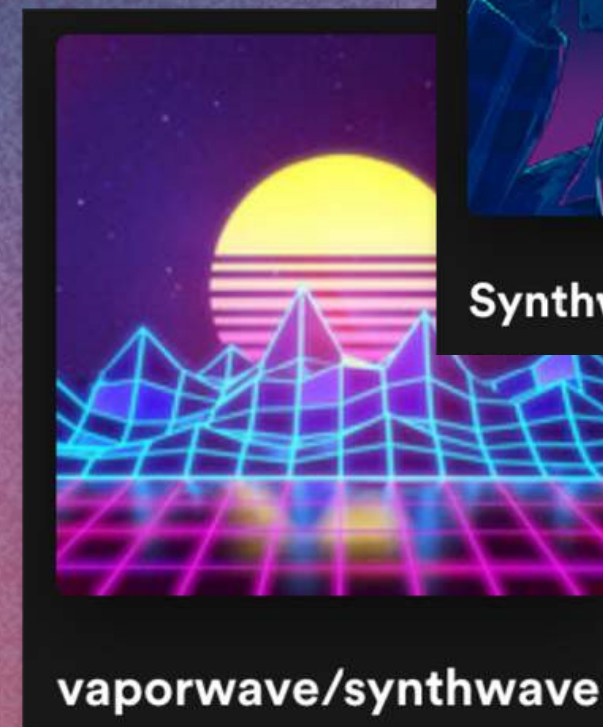
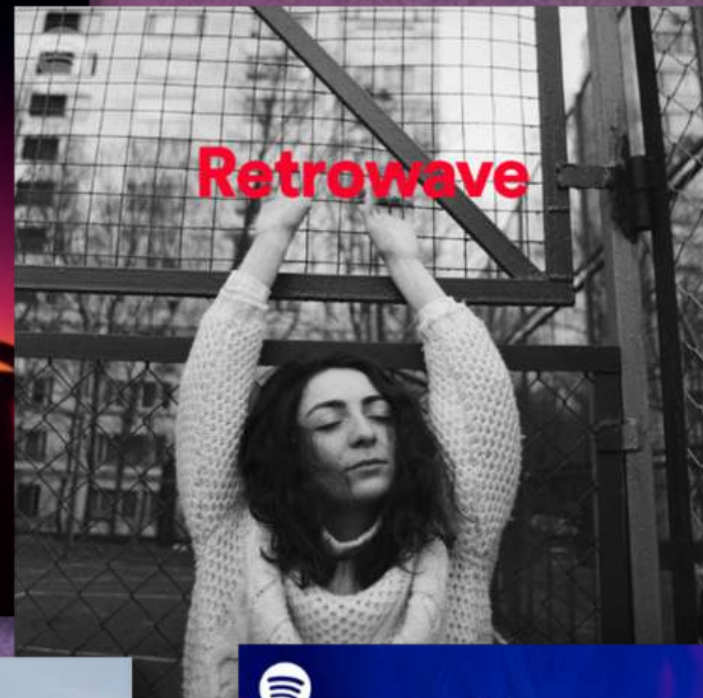


PLAYLISTING

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Spotify curated playlists

Independently curated Spotify playlists



PLAYLISTING

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Created by Double Exposure



ELEVATOR PITCH

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Double Exposure is an emerging London band composed of a couple who shares a love for the **melancholic retro vibe** of **Synthwave 80s music**.

The first single ***Electric Love***, which gives the name to the full EP, is only the **first episode** of a complicated love story.

The message that emerges from the song is the difficulty of letting a person go and the hope to find **a space where to love again**.

The sound of the Moog Sub37 and the Prophet Rev2 fill out their home in the south of the river.

LIVE

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The stage presence is inspired by Jessie Ware and Hurts: the show will be M I N I M A L , with good attention to lighting and a simple but effective background.



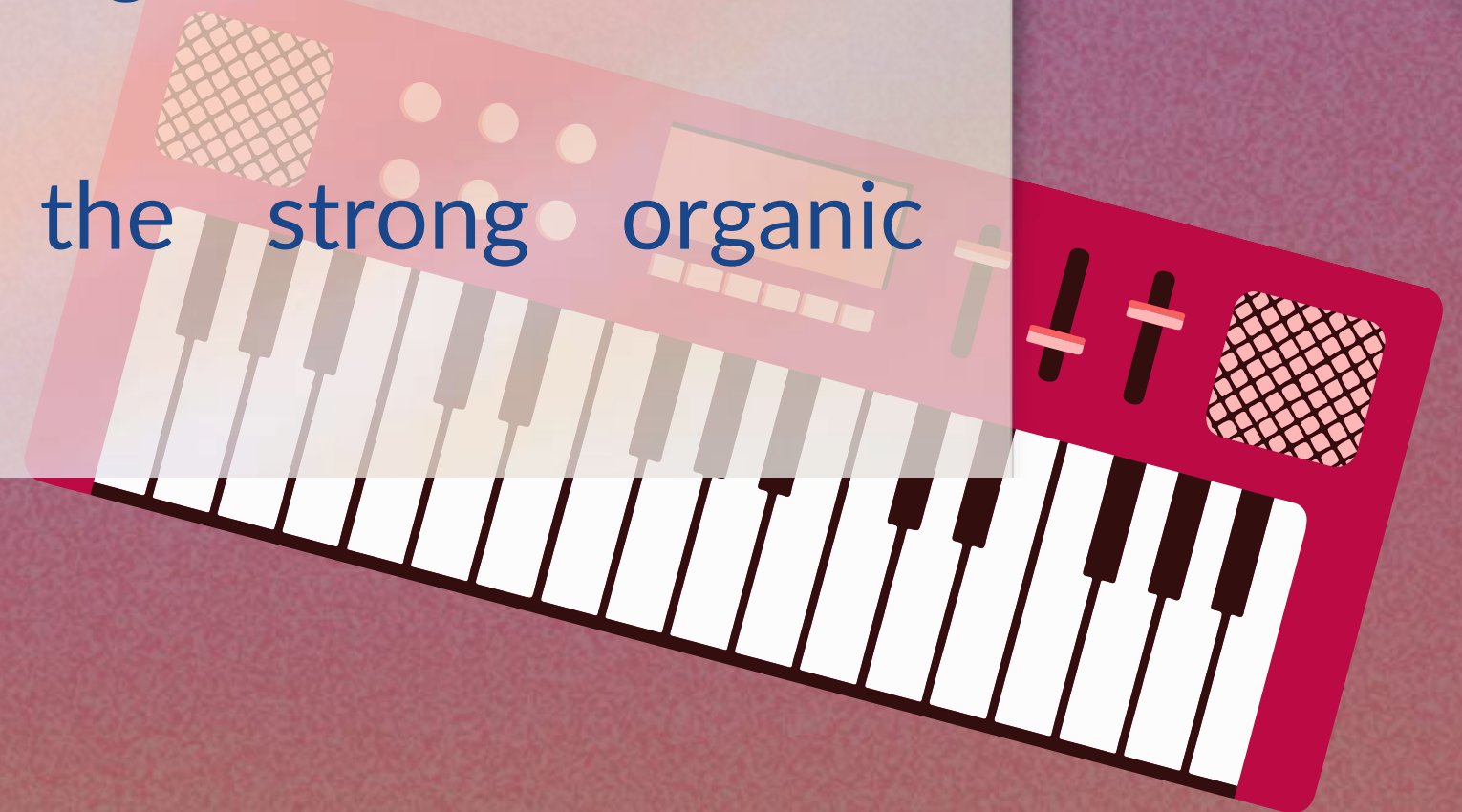
LIVE

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WHY LIVE IS WORTH IT

Double Exposure's live act is based on:

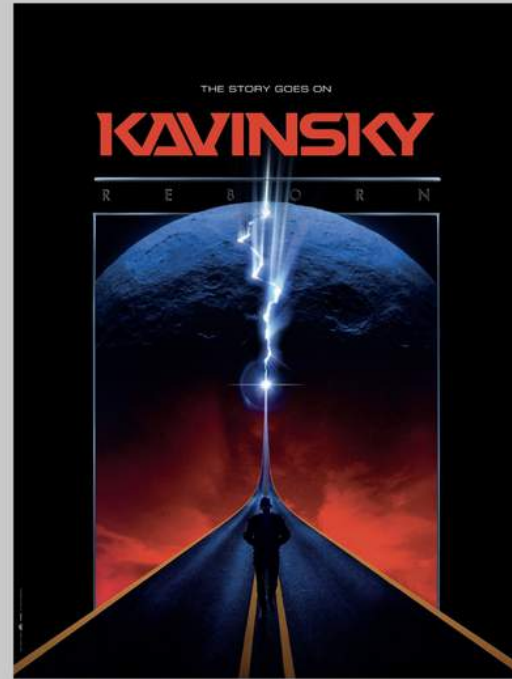
- **Looping** the instruments to guide the audience into the creative process
- **Improvisation** to show the strong organic component of their music.



MERCH

INSPIRATION

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Poster Reborn



MERCH

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DREAMS

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