

*Chhina's  
World  
Campaign*



ARTIST: CHHINA  
SONG TITLE: LIFESTYLE  
07 APRIL 2022

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## Introduction

The campaign for the launch of Chhina's single entitled 'Lifestyle' was made possible by the efforts of Daniel Wilbor, Amar Chhina and Tafadzwa Gapara.



Daniel believes in to bring real beings together across dimensions and harness the power of the collective consciousness to bring forth peace and harmony throughout the galaxy. He holds a Bachelor of Arts in Event Management from Leeds Beckett University and is currently pursuing a Master of Arts in Music Business at Tileyard Education. Daniel is driven by an interest and passion in the Block chain industry. He is currently the business owner of Metamate.crypto.



Amar Chhina is an experienced artist with a demonstrated history of working in the music industry from Toronto, Canada. He is skilled in Audio Engineering, Vocal music, Song writing, Audio Recording. He holds a diploma in Music Management from Harris Institute. Also, he has a Bachelor of Arts in Film Production from Ryerson University. Amar is currently pursuing a Master of Arts in Music Business at Tileyard Education.



Tafadzwa Gapara is an experienced Zimbabwean musician with a Bachelor of Science Honours Degree in Music and Musicology. Tafadzwa has toured in African various countries and the United States of America. She has a passion for charity work and is working on her organisation called Sekond Chance that will be raising money for the needy through music. She is also a Music Business student at Tileyard Education.



## Campaign Summary

The three professionals had to work around a budget of £5000 to successfully develop Chhina's 'Lifestyle' song campaign. As the creative team we had to agree on a campaign strategy that we were going to adopt, agree on the set goals to be reached, how to execute the goals and lastly review them for future results. The Berenschott project management model was used as a reference. The ultimate goal was to produce and release of Chhina's single entitled 'Lifestyle' in a space of 12 weeks. A shared calendar below was accessed by the artist and the creative team. Options for this were iCal, Google Cal, or using the in-app calendar of a shared project organizing application such as Trello. As a team we decided to go with Google Doc because it was easily accessed by everyone and at any time apart from it being user friendly.

The Deming Cycle model was also adopted in terms of Planning ahead for the release, Do 'ing the activities in line with the release of the single, Checking if the activities done were a success or not (through promotional activities), why they might not have worked during the do 'ing phase and finally Acting on the next round of planning. The success of the campaign was assessed through the SWOT analysis.

| Week |                                                                                                                                                                                                                                                                                                                         |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | Campaign Begins<br>Choose Single from artist repertoire/ Mastering<br>Decide on remix direction, Identify collaborators, release contract<br>Video outline brainstormed and storyboarded.<br>Associated artwork/ review existing branding & Iconography<br><br>Source videographer<br>for promotional video and teaser. |
| 2    | Sync - (usually 4 week lead time) - upload track recording for timed release in week 6 of campaign, with copyright data, <ul style="list-style-type: none"> <li>CD Baby</li> </ul> engage with YouTube influencers through this service.                                                                                |
| 3    | Contracts signed, Photoshoot                                                                                                                                                                                                                                                                                            |
| 4    | Mastering of the single                                                                                                                                                                                                                                                                                                 |
| 5    | Meeting with the videographer                                                                                                                                                                                                                                                                                           |
| 6    | Promo video goes live on social platforms<br>Sound (small segment of track) released on Tik Tok and Instagram                                                                                                                                                                                                           |
| 7    | Single and remix released commercially on streaming                                                                                                                                                                                                                                                                     |
| 8    | Pre Order Links to be sent out, Advertising                                                                                                                                                                                                                                                                             |
| 9    | Advertising, Radio Interviews                                                                                                                                                                                                                                                                                           |
| 10   | Main Video editing                                                                                                                                                                                                                                                                                                      |
| 11   | Extra Advertising                                                                                                                                                                                                                                                                                                       |
| 12   | Listening party, Radio Airplay                                                                                                                                                                                                                                                                                          |
| 1    | Review of the response and recommendations for the future                                                                                                                                                                                                                                                               |

## Artist Biography

Chhina is an artist from Toronto, Canada who specializes in the production of audible painkillers. Not only does he create these painkillers because he loves it, but because it is his alleviation for any tension he faces as a growing man. Having been raised by a hard-working single mother, Chhina has faced and learned from multiple issues that has shaped him to be the person he is today. Through his music he reminds his listeners that he is much like them; one who lives and learns. Chhina's ultimate goal is to inspire, and to spread love through educating the hearts and minds of others. After realizing that his work heals him like no other, Chhina ultimately felt like his purpose was to share it with the world. After all, they're safe to get addicted to.

## Artist's Electronic Press Kit



**CHHINA**

CHHINA IS A RAPPER/PRODUCER FROM TORONTO, CANADA WHO SPECIALIZES IN THE PRODUCTION OF AUDIBLE PAINKILLERS. DURING HIS CAREER HE HAS WORKED WITH MULTIPLE PRODUCERS SUCH AS **ELIJA PARIS** (BOHINDA, DVOI) AND **CATCH CARTER** (JOEY BADASS, JAZZ CARTIER). CHHINA HAS ALSO BEEN PLAYED NUMEROUS TIMES ON **TORONTO'S #1** RAP RADIO STATION - FLOW 93.5, AS WELL AS KISS FM IN **LAOS, NIGERIA**. OVER THE PAST YEAR CHHINA HAS AMASSED ALMOST 160K VIEWS ON HIS YOUTUBE CONTENT. CHHINA HAS ALSO BEEN **FEATURED** IN ARTICLES AND PLATFORMS ON **BIXBUZZTV** AND **THEMUSICBELOW**.

**CHHINA** IS NOW WORKING ON A SERIES OF **6 NFT** RELEASES TITLED **CHHINAPACK**. THEY INCLUDE 10 INTERACTIVE **3D** **MODELS** AND TWO SINGLES IN EACH PACKAGE. THESE NFTS WILL HAVE FULL UTILITY IN A VIRTUAL WORLD HE IS CREATING CALLED **CHHINA'S WORLD**. THIS WORLD WILL ACT AS A HUB FOR CITIZENS OF CHHINA'S WORLD TO SOCIALIZE AND ENGAGE WITH VIRTUAL PERFORMANCES FROM CHHINA AND OTHER ACTS. CHHINA'S UPCOMING PROJECTS ARE SOLELEY ORIENTED AROUND **WEB3.0** AND THE POTENTIAL IT OFFERS.

**CHHINASWORLD.COM**

**VIDEO LINKS**

- FANTASTIC** - 40K+ VIDEO VIEWS
- MFKN YDE** - 24K+ VIDEO VIEWS
- MIND BODY SOUL** - 40K+ VIDEO VIEWS

**LATEST RELEASE CHHINAPACK001**

**CLICK FOR SPOTIFY PLAYLIST**

**CLICK FOR SOUNDCLOUD UNRELEASED**

in Instagram YouTube CHHINA'S WORLD Apple Spotify SoundCloud



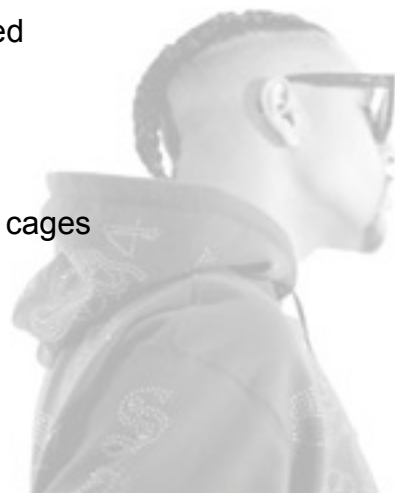
## Production and Marketing Strategy

### Lifestyle Lyrics

The one who clears the path controls its direction  
I let my test become my testimony free me from perfection  
Drums heavier than the weight I carry mentally  
The weight I carry physically get smoked so religiously man  
So who the hell tryna say I ain't the hottest one out  
Lemme break it down  
I cause so much stress  
With the pressure I can put down  
Cuz I stay with it  
My lethal weapon from the stationary section  
The ink dries and I get reckless  
Holy grails for my sneakers  
Holy cross on my necklace  
My Swagger's infectious  
And my energy is too precious  
I protect it with my life, Guarded  
I'm from the Garden of Eden, The Jungle of Evil  
Where evil blends with the people  
Jealousy disguised by a smile and an applaud  
It buys time for the plot, all I wanna buy is plots of land  
Stay away from the stories, and from the gram  
That's instant gratification, I instantly smoke a gram

And a half, or 3.5, or a goddamn O  
Watchu know, Watchu know, Watchu know about this  
Watchu know about my lifestyle  
Watchu know about my lifestyle  
Yeah, yeah  
Watchu know about my, Watchu know about my  
Watchu know about my my,  
Lifestyle

Warm bodied, warm hearted amongst these cold hearts  
If I don't see you at the top, you'll get a postcard  
She said do you cry, I said baby do you bleed  
Watch where you plant seeds, be careful who your trees feed  
Understand something, I don't stop til I won  
This Genesis number 1, look what you made me become  
I ain't lookin for perfection, I'm searching for completion  
Seen my fair share of snakes, rats, roaches, and leeches  
This ain't the Zoo tho this the Jungle the lions don't sleep in cages  
And the vultures see murder from above, pre meditated  
Real brothers don't change, the ones that do planned it  
It's a very lonely journey, took me time to understand it  
Everybody got a hungry heart, some only for cheap food  
Stand on shoulders of giants and see who can reach you  
Very few, but very many still dangerous beneath you



Even if you down to down earth, don't mean you ain't seafood  
I swim with big sharks, big whales some of them got big hearts  
The rest of them got big teeth that will tear you apart  
Chew through them Chrome Hearts sweaters them big brand letters  
Underneath we see which man is really better, Chhina

And a half, or 3.5, or a goddamn O  
Watchu know, Watchu know, Watchu know about this  
Watchu know about my lifestyle  
Watchu know about my lifestyle  
Yeah, yeah  
Watchu know about my, Watchu know about my  
Watchu know about my my,  
Lifestyle

[https://soundcloud.com/chhinasworld/chhina-lifestyle-master-prod-elija-paris?in=chhinasworld/sets/chhinapack002&utm\\_source=clipboard&utm\\_medium=text&utm\\_campaign=social\\_sharing](https://soundcloud.com/chhinasworld/chhina-lifestyle-master-prod-elija-paris?in=chhinasworld/sets/chhinapack002&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing)

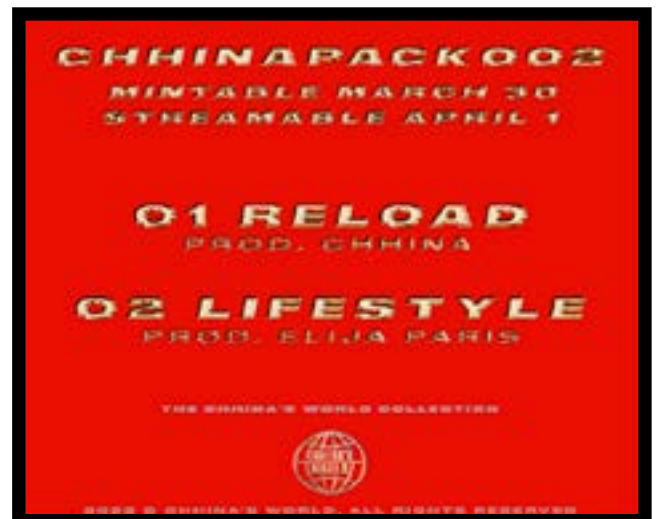
[https://soundcloud.com/chhinasworld/sets/chhinapack002?utm\\_source=clipboard&utm\\_medium=-text&utm\\_campaign=social\\_sharing](https://soundcloud.com/chhinasworld/sets/chhinapack002?utm_source=clipboard&utm_medium=-text&utm_campaign=social_sharing)



## Production Process

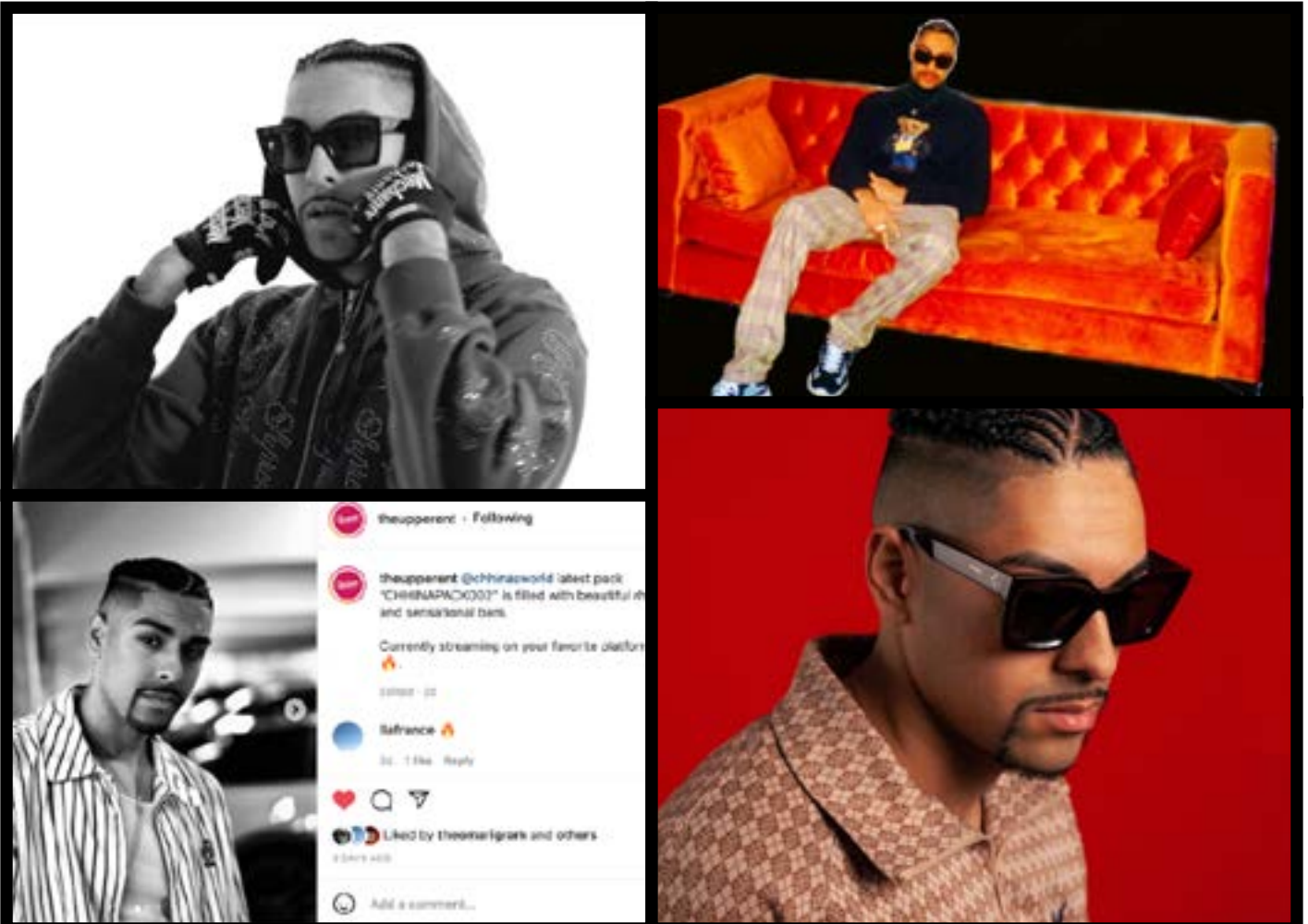
Chhina received an already produced instrumental from Elijah Paris. After listening to the instrumental, Chhina decided to remove some of the stems that he thought were unnecessary and sped up the beat. The lyrics mainly bring out Chhina's lifestyle. Being a Producer also, Chhina mixed and mastered the track. Before mastering the track Chhina had to send the track to some of his producers like Catch Carter for feedback so that he could make any corrections if there were any. After the feedback, Chhina then mastered the track. This was an added advantage for the team since we were working on a tight budget. A 50/50 deal between Chhina and Elijah Price was sealed.

Some funds were directed towards Chhina's artwork and iconography as he had to attend the photoshoot appointments. When these were done, a press kit was to be prepared as well as the promo videos of the single as well as the remix. It was also during this time where by the storyboard of the video was brainstormed and getting in touch with videographers as well as the booking of the white screen studio. This included the 3D assets for the video. Video editing was also done by Chhina which also went a long way when it came to the budget.



## Marketing Strategy

The marketing strategy for Chhina's single came about when his social media presence was analysed. The analytics evidenced that he needed to gain more fanbase in all the social media platforms. Therefore, the team opted for Adam Ivy's developed magnetic marketing tool and it entails concentrating on the artist's visibility, connection and offers. In terms of Chhina's visibility on social media, the team made sure that the promo and teasers were ready before the release of the main song. Also, still under visibility, two Canadian magazines were approached so that they could feature Chhina's release and these were the Side Door Magazine as well as the Colors X Studio and that included a press release. After the release we got in touch with Dead End Hip Hop. This is a YouTube channel that reviews Hip Hop songs mostly. The review was meant to increase Chhina's fanbase as well as for the feedback. Regarding Chhina's visibility through radio air play, a Nigerian radio station called Kiss FM aired his song as he has got a following as well. Most of the radio stations that the song was sent to according to Chhina's social media analytics included: Chezz Watt in Paris, Kiss Fresh in London, 100 Hip Hop, Radio Republik Indonesia (The largest number of followers due to a random person who had stolen Chhina's identity on YouTube). Chhina was scheduled to release the song through a listening party where by a fellow artist from Canada was invited so that he could attract his fanbase for Chhina's release. Thus connection, according to Adam Ivy. Unfortunately, he could not make it. The listening party was aired live in all social media platforms namely Facebook, YouTube, Instagram and Twitter. After the release of the song, Chhina had to record a video of himself explaining to his fans how the song came about as well as the making of the video in order for him to build a relationship or rapport with his fans. In terms of Chhina's offers in the music magnetic marketing, his single was sold as an NFT. The remix as well as the single were uploaded into all music streaming platforms like Spotify, YouTube, iTunes, Amazon Music, Tidal, Deezer to mention a few under Distro Kid as the main distributor. Platforms like Spotify will pay Chhina in 6 to 12 months.



# NFT ARTWORK



## SWOT ANALYSIS

The team had to review Chhina's world as a brand for future developments. Thus, the strengths, weaknesses, opportunities and threats.

### Strenghts

Relevant lyrical content, a good song writer.

An experienced Producer who can mix and master his songs.

For an artist with no record label release, he has a fair amount of fan base from every continent.

His fashion sense is outstanding, a perfect match for his genre

Great professional visuals in videos

### Weaknesses

Lack of more monetary resources

Lack of collaborations with other artists

The genre Hip Hop is flooded with competition

Lack of more mainstream radio presence

### Opportunities

Social media use to expand Chhina's visibility

Touring efforts to Nigeria in Africa

### Endorsements

Merchandising

### Threats

Flooded Hip Hop market

Competition



| BUDGET                 | ESTIMATED | ACTUAL | VARIANT |
|------------------------|-----------|--------|---------|
| FUNDING                | 5000      | 5000   | -       |
| <b><u>EXPENSES</u></b> |           |        | -       |
| BEAT                   | 1500      | 1500   |         |
| PRODUCTION             | 120       | 150    | 30      |
| VIDEO ANIMATION        | 250       | 350    | 100     |
| PROPS                  | 50        | 80     | 30      |
| PHOTOSHOOT             | 350       | 300    | 50      |
| LISTENING PARTY        | 800       | 1100   | 300     |
| ETHEREUM FEE           | 100       | 120    | 20      |
| TRANSPORTATION         | 300       | 350    | 50      |
| VIDEOGRAPHER           | 180       | 250    | 70      |
| VIDEO LOCATION         | 200       | 300    | 100     |
| CAST                   | 100       | 200    | 100     |
| ADVERTISING            | 1700      | 1800   | 100     |



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