

Marketing Report:

A marketing strategy, budget, timeline and project plan for an album release by Alfa Mist



By James Gamble (1905862)

Entertainment Marketing
BMTY7003
Tim Ferrone

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Introduction

This report will describe a detailed marketing campaign plan for an album release by a young, British Jazz pianist, Alfa Mist. The marketing plan includes an introductory artist profile, key campaign impact points, a campaign timeline, artist image and audience, key tastemakers, a budget, and the overall targets we hope to achieved at the conclusion of the campaign. The report will also reference the essential marketing principles and research which have informed much of the thought behind the proposed campaign.

Alfa Mist – Artist Profile

“A shining light of the London jazz scene” – The Vinyl Factory (Spice, 2019).

Alfa Mist began his musical journey as a teenager making Grime & Hip-Hop beats like many of his East London contemporaries, however today he finds himself in the vanguard of the UK’s new, exciting Jazz scene. Both a self-taught pianist and accomplished producer Alfa’s roots can be traced through Dilla & The Roots back to Thelonius Monk & Avishai Cohen (The Black Acre, 2020).

As a young beat-making producer, Alfa’s early sample digging opened a world of vintage sounds including film soundtracks and Jazz (The Black Acre, 2020). In his own words:

“A huge part of hip-hop is sampling, so I just used to dig around and learned about so many different genres. I discovered Jazz and started to listen to that.” (Mist, 2016) “[Although] I got into other types of music through digging for samples...I stayed in jazz because there was something about it.” (Mist, 2019)

With a new-found love of Jazz and to further his producing skills, 18-year-old Alfa began to teach himself the piano.

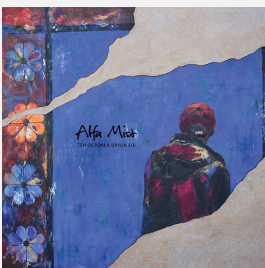
“I started taking piano seriously when I decided I wanted to understand this whole range of music I was discovering. I liked what I was hearing but I didn’t really know what was going on, which made me determined to work it out and learn” (Mist, 2019).

Alfa Mist has released two accomplished LPs: *Antiphon* (2017) and *Structuralism* (2019), and three EPs: *Nocturne* (2015), *7th October (Epilogue)* (2018), and *On My Ones* (2020). Alfa’s music is predominantly instrumental as he tells his story through melancholy Jazz piano, however he also uses spoken soundbites, often provided by his brothers and sister, to add depth to the production. Following the release of his second LP (*Structuralism*), Alfa had a very successful world tour including a couple of sold out hometown gigs at the iconic, 750-capacity Earth Theatre in Hackney (Hernanz, 2020).

Alfa is very much at the forefront of the thriving UK Jazz scene and he has previously collaborated with the likes of Tom Misch, Jordan Rakei and Yussef Dayes, all of whom are beginning to enjoy increasing publicity and commercial success. In October 2020, Alfa Mist will release his third LP; his biggest and most ambitious project to date. Alfa is working with old contemporaries as well as new faces in crafting what should be his major commercial breakthrough album.

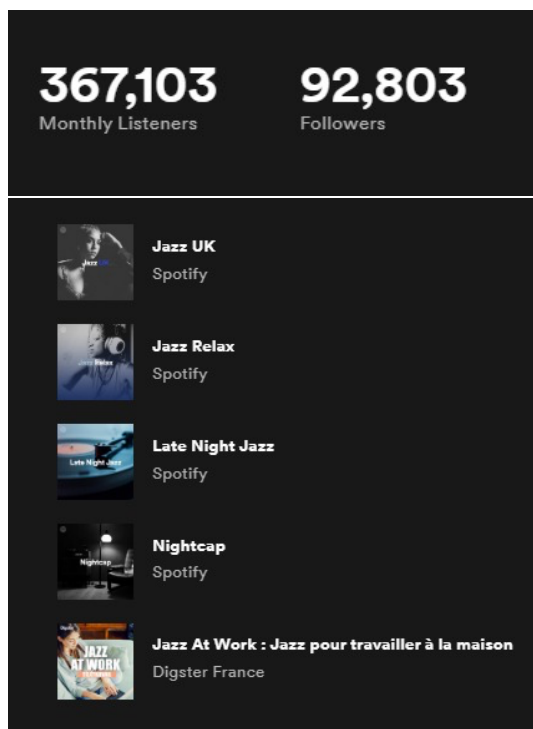
Alfa Mist is currently signed to his own label, Sekito, and is managed by Ian at The Black Acre.

Discography & Streaming Data (LPs and EPs)

Artwork	Title (Year)	Total Album Streams (Spotify)	Most Streamed Track (Spotify)
	On My Ones (2020)	261,077	Sorry – 83,021
	Structuralism (2019)	4,509,792	Door – 1,152,006
	7th October (Epilogue) (2018)	1,159,024	Resolve – 844,011
	Antiphon (2017)	14,133,555	Keep On – 4,274,536
	Nocturne (2015)	5,630,720	Closer – 1,776,249

Data sourced from Spotify Streaming Numbers Tool on 31st March 2020 (Chartmasters, 2020).

For a detailed breakdown of Alfa Mist's streaming numbers please see Appendix One.



(Spotify, 2020)

Live Performance and Tours

Alfa Mist is a proficient and popular live performer, normally sharing the stage with a tight-knit band of drums, bass, guitar and solo horn instruments.

In 2019, Alfa embarked on a successful world tour and he followed this up in 2020 with a short UK tour. The venues Alfa Mist was playing on these tours were typically 500 – 1200 capacity venues or festivals (Valkhof Festival, Dour Festival and Nile Rodgers' Meltdown Festival etc.).

Below are the dates and venues of these tours.

Past Alfa Mist Events

Fri 06 Mar 2020 Alfa Mist Brudenell Social Club, Leeds Artists: Alfa Mist and 2	Tue 03 Mar 2020 Alfa Mist Earth (Theatre), Stoke Newington Artists: Alfa Mist
Thu 05 Mar 2020 Alfa Mist SWX, Bristol Artists: Alfa Mist and Waldo's Gift	Sun 01 Mar 2020 Alfa Mist Royal Exchange Theatre, Manchester Artists: Alfa Mist and Sarah Angel
Wed 04 Mar 2020 Alfa Mist Earth (Theatre), Stoke Newington Artists: Alfa Mist	Sat 29 Feb 2020 Alfa Mist The Invisible Wind Factory, Liverpool Artists: Alfa Mist and Anti Social Jazz Club

(See Tickets, 2020)

Events in 2019 with Alfa Mist

 Mon, 29 Apr 2019 /
 Alfa Mist at *Gretchen* / Berlin, Germany
 Fri, 17 May 2019 /
 Alfa Mist at *Gorilla* / Manchester, United Kingdom
 Sat, 13 Jul 2019 /
 Dour Festival 2019 (day 4) at Dour Festival / Belgium
 Tue, 16 Jul 2019 /
 Valkhof Festival 2019 at Valkhofpark / Other regions, Netherlands
 Sat, 03 Aug 2019 /
 Nile Rodgers' *Meltdown Festival* at Southbank Centre / London, United Kingdom
 Sat, 10 Aug 2019 /
 ZeeZout presents *Making Waves* at Whoosah / The Hague, Netherlands
 Wed, 09 Oct 2019 /
 Boiler Room Festival Day 1: *Jazz* at Various Venues - Peckham / London, United Kingdom
 Thu, 17 Oct 2019 /
 Super-Sonic Jazz ADE Special 2019 at Paradiso Noord / Tolhuistuin / Amsterdam, Netherlands
 Tue, 29 Oct 2019 /
 Tombo! Alfa Mist en Barcelona at La Nau / Barcelona, Spain
 Sat, 16 Nov 2019 /
 BIRDFest at BIRD / Rotterdam, Netherlands
 Fri, 29 Nov 2019 /
 Strawberry Fields 2019 at The Wildlands / Melbourne, Australia
 Thu, 12 Dec 2019 /
 Wonderfruit 2019 at The Fields at Siam Country Club / Thailand

(Resident Advisor, 2019)

Online and Social Media Presence

Currently the platform Bandcamp is hosting Alfa's main webpage (<https://alfamist.bandcamp.com/>) but one of the first points of action within the marketing campaign will be to develop a professional website. While Bandcamp is a great platform it does not create a perception that Alfa is a successful, professional musician in the same way that a well-developed website would.

The table (right) shows Alfa Mist's follower-count on various social media platforms (correct as of 30th March 2020).

Followers/Likes/Subscribers

	92,803
	33,700
	37,038
	8,206
	18,700

Album Release

Alfa Mist's new album will be his biggest project to date. The album will be full of collaborations with Alfa's contemporaries, particularly in the UK Jazz scene, such as Tom Misch, Jordan Rakei, and Barney Artist. The music will still have its roots in Jazz music but will be a marked move towards a more commercial sound, of the same ilk as Tom Misch's album *Geography*, but piano-led. The album is due for release in October and the lead single from the album is due for release in mid-August.

Marketing Strategy

Campaign Mission Statement

This campaign aims to deliver Alfa Mist's most successful album to date. The campaign will be throughout the UK (but UK only) and will last a total of six months, culminating with the album release in October. The album will be a marked move towards a more commercial sound for Alfa Mist but will retain his urban, underground image. With a successful marketing campaign, we hope to break Alfa into mainstream popularity in the same vain as Alfa's friend and contemporary Tom Misch.

Marketing Principles

The following section will outline the marketing strategy and campaign plan, including some of the critical thought and academic research which has informed the decisions made. Throughout the development of this marketing plan I have referred to the '7 Ps Marketing Mix', as originally coined as the 4 Ps by E Jerome McCarthy (1960) and since developed and popularised by Philip Kotler and Gary Armstrong. The 7 Ps are presented below:



Although music and entertainment marketing derives its roots from these principles, the nature of the product and the way it is packaged and consumed (predominantly streaming) makes it more relevant to study music-specific marketing principles. Ferrone, Pacifico and Davy refer to the 'The Three Pillars of Music Marketing': The Music, The Visuals, and the Message (Ferrone, Pacifico and Davy, 2019). The following table applies these principles to Alfa Mist's album release campaign:

The Three Pillars of Music Marketing – Alfa Mist	
The Music	Jazz but with an Urban feel (features with Grime and Hip-Hop artists). A move towards a more commercial sound but relatively speaking still not mainstream. Cool, relaxed, easy listening sound.
The Visuals	Urban, dark, melancholic. Heavy use of black and white imagery. Lots of use of instruments in the visuals (particularly video), particularly piano. Album artwork to be consistent with Alfa's previous work (to be done by Kaya Thomas-Dyke).
The Message	London-centric, urban message. Place Alfa in the vanguard of the exciting London Jazz scene. Keep a focus on his grime and hip-hop background.

Campaign Impact Points

A good marketing campaign should build in intensity and climax at a key impact point; a date or event which is the principle focus of the campaign (Ferrone, Pacifico and Davy, 2019). This impact point should be the culmination of weeks or ideally months of preparation and a build-up of small actions, reflecting Malcolm Gladwell's concept of 'The Tipping Point' (2000). This campaign will have a primary impact point, the album release, and a secondary impact point two months prior to this, the single release:

Single Release Date – Friday 14th August

Album Release Date – Friday 9th October

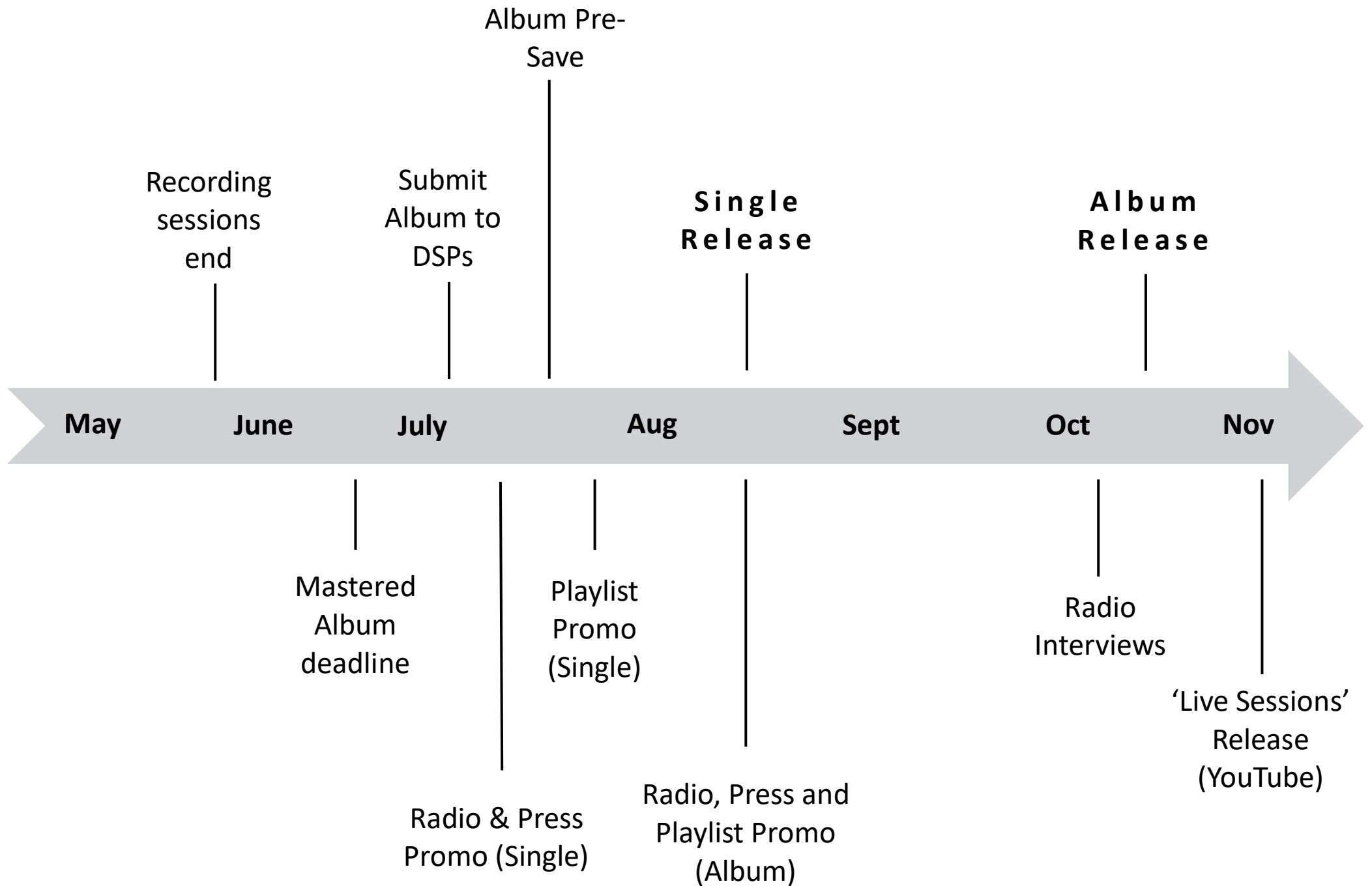
We are conscious of having two key impact points and very determined that the single release does not detract too much emphasis from the primary campaign impact point in October. As such, the focus of the campaign will be split into two phases: Single release and Album release.

The album release date was not arbitrarily selected but was considered to match Alfa Mist's style. We feel that Alfa's dark, melancholy sound, as well as his urban background, would be well suited to an autumnal, October release.

Taking this date, Friday 9th October, we then worked backwards to determine the timeline (next page) and crucial deadlines such as submitting the album to DSPs and Album Pre-Save going live.

Timeline and Project Plan

Week	Week ending (Fri)	Production / Release	Action involving Alfa	Marketing Action	Notes
April					
-27	3rd	Website development	Self-isolation: writing/composing/recording new music		Work is widely affected by the Coronavirus lockdown situation
-26	10th				
-25	17th				
-24	24th	New 'Alfa Mist' website goes live		Publicise the new website on all socials	
May					
-23	1st	Videographer / photographer to attend some recording sessions: film at least one "Live Session"	Recording album / Alfa in the studio	Alfa to try and be as active as possible on social media while in the recording studio	Subject to Coronavirus lockdown being lifted allowing Alfa to get to a studio
-22	8th				
-21	15th				
-20	22nd				
-19	29th	Deadline for album artwork (Single & Album): artwork to be done by Kaya Thomas-Dyke	Deadline for music to be recorded		
June					
-18	5th	Music to be mastered (and mixed if not already)	Photoshoot and interviews/music videos filming		
-17	12th	Get photography and videography content			
-16	19th	Album mastering deadline	Alfa to confirm he is happy with the finished album: select which track will be the single	Release some content from the photoshoots earlier in the month	
-15	26th				
July					
-14	3rd	Submit album and all artwork to streaming services (album and single)	Live gigs throughout July (UK): London (multiple dates) Bristol Manchester Brighton Birmingham Edinburgh Glasgow Cardiff	Release a tease image of the single artwork	The ability for Alfa to do live performances is a question mark at the moment due to the uncertainty surrounding Coronavirus
-13	10th			Commence UK promo: radio and press (single)	
-12	17th	Album pre-order / pre-save becomes available		Wide marketing push announcing the availability of pre-save (inc. some paid advertising)	
-11	24th			Commence Spotify Playlist promotion	
-10	31st			Release a tease image of the album artwork	
August					
-9	7th	Film single music video	Film single music video	Offer first exclusive play of the single to Gilles Peterson (BBC Radio 6 & Worldwide FM)	
-8	14th	Single Release - Friday 14th August	Alfa to host a single release gig (London)	Invite industry people to the single release gig (Gilles Peterson) Commence UK promo: radio and press (album) (paid social media begins here)	
-7	21st		Magazine / press interviews		
-6	28th				
September					
-5	4th		Magazine / press interviews	Begin increasing spend on paid social media posts	
-4	11th	Music Video (Single) release	Film 'The Alfa Mist Story: Interview' video	Include New music video (single) within the paid social media campaign	
-3	18th				
-2	25th		Alfa hopefully busy doing live radio interviews	Radio Interviews with Alfa: - BBC Radio 6 Music (with Gilles Peterson) - BBC Radio 1Xtra (Jamz Supernova) - Worldwide FM (with Gilles Peterson)	
October					
-1	2nd				
0	9th	Album Release - Friday 9th October	Alfa to host an album release gig (London)	Invite industry people to the album release	
1	16th				
2	23rd	The Alfa Mist Story: Interview' Video release			The idea of this video is to be a professionally produced insight into Alfa's music, family, background, Jazz influences etc. - to be released on YouTube
3	30th				
November					
4	6th	Live Sessions videos release (multiple difference live session recordings from the recording process of songs on the album)	Alfa begins another UK tour (potentially expanding into some European cities too)		For release on YouTube
5	13th				
6	20th				
7	27th				



Audience and Artist Image

In this marketing campaign we look to target a young to middle-aged, 'trendy' audience of 15 – 40-year olds. It is very important that the music itself helps inform the marketing decisions, and although this album will be more commercial than some of Alfa's previous work, it will still not be considered *mainstream*. As a result, we will target a trendy, music-loving audience; primarily the kind of audience that BBC Radio 6 Music attracts.

The UK Jazz scene is currently thriving with artists such as GoGoPenguin, Tom Misch and Ezra Collective all breaking through into more mainstream popularity, and this campaign aims to place Alfa firmly in this group. As such, Jazz fans are the obvious starting point for this campaign. Given his back catalogue and previous collaborations with the likes of Tom Misch and Jordan Rakei, we are confident that Jazz fans will know and hopefully like Alfa Mist's music: therefore the first key element of the campaign is to make these fans aware that Alfa is releasing new music and to direct them towards it.

Having said this, we are also very determined to increase Alfa's fanbase beyond this relatively small community of Jazz fans. To achieve this, the campaign aims to create a close association between Alfa Mist and London's Urban music scene. British hip-hop and grime is enjoying huge popularity at the moment and given both the large amount of Jazz influence in hop-hop and Alfa's own background as a grime/hip-hop producer, we are confident that this strategy will help introduce Alfa to a new audience while remaining authentic and original. Alfa is a Londoner with a 'cool' aesthetic and style, and although his music isn't grime or hip-hop, we intend to emulate the campaign style that this genre of artist (Stormzy and Dave for example) would employ in order to target the Urban audience. This means that the artist image will be serious, moody and urban; something we think will suit Alfa Mist's natural personality and style. Below is a mood board indicating the general theme of the artist image that we propose:



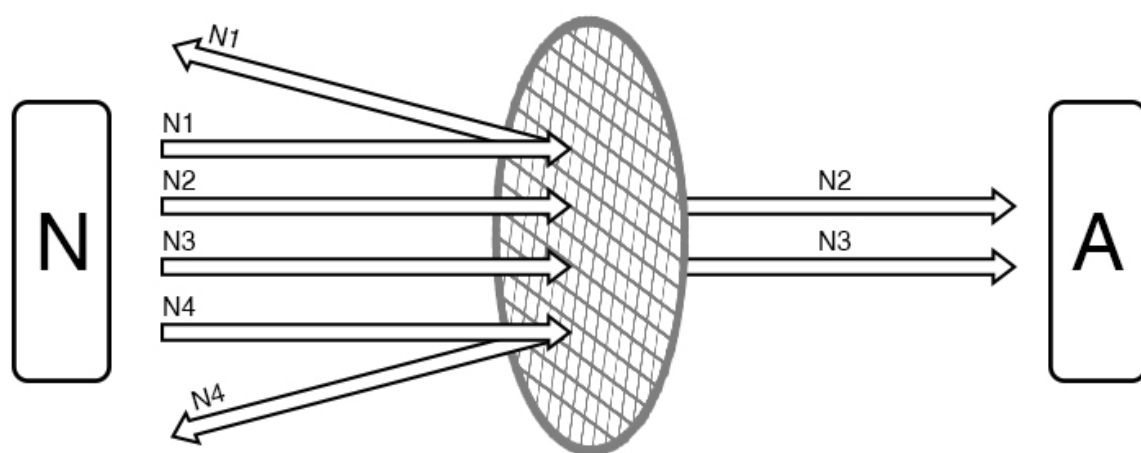
Further to this artist image, the album is likely to feature multiple collaborations with hip-hop/grime artists (namely Barney Artist and Kojey Radical), which furthers the authenticity of this marketing style and will hopefully make Alfa an artist of interest for a wider, young audience.

Gatekeeping Theory and Key Tastemakers

The invention of the internet and social media has drastically changed the world of marketing and the music industry has certainly not escaped this. The majority of the population, particularly the 15-30 age group so coveted by marketers, spend a lot of time on at least one form of social media, so there is little doubt that the *Place* ('7Ps Marketing Mix') which marketers will find their target customers is online and on social media.

Having said this, in the music industry the key tastemakers and gatekeepers remain in radio. The concept of 'gatekeeping' was developed by Kurt Lewin in the 1940s and, despite huge technological advancement since then, remains extremely applicable to music marketing today (Lewin, 1947). The theory of gatekeeping refers to the control of what information is permitted to 'pass through the gate'; in the case of the music industry, the control of which tracks/artists receive the greatest publicity and airtime (Deluliis, 2015). As Lewin writes, the gate is guarded by gatekeepers, who make decisions about what information to let through and what to keep out, and therefore to achieve a successful marketing campaign it is essential to garner the support of influential gatekeepers and tastemakers (Lewin, 1947).

'If marketing is the process of generating maximum possible awareness via the most efficient timeframe and expenditure, then that marketing message is most effectively amplified via tastemakers and influencers.' (Ferrone, Pacifico and Davy, 2019)



N - Source of news item, A - Audience, N1,N4 - Discarded news, N2,N3 - Selected news

Gate Keeping Theory

(Businesstopia, 2018)

With tastemakers so important to a marketing campaign, we have taken great care to select appropriate and realistic tastemakers to target. They have been selected with both Alfa's target audience and target image in mind.

Priority Tastemakers		Notes
Gilles Peterson	BBC Radio 6 Music Worldwide FM	Primary target (see below).
Jamz Supernova	BBC 1Xtra	Secondary target (see below).
Maryanne Hobbs	BBC Radio 6 Music	A second BBC Radio 6 option to Gilles Peterson; Maryanne Hobbs has played Alfa Mist on her show before and is a fan.
Adam Moses	Jazz re:freshed	Jazz re:freshed is a London-based music 'movement' attempting 'to challenge the elitism and prejudice within the jazz community' and 'to promote underexposed music and artists deserving of the widest recognition' (Jazz re:freshed, 2020).
Jamie Cullum	BBC Radio 2	Jamie Cullum is at the mainstream end of things but due to his connections to the Jazz world we think that, although not worth prioritising, he is also worth targeting.

Gilles Peterson

Gilles Peterson is the primary tastemaker that we will target in our campaign. Gilles hosts the 14.00 Saturday show on BBC Radio 6, which has a very suitable audience for Alfa's music. Gilles has an interest in the UK's current Jazz explosion, evidenced by his own record label, Brownswood Recording, signing a number of talented London-based Jazz musicians such as Kokoroko and Joe Armon-Jones (founding member of Ezra Collective).



Gilles has previously featured a 'Live Session' with Alfa Mist on his BBC Radio 6 show and so we know that he is aware and a fan of Alfa's music (BBC, 2020). We hope that we will be able to get Gilles' support for the new album (and single) and that through him we will be able to playlist on BBC Radio 6 Music to ensure regular radio airplay.

It is very important to try and form some kind of connection/personal link with tastemakers because they are so regularly approached by pluggers and artists, but we are confident that with Gilles already being aware of Alfa and being so active in the UK Jazz scene, that he is a realistic target tastemaker and that we will be able to get through to him. When hiring a radio plugger for the campaign it will be imperative that they have a close connection or pathway to Gilles.

Jamz Supernova

Jamz Supernova is the second tastemaker which we are going to prioritise in this campaign and Alfa's music will fit very well into her show: 'Jamz unearths forward-thinking scenes and sounds from around the world, from alternative RnB and experimental hip hop through to jazz and leftfield electronica' (BBC, 2020).



Jamz Supernova currently hosts her Radio 1Xtra show every Tuesday at 19.00, and she has played some of Alfa's previous work on her show in the past (BBC, 2020). Alfa has also been an interviewed guest on her show before when Jordan Rakei was sitting in for her (BBC, 2020).

Getting Jamz to support Alfa Mist will be essential to introducing Alfa to a more Urban and underground audience, as outlined in the previous section. Ideally, we want to achieve a balance of airtime on both BBC Radio 6 Music and BBC Radio 1Xtra as both these stations own a different audience, both of which we want to target and will enjoy Alfa's music. Similar to Gilles Peterson, we will try and ensure that any radio plugger we employ in the campaign has direct accessibility to Jamz Supernova, or at least someone at Radio 1Xtra.

Promotion: Radio, Playlists and Press

Consistent with the marketing campaign as a whole, the majority of the promotion in the campaign will be UK-based. The following section outlines which stations, channels, playlists and publications we intend to target in the campaign.

Radio (and TV)

Radio	Contact	Notes
BBC Radio 6 Music	Gilles Peterson (Saturday at 14.00) Maryanne Hobbs	
BBC 1Xtra	Jamz Supernova (Tuesday at 19.00)	
Worldwide FM	Thris Tian (Head of Music)	Founded by Gilles Peterson.
<i>BBC Sounds</i>	The Cosmic Hour (with Jamz Supernova)	One-hour mix.
BBC Radio 2	The Jazz Show with Jamie Cullum (Tuesday at 23.00)	Quite mainstream and potentially to old an audience.
TV		
BBC Two	Later... with Jools Holland	The only TV show we will target but we think Alfa will be a good fit for the 'New Artist' slot on the show. Hopefully Jools Holland will be interested with his background in Jazz piano.

Playlists

Italicised playlist names are for the playlists which have previously featured Alfa Mist on and therefore we are confident would feature him again.

Playlist Name	Owner	Followers
New Music Friday UK	Spotify	779,665
Easy	Spotify	370,161
<i>Jazz UK</i>	Spotify	136,933
<i>Jazz Relax</i>	Spotify	510,397
<i>Late Night Jazz</i>	Spotify	1,827,425
<i>Nightcap</i>	Spotify	8,332
<i>Jazz at work</i>	Digester France	39,536

Press

Publication	Author/Contact	Publication	Author/Contact
<i>Jazzwise</i>	Eddie Myer @eddiemyer1	<i>Sputnik Music</i>	Daniel Dias
<i>NME</i>	Leonie Cooper @leoniemaycooper	<i>The State of the Arts</i>	Bea Gilbert
<i>Qwest</i>	Willy Kokolo	<i>London Jazz</i>	-
<i>Nitelife</i>	Archie Edwards (no longer works there)	Evening Standard	-
<i>Stereofox</i>	Colin @twistedsoulblog		
<i>Vinyl Factory</i>	Anton Spice @antonspice	USA	
<i>Bonafide</i>	-	NPR (Tiny Desk Concert)	(N.B. NPR have shown interest in fellow UK Jazz Musicians such as Tom Misch and Jordan Rakei)
<i>Musica Macondo</i>	-	Pitchfork	-

Targets

When setting the targets for this marketing campaign we applied S.M.A.R.T. target-setting, a theory first coined by George T. Doran (1981, p.35). In his article, Doran wrote that S.M.A.R.T. stands for: Specific, Measurable, Assignable, Realistic and Time-related (1981, p.36). As such, the following campaign targets are all achievable and measurable, and the overarching timeframe is within 6 months of the album release (April 2021):

- 1) 20,000,000+ album streams worldwide (Spotify)**
- 2) Playlist on BBC Radio 6 Music**
- 3) Double all social media following (Spotify, Instagram, Facebook, Twitter, YouTube)**
- 4) 5,000,000+ views for the Single Music Video (YouTube)**

Although we do hope to hit all these targets they have been listed in order of priority. Given Alfa Mist's 14+ million streams for his debut album, Antiphon, we are confident that with a successful marketing campaign, and given the slightly more commercial nature of the music, that 20+ million Spotify streams is an ambitious but very achievable target for the album release. The second target, playlisting on BBC Radio 6 Music, will be intrinsic to achieving this high stream count as it will significantly increase Alfa's publicity and introduce him to a new audience.

The third target, increasing Alfa's social media and online presence, is an aspect of Alfa Mist's marketing which requires constant attention. In the modern online climate of social media, an artist needs to be active (or at least be seen to be active) constantly. By setting the target of doubling Alfa's social media following we have created a measurable target within a wider project of increasing Alfa's online presence. The fourth and final target has the least priority but would be a great achievement to achieve on top of the other three.

Budget

Alfa Mist Provisional Budget		
Single Release Date	Fri 14th August	
Album Release Date	Fri 9th October	
Promotion		
Radio/TV Plugger	£	3,000.00
Playlists (Submit Hub)	£	500.00
	£	3,500.00
Content		
Album Artwork	£	1,000.00
Photography	£	1,000.00
Music Video (Single)	£	5,000.00
'Live Sessions' Videos	£	2,000.00
Social Media content	£	500.00
	£	9,500.00
Advertising		
Paid social media advertising	£	5,000.00
	£	5,000.00
Live		
Release Gigs (x2)	£	5,000.00
	£	5,000.00
TOTAL BUDGET	£	23,000.00

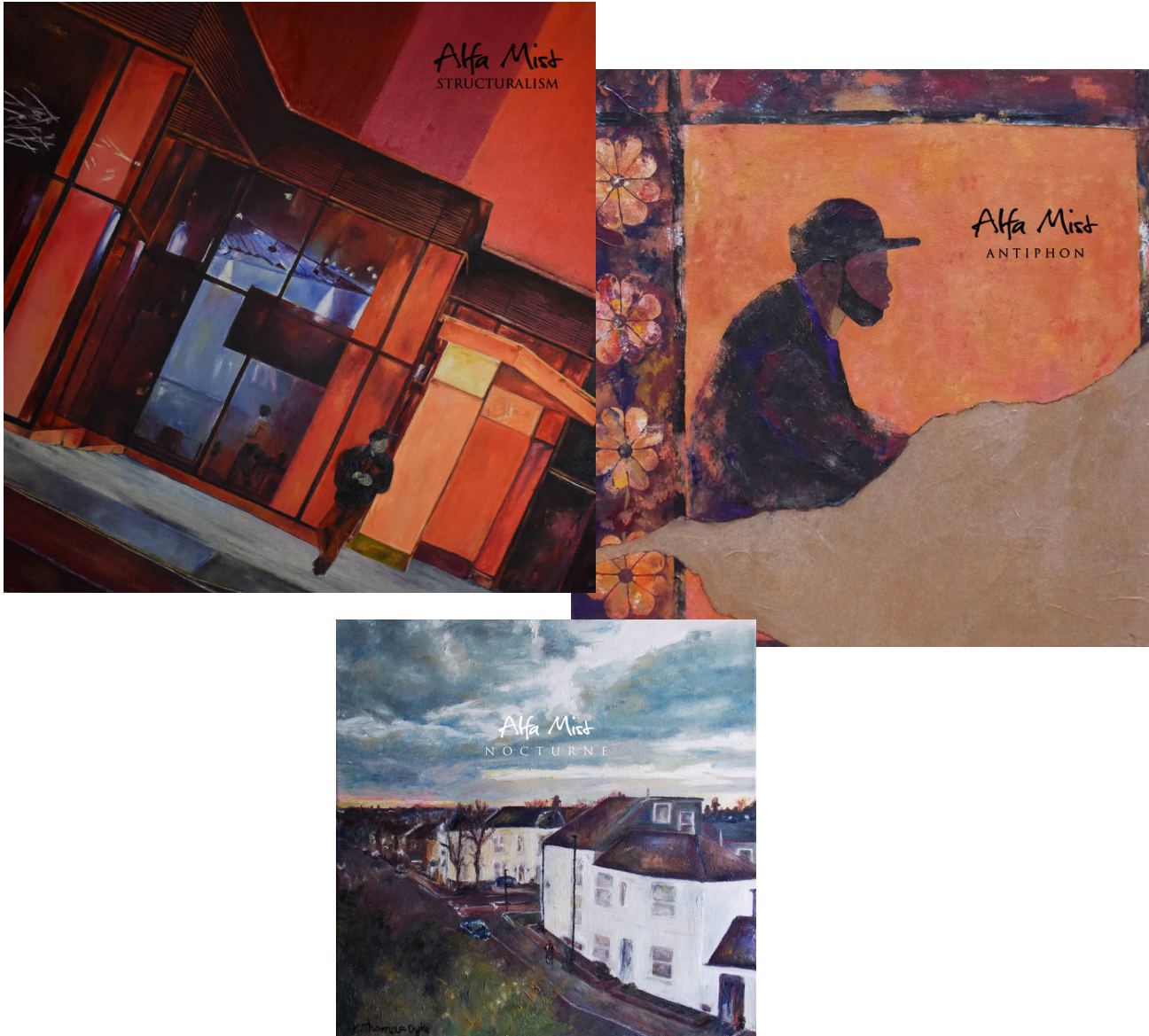
The table above shows a provisional budget sheet for the campaign. Alfa Mist is still quite a small artist and is currently signed to his own independent record label and therefore the campaign does not have the strong financial backing of a major label. As Ferrone, Pacifico and Davy say, marketing is the process of generating maximum possible awareness via the most efficient timeframe and expenditure, and we intend for this campaign to be as financially efficient as possible (Ferrone, Pacifico and Davy, 2019).

The largest spend will be in content creation. This is because in today's social media driven world a high quality and quantity of content is required for a successful marketing campaign – artists must appear to be constantly active and busy on their social media. Furthermore, we have allocated a flexible £5,000 budget to paid social media advertising (i.e. Facebook Ads) to help push this content beyond its organic growth. This £5,000 is flexible because if we are seeing great ROI (Return on Investment) for these paid ads then we will very happily increase the spending in this area.

Finally, we have allocated £3,000 to hiring a radio plugger. We are cautious to not pay excessive amounts for a radio plugger as they can become extremely expensive. However, we will assess this budget on a case-by-case basis because if a plugger can guarantee the support of our priority tastemakers then this may become something we feel is well worth the higher spend.

Assets and Artwork

As previously mentioned, we intend to use the same artist, Kaya Thomas-Dyke, to create Alfa Mist's album artwork and some digital content. Kaya's artistic style has become synonymous with Alfa's previous work and we feel strongly that a consistency of image for Alfa will be beneficial to sales, in much the same way as the establishing of a brand.



4,046 words

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Appendix

Appendix One

Album	Song	Streams
Nocturne (2015)	Intro	381,238
	Answers	330,798
	Blaze	462,409
	What If / Interlude	264,019
	No Peace	882,876
	Closer	1,776,249
	Delusions / Ruminations / Interlude	260,452
	Dreams	348,433
	Dreaming / Interlude	181,156
	Hopeful	313,426
	Sunrise - Pillows	429,664
	Total Streams	5,630,720
Antiphon (2017)	Keep On	4,274,536
	Potential	1,450,689
	Errors	844,542
	Breathe	2,779,845
	7th October	1,357,774
	Kyoki	923,409
	Nucleus	963,474
	Brian	1,539,286
	Total Streams	14,133,555
Love Is the Message (2018)	Love Is the Message	2,162,297
	Total Streams	2,162,297
Blacked Out (2018)	Blacked Out	1,211,127
	Total Streams	1,211,127
7th October: Epilogue (2018)	Resolve	844,011
	Exit	315,013
	Total Streams	1,159,024
Structuralism (2019)	0.44	433,383
	Falling	724,079
	Mulago	728,233
	Glad I Lived	337,531
	Jjaja's Screen	258,182
	Naiyti	250,258
	Retainer	626,120
	Door	1,152,006
	Total Streams	4,509,792
On My Ones (2020)	High Risk	54,688
	Sorry	83,021
	L4	42,732
	Newham Village	41,919
	Amigo	38,717
	Withered	221,659
	Total Streams	482,736
ALFA MIST TOTAL STREAMS		29,289,251