



00

DYLAN



FRANCESCA RIGONI

STUDENT NUMBER 1916335

PORTFOLIO FOR DEVELOPMENT ASSIGNEMENT

DYLAN

1 THE STORY SO FAR

2 STATS

3 AUDIENCE

4 MARKETING CAMPAIGN

- BRANDING
- EXPECTATIONS
- SOCIAL MEDIA STRATEGY
- FIRST SINGLE
- SECOND SINGLE
- THIRD SINGLE + EP RELEASE
- MERCH IDEAS
- BUDGETING



THE STORY SO FAR

DYLAN, SHE/HER, THE NAME HER PARENTS WOULD HAVE CALLED HER IF SHE WERE A BOY, IS AN ELECTRO-NOIR EMERGING STAR WITH A TOMBOY-ISH ATTITUDE AND A LOT OF FIRE TO LIGHT UP.

NOW SIGNED TO AWAL DYLAN HAS FOUND A STRONG CONNECTION WITH A VERY DEDICATED FANBASE TIED TO HER STORIES OF PASSION, CONFUSION AND THE PITFALLS OF COMING OF AGE IN 2020 - AS SHOWCASED ON HER DEBUT EP "PURPLE".

THE SUBTLE BUT SWAGGERING SINGLE "SOUR MILK" WAS PICKED UP BY BBC INTRODUCING BEFORE SHE FOUND HERSELF WITH A TRACK OF THE WEEK ON RADIO ONE AND TEARING UP SPOTIFY'S NEW MUSIC FRIDAY PLAYLIST AND TROUGHT SYNCING IT WAS PLAYED ON AN EPOISODE OF "LOVE ISLAND".



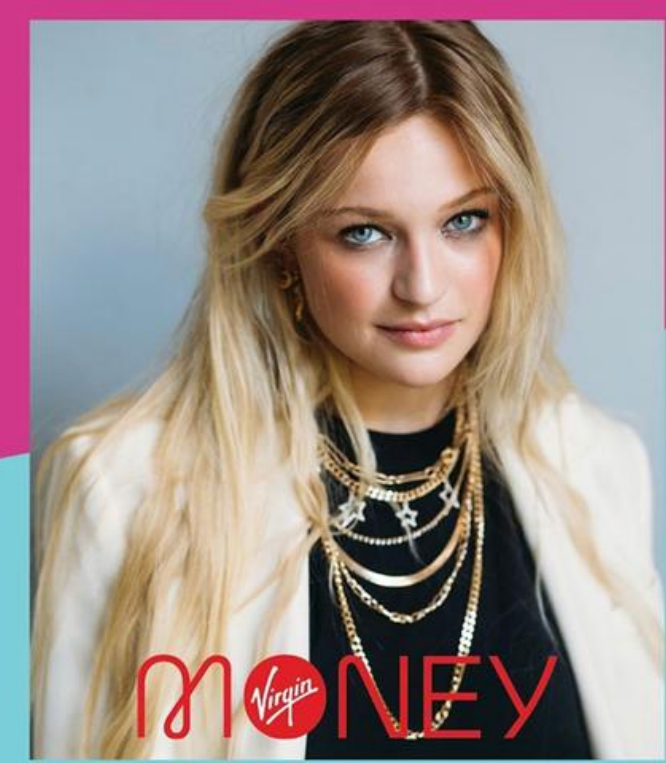
SOUR MILK

THE STORY SO FAR

HER NEW EP "RED" MADE HER ONE PEOPLE NOW TALK ABOUT, WITH MORE THAN ONE HIT ON OVER SIX SPOTIFY PLAYLISTS, VIRGIN MONEY SPONSORING HER CARRER THROUGH THE #VMEMERGINGSTARS PROJECT (OFFERING HER £10,000 FOR HER CAREER DEVELOPEMENT, A FEAUTRE ON NOTION MAGAZINE AND THE OPPORTINUTY FOR FUTURE GIGS IN AN O2 VENUE), AND A LIVE STREAM FOR BBC BIG WEEKEND LIVE ON MAY 2020 NEXT TO NAMES LIKE JACK GARRATT AND GEORGIA.

DRAWING ON HER DARK-POP INFLUENCES OF LORDE, GLASS ANIMALS, TAME IMPALA, FLUME AND MURA MASA , BUT INJECTING A CLASSIC SINGER SONGWRITER FEELS, THE EP IS LED BY THE SINGLE "YOUR ISSUES " FOLLWED BY HER SECOND MOST STREAMED SONG "WISH YOU WEREN'T MINE".

IT'S HER UNIVERSAL AND CONFESSIONAL NO-FUCKS-GIVEN APPROACH TO SONGWRITING THAT HAS FOUND HER SUCH A FERAL TRIBE OF FOLLOWERS, HAS GIVEN HER HER FIRST SOLD OUT GIG AT ELECTROWETRKZ, AND THE CHANCE TO OPEN FOR YUNG BLUD ON HIS NEXT LONDON TOUR DATE.



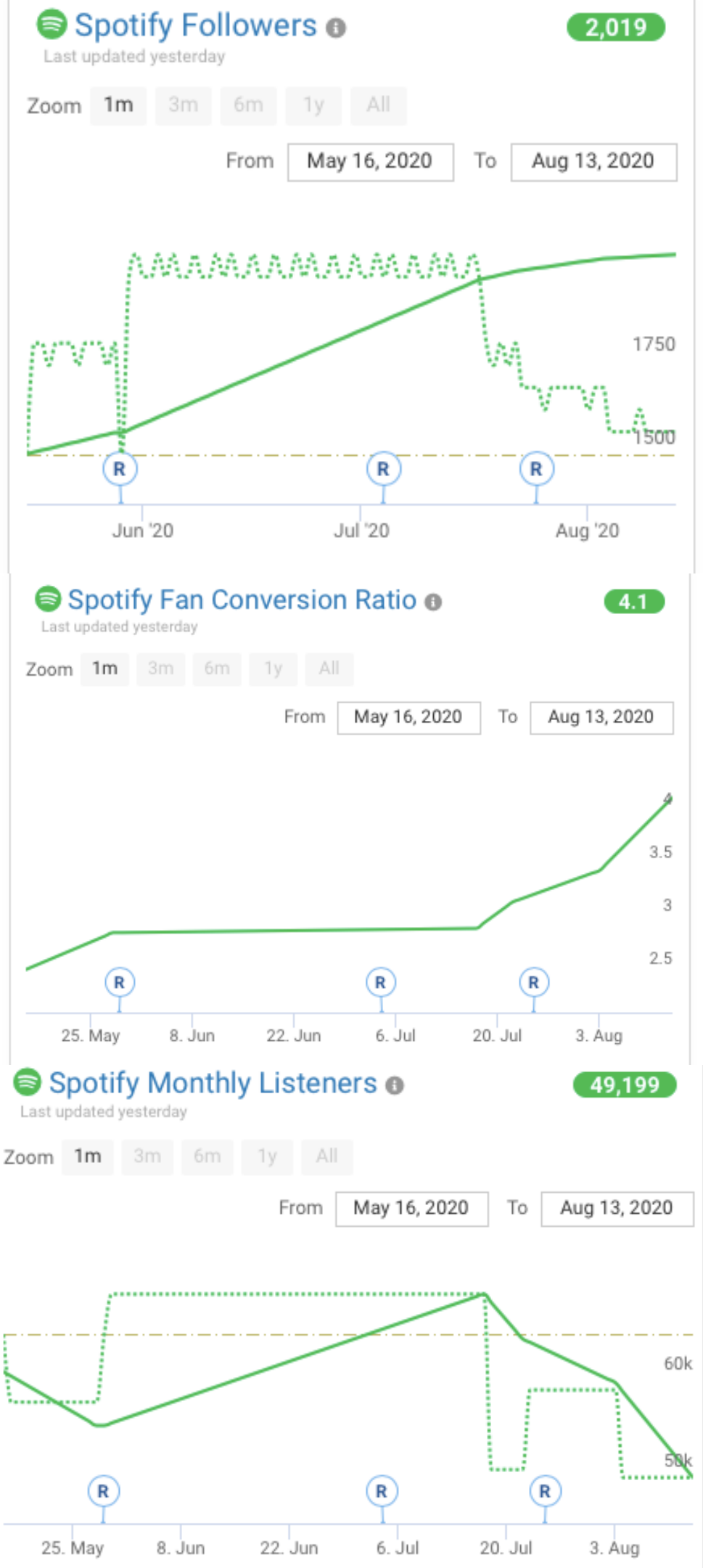
STATS SO FAR



- FOLLOWERS: 2K
- MONTHLY LISTENERS: 49.2K
- FAN CONVERSION RATIO: 4.10%
- POPULARITY: 35/100
- PLAYLIST REACH: 62.1K
- AVERAGE DAILY NEW FOLLOWERS: 3

HER AUDIENCE IS MAINLY LOCATED IN THE UK: 6

- LONDON: 13.56% (WITH 2K LISTENERS).
- DUBLIN 7.31%
- AMSTERDAM 3.57%
- BIRMINGHAM 3.26%
- CHICAGO 3.13%
- SYDNEY 2.96%

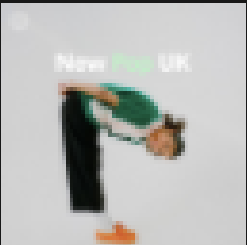


Popular

1		Wish You Weren't Mine	254,539	...
2		Sour Milk	566,605	...
3		Your Issues	166,024	...
4		Good Enough	E 63,765	...
5		Bad Bitches Beat Heartbreak	160,145	...



Fresh & Chill
Spotify



New Pop UK
Spotify



Best New Pop
Spotify



Tune In!
Spotify

Spotify

AS REPORTED ON DYLAN'S SPOTIFY' STATS THE FOUNDATION CREATED LOOKS PROMISING FOR AN EMERGING ARTIST WITH TWO EPS OUT. HAVING "SOUR MILK" ON "NEW MUSIC FRIDAY" KEPT HER POPULARITY HIGH WITH A PEAK OF 39/100. HER FOLLOWERS' CHARTS ARE SLOWLY BUT CONSISTENTLY INCREASING, SHE APPROXIMATELY GAINS THREE FOLLOWERS ON A DAILY BASIS. THANKS TO THE PLAYLIST LISTINGS HER REACH WAS OF OVER A MILLION THAT DECREASED TO 80K TO NOW 62K ONCE REMOVED FROM THEM KEEPING STILL A CONSIDERABLY HIGH NUMBER OF MONTHLY LISTENERS.

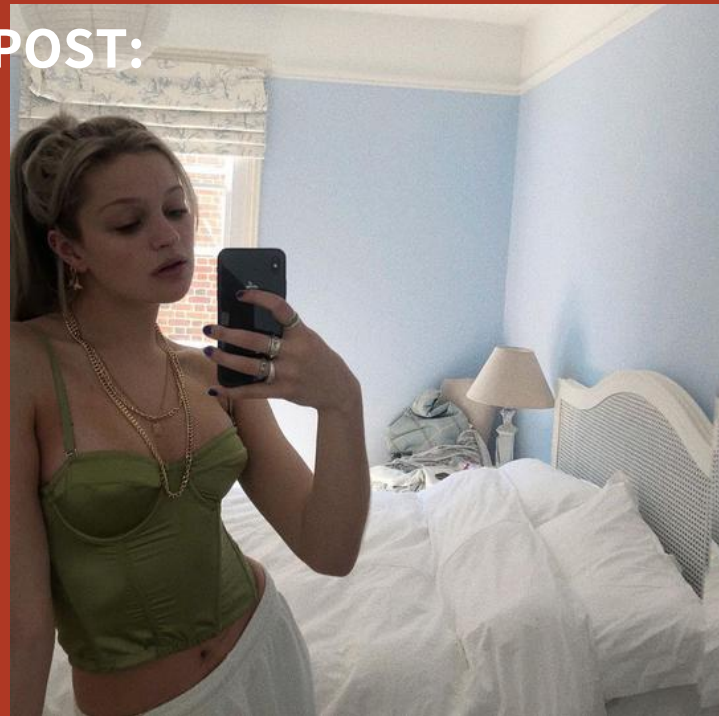
HER POPULARITY AND MONTHLY LISTENERS HAVE DECREASED SINCE JULY AS SHE HAS NOT RELEASED ANY NEW MUSIC YET GOING FROM A TOP OF 69K TO 49K.

AS OF PLAYLISTING DYLAN WAS FEATURED ON "NEW POP UK", "NEW MUSIC FRIDAY", "FRESH & CHILL", "NEW BEST POP" THAT KEPT HER ON THOUSANDS OF DAILY STREAMS. WE SEE A NEGATIVE CURVE ON JULY 17TH 2020 FROM BEING REMOVED FROM AN EDITORIAL PLAYLIST. SHE IS CURRENTLY FEATURED ON 35 POPULAR PLAYLISTS AND 3 EDITORIALS.



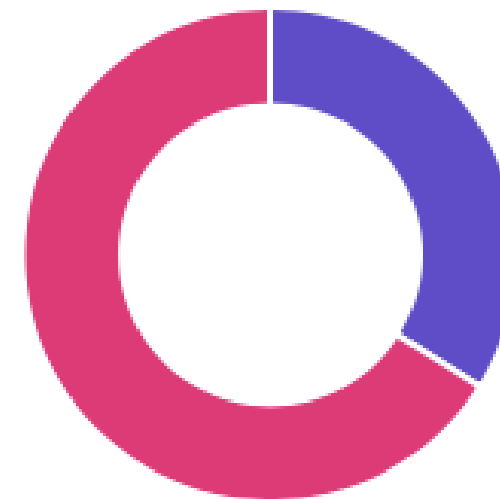
Instagram

- FOLLOWERS: 5970K
- AVERAGE DAILY NEW FOLLOWERS: 2
- MAIN AUDIENCE GENRE: FEMALE 66%
- AVERAGE LIKES PER POST: 527
- AVERAGE COMMENTS PER POST: 18
- ENGAGEMENT: 9.10%
- AVERAGE AUDIENCE ETHNICITY: WHITE/ASIAN
- MAIN AUDIENCE LANGUAGE: ENGLISH
- MAIN AUDIENCE AGE: 18-24
- MOST POPULAR POST:

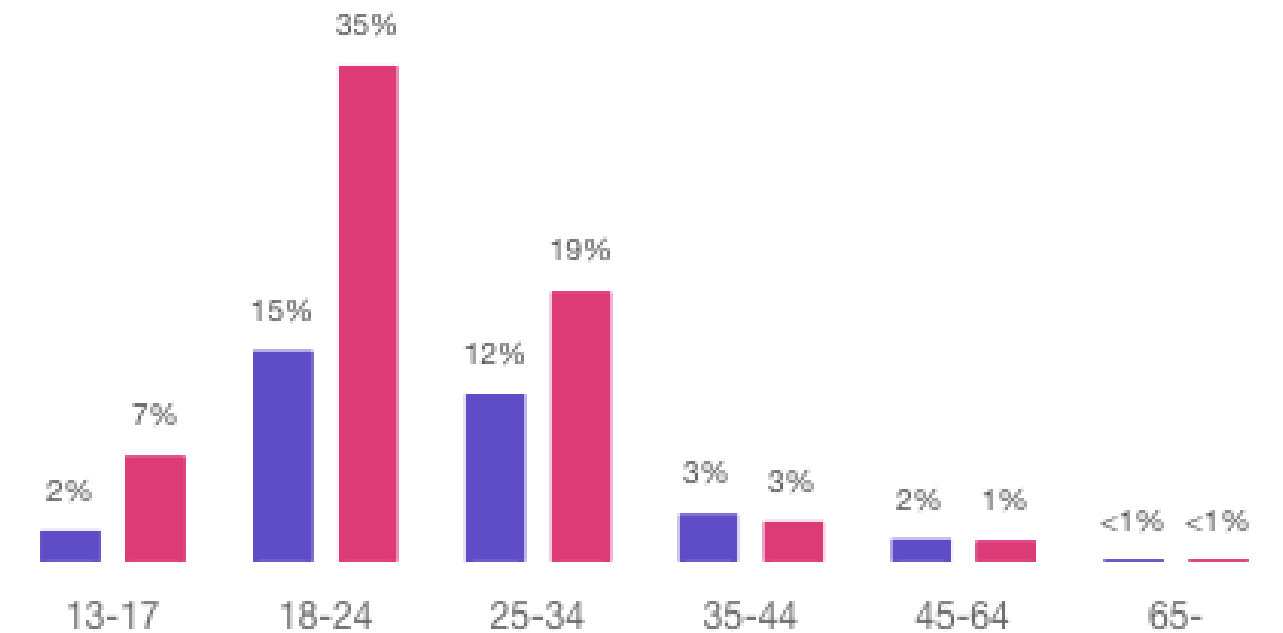


DATA AS OF AUG 15, 2020

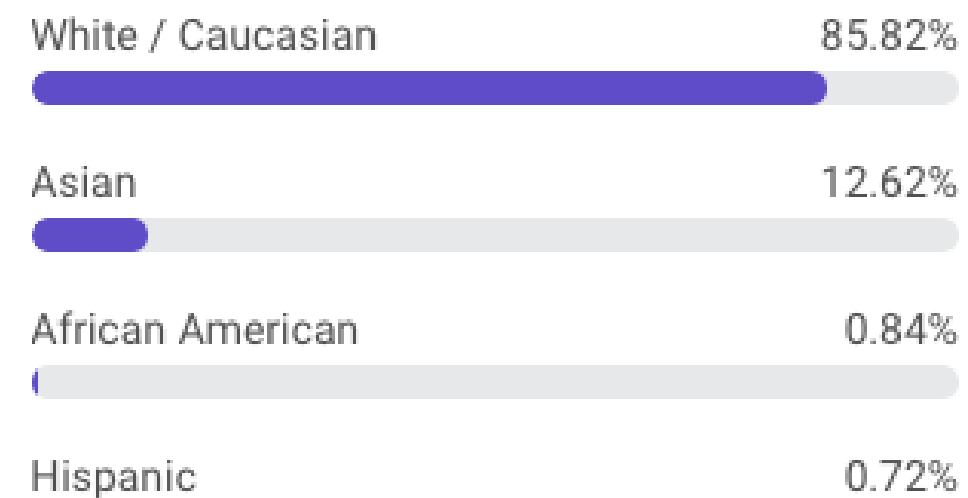
Audience Gender / Age



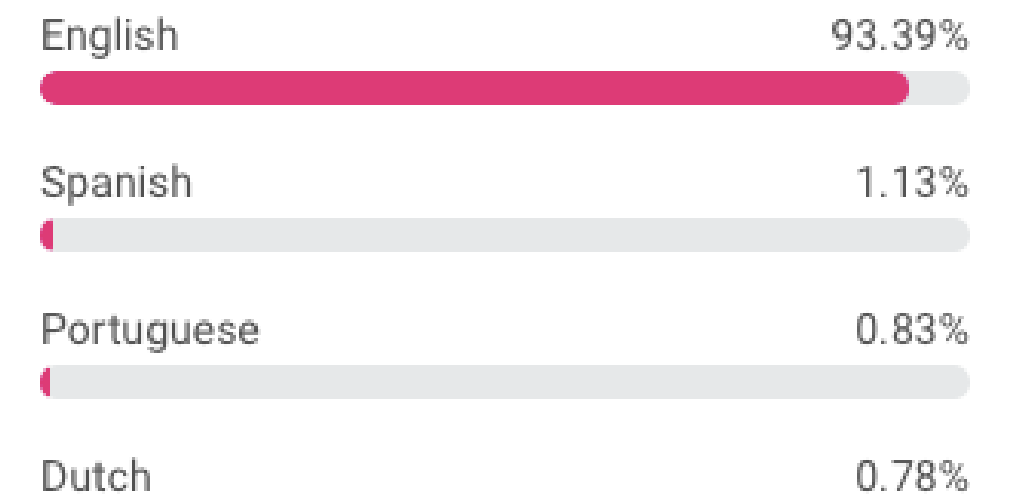
Male 33.94%
Female 66.06%



Audience Ethnicity



Audience Languages



Instagram

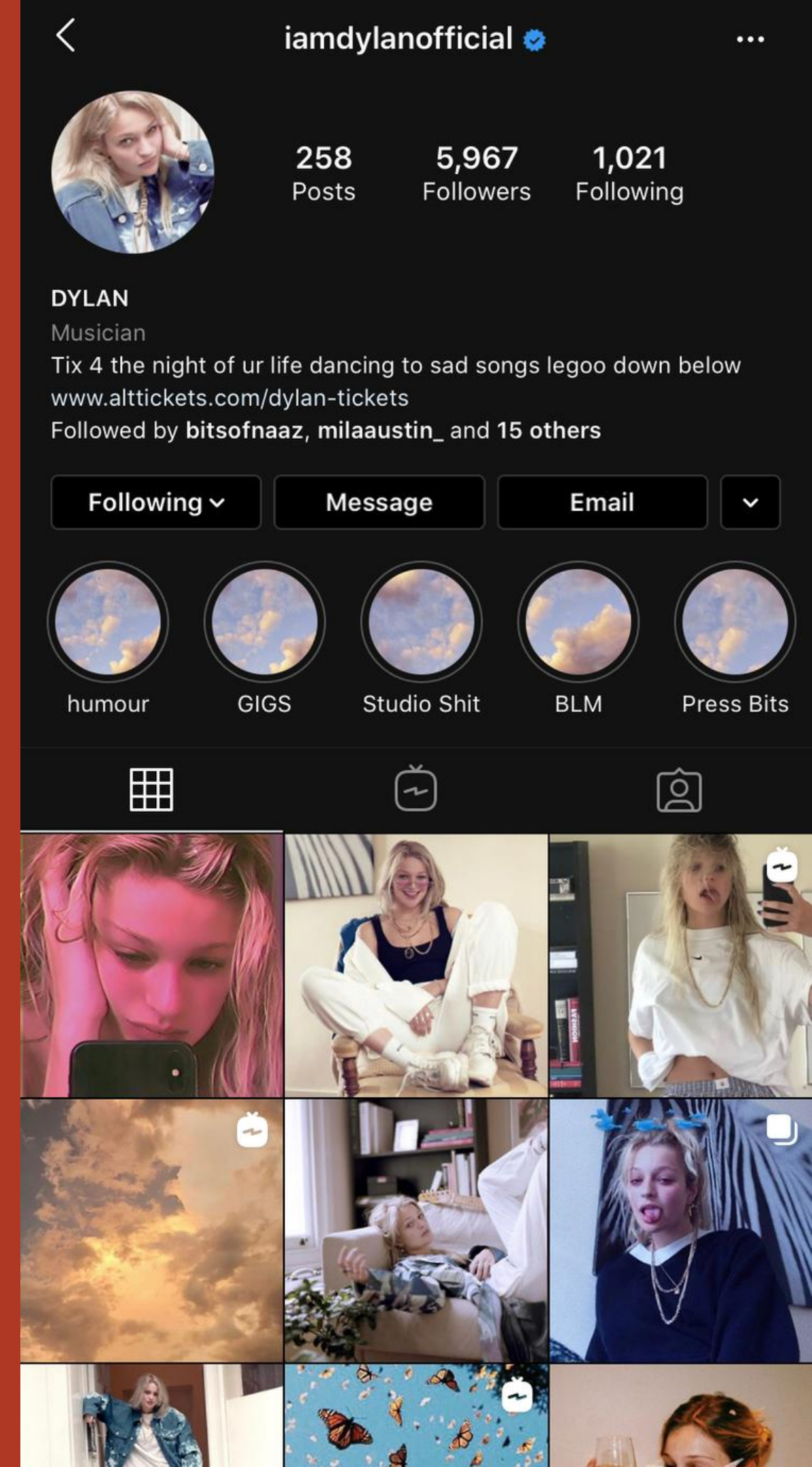
INSTAGRAM IS DYLAN'S MOST POPULAR SOCIAL MEDIA PLATFORM. MOST OF ALL HER PAST CAMPAIGNS WERE DEVELOPED AROUND IT.

SHE HAS AN ENGAGEMENT RATE OF 9.10% THAT ALLOWS HER TO CREATE A STRONG BOND WITH FANS AND SUPERFANS. HER CONTENT IS A MIX OF DAILY PICTURES TAKEN WITH HER PHONE, IGTV ACOUSTIC COVERS, FASHION, TRENDS AND HIGH STANDARD SHOOTINGS THAT KEEP HER AUDIENCE CHAINED TO HER PROFILE.

SHE PORTRAYS HERSELF AS A TOMBOY-ISH AT TIMES GIRLY, FUN, WITTY MILLENNIAL WITH VERY HIGH ENERGY, DRIVE AND A STRONG PASSION FOR MUSIC.

SHE HAS STARTED TWO IGTV SERIES DURING LOCKDOWN THAT HELPED DRIVING THE ENGAGEMENT UP THROUGHOUT THE RELEASE OF HER SECOND EP "RED" WHICH CAME OUT IN MAY 2020.

THE FIRST IS CALLED "QTINE COVERS" WHERE SHE SINGS THE LATEST HITS WITH AN ACOUSTIC TOUCH AND THE SECOND, "WRITING IN ISO" IS A COLLECTION OF VIDEOS EDITED BY HER WHERE SHE SHOWS HER WRITING PROCESS DURING LOCKDOWN WITH HER PRODUCER AND SONGWRITER PREPARING FOR HER NEXT ALBUM. ALL MAIN INFORMATIONS AND ASSETS ABOUT HER CAMPAIGNS COME THROUGH INSTAGRAM TO HER AUDIENCE. SHE ALSO SHOWCASES HER OTHER TALENTS SUCH AS DRAWING AND PAINTING, SHE DESIGNED AND MADE THE DRAWINGS ON HER GUITARS AND ROOM.





Youtube

DATA AS OF APR 27, 2020

- SUBSCRIBERS: 1800
- AVERAGE LIKES : 71
- AVERAGE COMMENTS: 5
- ENGAGEMENT: 10%
- MAIN AUDIENCE GENRE: FEMALE 67%
- MAIN AUDIENCE AGE: 18-24
- MAIN AUDIENCE LANGUAGE: ENGLISH
- MOST WATCHED VIDEO : SOUR MILK





Facebook

- FOLLOWERS: 529
- AVERAGE LIKES: 30
- AVERAGE COMMENTS : 3
- MAIN AUDIENCE GENRE: FEMALE 65%
- MAIN AUDIENCE AGE: 18-24
- MAIN AUDIENCE LANGUAGE: ENGLISH

FACEBOOK IS CONNECTED THROUGH
POST SHARING
TO TWITTER AND INSTAGRAM.



Twitter

- FOLLOWERS: 242
- AVERAGE LIKES: 10

USED MAINLY TO SHARE IMPORTANT
INFORMATION SUCH AS RELEASES.



Tik Tok

- FOLLOWERS: 225
- TOTAL LIKES: 1139

ACCOUNT OPENED DURING
LOCKDOWN.

AUDIENCE

THE STRONGEST SEGMENT FOR AGE IS 18-24 YEARS OLD WITH A GENRE SUBDIVISION BEING 35% FEMALE AD 15% MALE. FOLLOWING THE 25-34 SEGMENT WITH A 19% FEMALE AND A 12% MALE AUDIENCE.

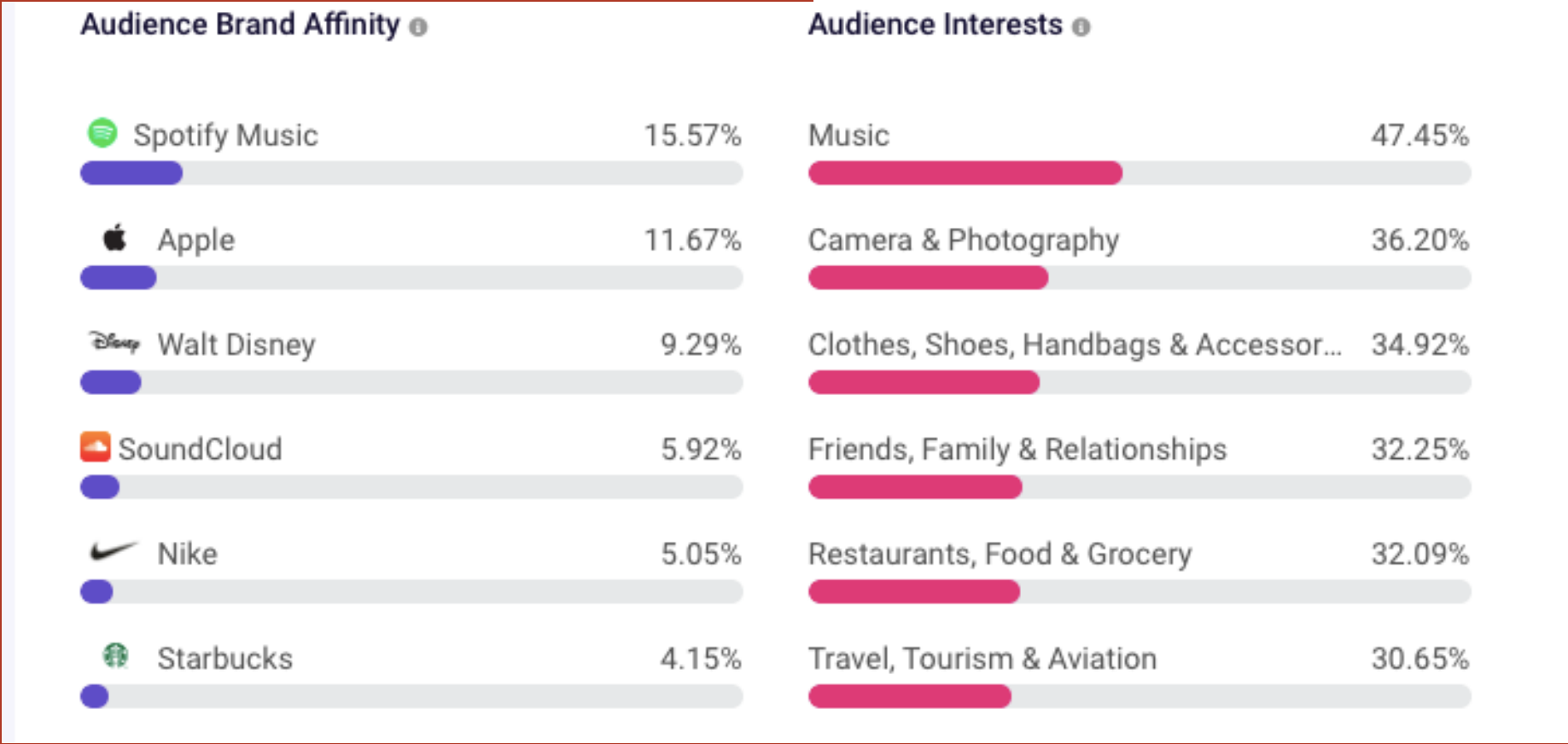
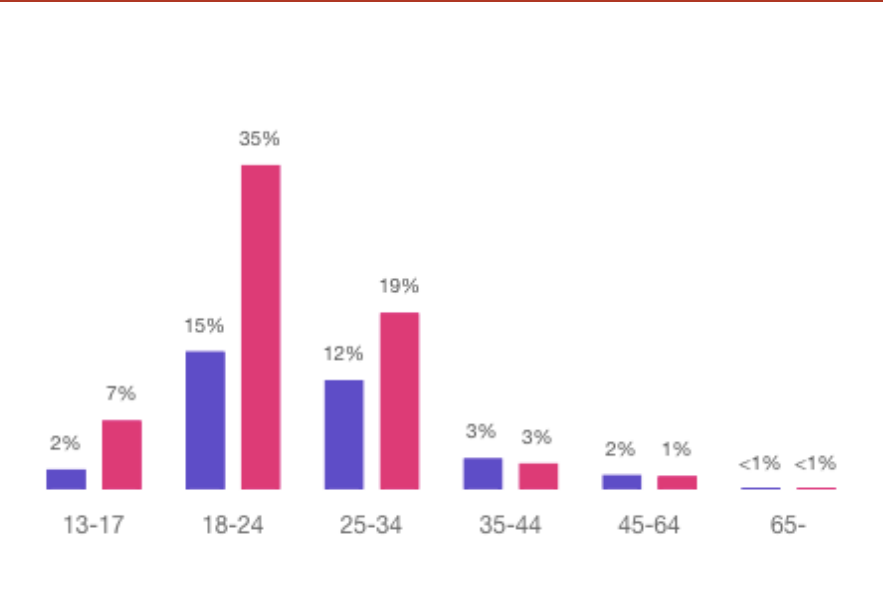
THERE IS ALSO A 7% FEMALE AUDIENCE OF THE 13-17 SEGMENT TO CONSIDER.

MAIN AUDIENCE GENRE: FEMALE (66%).

HER AUDIENCE IS MAINLY INTERESTED IN HER MUSIC BUT ALSO FASHION WITH A PREFERENCE TOWARDS ACTIVE WEAR SUCH AS NIKE AND THE COMFY-WEAR TREND POPULAR WITHIN MILLENNIALS.

SHE EMBODIES THE TRENDS AND THE CURRENT FASHION STYLES OF TEENAGERS AND SHARES IN HER SOCIALS HER OUTFITS WITH PIECES FROM THE MOST FAMOUS HIGH STREET FASHION RETAILERS LIKE URBAN OUTFITTERS AND ASOS. SHE IS ALSO UP TO DATE WITH THE CLOTHING LINES OF FAMOUS ARTISTS, SUCH AS "THE HOUSE OF DREW" BY JUSTIN BIEBER, WHICH MAKES HER A CATCH TO NEW FANS,TRUE FANS AND SUPERFANS AS SHE IS VERY RELATABLE.

HER AUDIENCE IS ALSO INTERESTED IN PHOTOGRAPHY AND ART, SOCIAL LIFE, FOOD AND TRAVELLING.



DATA AS OF AUG 15, 2020

SEPTEMBER 2020- SEPTEMBER 2021



Marketing Campaign

Branding inspo

DYLAN IS AN ARTIST THAT DESERVES TO STAND OUT. SHE IS PUSHING BOUNDARIES, BRINGING A LOT OF ENERGY TO THE SCENE AND SHARING WITH HER MUSIC A STRAIGHTFORWARDNESS THAT NEEDS TO BE ALSO REPRESENTED BY HER IMAGE. ALTHOUGH SHE HAS AN IDENTITY OF HER OWN, HER PERSONAL STYLE IS VERY SIMILAR TO ALREADY AFFIRMED ARTISTS LIKE BILLIE EILISH. TO HELP HER GROW AS A BRAND A CHANGE OF STYLE IS NEEDED.

HAVING TAKEN INSPIRATIONS FROM THE ANDROGYNOUS, BOLD AND COLOURFUL 80'S LOOKS OF HER ROCK HEROES LIKE DAVID BOWIE THE RESULT IS A MORE SOPHISTICATED, EVOLVED AND TRENDY PITCH FOR HER NEW LOOK. DYLAN PLAYS A LOT WITH COLOURS IN HER MUSIC, BOTH HER EPS ARE NAMED AFTER THEM . IN THIS CASE, COLOUR-IMAGE ASSOCIATION IS EXTREMELY VITAL AS IT ALSO REFLECTS DIRECTLY ON HER MUSIC.

A FOCAL POINT FOR THE REBRANDING SHOULD BE USING THE SPRING/SUMMER 2021 COLOUR PALETTE, EXPLORING ALL OPTIONS BUT FOCUSING ESPECIALLY ON THE GREEN SHADE, AS IT IS A MORE UNISEX CHOICE . SHE ALSO HAS BEEN USING GREEN COLOURED CLOTHES THAT ENHANCE HER SKIN, HAIR AND FACE FEATURES MORE THAN OTHER COLOURS. BLUE IS ALSO A GREAT ALTERNATIVE AND EARTHY COLOURS.



NEW STYLE

THE SUIT'S IDEA COMES FROM THE 80'S ERA THAT IS SLOWLY SETTING AS THE NEW TREND IN THE MUSIC SCENE AND IN THE FASHION INDUSTRY.

OVERSIZED BLAZERS AND BAGGY TROUSERS, MENSWEAR CUTS, PADDED SHOULDERS, UNISEX WEAR SHOULD BE USED FOR SHOOTINGS, FOR CONTENT OR STAGE LOOKS TO BEAT THE STEREOTYPES AND HIGHLIGHT HER ANDROGYNOUS, TOMBOY-ISH VIBE WHILE ALTERNATING HER UBRAN, SPORTSWEAR EVERYDAY LOOKS, ALL MAINTAINING HER STILL PRESENT GIRLY-BADASS, 90S, PUNK-ISH LOOK WITH THE NECKLACES, BLACK NAIL POLISH AND DARK EYESHADOWS.

SUITS ARE CONSIDERED A STATEMENT OF POWER. THESE BOLD COLOURS, (ACID GREEN, MANGO, OLIVE GREEN, AND SHINY PINK) ARE TAKEN FROM THE PALETTE FOR SPRING/SUMMER 2021 MAKING HER APPEALING TO THE YOUTH GENERATION WHO COULD START SEEING HER AS A TREND SETTER.

ACCESSORISING IS KEY TO MAKE A STORY, CREATE AN IMAGE AND DYLAN, WITH THE GLITTERY BOLD MAKE UP AND HER FAMOUS NECKLACES AND CHAINS IS ALREADY MAKING A STATEMENT.

AS A STAGE LOOK IT COMES ACROSS AS STRONG, EDGY, POWERFUL AND ULTRA-MODERN BUT ALSO EFFORTLESS AND LAIDBACK.



BRAND COLLABORATIONS

AS OF COLLABORATIONS OR REPRESENTATION OF BRANDS SHE IS ALREADY PROMOTING, WEARING AND SHARING THE MAINSTREAM HIGH STREET FASHION RETAILERS SUCH AS URBAN OUTFITTERS, NIKE, ASOS, ALSO HER FAVOURITE BRANDS.

Goals

- A COLLABORATION WITH DAILYPAPER, A FRESH LUXURY FASHION BRAND THAT GIVES A EXPENSIVE TURN TO ACTIVEWEAR AND FOLLOWS RIGIDLY THE UPCOMING TRENDS IN THE FASHION INDUSTRY. DYLAN HAS ALERADY USED SOME OF THEIR PIECES FOR SHOOTINGS.
- A DEPOP COLLABORATION, PICKING A "MY FAVOURITE PIECES" COLLECTION TO PROMOTE TO CUSTOMERS USING DIFFERENT BRANDS.
- A URBAN OUTFITTERS CATALOG SHOOT TO HAVE HER VISIBLE ON UO'S WEBSITE AND HAVE HER ON THE UO'S OFFICIAL PLAYLIST.
- "H&M MUSIC" A PROJECT BY THE FAMOUS RETAILER TO PROMOTES EMERGING ARTISTS, PLAYING THEIR SONGS ON ALL STORES AROUND THE WORLD, INTERVIEWING AND PROMOTING THROUGH A CAPSULE COLLECTION (EX.: "DYLAN X DIVIDED") AND IN-STORE PERFORMANCES.

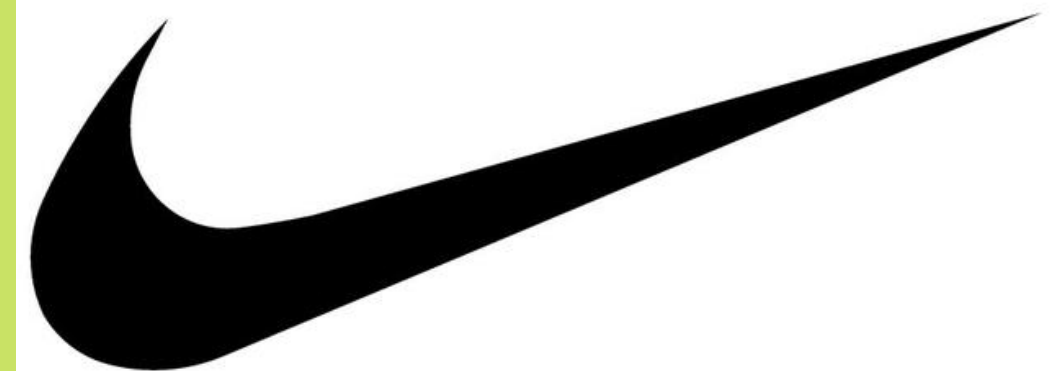
DAILYPAPER JACKET



UO CORSET TOP



depop



EXPECTATIONS

WHAT IS EXPECTED ON KPIS GROWTH FROM THIS CAMPAIGN COMPARING STATS AND USING A S.M.A.R.T. APPROACH

SPOTIFY MONTHLY LISTENERS AFTER RELEASES	100.000	15
SPOTIFY FOLLOWERS	5000	
SPOTIFY STREAMS PER SINGLE	900.000 - 1.000.000	
SPOTIFY EDITORIAL PLAYLISTING	7 (NEW POP UK, NEW MUSIC FRIDAY, NEW POP EVOLUTION, FRESH & CHILL, TUNE IN, HEARTBREAKER, SAD SONGS)	
APPLE EDITORIAL PLAYLISTING	3 (NEW MUSIC FRIDAY, UNWIND, HEARTBREAK POP)	
YOUTUBE SUBSCRIBERS	10.000	
YOUTUBE VIEWS	900.000 - 1.000.000	
YOUTUBE ENGAGEMENT	+5%	
INSTAGRAM FOLLOWERS	10K- 12K	
INSTAGRAM ENGAGEMENT	+15-20 %	
TWITTER FOLLOWERS	1000	
TWITTER ENGAGEMENT	10%	
TIK TOK FOLLOWERS	2000	
FACEBOOK FOLLOWERS	1000	



Social Media Strategy

Mission and Vision

17

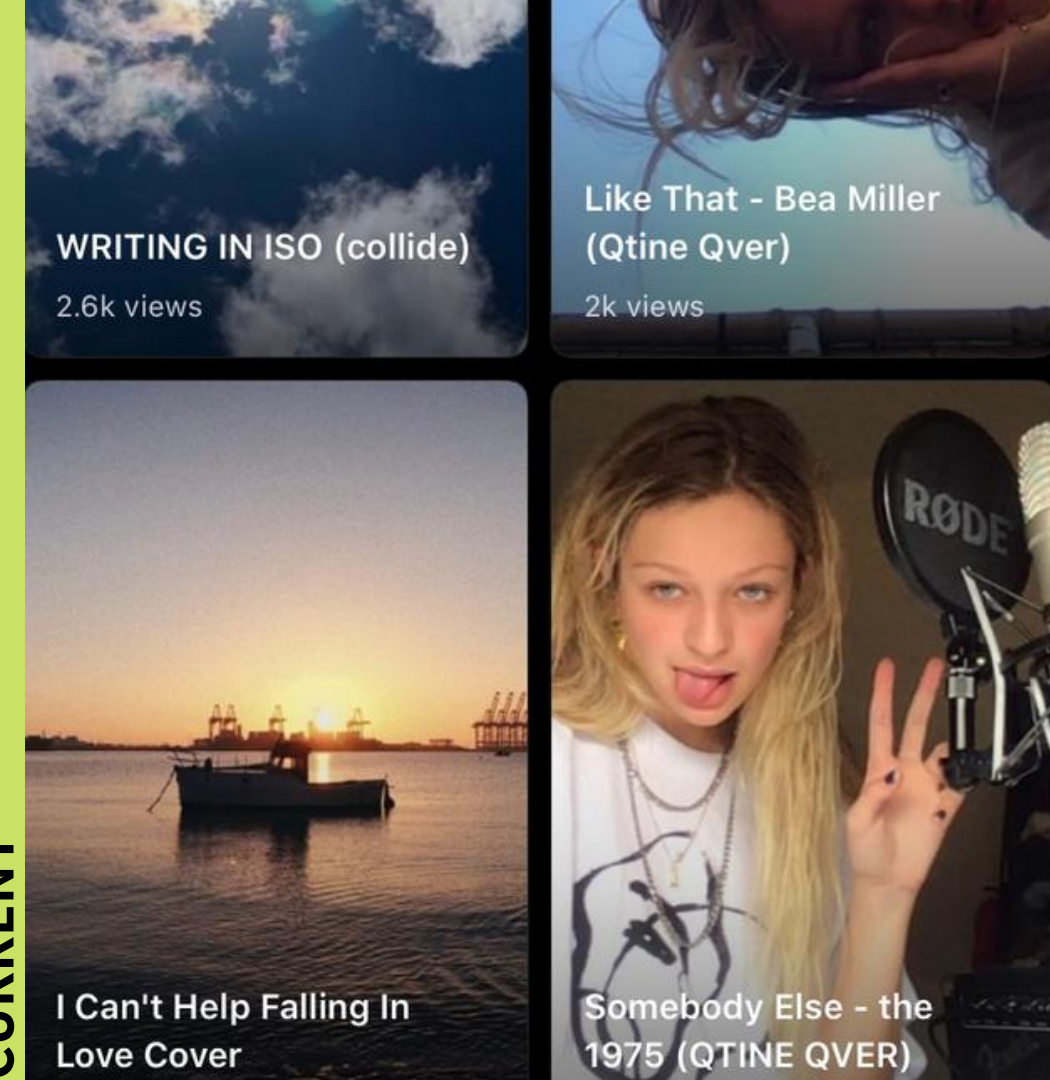
EXPANDING HER ENGAGEMENT AND FOLLOWING ON ALL PLATFORMS, CROSS PROMOTING AND POSTING, CREATE MORE HIGH QUALITY SPECIFIC CONTENT FOR DIFFERENT SOCIALS, REFINE HER CURRENT CONTENT.

INSTAGRAM

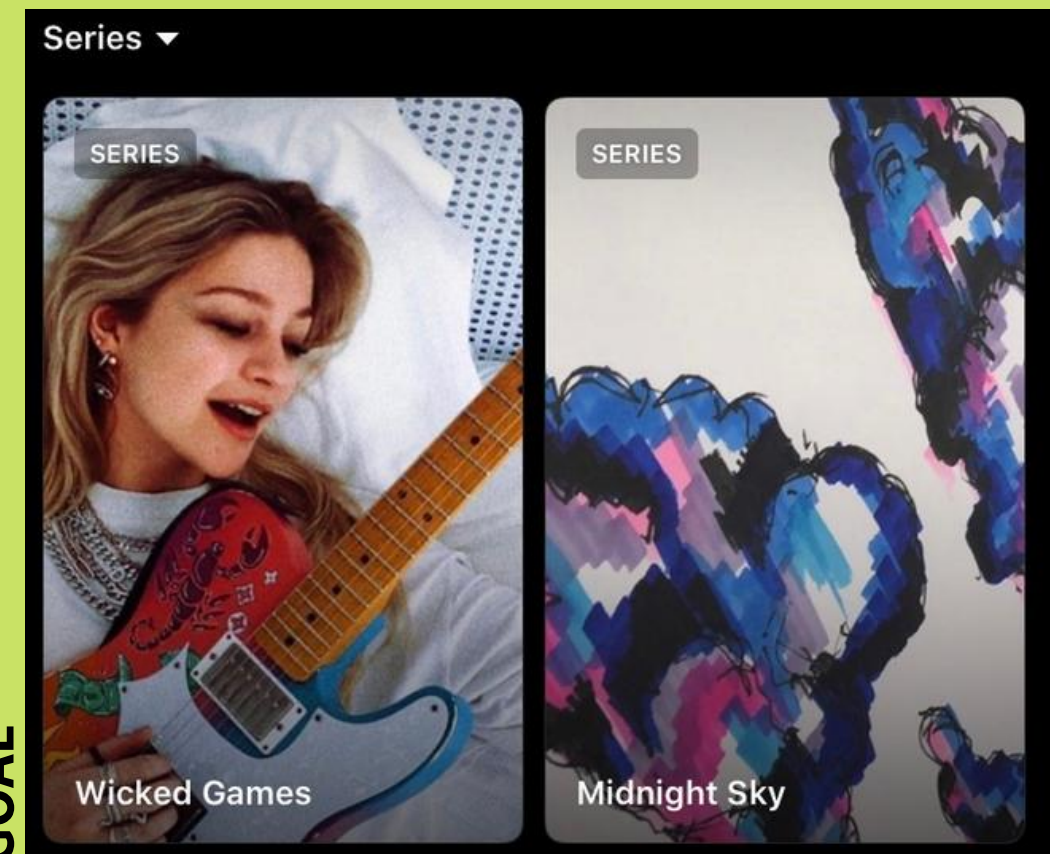
AS THE MOST POPULAR PLATFORM DYLAN HAS INSTAGRAM DRIVES THE STREAMS AND CREATES THE STRONG CONNECTION BETWEEN HER AND HER FANBASE/AUDIENCE/CUSTOMERS. GOALS FOR THIS CAMPAIGN WOULD BE:

- MORE HIGH STANDARD CONTENT (PHOTOSHOOTS, COHESIVE COLOURS AND FILTERS, HIGH QUALITY PROFILE LAYOUT WITH DIFFERENT SHADES OF GREEN.
- HYPERLINK FOR BIO.
- SPEAK MORE ABOUT CURRENT SOCIAL EVENTS AND MOVEMENTS (BLM, FEMINISM, CLIMATE CHANGE).
- MAKE IGTV "QTINE COVERS" A SERIES WITH MORE HIGH QUALITY VIDEOS, A STANDARD TITLE FOR ALL OF THEM AND USING HER SKETCHES AS COVER IMAGES.
- MAKE IGTV "WRITING IN ISO" A SERIES, ADD MORE MATERIAL (LYRICS, SUBTITLES, FOOTAGE).
- CROSS POSTING WITH TIKTOK.
- START INTRODUCING AND PROMOTING ON REELS.

CURRENT



GOAL

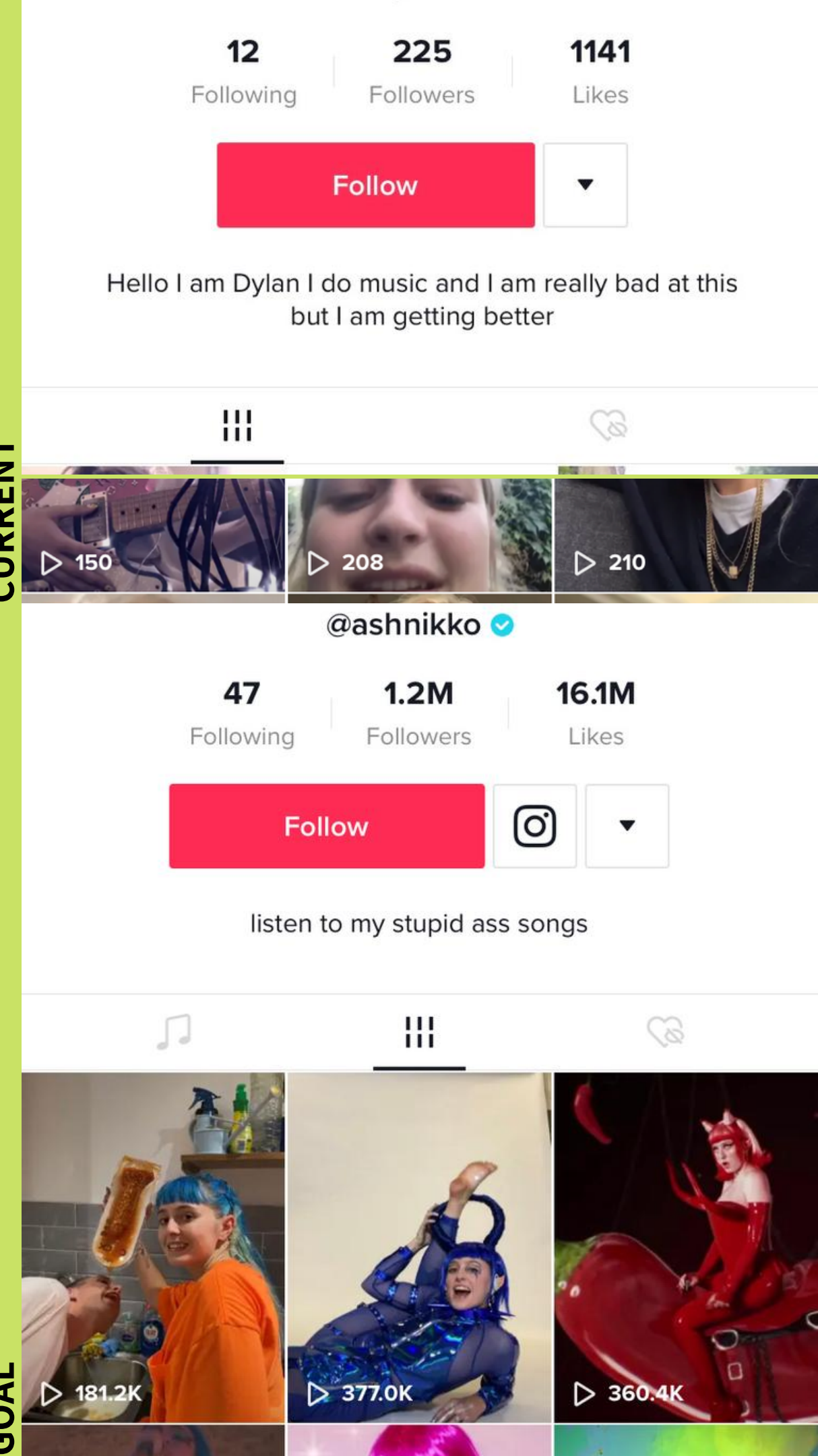


TIKTOK

18

- ERASE CURRENT CONTENT ECXEPT WHAT WAS USED TO PROMOTE "PURPLE" AND "RED".
- USE TIK TOK STRATEGY OF OTHER ARTISTS SUCH AS ASHNIKKO THAT EXPANDED HER CONTENT ON TIKTOK AND BECAME POPULAR BECAUSE OF IT. (ASHNIKKO WENT FROM 42K FOLLOWERS ON INSTAGRAM TO 100K IN LITTLE MORE THAN TWO MONTHS THANKS TO HAVING HER SONG "WORKING BITCH" VIRAL ON TIKTOK AND TO POSTING A DIFFERENT TYPE OF CONTENT ON IT).
- CROSS POSTING WITH INSTAGRAM USING, FOR EXAMPLE, SHORTER VERSIONS OF COVERS OR CONTENT TO REDIRECT AUDIENCE.
- USE THE CORRECT HASHTAGS TO GET MORE VIEWS ON ALL VIDEOS (#FYP #FORYOUPAGE).
- PARTICIPATE TO THE TIK TOK CHALLENGES TRENDING.
- CREATE A DANCE CHALLENGE FOR A SINGLE RELEASE.
- MOVE IGTV SERIES "WRITING IN ISO" ON TIKTOK AS WELL.
- CREATE CONTESTS FOR FANS TO DRIVE ENGAGEMENT.
- USE TIK TOK TO RELEASE TRAILERS OF NEW MUSIC OR MUSIC VIDEOS 24 HOURS BEFORE ALL OTHER PLATFORMS TO DRIVE FOLLOWERS AND ENGAGEMENT ON IT.
- ADD CONTENT NOT RELATED TO MUSIC BUT TO DYLAN'S ART AND DRAWING SKILLS.

CURRENT



FACEBOOK

- LINK ALL POSTS AND STORIES FROM INSTAGRAM TO FACEBOOK.
- POST OFFICIAL AND IMPORTANT NEWS SUCH AS DATE OF SINGLE RELEASE, ALBUM ARTWORKS, MUSIC VIDEOS RELEASES WITH YOUTUBE LINK.
- USE FACEBOOK TO PROMOTE AND SELL DYLAN'S MERCH AND ART.

TWITTER

- LINK ALL POSTS FROM INSTAGRAM TO TWITTER.
- TO INCREASE ENGAGEMENT TWITTER SHOULD BE USED FOR LIVE STREAMING SITUATIONS, SUCH AS SINGLE RELEASE AIRPLAY ON A RADIO STATION, CREATING AN EVENT WHERE FANS CAN JOIN DYLAN IN TWEETING WHILE HER SONG IS BEING PLAYED ON THE RADIO SHOW.
- USE TWITTER TO COMMUNICATE MORE WITH FANBASE, SHARE THOUGHTS, IDEAS FOR CONTENT. USE THE PLATFORM TO ENGAGE MORE WITH FOLLOWING.

TUMBLR

DYLAN HAS CREATED A TUMBLR PROFILE TO INTERACT WITH HER FANS. KEEP USING THIS PAGE IS VITAL, ESPECIALLY DURING THE RELEASE PROCESS. ADDING MORE SELECTED CONTENT, EXCLUSIVE EVERYDAY PICTURES, CREATE RELATIONSHIPS TO GROW A STRONG AND DEVOTED FANBASE IS KEY.



DYLAN'S PERSONALISED GUITARS AND DRAWINGS

YOUTUBE HAS THE HIGHEST ENGAGEMENT RATE BETWEEN ALL HER SOCIAL MEDIA PLATFORMS (10.19%) AND IT INCREASED THANKS TO THE MUSIC VIDEOS OF "GOOD ENOUGH" AND "WISH YOU WEREN'T MINE", LAST HAVING ALMOST 110K VIEWS.

BEING 15.20 % THE ENGAGEMENT GOAL FOR THIS PLATFORM IT WILL NEED TO BE USED TO PREMIERE ALL MUSIC VIDEOS FOR NEW SONG RELEASES, BEHIND THE SCENES VIDEOS AND TO PERFORM ON LIVE STREAMINGS FOR HER FANS WHEN DOING ANY "SOCIAL DISTANCED LAUNCH PARTY" OF HER NEXT SINGLES/EP WITH HD QUALITY AND A RECORDING STUDIO SETTING.

THE CONTENT ON YOUTUBE SHOULD BE ONLY OF HIGH RESOLUTION OR PROFESSIONALLY MADE, TRAILERS AND VISUALISERS AS WELL SHOULD BE INCLUDED.



First single: "scoprio"

SINGLE ARTWORK COVER MOOD-BOARD WITH GREEN COLOURS, DYLAN'S DRAWINGS, EMOJIS AND THE PICTURE INDICATING FREEDOM, EMPOWERMENT, MOVEMENT AND BEAUTY.

ASSETS: LYRIC VIDEO, TRAILER VIDEO, ONE PHOTOSHOOT, TIKTOK DANCE , BTS SHOOTING, BEHIND "SCORPIO" SELF MADE Q&A VIDEO. SCORPIO ACOUSTIC MUSIC VIDEO, TIKTOK CHALLENGE. SCORPIO T-SHIRTS.

- **SOUND INSPO: BEA MILLER - ITS NOT YOU ITS ME** 
MURA MASA 
GRIFF - SAY IT AGAIN 
MILEY CYRUS - MIDNIGHT SKY 
- **80S INSPIRED UPTEMPO EMPOWERING AND WITTY SONG TALKING ABOUT THE PERKS OF BEING A SCORPIO, VICES AND VIRTUES, RELATIONSHIP DEALS, ACCEPTANCE AND KINDNESS TO YOUR OWN SELF AND THE JOURNEY TO SELF-DISCOVERY AS TOPICS. THE TITLE IS INSPIRED BY CURRENT SOCIAL TRENDS ON ZODIAC SIGNS. IT IS PERFECTLY RELATABLE FOR HER FANDOM AND AN EVOLUTION FROM "RED" AND HEARTBREAK SONGS DYLAN HAS WRITTEN SO FAR.**
- **PLAYLIST PITCHING: NEW POP UK, NEW MUSIC FRIDAY, NEW POP EVOLUTION, FRESH & CHILL, TUNE IN, HEARTBREAKER, SAD SONGS, SCORPIO COSMIC PLAYLIST.**
- **SIX WEEKS CAMPAIGN STARTING OCTOBER 16TH WITH RELEASE DATE ON NOVEMBER 6TH 2020.**
- **MOST RELEVANT MAGAZINES AND RADIOS TARGETED: NOTION, CLASH, 1883 MAGAZINE, ROLLING STONES, WONDERLUST, I-D, OUT NOW MAG, FOUNDATION.FM, NTS RADIO, BBC INTRODUCING RADIO, HOXTON RADIO, KISS FM, CAPITAL FM.**

OCTOBER 16TH CAMPAIGN STARTS WITH PRESS KIT SENT TO PR, SPOTIFY PITCHING AND SHOOTING FOR SOCIAL MEDIA ASSETS ALREADY DONE. ANNOUNCEMENT OF MUSIC RELEASE ON SOCIAL MEDIA WITH PICTURE FROM SHOOTING.
 SOCIAL MEDIA POSTS EVERY TWO DAYS THROUGHOUT THE WHOLE CAMPAIGN AS WELL AS KEEPING UPDATED IGTV SERIES AND TIKTOK VIDEOS

BETWEEN OCT 26TH TO NOV 5TH PREMIERE ARTICLES ON TARGETED MAGAZINES AND INTERVIEW WITH HOXTON RADIO, FILMED FOR CONTENT

OCT 28TH: LIVE COLOURS HOXTON WITH EXCLUSIVE EARLY ACOUSTIC PERFORMANCE OF SCORPIO . FREE TICKETS TO BIGGER ARTISTS (MILLIE TURNER, GRACEY, CASEY LOWRY ETC.) TO COME AND SUPPORT HER AND POST ON THEIR

OCT. 30 SPONSORED IG STORY WITH TRAILER VIDEO, ONE WEEK CAMPAIGN +
 SOCIAL MEDIA
 ARTWORK COVER TO SHARE ON SOCIAL MEDIA

NOV 5TH YOUTUBE/BBC RADIO 1 PREMIERE OF SCORPIO

NOV. 6TH SCORPIO COMES OUT WITH LYRIC VIDEO ON YOUTUBE

NOV. 6TH SPONSORED INSTAGRAM STORY WITH LYRIC VIDEO, ONE WEEK CAMPAIGN

NOV. 7TH LYRIC VIDEO TO POST ON IGTV

NOV 8TH PREVIEW OF MERCH ON ALL SOCIAL MEDIA + TIKTOK VIDEO OF DYLAN TRYING IT ON

NOV. 9TH TSHIRT MERCH OF "SCORPIO" OUT

NOV 13TH TIKTOK #SCORPIODANCECHALLENGE: FANS HAVING THE CHANCE TO WIN A PIECE OF MERCH BY CREATING THE BEST TIKTOK DANCE FOR THE SINGLE

NOV 20TH WINNER ANNOUNCEMENT OF TIKTOK CHALLENGE AND RELEASE ON IGTV OF SCORPIO ACOUSTIC

NOV 27TH "BEHIND SCORPIO" VIDEO OUT

Second Single: "my mind"

SINGLE ARTWORK COVER MOOD BOARD WITH GREEN COLOURS, DYLAN'S DRAWINGS, EMOJIS AND THE PICTURE SHOWING SADNESS, HEARTBREAK, MILLENNIALS MENTAL HEALTH ISSUES.

ASSETS: TRAILER VIDEO, ONE PHOTOSHOOT, MUSIC VIDEO , BTS SHOOTING, CHILL-DANCE REMIX.



• **SOUND INSPO:**

SODY - I DON'T KNOW YOU ANYMORE 

JP SAXE & JULIA MICHAELS - IF THE WORLD WAS ENDING 

HOLLY HUMBESTONE - OVERKILL 

- **DOWNTempo BALLAD ABOUT HEARTBREAK, DEALING WITH MENTAL HEALTH WHILE BEING IN A RELATIONSHIP, BEING KIND TO YOUR OWN LIMITS, KNOWING YOUR WORTH. THIS SONG SHOWCASES DYLAN'S BEST SKILLS IN SONGWRITING, BEING STRAIGHTFORWARD, EFFORTLESS AND RELATABLE.**

- **CHILL HOUSE REMIX SOUND INSPO : ILOMILO - BILLIE EILISH (MBNN REMIX) **

- **PLAYLIST PITCHING: NEW POP UK, NEW MUSIC FRIDAY, NEW POP EVOLUTION, FRESH & CHILL, TUNE IN, HEARTBREAKER, SAD SONGS, DANCE CHILL, UK DANCE MUSIC, UK HOUSE MUSIC.**

- **SIX WEEKS CAMPAIGN STARTING JAN 15TH WITH RELEASE DATE ON FEB 5TH.**

- **MOST RELEVANT MAGAZINES AND RADIOS TARGETED: NOTION, CLASH, 1883 MAGAZINE, ROLLING STONES, WONDERLUST, I-D, OUTNOW MAG, FOUNDATION.FM, NTS RADIO, BBC INTRODUCING RADIO, HOXTON RADIO, KISS FM, CAPITAL FM.**

JAN 15TH CAMPAIGN STARTS WITH PRESS KIT SENT TO PR, SPOTIFY PITCHING AND SHOOTING FOR SOCIAL MEDIA ASSETS ALREADY DONE. MUSIC VIDEO ALREADY FILMED. ANNOUNCEMENT OF MUSIC RELEASE ON SOCIAL MEDIA WITH PICTURE FROM SHOOTING.

SOCIAL MEDIA POSTS EVERY TWO DAYS TROUGHT THE WHOLE CAMPAIGN AS WELL AS BETWEEN JAN 22ND AND FEB 5TH PREMIERE ARTICLES AND INTERVIEW WITH FOUNDATION.FM RADIO/ BBC INTRODUCING, FILMED FOR CONTENT AND TARGETED MAGAZINES

JAN. 23RD: ARTWORK COVER OUT ON SOCIAL MEDIA

JAN. 29TH SPONSORED IG STORY WITH TRAILER VIDEO TAKEN FROM OFFICIAL MUSIC VIDEO, ONE WEEK CAMPAIGN

FEB. 4TH YOUTUBE PREMIERE OF "MY MIND"

FEB. 5TH MY MIND COMES OUT WITH OFFICIAL MUSIC VIDEO ON YOUTUBE AND INFLUENCERS AND FLOW OR BIGGER ARTISTS REPOSTING

FEB. 5TH SOCIAL DISTANCED LAUNCH PARTY ON LIVE STREAM ON YOUTUBE. WITH PERFORMANCE FROM DYLAN AND CASEY LOWRY.

NOV. 6TH SPONSORED INSTAGRAM STORY WITH MUSIC VIDEO, ONE WEEK CAMPAIGN

FEB. 7TH IG STORIES TAKE OVER ON OUTNOW MAGAZINE INSTAGRAM PROFILE

FEB. 12TH Q&A AND BEHIND THE SCENES OF THE WRITING PROCESS OF MY MIND, DIY MADE.

FEB 15TH BTS OF MUSIC VIDEO COMES OUT

FEB 19 TH ANNOUNCEMENT OF REMIX RELEASE

FEB 20TH TIKTOK #DANCECHALLENGE BY DYLAN ON MY MIND REMIX TO PROMOTE IT

FEB 26TH REMIX RELEASE

GREEN

THE EP "GREEN" IS A PROTEST AGAINST THE WORLD, WHAT IS WRONG WITH SOCIAL STANDARDS, SOCIAL IDEAS OF LOVE, CONDUCT, STEREOTYPES. IT IS A JOURNEY OF SELF-DISCOVERY, AN EMPOWERING PIECE THAT NAVIGATES THE UPS AND DOWNS OF MANY YOUNG ADULTS OF THIS GENERATION. IT TALKS ABOUT HEARTBREAK AND LOVE, WHICH IS WHAT DYLAN DOES BEST, BUT IT IS ALSO VERY ENERGIC, IT TOUCHES MANY THEMES BECAUSE IT IS MEANT TO REACH A BIGGER AND WIDER AUDIENCE WITH DIFFERENT INTERESTS. IT IS THE REFLECTION OF THE VISION OF THE YOUNG PART OF CONTEMPORARY SOCIETY AND ALL THE INJUSTICES AND THE FIGHTS THAT CHARACTERIZE IT. THE ARTWORK SEES A BACKGROUND COVERED IN NEON GREEN MOLD, ALMOST LIKE IT WAS TOXIC, TO GIVE THE IDEA OF A WORLD THAT IS GOING MOULDY AND DIRTY DUE TO ALL THE SOCIAL AND ENVIRONMENTAL ISSUES OF THESE DAYS, DYLAN'S DRAWINGS AROUND TO EXPRESS HER TRUE FEELINGS AND HER LOGO.

EP SONGS:

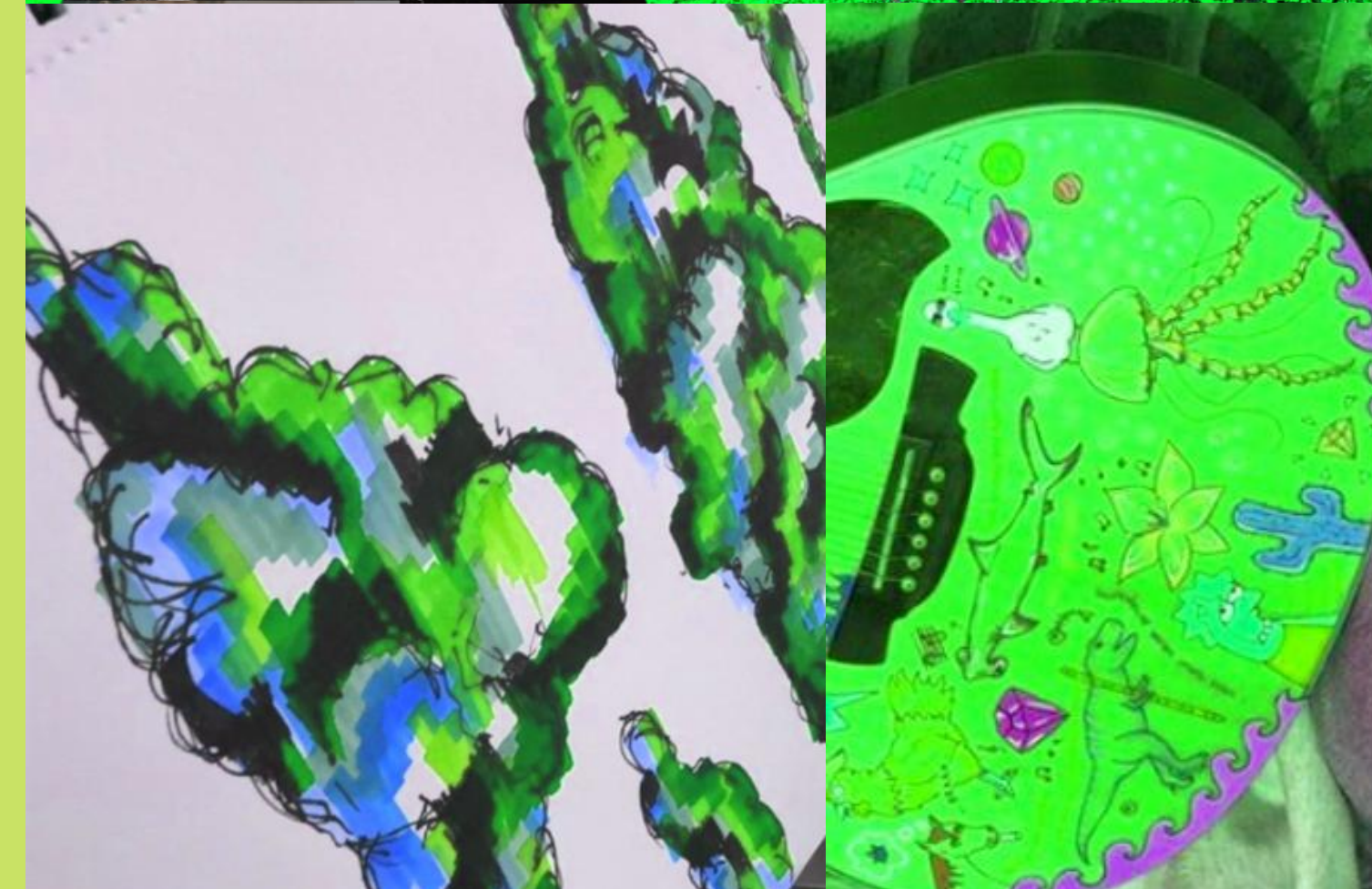
SCORPIO

MY MIND

GREEN

SOCIAL DISTANCE AF

DONT MIND ME



- **SOUND INSPO: GRACIE ABRAMS - FRIEND** 
- JULIA KNIGHT - LIKE I USED TO** 
- BILLIE EILISH - EVERYTHING I WANTED/MY** 

FUTURE LEADING TRACK GREEN PLAYS WITH THE TITLE REPLACING IT ON THE EXPRESSION "I AM BLUE". DYLAN TALKS ABOUT HER STRUGGLE WITH MENTAL HEALTH, HER STRUGGLE WITH A TOXIC LOVE AND A TOXIC SOCIETY IN AN UPBEAT SORT OF BALLAD.

- **ASSETS: TWO PHOTOSHOOTS, TWO TRAILERS (ONE FOR THE EP ONE FOR LEADING TRACK) ACOUSTIC VIDEO IN A RECORDING STUDIO, MUSIC VIDEO, BTS SHOOTING, RECORDED BBC INTRODUCING INTERVIEW FOR EP.**
- **PLAYLIST PITCHING: NEW POP UK, NEW MUSIC FRIDAY, NEW POP EVOLUTION, FRESH & CHILL, TUNE IN, HEARTBREAKER, SAD SONGS, SCORPIO COSMIC PLAYLIST.**
- **8 WEEKS CAMPAIGN STARTING APRIL 23RD WITH RELEASE DATE ON JUN 6TH.**
- **MOST RELEVANT MAGAZINES AND RADIOS TARGETED: NOTION, CLASH, 1883 MAGAZINE, ROLLING STONES, WONDERLUST, I-D, OUTNOW MAG, FOUNDATION.FM, NTS RADIO, BBC INTRODUCING RADIO, HOXTON RADIO, KISS FM, CAPITAL FM.**

APRIL 23RD CAMPAIGN STARTS WITH PRESS KIT SENT TO PR, SPOTIFY PITCHING AND SHOOTINGS FOR SOCIAL MEDIA ASSETS ALREADY DONE. SOCIAL MEDIA POSTS EVERY TWO DAYS THROUGHOUT THE WHOLE CAMPAIGN, SHARING ARTICLES, INTERVIEWS AND RADIOPLAYS AS WELL AS KEEPING UPDATED IGTV SERIES AND TIKTOK VIDEOS

APRIL 24TH ANNOUNCEMENT OF RELEASE DATE OF EP GREEN THROUGH INSTAGRAM LIVE

APRIL 29TH GIG ANNOUNCEMENT WITH TICKETS LINK ON JUNE THE 5TH AT PRYZM LONDON

MAY 3RD EP ARTWORK COVER RELEASE ON SOCIAL MEDIA

MAY 10TH SET LIST PICTURE RELEASE

MAY 11TH Q&A LIVE ON INSTAGRAM WITH FANS

MAY 17TH FILMED INTERVIEW WITH BBC INTRODUCING TO TALK ABOUT GREEN

MAY 20TH LEAD TRACK ANNOUNCEMENT WITH ARTWORK COVER RELEASE

MAY 21ST SPONSORED STORIES ON IG AND TIKTOK WITH LEAD TRACK GREEN PLAYING AND EP ARTWORK COVER ON BACKGROUND ALTERNATED WITH SCENES FROM THE ARTWORK COVER SHOOT + GIG PROMOTION, 2 WEEKS CAMPAIGN

MAY 24TH MERCHANDISE FOR GREEN AVAILABLE EVERYWHERE WITH TIKTOK VIDEO TO LAUNCH IT, HAVE FRIENDS AND OTHER ARTISTS TO WEAR IT AND REPOST IT ON THEIR SOCIAL MEDIA
MAY 31ST EXCLUSIVE RADIO PLAY PREVIEW OF LEAD TRACK GREEN ON BBC INTRODUCING + GIG PROMOTION

JUNE 3RD YOUTUBE PREVIEW OF LEAD TRACK WITH LYRIC VIDEO

JUNE 4TH GREEN EP IS OUT ON ALL PLATFORMS WITH ALL THE LYRIC VIDEOS

JUN 5TH LAUNCH PARTY AT PRYZM LONDON WITH BIGGER ARTISTS FROM AWAL PRESENT TO PROMOTE HER

JUNE 7TH DUET VIDEO ON TIKTOK WITH COMPETITION, THE PRIZE IS A PIECE FROM MERCHANDISING

JUNE 10TH YOUTUBE PREMIERE OF GREEN MUSIC VIDEO

JUNE 11TH GREEN MUSIC VIDEO OUT

JUNE 18TH BTS MUSIC VIDEO

JUNE 25TH ACOUSTIC GREEN VIDEO RELEASE

ONE WEEK IN JULY AND ONE WEEK IN AUGUST : SPONSORED IG STORIES WITH GREEN MUSIC VIDEO TO PROMOTE THE EP.

27 "GREEN" LIVE

DUE TO THE CURRENT WORLDWIDE SITUATION BEING VERY UNCERTAIN A PROPER TOUR CANNOT BE PLANNED AT ITS BEST. DYLAN WILL BE DOING MANY LIVE STREAMS THROUGHOUT THE COURSE OF THE CAMPAIGN.

DYLAN HAS ALREADY DATES PLANNED FOR 2020/2021

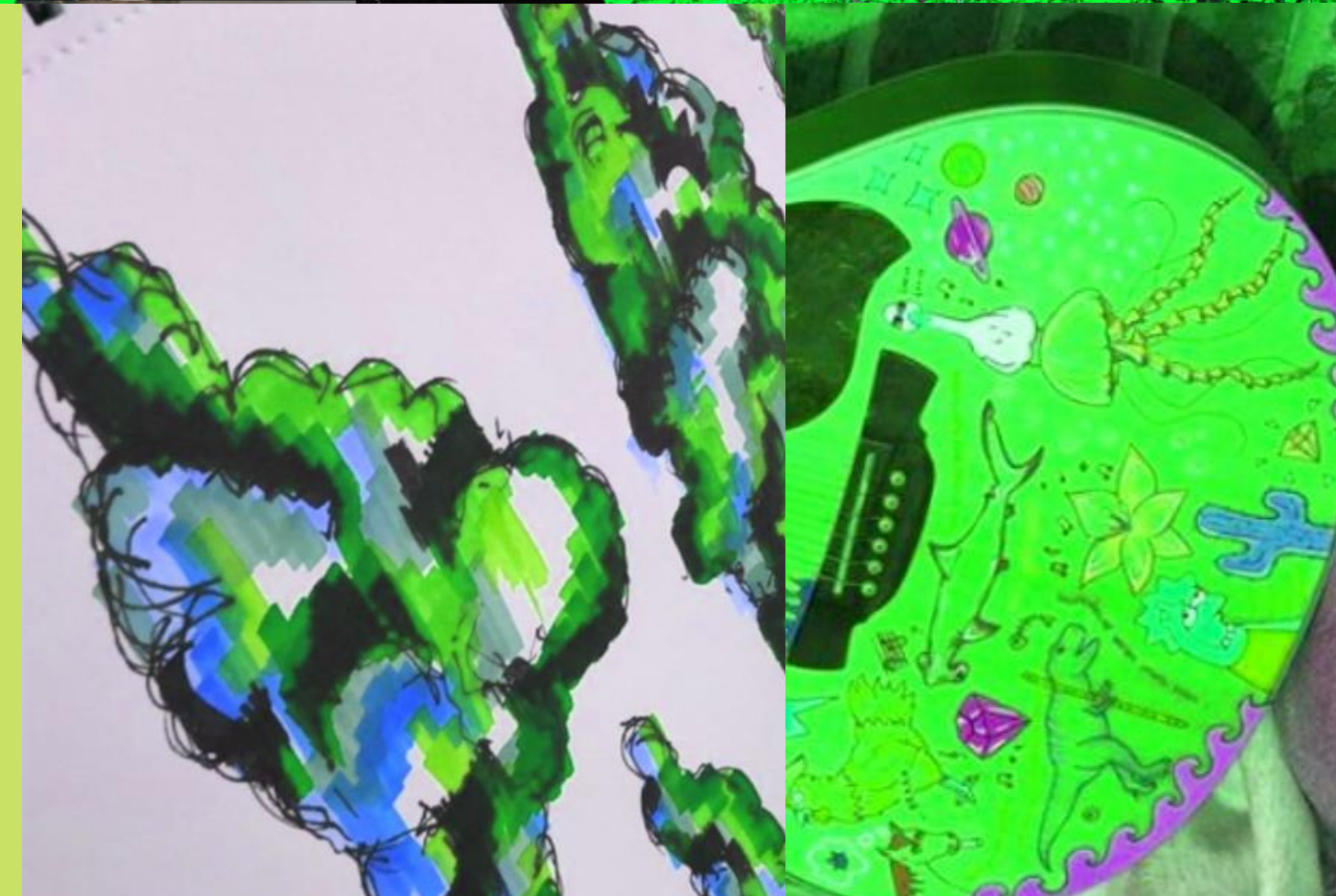
- **BBC LIVE INTRODUCING GIG AT THE LEXINGTON, LONDON, 09.2020,**
- **COLOURS HOXTON, LONDON, 28.10.2020**
- **PRYZM, GREEN EP LAUNCH PARTY, 05.06.2021**
- **#VMEMERGINGSTARS PROJECT GIGS THROUGHOUT ALL 2021**
- **YUNG BLUD OPENING ACT ON HIS LONDON GIG 20.03.2021**

FESTIVALS DYLAN SHOULD ATTEND ON SUMMER 2021:

- **ESCAPE, BRIGHTON**
- **DOT TO DOT 2021**
- **LOST IN THE WOODS 2021**
- **LOVEBOX 2021**
- **READING ON BBC INTRODUCING STAGE, 2021**

VENUES IN LONDON TO CONSIDER:

- **THE GARAGE**
- **LAYLOW**
- **OMEARA**
- **O2 ISLINGTON**



BUDGETING

TOTAL BUDGET : £30K

- BUDGET ALLOCATION FROM AWAL/KOBALT: £20K
 - BUDGET ALLOCATION FROM #VMEMERGINGSTARS PROJECT: £10K
-
- THREE /FOUR PHOTOSHOOTS FOR SINGLES RELEASE AND DIGITAL CONTENT CREATION: £4K-5K
 - ARTWORKS FOR SINGLES AND EP: £3.5K
 - MERCHANDISE: £1.5K
 - PRESS PACKAGE FIRST SINGLE, SIX WEEKS LENGTH: £2K
 - PRESS PACKAGE SECOND SINGLE, SIX WEEKS LENGTH: £2K
 - PRESS PACKAGE LEAD TRACK OF EP, FOUR WEEKS LENGTH: £2K
 - PRESS PACKAGE FOR EP RELEASE, FOURS WEEKS LENGTH CAMPAIGN: £2K
 - SPONSORED SOCIAL MEDIA ADS, TWO WEEKS LENGTH: £200 PER SINGLE/LEAD TRACK (£600)
 - VISUALISER FOR FIRST SINGLE: £2-3K
 - MUSIC VIDEO SECOND SINGLE: £3K
 - MUSIC VIDEO THIRD SINGLE (EP'S LEAD TRACK) : £3K
 - LIVE ACOUSTIC VIDEOS : 1K
 - BUDGET EXCESS FUND: £2-3K

MERCH



SCORPIO INSPO



MY MIND INSPO



GREEN INSPO

THE MERCHANDISING SHOULD INCLUDE DYLAN'S DRAWINGS ALL OVER THE T-SHIRTS AND HOODIE,
ACTIVE WEAR, URBANWEAR INSPO.

CONCLUSION

THIS ONE YEAR LONG CAMPAIGN AIMS TO GET DYLAN THE POPULARITY SHE AND HER MUSIC DESERVE. THE GOALS SET ARE ACHIEVABLE AND THE HOPE IS TO SURPASS THEM. WITH THE COLLABORATORS DYLAN ALREADY HAS, THE SUPPORT OF AWAL AND VIRGIN MONEY'S MARKETING TEAM SHE WILL BE ABLE TO SUCCEED IN HER REBRANDING AND SOCIAL MEDIA CAMPAIGN FOR HER NEW EP "GREEN".

REFERENCING

DYLAN INSTAGRAM: [HTTPS://WWW.INSTAGRAM.COM/IAMDYLANOFFICIAL/](https://www.instagram.com/iamdylanofficial/)

DYLAN'S SPOTIFY: [HTTPS://OPEN.SPOTIFY.COM/ARTIST/4LOM7NZYRZVLGSYPFDSNTK?SI=GUXSUOREREWKKBWBJ9YVEG](https://open.spotify.com/artist/4LOM7NZYRZVLGSYPFDSNTK?si=GUXSUOREREWKKBWBJ9YVEG)

DYLAN'S TWITTER: [HTTPS://TWITTER.COM/DYYLAAAANN](https://twitter.com/dyylaaaann)

DYLAN'S YOUTUBE: [HTTPS://WWW.YOUTUBE.COM/CHANNEL/UCRY-QXPE4X0RTYEZFR8YVSQ](https://www.youtube.com/channel/UCRY-QXPE4X0RTYEZFR8YVSQ)

DYLAN'S TIKTOK: [HTTPS://WWW.TIKTOK.COM/@IAMDYLANOFFICIAL?_D=SECCGSIARCBDRGBIAIOARI%2BCJYTFNR0JRD4BC1T1TFZMZUWITYSFO510WCMCFZA30TLPFJ%2BKTUDYBCWHVWAF5BI1BOP5AHHKUAVXEELMPMAAA%3D%3D&LANGUAGE=EN&SEC_UID=MS4WLJABAAAATA9KLCQTLLDYCDTQ8YP0DALT8TRSFRBQVXVQ4GNLNOAUOZ0JGDOIU3SQRUMROM8S&SHARE_AUTHOR_ID=6772876197262590981&TT_FROM=COPY&U_CODE=D9AK0ACOLLI9JM&USER_ID=6760061776974693382&UTM_CAMPAIGN=CLIENT_SHARE&UTM_MEDIUM=IOS&UTM_SOURCE=COPY&SOURCE=H5_M](https://www.tiktok.com/@iamdylanofficial?_d=SECCGSIARCBDRGBIAIOARI%2BCJYTFNR0JRD4BC1T1TFZMZUWITYSFO510WCMCFZA30TLPFJ%2BKTUDYBCWHVWAF5BI1BOP5AHHKUAVXEELMPMAAA%3D%3D&LANGUAGE=EN&SEC_UID=MS4WLJABAAAATA9KLCQTLLDYCDTQ8YP0DALT8TRSFRBQVXVQ4GNLNOAUOZ0JGDOIU3SQRUMROM8S&SHARE_AUTHOR_ID=6772876197262590981&TT_FROM=COPY&U_CODE=D9AK0ACOLLI9JM&USER_ID=6760061776974693382&UTM_CAMPAIGN=CLIENT_SHARE&UTM_MEDIUM=IOS&UTM_SOURCE=COPY&SOURCE=H5_M)

CHART METRICS: [HTTPS://APP.CHARTMETRIC.COM/ARTIST?ID=1644512](https://app.chartmetric.com/artist?id=1644512)

VMEMERGINGSTARS: [HTTPS://R.SEARCH.YAHOO.COM/_YLT=AWRIRLEXAEHFVB4ARTX3BWX.;_YLU=X3ODMTBYAW11DNNVBGNVBG8DAXIYBHBVCWMXBHZ0AWQDBHNLYWNZCG-/RV=2/RE=1598582962/RO=10/RU=HTTPS%3A%2F%2FWWW.VIRGIN.COM%2FNEWS%2FMEET-VIRGIN-MONEYS-EMERGING-STARS/RK=2/RS=LQWWWII08Y3SCX_HDI6OO0V2RUU-](https://r.search.yahoo.com/_ylt=AWRIRLEXAEHFVB4ARTX3BWX.;_ylu=X3ODMTBYAW11DNNVBGNVBG8DAXIYBHBVCWMXBHZ0AWQDBHNLYWNZCG-/RV=2/RE=1598582962/RO=10/RU=HTTPS%3A%2F%2FWWW.VIRGIN.COM%2FNEWS%2FMEET-VIRGIN-MONEYS-EMERGING-STARS/RK=2/RS=LQWWWII08Y3SCX_HDI6OO0V2RUU-)

PANTONE'S WEBSITE : [HTTPS://STORE.PANTONE.COM/IT/IT/ARTICLES/COLORS/TENDENZE-CROMATICHE-IN-EVIDENZA-PRIMAVERA-ESTATE-2021.HTML](https://store.pantone.com/it/it/articles/colors/tendenze-cromatiche-in-evidenza-primavera-estate-2021.html)

H&M WEBSITE: [HTTPS://R.SEARCH.YAHOO.COM/_YLT=AWRJIKSOAUHFJMMAMAN3BWX.;_YLU=X3ODMTBYAW11DNNVBGNVBG8DAXIYBHBVCWMXBHZ0AWQDBHNLYWNZCG-/RV=2/RE=1598583209/RO=10/RU=HTTPS%3A%2F%2FWWW2.HM.COM%2FEN_GB%2FDIVIDED%2FCAMPAIGNS%2F9370A-HM-MUSIC-GABRIELLE.HTML/RK=2/RS=KB_PFIJ77HCZ4TWFSSJF0GPQXY8-](https://r.search.yahoo.com/_ylt=AWRJIKSOAUHFJMMAMAN3BWX.;_ylu=X3ODMTBYAW11DNNVBGNVBG8DAXIYBHBVCWMXBHZ0AWQDBHNLYWNZCG-/RV=2/RE=1598583209/RO=10/RU=HTTPS%3A%2F%2FWWW2.HM.COM%2FEN_GB%2FDIVIDED%2FCAMPAIGNS%2F9370A-HM-MUSIC-GABRIELLE.HTML/RK=2/RS=KB_PFIJ77HCZ4TWFSSJF0GPQXY8-)

TETTEH KOFI 2020, [HTTPS://JOURNOLINK.COM/RESOURCE/187-HOW-MUCH-DOES-A-PR-CAMPAIGN-REALLY-COST](https://journalink.com/resource/187-how-much-does-a-pr-campaign-really-cost)