▷ PLASTIC GLASS ◁

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DEVELOPMENT IN INTERNATIONAL MUSIC MARKETING
ELEMENT 1 - MARKETING PORTFOLIO

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▷ PLASTIC GLASS ◁

Who Are They?



Plastic Glass - a fresh, up and coming indie rock and roll band from the North East of England. The talented four-piece is made up of lead singer Lewis Conlin, lead guitarist Dylan Abbott, Ben Richardson on bass and Frazer Graham on drums; together they're an unstoppable force.

Where Are They?

Hailing from the smoggy suburbs of Sunderland and spreading like wildfire throughout the North East, the band are breaking boundaries, blowing sound systems and erupting into venues across the North of the UK, and that's just the start.

Why Them?

Plastic Glass' tunes speak for themselves. They're a reflection of their virtuosic musicianship, their raucous charisma, their undefeated passion and their ability to rise to the top of their game. There's an air of anticipation surrounding them, serenaded with adolescent angst that speaks directly to their ever-growing, ubiquitous fanbase.

They're young, talented and determined, with a musical sound that twists and evolves in alignment with their self-growth and life experience. There's a long road ahead of them, filled with artistic development, adventure, and self-discovery. They harbour an array of traits comparable to many successful indie rock artists in the early stages of their musical careers; their potential is unfathomable.



▷ SIMILAR ARTISTS ◁

Appendix A:

There's a multitude of artists both above and below the mainstream radar whose sound, ethos and iconography bear resemblance to Plastic Glass'.

▷ Similar Artists Below The Mainstream Radar



▷ Similar Mainstream Artists



▷ Early Arctic Monkeys Material

Plastic Glass' music and iconography can arguably be compared to the early material of Sheffield four-piece, Arctic Monkeys. Their debut album, 'Whatever People Say I Am, That's What I'm Not' shares similar visual assets and themes, paralleling Plastic Glass' adolescent angst, lyrical quip and British, working-class narrative.



Appendix A Continued:

▷ Similar Artists' Audience

The Pale White: (Source, Soundcharts:2021)



- The majority of The Pale White's fanbase listen to their music via Spotify, whilst utilising Instagram and Facebook as their main forms of social media interaction.

Cage The Elephant: (Source, Soundcharts:2021)



- Again, Cage The Elephant's fans appear to predominantly stream their music via Spotify. Social media-wise, Facebook, Twitter and Instagram are at the forefront when considering audience engagement.

The Amazons: (Source, Soundcharts:2021)



- Fans of The Amazons mainly utilise Spotify as their music streaming service, whilst Instagram, Facebook and Twitter hold large proportions of their audience.

The Sherlocks: (Source, Soundcharts:2021)



- Bolton four-piece, The Sherlocks' audience largely exist on Facebook, Instagram and Twitter, whilst once again, a large proportion of their fans consume their material via Spotify.

- Ultimately, analysing Plastic Glass' competitors reveals an underlying consistency in audience behaviour. The majority of similar artists' fans use Spotify's streaming services to listen to their music, whilst predominantly engaging with the bands via their Facebook, Instagram and Twitter platforms. Such analytical data provides crucial insight into the whereabouts of Plastic Glass' audience and how to disseminate their music and content efficiently and effectively.

▷ PLASTIC GLASS' AUDIENCE ◁

Appendix B:

▷ Audience Demographics



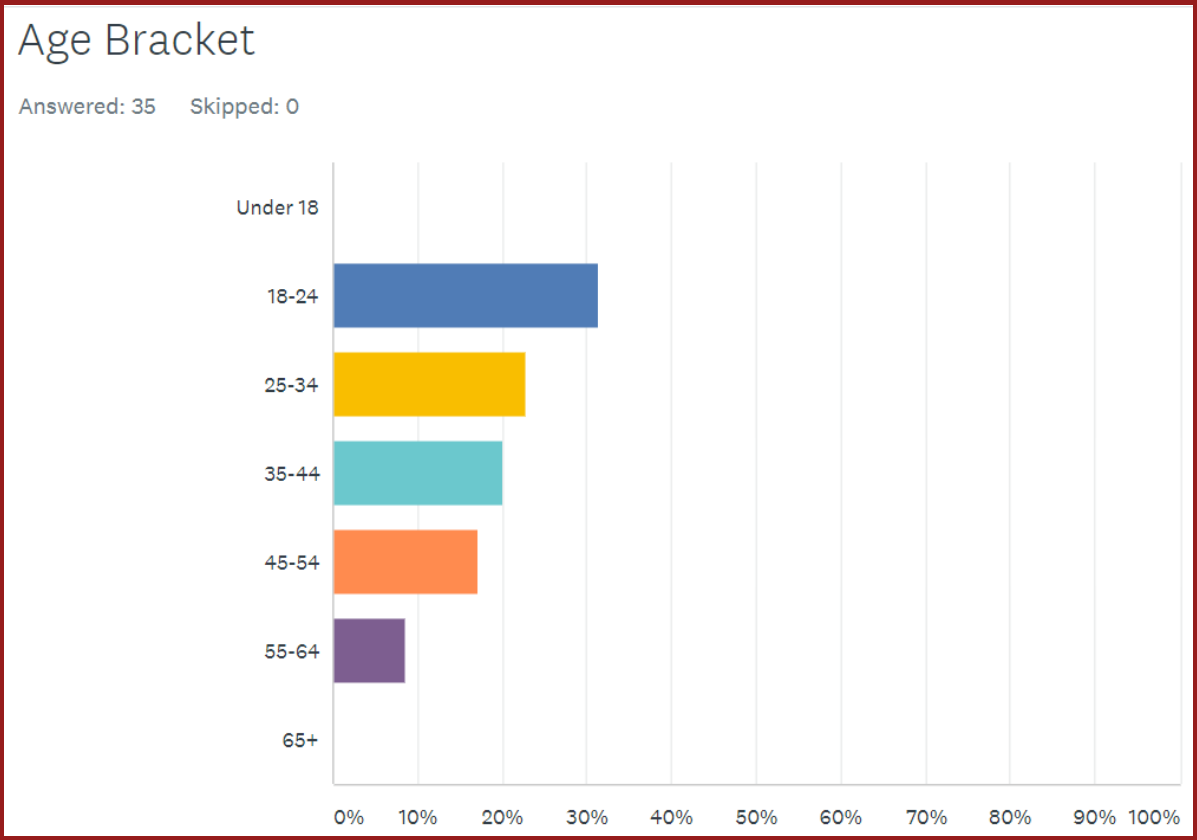
▷ Audience Psychographics



▷ Quantitative Audience Data

- Data collected via Survey Monkey provides further insight into the behaviour, characteristics and demographics of Plastic Glass' fanbase (Survey Monkey, 2021).

▷ Q1.

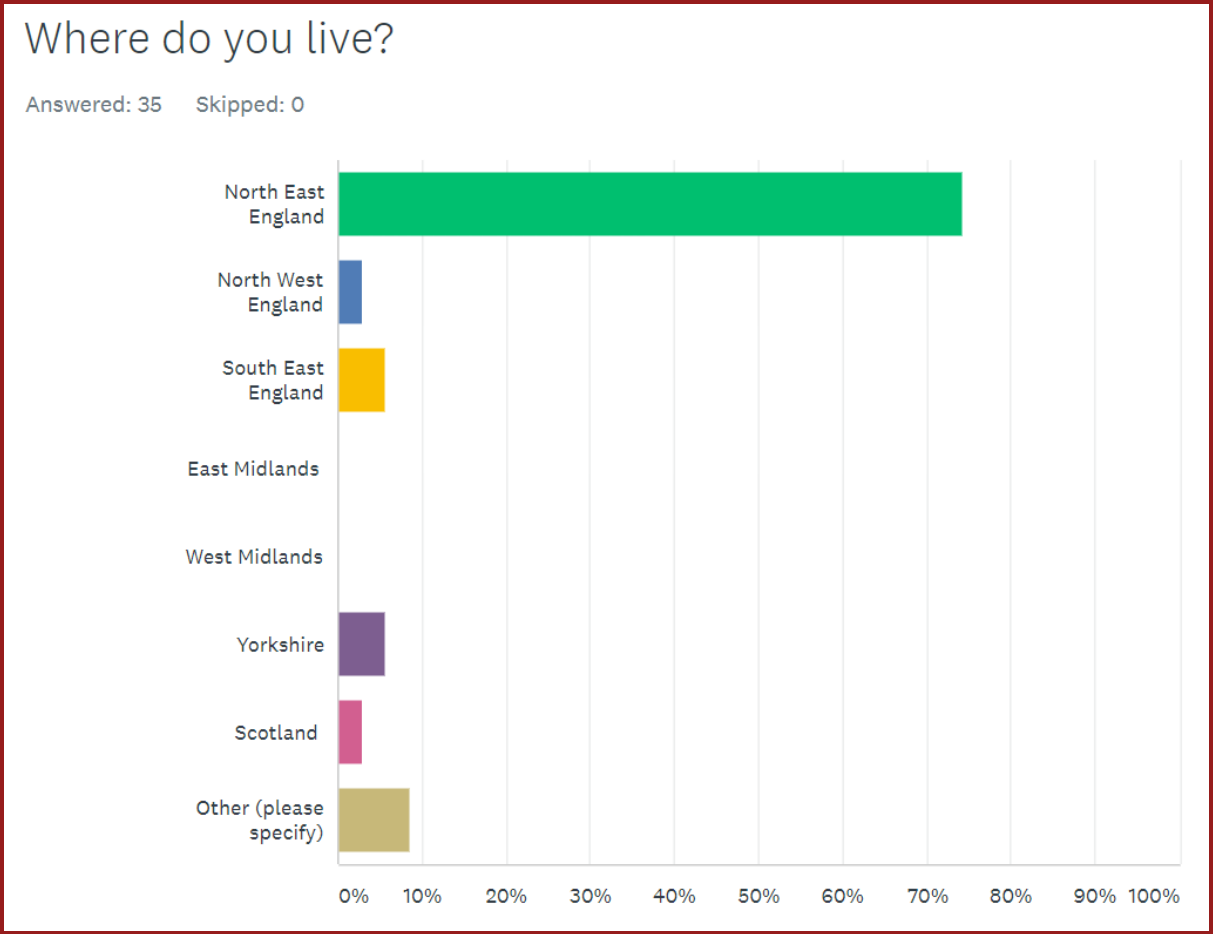


▷ Age Data by %:

ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	31.43%	11
25-34	22.86%	8
35-44	20.00%	7
45-54	17.14%	6
55-64	8.57%	3
65+	0.00%	0
TOTAL		35

- The survey responses show the broad age range of Plastic Glass' audience. The results reveal a distinct lack of fans in the under 18s and 65+ category, nevertheless, there's an undeniable presence where Generation Z, Millennials, Generation X and Boomers II are concerned.

▷ **Q2.**

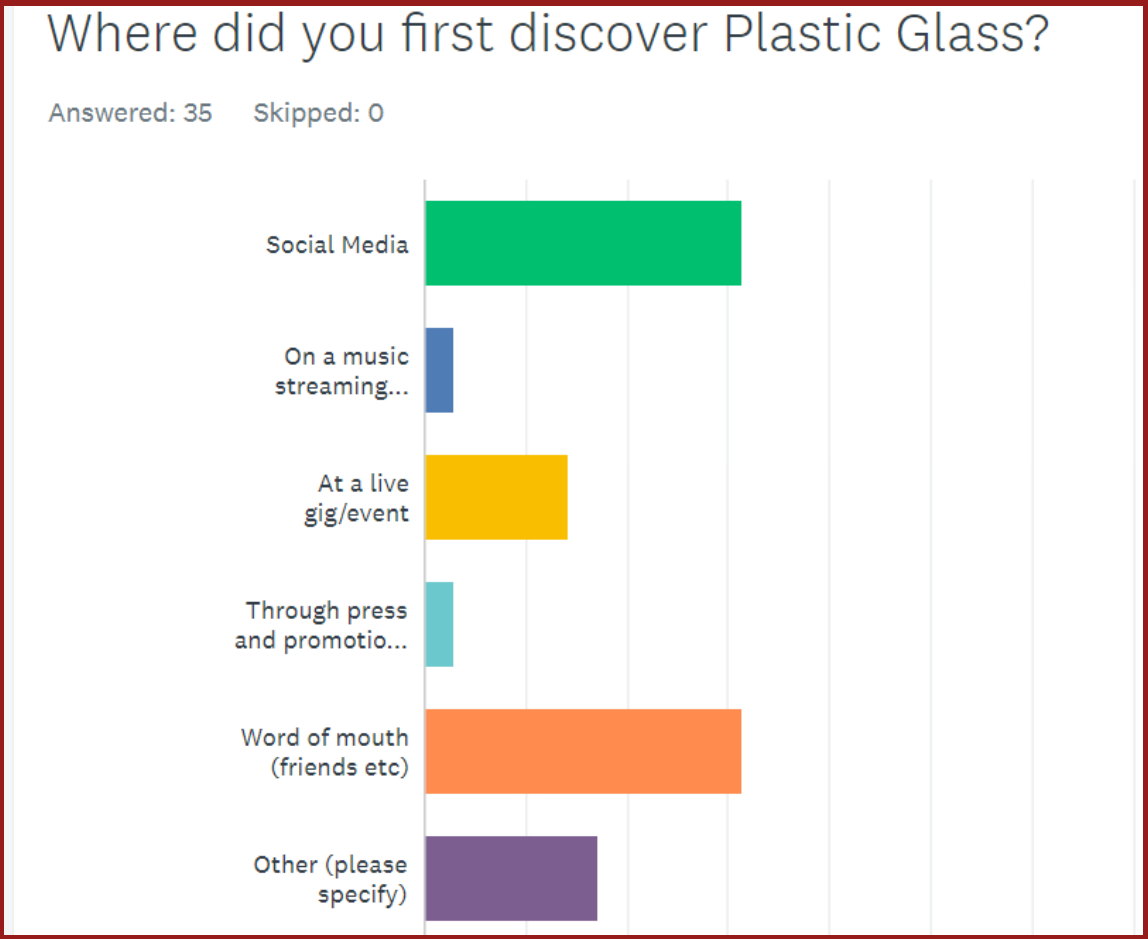


▷ **Geographical Location by %:**

ANSWER CHOICES		RESPONSES	
North East England		74.29%	26
North West England		2.86%	1
South East England		5.71%	2
East Midlands		0.00%	0
West Midlands		0.00%	0
Yorkshire		5.71%	2
Scotland		2.86%	1
Other (please specify)	Responses	8.57%	3
TOTAL			35

- As anticipated, the majority of Plastic Glass' fans reside in the North East of England. Such data reinstates the importance of the upcoming marketing campaign and its potential to attract and build audiences in other regions throughout the United Kingdom.

▷ Q3.



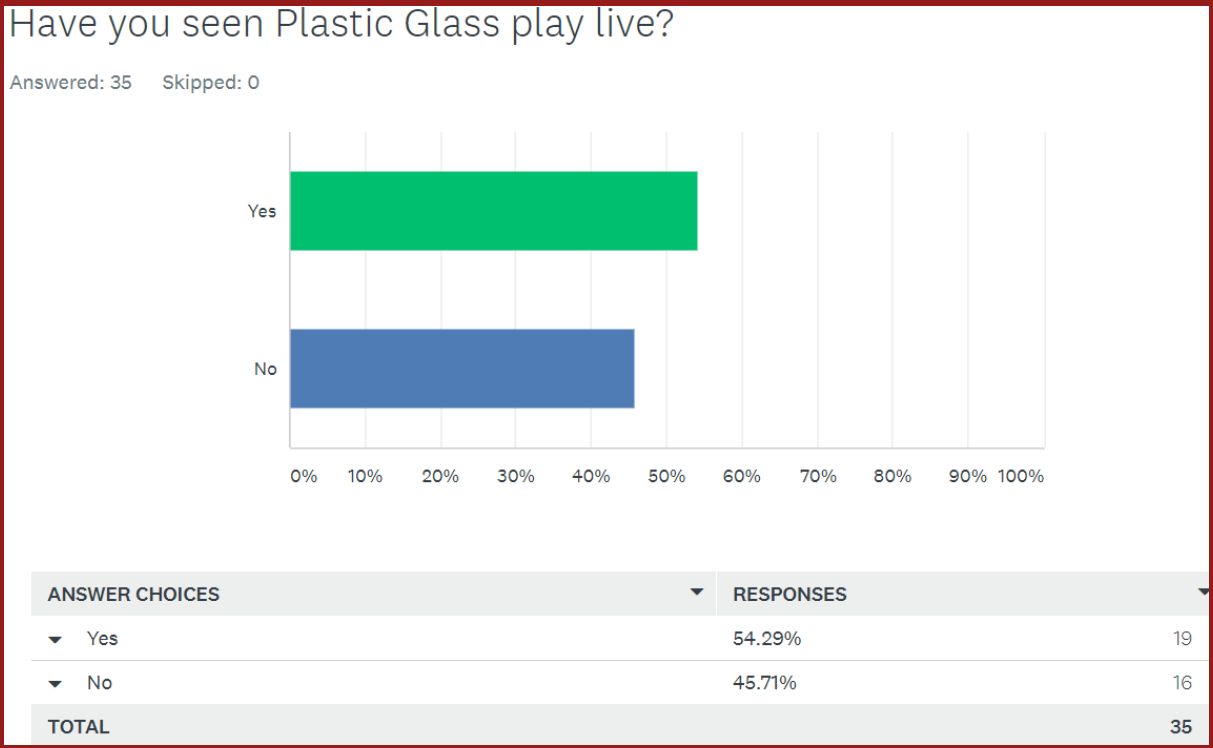
▷ Areas of Discovery by %:

ANSWER CHOICES		RESPONSES	
Social Media		31.43%	11
On a music streaming platform		2.86%	1
At a live gig/event		14.29%	5
Through press and promotion (blogs/posters/radio/magazines)		2.86%	1
Word of mouth (friends etc)		31.43%	11
Other (please specify)	Responses	17.14%	6
TOTAL			35

- Data suggests that the majority of Plastic Glass' fans discovered them via various social media platforms and 'word of mouth', spoken communication. Additionally, 17.14% of the band's fanbase fall into the 'other' category, which consists entirely of individuals who know Plastic Glass on a personal level.

- Moreover, the areas of discovery that hold a lesser percentage present potential opportunities to target the band's audience specifically, instigating fanbase growth. For example, hosting more live events and increasing promotional content via media outlets and tastemakers will lead to increased audience engagement, and therefore, increased streaming rates.

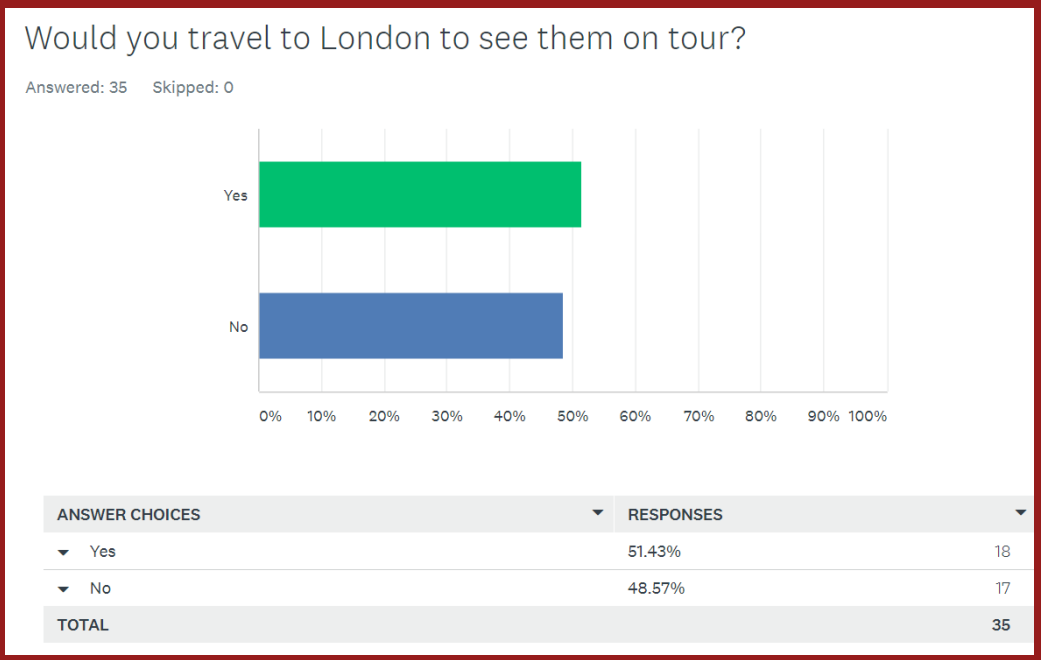
▷ Q4.



ANSWER CHOICES	RESPONSES	
Yes	54.29%	19
No	45.71%	16
TOTAL		35

- 54.29% of Plastic Glass' fans have seen them play live, meaning the other 45.71% may be open to the opportunity. Given that both Generation Z and Millenials value experience over possession, there's a strong chance that a scheduled tour may attract an increasing rate of gig-goers (Bucchiotto, 2019).

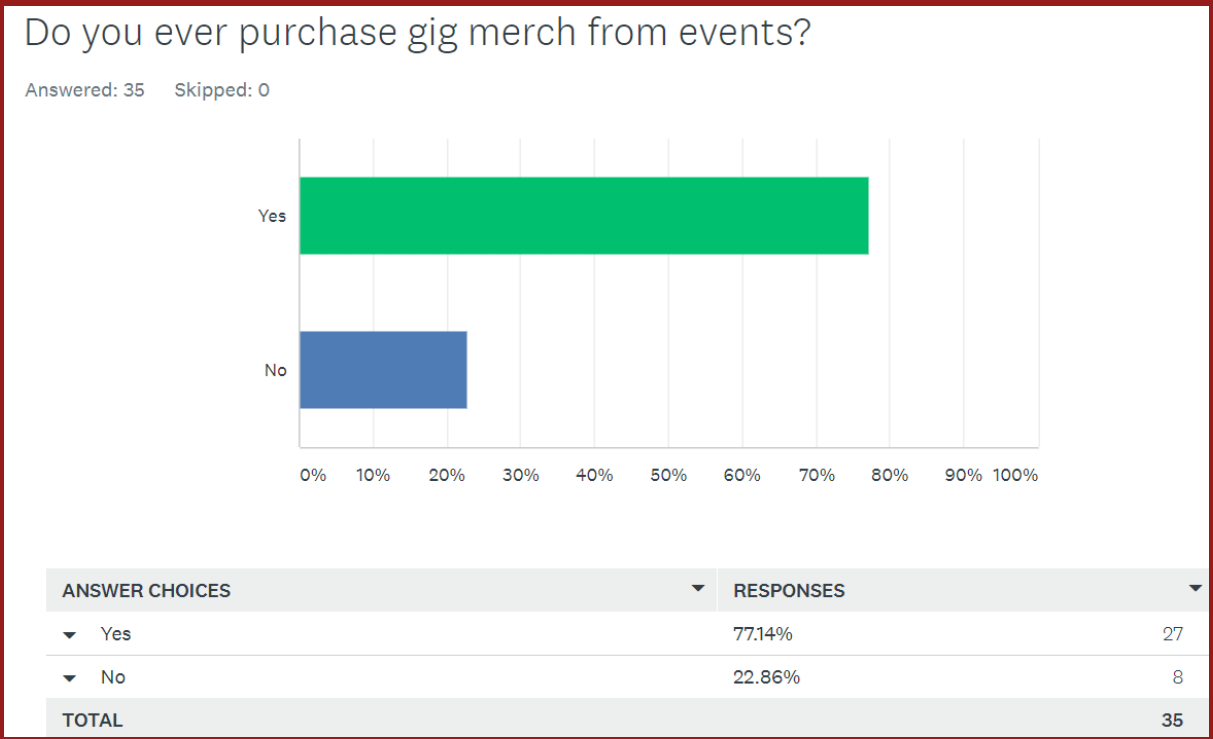
▷ Q5.



ANSWER CHOICES	RESPONSES	
Yes	51.43%	18
No	48.57%	17
TOTAL		35

- 51.43% of survey recipients would travel to London to see Plastic Glass perform, providing a potential opportunity for a southern leg of their forthcoming tours.

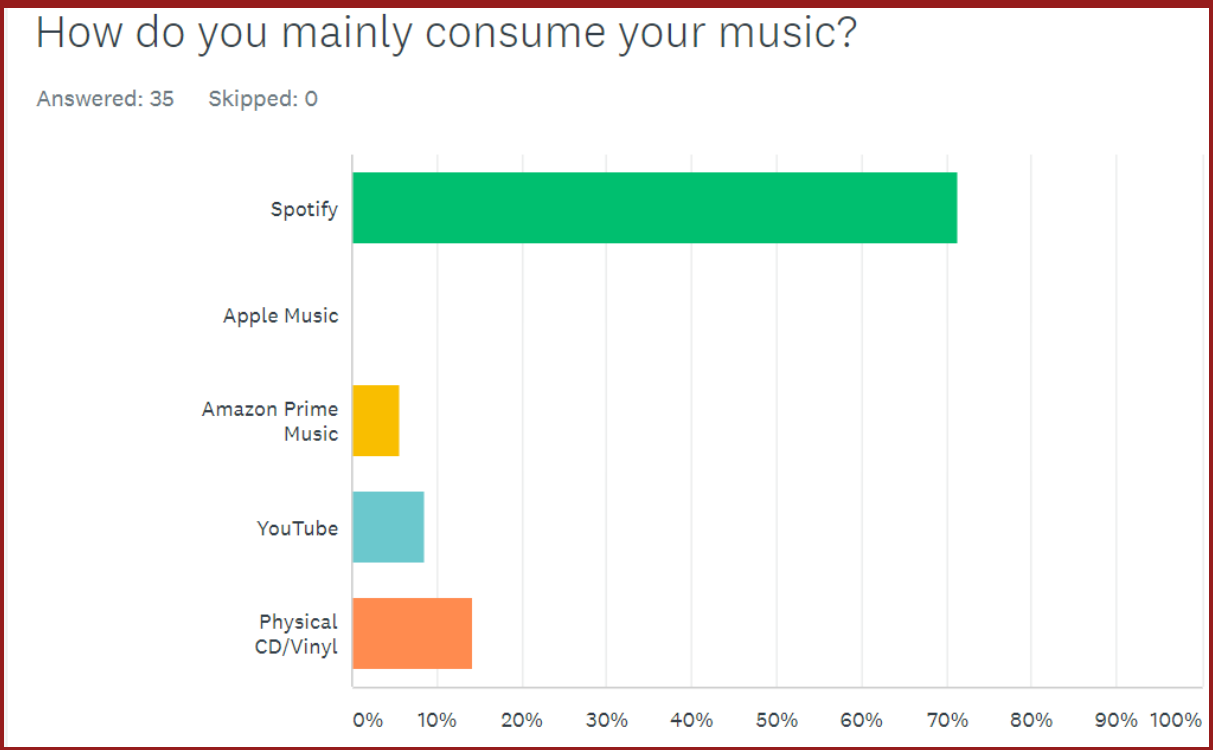
▷ **Q6.**



ANSWER CHOICES	RESPONSES	
Yes	77.14%	27
No	22.86%	8
TOTAL		35

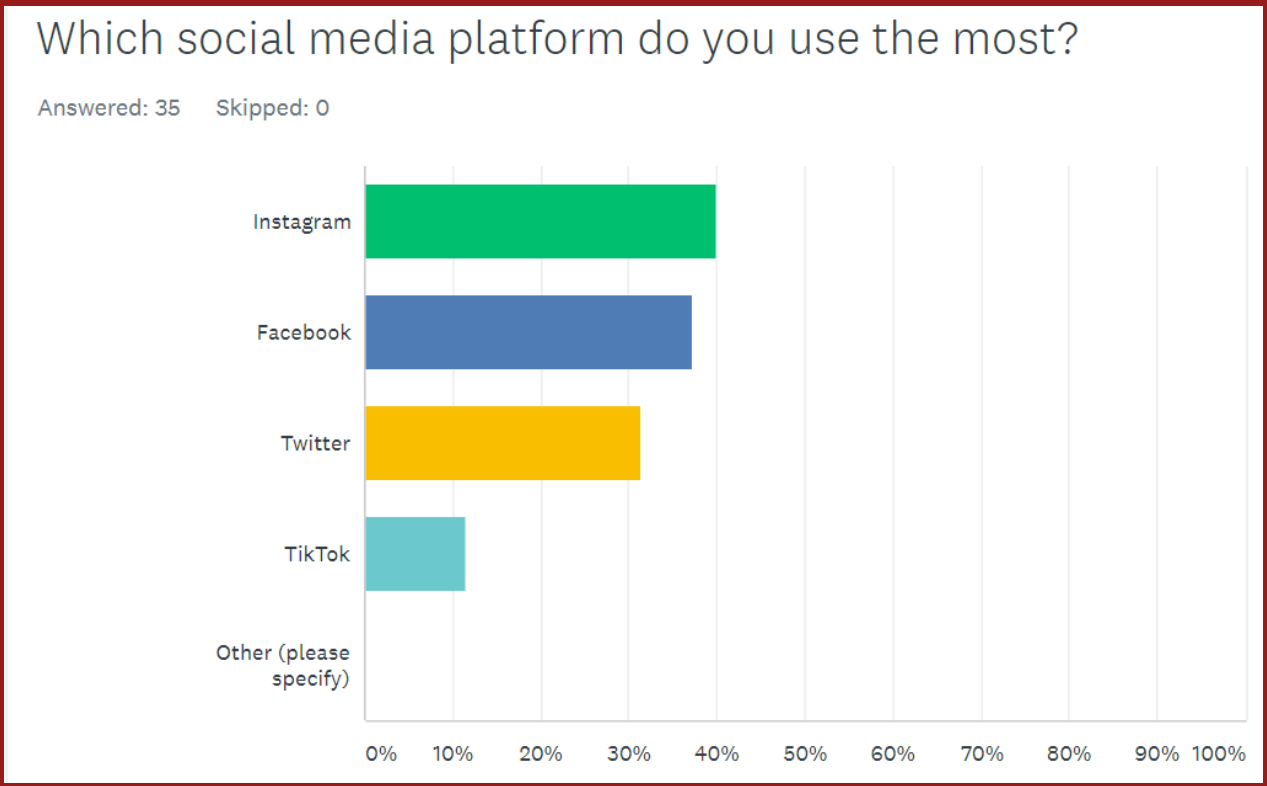
- A large proportion of the band's fanbase is open to purchasing merchandise from live events, establishing that merch sales could be a lucrative form of revenue at Plastic Glass' gigs.

▷ **Q7.**



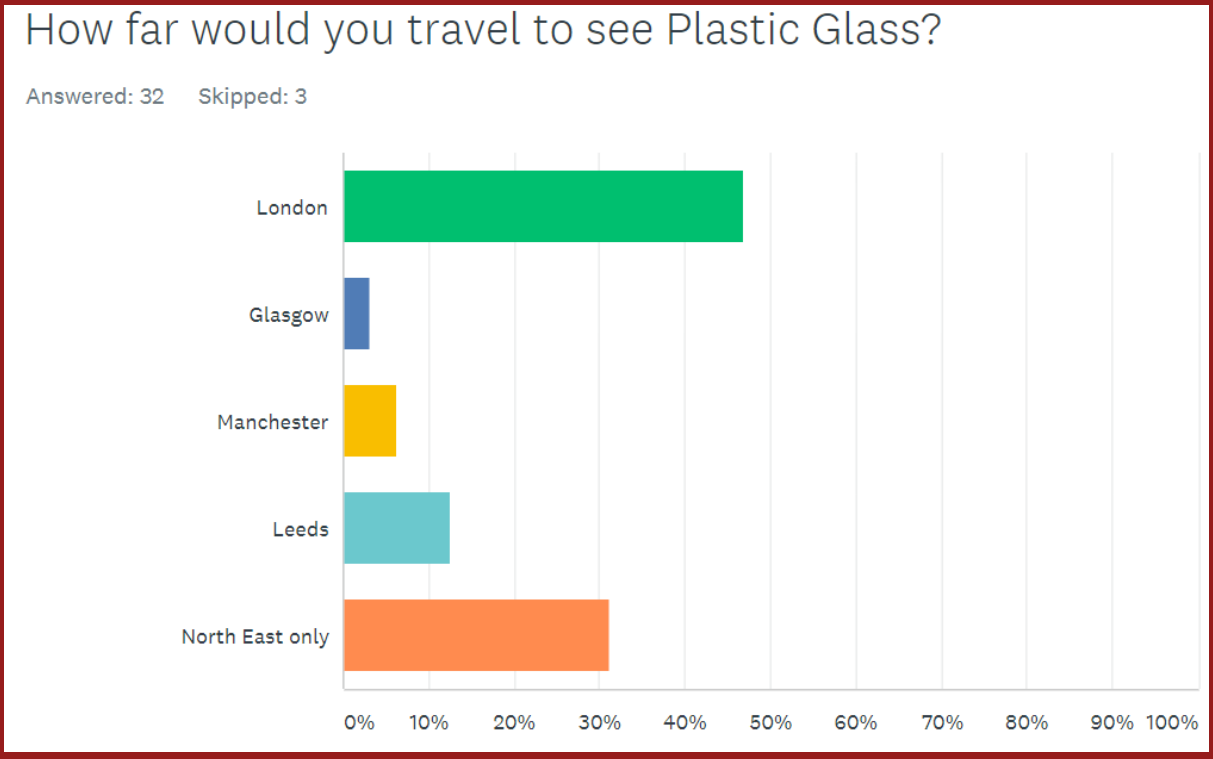
- 71.43% of the survey participants consume their music via Spotify, confirming that the music streaming platform will be the main means of digital distribution throughout the Plastic Glass marketing campaign.

▷ Q8.



- The above data shows the broad range of social media platforms utilised by Plastic Glass' audience, helping to determine which digital realms are most effective when considering content dissemination.

▷ Q9.



- The final survey question aims to determine how far people are willing to travel to see Plastic Glass perform, shedding some light on which areas of the UK to include in their tour.

▷ WEB & SOCIAL MEDIA ◁

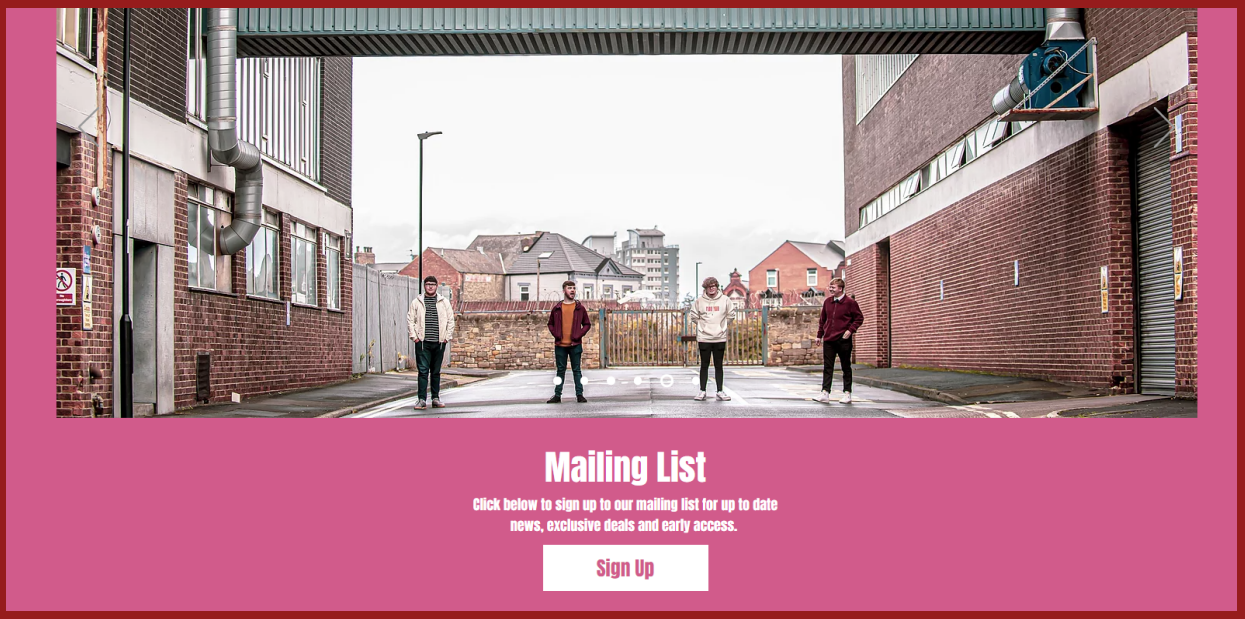
Appendix C:

▷ Main Website



- Plastic Glass' main web page consists of a widget bar linking visitors to their playlists and various social media platforms, alongside a navigation menu providing information about the band, including their tour schedules, a media gallery and a means of contact. Visually, the site hosts a pink colour palette to coincide with the branding associated with their latest single release, *'Going Away'*.





- The site homepage also plays host to a rotating image display and the option to subscribe to Plastic Glass' mailing list.

Appendix C Continued:

▷ Social Media Platforms

▷ Facebook



- Plastic Glass' Facebook page is at the forefront when considering audience engagement, amassing a total of 2.7k followers.

- The four-piece post a range of content, including band profile images, gig schedules, links to external press and promotional pieces and an array of multimedia videos.

- Notably, content posted in video format appears to attract increased audience engagement as opposed to still imagery and written status'.

- The screenshots below depict two of Plastic Glass' most popular posts from across the last two years, reinstating the importance of utilising video content to increase their fanbase.

(Source, Facebook:2020)



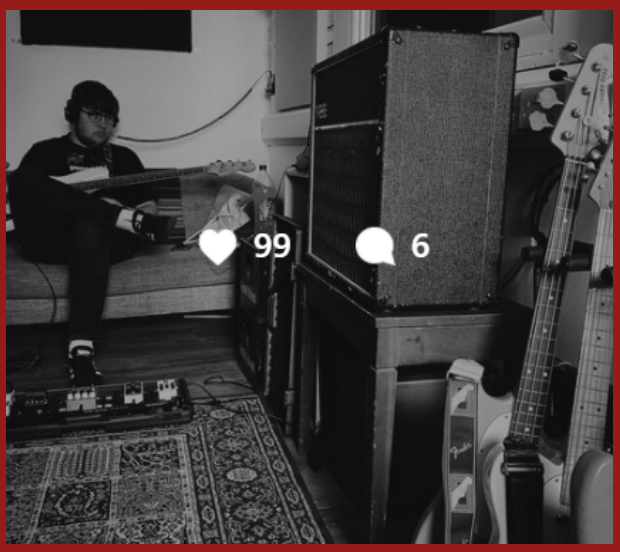


▷ Instagram



- With 1,655K followers, Plastic Glass' Instagram has the second-largest number of followers of all their social platforms.

(Source, Instagram:2021)



- Their Instagram profile mainly consists of still imagery, nevertheless, such posts seem to gain much more attention and 'likes' from the band's audience as opposed to the images posted on their Facebook page.

- Moreover, the survey responses collated in Appendix B suggest that the majority of Plastic Glass' fans use Instagram as their primary form of social media, reinstating the power of utilising the platform as a form of promotion and content dissemination throughout the upcoming marketing campaign.

▷ Twitter



- Plastic Glass' Twitter page has amassed a total of 1,026K followers since its launch in July 2018.

The page consists of several humorous tweets from the band's members, helping their audience engage with them personally.

- Much of the content is in the form of retweets, promoting journalistic material and gigs whilst also supporting musicians from the North East.

▷ THE MARKETING PLAN ◁

Appendix D:

Campaign Objectives:

- The Plastic Glass campaign will encompass a range of marketing tools and techniques to increase the band's fanbase throughout the UK.
- The campaign will commence on Friday 4th June 2021 and run through until Friday 29th October 2021, a total of 21 weeks to execute the marketing plans objectives.
- The campaign's initial stages will focus on building Plastic Glass' online presence and interacting with their ever-growing fanbase. Furthermore, 'Men's Health Week' commences on Monday 14th June throughout the UK, therefore the band will play a one-off charity gig in their hometown of Sunderland with all proceeds donated to the cause. This provides the perfect opportunity for the campaign launch and promotion ahead of the release of the first single from their upcoming EP.
- Plastic Glass' EP, 'Rags to Redemption', is scheduled for release on Friday 15th October 2021, the record will consist of four tracks. Starting in July, one single will be dropped each month leading up to the release.
- Such major impact points will be surrounded by a series of events, including a live tour which will be coherently promoted via social media, relevant press and promotional outlets and a multitude of tastemakers.
- Plastic Glass will play at a range of North East venues and festivals throughout August and September 2021, showcasing their latest singles ahead of the EP release in October.
- On Friday 29th October 2021, Plastic Glass will celebrate the release of their highly anticipated EP by supporting fellow indie rockers, The Pale White, on one of their tour dates. The band will join the rising three-piece for a special, one-off gig at Scala, a much-loved music venue in London.
- Ultimately, the 5-month campaign will endeavour to strengthen Plastic Glass' web and social media presence ahead of their upcoming releases and tour schedule, targeting potential fans and expanding their audience to southern regions of the country. Tastemakers, press and promotional outlets and live events will further establish the hype surrounding the Sunderland four-piece, showcasing their talent and musical potential throughout the UK. Moreover, the marketing plan will play a crucial role in increasing Plastic Glass' digital streaming rates, whilst all the while welcoming potential revenue generated via live events and merchandise sales.

▷ SWOT ANALYSIS ◁

Appendix E:

▷ Strengths:

- Plastic Glass have a loyal, dedicated fanbase throughout the North East (NE) region of England.
- In recent years, the band have seen free support from a whole range of influential tastemakers and press outlets throughout the NE, including blogs, magazines and radio stations.
- They've built a rapport with some of the North East's most popular music venues & management teams.
- They have a broad target demographic, who can be reached via a multitude of social media platforms.
- Since 2015, Plastic glass has attracted 14.1k listeners on Spotify, with 93.6k streams.
- Throughout May 2021, London is listed as the top city for audience engagement on the band's Spotify, with 59 listeners. This is positive when considering attracting local fans to their London show.
- 64% of Plastic Glass' Spotify listeners are male, reinstating the potential impact of the Men's Health Charity Gig.
- Appendix B's survey reveals that 51.43% of the respondents are willing to travel to London to see them live.
- Survey results suggest that many Plastic Glass fans are willing to spend money on merchandise.
- Their audience consists of avid gig-goers.
- They're talented, virtuosic musicians with the determination to succeed.

▷ Opportunities:

- Working with a low budget instigates creative marketing techniques, thinking outside of the box whilst utilising free press and promotional outlets.
- The 'Men's Health Charity Gig' reinforces the band's ethos and values, allowing them to identify and connect with their audience.
- Having a decent following on Spotify provides the perfect foundation for the release campaign and the opportunity to increase their streaming rates.
- Supporting The Pale White at their London gig gives the band a chance to perform in front of new, potential fans and expand their fanbase.
- The forthcoming EP release warrants altered, fresh iconography and artwork, creating the chance for unique merch production.
- Festival appearances give Plastic Glass a chance to showcase their tunes to new crowds who have never listened to them before.
- Appendix B's survey suggests a distinct lack of fans under the age of 18. Launching a TikTok profile could be an effective method of reaching fans who fall into this category.
- Plastic Glass' fanbase consists largely of Generation Z and Millenials, who value experiences, such as live events, over possessions.
- Both Gen Z and Millenial fans are more likely to purchase merchandise off the back of an experience, therefore they will be given the opportunity to do so.

▷ Weaknesses:

- The majority of survey respondents reside in the North East, their brand and presence need to be expanded further throughout the UK.
- The campaign is running off a low budget as the band are below the mainstream radar with a limited income.
- The band don't have a certified tour manager, so are reliant upon themselves and their peers.
- SEO needs to be implemented across the band's digital assets to enhance findability in search engines. Searching 'Plastic Glass' results in a large selection of tupperware/recycling websites.
- Having such a broad target demographic means that social media and press and promotional content needs to remain consistent across all platforms to reach their varied fanbase effectively and efficiently

▷ Threats:

- Not having enough income to support the campaign costs, such as travel, accommodation and merchandise production.
- The tour and merchandise sales are reliant upon their working-class audience's financial status and whether they can afford to partake in events.
- The Pale White gig sells minimal tickets, leading to financial loss a less opportunity to interact with London-based audiences.
- Social media is an over-saturated realm, it's becoming increasingly difficult to stand out and be different.
- Many similar indie rock bands are emerging from the North East and the UK as a whole, so again, Plastic Glass must strive to separate themselves from the masses and provide a unique, immersive experience that can't be found anywhere else.

▷ BRANDING & ICONOGRAPHY ◁

Appendix F:

▷ Logo Adaptation



- Plastic Glass often adapts the colours of their logo and visual assets to coincide with the artwork of each single release, as shown in the collage above. Such changes in iconography also provide the opportunity to produce unique merchandise tailored to each track.

▷ Logo used throughout the campaign

- Throughout the marketing campaign, the Plastic Glass logo and branding will consist of black and burgundy colours.



- The narrative of ‘Rags to Redemption’ is one of working-class, suburban life. The determination to succeed, to break free from the constraints of a deprived society and strive for greatness; against all odds.
- In terms of colour psychology, black is symbolic of power, elegance and sophistication, on the other hand, it can evoke emotions of sadness and anger (Ferrerira, 2019). Moreover, burgundy is often associated with power and ambition and is often linked with higher society; an ironic twist when considering the EP’s working-class narrative (Ashpreet, 2019).

Appendix F Continued:

▷ **EP Artwork**



Denoted Meaning:

Flipping a V-sign at the camera, two working-class, young boys sit on a wall in a suburban town. They're wearing Harrington-style jackets and Doc Marten boots alongside plenty of attitude (Photograph taken by Gavin Watson circa 1979).

Connoted Meaning:

The photograph holds connotations of both optimism and strife, the working-class struggle of those lost to the suburban, smog-filled cities. There's an overwhelming sense of the children's attitude and determination, their ability to enjoy what little they have and overcome social boundaries; an *'up-yours'* to the establishment. Their boots are worn and rough, as are they, yet they remain ready to take on life's obstacles.

▷ WEB & SOCIAL MEDIA STRATEGY ◁

Appendix G:

▷ Main Website



- Subtle changes will be made to Plastic Glass' main website. The rotating image display will stay the same, nevertheless, the colour palette will be altered to burgundy in line with the campaign's branding. Furthermore, the Apple Music widget will be removed since many of the band's audience don't use the streaming platform as a method of music consumption (See the survey responses in Appendix B).

- The Apple Music widget will be replaced with a link to Plastic Glass' newly launched TikTok profile.

- A 'Merch' option will be added to the website's navigation menu. Much of Plastic Glass' revenue income comes from merchandise sales, adding this option will make band merch more accessible to fans, therefore encouraging purchases.

- Finally, relevant measures will be taken to enhance search engine optimisation (SEO), as searching 'Plastic Glass' results in a multitude of recycling and tupperware websites. Keywords will be inserted throughout the various elements of the website, such as 'music', 'band', 'indie' and 'North East', moreover, a strapline will be added to the homepage, ensuring there's written text embedded with trigger words. Such keyword implementation and the written strapline will be repeated consistently across all of Plastic Glass' social media pages.



▷ TikTok Launch

The data presented in Q1. of the Plastic Glass Marketing Survey (See Appendix B), suggests that the band has a distinct lack of fans under the age of 18. Given that 60% of TikTok users comprise Generation Z (Muliadi, 2021), a Plastic Glass TikTok page will be launched in an attempt to target potential fans who fall into that specific demographic.

▷ Instagram



- Plastic Glass' Instagram profile picture will be changed to correspond with the campaign, whilst consistent, text-based SEO straplines will be inserted into the page's bio. Instagram will continue to be used as a primary method of content dissemination, the focus will be to engage with fans via increased video posts, livestreams and visual story reels.



▷ Facebook

The band's Facebook page will also feature the new logo alongside additional bio information consisting of keywords. Facebook is popular amongst older demographics, with 72% of its users aged 50-64 (Business News, 2020). It's the perfect platform for engaging with the band's older fans.



▷ Twitter

On Twitter, the band's profile picture and bio will be adjusted accordingly. As it's such an open platform, Twitter will be used to interact with fellow musicians and dip into their fanbase'. Moreover, there will be an increased amount of original content, from live stream links to personal tweets.

Appendix H:

▷ Plastic Glass - 'The Vinyl Shop Sessions'

- Throughout the campaign, Plastic Glass will play a series of intimate shows in the North East of the UK. The band will play three dates at different, popular independent record shops located in Stockton, Newcastle and their hometown of Sunderland.

- The Vinyl Shop Sessions will play a vital part in the exposure of the band and the promotion of their new EP, each time a single is released, they will perform an exclusive live rendition at each venue.

- The capacity of each venue will vary, with tickets priced at £11.00.

- Posters and flyers advertising the event will be stuck in the record stores' windows and physically distributed around local colleges, universities, music venues and pubs.

- Each event will have a pop-up bar selling £5.00 Carlsberg pints in Plastic Glasses.





Plastic Glass - The Vinyl Shop Sessions Social Media Teaser

- The gigs will be promoted across Plastic Glass' social platforms and live streams will be broadcast across Facebook, Instagram, Twitter and TikTok.

- The overall profit from each event will be split equally between each venue and the band.

- Upon its release, copies of the EP will be available to purchase from each of the record stores, catering to Plastic Glass' older fans who prefer physical distribution methods.

CLICK HERE TO VIEW THE TEASER

▷ Tastemaker Details:

RECORD STORE:	WHERE ARE THEY?	EVENT DATE:	CONTACT:
POP	Pop Recs Ltd. 27 Stockton Road Sunderland SR2 7AQ Crowd Capacity: 80	Saturday 17th July 2021	Owned by a local band, Frankie & The Heartstrings. -Frankie Francis, Dave Harper, Michael Matthews & Michael McKnight. https://www.poprecs.co.uk/
Sound it out records	Sound it out Records 15A Yarm St, Stockton-on-Tees TS18 3DR Crowd Capacity: 55	Saturday 14th August 2021	Owner: Tom Butchart 01642 860068 https://sounditoutrecords.co.uk/
BEYOND	Beyond Vinyl 88 Westgate Road, Newcastle Upon Tyne NE1 4AF Crowd Capacity: 70	Saturday 18th September 2021	Owner: David McGovern 0191 242 2456 info@beyondvinyl.co.uk https://beyondvinyl.co.uk/

▷ Event(s) Costs

SUNDERLAND:	ADDITIONAL INFO:	COST:
TRAVEL	Very local, minimal costs	£5.00
POP-UP BAR	3 x 50L Carlsberg kegs (264 pints, average of 3pp) 300 x plastic pint cups	£410.00
GRAPHIC DESIGNER	Zak: Crying Elephant. Promo poster & flyer design.	£30.00
	TOTAL EXPENDITURE:	**£445.00**

▷ Revenue Return

SUNDERLAND:	ADDITIONAL INFO:	POTENTIAL REVENUE SHOULD ITEM(S) SELL OUT:
TICKET SALES	80 tickets at £11.00	£880.00
POP-UP-BAR	264 pints at £5.00	£1320.00
	TOTAL:	£2200.00
	GROSS PROFIT:	**£1755.00**

After splitting all profits equally between the venue and the band, the Sunderland edition of The Vinyl Shop Sessions has the potential to generate £877.50 for Plastic Glass.

▷ Event(s) Costs

STOCKTON:	ADDITIONAL INFO:	COST:
TRAVEL	24 miles	£15.00
POP-UP BAR	2 x 50L Carlsberg kegs (176 pints, average of 3pp) 300 x plastic pint cups	£280.00
	TOTAL EXPENDITURE:	**£295.00**

▷ Revenue Return

STOCKTON:	ADDITIONAL INFO:	POTENTIAL REVENUE SHOULD ITEM(S) SELL OUT:
TICKET SALES	55 tickets at £11.00	£605.00
POP-UP-BAR	176 pints at £5.00	£880.00
	TOTAL:	£1485.00
	GROSS PROFIT:	**£1190.00**

After splitting all profits equally between the venue and the band, Stockton's edition of The Vinyl Shop Sessions has the potential to generate £595.00 for Plastic Glass.

▷ Event(s) Costs

NEWCASTLE:	ADDITIONAL INFO:	COST:
TRAVEL	14.3 miles	£10.00
POP-UP BAR	3 x 50L Carlsberg kegs (264 pints, average of 3+ pp) 300 x plastic pint cups	£410.00
	TOTAL EXPENDITURE:	**£420.00**

▷ Revenue Return

STOCKTON:	ADDITIONAL INFO:	POTENTIAL REVENUE SHOULD ITEM(S) SELL OUT:
TICKET SALES	70 tickets at £11.00	£770.00
POP-UP-BAR	264 pints at £5.00	£1320.00
	TOTAL:	£2090.00
	GROSS PROFIT:	**£1670.00**

After splitting all profits equally between the venue and the band, Newcastle's edition of The Vinyl Shop Sessions has the potential to generate £835.00 for Plastic Glass.

Plastic Glass' overall potential gross profit from The Vinyl Shop Sessions is £2307.50.

▷ PRESS & PROMOTION ◁

Appendix I:

▷ Magazine & Website Promotion



PUBLICATION:	WHO ARE THEY?	CONTACT:
NE VOLUME	North-East based music magazine based in Stockton. Packed with news, interviews and features & distributed monthly throughout the NE.	Editor: Lee Allcock nevolume@gmail.com www.nevolume.co.uk
NARC.	Newcastle's independent guide to alternative music, art, literature, comedy, film, theatre and culture for the North East.	Editor: Claire Dupree Jeans narcmedia@gmail.com 07748 907914 https://narcmagazine.com/
CRACK	Founded in Bristol, Crack Is a monthly independent music & culture magazine distributed across Europe. It contains features, interviews, reviews and gig listings.	Editor(s): Jake Applebee & Thomas Frost crack@crackmagazine.net https://crackmagazine.net/
CLASH	Music & fashion magazine based in Hackney, London. It's published four times a year by Music Republic Ltd.	Editor: Robin Murray press@clashmusic.com https://www.clashmusic.com/
RFB	Rock Feed Back Magazine promotes live events in London. They also feature new releases and premieres from across all genres.	Editorial Team: Toby L.Dan Monsell, Michael Woods, Elliot Callard & Elodie Godard. events@rockfeedback.com http://www.rockfeedback.com/magazine
LONDON IN STEREO	London in Stereo is a live music and gig guide for London, featuring listings, reviews, and features. It's also distributed in print as a free magazine across the city.	Editor: Jess Partridge Deputy Editor: Dave Rowlinson dave@londoninstereo.co.uk https://www.londoninstereo.com/

▷ Blog Promotion



PUBLICATION:	WHO ARE THEY?	CONTACT:
RIDE	A Newcastle-based alternative & underground music hub, the blog mostly contains reviews and interviews.	Founder: Jonathan Ramsay https://ridemusicblog.com/contact/
NORTH EAST NOIZE	Award-winning music blog focusing on artists throughout the North East. Based in Middlesbrough, the site's content consists of news, reviews, interviews and features.	Founder: Kyrie Morris kyrie_morris@hotmail.com northeastnoize.com
one stop RECORD SHOP	One-Stop Record Shop - A music & entertainment platform fighting for the indie underdogs of the UK. They cover new releases, festivals, interviews & features across all genres.	Founder & Editor: Danielle De Wolfe info@danielledewolfe.com https://onestoprecordshop.co.uk/
HARD OF HEARING	A blog based in London featuring underground independent artists on the cusp of a breakthrough.	Journalist: Grace Mainwaring https://hardofhearingmusic.com/

▷ Regional & National Radio Promotion



RADIO STATION:	WHO ARE THEY?	DETAILS:
NE VOLUME	NE Volume also has a radio station, championing NE artists.	Host: Lee Allcock nevolume@gmail.com
spark	Spark FM is a Sunderland-based station, supporting artists with airplay and interview slots.	Host(s): Cameron Conner & Ryan Pow. Wednesday Drivetime slots
BBC MUSIC introducing...	Both BBC Tees & BBC Newcastle will support PG throughout the campaign with single airplay.	Host(s): Rianne Thompson (Tees) & Nick Roberts (Newcastle).
BBC RADIO 6music	BBC Radio 6 Music London supports both new & established artists, including unsigned bands.	Host: Steve Lamacq 4pm-7pm Weekdays lamacq.6music@bbc.co.uk

▷ Spotify Exposure



- Appendix B's survey responses show that 71.43% of participating fans consume their music via Spotify, therefore the streaming platform will be utilised as the primary form of digital distribution throughout the release campaign.

- The tracks will be released monthly to build momentum and maximise audience engagement, Moreover, releasing material little and often helps the music become more detectable to Spotify's algorithm (Spotify for Artists, 2020).

▷ Potential Playlist Exposure

PLAYLIST:	LIKES:	OWNER/CURATOR
Best Indie Songs	2114K	Sam Swann
Best New Bands	2037K	ThisFeelingHQ
New Indie/Alt 2021	20, 252K	Johan Carlo

- The above Spotify playlist curators will be contacted in the initial phase of the campaign.

▷ Brand Partnership with Dr Martens

- The Dr Marten shoe store in Newcastle will have an exclusive brand partnership with Plastic Glass.

- Customers who buy a £6.00 Plastic Glass/Dr. Marten poster will receive a 15% discount on their shoes when purchased in-store.

- The concept is to physically advertise the EP in a city shop that's likely to attract the band's target demographic. Moreover, the EP artwork could be appealing to many Dr Marten advocates.



▷ MEN'S HEALTH CHARITY GIG ◁

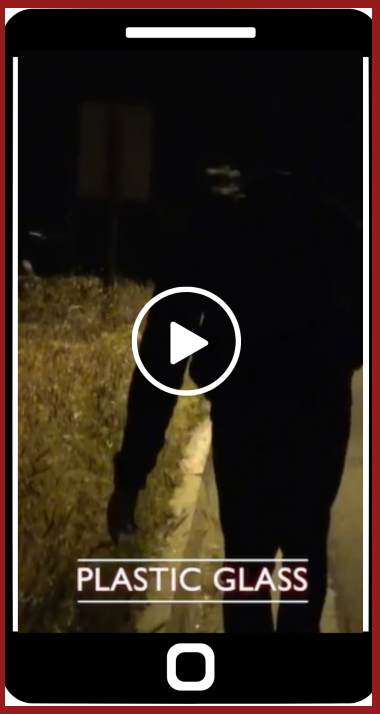
Appendix J:

'Men's Health Week' (MHW) commences on Monday 14th June 2021. To mark the occasion, Plastic Glass will play a one-off charity gig at Sunderland's beloved music venue, The Independent.

The gig will be held on Saturday 19th June 2021, which also marks the evening before Father's Day. The aim is to target additional individuals who are celebrating the occasion.

Tickets for the event will be charged at £10.00, with all proceeds going directly to Men's Health UK.

The event will be advertised both digitally and physically, via social media teasers, press and promotional outlets and customised beer mats.



▷ CLICK HERE TO VIEW TRAILER



▷ **Press Coverage**

OUTLET:	ANGLE:
NARC.	Narc Magazine will publish a piece promoting the upcoming charity gig. The article will be circulated in both printed and online formats. **Journalist:** Becca Eve Fergus **Published:** Friday 11th June
spark	One last promotional push - During MHW, Plastic Glass will be live on Spark FM Sunderland where they will be interviewed on the 4-6pm drivetime slot. They will discuss both the charity gig & the upcoming EP. **Presenter:** Ryan Pow **Broadcast:** Wednesday 16th June
RIDE	Ride blog will publish a review of the live event in the days following. **Journalist:** Jonathan Ramsay **Published:** Tuesday 22nd June 6pm.

▷ JULY 2021 ◁

Appendix K:

▷ First Single Release



- On Friday 16th July, 'Runnin' Wild', the first single from the forthcoming EP, will be released on Spotify.

- The release will be advertised throughout the month via press outlets and Plastic Glass' social media platforms.

-The following day, the band will play the new single live for the first time at Pop Recs Ltd in Sunderland.

- Plastic Glass' website and social media bio's will be adjusted to promote the new single.



▷ Press Coverage

OUTLET:	ANGLE:
NORTH EAST NOIZE	North East Noize will publish a news piece promoting Plastic Glass and their upcoming single release. **Journalist:** Kyrie Morris **Published:** Monday 12th July
NE VOLUME	Plastic Glass will be live on NE Volume Radio for an interview with host Lee Allcock. They will discuss their upcoming EP, their newly announced tour & play Runnin' Wild live on air. **Broadcast:** Tuesday 20th July
NE VOLUME	Additionally, NE Volume will publish a single review for Runnin' Wild in both online and printed formats. **Journalist:** Emily Hook **Published:** Friday 23rd July

Appendix K Continued:

▷ Tour Announcement



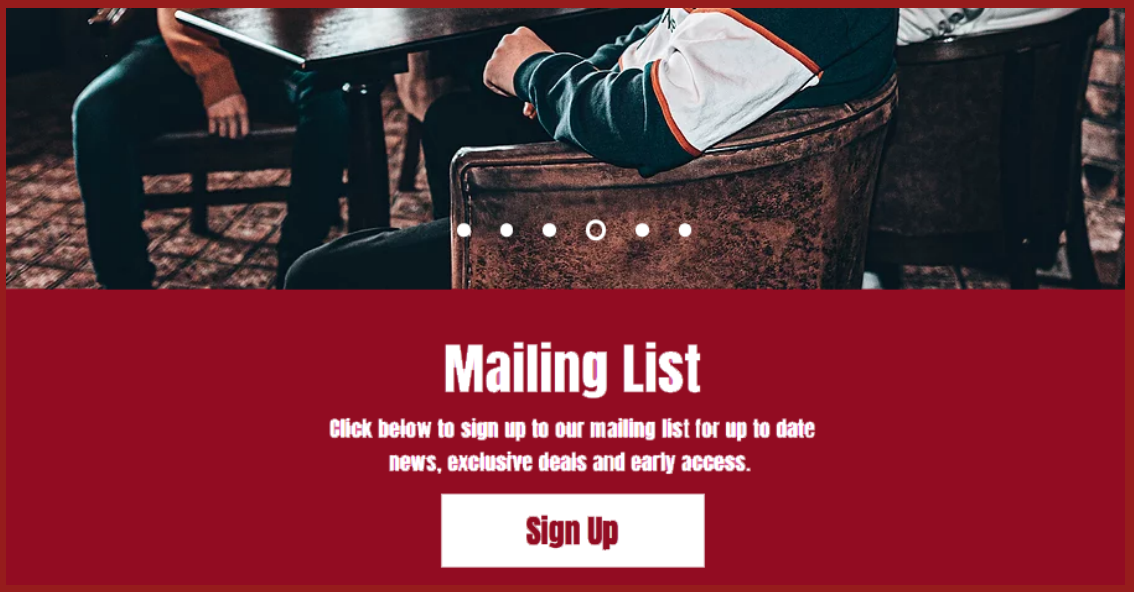
- On Monday 19th July, Plastic Glass will host a livestream from their Facebook page with the promise of big news, the stream will then be shared across the band's various social media platforms.

- They will announce news of September's upcoming mini-tour, featuring a handful of live shows across the North East.

- All tour schedule information will be updated across Plastic Glass' website and social pages.

- Tickets, priced at £15.00, will go on sale on Friday 23rd July at 9am from plasticglass.band/.

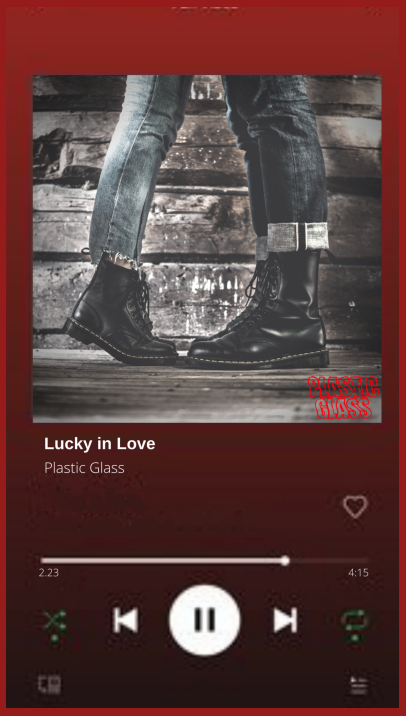
▷ E-Marketing



- Fans will be prompted to subscribe to Plastic Glass' website to receive exclusive news and updates.

▷ AUGUST 2021 ◁

Appendix L:



▷ Second Single Release

- Plastic Glass' second single, 'Lucky in Love', will be released on Spotify on Friday 13th August, a date purposefully chosen for ironic purposes.

- Again, the single release will be advertised via selected press outlets and the band's social media platforms.

- For the first time, the new single will be played live the following day at Stockton's edition of The Vinyl Shop Sessions.



▷ Lyric Reels

- Upon each release, lyric reels will be shared across the various elements of each social media page.

▷ Press Coverage

OUTLET:	ANGLE:
RIDE	Ride will interview Plastic Glass about what fans can expect from their second single and what the rest of 2021 holds for the band. **Journalist:** Jonathan Ramsay **Published:** Thursday 5th August
NE VOLUME	NE Volume Magazine will publish an online event review of Plastic Glass' Vinyl Shop Session at Sound it Out Records in Stockton & a single review for Lucky in Love. **Journalist:** Becca Eve Fergus **Both Published:** Monday 16th August
spark	Spark FM hosts Ryan Pow and Cameron Conner will give Lucky in Love exclusive airplay following its release on Friday 13th August 2021.



▷ Reading & Leeds Festival

Plastic Glass will perform live on the BBC Introducing Stage at Reading and Leeds Festival.

They will play Leeds Festival on Friday 27th August and Reading Festival on Sunday 29th August 2021.

Artist's don't receive a fee for playing the BBC Introducing Stage, however, the set will be broadcast on radio and TV; which is great for promotional purposes.

The Reading gig gives Plastic Glass the opportunity to perform on southern soil, targeting potential fans located in the region.

Both BBC Tees and Newcastle will support the band ahead of their festival performances.

▷ Press Coverage

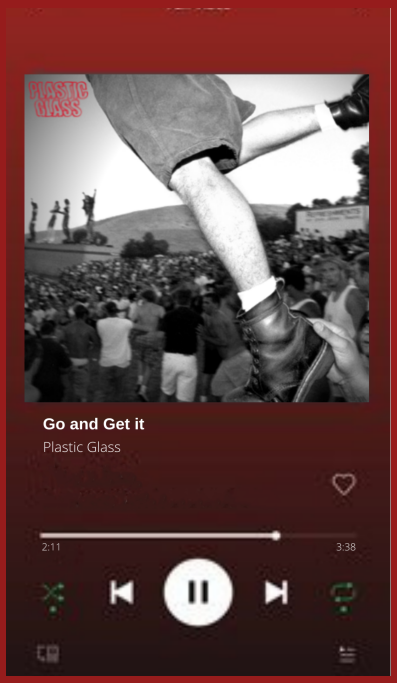
OUTLET:	ANGLE:
BBC RADIO Tees	Rianne Thompson will be championing Plastic Glass throughout August, promoting their upcoming Leeds & Reading slots and playing their older tunes on her show.
BBC NEWCASTLE	Plastic Glass will be live on BBC Newcastle for a chat with host Nick Roberts. They will discuss their latest single releases, their upcoming tour & EP and their Reading & Leeds excitement. They will perform 'Lucky in Love' live on air after its exclusive airplay on Spark FM the previous day. Broadcast: Thursday 19th August at 8pm

▷ Costs:

	ADDITIONAL INFO:	COST:
TRAVEL	Petrol - To & from both Festivals in their van.	£200.00
ACCOMMODATION	Artist Festival Camping	FREE
	TOTAL EXPENDITURE:	£200.00

▷ SEPTEMBER 2021 ◁

Appendix M:



▷ Third Single Release

- On Friday 17th September, 'Go and Get it', will be released on Spotify.

- As with previous releases, a range of press outlets will promote the new single in various forms.

- Plastic Glass will perform 'Go and Get it' live for the first time at the following day's Vinyl Shop Session in Newcastle.

▷ North East Tour

- As stated in Appendix K, Plastic Glass will go on a miniature tour of the North-East throughout September, playing a handful of dates in Stockton, Middlesbrough, Newcastle and Sunderland. Tickets: £16.00 each.

- The tour will be promoted by various press outlets and social media interaction, band merchandise will be available to purchase at all of Plastic Glass' gigs.



▷ Tour Merch



Plastic Glass T-Shirt:
Cost to make: £2.30 per shirt
Cost to buy: £15.00 each

Plastic Glass Hoodie:
Cost to make: £3.20 per jumper
Cost to buy: £2.30 per shirt

Supplier: Merch Bitch

- 100 T-shirts and 50 hoodies will be available at each of the four venues.

- They will also be available to purchase online from plasticglass.band/.

▷ Press Coverage for September

OUTLET:	ANGLE:
NE VOLUME	Artist Spotlight - An online and printed feature about Plastic Glass, their releases and tour. **Journalist**: Lee Allcock **Published:** Friday 3rd September
NORTH EAST NOIZE	Kyrie Morris will publish two pieces on her blog throughout September. 1st piece: An interview with Plastic Glass, promoting Rags to Redemption and catching up on their forthcoming plans. 2nd piece: A live event review from the band's gig at Middlesbrough Empire. **1st article published:** Wednesday 1st September **2nd published: Tuesday 7th September**
NARC.	Narc Magazine will publish a gig review from Plastic Glass' gig at The Cluny in Newcastle (online & print). **Journalist:** Becca Eve Fergus **Published: Monday 27th September**
RIDE	Ride will review Plastic Glass' gig at Paddywhacks in Sunderland. **Journalist:** Jonathan Ramsay **Published: Tuesday 28th September**

▷ NE Tour Costs

	ADDITIONAL INFO:	COST:
TRAVEL	Around 80 miles in total	**£40.00**
MERCH PRODUCTION	400 x T-Shirt - £920.00 200 x Hoodie - £640.00	**£1,560.00**
ACCOMMODATION	Overnight stay in Middlesbrough on 03/09/21	**£60.00**
ADDITIONAL EXPENSES	**Food & drink etc x 4**	**£250.00**
	TOTAL EXPENDITURE:	**£1,910.00**

▷ NE Tour Revenue Return

ITEM:	ADDITIONAL INFO:	POTENTIAL REVENUE SHOULD ITEM(S) SELL OUT:
ARTIST FEE(S)	4 x gigs (paid collectively to the band)	**£1200.00**
TICKET SALES	Ticket Cost: £16.00pp. 50% of sales to Plastic Glass Capacity: Stockton 250, Middlesbrough 550, Newcastle 300, Sunderland 200. TOTAL: 1300	**£20,800.00 overall** **£10,400.00 to Plastic Glass**
MERCH SALES	400 T-shirts - £6000.00 200 Hoodies - £6000.00	**£12.000.00**
	TOTAL:	**£23,600.00**
	GROSS PROFIT:	**£21,690.00**

▷ OCTOBER 2021 ◁

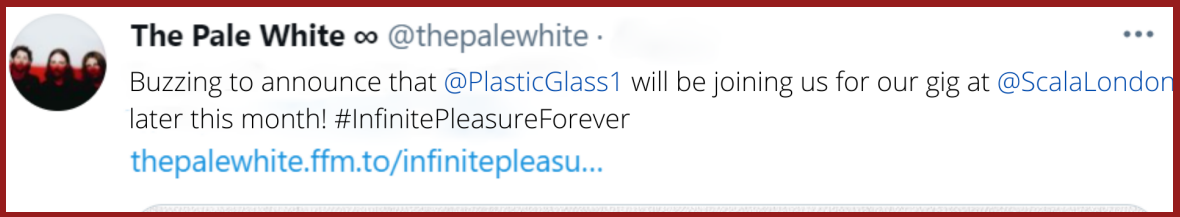
Appendix N: **▷ The Pale White Announcement**

On the week commencing Monday 4th October, Plastic Glass will begin to post teasers of an upcoming announcement across their social channels. Such content will be posted regularly throughout the week, building momentum and anticipation amidst fans. On Friday 8th October, one week before the EP release, Plastic Glass will announce they're supporting The Pale White at Scala in London on Friday 29th October.

CLICK HERE **TO VIEW THE TEASER**



Plastic Glass - The Pale White Date Teaser





- The Pale White will share the news with their fans on their social media, specifically on Twitter where artists and fans can interact freely. Additionally, fans signed up to the Plastic Glass Mailing List will have a chance to win 2 x free tickets to the gig.

- Plastic Glass will be joining The Pale White for one evening of their Infinite Pleasure Tour. They will support the Newcastle trio at Scala, a music venue based in King's Cross, London. The gig will be promoted digitally and physically throughout October.



▷ Physical Promotion

The gig will be advertised throughout London, including on billboards in Piccadilly Circus and Kings Cross Underground Station.

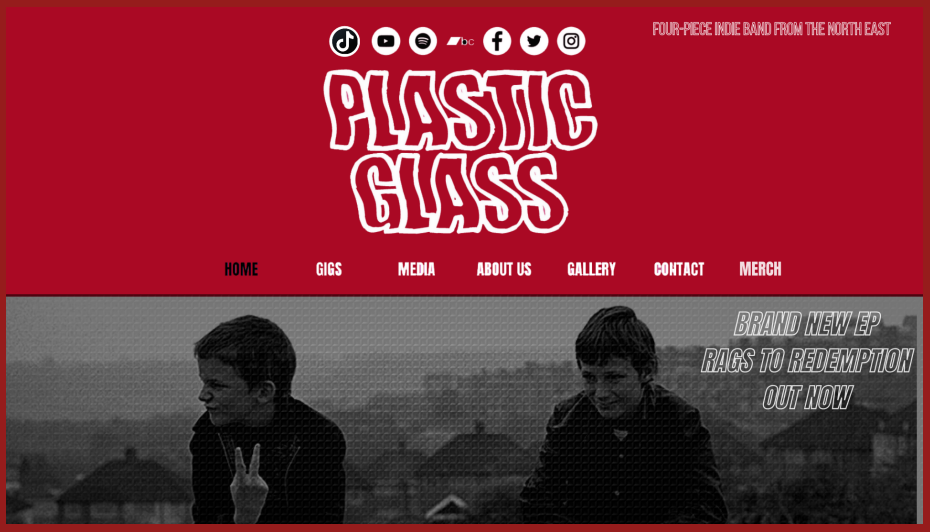
▷ Press coverage

OUTLET:	ANGLE:
CRACK	The Pale White gig will be featured in Crack's gig listings throughout October 2021.
RFB	Rock Feedback will publish a promotional piece about the band's upcoming gig at Scala in London. **Journalist: Elodie Godard** **Published:** Monday 11th October
CLASH	Ahead of the Scala show, Music & Arts Magazine, Clash, will publish a feature on Plastic Glass, discussing their new EP, the Doctor Marten theme and the inspiration behind the record's artwork. **Journalist:** Malvika Padin **Published:** Thursday 21st October
LONDON IN STEREO	London in Stereo will also feature the gig in their upcoming events section throughout October 2021.
one stop RECORD SHOP	One-Stop Record Shop will review the gig and publish the article in the days following the event. **Journalist:** Danielle De Wolfe **Published:** Sunday 31st October
HOH HARD OF HEARING	Hard of Hearing will have a telephone interview with Plastic Glass, which they'll type up and post on their online platforms. The interview will cover the EP, and what Londoner's can expect from a Plastic Glass show. **Journalist:** Grace Mainwaring **Published:** Friday 22nd October
BBC RADIO 6 music	On the day of the gig, Plastic Glass will be live on BBC Radio 6 Music at 4pm to discuss the evening ahead and play Rags to Redemption live on air for the first time. **Host:** Steve Lamacq **Broadcast:** Friday 29th October at 4pm

▷ London Support Gig Costs

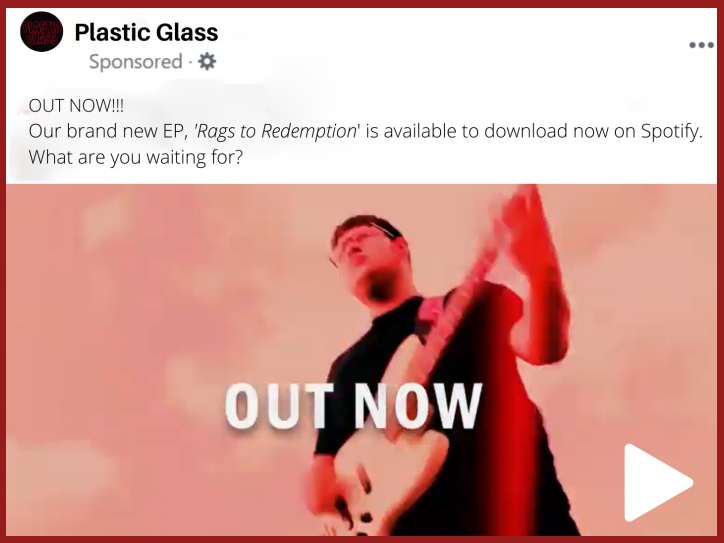
	ADDITIONAL INFO:	COST:
TRAVEL	Around 484 miles in total	£240.00
MERCH PRODUCTION	100 x T-Shirt - £230.00 50 x Hoodie - £160.00	£390.00
ACCOMMODATION	Overnight stay in London 29/10/21	£110.00
ADDITIONAL EXPENSES	Food & drink etc x 4	£200.00
	TOTAL EXPENDITURE:	£940.00
	POTENTIAL REVENUE RETURN FROM MERCH:	£3000.00
	POTENTIAL GROSS PROFIT:	£2060.00

▷ Rags to Redemption EP Release





On Friday 15th October, Rags to Redemption will be officially released on Spotify, a limited number of physical copies will be available from the Doctor Martens Newcastle store and several independent record shops throughout the North East and London.



▷ Sponsored Social Media Adverts

Throughout October, the release will be advertised via 'sponsored' adverts on Facebook and Instagram. Furthermore, Plastic Glass' website and social media bio's will be updated to announce the release.

CLICK HERE **TO VIEW SPONSORED ADVERT**

▷ Press Coverage

OUTLET:	ANGLE:
NORTH EAST NOIZE	North East Noize will publish an extended interview with Plastic Glass, talking through each track of their new EP and their creative journey thus far. **Journalist:** Kyrie Morris **Published: Tuesday 19th October**
NE VOLUME	NE Volume will share an in-depth review of the EP, both in print and online. **Journalist:** Lee Allcock **Published: Monday 25th October**
spark	Plastic Glass will be live on air with Ryan Pow for a special, hour-long exclusive performance where they'll play the full EP acoustically for the first time. Spark will also give the EP regular airplay on their weekday drivetime shows. **Broadcast:** Wednesday 20th October 4-5pm

▷ CAMPAIGN END ◁

▷ CAMPAIGN TIMELINE ◁

Appendix O:

WEEK	WEEK ENDING	PRODUCTION & DELIVERY	LIVE ACTIVITY	PROMO/MARKETING ACTIVITY
-21	4th June	Fri 4th: Campaign Launch		Sat 5th: Drop social teasers of MH Charity Gig
-20	11th June	Mon 6th: Contact all press outlets Mon 6th: Contact Zak from Crying Elephant Design Weds 8th: contact Spotify curators Thurs 9th: Contact vinyl shop owners		Fri 11th: Narc article published
-19	18th June	Mon 14th: Update all Social Media Platforms	Sat 19th: Men's Health Charity Gig	Weds 16th: Spark FM 4-6PM
-18	25th June			Tues 22nd: Ride blog review of MH gig published
-17	2nd July	Fri 2nd: Meet with Doc Martens branding team in Eldon Square, Newcastle		Thurs 1st: Drop social teasers for Vinyl Shop Sessions
-16	9th July	Tues 6th: Q&A Live Stream on Facebook Thurs 8th: Live Stream Jam on Instagram		
-15	16th July	Fri 16th: 1st single, 'Runnin Wild' released	Sat 17th: Sunderland Vinyl Shop Session at Pop Recs.	Mon 12th: North East Noize article published
-14	23rd July	Mon 19th: Social livestream to announce tour & ticket info Thurs 22nd: Contact Merch Bitch Fri 23rd: Tour tickets on sale		Tues 20th: NE Volume Radio 8pm Fri 23rd: NE Volume single review published
-13	30th July	Thurs 29th: FB live stream shared to all social sites, promoting ticket and merch sales via plasticglass.band/		
-12	6th August			Thurs 5th: Ride interview published
-11	13th August	Fri 13th: 2nd single, 'Lucky in Love' is released	Sat 14th: Stockton Vinyl Shop Session at Sound it Out Records	
-10	20th August	Weds 18th: Exclusive single airplay on Spark FM		Mon 16th: NE Volume articles published x2 Thurs 19th: Live on BBC Newcastle at 8pm

-9	27th August		Fri 27th: Leeds Festival Sun 29th: Reading Festival	
-8	3rd September		Fri 3rd: Live at NE Volume Bar, Stockton Sat 4th: Live at The Empire, Middlesbrough	Weds 1st: North East Noize article published Fri 3rd: NE Volume Artist Spotlight published
-7	10th September			Tues 7th: North East Noize reviews published (x2)
-6	17th September	Fri 17th: 3rd Single, 'Go and Get it' is released	Sat 18th: Newcastle Vinyl Shop Session at Beyond Vinyl	
-5	24th September		Fri 24th: Live at The Cluny, Newcastle Sat 25th: Live at Paddywhacks, Sunderland	
-4	1st October			Mon 27th: NARC gig review published Tues 28th: Ride gig review published
-3	8th October	Mon 4th - Weds 6th: Video Shoot Planning for Rags to Redemption Fri 8th: Social live stream from Plastic Glass band practice		
-2	15th October	Fri 15th: EP RELEASE, 'Rags to Redemption' Is out		Mon 11th: Crack Mag & London in Stereo gig listings commence Mon 11th: RFB News published
-1	22nd October		Weds 20th: Hour-long live acoustic set on Spark FM with Ryan Pow 4-5pm. (Live & Press)	Tues 19th: NEN interview published Thurs 21st: Clash feature published Fri 22nd: HOH interview published
0	29th October	Fri 29th: Campaign End	Fri 29th: Support The Pale White at Scala, London	Mon 25th: NE Volume EP review published Fri 29th: Guests on BBC Radio 6 at 4pm

▷ REVENUE, COSTS & BUDGET ◁

Appendix P:

REVENUE STREAM/EVENT	DESCRIPTION	POTENTIAL RETURN (£)
DIGITAL DISTRIBUTION	Average of 3000 Spotify streams per month of the campaign (£0.0038 per stream).	£57.00host
PHYSICAL EP SALES	500 copies at £6.99	£3,495.00
THE VINYL SHOP SESSIONS	Revenue from all three sessions (Tickets & Bar)	£2,307.50
MINI NORTH EAST TOUR	Artist Fees (All gigs)	£1,200.00
	Ticket Sales (All gigs)	£10,400.00
	Merchandise Sales (All gigs)	£12,000.00
	TOTAL:	**£24,459.50**
CAMPAIGN COSTS:		
DESIGN & WEB ASSETS	Website Adaption	£25.00
	Logo Design - Zak, Crying Elephant	£20.00
	SEO Specialist	£150.00
	EP Artwork - Zak, Crying Elephant	£200.00
PRESS & PROMOTION	Graphic Designer - Zak,Crying Elephant Posters/Flyers/Tour Schedules in digital & Print	£250.00
	Freelance Videographer/Editor - Eddie Maynard Social teasers and visuals	£320.00
	Social Media/Web Advertisement (3-month period)	£240.00
	Radio Promotion	FREE
	Magazine & Blogs	FREE

THE VINYL SHOP SESSIONS	Travel Costs (All gigs combined)	£30.00
	Alcohol Costs (All gigs combined)	£1,100.00
EP RELEASE	Mixing & Mastering - £90.00 per track	£360.00
	Recording Studio Hire with Ginger Music Company, £13.00 per hour, 20 hours.	£260.00
	Physical EP Production	£420.00
READING & LEEDS FESTIVAL(S)	Overall Travel	£200.00
MINI NORTH EAST TOUR	Overall Travel	£40.00
	Merchandise Production by Merch Bitch	£1,560.00
	Accommodation	£60.00
	Additional Expenses	£250.00
LONDON PALE WHITE GIG	Travel	£240.00
	Merchandise Production	£390.00
	Accommodation	£110.00
	Additional Expenses	£200.00
	TOTAL:	**£6,425.00**
	POTENTIAL GROSS PROFIT:	**£18,034.50**
	BUDGET:	**£10,000.00**

▷ REFERENCE LIST ◁

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