International Music Marketing
Foundation Assignment
Element 3 – Presentation.

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Maryon

Single Release campaign

The 7 P's of Marketing

- **Product –** *Pop, Electro-pop*
- **Price –** ***Free streaming:*** *Spotify, Deezer YouTube, SoundCloud.*
  Subscription based platforms include: *Tidal, Amazon Music, Apple Music - Purchase: iTunes Store £0.99*
- **Place –** *Spotify, Deezer, YouTube, SoundCloud, Tidal, Amazon Music, iTunes Store.*
- **Promotion –** *Facebook, Instagram, Twitter, YouTube, SoundCloud, TikTok*
- **People –** *Social Media Posts, Stories, Direct Messages.*
- **Process –** *Touchpoints include Social Media with links to the various media consumer outlets Maryon uses.*
- **Physical Evidence –** *Spotify, Deezer, YouTube, SoundCloud, Tidal, Amazon Music, iTunes Store, Apple Music, PM Studio Co (Review).*

The 8 S's of Positioning

Singing

Distinctive, Identifiable, Immersive, Unique.

Songs

Emotional, Relatable, Melancholic, Anthemic.

Style

Poppy, Current, Bold, Confident

Star Quality

Charisma, Motivation, Resilience, Rebellious

Story

'Out of the Fire' narrative to follow.

The 8 S's of Positioning – Continued…

Stats - Following

Instagram: 3,118

Twitter: 86

YouTube: 237

SoundCloud: 161

Facebook: 421

Facebook: 421

Stats - Streaming Numbers

Spotify: 344,425

YouTube: 21,846

SoundCloud: 12,818

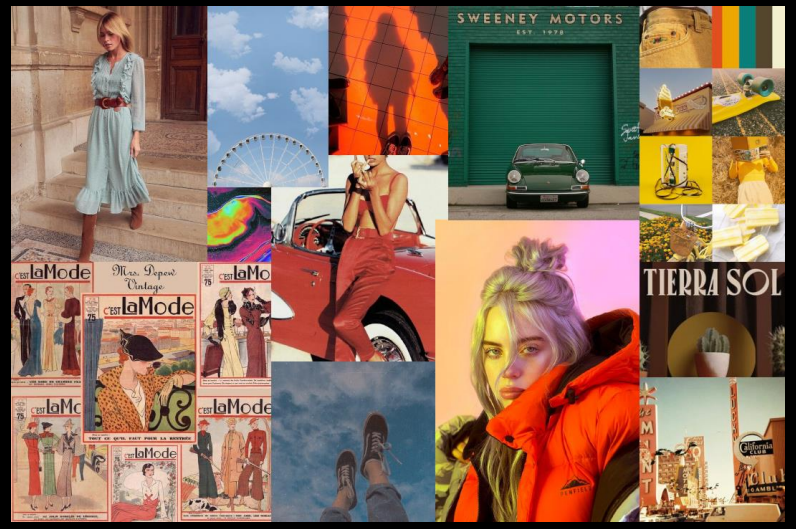
Squad

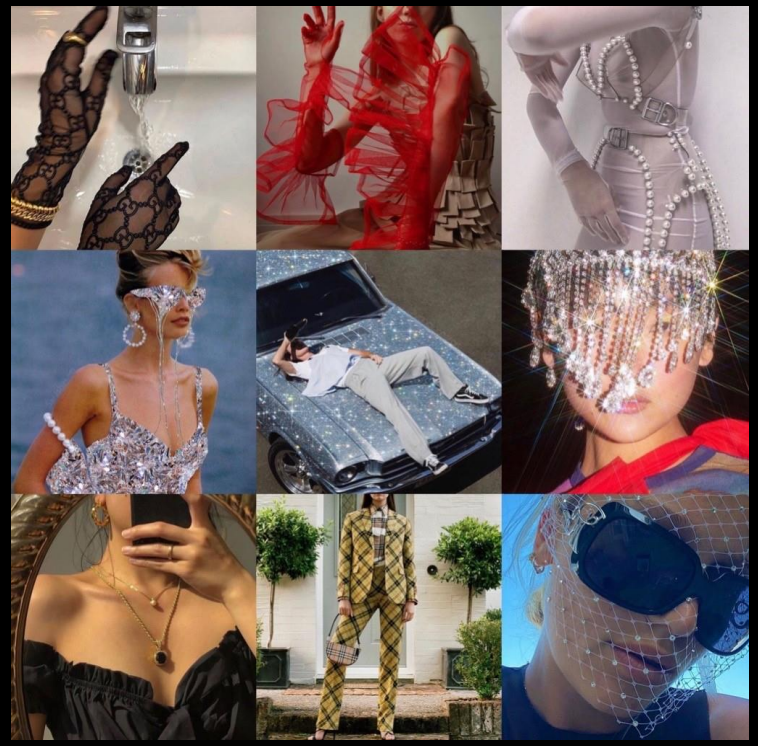
- Solo Singer
- Management: Tileyard Music Charlie Arme & Michael Harwood
- Label: Tileyard Music

Spend

- Only having to cover the artist herself and promote new music releases via Ad campaigns (touched upon later).

Mood Boards

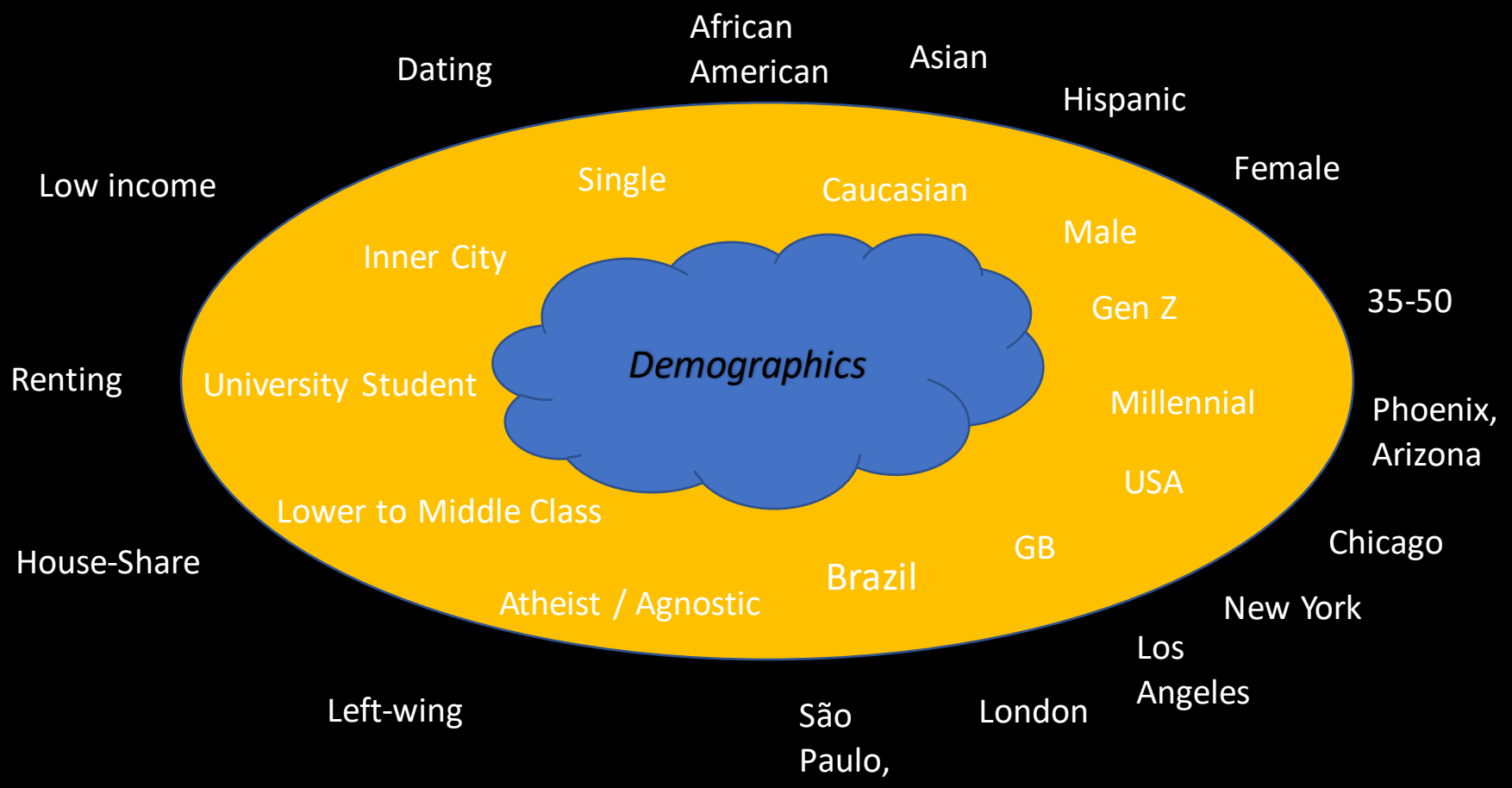


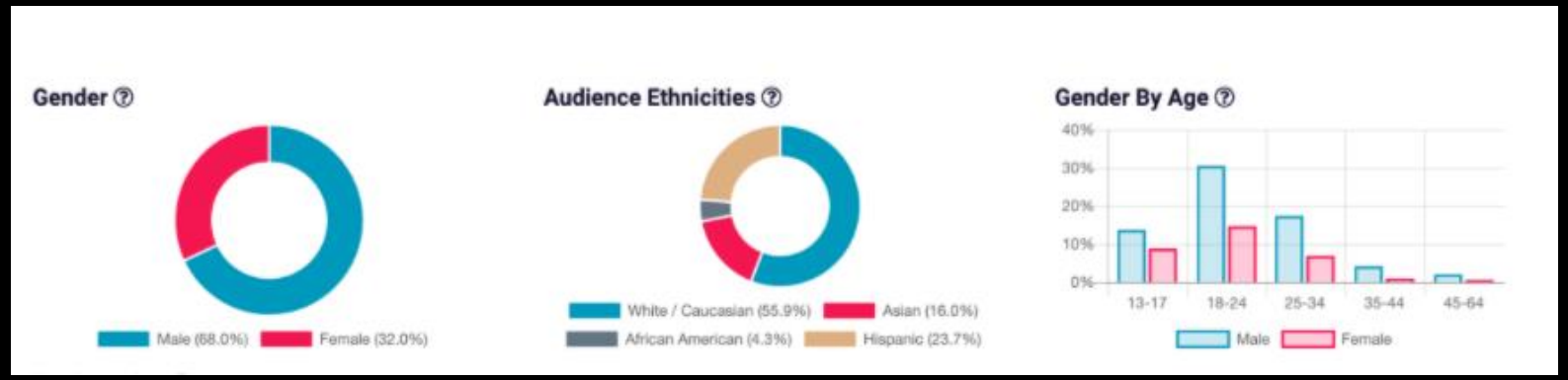


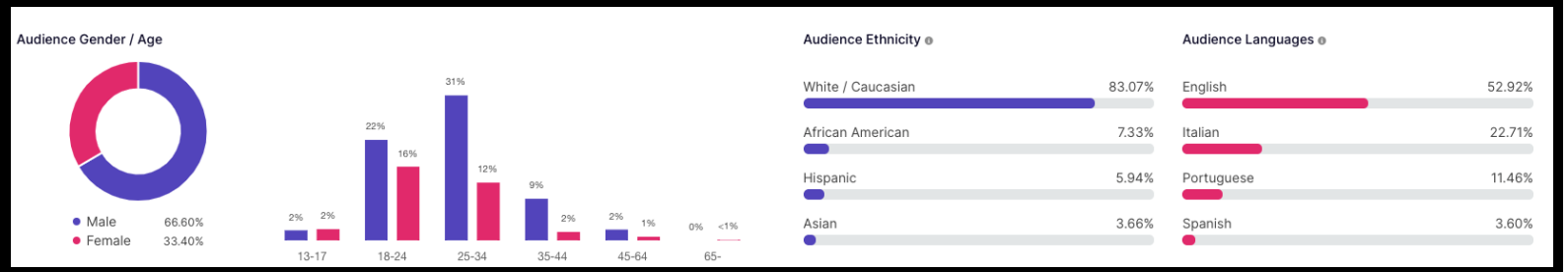
Pictured are mood-board designs which have influenced our creative ambition for this campaign.

Demographics & Psychographics

Demographics



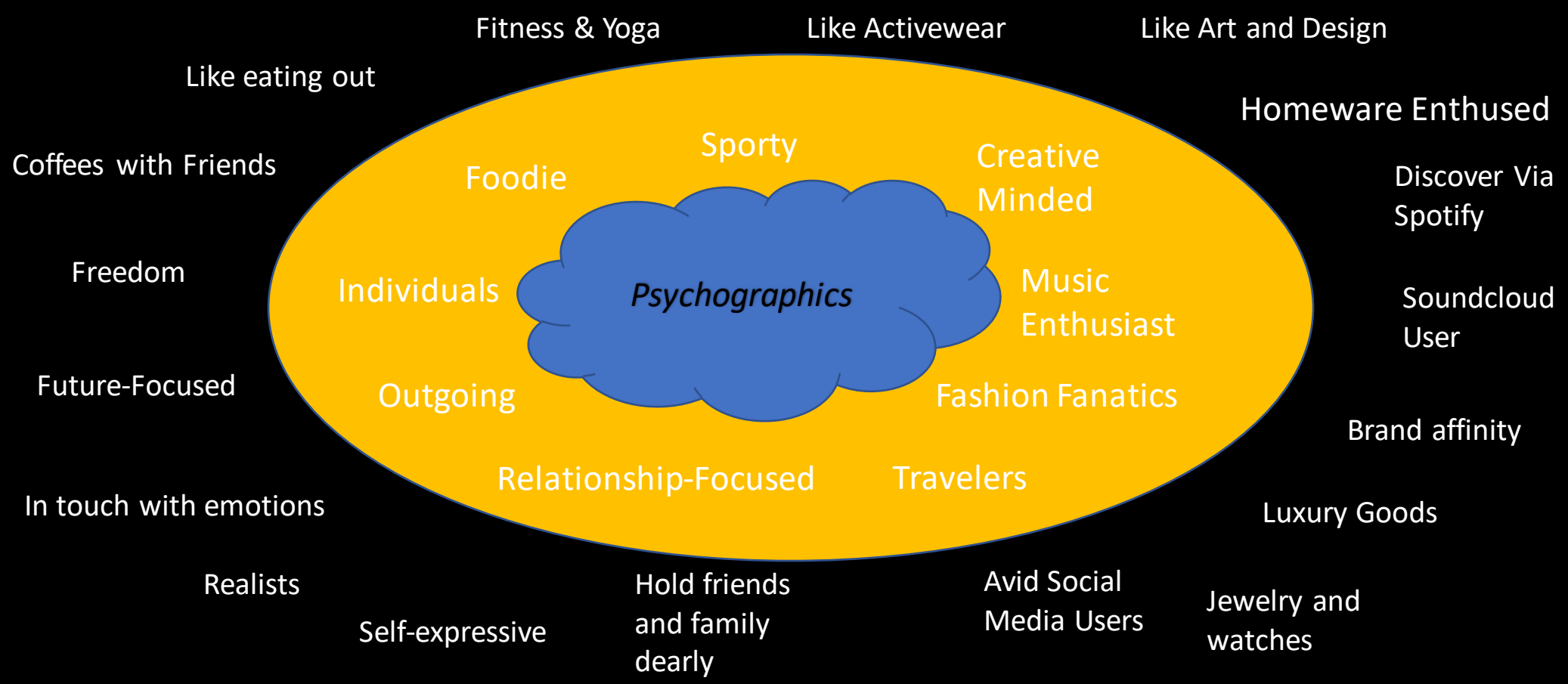




Data taken from “Chartmetric”

Demographics Analysis Supported by…

Psychographics



Psychographic Analysis Supported By…

Audience Brand Affinity

Spotify Music	18.26%
Apple	16.43%
Nike	7.71%
Walt Disney	6.80%
SoundCloud	6.09%
Adidas	5.98%

Audience Interests

Music	53.96%
Clothes, Shoes, Handbags …	39.45%
Camera & Photography	37.22%
Friends, Family & Relations…	36.92%
Art & Design	36.31%
Travel, Tourism & Aviation	35.40%

1	Music	53.96%
2	Clothes, Shoes, Handbags & Accessories	39.45%
3	Camera & Photography	37.22%
4	Friends, Family & Relationships	36.92%
5	Art & Design	36.31%
6	Travel, Tourism & Aviation	35.40%
7	Restaurants, Food & Grocery	31.03%
8	Sports	28.50%
9	Electronics & Computers	28.19%
10	Television & Film	26.88%
11	Toys, Children & Baby	24.85%
12	Cars & Motorbikes	24.75%
13	Beauty & Cosmetics	22.21%
14	Pets	20.39%
15	Fitness & Yoga	17.95%
16	Beer, Wine & Spirits	17.75%
17	Coffee, Tea & Beverages	16.73%
18	Activewear	15.01%
19	Shopping & Retail	14.20%
20	Healthy Lifestyle	13.49%
21	Wedding	12.47%
22	Luxury Goods	11.56%
23	Gaming	9.94%
24	Home Decor, Furniture & Garden	8.92%
25	Jewellery & Watches	8.42%
26	Business & Careers	5.38%
27	Healthcare & Medicine	3.65%
28	Tobacco & Smoking	1.93%

Data taken from “Chartmetric’

Logo

MARYON

Font Style: Playfair Display

Due to Maryon coming from Italy, we feel that this font is reminiscent of Italian fashion-culture, and as a result wanted to incorporate that into the typography of the logo.

Colour Scheme

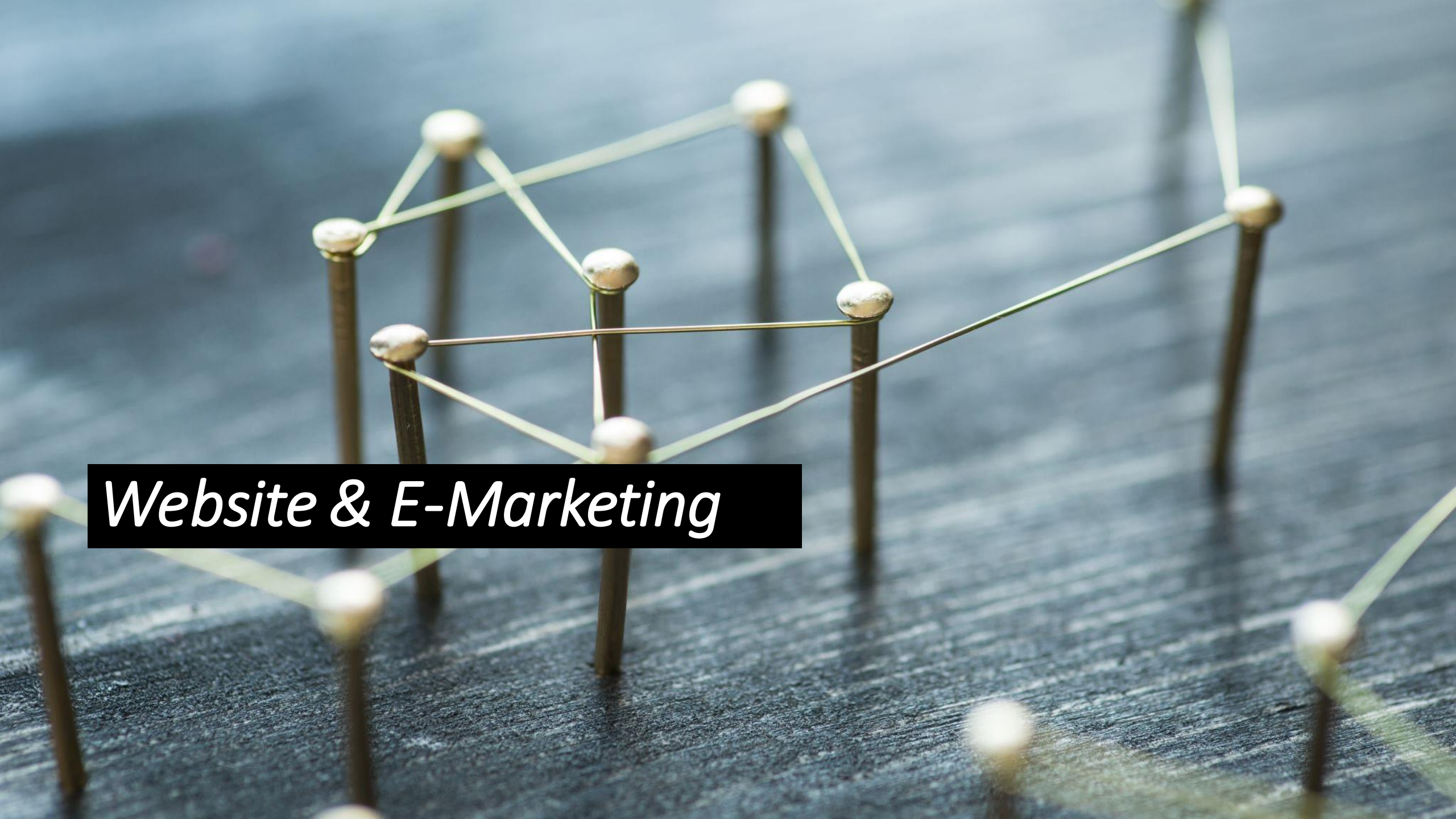
Pink represents playfulness in colour psychology, which portrays her fun personality and youthfulness. It is a muted pink instead of a bright pink to convey maturity due to the struggles she has overcome.

SWOT Analysis

Strengths	Lively when performing Very attractive Active on social media (Instagram) Great look
Weaknesses	Doesn’t seem to perform with a piano even though she can play it Hasn’t done any collabs with other artists
Opportunities	Her genre is popular - going to see significant growth in listeners Gen z (her target market) uses TikTok a lot and that’s one of the most popular platforms right now As she’s young, she’ll be able to navigate new forms of social media better than older artists
Threats	Lots of young artists are now seeking fame through active use of social media (TikTok, Spotify)

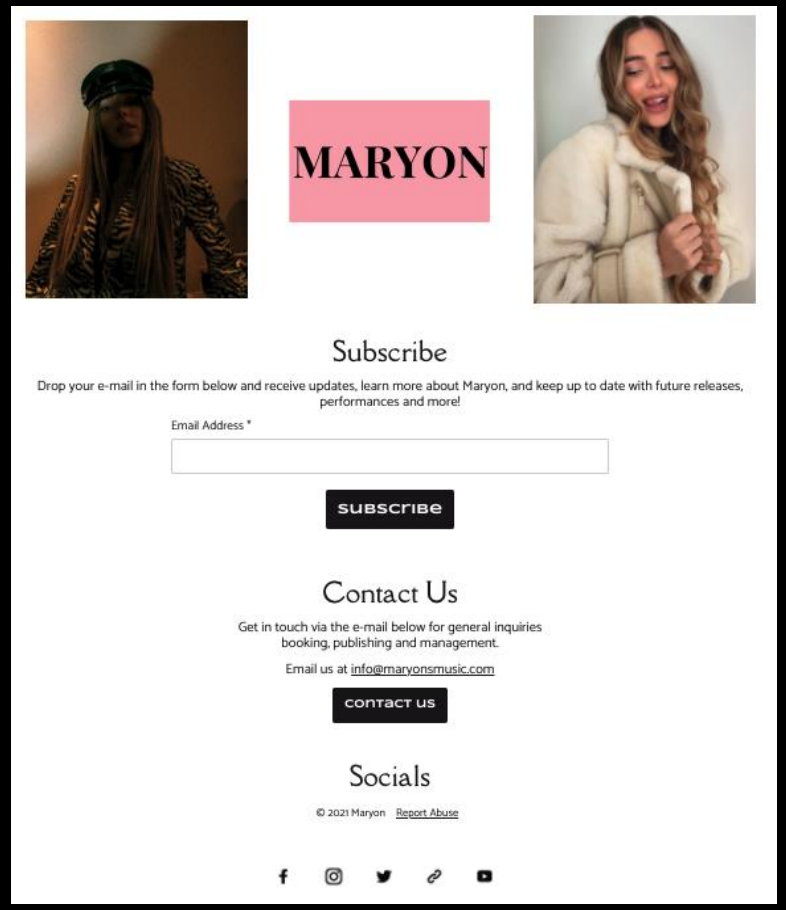
Defining the Artist

Strong (red)	**Soft (pink)**
Urban, Lead, Thunder, Smash, Activist	Feathers, Love, Play, Stroll, Fly
Light (yellow)	**Dark (blue)**
Heaven, Summer, Wedding, Laugh, Together, Freedom, Peace, Angels	Sunset, Storm



Website & E-Marketing

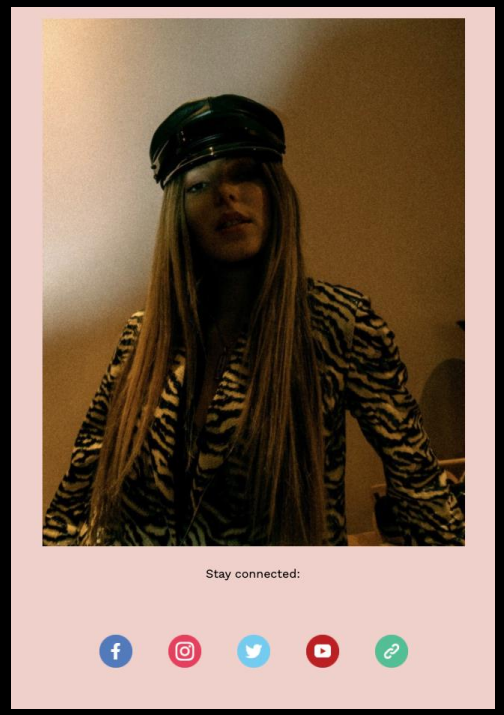
Draft Website

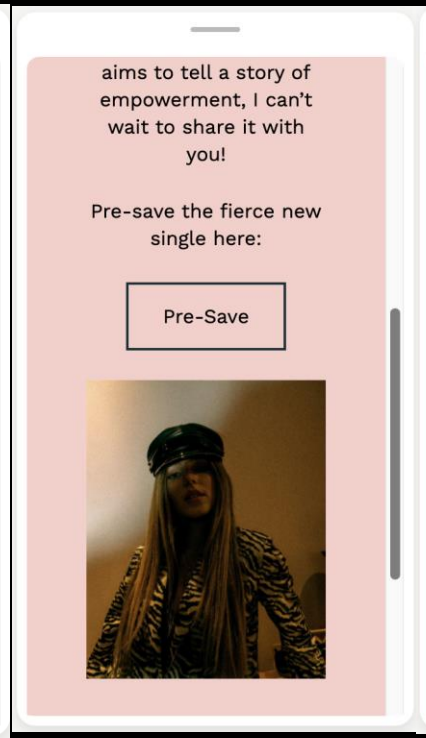


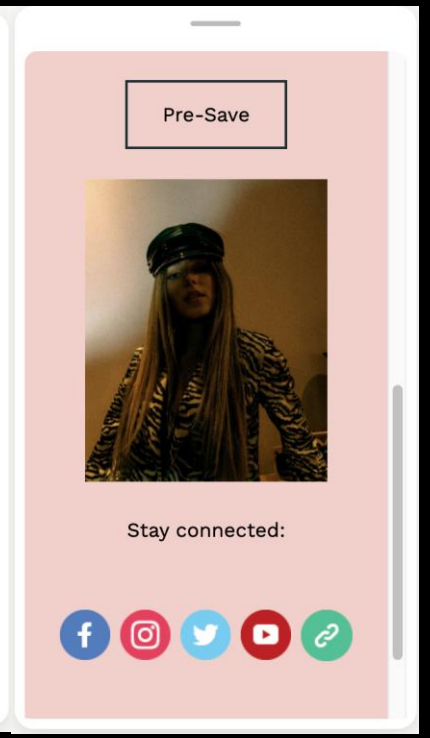
- To the left is a draft site for Maryon's Desktop website. It includes: Logo, imagery, single release info, a subscription form, contact box as well as relevant links to socials.
- Maryon is currently lacking a website and as mentioned earlier, severely affects her data-capture, and thus audience reach via e-marketing.

Maryon E-Marketing Campaign

- Maryon currently does not have a functional website. She is missing out on vast data capture in terms of e-mail marketing
- We aim to create her a website with a subscription form to aid data capture in the run up to the single release.
- We will then send out targeted e-mails to her subscribers incrementally via MailChimp to continually generate hype.







Maryon E-Marketing Drafts

Online Advertising

Online Advertising

<u>Primary Demographic:</u>

Age:	Gen-Z / Millennial
Gender:	Male
Location:	London, UK
Income Level:	Lower-Middle Class
Education:	(BA/MA) Student or Graduate
Marital Status:	Single
Occupation:	Art/Creative
Ethnicity:	Caucasian

<u>Secondary Demographic:</u>

Age:	35-50
Gender:	Female
Location:	USA
Income Level:	Middle Class
Education:	Graduate
Marital Status:	Married
Occupation:	Fitness/Interiors
Ethnicity:	Hispanic

Online Advertising

Image – Social Posts

Continuous relevant content will be posted to socials, promoting all of our impact points

Video – Social Posts / YouTube

15-30 second clips posted to various social media outlets (Paid AD Campaign)
30 sec Pre-roll ad on YouTube (skippable) – comes in at the chorus.

Banners

Spotify discover page.

Online Advertising

Where?	When?	Why?	How?
Spotify	Upon Single Release.	Increase audience engagement/ fanbase & generate income.	Spotify – Secure Ad Banner Placements for use on the Free Platform.
Facebook	Before Release: Pre-Save Link, after for pushing the record.		Facebook – Targeted Paid Ad Campaign, using Demographic and Psychographic data.
Instagram	Before Release: Pre-Save Link, after for pushing the record.		Instagram – Targeted Paid Ad Campaign, using Demographic and Psychographic data.
YouTube	On release date and for 4 weeks afterwards to generate more traffic.		YouTube – Targeted re-video 30 second ad-campaign, using Demographic and Psychographic data.

Marketing Ideas

- A lyric video where fans send in a photo of lyrics from Maryon's song on a piece of paper/a specific hashtag/artwork related to the single

- Maryon tells her following that she's going to perform around the streets of London – her fans can come along and watch her perform – while they are walking to the next location they can engage with her and get photos - creates a crowd which creates a buzz as people will want to know who she is

Online Video Marketing

- YouTube is the world's 2nd largest search engine – utilize this
- Social media platforms have prioritized video content reach

- Videos of the backstory of her songs
- Q&A sessions
- Live versions of her songs
- Acoustic versions
- Behind the scenes footage - illustrates her life as a musician
- If on tour, create tour diaries
- Time-lapse videos
- Tutorials on how to do something in the studio or learn a well-known song on the piano
- Post snippets of these videos on Instagram and Facebook and link the YouTube video in bio

Content Marketing

- Creating content which relays core messages to the audience
- Throwback posts - gives fans insight into who you are and where you came from
- Repost fan artwork or support - makes them feel connected to you and they're more likely to engage
- Share press quotes on social media
- Start a personal website that contains exclusive content not shown on social media
- Do interviews with popular music podcasts
- Share sneak peeks of new projects
- Share where your outfit is from on social media - could encourage fashion brand deals if you providing more sales for the brand
- Do Instagram take-overs with brands
- Launch a dance competition on TikTok for the single

Single Release, Tastemakers & Revenue

Single Release – Friday May 14th 2021

- Maryon's new single, Out of the Fire will be released on all platforms on the 14th of May 2021.
- With this presents a wealth of opportunities for revenue streams and allows us more impact points during our campaign.
- With this we aim to secure an exclusive with wonderland magazine!
- Followed by radio play, and tastemaker support.
- More to follow….

Single Release – Wonderland Exclusive.

- Wonderland is an international, independently published magazine offering a unique perspective on the best new and established talent across all popular culture: fashion, film, music and art.
- Due to Maryon's excellent sense of style; this gives us a lot of leverage to be able to secure her brand partnerships with prominent fashion brands, furthering her audience exposure from a collaborative angle.
- We propose to do an exclusive release with Wonderland Magazine, following up with various other tastemakers for additional info.

Tastemaker Coverage – Mags, Blogs, Interviews.

Below is a select number of press opportunities associated with the release of ‘Out of the Fire’
Inclusive of: Magazines, Blogs, Interviews, and Podcasts.

Magazines

Interviews/Articles

INDEPENDENT

The Guardian

HOT PRESS

EUPHORIA.

Blogs

EQ MUSIC

HAMADA MANIA MUSIC BLOG

Podcasts

Tastemaker Coverage – Radio Play

Below is a select number of radio coverage opportunities associated with the release of ‘Out of the Fire’
This will include airplay, interviews, and reviews.

Coverage on Annie Mac’s ‘Future Sounds’ show at 6PM on a Wednesday

Coverage on Mollie King’s ‘Best new Pop’ on Friday

Reprezent Radio:
Youth-led radio station based in Brixton reaching young people between 13-25.
Gave Stormzy his first ever interview.

Coverage on BBC Music Introducing on the Jess Izatt Show, Saturday 8PM

Apple Music1:
Zane Lowe

Revenue Streams Associated with Release

- **Streaming** – Via all major music DSP's
- **Radio play** – Will generate consistent royalties during the campaign.
- **Synchronization** push, we will look to have Maryon's music featured on TV shows such as 'Made In Chelsea', 'The Only Way is Essex', and Love Island.

Merchandising – Discussed next…

Revenue Streams – Merchandising

The single release campaign presents us with several merchandising opportunities…

Gloves

Following an exclusive premiere with Wonderland, we can play on Maryon's self-confessed obsession with gloves, and secure a brand partnership with Yves-Saint Lauren.

T-Shirts

A staple source of revenue, will be made available at gigs & Maryon's online store, will be available in multiple colours.

Narrative & Music Video

Narrative

<u>Out of the Fire</u>

Overcoming inner-demons, and refreshing her outlook. Maryon through her diligence has discovered her inner strength and has now adopted a sense of freedom, we want to convey her confidence, individuality and empowerment derived from her inner battles and past experiences. Lyrically this song discusses the battle with an ex-partner and wanting to break free of the fiery pit of demeaning and diffidence.

The above narrative will lead into a theme for the music video we propose to execute for our campaign.

Music Video Storyboard

•***Intro*** - Maryon is trapped in a battle with her inner demons based on past experiences, Out of the Fire means to convey her escape from difficult situations with past relationships and loss of confidence as a result of that. We start with her trapped in a room in a busy city, feeling isolated and alone. As the intro builds before the chorus, her confidence is building and she's dressing up and ready to go. Could cut to a fiery image of a burning city representing her mind and feelings.

•***Middle***, as her confidence has built with the narrative of the lyrics and music, we approach the chorus. She is ready to escape and move on with her life, she feels awoken and manages to escape from the "fire".
The chorus hits and she's out meeting people, enjoying herself, cutting to various shots of her exuding confidence and knowing her self-worth. Back to the verse again we see her continuing the journey walking away from the fire. Also include shots of her on the hustle, working hard, bettering herself, singing (recording music?).

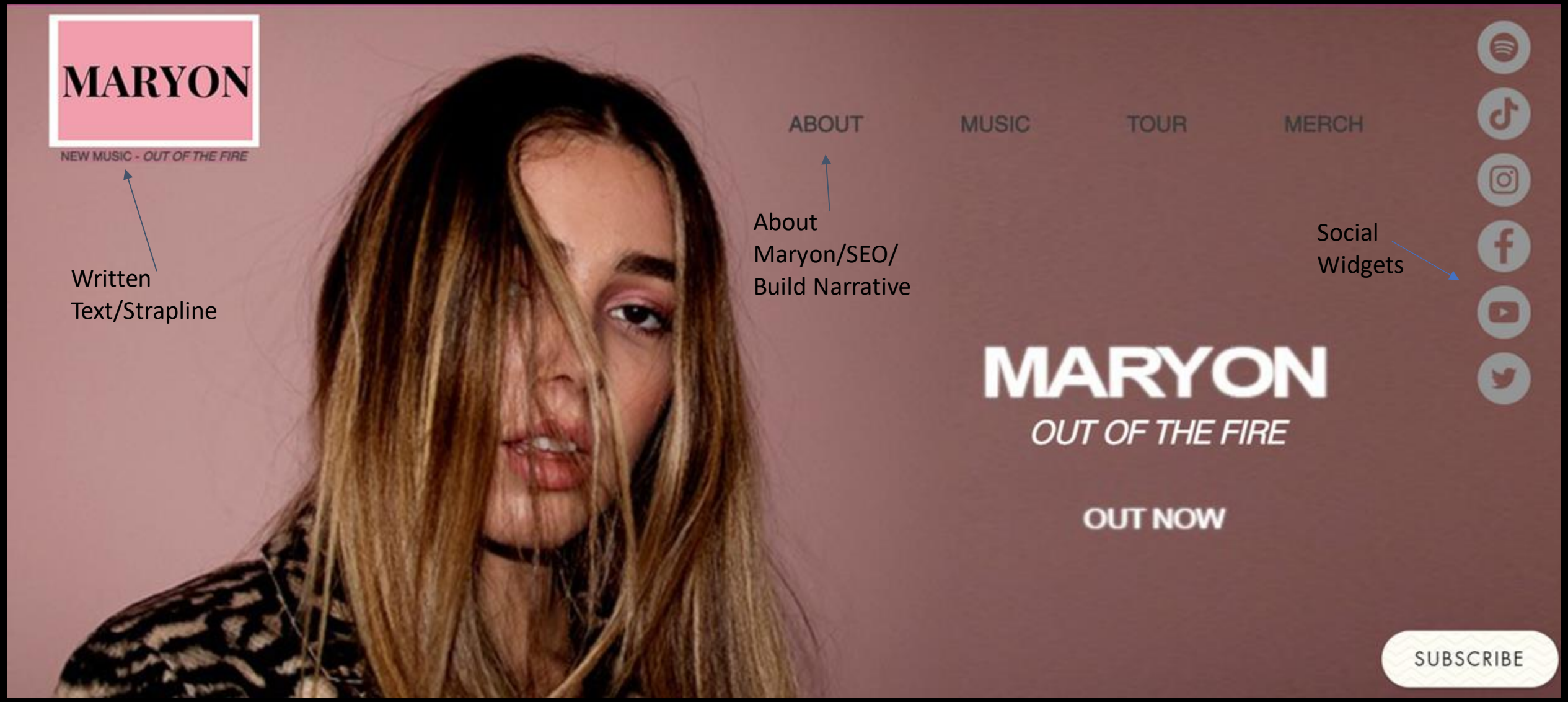
•***Finale***, Looking back at the flames she has escaped from, she's stood at a high place in town or at the top of a mountain. The flames begin to reduce to a smoulder, and she turns back to see a beautiful scenic image, and a white beam of light flashes to end the video.

We feel that the combination of title, artwork and screenplay gives us huge creative scope when marketing this release.

Music Video Exclusive: Premiered via MTV UK

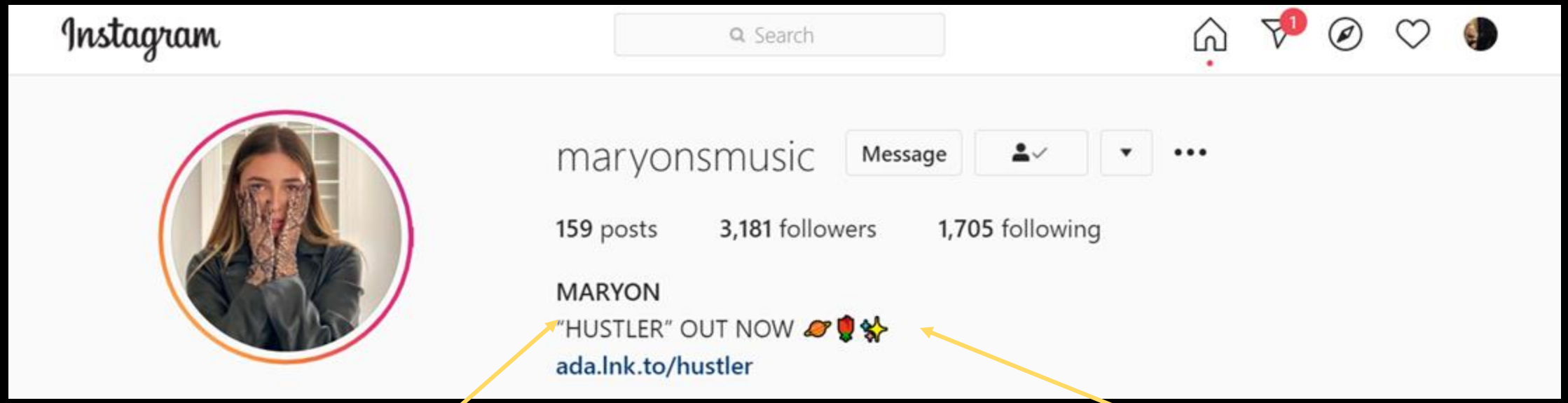
- We've secured an exclusive premiere for the "Out of the Fire" music video which will go out via MTV UK on the 28th of May.
- We'll also be sharing this article via socials for an extra push to generate more hype.

SEO: Main Website



ENHANCE SEO ON SOCIAL MEDIA

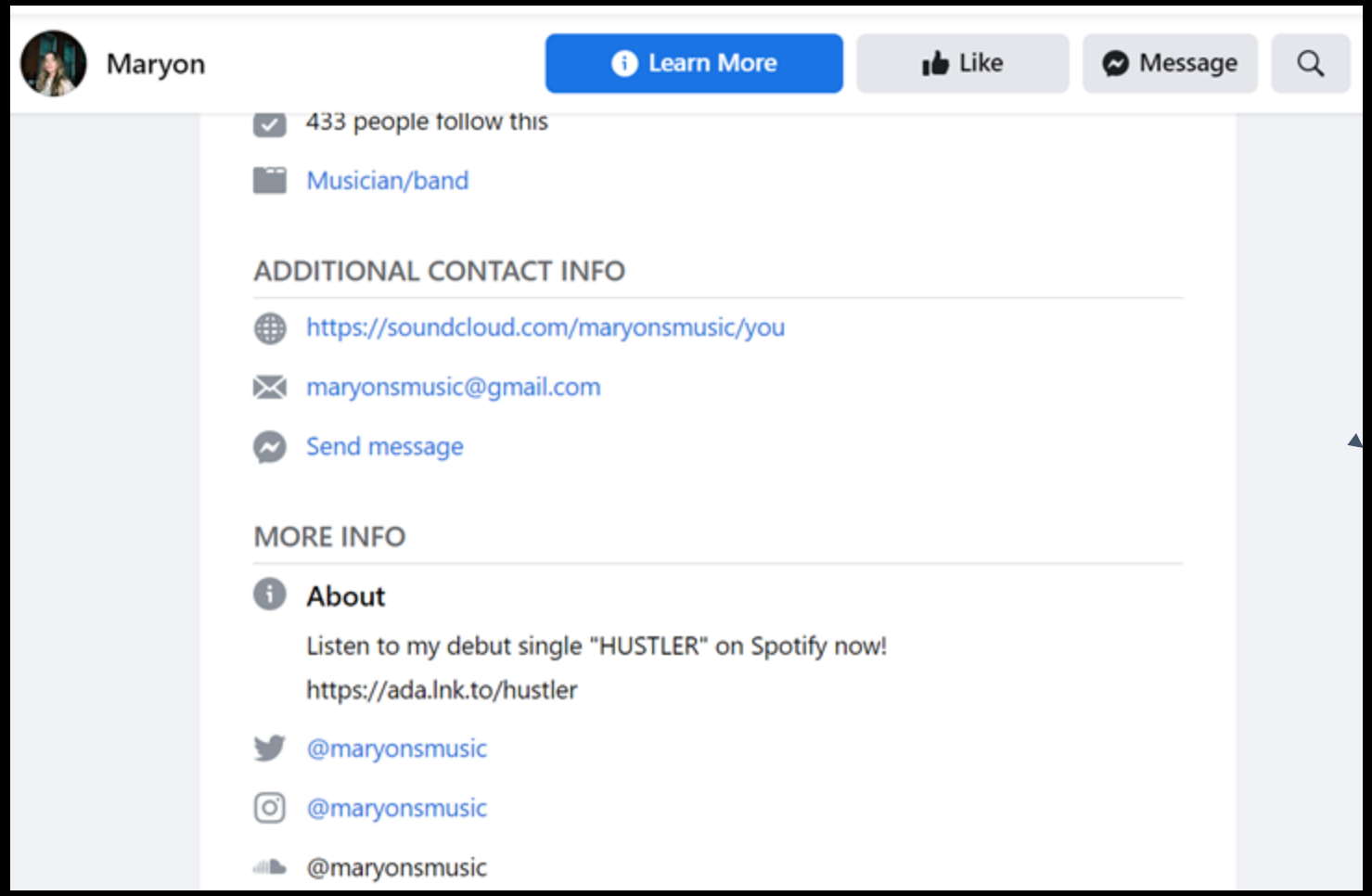
- **Instagram:** Insert additional keywords into her bio and adjust accordingly pre/post release.



Pre - 'OUT OF THE FIRE' - THE NEW SINGLE FROM MARYON - OUT 14TH MAY 2021

Post - 'OUT OF THE FIRE' - THE NEW SINGLE FROM MARYON - OUT NOW

- Maryon's Facebook page is difficult to find. A body of text would provide the perfect opportunity for inserting keywords, conveying her narrative and enhancing personability with her fans.



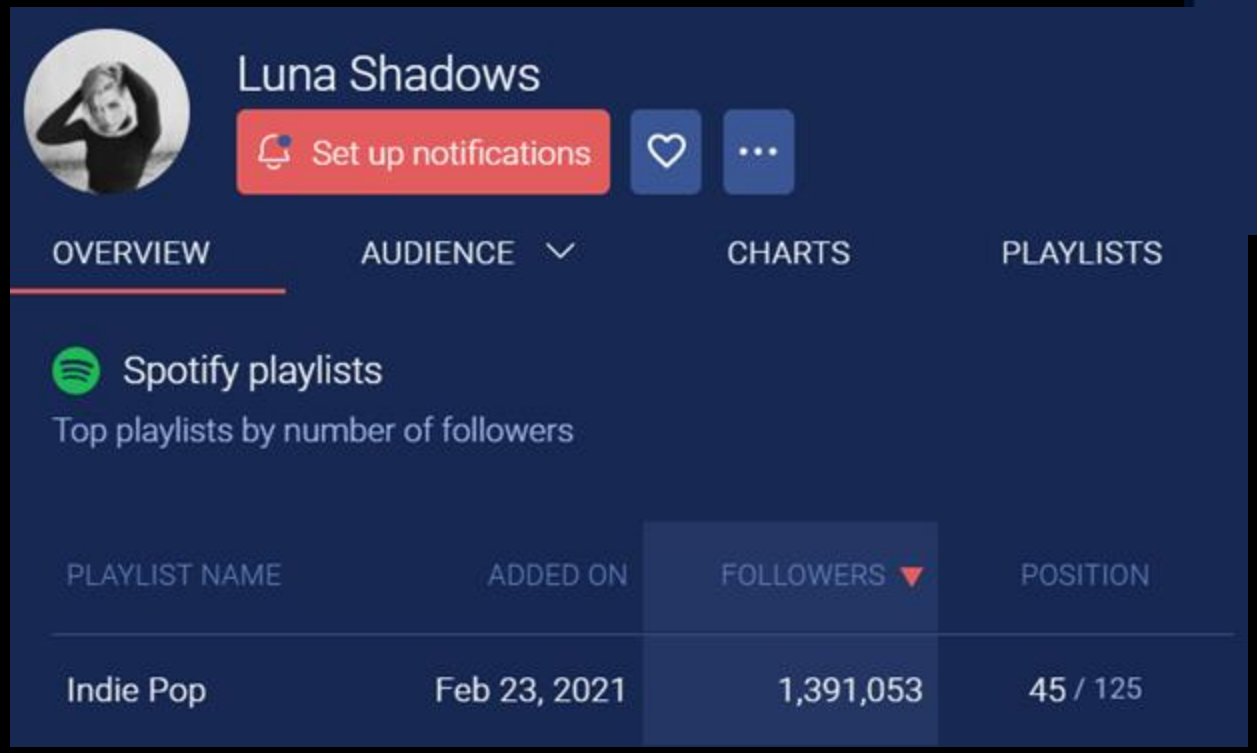
Keyword Examples:

Luna Shadows - 263,756 monthly Spotify listeners in 2021.

- American electronic/pop singer. Released her debut album, *'Digital Pacific',* on February 12 2021 on +1 Records/Empire.

Where is Luna Shadow's fanbase?

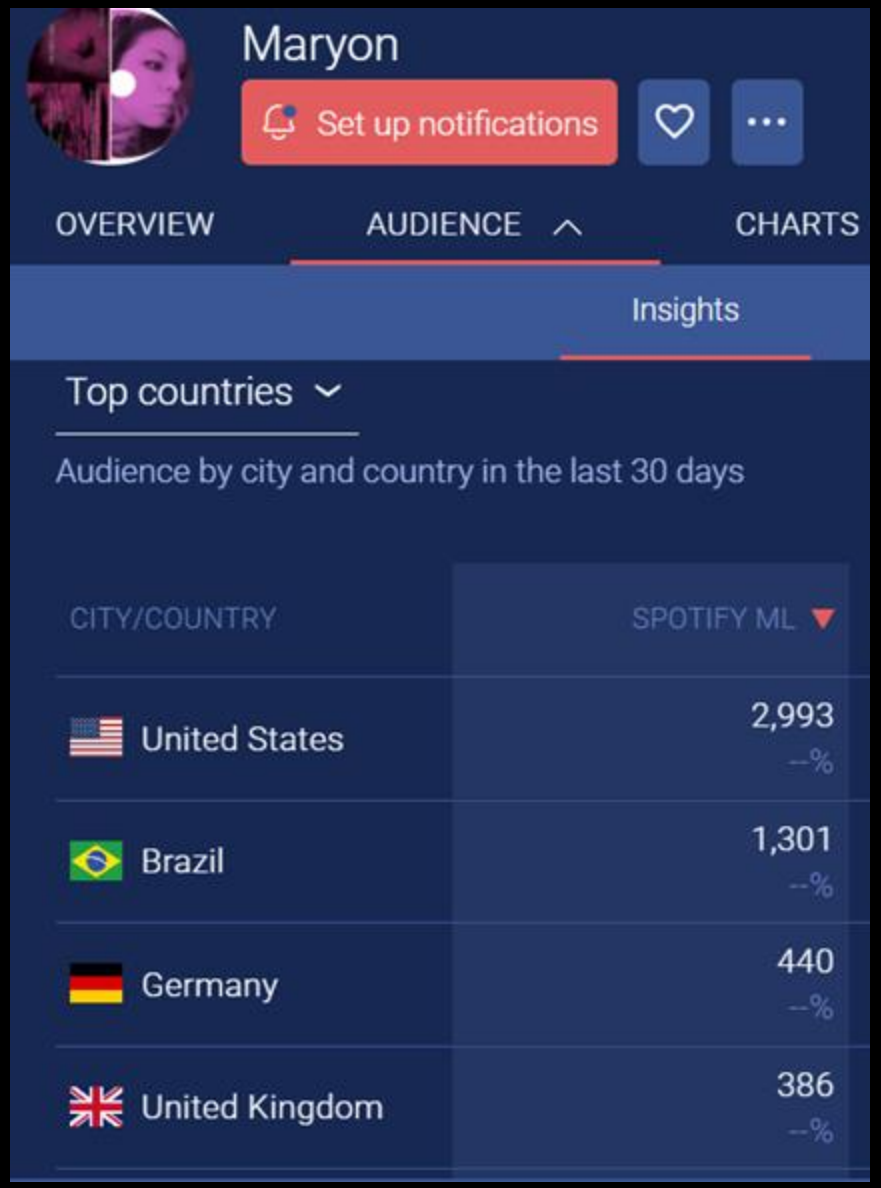
- **Luna Shadow's** has a significant following across her multitude of platforms, yet the most effective way of reaching her fans is via Spotify.

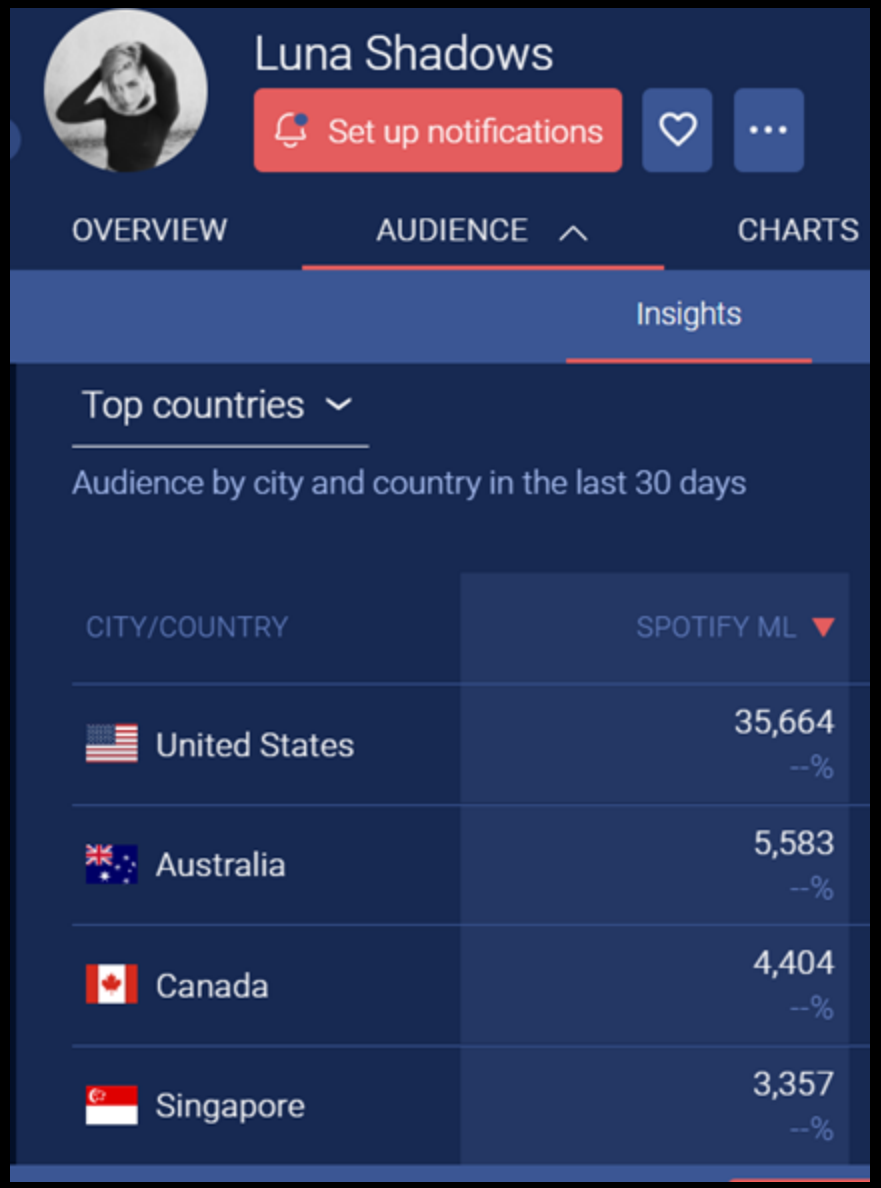


- **Indie Pop** is an incredibly popular playlist curated by Spotify with just under 1.4m followers.

- Contact **James Foley**,
  Head of Curation at Spotify - show him why Maryon would be the perfect fit for this playlist.

Geographical Locations:





- Soundcharts reveals that the biggest fanbases for both artists exist in the USA.

- Shows the importance of using utilising digital distributors with global reach.

Soundcharts suggests that Spotify and Facebook hold large proportions of Maryon's fanbase:

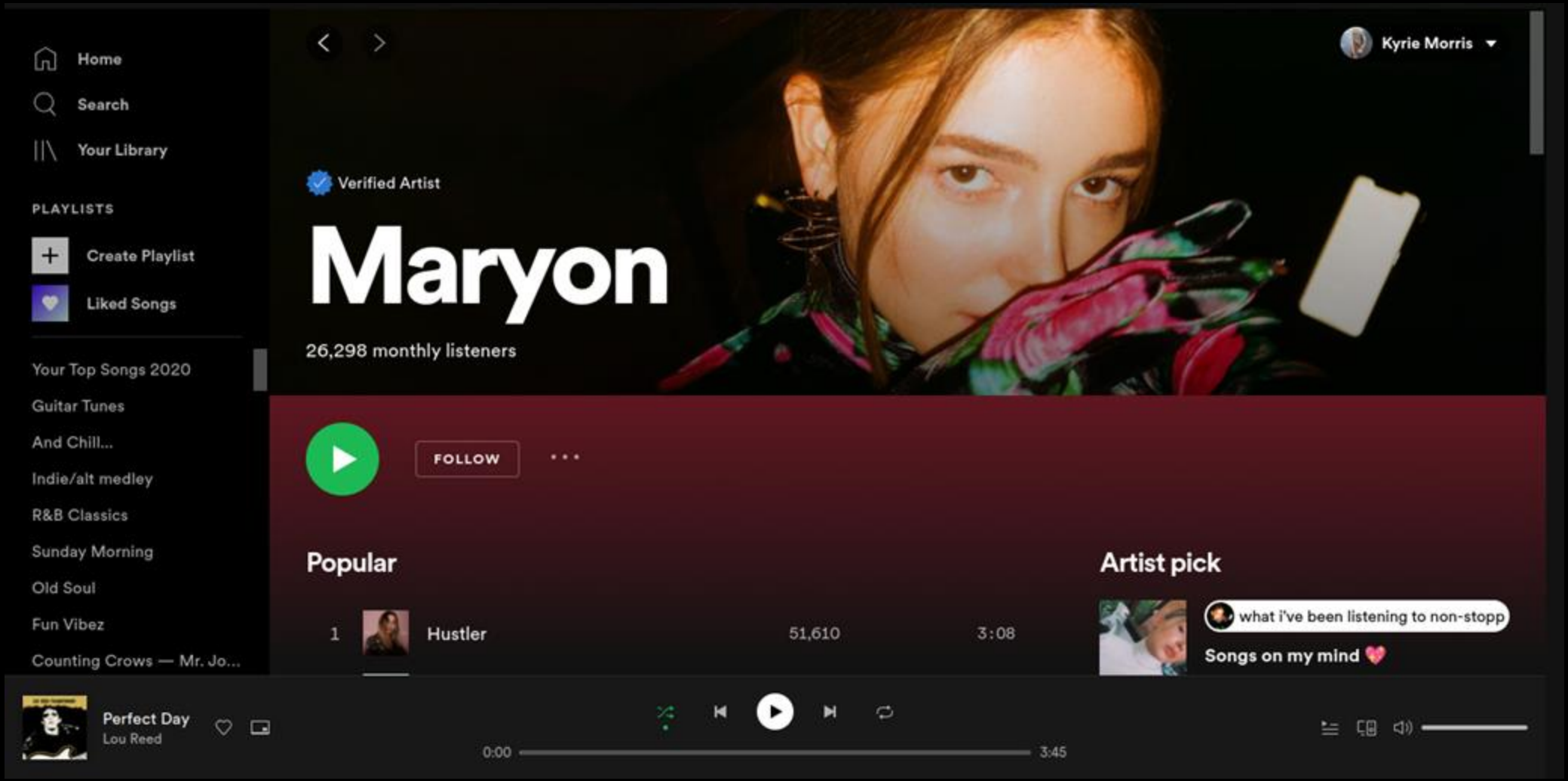
Online Platform:				
Number of Followers/Likes	F: 1972 L: 11.7K	F: 3K	L: 1988	F:18 (2.8k views on Hustler Video)

NOTE:

Maryon only has 85 followers on Twitter therefore the campaign will not utilise it.

A huge proportion of her fanbase can be reached via Spotify.

SPOTIFY: Maryon - 26,298 monthly listeners in 2021.



One of the campaign's major focuses when considering digital distribution.

- Spotify has over 144 million paying subscribers worldwide.

- They are determined to discover new talent ahead of competitors such as Apple Music and the major labels - (UMG, Warner Music and Sony).

- Colossal global reach, perfect for reaching a broad audience and advertising *'Out of the Fire'.*

BBC RADIO 1

BIG WEEKEND
KENT 2021

22-23rd May Trosley Country Park

MARYON:

Stage: BBC MUSIC INTRODUCING

Date: Saturday 22nd May 2021

Time: 19:00hrs

PRESS AND PROMOTION:

SOCIAL MEDIA STRATEGY

- One week gap between ‘Out of the Fire’ release and BBCR1 Big Weekend in Kent.
- Social content is already flowing post-release, adapting it to include & promote Maryon’s festival appearance.
- Upon announcement, ensure all tour schedules are updated with the live show details.
- Use social platforms to regenerate press content, i.e., engaging with Jess Iszatt on Twitter/sharing BBCR1’s posts.
- Use teasers and stimulating visuals to entice an audience and build anticipation.

BBCR1 BIG WEEKEND TEASER:

Share BBCR1 content via Maryon's Tik Tok profile/ announce gig to fans.

Instagram - Share press pieces and visuals across all elements of the app.

Use Facebook to regurgitate content, update bios to plug Big Weekend performance. Invite people to the event.

Upload all BBCR1 teasers to Maryon's YouTube channel.

GET YOUR TICKETS: https://www.seetickets.com/event-bbc-big-weekend/tickets

MARYON: LIVE ON BBC MUSIC INTRODUCING

- Flyers will also be distributed physically around university campus', intimate gig venues and underground stations.

WHO? Maryon live on air with Jess Izsatt

WHEN? Saturday 15th May 2021 at 20:00hrs.

WHERE? BBC Broadcasting House, London.

AGENDA: (60-minute slot).

- Introduce Maryon, tell her story leading up to the release of her new single, 'Out of the Fire,' which is released the day before - (20 mins).
- Maryon performs an exclusive acoustic version of 'Out of the Fire' live on air - (5 mins).
- Maryon fans get a chance to win 2x Saturday Big Weekend Tickets - (35 mins).

MARYON TREASURE HUNT

On Saturday 15th May, teasers will be shared across Maryon's various social sites, directing fans to her main web page for the chance to win Big Weekend tickets.

- Fans who have visited Maryon's website will be aware of the upcoming treasure hunt for Big Weekend tickets.
- Jess & Maryon will read clues out live on air, steering fans to the golden location.
- Fans subscribed to Maryon's website will have received exclusive clues 24hrs in advance, (i.e. - a postal area code).
- Abbie McCarthy, Kent's BBC Music Introducing presenter, will be waiting with the tickets somewhere in London's **'Little Italy',** (Maryon's Italian roots).

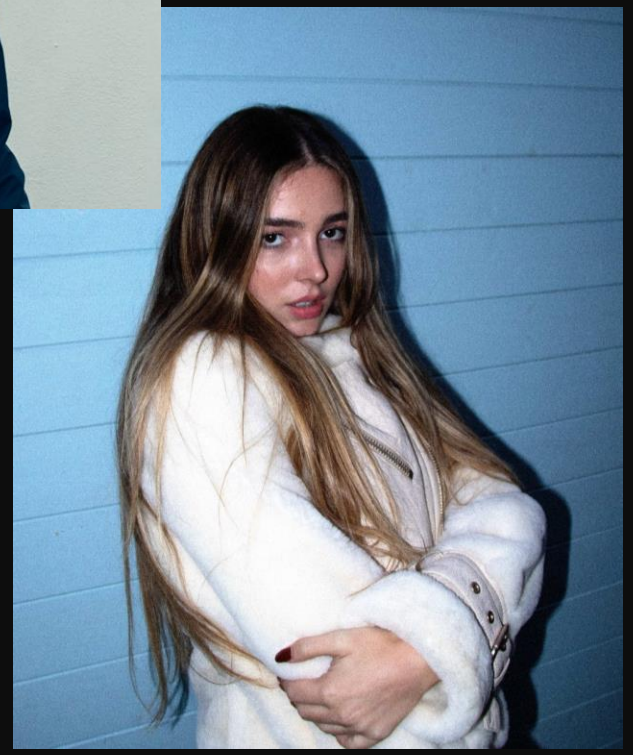
REVENUE & MERCH GENERATED FROM BBCR1'S BIG WEEKEND:

No live revenue as artists who perform on the BBC Music Introducing Stage don't receive a fee.

Benefits - The set is filmed and recorded and broadcast across BBC Radio, online and TV.

Exposure via BBC Music Introducing will boost streaming revenue.

Big Weekend presents an opportunity to produce unique merchandise. Clothing garments such as t-shirts and hoodies will be available at the festival and sold online thereafter.



After single release

Sigala x Maryon Out of the Fire remix

Basic information

- Friday 11th June
- Released before festival season, where dance music is at its prime
- Already has a relationship with Sigala due to going on tour together in February 2020
- Sigala fans will already know her name so are more likely to listen to the track

What opportunities it gives:

- Two audiences coming together - create more fans for Maryon
- Boost in followers and downloads on streaming sites such as Spotify and Apple Music
- New merchandise opportunities - will create more revenue
- Merchandise on both Maryon and Sigala's websites - if anyone hasn't heard of their song, they can see that they have collaborated
- Can be incorporated into DJ sets and dance playlists - bring engagement from another audience
- If incorporated into DJ sets - track can be played at summer festivals which will reach out to a wide audience

Promotion leading up to release:

- 21st May (3 weeks before release) - first teaser video to be shown on social media platforms and YouTube
- Social media promoted adverts (in the form of video)
- Tastemakers promoting it on their YouTube channels, Instagram stories etc.
- Throughout campaign: Promotion from Sigala on all social media

Album artwork and Advertisement drafts

Album artwork

Advertisements

Tastemakers

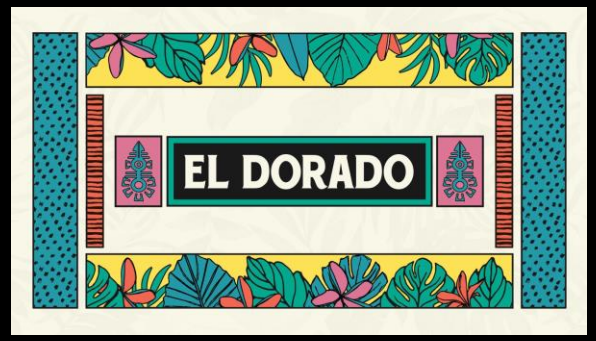
- Influencers who will most likely be attending the festivals e.g. Natalie Baltierra, Skyler Barberio, Hollyday.everyday

- Streaming platform dance playlist curators and radio stations - For example, Krewella Guest List, KISS Fresh with Alex, Swarzy and AJ

- DJ's that are playing at summer festivals e.g. Lane 8, Flak, Sistek, Zatox, M3B, DJ Seinfeld, Theo Kottis, Hammer, Jasper James

- Music magazines e.g. MixMag

Summer festivals



1st July in Ledbury

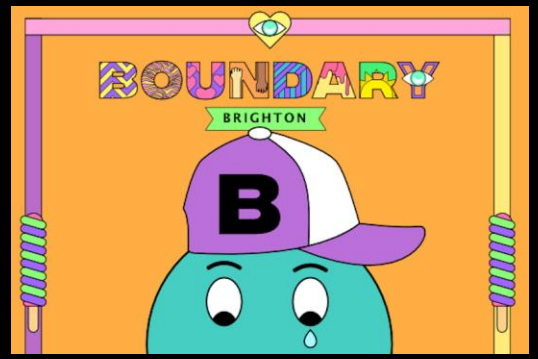
22nd-25th July
in Southwold

26th August
in Warrington

27th-29th August
in London

3rd-5th September
in Norwich

11th-12th September
in Manchester



25th September
in Brighton

25th September
in Leeds

One Sheet

MARYON

Through the flames and beyond; pop pioneer, Maryon is back with her latest single, 'Out of the Fire', due for release on Friday 14th May 2021

Audio links:
Out of the Fire
Hustler
You

Blending beats with the etherial and boldness with sublimity, singer-songwriter Maryon is building quite the reputation for herself throughout the musical realm. She's no longer the 16-year-old girl who represented Monaco in the Eurovision Song Contest; she's Maryon, she's fierce, she's HERE.

Her last two singles, 'You' and 'Hustler' have been met with rapturous praise, not to mention spawning a huge fan base in both the UK and USA. From touring with British DJ and producer Sigala to catching the attention of Jess Izsatt over at BBC Music Introducing, there's no telling where this journey will lead next, so climb aboard and find out.

Maryon Single Release

MARYON

Campaign Timeline - 19th Feb - 14th June 2021

19th February

Campaign Start

The beginning of our strategy commences.

15th March

Photo/Video Shoot

Shoot music video for 'Out of the Fire' – Photoshoot to be done on the morning prior to filming.

5th April

Contact tastemakers for press coverage

(Wonderland/ Clash/ MTV/ NME/ Independent/Guardian/ Hot Press

30th April

Playlist Push

Contact Spotify playlist curators and secure relevant placement.

7th May

Publications across various press outlets

Press coverage prior to release of single, via previously mentioned outlets.

(Except wonderland for exclusive)

Maryon Single Release

MARYON

Campaign Timeline - 19th Feb - 14th June 2021

10th May

Reach out to NME Magazine

Secure coverage of the upcoming Sigala remix of 'Out of the Fire'

14th May

Single Release Day Wonderland Exclusive

Share wonderland magazine exclusive review via all social media outlets.

15th May

Exclusive live performance - BBC Introducing 8PM

Promo for the exclusive live performance teased and put out via all social media outlets from 8AM, with continuous updates to 'stories' to generate awareness.

19th May

Radio: Future Sounds with Annie Mac

"Out of the Fire" played on BBC Radio 1 at 6PM on Annie Mac's 'Future Sounds'. Social media push will divert fan attention to radio show.

21st May

Sigala/Maryon Remix Teasers Dropping

Teaser content dropping via all social media outlets, video post and story content.

Maryon Single Release

MARYON

Campaign Timeline - 19th Feb - 14th June 2021

28th May

Music Video Release

Exclusive release via MTV UK.

All content shared to socials for extra push.

8th June

NME Feature/Interview Published

Feature & interview published on NME, Maryon teases at Sigala remix release - share to all socials via stories.

11th June

Sigala Remix Released – Mixmag Exclusive

Mixmag exclusive feature published. All content pushed to all socials via story posts.

14th June

NME review Sigala Remix

NME review shared via stories, post video on page detailing review.

Campaign End!

End of major campaign points

X

Week	Week Ending	Production & Delivery	Live Activity	Promo/Marketing Activity
- 13	12th of Feb	Launch Release Campaign		
- 12	19th of Feb			(ALL Week) Social story push advertising YouTube Live in UK
- 11	26th of Feb		26th of Feb – YouTube Live – performance of 'Hustler' – 8PM GMT	
- 10	5th of March			
- 9	12th of March	10th March – Out of the Fire Video Shoot		(ALL Week) Social story push advertising Instagram Live in USA
- 8	19th of March	15th March: Out of the Fire Photo Shoot	19th of March Maryon Instagram Live Stream (U.S Focus) (12AM G.M.T / 5PM PDT)	
- 7	26th of March			
- 6	2nd of April			
- 5	9th of April		7th of April – O2 Shepherds Bush Empire show – Supporting Ella Eyre	5th April - Reach out to publications (Wonderland/ Clash/ MTV/ Independent/Guardian/Hot Press)
- 4	16th of April			
- 3	23rd of April		22nd of April – Manchester Soup Kitchen show – Headline set 23rd of April – Newcastle, Think Tank show – Headline set	24th April – post behind the scenes snippets of song being created

Week	Week Ending	Production & Delivery	Live Activity	Promo/Marketing Activity
-2	30th of April			30th of April – Commence Spotify playlist promotion/reach curators
-1	7th of May			7th May - Publications from Wonderland/Clash/MTV/Independent/ Guardian/ Hot Press ahead of release
0	14th of May	Release of 'Out of the Fire' to all major DSPs		14th May - Sharing Wonderland Magazine exclusive to all major social media platforms 15th May - Create TikTok dance for fans to copy
+1	21st of May		15th of May – Exclusive live performance on BBC Music Introducing at 8PM	15th of May – social media teasers posted for winning tickets for 'BBCR1 Big Weekend' 8AM 19th of May – Radio play via Annie Mac's Future Sounds on BBCR1 6PM 21st of May – Sigala/Maryon Remix teasers dropping on all socials
+2	28th of May	28th of May - Music Video Premiere – exclusive to MTV UK.	27th of May – AMP at the Jazz Café in Camden	30th May – Do Instagram Q&A session
+3	4th of June			4th June – release live Out of the Fire music video (Maryon playing piano only)
+4	11th of June			8th of June – NME Feature/Interview published – Maryon will promote Sigala Remix in interview
+5	18th of June	11th of June – Maryon x Sigala remix is released exclusive via MixMag		14th of June – NME Track Review (Maryon x Sigala) – post to socials