SOXLTRL



SUBKULTURAL <SBKLTRL>

< BRUTALIST NOSTALGIA DRESSED UP IN NEON:

< DON'T MAKE HAPPY MUSIC:

< ONLY MELANCHOLY:

< TIRED ABSENT-MINDED MESS GOING THROUGH A MID 20S, SOON TO BE LATE 20S CRISIS:

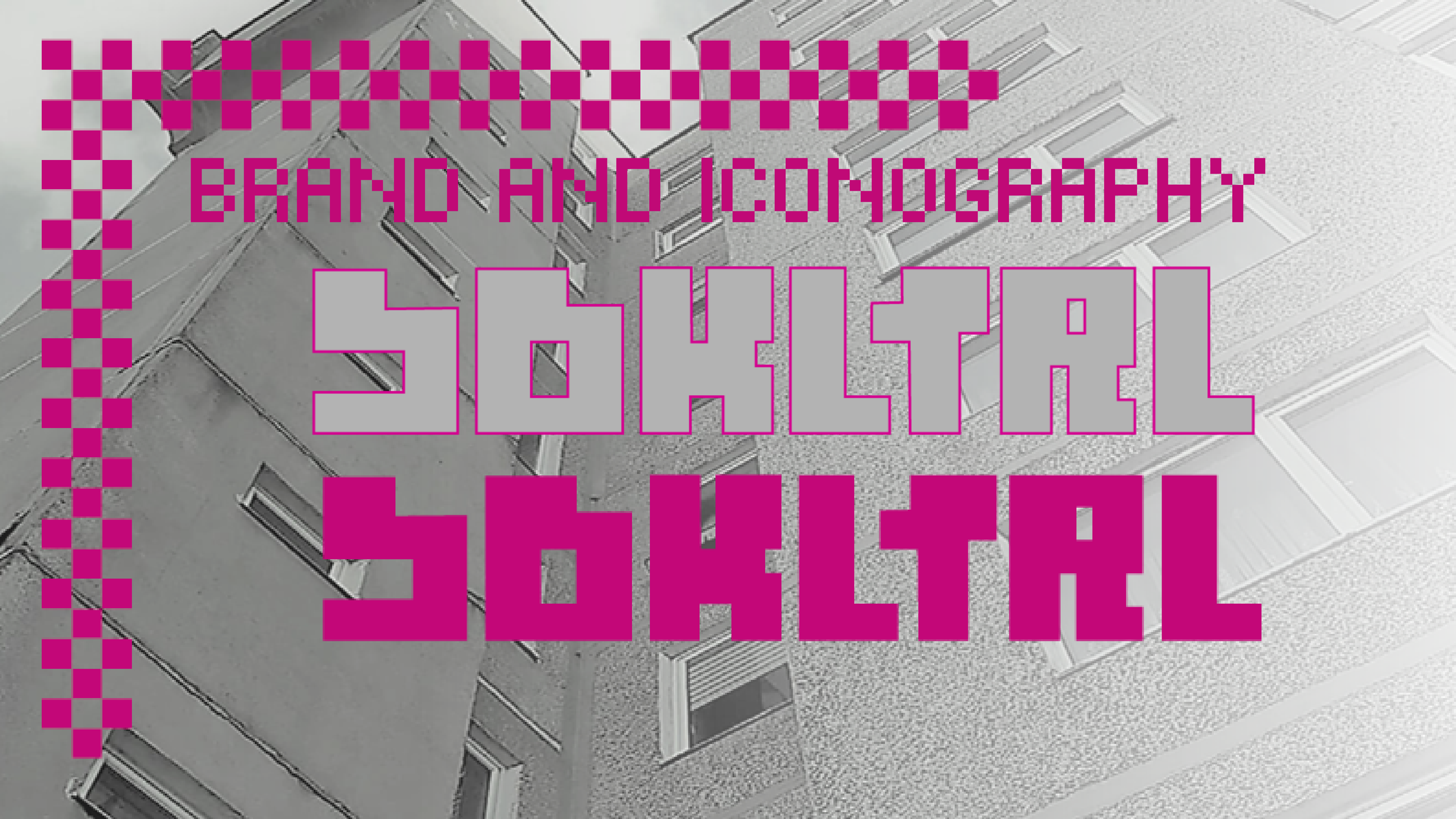
< VILNIUS RAISED AND LONDON ADOPTED:

< MINISCULE, BUT BIG ENOUGH FOR A PARTY.

BRAND AND ICONOGRAPHY

< FIND BEAUTY IN WHAT MAKES ONE SAD
< FIND HOME IN WHAT APPEARS SO COLD
< YOUR HEART IS YOUNG AS LONG AS YOU DANCE

< PRESS ENTER TO CONTINUE


BRAND AND ICONOGRAPHY
SOCIAL

BRAND AND ICONOGRAPHY

< PINK = VICE CITY, 80S


grand theft auto
vice city
OCEAN VIEW

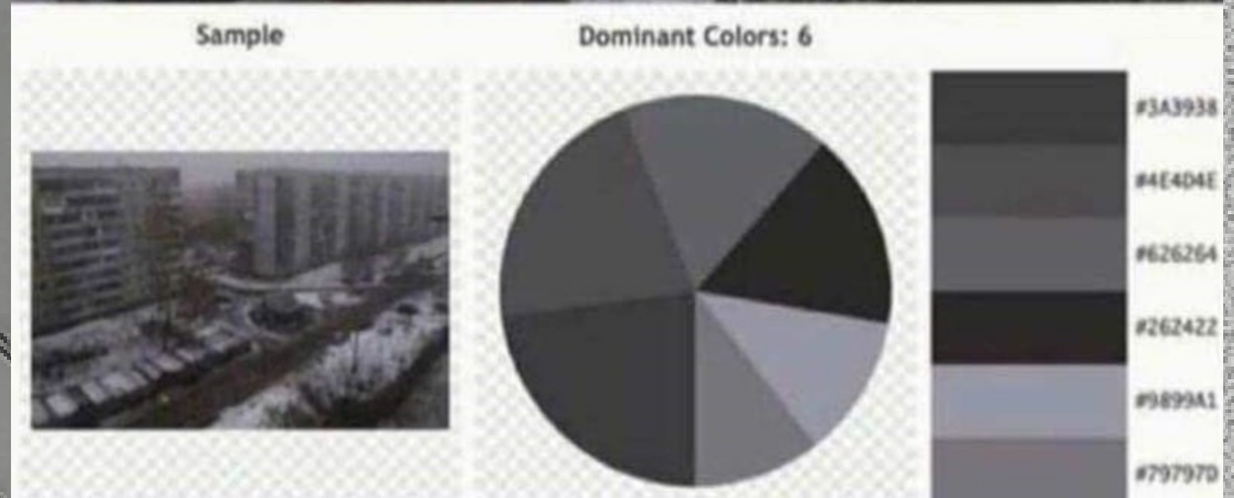
BRAND AND ICONOGRAPHY

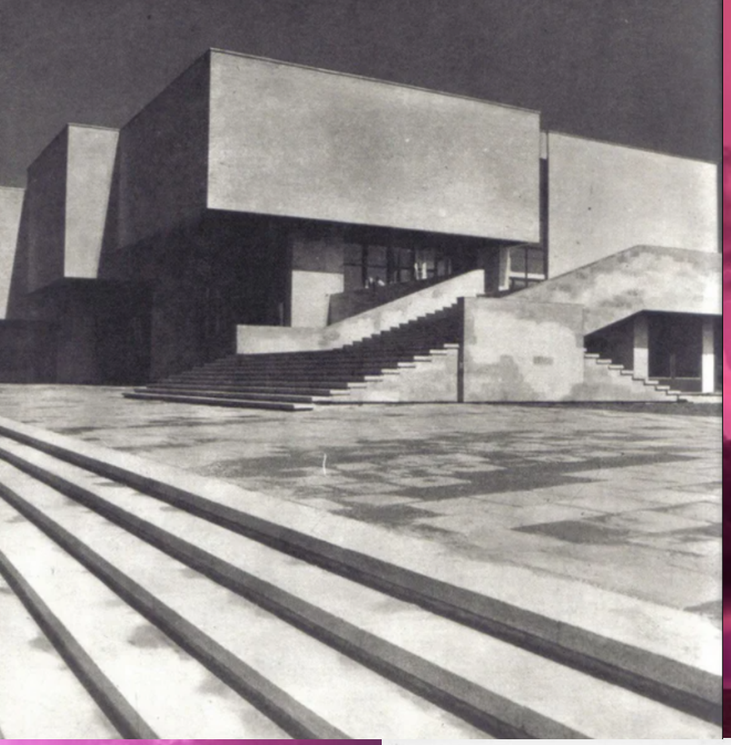
< GREY = URBAN, BRUTALIST



Lithuania colour palette 🎨

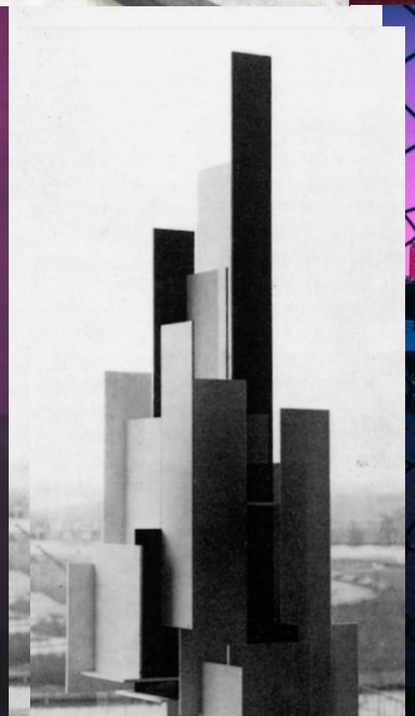
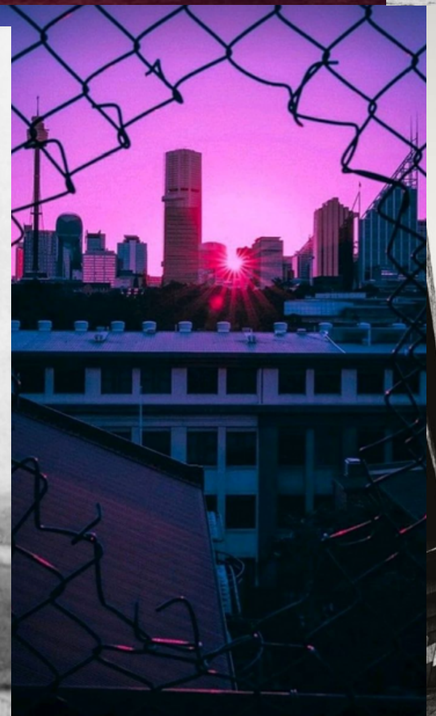








薬物
痛み





TRON
Dragon's Lair



KEYWORDS

< MOODY

< NOSTALGIC

< MELODIC

< DREAMY

< URBAN

BRAND AND ICONOGRAPHY

< IN A WORLD SO GREY THE ONLY CHANCE OF SURVIVING IS WEARING THOSE ROSE-TINTED GLASSES

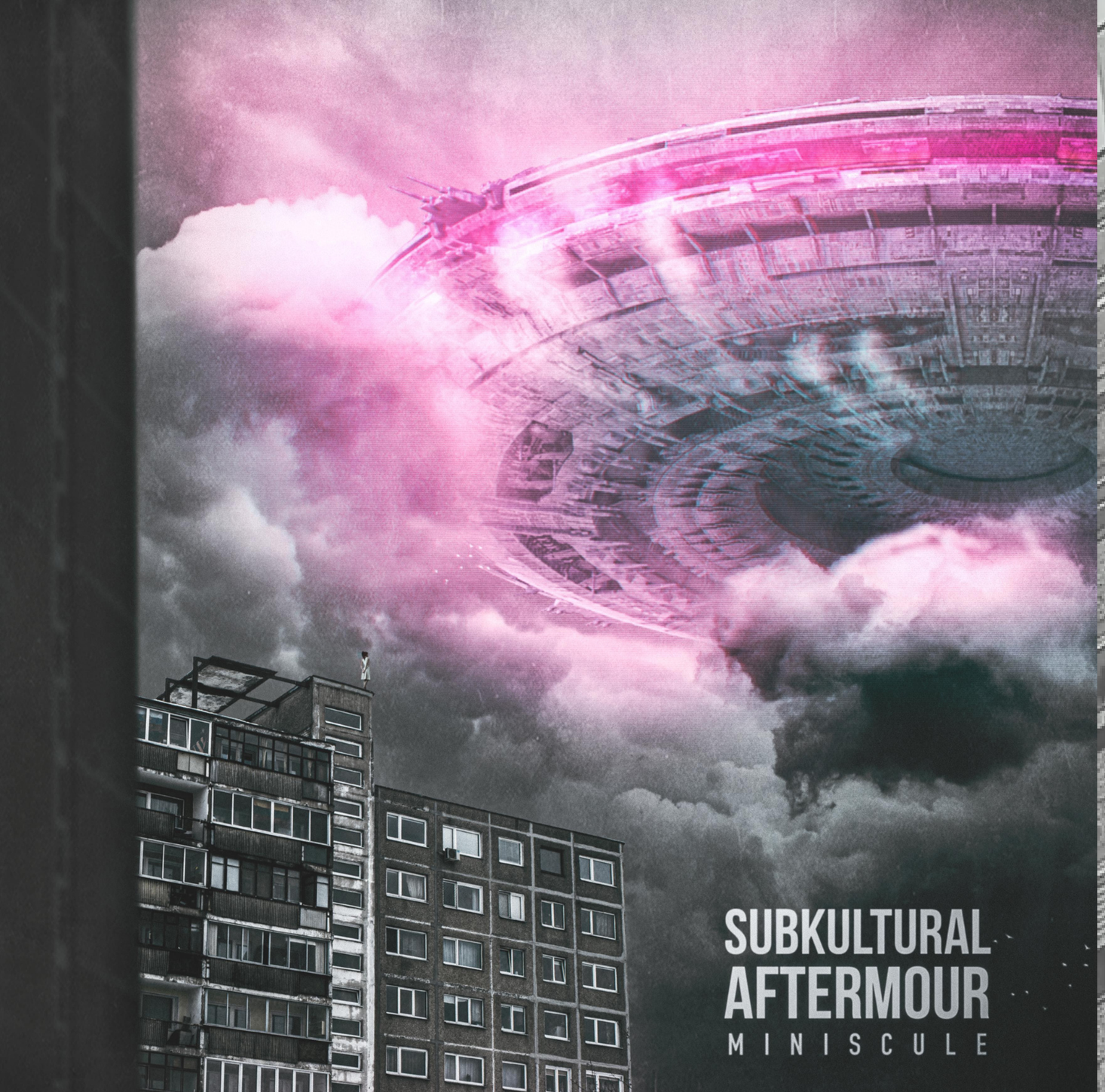
< IN THIS WORLD OF CONCRETE IT'S OKAY TO FEEL SMALL

< COME BACK WHERE YOU'VE NEVER BEEN

< PRESS ENTER TO CONTINUE







FEELING SO MINISCULE BUT BIG ENOUGH FOR A PARTY

YEARS HAVE PASSED AND THE AIR TASTES DIFFERENT... AND IT'S SCARY. IN THIS DREARY WORLD FILLED WITH GLOOM, WE NEED TO PUT ON OUR ROSE-TINTED GLASSES TO ESCAPE AND TO SURVIVE. WHEN LIFE GETS AS COLD AS CONCRETE - WE DESERVE THOSE JOYFUL MOMENTS WHERE WE CAN CELEBRATE OURSELVES. WHEN THAT BIG MEAN FLYING SAUCER EVENTUALLY COMES FOR US - WE WILL ALL BE INSIGNIFICANT AND MINISCULE. AND BEFORE THE WORLD ENDS... WE ALL SHOULD PARTY.



TARGET AUDIENCE

FOR FANS OF:

< SYNTHWAVE

< DARK WAVE

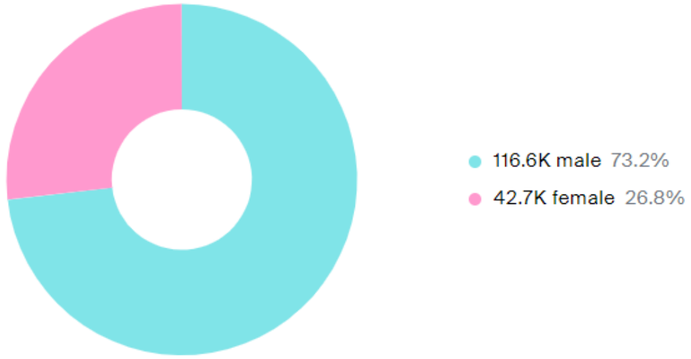
< SYNTH POP

< INDIE POP

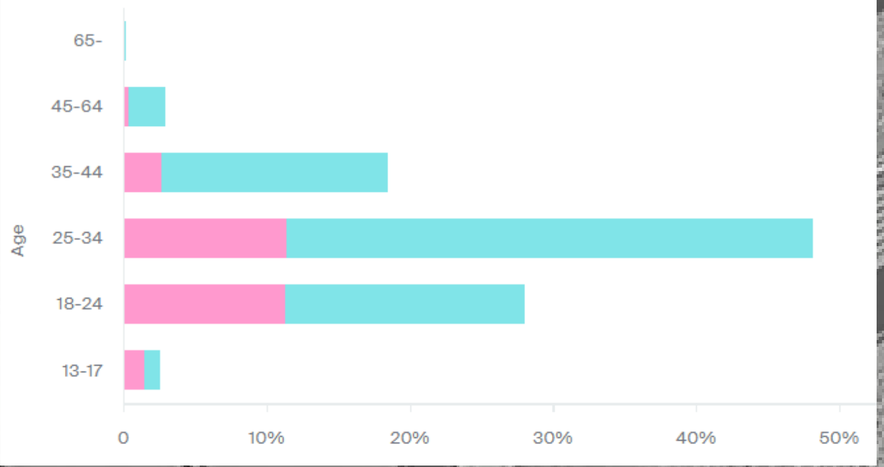
< ALT POP


The Midnight

Gender



Age & Gender



Rank	Country	Overall Audience
1	USA	47.56%
2	GBR	8.56%
3	IND	4.99%
4	CAN	4.28%
5	BRA	4.16%
6	DEU	3.92%
7	MEX	3.57%
8	FRA	3.33%
9	AUS	3.21%
10	RUS	3.09%


Grimes

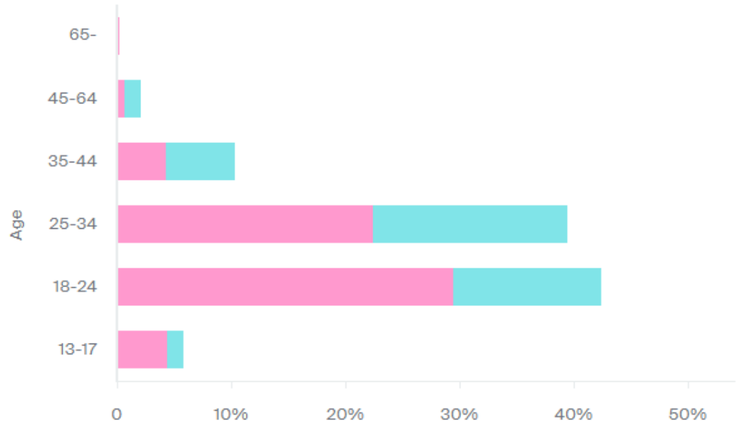
Gender



1.6M female 61.0%

1.1M male 39.0%

Age & Gender



Rank	Country	Overall audience	
1	USA	47.29%	1M
2	GBR	10.53%	231.6K
3	MEX	7.34%	161.5K
4	BRA	7.15%	157.2K
5	CAN	5.74%	126.3K
6	AUS	4.88%	107.2K
7	RUS	3.26%	71.7K
8	ITA	2.04%	44.8K
9	CHL	1.93%	42.4K
10	ARG	1.75%	38.4K

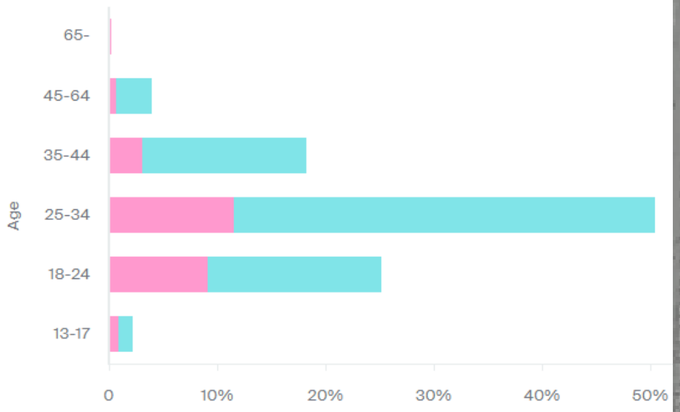

kavinsky
kavinsky
kavinsky

Gender



102.8K male 75.1%
34.1K female 24.9%

Age & Gender



Rank	Country	Overall audience	
1	FRA	31.57%	35.5K
2	USA	24.67%	27.8K
3	MEX	6.84%	7.7K
4	GBR	5.94%	6.7K
5	ITA	5.73%	6.5K
6	ESP	3.86%	4.3K
7	RUS	3.59%	4K
8	CAN	3.44%	3.9K
9	BRA	3.10%	3.5K
10	DEU	2.95%	3.3K


Ladyhawke

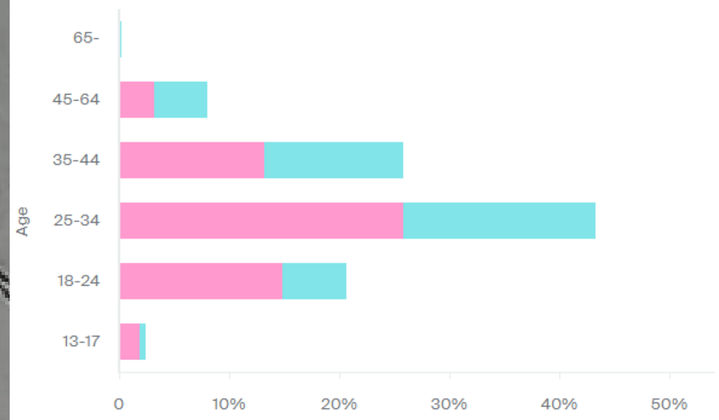
Gender



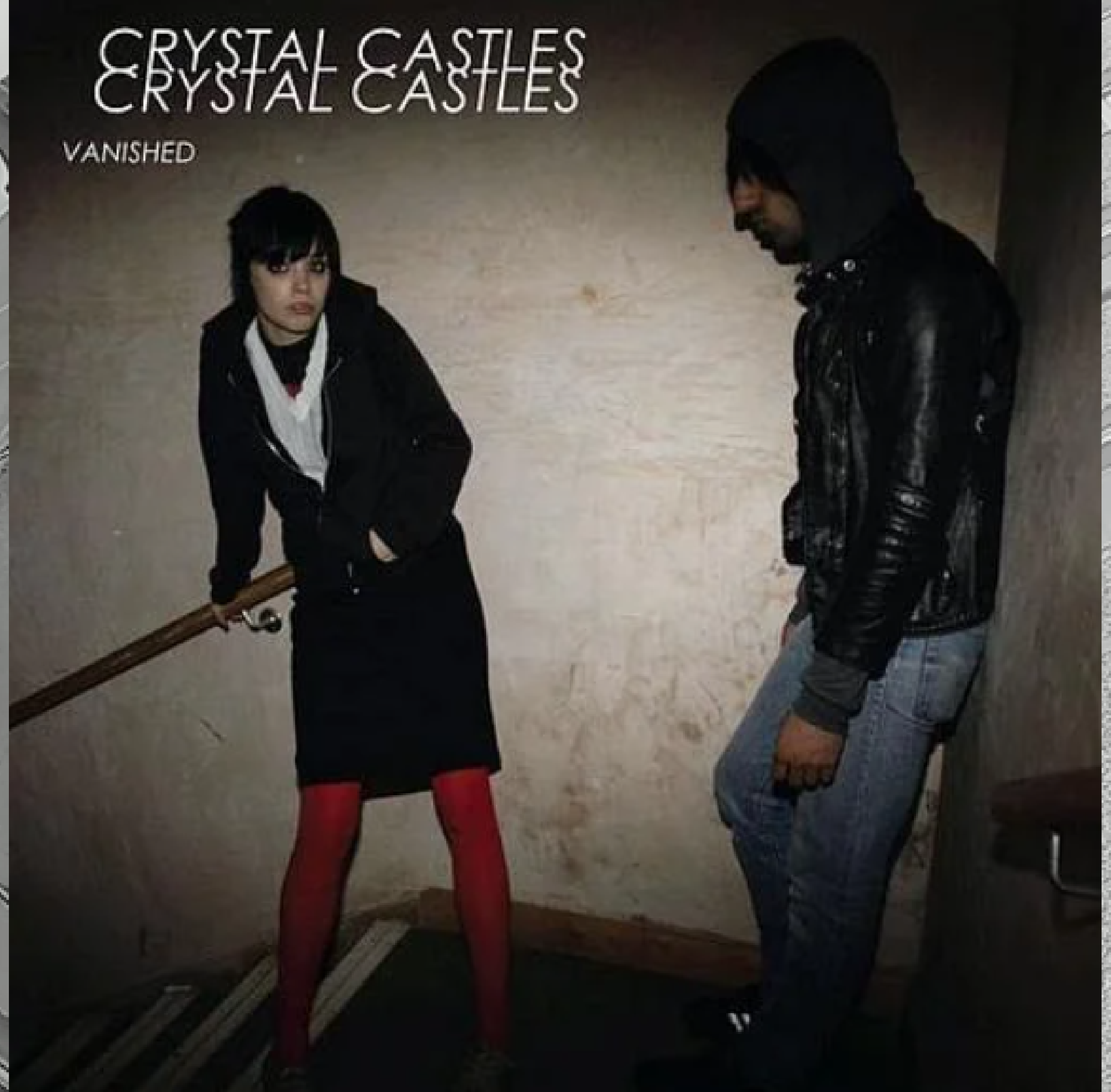
15.1K female 58.5%

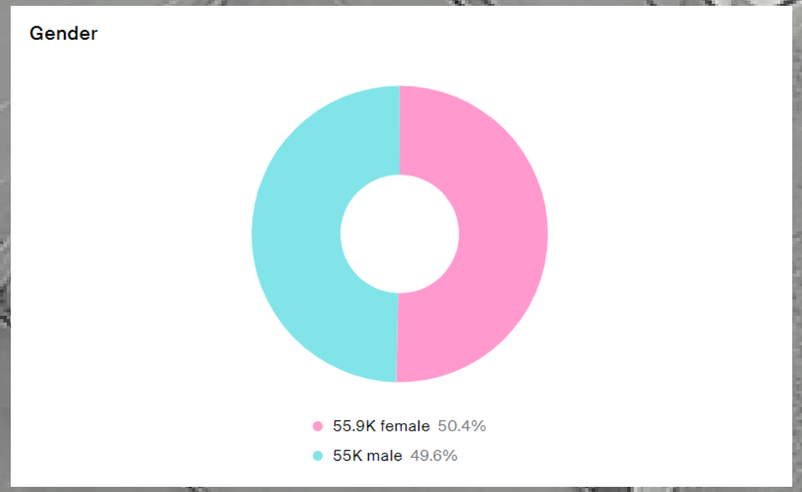
10.7K male 41.5%

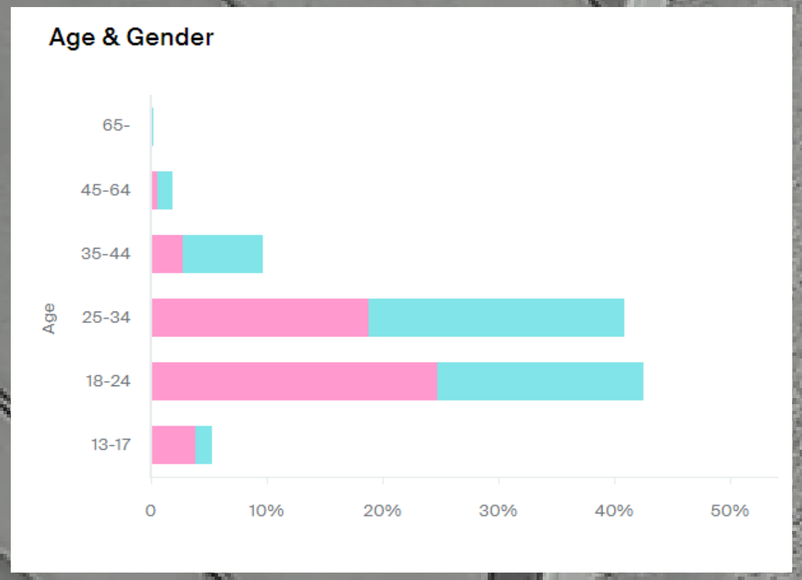
Age & Gender



Rank	Country	Overall audience	
1	USA	26.55%	5.9K
2	GBR	20.61%	4.6K
3	NZL	20.03%	4.5K
4	AUS	18.46%	4.1K
5	MEX	3.27%	729
6	CAN	2.73%	610
7	BRA	2.56%	571
8	DEU	1.73%	386
9	FRA	1.42%	316
10	ITA	1.34%	298


CRYSTAL CASTLES
CRYSTAL CASTLES
VANISHED





Rank	Country	Overall audience	
1	USA	32.81%	31.6K
2	MEX	16.61%	16K
3	BRA	6.78%	6.5K
4	RUS	5.87%	5.6K
5	CHL	5.01%	4.8K
6	GBR	4.58%	4.4K
7	ITA	3.94%	3.8K
8	FRA	2.97%	2.9K
9	POL	2.74%	2.6K
10	COL	2.72%	2.6K

TARGET AUDIENCE

< MALE 25-34

< FEMALE 20-34

< UK, USA

< NERDY, ALTERNATIVE, MOODY



KAVINSKY ✨

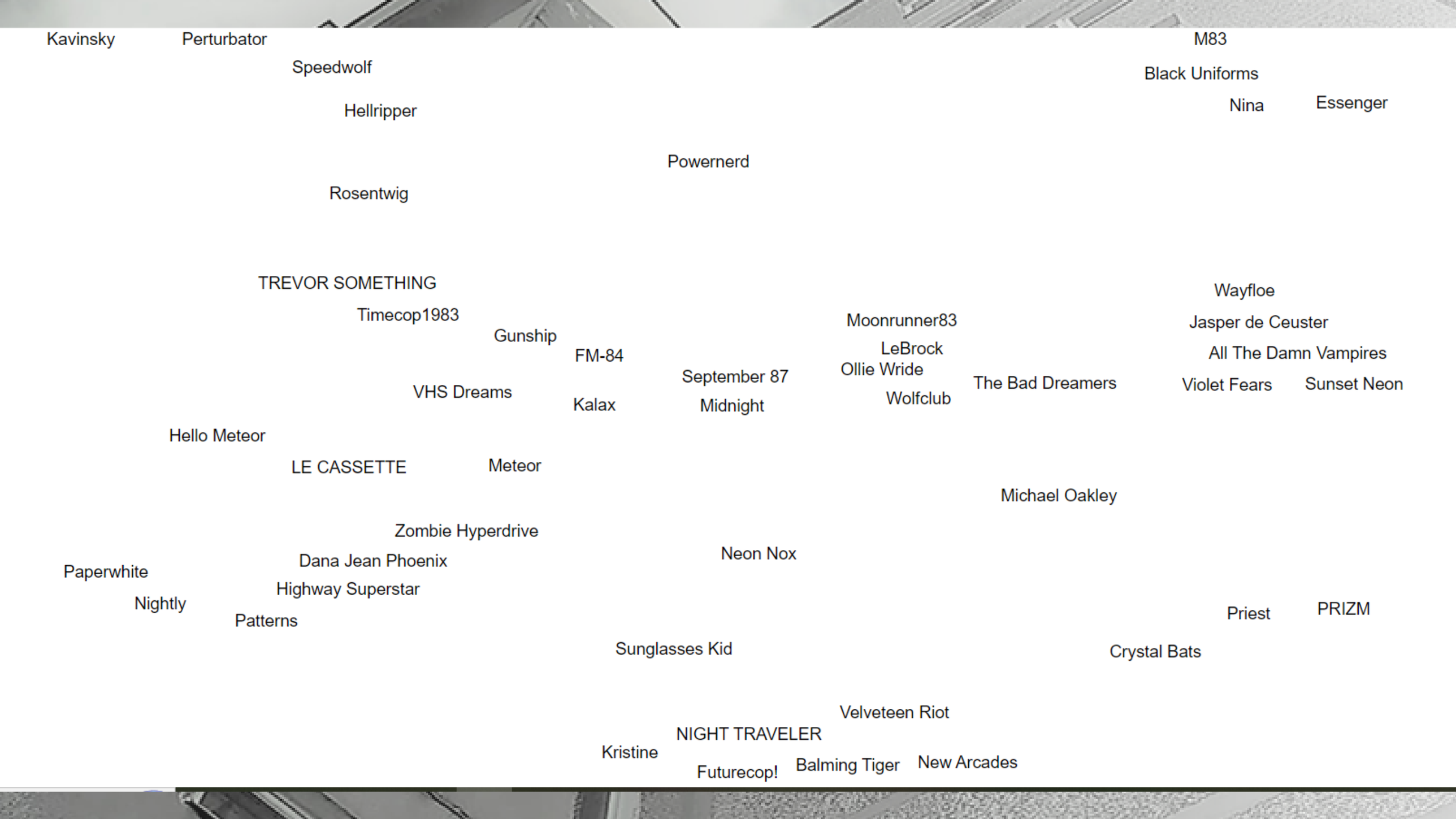
@iamKAVINSKY

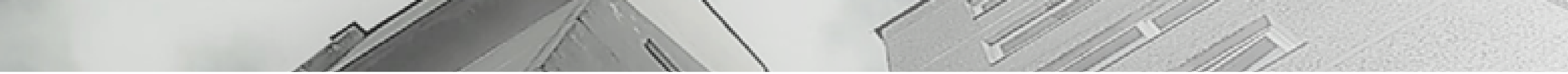
And please, f🥳k that « synthwave » stuff as u name it.

Peace out 🤘✨

Översätt från engelska

2018-02-18 04:46


Kavinsky
Perturbator
Speedwolf
Hellripper
Rosentwig
Powernerd
M83
Black Uniforms
Nina
Essenger
TREVOR SOMETHING
Timecop1983
Gunship
FM-84
VHS Dreams
Kalax
September 87
Midnight
Moonrunner83
LeBrock
Ollie Wride
Wolfclub
The Bad Dreamers
Wayfloe
Jasper de Ceuster
All The Damn Vampires
Violet Fears
Sunset Neon
Hello Meteor
LE CASSETTE
Meteor
Michael Oakley
Zombie Hyperdrive
Neon Nox
Dana Jean Phoenix
Paperwhite
Highway Superstar
Nightly
Patterns
Priest
PRIZM
Sunglasses Kid
Crystal Bats
Velveteen Riot
NIGHT TRAVELER
Kristine
Futurecop!
Balming Tiger
New Arcades



The Bloody Beetroots

Johnny Jewel

Yoshimoto

Survive

Desire

Goose

Electric Youth

Moroder

College & Electric Youth

Breakbot

Kavinsky & Lovefoxxx

Occams Laser

MSTRKRFT

Le Matos

Classixx

Cassian

Sebastian

The Egg

Night Runner

Boys Noize

Nightrunner

Scattle

Simian Mobile Disco

Mondotek

Kavinsky

Digitalism

Justice

Waveshaper

Danger

Justice vs. Simian

Miami Nights 1984

Fm Attack

Lazerpunk

Hotline Miami

Lazerhawk

Mitch Murder

Daniel Deluxe

Perturbator

El Tigr3

Rosentwig

Carpenter Brut

Dance with the Dead

Daft Punk

Data

M|O|O|N

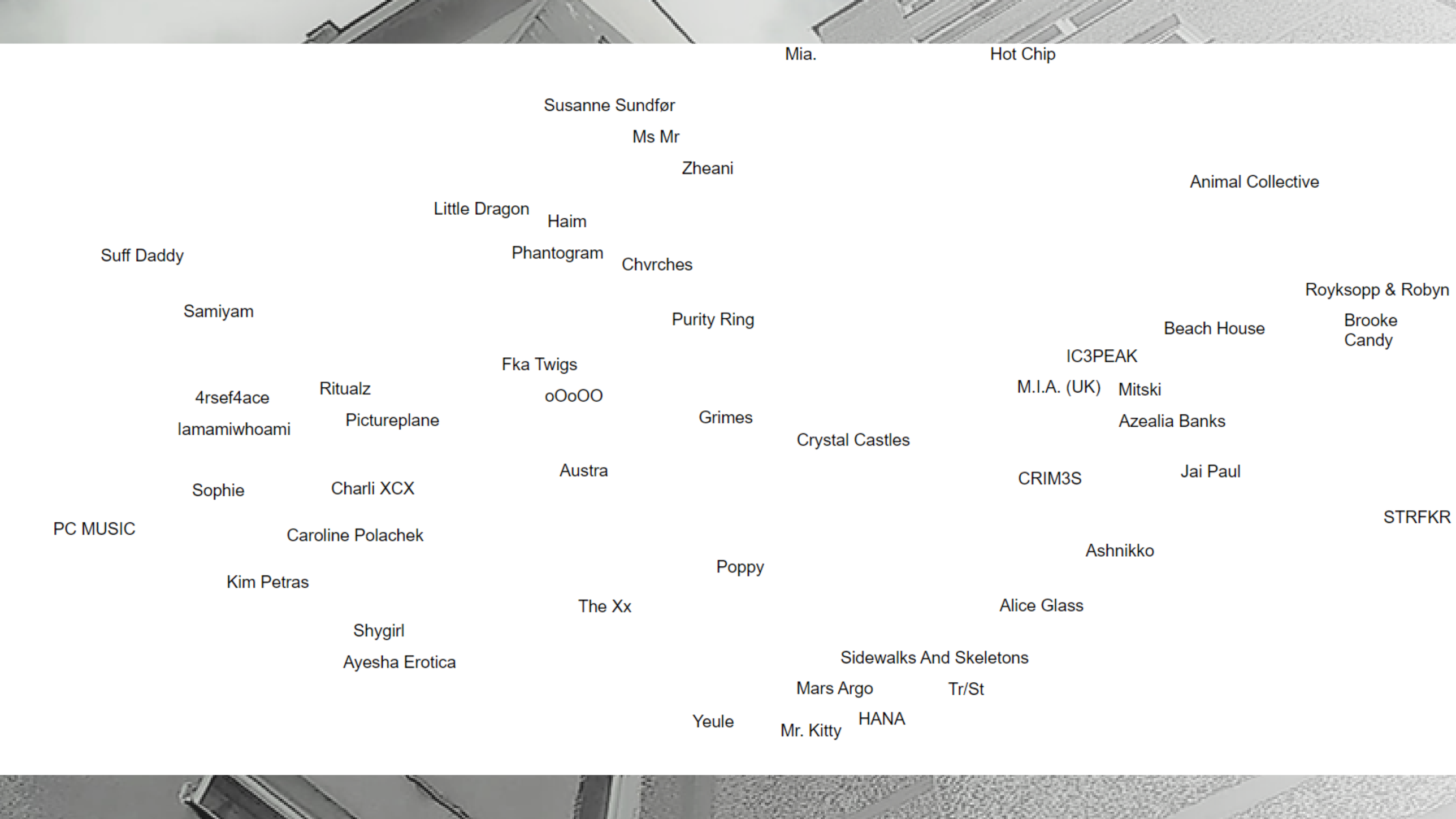
Gesaffelstein

Timecop1983

Simon Viklund

Moon




Mia.
Hot Chip
Susanne Sundfør
Ms Mr
Zheani
Animal Collective
Little Dragon
Haim
Suff Daddy
Phantogram
Chvrches
Royksopp & Robyn
Samiyam
Purity Ring
Beach House
Brooke Candy
IC3PEAK
Fka Twigs
M.I.A. (UK)
Mitski
Ritualz
4rsef4ace
oOoOO
Azealia Banks
Pictureplane
Grimes
Iamamiwhoami
Crystal Castles
Austra
CRIM3S
Jai Paul
Sophie
Charli XCX
STRFKR
PC MUSIC
Caroline Polachek
Ashnikko
Poppy
Kim Petras
The Xx
Alice Glass
Shygirl
Sidewalks And Skeletons
Ayesha Erotica
Mars Argo
Tr/St
HANA
Yeule
Mr. Kitty

SOCIAL STRATEGY



subkultural Edit Profile

78 posts 553 followers 1,433 following

ieva al
Musician/band
☆ rock me like a synthesizer ☆
☆ **miniscule out oct 31st** ☆



aftermour Message

44 posts 1,011 followers 405 following

Aftermour
Musician/band
Dark Retrowave LT GB
www.aftermour.com

Verified Artist

Subkultural

0 monthly listeners

Verified Artist

Aftermour

365 monthly listeners

SOCIAL STRATEGY

< MUSIC VIDEO

< PROMO VIDEOS

< LYRIC VIDEO

< MORE CONSISTENT POSTING

< TIKTOK

< BLOG, PLAYLIST, INFLUENCER SUBMISSIONS


FEELING SO MINISCULE





BIG ENOUGH FOR A PARTY





PROMO 1



0:08 / 0:10

PROMO 2



0:08 / 0:09

PROMO 3



0:08 / 0:11


miniscule 5th ver.mp4
Press Esc to exit full screen
VIDEO
Activate Windows
Go to Settings to activate Windows.
0:44 / 3:54


daily playlists
SubmitHub
A&R FACTORY
WHERE ARTISTS GET DISCOVERED
SUBMISSIONS
PlaylistSearch.io
SYNCVAULT
Groover
MUSOSOUP



CAMPAIGN

< MINISCULE IS AN INTRODUCTIONARY SONG TO THE ARTIST:

< THE GOAL IS TO GAIN AN AUDIENCE FOR FUTURE RELEASES

< 'IDC' ATTITUDE



View Insights

Boost Post

Liked by **_space.general** and **75 others**

subkultural < don't make happy music, only melancholy
< presave miniscule or whatever



when u realise “miniscule” is actually spelled “minuscule”

but u already released the song looool

whoopsie do well whatever I guess ¯_(ツ)_/¯





View Insights

Boost Post

Liked by **conortaylor_music** and **18 others**

subkultural < 6 days till the release of miniscule
< pre-save link in bio or whatever

#newmusic #newartist #synthwave #synthpop

PROJECT MANAGEMENT

< THE RELEASE IS A SELF-MANAGED PROJECT

< ON A MINIMAL BUDGET

< AND LIMITED TIME

< AIMING TO GET MINIMUM 10K LISTENS ON SPOTIFY WITH THE HELP OF PLAYLISTS

BUDGET

< ARTWORK 70GBP

< LYRIC/MUSIC VIDEOS 0USD

< SUBMITHUB 50USD

< GROOVER 40EUR

< MUSOSOUP 24EUR

< PLAYLISTSEARCH.IO 19USD

< FB/IG BOOSTERS 100GBP

< TOTAL ~300GBP

ADVERTISEMENT

SBKLTRL

MINISCULE

31st October



Ft. aftermovr

< QR FLYERS
TO BE HANDED
OUT BEFORE
AND AFTER
RELEASE
OGBP

TIMELINE

2 WEEK CAMPAIGN

< 17TH OCT FIRST ANNOUNCEMENT.

< 25TH SECOND ANNOUNCEMENT

< 27TH THIRD ONE.

< 31TH HANDING OUT FLYERS AT A NETWORKING EVENT

< IN BETWEEN, POSTING PICTURES FROM SHOOTS AND A FEW TIKTOKS.

< 31ST OCT - RELEASE OF SONG, BOOSTED "OUT NOW" PROMOS

< 2ND NOV LYRIC VIDEO

< 4TH NOVEMBER MUSIC VIDEO

<1ST,3RD,5TH NOVEMBER WILL POST THE "FEELING SO MINISCULE BUT BIG ENOUGH FOR A PARTY" TIKTOKS

< FROM 2ND NOVEMBER, I WILL BE HANDING OUT FLYERS AT CAMPFIRE WITH A QR CODE LEADING TO A HYPER FOLLOW LINK.



SOURCES

< VIBERATE.COM

< MUSIC-MAP.COM