

Arlo Parks 3 Year Campaign

Will Richards • International Music Marketing -
Creativet Assignment - Portfolio

Overview of Arlo Parks Campaign

Brand Identity and Iconography

Band Narrative

Objectives

Media Assets

Social Media

Objectives

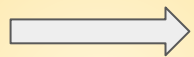
Release

Strategy

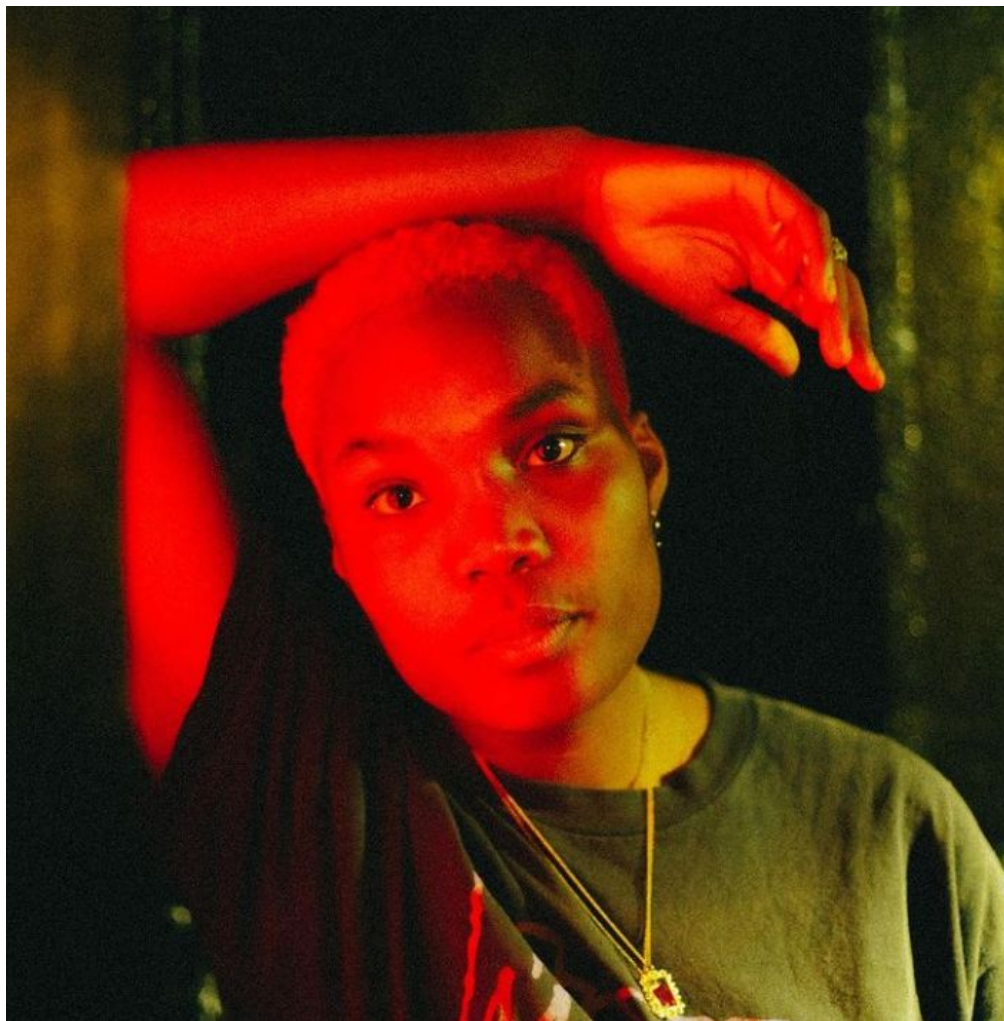
Physical Promotion

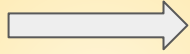
Project Timeline

Budget



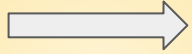
Arlo Parks





Background Info

- London based Indie singer songwriter#
- Released 1 album and a handful of singles/EPs
- Signed to transgressive
- Inspired by phoebe bridges, glass animals + radiohead
- Parks has been described as the “euphonious voice” of Generation Z **due to her use of use of pop cultural references and her ability to create immersive worlds with her lyrics**
- Brit award + mercury prize winner



Arlo Parks Narrative

- strong appeal to not only an Indie/R&B audience but also to the mainstream
- vast amount of fandom
- the nature of her music is universal
- Poetry in lyrics
- expressive lyricism has roots within her passion for poetry and the arts in general.

Physical Promotion (Touring + Live Events)





Iconography and Brand Guidelines



This campaign shall continue to use the same iconography of previous campaigns.

The font is 'Neue Kabel' and should be used only in White and Black when using the name of the band on posters/fliers/artwork etc.



This is the colour scheme that should be used throughout alongside the black and white colour scheme as above

All language should be colloquial and informal. It should appeal to younger demographics and represent a laid back and relaxed kind of feeling. It is okay to use slang and to not punctuate all sentences. If possible, try to get arlo to post herself on socials in their own words with the content given to them beforehand.

→ Overview
Current
Social
Media

Instagram

Followers: 230,836

Typical Engagement Rate is high

Typically posts about: **Tours, Featuring on podcasts, Radio play, BTS footage, music video promotion + poetry**

Infrequently they post content on their stories.

Typically she post about 4 times a week.

Facebook

Followers: **130,000**

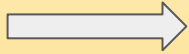
Typical engagement rate is high

Typically posts about 5 times a week

She posts about

promtotional content, Reposting content of other artists, magazine reviews from publications, radio play and playlist allocation. + tour

Typically posts about once a week.



Spotify

▶	Double Denim Hop	442,457	♥ 3:30	...
2	New Age Millennial Magic	36,262	♥ 3:40	
3	John Lennon Is My Jesus Christ	241,675	♥ 2:09	
4	Love Forever	218,391	♥ 3:16	
5	Hollywood Actors	111,347	♥ 4:33	
6	30,000 Megabucks	42,534	♥ 3:22	
7	Late Night City	138,808	♥ 3:28	
8	Stockholm City Rock	45,634	♥ 2:57	
9	What Is Hate?	12,944	♥ 3:32	
10	Double Denim Hop - Disco Version	28,666	♥ 6:20	

Arlo Parks has a lot of plays on her spotify.

Her lowest is 2 million and their highest is 35 million

Arlo Parks currently have over 2 mill followers on Spotify

They currently have 300,000

The majority of their listeners come from the UK cities + US

Competitor Analysis - Spotify + Social Media

Pip millett

Spotify Top 5 Songs Plays:
9,328,110

244,577 Monthly Spotify
Listeners

54,091 Spotify Followers

Popular in UK Cities such
as: London, Birmingham,
Bristol, Manchester and
Intl. in Dublin.

IG Followers: **40,551**

YouTube Subscribers:
9,930

FB: **19,120**

Twitter: **11,850**

Deezer: **1,205**

Biig Piig

Spotify Top 5 Songs Plays:
5,829,706

107,909 Monthly Spotify
Listeners

31,579 Spotify Followers

Popular in UK cities such
as: London, Birmingham,
Bristol, Manchester and
Intl. in Melbourne.

IG Followers: **15,532**

YouTube Subscribers:
3,410

FB: **13,229**

Twitter: 10,221

Deezer: **890**

Joy Crookes

Spotify Top 5 Songs Plays:
4,873,482

139,607 Monthly Spotify
Listeners

16,773 Spotify Followers

Popular in UK cities such as:
London, Bristol, Birmingham
and intl. Sydney and Dublin

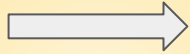
IG Followers: **11,232**

YouTube Subscribers: **3,700**

FB: **5,827**

Twitter: **3,093**

Deezer: 437



SMART Objective #1

S - solidify and expand Arlo Parks' brand awareness amongst the younger target audience within the UK mainstream

M - to push out content across numerous platforms that are popular amongst the younger target audience, namely TikTok and Twitch

A - objective of this campaign will be to regularly push out content across TikTok, whilst also utilising influencers on the platform and AR filters

R - Increase the number of followers by 5% across all socials.

T - By the end of the campaign (August 2024)

SMART Objective #2

S - achieve Arlo Parks' first number one album

M - PR and digital marketing and not through a live campaign due to the pandemic.

A - embark on a extensive UK/EU and US tour

R - Increase the percentage share of older demographics for ticket sales and followers on socials by 5-10%.

T - By the end of the first year of the campaign (August 2022)



SMART Objective #3

S - to expand her fanbase and increase brand awareness amongst an older demographic within the UK mainstream

M - engage an older demographic of 25-45 year olds. This shall be achieved by utilising D2C during the third year with special edition vinyl releases, an expansive UK tour and utilising live assets such as TV appearances on Jools Holland, The Jonathan Ross Show and Graham Norton

A - We feel that this campaign will also be strongly suited to sync campaigns and we should investigate potential TV and film placement opportunities

R - Utilise PR + Promo team within Transgressive

T - By the end of the campaign (Aug 2022)

Target
Demographic

Audience 1 - 16/24 year olds

Demographics:

- Age: 16-24
- UK based - London, Bristol, Birmingham, Brighton, Manchester.
- Men and Women
- Black + Caucasian
- Skilled working class to middle class
- Students and White collar workers.
- Single

Psychographics:

- Fans of Indie/Alternative rock
- Interests: guitars, alternative fashion brands such as Carhartt, Urban Outfitters, Dickies, Doc Martens. Festivals + Gigs
- Experience over ownership of items
- Vintage clothes shopping
- Festivals
- Young, carefree, 'outside of the system'
- Poetry
- Interests in 'geeky' items, music trends, comic books
- Use Spotify, Apple Music, YouTube Music and Deezer, Listens to 6music, Radio X/
- Open minded
- Extroverted
- Frequent users of IG, Facebook, TikTok, Twitter

Audience 2 - 25/40

Demographics:

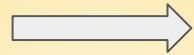
- Age: 25-40
- UK based - London, Bristol, Birmingham, Brighton, Manchester.
- Typically men + women
- Typically caucasian + black
- Skilled working class to middle class
- White collar workers, Managers.
- Married

Psychographics:

- Interest in going to gigs
- 6 music
- Radio
- Trendy older generation
- Use Spotify and Apple Music
- Listens to 6music, Radio X/
- Centre-left politically
- Extroverted
- Typically uses Facebook and Twitter.

Media Assets



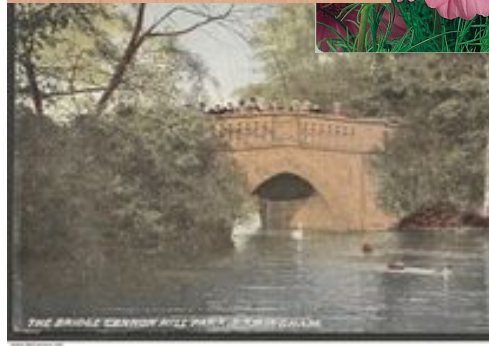
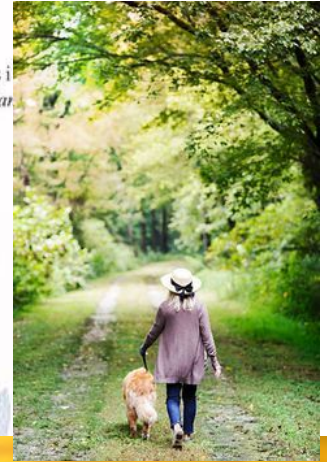


Mood Board:



*this is the recipe of life
said my mother
as she held me in her arms as i
think of those flowers you plant
in the garden each year
they will teach you
that people too
must wilt
fall
root
rise
in order to bloom*

- rupi kaur



Social Media Strategy





Release Strategy - Organic Content for Social Media

Instagram

Type of content:

- Reels
- Carousel
- Feed Posts
- Guides
- Videos

Ideas for content:

- Promotional Video content (pre-launch)
- BTS Footage
- Ones to watch
- Crystal Ball (here's what I think will happen)
- Funny video content (hand held footage)
- 'What is your party trick'

Facebook

Type of content:

- Video footage
- Stills
- Links to reviews from publications
- Promotional links (Tickets etc)

Ideas for content:

- Promotional Video content (pre-launch)
- BTS Footage
- Video footage of live sets

TikTok

Type of content:

- 15 to 1 minute videos that stop the thumb, are fun and lighthearted content.

Ideas for content:

- What is your party trick
- Crystall Ball
- Latest trends (dependent on the week)
- Jump cut scene (before and after videos)
- 3,5,7,10 videos



Release Strategy -Social Media

Twitter

Type of content:

- Twitter is used primarily for the spread of information and for delivering news about the band.
- This is also a good platform for community engagement and projecting the 'fun' laid back element of the Arlo.

Ideas for content:

- Video footage
- BTS
- Gif
- Promotion codes
- Pre-sale information
- Announcements

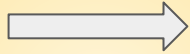
YouTube

Type of content:

- Short form video content that engages younger demographics
- Video announcements, funny viral videos.

Ideas for content:

- BTS footage
- Guitar tutorials
- Interviews with other bands whilst at festivals
- Promotional activity concerning the single release



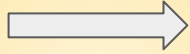
Release Strategy: Social Media

Social Media will also heavily feature on this campaign. This will be used in order to maximise the awareness amongst Audience 1 (younger demographics). This campaign aim to construct a clear and defined social strategy which segments where and how we communicate with each of our audiences, engage them, sell to them and grow followings across the focus channels.

Posting to social media shall commence on the week beginning April 8th. This will continue through to the release date and the ten following weeks after.

The following platforms will be the main focus of the campaign. The name in the brackets refers to the audience that will be targeted on each given platform:

- **Instagram (1+2)**
- **Facebook (1+2)**
- **Twitter (1+2)**
- **TikTok (1)**
- **YouTube (1)**

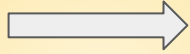


Release Strategy -Social Media Paid Ads

- Some content from across all social media platforms can be repurposed for paid social ads.
- These ads will typically be reels, carousel or video content that is engaging and has received a high engagement rate organically.
- All content will be A/B tested.
- An average of £10-20 per day shall be used on Facebook and Instagram ads.

Facebook + Instagram Ads

- Facebook and Instagram shall be used to target both demographics. Facebook primarily will be used for the older demographic as this is the platform that the target audience typically uses.
- Targeting will include:
 - **Geographical location (UK + Ireland)**
 - **People that have viewed Arlo Parks on Facebook or IG before,**
 - **People that have bought something from the website before** (this will require a pixel)
 - **Lookalike Ads**
 - **Fans of venues being visited on the UK Club Tour**
 - **Fans of similar artists. Fans of artists/bands.**



Necessary Assets
for Social Media

The following are all needed for Social Media over the entire campaign:

- Facebook banner
- IG Feed Artwork Format
- IG Story Artwork Format
- Artwork FB (Regular 1:1 version)
- Artwork Twitter (Regular)
- YouTube Banner
- Twitter Banner
- 15 second teaser video IG feed format
- 15 sec teaser Video IG story format
- Lyrics video for FB

**ARLO
PARKS**

Release Strategy and Tactics



Album / Singles

- Park's latest album will feature a range of distinctive genres, with each song touching upon a particular theme/genre that has inspired Parks.
- These genres shall include but is not exclusive to: Indie, Folk, R&B, Pop, Hip-Hop and Disco
- Four singles will be released periodically over the first year of the album campaign
- The album will also then be remixed by a prominent artist from each genre selected. For example, the Grime inspired song will be remixed by Giggs and he will serve as a feature on it. This shall be released in the third year.



Playlist Targeting

With the release of her new album, Arlo Parks will aim to target these particular playlists for placement:

Playlist #1:
All New Indie on Spotify

1,114,760 Follows on Spotify

“The best new tracks every week”

Possible curator:
Lucy Blair
“Artist & Label Partnerships at Spotify UK”

Possible ways of contacting:
Involved in Electronic working group songwriting camp.
OR
Follows Point Blank Music School on LinkedIn - possible connection there

Playlist Target #2:
Hot New Bands
Spotify

52,137 follows on Spotify

“The freshest sounds from the underground”

Possible curator:
Shannon Carragher
“Editor - Indie, Rock & Alternative”

Possible ways of contacting:
Is a fan of ‘Girls that Gig’ on LinkedIn. I am in contact with this group through my job.

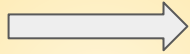
Playlist Target #3:
Hot New Hits
Spotify

144,007 follows on Spotify

“The UK’s biggest rock Playlist”

Possible curator:
Sara Sesardic
“Senior Music Editor - ‘Playlist Curator’

Possible ways of contacting:
Has an open Instagram account and is followed by some mutual friends - easy to contact



Radio Targeting

With the release of her new album Arlo Parks will aim to target these particular Radio Stations:

Arlo Parks will also make use of a **Hart Media** for National and Regional Radio play.:

National:

Radio 1 (Greg James

Radio 2)

Radio 6Music (Steve Lamacq Drive Time Show)

Radio X (John Kennedy X-Posure)

Planet Rock

Kerrang Radio

Amazing Radio

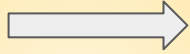
Regional:

Regional BBC shows

SamFM

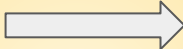
JackFM

Rock FM



Release Strategy:
Personalised Poems

- Personalised poems written by Arlo Parks will be given in D2C HMV vinyl.
- Each poem will be individually handrittn by Parks herself and have some relevance to the tracks recorded.



Release Strategy: Pop Up Shops

- Pop up shops will be set up in cities and will follow Parks as she embarks on her UK/US/Australian tour

Day 1

- The location of the pop up shop shall be kept secret until 48 hours before the launch of the shop in each city location.
- Customers who are signed up to Arlo Parks' newsletter, purchased merchandise/the single or a ticket for the gig shall be given the location 24 hours before everyone else.
- The location shall also be available to find in a 'treasure hunt' esque experience. If you scan a QR code that features on the tour posters then you shall be taken to a website that features coordinates. These will need to be inputted into maps to find the location of the pop up shop.

Day 2

- The location of the pop up shop shall be tweeted/posted to socials for the **Second day** with a picture showing them waving with captions such as 'guess where we are, come find us' etc.

Listening Parties in Art Galleries

- Listening parties are going to occur in September 2022
- Arlo will attend one based in London
- These will occur in art galleries around the UK at 6pm.
- Exclusive prints will be available to purchase at these events alongside re-issues of her 1st album.
- A meet and greet will also take place
- This event shall be ticketed based on a raffle on [Arlo Parks.com](https://ArloParks.com)

Brand
Partnership w.
The Tate

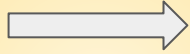
- A brand partnership will be struck with the Tate Gallery in London
- The Tate will hire numerous artists that feature in the gallery to design a tour poster for each stop off in the tour
- The tour posters will each reflect something unique about each city.
- For example, Nottingham shall feature a 'Robin Hood' themed tour poster and shall also align with the themes presented earlier.
- These shall be sold exclusively at each tour. Any of the leftover shall be sold D2C from ArloParks.com

Brand
Partnership w.
Womens Aid +
Create

- A brand partnership will be struck with Womens Aid and Create - two charities close to Arlo Parks' personality
- A certain percentage of each ticket will go towards these charities from Arlo's cd and live tour
- A certain percentage of tickets will be allocated to people that apply to these charities
-

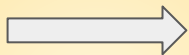
Wavelength Prints

- Special edition wavelength prints shall be available to buy in a deluxe vinyl boxset alongside the release of the remixed album in the third year.
- These shall feature different framed linographs of Park's songs from her second album
- These shall be extremely limited edition and marketed as 'exclusive' and 'one of a kind' items.



Music Video

- The music video will feature an array of collaborations with current artists.
- There will be 4 music videos made, one for each single on the campaign
- The four music videos will have a continuous storyline throughout them, focusing on Arlo as the main protagonist
- The four music videos will focus on a particular time in arlo's life when she first discovered that particular genre. For example, the first single will focus on her early years of R&B and will feature Mary Jane Blige as a feature on it.
- The music videos will be filmed with cameras from that particular time in her life. For example. The first shall be filmed entirely on on a camcorder from the mid 1990s. The second video shall be shot in a slightly better quality, and so on and so forth,

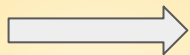


Release Strategy - EPK

In order to maximise the chances of getting picked up by both radio and playlists, alongside securing traction and publicity from publications, ticket agencies and venues, assets and materials shall be sent out ten weeks prior to each relevant release date. Pitching to streaming platforms should be done 2 weeks in advance of the song being released.

EPK's should feature the following:

- The single
- Link to a pre-save
- Relevant media
- One Sheet
- Background information
- Tour dates
- achievements
- Single Artwork
- Links to socials
- Contact details



Album Artwork

**ARLO
PARKS**

**LOST
IN
TRANSLATION**



Physical Release

The single itself shall be released in three different formats:

CD

Vinyl

Tape

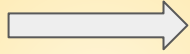
CD Boxset - featuring artcards/exclusive artworks by Arlo herself

CD Deluxe - extended plays of songs

Vinyl Boxset = featuring artcards/exclusive artwork by Arlo herself

The tape/Vinyl boxset are limited edition. A special edition coloured vinyl will be available exclusively to HMV as a D2C item

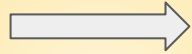
All three versions of the single will be released by Universal Music's Caroline International, as per every release on Communion Records



Release Assets

The following are all needed for the release:

- Licensing Deal
- Press Photos
- Biography
- One Sheet
- Mastered WAV version
- Mastered MP3
- Artwork
- Download/Streaming Link
- Music Video
- Lyrics Video
- Teaser Pack Shot Video
- Teaser Of Music Video



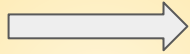
Promotion - Publications

A number of music blogs will be used as platforms to to promote the upcoming release. The **publicist** at Transgressive **Sam Williams** will organise all of these.

The following are Indie/Alt/Rock publications that will be hugely beneficial for our younger target audience.

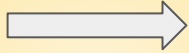
- **NME** (*Music Video + Tour*)
- **Dork** (*Coming out of lockdown, collaboration with The Tate*)
- **So Young** (
- **DIY**
- **Consequence of Sound** (
- **Clash** (
- **So Young**

In addition to the above publications Transgressive will also host an exclusive Showcase at the Old Operating Theatre Museum for streaming partners/retail/prominent journalists.



Promotion - Publications

There will be a 6 page interview spread in the Daily Telegraph and The Guardian's Observer through the campaign. Parks will also appear on the front cover of Music Week magazine when the album drops.



Advertisement Outdoor

The campaign will include uses of outdoor advertising in prominent areas around the cities that are scheduled on the UK Tour. These cities are also areas with large student population.

Fliers will be put up in locations such as:

Shoreditch - London

Brixton - London

Roath - Cardiff

Northern Quarter - Manchester

Wavertree - Liverpool

Sandyford - Newcastle

Bristol - Stokes Croft

Ecclesall Road - Sheffield

Similar posters will appear in prominent US/Australian cities when Arlo embarks on her tour there.

Posters will also be shown prominently in all the venues mentioned on the tour alongside prominent vinyl shops such as Rough Trade East + Bristol, Piccadilly Records, Jumbo Records

This campaign shall also feature billboards in the cities that Arlo is playing in

Physical Promotion (Touring + Live Events)



→
Physical
Promotion



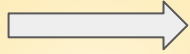
Arlo Parks will embark on a 12 date tour of the UK in support of her new album

Parks will also embark on a US tour in 2023

Parks will also embark on an Australian tour in late 2023/2024

The arenas that parks will play in will include:

- Motorpoint Nottingham
- Motorpoint Cardiff
- SSE Wembley
- Manchester Arena
- Brisbane Entertainment Centre
- Sydney Qudos Bank Arena
- Melbourne Rod Laver Arena



Live Tour Assets

The following will be required for all of the live touring elements of the campaign:

- Photos of the live events
- Footage of the live events for promoters
- Physical gig posters
- Physical gig flyers
- Digital gig posters
- Digital gig flyers

Project Timeline



Project Timeline 2022 - 2024

<https://docs.google.com/document/d/15YR6Kwp2GyVyMRkBnBUjgpNmKPHK4S2ujah8LBeozFU/edit?usp=sharing>

Budget



Budget
Jan 22 - July 23rd

[https://docs.google.com/spreadsheets/d/1dtSO
SO_dsnxWZmNDuJal9N3qnYeJdzMKVMFqHtdqT
9U/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1dtSO
SO_dsnxWZmNDuJal9N3qnYeJdzMKVMFqHtdqT
9U/edit?usp=sharing)

Sources:

Spotify.com
Soundcharts.com •
Chartmetric.com •
Deezer.com •
Pinterest.com

<https://www.tate.org.uk/>

<https://www.arloparksofficial.com/>

<https://www.google.com/search?q=tate&oq=tate+&aqs=chrome..69i57j0j7&sourceid=chrome&ie=UTF-8>

<https://www.customplanet.co.uk/screen-printing-i32> •

<https://99designs.co.uk/blog/logo-branding/logo-designcost/#:~:text=The%20cost%20of%20a%20logo,the%20quality%20and%20who%20created.>

<https://www.filmteam.co.uk/the-average-cost-of-videoproduction/> •

<https://realbusiness.co.uk/how-much-should-you-pay-a-marketing-consultant/> •

<https://www.eventbrite.co.uk/blog/much-really-cost-runevent-ds00/> •

<https://prism.fm/blog/insights/concert-cost-breakdown-where-promoters-are-spending/>