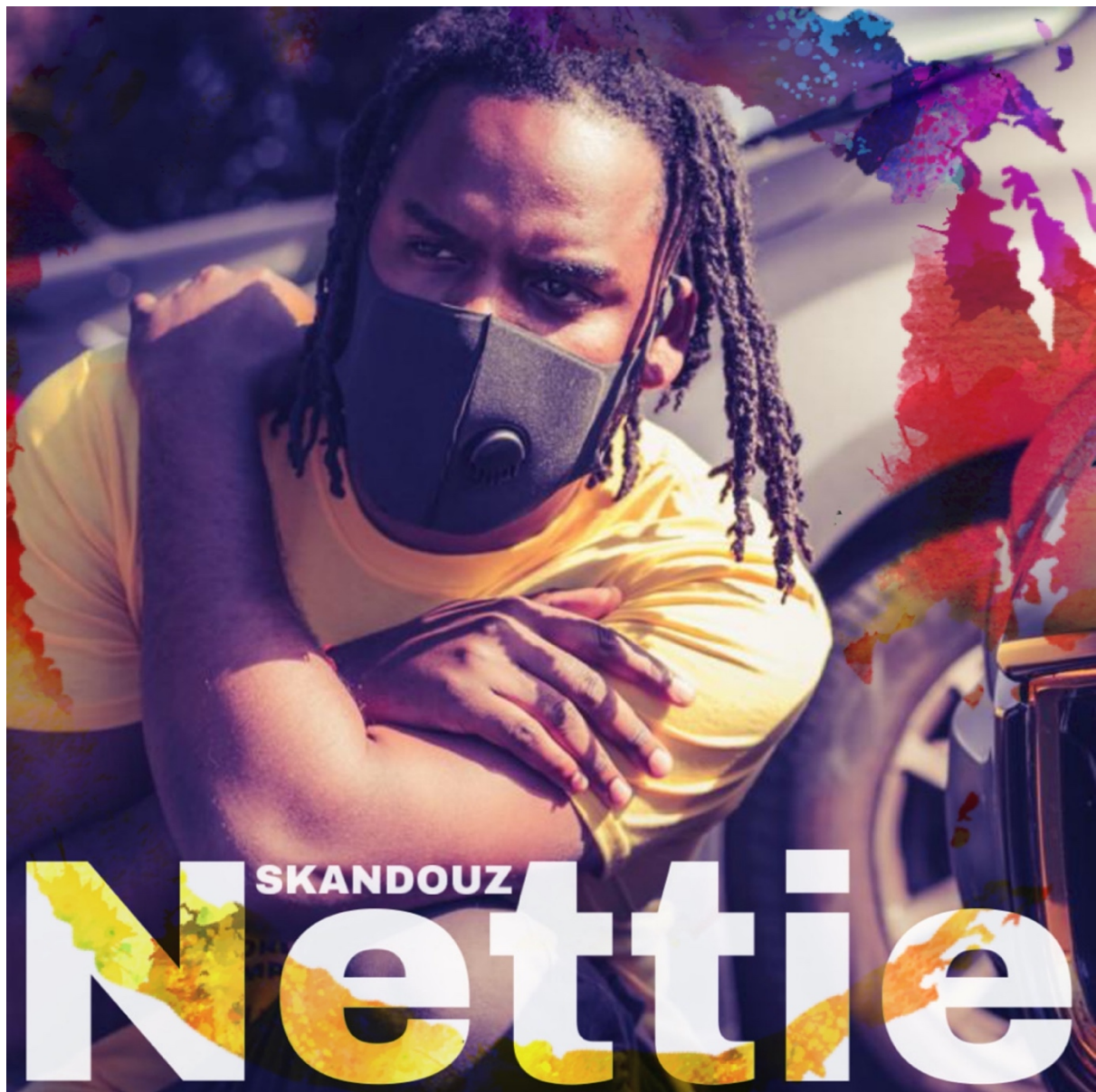


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Entertainment Marketing Report



Introduction

This report will comprise of a marketing strategy, marketing budget, marketing timeline, marketing project plan and marketing asset deliverables for the release of an original artist's album, single, national and international promotion.

This report won't include a strategy for a UK / European live promotional tour as realistically this can't happen right now due to the global pandemic.

In this report I will explore various ways to market an album during a global pandemic as well as look at how some other artists are navigating around the current challenges of not being able to promote and market their music without live shows or even full music video productions due to the restraints of social distancing.

I will also develop and present detailed, innovative and sustainable professional strategies and best practice for the exploitation of music and media intellectual property and skills.

"Labels still want to release full-length albums because they can maximise their marketing efforts around a album campaign versus a bunch of smaller single campaigns"
Harrison, A (ed.) (2017)

Thursday 9th July 2020 Hip Hop Artist SKANDOUZ is set to release his debut album Nettie via all streaming platforms on the independent UK Hip Hop label Club FRSHRZ via Believe digital.

SKANDOUZ is a student of the game so his artistry always pays tribute to the greats that came before him, whether in quoting lines in his verses or the musical choices for his projects. There is great thought and strategy in every song and a stickler for detail and cohesive progression in a song, EP, album or promotional campaign. He is both lyrical and harmonic in delivery blending genres seamlessly and interchangeably

As an MC there is great lyricism, energy and purpose in each verse. Comparisons to Talib, Guru, Black Twang and Sticman for content come to mind. He is able to adapt to tempos and rhythms but really sits comfortable in live jazz settings, almost spoken word

So, when it comes to marketing this unique artist during a pandemic. One of SKANDOUZ's key strengths is his live performance with him previously and with all live music venues closed until further notice we need to look at creative and innovative ways to market this album release.

Marketing Timeline for Nettie LP

The tease (Builds anticipation to a determined impact point) Friday 19th June 2020

CTA (Call to Action) Pre-order & Pre-save

Artwork Reveal -Friday 26th June 2020

Track list reveal -Friday 3rd July 2020

Blogs/online media need exclusive content to distinguish itself from the competition

Radio - Friday 3rd July 2020

Bandcamp Fridays 3rd July one day Bandcamp Exclusive release

Official Album release -Thursday 9th July 2020

Single + Video release -Friday 10th July 2020

Marketing Report

A marketing report is a collection of data from different marketing sources. It presents the performance of your business's marketing efforts. Marketing reports include information on: Marketing strategy. Market research.

- Display entrepreneurial skill to exploit resources and opportunities
- Evidence personal qualities such as leadership and planning
- Analyse and respond to current industry best practice

I will incorporate marketing principles and show knowledge and understanding by supporting them and working with relevant reading resources and research which could include primary Research.

I will reference key marketing principles and strategy and will demonstrate critical thinking. Reports can demonstrate the analysis, synthesis and evaluation involved in the creation of the deliverables. Label deliverables (marketing budget etc. clearly).

The digitisation of the music business has slowly enabled us to amass data that can be utilised to better inform our marketing decisions and reduce financial expenditure. It has provided us with a wealth of platforms which not just use data, but encourage users by publicly sharing much of that data such as Plays, views, spins, likes etc..

Digitisation has also provided us with the opportunity to analyse data in real-time (or in near real time) Certainly in a timeframe within which we can analyse and adjust accordingly For example, to avoid 'audience fatigue' by hammering the same message to those who have already 'bought in'...

Small initial spend on Instagram and Facebook ads, to test the waters.

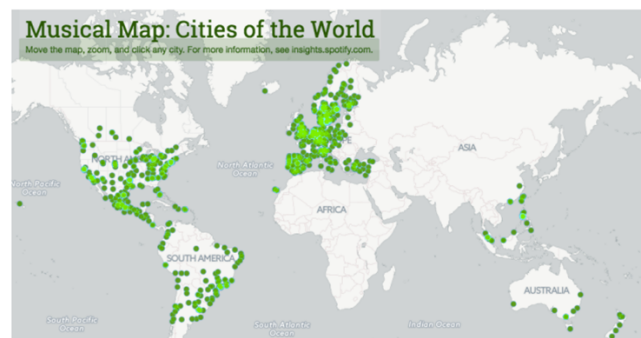
Several ads run simultaneously targeting different audiences with different messages in order to compare relative effectiveness Analyse and amend spend accordingly based on previous marketing campaigns.

Sponsored Advertising, insight on Artist pages as well as the stats you can acquire from Spotify for artists who can show you an accurate depiction of who is streaming your content and break down their global based on this diagram below



Musical Map: Cities of the World

Posted on July 13, 2015 by Eliot Van Buskirk



The Seven P's of Marketing

1. **Product** (The item or service being offered. Must be fit for purpose)
 - What problem is the product attempting to solve? What are the benefits of it/The USPs?
 - What target market will it appeal to?)
2. **Price**
 - Literally, what price is the product or service available for
 - Costs, Profit level, Competitor pricing, what price level will the market sustain.
 - Discounts? Price flexibility? Often about perception as much as the actual costs of manufacture perception is reality.
3. **Place**
 - The product or service must be available where its target audience can easily find it
 - Offline / online at its simplest level...
 - It is why retailers flocked to shopping centres in the 1970/80s boom years... At its simplest level...
 - It is why ad spend on social media platforms has increased massively in the last ten years
 - You have to take your product to wherever the audience exists and consider streaming platforms for that genre of music.
 - Spotify = 113 million paying subscribers
 - Apple Music = 60 million paying subscribers
 - Deezer = 7 million paying subscribers
 - Once again, perception also plays a part What does it say about your brand, depending on the market that you are selling your brand. Placed product marketing can be key.
4. **Promotion**
 - Create awareness of a brand Relay brand values Create brand loyalty
 - Advertising, PR, media promotion, social media etc
5. **People**
 - The people employed to create a brand and relay its identity this has an enormous impact on the end result So do the people behind the business, play a pivotal role as they must be passionate about the brand.
 - They are important in a product and serve success as brand ambassadors.
6. **Processes**
 - The processes involved in the delivery of a product or service have a huge influence on sales For example...
 - Customer service (at point of purchase) Delivery time Website user experience
 - Click-through After sales service We all recognize bad service when we see it
7. **Physical Evidence**
 - Refers to any physical elements associated with the purchase.
 - These should reinforce the values associated with the main product or service itself.
 - Seeking to provide a consistent, convincing experience for the customer, in order that they are more likely to shop again.

- Everything from packaging, to receipts, compliment slips, on-going marketing mail-outs, right through to the actual purchase environment.
- Consider if a private medical waiting room looked less like this...
- Whilst it is the operation (skill of medical staff etc) you're purchasing, the environment in which it is delivered must be consistent with the service itself
- Or if Apple product packaging looked less like this...



The 4Cs Of Marketing

The 4Cs of Marketing was proposed by Robert Lauterborn.

The marketing mix 4c's is one of the business tools that you should take advantage of as an internet marketer. It's a modern version of the 4Ps (Product, Price, Place, and Promotion).

The 4Cs (Customer/consumer value, Cost, Convenience, and Communication) enables you to think in terms of your customers' interests more than your own. From being business-oriented, you'll become customer centric.

Here are some of the best tactic's pros use to enjoy the benefits of the 4C's in marketing.



Marketing Budget

Every project is constrained by budget
Managing that budget & allocating spend is key
monitor expenditure
Budget means waste, and you can't afford that.

Being a small Independent label Club FRSHRZ have assembled a light team to handle the marketing and promotion of the Nettie album. Largely in house and only outsourcing if absolutely necessary.

So, with a marketing budget of £3,000 this is how we propose to break it down:

Campaign Manager £500
PR: £500
Radio plugger: £500
Online digital marketing: £600
Photo shoot: £100
Video Shoot: £500
Sponsored ads: £100
Press Shots £100
Designer: £100

Here is an example of a full financial breakdown for an album campaign on a major label budget.

Description	Budgeted Cost (£)	Actual Cost (£)
Album & Single		
Artwork	£2,000	£2,000
Promo Copies	£350	£219
Manufactured CDs	£2,500	£1,987
Video	£500	£1,500
Fastrax	£75	£75
Advertising- Media	£6,500	£1,250
Other Art & Video Content	£1,000	£0
Marketing / Print	£1,500	£0
National Radio Plugging	£2,500	£2,500
National Radio Promotion Expenses	£450	£0
Regional Radio Plugging	£1,500	£1,250
Regional Radio Promotion Expenses	£500	£350
Radio Monitor	£80	£80
National Press including Online/Digital inc blogs	£2,000	£2,250
Press Promotion Expenses	£350	£135
Regional Press	£1,250	£1,250
Student radio/press	£500	£550
Online Marketing	£850	£2,750
TV Promotion	£1,500	£1,500
TV Promotion Expenses	£150	£110
Marketing Campaign Management	£4,000	£4,000
TOTAL:	£30,055	£23,756

Example of a strong Marketing campaign -Stormzy : Heavy is the Head Album Campaign



The unique thing about this album rollout was that the first single Vossy Bop was released a full 6 months before his album was released. Stormzy literally had a year long album roll out in 2019 starting with the Brit Awards Ceremony where he headlined the show causing controversy when he dissed the former Prime minister Theresa May due to her of action to help the victims of the Grenfell fire.

During the Summer he released his second single Crown and Headlined the UK's biggest music festival Glastonbury to rave reviews and although logically that would have been the ideal time to release the album in my opinion, at that time he was the biggest artist in the country with a Crown number one in the charts but the decision was made to announce a world tour then do a US media tour the like of which had never been seen before by a UK Hip Hop / Grime Artist.

Stormzy was on the cover of Time Magazine cited as the game changer and on the Cover of GQ magazine as a style icon and the face of Urban youth culture in the UK. When Stormzy officially announced the album through his social media on 19 November 2019.

Stormzy continued to break ground by wrapping the Imax Cinema in Waterloo with his Album Artwork. Also being such a warm likeable personality, he was able to do interviews on Breakfast, daytime and evening television. When Stormzy's album was officially released on Friday 13th December 2019.

Heavy is the head was number one in the UK album charts certified Gold selling over 100,000 copies.

"The goal into 2020 is to not only land him properly as the great British artist he is, but to break him outside the UK as well and break the global market," Breeden told Music Week. "You can already see the signs of being able to do that in some early green shoots in the US in terms of trying to cross him over. That would be a huge boost for us to be able to do that."

-Warner Music UK COO and CFO, Peter Breeden

In conclusion the Marketing campaign for Stormzy's Heavy is the head is the absolute pinnacle of what SKANDOUZ can aspire to with the release of Nettie. As an independent artist SKANDOUZ won't have access to the same marketing budget as Stormzy who is signed to a major record label.

Branding

“Branding is the way you see the name logo and identity building up a specific picture in the public mind which is directly related to selling yourself which the goods whether they are on record or live or in the goods you choose to sell off your name 's history.

You might think that image and brand are not relevant to an artist just beginning in the business.

It's true that new artists will be more concerned about having the first record deal than they are worried about their name, but you just need to look at several of the boys and girls bands and the picture making activity that surrounds TV artists like Taylor Swift or Little Mix.

to be able to see that they have put in a bit of thought into branding even at its simplest level can pay big dividends.”

“Most musicians now understand the interest of the brand's name and are consciously seeking to put themselves in a position to make some money out of the brand.

They may not have followed exactly the Spice Girls' footsteps, but they select and choose the items they choose to be interested in, for example, apparel shops or ranges to a greater or lesser degree, a good artist would still be a brand in the sense of having a name that people know for the artist to be more popular.”

Harrison, A (ed.) (2017)

Treating an artist like a product you would buy in a store and all the elements involved like having a USP (Unique selling point) Standing out visually as well as having a reputation for delivering a quality product

Target Audience

“A *target audience* is a group of people defined by certain demographics and behaviour. Often, businesses use what they know about their *target audience* to create user personas. These personas guide their decisions on marketing campaigns” (Anon)

Discovering an artist's target audience for marketing with streaming platforms like Spotify for Artists where the break down the demographics of your listeners by Age, Gender, Location and Ethnic background. Also, on Instagram you can find out what demographics have engaged with your page.

So, in 2020, these stats for online marketing and effective sponsored marketing on Google ads, Facebook and Instagram adverts. You can select the specific demographics and really reach your target audience.

This can be achieved on a small budget with a small team without spending money on PR

The target audience for SKANDOUZ is Afro Caribbean, married, Christian, mid to late thirties, parents, Christian, Londoners, conscious Hip Hop music lovers.

Marketing Strategy for SKANDOUZ : Album

- SKANDOUZ sounds similar to... Artcha, Ty & Wretch 32
- SKANDOUZ looks similar to... Common, Talib Kweli & Skepta
- SKANDOUZ conveys a similar ethos... Tinie Tempah, Chance the Rapper & Kanye West

What makes SKANDOUZ unique and essential as an artist?

SKANDOUZ is a student of the game so his artistry always pays tribute to the greats that came before him, whether in quoting lines in his verses or the musical choices for his projects. There is great thought and strategy in every song and a stickler for detail and cohesive progression in a song, EP, album or promotional campaign. He is both lyrical and harmonic in delivery blending genres seamlessly and interchangeably.

As an MC there is great lyricism, energy and purpose in each verse. Comparisons to Talib, Guru, Black Twang and Sticman for content come to mind. He is able to adapt to tempos and rhythms but really sits comfortable in live jazz settings, almost spoken word

Why does the world need to hear this Nettie album? This album has heart, there's a central theme that runs through it. We address challenging subjects, it's positive, it's fun, it's creative this is hip hop for all generations young and old if you are lover of quality music you will enjoy this project.

Musicality, lyricism, content and range. I think it would be amazing to see a body of work that has a continuous narrative of theme throughout. When I think of the greats, they have the ability to tell stories, engage musically and cause the listener to reflect or think differently. I believe he has this type of album within him

Something original and unique. Conscious and thought provoking but at the same time a montage of classics and beats, a culmination of modern and old as he likes to be ahead of the game. But also, something no one has ever done before.

I would expect atom splitting verses, I expect bass riddims.

I would expect future rhymes and forward-thinking analogies

I would expect any artist who's featured on a SKANDOUZ to already know what time it is.

I would expect consciousness.

I would expect a fruitful lecture, an unbelievable spectacle.

I would expect a SKANDOUZ album to sound like no other.

And I would get exactly what I expected.

I expect greatness in terms of content, precision and input from SKANDOUZ. But the audience is always blessed with more. I expect to learn about current affairs and issues affecting black community and culture. I expect to be uplifted by the vibrations and perceptions. But most importantly it's the love and passion I expect to feel when experiencing SKANDOUZ's artistry on all levels. Musicianship, Urban Culture and lots of creativity

(Artefact 1)

Email marketing statistically remains one of the most effective forms of marketing. Without the current pandemic the traditional way of acquiring emails would be via a mailing list after a live performance. Now we would direct people to sign up via the SKANDOUZ.com website.

Covid Marketing

Reaching Millennials and Gen Z to promote music through social media platforms such as TikTok a Chinese video-sharing social networking service originally used to create short dance, lip-sync, comedy and talent videos was founded in 2012 by Zhang Yiming. Tik Toks steady growth in popularity has led it to become the worlds most popular social media app with over 800 Million active users according to the Tik Tok Wikipedia page.

“Since Rapper/Country Singer Lil Nas X used the platform to make his song Old Town Road go viral in early 2019. Lil Nas X made made 100s

Nas X estimated he made about a hundred memes to promote it; the song went viral in early 2019 due to the #Yeekaw Challenge meme on TikTok. Millions of users posted videos of themselves dressed as a wrangler or cowgirl, with most #yeekaw videos using the song for their soundtrack; as of July 2019, they have been seen more than 67 million times

Like veteran songwriters, Nas had studied the tropes of popular music: bold beats, catchy lyrics and short length. And like the best digital creators, he knew he had to turn that music into a movement. He estimates he made more than a hundred short videos to promote “Old Town Road,” plugging it into existing memes or creating his own. “People were like, ‘Where are these memes coming from?’” he says. “If you see something going around the Internet, people want to join in.”

With streams now included as sales to determine chart positions, going viral on platforms such as Tik Tok and YouTube trying to make your music viral is an effective form of marketing to drive sales and income.

Whereas Old Town road was organic in 2020 the worlds most popular artist Drake tried to engineer a viral hit by getting Tik Tok social media influencer Toosie uploaded a clip showing him and his friends doing a dance challenge called the "Toosie Slide" while parts of the song are playing in the background. Although “Toosie Slide” was hugely successful along with a viral music video going number one in the charts both in the US and UK ‘Toosie Slide’ didn’t create the same lightning in a bottle moment as Lil Nas X ‘Old Town Road’

Chow. A (2019)

These songs among others have solidified that Tik Tok is a highly effective marketing tool when used correctly. I believe SKANDOUZ should incorporate a Tik Tok challenge into his marketing campaign as its FREE why not utilise this powerful aid to promoting your album and singles.

YouTube

YouTube is a video sharing platform created in 2005 in California now owned by Google. Again, like all other forms of social media its free to use and can be used as a powerful marketing tool to promote sell an album and singles. With videos being monetised to generate income as well as the streaming numbers on the singles.

‘YouTube is still the most popular music streaming service in the world and most people turn to YouTube first to check out Music. Harrison, A (ed.) (2017)

YouTube has the world’s 2nd largest search engine. This is important to know as Socials media platforms have prioritized video content showing that visual content and be a very powerful marketing tool when utilised correctly

The Marketing Funnel



The experience the customer passes through when making a purchasing decision...

- As a marketer, you are first creating awareness of the brand
- Then sharing what makes the brand unique/interesting
- Then encouraging purchase & brand loyalty

Instagram Live Album Promotion

“Some artists, like Lady Gaga, have chosen to postpone the release of their albums because of COVID, but others are moving forward and using social media to promote their new work. Conan Gray—a current obsession of Gen Z—released his album right at the start of the outbreak, and took to TikTok to promote it in lieu of an in-person press tour.

But TikTok isn't the only platform young artists are turning to. Pop duo Chloe x Halle, who we featured as rising talent to watch in 2016, is releasing their new album *The Ungodly Hour* this summer, and instead of pushing back the release date, they've taken to Instagram to preview some of the tracks. During their #TogetherAtHome concert, they performed snippets from their new songs “Do It” and “Catch Up” and have started a weekly “Ungodly Hour Tea Time” on Instagram Live where they reveal details about their new music. Even the music video for “Catch Up” (which couldn't be physically filmed due to COVID) was completely digitized and announced on Instagram. According to Thewrap, Instagram has seen a 70% increase in the usage of the Live feature in the last month and it's clear that the music world is starting to rely on it, a trend that isn't likely to stop anytime soon.”

(Nintendo Couldn't Have Released This New Game at A Better Time, On the Viral List – YPulse.)

Artists taking to Instagram in recent months the popular Versus battle between Neo-Soul legends Erykah Badu and Jill Scott who's battle was witnessed by half a million people on IG Live saw streaming numbers of their music go up by over 600%

When done right Instagram Live can be a very effective form of marketing.

Top 5 Goals of Influencer Marketing

Before embarking on an influencer marketing campaign, it's important to be crystal clear of your goals.

Generally, target key performance indicators (KPIs) for brands fall into two camps:

- **Brand awareness:** metrics tied to increased audience awareness of your product or service, such as content impressions, likes, comments, mentions, reach and traffic.
- **Direct response:** metrics tied to specific actions, such as clicks, sales, conversions, leads, downloads and subscribers.

Some influencer marketing campaigns fall into both camps, driving engagement as well as some form of conversion.

Here are the top five influencer marketing goals cited by marketers:

1. Increase brand awareness.

The most popular goal for influencer marketing campaigns is building awareness around a brand, product or service.

Brand awareness is generally measured through impressions, reach and engagement metrics.

2. Reach new audiences.

Influencers should be able to share their audience data (age, gender, location, interests, etc.) to help ensure alignment with your target audience.

3. Generate sales.

More influencer campaigns today are aimed at driving tangible sales, which can be clearly tracked using custom links, landing pages and redemption codes.

Remember to have all these elements in place before launching your campaign to ensure accurate measurement.

4. Improve brand advocacy.

Influencers can provide strong validation and spark word-of-mouth conversations about your product or brand amongst their fans.

5. Drive lead generation.

(The BigCommerce Blog, 27 Mar. 2019)

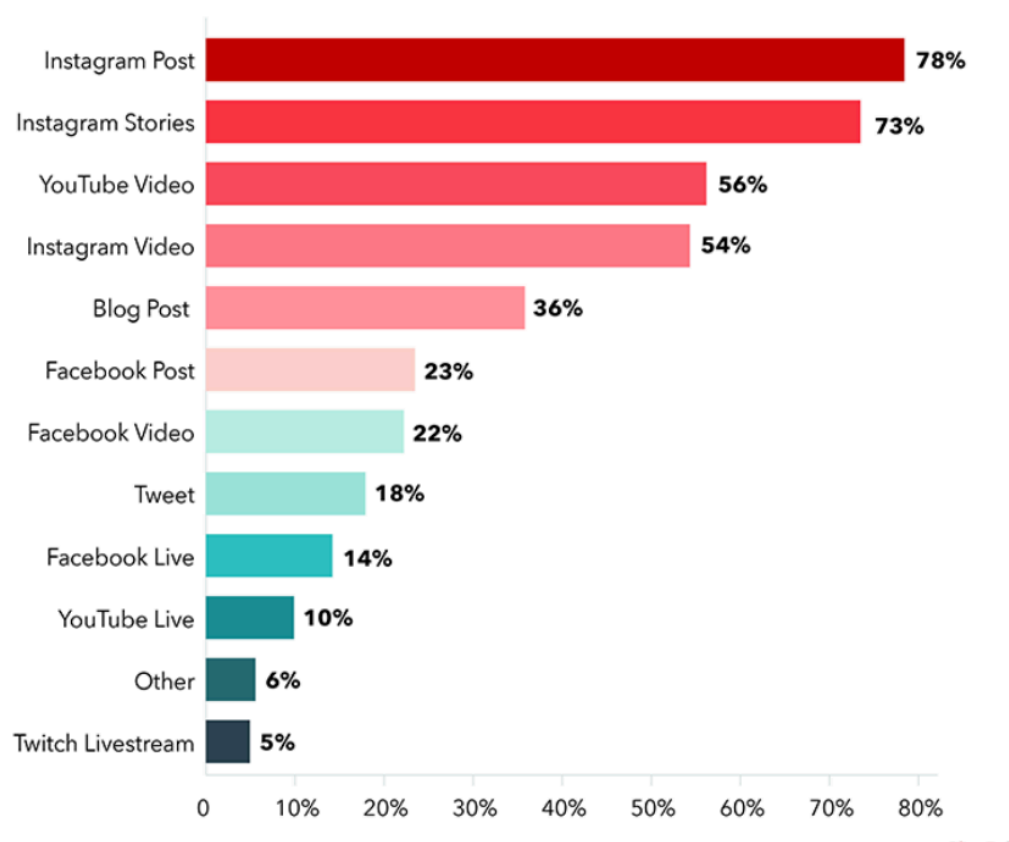
Aside from sales, new leads are another popular direct response metric for influencer marketing campaigns. Names and emails can be collected through newsletter subscriptions, account setups, or giveaway entries which can all be accessed through links on SKANDOUZ.com.

“For professional influencers, creating branded content is their full-time job and primary source of income. Nano-influencers (influencers with <1,000 followers) charge a few hundred dollars per post, while macro-influencers (influencers with >1,000,000 followers) can charge tens of thousands of dollars for sponsored posts.”

(The BigCommerce Blog, 27 Mar. 2019)

WHICH CONTENT FORMATS DO YOU FIND EFFECTIVE FOR INFLUENCER MARKETING?

(Select multiple)



Conclusion

This report was comprised of a detailed marketing strategy, marketing budget, marketing timeline, marketing project plan and marketing asset deliverables for the release of an original artist's album, single, national and international promotion due to the current global pandemic the artist was unable to deliver a UK / European live promotional tour.

We developed and presented detailed, innovative and sustainable professional strategies and best practice for the exploitation of the Nettie Album and media intellectual property and skills.

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Artefacts

1. Survey results
2. Album Press Release
3. Influential and inspirational artwork

1. SKANDOUZ Survey Results

- How would you describe SKANDOUZ as an artist?
- What would you say is SKANDOUZ style as an emcee?
- What would say is the SKANDOUZ look? (Image)
- Have you seen SKANDOUZ grow as an artist? (If so how?)
- What would you expect from a SKANDOUZ album?

(Zen)

1. Rebellious, goes against the grain
2. Real, rough cut with an old school underground flow
3. Cultural Hip Hop
4. He's found his rhythm in his performance, from just saying words to engage his audience to actually opening his story and taking them with him through his words
5. Honest lyrics, beats that make your head bop, a rawness that is unique to him

(Dray Styles – Emcee / Starbright Fitness)

1. Not afraid to say what he feels
2. Expressive, aggressive but subtle,
3. Rasta man from North London
4. Most definitely
5. The unexpected

(Artcha – Emcee/Producer)

1. SKANDOUZ is a student of the game so his artistry always pays tribute to the greats that came before him, whether in quoting lines in his verses or the musical choices for his projects. There is great thought and strategy in every song and a stickler for detail and cohesive progression in a song, EP, album or promotional campaign. He is both lyrical and harmonic in delivery blending genres seamlessly and interchangeably

2. As an MC there is great lyricism, energy and purpose in each verse. Comparisons to Talib, Guru, Black Twang and Stic-man for content come to mind. He is able to adapt to tempos and rhythms but really sits comfortable in live jazz settings, almost spoken word

3. Image wise he has evolved and has an afropean look not out of place with the Erykah Badu, Jill Scott, Jungle brother's vibe. The growth of his locks reflects the growth of his character, artistry and male journey.

4. Absolutely, we've known each other since the late 90s and he has adapted to cultural shifts, technology, new knowledge and spiritual awakenings. Not only has he evolved as an artist, he has pushed his executive producer hat to great lengths and looks at trends in the music industry as a student would with any course, they were serious about. I think as an artist he has pushed his pen to great depths, dealing with personal, social and retrospective topics. I have seen and heard a great vulnerability in his music of late and see his best music coming this year and next.

5. Musicality, lyricism, content and range. I think it would be amazing to see a body of work that has a continuous narrative of theme throughout. When I think of the greats, they have the ability to tell stories, engage musically and cause the listener to reflect or think differently. I believe he has this type of album within him

(Rishma – CEO I Am Hip Hop Magazine)

1. A versatile Hip-Hop artist, who has paved the way for many following his footsteps.

2.

He is a creative and someone whose music is current yet maintains the boom-bap hip hop feel I love. His flow is on point, and his lyrics are positive and feel good.

3. Hip Hop / preppy.

4.

Yes, he has grown from an artist into a whole brand that embodies the essence of Hip-Hop.

5. Fantastic lyricism, positive vibes, heavy weight features, a versatile style.

(Seiks)

1) SKANDOUZ is an innovative underground conscious hip hop artist. True to his roots and his love of hip hop.

2) Poetic, voice of reason and consciousness. Unique in the sense that there is no other artist like him. Creative genius...a force to be reckoned with. SKAN will play on words, contort them, he focuses on his delivery and alternates his flow and swiftness.

3) Authentic, his hairstyle is usually a sign of his growth and development. Classic hip hop with a combination of a gentleman's twist and rough around the edges.

4) yes, music has matured, the sounds, the artist he has collaborated with, has shown growth. Each project is a reflection of his growth at that moment in time whilst other recurrent themes are prevalent. His passion for his craft and for those he loves and has lost.

5) Something original and unique. Conscious and thought provoking but at the same time a montage of classics and beats, a culmination of modern and old as he likes to be ahead of the game. But also, something no one has ever done before.

(Tom Foolery Beats – DJ/Producer)

1. One third of the group FRSHRZ. True to hip-hop but versatile and well-schooled in other genres. Conscious, witty, street but a gentleman, +worldly and committed: man, on a mission ('came to rock the world and leave it for my family')

2. Heavy on meaning, not afraid to talk about personal things. Not preachy though. + Storytelling

3. Young, black, Caribbean/London, urban. Can do smart

4. Yes, he's learnt a lot from his fellow sparring partners, in the importance of a confident simple flow and the satisfaction of hearing a good punchline or quotable.

5. A variety of production style from cutting edge trap and grime to boom bap hip-hop and funk and soul-based crowd pleasers. Some dope features, a Ty tribute, lyrics from the heart. Inspiration for life, WISDOM, motivation

(Emeson – Singer/Actor)

1.

I would describe SKANDOUZ as a lyricist, a wordsmith, a hip-hop artist in touch with his Caribbean trail to his African roots.

He's a knowledgeable artist, a conscious brother, fearless in his delivery and fearless in his repertoire.

2.

SKANDOUZ's style an emcee is a blend of early Common, KRS, Fallacy, Hijack and Blade in my humble opinion.

He takes prisoners but leaves them by the wayside after school. It's homework for foolish and wise equally.

Is there a definition for this type of emcee?

Possibly.

Mentor emcee.

3.

The SKANDOUZ look for me is one of a scholars, a radical free thinking spirit, a soul son of the Sun, a messenger from the cosmos.

A teacher, a preacher a conscious healer and believer in a multi-dimensional Universe

4.

I've seen SKANDOUZ become even more conscious in his rapology and as an artist.

He knows that with the gifts he's been given, he has a duty, an honour and is on a mission to deliver his message to all that have ears.

5.

I would expect atom splitting verses, I expect bass riddims.

I would expect future rhymes and forward-thinking analogies

I would any artist who's featured on a SKANDOUZ to already know what time it is.

I would expect consciousness.

I would expect a fruitful lecture, an unbelievable spectre.

I would expect a SKANDOUZ album to sound like no other.

And I would get exactly what I expected.

(Darshi)

1. Conscious and positively orientated with a sprinkle of boom bap love

2. Style wise SKANDOUZ has a definitive hip hop style, not West Coast funk style/gritty East Coast sound but a definite London sound.

3. Classy when he needs to be and street when he needs to be

4. Yes definitely. His sound has matured as he has gotten older.

5. An eclectic mix of heritage sounds and fresh vibing beats

(Alyissa)

1. SKANDOUZ is a conscious, innovative, inspiring artist that speaks his truth eloquently but also powerfully embraces fellow artists and provides an outlet/platform that empowers others to shine and elevate also.

2. SKANDOUZ style is original, unique, poetic...and (I'm trying to express that you deliver rhythmic flows in a story telling fashion with clarity). But in less words lol
...lyrics are heartical (vibrations from the heart)

3. The SKANDOUZ image to me is Ital... Natural, pure but also unapologetic 😎. It represents blackness, oneness, unity and love.

4. Omg I have seen SKANDOUZ evolve and elevate as an artist, father and man. Growth in confidence which extends to artistry and understanding how limitless he is. This is demonstrated in his many projects, businesses and management of them. Growth in his platforms (media and level of networking).
Progression in character, over standing and the ability to positively affect others.

5. I expect greatness in terms of content, precision and input from SKANDOUZ. But the audience is always blessed with more. I expect to learn about current affairs and issues affecting black community and culture. I expect to be uplifted interns of vibrations and perceptions. But most importantly it's the love and passion I expect to feel when experiencing SKANDOUZ's artistry on all levels.

(Joel – Producer)

1. Positive, conscious, rapper, speaks on truths community focus, world issues. Facts based. never heard you use the n-word, entertaining.
2. Lyrical, say what's needed, strong punchlines, lyricists
3. traditional hip hop, pro black, afro centric, 90s styles UK vibe.
4. growth, more sophisticated, subject matter has evolved.
5. Another Hip-Hop album, non-Hip Hop beats, experimental

(Irene - Musique)

1. Still trying to figure out where I put SKANDOUZ an artist. Would like to see more of him solo to understand what type of artist he is

2. As an emcee he comes across a loud character... The one who brings the fun on stage... Often jumping around when performing. (would like to see him more humbled on stage though) 😂

3. I see SKAN as a fashion dread person... Not a real Rasta more someone who wears his dreads as a fashion statement which actually suits him... A jeans and t-shirt type of guy.

4. Yes, the last time I saw him I did think he had grown as an artist.

5. Not sure what to expect from his album as it's his solo album... Probably something to do with black pride

Looking forward to seeing what he can bring and also looking forward to seeing him live solo

(Ason)

1. Underground niche hip hop artist

2. Clean conscious underground hip hop

3. Conscious rapper aesthetic

4. From a more spoken word style to political driven rapping

5. Underground niche hip hop, with a spoken word, conscious and political angle

(Mr Sprinx - Producer)

SKANDOUZ is a versatile and creative rapper that adapts to different urban genres like Funk and reggae

2. I would say SKANDOUZ style is Boom Bap and Hip HOP

3. Black culture and advocate for the people (Panther)

4. I have seen SKANDOUZ grow from a group called 29 to the FRSHRZ and becoming an entrepreneur

5. Musicianship, Urban Culture and lots of creativity.

2. Press Releases

Artist: SKANDOUZ

Album: Nettie

Release Date: 9/7/2020

Press Release

**Classic Debut Album from SKANDOUZ
'The Hip Hop Original' featuring: Chuck
D, Blak Twang (UKHH Legend) Jamie
Cullum, Lara Lee (Voice UK Finalist),
Awate & more...**

Nettie is an epic debut album from UK Hip Hop Artist SKANDOUZ. Raised in Kentish Town SKANDOUZ is a community-based creative with over 20 years experience of recording and performing on stages across Europe with some of the most legendary artists in the history of UK Hip Hop such as Rodney P, TY and Blak Twang. SKANDOUZ as well as being a solo artist, CEO of Club FRSHRZ Record Label is also 1/3 of the Hip Hop Supergroup FRSHRZ alongside Certified Rap Veterans Artcha & Dray Styles.



Nettie is an Album 10 years in the making. Dedicated to SKANDOUZ's biggest supporter his Auntie Nettie who tragically passed away in 2009. Released during a global pandemic and racial unrest this Album is a reflects the time we live in as well as bringing a large ensemble of guests

'SKANDOUZ is a student of the game so his artistry always pays tribute to the greats that came before him, whether in quoting lines in his verses or the musical choices for his projects. There is great thought and strategy in every song and a stickler for detail and cohesive progression in a song, EP, album or promotional campaign. He is both lyrical and harmonic in delivery blending genres seamlessly and interchangeably'

-Artcha(FRSHRZ)

'SKANDOUZ as an MC, there is great lyricism, energy and purpose in each verse. Comparisons to Talib Kweli, Guru, Black Twang and J. Cole for content come to mind. He is able to adapt to tempos and rhythms but really sits comfortable in live jazz settings, almost spoken word.'

-Emeson(First Word Records)

'What I expect from Nettie is musicality, lyricism, content and range. I think it would amazing to see a body of work that has a continuous narrative of theme throughout. When I think of the greats, they have the ability to tell stories, engage musically and cause the listener to reflect or think differently. I believe he has this type of album within him'

-Rishma(I Am Hip Hop Magazine)

Nettie will be available on all Streaming and Digital platforms on Thursday 9th July 2020 via Club FRSHRZ & Believe Digital

Tracklist

Nettie Tribute

Free ft. Awate + Nate The Lyricist

Chuck D interlude

D Headnodder

Brappsicles

Hip Hop World ft. Brook Bailey

Kentish Town ft. Dozer Carter & Trigz

Life Like pt.2 ft. Artcha

(T)hank(Y)ou ft. DJ Psykhomantus

Morning2Night ft. Emeson

Nuffin on my MRS bro

Anniversary ft. Nino Sip, Gee Bag & Blak Twang

Lady ft. Mas Law & Lara Lee

On this day ft. Brini

Slap ft. Vonday & Daak Martin

Nu Nation Rising ft. Shirley Thompson, FRSHRZ, Alim Kamara, shortMAN & Jah Mirakles

Julie Interlude

Wreckage ft. Michaela

Superdude ft. Jamie Callum

Nettie Reprise ft. Min

Socials:

Spotify.com/SKANDOUZ

SKANDOUZ.Bandcamp.com

Insatagram.com/SKANDOUZ

Facebook.com/SKANDOUZ

Twitter.com/SKANDOUZ

Bookings Contact: ClubFRSHRZ@gmail.com



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3. Influential and inspirational artwork

