

JUICE BY CHAMPAGNE STORY

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MARKETING
PRESENTATION



Eckard, 2021



THE TRACK

- Juice by Champagne Story featuring Laslau
- Release Date 1st April 2021
- Trap/Rap Genre
- Club Anthem
- Radio Potential

OUR OBJECTIVES

- Stimulate internet hype for the release of 'Juice'.
- Create interest in the upcoming EP 'Night Messiah'.
- Grow Champagne Story's audience on social media and music streaming services.
- Create new social media accounts on a variety of platforms to reach the target audience effectively.
- Build an email list (database) to be used for future marketing campaigns.

DEMOGRAPHIC

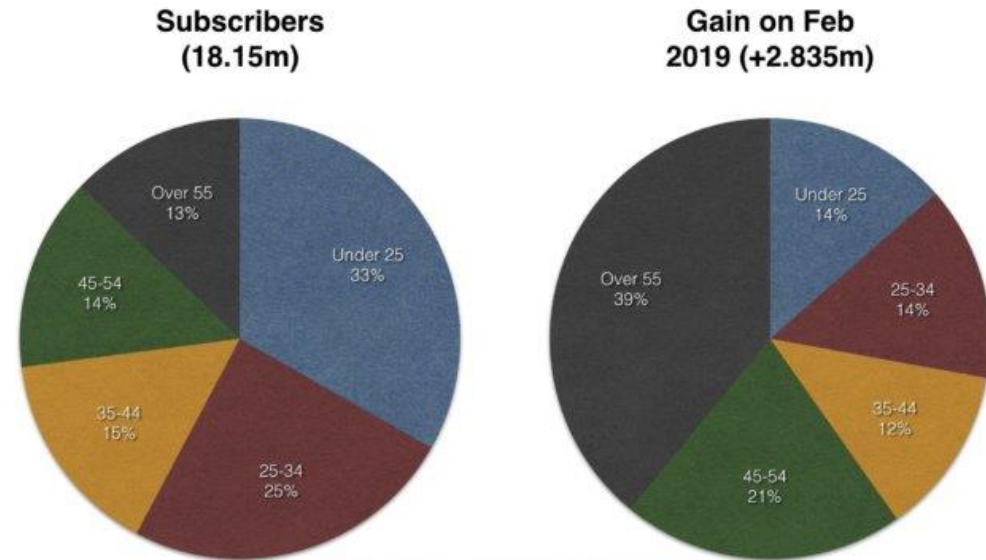
- Age group 16-30 years.
- UK, USA and Europe. Mainly focusing on urban cities such as London, New York, Los Angeles, Amsterdam, Paris and Berlin.
- Fans of Hip/Hop Rap, RnB and alternative RnB
- Fans of artists such as Travis Scott, The Weekend, Juice Wrld, Kanye West Blackbear and similar artists.



MARKET ANALYSIS

- The target demographic consumes music via streaming services
- Under 25s account for 6.03 million paid subscribers and 25-34 account for 4.45 million
- 58% of the total paid music subscribers

UK paying music subscribers in February 2020



Source: Entertainment Retailers Association

(MBW,2020)

MARKETING STRATEGY

Focus on Digital Marketing

- Social Media
- Online Advertising
- Email Marketing

Traditional Marketing Methods

- Radio
- Local Press



MARKETING STRATEGY

London School of Economics (LSE) released figures stating:

- Over 59% of internet users aged 18 to 29 are using Instagram
- 17% of teenagers say that Instagram is their most important social media platform
- Snapchat has 50% of its users below the age of 25. Their largest demographic is 18-24, which make up 37% of the app's users (LSE, 2017).
- Tik Tok largest share of users, (24%), are aged 18-24 in the UK
- Tik Tok currently has over 3.7 million active users
- Projected to grow to 10 million active users in 2021(socialfilms).

MARKETING STRATEGY

- Lots of regular content on social media
- Increasing engagements with fanbase
- Generating more impression
- Primary using Instagram and Tik-Tok
- Using #juiceandchampange



MARKETING STRATEGY

Online adverts using social media

- Targeted adverts
- Using data collected from Social Media Insight
- Tools such as Facebook Pixel to make this process more effective and efficient

KEY PERFORMANCE INDICATORS

- 75k streams across all streaming platforms within 10 months of release.
- 15 - 20% increase in follower on social media platforms.
- 10-15% increase in engagements on social media posts.
- Build and grow Snapchat account to over 200 followers.
- Analyse internet hype for the release of 'Juice'.
- Record interest in upcoming EP 'Night Messiah'

CAMPAIGN TIMELINE

Release Plan for 'JUICE'

Joseph Sensier
Joseph Sensier

Project Start:

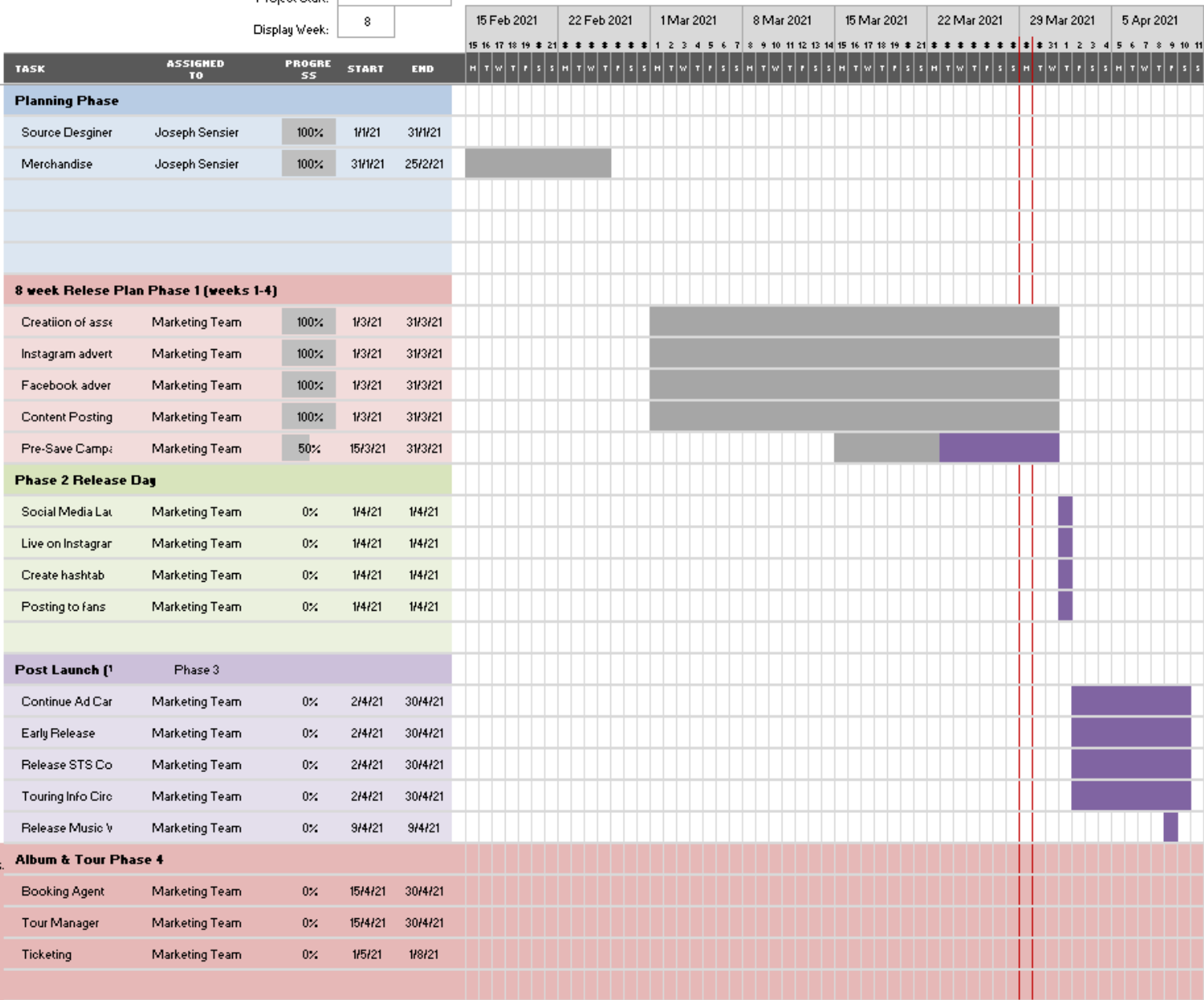
Fri, 1/1/21

Display Week:

8

SIMPLE GANTT CHART by Vertex42.com

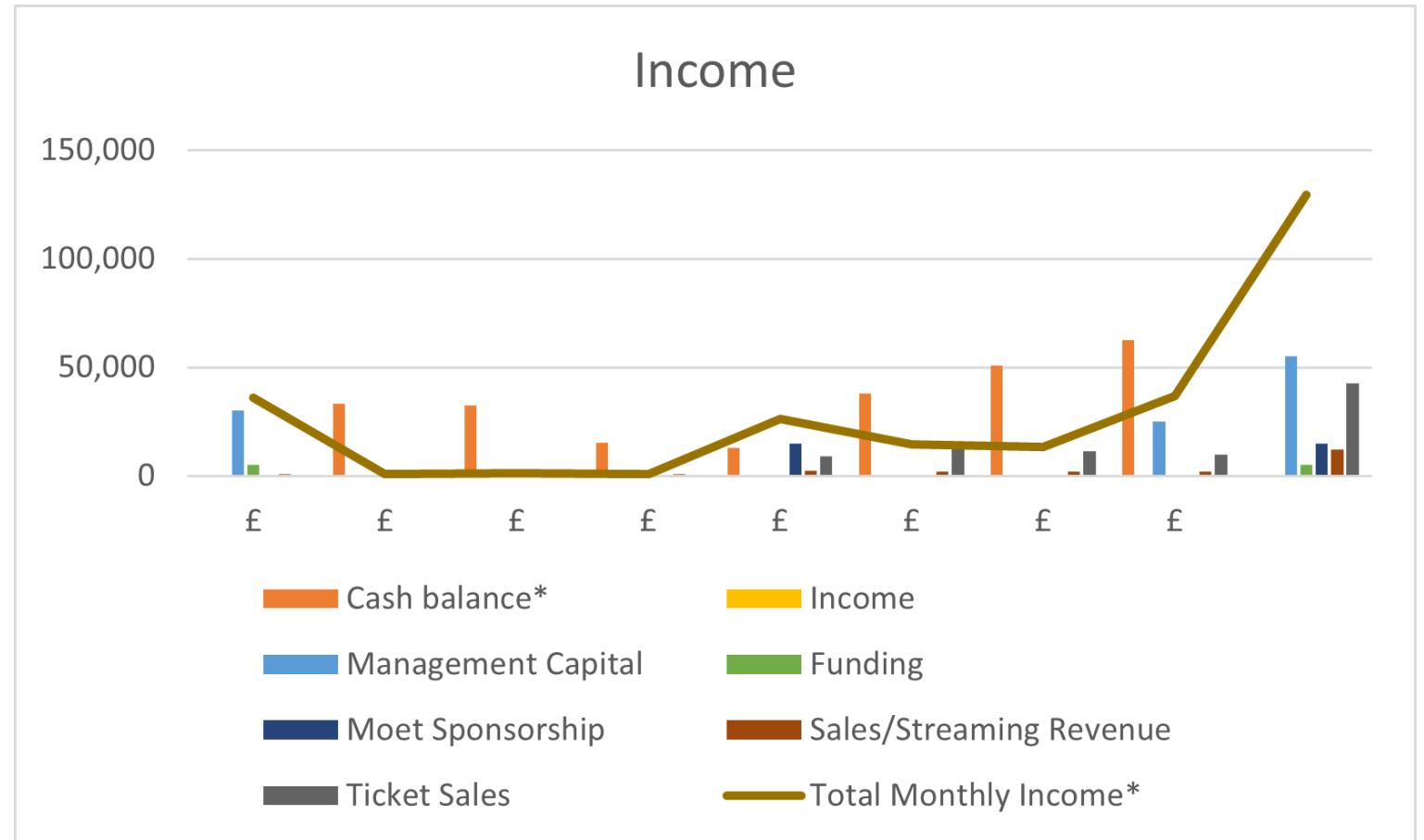
<https://www.vertex42.com/ExcelTemplates/simple-gantt-chart.html>



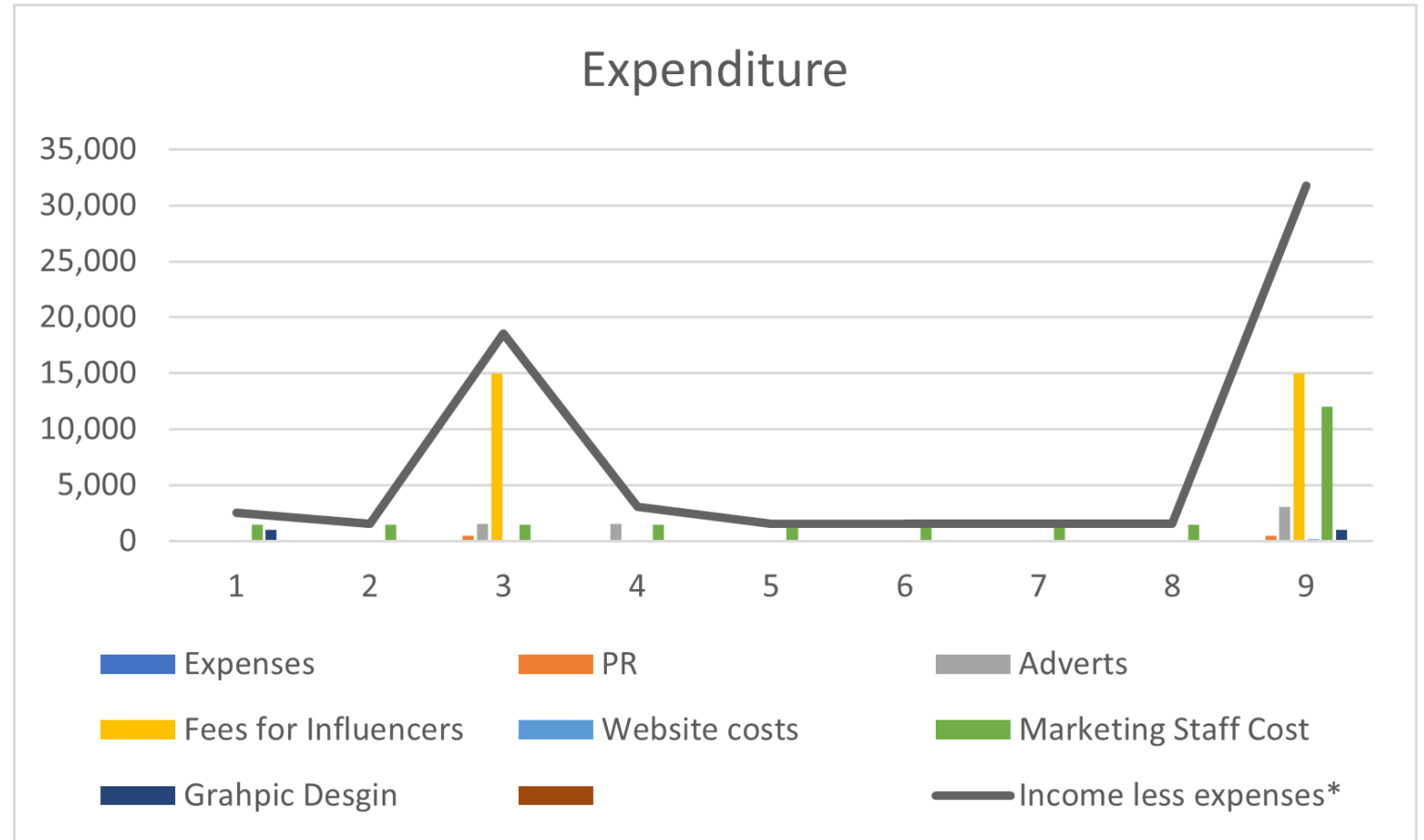
BUDGET & FINANCING



INCOME



EXPENDITURE



ANY QUESTIONS?

**THANK YOU FOR
WATCHING!**

REFERENCES

- The London School of Economics and Political Science (2017) Available at: <https://info.lse.ac.uk/staff/divisions/communications-division/digital-communications-team/assets/documents/guides/A-Guide-To-Social-Media-Platforms-and-Demographics.pdf>
- TikTok UK Statistics 2020: The ultimate UK TikTok report on the numbers you need to see most (and why TikTok shouldn't be ignored) Available at: <https://www.socialfilms.co.uk/blog/tiktok-uk-statistics>
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- Ingham, T., 2021. People over 45, not Millennials, are driving music subscription growth in the UK - Music Business Worldwide. [online] Music Business Worldwide. Available at: <https://www.musicbusinessworldwide.com/stat-of-the-week-people-over-45-not-millennials-are-driving-music-subscription-growth-in-the-uk/> [Accessed 26 March 2021].