Creative Music Management - Portfolio

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Group – Purple Rain
Location – Tileyard Education
Module Code - BMTY7000
Lecturer- Harry Leckstein

Includes:
Single/remix, artwork, music video, marketing strategy, branding, financing and budgeting

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1. Introduction/ Project Brief Outline

The group has been allocated a theoretical working budget of £500 and the task is to develop an original artist campaign that includes the process of recording and planning for a digital release and promotion for a single.

This portfolio displays the groups planning and marketing strategy to execute the commercial single created. Included a remix and music video release for the artist of choice, Marina Hovian, a 22-year-old female pop artist with influences of R&B from north London. Hovian has plans to release a new single titled 'It Just Happened' co-written by Josh Thompson (aka JT Bangs) and have asked the group to support the release. This will involve a widespread analysis of a combination of areas such as knowing the target audience, market strategy and branding. The portfolio includes the relevant artefacts and practical requirements that are necessary for the planning and completing of the commercial single release.

2. Group Roles

Sharon Manganaro – PR & Marketing

Karl Gordon – Creative Director

Thando Zulu – Finance, accounts and Marketing

Rohan Kumar – PR & Marketing

3. Group Meetings

As Covid-19 has had an impact on having meetings physically, all of the group's meetings were done using the online program called Zoom. In the first meeting we set out each person's role, this made moving forward easier to dictate what needed to be done and by who. A Google Drive was created to allow the group to upload ideas and notes to keep track of what each member was doing, as well as a group chat on WhatsApp.

To begin with the group only had three members and later on Karl joined, which the roles were finalized, and the work could really start and continue. However, the group first chose another artist called Beatriz Fernandes. Karl, the creative director, mentioned that he co-owns a label called W.LDN.SoundSystem that has an artist who wants to release a single within the same timeframe. After discussing both artists as a group, it was decided that the artist for the project would change to Marina Hovian.

Figure 1 shows in detail a meeting that was held on Zoom a couple weeks after the group first started. This is because everyone other than Karl were focusing on other assignments at the beginning of this project, so Karl was allocated to take control of the creation for the single, video and photoshoot. All the decisions were made as a group as shown in the 'Creating the Assets' part of this portfolio.

After the hand in for the other deadlines, the project finally started to come together as everyone could focus on their parts. The release date was first chosen for the 15th of January 2021, but Thando suggested pushing the release date back until the 22nd of January 2021 to allow the Christmas period to be over so that promoting the single will not get in the way of other events. It was first decided to upload all the assets at the same time but after conversing with Marina Hovian, the remix will be released on the 29th of January 2021.

Finances for the video and photoshoot were added to the budgeting sheet. This then allowed the group to examine what can be done to balance the budget as the video and photoshoot were around £800.

Rohan had to make a four-week social and marketing schedule to give to the artist so that they can promote the track on their social media as well as a marketing schedule for the team to follow in order to hit the targets set and allow the track to do well once it has been released.

Initially the electronic press kit (EPK) was meant to be done by myself and Rohan, however, I took charge after our individual meeting together and completed it after making certain changes advised by the group.

In Figure 2 all of the assets were finalized, and the focus turned to promotion and how to get the track distributed. There were mentions of pitching the track to Spotify and Apple music so that once the song is released it can be put into playlists. This means more consumers are likely to hear it.

Branding was reviewed and talks of a new logo that fit with Marina Hovian's music video and herself so that she can use the logo on any future projects.

Figure 1 – Meeting minutes, 30 min

Purple Rain Meeting

Meeting Notes Monday, December 14, 2020

2pm

Purple Rain

- Karl setup label end of 2018.
- Rapper called Scoob
- West London Sound System, released under that collab.
- Working Marina Hovian singles.
- Choice of artwork
- Bunch of trailer assets.
- Picutre and Assets need to be chosen
- Treatment is there for the video
- 15th January Release
- Thando suggests pushing the release to allow for xmas holiday period + Spotify for artist release schedule.
- Pushed back to 22nd January 2020
- Paid for the video £800.
- Photos were done on the day on the photo shoot.
- Karl finishing off the remix 14th Dec
- 4 week social and marketing schedule by Rohan.
- Bio/PR done by Shaz.
- Thando focusing on financials.
- Marina (artist) in WhatsApp group so we can all communicate ideas.
- Due on the 8th Jan

Figure 2 – Meeting Minutes 30 mins

Purple Rain Meeting

Meeting Notes Monday, December 18, 2020

12pm

Purple Rain

- Karl researched promo campaigns last couple of days.
- Two huge jobs are marketing and PR.
- Getting on blogs & press, karl suggests calling up people who've already worked with you.
- Playlisting and promotional/PR contacts in media.
- We have all the assets, Radio, Original & Remix
- Thando mentions Spotify Canvas, and a Spotify Pitch plus Apple Pitch for the release and hit playlists.
- Karl will get the music uploaded to Ditto Music by this weekend (19-20th)
- Karl mentioned setting up youtube and vevo.
- Karl mentions Spotify marquee (not in the uk yet) . they market it for you, tailor made in app marketing. You pay for it from your royalties.
- Branding whether that be fonts, or colour styling we should attempt to build a brand.
- Hashtag. Memorable to come up.

4. Creating the Assets

4 i. The Creation Process for the Single and Remix

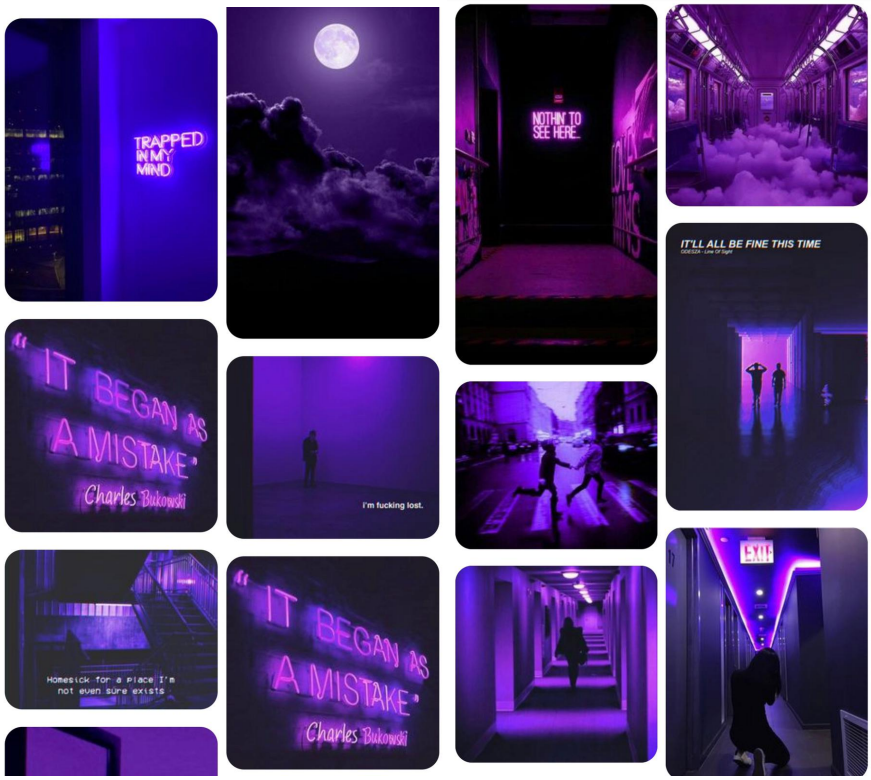
After listening to Marina Hovian's previous works, the group highlighted her single 'One More Time'. This single is unique because of the UK reggae-influence mixed with pop. It was then decided that her next single should continue with the same style as it helps Hovian stand out from current young female vocalists in the charts today. We looked at a few backing tracks created by Josh

Thompson, JT Bangs, 'an all-rounder' in the music industry (Z Management, 2010). He writes, produces, creates his own music and for other artists too. Joshua Thompson has co-written songs for Rudimental, Anne-Marie, Rita Ora, Eliza Doolittle and more. As Thompson and Hovian have written songs together in the past it was a great idea to get them working together again to create 'It Just Happened', Marina Hovian's new single.

The song 'It Just Happened' was written in one day at Thompson's studio in north London. Whilst the song was being recorded, demos were sent to the group, which helped decide that it was perfect to follow the release of 'One More Time'. The backing track and other audio files were sent to Karl to mix, this is because we all agreed that he knew Marina Hovian's sound better than the rest of us. Karl and Marina recorded the final vocal track in his home studio and was later sent to the group and Marina for approval.

In one of our meetings, it was established that for the remix the vocals would stay the same and the backing track would change. This is because a more contemporary and hip-hop style normally appeals to clubs and a nightlife atmosphere. It also felt like the right genre to change the song to. Karl also did the remix as we all thought it would be easier and it is a genre of music he knows best. The songs were complete, and we were ready to advance to the next creation of assets that help with the marketing of the song.

Figure 3 – Video Mood Board - Pinterest



4 ii. The Video and Artwork

Once the song was finished, Marina said she already knew what she would like the video to look and feel like. She created a mood board from Pinterest with neon purples, pinks, clouds and silhouettes. This was then referenced later on when creating the logo for Marina Hovian.

Marina found a company called Kuki Films that create music videos, artwork, press shots and branding in one day (Kuki London Ltd, 2020). With limited time and budgeting expense, Kuki was the best solution. There were multiple zoom calls and meetings with the Kuki creative team and Marina's manager, Teejay, to make sure the collaboration and project had all the right details in order to move forward. Once this was sorted the Kuki team worked on the video treatment that was then sent to Marina and management after a couple of days. Marina accepted the video treatment, which then allowed the video shoot to move forward.

The outfits for the video would also be used for press shots and pictures for Marina's bio, EPK and single artwork. This was all included in the Kuki films entire creative bundle, as well as music video trailers and GIFs for promotion. Figure 4 shows the running order of the day with all the events and details that happened. Once the shoot was done, Marina received the video a week later and she sent her feedback to change a couple of the takes. As soon as the changes were made and the video was colour graded, it was finally ready for the release.

Figure 4 – Kuki London Ltd Running order for Video Shoot

RUNNING ORDER

MARINA HOVIAN X KUKI LONDON "JUST HAPPENED"

THINK ABOUT THE THUMBNAIL!!!!!

HAIR 8AM – 9AM
MARINA & CAROLINE

76A Round Hills
Waltham Abbey
EN9 1UU

TRAVEL TO DALSTON 9AM – 10AM
MARINA & CAROLINE

Kuki London Ltd.
Unit 6B, Stamford Works, Gillett Square, Dalston, London N16 8JH

MAKE UP 10AM – 11:30AM
MARINA & MEGHAN

HALLWAY

HAIR 11:30AM – 12PM
MARINA, MEGHAN & CAROLINE

HALLWAY

1ST SCENE SHOOT (POSS .GIF SHOOT)12PM – 1PM
EDEN, NICO, MARK, MARINA & MEGHAN (START TIMELAPSE)

STUDIO

MAKE UP AND HAIR CHANGE 1PM -2PM
MEGHAN & MARINA (EDEN, NICO & MARC POSS BREAK)

SHRINE

2ND SCENE SHOOT (.GIF SHOOT) 2PM – 3PM
EDEN, NICO, MARK, MARINA & MEGHAN

STUDIO

PHOTOSHOOT KUKI CLOTHES + SHOOT CLOTHES!
WRAP

STUDIO

PREFER HIGH CAMERA ANGLES

PARKING (CAR PARK)

Gillett Street	N16 8JH	£1.80 per hour, 3 hour max stay

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Figure 5 – Final Artwork for single

Figure 6 – Music Video screenshots

As you can see from Figure 5 and 6 the video shoot and photo shoot reflect the mood board that Marina did perfectly well. The colour scheme and every other detail matches and turned out to be immaculate.

5. <u>Branding & Target Audience</u>

To make sure we understood what Marina Hovian's music is like, we took to listening to her previous singles and collaborations. By doing this we could see how distinct she is from other artists and build on this to create a brand for her. After writing interview questions for her to answer it is clear that she knows what direction she would like to take her music career, and that is in a female empowered industry. She mentioned how she would like to open a show for Mabel and collaborate with Beyonce but to also work with more women in general. Marina's sound is a mixture of pop and

R n' B, and more recently reggae. This isn't something you'd hear normally, which is why we had to make sure her promotion is done well.

From this we spoke to Marina about creating her logo and she wanted it to be similar to the music video aesthetic. A mood board for the logo was created using current artists logos and images of neon designs (Figure 7). Marina wanted to keep the logo simple and easy to read so that the logo can be used on future projects and even merchandise if she wanted to. The mood board was sent to a graphic designer that I found on Facebook called Bethany Galbraith Design (Galbraith, 2021).

Figure 7 – Logo Mood Board – pictures from Google Images

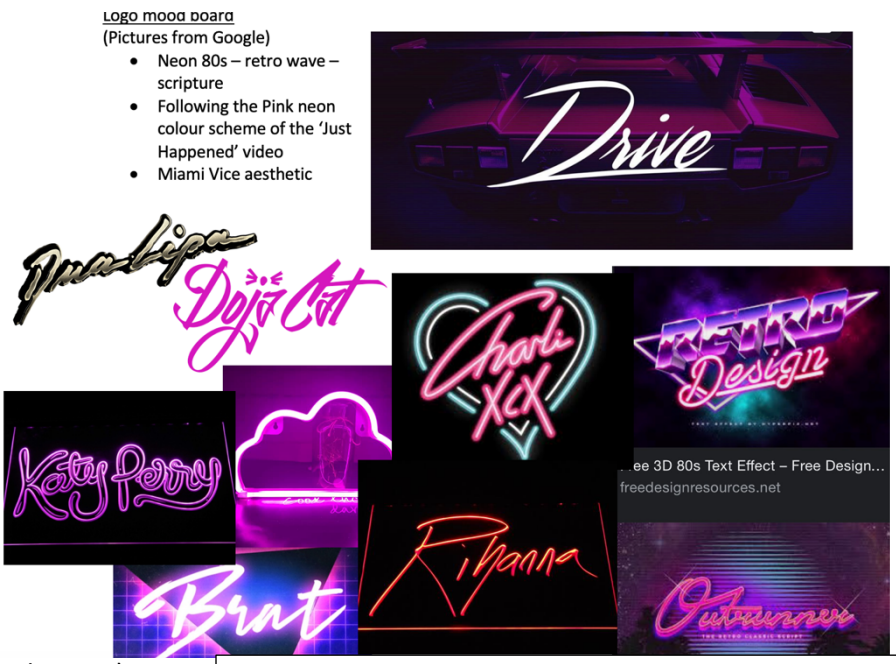

Figure 8 – Graphic design logo from Bethany Galbraith

Figure 9 – Final Logo design

Figure 8 is what the graphic designer sent back with multiple colours and fonts that fit the brief that was given and was forwarded to Marina so that she can decide which one she liked the best. The top right design was the chosen one and Marina Hovian also asked for the logo to be in other colours to make it easier to adapt to different backgrounds.

Target Audience

Based on the demographics from Marina's social media:

Who is a typical/average fan?
Countries: UK, USA, Brazil,
Age Range: 13-35
Gender (more male? more female?): Both, female leaning.
Similar Artists / Also Fans Of: Craig David, Usher, Jojo, Mariah, Beyonce, Katy Perry, Mabel and Justin Bieber

6. Distribution, PR & Marketing

For the distribution of the track and video we decided to go with a company called Ditto Music. 'Keep every penny of your rights and royalties' (Ditto Music, 2021). The choice was made because Karl and his label have used the company before to distribute music. They also give the labels they work with an example of a social calendar to use, which is what Karl used as a template for this project. Thando also mentioned using a company called Feature.fm. They are both similar companies that allow you to get 'smart links to all major services' and analytics of the song to keep track of how successful it is (Feature.fm, 2021).

6 i. Timeline

A timeline was created as well as a social media schedule calendar for Marina Hovian to follow in order to achieve a successful release. (Figure 10 and 11)

Figure 10 – Release Timeline

RELEASE TIMELINE:

- **December 30th : Deadline to Deliver Final Master, Artwork (.JPG and .PSD), Legal (Releases and Split Sheet), Lyrics, Credits & Promotional Content**
  - Submit to Distributor
  - Submit to Musixmatch, AllMusic and Discogs
  - Draft press release and get artist approval
  - Register for Copyright and PROs
  - Create IG Square+Story Teasers & "Out Now" Videos
  - Create Pre-Save Link
  - Create GIPHY for Release

- **Jan 15th 2021: "It Just Happened" Announcement Date**
  - Social Media (using the teasers)
  - Swap Banners with "Available X" Artwork
  - Pre-Save Link (digital ads to push link to fans, if available)
  - Submit for Editorial Review on Spotify (before this date)

- **January 22nd, 2021: "" Release Date [SINGLE]**
  - Live on Soundcloud, Genius and YouTube
  - Premiere Partner? Pitch to Press. Get publicists working single.
  - Playlist Pitching (Direct to DSPs and Indies) -- soundplate, submithub, the power of smaller playlists article etc
  - Social Media Posts (Pin to Top & Update all Primary Listing/Bios & IG Highlights)
  - Swap Banners with "Available Now" Artwork
  - Update Artist Website
  - Update Artist Pick and Canvas on Spotify
  - Send Mailing List / Newsletter
  - Pitch to Radio and Club DJs
  - Pitch for Licensing/Sync Deals (SYNCR)
  - Pitch for In-Store Retail Placements
  - Pitch to Industry Contacts (major labels, publishers, agents, promoters, etc)
  - Digital ads? (Instagram Ads)
  - ToneDen contest to get more followers / create incentives?
  - Brand/Charitable Partnerships?
  - Streaming Promotion Campaign?
  - Influencer Support/Campaign or Co-signs to share release?

Figure 11 – Social media calendar for Marina Hovian to follow

The promo campaign will run from 15th Jan - 12th Feb

MARINA HOVIAN 'JUST HAPPENED' SOCIAL MEDIA SCHEDULE CALENDAR

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
11	12	13	14	15	16	17
				ARTWORK UNVEIL Post the artwork Let everyone know when the single is dropping! Use a smart link in bio for presave.		**PRESS SHOT** Post a simple press shot. Give the audience some content to interact with outside of the music
18	19	20	21	22	23	24
POST A TEASER SNIPPET Post a snippet of the remix on your story, reminding everyone to pre-save with the link in bio.	**AMA** Post a selfie on your story, telling your fans you'll be doing an 'Ask Me Anything' tonight on your story. Once you've posted the Ask Me Anything, reply to every question with a		**GO IG LIVE** Go live with your fans, hosting a listening party of songs you have released or are working on. Fans will love it!	**HAPPY RELEASE DAY** Post a snippet of the new single letting everyone know it is out now via Spotify/Apple Music etc. Make Sure you guide people to the smart link in bio, so that people	**CHECK YOUR MESSAGES** Check your messages to see if anyone has shared your music in their feed/stories. Be sure to post anything onto your own story, the fans will love to see	
	short video reply. Your fans will appreciate it!			can find your music on their preferred platform.	themselves on yours.	

25	26	27	28	29	30	31
PLAYLISTING Direct your fans to any playlists you may have been added to on Spotify/Apple Music. Post an image if you've been featured on the playlist artwork. Its important to promote the playlists you've been added to as it attaches your name to the other artists and relates you to independent curators.		**VIDEO RESPONSE** Take a short video thanking your fans for their interest and support so far! Direct them to the link in bio to listen to the new single. Keep up the replies; fans love comments/interaction from their favourite artists!	**THROWBACK THURSDAY** Post a throwback to any studio sessions and thank everyone involved for their hard work. Behind the scenes content is a great way to get your engagement rate up.		**SPOTIFY CROSSOVER** Use a Spotify crossover photo to promote your release. This consists of a press shot/release artwork and the Spotify logo. Make sure the link in bio takes people to your track!	**CREATE A PLAYLIST** Create a Spotify playlist that includes your own music and tracks from some of your favourite artists. Let your audience know you've just created it and send them to check it out! Keeping your audience engaged with content is important for building a fanbase.
1	2	3	4	5	6	7
	TRACK VS TRACK Post a poll on your story,	**POST A SNIPPET #1** Post another snippet, from		**GO IG LIVE** Go live with your fans, hosting a live performance	**GET YOUR FANS INVOLVED!** Post on your	**CHECK YOUR MESSAGES!** Check your messages for
	asking which of your tracks they prefer: 'Just Happened' the original version or the remix. The poll gives the fans something quick and fun to participate in and helps you to gauge their opinion on your	another previously released song on your story, letting everyone know its available now via Spotify/Apple Music etc. Make sure to use the smartlink in bio, so that your audience can		at home or in the studio! This is a great chance to give your fans a taste of new and old material. Use this opportunity to answer any questions your fans have about future releases, too.	story, asking your audience to film themselves listening/dancing/playing to 'Just Happened' on their own story. Make sure to repost anyone that participates and you can even post a carousel of your	anyone who has shared your music in their feed/stories. Be sure to post anything onto your own story, the fans would love to see themselves on yours!
	asking which of your tracks they prefer: 'Just Happened' the original version or the remix. The poll gives the fans something quick and fun to participate in and helps you to gauge their opinion on your material.	another previously released song on your story, letting everyone know its available now via Spotify/Apple Music etc. Make sure to use the smartlink in bio, so that your audience can find it.		at home or in the studio! This is a great chance to give your fans a taste of new and old material. Use this opportunity to answer any questions your fans have about future releases, too.	story, asking your audience to film themselves listening/dancing/playing to 'Just Happened' on their own story. Make sure to repost anyone that participates and you can even post a carousel of your favourites on your feed. Your fans will love to see themselves on your platform!	anyone who has shared your music in their feed/stories. Be sure to post anything onto your own story, the fans would love to see themselves on yours!
8	9	10	11	12	13	14
APPLE MUSIC CROSSOVER Use an Apple Music crossover to promote your release. This consists of a press shot/release artwork and the Apple Music logo. Make sure		**PRESS SHOT** Post a simple press shot of yourself. This takes a little break from the promotional side of things. Also gives your audience some content outside of the music to	**POST A SNIPPET #2** Post another snippet from a previous released song on your story, letting everyone know its now available via Spotify/Apple Music etc. Make	**CAMPAIGN ENDS** Remember to keep posting regular, engaging content for your audience.		
the link in bio takes people to your track.		interact with.	sure the smartlink is in bio!			

6 ii. Press Release & Marketing

'Marketing plans need to focus on the strengths' (King, 2009. P.g. 09)

Marketing and Release Strategy:

- - Discuss the various methods to ensure the music is heard both by existing and new audiences (e.g., radios and blogs)
- - Social media marketing, content creation and roll out schedule.
- - Discuss the need for both B2B and D2C marketing techniques and use the five pillars of marketing techniques (Small Business Chron.com, 2020).

1. Product Pillar (a tangible or intangible product)
2. Price Pillar ('out-of-pocket costs to a consumer but also consumer perceptions of value')
3. Place Pillar ('refers not only to physical location but also to access in general' - websites)
4. Promotion Pillar (Advertising)
5. People Pillar (how people react to the purchase of a product)

- - Outline what is needed for a successful EPK and the difference between the EPK and the PR

The electronic press kit (EPK) was the next part that needed to be done. 'Your EPK is the gateway to getting booked at venues' (Kealey, 2016). After looking at various websites and examples of EPK's, Spark Adobe stood out the most to us. It looked very professional and when changing from a laptop or computer display to a smart phone, the layout tailored well (Spark Adobe, 2021). After giving Marina Hovian some interview questions over email, a bio was formed. This is usually the first part of the EPK that someone reads. Photos from the photoshoot with Kuki London Ltd were narrowed down to the ones Marina liked best and were used also on the EPK. As shown in Figure 12 the first EPK idea was all on one page and would have been harder to navigate and adapt from computer to phone. But it would also be difficult to fit everything in the dedicated space for information.
The new layout with Spark Adobe looks more presentable and has various pictures rather than just one. It also has buttons with links to Marina's social media and videos of her previous work. As agreed, this looks more professional. It also has a link button to the new single and music video, so when the EPK is given to blogs or articles they can have a listen and comment. It is also useful when given to bigger labels or venues.

Figure 12 – 1st EPK Idea

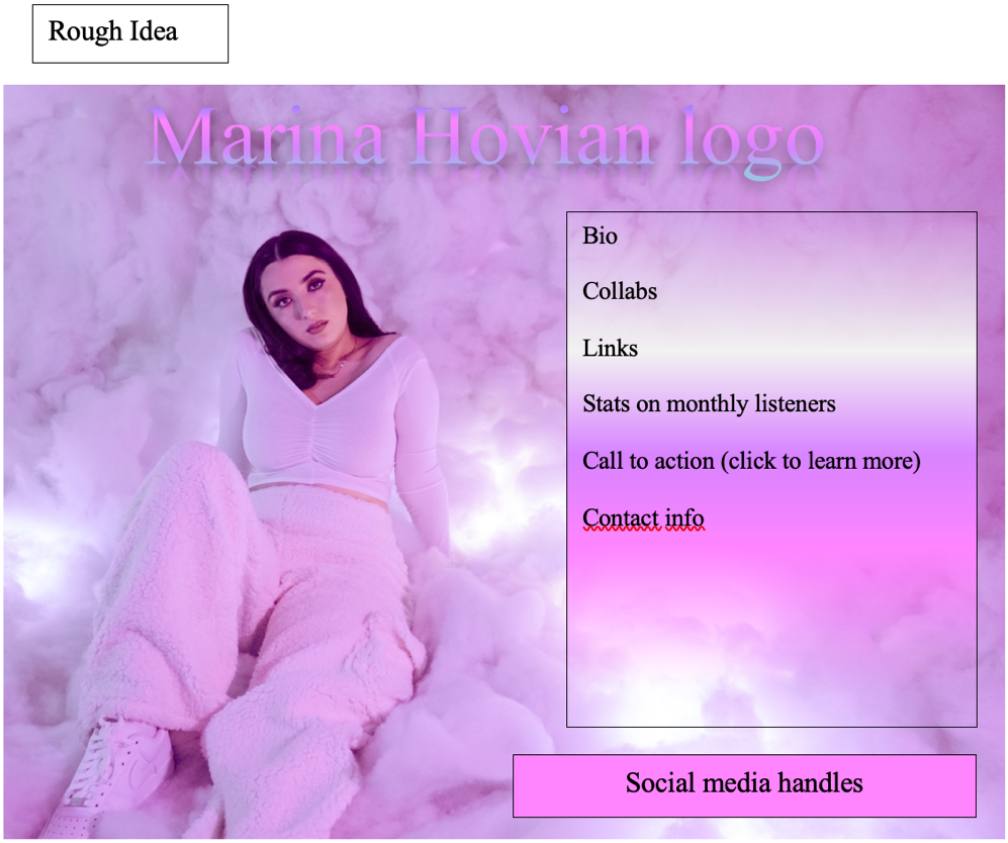

Figure 13 – Screenshot of final EPK front cover

7. Finance & Budgeting

The theoretical budget of £500 that was given to us to help understand and put into perspective how much a project like this would cost. But also, to see if we could balance the budget by understanding how to earn any money back if we went over the limit or not. To add on, see how much each individual detail would cost and add to the final bill. We looked into how much advertising costs from social media promotions and the cost of making the video to even designing the logo.

As shown in Figure 14, we went over the budget by £1250. From using a royalty calculator, it estimated that Marina Hovian needs to get 30k streams on Spotify to receive £100 to go towards compensating the debit. (http://www.royaltycalc.com/)

BUDGET: £500

Figure 14 – Budget table

Item	Details	Amount (£)
Recording	Mix/Master Fund	n/a
Marketing	Photoshoot	£0 (Use stills from video shoot)
Marketing	Graphic Design	£20
Marketing	Promotional Video Shoots	£1650
Marketing	Digital Ads Facebook/Instagram Ads	£50
Marketing	SubmitHub	£30
	TOTAL	**£1750**

(Link to Budget Tracker)
https://docs.google.com/spreadsheets/d/14z_ytWkS8rp58LSDwEG3YeXYpFnsFM-p2AS43KQdJpU/edit?usp=sharing

Another way to balance the budget would be revenue streams from other platforms. For example, YouTube Ad Revenue, Sync / Licensing, Live Show Revenue, Brands / Endorsement Deals and Merchandise. But also, through crowd funding and using websites like Crowdfunder UK, 'connecting projects that matter with people who care' (Crowdfunderuk, 2021). Kickstarter is another one that helps musicians from albums to performances, 'shape the future of sound' (Kickstarter, 2021). Indiegogo has helped raised '$12,110' and more for projects (Indiegogo, 2021). There are lots of ways to help receive money for projects as shown from this portfolio that £500 clearly isn't enough to create a professional release for a song.

Link to EPK and other assets here:

https://spark.adobe.com/page/GuseRSBiutovK/

https://soundcloud.com/karl-gordon-2/sets/marina-hovian-it-just-happened/s-BCDrL1AsxFp

https://www.youtube.com/watch?v=blaG7CSSeOE&feature=emb_title

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Zman.co.uk. 2010. *Z Management - Producer/Artist/Writer Management - Joshua Thompson*. [online] Available at: <http://zman.co.uk/clients/joshua-thompson.aspx#:~:text=Joshua%20Thompson%20AKA%20JT%20Bangs,due%20for%20release%20in%202019> [Accessed 1 January 2021]