DDJ GROUP

ARTIST DEVELOPMENT & MANAGEMENT

LOCATION: TILEYARD STUDIOS, LONDON

CHLOË RONA PORTFOLIO

INCLUDES:

Single/remix, artwork/iconography, music video, marketing strategy, financing and budgeting

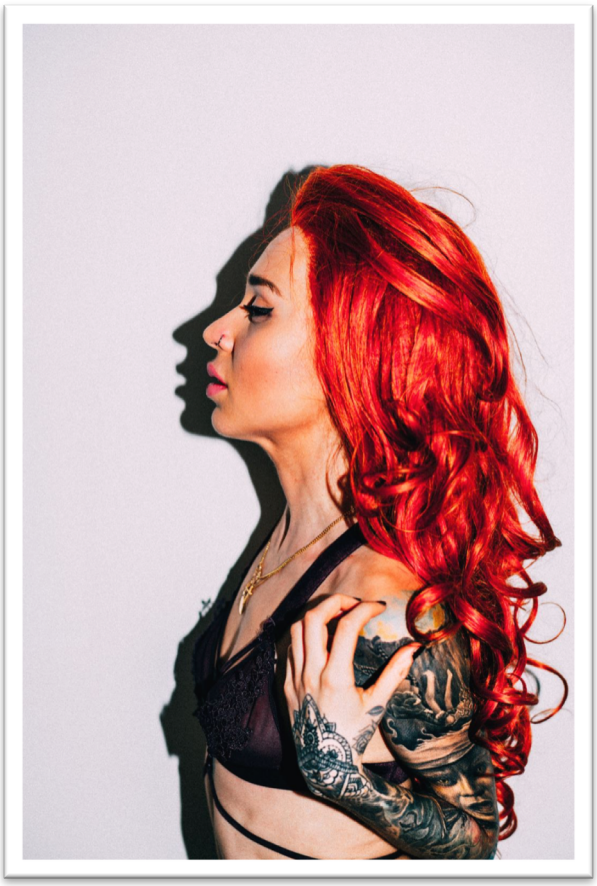

Image 1: Chloe Rona

PROJECT OUTLINE

This portfolio documents the planning, marketing and execution of a commercial single and remix release for the recording artist, Chloë Rona. The singer, a student on the MA Commercial Music & Songwriting course at Tileyard Education plans to release a single entitled 'High' and has enlisted the DDJ Group to support the rollout. This will require a comprehensive analysis of a variety of areas, ranging from market trends to brand association. The portfolio compiles the relevant artefacts and examines the practical requirements that are fundamental to the successful planning and execution of a commercial single release.

DDJ GROUP – ROLES

Desirée Banugo – Marketing Manager

Roles:

- Developing the marketing strategy and outlining the relevant objectives
- Ensuring the delivery of all assets aligns with the stated objectives
- Utilising social media to ensure brand awareness and organic growth

Jonathan Farmer – Creative Director

Roles:

- Developing Chloe's brand image, artistic identity and sonic persona
- Sourcing brands and venues to support the release of the single
- Overseeing financial and budgetary concerns

Denis Simms – Copywriter / Lead Project Manager

Roles:

- Curating Chloe's social media / web content, press releases and newsletters
- Sourcing magazines and online blogs for press coverage
- Managing Chloe's every day affairs and liaising with all relevant parties involved with the project

DDJ GROUP – MEETING

DDJ Group Meeting Notes	Subject:	Chloë Rona Project
	Time/Date/Venue:	13:00, Wednesday 31st January 2018, King's Cross
	Attended:	Desireé Banugo, Denis Simms, Jonathan Farmer, Chloë Rona
	Next meeting:	Wednesday 7th February 2018, Tileyard Studios

Agenda:

1. Determine project plan outline
2. Initial marketing strategy ideas
3. Chloë Rona – Artist Identity
4. Delivery of assets

Agenda Item	Discussion	Actions	Deadline
1. Project plan	• Meeting set up to discuss our plans to work with Chloe • Hart PR on board to promote first single from Chloe – *'Cruel Intentions'* • See Hart PR plan and proposed schedule	Chloe to send over images and upload all unfinished tracks to Google Drive for feedback. Will also send samples of artwork and logos/font types for branding moodboard.	5th February
2. Marketing Strategy	• Raise brand awareness of the artist to fans, industry peers and other artists/creatives for future collaborations • Grow Chloe Rona's fan community on social media • Build an email list for relationship building and remarketing • Release of second solo single to receive online buzz and acclaim		
3. Artist Identity	• Strong female identity • Possibly use female photographers, graphic designers, videographers for assets • Urban pop, dark R'n'B, goth imagery • Linked to strong brands with British identity (e.g. Dr Martens)	Chloe to write out '10 commandments' to better understand direction as an artist.	
4. Assets	• Select a song from the demo folder delivered • Artist photo from selection given • Finding a suitable videographer • See logo template designs and ideas		6th February

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Figure 1: Meeting Minutes

In this initial group meeting, we sought to finalise the project's focus and objectives. It was also an opportunity for each team member to state their strengths and opportunities for growth. This allowed us to delegate roles that would enable us to get the best out of each member of the team.

We also discussed Chloe's identity as an artist and the core values and principles that she wishes to adhere to throughout her career. This would give the group a better understanding of Chloe's goals and how we could best help her to reach them.

Lastly, we sought to clarify the assets that would be needed to complete the project. It was decided that Chloe would make her unfinished material available to the group for review.

Chloë Rona - Meeting Notes

7th February 2018

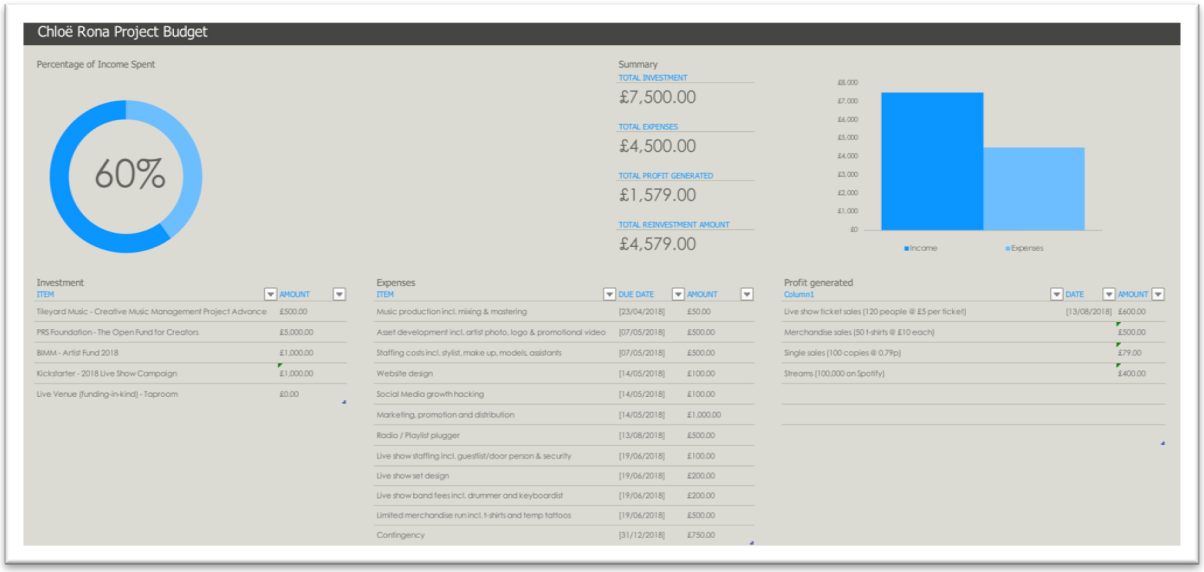
Present: **Chloë, Denis, Jonathan, Desirée**

Topics	Due By
Catalogue Review Denis, Jonathan and Desirée gave detailed feedback on Chloë's current song catalogue. Feedback included making choruses stronger, production style and Chloë being clear on her artistic direction. Jonathan gave extensive detail for production improvements and offered to re-work the production as guidance Chloë is happy to work with a topliner to help with choruses. We discussed Chloë's vision of 'commercial-ness' that she felt comfortable with and inspiration. She said she wanted to remain an artist but not being too 'pop in sound' but enough to be commercially viable. Chloë mentioned FKA Twigs and 6lack as two artists she admires musicially and also their career track to date. Song release schedule: initially talked about 1-2 song releases a month, type of release and used Drake as a case study. Denis & Chloë highlighted resources required to release two tracks a month. Jonathan mentioned PR efforts can be built off the back of the previous month's coverage so costs and efforts will vary. Suggested to release a track a month and then a album/compilation at the end of the period ie Volume 1 etc. The group agreed that High will be the song chosen for the assignment, but will support Chloë in our capacity after assignment submission. We discussed the chorus of the song and the strength is sometime in the 'singability' of the chorus. Jon highlighted while it's catchy it spans many octaves, Desirée suggested perhaps reworking the vocal arrangement to see if that can solve the challenge.	
Actions: Chloë to send stems to Jon to work on Jon to share his re-work on High	By 11th Feb By 16th Feb

Figure 2: Meeting 2 Minutes

In the second meeting, we decided upon the song that would be used to drive the campaign. Having reviewed the material available, *High* was selected by consensus as the standout track. We outline Chloe's artistic values and came to a decision on the direction that she would be taking in her career going forward both sonically and aesthetically.

FINANCING & BUDGET



Chloë Rona Project Budget

Percentage of Income Spent

60%

Summary

TOTAL INVESTMENT
£7,500.00

TOTAL EXPENSES
£4,500.00

TOTAL PROFIT GENERATED
£1,579.00

TOTAL REINVESTMENT AMOUNT
£4,579.00

£8,000
£7,000
£6,000
£5,000
£4,000
£3,000
£2,000
£1,000
£0

Income
Expenses

Investment

ITEM	AMOUNT
Tileyard Music - Creative Music Management Project Advance	£500.00
PRS Foundation - The Open Fund for Creators	£5,000.00
BIMM - Artist Fund 2018	£1,000.00
Kickstarter - 2018 Live Show Campaign	£1,000.00
Live Venue (funding-in-kind) - Taproom	£0.00

Expenses

ITEM	DUE DATE	AMOUNT
Music production incl. mixing & mastering	[23/04/2018]	£50.00
Asset development incl. artist photo, logo & promotional video	[07/05/2018]	£500.00
Staffing costs incl. stylist, make up, models, assistants	[07/05/2018]	£500.00
Website design	[14/05/2018]	£100.00
Social Media growth hacking	[14/05/2018]	£100.00
Marketing, promotion and distribution	[14/05/2018]	£1,000.00
Radio / Playlist plugger	[13/08/2018]	£500.00
Live show staffing incl. guestlist/door person & security	[19/06/2018]	£100.00
Live show set design	[19/06/2018]	£200.00
Live show band fees incl. drummer and keyboardist	[19/06/2018]	£200.00
Limited merchandise run incl. t-shirts and temp tattoos	[19/06/2018]	£500.00
Contingency	[31/12/2018]	£750.00

Profit generated

Column1	DATE	AMOUNT
Live show ticket sales (120 people @ £5 per ticket)	[13/08/2018]	£600.00
Merchandise sales (50 t-shirts @ £10 each)		£500.00
Single sales (100 copies @ 0.79p)		£79.00
Streams (100,000 on Spotify)		£400.00

Figure 3: Budget Breakdown

An initial budget of £500 was delivered by Tileyard Music / Tileyard Education to support the development of the required assets. In particular, this funding was used to complete the recording and production process for the single, as well as the website design and social media growth hacking for Chloë's artist profiles.

We also sought to gain future funding from a variety of organisations and institutions to further support the single release campaign. These include the PRS Foundation (PRS Foundation, 2018), BIMM Artist Fund and a Kickstarter campaign (Kickstarter, 2018).

The expenses section of the budget breaks down how the initial investment was spent. This ranged from asset development, video and audio production, staffing for shoots and shows, merchandise and set design.

Lastly, the projected revenue from the single's release is detailed in the final section. Using a Spotify stream calculator tool (Royalty Calculator,

2018), we were able to estimate the potential benefits that could come from the single release.

The budget can be viewed in full here: https://app.myshowcase.me/public/pYZto

FIRST SINGLE – CRUEL INTENTIONS

Chloe utilised the services of Hart Media for her first official single release for the track *Cruel Intentions.* Working to a budget of £500, Hart was tasked with gaining press coverage for the single and video release as well as building Chloe's social media following. Below is a progress report detailing the traction that the song had received pre-rollout as well as feedback from selected media platforms.

Chloë Rona

hartmedia

Cruel Intentions
Release Date: 16 March 2018

Date: 12 February 2018 **c.c.:**

The breakdown is as follows:

This week we have serviced the track and all of it's assets out to all of the relevant publications.

We have received a good number of response which is fantastic considering the track has only just been sent out. It is a brilliant sign that the single is making an impression and is standing out above the competition.

Whilst many of the sites that we have had feedback from have initial been turning down the single it has been great to get some good and positive messages from the Heads of Music. Many of these are purely preliminary so it is important that we are kept up to date with any updates with any and all ammunition that we can get to push for support surrounding the single. That way we can go back to them and push for support.

We are highly pleased to see that Colorising have come on board, and after discussing the release with them they have agreed on a full interview feature, This is a brilliant publication and a great result for our first full week of plugging.

Now that we have the full video and press documents we will continue to push the bigger sites for a premiere suitable for the new updated video.

Be sure to keep us in the loop with everything. We will return with more news next week.

Responses:

ASIAN DAN
Great moody vocals and hazy sound design. Bit too introspective for the blog.
At Cost Magazine
The sound is deep and atmospheric but the vocal delivery is a bit too hard and harsh
Disco Naïvité
Reminds me of BANKS but not as outspoken. Not bad but I'm not sold yet.
Electronic North
We did like the dark aspect to 'Cruel Intentions', the vocals are great with a real sense of drama and range to them. Musically we felt the track needed a bit more sharpness and energy on the production side to fully work for us. All the best with the song elsewhere!
Oblivious Pop
Like the dark synths on this and overall sound has potential, but think the vocals need to be a bit stronger and overall needs a bit stronger of a hook lyrically.
Alfitude
The chorus needs more depth on the vocals... but nice effort
Conversations about Her
Unfortunately, the singing style and cadence on this felt a bit too subdued, sorry
Audiotox
The vocal melody doesn't sound like it fits very well but the individual elements were good

HART MEDIA LIMITD UNIT 23, TILEYARD STUDIOS, TILEYARD ROAD, KINGS CROSS, LONDON N7 9AH TEL: +44 (0) 207 607 8160 EMAIL: INFO@HARTMEDIA.CO.UK

Figure 4: Hart Media Progress Report

DDJ Group aided Chloe in the design and selection of the artwork for the Cruel Intentions single release. Below is a selection of potential designs that were proposed before deciding on the 8th option (bottom right).

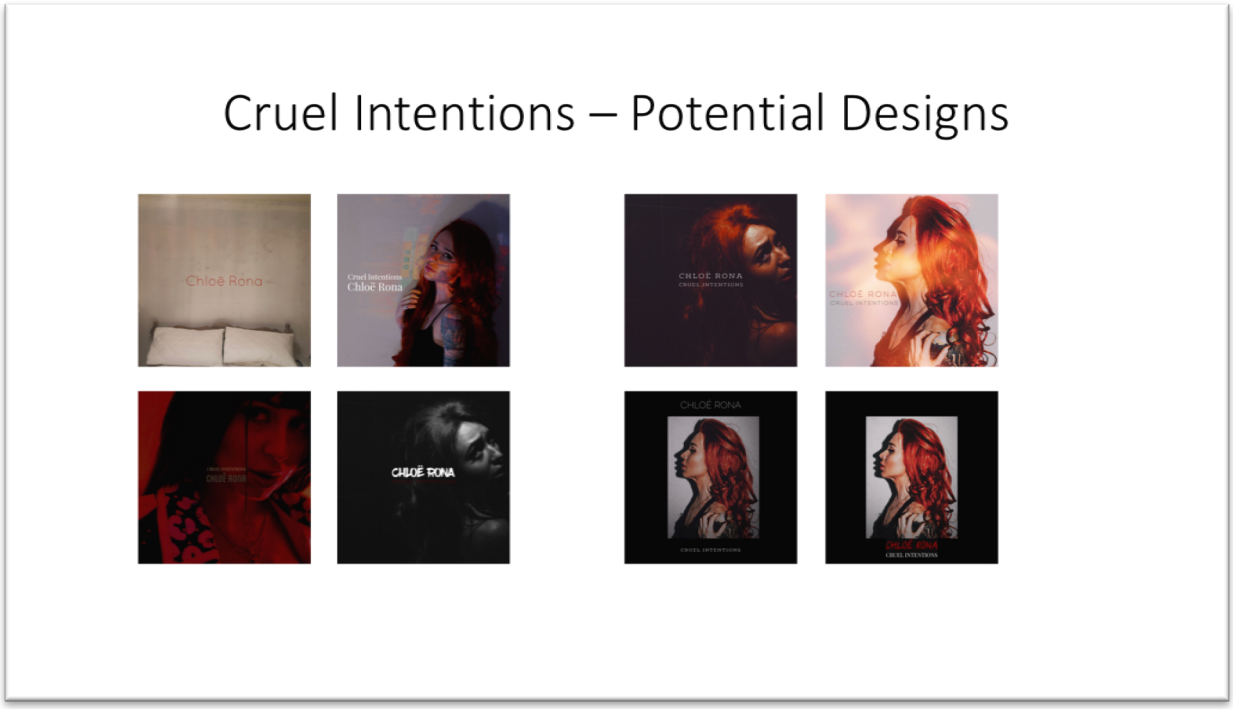


Figure 5: Cruel Intentions - Potential Designs

The single was officially released on all streaming platforms on 16th March 2018 (Spotify, 2018) and was premiered on Fortitude Magazine the same day (see Figure 6).

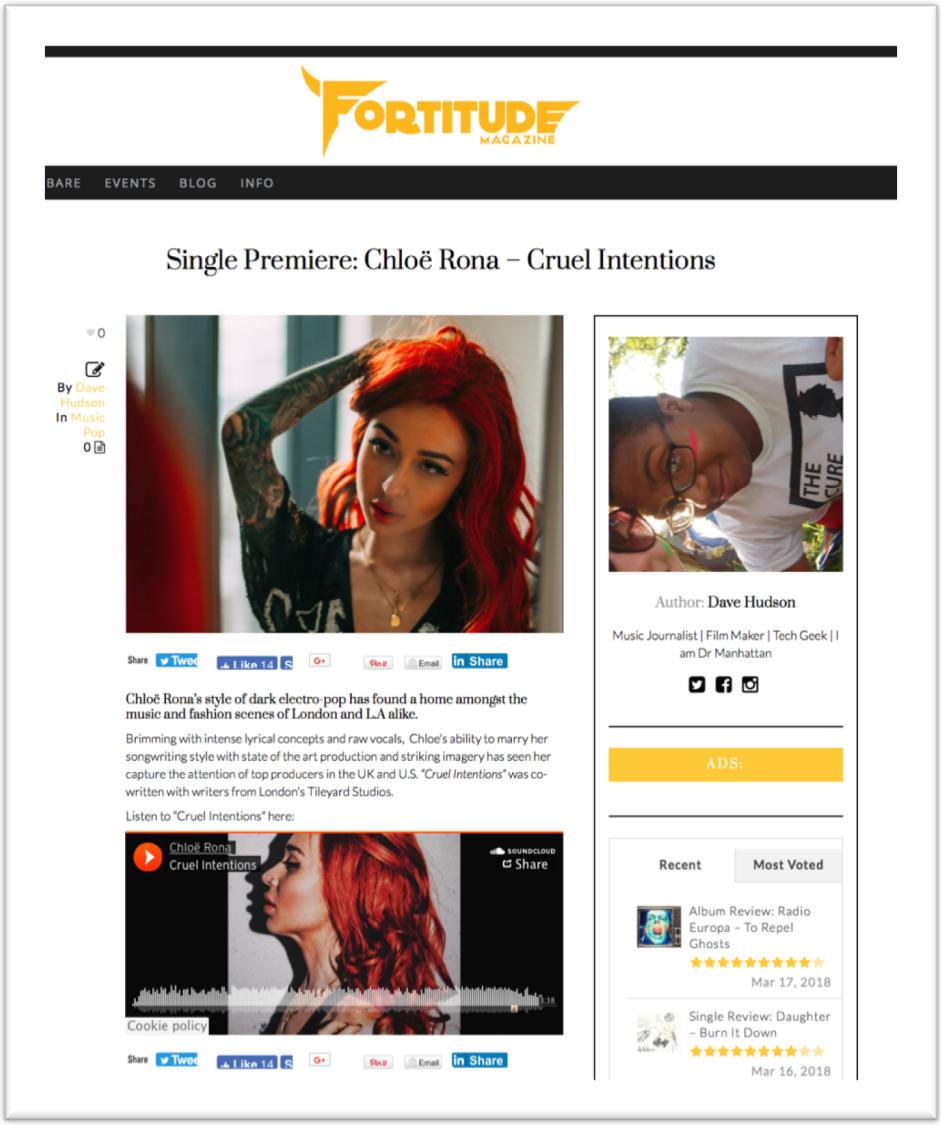


Figure 6: Cruel Intentions Single Premiere (Fortitude Magazine, 2018)

MARKETING STRATEGY

A number of strategies were proposed as potential avenues to grow Chloe's audience and stature as an artist. Below is a marketing strategy chiefly devised by DDJ Group Marketing Manager, Desirée Banugo.

Marketing Objectives

- Raise brand awareness of the artist to fans, industry peers and other artists/creatives for future collaborations
- Grow Chloë Rona's fan community on social media and streaming platforms
- Build an email list for relationship building and remarketing
- Release third solo single to online buzz and acclaim
- Cultivating a distinct and compelling visual brand around Chloë Rona

Key Performance Indicators/Measures of Success

- Over 100k streams over collective digital music services within 6 months of release
- Increased follower numbers on social media and email marketing list
- Increased engagement rates on social media / click-throughs on email outputs
- Media and fan buzz about Chloe and/or the track 'High'
- Virality of Chloë Rona owned content

Target Audience

Based on current social media demographic profiles:

- 18-35 years old
- Female/Male
- London, Los Angeles and other urbanised cities in the UK and US
- Interests in tattoo art, gothic aesthetics, piercings and body modification, street culture
- Fans music genres Trap, Trap House, Trap Soul, Dark Pop, Dark RnB, Alternative RnB
- Fans of artists such as BANKS, 6lack, The Weeknd and similar acts as per the AI generated chart of related artist from Music-Map.com

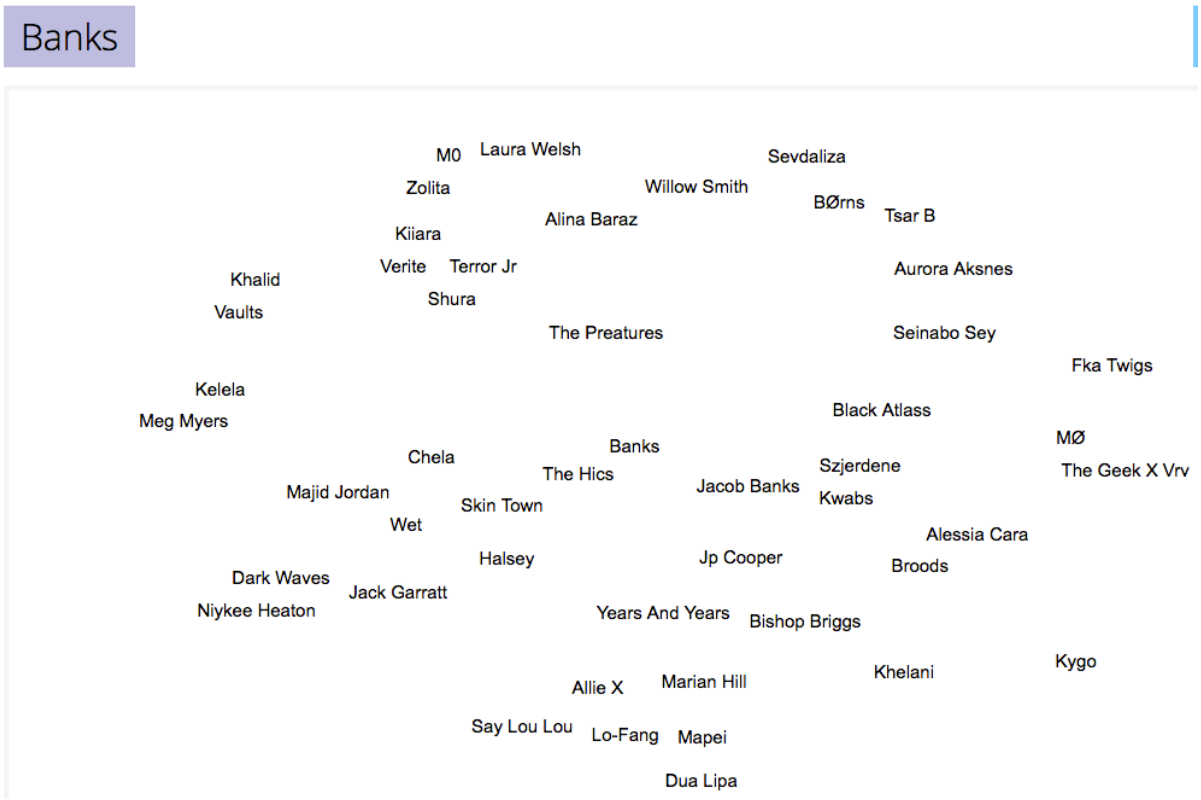


Figure 7: Related artists (Music Map, 2018)

Branding

While Chloe has released two previous singles and featured on a few songs by other artists, her distinct artist brand is far from being commercially or creatively established. Thus, the objective of branding efforts is to build Chloe's presence and credibility. Chloe is a strong, bold and determined young woman with a refreshing sense of openness when sharing both her joys and her pain and an inherent creative mission. Her sound is a hybrid of genres, perhaps best described as 'dark pop' due to its mainstream sensibilities paired with sultry and dark instrumental and thematic undertones borrowing from trap, hip-hop and alternative rock. Chloe's image is further a distinct aspect of her brand, encompassing ever-changing colourful hairstyles and an alternative sense of style that generally leans on elements of streetwear and goth style.

Blogger/Influencer Coverage

"Darkly seductive electro-pop is musician Chloë's gift, and her intense lyrical imagery and catchy, mystical beats on new track, Cruel Intentions, is something you guys need to know about."

Madeline Mae (Madeline Mae, 2018)

"Chloe's ability to marry her songwriting style with state of the art production and striking imagery has seen her capture the attention of top producers in the UK and U.S."

Fortitude Magazine (Fortitude Magazine, 2018)

"What Rona does so well on this track [Cruel Intentions] is mix low and high, dark and light, sweet and sour in to one hypnotic siren call of a song that stands out for its originality in a world where being unique isn't always the first purpose of music."

Listen with Monger (Listen With Monger, 2018)

"Cruel Intentions is the third example of the redhead's signature gothic-R&B style (which shall hereby be known as R&G – rhythm and gothic) [...] [the song] has a unique sound and is quite a promising start, which will hopefully lead to bigger and bolder R&G bops in the near future."

SheBops (SheBops, 2018)

"[Chloe Rona] stylistically brings a sexy edge whilst armed with mountainous amounts of vocal talent that fit together like a hand in glove. It's this overall package that makes her target for stardom a bullseye aim with the arrow already in motion."

ColoRising (ColoRising, 2018)

Font types

Customised fonts were designed for the artist branding to reflect Chloe Rona's personality and visual identity.

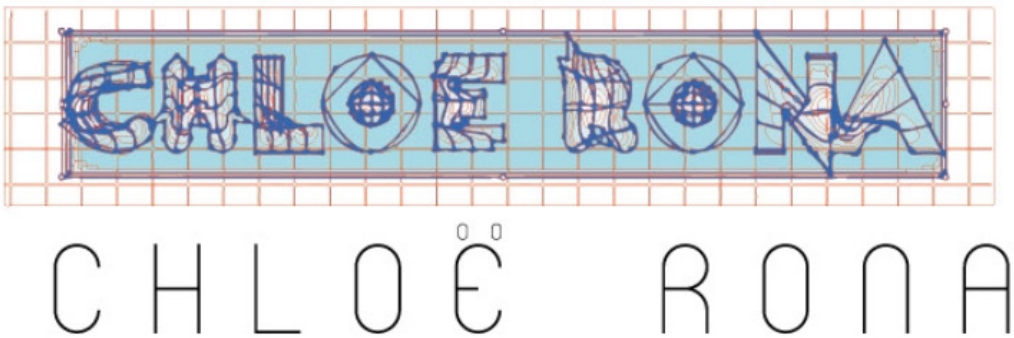


Figure 8: Chloe Rona Logo Designs

Products to be marketed

1x original track - 'High' - [3:31 mins]

1x remix track of 'High' - [4:11 mins]

1x promotional video for the original track - 'High' - [3:53 mins]

Distribution Channels

Chloe's music was previously distributed through the online platform Ditto. However, DDJ Group was able to help her apply for Kobalt's distribution arm, AWAL. Chloe was accepted in May 2018. Her music will now be distributed globally across the major digital services providers including: Apple Music / iTunes, Spotify, Google Play Music, Amazon and Deezer. Her video services will be handled by YouTube and Vevo.

The track must be submitted to the distributor up to 28 days before release date.

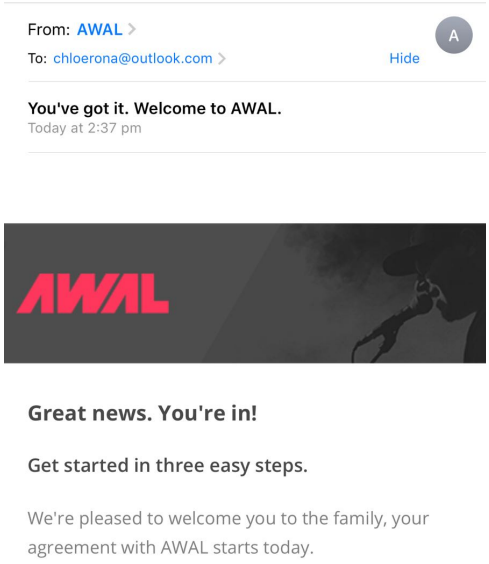


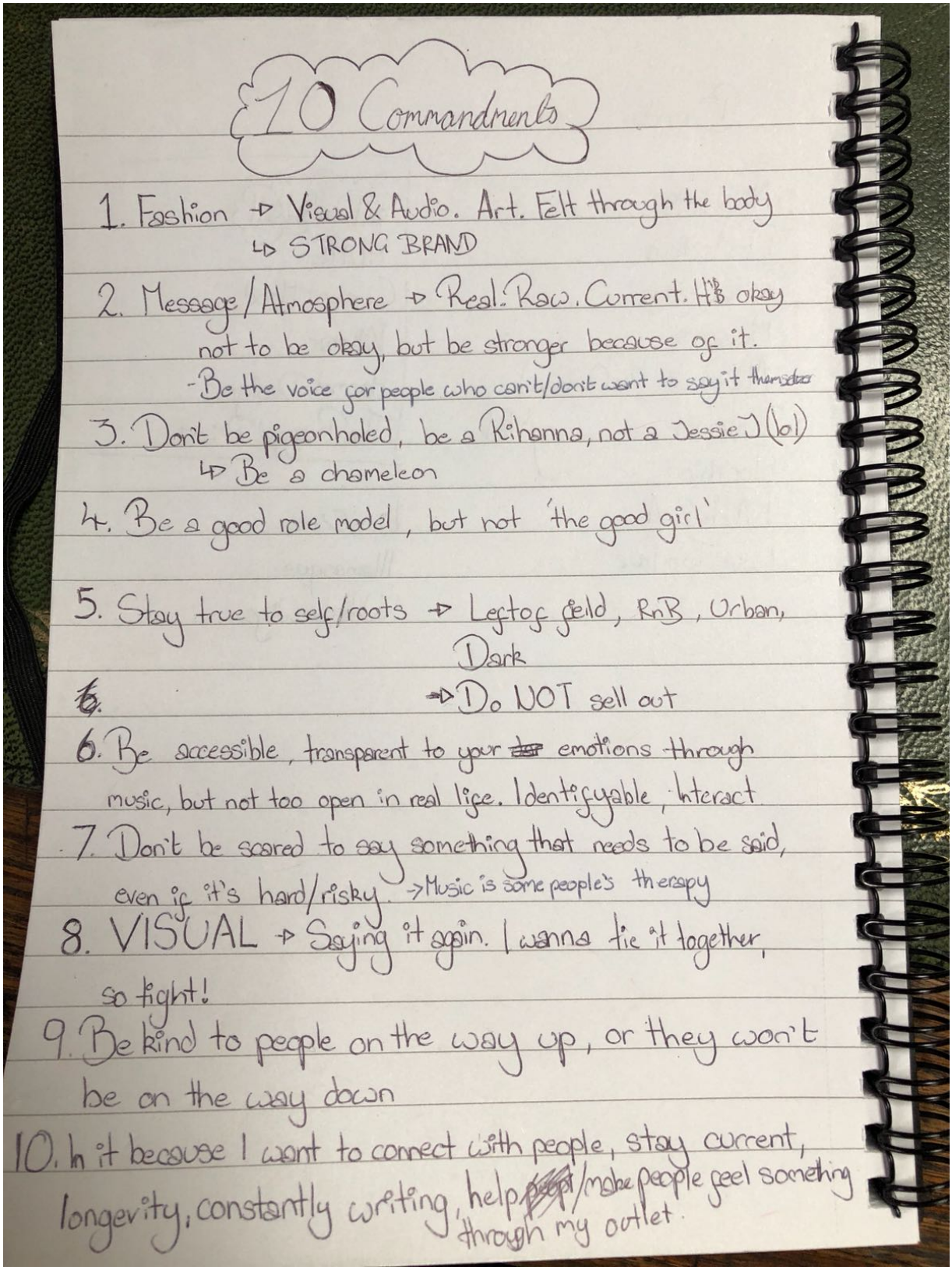
Figure 9: Chloe Rona AWAL

Core messaging

The messaging will be aligned to Chloe Rona's core values and song story in 'High'. We asked Chloe to write about 10 commandments that define her vision and values as an artist.

Values & Aspirations:

- Real
- Raw
- A voice for others who cannot or would not speak for themselves
- Be a role model but do not 'sell out'
- Be a chameleon
- Be emotionally accessible
- Be an identifiable and cohesive visual and sonic brand



10 Commandments

1. Fashion → Visual & Audio. Art. Felt through the body
   ↳ STRONG BRAND
2. Message / Atmosphere → Real. Raw. Current. It's okay not to be okay, but be stronger because of it.
   - Be the voice for people who can't/don't want to say it themselves
3. Don't be pigeonholed, be a Rihanna, not a Jessie J (lol)
   ↳ Be a chameleon
4. Be a good role model, but not 'the good girl'
5. Stay true to self/roots → Left of field, RnB, Urban, Dark
   → Do NOT sell out
6. Be accessible, transparent to your emotions through music, but not too open in real life. Identifyable, Interact
7. Don't be scared to say something that needs to be said, even if it's hard/risky. → Music is some people's therapy
8. VISUAL → Saying it again. I wanna tie it together, so tight!
9. Be kind to people on the way up, or they won't be on the way down
10. In it because I want to connect with people, stay current, longevity, constantly writing, help people/make people feel something through my outlet.

Figure 10: Chloe Rona 10 Commandments

Multiplatform Strategy

A clear user journey and related marketing funnel is required to support the build of Chloe Rona's fan base. It is vital that her fan base is built on platforms that she largely owns and controls so that she can maintain and manage the relationships on her own terms and not be subject to the whim of social media platform owners.

Although the user journey will not be linear, it should be a mix of earned, shared, owned and paid media:

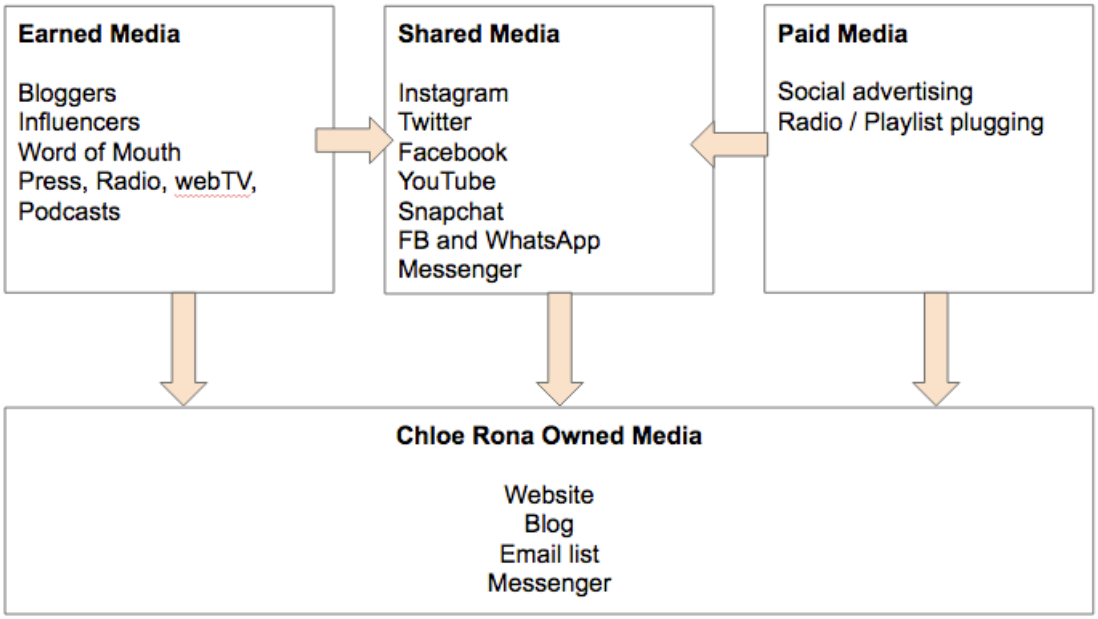


Figure 11: Chloe Rona Multiplatform Strategy

Bloggers, influencers and media: seeding content to relevant music and lifestyle bloggers and influencers to preview the song and video and interview Chloë Rona as a rising star.

Target list includes: Consequence of Sound, Earmilk, Fortitude, Best in New Music, Fader, ThisSongIsSick, Bit Candy and Spin.

Word of Mouth - seed content to Chloe Rona's own network of friends, colleagues and fans

Social Media - growth hacking strategy will be employed to increase the number of followers on Instagram. Use content marketing i.e. organic storytelling to build on the narrative. Content will be published to the relevant platforms daily during the campaign, and the team will also moderate platforms to engage with fans and also industry peers to help promote the track.

Radio and Playlist plugging

Spotify *Dark & Stormy* playlist (Spotify, 2018)

Paid digital/social advertising - ad content will be used to drive awareness of the new release and drive traffic to Chloe Rona's Instagram account and website.

Content Strategy

Assets available

- **1x Artist Image**
- **1x Artist Logo**
- **1x Remix**
- **1x Video**
- **1x Press Release**
- **1x Web space & Social Media platforms**
- **1 x artist biography**
- **1 x EPK**

	Content Suggestions	**Distribution Channels**
Teaser campaign **5 days before drop date**	• Lyric lines • Song preview videos • Collaborations with other artists in Chloe Rona's creative collective	Instagram Facebook Ads Twitter Website
Release day	• Influencer promos / shout outs / tags • Live video or Instagram Stories - Chloe Rona thanks people for their support	Instagram posts & Instagram Stories Twitter
Post Launch	• Behind the scenes video and stills • Lyric video clips • Promo for live performances, music promos and aggregators, playlist strategy	Instagram Twitter Website Emails

	Marketing Expense
Marketing Asset development - logo, imagery,	£500
Website design and development	£100
Social media growth hacking	£100
Marketing promotion & distribution	£500
Radio / playlist plugger	£500
Contingency @10%	£170
Total	£1,870

Timeline of release

	Jan	Feb	Mar	Apr	May	Jun	Jul-Aug
Demo song selection							
Branding development							
Music production							
Marketing plan development							
Marketing assets development							
Single Release							
Post Launch Campaign							

‘HIGH’ – PRESS RELEASE

Below is a press release drafted by DDJ Group Copywriter / Lead Project Manager, Denis Simms.

Contact: Denis Simms
DDJ Group
07946094989
simms@ddjgroup.com

CHLOE RONA

FOR IMMEDIATE RELEASE

Chloe Rona unleashes new single ‘High’

LONDON, UK – (June 15th, 2018): Rising R&B/pop singer Chloe Rona has returned today with her third and most sonically ambitious single “High”, now available for streaming across all major services.

The song continues a string of singles for the London-based starlet following “Cruel Intentions” and “Muse”, delivering a dose of anguish dripping with slick electro-pop production. “The song is about the dark sides of those closest to us” comments Rona of the song, which saw its emotional and captivating live debut in December during her headline slot at historic north London venue Nambucca.

The song was recorded at Tileyard Studios and will be accompanied by a music video due in the coming weeks, that Rona describes as ‘the latest, most cathartic and empowering piece of my visual journey so far’. Chloe will be releasing further singles this year and will be hitting the live circuit in London.

Press Quotes

“Chloe’s ability to marry her songwriting style with state of the art production and striking imagery has seen her capture the attention of top producers in the UK and U.S” – Fortitude Magazine

“The redhead’s signature gothic-R&B style shall hereby be known as R&G – rhythm and gothic” - SheBOPS

Figure 12: Press Release

HIGH – ICONOGRAPHY

DDJ Group Creative Director, Jonathan Farmer was tasked with developing Chloe's brand image, artistic identity and sonic persona. A brief was drafted to source designers for the creative assets required for the *High* single release. Below is the brief and moodboard that was distributed, in addition to the design selected.

CHLOE RONA

SINGLE ARTWORK BRIEF

ARTIST OVERVIEW

Chloe is a strong, bold and determined young woman with a refreshing sense of openness when sharing both her joys and her pain and an inherent creative mission. Her sound is a hybrid of genres, perhaps best described as '**dark pop**' due to its mainstream sensibilities paired with sultry and dark instrumental and thematic undertones borrowing from **trap**, **hip-hop** and **alternative rock**. Chloe's image is further a distinct aspect of her brand, encompassing ever-changing colourful hairstyles and an alternative fashion sense that generally leans on elements of **street wear** and **Goth** style.

'High' is a raw and honest song that addresses the damage that substance abuse has on relationships.

BUDGET

- £150 inclusive of edits and reviews for the creation of the listed assets.

CREATIVE

- In-keeping with Chloe's existing assets and brand identity (see mood-board for examples)
- Primarily, red and black colour-ways
  - Accent colours can be added to denote and distinguish different projects or to raise awareness of a new message on social media.
- Sexy, sultry, suggestive imagery
- Bold, clear, easy to read fonts

TARGET AUDIENCE

- 18-35 years old, mixed gender demographic
- Urbanised
- Fans of music genres Trap, Trap House, Trap Soul, Dark Pop, Dark RnB, Alternative RnB
- Fans of artists such as BANKS, 6lack, The Weeknd

ASSETS REQUIRED

- 1280x1280px single artwork.
- JPG & Full Layered PSD

Figure 13: Chloe Rona Single Artwork Brief

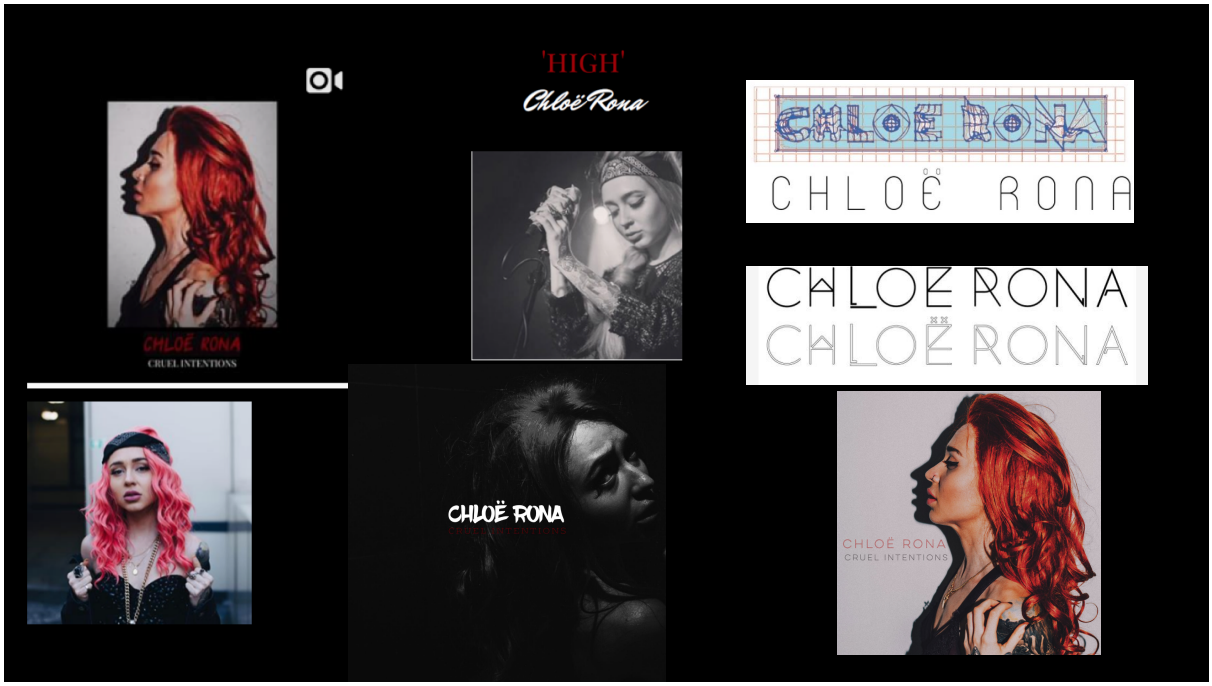


Figure 14: Chloe Rona Moodboard

Figure 15: Chloe Rona High Single Artwork

The full array of assets as detailed above in the marketing strategy are available to view and stream here: https://app.myshowcase.me/public/pYZto

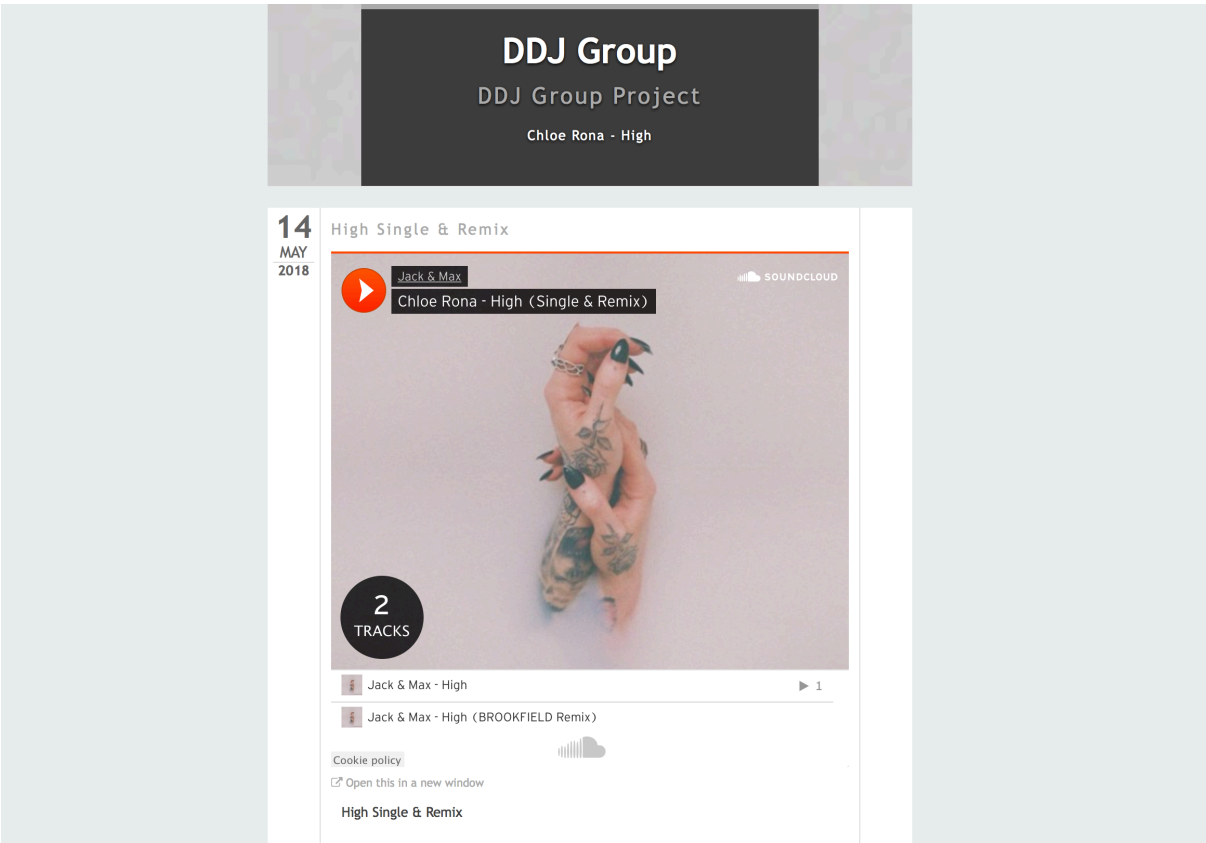


Figure 16: DDJ Group Project (My Showcase, 2018)

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