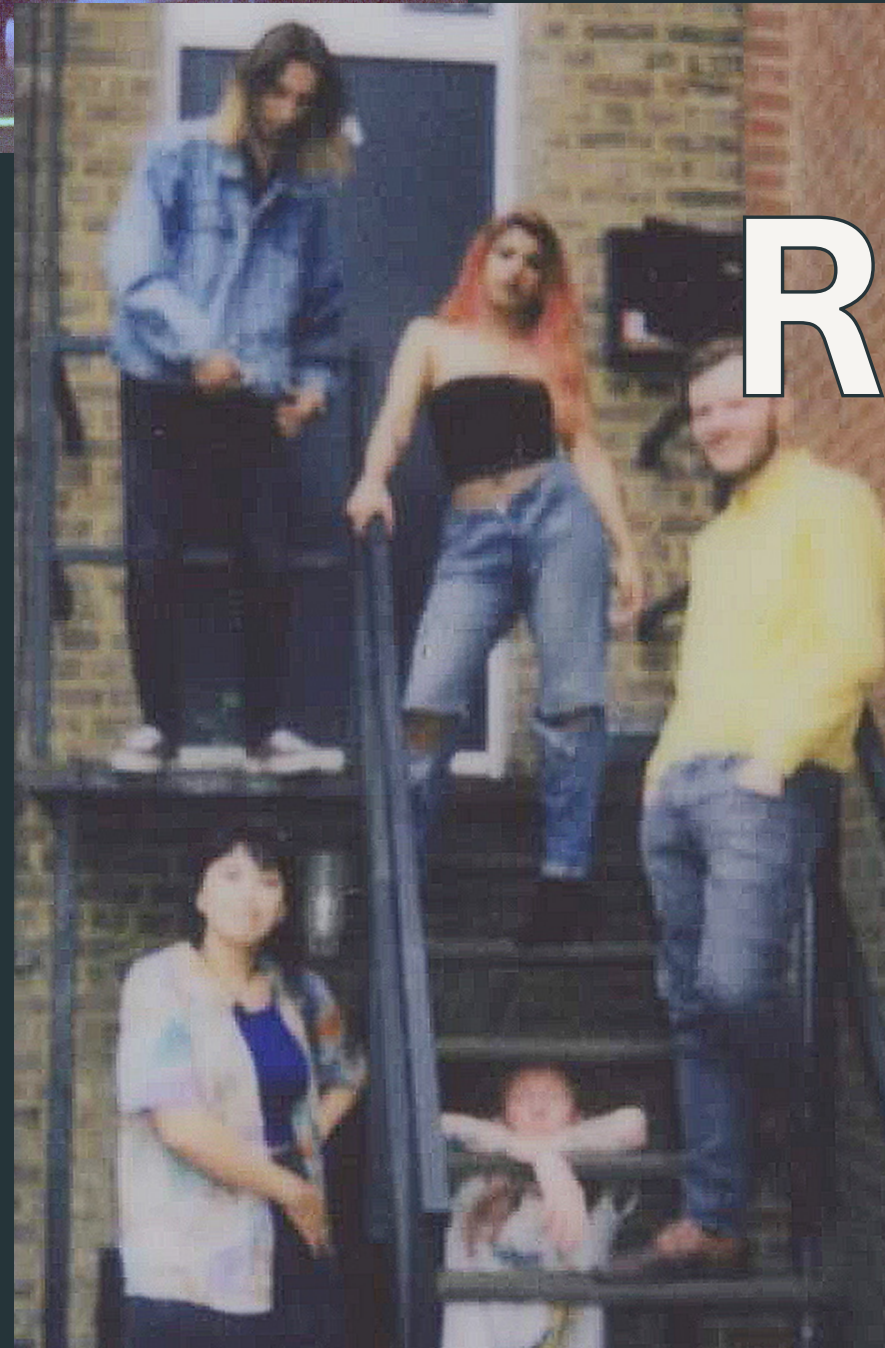
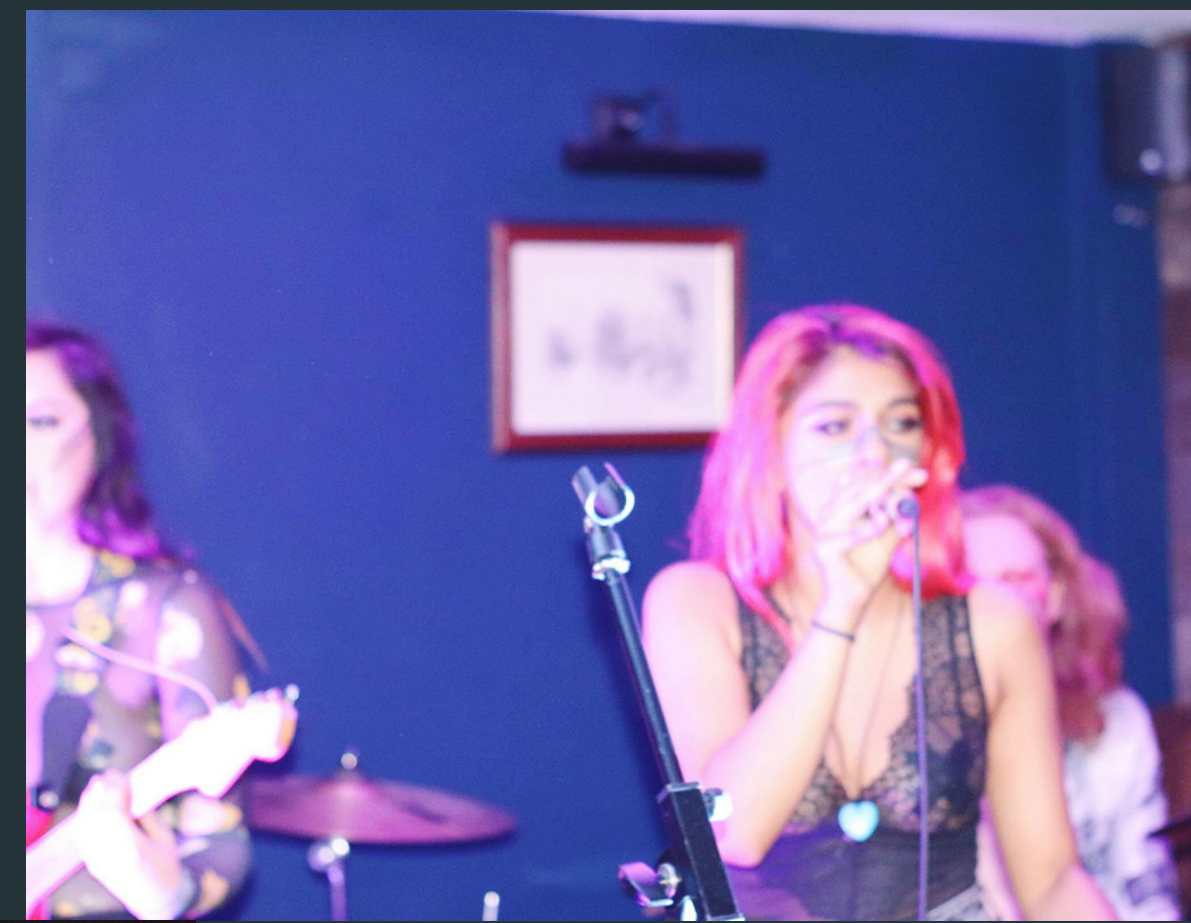
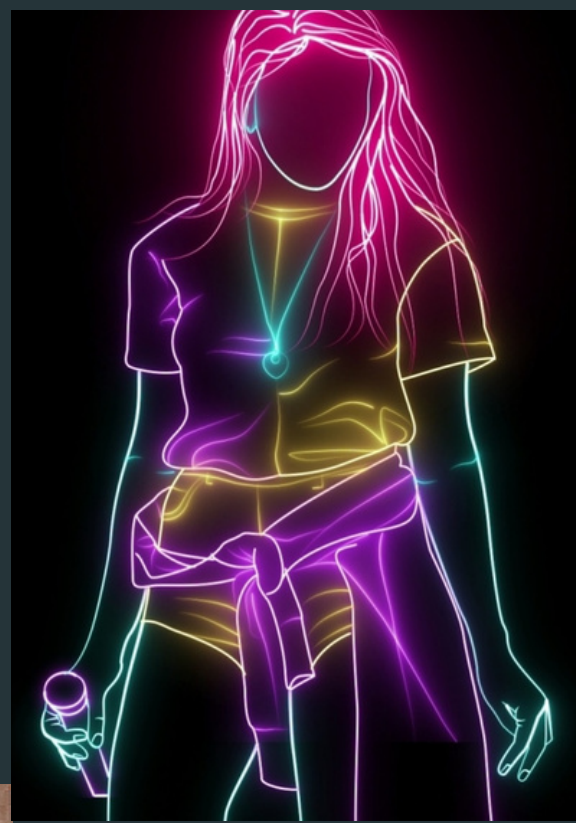




RIBRAB



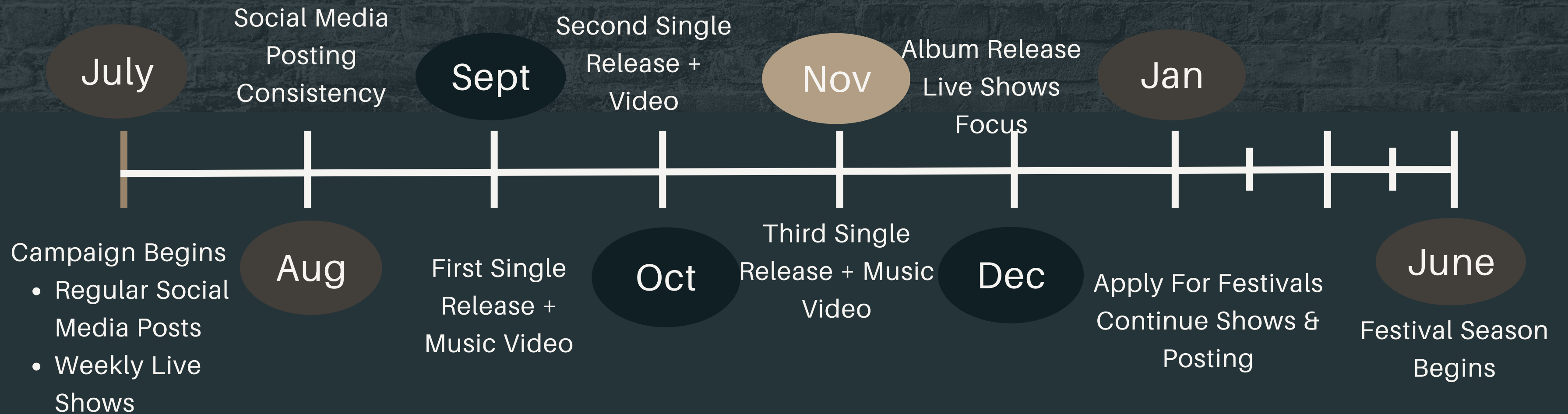
About

Ribrab is a punk and grunge musician, founder of band Oktopussy, now branching into a solo career with the launch of her debut album Fever Dream

How?

1. Establish Narrative: brand ethos, image, morals, things that draw in loyal fans
2. Consolidate Fanbase: artist-fan interactions, online and in person, making the fans feels like their part of a community.
3. Increase Reach: ad campaigns, PR, live shows, festivals etc

Timeline



Products/ Assets

- Single x3
- Music Video x3
- Album
- Merchandise

Internal Promo Campaigns

- Free CD Distribution
- Fake OnlyFans
- Social Media focus

Radio/ Magazines/ Interviews

- BBC Introducing
- Kennet Radio
- Eastern Eye
- Kerrang

Spotify Playlists	Radio/ Magazines
Walk Like a Badass Women of Rock Mifits 2.0 Heavy Queens The Punk List Hair Dye Alternative Noise Screaming Villain Mode Pop Punk's Not Dead	<u>Alt Stations</u> Kerrang Planet Rock Total Rock Radio 6 <u>Local Stations</u> Great British Radio Kennet Radio Starpoint Radio <u>Magazines</u> Kerrang Rock Sound Eastern Eye



Merchandise

- Beanies
- Lighters
- Tattoos/ Stickers

PROJECT OVERVIEW

Live Shows

- Dublin Castle
- Hope and Anchor
- The Star

Festivals

- Download
- Reading/ Leeds
- When We Were Young
- Slam Dunk
- 2000Trees

Fan Interactions

- Patreon

Fan Competitions

- Free DIY Clothing
- Artist Tattooing

Women's only Discord

- Riff of the week
- Art submissions
- Job Listings

Collaborations with competition

Impromptu Rave style show



90s Grunge Inspiration



Candid



Messy Girl Aesthetic

Social Media Photo Themes



Casual / Effortless

Weekly Content Calendar

	Mon	Tue	Weds	Thurs	Fri	Sat	Sun
Instagram	Story		4pm Post	Story	Story		Story
TikTok		1pm Music Post		Story	9am Talking Post		Story
YouTube			Short		5pm video		
Twitter			9am-12pm Tweet		Tweet		

Budget

[illegible]

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