

DÆmon Single Release

A portfolio of media assists,
planing and budget for WAX
single release



Table of Content

Artist overview	3 - 4
Target Audience	5 - 6
Group Roles and Meetings	7-8
Single Information	9 - 11
Release timeline	12 - 13
Marketing Strategies	14 - 17
Financials	18 -19

Project outline

This portfolio contains all documents created in relation to the marketing and release musicians DÆmons single ‘WAX’. For this project our team begun the curation of target audience, artist profile, market and genre trends that were relevant for the rollout. With this information the bases of the team and artist goals for please where made and incorporated into the curation of all assets and plans going forward.

Artist Overview

DÆmon is a young man who grew up in the United states specifically Oakland California. Currently Living in Berlin Germany he begun releasing music in 2017 his first single being Sirenxe. Since then he has gone on to amass over 15,000 mostly listen on Spotify.

His music can be categorised a mixture of a the sub genre futuristic rap with elements of underground club music. Releasing poetry in his spare time his songs all reflect this interest. With his previous tracks using lyrics to build an immersive world in so exploring human relationships, capitalism and debauchery in a close dystopia.

He has in his time as an artist cultivated an aesthetic of underground artistry. His social media posts being down to earth but also having an elusive aura to them. Along with this his personal style being that of classically in trend outfits with slight edge added in accessories to bring attention.





Market competitors

DÆmon is releasing music in a highly competitive genre. With Rap music becoming a large section of pop music there are many pre-established artists in the industry that he is compatible too in both sound and target audience. Addressing those close to him in the market can help to establish what marketing strategies will be successful to implement in his single release.

Little Uzi Vert.

Signed to Atlantic records The rapper has both similar songs to DÆmon's previous releases but also a similar style. Uzi has for previous single marketing released a connected NFT projected that had sold out upon release. Alongside this he has throughout his career partnered with brands to raise his recognition in the general audience.

Pink Pantheress

A new artist on the scene who saw a fast rise due to social media app such as TikTok and Instagram. PinkPantheress has become the face of the bedroom pop drum and bass genre which has recently found popularity. Her song brief in length are similar to DÆmons upcoming release. Her marketing depends on social media app and her core fanbase sharing the song on their own platforms.

Target Audience

DÆmons current latest audience is UK based. with most of his listener being in Europe the target demographic and the focus of the marketing campaign will continue looking for growth in the areas instead of targeting a new audience. From his Social media analytics his audience skews younger. From the ages of 16-24 and leaning towards a male based audience we want to make sure we are marketing and engaging with this audience. They unlike an older demographic most likely will have only a smaller amount of disposable income. With this the need to reflect their own personalities with the media they consume and purchase to market to this group the concept of being a trendy underground artist will be key.

15,143

Monthly Listeners

London, GB

1,266 listeners

Berlin, DE

393 listeners

Amsterdam, NL

242 listeners

Melbourne, AU

241 listeners

Paris, FR

226 listeners

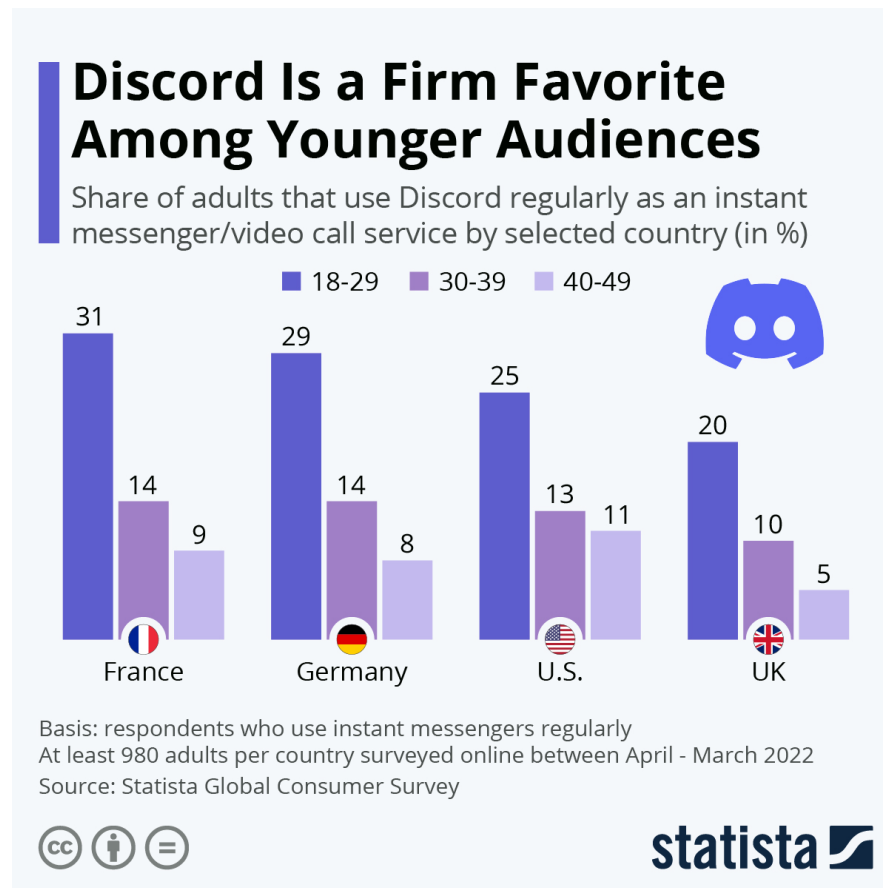
Audience based marketing

Gen Z the target market are the first generation to be in a main internet based world of consumption with this it's important that are main sources of marketing and artist fan relation building will be on platforms they feel comfortable using and spend their spare time on.

Discord

A new chat based social media platform. Discord is used to create a community who all have the same interest. Many younger artists have begun creating exclusive discord communities to cultivate their fan base. This environment creating a closeness with the artist. Alongside meeting like minded fans.

Signed to Atlantic records The rapper has both similar songs to Dæmon's previous releases but also a similar style. Uzi has for previous single marketing released a connected NFT projected that had sold out upon release. Alongside this he has throughout his career partnered with brands to raise his recognition in the general audience.



Group Roles & Meetings



Coined the team name DF5 the group has worked closely on this project to create a plan that is cohesive in all aspects. Each team member taking on their own base roles in the project but with weekly team meeting to assess the progress each member influenced and attributed ideas to all sections of the portfolio.

During the beginning meeting each had prearranged agenda to keep the group focused on finding an artist to work with. During these beginning meetings group role were delegated. Arranging of outlines for each meeting meant that each team member kept on track with their own work but also up to date on other members work. With this as the project outlines and original agendas were completed meetings could be used to debate what would be the best route for each aspect of the promotional material. With these opportunities for discussion large parts of the plan were established such as a live event in collaboration with Boiler room.

Group Meetings

Wednesday 9th November

Agenda:

- Decide on artist and song
- Delegate relevant roles
- Create rough role out plan
- Identify necessary assets for launch

Agenda item	Discussion	Action	Deadline
Artist	- Unattainable time limit to create mix and master our own song - A prior mastered song for an artist managed by Shannen		
Roles	- Shannen release schedule, partnerships, marketing - Marcel – accounting , budgets - George – live, tour - Izzy – data analysis , audience growth , marketing		
Role out	- Social media announcement , including a merch drop. - Music video release and remix compation launch - Live show celebrating the release (brand collaboration)		
Assets	- Single cover and promotional photos, one sheet, merch designs, typography, music video,		

Single Information

Wax to be released in March of 2023 is DÆmons first release of 2023 after a 5 month wait since his last single which dropped in November 2022.

Made in collaboration with his long time producer Modlaw. WAX is a short track been made with underground club and raves in mind. Starting with a simple yet classic piano rave melody the track like other in it genre builds as his vocals create club like drops in the music.

DAEMON



Single - WAX

Wax is Daemon's first release of 2023 with production from Zurich producer Modulaw. Opening with a classic piano rave melody, his processed vocals drop into powerful breaks on this 2 minute earworm that represents a new wave in futurist rap. Wax is guaranteed to hit dancefloors hard.



daemon.xd



daemondaemon



daemondaemon

Artist Bio

Daemon is a Berlin based independent rapper hailing from Oakland, California. His music is a cutting edge exploration of futurist rap and underground club music, drawing influences from lyricists like Playboi Carti and Lil Uzi Vert to underground dance genres like Jersey Club, Breaks and U.K garage on his production. Starting out in poetry, Daemon's unique lyrics set him apart from the status quo in rap. His tracks are an exercise in worldbuilding, exploring human relationships, debauchery and capitalism against the backdrop of a not so distant dystopia.





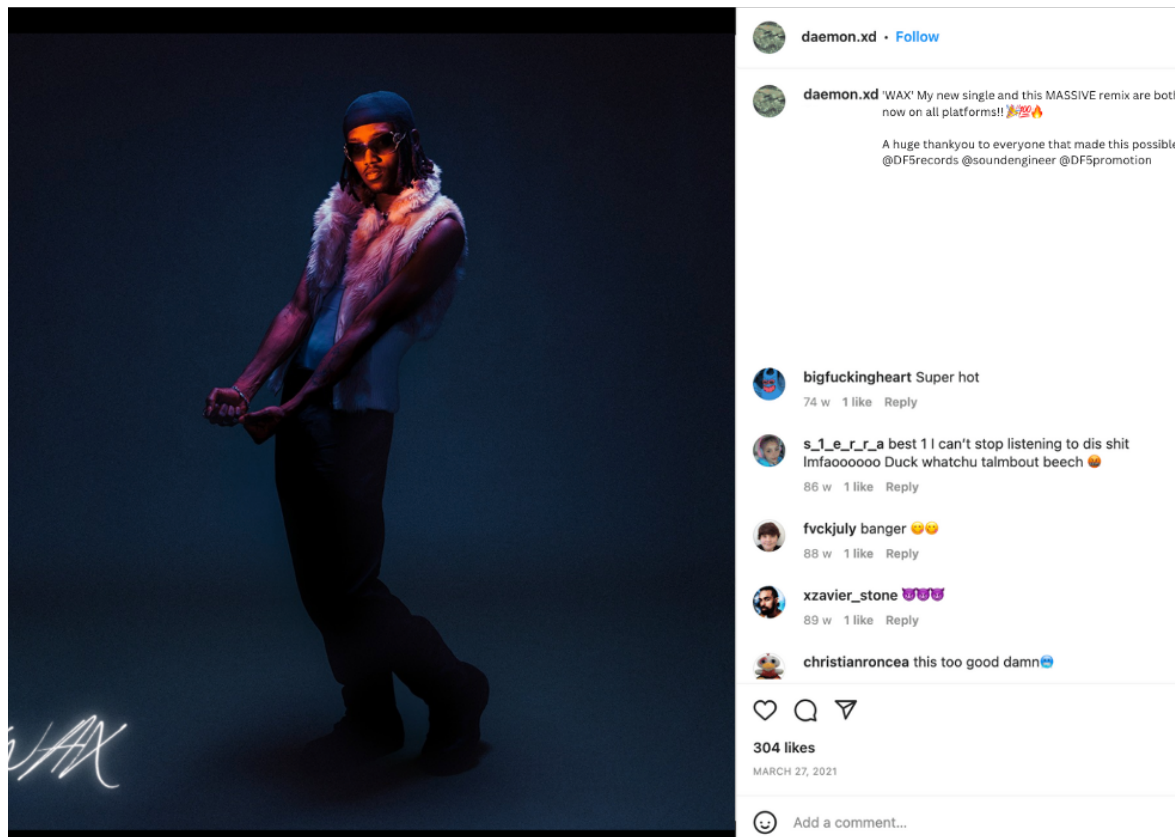
Single Assets and Remix

Cover Art

Photography DÆmon gave to the group were used to curate a mock up fo the single and remix art. Though the team plans to work with a graphic designer to have the final cover art these mock-up were produced to check the artist was happy with the cover before a brief would be given to the graphic designer

Remix

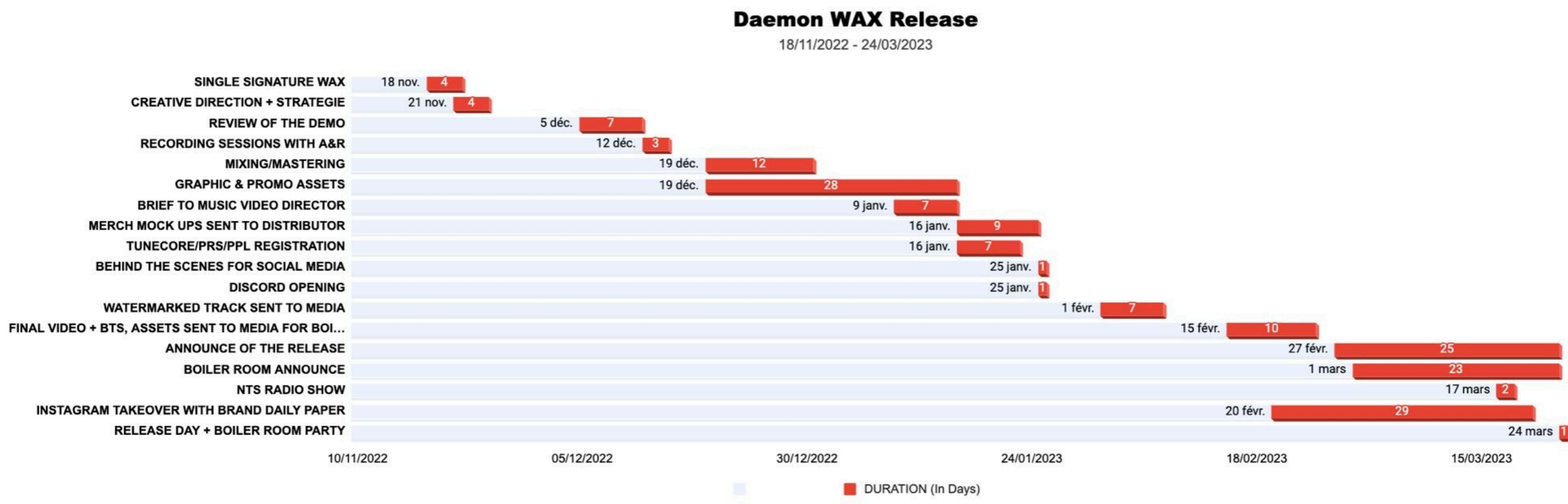
The Team had discussion what would eb the best way to produce a remix be it working with a larger artist to gain exposure to a larger audience. With finials in mind however the idea was exchange for a fan remix to be made. Using the established Discord channel the song will be posted for the fans of DÆmon to create their own mix. Using this a completion where the winner would receive royalties from the song along with an engagement tool. By creating this competition would give the fans an opportunity to make money but also invest more of their time in to DÆmon hopefully depending the par asocial relationship between them.



Release Timeline

The single release has been curated around key parts in the process from the submission of the track to PRS and PPL to the live actives that coincide with the release. All beginning dates have contingency for any delays in production and editing. However all assets and promotional material will be ready for publishing a month prior to the release date

Timeline Gantt chart



December

December will be dedicated to the team becoming familiar with the artist goals for this release how he would like to be pushed artistically and what he would like the team to focus on for this release. The artist will also be given december to have the final mixing and mastering of WAX completed ready for the new year. the team will then begin the process of reaching out to a graphic design for album cover work alongside finding an collaborator to film the music video.

January

January will have the music video concept and treatment shot along with the financing needs, by the point finished media assess are received back the merchandise mockup will be created with the brand print-fall. The wrist should have the music video shot by the end of the month ready to be edited for final release. The discord channel will also be released for fans to edging with dÆmon making sure to stay active and engaged on the platform.

February

February with the finalised assist the team will begin to send the track to traditional media platforms fro reviews to be posted on the release date. The best clip of the song will then be uploaded to ever-green preserve so that the track can be used on Instagram reels and tie tons by dÆmon. With the hand in of the final music video a press pack will be made for a pitch to boiler room to host a single release party.

March

The single announcement will happen on the first of the month alongside the announcement of the boiler event on DÆmons' social media channels. The week prior to release their will be an Instagram take over of the clothing brand Daily Paper by DÆmon. the day before the release and boiler room party NTS radio will host him on there midday show

Marketing Strategies

Traditional media

With a target audience already address most of our marketing strategies will utilise the platforms that they already use however traditional marketing still plays a pivotal role in marketing DÆmon as traditional marketing tends to have a larger audience but also the opportunity for the artist to be able to make a network in the industry which could lead to potential future opportunities. With specific media outlets that have a audience closest to DÆmons demographic. The being magazines such a Dazed, i-D, Native and others.

Alongside this the appearance on NTS radio which is one of the biggest underground radio stations dedicated to playing new artist. Its audience is the prefect demographic to engage with outside of social media.

Social media

With the addition of a new social media platform to post on along with his established accounts through out the lead up to the release DÆmon will be posting bts content, pre-save links and be overall more active and engaged on each platform. With most social media platforms the algorithm favour those who are active on the app creating content and so by upping his current usage of the app he should be on both his follower feed more often but also has a higher chance of the new people discovering him.

Instagram - Instagram will focus on classic promotional materials such as teaser trailers, photoshoots this will be posted at peak engagement time as given on the apps personalised analytics page. After the release date instagram will also be used for paid advertisement which we the budget of £1000 we would expect roughly 1300 engagement through the cost per click model

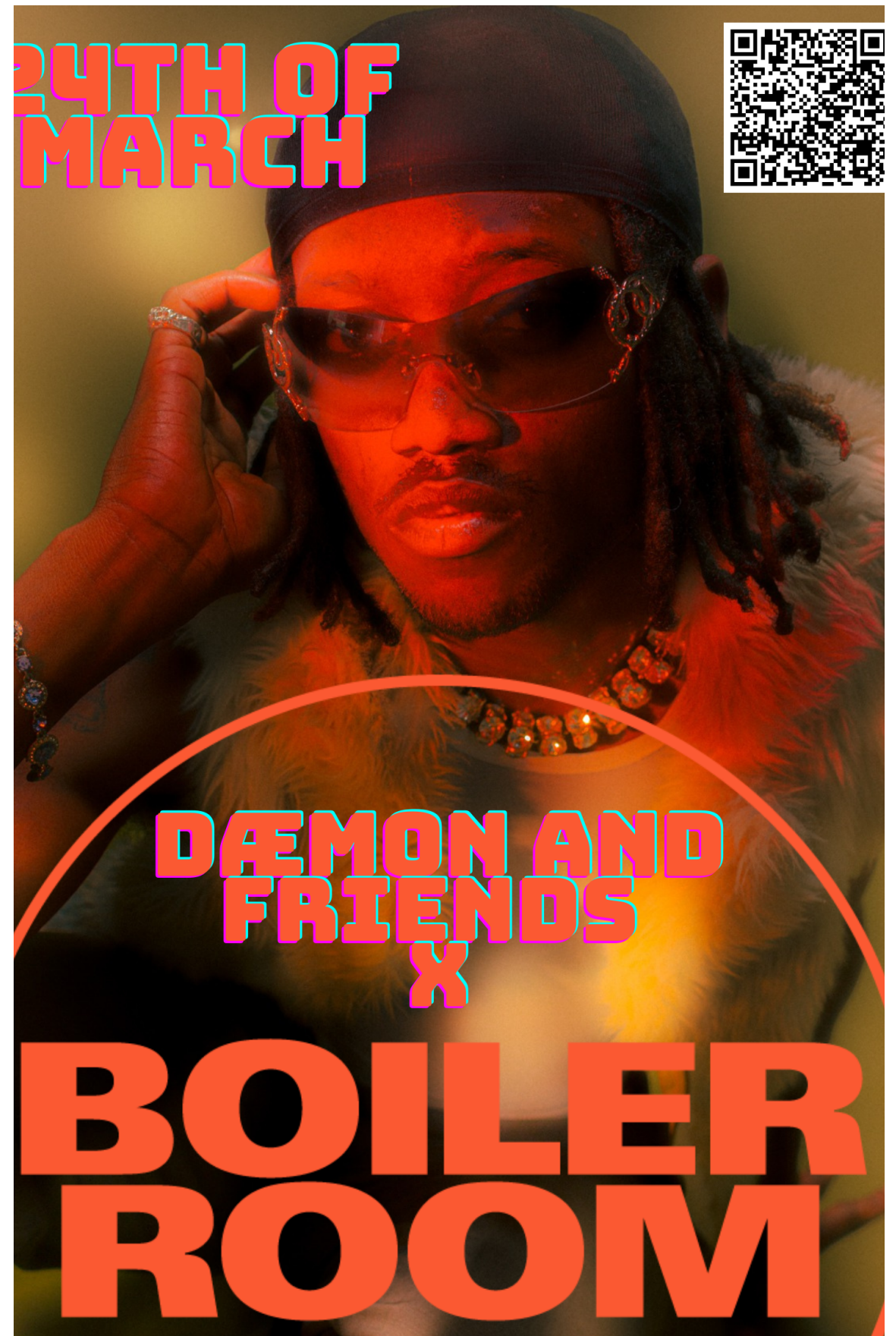
Tiktok - Tiktok will be used by the artist to post casual videos using his own audio on the background. With TikTok a range of content will be tried to see which works best in its ever changing algorithm once something goes well it will become the focal point of posts.

Lorem

Live event.

Boiler Room

Pitching an event to boiler room will be a key element in the promotion of this single. With DÆmon having a live event hosted and ticketed by another company the issues of unsold tickets will be in the responsibility of Boiler Room.



Physical

With the curation of merchandise DÆmon had provided us with artwork sample to be used. With in the examples were heavily brand and some not. After a discussion on the pros and cons of both the team ultimately decide to go for the unbranded artwork.

The reason for this decision was for marketability with the audience DÆmon currently has we believe that they would be more inclined to purchase a piece of merchandise that they would see as a design they would wear everyday instead of just a branding ploy. With the merchandise hopefully becoming a wardrobe staple for the fan. Then chance of someone asking about the clothing will become higher.

The mechanised will also be made suing a company that print on demand. With this the large budget won't be spent on printing mercy with out the knowledge of fan demand for such items.

Merchandise



NFTs

With the rise of artist releasing NFTs as merchandise we decide to test the waters to see how the sales go. The NFT release will also hopefully become a speaking part in outside marketing in review and other such media.

Releasing the NFT via PopEx so that those who purchase the digital item won't have to go through the work of sending up a wallet for the chain we minted on along with avoiding large fees that would come from for the minting and sales.

The NFT will also come with a physical persicv of media to be decided such as a ticket to an event or physical mercy item. This will hopefully spur purchases of the items if fans are unsure.



Financials

Though this portfolio and marketing release plan has been made with the theoretical budget of £5000. The plan has been made in mind of x being able to take the ideas brought forward and use them in a budget he has to fund this release. With this in mind the main items that have been important in the curation of this portfolio have been focused on the sections which would cost the least amount. Unlike paid social media marketing which can be costly without much growth coming from the investment.

RECORDING (PIRATE STUDIOS)

ROOM	£84.00
PRODUCER	£500.00
MASTERING	£100.00
TOTAL (in £)	£684.00

MARKETING

PLAYLISTING	£500.00
SYNC VAULT	£416.00
SOCIAL MEDIA	£1,300.00
POPEX	£0.00
TOTAL (in £)	£2,216.00

GRAPHIC DESIGNER

ARTWORK	
FLYERS	
MERCH	£700.00
Printing Posters	£250.00
TOTAL (in £)	£700.00

REMIX (CONTEST)

ROOM	£0.00
PRODUCER	£0.00
MASTERING	£100.00
TOTAL (in £)	£100.00

PUBLISHER (TuneCore)

Rising Artist	£13.00
TOTAL (in £)	£13.00

Budget breakdown

BUDGET ALLOCATION (Without Boiler Room)

MARKETING	£2 216,00
REMIX	£100,00
VIDEO	£700,00
MERCH	£0,00
GRAPHICS	£950,00
LIVE EVENT	£1 350,00
RECORDING	£684,00
PUBLISHER	£13,00
TOTAL (in £)	£6 013,00

BUDGET ALLOCATION (With Boiler Room)

MARKETING	£2 216,00
REMIX	£100,00
VIDEO	£700,00
MERCH	£0,00
GRAPHICS	£950,00
LIVE EVENT	£250,00
RECORDING	£684,00
PUBLISHER	£13,00
TOTAL (in £)	£4 913,00

Due to boiler room being one of the few uncertain events in the plan a budget for planning a live event both with and without their funding has been curated