BUSHY MARKETING REPORT

4104 words

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Bushy - Overview

This year Bushy, a London based artist, model and skateboarder plans to release a new single. Followed by an album release and UK tour, this year will certainly be a busy one. This report will examine Bushy's brand, his target market and the most appropriate and relevant methods of delivering content and product produced by Bushy.

Bushy – Brand/Artist profile



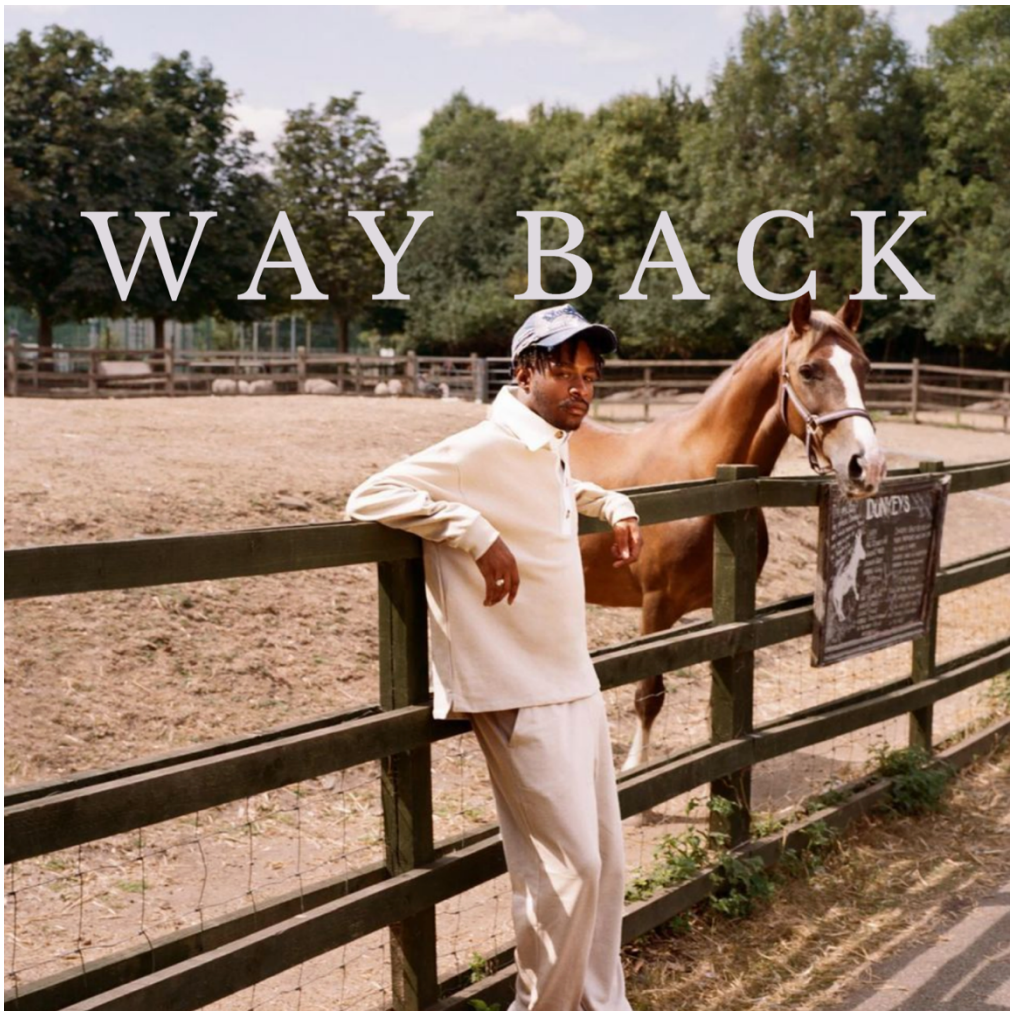
Bushy is a London based artist who comes from Leicester, a small city in the east midlands. Bushy is an artist that has seen notable success in the last two years with multiple releases across all DSPs. His music is an eclectic combination of earthy synths, trap infused drums and warm basslines. A capable rapper and singer, Bushy is an artist who is comparable in style to Childish Gambino, Kendrick Lamar, Slow Thai and A$AP Rocky.

Bushy not only writes and performs his own original tracks, but he is also an accomplished male model who has worked with and represented brands such as Stussy, ALLSAINTS, Boiler Room Cernucci, LEVIS, Dickies, Adidas and OFF-WHITE. Working with these brands is a great advantage to Bushy's branding and fan reach. By working with street wear companies is further affiliates and associates Bushy and his music with those brands.



Finally, Bushy is a skateboarder which adds to his portfolio of skills and attributes. It helps him to further affiliate his music directly with a specific scene and culture, it also presents further opportunity for brand collaborations with skateboarding companies, events and manufacturers.

The Single - Way Back



A strong and powerful single that sees Bushy working on further establishing himself in a more commercial market. The track features bold drums with dreamy synths, melodic keys and of course emotive and catchy lyrics with high commercial potential.

The single will be released in week 4 of the campaign and will be released on all major platforms. This will be a big step for Bushy and will act as one of the main check/trigger points within the marketing strategy. Featured below is how the single release will be promoted for the 4 weeks leading up to release day.

The Music video will be released on YouTube 1 week prior to the release of the track on streaming platforms as this will generate interest in the track, get people listening and then later they will be able to stream the track via their desired DSP.

Instagram Advertising: £3000

- Posts sponsored and promoted to reach a targeted and specified audience across the **UK and Europe**.
- Instagram Stories Advertisements
- Carousel advertisements with photos and videos featured on both people's feed and their stories.
- Promotional posts and ads done for fashion brands including Boiler Room, Stussy and Levi's.

£1500 for Influencer Marketing

- Working with hip hop and trap music influencers that have a significant following.
- Influencers are being paid to spread the song on their Instagram sites, post a review and ultimately share the track to their large audience of fans that will also have an interest in Bushy.

£500 for Instagram Live

- Organizing live sessions and interacting with fans.
- Addressing questions and talking about the new song.

£500 for Instagram Reels

- Making snappy and engaging Reels to promote the new track.
- To reach a larger audience, share Reels with relevant hashtags.

Budget - £5000.

.[i] *(Statista, 2021)*

Target Audience



Fans of hip-hop and rap music, especially those who enjoy socially aware lyrics and themes, are Bushy's primary audience. His music often examines problems of race, identity, and injustice, and he is known as a sensitive and contemplative musician. Although achieving mainstream brand attention and popularity, he has stayed loyal to his origins, appealing to fans of underground and alternative hip-hop as well. His admirers are typically varied in terms of age, colour, and gender, but they are all linked by a love of his distinct style and message.

A young London-based/international Hip Hop enthusiast is 16 to 25 years old and is enthusiastic about the culture of Hip Hop. They might dress in oversized trousers, oversized t-shirts, and trainers in streetwear fashion. They may also dress in hip hop fashion accessories such as chains, caps, or bandanas. Fans will devote a significant amount of time to listening to Hip Hop music, finding new artists, and attending concerts or live events. They follow Hip Hop influencers on social media sites such as Instagram, TikTok, or YouTube to keep up with the newest trends and news. Being a London-based fan, they may be interested in the UK's Grime and Drill music scenes, each of which have distinct sounds and styles. They may attend local events and listen to musicians from London such as Skepta, Stormzy, or Dave. Generally, a younger London-based Rap Music enthusiast is likely to have a passion for Hip Hop culture, music, and style and is constantly seeking out new ways to participate in the scene.





Bushy's target demographic consists mostly of younger hip-hop and trap music enthusiasts who appreciate his distinct style and lively performances. Fans like his charming and lively nature, which he often displays in his songs and social media presence. Fans of Bushy may be interested in fashion and streetwear since he is recognised

for his daring fashion choices and trademark haircuts. He has a sizable fan base on social media sites such as Twitter, Instagram, and TikTok, where he often interacts with followers and publishes personal updates. Fans of Bushy are generally varied in terms of age, colour, and gender, but they are unified by a love of his distinct music and image. He has worked with a diverse variety of musicians from many genres, which may appeal to lovers of other forms of music who've been engaged in cross-genre collaborations. Overall, Bushy's target persona is youthful, trendy, and edgy, and therefore appeals to those searching for a unique personality and sense of style.

The Big Strategy

The next section of this portfolio will cover the strategy for the release of the single the album as well as the UK tour. The strategy will implement all of Bush's assets such as his modelling and his skateboarding to maximise outreach and content creation in this strategy. Every asset and method used within this strategy will be complementary of one another meaning that there is consistency and continuity that stays in line with current branding the desired target audience and the overall desired outcome of the campaign. The purpose of this release campaign is to increase Bushy's wider listening base and increase his online streams on platforms Spotify and apple music. With an already established fanbase this campaign is all about fully understanding who they are and how more of these fans can be pulled in.



Marketing Plan: (Commencing the 1st of January 2024)

Week 1:

- Social media notice of single release (Facebook, Twitter, Instagram)
- On social media, there is a teaser trailer for the single.
- Marketing using influencers: To promote the track, we will contact UK-based music, skateboarding and fashion influencers.
- Radio exposure: We will contact UK based radio stations, specifically London and Leicestershire based radio stations.
- Playlist Submission: The single will be submitted to multiple DSPs for platform curated playlists.

Week 3:

- **Release of single music video on YouTube and social media.**
- On social media, there are behind-the-scenes videos of the music video filming.
- Cross-promotion on social media with UK-based musicians, Press releases to UK music outlets to highlight the music video.
- Release of the single on all major platforms

Week 4:

- **Release of the single on all major platforms**

Week 6:

- Pre-order announcement for the album on social media and the website
- Across social media, there are behind-the-scenes videos of the album recording process, as well as regular story and regular posts leading up to the release.
- Giveaways: Those who pre-order the album will get a limited edition album merch bundle.

Week 8:

- Publicity releases to UK music journals featuring the upcoming album
- Social media countdown to album release
- Share song exerts from the album on social media.
- Exclusive interviews with UK music outlets on the album and tour
- Social media notice of album release date

Week 9:

- Distribute the whole album via streaming services (Spotify, Apple Music, etc.)
- Social media cross-promotion with UK-based musicians/influencers
- Publicity releases were sent to UK music magazines, music critics and some paid influencers for review the album.

Weeks 10-11:

- **Announcement of UK Tour on Social Media and Website**
- Social media posts including behind-the-scenes footage of tour preparations
- Giveaways of tickets: Give supporters the opportunity to win free tour tickets.
- To promote the tour and record, radio interviews were conducted with UK-based radio stations.

Weeks 12-13:

- Social media tour countdown
- Share social media video of prior live performances.
- Exclusive conversations with UK music press regarding the tour and album
- Social media should be used to promote tour products.

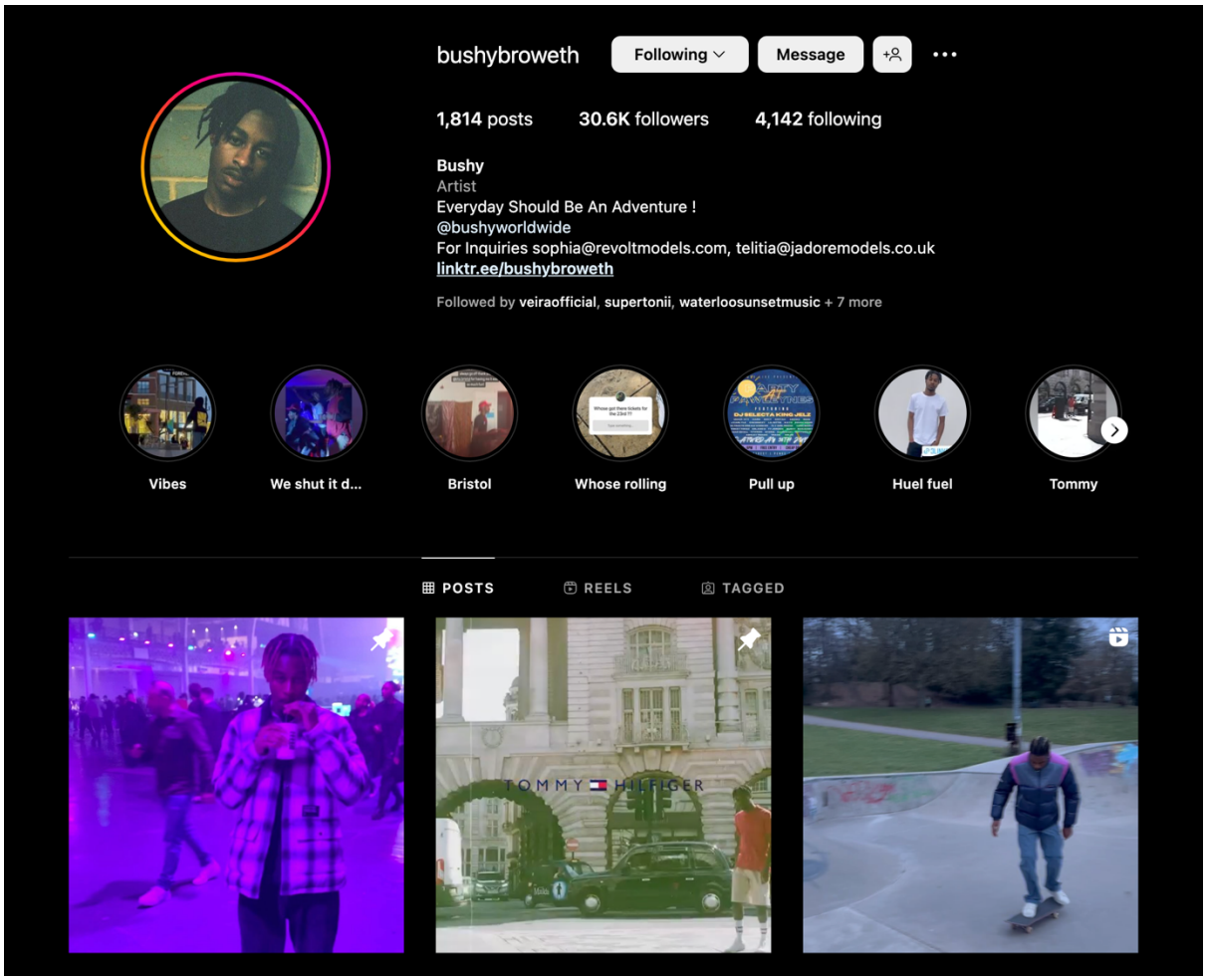
Tour Schedule:

- Each tour date should be promoted on social media and on the company's website.
- Social media will provide behind-the-scenes footage from each tour date.
- At each tour stop, sell products and albums.
- Social media cross-promotion with UK-based musicians
- In each location, radio interviews conducted with UK-based radio stations.

Social Media

Social media will be the primary source of consumer attention when considering its effectivity, ability to accurately target our previously detailed target market persona or ideal consumer.

Featured below is Bushy's Instagram page.



Bushy's Instagram page will be the primary form of communication for this campaign. This decision is based on the very crude basis that it's the platform he has the most followers on. Instagram presents the opportunity for an entire plethora of interactivity, content creation and the analysis of valuable consumer data.

Bushy's marketing campaign will benefit greatly when it comes to the ticketing of the tour, sale of merchandise and of course, directing fans to his music on the relevant platform. This is because Instagram is a great enabler of cross platform data sharing and connectivity. Content on Instagram can be shared to other social

media platforms as can links to ticketing websites or Spotify pre-save links[ii](Drummond, 2022), the consumer can easily find the product and it makes it easy to listen to, which is a key factor in marketing today. With attention spans as low as they have ever been, it's important to make your product easy to find, easy to access and of course, all in as little time as possible. As previously mentioned, this cross platform sharing and linking of pages on Instagram enables this ease of sale, and allows the marketing strategy to make the most efficient use of Bushy's account.

Radio

With Bushy expecting a lot from this release its important that the radio stations are aware of any upcoming number one hits and are notified of the release of Bushy's upcoming single.

The track will be submitted to UK based radio stations with a focus on the areas of Leicester and London. A link to the track as well as Bushy's one sheet will be submitted to each radio station, accompanied of course with an explanation as to why this new single is perfect for their show. The following radio stations will be contacted to cover the target audience in Leicester:

- **BBC Radio Leicester** - is the city and county of Leicester's local BBC radio station.
- **Demon FM** - is a community radio station situated in Leicester that transmits to De Montfort University students.
- **Takeover Radio** - is a Leicester-based youth-led community radio station that transmits to the city and neighbouring regions.
- **Fosse 107** - is a Leicester-based commercial radio station that broadcasts a combination of current chart numbers and older songs.
- **Leicester Community Radio** - is a Leicester-based community radio station that promotes ethnic diversity and communal cooperation.

In London the following radio stations will be contacted:

- **Radar Radio** - A well-known internet radio station that focuses on underground hip-hop and grime music. They have an established DJ roster and also conduct live gigs and events.
- **Reprezent Radio** - is a community radio station specialising on urban music and youth culture. They specialise on hip-hop, R&B, and electronic music and are recognised for promoting new talent.

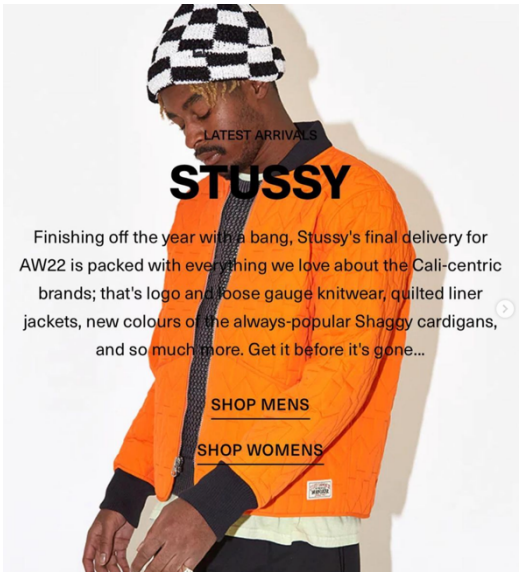
- **Radio Rinse** - Rinse FM, one of London's most well-known pirate radio stations, has been on the air since the mid-1990s. They are well-known for their influential dubstep and grime gigs, although they also perform hip-hop, trap, and other urban music.

- **Flex FM** - is a renowned pirate radio station that broadcasts hip-hop, trap, and garage music. They have a devoted fan base and often include special guests and unique recordings.
- **Capital XTRA** - Although not solely a hip-hop or trap station, Capital XTRA does broadcast a wide range of urban music, including popular singles and oldies. A morning programme presented by famous DJ and producer Manny Norte is one of their most popular shows.



Brand Collaboration







Bushy is no stranger to working alongside brands to promote an extremely dynamic range of products. From high end street wear to Alcoholic drinks and trainers Bushy has a plethora of experience.

As part of the marketing plan Bushy will reach out to these brands to firstly let them know that one of their ambassadors is releasing a song, and to secondly offer them the opportunity to become part of the campaign that is already guaranteed a certain level of outreach to a target audience that they also seek to captivate and sell to.



With Bushy's links and ties to the fashion industry it is realistic to assume that there will be a lot of offers for sponsorship and potential support. This support will be welcomed with open arms, especially if it increases the exposure of the single or provides aid in the form of money or goods towards aspects such as the tour around the UK.

Brands must however, have values and a target audience that aligns with Bushy and his

brand. We don't want to accept every offer and look like we are 'selling out' too soon!



Brand collaboration will be used to further establish and verify Bushy's authenticity and popularity, in short, by working with brands that already seem cool and trendy it inadvertently makes Bushy look cool.

Any attributes associated with brands that Bushy collaborates with will automatically become associated with Bushy. There is therefore a high level of appeal for brands to collaborate with Bushy and to associate their brand with his work and art.

Individuals prefer to seek to others for advice while making choices. Marketers may use this method commonly referred to as social proof. A method used to influence consumer behaviour by emphasising good reviews, customer testimonials, or endorsements from well-known personalities. In this case this social proof comes from collaborations.

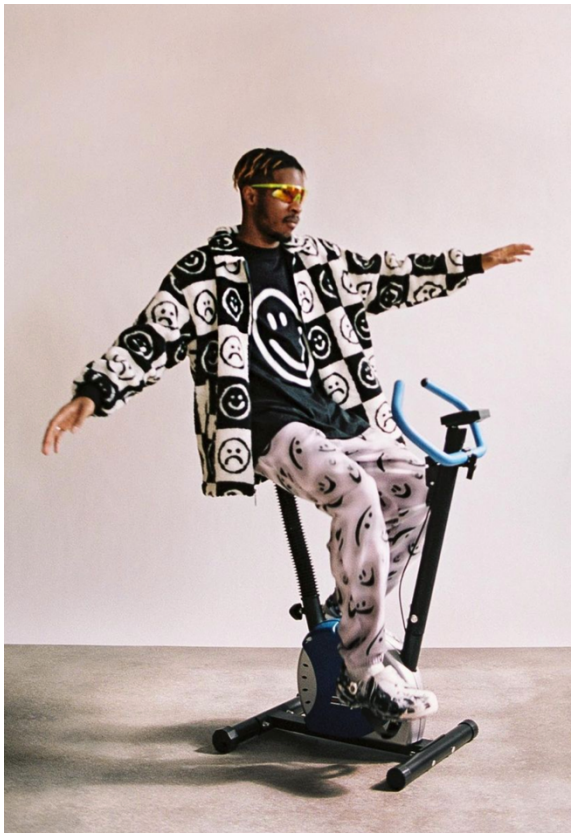
Psychological Methods



Marketing is no longer simply about providing a product to satisfy a requirement, the expectation of what that product can do and its potential is unlimited.

The psychology of marketing can be used to sell products with ease, to customers that desire the product as well as those who might not have organically decided to purchase the product at their own volition in the first place. Throughout this campaign methods of psychological marketing will be utilised to manipulate and entice consumers into engaging with our brand, consuming our product and most importantly, keep them coming back, turning our consumers to fans. Social proof is already very much at play in this

campaign. However there is another method that will benefit the sale of tickets and that is scarcity[iii](Troncoso, 2023). Although there are plenty of tickets available for the tour the consumer must believe that there are in fact fewer, therefore a small level of panic and pressure is generated, encouraging the consumer to buy. The concept of scarcity also creates hype around Bushy's brand and creates a sense of exclusivity and further establishes his authenticity in the music game.





The next method that will be subtly implemented is priming and framing, a methodology that sees the use of certain stimuli or cues to evoke a particular response from the targeted consumer. The framing aspect concerns presenting the content in a certain way, drawing consumer focus and opinion to specific areas of the content to lead the consumer to make pre-determined decisions. Finally, nostalgia, humour and personalisation will all be used in correlation with one another to ensure that the machine that is Bushy's marketing plan, will appear as human as possible, making the targeted consumer feel like it's their choice to like the product and that they can identify on a personal level with the brand.

A story sells records and often stories that sell records are certainly worth telling. By implementing a human aspect[iv] (Astute, 2019) to Bushy's image and placing him in the character archetype of a friend and creator it builds consumer trust and can even have the potential for total consumer control. Total consumer control is a scenario commonly seen in the music industry where fans will do anything for the artist they love, in some cases this can go as far as fans endangering themselves or the artist.

To some consumers the gods aren't living high above in the skies or below the depths of earth, but rather they are walking among us, on stage with a microphone singing lyrics that mean more to the consumer than they should, it's a power that has to be handled very responsibly but one that also presents vast opportunity.

The Album – Faded



"Faded" is an album that retains the spirit of old-school hip hop while adding a contemporary touch. Bushy, the musician behind this masterpiece, has perfectly mixed old hip hop sounds with a refreshing current atmosphere that will transport you back in time. Yet it's not simply the music that distinguishes this record; it's also the honest, heartfelt lyrics.

Bushy takes the listener on a trip through his life experiences, diving into his problems and accomplishments with an unapologetically vulnerable approach to storytelling. Each track exemplifies his talent, with the lyrical material flawlessly blended with the soulful sounds, producing an invigorating and contemplative feel.

From the soulful opening tune "Faded" to the contemplative and melancholy "Broken Promises," every track on this album is a masterpiece that exemplifies hip hop's real talent. Bushy has created an album that is both modern and timeless, with a sound and poetry that will linger with listeners for years to come. This is a must-listen for everyone who enjoys the actual essence of hip hop and want to experience it in its purest form.

The Album release plan





As observed in the marketing plan/timeline, week 6 will see the announcement of the upcoming album and its availability for pre-save on all platforms.

This release will use similar methods to the single release plan, with proper use of Bushy's Instagram and the allocated budget a strong social media presence will ensure the success of this release. A sense of personability will be created around the album release with behind-the-scenes content being posted, shared and promoted across Bushy's social media platforms including primarily Instagram and then to TikTok and Facebook.

The Album will not only be made available for pre-save on streaming sites, it will also be made available on vinyl, a format of music that appeals to the nostalgia and retro fitted desire of consumers to further engage with the music they love[v](Storm, 2023). Vinyl also presents the opportunity for Bushy to send his fans physical product along with the Vinyl. An example of this would be stickers, folded posters, signed photos and even access to unique online content via the implementation of QR codes or scannable RFID chips in the vinyls packaging.

The Album will be made available via Bandcamp, for the giveaway Bushy will give 20 lucky customers that pre-ordered the album a special bundle, including a signed copy of the vinyl, a custom letter and tickets to an upcoming unannounced performance. The winners will also receive a QR code that links to further behind the scenes footage, unseen and unheard content as well as a few clues and 'easter eggs' suggestive of the tour that is yet to be formally announced.

Week 8 will involve Bushy taking part in interviews, posting regularly to social media regarding the album, with a few small snippets of the album and behind the scenes content. Week 8 will also see Bushy announce the release date of the Album, merely a week before its release, however this is a proven method as it allows for people to keep the date fresh in their mind and its easy to remember "next week" as a pose to an obscure date announced 3 weeks out. Another point is by announcing the release date only 1 week before the release makes it an easier task to maintain consumer attention and strategy momentum. For that 1 week the buzz has to be as loud as possible and it will trigger the preparations for the announcement of the upcoming tour.Finally, week 9 sees the release of the Album, it is to be sent for both unpaid and paid for reviews by a combination of UK music magazines, musicians and influencers.

Similarly, to the single release, the album will also be shared by influencers to increase its outreach to potential consumers and fans of Bushy. The album will release 1 week before the huge announcement of Bushy's 'Faded UK Tour'.

The Bushy Faded UK Tour

Tour route

London -> Birmingham -> Leicester->
Manchester -> Liverpool -> Newcastle ->
Glasgow -> Edinburgh -> Leeds -> Bristol

Venues

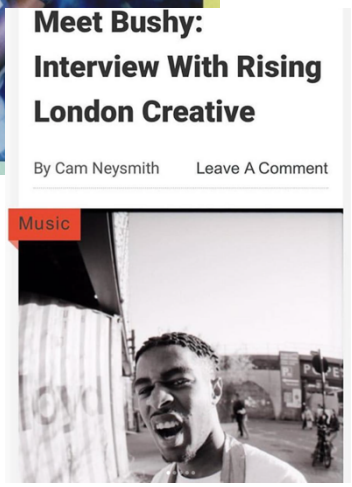
1. London - Electric Brixton
2. Birmingham - The Institute
3. Leicester - Mosh
4. Manchester – The Haversham Arms
5. Liverpool - O2 Academy Liverpool
6. Newcastle – The Cluny
7. Glasgow - O2 Academy Glasgow
8. Edinburgh - Corn Exchange
9. Leeds - O2 Academy Leeds
10. Bristol - The Thekla.


BUSHY
THE FADED UK TOUR
APR 1 ⋆ LONDON, UK
ELECTRIC BRIXTON
APR 2 ⋆ BIRMINGHAM
THE INSTITUTE
APR 5 ⋆ MANCHESTER
THE HAVERSHAM ARMS
APR 8 ⋆ EDINBURGH
THE CORN EXCHANGE
APR 6 ⋆ LIVERPOOL
O2 ACADEMY LIVERPOOL
APR 9 ⋆ NEWCASTLE
THE CLUNY
APR 7 ⋆ GLASGOW
O2 ACADEMY GLASGOW
APR 10 ⋆ LEEDS
O2 ACADEMY LEEDS
TICKETS FROM
TICKETMASTER.COM/BUSHYFADED

. The UK tour follows a logical pattern, beginning in the south and travelling north until ending in the south-west. It also considers the distances between cities, ensuring that the journey is logistically possible.



There are 2 locations that aren't on the promotional tour poster, this is because they will become surprise shows that will be called "further dates added" this will give the consumer the impression that tickets are selling so well that the organisers have had to add another 2 dates. This will also have the effect of putting pressure on the consumer to buy tickets in good time or else they might very well miss out.



The digital marketing budget is aimed directly at Instagram based spending, this is once again motivated by Bushy's large following on the platform as well as the fact that thus far, it has been the main platform for almost all of his content.

Ad Cost - £8,000: The actual cost of running Instagram advertisements may vary depending on variables such as ad placement, audience targeting, and bid amount. We can spend roughly £800 per city for a total of ten targeted locations based on the budget.



£3,000 for Content Creation: Producing high-quality and interesting visual material such as imagery, promotional videos, and graphics is essential for social media advertising. This budget will cover the expenses associated with hiring professional photographer/videographers and graphic designers to help with creating content.

Influencer Partnerships - £2,500: Working with relevant Instagram influencers help reach a larger audience and enhance interaction. This budget may be used to pay for sponsored content or partnerships with travel, lifestyle, or entertainment influencers. Some of the costs in this area may be reduced as brands who have already partnered or worked with Bushy may want to help Bushy and promote one of their ambassadors.

Tour marketing budget total: £13,500

Total Marketing plan budget = £18,500

[i] Statista, 2021. *UK: Instagram users by age group 2021 | Statista*. [online] Statista. Available at: <https://www.statista.com/statistics/1018012/instagram-users-united-kingdom/> [Accessed 14 June 2022].

[ii] Drummond, A. (2022) *Get your own pre-save - spotify pre-save - apple pre-add - deezer pre-add*, *Linkfire*. Available at: https://www.linkfire.com/blog/pre-save-campaigns#:~:text=Pre%2Dsaves%20make%20it%20easier,save%20button%20on%20release%20day. (Accessed: March 22, 2023).

[iii] Troncoso, D.J. (2023) *Marketing psychology: The art of influencing your customers*, *MarketSplash*. MarketSplash. Available at: https://marketsplash.com/marketing-psychology/ (Accessed: March 22, 2023).

[iv] Astute (2019) *Using marketing psychology to influence consumer behavior*, *astute*. Available at: https://astute.co/using-marketing-psychology-to-influence-consumer-behavior/ (Accessed: March 22, 2023).

[v] Storm , M. (2023) *Marketing psychology: 7 psychology principles to leverage*, *WebFX*. Available at: https://www.webfx.com/blog/marketing/marketing-psychology/ (Accessed: March 22, 2023).

[v] Social Films. 2021. *Instagram UK Statistics (2021) | Latest Facts and Figures | Social Films*. [online] Available at: <https://www.socialfilms.co.uk/blog/instagram-uk-statistics> [Accessed 11 May 2022].