



Assemble a marketing report (4000 words) comprising of the marketing strategy, marketing budget, marketing timeline, marketing project plan and marketing asset deliverables for the release of an original artist's album, single, national, and international promotion and UK / European live promotional tour

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INTRODUCTION

This document is a marketing report consisting of:

- The marketing strategy
- The marketing budget
- The marketing timeline
- The marketing project plan

for the new single release by Cerys Hafana.

Cerys is a young female Welsh harpist who sings in her native Welsh language.

She has so far self-released two albums to critical acclaim but without making much headway in terms of sales and wider public awareness.

I chose her as my subject for several reasons:

- 1) I am Welsh speaker also with a passion for Welsh language music and by writing about this very niche area I might be able to bring it to the attention of others who might not otherwise get to hear about it.
- 2) Cerys is a genuinely talented artist and I love her work.
- 3) A subject who is absolutely a solo artist with very little representation and support makes for a much more interesting and challenging proposal than an artist with deep pockets and is also more typical of the average artist we are likely to work with.

THE WELSH-LANGUAGE MUSIC SCENE

It is likely that most people reading this report will have little knowledge of the Welsh language or any understanding of the Welsh-language music scene.

In 1800 pretty much everyone in Wales spoke Welsh. By 1900 this had reduced to about half the population, and the trend has been downwards since then. Reasons for this decline include mass immigration into Wales during the industrial revolution, and a concerted effort by various English legislatures to get rid of Welsh altogether – for a century Welsh was banned from schools and pupils were physically punished if caught speaking it. Henry VIII even banned Welsh speakers from public office.

In 21st century Wales, Welsh speakers are rather proud of the fact that Welsh is still being spoken, and in the last twenty years it is fair to say that there has been a revival in its fortunes, with 538,000 Welsh speakers in Wales and 110,000 in England. (Garlick and ONS, 2022)

From a musical perspective Wales has had plenty of internationally known artists such as Tom Jones, Shirley Bassey, John Cale, The Alarm and The Manic Street Preachers to name but a few. But these artists all sung in English.

There has been a thriving Welsh-language scene since 1967 but it rarely featured outside of Wales – though thanks to the Radio 1 DJ John Peel, a number of bands did make it over the border to record those eponymous sessions – 38 in total from 10 different bands, including Datblygu, Gorky's Zygotic Mynci and Anhrefn. As with most of John Peel's musical tastes these were slightly quirky, indie bands that would not appeal to the mass market. (Welsh | John Peel Wiki | Fandom, no date)

The mould was broken by two bands – Super Furry Animals and Catatonia, who were both comprised of Welsh-speakers and had been performing in Welsh but broke into the mainstream by singing in English. Though once famous both bands included a number of Welsh tracks in their stage repertoire and Super Furry Animals even released a full Welsh language album in 2000 titled *Mwng* which reached number 11 in the UK album charts and featured in the NME Top Albums of 2000 at number 9.

As a resident of London for almost 35 years I can honestly say that when I first came here Welsh-language artists did not venture this deep into England. Now it is possible to see a band or artist singing in Welsh here every few weeks and despite a smattering of the Welsh diaspora, the audience is generally English and happy to enthusiastically support without understanding the lyrics – recent artists to perform here have included Adwaith, Gwenno, Calan, Kizzy Crawford, Ynys, Eadyth and of course Cerys Hafana.

“In a world that is becoming increasingly genreless, there's certainly something refreshing about artists proudly using Welsh to transcend language, culture and borders.”
(Williams, 2022)

One important point to make is that the entire Welsh-language scene is tiny...certainly compared to London. But the number of Welsh speakers is small also. Most of the band members and artists know each other and there is a fair bit of cross-over with musicians playing in multiple bands. And despite most genres being covered, it is a mainstream / indie based scene...and interestingly 'Welsh-language music' is itself a genre so Welsh-speaking people

will listen to and support a genre outside their usual taste just because it's in Welsh. And that is something that we can leverage in our Marketing Plan.

In a recent article in The Guardian, former Radio 1 DJ Huw Stephens said:

“What you have in Wales is space for musicians to develop their craft without being in a bubble or having the financial pressures like London. And we're going through a golden period.....people have realised the language is making a real cultural difference, despite English being so omnipresent....I'll always love Welsh-language music and I'm optimistic about its future. The creativity and the infrastructure to support that creativity is getting stronger all the time in Wales. There's a real appetite here to support our musicians in both English and Welsh, and it's an exciting period for young bands because it's a level playing field. (Kalia, 2021)



Catatonia in their heyday

BIOGRAPHY



“Cerys Hafana is a composer and multi-instrumentalist who mangles, mutates, and transforms traditional music. She explores the creative possibilities and unique qualities of the triple harp, and is also interested in found sounds, archival materials and electronic processing. She comes from Machynlleth, Wales, where rivers and roads meet on the way to the sea.

Edyf is her second album, released in 2022, and was selected as one of The Guardian’s Top Ten folk albums of 2022. In January 2023, Cerys was also featured on Cerys Matthews’ BBC 6 Music ‘Highlights of 2022’ New Year show.

Edyf is largely based on material found in the Welsh National Library’s online archive, including fragments of Psalm tunes, hymns about doomsday and philosophical musings on the length of eternity, along with some original compositions. The album is primarily performed on the Welsh triple harp, but also features bodhrán, double bass, althorn and the electronically processed sounds of a water bottle being hit.” (Hafana, 2023)

Cerys Hafana

<https://ceryshafana.com/>

Rhys Mwyn, a former trailblazing punk rocker who took his band Anhrefn across Europe promoting the Welsh language in the 80s and now a radio DJ commonly referred to as the Welsh John Peel described her style of music as “This is not the harp of the classroom or the stage of the Eisteddfod. It is not a museum piece. This is contemporary music that gives a massive kick to the slumbering traditional scene that the gatekeepers are trying to preserve.”

As well as performing as a solo artist she also plays in the National Welsh Folk Ensemble, Avanc.



CAREER HIGHLIGHTS

Featuring in the Guardian's Top 10 Folk Albums of 2022

“Brilliant triple-harpist Hafana continues to dig deep to explore the possibilities of her instrument, as well as neglected corners of Welsh song that speak to our anxious present. Celtic summer carols, psalm tunes and hymns shuddered gorgeously” (Rogers, 2023)

Playing at the Green Man Festival

Appearing at the Wales Millennium Centre during the Voices festival

FORTHCOMING GIGS

HowTheLightGetsIn at the Hay 2023 (world's largest Music and Philosophy Festival)

Gower Folk Festival

Focus Wales, Wreccsam

In It Together Festival, Merthyr

Sesiwn Fawr, Dolgellau

ONLINE PRESENCE

Spotify, Apple Music, Deezer

YouTube, Facebook, Instagram, Bandcamp

Spotify

https://open.spotify.com/artist/1beEaumaYcJ3i3MsG1Nj16?si=6z7yuQ58SPGl_Fieh2SKgA

1100 monthly listeners

Instagram

<https://instagram.com/ceryshafana?igshid=YmMyMTA2M2Y=>

1,700 followers

YouTube

<https://www.youtube.com/@ceryshafana>

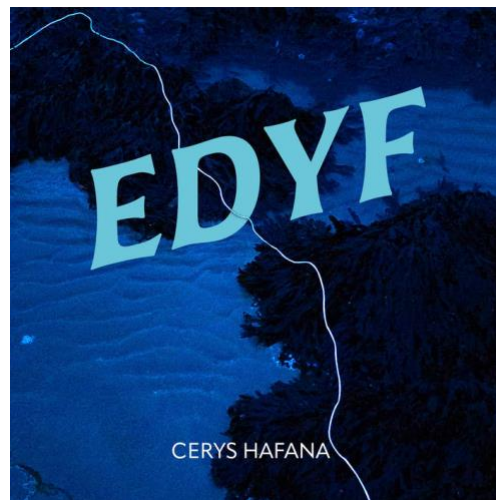
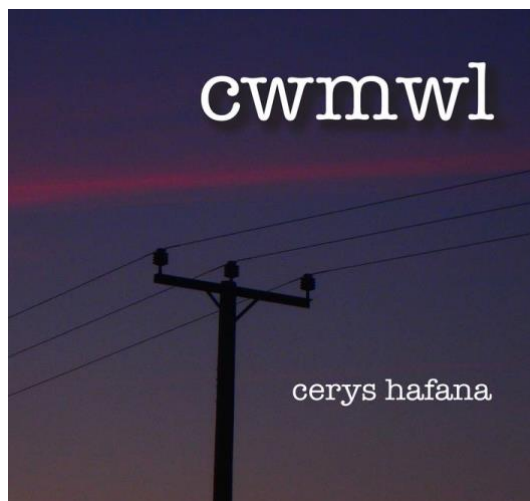
143 subscribers (9,000 views)

Facebook

https://www.facebook.com/ceryshafana?locale=en_GB

650 followers

Cerys has self-released two albums, Cwmwl (Cloud) in 2020) and Edyf (Thread) in 2022



OBJECTIVES

As a relatively unknown artist in a niche sector singing in a niche language, the main objective at this stage of her career is building awareness. In the long term the aim would be to make a living from being a musical artist.

Whilst researching other female indie-folk singers to find a valid comparison for Cerys, I came across the singer Fenne Lily, arguable the most popular up-and-coming female indie-folk performers in the UK today.



As can be seen in the poster above, she is about to head off on a European tour. Her song 'Top to Toe' has almost fifty million listens on Spotify. But maybe I was being ambitious comparing someone of Cerys' stature with Fenne Lily, especially when comparing their social media numbers:

Spotify

<https://open.spotify.com/artist/7iPH2BRBF9wKa6ljxvdext?si=ArwCwZH7TOecky3GGmZKgw>

529k monthly listeners

Instagram

<https://instagram.com/fennelily?igshid=YmMyMTA2M2Y=>

30k followers

YouTube

<https://www.youtube.com/@FenneLilyOfficial/featured>

11k subscribers – 1m views

Facebook

https://www.facebook.com/fenne.lily/?locale=en_GB

13k followers

But then I remembered, I'd seen Fenne Lili play live at the SWN festival in Cardiff back in 2016 – I even found the photo below on my phone!



TION FOR FRIDAY ONLY AT THE TRAMSHED FROM 6.30PM

3PM	4PM	5PM	6PM	7PM
				CROWS
3PM	4PM	5PM	6PM	7PM
			ALEX DINGLEY	CHENNO
ELLIE MAKES MUSIC	BOSSY LOVE	FENNE LILY	BRYDE	SI
MUMBLEMAN	PALACE WINTER	ISLAND		DROWNERS
		SUPERGLU		JAMES CANTY
IBES	SOUL STRUCTURE	MAT RIVIERE	GARDEN CENTRE	LOWER SLAUGHTER
	A. SEILION	ACCU	THE CONTACT HIGH	GJ
MONICO BLONDE	UPBEAT SNEAKERS	FLEUR DE LYS	THE SANDINISTAS	CONNAR EVANS
	LOVERS OPEN FIRE	FALLS		SILENT FORUM
THE CRAIGLES	MATT DAVIES + THE SECRET SHOW	DERRERO		SWN'S SECRET
	TENSHEDES	TIGANA		APRIL TOWERS

She was on stage pretty early in the day and looked shy and awkward on stage; the audience was small but appreciative, but here we are six years later and she's about to head off on a European headline tour so I would say that she is actually a good aspirational artist for Cerys to try and emulate.

THE AUDIENCE

In order to identify an artist's audience, a marketer's first port of call would be to Chartmetrics or Soundcharts or Spotify for Artists. However, with an artist as obscure as Cerys Hafana there is insufficient data and coverage to be useful.

Laboriously I had to spend a lot of time digging down on Twitter and Instagram, as well as Spotify, to try and identify trends and followers. I have also seen Cerys live on a few occasions, and have a pretty good knowledge of the Welsh music scene from my time at PRS for Music as Welsh Repertoire Expert.

KEYWORDS



If there was a typical Cerys Hafana fan she would be characterised as:

Phoebe is a white, 27 year old woman from Bristol, privately educated and a graduate of a Russell Group university. She lives with her boyfriend in a one-bedroom flat in Wapping and works in HR for a FTSE 100 company. She spends her spare time eating out, going to the theatre and to gigs, either with her boyfriend or her friends. She enjoys visiting pubs at the weekend and supports Fulham Football Club.

MARKETING STRATEGY

Using the SOSTAC methodology:

SITUATION

Cerys Hafana is at an early stage in her musical career yet with two self-released albums, dozens of successful gigs, many of them at high-profile events and a definite buzz about her.

She is musically very talented and highly skilled on the Welsh triple harp. She also plays guitar and piano and sings with a distinctive and charismatic voice.

Despite this obvious talent she had not had a big impact on the music world outside of Wales and the niche folk scene.

OBJECTIVES

Making it big in the music industry and becoming a household name is the aim for most musicians starting out, yet with 60,000 new tracks being uploaded to Spotify daily, the chances of this happening are slimmer than ever (Ingham, 2021).

Realistically we must look at the more modest achievement of making a sustainable living out of writing / performing / recording or at least a decent income to allow a hybrid working / part-time job an option.

We need to examine where Cerys could be making money from and ensure those revenue streams are in place.

STRATEGY

Cerys needs a lot of help. She is a solo artist with no management, no publisher, no label, and no marketing support. The last time I saw her play live her father brought her kit over and much to the crowd's amusement, had brought the wrong cable, causing Cerys to have to move her harp across the stage and joke about it to the audience.

We need to remedy this – at the very least we need to help her find a label that could take on some of the overheads, particularly in respect of marketing.

As an artist she also has a minimal budget. Currently she makes a surplus from her musical activities but it is not enough to cover the likely cost of a full-blown marketing strategy. We therefore need to be clever in how we achieve a positive marketing effect. We will need to leverage as much publicity as we can from other artists and partners.

She needs to be releasing material more often and in a co-ordinated way and tied in to live performances.

We need to create new revenue streams that will bring in regular income with minimal effort.

TACTICS

- 1) Find a label to help with marketing
- 2) Work on third album
- 3) Release singles from 2nd album
- 4) Live performances
- 5) Improve merchandising deliverables
- 6) Improve social media output
- 7) Establish some commercial partnerships
- 8) Maximise MCPS/PPL MCPS revenues
- 9) Synch opportunities

ACTION

See the next page for the full Marketing Plan

CONTROL

We will not be able to tell how well we have achieved our aims until the Marketing Plan has been in place for at least a year.

MARKETING PLAN

REPRESENTATION

Cerys is very much an independent artist with minimal support from external sources. I believe she is a full-time student on a MA course, she has done really well so far to self-release two great albums but she really does need support if her career is to reach the next level and further.

She is a member of PRS, MCPS and PPL and as the copyright owner of the publishing (mechanical and performing) and master rights she will at least not be missing out on these facets of her revenue. However, the services of a publishing company / record label would be able to take care of a lot of the administration associated with being a musical artist.

Jamie Searls, Head of A&R at Tileyard Education said of young indie artists:

“You have to look at yourself, and you have to become almost like marketeers, and master marketeers. And that’s a really tough thing if you don’t have that experience” (Searls, 2023)

Options to consider:

- 1) I Ka Ching (<https://ikaching.cymru/>) – probably the premium Welsh language label, with a healthy roster of well-known contemporary artists including Yr Ods, Swnami, Ysgol Sul, Glain Rhys and Huw M. Now able to offer a publishing service too.
- 2) Libertino (<https://www.libertinorecords.com/cantref-home>) – Cardiff based label, home of Adwaith, Los Blancos, Accu and Ynys.
- 3) Real World Records (<https://realworldrecords.com/about/>) – already have 9Bach on their roster, a Welsh language folk band that are described on their website as “atmospheric, evocative and emotional hybrid of the Welsh folk tradition, and of contemporary influences and working practices” (Griffith, 2019)
- 4) Heavenly Recordings (<https://heavenlyrecordings.com/about/>) – already have “Welsh chanteuse and electronic producer Gwenno” on their roster (Gwenno, 2023) as well as Cate le Bon and H. Hawkline.
- 5) Wrapped Up Music (<https://www.wrappedupmusic.com/>) – a ‘pay as you go’ record label run by the hugely talented and well-respected Tim Ferrone.
- 6) Linkfire – a website that provides design tools and automated features to “make entertainment marketing easy” (Linkfire, 2023). Subscription starts at \$9.99 a month.

START WORKING ON 3rd ALBUM

Even if it’s just preliminary work – selecting / writing songs, working on arrangements, planning collaborations / musical line up. Thinking about a title and artwork. With a working title we can start to mention it in social media posts / interviews.

RELEASE SINGLE FROM 2ND ALBUM

Tragwyddoldeb which means ‘Eternity’. To be launched in conjunction with her up and coming support tour.

From Folk Radio magazine:

“The song’s words have been adapted from a hymn found in the Welsh National Library’s ballads archive and express the unidentified author’s amazement at the concept of eternity. The track was recorded in the depths of winter in an old church by the sea and features Cerys on triple harp and vocals, Sam Robinson on bodhrán, Jordan Price Williams on double bass and Elaine Turnbull on an Eastern European althorn.

Cerys shared the following:

I was looking for ballads, hymns and poems in the archive that had some sort of connection to my life now, however tenuous. Lots of the ones that I found were very Biblical, but as they probably hadn’t been sung for hundreds of years, I felt I had a right to remove the more explicitly religious bits and focus on the parts that spoke to me. Tragwyddoldeb – was originally about eternity in the heavenly sense, but the verses reminded me of how I felt when I was first introduced to the idea that the universe is infinite. (I also liked the slightly GCSE-English-language metaphors for time in the verses (see below). Old Welsh poetry can be slightly impenetrable, but this song was surprisingly accessible.)

The song is made up of one repeating chord progression and repeating cross-rhythms and patterns which could only be played on a triple harp.

A rough translation of the first chorus and verse:

*Eternity, eternity, how long are you, eternity?
Time moves towards you, like a war horse in all its strength,
Like the fastest runner; a boat to harbour; an arrow from a bow,
Like a complete sphere, without beginning or end,
You, eternity, also have no ending nor beginning.*

It was recorded by Mike West in his converted-church studios in Borth, surrounded by marshland on one side and the sea on the other.”

(Gallacher, 2022)

LIVE PERFORMANCES

A three phased performing plan:

- 1) Official launch event at CAT
- 2) Support Charlie Cunningham on tour
- 3) Showcase gig

OFFICIAL LAUNCH EVENT



Cerys is from the small town of Machynlleth in mid-Wales. Just outside the town, occupying a 40 acre site around a disused quarry is the Centre for Alternative Energy. For half a century they have led the way in alternative energy systems and sustainable living methods.

Environmental awareness is very important to Cerys and her fans feel the same way. Her prime demographic of university educated, millennial female is the most engaged with the environment.

Cerys has already recorded a video at the Centre and we propose a more meaningful connection – we will approach the CAT with the proposal to create the position of Resident Musical Artist. This would be a symbiotic relationship rather than a commercial proposition which would benefit both sides at no real cost to either.

Just before Cerys goes off on her support tour with Charlie Cunningham, we intend to organise a combined eco-music event at the Centre, with Cerys as headline act within the WISE building, a state-of-the-art conference / concert hall or possibly an outside event in the picturesque gardens of the centre if the weather is looking good.

In her hometown this event should have the dual purpose of having a combination of local fans / friends / family together with an international crowd of visitors who will not be familiar with her as an artist. This should be a great confidence-builder for her before the imminent support tour.

CHARLIE CUNNINGHAM – SUPPORT ACT

Cerys does not have the following yet to justify a full UK tour of mid-size venues so it would be difficult to find a promoter willing to take that risk. Cerys was therefore delighted to have been offered the opportunity to support a more established artist, Charlie Cunningham. Charlie is an indie folk singer / songwriter who has been active for almost a decade.



CHARLIE CUNNINGHAM

SPRING 2023

WITH **CERYS HAFANA** * AND **RACHEL SERMANNI** *

APR 11	MAY 01
LAFAYETTE LONDON, UK	HAMBURG, DE LAEISZHALLE – GROSSER SAAL
APRIL 12	MAY 02
LAFAYETTE LONDON, UK	COLOGNE, DE GLORIA THEATRE
APR 14	MAY 04
BAND ON THE WALL MANCHESTER, UK	BERLIN, DE ADMIRALSPALAST
APR 15	MAY 05
LIBERTY HALL THEATRE DUBLIN, IE	FRANKFURT, DE SANKT PETER
APR 17	MAY 06
ST LUKE'S GLASGOW, UK	DORTMUND, DE KONZERTHAUS
APR 19	MAY 08
ST GEORGE'S BRISTOL, UK	AMSTERDAM, NL PARADISO
APR 20	MAY 09
CHALK BRIGHTON, UK	ANTWERP, BE DE ROMA
APR 25	MAY 10
KAUFLEUTEN ZURICH, CH	PARIS, FR LA MAROQUINERIE
APR 27	MAY 12
PORGY & BESS VIENNA, AT	BARCELONA, ES RAZZMATAZZ 2
APR 28	MAY 13
ISARPHILHARMONIE MUNICH, DE	VALENCIA, ES SALA JERUSALEM
APR 29	MAY 14
FELSENKELLER LEIPZIG, DE	MADRID, ES TEATRO ESLAVA

TICKETS FROM CHARLIECUNNINGHAM.COM

His Social Media figures are:

Spotify

<https://open.spotify.com/artist/78CiW0UJbHspFaVuVexOK6?si=O0lgByCeR9Oz6-qBGs7yBg>

1.5 million monthly listeners

Instagram

<https://instagram.com/cunninghamcharlie?igshid=YmMyMTA2M2Y=>

22k followers

YouTube

<https://www.youtube.com/@CharlieCunningham>

20,000 subscribers (5 million views)

Facebook

https://www.facebook.com/charliecunninghammusic/?locale=en_GB

20k followers

These are decent figures and will hopefully give Cerys a bounce if we can piggy-back from his accounts during the tour. This truly is a crucial period in Cerys' career and she needs to be really active on social media after each concert to maximise the chances of picking up new followers. Given that Cerys will be playing to 400-600 people each night on the tour, there is a real prospect of getting her name and her music out to a large group of potential fans.

The venues for the tour are:

Lafayette, London – 600 capacity

Band on the Wall, Manchester – 500 capacity

Liberty Hall Theatre, Dublin – 400 capacity

St. Luke's, Glasgow – 450 capacity

St. George's, Bristol – 580 capacity

Chalk, Brighton – 500 capacity

SHOWCASE GIG

As soon as possible after the Charlie Cunningham tour ends we will organise a Showcase gig for Cerys in London. She should be on top of her game after regular performances for a fortnight and ready to face an enthusiastic crowd with a smattering of industry executives / journalists who we would be hoping to impress.

My two suggested venues for gig:

Bush Hall, Shepherd's Bush – 400 capacity

<https://bushhallmusic.co.uk/>

Moth Club, Hackney – 300 capacity

<https://mothclub.co.uk/>

MERCHANDISING

Currently Cerys does not have any merchandising products. This is a missed opportunity and one we need to rectify immediately, particularly with the forthcoming tour in mind.

“Merchandise is an important part of any musician’s career. It allows fans to show their support and connect with their favourite artist in a deeper way” (LOUDmusic, 2022)

In the past Merchandising was seen as merely a way of increasing revenue, particularly when physical sales declined as streaming grew. Quality was often low and prices high, and there was often a feeling of being ripped-off associated with buying a hoodie for £45 in the sticky-floored lobby of the Brixton Academy.

Mat Vlasic, who used to run Universal Music Group’s merchandising division Bravado and the man behind merch programmes for Lady Gaga, Drake and Prince stated “It’s about extending an artist’s brand through a global program of different consumer products. It’s important to learn from other industries where they have tapped ideas around merchandising being a prominent marketing vehicle and being able to help build your brand. It’s what Ralph Lauren or another fashion icon would do”. (McIntyre, 2017)

By having a carefully curated range of merchandise we can:

- 1) Deepen the relationship between Cerys and her fans and create a more engaged audience.
- 2) Create ambassadors for Cerys as the merchandise items are worn out and about – free publicity
- 3) Create a new revenue stream with minimal risk

We would endeavour to create thoughtful, high-quality merchandise that looks good at reasonable prices that don’t alienate her fans.

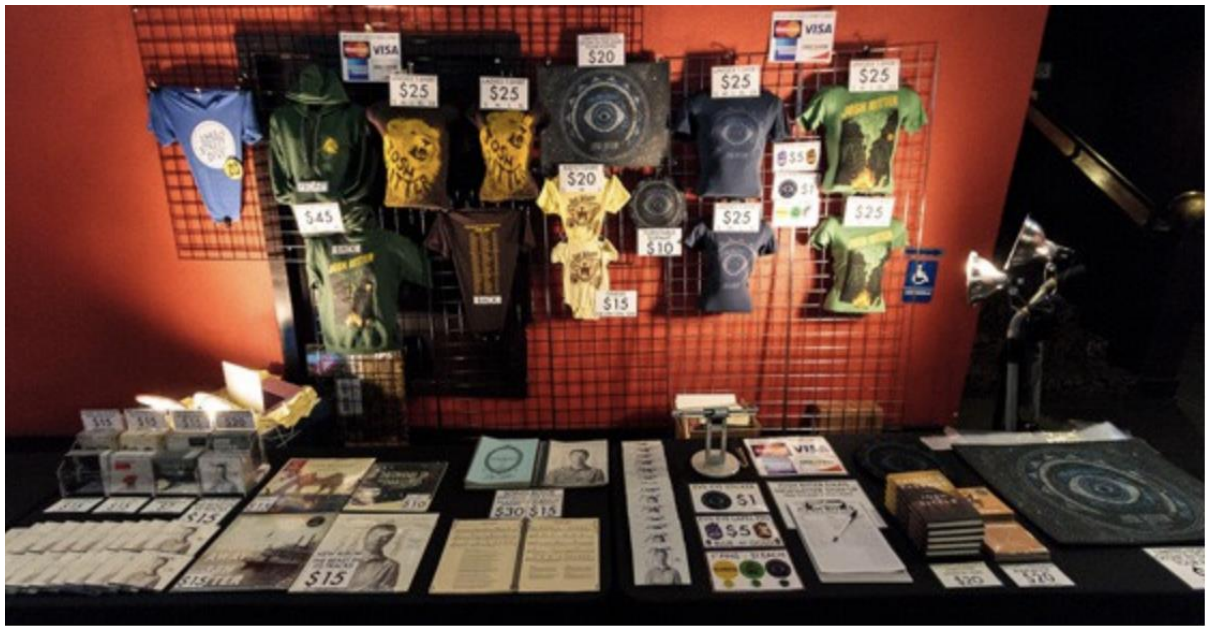
With the advent of digitisation, it has become much easier and cheaper to produce good quality merchandise products without the large minimum orders, expensive set-up and design costs and many companies will also take care of despatching the orders directly to the fans, meaning fewer overheads and less time wasted unpacking boxes and re-packing individual orders. This also means the fans get their merchandise much quicker, enhancing their personal satisfaction.

Initially we see two outlets for these products:

- 1) At gigs. The obvious place where there is a captive audience who will have just witnessed Cerys performing and be in the right frame of mind to spend money on T-shirts and CDs. We have noticed that often in gigs the merch stalls are underwhelming to say the least. A small investment in a decent folding table, some decorative lights, and a mesh display for hanging T-shirts will create the right impression, and as Cerys always has to take a harp to gigs the extra equipment should not pose any logistical issues.

We would encourage Cerys to be present at the merch stall before and after the gig if possible, and to have the stall looked after when she is setting up for the gig or on-stage. Personal connection with the fans is a huge opportunity to deepen that relationship and create a more engaged fandom.

Really encourage anyone who comes to the stall, whether to buy something or not, to leave their e-mail address – have a form / clipboard ready just for this purpose...”social media platforms come and go but email is forever!” (Robley, 2020)



(Christian, 2021)

2) Via Cerys's Bandcamp page

Companies that we would recommend to being Cerys's merchandise partner could include:

Awesome Merchandise (<https://www.awesomemerchandise.com/>)

Printify (<https://printify.com/print-on-demand/uk/>)

FireLabel (<https://www.firelabel.co.uk/>)

HARPS

Although when performing live and in the studio, Cerys uses a full-size Welsh triple harp, for promotional appearances and for small intimate gigs / gatherings she does use a more portable Celtic Harp.

According to the market research intelligence company DataIntel (2022), sales of harps are expected to grow at a compound annual rate of 5.5% between 2022 and 2030. “The market growth can be attributed to the increasing demand for harps in popular music and classical music applications.” Most of this growth is expected in North America, Europe and Asia.

Derwent Harps, a Welsh harp company, specialises in making these small harps. We will investigate the prospect of a commercial tie-in between Cerys and Derwent. The small harps are not cheap (£169 for the very small ones suitable for a child, £379 for the size used by Cerys).

As these harps are made by hand, they are easily customisable. Once we have agreed the branding for Cerys going forward, we could have Cerys Hafana branded harps and Derwent would pay a small licence fee for each harp ordered that either comes from Cerys's Bandcamp site or is ordered via Derwent but stipulating the Cerys branded version.



We don't see this as a particularly important source of revenue but it will essentially be free revenue as there is no cost to us, and of course, they will raise awareness wherever they go and are played e.g. schools, concerts, gigs.

Just to prove the point, here is my daughter with her mini-harp, which she loves (she's already a big fan of Cerys Hafana). She made me buy it for her after seeing a performance last year.



MEDIA

PRINT

The Guardian have already featured Cerys Hafana – they reviewed her latest album Edyf and featured it in their Top 10 Folk Albums of 2022. They also published a short essay by her as part of a series of essays “Roughly the size of Wales: four reflections on Welsh identity in the 21st century” in celebration of St. David’s Day last year (March 2022).

The journalist concerned is Jude Rogers who is The Guardian’s music critic. She is also Welsh, which helps! So, we are in the process of seeing whether she would be interested in interviewing Cerys for a longer feature in the Music section of the newspaper / website.

She (@juderogers) also has 19k followers on Twitter which would be very useful in driving traffic to any published article.

Other journalists to consider:

Will Hodgkinson – Music Critic, The Times

Neil Fisher – Deputy Arts Editor, The Times

Richard Morrison – Chief Culture Writer, The Times

Kelsey Barnes – Music Critic, The Independent

Megan Graye – Music critic, The Independent

Time Out magazine

Folk Radio magazine

Golwg 360 (Welsh language)

RADIO

Radio Cymru has a regular evening slot aimed at our target market with a different DJ each night of the week. It would be relatively straightforward to organise playlisting on these shows and guests are often featured, particularly when discussing tours / new releases. Cerys’s support of Charlie Cunningham would be a good feature.

Monday evening: Rhys Mwyn

Tuesday evening: Georgia Ruth

Wednesday evening: Mirain Iwerydd

Thursday evening: Sian Eleri

Friday evening: Ffion Emyr

Radio Wales

Adam Walton Saturdays 10pm – BBC Wales Introducing

Radio 6

Sunday 10am Cerys Matthews

Radio 2

Wednesday 9pm – The Folk Show with Mark Radcliffe

RADIO



BBC
RADIO



BBC RADIO
CYMRU

BBC
RADIO 6 MUSIC



SYNCH OPPORTUNITIES

Wales has a thriving TV industry and Music Supervisors from Independent Production Companies (IPCs) such as Tinopolis, Afanti, Fiction Factory and Boom are always on the lookout for home-grown composers. We would aim to get Cerys's music to the right people at these companies. This could be very lucrative as the PRS rates for IPCs making content for S4C are around £120 per 30 seconds for the publishing and master rights together.

Cerys has appeared many times on music programmes on S4C but her music has not been used in a synch capacity. One genre in particular that would suit the style of music Cerys makes is 'Cymru Noir'.

"These gripping, frequently harrowing, crime dramas that play out against the singular countryside of a nation renowned for its art and culture are now very much part of the TV landscape." (Clarke, 2022)



Earlier this year Netflix announced that it was releasing its first-ever Welsh language TV series on its platform. According to Benjamin King, their director of public policy for the UK, “content made in Wales and about Welsh culture travels extremely well to audiences across the world.”

And that Netflix could “play a helpful role in complementing the intent to promote and preserve the Welsh language”.

“The UK is one of the most important markets for Netflix, particularly in terms of production, and our investment in content,” Mr King said.

“We spend over a billion dollars every year here on UK-made content.

“But I think within the UK, Wales has consistently been the location for many of our most well-known and best loved shows. (Weatherby, 2023)

Programmes such as *Hinterland*, *The Light in The Hall* and *Hidden* all feature brooding, bleak shots of the Welsh countryside accompanied by very atmospheric, slightly jarring and sometimes unsettling soundtrack, all composed by the Cardiff-based and BAFTA award winning composer, John Hardy. We believe that a definite synergy could exist between the two composers and Hardy is well known for taking younger composers under his wing, and we are currently in the process of talking to his team to make this a reality.

<https://johnhardymusic.com/home>

STREAMING PLATFORMS

Cerys already has a presence on the obvious streaming platforms and obviously we will need the new album to be added. We see no reason to deviate from the current relationship Cerys has with PYST.

PYST is an independent Welsh company offering aspects of distribution, label services and promotional services. Crucially, it receives funding from the Welsh government with the aim of promoting Welsh language music outside of Wales.

“Whether you’re into indie, rock, punk, funk, folk, electronica, hip hop or anything else, there’s incredible music being made in the Welsh language...and better still it’s never been more accessible thanks to the ground-breaking partnership between the Welsh government and PYST.” (GOV.WALES, 2019)

According to their website “PYST offer a comprehensive digital distribution service to all relevant digital service providers. This also includes pitching for playlist and editorial support by those providers. Where there is demand we also offer worldwide physical distribution.”

We would liaise with PYST to ensure the right playlists are being targeted:

STREAMING PLAYLISTS	 - Fresh Folk - Essential Folk - Green Man 2023 - Gentle - The Lovely Little Playlist - Traditional Welsh Folk - Mellow Folk by Folk Radio UK
 - The Ultimate Indie-Folk - Folk - Indie Folk - Warm & Cozy - Folk/acoustic/Chill	 - Indie Folk - Indie Folk Energy - Women of Folk - New Folk

SOCIAL MEDIA

SOCIAL MEDIA

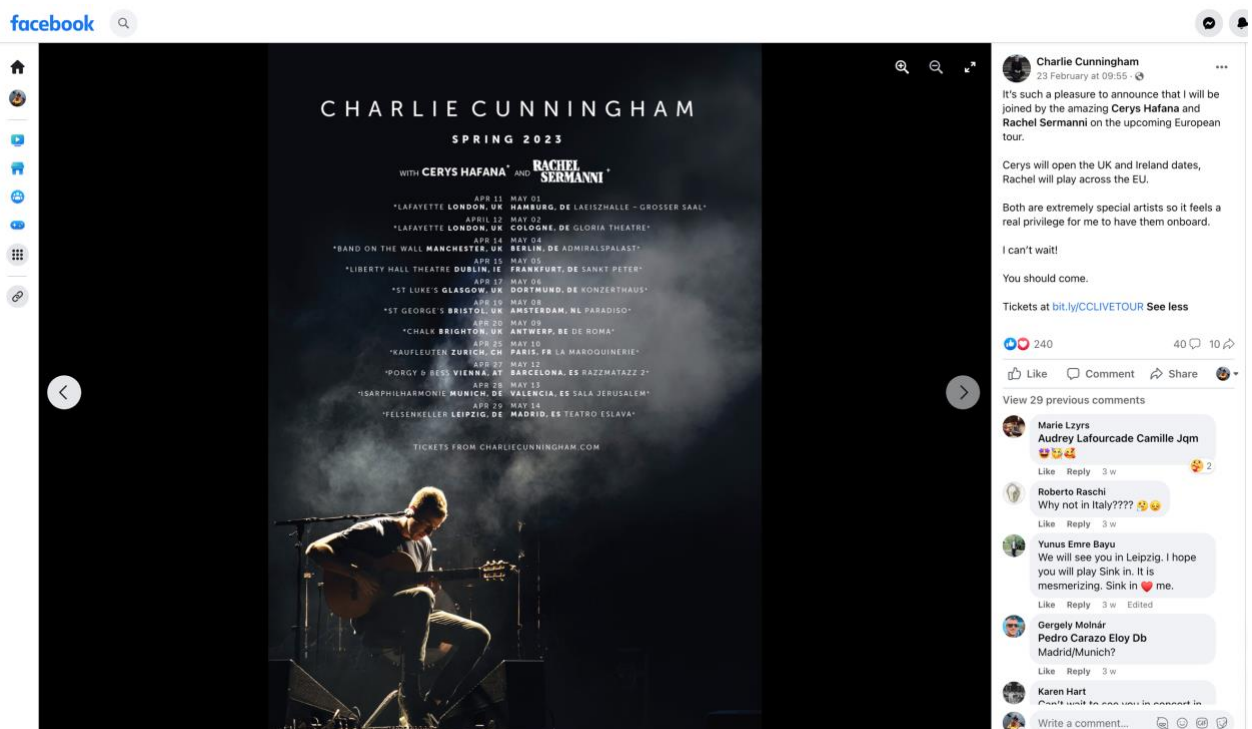


#highlystrung
#ceryshafana
#harp



As we have previously mentioned, Cerys has a very low social media following. It shouldn't be too difficult to increase this in the short term. The tour with Charlie Cunningham should prove a boost in numbers with the increased exposure, which Cerys will need to carefully manage in order to maintain numbers in the lull period after the tour.

Already, Charlie has mentioned Cerys on his social media feeds and we need to cultivate this kind of 'piggy-backing' without making it too obvious and coming across as 'needy'.



She should consider Reddit which gives probably the best opportunity for fans to gather and discuss artists, after the tour when numbers should be higher.

She should also consider LinkedIn – artists tend to ignore this site as they think it’s irrelevant to them. True, artists do not go to LinkedIn to find and engage with fans, but most executives across the recording, publishing, promotional, marketing, and broadcast worlds are on LinkedIn and it is very useful for reaching out to the people who matter in the industry.

Below is an example of the kind of publicity that can be generated on LinkedIn – but as Cerys is not on the site, was not able to take advantage of this mention from an influential figure.

**David Warren** • 2nd
Head of International Relations at Welsh Government
1mo · 🌐

[+ Follow](#) ...

Still so excited after an amazing time at Showcase Scotland and Celtic Connections last week in Glasgow.

I had some really important meetings with government officials from across the globe as well as with policy and culture leads talking about many issues from the circular economy to language planning.

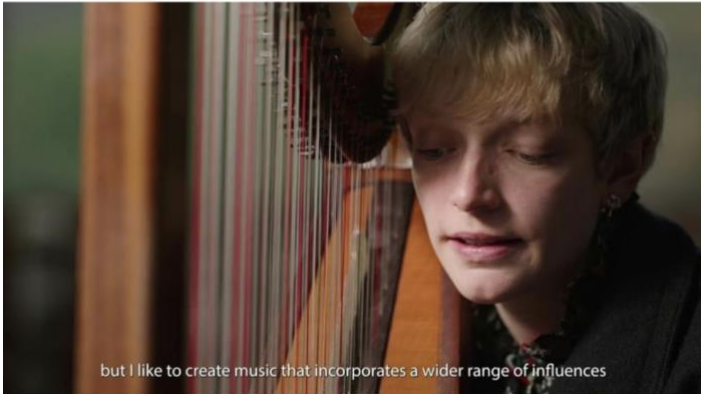
It was also great showcase some amazing Welsh talent as part of the event this year.

Get to know the artists we presented to the world here.

Cerys Hafana:
Interview: <https://lnkd.in/ewhw6Dbd>

Gwilym Bowen Rhys:
Interview: <https://lnkd.in/eUdkuQuG>

VRi:
Interview: https://lnkd.in/eeX-FJ_P



but I like to create music that incorporates a wider range of influences

Cerys Hafana Interview
youtube.com

 7

Reactions



MARKETING TIMELINE

TIMELINE

Now

Social Media campaign begins
#highlystrung #cervyshafana

17th June

Single launch at CAT

21st – 29th June

On Tour with Charlie Cunningham

1st July

Showcase gig - London or Cardiff

2nd July

Ramp up social media campaign

2nd July

Prepare Album 3

MARKETING BUDGET

Realistically there is no budget. What Cerys earns from her musical activities is all ploughed back into sustaining her career (e.g. travel and accommodation, studio time, instrument maintenance etc.)

There are ways of cutting corners and literally getting something for nothing, but this really does emphasise the need for a record label, which should be Cerys's first priority.

BUDGET



- Seek out Welsh Government funded grants / consultancy [e.g.](#) PYST
- Commercial partnerships [e.g.](#) CAT, MOMA, Derwent Harps
- Use free / [low cost](#) tools such as to [LinkFire](#) / [un:hurd](#) / Google Analytics
- Leverage from other artists /collaborators / venues
- Use the Sisterhood
- Harp lessons / workshops / outreach
- S4C / [Pyst](#) video production scheme

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