

Entertainment Marketing *BMTY7003*

Lecturer: Tim Ferrone

Element 1: **Marketing Report**

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Contents Page

[Overview](#)

[Timeline and Strategy](#)

[Creating A Fanbase](#)

[Merchandise](#)

[Competitors](#)

[Live Events](#)

[Promotion](#)

[Budget](#)

[Summary](#)

[Bibliography](#)

Useful Links

[Instagram](#)- Ribrab

[TikTok](#)- Ribrab1

[Oktopussy Demos](#) (Please keep in mind these are very old and the artist was very young!)

[Other Demos](#)

Dear *Ribrab's* Management Team,

We have a great marketing campaign to share with you, in the hopes that you will choose us to join you on your mission to international stardom!

This marketing report will detail ways in which we believe the musical artist *Ribrab* can increase her online presence and visibility to best promote her upcoming album 'Fever Dream'. This report will include a strategy plan, a year-long timeline, a budget and other components that we believe will maximise the success of the artist's album and tour.



Figure 1 (*Fever Dream* Artwork)

Overview

With the artist breaking away from her punk band Oktopussy and moving into a darker more mature sound, we wish to reflect this growth in our campaign and highlight the new ethos and narrative that *Ribrab* wishes to portray.

Our strategy breaks down into 3 simple steps:

1. Establish a narrative
2. Consolidate fanbase
3. Increase Reach

We endeavour to stay true to the grunge image that the artist portrays, which will work in our favour as the DIY aesthetic will allow us to keep the costs low.

Timeline and Strategy

We have planned a 12-month campaign beginning in July and by using artist-specific analytics, as well as general research collated about the best times to release and post content and music in order to maximise efficiency. In addition to algorithms, there are socioeconomic factors to consider when releasing music, and whilst there are “no absolutes”, these have been taken into consideration in our timeline (Goetz, 2020).

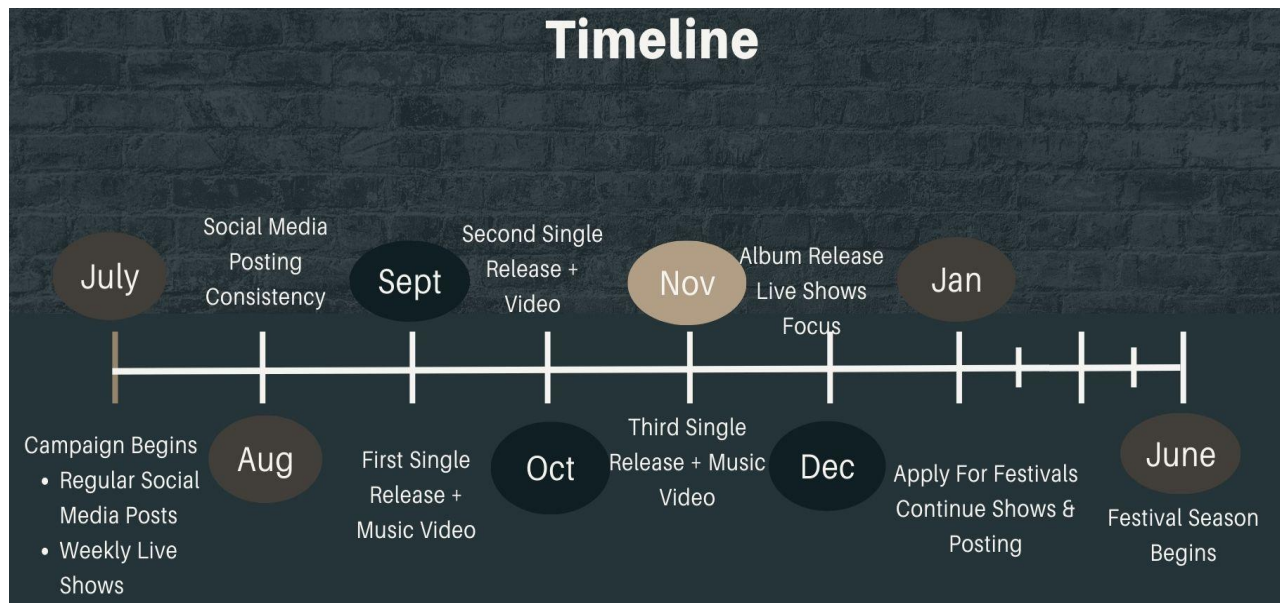


Figure 2 (Timeline)

We begin our campaign by focusing on online visibility by consistently posting for 2 months prior to the first single release. The artist should play weekly live shows, including open mics and busking, and these should be filmed and posted on social media.

As this will be *Ribrab's* first official release, it is important to amass as much excitement and attention as possible in the months leading up to the release date in order to accrue as many pre-saves as possible. Consistent posting is necessary in order to tip the algorithm in our favour. The main platforms to focus on are Instagram and TikTok but YouTube is the ideal platform for longer videos. Twitter is a good platform for the artist to post personal thoughts and opinions and stay engaged with current world events, as a lot of politically aligned music fans still use Twitter, and keeping a comedic yet socially aware approach on this platform is helpful for an artist who's music focuses so heavily on social and political issues. A Facebook account will be maintained but mostly consist of reposted material from other platforms.

The artist should maintain her public Snapchat posting as she sees fit- as we can see this is her most active social media platform and she is able to comfortably be completely authentic and expressive here in a slightly more exclusive setting.

Instagram content should focus on images that build a strong aesthetic direction for the artist as this will help with brand and sponsorship deals in the future. The use of TikTok is also necessary in order to bring in younger and more alternative fans, and we must take the product, in this case, the artist, to where the demand exists, as the 7Ps of marketing tell us. Therefore TikTok should be the main platform that the artist uses for musical content, and as her account here is far newer, this will allow her to build a follower base that is more appreciative of her music videos. In addition to this, posting politically aligned talking videos with a comedic edge has seen success on the artist's TikTok page, and these should be continued in order to continue building a strong brand identity.

We have created a content calendar template to help the artist- or social media manager, visualise how each platform will look. The times of day have been decided due to studies that analysed the best times and days of the week to post in order to maximise engagement.

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		

Figure 3 (Content Calendar)

This calendar will help to prepare the artist to create content in advance so that they always have things to post, as it is necessary to stay active in order to be favoured by the Instagram algorithm. Whilst musical content will be mainly targeted towards TikTok, it can be posted on Instagram reels and YouTube shorts depending on the artist's preferences.

A social media manager has been factored into the budget so that the artist need not spend too much time planning posts. Iz Biz Management has offered to manage all social media accounts and take photos in a non-studio setting. Alternatively, the artist could consider using a scheduling app like Planoly or Preview to plan their posts in advance.

Regular photos and videos should be taken of the artist at events, but some professional photo shoots should also be arranged occasionally, these have been considered in the budget.

Tagging brands that the artist is wearing or using in photos is a good way to encourage brands to reach out for collaboration. Doc Martens is widely associated with artists with similar styles as well as guitar tech companies. Music brands like Marshall may consider sponsoring the artist as there is a branch within the Tileyard community that could easily be contacted and connected with. Marshall has been affiliated in the past with the band Nova Twins, who have a similar image and create alternative punk music, similar to Ribrab. In order to find competition, comparing image and ethos proves an effective method, even if the sound is not exactly the same (Ferrone 2023).

Supporting less well-known alternative clothing stores such as [Noctex](#) and [Foxblood](#) would be a great way to set the tone as a trendsetter as well as open doorways to collaborations. It is important to make sure that the values of these brands align with the artists, as in the past public figures have received backlash for associating with brands like Dollskill- which were very popular in the alternative community before being exposed for questionable practices. Setting a strong moral and political stance on certain issues will help with the artist's brand awareness, as well as aid the punk image and align with the lyrical content in many of her songs.

Throughout this time the artist will be doing interviews that focus on getting to know her story and ethos. Asking the artist why they make music is always a good way to find a meaningful answer that the audience can connect with. Due to her grunge image we feel it would be best to keep long text posts or heartfelt videos away from her social media as it would destroy the element of mystery around her music. Interviews are the perfect way for supporters to feel closer to her, whilst still maintaining a cool, aloof online image.

Once a strong brand identity has been established, and there is a degree of excitement and anticipation around the artist, this will lead to driving as many album pre-saves as possible. As the distributor will be Distrokid, they have the built-in service 'HyperFollow' which can create pre-save links that can be promoted by the artist on various platforms.

On the third month of consistent posting, the artist's first single will be released with a music video alongside it. We believe they should be released at the same time as it will have a higher impact and raise expectations, which shall then be surpassed in the following month with the next single and music video (Admin, 2021). Two weeks after this the entire album will be released. Following this, the artist will continue posting and interacting with comments and reposts as much as possible, live streaming and reacting to videos on TikTok to increase overall engagement, increasing hype for the approaching festival season and tour.

Creating A Fanbase

It is said that 80% of your sales come from 20% of your fanbase. Therefore creating a loyal fanbase is very important in order to sustain a full-time career in music.

Based on Instagram analytics, *Ribrab's* audience consists mainly of men between the ages of 18-35.

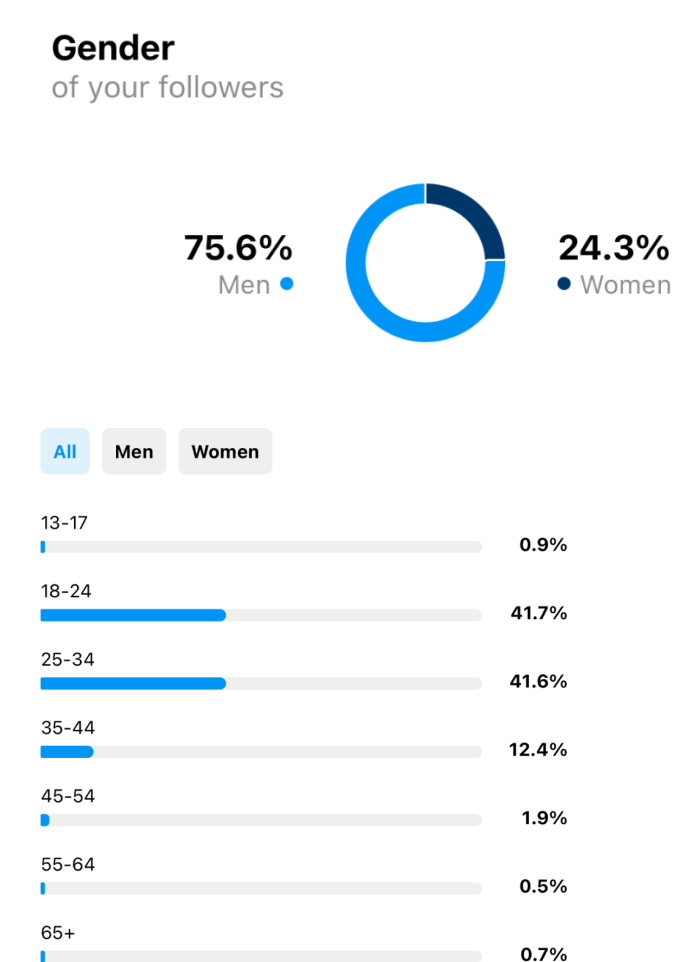


Figure 4 (Instagram demographic analytics)

The artist has expressed a desire to entice more female followers so our strategy to do this would focus on creating exciting fashion looks and cool imagery that complement the gunge aesthetic that is rising to popularity amongst mainstream youth culture again.

In contrast to the Instagram statistics, the artist's TikTok posts have a heavily female audience within the same 18-35 age range.

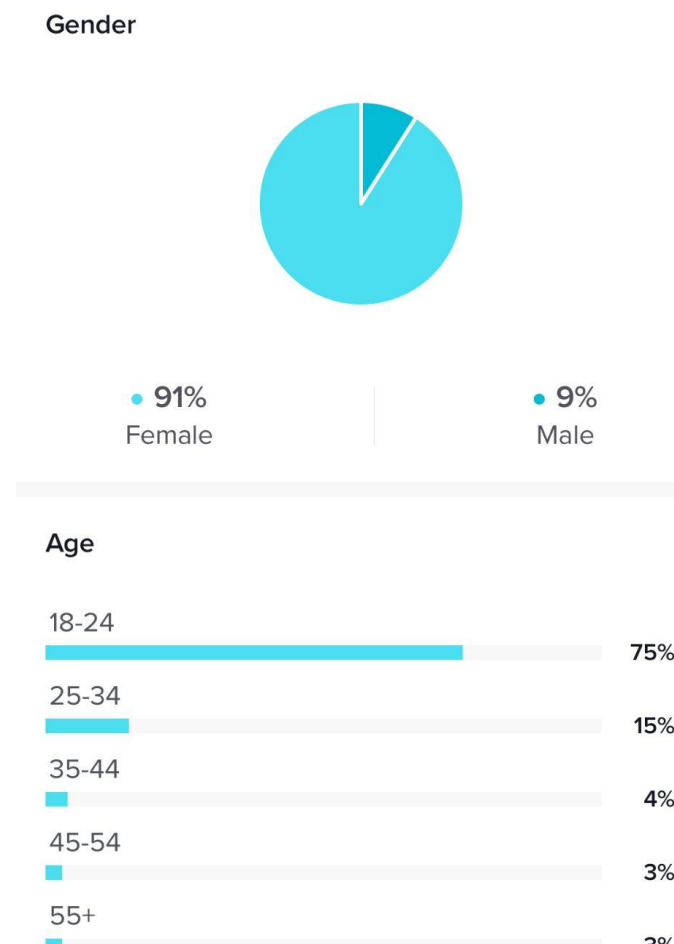


Figure 5 (TikTok demographic analytics)

This is due to her TikTok posts being very focused on feminism. This is a clear route that *Ribrab* can focus on if she wishes to organically draw more women to her other social media platforms.

The reason that we believe encouraging more female supporters is important, is because when looking at artists like Taylor Swift, Billie Eilish and One Direction, who have a heavily young female audience, their success is astronomical. This is due to their loyal fans voting for them in competitions, setting alarms for releases, attempting to break streaming records,

and fan accounts posting continuous content and trending hashtags they create to ‘gain direct acknowledgement’ from the artists (Santero, 2016).

Having a loyal fanbase is a very good way to ensure the success of new releases. However this is not always a simple task, so how do we go about curating the perfect, loyal fandom that will propel the artist into astronomical success? Authenticity is the key here. Posting content that is true to the artist will create a genuine and trustworthy image for the viewers and allowing this vulnerability will encourage loyalty from fans by bringing a sense of intimacy and familiarity to the fans. Creating an emotional connection with people increases ‘emotional investment’, which is one of the keys to gaining loyal fans (Santero, 2016). Relaxed and honest chatting videos that *Ribrab* posts on Snapchat and TikTok seem to attract this ideal demographic that the artist desires so these should be maintained and by following the content calendar we are confident that *Ribrab* will secure a loyal following.

During the 90s the ‘Riot Grrrl’ movement began, spearheaded by Kathleen Hanna of the female-fronted band *Bikini Kill*. They brought attention to the need for women’s safety at live music venues and the phrase ‘girls to the front’ was used to encourage women to come to the front of the stage at live shows and take up space and have a good time, in a setting that had been historically dominated by men, and was often unsafe for women (Marcus, 2010). It would be on-brand for *Ribrab* to take up this same slogan and encourage this at her own shows, perhaps taking it further by putting on women-only shows sometimes.

A Discord or Whatsapp group could be created where women can talk about their love for alternative music without judgement- a mansplain-free zone. There would be competitions in these groups like Riff Of The Week, in which women would submit themselves playing a riff on an instrument and the artist would pick a winner. This would encourage women to pick up instruments and share their material in safe spaces. Jobs would also be listed on there, so women of a similar mindset can apply first to encourage more women to work in the music industry. This will not only serve to grow *Ribrab*’s online presence and notoriety but will actively work to improve the alternative music scene for women, which the artist has expressed a deep passion for. To gain access to this group, users would go through *Ribrab*’s Patreon and contribute £1 to the general maintenance and moderation of the group, this would also direct more traffic to *Ribrab*’s other content.

Due to the artist’s apprehension to overexplain her lyrical content on social media, we believe that a clever music video would be the best way to add a visual component that directs the viewer to a clearer understanding of the artist’s intention with the song. We have

three video ideas in mind. The first single, 'Colour-blind' could have an artistic approach, heavily focused on visuals of very normal everyday activities through a creepy, twisted black-and-white lens. The video would begin at the birth of the protagonist and end in old age and take a dark perspective on the process of existence. We believe that this translates to the artist's continual lyrical focus on feeling like an outsider, viewing life through a strange lens.

The second video is for the song 'Snake Food' and the idea follows a similar artistic approach but with a slight edge of satire that will match the artist well. The theme of this song repeats the imagery of "*living in a fever dream*", so to start, the protagonist- this can be the artist herself, or an actor if she prefers, will look visibly unwell and go to sleep with a towel on her head to indicate she has a fever. As she wakes up and goes about her day the world around her will start turning into plastic and the video will end with her looking down and seeing her hands turn into plastic, or looking in the mirror and seeing a plastic doll staring back- depending how satirical the artist wishes to go. It may be complex to orchestrate the effects, however, the artist has informed us that her brother- who is a professional cinematographer, would be able to provide equipment and a team for a heavily discounted price.

The third video would be a live-style performance, of the artist on stage, creating a cool and edgy atmosphere with dark colouring. There would be footage here from a rave-style live show that will be hosted in an abandoned building in London. This show would be announced like other raves, with the day and general area announced in advance, but the specific address is only given out on the day. This will attract adventurous types and showcase Ribrab's music to a different crowd, as well as add controversy.

Whilst it would be beneficial for the artist to focus on gaining more younger female followers, it is not necessary for the success of her album. In fact, we believe that we can use her current older male audience to her advantage, as they have more disposable income.

A strategy we have devised includes playing on the narrative that is thrown towards young women in the public eye and the pressures that they face to cater towards the male gaze, with content that they may not feel comfortable posting. OnlyFans is an online subscription-based crowdfunding site, much like Patreon, but is mostly known for its adult-content. Many female artists and influencers have generated millions of dollars by creating accounts and posting adult content, and whilst this is a great way to earn money, we propose a spin on this by creating a hoax/fake account. Prior to the release of her third music video, Ribrab should create an OnlyFans account and begin promoting it on her Instagram with a date that the content promises to premiere. There will be no details about the nature of what will be posted. A suggestive promiscuous video will be posted as a 'teaser' for the next music

video with an announcement date, but there will be no specifications about what will be released on this date, nudging viewers to make their own assumptions. Then on the date in November, the next music video will be released and posted everywhere, this will not include any adult content. Ultimately OnlyFans is a crowdfunding site, there is no requirement to post adult content, and any assumption that subscribers make about the content is their own responsibility.

Crowdfunding is a great way to earn some extra income and garner a closer relationship with fans. Alongside the OnlyFans strategy, which we must prepare to only last a few months, as once it becomes clear that the artist is not willing to post adult content, she is likely to lose subscribers on that platform, a Patreon will be created that Ribrab will offer 1 on 1 conversations with subscribers. The nature of the package may look like the figure below.

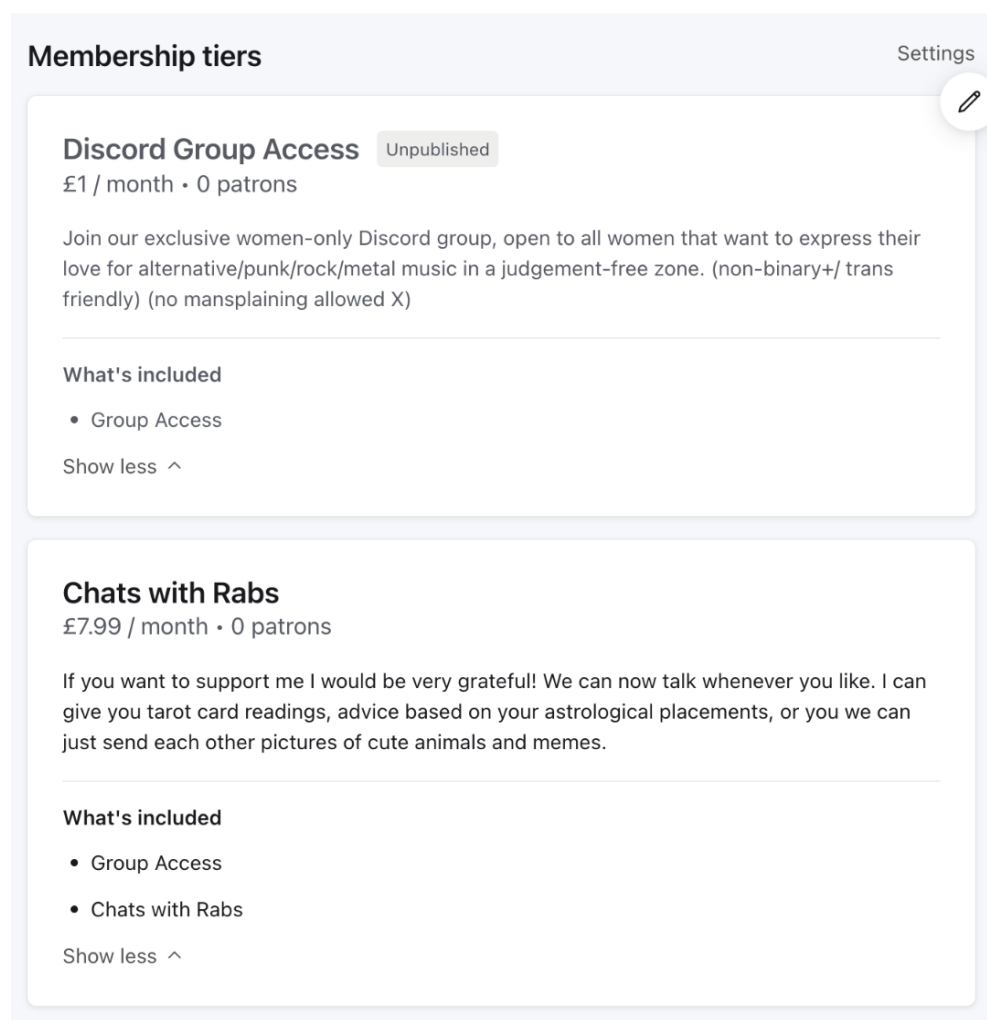


Figure 6 (Patreon Tiers)

We will create a QR code link to this and promote it at the artist's live events, this is the best way to convince anyone who enjoyed her music to support her in whatever way they can.

Merchandise

It is important for Ribrab's merchandise to be true to her image and include items that she would wear herself. Vintage-style T-shirts with the album's artwork that pay less attention to the artist's name and focus more on the music would be a great direction to go in. Below is an initial idea for this.



Figure 7 (Album Artwork T-shirt Design)

Additionally, beanie hats, lighters, skateboards and guitar stickers are all good ways of keeping the merchandise interesting and cool but also very usable. The best way to avoid excessive spending is by using a dropshipping site like Shopify that makes products to order, a small number of items can be displayed at live shows and these have been factored into the budget.

DIY fashion is very popular in the punk and grunge scene, therefore we believe that hosting fan interactive competitions, in which the artist creates designs on Doc Martens and denim/leather jackets, will be a great success. This will prove popular amongst anyone wishing for customised clothing. Everyone who preorders the album from Bandcamp will be entered into a raffle and they can choose their prize between artist-created clothing or a tattoo done by the artist at the next live show.

Competitors

Ribrab's main competition comes from artists with a similar image and ethos. Nova Twins are an alternative punk duo that have risen in popularity over the past few years. They have recently collaborated with Bring Me The Horizon, securing their place in the alternative music scene. Similarly, alt-pop artist Maggie Linderman covered a Sleeping with Sirens song and got recognised by them on Twitter. These interactions are key in getting the attention of loyal fans who love to support new artists that their favourite band are interacting with. Below are the Spotify playlists that these similar artists get featured in. Finding their curators and contacting them is the best and cheapest way to get featured.

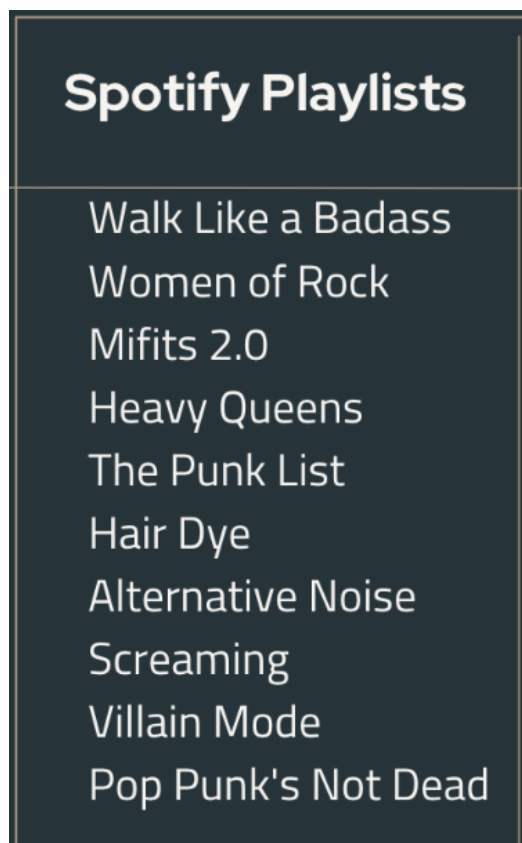


Figure 8 (Spotify Playlists)

Nova Twins music is comparable in some aspects to *Ribrab's* but they lean more heavily into a hip-hop punk fusion whilst *Ribrab's* style sits squarely as grunge. For this reason, we believe we can leverage the physical similarities and try to gain Nova Twins' attention on social media, in order to offer to open one of their live shows, perhaps even going on tour with them in the future. There are a countable number of women of colour in the alternative music scene, so we believe that if *Ribrab* is vocal about her intention to encourage other

young women of colour into this style of music, Nova Twins will happily endorse her, as their goals align. Turning the competition into collaborations will serve to expand *Ribrab's* fanbase.

Live Events

Based on the information gathered from Chartmetrics, this genre of music is very popular in the United Kingdom and the United States. As this would be the artist's debut album, it would not be cost-efficient to put on a world tour.

Audience Location

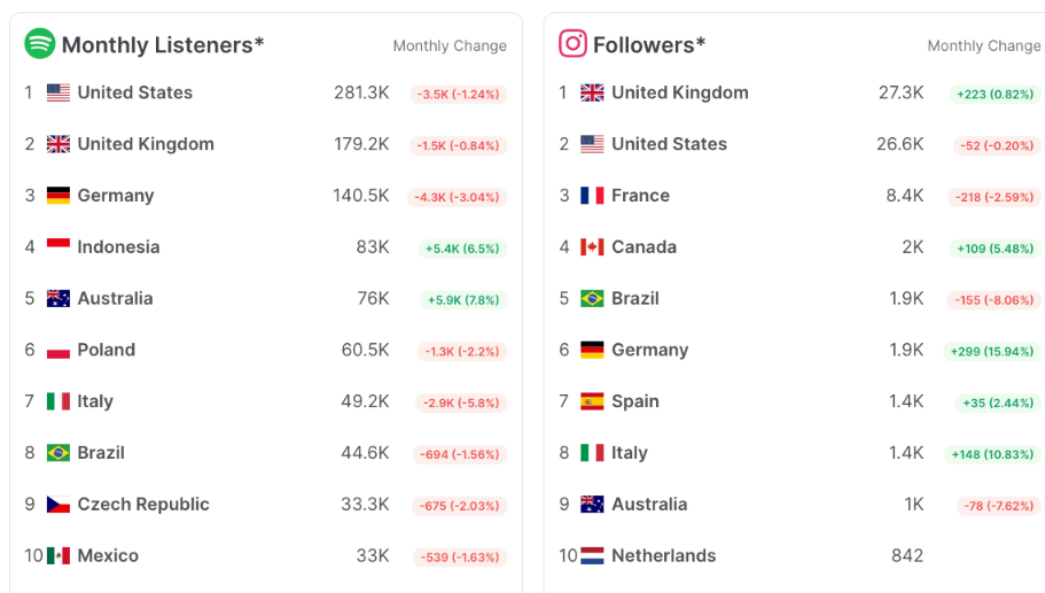


Figure 9 (Nova Twins Location Demographics)

From the start of the campaign, live events will be put on in pubs as well as venues like The Hope and Anchor and Dublin Castle, which frequently play live music of a similar nature at no cost to the artist.

Based on the analytics, it would be a great idea to focus on UK shows with some exclusive USA ones in New York and any other places that show interest after the album release. This is a great way to get some international attention, however we believe that the best way forward would be to direct our focus on festivals and opening shows for larger artists. Reading and Leeds and Download festival are the obvious choices for this style of music but

When We Were Young festival in Las Vegas would also be a great opportunity as this has replaced the Vans Warped Tour in the alternative music scene in the USA.

Promotion

The importance of data ownership cannot be understated. It is crucial therefore that the artist pays special attention to their website, keeping an eye on the analytics and making sure it is continually updated. From this, we will have access to more insight into which platforms our viewers are coming from and what they are most interested in, and then we can focus on spending money on optimised ad campaigns on these platforms. We predict these ads will run mainly on Instagram and TikTok. Through the website analytics, we can have a more detailed view of the habits of our consumers and tailor the ads to better target them.

As many fans of grunge are older, it would be beneficial to allocate money to a radio plugger who could get *Ribrab's* music on stations like Kerrang, Radio 6, Planet Rock and Total Rock. We have created a list of potential radio stations and magazines that the artist could feature in.

Radio/ Magazines
<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

Figure 10 (Potential Radio and Magazines)

Kennet Radio is the artist local radio station in her hometown Newbury. Eastern Eye, while a large publication will be easy to get featured in as the artist has worked with the editor before.

Getting music heard by the right people can transform an artist's career, this could be done by utilising the Tileyard community that the artist is part of. By creating a few CDs and handing them out to people that she knows in some of the businesses would be a great way to get her tracks heard by prominent figures in the music industry. The CDs would be in a plastic case that had a handwritten tracklist and a message, with a QR code to the Spotify album, in case they do not have a CD player. The combination of free album marketing and disruptive marketing will create a bigger impact on the receiver, as everyone loves free things! It also adds a personal touch and shows initiative, which many people in the music industry love to see. Moreover, the CDs will be very cheap to make and will include exclusive b-side material that is not released on streaming platforms. Copies will be offered to the Vinyl Cafe and TYX building, where there is constant music playing in the background already. Additionally QR codes will be postered in these places for passers-by. On the QR code poster, there should be an eye-catching title that intrigues punk lovers such as 'Open your eyes, sheeple' or 'eat the rich' with fun cartoon characters. Alternatively, by using AI technology like Copy.ai it is easy to create an exciting line above the QR code. Posterding a few around Tileyard with various different slogans and no details about what they will find once they scan the QR code will work to direct more traffic to the artist's streaming platforms.

Budget

The artist has given us a budget of £10,000 for our campaign, we aim to do it in less.

B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Sale Price	Profit	Income Forecast (units)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	total
£7.34	£5	OnlyFans (-20%-dollar conversion)				15	20								£175
£1.00	£0.92	Patreon Tier 1 (-8%)	7	10	13	18	25	30							£95
£7.99	£7.91	Patreon Tier 2 (-8%)	1	1	3	3	3	5	5	5	5	5	5	5	£364
	£3.44	Royalties (Spotify avg per 1000)			13	20	30	30	30	30	20	20	20	15	£784
		Total													£1,418
Outgoings (£)			July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	total
		Social Media Manager	50	50	50	50	50	50	50	50	50	50	50	50	600
		Radio Plugger			£500	500	500	500							2000
		Merchandise (Made to order + Table)		50				50							100
		Photoshoots		200	150		200		100						650
		Music Video x 2			£200	£1,000	200								1400
		Online ads			200	200	100	300	100						900
		Free CDs						10							10
		Total													5660

Figure 11 (Budget Spreadsheet)

We have estimated the income for the year, not including merchandise and live shows as the associated costs vary so much and the majority of merchandise will be made to order. The figures in the income table are in units, showing the number of subscribers and listeners. The outgoings are listed below this, and often overestimate the required cost of things in order to give us more room to work within.

Summary

We have created a one-sheet with everything summarised in one place for your convenience.

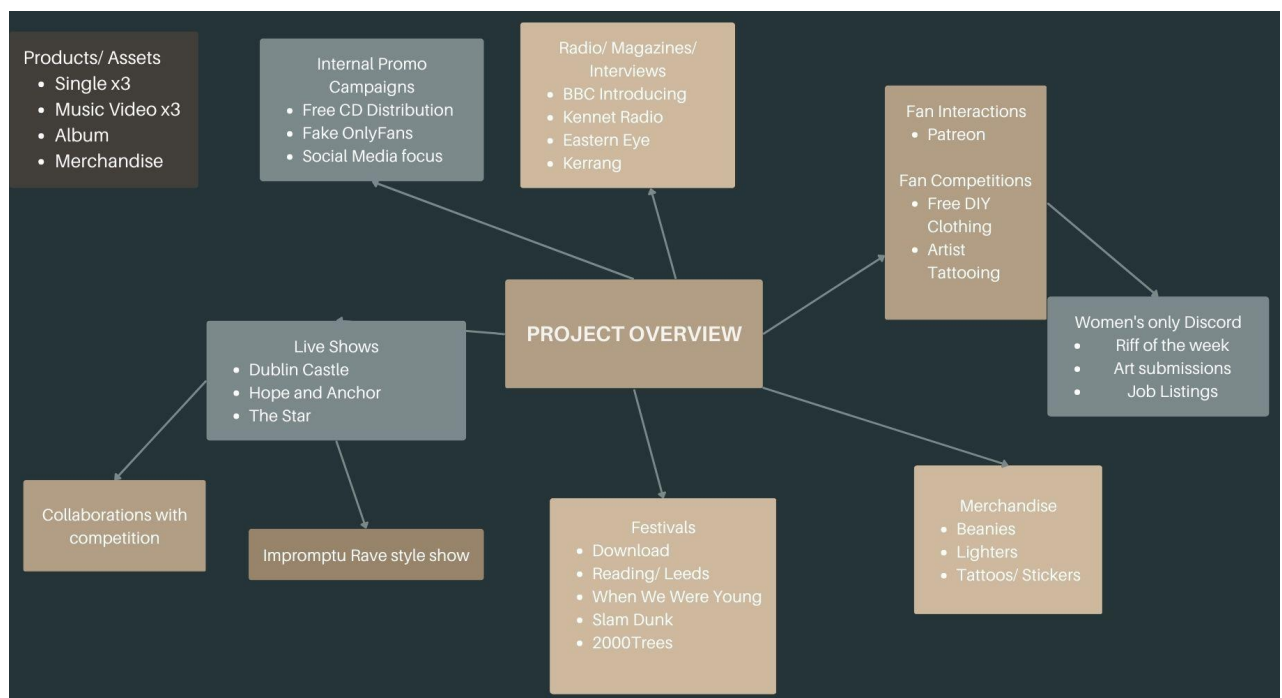


Figure 12 (Project Overview)

With our fan-oriented campaign, we hope to launch *Ribrab's* solo career into fast success. We know you will make the right choice.

We look forward to working with you!

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