



CHESKA MOORIE

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Executive Summary

Cheska Moore is a DIY singer-songwriter aiming to release an album entitled *Self-Loathing Narcissist* this summer (2022). This report comprises of the marketing strategy, budget, timeline, project plan, and asset deliverables for the release of an original artist's album, single, national and international promotion and UK / European live promotional tour.

Excerpts of Cheska's songs from the album, *Psychos in Love*, *Don't Talk*, and *Bad Thoughts*, can be found at this link:

https://www.dropbox.com/sh/zz0c4d60zu3l47x/AACa1_DQOfL5TfbgMcVPzcjga?dl=0

This link contains unreleased material. It is not to be shared externally.

Cheska Moore- Marketing Strategy

Cheska Moore is a up-and-coming dark pop singer-songwriter with powerful vocals and a raw and genuine talent for songwriting (Full artist bio: [Appendix A](#)). Her influences, including Halsey, Sia, Jessie Reyez, and Lana Del Rey, are evident through her sombre, honest lyrics set to unique instrumentation and electronic sounds. With multiple tracks featured on BBC Introducing's Track of the Day, she has been evidently stamped as 'one to watch'. She owes much of her large social media following to her performances of minor-key covers of classic pop songs.

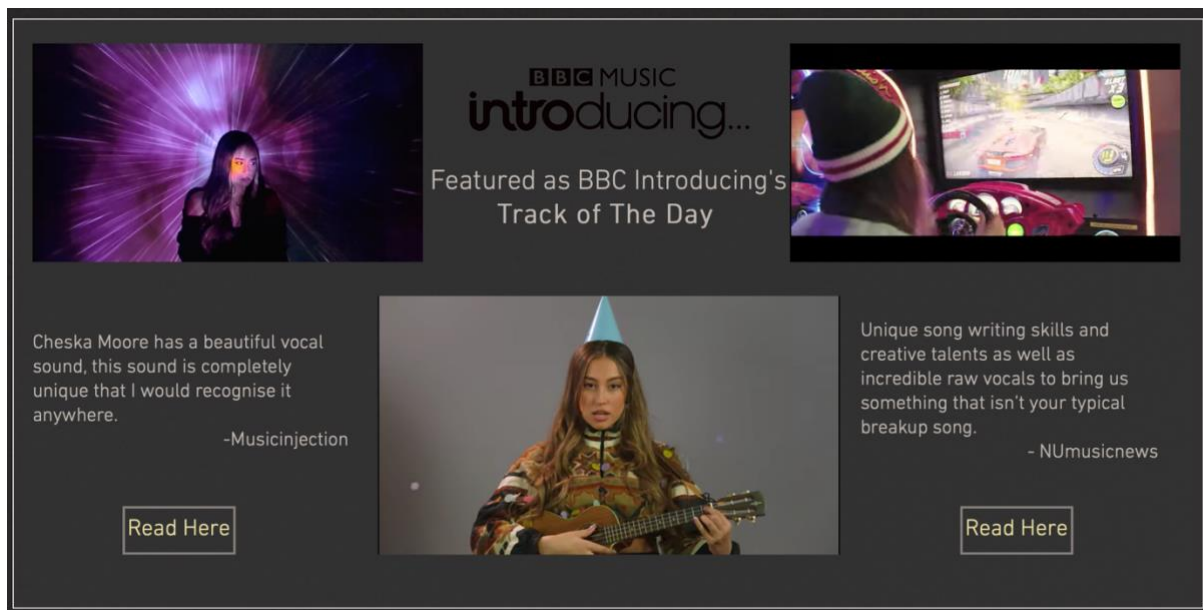


Figure 1: Cheska Moore achievements and press

Narrative and branding

This South London artist is a self-proclaimed outcast. She focuses on producing music that reflects upon her own realisation of the flaws of the Utopian world that she, a child of the 'Disney generation', had been led to believe in. Cheska's story, however, is ultimately one of hope. After feeling alone throughout her time in school, she became determined to create music that speaks to others going through difficult times. Now, she uses her own life experiences to produce beautiful tracks and has found a large following of other 'misfits' that seek solace in the darker side of music.

Her artist persona is genuine and authentic, openly expressing her interests on social media. She has a distinctive personality with a near universal appeal as the quirky, somewhat nerdy, funny friend with a deep, reflective side to her character. Passionate about movies, grunge vintage fashion, skateboarding, and gaming (notably Pokémon, Naruto, Animal Crossing, Nintendo, and collectibles/cards), she fits the 'gamer girl' aesthetic, seen as a 'guy's girl' to some, but with music that shows that she's just another girl experiencing disillusion and heartbreak.



Figure 2: The 8 S's of Cheska Moore's artist branding

Cheska has found automatic success in her sound, down to her inherent talent for singing and songwriting. Her look is simple and authentic to her character, with vintage retro clothing and muted tones. She has natural beauty which adds to her star quality, which could be capitalised on more. Cheska needs to draw more attention to her narrative to appeal to her fan base that can likely relate to her story. A closer focus on her ethos would be beneficial, with a more public display of what she is passionate about and what she cares about beyond her hobbies / interests.

Comparative analysis- similar artist profiles

Spotify's radio feature was utilised to discover similar artists based on sound. When further researched, the following were found to be similar to Cheska in one or more of the following ways: musically, narratively, visually.

Eiza Murphy

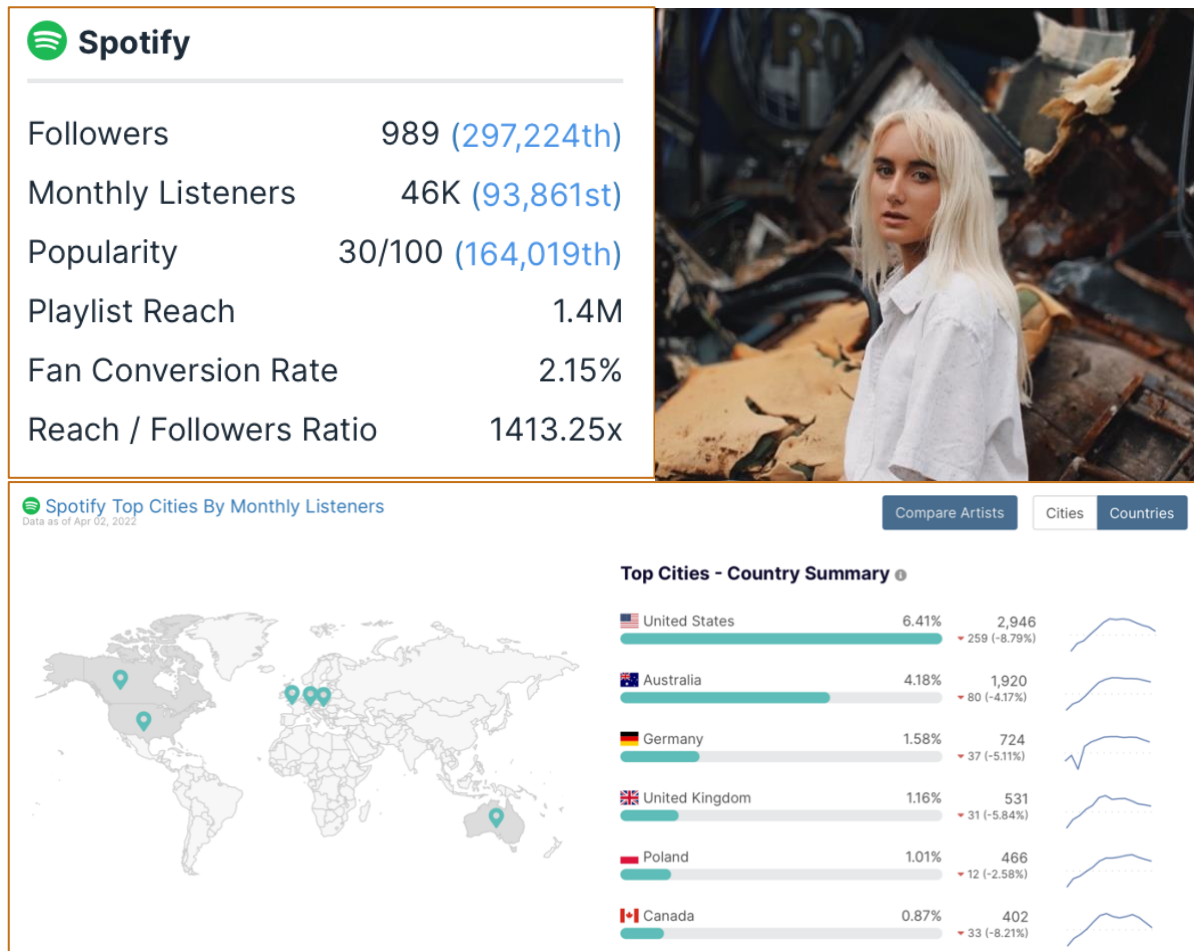


Figure 3: Eiza Murphy stats and press shot

Eiza has similar songs with melancholic pop and raw honesty. Visually, she presents similar press shots to Cheska ([Appendix B](#)) with broody and contemplative appearance on urban destitute backdrops. She appears to appeal to the same notion of generational disillusion with the surrounding world, as the artist and audience grow into adulthood.

Eiza has a comparably small social media presence with an Instagram following of 3.2K, and a TikTok following of 5.1K with 94K likes. She has a far more notable Spotify audience following a feature on New Music Friday, boasting over 46K monthly listeners, demonstrating the importance of Spotify playlist features.

Macy

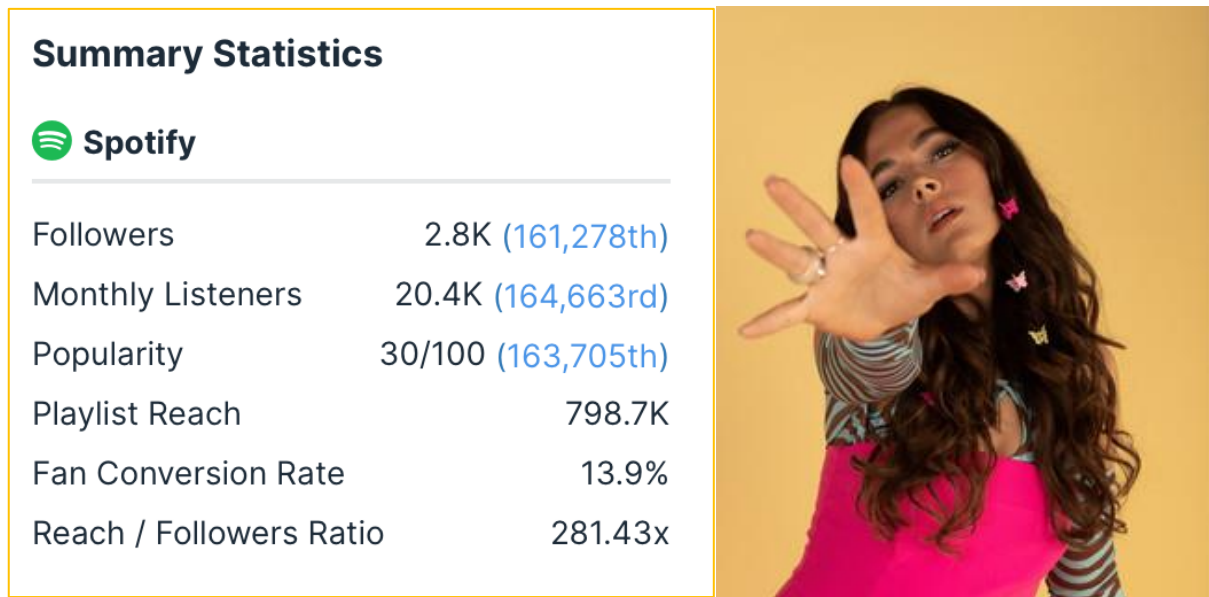


Figure 4: Macy Spotify statistics and press shot

Macy has a more fun / funky / girly pop approach than Cheska, though she has recognisable dark pop influences. As seen in Figure 4 above, she has a strong Spotify following to monthly listener ratio. Like Eiza, however, she also has a smaller social media following with 2.9K Instagram followers, no known TikTok presence, and a 9K Twitter following.

Hazy



Figure 5: Hazy Spotify statistics and press shot

Hazy appears under Cheska's profile in her 'Fans also like...' section. This is highly likely to be down to his similarly large TikTok following of 240K with 1M likes as a result of his melancholic covers of songs. Naturally, there will be a crossover here with Cheska's fanbase for her minor-key song covers. His original songs are more of an alt. rock / grunge genre than Cheska. His Spotify following as seen in Figure 5 above is also largely a result of his uploaded cover songs. This is likely an approach that should be taken by Cheska to boost Spotify stats and as a result increase listeners on her original songs.

Ashnikko

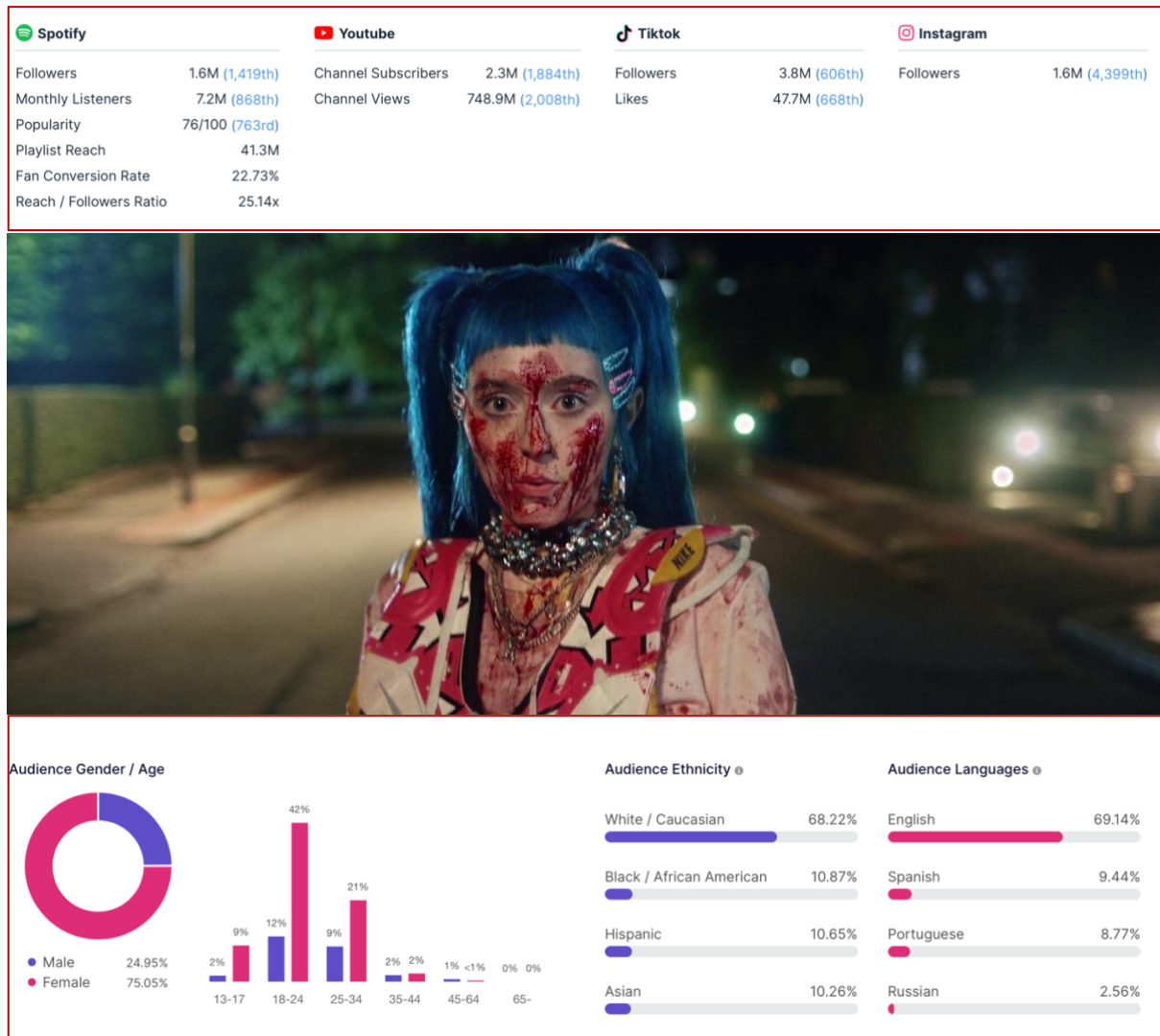


Figure 6: Ashnikko Spotify stats, 'Stupid' music video shot, and Instagram stats respectively

Ashnikko is a highly established dark / electro pop artist from the United States living in London. Her music crosses over in many ways with Cheska's upcoming album release, with honest, dark, sexy, and even violent themes throughout, though Ashnikko's music is more rap heavy.

She has a refined, unique image as a 'shy but psycho', queer, misfit pop superstar. Visually, Cheska may benefit from veering more in this direction, with an open and complete embrace of the image she is hoping to portray. 'Sex sells', and it may be worthwhile leaning into this more as an attractive, confident woman. Ashnikko demonstrates how this is done without succumbing to the male gaze entirely, being open with embracing her sexuality whilst also threatening to literally murder men who have hurt her in her lyrics and branding.

Target audience

Determining the target audience is a vital early step in any marketing plan (Ferrone et al., 2019). It is necessary to analyse the known and presumed demographics and psychographics to best find and cater to your audience.

Cheska's target audience is as follows (see Figures 7 and 8):

Demographics

- Age – predominantly 18-24
- Gender – predominantly female
- Location – US and UK
- Ethnic background – White, Asian
- Income level – likely ranges from no income / reliant on parental income to an entry level professional income
- Education level – likely school graduates and current university students
- Marital/family status – predominantly single and childless, YUPPIE's, potential DINKY's in 25-34 bracket
- Occupation – students, young professionals / graduates

Psychographics

- Personality – low: dark, broody, self-deprecating, damaged, melancholic, heartbroken. High: fun, quirky, crazy friend, energetic, passionate
- Values – trust, respect, independence, love, appreciation, entertainment
- Interests/hobbies – reading, movies, gaming, music, anime, grunge fashion
- Lifestyles – all likely late-night owls, ranges from gamers and movie-lovers who enjoy nights in, to the livelier, who enjoy nights-out and drinking
- Behaviour – dark Gen-Z / millennial humour – memes, TikToks, heavy social media users

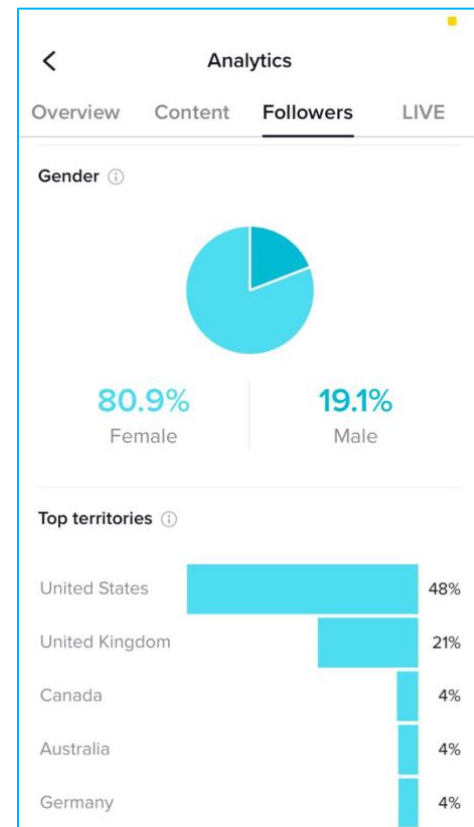


Figure 7: TikTok audience stats

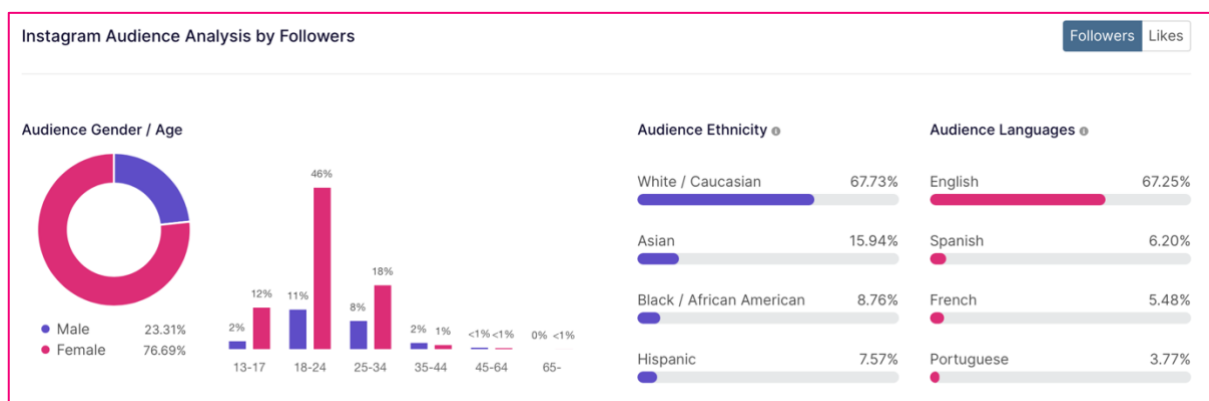


Figure 8: Instagram audience stats

Ultimately, the ideal listener for Cheska is herself, as is often the case, with the above stats describing her own artist persona quite accurately. The tools used to generate this were Soucharts and Chartmetric, both of which, alongside sites such as Sprout Social, must be used to continuously monitor and update these stats.

This audience, despite being of low income, is still monetisable. Younger teenage fans reliant on a parental income will receive tickets, merch etc. as gifts or as their rare occasion to attend events unsupervised. The 18-24 age bracket will often be generating an entry level income whilst still living at home, leading to a higher disposable income. The younger demographic of females tends to enjoy statement clothing pieces, with Gen-Z trends in 'tacky', 'Y2K' fashion. Worth capitalising on this with merchandise being made available during album release. Above all, this is a cohort of people that value experience. They will likely pay to participate in events, meet-and-greets, and exclusive opportunities to show the world the fun they are having with one of their favourite artists.

Current market

The music industry of 2022 is heavily reliant on digital technology. The importance of social media for a modern-day release cannot be understated (Ferrone et al., 2019; Majewski, 2022). We are living in the short-form video era, where a catchy 15 seconds can make or break a song's success (Robley, 2020). The album release campaign will focus on digital promotion and social spend for this reason. Thanks to these technological advancements, there is a highly positive trajectory for the music industry with the re-emergence of existing aspects of the industry post-pandemic. Thankfully, there are no active Covid-19 restrictions in place across the UK and Ireland that would impede on touring activity.

KPI's and goals

Currently, Cheska boasts a high social media following and a respectable number of Spotify followers (Figure 9). However, as seen in Figure 10 below, both are on a downward or stagnant trajectory due to inactivity. The key goals for this artist are to improve these figures and further elevate her brand identity. A detailed focus on Cheska Moore as a brand with a seamless narrative and image across all platforms will be the first step in achieving this.

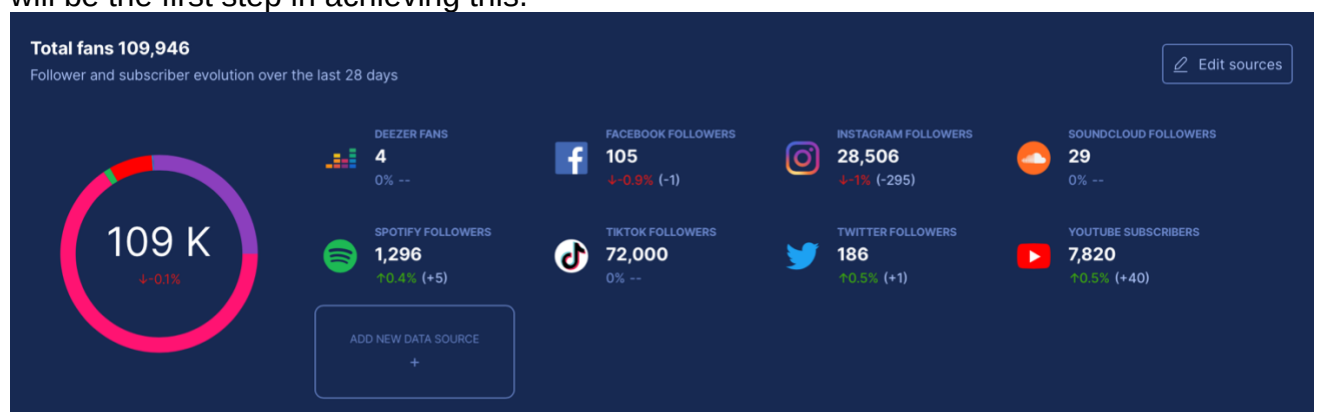


Figure 9: SoundCharts analysis of social media following as of April 2022

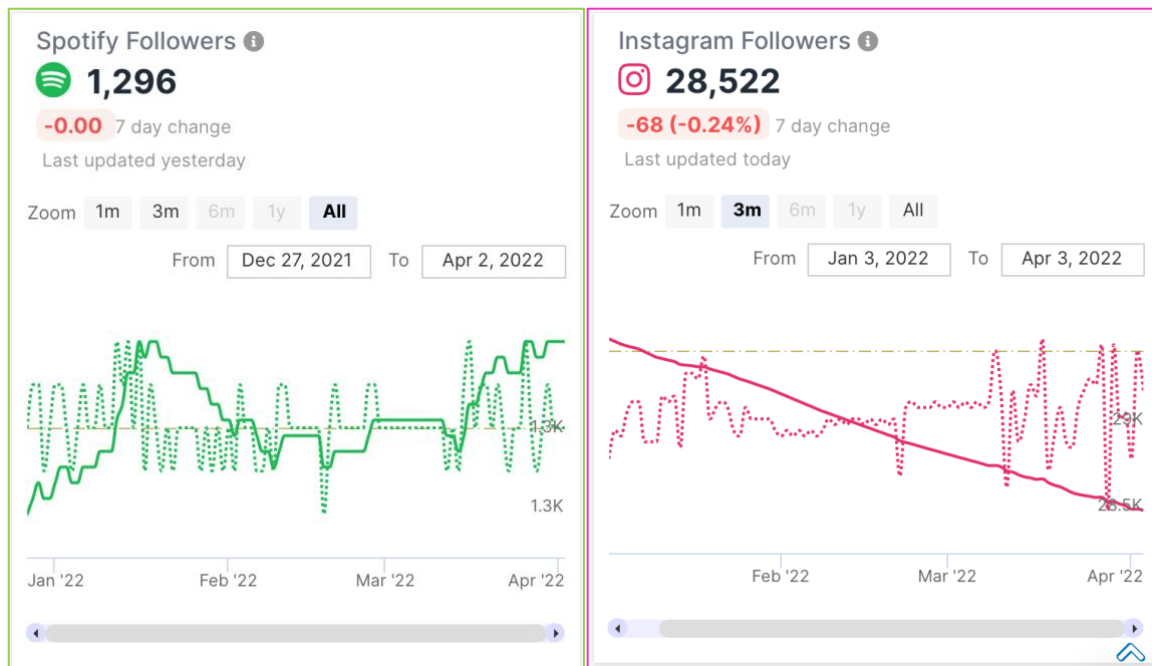


Figure 10: Cheska Moore Spotify and Instagram followers overtime

Overall marketing goals and focus:

- Gaining maximum exposure with upcoming album release
- Curating and maintaining awareness of Cheska Moore with a strong artist identity
- Translating high social media followings to DSP's, encouraging more crossover
- Getting maximum social media exposure and growing following, particularly increasing social media engagement
- Heavy focus on playlist pitching
- Invest time into researching artist collaboration and further professional opportunities
- Retain her current fanbase whilst attracting new fans, boosting both social media followers and music listeners. Rewarding / acknowledging fans that engage
- Embrace new tech and fully utilise social media. Share everything in artist lifestyle, create funny content unrelated to the release to get engagement
- Gain the attention of a label such as Believe that allows Cheska to maintain creative control

Input goals (minimum over 3 months)

- Send 35+ proactive emails to industry professionals
- Upload daily Instagram posts/stories, with a maximum two-day absence from socials
- Upload 50+ TikToks consisting of a variety of promotional content for the upcoming album, funny / meme / viral trend material, minor-key covers (can re-use some content)
- Pitch to 30+ suitable playlists
- Curate 3+ playlists to build Spotify persona
- Find 3+ artists to collaborate with on either promotional material or upcoming projects

Output goals / KPI's (in first 3 months)

- 500k+ streams across all platforms
- 8k+ monthly listeners
- Reach 35k+ Instagram followers with at least 10% engagement rate
- Reach 150k+ followers on TikTok with 1M likes
- 10+ successful playlist additions, at least one of which with an audience of 15K+
- 3+ artist collaborations
- 50+ mailing list sign-ups
- 10+ press mentions / features (incl. interviews, articles, influencer shoutouts)

Introducing: Self-Loathing Narcissist

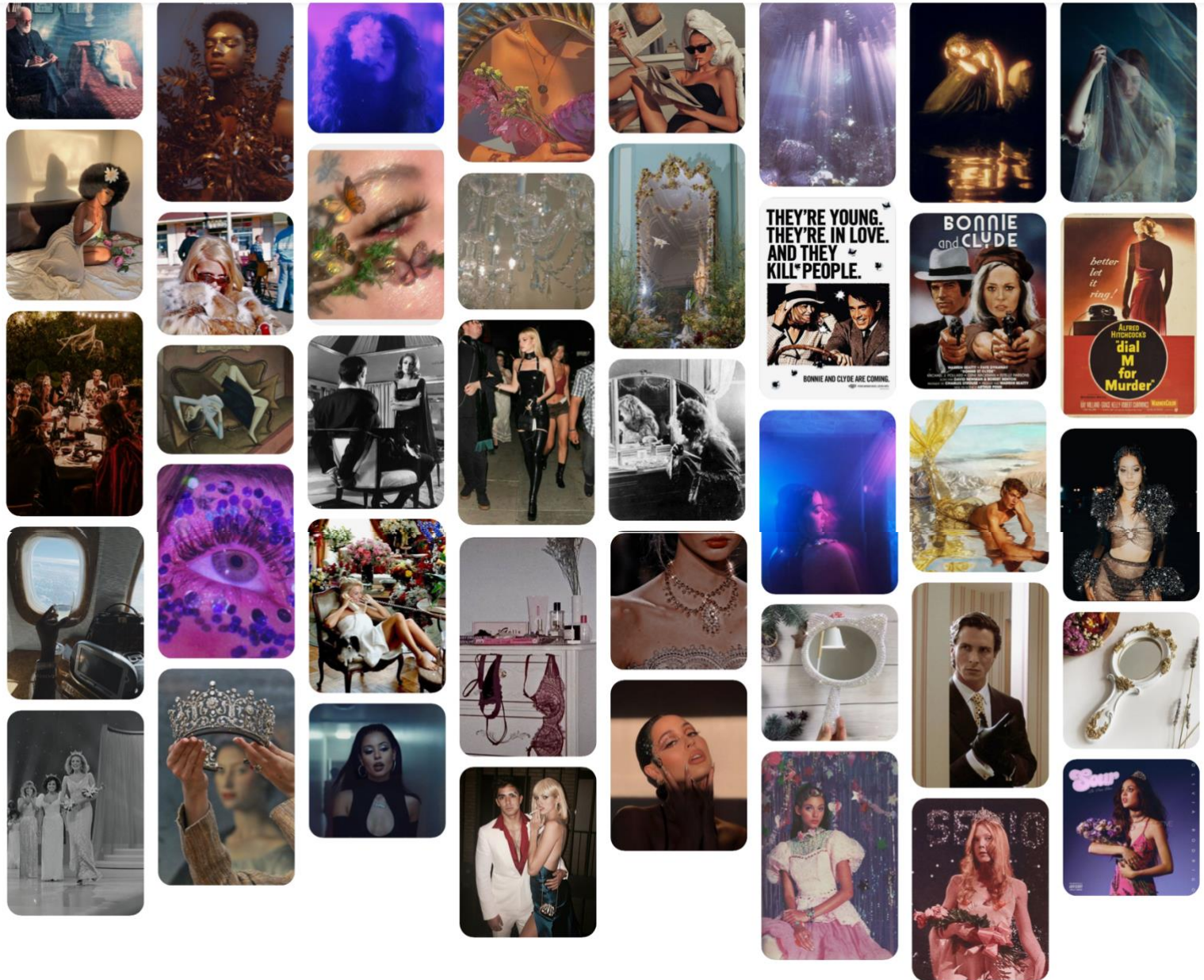


Figure 11: Pinterest moodboard inspirations, including- Catie Turner Prom Queen, Carrie, Olivia Rodrigo Prom, Euphoria, Dark ethereal, Vanity, Narcissism

Self-Loathing Narcissist is a concept album by Cheska Moore, reflecting on society's self-obsessed yet self-loathing nature stemming from social media, and the human desire to diagnose and explain people's unnerving behaviours. The word 'narcissist' is employed here to play on its common usage and overdiagnosis by younger generations especially, alongside other psych terms like 'gaslighting'. The artist self-defining as a self-loathing narcissist is a bold, tongue-in-cheek move promoting an

honest approach to how celebrities or those aspiring fame are, often times, attention cravers and their own worst critics.

The song titles for the album are as follows:

- *Obsessed*
- *Don't talk*
- *Self-loathing narcissist*
- *Psychos in love*
- *Bad thoughts*
- *Alone not lonely*
- *Overreacting*
- *Pretty privilege*
- *In my head*
- *Main character moment*

This report suggests, as aforementioned, that Cheska lean more heavily into the narrative that she has created around the album to reflect it in her own brand identity. With this being a concept album, it will be essential for the artist to exude the message that the album is trying to portray. Take influence from the likes of Ashnikko, leaning into the 'dark' of the dark pop without being miserable. If the artist would prefer not to go down the hyper-sexualised route, she could employ a mysterious sex-appeal similar to the likes of actor and singer Zendaya, who has a 'no-nudity' clause on screen, and remains 'reserved' whilst exuding a high sex-appeal. This is not necessarily a complete rebrand, but rather ramping up the dark, sexy, alt. pop nature of the artist, particularly in this new project.

First and foremost, Cheska will need to both update and revamp existing websites, socials, and links. The website (Figure 12) needs updated figures (i.e. now on 600K+ YT views), press shots, and the addition of TikTok success. Her Spotify profile should also be updated accordingly, with a shorter, more succinct bio that reflects her quirky, fun, and dark nature. Something as simple as 'Welcome to the dark side' may prove effective, imploring people to use the attached social links to find out more details about the artist. Further, Cheska should upload her minor key covers of songs to DSP's as soon as possible to build listenership in anticipation of album.

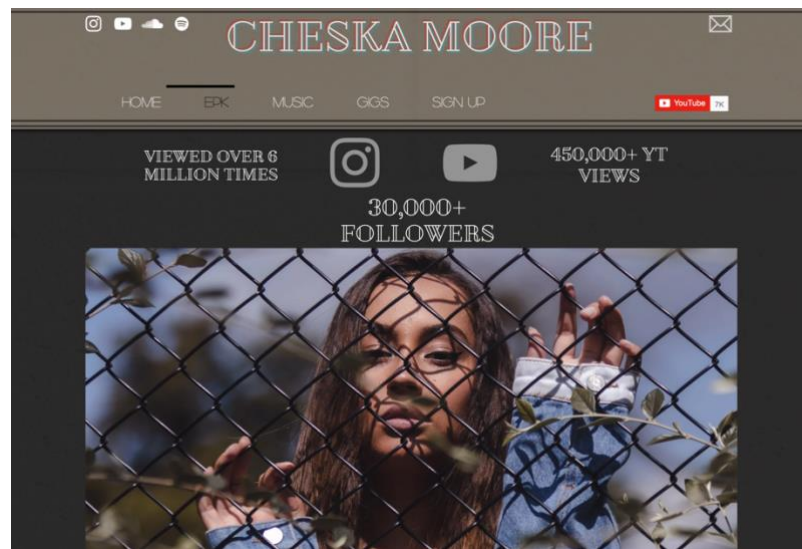


Figure 12: Cheska Moore website screenshot

With such a high follower count, Cheska can leverage her own power as an influencer to get more opportunities and exposure. Further, as a current Tileyard Education student studying on the world's largest community of independent artist's and businesses, she should capitalise on networking opportunities and building a personal connection with key tastemakers.

Marketing timeline

Week	w/c (2022)	Notable event	Live activity	Promo / marketing activity and content
-11	4 th April	Recording of music video(s) and building / finalising all promotional material		Social media posts to begin anticipation build, with limited detail and an unexplained date (album release day) Reaching out to tastemakers with plans for music and album release.
-9	18 th April	'Leak' preview of <i>Don't Talk</i>	Vinyl Scratch performance – acoustic cover that merges into chorus of Don't Talk	This gets 'leaked' on social media platforms. Create rumour / hype that Cheska is back creating original music. "Feel like she's long overdue an album release!" Start teasing the first single release. Stay tuned next week.
-8	25 th April	First single release – <i>Don't Talk</i> Tour announcement	Outdoor acoustic session at Tileyard	Promote single release on all social media. Live streams on Instagram and TikTok. Use this to encourage pre-save of album officially out on X Radio and playlist plugging commences. Social posts announcing upcoming tour with ticket sales live later in the week
-7	2 nd May	UK Bank Holiday Meet and Greet in the park On the back of the success of this – announce	Small acoustic performance at event of <i>Don't Talk</i> with some sneak peaks of other songs on the album	Footage of event on socials Finalise printing of promotional materials to bring abroad.

		Copenhagen Meet and Greet trip		Anticipation for upcoming trip to Copenhagen. Pin as an exciting last minute trip on socials. Sign up page for anyone who would like to meet and game with Cheska goes live. Liaise with venue based on number sign ups.
-6	9 th May	<i>Don't Talk</i> music video release		Encouraging views and traffic to YouTube video with clips on Instagram and TikTok
-5	16 th May	Copenhagen Songwriting Camp Copenhagen Meet and Greet	Meet and greet for fans in Kaf ag Konsol arcade café. Busking sessions around key landmarks with flyers / QR code to share with observers.	Stories on Instagram leaving QR code stickers and flyers in random places to build hype on travels. Share footage from the camps, anticipation for more exciting content / music to come. Share images and videos from camp
-4	23 rd May	Second single release – <i>Psychos in Love</i>		
-3	30 th May	Limited Vinyl pre-orders link live	Busking session at St James's Park Performance at DemoFest - Tileyard (June 1 st)	Photos and content outside Buckingham Palace in Tiara for Queen's Platinum Jubilee bank holiday Beginning heavy promo for album release party countdown
-2	6 th June	Music video release – <i>Psychos in Love</i>		Promotion of new music video. Build anticipation for full album release date. Reach out to press with reminders if needed. Requesting finalised RSVP for release party.

0	20 th June	Album release - <i>Self-Loathing Narcissist</i> - on all streaming platforms	Album release party at The Gallery, Tileyard	Ramp up playlist promotion and social media activity Share content from release party
+1	27 th June	Merch launch		Pushing launch on all socials Giveaway / competition
+2	4 th July	Music video release for <i>Bad Thoughts</i>		Promotion of new video Building anticipation for tour Engaging fans in posts regarding favourite songs / videos etc.
+4	25 th July	<i>Self-Loathing Narcissist</i> Tour	30 th - Dublin 31 st – Cork 3 rd – Brighton 4 th – Guildford 5 th – London 6 th – London	Promotional footage of tour / Creation of an official tour video by hired videographer Thanking fans for coming

Figure 13: Marketing timeline table

June was determined to be a good time to release the album according to research (Goetz, 2020) and to suit the artists educational commitments. However, before anything in the following timeline can take place, at least a fortnight needs to be focused on building back up an engaged fan base with consistent posting, and a mention that the artist has been slightly off the grid but back in full force with exciting few weeks ahead. Release some covers, minor and otherwise, some acoustic plays of existing songs etc. to boost interaction. Throughout the album release timeline, consistent posting must continue as usual, with more emphasis on creating hype for the upcoming album release with reminders to pre-save, acoustic sessions, and additional content.

Press and promotion

The album press shots ([Appendix B](#)) provided by Cheska are a logical extension of the musical element with high-quality, eye-catching colouring suiting the current 'Euphoria' trend. A landscape offering is needed, and an additional square image would be preferred to share with physical publications to best suit their formatting requirements. More variety in the images would also be preferred, with the report recommending that further press shots be taken during the music video production. Further branding needed includes an updated font, cover art for each single, and a cool design/logo for *Self-Loathing Narcissist* to incorporate on merchandise etc.

Promotion success in her career so far includes:

- *Skin*: featured in 'Kings of A&R'
- *Single Player Mode*: features in 'Roqdafuqout'
- *Almost Over*: featured on 'Le future wave'
- *Bloodline*: featured on 'Neon Music Now', 'Pastel Wasteland', 'Le Future Wave', 'Music Infection', 'Tongue Tied Mag', 'Nu Music Group'. Released music video. Giveaway of her Ukulele if you follow on Spotify gained traction.
- First single- *The Boy Who Tried* – featured in 'Le future wave', 'Niji Magazine'
- Carried out livestreams with Q&A during lockdown
- Rita Ora reacted to her cover of her song on Glamour Mag
- Interview with @FTLOBmusic
- BBC Introducing Track of the Day x2

The report recommends that Cheska utilise these previous publications and successes for the album release by offering exclusive content to the highest ranking ones and continuing to stay on their radar. Tileyard based contacts and companies such as 'un:hurd' should be explored – a PR company that specialise in radio plugging, PR, advertising, and playlisting. She should further use connections with key industry people in Copenhagen to boost music in Europe.

A minimum of two music videos should be made to accompany the singles released:

Don't Talk

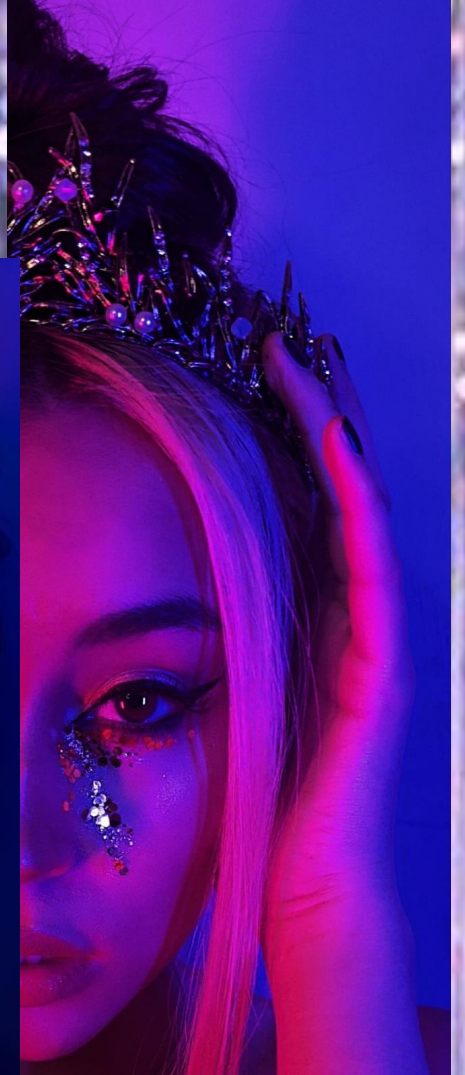
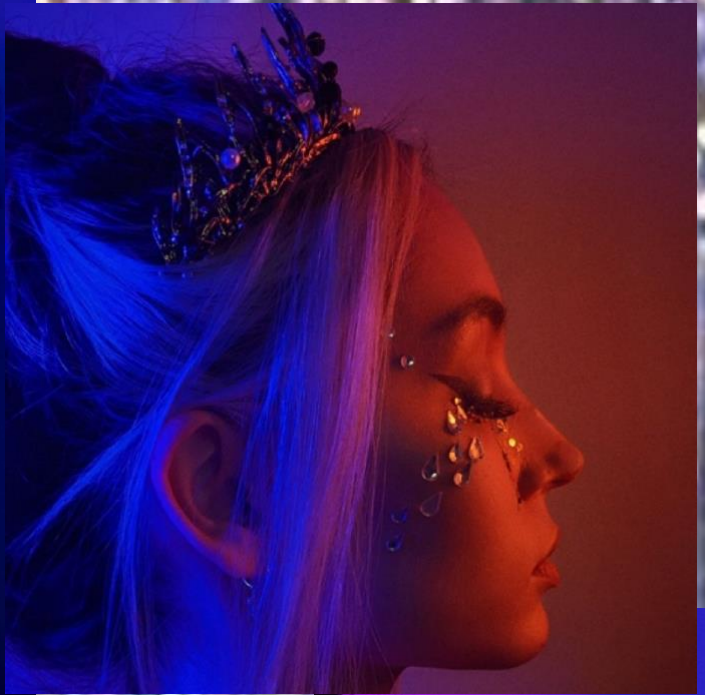
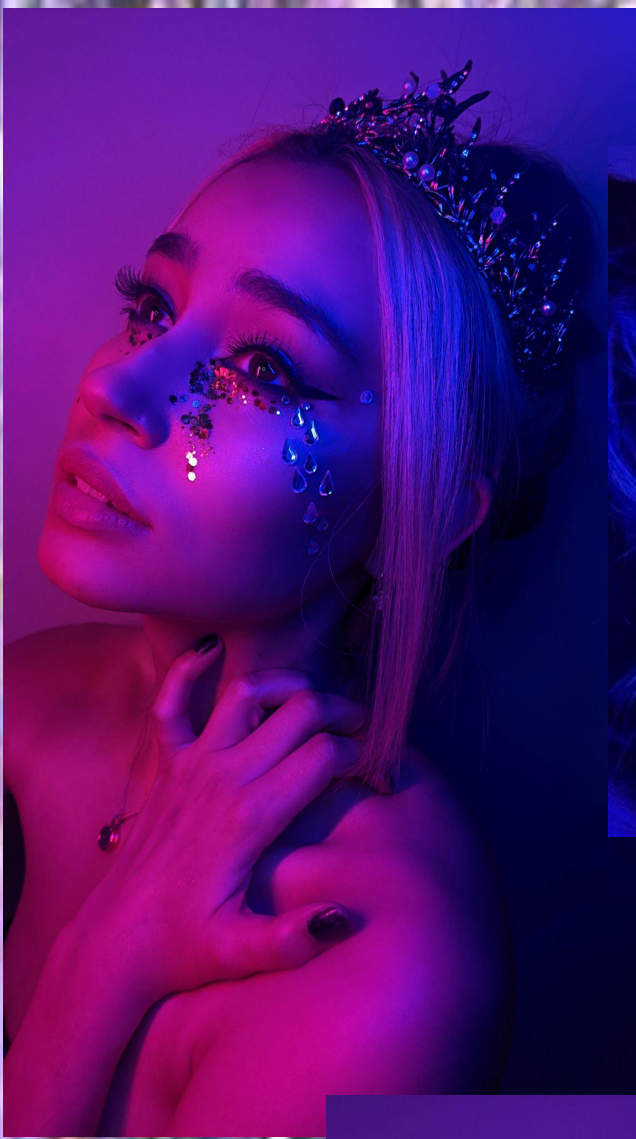
- Ashnikko / Fifty Shades of Grey inspired approach
- Video narrative option 1- Shots in bed following a night with a lover. Dark but funny angle- lover is dead in the bed. Slowly reveals as song goes on that he's dead, not showing his face until the chorus opens with 'I kind of like it when we don't talk' with her 'shushing' him. Carrying out normal date activities with the corpse.
- Video narrative option 2- BDSM-heavy presented in a funny narrative. Shots of Cheska in a 'fun' and 'crazy' way, dressed a bit like Jigsaw (*Saw*), pigtails and heels, doll-like, innocent. Lover tied, gagged, and left there as she leaves.

Bad Thoughts

- A Billie Eilish inspired narrative and imagery
- Narrative idea: Cheska in a strait jacket / walking around looking very dishevelled and sleepless. Multiples of Cheska talking to each other all looking less than fantastic (inspiration: Malcolm in the Middle S3 Ep3, Figure 14)



Figure 14: Screenshot from *Malcolm in the Middle* scene



The main aim for the promotion of this album is to push for features for the live tour, the artists 'comeback', and the album release itself through traditional and innovative methods. The support of tastemakers and influencers in each of these areas is essential to magnify the artist's message to the target audience in meaningful numbers.

Radio / podcast

Cheska needs to capitalise on her previous success in this area, continuing to plug to the likes of BBC Introducing. It is worth looking into hiring a plugger for radio for this reason, or alternatively to target contact details for specific radio, get noticed by individual pluggers on socials, and utilise submission platforms such as Amazing Radio US and Drop Track.

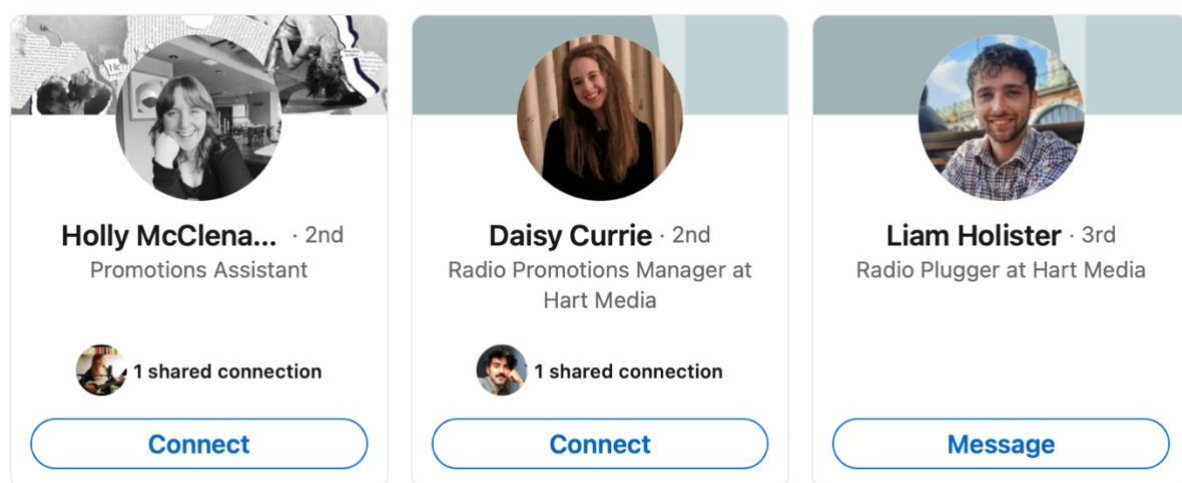


Figure 15: utilising shared connections on LinkedIn to demonstrate how to find tastemakers

Ideally, Cheska should aim for both music plays on radio, and for interviews / discussions on music podcasts and/or small local radio stations. Use the narrative to push for these opportunities, gathering interest based on the societal remarks that the album is making. It is worth offering exclusives such as a live acoustic session to gain support. Further, Cheska should ensure that there are radio friendly / non-explicit versions of her songs (e.g. 'fully adore you' to replace 'fucking adore you' in *Psychos in Love*).

- Plug to / be aware of / contact:
 - BBC Introducing
 - Internet Sensation podcast
 - Chris Price- Radio 1 head of music/playlist
 - Apple Music Radio on site at Tileyard – utilise connections and build personal rapport
 - Previous Tileyard Takeover with Soho Radio – utilise connections and build personal rapport
 - NPR – US audience. Email 'All Songs Considered' allsongs@npr.org. Care more about the story than anything else. Tweet Monika Evstatieva a link to the song either.

Press

It is worth pitching to print press for the sake of radio plays, but not likely to get much direct engagement with fans here as the audience is not newspaper focused. Online features will be more essential for gaining fans. As mentioned, it is worth capitalising on previous press features- offering exclusive content to them as recognition for their early support.

- Plug to / be aware of / contact:
 - o Hot Press Ireland- personal connection with Kate Brayden. Boost Irish profile, capitalise on Cheska's own Irish heritage. Ideally secure an Irish press interview with Hot Press coinciding with Dublin performance.
 - o Tileyard London PR team – feature piece on upcoming concept album being developed on site.
 - o Targeting young women - Cosmopolitan, Vogue, Elle
 - o Music specific publications- Rolling Stone, GQ
 - o Starscream, located at Tileyard, specialising in pitching to music publications. Arrange to meet Richard for a coffee to discuss options, sharing EPK and fresh ideas that are worth their pitching.
Richard@starscreamcommunications.co.uk
 - o Same as above for Tileyard based Hart Media, reach out on LinkedIn, asking for coffee to make direct contact with pluggers.
 - o NPR – US audience. Email 'All Songs Considered' allsongs@npr.org. Have someone (a writer) pitch interviewing you to NPR Music, nprmusicpitches@npr.org – an interesting and wide-spanning topic of society's obsession with both the self and psychoanalysis (NPR Music, 2022).

TV

Beyond strictly promotional opportunities, the songs on the album have strong sync potential. Can utilise personal connections at Believe Sync to pitch this. TV features for promotion are generally hard to come by, though worth attempting to secure a wide audience.

- Plug to / be aware of / contact:
 - o Ireland- Other Voices. Personal connection with music mix engineer Leon O'Neil. Submissions: <https://www.othervoices.ie/submissions>
 - o Personal connection with Paul Howells, Junior Creative Producer at Ignition and ex-Sony. Producing integrated marketing campaigns for TV, theatrical and streaming clients including Sky Cinema, ITV Studios, National Geographic & The BBC.
 - o Music Gateway RISING TV – 'Apply to perform live on the UK's freshest artist showcase series. Broadcast across the south-east of the UK & Europe wide, the show reaches an audience of millions.'

Playlists

This is arguably one of the most important aspects of getting the album heard and recognised. Use services such as SubmitHub / MusoSoup to pitch to playlists, and as always, attempt to make personal connections with playlist tastemakers for more likely features. It will be essential to develop a fully-fledged playlist strategy to deliver tracks to charts and build listeners once the artist finalises which singles she would like to be released.

It is worth re-plugging existing songs to most of these playlists to gain new followers in anticipation of album release also. When it comes to the heavy hitters, Spotify for artists explains: “pitch a song for playlist consideration at least seven days before its release date. When pitching a track, be sure to add key details about the song, like genre and mood, to improve the likelihood that it’ll land on the most suitable playlist” (2020). The below include additional methods beyond SubmitHub / MusoSoup to pitch to playlists.

Plug to / be aware of / contact:

Playlist title	Creator	Further details	How to pitch
New Music Friday	Spotify	Most competitive, incredible opportunity	Via Spotify for Artists
Our Generation	Spotify	Gen Z wonderland	
A Breath of Fresh Éire	Spotify	A potential Irish boost for tour dates and promo	
Alt. Pop	Spotify	40K likes	
Femme Fatale	Spotify	587K+ likes	
Release Radar	Spotify	Personalised playlist based on who a user follows	Automatically adds new releases to followers Release Radar playlist
NPR Music’s New Music Friday	NPR Music	61.2K likes, updated weekly	Curated based on radio playlisting
Dark Pop	summertime	fits genre, 3K+ likes, tastemaker	Reach out via Instagram
Dark Pop Songs 2022	Indiemono	800+ likes, huge tastemaker	Reach out via Instagram
Dark Pop	Starstorm Playlists	Previously featured, 8.8K likes	Thank for previous feature and share update via Instagram
Sex Songs	Rosenfeld	12.1K likes, tastemaker/artist, especially suitable for <i>Don’t Talk</i>	Reach out via Twitter
Dark Pop	Kovak	2.2K likes	Reach out via Instagram
Pop songs with dark vibes	Cloudy June	2.6K likes	Reach out via Instagram
Dark Pop TikTok Songs–	Internet Cult	1.7K likes	email: internetcult00@gmail.com

Narcissistic a\$\$hole	Indamare	2.6K likes	Reach out via Instagram
Narcissistic antagonist complex by	lauren	1K likes	
Tongue tied mag weekly round up	Tongue Tied Mag	Previously featured	Thank for previous feature and share update via Instagram @tonguetiedmag
Greesha Mix	Greeshamusic	Tastemaker, previously featured, 47K likes	Thank for previous feature and share update via Instagram
Greesha Love	Greeshamusic	previously featured, 78.5K likes, may suit <i>Psychos in Love</i>	
Greesha Indie 100	Greeshamusic	5K likes	
Greesha Covers	Greeshamusic	170 likes, suitable for future uploaded minor covers	

Figure 16: table showing key playlists and known contact details

Further promotional opportunities

Below is a list of further promotional activities worth exploring for the artist:

- Printing and placement of promotional posters at key locations – venues, music companies, Tileyard. Good to use dynamic QR codes in interesting places around London to push traffic to Spotify / Website / Socials.
- Meet and greets – capitalise on upcoming trip to Copenhagen. Small following in Norway and Germany may overlap here
- Acting as a promoter for Nintendo or similar, draw people to the page, seen as more 'official' as someone important if you're sponsored by or partnered with a large corporation
- Remarketing/Advertisement
 - o Utilise 'pixels' to track users & 're-sell' accordingly, focusing on key words and metadata
 - o Invest in SEO optimisation for future remarketing
- Music platforms and tastemakers
 - o COLOURS – acoustic versions of released singles
 - o Triple J Like a Version – would be suitable for minor covers submissions
 - o 'Stories' feature – reaching out on Instagram @storiesweekdays (circulating group of artists that perform covers)
- Reaching out to current fanbase, with Figure 17 below showing notable accounts that already follow Cheska

Instagram Notable Followers

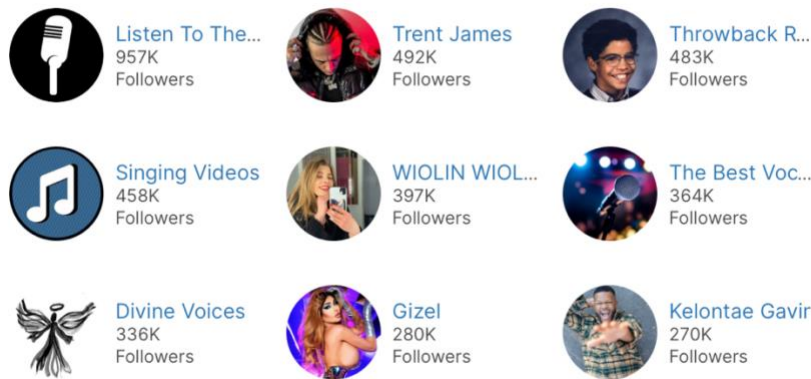


Figure 17: Instagram notable followers of Cheska Moore

Social Media: additional content ideas

The market is heavily saturated, so being first to do something new and interesting is press worthy and becomes a cheap form of promotion in and of itself. Cheska's large existing social media audience can come into play here. Further, it is vital to use social media influencers to boost content to the artist's target audience.

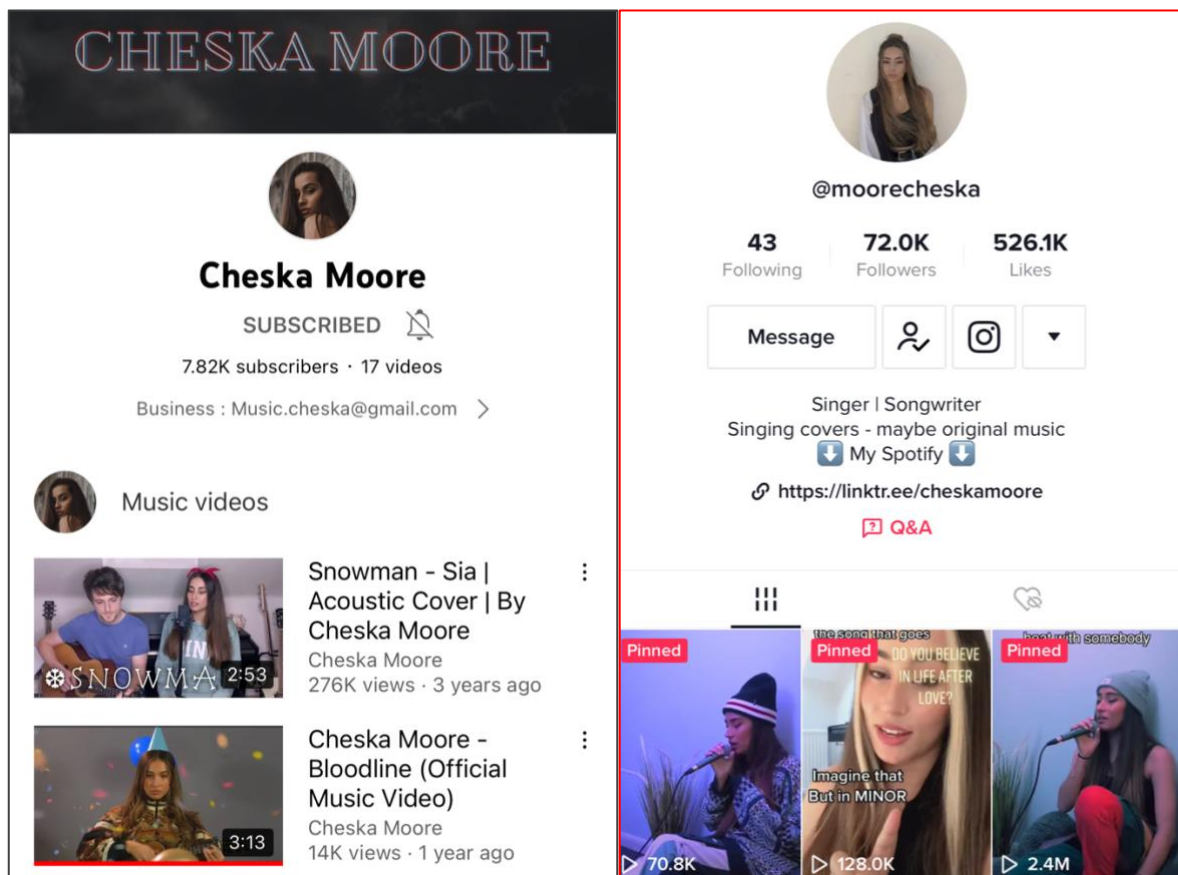


Figure 18: Screenshots of Cheska's YouTube and TikTok profiles as of April 2022

Below are some additional content ideas that can be used to promote the album:

Digital ideas:

- Develop a psych test / quiz where fans can complete it to find out 'big news' (i.e. release date of album or a clip from single)
 - o 'Are you a self-loathing narcissist?' / 'Are you a psycho in love?'
 - o Make a really universal traits test, playing on society's obsession with psychoanalysis. Despite chosen answers, everyone is diagnosed as a 'self-loathing narcissist' by the end
- Competitions and giveaways
 - o Have people use the album-inspired filter (see '[merchandise](#)' section of report for more info), share their results, and some randomly selected to win signed mirror / merch / gig tickets etc.
 - o Best cover of new song and/or best minor cover of a popular song wins a prize
 - o Rewarding fans at the end of the year that have Cheska featured in their Spotify Wrapped. Announce a month or two in advance to boost listenership. Exclusive tickets to a small event for those that have her featured.
- Using Zebr to craft trending content
 - o Submit songs and give influencers creative liberty to create dances / trends accordingly.
 - o Idea for *Psychos in Love*
 - With guitar drum crashes – flashes from user looking innocent to the pre-made filter on the beats
 - Interpretive dancers – would make for a beautiful dance. This could be a competition, a viral dance, or simply two influencers in the dance space performing choreo to the song. Potential option for an official music video either, employing dancers with own large following to feature.

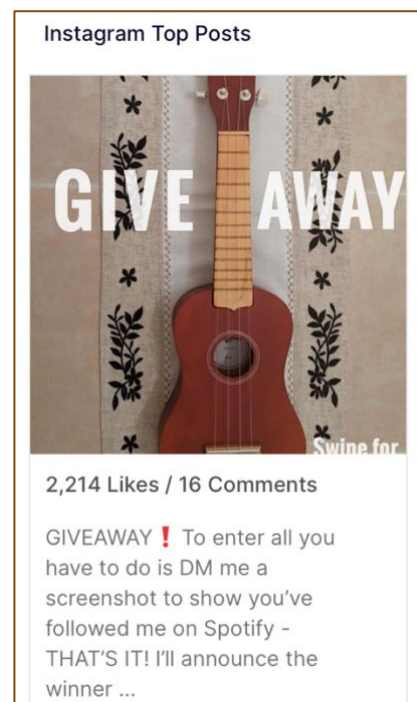


Figure 19: Cheska Moore's most liked Instagram post consisting of a giveaway of a ukulele

Physical ideas:

- Inspiration from [Summer Walker's public 'smash the glass' installation](#)- Erect a mirror-screen in a public space that starts to appear to crack when you look into it for a period of time. This morphs into the pre-made photo filter to give the viewer a glitter tear and crown, which then appears to 'smash' to reveal a screen displaying info about the album and a QR code to learn more. Would also be suitable installed in bus stops.
- If the aforementioned is too ambitious for the artists budget, a QR code that brings you to a site that has this feature could be an alternative option, built by a freelance web/game developer. This can then prompt the viewer to follow Cheska on socials and try the filter themselves.
- Interactive experience out on the street, getting passers-by to interact with the busking performance (e.g. free merch if you dance along to the song or upload it on your story with Cheska's tag).

- Leaving small pocket mirrors / tiaras / flyers for people to interact with on the tube or other public transport where people are desperate for distraction without their phones. Simply has a QR code or artist details on product to stick with 'keep me' sticker.
- Linking to previously mentioned quiz/ psych test. 'Are you a narcissist?' flyers with rip off number/ QR code / website in public places, to do the test. Could link either to the song with 'do you relate to these lyrics? Congratulations, join the self-loathing self-obsessed club!' or to the discussed tongue-in-cheek faux psych quiz.

Live tour

The timing for the live tour in July / August will capitalise people's festival buzz and utilise the bank holiday in Ireland, as well as suiting Cheska's educational commitments to her current MA.

Cheska's previous gigs were acoustic based and very intimate with no more than 150 capacity. Cheska most enjoyed her performances at The Moustache Bar and The Lucky Pig, with the look of the venue matching her dark pop vibe. It is worth utilising these pre-established relationship with certain venues in the upcoming tour.

PAST GIGS		
20/01 2020	Cheska Moore @ Freedom	Freedom Bar, Soho (London)
9/01 2020	Cheska Moore @ King's Head	The Kings Head, Guildford
22/12 2019	Cheska Moore @ NumberSix	NumberSix, Camden (London)
12/12 2019	Cheska Moore Headlines The Moustache Bar	The Moustache Bar, Dalston (London)
28/11 2019	Cheska Moore @ The Bat & Ball	The Bat & Ball, Farnham
20/11 2019	Cheska Moore @ The Old Court	The Old Court, Windsor
14/11 2019	Cheska Moore @ GT Live Sessions	The King's Head, Guildford
24/10 2019	Cheska Moore @ GT Live Sessions	The King's Head, Guildford
16/04 2019	Cheska Moore @ AGT Final	Archer Street Soho, London
21/01 2019	Cheska Moore @ Archers Street	Archer Street Soho, London

Figure 20: Cheska Moore past gigs

The tour will be marketed as an opportunity to see this future superstar in the making in her debut tour in smaller, more intimate settings, right before she explodes into fame. This will be done somewhat 'ironically' to play on the idea of Cheska as a narcissist with a self-inflated ego. Merch will also be utilised as an incentive to attend, with VIP options to have a drink with / meet the artist post-show or even to perform on stage with her.

The tour plan is as follows:

<u>Date and City</u>	<u>Venue</u>	<u>Notes</u>	<u>Contact details</u>
July 30 th – Dublin	Tramline	Chosen as a key location to boost her Irish profile as someone with an Irish parent and family. It is a convenient location to access from the UK. Classy, dark, underground venue suits aesthetic. Could consider collaborating with small Irish artists in repertoire to gain traction.	bookings@tramline.ie
July 31 st – Cork	Crane Lane Theatre	<u>Indiependence festival</u> will take place from July 29th-31st. The town will be full of Indie Music enthusiasts. Having a show on the night of the 31st aimed at those who bought only two day tickets, or a day time show on the Monday bank holiday to attract those hoping to extend the weekend would be ideal. Could consider offering discounts for those with	cranelane.info.gigs@gmail.com

		Indiependence tickets Venue fits aesthetic, currently has a DJ booked from 11PM on the night, could act as 'supporting act'	
August 3 rd – Brighton	Komedia basement	A young, vibrant area known for Indie music opportunities and The Great Escape festival Would be included in the area for 'BBC Introducing South' (Surrey and Sussex)	tombrain@komedia.co.uk or call office on 01273 647101
August 4 th – Guildford	The Boiler Room	May again be worth using existing relationships here to perform at The King's Head, Guildford Would prefer this more upscale venue. Very popular for alt. music with a comfortable capacity and fits aesthetic.	https://www.theboilerroom.net/play-a-show/
August 5 th – London	The Lucky Pig	Worthwhile utilising existing relationships from previous gigs for the London aspect of the tour.	Previous relationship with Cheska
August 6 th – London	Moustache Bar		

Figure 21: Self Loathing Narcissist Tour outline

Additional live performances:

- The launch party will be held in The Gallery at Tileyard to attract industry professionals and London based fans.
- Showcases with other student artists at Tileyard
 - o TalentBanq – Camden Chapel (regular gigs)
 - o DemoFest- The Gallery, Tileyard June 1st
 - o Vinyl Scratch at Vinyl Café (last Thursday of every month)
- Meet and greets / small sessions
 - o London park such as Victoria Park for a meet up and acoustic session in the summer months
 - o Performance of Single Player Mode and new releases at Copenhagen arcade (Bip Bip Bar) or meet and greet at same location (or at Kaf of Konsol for more intimate event)
- Busking – this is a fantastic way, particularly in Ireland, to display your music and to make a small amount of revenue doing so
- Consider an exclusive listening party at Urban Outfitters, Beyond Retro or Never Fade to act as an influencer for these brands and to fit aesthetic. Existing relationship with Never Fade.

Merchandise

The report recommends that Cheska avoid physical copies of her album for the time being, with the potential to use them further down the line as a re-marketing tactic to prolong conversation about the album. At the moment, Brexit is having a large impact on physical distribution, most notably with an approximate 9-month lead time for vinyl orders. However, if the artist wishes to incorporate physical copies, this should be done on a pre-order basis, excluding limited copies available at the launch party.

Some merchandise ideas include:

- Purchasing full access to a photo editing tool (Adobe Lightroom) to replicate the look of the album's branding – 'Euphoria' style colouring, tiara, glitter tears etc.. Can make a free version available on Instagram and TikTok filters with option to purchase a download to use at full capacity (Raphael, 2019; Lorenz, 2018)
- An 'experience' product – join Cheska on a photoshoot and/or be in her upcoming music video. Plays on the vanity angle and on the younger generations enjoyment of documenting experiences.
- Products
 - o Mirrors (possibly broken ones as decor, playing on the vanity obsession)
 - o Tiaras – a running theme through the branding and imagery of the album
 - o Tees with print of a narcissist banner similar to one that says 'prom queen'
 - o Toy music box with opening of *Psychos in Love* – beautiful yet creepy toy-like quality to the sound
 - o Badges, stickers, tote bags, and other apparel with *Self-Loathing Narcissist* branding

Sites such as Shopify, Everpress and Redbubble would be suitable for many products on a pre-order basis, investing a limited amount initially to gauge demand. May also be worth directly asking fans what they would like to see on social media polls with accompanying design mock-ups.

Though most merch would be suitable for pre-order / print on demand (tees, totes, caps, stickers, badges, phone cases etc.) other products will need to be manufactured from scratch in advance or made by hand. This could include a limited edition tiara, mirror, or toy box. Wholesale pieces of these products can be found on sites such as Etsy, Amazon, Jewellery World, and Ali Baba.

Cheska could consider launching a brand called *Self-Loathing Narcissist (SLN)* off the back of this. Merchandise that is capable of existing in its own right- high quality, fun, relatable- is a good route to let people discover the accompanying music and vice versa.

Costs

The following table outlines the predicted costs of this marketing campaign, including only the essential assets and not the additional suggested content based on research of approximate costs (WebFx, 2022). Merchandise will be on a pre-order basis, so the budget only includes the acquisition of the services of the merch provider and some sample products

Album Release - Marketing Costs

Date:	Mar 2022
Artist:	Cheska Moore
Duration:	13 weeks

<u>Item</u>	<u>Amount</u>	<u>Total Costs</u>
Promotion		£5,990.00
Digital Marketer	£1,000.00	
Google Ads (YT)	£430.00	
Instagram	£1,850.00	
TikTok	£750.00	
MusoSoup	£80.00	
SubmitHub	£80.00	
Zebr Official	£250.00	
Fan experiences	£1,000.00	
MailChimp	£450.00	
Flyers / Posters	£100.00	
Post-Production		£450.00
Music Videos	£400.00	
Videographer	£50.00	
Merchandise		£215.97
Mirrors	£80.00	
Adobe Lightroom Software	£19.97	
Tiaras	£50.00	
Shopify	£66.00	
Total Costs		£6,589.97

Figure 22: Marketing campaign costs for album release

As a self-made, DIY artist, Cheska understandably may have a low budget for this album release. Many aspects of the costs outlined above are by no means essential, and can be stripped back for a more cost-effective yet fruitful marketing campaign. Cheska should continue to search for sponsorship and other monetary opportunities, as well as support from a label to assist with costs.

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Appendices

Appendix A

CHESKA MOORE

Cheska Moore is an extraordinary singer-songwriter, with authentic talent which is sure to see her established as the next big thing. From South London, the future alt pop sensation combines her own brand of alternative pop with unique, mystifying vocals and raw, genuine song-writing with unlikely instrument combinations. Although a child of the Disney generation, Cheska's music is a hyper-realistic and dark take on the fundamentals of pop, taking listeners on a very real journey into the ups and downs of real life. It is a journey led by Cheska's charismatic stylings and beautiful yet oddly unsettling instrumentation. Inspired by the likes of Halsey, Sia, Jessie Reyez and Lana Del Rey, Cheska's music is the result of a girl growing up to realise the flaws in the Utopian world that she, and many others, have been led to believe in.

This up and coming artist, who is an alumnus of the Academy of Contemporary Music, is gaining a growing following by incorporating her signature style when reinventing popular cover songs on YouTube and Instagram. A stand-out example is her cover of Alec Benjamin's 'Let Me Down Slowly' which boasts over six million views across social media platforms. Her signature style, including sad 'minor' versions of classics has certainly had her noticed by many. Her most notable fan to date is singer Rita Ora, who reacted to Cheska's cover of one of her songs as shown in Glamour Magazine, describing the rendition as 'innocent', 'beautiful' and 'vulnerable' and exclaiming 'I can't stop smiling!'.

Cheska has also worked as a session singer for publishing company Xenomania (Cher, Girls Aloud), where she featured on songs written by Tove Lo & MNEK. Although she enjoys putting her individuality into existing music, Cheska's main endeavour is to become an original recording artist. After feeling alone during her school years and hearing artists such as Kelly Clarkson sing about the darker aspects of life, Cheska became determined to become an artist whose music and lyrics reach those who need it the most.

Cheska's rare breed of dark, alt-pop is inspired by her own experiences of life. Growing up, she felt like a misfit, often finding solace in the darker side of music.

It was hearing Sia's '1000s Forms of Fear' album that Cheska realised there was a huge market for the melancholic side of her own creative output. Many of Cheska's real-life experiences are the influence behind the dark undertones in her unique sound, both in the song-writing and production.

Cheska Moore has gone from strength to strength since releasing her debut single in 2019, which was swiftly followed by her first headline show in London to round off the year. 2020 showed no signs of Cheska slowing down, opening the year with the release of 'Bloodline' and 'Almost Over' which was equally well received, boasting quotes like 'Cheska Moore has a beautiful vocal sound, this sound is completely unique that I would recognise it anywhere' from Music Injection and 'The sheer rawness of her creativity alone makes this Academy of Contemporary Music alum one of the most intriguing artists to watch in 2020' from The love of bands. Through this momentum, Cheska's following Single 'Single Player Mode' was chosen as BBC introducing's Track of the day. This year Cheska will be releasing new music, blending some fresh sounds with her signature dark and sombre undercurrent. So, stay tuned.

Appendix B- Previous press shots







Appendix C – Self Loathing Narcissist press shots

