

Marathon Artists Essay

MA INTERNATIONAL MUSIC
MARKETING

Student ID: 2023330

Foundation Assignment

TERM 1: ESSAY

WILL RICHARDS

Word Count: 3289

Marathon Artists (MA) is the flagship label of Marathon Music Group, the independent music family founded by Paul-Rene Albertini with Phillipe Ascoli and Jimmy Mikaoi.¹ MA is a major branch of the Marathon Music Group that serves as an umbrella company. Marathon Music Group was initially funded by Sushi Venture Partners, an investment firm that specialises in funding media-tech start-ups. Marathon Music Group also includes Marathon LABS a “London-based music technology start-up accelerator” (Stassen, 2019), alongside a management and publishing arm. MA serves as a diverse record label that spans numerous genres. Marathon Artists is a 360° record label, implying that “the (record) companies get a piece of an artist’s earnings from touring, songwriting, merchandise, sponsorship money.” (Donald Passman, 2019) A key point of differentiation from their competitors is that they offer 50/50 split deals with their artists. This is indicative of the narrative of MA. They stand to “shake up the industry” (Awbi, 2016) and put artists first, a point they raise that separates them from the major labels. Marathon Artists encapsulates an up-and-coming indie as they promote the underlying notion of authenticity in what sometimes can be a deceitful industry.

The structure of this essay will firstly focus on the general analysis of MA including overviews of its online presence, revenue streams, a competitor analysis and its branding. The subsequent section will then focus on a suggested re-brand and integrated marketing communication strategy, including suggestions to improve its digital presence and local events that will bolster the brand awareness of MA and further cement itself within the UK music scene.

It is important that Marathon Artists builds up a target audience persona. Due to the nature of the diversity of the roster MA possesses, the target demographic for MA would be split into two distinctive audiences. Firstly, the demographic of the Indie/Alternative Rock side of the roster would encompass Millennials (ages 25-34), white, city dwelling and a predominantly male audience. Stereotypically they would be single or DINKies and span a range of white-collar careers. The psychographics of the target demographic would be typically extroverted, usually considering themselves outside of the mainstream. This audience would be prone to attending gigs and would find their music through Spotify.

A second audience, and one that will be at the crux of this essay, encompasses a range of genres that are more catered towards UK based artists and genres. This audience’s age range would span between Gen Z to New Millennials with a younger age range of 15-30. They would be of a mixed

gender split, predominantly inner-city dwellers, single, working-class income level with a mixture of lower education levels through to students. Typically, this audience would come from Black and Asian communities. This audience would be considered more in line with conventional mainstream culture with a stronger focus on fashion and modern streetwear brands. According to research conducted by ZenithOptimedia, this generation are “more concerned with what brands stand for and the experiences they offer” (Bacon, 2015). They are also considered to be early adopters of new technologies and ideas (Chi, 2018). They would also be considered on the ‘cutting edge’ of music genres..

MA’s roster serves as its client base. As indicated on the portfolio, Australian artists such as Courtney Barnett and POND have amassed a huge following internationally with a total of 222,730,531 million streams on their top tracks on Spotify. These artists would appeal to the first target audience. UK based artists on Marathon Artists such as Shakka and Afro B are steadily gaining popularity through the rise of the ‘UK Underground’ scene, which encapsulates a wide variety of genres such as Hip-Hop, Garage and Grime. The UK underground scene is “undoubtedly (considered) the sound of the British youth” (The Independent, 2015). These artists would appeal to the second target audience previously described.

MA’s web and social assets are not particularly strong. Firstly, the website does not have a home landing page and instead is taken straight to the ‘Artist’ landing page. Secondly, the website does not regularly update its ‘News’ section, and frequently features dead links. Finally, the website lacks a lot of video content. Ensuring that companies are generating video content for their audience is of paramount importance. According to HubSpot in 2018 “54% of consumers wanted to see more video content from a brand they supported” (Mawhinney, 2021). MA’s social media presence is neither particularly unique nor engaging. It is imperative that companies remain ‘always on’, meaning they “optimise continuous marketing activities..to maximise visibility and persuasion” (Chaffey, 2019). This is supported by a Music Watch study which stated that “Almost 60 percent of social media users are visiting streaming services to listen to music after they see an update, tweet or post” (Crupnick, 2018). MA do not utilise functions such as Instagram stories, live Q+A sessions, quizzes, competitions or polls, all of which are great techniques to improve engagement rate. This poor engagement rate will directly contribute to the low number of followers across all social platforms. Considering that the target audience of MA’s music is largely based in Gen Z and Millennials, coupled with the fact that “two out of three (63 percent) users agree that they are discovering new artists on social media.” (Crupnick, 2018), this is an area that MA could improve on. The combination of MA’s extremely low following and amount of content on YouTube similarly highlights their failure to regularly post engaging video content.

This notion is also reflected when constructing a competitor analysis. Domino Records, Rough Trade and Transgressive all represent major indie labels and are considered direct competitors. Conducting a competitor analysis “becomes a valuable tool for strategic planning” (Attanasio, 1988, pp.16). It was important to look at the calibre of artists that each label had on their roster. By comparison, the total plays on Spotify of top tracks by both Shakka and Afro B on Marathon Artists were comparable to both Hot Chip on Domino Records and Loyle Carner on Transgressive (See portfolio). Alabama Shakes have a higher number but also more of an international following. However, it is not too far removed to suggest that, based on MA’s upward trajectory since their beginning in 2012, they should be considered in the same ilk as the aforementioned major indie labels. This is further supported by the number of employees. However, Domino, Transgressive and Rough Trade have all implemented far stronger digital strategies than that of MA. For example, Rough Trade, Domino and Transgressive all post far more regular, engaging and more video content across all social media platforms. They also utilise features such as Instagram stories far more regularly. Although Transgressive fall considerably shorter than their counterparts, all three are also far more committed to posting video content on YouTube, which has resulted in a huge number of total views. It is also worth noting that none of these labels are currently utilising the surging impact that TikTok is currently having on the music industry (Leight, 2019), particularly on the target demographic for many of these labels.

Another area of note is the respective labels logos and websites. All three have adopted logos with a black and white theme throughout. All three other labels have also adopted similar themes when creating their websites. Their websites are predominantly white splashes of colour and black sporadically. All three competitors prominently feature the latest news from their roster and use this as their homepage. All three have far more interactive and informative UX, including features such as a ‘Live’ tab and a ‘Video’ tab.

The market research conducted via SurveyMonkey (Survey 1, See Appendix A) suggested that although there is a general awareness of other Major Indie’s such as Domino and Rough Trade, MA’s brand identity and awareness is not sufficient yet. This data also indicates that the level of awareness of artists such as Shakka and Afro B is none too dissimilar to that of Loyle Carner and Arlo Parks, prominent artists on major indies. Thus, there is a discrepancy between the level of awareness of the artist and of MA as a label that does not exist as prominently in other labels. It is worth nothing however that the sample size was relatively small (31 responses), and thus the results may not be definitive and entirely representative. The results also show that social media is typically where most people in the target demographic find out their information about gigs and live events.

Five core values have been identified within MA. **Artistic Power** highlights the desire of MA to exist through its artists. They want to grow their artists and allow them to have the power to succeed. As Ascoli claims, “I used to think that one day artists would get the power, that day has come” (Awbi, 2016). Innovation is at the heart of MA and this is highlighted with their partnership with Marathon LABS. Integrity is critical for a partnership between the Artist and the label to be able to flourish, “It’s all about excellence” (Awbi, 2016). Diversity is at the epicentre of Marathon Artists which is reflected in the varied genres on the roster. Diversity also applies to the wide variety of employees that work at MA. Long Lasting Relationships are their forte. MA was created to protect and partner artists (MusicBusinessWorldwide, 2016) and to ensure that they build sustainable careers for their artists.

With MA being a 360° record label, there are numerous revenue streams to account for. Although MA were contacted for further information, they did not respond (see Appendix B). However, it is safe to assume that much of MA’ revenue comes from owning the master rights in their 50/50 profit share deals with their artists. This would encompass both physical and digital sales. As previously stated, MA receive money from all aspects of the roster, and so will also take in revenue from tours, festival slots and one-off gigs. The revenue streams of Marathon Artists are also convoluted by the fact that they receive funding from Sushi Venture Partnership and are an umbrella company under Marathon Music Group, which includes a publishing and investment arm. Marathon Artists also have a ‘merch’ tab which sells CD’s and other assets from their artists. A selection of items that are sold on the website can be seen on the portfolio and, judging by the fact that they have a 50/50 profit share with the artists, it is fair to assume that they take home at least half of the profits from the merchandise too.

Marathon Artists has a variety of partnerships. Alongside the other arms (Publishing and LABS), they also partner with Sushi Venture Partners, MOVES Recordings, New Soil Music, DMY Artists and Mahogany Recordings. All of Marathon Artists’ current partnerships are involved in the music industry. The partnership with MOVES Recordings and Mahogany act as a form of feeder labels towards MA, which might be considered the ‘big brother’ label, will be of particular use when it comes to the rebrand. Moving forward Marathon Artists may wish to look outside of the music industry for partnerships, which could lead to a mass injection of cash. The partnerships that Marathon Artists currently have all feed into the artist centric narrative of the company with their emphasis focusing on discovering, nurturing and protecting their talent.

The branding of a company is of critical importance. The branding is defined as “creating a distinct personality for the product and telling the world about it” (Hutchinson, 2006). The branding for MA is simplistic and conveys a strong brand narrative. The boldness of the large ‘M’ is instantly

recognisable and stands prominent within the frame, featuring characteristics that are reminiscent of a DIY attitude. The black scrawly font has connotations of ruggedness and exemplifies the narrative of the grassroots 'artist first' ethos. Together they create a strong brand identity and accentuate the long sought-after theme of authenticity, whilst also creating a good basis for brand awareness. The branding is integrated and cohesive across all digital and offline mediums. However, one area of criticism is that it appears to cater more to the Indie/Alternative Rock side of the label, whilst simultaneously not being reflective of the diverse nature of genres on the roster. Furthermore, the red 'M' also signifies emotions such as danger and anger, not typical emotions that one associates with in a label. This is one area that shall be addressed in the subsequent rebrand.

The narrative of the re-brand does not need to shift far from the original brand identity. The narrative merely needs to be re-aligned so that MA represents the entirety of its roster. There is a huge opportunity for MA to be known for championing the UK underground scene. Much like Sub-Pop is representative of the Seattle grunge scene, MA could become the emerging UK underground equivalent. Utilising their continued narrative of protecting artists, they can capitalise on the current shift away from the major labels that has been prevalent in recent years. Through a combination of market research, competitor analysis and a thorough audit, it is clear there is huge scope for growth within Marathon Artists. They have the roster, the experience and the ethos to firmly cement themselves as a leading figure in the UK underground scene in genres such as Rap, Hip-Hop, R&B and Afrobeat.

It is important to highlight the critical objectives for the strategy. Firstly, Marathon Artists shall increase their brand awareness amongst the targeted younger demographic previously discussed. Secondly, Marathon Artists shall establish itself as a wide supporter of the increasingly popular UK underground music scene, championing genres that are typically more urban such as Hip-Hop, Rap, Drill and R&B. Thirdly, Marathon Artists shall simultaneously cement its status as a prominent major indie label internationally, taking advantage of its genre-defying and international roster. Fourthly, Marathon Artists shall continue the narrative and ethos of protecting and partnering with artists with its 50/50 profit share deals. Lastly, Marathon Artists shall integrate the entirety of its re-brand across all online and offline media.

So, how is this all going to happen? The re-brand shall thus be based upon five key impact points: The branding and logo, social media, their partnership with MOVES Recordings, a collaboration with a prominent streetwear brand and finally culminating in a mini-festival held at Record Store Day (RSD) in East London. The idea behind the impact points is influenced by Malcom Gladwell's 'The Tipping Point', wherein all of the impact points influence one another until they reach

“the moment of critical mass, the boiling point” of the Record Store Day Event (Gladwell, 2000, p.12).

2

The first impact point that shall be discussed is the logo and website re-design. The new logo was based on two elements; Firstly, the competitor analysis on other prominent major indie labels; Secondly, on the idea that MA’s current logo was not representative of the entire roster. The new black and white logo encapsulates a sleek and modern design, one that is representative of the target demographic of the re-brand. The logo features musical notation that one might find on a DAW in the shape of the ‘M’. The prominence of the ‘M’ was a clearly positive aspect in the previous branding, and so continuing with this theme seemed logical in the re-brand. The black ‘M’ represents power and sophistication, which stands out prominently against the white backdrop that represents a purity and understanding that will remain in the rebrand (Ferreira, 2019)³. The font choice (called ‘London’) was also meant to be striking and represent the strength of Marathon Artists. The new logo is representative of the company morals of championing artists and is a symbol that is representative of the entire roster. This logo shall be used across all social media platforms to ensure that the entirety of the re-brand is integrated and on-brand. The website shall also be re-designed. The new colour scheme will be incorporated into the website, with black and white themed landing pages. A new video newsletter that fans can sign up to on the website shall also be introduced. This video newsletter, dubbed ‘Marathon Music News’ will feature short length video formats that summarise all the latest news from MA. The idea behind the website re-design is to make sure everything is on-brand and integrated, whilst also incorporating the power of short-length video formats in capturing the target audience’s attention. This is especially applicable to the younger target audience in MA’s re-brand. This is highlighted in research that suggests “the average person will spend 100 minutes every day watching online videos in 2021, an increase of 19% in 2019” (Chaffey, 2020⁴).

The next impact point of the re-brand would be to address the low level of engaging activity on social media. To satisfy the objective of increasing Marathon Artists’ brand awareness with the younger target audience, MA must begin creating engaging social media content that increases user engagement. As Music Watch have pointed out “9/10 regular social media users partake in some music- or artist-related activity on the most popular social applications” (Crupnick, 2018). One way in which they can achieve is through artist takeovers, which may happen on a bi-weekly basis. Within these artist takeovers, content such as Behind-The-Scenes footage, Q+A’s and competitions can all be

³ <https://www.oberlo.co.uk/blog/color-psychology-color-meanings#:~:text=black%20or%20grey.-,Black%20Color%20Psychology,such%20as%20sadness%20and%20anger.>

⁴ <https://www.smartinsights.com/digital-marketing-platforms/video-marketing/video-marketing-statistics-to-know/>

incorporated, taking advantage of the Instagram Story function which is pivotal in improving engagement rate. All the content posted to social media can be boosted with paid ads, targeting prominent locations within the UK (London, Manchester etc..), interests and lookalike ads. Concerning the Saturday night livestream, adding a premiere function to the video which plays upon the idea of the 'tease' (Williams, 2018). Utilising the popularity of dance videos on TikTok with artists like Afro B and Shakka must also be a priority. Nearly all content that is posted can be re-purposed and used across all social platforms.

The partnership with MOVES Recordings is an area that will strengthen MA's roster and enhance their brand identity of championing underground UK music. Their position as a feeder label should be boosted and more funding spent on unearthing unsigned UK underground talent. This can be done via open mic nights, word, and mouth and via playlists.

The fourth impact point in the re-brand would involve collaborating with the up-and-coming streetwear brand Caterpillar in a collaboration known as 'MA x Caterpillar'. The benefits involve "increased growth, reduced costs and a greater reach...(which) adds value to the customer and enhances the brand experience"(Bellisimo-Magrin, 2017). In other words, since both Marathon Artists and Caterpillar will be targeting the same type of audience, it makes sense to collaborate to expand the reach and brand awareness. The benefits of selling on a Direct to customer (D2C) basis involves the idea of scarcity marketing and portraying both Marathon Artists and Caterpillar as luxury brands that sell high end products, "their purpose is to exclude the many to appeal to the few..they thrive on scarcity." (Steenkamp, 2019). Selling D2C also drives traffic towards MA's website that will increase overall increase brand awareness. A Facebook tracking pixel shall be attached to the e-commerce page selling the merchandise to further enhance the targeted ads.

The tipping point of the entire campaign would be the MA Record Store Day (RSD) Event. The decision to host the event in traditionally 'cool' East London was made to cater to the large percentage of the target demographic that live in that area. The number of young people that attend East London for RSD also lends itself to being hosted in that location. The decision to make the final tier considerably more expensive was to appeal to the 'uber' fan and subsequently make substantially larger financial gain. this event directly appeals to the idea that the target demographic have a strong preference for experiences that brands can offer them. Next, the Marathon Artists Record Store Day Event takes advantage of the prevalence of live streaming which saw an increase from "3.89 billion hours in Q3 2019 to 7.46 billion hours in Q3 2020" (Restream, 2020). This works in conjunction with the rapid response to the return of events in 2021, which saw Ticketmaster have an increase of 77% ticket sales in just one week (Ticketmaster, 2021). The functionality of events run in a similar format

has been proven to work, with references to the success of Dot2Dot festival and the multitude of label-based events that occur within the Drum 'N' Bass scene. This event also adheres to the principle of doing something different, first. As discussed, livestreaming has become a staple in the music industry and the targeted younger demographic are far more likely to be early adopters.

In summary, the event appeals to the target demographic, is doing something new that takes advantage of the popularity of livestreaming and occurs at a time when people are desperate to attend live events due to the end of Covid-19 lockdown. The festival engages the targeted UK MA audience alongside the Australian target demographic. All of this would significantly increase Marathon Artists' brand awareness and would lead to MA cementing themselves as a prominent Major Indie both internationally and within the UK.

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Appendix

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Appendix C –Record Stores

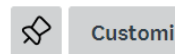
Appendix D – Timeline of Social Media Posts

Appendix A – Market Research

There were a total of 31 responses to the market research survey

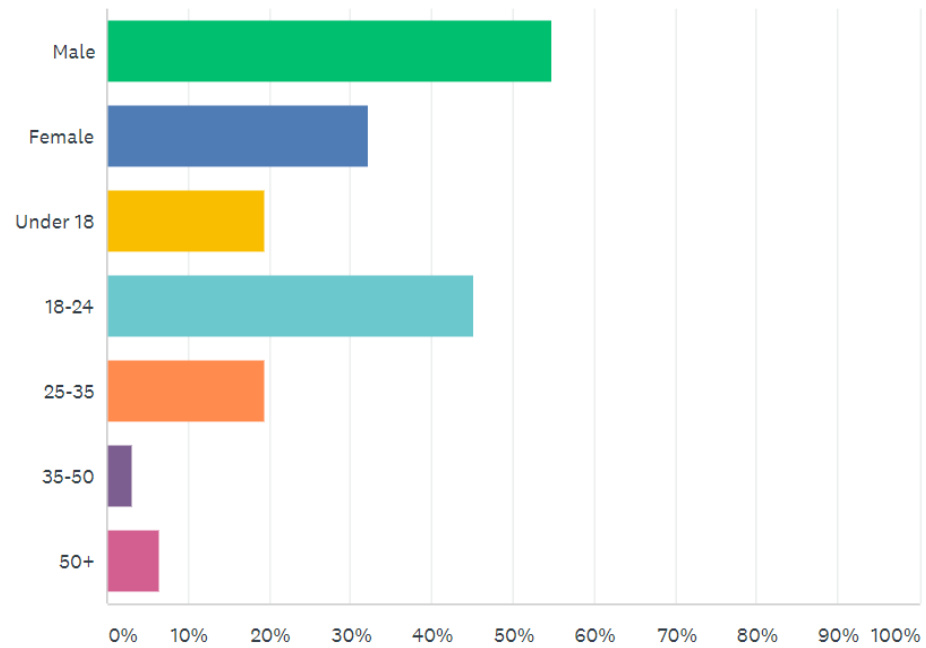
Q1

Q1



What is your age and sex?

Answered: 31 Skipped: 0



Q2

Q2

Save as

Where Do You Live?

Answered: 21 Skipped: 10

RESPONSES (21)

WORD CLOUD

TAGS (0)

Sentiments: OFF

NEW!

Introducing Sentiment Analysis

Detect the feeling and sentiment behind written responses.

Watch a demo

↑

Try it!

Premier plan only

UPGRADE

×

Filter: by tag

Search responses

Showing 21 responses

Hereford

The list of places people responded from were:

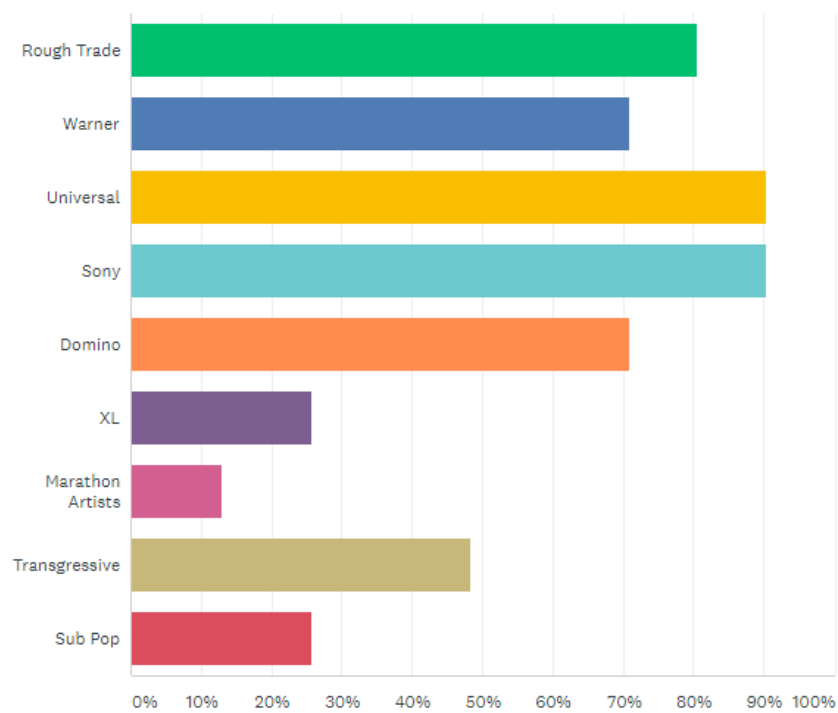
Hereford, Fulham, Devon, Peckham, Portsmouth, Chepstow, Shrewsbury, Brockley, Brixton, London, Manchester, Camden, Kent, Bromley, South Wales, Shoreditch.

Q3)

Q4)

How many of these record labels have you heard of before?

Answered: 31 Skipped: 0

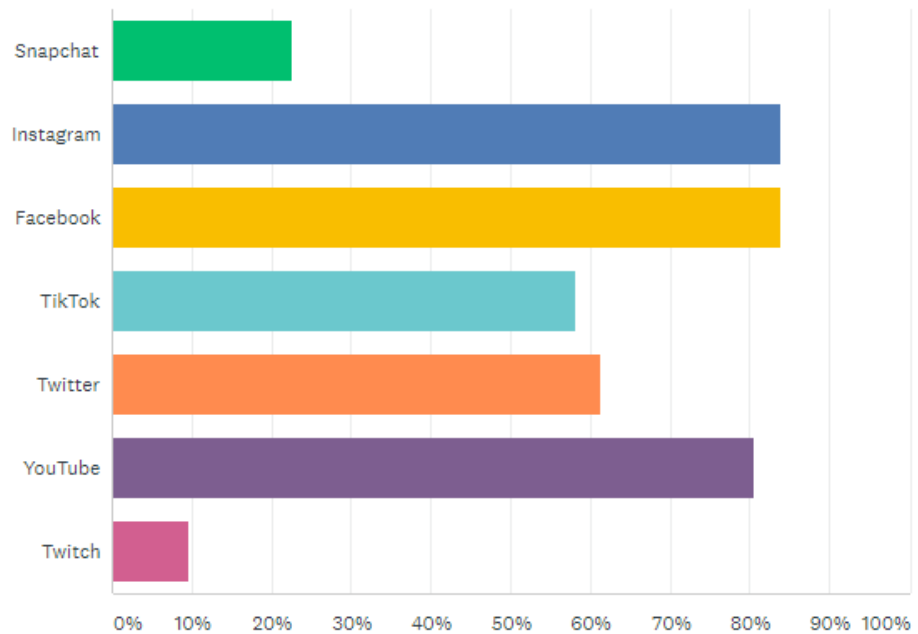


Q4



What Social Media Do You Use Most? (Top 3)

Answered: 31 Skipped: 0



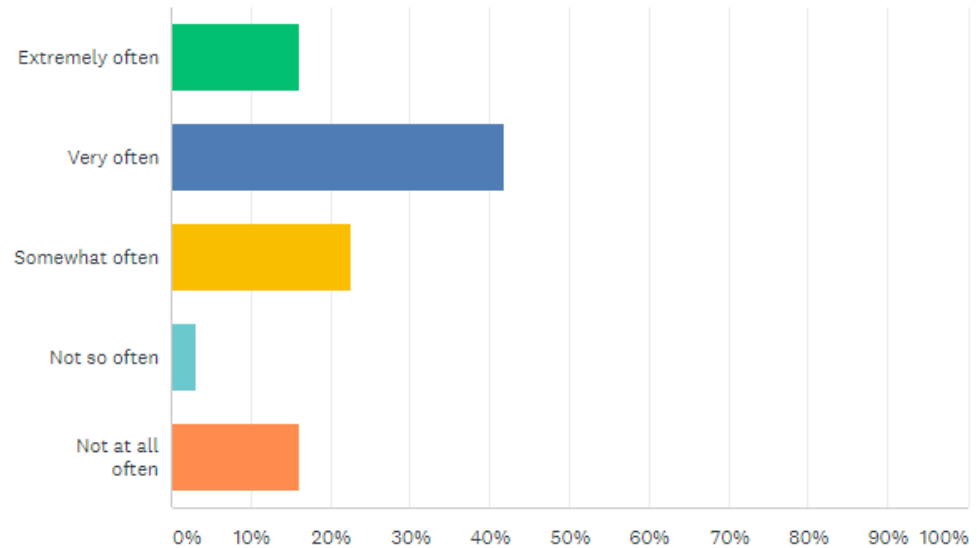
Q5

Q5



How often do you attend live musical performances?

Answered: 31 Skipped: 0



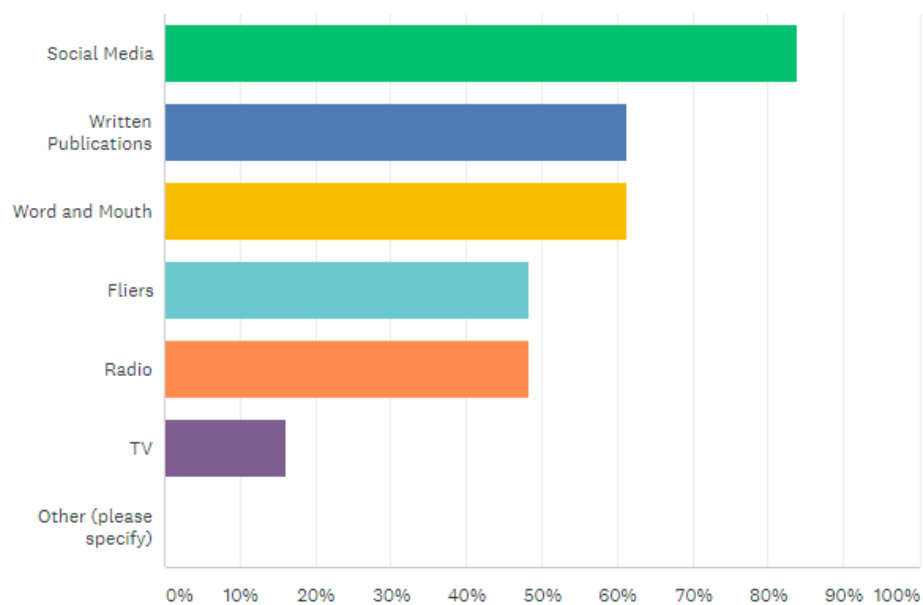
Q6)

Q6



Where Do You Source Your Information About Live Gigs/Music News

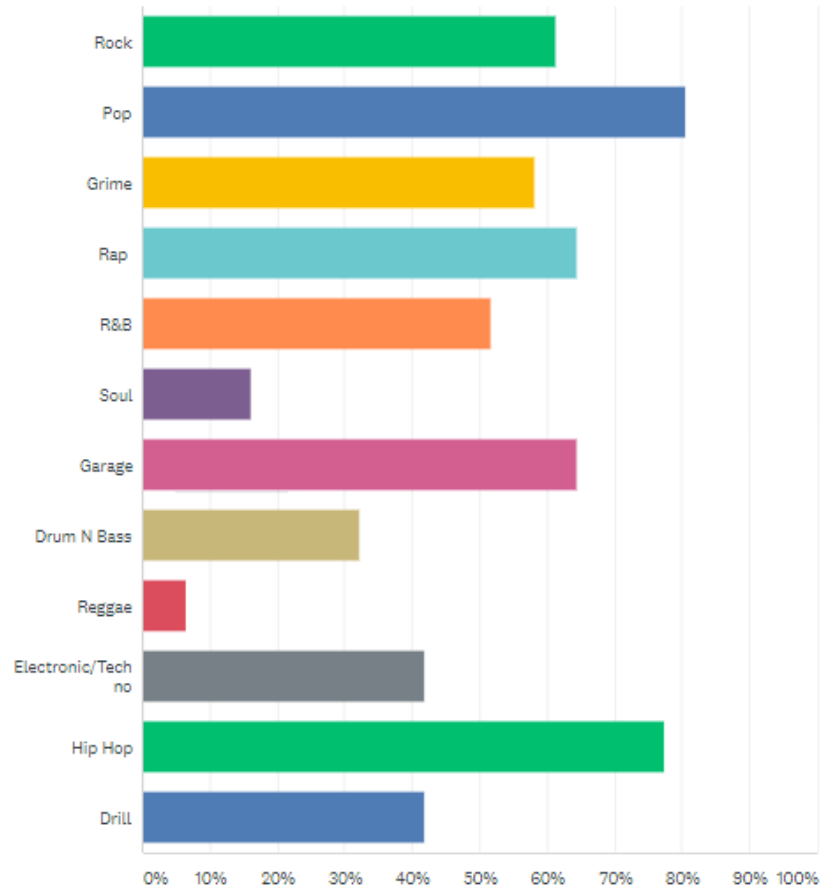
Answered: 31 Skipped: 0



Q7)

What Are Your Favourite Genre's Of Music

Answered: 31 Skipped: 0



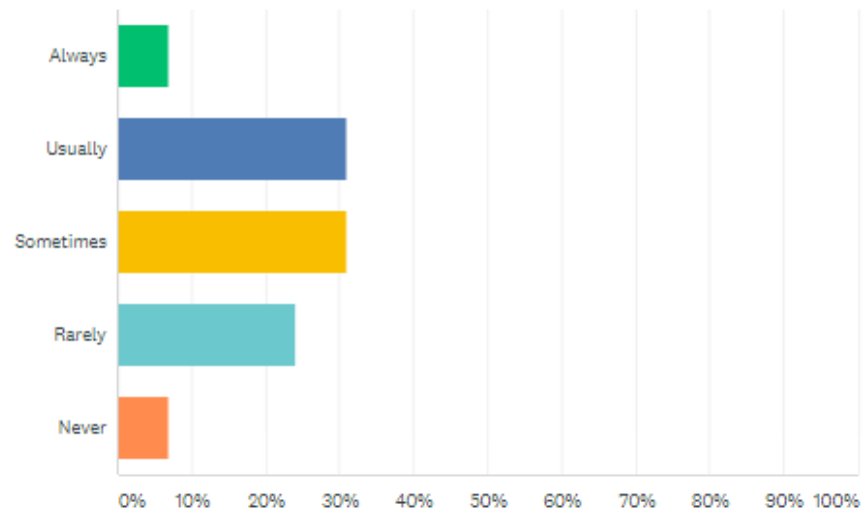
Q8)

Q8

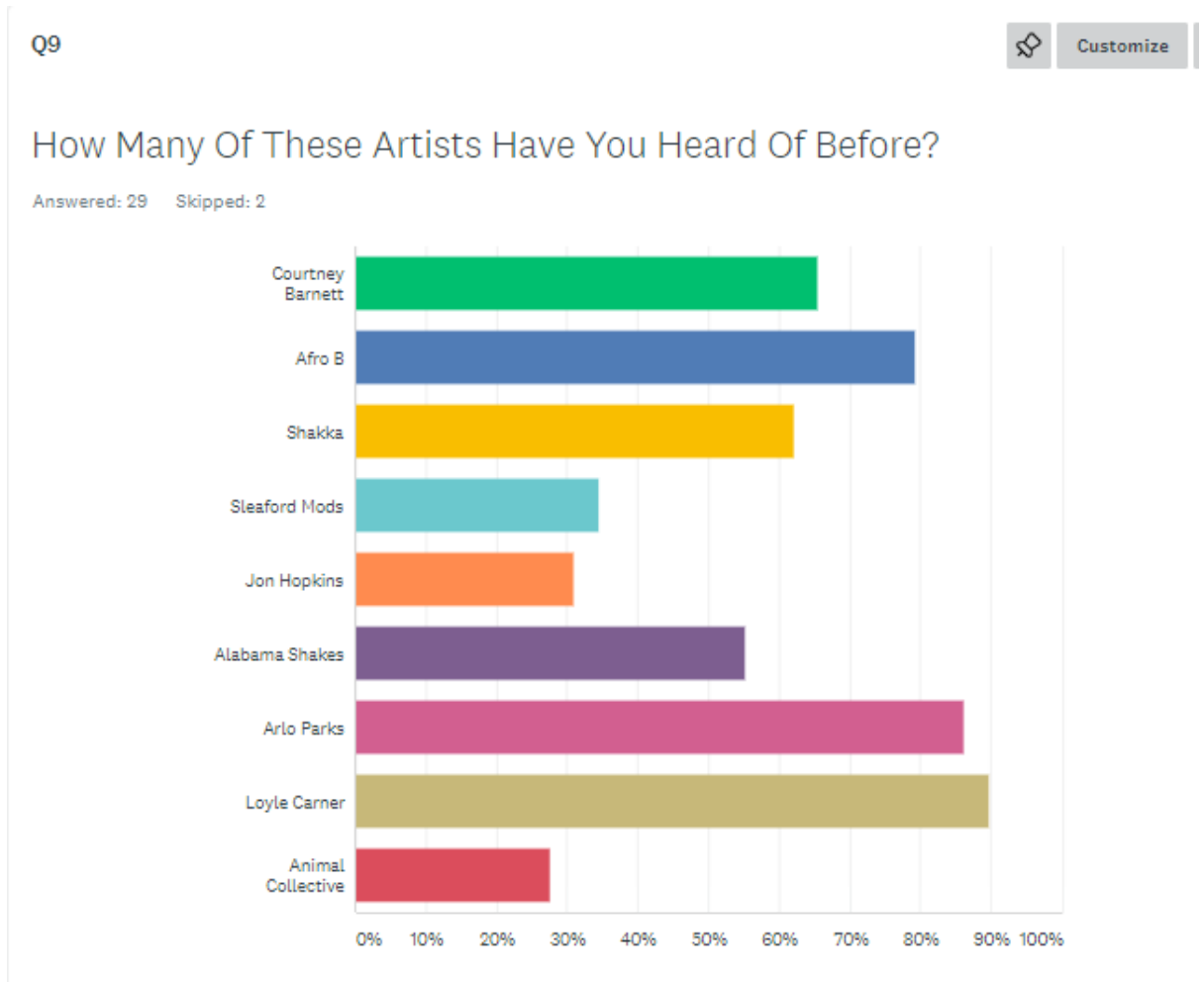
 Customi:

How Often Do You Buy Music Merchandise?

Answered: 29 Skipped: 2



Q9)



Appendix B – Marathon Artists

I reached out to Marathon Artists for further information that I felt I was not able to find online.

I firstly sent this email from my email (will.rhys.richards@gmail.com) to Marathon Artists (info@marathonartists.com)

Will Richards <will.rhys.richards@gmail.com>
to info@marathonartists.com

Tue, Feb 23, 3:09 PM ☆ ↩ ⋮

Dear Marathon Artists,

I'm Will and I'm a MA International Music Marketing student at Tileyard Ed. I've decided to do my assignment for the term on Marathon Artists as I'm a huge fan of many artists on your roster.

I was wondering whether it might be possible to have a very brief chat over the phone with somebody that works at Marathon Artists to gain a little more insight about the company and some key areas that we have been asked to identify in the assignment. I understand that everyone is extremely busy at the moment but would only be taking up a few minutes of your time!

Thank you for taking the time to read this email and I look forward to hearing from you soon.

Best,

Will Richards

I was then emailed back by Pru, the General Manager of Marathon Artists:



Pru Harris <ph@marathonartists.com>
to info, me ▾

Tue, Feb 23, 10:20

Hi Will

Good to meet you and, sounds like a great assignment!!

We'd be happy to help you, can you give me a bit of a steer about the sort of questions you want to ask so I can put you in touch with the right person

Best

Pru

Pru Harris
Marathon Artists
Tel +447771931625

I then sent three more follow up emails as followed and received no more communication from Marathon Artists.

Will Richards <will.rhys.richards@gmail.com>
to Pru ▾

Wed, Feb 24, 3:42 PM ☆ ↩ ⋮

Hi Pru,

Thanks a lot for getting back to me so quickly!

The assignment is to do an entire company overview and then do a hypothetical re-brand identity, strategy and campaign for Marathon.

Overall I have found most of the necessary information online but there were some areas that naturally weren't as open to the public such as revenue streams. I understand that these are private but I was hoping that you might be able to give me something such as percentages without the actual figures!

Other areas include things such as Marathon Artists' brand values, some information about employee positions within Marathon and partners.

I hope that these are topics that you would feel comfortable speaking about and I'm really looking forward to chatting more!

Best,

Will

Will Richards <will.rhys.richards@gmail.com>
to Pru ▾

Mon, Mar 1, 11:25 AM ☆ ⚡

Hi Pru,

I hope you had a great weekend!

I just wanted to follow up from my previous email and ask whether it would be possible to be put into contact with the right person for my assignment. Any help on this would be greatly appreciated!

Best,

Will

Will Richards <will.rhys.richards@gmail.com>
to Pru ▾

Mar 8, 2021, 11:47 AM ↵

Hi Pru,

I'm just emailing to ask whether there was any update on my previous email. I understand that everyone is incredibly busy but any assistance with this issue would be greatly appreciated!

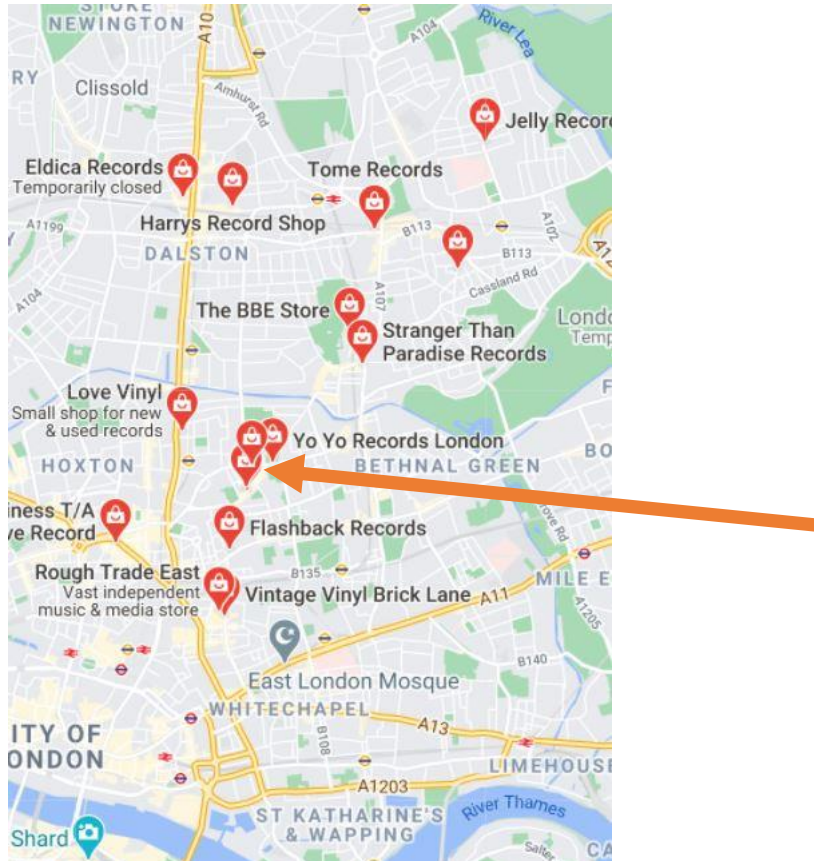
Best,

Will

This was the last time that I attempted to contact Marathon Artists.

Appendix C – Record Stores

The three record stores that I aimed to host the MA Record Store Day Festival in were chosen from the following Google Maps overview of East London record stores.



The three record shops chosen to host the events were as followed:

Flashback Records

Stranger Than Paradise

Lion Coffee Records (not actually written on the map but is located on the orange arrow)

I sent the following message to all three Record Stores and received no reply from any of them.

Will Richards <will.rhys.richards@gmail.com>
to lioncoffeerecords ▾

Mar 15, 2021, 4:56 PM (7 days ago)



Hi,

I'm Will and I'm a MA International Music Marketing student at Tileyard Education. I'm currently doing an assignment for my masters that is based around hosting an event around East London on June 12th in celebration of Record Store Day. I was planning on using a few record stores around East London as hosts for a mini festival showcasing up and coming artists from a particular label based at Tileyard. All of this assignment is entirely hypothetical!

I wanted to ask you what your typical rates would be for an event like this

Any ballpark/rough estimate would be incredibly helpful for my assignment!

I hope that this has all made sense! If you needed any further information please don't hesitate to email back or alternatively give me a call on 07535892560.

I really appreciate your help!

Best,

Will Richards

Appendix D – Timeline of Social Media Posts + General Notes

Jan 2021: Strategic Consultancy – Beginning of Pre-Production

Social Media be posted on periodically per platform. EG Tuesdays on Instagram, Wednesdays on Twitter, Thursday TikTok, Friday Facebook, Youtube on Thursday (Marathon Music Week) + Saturday Live Performance

Make sure all videos that are uploaded have captions to them.

NEED TO DIFFERENTIATE BETWEEN STORY AND ACTUAL POSTS ON IG/FB/TWITTER

Depending on ‘actual releases’ from artists – promotion for these releases are also factored in to the social media posts.

- **Linked to the ‘Always On’ phenomena of Social Media**

6th March

- A link to website with a countdown is revealed and re-shared with ALL artists across Marathon Artists/Mahogany/Moves Recordings/Labs

6th March – 13th March

- Promotion posted periodically every 2 days with captions that hint that ‘Big changes are coming’ ‘Get ready’ etc.. all copy hinting towards 6th March and big announcements.
- **THE TEASE**
- Contact a music publication and try to run a story on this.

13^h March

- Announce Re-Brand –
- Timer comes to a 0 online and is blackout
- New Logo – Launch of New Re-Brand with the new logo put on all profile pictures on social media, across the website and on banners.
 - o Encourage all artists on Marathon Artists to post on social media about the changes.

13th– 20th March

- Begin posting live video content to YouTube every Thursday at 7pm ‘Marathon Music Week’
 - o Aimed at ‘Music Heads’ but also to a wider demographic–
 - o This is also used as a email newsletter instead of standard written – **Video Content**
 - New releases
 - Tours
 - Festival news
 - All in a brief 10 minute live video hosted by a member of the roster?
- Release a timeline to ALL social media with
 - o all of the artist residency’s + dates
 - o the key dates of when announcements
 - o At the bottom emphasise 12th June but with NO other words on it.
- Sat 20th: an old live performance is streamed on YouTube of POND
 - o Make sure to include premier function on YouTube.
- **PAID ADS: Marathon Music Week Promotional Across IG/Twitter**

- Targeting the 'Indie' Demographic that you've done already.

21 – 27th

Takeover w. Afro B across all platforms – PAID ADS

- Update the Marathon Artists playlists for Afro B's choices.
- Afro B is predominantly suited to IG, FB and TikTok
- Has a substantial following on IG (313,000)
- Afro B is comfortable posting human element and so would be very suitable to launch the Marathon Artist TikTok page
 - Slick, good looking guy
- Post content on TikTok with his track 'Drogba'
 - Create a dance and attach it as background music – trying to create a viral trend
- Posting content such as Q+A
- Human element posting
 - Day in the life
- Thursday 7pm is Marathon Artist Video Music Week News
 - Emphasising the big announcement LIVE
- Throughout the week posting regularly about big announcement LIVE on YouTube, Friday Night 7pm (premier on YouTube function)
 - PAID ADS FOR THE PROMOTION OF THE REVEAL ON THE FRIDAY NIGHT
- On Friday Night 20th Afro B will
 - release new 're-worked' song from another Marathon Artist RSD Collection Album
 - Announces that 'SOMETHING' is happening on June 12th 'In London'.
 - On the new Marathon Artist Website a new timer will appear with a countdown to another date (THE VHS X CATERPILLAR X RSD COLLABORATION VIDEO THAT ANNOUNCES RSD)
- Sat 27th: Live Performance of Afro B on Youtube
 - Linked to the idea of creating momentum and touch points for the audience.
Building anticipation for the reveal – 'what is it going to be?'

27th -3th April

- Fliers to be put up around 'cool' areas of London that are entirely white except for 3 bits of information on them
 - Co-ordinates of the Record Shops that the RSD takeover will happen at
 - 24th April – Hint towards going to Marathon Artists socials/YouTube at 7pm
 - 12th June – No other information (no mention of RSD yet as want to build the suspense and let some people speculate about RSD link)
- Thursday Live YouTube – Marathon Music News
- Saturday Night – Livestream of old Lava La Rue set.

3- 10th April

Takeover Lava La Rue – PAID ADS

- Due to the nature of Lava La Rue's music and target audience she would typically be more suited to Instagram, Facebook and potentially Twitch.

- Update the Marathon Artists Playlists with Lava La Rue's choices
 - o A day in the life of
 - o Short covers
 - o 'What have you been listening to recently' – posts that encourage engagement
 - o Demos
 - o BTS of her recording
- Thursday Live YouTube – Marathon Music News
- Saturday Night – Livestream of old Lava La Rue set.

10-17th April

Marathon x Caterpillar Collaboration – LIMITED EDITION 'ONCE THEY'RE GONE, THEY'RE GONE' – scarcity marketing

- Filmed on an old VHS type camcorder – basic, fuzzy, 90s look about it.
- Showing footage of the streets that the record shops are on
- Model wearing the new Marathon x Caterpillar clothing line walks along the street, no reference to street name is given
- The clothing will be streetwear that appeals to the target demographic, tracksuits, bucket hats, caps, t shirts, hoodies etc..
- The Marathon x Caterpillar logo appears at the end of the short video, announcing the new collaboration
- Finally at the very end of the video the date '12th June' is produced.
- Straight away after the video is released on all social accounts launch the D2C Marathon Artist x Caterpillar collaboration clothing line.
 - o Launching on the 19th April
- Launch the D2C store on the Marathon Artist Website

17 – 24th April –

Promotional Editorial Piece about Caterpillar x Marathon collaboration to appear.

- Hypebeast
- Vogue? Elle?
- Posting on Facebook/Instagram/Twitter quotes/photos from the editorial piece.

24 April

Announcement of the RSD Event – Livestream with Australia simultaneously – [PAID ADS](#)

- Filmed on an old VHS type camcorder – basic, fuzzy, 90s look about it.
 - Showing footage of the streets that the record shops are on
 - Model wearing the new Marathon x Caterpillar clothing line walks along the street, no reference to street name is given
 - The model wearing the Marathon x Caterpillar clothing line sticks up a poster that has the 12th June and finally revealing the name of the event 'Marathon Artists Record Store Day Live Event'
 - Reveal the location of the three record shops that are hosting the events.
 - The Marathon x Caterpillar logo appears at the end of the short video,
-
- Announce the D2C Tiered Bundles
-
- 1. Ticket Entry for the Record Store Day Event
 - 2. Ticket Entry for the Record Store Day Event + Livestream from Australia Ticket (AM on 12th June for UK)
 - 3. Ticket Entry for the Record Store Day Event + Livestream from Australia + Limited Edition Marathon Artists x Caterpillar Merch (T-shirt, Hat, Hoodie, Jacket)

1 May

-Promotion of the RSD event – [PAID ADS](#)

- Weekly update at 7pm of the Marathon Music News Video Newsletter
-

8th May

Shakka Social Media Takeover

- Shakka and his style of music is more suited to TikTok – he already has an account on there and is regularly posting
- This would also fit in to trying to target younger demographics
- Demos
- Day in the life/Thoughts
- Thursday 7pm the Weekly Video Newsletter is released live on YouTube and to the mailing list
- Saturday night livestreaming Shakka set.

15th May

Competition Launch for RSD –

[PAID ADS – PROMOTION WITH OTHER ARTISTS RE-TWEETING IT + CATERPILLAR](#)

- Launch three consecutive competitions at the same time
 - o 1. Free Tickets x4 for access all entry to the RSD
 - Share, Like this page and tag 4 friends you want to take the event

- 2. 2x Items of Marathon x Caterpillar Clothing to be won
 - Share, like this page and tag 4 friends
- 3. Free Tickets to RSD x4 + Caterpillar x Marathon Clothing x 4
 - Like, Share, Sign Up To Video Newsletter, Tag 8 Friends, Post on Story.

22 May

POND Takeover – [PAID ADS](#)

- Instagram, Twitter + FB over the week
- Update the weekly playlist
- Play into the band element
 - Get the band to ask each other questions – do a ‘higher or lower’ type game based – rank certain items as ‘better or worse’ than the last item#
 - Not as comfortable with the human element – post pictures of their guitar gear, amps etc,
 - Get them to discuss new tracks they’ve been liking

29th May

Continued promotional content for RSD event/Marathon Artist x Caterpillar Merchandise

June 5th

Vagabon Takeover – [PAID ADS](#)

- Instagram, TikTok + Twitter
- Update the weekly playlist
- More into poetry, ‘spiritual’ element of her personality
- Latest poems she’s been enjoying, favourite poems through her life
- Songs that’ve inspired her

Continued promotion of the RSD x Marathon Event + MA x Caterpillar Merchandise.

– Editorial Piece in Music related magazine

- Interview with one of the performers
- PR piece about Marathon Artist re-brand, the campaign, new merchandise and the RSD event.

June 12th– Record Store Day Event!

- Posting content with captions like ‘Today is the day!’, ‘Have you grabbed your tickets yet?’ ‘There are still limited tickets available!’
- Posting frequently to the store, across all socials.