

TILEYARD MUSIC EDUCATION

CHORDS FOR A CAUSE MARKETING PLAN

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MARKETING PROPOSAL

THE CONCEPT

Hosted once a month on site at Tileyard Studios, 'CHORDS FOR A CAUSE' is a non-profit charity fundraising music and arts event taking place on April 11th at Two Tribes. focusing on local charities based in Islington, charities championed by the Tileyard group as well as charities selected by our performers and exhibitionists.

THE BENEFITS

Not only will the charities benefit from the hosting of this event by the Tileyard Group, but the proposed performers and exhibitionists would benefit from being surrounded by the industry professionals and creatives that the Tileyard community has to offer. In terms of current affairs, with the current 'disagreement' with Islington Council, if the Tileyard Group can emphasise they are a force for good in the local constituency, as well as across the nation, this will invariably have a positive effect on the public

METHOD

With the abundance of talent available within ICMP and Tileyard Education respectively, in the events infancy it would not be a difficult matter to source musical performers within these campuses. If we were to draw on the wealth of connections the Tileyard Group has at their disposal alongside the educational institutions, the sky truly is the limit in terms of magnitude and scope. Donations would be accepted either as a bucket on evening, or on the door as a nominal entry free of £3. Preferably a door donation as this would mean guests would pay as they enter, as compared to when they have lesser money later in the evening.

GOALS AND OBJECTIVES

1. Raise funds for charity
2. Bring exposure to up and coming artists
3. Raise awareness on Islington Council's current affairs with TYE

MARKETING TOOLS

This event has several marketing tools to explore in order to make it successful. These include:

- Posters
- flyers
- Facebook ads
- Google ads
- Instagram
- TYE Podcast
- Tileyard Music Collab
- Radio

STRATEGY

Physical marketing will be created with the distributions of event posters and flyers. These will be posted in the areas surrounding Tileyard Studios and areas near Kings Cross and Caledonian road. Flyers will be distributed in places such as Vinyl and any other well frequented areas. Our target audience will be mostly young people (possibly 18-35), which interests involve music, entertainment and fine arts. Current marketing trends are more online focused so we'll be targeting several areas of social media including Facebook and Instagram. We'll be collaborating with Tileyard and ICMP in both of these platforms and create interesting and interactive content such as shout outs on Instagram stories and creative posts about the artists performing on the event. If TYE decide to come aboard, sharing this event via Beehop comms to the student body would be gratefully received. Facebook ads will be set as well as google ads which will be running at the same time, targeting our audience. We'll also set different artworks and reset those ads in order to keep the event fresh and the audience interested for more.

Our social media timeline would go as followed:

- . Main Event announcement-** The event is finally announced on all social media platforms. A poster will be revealed along with the first wave of artists lineup including one headliner. This will be boosted via Facebook and Google ads.
- . Artist shout outs-** In order to bring content to social media, we'll be making a few artist shout outs . We'll be focusing on artists with a recent single or EP/album and promote it on our social media platforms.
- . Charity announcement-** We'll be announcing the charities that TYE, ICMP and Soundskool will be collaborating with
- . Headline announcement-** The second headliner is announced on all social media platforms. The main poster will be updated and boosted via Facebook and Google ads.
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Where can we go from here?

With Tileyard Education on board, as well as established schools like ICMP, this project is very promising and it does have potential to develop into something bigger. Not only this event could generate a great amount for a good cause but it also has the potential into developing into a bigger artistic venture. As previously mentioned this wouldn't just include musical performances, but this concept is easily expandable to art exhibitions, comedy shows and any live medium of entertainment and/or exhibition.