PORTFOLIO

MAELLA

WHO IS MAELLA



Michaela Charvatova, known in the London scene as Maella, is a 24 years old Czech singer/songwriter. She started to write songs at 8 years old to express herself.

She writes when she feels to much, when she needs to say her feelings out loud. It allows her to relive experiences again and again.

After graduating from high school in Prague, she moved to London to study songwriting and start her music career.

Her music can be defined as a mixture of pop, which allows her to write commercial songs, and alternative, giving her the freedom to embrace her weird and dark side.

MAELLA 'S RELEASES

3 singles



Melting Butter

Dernières sorties • Single



Bonnie x Clyde

2020 • Single



Crush Me

2018 • Single

MAELLA 'S RELEASES

2 EPs



Spells

2019 • EP



It Is Coming

2016 • EP

MAELLA 'S ACCOMPLISHMENTS

3.6 million streams on "Bonnie x Clyde"

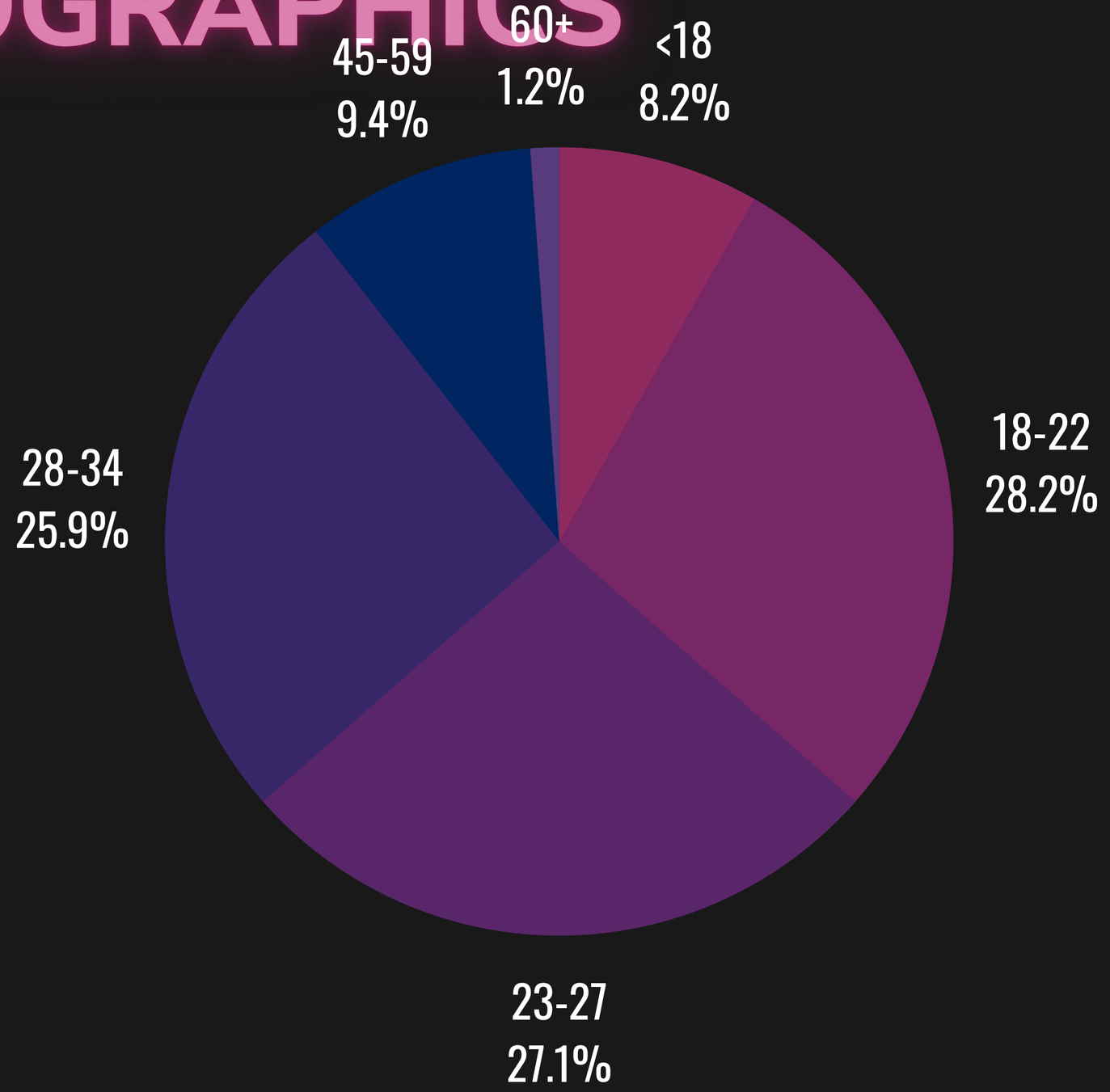
2 songs synced for a Czech movie

Played at 2000 Trees, ArcTanGent and Y-Not Festivals

Performed at the O2 Shepherds Bush, Camden Assembly, The Islington and 229 The Venue

SPOTIFY DEMOGRAPHICS

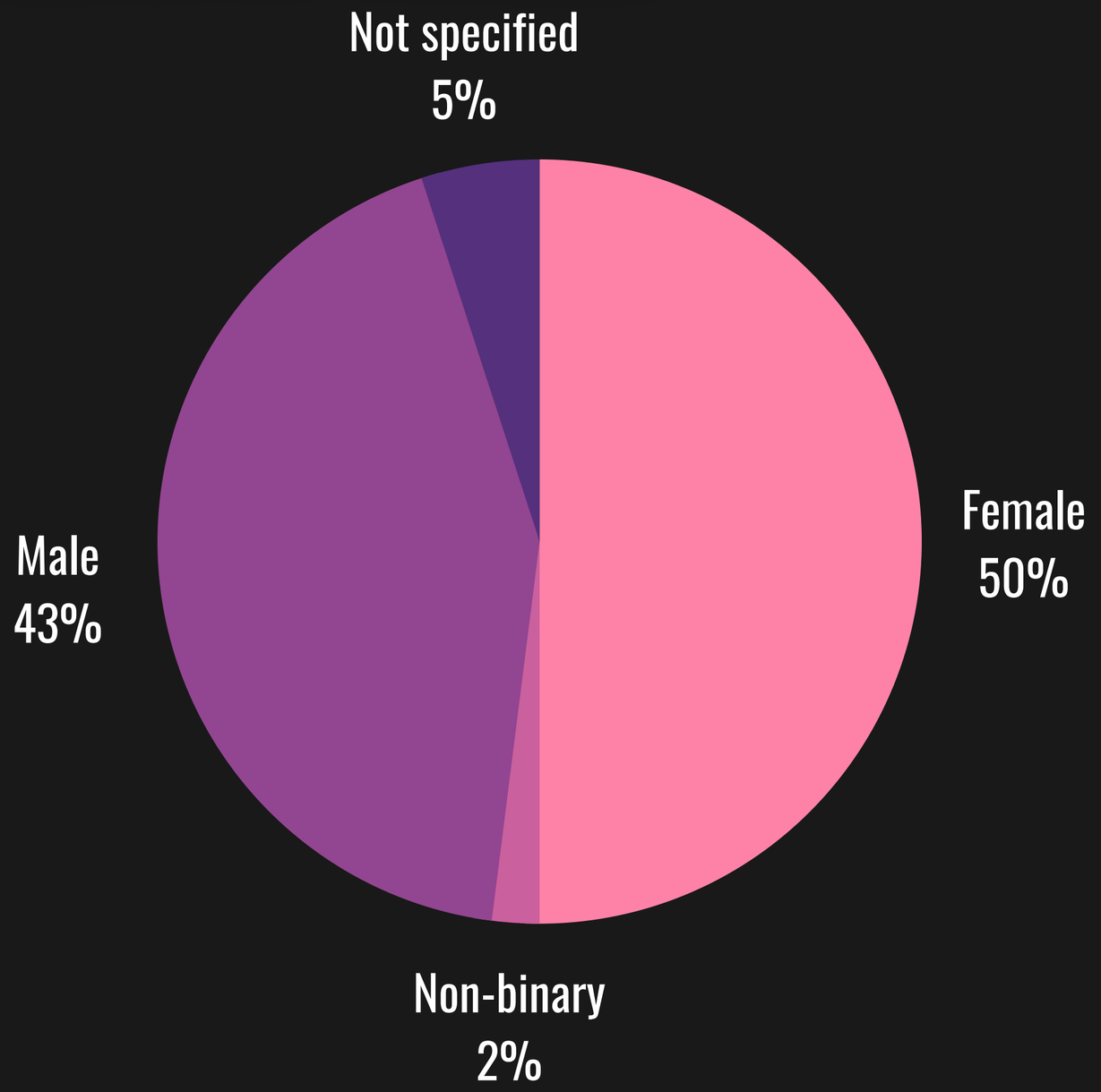
01 AGE OF LISTENERS



Source: Spotify for Artists

SPOTIFY DEMOGRAPHICS

02 GENDER



Source: Spotify for Artists

DSP STATISTICS

03 SPOTIFY

Followers	618
Monthly listeners	72.7k
Popularity	38/100
Playlist Reach	1.4M
Fan Conversion Rate	0.85%
Playlist Reach/Followers Ratio	2301.4%

04 SPOTIFY TOP COUNTRIES

Germany	8800
Philippines	8700
Italy	6000
Netherlands	6000
Czechia	5600

Source: Chartmetric / Spotify For Artists

DSP STATISTICS

05 SPOTIFY TOP CITIES

Prague	3000
Jakarta	1700
Quezon City	1400
Istanbul	1100
Cebu City	1000

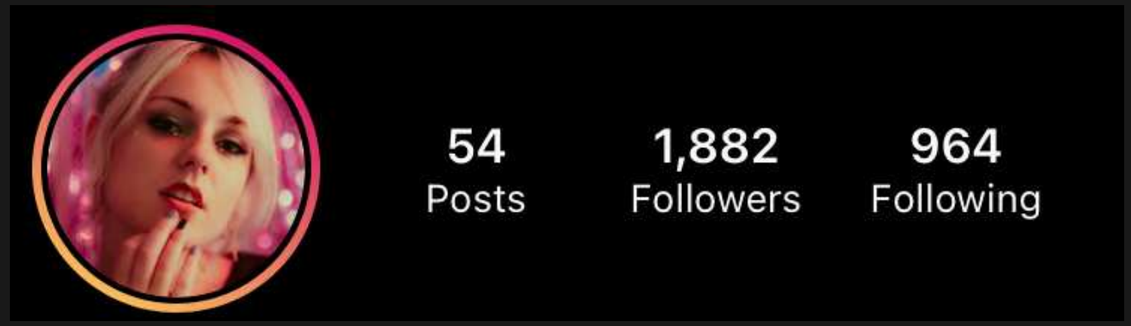
06 SPOTIFY SOURCES OF STREAM

Profile and catalog	5%
Listener's own playlists and library	**24%**
Other listener's playlists	**51%**
Spotify algorithmic playlists	**12%**
Spotify editorial playlists	**8%**
Other	**1%**

Source: Soundcharts / Spotify For Artists

SOCIAL MEDIA FOLLOWING

01 INSTAGRAM



02 FACEBOOK



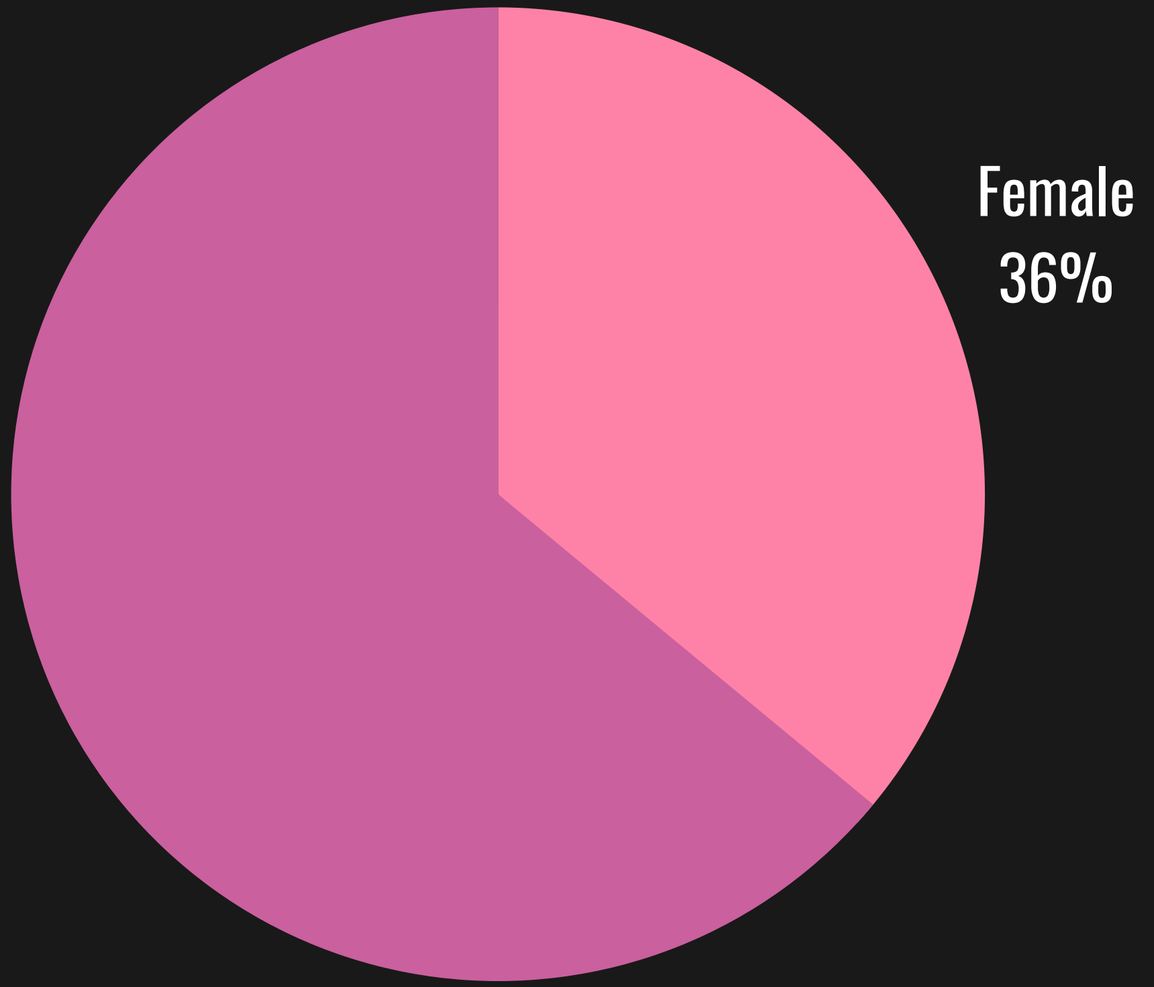
03 TWITTER



Source: Soundcharts / Spotify For Artists

INSTAGRAM DEMOGRAPHICS

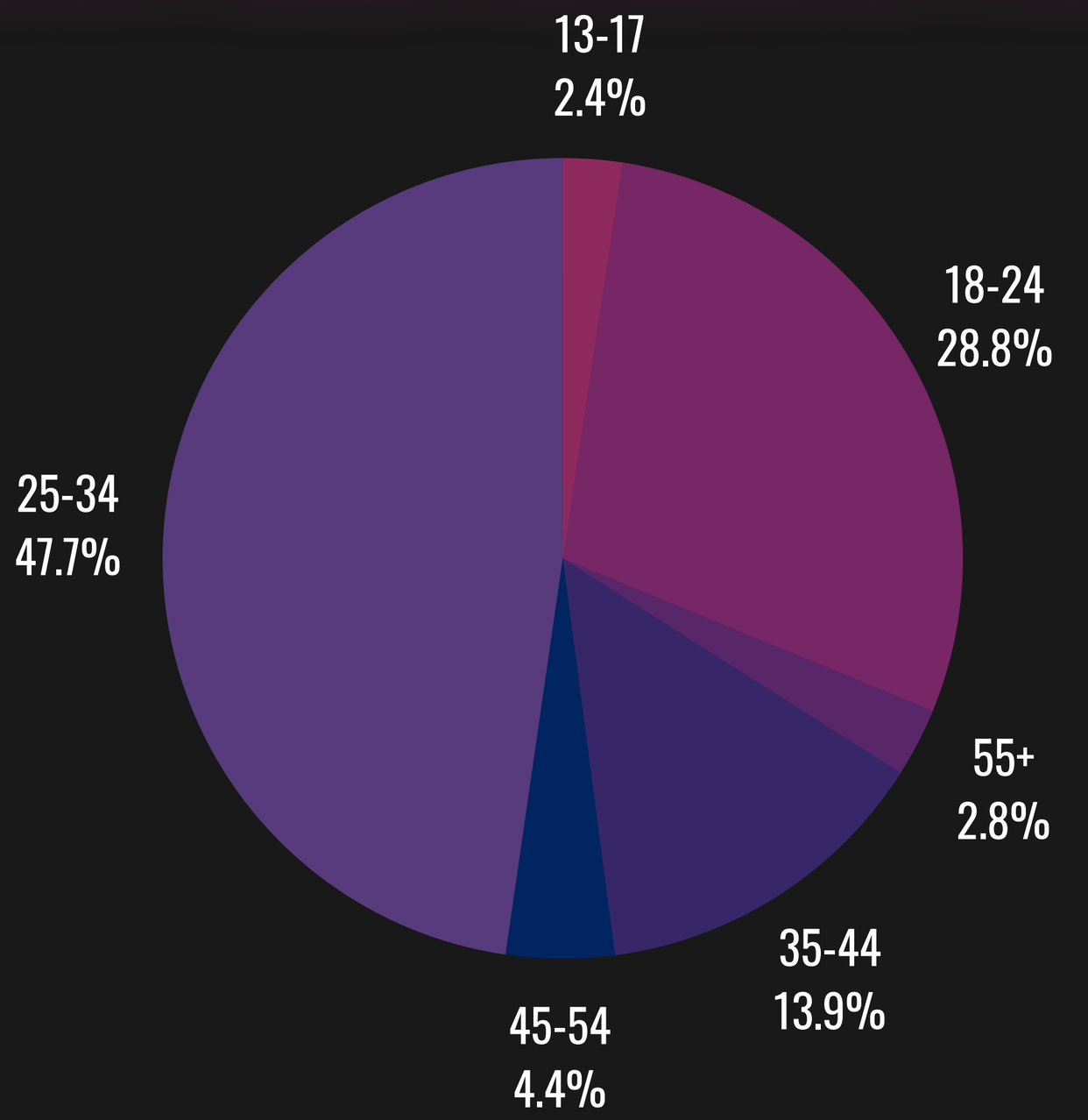
01 GENDER



Source: Instagram

INSTAGRAM DEMOGRAPHICS

01 AGE



Source: Instagram

THREE YEAR STRATEGY

DECEMBER 2020 TO NOVEMBER 2023

LONG TERM OBJECTIVES

live off music

get a bigger audience

get sync deals

sign a contract to a record label

collaborate with big names

get brand deals

FIRST YEAR: DECEMBER 2020 TO NOVEMBER 2021

CONSOLIDATE PROFESSIONALISM

FIRST QUARTER: DECEMBER 2020 TO FEBRUARY 2021

SECOND QUARTER: MARCH TO MAY

THIRD QUARTER: JUNE TO AUGUST

FOURTH QUARTER: SEPTEMBER TO NOVEMBER 2021

Link to 1st year Budget Sheet: https://docs.google.com/spreadsheets/d/1710FGK6jhzw726YHbAN8323jx3hFWtjD5beMESkn8wk/edit?usp=sharing

FIRST YEAR GOALS

SPOTIFY MONTHLY LISTENERS	140.000
INSTAGRAM FOLLOWERS	5000
FACEBOOK FOLLOWERS	4000
TWITTER FOLLOWERS	1000
YOUTUBE SUBSCRIBERS	500

FIRST QUARTER

DECEMBER 2020 TO FEBRUARY 2020

1.1.1 DOWTOWN SINGLE RELEASE

1.1.2 WEBSITE AND NEWSLETTER

1.1.3 INCREASE TWITTER PRESENCE

1.1.1 "DOWNTOWN" SINGLE RELEASE

4th of December

COVER ART



EPK

https://drive.google.com/file/d/1eFv-ZRohmnUreUu1czzQDnilunToP4H5/view?usp=sharing

BUDGET

£50 (ads)

£50 (Playlists Hunter subscription)

1.1.1 DOWNTOWN SINGLE RELEASE

4th of December

ideas of posts

maellaofficial 🔮 behind the scenes of the photoshoot for my single "**DOWNTOWN** " thats coming out next Friday! 🔮 with a sneaky lil peak of the tune 😈 PRE - SAVE pls 🙏 link in bio!

maellaofficial lalala ✨ only 3 more days until I drop " **DOWNTOWN** " 🔮 pre save on Spotify (link in bio)

maellaofficial ✨ Ahhh " **DOWNTOWN** " IS OUT NOW 🥳
Go ahead, stream and share!

.

This track wouldn't have happened without the help of these amazing humans:

1.1.2 WEBSITE AND NEWSLETTER

29th of January 2021

maella

HOME MUSIC MEDIA TOUR EPK CONTACT

JOIN

* INDICATES REQUIRED

EMAIL ADDRESS *

COUNTRY *

I AGREE TO BE CONTACTED BY EMAIL

SUBSCRIBE



BUDGET

£91.2 (Website yearly fee)

1.1.3 INCREASE TWITTER PRESENCE

From February

ideas of tweet

Life update: currently writing a song. i am low key loving how it’s turning out

Walking out with a bag of records and rushing home to be surprised > listening in a shop and knowing what you got when you get home.

Going to the studio on Friday to record a new song I’m super proud of! Can’t wait to share it with you 💞💞💞

SECOND QUARTER

MARCH TO MAY

1.2.1 NEW BRANDING

1.2.2 TAPE ON MY LIPS SINGLE RELEASE

1.2.3 EP RELEASE

1.2.4 GREAT ESCAPE FESTIVAL

1.2.1 NEW BRANDING

March

Design 1



Design 2



A new identity.
Vibrant, colourful, modern.
Just in time for the first single of the May Ep.

1.2.2 TAPE ON MY LIPS SINGLE

26th of March

COVER ART



BUDGET

AUDIO NETWORK	MAELLA
£100 (ads)	£50 (Playlists Hunter subscription)

1.2.2 TAPE ON MY LIPS GIGS

March/April

Sofar

THE LEXINGTON

THE SLAUGHTERED LAMB

FOLKLORE

100 CLUB

The Old Blue Last

1.2.4 THE MAY EP RELEASE

14th of May

COVER ART



NEWSLETTER

https://drive.google.com/file/d/1bl-ve27VB2jts9d4iAllV8jPn9O30Taq/view?usp=sharing

BUDGET

AUDIO NETWORK
£100 (ads)
£70 (photoshoot)

MAELLA
£50 (Playlists Hunter subscription)

1.2.4 THE MAY EP RELEASE

14th of May

ideas of online magazines to contact

DUMMY

ATWOOD MAGAZINE

RFB

PUSS PUSS

TURTLE TEMPO

L&Q

HARD OF HEARING MUSIC

1.2.4 THE MAY EP RELEASE

13th of May

online listening party (if live music is still impossible) - pre-save competition

callmeloop STRIKE ⚡. Out next Friday 22/5/20. Pre-save via the link in my bio to be in with a chance of joining me on my Release Night Zoom Party on Thursday eve 🖤. Photo @iammaximilianiam

callmeloop Don't forget to pre-save/pre-add Strike before midday Wednesday for a chance to be one of the 10 to join me for Thursday night's release party ⚡⚡⚡⚡⚡. Might even give you a glimpse at the music vid if I have a first edit by then 🤫. #linkinbio

callmeloop MIDNIGHT. ⚡🌩️. Nervous! Excited! And can't wait to see some of you on my zoom call at 7:30! Check your inboxes for link and password! 🔒💛

1.2.4 THE GREAT ESCAPE FESTIVAL

15/05



BUDGET

FESTIVAL ORGANISERS

£150 (transports)

£300 (accomodation)

MAELLA

£200 (living costs)

THIRD QUARTER

JUNE TO SEPTEMBER

1.3.1 EU TOUR

1.3.2 DANCE YOU OFF MUSIC VIDEO

1.2.3 FESTIVAL AND TOUR VLOG

1.3.1 EU TOUR

2/07 until 7/07

PARIS



PRAGUE



BERLIN



BUDGET

MAELLA

£200 (ads)

£700 (flights)

£600 (accomodation)

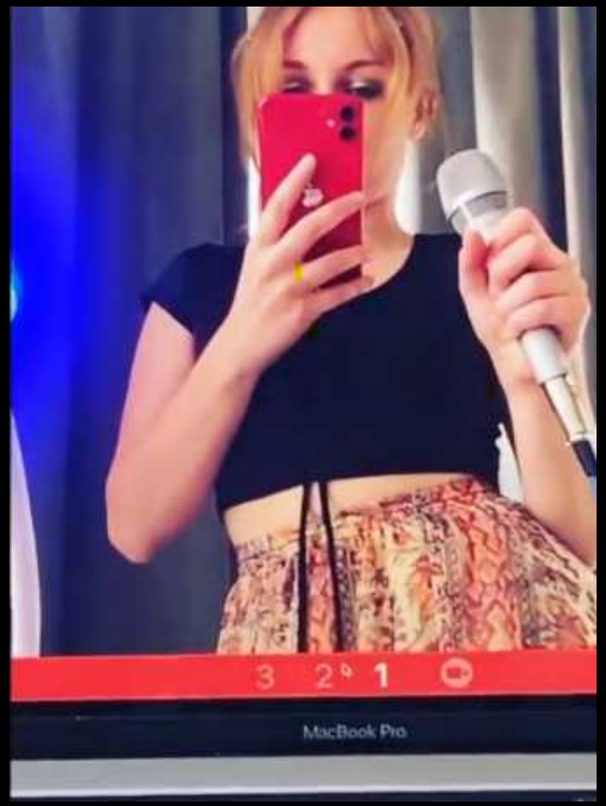
£400 (living costs)

1.3.2 DANCE YOU OFF MUSIC VIDEO

16/07

the original idea:

https://www.instagram.com/p/B-9yMbSHaaS/?utm_source=ig_web_copy_link







BUDGET

MAELLA

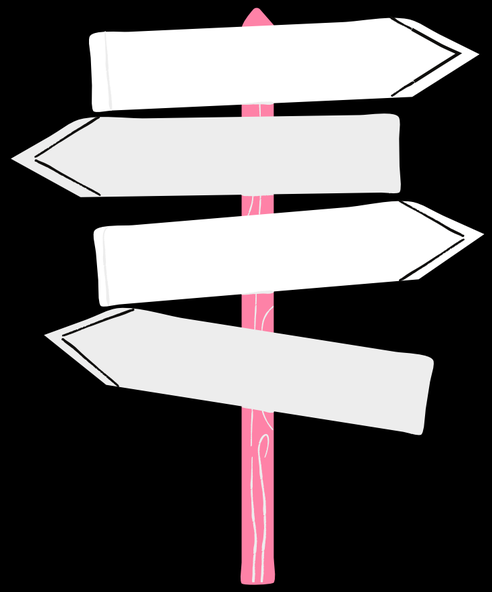
£25 (Rotor Video)

1.3.3 FESTIVAL AND TOUR VLOG

13/08

CONCEPT

While in Brighton for the Great Escape Festival, and in Europe, Maella and her band will capture moments of these experiences in a friendly and relaxed way when they travel and discover the cities but also during their rehearsalsat home and on site on the actual day of the festivals and concerts, as well as during their performances.



IDEAS

https://www.youtube.com/watch?v=_c9JoHCLJ1Q

https://www.youtube.com/watch?v=DysfkjeQ97w

FOURTH QUARTER

SEPTEMBER TO NOVEMBER

1.4.1 MAELLA ft. FLORE - LEAN ON YOU SINGLE RELEASE

1.4.2 MERCH LINE LAUNCH

1.4.3 GEORGIA COVER RELEASE

1.4.1 MAELLA FT. FLORE - LEAN ON YOU

24/09

COVER ART



BUDGET

MAELLA AND FLORE

£50 (photographer)

£40 (ads)

£50 (Playlists Hunter subscription)

=£70 each

1.4.2 MERCH LINE LAUNCH

28/10.

The first drop will include pins and posters.

PINS IDEAS.

DESIGN 1: ACT LOGO





1.4.2 MERCH LINE LAUNCH

28/10

DESIGN 2: LYRICS





1.4.2 MERCH LINE LAUNCH

POSTERS IDEAS.

GONNA HIT THE ROAD

MUSIC ON BASS EXPLODES

RUNNIN' AWAY WITH YOU

JUST LIKE FILMS WARNED ME



YOU MELT RIGHT THROUGH ME

1.4.2 MERCH LINE LAUNCH

BUDGET SUPPORTED BY MAELLA

50 pins = £2,15/unit x 50 = £107.50

50 A3 posters = £0,49/unit x 50 = £24,85

Total cost: £132,35

PRICING

Pin : £5 + £2 postage fee

Poster: £12 + £2 postage fee

1.4.3 GEORGIA COVER SINGLE

November

COVER ART



BUDGET

TILEYARD MUSIC

£50 (photographer)

£70 (ads)

1.4.3 GEORGIA COVER SINGLE

November

SUBMIT SONGS ON:

SUBMITHUB.COM

Get your music heard.



Music Gate Way

Playlist Hunter



TUNEMUNK

daily playlists

FIRST YEAR TOTAL BUDGET

MAELLA: **£2608,95**

AUDIO NETWORK: **£250**

TILEYARD MUSIC: **£120**

FESTIVAL ORGANISERS: **£450**

TOTAL: £3428,95

SECOND YEAR: DECEMBER 2021 TO NOVEMBER 2022

GET EXPOSURE

FIRST QUARTER: DECEMBER 2021 TO FEBRUARY 2022

SECOND QUARTER: MARCH TO MAY

THIRD QUARTER: JUNE TO AUGUST

FOURTH QUARTER: SEPTEMBER TO NOVEMBER 2022

Link to 2d year budget sheet:
https://docs.google.com/spreadsheets/d/1vS5J0j0CctCwDNnethzFsG2Or8Lc9AcETU5I_uOK8pk/edit?usp=sharing

SECOND YEAR GOALS

SPOTIFY MONTHLY LISTENERS	200.000
INSTAGRAM FOLLOWERS	10000
FACEBOOK FOLLOWERS	7000
TWITTER FOLLOWERS	2000
YOUTUBE SUBSCRIBERS	1000

FIRST QUARTER

DECEMBER TO FEBRUARY 2022

2.1.1 SYNC DEAL WITH AIR-EDEL FOR NETFLIX'S SEX EDUCATION SERIES

2.1.2 DR MARTENS COLLABORATION

2.1.3 SUPPORT ACT FOR A BAND

2.1.1 DEAL WITH AIR-EDEL FOR NETFLIX'S SEX EDUCATION SERIES

15/12

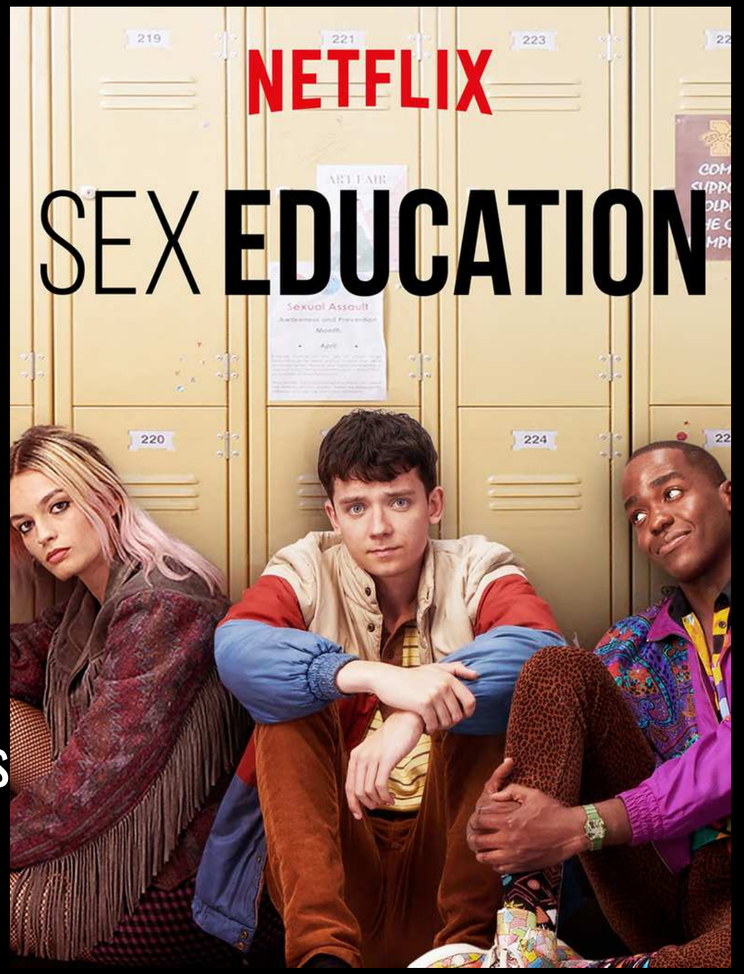


AIR-EDEL

2.1.1 DEAL WITH AIR-EDEL FOR NETFLIX'S SEX EDUCATION SERIES

15/12

Air-Edel is a partner of choice for music directors. From big productions like Bridget Jones' Diary to Oceans 8, it is also in charge of an array of Netflix's series targeted at a teen or young adult audience.



Maella's "Melting Butter" is an incredible fit for the series Sex Education. And this series would be a good fit for Maella too: in 2019, the first season had been watched by more than 40 million households in four weeks. The impact of the series now, almost 2 years later, and the even bigger impact it will have had a year from now is huge.

2.1.2 DR MARTENS BRAND DEAL

10/01

Please take a look at the links below to get an idea of what a brand deal with Dr Martens could mean in terms of exposure for Maella.

https://www.drmartens.com/us/en/dm-presents-rosehardt
https://www.drmartens.com/us/en/dm-presents-lauren-ruth-ward

Dr Martens brand has always created and marketed their products for and by music people. Maella is definitely a rock'n'roll girl, and such a deal could have a huge impact.



2.1.3 SUPPORT ACT FOR A BAND

February

Maella could support a band in London in February 2022 to get more attention. As of November 2020, there isn't much concerts planned but the team must remain attentive to any announcement that will be made. Alternatively, Fergus could contact a few bands who will be releasing an album in Q3 or Q4 of 2021.

SECOND QUARTER

MARCH TO MAY 2022

2.2.1 "STARTED OUT" MUSIC VIDEO

2.2.2 “A NEW FEELING” SINGLE RELEASE

2.2.1 STARTED OUT MUSIC VIDEO

18/03

The ideal scenery would be Maella standing, playing the song with her guitar in different outdoor settings in London. In Primrose Hill, in an empty residential street, in a crowded commercial street, in front of St Paul's, of a pub, of an off-license, in the middle of Millenium Bridge.

BUDGET

MAELLA

£395 (cameraman + video editing Fiverr freelance)

£25 (transports tickets)

2.2.2 A NEW FEELING RELEASE

08/04

COVER ART



BUDGET

MAELLA

£50 (ads)

£50 (Playlists Hunter subscription)

2.2.2 A NEW FEELING RELEASE

08/04

Ideas of playlists to aim for:
SPECIFIC TO THE GENRE







2.2.2 A NEW FEELING RELEASE

08/04

Ideas of playlists to aim for:

SPECIFIC TO THE GENRE







2.2.2 A NEW FEELING RELEASE

08/04

Ideas of playlists to aim for:

SPECIFIC TO THE GENRE





THIRD QUARTER

JUNE TO AUGUST 2022

2.3.1 "MAKE ME DANCE" SINGLE RELEASE - 10/06

2.3.2 GAROROCK FESTIVAL – 24/06

2.3.3 GLASTONBURY EMERGING TALENT SCENE – 28/06

2.3.4 SUPPORT ACT IN PRAGUE - FORUM KARLIN - August

2.3.1 "MAKE ME DANCE" RELEASE

10/06

COVER ART



BUDGET

TILEYARD	MAELLA
£70 (photoshoot)	£50 (Playlists Hunter subscription)
£100 (ads)	

2.3.2 GARORock FESTIVAL, FR

24/06

GARO-ROCK

EXPERIENCE

BUDGET

FESTIVAL

400 flights

500 accomodation

MAELLA AND BAND

200 living costs

2.3.3 GLASTONBURY EMERGING

24/06

TALENT SCENE

2022 GLASTONBURY FESTIVAL OF CONTEMPORARY PERFORMING ARTS

EMERGING TALENT COMPETITION

BUDGET

FESTIVAL

200 transports

300 accomodation

MAELLA AND BAND

300 living costs

2.3.4 SUPPORT ACT IN PRAGUE

August

FORUM KARLIN

FORUM KARLÍN
THE SMART VENUE

BUDGET

FORUM KARLIN	MAELLA AND BAND
400 transports	300 living costs
	0 accomodation

FOURTH QUARTER

SEPTEMBER TO NOVEMBER 2022

2.4.1 ROCK EN SEINE FESTIVAL - 02/09

2.4.2 FESTIVALS VLOG - 28/09

2.4.3 DANCING QUEENS EP RELEASE - 28/10

2.4.4 O2 VENUES UK TOUR - OCTOBER/NOVEMBER

2.4.1 ROCK EN SEINE FESTIVAL

02/09



BUDGET

FESTIVAL

£600 Eurostar

£500 accomodation

MAELLA AND BAND

£300 living costs

2.4.2 FESTIVALS VLOG

28/09

CONCEPT

While touring during the summer in UK and Europe,
Maella and her band will capture moments of these experiences
in a friendly and relaxed way when they travel, during their
rehearsals at home and on site on the actual day of the festivals
and concerts, as well as during their performances.

BUDGET

MAELLA

£150 video editing (Fiverr freelance)



ideas:

https://www.youtube.com/watch?v=_c9JoHCLJ1Q
https://www.youtube.com/watch?v=DysfkjeQ97w



2.4.3 "DANCING QUEENS" EP RELEASE

28/10

COVER ART



BUDGET

TILEYARD MUSIC

£100 (photoshoot)

£500 (publicist)

£200 (ads)

£500 (outdoor ads)

2.4.3 "DANCING QUEENS" EP RELEASE

28/10

RADIOS

95-106 CAPITAL FM

heart
more music variety

BBC RADIO 1

2.4.3 "DANCING QUEENS" EP RELEASE

28/10

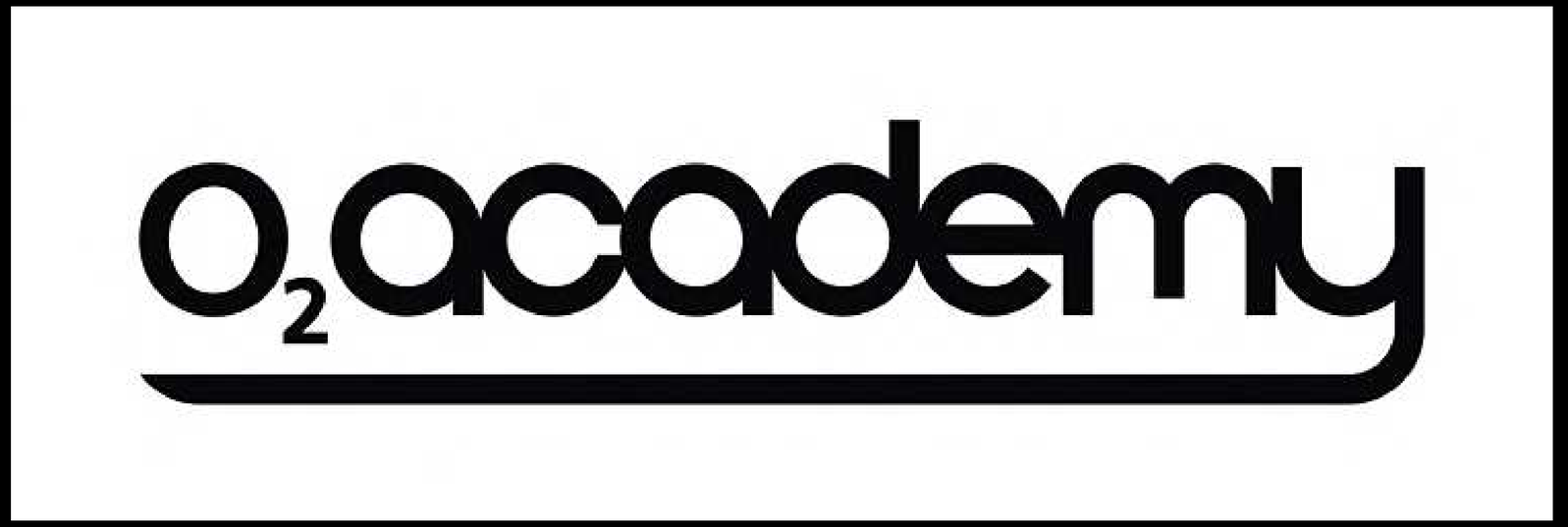
RADIOS

BBC MUSIC introducing... LONDON

Soho Radio

2.4.4 O2 VENUES UK TOUR

28/09



O2 Academy Islington : 28/10

O2 Academy Bristol : 31/10

O2 Academy Birmingham: 01/11

O2 Academy Glasgow: 03/11

BUDGET

O2 VENUES	TILEYARD MUSIC
£200 (online ads	£1000 (transports)
£500 (outdoor ads)	£1000 (accomodation)

SECOND YEAR TOTAL BUDGET

MAELLA: **£1811,2**

TILEYARD MUSIC: **£3470**

FESTIVAL ORGANISERS: **£2900**

O2 ACADEMY: **£700**

TOTAL: £8881,2

THIRD YEAR: DECEMBER 2022 TO NOVEMBER 2023

FIRST QUARTER: DECEMBER 2022 TO FEBRUARY 2023

SECOND QUARTER: MARCH TO MAY

THIRD QUARTER: JUNE TO AUGUST

FOURTH QUARTER: SEPTEMBER TO NOVEMBER 2023

Link to 3d year Budget Sheet: https://docs.google.com/spreadsheets/d/19Mwi7qmMeBHI1A1I1MfpYKt6jUB60ayUdGhBECAneDM/edit?usp=sharing

THIRD YEAR GOALS

SPOTIFY MONTHLY LISTENERS	400.000
INSTAGRAM FOLLOWERS	50000
FACEBOOK FOLLOWERS	14000
TWITTER FOLLOWERS	5000
YOUTUBE SUBSCRIBERS	5000

FIRST QUARTER

DECEMBER TO FEBRUARY 2023

3.1.1 NEW MERCH LINE LAUNCH

3.1.2 BEHIND THE SCENES "DANCING QUEENS" EP CREATION VIDEO

3.1.1 NEW MERCH LINE LAUNCH

1/12





3.1.1 NEW MERCH LINE LAUNCH

1/12





3.1.1 NEW MERCH LINE LAUNCH

1/12



CD WITH CARD SLEEVES



SIGNED CD WITH CARD SLEEVE

3.1.1 NEW MERCH LINE LAUNCH

1/12



BUNDLE T-SHIRT+SIGNED CD



BUNDLE HOODIE + SIGNED CD

3.1.1 NEW MERCH LINE LAUNCH

BUDGET SUPPORTED BY MAELLA

20 white t-shirts = £13,02/unit x 20= £260,40
20 black t-shirts = £13,02/unit x 20= £260,40

15 white hoodies = £10,38/unit x 15= £155,70
15 grey hoodies = £10,38/unit x 15 = £155,70

100CD= £3,144/unit x 100=£314,4

(all prices include VAT)

= £1146,60

PRICING

T-shirt: £22+ £2 postage fee
Hoodie: £35+ £2 postage fee

CD: £12 + £2 postage fee
SIGNED CD: £20+ £2postage fee

BUNDLES:
T-shirt + signed CD= £35 + £2 postage fee
Hoodie + signed CD=£48 + £2 postage fee

3.1.2 MAKING OF "DANCING QUEENS"

11/01

CONCEPT:

When Maella and her band compose and record the "DANCING QUEENS" EP they will capture moments of the process at every step.

IDEAS:

https://www.youtube.com/watch?v=hk3KPa6zWzo

https://www.youtube.com/watch?v=WK8bsQJ2mrk

https://www.youtube.com/watch?v=QSPwcb_Nwc8

BUDGET:

MAELLA

£150 video editing (Fiverr freelance)

"EP CREATION VIDEO

SECOND QUARTER

MARCH TO MAY 2023

3.2.1 “DANCING QUEENS” EP LIVE VERSION -24/03

3.2.2 “WHEN THE NIGHT IS OVER” MUSIC VIDEO – 11/05

3.2.1 "DANCING QUEENS" EP LIVE VERSION

24/03

COVER ART



BUDGET

MAELLA

£50 (ads)

£50 (Playlist hunter subscription)

3.2.2 "WHEN THE NIGHT IS OVER"

MUSIC VIDEO

11/05

The concept would be: Maella going home after a night out, either during the night or in the early morning. She's alone with her thoughts and reflects on them but she's not feeling well. Along the way, she sees people working or on their way to work. It only adds to her despair.

IDEAS:

https://www.youtube.com/watch?v=6366dxFf-Os

https://www.youtube.com/watch?v=vs610Hs2g-w

https://www.youtube.com/watch?v=x_x9tB2Qsyk

BUDGET

MAELLA
£395 (videographer + editing)
£25 (transports)

THIRD QUARTER

JUNE TO AUGUST 2023

3.3.1 GLASTONBURY FESTIVAL - JOHN PEEL STAGE 26/06

3.3.2 MELT FESTIVAL, GERMANY 14/07

3.3.3 LES VIEILLES CHARRUES FESTIVAL, FRANCE 20/07

3.3.1 "GLASTONBURY FESTIVAL

26/06



BUDGET

FESTIVAL

200 transports

300 accomodation

MAELLA AND BAND

300 living costs

JOHN PEEL STAGE

3.3.2 MELT! FESTIVAL , GERMANY

14/07

MELT

BUDGET

FESTIVAL	MAELLA AND BAND
500 fligths	300 living costs
400 accomodation	

3.3.3 LES VIEILLES CHARRUES FEST

20/07



BUDGET

FESTIVAL

500 fligths

400 accomodation

MAELLA AND BAND

300 living costs

FOURTH QUARTER

SEPTEMBER TO NOVEMBER 2023

3.4.1 MAELLA ft. NICOLAS JAAR - ILLUSIONS - 29/09

3.4.2 ZADIG & VOLTAIRE BRAND DEAL - 15/10

3.4.1 MAELLA FT. NICOLAS JAAR

29/08

COVER ART



BUDGET

ROUGH TRADE RECORDS

£70 (ads)

£400 (online ads)

£500 (outdoor ads)

3.4.2 ZADIG & VOLTAIRE BRAND DEAL

15/08

https://zadig-et-voltaire.com/eu/fr/zadig-backstage-zvtribe-fr

Zadig & Voltaire have created a "tribe", composed of artists who represent the brand's interest all around Europe.
Composed of models and artists, the website announces that the tribe will expand and new talents will join it.
Maella's image of rock'n'roll princess would fit to their idea of brand ambassador.



THIRD YEAR TOTAL BUDGET

MAELLA: **£3008,2**

ROUGH TRADE: **£970**

FESTIVAL ORGANISERS: **£2100**

TOTAL: £6078,2