

BEKa

Presentation

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Module Title : Entertainment Marketing

Module Number : BMTY7003

Assignment Title : Presentation

Module Lecturer's Name : Tim Ferrone

Artist Summary

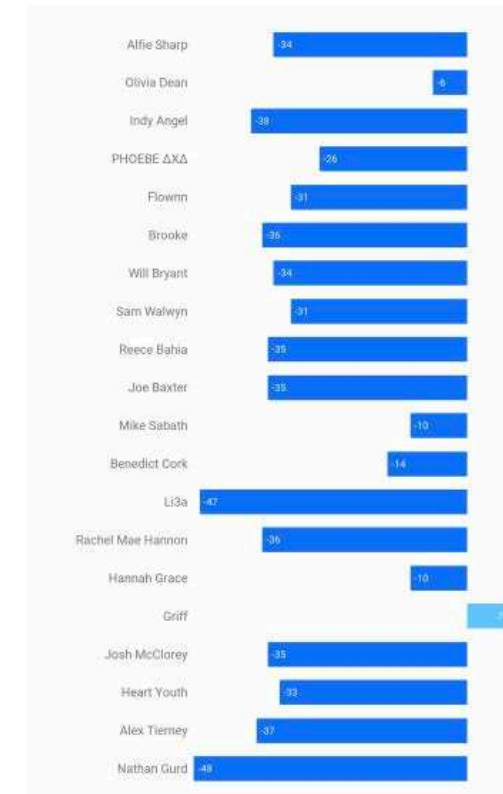
BEKA is a thought led artist who through music, art and conversation creates a universe of wonder where people are known, loved and alive. Everyone is led by, shaped and inspired by significant experience or compelling perspectives throughout their lives. It forms our individualism and informs our collective cultures. At worst, these nuances also hold the power to divide, make us misunderstood and lonely. When there's no place for conversation how do we grow in love, truth, understanding, and appreciation

Timeless art and music catalyse conversations that cross boundaries, re-align internal compasses and peel back layers as we search for personal truth. It moves us all and connects to our humanity. To find love, find ourselves and live free.

This is the universe of BEKA. An inclusive conversationalist connecting us all in open dialogue as we journey through life's narratives, finding joy and truth in collective wondering.

Spotify Related Artists

Net popularity of related artists



Less popular than
BEKA

More popular than
BEKA

Five most related artists



Alfie Sharp

Spotify Popularity
index: **26**



Olivia Dean

Spotify Popularity
index: **54**



Indy Angel

Spotify Popularity
index: **22**



PHOEBE ΔXA

Spotify Popularity
index: **29**



Flownn

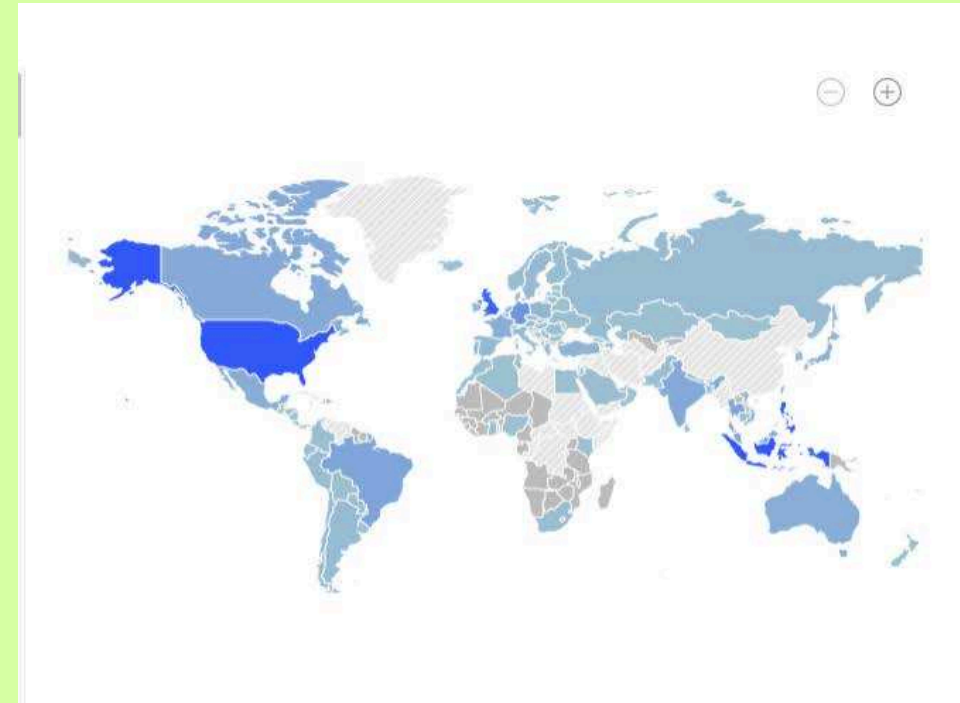
Spotify Popularity
index: **29**

Digital

- 110 Million Cumulative Streams Across three features to date: 'Location Unknown', 'Crying Over You' 'Crying Over You ft. RM'
- Acoustic Version of 'Location Unknown' with BEKA outperformed original by 30Million Streams.
- Currently Averaging 100,000 Streams Per day
- 79% of listeners 27 years old or below
- New Music produced & Co-written by frequent collaborator Honne.
- Honne also feature on track "More Than Friends"
- BEKA has a growing audience in Asia which is reflected by engagement on socials and streaming services.

Global

- Spotify monthly listeners (as of August 2020)
- Indonesia - 440,000
- United States - 150,000
- Philippines - 125,000
- United Kingdom - 107,500
- Germany- 52,000
- Brazil - 33,000
- Thailand - 30, 000
- Malaysia - 29,000
- India - 28,000
- Taiwan 26, 000



Brand Concept

Universe

Concept: Universe

The word universe translates to a particular sphere of activity or experience. This concept was borne from BEKA's initial inspiration of using the word as an artist name.

Curious by nature, BEKA's messaging observes and explores both individual and collective thought patterns. She questions the human experience and invites us into a dialogue that is open to diverse perspectives.

"It's only when diverse perspectives are included, respected, and valued that we can start to get a full picture of the world..."

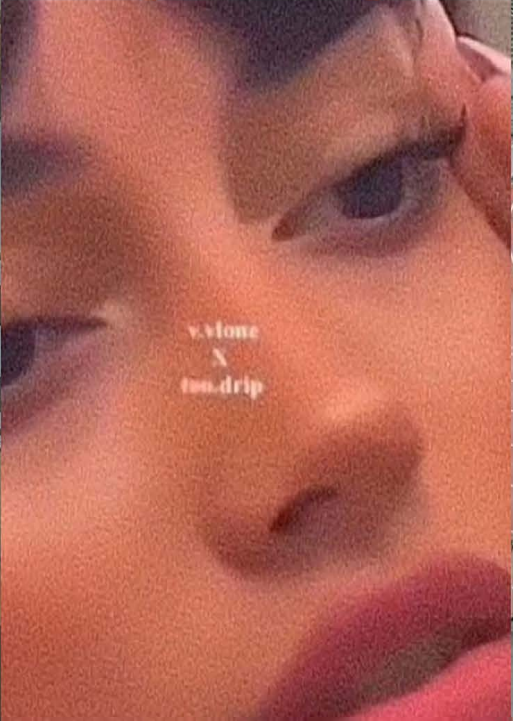
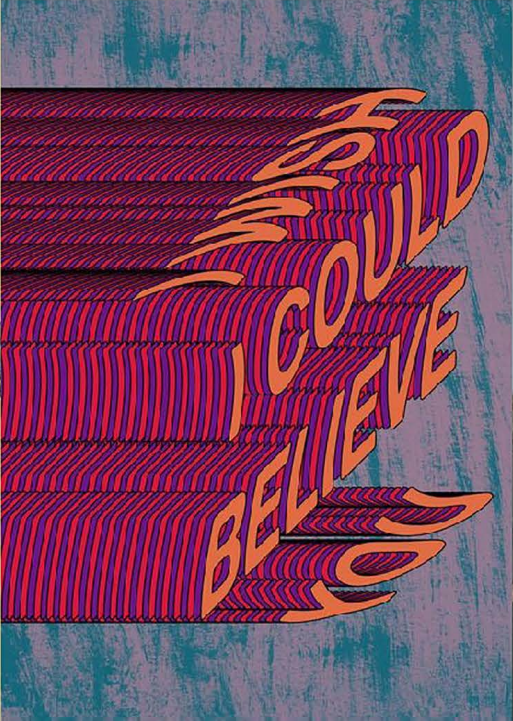
– Brené Brown

Playful Curiosity

With a strong desire to know or learn, BEKA's leading value is demonstrated by playful curiosity. Experience and perspective are obtained through exploration and observation done so in a playful manner.

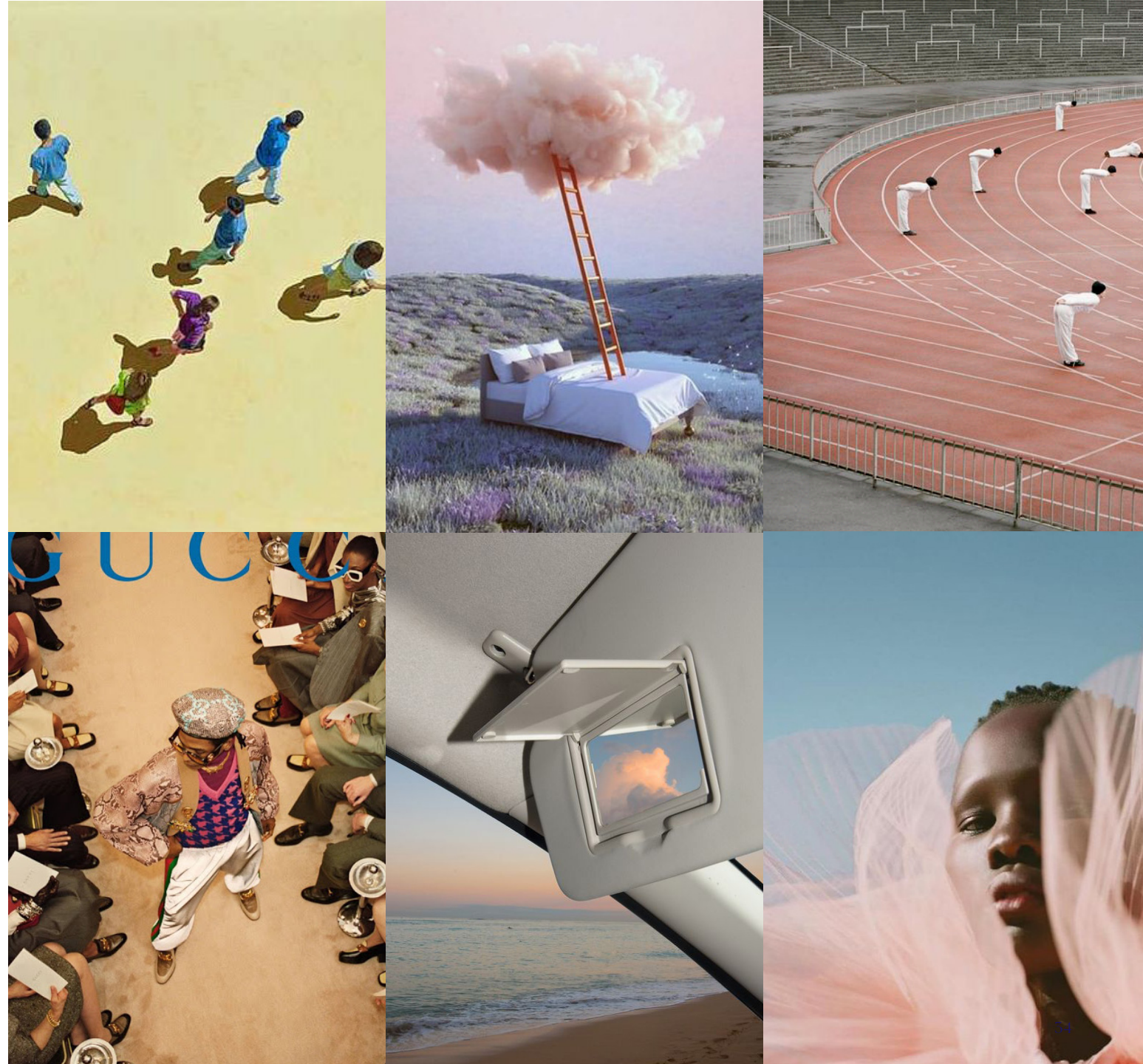
Visually this value is translated through playful imagery that evokes a sense curiosity through perspective, styling, and subject matter.





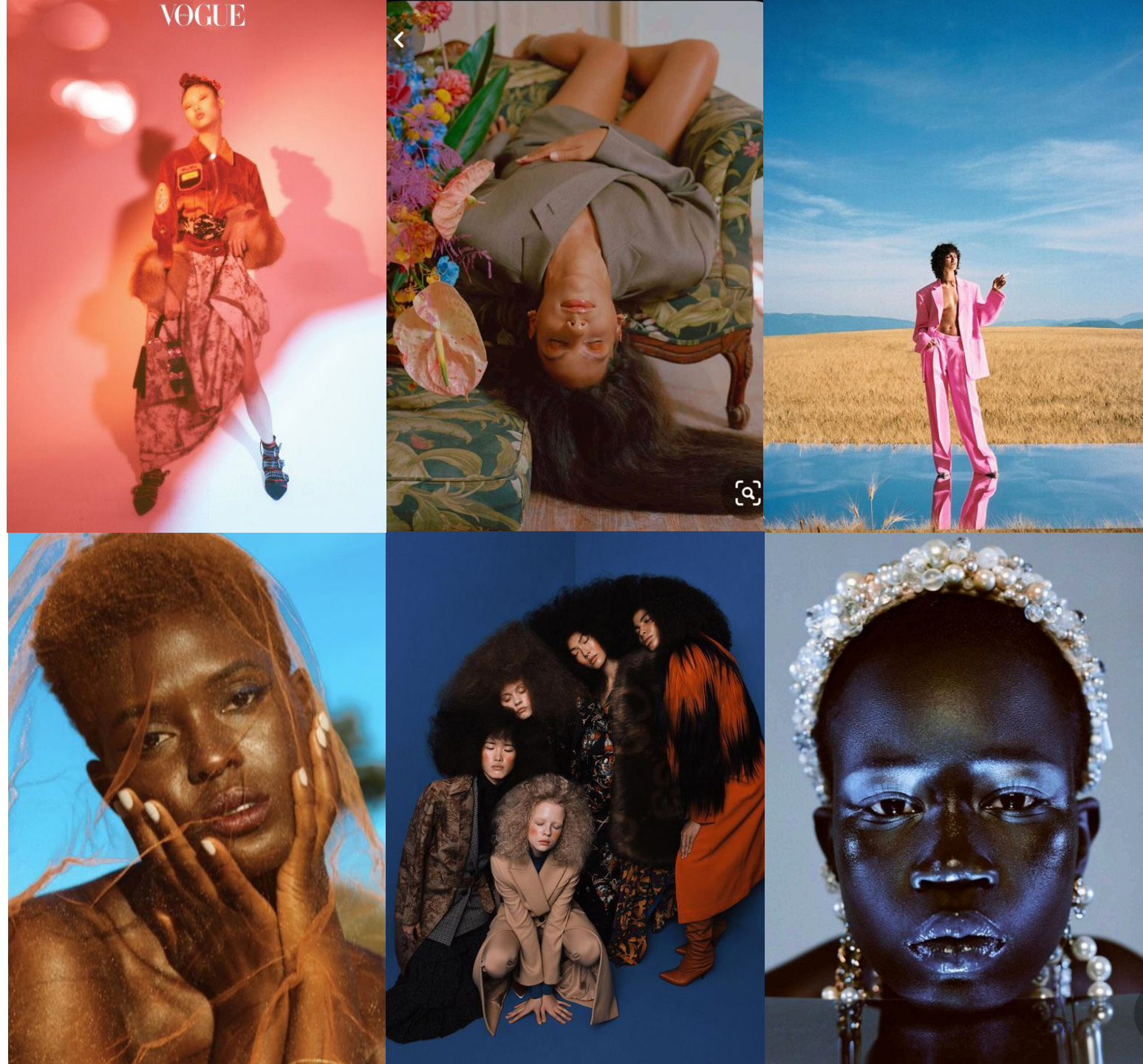
Artwork

BEKA's artworks are to portray existing matter and space considered as a whole, (the idea of the cosmos - the universe seen as a well-ordered whole). These artworks are to focus on individuals or multiple subjects that speak into the collective, singular or reimagined human experiences.



Artist

BEKA's artist shoots are to elicit the idea of both observation and perspective. BEKA is to be photographed in sets that create a sense of unusual perspectives or the artist in a state of observation. The visual aesthetics are to be bright in colour and styling, to depict her value of playful curiosity and a balance between the masculine and feminine.



Live

Utilising light as the main driver of BEKA's live photography, these images are to characterise the sense of wonder and the universe. The live aesthetic is to be playful in its approach and using the idea of 'unique perspectives' to capture each of these experiences.



RELEASE TIMELINE

March 12th - My One

April 9th - EP1 announcement

May 7th - I'll Be There EP 1

June 25th - You Got (The Fire)

July - Feature track on different project

Aug 13th - We Move

Sept 17th - Love Me All The Same

Oct 1st - EP2 announcement

Oct 22nd - You Got (The Fire) EP 2

*Please note that song titles could change but the above represents the desire to keep momentum with the release throughout the year.

Press and Radio

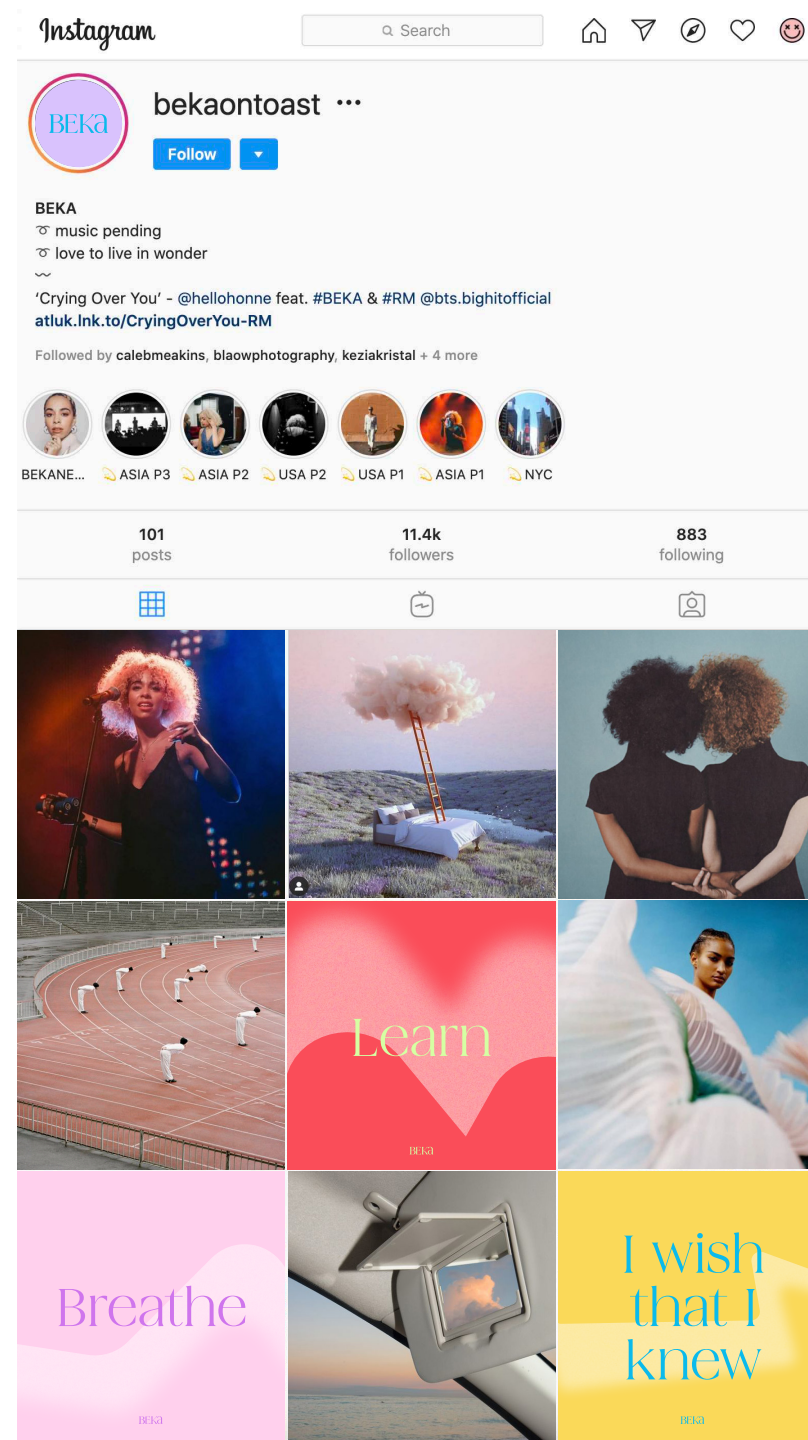
Radio 1	Radio 2	BBC Radio 4	BBC 5 Live	Apple Music 1
<i>Begin with:</i> Future Sounds w/ Annie Mac Future Artists w/ Jack Saunders The Chillest Show w/ Sian Eleri BBC Introducing w/ Gemma Bradley Rickie, Melvin and Charlie Jeremiah	New To 2 Steve Wright Rylan Jo Whiley Dermot O'Leary	Loose Ends	Laura Whitmore	Zane Lowe Elton John Rebecca Judd
<i>Followed by:</i> Best New Pop Clara Amfo Nick Grimshaw Greg James Scott Mills Adele Roberts Arielle Free Matt & Mollie Jordan North				

Premieres	Features	Post	Playlists
Clash	Clash		
The FADER			
Wonderland	Wonderland		Wonderland
SCHON!	SCHON!		
		NME	NME
	CLOUT	CLOUT	CLOUT
	Noctis Magazine	Noctis Magazine	Noctis Magazine
Notion	Notion		
	1883	1883	1883
The Line of Best Fit	The Line of Best Fit	The Line of Best Fit	
	MTV		

Social Media

BEKA's social media strategy focuses on establishing meaningful connections and creating a dialogue with her audience by the means of playful curiosity. Her feed focuses on sharing original content with meaningful captions that spark a conversation or demonstrate observation. Authenticity is key here. Her stories and twitter pedestal questions that act as an invitation to seek her audience's perspectives and thoughts.

BEKA's social media platforms will include a curated set of posts that combine photography and design to paint the bigger brand look and feel.



I've been
crying
over you

BEKA

Love to
live in
wonder

BEKA

Bookings

Store

Music

Video

Tour

About



BEKA World Tour Stickers
£5

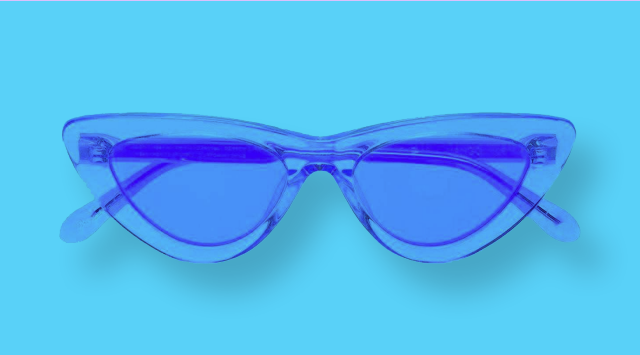


Cloud Enamel Pin Badge
£10



BEKA Tee
£15





BEKa

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