Maia Onda – Echoes
Artist Campaign

By EKEA Group

Contents

Artist Campaign 3
Maia Onda 3
Press Kit 4
Audio 4
Iconography & Artwork 5
Merchandise 9
To see further work from the Portfolio, Please follow this Link 11
Bibliography 12

Artist Campaign

The EKEA Group comprises Elle Bowen, Kirsten Davis, Emma Squire, and Anja Wilawitzer. We have the task of creating an artist campaign for an original single and a remix of the single. We needed to develop the associated assets to accompany the singles, including Artwork, EPK, an operating Budget and creating the tracks themselves.

Before we started putting the work together, we had a few group meetings. The first was to decide on the artist and begin identifying strengths within the group to easily divvy up the tasks and decide which of the optional tasks we would include in our campaign. Anja had proposed an artist in Austria who is local and up-and-coming, Maia Onda(*Figure 2*). Anja is our artist contact getting a survey of different information. We received two tracks to choose between, an array of professional photos and previous venues where Maia has performed. These previous assets meant we could create an artist's image and begin working on the assets.

Maia Onda

Maia and her management were able to give us a better insight into her as a musician…

"In just under 21 years, Maia Onda has already done the groundwork of building her musical career; as a singer, writer and producer, playing multiple instruments, she already placed her singles in national airplay charts. As a 13 year old teenager, she started recording her own songs and publishing them on her youtube channel. Her passion for composing and writing music is everlasting and gives her indistinguishable focus. While her releases have already sparked interest of national media outlets, Maia Onda kept exploring new studios in different cities, working with countless reputable musicians. What truly makes her out are her catchy melodies paired with a truly musical taste in composition and arrangement, packaged with her visual aesthetic. Maia Onda is dealt as a promising newcomer, who can expect a lot from in 2023". To see more about Maia, please refer to Figure 1.

Figure 1 – About Maia Linked

Before our Second Group meeting with Maia as our artist, we had decided that ‘Echoes’ would be the track we would use, not ‘This isn’t Over’. We decided that as much as ‘This isn’t Over’ would be a great song to use in the campaign, it could be much harder to remix. During the group meeting, we collectively contributed to Elle’s mood board (Figure 2). It was an excellent time to see where we were with the project. Our group have different interests in music and the industry. Our differences made for creative perspectives on what we saw of Maia and our different outlooks on each track. We also decided on the mood and colour palette for the assets. Elle also has a friend who creates Drum and Bass music and has created remixes. Elle got in touch to see what price this would usually cost. He returned with around £500 for the work and expertise which will make the remix.

Figure 2 – Mood board Linked

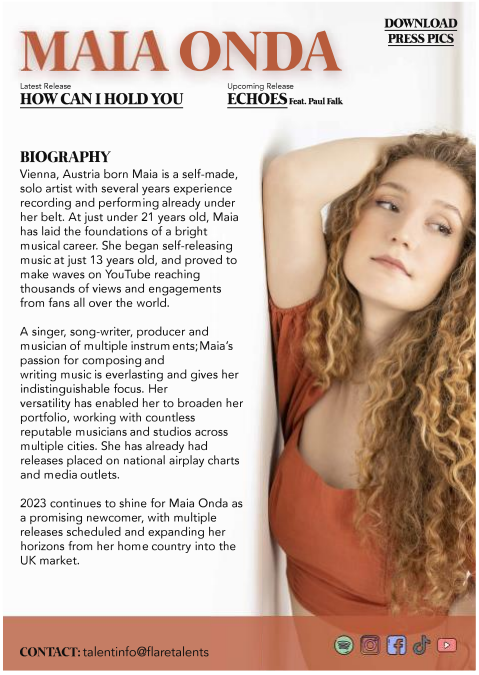


*Figure 3 – **EPK Linked***

Press Kit

Elle created the overall EPK pictured here. Attached is the link to the EPK, where Elle has linked to Maia’s new track “Echoes”, her last release ‘How can I hold you”, and in the top right, you can find a link to other press photos to use. Please find links to Maia’s social media on the bottom right. This piece is simple and effective and would give Press what they need with little need for questions.

Audio

As mentioned above, Maia provided us with two unreleased tracks. ‘Echoes’ featuring Paul Falk was the song we chose. Here is the snippet from Maia describing the song “The creation process was a songwriting session with my producer, we wanted to write a piano ballad because it was just the mood :) He played the chords and the chorus was the first melody that came to my mind :) While jamming, the hookline "tell me why can I still hear the echoes" came out pretty quickly, and based on that, I finished the lyrics :)The lyrics are about getting over a low phase, e.g. a depression or a burnout. The symptoms come up again and again in small parts, although you actually think you're doing well again. How exactly you respond to it and what you hear is up to you.”

With this quotation from Maia, we decided to create a story for the song. Including the ideas we had already come up with via Elle’s Mood Board, Anja suggested that the release date be 10 October as it

is mental health day. The chosen date paired well with the Autumn feel of the track and, again, the mood board Elle had put together.

Next was the remix, Created by a friend of Elle's, Maru Ten. 'The Corner' is a drum and bass remix. It changes the vibe of the song. The remix focuses on a different part of the track rather than 'Echoes'. It focuses on "but if I'm stable now, is it round the corner". The genre on the remix is in trend with songs like '21 Reasons' by Nathan Dawe Featuring Ella Henderson, who spent 24 weeks in the charts (*21 Reasons | full Official Chart History | Official Charts Company*, no date). The genre of the remix can also be compared to 'Go' by Cat Burns, who was remixed and released nearly two years after by 'Goddard'. The soft, sad, and slow song has since become a dancefloor hit, giving the music more reach and feel. The original video for "Go" has a breakup setting with a very low mood, and unfortunately, there was no video for the remix. Cat Burns, however, did play the Goddard remix at the BRIT awards in 2023, potentially to increase the reach of her music.

Iconography & Artwork

To continue about the songs themselves, I began creating the iconography and artwork. In our previous meeting with the mood board, we collated some videos that seemed to us like they were along the same lines. Also, I investigated similar artists in the same genre. One artist I compared Maia to was Christina Perri, finding similar notes in songs like 'A Thousand Years' and 'Jar of Hearts'. There are similarities in this set of songs. Firstly, the instrumentation is kept very simple, with a vocal and piano being the main lead lines in each piece. All the songs also have an addition of string instruments to provide emphasis on the chorus. Despite having the same tone, the subjects of the songs are different. As mentioned above, Christina Perri sings about love and breakups, while Maia refers to "getting over a low phase".

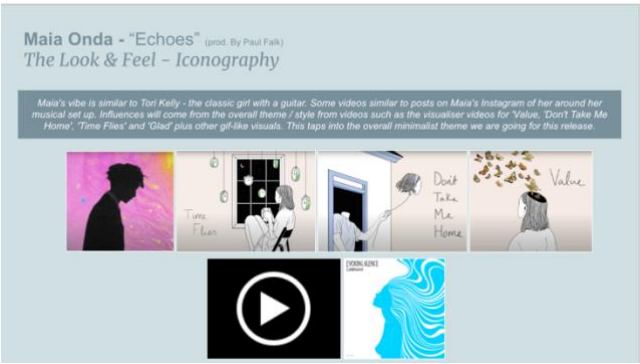


Figure 4 – Mood Board Linked

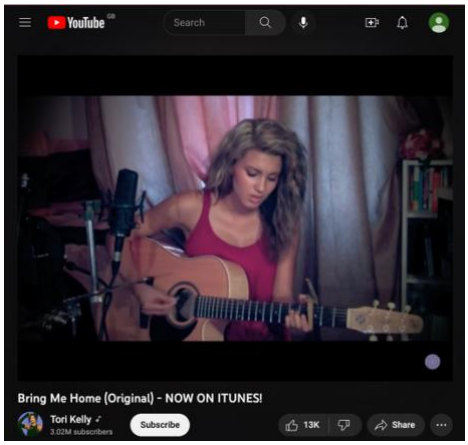


Figure 5 - Tori Kelly - Bring Me Home

Another artist I paired with Maia is Tori Kelly. Tori Kelly is YouTuber, an Ex-American idol contestant who turned 2 Time Grammy winner. What specifically coupled these two artists was Tori Kelly's old presence on YouTube *(Figure 5)*. Referring to the mood board *(Figure 2),* "Vulnerable" comes to mind as a post by Maia that gave a similar impression *(Figure 6)*. Both provide a feeling of independence, creating and producing original music. To further the connection between the two musicians and refer to the mood board again, another word to describe Maia's "Echoes" was "minimalist".

Figure 6 - Maia Onda

The second, third and fourth images in *Figure 4* are from Tori Kelly's 'Solitude' album. Instead of creating music videos, Visualiser's video

accompanies the album. Visualisers are a type of simple looping animation that complements the music (*What in the World is a Visualizer?* No date). What is unique about the Visualisers is that they appear hand-drawn and follow the "minimalist" agenda that EKEA are trying to create.

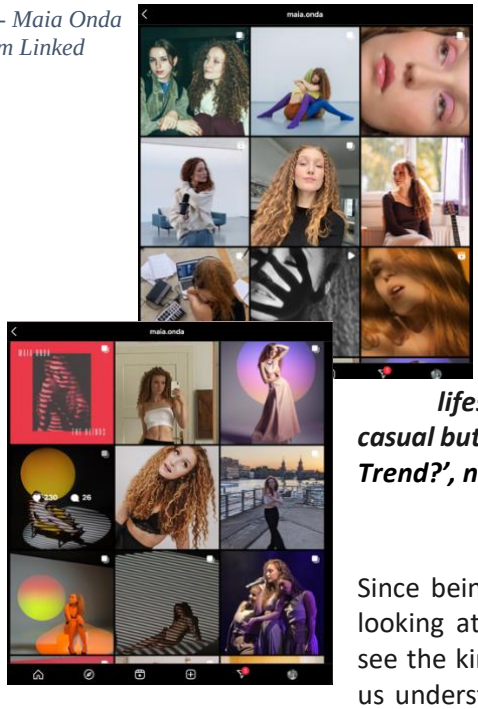
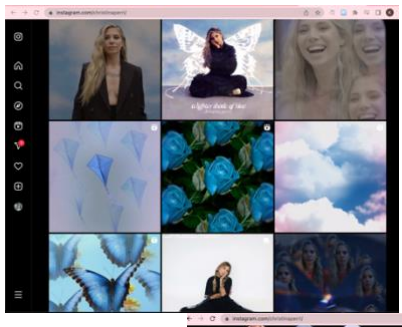


Figure 7- Maia Onda Instagram Linked

Maia's Instagram (*Figure 7)* was my first research into the artist. Mixed with promotional content from Maia's previous releases, a better picture of who Maia is, is gained from the photos she shares. In some notes made whilst looking at the Instagram, I referred to Maia as having a 'Clean Girl Aesthetic'. The aesthetic is a recent Lifestyle and style trend to hit social media like TikTok (*What is the 'clean girl aesthetic' and why is it all over my TikTok FYP?* 2022).

"The term clean girl aesthetic refers to a beauty, fashion, and lifestyle trend based around a look that's intended to appear elegantly casual but also minimalist and effortless." ('What Is The "Clean Girl Aesthetic" Trend?', no date)

Since being compared to Christina Perri, looking at her Instagram was helpful to see the kind of content posted. It helped us understand what sort of artwork and iconography we could create using Maia's resources.



Looking at Figure 8, Christina's Instagram, our mood board resembles the Instagram posts. To take some of the words from the Themes & Feelings page of the mood board *(Figure 2),* "blue", "Smoky Colours", and "wistful" are all descriptions of Christina Perri's Instagram. I then took some ideas from Instagram to influence some of the Iconography and Artwork. Inopportunely, Tori Kelly has recently rebranded her Instagram to match her latest single, an image that does not correspond with the themes and Clean Girl aesthetics we want to recreate.

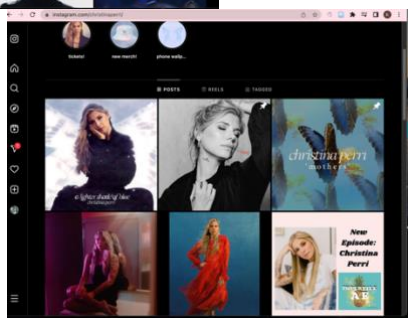


Figure 8 - Christina Perri's Instagram Linked

MAIA ONDA

Figure 9 - Maia's Chosen Font - Mermaid

Figure 10 - The Groups Top 4 Fonts

Before creating the Iconography and Artwork, we needed to decide on a font. Maia used the 'Mermaid' font *(figure 9)*. We now had access to the font, meaning we could stick to Maia's standard promotional font when designing artwork. As a team, when looking at the mood board, we looked through fonts on the website dafont.com (*DaFont - Download fonts*, no date). This website is where the font 'Mermaid' can be found. The aim was something that appeared handwritten, to keep in with the 'Minimalist' and 'Wistful' theme. *Figure 10* shows the top four fonts. The second font was the group's selected choice due to readability and ease to transfer across different materials. The font needed to translate across the various platforms the group used.

Figure 13- Echoes Reel 1

I created promotional work for TikTok, Instagram reels and Spotify Canvas to accompany the song. The first takes some prompts from Christina Perri's Instagram, with many butterflies and flowers. Maia's Instagram lot held much more sunshine in her photos; also, there are many central, bright pinpoints. The bright circles could be associated with the sun hence the use of sunflowers *(Figure 11)*found on Shutterstock (*Sunflowers Bouquet Wild Flower Isolated Stock Vector (Royalty Free) 1139205416*, no date).

Figure 12 - Echoes Reel 2

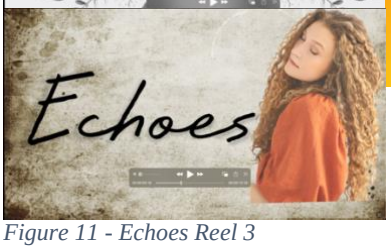


Figure 11 - Echoes Reel 3

Figure 12 shows just a snapshot of one of the reels. It uses a zoom effect on the whole picture to bring in the summer colours associated with Maia's Instagram. This content could be changed to accompany tour dates, other releases or even just information that Maia could release. The last reel, *Figure 13,* came from the idea of lyric videos. This reel gives a homemade feel like a fan made it; it might be an idea to modify it into a full lyric video. The word 'Echoes' loops around in the reel as if handwritten.

To continue with lyric videos, Elle also put together two ideas for a professional lyric video, combining her previous skills and ideas from the mood board. Using the project's chosen font and countless pictures of Maia keeps the videos true to the track's tone.

Figure 15 - Echoes Lyric Video 1

Figure 14 - Echoes Lyric Video 2

I needed to create artwork for the single alongside the promotional video content. *Figure 17* shows the prototype with a shadow on the title to imitate an echo. Focusing on the word 'Echo" was the main creative point. The prototype makes Maia the focus point, and her hair is a distinctive factor in identifying Maia and her music. Nonetheless, the prototype was just a working theory, an idea. *Figure 16* is the Single cover that we had decided. We were replicating the "echo" in the image of Maia, a different image than previously used. The facial expression on the image gave more of a "wistful" and "melancholic" feel, keeping in with the themes mentioned. The design is relatively simple to keep the "minimalist" theme we had previously decided. The "Make Believe" font is still used in the artwork to add continuity.

Figure 17 - Prototype Single Cover

Figure 16 - Single Cover

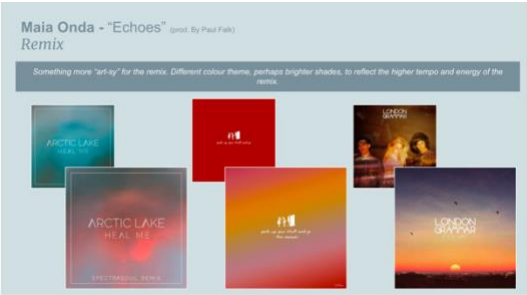


Figure 19 - Mood board Remix Cover Example

Figure 18 - Remix Cover Collection

Next was the remix artwork. In the Mood board meeting, we had put together some ideas for songs that had remixes like we were looking to recreate. The images to the forefront were the influence used to create the remix artwork. These examples are straightforward, copying the original artwork, apart from the last example, which has more of the idea I used when designing the artwork. Containing a rearrangement of colours, the title of the song, the band name, the artwork is plain but practical. Something different I added was the name of the remix artist Maru Ten in an attempt to provide credit.

I mixed up a few colour palettes to add different tones to the remix track. The decided artwork is at the bottom right in *Figure 19.* The artwork impersonates the examples from our research whilst still having an original spin.

After making the four different artworks, ideas were added to the making of the reel to complement the remix, the drum and bass nature allowed for many colours, creating the reel. (attached to *Figure 19*)

Merchandise

In time for the release, we would release some Merchandise. We will use social media, as it will be great to post a few options for the fan base to interact with Maia Onda. We will use Instagram stories with votes to get fans to vote on their preference for types of merchandise and even designs.

With the Marketing Plan being eight weeks, we need to release the above plan early in the scheme to give us time to design and market potential merchandise. For example:

Week 1	• Release open-ended questions asking the fans over all socials, 'What merchandise do they want to see'. We will leave this open for a week to get plenty of responses from the fans. • We will check comments, reactions and replies to stories, posts and TikTok for fan preference.
Week 2	• Release four designs • Give the fan base a chance to respond to their favourites so we can decide what is best for the fan base and our costs.
Week 3	• Competition for the fans to win a giveaway • Pre-save, Share and tag friends for entries – to win one of each merchandise that we would send out to the lucky fan once produced (week 7/Week 8)
Week 4	• Competition continues In the background • We secure the company we want to produce and distribute the merchandise.
Week 5	• We start a Pre-sale (so as not to lose money due to being over budget) • Pre-sale would start hype; we would need to specify to the Fan base about the wait time. • To reduce Postage costs and increase attendance to any live shows, we would provide fans with a barcode after buying to give them the merch they purchased.
Week 6 & 7	• Production and Delivery for Week 8 to Maia
Week 8	• Have the Merch Delivered to Maia – in Graz, Austria. • We can bring it to each venue with her. • Looking at her Chart metrics as provided by Emma, we can see her fan base is global, with lots of people listening in the USA and UK • We must include a postage option for those who cannot attend the live shows and add the packaging and posting costs. Especially with International Post, as this will be costly.

Here are two examples of the sorts of costs for merchandise. The first is an Austrian-based company called 'ApparelnBags', and the second is a German-based company called 'Spreadshirt'.

Merchandise Costs	Quantity	Cost (Per Item) (£)	Cost (Total Quantity) (£)	Volume Discount Price (£)	New Cost with Volume Discount
Merch 1 - ApparelnBags					
Unisex T-shirts	72	9.97	717.84		
Tote Bags	50	4.95	247.5		
Total	122	14.92	965.34		
Merch 2 - Spreadshirt					
Unisex T-shirts	72	27.99	2015.28	13.99	1007.28
Tote Bags	50	19.99	999.5	9.99	499.5
Stickers	50	2.79	139.5	1.95	97.5
Total	172	50.77	3154.28	25.93	1604.28

Figure 20 - Cost Table

The merchandise quantity went with was 72 Unisex shirts and 50 tote bags, and with 'Spreadshirt', an additional 50 stickers were added, of which we would have two designs. *Figure 20* shows what the merchandise would cost from each company. Highlighted in blue would be the cost. Hence, the suggested pre-sale since we had already hit the budget before considering merchandise costs. We would need to secure funds before we go ahead and secure merchandise.

Figure 21 and *22* shows the profit with different markup prices for both providers. If we were to pre-sale and sell everything at an 8% markup price, we would not make much of a profit, meaning we would need to rely on Kickstarter to fund outside our budget. However, this was just an average markup for speciality brands (*What Is the Markup Percentage for Retail Clothing?* no date)– brands that would potentially be more costly.

Merchandise Selling Price	Quantity	Cost (Per Item) (£)	Mark up Price 8% (Per Item)	Mark up Price 50% (Per Item)
Merch 1 - ApparelnBags				
Unisex T-shirts	72	9.97	10.7676	16.1514
Tote Bags	50	4.95	5.346	8.019
Total	122	14.92	16.1136	24.1704
Mark Up Prices				
8% Total T-shirts (£)	775.2672		50% Total Shirts (£)	1162.9008
8% Total Tote Bags (£)	267.3		50% Total Tote (£)	400.95
Total (£)	1042.5672		Total (£)	1563.8508
Profit (£)	77.2272		Profit (£)	598.5108

Figure 21- Merchandise 1 Apparel'n'Bags

Merch 2 - Spreadshirt	Quantity	Cost (Per Item) (£)	Mark up Price 8% (Per Item)	Mark up Price 50% (Per Item)
Unisex T-shirts	72	13.99	15.1092	22.6638
Tote Bags	50	9.99	10.7892	16.1838
Stickers	50	1.95	2.106	3.159
Total (£)	172	25.93	28.0044	42.0066
8% Total T-shirts (£)	1087.8624		50% Total Shirts (£)	1631.7936
8% Total Tote Bags (£)	539.46		50% Total Tote (£)	809.19
8% Total Stickers	105.3		50% Total Stickers (£)	157.95
Total (£)	1627.3224		Total (£)	2598.9336
Profit (£)	23.0424		Profit (£)	994.6536

Figure 22 Merchandise 2 Spreadshirt

Looking at the kind of figures, we would go with a 50% markup price. It depends on the artist and their reach when deciding markup prices, with some sources recommending 100% (Bacon, 2018). With Maia's current reach, charging a 100% markup on merchandise could be frowned upon by the fan base.

ApparelnBags (now referred to as Brand 1) is much cheaper to compare the two brands above. Brand 1 is in Vienna, Austria, 2 hours from Graz (where Maia is based). The company is two hours local, so delivery costs will not be international, saving us some money. Spreadshirt (now Referred to as Brand 2) are in Germany, this is not the home of Maia, but it is somewhere she frequents for songwriting camps. Something less attractive about Brand 1 is that it does not have the volume discount offered by Brand 2. Also, Brand 2 has a better selection of merchandise. The above is an idea of some minor items circulating at live shows. Just to bring an idea to the sort of cost.

Figure 23 shows the discounted price offered by 'ApparelnBags'. Different quantities brought the 'Per item' price down.

Figure 23 - Merchandise Examples

Figure 24 shows the kind of designs we would look to release.

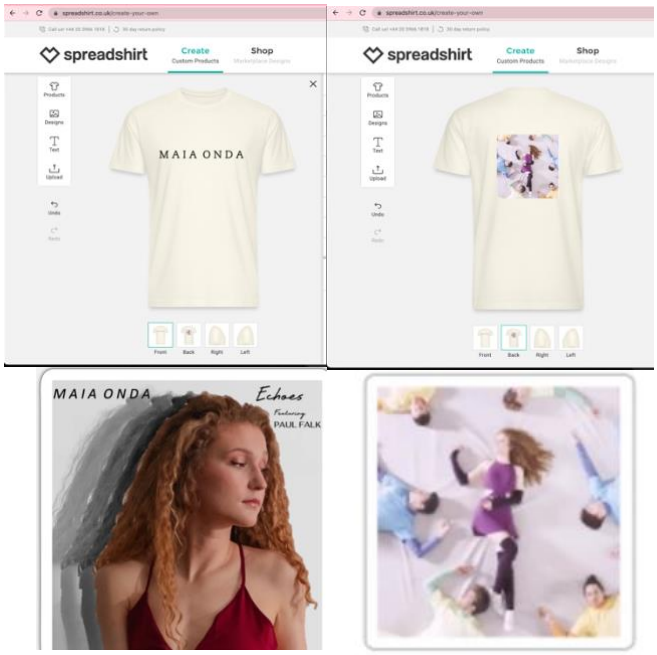
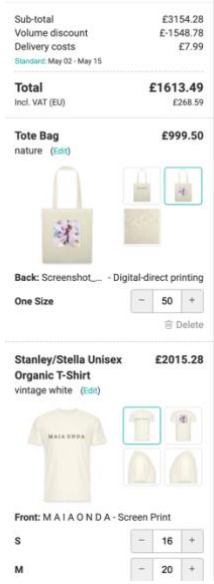


Figure 24 - Merchandise Designs

Figure 25 is the basket from the Spreadshirt website, To see the price we could be paying.

Figure 25 - Proof of costs



<u>To see further work from the Portfolio, Please follow this Link</u>

https://drive.google.com/drive/folders/1olXhiFodRySELOWOlJQ4Vlk2baz8-ml0?usp=sharing

Bibliography

21 reasons | full Official Chart History | Official Charts Company (no date). Available at: https://www.officialcharts.com/search/singles/21-reasons/ (Accessed: 8 April 2023).

Bacon, M. (2018) 'Margin, Merch Sales And You • Independent Music Promotions', *Independent Music Promotions*, 9 January. Available at: https://independentmusicpromotions.com/margin-merch-sales/ (Accessed: 6 April 2023).

DaFont - Download fonts (no date). Available at: https://www.dafont.com/ (Accessed: 8 April 2023).

Sunflowers Bouquet Wild Flower Isolated Stock Vector (Royalty Free) 1139205416 (no date) *Shutterstock*. Available at: https://www.shutterstock.com/image-vector/sunflowers-bouquet-wild-flower-isolated-1139205416 (Accessed: 8 April 2023).

What in the World is a Visualizer? (no date). Available at: https://www.34st.com/article/2017/11/visualizers (Accessed: 8 April 2023).

What is the 'clean girl aesthetic' and why is it all over my TikTok FYP? (2022) *UK*. Available at: https://thetab.com/uk/2022/02/10/what-is-the-clean-girl-aesthetic-and-why-is-it-all-over-my-fyp-tiktok-239565 (Accessed: 8 April 2023).

'What Is The "Clean Girl Aesthetic" Trend?' (no date) *Dictionary.com*. Available at: https://www.dictionary.com/e/slang/clean-girl-aesthetic/ (Accessed: 8 April 2023).

What Is the Markup Percentage for Retail Clothing? (no date). Available at: https://smallbusiness.chron.com/markup-percentage-retail-clothing-80777.html (Accessed: 6 April 2023).