Jack Smith
2006199
Entertainment Marketing
Presentation
Tim Ferrone

Joëlle Charan

Upstream



Introduction

- *Ashira* and *Silhouette*
- *11 Tracks across 2 EPs*
- *Re-release*
- *Indian Instrumentation, pop ballads with ornate classical orchestration*

(Rowell, 2020)

AUTONOMY X JOËLLE CHARAN
CAMPAIGN PLAN

PRELIM

AUDIO

BRANDING

MARKETING

CREATIVE













Preliminary Assessment:

Key Lessons

- Heritage is certainly important to Joëlle
- Nationality forms only a small part of her as an artist
- Her influences are generally Western
- Writes about everyday trauma, heartache and mental health
- She turns these stories into fantasies to make them easy to deal with and make people happy – Happiness of others is very important
- Last campaign pigeon-holed Joëlle
- Our campaign needs to celebrate all elements of her. we need to highlight her writing process and make the songs more accessible



Concept:



Branding

At its core, branding defines how an artist is to be perceived by the target audience, the wider public and the music industry (Macy, Rolston, Ally & Hutchison, 2016, p.86)

- UK based
- Female
- 18-44 (More specifically 25-34)
- White, English speaking
- Particular affiliation to Disney
- Main areas of interest include ‘family, friends and relationships’, ‘toys, children and babies’ and ’art and photography’

(Chartmetric, 2021a; Chartmetric, 2021b; Chartmetric, 2021c; Chartmetric 2021d; Chartmetric, 2021e; Chartmetric, 2021f)

(Ferrone, 2021)

Singing

Songs

Style

Star Quality

Story

Stats

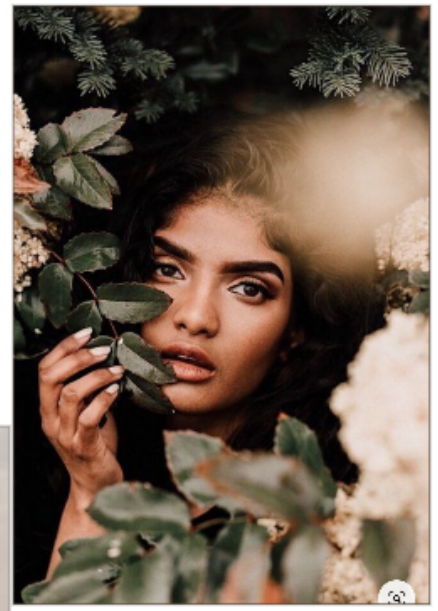
Squad

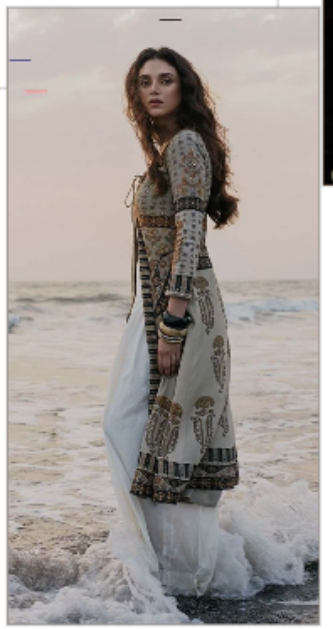
CONTENT MIX

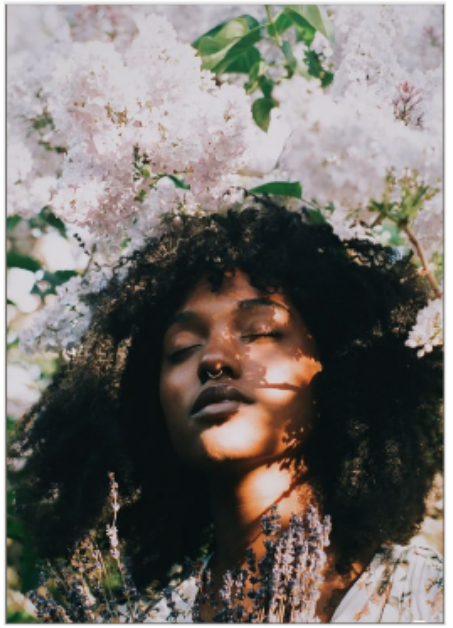
The characters, settings and collage style as well as the story-telling, bring together the main concept of the musical project. Everything else can then work around this. This is where we bring other elements into the mix to build Joelle as an artist and the entity that holds this whole world together.

WHO IS JOELLE

This is the part of the creative that talks about the present Joelle in real life. The human behind the creation. Again with these visuals we still want to capture the mood and concepts within the overall project, but this time the visuals are a lot more natural and closer to Joelle in terms of who she is as an individual.

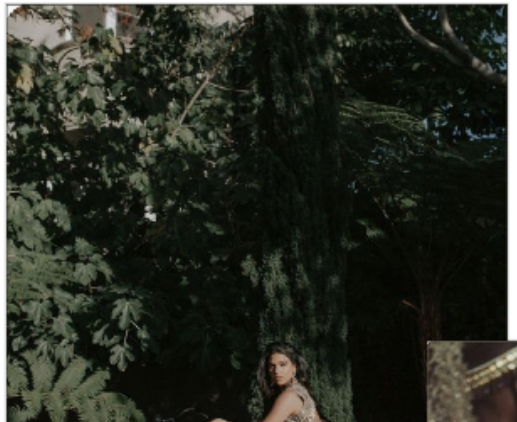


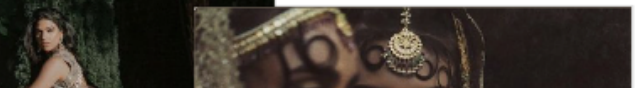




ndian Elements

This is where we nod to Joelle's heritage, with everything we do we relate back to what feeling and message we're trying to achieve within the project. Within this project we are always building upon that ranquil and beautiful place. Therefore, within his imagery we are showcasing the beauty





OUTLINE OF THE CREATIVE CAMPAIGN

PLANNING

NARRATIVE

Finalise the narrative and characters which feature in every song. Create a digital story book of each track with illustrations and designs.

TBC

WHO IS JOELLE?

INTRODUCTION

Joëlle is introduced through through a series of photos, captions and videos. This will include a combination of up to date shots and archive content. Everything that is used will align with Joëlle's branding and begin setting the stage for the campaign.

TBC

CAMPAIGN LAUNCH

TRANSITION

We compile several photos of our artist from now to before Joëlle had started writing these songs. We present them backwards in an Instagram carousel to create the illusion of travelling back to the person she was, poised and ready to set off on this adventure.

TBC

SINGLES

ARTWORK

Each single will be accompanied by artwork which will be collage focussed to emphasise the construction of dreamworlds from past experiences. Within these collages, the main characters of each story will be present as well as the other key themes.

TBC

SINGLES

CAROUSEL STORY BOOKS

Each single will have its individual story told through an IG carousel. This will be designed to mimic the feeling of picking up a story book and flicking through the pages. Each will contain images, designs, lyrics and narrative content. This is also a hint to the direction of the campaign which ultimately builds to the full book being released.

TBC

SINGLES

LYRIC VIDEOS

Each single will also be accompanied by an animated lyric video which will tell the story of the piece (narrative through visuals, content through lyrics). The key characters and themes of a given singles will be woven into each asset.

TBC

OUTLINE OF THE CREATIVE CAMPAIGN

ALBUM

ARTWORK

The album artwork is released as a carousel like the singles. On one page you will have the artwork and then you can turn to a graphic which details the album overview as told by Joëlle. This is essentially the front cover and the blurb of the book.

TBC

ALBUM

RELEASE DAY

TBC

CONCEPTUAL REALISATION

WEBSITE

We release a digital version of the whole book online. People can access this for free and read through as they listen to the album. This gives the the full effect of the concept, encapsulating the listeners within Joëlle's world.

TBC

FINALISATION

STORY BOOK

We want to print just one copy of the book in leather-bound form. We will film the process of this being made and announce to listeners. This creates a sense of closure, a feeling that this chapter has now been completed for Joëlle.

TBC

ENGAGEMENT BOOST

ARTIFICIAL INTELLIGENCE

We are teaming up with rotor to bring this concept to the consumer. Through the use of AI technology, we hope to create an album length music video, where the end product is unique to each person who experiences it. Everyone gets their own iteration of the dreamworld.

TBC

CLOSING STATEMENT

INSTRUMENTAL VERSION

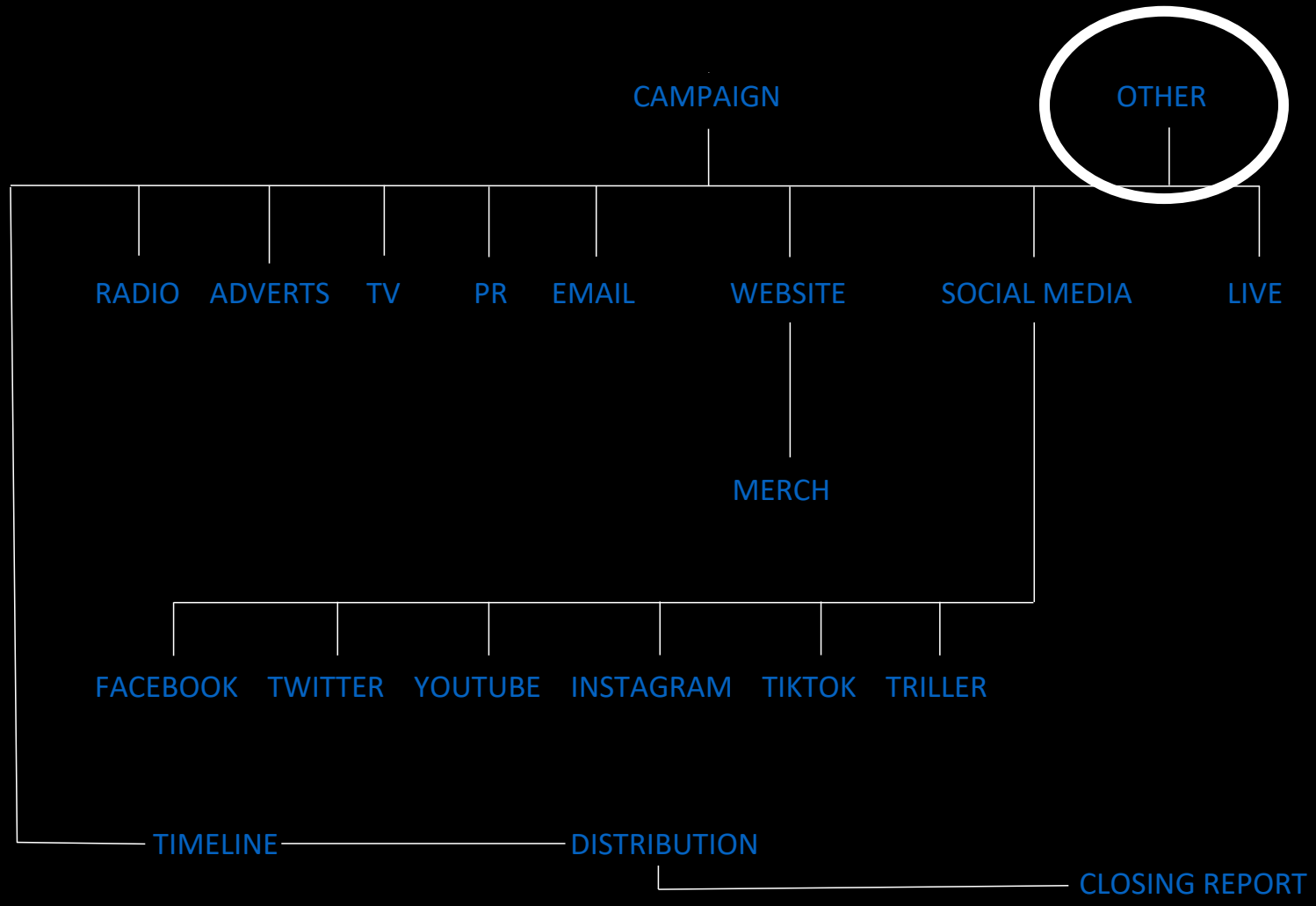
To round off this project, we see a huge opportunity in releasing an instrumental version of the album. This shifts the focus from Joëlle's voice to her amazing compositional skill which may have slipped under the radar to this point. Playlist pitching will be aimed at wellness and sleep catagories which could provide a significant boost to her streaming numbers.

TBC

… Across all of this, we will also be considering PR, Radio and advertising which will supplement the creative elements of the project…

Campaign

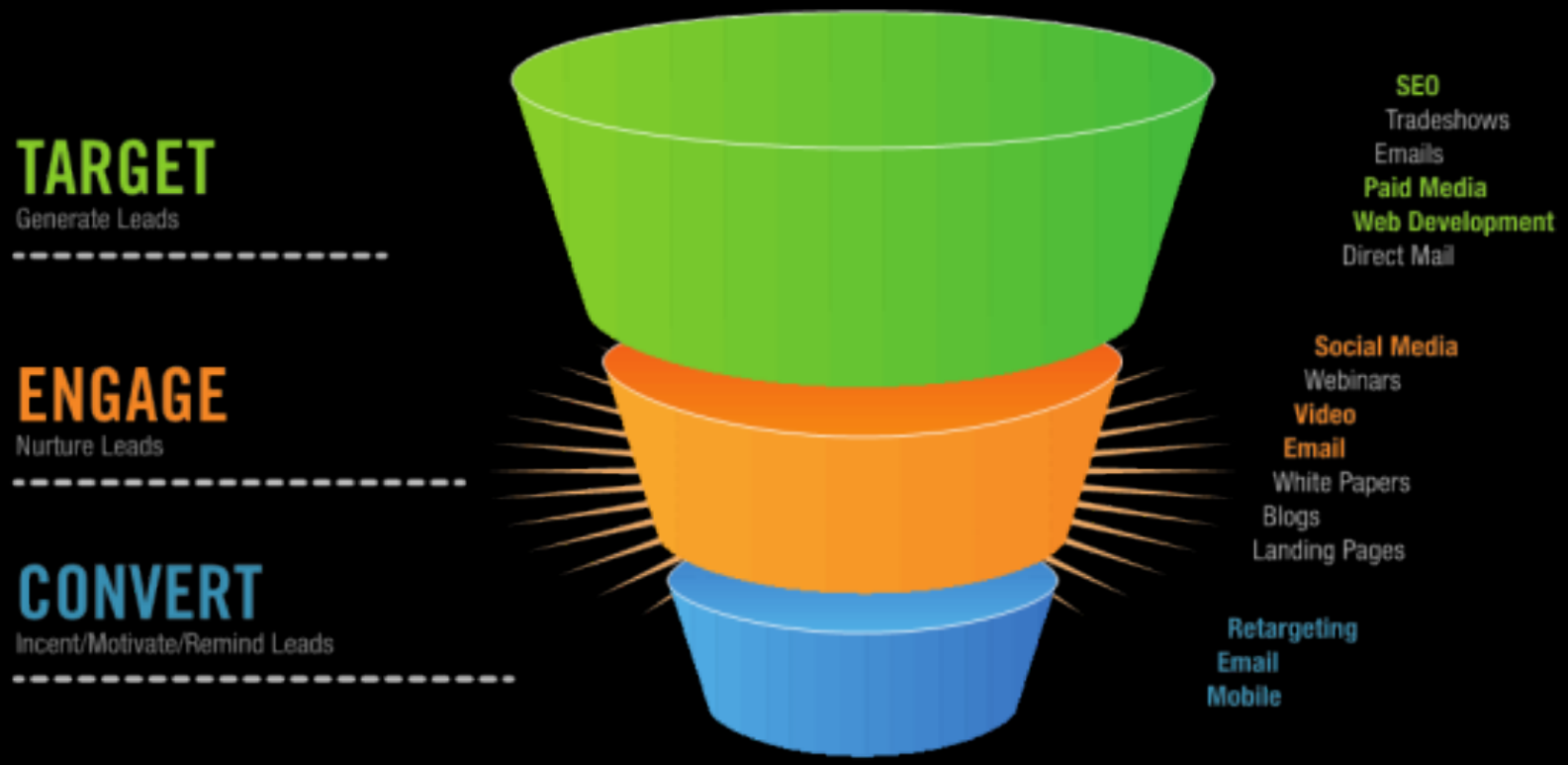
- Funding
- Release Strategy
- Avenues of promotion


CAMPAIGN
OTHER
RADIO
ADVERTS
TV
PR
EMAIL
WEBSITE
SOCIAL MEDIA
LIVE
MERCH
FACEBOOK
TWITTER
YOUTUBE
INSTAGRAM
TIKTOK
TRILLER
TIMELINE
DISTRIBUTION
CLOSING REPORT

Rotor: Artificial Intelligence

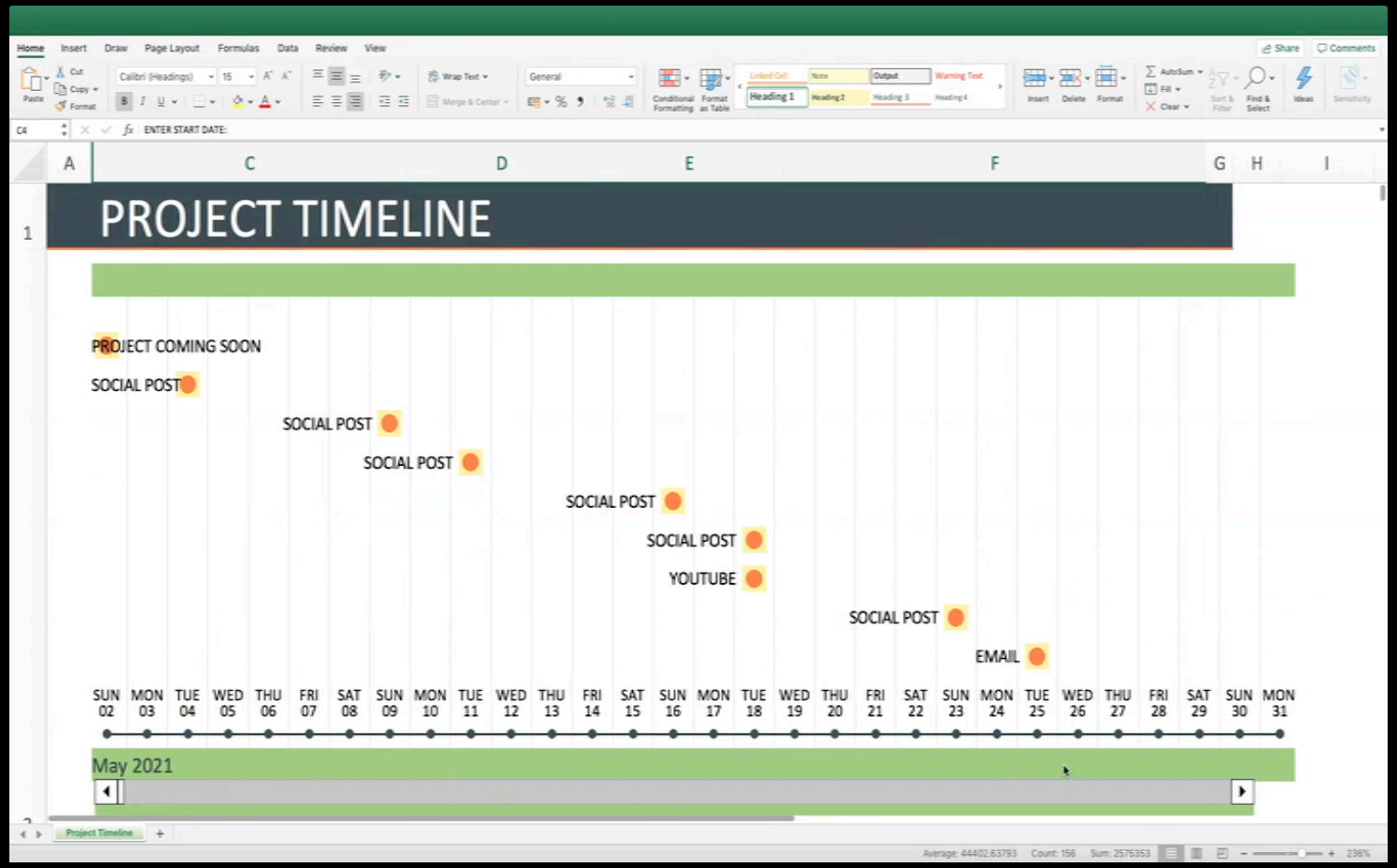
(Rotor Videos, 2021)

The Marketing Funnel



(Nguyen, 2017)

Provisional Timeline



Any Questions?

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