Creative Music Management
BMTY7000
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Group Name: LEMONADE
Grettel Killing & Jennifer Hukins

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1. Project outline

The brief for this project was to create an effective artist campaign for a single release with a theoretical budget of £500 including planning for digital release and promotional materials. The project was also aimed at showcasing our ability to work as part of a team of three, assigning job roles relevant to our strengths, providing practical feedback, and reflecting productively on our work throughout the process. We were required to select a track, consider arranging for a remix, create all promotional material and implement a marketing campaign.

Initial Meeting

During our first meeting we were still under the impression that our campaign was going to be about our groupmate's original project Mauvey. Jennifer, Ransford and Grettel were due to meet over Zoom to discuss the assignment, however Ransford was missing from the initial session. Whilst we did not know whether he would attend the meeting or not, we got to know each other and our backgrounds. We then discussed our strengths and what we could contribute to the project – Jennifer is hosting a radio show, so is familiar with press kits, media coverage; Grettel is working as an artist/project manager. We did some research about Mauvey and familiarised ourselves with his project to come up with a strategic plan for his marketing and branding. Because we had some difficulties with communicating with Ransford before, we also came up with a plan B, just in case we still would not hear back from him during the following few days. Grettel's brother Karl is a young up-and-coming artist who recently signed to Warner Music, therefore we agreed that if we do not hear back from Ransford, we would work with him instead. We gave Ransford 2 days to get back to us.

Second Meeting

After finding out the day after that we will have to continue the project with just the two of us, we quickly rescheduled another Zoom meeting to come up with a game plan. Karl was happy to get involved, Grettel had a meeting with him to discuss his assets, and we then split the task between the two of us. We agreed that Jennifer will look into budgeting, EPK, artwork and press release, Grettel will create the marketing strategy, liaise with Karl to create some additional assets, and discuss branding and target audience.

2. Profile

Karl Killing

- artist/songwriter/producer
- age: 19
- based in: Tallinn, Estonia
- Signed to: Warner Music
- Genre: r'n'b pop
- Target audience: 13-30 years, mostly in Estonia, also in the US, UK, Germany, Scandinavia

Name of the single: Skin Tight

3. Group Roles

My main role was to create a marketing campaign for the release, review and discuss Karl's branding, liaise with the artist and create some additional assets for the release, such as live videos. I also contributed some research assets for the project, for example press releases, and additional resources.

4. Press release

To create our press release we used some resources available through Jenn's time working with local community radio. Jenn receives an average of 10 press releases from various sources per week so felt comfortable in producing ours for Skin Tight. We selected a couple of press releases, one from Hart Media and one from Wall Of Sound PR as well as one from Warner Music Group to base ours on and used similar information to the EPK. Our initial press release filled two pages, with quotes taken directly from the EPK however, after one of our meetings we decided that it would be more impactful to have the press release over just one page.

Karl Killing announces release of new single 'Skin tight' and signing to Warner Music Group

// Facebook // Twitter // Instagram // Press Kit //

// Listen here // Download Images // Download Artwork //

19-year Karl Killing is a multi-skilled singer/songwriter/producer hailing from Tallinn, who has established himself as a force to be reckoned with successfully reaching the semi-finals of Eesti Laul.
Up until now Karl has made a name for himself writing and producing for other Estonian artists but has decided to take the plunge with his own solo project and is ready to show the world what he's about.
At the tender age of 14 Karl first found success as part of Estonian boy band Beyond Beyond who performed at a number of festivals and concerts in Estonia and label showcases in the UK. After his departure from the band, Karl retained a loyal and dedicated fanbase with almost 60 thousand monthly Spotify listeners.

Skin tight - Impact Date 16/04/2021

Following on from signing to Warner Music Group Karl has announced the release of his new single 'Skin tight' due for release on April 16th
Skin tight provides an impressive example of Karls versatility, offering a different sound to his previous hits 'High Heels' and 'Cold Fumes' and further cementing his ability to produce remarkable music.

"Skin Tight is a refreshing song, which makes you want to instantly sing along. Very catchy and radio-friendly, whilst still standing out with Karl's exceptional vocals and production skills" - Thea Zaitsev, CEO of Tier Music

Please contact karl.killing405@gmail.com for interviews, guest list and further info.

Full press release available here

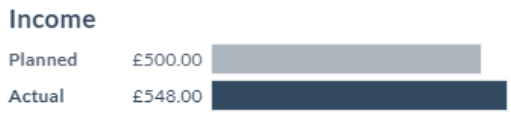
5. Budget

+78%

Increase in total savings

£388.05

Saved this month



Expenses

	Planned	Actual	Diff.
Totals	*£500.00*	*£159.95*	*£340.05*
Facebook Ads	£25.00	£15.00	£10.00
Instagram Ads	£25.00	£15.00	£10.00
Remix/Mastering	£150.00	£0.00	£150.00
Artwork	£50.00	£0.00	£50.00
Photography	£100.00	£100.00	£0.00
Distribution	£100.00	£29.95	£70.05
Additional Marketing	£50.00	£0.00	£50.00

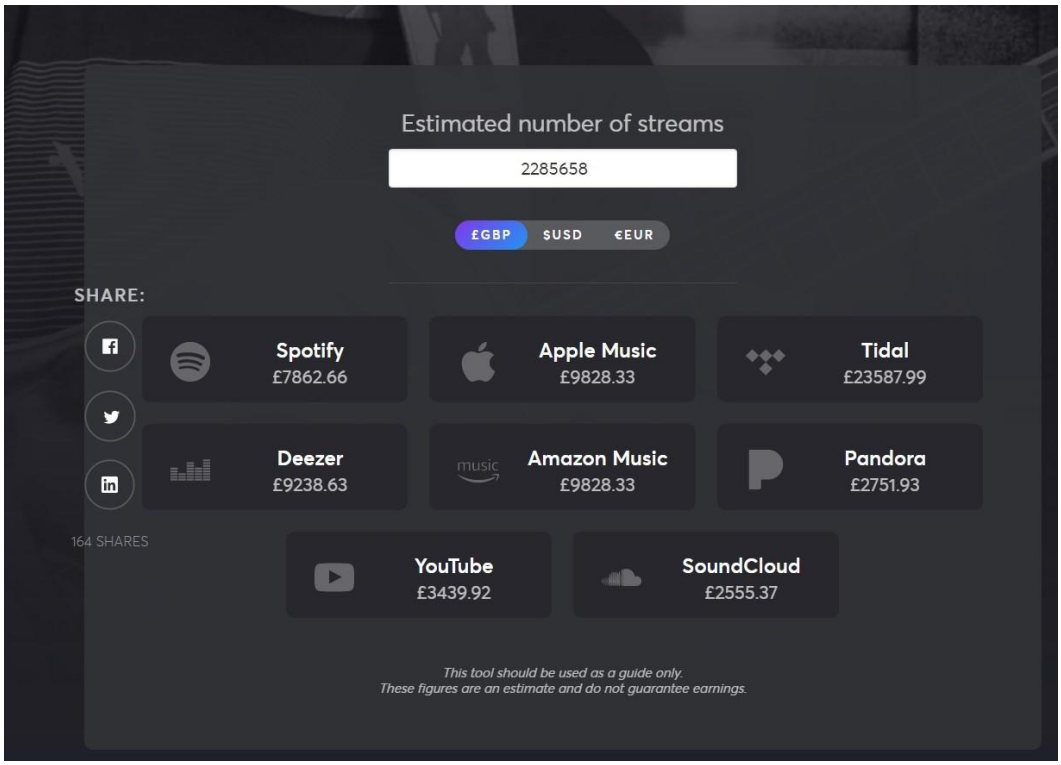
Income

	Planned	Actual	Diff.
Totals	*£500.00*	*£548.00*	*£48.00*
Royalties	£500.00	£548.00	£48.00
Other	£0.00	£0.00	£0.00
Other	£0.00	£0.00	£0.00
Other	£0.00	£0.00	£0.00
Other	£0.00	£0.00	£0.00
Custom category	£0.00	£0.00	£0.00

Budget for the release

Working to a budget of £500 we initially assigned £100 to marketing including Facebook and Instagram adverts, £100 to photography, £100 to distribution, £50 to artwork and the remaining £150 to mastering the remix of the track. As the project gained traction the numbers began to change as we realised that there were a number of ways to save money: A start up platform were offering advertising across the major social media sites for as little as £2, which brought our spend down to £30 for 7 days of adverts. CD Baby offered a distribution package for £29.95, and we were able to create our own artwork for free which overall saved us an additional £120. We reserved the £100 budget for photography to pay for the use of images.

Using a revenue calculator on musicgateway.com we were able to estimate an income based on the number of streams on Karl's previous tracks. The calculator we used allowed us to see revenue streams from not only Spotify, but other platforms too. Karl's most streamed track - 'Cold Fumes' - has over 2,000,00 streams on Spotify alone, while the extended version of the song has 45,000. Based on these figures alone, we could estimate that the track 'Skin tight' would need at least 150000 to make back our initial spend of £500.



Screen shot of musicgateway.com estimating revenue from streams

Additional Funding

In the UK there are a wealth of funding opportunities available, most of them are only open to those residing in Britain. However, we still found out a few sources of information in regards to companies who provide more open funding opportunities that we could consider. For example, there is the PPL Momentum Music fund which awards grants of £5,000-£15,000 using public funding from Arts Council England, in association with Spotify. The Momentum Music Fund is for artists and bands who are at a crucial point in their development, with the potential to significantly further their career within the next two years. The PRS open fund for music creators is also another option as Karl writes his own material. This fund supports the development of songwriters of all genres and backgrounds at different stages of their career and offers grants up to £5000. The Fenton Arts Trust also offers grants up to £6000 for individuals and organisations who are making a worldwide contribution to the artists and cultural life of the UK, and the Arts Council has a range of grants available which are funded by the National Lottery and offer up to £100,000 for those contributing to the arts.

There are definitely less options for additional funding in Estonia than there are in the UK. Estonian Performers Association (EEL) offers grants for projects, as well as Estonian Authors' Society (EAÜ). If we implement the educational workshop idea to the Estonian schools as well then that could be something we could put together for a grant application.

6. Artwork & Photography

We felt that, due to the current pandemic, arranging for a photoshoot would be difficult and fortunately Karl already had some recent promotional images taken by Rauno Liivand. We recognised that we couldn't use the images without Rauno's permission, so used some templates on postertemplate.co.uk to come up with our own release form to be able to use the images. We attributed the money we put aside for a photographer to Rauno's to pay for the use of his images in the campaign.

Photograph release form

Photographer name .....
Address .....
.....
Telephone Number .....

Owner's permission and Rights

I ..... who own the images of Karl Killing as taken on ..... hereby give the assigned and its company permission to use the images taken on the above date for any media, for any purpose which may include advertising, promotion and marketing and packaging for a product or service. I agree that the images may be combined with other images, text and graphics cropped, modified or altered.

I understand that I am not relinquishing my ownership of the images but agree that, for the consideration of £100 I am allowing the assigned permission to utilise the images as necessary. I acknowledge that I have no further right to additional monetary consideration and that I will make no further claim for any reason. I agree that this release is irrevocable, worldwide and perpetual and will be governed by the laws of England.

I warrant that I am at least 18 years of age and have the full legal right and capacity to execute this release and grant these permissions.

Photographers signature .....
Photographers printed name .....
Date .....

Name of company .....
Representative signature .....
Representatives printed name .....
Date .....

Photo release form

Promotional Images

Once we had obtained permission to use these images, we wanted to use them to create the artwork for the single. We considered using Fiverr.com to hire someone to create some artwork for us but, conscious of our time scale, we first investigated websites which allowed you to create this kind of work. One we found was canva.com which provided access to a number of marketing templates for free. Using the images above, we trialled this website and came up with our own single artwork, plus remix artwork, which we felt were still in keeping with Karls brand, and the theme of the EPK.

Artwork

Remix Artwork

7. Branding

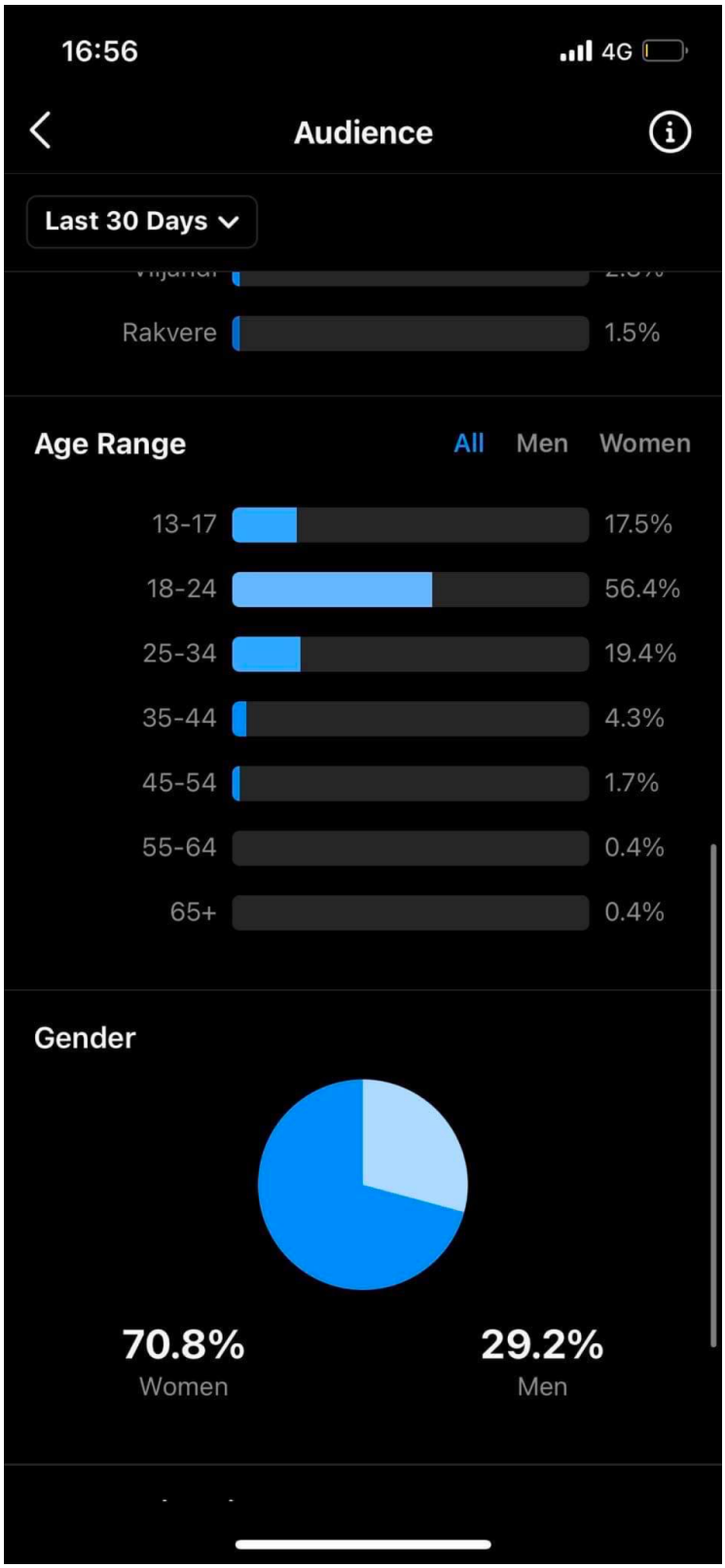
One of the advantages we had when working with Karl was the fact that Grettel, who was in charge of the branding/marketing plan, is familiar with Karl's professional career ever since he started his journey 5 years ago, therefore we knew Karl's backstory and journey extremely well. Karl has been part of some other musical collectives throughout the years, both as a performer and a producer, which has had an impact on his branding and his social media posting style - he had strict rules on what he was allowed to post. Now that he is starting his solo career, we thought it would be a perfect timing to review his own branding and social media, and come up with some new authentic initiatives to make the most out of his following and his fanbase.

After having conversations with Karl discussing his main musical inspirations, and conducting research about artists such as Bazzi, lauv, alexander 23, and Jeremy Zucker, it became quite obvious that these artists' image and style is very DIY – there are not many professional photographies, video shoots – their everyday posts look very real, natural and simple. This is something that Karl has not consciously tried to achieve, but feels he would be most comfortable with when choosing his marketing style. We also agreed that

he could be more approachable on his social media, more engaging with his audience and post more often. Karl is also receiving many requests for brand deals, which he can pick and choose, based on what he genuinely likes and wants to share with his audience. He is currently endorsed by Ableton and Nike.

8. Target audience

We analysed Karl's Instagram insights to identify his main fanbase.



Karl's Instagram's Insights

Karl has got 13 500 followers on Instagram, the majority of his followers are women (70.8%). 56.4% of his followers are aged between 18 and 24. As a marketer, this is one of the best audiences to work with, given that this is a very active and engaging age group.

9. Marketing

SKIN TIGHT RELEASE PLAN
16.04.2021

Post	Date	Post / Story
1. Artwork + release date + short snippet of the postchorus (no name of the song!!) 2. Countdown	9.04	Post + Story Story + countdown ('turn on your notifications so you don't miss the release' etc)
Reveal of the name + pre-save on Spotify	12.04 FB+IG link in bio	Story + Presave link in bio (vid of Karl talking)
5 sec clip of the lyric vid and just repeat of the 'Skin Tight' before the postchorus	13.04	Post + Story
'Have you pre-saved my new single yet?'	14.04	Story Quiz sticker - yes/no
1. 'TOMORROW' voice memos of the initial idea or any demos etc for a quick teaser*	15.04	Story

2. IG Live event announcement (breaking down the song, Q&A etc)		Post
1.OUT NOW 2. IG Live	16.02 Time TBC	Post / Story
'Do you like my new single?'	17.02	Story - Question sticker
Radio interviews	19.04	Share radio stations' pics on your story
"Thanks for all the feedback"' etc	20.04	Story - swipe up to Spotify

Performance at the Morning Breakfast Show Terevisioon + interview	21.04	Story
Announcement for live vid	22.04	Post / Story
Live vid release	23.04	Post / Story

Remix teaser	28.04	Post / Story
Remix release	30.04	Post / Story
Create your own remix! sharing stems	3.05	Post / Story
Repost your favourite remixes	10.05-20.05	Post / Story

Given that this is Karl's first single as a signed solo artist (previous single, Kiss Me, was written for a competition), our main goal is to gain new followers, whilst also trying to be more engaging with the current ones, introduce his new sound to the press and media, and get some international coverage. This almost acts as a 'warm up' single to create a storyline and introduce him as he enters new markets.

When creating the release plan, we tried to make sure that Karl would get the engagement numbers up as much as possible prior to the release, therefore it was important to create different types of content - quizzes, questions, countdowns - anything that would make his followers engage with his content more. Then, once he releases his work, it would appear higher up on people's feed because they had already recently engaged with his posts.

The media part of this marketing plan is mainly targeted at his Estonian audience (radio, TV), since travelling abroad is still impossible and many performances can still go ahead nationally, however, his social media following is international and we can target people globally.

Ideas for marketing for a future release (with a higher marketing budget) could be:

- PR packages/boxes to influencers, musicians to celebrate a release
- Create a TikTok account + TikTok campaign (i.e a dance challenge, production challenge)
- Exclusive live event + Q&A

We also created a short promotional clip of Karl announcing the release date for his new single, which could be utilised across all social media platforms (Find Here)

Screenshot of Karl's announcement

Additional Assets

During our discussion with Karl, we talked about his own preferred content he likes to engage with, and he mentioned raw live footage of musicians performing. We decided to create a one-take, no edit, reimagined live version of the single (link here). This goes well with the whole idea of a real artist who does not need a big production team behind every single post. It also showcases Karl's talent (singing live, playing the guitar, performing his own song).

Screenshot of the live version of Skin tight

10. Distribution

For our distribution we looked at four platforms who offered various packages with different degrees of benefits and costs; CD Baby, Distrokid, AWAL and Ditto. We decided to go with CD Baby even though its cost was slightly higher as we had been able to save money in other areas of our budget. CD Baby seemed to provide a more comprehensive package, with reasonable fees and didn't require any further payments than the initial £29.95. It also provided the option to distribute CDs and vinyls for a little more money, which could be useful in the future when considering an album launch. Overall, CD Baby also had some pretty good feedback across various review websites in comparison to AWAL, Ditto and Distrokid. Though AWAL was free, we felt that the fee was high when taking into account some of the feedback on the services it provides, and though Distrokid came close to CD Baby, it's lack of access to PROs and the requirement for payment every year just made it seem less attractive.

Platform	**Cost**	**Benefits**	**Fees**	**Disadvantages**
CD Baby	$29.95 (one off payment)	Distribution to Spotify, Apple Music, Amazon Music, Youtube, Facebook, Instagram and Sync. Signs up to ASCAP and BMI. Free access to show.co. Access to insights. Weekly payment	9%	Higher cost than others.
Distrokid	$19.99 annually	Covers Spotify, Apple Music, TikTok, Pandora,	None	No option to sign up to any

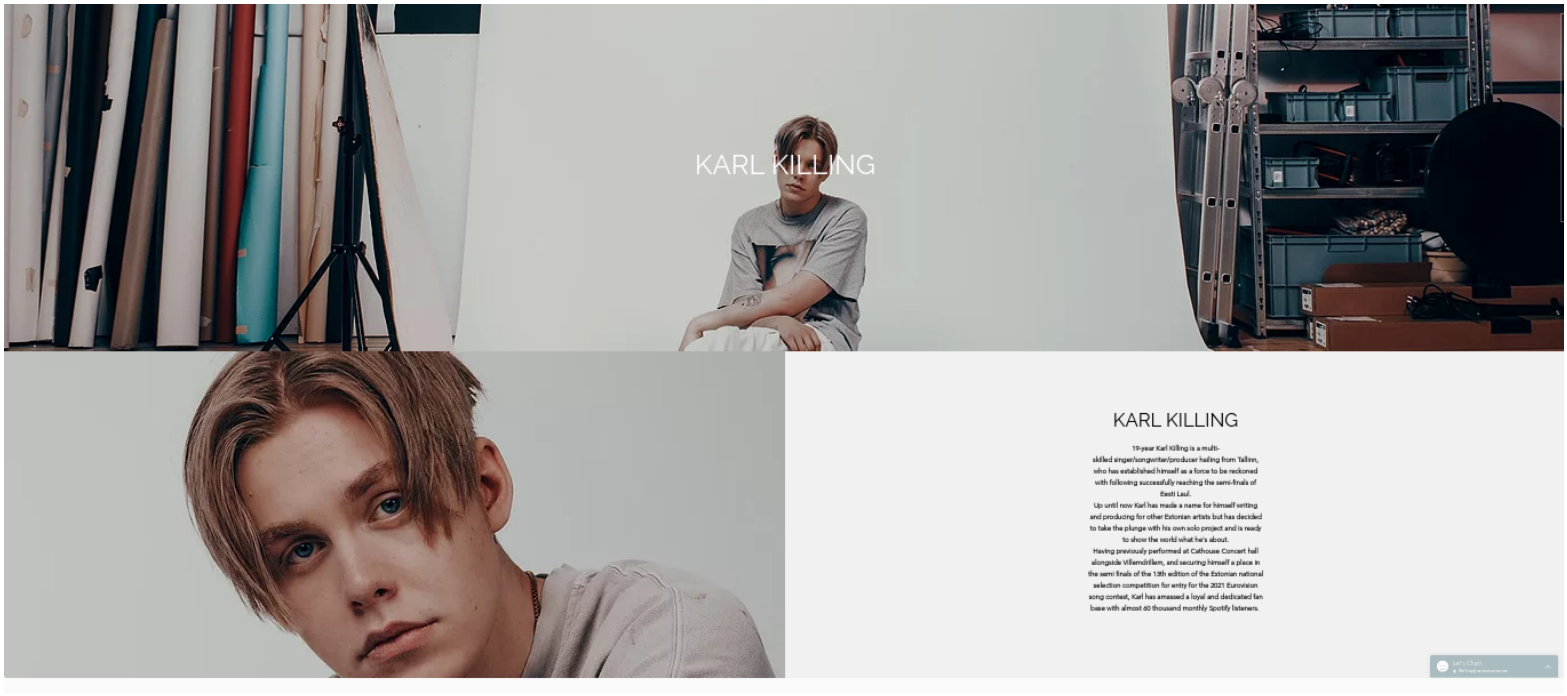
		Amazon, Instagram, Youtube. Spotify verification and Youtube artist channel. Access to insights		PROs - would incur additional cost.
AWAL	Free	Provides pitching,editorial coverage, DSP coverage. Payment within 45 days	15%	High fees! Bad reviews on pitching and elevation to playlists.
Ditto	$19 annually	Covers Apple music, Spotify, Amazon, Deezer and social media platforms. Access to insights. Immediate payment	None	Does Not distribute songwriting credits. Awful reviews!!

11. EPK

After some research into platforms providing EPK packages, such as Sonic Birds and epkbuilder.com, we decided to try and create an EPK independently in the hope that it would again save some more money. Further research into EPKs brought up a couple of examples to use as a starting point - Rainne and Andrew Weaver. Having already acquired promotional images, we felt that a simple and contemporary design was better suited to Karls brand, so taking inspiration from Andrew Weavers EPK, we used a basic Wix website to create something simple and effective. Using Wix meant we could easily edit and move items as we felt necessary and also offered hosting for £14.95 allowing us to buy the domain karlkilling.com.

We ensured that our EPK contained a biography, links to a downloadable press release for Skin Tight, access to the promotional images, links to all of Karls social media and the track Skin Tight along with two of Karls previous releases. Wix also allowed us to create the option for visitors to join a mailing list, and provided extra widgets for tour dates which would be useful in the future.

Karl Killing EPK



EPK

12. Shared folder

We created a shared folder which both of us could access to keep our assets stored and organised. [Find here]

13. Contacts list

We were able to combine the contacts we already had to come up with a useful list of individuals who may be able to help us with producing an effective marketing strategy.
[Find here]

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