

Presentation

Jack Smith

2006199

Creative Business Project

Steve Cole

13
Artists



DI+++O
TEAMS

CAA



IVORS ACADEMY

*The Monetised Network for the
Modern Music Industry*

AWAL

AIM



ALL ABOUT ME

Pros

- Sociable
- Proven tenacity
- Resourceful

Cons

- Young and lacking a well-established network of professionals across the industry.
- Non-specialist.



Jack Smith

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Music Business MA

Excellent Organisation
Ability to Handle Multiple
Projects Simultaneously
Empathetic Interpersonal

and Written
Agency
Understanding of
Industry Landscape
Presentation and Pitching
Attention to Detail
Project Management
Work Approach
Keep Calm Under
Pressure and Consistently
Meets Deadlines
Creative Problem
Solving and Media Management
Organisation and
Management
DAW Ready
Self-Starter

Skills and Interests

Organised a
Live Stream
to Raise Money for

and Live Events and
Charity Events

Directed Tileyard
Education Student Rep
Bronze D of E Award
Piano, Drums and Guitar
Read Music Industry
News and Publications
Sport and Fitness

Professional Summary

Proactive graduate of the University of Leeds with a genuine passion for music and culture. Exceptionally organised with a demonstrable ability to handle multiple projects simultaneously. Proficient in English, both written and verbal with experience in campaign, event and social media management.

Work History

Aug 20- Oct 20

Product Manager

Autonomy Music Group

- Marketing manager on a variety of campaigns ranging from 3 months to 12 months.
- In charge of sourcing team members from design to PR and Radio
- Social media and event strategisation

Aug 20- Oct 20

Researcher on Escape to the Country Boundless Productions/ Fremantle Media

- Sourced and secured shoot locations based on specifications set out in casting
- Coordinated with vendors and agents, considering geographic positions to orchestrate realistic location schedules
- Close communication with series producer and management team over key decisions to deliver a quality show
- Created and disseminated accurate and informative research materials amongst relevant teams

Dec 20- Sep 20

Dir. Marketing and Business Affairs Readymeal Sound Ltd.

- Developed and produced an original, popular radio show for Threads Radio, Sheffield
- Managed social media accounts, achieving a steady but consistent rise in following, through considered approach to content creation
- Organised and promoted consistently sold out live events
- Orchestrated and delivered a national livestream tour to raise money for the MVT resulting in excess of 50,000 views over six shows

Feb 20 – June 20

Artist Management Intern The Animal Farm Music

- Orchestrated a year-long campaign for emerging band who saw a consistent increase in engagement

Education

Sep 20 – July 21

MA Music Business UWTSD / Tileyard Education

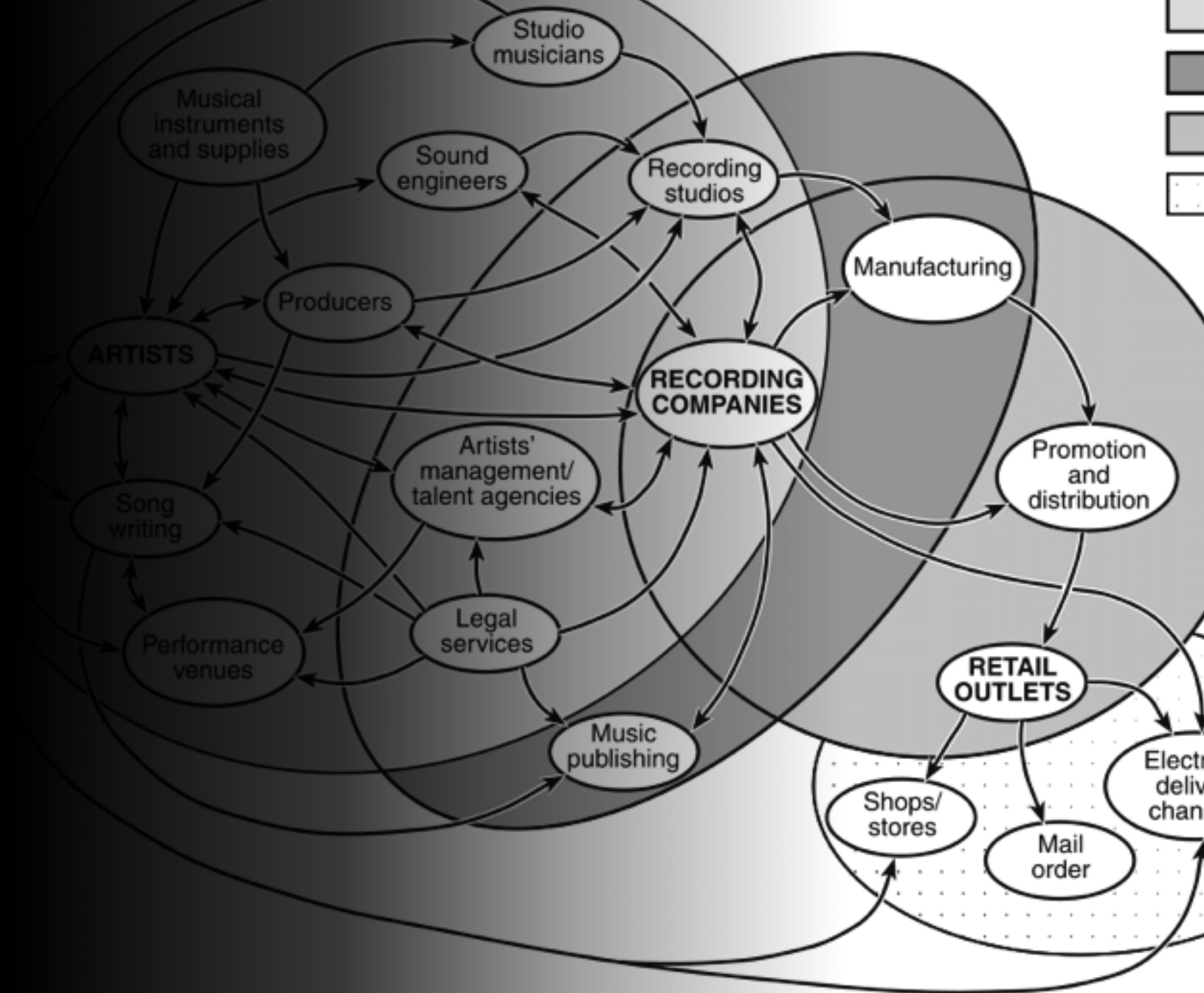
Sep 16- July 19

BA Music and Philosophy 2.1 University of Leeds

TEAM8'S PRODUCT

Why is Team8 Valuable to Artists?

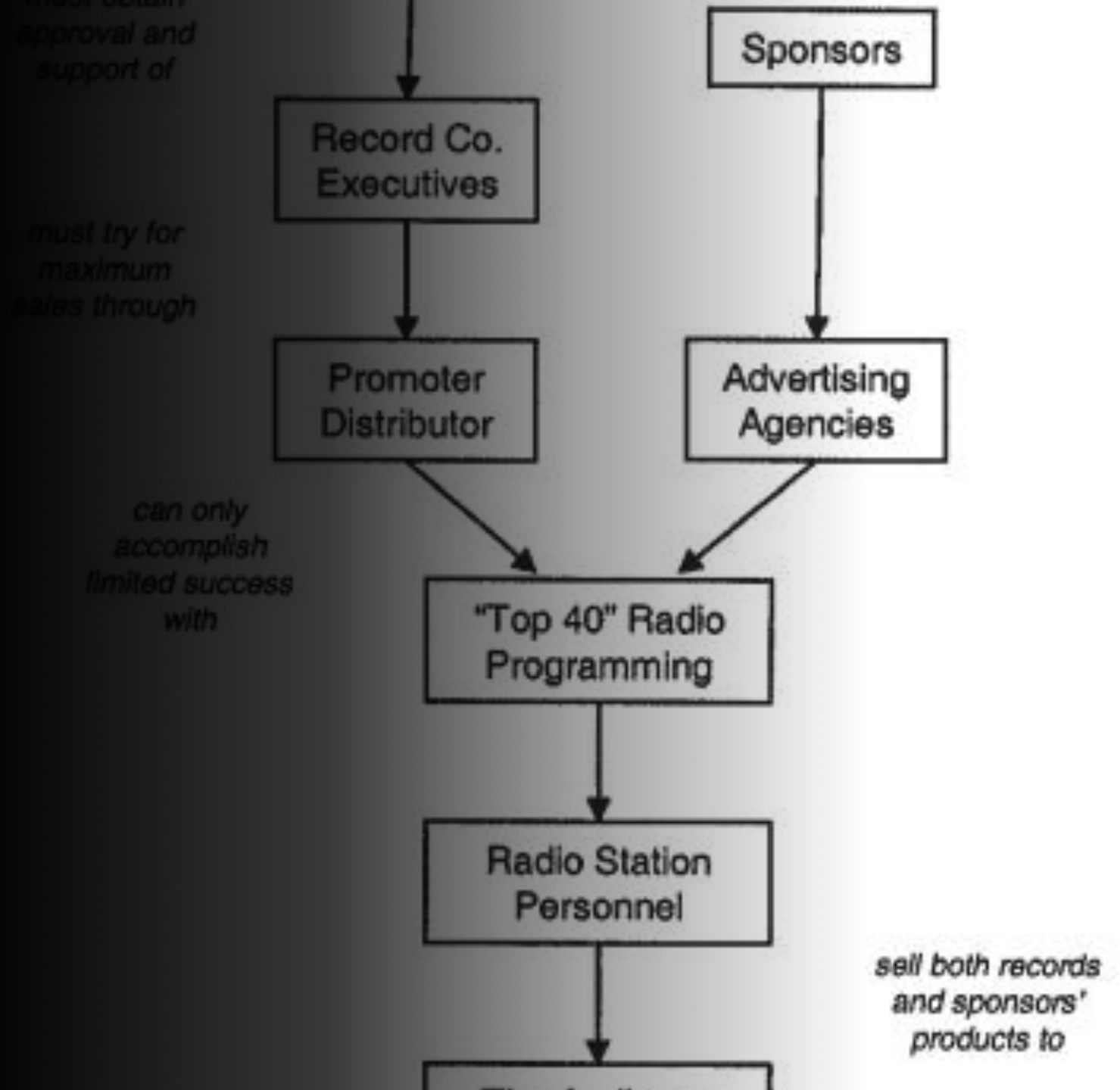
- Increasingly complex landscape for artists to navigate.
- Artists Remain relatively uneducated with regards to the industry.
- Team8 can help find structure an artist's team.
- Team8 can also help artists to avoid industry sharks who remain a pervasive problem.



TEAM8'S PRODUCT

Why is Team8 Valuable to Businesses?

- Provides businesses with more tie to service clients as they don't need to spend so long searching for new clients.
- As brand becomes synonymous with value, brands will benefit from partnership program.



CLIENTS & PARTNERS



Clients

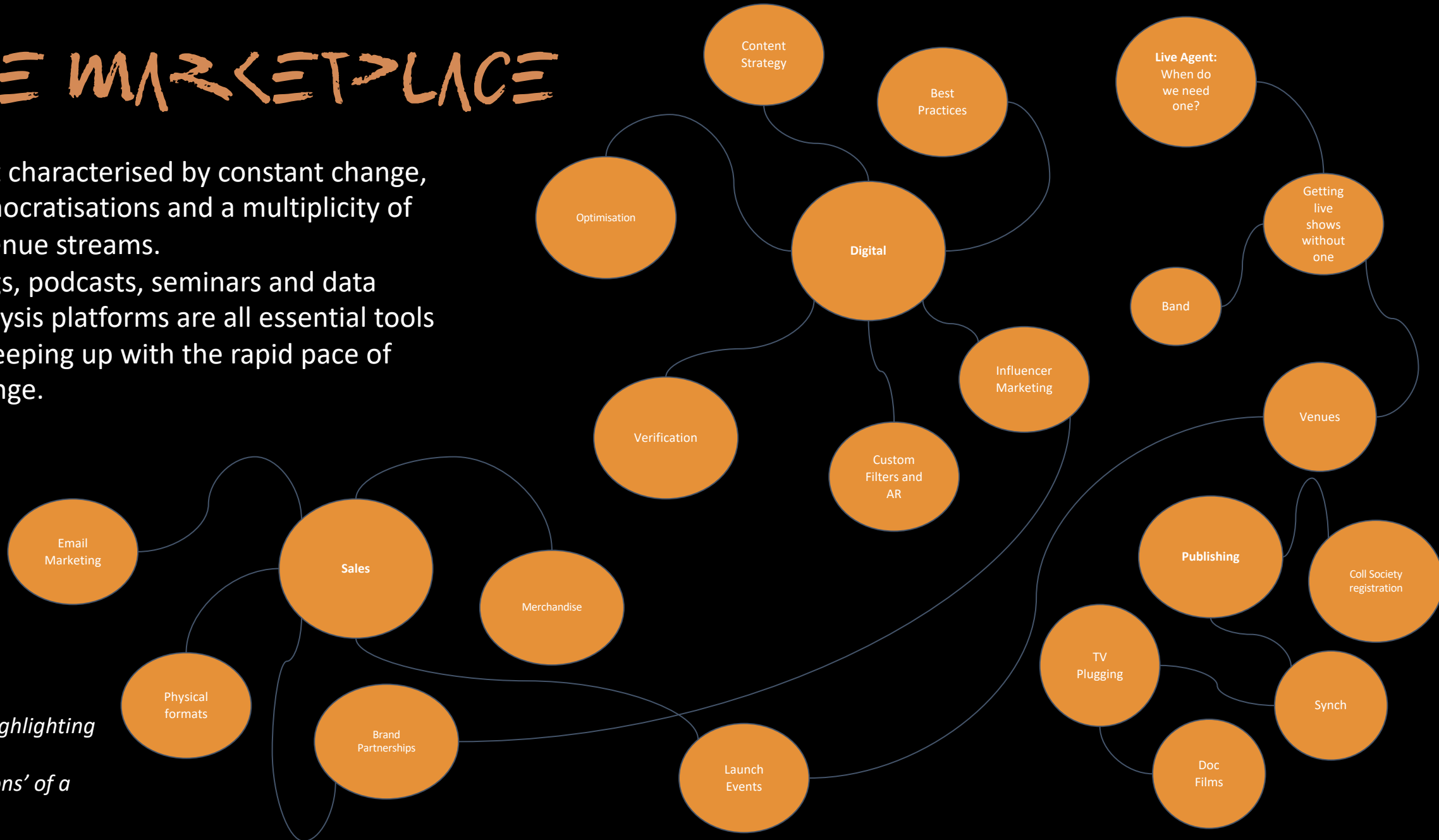
- Independent.
- Hardworking.
- Resourceful.
- Financially challenged.
- Vulnerable to scams and largely uneducated / misinformed on the music industry.

Partners

- Primarily independent music businesses (Although cooperation with majors is important).
- Vetting before accepting – Companies will be evaluated on elements like their rosters, recent achievements and testimonials.

THE MARKETPLACE

- Best characterised by constant change, democratisations and a multiplicity of revenue streams.
- Blogs, podcasts, seminars and data analysis platforms are all essential tools in keeping up with the rapid pace of change.



*A graphic highlighting
'auxiliary
considerations' of a
campaign*

MARKETING



Advertising Experiment with JMNI

- Top ranked video of all time
- Spend of £40
- View increase of over 3,000%

Latest video performance



First 29 days 22 hours compared to your typical performance:

Ranking by views

1 of 10 >

Views

2.2K ↑

Impressions click-through rate

9.8% ↑

Average view duration

1:30 ✓

Top recent videos

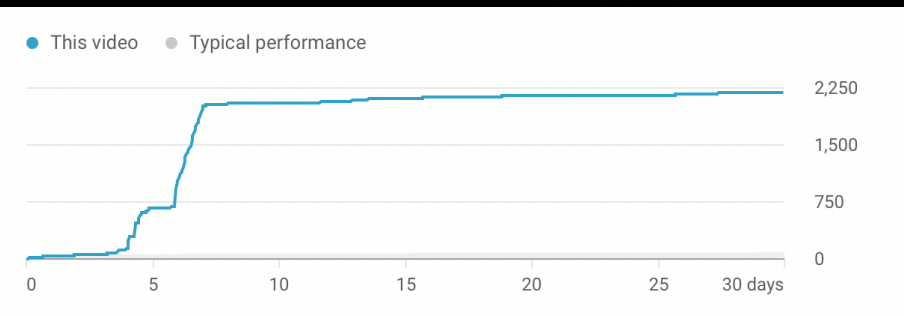
By views

First 29 days 22 hours:

#1	Clémence - Learn How to Love Still LI...	2.2K
#2	At Last - JMNI Collective - Live in the St...	234
#3	Stephen Springall - Midas Touch Still LI...	164
#4	Déjà Vu - JMNI Collective - Live in the St...	158
#5	JMNI Presents ... Sya Sanon - Floue Est ...	50
#6	Nazzy Dinero feat. JM Sho - Lightwork (...)	38
#7	Emmanuel Nwamadi - Here I Go Again	21
#8	Paul Alan - Marry Me (JMNI Open Mic S...	21
#9	JMNI - Creative Agency for Musicians - ...	19
#10	Liv Ellen - Burden (Live)	3

Key Lessons

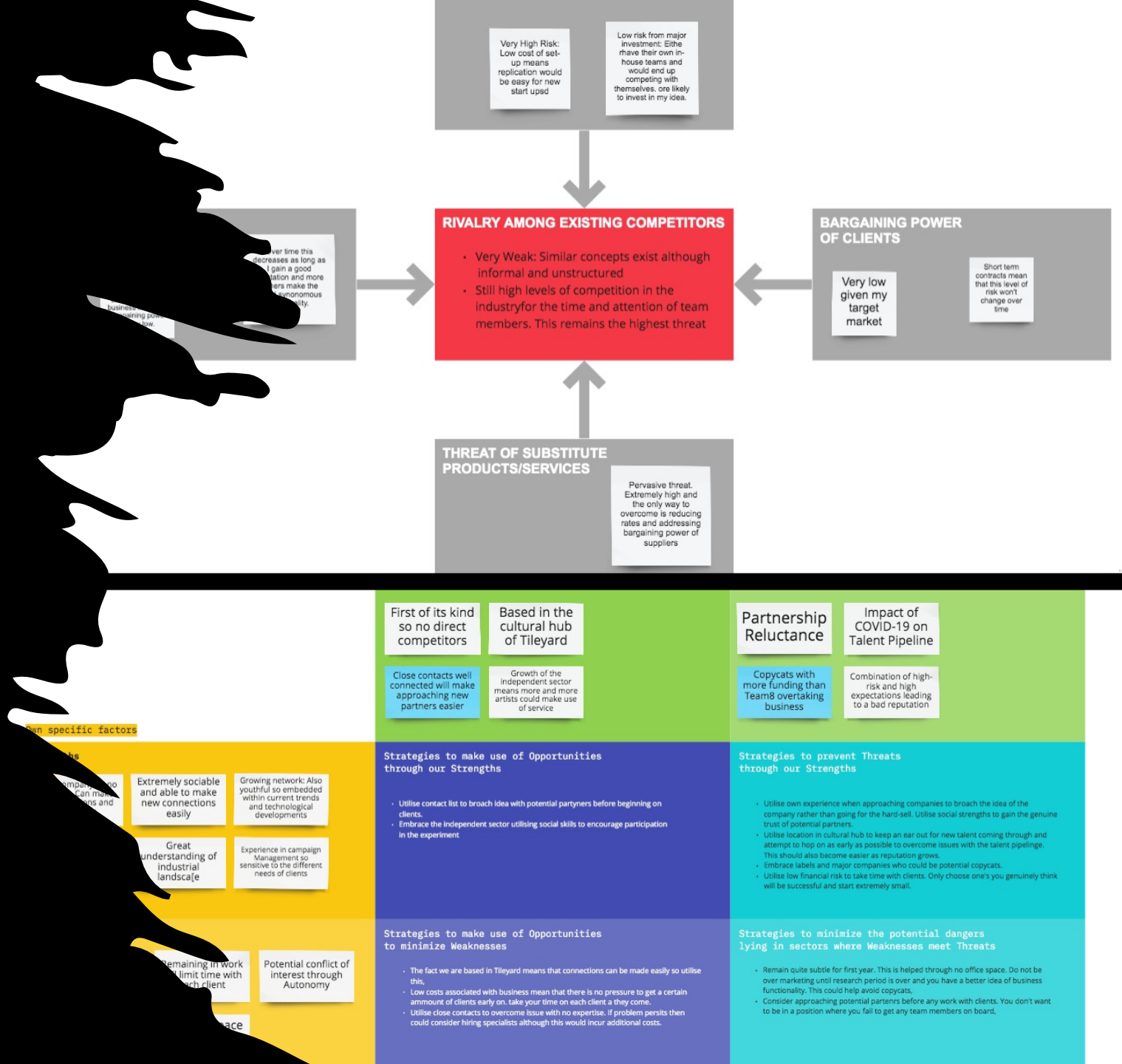
- Advertising is certainly an effective tool when your end goal is to generate brand awareness.
- Brand awareness is not the only goal a company has and a company should be sensitive to their own goals when considering marketing options.
- For Team8, growing awareness too fast could lead to overtrading and inhibit research efforts.
- 83% consumers trust recommendations from friends and family (Owsinski, 2019)
- WOM promotion leads to a more manageable level of growth.



ANALYSING COMPETITION & THREATS

- SWOT analysis and Porters Five Forces
- Key findings have resulted in actionable responses which will aid the development of Team8.

E.g. building up an organic partner base rather than going for the hard-sell. Utilising character strengths to overcome 'partnership reluctance'.

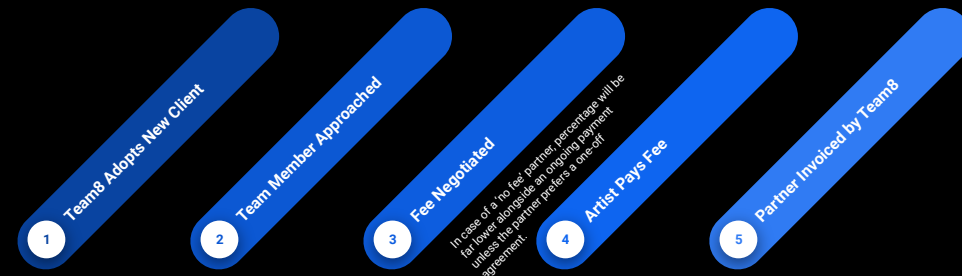


COMPANY FINANCES

	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	
MUSIC	F1	S1	F2	S2	A1		
							0
							0
VISUAL ASSETS							
Promo Videos	300	1500	300	1500	1500		5100
Betas							0
Photography	500		500				1000
Location/Styling/Make Up							0
ONLINE ASSETS							
Video Editing / Eps / Content /							0
Online Advertising Spend	500	500	500	500	500	500	3000
Spotify Growth Campaign Spend							
MANUFACTURING COSTS							
Promo Stock							0
Stock For Retail							
Artwork	200	200	200	200	200		1000
MARKETING COSTS							
Ads/Materials/Posters Etc							0
Retail Spend							0
Club Mixes						500	500
Club Promotion						200	200
PROMOTIONAL TEAM							
National Radio		1500		1500			3000
National Radio - Mailout / Expenses							0
TV							0
National Press, Online Press, Regional Press.		2000					2000
Regional Press		2000					2000
Regional Radio, Specialist Regional Radio, Student Radio, Regional Radio							0
Online PR							0
Campaign Management / Social Networks / Digital Marketing	1000						1000
Legal							0
							0
							0
							0
SUBTOTAL	1500	7700	2000	3700	2200	1200	19300
Team8							1930

- How will clients get the goods and you be paid?
- How much will it cost?
- How much will you make?

Team8 Payment Process



GETTING SET UP

- Rosa Cecilia case study underway.
- My study has given me a 'Minimum Viable Product' to work with.
- I will use my strategy to find campaign team for Rosa Cecilia.
- I will gather data from this event and learn from experiences of client and partners.
- Finally, I will use this information to either 'pivot or persevere' additionally answering some of the questions brought up by this study.

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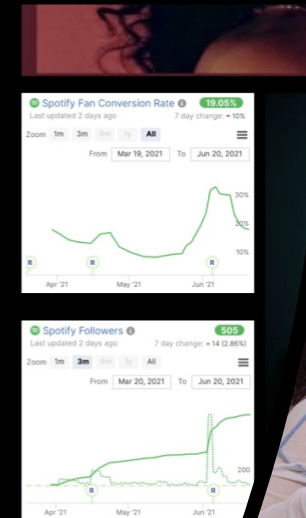
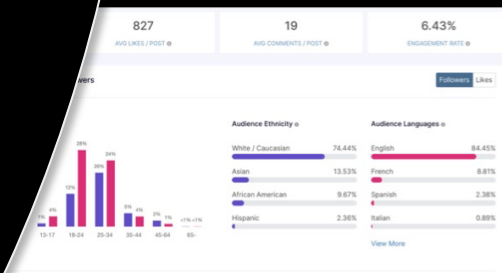


Radio

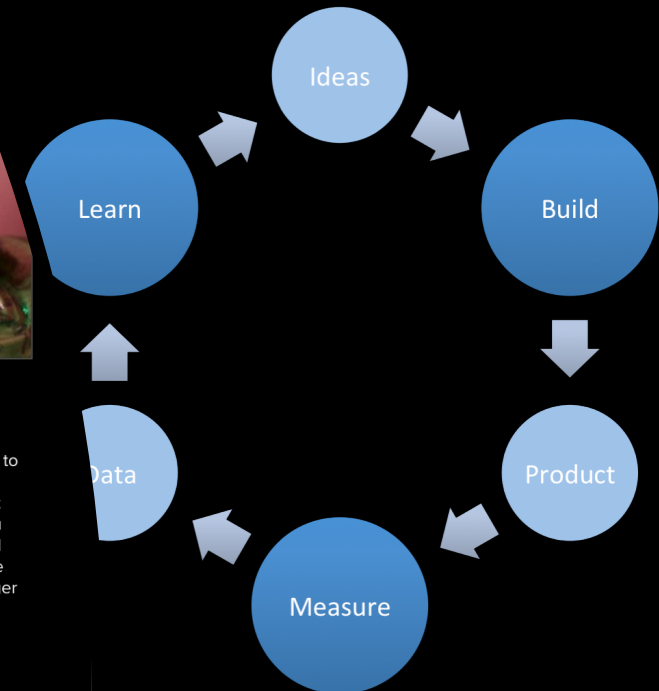
Radio is an extremely delicate area of the campaign and its contribution to our long-term success significant. We will need two radio pluggers (regional and national). Radio operate through familiarity so its important to walk before we can run. Our likely strategy would be to introduce you through an initial single (or an old single from your current project). We'd then aim to get some regional support for the next single and then move up to a regional tour. At this point we would introduce the national plugger to try and make some inroads with the larger stations. Of course, at the same time we are doing what we can at ground level with Introducing and Amazing Radio to bolster some early support at a national level.

Overview

position to start from in my opinion. It's 'community metrics' although much more useful than from other stats. My investigation into this is a realistic set of demographics i.e. 18-34 within English speaking countries. This is extremely promising. We should aim to grow over time. However, it's current level is low and provides us with some distinct insights. Engaged following of this size, you will be able to attract artist services companies like AWAL, record deals, although they will likely need to see numbers before offering significant



For Rosa Cecilia, lyrics are judgmental stares on a writing aims to pacify Always soulful and j Solange to Carly S



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NEXT STEPS...

- Is there sufficient appetite amongst businesses to become partners?
- Will I need to employ the help of other specialists to deal with specific areas?
- What additional cost implications would this bring?
- How time consuming is each client?
- How many clients could be feasibly serviced each month if it were just me? What would be the implications if the team were to grow?
- At what stage will it be necessary to secure outside investment?

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