

Creative Music Management: Portfolio

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Project outline:

This portfolio records the process of planning and marketing the remix of the song 'Mistakes and Heartbreaks' by the artist Peonie, an emerging pop artist who released her debut single just under a year ago. The 'Green Onions' team were asked to manage the marketing and promotion of the remix of her debut release.

This portfolio contains an analysis of the many aspects that went into promoting the remix, and provides an examination of the practical elements involved in this project, ensuring that the campaign was successful.

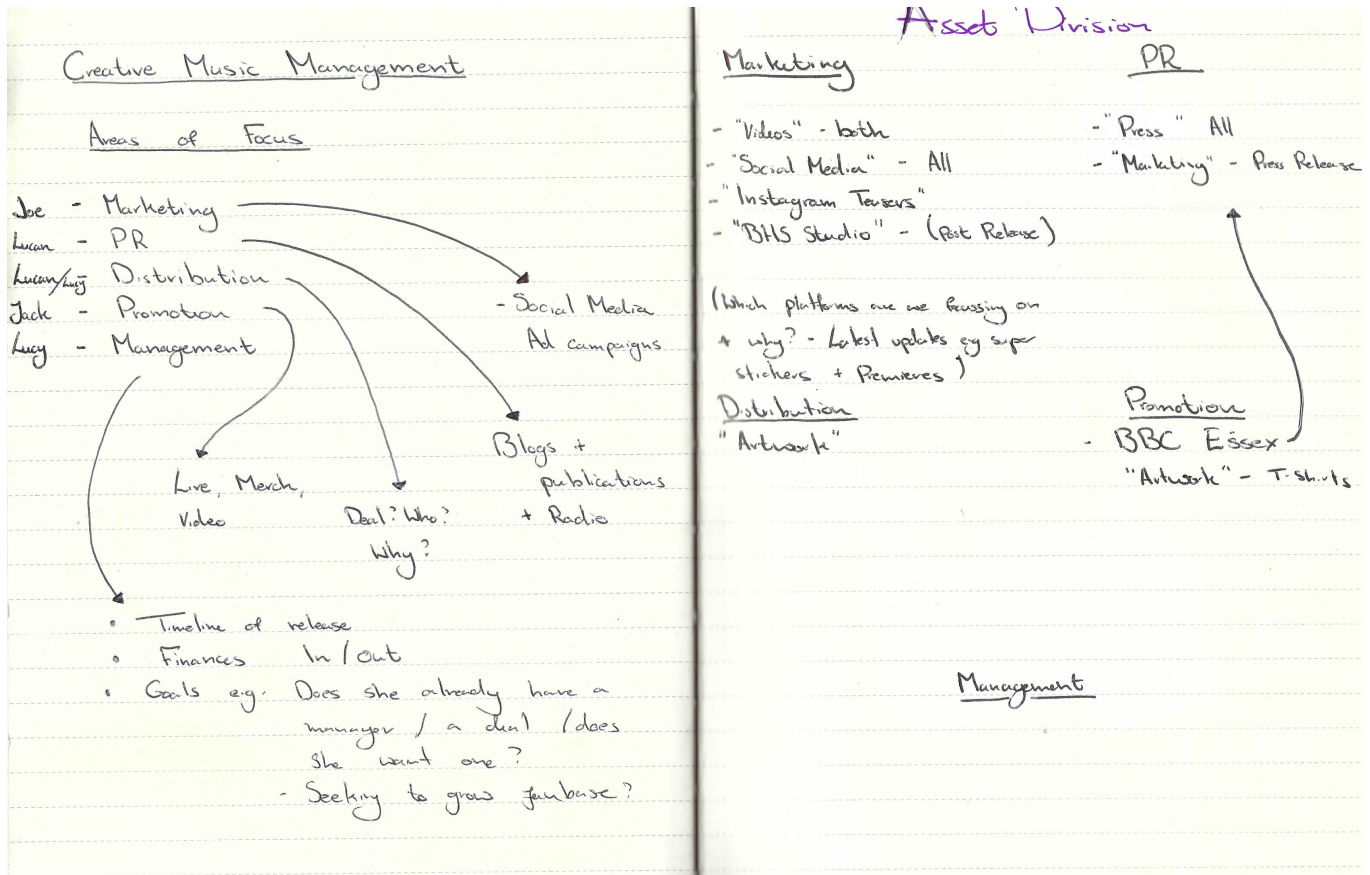
Initial meeting:

Our first meeting was to decide what roles each of us would take on in the group, and how to best divide our labour to maximise the results of our project. Jack minuted the meeting, as we discussed which roles and aspects of the project would be best suited to each member of the group.

Joe was tasked with marketing, focusing on social media promotion and the ad campaign, as he had previous experience in creating ad campaigns specifically on social media.

As Lucan already managed Peonie, he was assigned to PR. He arranged blogs, traditional publications and radio promotion for the song. Lucan also took the lead on managing the

distribution of the remix of *Mistakes and Heartbreaks*; as he had been part of the team managing the release of the original song, he would be able to contact many of the same distributors/publishers that were used for the original song.



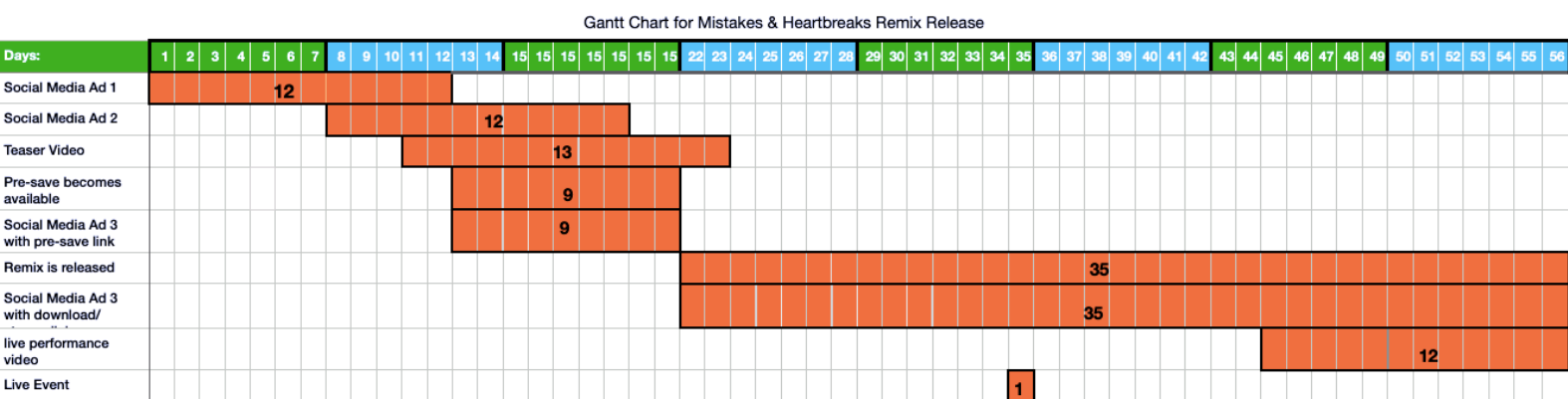
Jack took on the responsibility of managing the promotional aspects of the project. This included arranging a live gig for Peonie to promote her music as well as merchandise to be sold at that event and online on the new website created as part of this project. He also arranged for a live performance video of the song to be posted to Peonie's social media and YouTube channel in order to promote the upcoming remix.

My responsibility in the team was the management of the release. My main objective was to set out a timeline of what aspects of the promotional material would be released, as well as monitoring the finances of the project and defining the goals of this release and marketing campaign.

Second Meeting:

Our second meeting was lead by me; as a priority we needed to work out a timeline of the release and the marketing campaign. We knew that we wanted to run this over a period of eight weeks having four weeks before the release of the remix to build up anticipation and make sure that the pre-save option was getting plenty of attention as this would help to boost the track on streaming and download platforms.

We would then continue the promotion of the song for the next four weeks after the release in order to keep the momentum of the song going after its release.



We would start the campaign with rolling out a social media ad on Instagram and Facebook. This would be promoted for 12 days and overlap with the second social media ad that would also be promoted for 12 days. This would then take us to nearly three weeks of promotion before the track was to be released. We would then have only a few days before the remix was released so we decided to go in to the promotion with a lot more intensity in the lead up to the release. We overlapped the promotion of the teaser video with another social media ad that had a link to pre-save the song.

At the start of the fourth week of our campaign, the remix of *Mistakes and Heartbreaks* was released and we put out a third social media ad with a download/streaming link that would be promoted for the following four weeks to keep up the momentum that had been created in the build up to the release of the song. At the end of the second week after the release of the song, we would host a live event where Peonie will perform an acoustic set, including *Mistakes and Heartbreaks*. This would provide more content to be posted to her social

media and bring attention to the song, although we would not be running these posts as ads or promoted posts. Our final element of the promotion for the song would be to record and produce a video of Peonie performing the song live with her band. This would go up on her YouTube channel and be promoted for 12 days there. This would also provide more content for her social media that although not promoted, would continue to bring attention to the song.

Merchandising:

We knew early on in the process that we wanted to really build up Peonie's artist brand throughout this project so when Jack suggested merchandise to be sold at her live performance, we all agreed that it would integrate well with the work already done in promoting the remix of *Mistakes and Heartbreaks*.

Peonie Merchandising Plan

1. Estimates and Designs



How many garments do you aim to sell?

5 250 500 750 1000 1250 **300**

The print method is based on how many items you sell.

No. of Sales Print Method

0 - 30 sales Digital printing

31+ sales Screen Printing **BASED ON YOUR AIM**

SALES DURATION

Choose how many days you'd like your campaign to run for:

7 days 14 days 21 days 28 days **30**

Campaigns must run for a minimum of 15 days during the holiday period.

SET GARMENT PRICES

You can choose how much you'd like to sell your garments for as long as they make profit.



AWDIS
Basic Hoodie

I want to sell this garment for:

35.00

£12.79 profit/sale

ESTIMATED PROFIT

With 300 sales and 4 campaigns, you'll earn a minimum:

£3,838.00 per campaign

or £15,352.00 per year

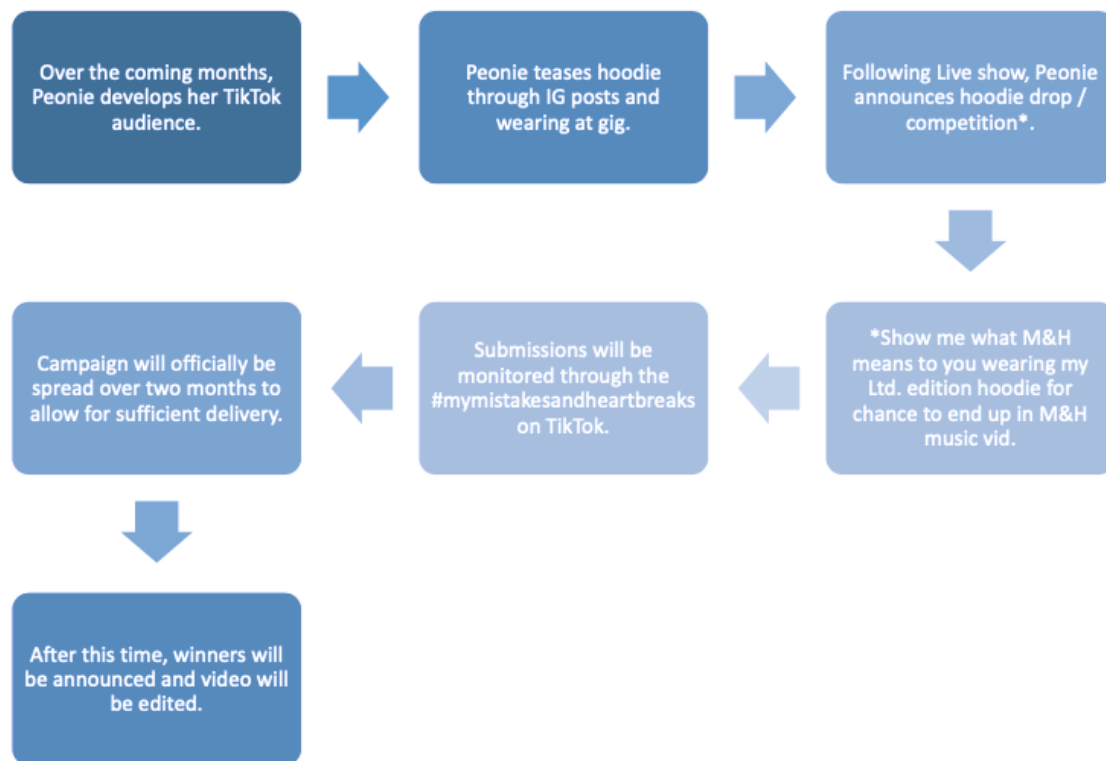
Primary currency:

GBP

We created a mock up of the hoodie that we would be selling and an overall estimate of the cost and profit from this merchandising. However, we wanted to push the merchandise harder as it would be hugely beneficial to Peonie's brand and be a good way of bringing in money along with the live events. However, we also realised that only selling the merchandise at the live events would not bring in the amounts of money that we were

aiming for, or gain enough attention online. From this position, we looked at how we could get Peonie's fans more invested in her merchandise and play a larger role in it themselves. This was when Jack came up with the plan to utilise Peonie's TikTok audience to promote the song and the merchandise through a TikTok challenge.

2. Game Plan Flow Chart



The plan was to keep the challenge simple so that anyone could engage with it easily. It was for people to upload a video to TikTok whilst wearing the hoodies that were promoted as a limited edition, and show what *Mistakes and Heartbreaks* meant to them. Creating a custom hashtag of #mymistakesandheartbreaks allowed us to not only find the submitted videos easily but to also to make a hashtag that would bring people to the song if they looked it up on a search engine.

This challenge would provide people with an incentive to buy the hoodies, not just because they were a fan of Peonie, but also because they had a chance of being a part of her music video for *Mistakes and Heartbreaks*. Our profit estimate immediately went up once we looked at the numbers for people getting involved with the TikTok challenge. We also

thought that this would be a good promotional tool, as Peonie already has a strong following on Instagram and with Instagram Reels, it is easy for people to post the same content to their Instagram feeds and their TikTok accounts. The ability to save videos from TikTok also allows people to re-post them to their Instagram easily and would allow Peonie to share them to her Instagram audience as well.

Live event:

As well as utilising our digital assets we knew that putting on a live event would not only provide material for Peonie's social media but also be a good way of generating profit along with the merchandising sales. As Jack was in charge of PR and had already organised the merchandising, he took the reins with organising a live event.



Peonie at Next Door Records

PEONIE

Venue: Next Door Records
Capacity: 120
Date: TBC
Time: 7pm Doors Open
Deal: All online ticket sales go to Peonie team. NDR retain all bar sales.
N.B. NDR has agreed to share limited sales statistics to aid future negotiations.
Ticket Price: £5 / £7 OTD
Ticketing Company: See Tickets

Set List:

- Mates No More
- Just Sayin'
- What a Wonderful World (Cover)
- My Way
- Mistake and Heartbreaks
- Here We Go Again
- Funeral Bells

Performers:

- Peonie
- Guitar (Acoustic)

120 x £5 = Peonie Team profit: £600

Event Sponsorship: Two Tribes Brewery

- NDR would be open to the inclusion of a sponsored event as it allows them to see how well Two Tribes beer would sell; potential for a future partnership.
- Details of deal to be worked out in a joint meeting
- Potential: Two Tribes set up a stall in standing area to sell beers from, splitting profits with NDR and Peonie team 40:40:20.

240 x £4.50 = £1,080

Peonie Team Profit: £216

Promotion		
Peonie	NDR	Two Tribes Brewery
Utilisation of Instagram mainly. Other socials such as Facebook and TikTok will also be utilised where appropriate.	Will supply ticket and pre-save links along with any other assets for their socials and email lists.	Will supply ticket and pre-save links along with any other assets for their socials and email lists.
Suggestions		
Picture of the whole team at NDR with the boys		
Picture of the whiteboard with Peonie's name on it		
Video of a quick practice in the space		
Picture of Peonie speaking with the Two Tribes team		
Links added across bios		
TikTok - Ticket song		

The live event would be an acoustic set, with only Peonie and an accompanying guitarist, so in terms of organising the performers, there was very little to do. We also discussed a sponsorship with Two Tribes Brewery for the performance which they were willing to go ahead with as it would allow them to also work with NDR in the future as well. Prices have yet to be finalised between the venue and the sponsor but it has been agreed that all three teams involved would split the profits 40 : 40 : 20, with 20% going to Peonie's team and the rest being divided between Two Tribes and NDR.

The ticket prices were fixed at £5 per person, however, if they bought at the door, the price would go up to £7. This allowed us to keep prices affordable but also to be able to turn a profit and to add a little extra to the profits on the day. With a venue capacity of 120 people, we would make approximately £600 provided that we sold out, or very nearly sold out the venue with some tickets bought at the door.

The split of profit from Two Tribes sponsorship would bring in an estimated £1,080 which with the division between Two Tribes, NDR and our team, would leave us with approximately £216 in additional profits to the tickets. There would also be hoodies being sold at the event, but the profits from that would be counted within the overall merchandising profits. We would also encourage the audience to post pictures of the event and to tag the venue and Peonie in order to gain more attention on social media platforms and hopefully to introduce their own followers to Peonie's music.

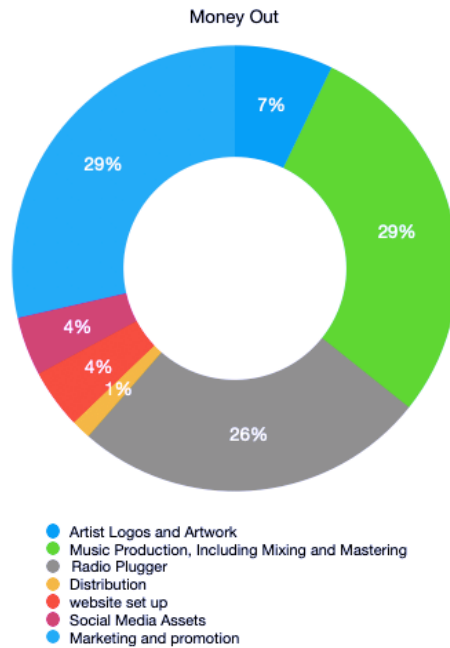
Financing and Budget:

Our financing and budget dictated much of what we could do with this project. Our first task was to secure more funding than our initial investment from Tileyard Education.

We started by investing a combined £500 of our own money, this boosted us up to £1,000 but we knew that the campaign that we wanted to run would cost much more than that. To achieve this, Lucan contacted the PRS Foundation Open Fund and secured us £4,000 in funding for our campaign.

Funding	
Tileyard Education Investment	£500
Self Investment	£500
PRS Foundation Open Fund	£4,000
Total income	£5,000

Money Out	
Artist Logos and Artwork	£250
Music Production, Including Mixing and Mastering	£1,000
Radio Plugger	£900
Distribution	£50
website set up	£150
Social Media Assets	£150
Marketing and promotion	£1,000
Total expenses	£3,500



Profits Made	
Two Tribes Sponsorship	£216
live event tickets	£600
live event bar split	£40
Merchandise Sales	£3,838
Total income	£4,694

Money Left Over	
Income minus expenses	£6,194

Our initial estimates came out at £3,500, which worked well for us as it left us with £1,500 for any unforeseen costs that might arise throughout the campaign. We came to the agreement that we would need to spend the largest sums of money on the production of the song and the marketing campaign, so out of our £5,000 budget, we spent £2,000 on those combined. After those, we paid a radio plugger £900 for two plays of the song (£450 each). As a group, we came to the conclusion that these would be our most important investments in the release and promotion of this song. We knew that a high quality song was absolutely fundamental to having a successful release and that it had to be followed up with an equally strong advertising and social media campaign. The radio plugs utilised a more traditional way of garnering attention for a song as it is still an important way for people to discover new music.

In contrast to our most expensive costs from promoting this song, our biggest earning element of this campaign was the merchandise that Jack arranged; since it was produced by a drop-shipping company, there was no upfront cost of creating the merchandise, meaning that we made a direct profit from it.

Marketing Campaign:

We started the marketing campaign from the initial plan made during our second meeting. Joe was in charge of putting together the finalised version of the marketing plan; the first thing that needed to be decided was the marketing objectives. We discussed these and came to the decision that there were four main objectives: to create internet hype around the release of *Mistakes and Heartbreaks*, to expand Peonie's audience on both social media and various streaming platforms, to make sure that she had accounts on the biggest social media platforms and to create them if she didn't to expand her reach and more effectively engage with her audience, and to also build an email list for future marketing campaigns.

With these objectives in mind, we then looked at what would be the key performance indicators. The first would be 100,000 streams across all streaming platform within the nine months following the release of the song, and the second a 5-10% increase in followers and engagement on social media. As Peonie does not have a snapchat account, we wanted to create one and build it up to a minimum of 250 followers. These would all be key indicators of how well the campaign was going in creating hype around the release of *Mistakes and Heartbreaks* remix.

We then needed to look at what Peonie's target audience would be and concluded that it would most likely be people between the ages of 16-25 years old, based in urban cities such as London, New York, Los Angeles or Paris. We would therefore focus mainly on countries such as the UK, USA and Europe and those who were fans of artists such as Ariana Grande, Dua Lipa, Anne Marie, and Blackbear.

Joe's research found that the London School of Economics and Political Science released figures in 2017 that stated that over 59% of internet users between the ages of 18-29 used Instagram, and that 17% of them said that Instagram was their most important social media platform. This is reflected in the number of followers that Peonie has on Instagram compared to her other social media accounts. On Instagram she has 7,686 followers compared to 472 on twitter and 3,437 on TikTok. These, including her to be created

snapchat account are where we will focus the majority of the advertising campaign with specific focus on her Instagram account as that is her platform with the biggest influence. Another factor in our decision to put more emphasis on the Instagram account was that according to Forrester research, Instagram has approximately 10 times the interaction with a brand, from the brand's fans and followers, than Facebook does.

Our first task in this campaign was to promote the pre-save of the song. One week before the release of the track, we would release a 15 second teaser clip on social media platforms and Peonie would on the same day do an Instagram Live stream to talk about the song and to gain attention for the pre-save.

During the first four weeks of the campaign we would start to run daily Instagram adverts to reach two thousand average impressions per day. We would budget £70 per week, working out at £10 per day. We would budget less for Facebook at £30 per week and run three ads lasting for a day each. However all the content created would be posted to all of Peonie's social media accounts. At the same time that we were pushing the pre-save campaign we would also be reaching out to other bloggers and influencers to promote or 'shout-out' *Mistakes and Heartbreaks*; with a budget £100 to cover the costs of this.

On the day of the release, content would be posted to all social media platforms to announce the release of the song. Peonie would go live on Instagram to interact with fans on the day of release and to announce the start of the #mymistakesandheartbreaks challenge to then get the merchandise sales going. We would also get Peonie to repost people listening to *Mistakes and Heartbreaks* to her Instagram and snapchat stories (and thank them) to keep up the momentum of the release.

The four weeks following the release would continue the advertising campaign, and in addition we would use the previously compiled mailing list to send out information about early access to the behind the scenes content and touring information. Soon after we would

release the behind the scenes content and touring information to all her fans together with a Q&A on IGTV.

On the eighth week of the campaign, the *Mistakes and Heartbreaks* music video will be released, featuring the fans that took part in Peonie's #mymistakesandheartbreaks challenge on social media.

The full array of assets detailed in this portfolio can be viewed here: <https://app.box.com/s/gxgce6l510vw2tm9fxyjgtibmvcfyjvg>

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