

# **Marketing Report for Chhina 2023**

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2123522

Entertainment Marketing

July 8 2023



## Introduction

This document contains a detailed marketing report for the release of Chhina's debut album "The Death of a Life That Was Dying To Be Lived", along with his first UK/EU tour. This album will be a pivotal point in his career as he aims to use this project as a means to solidify his spot in the music industry. This album will tell his story in a way that has not been told before. Blending elements from Rap, Opera, Rock, and Afrobeats, *TDOALTWDTBL* aims to push boundaries that most mainstream artists are refusing to push. The 5 track album will be released on all streaming platforms but also as a digital / virtual album experience exclusively on CHHINASWORLD.COM. It will be distributed by Anotherland in association with Capitol Records and Chhina's World. When marketing this album we will be reaching out to blogs and magazines for promotion, as well as trying to secure Synchronization placements for the album. Chhina's past work has been featured on blogs like *Earmilk* and *Billboard Hip Hop* which allows the marketing team some leverage when pitching to more high profile outlets. Furthermore, aid from an actual distribution company should help secure better placements as well.



# Marketing Strategy



## Album

This audio / visual album will be released with 5 songs, a visual / interactive component, 1 lead single and virtual / physical merchandise. The album will be released on all streaming platforms, however the interactive visual album will be exclusively on CHHINASWORLD.COM. The visual album will be shot by Noah Lalonde, a frequent collaborator of Chhina from his network in Toronto. It will be in the form of a short film that extends the length of the entire project (around 30 mins). The film will be divided into 5 parts and released weekly over 4 weeks (first part will be released with single) on CHHINA'S WORLD. On the 5th week after the album is released, a full length version of the film will be uploaded to YouTube. The video will feature both real life and computer generated elements to tell the story. The visuals will be made to look like a dystopian world that is set in the future but just after a rapture. Using CGI every person and object in the world will be suspended in the air except for Chhina, as he remains "grounded" in the world. This series of visual elements can also be experienced in a web / mobile based game developed on a Blockchain running on CHHINASWORLD.COM. Citizens of Chhina's World are able to create their own character and walk through the same areas and locations as Chhina does in the videos. Furthermore they will be able to unlock exclusive merchandise for their characters in the form of NFTs but also physical merchandise that they can order online with a copy of the album. By developing this experience Chhina is able to add another layer of interconnectivity between himself and his fans by involving them in his story. Furthermore, by including both digital and physical merchandise Chhina is able to increase his revenue streams on this project prior to the tour. The tracklist follows a sequential story of an Ego Death based on an near death experience that Chhina faced while alone in a new country. It begins with the acknowledgment of mortality, followed by a realization of the ego, then the death of the ego, and finally the rebirth. With each weekly release, an exclusive merchandise collection will also be available for purchase for that particular week only. Travis Scott used this strategy for *Astroworld* and it proved to be successful as he was able to debut at #1 by selling records with each purchase (Lockett, 2018). By creating limited releases, the demand increases due to FOMO for each collection. As Chhina's World has tiered incentives based on the number of NFTs held (see image) exclusive merchandise will also be available for specific tiers.

**NFT HOLDER RANKS + BENEFITS**

- CITIZEN**  
(1-4 NFTs HELD)
  - PASSPORT
  - 10 % OFF MERCHANDISE
  - EARLY ACCESS TO MUSIC
  - ACCESS TO CHHINA'S WORLD DISCORD
- LORD**  
(5-9 NFTs HELD)
  - 15 % OFF MERCHANDISE
  - EXCLUSIVE NFT SONG RELEASES
- EARL**  
(10-19 NFTs HELD)
  - 20 % OFF MERCHANDISE
  - EXCLUSIVE MERCHANDISE
- CHIEF**  
(20+ NFTs HELD)
  - CLOSED BETA TESTING
  - 25% OFF MERCHANDISE
  - INPUT CREATIVE DIRECTION FOR RELEASES

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Since Chhina's branding is already distinct and solidified, having a unique concept and building an entire experience around it allows the marketing to be specific while remaining diverse. It will also allow us to create unique and eye-catching content that can be targeted to many different audiences. From fashion, to gaming, to Web3.0, as well as music enthusiasts, this project will be able to attract many new eyes and ears for Chhina once it is executed. However before the entire album is released, the intro song will be released as a lead single for the album.

## Single

The lead single will be the Introduction song on the album and will be released 6 weeks prior to the album release. This should give us enough lead time to promote the single and then begin promoting the album. The single will be released with the first part of the 5 part short film. Each part will have its own cliff hanger, however the first will be the most visually striking and radical in order to capture viewers and introduce them to the new world that Chhina is trying to create for his fans. This single will also lay the groundwork for the new imaging, story telling, and interactive experience that will go alongside this project. Although these will all work in conjunction with his previous branding, it will still look and feel brand new. The entire project will be taking a cinematic approach to everything. When the single and first visual story is released, the beginning of the interactive game will also be released. At this point, Citizens will be introduced to the first publicly playable version of Chhina's World. At this point they will be able to create their characters, use any previously purchased NFT skins or merchandise, and experience the first part of the story. By rolling out the first part only as a single, this will allow the game team to also watch out for any bugs or issues before the full release happens in 6 weeks..

## National Promotion

In order to Nationally promote this project in the UK we will be looking at numerous media outlets that we think would benefit Chhina and have potential fans. Outlets like BBC1Extra, Beats1Radio, Earmilk, Wonderland Magazine, Clash Magazine, Complex UK, and more would be a great start to pushing his album. Chhina has already had some good blog placements so this will allow us some leverage when pitching to more high profile outlets. Also, since Chhina is a rapper, securing interviews on radio stations would be a great way for him to introduce fans to his personality and tell his story further. Having him do a Fire in the Booth freestyle on Charlie Sloth's show would also be a great way for him to showcase his rapping ability to the world while still promoting his album. Physical ads like billboards and posters would also work well. Having obsolete posters with QR codes on them in the underground for example would be a great way to get people onto CHHINASWORLD.COM. By placing scannable QR codes, we would be able to track the effectiveness of the advertisement and see which locations are giving us the most web traffic. Also, due to the fact that we are releasing through an actual distributor rather than a service, we can push to get songs on editorial playlists as well as have him as the featured artist on the playlists. Furthermore, because there are UK artists on the album, that also gives us leverage when promoting locally as Chhina would be considered an



international artist. We would also be looking at UK Web3.0 outlets like... This way we can push all elements associated with the project to the right people. Being a genre fluid album with multiple collaborators, UK wide promotion should be easier than international promotion, however different strategies will be put in place to increase international effectiveness.

## International Promotion

International promotion will be key for Chhina as he is a Canadian artist so in the UK, he is considered international anyways. Targeting countries like Canada, USA, Nigeria, and France would be beneficial as that is where majority of his plays come from. We will be able to pitch his EPK to numerous media outlets across the world as well as radio stations for airplay and interviews. Furthermore Chhina also has resources in Toronto that would allow us to place physical ads in the city without us needing to be there at the time. Chhina also has a network of radio DJs across the world as well. He has contacts with the DJs at the #1 Hip-Hop station in Toronto, 93.5 Today Radio. He also has contacts at Kiss FM in Lagos, Nigeria; the top radio station in Nigeria. These stations will be included in our strategy as well as others like Ebro in the Morning, Hot 97, Big Boy Radio, The Breakfast Club and more. All of these stations host rap artists in the USA and allow them to come in for interviews and sometimes freestyles. International promotion would also be beneficial for us because there is an interactive element that can be accessed across the globe and people can interact with other Citizens through the platform. Because Chhina has already started promoting this platform, he has built up a mailing list of people around the world. This mailing list is one of the resources we can use to internationally spread the word of this release. We also plan to run digital ads globally on multiple social media platforms and also find influencers that can create content with the music on platforms like YouTube, Instagram, and TikTok. Furthermore, because the album is so cinematic sounding and visual, Chhina's aim is to get Synch placements in films or TV across the globe. Our distributor will help us do this, as well as his current deal with SyncVault. Merchandise will be shipped across the globe so there will not be any country restrictions to our promotion - with the exception of some countries due to specific laws.



## UK / EU Tour

The album will be announced alongside the announcement of a UK / EU tour that will also be able to be experienced through CHHINASWORLD.COM across the globe. This will be a virtually attendable international tour with real life stops across the UK and EU. The tour will have consistent branding with the rest of the release will take place in over 5 places. Chhina will tour with the musicians that have accompanied him on the project (Molly Roberts and Brenden James Rodgers). The in-person shows will blend elements from the virtual show so that they appear as if they are working in conjunction with each other. Tickets will be sold for both versions of the tour and they will be available through Ticketmaster or CHHINASWORLD.COM. The virtual tour's tickets will be sold as NFTs only and the in person show will be sold as either regular tickets or as NFT tickets. Depending on what resources are available at the venues, the visuals projected on the screens will be the animated setting that is part of the virtual show. *The Weeknd* just announced that his 2022 tour will be NFT powered however we are taking it one step further by adding the virtual portion (Complex, 2022). The virtual portion of the show will not be a recording of the in person shows. They will be fully animated and explorable similar to the Travis Scott *Fortnite* show (which had over 40 million attendees and generated Scott over \$20M) (NME, 2020). This will be developed and ready to go before the album releases so that we are ready in time. At this virtual show, players can purchase merchandise for their characters in the form of NFTs and they will also be tradeable and re sellable to other players. From this, Chhina will make revenue on every digital purchase, and a royalty on every digital resale. Merchandise discounts will be given at both shows depending on Citizens' ranks in Chhina's World. At merchandise stands at the in-person shows, Citizens are able to scan a QR code at the merch booth and receive a virtual version of the merchandise that they purchase at the show. The reason for allowing this to happen is because this allows the NFT collection to grow in holder volume. Furthermore, if someone decides that they do not want the NFT version, they can gladly resell it and Chhina gets a portion of that resale. By offering this as an option, we are creating digital scarcity. According to Marcus O'Dair, a scholar that writes about Crypto, creating digital scarcity can add more value to music and content (O'Dair, 2018). Still utilizing the ranking system, Citizens with the highest rank will also be allowed backstage and one 5 minute meet and greet with Chhina, as well as a signed piece of merchandise. Certain Citizens will also appear on the screens in the physical show if they walk past a certain point in the game, however this will only be allowed for "Earls" and above. In order to execute all of this we will need a substantial budget. We expect that the majority of the budget for the virtual portion will be provided to us through grants and angel or crowdfunding.



# Marketing Project Plan



## SINGLE + ALBUM RELEASE TIMELINE / BUDGET (2023)

**July 1, 2023** - Announce *TDOALTWDTBL* on Social Media

**July 15, 2023** - Tease Single 1

**July 20, 2023** - Send Single 1 to Radio Contacts (See Radio Page)

**July 30, 2023** - **Single release** with Video along with CHHINASWORLD interactive element

**August 1, 2023** - Social Media Update

**August 1, 2023** - Interview with Complex UK

**August 14, 2023** - Send Single 1 to Radio Contacts (See Radio Page)

**August 14, 2023** - Interview with Beats1 / Fire in the Booth Freestyle

**August 15, 2023** - Interview with GRM Daily

**August 31, 2023** - Send Chhina's World Album Release Package to Radio Contacts

**August 31, 2023** - Send Chhina's World Album Release Package to Writers

**August 31, 2023** - Send Chhina's World Album Release Package to Social Media Influencers

**Sept 5, 2023** - Chhina's World Album Release

**Sept 5, 2023** - **Track 2 Video Release** and new CHHINASWORLD experience released

**Sept 5, 2023** - Send Chhina's World Album Release Package to DJs

**Sept 5, 2023** - Merchandise Drop 1 (limited for 7 days, purchases come with Album)

**Sept 8, 2023** - Album Release Party in London

**Sept 10, 2023** - Interview with Wonderland Magazine

**Sept 12, 2023** - **Track 3 Video Release** and new CHHINASWORLD experience released

**Sept 12, 2023** - Merchandise Drop 2 (limited for 7 days, purchases come with Album)

**Sept 19, 2023** - **Track 4 Video Release** and new CHHINASWORLD experience released

**Sept 19, 2023** - Merchandise Drop 3 (limited for 7 days, purchases come with Album)

**Sept 25, 2023** - Interview with Breakfast Club in NYC

**Sept 26, 2023** - **Track 5 Video Release** and new CHHINASWORLD experience released

**Sept 26, 2023** - Merchandise Drop 4 (limited for 7 days, purchases come with Album)

**Sept 27, 2023** - Full short film released on YouTube

**Sept 28, 2023** - Interview with Hot 97 in NYC

**Sept 28, 2023** - Announcement of Physical and Virtual Tour

**Sept 29, 2023** - Album Release Party in NYC

**October 1, 2023** - Release Remix of biggest song with other artists

**October 1, 2023** - Begin preparation of tour and beta testing of virtual performance

**October 10, 2023** - Announce partnership with *Epic Games* and *Fortnite* for virtual performance (continue promoting album and tour until tour date. Tour schedule follows)



## ALBUM + SINGLE BUDGET (2023)

| Expense           | Cost           | NOTES                              |
|-------------------|----------------|------------------------------------|
| Hotels            | £2250          | NYC (5 Days) x 3 Rooms             |
| Flights           | £900           | NYC to London (Return) x 3 Tickets |
| Web Developers    | £2500          |                                    |
| Graphic Artists   | £1000          |                                    |
| Videographers     | £3000          |                                    |
| Video Editors     | £500           |                                    |
| Photographers     | £1000          |                                    |
| Write Up Payments | £1000          |                                    |
| Release Parties   | £2000          | LONDON + NYC                       |
| <b>TOTAL</b>      | <b>£14,150</b> |                                    |



## TOUR + PROMOTION TIMELINE / BUDGET (2023)

### Tuesday November 7 - Advance Print / Blog Interview Day

#### Itinerary:

12:30 PM - 30 Min Interview @ BBC1EXTRA (Broadcasting House, Portland Place, London)

1:30 PM - 30 Min Skype Interview with BlogTO (Toronto)

2:30 PM - 30 Min interview with Beats1 (Tileyard Road)

9:30 PM - 30 Min Skype interview with Entertainment Tonight Canada

#### Daily Budget:

| Expense      | Cost        | NOTES              |
|--------------|-------------|--------------------|
| Van Rental   | £60         | Ryder Sprinter Van |
| Food         | £150        | For whole crew     |
| <b>TOTAL</b> | <b>£210</b> |                    |

### Wednesday November 8 - FABRIC LONDON

#### Venue Contact:

77A Charterhouse St, London EC1M 6HJ  
020 7336 8898

#### Itinerary:

12:00 PM - 30 min **Interview** with BBC Asian Network

1:00 PM - 30 min Skype **Interview** with 93.5 Today Radio (Toronto)

4:00 PM - 30 min Skype **Interview** with Kiss FM Lagos (Nigeria)

6:30 PM - Deadline for **CHHINA's** payment

9:00 PM - Doors open

10:00 PM - **CHHINA** SET

12:30 AM - Fly to Paris, France

#### Daily Budget:

| Expense      | Cost        | NOTES                 |
|--------------|-------------|-----------------------|
| Van Rental   | £65         | Ryder Sprinter Van    |
| Flight       | £600        | For whole crew + gear |
| Food         | £150        | For whole crew        |
| <b>TOTAL</b> | <b>£815</b> |                       |



## Thursday November 9 - Élysée Montmartre

### Venue Contact:

72 Blvd Marguerite de Rochechouart, 75018 Paris, France  
+33144927800

### Hotel:

The Westin Paris Vendome  
3 Rue de Castiglione, 75001 Paris, France  
+33144771111

### Itinerary:

2:00 AM - **Arrive in Paris, FR** - Check in and bring gear into hotel  
12:00 PM - 30 min **Interview** with SKYROCK  
1:00 PM - 30 min **Interview** with Hypebeast France  
4:00 PM - 30 min Skype **Interview** with Genius (USA)  
6:30 PM - Deadline for **CHHINA's** payment  
9:00 PM - Doors open  
10:00 PM - **CHHINA SET**  
12:30 AM - Fly to Brussels, Belgium

### Daily Budget:

| Expense      | Cost         | NOTES                 |
|--------------|--------------|-----------------------|
| Hotel        | £1000        | 3 Rooms               |
| Car Rental   | £50          | Ryder Sprinter Van    |
| Flight       | £600         | For whole crew + gear |
| Food         | £150         | For whole crew        |
| <b>TOTAL</b> | <b>£1800</b> |                       |



## Friday November 10 - Le Botanique

### Venue Contact:

Rue Royale 236, 1210 Saint-Josse-ten-Noode, Belgium  
+3222183732

### Hotel:

Hilton Brussels Grand Place  
Carr de l'Europe 3, 1000 Bruxelles, Belgium  
+3225484211

### Itinerary:

2:00 AM - **Arrive in Brussels** - Check in and bring gear into hotel  
12:00 PM - 30 min **Interview** with KIOSK Radio  
1:00 PM - 30 min Skype **Interview** with Highs Nobility (UK)  
4:00 PM - 30 min Skype **Interview** with Breakfast Club (USA)  
6:30 PM - Deadline for **CHHINA's** payment  
9:00 PM - Doors open  
11:30 PM - **CHHINA SET**  
12:30 AM - Drive to Amsterdam, Netherlands

### Daily Budget:

| Expense      | Cost        | NOTES                  |
|--------------|-------------|------------------------|
| Hotel        | £450        | 3 Rooms (Special Rate) |
| Van Rental   | £100        | Ryder Sprinter Van     |
| Food         | £150        | For whole crew         |
| <b>TOTAL</b> | <b>£700</b> |                        |



## Saturday November 11 - Melkweg

### Venue Contact:

Lijnbaansgracht 234A, 1017 PH Amsterdam, Netherlands  
+31205318181

### Hotel:

Hilton Amsterdam  
Apollolaan 138, 1077 BG Amsterdam, Netherlands  
+31207106000

### Itinerary:

3:00 AM - **Arrive in Amsterdam** - Check in and bring gear into hotel  
12:00 PM - 30 min **Interview** with SLAM The Boomroom  
1:00 PM - 30 min Skype **Interview** with Complex UK  
4:00 PM - 30 min Skype **Interview** with NPR  
6:30 PM - Deadline for **CHHINA's** payment  
9:00 PM - Doors open  
11:30 PM - **CHHINA SET**

### Daily Budget:

| Expense      | Cost         | NOTES              |
|--------------|--------------|--------------------|
| Hotel        | £1200        | 3 rooms x 2 Nights |
| Van Rental   | £50          | Ryder Sprinter Van |
| Food         | £200         | For whole crew     |
| <b>TOTAL</b> | <b>£1450</b> |                    |



## Sunday November 12 - DAY OFF

### Hotel:

Hilton

Marzellenstraße 13-17, 50668 Köln, Germany

+49221130710

### Itinerary:

12:00 PM - Drive to Cologne, Germany

### Daily Budget:

| Expense      | Cost        | NOTES              |
|--------------|-------------|--------------------|
| Hotel        | £357        | 3 Rooms            |
| Van Rental   | £65         | Ryder Sprinter Van |
| Gas          | £120        | 1.5 Tank           |
| Food         | £150        | For whole crew     |
| <b>TOTAL</b> | <b>£692</b> |                    |



## Monday November 13 - Live Music Hall

### Venue Contact:

Lichtstraße 30, 50825 Köln, Germany  
+49 221 9542990

### Itinerary:

12:00 PM - 30 min Skype **Interview** with ColorsxStudio  
1:00 PM - 30 min **Interview** with ATELIER COLOGNE  
4:00 PM - 30 min Skype **Interview** with GQ UK  
6:30 PM - Deadline for **CHHINA's** payment  
9:00 PM - Doors open  
10:00 PM - **CHHINA** SET  
12:30 AM - Fly to Lisbon, Portugal

### Daily Budget:

| Expense      | Cost         | NOTES           |
|--------------|--------------|-----------------|
| Hotel        | £350         | 3 Rooms         |
| Flight       | £800         | For crew + gear |
| Food         | £150         | For whole crew  |
| <b>TOTAL</b> | <b>£1300</b> |                 |



## Thursday November 14 - B. Leza

### Venue Contact:

Cais Gás 1, 1200-161 Lisboa, Portugal  
+351210106837

### Hotel:

DoubleTree  
R. Eng. Vieira da Silva 2, 1050-105 Lisboa, Portugal  
+351210410600

### Itinerary:

3:30 AM - **Arrive in Lisbon** - Check in and bring gear into hotel  
12:00 PM - 30 min **Interview** with Lisbon RFM  
3:00 PM - 30 min Skype **Interview** with Complex USA  
4:00 PM - 30 min Skype **Interview** with Complex CA  
6:30 PM - Deadline for **CHHINA's** payment  
9:00 PM - Doors open  
10:00 PM - **CHHINA SET**  
12:30 AM - Fly to London, UK

### Daily Budget:

| Expense      | Cost         | NOTES           |
|--------------|--------------|-----------------|
| Hotel        | £275         | 3 Rooms         |
| Flight       | £600         | For crew + gear |
| Food         | £150         | For whole crew  |
| <b>TOTAL</b> | <b>£1025</b> |                 |



## TOTAL BUDGET

**TOTAL DAILY BUDGET: £7,992**

| DATE (2023)   | TOTAL WITH VAT |
|---------------|----------------|
| Tues. Nov. 7  | £210           |
| Wed. Nov. 8   | £815           |
| Thurs. Nov. 9 | £1800          |
| Fri. Nov. 10  | £700           |
| Sat. Nov. 11  | £1450          |
| Sun. Nov. 12  | £692           |
| Mon. Nov. 13  | £1300          |
| Tues. Nov. 14 | £1025          |
| <b>TOTAL:</b> | <b>£7992</b>   |

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**TOTAL SALARY PAY: £5000**

|                   | SOUND TECH   | STAFF x 5    |
|-------------------|--------------|--------------|
| # Of Shows        | 6            | 6            |
| Salary Per Show   | £300         | £150         |
| <b>TOTAL PAY:</b> | <b>£1800</b> | <b>£4500</b> |

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**TOTAL PROJECTED RELEASE EXPENSES: £14,150**

**TOTAL PROJECTED TOUR EXPENSES: £14,292**

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**TOTAL PROJECTED EXPENSES: £28,442**

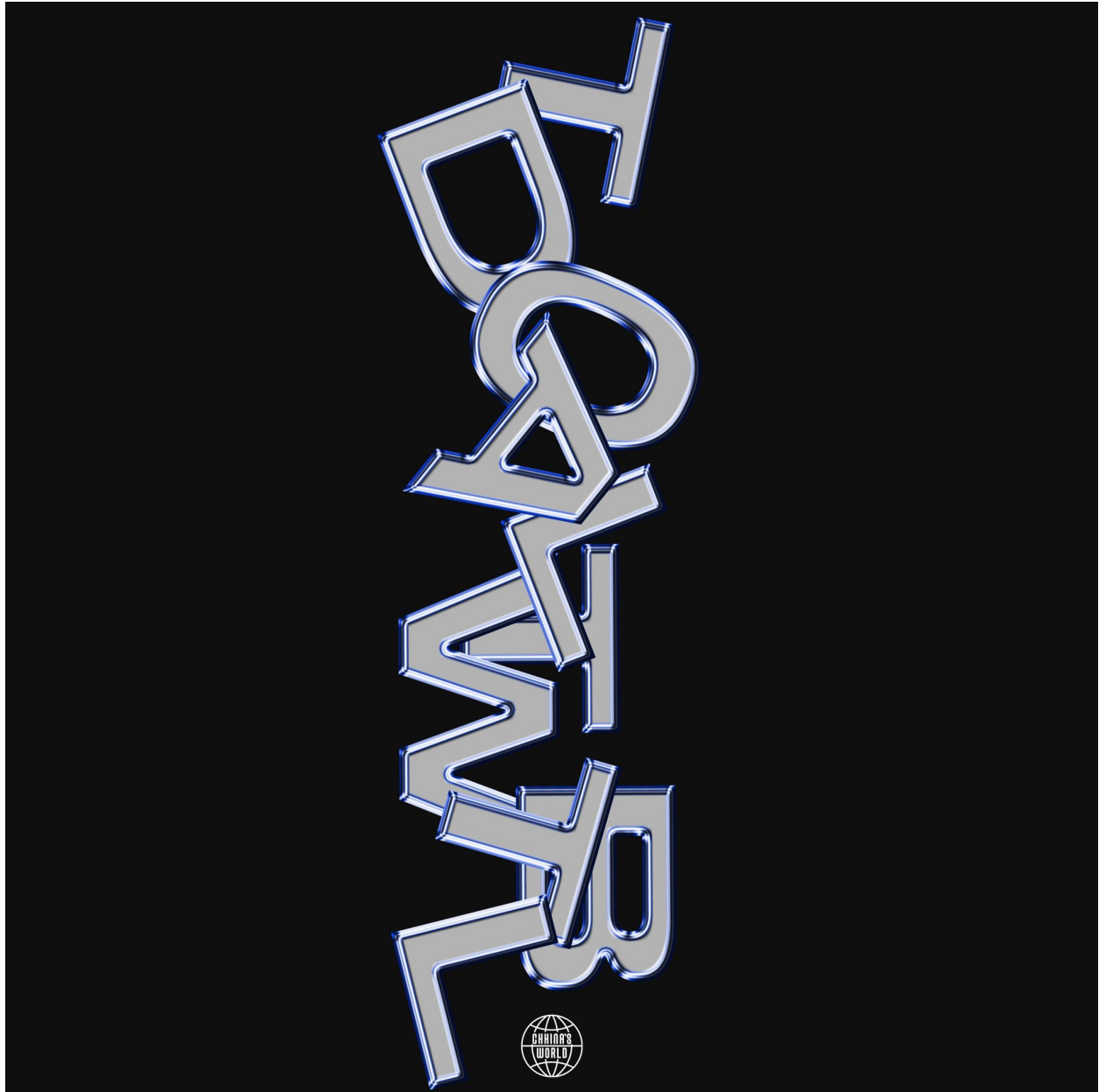
**CONTINGENCY: £2,844.20**

**TOTAL BUDGET: £31,286.20**



# Marketing Asset Deliverables

## Album



Amar Chhina  
2123522  
Entertainment Marketing  
July 8 2023



Single



Amar Chhina  
2123522  
Entertainment Marketing  
July 8 2023



## Promotion



Amar Chhina  
2123522  
Entertainment Marketing  
July 8 2023



UK / EU Tour





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