# RELEASE CAMPAIGN

Breathing Poison by Rebekka Louise

PRESENTATION BY REBEKKA GARCIA BENITO

# CAMPAIGN CALENDAR

## JANUARY 2023

| MON | TUE | WED | THU | FRI | SAT | SUN |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
| 2 | 3 | 4 RECORD | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 MIX | 13 | 14 | 15 |
| 16 PH.SHOOT | 17 | 18 | 19 MASTER | 20 WR. PR/EPK | 21 | 22 |
| 23 DIGITAL RELEASE | 24 SOCIAL | 25 PR | 26 VIDEO | 27 | 28 | 29 |
| 30 MERCH PROD. | 31 | | | | | |

## FEBRUARY 2023

| MON | TUE | WED | THU | FRI | SAT | SUN |
|---|---|---|---|---|---|---|
| | | 1 SOCIAL | 2 | 3 PRM. GIG | 4 | 5 |
| 6 | 7 | 8 SOCIAL | 9 | 10 | 11 | 12 |
| 13 PRM. GIG | 14 | 15 | 16 | 17 UPDATE SOCIALS | 18 | 19 |
| 20 MERCH | 21 SOCIAL | 22 PRM. GIG | 23 | 24 | 25 GIG! | 26 |
| 27 | 28 RELEASE DAY!! | | | | | |

(Occhino, 2022)

# PRODUCTION

JANUARY 2023

| MON | TUE | WED | THU | FRI | SAT | SUN |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
| 2 | 3 | 4<br>RECORD | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12<br>MIX | 13 | 14 | 15 |
| 16 | 17 | 18 | 19<br>MASTER | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

# RECORDING, MIXING & MASTERING

## RECORDING

- RECORDED AT HOME
- COST: £0

## MIXING

- MIXED BY ME
  - COST: £0
- HAVE IT EVALUATED BY SOMEONE ELSE
  - FRIEND -> COST: £0
- PAY A PROFESSIONAL
  - PROFESSIONAL STANDARD
  - UNBIASED
  - OFTEN EXPENSIVE

## MASTERING

- PORTFOLIO
  - NOT MASTERED
- PROFFESIONAL RELEASE
  - PAY A MASTERING ENGINEER

BUDGET: £500

## *PAYRATES FOR MIXING ENGINEERS*

- SOUNDBETTER
  - AVERAGE PRICE £450
- AIRGIGS
  - AVERAGE PRICE £100-£150
- FIVERR
  - AVERAGE PRICE £50

## *PAYRATES FOR MASTERING ENGINEERS*

- SOUNDBETTER
  - AVERAGE PRICE £80-100
- AIRGIGS
  - AVERAGE PRICE £70
  - PRICE OFTEN INCLUDES 2 SONGS
- FIVERR
  - AVERAGE PRICE £30-40

ALL SITES HAD AN AVERAGE OF 2-3 DAYS FOR MASTERING AND AIRGIGS AND FIVER HAD 7 DAYS FOR MIXING

# RECORDING, MIXING & MASTERING

## RECORDING

- RECORDED AT HOME
  - OWN EQUIPTMENT
- COST: £0

## MIXING

- MIXED BY ME
  - COST: £0
- HAVE IT EVALUATED BY SOMEONE ELSE
  - FRIEND -> COST: £0
- PAY A PROFESSIONAL
  - PROFESSIONAL STANDARD
  - UNBIASED
  - OFTEN EXPENSIVE
  - AIRGIGS £70
    - 7 DAYS

## MASTERING

- PROTFOLIO
  - NOT MASTERED
- PROFFESIONAL RELEASE
  - PAY A MASTERING ENGINEER
  - FIVERR £29.97
    - 3 DAYS

BUDGET: £500 - £99.97
£400.03

# PLANNING FOR RELEASE

JANUARY 2023

| MON | TUE | WED | THU | FRI | SAT | SUN |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
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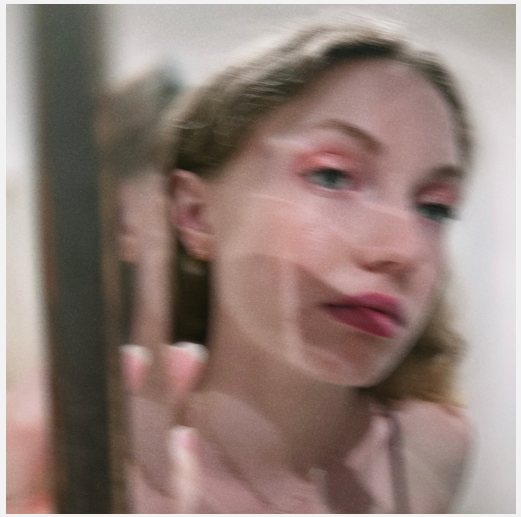
| 30 | 31 | | | | | |

# ARTWORK

- DIY
  - PHONE CAMERA
  - ONLINE EDITING
- FILTER APPS
  - LENSA
    - FREE 7 DAY TRIAL -> £28.99 ANUALLY
- PAY A PHOTOGRAPHER
  - DIFFICULT TO FIND PRICES
  - £100 - £150 FOR A SESSION



PHONE CAMERA.
EDITED WITH 'LENSA'

PHONE CAMERA. EDITED WITH
FREE SOFTWARE FROM ADOBE

PHONE CAMERA.
EDITED WITH 'LENSA'

PHONE CAMERA.
EDITED WITH 'LENSA'

ANALOG CAMERA.
PHONE EDITING

BUDGET: £400.03

# DIGITAL RELEASE

DISTRUBITOR

- DISTROKID
  - $19.99 A YEAR
- CDBABY
  - $9.95 PER SINGLE
  - 9% COMISSION
- DITTO MUSIC
  - $19 A YEAR
- TUNECORE
  - $49 ANUALLY OR $9.99 PER SINGLE

→ DISTROKID

BUDGET: £400.03 - £19.99
£380.04

(Dittomusic, 2022)

# PHYSICAL RELEASE?

- IS A PHYSICAL RELEASE WORTH IT?
  - ONLY ONE SINGLE
- COST OF BURNING A CD
  - NOT WORTH THE POSSIBLE RETURN

PUREMUSICMANUFACTURING: £498.00
DMS: £453.60
BANDCDS: £262.80

100 UNITS

(White, 2021)

BUDGET: £380.04

Lewis Capaldi - 21mil views

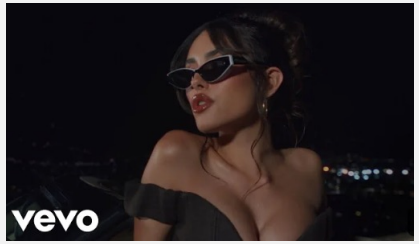
Olivia Rodrigo – 4.9mil views

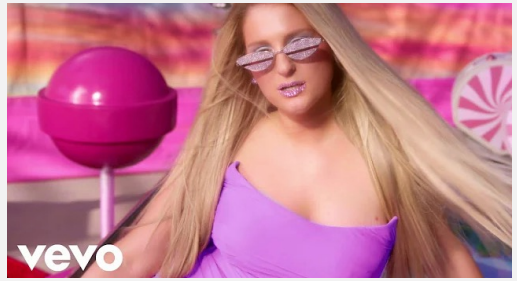
Drake – 5.6mil views

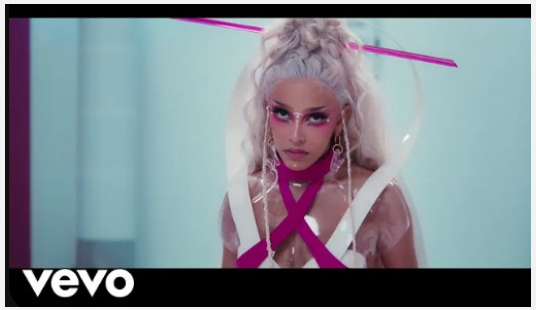
Selena Gomez – 8.8mil views

# MUSIC VIDEO

- PROBABLY NOT BENEFITIAL
  - NEED TO BE VERY GOOD QUALITY
  - QUALITY CAMERA AND EDITING -> EXPENSIVE
- LYRIC VIDEO
  - EASY TO DIY



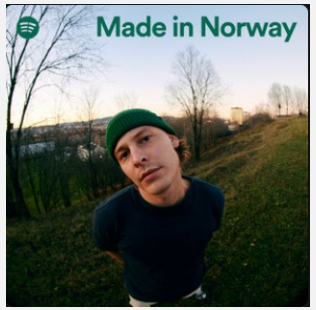


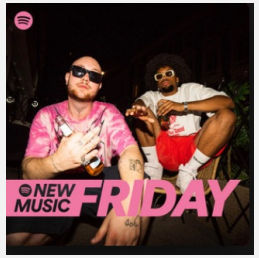
BUDGET: £380.04

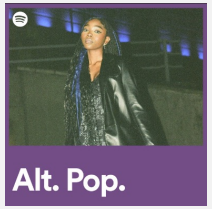
# MEDIA

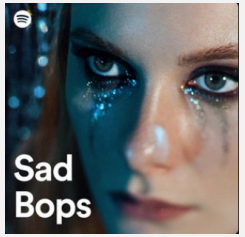
- WRITE PRESS RELEASE
  - SEND TO APPROPRIATE PLACES
- SUBMITT SONG FOR PLAYLISTS
  - DAILYPLAYLISTS
  - SUBMITHUB
  - SPOTIFY EDITORIAL TEAM

ONLY SUBMITTED AFTER REALEASE



BUDGET: £380.04

# EPK

- SEND TO:
- NORDIC MUSIC REVIEW
- WPGM (WEPLUGGOODMUSIC)
- LICKS MAGAZINE
- GIRL & REPETOIR

(Turner, 2021)

BUDGET: £380.04

# PROMOTION

## JANUARY 2023

| MON | TUE | WED | THU | FRI | SAT | SUN |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
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| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 SOCIAL | 25 | 26 | 27 | 28 | 29 |
| 30 MERCH PROD. | 31 | | | | | |

## FEBRUARY 2023

| MON | TUE | WED | THU | FRI | SAT | SUN |
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# SOCIALS

| | |
|---|---|
| ANNOUNCE | POST COVER ART<br>• LATER POSTS WITH SIMILAR PHOTOS |
| TEASE | TEASE A SHORT SEGMENT OF THE SONG |
| PROMOTE | PROMOTE GIG + PRE-SAVE |
| UPDATE | UPDATE STREAMING PLATFORMS |
| CREATE | CREATE A TREND<br>• MEGHAN TRAINOR WITH 'I MADE YOU LOOK'<br>• CAN ONLY BE PUT OUT AFTER THE RELEASE |

| MON | TUE | WED | THU | FRI | SAT | SUN |
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| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24<br>ANNOUNCE SONG | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

| MON | TUE | WED | THU | FRI | SAT | SUN |
|---|---|---|---|---|---|---|
| | | 1<br>PHOTO + SOUND | 2 | 3<br>PRM. GIG | 4 | 5 |
| 6 | 7 | 8<br>PRE-SAVE POST | 9 | 10 | 11 | 12 |
| 13<br>PRM. GIG | 14 | 15 | 16 | 17<br>UPDATE STR. PLATFORMS | 18 | 19 |
| 20 | 21<br>ONE WEEK TIL RELEASE POST | 22<br>PRM. GIG | 23 | 24 | 25<br>GIG! | 26 |
| 27 | 28<br>RELEASE! | | | | | |

BUDGET: £380.04

# ADVERTS

## FACEBOOK

- OLDER DEMOGRAPHIC
- CHEAPER
  - CPC $0.46

## INSTAGRAM

- MOST USERS ARE UNDER 34
- CPC $0.75
- AUTOMATIC BIDDING
  - £20 CAP A DAY
- RUN ADS FOR A WEEK
  - £150

CPC – COST PER CLICK

(Khoma, 2022)

BUDGET: £380.04 - £150
£230.04

# LIVE CONCERT

- GIGREALM
  - PAYED
- MUSIN
  - CONNECT WITH MUSICIANS AND FIND GIGS
  - NOT ALWAYS PAYED
- PROMOTE THE SONG AND YOURSELF
  - BUILD A FANBASE!
- PLAY THE SONG LIVE TO CREATE HYPE
  - ACOUSTIC VERSON -> REALEASE

GigRealm

Musin

BUDGET: £230.04

# MERCH & CREATIVE MARKETING

- PRINTED ARTWORK WITH LYRICS
  - GET THE ARTWORK
    - DISCOUNTED PRICE FROM FAMILY -> £50
  - PRINT THE ARTWORK
    - 50 PRINTS FOR £137.81 + £25.52 DELIVERY
  - HAND OUT AT GIG/IF YOU PRE-SAVE THE SONG YOU GET ADITTIONAL ARTWORK
- BUSINESS CARDS WITH QR CODE TO PRE-SAVE AND SOCIAL MEDIA
  - VISTAPRINT
    - 250 CARDS FOR £14.71

BUDGET: £230.04 - £228.04
£2

# RELEASE DAY

RELEASE SONG

RELEASE LYRIC VIDEO

RELEASE A VIDEO OF THE TREND!

# REFERENCE LIST


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# PICTURE LINKS

# SLIDE 5 & 7

- https://www.google.com/imgres?imgurl=https%3A%2F%2Ftransom.org%2Fwp-content%2Fuploads%2F2017%2F04%2FAvoiding-Pesky_FEATURED-800x440.jpg&imgrefurl=https%3A%2F%2Ftransom.org%2F2017%2Favoiding-pesky-recording-problems%2F&tbnid=gI-HDi6zchBaIM&vet=12ahUKEwjPluOCh_r7AhVomycCHYo7AqgQMygFegUIARDNAQ..i&docid=yKIfRXBJuewfQM&w=800&h=440&q=recording&ved=2ahUKEwjPluOCh_r7AhVomycCHYo7AqgQMygFegUIARDNAQ
- https://www.google.com/imgres?imgurl=https%3A%2F%2Fs7d1.scene7.com%2Fis%2Fimage%2Fizotope%2FMixing%2520board-1%3FresMode%3Dsharp2%26wid%3D2000%26&imgrefurl=https%3A%2F%2Fwww.izotope.com%2Fen%2Flearn%2Fmixing-music-4-rules-you-should-know-when-to-break.html&tbnid=DZpQp5RdkZJZ8M&vet=12ahUKEwiLt7mVh_r7AhWVhCcCHVMaCZIQMygHegUIARDPAQ..i&docid=7t0PltOOFCsnWM&w=2000&h=978&q=mixing&ved=2ahUKEwiLt7mVh_r7AhWVhCcCHVMaCZIQMygHegUIARDPAQ
- https://www.google.com/imgres?imgurl=https%3A%2F%2Ficoncollective.edu%2Fwp-content%2Fuploads%2FAudio-Mastering-Equipment-652x435.jpg&imgrefurl=https%3A%2F%2Ficoncollective.edu%2Fwhat-is-mastering-in-music%2F&tbnid=LezbEW83FaqNYM&vet=12ahUKEwiZ37Onh_r7AhU5sCcCHfFSDUYQMygEegUIARDBAQ..i&docid=b3K_DIjLfUQk8M&w=652&h=435&q=mastering&ved=2ahUKEwiZ37Onh_r7AhU5sCcCHfFSDUYQMygEegUIARDBAQ

# SLIDE 6

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- https://www.google.com/imgres?imgurl=https%3A%2F%2Flookaside.fbsbx.com%2Flookaside%2Fcrawler%2Fmedia%2F%3Fmedia_id%3D109442595882409&imgrefurl=https%3A%2F%2Fwww.facebook.com%2FSoundBetterOfficial%2F&tbnid=__N_89GkedkpfM&vet=12ahUKEwjcrbGmiPr7AhUMSRoKHe7PCPYQMygGegUIARC8AQ..i&docid=I-h44KA9O4jBvM&w=1025&h=1025&q=soundbetter&ved=2ahUKEwjcrbGmiPr7AhUMSRoKHe7PCPYQMygGegUIARC8AQ
- https://www.google.com/imgres?imgurl=https%3A%2F%2Fi1.wp.com%2Fliveforlivemusic.com%2Fwp-content%2Fuploads%2F2020%2F03%2F43085681_1682581628520633_8422828005901991936_o.png%3Ffit%3D740%252C390%26ssl%3D1&imgrefurl=https%3A%2F%2Fliveforlivemusic.com%2Fnews%2Fairgigs-music-industry-marketplace%2F&tbnid=JX0mSqM3PvKf8M&vet=12ahUKEwjBnLzHiPr7AhVEw4UKHSoSB5UQMygBegUIARC0AQ..i&docid=paPWoL9VQUOMFM&w=740&h=390&q=airgigs&ved=2ahUKEwjBnLzHiPr7AhVEw4UKHSoSB5UQMygBegUIARC0AQ
- https://www.google.com/imgres?imgurl=https%3A%2F%2Flookaside.fbsbx.com%2Flookaside%2Fcrawler%2Fmedia%2F%3Fmedia_id%3D100077491661715&imgrefurl=https%3A%2F%2Fwww.facebook.com%2FAirGigs%2F&tbnid=ujKYUh7mt7CKNM&vet=12ahUKEwjBnLzHiPr7AhVEw4UKHSoSB5UQMygCegUIARC2AQ..i&docid=7zzXfv2SkHhUqM&w=293&h=293&q=airgigs&ved=2ahUKEwjBnLzHiPr7AhVEw4UKHSoSB5UQMygCegUIARC2AQ
- https://www.google.com/imgres?imgurl=https%3A%2F%2Ffiverr-res.cloudinary.com%2Fnpm-assets%2Flayout-server%2Ffiverr-og-logo.5fd6463.png&imgrefurl=https%3A%2F%2Fwww.fiverr.com%2F&tbnid=GP3VkkIwtN06gM&vet=12ahUKEwjjh7LfiPr7AhXEgc4BHZw4CwYQMygAegUIARDBAQ..i&docid=goqTbgBC0vDCVM&w=1200&h=630&itg=1&q=fiver&ved=2ahUKEwjjh7LfiPr7AhXEgc4BHZw4CwYQMygAegUIARDBAQ
- https://www.google.com/imgres?imgurl=https%3A%2F%2Flookaside.fbsbx.com%2Flookaside%2Fcrawler%2Fmedia%2F%3Fmedia_id%3D214134769285&imgrefurl=https%3A%2F%2Fwww.facebook.com%2FFiverr%2F&tbnid=0FKq5Eh5G_ooNM&vet=12ahUKEwjjh7LfiPr7AhXEgc4BHZw4CwYQMygBegUIARDDAQ..i&docid=vCE0y0gWR_qGBM&w=1600&h=1600&q=fiver&ved=2ahUKEwjjh7LfiPr7AhXEgc4BHZw4CwYQMygBegUIARDDAQ

# SLIDE 10

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# SLIDE 12

- LEWIS CAPALDI ‘BEFORE YOU GO’ LYRIC VIDEO
- OLIVIA RODRIGO ‘DRIVERS LICENS’ LYRIC VIDEO
- DRAKE ‘WHATS NEXT’ LYRIC VIDEO
- SELENA GOMEZ ‘MY MIND AND ME’ LYRIC VIDEO’
- MADISON BEER ‘SHOWED ME (HOW I FELL IN LOVE WITH YOU)’ MUSIC VIDEO
- MEGHAN TRAINOR ‘MADE YOU LOOK’
- CARLY RAE JEPSEN ‘THE LONELIEST TIME’ MUSIC VIDEO
- DOJA CAT ‘GET INTO IT (YUH)’ MUSIC VIDEPO
- LITTLE MIX ‘BLACK MAGIC’ MUSIC VIDEO’
- NICKI MINAJ ‘SUPER FREAKY GIRL’ MUSIC VIDEO

# SLIDE 13

- SPOTIFY PLAYLISTS
  - TEEN BEATS
  - POP RISING
  - POP SAUCE
  - GRL PWR
  - POPMIKS
  - ITS HITS NORWAY
  - POV
  - POP RIGHT NOW
  - WOMEN OF POP
  - MADE IN NORWAY
  - SAD BOPS
  - ALT. POP
  - NEW MUSIC FRIDAY

# SLIDE 18

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