Creative Music Management

Portfolio

Chasney Maturine 1910394 Creative Music Management BMTY7000

CONTENTS

PROJECT OUTLINE **1**

Club FRSHRZ Group roles 2
Club FRSHRZ Group Meeting Notes..... 3

QUEENS EDITION MARKETING STRATERGY **4**

Queens Edition Press Release 5
Budget & Finance 6

QUEENS EDITION ICONOGRAPHY **7**

Queens Edition Music Video..... 8
Bibliography 9

1. PROJECT OUTLINE

For this task my group was allocated a small working budget of £500 and tasked to develop an original artist campaign to include the recording, planning for digital release and promotion of a single and its associated media.
Media assets will include audio, video, iconography, artwork, digital, social media, PR assets and live performance.

Our group will submit an individual digital portfolio of evidence including 4-5 pieces of original creative work.

2. *Club FRSHRZ Group roles*

Label manager: Chasney Maturine

Digital marketing manager: Helena Loehner,

Finance manager: Adrienne Angelescu

3. *Club FRSHRZ Group Meeting Notes*

Meeting 1

- Date: 15/12/19
- Venue: Tile Yard Education
- Attended by: Digital marketing manager Helena Loehner, Finance manager Adrienne Angelescu and Label manager Chasney Maturine
- Discussion: We discussed the brief confirmed our roles, selected the single that we were preparing to work on. Outlined everyone's responsibilities throughout the course of this project. Discussed ways in which we could market the single and what platforms we could release it on. Discussed our budget to cover recording mixing and mastering the single.
- Outcome: We confirmed our roles, selected the single that we were preparing to work on and outlined our responsibilities throughout the course of this project. Marketing was actioned with providing outlet and radio DJ's, influencers to send the BLXCK Pride Single and Remixes to. Set up a Kickstarter campaign with Queens Edition to generate additional income for the photo and video shoots as the £500 budget isn't enough.

Meeting 2

- Date: 10/1/20
- Venue: Vinyl Cafe
- Attended by: Digital marketing manager Helena Loehner, Finance manager Adrienne Angelescu and Label manager Chasney Maturine
- Discussion: Everyone provided updates on their breakthroughs and challenges. We lost a group member relatively early in the process of this project and the remaining members had to pick up the slack. Everything else seems to be progressing to plan. Helena presented some design ideas for the artwork. Discussed platforms to release the music video on.
- Outcome: We looked at ways to reduce some of the expenses for the photoshoot and video shoot. Pleased with the outcome of the Kickstarter campaign.

Meeeting 3

- Date: 1/2/20
- Venue: Autoria Tile Yard
- Attended by: Digital marketing manager Helena Loehner, Finance manager Adrienne Angelescu and Label manager Chasney Maturine
- Discussion: Both Single and video released. We looked at ways to keep up the momentum. If we stayed within the parameters of the budget. Brought up any challenges and any issues that arose throughout the course of this campaign. How can we improve going forward?
- Outcome: Keep pushing on the socials and emailing DJ's, Journalists, influencers and tastemakers. Overall positive feedback from all involved.

4. *Queens Edition Marketing Strategy*

● An original single of commercial music BLXCK Pride and its remix, from Jay Sci-fi, Juke 84 & Nino Sip 100% written, arranged, recorded, mixed and mastered per in-house at Tile Yard Studios all done in kind.
● All associated artwork and iconography for the digital single and remix by our digital marketing manager Helena Loehner
● A promotional video associated with the single and/or remix or a "making of" video shot by female artist specialist Femme Fatal TV
● An electronic press kit of all assets using Bandzoogle
● An operating budget showing all expenses, receipts and income generated optional assets to create and present in our group portfolios from our finance manager Adrienne Angelescu
● A theoretical marketing strategy for the artist, single and remix release including plans for radio the song premiered on DJ Sammy Jay's Xposure Show on Itch FM
● We covered club, live, digital promotion with an article on I am Hip Hop Magazine (Cyanide, 2019) media engagements and brand endorsements
● A live performance of the BLXCK Pride is yet to happen at this time of writing.

5. *Queens Edition Press Release*

BLXCK PRIDE is the powerful Debut single from Queens Edition a new all-star Hip Hop group made up of six multifaceted Emcee's (Coco 7, Dee Lush, Zara Sykes, Keesha Simpson, Min Ranger & SharnaCane) brought together with the goal of delivering a positive image of females of all ages in music.

Released officially on Black Friday 2019. BLXCK PRIDE (Queens Edition) is the third single released from the critically acclaimed album: Club FRSHRZ Presents... The BLXCK Playlist.

Produced by UK Legend Nutty P (Wretch 32, Ghetts, Rodney P) Sampling the Lover's Rock Classic 'Black Pride' by Kofi. BLXCK PRIDE is an anthemic, energetic rebuttal to the 2018 single from FRSHRZ ft. Daak Martin, Si Phili & Logic

Epic and enchanting 'BLXCK PRIDE (Queens Edition) would easily fit onto any radio playlist. This is a refreshing offering to the music industry and is certainly set for chart recognition.

With its fusion of Lovers Rock and Hip-Hop, you cannot help but get carried away with the authentic energy. The detailed positive and empowering lyrics along with this rich, multi-layered production is the perfect soundtrack to your Black Friday and beyond!

Formed by Club FRSHRZ CEO: SKANDOUZ, 'Queens Edition was seen as a happy accident'

With what started as a group of artists who answered the call to jump on a remix for FRSHRZ 'Who knew that combining these 6 unique artists who had never worked together prior to forming this group would hit it off immediately and would have so much genuine chemistry.' The first official meeting of the group was on BBC London Radio to debut the single on Jasmine Dotiwala's show in March 2019.

6. *Budget & Finance*

For this single release we were given a budget of £500. Realistically our finance manager Adrienne Angelescu stated that although we tried to stick to the budget without cutting any corners as broken down in the table below. Ultimately, we needed a budget of at least £2000 to do a better job at marketing the BLXCK pride single, remixes and video promotion.

Financial

File Edit View Insert Format Data Tools Add-ons Help

Share

100% View only

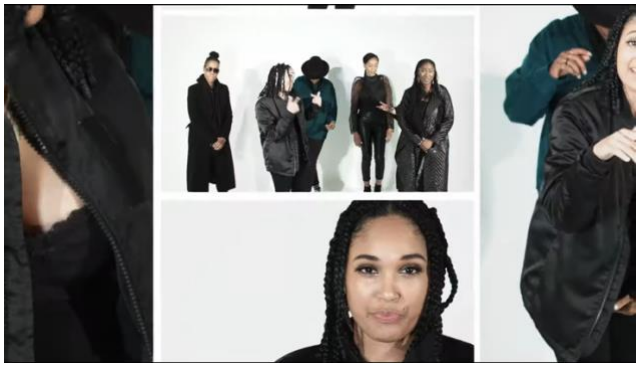
	A	B	C	D
1		Expenses	Incomings	Comments
2	Recording*	100		
3	Instrumental remix- Nutty P	200		
4	Mixing and Mastering	100		
5				
6	PR Costs	300		
7	Digital Marketing**	150		Includes memberships for Hootsuite, Bandzoogle, submith.com, Instagram ads
8	Promotional merchandise**	50		Custom badges and stickers, and also plastic tiaras
9				
10	Videoshoot	200		
11	Photoshoot	200		
12	Hair and MUA			FOC as provided by Hair and MUA students
13	Outfits			FOC as provided by each artist herself
14				
15				
16				
17	Initial budget		500	
18	PRS Grant		1000	
19				
20				
21	Totals	1300	1500	GBP 200 leftover can be used as a cushion for any emergencies and unforeseen costs
22				
23				
24				

7. *Queens Edition Iconography*

As a group we looked at the best way to showcase the Queens visually of the single.
The Queens Edition BLXCK Pride photo shoot took place at photographer King decks studio in the Chocolate Factory in Wood Green. The fee for the studio was £200 including post editing. MUA and wardrobe was provided by the group. Refreshments provided in kind by Club FRSHRZ.

The objective of this shoot was to get head shots for the BLXCK Pride single artwork and the group shots for press and the promo campaign

8. *Queens Edition Video Shoot*



In our meeting we looked at how best to showcase the Queens. We realised that their image was the strongest element and their individual style, so we decided to keep it simple and focus on their individual looks.
It was agreed for them to wear black on an all-white background and white on an all-black background we found this to be very powerful and unique in this modern landscape while perfectly suiting the song.
The director Global added in special effects the further enhance the visuals and place extra emphasis on some of the prominent lyrics. Everyone involved was happy with the result.

9. *Bibliography*

Cyanide, Faizah. 'REVIEW | BLXCK PRIDE BY QUEENS EDITION'. *I Am Hip-Hop Magazine*, 12 Dec. 2019, http://www.iamhiphopmagazine.com/review-blxck-pride-queens-edition/

'Queens Edition'. *Spotify*, https://open.spotify.com/artist/6WFA3eTMuCYBlVEl9vnNni Accessed 12 Feb. 2020

The Scene - Club FRSHRZ. *www.facebook.com*, https://www.facebook.com/TheLondonScene/videos/660637357726440 Accessed 12 Feb. 2020

Queens Edition (@queensedition_) • Instagram Photos and Videos. https://www.instagram.com/queensedition_/ Accessed 12 Feb. 2020.

'Https://Twitter.Com/Queensedition'. *Twitter*, https://twitter.com/queensedition Accessed 12 Feb. 2020

DJ Sammy Jay's Xposure Show ep. 187 'Mixcloud'. *Mixcloud*, https://www.mixcloud.com/ItchFM/dj-sammy-jay-xposure-show-187/ Accessed 12 Feb. 2020.

Queens Edition. https://queensedition.bandzoogle.com/home Accessed 13 Feb. 2020.

Queens Edition – BLXCK Pride (Official Music Video) https://www.youtube.com/watch?v=HHL1nlO4AQU

Behind the Scenes - BLXCK PRIDE - Queens Edition documentary: https://www.youtube.com/watch?v=VeZ_f-HghGQ