

KiLLOWEN



Background

Hailing from West London, KiLLOWEN (Owen Pickston) is multi-instrumentalist, producer, songwriter who is currently studying songwriting at Tileyard. As he gears up for his debut EP 'From the outside in' KiLLOWEN is currently planning on releasing 2 tracks from the project which features, producer and DJ signed to Black Butter/ Sony Music 'p-rallel' titled Falling Up and the self produced and written track Blood Red

Current Socials

KILLOWEN AUDIENCE REPORTS		
		Starting
FOLLOWERS:	Facebook	100
	Instagram	1,072
	Twitter	103
	YouTube Subscribers	123
	Soundcloud	450
	Spotify	390
	Email Subscribers	
Cumulative Audience		2,238
VIDEO VIEWS:		4,514
Cumulative Views		0

36,000
Spotify streams

GOAL

Spotify - 5,000 monthly listeners and 100,000 streams accumulated across both singles,

Youtube views - 8000 views and 200 subscribers,

Twitter - 150 followers

Facebook - 200 likes.

This is achieved by -

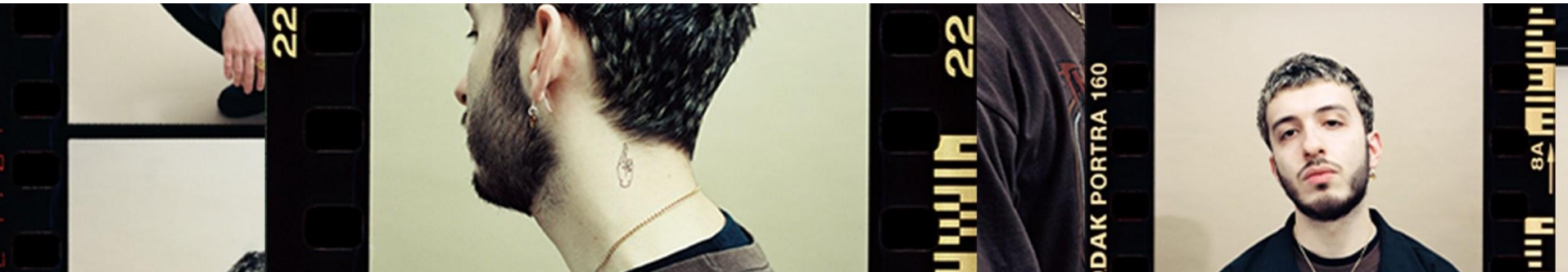
Defining the Audience

Understanding Campaign Objectives

Creative Development

Advertising Admin

The campaign has been developed in order to show total reach, total unique clicks, click through rate, cost per click & approximate cost per follower which we will regularly report back to KiLLOWEN and team via a weekly reports, meaning they are able to see a more transparent ROI compared to other advertising strategies.



Expenditure Breakdown

Digital Marketing

Content Creation

Videographer + Editor

Sponsored posts

Photographer

Artwork

Website

Target Audience: Demographics

18-25 yr olds

Men & Women

UK & inner cities across Europe

Target Audience: Psychographics

Who: Men and Women interested in both indie & hip-hop

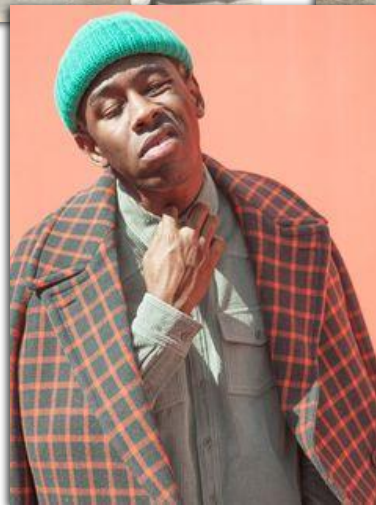
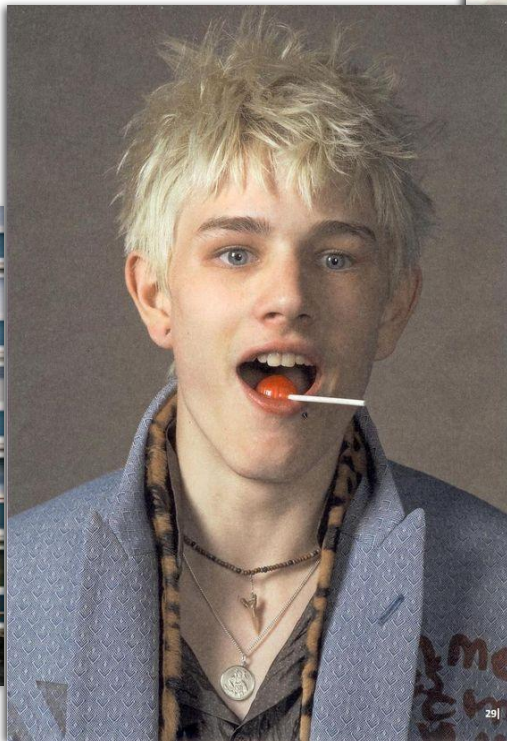
What: keep inspiring others

When: People need it most

Where: Inner city, Social media and DSPs

Why: To become the best

Moodboard - Looks



Part 1

Press Shots



Single Artworks - Release #1 and Release #2



KiLOWEN ft p-rallel - Falling up

Release - 10th September 2021



KiLOWEN - Blood Red

Release - 12th November 2021



KILLOWEN

Moodboard - Release #2 Falling Up ft p-rallel

Laid back
Sleek
High-end
Urban



Visual examples Release #1

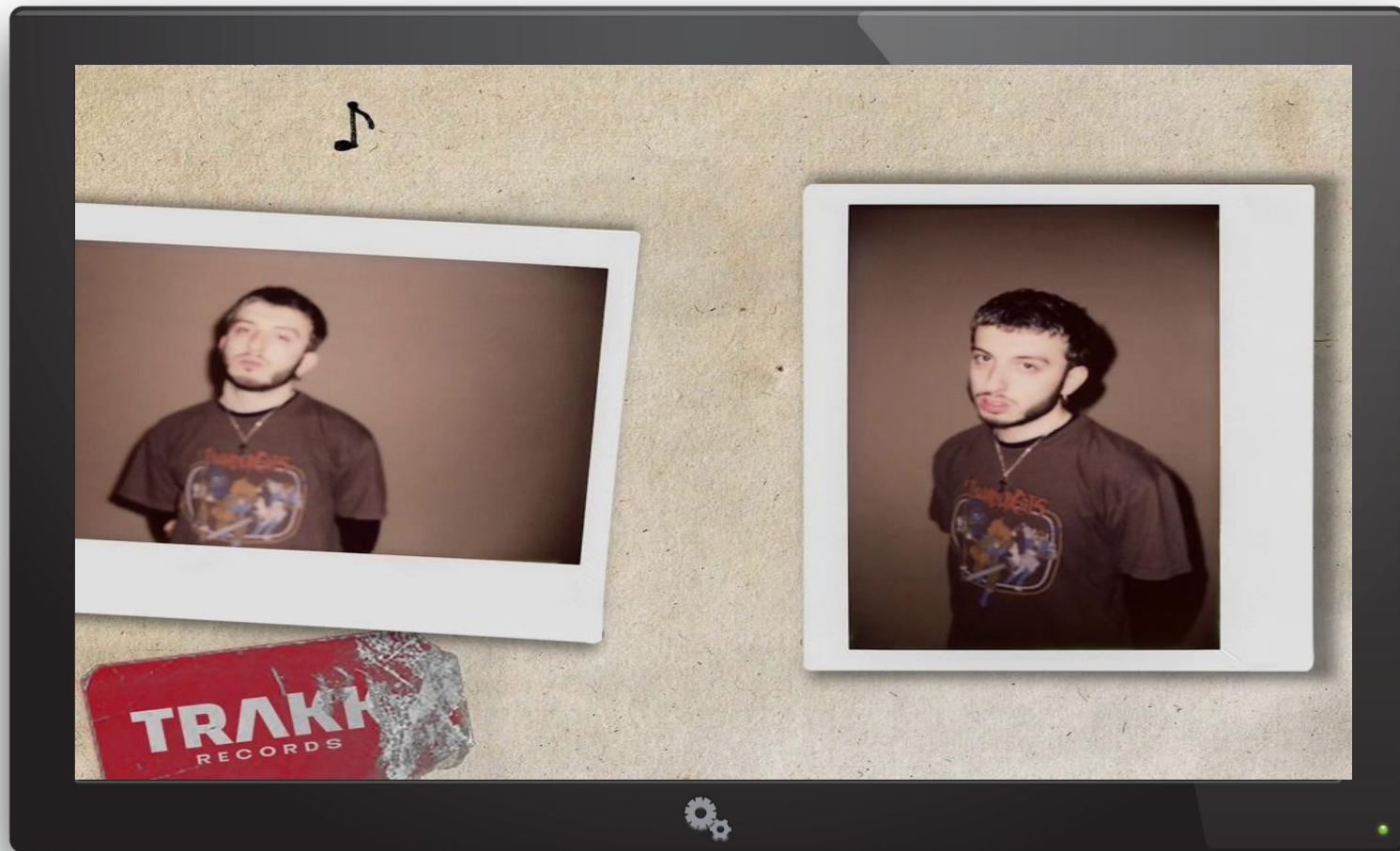
Falling Up ft p-rallel

Photoshoot!!
Laid back!!
Sleek!!



* Visualiser / Lyric content *

PRESS
PLAY!!



** Visualiser / Lyric content example **

Moodboard - Release #2
Blood Red



Part 1



Music video sample

PRESS
PLAY!!



GIFs, Stories
& Content

PRESS PLAY !!!!! X3

KiLLOWEN ft p-rallel - Falling up



Countdown post!
On both artists' socials and pages.
Post 9pm day before release



Out Now content used for
Instagram and Facebook.
Sponsored post and Ad spend to
be used!



* VISUALISER *

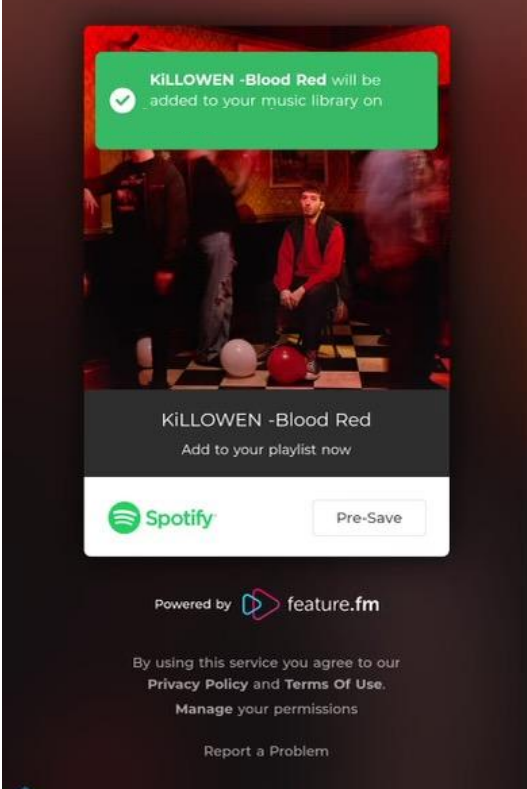
Pre-Save singles
to WIN KILLOWEN Mech!!!



Posters and exclusive content!!



*Pre-Save singles
to WIN KILLowEN Mech!!!!*



Behind the scenes footage and T-shirt!!!

EP Launch Party
Thurs 24th Feb 2022

Powered by



FRED PERRY


KILLOWEN
LIVE
@
LAYLOW

DJ Set by
P-rallel
Luke Gomm
Tom Mack

Expenditure Breakdown

Digital Marketing

Content Creation

Videographer + Editor

Sponsored posts

Photographer

Artwork

Website

Hire Lay Low

Costs (£)	
Digital Marketing	6000
Content Creation	540
Videographer + Editor	2500
Sponsored posts	600
Photographer	450
Artwork	110
Website	100
Hire Lay Low	700
Total	11,000

THANK YOU!!!!