

H.E.F.T.D GROUP

ARTIST DEVELOPMENT AND MANAGEMENT

POISSON - FLORE (Reflective Summary)



My group H.E.F.T.D. represents everyone's individual names who were involved in the team of the creation of a single, remix and associated media assets; Hannah, Emmanuella, Flore, Tracy, and myself Daniel. As a team we were asked to create a single, remix, and associated media assets, and we were successful in doing just that. After a few meetings, and a few hours of deliberations, we decided to use our team member Flore's record "Poisson" which means fish in French. Flore is currently studying on the same master's course as the rest of the team, but she is also an amazing bi lingual singer, songwriter, and producer. Flore's record "Poisson" is a commercial French pop single, incorporating a 90's vintage soundscape, which is truly captivating to whoever listens to the record. As a team we created a portfolio that incorporated an image of the artist logo, a project outline which describes what we planned to implement in the project, outlined roles for every individual in the team, meeting notes, release schedule of both single, and remix of the record "Poisson", a marketing strategy that outlines how we plan to market both the single, and remix, and a market strategy on how we can market the actual music video.

In the portfolio we also included a KPI (Key Performance indicator) An in-depth look into Flore's target audience, and demographic of her fans, a breakdown of marketing costs, Press release, budget and finance sheet, plus an in-depth look into the iconography of Flore as an artist, and how we can make her stand out as an artist in this over saturated music industry today. This iconography folder included images that we all as a group thought about as the direction of the project, including choices of single artwork that we could pick from, choices of remix artwork, and choices of the music video teasers, and promotional video stills. At the end of the portfolio we decided to add an appendix with a full mood board showing the ideas for the imagery of "Poisson".

My involvement in the group portfolio, and presentation task to create a single, remix and associated media assets was to organise meetings with the group, document these meetings, and incorporate the meeting notes in the group portfolio. I was also involved in helping to organise a remix to the single. When it came to organising meetings with the group it was quite difficult at times due to the fact that everyone has to a degree a busy life. It was hard at times to get everyone together as we all also had assignments that we were trying to organise alongside working on a group project. Even though my team mates had busy schedules, and other assignments to concentrate on I was still able to push for two crucial meetings, and organised times and dates in our group WhatsApp. Our first meeting was on the 28th of November 2019. Myself, and my team mates were able to meet together at a Costa on Caledonia road for 5pm, and everyone was able to make it.

In this meeting we discussed the outline of the initial project, and put in place deadlines that we can work towards, and achieve by a certain date. We decided we would like to release the single before Christmas 2019 so we agreed that the 13th December 2019 would be a great date to work towards for the release of the single “Poisson”. We decided the music video for “Poisson” should be released a couple days after the single release on the 17th December 2019 leaving Flore’s audience to enjoy the record for a couple of days and be given a second early ‘Christmas present’ of a music video release. We decided the deadline to have a teaser video of the music video ready should be by the 11th of December 2019, allowing us time to concentrate on the release of the single, and before the official music video is ready to release we have the teasers on hand ready to keep drawing the fans of Flore to her music, and any other social media music fans. We decided that the remix should be released a couple weeks after the official music video so we have a couple of weeks to keep advertising the music video through Facebook, and Instagram paid ads, so we chose the 18th of January 2020 for the release of the remix.

During our meeting we also discussed the visual theme of the record, and music video that we plan to release by Flore, and discussed the direction we felt it could go down in relation to the style of the video. We then discussed about the different roles we feel are needed to achieve our goals in releasing this project, and shared out these roles to whoever felt they could do a great job in, and or had the most experience in. We also discussed what distribution company we think we should use to distribute Flore’s record, and we were stuck between two; Distrokid, and Ditto. Eventually we decided to go with Distrokid by posting a question on Flore’s Instagram story asking fellow musicians which music distribution is better from their experience. We heard back that Distrokid are quite good at helping artists get on playlists on Spotify, and iTunes so we went with Distrokid. We discussed that we will have to look more into French playlists as Flore’s record is a French pop song, so decided to go away with the task of researching French playlists, and come back with a few key playlist names that we could target.

Below are the meeting notes for 28th of November 2019.

Meeting 28/11/2019

Subject: Artist Development & Management – Flore “Poisson”

Agenda: Discuss Project Outline, Roles and deadline

Time/Date/Venue: 5PM, 28th November 2019, Costa Caledonian road

Attended: Flore, Hannah, Emmanuella, Tracy, Daniel

Next Meeting: 6th December 2019

Team

- Flore
- Hannah
- Emmanuella
- Tracey
- Daniel

Discussion of project outline

- Working on the release of a record by Flore, MA Music Business Student.
- Song title; Poisson video (Deadline to release 13th December 2019)

We will need to film and release music video for single (Deadline to release 17th December 2019)

- Work on a teaser video (Deadline to release 11th December 2019)
- Release a remix track (Deadline to release 18th January 2020)
- Theme of music video 90's / vintage feel

Roles

- Marketing Manager who can work closely on the PR side/ social media
- Press Officer/Copywriter who can help with blog feature opportunities
- Creative Director working on the image of Flore branding wise
- Lead Project Manager managing every day affairs to do with project

Release

- Distrokid distribution, or Ditto?
- Spotify, and or iTunes playlist

On the 6th of December we came back together for our second meeting. Again it was quite difficult to organise a meeting as majority of my team mates are quite busy, but we decided this time to meet before our lecture at university. We arranged to meet for 12pm this time at our university café 'Vinyl'.

In this meeting we ticked off our task from the last meeting and came back with a couple French Spotify playlists that we felt may suit Flore's single, and decided to target those playlists when the single is released. The list of French Spotify playlists where Mélodies Pop with a total of 1,563 followers, Dansende Beren with a total of 885 followers, and with the most followers French Pop with a total of 32,000 followers. We also discussed a few

marketing ideas such as sending Flore's record to BBC introducing as they are quite good at supporting up, and coming artists, and we spoke about utilising the insight sections on Instagram specially to figure out what times may be best suited to post i.e. the single snippets, and promo artwork as posting it at the right time can traffic in more engagement towards Flore's followers.

We later reviewed as a group the artwork for both the single, and remix, and what video teaser we would prefer to be posted on Flore's Instagram. We decided on Figure 3 for the single artwork as we all thought it was very eye catchy, and the colours suited the video concept idea of a 90's vintage feel. Figure 4 was picked for the remix cover, though still eye catchy, the colours are darker which we feel would represent the remix well as we spoke about maybe going down a darker, electro synth pop vibe for the remix soundscape. The video teaser was a section in the music video that was Flore's favourite lyrics of the record, so we decided to use that part of the video. We all agreed that the goldfish camouflage image, whilst Flore sang in front of a purple background would be the perfect video teaser image as it looked very creative whilst authentic as Flore's performance delivery came across as a personal conversation with the viewer.

Below are the meeting notes for 6th of December 2019.

Meeting 06/12/2019

Subject: Artist Development & Management – Flore "Poisson"

Agenda: Review Spotify playlist ideas, and marketing ideas. Artwork review for single, and remix, review teaser video ideas

Time/Date/Venue: 12pm, 6th December 2019, Vinyl Café Tileyard

Attended: Flore, Hannah, Emmanuella, Tracey, Daniel

Spotify playlist Ideas

- French Pop
- M  lodies Pop
- Dansende Beren

Marketing Ideas

- Target French speaking countries like Belgium, France, and Switzerland
- BBC introducing
- Analysing Instagram, and Facebook insights to gauge audience interaction

Artwork Review (Single)

- Looking for a picture that stands out, is colourful, eye catchy (Chosen Figure 6)

Artwork Review (Remix)

- Looking for something darker, and that is different to single artwork (Chosen Figure 7)

Video Teaser Review

- Picked a purple background shot, with Flore singing her favourite part of the song.

I personally feel two meetings were not enough, we could have had more meetings to think of more creative marketing ideas as it is said that 6 weeks are needed to really create a successful marketing campaign, but regardless of that I still think we were able to pull everything together as we spent our individual time sorting out our parts of the portfolio, and successfully releasing our project to the world.

I believe all types of digital technology is important to creative artists, and the promotion of original popular music on digital platforms such as Instagram, Facebook, twitter, tick tock, and more. Creating a team that focuses around creative projects to exploit on these digital platforms I believe is a great way of developing a strong core team. In this process one is able to pin point, and identify each others strengths, and weaknesses and implement the strengths of an individual accordingly to the chosen creative project. In relation to digital platforms such as Instagram, I believe Instagram is the best platform for all creatives i.e. musicians, artists, actors, influencers, models and more, and this is why my team predominantly focused our energy on promoting the single "Poisson" on Instagram. Instagram, which is now owned by Facebook is currently home to over a billion users, and like I said earlier I think it is the best social media platform for not only creative individuals all over the world, but everyone in general. In June 2018 Instagram announced their feature IGTV which is like 'TV' where creators can have their own channel, and upload content to entertain users on the platform. Videos on IGTV are full screen, and vertical the same way we use our phones in general, and each IGTV video can last up to an hour which is way more longer than uploading on Instagram itself. The first upload on IGTV hosted popular social media influencers such as vine star LeLe Pons, and Pop singer Alessia Cara. These creatures boosted the promotion of IGTV to the world. Even Netflix used IGTV's features to upload a video of actor Cole Sprouse eating a burger which was able to bring 676,000 views, and nearly 5,000 comments in one day. Nike posted an animation featuring footballer Cristiano Ronaldo on the popular IGTV as part of their world cup campaign which brought a whole leap of attention, so not just users of Instagram are using features like IGTV to promote their content, but so are big companies in film, and retail also. Instagram have also created a feature where users can add a sticker on their stories that play official licensed music.

"Our partnership with Facebook will help expand the universe of music streaming and create supplementary revenue of artists. Fan-created video is one of the most personal, social and often viral ways that music is enjoyed, but its commercial potential is largely untapped".

- Ole Obermann, (Chief Digital Officer of Warner Music Group 2018)

Instagram's stories in 2018 was used by over 400 million users, and that is double to its competitor Snapchat which was used by 191 million, and even streaming platform Spotify, which was used by 170 million. As anyone could guess, once something starts to become popular, money starts to increase. As Instagram grew and became the place where artist, businesses and general creative individuals could reach their fans, the algorithm on Instagram shifted, and promotion started to increase in the cost. Instagram has become the place where artists can upload full music videos to the platform showing that Instagram can offer successful, and engaging ways of distributing music that may not be being offered on streaming platforms such as Spotify, and iTunes. Instagram may not have certain things that maybe let's say YouTube has, but it defiantly has a lot of content of people singing, being creative, and sharing their most listened to songs with other users of the platform. Instagram stories with stickers that play licensed music has opened up a new way of monetizing, that even music distribution companies have started to add an Instagram story distribution tab where you can not only distribute music to Spotify, iTunes, and other streaming platforms, but now also on Instagram stories, so now more, and more unsigned musicians can have their music playing on Instagram stories to share easily with their fans.

Instagram's most busy year was 2018 when they accomplished many incredible things. Spring 2018, Major labels, and indie labels licensed deals with Facebook. In May 2018, Instagram joined forces with Eventbrite to bring forth music tickets to Instagram profile pages. In June 2018 a post was posted on Instagram by a comedian by the name of the shaggy show of him dancing to Drakes song 'in my feelings', the video went viral with views of over 7 million which allowed Drake to receive a number 1 record in the charts.

"The music community is and always has been an important part of Instagram. For the past four years, we have become the home for artists big and small, a place where people across the musical spectrum come to share stories, reveal their creativity and connect directly to fans".

- Kevin Systrom (Founder, and CEO of Instagram 2015)

Bibliography

Liffreing, I., 2018. *How brands are using Instagram's new long-form video feature, IGTV* [Online] Digiday Available at < <https://digiday.com/marketing/how-brands-are-leveraging-igtv/> > [Accessed 17th January 2020]

Music Business Worldwide, 2015. *Instagram launches @music account to boost emerging artists* [Online] Music business worldwide Available at < <https://www.musicbusinessworldwide.com/instagram-launches-music-initiative-boost-emerging-artists/> > [Accessed 17th January 2020]

Systrom, K., 2018. *Welcome to IGTV* [Online] Instagram-press Available at < <https://instagram-press.com/blog/2018/06/20/welcome-to-igtv/> > [Accessed 17th January 2020]

Turner, D., 2018. *Is Instagram about to become the music industry's new best friend?* [Online] Music business worldwide Available at < <https://www.musicbusinessworldwide.com/is-instagram-about-to-become-the-music-industrys-new-best-friend/> > [Accessed 17th January 2020]

Viner, J., 2018. *Why Instagram Is Taking Over The Music Industry. [And How Artists Are Utilizing The Platform In Their Marketing Strategy.]* [Online] Medium Available at < <https://medium.com/the-dopamine-effect/why-instagram-is-taking-over-the-music-industry-bf4453e35ce3> > [Accessed 18th January 2020]