

MJ DUKE

Campaign Presentation

by
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2125309

Who is MJ Duke?



- London based Singer/songwriter.
- Writing and performing since the age of 11.
- Music focuses on emotion - love, heartbreak & mental health.
- Inspired by 90s Hip-Hop, Motown and Soul music.

Interests & Values

- Gaming
- Music Production
- Live Streaming
- Charity
- Food



Barnardo's
GIVING CHILDREN
BACK THEIR FUTURE



Existing Marketing Assets

FOLLOWER COUNT






4711 2933 580 30

The Campaign

Objectives

- Build brand awareness
- Increase engagement with audience
- Transfer online marketing into real-life experiences
- Develop an infrastructure for artist to use onwards (album early next year)



2 EPs + 2 Singles

Single 1: The Edge	-	Released 22/07/22
EP 1: The Edge EP	-	Released 05/08/22
Single 2: Take My Heart	-	Released 02/09/22
EP 2: The Edge (Remixes) EP	-	Released 30/10/22

Campaign Themes

Duality

Evolution

Brand Imagery & Iconography

Existing Logo





Proposed Logo



MJ DUKE



Imagery









Imagery

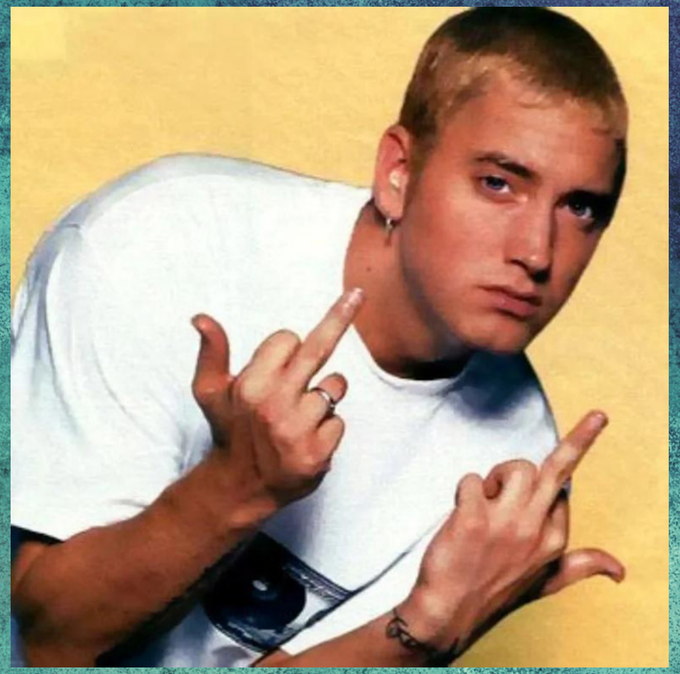






Influences







Tone of Voice

- Open
- Comedic
- Self-aware (self-deprecating in a funny way)
- Open about mental health struggles

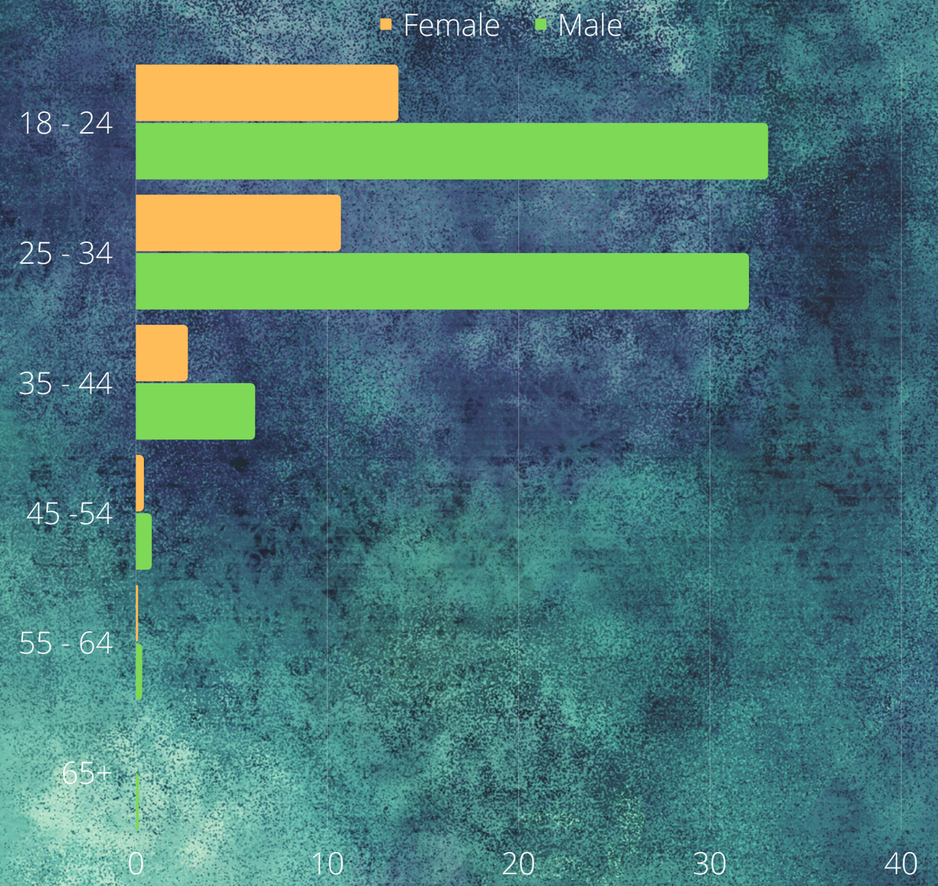
Audience

Instagram (last 28 days):

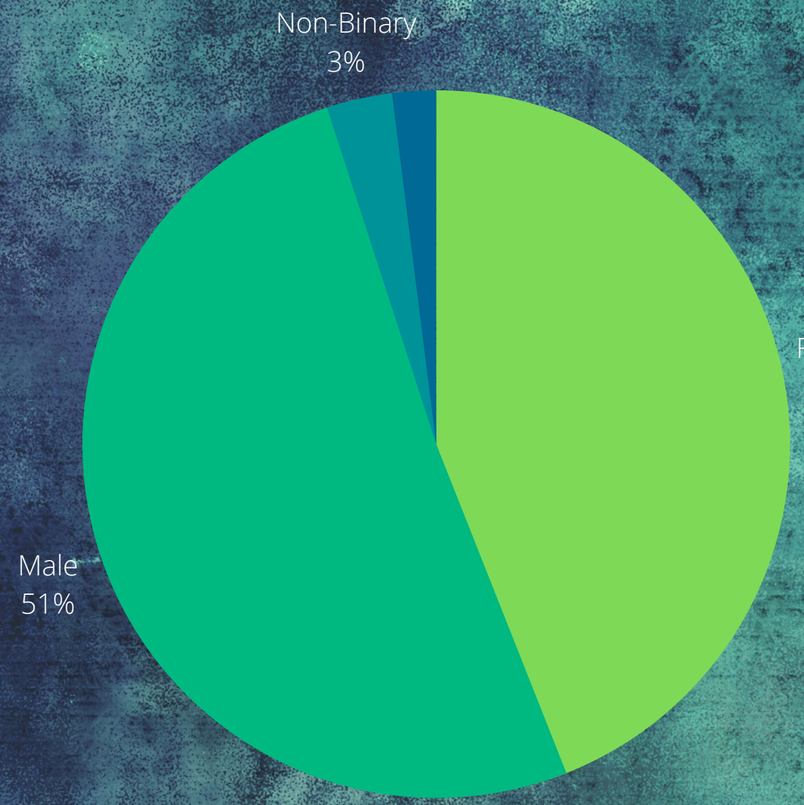


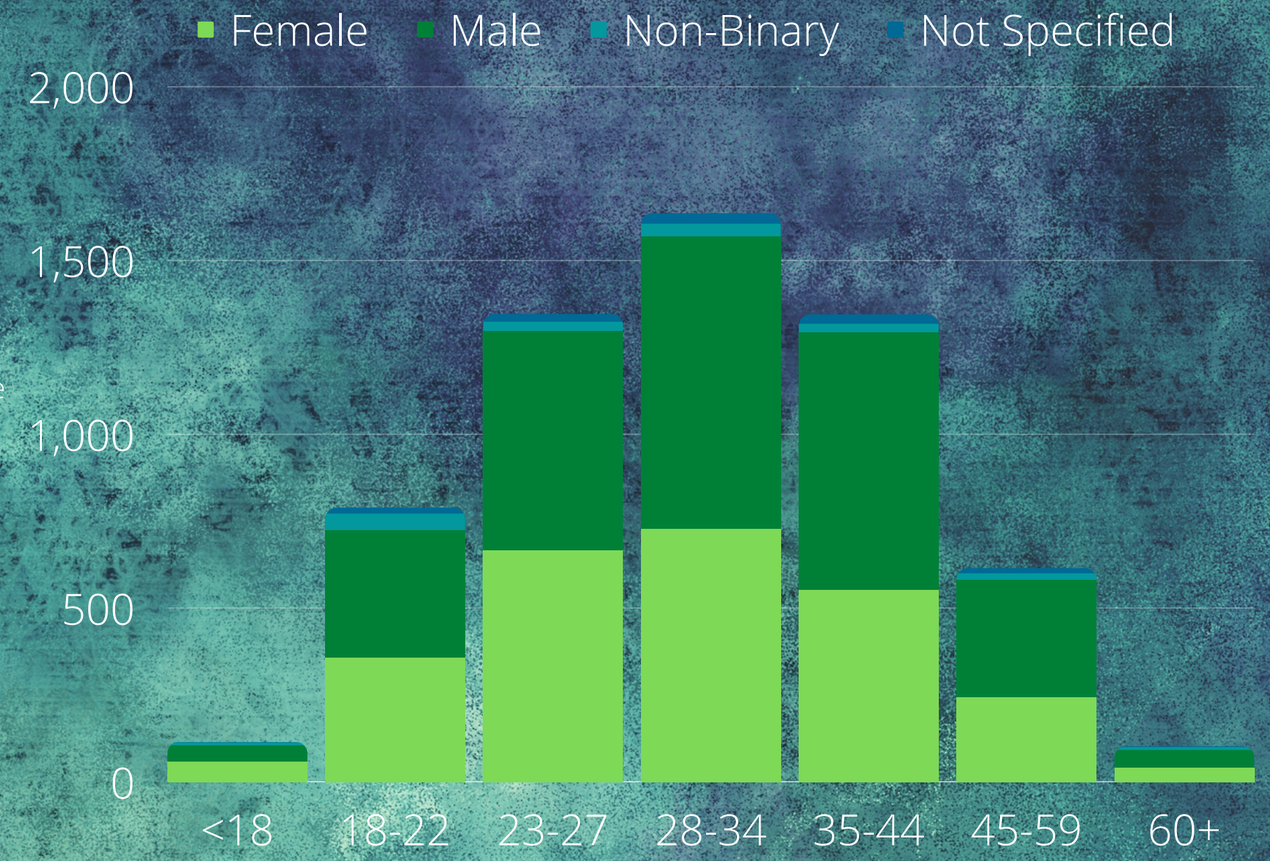
: Male

: Female



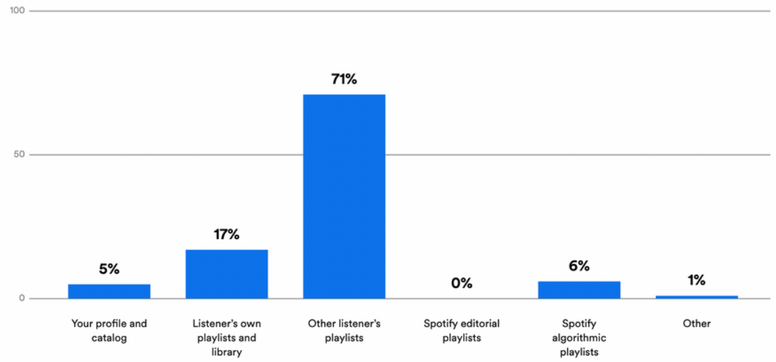
Spotify (Last 28 days)





Audience Insights

Spotify (Last 28 days)



Top countries

Listeners • Last 28 Days • Worldwide

Last 28 Days		Listeners
1	United States	1,886
2	Brazil	569
3	Italy	509
4	Mexico	329
5	Canada	238
6	United Kingdom	208
7	Germany	202
8	Australia	159
9	Spain	129
10	Philippines	123

Top cities

Listeners • Last 28 Days • Worldwide

Last 28 Days		Listeners
1	San Francisco United States	175
2	Los Angeles United States	102
3	Chicago United States	96
4	New York United States	96
5	Mexico City Mexico	96
6	Brooklyn United States	93
7	Dallas United States	92
8	Miami United States	89
9	Las Vegas United States	79
10	São Paulo Brazil	76

Targeted Audience

Gamer Guys



Engaged Gals



Troubled Teens



Timeline

Phase 1

- **Increase brand awareness**
- **Increase fan engagement**

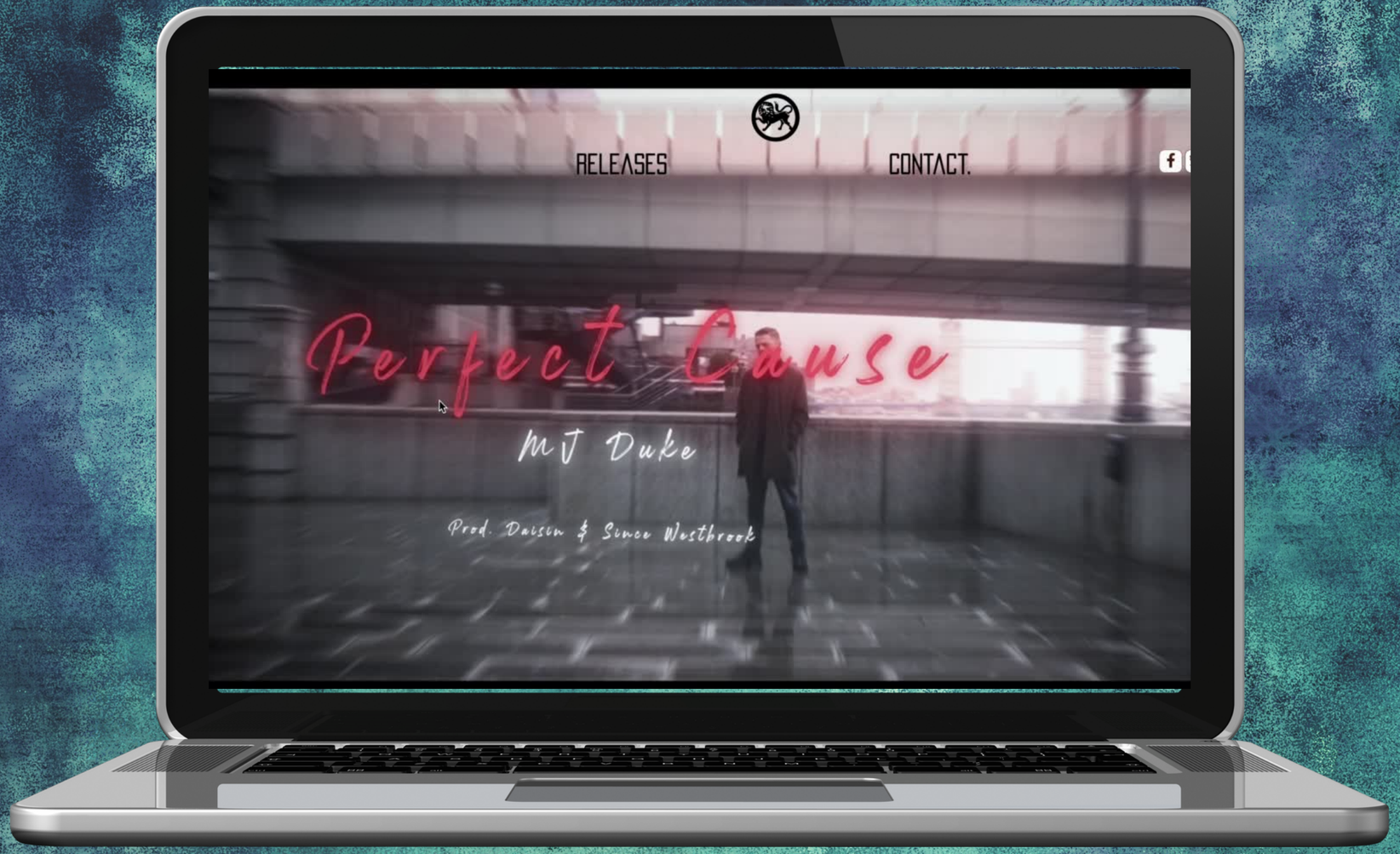
Phase 2

- **Engage in real life experiences**

Phase 3

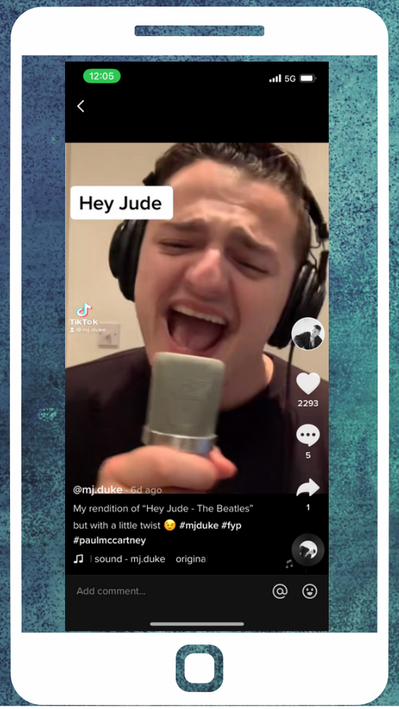
- **Develop infrastructure for future campaigns**

Website

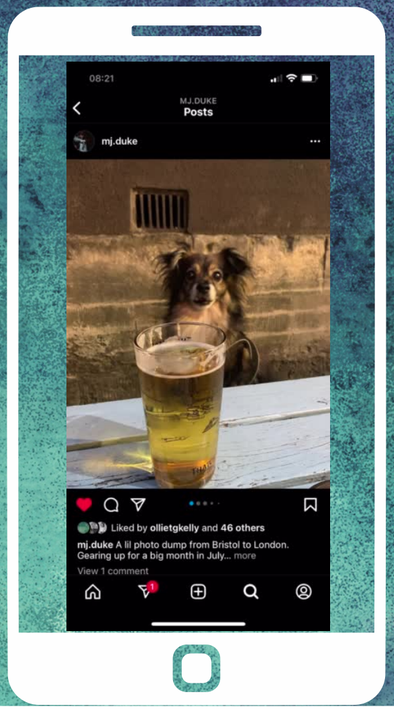

RELEASES
CONTACT.
Perfect Cause
MJ Duke
Prod. Daisin & Since Westbrook

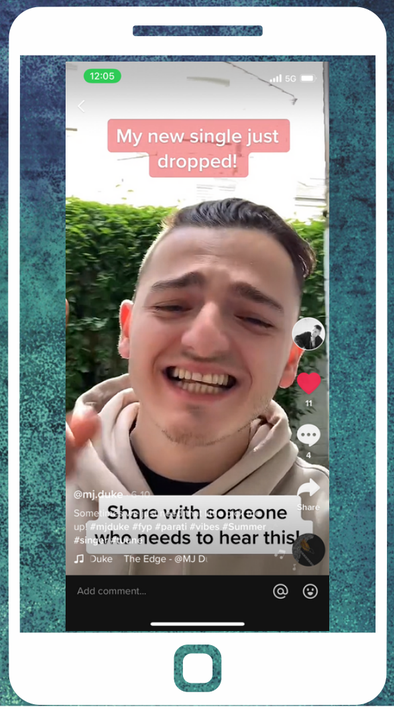
Social Media Strategy

Frequency of content:
Instagram feed posts - 2/week
Instagram Stories - 3 to 5/day
TikTok Posts/IG Reels - 2/week









Schedule

Week of: **July 18**

WEEK #1	7/18 MONDAY	7/19 TUESDAY	7/20 WEDNESDAY	7/21 THURSDAY	7/22 FRIDAY	7/23 SATURDAY	7/24 SUNDAY
					The Edge Single Release		
INSTAGRAM FEED					Artwork for The Edge single posted "My new single The Edge is out an all streaming platforms today. Hope you enjoy!"		
	Asset link	Asset link	Asset link	Asset link	Asset link	Asset link	Asset link
	Owner	Owner	Owner	Owner	Owner	Owner	Owner
	Time	Time	Time	Time	12:00	13:30	Time
	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
INSTAGRAM STORY					Video of MJ Duke jamming out to his new song.	1. Video of MJ Duke making breakfast with The Edge on in the background. 2. Walking his dog through the park with The Edge playing in the background. 3. MJ Duke and his producer vibing out to the new release.	
	Asset link	Asset link	Asset link	Asset link	Asset link	Asset link	Asset link
	Owner	Owner	Owner	Owner	Owner	Owner	Owner
	Time	Time	Time	Time	11:00	11:00, 15:00, 21:00	Time
	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
TIKTOK					Video of MJ Duke jamming out to his new song.	Live Rendition of "The Edge"	
	Asset link	Asset link	Asset link	Asset link	Asset link	Asset link	Asset link
	Owner	Owner	Owner	Owner	Owner	Owner	Owner
	Time	Time	Time	Time	11:00	11:00 AM	Time
	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
INSTAGRAM REELS					Video of MJ Duke jamming out to his new song.	Live Rendition of "The Edge"	
	Asset link			Asset link			
	Owner			Owner			
	Time	Time	Time	Time	11:00	11:00 AM	Time
	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE

NOTES

TO DO

Week of: **August 1**

WEEK #3	8/1 MONDAY	8/2 TUESDAY	8/3 WEDNESDAY	8/4 THURSDAY	8/5 FRIDAY	8/6 SATURDAY	8/7 SUNDAY
					The Edge EP Released		
INSTAGRAM FEED	Photo dump from the previous week, including pictures of artist in the studio working, cute dog pics, food etc	Announcement of EP release featuring animated version of artwork.			Artwork for the EP. "The Edge EP releases today! Go run up the plays on your favourite streaming platform! , let me know which track is your favourite! "		
	Asset link	Asset link	Asset link	Asset link	Asset link	Asset link	Asset link
	Owner	Owner	Owner	Owner	Owner	Owner	Owner
	12:00 PM	12:00 PM	Time	Time	11:00	Time	Time
	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
INSTAGRAM STORY	1. Snippet of a track from The Edge EP in the background while MJ Duke announces something is coming at the end of the week in a mysterious way. 2. Announcing a week full of performances every night at open mic nights. 2. Story from open mic performance	1. "If you want to hear the tracks from my upcoming EP, head down to (venue tonight) 2. Story from open mic performance	Story from open mic performance	Story from open mic performance	Video of MJ Duke listening to his new EP		
	Asset link	Asset link	Asset link	Asset link	Asset link	Asset link	Asset link
	Owner	Owner	Owner	Owner	Owner	Owner	Owner
	11:00, 15:00, 21:00	11:00, 15:00	Time	Time	Time	Time	Time
	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
TIKTOK	Cover of Frank Sinatra "Fly Me to the Moon"		Cover of Westlife "Uptown Girl" (Westlife play a headline show that week)		Video of MJ Duke listening to his new EP		
	Asset link	Asset link	Asset link	Asset link	Asset link	Asset link	Asset link
	Owner	Owner	Owner	Owner	Owner	Owner	Owner
	17:00	Time	17:00	Time	Time	Time	Time
	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
INSTAGRAM REELS	Cover of Frank Sinatra "Fly Me to the Moon"		Cover of Westlife "Uptown Girl" (Westlife play a headline show that week)		Video of MJ Duke listening to his new EP		
	Asset link						
	Owner						
	17:00	Time	17:00	Time	Time	Time	Time
	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE

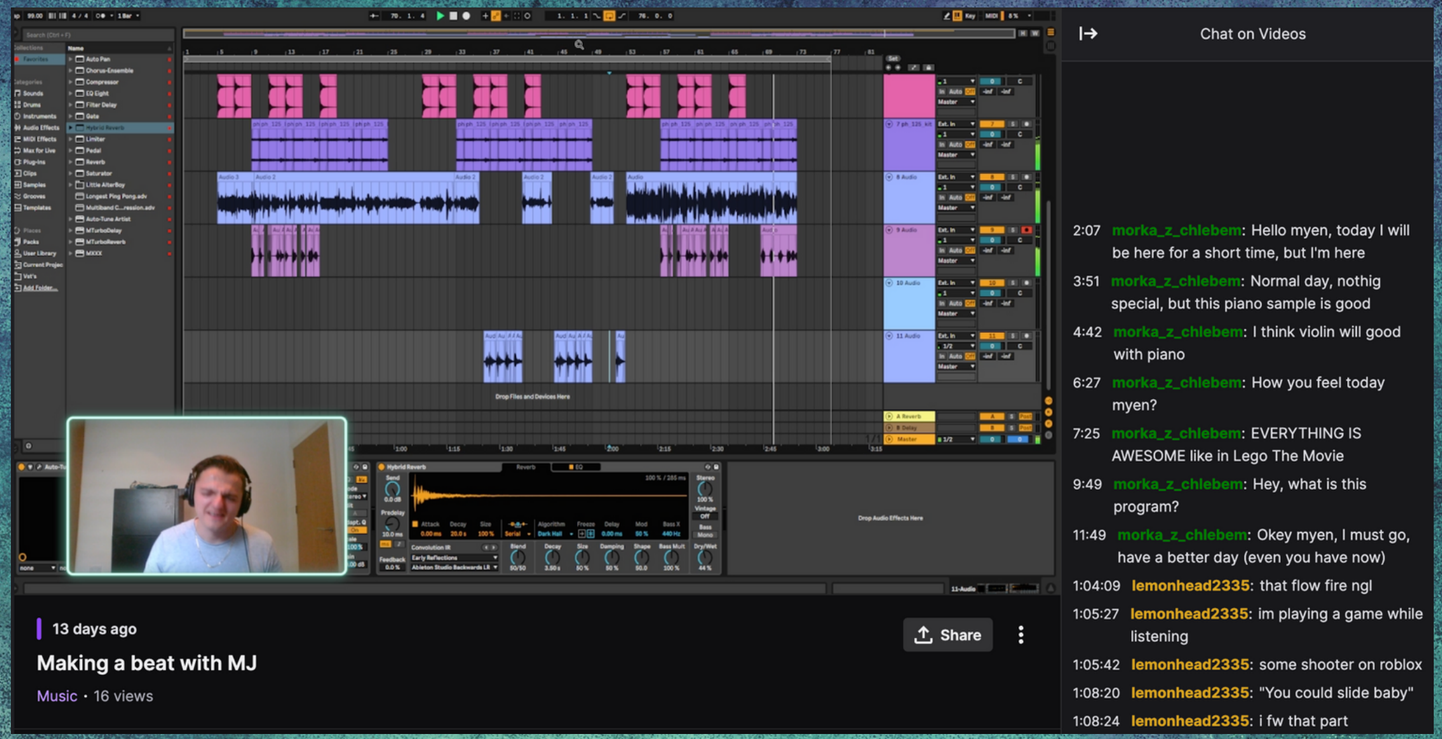
NOTES

WEEK OF PERFORMANCES

TO DO

Alternative Platforms

Twitch:



Social Media Advertising

Gamer Guys

Estimated audience size:

726,800 - 855,000

Estimates may vary significantly over time based on your targeting selections and available data.

Audience details:

- Location – Living in:
  - United Kingdom: London (+30 km) England
- Age:
  - 22-28
- Gender:
  - Male
- People who match:
  - Interests: Music, Gaming, Neo soul, Soul music, Hip hop music or Twitch

Engaged Gals

Estimated audience size:

2,600,000 - 3,000,000

Estimates may vary significantly over time based on your targeting selections and available data.

Audience details:

- Location – Living in:
  - United Kingdom: London (+30 km) England
  - Mexico: Mexico City (+40 km) Distrito Federal
  - Peru: Lima (+40 km) Lima Region
- Age:
  - 29-34
- Gender:
  - Female
- People who match:
  - Interests: Music, Neo soul, Soul music, Hip hop music, Marriage, Love, Love Stories, Rhythm and blues music or Engagement
  - Relationship Status: In a relationship

Troubled Teens

Estimated audience size:

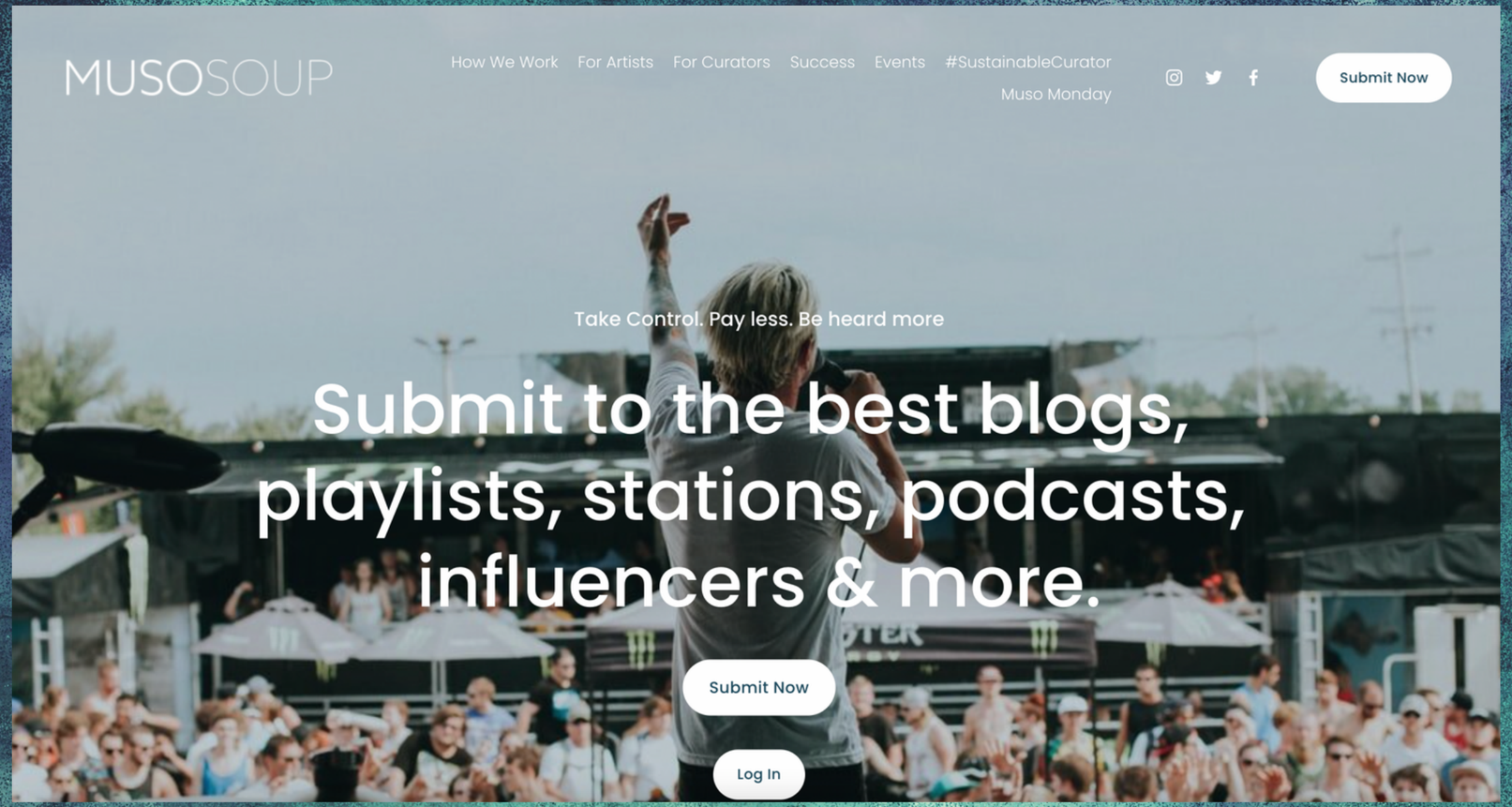
685,900 - 807,000

Estimates may vary significantly over time based on your targeting selections and available data.

Audience details:

- Location – Living in:
  - United Kingdom: London (+30 km) England
  - Mexico: Mexico City (+40 km) Distrito Federal
  - Peru: Lima (+40 km) Lima Region
  - United States: San Francisco (+40 km) California
- Age:
  - 16-18
- People who match:
  - Interests: Music, Neo soul, Soul music, Hip hop music or No Depression

Release Strategy


MUSOSOUP
How We Work
For Artists
For Curators
Success
Events
#SustainableCurator
Muso Monday
Submit Now
Take Control. Pay less. Be heard more
Submit to the best blogs, playlists, stations, podcasts, influencers & more.
Submit Now
Log In

PlaylistPush

Home For Artists For Creators Blog Pricing FAQ SIGN IN APPLY

WHAT WE DO

Connecting artists to playlist curators

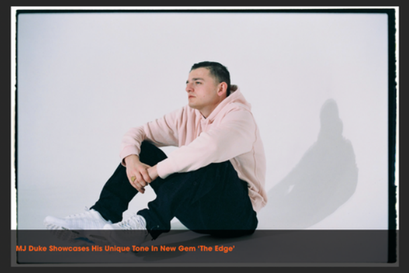
We help independent artists get their music on playlists and give playlist curators a way to discover new music

I RELEASE MUSIC I OWN PLAYLISTS



MJ Duke Showcases His Unique Tone In New Gem ‘The Edge’

Written By Gabriel Mazza



There’s no shortage of great vocals these days, but not many artists come close to the lyrical expressivity and peculiar tone that MJ Duke possesses. Hailing from London, the young talent has been making waves since his debut in 2020, releasing a series of singles and an EP that greatly showcased his artistic sensibilities and musical references. The project’s latest effort the track ‘The Edge’, builds on acoustic guitars and hip-hop-derived beats to deliver the ultimate upbeat gem, providing a light, free-flowing stream of musical goodness.

Coming back after a yearslong hiatus, MJ Duke lets his music speak, reminding us why he’s one of the most interesting artists around. Growing up listening to Soul and Blues giants, the British singer uses those influences and blends them with modern hip-hop elements, creating a style that’s as fresh as it is personal. Gearing up for an album release in July, we are confident MJ will confirm his artistry and attracts even more attention from the press and the industry.

When we first pressed play on the track, what really captured our attention was Duke’s unique vocal tone. Controlled, yet expressive and gritty, with a certain breezy quality to it. Short vibratos pop in here and there, helping the dynamic of the performance. An impressive feature, that coupled with his lyrical honesty really makes for powerful songwriting.

We’ll be listening to MJ Duke for a while more, will you join us? Discover ‘The Edge’ on Spotify:

The Edge
MJ Duke

SAINTS

SEARCH

MOTIVE MUSIC

Listen to “The Edge” By MJ Duke

by Saints · June 24, 2022

Live Events

TalentBang



GigRealm

Budget

			MJ Duke					
		Campaign	The Edge EP + The Edge (Remixes) EP					
		Dates	22/07/22 - 30/10/22					
		Total Budget		£5,000				
1st EP	Budget	£3,500				Remix EP	Budget	£1,500
Costs	CONTENT					Costs	CONTENT	
	Photography	£0					Photography	£0
	Artwork	£400					Artwork	£100
	SM Content Creation	£750					SM Content Creation	£250
	PROMOTIONS						PROMOTIONS	
	SubmitHub	£300					SubmitHub	£150
	PlaylistPush	£300					PlaylistPush	£150
	MySphera	£300					MySphera	£150
	Social Media Ads	£1,250					Social Media Ads	£300
	Live						LIVE	
	Transport	£200					Transport	£0
							MUSIC	
							Remix Fee	£400

Thank you