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1. Introduction

This report contains a marketing plan, strategy, budget, tour, and the timeline for R&B / Trap upcoming artist Lucas Ramsell for his album 'Post Lockdown: Playlist', to be released on 29.07.21. The twenty-one-year-old musician based near London has achieved the following in his career thus far:

- 42 total singles,
- 2 Albums,
- 143,600 streams on Spotify,
- 2.2k followers on Instagram,
- 131 Followers on Tik Tok,
- 604 monthly Spotify listeners,

Within one year, I believe Lucas could accomplish the following success factors. These will form the objectives for the marketing strategy outlined in this report:

1. A play of a single from the album on BBC Radio London
2. A spot on the Spotify playlist 'UK RAP 2021'
3. An album linked merchandise line
4. 10,000 followers on Instagram and 5,000 followers on TikTok
5. UK and International Tour

The rest of the report will demonstrate methods of how to achieve the above.

2. Artist profile

2.1 - Demographics and Psychographics

Lucas's overall demographic falls under the YUPpie: (younger demographic in the '90s, work hard, play hard), meaning a prime source of marketing, exposure, and attention will be focused on social media platforms such as Instagram and TikTok. The SWOT diagram can be viewed in Appendix 1.

Demographic

Age:

Between the ages of 16-25

Gender:

Both male and female - split of 60:40 (M to F).

Location:

Cities in England: London, Manchester, Liverpool, Birmingham etc.

Education Level:

A-Level / Undergraduate Degree.

Marital Status:

Single

Occupation:

Hard working, creative job. For example, a music producer, personal trainer.

Psychographic

Personal Characteristics:

Extroverted, confident individuals, loyal friends, enjoy socialisation.

Lifestyle:

Party scene (drug and alcohol involvement), spending time with friends.

Attitudes:

Creative individuals. Want to better their appearance, enjoy shopping for branded items of clothing,

Hobbies:

Relaxing with friends, Gym, Festivals, Gigs,

Behaviours:

Hard working, creative, enjoy time with loved ones (friends)



(Ramsell, L., 2020.)

'Post Lockdown: Playlist' follows his two most recent albums, which he released in lockdown:



These albums are from a collection of work Lucas wrote during Lockdown and compiled two albums from it, releasing one in 2020 and 2021. The third upcoming album follows the similar hip/hop Trap genre, however incorporating Pop elements - partnering well with the album's motif, a 'COVID-19 free' party. Many of Lucas' fans are of a similar age to him, 18-25; they have missed the club scene through the pandemic and are excited to be legally allowed out to socialise again. My strategy would be to utilise this, creating an album that coincides with the end of the pandemic lockdown, incorporating lyrics that clearly state the excitement towards the end of COVID-19.

2.2 - Spotify Statistics

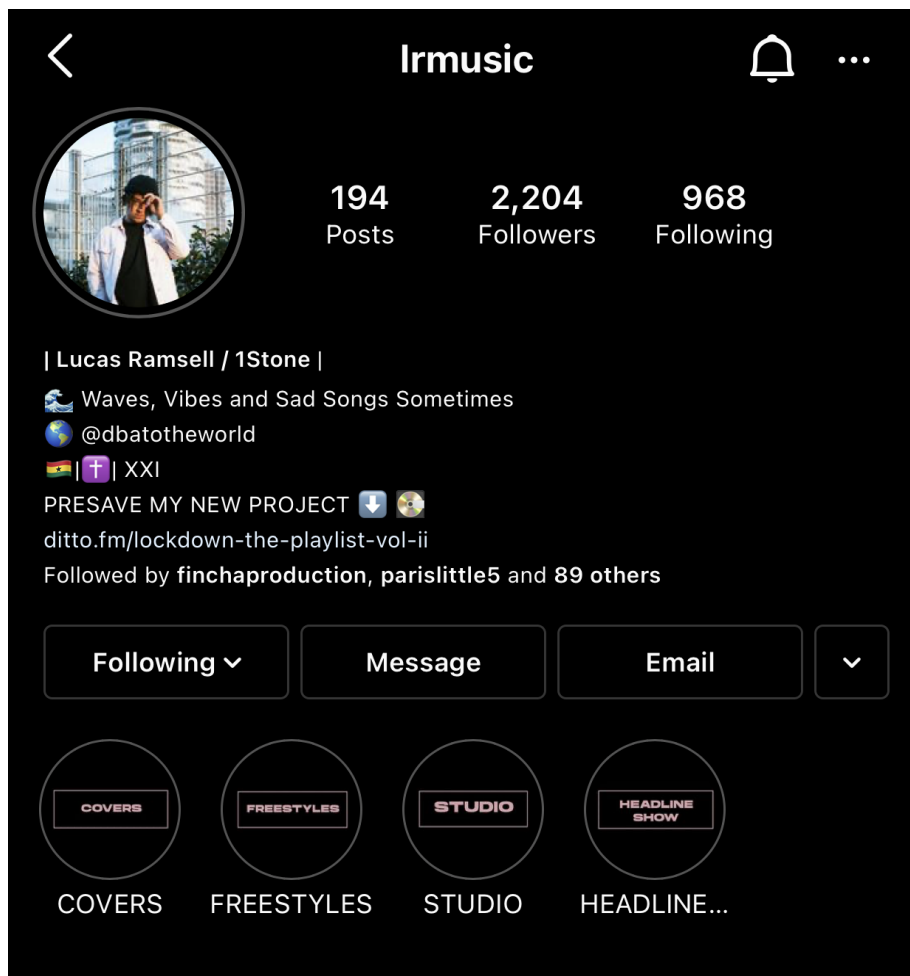
The table below demonstrates Lucas' most popular releases on Spotify:

Music format	Title	Year released	Streams
Single	Over It.	2019	46,631
Single	On the Move	2020	12,043
Single	Friends	2017	25,526
Album	Lockdown The Playlist Vol.1	2020	14,780

2.3 - Artist Online Profile

A study found that '90% of businesses with revenues over \$1 billion felt social media should be an integrated aspect of their marketing'. Continuing, 'social media marketing is also valuable for managing customer service reactions and conducting market research' (Tuten, T. and Solomon, M., n.d).

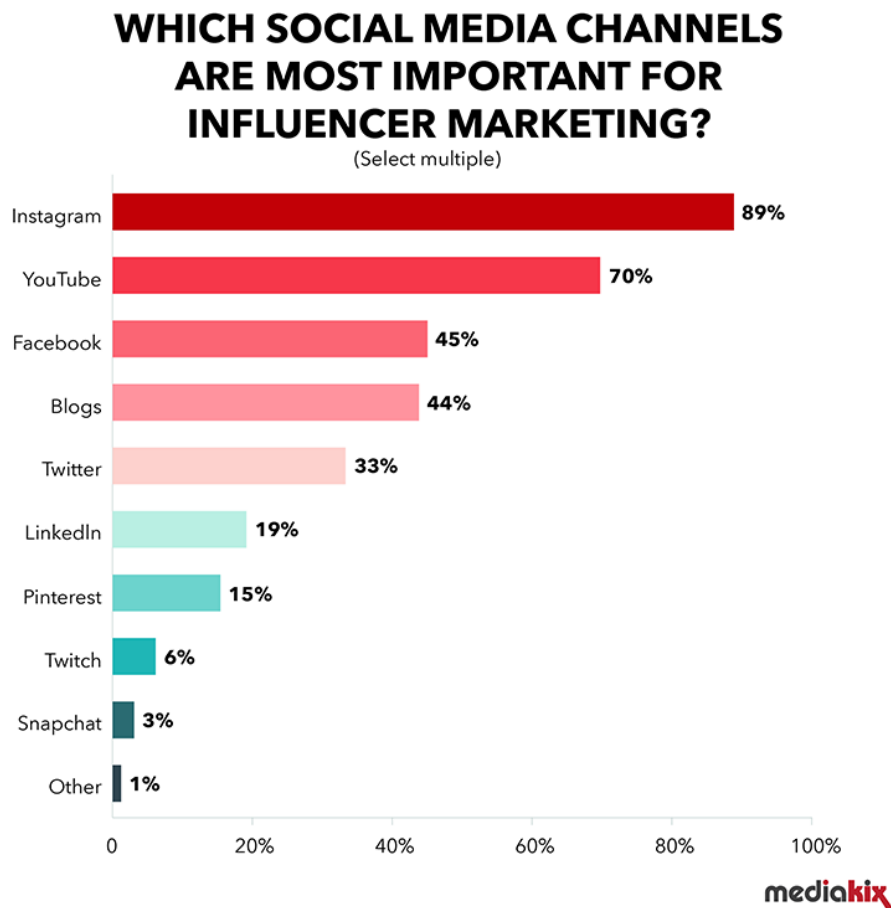
Instagram:



(Rasmell, L., 2020)

Lucas Ramsell's following of 2,209 is not insignificant but not substantial. His established competitors (The Weeknd: 29.4m followers, for example) use social media as a powerful tool to connect with their fans. This is the reason for objective 4: to gain a total of 10,000 followers on Instagram.

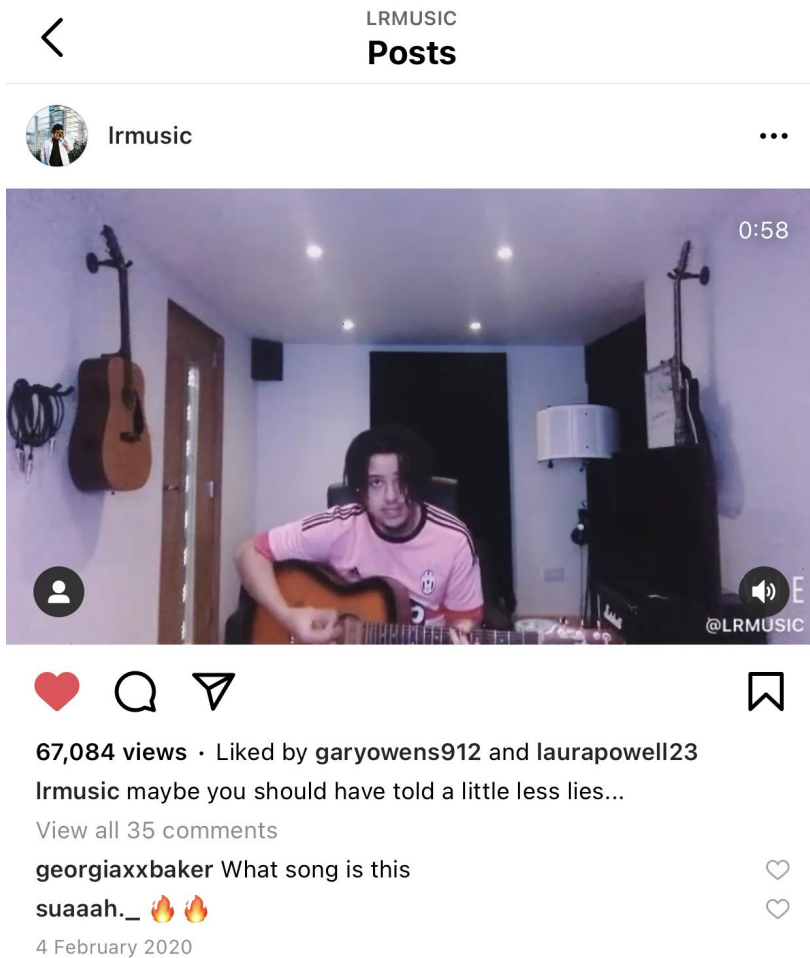
Researching Instagram's success in artist promotion will discover whether it is the best social media platform to utilise over others, such as YouTube, Facebook, Twitter. The chart below demonstrates the results.



(Chen, J., 2020)

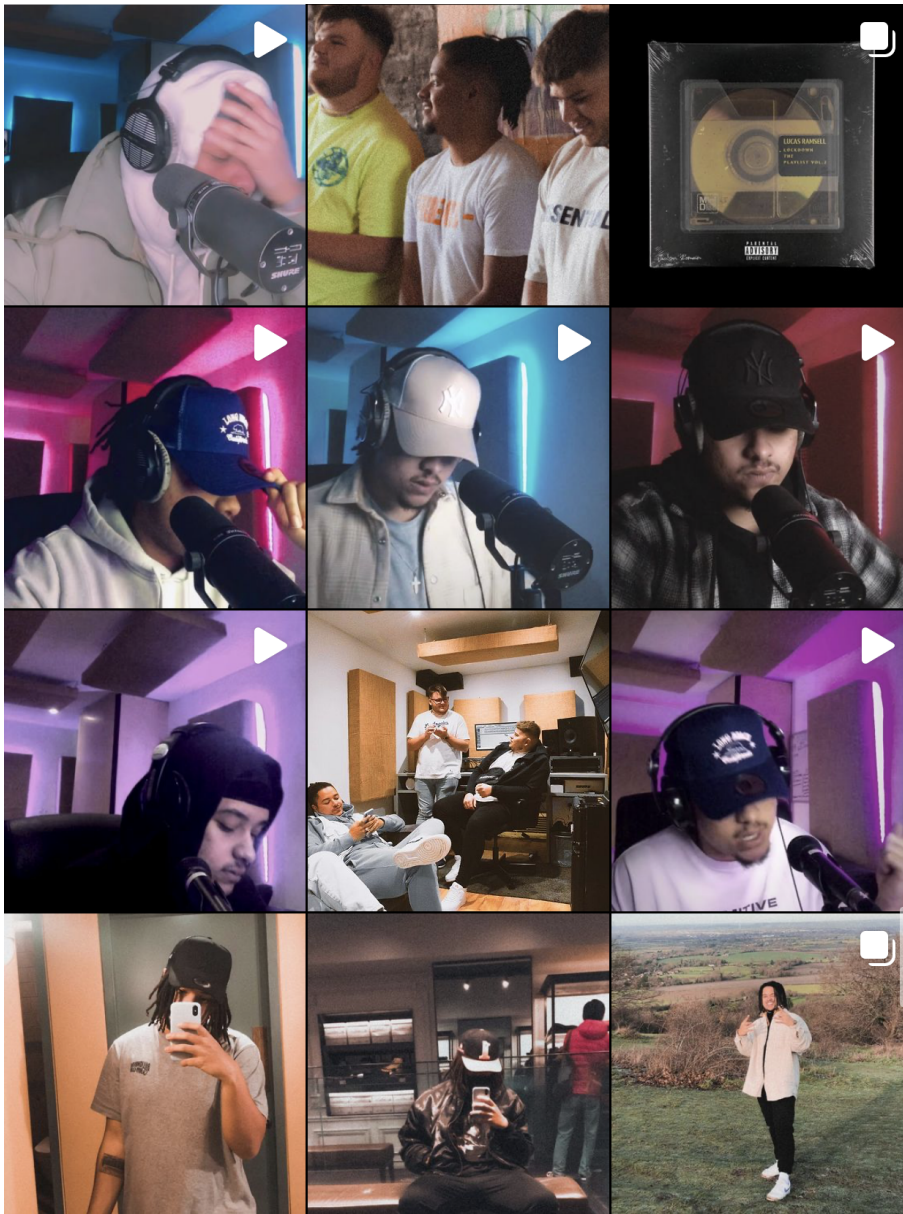
'Surveyed Marketers' image demonstrates how 89% of influencers believe Instagram is the 'most important social media channel for influencer marketing' (Chen, J., 2020). This information proves the significance of Instagram's reach to Lucas' demographic over other social media platforms. Looking at these statistics, therefore, it is essential to boost his following and audience on Instagram.

Lucas posts many covers, freestyles or snippets of new material to come on his Instagram feed. The video material engages his fans significantly, with his highest viewership of 67k.



(Ramsell, L. 2020)

The 67k views on a cover, considering his 2.2k followers, is impressive. However, it is essential to remember that a video on Instagram can only 'go viral' as it were, through others sharing the post on stories, other posts etc. On TikTok's platform, a user doesn't need to have 'a strong following to go viral. Anyone can record a video, upload it into TikTok and start getting views based on this algorithm' (Williams, S., 2020.)



(Ramsell, L., 2020)

Currently, Lucas uses TikTok and Instagram for both promotional and music cover purposes, using the same content on both platforms. He will change this to TikTok for covers and mashups and Instagram as his primary communication source with fans and promotion. This will, in aid, ensure objective 4's success, expanding his online exposure on two significant platforms. Further in the report discusses the advantages of firmly establishing different content for the various platforms.

TikTok:

Whilst the statistics from Survey Marketers (above) show Instagram as the most powerful social media platform for influencer marketing, it is crucial to consider that TikTok has not been included. It is possible that Survey Monkey took the survey after the rise of TikTok, which started trending in March 2020, due to the pandemic lockdown.

The first image demonstrates TikTok users' growth in the UK, showing a predicted total of 1.6 million more users in 2024

Predicted UK TikTok users and penetration (internet users)

Year	Users, millions	Penetration
2019	4.9	12.4%
2020	8.5	21.1%
2021	10.9	26.4%
2022	11.7	27.8%
2023	12.1	28.3%
2024	12.5	28.5%

(Iqbal, M., 2021).

The information above shows TikTok's climb of significance to social media platforms and the importance of making sure artists are using this platform to their advantage. As mentioned briefly, Lucas currently has a TikTok account, but his most popular video only has 475 views.

Currently, Lucas posts the same content on both TikTok and Instagram, which affects his TikTok viewership. The way a TikTok video reaches significant attraction initially starts when:

- TikTok shows it to a small number of users in between popular trending videos.. the algorithm then measures how much of your video is watched, as well as how many likes, comments, and shares it gets (Williams, S., 2020.)

If Lucas' TikTok following currently consists of the same Instagram followers, then the video would have already been seen, encouraging the viewers to swipe up quickly as they have already watched it. TikTok users should 'aim for one like for every ten views'. This triggers the algorithm to show your video to more people (Williams, S., 2020.) If all of Lucas' content has been uploaded to a different social media platform, it won't cause any attraction - therefore, his content is incapable of going 'viral'. For these reasons, Lucas will keep his videos strictly to TikTok but promote them on Instagram - for example, an image of Lucas' recording with a link forcing his fans to travel to TikTok. As previously mentioned, his videos have a higher chance of going viral on TikTok than on Instagram, which would result in his Instagram following heightening inevitably also.

Email List:

The website 'Artist PR' states the five fundamental reasons musicians should create an email list. They are as follow (ArtistPR., 2017):

1. Keep in touch with fans
2. Promote new music
3. Share inside information
4. Build a fan base
5. Share press releases

Lucas is an upcoming musician, therefore using free services to his advantage is essential; 'it remains one of the most affordable ways for musicians to connect with fans and expand their fan base' (ArtistPR., 2017). Mailing lists are a 'good way to reach out, give your communications a personal touch, and let your fans know you care about them' (ArtistPR., 2017). Lucas' previously mentioned limited 2,204 Instagram followers signify he must keep (or create) a strong bond between the small number of fans he has. A mailing list will be set up on 29.03.21 to help him achieve this success.

Merchandise Line:

Fashion is an integral part of Lucas' manner and appearance. Lucas' most liked picture in the last three months interestingly focuses on his outfit (the image below demonstrates). Fans are engaged with his fashion/demeanour. Creating a merchandise/fashion line would inevitably ensure fans feel more connected to him and his music, allowing them to dress in

similar styles. It would give an insight into Lucas's semblance. The majority of artists with merchandise simply add their logo or name to hats, shirts, phone cases, keyrings etc. Lucas' unique strategy to create a fashion line of clothing he would wear would hopefully heighten his fan connection. As previously demonstrated with statistics, his Instagram following is most engaged with images that feature his fashion style and appearance. Furthermore, creating a merchandise line makes an artist seem arguably more professional, solidifying his unique brand (Lucas Ramsell) with items that can be purchased and worn globally. The timeline demonstrates his upcoming meetings with designers to release his merch at 12 pm on 6.07.21.



(Ramsell, L., 2020)

3. Unique strategies to achieve objectives

3.1 - Playlist Spot:

Problem:

Regarding achieving a place on a Spotify playlist like 'UK RAP 2021', which receives 50,234 likes, it is logical to consider approaching or contacting the Spotify editorial staff or curators directly to improve the chances. However, in an interview from Forbes with Jeremy Erlich, Spotify's Co-Head of Music Strategy, explained: "the playlist submission tool is the only way we review music". He was further asked: Would knowing the or contacting the curators improve your odds? To which answered: "Editorial decisions are based purely on the quality of the song and its fit in the playlist.... emailing me doesn't increase your chances of getting on a playlist at all" (Erlich, J., 2020). This information is crucial to learn at this stage in marketing; it is clear that attempting to contact editorial staff does not prove an effective success method.

Idea:

A unique strategy to get Lucas a spot on 'UK RAP 2021' is to create a flash mob for the curator to see, entertaining the surrounding London public and boosting his online presence simultaneously. I found out the curator of the 'UK RAP 2021' playlist through conducted research: Filtr. Filtr is 'the world's leading third party playlist service with over 16 million playlist followers across music services like Spotify, Deezer and YouTube' (Filtr., n.d). Whilst contact information has been provided on the website (info@filtr.com), it is a reliable estimation that numerous artists and managers would contact to get their music onto a playlist. I intend to impress and entertain; attempt something out of the norm.

With Filtr being an online company, there appears to be no headquarters in London. Therefore, attracting a Filtr curator would have to be done through other means. Researching further, I discovered on LinkedIn Andy Chandler. He is:

- 'The Head of catalog streaming at Sony entertainment music and Lead playlist curator for Filtr UK' (LinkedIn., 2021).

As a 'Lead playlist curator', Chandler is one of the specific people to attempt to reach. His LinkedIn profile states he is also the 'Head of catalog streaming at Sony Entertainment music'. This means there is a London location where Chandler works (SEM), and therefore a potential opportunity to impress him with Lucas' brand.

A unique and memorable marketing idea would be to create a flash mob outside Sony Entertainment quarters in London (9 Derry St, Kensington, London W8 5H), at the time Chandler is estimated to walk in. Due to its small size, there will be no legal implications regarding the flashmob.

Several reasons why flash mobs are an effective marketing tool are as follows (RentaCrowd., n.d) :

- The element of surprise never fails to entice or excite.
- It promotes and brings your brand, products and service alive but does so without being confrontational and aggressive. It's different and creative and gets people talking.
- Flash mobs are brilliant for reaching new people.

I could not obtain Chandlers' schedule on the internet. Therefore, Lucas (or a volunteer) will travel to the headquarters several mornings before the proposed flash mob to find the exact time Chandler enters the building for work (timings and further details can be seen in the timeline, Appendix 9). For this marketing strategy, I will assume that he enters the building at around 8 am.

Fans will join Lucas in the flashmob. Rather than hiring dancers, this will be a more authentic and personal experience for fans and Lucas. I have created Instagram post examples (Appendix 2 and 3) of the competition Lucas will offer to motivate and convince fans to join, to be posted on 30.06.2021.

The social media posts will create an online trend - even if some of Lucas' followers do not share the post, they will see it on other social media accounts and be aware of it. The simple dance routine (of around 3-4 moves in total) would be easy for all to copy to one of

his singles from his recently released album (Post Lockdown: Playlist). This will also simultaneously boost Lucas' TikTok presence (relating to objective 4).

With a large proportion of Lucas' fans based in London, the goal of getting around 10-20 people involved is arguably attainable. Another hope would also be to get the public members to join in as well, with the moves being so straightforward. A more realistic outcome would be that passing public members would simply just stop, watch and hopefully film the event. The hashtag #LucasRamsellFlashMob will be printed on signs behind the dancers on near poles and bike racks; the aim would be for public members to use the hashtag to gain more attraction and attention online. The image below demonstrates a labelled map of where the flashmob would take place:



As well as entertaining members of the public; boosting Lucas' online exposure, it will also catch the attention of the curators walking into work - more specifically, Andy Chandler. There is no solid proof that this method would work; however, it is different and entertaining. As previously stated, flash mobs can boost a brand without being 'confrontational and aggressive'. It is a strong estimation that most curators have a constant flow of emails from artists, managers and other related individuals. This unique marketing strategy would, hopefully, at the very least be entertaining, memorable and enjoyable for

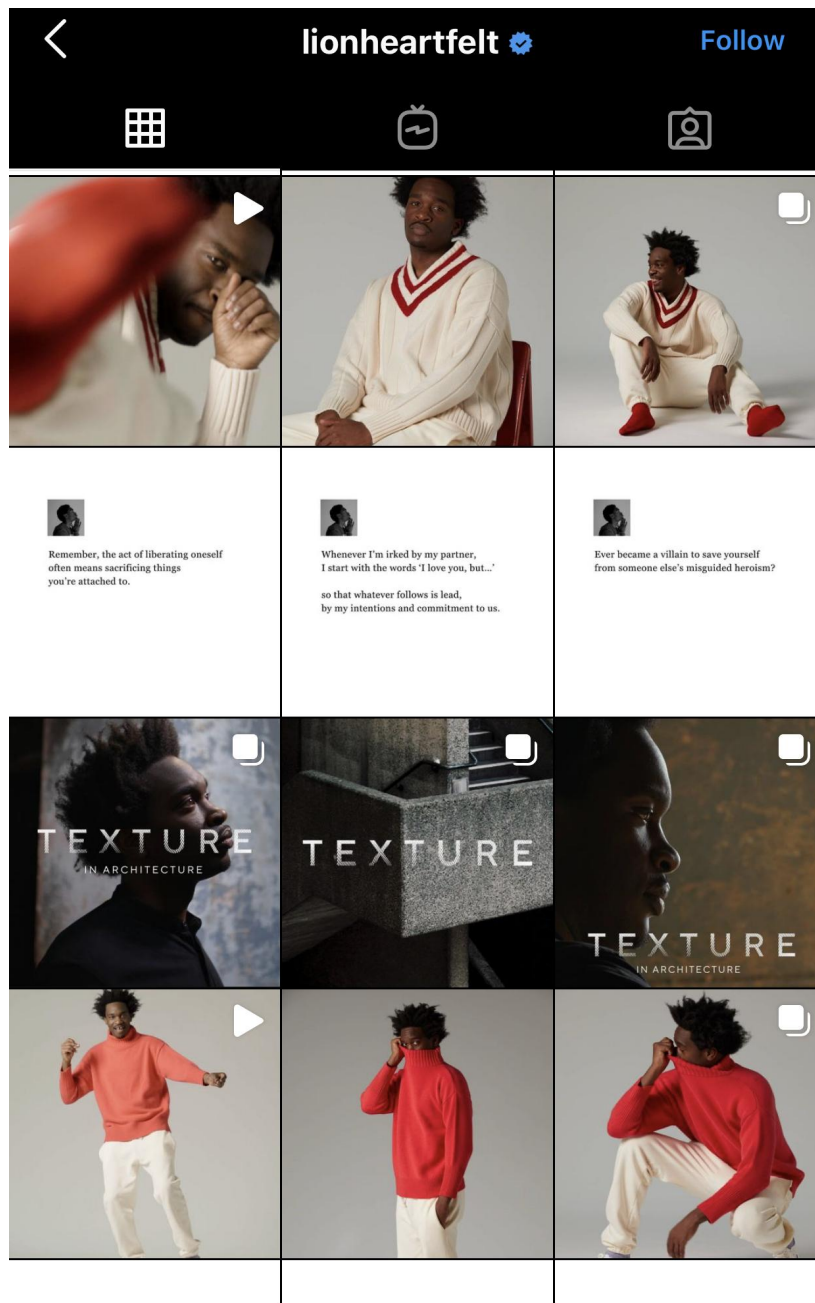
curators. If Lucas does not receive a playlist spot from Andy Chandler or Flickr, at the very least, he boosted his online presence and performed and entertained members of the London public.

3.2 - BBC Radio Play:

Another objective was to get Lucas a play on BBC Radio London within the year. Lucas has already played on radio stations 'BBC 3 Counties' and 'BBC Introducing The South', so he has a semi-established relationship with the BBC. A unique strategy that could enable this goal would be to contact one of the DJ's - BBC Radio London's LionHeart.

LionHeart plays from 10 pm on weekdays, with music interests in R&B, Pop, Electronic and Hip/Hop. He has a current following of 7.5k Instagram followers, which arguably makes him more reachable than other BBC Radio presenters (such as Nick Grimshaw with 1.1 million). Through his Instagram, it is clear that he has the following interests:

- Poetry
- Architecture
- Interior design
- Fashion
- Mental health awareness
- Improving personally



(Lionheartfelt., nd.)

Lionheart is also the Co-Founder of 'Subjectivity UK', an organisation that aims to 'make room for wider conversation' (LionHeart, n.d). The organisation sets up corporate events, games nights; talk shows based in London for struggling community members. The different events aim to make difficult situations more comfortable to talk about, raising awareness of therapy, black culture; broken homes; culture; domestic violence; vulnerability, sex and more. It creates a comforting atmosphere for those who are suffering from similar

personal issues. Subjectivity UK is close to LionHeart, providing a potential opportunity for Lucas.

Researching further into the organisation, there does not appear to be any introducing music or artists before the live talk shows or games nights begin. Lucas' could perform songs from his upcoming album, for no charge, as an opening artist for when members walk in through the door. It would give the event warm and positive energy for any members feeling anxious or nervous about the event, without it costing the organisation. Whilst there is no guarantee that Lionheart will like Lucas' music, it does fall under the same genre of music he plays on the radio, giving Lucas' a more substantial chance. The aim is to perform for new fans and impress Lionheart and potentially gain a relationship with him, hopefully allowing him to be played again on BBC Radio London. As previously mentioned, there is no guarantee that Lionheart will like or play Lucas' new music. However, this unique strategy gives Lucas more of a chance of achieving this objective.

3.3 - London Exposure 'The Green Man':

Another unique marketing strategy would be for Lucas to dress in a green all-in-one suit, walk around London playing a forthcoming single from the album through a hand-held speaker. The suit would have the word 'Shazam' on the back. An image providing the idea of this suit can be seen below:



In point 5, the statistics demonstrate Lucas' most significant fan base is in London. The strategy would entail walking (or dancing) around tourist sites in London, where most of the public is. Whether the public is impressed with the music or finds 'the green man' amusing and humorous will achieve a level of interest. Some public members may record or take photos of 'the green man' and share them on social media. Some will hopefully shazam the song and (either) pre-save or stream the music. Some may simply laugh or dance with 'the green man'. No matter what, the aim is to gain attraction; get the public interested in 'the green man'.

Up to 2 weeks before release, shazam will take consumers to a pre-save link. Up to 2 weeks after release, shazam will take consumers to a Spotify/Apple Music link.

The marketing team will study Spotify analytics from 'the green man' introduction to gauge whether the strategy has been successful. If yes, 'the green man' will continue. A hashtag #greenmanlondon will be created; the team will create a contest for the 'funniest photo with the green man' etc. All ideas will be discussed and confirmed after looking at the success of this strategy.

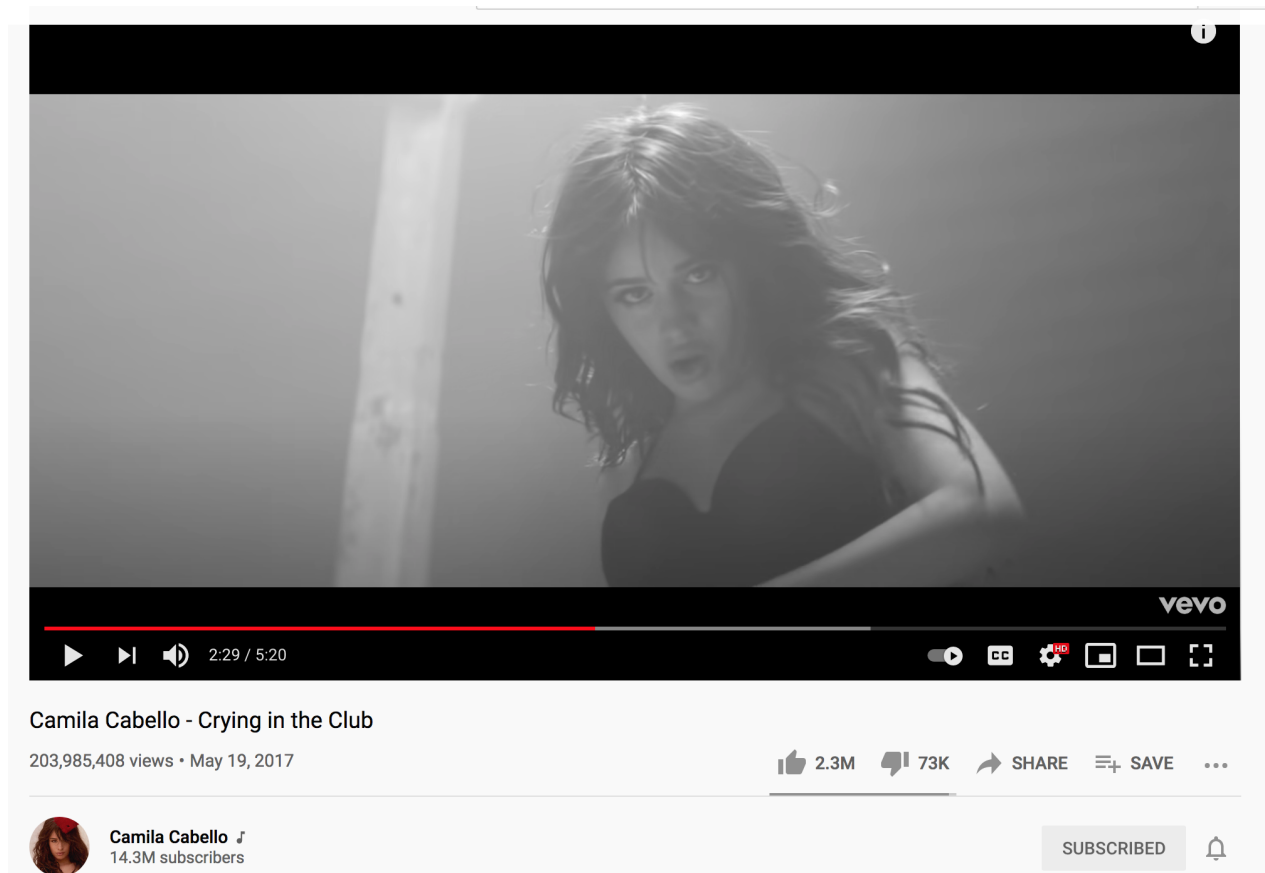
As previously mentioned, there is little evidence of success without executing the strategy. However, common knowledge is an unknown artist asking members of the public to listen or shazam a new single is disengaging and will most likely prove unsuccessful. However, if public members are: shocked, amused, confused, or humoured in some way, there is more potential for Lucas to acquire 'buzz'. The 'method of humour in advertising ideas has had some significant successes for brands down the years' (Powell, D., 2020). Advertising psychology is proven to be an effective marketing strategy, which I will demonstrate through this method.

4. Unique Strategies for Album Marketing Plan

4.1 - Camilla Cabello:

Cabello used a creative marketing technique through the 'Crying in the Club' music video. Released in 2017, the video surprisingly does not begin with the 'Crying in the Club' single, but an unreleased and unbeknown single to fans, called 'I have Questions'. The first 1.43

minutes of the 5.20-minute video starts with 'I have Questions', a brand new single released later. At point 1.49, the video then morphed into 'Crying in the Club', and the music video continues. The image below is a screenshot of the music video:



(YouTube., 2017)

As shown, the title remains 'Camila Cabello - Crying in the Club' - not even 'Camila Cabello - Crying in the Club / I have Questions'. It was a huge surprise for fans when the video was released. No tweets, hints or social media posts mentioned the prospect of 'I have Questions', which sent fans into a social media frenzy, questioning and querying the potential of more surprises from the singer. The surprise single tease took fans entirely off guard, not giving much information following. This marketing strategy is proven to be effective, surprising fans by dropping teasers and clues to potential upcoming music. I would like to achieve something similar to Lucas.

Lucas' last two albums 'Lockdown: The Playlist' and 'Lockdown: The Playlist, Vol. II' was released in 2020 and 2021, with the most successful single from the two albums being

'Instagram Models'. I would create a music video for this single, releasing it on 29.06.21 - precisely one month before the album release, with a teaser (similar to Cabello) of a song from the upcoming album 'Post Lockdown: Playlist'. The specific single would play for the first minute of the music video, taking fans completely off guard - with no teasers for new music before this. The upbeat single would include lyrics that reference being out of lockdown, forcing fans to question and query what the single might mean. After the minute of the upcoming single, the music video will cleverly morph into the Instagram Models music video and continue as normal. Using this strategic marketing technique would benefit Lucas' significantly for the upcoming album; with the public already excited to be 'COVID free', fans will have something further to look forward to.

4.2 - The Weeknd:

The Weeknd has had some impressive marketing strategies throughout his career that are worth analysing, allowing him to be named, as of 2021: 'The number one streaming artist on Spotify, the biggest artist in the world' (Adamec, C., 2021). His marketing success is very influential; I will be creating a similar strategy for Lucas' 'Post Lockdown: Playlist' album.

Firstly, his unique media presence. Researching across all media platforms, it is noticeable that The Weeknd only uses Twitter to interact with fans and does not agree to do any live interviews. The unique strategy to connect vibrantly on just one social media platform and not agree to any live interviews inevitably keeps fans engaged and interested in his work. Most artists utilise all their social media platforms, agreeing to as many interviews as possible to keep their brand/name relevant in the industry. The Weeknd has taken an alternative approach, which has arguably given him the 'mysterious' brand. Whilst controversial and not the most suggested method to be 'relevant', it has worked for The Weeknd.

A similar marketing approach can be taken with Lucas, using Instagram as his primary source of communicating with fans and TikTok for content. As mentioned, many artists are currently using all social media platforms to promote the same information, with many not even changing the wording from previous posts. A promotion post on Instagram is the same for Facebook, for example. The constant repetitive notice about a new album or single release could disengage fans, almost boring them with the same information. Using

one social media platform for communication gives fans a sense of exclusivity, aware that Lucas will only engage with fans using this platform. Lucas will stop posting the same information on Facebook and Twitter but primarily uses Instagram to connect with fans: commenting on their posts, private messaging, liking comments, Instagram lives, for example.

Another aspect of The Weeknd's marketing strategies worth imploring for Lucas' is his planning surrounding: music releases, live performances and tour dates. The Weeknd has ensured that his name is 'trending on social media and the Billboard charts all while acting as a marketing technique to get fans excited about his live performances' (Adamec, C., 2021). His marketing strategy is to release his album directly before his tours or live shows. Researching artists of his similar music style, the majority chose to wait several months before touring; for example, Ariana Grande Dangerous Woman Tour. The album was released on 20th May 2016, but the tour commenced on 3rd February 2017. Another example is Drake with one of his albums, View, released on the 29th April 2016, with the tour beginning on the 28th January 2017. It is presumed that many artists chose to promote the album before the tour, through the press, interviews, magazine shoots, radio, TV etc. The Weeknd goes on tour straight after his album is released. His marketing strategies have worked successfully; for these reasons, Lucas' album release is on the 29th of July 2021, followed immediately by a Tour, keeping the album's excitement relevant without waiting several months.

5. Tour

The report has outlined Lucas is an upcoming artist; therefore, it would be financially inappropriate and ignorant to plan an extensive tour covering many locations. The tour will run for 15 days, covering two countries: England and America. As previously stated, the 'Post Lockdown: Playlist' will be released on the 29th of July 2021; therefore, the tour will commence from there. The entire tour timeline can be in Appendix 4.

Spotify Analytics:

It is essential to look at Lucas' analytics on Spotify for Artists as to where his main audiences/fans are located. Lucas has shared the following information with me:

1	United Kingdom	399
2	United States	53
3	Germany	13
4	Israel	9
5	Ireland	7
6	Finland	7
7	Australia	6
1	London United Kingdom	85
2	Aylesbury United Kingdom	18
3	Birmingham United Kingdom	17
4	Manchester United Kingdom	15
5	Sheffield United Kingdom	14
6	Bristol United Kingdom	12
7	Nottingham United Kingdom	11
8	Los Angeles United States	8

5.1 - UK:

Lucas' analytics demonstrate that London, Birmingham and Buckinghamshire are his top 3 locations where his fans are most prominent. Appendix 5 reflects the location, venue, capacity, photo and a description surrounding the venue's choice.

5.2 - International:

As stated, LA holds a significant majority of Lucas' international fans and audience members. Therefore, it is appropriate to organise several shows there over one week for a global release party. Currently, it is unknown whether Lucas' would legally be able to travel to a different country due to health and safety rules and regulations surrounding the pandemic. However, I am disregarding the current laws and planning for this marketing report as if Lucas would legally travel come to the end of July - an unknown possibility currently. Appendix 6 reflects the location, venue, capacity, photo and a description surrounding the venue's choice.

6. Marketing Budget

I have created an estimated and actual budget, as specific companies have not confirmed costs - this can be seen below. Appendix 8 states the item price enquired, company, contact details, approved price.

MONEY IN	
Marketing Budget	£10,000
TOTAL INCOME	£10,000

MONEY LEFT OVER	
Income minus expenses	£6,153

	MONEY OUT	Estimate	Actual
Music and Merchandise:	Album Recording / Mixing / Mastering	- (royalities)	-
	Music Distributor	£10	£20
	Merchandise	£600	-
Promotion and Graphic Design:	Social media promotion	£40	-
	Posters / Flyers	£20	£15
	Website	£0	-
	Radio	£0	-
	Photoshoot	£250	£250
	Album Artwork	£50	£50
	Music Video	£300	
Tour:	Plane tickets	£679	£679
	Hotel fares	£408	£408
	Food and Drink	£300	-
	Train tickets	£50	-
	Petrol (UK)	£40	-
	Taxi (USA)	£200	-
Stage Performances:	Audio Equipment hire (UK)	£200	£190
	Venue Hire (only Aylesbury Theatre)	£500	-
	Audio Equipment hire (USA)	£200	£180
TOTAL EXPENSES		£3,847	

7. Marketing Timeline

I have created a seven-month marketing timeline for Lucas' from February to August 2021. The tour timeline can be seen in Appendix 4; the seven-month detailed timelines can be viewed in Appendix 8 and 9. Alternatively, timelines can be viewed here: <https://drive.google.com/drive/folders/17wQ4vOrZAHJBMzlaBH7axtjN-RayOae8?usp=sharing>

8. Marketing asset deliverables

Lucas Ramsell's market asset deliverables google drive folder can also be found here:

<https://drive.google.com/drive/folders/1yBPDnDZ0cM-3BOTrxINbrPHz2O1uPBer?usp=sharing> It includes:

- EPK
- Previous album artwork
- Upcoming album artwork
- Song and Music Video link
- Social Media and Blog links
- Photo Shots

9. Summary

The marketing report has analysed upcoming Hip / Hop Trap artist Lucas Ramsell, demonstrating several strategies to achieve the introduction's objectives. It has included a successful marketing plan, strategy, tour, budget, timeline and asset deliverables for his upcoming album 'Post Lockdown: Playlist' to be released on 29.07.21.

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11. Appendices

1.

SWOT ANALYSIS

S

- Previous BBC radio plays (2 in total)
- Total of 42 singles & 2 albums released.
- Strong recording experience
- Competent singing/rapping abilities
- Melody writer and lyricist
- Strong/engaging performer
- Hard working / motivated
- Confident individual
- Easy to work with / kind
- Constant covers/material on social media

O

- Free social media platforms (Tik Tok, Soundcloud, YouTube, Instagram) for artists to be discovered.
- End of COVID - public more eager for live music, more gigs? (unknown)
- Incorporates fashion into image - strong collaboration / merchandise opportunities.
- Based in London - vibrant music centre hub
- Positive/hardworking/motivated - more success with opportunities due to correct attitude
- Technology - home recording equipment, iphone cameras (more professional and available)

W

- Small Instagram following (2,204)
- Small TikTok following (131)
- Small Spotify monthly listeners (604)
- Poorly planned previous releases
- Can only play Guitar to accompany
- No music theory knowledge
- Little production skills
- Overthinking tendencies
- Minimal financial resources
- No car /ability to drive
- Limited music business knowledge
- Limited connections to industry professionals

T

- Many artists attempting a similar pathway using social media - competition is very high.
- Musicians who play more instruments live.
- Large competition in London for upcoming musicians
- COVID has shut down small venues to perform (important for upcoming artists).
- COVID will limit audience numbers.
- COVID & Brexit providing travel restrictions
- End of COVID - public sceptical to watch live gigs, around people? (unknown)
- Mental health amongst artists has suffered due to COVID.

COMPETITION TIME!!

£40 worth
of merch



Two free tickets
(to a show of your
choice)



WIN

Exclusive pre-
release listen to
album



90 minute studio/
writing session with
Lucas



2.

How to enter?

- Like and share the competition post (tag Lucas!)
- Learn the simple dance routine on Tik Tok
- Show up at 8am, 9 Derry Street London, at one of the following dates:



- 20.08.21
- 23.08.21
- 25.08.21
- 27.08.21

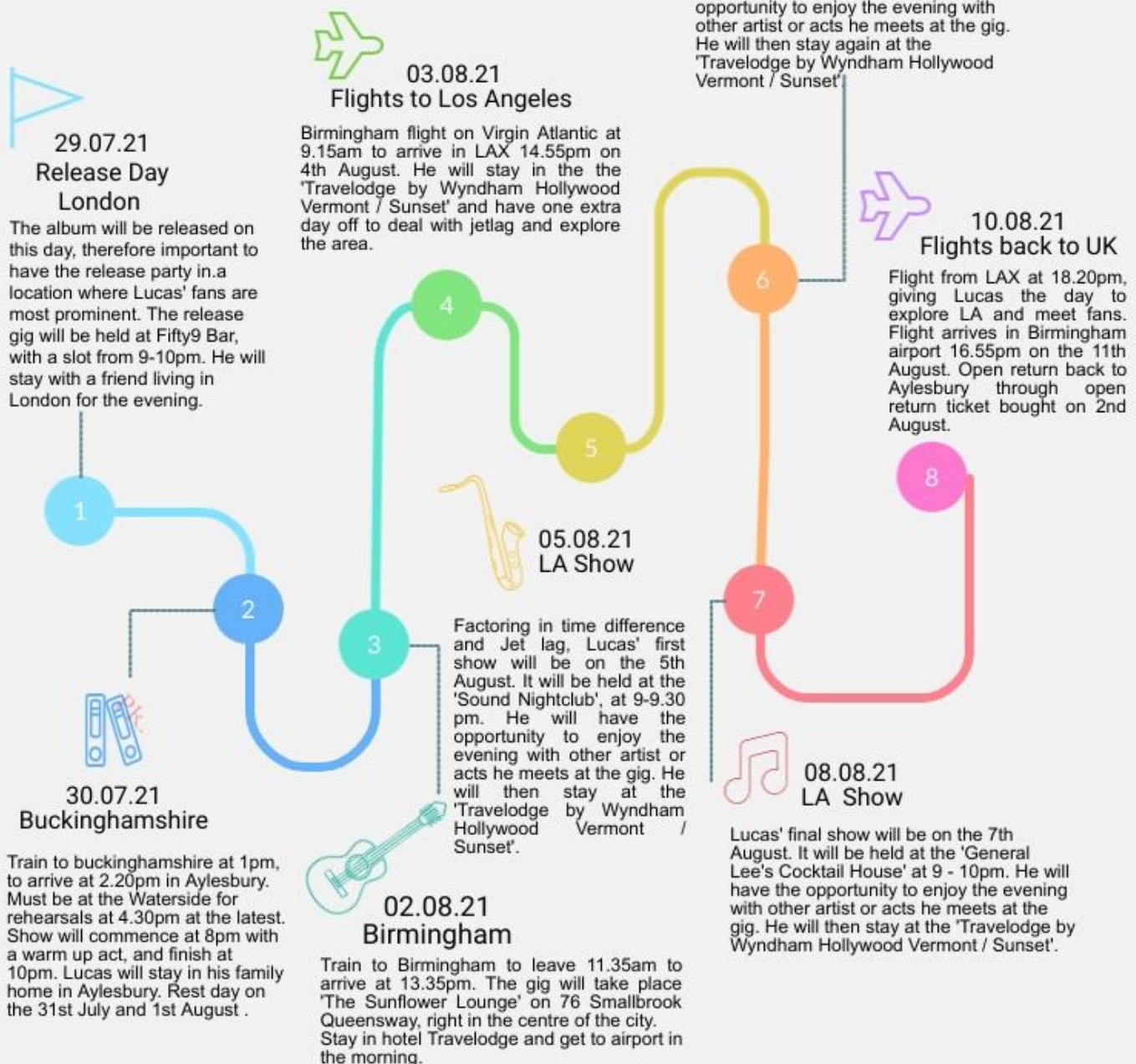


Good Luck! Winners announced on 28.08.21

3.

4.

UK and International Tour dates



5.

Location	Venue	Brief Description	Capacity	Photo
London: W1J 6ER	Fifty9 Bar	Located in Mayfair, between Green park and Piccadilly Circus., it is easily accessible for all audience members. Fifty9 bar, 'with its sleek contemporary look, DJ booth and a dance floor, makes it the perfect venue to party'. It's 'stunning views of Berkeley Square' will ensure that Lucas' fans have an enjoyable evening with scenic views – the perfect and impressive location for his opening night.	Up to 420	 (Canvasevents.co.uk., n.d)
Buckinghamshire : HP20 1UG	Aylesbury Waterside Theatre	A significant number of Lucas' fan base are from the town of Aylesbury (his home town). Considering his demographic (16–25), many of his fans will be home from University in July, with many wanting an evening out – considering the pandemic. This album show would fall at the appropriate time. With its large scale capacity, it will be his biggest show of the tour.	Up to 1,200	 (ATG Tickets., n,d)
Birmingham: B5 4EG	The Sunflower Lounge	This venue has held performances from Foals, Wolf Alice, Royal Blood and Dua Lipa. Since 2002, The Sunflower Lounge has 'showcased the best of underground, breaking and local talent in our basement bar' (The Sunflower Lounge., n.d). It appropriately fits Lucas' R&B / Trap genre aesthetic. The small capacity makes the gig more intimate and meaningful to his selective fans.	Up to 150	 (Counteract., 2018)

6.

Location	Venue	Description	Capacity	Photo
1642 N Las Palmas Ave, Los Angeles, CA 90028	Sound NightClub	Sound NightClub is 'located in the heart of Hollywood, within walking distance from most major theaters, making it an ideal place for premiere and after-parties.' Even if many of Lucas' fans do not end up attending, the location allows many bypassers and members of the public to join who do not know Lucas, further expanding his fan base in LA.	Ideal venue for events of 'all types and sizes' - Enquire for 150-300	 (SoundNightclub., n.d.)
100 W 9th St, Los Angeles, CA 90015,	Pattern Bar	Pattern Bar is located 'in the Fashion District of Downtown Los Angeles dedicated to quality drinks, tasty bites and eclectic music'. With 'DJ decks positioned at the corner of the venue's windows facing the busy streets of downtown, Temple Tuesdays are a favored place to mingle and spin for some of the city's most exciting talents.'. Similar to Sound NightClub, Pattern Bar encourages members of the public to attend, no matter what artist is performing.	Up to 500	 (PatternBar., n.d.)
General Lee's 475 Gin Ling Way, LA	General Lee's Cocktail House	'Chinatown Sessions is a recurring event that lands on Thursdays at General Lee's, an unexpectedly hip two-story bar'. Chinatown in recent years, has been predicted to 'rise as a new destination for music events and venues thanks to its close proximity to downtown LA'. Using this information, it is the perfect final destination for Lucas' tour. It is important to utilize the different spaces and	Up to 500	 (MixMag., 2019.)

7.

Item	Company	Website / Contact Details	Confirmed Actual price
Album recording/ mixing/mastering	-	Lucas and his producer use his studio for free and split royalty payments.	Yes
Music Distributor	Distrokid	https://distrokid.com/	Yes
Merchandise	Spring	https://www.spri.ng.com	No
Social Media Promotion	Instagram	www.instagram.com	No
Posters/flyers	Vista Print	www.vistaprint.co.uk	Yes
Website	Wix	https://www.wix.com/	Yes
Photoshoot	Image 1st	https://image1st.co.uk/prices	No
Album artwork	Fanchon Dehliotte	Friend, Fanchon, will do the artwork for £50 herself +44 7845 150474	Yes
Music Video	Marshall Exler	Friend, Marshall has filmed past music videos for Lucas. @marshallxler on Instagram.	No
Plane Tickets	Easy Jet	https://www.cheapflights.co.uk/flight-search/BHX-LAX/2021-08-03/2021-08-10?sort=bestflight_a	Yes
Train Tickets	Trainline	https://www.thetrainline.com/	Yes
Hotel Fares	Travelodge	https://www.hotelplanner.com/2184-Brand/Travelodge-Hotels-in-Los-Angeles-CA	Yes
Audio Equipment hire(UK)	Halo	https://halo.co.uk/product/a-pair-of-speakers-on-stands-a-microphone-stand-with-small-sound-desk/	Yes
Venue(s) - Waterside Theatre	Aylesbury Waterside Theatre	Only venue that must be hired. The others are open music nights to attend. https://www.atgtickets.com/venues/aylesbury-waterside-theatre	No
Audio Equipment hire(USA)	RentforEvent LA	https://rentforeventla.com/product/sound-system-package-2/	Yes

