

MA International Music Marketing - AD7014
Development Element Two – Music Marketing Campaign
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First Single Release "Come Closer" ft Beyoncé & Missy Elliott
From Official Posthumous Album – "All 4 You"
20 Year Limited Edition Across All Formats
US & UK Release Date of 17th September 2021

Introduction

The purpose of this assignment is to provide a comprehensive music marketing campaign for the single release “Come Closer” featuring Beyonce & Missy Elliott. This is the first single release from the long awaited posthumous album “All 4 You”. Set for release in the UK & USA on September 17th 2021.

Aaliyah

Aaliyah Haughton was born on the 16th of January 1979 and died on the 25th of July 2001, she was an international singer, actress, model and dancer and really embodied all round entertainment. She helped to refine R&B, Pop and Hip Hop as we see it today and earned the titles of the “Queen of Urban Pop” and the “R&B Princess”. (<https://en.wikipedia.org/wiki/aaliyah>)

YouGov lists Aaliyah as the 20th most popular R&B and urban artist and 27th, most famous up to date. (www.yougov.co.uk, April 2021–June 2021)

Current Trends

Aaliyah currently has 2.6 million Spotify followers, 2.4 million monthly listeners and a popularity of 65/100. 4.2 million monthly listeners on Pandora, and has a CPP Rank of 1763rd. She has an impressive 30 million YouTube views that have been racked up on her channel.

The number of average daily followers are increasing despite her not releasing any new music. There has been a recent surge in Aaliyah’s music as the ratings show. She has also been trending on TikTok for dances, challenges and fashion contests. All within the last 6 months, showing it’s the perfect time to take advantage of these trends. These current statistics can be used to show engagement, conversion rate, playlist reach as well as benchmarks of success, along with popularity ratings. (www.chartmetrics/app/aaliyah)

These insights show metrics across a range of platforms and includes daily changes, monthly listeners, conversion and engagement. Music releases, media coverage, soundtracks, sync and brand partnerships can all help impact these ratings. The amount of Shazams show that people searching for music of Aaliyah's currently stands at 7.4 million, showing massive interest in her music, but also the amount of younger fans who may be unaware of who she is as she passed away 20 years ago. “The resurgence in the 90’s state of mind and its

atheistic has penetrated all aspects and industries of contemporary culture today". (www.indie-mag.com)

Campaign Objectives (SMART)

- Connect, build and invigorate fanbase, increasing by 25% by October.
- Increase views on YouTube channel to 1 million views by October.
- Increase traffic to website with 750k hits in September.
- Have a mailing list of 750k contacts by October.
- Retain an audience of 750k across DSPs by October.
- Increase mobile app installs by 15% by EOY
- Increase sales by 20% in Quarter 4
- Achieve a top 5 single in UK & US within release cycle

Narratives

This release has been chosen to mark and respect 20 years since Aaliyah's death, the first single release will be announced on 25th July the day she sadly passed. This to show a mark of respect and allow fans to pay their respects. Earl Spencer said "I think that after 20 years someone shifts from being a contemporary person to one of history." (Diana "In her own words," (2017) Netflix)

The campaign will also be using cutting edge, innovative ideas that are seen as new trends and opportunities these are to help us stand out from the crowd. These will also be used to gain media attention, for example the, nfts and digital ai dance are all great media hooks. It will also help build a respectful digital legacy in Aaliyah's name, as she sadly passed before the digital revolution. It will build on platforms currently not used and offer immersive experiences that where just not possible even 5 years ago.

The single will contain two of the biggest artists in the industry, Beyonce & Missy Elliott. No new material has been released for almost 20 years, that will also help generate interest, make the single relevant, generate a buzz, and will offer the fans the highest quality music possible.

SWOT Analysis

Strengths

Well known & established
Princess of R&B or Queen of Urban Pop
Easy listening & relatable
Celebrity endorsement & partnerships

Weaknesses

Deceased – No releases for a while
No Live performances or interviews
Not relevant today old material
No official merchandise or social media platforms

Opportunities

Better use of social media
Celebrity feature to make relevant
NFTS – digital artwork
Merchandise & partnerships

Threats

Other single release dates (competition)
Lack of live performance opportunities
Attitudes towards posthumous releases
Covid restrictions

USP's

- R&B Icon featuring popular artists
- 20 year tribute to Aaliyah since passing (limited edition)
- Includes R&B, Hip Hop, & Rap for wider market appeal
- Using cost effective, innovative, creative & forward thinking campaign ideas
- Artificial Intelligence dance element will appeal to younger demographic
- Contains strong visual & entertaining elements
- Official merchandise, exclusives & brand partnerships
- Unreleased music, unseen rare pics, collectors items & competitions
- NFTs, digital artwork & avatars to help build digital legacy
- Incorporates fashion, dance, gaming & art

- Limited edition & upselling Incentives with loyalty offers for super fans
- Immersive online store with online personalities
- Remix with dance, house genres to offer more appeal & extend single life cycle.

Social Media

Facebook has approximately 2.23 billion users with a slightly larger female demographic, and is great for community building, Youtube has 1.9 billion users which has a slightly larger male demographic, and is excellent for attracting new customers, Whilst Instagram has 1 billion users, its great for connecting with existing customers, and also the preferred platform for influencer marketing, it has a slightly larger female following. (www.pinterest.com/socialmediatrends)

Each DSP has its own specific demographic, and can be broken down further when including reels, live and stories. This means thought needs to be taken as to what content is posted on each platform, as each platform will carry its own personalised & exclusive message with a call to action, but remaining consistent to the brand and campaign goals and targets. This helps us further segment the market we are trying to target.

Social media platforms help place music on platforms where people connect, it adds depth and emotion, and helps drive authenticity and narrative. Each platform used has its own specific audience and allows music to be placed in a social context, “they help strengthen communities and help build a fanbase, by making connections and building bonds that’s between the artist and fan, and fan to fan”. (Julia Killa, Future Independents. AIM 2021)

Consistency will also be extremely important in building a substantial following, a 6 months (daily) digital marketing plan will be implemented that can be measured in terms of success at every stage of the campaign. This can be done via likes, shares, subscriptions, purchases and sign ups. The more consistent we are the more momentum we will build across platforms as well as extend reach. This will also activate the algorithms, if we post at the same times regularly each day / week (dependant on platform) Posts will be required every day on DSP’s except YouTube, it will also be just as important to ensure all responses are replied to as this helps increase engagement.

Analytics will be used to track success and see what tweaks need to be made and when, and after the campaign to measure ROI, engagement and conversion. These platforms help to build communities on the digital space, which also allows fans to interact with artists and also one another.

The communication mix should change as your target audience passes through different stages of the readiness in the purchasing process. This ensures we catch consumers through the various stages of the process, and each are unique to the customer. (Lathrop, T (2007) Global Music Marketing)

Collaboration & Endorsements

Artists will benefit from a fan base crossover, this will allow each artist to tap into each others fan base. All artists will share the same digital marketing campaign, to ensure consistency and effectiveness, helping build to specific impact points. This will make the campaign more cost effective and efficient, as well as provide information at the same times of day with the same information across a range of platforms. Collaboration also helps give a competitive advantage as promo efforts are combined, there is wider market appeal, and the song provides variety.

There will be celebrity endorsements, featured artists, app, merchandise, social media campaign and brand partnerships all working together collectively to ensure a consistent and segmented approach to the marketing mix and brand as a whole. (www.medium.com)

Hip hop and Rap was the 4th most popular music genre in 2019, R&B was placed 9th that's why I have combined the two genres to have a wider market appeal. In the music listening report 16 – 24-year-olds are 4 times more likely to choose Hip hop or Rap as their favourite genre. (IFPI (2019) Music Listening Report)

Playlist & Curator Support

Getting taste makers involved allows you to reach their audience, who are most likely to be the target audience This can include playlists, curators, editorials and pitchings. This will be done 6 weeks before any releases, these are people who have an interest in that particular style of music, or interest. Once you have primary adopters onboard, you can use these buy-ins to take to

the secondary adopters to procure their support. The most important being streaming platforms such as Spotify and Youtube with Pandora in the US.

In the UK Spotify is the top music streaming platform for adults with 53% of the target audience using it followed by 25% YouTube and 14% Amazon Prime. However, in the US the most popular platform is YouTube with 53% of using is to access music followed by 45% on Spotify and 25% Pandora Music. (www.business.yougov.com)

Netflix

An exclusive Aaliyah documentary will be released four weeks before the single release on Netflix, it will also be another place to highlight the new single. It will contain a sync deal, play snippets of the new track to help build a buzz, and build impact of the campaign. This will be targeted to the correct audience and demographic, and have international appeal, the show will initially air for 6 months. Netflix currently has 207 million users and is based on a subscription model (www.newsweek.com)

The new documentary combined with the tribute weekend will help get more consumers informed before release, it will also be one of the best places to get new younger fans to become familiar with an artist they may not of heard of before. It will give an insight into Aaliyahs life, snippets of Aaliyah previous releases, albums, soundtracks and features along with interview and talks with other celebrities.

MTV Base Tribute Weekend

A 20-year Tribute to Aaliyah (one off weekend) will run the two weeks before the new release of the single. It will re-introduce Aaliyah to new fans and build on the loyal and existing fanbase who will be reminiscing of the “good old times. The exclusive playing of new video will be aired on the channel as part of the partnership deal. This is also when radio airplay will also be implemented to build the impact to release date, it will also remind fans to pre save. MTV Base has an average monthly reach of 2 million viewers. (www.skymedia.co.uk)

MTV will also have the exclusive first playing of the video, as part of the partnership deal. This is also when radio air play will begin, The tribute will also play all of Aaliyah’s previous hits, features, singles and albums along with

interviews, previous tours and events on offer, giving fans an insight to Aaliyah and what's on offer.

TikTok

The Aaliyah's TikTok channel will be launched, in partnership with TikTok. Challenges will roll out the same weekend as the Aaliyah tribute weekend, and the partnership will run for 6 weeks. This will also enable us playlist support and radio coverage on sirusxfm. 62% of TikTok users are aged 10 – 29 within our target demographic, this segment includes millennials and Gen Z with 1.1 billion users. (wallaroommedia.com)

Challenges will include dress like, dances and sing a long all combining them to the single release and will be exclusive to Tik Tok this is something that can be used to entertain the whole family and offer all round entertainment.
(www.tik-tok/trending)

Online Immersive Store & Avatars (Tommy Jeans)

The shop will offer multiple themed rooms based on previous Aaliyah releases and campaigns, it also allows us to provide experiences that just wouldn't be possible in the normal world. Both physical and digital goods will be available for purchase.

Fans enter a virtual lobby where they create their own personal avatars, these can then be used to interact with other users on this platform and the game. This will help build several online communities, it will offer fans the ability to try digital clothes on, design items that are customised uniquely to them, or even purchase some merchandise. This will also allow fans to build their own virtual identity, this empowers self-expression, as well as self-belonging, users will have an increased vested interest over time. Cosmetic in game spending helps to monetize fandom over engagement. (www.genie.com)

There will be upselling techniques that offer subscription services, personalised items and fan packages tailored to fans needs and wants. KPI's will also be used to monitor success, fan engagement, as well as take up and purchases. The platform used will be D2C meaning avatars will hold fans personal and unique information which can be used for future campaigns and projects with permission, this can also be used for future mailing lists.(www.gdpa.gov.uk)

A clothing line dedicated to Aaliyah by Tommy will be released in August for the autumn winter collection. This partnership will run for 6 months, similar brands such as Sean John for P Diddy and Fenty by Rhianna have proved very popular, these also act as longer-term advertisement strategies which help build awareness and reach in both the UK & US, with credibility and style. (www.misguided/seanjean.com)

International Tour Bus & Street Teams UK & US

Two tour buses will be designed with both the single and upcoming album designs. They will start touring all major cities 4 weeks before the single release, a tracker will be on the website to show fans the next stops.

Street teams will be handing out limited edition items, selling merch, sharing with fans some old Aaliyah music, and having a good time. It will offer fans the chance to come and be involved, share pics online, and enjoy themselves. This will help increase engagement and generate word of mouth. It's also more cost effective than traditional advertising methods and will reach a larger amount of people across the UK & US, it connects with fans on a more grassroots level.

Merchandise

There will be fashion items both physical and digital, desktops, screensavers, cd's, tapes, vinyl, gold and platinum disks, (limited edition) & commemorative items. Each item will have the ability to be customised and personalised for an extra charge and super fans will have exclusive access to merchandise and info.

Brand partnerships will also help amplify the promotional efforts of this campaign, it also adds value and credibility. Both featured artists will also be promoting some merchandise, this will help with influencer marketing and really connect with the audience in an authentic way. It also allows for fan participation and increases the chances of subscriptions, purchases, likes and shares. Another great way to drive fan engagement is by posting pics of fans wearing the merchandise, having competitions, dance offs, artwork challenges, cd designs, that can be used to cut costs and create a sense of involvement.

Non-Fungible Tokens - NFTS

NFT's are non-fungible tokens, this can include anything that's digital and includes, written word, art or music. These are gaining popularity in the music & creative industries, (www.digitlanews.com) 80% of respondents said they

had heard of NFTs (survey three) There are several factors that can determine the value of an NFT, these are utility, rarity & ownership history. These will be limited edition, one offs, this may help give them more added value, and again a small competitive advantage.

2 limited Edition NTF's will go on auction 6 weeks before single release to help boost added awareness to the campaign. It's creative, forward thinking and cost effective. Other people will be able to view the artwork or even collaborate, which is an additional benefit of releasing them. They are also very cheap to make and can generate a considerable amount, if advertised correctly. All of the funds are for the Aaliyah memorial foundation., to help others in need. NFT's take industry by storm with artist such as King of Leon and Grimes. (www.economictimes.com)

Interactive Game – Roblox

A free gaming platform that will be designed to attract gamers, who may also be fans of Aaliyahs. This would be targeted more to the male target audience, and help monetize the fanbase. There will also be dance and challenge elements to attract girls, chances to interact with other fans, play games and find shared interests based on personalities build from your personalised character. In game spending is set to increase to 1.22 million dollars by 2024. (MiDia,(2021) Beyond Gaming To Cross Entertainment)

Fans will be able to personalise their own Avatars, purchase digital items and physical items, try on merch and make purchases. It will help build a sense of community and again offer intimacy and personalisation to every user. The Avatar can be used in both the online store and Roblox game.

The game will be available via an app which can be downloaded from google play. (www.googleplay.com) Roblox daily users are set to be 36.4 million by Q3 in 2020, and the company expects to post revenues of \$1.44 bn.(Music Ally (2021) The Report Issue 431)

Conclusion

I believe this campaign is personal, intimate, and creative, it offers fans on all levels something that's suited to them and their own personal preferences. It has used a variety of forms of entertainment to act as a consistent and a wide appealing product incorporating music, fashion, art, and gaming. This is to ensure we cater to a wider range of needs as possible, and also offer the best

chances for success. Only 40% of respondents have never owned an Aaliyah album showing the massive potential for reinvigorating, exciting and refreshing the fanbase, and also the success of the campaign. A further 67% have hobbies relatable to this campaign (Survey 2)

Music is now more interactive and immersive, in today's society people tend to value experiences over a product. This means campaigns need to be more innovative, creative and offer the customer the experiences they are looking for so they can make a purchase but also go and tell their friends. The rise in digital has revolutionized the music industry, music markets have grown globally and music is now consumed in more places than ever before. The pandemic has accelerated the change in music habits. The industry has become more centralized and consolidated.(Cliff Fluet, INO CON 2021)

Data is collected on every D2C platform, this can describe how artists engage with their audiences, and if needed any amendments can be made to ensure best possible outcomes. Predictions can then be made to see what the potential is, what works well and what doesn't. This can be done via likes, purchases, shares and engagement, this way everything can be measured in terms of growth and success. We can then use this data to measure engagement, success and ROI as well as learn what works well for each specific audience.

This campaign has taken all of the fans needs and wants into consideration, its forward thinking, creative and innovative, offering fans the chance to relax, reminisce and be entertained on a variety of levels. These factors combined give the single a realistic chance of success and engagement through a thoughtful, innovative and creative campaign, offering the latest in cutting-edge technology and immersive experiences. It will also establish Aaliyah on DSPs as well as digital art to ensure Aaliyah's legacy can live on in the digital landscape.

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[Instagram/meggthestallion](https://www.instagram.com/meggthestallion)

APPENDIX

Interview One

Interview with Louise Summers on 30th April 2021

DOB: 01/09/95

Occupation: Student

Gender: FEMALE

Location: London

Q1: What makes you want to buy Music?

artwork, who its by, what the voice sounds like, lyrics and the beat. I also base what I listen too based on how I'm feeling or what mood I am in

Q2: How do you discover new music?

Facebook, YouTube, also the suggestions that pop up

Q3: When Suggested music what makes you click to listen?

Title, Meaning of song and Artwork

Q4: How much do you spend buying music each month?

Monthly fee on YouTube that's all really

Q5: If you don't buy music, do you buy anything music related?

I like going to free events I then might go and buy something

Q6: What mood are you in when you mostly listen to music?

90% of the time I listen to music when I'm happy and relate to it so it can make me even more happy

Q7: Do you listen to downbeat tracks?

Sometimes not much at all I prefer something to dance or sing along too

Q8: In the Artwork, what draws your attention?

Bright, colourful, Vibrant and attractive

Q9: What's Most important when you like a track in order?

- 1: Beat
- 2: Voice
- 3: Lyrics

Q10: What makes a good song?

Smooth, consistent, like a singalong, Intune

Aaliyah Focus Group of 26 People

Copy of Aaliyah Focus Group Survey

International Music Marketing Saskhia MENENDEZ

Question Title

1. Which Single Cover Do You Prefer?

Image 1

Image 2

Image 1



Image 2



Question Title

2. What Album Cover Do You Prefer

- A
- B
- C

Image A



Image B



Image C



Question Title

3. Which Logo Do You Prefer?

A

B

Logo A



Logo B



Question Title

3. Which Logo Do You Prefer?

A

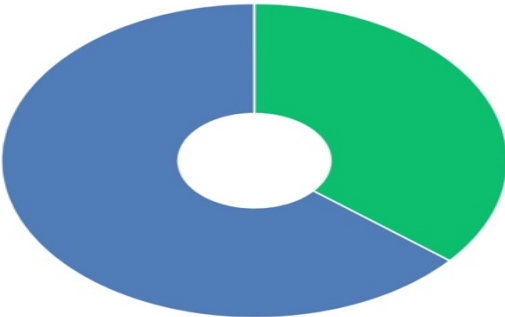
B

Focus Group Results

Showing: 26 of 26 responses

PAGE 1

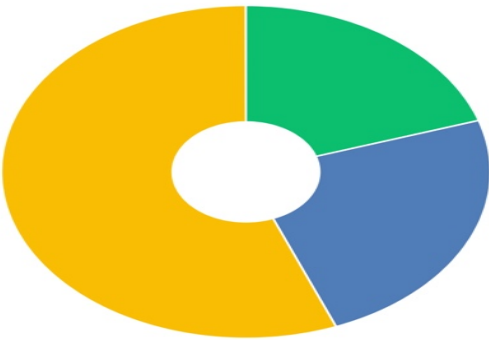
1. Which Single Cover Do You Prefer?



Answered: 25 Skipped: 1

Image 1	36%	9
Image 2	64%	16

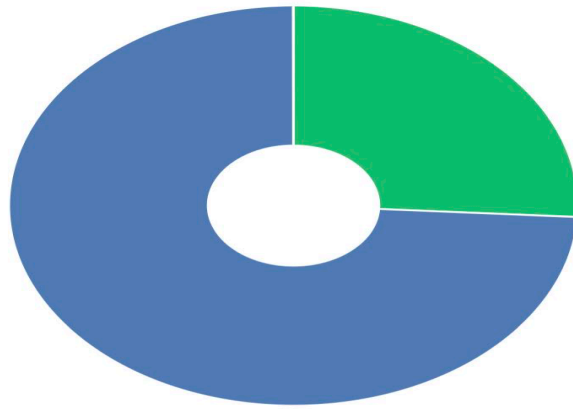
2. What Album Cover Do You Prefer



Answered: 25 Skipped: 1

A	20%	5
B	24%	6
C	56%	14

3. Which Logo Do You Prefer?



Answered: 27

Skipped: 0

A

25.93%

7

B

74.07%

20

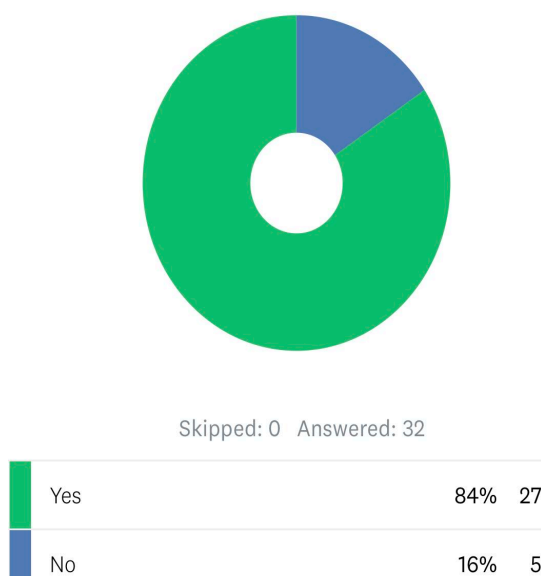
<https://www.surveymonkey.com/results/SMQWPCXJPV9>

**Survey Two – Random Sample Survey
of 32 Music Lovers**

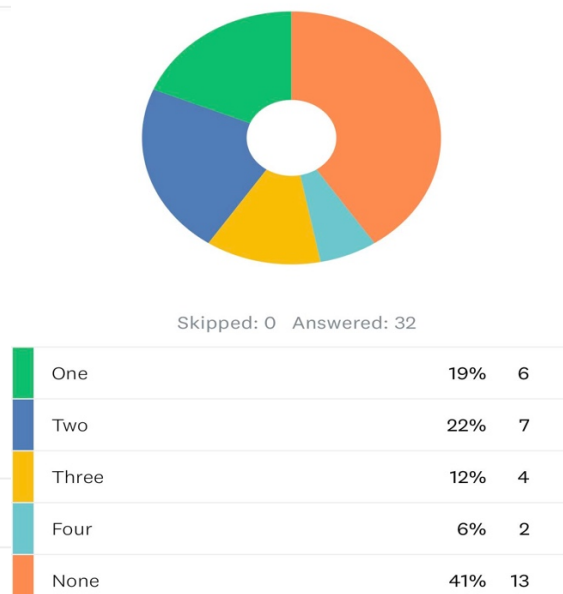
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Responses	
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London	
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Liverpool	
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Essex	
17/05/2021, 04:31	
London	
17/05/2021, 01:57	
UK	
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Bham	
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London	
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Caerphilly, South Wales.	
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London	
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Manchester	

Responses	
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London	
23/05/2021, 22:21	
London	
23/05/2021, 15:32	
Bham	
23/05/2021, 15:29	
Spain	
23/05/2021, 15:28	
Hackney	
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Aouth east	
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Mamchestwr	
23/05/2021, 15:23	

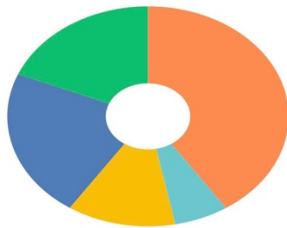
3. Have you ever heard of Aaliyah?



4. If You Owned Any Aaliyah Albums How Many?



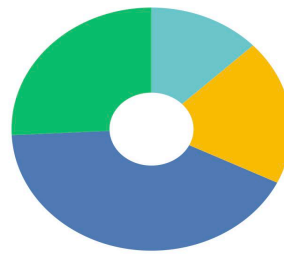
4. If You Owned Any Aaliyah Albums How Many?



Skipped: 0 Answered: 32

One	19%	6
Two	22%	7
Three	12%	4
Four	6%	2
None	41%	13

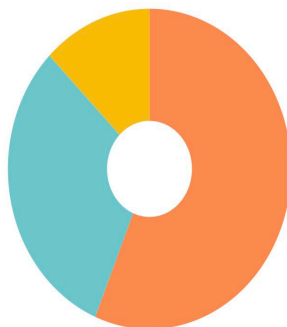
5. What is your total household income?



Skipped: 1 Answered: 31

Less than £20,000	26%	8
£20,000 to £34,999	42%	13
£35,000 to £49,999	19%	6
£50,000 or More	13%	4

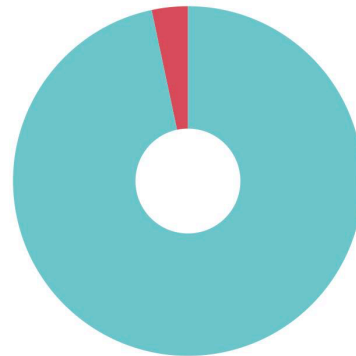
6. How often do you purchase music after listening to it on music streaming websites?



Skipped: 0 Answered: 32

Extremely often	0%	0
Very often	0%	0
Somewhat often	12%	4
Not so often	31%	10
Not at all often	56%	18

7. Which of the following music streaming websites is best at recommending music you



Skipped: 0 Answered: 32

Deezer	0%	0
Finetune	0%	0
Groovespark	0%	0
Jango	0%	0
Playlist	3%	1
Rdio	0%	0
Rhapsody	0%	0
Slacker	0%	0
Songza	0%	0
Spotify	91%	29

16:09	Responses
Responses Music, writing, creating visual art, acting 23/05/2021, 23:49 Social activities / adventures Football (playing and watching) Trying new cuisines and foods Listening to old and new music 23/05/2021, 22:21 Animals.sailing and fashion 23/05/2021, 15:32 Photography, graphic design and music 23/05/2021, 15:29 Music, movies, dance, fashion and art 23/05/2021, 15:28 Cars clubs and girls 23/05/2021, 15:27 Music travel and a poet 23/05/2021, 15:26 Fashion art music and dance 23/05/2021, 15:25 Dance, music, yoga 23/05/2021, 12:54 Dance, music, yoga	Responses Music production and videography 23/05/2021, 10:56 Socialising, music, sport, family 17/05/2021, 04:31 Music, Surf, Travel 17/05/2021, 01:57 Connecting dots 17/05/2021, 01:32 Music and Tennis 14/05/2021, 01:49 Music (producing, songwriting, listening), gaming, cooking, films 14/05/2021, 01:41 Guitar 14/05/2021, 01:38 Fashion, movies, fragrances, computer games 10/05/2021, 07:02 spreading hope and love 09/05/2021, 03:18 Music, social media, business 08/05/2021, 14:41

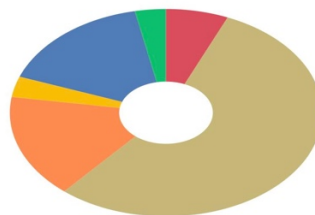
9. What is your age?



Skipped: 0 Answered: 32

18 to 24	31%	10
25 to 34	50%	16
35 to 44	12%	4
45 to 54	0%	0
55 to 64	6%	2
65 to 74	0%	0
75 or older	0%	0

10. What is your race or ethnicity?



Skipped: 1 Answered: 31

Asian	3%	1
Black or African American	16%	5
Hispanic or Latino	3%	1
Middle Eastern or North African	0%	0
Multiracial or Multiethnic	16%	5
Native American or Alaska Native	0%	0

<https://www.surveymonkey.com/results/SM-2PZ3FJPV9/>

Survey Three



Saskhia Menendez (She/Her)
MA International Music Marketing @
Tileyard Education 🎵 ❤️ msaskhia@...
2mo • 🌐



Have You Heard of NFT's

You can see how people vote. [Learn more](#)

Yes ✓

80%

No

20%

10 votes • Poll closed • [Remove vote](#)



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317 views of your post

**Collaboration Email with Alexander Forsey MA Design Student
Tileyard Education - 02/05/21**

Design Brief - Old Style Logo & Design



My Preferred Look Logo & Feel



Hi Alex

I want to keep the A outline but add a star to the middle and maybe make it black and gold?
Having Aaliyah Running through the middle
An idea below Best wishes Saskhia



Here is the single design I am using plus album artwork idea too if you could by any change add it to digital assets and take the old one off sorry, I am terrible for graphic design I will be using also need to add logo and song titles

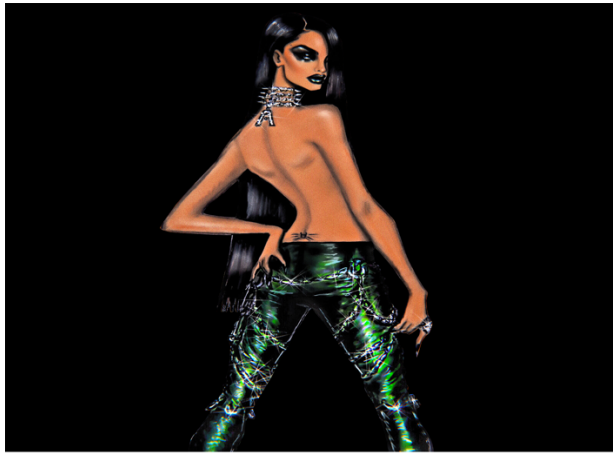




Other Designs & Assets



Desk Top & Mobile Phone Images



Previous Single Designs



Single Cover Artwork



Anticipations & Fillers



Aaliyah is shown from the waist up, wearing a gold chain-link top and matching bottoms. She has long dark hair and is wearing a gold choker.

COMING SOON ★★★



YouTube

AALIYAH

The Official Channel

COMING 2021

Aaliyah is shown from the waist up, wearing a black outfit with gold accents. She is holding a microphone.

WEEKEND
WEEKEND
WEEKEND
WEEKEND
WEEKEND



Alex Kane <alex@volta-xr.com> [Unsubscribe](#)

3:52 PM
(14
minutes
ago)

to me

Hey Saskhia, thank you for signing up to build the metaverse!

We are rolling out Volta Create (our world creation and broadcasting software) as fast as we can but pushing the envelope can be a delicate process and we want to make sure we do it right.

Thank you in advance for your patience while we push and pull on our system, find bugs and build the infrastructure we need to make your world creation experience as smooth as possible.

In the meantime, a little information will go a long way in helping us roll our beta out to you quickly. Please reply to this email with the following information and we will get you up and running as soon as we can:

- Computer spec
- Operating System
- DAW / audio performance software

Also, join us on [Discord](#) to be a part of the community or to ask us any questions!

Thanks,

Alex Kane
CEO – Volta

Budget

	JUN	Q2 TOTAL S	JUL	AUG	SEP	Q3 TOTAL S	TOTALS
INTERNATIONAL MARKETING	£6,350	£6,350	£100	£600	£600	£1,300	£5,650
	£3,000						
Music Video	0	£0	£0	£0	£0	£0	£3,000
Banner Ads	£100	£100	£100	£100	£100	£300	£400
MTV Tribute							
Weekend	0	0	0	0	0	0	£0
NFT (Roblox)	£250	£250	0	0	0	0	£250
Website & App							
Redesign	£500	£500	0	0	0	0	£500
VI/AI Game (real engine)	0	0	£0	£1,000	£0	£1,000	£1,000
Playlists & Blogs	0	0	0	0	0	0	£0
Streaming							
Platforms	0	0	0	0	0	0	£0
Radio	£500	£500	0	0	0	0	£500
Netflix							
Documentary	0	0	0	0	0	0	£0
Avatars	0	0	0	0	0	0	£0
In Store Marketing (Tommy)	0	0	0	0	0	0	£0
NATIONAL MARKETING	£100	£100	£100	£100	£100	£300	£400
Newspaper	0	0	0	0	£0	£0	£0
MTV Tribute							
Weekend	0	0	0	0	0	0	0
Radio	0	0	0	0	0	0	0
Playlists & Blogs	£100	£100	£100	£100	£100	£300	£400
PUBLIC RELATIONS	0	0	£150	£1,000	£1,000	£2,150	£2,150
Sponsorships	0	0	0	0	0	0	0
Press Releases	0	0	0	£500	£500	£1,000	£1,000
Celebrity							
Endorsements	0	0	0	0	0	0	0
Reviews	0	0	0	£500	£500	£1,000	£1,000
Mag Features	0	0	0	0	0	0	0
Digital Art (nfts)	£0	£0	£150	0	0	£150	£150
Lifestyle Features	0	0	0	0	0	0	0

CONTENT MARKETING	0	0	0	£5,000	£5,250	10,250	£10,250
						£10,00	
Spotify	0	0	0	£5,000	£5,000	0	£10,000
Bandzoogle	0	0	0	0	£250	£250	£250
SOCIAL MEDIA	0	0	0	0	£7,500	£7,500	£7,500
Tik Tok	0	0	0	0	£2,500	£2,500	£2,500
Instagram	0	0	0	£0	£2,500	£2,500	£2,500
Facebook	0	0	0	£0	£2,500	£2,500	£2,500
ONLINE	£750	£750	0	0	0	0	£750
Blog	0	0	0	0	0	0	0
Website	£500	£500	0	0	0	0	£500
Email Newsletters	0	0	0	0	0	0	0
Mobile APP	£250	£250	0	0	0	0	£250
ADVERTISING	0	0	0	£15,00	£10,00	£25,00	£25,000
Online	0	0	0	£2,500	£2,500	£5,000	£5,000
				£10,00		£15,00	
Outdoor	0	0	£0	0	£5,000	0	£15,000
Radio	0	0	0	£2,500	£2,500	£5,000	£5,000
TOTALS							£51,700
contingency 10%						£5,170	£56,870

Timeline

Week	Week (ending)	Production & Delivery	Live Activity	Promo Activity / Marketing Activity
26	19th March	Roblox Store & Game Briefs & Artwork	Offical Website Updated	Promote Website, App & Socials
25	26th March	Open Official Social Media Channels	Show Behind Scence of Store & Game Production	Coming Soon Inmersive Store & Content
4	2nd April	Tommy Designs for Merch	Social Media Platforms Live	Start Digital Service Provider Campaign Daily Posts
23	9th April	EPK & Press Kit	Mailing List Live	YouTube Go Live
22	16th April	NFT Designs		Refresh Website Items Coming Soon
21	23rd April	Track Recording	Behind the Scene Filming	Edit Videos Post to Socials & Promote Merch
20	30th April	Merch Design Finalised		Promote Website, Roblox , Apps & Merch Across Socials
19	7th May	Documentry Starts Production		
18	14th May		Merch Available	Contact Press & PR
17	21st May	Track Remaster	Behind the Scene Filming	Promote Website, Roblox , Apps & Merch Across Socials
16	28th May	Track Finalised & Analytics Review		Promote Socials and Build Banklinks for Website
15	4th June			Promote Website, Roblox , Apps & Merch Across Socials
14	11th June	Remix Recording	Behind the Scene Filming	Send Out Promotion of Documntery
13	18th June	Documnerty Finalised	Roblox Store Live	Magazine Features, Blogs Reviews and Editorials
12	25th June	Bandboozle Website finalised	Bandboozle Website Live	Promote Bandzoodle Across Platforms Form of Subscriptions
11	2nd July	Remix Mastering & Analytics Review	Roblox Game Live	share behind the scene videos show progress build excitement
10	9th July		Behind the Scene Filming	Promote Website, Roblox , Apps & Merch Across Socials
9	16th July			Tommy Mallout feature Aaliyah Garments &
5	23rd July	Single Release Announcement on Day of Death	Celebrity Endorsements Live	ID, Rolling Stones, Billboard & Vibe Features
7	30th July	Tour Buses Ready for Promotional Use & Analytic Review	Tommy Partnership Live	Post Behind the Scenes Interviews, Anticipations, Reels and TikTok Promo
6	6th August	Playlist Support, Curators & Pre Save	Live Unvailling of Tour Bus	Anticipation Clips, Clips of Store and Merch for Promo
5	13th August	TikTok Challenges Start	Missy Elliot & Beyonce Shout Outs	International & Regional Press and Radio Coverage, Vogue, Comlex,
4	20th August	International Media Coverage	Tour Buses Tour & Celebrity Endorsements	NFT Promo, Digital Clothing and Merch Review, Spotify, Apple Playlistsings
3	27th August	Anylictics Review	Four Buses Tour, Celebrity Endorsements, Netflix Doc Live	International & Regional Press and Radio Coverage & Reviews in Press
2	3rd September	International Media Coverage	Tour Buses Tour & Celebrity Endorsements	Share Testimonials, Celeb Endorsements & Fan Artwork
1	10th September		MTV Tribute Weekend	Sirus Radio, 106 Park, 1XTRA , Radio One , Source,
0	17th September	Single Released US &UK	NFTs Sold Live	Streaming Features, Articles & Online Editorials, Radio Promo
(+) 4	15th October	Start Camplagn Review & Remix Release	Share Live Remix Version Across DSPs	Post Success of Campaign,Share Fan Competition Winners and Contests
(+) 6	29th October	Present Review Finding to Label	Post New Video From Tour Buses	Post Videos Content To YouTube Share Fan Artwork