



Jolly Roger

FREAK 
RESPONSE

Module : BMTY7000 –Creative Music Management

Assignment: Portfolio

Lecturer : Harry Leckstein

Student: Samantha Hannah Harling

Student Number: 2023699

Group name: One Bad Apple

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1.PROJECT OUTLINE

To develop an artist campaign as a group, including the recording, digital release plan and promotion of a remix of a single. This portfolio will explain my role in the group project and include evidence of research, contributions and resources. The song we chose was sea-punk shanty 'Aboard!', the latest single by the pirate / folk / sea-punk band 'JollyRoger', which I play in and manage. We had the song remixed into a breakbeat style by fellow Tileyard student Iain Sumner from the Commercial Music Producer course and this remix is what we built our release campaign for. This portfolio will shed some light on the reasons behind our unique choice of genre fusion and also explain the process behind my creative contributions. I hope you enjoy reading it and I hope you enjoy the song.

1.1. A SUMMARY OF MY ROLE WITHIN THE GROUP

We decided that I would be best placed as the Creative Director for the group as I have the most knowledge and expertise of the band and its fanbase. I also have experience in producing creative content for JollyRoger and running the social media pages. Therefore, my tasks were:

- The digital artwork
- Briefing the artist on the art
- Writing a contract for the artist
- Merchandise design
- Creating promotional video content
- Liaising with the remix producer
- Updating the band electronic press kit
- Creating a press release

1.2 THE ORIGINAL AND THE REMIX

Aboard! - JollyRoger

<https://open.spotify.com/album/45HIUYapvzKuC9AJfClwBZ?si=pJU6q-plRIekmjEdrCk4ew>

Aboard! BREAK BEAT REMIX - JollyRoger ft. Freak Response

<https://soundcloud.com/user-337354451/aboard-remix-jollyroger-ft-freak-response-1/s-QSIZ8igLHWf>

2. GROUP INFORMATION

2.1 ROLES

Samantha Harling – Creative Director
Zoe Bastin – Social Media Marketer & Promotor
Nathan Johnstone – Accounting & Contracts

After discussing our previous experience and suggesting what we wanted to bring to the project we set our roles. Zoe helped to clarify our roles by sending a document via Whatsapp (*see figure 1*). Tasks were added and altered as the project developed. Later, I advised that we put our to-do list on the free version of project management App Asana – after a recommendation during a Tileyard Creative Management lecture (Asana, 2021).

Figure 1: Group roles we all decided on – essential items in purple

Samantha	Nathan	Zoe
▪ Single / Remix ▪ Artwork ▪ Making of Video ▪ EPK	▪ Budget, covering expenses, income ▪ Crowdfunding plan for video ▪ Instagram filter	▪ Timeline of events. Gantt Chart. ▪ Theoretical marketing strategy such as TikTok, social campaigns ▪ Plan to create brand sponsorships.

2.2 COMMUNICATION

We worked remotely on the project; we are all online Tileyard students, live in different parts of the country and there are ongoing COVID 19 restrictions. I first made contact via Tileyard messenger and then we formed a Whatsapp group. Following further discussion on the best way to reach each other we agreed on the following methods of communication (*see Table 1*).

Table 1 – Methods of Communication

Programme	Purpose	Frequency
WhatsApp	A group chat was created for us to stay in regular contact, support each other and share information and ideas between video calls.	Daily
Zoom	Video conferences were used to discuss ideas, decide on the direction of the project and keep everyone updated.	Weekly
Asana	To keep a record of individual task assignment / deadlines & completions	When needed
Google Drive	I created a folder on JollyRoger 's account for everyone to upload and share their documents and contributions to the project.	When needed

Figure 1 – Asana Screenshot

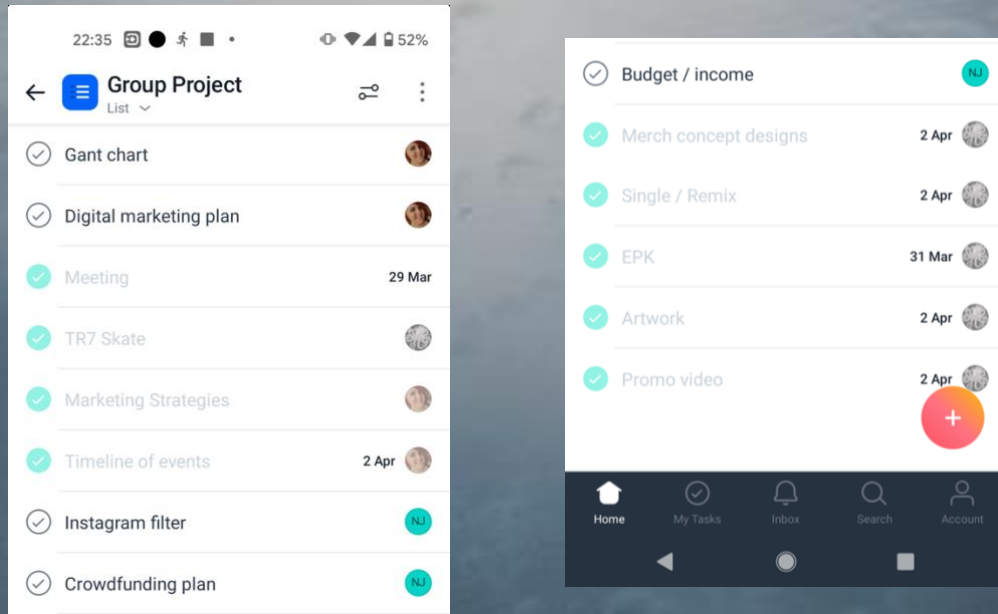
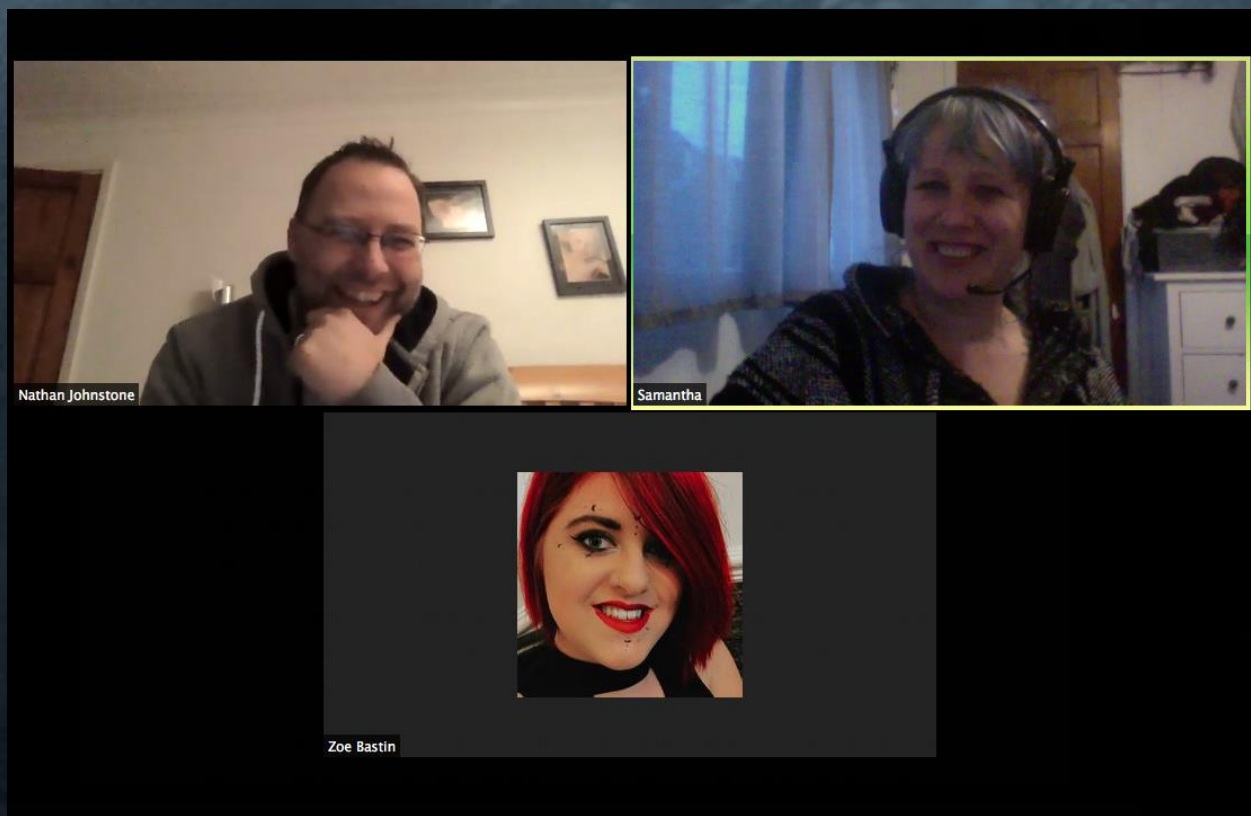


Figure 2 – Zoom meeting Screenshot



3.PROJECT TIMELINE OF EVENTS



See appendix 13.1 for zoom call meeting notes

4. SONG INSPIRATION & RESEARCH

4.1 REASONING

Throughout our journey, Nathan Evans has held a top three spot on the UK official top 40 single charts with the sea shanty Wellerman (220 KID & Billen Ted TikTok Remix) (Official Charts, 2021a).



Official Charts (2021a) - <https://www.officialcharts.com/charts/singles-chart/>

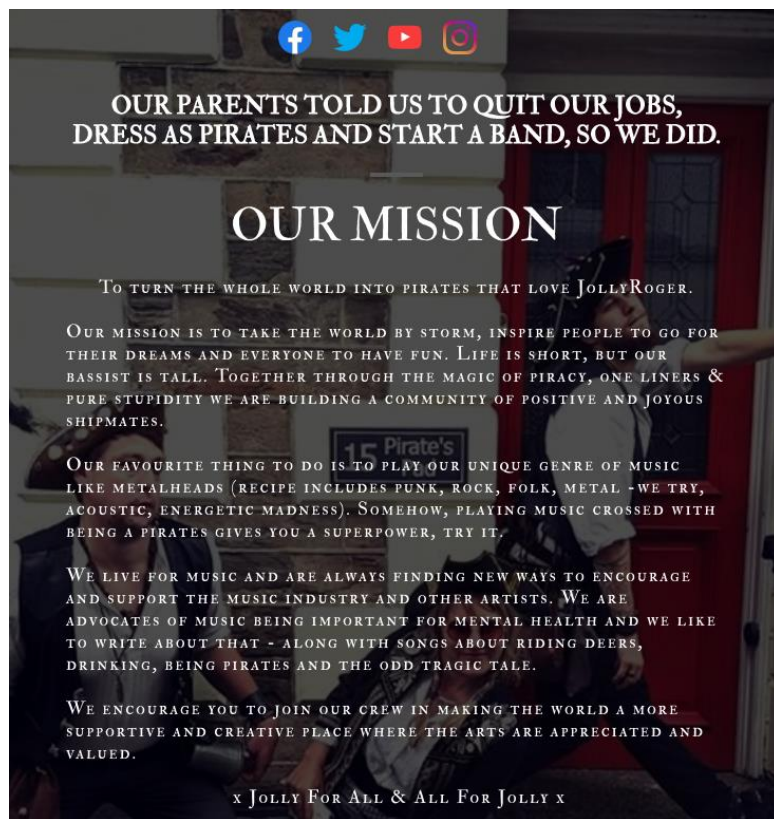
This was following his viral TikTok video of the 19th century shanty - 2.1 million views at the time of writing (Evans, 2021). Since then, shanties have taken over social media platforms. There have been many remixes and covers e.g. Covers by Gary Barlow and Ronan Keating (TikTok, 2021) and EDM Remix by Agules (Heffler, 2021). Furthermore, TikTok 'duets' (which allow users to record a video alongside the original and then upload) with Evans have included Sir Andrew Lloyd Webber (Webber, 2021). Other artists that have been inspired to turning songs into shanties include Nickelback, Glass Animals, Goldie Lookin' Chain (Hunt, 2021).

I am the manager / member of emerging pirate seapunk band 'JollyRoger' that recently released an original Cornish shanty / punk / pirate single 'Aboard!' on 5th March 2021. Due to the current commercialisation and popularity of shanty music, I suggested this song would be a fitting choice for our remix. Throwing some 90's Breakbeat into the mix and seeing how two completely difference styles can work together to produce an exciting and unexpected new sound. It seemed to work well for the likes of avant-garde band Zeal and Ardor who mix together genres that are worlds apart; African-America spirituals and black metal (Travers, 2019). (If you have not heard of this band yet, here is their Spotify link - <https://open.spotify.com/artist/6yCjbLFZ9qAnWfsy9ujm5Y>)

Fellow Tileyard student Iain Sumner (Artist name: Freak Response, Studio: Responsive Audio) agreed to remix the song in his old skool breakbeat style which we thought would be a fantastic opportunity in terms of collaboration and both artists reaching new audiences.

The original song was recorded in our home studio during lock down, using a Focusrite 2 input interface, 3 x SM58 microphones, an iMac and digital audio workstation (DAW) Logic Pro X. The stems were sent to Ben Green from Studio 54 Exeter who professionally mixed and mastered it. For the remix, I sent the stems to Iain using wetransfer.com who then used DAW Cubase to produce the remix.

This collaboration works in line with the mission statement of JollyRoger.



JollyRoger (2021a) - <https://jollyrogerbanduk.co.uk/thecrew.html>

4.2 TARGET AUDIENCE

Initially we chose to reach out to the local skateboard community. Playing with the pun 'Aboard!', I planned to customise a skateboard deck design and team up with a local skateboarding shop that works with young people. We planned to make a skateboarding video for the track and invite young people in the skating scene to be involved. We also wanted to sell USB mini skateboard tech decks loaded with behind the scenes footage of the music video and the creation of the remix. Furthermore, we planned to run a crowdfunder campaign to raise money towards the production of the music video. I reached out to a local professional skateboarder who recommended a shop to contact and sent them an email.

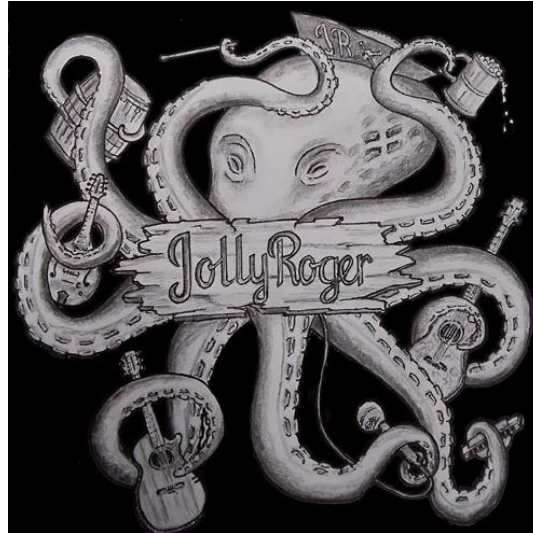
However, after further research and not hearing back from the shop, I suggested to the group that we should pivot towards a different approach. I proposed that we pivoted our approach to fusing the genres and building the fanbase of each artist involved.

See the appendix 13.2 for initial skateboard designs and communication

5. DIGITAL ARTWORK, ASSETS & DESIGNS

As the plan was to help each artist reach new audiences, it was important to ensure the artwork was appealing to both markets.

5.1 JOLLYROGER - IMAGE AND BRANDING



JollyRoger mascot and branding image

This is our JollyRoger mascot used for our branding, merch, debut album artwork, social media platforms and website. See below for examples of use (and to follow, like and subscribe to our pages of course...). We have received lots of positive feedback on our design and sold approximately 300 t-shirts and 100 masks to date.



JollyRoger on Spotify

<https://open.spotify.com/artist/7DliC7Bcpm0eV4CL>



JollyRoger Debut Album

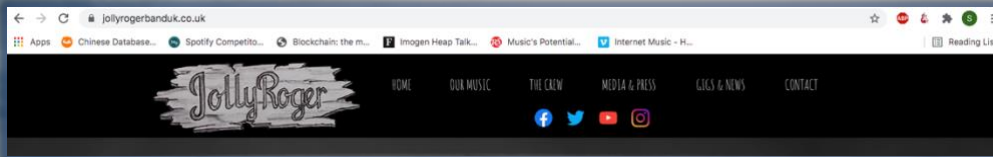
Released June 2020



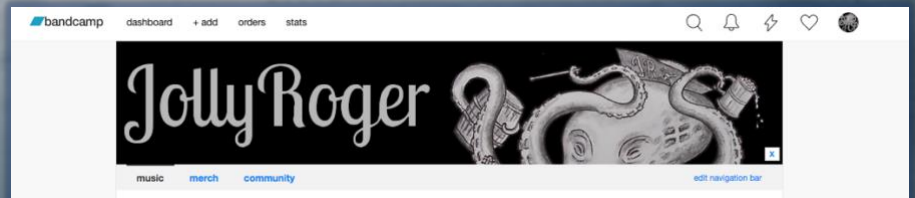
JollyRoger Merch

T-shirt & face mask

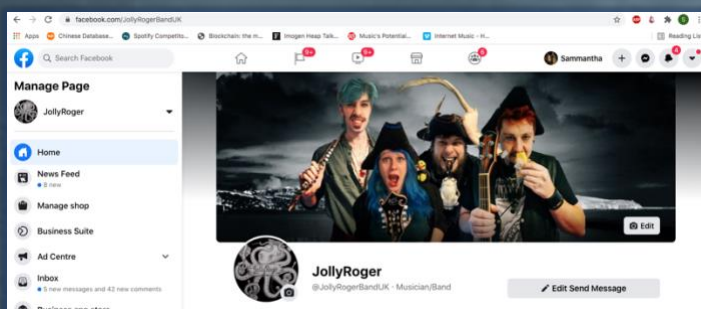
Website – www.jollyrogerbanduk.co.uk



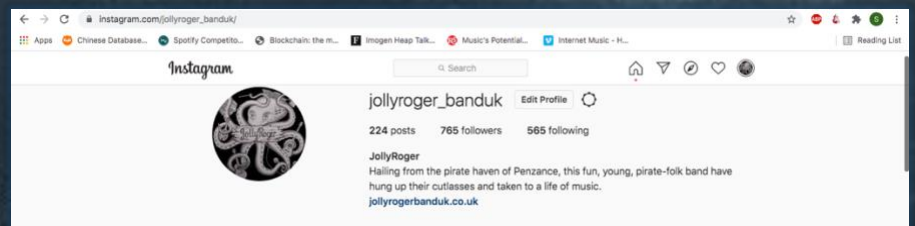
Bandcamp – www.jollyrogerbanduk.bandcamp.com



Facebook – www.facebook.com/jollyrogerbanduk



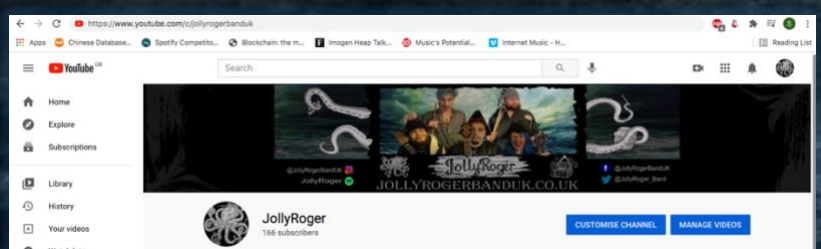
Instagram – www.instagram.com/jollyroger_banduk



Twitter – www.twitter.com/jollyroger_band



YouTube – www.youtube.com/c/jollyrogerbanduk



Previous JollyRoger artwork



'Jolly For All EP'
Released September 2020



'Silent Mountain EP'
Released September 2019



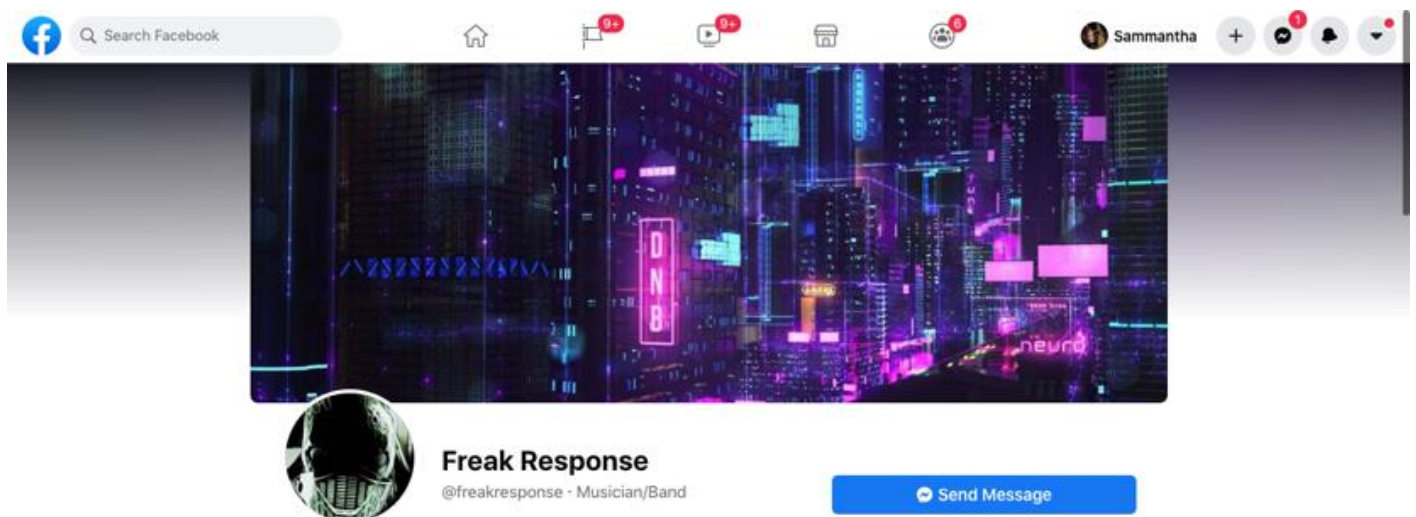
'Turns Out we're Swingers EP'
Released December 2020

5.2 FREAK RESPONSE - ARTIST IMAGE AND BRANDING



Freak Response – Artist Logo

Facebook- www.facebook.com/freakresponse



'About' section of Freak Response's website - www.freak.responsiveaudio.co.uk/about.html



HOMEPODCASTABOUTCONTACT



ABOUT
FREAK RESPONSE

Through all dimensions of space and time, there remains one constant. The vibrational energy of frequencies both audible and inaudible transcends all dimensions, and our perception of them. The vibration of sound affects and connects the entire universe. Once in an aeon, a combination of harmonious frequencies can unlock an enigma that exists within the natural order and stir the soul of any organism within audible distance, forging new neural pathways toward personal enlightenment - as we heal and grow, so does the universe, as we are it, and it is us.

Freak Response aka. Iain D. Sumner has been playing musical instruments, primarily guitar, from an early age. After playing in bands and promoting a wide variety of events, ranging from acoustic to technical metal for several years, he has been producing electronic music and DJ-ing at underground parties for several years (previously under the name Alchemical Reaction), in addition to being involved in the local scene and the publishing of electronic music.

Freak Response has shared stages with the likes of Fabio & Grooverider, Nicky Blackmarket, Total Science, Dillinja, Mungos HiFi, Mampi Swift, Doc Scott, Sappo, DLR, Total Recall & Jungle Citizens, in addition to headlining several small nights in North West UK.

5.3 RESPONSIVE AUDIO



Responsive Audio – Iain's Studio logo

Iain's studio is named Responsive Audio and he uploads remixes to his SoundCloud which he performs live as Freak Response.

SoundCloud – www.soundcloud.com/responsiveaudio

HomeStreamLibrarySearchTry ProUploadJollyRoger



Responsive Audio
Responsive Audio
Liverpool, United Kingdom

AllPopular tracksTracksAlbumsPlaylistsReposts

Recent



Responsive Audio
Responsive Audio Feat. Scarlett Perkins - Heard It Through The Grapevine (Feb2021)
1 month ago

Followers
1,258

Following
1,112

Tracks
13

Responsive Audio's Studio is based in Liverpool, UK. This page is for music produced in the studio. No ownership of rights is implied.

2 likesView all

**G13 RECORDS**
G13056 - SALVAGE AND SHADRE - ...
17

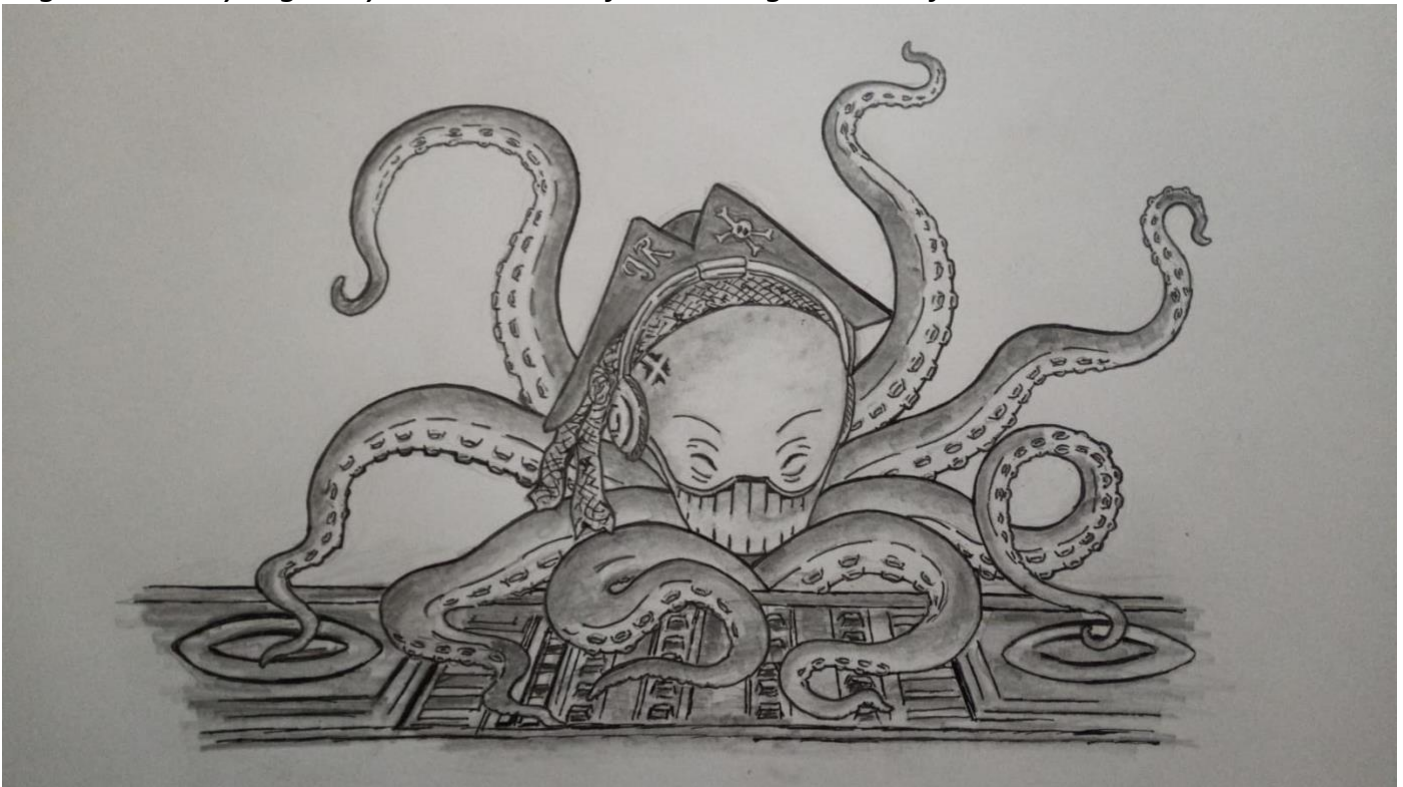
**Responsive Audio**
Psychic Robot - Home/Devoted (20...

One of Iain's unique selling points is that he wears a mask when he performs. I decided it would be good to bring his enigma to 'Jolly' so gave our artist the picture below as a reference and asked for a drawing of the JollyRoger mascot wearing Iain's mask and mixing on a desk.

Reference image, Freak Response- image from website, www.freak.responsiveaudio.co.uk

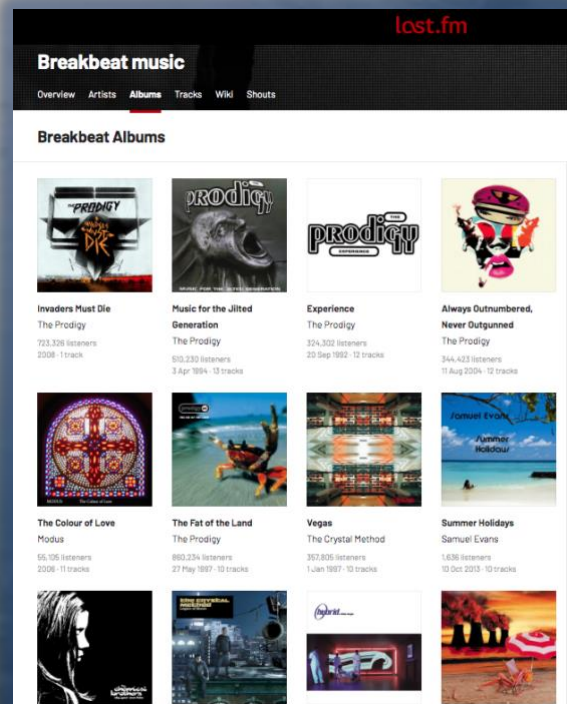
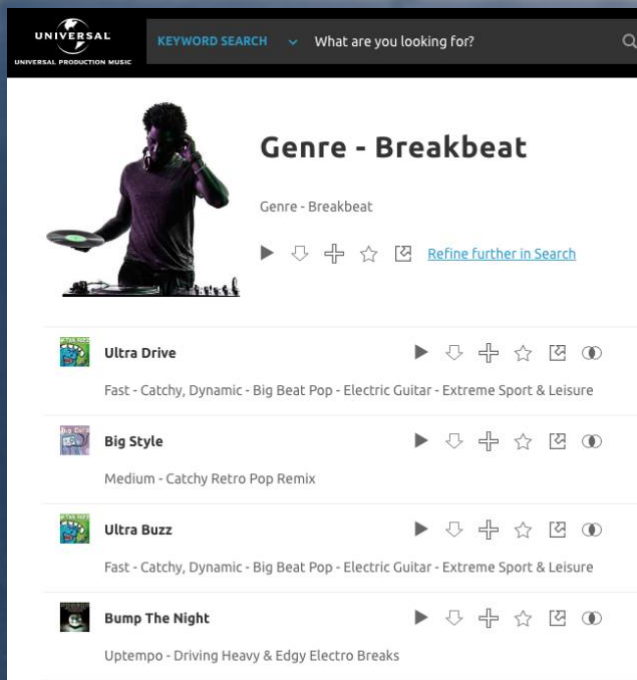


Original 'DJ JollyRoger' by Kate Tolchard for this single remix of Aboard!



I then researched into the genre of breakbeat and produce a digital design that would appeal to the fanbases of both JollyRoger and Freak Response.

5.4 BREAKBEAT BRANDING RESEARCH



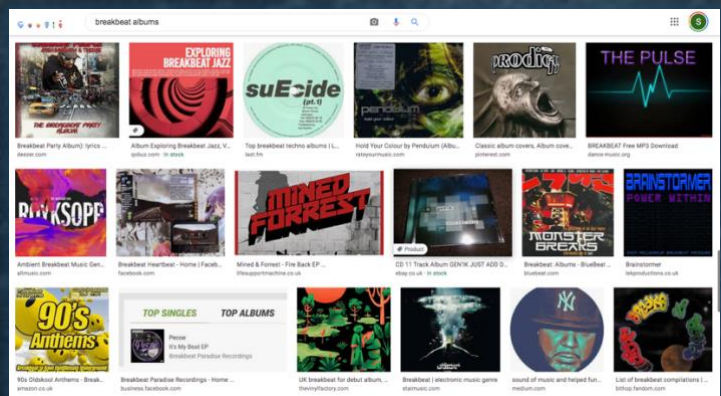
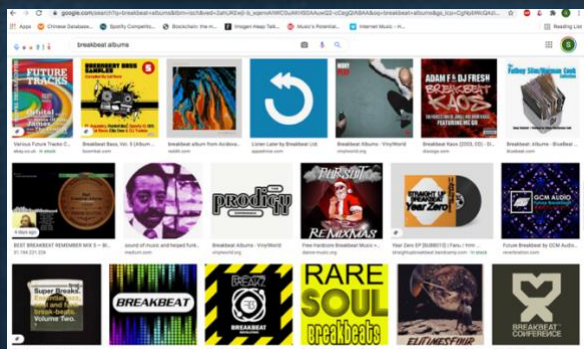
Universal Production Music (2021)

<https://www.universalproductionmusic.com/en-de/discover/playlists/1161/genre-breakbeat>

Last.fm (2021)

<https://www.last.fm/tag/breakbeat/albums>

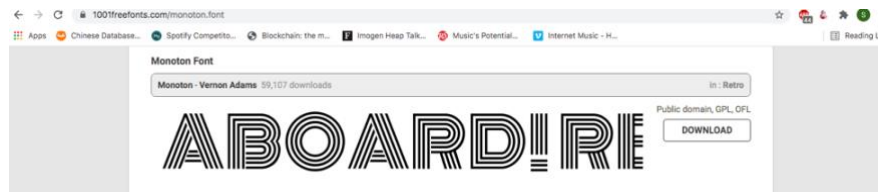
Google Search - 'Breakbeat albums'



The research brought me to the conclusion that there is an 'anything goes' attitude in the market. There didn't appear to be a running theme in terms of colour, style, format or font. The thing I did notice was that the majority of breakbeat album and EP artwork did use a splash of colour. Therefore, I decided to stick with the pencil drawing for the central piece, on brand with JollyRoger but add some colour to the background to blend it with breakbeat.

See appendix 13.3 for further research

I chose to search for a nostalgic retro font to compliment the old theme of shanty's and old skool break beat / 90's rave music. I ensured that the font I used was available in the public domain to avoid the need to pay for licencing and violating any copyright.



100%freefonts (2021)
<https://www.1001freefonts.com/monoton.font>

5.5 ABOARD REMIX - ARTWORK AND DESIGNS

All of the following has been done at zero cost using free software. This is due to me being accustomed to finding ways to achieve things at no cost as an independent artist and having a small budget. Without the money and time to learn how to use Photoshop, I did all of the digital designs via Google Drawings.

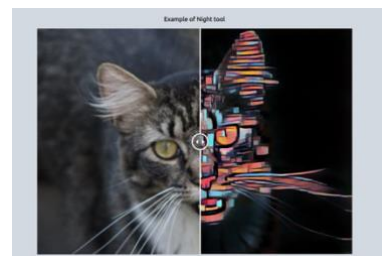
I have learnt on the go the skills I need to produce a product and I try to make it good quality and above a lean business model's minimal viable product standard. I try to take a more corporate strategy with our branding as suggested by some critiques of lean methods, who argue that the founders should drive the long-term visions of the business (Mollick, 2019). It is argued that by solely relying on what customers want in the present, it takes away innovation and future planning of a business direction (Gans *et al*, 2018).

Digital artwork



Method – Free Software

- Photoscape X - to cut out the artwork
- Google Drawings - for composition
- 100%freefonts.com (2021) for retro Monoton Font
- Photofilters (2021) free bubble mask filter (for illusion of movement – a sent the group images with and without the bubble and it was voted for.
- LunaPic (2021), free picture editor – 'Night tool' art filter.



<https://www.10.lunapic.com/editor/?action=night>

Uses

- Digital artwork for streaming platforms, distributed to via Ditto which is \$19 a year for unlimited releases (already paid by JollyRoger) (Ditto, 2021).
- To create image for face mask merch

Elements

- Free Underwater wallpaper from Wallpaper Safari (2021) - <https://wallpapersafari.com/w/BELTW9>
- JollyRoger DJ art
- JollyRoger logo
- Freak Response & Responsive Audio logos

Animated Screensaver I made on Final Cut Pro

<https://youtu.be/90oVusFVvbs>



Merch designs



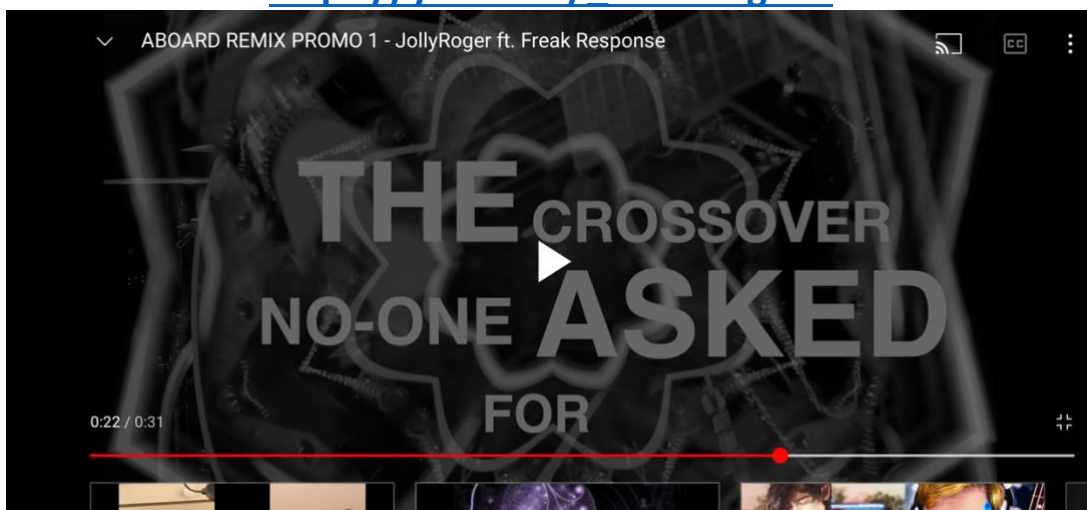
6. PROMOTIONAL VIDEOS

Due to distance , time restraints and COVID 19, I had to be creative with the promotional videos for the Track. I asked Iain to send me some of his previous live performance promotional footage which I edited together with some previous JollyRoger videos to create the promotional material. I cut in parts of the remix for the audio.

I created the videos using the software Final Cut Pro. I decided to go for a humous approach as our band like to have fun and not take ourselves too seriously (but take the music seriously). I wanted an element of interaction in the video so included some questions, and used a click bait type approach to get people wanting to hear the song. I would like to make a lyric video in a similar style.

Promo vid 1

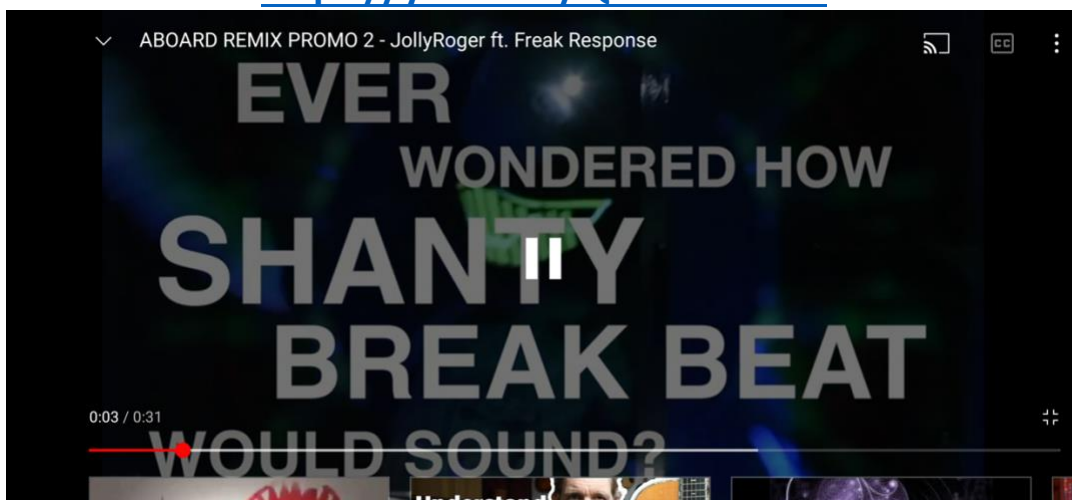
<https://youtu.be/vO2KAxg8SY>



Promo vid 2

(different text, same video)

<https://youtu.be/QfHcVabA8ZY>





“

NICE CHAPPIES

“A SUPERB LIVE BAND WHO KNOW HOW TO THROW A PARTY AND SOME. TOP RATE MUSICIANS, INCREDIBLE SONGWRITERS AND VERY NICE CHAPIES TO BOOT. I CANNOT RATE THEM HIGHLY ENOUGH.”

JON WISBEY

- BCFM RADIO & ASTRO RADIO -

“

TOTAL ROCKSTARS

“GREAT PARTY TUNES & CROWD VOCALS TO ROCK A BOAT OUT”

P.S. CHECK OUT

WWW.LAGERSTEIN.COM

CPTN GREGARGGH

- LAGERSTEIN VOCALIST -

“

GREAT LIVE BAND

“GREAT LIVE BAND, HIGH ENERGY, FUN & PROFESSIONAL - IF YOU'RE LOOKING FOR A BAND THAT WILL GET THE CROWD JUMPING, HERE THEY ARE!!”

CRAIG FREEMAN

- WKS SOUNDS ON COAST FM -



SINCE THEY BEGAN IN 2019, PENZANCE PIRATE SEAPUNK BAND JOLLYROGER HAVE WORKED THEIR CANNONBALLS OFF. THEY HAVE A LOYAL FANBASE OF OVER 6K ACROSS THEIR SOCIAL MEDIA, OVER 10K STREAMS ON THEIR SONG 'THERE'S A HOLE IN ME GLASS' ON SPOTIFY, VIDEOS WITH NEARLY 30K VIEWS ON FACEBOOK AND OVER 200 LIVE GIGS IN THE BAG, INCLUDING SUPPORTING THE RUMJACKS, MAD DOG MCREA & FISHERMAN'S FRIEND'S. THE COMMUNITY DRIVEN BAND HAVE REGULARLY LIVE STREAMED AND RAN VIRTUAL FESTIVALS DURING LOCK DOWN. THEY HAVE SOLD OUT SHOWS AND HAD PLAYS ON LOCAL BBC RADIOS. IT'S THE YEAR OF THE SHANTY & JOLLYROGER ARE HERE TO HOIST THEM INTO THE 21ST CENTURY.

x JOLLY FOR ALL & ALL FOR JOLLY x

LINKS

- LIVE PERFORMANCE - - ONLINE EPK - - MUSIC VIDEO -

JollyRoger

ABOARD! REMIX

PRESS RELEASE

FREAK RESPONSE



EVER WONDERED WHAT
SHANTY BREAK BEAT
WOULD SOUND LIKE?

... US NEITHER UNTIL NOW!

JOLLYROGER HAVE TEAMED UP
WITH FREAK RESPONSE TO BRING
YOU THE ANSWER, THE QUESTION
IS...

ARE YOU ABOARD?



2021 SEEMS TO BE THE YEAR OF THE SHANTY & PENZANCE SEA-PUNK FOLK PIRATE BAND JOLLYROGER ARE BRINGING YOU SOMETHING YOU NEVER KNEW YOU NEEDED. THE PIRATES RELEASED THEIR ORIGINAL CORNISH SHANTY BASED TRACK 'ABOARD' ON 5TH MARCH THIS YEAR - TO COINCIDE WITH ST PIRAN'S DAY (CORNISH PATRON SAINT) - BUT THEY HAVEN'T STOPPED THERE.

AN UNEXPECTED CROSSOVER OF GENRES THAT NO-ONE ASKED FOR, BUT EVERYONE SHOULD HEAR.

IN ALIGNMENT WITH THEIR MISSION 'TO CONVERT THE WHOLE WORLD INTO PIRATES AND RECRUIT THEM INTO THE JR COMMUNITY, THE BAND ARE RELEASING AN OLDSKOOL RAVE REMIX OF ABOARD! GENIUS OR A SIDE EFFECT OF LOCKDOWN? LET'S LEAVE THAT FOR YOU TO DECIDE!

[LISTEN HERE](#)

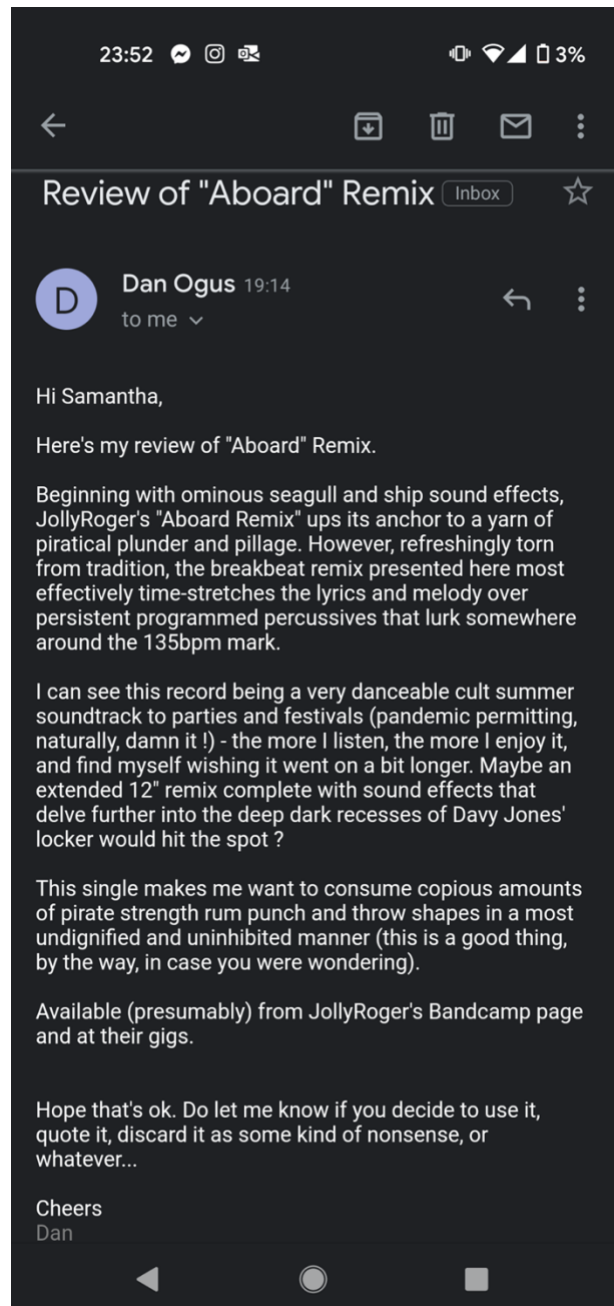
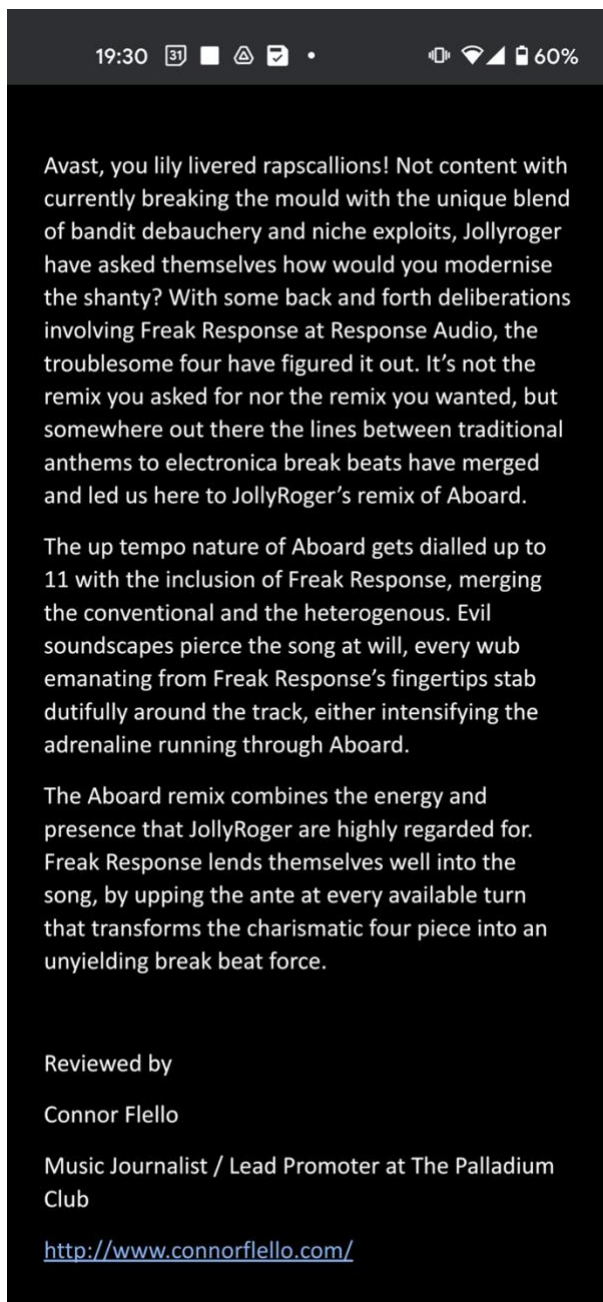
[WATCH THE PROMO VID](#)



7.3 CONTACTS

Press release to be sent out to reviewers / bloggers / radio stations. Further research needs to be done in terms of breakbeat local stations. I put a post on my Facebook asking if any of my music contacts would be able to review this remix for the purpose of this assignment and got two reviews as a response. These can be utilised for future marketing, posts, quotes on social channels.

7.4 REVIEWS



Radio DJ – Express Fm, Portsmouth

8. DISTRIBUTION

As we are releasing a single, we did not consider producing any physical copies e.g. CD or vinyl.

1. Ditto Music

JollyRoger have an account with Ditto Music who distribute songs to 160 stores and streaming services including Spotify, Amazon Music, Apple Music, TikTok & Deezer (Ditto, 2021).

2. Bandcamp

I suggested we release the song on 7th May as it is Bandcamp Friday. Since March 2020, Bandcamp have been supporting artists by not taking a share of the revenue on the first Friday of each month so 93% of the money goes to artists instead of the usual average of 82% (Diamond, 2021).

Bandcamp also give the option to offer limited edition merch bundles, additional digital downloads and side by side digital and physical sales. Their 'pay this fixed price or more' option also leads to fans paying more than the price 50% of the time (Bandcamp, 2021).

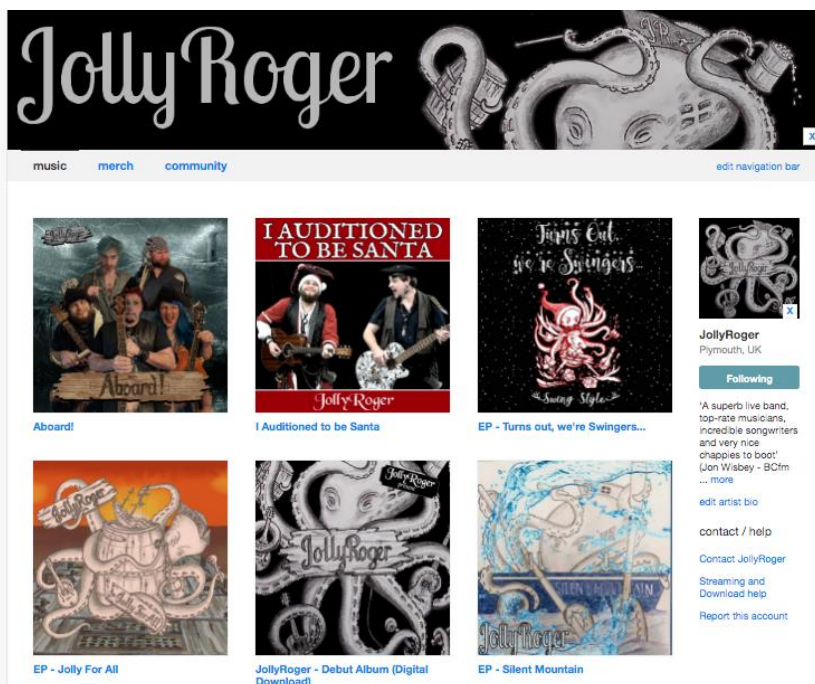
I suggested the three options below, including the idea for the digital merch bundle and we decided the prices as a group.

Bandcamp options

1. Digital Download of song
£1 (or pay more if you want)

2. Digital Merch pack
-song download
-moving screensaver
-high resolution artwork
£4 (or pay more if you want)

3. Limited Edition Physical Merch (50 available)
- song download
-t-shirt (5 x small, 15 x medium, 10 x large, 10 x XL, 5 x 2XL, 5 x 3XL)
-face mask
£20 (or pay more if you want)



Bandcamp - www.jollyrogerbanduk.bandcamp.com

9. MARKETING STRATEGY - *Completed by Zoe*

Marketing Strategy and Assets

Overview and 7Ps

- Genre: Pirate/folk/metal, influences Alestorm, Sea shanty.
- Remix Genre: Breakbeat, 90s, collaboration.
- **Audience:** Fanbase of both Artists, expand audience to newly grown sea shanty audience and possible skate communities for remix
- **Digital release, DSPs and Bandcamp**
- **Opportunities for Growth:** To expand audience demographic and widen out reach.

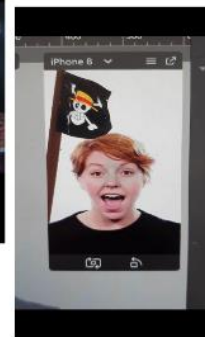
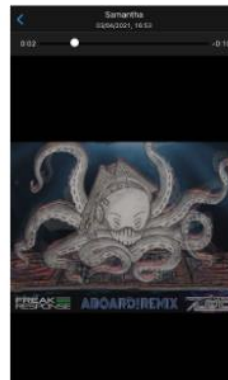
Product	Remix of original single
Price	Low to increase demand
Place	Online
Promotion	Social media, Music press, Website
People	Social media, Online presence, gig presence.
Process	Online advertisements, Online competitions and challenges
Physical Evidence	Social media, website

Instagram and Socials Content

Example Images for Countdown Posts



Promo videos (Screenshots) examples



Instagram Filter Example

Instagram Filter – organised by Nathan

Nathan liaised with Tileyard Marketing Student Joana to produce an Instagram filter to help promote the single and band. We were looking into developing this further to include different elements and the remix logo but unfortunately could not due to time restraints.



We decided on a TikTok challenge where people dress in normal clothes, raise their hand to the camera with 'Aboard!' written on it and take their hand away to reveal them dressed as a pirate (editing together two videos) while the remix is playing in the background.

TikTok Challenge - 'before' and 'after' example pictures



Zoe - SWOT Analysis

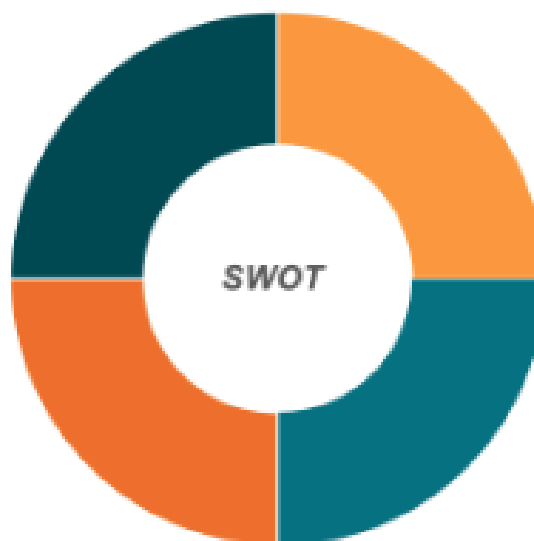
SWOT ANALYSIS

STRENGTHS

- Unique Remix
- Two genre demographics
- Opportunities to break into a new market
- Expand audience and increase clout.

OPPORTUNITIES

- To expand fanbase.
- Open up conversations surrounding the band.
- Gain momentum from TikTok sea shanty trend.



WEAKNESSES

- Budget
- Remix genre very different demographic to normal.

THREATS

- Competitors and saturated sea shanty market due to trends.
- Covid-19 effecting normal live performances.

9.1 MARKETING TIMELINE – ZOE

Phase 1 – Before Release

- Release date announcement on social media, using bespoke social media content, such as visuals and announcement video with clip of track.
- Promotional video shared on all socials.
- Daily countdown on both artists' social media.
- Announcement of Pirate TikTok challenge.
- Ditto provide a pre-save link before release this should be posted on socials often before release to increase the chance of the track being playlisted by DSPs (*Tips & Tricks to distribute, promote music on Spotify - Hypebot, no date*)
- Email louise at Tileyard to schedule post to Tileyard Educations instagram.

Phase 2 – Release Week

- Radio interview with local radio, BBC Cornwall, Pirate FM, Radio Newquay and planet rock or genre specific radio.
- TikTok Pirate challenge launch with 60 seconds clip of track. Contact influences or other bands to take part in the challenge. Post examples on Instagram reels and Stories.
- Instagram live with Ian, chatting about how remix came to be and influences for remix, new attention brought to sea shanties etc. Possibility to get Tileyard on board with this and ask if they may be willing to host.
- Release day livestream with acoustic performances, Q&A.

Phase 3 – 2 Weeks after release

- Conclusion of TikTok challenge, winner announced and merch prize given.
- Contact blogs and freelance music journalists to see if they are willing to share or write a commission surrounding information about the project and what's next for the band.
- Merch launch.
- Offer to endorse a local rum brand or alcohol company, in return for social media posts.
- Live gig announcement if possible.

9.2 DIGITAL MARKETING RELEASE TIMELINE – BY ZOE

Digital Marketing Release Timeline

09/04/21	All Assets ready to be posted
19/04/21 (Evening)	Announcement of remix on Instagram and Facebook. With reveal of artwork. Promoted post.
23/04/21	Countdown on both Artists Social Media starts. Images of band playing live and standard content for the artist
30/04/21	• Announcement of TikTok Aboard challenge. • Carry on with countdown with added TikTok challenge examples from artists. <i>Promoted Post</i> • Pre-save link start being posted on social channels as part of the daily countdown.
01/05/21	Livestream on Jolly Roger facebook. Acoustic performance and Q&A. Promo Video Posted on all social channels
07/05/21	RELEASE DAY • Instagram live between Jolly Roger and Freak Response talking about the creation of the track and how the collaboration came to be. • Launch of TikTok challenge with examples from friends and families. Posted on reels and stories to widen reach. Each band member posts an example on band TikTok over the next week using hashtag aboard challenge so the winner can easily be found. • Release day live stream. • Promo video 2 posted on TikTok and other social channels • Band camp friday release.
Release Weekend	Radio interviews on release weekend, using the bands current radio contacts and response from remix press release.
10/05/21	Post promo videos on socials and promote post.
14/05/21	Conclude TikTok challenge, announce winner but still encourage listeners to use track on platform.

10. BUDGET - Completed by Nathan

Incomings

	A	B	C	D	E	F
1						
2						
3						
4						
5			Unit Cost	Antipated Sales	Total Sales	Actual
6	Bandcamp Bundles	Mechandise				
7	Song only	Digital download single	1	500	500	
8	Digi Bundle	Song & screensaver	4	500	2,000	
9	Limited Edition Merch bundle	T Shirts	10	50	500	
10	(50 available)	Face Masks	6	50	300	
11						
12						
13					800	
14						

Outgoings

Operating Budget

Aboard Remix	Expenditure				Income				
Description	Description 2	Number of Units	Unit Cost	Total Expenditure	Unit	Forecast Unit Sales	Forecast Total Sales		Forecast Profit
Purchases (merchandise)	T Shirts	50	4	180					
	Facemask	50	3	150					
Song Sales									
Streaming Spotify		N/A	N/A	N/A			50		50
Single purchase		N/A	N/A	N/A	1	500	500		500
Digi Bundle	inc Screen Saver and Hi Res Artwork	N/A	N/A	N/A	4	500	2,000		2,000
Limited Edition Merch Bundle	Inc T-Shirt, Song & Mask	50	N/A	N/A	20	50	1,000		1,000
Distribution									
Ditto Music		1	14	14					
Promotion									
Facebook Boost	Per Week Cost - 4 weeks budget	4	7	28					
Instagram boost	Allowed for one month	1	72	72					
Total				444			3,550		3,106

11. CONTRACTS

11.1 ARTWORK PRELIMINARY CONTRACT – WRITTEN BY ME

I decided to write a preliminary contract as both parties are currently unable to access legal advice and advised Nathan to do the same for the remix contract.

Preliminary Contract

Between Kate Tolchard (Artist) & JollyRoger (band)

The artist hereby understands, agrees and grants JollyRoger the right to edit, alter, exhibit, publish, distribute and make use of the 'JollyRoger DJ' artwork for any promotional materials. This includes but is not limited to – the digital artwork for the remix of single Aboard!, JollyRoger social media platforms, the JollyRoger website, posters, press release, merchandise.

The authorisation shall continue indefinitely, unless the artist otherwise revokes this in writing.

The artists waives the right to inspect or approve any finished designs which uses the artwork.

The artists agrees that the 'JollyRoger DJ' artwork will be used without compensation and understands that the artwork will become the property of JollyRoger and will not be returned.

The Artist

Name KATE TOLCHARD

Signature:  Date 5/4/2021

The Band

Name Samantha Harling (representing JollyRoger)

Signature:  Date 5/4/2021

11.2 REMIX – WRITTEN BY NATHAN

REMIX AGREEMENT - PRELIMINARY CONTRACT

JollyRoger – “Aboard - Remix”

As of Date: 5 April 2021

This contract provides an agreement for the parties JollyRoger (hereinafter “Artist”) and Iain Sumner (hereinafter “the Producer”) for the commission to provide a remix of the single “Aboard”

ARTIST(S): JollyRoger

PRODUCER (REMIX ARTIST): Iain Sumner (Freak Response)

ORIGINAL TRACK ISRC NUMBER: UKXD22100001

TITLE: Aboard

TIME OF EACH COMPOSITION: 2 mins, 50 Seconds

1. The Agreement

- 1.1 The Artist commissions the Producer to remix the song “Aboard” by the Artist
- 1.2 The Artist will make the original recording of the title available to the Producer for the purpose of completing a remix version of the original Title
- 1.3 The title of the remix will be “Aboard (Remix)”
- 1.4 The remix will be made available under the terms of this contract by the latest delivery date of 12 April 2021
- 1.5 The Producer has the rights to record additional parts at the discretion of the Artist
- 1.6 The Producer is obliged to secure all the rights necessary for the utilisation of audio recordings of contributors. If the Producer uses samples, they are to secure the relevant rights at their own cost
- 1.7 The Producer and Artist agree to communicate with the public to promote the Remix release through social media and other marketing channels and routes

2.0 Exclusivity

- 2.1 The Producer agrees to not re-record, remix or utilise the works in any form whatsoever, for a period of five years from the publication of the Remix.
- 2.2 The rights to the published works are transferred to the Artist upon delivery

3.0 Royalty Revenue Split

- 3.1 The Producer will receive a 15% royalty for the Remix of the Title, with the remaining 85% being paid to the Artist
- 3.2 The Producer and Artist have the right to review or have reviewed by a private party to audit the label's documents which form the basis of the Royalty Settlement. Review can only take place three years after the publication.

Agreed and Accepted:

THE ARTIST(S)

By



Authorised Signature

Printed: SAMANTHA HARLING (REPRESENTING JOLLYROGER)

Date: 05/04/2021

THE PRODUCER

By



Authorised Signature

Printed: IAIN SUMNER

Date: 05/04/2021

ADDITIONAL TERMS AND CONDITIONS

1. In the event any of the following occur, i.e.: Licensee is adjudicated a bankrupt or petitions for or consents to any relief under any bankruptcy, reorganization, receivership, liquidation, compromise or arrangement or moratorium statutes, whether now in force or hereafter enacted, or makes an assignment for the benefit of creditors, or petitions for the appointment of, or there shall be appointed, a receiver, liquidator, trustee or custodian for all or a substantial part of its assets, then upon the occurrence of any such event this License shall immediately terminate without affecting any right or remedy of Licensor at law or in equity or both, under this License. A verified inventory of Licensee's and its licensees' Records on hand at the occurrence of any of the events referred to herein shall be supplied to Licensor.

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13. APPENDIX

13.1 ZOOM CALL MEETING NOTES

SH – Samantha

NJ – Nathan

ZB – Zoe

Meeting 1 – 23/02/2021 - Attendees: SH & NJ, Apologies – ZB

- Introductions.
- SH had made contact with Tileyard student Iain Sumners about doing a remix of her band JollyRoger's latest single Aboard! In his Breakbeat style and pitched this to NJ as an idea for the group.
- Discussed various ideas e.g. NJ idea to team with a brewery to create beer with QR code to song.

Meeting 2 – 08/03/2021 - Attendees: SH, NJ & ZB, Notes by NJ

The song

- All agreed on using Iain Sumners upcoming remix of Aboard!
- Original 120bpm / Remix 135bpm
- Style – Old Skool Breakbeat

Target Audience Idea

- Link with skateboarding community of Cornwall
- JollyRoger are a community based band and it's good to link with local projects

Money

- Budget £500
- Zoe suggested a crowdfunder campaign for remix music video
- Merch incentive ideas – t-shirt, beanie, tech boards
- Distribution - JollyRoger have already paid for 2021 subscription to Ditto (online distributor) so free to release the song onto major streaming services.

Marketing

- TikTok campaign ideas – tech board challenge, competition 'best pirate outfit', video challenge (put hand to camera and bring away dressed as a pirate), SH to think about ideas for tiers.
- Think about making a contact list for marketing plan
- Instagram pirate filter (NH to reach out to Tileyard marketing students)

Music Video

- Idea to include skateboarders, SH has a quote for video shoot and edit for £500 for 2 days work.

Meeting 3 – 16/03/2021 - Attendees: SH, NJ, ZB, Joana (Tileyard Marketing Student – invited by NJ), Iain Sumner (Commercial Music Producer Tileyard Student – invited by SH)

- Marketing ideas shared with Joana & a conversation about whether we should focus on the pirate theme or the skateboarding theme
- Joana advised to pick one and solidify our W's.
- Spoke to Joana and AR Instagram filter and she said she may be able to do a 2D one (pirate flag / hat) and will ask another student about a 3D option.
- Iain to continue to work on the remix
- SH - to research and contact local skate projects for collaboration & start work on digital artwork

Meeting 4 – 26/03/2021 - Attendees: SH, NJ & ZB

- SH - presented digital skateboarding artwork ideas to the group.
- ZB sent document to solidify individual roles and tasks.

Meeting 5 – 29/03/2021

- SH pitches a pivot in target audience as there has been no reply from TR7 Skate shop. SH suggests they should focus on the breakbeat demographic and the collaboration of two independent artists supporting each other and building up both fanbase's. (This method was advised to me by Danny Roberts in my first Tileyard Masterclass and it is something we already do as a band - collaborating with other 'niche' bands to build momentum and work together).
- SH suggests Asana app for everyone to add their tasks to and so everyone can keep updated with each other's progress toward the project.

Meeting 6 – 02/04/2021

- SH suggests releasing the track on 7th May as it is 'Bandcamp Friday'. Bandcamp have been giving bands 100% of sales on the first Friday of each month during lock down. SH also suggests exclusive merch bundles available only on Bandcamp which include t-shirts and masks and digital bundles that include a downloadable screen saver and high resolution artwork download with the song.

13.2 SKATEBOARDING DESIGNS AND COMMUNICATIONS.



JollyRoger <jollyrogerbanduk@gmail.com>

Aboard! JollyRoger & TR7 Skate

1 message

JollyRoger <jollyrogerbanduk@gmail.com>
To: tr7skate@gmail.com

19 March 2021 at 14:32

Hello Chaz & the rest of the crew at TR7 Skate,

I'm reaching out from Cornish folk pirate band [JollyRoger](#). We have an upcoming EP and our first single is called [Aboard!](#) It's about sailing around the Cornish Coast and visiting villages on the way getting up to pirate antics. It's been played on BBC Radio Cornwall & also some local radio stations in the UK, USA and France. You can listen to us talk about the song on BBC Sounds (<https://www.bbc.co.uk/programmes/p096thx2>) . To link with our Cornish heritage, we released the song on St Pirans Day 5th March. I have attached more info on us, the lyrics and the original song press release too.

Remix - ximeR

As 2021 seems to be the year of the shanty (have you sung The Wellerman for your TikTok yet?). I am currently studying an MA in Music Business and for my current assignment I am working on doing something amazing to promote a remix of a song. We have decided to REMIX Aboard! and give it more of an old school break-beat feel. We think it's a perfect opportunity to reach out to another community in Cornwall and work together to spread the word about what each other do and bring to the wider community. Our band influences include Dropkick Murphy's, Flogging Molly and The Pogues which I know some skaters love to listen to. Due to the new feel and fitting name 'Aboard!', we think it would be amazing to team up with you guys and create an epic music video for the remix we hope to put out before the EP launch this summer.

A Good Team

I read on your website that you and Harry are completely obsessed with skateboarding and this is your dream job and that you want to transmit a bit of the fun and lifestyle you are lucky to have. That is so great to hear as we feel exactly the same about our band and playing music. Like you, we went for our dreams, left our day jobs behind and dedicated ourselves to the life of being in a pirate band with the intention to spread joy and get people to remember to have a good time. This shared mantra is one of the many reasons why I'd love to work with you guys on this project.

Community

We are a community driven band and love collaborating with local businesses and events. We play local pubs and music festivals and have been booked for Boardmasters twice (unfortunately we haven't actually played the festival yet due to the cancellations but fingers crossed for this year!). Also as a former youth worker, for Trelya (Penzance youth project) and Active8 (youth project for young people in Cornwall with physical disabilities), I am inspired by the work you do for the young people in the local community. Releasing your 'how to' videos and spreading the word about the amazing local skating scene. Also, all 4 members of our band used to skate / blade when we were younger and we know how much of a positive impact being part of the skate community had on our physical and mental health.

Our last music video got over 28K views on Facebook and we have a dedicated fan base which is growing by the day. We are proud to be a community based band and really love getting involved in the community and working with projects that are close to our hearts. We would love to spread the word about the work you do and also provide some skaters with the chance to feature on a music video.

Video

Our idea for the video is some footage of some street skating at the town's mentioned in the song - Penzance, Mousehole, St Ives, Newquay and Port Isaac along with some footage of skating in your indoor skatepark too. With the skaters (2 or 3 people) wearing some kind of pirate garb. There would also be some footage of us singing and playing the song.

A-BOARD!

We also have a great logo that we think would look amazing on one of your hard rock maple decks and we would love to use this in the music video and perhaps make one to giveaway as part of a social media promotional campaign. Also, if there's interest, we could discuss getting some made for you to sell in your store to raise funds for your project. There could also be a QR code on the skateboard that links to the music video on your website. I had fun putting these images together below!



In the future we would love to come and play at your skatepark at any competitions too!

We are friends with skater Reece Bickmore from Penzance and have asked him if he would like to be involved in the project too, he was the one that sang your praises and pointed us in your direction.

I appreciate it's difficult times at the moment so all filming would need to consider social distancing and adhere to the current guidelines.

We are really excited about this and are looking forward to hearing your thoughts. We are looking for volunteers who would like to be involved to help with filming etc too so if you can think of anyone that may like to be involved please let us know.

Here is the link to our band page on Facebook and you can find our other socials below.

www.facebook.com/jollyrogerbanduk

Many thanks for your time and I hope to hear back from you soon,

Samantha

--

Kindest regards,

JR Crew.



[Website](#)

[Spotify](#)

[Facebook](#)

[YouTube](#)

Contact number: 07999988867 (Kynan Sandles)



3 attachments

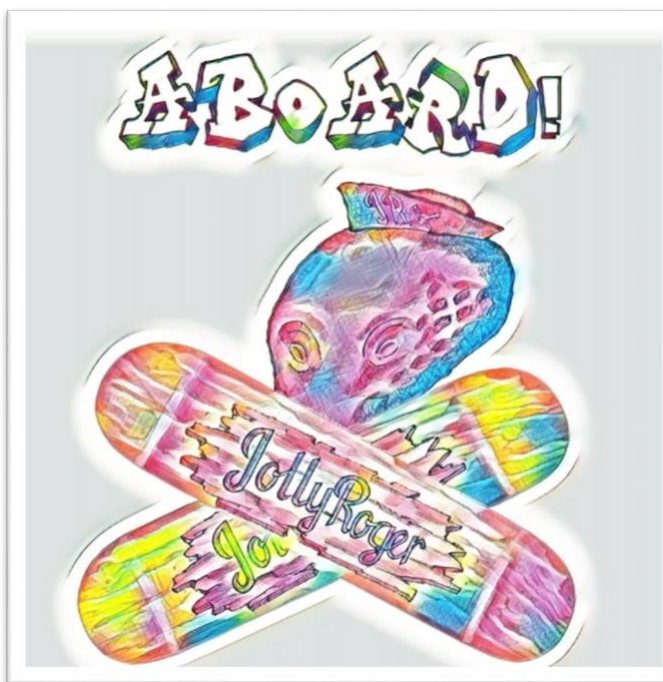
 **About JollyRoger.pdf**
229K

 **Press Release - Aboard (9) (1).pdf**
1673K

 **Lyrics - JollyRoger - Aboard!.pdf**
32K

Digital Artwork Design Ideas

Designs I created out of the JollyRoger skateboard deck designs using our logo and the head of the JollyRoger mascot to produce a skull and crossbones image. Tying to appeal to the JollyRoger fans, skate community and breakbeat fans by incorporating an element of each. Breakbeat graffiti font was used.



13.3 FURTHER DIGITAL DESIGN RESEARCH

The Prodigy

12.07.1997		THE FAT OF THE LAND PRODIGY	01	75	06	buy listen	+
XL RECORDINGS							
Peak Pos							
01		Title: THE FAT OF THE LAND Artist: PRODIGY Label: XL RECORDINGS Cat no: XLCD121 First charted: 12.07.1997					
Weeks							
No. 1	Top 10	Top 20	Top 40	Top 75	Top 100		
06	13	21	40	62	75		



Official Charts (2021b)

<https://www.officialcharts.com/artist/15197/prodigy/>

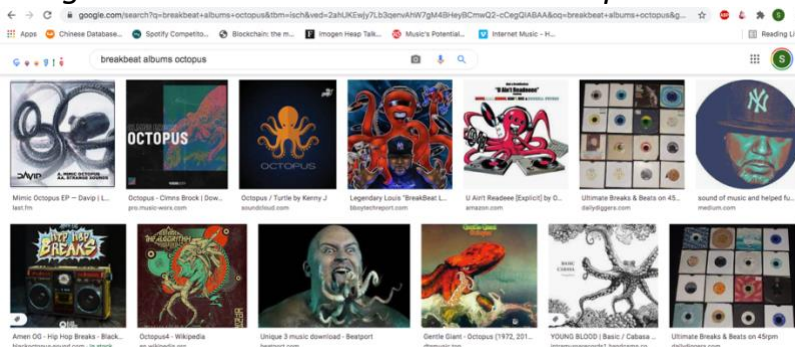
The Prodigy (2021)

<https://theprodigy.tmstor.es/product/14505>

The Prodigy are possibly the most famous breakbeat artists of all time. Their album 'The Fat of The Land' was released in 1997, featuring tracks 'Smack My Bitch up', 'Breathe' & 'Firestarter' which are their top three tracks played on Spotify. A raving crab, an octopus mixing the decks, that's a top sea party if I've ever heard of one.

More inspiration for colour, style and font - searches done after receiving the artwork

Google Search - 'Breakbeat albums octopus'



Ultimate Break Beats
Street Beat Records 1987



Breaka, Guava (4), Lrds, Dawn Razor - Slam Jams Vol. 2

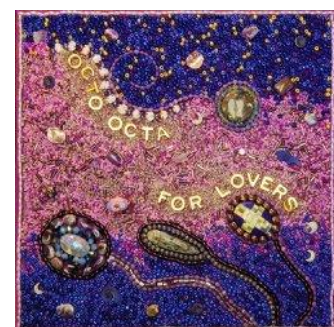
Label: Holding Hands - HHANDS013
 Format: Vinyl, 12"
 Country: UK
 Released: Aug 11, 2020
 Genre: Electronic
 Style: Techno, Electro, Breakbeat, Drum n Bass

More images

Tracklist	
A1	Breaka - Loose Subs
A2	Guava (4) - Outerbody Innerspace
B1	Lrds - Quanda
B2	Dawn Razor - Be As One 1

Discogs (2021)

<https://www.discogs.com/Breaka-Guava-4-Lrds-Dawn-Razor-Slam-Jams-Vol-2/release/15752674>



Octo Octa - For Lovers
Released 2019