CREATIVE MUSIC MANAGEMENT

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2219913

Daemon Wax single and Remix



Artist Overview

DÆMON



Artist Bio

Daemon is a Berlin based independent rapper hailing from Oakland, California. His music is a cutting edge exploration of futurist rap and underground club music that draws influence from lyricists like Playboi Carti and Lil Uzi Vert to underground dance genres like Jersey Club, Breaks and U.K garage. Starting out in poetry, Daemon's unique lyrics set him apart from the status quo in rap. His tracks are an exercise in worldbuilding, exploring human relationships, debauchery and capitalism against the backdrop of a not so distant dystopia.

Single - WAX

Wax is Daemon's first release of 2023 with production from Zurich producer Modulaw. Opening with a classic piano rave melody, his processed vocals drop into powerful breaks on this 2 minute earworm that represents a new wave in futurist rap. Wax is guaranteed to hit dancefloors hard.



daemon.xd

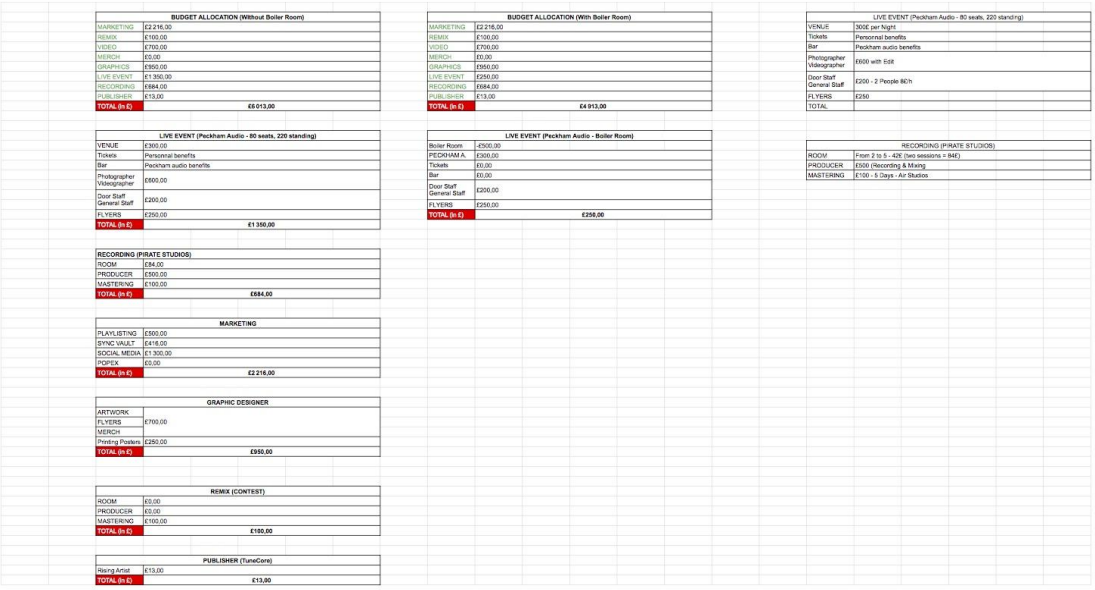
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Above is the one pager DF5 Records have created for press, playlist plugging and marketing. Daemon currently sits at **7675** Instagram followers and **14,406** monthly listeners on Spotify.

D5F Records have signed his new single *WAX*, a hybrid of the Bay Area's 'Hyphie' genre and Atlanta style rap vocals over 90s breaks production. For this release and it's remix we have an allocated budget of £5000.

Budget Breakdown



BUDGET ALLOCATION (Without Boiler Room)	
MARKETING	£2 216,00
REMIX	£100,00
VIDEO	£700,00
MERCH	£0,00
GRAPHICS	£950,00
LIVE EVENT	£1 350,00
RECORDING	£884,00
PUBLISHER	£13,00
TOTAL (in £)	£6 013,00

BUDGET ALLOCATION (With Boiler Room)	
MARKETING	£2 216,00
REMIX	£100,00
VIDEO	£700,00
MERCH	£0,00
GRAPHICS	£950,00
LIVE EVENT	£250,00
RECORDING	£884,00
PUBLISHER	£13,00
TOTAL (in £)	£4 913,00

LIVE EVENT (Peckham Audio - 80 seats, 220 standing)	
VENUE	300£ per Night
Tickets	Personnal benefits
Bar	Peckham audio benefits
Photographer Videographer	£600 with Edit
Door Staff General Staff	£200 - 2 People 8€/h
FLYERS	£250
TOTAL	

LIVE EVENT (Peckham Audio - 80 seats, 220 standing)	
VENUE	£300,00
Tickets	Personnal benefits
Bar	Peckham audio benefits
Photographer Videographer	£600,00
Door Staff General Staff	£200,00
FLYERS	£250,00
TOTAL (in £)	£1 350,00

LIVE EVENT (Peckham Audio - Boiler Room)	
Boiler Room	-£500,00
PECKHAM A.	£300,00
Tickets	£0,00
Bar	£0,00
Door Staff General Staff	£200,00
FLYERS	£250,00
TOTAL (in £)	£250,00

RECORDING (PIRATE STUDIOS)	
ROOM	From 2 to 5 - 42€ (two sessions = 84€)
PRODUCER	£500 (Recording & Mixing
MASTERING	£100 - 5 Days - Air Studios

RECORDING (PIRATE STUDIOS)	
ROOM	£84,00
PRODUCER	£500,00
MASTERING	£100,00
TOTAL (in £)	£684,00

MARKETING	
PLAYLISTING	£500,00
SYNC VAULT	£416,00
SOCIAL MEDIA	£1 300,00
POPEX	£0,00
TOTAL (in £)	£2 216,00

GRAPHIC DESIGNER	
ARTWORK	
FLYERS	£700,00
MERCH	
Printing Posters	£250,00
TOTAL (in £)	£950,00

REMIX (CONTEST)	
ROOM	£0,00
PRODUCER	£0,00
MASTERING	£100,00
TOTAL (in £)	£100,00

PUBLISHER (TuneCore)	
Rising Artist	£13,00
TOTAL (in £)	£13,00

Fig. 1

Above details our budget, with and without the Boiler Room grant which is referenced later in the report. As we have a limited budget we will focus on promotional and marketing materials for the

WAX campaign. We break down costs for marketing, mixing, mastering, promotional assets, artwork and a launch event. We have reserved £500 to work with an independent playlist plugger and have signed up to Tune Core's £13 a month ($14.99) 'Rising Artist' subscription for distribution of the single and it's remix. TuneCore will keep 0% commission, passing on 100% of profits on this subscription plan. The features offered in this category are seen below.

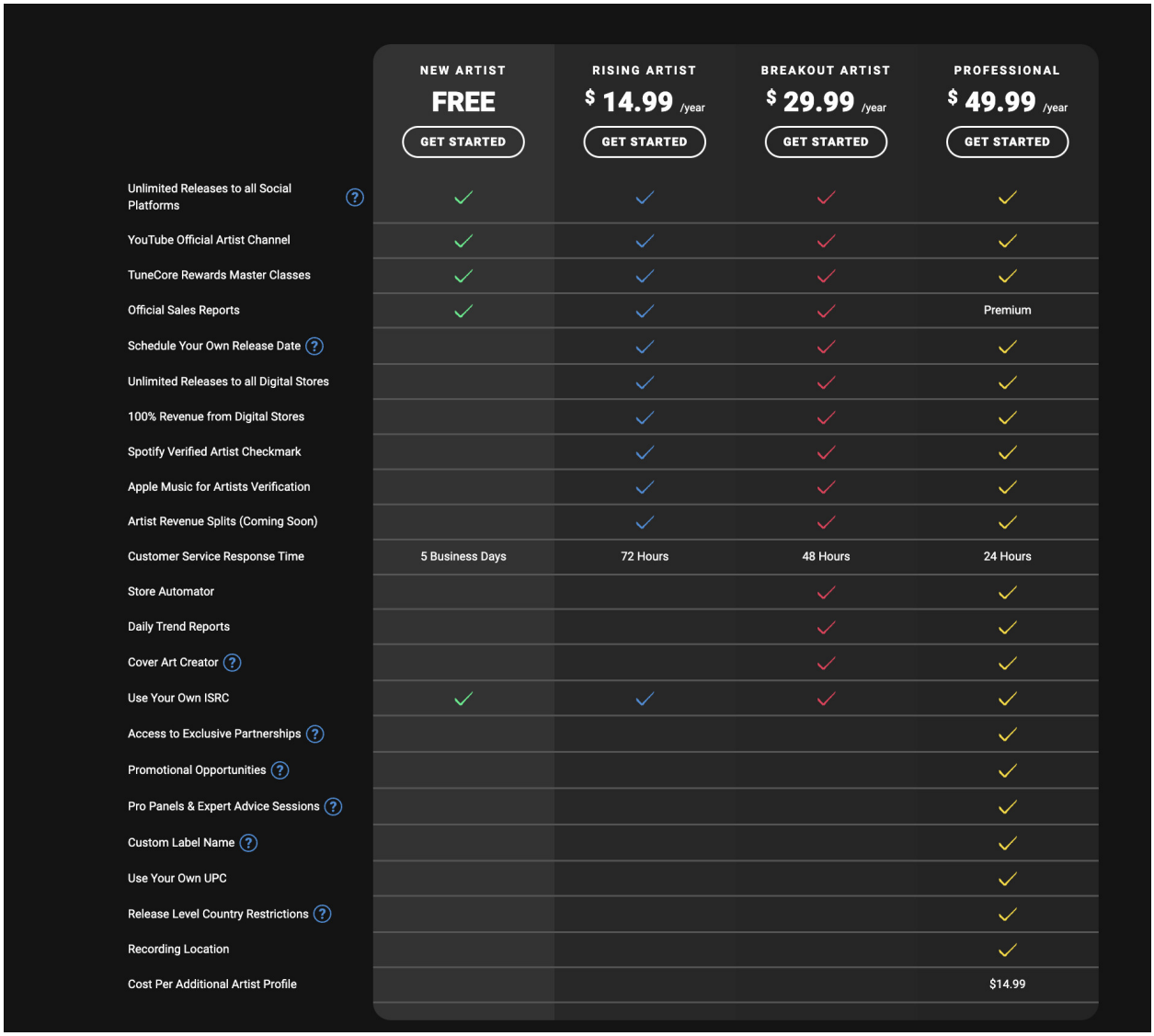
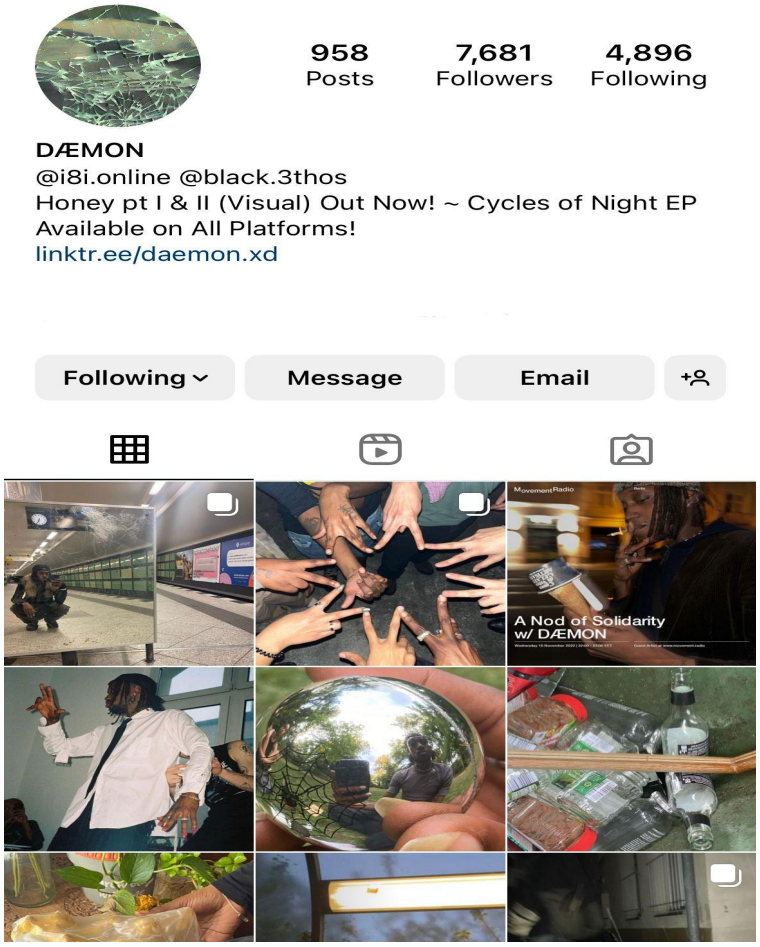


Fig. 2

Marketing

Currently Daemon's main social media platform is Instagram. From analysis of Daemon's instagram data we understand his target market to be:



- **Relatively equal split across the gender spectrum**
- **Aged between 16 and 25 (Gen Z and Millennial)**
- **Students / Young Professionals / Creatives / Fashion communities**
- **Active users of creative + visual platforms: Youtube / Tik Tok / Discord / Instagram therefore likely to share "cool" content**
- **Consumers of vinyl / merch / tech. Eager to support and be aligned with underground and subcultural artists and new trends.**
- **Influencers / Early Adopters**
- **Politically minded / Left leaning. Socialise in Clubs / Bars / Art Galleries. Tends to stay out late / rise late. Target times for announcement posts recommended between 10 - 11AM / 8-11PM GMT**

Adjacent Brands / Possible Partnerships

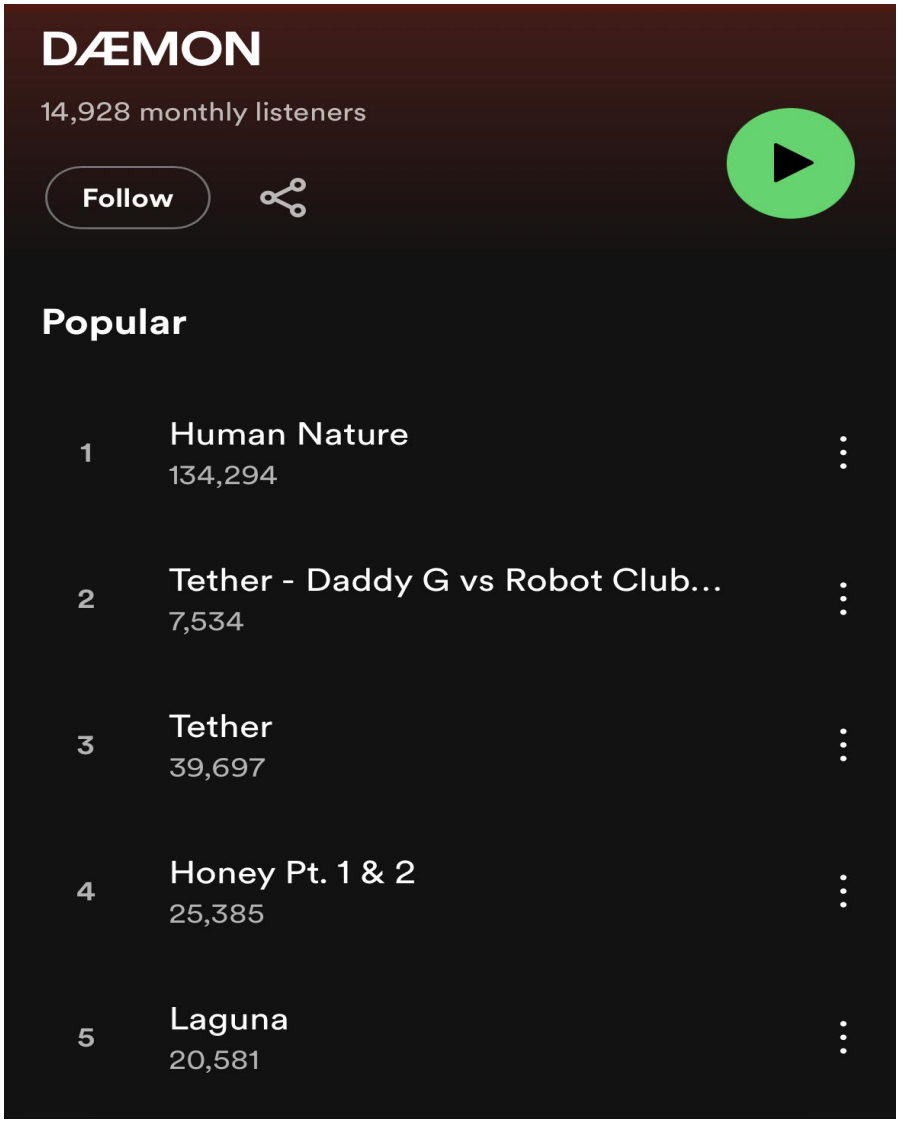
Fashion Brands: **Mowalola, Daily Paper, Rombaut, Nike, Eytys**

Adjacent Artists: **Lancey Foux, Pink Pantheresss, Playboi Carti, Lil Uzi Vert, Eartheater**

Music Platforms: **Boiler Room, Keep Hush, Colours**

Drinks: **Hennesy, Ballantines, Smirnoff,**

SPOTIFY



Spotify data shows he streams most successfully in:

1. **United Kingdom**
2. **United States**
3. **Germany**
4. **Netherlands**
5. **Spain**
6. **France**
7. **Poland**
8. **Australia**

Fig. 3

His most highly streamed tracks share a similar style to *WAX*. DF5 Records will use data obtained from his spotify for interest based, targeted ads. Primary focus is growing listenership in the U.S and U.K territories, where he already has engagement. Secondary focus is western European territories and tertiary is other interested markets like Australia, New Zealand, Japan on his next release.

Tik Tok

With no presence on Tik Tok, we encourage him to immediately become more active upon our acquisition of the single. Whilst follower growth is important, the most effective strategy for long term engagement is an authentic tone of voice when communicating with fans to convey the artist's DIY Rap / Punk aesthetic.



Our strategy is to educate and entertain his audience on his music and political causes to encourage interaction such as **pre-saving, reposting** and **sharing** across other media platforms.

We suggest participation in Tik Tok trends similar to Lil Uzi Vert's *I Just Wanna Rock* dance, which is currently trending across the United States and Europe which are target territories for *WAX*, and the songs are in the same niche. Once he has generated some fan engagement through regular posting, i.e sharing snippets of songs he is working on or behind the scenes studio content, we will begin to seed *WAX* on Tik Tok with Daemon's own **branded hashtag challenge**. Focus must remain on the track without seeming promotional.

The challenge must include

1. **Simple to copy and clearly communicated dance instructions**
2. **A simple, memorable hashtag that promotes the track that users will want to share i.e *Waxonwaxoffchallange***
3. **Short 7 - 20 second videos with a large, authentic caption. Viewers will watch the video on loop whilst reading a longer caption, driving up plays and engagement. (Geyser, 2020)**

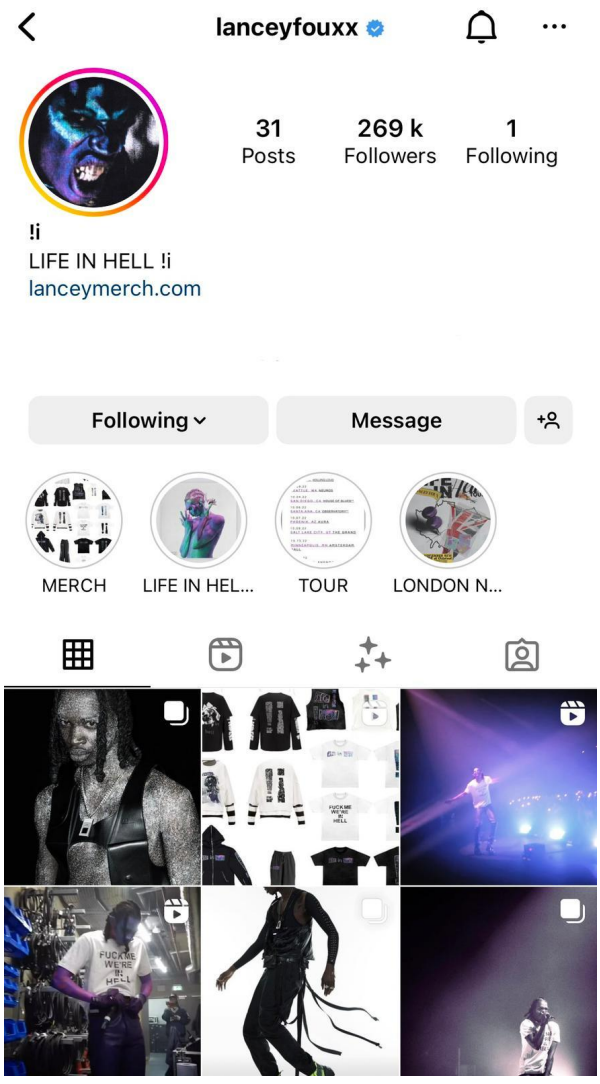
Data from the hashtag will be used to track posts from users who participated in the challenge to feed into targeted, interest based adverts. User generated content from the *WAX* challenge will be reposted on Daemon's account to grow his profile. Daemon will utilise friends / relevant influencer connections with large social media followings to take part in the challenge / share / repost.

Data driven tips shared on Tik Toks blog on how to make 'organic content stand out' advises that content contains:

- **High resolution - videos with a resolution of 720p or higher receive 5.4% more impressions. (Tik Tok, 2021)**
- **Audio - voiceovers / tending music / his own tracks / talking to the camera - 93% of Tik Tok's highest performing videos use audio. (Tik Tok, 2021)**
- **Full Screen - full screen videos have a 60.5% increased impression on the app. (Tik Tok, 2021)**

Artist Branding and Competitor Analysis

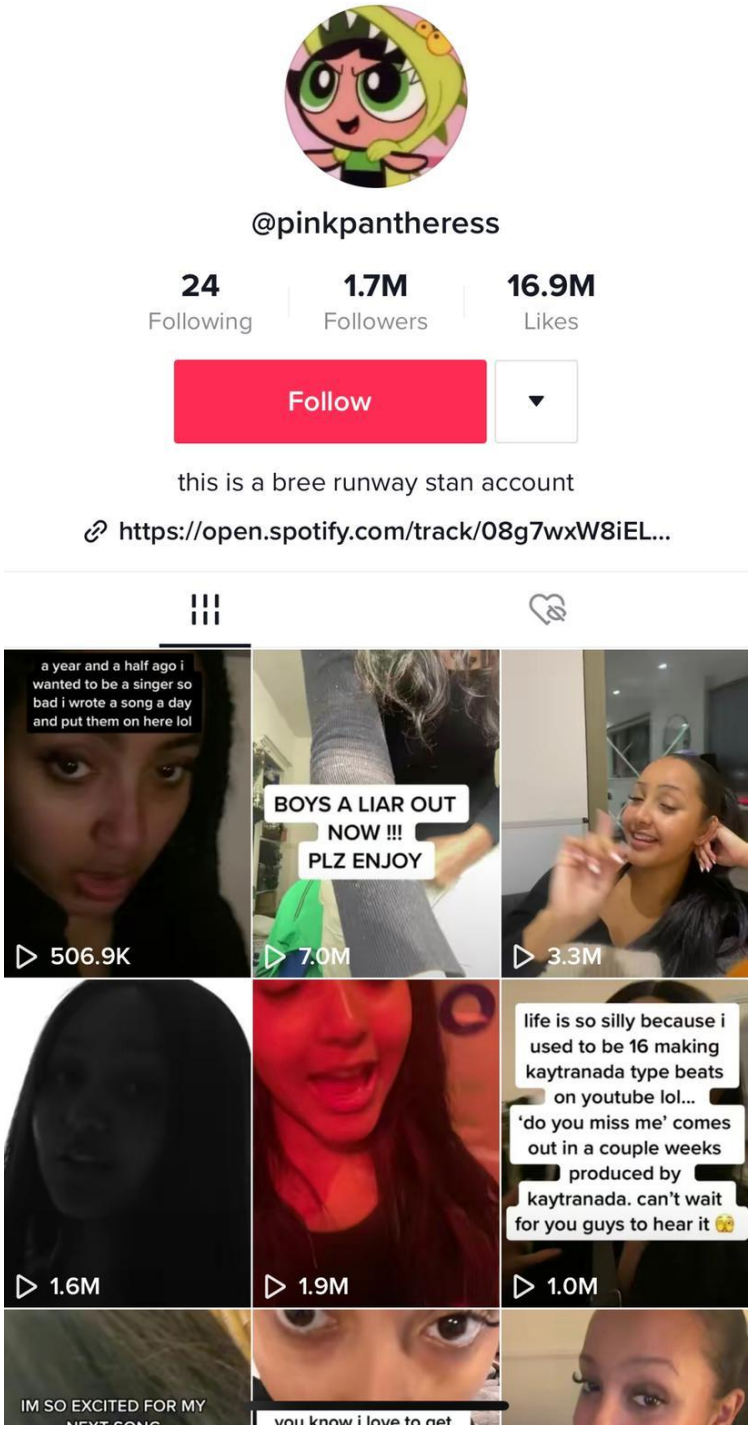
Below we analyse the social media and image branding strategies from similar artists who have had successful campaigns with our target market, with examination of three artists in the beginning, intermediate and advanced stages of their careers, who have also started out as unsigned independents with soundcloud as their preliminary platform.



Lancey Foux is an independent London futurist rapper. Through particular brand partnerships, trendy merch and a distinctive personal style, Foux has managed to amass his instagram followers to 300K. His Merch includes hoodies, underwear, trousers and socks inspired by streetwear brands like Supreme. His aesthetic is dark and futuristic, purple and blue are his identifying brand colours.

Early features with authentic artists like Skepta and Unknown T have solidified his underground credibility.

A similar trajectory with a focus on nurturing cult followings via social media align with Daemon's futurist rap niche. Androgynous streetwear merch, brand partnerships post release and strategic music collaborations will help us to build Daemon's artist profile with a highly interested audience in our target market.

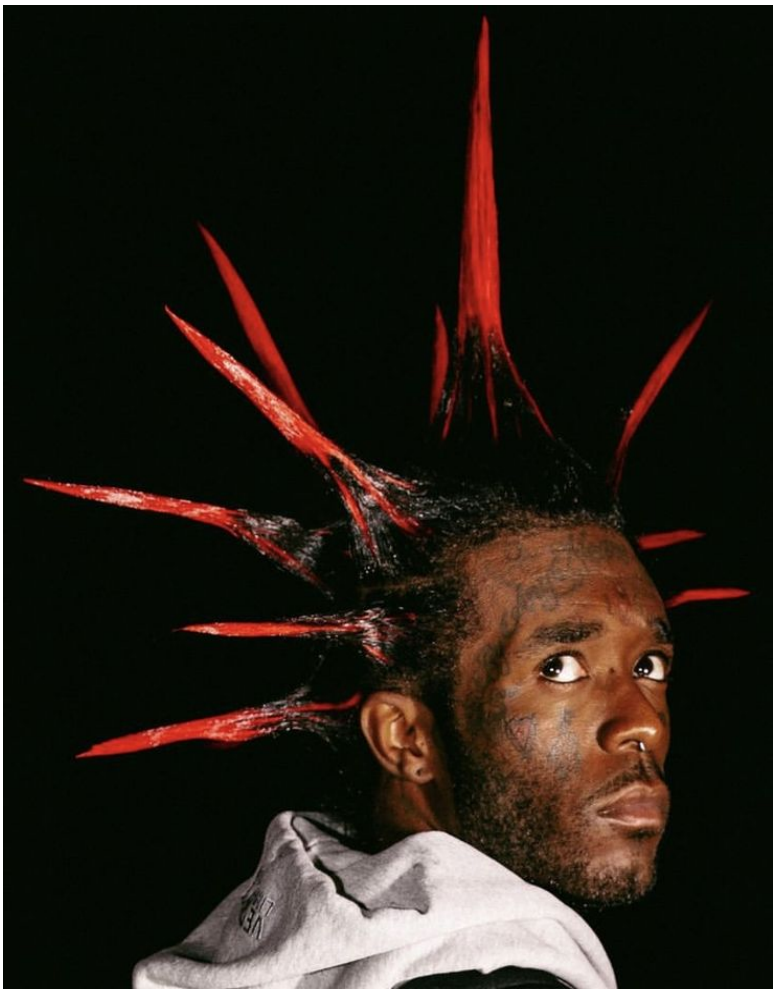


Pinkpantheress is an up and coming artist from London who rose to internet prominence through a notably successful, yet organic Tik Tok campaign, through which she was able to build trust and transparency with her audience.

This was done through posting a song everyday until her track *Just For Me* was picked up by Tik Tok's creative community in our target age range. Her experimentation with combinations of dance music genres such as drum and bass, UK garage and Pop (Tik Tok, 2022) aligns with Daemons merging of rap, pop and club genres. Similarly to Daemon, her tracks are also typically brief in length with samples from 90s dance music, appealing to the same target market of Gen Zs and young Millennials with a desire for new, futuristic sounds and blended genres.

With her track *Pain* surpassing 100 million streams on Spotify (Chart Data 2021), Pinkpantheress's output is proof of the market viability of Daemon's music, and her social media strategy of authenticity and organic growth should be replicated with Daemon to garner interest from the same demographic. Daemon will be pitched as a support act for PinkPantheress in his next release cycle, depending on his success as our client.

Lil Uzi Vert is a highly successful American rapper and songwriter. Whilst he is far more established, his branding and marketing strategies are worth noting for the release of *WAX* and the development of Daemon's artist image.



Uzi Vert has added endless intrigue to his character through his eccentric personal style, which has set him apart from the "norm" of the American Rapper. Face tattoos, piercings and androgynous fashion sense paired with his distinctive visual content are his USP and resulted in brand associations with Prada, Raf Simmons and Marni. (Edmunds, 2021) As we develop Daemon's brand we will establish him in the fashion world through relevant partnerships to expose him to new audiences and have him work with a stylist on his next release campaign.

Uzi Vert's single *I Just Wanna Rock* is an example of a successful hybrid of Jersey Club and Rap, resonating with fans in both Rap and Dance Music markets. Although he is a much larger artist, the track is one of the first that sits in the same niche as *WAX* to gain mainstream success. This was rolled out via a Tik Tok dance challenge and Uzi posting directly to fans from his social media accounts, with the track peaking at #5 on the US Spotify chart on the 19th October. (Chart Data, 2021) Again, this offers proof of demand for the type of merging of rap and dance genres that Daemon creates.

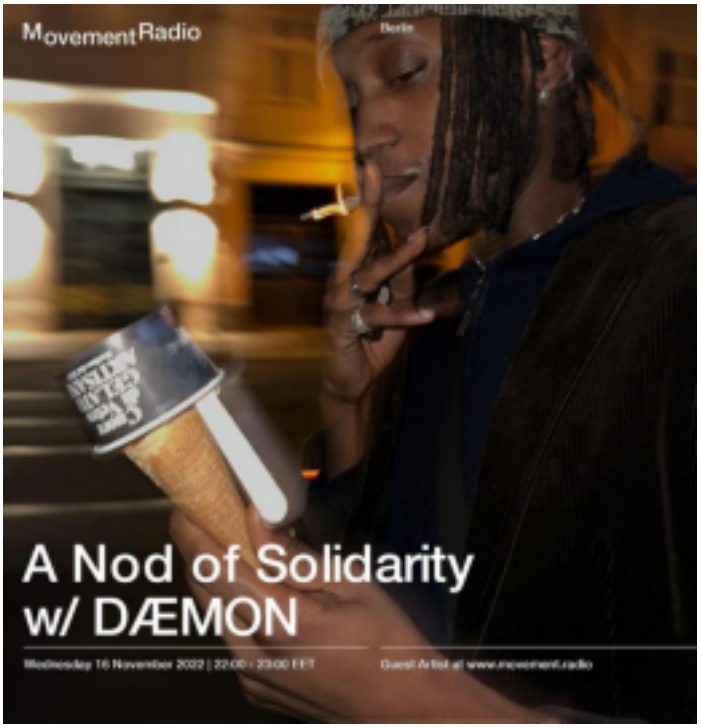
Lil Uzi extended his brand to NFTs on the *Eternal Beings* release in 2021, highlighting interest from rap consumers for more ways to interact with artist's content. Blockchain technology will be implemented in the *WAX* release campaign with an NFT drop with Pop Ex.

Font, Copywriting and Tone

It is key to keep an authentic tone and engaging copywriting with eye catching fonts, without spamming followers. Click bait titles such as “THIS JUST HAPPENED?!” or “WATCH TIL THE END...” paired with use of bold capitals, punctuation and titles attract attention and generate engagement.

Campaign Fonts:

- Avenir Next
- ***Bold Italic***
- SILOM
- *Vivaldi*



These fonts as featured on the poster will be used across his promotional content and merchandise. The way in which an Instagram caption is written presents an opportunity to influence audiences, presenting calls to action like sharing / commenting / click throughs on links resulting in ticket and merch purchases.

During the campaign, comms will consistently contain:

- Authentic, relaxed tone in line with Daemon’s voice. Light use of bay area slang to acknowledge / build his local fan base and musical history.
- Direct, intelligent and confident ideas that clearly communicate Daemon’s personal brand, as well as well styled looks / clothing.

- Glamorous, youthful and energetic captions with progressive language illustrating his ‘party rap’ image and futuristic sound.

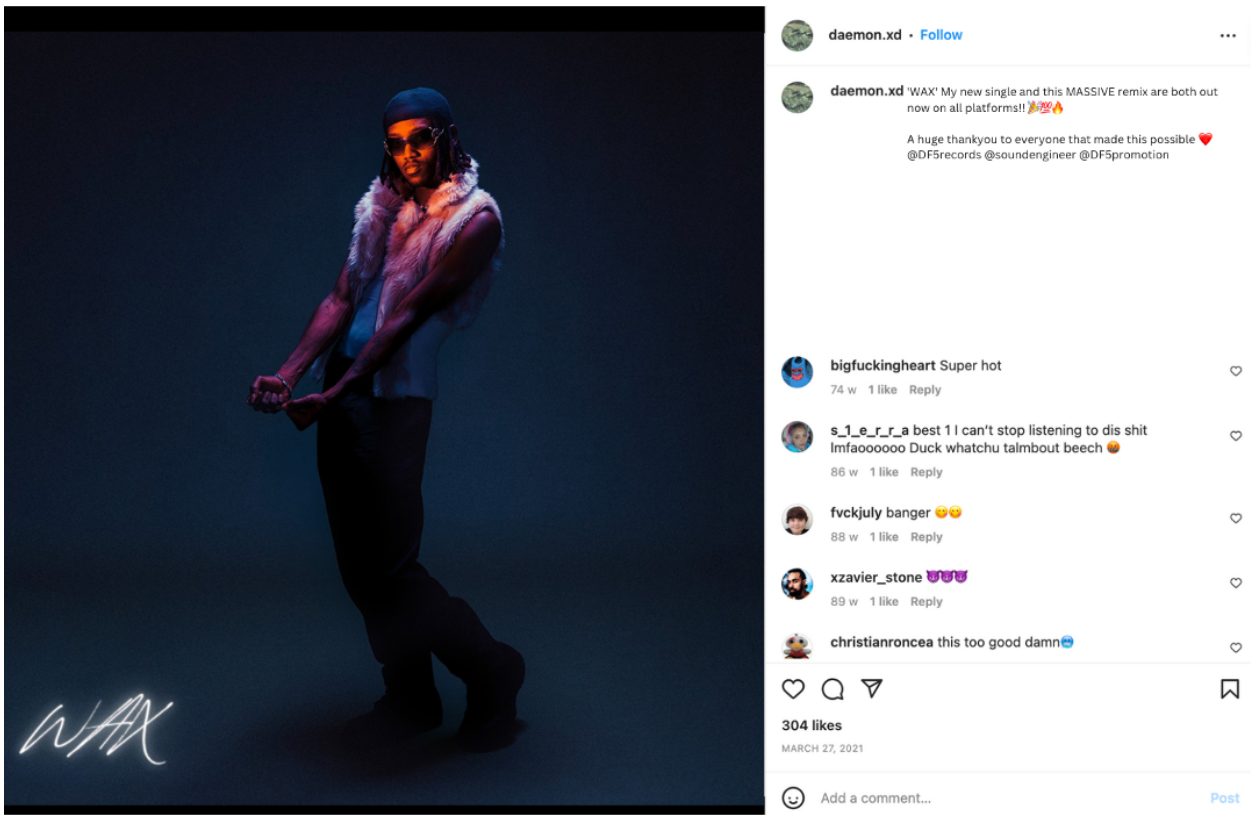


Fig. 4

Above is a mock up of the announcement post the DF5 team advise Daemon to make to promote the release on Instagram and across other socials, following the guidelines above.

Artwork



For the **single artwork**, DF5 have allocated £700 to engage a graphic designer to work on images from a previous photoshoot with Daemon (upon agreement with the photographer who is a friend of the artist) and to convert Daemon's logo into merch design.

These images will account for all *WAX* related promotional content including the remix cover and the flyer for the launch party. We have allocated an extra £250 to have posters printed for the release and put up by London based street team Hyponic.

The purple background keeps in line with Daemon's artist branding. Purple is commonly viewed as a colour with gender neutral semiotics to reflect Daemon's diverse fan base and keep his market open to new fans across gender / age. The image shows his unique personal style - glamorous yet underground - without any clear brand affiliations.

Below is Daemon's sleek futuristic logo.

Merch





The merch design is included in the package fee offered by the graphic designer, and will be printed on demand by Printfall, to be printed when ordered by fans.

Remix and Alternate Cover Art



After *WAX* is released, DF5 will run a remix competition opening the floor for fans to remix the track, where the official remix is decided by fan vote.

This will organically circulate *WAX*, as producers will likely cross post on multiple platforms to encourage their followers to vote.

The audience on a remix contest is the combined audience of each participant, therefore, if there are 20 participants with 500 followers posting the track, the original track will have an increase of a combined 10,000 potential organic reach. (Audius, 2020).

This is also an organic way to encourage user generated content and keep the single alive post release date.

The remix artwork will be covered by the original budget provided to the graphic designer for all promotional assets, and remains consistent with the agreed upon visual identity (colour scheme and tone) for the rest of the campaign.

***WAX* Music Video**



DF5 have a £700 budget for the *WAX* music video featuring the primary campaign colours; purple/ red/ blue. The video will be shot and edited by Daemon's visual collaborator who has worked across all his video content, and will be lo-fi and experimental.

Globally in rap music, video and audio streams are close in percentage in the way fans consume the genre, and rap fans stream more / are more engaged in listening to music as an activity then other fan segments. (Music Biz Org, 2018) Whilst high budget extravagant videos are not necessary in experimental rap, it is vital for the track to have an accompanying visual. Fans of both dance and rap genres are heavy digital consumers. (Music Biz Org, 2018)

Daemon NFT Release

The *WAX* campaign will include a publication of 5 NFTs, a recent monetization trend that has proved to be a viable revenue stream for artists in recent years. From February to April 2021, musicians made around $55.7 million from NFT sales. (Whitten, 2021). The wider NFT market amassed an annual revenue of close to *$18 billion with $2.6 billion* [i](Whitaker, 2022) of that revenue generated solely by NFT artwork.

In a recent U.S survey, dance and rap music - the genre hybrid *WAX* is in - fans clocked in as the highest spenders on music related products, with 53% of dance music fans and 52% of Rap fans having bought a music related product in the last 6 months. (Audience Net, 2018)



As *WAX* (and its remix) will only be released digitally, we feel NFT sales will present the opportunity to create some exclusivity around the release. By offering fans digital ownership it's possible to transfer the drive of fans that collect vinyl (which remain an essential item in the dance music industry) to purchase an NFT collectable in its place. This caters to many fan's desire for tangible connection with the artist through bespoke ownership of a product.

This will expand Daemon's earning potential beyond streaming, merch, traditional music sales and concert tickets (Whitten, 2021), and also act as a vehicle for multiple forms of content. NFT's may exist in this campaign as:

- Artwork
- Merchandise
- A direct share in an artist's royalties
- Event tickets
- A new level of authentication for artist signed goods or memorabilia
- Unreleased tracks, demos, isolated track stems, instrumentals etc.

For Daemon's first set of NFTs we will release 5 unique artworks that will be announced via his Discord, on the music NFT marketplace PopEx. This will serve as a test run to gauge the type of demand within our target market and the response from Daemon's fan base to the utilisation of these technologies in relation to his music.

The NFTs will incorporate:

- Merchandise
- Event tickets

- Exclusive content such as audio stems and unreleased demos.

The NFTs will be sold with Pop Ex taking a 5% commission. The initial marketplace upload will be free of charge. Purchases can be made via traditional payments or crypto. Daemon's visual collaborator has produced the following at no cost to build their collaborative artistic portfolio, and will take a percentage of NFT sales.

NFT mock up designs below:





Launch Event

As referenced in our budget, (Fig 1) DF5 have made a successful application to Boiler Room's open call initiative *Broadcast Lab*, where they offer a £2000 bursary for underground artists to curate their own event, with in kind support from Boiler Room's marketing, graphic design and filming teams (using Boiler Room kit). This initiative was created to support emerging talent and will add a vital cash injection to the campaign.



The event is then streamed via Boiler Room's Youtube and website, as well as promoted on their social media platforms. Boiler Room has a social media reach of:

- Instagram - 1.5million
- Tik Tok - 1.5million
- Facebook - 3019187 likes

Daemon's live streamed launch for *WAX* will be promoted across said platforms - a highly effective way to expose him to Boiler Room's audience. In a global survey, Boiler Room found their main consumers to be Gen Z's born between 1995 and 2010, with fluid attitudes to sexuality, identity and music styles (Keeble, 2022) our target demographic. The live stream with Boiler Room takes place on WAX release day to maximise engagement.

Release Schedule:

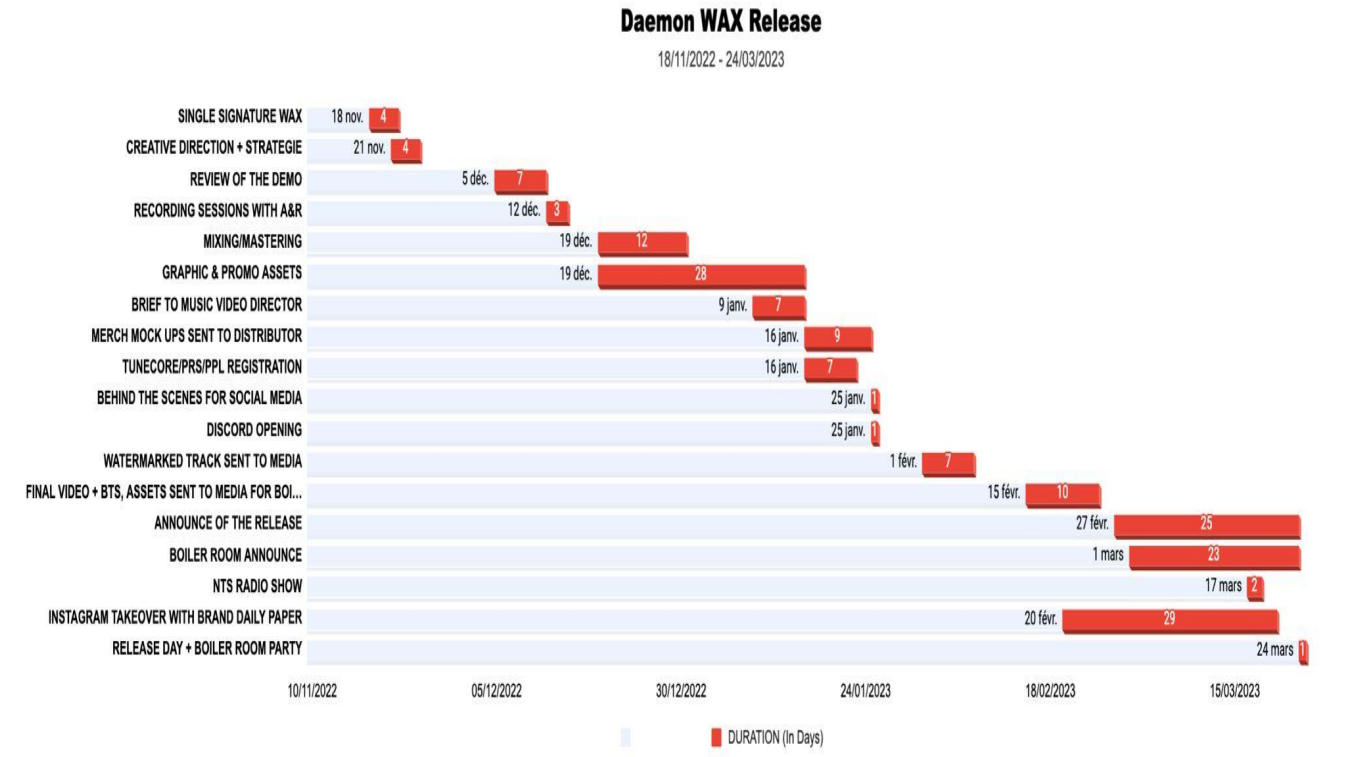


Fig. 5

Fig. 5 shows a release schedule overview, whilst Fig. 6 beneath is a more detailed chart with action points for internal use by DF5 Records:

Date	Task
November 18th 2022:	DF5 Records signs the single WAX + a remix by Daemon. Contract to be returned by the end of November by both parties.
November 21st 2022:	Label and artist meet to discuss creative direction + strategy and artist objectives.
Week 5th of December 2023:	WAX Demo to be reviewed with a one week contingency for any samples to be replayed / removed by producer.
Week beginning 12th December 2022:	Two studio sessions at Pirate Studios for artist and producer to record final version of WAX with A&R present for feedback.
Week 19th December 2023:	Hand in date for final recording to be sent off to Air Studios for mixing / mastering process. 1 week contingency for feedback. Brief graphic designer for assets - to use images previous photo shoot with the artist.
	Break for Holiday Season
Week of 9th January 2023:	Track and brief to be sent to music video director. Treatment and shoot schedule to be returned by the 16th for review by label and artist.
16th January 2023:	All digital promo assets complete. Merch sent to Printfall for mock ups for on demand printing. Upload track to tune core for distribution. Complete registration with collection services PRS / PPL etc.
25th January 2023:	Music video shoot. Behind the scenes content recorded for social media teasers. Open a discord for the artists fan base for fans to engage across the release campaign.
1st February 2023:	Watermarked Track to be sent out to several media outlets for review including Dazed, Resident Advisor, Native Magazine etc for initial listening via Fat Drop. Upload to ever-green pre save, seed snippet track for Daemon's instagram / tik tok and influencers.
15th February 2023:	Hand in final edit for music video with extra behind the scenes assets. Full edit of Music Video sent to traditional press outlets, with pitch for announcement of track + Music Video. Press pack with music video and assets sent to Boiler Room to pitch for launch party collaboration - suggested event date aligns with release date.
Monday 27th February 2023:	Daemon to announce release on socials.
Wednesday 1st March 2023:	Boiler Room announce launch party through their channels.
Friday 17th March 2023:	Daemon NTS Radio Show - 2-3PM.
Friday 24th March 2023	**RELEASE DATE + BOILER ROOM LAUNCH EVENT**

Fig. 6

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