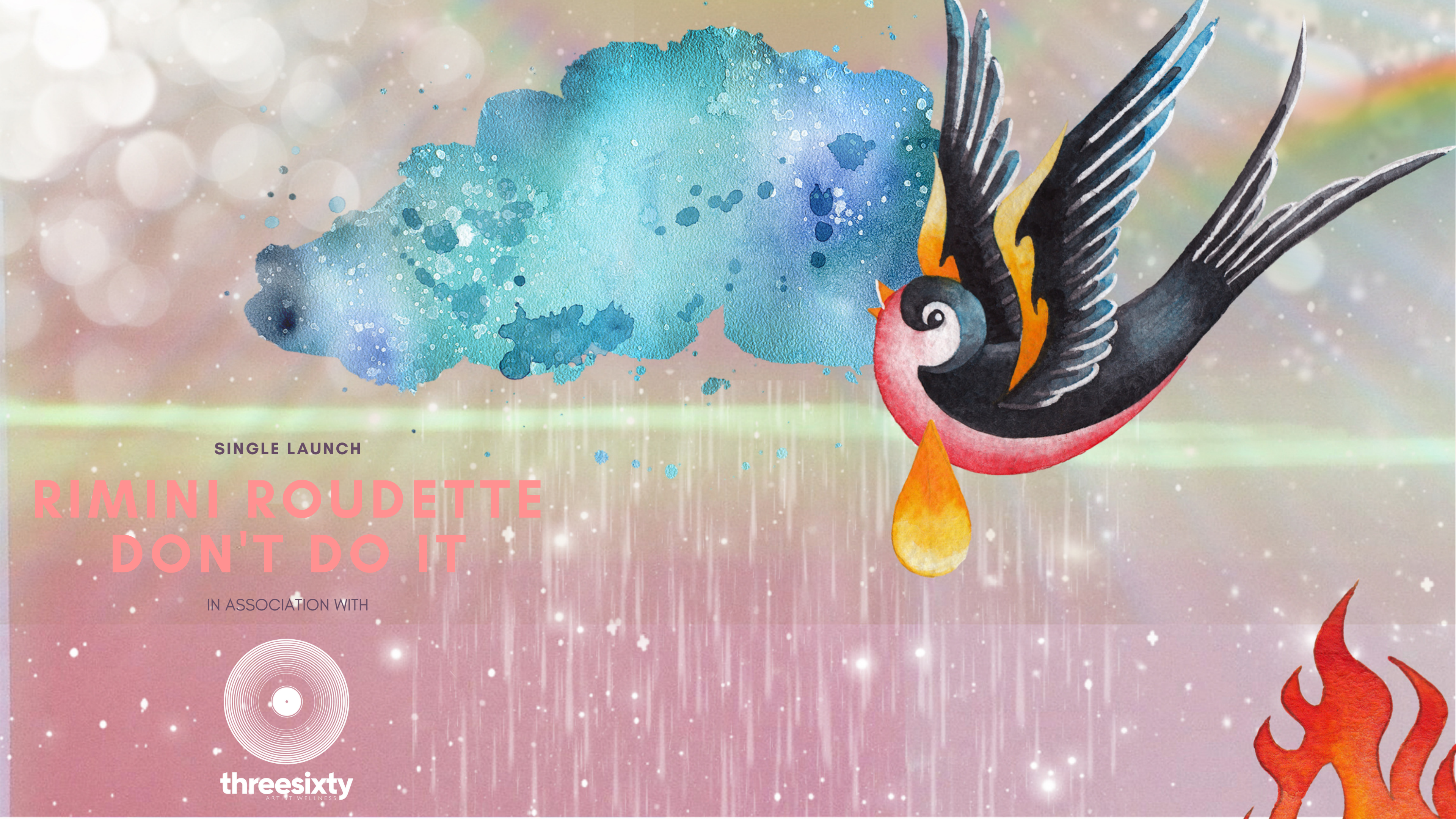




SINGLE LAUNCH

RIMINI ROUDETTE DON'T DO IT

IN ASSOCIATION WITH



threesixty
ARTIST WELLNESS

OUR DISCUSSION POINTS

EP Concept

The Single

The Target Listener



Marketing

Timeline

Budget

Future & Additional Funding

STARLIGHT EP CONCEPT

Each single from the EP will tell a story of transformation using music and visuals, thus creating an artist platform that serves the wider community to elevate and educate people on the tools used to create inner transformation. Each story / single will together be a chapter within an overarching story.

This will be done tapping into the existing dance music world – giving people what they need as well as what they want... big tunes to dance too!

Thus making is strongly commercially viable in the long run.



CREATING A SOUND THAT BRIGDES THE GAP BETWEEN WELLNESS AND MUSIC

Each song will speak to an element of life that will help the listener to step into their power, overcoming doubt, depression / imposter syndrome.

CUTTING-EDGE TECHNOLOGY

To build a core group of core fans that will also benefit from the success of the project.

USING BIG BEATS TO CREATE BIG BREAKTHROUGHS

Existential shifts in ones core identity comes from elevated emotional states. So using music especially tuned to 432 and using binaural tech we can tap into that space of transformation and use joy as a catalyst. combined with conscious lyric and animated story telling we will take the listener on a profound healing journey





THE BRAND

INTEGRITY, ETHEREAL, WELLBEING,
CREATIVITY AND JOY IS AT THE
HEART OF EVERYTHING PRODUCED.

FROM MUSICAL TUNING TO 432HZ,
CONSCIOUS LYRICAL CONTENT,
ETHICALLY SOURCED MERCH, RICH
STORY TELLING IN ANIMATION,
BRAND AMBASSADORS WHO ALSO
GAIN FROM THE SUCCESS. WE ARE
CREATING A MOVEMENT AS WELL
AS BANGING MUSIC.



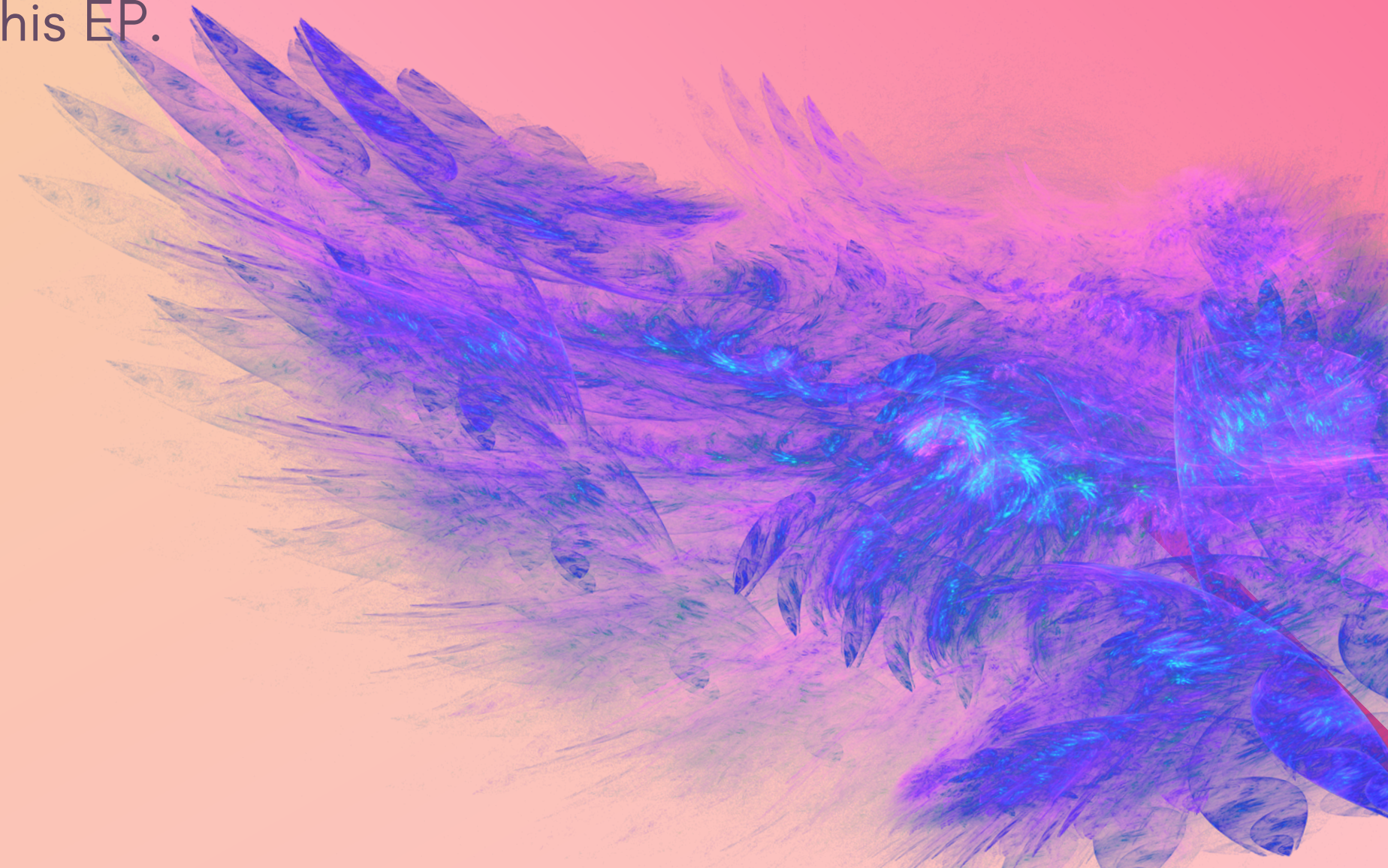
CORE AUDIENCE

IDENTIFY AND CULTIVATE MUSIC LOVERS WHO ARE ALSO ON A JOURNEY OF SELF DISCOVERY AND EMPOWERMENT. EITHER ALREADY ESTABLISHED IN THE PERSONAL DEVELOPMENT ARENA OR GOING THROUGH THEIR OWN CRISIS MOMENTS AND ARE SEEKING KNOWLEDGE TO TRANSFORM THEIR INNER WORLD.

POST THE INTIAL 3 SINGLES RIMINI HAS A CORE FAN BASE OF 150 ENGAGED AUDIENCE

TURNING OUR DREAMS INTO REALITY

Bob Marley was a huge influencer and progressive thought leader and yet his music always felt up-lifting. This is what we aim to do with this EP.





Don't do it.

Lyrics that when sung and learnt create a road map to inner joy. All about releasing negative thought patterns that keep you from creating your dreams.



The Strategy

The following strategy is post the initial artist launch where 3 singles were promoted to raise awareness and create the first 150 core fan email database.

This was done with a combination of organic content sharing and an add spend of £250 per single across all social media platforms to drive awareness through 3-5 impressions.

Following that, a CTA was activated and they were invited to register and become part of the Starlight community to gain access to exclusive content. Of which 1% converted creating 150 core fans.

We also closely monitored the Spotify play and once listens dropped to half the initial listens that was go time for the next release (Unhurd, 22)



TACTIC 1- LEVERAGING PUBLIC CELEBRATIONS

Utilise # on key dates celebrated globally and create discussions around the topics, have interviews with charities and other artists with platforms who care about the subject. Which will be uploaded to the 360artistwellness.com blog and across artists socials.

WORLD TEEN MENTAL
HEALTH DAY

DIVERSITY DAY

WOMENS DAY

WORLD HEALTH DAY

MENTAL HEALTH DAY

TACTIC 2- COMPETITIONS

Due to the nature of the track it will lend itself well to having different remix's across a variety of genres.

Create hype using <https://kreasound.com/> where the winners get an official remix release, win a spot on a creative wellness retreat, exclusive early access to NFT's.

Remix competition promoted across all platforms organic and paid including linktree. Utilising the Unhurd infrastructure .

PROMOTE ON TIKTOK

FACEBOOK

AFEM
*DEPENDING ON
ADDITIONAL FUNDING

INSTAGRAM

DOORLY

Ask him to reach out to his network of producers on his label

MIXCLOUD AND
SOUNDCLOUD

TACTIC 3- PR

Tap into the conversation around mental health, conversation / wellbeing conversation.

Interview charities & celebrity DJ's I know who care about this topic such as Doorly and also invite them to do a remix and take part in the creative retreat.

WOMEN IN MUSIC

BAPAM

DOORLY & WILL
CLARKE

MOVE THE NEEDLE

HELP MUSICIANS

360 ARTIST WELLNESS
BLOG

TACTIC 4-LIVE

There will be a number of performances to support the single release using the Gig Realm platform, patreon and my additional promotor network to create a comprehensive live promotional element.

APPROACH BBC
INTRODUCING

GIG REALM

TILEYARD EVENTS

CONTACT FESTIVALS

CONTACT LONDON
PROMOTERS FOR
SETS

PATREON

TACTIC 5-SOCIAL MEDIA & PAID ADS

Targeted social media campaign using the profile data from the email database, we will upload to FB to target people similar profiles using the Unhurd platform .

Organic scheduled content, using social media influencers and DJ community to promote using affiliate links so people also get paid on any sales generated on things like merch and NFT's

TACTIC 6- COLECTIBLE MERCH

Stills will also be used to create ethically created merch such as a hoody and t-shirts and caps. Those who collect an image from each chapter (single release) will be added to a core fan group with special perks and added to a raffle to win the big prize of life time access to gigs

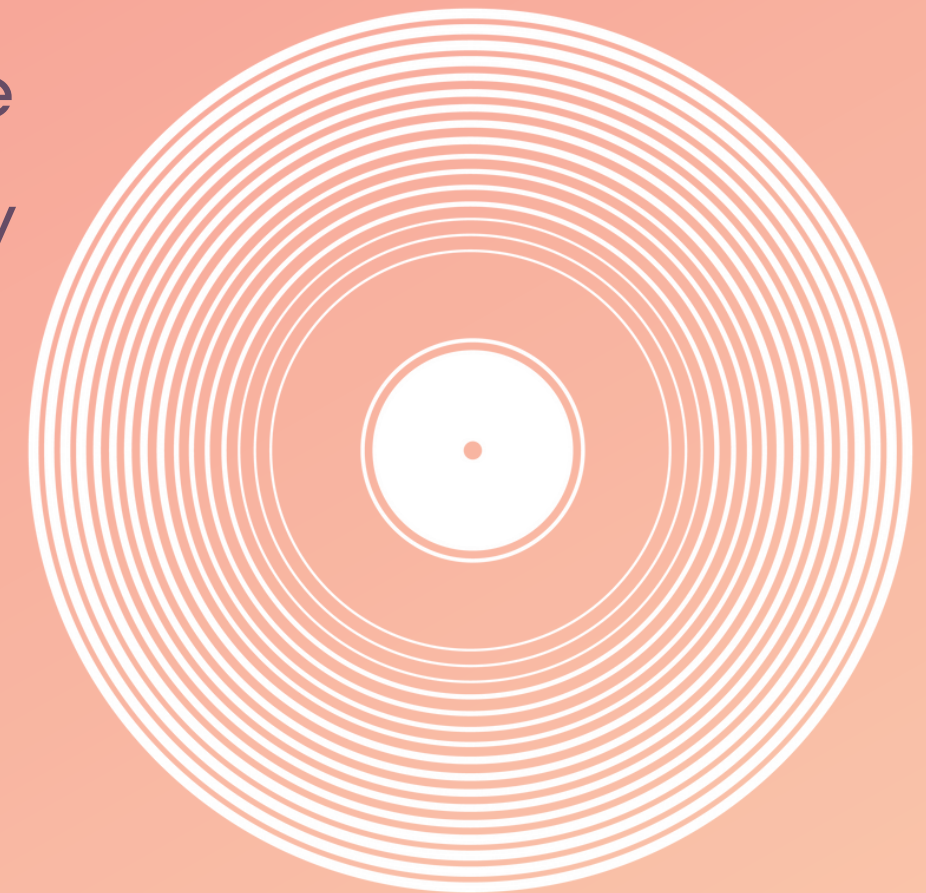
To be on brand the merch needs to be ethical and organic so ordering large amounts initially is prohibitive .



TACTIC 7- ANIMATED LYRIC VIDEO

There will be an animated video & lyric video to support each chapter with the EP being a short mini musical (ish) series when the shorts are watched back to back will form a short animated film.

Which will be promoted using Distro Vid and created using the platform <https://www.animaker.com/> which is free and specifically support musicians with different features.



TACTIC 8- NFT'S

Create core fans to drive loyalty using NFT's collection and merchandise that when collected unlock specials benefits and perks like AAA access.

The NFT's will be stills from the animated videos that accompany the singles.

NFT'S will use the POPex Platform.





ADDITIONAL PLATFORMS USED

Platforms to support in promotion and distribution and content creation;

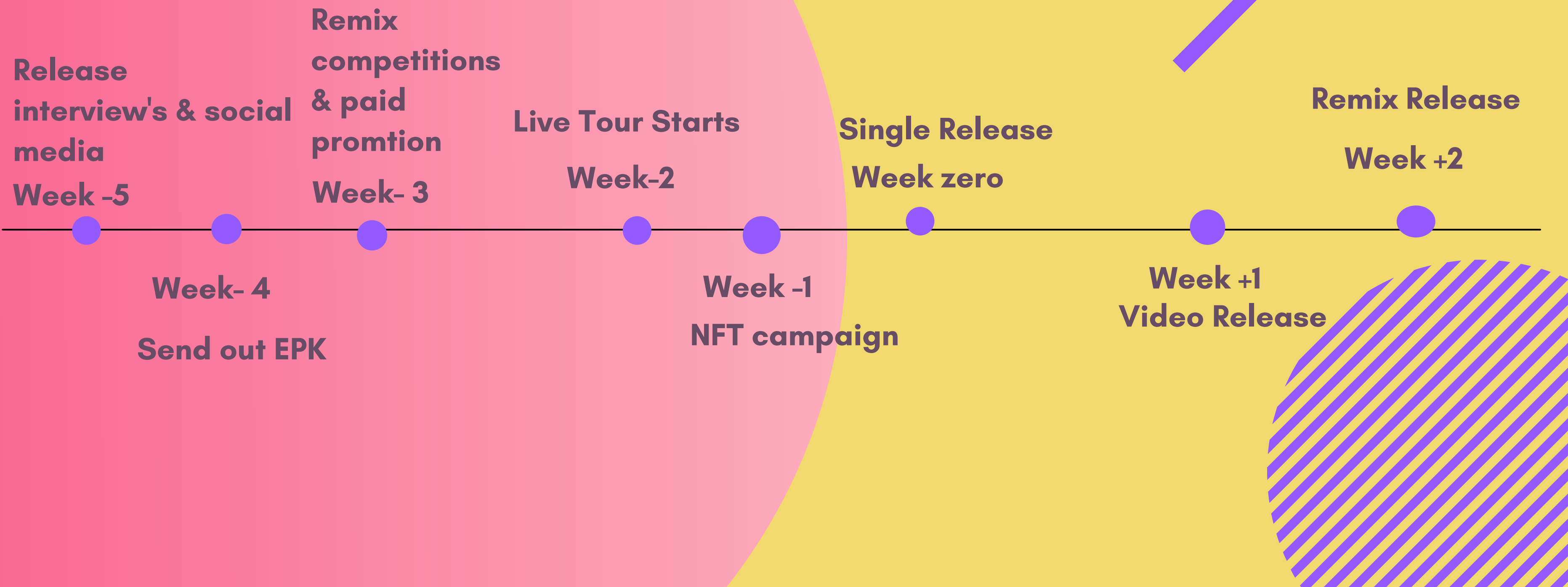
<https://www.submithub.com> to access labels

Tunecore.com – for distribution– benefits scheduled release day and cheaper, plus get more royalties

<https://distrovid.com> to distribute the video platforms

Unhurd for playlists

8 Week Single Timeline



THE BUDGET

We have a starting budget of £500 which we intend to grow through gig ticket sales, Merch sales, NFT Sales and sponsorship.

NFT's raise £251 if we sell 15 @ £18

Merchandise cost of £8.88 per T, sold at £25 will give an ROI of £161.2 if we sell 50% (aka 10 items)

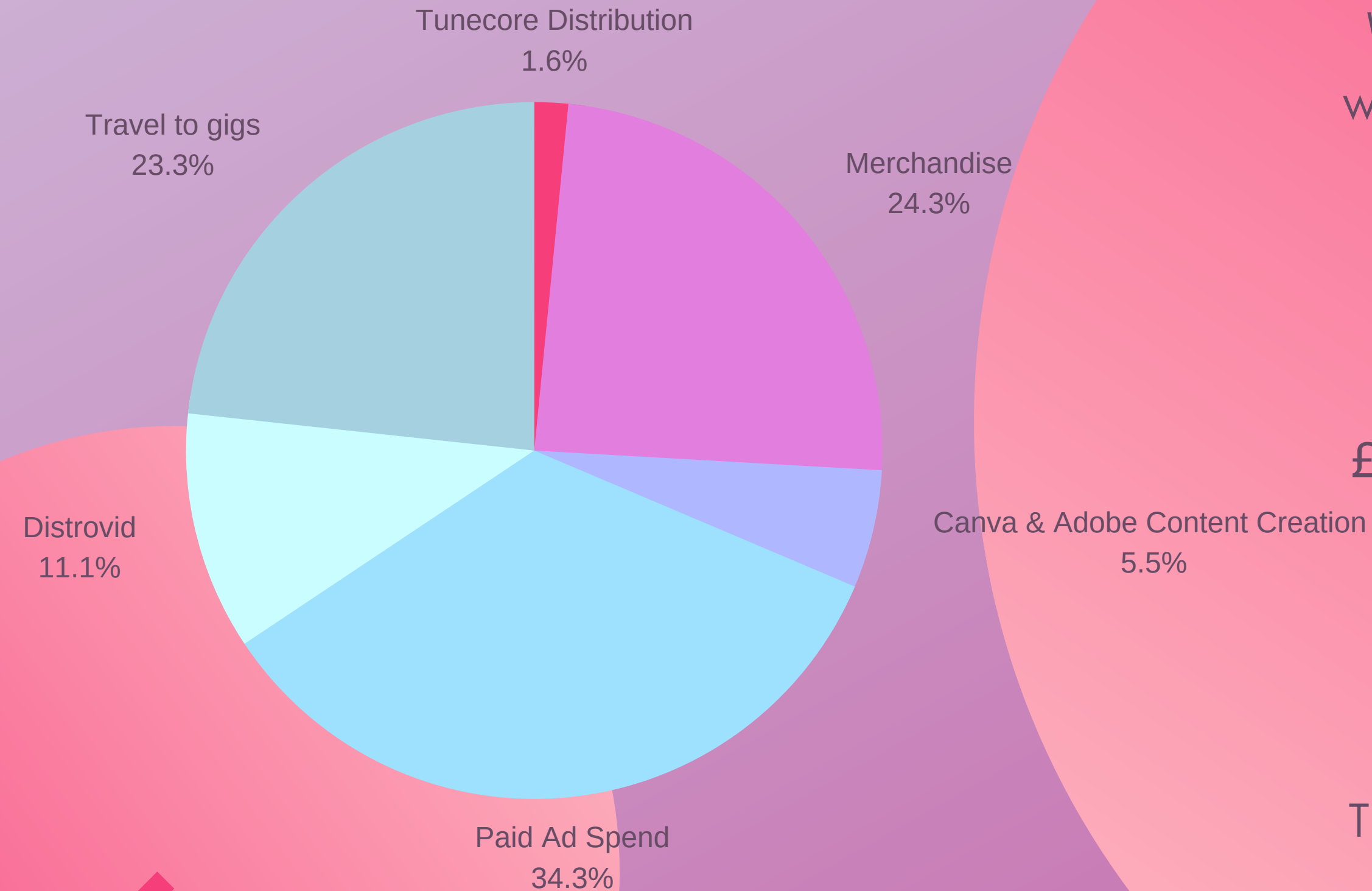
Gigs x 7 @ £150 per gig = £1050

Total spend = £748.72

Therefore we will have a working budget of £1232.48

All sponsorship will be reinvested to elevate momentum

Total Spend





ADDITIONAL IDEAS & AREAS FOR FUNDING

As the porject intends to create an impact and raise awreness – additonal funding may be available through hackney coucnil who are offering up to 80k for projects that support locally with mental health

Create a record label called Sunshine Records that develops thier artists with wellbeing at the core.

Arts Council

Hackney Council

BAPAM

Help Musicians

Patreon – monthly coaching online lives

<https://www.beatbread.com/>

BINUARAL BEATS

Used to create a meditative state when listening.

Once the project has started building momentum I will be approaching sponsorship from binaural beat headphone manufacturer such as Bose as independent research shows them to be the market leaders.





FACEBOOK

Rimini Roudette Msuchamp



TWITTER

@minimusic



INSTAGRAM

@riminiroudette



threesixty
ARTIST WELLNESS



**Music is the movement of
sound to reach the soul for the
education of its virtue.**

PLATO

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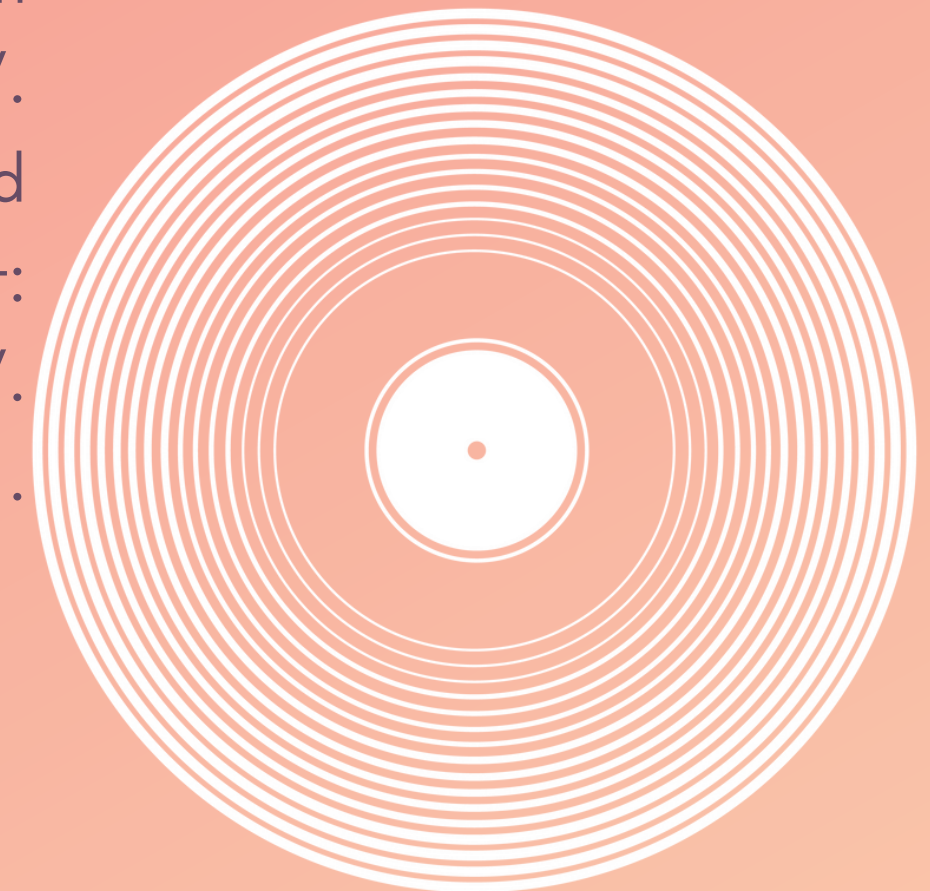
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