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Module: Entertainment Marketing
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Assemble a marketing report (4000 words) comprising of the marketing strategy, marketing budget, marketing timeline, marketing project plan and marketing asset deliverables for the release of an original artist's album, single, national and international promotion and UK / European live promotional tour.

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Introduction/Abstract

For this assignment, I will be detailing a marketing plan for a newly emerging Drill/Grime artist named FME from North London, England but of Sierra Leonean descent. I will oversee, contribute and advise on aspects such as artist objectives and goals, analysis of the audience and market, branding, EPK, marketing strategy & timeline for the pre-release/release day and post-production of his introductory single 'Unruly' coming out....

FME is an unsigned independent artist 'Arguably although the independent route may be deemed as not the easiest mainly to fund's. (<https://www.facebook.com/thebalancecom>, 2019) I think efforts to focus on an acute strategy will leave no room for error. Following this marketing plan, I will detail going forward intentions for the U.K. & European and plans to release an album.

Introduction of FME

FME is a British rapper and songwriter who was born and grew up in the heart of Hoxton N1, London.

His excursion commenced at a young age when he received a keyboard, sparking his interest in music. From this moment on, he began to showcase his flair on stages at talent shows. His skill lyrically soon came to light at many open mic nights.

FME's parents are both from Sierra Leone, meaning that throughout his time he has spent a lot of years going back and forth between London and Sierra Leone. This has led to a wide array of experiences growing up in these two very different locations. Much of FME's artistry is relaying stories and situations involving these areas through his music. He is extremely connected to his cultural background and the music he produces is honestly what he wants to listen to.

FME is not tied to one genre, he has styles of UK Drill/Rap, Grime and even Krio music coming, much of the tracks he will release are written throughout the last decade and been finalised in more recent times. FME has established a distinctive tone with unique adlibs so you can always tell when it's him. Demonstrating his diverse flows that come in English and Krio – the language is spoken in Sierra Leone, really gives him his lane with the ability to switch it up like this.

Committed to breaking down barriers, FME is here to mesh together London and Sierra Leone.

SWOT Analysis

I think when working with an artist it is key to identify their strength, weakness and also threats at the start of any journey or campaign. I think doing a SWOT analysis will enable every chance of success for FME. Use the identified Strengths of your analysis to overcome

your Weaknesses. By the same token, take your Opportunities to battle the Threats. (Probst, 2020). I have enlisted a

Strengths	Weakness
• Has a small cult following in London and Sierra Leone • Has a home studio and a competent producer. • Has management • Has good industry relationships Proficient in multiple genres of music	• Low capital. • Lack of live performing. • Low-quality video production
Opportunities	Threats
• Growth of nice markets • Bridging the gap between UK and African (Specifically Sierra Leone Drill music). • Eligible for the MOBO – Help Musicians initiative and collaboration between Mobo and Help the Musicians Fund ‘to have a cohort of artists in receipt of creative funding, business and well-being support’. (MOBO Organisation, 2017)	• Meeting demands of fans • Drill/Grime artist signed to major labels (More capital and a vast network at their disposal)

Table 1

Objectives

After looking at the SWOT analysis I’ve also factored in the artist’s needs. Alongside the required components project, I’ve listed some of the key objectives. the table is divided by the objectives and where we are currently at in the campaign so it so can be reflected. This is a simplistic example, Industry-standard would be to use a project management tool, sites like Monday.com, Trello and Asana ‘offer you the ability to manage complex projects with ease and clarity. (monday.com, 2020)

Objectives	Currently
Increase visibility on social media channels	Only on Instagram at present with little to the presence
At least 20,000-50,000 views on YouTube within the first month of ‘Unruly’ video	No music video out at the moment,

Develop a meaningful fanbase	Has a small following in North & East London. Overseas fans in Sierra Leone
Develop network within the music industry	Has a small pool of industry peers.
Secure tour/festival dates in and around Europe.	None booked. As of yet.

Table 2

Figure 1. (below) is an example of a previous campaign I worked on which shows a more detailed project management analysis, this will be the same tool used for FME'S Campaign.

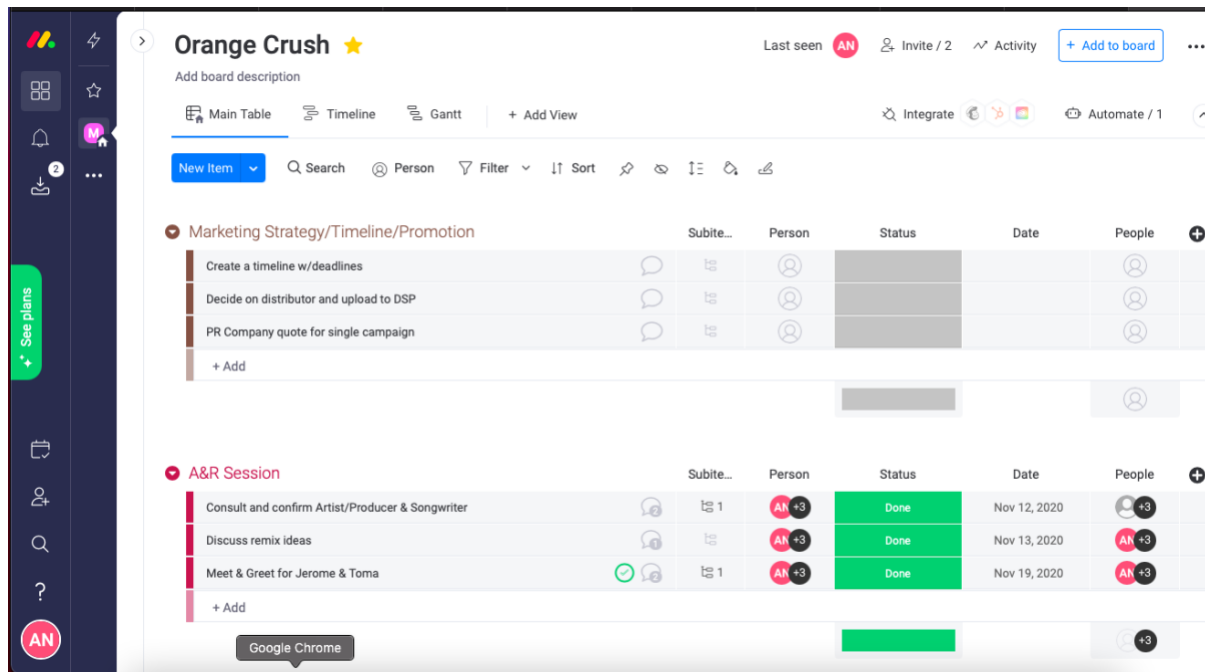


Figure 1. (monday.com, 27AD)

Audience

'Finding your audience is the key to building a strategy around reaching your true fans effectively' (Nguyen, 2019). For FME to capitalise and gain success I think it's important to identify his nice audience in the fundamental stages, I think a misconception of any artist or musician would be in the early stages trying to appeal to everyone. I think keeping in mind his genre style is relatively new and emerging we should focus on the psychographics and demographics of his audience to then enable us to move forward, engage fans and grow.

Demographics	
Age	13-35
Gender	Males
Race and Ethnicity	2 nd generation immigrant
Marital Status	Single
Education	Less than high school degree/High school degree/ some college but no degree/
Employment	Self-Employed/Entrepreneur

Psychographics	
Personalities	Young people who are money orientated, confident,
Lifestyle	Enjoy clubbing, 'A Hustle Lifestyle', the influence of being around drugs, homelessness, prison, complexities of living in a low-income household, 'growing up in the ghetto', interested
Interests	
Opinions/Attitudes/Beliefs	Family First, Religion and God

In relation to the psychographics and demographics of the target market, it will have to be reflective of the type of consumer buying the first single.

- Income of consumers added to the main essay
- The price point for release

I think as we approach pricing for the single and EP the fanbase and demographics have has to play an indication on price point.

Branding

'Branding is a visual representation of identity and the best artists in history are all about identity and identifying with their audience'. (Hillman, 2018a). FME has some effortless branding elements which will explore throughout his campaign

Then Name (FME) – FME'S real name Fame which FME is an abbreviated acronym of the word. We will explore the use of 'Fame' within the marketing campaign.

The logo FME (see below)



The artwork designed by 'The Content Designer' encapsulates the urbanised areas within London, referencing a council estate, and the distress markings within the font of the faded graffiti around London. I thought although simplistic in style and execution was a brilliant starting point for a logo and aligned with FME's story.

(Pic)

One of FME distinguishing features is that he wears a mask, speaking to FME he said, "I want the focus to be on the music and production rather than it being about my face". I took from that the mask could be representative of who he's speaking to rather than showing his face and being able to stereotype him or confining him into one box, he agreed.

I also liked the approach of him thinking about his legacy as an artist, unconventional, yes but it will enable me to be more creative and flexible on the campaign.
We've seen masks from other notable acts such as Sia, Daft Punk, Slipknot and M Huncho. Comparatively, M Huncho who is within the same genre scope also FME has seen chart success in the UK top 40 with both singles and albums.

EPK

An EPK is 'the musician's resume' (Pacheo, 2017) the EPK will be produced by The Visionaries who have produced similar works for artists such as Ghetts and Pa Salieu both grime artists. The Visionaries who quote themselves as delivering 'subtle storytelling, which takes the everyday human experience and makes it sublime. This is particularly true of working-class communities within the most liminal of spaces and underrepresented of communities.' I thought this would be brilliant in alignment with FME but also to work creatively with ethnic minorities makes the project all that more representative.

The EPK will include: Music, Bio, Photos/Artwork, Videos, Links, Past Press, Accomplishments and Contact info.

Marketing Strategy/Timeline

A marketing strategy is an absolute necessity for a music marketing campaign, though it's not isolated to one industry. whether you have 100 or 10 million fans a strategy will always need to be executed the industry is rapidly evolving and FME's campaign must be carved out with a clear vision and objectives.

'The difference between a winning campaign and a wimpy one is engagement' the more time spent on a clear strategy the more opportunities the more you have to sell.

Detailed below is a timeline of components within the campaign from the stages of pre-release, release, and post-release.

Pre-Release

	Action/Objectives	Date	Deadline
Budget	- Social Media - Digital Advertising - Publicity - Show release - Promotional Materials	TBC	TBC – Ongoing

Music	- 'Unruly' mixed and mastered	11/1	11/1
Lyric Video	- Ideas for a lyric for single	13/1	11/1
Organising Assets	- Artist Bio - EPK content - Press Photos - Artwork - Audio/Visual teasers	4/1	Ongoing
Music Video	- Music Video ideas - Treatment - Finalise Director	15/1	26/1
Marketing and Promo	- Social media (Sponsored posts) - Twitter - YouTube	4/1	8/2
Create or Update of Website	- Website build	4/1	
Update Social Media	- Checking bios - Contact info - Wikipedia - Headers - Release info update - Images	4/1	11/1
Work on Mailing List	- sign up on available on the website and social pages	4/1	11/1
Social Influencers	- Onboard press/industry contacts/peers	18/1	25/1
Radio	- Onboard radio and online radio	18/1	
Music Distribution	- Assign a distributor	4/1	18/1
Digital Services	- Content updated - Profile Images	4/1	18/1

	- Song Art - Apple music connect		
Merch			
Live Shows	- Colours - Fire in the Booth	8/2	14/2
Release day			19/2

Music

The first single is 'Unruly' significantly or if not the important asset to any musician releasing music. The song is produced by Chris Rich, mixed and mastered by Goodbyechase. The song itself a punchy Grime/Drill track. Can be listened to t:

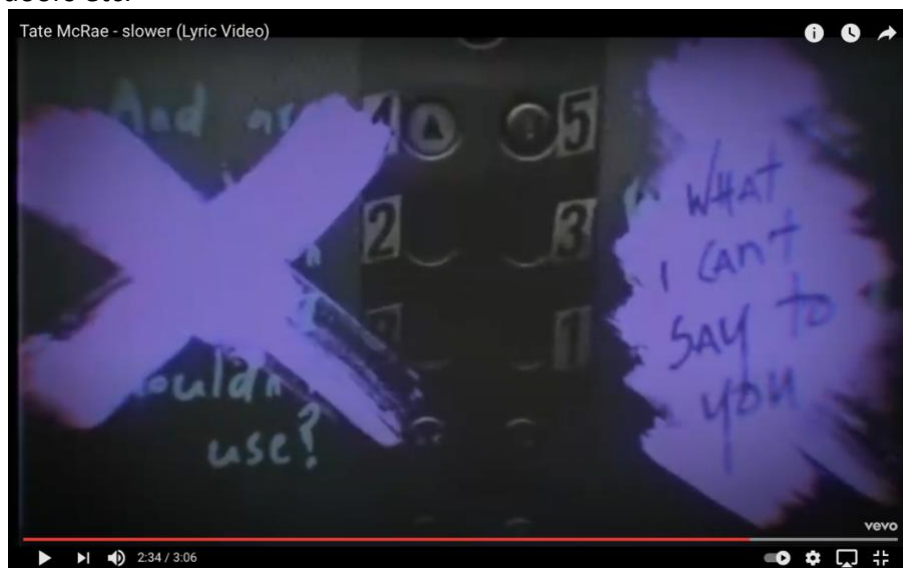
<https://www.youtube.com/watch?v=HJnea1umVKg>

Lyric Video

A lyric video will be coming out pre-release of the music video, this is to keep fans stimulated in the run-up to release day. With a budget in mind, I've decided to create the lyric video on the online music video app: Rotor Videos <https://rotorvideos.com>.

'It provides the video footage, motion graphics and special effects quality that musicians want for a professional look and feels with the ease of use musicians need' (Owens, 2021) with affordability in mind.

A Reference video that will be in a similar style to FME's lyric video can be seen at <https://www.youtube.com/watch?v=zvpo0STisUI> the lyric video will be showing up in different places. Specifically housing estates within those elevator and elevator doors, stairs, bannisters doors etc.

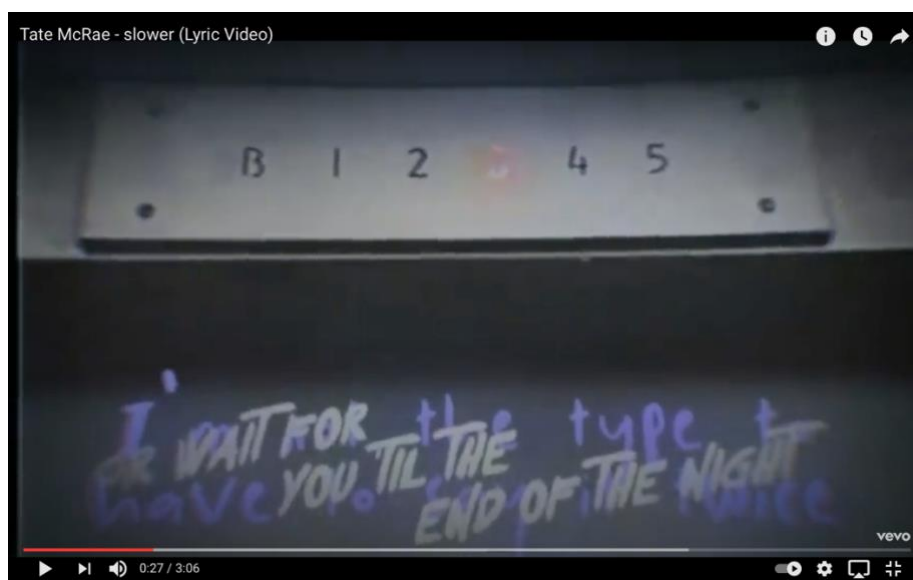


(Macrae, 2021)



(Macrae, 2021)

The font of the lyrics will come upon graffiti or within the font of the respective object



(Macrae, 2021)

This stays true to The FME story and creates a familiarity with his fan or targeted audience.

Organising Assets

Bio – Can be seen in heading 'Introduction to FME' will be used for social media Press Photos and on all DSP's.

Photos- we will be working with the photographer: ShotbymusicaalD , Daniel specialises in photography for music artists. His clientele included Dizzee Rascal, Wiley and Misha B. His artist approach and editing in photos give a very fresh approach and tonal quality towards artist:

Photos can be seen here:

<https://drive.google.com/file/d/1qcV2-F5L0NssRSC-m7YTpAeiv1bh1PAH/view?usp=sharing>

The photos take will be used for social media, Press, EPK etc.

Daniel's fee will be reflected in the budget sheet below.

Live Video

the video will be directed and produced by Shutter God's videos whose videos have accumulated to 50 million views online. The video for 'Unruly' can be seen here:

<https://www.youtube.com/watch?v=OrR4KoQrNWI>

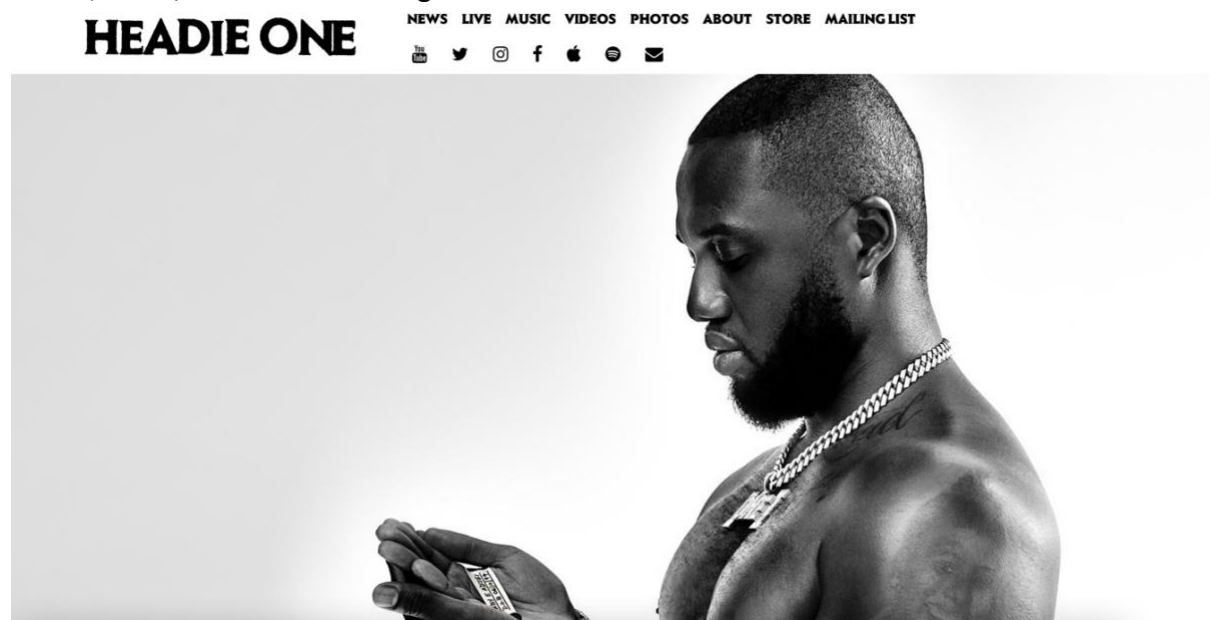
The treatment for the video can be seen:

https://drive.google.com/drive/folders/1WDmjOgPhIkGr_ErpbN4g-7GdTTHZmDrB?usp=sharing

The video will be used in the campaign for marketing and promotional elements which will be detailed below.

Create or Update of Website

For any artist their website is a central hub, I would advise FME on making sure his website is living like an EPK it will have crucial information such as News, Live, Music, Videos, Photos, About, Store/Merch and Mailing.



I would recommend for an independent artist like FME to use a website like Squarespace (<https://www.squarespace.com/>) it is an award-winning platform that lends itself to being an all-in-one website builder. Membership includes templates, drag and drops features as well as your domain name.

Social Influencers

Part of the campaign is to significantly extend FME's visibility and scope to achieve success. I have listed below with whom I have a working relationship but also have a social presence in the industry. Having these key 'Tastemakers' onboard I believe would have tremendous benefits. These people and platforms have been instrumental in the success of other notable acts within the genres. This will extend FME's reach to a new audience, increase his network gain new fans.

	Role
Sam Lee (Music Streaming service)	Editor at music streaming service Deezer.
DJ Ace (Radio)	• Club DJ • Presenter on BBC Radio 1Xtra
The Needle Drop (Music critic)	• 2.34 Million subscribers
LayedBakDFR – Jamond Hart	• 1.9millionon subscribers on YouTube
GRM Daily (Website & YouTube channel)	• 3.79 million subscribers • One of the leading hubs for Grime and Rap in the U.K.
Caroline Simionescu-Marin	• Music A&R, Blogger and Agent.
Mixtape Madness (Website & YouTube channel)	• U.K. number 1 portal for Urban Music and Entertainment • 1.14m subscribers with over 840 million views.

Playlists

With playlists streaming on average a billion streams per week, it is now, more important for musicians to not release music but be filtered into these playlists on DSP's. whilst we will use ditto as a distribution tool for the release of 'Unruly' notable playlists we will try to feature on are:

- Grime Shutdown – Playlist on Spotify, 758,592 likes.
- Grime + UK Rap – Red Bull Playlist on Spotify, 22,168 likes
- Grime Essentials – Apple Music

Whilst playlists seem like an integral part for artists to gain success nowadays, the process of getting to here proves to be somewhat complex and the onus being of somewhat a person or person opinion. Spotify has an editorial team in every country and within that, the global curation team will share music that they are listening to from that each country will

put it on the respective playlist. However, the format Spotify is one of the leading streaming services. I will be using Spotify's Artists tool to pitch 'Unruly' for him to put into the playlist pool

Radio

Radio proves to still be the most important form of media across all media platforms (Radio.co, 2020). For a new artist to be supported by a radio station on the first release is an incredible achievement. Focusing on FME's target audience he would be suited to radio shows such as BBC Radio 1xtra, No Signal Radio and BBC1 Radio 1.

BBC Radio 1

- FME fits the demographic of 15-29 (NichoJ23, 2015)
- Person to contact Chris Smith (Head of Music)

'After 7 pm the station goes into a specialist and the music is picked DJ's and show teams. (BBC, 2016)

- Realistically he would be pitched in on the 'C-List' or 'In New Music, We Trust' on radio 1 want to pitch new artists alongside existing ones so there is room for a new artist like FME.

Here is a link to BBC's Radio Analysis report for further context:

http://downloads.bbc.co.uk/bbctrust/assets/files/pdf/our_work/music_radio/performance_analysis.pdf

Prep with Digital Services

FME's single will be distributed by Ditto Music a company that handles the distribution of music to 160 music stores. it works in the has many beneficial components for independent artists. Paying a one-off fee, you are entitled to:

- Keep 100% of your royalties
- Access major label promo tools
- Join a global music network
- Get insights & analytic reports
- Submit for playlists
- Protect your music copyrights
- Release music for multiple artists
- Compilation releases

This some of the channels to which the music will be distributed to.

In this stage it is also key to ensure that social media and website profile are up to date this will also include making sure all the assets are completed and correct.

Plan for release day

We will run a campaign Instagram on Instagram, using the story feature, reels, and posts to anticipate the release of the single. Promotion on Twitter, a sponsored post with GRM Daily (YouTube Channel).

Ensuring that everything above is completed will ensure a smooth release day.

Release

	Action	Date	Deadline
Social Media Campaign/Contest	- Content & Campaigns		Ongoing
Fan Engagement	- Live Streams - Twitter Engagement		Ongoing
Support from Friends/Industry Peers	- Industry Peers to promote single - Sharing links - Forums		Release day 19/2
Maximise Exposure	- Blogs - Influencers - Press - Music PR		Ongoing
Live Q&A	- Live Q&A on Instagram - Periscope - Google Hangouts - Twitter Chat	Week of release	

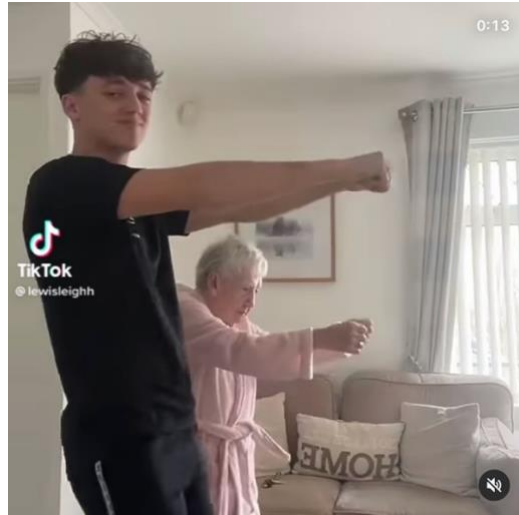
Social Media Campaign

To keep up the momentum we will run a social media challenge. We'll run this across Tik Tok, Instagram and Twitter. Using the music of 'Unruly' fans will do a dance snippet of the song and we will implore the fans to use hashtags and ALT text and to tag FME's socials. The campaign for reafference will be similar to this:

<https://www.instagram.com/p/CNJBGIYH-xb/?igshid=dyvwhggsm03c>

Engaging with fans in this way is a great way in which gives FME free transmission, whilst also having the possibility of going viral, which can heavily increase streams of the song which could lead to possible chart success and brand partnerships. It will likely increase his following and broaden his audience.

For example, you see in the link a younger man that fits the demographic but with this going viral it has now opened up to an elderly demographic.



(Instagram, 2021)

Support from peers

On release day we'd ask FME to get friends, musicians, tastemakers and industry peers to share the song, link to the video to their fans on social media. The initial conversations for the will happen in the run-up to the release day.

PR

The publicist we have onboard for this project: Shireen Fenner (SF Publicity.com)

She is an experienced PR Manager her expertise lies in music and entertainment PR focusing on online and prints her roster includes Sneakbo, Jaykae both artists are notable figures on the Drill & Grime scene but have also seen commercial success being on BBC Radio 1 and Capital Extra

She has a relationship with many publications both in the press and online FME will be featured in Wordplay Magazine, Thatgrapejuice (Blog), The Voice Newspaper at present.

<https://www.wordplaymagazine.com/blog-1/2021/3/23/fme-interview> (Lindsay, 2021)

'A good music PR is vital for the marketing and promotion of new releases by solo musicians and bands' (Musicians Union, 2020). Her Fee will be included with the budget sheet.

Live Q&A

We will run Live Q&A's on social media advertising, via social media these lives will be set up as the 'Man behind the Mask' a Q&A in which fans can ask questions about him, the single or music related.

Performances

We had performance's scheduled thus far for:

Fire in the booth - is a golden opportunity for any MC. It's a chance for an up-and-comer to grab their seven minutes to impress or for a big artist to prove they can still step up and freestyle. 1Xtra Rap Show legend Charlie Sloth

Colors - COLORSXSTUDIOS is a unique aesthetic music platform showcasing exceptional talent from around the globe.

We would be looking to engage further down into the album campaign with performances on platforms such as BBC Live Lounge

Post Release

Content Update	- Album promotions - Paid ads - Link to reviews		Ongoing
Post and Promote Video Content	- All Content thus far		Ongoing
Fan Engagement	- Encourage fans to share music/content.		Ongoing
Press/Thank you	- Gratitude towards publications		One Month after release
Spotlight to book shows			One Month after release

Touring

FME getting attention from the release of his single is now a brilliant time to pitch him and his music to promotor, agents and other musicians for a new artist like him he'd benefit from being a support artist for a bigger act. I think across the festival season he'd be fitting within festivals such as

Wireless Festival
All Points East Festival
Weare Festival

This would be a good learning curve for him also to build up his stamina for future touring and headlining shows for European and international shows later on. Performing live gives an added layer to your artistry and allows for you to engage with fans instantaneously.

Marketing Plan for the Tour

- Identify the location where the tour will happen. This can be done by analyzing different locations in which the genre of music is heavily influenced or using analytics from streaming services to see where high numbers of streams are.
- Group the given Strategy of determine how we will conduct the tour from city to city.

- Advertising the tour in specific locations with the benefit of social media platforms.

Budgeting sheet

<i>Expenditure</i>	Price
<i>Beat Licence & Exclusive rights</i>	£450
<i>Engineer</i>	£500
<i>Producer</i>	£500
<i>Mixing</i>	£200
<i>Mastering</i>	£200
<i>Music Video</i>	£1000
<i>Lyric Video</i>	£20
<i>Social Media Ads</i>	£250
<i>Ditto Music distribution</i>	£29
<i>Artwork</i>	£80
<i>Radio Plugger</i>	£600
<i>PR</i>	£500

Conclusion

Significantly it shows that FME benefits favourably from marketing himself through the multiple portals within marketing and promotion. Using social media can be affordable for his project and also receive tremendous benefits. Having a good network will also develop his scope as an artist. I will ensure on moving on the album and further work with the campaign he receives the same level of detail. We will focus more on getting sponsorship, brand deals, Merch and a confirmed schedule for touring. FME sits within a genre of music that isn't dominated by any other country and is incredibly fast emerging. it's rare a musical genre dominance over countries like America, so I feel this campaign adds value contributing to his rise in the industry.

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