introducing...

ben dolic

Ben Dolic was born 1997 in Slovenia. He found his love for music at a young age, hip hop became a favourite alongside his love for Michael Jackson.

As a child Ben was the quiet one and very shy. Music became an escape for him who as a young boy was the victim of bullying. Singing gave him confidence ant the stage would become a safe place. When he was 12 years old he participated in ‘Slovenia’s Got Talent’ where he made it to the semi-finals. At the age of 18 he moved with his family to Switzerland where he learned to speak German.

Ben, 12 at ’Slovenia’s Got Talent’

2020, Ben moved to his girlfriend in Berlin, that would be the beginning of his career as a well known artist in Germany. For the past years, Ben has worked hard on his sound and who he is and wants to be as an artist. Developing his skills further by the piano and in several writing camps, he has prepared for his 2021 releases with the goal to succeed in the rest of the world.

Muller, 2021

Mental health is a very important subject to Ben and something he wants to acknowledge as a part of his brand and purpose.

THE GOALS MY BRAND IS WORKING TOWARDS…

- Reducing the stigma around mental health issues and being open about your thoughts and feelings, especially with men.
- Reducing the stigma about seeking therapy for mental illnesses.
- Preaching self love and encouraging the audience to do the same.
- Spreading love and positivity by interacting with all of my fans and making sure no-one feels left out.

-BEN DOLIC

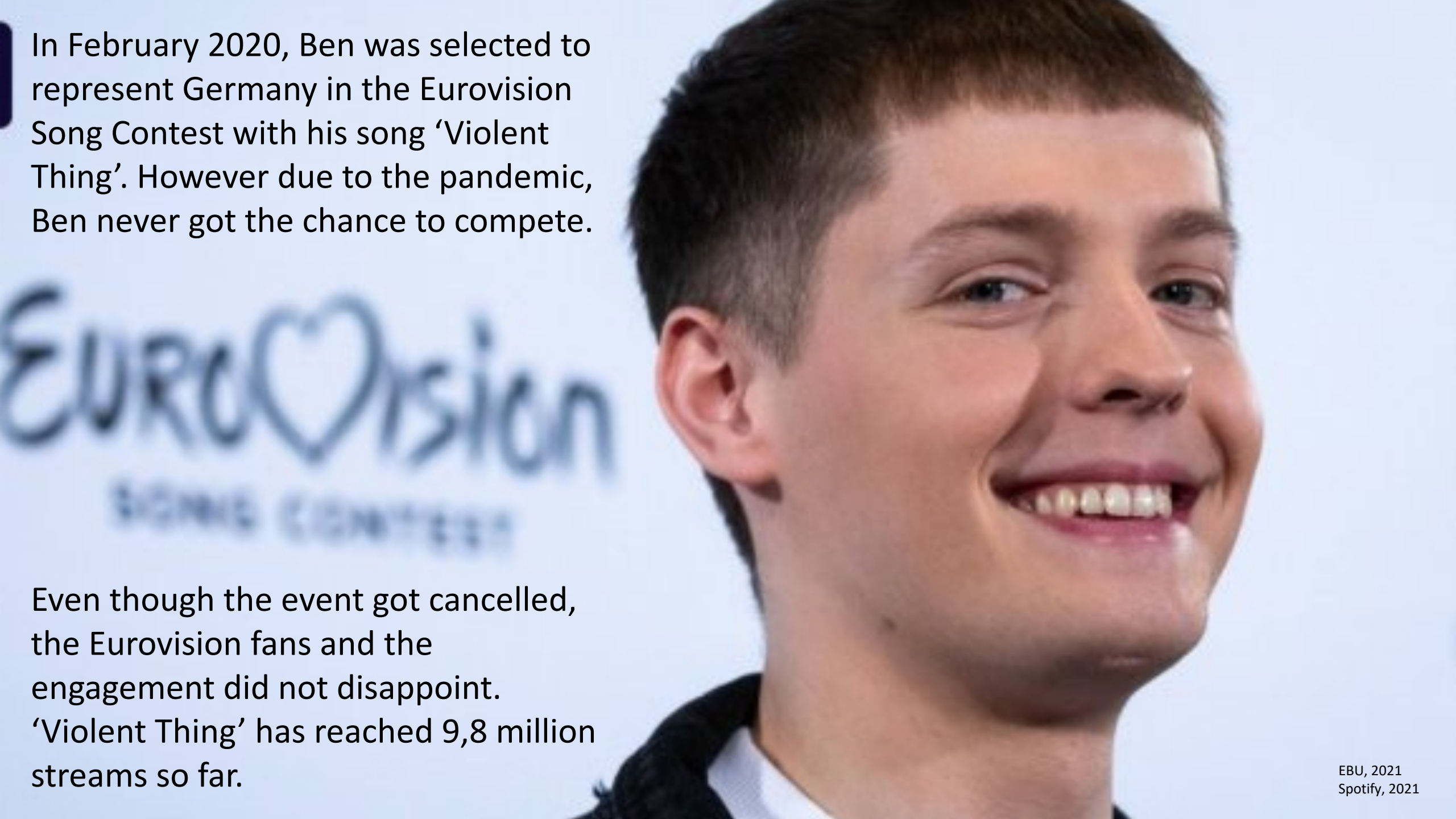
The Voice Germany 2018

Ben participated in the 8th season of the show where he was coached by the German star Yvonne Catterfeld.

He performed one of his songs in the finals with Zara Larsson and finished on second place.

During 2019 Ben was a part of the national ‘The Voice Tour’ and performed in 20 cities.

In February 2020, Ben was selected to represent Germany in the Eurovision Song Contest with his song ‘Violent Thing’. However due to the pandemic, Ben never got the chance to compete.



Even though the event got cancelled, the Eurovision fans and the engagement did not disappoint. ‘Violent Thing’ has reached 9,8 million streams so far.

EBU, 2021
Spotify, 2021

In May 2021, Ben released his single ‘Stuck In My Mind’ together with a music video.

The first track from his up and coming EP and the first project of Ben Dolic as an artist outside the TV-shows. The track was acknowledge by major playlists and reached the first two weeks over 40.000 and as today almost 80.000 streams on Spotify.

Spotify, 2021

Selection of similar artist according to management:

AJ Mitchell, Benjamin Ingrosso, Jesse McCartney, Alexander 23, Alessia Cara, Role Model,

According to Spotify's "fans also like" suggestions, **all** the artists are connected directly to Eurovision Song Contest which also goes for the majority of the playlists Ben appears on with 'Violent Thing'.

The engagement on Ben's Social media channels are substantially higher when there is content regarding ESC.

LISTENERS TOP COUNTRIES

1	Germany	35.1k
2	Switzerland	1.9k
3	Austria	1.7k
4	United Kingdom	923
5	Poland	741
6	Netherlands	717
7	Sweden	521
8	Spain	338
9	United States	298
10	Russia	266
11	Norway	257
12	Italy	227

Muller, 2021
Spotify, 2021

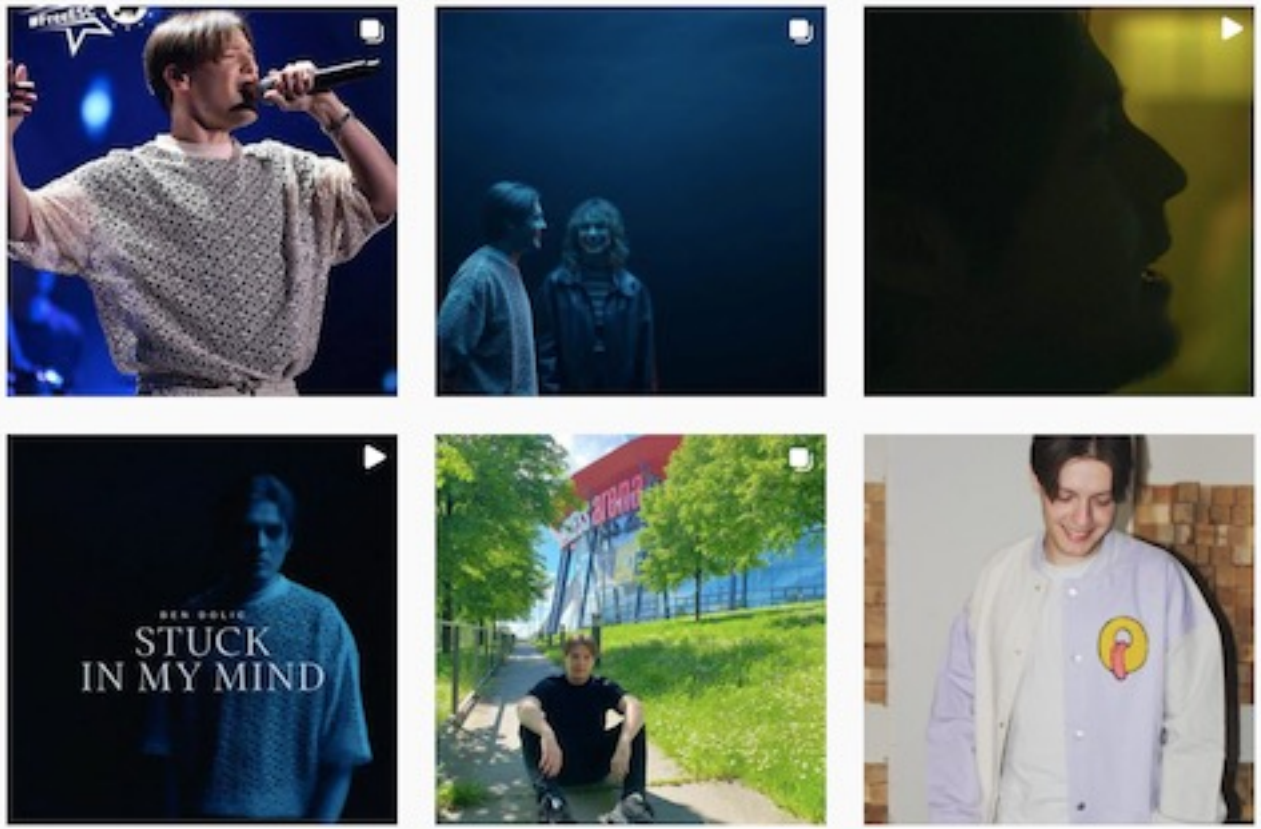
bendolic Message

82 posts 18.3k followers 1,408 following

BEN DOLIC

Artist

POSTS REELS IGTV TAGGED



Intro

6K followers

Page · Artist

info@newluxmanagement.com

bendolic

https://twitter.com/thisisbendolic

bendolic.com

benjamindolic

Ben Dolic

Follow

79 Following **1617** Followers **4010** Likes

2021 so far…

In connection to Ben's release 'Stuck In My Mind', he participated in the show 'Free European Song Contest', a similar format to Eurovision Song Contest but smaller and broadcasted by a German network.

The single had some radio plays in Australia, Europe, the US and press coverage online as well as printed.

The Dolic management organised an 'Artist Boot Camp' for Ben, where he during 3 weeks was filmed while getting trained by a personal trainer, coached in live performance and getting prepared for his next release, 'Kissing her-Missing you'.

Muller, 2021
Eurovoix World, 2021

OUT AUGUST 15TH 2021

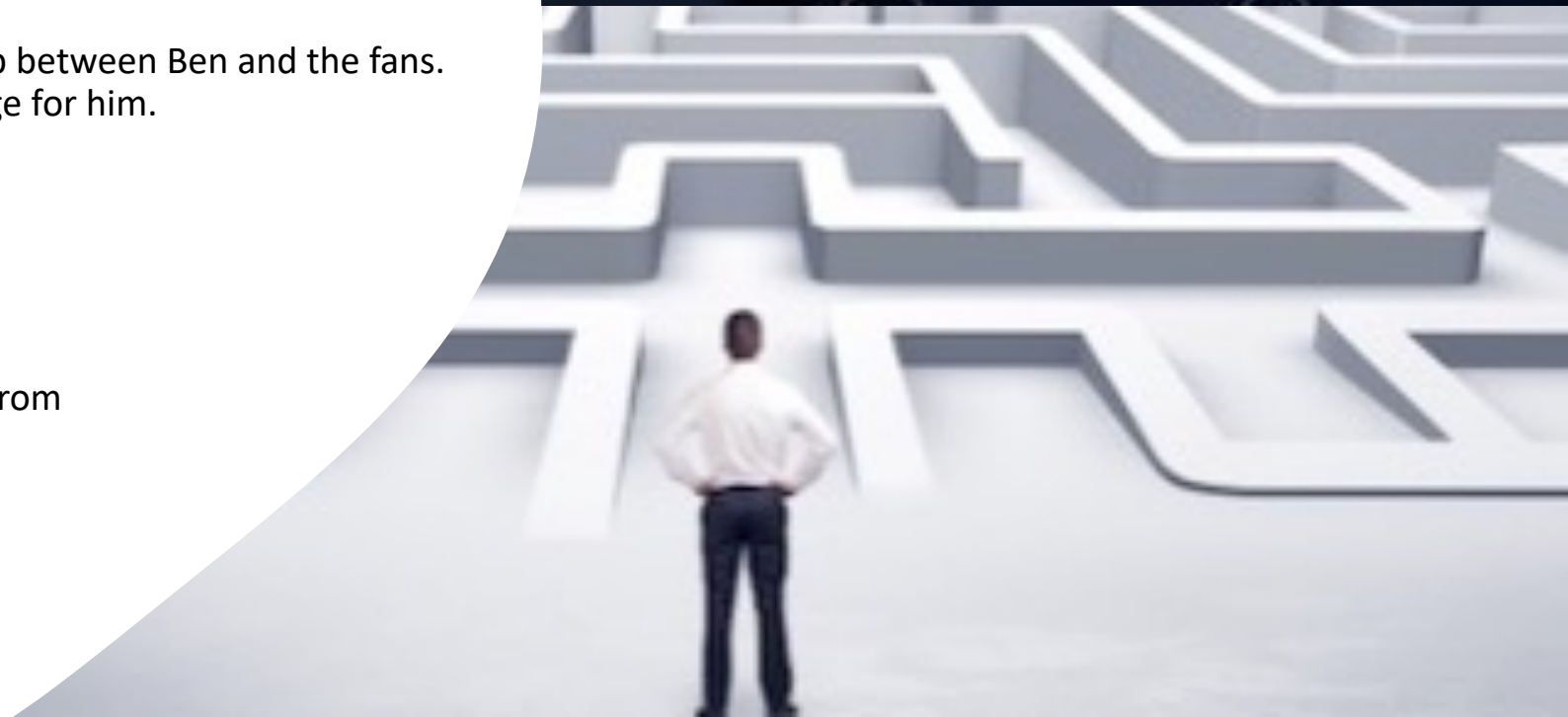
Challenges

- Who is the Ben Dolic fan?
- Distance Ben from the Eurovision ‘label’ –Essential for development and the key for success for the entire Ben Dolic product.
- Social Media content: Inconsistent, lack of purpose and clear message
- Style and Look: Street style but still too vague, no clear direction which reflects in an unfinished product and brand.
- Relationship to fans/Engagement: Currently weak.

Start building up his fanbase by focusing on the relationship between Ben and the fans. Find a few superfans who will be able to spread the message for him.

Assets

- Talent – Voice, live performance
- Strong, supporting management team
- Strong appearance in Germany as a foundation to start from
- Interest from VEVO -playlist support
- Passionate about mental health



ACTION & PURPOSE OVERVIEW

FANS

CLEAR UNDERSTANDING FOR WHO THE FANS ARE.
INVEST IN EXISTING FAN RELATIONS.
CONSISTENT DIRECT 2 FAN APPROACH ONLINE.
INITIATE AND INVITE TO ENGAGEMENT.
INTERACT WITH FANS IN PERSON.
KEEP ACTION AND CONTENT INTRIGUING, INSPIRE AND SURPRISE – THERE SHOULD ALWAYS BE A PURPOSE .
INCLUDE THE FANS IN THE JOURNEY.
BUILD/GROW FANBASE.
RESEARCH AND CREATE FAN SEGMENTATION AND PERSONA

MENTAL HEALTH

AMBASSADOR FOR YOUNGMINDS.ORG.UK.
A UNIQUE OPPORTUNITY FOR BEN TO BE INTRODUCED TO THE UK AUDIENCE AND INTERACT IN PERSON, WHILE WORKING FOR A GOOD CAUSE.
BEN SHOWING THE FANS A VOICE- WE WANT THEM TO FEEL THAT THEY ARE NOT ALONE AND IT'S OK TO TALK ABOUT IT.
THE FOUNDATION THROUGHOUT THE ENTIRE CAMPAIGN ON ALL ACTION ACTIVITES.

SOCIAL MEDIA APPROACH

CONSISTENT POSTING.
MIXED CONTENT ON EACH CHANNEL TO OFFER DIVERSITY FOR FOLLOWER.
INVITE FOLLOWERS TO LIVE INTERACTION.
CREATE CONTENT THAT IS ALWAYS MADE FOR THE FAN- WHY AM I POSTING THIS AND TO WHO?
GIVE SNEAKPEAKS, BEHIND THE SCENES AND TEASERS, THE FANS SHOULD FEEL EXCLUSIVE .
FIND SUPERFANS WHO WILL ENGAGE FOR YOU.

COLLABORATION BRANDS

DEVELOP A LOOK AND STYLE THAT REPRESENT BEN DOLIC, THE ARTIST.
SPONSORSHIP.
MERCHANDISE OPPORTUNITIES.
BRAND ASSOCIATION TO REACH A WIDER AUDIENCE.
A COMPLEMENT TO THE YOUNGMINDS INIATIVE.

COLLABORATION ARTISTS

CREATE MUSIC/ PERFORM WITH OTHER ARTISTS.
GET INTRODUCED TO A NEW AUDIENCE AND FANS ON DSP'S AND SOCIAL MEDIA CHANNELS.
REACH A WIDER AUDIENCE ONLINE AND POTENTIALLY LIVE.
INCREASE CHANCES FOR PUBLICITY IN NEW TERRITORIES .

WHAT:
Research fans to similar artists.
HOW:
By analysing the accounts of the fans who comments on the artists Instagram posts.
CONCLUSION:
Teenagers-early 20's
Europe based
Selfies
Friends
Animals
Meet & Greet with artists

FAN PERSONA – BEN DOLIC
Female
Age: 18
Student
European
Small town
Middle class
Likes commercial music
Boyband fan tendency
Social media active, would like to be an influencer
Hobby – Horseback riding
Creative
Spends a lot of time with her friends
Has a dog
Would save money to purchase merchandise

Instagram, 2021

youngmindsuk Follow ...

1,122 posts 130k followers 1,086 following

YoungMindsUK
We are the UK's leading mental health charity for young people 🏳️‍🌈💪

👇Find help
linktr.ee/youngmindsuk

" A world where no young person feels alone with their mental health."

" To stop young people's mental health reaching crisis point."

" To make sure all young people can get the mental health support they need, when they need it, no matter what."

WE CELEBRATE WHAT MAKES YOU YOU

Whoever you are, we welcome you and always encourage you to be true to yourself.

Instagram, 2021

Our Ambassadors

Meet the Ambassadors

Meet all the ambassadors we're working with to help raise awareness about children and young people's mental health.

Find Out More

Together with Young Minds and the gaming platform Twitch, Ben will do a UK School Tour as the pupils are back from their Summer break. The cities are chosen based on where the term 'Bullied At School" was searched the most per every 100 people **year (source).** Ben will visit one school in each city where he will tell his story, to the students between 13-15 years old. A conversation about bullying and mental health followed by a live performance of his latest single.

To finish off the event, Ben will hand out stress balls as a gift and promo flyers that he will sign for those who wish to say hi closer and get an autograph.

THE BEN DOLIC UK SCHOOL TOUR 2/9-17/9 2021:

Birmingham
Edinburgh
Liverpool
Manchester
Sheffield
Glasgow
London
Leeds
Bradford
Gloucester

YOUNGMiNDS

IN PARTNERSHIP WITH

twitch

Artist: Efraim Leo

Country: Sweden

Followers Spotify: 2470

Monthly listeners: 205K

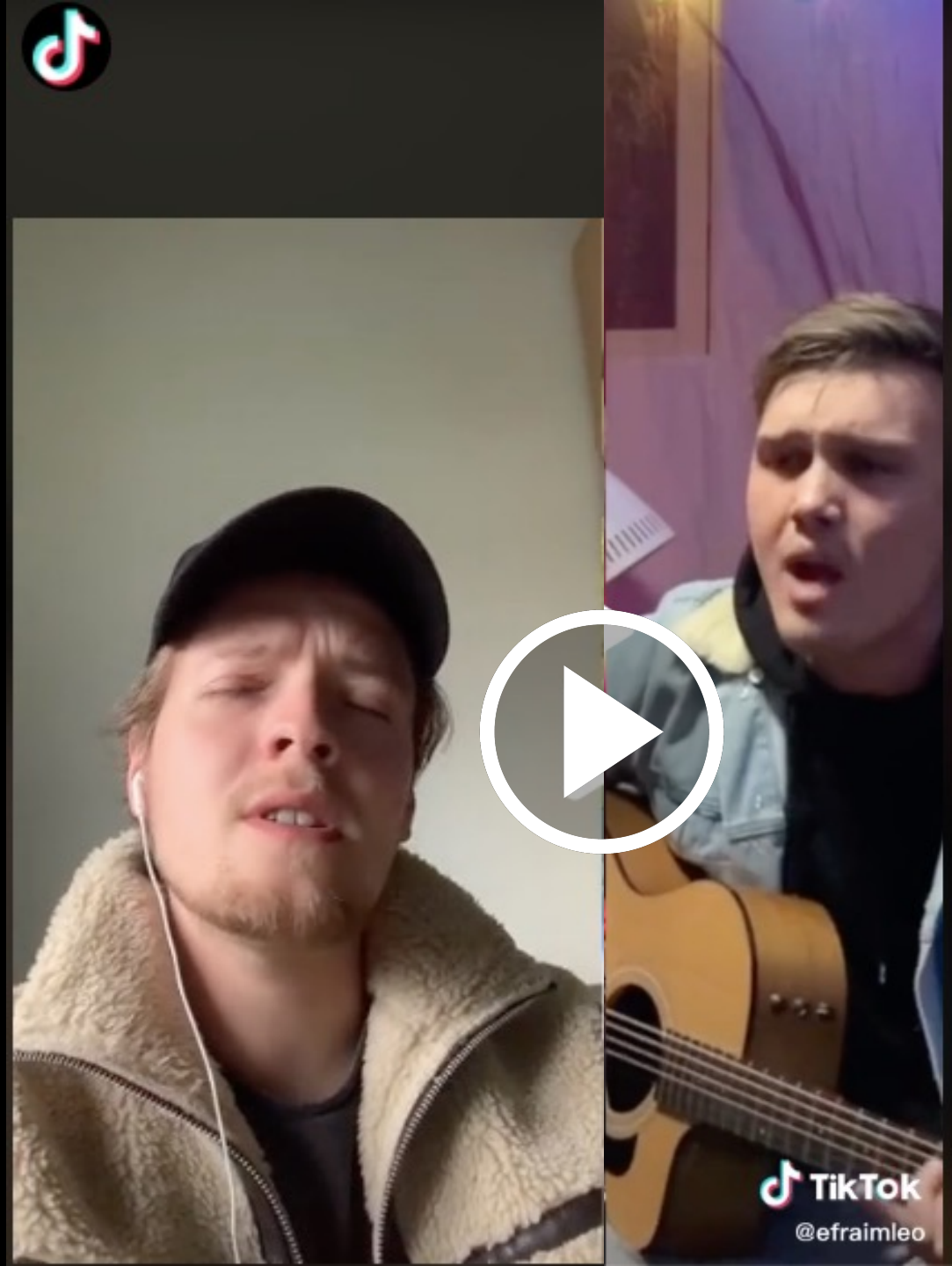
Followers IG: 22,6K

Latest: Participated in the Swedish qualifications for ESC, latest single with IG popular artist Celina Sharma.

the collab

WHAT:
TikTok duets (as well to be posted on IG), performing Ben's new single and Efraim's single.

WHY:
Promoting each other. Similar artist whose fans are Ben's targeted audience. An opportunity to reach new fans and popular activity as TikTok content, adding pulse to the account.
Possibility to further future collaboration



MINECRAFT FOR MIND CRAFT

WHAT: Ben Dolic is a massive fan of video games and is joining a Minecraft playoff with the most popular British gamers on the platform Twitch, Tubbo (17), Tommy (17) and Niki (19) **#minecraft4mindcraft**

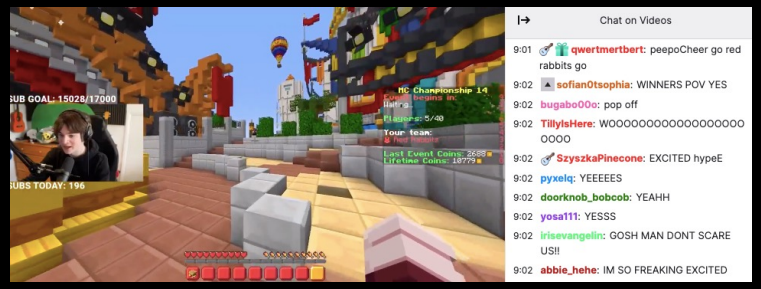
GAMERS : FOLLOWERS

Tubbo: 3,6 M

Tommyinnit 5,5 M

Nihachu 2,1 M

WHY: A fundraising event for the charity Young Minds. The gamers have great influence on their followers and as young minds together with the artist and charity ambassador Ben they will do what they like the most while doing it for a good cause, 'Minecraft for Mind Craft'. It is also an opportunity for Ben to get introduced to an entire new audience globally.



HOW: 4 players can livestream at the same time while the audience who are watching and commenting in the chat also can donate to the charity. Aside from the actual playing, Ben will also have a personal chat with his gaming partners about mental health and their thoughts around the subject.

Twitch, 2021

Maison de Choup © 2021

Making mental health matter since day one

One British fashion brand with a purpose – Supporting Mental Health and YoungMinds.org through clothes.
George, the founder of Maison de Choup suffered for years from mental illness problems and his mission is to raise awareness and funds for all who suffers.

Maison de Choup will empower the Ben Dolic's look and message as a solid part of the campaign. The collaboration consist of the brand sponsoring Ben with products and a 'Ben Dolic Hoodie' will be made in connection with the single. Designed with the chorus lines 'Kissing her, Missing you' together with a classic Maison de Choup print.

By keeping a clear thread in the campaign with an important focus being the charity, we never stop pushing for the single. Ben will have a clear style that he is also comfortable with and profits from merchandise sales will be donated to Young Minds.

EVERY DAY SHOULD BE CELEBRATED - CHALLENGE

Challenge for Instagram and TikTok. Introducing the hashtag **#happymindbekind** who will be the main tag together with #Bendolic as a part of the brand.

PURPOSE:

Showing a new, fun side of Ben, more personal and encourage to engagement while still being loyal to the mental health aspect.

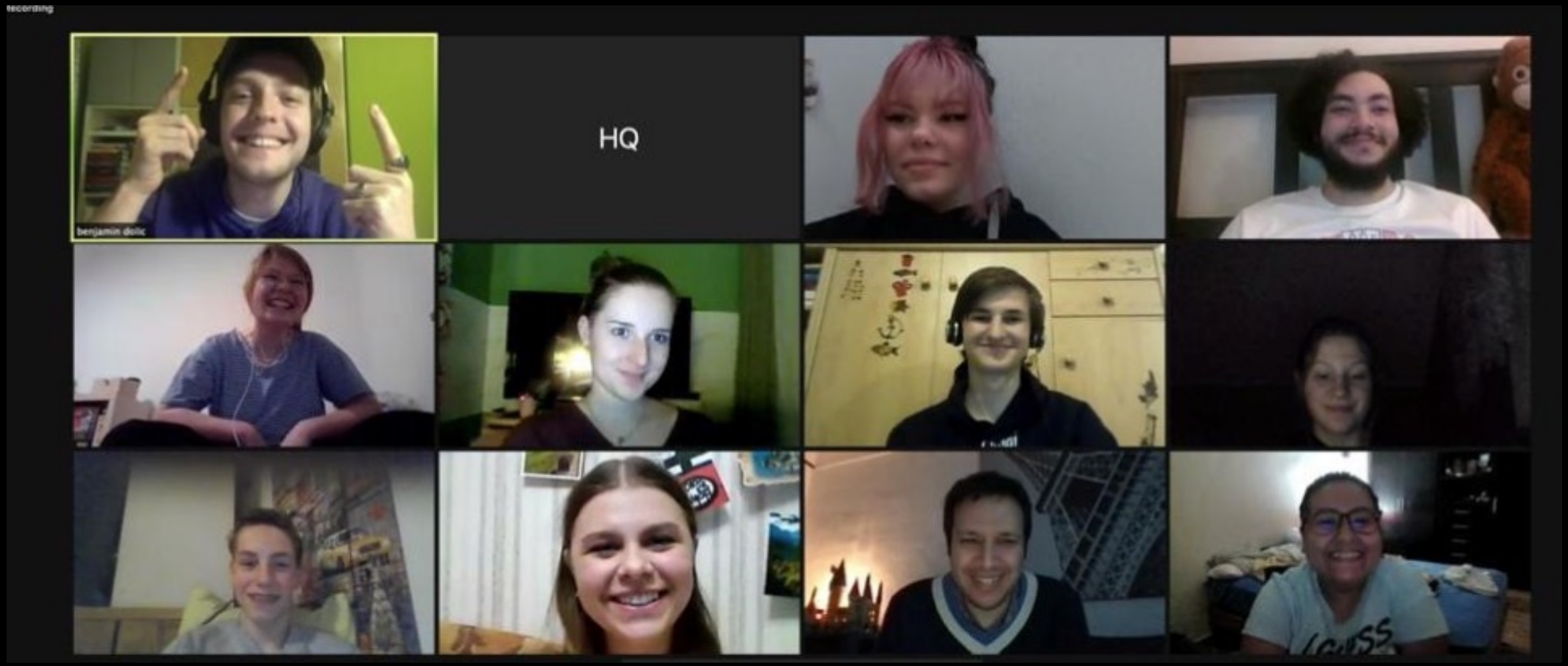
Fresh, diverse content for socials.

bendolic

Life is beautiful and so are you, we all deserve to feel happy because every day is worth celebrating! I know this is easier said than done but sometimes the small things are the ones that puts a smile on someone's face. That's why I'm going to do exactly that, celebrate the small things and I would love for you guys to do it with me! For 31 days during August I'm going to celebrate everything from "Tell a joke day" to 'Kiss and Make up Day'. Join me in the celebrations with your posts & stories with the hashtag **#happymindbekind**, see the full calendar link in bio and let's celebrate!

Time and date, 2021

01-aug	National Girlfriend Day
02-aug	Ice Cream Sandwich Day
03-aug	Watermelon Day
04-aug	Single Working Women's Day
05-aug	Work Like a Dog Day
06-aug	International Beer Day
07-aug	Lighthouse Day
08-aug	Happiness Happens Day
09-aug	Book Lovers Day
10-aug	Lazy Day
11-aug	Son and Daughter Day
12-aug	Middle Child Day
13-aug	Left-Handers Day
14-aug	Creamsicle Day
15-aug	Relaxation Day
16-aug	Tell a Joke Day
17-aug	Thrift Shop Day
18-aug	Mail Order Catalog Day
19-aug	World Photo Day
20-aug	Chocolate Pecan Pie Day
21-aug	Spumoni Day
22-aug	Be An Angel Day
23-aug	Ride Like the Wind Day
24-aug	Pluto Demoted Day
25-aug	Kiss and Make up Day
26-aug	Dog Appreciation Day
27-aug	The Duchess Who Wasn't Day
28-aug	Bow Tie Day
29-aug	According to Hoyle Day
30-aug	Frankenstein Day
31-aug	Eat Outside Day



WHAT: Zoom meet and great with fans who have won their invitation by pre-saving the track and following Ben Dolic on Spotify. To be posted after event on social channels.

PURPOSE: Offer an exclusive event to the fans, increase follower growth on Spotify and motivate fans to engage.

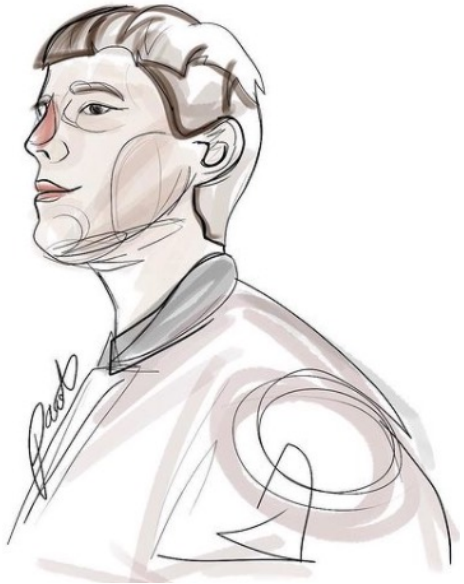
Muller, 2021

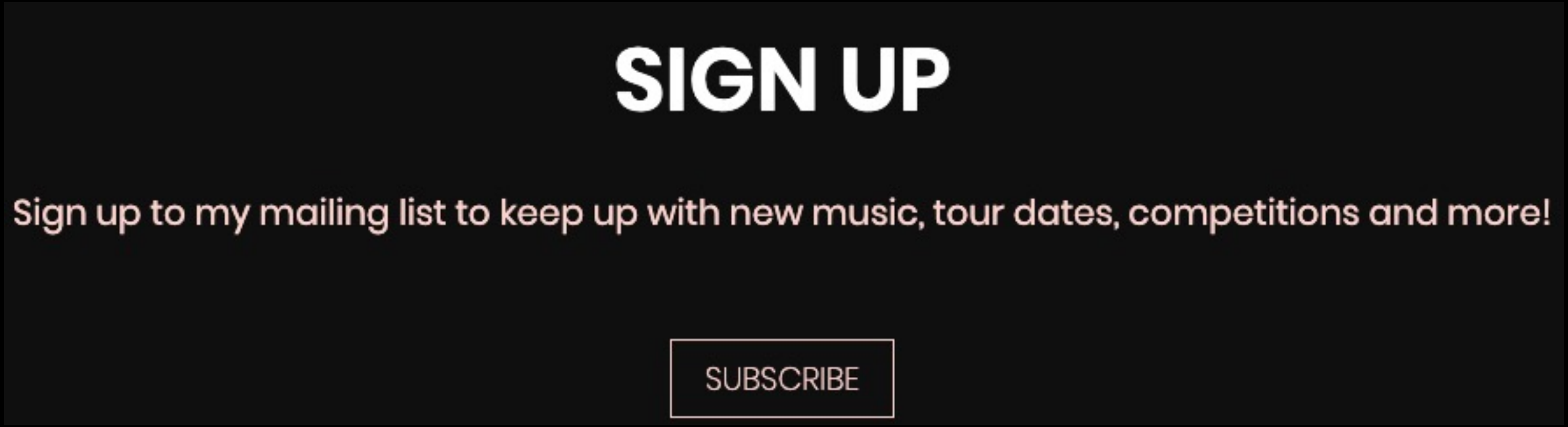
AFTER RELEASE
Acoustic performance of ‘Kissing Her, Missing You’ at the statue of Eros together with a guitarist, live on IG TV.

PURPOSE: Surprise with the location for the British fans (cool environment for fans outside the UK). A personal performance, showing his talent live and creating a buzz for the new single.

FAN ARTWORK
Ben loves his fans artwork and would like to honour them in a lyric video for the new single. The fans will of course also be credited in the video.

PURPOSE: Show appreciation directly to the fans, making them feel seen and special while encouraging engagement.





‘ARE YOU READY BEN?’
Bens management organised an artist bootcamp for Ben to do a few weeks before the release of ‘Kissing Her, Missing You’. They wanted him to get stronger and ready to perform after a long year of Covid.
The journey was filmed and the footage will be released in the style of a short ‘Behind the Scenes’ documentary called ”ARE YOU READY BEN?”. The only way for fans to watch it will be by signing up to the newsletter on bendolic.com.
PURPOSE: Invite the fans to get to know Ben better, closer, and show them his world. To make the fans feel exclusive and excited. To increase subscribers.

Muller, 2021
Ben Dolic, 2021

PRESS

Metro 2021
The Guardian 2021
Evening Standard 2021

Emma Kelly is already familiar with Ben after she wrote about him before ESC 2020.
A suitable target for both the press release and the surprise live performance at Piccadilly.

Ben Beaumont-Thomas
Music editor

Ben Beaumont-Thomas writes frequently about commercial music and the latest news. Research shows that he has an engaged personality, hosting lectures so the mental health aspect of Ben's campaign should be of interest.

Lizzie Edmonds
Celebrity Correspondent & news reporter

Evening Standard

Lizzie Edmonds writes about global showbusiness news combined with focus on London updates. The surprise live performance should be of interest as well as the ESC background and the partnership with Maison de Choup from a fashion industry perspective.

ben dolic

EPK

BIO

Slovenian singer songwriter Ben Dolic, 23, is one of the most exciting up & coming Contemporary pop artists.

Germany's Official Eurovision Entry 2020 'Violent Thing' was a major success for Ben reaching over 10 million streams on all platforms, and making him a regular face on major commercial European TV and Radio shows during 2020.

With his emotional, stripped back vocals, Ben is releasing his single 'Kissing Her, Missing You', the second track from his up and coming EP.

TOP SPOTIFY EDITORIAL PLAYLISTS

10 MILLION+ STREAMS 'VIOLENT THING'

TOP 40 GERMAN CHARTS FOR 15 WEEKS

PERFORMED WITH RITA ORA/ZARA LARSSON /OLLY MURS

Bendolic.com

“Kissing Her, Missing You is a song about your relationship at the moment, as well as the relationship in the past. You start to compare the two which is a rookie mistake since no people are the same. You miss a lot of moments from the past, and you come to understand that things are changing and are different to what you thought they were”

LISTEN

Along side with his new single, Ben is initiating a positive mental health campaign, where he want’s to encourage the young that this is a subject that is ok to talk about. This September, Ben will do a UK School Tour together with the charity Young Minds, as their new brand ambassador, in partnership with the platform Twitch.

Expect great things from this young artist as he is spreading love and positivity with inspiring initiatives online and live.

“Ben Dolic bringing a banger to Rotterdam to represent Germany at Eurovision"
- METRO, UK February 2020

PRESS PHOTOS

VIDEO

AD.CAMPAIGN
Budget: £1000
Duration: 28 days
Platforms: FB & IG

Budget

Lifetime Budget | £1,000.00 GBP

Your lifetime ad set budget of £1,000.00 looks higher than usual. If it's correct, you can ignore this warning.

Schedule

Start Date

Aug,15 2021 | 7:25 AM

Pacific Time

End

Sep,12 2021 | 12:00 AM

Pacific Time

Show More Options

Audience

Define who you want to see your ads. Learn More

Create New Audience | Use Saved Audience

CA

Location - Living In:

Europe

Age:

16 - 24

Gender:

Female

People Who Match:

Interests: AJ Mitchell, Benjamin Ingrosso, Jesse McCartney, Alexander 23, Alessia Cara, Role Model, Music, Friends, pop, Britain's Got Talent, The X Factor, Boy Band,Dogs, Pop Music, Horses, Instagram or The Voice

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 33,000,000 people

Estimated Daily Results

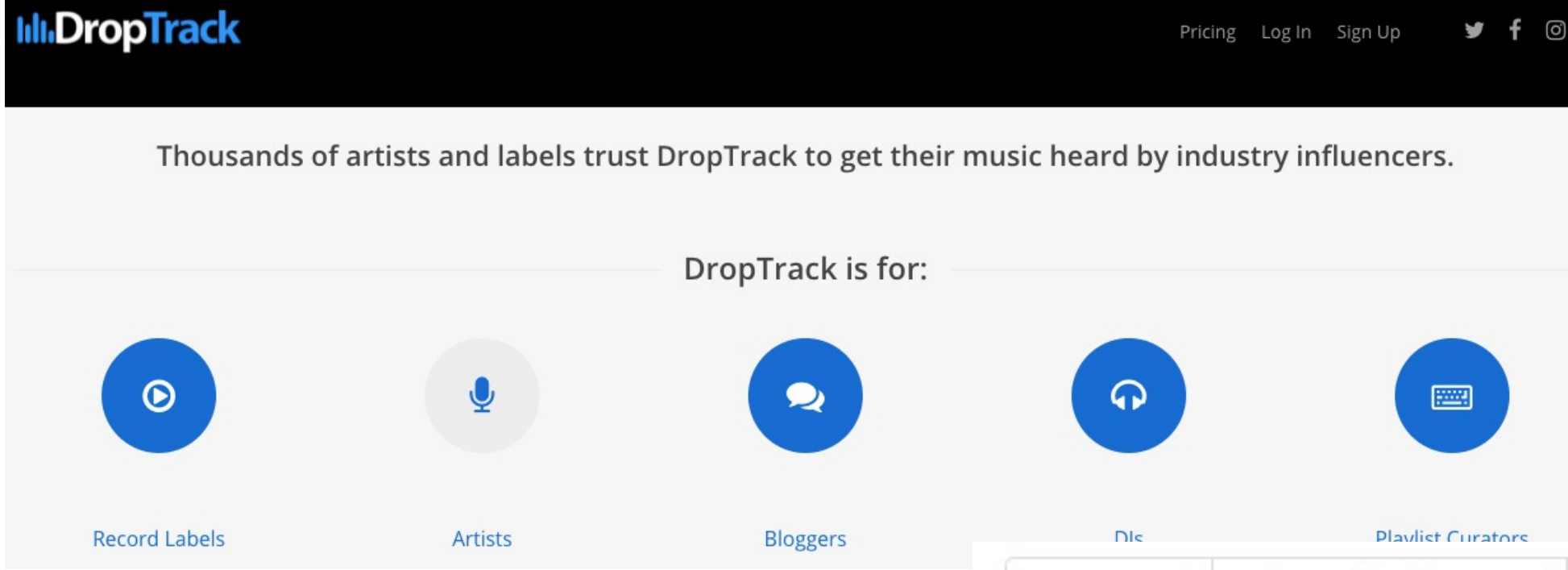
Reach

33K - 95K

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

IN-STORE AIRPLAY
42 days plugging



	Campaign Name
	Havva-'Loverdose' (InStore)
	Erika Ulars - 'I Kept On Walking' (InStore)
	Eleni C-'Black & White' (InStore)
	Burner x M24 ft. Tion Wayne - 'Hugo Boss' (InStore)

ROI / ADDED VALUE:

- More sonic exposure to large & captive UK audiences
- Monetisation for Songs via Publishing/Neighbouring Rights
- Increased Sonic Discovery Potential via Shazam
- In-Store AirPlay can last for months or more
- Extra PR Brand Kudos

TIMETABLE - KISSING HER, MISSING YOU 08.15.21	14-30 June	1-15 July	16-31 July	1-15 August	16-31 August	1-15 September	16-30 September
Outreach/dialogue Partners (YoungMinds, Twitch, Maison)							
Press outreach							
Ad.campaign preparation VS ad.campaign start							
Order and arrival flyers + stress balls							
Order products DEADLINE VS ETA							
Artwork + Documentary edited deadline							
Release Week							
Celebration challange starts (IG & TikTok)							
Social Media campaigns starts (fan artwork, teasers and pre-save, general)							
Acoustic live performance Picadilly, prep VS Execution							
School Tour							
Lyric Video -Fan Artwork edited and release							
Twitch game							

SOCIAL MEDIA CONTENT SCHEDULE	26 JULY - 1 AUGUST	2-8 AUGUST	9-14 AUGUST	RELEASE DAY 15 AUGUST
INSTAGRAM	Introduction + countdown #happymindbekind	Daily posting #happymindbekind	Daily posting #happymindbekind	Listen live+ Q&A
FACEBOOK	Introduction + countdown #happymindbekind	3x posting #happymindbekind	Daily stories countdown release	Push release + sing along post
TIKTOK	Release Teasers	Attention post about #happymindbekind	Encourage post competition- presave to meet and greet	Repost press + playlists
ALL	Introducing subject positve mental health and Young Minds	Announce competition- presave to meet and greet	Countdown post	Release post
	Introduce fan art work event	Artwork teaser	Artwork + thoughts/describing the song	
	Introduce fan art work event	Push fan art work event to lyric video	Push fan art work event to lyric video	
			Push fan art work event to lyric video	
	16-22 AUGUST	23-29 AUGUST	30 AUGUST-5 SEPTMEBER	6-12 SEPTEMBER
	Thank you posts	Introduce Hoodie + Maison de Choup post	IG TV - LIVE GIG PICCADILLY	RELEASING + PUSH FAN ART WORK LYRIC VIDEO
	Announce School Tour, Twitch, Maison de Choup	Introduce Hoodie + Maison de Choup post	GIG PICCADILLY	Introducing #mincraft4Mindcraft
	Daily posting #happymindbekind	COMPETITION WIN HOODIE	TikTok duet - Efraim Leo	Young Minds IG- take over
	3x posting #happymindbekind	Daily posting #happymindbekind	TikTok duet - Efraim Leo	School Tour posts
	Attention post about #happymindbekind	3x posting #happymindbekind	SCHOOL TOUR START	Start push for newsletter + Who is Ben video
	Repost Press, playlists, tags	Push School Tour - teaser Twitch	School Tour posts	Tease 'Who is Ben', push website
	Push fan art work event to lyric video	Post from Meet & Greet		Push hoodie + Maison de Choup

Marketing Budget	Amount inc VAT	Period	Other
Ad.campaign	1000	15/8-12/9	
In-Store Air plugging	300	15/8-26/9	
Young Minds Tour costs	0	x	Sponsored by Twitch
Stress balls, Flyers	0	x	Sponsored by Twitch
Merchendise (Hoodie)	0	x	Sponsored by Maison de Choup
Guitarist	300	16/7-18/7 + 30/8	
Unforseen costs/Other	400		
TOTAL:	£2000		

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