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**Assignment Title:**

**Album Release Marketing Strategy for Dami Dina**

**Module:**

**Entertainment Marketing BMTY7003\_LON**

## **Introduction**

This report is a marketing plan for the first album release for UK Hip-Hop and Rap artist Dami Dina. The report lets us know how the marketing for this debut artist will unfold by exploring key entertainment marketing outlines and how some may differ from customary marketing techniques. Analysing the market for this artist and the data surrounding his genre uncovers opportunities for the artist to meet their creative and financial goals. The strategy used explores old and new ways of marketing a debut artist with a large, adaptable plan that hopes to build Dami's brand and following base for the foreseeable future and not just the campaign. The plan provides details on how we plan to market Dami's global and unique sound across the globe using social media techniques and new streaming service tactics.

Using a typical budget level for a new artist, the plan intends to tactically differentiate Dami from a typical UK debut release as we will be targeting more of a global reach. We have very high hopes for the song, but we do not see why we cannot achieve this with the new social media generation. Before, an artist would be limited to trying to appeal to their country as that's where they will be seen but now you can be seen anywhere in the world it is better to market where your music is going to be most liked.

## **Key Entertainment Marketing Strategies**

### Traditional vs Entertainment Marketing

In this section we are going to discuss and analyse the difference between a traditional and modern (entertainment) method of how we intend to make sure that the individuals targeted in the marketing for the Album release.

4Cs of entertainment marketing founded by Lieberman and Esgate in 2002.

Content, Conduit, Consumption and Convergence.

**Content** – the idea materialised into a product, event or service. In this case it would be the Album.

**Conduit** - the medium which the intellectual property will be given to the consumer. In this case this would be seen as the digital streaming platforms.

**Consumption** - the transaction between the consumer and the content. In this case, this would be the act of purchasing a digital copy or actively streaming the Album

**Convergence** – this is where we aggregate the different forms of consuming the product. In this case this can be from shows, tours or merchandise bought.

The 4C entertainment marketing model above is a useful in some sense for developing music marketing strategies. However, as a framework it cannot replace newer and simpler approaches such as the 4P model [**P**roduction, **P**rice, **P**romotion & **P**lace] (Kotler, 2008) which delves much deeper into the complex relationships between balancing the wants and needs of a targeted consumer and the marketer in hopes of producing a marketing plan that will completely encapsulate what the consumer is looking for.

Below I am going to explore the different methods of Marketing we are going to use with Dami before we get into the overarching marketing strategy in total.

**Permission Marketing** – this is a form of marketing where the consumer opt into receiving offers from a brand or person. In this day and age, one could argue that subscribing to someone on social media or giving them a follow is a form of permission marketing. However, with Dami's campaign we aim to take this a step further. We aim to use a 'pre-save campaign' which will aggregate data from individuals involved for us to target them for other events that occur in our release timeline. To entice people to pre-save the albums and songs we will be giving away money as well as limited edition clothing and music from Dami's brand. Usually, permission branding is a privilege given to bigger brands to connect with customers who are already familiar with the brand and anticipate certain product from them.

**Interruption Marketing** – this is a form of marketing where it actively involved the targeted consumer having to give all their attention to the marketing at hand for the benefit to be truly seen. Permission marketing can be used for relationship building to increase probabilities of a sale or conversion, but interruption marketing is still required to raise awareness of a brand. This will be in the form of social media ad's as well as posters and banners made and paid for in certain main locations of traffic. Marketing conversions with permission marketing is important but it is not going to be as effective if the targeted people have not heard or been hearing about a certain product prior to being asked to sign up for something related to that brand. Furthermore, any data collected based on the consumer's behaviour could be used for remarketing and strategic development.

## **Marketing Strategy**

### **Artist Profile**

**Dami Dina** is a Hip-Hop / Rap / R&B fusion artist inspired by many global sounds such as Childish Gambino, Chance the rapper and Frank Ocean. Dami will be releasing a debut EP to enter himself into the industry. Although raised in the United Kingdom, Dami takes inspiration from all sounds globally. The Debut album named 'DITR' will feature a lot of industry sounds from featuring artists such as Ric Wilson to Grammy winning producers such as Nate Fox. The album project has been created for the fans who have asked for new sounding music that are not scared to be exposed to alternative sounds which mix genres together but still maintains an overall structure.

### **Market Analysis**

Dami is entering a market where he will be making music for consumers overseas, with the recent rise in U.K artists being culled by foreign consumers and seen as a prestige for sound, this may be the right time for Dami to enter this market. Domestic artists such as DAVE, Billie Eilish, DUA LIPA and Jorja Smith originated in the United Kingdom but have become a global sound due to the fresh/different sounding music. This has shed a spotlight on other artists that may be wanting to make a rise from the UK, and it also creates a demand which was not seen before. The **SWOT** analysis on the next page for identifies more upsides as well as downfalls to releasing an album in today's marketplace. However, the weaknesses and threats could become less significant in light of working around consumer tastes during the marketing campaign plan.

| STRENGTHS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | WEAKNESSES                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Strong collaborations on the project with multiple artists with large international followings in regions we want to target (Ric Wilson 300,000 monthly listeners)</li> <li>• Grammy winning Producer Nate Fox (Acid Rap &amp; Coloring Book) working closely on several tracks for the project</li> <li>• A lot of the music is very Sync worthy, so media sync's can be a way to gain exposure and market the music as being a debut artist means we do not have a built-in fan base already</li> </ul>                                                                                                                                                                 | <ul style="list-style-type: none"> <li>• Debut artist, so no one is familiar with his music and he is into well-known as of yet.</li> <li>• Music is very diverse and unique so we do not have a proven product and we do not know how audiences will react to the music</li> <li>• Dami's social media presence is not very strong (800 followers; Instagram &amp; 800 followers; twitter)</li> <li>• </li> </ul>                                  |
| OPPORTUNITIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | THREATS                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>• Although Dami does not live-in areas where his music may be critically acclaimed, the advancement in technology allows for him to directly target audiences which may actually like his sound and sonic influences no matter where on the globe they are</li> <li>• There are many radio stations such as BBC introducing and Blogs such as Pigeons and Planes / COMPLEX which thrive on finding newer artists and are willing to shed light on new artists no matter how much music they have out.</li> <li>• When some of the collaborators are looking for supporting acts on tours or in events that is an opportunity Dami can directly pitch himself for</li> </ul> | <ul style="list-style-type: none"> <li>• Dami's budget may not be high enough to really hit all of the projections needed for each area of the marketing</li> <li>• It is a new venture so we will be expecting to make a loss in hopes of gaining some traction and a fan-base</li> <li>• Placements on bigger playlists and radio stations are usually dominated by label artists with more backing publicity wise and financial wise.</li> </ul> |

Figure 1. **SWOT** Analysis for **Dami Dina**

Figure 2. **Goals and Critical Success Factors**

| Goals & Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | What Success Looks Like...                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Construct a 'Brand Image' for <b>Dami Dina</b></li> <li>• Create a consistence fan-base of listeners, no matter how big or small.</li> <li>• Reach target listeners for each month</li> <li>• Reach certain stream numbers for each single and for project overall</li> <li>• Drive ancillary music sales (live events and merchandise)</li> <li>• Secure some brand sponsorship from a brand which values your brand image</li> <li>• Significant online buzz and media coverage</li> </ul> | <ul style="list-style-type: none"> <li>• 50,000 streams on one of the singles</li> <li>• Reach 5,000 – 10,000 monthly listeners after release of album</li> <li>• Grow social media followers by 150% (2,000 on Instagram &amp; Twitter)</li> <li>• Release a remix for each Single released and have an aggregate of 50,000 streams on the remixes</li> <li>• Sell out 2 live performances, no matter the size of the venue</li> <li>• Have 3 gigs outside of U.K in Europe (either supporting or performing)</li> <li>• Over 10 articles online promoting the album release</li> </ul> |

The **Goals** and **Success Factors** in Figure 2 outlines our expectations for the campaign which we feel are both measurable and achievable. Due to Dami being a debut act our main focus is increasing Brand Equity. The brand equity built can be carried forward to future band and solo endeavours.

### **Value proposition**

Defining the unique selling points (**U.S.P**) of Dami needs to be done to help define the quality and type of products/ brands he can align himself with. Remaining as consistent yet authentic as possible is the most important thing for Dami at the beginning stages of building his brand. This also provides a code of conduct and mantra to the joining fans. This can help congregate a fan base of like-minded people.

| By Behaviour                                                                                                                                                                                                                     | By Demographics                                                                                                                                                                                                                                                                    | By Geography                                                                                                                             | By Psychographics                                                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Benefits sought from the product</li> <li>• How often the product is used</li> <li>• When the product is often used (time period)</li> <li>• Consumer loyalty to the product</li> </ul> | <ul style="list-style-type: none"> <li>• Age</li> <li>• Income</li> <li>• Gender</li> <li>• Family life cycle</li> <li>• Ethnicity</li> <li>• Family size</li> <li>• Occupation</li> <li>• Education</li> <li>• Nationality</li> <li>• Religion</li> <li>• Social class</li> </ul> | <ul style="list-style-type: none"> <li>• Region</li> <li>• Size of city/town</li> <li>• Population density</li> <li>• Climate</li> </ul> | <ul style="list-style-type: none"> <li>• Activities</li> <li>• Interests</li> <li>• Opinions</li> <li>• Values</li> <li>• Attitudes</li> <li>• Lifestyles</li> </ul> |

Figure 3. this is a *Replication* of ‘Common Ways to Segment Audiences’ (University of Minnesota, 2015)

Figure 3 can show us the different types of audiences we can target in a social media advert campaign. There are only a few highlighted green, but these are the types of ways we can target our audiences. For examples with Interests’, we can use artists which sound sonically similar to Dami’s music, with Gender we can choose graphics which rated higher with females than males.

For this campaign the mass audience will be segmented by geography through region, age, gender, nationality and cultural interests such as favourite musicians, singles and albums. Throughout the campaign, the segmentation groups will be refined to reflect empirical evidence that identify significant new trends or behaviours.

### **Target Audience Profile**

To determine the target audience, a sample of data was extracted on the 29th of January 2021 to find consumers in the US, UK, Canada, Germany, Mexico, Netherlands, Japan and Brazil who were interested in Dami Dina, Chance the Rapper, Childish Gambino and Frank Ocean collectively.

**Targeting** - There will be two core targets: adults under 35 who are fans of the Chance the Rapper, Childish Gambino and Frank Ocean. Then adults over 18 who are looking for new music and artists in the Hip-Hop/Rap/R&B genre. Over time the data will identify superfans and influencers for future content collaboration partnerships.

**Positioning** – **Dami Dina** will be positioned as not just an entertainer, but a true performer with a unique sound, instrumentation and vibe inspired by sounds of old and new artists in the genre. We will also embark on digital branding campaign as shown below to attract superfans and consumers who will have high loyalty to Dami’s Brand Image.

1. Create regular feed of great music, with premium access to yourself and create memorable experiences through music
2. Don’t forget to emulate and alignment with fan’s values in the music and social media content to help create nostalgia

3. Make accessibility to the music convenient. Make sure it is available for ownership and access from all the primary digital music platforms wherever there is demand
4. Create anticipated content and messages sent to fans to build a connection and foster positive word of mouth activity

### **Campaign release plan**

The artist offerings for the campaign are:

- 1x Single live 'COLORS SHOW' type media
- 1x studio album on CD, limited edition vinyl, digital download and streaming formats
- 3x single remixes from the album from different level producers
- 2x lyric videos
- Merchandise collaboration with Upcoming brand: Hoodie

### **Overview of release strategy**

| PHASE 1                                                                                                                                   | PHASE 2                                                                                                                                                                            | PHASE 3                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 – 6 Months Ahead                                                                                                                        | 1 – 3 Months Ahead                                                                                                                                                                 | Release Day – 3 Months After                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>Asset development</li> <li>Social content development</li> <li>Listening party planning</li> </ul> | <ul style="list-style-type: none"> <li>Distribution set-up</li> <li>Release first single</li> <li>Blogger &amp; Influencer campaign</li> <li>Release first single remix</li> </ul> | <ul style="list-style-type: none"> <li>Announce performance event</li> <li>Drop 2<sup>nd</sup> remix of single</li> <li>Release limited edition vinyl</li> <li>Release hoodie collaboration</li> </ul> |

Figure 4. **Overview Project Plan** for the **Dami Dina** Album Release **DITR**

### **Phase 1 – Planning - 4-6 months ahead**

#### **Artist visual branding**

For the last 3 decades, the artistic style of most RnB and Hip-Hop album covers were generally a close-up, photographic image of the artist with minimal iconography. Dami Dina is considered to be an urban act, however he has neo influences within his music. Creatively, his album cover visual brand should be clean, uncluttered, yet different from the norm.

## Content Strategy

The content strategy reinforces the Dami Dina brand persona across online and offline communications. It should be authentic, honest and accessible. To make sure that his brand values and promises are linked throughout the narrative.

Selected channels and platforms for the campaign:

**Earned Media:** PR, word of mouth, blogger & influencers, radio and TV

**Paid Media:** Pandora & Soundcloud audio ads, social media advertising, retargeting

**Shared Media:** Facebook, Twitter, Snapchat, Instagram, YouTube, WhatsApp, Facebook Messenger

**Owned Media:** Dami Dina website and email newsletter

Shared and owned media channels need to set up by securing and claiming Dami Dina social handles and building pages with biographies, profile pages and initial content.

A pre-save competition to win money and products from Dami will be available 2 months before release, with the winner announced the day before the release. This can be signed up for on a campaign specific landing page, that allows us to see emails, locations and gender of individuals so we can also aggregate assets for marketing. Fans are incentivised with exclusive updates to opt-in for more competition information.

### Blogger and influencer promotion

Dami Has a network of social media influencers to contact such as the people working on the project, but we will also find networks of people connected that we can ask to promote the music too, in hopes of causing a chain reaction on the social media end.

Bloggers will be paid for and shown in the budget report, we aim to be on 5 publications with 2 being world renowned such as COMPLEX and Pigeons and Planes. With the other publications being smaller, less known but well respected in the industry such as Before the Data and Fashionably Early Music.

## Phase 3 – Release

### 1 month ahead

Release second single and catalogue remix are released to streaming platforms only and the remix is produced by another high-profile producer to leverage audience reach

### Day of release

On the day of release, we will begin social media marketing and also release some of the blog publication right ups. We also try to capitalise on possible playlist listing.

### 1 week after release

Start releasing tickets for first show in London and gauge responses from fans. Campaign data will be used to assess if there is further demand for dates or locations.

Promotional push for the singles and the album continues via social advertising, audio advertising on Pandora, Soundcloud and Spotify, social media, influencers and word of mouth.

Liaise streaming platform editors to secure features spots and increase opportunities playback and playlisting.

### 1 month after release

Look for performance dates across UK cities and Europe, to maintain momentum for the album release and generate merchandise and album sales. Campaign data will determine if there is demand for new dates or locations.

### 2 months after release

Release third remix single if there is demand. A third remix or acoustic single from the album may be released to the streaming platforms for awareness and engagement.

### 3 months after release and beyond

Begin the sale of collaboration merchandise and also vinyl's for the album. Do a vinyl giveaway and try to raise capital for a Europe tour if possible.

### Resources

The campaign requires a small team to manage a myriad of tasks throughout the nine months. Most tasks will be handled in-house with the rest outsourced to freelancers or experienced boutique agencies. Core functions include

- Marketing strategy
- Digital marketing servicing
- Visual branding
- Social media and content management

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