Kingo

キンゴ

アーティスト

ストラテジー





Artist Campaign Pitch by Isaac Harrison

Artist Proposition

ENGLISH VERSION:

Japanese Hip-hop/Soul artist Kingo crafts his music as the vehicle to explore his diverse life experiences, and desire for personal growth - using his meditative nature as the driving force in this pursuit of self-actualisation. Although he was born in Japan, Kingo spent the majority of his formative years between his native Japan, a post-war Cambodia, and the United States - acting as the foundation for his distinctly international perspective, and his unmistakable brand of creative expression.

Taking inspiration from Hip-Hop, Funk, RnB, and J-pop to name a few - Kingo marries his personal, intimate lyrics with a razor-sharp flow that is characteristic of his dynamic, exhilarating sound. He illustrates his versatility by seamlessly alternating between English and Japanese like a Rap-Artisan - evoking a sense of familiarity in the listener as he invites them into his world.

In this world, Kingo drops his guard - opening up to his listeners in the hopes of reaching those facing life's challenges. With his music, Kingo aims to soften the soul - sparking important heart-to-hearts that lead to a shared sense of companionship, mindfulness, and a renewed spirit to persevere through difficult times.

Values

Communication

Respect

Honesty/Authenticity

Connection

Caring

Balance

Tone & Voice

Thoughtful. Humble. Authentic.

Culture

Humble. Grassroots.

Respectful. Authentic. Friendly.

Curiosity. Inspiring. Supportive.

Stylish. Minimal.

The Campaign

The Objective(s):

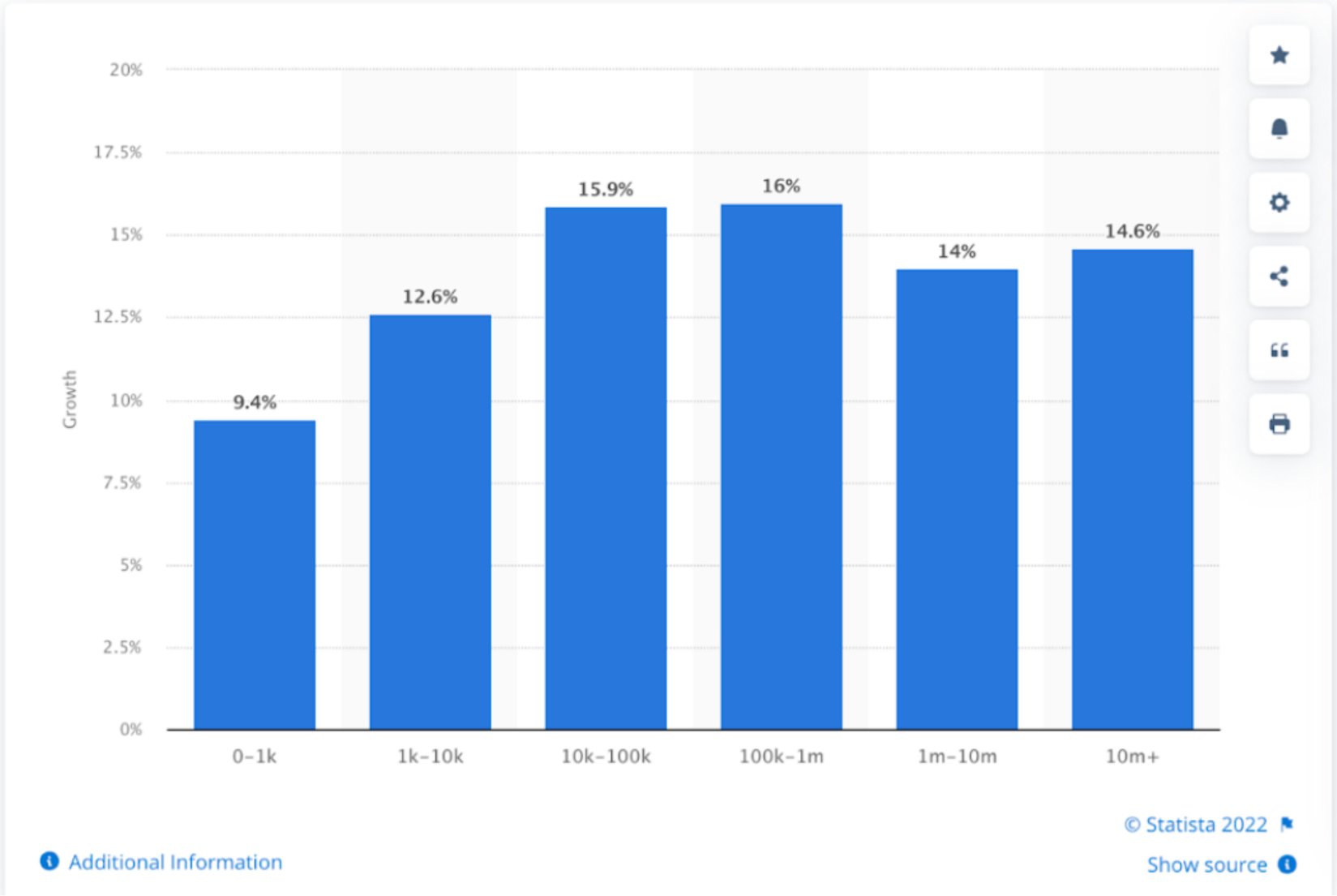
- Increasing artist brand awareness/reach, in order to move Kingo out of the 0-1k follower bracket, and into the 1k-10k follower bracket (*See Appendix 1).
- Experiment with content creation practices, new social platforms for the artist, and establish consistent sustainable practices that the artist can use on these platforms.
- Collect as much data and as many analytics/insights as possible in order to better refine targeting a planning for future campaigns.

The Plan:

Through an Organic Content Marketing + Paid Digital Advertising campaign that aims to provide social currency and social proof (Keyes, 2018) to potential audiences in key ‘Trigger City' markets in South East Asia and South America. The entire process will take course over 15 Months (but is actually a 12 month active campaign), from November 2022 into January 2024 - running parallel to Kingo's other release campaigns throughout that time.

- *Trigger Cities are localised markets that trigger streaming & social algorithms that set trends in western markets.
- **Social Currency/Proof is sharable material used in social contexts that denote identity.

Follower Growth Bracket



Campaign Performance Targets & Measurements:

(Using OKR Goals method with 60% minimum = success)

- KPIs -
  - Impressions/Views/Reach, Streams, Follows, Likes, Shares, Social Sentiment (what conversations are being held that Kingo is either a part of or mentioned in).

- Targets* - (Based on Instagram) - End of the 12 months.
- 600,000 Impressions by end of Campaign.
  - 5k Impressions per small Organic content piece (3000 is 60%), 60k Impressions per BIG Organic content piece (36,000 is 60%), 120k Impressions per Paid Adverts (72,000 is 60%).
- 12,000 Engagements by end of Campaign.
  - 100 engagements per 5k impressions (60 engagements is 60%), 1200 Engagements per 60k Impressions (720 is 60%), 2400 per 120k Impressions (1440 is 60%): Combined likes, Comments & Shares (based on FB & IG's 2% Engagement Average.
- 2,954 followers by February 2023.
- 5,107 followers by December 2024.

Targets on other platforms used will likely mirror these estimations - give or take 1000-3000 units.

Target Platforms:

& why we're using them.

Instagram, Facebook, YouTube, LINE, TikTok, Spotify.

We're using the platforms with the best ads targeting, and the platforms most relevant to the audiences we want to reach. We're also using the platforms that are most relevant to the goals we want to achieve:

- Instagram and TikTok for short-form content & community engagement.
- FB & IG for video content ads. LINE for East & SE Asia ads targeting.
- YouTube for long-form/high production value content (and free access to music, accessible for trigger cities).
- Spotify because it's got the best artist services out of the various DSPs (such as ads, videos, playlists etc., and it's the most global and accessible for trigger cities because of freemium model).

Visual Branding

Current Inspiration:



Current Visuals:



Desired Direction:

Simple,
Honest,
Cinematic,

Largely influenced by Mac Miller's MV for 'Stay'







Collaborative Project Logo:

'NOT SO FAR AWAY'

By Kingo

Campaign Narrative

We want to explore the dynamic between Kingo with other international artists within the hip-hop genre - showing that despite having different backgrounds and experiences, their form of creative expression ties them together.

Social Strategy & Implementation

Campaign Activities in Detail (1/3):

The primary project content: 'Not So Far Away', is going to be a “documentary style” video series surrounding various collaborations that Kingo does with UK based artists (playing into the Trigger Cities' desire to see western and other foreign content of interest [Japan & Korea in particular]). However, this will need to evolve over the course of the campaign to see what works best.

This content will follow the pillar method (Keyes, 2018); creating large high-production value content and breaking it down into smaller content to be repurposed in various edits for short-form content & ads.

Collaboration Details:

Parameters:

- Approximately 3 min songs. (Not a firm rule, but this parameter could impact the deadline).
- Kingo does 1-2 Verses
- Themes decided between Kingo and Collaborator
- Must be completed within 2 month deadline.
- Kingo has 24 available hours to work on this collaboration over the course of the 2 months.

Campaign Activities in Detail (2/3):

During the process of creating the content, we will also be creating and posting BTS content (candid photos, videos, stories, audio clips, scans of lyrics, artwork, papers etc.) from the collaborations and using this as material to post on social platforms in order to tease each new video release + song release.

The collaborations will result in: Youtube Video showing the entire collaboration process of making the music, artist backgrounds/stories, visualisers, Music to be released on Streaming Platforms, BTS content, and the Music Video itself to be used on youtube (lyric video or visualiser style) + all socials and Spotify canvas.

All content will be hosted on Kingo's personal channels, marketing it as a project he's going to carry out in order to learn/grow from, share and embrace his international perspective through this project.

Timeline & Gantt Charts -

https://drive.google.com/file/d/1efq2aoRsq9PCwnnoAn2DwKAUd_8ieVlQ/view?usp=sharing

- Entire Project Timeline (Pre, Present, and Post)
- Content Production Cycle,
- Submissions & Releases,
- Digital Ad Campaign details, etc.

Campaign Activities in Detail (3/3):

Depending on the progress towards hitting targets, we'll set a cut-off date for the campaign and then move on to a different campaign.

Assuming we hit our targets, there will be a 491% increase in followers, and reach.

Due to the low-cost nature of the campaign and the overall objective, the campaign overall is quite low risk.
This campaign will run simultaneously to Kingo's own other releases - acting as a supplementary driver his brand and music awareness and reach.

In the worst case scenario - we are still collecting data and analytics regardless, we're still putting in effort to establish sustainable practices for Kingo on social media - and if we accomplish ⅔ campaign objectives, it will still be considered a success.

Finances

Expendable Income:

Guaranteed:

- $100/month (from Kingo's income)

Potential:

- $100/ month - Marketing Budget from 'anon' (Independent Label)

Costs:

Guaranteed:

- $70-100 / Video filmed & edited

Guaranteed:

- Ad Spend is up to us - costs depend on the Cost per Click on Ads. The CPCs (in $) for our Target Countries are:

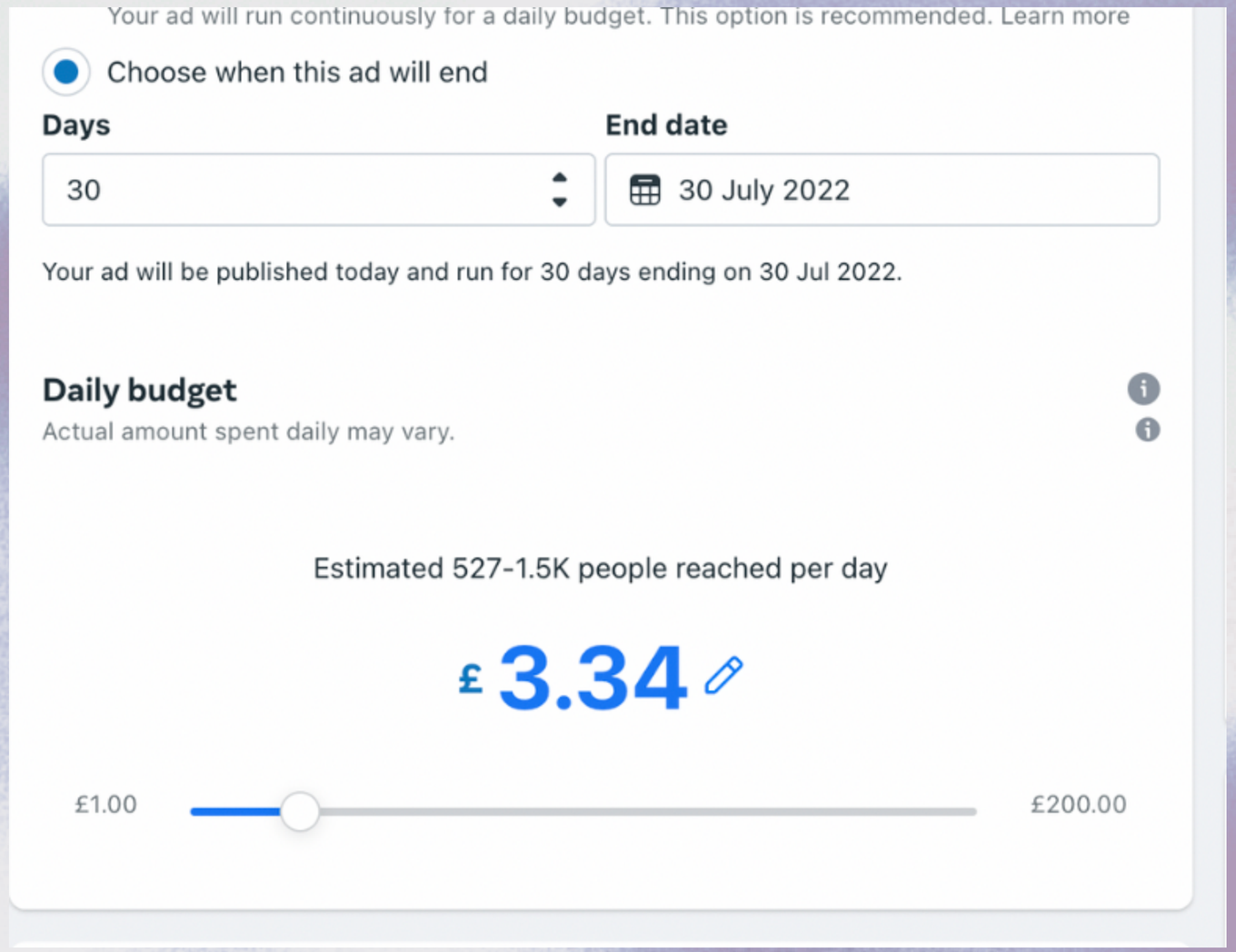
Japan - $2.8 /click	UK - $1.45 /click	Thailand - $0.4 /click	Brazil - $0.2 /click
USA - $2.25 /click	Singapore - $1.2 /click	Phillippines - $0.2 /click	Indonesia - $0.15 /click

Ad Spend Estimation:

This is the predicted result based on facebook's ad manager for a campaign run in the UK with a monthly budget of £100.

1.5k impressions per day = 45,000 per month. 45k x 12 = 540,000 impressions.

This is only 60k under the total campaign target.
Costs in trigger cities are lower than this, so our budget will stretch even further.



Total Estimated Costs over 15 months:

$2000-2500

(for a nearly 500% increase)

Case Study

LONG FORM VIDEO CONTENT & SOCIAL CURRENCY/PROOF: (REDBULL 'Check Your DMs' - Bilingual Content)

RedBull Music ran a Long-form Video content campaign that involved the collaboration of various artists across the globe to create some music, talk about themselves and their background, and then release a track. Amassing 165k Views, and 155k Streams - resulting in an incredible 94% (assumed) Conversion rate. Of course RedBulls' & the artists' respective audiences will have contributed to the overall views/streams - regardless, this is a fantastic result.

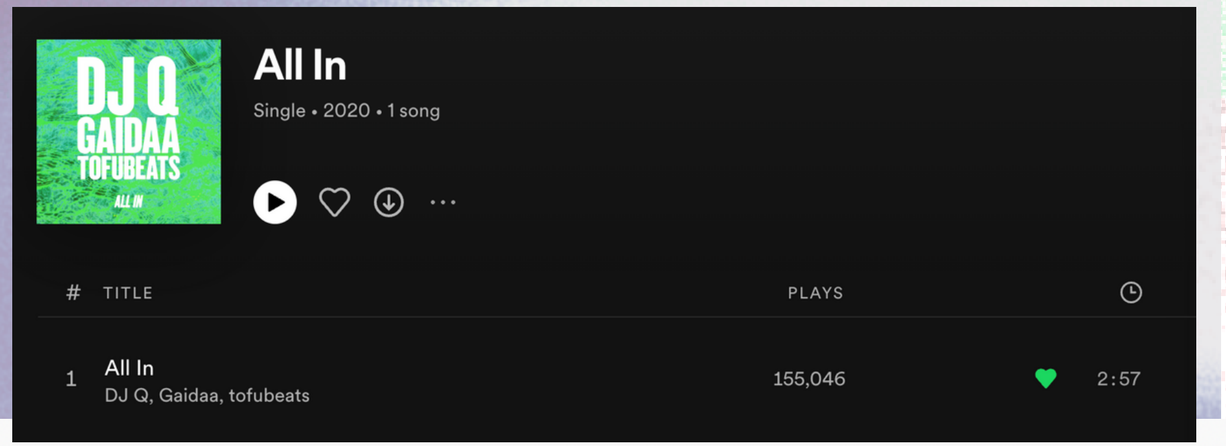


#RedBullMusic #Tofubeats #Gaidaa

UK Garage meets Japanese Rap and Dutch Soul in New Online Collab | Red Bull Check Your DMs EP 1

165,242 views 22 May 2020 Red Bull Check Your DMs is a new series from Red Bull that uncovers what it means to collaborate in the digital age. Each episode showcases three artists who have never met, from three different countries and three different musical backgrounds that work together on a brand new track, entirely online.

The series shows that despite the distance between them, all you need to make great music is talent, inspiration and decent WiFi! In this week's episode UK Garage producer DJ Q from the UK connects with Japanese producer & rapper tofubeats and Dutch/Sudanese Soul singer Gaidaa.



Listen to the full song and more here: https://www.redbull.com/int-en/shows/...

Listen to the Spotify playlist here: https://open.spotify.com/playlist/23C...

#RedBullMusic #Tofubeats #Gaidaa #DJQ

Target Audiences

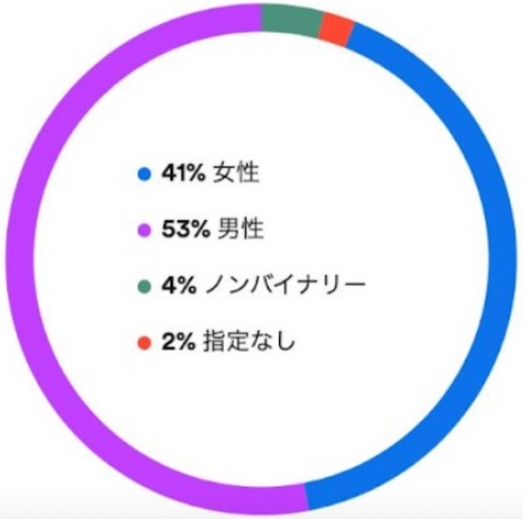
Demographics

- AGE:
  - <18-27, 28-34.
  - (See next page for charts - note it is in Japanese, hence translated data is here)
- Gender:
  - 41%F, 53%M, 4% Non-Binary, 2% Not Defined
- Occupations:
  - Students, Part-Timers, Young Professionals (office work)
- Income:
  - (Depends on exact location + cost of living)
  - $5000-$10000 p/annum (students & part timers assuming 16hr weeks at minimum wage)
  - $22,000-$25,000 p/annum (First professional Jobs)
  - $40,000+ p/annum (consulting, tech, legit awful office jobs)

Target Audience Gender & Age Charts:

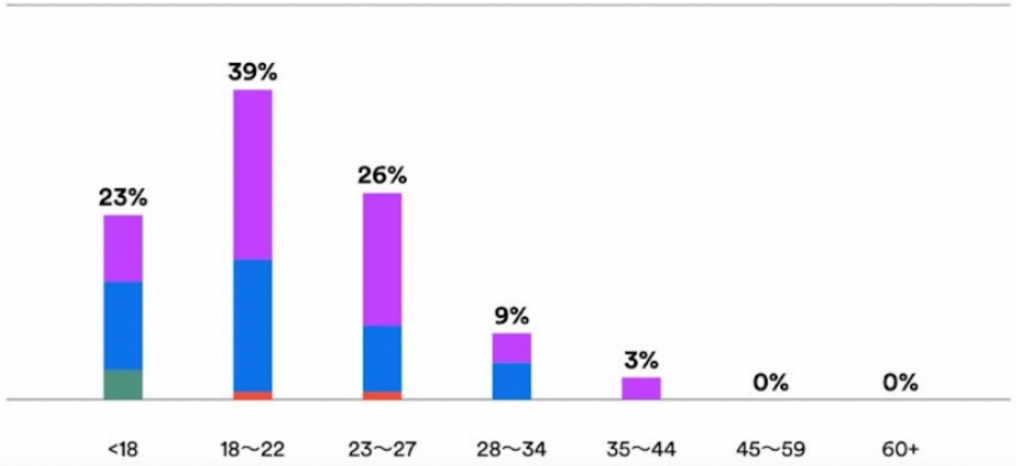
リスナーの性別

リスナー • 過去28日間 • 全世界



リスナーの年齢

リスナー • 過去28日間 • 全世界



Psychographics

- Personality Characteristics:
  - Not too outgoing, but does go out
  - Friendly
  - Open-minded
  - Introspective
  - Empathetic
  - Thoughtful/considerate
  - Humble people
- Lifestyle:
  - Middle class fam
  - Third Culture Kids/帰国子女
  - Fully native (Japanese, Thai, or wherever) w/ interest in outside world
  - Foreign w/ interest in Japan
  - Creative (Went to Uni, or vocational school
  - Working vocational Jobs
- Interests:
  - Pop/Hip-Hop/Funk & Rap
  - Fashion
  - Drinking
  - Skateboarding
  - Dancing
  - Japanese culture
  - Western culture
  - Film and Media
  - Photography
  - Asian American Experiences (podcasts, representation like 88Rising)
  - HipHop Channels (Neet Tokyo)
  - Jujitsu Kaisen
  - Samurai Champloo
  - Cowboy Bebop

- Beliefs/values:
  - **Aligned with Kingo's Values
  - Communicating with people
  - Honesty and transparency
  - Respect
  - Empathy
  - Open-mindedness
  - Believes in putting full attention to the things that they're doing/focused on.

- Behaviours:
  - Shares social media content with friends and family
  - participates in trends
  - participates in self-care
  - communicates with others about thoughts and feelings

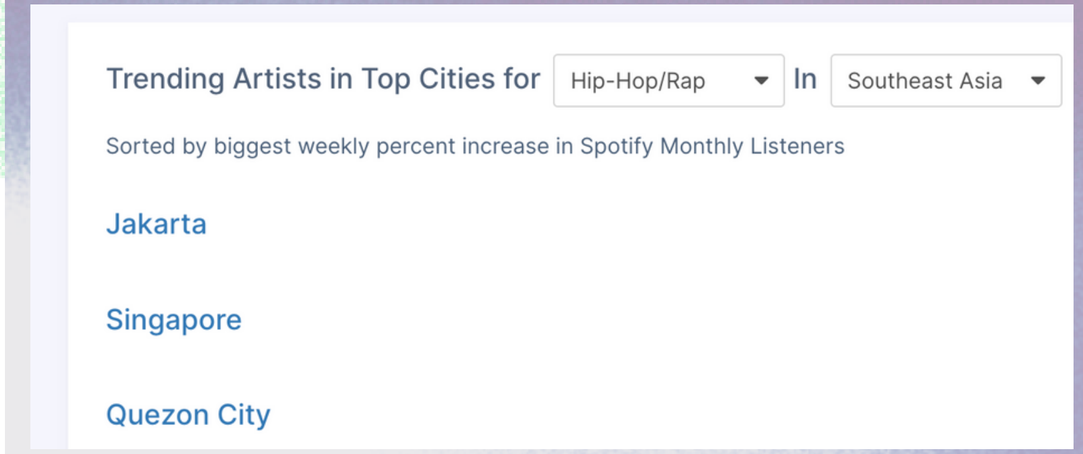
- Habits:
  - Paying attention to lyrics
  - Following and interacting with artists they are a fan of on socials.
  - Spend a fair amount of time on devices
  - Spends time going to gigs
  - Drinks Casually & Socially
  - Goes to Record Stores for the merch (if there are any around)
  - Streams most of their music
  - Discovering Japanese Music from Anime Openings & Endings
  - Video Games
  - Watching YouTubers living in Japan
  - Watches LiveStreamers

Geographics:

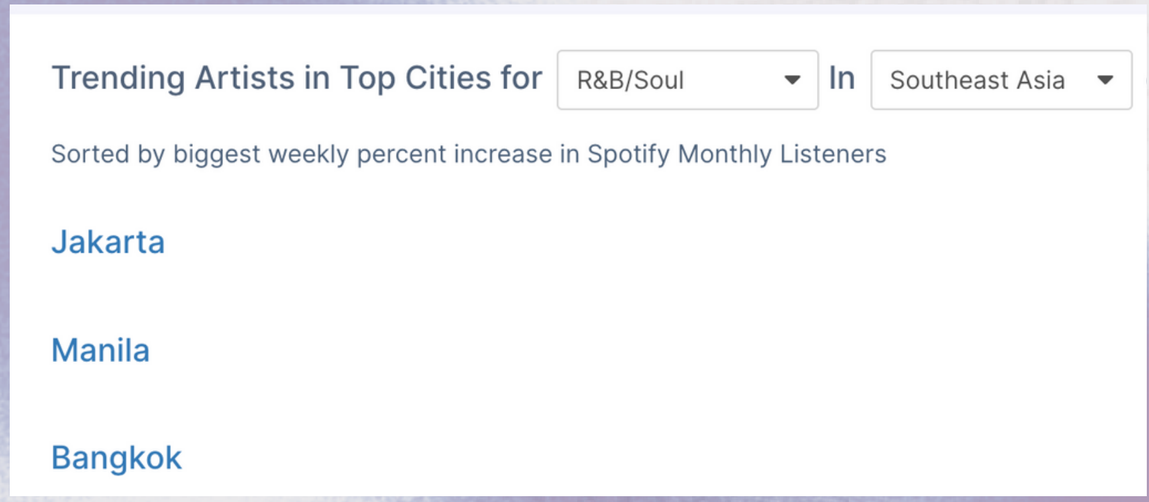
- JAPAN
- USA
- UK
- S. KOREA
- CHINA
- HONG KONG
- TAIWAN
- CANADA
- NEPAL
- NETHERLANDS
- NORWAY
- FRANCE
- PHILIPPINES
- INDIA
- BRASIL
- COLOMBIA
- AUSTRALIA
- SWITZERLAND
- THAILAND
- SPAIN
- SINGAPORE
- INDONESIA

*Countries in Red are Key Territories for the following campaign.

Appendix 5:
Choosing Target Territories
(Screenshots from Chartmetric)







Questions?

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