

Group Portfolio

Submission Element CMM1:

**Original artist campaign for
Maia Onda's single "Echoes"**

submitted at

**Tileyard Education, London
MA Music Business (MBO0123)
BMTY7000**

submitted in April 2023 by

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1. Project outline

The aim of this project, whose results were recorded in this portfolio, was to develop a release campaign for an original commercial single and its remix. Austrian artist “Maia Onda” has recently released a new single but was already working on some more original music at the same time. Therefore, the following campaign supports the planning, marketing, and execution of the release of her next single. The portfolio includes any kinds of relevant media assets for the publication of the single itself, for the implementation of an accompanying release event as well as a corresponding budget breakdown.

2. The group

The group members who came together to implement this project all come from Tileyard's online blended Music Business master's programme (Tileyard Education, 2023) and therefore have similar backgrounds in approach. However, their focus and levels of practical experience in the music industry differ, which resulted in the following rough distribution of tasks:

Elle Bowen

Elle has been working in media and advertising for about eight years and is currently employed as a brand partnerships manager. She has worked in radio as well as social media, which is why she is experienced in building multi-platform media plans. Elle has also completed a video dissertation at university; thus, she has video production skills to contribute as well.

Responsibilities in the project:

- EPK
- Video
- Marketing and social media: strategy and planning
- Distribution

Kirsten Davis

Kirsten is currently working as a freelance event manager. Her experience extends from music events to some outdoor events, working as a part of her community and helping local businesses. Past events had let her to dabble in marketing, creating her own promotional posters, leaflets and posts as well as performing at said events. Kirsten has studied music performance for some years and found her passion in the operations of live events.

Responsibilities in the project:

- Iconography / artwork
- Merchandise
- 5-day pre-release tour

Emma Squire

Emma has around 25 years of experience working in corporate communications, focussing on media, PR, event management, digital communication, marketing, and brand management. Her experience in the music industry evolved through relationships she has built with artists as well

as attending numerous events herself, supporting grass-root and independent artists in particular.

Responsibilities in the project:

- Live event research, outline, and costings
- Press release
- Chartmetric statistics
- Kickstarter campaign outline

Anja Wilawitzer

Anja has been working in Marketing and PR for almost three years now. She is rather experienced in the execution of classic PR campaigns and projects and has also done several commissioned works in the field of design and creation of visual content, mainly for start-ups. Anja has no professional experience related to the music industry yet.

Responsibilities in the project:

- Artist contact and research
- Digital content
- Marketing and social media: strategy and artwork

For reasons of simplicity, all group members have agreed to refer to themselves as “EKEA Group” for this specific project.

3. Meetings and minutes

During the five weeks in which the release campaign was developed, the group met a total of five times in virtual meetings. The aim of the first meeting (held on March 2, 2023) was to get to know each other better and to decide on a possible artist to contact for whom the campaign should be carried out. Setting up a shared document for the recording was also part of that meeting. The following call (held on March 22, 2023) was already about agreeing on creative and strategic decisions as well as creating a mood board to bring all team members on the same page. In the course of this, the respective students responsible for the individual sub-areas of the campaign were also assigned. The two subsequent meetings (held on March 23 and March 27, 2023) were fundamentally about clarifying open questions or ambiguities, reporting on each other's progress, and agreeing on where support was needed. Larger sections of the campaign, such as the marketing plan, for example, were also gone through together to be back at the same level of knowledge. The last joint online meeting (held on April 4, 2023) was to find missing content and reassign those tasks to the appropriate group members.

2/3/2023

We met up to separate the tasks for the assignment. After looking at the different aspects, we decided we may need to discuss image and inspiration with the respective artist. We decided to hear the song we would promote to get a better feel. Thus, Emma sent a message to one of the students in the Commercial Songwriting and Production course.

Things that have been decided:

- This document will be used to record any meetings, research, and work each of us has done.
- We need a meeting with the artist to determine how to attack the assignment.

Next session:

- Split the workload and how much of the optional assets we're planning to do.
- Get an idea of the artist's identity.

Assignment of tasks for the Artist campaign

including the recording, planning for digital release and promotion of a single and its associated media. (theoretical budget: £5000)

1) Critical assets:

- a) An **original single** of commercial music and its **remix Elle**, A&Rd by the group (whether commissioned or created internally)
- b) All associated **artwork** and **iconography** for the digital single and remix
- c) An **electronic press kit** of all relevant media assets **Elle**
 - i) Audio
 - ii) Video **Elle**
 - iii) Iconography (font Maia usually uses: Mermaid) **Kirsten**
 - iv) Mood boards **Elle to find final bits**
 - v) Artwork **Kirsten**
 - vi) Digital **Anja**
 - vii) Social media **Anja**
 - viii) PR assets **Emma**
 - ix) Live performance **Emma Anja to add Vienna venues**
- d) An **operating budget** showing all expenses, receipts and income generated.
Group work - add costs depending on own tasks

Figure 1: Extract from the document used by the group for shared notes of any kind.

4. About the artist

The following chapter will provide a brief introduction to the artist, namely Maia Onda (YouTube, 2023a), for whose new single the subsequent campaign planning and content were created.

4.1. About Maia Onda

According to an earlier report (Hecke, 2021) about the musician, Maia started playing the piano at the age of five. At the age of 13, she then published her first own ballads on the video broadcasting platform YouTube (YouTube, 2023b), and at her school she was also able to gain her first stage experience with her band "Maia Rx". Before the release of Maia's real debut single, the Graz native had already posted about 30 of her own songs online. It is further stated, that apart from her skills in singing, arranging, song writing, and producing, she also impresses with other competences that are needed to succeed in the music industry. She stages herself, her art, her red curls and her look very well on social networks and also succeeds as a model. Her big goal, however, has always been to earn a living with music only (ibid.).

4.2. Previous releases

To date, Maia has released a total of five professionally produced and marketed singles. Her very first professionally promoted single called "Dead Plants" (Onda, 2021) was created one hundred percent by herself. Only she herself wrote the lyrics of the song, composed it, and then recorded and produced it in her home studio. Dietmar Tschmelak, the programme director of Radio Soundportal (Radio Soundportal, 2023), which is a local radio station in Maia's home province, Styria, describes her as a very exciting young artist and also credits her with the potential to be successful in the international pop industry. After all, her debut single "Dead Plants" also made it to number one in the Soundportal charts. The following singles, such as "Coffee" (Onda, 2022a) or "Cute Boys" (Onda, 2022b) were also played by another private radio station in Styria, and the songs could also be heard on a nationwide station as well (Hecke, 2021).

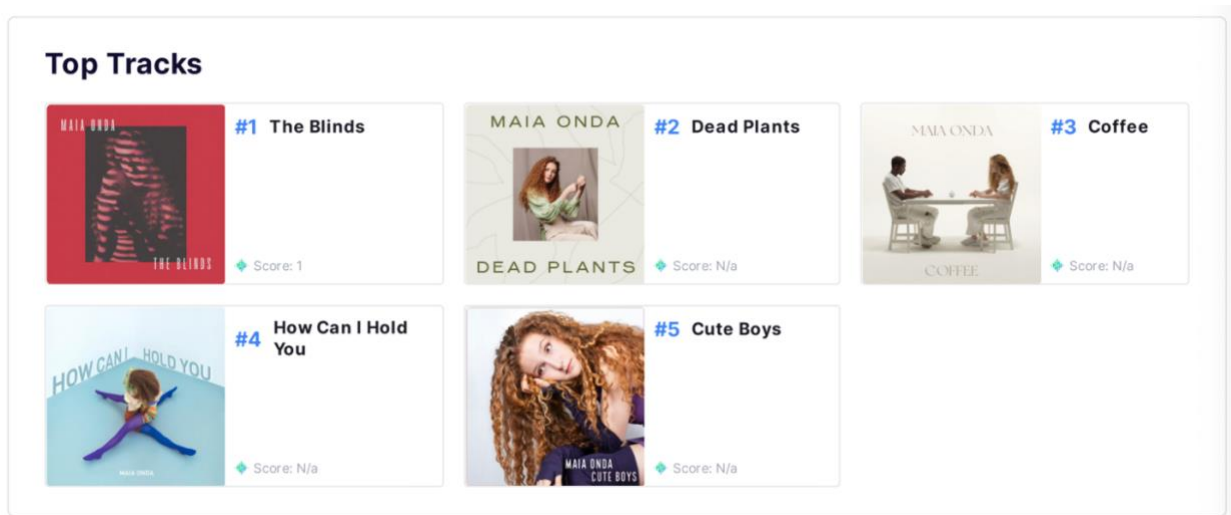


Figure 2: Insight into the popularity of Maia's previously released singles as part of her Chartmetric Artist Overview.

4.3. Current statistics

Having downloaded Maia Onda's current Chartmetric (Chartmetric, 2023) data (as of March 27, 2023), it becomes evident that, even from the most recent figures, she is making positive progress as an artist.

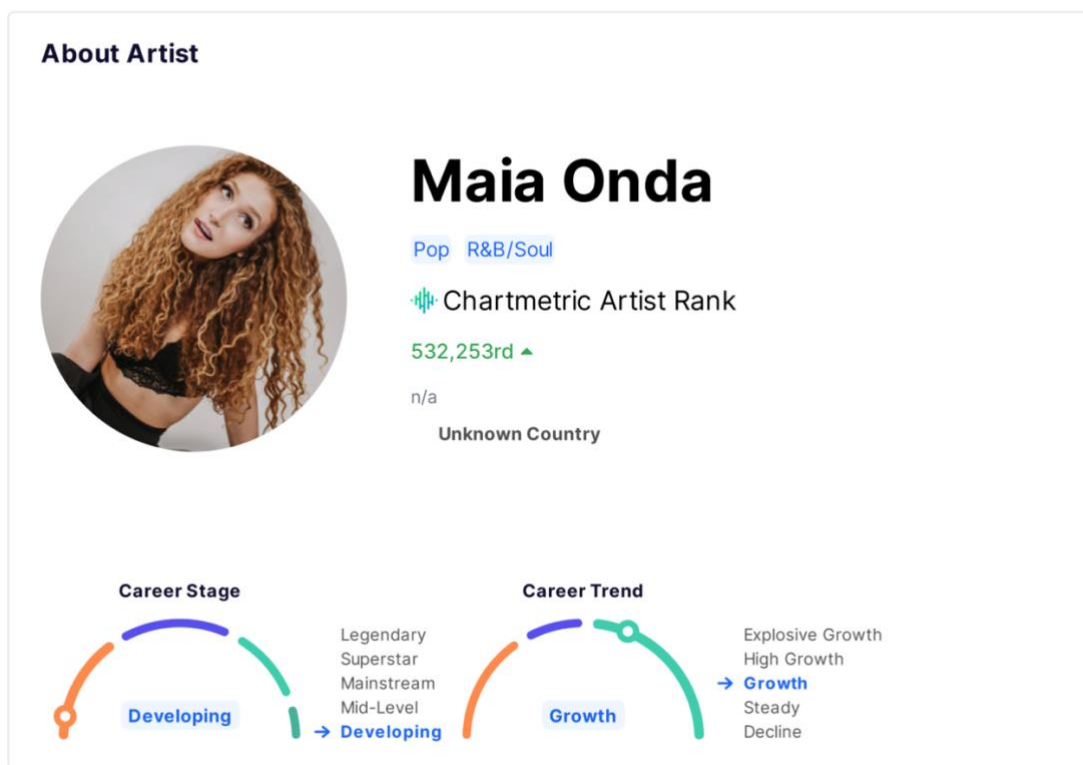


Figure 3: Another insight into Maia's career trends provided by Chartmetric.

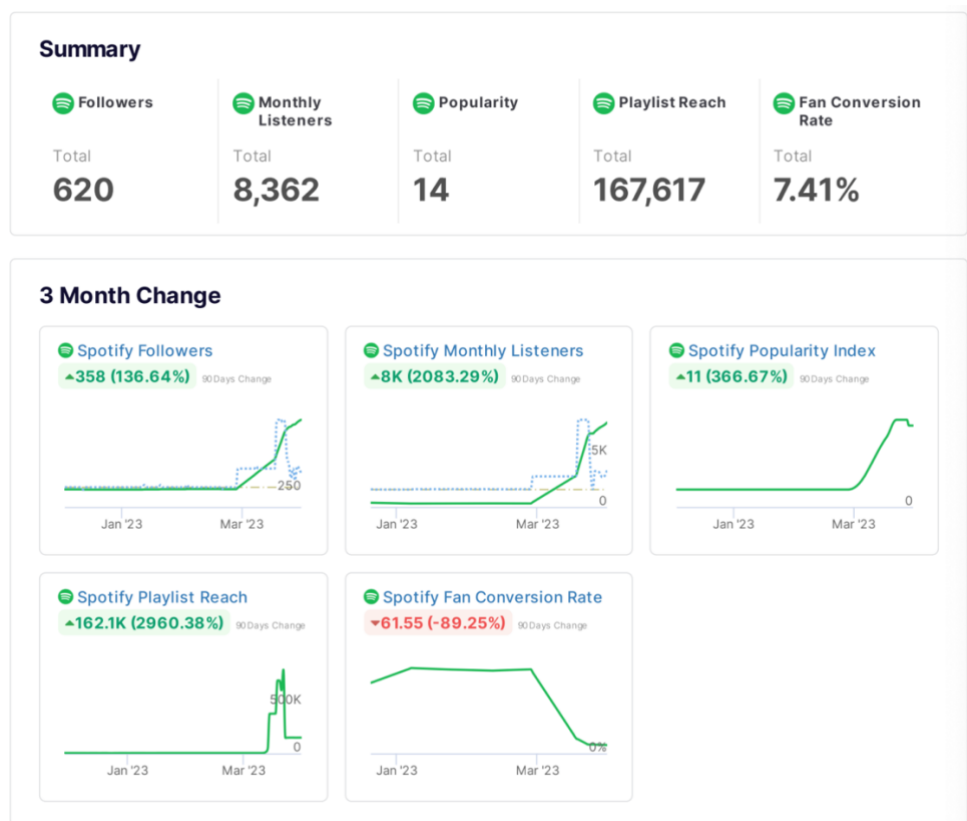


Figure 4: More detailed data on the behaviour of Maia's listeners and followers on Spotify, again provided by Chartmetric.

Chartmetric was also used to find the places where Maia's music is heard the most. In terms of countries, the most monthly Spotify listeners are located in the United States, Germany, Belgium, the United Kingdom and Italy. Among the cities, Vienna, Los Angeles, Sao Paolo, Chicago, and Atlanta are at the top of the list.

The full document can be accessed via the link below:

<https://drive.google.com/file/d/1gPPNkFq6tamuxHjMYuPipB5L2qLZN8bV/view?usp=sharing>

5. Campaign assets

The following section contains a broad selection of assets that were created explicitly for the (hypothetical) release campaign of Maia Onda's single "Echoes" and its remix. Additional info about the song came from the Maia as that it was created during a song writing session with her producer Paul Falk. The mood suited a quiet piano ballad and when Falk played the chords, the first thing that came into the artist's head was the melody of the chorus. From there, Maia finished writing the lyrics on her own. According to her, the song is about getting over a low phase, such as a depression or a burnout. It should reflect the feeling of when the accompanying symptoms show up again and again in small parts, although you thought you were finally doing better again.

The song can be accessed via the following link:

https://drive.google.com/file/d/1ypkO4_bM3CwA_BBK5ptoCd_Q4kWml07h/view?usp=sharing

The single's remix can be accessed via the following link:

<https://drive.google.com/file/d/1JuInBq0dNfOwnuNgx-2vwlRfrfVwtK9Y/view?usp=sharing>

5.1. Moodboard / Inspiration

In the course of creating the mood board for the single, the following themes and terms came up, among others:

- Nostalgic, wistful
- Blue, Gray, smoky colours
- Floating feeling
- Melancholic, vulnerable
- Minimalist
- A skimming stone on water
- Kelly Clarkson (Clarkson, 2009) / Christina Perri (Perri, 2010) / Tori Kelly (Kelly, 2012)
- Sitting on a piano in a big dress

Based on these rough themes, the further direction or style in which the campaign content would be created was determined. This is evidenced by further excerpts from the mood board:

Maia Onda - "Echoes" (prod. By Paul Falk)

Visuals (Stills)

Minimalist setting, big empty room, almost derelict. Shades of blues and grays. Water imagery - a stone skipping along the water (like and echo) and rain tapping against a window.

We create contrast with Maia as stands against this with a bright ethereal dress.

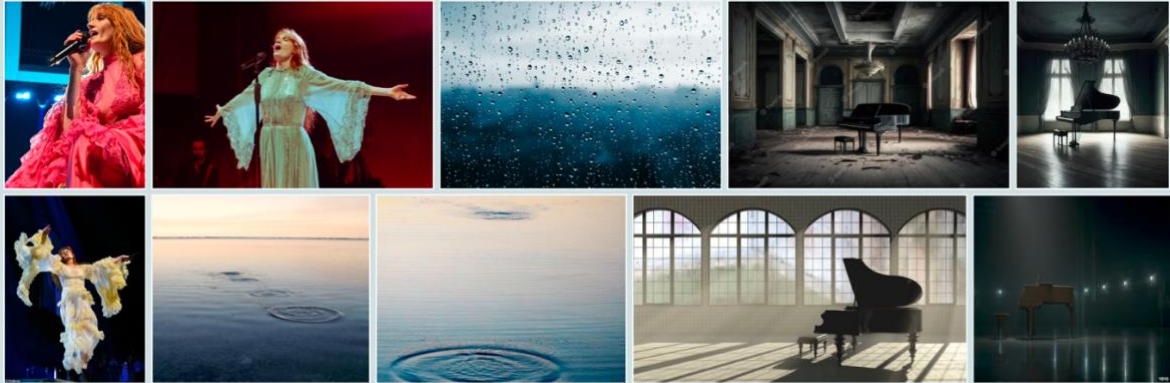


Figure 5: First excerpt from the mood board for the single "Echoes".

Maia Onda - "Echoes" (prod. By Paul Falk)

The Look & Feel - Aesthetic Themes

Maia's vibe is similar to Tori Kelly - the classic girl with a guitar. Some videos similar to posts on Maia's Instagram of her around her musical set up. Influences will come from the overall theme / style from videos such as the visualiser videos for 'Value', 'Don't Take Me Home', 'Time Flies' and 'Glad' plus other gif-like visuals. This taps into the overall minimalist theme we are going for this release.



Figure 6: Second excerpt from the mood board for the single "Echoes".

Inspirations for the planned remix were also included, even though the track was not yet finished at the time the mood board was created.

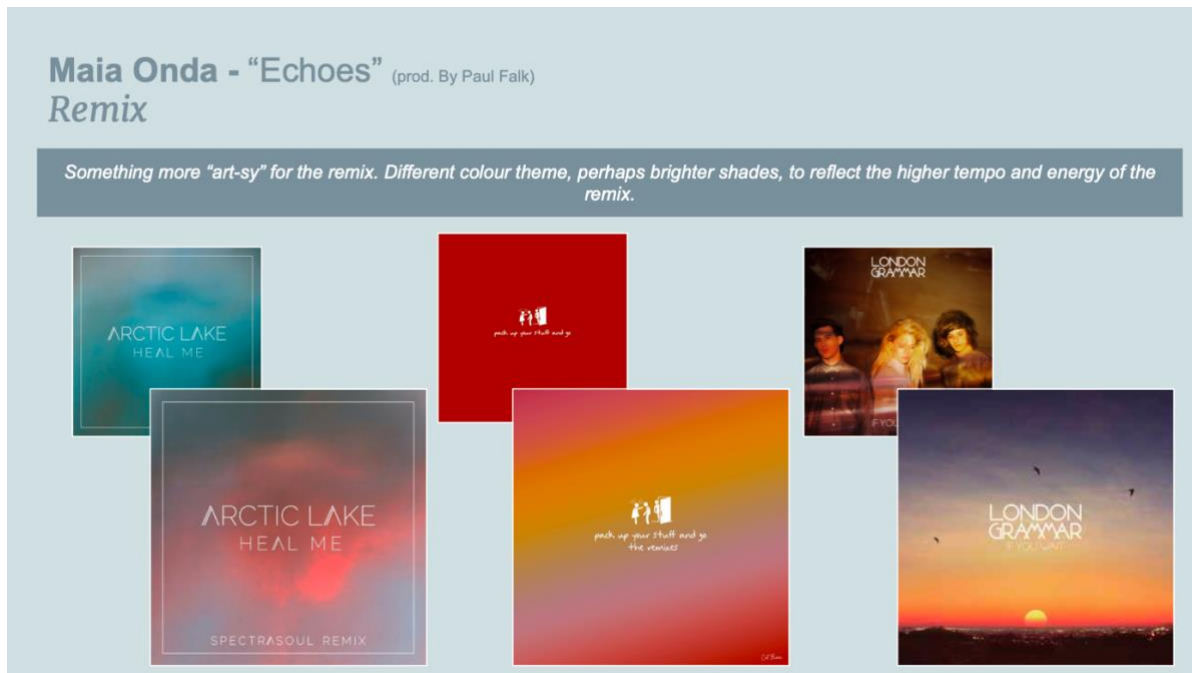


Figure 7: Excerpt from the mood board for the remix of the single "Echoes".

The full mood board can be accessed via the link below:

<https://docs.google.com/presentation/d/1YUxd8dnxUACzRR7IMkDMKdATyGoBslsMPKAReuCjdPA/edit?usp=sharing>

5.2. EPK / Press release

In order to create a suitable press release, the first step was to create the EPK based on information that came directly from the artist Maia Onda herself. To ensure that no important information was missing in the press release in particular, two current blog posts on the topic were used as additional support (e.g. McCauley, 2020; Zelenovskaya, 2022).

MAIA ONDA

**DOWNLOAD
PRESS PICS**

Latest Release

HOW CAN I HOLD YOU

Upcoming Release

ECHOES Feat. Paul Falk

BIOGRAPHY

Vienna, Austria born Maia is a self-made, solo artist with several years experience recording and performing already under her belt. At just under 21 years old, Maia has laid the foundations of a bright musical career. She began self-releasing music at just 13 years old, and proved to make waves on YouTube reaching thousands of views and engagements from fans all over the world.

A singer, song-writer, producer and musician of multiple instruments; Maia's passion for composing and writing music is everlasting and gives her indistinguishable focus. Her versatility has enabled her to broaden her portfolio, working with countless reputable musicians and studios across multiple cities. She has already had releases placed on national airplay charts and media outlets.

2023 continues to shine for Maia Onda as a promising newcomer, with multiple releases scheduled and expanding her horizons from her home country into the UK market.



CONTACT: talentinfo@flaretalents



Figure 8: EPK for Maia Onda's upcoming single release.

FOR IMMEDIATE RELEASE
TUESDAY 10 OCTOBER 2023

Austrian artist Maia Onda drops sixth single 'Echoes'



Maia Onda releases her sixth single 'Echoes' on Friday 13 October 2023.

Available worldwide, on all streaming platforms, this new song is a soundscape mix of powerful vocals, piano and drums, co-written and produced by Paul Falk.

Graz-based Onda has moved away from her usual upbeat pop sound with 'Echoes', which was born out of a creative song writing session with producer (Paul Falk) and had them both keen to develop a different sound with a big piano ballad.

Launched in the week of World Mental Health Day (Tuesday 10 October) 'Echoes' highlights

the journey of mental health and the feelings associated with thinking you're ok, but still struggling.

Maia said "We wanted to write a piano ballad because it was just the mood. The song is about getting over a low phase like depression or a burnout. Symptoms repeatedly come up again and again despite thinking you are doing ok".

In developing the song, Dusseldorf based producer Falk started with chords, and Maia built in the melody. Whilst working with the music, Maia came up with the hook 'tell me why can I still hear the echoes' which gave her the basis to write the lyrics.

A launch event at the infamous London venue, [Paper Dress Vintage](#) takes place on Friday 13 October at 8pm. Tickets available on DICE.

ENDS

For more information contact the [EKFA group](#).

Notes to Editors

Maia Onda, a singer-songwriter and producer from Graz, Austria bases her signature modern pop sounds on catchy melodies and embellishes them with tonal choir sounds. Influenced by soul, jazz and funk her music has a timeless feel.

Music: [Spotify](#) | [Apple Music](#) | [Amazon Music](#) | [Pandora](#)

Social media: [YouTube](#) | [Instagram](#) | [Facebook](#) | [TikTok](#)

Figure 9: Press release document for the single "Echoes".

The creation of the EPK and the press release was followed by the selection of suitable Groover (Groover, 2023a) contacts, such as:

- Playlist curator "RADAR4" (Groover, 2023b)
- Media outlet "Desert Island Cloud" (Groover, 2023c)
- Austrian journalist "NenesButler" (Groover, 2023d)
- Playlist curator "Your Music Sound" (Groover, 2023e)

Other potentially relevant contacts were also researched via MICCO (MICCO, 2023):

Influencer	Website	Genre	Sphere of Influence	Description	First Name	Last Name	Position	Email
1 2loud2oldmusic	https://2loud2oldmusic.c...	pop jazz rock hip h...	blogger	Welcome to 2Loud2OldM...	John	Snow	Editor	its@2lout2...
2 A Bit Of Pop Music	https://abitofpopmusic.co...	pop	blogger	This page will provide yo...	Michiel	Vos	Editor	abitofpop...
3 Add To Waitlist	https://addtowaitlist.com/	indie alt country pu...	blogger curator	Add To Waitlist is run by ...	Dennis		Co-Founder	dennis@ad...
4 Add To Waitlist	https://addtowaitlist.com/	indie alt country pu...	blogger curator	Add To Waitlist is run by ...	Niek		Co-Founder	niek@addt...
5 Alex Rainbird	https://www.alexrainbird...	pop indie alt folk	instagram curator you	Since 2011, Alex Rainbird ...	Alex	Rainbird	Influencer	alexrainbir...
6 Andy Y Gaby	https://www.instagram.co...	pop hip hop r&b alt	instagram tiktok you	Instagram influencer. Vid...	Andy & Gaby		TikTok Influencer	andyvgaaby...
7 Ari Elkins	https://www.tiktok.com/@l...	indie alt pop r&b	instagram curator tik	TikTok influencer.	Ari	Elkins	Influencer	arielkins.ln...
8 At Cost Magazine	http://atcostmag.tumblr.c...	swedish pop indie	blogger curator	Welcome to At Cost Mag...	Peter	Quincey	Editor	swedesour...
9 AuspOp	https://www.ausopoe.com...	pop	blogger curator	auspOp! It's Australia's fir...	Damian		Submissions	mail@ausop...
10 Axder	https://www.instagram.co...	pop edm dance	instagram tiktok soun	TikTok Influencer	Axder	YT	TikTok Influencer	contacto@x...
11 Axel Ortiz Moran	https://www.instagram.co...	pop hip hop r&b all	instagram tiktok you	Instagram influencer. Vid...	Axel	Ortiz Moran	TikTok Influencer	axelortizmo...
12 Axel Izrael	https://www.instagram.co...	pop hip hop r&b all	instagram tiktok you	Instagram influencer. Vid...	Axel	Izrael	TikTok Influencer	axelizrael@...
13 Azafatahipoxica	https://azafatahipoxica.c...	indie alt pop rock	instagram tiktok you	Influencer. Travel Influe...	Andrea	Cousifo	Influencer / Aviation / Tr...	azafatabi...
14 Best Kept Montreal	http://bestkeptmontreal.c...	pop	blogger instagram	Best Kept MTL is a lifestyle...	Alistar	Mac	Partner	dm@bestke...
15 Best Kept Montreal	http://bestkeptmontreal.c...	pop	blogger instagram	Best Kept MTL is a lifestyle...			General	info@bestk...
16 Best Kept Montreal	http://bestkeptmontreal.c...	pop	blogger instagram	Best Kept MTL is a lifestyle...	Foxy	Lee	Creative Director	lm@bestke...
17 Best Kept Montreal	http://bestkeptmontreal.c...	pop	blogger instagram	Best Kept MTL is a lifestyle...	Sarah	Duvivier	Writer	sarahduviv...
18 Best Kept Montreal	http://bestkeptmontreal.c...	pop	blogger instagram	Best Kept MTL is a lifestyle...	Max	Cayer	Music Journalist	coursurco...
19 Binaural	https://www.binaural.es/	all indie alt pop h	blogger instagram cur	Binaural was born in Octo...	Pablo		Editor	pablo@bina...
20 Binaural	https://www.binaural.es/	all indie alt pop h	blogger instagram cur	Binaural was born in Octo...			Submissions	web@binau...
21 Bolting Bits	http://boltingbits.com/	indie alt all hip hop	blogger instagram you	Bolting Bits is a Montreal ...	Florent and Sarah-Marie		Founder / Editors	contact@b...
22 Boston Hassle	http://www.bostonhassle...	all pop electronic	blogger instagram	The Boston Hassle is a m...	Dan		General	dand@bosto...

Figure 10: Excerpt from potentially relevant contacts for the promotion of the single "Echoes" on MICCO.

5.3. Marketing and Media

The following section takes a closer look at the marketing strategy devised as well as the concrete campaigns on the various media platforms. The release date has been set for October 13, 2023, as World Mental Health Day (World Health Organization, 2023) is in the same week. Since the artist revealed that the single is about getting through a low phase, such as after a depression, the group felt it was strategically smart to time the release accordingly. In this way, a comprehensible and emotional storyline can be built around the entire publication.

5.3.1. Marketing and content plan

The basic marketing and release plan covers eight weeks (plus four additional weeks for the subsequent release of the remix) and roughly includes the following milestones, among others:

- 8 weeks before release:
 - Shooting of official music video (including photoshoot for promo-images)
 - Creation of artwork and establishment of storyline
 - Planning of release event (to be described in more detail in the next chapter)
- 6-7 weeks before release:
 - Reaching out to relevant contacts

- Up-to-date analysis of Maia's target audience
- Upload to distributor
- 5 weeks before release:
 - Setting up pre-save campaign
 - Pitching single for potential placements on editorial playlists
 - Finalising all (social) media assets
 - EPK updated / press release done
- 4 weeks before the release:
 - First teaser on social media (release date; very small part of the song)
 - Website updated (including release date)
 - Revealing of artwork and song title
 - Finalisation of music video editing
- 3 weeks before the release:
 - Promo video including main hook of the song released on social media and other digital platforms
 - Promotion of intimate release event
- 2 weeks before the release:
 - Home-style pre-recorded video of Maia performing one section of the song
 - Launch of Groover campaign
 - Contact relevant media outlets and journalists
 - Longer promo video released (including parts of the official music video)
- Release week:
 - Performance review of social and digital ads (including adjustments if necessary)
 - Release of another home-style video of Maia playing the piano and singing
 - October 10, 2023 (World Mental Health Day): Live Q&A with fans, highlighting themes of the song
 - Intimate gig at local bar in Maia's hometown Graz, where she has already performed live
- Release day:
 - "Out now" social posts and music video released
 - Launch of Groover campaign for playlists on streaming platforms
- Days/weeks after the release:
 - Regular references to achieved milestones

- Further social and digital ads
- 4 weeks after the release:
 - Release of remix and promotion on social media

More detailed information on which advertisements and contents are financially supported at what time and in what amount will follow in the next sub-section.

3 Weeks Before the Release <u>Start of the week:</u> - Teaser promo video #1 (15 sec) including the main hook of the song, optimised format across all relevant digital platforms - Paid social and Google - 7 day campaign (refer to media plan for budget), targeting both new audiences and previously engaged users on social → <i>Awareness KPI</i> - Start promoting the intimate event to celebrate the release - Set up Facebook events - Paid social and Google Ads - 3 Week campaign (refer to media plan for budget) 2 Weeks Before the Release <u>Start of the week</u> - At home pre-recorded video of Maia on the piano of her performing a section of Echoes - Organic post - Launch Groover campaign - message relevant media outlets / journalists / publications - Groover campaign for media outlets / publications - 50 Groover Contacts (roughly £100) - MICCO contacts - Examples of Groover and MICCO contacts here - Any more? Damien Keyes pro has contacts <u>End of the week</u> - Longer-form promo video (30sec), including parts of the music video. Optimised for all digital platforms - Paid social, retargeting those who engaged with the above video to push them down the customer funnel (14 day campaign (refer to media plan for budget) i.e. until release day) → <i>Consideration KPI</i>

Figure 11: Small excerpt from the comprehensive marketing and publication plan.

The full marketing and release plan can be accessed via the following link:

https://docs.google.com/document/d/12ZdACOIzGVOB9g2btunLmNa67XBWvMMF69F_pSRHcTM/edit?usp=sharing

5.3.2. Media plan

The main objective of the entire media campaign is to maximise streams on release day, sell event tickets, and create awareness for the new single, focusing on popular markets but also on Maia's potential breakthrough in the UK market. In this case, several campaigns are being

carried out simultaneously on a wide variety of digital platforms, which are also pursuing different objectives (traffic, awareness, sales). Tracking and optimising the respective campaigns is essential in order to achieve the best possible results.

Overall, the media plan consists of the following campaigns:

- 5 META (Meta, 2023) campaigns
- 2 TikTok (TikTok, 2023) campaigns
- 4 Google ads (Google, 2023) campaigns

Platform	Media	Start Date	End Date	Country	Targeting	Primary KPI	Estimated Reach	Estimated Imps	Estimated Clicks	Estimated Video Views	Estimated Platforms / Contacts	TOTAL NET
SOCIAL												
Facebook	Music Video Boost	13th Oct 23	20th Oct 23	USA, UK, Germany, Belgium, Austria	Interests	Video Views	91,000	NA	NA	28,000	NA	£200.00
Meta (FB + IG)	Teaser Promo Post	18th Sept 23	12th Oct 23	USA, UK, Germany, Belgium, Austria	Interests + Retargeting previously engaged	Awareness	720,000	NA	NA	NA	NA	£200.00
Meta (FB + IG)	Out Now Promo Post	13th Oct 23	9th Nov 23	USA, UK, Germany, Belgium, Austria	Retargeting previously engaged	Traffic to Stream	150,000	NA	4,500	NA	NA	£200.00
Meta (FB + IG)	Event Promo	25th Sept 23	11th Oct 23	UK	Interests + Retargeting previously engaged	Traffic to Event				NA	NA	£200.00
Meta (FB + IG)	Out Now Remix Promo	10th Nov 23	24th Nov 23	USA, UK, Germany, Belgium, Austria	Interests + Retargeting previously engaged	Traffic to Stream				NA	NA	£200.00
TikTok	Teaser Promo Post	18th Sept 23	12th Oct 23	UK, Germany, Belgium, Austria	Interests	Awareness	NA	NA	NA	NA	NA	£250.00
TikTok	Out Now Promo Post	13th Oct 23	9th Nov 23	UK, Germany, Belgium, Austria	Interests	Clicks to Spotify	NA	NA	NA	NA	NA	£250.00
Sub Total							961,000	0	4,500	28,000		£1,000
DIGITAL												
Google Ads	Teaser Promo Ads	18th Sept 23	12th Oct 23	USA, UK, Germany, Belgium, Austria	Interests	Impressions	500,000	1,000,000	NA	15,000	NA	£100.00
Google Ads	Out Now Promo Ads	13th Oct 23	9th Nov 23	USA, UK, Germany, Belgium, Austria	Interests	Impressions					NA	£100.00
Google Ads	Event Promo	25th Sept 23	11th Oct 23	UK	Interests	Impressions					NA	£100.00
Google Ads	Out Now Remix Promo	10th Nov 23	24th Nov 23	USA, UK, Germany, Belgium, Austria	Interests	Impressions					NA	£100.00
Digital Display Sub Total							500,000	1,000,000	0	15,000		£400
RADIO												
Hart Radio	Radio Promo Campaign (4 Week Campaign)	13th Oct 23	12th Nov 23	UK	NA	Radio Stations	NA	NA	NA	NA	20	£500.00
Radio Sub Total							-	-	-	-	20	£500
PR												
Groover	PR Campaign - Media Outlets / Journalists	3rd Oct 23	NA	Global	NA	Contacts	NA	NA	NA	NA	50	£100.00
Groover	PR Campaign - Playlist Curators	13th Oct 23	NA	Global	NA	Contacts	NA	NA	NA	NA	50	£100.00
MICCO	PR Campaign - Music Professionals	3rd Oct 23	NA	Global	NA	Contacts	NA	NA	NA	NA	196	£30.00
Groover	Playlist Curators (Remix)	10th Nov 23	NA	Global	NA	Contacts	NA	NA	NA	NA	50	£100.00
PR Sub Total							-	-	-	-	296	£330
MEDIA TOTAL												£2,230

Figure 12: The complete media plan in tabular form including targeting, time frames, KPIs and costs.

The campaigns in chronological order including contents, duration and estimated results can also be viewed here:

https://docs.google.com/document/d/1mpF6FonZnSPm6KvN4h7StLa937W8kxf4gD_4rSbi5LE/edit?usp=sharing

5.4. Timeline

To ensure that the digital campaigns fit together with the overall publishing campaign, everything was put together in an overall work breakdown structure.

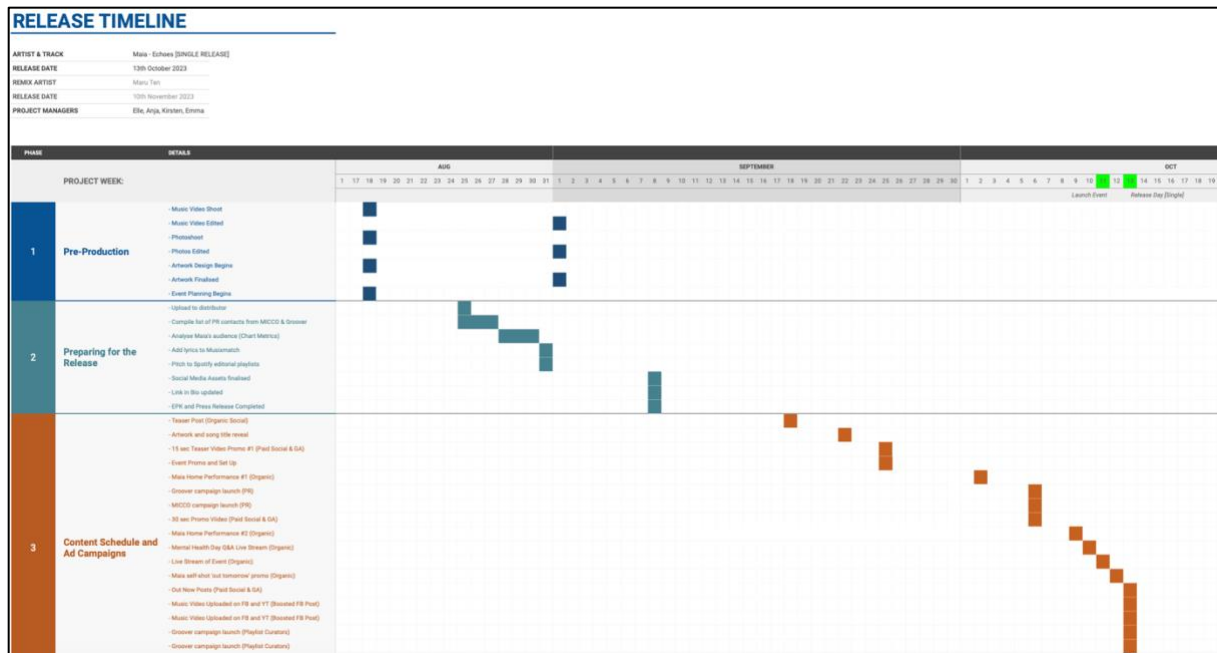


Figure 13: Excerpt of the work breakdown structure for the release of the single "Echoes" by Maia Onda.

The entire work breakdown structure including all milestone markers can be accessed via the link below:

https://docs.google.com/spreadsheets/d/1DIAO2NxFl1qfE01lExkuj0z_9Q-pcShgJc8uAh5_gg/edit?usp=sharing

5.5. Artwork / Branding

In order to have the widest possible choice of content available, the group experimented in different directions. The finished material was then integrated into the appropriate media assets. While care was taken to continue Maia's branding ("Mermaid" as the preferred font, pastel colours, soft spot for flowers etc.) in a fluid way, no creative boundaries were set. For the remix, visual content was created as well.

5.5.1. Still images



Figure 14: Artwork for "Echoes", Version 1.



Figure 15: Artwork for "Echoes", Version 4.

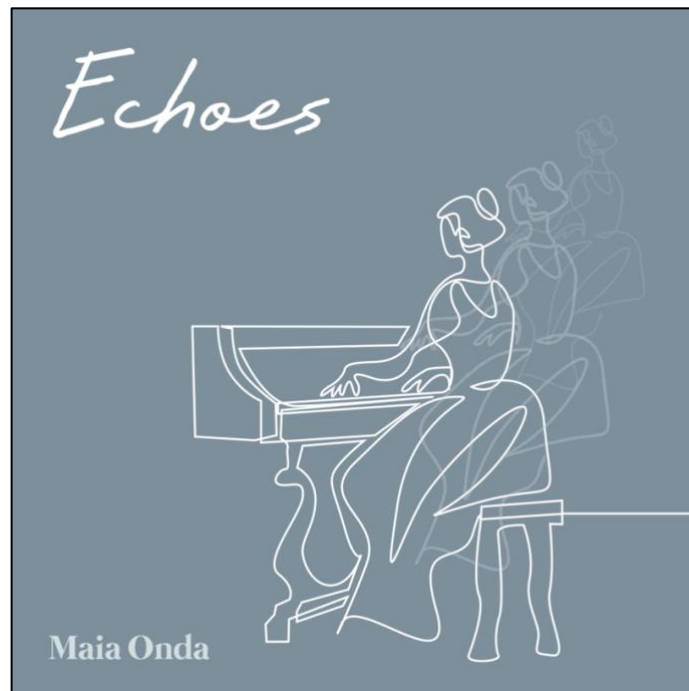


Figure 16: Artwork for "Echoes", Version 3.

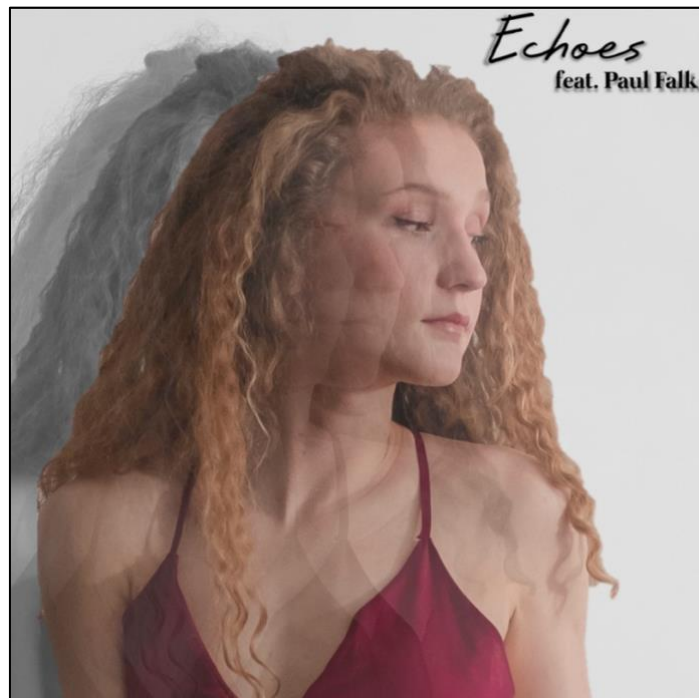


Figure 17: Artwork for "Echoes", Version 4.



Figure 18: Artwork for "Echoes", Version 5.



Figure 19: Artwork for Maru Ten's Remix of Maia Onda's single "Echoes".

Maia Onda



Out now.

Echoes

LISTEN NOW



Sign up for updates from Maia.

Email

Postal code

SUBMIT

Figure 20: A rough template for a website for Maia Onda with reference to single "Echoes".

5.5.2. Moving images



Figure 21: Visualiser in moving image form for single "Echoes", Version 1.



Figure 22: Visualiser in moving image form for single "Echoes", Version 2.



Figure 23: Lyric video for "Echoes" by Maia Onda.

6. Live Event

To get even more out of the release of the single “Echoes” and to enable Maia to enter the UK market, a live event has also been planned where she will perform the new single in front of an audience for the first time. This will take place directly in London on the day of the release.

Launch event details

Venue: Paper Dress Vintage, 352A Mare Street, Hackney, London, E8 1HR

www.paperdressvintage.co.uk

Date: Friday 13 October 2023

Time: Doors 7.30pm Performance 8pm – 9pm

Tickets: £8 each via DICE

Ticket price for events at PDV range from £8 - £15 depending on type of event.

The venue uses DICE for tickets.

DICE fees: <https://support.dice.fm/article/349-dice-tv-ticketing-terms-and-conditions>

- DICE will charge a service fee of 10% (ten percent) inside commission on the Face Value price of all Tickets, subject to a minimum service fee of £1/\$1/€1 (depending on currency) (“Service Fees”) save where the Face Value price of the Ticket goes to a charity in which case DICE will waive the Service Fees.
- DICE will charge a 3% (three percent) Transaction Fee to cover the cost of payment processing on the inside of the Face Value price of all Tickets (“Transaction Fee”).
- DICE is entitled to retain 100% (one hundred percent) of the Service Fees and Transaction Fee.
- DICE will not charge any DICE Fees for free tickets.

An £8 ticket – DICE take 13% = £1.24

Venue capacity: 75 upstairs in performance area, total 180 across two levels and courtyard

Venue hire costs: £500 approx. (guesstimate)

Backline: (included in cost)
<https://paperdressvintage.co.uk/wp-content/themes/paper-dress-2020/assets/pdf/venue-pack-2021.pdf>

Min numbers: working off number to break even as worse case scenario, just happens to be capacity of performance area (75)

Merchandise: Limited exclusive A2 launch event poster x 20 @ £20 (£400 income, cost £150 approx)

Payment for playing: Profit from ticket sales after venue and staff cost and merchandise as independently booked and not through a promoter

Advertising: social media posts, paid advertising, using still from single launch campaign.

Figure 24: Details on the planning and implementation of the launch event for the single “Echoes”.



Figure 25: Visual content to promote the launch event for the single "Echoes" in London, Version 1.

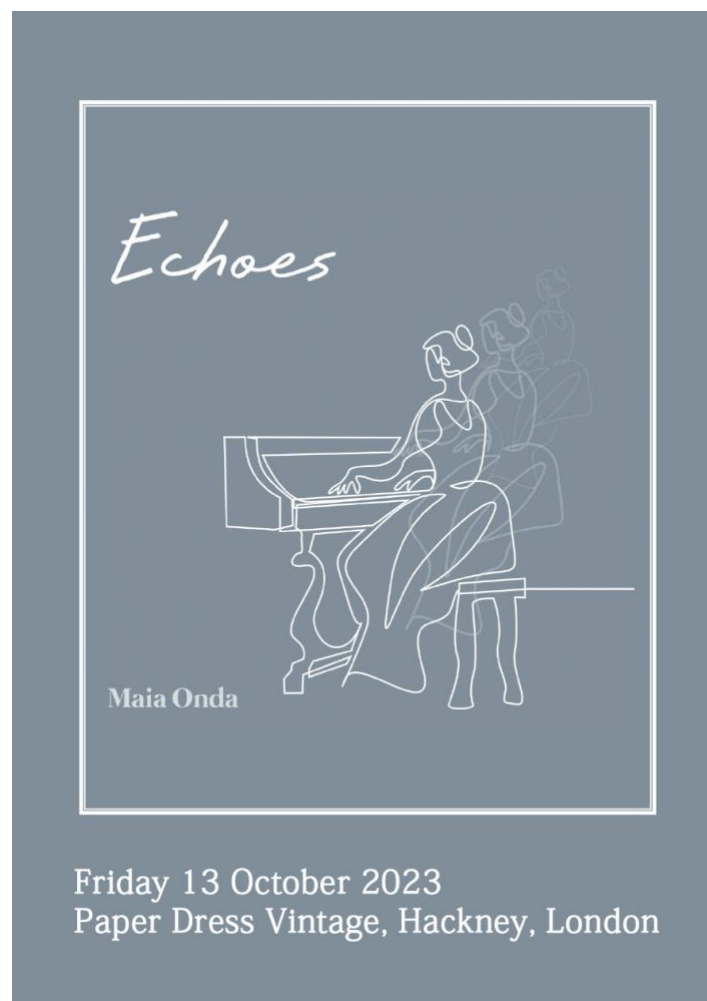


Figure 26: Visual content to promote the launch event for the single "Echoes" in London, Version 2.

7. Budget

In order to ensure that the release campaign is carried out within the project's guidelines, a clear budget plan was drawn up. The detailed cost breakdown for the digital campaigns in particular has already been presented in the corresponding section (see chapter 5.3.2.). To have an additional financial boost, a Kickstarter (Kickstarter, 2023) campaign has also been planned.

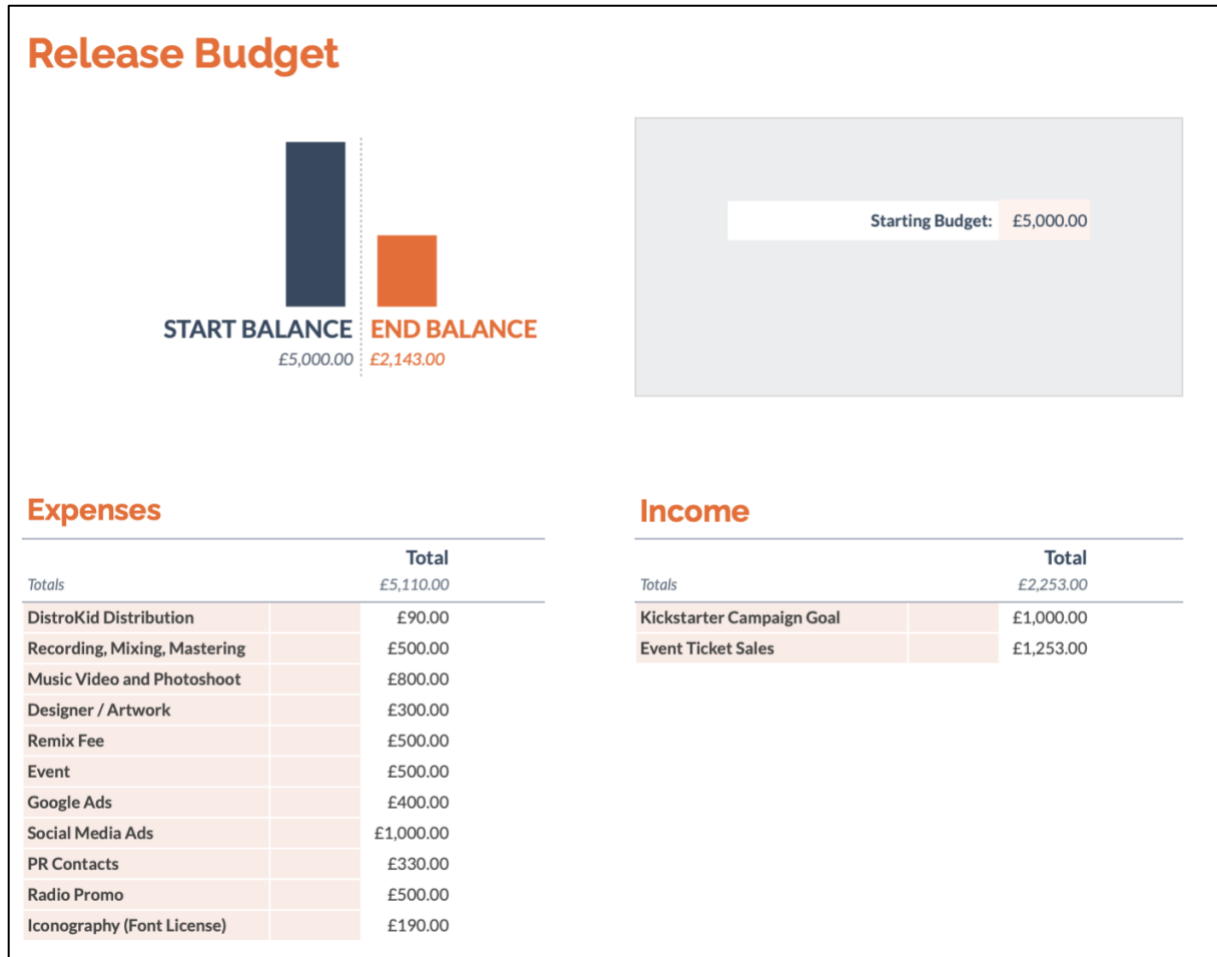


Figure 27: Estimated budget for the entire release campaign of Maia Onda's single "Echoes".

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