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Module Title – Entertainment Marketing
Assignment Title – Report
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1. Introduction

This report is a marketing plan for the new album release, 'Moves and Entanglements', by R&B/Soul singer Beatriz Fernandes. The artist is fairly new to the music industry so the marketing plan will be treated as a fresh start and rebrand for her to build on, not just for this campaign. This report will include marketing strategies and plans by following marketing principles. The report will be able to uncover the various opportunities for the artist and outline how she can meet her goals as an artist as well as financially. The strategies included in this report will use comparisons between Beatriz Fernandes and successful artists in the same genre of music to help form a new creative campaign for her release. The report will involve finding what tastemakers are, how they are important in regard to marketing and promoting an artist, especially a new one, and which ones to contact. The campaign intends to help Beatriz Fernandes stand out by using a detailed timeline with a budget to build anticipation and draw in consumers with various tours and timed releases.

2. Marketing Plan

The marketing plan is when all the marketing principles come into play. It is split into three sections: Branding, Target Market and Market strategy. Having a marketing plan helps establish how to best deliver the artist to the target audience.

Branding

When it comes to the branding there are eight S's that help the artist stand out, such as:

1. **Singing** – Beatriz Fernandes has very distinctive vocals. Her vocal tones are a mix of Amy Winehouse and a rustic Jorja Smith. She can sing almost any genre well but focusing on the R&B soul genre for the new album.
2. **Songs** – Her previous singles include heart break, love and independence, which are all relatable topics that speak to a lot of people. She follows these themes with her new singles for the album 'Dancing Alone' and 'Disguise'. The target audience all relate to these themes more than others, which help towards the marketing for the album. Her previous EP, 'First Steps', was a mix of slow blues, contemporary soul, funk, and pop. Her new album, 'Moves and Entanglements', has taken a more R&B and soul genre. This means that she has now opened and changed her target audience.
3. **Style** – Taking a look at Beatriz Fernandes' Instagram account at her earlier posts there doesn't seem to be a distinctive image or style throughout her pictures (see appendix A). You can tell she creates music from her various video posts and reels of her singing, but her style isn't clear and doesn't help her stand out. For example, Billie Eilish is known for her style and walks red carpets in the same distinctive clothes as she has one main requirement: 'her clothes should be baggy' (Fernandez, 2020). The

reasoning behind this choice is so no one can 'have an opinion about her body' because they cannot see what is underneath. It gives her a unique edge that gets a reaction. Looking at Beatriz's more recent content on her Instagram you can see that her style is more cohesive, but it can still be pushed in the right direction (see appendix B). Making a Pinterest mood board helps with visualising what style to go for, from shoes to hairstyle but also to see what is relevant today in fashion for the target demographic to relate to (see appendix C). Checking it with Beatriz Fernandes to make sure she agrees with the style change and is comfortable does help with the process. It also allows her to continue and add to it once the campaign is over. A new logo will be made to make sure her name stands out and is easy to read. For a new artist this is important, so no one gets her name wrong when going on tour for the posters, merchandise and for interviews. Having a clear logo will help with consumers recognising her and her image too. After talking to a graphic designer for some possible logos, a couple were made (see appendix G and H). The artwork for her singles will need to fit the story of the songs included but also appeal to the psychographics of the target audience by being aesthetically pleasing to them.

4. **Star Quality** – This is about Beatriz Fernandes herself. Does she have charisma? Since she has been working a full-time job and trying to create music in her spare time it shows her dedication. Working with producers as much as she can and correcting what she doesn't like shows her passion. Releasing short clips of her singing everyday shows how driven she is to make her dream work. Doing interviews can really show this as well when promoting the album.
5. **Story** – What is her narrative? Beatriz Fernandes was born in Portugal, lived in Italy and then back to Portugal, to then travel all the way to Cardiff, Wales, at the age of 17 to study music and officially start her music career. She can speak 4 languages too. This is all quite impressive, and her story is what the media (radios and magazines) can attach themselves to. The number of shows and size of the crowd isn't as captivating to the media as much as her narrative is. They want the exclusive story so they can be the first to 'break' her to the world. Her story helps to show how different she is to the other artists but also to see how relatable she is to the consumers. It helps that she can speak other languages to appeal to more countries. Since she is from Portugal, Beatriz should gain success in Portugal first. This can then help her gain quicker success in the UK if she has already succeeded in Portugal first. This is what happened with the pop artist, Dua Lipa. 'She has risen to fame in her parents' home country of Kosovo, driven by a love of hip-hop and her own creative intuition. By 2018, she'd been recognised by the brit awards' (Lafrank, 2020). By doing this it also means that her home country of Portugal is more likely to support her as they would be proud of her success as a Portuguese citizen. There are different ways to do this that will be explained in the marketing strategy.
6. **Statistics** – This is where all of Beatriz's data and streaming numbers are highlighted, and her following on social media. It is good to see what her numbers are to then understand how they can grow. At the moment Beatriz Fernandes has only 15 monthly listeners on Spotify and only two songs over 1000 streams. She has 884 followers on Instagram and 356 Likes on her Facebook page. However, her promotion for these songs weren't done properly or done at all. With proper promotion and the right connections her songs can be added to certain playlists on Spotify to boost her numbers. I believe pursuing radio plays with the right radio stations that have her

target audience and get her on tour to perform in the right places that can develop her streaming numbers and increase the number of followers on social media.

7. **Squad** – It is good to know what team Beatriz has around her, to then know who needs to be hired to make this campaign work. Does she have a label? A Manager? A stylist? Not only recognise what team she has around her but also what experience do they have?
8. **Spend** – Having a budget for the campaign is crucial. It is important to keep track of what costs are needed, for example when touring the UK and Europe, the riders will cost money. The staging will cost money, designing and creating merchandise will cost money. Not only that, wages and advertisements for the promotion will factor in too. A budget template will be added to the report with the costs to show a visual idea of what will be needed and how much the campaign will be.

Target Market

An easy way to find the right target audience is finding similar artists and seeing what their audience looks like. This can be done by attending their live shows and seeing who is in the crowd. Or by checking their social media following and finding out different statistics through magazines and blogs.

Jorja Smith

The UK artist Jorja Smith has the same R&B soul and pop genre that Beatriz Fernandes has. Her target audience demographic 'would consist of mainly girls ranging from a large age group due to her wide range of music', but mainly the ages of 15-25-year-olds (Emily, 2019). She grew up in Walsall, Birmingham, but has had her songs played in the charts in London and various locations around the USA including California, LA, Miami and New Orleans thanks to another artist called Drake (Officialcharts.com, 2021). In the Sandbox 2018 Survey, her audience demographic was different as her campaign was aimed at 18-44-year-olds, half female and male. But the location was Global. She released a single, 'Beautiful Little Fools', 'on International Women's Day' (Smyth, 2017). This is a great way to target the audience by marketing a song and releasing it on a day made to embrace and support women internationally. This will be taken into consideration when releasing Beatriz's selective singles before the release of her album. After looking through Jorja Smith's Instagram followers, the psychographic of the target audience have creative hobbies and interests like photography, modelling, make-up and of course music. A lot of them like to have a healthy lifestyle or be surrounded by nature and travelling. It definitely reflects in what content Jorja Smith uploads. There is also another way to check what artists the target audience is listening to and that is using music-map.com (see appendix D). It displays artists who are similar and those who like Jorja Smith may also like the other artists that appear on the 'map'.

Daniel Caesar

Daniel Caesar is another artist in Beatriz Fernandes's same genre of music. Except his demographics are 18 years old and up 'with a crowd filled equally of men and women' (Monteiro, 2018). Daniel Caesar is a Canadian singer but has a lot of fans based in London. His performances are described as being in a church and that 'there's something spiritual about

a Daniel Caesar gig' (Monteiro, 2018). A lot of the demographic are of mixed origins but most likely attend or follow some sort of religion. The psychographics are similar to Jorja Smith's in the sense of they like photography and follow the same aesthetics when it comes to their own content. The same with Jorja Smith, music-map.com showed what other artists are similar to Daniel Caesar and are being listened to by the target audience, and some overlap (see appendix E). This is useful to know when advertising to try and attract their fans also.

Mahalia

Checking Jorja Smith's Spotify, there is a 'fans also like' section. In this section Mahalia is among the listed names. Upon listening to this female artist, her most streamed song is called 'I Wish I Missed My Ex'. Straight away you can uncover why it is her most streamed as it is very relatable to everyone in regard to relationships and past relationships. In an interview about her other song, 'Sober', which is about break ups, she said when she wrote it, she didn't think 'everyone's gonna relate to [it]' (Savage, 2019). As a female artist her lyrics appeal more to the female population with ages 18-30-year-olds. She was born and raised in the UK, therefore has a bigger following here and mainly in the London area.

From looking at each of these artists it is clear to see what the ideal consumers are and the target audience for the campaign to be aimed at. 18-25+ year old females, possibly students and working class, in the London area but also Beatriz Fernandes's local area of Leiria, Portugal. This will be useful when doing a market strategy.

Market Strategy

The plan is to keep growing in both Portugal and London but keep a solid focus on the music. There will be press pieces, radio plays and interviews, with influencer media as well. All of this will continue to build, or hype, Beatriz Fernandes' brand.

Tastemakers

As a new artist in the R&B soul genre of music, it is necessary to try to reach as wide an audience as possible. There are many ways to deliver the artist to the target audience and that is through different tastemakers. The tastemakers are made up of curators for playlists and early adapters like radio presenters. A tastemaker usually is someone with a substantial following to magnify your message or music. Without the right tastemakers, numbers reached for streams, sales and tickets are very limited. To find the right tastemakers, there are three main things to keep in mind to know who to reach out to:

1. Audience size/following – If the audience size is too big then the message can be lost. Whereas, if the audience size is not too big but a decent size, the message will be acknowledged better.
2. Timing of their likely uptake – How quickly will the audience act on the message
3. Industry Status – If they are well respected by others then more are likely to follow and help with the message.

Keeping the target audience in mind, the direction to take this will be reaching out to social media influencers and posting on social media first. Then moving on to blogs and fans to share

the news and excitement for the release. After that it would be curators for playlists and live performances. Lastly but most importantly, press, radio and TV.

Radio sits at the top of the tastemaker tree, which is then followed quickly by streaming. When thinking about radio it is worth looking at local radios: this way there is a higher chance for the singles to be played and be more direct with the audience too. Once Beatriz gains more attraction, bigger radio stations will be contacted for radio plays. The breakfast slot between 7-9am is the most ideal as this is when people are travelling to work, getting dressed and waking up and are more likely to listen to the radio. The radio that plays the same genre as the album Beatriz is releasing would be BBC Radio 1 extra. They are well-known but I have found the head of music, Faron McKenzie, on LinkedIn and this way we would be able to contact him and discuss radio plays. A more local and smaller radio is a station called Repräsent. Malachi Davis-Barzey, also known as Mally, typically presents on a Thursday at 11am, however, he plays genres of music from hip-hop to R&B. Since Beatriz is from Portugal, I also found a local radio to contact and get her song played in the same hometown she grew up in. From the radio station 94FM, Miguel Chagas is the radio director and I have found him through the radio page and on LinkedIn also. This way if she gets radio plays in Portugal, she is more likely to get radio plays in the UK.

‘Streaming accounted for more than 80% of overall music consumption in the UK last year’ (Topham, 2021). This means that consumers are more likely to listen to music through streaming services than any other place. Finding the right playlist for the songs and albums to be added to is quite important. Spotify curators are more likely to link their Spotify accounts to their Facebook account, which made it easy to find the owners of certain playlists. I found David FY, also known as DMusic on Spotify, who has 473,659 followers on his ‘HITS 2021’ playlist. I then managed to find another curator called Matt Johnson, who is a singer-songwriter himself, through Facebook also. He has a playlist called ‘NEW MUSIC 2021/ Latest chart releases’ that has 5,511 followers, or a ‘Break up songs’ playlist that has 2,904 followers. Since her lyrics from her singles ‘Dancing Alone’ and ‘Disguise’ fit with this playlist it would be worth adding it.

There is also the use of influencer marketing. However, the bigger the influencer the more expensive their posts will be. Now that social media influencers need to clarify when doing an advertisement about products and paid sponsorships, I think the way to go past this would be to target female fitness influencers. This way when they put their videos together and use music, they can use Beatriz Fernandes’s music underneath their workout. Even if it is for the ‘cool down’ part of the exercise. Chessie King came up as the first female fitness influencer with about 730k followers on Instagram.

For the articles and blogs, I looked at the smaller companies for a more direct message. I found a magazine that is based in the UK and New York called Fader. I found a writer called David Renshaw through LinkedIn as a freelance editor and writer. He has written about new releases and up-coming artists before, so asking to do an article on Beatriz and her new releases shouldn’t be a problem. For Blogs there is a site called Pink Wafer, that uploads blogs and is also a magazine. The main writer that uploaded articles on new releases is also the Editor-in-Chief, his name is Michael Sandford, who I also found on LinkedIn. LinkedIn has been very helpful when trying to find contacts and be able to communicate with them. I wouldn’t consider newspapers as the demographic that usually reads them is above the target audience for Beatriz Fernandes’ music.

[Advertisement](#)

There are many different advertisements to choose from. One example is YouTube pre-roll. YouTube has 'more than 1.5 million logged-in monthly users' and it costs an average of \$2,000 to reach 100,000 viewers (Influencer Marketing Hub, 2020). Facebook and Instagram both have a promotional posts feature, which allows you to pay an amount to reach a certain number of users. Both apps should have different content as each appeal to different demographics (see appendix I). Instagram has a younger audience than Facebook and this should be taken into consideration when choosing what to advertise on each. 'Behaviour on Facebook leans towards interacting with friends and family', like blogs and news articles, whereas on Instagram, 'the behaviour is far more visually oriented' (Chen, 2020). If the content has more writing it will be on Facebook, if it has videos and pictures with less writing it should be on Instagram. With this in mind a photoshoot and video shoot will be scheduled for promotional content with the above information taken into consideration.

TV advertisements are certainly something to think about. In 2014, Sam Smith's live performance was broadcasted during an advertisement break from the 'Alan Carr: Chatty Man' show for 'three and a half minutes' (BBC News, 2014). He was the first artist in the UK to do this and I believe this should be part of the promotion for the album except do a live streamed performance during the advertisement on the radio instead. It will be a performance of her singles, 'Disguise' or 'Dancing Alone', and it should happen twice in the same day to perform both singles. The "breakfast" time slot between 7am-9am and the "evening" time slot between 5pm-7pm. Not only this, on digital billboards around London in specific areas, will also switch to the live stream of her performance ending with a hashtag of her single. The hashtag will be written in a bold font, but it will be spoken on the radio in Beatriz Fernandes' voice. This way it creates a buzz for those walking by and also those listening to the radio. No other information will be given other than the hashtag, which will lead those interested to her profile to wonder what it is all about. I believe using "less is more" works to gain attention. In 2015, Ed Sheeran announced on social media that he will be 'taking a break to travel the world', and then a year later posted a blank blue image with nothing else (TrendJackers, 2017). Then in January of 2017 he posted a short video announcing new music. Not giving too much information at once can be used effectively, however, it works better when the artist is among the highest earners and well-known. This is why both Sam Smith and Ed Sheeran's marketing strategies can be used to boost Beatriz Fernandes brand and music. The reason to broadcast her performance during a radio break and on billboards throughout London, is to bring the consumers in. This will be done midway through the campaign and closer to the release because the new consumers coming in won't want to wait a long period of time for someone they don't have loyalty to yet.

3. Timeline

The timeline will be made to build anticipation and buzz around Beatriz, her new brand and her new music (see appendix J). It will aim to draw the media and consumers attention to peak at certain moments using the principle of the 'tipping point'. Tipping point means a steady build-up to something that then takes off after the goal has been reached. In this case, the album release. This will be done by having teaser content posted on social media and the live performance ended by the hashtag, #dontdisguise. There will be a tour after the release to drag out the enthusiasm of the release for as long as possible in both the UK and Portugal.

The tour will then end with an acoustic release of the album that will only be released digitally. Merchandise and CDs will be available to buy on her newly created website and also at the venues when touring. Beatriz Fernandes will do various radio interviews to engage with the consumers and give details of the performances as well as some background to the album itself. The last part of the campaign will be an acoustic release of the album, and a video of behind the scenes and tour as a last high tipping-point for the campaign.

4. Assets

The artwork for the singles and Album all correlates with the theme and new branding for Beatriz with the bright yellow font and palm trees (see appendix K). It fits the aesthetic that the target demographic finds visually pleasing. The sunny weather and model aspect are what they can relate to in regards of wanting to be in the same place, wanting to be like Beatriz and generally enjoying the artwork itself. The electronic press kit (EPK) has an updated biography and a description of who she has collaborated with for her project (see appendix L). It has links to her social media and streaming profiles, as well as videos of past projects. This will be used to send to radio presenters and blog/magazine writers to give them a better understanding of who she is in a professional manner.

5. Budget

		Price	Predicted number of people uk		predicted number of people Portugal	Totals
Income	Tour tickets	£10.00	1000	£ 10,000.00	1000	£ 10,000.00
	Revenue Streams					£ -
	CD Sales	£5.99	500	£ 2,995.00	500	£ 2,995.00
	Merchandise	£15.00	600	£ 9,000.00	600	£ 9,000.00
	Publishing Royalties	£150.00				£ 150.00
	Digital Royalties	£150.00				£ 150.00
	Licensing	£350.00				£ 350.00
Total Revenue						£ 44,640.00
Expenditure						
Cost of Music & Merch						
	Recording, mixing & mastering					£ 1,320.00
	CD Printing (1000 Units)					£ 912.00
	Merchandise (Shirts)					£ 350.00
Live Shows						
	Rehearsals					£ 867.00
	Equipment					£ 500.00
	Posters & Flyers					£ 110.00
	Food and Petrol					£ 1,734.00
	Hotels					£ 2,000.00
	Flights					£ 2,500.00
	Production Expenses					£ 3,500.00
Publicity & Promotion						
	Artwork & photo shoots					£ -
	Music Video and teaser videos					£ 130.00
	website					£ 150.00
	48 Sheets poster for 2 Weeks London					£ 1,270.00
	Digital Billboards live show (1 day)					£ 5,357.00
	Instagram and Facebook Promotional Posts					£ 60.00
	Social Media Influencer					£ 200.00
Total Expenses						
						£ 20,960.00
Revenue - Expense						£23,680.00

The budget shows the expenditure and income generated from this marketing campaign. This means that the project will need to start off with about £21,000 to then make the money back. Obviously, we don't know the exact numbers of people showing up to the performances

and how much Beatriz will make from streaming and royalties. However, with the live performance in the radio advertisement space, it should help bring the numbers in.

6. Summary

To summarise, this marketing campaign will help to build Beatriz Fernandes' brand and help her music stand out in the ever-growing industry. A new look and style will have consumers relate to her visually. With a different marketing strategy, her music will be heard by a lot more people in a way that no one has done before. It will help bring the consumers attention to her music. Some may not like it the marketing strategy, and some may find it interesting and different, as long as it gets a reaction and everyone is talking about Beatriz Fernandes, then we have done the right job.

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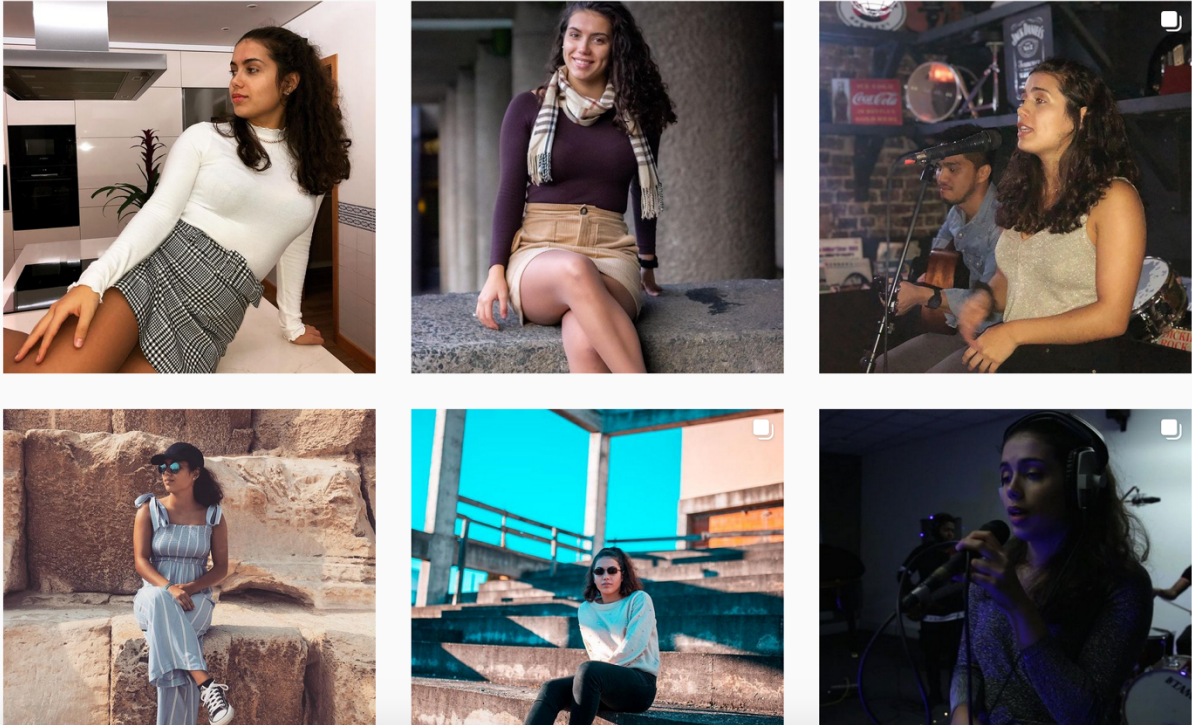
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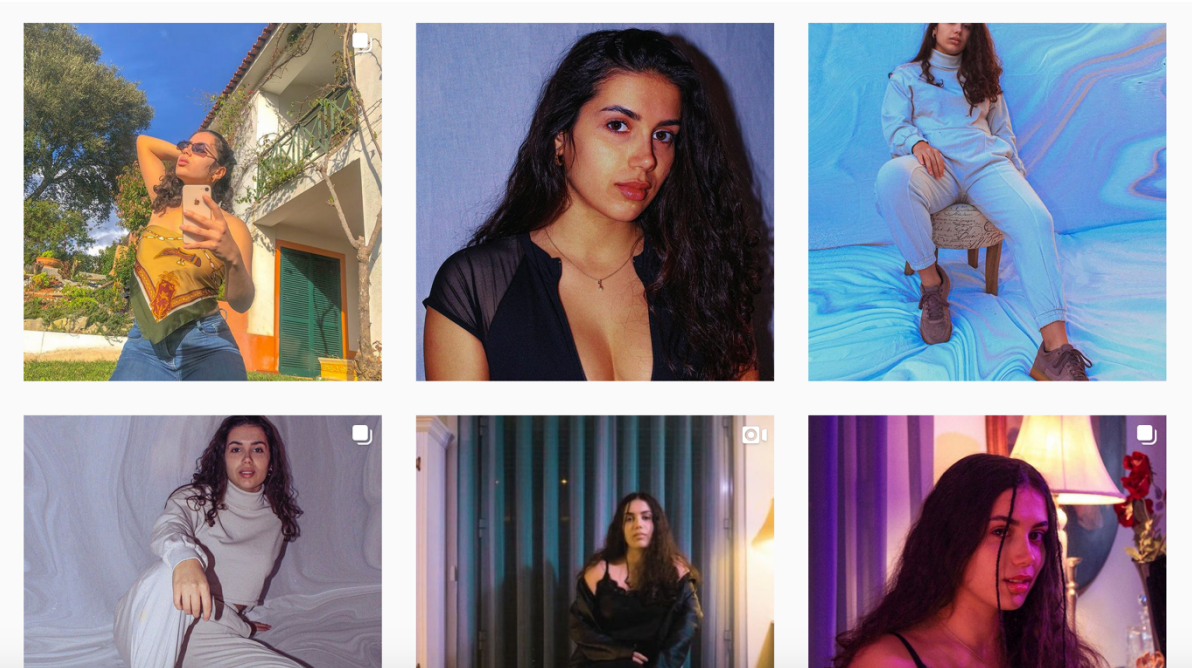
Trendjackers. 2017. *5 Outstanding Examples of Modern Music Marketing*. [online] Available at: <<https://trendjackers.com/outstanding-examples-modern-music-marketing/>> [Accessed 5 March 2021].

Appendix

A – Taken from Beatriz Fernandes Instagram



B- recent images on her Instagram



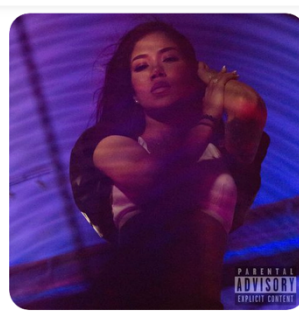
C – Pinterest



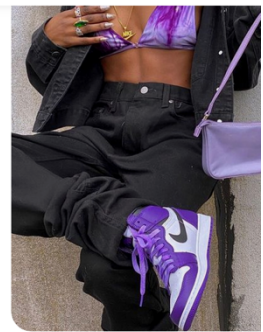
Beatriz Fernandes



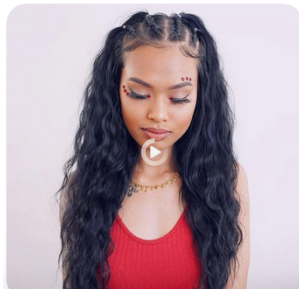
Beatriz Fernandes



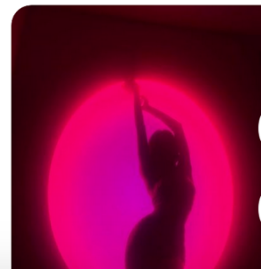
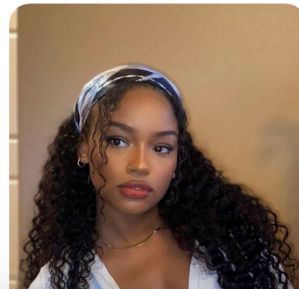
Sara a.



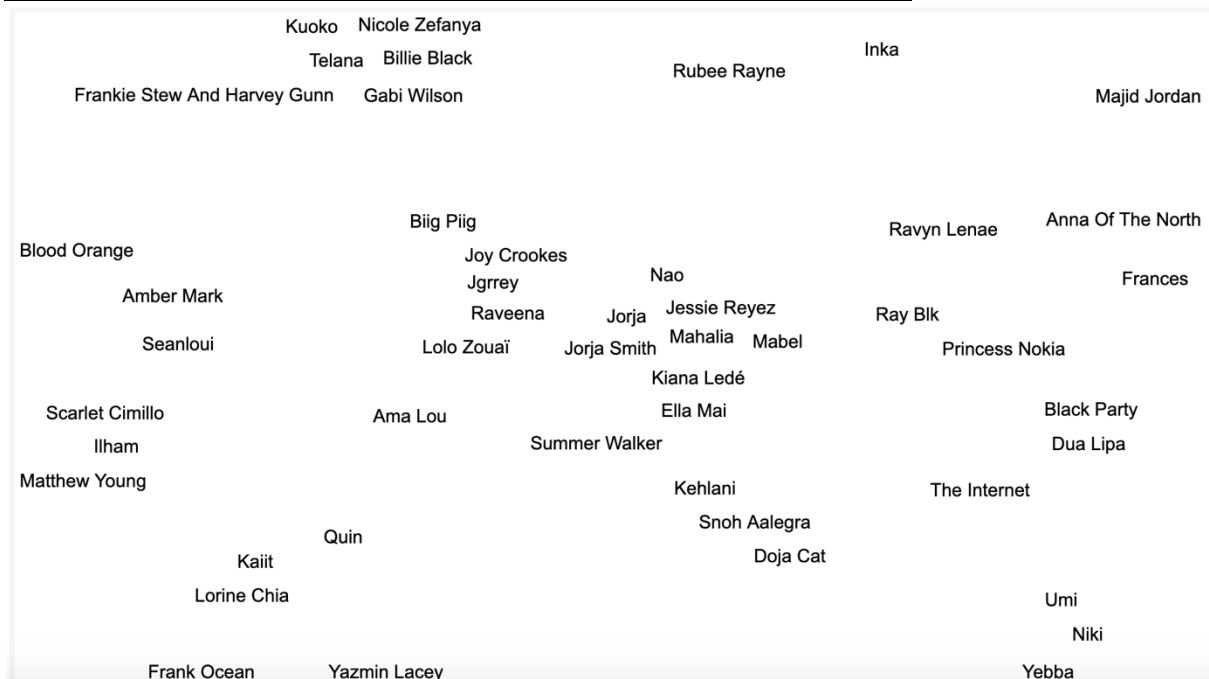
Beatriz Fernandes

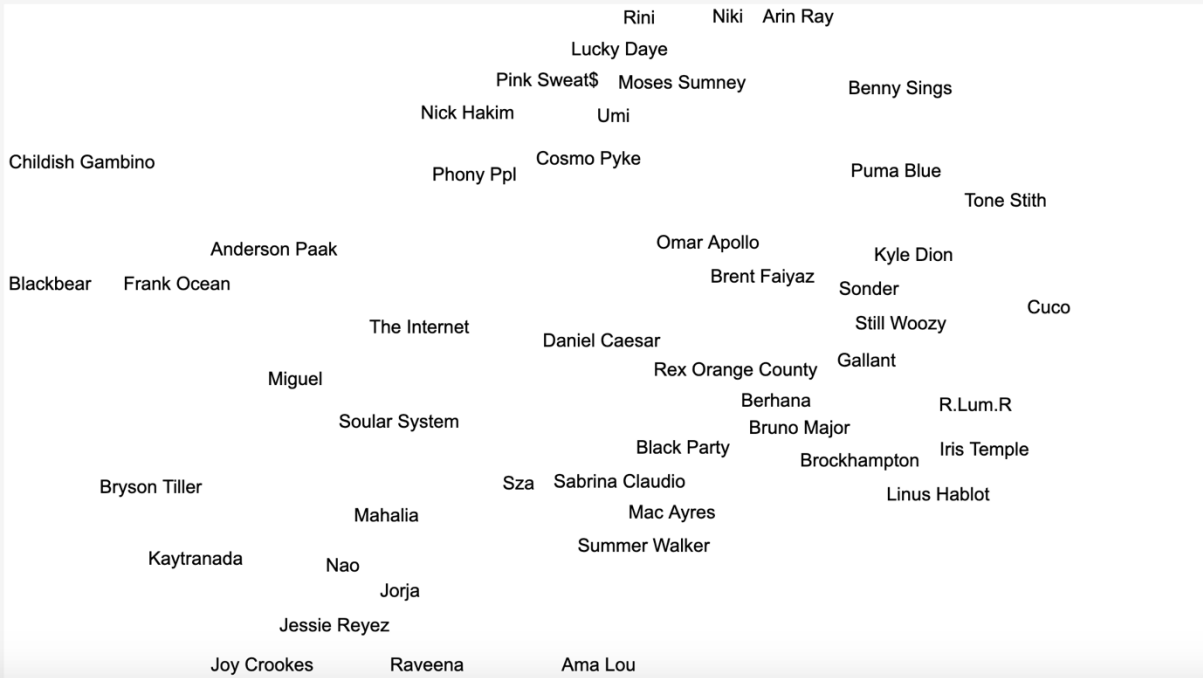


Beatriz Fernandes



D/ E – Music maps for related artists to Jorja Smith and Daniel Caesar.





F – Spotify fans like of Jorja smith

Jorja Smith

[PLAY](#)[FOLLOW](#)[...](#)

OVERVIEW

FANS ALSO LIKE

ABOUT

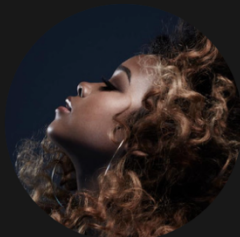
CONCERTS



Sabrina Claudio



Kiana Ledé



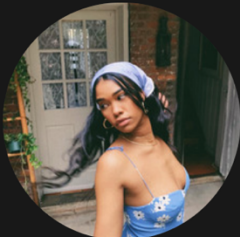
H.E.R.



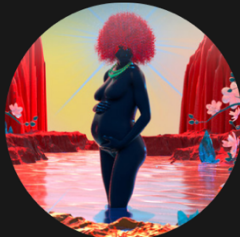
Mahalia



Sinead Harnett



Amber Mark



Nao



Pip Millett

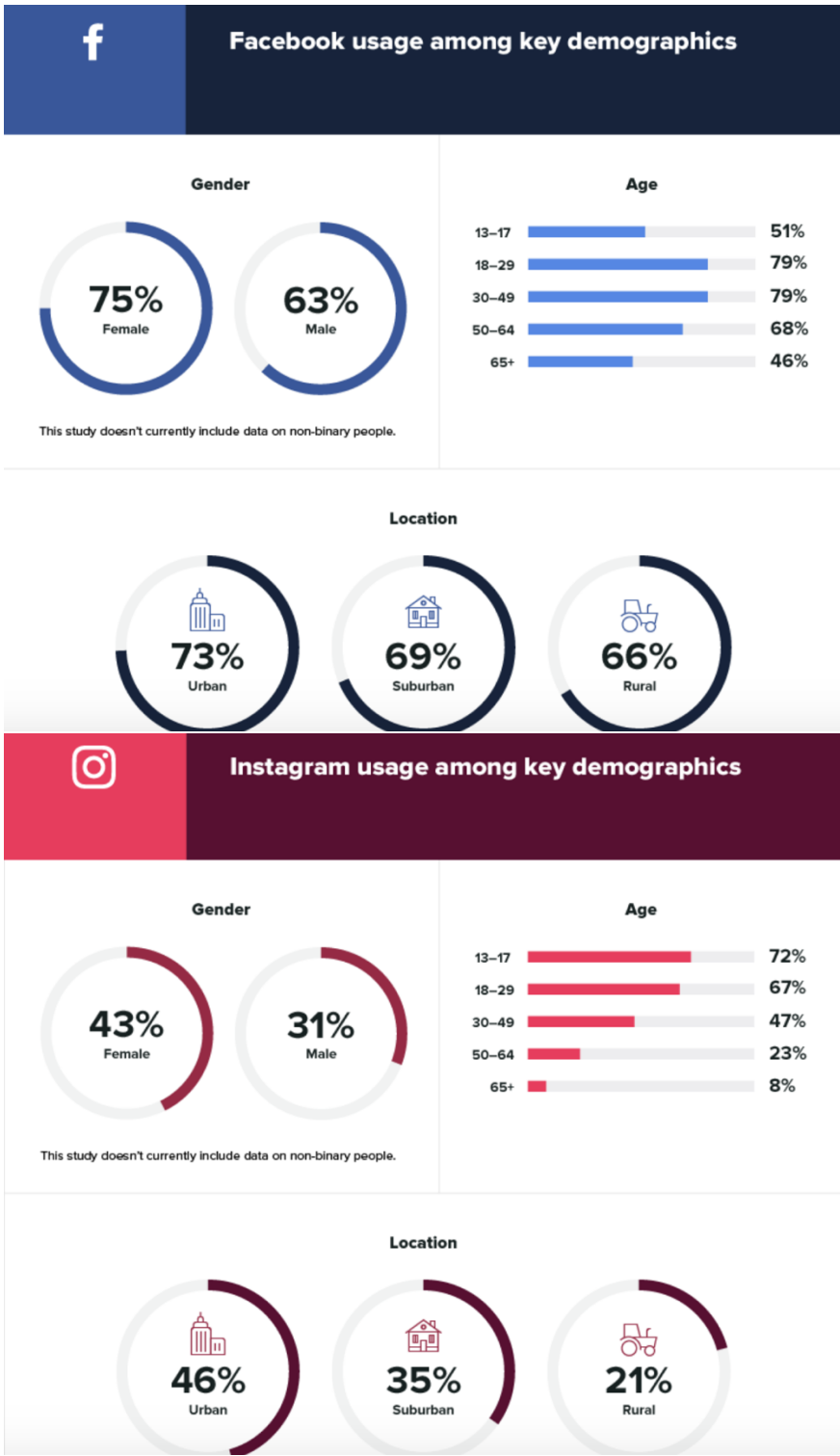
G – Beatriz Fernandes example logos



H- Final Logo



I – Facebook and Instagram target demographic graphs from Sprout Social



<u>Timeline</u> =			Contacts
<u>8th March – 6 weeks till Release</u>	• Start to work with key retailers • Pitch to Spotify, Apple Music and Amazon Music for best playlists • Create website for purchase of Merchandise, Tour dates and CDs. • Have photoshoots and video shoots done by the end of the week.		Videographer - https://www.instagram.com/billyboytp/ 150 euros Photographer - https://www.instagram.com/b.eatriz.costa/ Free
<u>15th March – 5 weeks till Release</u>	• Talk to tastemakers about deals and curators on playlists for spotify • Have artwork finalised		Matt Johnson • https://www.facebook.com/mattjohnsonofficial David FY – Dmusic • https://www.facebook.com/davidfycurator
<u>22nd March – 4 weeks till Release</u>	• Drop teaser pictures (pictures of palm Trees and hashtag) • Hashtag Don't Disguise		
<u>26th March – 3 weeks till release day</u>	• Drop Teaser Videos of trees and cars with distorted music and the hashtag		

<u>29th March – 3 weeks till release day</u>	Put posters around London with just the hashtag to lead people to Beatriz Fernandes Social media		48 Sheets Poster £1,270
<u>5th April - 2 weeks till release day</u>	- Live Performance on Radio and Billboards 8am and 6pm - Finish performance with the hashtag - Release Singles 'Dancing Alone' and 'Disguise'	Reprezent Radio Station for live performance	Mally - https://www.linkedin.com/in/malachi-davis-barzey-08781886/ setting of the video will be Beatriz surrounded by palm trees and cut outs of cars. (California/ Miami style) 20 digital billboards for 1 day £5,357
<u>12th April – 5 days till release</u>	- Drop Pre-save Links to album - Post content about release day - Rebrand socials and change profile pictures to the album artwork - Make website live	- Have Jornal de Leiria write another article on album and tour - And Regiao de Leiria to write another article for album and tour as they have both written an article on Beatriz Fernandes in the past	
<u>16th April 21 Release day!!</u>	- Album available on all streaming platforms - CD and Merch	Interview with BBC Radio 1 extra	Faron McKenzie - https://www.linkedin.com/in/faronmckenzie/ https://pure-music.co.uk/cd-manufacturing-cost/cd-digipak-printing/ 1000 CDs - £912 inc VAT

	available to buy in HMV • Tour Dates announced • Use facebook and Instagram promotions		
<u>19th Start UK Tour in London 3 days after release</u>	• Touring local live music venues starting from Cardiff to Bristol, Birmingham, Manchester, various places around south London. • Social Media Influencer post	• Radio interviews morning of gigs • BBC Radio Wales • Bristol radio interview • Birmingham Magazine interview • Taking photos and filming short clips along the way. Not just content for social media but for later • merchandise and CDs sold (signed)	Bethan Elfyn - Cardiff https://www.linkedin.com/in/bethan-elfyn-44a74a82/ Magdalena Krupa – Bristol https://www.linkedin.com/in/magdalena-krupa-28a30031/ Ellie-Mae Fenn - Birmingham Babmag interview https://www.linkedin.com/in/ellie-mae-fenn-506971195/ social media influencer post https://www.linkedin.com/in/chessie-king-6b5433107/
<u>3rd May Portugal Tour – leading into European Tour</u> <u>2 weeks and 3 days after release</u>	• Touring Local Live Music Venues starting in Leiria, Caldas da Rainha, Cascais, Lisbon for a couple nights in various locations	• Interview and acoustic performance on 97FM local Leiria radio station • Keeping photos and videoing the tour along the way. • merchandise and CDs sold (signed)	Miguel Chagas https://www.linkedin.com/in/miguelchagas/

<u>14th May</u> <u>4 weeks</u> <u>after</u> <u>release</u>	• Release Accoustic Version of Album • add accoustic versions on spotify playlists	• only on streaming platforms • edit and upload youtube video of the behind the scenes making of the album and marketing campaign	Matt Johnson – Accoustic playlist on spotify https://www.facebook.com/mattjohnsonofficial
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K – Artwork for singles and album cover.





L – EPK Link

<https://spark.adobe.com/page/pg17GIZl3CiNK/>

M – Soundcloud link to singles

<https://soundcloud.app.goo.gl/8jTAj81vCbFBgHZYA>

<https://soundcloud.app.goo.gl/UUimWRc1DUGctDGy8>