

Student Name: Kirsten Davis
Module: Entertainment Marketing

Yeti's Breakfast: How to create success for
their upcoming album.

Table of Contents

<u>ARTIST AND REPORT INTRODUCTION</u>	<u>3</u>
<u>ARTIST INFLUENCE</u>	<u>4</u>
<u>AUDIENCE, DEMOGRAPHICS & PSYCHOGRAPHICS.....</u>	<u>7</u>
<u>HOW TO: INCREASE THE FOLLOWING ACROSS ALL SOCIAL MEDIA TO A MINIMUM OF 5'000 (INSTAGRAM, TIKTOK & YOUTUBE)</u>	<u>12</u>
<u>SOCIAL MEDIA RELEASE PLAN FOR THE NEXT ALBUM.....</u>	<u>17</u>
<u>MARKETING STRATEGY FOR YETI'S BREAKFAST SELF-TITLED ALBUM.....</u>	<u>18</u>
<u>BIBLIOGRAPHY.....</u>	<u>20</u>

Artist and Report Introduction

In this report, the intention is to expand the fanbase of Cheltenham's local band, Yeti's Breakfast. The following will explain how I plan to grow the reach of the band and create a UK/European Tour for the release of their newest album.

Yeti's Breakfast comprises two men local to Cheltenham; both are graduates of the University of Gloucestershire BA in Popular Music. Most recently, they played at Wychwood Festival in 2021, 2022 and 2023. The pair have also been regulars at numerous Cheltenham Festivals.

Their First EP 'Moon songs / Sun Songs' was released on 07/05/2021 and was pre-empted by two singles 'New Chance' and 'Lost the Moon'. And now, On the 28th of July, the duo is looking to release the first single 'Til Then,' from their second album which will be self-titled.

The current stats for Yeti's Breakfast are as follows:

- 2 Albums (one on the way)
- 4 Singles
- 1'336 Streams on Spotify
- 76 Spotify Followers
- 294 Instagram Followers
- 96 YouTube Subscribers
- 116 TikTok Followers

Following the album's release and the preceding singles, I would like to expand the local success of Yeti's Breakfast, to reach further physically and digitally. I want to categorise the duo's success into a few targets I will define in this report.

- Increase the following across all social media to a minimum of 5'000 (Instagram, TikTok & YouTube)
- I would like to feature one of their tracks on 'All New Indie' and 'Fresh Finds Indie' on Spotify
- Some festival slots on BBC Introducing Stages
- A single play on BBC introducing – London.
- UK and European Tour

Artist Influence

On Spotify, Yeti's Breakfast has released a playlist with their influences for their music (Figure.1). Two artists taking up the highest percentage, 8% each of the playlist, are 'The Beatles' and 'Michael Kiwanuka' and following close behind taking up 5% of the playlist each is 'Madison Cunningham', 'Elton john' and 'Simon and Garfunkel'. What can we learn from these artists?

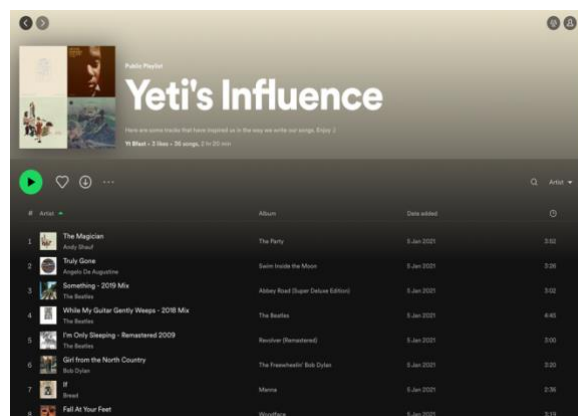


Figure 1 - Yeti's Breakfast Influence Playlist

As you can see in the table below (Figure.2), we have some genuinely enormous artists that have been around for years, with a following from across the countless years they have been around. Then we have younger artists, such as Madison and Michael, who have a lot fewer followers in comparison. What we can take away from this is that only some use all the social media at their grasp. For example, Michael does not have a TikTok, which argues that TikTok is not an integral part of marketing yourself as an artist In 2023 (*TikTok Marketing: Creating a Successful Strategy in 2023*, 2023). In Saying that, Michael still has his music posted and used on TikTok, with 9'560 videos using his music in the last 28 days (*Sound charts*, 2023).

Artist	Instagram Followers	Spotify Follower	Youtube Subscribers	Tiktok	Main Genre
The Beatles	4'51 Million	25'82 Million	7'46 Million	1'4 Million	Rock, Blues
Michael Kiwanuka	214'048	1'32Million	234'000	No Tiktok	R&B/Soul & Indie Rock
Madison Cunningham	116'781	92'914	45'200	60'300	Pop, Folk rock
Elton John	4'68 Million	11'94 Million	4'09 Million	2'40 Million	Pop, rock
Simon and Garfunkel	5'441	474 Million	No Youtube account	No Tiktok Account	Pop, Folk Rock

Figure 2 - Influential Artists Stats

Listening to the Influence Playlist, I compare Yeti's Breakfast to two artists: Mac Demarco and Jacob Collier. The track by Mac Demarco in the playlist is called " [Still Beating](#)" The guitar style, the strong base in the background, and the slow tempo remind me of songs from Yeti's first album.

As for the comparison to Jacob Collier, on the track called "Remember" by Yeti's Breakfast, they used videos and audio of friends, family and fans to create a choral effect on the song. An example is what Jacob has done with a cover of "Can't Help Falling Love", but rather than

Artist	Instagram Followers	TikTok Followers	YouTube Subscribers
Yeti's Breakfast	295	116	96
Jacob Collier	2'400'000	1'200'000	1'310'000
Mac Demarco	0	0	1'080'000

creating a chorus of voices, he had all 100,000 audience members sing a word from the song (O'Brien, 2022). Another similarity is that [Jacob Collier's](#) and Yeti's Breakfast Behind the Scene videos show what instruments are involved and how they create their songs. Thinking this let us look at their stats.

Using Chartmetrics to find an overall number of followers on each platform, you can see that across the media, Yeti's Breakfast fans equates to 0.012% of the size of Jacob Collier's on Instagram, 0.009% on TikTok and 0.007% on YouTube.

Due to the size of both audiences, it would be hard to compare the duo, as they have been going for 2 or 3 years. In contrast, comparatively, Mac Demarco and Jacob Collier have been building a Fanbase for years (*Mac Demarco Biography : A Guide to the Life of an Influential Rock Star*, 2022).

To take some prompt from the artists, however, like Yeti's Breakfast, Jacob Collier uses these socials to promote gigs and upcoming music. At the same time, Mac Demarco does not have Instagram or TikTok. When asked about the effect of TikTok, he stated, "It is very depressing" In the same interview, he mentioned that his songs are doing well on TikTok and then mocked how users feel the need to speed up. He understands that TikTok is used to make money for artists and agrees they should but feel like songs lose their authenticity when made for TikTok (Shanfeld, 2023). This interview was marketing for his album, released in January of 2023.

What to take from the above is that Yeti's breakfast music and influence have various genres and ways to interact with their audiences, and those comparative artists are prominent. So, to bring help to a level more achievable in the next year, one artist to use as a case study would be Devon. Devon is an artist from the Gloucestershire area who has achieved some of the goals I want to accomplish for Yeti's Breakfast. The intention is to use Devon and see how he achieved these goals and how long it took him. However, still use Jacob Collier and Mac Demarco to determine audience demographics.

Devon Stats (*Chartmetric / Devon*, no date) are as below, with the highlighted being goals I want for Yeti's Breakfast

- **14.4K Instagram Followers**
- Toured with BBC Introducing Live West
- 13'981 Spotify Followers
- 71'100 TikTok Follower
- **5'790 YouTube Subscribers**
- **A spot-on Spotify's All New Indie and Apples New in Pop**
- **Headline Tour in November 2023**

Audience, Demographics & Psychographics

Audience Age Group

Like multiple other Meta businesses, Instagram has a creator application where you can create ads to promote your page and show your performance, to name a few. Using Chartmetrics to collect data, we can use the TikTok audience to determine the age and gender of the artist's fanbase. Below you can see a considerable percentage of women that follow Yeti's Breakfast, aged 18-25 (*figure.4*). Unfortunately, that is all I can access of their demographics due to the size of their followers across their social media. So instead, we can investigate the following of Jacob Collier and Mac Demarco.

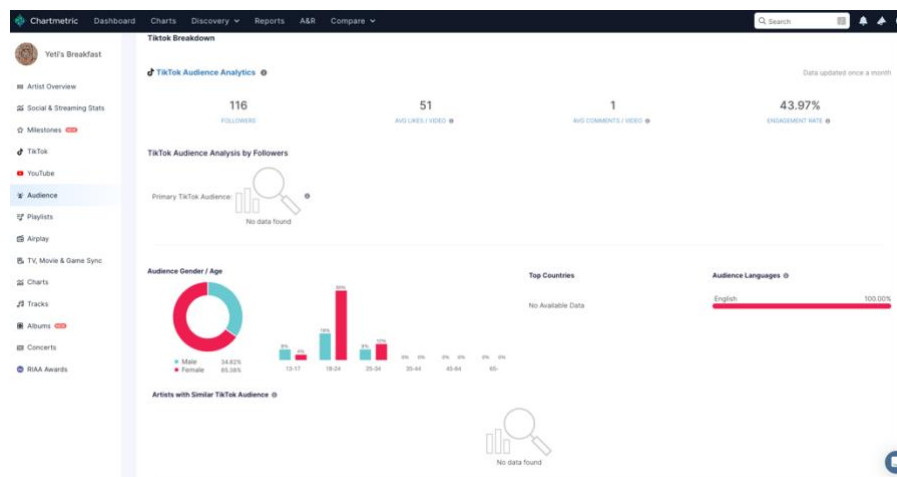


Figure 3 - Yeti's Breakfast TikTok Demographics

Audience Gender / Age

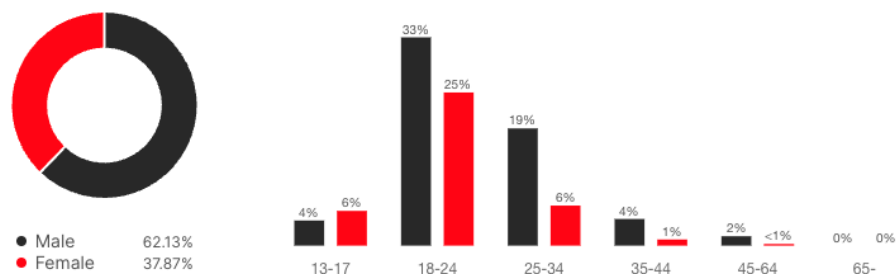


Figure 4 - Mac Demarco Youtube Demographics

Audience Gender / Age

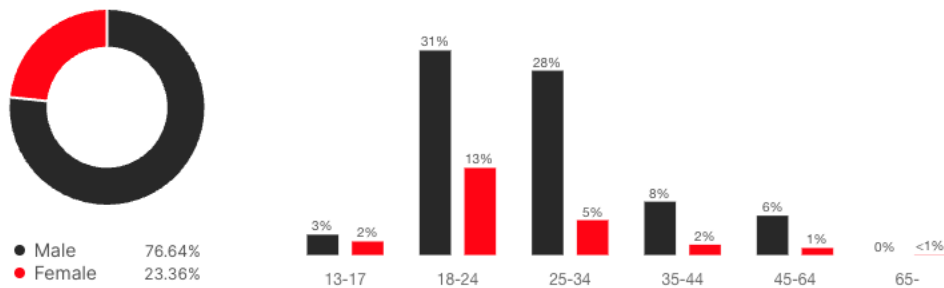


Figure 6 - Jacob Collier YouTube Demographics

Audience Gender / Age

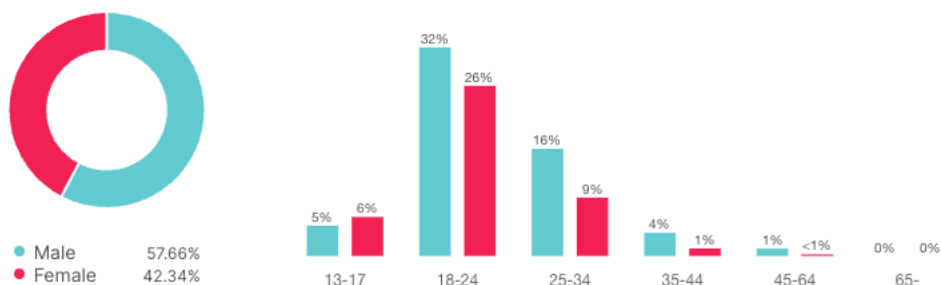


Figure 7 - Jacob Collier TikTok Demographics

Looking at the above charts, the first difference we can see is that Yeti's Breakfast audience is more than dominated by women, unlike that of Mac Demarco and Jacob Collier, but as we only have small data from just one social media, I have decided to focus on the more prominent artist's audience. Apart from Jacob's TikTok, which is closest to a 50:50 split of the gender in the audience, across the platforms, we are looking at a 60:40 and 70:30 division, with men taking the larger share. Also, we can determine from all these figures, bar Jacob's Instagram, that the primary age group we are looking at is between 18-24, but that is not to say 24-34 is not necessary as it is following in as a close second.

For the 18-24 demographic, we can assume that engagers are in higher education, for example, under and post-graduates and even high school age. This age group is Gen Z, digitally minded, Full – time workers, politically interested and open-minded (Parker and Igielnik, 2020). Gen Z also prefers to get their news from their social media rather than traditional methods, with Instagram, TikTok and Snapchat being the leading contenders for their attention (*How Different Age Groups Are Using Social Media 2022*, no date). Then going into the 25-34 demographic, fall into millennials. One-third of Twitter users are in the 25-34 age bracket; they want information short and fast (Bundrick, no date). The top five socials for this age group are Whatsapp, Facebook, YouTube, Instagram then, and Twitter (*UK: most popular social media among those aged 26 to 35 2020*, no date) and in using these, Millennials want to fit in; they focus on allocating space on their feed to companies that participate in values that millennials believe they exhibited (*How Different Age Groups Are Using Social Media 2022*, no date).

Audience Brands and Interests

To further define the demographic, we can see what kinds of brands and interests are affiliated with the audiences of both artists to grasp some idea of what the audience will be interested in Yeti's Breakfast. In the long run, this will help establish a specific target audience for promotion.

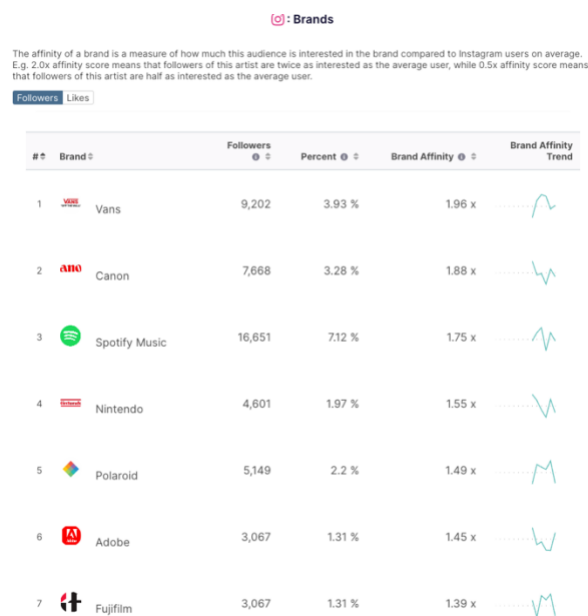


Figure 8 - Mac Demarco Brand Affiliation

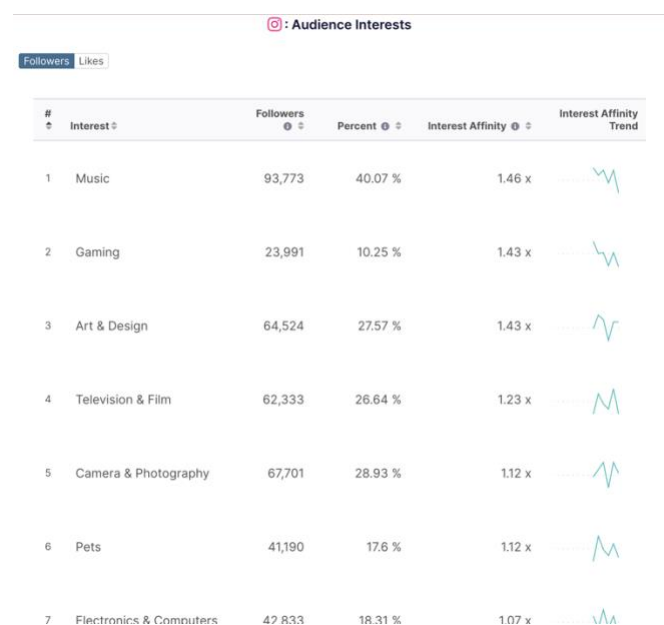


Figure 9 - Mac DeMarco Follower Interest

Something to note is that on Chartmetrics, the Instagram link for Mac Demarco is a fan-run account. So, I have only included the brand and interests to get an idea of the following, but I have yet to use any of their stats for the number of followers as the next is not for an official Demarco page.

The top interest for Demarco is music (*figure.10*). music being the top spot, is supported by Spotify (*Figure.9*) and third place in Demarco brands. The audience interested in Demarco's music is avid music listeners, creators, sound engineers, and other music industry roles. Second place belongs to Gaming, again supported by Nintendo in the top 10 of the brand affiliations, so we can assume the audience like to play games and keep up with game releases. Then finally, to group them, Art & Design, Television & Film and Camera & Photography. These interests can be grouped and sustained by the brand's Canon, Polaroid, adobe, and Fujifilm, giving a third audience of potential photographers and those in media and content creators. Also, polaroid and Fujifilm share an aged photo look, which is trendy, now savouring as our parents did. The hazy effect you can get from a Polaroid is something I would associate the Both the music of Mac Demarco and Yeti's Breakfast.

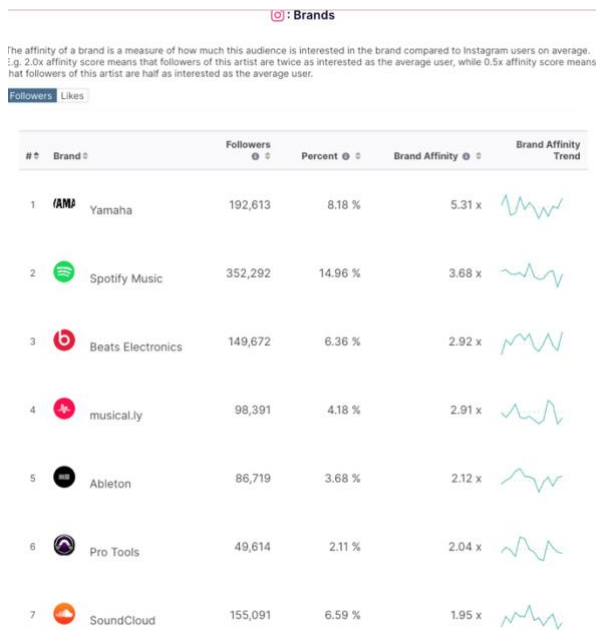


Figure 11 - Jacob Collier Brand Affiliations

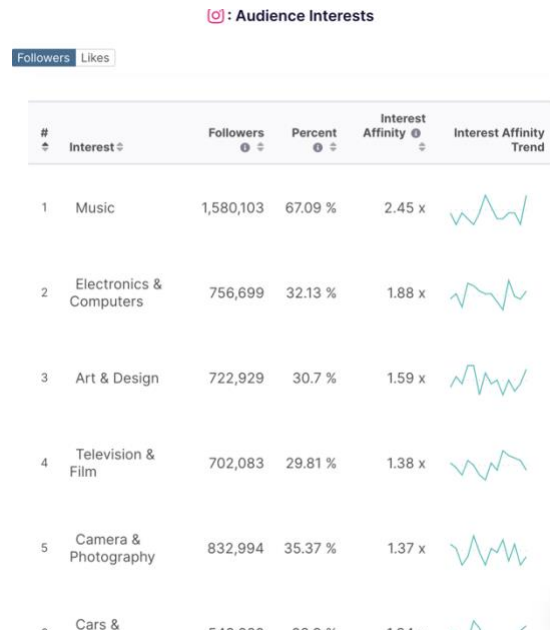


Figure 10 - Jacob Collier Audience Interests

Jumping into Jacob Collier's audience interests, we can already see some similar interests to the fanbase of Mac Demarco. Music, Art & Design, Television & Film and Camera & Photography have come in at the same positions on top interests of both sets of fans. One difference, however, is that Jacob Collier's fanbase has a more significant interest in music, with brands such as Yamaha, Spotify, Beats, Musical.ly, Ableton, Pro Tools and Soundcloud dominating the top spaces. Leading to assume the audience lives and breathes music, counting in creators, producers, bedroom artists and even novice music makers. To further Jacob Collier's hold on Music fans, the first non-music brand, Canon, is number 10 (figure.13), also affiliated with Mac Demarco. To precisely understand the Apple brand being so high is to know that Jacob Collier also uses Logic Pro to create his tracks on his Apple products.

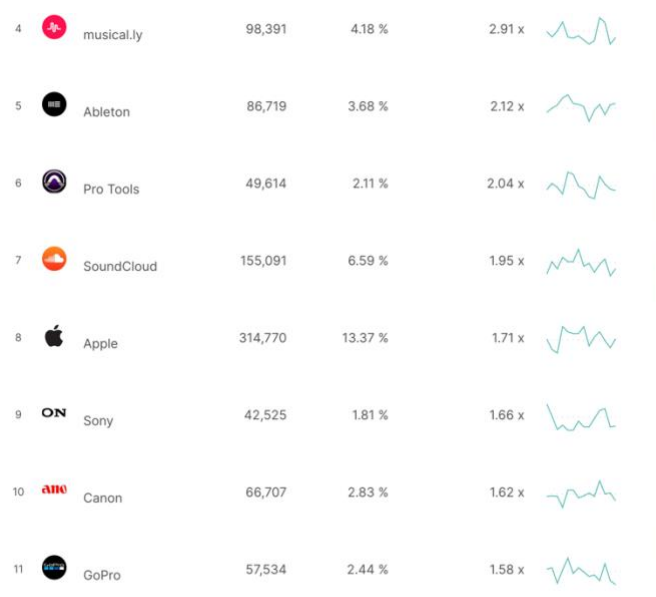


Figure 12 - Jacob Collier Brand Affiliations Continued...

Let us define Yeti's Breakfast's Demographic and Psychographics with that information.

Demographics

Age:

18-25 Years Old

Gender:

Both Male and Female, but a focus on Male

Location:

Gloucestershire & London

Education Level:

A-Level/ Undergraduate /
Postgraduate

Marital Status:

Single

Occupation:

Creative, Musicians, Music
Industry, Photographer, Media,
and Content creators

Psychographics

Personal Characteristics:

Relaxed, introverted, Creative
hardworking

Lifestyle

Student, social/party

Attitudes:

Creatives, want to show skills,
interested in local community

Hobbies:

Music making, producing, live
shows, socials, reading

Behaviours:

Relaxing, hustler



HOW TO: Increase the following across all social media to a minimum of 5'000 (Instagram, TikTok & YouTube)

Before we dive in, I need to explain why these three social media.

Firstly, it is the three leading platforms the duo uses, not forgetting Facebook. The use of YouTube is beneficial; not only do the duo post covers, live versions of their songs and behind the scenes, but they also post some of their live performances, which can be integral to driving audiences to attend gigs, a way to get a taste of how they sound live. Also, live performances on YouTube are great to refer to if you attended.

“YouTube is where many artists learn how to make music” (Williams-Nelson, 2023); it is also where budding artists continue to share their talent. YouTube has 2 billion users, which only comes in second to the users of Facebook (Ditto Music, 2022). Luckily they have created “YouTube for Artists” (*YouTube for Artists - Where Music Grows*, no date), a place for artists to grow their channels, including FAQs on claiming their channel as official, how to get your music to YouTube Music and even how to grow your subscriber base among other things. Other helpful features include; Fan engagement Concerts & Ticketing and Analytics for Artists. (Gikaru, 2023). Music Gateway has a video explaining what it is and what it does (*YouTube For Artists*, 2021).

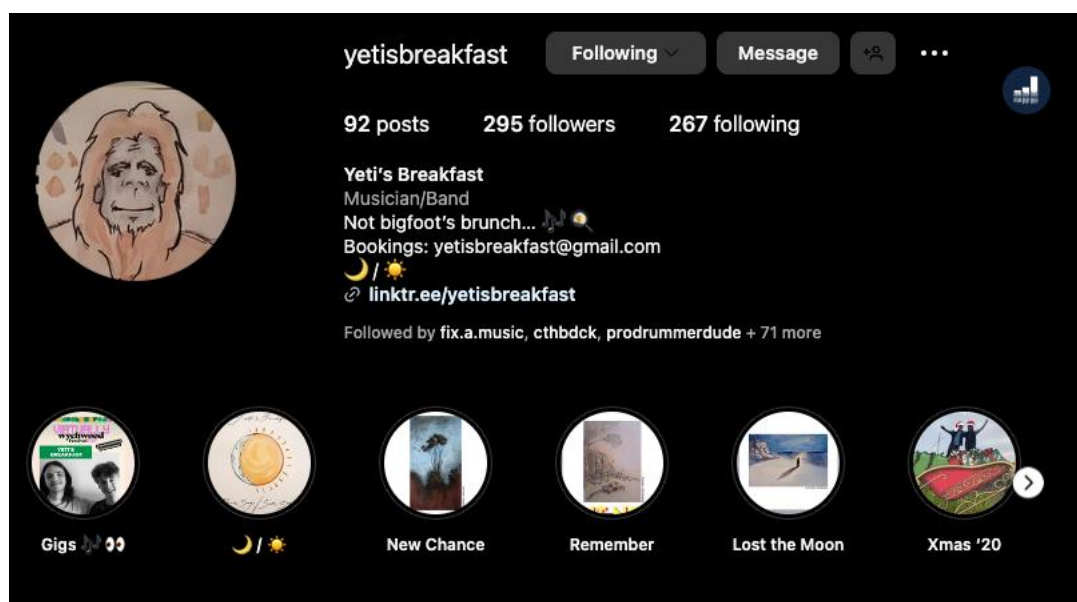


Figure 13 - Yeti's Breakfast Instagram Highlights

Instagram is great if you want to be less wordy and use photos and short reels to draw your audience in and keep them there for interaction (Williams-Nelson, 2023). Along with TikTok, Instagram will be the best aid in promoting the page for the duo. Yeti's Breakfast is quite active, they post at least every two weeks, and if they do not have a post, they keep the audience up to date via Instagram stories. Instagram stories are a great way to be intimate with fans. An excellent feature of an Instagram story is the countdown feature, the ability to link to tickets, music and other related websites and asking question features (Ditto, 2023). Using these features provides easy ways to engage. Yeti's Breakfast uses stories and

‘Highlights’ on their Instagram (*figure.3*), like the “Gig’s” one, where they have an archive of the different shows they have played.

Now TikTok, looking at what the duo posts, you can see many of their TikTok’s posted on Instagram reels, creating some cross-media promotion and utilising the short features of both apps. Using Shorts is something we will implement on YouTube. YouTube Shorts is YouTube’s answer to the mini video success of TikTok. However, where TikTok has increased the video limit up to 10 minutes (Smith, 2023), YouTube Shorts is at a short and punchy 15-60 seconds (Clement, 2023)—capturing attention for a shorter time than TikTok and helping to create what can be a multi-platform Promotion.

Back to TikTok, why should we use this scrolling, short-timed minefield that has lessened the attention span of 36.5% of the internet’s users? (Yuen, 2023). From 2019 to 2021, it has doubled its user base from 291.4 Million to 655.9 Million, and now that number stands at nearly 1 Billion (Without the Chinese Equivalent, Douyin), with 834.3 Million users. (Yuen, 2023) The numbers are significant because TikTok is still snowballing. In 2021 Instagram stated they amassed a substantial active user amount of 689 million. The growth took six years, whereas TikTok did the same in half the time (Sharma, 2023). TikTok is also great for catching new followers with a hook from your song; it is a great way to get a sound circulating before a release (Williams-Nelson, 2023). Alternatively, it is like Instagram in being intimate with fans. All three focussed socials have a ‘Live’ feature that would be useful for direct fan engagement.

Ways to increase followers across social platforms

Instagram has the highest follower count for Yeti’s Breakfast, so first, to increase their followers across multiple platforms, we need to create platform-specific content to drive the follower to other platforms. Looking at their YouTube, the duo has covers and behind-the-scenes videos, and they do use Instagram reels and posts of smaller clips to promote these videos. Like TikTok, the duo posts some of the same content across both Instagram Reels and TikTok (*figure.14 & Figure.15*).

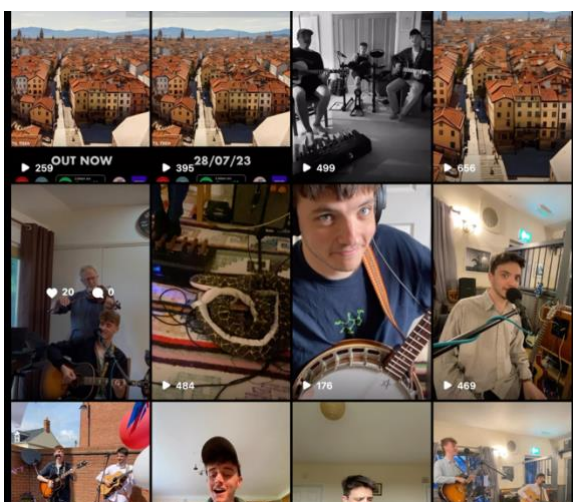


Figure 14 - Yeti's Breakfast TikTok Page

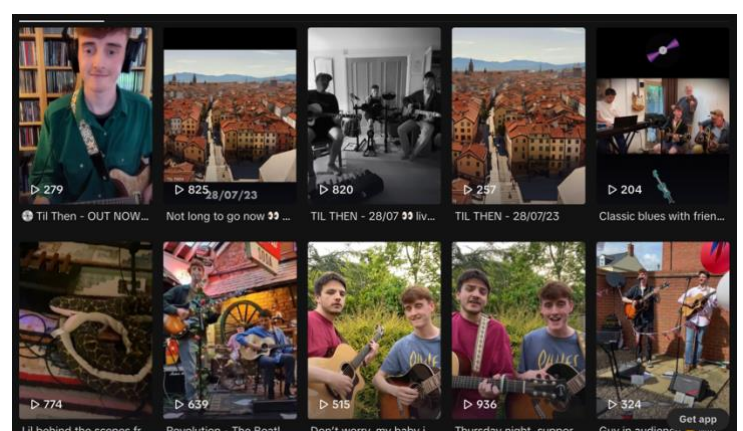


Figure 15 - Yeti's Breakfast Instagram Reel Page

One improvement would be the use of hashtags. Both TikTok and Instagram have areas dedicated to specific hashtags, which helps create the curated For You page on TikTok and discover pages on Instagram. Some posts on Instagram do have some hashtags, for example, one of Yeti's posts below (*figure.16*). Upon research, it is advised to use between 3-5 hashtags so the algorithms can more precisely target your posts to where they need to be (McLachlan, 2021). With this demographic being defined, the best thing to do would be more specific with the hashtags used. In the post, the duo used generic hashtags, creating a broad audience that could be good for reach but not great for bringing in the fanbase they seek. Listening to this video specifically, we could instead change the hashtags to #Newmusic #Relax #gloucestershire #rock #single – I believe these would not only target the right area but the right audience rather than the list of instruments in their hashtags.

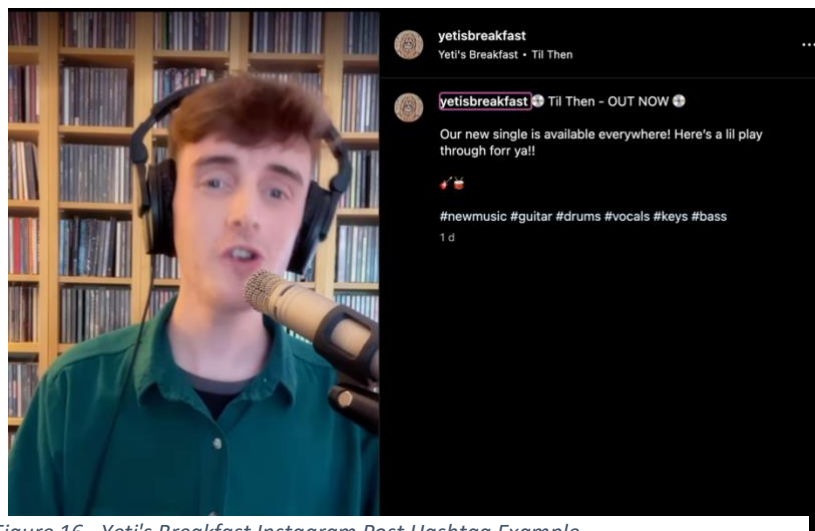


Figure 16 - Yeti's Breakfast Instagram Post Hashtag Example

Something else I find the duo does well is that they have taken one of their popular songs, "Take a Break" (*figure.17*), to create content about upcoming live shows.

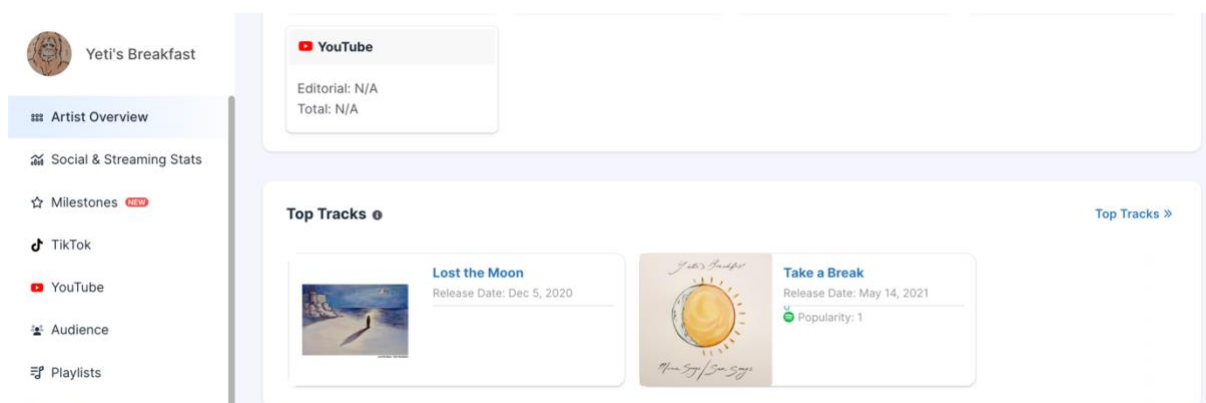


Figure 17 - Yeti's Breakfast Top tracks - Chartmetrics

They have also done this with their track "New Chance", their first single (*figure.18*). I have found the same issue with unbranded Hashtags. Another problem is that they have used their song to promote themselves, just re-writing the words to advertise their performance, but there is no link to the original song. TikTok videos can have links, so I would link the events page they promote and the song they sing. On TikTok, you can use your song as a

sound but still use your video sound for the video. So future posts, I would always tag their music. Also, their TikTok has no more social media links, so I would add their Link tree so Followers can follow across multiple platforms.

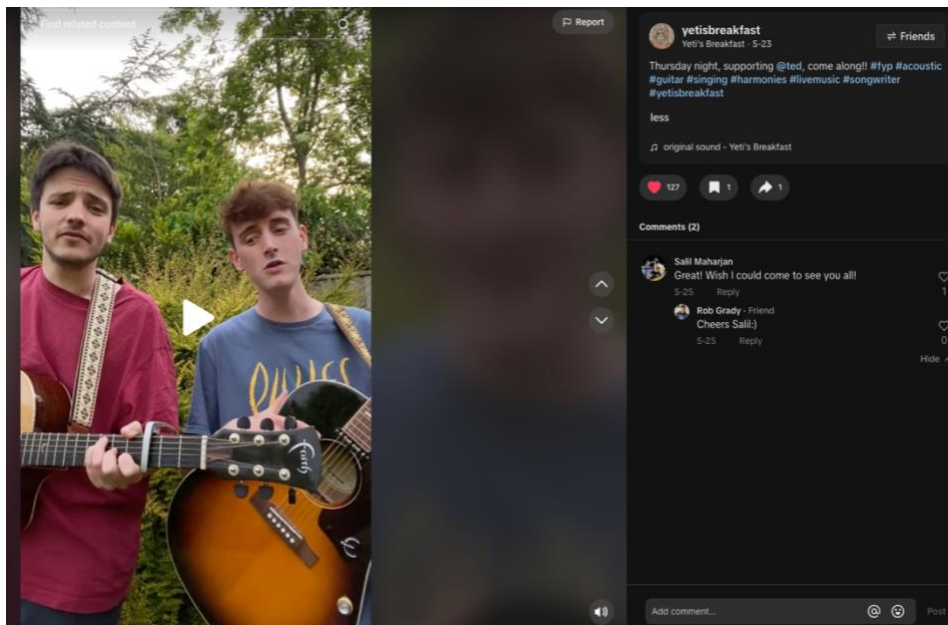


Figure 18 - Yeti's Breakfast advertising live shows

There are a few other instances where some Reels on Instagram are full videos that can be found on YouTube, so with these; we could shorten them to make them clips to increase traffic to other social media. An example is they made a Christmas cover but posted the full video on both Instagram and YouTube (figure.19). Looking at the Instagram post, that got more views than the YouTube video itself.



Figure 19 - Yeti's Breakfast Christmas Cover

Another idea they had that could be stretched further was the Yeti's Breakfast breakfast reviews. They went to 6 breakfast restaurants. As they are six tracks on their album. This idea is excellent, but the reviews were compiled into one video. Doing this again is a great marketing point for the restaurants they are going to, but if they separated the tracks/visits, they could make it more of a series. The Idea will be pre-emptive to any releases with each track in the background, whether original or cover song. I want them to play the track live on a walk-up to or outside the restaurant to attract more followers. Playing them live before

or after eating will cause a scene in the best way that gets people interested and would make for views on TikTok.



Figure 20 -Yeti's Breakfast - Rating Breakfast TikTok

Social Media Release Plan for the Next Album

Case Study – Thundercat – TikTok

I thought to look at marketing campaigns to understand how to market Yeti's album/Ep release.

Thundercat's Track 'Them Changes' had a 300% increase in Spotify streams after the song trended on TikTok (Hüllbrock, 2022). The marketers needed to react to fully utilise the popularity of the sped-up version of the track. It was the second time the track had been circulated in 2022. The first response to the trend was to latch onto the Sped-Up version and release an official version for new followers to go and stream on their streaming platforms. Officially sped-up versions of songs have become increasingly popular. Other examples include '[Nonsense](#)' by Sabrina Carpenter and '[Cupid](#)' by Fifty Fifty. The idea of speeding songs up reminds me of the Night Core remix era. Yeti's Breakfast has also replicated this trend when re-writing the lyrics to their songs for the announcements, as mentioned above.

Thundercat does not have a TikTok presence, much like our influence artist Michael Kiwanuka so what to take is that this is optional. However, I do think that having. The profile for followers to refer to would greatly help the duo if one of their riffs became a trend on social platforms.



Figure 21 - Thundercat's Album 'Drunk'

Case Study – Interpol – Visual

When releasing their seventh album in 2022, Interpol focussed on releasing themselves after a 4-year hiatus. Interpol like to focus on its visuals and aesthetics (Forde, 2023), and I can see that Yeti's Breakfast also has visual aesthetics, especially regarding artwork. First, they released a teaser of a short riff and a tour announcement from the studio. This was in January, and the first single was to be released in April. So, they released tour shows and plans to keep interested in social media. When they released a video for their single, they also announced the album. They also had a pop-up in cities that coincided with their second single (Forde, 2023), something I have considered when putting together Yeti's Breakfast marketing strategy.



Figure 22 - Interpol's album 'The Other Side of Make-Believe'

Marketing Strategy for Yeti's Breakfast Self-Titled Album

The second album for Yeti's Breakfast should be marketed using some of the authentic feels of content they have used before. So as I have mentioned above, they did a review video of breakfasts around Cheltenham. Breakfast venues are going to be the central premise for fan engagement. What were looking at is 2/3 months of posts starting with a teaser cropped photo of a breakfast venue, then the next post will be a clue as to where the venue is; for example, *figure.23* and the post following would be something like "What is Massachusetts capital city?". From here, we will post the date the breakfast review will be posted on YouTube. All previous posts will be Instagram, stories, reels, post content, and TikTok, but to switch between the two to build traffic and anticipation. Then as a last teaser before the preview release, we are looking at posting a clip of the duo entering the Restaurant asking for "a Table for 2 Yetis", which will get them a censored response.



Figure 23 - Boston Tea Party Cropped

The censored response that will be accumulated over six repeats of this tactic is going to give the words “bigfoots”, “brunch”, “last”, “Inactive”, “10”, and “2023”. What you are looking at is the opposite of what they are; the idea came from Yeti’s Breakfast [Linktree](#), which captions “not Bigfoot’s Brunch”. The Intention is that the fan base will go to the breakfast venue and ask for the same table the duo asked for to gain each code word. Eventually, the Code words will be worked out, put into a sentence then reversed to their opposites. On the Website linked below, there is a code unlock page which will unlock a countdown which will be announced as a tour countdown further down the line.

The release date for the album is the last Friday of October 28th, so we are ready to settle everyone into their autumnal yeti vibe. This Link will take you to the 4-Month [Release Plan](#) timeline document.

To ensure I have every asset I can use, I created a website for [Yeti’s Breakfast](#) as they did not have one link, and the password is Xxe6pJsPmg.

Bibliography

Bundrick, H.M. (no date) *Marketing Strategies for Web Users Age 25 to 34, Small Business - Chron.com*. Available at: <https://smallbusiness.chron.com/marketing-strategies-users-age-25-34-65454.html> (Accessed: 30 July 2023).

Chartmetric / Devon (no date). Available at: <https://app.chartmetric.com/artist/751761/about> (Accessed: 29 July 2023).

Clement, M. (2023) 'What are YouTube Shorts? 7 Reasons Why Your Business Should Use Them', *Social Media & Influencer Marketing Speaker, Consultant & Author*, 1 June. Available at: <https://nealschaffer.com/what-are-youtube-shorts/> (Accessed: 30 July 2023).

Ditto (2023) *How to Promote Music on Instagram in 2023*. Available at: <https://dittomusic.com/en> (Accessed: 29 July 2023).

Ditto Music (2022) *How to Promote Your Music on YouTube in 2023*. Available at: <https://dittomusic.com/en> (Accessed: 29 July 2023).

Forde, E. (2023) *Behind The Campaign :: Interpol, Music Ally*. Available at: <https://musically.com/2023/03/01/behind-the-campaign-interpol/> (Accessed: 31 July 2023).

Gikaru, M. (2023) *YouTube For Artists : Our Guide, Music Gateway*. Available at: <https://www.musicgateway.com/blog/artist-websites/youtube-for-artists-setting-up-and-optimising-your-official-channel> (Accessed: 29 July 2023).

How Different Age Groups Are Using Social Media 2022 (no date) *Target Internet*. Available at: <https://targetinternet.com/resources/how-different-age-groups-are-using-social-media-2023/> (Accessed: 30 July 2023).

Hüllbrock, M. (2022) *Behind The Single: Thundercat – 'Them Changes', Music Ally*. Available at: <https://musically.com/2022/11/16/behind-the-single-thundercat-organic-tiktok-trend-2/> (Accessed: 31 July 2023).

Mac Demarco Biography : A Guide to the Life of an Influential Rock Star (2022) *Oh! Jean Records*. Available at: <https://www.ohjeanrecords.com/blogs/news/mac-demarco-biography> (Accessed: 29 July 2023).

McLachlan, S. (2021) 'Experiment: How Many Instagram Hashtags Should You REALLY Use?', *Social Media Marketing & Management Dashboard*, 3 November. Available at: <https://blog.hootsuite.com/experiment-instagram-hashtags/> (Accessed: 30 July 2023).

O'Brien, A. (2022) *Jacob Collier Wrangles 100,000-Person Audience Choir For Elvis Presley Cover [Watch], L4LM*. Available at: <https://liveforlivemusic.com/news/jacob-collier-100000-person-audience-choir-elvis-presley-video/> (Accessed: 29 July 2023).

Parker, K. and Igielnik, R. (2020) 'On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Gen Z So Far', *Pew Research Center's Social & Demographic Trends Project*, 14 May. Available at: <https://www.pewresearch.org/social-trends/2020/05/14/on->

the-cusp-of-adulthood-and-facing-an-uncertain-future-what-we-know-about-gen-z-so-far-2/ (Accessed: 30 July 2023).

Shanfeld, E. (2023) 'Mac DeMarco on the Road to "Five Easy Hot Dogs," Quitting Nicotine and Why TikTok Is "Depressing"', *Variety*, 20 January. Available at: <https://variety.com/2023/music/news/mac-demarco-interview-new-album-five-easy-hot-dogs-tour-1235496148/> (Accessed: 29 July 2023).

Sharma, S. (2023) *TikTok Vs. Instagram: Analysing world's most popular visual channels*. Available at: <https://news.thisiscrowd.com/tiktok-vs.-instagram-analysing-worlds-most-popular-visual-channels> (Accessed: 30 July 2023).

Smith, G. (2023) *How long can a TikTok be? Video length & how to make TikToks longer*, *Dexerto*. Available at: <https://www.dexerto.com/entertainment/how-long-can-a-tiktok-be-1554929/> (Accessed: 30 July 2023).

Soundcharts (no date). Available at: <https://app.soundcharts.com/app/artist/michael-kiwanuka/overview> (Accessed: 29 July 2023).

TikTok Marketing: Creating a Successful Strategy in 2023 (2023) *Shopify*. Available at: <https://www.shopify.com/uk/blog/tiktok-marketing> (Accessed: 29 July 2023).

UK: most popular social media among those aged 26 to 35 2020 (no date) *Statista*. Available at: <https://www.statista.com/statistics/1059474/most-popular-social-26-35/> (Accessed: 30 July 2023).

Williams-Nelson, T. (2023) *How to promote your music on social media in 2023* | *Pirate, Pirate Studios*. Available at: <https://pirate.com/en/blog/how-to-promote-music-social-media/> (Accessed: 29 July 2023).

YouTube For Artists (2021). Available at: <https://www.youtube.com/watch?v=f0Pirxamw4g> (Accessed: 29 July 2023).

YouTube for Artists - Where Music Grows (no date). Available at: <https://artists.youtube/> (Accessed: 29 July 2023).

Yuen, M. (2023) *TikTok users worldwide (2020-2025)*, *Insider Intelligence*. Available at: <https://www.insiderintelligence.com/charts/global-tiktok-user-stats/> (Accessed: 30 July 2023).