

Creative Music Management

MODULE CODE: BMTY7000

Temuulen Khorloo

Student ID: 1706450

Reflective Summary 2500 words

MODULE TUTOR: STEVE MELUISH



- ***We are team "Capella"***
- ***Temuulen Khorloo:***
- ***Erzsebet Hehn***
- ***Colin Crooks for more details please refer to group submission.***
-

Marketing team to promote "Cherryshoes" new single "Being".

- The name of the band is "Cherryshoes".
- What music-genre the song Being is composed and produced?
- "Low Fi"
- Music Description:

- What demography is this music appealing?
- This genre of music can be appealing to the audiences from 15-year-olds to people in their 50-s.
- It is a timeless music genre that has loyal fans.

Introduction:

From the beginning of our CMM group project, I have taken more of a leadership role to direct the main project process and delegate tasks to the individuals most suited based on their experience to ensure the project deliverance. As the group members expressed their desire to work on different project tasks, I decided to take a backseat on overall main project tasks and decided to create alternative versions of the artefacts required for the assignment compilation. On our group meetings, I encouraged the ideas of the group members and offered my advice and opinion upon completing the tasks. I liaised with the artists Lisa Mottram and Joe Bailey to offer my support and worked towards creating a professional relationship to ensure the energy within the group is positive and creative throughout the project.

- I started the project process by sending the following email on 31 January 2018 to the group to start up the CMM project and simplify the tasks ahead.

Hello all,

Please find following the CMM project brief:

- Project Objectives:
- Find the artist
- Decide on the song / songs
- Remix
- Plan for
- audio
- video
- iconography
- art work
- digital
- social media
- PR assets and
- live performance.
- Original single
- remix
- mix and master created internally or commissioned

Artwork for the digital single/photographer!
Electronic Press Kit! MusicGlue or MyShowcase
Operating budget £500
spendings
budgets
income.

Marketing strategy:

- single
- remix release including not compulsory plans for:
- radio,
- club,
- live,
- digital promotion,
- media engagements and brand endorsements

- Industry feedback is encouraged:
- reviews,
- press
- radio airplay
- A live performance (Gallery, January date tbc)
- Additional financing,
- crowd funding or in
- kind support

The Main concept:

Find an artist with a promising sound that we all like and choose a song that has a potential for commercial success. As the song to be an original composition and recorded, remixed and mastered, I can help to collaborate with the artists and offer my home studio to complete this task or we can use celcat room at Tileyard. The song could be recorded in electronic music genre since the budget is limited and studio or session musicians hire can be costly. Also, would need rehearsal times and rooms too, that could add up. This task could be done in-house cost effectively. I suggest allocating a majority of the budget for a social media marketing campaign. From the group, if everyone agrees we can assign a person to this duty. (Perhaps Colin since he got the most experience)

There are three main areas need to be covered to execute this project successfully.

Another important factors to consider is to deliver set duties on time as we want to avoid late submission at all costs.

Following are the 3 areas:

A and R
remix
compose original material
mix and master created internally or commissioned,
record
produce
record vocals

Promotions
single
remix release including plans for
radio,
club,
live,
digital promotion,
media engagements and brand endorsements

And budgeting:
spendings
income.

Additional financing,
crowd funding or in
kind support

These three areas need to be assigned. If we agree I am happy to work on the A&R with my music production and artist background, Colin for marketing for his extensive experience within the industry and for running his label probably be the most suitable leader in this area and Erzsebet for budgeting with her admin background and successful project budgeting.

The rest of the duties can be split in 3 ways.

Those three principal operations will be executed by the assigned individuals and presented at the group meetings to be approved and amended by the group and the artist if necessary. Contracts could be drawn and the contractual duties can be outlined with the song release if any collaborations made. Additional help would be offered by the team members who completed their tasks ahead of the time.

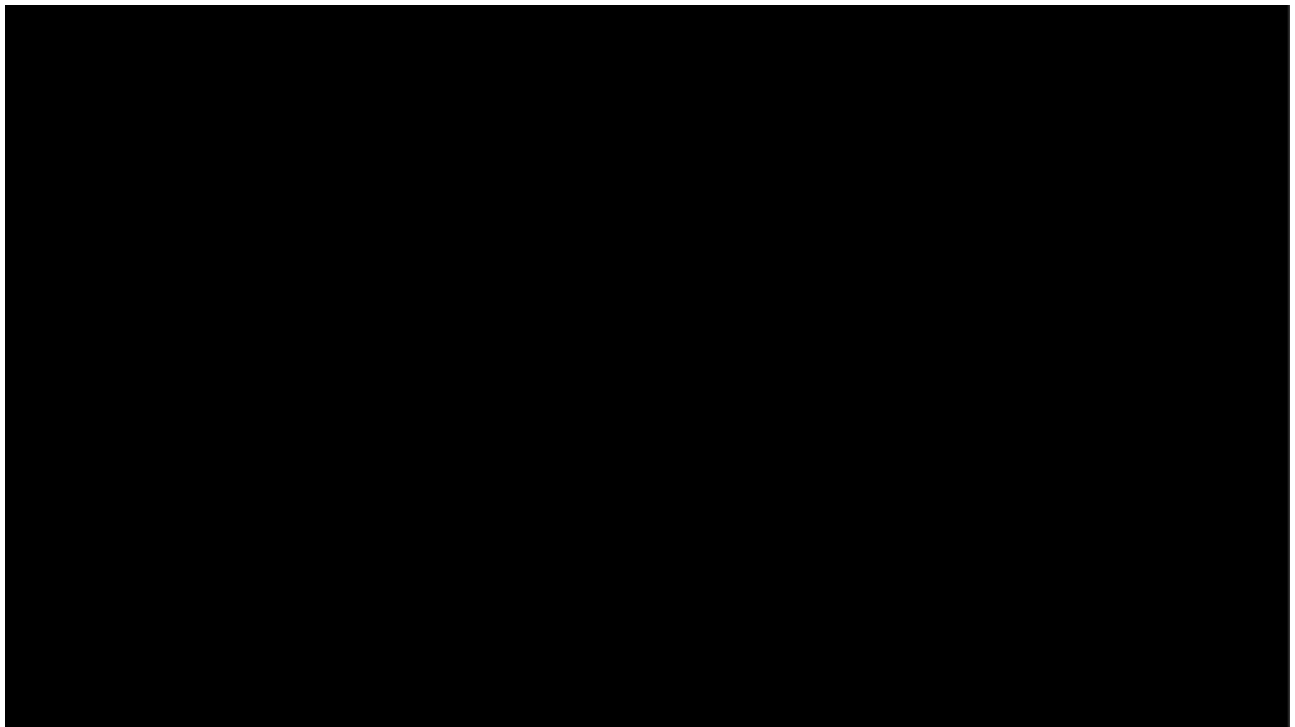
Artist considerations:

Crawford, Cherryshoes, Huala, Chloe and Nixo.

List of students from the other class and go through for consideration.

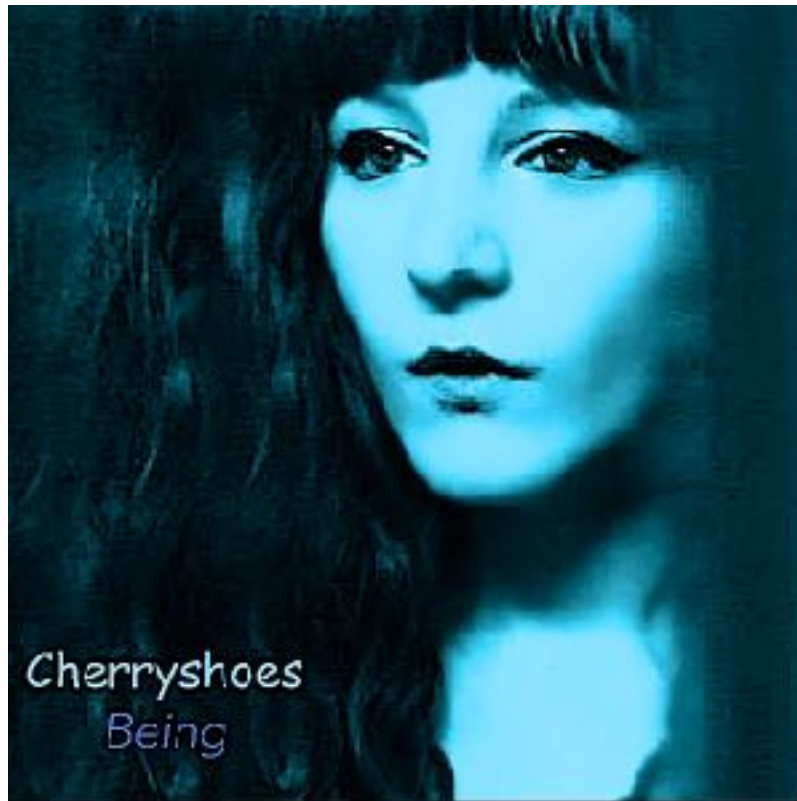
Following is the artefacts I created for both group and alternative versions for individual submission.

Promo Video:



I have created a short promo video for Cherryshoes single "Being". I used ... to create the video with from the video library provided by the site and the video style put together by the intelligent software that creates the video automatically. Then after downloading the video created I put in the final touches on my Mac's iMovie application. By adding pictures I have previously carefully chosen and edited combining together with the video created and adding text to deliver the promotional message to the target audience. After uploading it to the iMovie I had to recreate the video snippet as the original video was made to fit the whole song. Restricted by the limited funds we got initiated the most work by ourselves avoiding to spend funds for outside sources. During this process I had to think about the song composition and the style of the genre the song was written to carefully assemble together a promotional video.

Single Cover:



I have created an alternative single cover. I chose this image as the main frame for the single release cover from the list of photos that were available from Lisa Mottram's photo album. I decided on this photo as it showed an accurate representation of Lisa and Cherryshoes as an artist and her public persona. From the image, you get the feeling of a mysterious woman who is fragile yet powerful and emotional. It sparks certain emotions to a viewer and creates a feeling of wanting to know more. From the original image I have changed the lighting to create mood and further blurred the main image in order to bring the focus more on her eyes as they were the main focal point of the image. In addition, I carefully placed the text and played with different colours to align the image with the message.

Album Cover:



I created this Album cover as it represents the band in a true light. The band's musical genre is Psycho Pop and it has a trippy sonic characteristics in it. As the band is described as:

"‘Hairs on the back of your neck stuff’ (Adam Walton, BBC Radio Wales)

Cherryshoes resides in the shadow of the Black Mountains on the Welsh borders. Led by the ‘haunted exhaling delivery’ of singer-songwriter LJ Nova, this hypnotic brand of pop noir comes from a six-piece band with deep and eclectic musical roots.

With production from Jim Eliot, their music has received extensive radio play, including on BBC Radio 1 and BBC 6 Music.

During 2016 Cherryshoes performed at T in the Park and Latitude Festival and they will shortly be launching their first EP: ‘The Colour Red’."

(Cherryshoes 2018)

I have chosen this image as the mood of the image is almost otherworldly and strange. The band's image and the clothing style and the stage set with the background slide reflected to the genre of the music. I changed the lighting and overall colour of the image to marry the image to the band's musical genre.

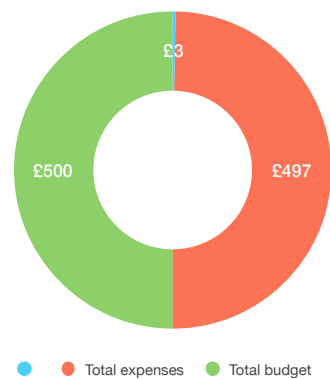
Budget for “Cherryshoes” digital single release marketing project:

Total project budget	£500
TOTAL BUDGET	£500

MONEY LEFT OVER	
	£3

MONEY OUT	
Mixing by Joe Bailey	£0
Mastering by Alvin Collins (recommended by Joe	£85
Remix Temuulen Khorloo	£0
Photo by Erzsebet Hehn	£50
Logo by Erzsebet Hehn	£30
Short promo video by Temuulen Khorloo	£22
Marketing by Colin Crooks	£210
Full music video and editing Joe Bailey	£100
TOTAL EXPENSES	£497

Total budget/Expenses



I put together this simple budgeting chart for the project.

REMIX:

As the original song took a long time to finish unfortunately there was no time to submit the remix with this submission.

Remix Concept:

The song is going to be remixed in an electronic dance music genre style sweetening effects, synth sound designs and catchy electronic drums. Furthermore will keep the original band's musical sounds and genre and remix the song with trippy quality with repetitive vocals and delays etc...

My marketing research on Facebook advertising:

Facebook Advertising Principle:

Following is the Facebook advertising models explained in details on what the abbreviations stand for and what these models are designed.

CPC (cost-per-click):

For example Facebook will offer average 30 to 146 clicks for £5-00

CPM (cost-per-mille): Cost Per Impression is to pay a reach for 1000 people per ad campaign

CPA (cost-per-action): Is an expenditure tracking tool to show marketer how much is spent to convert a user into an interactive user. (specially when targeting to ad fan interaction with the artist website)

CPL (cost-per-like): Is an expenditure tracking tool to show marketer how much is spent to convert the audience to like the artist Facebook page.

Other important analytics you got to follow is:

Calculating the Cost Per Customer one that is to be prioritised:

It shows the cost of converting a user into a Super-fan, the one who would spend money to buy merchandised items, Vinyl records, CDs and downloadable digital releases and buy concert tickets. All the other methods are the steps take to adding Super-fans to artist fanbase.

Using Facebook's CPA tracking to calculate the cost of a fan's initial action on the artist website. If the customer make purchase from there then the CPA equals to the Cost Per Customer. But for most artists the cost for this action would be to download the music albums, singles, sign up email listing and streaming artist's music on streaming services. Therefore an extra variation to the equation needs to be added.

- $CPA \times (\text{Number of Leads that Buy} / \text{Total Number of Leads})$

In order to work out how much revenue an ad campaign generate a marketer needs to work out an average value per Super-fan to compare with the Cost Per Customer.

- Average Value Per Customer (AVC):

Is the average revenue each customer generates.

For an artist, it is best to be calculated over a period like a yearly basis depending on the business model.

Wishpond (2018)

More marketing model can be implemented to improve the marketing campaign is an "Ansoff Matrix"

"Today, Segmentation, Targeting and Positioning (STP) is a conventional strategic path in Modern Marketing. It is one of the most regularly applied marketing models in practice. ... In the 1950s, for example, the chief marketing strategy was 'product differentiation'".

(Cascade 2018)

My alternative release timeline:

Music Release Timeline:

"Adoption Cycle"

Month 1:

Build Facebook fan page in Chinese and Spanish languages to target fans from East, Latin America and Russia.

The first track to be released and marketed immediately with the permissions marketing model where the track is offered to the fans for free upon signing up for a mailing list.

Follow it up with a professional music video marketing campaign on Facebook, Youtube and all the above named Social Networking sites for to gain more exposure, fans and convert interactive users into fans.

Logo and digital artwork to be designed for the single and upcoming Album. Start strategising the branding opportunities.

Month 2:

Start dropping a short teaser video snippet for the second track to be released.

Then the professional music video to follow across all the social networking websites.

Facebook, paid daily ad campaign with the professional video of the song to promote the single.

Follow it up with a professional music video marketing campaign on Facebook, Youtube and all the above named Social Networking sites for to gain more exposure, fans and convert interactive users into fans.

Youtube and Vimeo video promotion to raise awareness for the artist and add fans across all social media sites, Spotify, iTunes and Amazon Music.

Month 3:

The second song to be released on Artist Website for 99p per download for 2 weeks.

Following the initial Artist-Website release the same song to be released on iTunes, Amazon and Google Play and Bandcamp for digital single download release for 99p per download.

Following the steps taken every month to keep audience engagement and building a Super- fans.

Follow it up with a professional music video marketing campaign on Facebook, Youtube and all the above named Social Networking sites for to gain more exposure, fans and convert interactive users into fans.

Start dropping a short teaser video snippet for the third track to be released.

Then the professional music video to follow across all the social networking websites.

Facebook, paid daily ad campaign with the professional video of the song to promote the single.

Youtube and Vimeo video promotion to raise awareness for the artist and ad fans across all social media sites, Spotify, iTunes and Amazon Music.

Start approaching music bloggers to promote the album and single release.

Conclusion:

From the overall project process I have learned that I can take a leadership role and execute plans. I started the project by taking a more of a leadership role to start the project on a good note. However, as we got along with the project I decided to take a backseat to accommodate the overall enthusiasm of the team member's to be assigned for certain tasks. I was comprehensive not to step on other's toes in order to avoid creating conflicts within a group and causing distress on completing the assignment successfully. However, from the project compilation process, I have learned a valuable lesson to do not to be intimidated to step up if needed and take the leadership role to produce tangible results. I also learned to be direct in business dealings and to take the initiative if the assigned staff is lagging in their deliverance. It has proven to me that if I take the initiative and take the driving seat I can produce positive results and finish tasks as the results of our group tasks of the last week shown. On the positive note also our team worked well together by complimenting each other's work ethics and efforts.

The project folder included:

My: Album Art JPG

Digital single JPG

Budget

Cherryshoes Promo Video "Being"

Group:

2 Logos created for the project

Invoice

Original song "Being"

A photo from the photoshoot.

Web promotional photo.

More detailed information please refer to the group submission led by Colin Crooks.