ESCAPE ARTIST MANAGEMENT

INTERNATIONAL MUSIC MARKETING PORTFOLIO

TABLE OF CONTENTS

- Company overview....3
- Core Values....4
- Business Model Canvas....5
- Roster....11
- SWOT Analysis....17
- Competitor Analysis: Echo Location Talent....18
- Current Brand....20
- Rebrand: Logo, Moodboard....21
- Marketing Strategies: Social Media, DSPS, Brand Partnerships, Press....23
- Timeline....32
- Budget....33
- Head of Terms Agreement....34
- Sources....45

COMPANY OVERVIEW

EscapeArtistManagement

Escape Artist Management is a management company located within the Tileyard Community in London. They represent a roster of various artists, writers and producers. Their ethos is to bring forth valuable opportunities through their knowledge, expertise and industry connections. Their clients have been in involved in projects with very well known industry names such as: Sigala, Iggy Azalea, Olly Murs, Kylie Minogue, Kanye West and the Pussy Cat Dolls to name a few. Their target market appears to remain within the pop, electronic and commercial genres.

CORE VALUES

- **Trust**

  Artists must be able to fully rely and depend on their manager to lead them in the right direction whilst having the artists best interest in mind.

- **Dedication**

  Managers must actively seek out the best possible opportunities for their artists as well as nurture their industry connections.

- **Knowledge**

  Managers must understand the music industry landscape from the past and present allowing them to predict potential future industry trends.

- **Development**

  Artists are provided with new opportunities which create valuable experiences allowing them to grow and flourish.

KEY PARTNERS

- Music Publishers
- Sync Agencies
- Press
- PR Companies
- Booking Agents
- Collection agencies: PRS, PPL MCPS
- Tileyard Community
- Artists
- Writers
- Producers
- Record labels
- Promoters
- Radio
- Music Journalists
- A&R
- Music Lawyers
- Digital Aggregators
- Music Managers Forum

KEY RESOURCES

Intellectual Property

- Music Business knowledge
- In depth understanding of the music industry through research and experience.
- Up to date with current industry changes whilst implementing them onto client strategies.

Human Resources

- Valuable industry connections and relationships
- Clients work with reputable and well known industry professionals in all aspects.
- Tileyard Community

Physical Assets

- Computers
- High speed internet
- Office space
- Hard drive with clients work and music.
- EPK, photos, videos all artists assets

KEY ACTIVITIES

- Administrative tasks
- Accounting
- Handling cash- flow
- Programming and planning releases
- Creating contracts
- Networking with industry professionals
- Seeking out opportunities
- Reaching out to industry professionals on behalf of clients.
- Evaluating partnerships
- Create strategies that align with clients morals, values, art and vision.
- Updating Escape Artist Management website and social media platforms.

VALUE PROPOSITIONS

- Located within the Tileyard community.
- The team consists of highly experienced artist managers.
- They enhance their clients careers by seeking out new opportunities.
- They advise their clients efficiently with their goals in mind so that they can have the most successful career possible.
- They have connections and working relationships with big names within the music industry.

CUSTOMER ANALYSIS

Customer Segments

Target Market

- Pop
- Electronic
- Commercial

Clients

- Artists
- Producers
- Songwriters
- Key partners

Channels

- Direct emails
- Indirect: referral from colleagues and clients.
- Social Media
- Company website
- Industry networking events
- Partner channels: specifically clients
- Word of mouth

Customer Relationships

- Constant and consistent communication between managers and artists as well as managers and key partners.

CASH FLOW

Cost Structure

- Employees
- Office space
- Music blogs / journals
- Music Business software such as Chartmetric
- Gigs
- Networking events

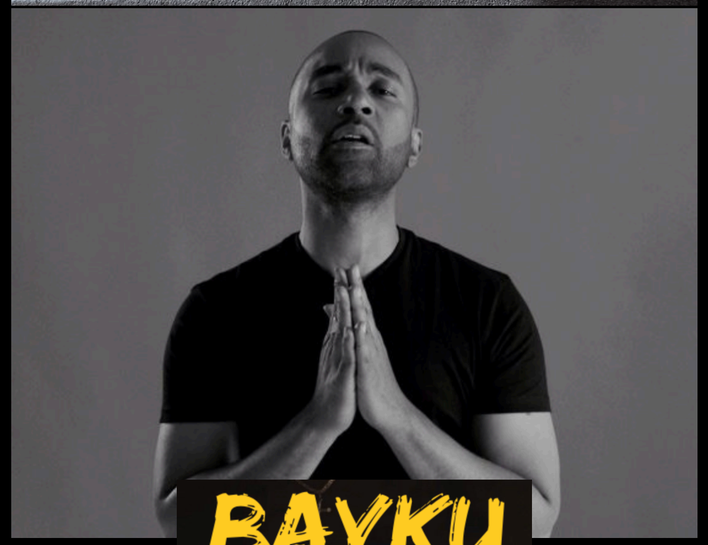
Revenue Streams

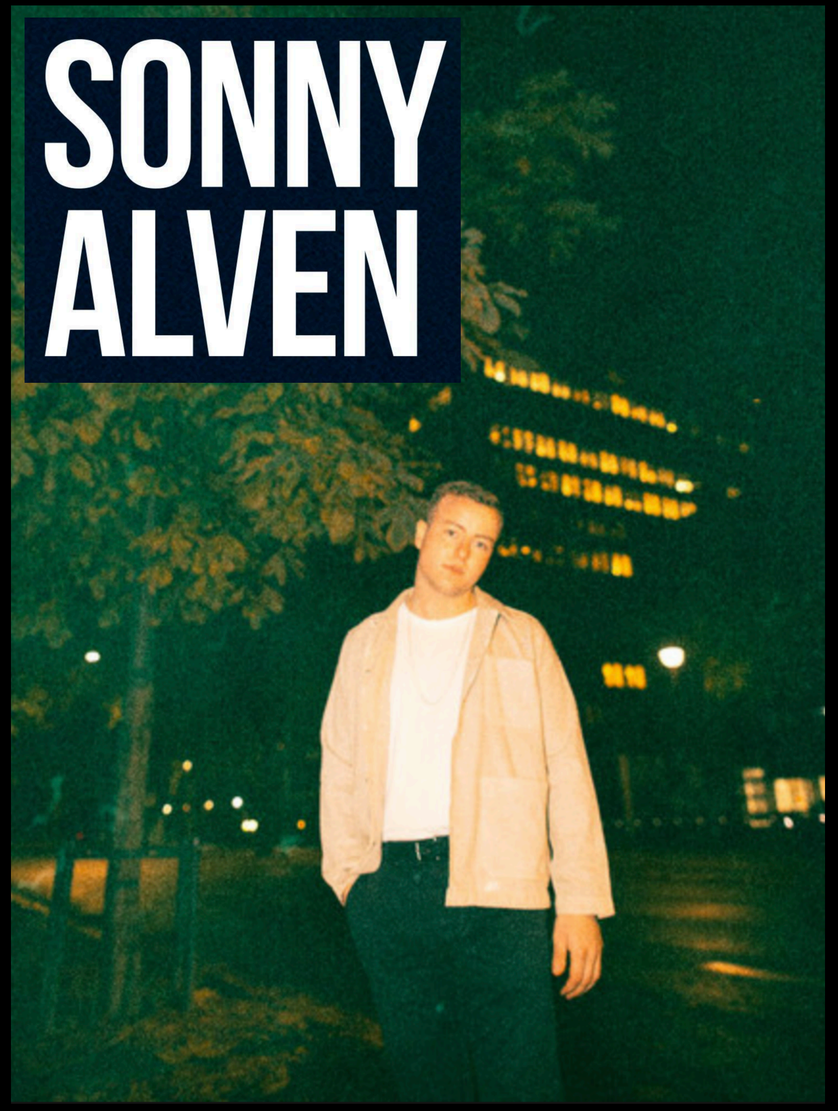
- Anywhere from 10 to 20 percent of gross income from their roster.

(Harrison, 2017)

ROSTER









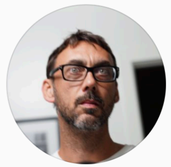


Anthony Kilhoffer

ANTHONY KILHOFFER

- Anthony Kilhoffer who is a mixer and producer is also a 4 time Grammy winning producer and engineer and has worked closely with Kanye West and Iggy Azalea.

Instagram



kilhoffer Follow •••

87 posts **10.4k** followers **2,290** following

Anthony Kilhoffer
Public Figure
| @1st_gen
4x Grammy Winner
Credits: Kanye West, Travis Scott, Michael Jackson, Kid Cudi, etc



BAYKU

- American writer and artist who works in various genres specialising in commercial Pop, Rap, House and Afro Beats.



Spotify

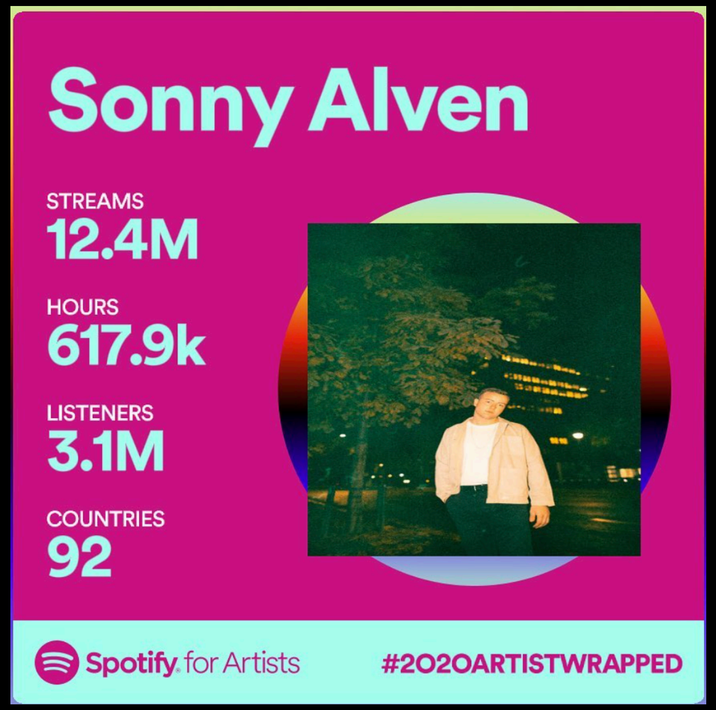
- listeners: 27.4K
- Playlist reach: 182.5K

Instagram

- 6K followers

SONNY ALVEN

- Sonny Alven is a Norwegian DJ, Producer and artist within the electronic music genre specialising in remixes usually in Tropical House, Norwegian Pop genres.



Spotify

- Monthly listeners: 435.8K
- Followers: 21.1K
- Playlist reach: 7.4M



SONNY ALVEN

STEVEN MANOVSKI

- Steven Manovski, also known as Manovski, is an Australian writer, producer and multi-instrumentalist who specialises but isn't limited to dance electronic music.

- Monthly listeners: 126.2K
- Playlist reach: 2.7M

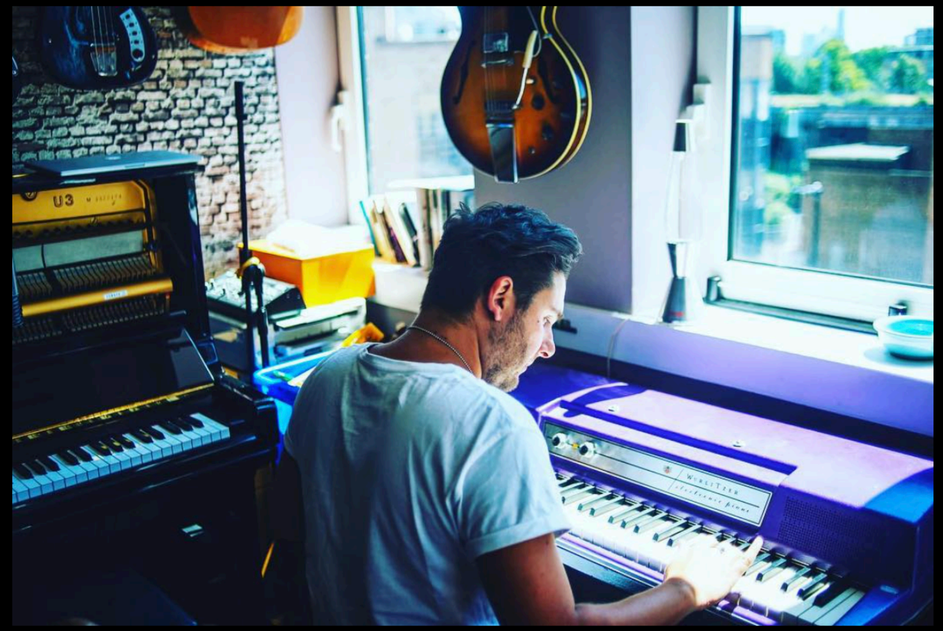


TONINO SPECIALE

- Tonino Speciale also known as ‘Temmpo’ is an Australian vocalist, writer and producer who has worked with numerous artists from major record labels as well as many well known independent labels such as RCA, Virgin and Capitol.

TEMMPO





ESCAPE ARTIST MANAGEMENT SWOT ANALYSIS

Strengths

- located within Tileyard community.
- Clients have been a part of successful releases.
- Clients are reputable, experienced and respected within the music industry.
- Website is clear, concise and easy to navigate.
- Soundcloud has good engagement.

Weaknesses

- Facebook page is not up to date.
- Instagram numbers aren't as high as competitors.
- Website could provide further details regarding….
- Not currently taking advantage of social media platforms and DSP's.
- Soundcloud is not updated often enough.

Opportunities

- located within the Tileyard community.
- Build upon music industry connections.
- Represent more artists, songwriters and producers.
- Increase brand awareness using social media.
- Create valuable client opportunities leading to more revenue stream for the company.
- Obtaining industry recognition through industry press such as blogs like Music Business Worldwide.
- Creating a Spotify playlist that could potentially grow.
- Using Soundcloud to create more brand awareness.
- **Ways to have Escape Artist Management show up more in the google SEO**
- Hire well known artist managers for the agency who already have successful clients and connections within the industry.
- To start their own blog or have a "news" section on website.
- Collaborations within their roster.

Threats

- other artist management companies.
- Growing popularity with artists preferring to be independent rather than represented by managers.
- Social media, DSP's and digital aggregators making it more accessible for artists to be independent.
- Independent managers not a part of the agency.
- Clients who don't continue with their contracts, losing source of income.

Source: MindTools

COMPETITOR ANALYSIS

ECHO LOCATION TALENT

Strengths

- Massive roster of artists, songwriters and producers.
- Global agency
- Focuses on artist development as well as representation.
- Has brand partnerships with well known fashion brands.
- Website is very organised and easy to use.
- Has a blog that shares videos and articles about their roster.
- Has three locations: London, Melbourne and Lagos. (UK, Australia and Nigeria)
- Brand ethos is all about their clients potential.

Weaknesses

- Hardly any Facebook presence.
- Spotify playlist isn't available through the website.
- Instagram doesn't have much engagement.

Opportunities

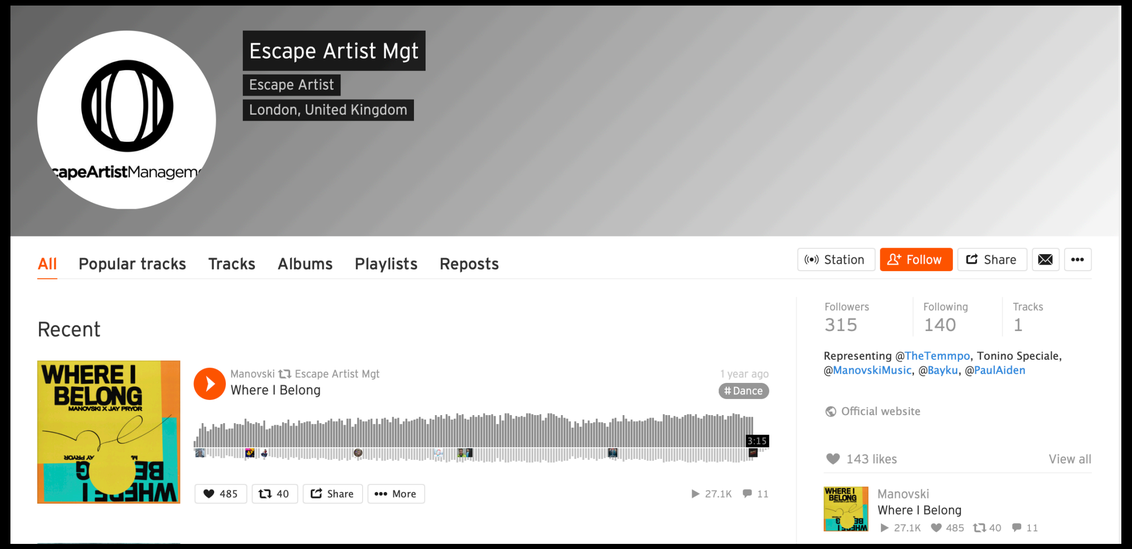
- finding new acts
- Creating more industry connections
- Hiring more managers that can offer a lot to the company.
- Target market isn't stuck solely on commercial demographic, they sign underground and niche acts as well.
- Global company
- Grow social media presence.
- Collaborations within their roster.

Threats

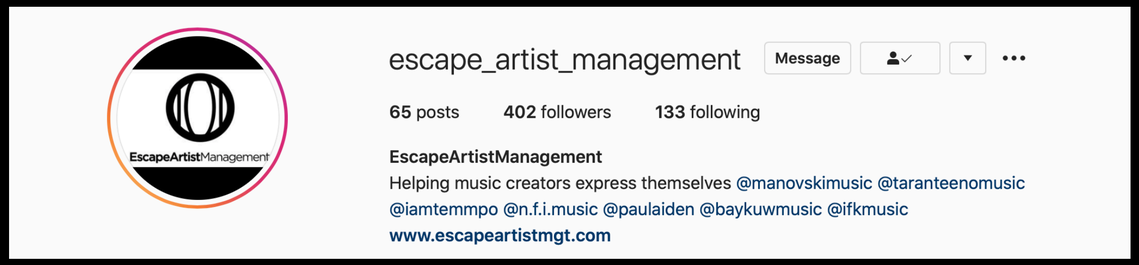
- wasting time focusing on artist development on artists who won't end up generating income.
- Loss of clients
- Loss of employees
- Technological advances that allow artists to become more independent.
- Other artist management agencies.
- Independent artist managers.

(Creators, 2020)

ESCAPE ARTIST MANAGEMENT SOCIAL MEDIA ANALYSIS



Instagram



- At the moment their Instagram does not align with their website.
- Soundcloud is not very active.
- Facebook is not developed at all.
- Twitter has not been created.

CURRENT BRAND

ABOUT US

At Escape Artist Management we represent artists, writers and producers, endeavouring to enhance the career of our clients through our expertise, extending networks and opportunities to put them on the best pathways to greater success.
Our clients have worked on successful releases by Felix Jaehn, Nicky Romero, Iggy Azalea, Olly Murs, The Script, Kanye West and Kylie Minogue amongst many others.

LATEST PROJECTS



CONTACT US

Email us at peter@escapeartistmgt.com
or fill in the contact form below

Name *

E-mail *

Message

SEND

WHERE WE ARE

Unit 31 Tileyard Studios, Tileyard Road,
London N7 9AH



EscapeArtistManagement

FOLLOW

EscapeArtistManagement

REBRAND MOOD BOARD

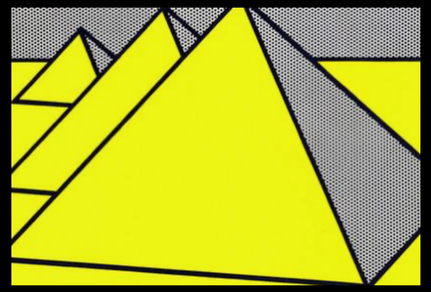


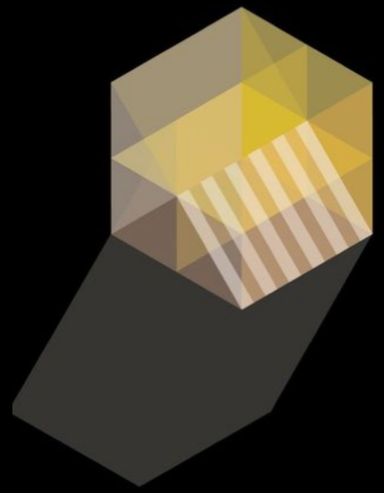


















NEW LOGO

- The colour scheme is yellow and black to match the website theme.
- Above the word escape are mountains which represent
- The A in artist is a pyramid because the pyramid represents growth, development and longevity in the industry.



MARKETING STRATEGIES

- Social Media development and rebrand: Instagram, Facebook, and Twitter.
- Website rebrand with brand new blog section.
- Curated playlists showcasing clients and partners on Spotify and SoundCloud.
- Brand Partnerships with the Music Managers Forum (MMF).
- Industry event in collaboration with the MMF.
- Music Industry Press articles about Escape Artist Management.

INSTAGRAM

- Instagram Highlights will showcase the artists on the roster.
- A consistent colour scheme and photo edit throughout the feed with yellow undertones to match the logo.
- Will be used to showcase the roster and projects they are involved in.
- Consistent activity will take place on Escape Artist Managements part through following and liking other music industry accounts.



(Gray, 2021)

TWITTER

- The main purpose will be to connect with fellow industry professionals and key partners
- Escape Artist Management will thank blogs and companies who champion and work with any artist from their roster.



(Payne, n.d.)

FACEBOOK

- The purpose will be mainly to provide information and share content from Instagram.
- The goal is to direct people to the Escape Music Management website.



SOUNDCLOUD

- Escape Artist Management will update their Soundcloud with playlists of their roster and similar artists
- It will also be used to promote the event with MMF as the podcast from the event will be posted onto Escape Artist Managements Soundcloud.
- They will share other industry podcasts as well on the Soundcloud account.



SPOTIFY

- Escape Artist Management will curate their own playlists on Spotify in various genres pertaining to their roster.
- The playlists will include their roster as well as projects their roster has been involved in.
- They will post their playlists on social media and their website.
- Spotify playlists can rapidly grow and can be a good way for them to create brand awareness as well as improve algorithms for their roster.

WEBSITE

- Create a “news” blog section on the website.
- This will give people a reason to come visit the website more often.
- It can show industry professionals what the roster is up to at the moment.
- Can promote brand partnerships.
- Content can include but not be limited to podcasts, videos, playlists, articles and artist interviews.
- Freelance Journalists will be hired to write up these blogs and a new blog post will be posted once a month,

BRAND PARTNERSHIPS



- Develop solid brand partnership with the Music Managers Forum
- This will create more brand awareness around Escape Artist Management.
- A music industry event will take place at the Tileyard Gallery.
- The event will be a panel of artist managers who will discuss music business topics.
- The event will finish with live performances from artists from the Escape Artist Management Roster as well as Tileyard music artists.
- The niche will be electronic music genres.

PRESS

- The purpose is to gain industry recognition.
- A publicist will be hired to help Escape Artist Management build connections.
- The focus will be music business press as well as electronic music press outlets.

MUSICBUSINESS WORLDWIDE

Music Week

DUMMY

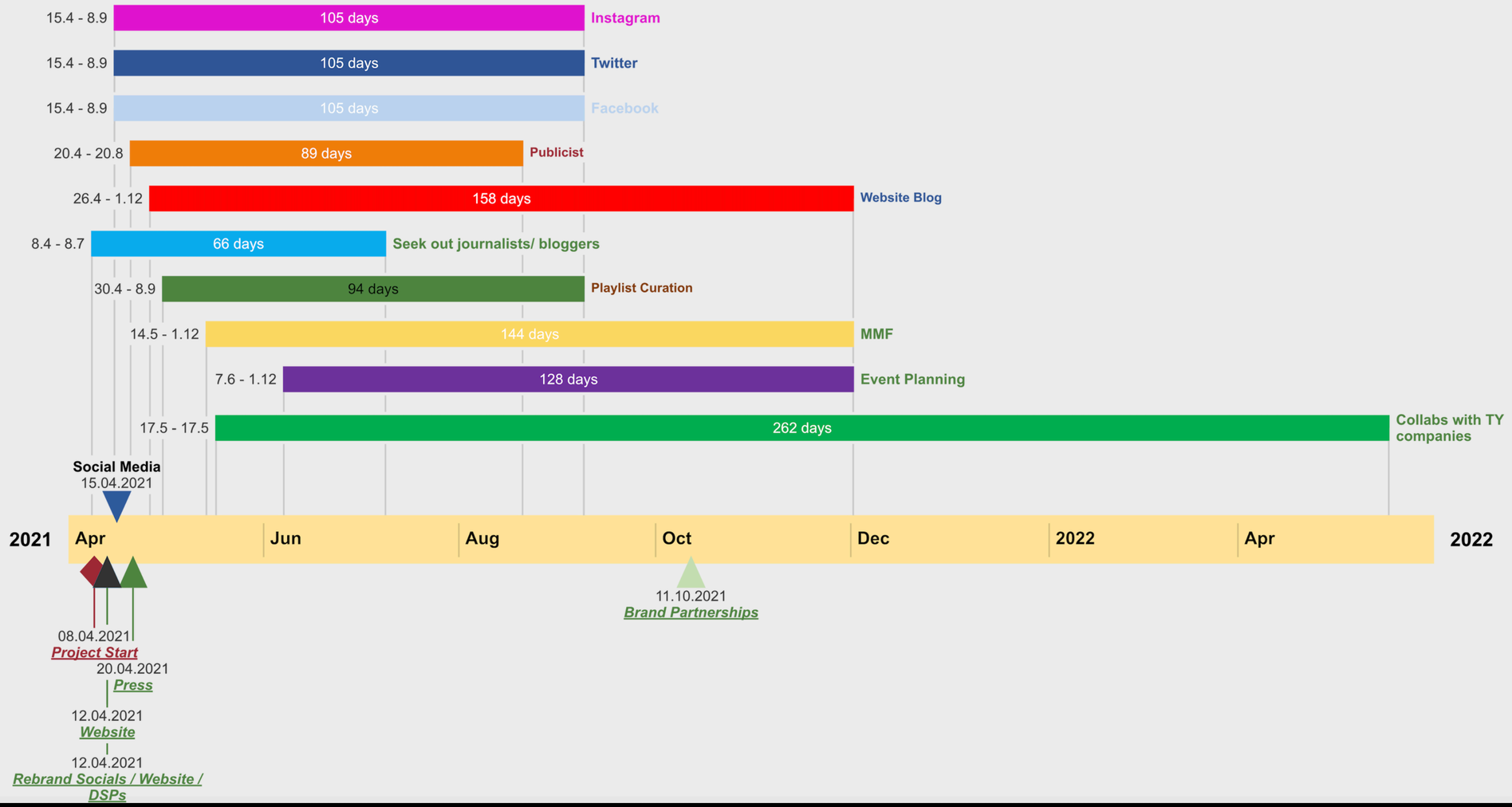
mixmag

FutureMusic

DJ

the unsigned guide

Marketing Strategy Timeline



source: Building a Timeline for Marketing Success

BUDGET

BUDGET

	COST
Totals	*£32,750*
Marketing Consultant	£3,500
Logo Design (also socials	£250
Publicist	£5,000
Bloggers	£3,000
Social Media Manager	£3,000
Content Creation Desig	£2,000
Press Costs	£5,000
MMF Event	£10,000
SEO Monitoring	£1,000

HEAD OF TERMS AGREEMENT

CONSULTING AGREEMENT

THIS CONSULTING AGREEMENT (the "Agreement") is dated this 8th day of April, 2021.

CLIENT	CONSULTANT
Escape Artist Management	Anne Evans
Tileyard Rd, London N7 9AH	Tileyard Education
(the "Client")	(the "Consultant")

BACKGROUND

A. The Client is of the opinion that the Consultant has the necessary qualifications, experience and abilities to provide consulting services to the Client.

B. The Consultant is agreeable to providing such consulting services to the Client on the terms and conditions set out in this Agreement.

IN CONSIDERATION OF the matters described above and of the mutual benefits and obligations set forth in this Agreement, the receipt and sufficiency of which consideration is hereby acknowledged, the Client and the Consultant (individually the "Party" and collectively the "Parties" to this Agreement) agree as follows:

Source: this contract was made using www.lawdepot.co.uk

SERVICES PROVIDED

1. The Client hereby agrees to engage the Consultant to provide the Client with the following consulting services (the "Services"):

    - Services will include market research and analysis, a development of specific and innovative marketing strategies as well as a personalised and suitable rebrand plan of action for Escape Artist Management.; and
    - Services will provide a detailed budget and specific timeline in order to implement the plan of action in a cost efficient and timely manner..

2. The Services will also include any other consulting tasks which the Parties may agree on. The Consultant hereby agrees to provide such Services to the Client.

TERM OF AGREEMENT

3. The term of this Agreement (the "Term") will begin on the date of this Agreement and will remain in full force and effect until the completion of the Services, subject to earlier termination as provided in this Agreement. The Term may be extended with the written consent of the Parties.

PERFORMANCE

4. The Parties agree to do everything necessary to ensure that the terms of this Agreement take effect.

Source: this contract was made using www.lawdepot.co.uk

CURRENCY

5. Except as otherwise provided in this Agreement, all monetary amounts referred to in this Agreement are in GBP.

PAYMENT

6. The Consultant will charge the Client a flat fee of £3,500.00 for the Services (the "Payment").

7. The Client will be invoiced when the Services are complete.

8. Invoices submitted by the Consultant to the Client are due within 30 days of receipt.

9. In the event that this Agreement is terminated by the Client prior to completion of the Services but where the Services have been partially performed, the Consultant will be entitled to pro rata payment of the Payment to the date of termination provided that there has been no breach of contract on the part of the Consultant.

10. The Payment as stated in this Agreement does not include Value Added Tax. Any Value Added Tax required will be charged to the Client in addition to the Payment.

11. The Consultant will be responsible for all income tax liabilities and National Insurance or similar contributions relating to the Payment and the Consultant will indemnify the Client in respect of any such payments required to be made by the Client.

Source: this contract was made using www.lawdepot.co.uk

REIMBURSEMENT OF EXPENSES

12. The Consultant will be reimbursed from time to time for reasonable and necessary expenses incurred by the Consultant in connection with providing the Services.

13. All expenses must be pre-approved by the Client.

INTEREST ON LATE PAYMENTS

14. Interest payable on any overdue amounts under this Agreement is charged at a rate of 5.00% per annum or at the maximum rate enforceable under applicable legislation, whichever is lower.

CONFIDENTIALITY

15. Confidential information (the "Confidential Information") refers to any data or information relating to the Client, whether business or personal, which would reasonably be considered to be private or proprietary to the Client and that is not generally known and where the release of that Confidential Information could reasonably be expected to cause harm to the Client.

16. The Consultant agrees that they will not disclose, divulge, reveal, report or use, for any purpose, any Confidential Information which the Consultant has obtained, except as authorised by the Client or as required by law. The obligations of confidentiality will apply during the Term and will survive indefinitely upon termination of this Agreement.

17. All written and oral information and material disclosed or provided by the Client to the Consultant under this Agreement is Confidential Information regardless of whether it was provided before or after

the date of this Agreement or how it was provided to the Consultant.

OWNERSHIP OF INTELLECTUAL PROPERTY

18. All intellectual property and related material, including any trade secrets, moral rights, goodwill, relevant registrations or applications for registration, and rights in any patent, copyright, trade mark, trade dress, industrial design and trade name (the "Intellectual Property") that is developed or produced under this Agreement, will be the sole property of the Client. The use of the Intellectual Property by the Client will not be restricted in any manner.

19. The Consultant may not use the Intellectual Property for any purpose other than that contracted for in this Agreement except with the written consent of the Client. The Consultant will be responsible for any and all damages resulting from the unauthorised use of the Intellectual Property.

RETURN OF PROPERTY

20. Upon the expiry or termination of this Agreement, the Consultant will return to the Client any property, documentation, records, or Confidential Information which is the property of the Client.

CAPACITY/INDEPENDENT CONTRACTOR

21. In providing the Services under this Agreement it is expressly agreed that the Consultant is acting as an independent contractor and not as an employee. The Consultant and the Client acknowledge that this Agreement does not create a partnership or joint venture between them, and is exclusively a contract for service.

Source: this contract was made using www.lawdepot.co.uk

RIGHT OF SUBSTITUTION

22. Except as otherwise provided in this Agreement, the Consultant may, at the Consultant's absolute discretion, engage a third party sub-contractor to perform some or all of the obligations of the Consultant under this Agreement and the Client will not hire or engage any third parties to assist with the provision of the Services.

23. In the event that the Consultant hires a sub-contractor:

- the Consultant will pay the sub-contractor for its services and the Compensation will remain payable by the Client to the Consultant.
- for the purposes of the indemnification clause of this Agreement, the sub-contractor is an agent of the Consultant.

AUTONOMY

24. Except as otherwise provided in this Agreement, the Consultant will have full control over working time, methods, and decision making in relation to provision of the Services in accordance with the Agreement. The Consultant will work autonomously and not at the direction of the Client. However, the Consultant will be responsive to the reasonable needs and concerns of the Client.

EQUIPMENT

25. Except as otherwise provided in this Agreement, the Consultant will provide at the Consultant's own

Source: this contract was made using www.lawdepot.co.uk

expense, any and all equipment, software, materials and any other supplies necessary to deliver the Services in accordance with the Agreement.

NO EXCLUSIVITY

26. The Parties acknowledge that this Agreement is non-exclusive and that either Party will be free, during and after the Term, to engage or contract with third parties for the provision of services similar to the Services.

NOTICE

27. All notices, requests, demands or other communications required or permitted by the terms of this Agreement will be given in writing and delivered to the Parties at the following addresses:

a. Escape Artist Management
Tileyard Rd, London N7 9AH

b. Anne Evans
Tileyard Education

or to such other address as either Party may from time to time notify the other.

INDEMNIFICATION

28. Except to the extent paid in settlement from any applicable insurance policies, and to the extent permitted by applicable law, each Party agrees to indemnify and hold harmless the other Party, and its respective affiliates, officers, agents, employees, and permitted successors and assigns against any and all claims, losses, damages, liabilities, penalties, punitive damages, expenses, reasonable legal fees and costs of any kind or amount whatsoever, which result from or arise out of any act or omission of the indemnifying party, its respective affiliates, officers, agents, employees, and permitted successors and assigns that occurs in connection with this Agreement. This indemnification will survive the termination of this Agreement.

Source: this contract was made using www.lawdepot.co.uk

ADDITIONAL CLAUSE

29. The length of the marketing consultancy will last for a period of three months.

MODIFICATION OF AGREEMENT

30. Any amendment or modification of this Agreement or additional obligation assumed by either Party in connection with this Agreement will only be binding if evidenced in writing signed by each Party or an authorised representative of each Party.

TIME OF THE ESSENCE

31. Time is of the essence in this Agreement. No extension or variation of this Agreement will operate as a waiver of this provision.

ASSIGNMENT

32. The Consultant will not voluntarily, or by operation of law, assign or otherwise transfer its obligations

Source: this contract was made using www.lawdepot.co.uk

under this Agreement without the prior written consent of the Client.

ENTIRE AGREEMENT

33. It is agreed that there is no representation, warranty, collateral agreement or condition affecting this Agreement except as expressly provided in this Agreement.

ENUREMENT

34. This Agreement will enure to the benefit of and be binding on the Parties and their respective heirs, executors, administrators and permitted successors and assigns.

TITLES/HEADINGS

35. Headings are inserted for the convenience of the Parties only and are not to be considered when interpreting this Agreement.

GENDER

36. Words in the singular mean and include the plural and vice versa. Words in the masculine mean and include the feminine and vice versa.

Source: this contract was made using www.lawdepot.co.uk

GOVERNING LAW

37. This Agreement will be governed by and construed in accordance with the laws of England.

SEVERABILITY

38. In the event that any of the provisions of this Agreement are held to be invalid or unenforceable in whole or in part, all other provisions will nevertheless continue to be valid and enforceable with the invalid or unenforceable parts severed from the remainder of this Agreement.

WAIVER

39. The waiver by either Party of a breach, default, delay or omission of any of the provisions of this Agreement by the other Party will not be construed as a waiver of any subsequent breach of the same or other provisions.

Source: this contract was made using www.lawdepot.co.uk

IN WITNESS WHEREOF the Parties have duly affixed their signatures under hand and seal on this 8th day of April, 2021.

_____

WITNESS: _____
Address: _____

_____

WITNESS: _____
Address: _____

Escape Artist Management

Per: _____ (Seal)
Officer's Name: _____

_____

Anne Evans

Source: this contract was made using www.lawdepot.co.uk

REFERENCES

Cdn2.hubspot.net. n.d. *Building a Timeline for Marketing Success It's All About the Plan*. [online] Available at: <https://cdn2.hubspot.net/hub/51063/pdf/marketingtimeline.pdf> [Accessed 25 March 2021].

Creators, C., 2020. *How To Conduct a Competitive Market Analysis*. [online] Campaigncreators.com. Available at: <https://www.campaigncreators.com/blog/competitive-analysis-benefits/> [Accessed 25 March 2021].

lawdepot.com

Mindtools.com. n.d. *SWOT Analysis: – How to Develop a Strategy For Success*. [online] Available at: <https://www.mindtools.com/pages/article/newTMC_05.htm> [Accessed 25 March 2021].

Gray, M., 2021. *9 Ways to Engage Your Customers With Instagram Story Highlights*. [online] Wordstream.com. Available at: <https://www.wordstream.com/blog/ws/2020/08/06/instagram-story-highlights> [Accessed 25 March 2021].

Harrison, A., 2017. *7th Edition Music The Business*. 7th ed. London: Virgin Books.

Payne, L., n.d. *The Importance of Consistency in Social Media Marketing*. [online] Auburn Advertising Blog - A Service of Inner Spark Creative. Available at: <https://www.auburnadvertising.com/articles/86-the-importance-of-consistency-in-social-media-marketing> [Accessed 25 March 2021].