

CAROLIN ALKEGAARD

STUDENT ID: 2023284

DEVELOPMENT IN INTERNATIONAL MUSIC MARKETING

WORD COUNT: 3040

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EMAIL JP MULLER

EMAIL CARRIE HUSTLER

SWOT

AD.CAMPAIGN EUROPE

AD.CAMPAIGN WORLDWIDE

MAISON DE CHOUP

TOP COUNTRIES

BUDGET

INTRODUCTION

In this evaluation, I'll be looking at the importance of fan understanding and identification, at suggestions and strategies how you create a clear brand and how you take a subject and implement it in your marketing strategy as an additional engine.

I chose to work with the artist Ben Dolic and his management because they are at an intriguing stage of Ben's career, I enjoy the challenge to work with a real case and an actual client.

From a learning perspective, it's also an interesting project because of who Ben is as a person and his story. He has previously been struggling with his mental health, insecurity, being hard on himself and worried what other people will think of him.

He took the time during the pandemic to try and unravel who he wants to be as an artist and what his values are. He realised the importance of maintaining positive mental health and found the desire of preaching self-love and encouraging the audience to do the same.

By spreading love and positivity through his music and telling his story, he wants to break the stigma around the subject, especially for the young and encourage them to open up about it (Muller, 2021).

RELEASES 2021

In May, the first single 'Stuck In My Mind' from the coming EP was released together with a music video. The track did 60K streams in the first 4 weeks (Spotify, 2021) and Ben took part in the German broadcasted show 'Free European Song Contest' as the premiere live performance (Bucks Music Group, 2021).

The statistics (Chartmetric, 2021) shows engagement but not as well as what was expected from the management but mainly from Ben himself. The realization that the fans supporting his stream hit 'Violent Thing' were mainly 'Eurovision fans' and not necessarily loyal to him as an artist outside the competition, was a fact.

His music is ready for the world but as a next step before his second single release the management decided that Ben has to be as well. They organised an artist boot camp with physical workouts, live performing training as well as vocal coaching, the process was also filmed for a mini documentary.

The next single 'Kissing Her, Missing You' is to be released 15th of August and Ben Dolic will be properly introduced to the British audience with this track. A release with the purpose of not only pushing the track but to also build a long term, loyal fan base. A high number of streams are great for the Spotify algorithms, but vain numbers will not engage in you as an artist or on your channels nor will they buy tickets to your show or invest in merchandise, fans on the other hand, they will (Hustler, 2021).

CHALLENGES AND GOALS

At the stage where Ben is as an artist currently, there are a few fundamental steps that must be clear alongside this single release and for his future career. Who is the Ben Dolic-fan? How to execute the stages of the customer lifecycle; awareness, acquisition, engagement, activation and retention as efficient as possible (Paluch, 2017)?

Identify and conclude the physical appearance in terms of style and look for the artist as well as setting the tone for online approach including content, language and engagement.

The main goals for the campaign are to build an overall fan base (starting with the UK market), gain Spotify and social media followers and establish the brand.

Our Key Performance Indicator at the end of the campaign will be measured based on follower increasement on all platforms (DSP's, social media and website) as well as fan engagement.

STRATEGY, ACTIVITIES AND ADVERTISING

For this UK focused campaign, there will be three main activities in partnership with the charity organisation Young Minds, the gaming platform Twitch and the fashion brand Maison de Choup, with one clear thread and angle– mental health.

Research shows that it is good for a business to work with charity, 51% of the British population would be willing to use a service or purchase a product from a company that donates or are involved with charity (CAF, 2014, p. 6). This can also be applied to artists with Ben being the company in this case. Teaming up with Young Minds will show his commitment, use his music for something he is very passionate about and it will allow greater exposure for both his brand and his new single.

The Eurovision Song Contest association has proven to be more of an obstacle rather than an empowering asset in terms of fans. To remove him from the 'ESC label' and develop a better and deeper understanding to identify the fan, research has been made to create a fan profile including geographical, demographical, behaviour and psychographic consumer marketing segmentation (Martin, 2011). By analysing the engaged fans on similar artist's social media, a persona has been established. This profile will be the foundation of every aspect for the campaign and each purpose of actions should relate to this persona as much as possible (McCarthy, 2021).

There are several artist campaigns from 2020 who focused on AR experiences and tools like filter on Instagram or 3D experiences, such as Kylie Minogue, Viktor Leksell and Alan Walker (Sandbox, 2020). Considering the budget for the 'Kissing Her,

Missing You' release (2K) (appendix p.30), being independent and at a start out point, the campaign needs to have a different approach in respect of the budget but still be effective in terms of growth and awareness.

THE SCHOOL TOUR

Ben is going to 10 different schools in 10 different cities and meet teenagers where the purpose is to meet a new audience in person, a generation Z audience who are a key factor in terms of the language they use, social media.

This way of spreading content about Ben Dolic is organic, efficient and sustainable.

You need the fans to care, it's about connecting with people by telling a real story that stands out and give them a reason to engage and get involved (Chylack, 2016, p 2).

There's also a second purpose, the sustainability. We want to keep the new fans and by meeting them in person, it opens the possibility for that and for them to become an 'owned audience'. This term refers to the fans who are a part of and present on the website, the email list and platforms that are owned by the brand. Social media does not count to this term because it's owned by a third party like Instagram and Facebook. If these platforms would disappear tomorrow, so would the ability to reach those fans/followers (Hall, 2016, p4).

The artist SL from Croydon visited a school from his childhood area to hand out branded backpacks and speak to the children, give advice and connect. A part of his campaign that led to over 10k new Spotify followers (Sandbox, 2020, p.44).

Ben will post content consistently during his tour, updating his followers before, during and after each visit. He will also do a takeover on Young Minds Instagram for a day, inviting their 130k Instagram followers to join him.

TWITCH

The platform Twitch has 1,4 million UK users, 140 million unique visitors per month globally and the age group 16-24 years are the highest users (Clement 2021, Statista 2021).

A sponsorship that is powerful in terms of reach and natural since Ben's hobby is gaming and based on previous experience working with an independent, young, male artist, it's important that everything the artist does reflects his/her own personality to keep the behaviour natural and genuine. The partnership is also essential due to the budget, by collaborating with Twitch it is possible to provide for the school tour travel costs as well as the manufacturing for the stress balls and flyers we will use for promotion during the tour.

The Twitch event, where Ben will be playing 'Minecraft' with the biggest teenage gamers in UK while also talking about mental health, will be promoted with the hashtag "Minecraft for Mind craft". A tag that could possibly open doors also to a future collaboration with the video game and hopefully be attractive to keep using for the target audience.

To keep encouraging engagement while also presenting the mental health subject with some ease will be a challenge for TikTok and Instagram with the tag 'happy mind be kind'. A unique tag that can be used on all channels also for our partners without being too obvious for direct promotion of Ben Dolic.

An example of a successful themed campaign is the artist Wojtek 2020, the theme throughout the entire album release was to raise awareness about the climate crisis and inspire the audience to reduce their emissions. From holding seminars, collaborating with Keychange 2.0 programme to using his TikTok profile sharing tips for a healthy planet. The TikTok engagement grew from 0 to 4K likes on stories and the overall social media following grew with 30% (Sandbox, 2020, p.52).

COLLABORATIONS

The collaboration with the brand 'Maison de Choup' fulfils several purposes.

The opportunity to have a clear look and style that is also true to Ben's personal style. Currently, there is no budget to offer merchandise to the fans, by releasing a designed hoodie together with the fashion brand, these costs can be avoided further. The clothing brand is already supporting Young Minds and is therefore another natural partner by matching their brand's values (Wiebe, 2021), pushing for the single at the same time. Maison de Choup have had a strong press appearance (appendix p.28) for their mission and the founder has been featured in a BBC documentary (Maison de Choup, 2021), which might be helpful to create further awareness of Ben's campaign.

The Swedish artist Efraim Leo is very similar to Ben regarding personality, style, career and fan profile. As an initiative to reach out to Efraim's fan base and vice versa (without any costs), the artists will do a duet on TikTok, singing Ben's track as well as Efraim's, content to also be used for Instagram and Facebook. This is possibly the beginning for a further collaboration and a network opportunity. Efraim's previous tracks has been remixed by several EDM DJ's which is something that could be of great interest for Ben, reaching a wider audience and apply to more playlists on DSP's (Spinnup 2018, Bandvista).

Ben's voice is his strongest asset and since the main focus is the UK territory, he'll be doing an acoustic, unpretentious live performance on the stairs of the Eros statue at Piccadilly Circus, a classic London mark. Accompanied by a guitarist, Ben's performance will be broadcasted live on IG TV and the surprise will be teased on the social channels in advance. The newspaper Metro will be notified in advance and offered exclusivity, with hope that it will be of interest with such an intimate initiative from Ben.

DIGITAL AND PRESS

For the previous single release, Ben had a Zoom meet and greet with fans. To win a spot to the exclusive meeting, fans would have to follow Ben on Spotify, pre-save the track and send a screenshot of the actions to be a part of the drawing (Muller, 2021). The response was successful and therefor this event will be repeated for the Kissing Her, Missing You-release. Short snippets from the meeting will be released afterwards on the social media channels to motivate even more fans to engage and try to win a placement for the next meet and greet.

A previous pattern has also been fans sending Ben fan artwork (Instagram, 2021). To honour these efforts and encourage to activation, a competition will be held where fans can send their art and have the chance to be a part of a lyric video for the single, all fans will be credited in the video as an act of appreciation.

The posted content on Instagram and Facebook has so far been identical. This will change radically in Ben's social media approach. The platforms should be treated differently because the consumer expects different types of content. Strong Instagram posts and stories are the ones that inspire, insight feelings and reach the person's creativity. Facebook content needs to tell the type of story that stands out from a busy news feed such as relevant, timely events and commentary (Franks, 2017).

The goal is to get people engaged, wanting them to hear our story and join it by telling our stories for us. We will apply this by posting content in more of a 'news-style' on FB, updating the followers with a headline and information about the next event reminding of a short article, encouraging the followers to share "the article". On Instagram the focus will be on the 'join me' -feel with lively stories, happenings and a place where fans can always feel like they are behind the scenes.

The press strategy for national digital and printed press together with Television will focus on telling the story of Ben, where he is coming from with the mental health theme, why he is initiating this mission to break the stigma for the young and how music has and still is helping him in his own wellbeing. Young Minds is a well-known organisation and hopefully that will help to create attention for their new ambassador.

For niched music press (mainly digital), the pitch will be slightly more focused on 'UK, let us introduce Ben Dolic', with a short introduction of his previous accomplishments, his new single, future plans and what to be expected from Ben in terms of music and his mental health mission.

Research will be made as much as possible on each recipient to be more personal with the journalist/blogger and initiate a personal contact that can be the foundation of a long-term relation, 64% of writers think it is of some importance that this kind of connection is established before pitching (Polger, 2014). To get their attention Ben Dolic-stress balls will be sent as a teaser together with a printed press kit.

To give this campaign a further digital push on mainly DSP's, advert campaigns will be an investment. Carrie Hustler, Artist and Label Relations Manager at Matrix Promo, a digital marketing agency for independent artists was updated from the UK Spotify editors that the number of streams is no longer what brings their attention, it is the consistency of your follower growth. Therefor she strongly recommends independent artists to focus and invest in audience growth which is proven to trigger the algorithmic streaming, "It can help build real fans, who will want to add artists' music to their own playlists & 'save' artists' tracks and that is exactly what Spotify wants to see happening and fans will come naturally and most important organically from that" (Hustler, 2021).

As content for the advertising, we will use short 'teasers' from the music video, adjusted for the Instagram story's 15 seconds format. Our prioritised targeted territories' will be Europe, based on the 'listeners top countries' (appendix p 29).

The decision to target Europe rather than going global is based on the budget.

With an investment of £1000 for a 28-day campaign, with adjusted audience criteria's such as age, gender and interests, the potential daily reach is 33k-95k (appendix pp 26-27).

If the target would be 'Worldwide' with the same criteria for the same amount, the daily, potential reach is 43k-124k. The reason behind that being because several territories have a lower cost per conversion (CPC) (Irvine, 2018). For our purpose, there is higher, long term value in targeting Europe even though the potential reach is lower, geographically it is the focus audience for this campaign.

'In-Store Airplay' can be an efficient way to spread the track even wider. When pitching the single to retail curators, the track might be picked up for both UK and global brands. Except from royalties, it involves brand association and being exposed to the audience, both on site as well as via Shazam (Matrix Promo 2021, DropTrack 2021).

Email marketing has an ROI of 3800%. Driving traffic to the website is of high importance with the goal of expanding the emailing list so our 'owned' audience keep

growing and give even deeper knowledge in the segmentation. More or less anything subscribers do on their email can be tracked, which can show the fans behaviour and to see user demographics and geographics (Campaign Monitor, 2019). Email is one-on-one communication which makes it feel personal, by using email personalization, 74% of marketers say it increases customer engagement and this kind of marketing drives more conversions than any other channel such as search and social media (Campaign Monitor, 2018).

As an additional treat to the fans, the unreleased material from Ben's artist boot camp he is doing before the single release will be available exclusively to those who signs up or are already signed up. The event will be pushed in advance on all the social channels.

As with any business project, there is a budget to adjust to as well as a time plan and the Kissin Her, Missing You release is no exception. The marketing budget for this campaign is £2000 (music video production excluded), with a release approximately one month away. A timeline and an amount that requires some imagination, creativity and overcome obstacles by seeing solutions and to work with what you have.

What Ben has other than his talent, is his story. Research shows that personal, compelling stories engage more of the brain and the two physical aspects to a successful story; must capture and hold your attention as well as transporting you

into the 'characters' world which can be applied to Ben as this story's character (Zak, 2013). As an artist, how you tell your story allow you to relate to fans on a deeper level (Ira, 2019).

CONCLUSION

By staying consistent to a campaign theme in every aspect and detail, shows the audience a natural package which is easy to understand, embrace and engage in.

Knowledge is power and by understanding and knowing the fans, cost and time effective execution can be applied to any strategy and activity. It will also be a clear foundation and guide to consistent language for content as well as approach and the overall brand.

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APPENDICES



JP Muller <jp@newluxmanagement.com>
till mig ▾

mån 24 maj 14:15 ☆ ↩ ⋮

Purpose:

To achieve the best out of my potential - personal. To help people feel less alone - brand
The importance of maintaining positive mental health and having a professional to talk to regardless of your current headspace, breaking the stigma around mental health, especially in Ben's home country where it's seen as taboo. Encouraging men to open up about their mental health and partnering with a mental health charity.

Equal opportunities and everyone having access to expressing themselves through art, could collaborate with artists, photographers, merch designers etc to showcase their work.

Anti-bullying and acceptance.

Pure-hearted, honest, funny, speaks from experience, laid back but when it comes to performing and meeting fans Ben is enthusiastic.

Creativity is inspired by listening to music and a combination of music he has heard over the years, how Ben is currently feeling and everything he is currently going through.

The current goals my brand is working towards are:

Reducing the stigma around mental health issues and being open about your thoughts and feelings, especially with men.

Reducing the stigma about seeking therapy for mental illnesses.

Preaching self love and encouraging the audience to do the same.

My brand currently meets... needs for my target audience

Spreading love and positivity by interacting with all of my fans and making sure no-one feels left out.

Values:

The importance of maintaining positive mental health and having a professional to talk to regardless of your current headspace, breaking the stigma around mental health, especially in Ben's home country where it's seen as taboo. Encouraging men to open up about their mental health and partnering with a mental health charity.

Equal opportunities and everyone having access to expressing themselves through art, could collaborate with artists, photographers, merch designers etc to showcase their work.

Anti-bullying and acceptance.

Pure-hearted, honest, funny, speaks from experience, laid back but when it comes to performing and meeting fans Ben is enthusiastic.

Creativity is inspired by listening to music and a combination of music he has heard over the years, how Ben is currently feeling and everything he is currently going through.

Kindest regard,

JP

JP Muller

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----- Original Message -----

Subject: Re: [FWD: Re: Cloud - Open Secret // Final Report]

From: Carrie Hustler <carrie@matrixpromo.net>

Date: Tue, June 15, 2021 10:37 am

To: carolin@matrixpromo.net

Hi Carolin,

We always recommend artists to invest in what we call Audience Growth.

It can help build real fans, who will want to add artists' music to their own playlists & 'save' artists' tracks and that is exactly what Spotify wants to see happening and fans will come naturally and most important organically from that. The Spotify editors updated us just before Christmas that they are not looking at the number of streams these days, they want to see the consistency of follower growth, which is a great step because at the end of the day it should be about building your fanbase rather than just collecting vain streamin numbers.

Best wishes,

Carrie

Carrie Hustler

Artist + Label Relations Manager

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Mobile: [+44 \(0\) 7789 273432](tel:+44207789273432)

STRENGTHS

Voice

Well produced commercial music

Personality

Passion

Eurovision Song Contest

WEAKNESSES

Uncertainty of who the fans are

Lack of ID when it comes to look and style

Unclear and inconsistent social media approach

OPPORTUNITIES

The timing, considering the stage of career, now is the time to create the product foundation.

Networking

THREATS

Competition

Not being ready enough to do what it takes which is dedication, patience and consistency

Eurovision Song Contest

TARGET: EUROPE

Budget

Lifetime Budget

£1,000.00

GBP

Your lifetime ad set budget of £1,000.00 looks higher than usual. If it's correct, you can ignore this warning.

Schedule

Start Date

Aug,15 2021

7:25 AM

Pacific Time

End

Sep,12 2021

12:00 AM

Pacific Time

[Show More Options](#)

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience

CA

Location - Living In:

Europe

Age:

16 - 24

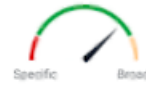
Gender:

Female

People Who Match:

Interests: AJ Mitchell, Benjamin Ingrosso, Jesse McCartney, Alexander 23, Alessia Cara, Role Model, Music, Friends, pop, Britain's Got Talent, The X Factor, Boy Band,Dogs, Pop Music, Horses, Instagram or The Voice

Audience Definition



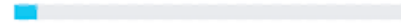
Your audience selection is fairly broad.

Potential Reach: 33,000,000 people

Estimated Daily Results

Reach

33K - 95K



The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

TARGET:WORLDWIDE

Budget

Lifetime Budget

£1,000.00

GBP

Your lifetime ad set budget of £1,000.00 looks higher than usual. If it's correct, you can ignore this warning.

Schedule

Start Date

Aug, 15 2021

7:25 AM

Pacific Time

End

Sep, 12 2021

12:00 AM

Pacific Time

[Show More Options](#)

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience

CA

Location - Living In:

Worldwide

Age:

16 - 24

Gender:

Female

People Who Match:

Interests: AJ Mitchell, Benjamin Ingrosso, Jesse McCartney, Alexander 23, Alessia Cara, Role Model, Music, Friends, pop, Britain's Got Talent, The X Factor, Boy Band, Dogs, Pop Music, Horses, Instagram or The Voice

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 240,000,000 people

Estimated Daily Results

Reach

43K - 124K

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Our Story - Born out of Anxiety



AS SEEN IN

We've got around a bit, changing the conversation in the name of good mental health.

The Telegraph

London
Evening
Standard

METRO

TheObserver

BBC

VANITY FAIR

BBC
RADIO 1

BDAILY NEWS

THE WEEK

DAILY ECHO

< TOP COUNTRIES		
1	Germany	35.1k
2	Switzerland	1.9k
3	Austria	1.7k
4	United Kingdom	923
5	Poland	741
6	Netherlands	717
7	Sweden	521
8	Spain	338
9	United States	298
10	Russia	266
11	Norway	257
12	Italy	227

Marketing Budget	Amount inc VAT	Period	Other
Ad.campaign	1000	15/8-12/9	
In-Store Air plugging	300	15/8-26/9	
Young Minds Tour costs	0	x	Sponsored by Twitch
Stress balls, Flyers	0	x	Sponsored by Twitch
Merchandise (Hoodie)	0	x	Sponsored by Maison de Choup
Guitarist	300	16/7-18/7 + 17/8	
Unforeseen costs/Other	400		
TOTAL:	£2000		