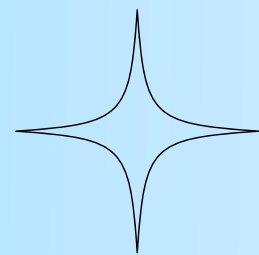


Creation Assignment
Element 3
Presentation

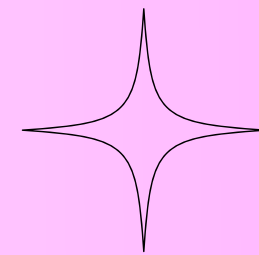
FAUNA

E.P RELEASE CAMPAIGN

MA INTERNATIONAL MUSIC MARKETING
SAMUEL ROUX
2015726



KEY INFO



Fauna are an English five-piece indie pop band from Hackney, London.

Formed in early 2018, Fauna have been crafting their sound, performing at club venues around the U.K generating a buzz.

Signed to EMI records, this band are an extremely exciting prospect in modern music.

This pitch intends to convey the marketing campaign in place for the release of Fauna's self-titled E.P, taking place in the final two quarters of 2023.

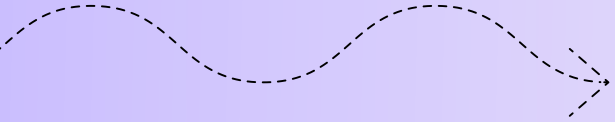


Figure 1 - Roux, S. (2021).

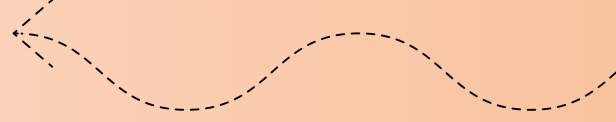


CAMPAIGN GOALS

"Without setting clear marketing goals, you're basically directionless – and working to achieve vanity metrics that don't necessarily help you achieve" - Bullock, L. (2021)



CAMPAIGN GOALS



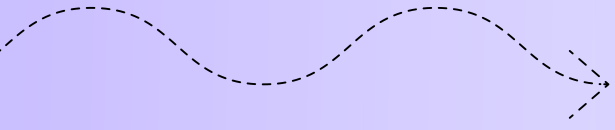
Campaign Goals

- Refresh artist branding for the E.P
- Increase overall awareness of the Fauna Brand
- Exceed a follower count of 50,000+ on all social media platforms
- Amplify cross-media fan engagement by 250%
- Exceed 100,000 streams on the lead singles for Fauna's E.P
- Synchronise branding across all platforms for this release
- Acquire digital/print press coverage
- Confirm playlist positions for radio and DSP's
- Create a narrative to inspire and engage fans
- Strategize and execute a release campaign for the E.P

Relevant KPI's

- Third-party commissions deliver brand imagery in good time.
- Impressions, engagement, click-through rate and unique users.
- Steady, periodic growth as promotional assets are released and pushed.
- Increase in engagement on all social posts and action taken on links.
- Consistent increase in streams following release promotion.
- Cohesive brand image across all platforms.
- Consistent uptake in the form of PR support.
- A large increase in streaming figures.
- Continued growth in engagement across all digital mediums
- Consistent increase in all aforementioned KPI's.

"KPIs are your guide to understanding every moving part in your business, and might just be the most important part of management." - Mosca, L. (2019).



LOGO, ICONOGRAPHY & E.P ARTWORK

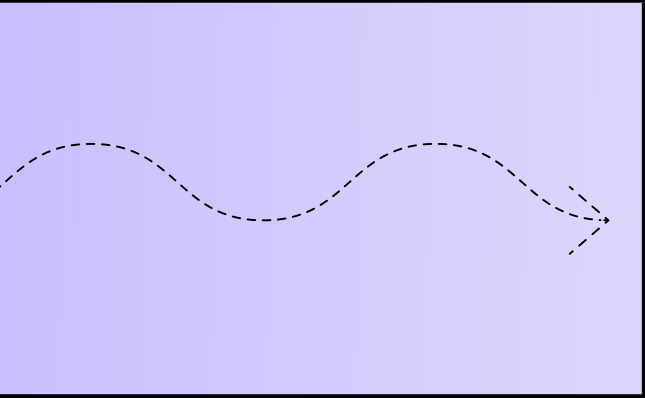
"When done right, branding has the power to influence, to inspire and to create change." - Goldstein, K. (2021).

LOGO INSPIRATION

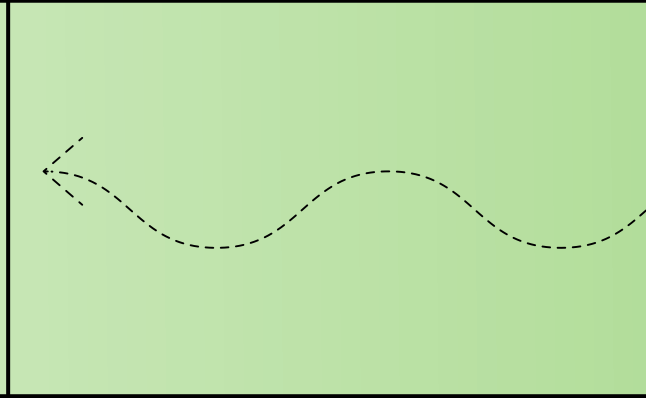


Figure 2 - Roux, S. (2021).

- Examining other band's branding and iconography informs creative direction when establishing a logo and brand image.
- The displayed mood board has been created to convey inspiration when creating the Fauna logo and iconography.
- Note the iconography present in the form of the male figure (Billie Eilish) and the 'X' (The xx).



YEAR 2 LOGO



FAUNA

FAUNA

Figures 3-4, – Roux, S. (2021).

ICONOGRAPHY



Figure 5 - Roux, S. (2021).

FAUNA - E.P ARTWORK

- Clean cut - "Fauna - E.P" displayed in font 'Horizon' - exudes dominance and maturity.
- Geometric Owl offers hints of psychedelia present from the previous release 'Videograph' thus ensuring consistency in branding.
- Bold vintage-esque colours further solidifying brand image.
- **Release Date: 6th of July 2023!**



Figure 6 - Roux, S. (2021).



ADVERTISING, SOCIAL MEDIA & RELEASE STRATEGY

"Understanding the intricacy and Importance of Marketing Strategy is imperative for the management of...its long-term and short-term goals in a successful way." - Bhasin, H. (2018).

ADVERTISING

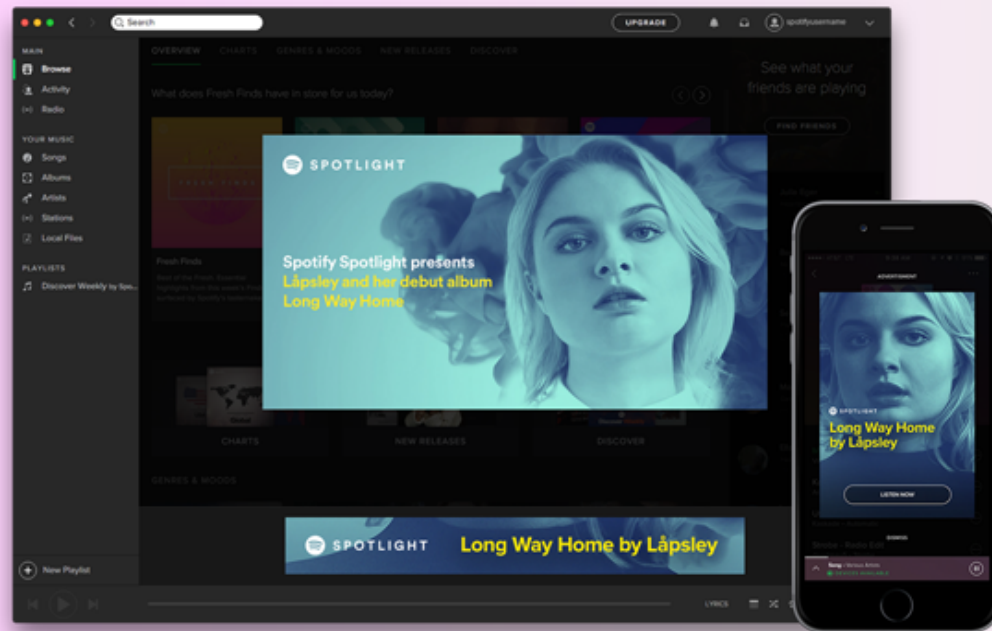


Figure 8 – Spotify (2016).



Figure 9 – Seatgeek (2018).

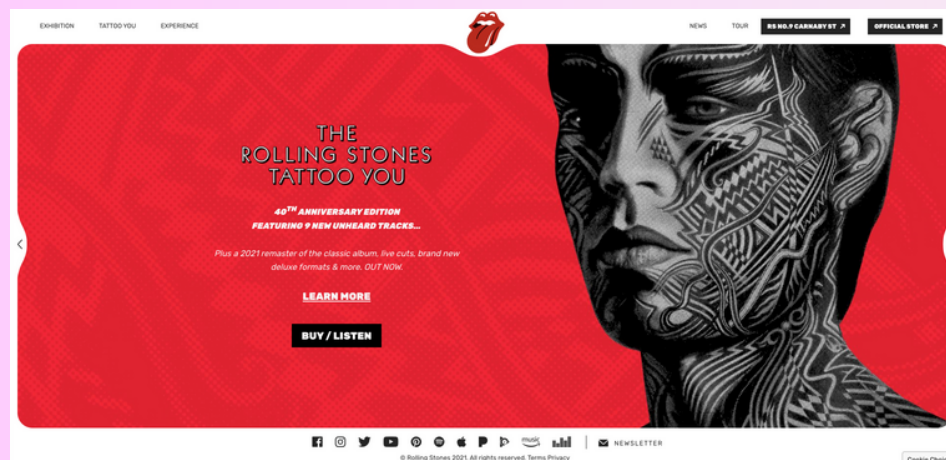


Figure 11 – The Rolling Stones (2021).



Figure 10 – Roux, S. (2021).

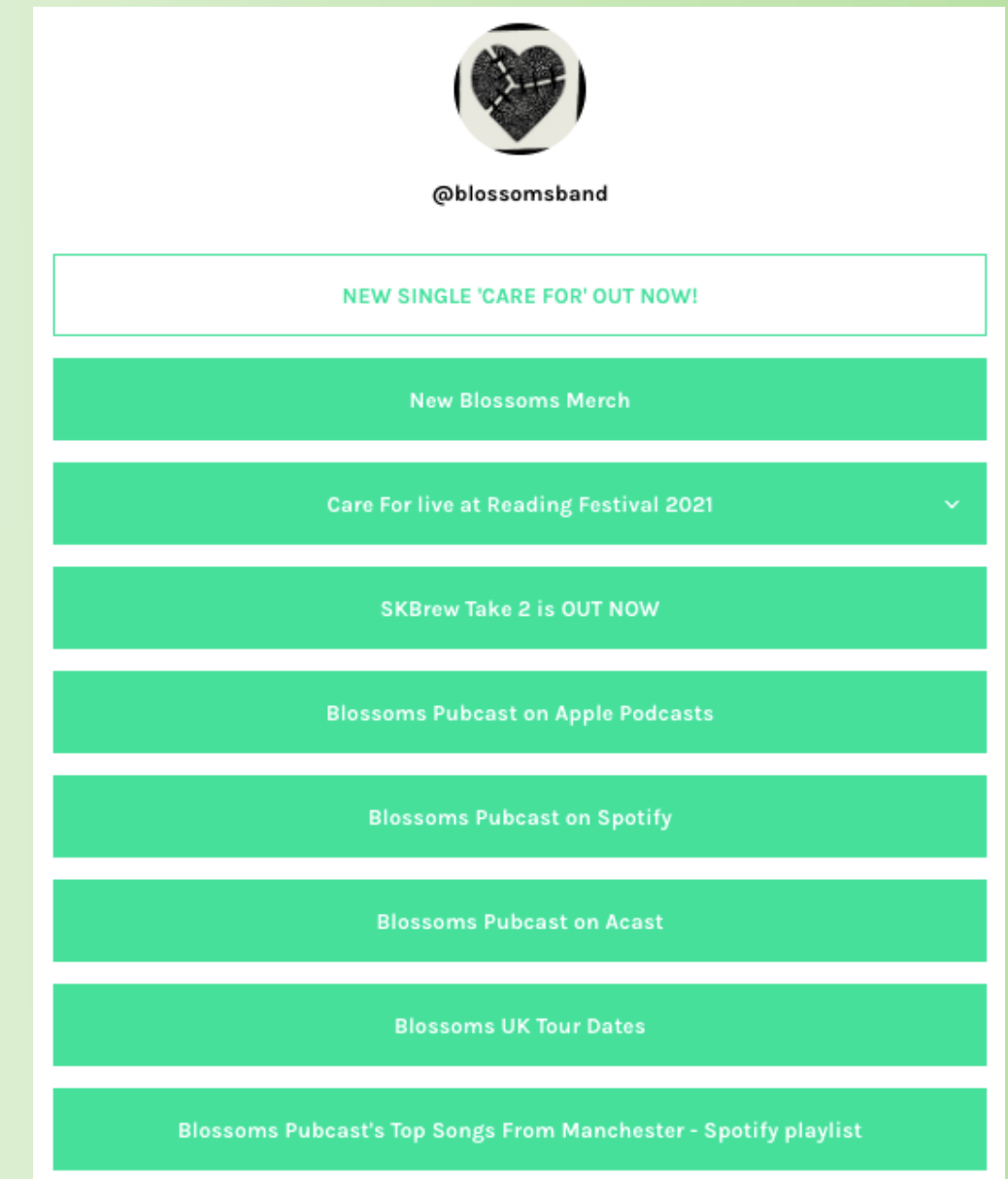


Figure 12 – Linktree (2021).

RELEASE TACTICS

Ahead of Release

- Reach out to all third party commissions (PR, Sync, Advertising etc.)
- Confirm premieres for each asset.
- Ensure mixes, masters and music videos and press shots are all sorted prior to the release of any asset.
- Ensure all advertising methods are in place and ready for tactical deployment across socials, Spotify, Fauna website and out of home.
- Synchronise all branding across social and digital spaces.

Pre-Release - Promotion

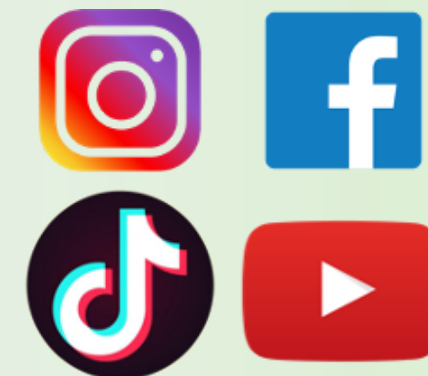
- Daily posting of press shots with relevant aesthetic and branding associated with the release.
- Teaser videos posted to feed / stories.
- Suggestive story posts (multiple times per day).
- Polls.
- Q&A sessions.
- Update artist socials with a Link.tree

Release Day

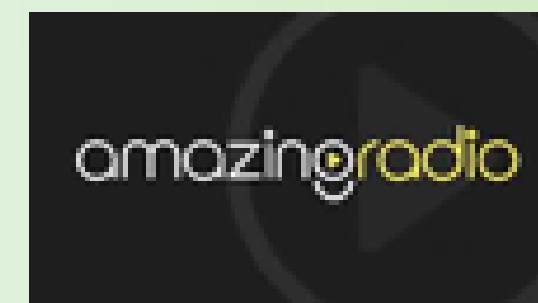
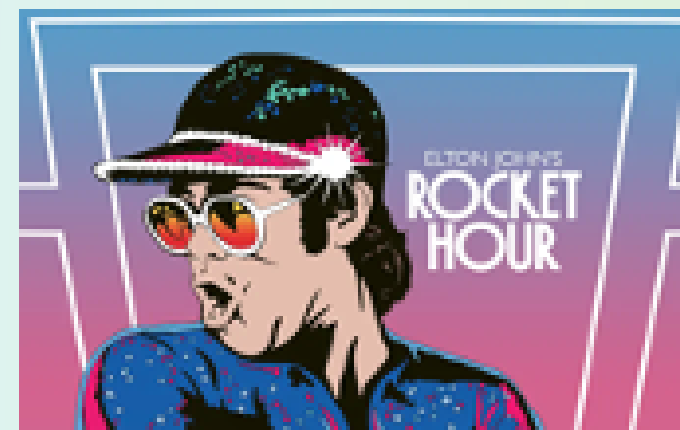
- Share release premieres via paid promotional posts.
- Share fan reaction via stories.
- Respond to comments associated with the release posts.
- Personal reaction to on-going fan support.
- E-mail marketing push to enhance support.

Post-release

- Share additional tastemaker support daily press shot / video content posts.
- Continual story posts, daily with BTS content and further reaction to support.
- Share all promotional wins in the form of radio, DSP playlist and sync acquisition.
- Promote concerts and tours following release.



RADIO SUPPORT



PLAYLIST ACQUISITION

Indie Playlist: Birp!



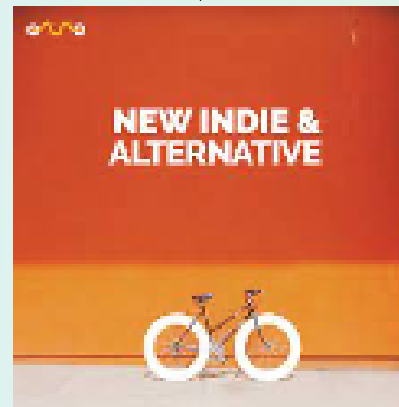
Curated by: Birp!
Followers: 35,411

New Music Playlist



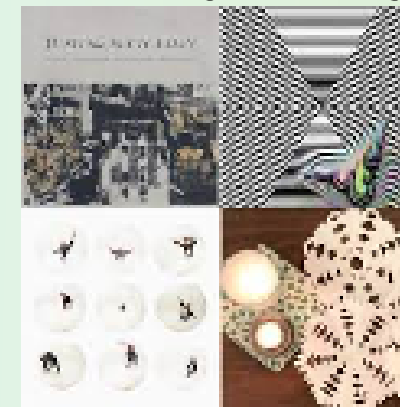
Curated by:
Crack in The Road
Followers: 2,563

New Indie/Alternative



Curated by: Indiemono
Followers: 20,372

KEXP: Song of the Day



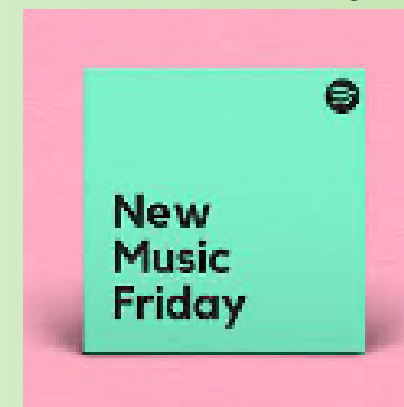
Curated by: KEXP
Followers: 5,751

2021: Songpickr



Curated by: Songpickr
Followers: 124,782

New Music Friday



Curated by: Spotify
Followers: 3,819,104

The Indienet



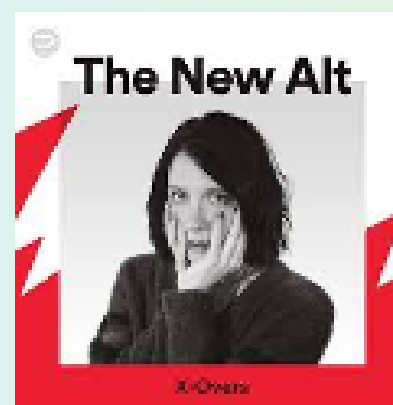
Curated by: Spotify
Followers: 299,079

All Songs Considered
(Unofficial)



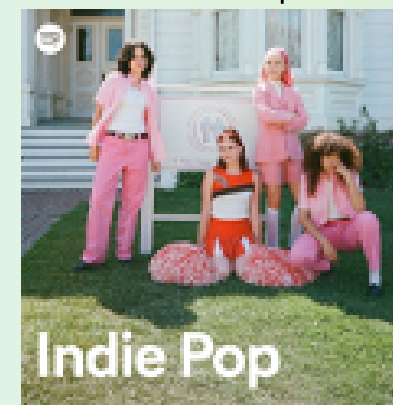
Curated by: Fri Tsch
Followers: 30,433

The New Alt



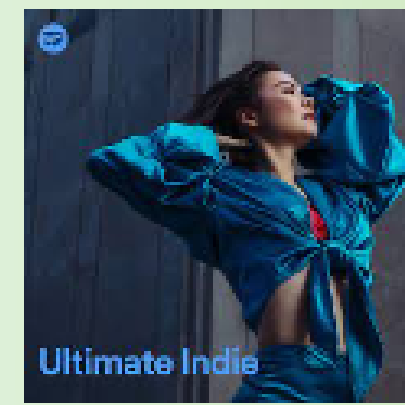
Curated by: Spotify
Followers: 1,037,440

Indie Pop



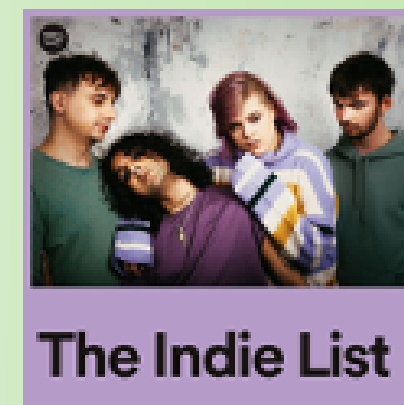
Curated by: Spotify
Followers: 1,610,889

Ultimate Indie



Curated by: Spotify
Followers: 2,156,127

The Indie List



Curated by: Spotify
Followers: 310,794

NOTABLE TASTEMAKER SUPPORT

Fauna E.P Premiere via CLASH Magazine!
06/07/2023



EUPHORIA.

NOTION

BRICKS

WORDPLAY
BEATS AND CULTURE

NME

EARMILK

YUCK

FADER

DUMMY

COOL
Accidents

Fword.
magazine

tmrw

ones to watch

HIGHCLOUDS HC

Wonderland.

COMPLEX

i-D

RollingStone

CULTR

DORK



MERCH, TOURING & SYNC

MERCHANDISE



"Let your die-hard fans do the marketing for you by donning a T-shirt with your band logo on it." – Occhino, L. (2018).

TOURING

- Fauna will employ the use of booking agency ITB (International Talent Booking) to schedule their live performances.
- Pictured to the right is an example tour poster detailing a short run of shows following the release of their E.P.
- Additional tour dates, alongside festival performances will be undertaken throughout the E.P release campaign.



FAUNA PLUS SPECIAL GUESTS - TBA -



Tour Dates:

22.11.2023 - Patterns, Brighton
23.11.2023 - The Wedgewood Rooms, Portsmouth
24.11.2023 - The Lanes, Bristol
25.11.2023 - The Sunflower Lounge, Birmingham
28.11.2023 - The Leadmill, Sheffield
30.11.2023 - Oporto, Leeds
01.12.2023 - Arts Club, Liverpool
02.12.2023 - Tufnell Park Dome, London.

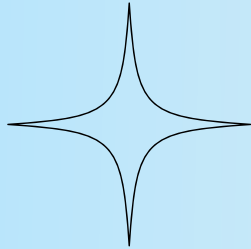
SYNC



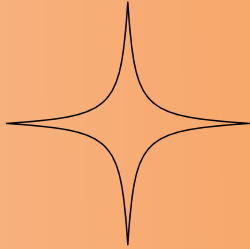
“Sync is also serving as one of the foundations of the music industry’s revenue today, as it’s one of the ways of getting an upfront fee and a performance royalty as well as a guaranteed bonus.” – Kirabo, T (2016).



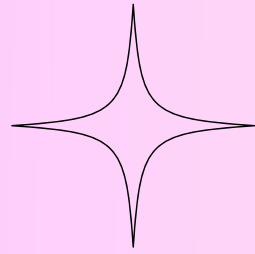
BUDGET & E.P RELEASE TIMELINE CAMPAIGN



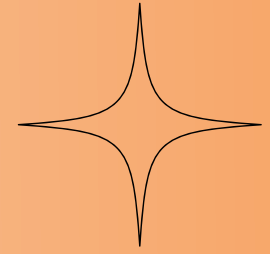
BUDGET



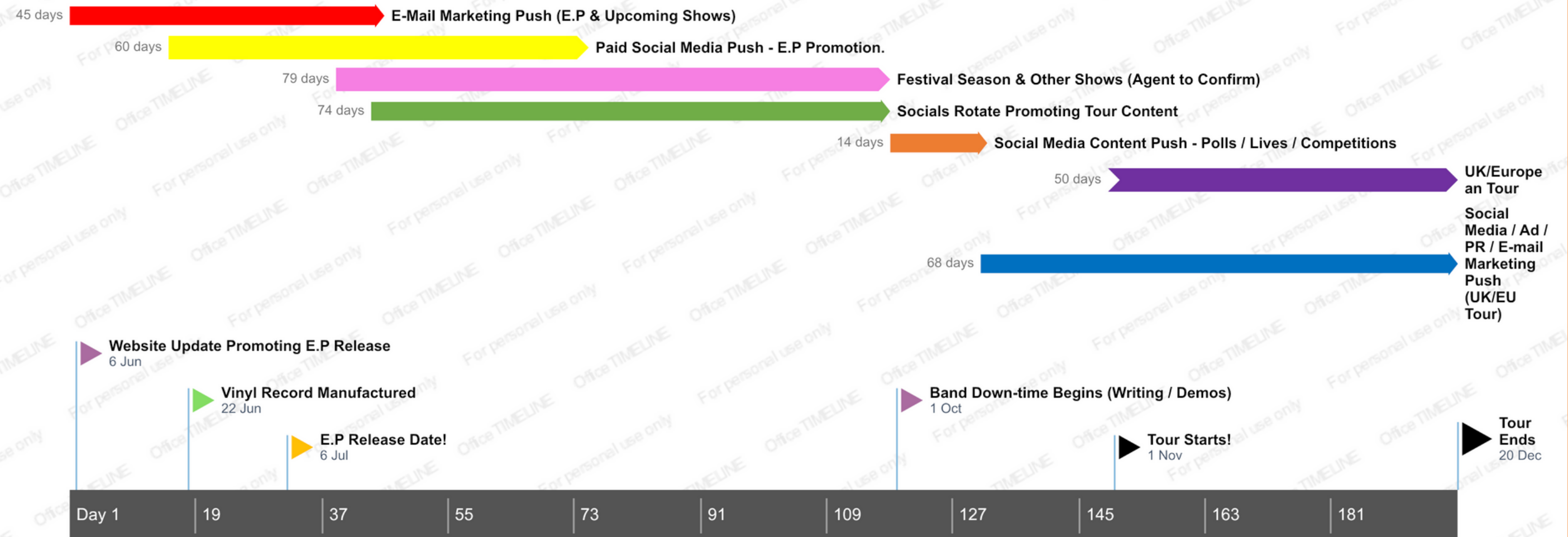
Activity	Cost
Branding Refresh	£1000.00
Photoshoots & Edits	£1,500.00
Live Agent Fees	£3,000.00
Continued Market Research	£1,500.00
Social Media Ad Spend	£5,000.00
Merchandising Production	£2,000.00
Website Updates & Management	£3,000.00
Touring	£10,000.00
Radio Plugging	£2,000.00
Playlist Plugging	£2750.000
PR Budget	£3,000.00
Release Artwork	£1,000.00
Vinyl Record Manufacture (200 Units)	£2,750.00
Advertising	£7,500.00
Apportioned Marketing Fee (Q3 & Q4)	£5,000.00
<i>E.P Release Total:</i>	<u>£51,000.00</u>



E.P RELEASE TIMELINE



Fauna EP Campaign Timeline



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