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Module: Creative Music Management

BMTY7000

Assignment Title: Element 1, Portfolio

Lecturer: Harry Leckstein



Creative Music Management Portfolio

Zoe Bastin

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Word count: 2353

Project Outline

For the Creative Music Management module, we were asked to create a single release strategy for either an original single or remix. This involved us to use industry techniques such as organizing the production of the remix as well as organizing a business strategy for the release. This required us to research aspects such as digital distribution, digital marketing and electronic press kits. After research we were able to make educated choices in order to create a successful single release plan. For our project we decided to organize the release of the band JollyRoger's remix of their single Aboard, featuring another Tileyard artist Freak Response. This portfolio will cover each element of the release plan and my role within the project.

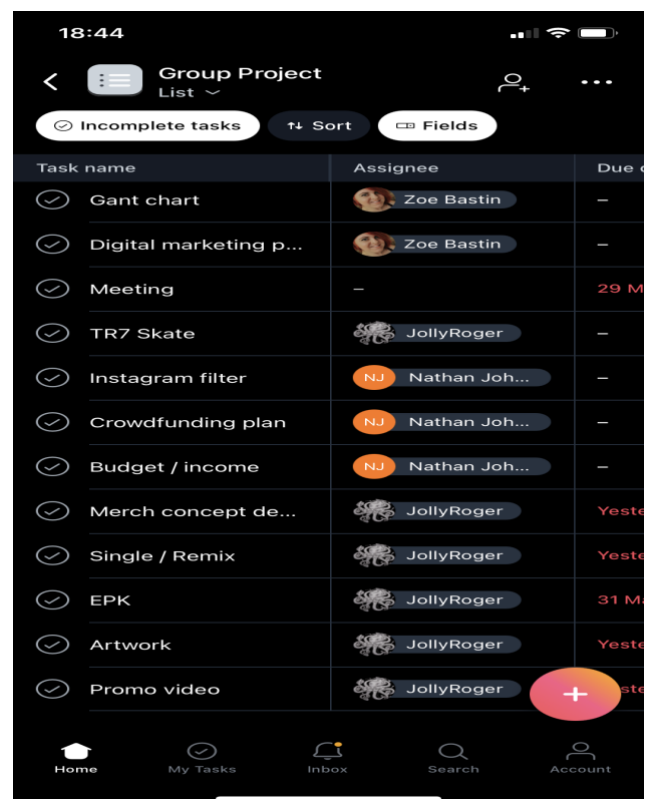
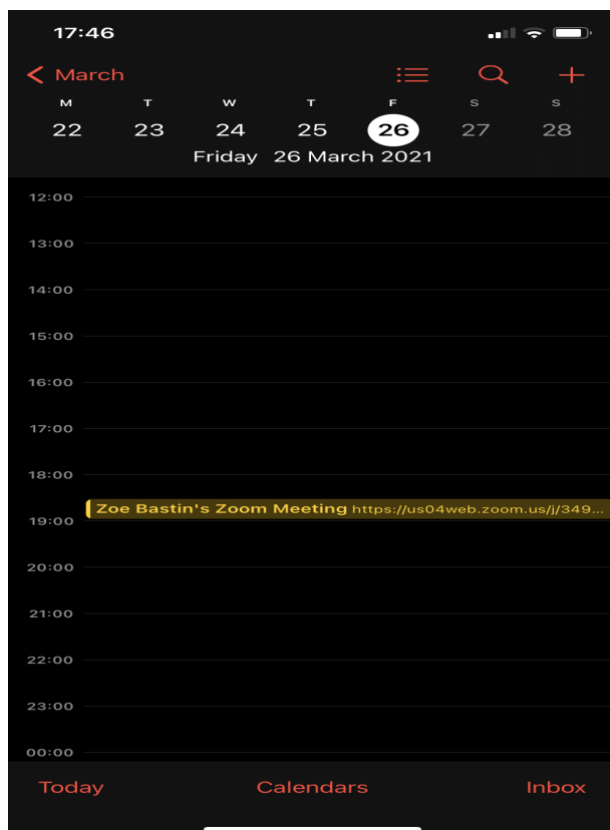
Remix Song Link: <https://soundcloud.com/user-337354451/aboard-remix-jollyroger-ft-freak-response-1/s-QSIZ8igLHWf>

Original Song link: <https://open.spotify.com/album/45HIUYapvzKuC9AJfClwBZ?si=pJU6g-pIRlekmjEdrCk4ew>

Group Roles and Meetings

Due to the Covid-19 pandemic it has become more essential than ever to be able to keep in contact with colleagues remotely and complete work online. This is the method we decided on to complete this project. After completing research on the most useful programs to use when remote working we settled on the video meeting software zoom and the management planning software Asana (Kelly, 2021). Zoom allowed us to keep in contact and schedule weekly meetings during the assessment period. This allowed us to keep track of everyone's role and discuss progress as well as any issues we were having. Asana allowed us to keep track of our own tasks and deadlines as well as everyone else's within the team.

Evidence of Asana and Zoom



Programme	Purpose	Frequency
WhatsApp	A group chat was created for us to stay in regular contact, support each other and share information and ideas between video calls.	Daily
Zoom	Video conferences were used to discuss ideas, decide on the direction of the project and keep everyone updated.	Weekly
Asana	To keep a record of individual task assignment / deadlines & completions	When needed
Google Drive	A shared Google Drive folder was created on JollyRoger 's account for everyone to upload and share their documents and contributions to the project.	When needed

Group Roles

During an early meeting, I decided the best course of action moving forwards was to split up what needed to be done for the project between the three of us. I allowed each team member to discuss what their strengths and weaknesses were in order to ensure the tasks allocated made the best of their unique skills set. I took on the role of leader when it came to organizing everyone's creative ideas as other members struggled to do this and I felt it was the best way to help benefit my team. I was put in charge of the marketing strategy for the track as I had previous experience on working on both album and single campaigns previously.

Samantha Harling – Creative Director
 Zoe Bastin – Social Media Marketer & Promotor
 Nathan Johnstone – Accounting & Contracts

Essential Items in purple.

Samantha

- Single/remix
- Artwork
- Making of video
- EPK

Nathan

- Budget, covering expenses, income
- Crowdfunding plan for video
- Instagram filter
-

Zoe

- Timeline of events. Gant chart
- Theoretical Marketing strategy such as TikTok, social campaigns.
- Plan to create brand sponsorships.

Song Brief

Jolly Roger 'Aboard' Remix Brief

Our mission is to take the world by storm, inspire people to go for their dreams and everyone to have fun. Life is short, but our bassist is tall. Together through the magic of piracy, one liners & pure stupidity we are building a community of positive and joyous shipmates.

Our favourite thing to do is to play our unique genre of music like metalheads (recipe includes punk, rock, folk, metal -we try, acoustic, energetic madness). Somehow, playing music crossed with being a pirate gives you a superpower, try it.

We are looking for an electronic producer to collaborate with to create a remix of our recently released single 'Aboard'. We would still like to keep the pirate feel of the track in order for the remix to stay authentic to our bands style, but we would like to mix two genres together and create a 90s breakbeat remix of the track in order to expose our band to a new audience and widen our demographic. We also feel that now is the perfect time for the remix as there has been a resurgence of the pirate sea shanty style of music, specifically remix versions, due to latest social media trends.

Requirements

- Stay true to the core essence of the original track.
 - 90s electronic/ Breakbeat style
- Keep original vocal parts and melody, please don't add new vocal lines.
 - Maintain current sea shanty feel in chorus.
- Mainly add synth sections and replace drums with electronic kit.

Reference Tracks

- Wellerman (Sea Shanty / 220 KID x Billen Ted Remix) by Nathan Evans
<https://www.youtube.com/watch?v=M26V1IWAP-E> (NathanEvanss, 2021)
- Mexico by Alestorm <https://www.youtube.com/watch?v=-r8jIHDBMsw> (Napalm Records, 2017)
 - Devil's Dance Floor by Flogging Molly
<https://www.youtube.com/watch?v=NhfJI7qM6yU> (Flogging Molly, 2016)
 - Shipwrecked (Drop Goblin remix) by Alestorm
<https://open.spotify.com/track/6BIE2DLX2heXmIpeaq2YAi?si=15decf2d3bcd451a>
(Alestorm, 2013)

Artwork

Final Artwork



Original Artwork idea



The aim for the artwork was to create an image that kept the true essence of the bands normal themes but while including the addition of the new genre heard within the remix. As a group we decided to research music artwork and how it can be used effectively (PQ, 2019). Through research we discovered a band of a similar genre had a similar idea when releasing their single and we used this as reference when designing our image.



Reference artwork (Napalm Records, no date)

Electronic Press Kit



NICE CHAPPIES

“A SUPERB LIVE BAND WHO KNOW HOW TO THROW A PARTY AND SOME. TOP RATE MUSICIANS, INCREDIBLE SONGWRITERS AND VERY NICE CHAPPIES TO BOOT. I CANNOT RATE THEM HIGHLY ENOUGH.”

JON WISREY
- BCFM RADIO & ASTRO RADIO -

TOTAL ROCKSTARS

“GREAT PARTY TUNES & CROWD VOCALS TO ROCK A BOAT OUT”

P.S. CHECK OUT
WWW.LAGERSTEIN.COM

CPTN GREGARGGH
- LAGERSTEIN VOCALIST -

GREAT LIVE BAND

“GREAT LIVE BAND, HIGH ENERGY, FUN & PROFESSIONAL - IF YOU'RE LOOKING FOR A BAND THAT WILL GET THE CROWD JUMPING, HERE THEY ARE!!”

CRAIG FREEMAN
- WKS SOUNDS ON COAST FM -



SINCE THEY BEGAN IN 2019, PENZANCE PIRATE SEA PUNK BAND JOLLYROGER HAVE WORKED THEIR CANNONBALLS OFF. THEY HAVE A LOYAL FANBASE OF OVER 6K ACROSS THEIR SOCIAL MEDIA, OVER 10K STREAMS ON THEIR SONG 'THERE'S A HOLE IN ME GLASS' ON SPOTIFY, VIDEOS WITH NEARLY 30K VIEWS ON FACEBOOK AND OVER 200 LIVE GIGS IN THE BAG, INCLUDING SUPPORTING THE RUMJACKS, MAD DOG MCREA & FISHERMAN'S FRIEND'S. THE COMMUNITY DRIVEN BAND HAVE REGULARLY LIVE STREAMED AND RAN VIRTUAL FESTIVALS DURING LOCK DOWN. THEY HAVE SOLD OUT SHOWS AND HAD PLAYS ON LOCAL BBC RADIOS. IT'S THE YEAR OF THE SHANTY & JOLLYROGER ARE HERE TO HOIST THEM INTO THE 21ST CENTURY.

x JOLLY FOR ALL & ALL FOR JOLLY x

LINKS

- LIVE PERFORMANCE - - ONLINE EPK - - MUSIC VIDEO -

The original PDF of the EPK contains links to appropriate content required in an Electronic Press Kit. The band already had their own EPK but as a group we decided to research ways to improve it even further (Staff, 2016). We decided to add extra artwork to the EPK in order to ensure the essence of the band was clear to the clients receiving it. The real copy of the EPK has live links attached to each platform and social channels logo. A list of the links can be found below.

Youtube: <https://www.youtube.com/channel/UCo0f8gSRmojUpthNvv1ADqA/featured>

Facebook: <https://www.facebook.com/JollyRogerBandUK/>

Instagram: https://www.instagram.com/jollyroger_banduk/

Twitter: https://twitter.com/jollyroger_band

Spotify: <https://open.spotify.com/artist/7DliC7Bcpm0eV4CL7ReEsJ>

Website: <https://jollyrogerbanduk.co.uk>

Online EPK: <https://jollyrogerbanduk.co.uk>

Live Performance: <https://www.youtube.com/watch?v=nznu-mDtMwA>

Music Video: <https://www.youtube.com/watch?v=JkF8Cv2mY3c>

Press Release

The next step in creating the EPK was organizing a press release in order to send a copy of the remix to reviewers, radios and music press. The band already had contacts within local radio stations so we are confident that the remix would receive some feedback and plays from these professional relationships. However, as a group one of our aims was to expose the band to a new demographic of fans with this specific remix. So, we decided to expand this further by using contacts that feature artists on the track freak response had and other radio stations we could source contact details from.

Press release links

Track: <https://soundcloud.com/user-337354451/aboard-remix-jollyroger-ft-freak-response-1/s-QSIZ8igLHWf>

Promo video: https://youtu.be/_vO2KAxg8SY



ABOARD! REMIX

PRESS RELEASE

FREAK
RESPONSE



EVER WONDERED WHAT
SHANTY BREAK BEAT
WOULD SOUND LIKE?

... US NEITHER UNTIL NOW!

JOLLYROGER HAVE TEAMED UP
WITH FREAK RESPONSE TO BRING
YOU THE ANSWER, THE QUESTION
IS...

ARE YOU ABOARD?



2021 SEEMS TO BE THE YEAR OF THE SHANTY & PENZANCE SEA-PUNK FOLK PIRATE BAND JOLLYROGER ARE BRINGING YOU SOMETHING YOU NEVER KNEW YOU NEEDED. THE PIRATES RELEASED THEIR ORIGINAL CORNISH SHANTY BASED TRACK 'ABOARD' ON 5TH MARCH THIS YEAR - TO COINCIDE WITH ST PIRAN'S DAY (CORNISH PATRON SAINT) - BUT THEY HAVEN'T STOPPED THERE.

AN UNEXPECTED CROSSOVER OF GENRES THAT NO-ONE ASKED FOR, BUT EVERYONE SHOULD HEAR.

IN ALIGNMENT WITH THEIR MISSION 'TO CONVERT THE WHOLE WORLD INTO PIRATES AND RECRUIT THEM INTO THE JR COMMUNITY, THE BAND ARE RELEASING AN OLDSKOOL RAVE REMIX OF ABOARD! GENIUS OR A SIDE EFFECT OF LOCKDOWN? LET'S LEAVE THAT FOR YOU TO DECIDE!

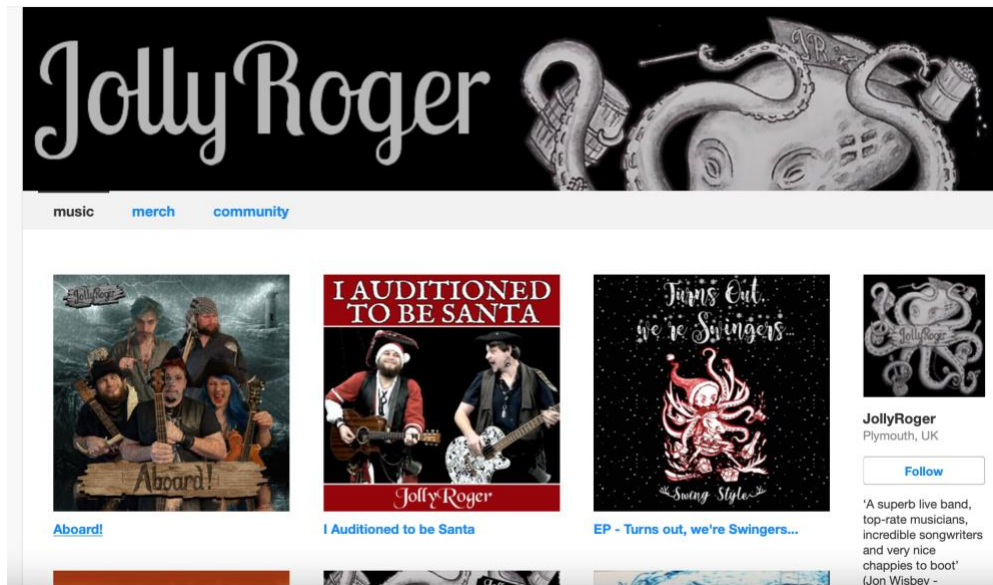
[LISTEN HERE](#)

[WATCH THE PROMO VID](#)

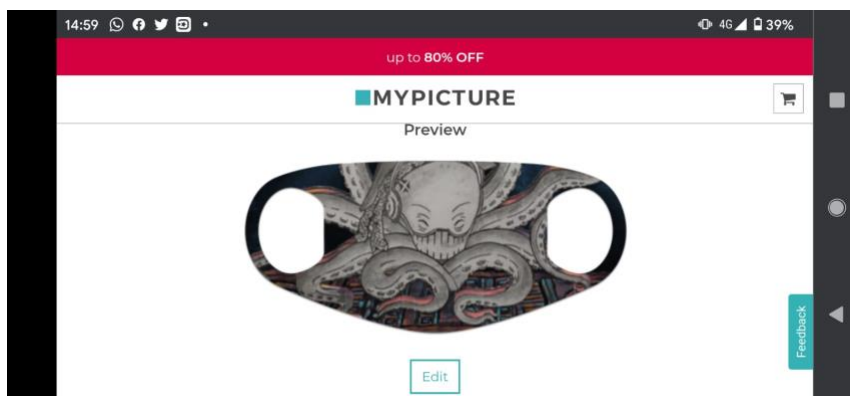


Distribution

Artists Bandcamp page



The track is being digitally distributed onto the bands existing bandcamp page and via the aggregator Ditto, the track will be distributed to the streaming platform Spotify and other digital streaming platforms. As well as the standard digital download version of the track available on bandcamp, listeners will be able to purchase a digital bundle which includes high resolution digital artwork and a moving screen saver of the artwork, listeners will also be able to buy a merchandise bundle which includes a T shirt and face mask exclusive to the bundle. We considered alternative distribution ideas, these will be covered within the reflection essay. Other ideas we considered were Blockchain distribution and NFTs.



Bundle Exclusive Face Mask

Moving digital screensaver Screenshot



Marketing Strategy and Assets

Overview and 7Ps

- Genre: Pirate/folk/metal, influences Alestorm, Sea shanty.
- Remix Genre: Breakbeat, 90s, collaboration.
- **Audience:** Fanbase of both Artists, expand audience to newly grown sea shanty audience and possible skate communities for remix
- **Digital release, DSPs and Bandcamp**
- **Opportunities for Growth:** To expand audience demographic and widen out reach.

Product	Remix of original single
Price	Low to increase demand
Place	Online, Digital
Promotion	Social media, Music press, Website
People	Social media, Online presence, gig presence.
Process	Online advertisements, Online competitions and challenges
Physical Evidence	Social media, website

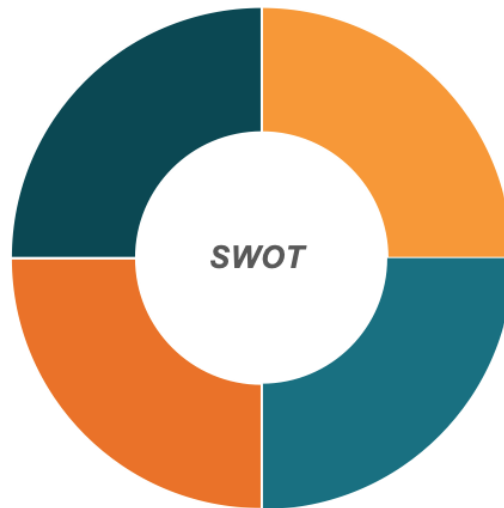
SWOT ANALYSIS

STRENGTHS

- Unique Remix
- Two genre demographics
- Opportunities to break into a new market
- Expand audience and increase clout.

OPPORTUNITIES

- To expand fanbase.
- Open up conversations surrounding the band.
- Gain momentum from TikTok sea shanty trend.



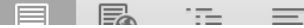
WEAKNESSES

- Budget
- Remix genre very different demographic to normal.

THREATS

- Competitors and saturated sea shanty market due to trends.
- Covid-19 effecting normal live performances.

English (United States)



Marketing Timeline

Phase 1 – Before Release

- Release date announcement on social media, using bespoke social media content, such as visuals and announcement video with clip of track.
- Promotional video shared on all socials.
- Daily countdown on both artists' social media.
- Announcement of Pirate TikTok challenge.
- Ditto provide a pre-save link before release this should be posted on socials often before release to increase the chance of the track being

playlisted by DSPs (*Tips & Tricks to distribute, promote music on Spotify - Hypebot, no date*)

- Email Louise at Tileyard to schedule post to Tileyard Educations Instagram.

Phase 2 – Release Week

- Radio interview with local radio, BBC Cornwall, Pirate FM, Radio Newquay and planet rock or genre specific radio.
- TikTok Pirate challenge launch with 60 seconds clip of track. Contact influencers or other bands to take part in the challenge. Post examples on Instagram reels and Stories.
- Instagram live with Ian, chatting about how remix came to be and influences for remix, new attention brought to sea shanties etc. Possibility to get Tileyard on board with this and ask if they may be willing to host.
- Release day livestream with acoustic performances, Q&A.

Phase 3 – 2 Weeks after release

- Conclusion of TikTok challenge, winner announced and merch prize given.
- Contact blogs and freelance music journalists to see if they are willing to share or write a commission surrounding information about the project and what's next for the band.
- Merch launch.
- Offer to endorse a local rum brand or alcohol company, in return for social media posts.
- Live gig announcement if possible.

Digital Marketing Assets

TikTok Example

In response to music marketing becoming increasingly popular on the app TikTok we decided to create our own TikTok challenge to market the track (Rogers, no date). This also allowed us to gain attention from the latest trend on the app that saw a track of a similar genre go viral. Nathan Evans received a number one single after his remix of a sea shanty received a large amount of attention from being posted on TikTok (Griffin, 2021). This saw the industry have a resurgence surrounding the sea shanty genre so we made the decision to create the challenge based off of Evans recent success. The TikTok challenge would start by the person taking part appearing in normal clothes, they would then cover the camera with the title of the track “Aboard” written on their hand. It would then transition to the person being dressed as a pirate, with the single playing in the background. Two weeks after the single is released the winner would be picked and they would receive a bundle of Jolly Roger merchandise.

Example pictures

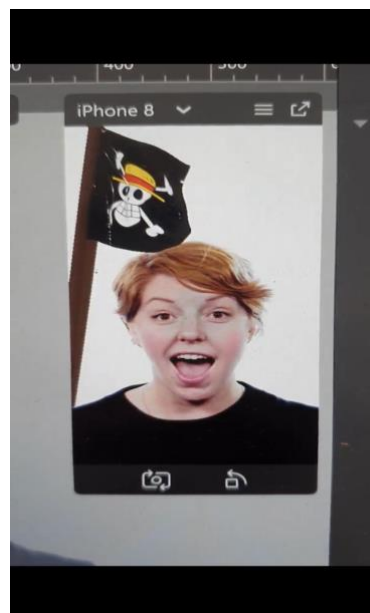
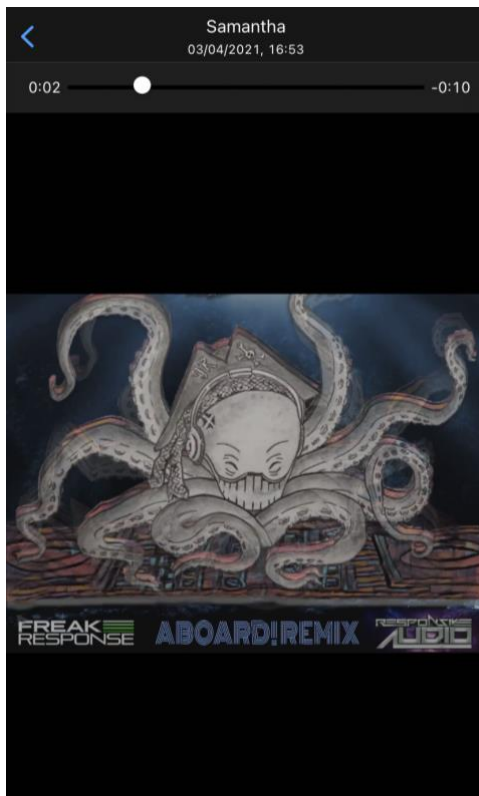


Instagram and Socials Content

Example Images for Countdown Posts



Promo videos (Screenshots) examples



Instagram Filter Example

Digital Marketing Release Timeline

09/04/21	All Assets ready to be posted
19/04/21 (Evening)	Announcement of remix on Instagram and Facebook. With reveal of artwork. Promoted post.
23/04/21	Countdown on both Artists Social Media starts. Images of band playing live and standard content for the artist
30/04/21	• Announcement of TikTok Aboard challenge. • Carry on with countdown with added TikTok challenge examples from artists. <i>Promoted Post</i> • Pre-save link start being posted on social channels as part of the daily countdown.
01/05/21	Livestream on Jolly Roger facebook. Acoustic performance and Q&A. Promo Video Posted on all social channels
07/05/21	RELEASE DAY • Instagram live between Jolly Roger and Freak Response talking about the creation of the track and how the collaboration came to be. • Launch of TikTok challenge with examples from friends and families. Posted on reels and stories to widen reach. Each band member posts an example on band TikTok over the next week using hashtag aboard challenge so the winner can easily be found. • Release day live stream. • Promo video 2 posted on TikTok and other social channels • Band camp friday release.
Release Weekend	Radio interviews on release weekend, using the bands current radio contacts and response from remix press release.
10/05/21	Post promo videos on socials and promote post.

14/05/21	Conclude TikTok challenge, announce winner but still encourage listeners to use track on platform.
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Specific times are not mentioned on this draft of the digital timeline I created, however after research it was decided that most posts would be scheduled for the evening (*The Best Times to Post on Social Media for your Digital Marketing Strategy*, no date). This is known to be the best time to share content on social media within the digital marketing industry, as it is known to be the time most consumers would be on their phone engaging with content. This along with the use of promoted posts allows us to expand our outreach amongst the artists social channels, hopefully allowing for an increase of traffic on the band's social media and an increase of listeners on streaming platforms.

Merch Designs



When deciding on the merch designs for the release we considered different pieces of merchandise we could create. For instance, we heavily considered creating Facemasks for the project as due to the Covid-19 pandemic these have become essential for the public to use and own. However, after considering this, we decided that because this piece of merchandise was only for a one off remix release and the budget was minimal, it would be more beneficial to create a universal T-Shirt for the single release. The T shirt would appeal to fans of any gender and could be worn after social distancing measures have eased. The facemasks would only be available via the exclusive Bandcamp bundle.

For the design we settled on the Jolly Roger logo of an octopus playing a set on DJ decks to symbolize the creations of the remix. The design is also very similar to the Artwork design that would be used in the digital distribution of the track.

As a team we decided we would use the T shirt as a MVP (Minimum Viable Product) for the merchandise range (*Minimum Viable Product - What is a MVP and why is it important?*, no date). This would allow us to see the feedback from the band's fanbase regarding the merchandise range and would allow us to be able to collect data and see if it would be profitable to expand the singles merchandise further than a standard T Shirt. This feedback could also be collected by allowing fans to vote on the Jolly Roger and Freak response Instagram on what piece of merchandise they would like next.

Budget

Outgoing and expenses budget

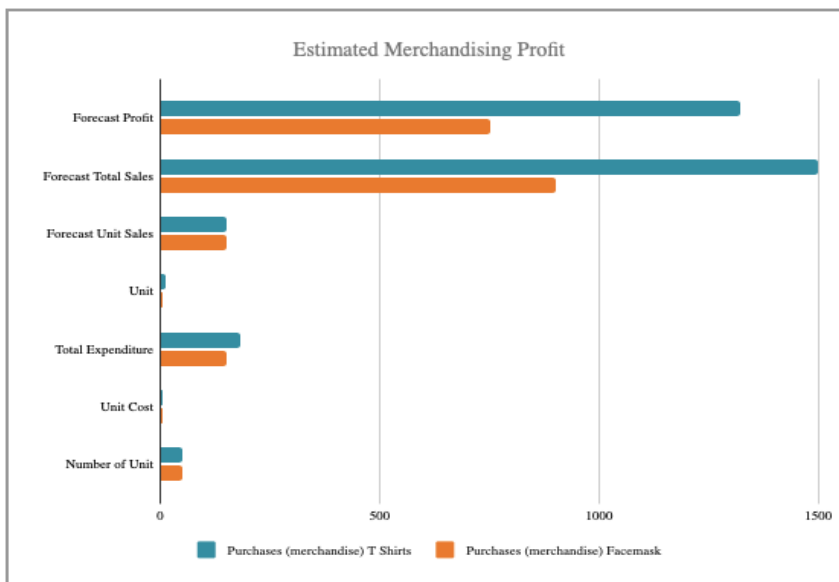
Operating Budget

Aboard Remix	Expenditure				Income				
Description	Description 2	Number of Unit	Unit Cost	Total Expenditure	Unit	Forecast Unit Sales	Forecast Total Sales	Forecast Profit	Total Profit
Purchases (merchandise)	T Shirts	50	4	180	10	150	1,500	1,320	
	Facemask	50	3	150	6	150	900	750	2,070
Song Sales									
Streaming Spotify		N/A	N/A	N/A	0.00038	5,000	1.9000		
Single purchase		N/A	N/A	N/A	1	500	500		
Digi Bundle	inc Screen Saver and Hi Res Artwork	N/A	N/A	N/A	4	50	200		
Limited Edition Merch Bundle	Inc T- Shirt, Song & Mask	50	N/A	N/A	20	50	1,000		
Distribution									
Ditto Music		1	14	14					
Promotion									
Facebook Boost	Per Week Cost - 4 weeks budget	4	7	28					
Instagram boost	Allowed for one month	1	72	72					
Total				444			4,102	2,070	

Predicted Income

		Unit Cost	Antipated Sales	Total Sales	Actual
Bandcamp Bundles	Mechandise				
Song only	Digital download single	1	500	500	
Digi Bundle	Song & screensaver	4	500	2,000	
Limited Edition Merch bundle	T Shirts	10	50	500	
(50 available)	Face Masks	6	50	300	
				800	

Estimated Merchandise Profit.



Promo Video Content



Promo Video 1

Link: https://youtu.be/_vO2KAxg8SY



Promo Video 2

Link: <https://youtu.be/QfHcVabA8ZY>

Contracts

REMIX AGREEMENT - PRELIMINARY CONTRACT

JollyRoger – “Aboard - Remix”

As of Date: 5 April 2021

This contract provides an agreement for the parties JollyRoger (hereinafter “Artist”) and Iain Sumner (hereinafter “the Producer”) for the commission to provide a remix of the single “Aboard”

ARTIST(S): JollyRoger

PRODUCER (REMIX ARTIST): Iain Sumner (Freak Response)

ORIGINAL TRACK ISRC NUMBER: UKXD22100001

TITLE: Aboard

TIME OF EACH COMPOSITION: 2 mins, 50 Seconds

1. The Agreement

1.1 The Artist commissions the Producer to remix the song “Aboard” by the Artist

1.2 The Artist will make the original recording of the title available to the Producer for the purpose of completing a remix version of the original Title

1.3 The title of the remix will be “Aboard (Remix)”

1.4 The remix will be made available under the terms of this contract by the latest delivery date of 12 April 2021

1.5 The Producer has the rights to record additional parts at the discretion of the Artist

1.6 The Producer is obliged to secure all the rights necessary for the utilisation of audio recordings of contributors. If the Producer uses samples, they are to secure the relevant rights at their own cost

1.7 The Producer and Artist agree to communicate with the public to promote the Remix release through social media and other marketing channels and routes

2.0 Exclusivity

2.1 The Producer agrees to not re-record, remix or utilise the works in any form whatsoever, for a period of five years from the publication of the Remix.

2.2 The rights to the published works are transferred to the Artist upon delivery

3.0 Royalty Revenue Split

3.1 The Producer will receive a 15% royalty for the Remix of the Title, with the remaining 85% being paid to the Artist

3.2 The Producer and Artist have the right to review or have reviewed by a private party to audit the label's documents which form the basis of the Royalty Settlement. Review can only take place three years after the publication.

Agreed and Accepted:

THE ARTIST(S)

By



Authorised Signature

Printed: SAMANTHA HARLING (REPRESENTING JOLLYROGER)

Date: 05/04/2021

THE PRODUCER

By



Authorised Signature

Printed IAIN SUMNER

Date: 05/04/2021

Preliminary Contract

Between Kate Tolchard (Artist) & JollyRoger (band)

The artist hereby understands, agrees and grants JollyRoger the right to edit, alter, exhibit, publish, distribute and make use of the 'JollyRoger DJ' artwork for any promotional materials. This includes but is not limited to – the digital artwork for the remix of single Aboard!, JollyRoger social media platforms, the JollyRoger website, posters, press release, merchandise.

The authorisation shall continue indefinitely, unless the artist otherwise revokes this in writing.

The artists waives the right to inspect or approve any finished designs which uses the artwork.

The artists agrees that the 'JollyRoger DJ' artwork will be used without compensation and understands that the artwork will become the property of JollyRoger and will not be returned.

The Artist

Name KATE TOLCHARD

Signature:  Date 5/4/2021

The Band

Name Samantha Harling (representing JollyRoger)

Signature:  Date 5/4/2021

Review and Industry Feedback

19:30 31 ■ △ ✓ •

📶 🔋 60%

Avast, you lily livered rascallions! Not content with currently breaking the mould with the unique blend of bandit debauchery and niche exploits, Jollyroger have asked themselves how would you modernise the shanty? With some back and forth deliberations involving Freak Response at Response Audio, the troublesome four have figured it out. It's not the remix you asked for nor the remix you wanted, but somewhere out there the lines between traditional anthems to electronica break beats have merged and led us here to JollyRoger's remix of Aboard.

The up tempo nature of Aboard gets dialled up to 11 with the inclusion of Freak Response, merging the conventional and the heterogenous. Evil soundscapes pierce the song at will, every wub emanating from Freak Response's fingertips stab dutifully around the track, either intensifying the adrenaline running through Aboard.

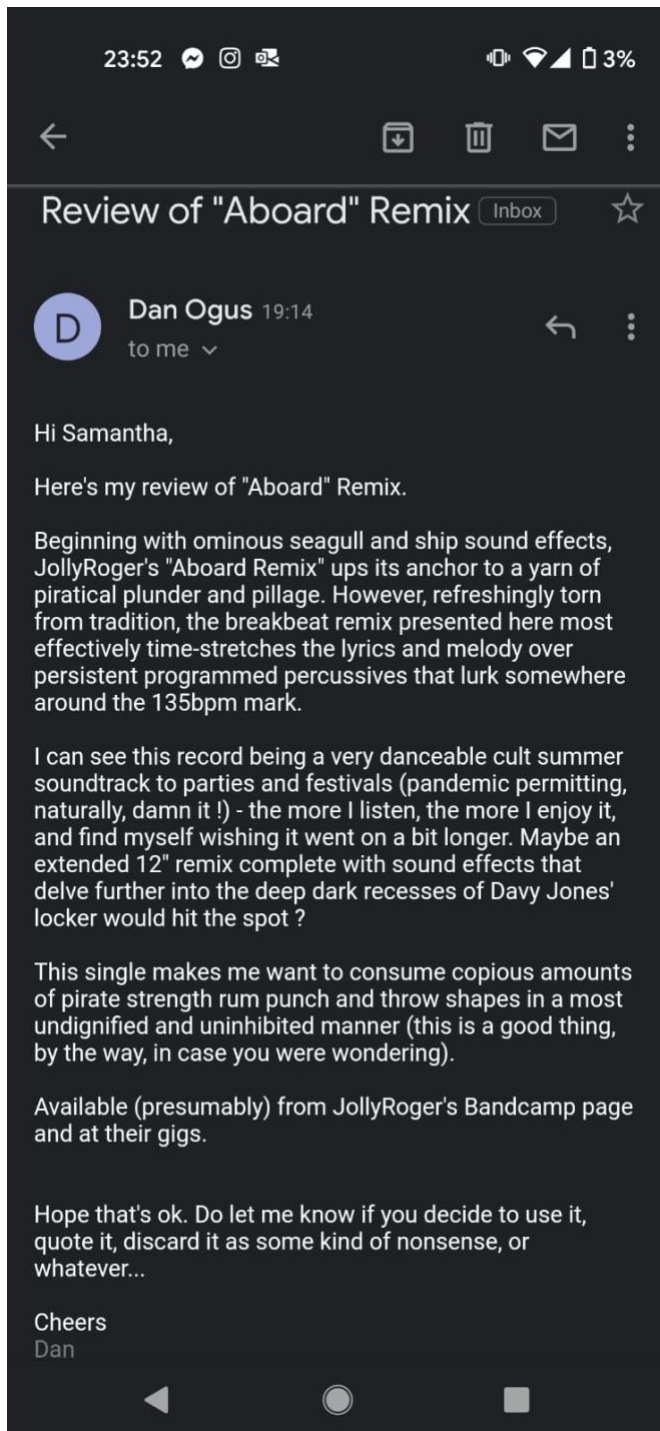
The Aboard remix combines the energy and presence that JollyRoger are highly regarded for. Freak Response lends themselves well into the song, by upping the ante at every available turn that transforms the charismatic four piece into an unyielding break beat force.

Reviewed by

Connor Fello

Music Journalist / Lead Promoter at The Palladium Club

<http://www.connorfello.com/>



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<https://napalmrecords.com/english/pirate-pizza-party-flag.html> (Accessed: 5 April 2021).

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Appendices

Face Mask Costs

Own Photo

Designs

Colors/Patterns



Upload more photos

Max. file size: 60MB | Min resolution: 350x240 px

Price:
incl. VAT excl. shipping costs

10 ▼

30,00 £

Add to Shopping Cart

1 Mask
£ 4 each
Shipping £ 5

5+ Masks
£ 3 each
Shipping £ 5

10+ Masks
£ 3 each
Free Shipping

back

Additional remix contract terms

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