

# Entertainment Marketing Presentation

Module code: (BMTY003)

Date: 20th July 2023

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# Introduction

This presentation will summarise a report and proposal of a creative marketing campaign for the music artist, musician, and singer-songwriter Frida Touray's EP (live version) release titled 'Mending'. The singer, who is from Sweden and based in London, has been identified as needing support to grow her live shows and build momentum post-release of the original EP in 2022. The report gathers relevant information and methods required for the marketing campaign, including a marketing plan, marketing strategies, budget plan, interviews, standard marketing tools, marketing principles, data, research and analysis.



# Marketing Objectives

## *Achieved so far:*

- Placements of her songs on Spotify playlists such as Discover Weekly(248,986 streams), Mellow Morning(214,299 streams), Release Radar, Spooning, Radio, Your Daily Mix etc.
- Interviews with, for example, Afropean and Voices Radio
- Radio play on for example, “The Jazz Show” by Jamie Cullum and Radio 1
- Features and side projects with artists such as Lianne La Havas, Linden Jay, Tom Misch, Reuben James and a band member of “Native Dancer”.
- 9743 Followers on Instagram
- Backing vocals for Lianne La Havas (with whom she supported Coldplay!) and co-wrote ‘Green Papaya’ on Lianne’s self-titled album. She also co-wrote and performed on ‘Signs’ – a track by Jordan Rakei, featuring American rapper Common. Plus, she’s performed backing vocals for Liam Gallagher, Cinematic Orchestra, NAO, James Bay, Dizzie Rascal(Sound Generation, 2021). Frida also performed with the Ascension choir hand-picked gospel choir put together for the Coronation of King Charles III on the 6 May.
- Sold out show at St Pancras Old Church in Kings Cross
- Funding from PRS
- A record deal with E2 record label, a new electronic, ambient and neo-soul classical record label from Edition Records.
- Her song ‘*Out the Sun*’ is featured in the Netflix movie ‘Sam&Kate’.





Within the next 6-12 months, Frida Touray has the potential to grow as an artist and further her success by following the next steps outlined.

- The creative live version and release of her EP 'Mending'.
- UK and international tour.
- Gain more followers on social media platforms such as Instagram.
- Further, expand her network.
- Extend the momentum of Frida's EP and attain consistency with her fanbase.
- More engagement with fans in person and online.



# Artist Profile

**Artist:** Frida Touray

**Age:** 32

**Gender:** Female

**Ethnicity:** Swedish/Gambian

# Identifying the audience

## Demographics

- **Age:**
- 18-60+
- **Gender:**
- 59% Female, 37% Male, 2%, Non-binary, and 2%, Not specified.
- **Location:**
- Top countries: United States, United Kingdom, Canada, Australia, Netherlands.
- Top cities: London, Sydney, Los Angeles, Melbourne

## Psychographics

**Personal Characteristics:** Introverted extrovert, loyal, emotional

**Lifestyle:** Homebody (like being at home), small intimate settings (with wine) and music events and gigs, working out, poetry, shopping, self-care

**Attitudes:** Curious, creative, wholesome, communal, and caring

**Hobbies:** Friends, family and writing music, good wine, podcasts, photography and poetry and painting

**Behaviours:** Creative, spending time with family, introspective

# Product

- The live EP 'Mending' will be a dynamic and live version of Frida Touray's already released studio-recorded EP 'Mending'.

## Mending

by Frida Touray



Never Mine 00:00 / 04:45

⏮ ⏭

**Digital Album**  
Streaming + Download

Includes unlimited streaming via the free Bandcamp app, plus high-quality download in MP3, FLAC and more.

**Buy Digital Album £7.99** GBP or more

[Send as Gift](#)

▶

1. Out The Sun 02:43

▶

2. Never Mine 04:45

▶

3. Man On Wings 05:04

▶

4. Wild 04:31

▶

5. Mending 03:54



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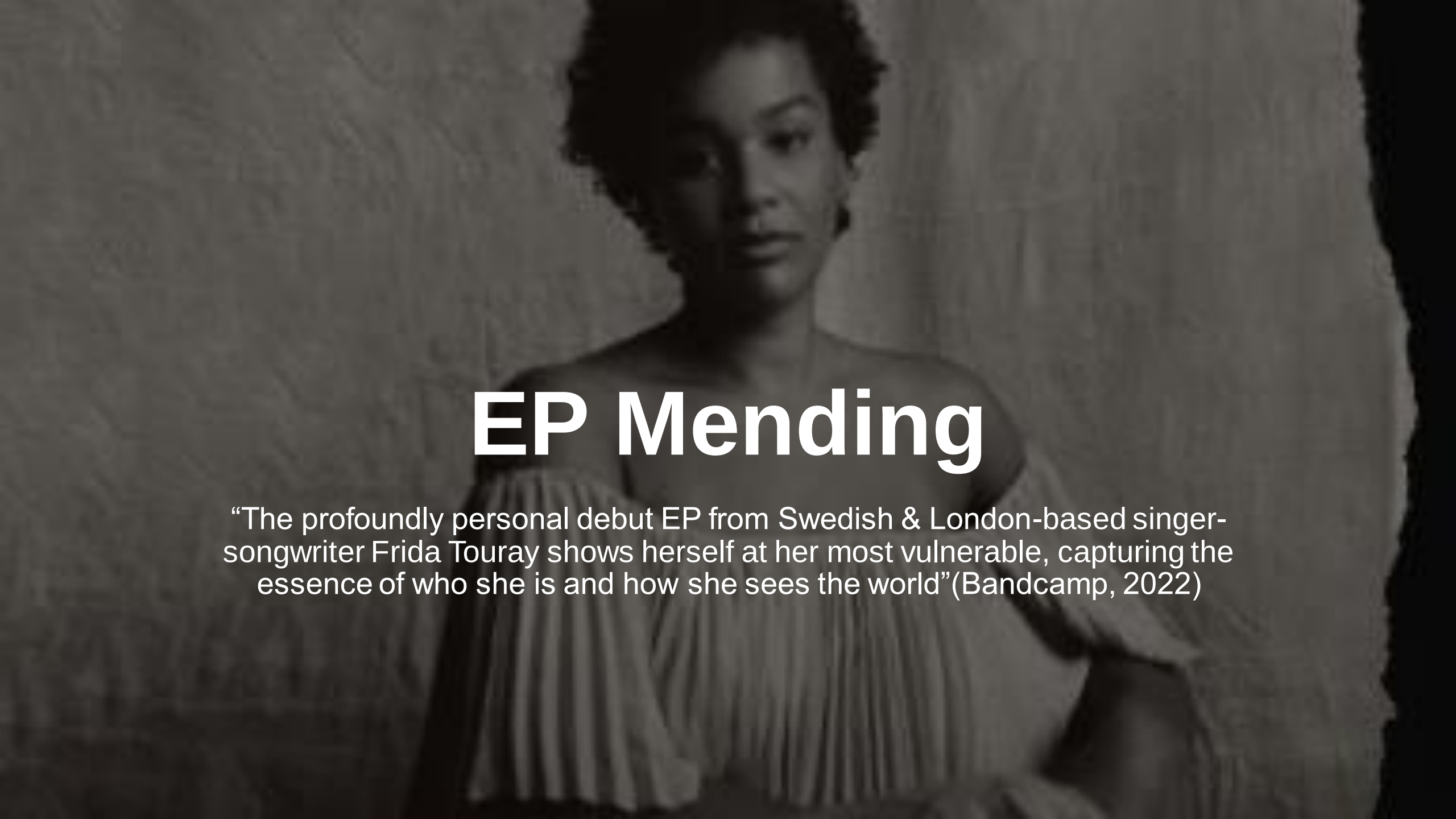


**Frida Touray**  
London, UK

Follow

discography





# EP Mending

“The profoundly personal debut EP from Swedish & London-based singer-songwriter Frida Touray shows herself at her most vulnerable, capturing the essence of who she is and how she sees the world”(Bandcamp, 2022)

# Concept

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After the release of the original EP, Frida Touray put together a show at the intimate venue St Pancras Old Church with other friends and artists. The show was performed with a string quartet throughout the line-up and sold out the venue. Frida always wanted to play at St Pancras Old Church and loves to share the stage with friends. The subsequent live version of this EP will utilise this concept and further expand and emphasise Frida's personality and ability to connect and evoke emotions with her songs and audience. The strategy is also to mainly focus on the live aspect of this campaign and the product to be secondary.



### Spotify statistics

Spotify displays below the most popular songs from the EP: ‘Mending’, which reached the most listeners (523,105), then ‘Out the Sun’, with 247.625 listeners and ‘Never Mine’ with 222,853 listeners so far.



EP

# Mending

 Frida Touray • 2022 • 5 songs, 21 min



| # | Title                        | Plays   | ⌚                                                                                                                                                                             |
|---|------------------------------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Out the Sun<br>Frida Touray  | 247,625 | 2:43                                                                                                                                                                          |
| 2 | Never Mine<br>Frida Touray   | 222,853 | 4:45                                                                                                                                                                          |
| 3 | Man on Wings<br>Frida Touray | 36,580  | 5:04                                                                                                                                                                          |
| 4 | Wild<br>Frida Touray         | 33,492  | 4:31                                                                                                                                                                          |
|   | Mending<br>Frida Touray      | 523,105 | 3:54   |

22 July 2022

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45,674

Monthly listeners

London, GB

1,910 listeners

Sydney, AU

735 listeners

New York City, US

677 Listeners

Amsterdam, NL

649 listeners



fridatouray

We had our rehearsal yesterday with actual real ...

yvesfernandez and 38 others commented

fridatouray · Original audio

9 people

Hey



# Artist Online Profile

- Frida's Instagram profile and content online show great engagement, with 9,741 devoted followers on her page, plus the content speak directly to what she represents as an artist. For this reason, if Frida continues to share similar content, such as snippets and reels of rehearsals (which will be part of promoting the UK and international tour), she should be able to keep building a presence and connection with her fans.
- Analysing engagement is a fundamental tool to understand your audience's wishes and track your posts' performances. (Ditto Music, 2023)
- "With the majority of the world's population now avid users of at least one social media channel, the importance of social media as a tool for promoting your music and underpinning your bigger music release strategy as an artist is more crucial now than ever." (Ditto Music, 2023)



Liked by animaimusic and 982 others

fridatouray Vocal rehearsals for our strings gig that's a week away now. We can't wait ❤️

stats

ync



# Frida Touray

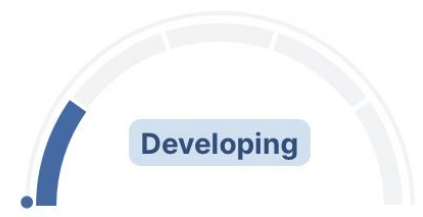
Pronouns & Identity

Artist Rank  
202,940th

## Bio Highlights

Frida Touray

### Career Stage



- Legendary
- Superstar
- Mainstream
- Mid-Level
- **Developing**

"Chart metric offers extensive data in terms of social media and streaming analytics; Immensity, on the other hand, measures the impact that various data sets have on artists' digital growth." (Chart metric, 2023)

Ad campaigns have also been allocated as part of the overall marketing campaign to boost social media interactions across Frida Touray's online profile for any important dates, announcements, pre-save links, and QR codes to live album, ticket links, snippets of rehearsal leading to tour and release and posts leading up to release of her live EP.

Even though Chartmetrics provide excellent data-driven analysis to use for marketing the campaign today, it should also be taken into consideration that word of mouth and the desire for a closer connection between artists and fans are also hugely powerful and still valuable, especially post-pandemic. It is therefore essential for artists to get out there and meet their fans. A recent article points out that “Coachella Music and Arts Festival was enough to verify that live events are coming back in a big way after two years of pandemic cancellations, interruptions and delays”. (Bloom, 2022)

"In February, concert promoter *Live Nation* reported record earnings in 2021, with “a record pipeline of concerts, ticket sales and advertising commitments for 2022,” President and CEO Michael Rapine wrote in the company’s earnings letter. “The two-year wait for artists and fans is over. Never have the tailwinds to our business been so strong, and I believe this is just the start of what will be the strongest multi-year period ever for the concert industry” (Bloom, 2021)



# Mailing Lists

It has also been proven that mailing lists can be beneficial as a marketing tool and a way to engage with fans. An example of a campaign overview is shown below.

## Cryalot

Verdigris Management / AWAL

**Team members**

Verdigris Management

Courtney Askew-Conti, James Corbitt, Sam Denniston

Motive Unknown

Henry Walker, Clare Ferris, Sam Gardiner

AWAL

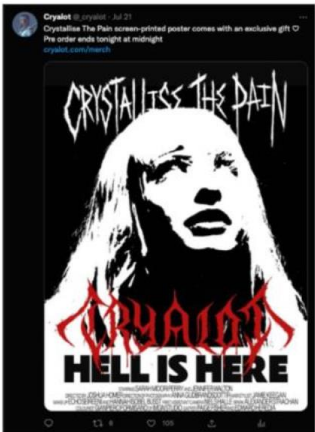
Chris Presland

Alice Backham – Digital creative

**Overview of campaign**

Cryalot is the side project of Sarah, the enigmatic frontwoman of Kero Kero Bonito, and producer Jennifer Walton. The goal of this campaign was to establish Cryalot as a self-sufficient project with strong first-party data, and without being dependent on the marketing properties of KKB past this debut Icarus EP announcement.

Two days out from the debut single, we shared info and artwork



cryptic broadcasts, DJ sets and listening parties as the campaign unfolded.

In the lead-up to the EP release, we posted an incentive to work YouTube's algorithm: "Tell us your worst nightmare

**Results & key learnings**

From the initial launch, 750 fans signed up to receive the 'Hell Is Here' video drop and future Cryalot news by email/SMS. After the launch of 'Touch The Sun'

to establish Cryalot as a self-sufficient project with strong first-party data, and without being dependent on the marketing properties of KKB past this debut Icarus EP announcement.

Two days out from the debut single, we shared info and artwork to KKB's socials and mailing list. The call-to-action was to sign up via SMS/email to get the music video "drop" and future news – all powered by the CRM platform Laylo. One day out, we launched the YouTube premiere page. The EP pre-order, debut single/video and store were all launched on day three via the newly pollinated channels, along with a digital advertising campaign managed by Motive Unknown. Throughout the campaign we utilised Laylo drops to build anticipation and demand for each moment.

Cryalot's highly creative visuals around the Icarus narrative gave lots of content to play on; from the dark aesthetic of 'Hell Is Here' to the bright ethereal visuals for 'Touch The Sun'. On



cryptic broadcasts, DJ sets and listening parties as the campaign unfolded.

In the lead-up to the EP release, we posted an incentive to work YouTube's algorithm: "Tell us your worst nightmare on the 'Hell Is Here' YT comments for a chance to win a signed poster" After an array of responses, ranging from deeply disturbing to comfortingly familiar, Cryalot spent over an hour on Instagram Live reading out comments and interacting with viewers for an inclusive and communal experience.

We launched track-specific merchandise which helped reinforce the Icarus narrative of the EP and visual campaign. The nature of Laylo's "drop" sign-up strategy helped set the tone within the audience for this limited, exclusive and time-based approach, leading to high click conversion rates. Focusing on the Laylo "drop" strategy also gave us the first-party data to be able to share useful insight with our live agent to

**Results & key learnings**

From the initial launch, 750 fans signed up to receive the 'Hell Is Here' video drop and future Cryalot news by email/SMS. After the launch of 'Touch The Sun'

From 30th June until 4th November, Cryalot's follower numbers are: 7.6k on Spotify, 5.2k on YouTube, 24.6k on Instagram and 1.5k on TikTok. At the peak of the campaign, Spotify monthly listeners reached 93k.

The strong D2C campaign saw 425 individual customers purchase from the Cryalot store, with 534 units of merchandise sold.

(Sandbox,2022)

# Marketing Strategy

- Following the peak of her sold-out show at St Pancras Old Church, Frida Touray will continue successfully establishing herself as an artist as part of this marketing strategy.
- A live version will be recorded of Frida's EP with a string quartet at each venue/show of the tour. Each recording will then be available via a private mailing list called "Touray's Friends" that the attendees can subscribe to with a pre-save link containing a QR code two weeks before the tour starts. Each specific version will be available to download after the gig/show and will be exclusively allocated only to the attendees of that show, almost like a souvenir.
- The strategy is to create engagement and reward fans and listeners that have been identified in both the UK and cities in the US. From research undertaken and according to data found, Frida Touray's audience spans across the ocean to the US, in cities such as New York and Los Angeles; the strategy is to build a closer bond with her fans. There will also be a selection of the best live recording of the show on tour released on all digital streaming platforms after the tour.



# Tour

Frida Touray is a developing artist; sending Frida on tour with a string quartet and her band to cover many locations globally would be inappropriate and costly. Therefore, it has been decided to focus the tour on the UK mainly with an international expansion/sequel if the domestic tour succeeds. This could cover two cities in the US such as NY and LA. To reduce further costs, Frida could also, for example, use local musicians in NY and LA. The tour will run over two weeks, and the locations have been decided from analytics through Spotify (Spotify from Artists, 2023) below as to where Frida's main fans/listeners are.

## **Tour dates**

London Wed 11<sup>th</sup> Oct 23

London Sun 12<sup>th</sup> Oct 23

Manchester Wed 18<sup>th</sup> Oct 23

Bristol Thur 19<sup>th</sup> Oct 23

Brighton Sat 21<sup>st</sup> Oct 23

## **The extension (US), dates TBA**

New York, Los Angeles



# Merchandise

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- Following the footsteps of many artists today, selling vinyl has been recognised to be a great success in sales. Frida Touray can seize the opportunity to offer merchandise such as Vinyl and to build on the connection with her fans. Frida will have 500 Limited edition Vinyl's ready and signed by her. The Vinyl will contain the live recording of one of her best shows during the tour.
- The announcement of the vinyl will take place after the tour when the same live recording of one of her best shows during the tour is out for release on all digital streaming platforms.
- "Vinyl records have been experiencing a resurgence and become hugely popular, surpassing CD sales every year, which is a trend driven by the millennials" (Biron, 2023)

## Frida Touray's Live Album Release and UK/US Tour

Budget: £25,240

Income: £31,620

# Budget

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- A theoretical £25,240 budget is estimated as needed to deliver this project. PRS funded Frida Touray's debut EP 'Mending', and the budget and financial plan for Frida Touray's new marketing campaign uses PRS' (PRS for Music Foundation, 2023) as a reference. The budget overall has been split between the creative process, release and the UK/US tour. Frida's income is mainly based on the medium of streams that Frida has on Spotify, which were calculated through a streaming calculator on Music Gateway (Music Gateway, 2023). Income is also estimated on ticket sales for a venue with a 100-200 people capacity and Vinyl sales.

# Branding

Frida Touray's sound:

“Soulful melancholia of Touray’s Scandinavian roots is all over her music —vulnerable and personal, authentic expression.”

- (Acoustic Soul-Folk vein)

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