

Program : MA Music Business

Module : Entertainment Marketing

Module code : BMTY7003

Lecturer : Tim Ferrone

Assignment title : Report

Student name : Chiu Wai Yin, Winnie

Student ID number : 2125608

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Jacky Leung is a young Hong-Kong-born, active saxophone player in his early 30s. He received his music education in Hong Kong local music institution and is now one of the top saxophone players in Hong Kong.

Jacky specializes in his genre, including original classical music and jazz, and he is also an expert in making saxophone covers. His versatility in different music styles, unlike those pure classical music players or pure jazz music players, make him has a broader target audience base.

Jacky has achieved the following in his career thus far :

- Facebook : 4788 followers
- YouTube : 338 subscribers
- Instagram : 208 followers

As a new classical music artist, I believe Jacky, within this coming year, needs to enlarge his fan base and gain more exposure in different media platforms. Therefore the following objectives are set and will be described in details in the market strategy outlined in this report :

- 1) Establish his own logo
- 2) Launch his first classical album LOCUS II
- 3) 10,000 followers on Facebook
- 4) 1,000 subscribers in YouTube & Instagram
- 5) A spot on the Spotify playlist “Classical Saxophone”
- 6) HK-China-Japan International tour

Target audience

Jacky's overall appearance, music genre, website presentation & even the level of activities involved were very similar to another saxophone player, Ueno Koehi (Uenokohei,2022) in Japan. By analyzing Ueno's target audience via Soundcharts, Viberate.com etc. and other data analytics tools and compare with Jacky's audience insight on Facebook, Jacky's target audience should be defined as people with age between 25-44, skewed to male, primarily HK based, (similar to Ueno whose target audience is all in Japan) with potential growth outside his local country.

Those people should be young to mid-aged working white color adults with middle to high income & education level who love to listen various genres of music under different streaming platforms. This group of targets like to spend most of their time in the digital world browsing & interacting on different types of social media, including Facebook, Instagram, YouTube, Spotify, Twitter etc.



(Viberate.com, 2022)

This group of people follow all the pop trends in music and artists' news. They are open-minded, more receptive to new media & more likely to try new things. This group also likes to mingle with friends, have gatherings, share things on social media & discuss different topics openly.

Jacky is also famous for producing beautiful sounds in classical and pop music. His captivating sound always received high acclaim in all his local and overseas performances. There are also many saxophone players who are well known for their nice and warm sound, but one of the closest artists that Jacky should make reference to is also a Hong Kong-born saxophone player, Kenneth Tse (kennethtse, 2022). Kenneth also received local education in Hong Kong but later went to the USA to further his study, and now he is already one of the top renowned saxophone artists in the saxophone world. By analyzing Kenneth's target audience via his Facebook insights (I am also the page admin of Kenneth) & other information like the comments from his posts and comments from his concert audience, it showed that his target audience also lied within 25-44 while skewed to older age group with more demands in chasing higher quality music with more profound inspiration, better sound & performing standard.

Jacky is also a composer, music arranger, conductor & producer. He always composes and arranges music for himself and his Jazz orchestra. He even produces concerts with multi-media together with collaboration with different artists.

Narrative :

However, all these achievements are not within easy reach, especially for a locally studied musician like Jacky, despite his talent. There is always a general perception in Asia that people will have higher-performing standards if they have studied abroad, especially studying in Europe or the USA. This indirectly reduces the opportunity (job, performance etc.) for those musicians who studied in the local music institutions, although they are talented with high potential.

Because of this, with the same opportunity, Jacky needs more time & effort to even get close to it compared with those who studied abroad.

He always describes his career has many points, he needs to face extra challenges & put extra time to achieve up to that point, then move on to another one. All these groups together like a LOCUS that shaping the future him.

Even though there is an old Chinese saying mentioning the life of a person is depends much on "Fate 命" followed by "Luck 運" then "Fung Shui 風水" (Chinese fortune-telling)", he always believes everything is possible, everyone is the maker of his own fate. Therefore, he always does his very best to explore various new ideas, creating new music in both the classical & pop music fields.

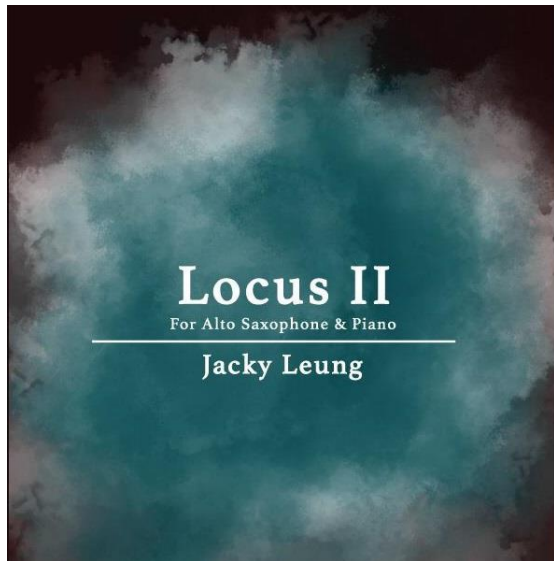
Strategy :

Logo for Jacky Leung



- Letter "J"  and letter "L" 
- saxophone symbol
- contains different angles -> branch out in different directions

Single : LOCUS II



(tentative artwork)

The name of Jacky's first single is called LOCUS II.

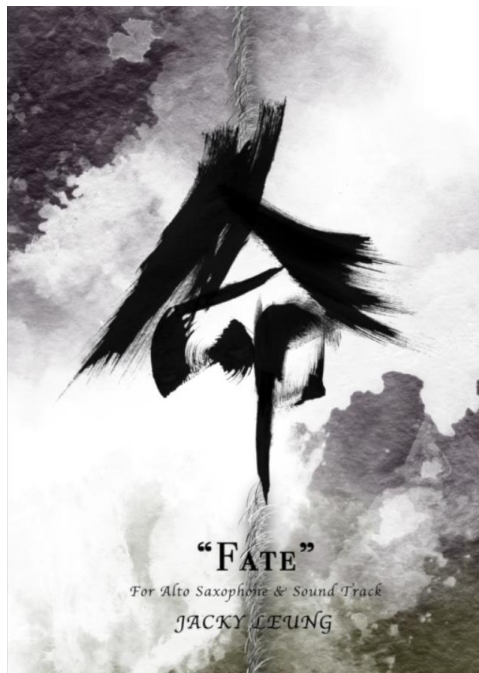
Storyline :

The whole storyline of the first Single for Jacky is about his local origin. This is about the story of his music journey as a local musician, without any help or referral from teachers overseas, without the advantages of getting inspiration from the overseas music learning experience, and how he can achieve all his “points” and form his own “LUCUS” to become the present HE.

The local origin of a musician is never being emphasized in the past. This storyline can create a great resonance with the local audience, especially with all the local musicians. Besides, it also can connect the media not only to the distinctive music of the new singles but also to the local story behind each music. This also can bring inspiration to future music development with possible collaboration with other local musicians.

In this single, the theme song “LOCUS II” is played by solo alto saxophone and piano and is composed by Jacky himself. The song is best illustrated by the ups & downs of what a local musician encountered during his music life and how they can overcome all the obstacles and come to a bright future.

The second song is also composed by Jacky, a solo saxophone piece backed up by different Chinese percussion instruments.



(tentative artwork)

The contemporary music style of this song demonstrates the misty & uncertainty of the future led by the unpredictable “FATE” to echo his path and belief as a local musician in Hong Kong.



(tentative artwork)

The last song is called “TRANSFORMATION”. The song is a transformation of popular & signature tune that resonates in the audience’s mind to a specially re-arranged music styles ranging from blues, bossa-nova, and avant-garde to modern electronic music performed with Chinese and Western musical instruments. This creates a total new music experience for the audience while showcasing the creativity & music caliber of the musician.

Taste Makers engagement

As a new artist specializing in different music genres, Jacky needs to reach as broad a spectrum of the audience as possible. Therefore, taste makers from different channels will be engaged to ensure his music can be played on as many platforms as possible.

Radio 4 HK (Radio 4, 2022)

Radio Television Hong Kong (RTHK) is the public broadcasting service in Hong Kong. Its Radio 4 station is the only radio station featuring classical music and fine arts in Hong Kong. (Wikipedia, 2022) There are several broadcasters on Radio 4 specializing in introducing music with different genres.

1. Colin Touchin



(RTHK, 2022)(CCO, 2022)

Colin Touchin is a British conductor, composer, clarinettist, recorder player, festival adjudicator and broadcaster. His compositions and arrangements have been broadcast on BBC Radio 3 and RTHK Radio 4, and he hosts a weekly programme – “In Touch with Music” on Radio 4 where Colin shares with the audience many parts of musical history and several musical forms, from medieval to contemporary, from local to far-off shores. His choice of music certainly can fit in Jacky’s music repertoire therefore his recommendation in his program can undoubtedly help Jacky to reach a wider audience.

To reach Colin, his biography was studied, and it was found out that he is currently the guest conductor of Tak-Ming Philharmonic Winds & City Chamber Orchestra of Hong Kong. Since I know both the music managers in Tak-Ming Philharmonic Winds & City Chamber Orchestra of Hong Kong, an introduction from both the music managers and a short meeting will be lined up before their rehearsal to present Jacky’s repertoire. The local music feature in LOCUS II, together with the unique music forms, will be emphasized during the meeting, together with the presentation of the CD demo.

2. Nancy Loo



(RTHK, 2022) (Wikipedia, 2022)

Nancy Loo is one of Hong Kong's most versatile artists, a pianist, radio programme host, actress, writer, and educator. Loo's engagement with music education in the community is noteworthy; she frequently serves as an adjudicator for piano competitions as well as giving talks and master classes. She has been the presenter of RTHK Radio Four's *Cantilena*, a music interview program, for over ten years.

With the previous collaboration with her in past concerts with other orchestra, personal contact can be made to present Jacky's profile, and an exciting story will be curated to pitch for a personal interview in her program.

3. Marvin Lee



(RTHK, 2022)

Local drummer & broadcaster, Marvin presents one hour of handpicked jazz music from standards to fusion on Sunday night in his program – Jazzing up. Marvin used to be my ex-colleague in Tom Lee Music Company therefore Jacky's promotion CD will be given to him and the song "Transformation" will be the focused song in his program.

We need to garner broadcasters with different programs so that Jacky's music can be well represented. With Colin on classical music, Nancy on personal interview, and Marvin's program on jazz music is a perfect complement to Jacky's portfolio.

Spotify

Classical musicians, especially those in Asia, are not very active on Spotify. Even for those very famous classical saxophonists, their followers on Spotify are not promising. With Spotify aiming to hit 1 billion users by 2030, announced by Spotify in the publicly-traded music streaming company's first "Investor Day" (Ingham, 2022), getting Jacky's music playlist on Spotify can be a gamechanger to grow his fanbase.

A classic saxophone playlist was investigated, and some curators specializing in classical saxophone music or saxophone cover music were spotted:

1. Saxtribution – 62,134 monthly listener curating playlists involving classical saxophone music and saxophone cover. I will send an email to Saxtribution via their website with Jacky's credentials for pitching (Saxtribution, 2022)
2. Saxophone Dreamsound – 27,650 monthly users, curating playlists involving classical saxophone music and saxophone cover.

Promotion Plan

A) Press & Launch plan of LOCUS II

Target launch date : 2/10/2022

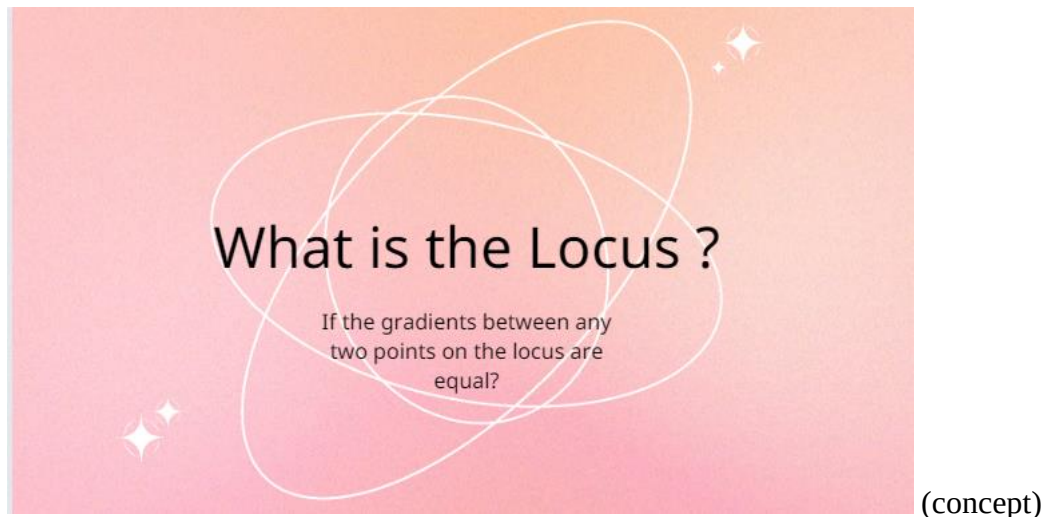
Big idea (Theme of the campaign) : What is your LOCUS ?

Objective of the campaign : Bring the word LOCUS to the attention of the consumers by asking simple geometric questions.

3/7 5's video with just a question to create the curiosity of people to find out what will be that LOCUS

Question : If the gradients between any two points on the locus are equal, what will be that locus?

Platform : FB, IG, YouTube



- 10/7 15's teaser video of the 'making of' for the LOCUS II single
Platform : FB, IG, YouTube
- 17/7 5's video of second geometric question about LOCUS together with the answer of the first question
Questions : What will be that locus if every point is equally distant from the centre?
Platform : FB, IG, YouTube
- 31/7 15's video showing the actual MV of LOCUS II
Platform : FB, IG, YouTube
- 7/8 5's video on 2nd question answer together with Big teaser word "WHAT IS YOUR LOCUS?"
- 14/8 Single premiere announced with pre-save information
Platform : Facebook, IG, YouTube
- 21/8 Track list revealed with description of each song (LOCUS II, FATE, TRANSFORMATION)
Platform : Facebook, IG, YouTube
- 24/8 Official release of audio to radio

24/9 Promo in Radio 4 “Cantilena” with Nancy Loo

- Story about Jacky on his music journey will be revealed explaining the name of LOCUS II
- Information about creation ideas of each of the songs in the single
- Tour information will be explained
- Live performance

2/10 Single released

9/10 LOCUS II will be available for streaming and downloads on all digital platforms

B) Music Distribution :

DistroKid will be used for the distribution of LOCUS II because of the below advantages :

- A massive network of partners and stores
- The push is being 10 to 20 times faster than any other distributor to get Jacky’s music into digital download and streaming platforms
- Jacky can distribute unlimited songs for an annual fee and get paid 100% of their royalties monthly
- allows Jacky to set up earning “splits” to route a portion of royalties to others, distribute cover songs legally, and play with backend music sales administration features
- offers bespoke value-added services that have separate price tags from their music distribution service
- ability to set up automatic royalty splits

C) Press & Promotion Plan for Post launch of LOCUS II :

1) Radio

- Radio 4 will be the primary partner for the release of LOCUS II, in which the song “LOCUS II” & “FATE” will be featured in “In Touch with Music” on Saturday, while “TRANSFORMATION” will be featured in “Jazzing up” on Sunday.

2) TV Cultural program

- Art & Culture Magazine – (TVB, 2022)
Art & Culture Magazine is a 30-minute archival cultural and arts information programme on TVB Jade Channel in Hong Kong, premiered on 5 January 2020 and aired every Sunday at 9 am.
- Each episode of the show provides an in-depth introduction to specific artistic and cultural fields through visits to sectoral “talents” or activities so that the audience can further understand the relevant artistic and cultural implications.
- Content will be focused on the Transformation of music from classical to different music genres via different Western & Chinese musical instruments. The content will include an interview with Jacky on his ideas of the whole transformation & introduction of the repertoires; dialogue with different instrument players & their thoughts about the transformation will also be covered, together with a short live performance video of some of the repertoires to showcase the versatility & impact of the program. This can serve as a promotion channel for Jacky’s coming concert & tour in China & Japan.
- This will be an **EXCLUSIVE** content to TVB to increase the attractiveness & chance to air this program. Besides, the program’s copyright will also be negotiated so the video can be used for other promotions on the coming tour.

3) Paid Advertisement

The release of the single, special interview, concert announcement, advertorial & tour information will be placed on different online (include their respective social media) / offline press platforms.

On Single :

- Arts-news (Art-news, 2022)
 - o Feature in their music section where they put the best playlists, songs & artists to listen to
- The Underground (Underground, 2022)
 - o Will feature the review of the single in their CD review section
- KKBox (KKbox, 2022)
- YouTube banner campaign

On Concert

- Arts-news (Art-news, 2022)
- Cultural + (Cultural +, 2022)
- Headline Daily (free newspaper) (Headline, 2022)
- AM730 (free newspaper) (AM 730, 2022)
- o Free concert ticket distribution in the “Am Jetso” quiz game session (AM 730, 2022)
- South China Morning post performing art section

4) Earned media (or “Free media) / PR

On Single :

- Music Valley – New music recommendation – (Music Valley, 2022)

On Concert

- Timable (Timable, 2022)
Timable helps the audience discovers events real-time, on the go. They cover all happenings in Hong Kong, from popular to indie ones, like music, arts, exhibitions, festivals, family events, promotional offers. They encourage sharing of public events among the community. It is an open platform for event information exchange.
- Art-mate (Art-mate, 2022)

On interview

- Music Valley - Interview section (Music Valley, 2022)

5) Collaboration with influential music companies

Work with active local music companies like Tom Lee Music Company (Tom Lee Music, 2022) Parsons Music (Parson Music, 2022) etc :

- Engage in their online music show so as to showcase the special feature of the concert to a broader & relevant audience base.
- Make use of the social media account of the music company to promote the concert
- Send newsletter & concert information together with ticket discount to their customer base as promotion follow up.

D Concert tour

Theme of the tour : East & West Encounter

The repertoire in the East & West ENCOUNTER sets a new era of music by bringing metamorphosis to the traditional concepts and boundaries of Chinese & Western music, attracting both the existing & new group of audience by giving them an astonishing new music & unexpected concert experience that contextualizes Chinese & Western music for modern times.

A transformation of different music genres is being undertaken in the concert whereby popular & signature tunes & repertoires that resonate in audience mind will be specially re-arranged into different music styles ranging from blues, bossa-nova, avant-garde to modern electronic music performed with Chinese and Western musical instrument or even vocal and other modern technology. This will be a breakthrough in the traditional concept of each music style and the ‘MEET’ & ‘TALK’ of different instruments not only can showcase their uniqueness but also to unveil their flexibility in “interacting” & “communicating” with each other.

This is definitely a new way of music interpretation expanding the audience for traditional music beyond what is currently available into a new era of music. These were on one hand respectful of the originals, while creating something new, witty and modern.

Artistic, modern & eye-catching poster/leaflet will be created not only to bring out the details and “self-introduce” the concert but also to reflect the amazing experience people will have at the concert. They will be distributed to multiple touch points including but not limited to all ticketing outlets in Hong Kong, other performance venues, music companies, local schools & universities, music institutions etc to reach different target audience. They will also be sent via teachers’ networks both inside Hong Kong and overseas to coordinate for live stream opportunities.

Stations : Hong Kong -> China (Guangzhou, Shanghai, Beijing) -> Tokyo, Japan
Tour schedule : Dec 3 – Dec 11, 2022

Dec 3, 2022 (Saturday) - Hong Kong station : Y Theatre (Y Theature, 2022)

This proscenium theatre with a total seating capacity of 643 persons. The stage was designed to provide versatility. Its “flexible space” gives the Theatre more possibilities to suit different kinds of performances. When fully extended, the stage can accommodate a full orchestra. Professionally equipped with stage lighting, sound system and Audio/Video facilities, the Theatre is ideal for staging drama, dance, musicals, and musical Performances. It can also be used for opera, film and variety performances. A production desk can be set up at the centre on stalls level to accommodate control panel and related production needs.



Dec 4, 2022 (Sunday) – Mao Live House Guangzhou station (Mao GZ, 2022)

The MAO Livehouse Guangzhou opened in December 2017. The venue is located next to the subway line 8 Pazhou Station, covering a space of 700 square meters, and accommodating up to 800 people. The unparalleled stage equipment, lighting system, sound system, and well-trained hospitality team distinguish MAO Livehouse Guangzhou from the others.



Dec 7, 2022 (Wednesday) – Mao Live House Shanghai station (Mao SH, 2022)

The MAO Livehouse Shanghai opened in 2009. Located between Xintiandi and Tianzifang, MAO Livehouse Shanghai is surrounded by numerous convenient transportation options. As expected, the advantageous location has brought MAO Livehouse Shanghai the incomparable attention. With its spacious space sections and fine facilities, MAO Livehouse Shanghai currently firmly holds the leading position among Shanghai's independent music venues. MAO Shanghai covers a space of more than 1,000 square meters and has a height of 5.3 meters. The space is able to accommodate 800 people



Dec 9, 2022 (Friday) – Mao Live House Beijing station (Mao BJ, 2022)

MAO Livehouse Beijing opened in November 2017. The venue located in Huaxi LIVE hi-up zone, an emerging commercial complex in the west of Beijing. MAO Livehouse Beijing Wukesong's space covers about 600 square meters, with a height of 8 meters, and is capable of accommodating up to 800 people.



Dec 11, 2022 (Sunday) – Theatre Cocoon, Bunkamura, Tokyo, Japan station (Bunkamura, 2022)

The first of its type in Japan, Theatre Cocoon was born out of the concept of offering the perfect setting for a fusion of drama and music. Fully committed artistic production makes possible all kinds of dramatic milieu, from musical dramas to concerts and contemporary dances. Theatre Cocoon brings out the music in drama and the drama in music. Theatre Cocoon's residence system and its two-season system have become firmly established. Furthermore, with seating for 747, it is a thoroughly practical, medium-sized theatre. The stage and the back row of seats are a mere 24 meters apart. The intimate dimensions and the three-tier balconies either side of the stage evoke a unique ambience, a sense of oneness between the audience and the artists.



Promotion material:



Poster/Flyer (Tentative design)

Promotion & booking agency :

China tour : Collaboration with Mao Livehouse

Japan tour : Collaboration with Shalestone music (Shalestone Music, 2022)

Press Release

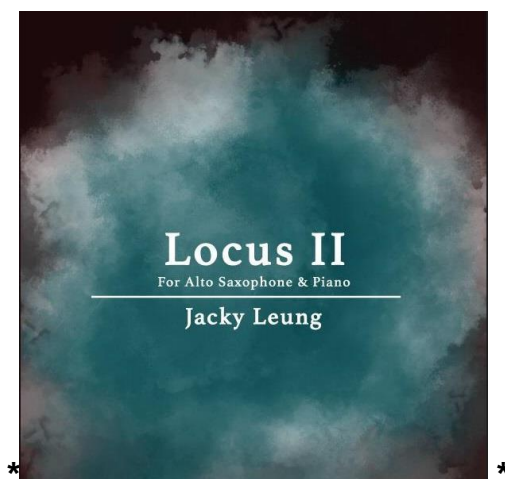
JACKY LEUNG

INTRODUCES HIS NEW SINGLE

'LOCUS II'

[*INSERT LINK TO TRACK HERE*]

"He Plays with such inspiration and passion" – Striding On, HKJC



Jacky Leung releases his highly anticipated new single '**LOCUS II**' next Sunday the 2nd of October. It also announced its **East & West encounter** concert tour in December, 2022

Catchy & inspiration tracks composed or arranged by Jacky that really encapsulates Jacky's powerful playing techniques and impressive writing ability. You simply cannot help but want to listen to this again and again.

'**LOCUS II**' was the theme song in this Single which expresses Jacky's music journey like the points in the LOCUS. "FATE" was another song backing by different Chinese percussion instruments showcasing the composer's magical talent in blending different instruments forming a misty & mysterious mood resembling one's future. "TRANSFORMATION" was a totally different style of music which shows how the traditional popular tune can be "transformed" into different music styles performing with Chinese & Western musical instruments or even other modern technology. The "Transformation" concept will also become the main theme for his "East & West Encounter" concert tour in December, 2022.

LOCUS II tracks are a real testament to Jacky's seemingly endless musical talents and the strong interpretation on every track really captures his passion, raw skill and drive to succeed in an industry that he is so very invested in.

LOCUS II will be available for streaming and downloads on all digital platforms on Sunday October 9, 2022.

East & West Encounter Tour Date :

December 3 – Y Theatre, Hong Kong
December 4 – Mao Livehouse, Guangzhou
December 7 – Mao Livehouse, Shanghai
December 9 – Mao Livehouse, Beijing
December 11 – Theatre Cocoon, Bunkamura, Tokyo

For more information on East & West Encounter :
Xxx

Management contact :

Press contact :
xxx

Socials:

[INSTAGRAM] [SOUNDCLOUD] [SPOTIFY]
[APPLE
MUSIC]

Key Milestones : (detailed marketing timeline please refer to appendix)

LOCUS II Single	
Single release promotion	
1st teaser : Locus question 1	Jul-03
Making of video	Jul-10
2nd teaser : Locus question 2	Jul-17
LOCUS II MV clip shot	Jul-31
Final teaser	Aug-07
Single premiere announcement + Pre-save info	Aug-14
Track list revealed	Aug-21
Official release of audio to radio	Aug-24
Interview Promo in Radio 4	Sep-24
Press Release to all media	Sep-25
Single released	Oct-02
Available for streaming & download on all digital platforms	Oct-09
Press promotion after the Launch of Single	
Radio promotion	
Radio 4 program - In touch with Music	Oct-09
Print advertising	
On single	
Art-news	Oct-16
YouTube banner	Oct-16
The Underground	Oct-23
KK Box - CD review	Oct-23
TimeOut	Oct-30
Music Valley	Oct-30

East & West Encounter concert tour	
Press promotion for the tour	
Radio promotion	
Radio 4 program - Jazzing up	Nov-27
TV Cultural program	
Yiwenzi	Nov-20
Print advertising	
Timable	Nov-06
Art-mate	Nov-06
South China Morning post	Nov-13
Art-news	Nov-20
AM730	Nov-20
Culural +	Nov-27
Headline Daily	Nov-27
Actual tour date	
HK station	Dec-03
GZ station	Dec-04
SH station	Dec-07
BJ station	Dec-09
Tokyo station	Dec-11

Marketing budget

Total Marketing is estimated to be £52,560

		Target spending (£)	Target spending (£)	Remarks
Single				
	Digital distribution	£60		DistroKid for 4 years
	Physical production	£100		
	Subtotal		£160	
Tour				
	Rehearsal space	£900		6 rehearsals
	HK concert			
	Musician	£8,000		6 musicians + arranger
	Venue	£1,500		
	Crew	<u>£8,000</u>		Audio, light, stage, photography crew
	Subtotal	-	£18,400	
	Travel expense (7 ppl)			
	Road transport from HK to China	£400		Train from HK to GZ @50 per person
	Air freight from GZ, China to SH, China	£1,100		Domestic flight
	Air freight from SH, China to BJ, China	£1,100		Domestic flight
	Air freight from China to Japan	£3,600		International flight
	Air freight from Japan to HK	<u>£3,600</u>		International flight
	Subtotal		£9,800	
	China promoter fee (Mao Livehouse)	£5,000		(include booking & promotional fees, hotel, tour manager, dinners, and transportation)
	Japan promoter fee (Shalestonemusic)	<u>£2,400</u>		
	Subtotal		£7,400	
Publicity & marketing fee				
	Graphics design	£3,000		Poster, flyers, single artwork
	Photo shoots	£300		

	Poster/flyers production	£1,000		
	Video production	£1,000		
	media cost			
	Social media cost	£1,500		
	Online Print advertising	<u>£10,000</u>		5 media each for singles & concert @1000 each
	Subtotal		£16,800	
	GRAND TOTAL		<u>£52,560</u>	

Appendix :

1. Press shots for Jacky Leung



2. Biography for Jacky Leung

Foremost saxophone player Jacky Leung has won over 10 first prizes in various international music competitions in Germany, North America, Canada & Japan (Pop Music & Classical Music & Composition session) since 2018. He is also the first saxophonist awarding a full scholarship from The Hong Kong Jockey Club Music and Dance Fund (Local Studies).

Jacky was praised by different magazines & organizations about his versatile musical styles in performances. He was invited as a guest soloist and guest chamber group in many international events and radio broadcasts including World Saxophone Congress, Asian Saxophone Congress, Asia Pacific Saxophone Academy, Music China in Shanghai and Radio Television Hong Kong etc. In January 2020, Jacky was invited by Osaka International Music Competition to perform in their Winner concert.

Apart from being a frequent soloist, Jacky also conducted masterclasses and workshops in various international institutions and important events in the USA, China, Thailand and Malaysia etc. In 2017, Jacky was invited as the guest lecturer of "Lao Shan Art Lecture" held in Qingdao Grand Theatre, which was later aired in the Qing Dao TV Dangjian Channel. During 2017-2019, Jacky was also invited to host masterclasses & recitals in Thailand Mahidol University, Shantou University, Kuala Lumpur Performing Art Centre in Malaysia, China Annual Saxophone Congress and the North American Saxophone Alliance Region 3 Conference in the University of Minnesota.

Jacky also performed with many internationally renowned artists in past concerts including Nathan Bogert, Vincent David, Jean-Yves Fourmeau, Philippe Geiss, Stephen Page, Timothy Roberts, Kenny Tsai and Kenneth Tse etc.

Being the member of the Composers and Authors Society of Hong Kong Ltd. (CASH), Jacky has been nonstop working on different composition and arrangement works. Apart from writing & arranging music for his founding chamber group ONLY ONE and the ONLY ONE Jazz Orchestra, he also premieres his works in many international occasions. In March 2019, He did a world premiere of two of his own compositions "FATE" with multi-media & "LOCUS II" with piano in the North American Saxophone Alliance Region 3 conference, together with his own arrangement of the famous Chinese repertoire "Tribe of Yao Dance 瑶族舞曲" into saxophone duo, which received high acclaim. He is also active in collaborating with local directors for the micro movie music. His recent composition in the micro movie 'Accident' had won the silver prize in the 9th Microfilm Production Support Scheme, 2022. In 2017 & 2018, he was the producer of CDs, "Fly High Little Ones @ Sham Shui Po" & "Amazing" for Music Children Foundation (MCF) charity musical & the producer of the MCF online Live concert series (10 episodes) in 2020.

Moreover, Jacky leads a number of orchestras and concert bands as conductor & band director

participating in numerous performances and competitions. In 2017, he played and conducted in the concert with West Symphonia band from Singapore, which received high recognition. In the same year, he has served as one of the jury members of the Elbe Valley International Music Festival. In 2021, he also conducted in a concert performed by a 500-people orchestra & choir.

Last but not least, Jacky is very committed to contributing to the community as well. He is the music director of Music Children Foundation (www.musicchildren.org.hk) providing & implementing free music training, including different music curriculum & chamber music experience to underprivileged children in Hong Kong.

Jacky is currently the Music Director of the Music Children Foundation, Vice Chairman of the Hong Kong International Single Reed Association, freelance saxophonist of the two most representative orchestras in Hong Kong namely the Hong Kong Philharmonic Orchestra and the Hong Kong Sinfonietta. Jacky is also a Vandoren artist.

More information and media clips are available at www.jackyleung.hk.

3. Audio link for LOCUS II

https://drive.google.com/file/d/1laVfTIHooTli2e0_QEAiydBn6NlyHo0m/view?usp=sharing

4. Audio link for FATE

https://drive.google.com/file/d/1yOF8GyhJo3mXBI-g53B_79o-AVGdLYB3/view?usp=sharing

5. Video link for teaser ad (tentative design)

https://drive.google.com/file/d/1Kh4zmBr57cBa_Hcf_f_r4cZio7q49t1e/view?usp=sharing

6. Marketing time line

Week of			July					August					September					October					November					December					
			3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28
			Sun	Sun	Sun	Sun	Sun	Sun	Sun	Wed	Sun	Sun	Sun	Sun	Sun	Sun	Sun	Sun	Sun	Sun	Sun	Sun	Sun	Sun	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
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Making of video			Jul-10																														
2nd teaser : Locus question 2			Jul-17																														
LOCUS II MV clip shot			Jul-31																														
Final teaser			Aug-07																														
Single premiere announcement + Pre-save info			Aug-14																														
Track list revealed			Aug-21																														
Official release of audio to radio			Aug-24																														
Interview Promo in Radio 4			Sep-24																														
Press Release to all media			Sep-25																														
Single released			Oct-02																														
Available for streaming & download on all digital platforms			Oct-09																														
Press promotion after the Launch of Single																																	
Radio promotion																																	
Radio 4 program - In touch with Music			Oct-09																														
Online Print advertising																																	
On single																																	
Art-news			Oct-16																														
YouTube banner			Oct-16																														
The Underground			Oct-23																														
KK Box - CD review			Oct-23																														
TimeOut			Oct-30																														
Music Valley			Oct-30																														
East & West Encounter concert tour																																	
Press promotion for the tour																																	
Radio promotion																																	
Radio 4 program - Jazzing up			Nov-27																														
TV Cultural program																																	
Yiwenzi			Nov-20																														
Print advertising																																	
Timable			Nov-06																														
Art-mate			Nov-06																														
South China Morning post			Nov-13																														
Art-news			Nov-20																														
AM730			Nov-20																														
Culural +			Nov-27																														
Headline Daily			Nov-27																														
Actual tour date																																	
HK station			Dec-03																														
GZ station			Dec-04																														
SH station			Dec-07																														
BJ station			Dec-09																														
Tokyo station			Dec-11																														

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