BELIEVE MUSIC UK RE-BRAND

believe®
Distribution services

PORTFOLIO
FOUNDATION IN INTERNATIONAL MUSIC MARKETING

KRISTY BRITT
2106888

CONTENTS

COMPANY ANALYSIS

3-4: OVERVIEW

5: TIMELINE

6: HEADLINES

7: CLIENTELE

8: REVENUE STREAMS

9: CORE VALUES

10: THE PEOPLE

11: THE ARTISTS

12-13: COMPETITOR ANALYSIS

BRANDING ANALYSIS

15: BRANDING

16: WEBSITE

17: SEO

18-19: SOCIALS

20: COMPETITORS

THE RE-BRAND

22-24: BRAND STRATEGY

25: DIGITAL STRATEGY

26: AIMS AND KPIS

27: MOODBOARD

28-30: NEW BRANDING

31: BRANDING APPLICATION

32: WEBSITE

THE DETAILS

34: PROJECT MANAGEMENT TIMELINE

35: BUDGET

36-37: CONSULTANCY DELIVERABLES

38: HEAD OF TERMS AGREEMENT

39-41: BIBLIOGRAPHY

COMPANY ANALYSIS

O V E R V I E W

Believe or Believe Music (prev. Believe Digital) was co-founded in 2005 by CEO Denis Ladegaillerie, Arnaud Chiaramonti & Nicolas Laclias.

Believe is the largest fully independent music distributor and services provider. (Tileyard, n.d.)

Believe employs 1500+ people across 50 countries and support 850,000 artists across all musical genres.

Believe UK launched in 2010 and employ 60 people at Tileyard, London.

"[Believe UK] has grown rapidly from an enterprising digital distributor and record label start-up into [a] robust full-service music group." (Believe, n.d.)

SERVICES

- DIGITAL AND PHYSICAL DISTRIBUTION
- RETAIL AND STREAMING MARKETING
- DIGITAL MARKETING
- MARKETING AND PROMOTION MANAGEMENT
- VIDEO CHANNEL MANAGEMENT
- SYNC
- PUBLISHING
- NEIGHBOURING RIGHTS
- PROJECT FUNDING

Believe are a single access point to more than 150 digital platforms and a preferred streaming partner for market leaders including:

O V E R V I E W

WHY IS BELIEVE A MARKET LEADER?

Believe are a parent company to several of Europe's core industry entities.

- Owners of leading DIY distribution company TuneCore.
- Owners of physical distribution companies Soulfood and Groove Attack/Rough Trade (Germany) and Musicast (France).
- Owners and stakeholders in independent record labels: AllPoints, Nuclear Blast, Naive, Tôt ou Tard, Play Two, Think Music, Ishtar, Massacre Records and Jo & Co.

The company has expanded exponentially since its inception...

USPS

- 1500 LOCAL EXPERTS ACROSS 50 COUNTRIES
- IN-HOUSE RECORD LABELS AND DISTRIBUTORS
- PREMIUM SOLUTIONS WITH A 60-90% PAYOUT RATE FOR ARTISTS

TIMELINE

2005
FOUNDED
(PARIS)

2010
LAUNCHED
IN THE UK

2010
LAUNCHED
INTERFACE

2012
CREATED
VIDEO DEPT.

2015
ACQUIRED
TUNECORE

2016
LAUNCHED
DATAMUSIC
ANALYTICS

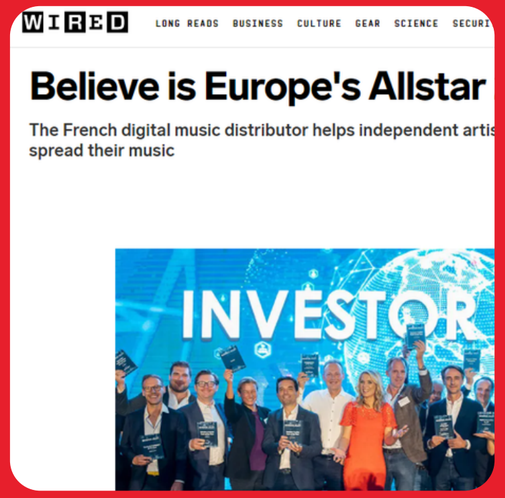
2018
ACQUIRED
3 NEW INDIE
LABELS

2018
LAUNCHED
ARTIST
SERVICES

2020
PARTNERED
WITH IRCAM
AMPLIFY

2020
ACQUIRED
SOUNDSGOOD

HEADLINES



2019

BELIEVE CROWNED EUROPE'S ALLSTAR COMPANY 2019 AT 18TH INVESTOR ALLSTAR AWARDS (WIRED, 2019)

2020

BELIEVE AND TUNECORE FACE LAWSUIT (DIGITAL MUSIC NEWS, 2020)

2020

TIKTOK AND BELIEVE STRIKE GLOBAL DEAL (TIKTOK NEWSROOM, 2020)

2022

BELIEVE DEMONSTRATES COMMITMENT TO GENDER EQUALITY (GLOBE NEWS WIRE, 2022)

CLIENTELE

Believe work with a variety of clients, record labels and artists, of all genres and sizes.

Believe's current target market appears to be corporate clients primarily and artists secondarily, perhaps because TuneCore is geared more toward artists.

REVENUE STREAMS

Believe has two main sources of income:

AUTOMATED SOLUTIONS

PREMIUM SOLUTIONS

Believe's global revenue rose by 30.7% in 2021 to €577.2m. (Music Ally, 2022)

Due to Believe's in-house record labels and distributors they can carry out several services for artists and labels in one package, cutting out the middle man.

Its 'Premium Solutions' division earned a €135m increase and Believe's 'Automated Solutions' (TuneCore) grew to €9m.

TuneCore's net revenue is generated through subscription money paid to Believe by its users. (Music Business Worldwide, 2021)

Denis Ladegaillerie (Founder and CEO): "While [Believe] benefit from structural market growth trends, this growth also reflects our unparalleled appeal to a new generation of independent digital artists looking for go-to-market solutions and a wide range of expertise."

"Throughout [2021], we kept investing in our cutting-edge platform to capture further growth and drive geographic expansion ... we are on the right track to reinforce our development and continue to pursue our objective of profitable growth while achieving our mission to help build a better, more diverse, more respectful, more transparent and fairer future for all artists." (Music Business Worldwide, 2021)

CORE VALUES

RESPECT

EXPERTISE

FAIRNESS

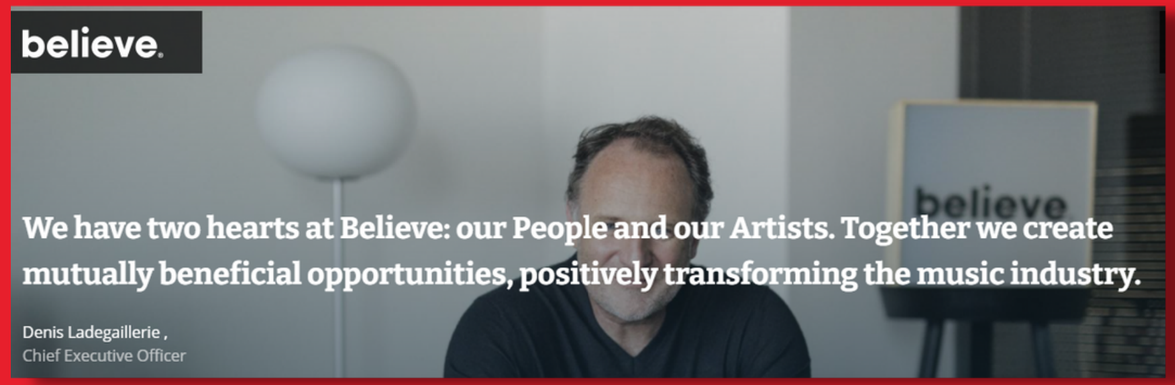
TRANSPARENCY

create.
share.
believe.

"Believe's mission is to develop artists and labels in the most suitable way, at each stage of their career and development, in all local markets around the world with respect, expertise, fairness and transparency.

We address the needs of all artists and labels equally – respecting their independence, informing their decision-making and innovating to grow their visibility, career and income.

We offer a wide range of services based on cutting-edge technology, drawing on strong relationships with our key partners: artists, labels, producers, as well as digital streaming services, video & social media platforms." (Believe, n.d.)



THE PEOPLE

Believe UK has 60 employees based at Tileyard, London. They understand that their team are pivotol to their success:

"We believe in local and diverse teams, in complete proximity with our artists and labels, taking an active part in the music ecosystem and with an indisputable passion for local music."

"We believe in the power of our people, who grow every day to best develop our artists and become the leaders of tomorrow in the music industry."

"We believe in innovation, which encourages our teams to invent new services to benefit our artists." (Believe, n.d.)

Ashley Hill, Senior Label Manager

I highly value the company's approach to embracing expert knowledge and encouraging learning, training and career growth, as well as, staying at the forefront of the latest trends to tools to help maintain an expert knowledge.

Tamsin Sharp, Artist Relations Manager

Believe fosters such a warm and open culture that you feel truly valued for your individual strengths, qualities and achievements, and know that you are important to the company's overall success, everyone is a team player.

THE ARTISTS

Believe support 850k artists across all musical genres. (Believe, n.d.)

	NOVELIST	FEEDER	ROSES GABOR
GENRE	RAP/HIP HOP/GRIME	ROCK	ELECTRONIC
TOTAL FANS	262.6K	487.6K	41.6K
SPOTIFY LISTENERS	251.3K	883.9K	95.7K
INSTAGRAM FOLLOWERS	77.4K	19.2K	13.2K
MONTHLY AIRPLAYS	270	710	49

IMAGE SOURCE: THE GUARDIAN

DATA SOURCE: SOUNDCHARTS (2022)

COMPETITOR ANALYSIS

Believe have several direct competitors., these vary between territories.

Some of Believe UK's largest competitors are:

- ROUTENOTE
- DITTO
- AWAL
- DISTROKID
- CD BABY

Company	Automated Solutions	Premium Solutions		Digital Distribution	Physical Distribution	Sync	Disc Manufacture	Digital Retail Partners	Artist Payout (%)	Publishing Services		Mastering / Mixing Services	Initial Sub. Rate ($)	Renewal Fee ($)	Overall Commission Rate - Year One	
		Y/N	Payout Rate (%)							Y/N	Commission Rate (%)				Per Song ($)	Per Album ($)
Believe (TuneCore)	Y	Y	60-90	Y	Y	Y	N	74+	100	Y	15	Y	29.99	49.99	9.99	29.99
CD Baby	Y	N	N/A	Y	Y	Y	Y	150+	91	Y	15	N	49.99	0	9.95	29.00
Ditto	Y	N	N/A	Y	N	N	N	150+	100	N	N/A	N	From 19.99	From 19.99	0	0
RouteNote	Y	N	N/A	Y	N	N	N	50+	100	N	N/A	N	30	9.99	9.99	29.99
DistroKid	Y	N	N/A	Y	N	N	N	150+	100	N	N/A	N	19.99	19.99	0	0
AWAL	Y	N	N/A	Y	Y	Y	N	100+	85	N	N/A	N	0	0	0	0

COMPETITOR ANALYSIS

STRENGTHS

- **BELIEVE (TUNECORE):**
UNIQUE TECHNOLOGIES - INC. MASTERING AND MIXES SERVICES

- **DISTROKID:**
ONE TIME "LEGACY FEE" OF $30 WHICH REPLACES ANNUAL FEE

- **DITTO, DISTROKID:**
UNLIMITED NUMBER OF UPLOADS

- **CD BABY:**
DISC MANUFACTURE (NO MIDDLE-MAN)

- AWAL:
DISC MANUFACTURE (NO MIDDLE-MAN)

WEAKNESSES

- **BELIEVE (TUNECORE):**
NO STEP-BY-STEP UPLOAD UPDATES

- **BELIEVE (TUNECORE), ROUTENOTE:**
MOST EXPENSIVE ALBUM UPLOAD

- AWAL:
HIGHEST COMMISSION - 15%

- **DITTO:**
POOR CUSTOMER SERVICE (SOURCE: PROMUSICIANHUB?)

- **DISTROKID:**
$0.99 PER YEAR FOR MUSIC TO APPEAR ON SHAZAM

- **DISTROKID:**
SUBSCRIPTION CANCELLATION MEANS AUTOMATIC ERASURE OF YOUR MUSIC

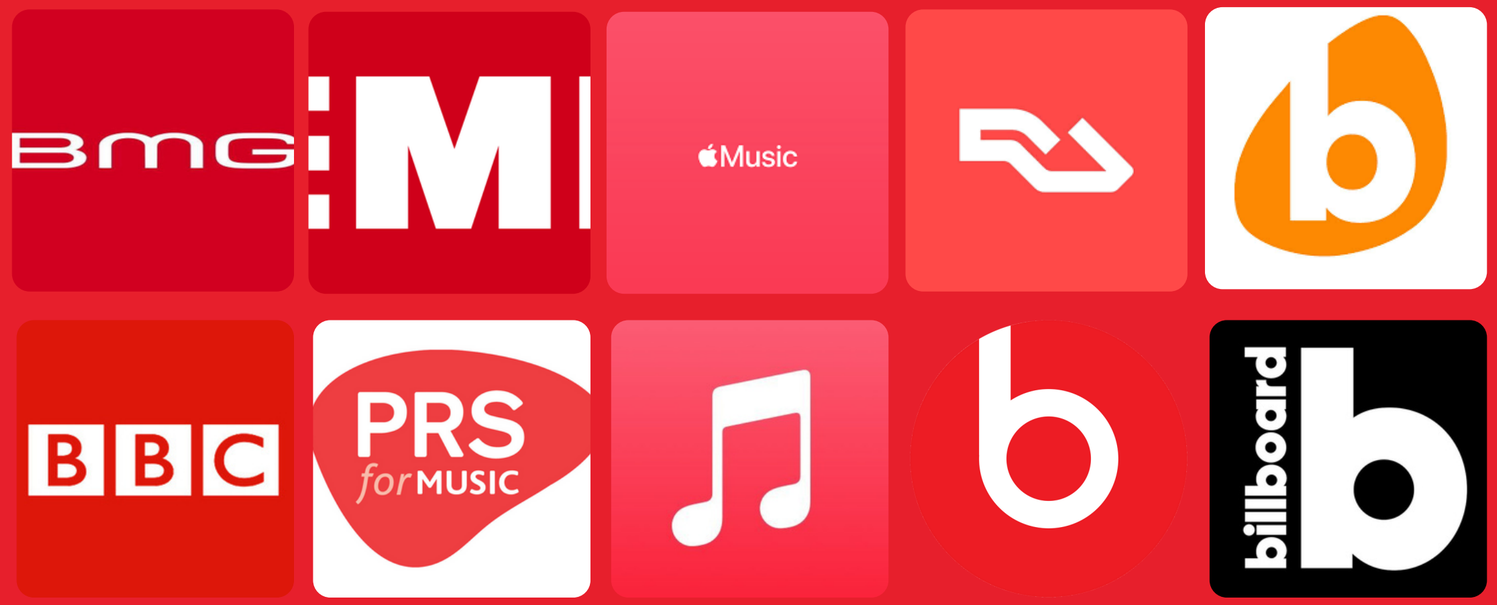
BRANDING ANALYSIS

PLEASE NOTE - THE PORTFOLIO WILL NOW FOCUS ON BELIEVE UK ONLY.

BRANDING

BELIEVE

OTHER COMPANIES



Believe UK use a white Sans Sarif font against a red or dark blue background. Their logo is modern and reflects their brand values but isn't representative of their innovation and eclectic client base.

The typeface and colourway combination is clean but very corporate, potentially giving the wrong impression to smaller artists and labels. The simplified "b." logo used on social channels detracts from the company name and message and works against Believe's values. There are also some other brands using similar branding, particularly Beats by Dre.

WEBSITE

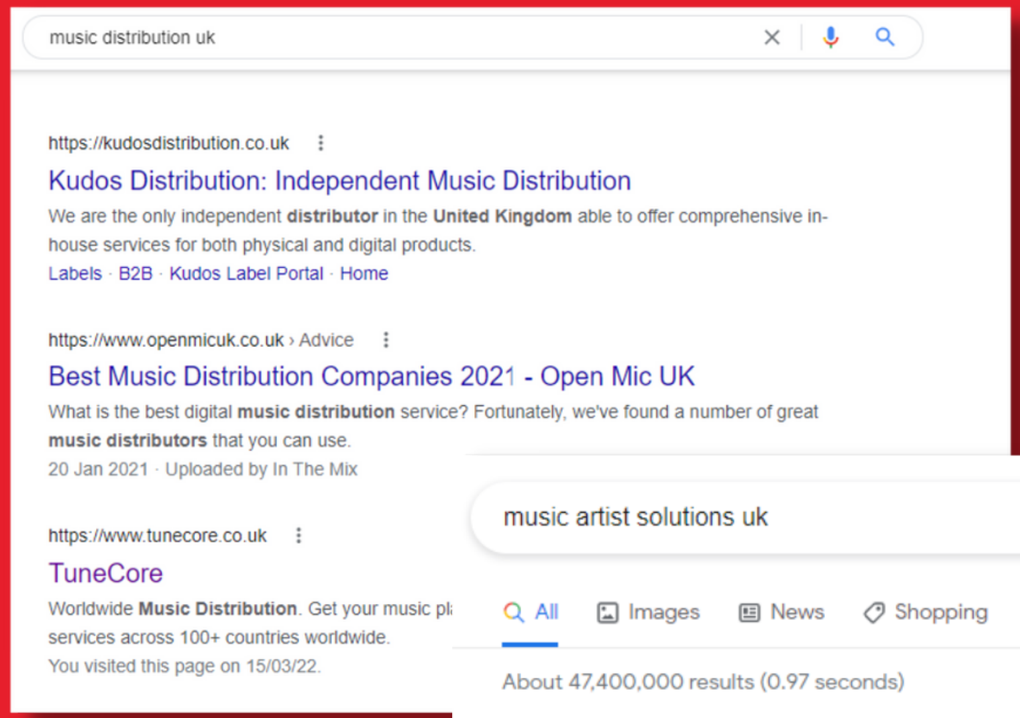
Right: Believe's website does not automatically load to your local territory. Budget-dependent, individual territory websites should be made or at the very least, much more prominent links to their territories. This will make navigation as simple as possible.

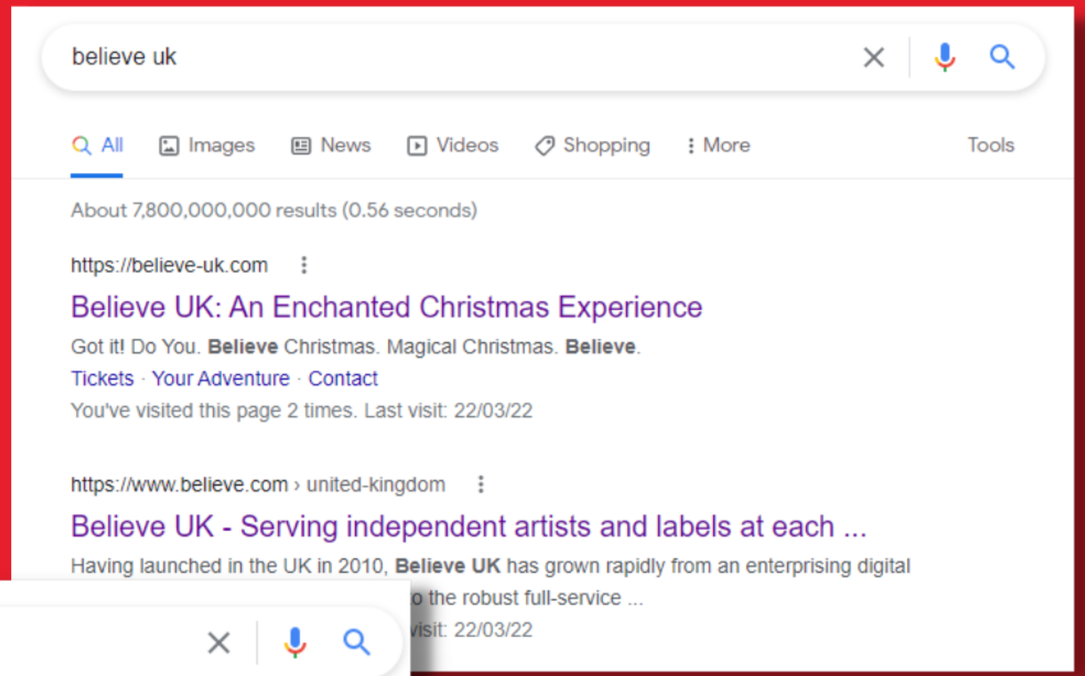
While this page does focus on Believe's USPs - their technology, record labels and distribution companies, and their "local expert" employees - the first impression of the site is cold and corporate.

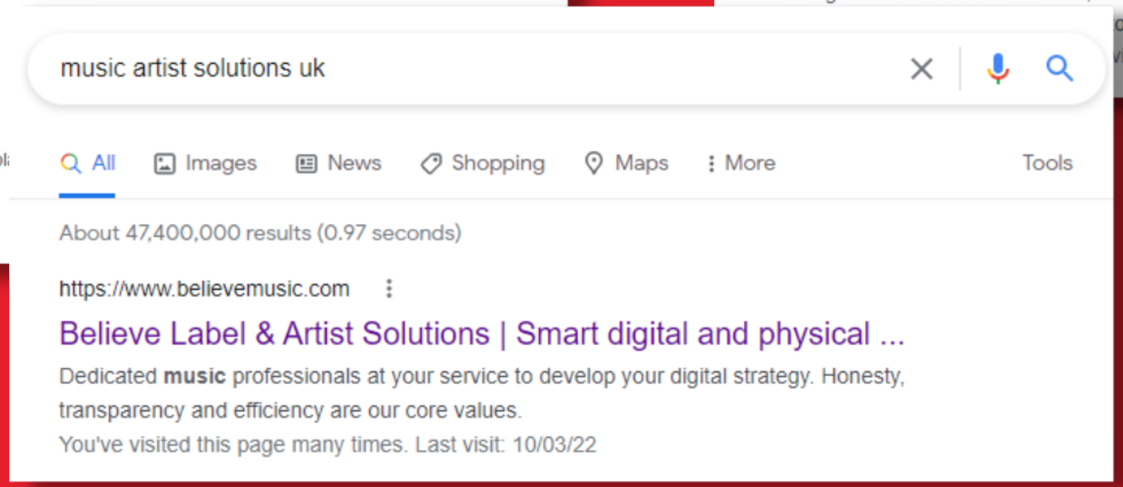
Left: Believe UK's landing page showcases their employees and highlights artists but feels impersonal. This content should be changed and expanded upon to celebrate Believe's diverse pool of employees and talent, making it more impactful and better representing their mission. More obvious links to the artists' websites, social platforms and playlists, as well as additional content e.g. artist testimonials would make the page more engaging.

S E O

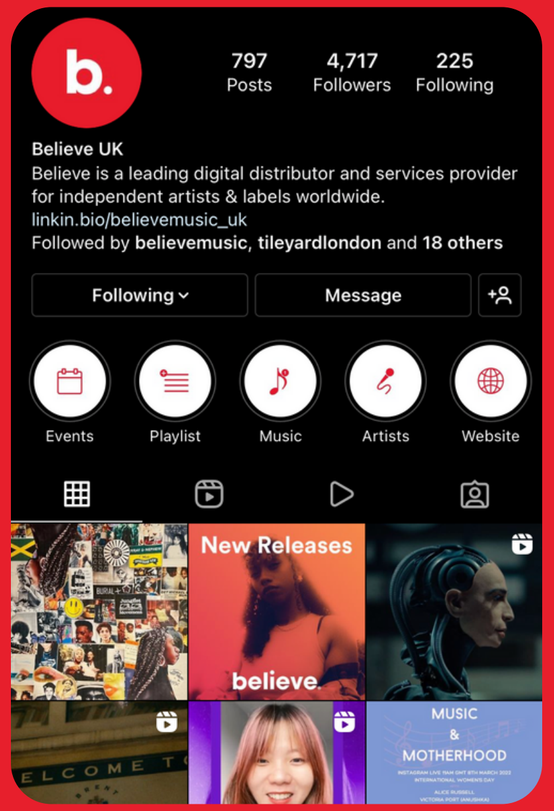
Believe UK's SEO needs to improve. The brand is often not the first Google result or on the first page of results, even when searching "Believe UK".







SOCIALS- BELIEVE UK



INSTAGRAM

4.7K FOLLOWERS

- Concise bio.
- Largely alert based posts, a mix of photo and video content, quite repetitive.
- Poor follower engagement. Almost 5k followers but averaging 10-25 likes on posts.
- The same Call To Action is used frequently, no hashtags are used on posts.
- Rarely post Insta Stories or share interactive content.

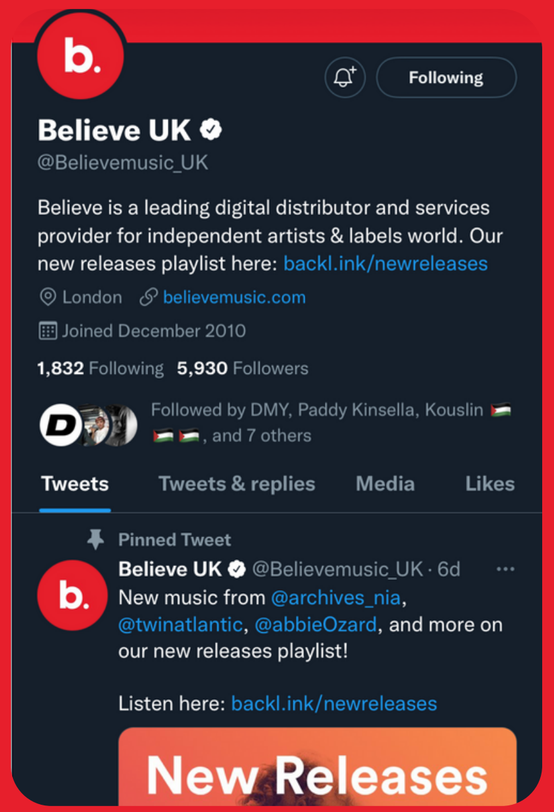
FACEBOOK

- No Believe UK dedicated Facebook page.

TIKTOK

- No Believe UK dedicated TikTok page.

SOCIALS- BELIEVE UK



TWITTER
5.9K FOLLOWERS

- Concise bio but Call To Action is missing for the playlist.
- Uses the same content as Instagram. No clear delineation or strategy between platforms.
- Very poor follower engagement. Almost 6k followers but averaging 5-10 likes on posts.
- No Call To Action on posts.
- Not RTing or engaging with other accounts.

SPOTIFY
456 FOLLOWERS

- 1 'New Releases' Playlist with 304 followers.
- A lack of playlists which is limiting audience reach.

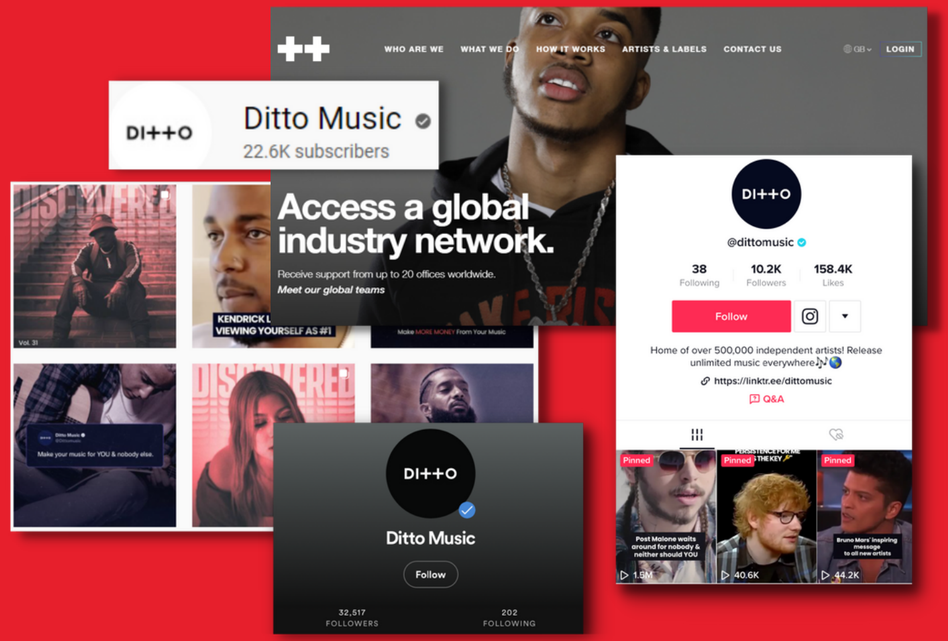
YOUTUBE

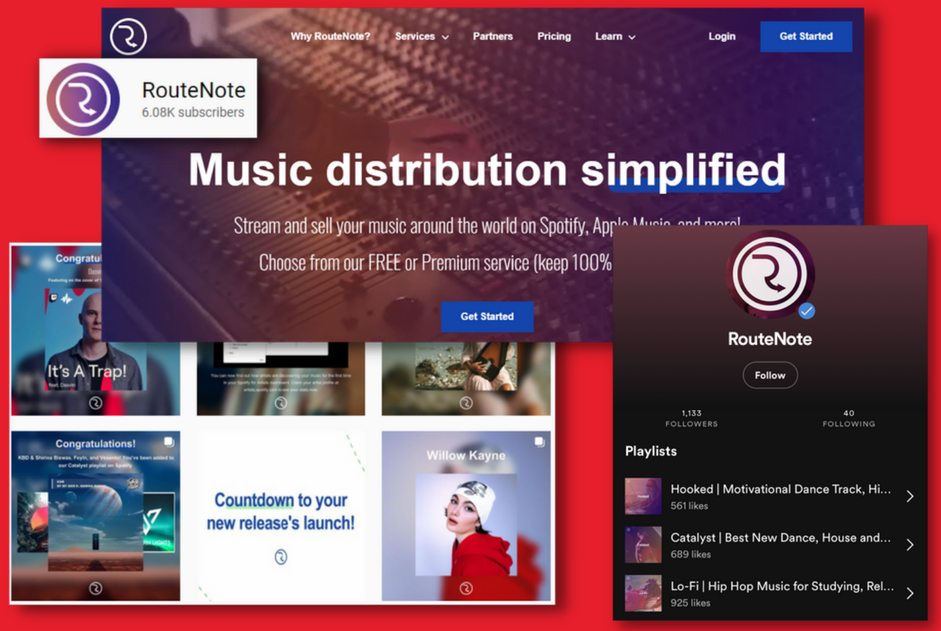
- No Believe UK dedicated YouTube page.

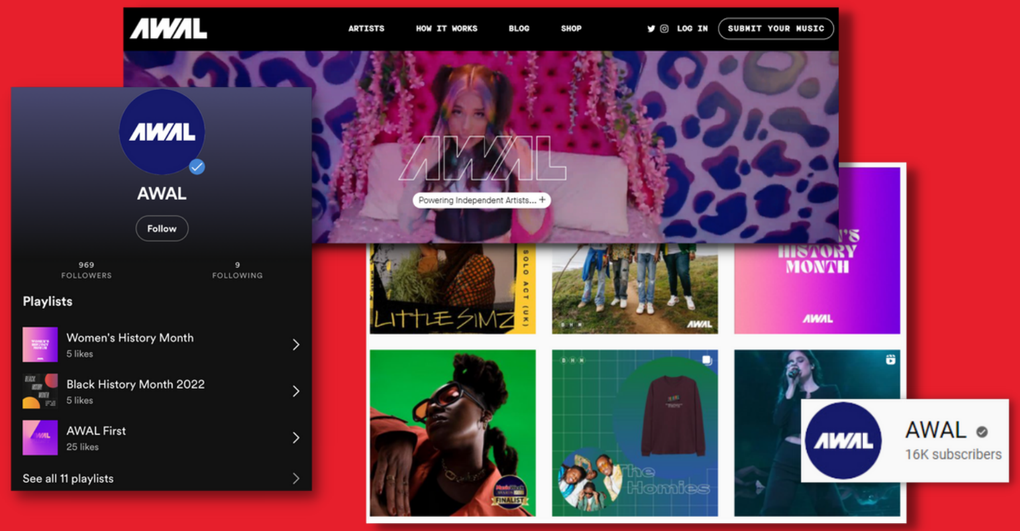
COMPETITORS

Believe UK's website and social media channels aren't as impactful as some of its top competitors with Ditto having the most followers across the board:

	Instagram	Twitter	Facebook	YouTube	TikTok	Spotify
Ditto	124k	44.3k	52k	22.6k	10.2k	32.5k
AWAL	55.7k	14.9k	13k	16k	121	1k
RouteNote	5.4k	7.2k	9.9k	6k	115	1.1k
Believe UK	4.7k	5.9k	N/A	N/A	N/A	456







THE RE-BRAND

BRAND STRATEGY

YOUR MUSIC.
OUR LOCAL EXPERTS.

FROM HERE TO EVERYWHERE VIA THE LATEST TECHNOLOGIES.

LET'S **BELIEVE** IN THE FUTURE OF MUSIC **TOGETHER.**

Believe continues to grow through the acquisition of record labels and distributors, gaining their territories and technologies.

A company-wide rebrand, including a new tagline, will consolidate Believe's global image and re-focus their values.

Believe's mission remains at the forefront: "to develop artists and labels in the most suitable way, at each stage of their career.." but with added focus on emerging technologies in the music industry.

Believe UK needs to raise brand awareness, particularly improving their social media presence, showcasing what their business is truly capable of.

PROPOSAL

- INTERNAL TRAINING
- DIGITAL NEWSLETTER
- MARKETING CAMPAIGN
- MONTHLY EVENTS CALENDAR
- "WE BELIEVE" PROGRAMME

B R A N D S T R A T E G Y

INTERNAL TRAINING

Believe UK's training programme will:

- Ensure everyone is up-to-date on industry trends and new technologies
- Upskill, bring quality assurance, consistency and optimum client support
- Provide a base for Believe's "local experts" to think creatively about new artist and label solutions

DIGITAL NEWSLETTER

A monthly newsletter will:

- Draw attention to both Believe UK's artists and labels, monthly event plan and the "We Believe" programme
- Outline new technologies in real-time
- Predict industry trends
- Build credibility as **the place** to learn about new music technology

MARKETING CAMPAIGN

The goal of this campaign is to raise brand awareness through shareable content that showcases Believe's internal and external talent; solidifying them as **the top educator** in its industry.

The campaign comprises:

- Before and after brand awareness surveys
- A full, varied social media content calendar, with a focus on video and interactive content (full digital strategy detailed on following page).
- Print adverts in specialist magazines
- Digital ads on specialist websites
- Digital ads targeting competitors' clients

BRAND STRATEGY

MONTHLY EVENTS CALENDAR

A monthly events calendar will:

- Raise brand awareness
- Ensure the brand stays relevant beyond the screen
- Builds a wider network
- Offer "taster" material for emerging artists - generating customer goodwill
- Provide the opportunity to up-sell existing TuneCore users

"WE BELIEVE" PROGRAMME

The "We Believe" programme is open to artists from underrepresented and marginalised backgrounds. The winner will receive a tailored campaign worth £5000.

The programme will:

- Raise brand awareness
- Provide good publicity and PR
- Align with Believe's values and be evidence of their commitment to a fairer music industry

DIGITAL STRATEGY

The digital strategy for Believe's central social media accounts will be developed at their headquarters, while territory strategies will be developed locally to ensure content's cultural relevance.

There is currently not a clear social strategy for each social media platform, resulting in content repetition and limited engagement across all platforms.

Increased playlisting and profiling of employees, artists and labels, technology-led industry workshops and video content will appeal to artists and record labels of all sizes, aligning more with Believe's values and vision.

SOCIAL MEDIA STRATEGY:

The following platforms have been selected as they are most relevant for Believe's blend of corporate and artist clients.

BLOG - use blog posts about artists, labels, new technology and employees to improve SEO.

GENERAL - all social bios and links will be updated for cohesion and so that the latest updates are easily accessible.

TWITTER - use primarily to engage with prospective clients and artists and labels on Believe's roster. Can also be used to share industry trends and news plus newsletter promotion.

INSTAGRAM - use for artist and label testimonials, employee profiles and advertising monthly events.

INSTAGRAM STORIES - use for weekly 'New Releases' playlist promotion and sharing relevant content from clients.

YOUTUBE - use for "Emerging Technologies" mini-series.

AIMS AND OKRS

AIMS:

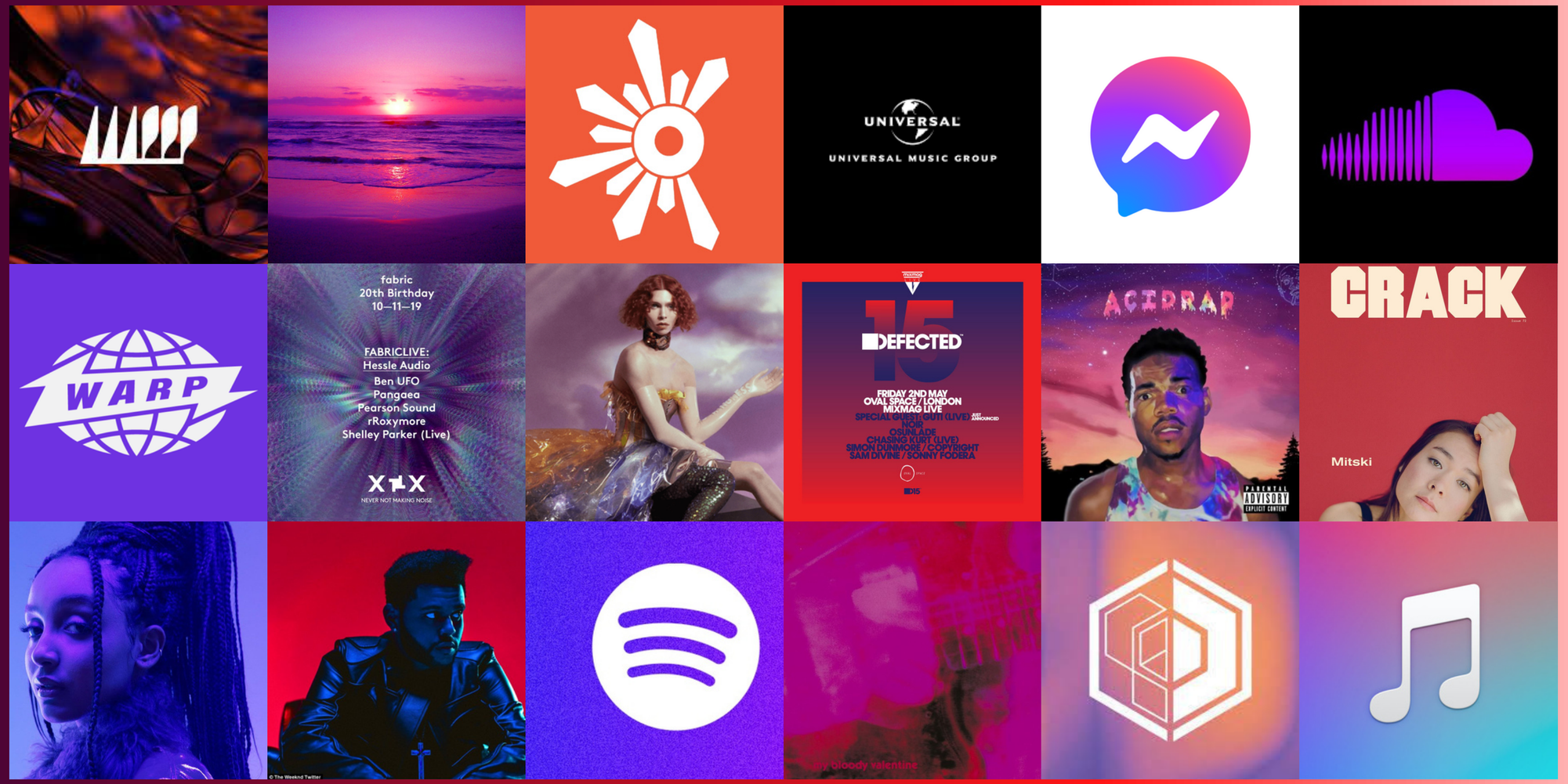
- UPSKILL EMPLOYEES AND RE-FOCUS BRAND VALUES AND VISION
- INCREASE BRAND AWARENESS AS "THE PLACE TO LEARN ABOUT NEW TECHNOLOGY"
- BUILD A STRONG, COHESIVE BRAND IMAGE
- INCREASE SOCIAL MEDIA AND STREAMING PLATFORM FOLLOWING
  - **INSTAGRAM (+2000)**
  - **TWITTER (+1000)**
  - **YOUTUBE (+5000)**
  - **SPOTIFY (+1000)**
- **INCREASE SOCIAL MEDIA ENGAGEMENT BY 50%**
- **NEWSLETTER SIGN UPS (+500)**

In line with OKR Goal Setting, if 65% of the target is achieved the campaign will be considered a success.

HOW WILL WE TRACK SUCCESS?

- Number of impressions from digital ads
- Social media click-through rate
- Search engine click-through rate
- Number of new website visitors
- Number of premium solutions purchased YOY
- Number of new social media and streaming platform followers
- Number of favourites, likes, shares, saves and comments across all social media channels
- Percentage increase of overall social media engagement
- Increased positive responses from the second brand awareness survey

M O O D B O A R D


UNIVERSAL
UNIVERSAL MUSIC GROUP
WARP
fabric
20th Birthday
10—11—19
FABRICLIVE:
Hessle Audio
Ben UFO
Pangaea
Pearson Sound
rRoxymore
Shelley Parker (Live)
XL
NEVER NOT MAKING NOISE
DEFECTED
15
FRIDAY 2ND MAY
OVAL SPACE / LONDON
MIXMAG LIVE
SPECIAL GUEST: GUTI (LIVE)
NOIR
OSUNLADE
CHASING KURT (LIVE)
SIMON DUNMORE / COPYRIGHT
SAM DIVINE / SONNY FODERA
ID15
ACIDRAP
PARENTAL ADVISORY
EXPLICIT CONTENT
CRACK
Mitski
© The Weeknd Twitter
my bloody valentine

NEW BRANDING

Believe is a strong company name and encompasses the brand's mission.

It was important to restore the verb as the logo's focal point.

I have maintained a Sans Serif type font as this conveys the brand values, but have updated it for 2022. I've also added a slight upward curve, signifying positivity and growth.

Perryman (2021)

The new colourway builds upon the original logo. Increasing the red's vibrancy makes the branding less corporate and more innovative.

Royal, Creative, Spiritual
A shade associated with spiritual connection, purple speaks of awareness and reflection. Light colours evoke play and creativity while deeper shades have a distinctive, mysterious allure.

Passionate, Adored, Powerful
The hottest and most dynamic primary hue, red, is activating, stimulating and expanding. In full saturation, it draws attention and excites.

Human, Elegant, Gentle
The family of pales ranges the whole gamut of subtle hues. Softened and muted, pale neutrals invite us to perceive the nuances, encouraging calm and mindful attitudes.

Perryman (2021)

NEW BRANDING

This logo is to be used nationally as well as internally, across all social channels, unifying the brand.

The new logo is fluid, three dimensional and exciting, reflecting Believe's mission.

A nod to Believe's current website and inspired by a sunrise, the purple to white gradient is symbolic of the brand's growth, its artists and labels.

The circle represents the world, symbolises unity and aligns with Believe's values. The shape and gradient work synergetically to reinforce the message of growth.

The letter "v" has been replaced with a streaming motif so Believe UK is instantly recognisable as a tech company.

This iconography will be used throughout the website as a loading emblem when navigating through the site.

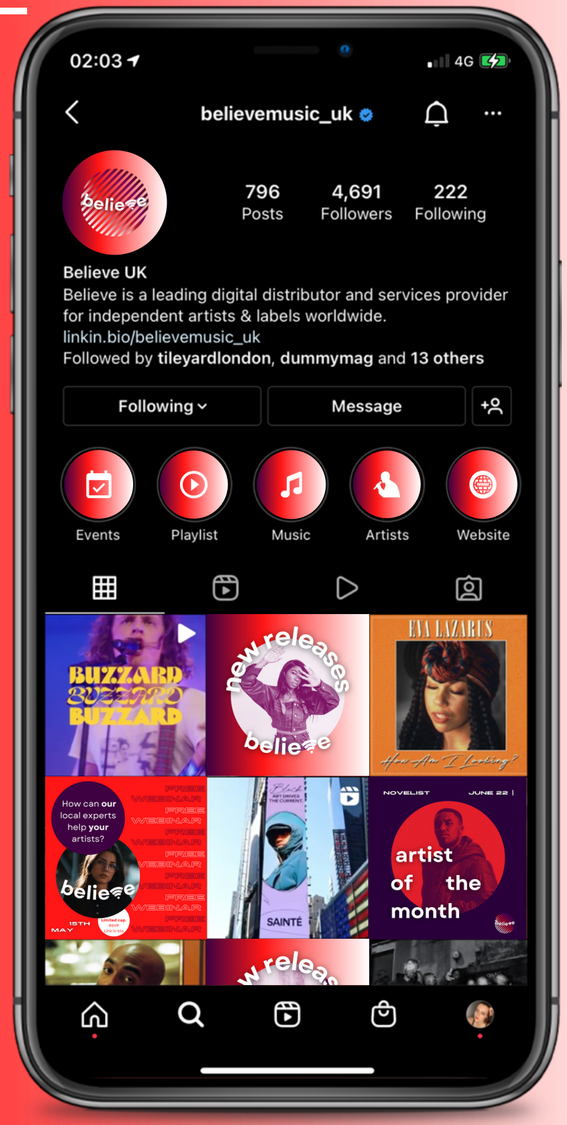
NEW BRANDING

How the gradient logo appears againnst a black background.

How the gradient logo appears against a purple background.

These alternative logos can be used on social media posts, flyers and other assets.

BRANDING APPLICATION



Example Instagram assets and profile. Social media content will work in collaboration with a varied events programme in order to raise brand awareness and increase customer goodwill.

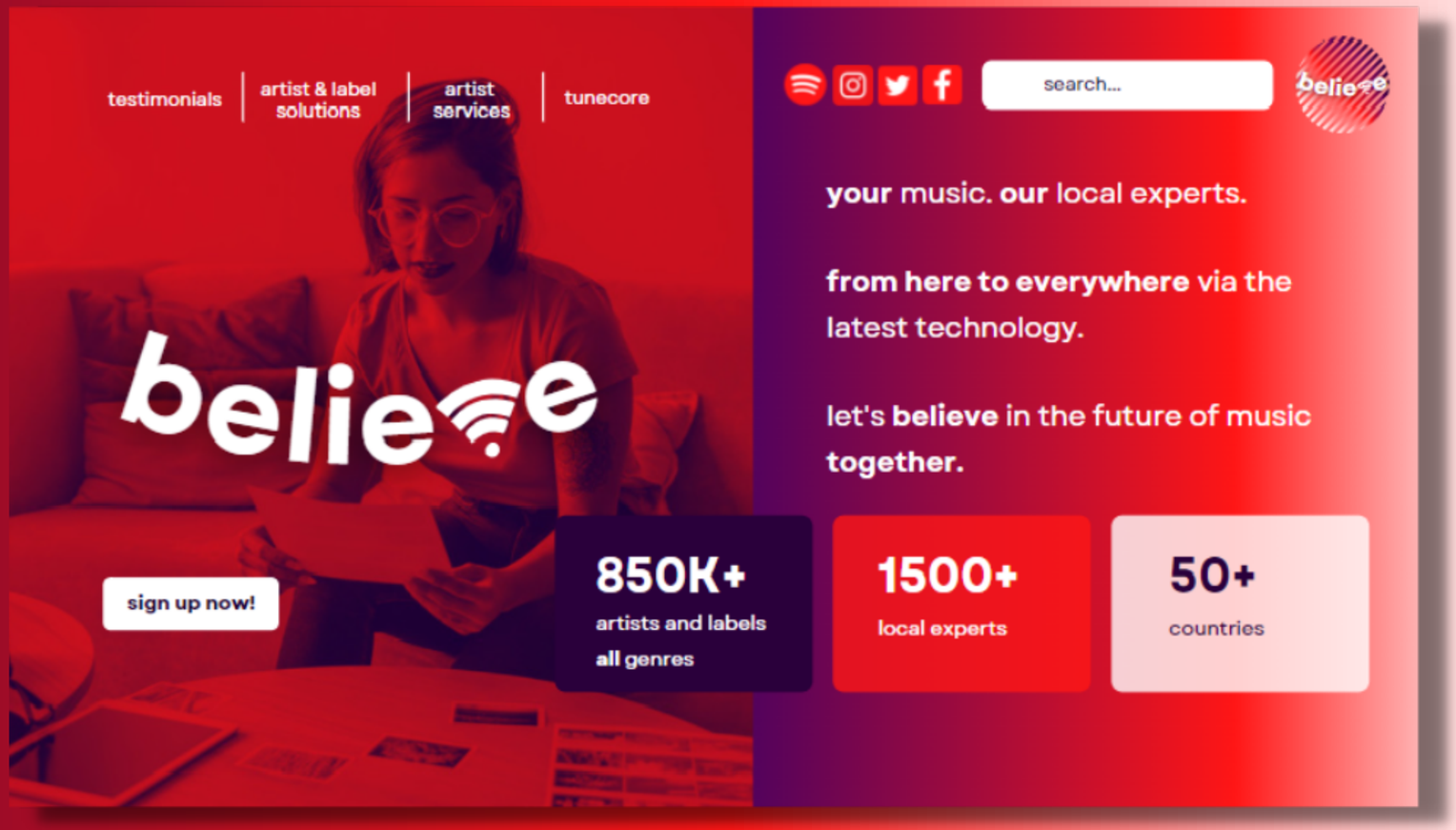
W E B S I T E

Upon visiting "believe.com" you will automatically be redirected to the UK site.

The homepage now creates an immediate impression. The tagline is succinct, the USPs are absolute and links to social channels are prominent.

The image on the website's left-hand side is on a carousel, this rotates between artists Believe UK are currently showcasing. When clicked on, the image opens a secondary page with artists' testimonials and links to their social media.

At the bottom of the webpage, there is space for an optional animated strip that highlights the companies that Believe Music owns.



THE DETAILS

PROJECT MANAGEMENT TIMELINE

Please click here to view the Project Management Timeline in browser.

Content is subject to change following monthly engagement reviews.

Month	Week no.	Date (W/C)	Action	Social Media Activity
MAR	-7	29/03/22	Compile brand awareness questionnaire; confirm launch party venue and speakers	
APR	-6	04/04/22	Brand strategy and implementation briefing; send brand awareness questionnaire to existing clients; staff training on NFTs, A.I. and emerging technologies	
	-5	11/04/22	Website, logo and asset development; launch party sign up goes live; email sent to existing and key prospective clients to launch party	Strip back social channels; "Coming soon" post on all social channels
	-4	18/04/22	Plan collaborative content with launch party artists and speakers; submit printed ad	
	-3	25/04/22	Create social media calendar; develop collaborative content with	Teaser logo content across all social channels (CTA: sign up to newsletter to see what's happening)
MAY	-2	02/05/22	Record YouTube trailer and YouTube "Emerging Technologies" series	Teaser artist content across all social channels (CTA: sign up to newsletter now)
	-1	09/05/22	Launch party "Best of Believe" playlist goes live; run digital ad and print ad	Socials post "2 weeks until launch" (CTA: listen to our playlist now)
	0	16/05/22	YouTube trailer live; launch party rehearsals	"1 week until launch" post with line up reveal (CTA: sign up to "We Believe" programme now); Tweet YouTube trailer
	1	23/05/22	**New website and branding launches on all socials;** update all bios and links; **launch party takes place;** write monthly newsletter	3 day countdown and teaser posts; daily Instagram stories
JUN	2	06/06/22	**YouTube episode 01 goes live; "We Believe" programme**	"New music Friday" Insta story; monthly newsletter "thank you for attending / event listings / YouTube episode 01 is now live"; Insta post "YouTube episode 01 is live"
	3	13/06/22	**Review impact of launch party and events;** write artist/label of the month blog post	"New music Friday" story with link
	4	20/06/22	Artist/label of the month blog post and curated playlist go live	"New music Friday" story with link; "Artist/label of the month" post
	5	27/06/22	**A&R event**; write monthly newsletter	"Artist/label of the month" Insta story with link to playlist and blog
JUL	6	04/07/22	**YouTube episode 02 goes live**	"New music Friday" story with link; monthly newsletter "YouTube episode 2 live"
	7	11/07/22	Write artist/label of the month blog post	"New music Friday" story with link
	8	18/07/22	Artist/label of the month blog post and curated playlist go live	"New music Friday" story with link; "Artist/label of the month" post
	9	25/07/22	**Review progress, adjust targets and strategy as needed;** write monthly newsletter	"New music Friday" story with link; "Artist/label of the month" Insta story with link to playlist and blog; posts warning "1 week left to enter "We Believe" programme
AUG	10	01/08/22	**YouTube episode 03 goes live; "We Believe" programme entry closes**	"New music Friday" story with link; monthly newsletter "YouTube episode 03 live / webinar tomorrow"
	11	08/08/22	**Webinar with local experts**	"New music Friday" story with link; **Potential to run further ads if required**
	12	15/08/22	Write artist/label of the month blog post; **"We Believe" quarter finalists announced**	"New music Friday" story with link; **"We Believe" quarter finalists announced**
	13	22/08/22	Artist/label of the month blog post and curated playlist go live	"New music Friday" story with link; "Artist/label of the month" post
	14	29/08/22	**Review progress, adjust targets and strategy as needed;** write monthly newsletter; **"We Believe" semi finalists announced**	"New music Friday" story with link; "Artist/label of the month" Insta story with link to playlist and blog; **"We Believe" quarter finalists announced**
SEP	15	05/09/22	**YouTube episode 04 goes live; "We Believe" programme winner announced**	"New music Friday" story with link; monthly newsletter "YouTube episode 04 live"; **"We Believe" programme winner announced**
	16	12/09/22	Write artist/label of the month blog post	"New music Friday" story with link
	17	19/09/22	Artist/label of the month blog post and playlist curation; Send second brand awareness survey; **Review progress against targets**	"New music Friday" story with link; "Artist/label of the month" post
	18	26/09/22	**Present campaign results to Believe;** write monthly newsletter	"New music Friday" story with link

B U D G E T

Please click here to view the Budget in browser.

This budget refers to costs associated with re-branding Believe UK **only**.

Item	Months	Units	Price Per Unit	Sub Total	Running Total
Consultancy Fee	6		£2,500.00	£15,000.00	£15,000.00
Staff Training		1	£5,000.00	£5,000.00	£20,000.00
Website		1	£4,000.00	£4,000.00	£24,000.00
SEO Optimisation	6		£1,000.00	£6,000.00	£30,000.00
Graphic Design and Asset Creation	6		£1,250.00	£7,500.00	£37,500.00
Launch Party Venue		1	£3,500.00	£3,500.00	£41,000.00
Launch Party Artists		2	£500.00	£1,000.00	£42,000.00
Launch Party Speakers		3	£300.00	£900.00	£42,900.00
Monthly Event Venue		3	£500.00	£1,500.00	£44,400.00
Filming and Editing (Launch Party)		1	£750.00	£750.00	£45,150.00
Filming and Editing (YouTube)		4	£750.00	£3,000.00	£48,150.00
Print Ads		1	£750.00	£750.00	£48,900.00
Instagram Ads		1	£250.00	£250.00	£49,150.00
"We Believe" programme		1	£5,000.00	£5,000.00	£54,150.00
Contingency Fee (10%)		1	£4,915.00	£4,915.00	£59,065.00
					£59,065.00

CONSULTANCY DELIVERABLES

GROUNDWORK DOCUMENT

- BUSINESS AUDIT AND OVERVIEW
- USPS ANALYSIS
- COMPETITOR ANALYSIS AND SWOT ANALYSIS
- SALES AND DISTRIBUTION STRATEGY
- VISION CONSOLIDATION AND SCALABILITY ROADMAP
- PERSONNEL AND PROJECT MANAGEMENT STRATEGY

MARKETING STRATEGY

- MISSION STATEMENT
- MARKETING ANALYSIS SUMMARY AND MARKETING MIX
- MARKETING OBJECTIVES
- MARKET POSITIONING

SOCIAL STRATEGY

- CLIENT PERSONA
- WEBSITE AUDIT
- SOCIAL MEDIA AUDIT
- FULL COMPETITOR ONLINE AUDIT
- CONTENT STRATEGY

CONSULTANCY DELIVERABLES

IMPLEMENTATION STRATEGY

- MILESTONES
- KPIS
- MONTHLY ENGAGEMENT REVIEW
- FULL COMPETITOR ONLINE AUDIT
- FULL CAMPAIGN REVIEW AT COMPLETION

MARKETING FINANCIAL PLAN

- FUNDING ANALYSIS AND APPLICATION
- START UP COSTS
- PERSONNEL COSTS

CONTINGENCY PLAN

- CONTINGENCY PLAN SUMMARY
- RISK ANALYSIS
- CRISIS MANAGEMENT SUMMARY
- CONTINGENCY PLAN
- CRISIS MANAGEMENTS PLAN

HEAD OF TERMS AGREEMENT

Please click here to view the Head of Terms in browser.

This agreement, effective from 29th March 2022, is between the **Service Provider (Kristy Britt)** and **The Client** (**Believe UK**).

The Client is hiring the Service Provider to develop and manage a Brand, Marketing and Social Media Strategy; and oversee the Re-Branding Campaign. The Contract Period is **six months only inclusive of the 29th March 2022**.

If The Client requires any additional services that are not outlined in this contract, they will need to notify the Service Provider in writing and a separate agreement will need to be drawn up and signed before services can commence.

The Client has the Service Provider's permission to use all of the materials, assets and copy developed by the Service Provider during the term, however, the materials must not be shared with any third parties unless written permission has been obtained.

The Total Fee for The Contract is £59,065.00. For a complete breakdown of the Total Fee please refer to the Portfolio. The Total Fee includes a £15,000.00 Consultancy Fee and a non-refundable Deposit of £5,000. The Deposit is due one week (7 calendar days) prior to the contract's start date.

The Client may terminate The Contract with The Service Provider provided 30 calendar days written notice has been given. Please note, however, that The Service Provider will retain the Deposit.

By signing this contract, The Service Provider agrees to monthly progress updates regarding the completion of the Consultancy Deliverables, as listed in the Portfolio. In return, The Client agrees to a minimum of 1 hour per week to discuss The Campaign rollout.

The Service Provider
Full name (PRINT): _____ Date: _____

Siganture: _____

The Client
Full name (PRINT): _____ Date: _____

Signature: _____

BIBLIOGRAPHY

IMAGES:

- The Guardian (2003) Feeder: Tallulah review. [Online image] Available from: https://www.theguardian.com/music/2003/dec/08/popandrock4 viewed 7th March 2022.

- The Guardian (2018) Novelist: a ninja amongst blusterers. [Online image] Available from: https://www.theguardian.com/music/2018/apr/15/novelist-guy-grime-mc-observer-review viewed 7th March 2022.

- The Guardian (2019) Roses Gabor: One to Watch. [Online image] Available from: https://www.theguardian.com/music/2019/feb/09/one-to-watch-roses-gabor-debut-album-fantasy-and-facts viewed 7th March 2022.

BIBLIOGRAPHY

WEBSITES:

- Believe n.d., *Believe UK,* Believe, viewed 8th March 2022 <https://www.believe.com/united-kingdom>

- Digital Music News, 2020, *Tunecore, Believe Digital Sued for Massive and Willful Copyright Infringement,* viewed 12th March 2022 <https://www.digitalmusicnews.com/2020/08/03/tunecore-believe-digital-lawsuit/>

- Globe Newswire, 2022, *Believe announces excellent results for its 2022 "Gender Equality Index" in France, demonstrating its commitment to gender equality*, Globe Newswire, viewed 12th March 2022 <https://www.globenewswire.com/en/news-release/2022/03/01/2394646/0/en/Believe-announces-excellent-results-for-its-2022-Gender-Equality-Index-in-France-demonstrating-its-commitment-to-gender-equality.html>

- Music Ally, 2022, *Believe financials reveal 30.7% revenue growth in 2021*, Music Ally, viewed 25th March 2022 <https://musically.com/2022/03/18/believe-financials-reveal-30-7-revenue-growth-in-2021/>

BIBLIOGRAPHY

WEBSITES:

- Soundcharts, 2022, *Soundcharts: Feeder*, viewed 9th March 2022 <https://app.soundcharts.com/app/artist/feeder/overview>

- Soundcharts, 2022, *Soundcharts: Novelist*, viewed 9th March 2022 <https://app.soundcharts.com/app/artist/novelist/overview>

- Soundcharts, 2022, *Soundcharts: Roses Gabor*, viewed 9th March 2022 <https://app.soundcharts.com/app/artist/roses-gabor/overview>

- TikTok Newsroom, 2020, TikTok and Believe strike global distribution & marketing deal, TikTok Newsroom, viewed 12th March 2022 <https://newsroom.tiktok.com/en-gb/tiktok-and-believe-strike-global-distribution-and-marketing-deal>

- Tileyard n.d., Believe, Tileyard, viewed 5th March 2022 <https://tileyard.co.uk/community/believe/>

- Wired, 2019, Believe is Europe's Allstar 2019 Company of the Year, Wired, viewed 12th March 2022 <https://www.wired.co.uk/article/europe-allstar-company>