

Written Proposal

I have chosen to do this project on a new album release and subsequent world tour for Harry Styles. I decided to do an artist as big as Harry, almost 35 million monthly listeners on Spotify, because whilst he's one of my favourite artists I've also found the way that his music fascinating, especially when it came to his last album *Fine Line* and the way he announced and subsequently released *Adore You* the second single. I wanted to challenge myself by creating a campaign for an artist of Harry's level that would work but that was also fun, creative and fan focused.

My plan for this campaign is to keep it traditional with creative ideas dotted throughout. Harry himself doesn't use social media much at all other than to post the big announcements so the focus for this campaign also won't be reliant on Harry's own social media presence but instead that of his very dedicated, very large fanbase.

We will 'alert' fans that something is coming by amping up the press that Harry receives first by having him on the cover of a small independent fashion magazine called *Buffalo Zine* a few months before the first single and then again by having him on a larger music focused magazine, most likely *Rolling Stone*, the month that the first single drops.

After the second magazine has been released the first single of the album cycle will drop on all streaming platforms and the music video for said single dropping on YouTube. Fans will be made aware of this fact through a single post from Harry on his social media and then through a newsletter for those of his fans that have signed up to it. This newsletter will give a bit of insight into the song and the process behind the music video but won't mention anything about the album that's coming in the next few months.

The next step of the strategy is to have the fans find out about the album. This will happen through a mixture of analogue and digital mediums. Fans all over the world will be sent a single puzzle piece, in the post, on which there will be a website and code. The fans that are lucky enough to receive a piece will then have to enter the code on to the website and as more fans complete these steps the more finished the puzzle will be. These puzzle pieces once put together will make up the album artwork and at this point in time we'll see Harry once again post on social media confirming the artwork and providing all the details necessary such as the fact that you can preorder the album now.

The album will be available for purchase digitally, on cd, vinyl and cassette. There will be 3 or 4 variants for the vinyl and the cassette that superfans and collectors will be able to purchase boosting the charting position of the album upon release.

Before the album is released the second single of the cycle will be released and if the album has already been purchased then it will be instantly gratified with this new single. Whereas the first single was a surprise drop, this single will be announced on the website where the puzzle is being completed at the halfway mark. The video for the second single also won't be released straight away and instead a trailer for the video will be released. This way we can make use of YouTube's premiere feature for the video release and have Harry do a short livestream in the run up to the premiere on his channel driving up engagement and views.

In the same month as the second single the album will be released and subsequently a new batch of merchandise. This new merchandise will then be sold in pop-up shops in the target

market areas around the world, London, Los Angeles, New York, Tokyo and Melbourne. These pop up shops will also have exclusive merchandise, for example the shops will have an exclusive music box that includes a special vinyl and cassette variant as well as things like a pop up shop special poster and badges. Furthermore these shops will be an experience for the fans and not just a space where money can be made off them. Props from the music videos and from the artwork shoot will be on display and there will be various points for photos to be taken, one of which will be to recreate a scene from the latest music video.

Before the main tour begins in the second year of this campaign there will be a small mini tour that takes place in smaller more intimate venues where Harry's top listeners get priority access to tickets, which will be cheaper than normal at around £25. This allows for a small amount of international press to take place in the countries rather than having Harry phone or facetime into them. These shows won't be announced till a few days before they take place although once it gets started the fans may be able to guess where Harry goes next. This in turn could then be turned into a game of 'find Harry' where clues are shared and fans have to guess where he could be going next.

Going into year 2 of the campaign the release of the third single will take place, this will be a few months after the album was released so that it doesn't feel as if Harry is being pushed onto anyone and to also remind the general public that Harry has recently released new music. When it comes to press for this single it'll be kept minimal with the bulk of it being radio interviews where Harry can also plug his upcoming world tour that starts in the next month.

It's at this point that the world tour starts, first kicking off in the UK & Europe so that a performance at the Brits can happen. Throughout this tour there will be a small push on press with the major point being a cover on Music Week. Harry will also do radio interviews in each city that he visits throughout the tour in an effort to sell any tickets that are yet to be bought. This tour will as mentioned previously start off in Europe for around a month and a half where it will then move onto North America (USA, Canada and Mexico) for approximately three months.

In addition to the tour we will see the fourth single released, around the halfway mark of the North American leg, this will allow for Harry to do more North American based press that promotes both the new single and the tour.

Directly after the completion of the North American leg Harry will jump down into South America to do a short leg there before there's a month's break between this leg ending and the next one starting. During this short break Harry will perform at Glastonbury for the first time, so whilst it's a break from touring it's not a break from small amounts of promotion and rehearsing.

From here we move into the Australian and New Zealand stretch of the tour which will include a performance at the Australian festival Splendour in the Grass. Then the tour will work it's way back up into the Northern Hemisphere completing the Asian leg of the tour stopping at various countries (Philippines, Japan, Singapore, Hong Kong and Thailand). Much like the rest of this tour this leg will have country specific promotional events throughout, mainly radio appearances due to the travelling.

The end of the tour sees the release of the fifth and final single of this album cycle to give it that one last push for sales.

Throughout the tour and each of the legs there will be new merchandise released, first at just the venues the tour is currently taking place in and then moving online to Harry's official store so that anything that's left over can be sold to those that couldn't purchase at the time. This merchandise will include things such as your standard tour date top, a show specific poster and shirt set (which will be able for purchase separately) and then more fun items such as keychains, pins, bags and decorative items.

After a break from tour and from seeing Harry in the press there will be the announcement of a new album made up of live performances from throughout the tour and the first single from this album will be released. This single is more for the fans than for the general public so there will not be any single specific press taking place. However the single will be used to announce the documentary film that works in conjunction with this album which itself will receive a small amount of press. All the singles for this live album won't receive your traditional music video and instead will be a recording of the performance itself except the first single which will instead be used as a type of trailer to promote the film.

To start out the third and final year in this campaign Harry will perform at the Grammys as this is the year he's eligible for awards and to promote the Grammy's Harry will be on the cover of the American music magazine Hits Daily Double.

Going into February of this year the live album will be released alongside a second single from it which again will be more a gift for the fans than for the radio and general public.

February is also when the film is released with a mini premiere that select fans will be invited to and that others are able to enter a competition to get to. This premiere will show the film and then much like a traditional premiere have Harry, the director and perhaps a few other guests answering questions about the process of making it and about what's in it. This premiere will be at the same time as the film is released so that fans globally can watch without running at the risk of seeing 'spoilers' as such and so that the q&a that takes place can then be livestreamed for those that weren't lucky enough to be there to watch.

Fans will be able to purchase both the album and the film either separately or in a box set format much like the set sold at the pop up shops.

As we come to the end of this three year cycle there will be one final single release that will act as a goodbye to the fans until Harry comes back with new music in the future. This single whilst being from the live album will be the last push for the first album in that there will be a 7" and cassette released that has the live version and the recorded version of the song on it. The video will also be a thank you to the fans by having them as the main focus of it instead of Harry. We'll see them dancing, singing along, being with friends and there will also be short clips of select fans saying what exactly it is that they like about Harry.

This is where the three year cycle ends, with the release of one last single and a thank you and goodbye to the fans till Harry makes his next comeback whenever that will be.

Knowing that Harry is signed to a major label I'm able to not need as many third party commissions as others may need. Columbia records have their own radio and streaming team so I don't need to budget for that. And because Harry doesn't and won't be using his social media as much as other artists would, I don't need to pay for a company to sort the strategy for that out either as it can all be done inhouse. Whilst there's no need for a

company to sort out the digital advertising as it's being done inhouse I still need to budget for it. I've allotted a total of £350,000 for this, giving £30,000 per single of which there are eight and then £40,000 for the album during release month, dropping to \$10,000 in the month after release and then £5000 in the third month.

Outdoor advertising will also need to take place globally and for this I've allotted the same spending costs as digital advertising at £350,000. This will cover all billboards globally which will be up after the release of the first album.

The area of this campaign that I've given the largest amount of money to is music videos at £100,000 per video. As there are only 5 videos that will require your traditional video this works out at a total of £500,000. However there will be additional costs for the videos coming out of the live album as they will need to be edited, I've included these costs in my budget for the photographer and videographer.

When it comes to shooting the artwork for these albums I've given £20,000 for both the artwork and press images that will be needed. It's also been decided that given the second album is a live album released post tour that this won't need a shoot as an image from the tour can be used instead.

Altogether this comes to a total of £1.2million but to cover all my bases I've decided that my overall budget for everything minus the tour will be £1.5million.

My plan for this assessment is to work out the details for all the key events of the strategy, single releases, album releases, tour dates first and then work out the finer details around them. This will make it easier for me to know what exactly it is I need to have when and where. I also plan to ask fans of Harry Styles what it is they'd like to see from him if they could choose to aid in my decision making for the smaller more promotional details of this campaign. Below is a rough timeline of the three year cycle and I plan on sticking to this as much as possible throughout this project.

Timeline

Year 1

Year 1	
January	
February	
March	

Year 1	
April	
May	Buffalo zine cover (fashion magazine)
June	

Year 1	
July	
August	Single 1 released Single 1 video released New single related merch released - 7" of the single with vinyl only acoustic version on side b Press - Rolling Stone cover (music magazine) Reviews in Guardian, Independent, Evening Standard, Pitchfork etc.

September	Album announced Album preorder available - digital, cd, vinyl (3/4 variants), cassettes (3/4 variants)
Year 1	
October	Single 2 released Single 2 video released Album released - digital, cd, vinyl, cassette Pop up shop (week of release) - in all target markets - UK, USA, Japan, Australia(?) - with exclusive merch and a pop up exclusive music box set Press - target covers of multiple outlets i.e. The Guardians weekend pullout, Billboard, NME, Evening Standard
November	Surprise mini tour - UK and US - all intimate venues that are announced the day of - cheap tickets (around £25) US based press takes place here
December	Christmas festival performances - Jingle bell ball (Capital radio) Uk and iHeart radio christmas ball (us)

Year 2

Year 2	
January	Single 3 released Single 3 video released Small amount of press - mainly radio interviews BBC R1 Live lounge performance
February	World tour begins - starting in the UK & Europe Brits performance Press - MusicWeek cover, radio interviews across Europe to promote album and tour
March	World tour continues - UK & Europe - moving into North American Leg

Year 2	
April	World tour continues - north america Single 4 release - middle of tour Single 4 video released Press - radio interviews to promote single
May	World tour continues - north america moving into south america
June	Months break between end of south america leg and start of Asia/Australia/NZ leg Glastonbury performance

Year 2	
July	World tour continues - Australia and New Zealand, Asia - possibly South Africa (Cape Town and Johannesburg) Splendour in the Grass festival (Byron Bay - Australia) Single 5 released Single 5 video released Press - to promote the single and album - tv and radio
August	End of world tour
September	Bonnaroo festival performance

Year 2	
October	
November	Live album announcement Single 1 from live album released Video for single 1 is used as an announcement for a documentary film
December	

Year 3

Year 3	
January	Grammys performance Press - Hits Daily Double cover - US music magazine
February	Live album released Single 2 released Single 2 video released Documentary film released Mini premiere to celebrate the release - q&a at the end that's livestreamed Boxset of album and film to be released for purchase
March	

Year 3	
April	
May	Single 3 released Single 3 video released - a thank you to the fans - celebrates them and their love for Harry 7" and cassette released - live on one side, recorded on another Press - British Vogue front cover End of campaign
June	

Year 3	
July	
August	
September	

Year 3	
October	
November	
December	