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Derange

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1. Introduction

1.1 Artist summary

Derange is an alternative metal band based in London, UK. Formed in 2013, the band is made up of Cat Pereira (vocals), Nick Crosby (guitar), Justas Brazdžiūnas (Rhythm guitar), Joe MacPherson (bass) and Joe Farrell (drums). They marked their work soon after their inception, with their singles 'Ego' and 'Unleash', appealing to fans and receiving positive reviews.

In 201, Derange, would take their time to produce their acclaimed EP 'Change', featuring their single 'Pretty Ones'. Once released, it brought the band to a much wider audience and gathering national press. Their debut album 'The Awakening' was released in late 2015, gathering excellent online and print press as soon as their single 'The Thinker' was announced, which received features in MetalHammer, Powerplay Magazine and Fireworks Magazine. Following this release, Derange went on to have a great 2016 by touring the UK and Europe, and having the opportunity to play Bloodstock festival at the Sophie Lancaster Stage as well as HRH Metal. Since then, the band has been hard at work bringing their long awaited new material to and their upcoming album coming in late 2019.

1.2 Objectives and Goals

Derange's single 'runaway' was released in late 2018, and it has showcased their reinvention and comeback to the spotlight. This year, the plan is to establish them as one of UK's best upcoming acts. This will be made possible by creating and unique and fresh promotional plan, which will showcase Derange's brand new image and sound. Not only it will focus on their music, but as well as their continuous creativity present in their most recent music videos. This will allow us to branch their music onto other creative sync routes such as film and TV. Using these connections, we aim to progress further with their upcoming single 'Divide' coming out later in April this year, which will be followed by 2 more singles, which will lead to a UK/EU tour announcement to promote the release of their new album. We aim to collaborate with bloggers and influencers to put the

single on their platforms and give shout outs regarding the upcoming tour, in order to gain enough promotion for a successful album release.

1.3 Outline and Method

This report will focus on Derange's upcoming single 'Divide' and album and their promotional UK/EU tour. It will evolve around the analysis of the market they're involved in as well as the release strategy planned for the album. We'll be analyzing important features such as their unique selling points as well as their target audience, which will be supported by relevant research. This will be followed by an action plan that will involve different promotional ideas of Derange's release.

2. Unique Selling Point

Nowadays it's very important to have a unique selling point in several marketing areas. Cough, O (2017) comments that in order to successfully communicate with you audience, is to make sure that the product in question has certain features that cannot be found elsewhere. It needs to offer something different in order for it to have the best chance of success. Derange reference forward thinking bands such as Karnivool, Tesseract, Periphery and Dead Letter Circus, all topped off by powerful vocals. Their new material stands out from their previous album release, with catchy pop choruses and memorable riffs, while still remaining true to their heavy sound. Their aesthetics stand out with their high-end music videos and creative photo-shoots, which moves away from the stereotypical visuals of a metal band. The inspirations for the upcoming releases derive from old arcade video games and the band's passion for action and superhero films. While normally heavy music tends to float around dark palettes and themes, Derange focuses on bright colors, which brings out the unexpected shock value. Being a female fronted band comes with some challenges involving the focus on the vocalist's appearance and objectification. McCarthy, K. (2006) discusses how rock music's overwhelmingly masculine character marks women's presence as being gender significant. . While we're aware of the issues presented, we'll be

taking advantage of the novelty factor and turn it into a marketing opportunity. Derange's vocalist drifts away from the stereotypical visuals that are expected from a frontwoman, by expressing herself with bold makeup and facial expressions, and self designed outfits.

3. Market Analysis

Derange's main competitors derive from bands whom have a female fronted singer. 'Female fronted' has been proclaimed as a tone-deaf music gene as it shows inequality in the industry and it's dismissive. But as it has been mentioned before, we have to look at this issue as a marketing opportunity. Richards, K. (2015) mentions that when you're a woman working in a male dominated industry, gender can be acknowledged constantly. Due to being a novelty, it can be empowering. In this section of the report, three bands in the same market as Derange have been selected; in order to analyze what makes them successful and how it can be incorporated to this marketing campaign.

3.1. Dream State

Dreamstate is a post- hardcore band from South Wales formed in 2014. In 2017 they released their single 'White Lies' through YouTube channel Dreambound, which scored the band a viral hit now worth 8 million views. Their social media shows consistency, which keeps fans interested and updated, including powerful live shots of their shows. Their SEO brings in good traffic and their social medias get organic engagement, derived from likes and comments. Vocalist CJ Gilpin and her powerful vocal performance mainly establish their Unique Selling Point. Dignon, Sam. (2018) describes Dream State's sound as a strong mix of radio friendly rock with heavier touches, hence establishing themselves with a heavier sound than the average rock band. Although their sound is slightly repetitive and not considered the most original, the vocalist's singing is the strongest aspect of the act.

Dream State's merchandising shows versatility and a broad palette for fans to choose from as the products derive from the tracks of their EP 'Recovery'. Even though this scheme leads to several items to choose from, creating Single-

inspired merchandising can be a disadvantage as it runs a risk of becoming outdated as the band progresses with their material.

3.2 Pale Waves

Pale Waves are an Indie Pop band from Manchester, England formed in 2014.

The two most memorable members are vocalist Heather Baron Gracie and drummer Ciara Doran, who founded the band.

Unlike Dream State, Pale Waves ranks at a more commercial level, ranking 5th on BBC Sound of 2018 poll and reaching number 8 on the official UK Albums Chart.

Their unique selling point derives from their alternative sound with references to 80's pop culture such as The Cure and The Smiths, as well as a Goth aesthetic.

This is an important factor to reflect on. Theory, T. (2019) comments that this nostalgic sound is vital to an era where synthetic pop dominates the industry.

Although their writing formula has been described as vague and according to

Petridis, Alexis (2018), their idiosyncrasies are currently all visual and not

musical. Pale Waves' sound has been heavily criticized due to their similarities

with the band The 1975 whom lead vocalist Mathew Heal produced, wrote

several tracks with the band as well as directing their music videos. ArTV (2018)

states that this particular detail got in the way of them making a creative stride on their own.

It is evident that they have an excellent internet visibility and a large range of keyboard combinations, which brings traffic to their social media and website.

3.3 Employed to Serve

Employed to Serve is a hardcore band from Woking, England, formed in 2013. For this report it was essential to include a band in the heavier side of the rock genre due to the novelty factor. Dust, E. (2018) states that Employed to Serve is fast becoming one of the UK's most exciting post-hardcore acts.

They are mostly known for their reputation on energetic live performances, which has earned them popularity amongst crowds in the UK and EU. In the present state of the music industry, it's very important to have a strong live show component. Ryssdal, K. (2018) mentions that the rock genre still dominates the live industry, generating more than half o \$5 billion from the highest grossing music tours. Resnikoff, P. (2017) also has commented that the US music industry is now worth \$17.2 billion and more than half is from concerts.

Their unique selling point is vocalist Justine Jones, whose harsh vocals make her stand out in a male dominated industry. Leonard, M. (2017) describes the female scream as a 'threat to patriarchy' as it tears down the structures of the rock industry. Employed to Serve's keyword combination is varied and the band's name is instantly in the first page of SERP.

3.4 Competitor Matrix

<u>Band</u>	<u>Derange</u>	<u>Pale Waves</u>	<u>Dream State</u>	<u>Employed to Serve</u>
Social Media	7	9	9	8
Website	6	8	8	7
Merch	6	8	9	8
Fanbase	6	9	9	8
Music	8	8	7.5	7.5
USP	9	9	7	7
Live	7	7	8	8
TOTAL	4.9	58	57.5	53.5

3.5 Summary

By analysing each competitor's pros and cons, Derange's fanbase and status has room for improvement. While their social media hold an average of 5k followers, their competitors are at an average between 25k and 70k. Pale Waves has a more established fanbase and holds a higher status in comparison to the other competitors. It was important to include an artist with a bigger reputation in order to examine each element so that Derange is able to grow into the same level. Social media needs to remain consistent in order to keep fanbase engaged to it's recommended that Derange explores different areas of social media interaction such as live videos and stories. What these competitors all have in common with each other is their Google keyword research and a strong SERP (search engine results page). All 3 acts have a great Internet visibility and fans are able to find their content on the very first link it appears. It's essential that Derange are able to expand their keywords density as well as building their off site factors such as a Wikipedia page and 3rd party platforms such as Songkick and Bandsintown. This means that they have to get out there and be active on social media and keep up with daily posts and unique content. Houghton, B. (2011) states that an out-of-date website or social media page will lead to very little to no traffic.

Dream State holds the higher score for merch due to its variation and bigger room for choice. Expanding Derange's merch selection to different items besides shirts would result in a larger income stream as well as increasing their fanbase. As it was mentioned before, the live industry is very important, especially for the rock genre. Both Dream State and Employed to Serve hold a reputation for energetic and attention grabbing performances, which keeps their fanbase loyal and leads to successful tours. Although Derange receives several positive reviews in regards to their live shows, it is vital that they remain consistent and innovative. Adding logo banners of backdrops as well as a programmed lightshow will surely raise the bar.

Due to their original sound and their different take on the 'female fronted', Derange holds a high score in regards to their unique selling point.

4. Target Audience

According to the social media insights, Derange targets both genders, with a majority in male fans at 62% while female fans stand at 37%. The age demographics between 18-24 stands at an equal 17% between both genders, while the age group of 25-34 holds a majority in the male gender by 23%. We can conclude that potential consumers vary from young male and female adults. The most targeted countries are the United Kingdom and The United States, along with a great variation of European countries such as Italy, Spain, France and Germany. Looking at a psychographic segmentation, we would aim to target those with a musical interest mainly in rock and metal, especially bands and artists who are similar Derange's musical style. But we would also be open to other pop- subgenres due to Derange band new sound, which involves catchy hooks and riffs. Due to the originality of Derange's music videos and their intake on story telling, our target audience's hobbies will also include video games, films, video directing and festivals such as Download and Reading/Leeds festival. Now that music is more accessible, people listen to a large variety of music. So it would be biased and unfairly stereotypical to include personality traits such as aggressiveness and misconduct on the target audience on this report. According to Chamorro, T. (2011), music fulfills 3 important psychological functions, which include: improvement of performance, stimulating intellectual curiosity and manipulating emotional states. It has also been stated that there are no psychological value when it comes to musical genres, as they're not there to describe people. Age, sex and socio-economic status are more relevant than personality when it comes to preferences in musical genres. Lafata, A. (2014) goes on to further support that there aren't clear links between personalities and musical preferences. The emotional connection we get from a musical genre is subconscious and out of control. Greenberg, M.D et al. (2015) undertook a study in regards to the link between musical preferences and personality traits. The results from that study concluded that associations between empathy and musical preferences were robust and independent of personality. Due to the increased connectivity to the Internet, the industry has had a digital shift. Trendjackers, T. (2017) comments on how the industry continues to be

intensively competitive as there is easier access as well as more room for choice. This accessibility has given more control to musicians but it has created a saturated environment. According to Barnhart, B. (2018), people are more likely to find an artist's social profile via Facebook, Google or Instagram. A clean and optimized profile includes pictures, biography as well as updated info. Derange main social media is Facebook alongside Instagram with a large emphasis on mobile devices when it comes to reach and page views, so the campaign will focus on that particular detail.

5. Action plan- Promotion

The promotion for Derange's upcoming brand new album will initiate with the release of 3 singles prior to the overall release and there shall be a 9-week promotion period in between each track. They will all be combined with a music video and a 5- week promotional period each, followed by a tour announcement. The promotion will involve the support of PR advertising that will include Online and Print press, as well as radio and TV plugging.

5.1 Online + Print Press

Prior to release, each single as well as the full album will be distributed along with a detailed press release to every online and print press relevant to Derange's promotion. Major press will include:

- MetalHammer
- Kerrang!
- Metal Injection
- Rock Sound
- Revolver
- Louder

Smaller websites will also be targeted, such as Distorted Sound Magazine, Moshville Times, Rock 'n' Load and Pure Grain Audio.

It's well known in the industry that nowadays, individual singles don't get reviewed in comparison to a full album. According to Clark, S. (2019), there's not that much that can be said about a single song from a creative standpoint. From a practical point of view, it does come down to a cost benefit analysis, as only a few sites can generate enough revenue and hosts those kinds of articles. Brumpton, T. (2019) from Polymath PR goes on to explain that the sheer influx of material released nowadays is one of the main reasons for the lack of single reviews, as well as the way that people consume media in this present time. But Leight, E. (2018) from Rolling Stone Magazine comments that releasing multiple singles prior to an album 'keeps things flowing' and keeps fans engaged. It also allows labels to gauge listener's response. But sharing too many songs ahead of time can also affect the impact of the album release by making it less exciting. Which is why an average of 3 songs were chosen for this campaign, which will keep the buzz going as well as keeping the majority of the album under wraps.

The 5- week period prior to the third single will be fully focused on sending press releases for full reviews of the album prior to its release.

The third single's announcement will also be revealing the official release date of the upcoming album, which will be followed by a promotional tour announcement.

5.2 Radio Plugging

Each single will be promoted on the radio, with an exclusive airing prior to official music video releases. Derange will be working aside with national radio plugging company Pluggin Baby throughout the entire promotion of the single and album. Each promotion will last 5-7 weeks and the single will be sent to platforms such as:

- BBC1 radio
- Kerrang! Radio
- Planet Rock Radio
- Amazing Radio

Other regional and national stations will also be targeted and throughout Derange's tour, several radio interviews/live sessions will be organized in order to promote the album while on the road.

5.3 TV

Each music video will be sent to the main TV music platforms such as:

- MTV Rocks
- Kerrang! TV

Even though TV advertising remains firm, it's facing threats against nowadays social media. TV is no longer the only mass reach medium and nowadays people have more alternatives. For bands and artists seeking TV promotion, it's slowly becoming a risk of 'hit and miss' when it comes to seeing your music video on music channels, which leads to unnecessary money spending. According to Associates, O (2011), the Internet continues to have a profound economic impact on many of its areas. Consumer's behavior is changing due to social media networks, which means it's leading to a change in the advertiser's behavior. Which means that online videos are becoming more viable than TV.

For this promotion, the first single's music video will be sent to TV music channel via Fastrax as a trial round.

5.4 Social Media Marketing

This marketing campaign will have a large focus on social media. The aim is to create consistent social media content with scheduled posts on Derange's strongest platforms like Facebook, Instagram and Twitter. Associates, O (2011) further comments on how Facebook and Google control a significant amount of all online advertising by successfully drive traffic to leading brand websites. The most relevant posts will be boosted with advertising and these will consist of important announcements, teasers, events and music videos. The Facebook and Google ad campaigns will have the objective to:

- Increase engagements
- Increase video views and traffic

Once the music videos are released, each one will have ads running on YouTube though adwords coinciding with Facebook and Instagram.

The campaign will also be targeting social media influencers consistent with Derange's style in order to promote its new singles and album. According to Reverbnation (2017), influencers act as brand advocates and are very experienced in coming up with creative concepts. Having Derange's music featured in their videos will expand its promotion.

5.5 Pre- order Bundles

In order to increase the hype on Derange's album arrival, pre- order bundles will be created. Throughout the months of promotion, there will also be mini-competitions to engage the audience and encourage fans to pre-save Spotify links for the singles.

Merchandising is a way to increase a band's income streams but to also expand the artist's reputation. Contracts, M (2018) comments on how there has been a decline in record sales for the past years, causing revenue decrease for artists. Nowadays, revenue sources cannot only depend on record sales, so bands are turning into a variety of income streams to make a living. This can vary from Spotify streams, sync deals and of course, band merchandising.

Leigh, E (2019) further mentions that one of the reasons merch bundles are created is to replace income that used to come from making music. Industry nowadays is very focused on single streams, hence merch bundles incentivize fans to buy full albums.

Derange's album pre- order bundles will be as followed:

Physical CD

£15.99

Starter Bundle- CD+ Pins

£17.99

Bronze Bundle- CD+ T-shirt #1

£25.99

Silver Bundle- signed CD+ hoodie+ t-shirt #2

£59.99

Golden Deluxe Bundle- signed CD+ hoodie+ 6 color t-shirt + name on album

£85.99

HBS Working Knowledge (2013) comments that sales can soar when products are bundles together into one cheaper package. But it's important to allow flexibility to consumers, as not all fans want to buy merchandising along with the album. Hence they will be given the option of getting the physical CD on its own for £15.99. There has been a shift in the industry where people purchase individual tracks instead of full albums. Elberse, A. (2010) discusses the economic impact that this has on producers and artists and how it affects sales in a negative way. The availability of online distribution such as Spotify has lead to a decrease in album sales and products individual prices (such as tracks on Itunes)

6. Promotional UK/EU Tour

For Derange's upcoming promotional tour, it was important to research the social media insights and popularity among UK/EU cities.

The tour route as well as venues shows as follows:

6/09/19- London | Underworld

7/09/19- Leeds | Key Club

8/09/19- Manchester | Rebellion

9/09/19- Birmingham | The Asylum

10/09/19- Bristol | Exchange

11/09/2019- Southampton | Joiners

12/09/2019- OFF

13/09/2019- Paris | Backstage by the Mill

14/ 09/2019- Brussels (TBC)

15/09/2019- Cologne (TBC)

16/09/2019- OFF

17/09/2019- Guildford (The Boileroom)

18/09/2019- Newcastle (The Star Inn)

19/09/2019- Glasgow (Audio)

20/09/2019- Edinburgh (Bannermans)

One of the objectives was to create a smooth tour route with each date nicely allocated in order to save on budget and complications while on the road (such as traffic). Several dates in UK cities in the Midlands and up North were chosen due to their known rock and metal community and large list of venues suited to this genre. Throughout the year, the ideal time to plan a tour is between April/May and September/October, before and prior to summer festival season. The competition amongst music acts during this season is very high and according to Mastrogiacomo, A. (2018), people are more likely to invest their time and money into going to bigger festivals or going on holiday. So it can be challenging to promote shows showcasing new music around that time.

As it's Derange first time in Europe, only 3 EU dates were added. They were chosen having in mind the relative distance between them, which will serve as a starting point for Derange's breakthrough in Europe.

7. Marketing Timeline (Appendix 1)

<u>Task</u>	<u>Start</u>	<u>Finish</u>	<u>Duration</u>
Single #1 release	21/04/19	21/04/19	0 days
Google ad campaign #1	21/04/19	18/05/19	4 weeks
Facebook ad campaign #1	21/04/19	18/05/19	4 weeks
Radio Plugging #1	21/04/19	27/05/19	5 weeks
Single #2 teaser	08/06/19	08/06/19	0 days
Facebook boosted post	08/06/19	22/06/19	2 weeks
Single #2 release	22/06/19	22/06/19	0 days
Google ad campaign #2	22/06/19	20/07/19	4 weeks
Facebook ad campaign #2	22/06/19	20/07/19	4 weeks
Radio Plugging #2	22/06/19	27/07/19	5 weeks
Tour announcement	22/06/19	22/06/19	0 days
Album press release sent out	27/07/19	27/07/19	0 days
Single #3 teaser	10/08/19	10/08/19	0 days
Album announcement	10/08/19	10/08/19	0 days
Facebook boosted post	10/08/19	24/08/19	2 weeks
Album campaign starts	10/08/19	12/11/19	9 weeks
Single #3 release	1/09/19	1/19/19	0 days
Album release	1/09/19	1/09/19	0 days
Tour starts	6/09/19	20/09/19	2 weeks
Facebook ad campaign #3	1/09/19	22/09/19	3 weeks
Google ad campaign #3	1/09/19	22/09/19	3 weeks
Radio Plugging #3	1/09/19	12/10/19	6 weeks

8. Budget

The total capital for this campaign is at £35000 as shown below. The majority will be self-funding amongst band members, and a savings plan was put into action since the beginning of last year. Funding will also be collected from Derange's back catalogue merch sales and savings, as well as their stream income from their distributor Tunecore.

8.1 Expenses (Appendix 2)

Total budget: £35,000

Marketing	Cost	Units	Notes
Rehearsals	£500	£40/ 4 Hours	Panic Studios
Photos	£100		Jake Ten Photography
Artwork	£0		Self made
Music Videos	£9000	£3000/ music video	Trifecta films
Radio	£2250	£750/single	Pluggin Baby
Album PR	£1500	£500/month	Polymath PR
Social Media	£1500	Avg. £50/week	
TOTAL			£14,850
Merch	Cost	Units	Notes
2 color t-shirt #1	£349.20	£2.91/100 +VAT	Pins & Knuckles Merchandising
2 color t-shirt #2	£349.20	£2.91/100 +VAT	Pins & Knuckles Merchandising
6 color t-shirt	£460.50	£380/50 +VAT	Pins & Knuckles Merchandising
Beanies	£168.50	£12.57/50+VAT	Pins & Knuckles Merchandising
Hoodies	£628.50	£3.37/50+VAT	Pins & Knuckles Merchandising
CDs	£650	£130/500 +VAT	
Pins	£256	£0.51/500 +VAT	Pins & Knuckles Merchandising
TOTAL			£3021 x 2= £6042
Transport	Cost	Units	Notes
Van Hire	£1500	£80/day + VAT	Vans for Bands
Petrol	£500	£1.46/litre (80l	

		tank/ 1704mi total)	
Insurance	£0		Vans for Bands (Insured on self-hire)
Tolls	£187.80	£93.90 Calais To Paris and return.	No Tolls in Germany and Belgium
Channel Tunnel	£200		
Accommodation	£3000		Including band and crew. Amount TBC
TOTAL			£5387.80
Crew	Cost	Units	Notes
Roadie	£1500	£100/day	
Merch seller	£1350	£90/day	
FOH Mixer	£1500	£100/day	
Photographer	£1500	£100/day	
Tour manager	£2250	£150/day	
TOTAL			£8100

Grand Total: £33,880.40

Excess: £1,119.60

8.2 Revenue (Appendix 3)

Concert Fees	Goal Number	Forecast Number	Price	Goal Income	Forecast Income (Fixed Fee)
UK fee	Fixed	Fixed	£150/Night	£1500	£1500
EU fee	Fixed	Fixed	£500/Night	£1500	£1500
TOTAL				£3000	£3000
Ticket sales (50% box office)	Goal Number	Forecast Number (70%)	Price	Goal Income	Forecast Income (70%)
200 capacity venues	200	140	£10/ticket	£13,000	£9,100
TOTAL				£13,000	£9,100
Pre orders	Goal Number	Forecast Number (70%)	Price	Goal Income	Forecast Income (70%)
Physical CD	125	88	£15.99	£1998.75	£1399.13
CD + Pins	125	88	£17.99	£2248.75	£1574.13
CD + t-shirts #1	100	70	£25.99	£2599	£1819.30
CD + Hoodie + T-shirt #2	100	70	£59.99	£5999	£4199.30
CD + Hoodie + 6 C. T- shirt +Beanie	50	35	£85.99	£4299.50	£3009.65
TOTAL				£17145	£12001.50
Live Merch	Goal Number	Forecast Number (40%)	Price	Goal Income	Forecast Income (40%)
Back catalogue	80	32	£10	£800	£320
Awakening album	50	20	£5	£250	£100
New album	500	200	£15.99	£7995	£3198
New t-shirt #1	100	40	£19.99	£1999	£799.60

New t-shirt #2	100	40	£19.99	£1999	£799.60
6 colour t-shirt	50	20	£29.99	£1499.50	£599.80
Hoodies	50	20	£40	£2000	£800
Beanies	50	20	£20	£1000	£400
Pins	500	200	£3	£1500	£600
TOTAL				£19042.50	£7617
Tutorials/Clinics	Goal Number	Forecast Number (35%)	Price	Goal Income	Forecast Income (35%)
UK dates (EU excluded)	100	35	£30/ticket	£3000	£1050
TOTAL				£3000	£1050
Grand TOTAL				£55,187.50	£32,768.50

9. Sales Predictions

9.1 Best case scenario

In the best-case scenario of this marketing plan, Derange is set to make a total profit worth £21,307.10. If we estimate tax to be set at 10%, profit will come at a total of £19,176.39. The entire campaign will have generated a gross profit margin of 38% and a net profit standing at 28.6%.

Each member would each receive a total of £3835.28 after tax but since there was a fixed live fee worth a total of £3000 (each member receiving £600), there is an opportunity to reinvest this profit generated into a future campaign and/or another tour.

9.2 Worst Case scenario

Even though it's important to include optimistic numbers, this marketing report also looks at the reality of the investments of a touring band. A promotional campaign is expensive, never mind touring, and it's common for up and coming bands to lose money in their first endeavors. It's important to have in mind that certain goals in revenue may not be reached due to several factors, including customer's demand. Which is why forecast incomes were added to the budget.

In this campaign, Derange is set to make a loss worth £1006.50 (%3.4). Even though it was a loss, the outcome is not as disappointing as expected. The remaining money left from the £35,000 budget (£1119.60) can be used to cover the remaining costs or as an investment.

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