

REPORT

Module: Entertainment Marketing (BMTY003)

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Introduction

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

Marketing Objectives

Achieved so far:

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

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

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

Artist Profile



Artist: Frida Touray

Age: 32

Gender: Female

Ethnicity: Swedish/Gambian

The information below has been collected to understand Frida's audience. Demographics are statistical data gathered about her audience to tell me whom I am marketing to. Psychographic information relates to psychological behaviour and would tell me why they might make certain decisions or purchases (Copy press, 2023) The data below has been accessed on Frida's 'Spotify for Artists' feature page which allows you to manage your audience data and profile to pitch new music to playlists and concerts (Spotify for Artists, 2023).

Demographics

Age:

18-60+

Gender:

59% Female, 37% Male, 2%, Non-binary, and 2%, Not specified.

Location:

Top countries: United States, United Kingdom, Canada, Australia, Netherlands.

Top cities: London, Sydney, Los Angeles, Melbourne

Psychographics

Personal Characteristics: Introverted extrovert, loyal, emotional

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

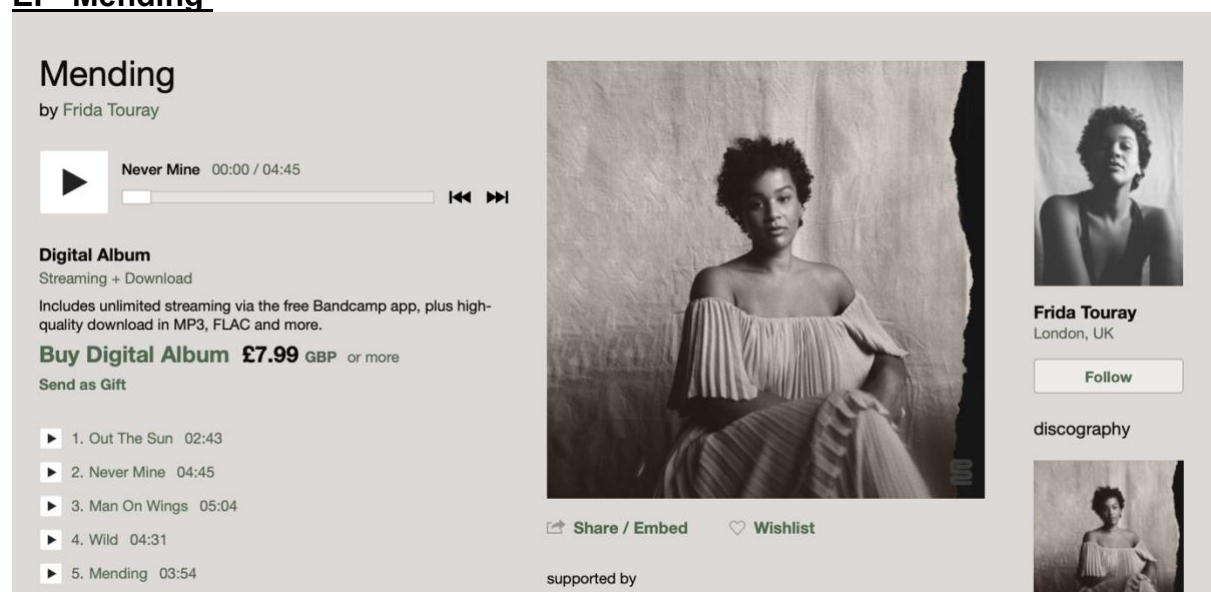
Attitudes: Curious, creative, wholesome, communal, and caring

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

Behaviours: Creative, spending time with family, introspective

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

EP 'Mending'



(Bandcamp, 2023)

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

"Frida is an undiscovered gem – an artist who, with the release of her debut EP 'Mending', will capture the hearts and minds of audiences who love music that melts in your mind, provokes emotions you were not even aware of, and creatively captivates in every nerve on your body. She is, without doubt, an artist of the future that will command your attention." (Bandcamp, Accessed 2023)

Overview

Frida Touray released her EP (mini album) titled 'Mending' last year (2022) on the label E2 (Edition Records) and funded by PRS Music Foundation. The artist's EP has had considerable success during the release stage and has shown significant growth, such as landing a feature for one of her songs, 'Out the Sun', in the Netflix movie 'Sam & Kate'. This has helped reach more listeners on Spotify and other digital platform services. Frida Touray followed the release by sharing video snippets

on Instagram of an intimate acoustic version of 'Out the Sun,' which worked well due to Frida Touray's style, sound, personality, and vulnerable expression in the song. Additionally, a video for her song 'Mending' was also recorded and released. The artist has further landed her beautifully crafted songs on well-known playlists on the established radio station, with positive comments made personally by Jamie Cullum.

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

Spotify Statistics

27th June 2023, Spotify data accessed:

45,674

Monthly listeners

London, GB

1,910 listeners

Sydney, AU

735 listeners

New York City, US

677 Listeners

Amsterdam, NL

649 listeners

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



EP

Mending

Frida Touray • 2022 • 5 songs, 21 min

Play, Heart, Download, More options

#	Title	Plays	⌚
1	Out the Sun Frida Touray	247,625	2:43
2	Never Mine ...	222,853	4:45

3	Man on Wings Frida Touray	36,580	5:04
4	Wild Frida Touray	33,492	4:31
	Mending Frida Touray	523,105	3:54 ...

22 July 2022
© 2022 E2 Music
© 2022 E2 Music

(Spotify, 2023)

Artist comparison

People who listen to the artists outlined below might also like Frida Touray's music. These artists are based on similar genres, style, look, locations, and data found from 'Spotify from Artists', which I gained access to through Frida. The gathered data will clarify Frida's audience but also be helpful when it comes to targeting her ad campaign online and on social media platforms; this includes everything from what they might purchase interests etc. For instance, 'Music- Map' has also been used to understand this concept better.

"Music-Map is **the similar music finder** that helps you find similar bands and artists to the ones you love" (Music-Map, 2023)



(Spotify, 2023)

Listeners also like		
	Native Dancer	
	Victoria Canal	
	Chris Hyson	
	Hahnen Ford	
	Emily King	
	Uma	
	MARO	
	Marie Dahlstrom	
	Tiny Habits	
	Madison McFerrin	

(Spotify for Artists, Touray, 2023)

People who listen to Frida also listen to the singer-songwriter Emily King.



(Accessed on Spotify, King, 2023)

191,358

Followers

810,096

Monthly Listener

Los Angeles, US

15,954 listeners

New York City, US

13,322 listeners

London, GB

10,469 listeners

Sydney, AU

10,157 listeners

Chicago, US

10,127 listeners

has a near-magical gift for digging into life's deepest sorrows and uncovering unexpected beauty and illuminating truth. Since the arrival of her Grammy Award-nominated full-length debut *East Side Story*, the New York City-bred artist has brought ever-evolving levels of depth and nuance to her songwriting, rooting each revelation in her mesmerizing blend of soul and R&B and forward-thinking pop. On her new album *Special Occasion*, King shares a real-time exploration of the endless dimensions of heartbreak—an inquiry informed by the end of her romantic relationship. King and longtime producer Jeremy Most (Grammy nominated producer and multi-instrumentalist) closely collaborated on every track for an intimate and infinitely enchanting look at the ways we love, grieve, and eventually stumble toward a greater sense of self-understanding.

Posted By Emily King

(Spotify, 2023)

Other similar artists selected, and their information can be found below:

Laura Roy

Link:https://open.spotify.com/artist/5QPrSgtPwMPPMdDNWQyQDXR?si=yhmCH683R4yZ5_rElt_ioA

Ego Ella May

Link:https://open.spotify.com/artist/7ANeFdhoipksT9lqg0Ay6?si=83fhcLq_RzOqczM1cKGqMQ

Native Dancer

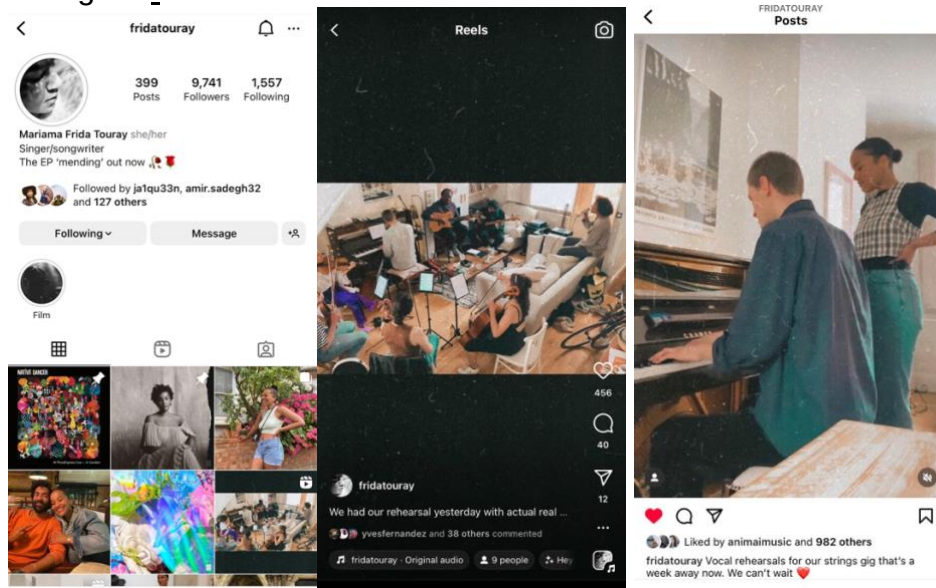
Link:<https://open.spotify.com/artist/1RFjZQDCgXCeSMcxxJMnMP?si=0LCxF08gSYO-8e4-2tWCw>

Lianne La Havas

Link:<https://open.spotify.com/artist/2RP4pPHTXlQpDnO9LvR7Yt?si=MDfI8eoJQ82hh2DCiycPUw>

Artist Online Profile

Instagram:



(Accessed on Instagram, 2023)

Frida's Instagram profile and content online show great engagement, with 9,741 devoted followers on her page, plus the content speak directly to what she represents as an artist. For this reason, if Frida continues to share similar content, such as snippets and reels of rehearsals (which will be part of promoting the UK and international tour), she should be able to keep building a presence and connection with her fans.

With this in mind, analysing engagement is a fundamental tool to understand your audience's wishes and track your posts' performances. (Ditto Music, 2023)

Social media platforms can offer immense potential to get your music discovered. "With the majority of the world's population now avid users of at least one social media channel, the importance of social media as a tool for promoting your music and underpinning your bigger music release strategy as an artist is more crucial now than ever." (Ditto Music, 2023)

Furthermore, Ditto Music demonstrates a breakdown of the ten most important things to do as a musician to boost your online presence and get more social media followers. For example, one of them is to be authentic. "Establishing an authentic sense of yourself on social media, your followers can build a deeper connection with your music" (Ditto Music, 2023)

Knowing your audience is also key to gaining success on social media and understanding what they want. (Ditto Music, 2023)

KNOW YOUR AUDIENCE: *Industry Case Study*

Kid Brunswick (one of our Ditto own!) is an artist who's **tuned in to what his audience want** to see.

His followers are the first to know about **exclusive opportunities** to see him perform, entry requirements, Q&A sessions on his socials and regular new music updates!



(Ditto Music, 2023)

“As an artist still making his big name, Kid knows his audience wants engaging content and a chance to interact with him. And that’s exactly what he gives them.”
(Ditto Music, 2023)

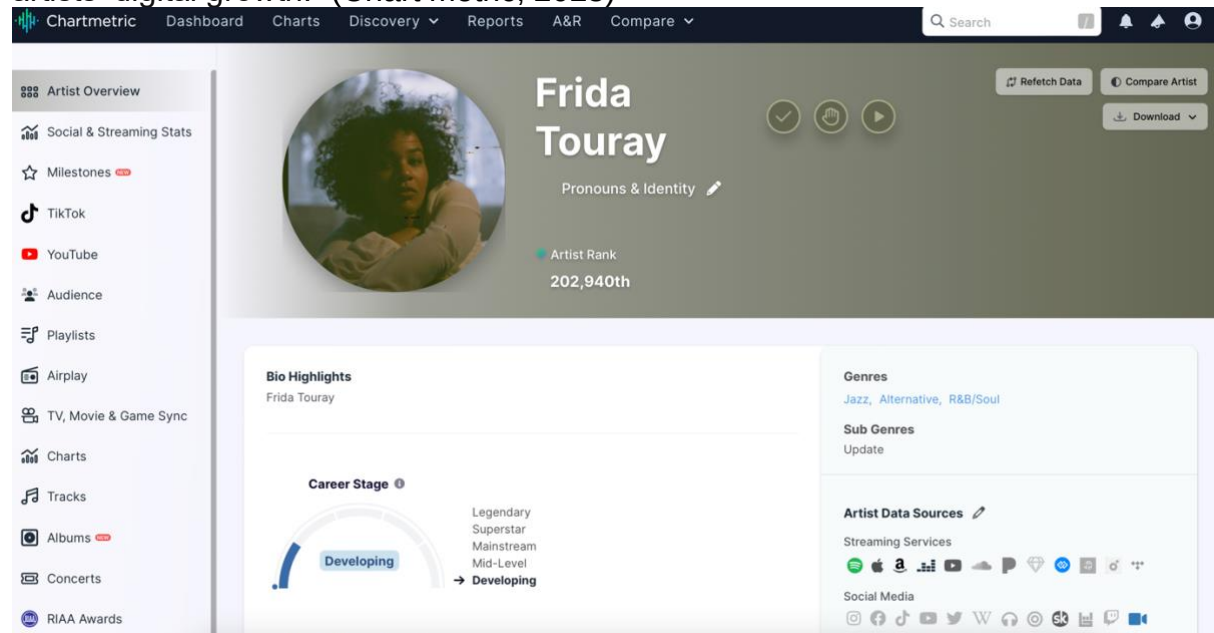
Another key aspect is consistency, which means ensuring that your social media profiles stay updated across all social media platforms and look professional.

The other recommendations and tips to stay on top of socials by Ditto Music include optimising your profile (sharing bio and links), interacting with fans regularly and using short forms of content because people love to see video content. This can be, for example, sharing footage from a recent show, backstage content, or recent rehearsals. Driving awareness across all socials by syncing up your social media channels and “smart tagging” which is, “When you tag other accounts in your social media posts, it’s like sending a direct line to the followers of those accounts”.
(DITTO MUSIC, 2023)

Analysing Frida’s data through the music industry tool Chart metrics can be helpful in understanding where best to engage. Frida’s report on Chart metrics shows the data below.

Chart metrics is a common, popular, and standard industry tool for marketing and A&R purposes in the music industry.

“Chartmetric is a music data analytics platform that provides users with insights into their online presence across various music platforms such as Spotify, Apple Music, and YouTube. It also offers data on charts, playlists, social media, and audience analysis, allowing users to track their artists’ performance and that of other artists. Chart metric offers extensive data in terms of social media and streaming analytics; Immensity, on the other hand, measures the impact that various data sets have on artists’ digital growth.” (Chart metric, 2023)



(Chart metrics, 2023)

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

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

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

Additionally, with ‘AI’ (Artificial Intelligence) tools in place today and taking off, it’s worth considering the impact. Perhaps this makes people value human interactions

more where it increasingly replaces human interaction in certain situations (Baig, 2021)

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

Cryalot

Verdigris Management / AWAL

Team members

Verdigris Management
Courtney Askew-Conti, James Corbitt, Sam Denniston

Motive Unknown
Henry Walker, Clare Ferris, Sam Gardiner

AWAL
Chris Presland
Alice Backham – Digital creative

Overview of campaign

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

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



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

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



Results & key learnings

From the initial launch, 750 fans signed up to receive the 'Hell Is Here' video drop and future Cryalot news by email/

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

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

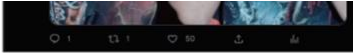
Cryalot's highly creative visuals around the Icarus narrative gave lots of content to play on; from the dark aesthetic of 'Hell Is Here' to the bright ethereal visuals for 'Touch The Sun'. On



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

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

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



Results & key learnings

From the initial launch, 750 fans signed up to receive the 'Hell Is Here' video drop and future Cryalot news by email/ SMS. After the launch of 'Touch The Sun' and three merch drops before EP release, the Laylo first-party data list grew to 1,500+ people, aided by the Motive Unknown digital advertising campaign. The current Laylo sign up number exceeds 1,600 fans. Average click rate from Laylo messages was 55%.

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

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

(Sandbox,2023)

Communications

Role: Marketing

The artist Frida Touray and I had started discussing ideas and processes on the phone to lay out the plan of action for the campaign. We also followed up with in-person meetings so I could further understand her identity, values, and needs.

The communication medium used to research data, perspectives and information with artists and other relevant parties in creating this campaign is phone calls, emails, voice notes, WhatsApp messages and social media.

Sources and media used for artists and the campaigns are, for example TileYard Education, Chartmetrics, Spotify, Web, Interviews and social media such as Instagram.

It has been recognised that Frida Touray has built a valuable network and relationships in the music industry as a musician over the many years of working as a backing vocalist, session singer, songwriter, and artist. One of her close contacts will be a surprise guest on her shows on tour. This has allowed me to embrace Frida's connections in the industry by being able to pitch the idea to the special surprise guest Lianne La Havas. A discussion about the concept has been proposed to Frida and will be pitched to her in an in-person meeting at Frida's birthday dinner on a date Monday, 17th July 2023.

Marketing Strategy

Following the peak of her sold-out show at St Pancras Old Church, Frida Touray will continue successfully establishing herself as an artist as part of this marketing strategy.

A live version will be recorded of Frida's EP with a string quartet at each venue/show of the tour. Each recording will then be available via a private mailing list called "Touray's Friends" that the attendees can subscribe to with a pre-save link containing a QR code two weeks before the tour starts. Each specific version will be available to download after the gig/show and will be exclusively allocated only to the attendees of that show, almost like a souvenir.

The strategy is to create engagement and reward fans and listeners that have been identified in both the UK and cities in the US. From research undertaken and according to data found, Frida Touray's audience spans across the ocean to the US, in cities such as New York and Los Angeles; the strategy is to build a closer bond with her fans. There will also be a selection of the best live recording of the show on tour released on all digital streaming platforms after the tour.

The second strategy will involve Frida announcing a special guest at one of her shows in London; this special guest will be someone that is close to Frida but also someone that is considered a "tastemaker" and influential. A Tastemaker is

described as someone with substantial following/influence to magnify your message. With them, the capacity to reach an audience in significant numbers is greatly improved.

This special guest will be Lianne La Havas, the British singer-songwriter and record producer nominated for the Grammy Award in 2016 and twice for a Brit award in 2017. Lianne la Havas also has over half a million followers on Instagram. Lianne La Havas and Frida became close friends when she started to sing backing vocals for her, and later, Frida collaborated by co-writing in one of Lianne La Havas's albums.

Tour

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

Audience	
Top countries	
LAST 28 DAYS	LISTENERS
1 United States	12,058
2 United Kingdom	7,271
3 Canada	2,132
4 Australia	1,933
5 Netherlands	1,551
See all	>
Top cities	
LAST 28 DAYS	LISTENERS
1 London United Kingdom	1,714
2 Sydney Australia	664
3 Los Angeles United States	565
4 Melbourne Australia	564

(Spotify for Artists, 2023)

Tour dates:

London Wed 11th Oct 23

London Sun 12th Oct 23

Manchester Wed 18th Oct 23

Bristol Thur 19th Oct 23

Brighton Sat 21st Oct 23

The extension (US), dates TBA

New York, Los Angeles

Merchandise

Following the footsteps of many artists today, selling vinyl has been recognised to be a great success in sales. Frida Touray can seize the opportunity to offer merchandise such as Vinyl and to build on the connection with her fans. Frida will have 500 Limited edition Vinyl's ready and signed by her. The Vinyl will contain the live recording of one of her best shows during the tour.

The announcement of the vinyl will take place after the tour when the same live recording of one of her best shows during the tour is out for release on all digital streaming platforms.

"Vinyl records have been experiencing a resurgence and become hugely popular, surpassing CD sales every year, which is a trend driven by the millennials" (Biron, 2023)

One of the reasons why has been described: "There's something about the tangibility of a vinyl that builds a deeper connection between the listener and the music. Plus, it's not always readily available to you, making the experience even more special."(Theverydayman)

Vinyl Example:

I made an example below through the website Canva (Canva,2023) to show what the vinyl could look like.



Budget Plan

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

Frida Touray's Live Album Release and UK/US Tour Budget: £25,240 Income: £31,620			
Expenditure	Description	Per Unit	Amount
Recording costs e.g. mixing, mastering	Live recording plus mixing and mastering of minimum 5 shows	£500.00	£2,500
Small Venue Hire (Capacity 100-200 people)	2x Venue hire (rest of venues don't require hire cost)	£200.00	£400
Artist/band fees e.g. rehearsal time and time spent performing	5x String quartet for UK shows. 7x Bass player for UK shows. 7x Guitarist for UK shows. 1xLocal string quartet in NY including transport to and from the venue. 1xLocal string quartet in LA o including transport to and from the venue. All costs include 2x UK. rehearsals And 2 x US rehearsals	£500 per show £150 per show £150 per show £750 £750	6,100
International Travel e.g. Flights, Taxis, Accommodation	3x Flights to NY 3x Flights from NY to LA 3x Flights to London (UK) Accommodation: 3x Accommodation in NYx2nights 3x Accommodation in LAx2nights 2x Taxis to and from Airport 2x Taxis to and from Venue	£500 £350 £350 £100 £100 £100 £100	£5000
Domestic Travel , e.g. Trains, Ground Transportation, Accommodation	7x Train tickets with return for 3x UK shows outside London	£100	£2100
Visas (where applicable)	n/a	n/a	n/a
Contingency - up to 20% of the total, to cater for any unforeseen spending	1xcontengency charge	£3.220	£3,220

Marketing/Promotion			
PR campaign plus, additional promo packages	1x Playlist pitching campaign. 1x Social media campaign double boost Tik Tok.	£700 £300	£1000
Instagram	1x ad campaign for 10 days	£150	£150
TikTok	1x ad campaign for 10 days	£150	£150
Photography	Additional photography	£500	£500
Artwork	1x Graphic designer for cover art	£100	£100
Merchandise	Vinyl manufactory x 500 first limited edition copies		£3000
Videography	2x Videos plus editing	£250	£500
Contingency - up to 10% of the total, to cater for any unforeseen spending	1x contingency charge	£520	£520
Total cost:			£25,240
Income	Description	Per Unit	Amount
Recording Income e.g., physical sales, download income, streaming income etc	1x 250.000 Spotify streams	£870	£870
Ticket sales/performance fees	Approx. 150 tickets per show with £15 price per ticket	£15	£15,750
Programme/Merch sales	500x Vinyl's	£30	£15,000
Arts Council - Can include Arts Council England, Creative Scotland, Arts Council Northern Ireland, and Arts Council of Wales	n/a	n/a	n/a
Other Donations - Money raised through individual or community donations.	n/a	n/a	n/a
Total Income:			£31,620

Timeline

6- 4 months before the tour

- Contact and pitch to venues and promoters
- Finalise artwork for the poster and the tour dates.
- Document the creation journey.

4- 2 months before the tour

- Announcement across socials with a poster including dates, location/concept.
- Boost announcement with a sign that includes a ticket link and boost with ads campaign on Instagram, Instagram stories and other social platforms such as Tik Tok.
- Link all shows from ticket sellers to Spotify.
- We are scheduling countdowns across social media.

2- 1 month's prior shows

- Rehearsals
- Document and share recordings/snippets of rehearsals on social media.
- Promote on radio/interviews.
- Announce pre-save link to QR code via the mailing list.
- Boost post to ticket link, a poster of tour dates and the pre-save link to the QR code.

0 Months

- Start of the tour across a two-week period, dates below as follows.

Tour dates:

London Wed 11th Oct 23

London Sun 12th Oct 23

Manchester Wed 18th Oct 23

Bristol Thur 19th Oct 23

Brighton Sat 21st Oct 23

The extension (US), dates TBA:

New York, Los Angeles

One week after the show

- The Live EP of 'Mending' is OUT!! Via the mailing list for the superfans who attended the shows. The date and name of the venue will include in the QR code.

Three weeks after the show

- Release the live EP 'Mending', OUT and available on all digital streaming platforms, which will be hand-picked from the best performance; the venue's date and name will be included in the artwork.

Branding

Frida Touray's sound:

"Soulful melancholia of Touray's Scandinavian roots is all over her music — vulnerable and personal, authentic expression." (Ositelu, 2023),
(Acoustic Soul-Folk vein)

In an Interview with Frida by Afro Pean (Ositelu, 2023), Frida beautifully describes and answers questions. Frida's story and background create a sensitivity and honesty that further elaborates her project into words.

Interview

Mending is a musical memoir. On the EP sleeve notes, Frida outlines the record's themes: "... about a journey through love and relationships. How you evolve through them and, sometimes, how painful and intense they can feel when everything feels unaligned..." Touray, 2023).

"It was definitely scary at times to be that vulnerable," she admits. "But I also know what I appreciate when listening to other artists. Baring yourself and being vulnerable can be a freeing and beautiful thing to hear and be part of with someone. I needed to get these feelings out with this EP. I felt if I could make something beautiful in each song, then all that turmoil was not in vain. I would have done something with it that I was proud of. That really motivated me." (Touray, 2023)

"I had a friend in mind when I wrote it [but] I was writing it for both myself and this person. We are very similar. It was an ode to them. I wanted the song to be like a hug. Everything about it needed to feel like 'You are going to be okay. I am here', even if I discuss it as a support for myself." (Touray, 2023).

More about Frida's story and interview is available in the link below:

<https://afropean.com/all-that-im-doing-is-an-authentic-expression-of-who-i-am-an-interview-with-frida-touray/>

Radio stations

Jazz FM
BBC Music Introducing
BBC Radio 2- Jools Holland
BBC Radio 2 – The Jazz Show with Jamie Cullum
BBC Radio 1- Chill Mix
Soho Radio
Live Jazz London Radio

Venues

St Pancras Old Church(Ldn)
Ronnie Scotts Jazz Club (Ldn)
Bush Hall(Ldn)
Jazz Café(Ldn)

Promotional and Creative Assets

- Live Album Art Cover
- Tour digital poster
- Artist pictures
- Artist Bio/EPK
- Interviews
- Video reels of shows
- Snippets from rehearsals
- Social links
- Tour
- Merchandise

Images for Artwork Poster:



(Instagram, 2023)

Video snippets from St Pancras Old Church Live in May 2023:

Link: <https://www.youtube.com/shorts/HK5nnQbmKoc>



Video Links:

https://www.youtube.com/watch?v=6UwnV1B_Uls



frida touray



Frida Touray- Never Mine



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Director & Editor: Tamsin Topolski

<https://ttopolski.com/>

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