

Entertainment Marketing Report



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Introduction

The following report is a marketing plan for the first album release for UK North London grime artist, AraMiah. The report sets the scene by exploring traditional marketing components and how there has been a noticeable change to digital marketing over the past decade. Overall extensive research has been done in identifying the right artist brand, target audience, demographic, competitor analysis, value proposition, budgeting and overall release plan in order to create a highly effective marketing plan.

Traditional Marketing vs. Digital Marketing

Traditional Marketing Components

Traditional marketing is a form of marketing, which we have been exposed to in one way or another. It is a conventional mode of marketing, with an aim of reaching out to the semi-targeted audience through the use of various offline advertising and different promotional methods. These point of sale methods can exist out of radio, billboards, newspaper, print, tv, and magazines. Traditional marketing is a method hard to ignore as it includes the traditional advertising, which we encounter on a daily basis (Sherman, 2019). The point of sale methods listed above are categorised into the following offline marketing tactics:

- Print, this includes magazines, newspapers and books.
- Broadcast, such as television and radio,
- Direct Mail, includes catalogues, postcards, emails.
- Telephone, such as telemarketing, sms marketing, etc.
- Outdoor, a type of marketing on billboards, fliers, transit vehicles.

(Sherman, 2019)

Over the past few decades, traditional marketing has evolved but the fundamental aspects remain similar. The selling techniques that we use today are still heavily reliant upon the seven P's of marketing. These include Product, Price, Promotion, Place, People, Process, and Physical Evidence (Queensland Government, 2016). For any business or brand it is important to grasp the importance of these seven recognised marketing tactics as they can be used in any combination in order to satisfy customers in the specific target market. These seven P's are subjective to the internal and external marketing environments, and combining these marketing tactics is known as using a 'tactical marketing mix' (Oxford College of Marketing, 2018).

Appendix A



The seven P's model was originally designed by *E. Jerome McCarthy* and published in 1960 in his book *Basic Marketing. A Managerial Approach* (McCarthy, 1960). *Appendix A* refers to key terminology that should be considered when using the seven criteria in reviewing competitive strategies (Hanlon, 2019). These seven P's helps companies and brands in reviewing and identifying key issues, which could potentially have an effect on the marketing of the product and services.

The Shift to Digital Marketing

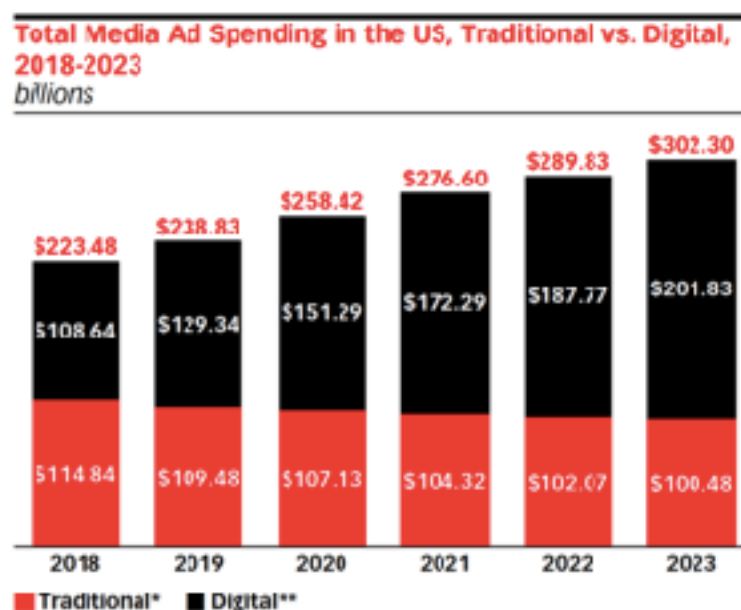
The marketing and entertainment industry is going through a period of major transition, as the balance of the main areas has shifted. Using the traditional marketing model is still used in this industry, however, due to the significant development of technology and the Internet, this has caused a change and disruption within the existing business model. Effective marketing campaigns are seeing a shift to digital as there is a rise in mobility, cloud computing and digital transformation (PwC, Canada). Currently, we live in a world that is constantly expanding its electronic boundaries and increasing customer expectations. Brands and companies are forced to rethink how they are able to manage risk and how to effectively leverage new business strategies by deliver high value. The shift to digital marketing is changing every component in how brands are interacting with their customers.

The reason why digital marketing is crucial for businesses today, is due to the internet becoming one of the most used tools. More customers are using the online world when it comes to carrying out their daily activities. One of the most effective ways that digital

marketing is being used, is through the purchasing of goods and services (Sherman, 2019). Looking at the past decade, it is evident that digital marketing has grown exponentially due to the constant development of technology.

One of the reasons why digital marketing continues to deliver results, is because it is a form of inbound marketing. This means, instead of the company going out to find customers, they now have the ability to find you. This can be accomplished through many different marketing tools, whether that is running an advertisement on Google or creating marketing related content on a blog, the main purpose remains attracting a target audience and spreading awareness (Sherman, 2019).

Appendix B



eMarketer. 2018. Digital Marketing Vs. Traditional Ad Spending Growth According To US Marketing Executives.

Appendix B demonstrates the predicted numbers of Total Media Ad Spending in the US from 2018 to 2023. This stat demonstrates how we are currently evolving and shifting to higher investments in digital marketing and will continue to do so. This suggests that digital ad spending will soon takeover traditional advertising, therefore justifying that in todays marketing models, digital marketing is more effective. Another stat, according to Sherman, which suggest this major shift to digital marketing is that more than 80% of shoppers and buyers do research online before investing into a product or service (Sherman, 2019). In 2017, 83% of individuals stated that although they prefer to have obnoxious ads filtered out, they realise not all ads are bad and could potentially be useful (HobSpot, 2017). This statement demonstrates the extend to which digital marketing is able to reach consumers and potential new costumers.

Entertainment Marketing

As digital marketing has proven its success, within the entertainment industry this type of marketing excels at collecting and interpreting data so that entertainment companies and brands can make clear, insightful decisions on how best to promote their brand (White, 2018). With digital marketing, entertainment executives can get insight on any marketing initiatives and then adjust their strategies accordingly.

Making use of digital marketing can be of very effective and valuable use as these marketing campaigns have the ability to drive down costs. This is done through the use of metrics, in order to discover which part of the marketing operations have the most impact. This allows for the observation on where to invest more money and where to invest less, which would create better usage of the budget. Other benefits that the entertainment & music industry gain by making use of digital marketing includes the greater fan engagement and demographics targeting (White, 2018).

Boon Records

The marketing campaign for AraMiah is created by Boon Records, which is the record label that is representing her and creating the brand image and campaigns. Boon Records is an independent record label, which will focus on releasing AraMiah's album debut and her UK / European tour.



As Boon Records is the independent label representing that is representing AraMiah, the following points listed below are what we are able to offer her for the following marketing campaigns:

- Global playlist pitch to editorial & independent playlists on all major DSPs.
- Global playlist pitch to independent curators on Spotify / YouTube / Facebook / Instagram & TikTok.
- TikTok campaign.
- Social media strategy & optimisation.

- Pre-save campaign to drive Spotify algorithm & follower growth.
- iTunes pre-order campaign to drive chart placement and provide a strong PR angle.
- Release assets to promote this release prior to & post.
- Reactive marketing assets (Post-release for playlist features & streaming milestones).
- Shazam unlock campaign.
- YouTube music video campaign.
- Artist Collaboration opportunities.
- Weekly performance update.

If all the points listed above or executed properly, we will be able to create a successful marketing campaign. However, there are aspects which need to be discussed with AraMiah in order to make these digital marketing campaigns as accurate as possible with the vision we have as the label, and the vision AraMiah has for herself as an artist. The points listed below are what Boon Records needs to discuss with AraMiah:

- Social media analytics of AraMiah fans.
- Shazam Unlock Tutorial Video: Brief video where fans get tips on how to complete the TikTok challenge.
- Competition prize: what exactly can fans win by pre-ordering on iTunes?
- Weekly singing content: can we lock in a content day for this?
- Collaborations: a list of influencers/ artists that AraMiah can reach for this.
- Updated Spotify profiles: to include bio, 2 x artist images, links to socials, banner & same profile image as other social media and streaming platforms.
- Update social accounts: update profile image (same as artwork) and social banners.
- Update bio to include Spotify link.
- Spotify playlists: create these in Spotify for Artists.
- Updated bio on socials to music platforms: Mailing list mail-out prior and post release.
- Management Style discussion

Management Style

The management style I adhered most to for this marketing campaign was the Waterfall framework. The Waterfall framework is one in which each phase of a product's life cycle takes place in a specific sequence, and each stage generally has to be completed before the next step can come into place. This progress flows steadily downwards through the multiple phases, allowing it to be compared to a waterfall where the water is running down from top to bottom without it steering away from the main course, as seen in *Appendix C*.

Having a well structured management plan in place when creating the marketing assets is of high importance in order to completion the tasks in a specific sequence, and making sure that completing one task is done before moving onto the next in line. This works well as it allows for extensive planning and will result in a more accurate timelines and budgeting. However, choosing this framework could make it harder to adapt to any project changes, and could make it harder to correct or modify previous steps, as water cannot run backwards in comparing it to the water running from top to bottom analogy. The following points below are the pros and cons of choosing this style of management.

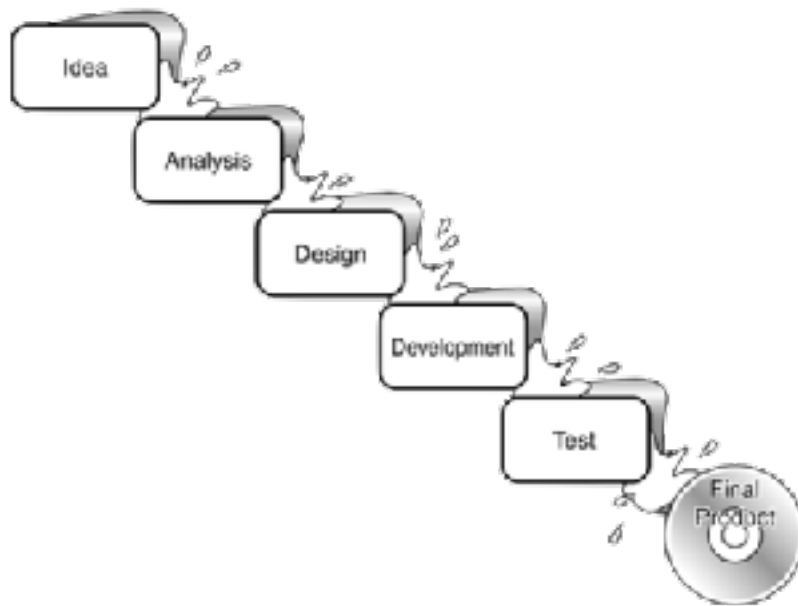
Pros

1. This framework allows for the planning and designing to be more straightforward, as both the developers and the customers can agree on what will be delivered early within the development cycle.
2. Allows for the marketing progress to be easily measured as the scope of the work is planned and known in advance.
3. Potential issues that would have been discovered during the development phase can now be prevented and thoroughly researched during the design phase of the marketing plan, which has to be completed before.

Cons

1. The Waterfall framework makes it difficult for any changes or adaptations to be made, it also doesn't allow for easy modifications or corrections to previous steps as the flow of this framework is going downwards.
- A. This con can be prevented by being extremely proactive in anticipating problems before they are able to affect the flow of the framework - detailed risk assessment needs to take place and research needs to be done thoroughly.

Appendix C



The Artist - AraMiah

The artist that Boon Records is representing is AraMiah, a female grime artist from North London. She is very new to the music industry and is extremely up-and-coming. Boon records is still very much in the process of building her followers and fans up, and will continue to do so until she has enough recognition to make her album debut release 'Bout To Blow'.

AraMiah pairs urban Grime rap and high street luxe with a consistent nod to her Pakistani, Indian and African culture. She is the first of her kind and ahead of the curve. The aim is to take her culture and make it aspirational. Using strategic cultural hints without definitive elements, AraMiah's brand should be relevant with a wider audience. AraMiah maintains an air of mystery by always obstructing / obscuring her face through masks, make up or hair.

AraMiah will continue to hold the image that is selling a dream, while always keeping that grime female artist look mixed in with an asian heritage. There will be a sense of mixed 'mystery' cultural and cultural hints without definitive elements. AraMiah has expressed her importance in keeping her spirituality and incorporating that into her image when creating all the marketing assets. Her main trademark besides the asian heritage will be the hidden, mysterious elements, and hidden face as she will only be wearing her diamond face mask. As she continuous to gain exposure and gain a larger following, one of the long-term goals we see for AraMiahs branding is customised one of a kind clothing elements. The label wants to create a trend setting ahead of the curve, female grime artist within the luxury field brand image.

Artist Branding

As stated above, a clear branding image has been created for AraMiah between her vision as an artist and between what vision the record label sees for her. This is highly important to establish prior to creating the marketing campaigns as this allows for the right target audience to be attracted to the image and brand that Boon Records is bringing across.

High Street cultural - Making cultural Aspirational

- Taking elements of high street style and mixing it with 'nods to culture'.

Consistency nodding to culture

- Refraining from using stereotypical / classic cultural pieces, we preference custom looks that can put forward the culture in an updated fashion.

Playful with Textures, Embellishments & Embroideries

- A mix of clothing textures and materials to create contrast and interest
- Highlights of beading and embroidery that enforce the masculine / femme balance and cultural nods
- While building her fanbase and overall exposure slight hint of culture can be found primarily through her jewelry.
- At this stage the marketing image will remain quite basic / plain, as it is not yet the main focus. Please refer to *Appendix D* to see the 6-12 month debut period.
- As her following gets larger more bright and evident signs of culture will be seen in her clothing through the textures and cultural patterns. Refer to *Appendix E*.

Balance of Masculine yet Femme

- Beading / embroidery is stereotypically femme, so the images depicted should always be edgy to balance this out.

ie. an AraMiah 'tracksuit' (masculine) would have custom embroidery/embellishment and paired with a heel (femme)

Custom and Organic

- Where relevant, items should be custom and see hints of cultural references
- It should feel as though this is a natural extension of AraMiah and not derivative of current trends

Modest High End

- Modest clothing that doesn't expose chest, stomach or thighs without being 'frumpy'.
- Clothing should look stylistically put together and 'street luxe'.
- Perhaps one of the main concepts part of AraMiah's branding is that she does not want to expose and skin, which could be portrayed as 'sexy'.

Face obstruction

- AraMiahs face being obstructed / obscured is a subtle nod to her Indian and Pakistani culture whilst simultaneously playing into the ‘mystery’ of AraMiah.
- This is AraMiah’s main trademark.

When establishing what should be included in the marketing and branding process, it is important to express what should not be the brand image. This is an aspect of risk assessment in order to prevent issues down the line regarding confusion on brand image and the message that is brought across.

Appendix D



Appendix E



The marketing should NOT be
Copy-able

- her look should be original and not something readily available to purchase via fast fashion (PLT / Boohoo etc.)

Flashy / materialistic

- No obvious and overstated branding ie. Gucci, Louis Vuitton, etc. It should feel like her style is organic and not dictated by cult following / flashy brands
- No real fur, this stands against the brands beliefs.

Sexual

- No chest, stomach or thighs visible in an explicit way

Stereotypically cultural

- All cultural references should be modernised and stylised.

Trend driven

- Her brand will develop with her, but it isn't dictated by current hype trends.

Overly feminine / Overly masculine

- she should have balancing elements of femme / masculine.
There should never be a case where elements are all masculine or feminine (shoes, hair, clothing, accessories etc.)

Marketing Logo

Creating a logo that is easily identified as a specific brand is important when it comes to establishing attention from new consumers and will allow for AraMiah's brand to gain greater exposure. This will create a foundation for the brand identity (Bhasin, 2019). Please refer to *Appendix F* to see the different logos created.

Appendix F



The key terminology kept in mind while creating the logo was edgy, cultural, and clear readability. The final logo, which was chosen for AraMiah's brand, and will be used on all marketing assets. Refer to Appendix G in order to see the final logo.

Appendix G



SWOT Analysis

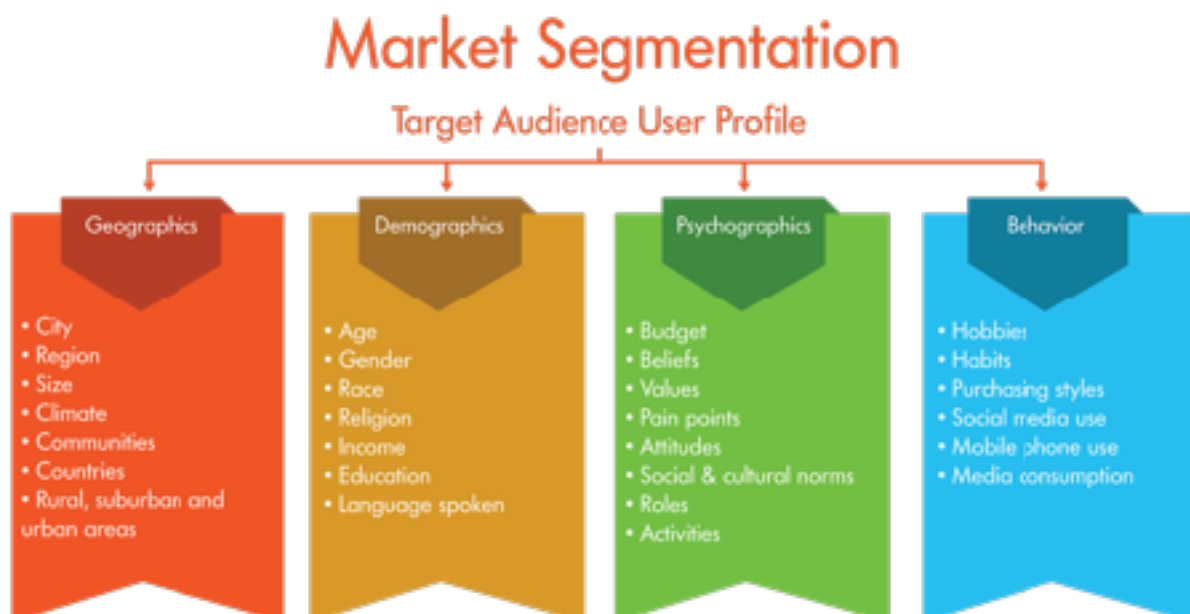
STRENGTH What is AraMiah doing well? What unique resources can we draw on?	WEAKNESSES What could be improved? Where do we have fewer recourses?
- Has a relatively large following in the UK already, primarily in London. - AraMiah has a lot of cultural diversity, allowing for a large international fan base if marketing is done correctly. - Clear branding has been established, will allow for accurate marketing. - Has released tracks/singles previously on streaming platforms. - Highly connected. - In partnership with BMG who is highly connected. - Active social media user, promotes her music on platforms for marketing purposes.	- Overall number of fans and following is still low. - Has not yet released an album before. - Digital savvy-ness yet to establish, however teenage crowd is expected. - No exposure to any entertainment media yet. - Not much interaction with fans just yet.

OPPORTUNITIES What opportunities are open? What trends can we take advantage of? How can strengths be turned into opportunities?	THREATS What threats could harm the brand? What / who is the competition? What threats are we exposed to due to our weaknesses?
- Due to the incorporation of many cultures, it will allow for an extensive reach of consumers. - Highly likely to have a large international following. - In partnership with BMG will allow for more contacts and opportunities to expose her music. - Potential higher budget if initial release seems successful. - With clear understanding of target audience, will allow for more clarification on where to distribute music.	- Has quite a 'different' image compared to artists such as Stefflon Don, Ms Banks, who have a more 'sexual' brand. - Due to a low number of followers could be difficult to get good exposure from big record labels, radio stations, etc.

Market Segmentation

The market segmentation, as seen in *Appendix H*, outlines how the collected data that is being monitored as we receive responses when marketing begins. This data will be used to optimise audience segmentation, it will identify the consumers demand, improve accuracy in forecasting and will personalise the content in a more accurate way for the target audience. Audience segmentation can be seen in Appendix H, as the data has been divided into four categories identifying the audience geographic, demographic, psychographics, and behaviour (Management Study Guide, 2019).

Appendix H



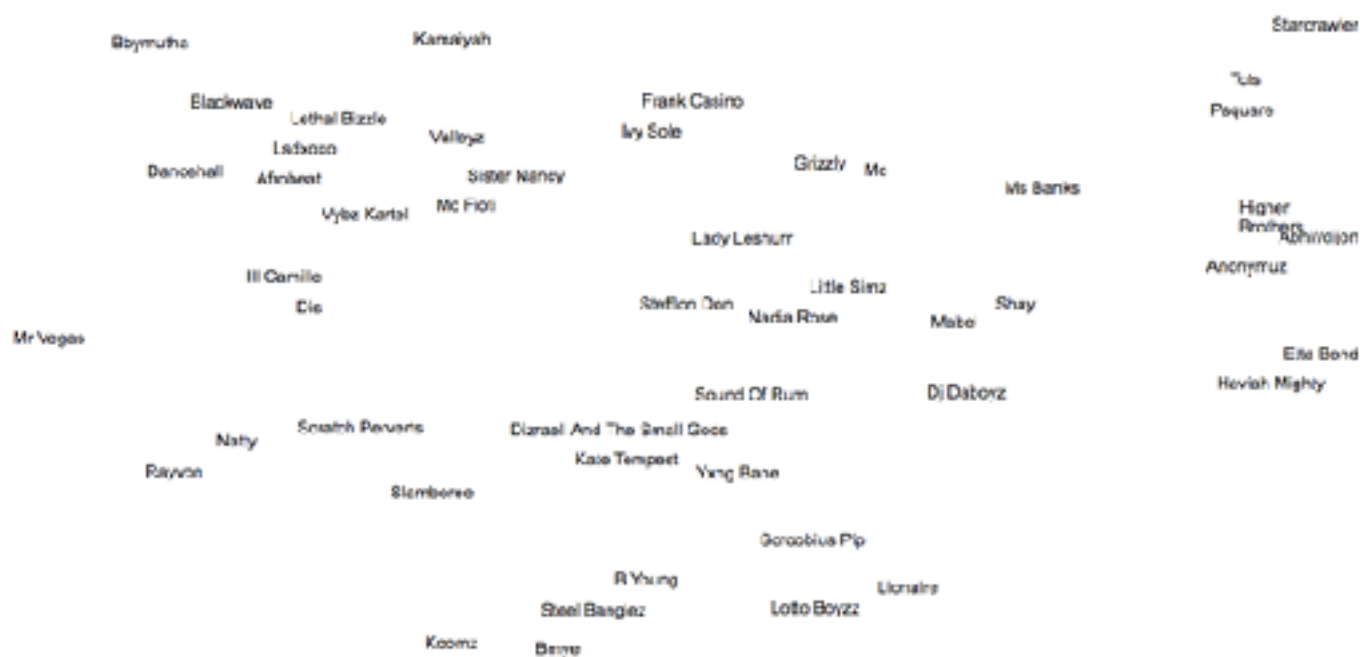
AraMiah's value proposition, or her unique selling point, has been established early on with her asian heritage mixed in with her style and London Grime rapping. Her physical unique selling point will be her diamond mouth mask, which will be worn during every performance, music video, and all marketing images. Refer to Appendix I.

A competitor analysis has been completed in order to get insight on similar artists and to distinguish how AraMiah is able to differ from artists that are already well known today. From the competitor analysis, it has been determined that there is a current gap in the market for a British female urban artist with a luxury image, who also display and incorporate elements from their cultural background. Appendix J demonstrates the competitor analysis created with similar artists within the luxury, urban, pop and street market.

A 10x10 grid map of a city block. The grid is divided into four quadrants by a vertical yellow line and a horizontal yellow line. The top-left quadrant is labeled 'LUXURY' at the top and 'POOR' on the left. The top-right quadrant is labeled 'LUXURY' at the top and 'URBAN' on the right. The bottom-left quadrant is labeled 'STREET' at the bottom and 'POOR' on the left. The bottom-right quadrant is labeled 'STREET' at the bottom and 'URBAN' on the right. Various buildings are represented by colored squares with text labels: 'RETAIL' (blue), 'OFFICE' (green), 'INDUST' (red), 'STOCK' (red), 'HOTEL' (blue), 'MANS' (blue), 'CHURCH' (red), and 'MUSEUM' (blue).

In order to fully grasp the market that the record label is creating marketing campaigns for, it is essential to take note on other artists that are in a similar markets as they have a similar target audience. This way, more accurate marketing campaigns can be created and allows for the label to identify a greater market gap and push that forward. Similar artists to AraMiah can be found in Appendix K.

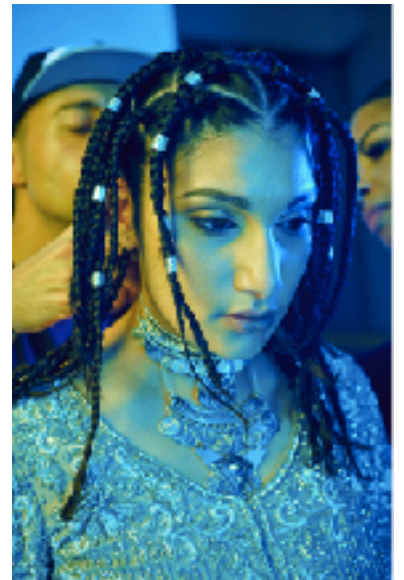
Appendix K



Coursera. 2020. 2.1 What Is Entertainment Marketing? - Entertainment Marketing | Coursera.

Social Media Content

AraMiah is a brand new artist who is just starting to create a name for herself. The main marketing, which has been done to this day, is through her various social media pages. These include, Instagram, Facebook, Twitter, and Snapchat. A few singles have already been released, which will be on the album in order to create a buzz and build-up to the final release date. Social media content will mostly include images of AraMiah wearing her diamond face mask trade mark, and content which has her cultural aspects incorporated into it. This way, new and existing consumers can understand the overall branding and marketing better. The images shown below are photos, which are to be expected when using social media and online and digital marketing.



Album Cover:

Appendix L



Appendix L, the album cover, demonstrates AraMiah wearing her most essential trade mark that still resembles that ‘mysterious’ aspect. Her logo is placed at the bottom right, in order to display that hint of culture in her music and branding image. The album title ‘Bout To Blow’ has been placed in the top left corner, making it noticeable but not too obvious that it steers the attention away from AraMiah.

Budget

The total budget, which has been given to AraMiah as an initial overall investment is £200,000. This budget must include all major aspects of all the marketing campaigns, all creations of the music and music video, and must include the European tour and promotional / merchandising aspect. These number are displaces in *Appendix M*.

Appendix M

ARTIST ADVANCE	
ON SIGNING	£60,000
ON DELIVERY	£60,000
ARTIST MARKETING & PROMOTION	
ONLINE INVESTMENT	£10,000
PRESS	£10,000

VIDEO EXPENSES (VIDEO 1)	
CAMERAS	£4,000
CREW	£2,500
EDITING	£1,500
DIRECTORS FEE	£2,000
TOTAL	£10,000

PROMOTIONAL EXPENSES	
ALBUM ARTWORK	£3,000
PHOTOSHOOT (INCLUDES ALL WORKING CREW)	£4,000
EVENTS	£5,000
TOTAL	£12,000

TOUR EXPENSES	
BUS	£20,000
CREW	£7,000
CATERING	£6,000
WARDROBE	£2,000
PROMOTION	£5,000
MERCHANDISE	£5,000
TOTAL	£45,000

Key Campaign Moment - 'Bout To Blow

PLANNING FOR UPCOMING ALBUM	
APRIL 20TH, 2020	BOUT TO BLOW' ALBUM - PLANNING MEETING VIDEO/ARTWORK/ASSET
MAY 27TH, 2020	BOUT TO BLOW' SINGLE - VIDEO SHOOT OVER A PERIOD OF TWO DAYS
JUNE 7TH, 2020	BOUT TO BLOW' - ONLINE TEASER RELEASE
JUNE 14TH, 2020	BOUT TO BLOW' - OFFICIAL VIDEO RELEASE ON ALL PLATFORMS
JULY 28TH, 2020	BOUT TO BLOW' - RADIO IMPACT / ONLINE PRESS
JULY 30TH, 2020	BBC RADIO 1 - LIVE LOUNGE EW ASSETS RELEASED / PRESS SHOTS

Social Unlock Campaign

This will generate excitement about the music video release. This campaign will allow for the early access to fans when they add the track to their Spotify library. This way, the label is able to move momentum towards the online streaming of the track. Creating excitement around individual tracks, which will be on the main album, will allow for the continuous growth in followers.

LAUNCH DATE: June 12th, 2020 (2 days prior to official music video release)

Shazam Unlock Campaign

Similar to the campaign above.

Instead, fans can see exclusive 'behind the scenes' footage of Aramiah. Behind the scenes footage of: days of video shoot, studio session footage, etc. This way the track will receive more consumers, and will allow the fans to gain insight on AraMiah. This will allow for greater interaction with fans, and will result in more consumers to stay interested in AraMiah long-term.

LAUNCH DATE: June 12th, 2020 (2 days prior to official music video release)

Weekly Marketing Plan

Appendix N

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	<u>ANNOUNCEMENT & PRE-SAVE LAUNCH</u> Launch album pre-save on Spotify, Apple Music & Jaxxer. We can provide an asset to use on all platforms. Aramiah to change profile image on all social media platforms to the image used in the artwork. Update social banner to the ones that Beon Records provide.	Continue to push Spotify Pre-save early this week.	TEASE COMPETITION Ask fans: who'd like to win two tickets to my next show? Stay tuned for tomorrow's announcement on all socials.	PRE-ORDER LAUNCH (COMPETITION) Launch iTunes pre-order. Ask fans to screenshot their confirmed album pre-order on iTunes and DM to Aramiah / comment on the post to enter. Pick a random winner from here. The message can be: pre-order my new album for a chance to win tickets to my next show and to receive all new merchandise.	Continue to push pre-order links across socials.	

Appendix O

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
INSTAGRAM Q&A Aramiah to talk to fans about new release via a live IG Q&A.		SOCIAL UNLOCK CAMPAIGN Fans who add the track to their Spotify library, via the link we provide, will get fast access to the music video.	Continue to push Social Unlock Campaign. Facebook IG Stories Twitter	MUSIC VIDEO RELEASE Release the full music video on Youtube. Post 30 second snippets of all other socials + link to video in bio. Beon Records to send out mailing list.	LAUNCH TIKTOK CHALLENGE Fans to post their best dancing video to the track, and to tag Aramiah. Aramiah to create a TikTok demonstrating her dance for the track if fans want to take inspiration to her.	Aramiah to share some TikTok challenges on her socials to drive more fans to entering.

Post-Release Marketing Plan

Appendix P

Targeted Paid Social Ads	Curator Features	Playlist Addition Assets	Milestone Assets
• The organic performance of the track and social media posts will be assessed. • If there is space to capitalise on momentum with paid social ads, we may invest further to capitalise this growth.	• We will outreach our network of online curators for features, as we feel appropriate.	• When playlist features are secured we will create assets for you to share across socials promoting your addition, with a call to action, including a wrapped link.	• Reflect on what your single has achieved in the first, second and fourth weeks. • Mark important milestones (e.g 10,000 streams, 100,000 streams, 1,000,000 streams etc). • Post an image of yourself on these milestone dates and reflect in the caption on how excited you are to reach the milestone.

Appendix P refers to the actions which will need to be taken when the paid social media ads have been placed, curator features, when playlist features have been secured in order to gain more exposure and when certain milestone assets have been reached. These are important to monitor as this will allow for greater insight to which areas of the digital marketing aspects have been effective, and which are less-effective therefore suggesting that less money should be invested in those. Social media platforms and online streaming platforms are off the highest value in engaging with fans for AraMiah, and has allowed for greater exposure to different markets based on her cultural incorporation.

The use of digital marketing has demonstrated to be highly effective in creating a specific target audience, and in identifying a gap within the female grime music market. Paid ads have been highly invested in, as the research showed that consumers are more likely to invest or make use of a product which has been marketed online.

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