

Entertainment Marketing Presentation

Daniel Arieleno 1910016

MA Music Business

Entertainment Marketing Portfolio

Discipline Tutor: Tim Ferrone

This presentation will include...

- The Marketing Strategy
- The Marketing Budget
- The Marketing Outline
- The Market Analysis

**For an original artist's
album release
Campaign across all media**



**Singer /
Songwriter**

Who is Arieleno



Soulful, RnB singer, songwriter and performer, with other 10 years of live experience.

Winner of Mobo's Unsung 2013

Support act for Artists such as Ed Sheeran, Boys 2 Men, and more as part of a duo

One of the lead vocalist for the Sigala 2020 Smoke & Mirrors tour



Vision & Goal



The vision, and goal for Arieleno is to become a successful, and established world renowned recording artist, and entrepreneur within the music industry, with several platinum albums, records, and streams. Brit award winner, Mercury, Grammy award winner to name a few, and to establish himself as a number one hit songwriter for other artists signed, and unsigned in the music industry today, and in the future.

Arieleno

**Arieleno - “Based on a true story”
Studio version Artwork**

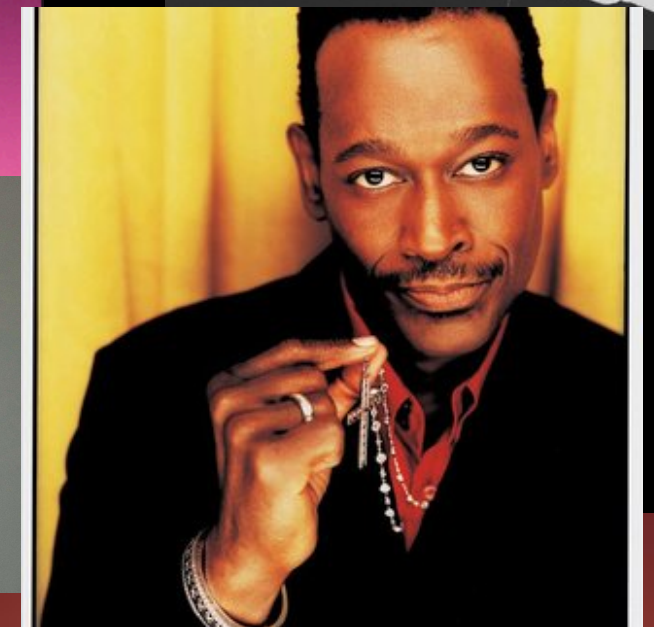
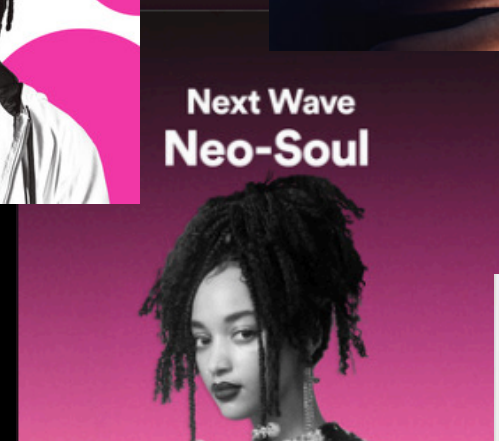
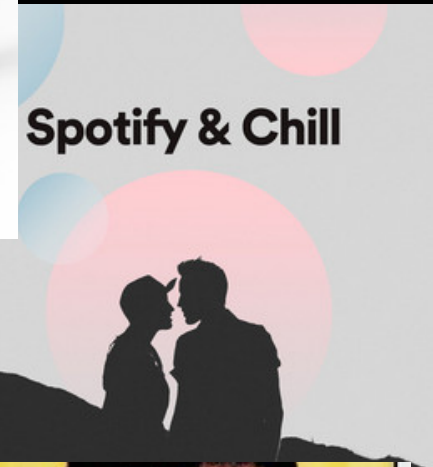
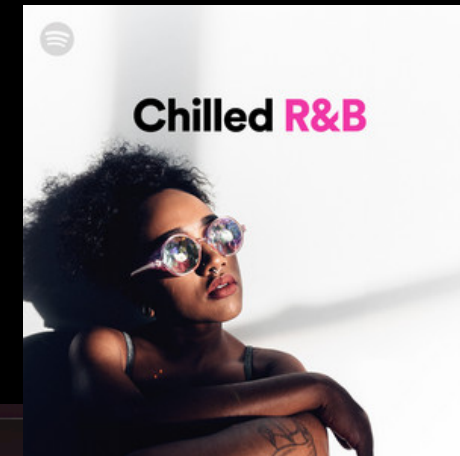
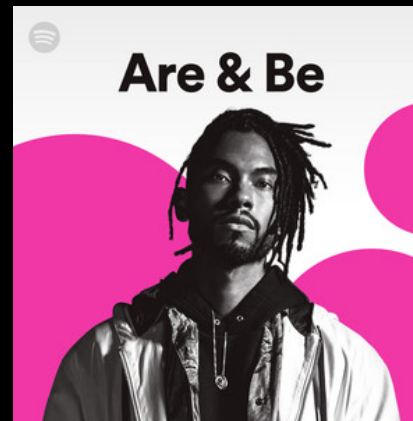
Though Arieleno may have accomplished several accolades within music, he has now decided to release his first solo EP consisting of 5 studio songs, and a live version of 7 songs which will be released as separate projects on all streaming services. This presentation will outline how we will market Arieleno’s music across all media.



Arieleno

Click to listen to a preview Arieleno's first single (Private link)

- Arieleno's musical project consists of sounds from soulful vocals, Pop melodies, 80's / retro production, and gospel backing harmonies.
- If you were to place Arieleno in a Spotify playlist you would hear his music in playlists such as New wave Neo-Soul, Spotify & Chill, Are & Be, and Chilled R&B just to name a few.
- Arieleno draws his musical inspiration from the old school, and new school artists such as Luther Vandross, Pharell, Lizzo, Lucky Daye & Miguel.



Market Analysis

RnB/ Soul music just like every other genre of music has its period of popularity in the main stream media, and within the music industry itself.

Studies show in 2019 according to MBW, RnB/Hip-Hop Dominated the U.S. charts, and according to the Nielsen report, the biggest artist in terms of consumption of music (streaming and sales) worldwide in 2019 in the first half of 2019 was Ariana Grande (R&B/Pop) followed by Drake (Hip-Hop/Rap) Drake was the biggest artist in regards to Hip-Hop with audio streams of 2.66bn in H1 (First half) 2019.

SHARE OF TOTAL VOLUME BY FORMAT AND GENRE

(SELECTED TOP GENRES)

Genre	Total Volume*	Total Album Sales	Physical Album Sales	Digital Album Sales	Digital Song Sales	Total On-Demand Streams	On-Demand Audio Streams	On-Demand Video Streams
R&B / Hip-Hop	31.2%	15.5%	12.2%	21.0%	23.6%	36.4%	37.5%	34.2%
Rock	23.1%	41.2%	44.2%	36.3%	24.2%	17.7%	20.4%	12.4%
Pop	15.1%	10.6%	9.8%	12.1%	22.4%	15.7%	15.7%	15.9%
Country	8.4%	11.4%	12.8%	8.9%	13.2%	7.1%	8.3%	4.7%
Latin	7.7%	1.5%	1.9%	1.0%	3.0%	10.0%	5.2%	19.5%
Dance / Electronic	3.6%	1.6%	1.2%	2.4%	3.7%	4.2%	4.4%	3.7%
Christian / Gospel	2.9%	4.8%	5.3%	4.1%	3.8%	2.3%	2.2%	2.5%
Children	1.1%	1.9%	2.0%	1.8%	0.7%	1.0%	0.8%	1.2%
Jazz	1.1%	2.4%	2.6%	2.0%	0.8%	0.7%	1.0%	0.3%
Classical	1.1%	2.2%	2.1%	2.3%	0.6%	0.8%	1.0%	0.5%

Read as: 15.5% of Total Album Sales come from R&B/Hip-Hop genre

*Total Volume = Albums + TEA + On-Demand Audio/Video SEA

UK R&B

In regards to UK R&B. Singer / Songwriter Ella Mai is the first UK artist to top the US R&B singles charts with her record boo'd up. In 2018 Ella Mai became the first British artist to top the US R&B charts since Lisa Stansfield in 1992.

Ella Mai criticised the UK music industry for not supporting her music “the music industry in England doesn’t really know what to do with R&B,” Mai says. “If it were up to England, Boo’d Up definitely wouldn’t be where it is now.”



Despite Britain’s rich history of soul artists, pure R&B can often feel sidelined. A new wave of artists such as Mabel and Jorja Smith have scored their biggest hits by leaning into Afro bashment and UK garage, while the slightly more retro grooves of Etta Bond, Mahalia, and NAO don’t get the mainstream love they deserve. - Owen Myers (The Guardian, August 2018)

UK R&B

In regards to male UK R&B / Soul artists there isn't a wide variety in comparison to female artists who are making a mark on the scene.

To name a few, artists such as Micheal Kiwanuka, Kwabs, and James Vickery are a hand full of R&B / Soul artists who have or are recognised for their music.

Micheal Kiwanuka's album Love & Hate went to number 1, and was nominated a Brit awards, and his symphonic record was the opening title of US TV show Big Little Lies, earning him international recognition.

Kwabs single 'Walk' topped the charts in Germany, Hungary, and Romania gaining over 50 million Spotify streams.

James Vickery's song 'Until Morning' hit over 10 million views on Youtube viral sensation Colours, joining the likes of Billie Eilish.



UK R&B / SOUL

- Strength - There is a market for this type of genre coming from the UK as no one is as big as 'Drake' in the genre. Ella Mai is leading the UK R&B genre to an international level causing awareness.
- Weakness - May not be as marketable as bubblegum Pop artists, image wise.
- Opportunities - Collaborations with Hip-Hop / UK Rap / Afrobeats might lift UK R&B / Soul as those are the genre's in today's music industry that are most popular.
- Threats - U.S. R&B counterparts.

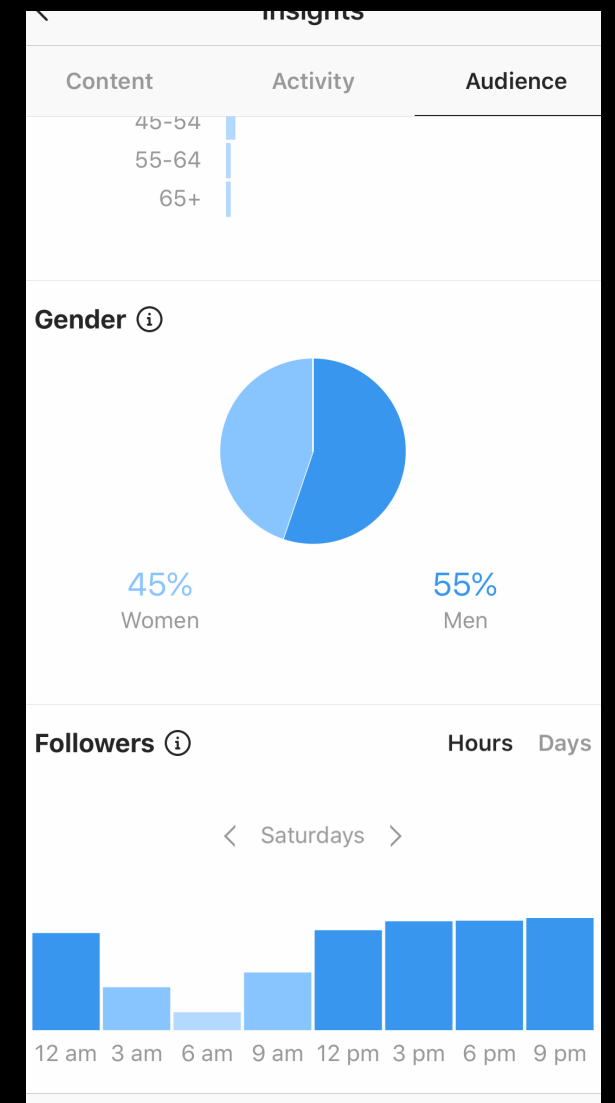
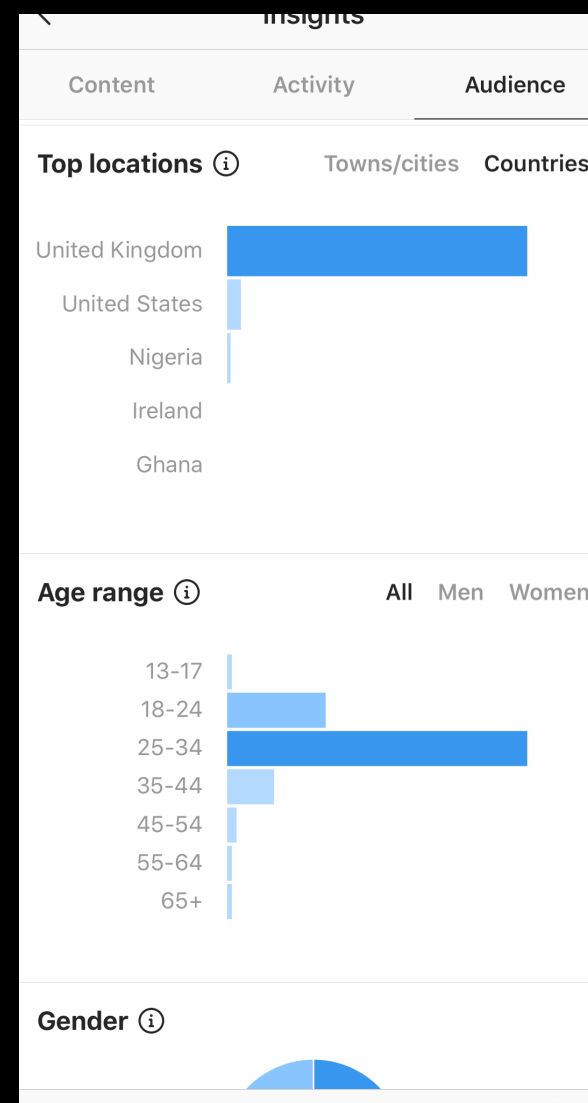
Marketing Timeline for Arieleno

Click to watch
Arieleno music video
(private link)

Q3 2020

We have decided to release the first single, and video of Arieleno in the third quarter of 2020. Due the current global virus pandemic we believe in the third quarter of 2020 hopefully third parties such as PR (ten letter) would be more available and can help us to push the single, and video out further than paid facebook, and instagram ads. Arieleno can then go out to radio interviews, and live showcases to perform.

We plan to promote the single and music video with snippets of both of these assets on all social media platforms, but most importantly instagram as that is where Arieleno engages with his fans the most. Instagram analytics have worked in our favour to research in depth Arieleno fans, and when they are more engaged so we can post pics, and videos at times where fans are engaged, and in understanding what demographic Arieleno's fans are, from age, gender, location, personality etc. Thanx Instagram.



Marketing Timeline for Arieleno

Q4 2020

We plan to release the full studio EP, alongside a live EP launch, and industry showcase to agents who can get Arieleno, and his band paid gigs, and opportunities. And then release live videos of the live EP distributed on instagram IGTV, youtube, and audio on Spotify.

Q1 2021

We aim to be on a tour support with a Lizzo, or Lucky Day type artist or whoever our agent may have in mind to boost the music popularity of Arieleno. We also aim for the whole band to wear custom Arieleno merch and sell these to Arieleno fans at the EP launch, Tour, and online on instagram.



Design 1



Design 2

Budget Breakdown

Artist: Arieleno

Title: Based On A True Story (Studio EP)

Release Date: Friday, July 17th 2020

Total Marketing Budget: £21,700

[Click here for link to Arieleno EPK](#)



	Promotions	Content	Media	Performances
Radio / Blogs	£2000			
Artwork / Promo Photos		£500		
Video Production of 4 + videos		£2500		
Remix first single		£500		
Digital advertisement			£1200	
Tour x5 shows				£10,000
Merchandise				£5000

References

Gill, A. 2015. *Kwabs, Love + War - Album review: Slow and steady has proved the right way to go* [Online] Available at <<https://www.independent.co.uk/arts-entertainment/music/reviews/kwabs-love-war-album-review-slow-and-steady-has-proved-the-right-way-to-go-10476683.html>> [Accessed 5th April 2020]

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