Harry Styles
3 Year Plan

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About The Artist

Harry Styles is an English singer,
songwriter and actor, having rose to fame during his time with worldwide phenomenon One Direction (2010-2016).

Since having parted ways from the boyband Styles has released two albums (Harry Styles & Fine Line).

Styles' stated in an article for Rolling Stone
written by Rob Sheffield (2019) that his
favourite artists are Van Morrison, Etta James, Wings, Stevie Nicks and Joni Mitchell. These artists have clearly influenced Styles' own work especially as he himself sought out the creator of Joni Mitchell's dulcimer and had one of his own made.

About The Artist
Branding and Iconography

Since his solo career started Styles has made it clear that he wants everyone to ‘Treat People With Kindness’ even going so far as to make various merchandise items with this slogan printed on.

His compassion can be seen across all aspects of his career by the end of his first world tour he had donated $1.2million to various charities across 62 countries. (Maine,S. 2018)

Styles has been branded as an LGBTQ+ ally, promoting inclusivity at his shows and continually attempting to make them a safe space for all fans. In fact during his 2018 world tour he helped a fan come out to their mum.

More recently Styles has started speaking about political issues, having endorsed Joe Biden in the 2020 election, supporting the Black Lives Matter movement and speaking out against the recent abortion laws put into place in Texas.

About The Artist
Branding and Iconography

A key branding moment for Styles' since he went solo has been his love for unconventional clothing. His first tour featured looks covering every colour of the rainbow and his androgynous style has caused some controversy.

His 2020 Vogue cover, where he was the first male to receive a solo cover, led to right-wing commentator Candace Owens took to Twitter to express her dislike.

In his interview with Vogue, Style's said that "There's so much joy to be had in playing with clothes. I've never really thought too much about what it means - it just becomes this extended part of creating something."

Since going solo Styles has also been involved in four campaigns for the design house Gucci and hosted the Met Gala in 2019.

About The Artist

Music History

Since going solo Styles has won 2 Brits, 2 ARIAs, 1 Juno, 1 Grammy and 1 Ivor Novello, alongside receiving awards at various other award ceremonies.

In the UK, Harry Styles has spent 110 weeks in the Top 40, has had 1 number one album (Harry Styles in 2017) and 4 Top 10s (Sign of the Times, Lights Up, Adore You & Watermelon Sugar)

Elsewhere Styles has topped the American and Australian singles and album charts. And his second album Fine Line is certified platinum in 7 countries whilst his debut solo album is certified platinum 5 times.

Artist Evaluation

Strengths

Singer-songwriter
Actor
Plays guitar and piano
Live performance - The US leg of his tour Love on Tour has seen 100% of all tickets sold with near 100% attendance at every show so far (Pollstar, 2021)

Known for his fashion - has impact on what people wear for example a cardigan he wore in 2020 went viral and is now on display in the V&A (Maoui, 2020)

Weakenesses

Lack of social media use
Lack of communication between artist and fans

Competing Artists
Dua Lipa

Strengths

Singer-songwriter
Live performance

Social media presence

Weaknesses

Too many releases
Three albums released since April 2020 all of which are variations of the same album (Future Nostalgia)

Competing Artists
Lil Nas X

Strengths

Singer-songwriter
Live performance

Social media presence
- Posted 150 TikToks the week his album released

Weaknesses

Polarising
Not entirely suited to pop fans

Project Overview

Selling Points:

- Primarily to sell Harry's third album
- To grow the fanbase - aiming towards the older age groups to create a larger target market
- To keep ahold of the current fanbase

Marketing Highlights:

- Puzzle piece album announcement
- Small promotional tour soon after album release
- Harry's first ever live album and concert film released

State of the Industry
Global

According to the IFPI's Global Music Report (2021) the recorded music revenues equalled $21.6billion in 2020 an increase of 7.4% on 2019.
This growth was driven mainly by streaming which accounted for 62.1% of revenues. Streaming also saw an increase of 18.5% in paid subscription revenues in 2020.

Elsewhere downloads & other digital, physical, performance right and synchronisation saw a decline. Although vinyls had a good year and saw an increase of 23.5% in revenues compared to 6.1% in 2019.

This growth was seen across the globe with Latin America retaining its position as the fastest growing market, increasing by 15.9%.
2020 saw growth in eight of the top 10 markets (seen in the image) and this again was largely driven by streaming.

IFPI Global Music Report 2021

State of the Industry
Regional

The UK music industry contributes an estimated £5.8 billion in gross value added to the UK economy per year and is the third biggest market globally.

In 2021, the BPI stated that UK music industry revenues rose by 8.2% in 2020, reaching a total of £1.118 billion, making it the highest total in 14 years, and the continuing surge in vinyl sales alongside the increasing demand for streaming is said to be the reason behind this increase.

Streaming in the UK accounts for 80.6% of all music consumption and the UK is believed to be the largest digital music market in Europe, generating approximately $1 billion in revenue in 2020 alone.
1 in every 10 tracks streamed globally is by a British artist and the UK's share of global streaming is 4 times greater than its share of global GDP.

And despite 2020 being the year of lockdowns vinyl sales increased by 30.5% compared to 2019 to £86.5 million, the highest it's been since 1989.

Target Audience

Harry’s fanbase is primarily young women aged between 18 - 34.

Chartmetric (2021) shows his following on both Instagram and YouTube to skew heavily towards female at 75.22% and 73.46% respectively. According to AdTargeting 87% of those interested in Harry Styles on Facebook are aged between 18 and 34.

His fanbase can be found all over the globe, in part thanks to his time spent in One Direction. Spotify have the cities where he is most listened to down as Mexico City, São Paulo, Santiago, London and Sydney.

Away from demographics Harry’s target audience is predominantly pop music listeners, who are into fashion and are aware of the goings on in the world with a liberal political outlook. They alongside Harry are staunch believers in equality for all.

Most of the target audience will listen to music through streaming predominantly and instead of buying to listen they’ll buy physical music products to have more as a collectors item.

Target Audience
Consumer Habits

In a report from the IFPI (2021), it was found that 78% of people said they listen to music through streaming services both paid and unpaid. When this is broken down into age demographics the use of streaming services is markedly higher in the younger brackets, with 60% of 16-24 year olds and 61% of 25-34 year olds using these services compared to 49% of 35-44 year olds and 37% of 45-54 year olds.

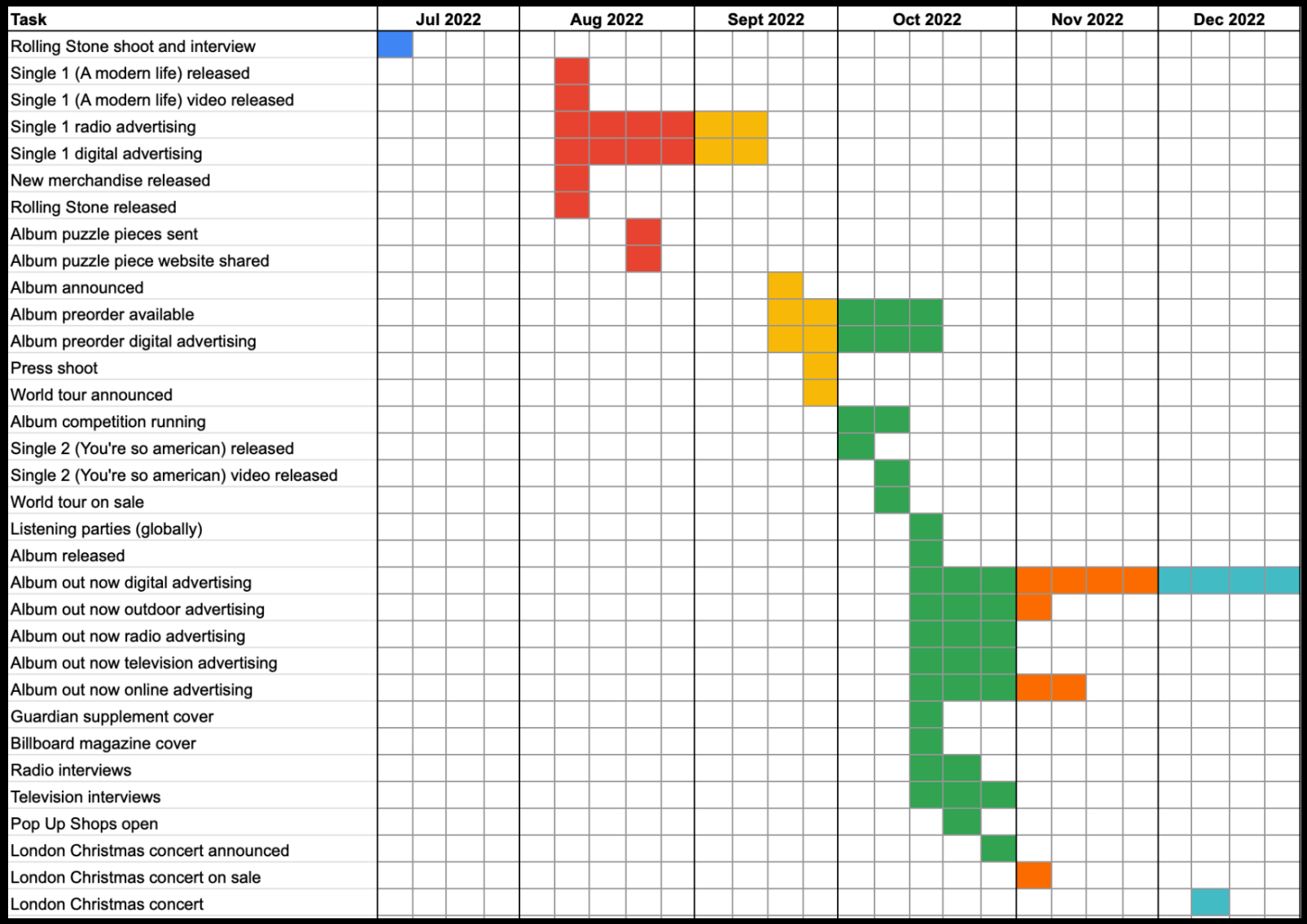
Radio also continues to have an impact on the younger brackets but this impact unlike streaming services is lower for those aged between 16-34 than those in the older demographics. With 66% of those aged 16-24 and 76% of those aged 25-34 listening to the radio compared to the 81% of those aged 35 and older.

The demand for physical product whilst much lower than it used to be prior to digital downloads and streaming services is still there, and is most seen in the younger age brackets. For example 15% of 25-34 year olds say they have bought a CD in the last month, whereas only 9% of 55-64 year olds have. It’s also believed that this same separation goes for vinyl, with 58% of all vinyl buyers being between the ages of 25 and 44.

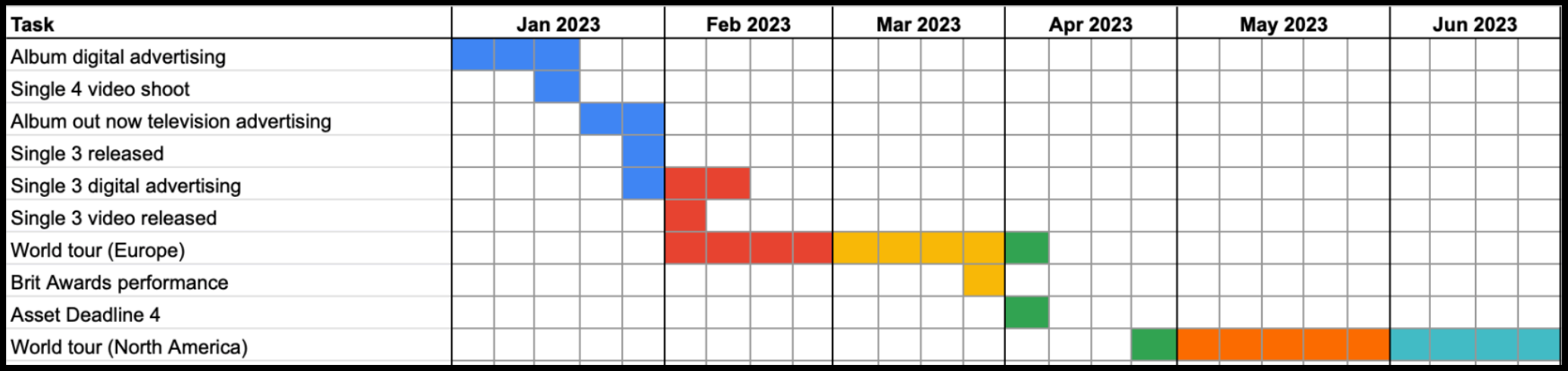
Timeline
Year 1

Task	Jan 2022					Feb 2022				Mar 2022				Apr 2022				May 2022					Jun 2022			
Artwork shoot																										
Single 1 (A modern life) video shoot																										
Man About Town shoot and interview																										
Single 2 (You're so american) video shoot																										
Single 3 (Complicated freak) video shoot																										
Man About Town released																										
Asset Deadline 1																										

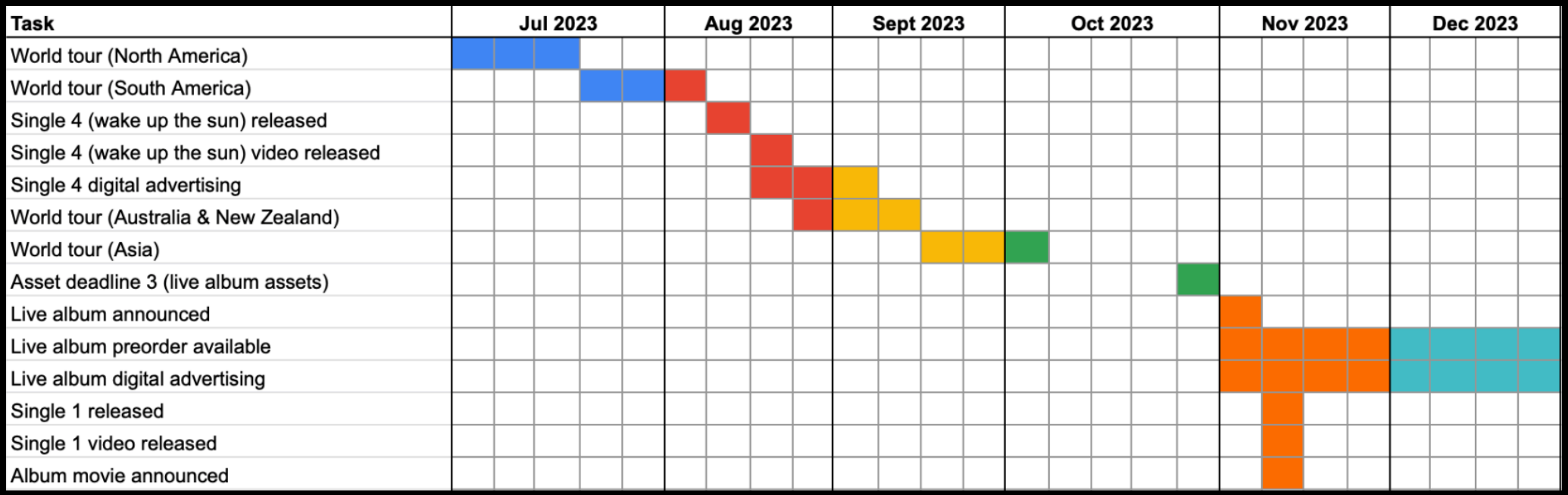
Timeline
Year 1



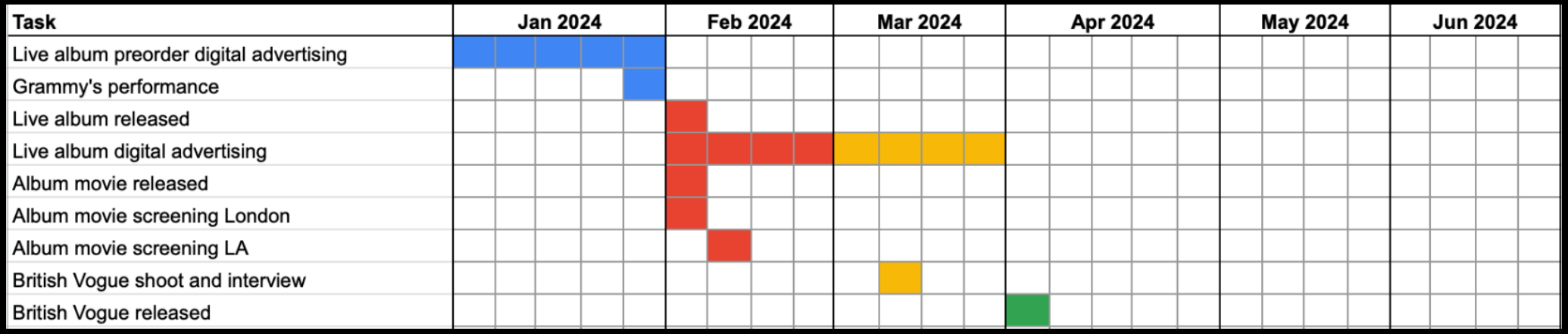
Timeline
Year 2



Timeline
Year 2



Timeline
Year 3



Album
Tracklist and Name

Name:
5378 Miles

Tracklist:
5378 Miles
This is the Start
One Desire
Wake Up the Sun - Fourth single
Baby Honey
A Modern Life - First single
California
Complicated Freak - Third single
You’re So American - Second single
Want You to be There
Fall Apart
Not Our Fault
You Still Have my Heart (Even if you Don’t Deserve it)

Album
Artwork

Release Strategy
Single 1 - A Modern Life

The first sign for Harry Styles superfans that something is coming will be the Man About Town cover, which will come out a few months prior, in May 2022, to the first single dropping. This is consistent to what Harry has done for his 2 previous albums, first with AnotherMan in 2016 and then with Rolling Stone in 2019.

Then there will effectively be radio silence from both Harry and his team till the single drops at midnight est (5am bst) August 12th. At this point we'll see social media posts on both Harry's account and his team's account HSHQ.
The music video for this single will also be released at the same time, with a YouTube Premiere event that Harry's fans can join and then watch the video for the first time as a collective.

Upon the release of the single and the single's video a limited edition 7" single will be up for sale on Harry's D2C site. On side a of this it will have the single (A Modern Life) and on side b it will have the instrumental version of the albums titular track 5378 Miles. This 7" will be an item that Harry's biggest fans will buy and also something that collectors will want due to its limited nature and as such it will subsequently increase single sales, boosting Harry's chart position.

From the singles release up until the announcement of the album there will be digital advertising of the single across all social media platforms to keep people aware that Harry is releasing again.

Release Strategy
Album - 5378 Miles

Following on from the first single will be the album announcement.

To announce the album in a creative and engaging way, select fans from across the globe will be sent puzzle pieces that when put together create the album cover. These puzzle pieces on one side will show a small section of the album artwork and on the other side will provide a qr code that takes the fan to a website where they can input the puzzle piece that they received. This website won't be announced by anyone until after the very first piece has been placed at which point Harry will tweet the link to alert all the other fans of what's happening.
These physical puzzle pieces will be sent in batches over a period of a month in order to keep the suspense up.

Upon completion of the puzzle the website will immediately display all the information in regards to the album, when it's coming, what it's called, where you can preorder etc. And at this point Harry and his team's account will both post the album artwork with all the relevant information alongside links to the places where the album can be preordered/pre saved.
After this announcement there will be digital advertising across all social media platforms letting people know that the album is coming and available for preorder now.

Release Strategy
Album - 5378 Miles

The week before release will see the announcement of a competition to win the opportunity to hear the album before anyone else. These listening parties will take place globally, the day before release day, giving more fans the chance to win the prize and therefore getting more people to preorder the album.

Upon release advertising across all social media will change from preorder to out now messaging and billboards in major markets across the globe will begin to appear with the same out now messaging. There will also be three weeks of radio advertising.

The week after release pop up shops will take place in major markets, UK, USA and then also in Australia. These shops will have exclusive merchandise tailored to the location they're based and will also provide a number of photo opportunities for the fans who come which they will then share on social media, another way for those who are unaware that Harry has released new music to find out.

Release Strategy
Single 2 - You're So American

Single 2, You're So American will be released two weeks before the album is released and as such will have a quieter release than that of single 1.
And for single 2 the music video will be released the week after, with a music video teaser coming the same day as the single is released giving fans another thing to count down to in the run up to album release.

Given that at this point the album has been up for preorder/presave for three weeks at this point, this release will be a case of instant gratification where those that have pre ordered/pre saved the album digitally will have access to the song immediately after release.

Release Strategy
Concert

Two weeks after album release Harry will announce a one off show in London at The O2 that will take place December 17th 2022.
This show will be marketed as both an album release party and also as a Christmas concert, where Harry and his fans can celebrate Christmas together. Because the concert isn't part of the tour and because it's the first time the new album will be performed tickets for this show will be a lot cheaper than tickets would normally be at £25, making it more financially accessible.
And for those fans that couldn't make it the show will be live streamed through Harry's website for free and select performances will be uploaded to his YouTube at a later date.

There will be special merchandise created and sold for this event which will include more Christmassy items such as a Harry themed bauble and tree topper as well as your more traditional merchandise such as a concert poster and tshirt.

For those fans that couldn't buy tickets when they went on sale, there will be one more attempt to get them at Harry's very on Santa's Grotto, where fans will sign up and on the day of the concert some fans will be offered free tickets through the Santa's Nice List.

Harry will also use this show as an opportunity to remind others to give back by creating a show wide 'toy drive' where fans, crew and anyone else in the area can donate toys to give to those that need them

Release Strategy

Singles 3 & 4 - Complicated Freak & Wake Up The Sun

Single 3 will be released around two months before the Brit Awards, giving it time to grow before Harry then performs it at the Brits. It is also at this point of the campaign where Harry does BBC Radio 1's Live Lounge where he will perform this new single, the first single and then a song of his choosing.

Because single 4 is released in the short break between the South American leg of the tour and the Australian & New Zealand leg there won't be much build up to the release. The single will be released and then a week after the video will be released.

Release Strategy
Live Album

This live album will have been recorded throughout the tour, meaning that every song is from a different show.
Harry will announce that this album is coming three months after the tour has finished giving time for both him and the fans to decompress from the tour.

Due to the fact that the album is for the fans there won’t be any press for this release and instead it will all take place online and through Harry’s newsletter.

A single from this album that will be released two weeks after the album announcement will be used as a trailer for the album movie that will be released early 2024.

Release Strategy
Album Movie

This movie will be released the same week as the live album is to be released but instead of the Friday with the album it'll be released on the Wednesday.
On release day there will be a small premiere/screening in London done in partnership with Spotify that Harry's top listeners will have been invited to. This event will show a screening of the movie and then at the end there will be a q&a with Harry and other guests that were involved with the album, the tour, the campaign etc at which fans will be able to ask questions.

Harry will also then show up to a screening of the movie in LA the week after release that will also be in partnership with Spotify that will follow along much of the same lines as the screening in London the week before.

This movie will also be shown at select cinemas across the globe allowing fans to watch it with others that are like them, and creating moments for fans to bond with each.

There will also be the opportunity to purchase this movie alongside the album on Harry's D2C, in bundles with DVD/Vinyl/CD or individually.

Press

Printed, editorial press will have a strong focus in Harry's marketing campaign. All press will be coordinated in house at Columbia.

In the two previous album campaigns a magazine cover has been used to signify a new 'era' for Styles, first with AnotherMan in 2017 and then with Rolling Stone and The Face Magazine in 2019. This theme will be carried on into this album campaign with Harry being on the cover of Man About Town.

Throughout the rest of the campaign Harry will be featured in and have covers with various magazines and newspapers across the globe. But we will be focusing on those that already have a relationship with Harry.

This press coverage will also vary from music focused press to more fashion and news focused press to broaden the reach and also to play on Harry's fashion prowess.

Press

Some of the magazines and newspapers that will be targeted:

- Rolling Stone

  Have a strong relationship with them, been on the front cover for both previous album releases, writer to work with for interviews here would be Rob Sheffield who has built a rapport with Styles through the years.
- Music Week

  Have interviewed both Harry and his team before and have shown strong support for Harry's career.
- Weekend The Guardian

  Harry has been on the cover before and this newspaper will reach 35.6 million people (GNM Press Office, 2020) most of which will be people that don't typically keep up with Harry Styles in their day to day.
- British Vogue

  Following on from Harry's cover and interview with Vogue in America. British Vogue reaches 20 million people (Conde Nast, 2020)

- i-D magazine

  Harry has worked with them before, having interviewed Timothee Chalamet for them in 2019 and so this will be a natural progression.

Radio

All radio press will be coordinated in house at Columbia.

Given that Harry is London based the majority of international radio appearances will take place virtually, unless he’s already in the country for prior commitments.

There will be small amounts of radio press upon the release of the first single, A Modern Life, these will all be with the major national radio stations of major countries in Harry’s market. For example, BBC Radio 1, Capital FM, Nova FM (Australia), iHeartRadio (USA) and NRJ (France)

The amount of radio press will peak upon album release day and the weeks following, with Harry does in person interviews for those in the UK and Europe as they are easy to travel to where in studio performances will also take place.

Post album release radio will not take a major role in any other single releases in part due to the fact that these other releases take place when Harry is busy with other major events such as his world tour.

At some point in the run up to the release of each single Harry will spend some time recording himself introducing the songs for major radio stations for them to use prior to the song being played.

Radio

Some radio shows/hosts that will be targeted throughout this campaign:

BBC Radio 1

Harry already has a strong relationship with this station having released his debut single through them in 2017. The main host to target here is Greg James with his breakfast show. As well as Greg, Harry will be scheduled to do a live lounge session

BBC Radio 2

Again Harry already has a strong relationship with this station having been on with them previously, the most recent of which included an in studio acoustic performance. The main shows to target here are again a breakfast show, this time with Zoe Ball and then the drive time show with Jo Whiley.

NRJ France

Harry has previously been interviewed at this station and it is also one of the biggest stations in France.

Nova FM (Australia)

Harry has not only been interviewed with this station before but also did a live performance in LA for this station in which Australian fans were flown out to.

Sirius XM (USA)

Like for Nova FM Harry has been interviewed with this station multiple times and has also done multiple performances with them, including a secret show in New York.

Radio

Like the last two album releases Harry has done, radio will include more than just interviews.

It will also see secret performances hosted by different stations across the globe meaning that the stations take on some of the costs and as such reduce the budget.

There will be a secret show across these countries, UK, USA, France and Australia and the only way to get tickets to any of these shows is through the stations associated with them.
These shows will take place in small, intimate venues across the globe, something that won't happen again during this campaign as we'll see Harry move into larger arena like venues.

Whilst only a select number of fans will be there themselves the shows being that they are done in association with radio shows will then also be aired across the station for those fans that couldn't make it as well as for anyone that happens to be listening to the station at the time.

Televison

Television like Press and Radio will also all be organised by Columbia inhouse.

The main focus for television will be talk shows, such as Graham Norton and The Tonight Show (USA), with Harry going on more news based shows in those countries that don't have talk shows for example The Project (Australia)

Some of the shows that will be targeted:
Graham Norton Show
The One Show
The Tonight Show with Jimmy Fallon (USA)
Le Quotidien (France)
The Late Late Show with James Corden (USA)

Following on from Harry's previous times on this show he will take part in more than just an interview and performance and will also record sketches that will air at a later date, an opportunity to remind people that new music is out

The Project (Australia)

And alongside talk shows we will also aim to have Harry back on SNL as both the host and musical guest like his 2019 appearance.

Social Media

Harry Styles is not much of a social media user having previously said that using it affects his mental health.
So with this in mind there won't be massive amounts of social media activity coming from Harry himself throughout this campaign. Harry will obviously post on his socials at every major moment of the campaign:
Single releases
Album announcement
Album release
Tour announcement
Major press moments (i.e. Man About Town cover)

Alongside these major moments Harry will also interact with fans throughout the period in which the puzzle is being completed, making jokes and sharing the website link. We will also have him giving a small video tour of all the physical music products that are available, much like what he did for the Fine Line release (HSHQ, 2019)

And after every performance Harry does both prior and during his tour he will share at least one image from that performance across all his social media, something that he has done for all his tours since he started as a solo artist.

Social Media

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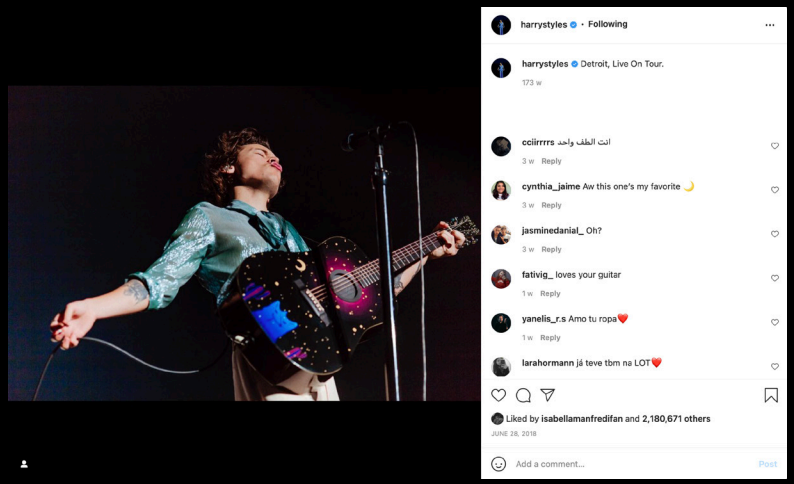
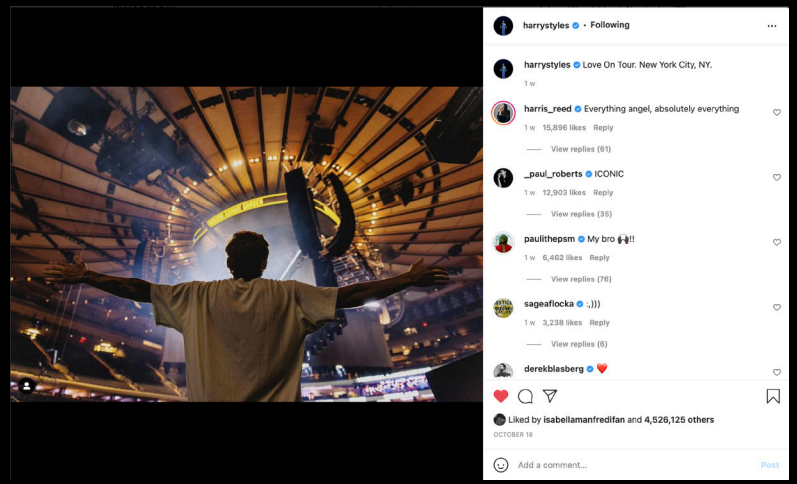
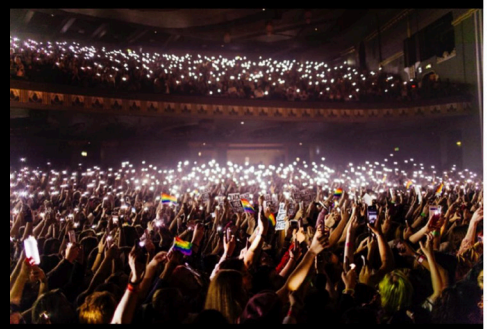
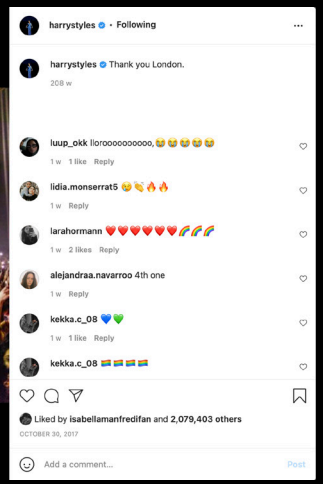


Styles, 2018



Styles, 2021





Styles, 2017

Advertising
Social Media

Whilst there won't be much organic social media posting coming from Harry's account or his team's account (HSHQ) there will be a heavy use of social media advertising throughout the campaign.

Starting when the first single is released, running right up to the end of the campaign in 2024.

Until the album is announced alongside pre orders being made available there will be sound on social media advertising for the new single across every social media platform, telling people that Harry has new music out available to be listened to right now.
Once the album has been announced with pre save/pre orders being made available to this messaging will switch from being about the single to pushing pre saves and preorders and this will carry on up until the album is released October 21. From here until the third single is out (January 27) the messaging will revert back to 'sound on' pushing people to listen to the album on their preferred streaming service or to buy it from Harry's D2C.

At the release of the third single the use in social media advertising will drop to just a few weeks per each new single (3&4) as at this point it should be well known that an album is out.

The amount of advertising will then pick up again when it comes to the announcement and release of the live album

Advertising
Radio

Radio advertising is expensive but it has been allowed for within this budget for this campaign.

Compared to social media advertising the amount of radio advertising will seem small.

Harry will advertise across major commercial radio stations in the UK, US and other major markets around the world for the 3 weeks following the release of the album.

Radio is most listened to in the morning and evening when most adults are doing their commute so with this in mind our radio advertising will be at its heaviest during these peak times with a smaller push on it throughout the day and during the weekends. (No name, 2017)

Advertising
Outdoor

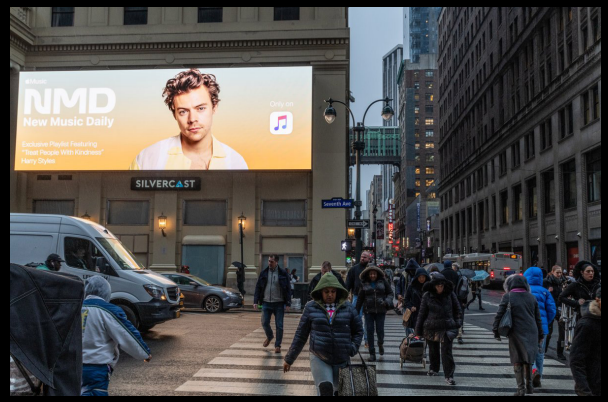
Outdoor advertising won't take place until after the album has been released. At which point it will be found across the globe for 4 weeks.

When it comes to locations the advertising will be found in areas of high foot traffic:

- Train stations
- Underground/Subway
- Buses
- Surround tourist attractions i.e. Times Square New York

At this point there will also be partnerships with major music companies (YouTube, Spotify, Apple Music, Amazon Music) to advertise through them on billboards across the globe.

HSHQ, 2019



HSHQ, 2019

HSHQ, 2019

Advertising
Television

Television won’t have a massive part in the advertising campaign for this release.

There will be a few adverts for the album post release across one major channel in each country, for example ITV in the UK.

These adverts will show footage of the 2 music videos from the 2 already released singles as well as include details about the tour for each specific country ending with the image of the album artwork.

These adverts will be made inhouse at Columbia as they only require compiling premade content.

The adverts will run in the evening for the first 3 weeks after the album release and will then run again the 2 weeks before the world tour starts.

Advertising
Online

In regards to online advertising our only focus is YouTube advertising given that most people ignore banner advertising.

The YouTube advertising will take on much of the same design as the television advertisement except that it will be shorter to try and get people to refrain from skipping. This means that only the bare essentials of information will be shared. Such as the album name, who it’s by, what singles have come from it.

These adverts will be made inhouse at Columbia as they only require compiling premade content.

These adverts will run for the first 5 weeks after the album is released.

Retail
Music

Retail will play a big part in Harry’s release campaign across both the album releases and the subsequent single releases.
For the first single (A Modern Life) a limited edition 7” single will be sold via D2C as he has done for his last 2 first album singles and they have proven to be very popular with his fans.

When it comes to the album release, it will be sold in a variety of places:
D2C store
Big music retailers i.e. HMV, JB Hifi (Australia)
Independent record stores i.e. Rough Trade
Larger non music retailers i.e. Walmart, Target, Sainsbury's

Each of these retailers bar the non music ones will receive their own exclusive vinyl, this will mean that collectors and superfans of Harry will be more likely to buy the album multiple times in order to collect all the variants and as such boost the overall album sales. All of these retailers will also stock and sell the standard black vinyl as well as the CD and Harry's D2C store will also sell a cassette as well as a cassette box set.

Retail
CD Mockup

Retail
CD Mockup

Retail
Vinyl Mockup

Standard black vinyl

Retail
Vinyl Mockup

D2C exclusive vinyl

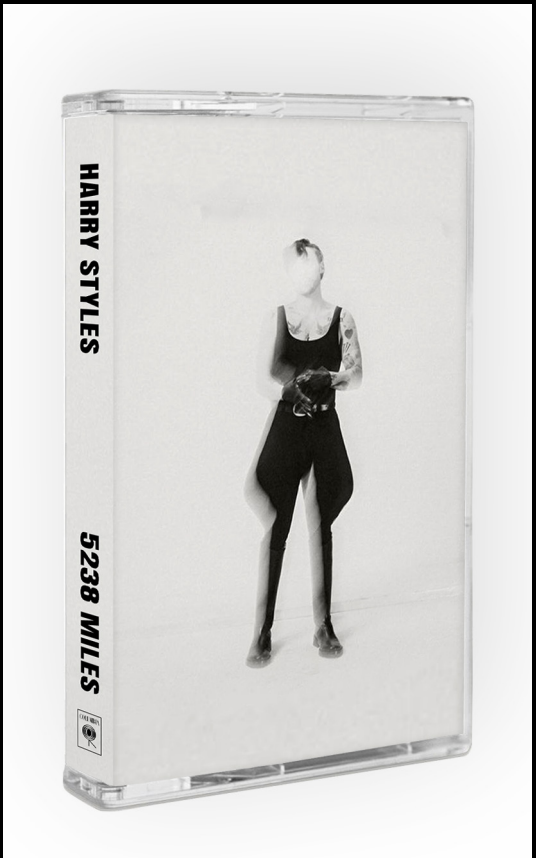
Big music retailers vinyl

Independent retailers vinyl

"19.2 million vinyl albums were sold in the US in the first 6 months of 2021, a 108% increase on the same period of last year." (Eede, 2021)

Retail
Cassette Mockup

Standard cassette



Cassettes to be sold in the boxset

Retail
Merchandise

To go alongside the music that will be sold on Harry's D2C there will also be various other merchandise items, this could include:

- Tops
- Hoodies/Crewnecks
- Hats
- Tote bags
- Mugs
- Bottles
- Posters
- Hair ties
- Notebooks

These are all items that Harry has sold previously and they have all worked successfully with a lot of them selling out.

There will also be limited items released alongside every single and also for each leg of the world tour, including a tour date poster for each individual date, something that Harry has done for all his previous tours.

Retail
Merchandise Example

The top selling item when it comes to merchandise is a t-shirt at an average cost of $32 (No author, 2020)

Retail
Merchandise Example

Retail
Merchandise Example

Retail
Merchandise Example

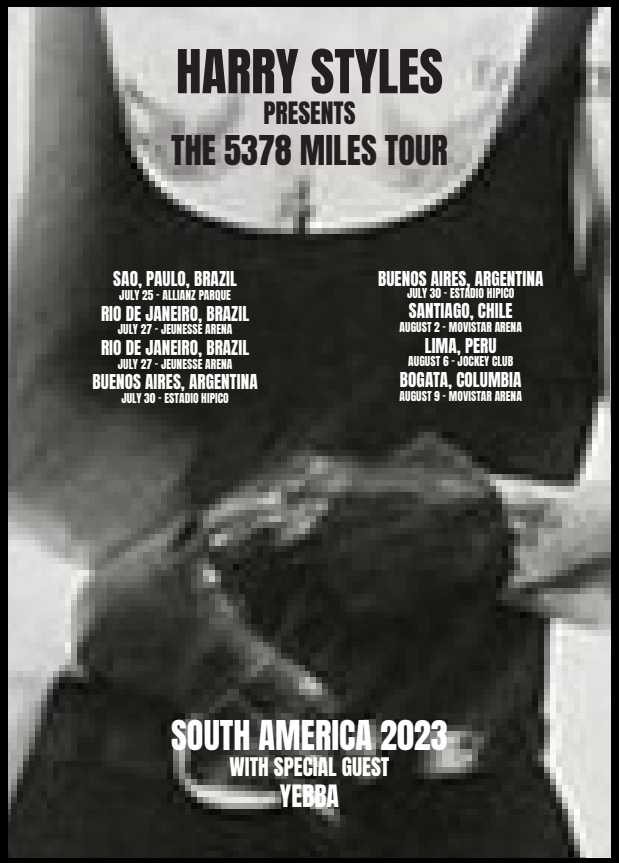
Tour

Approximately 4 months after the album is released Harry will embark on a world tour.
This tour will see Harry visit North & South America, UK & Europe, Asia and Australia & New Zealand consisting of 100 shows.

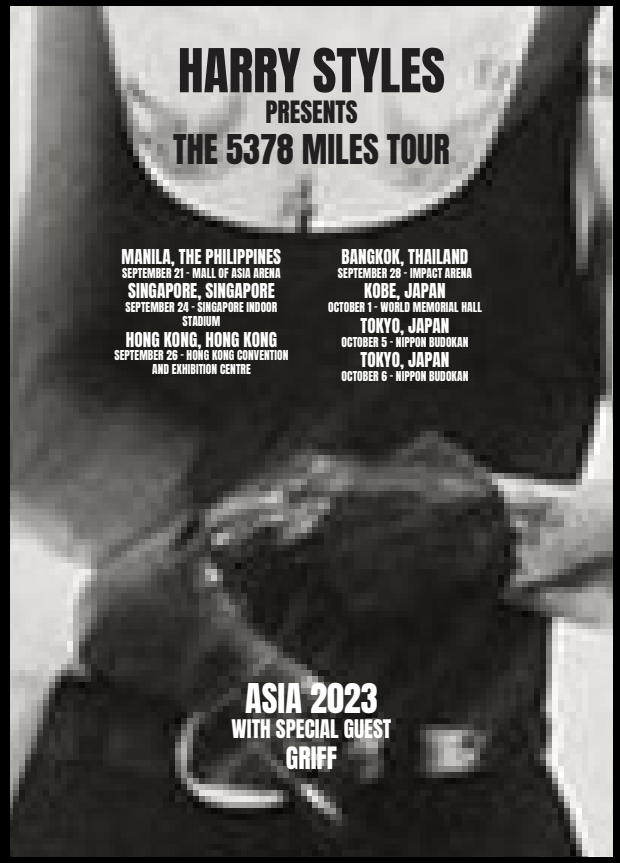
This tour will be an arena tour except for a few dates in South America where it'll take place in Stadiums, following the pattern of Harry's most recent tour 'Love on Tour'.

Tickets will go on sale for this tour before the album has even been released again following in the pattern that Harry has, and there will be a presale for all those who have preordered the album through Harry's D2C which will in turn boost album pre orders.

Tour
Dates & Posters



Tour
Dates & Posters



Third Party Commisions
Artwork

Harry Styles a London based artist requires images to be shot for use with his newest album (5378 Miles)

The album itself follows a relationship from beginning to end with themes of love, hope, adoration, desperation and heartbreak found throughout.

Sonically the album expands upon the musical style first heard in Fine Line, Style's second album.

Images shot will be used in the following ways:

- Artwork (front & back) - across all platforms both digital and physical
- Album booklet - found in physical versions of the album (CD and vinyl)
- Press shots - to send to press as and when needed throughout the campaign
- Merchandise - such as t-shirts, hoodies, posters and any other items
- Advertising - across all forms both physical and digital i.e. billboards and social media advertising

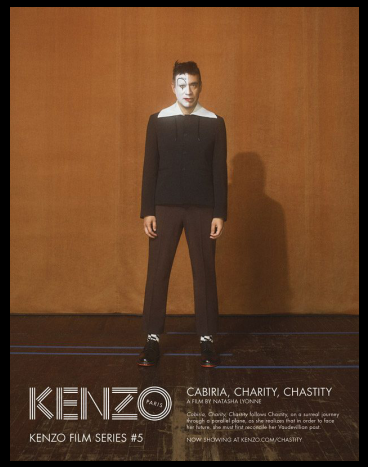
We need these images shot and ready for use by the end of April

Budget for this shoot is no more than £20,000

Third Party Commisions

Artwork

As seen from the moodboard below we want the images from this shoot to take on a high-fashion style with a queer take, allinging to Harry's style as a whole.
The final images for the front and back artwork must be in black and white, but we also require colour images for other uses.



Third Party Commisions
Video - A Modern Life

Harry Styles, a London based artist, who is willing to travel, requires a music video for his soon to be released single A Modern Life.

The song is about the loneliness that can be felt whilst in a relationship and it's this sense of loneliness that we want to capture most in the video. We also want to play on this idea of 'modern'. Our idea is open for your interpretation but ideally we'd like for it to be set in a 'post human garden' (see references) where different shots of Harry can be seen on the screens scattered throughout the landscape. What Harry does in these screens is up to you but do include some footage of him singing.

This video will be shared on Harry's YouTube channel which has 11.2 million subscribers, with part of it also being used as a Spotify Canvas.
Alongside the official video a behind the scenes video is needed that we can share again on Harry's YouTube at a later date.

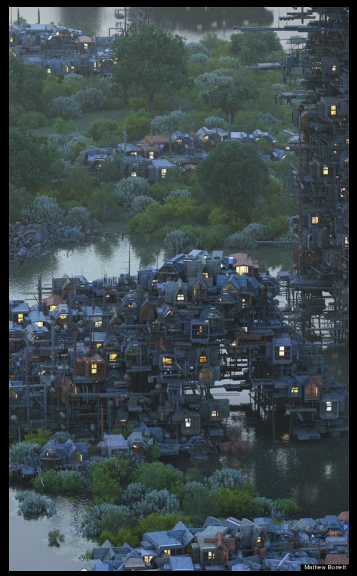
Styling wise Harry will be kept simple in neutral colours to not distract from the landscape he's in.

The budget for this video and the behind the scenes video is £100,000

Third Party Commisions

Video - A Modern Life

References



Third Party Commisions
Video - Wake Up The Sun

Harry Styles, a London based artist, who is willing to travel, requires a music video for the final single to come from his most recent album.

The concept for this video is up to your interpretation but we want it to be inspired by this piece of text:

> It's hard to say. After the Sun exhausts the hydrogen in its core, it will balloon into a red giant, consuming Venus and Mercury. Earth will become a scorched, lifeless rock — stripped of its atmosphere, its oceans boiled off. Astronomers aren't sure exactly how close the Sun's outer atmosphere will come to Earth. If it comes too close, friction between Earth and the outer layers of the Sun will slow our planet's orbit, causing it to slowly spiral into our star, dissolving like a sugar cube in a hot cup of coffee.

We want to make it clear that whilst this piece of text is what inspires the video we don't want it to be taken literally and we also don't want to see the sun in this video.

Our ideal location would be somewhere barren that looks like it could have come from the events that transpired, think of the set from The Martian. And to juxtapose from this barren landscape Harry will be styled in avant garde fashion that looks out of place to the location. (See references for both)

Third Party Commisions
Video - Wake Up The Sun

This video will be shared on Harry’s YouTube channel which has 11.2 million subscribers, with part of it also being used as a Spotify Canvas.
Alongside the official video a behind the scenes video is needed that we can share again on Harry’s YouTube at a later date.

Teasers for the video will also need to be made to be shared across Harry’s social media platforms and his YouTube prior to the release of the video.

The budget for this video and the behind the scenes video is £100,000

Third Party Commisions

Video - Wake Up The Sun

Location References

Third Party Commisions

Video - Wake Up The Sun

Styling References

Budget

BUDGET	
CONTENT CREATION	
Artwork	20,000
Videos	500,000
Press Shoots	10,000
ADVERTISING	
Digital	260,000
Radio	60,000
Outdoor	150,000
Television	100,000
Online	50,000
OTHER	100,000
TOTAL SPEND	1,250,000

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