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PORTFOLIO.



THE GOAL

LONG TERM GOALS

- Getting signed by a Label
- Find a management company
- Becoming financially stable through my music

SHORT TERM GOALS

- Release an EP by the end of 2023
- Release a 10 tracks Album by 2025
- Play live at least 3 times a month

BECKY BLACK

Singer/Songwriter

Genre: Alternative, Pop

Artist Inspiration:

- Lady Gaga
- Halsey
- Bishop Briggs



LADY GAGA

Singer/Songwriter

Genre: Pop, Electronic



HALSEY

Singer/Songwriter

Genre: Pop, R&B



BISHOP BRIGGS

Singer/Songwriter

Genre: Alternative, Pop, Soul



COMPETITOR ANALYSIS

LADY GAGA'S AUDIENCE

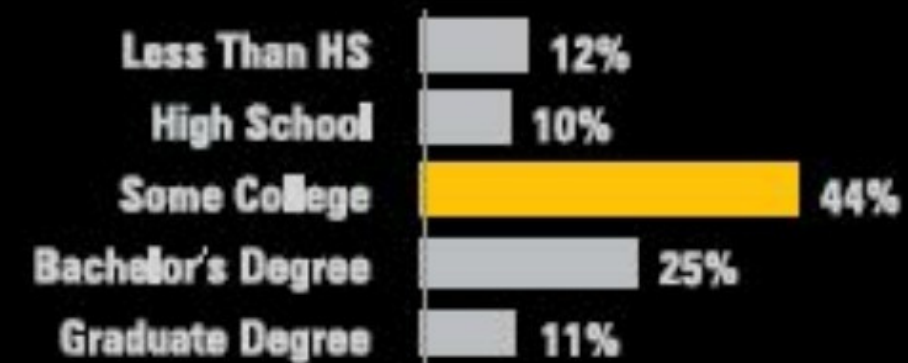
GENDER



AGE



EDUCATION



HOUSEHOLD INCOME



Source: Networked Insights

COMPETITOR ANALYSIS

HALSEY'S AUDIENCE

GENDER



AGE



COMPETITOR ANALYSIS

BISHOP BRIGGS'S AUDIENCE

GENDER



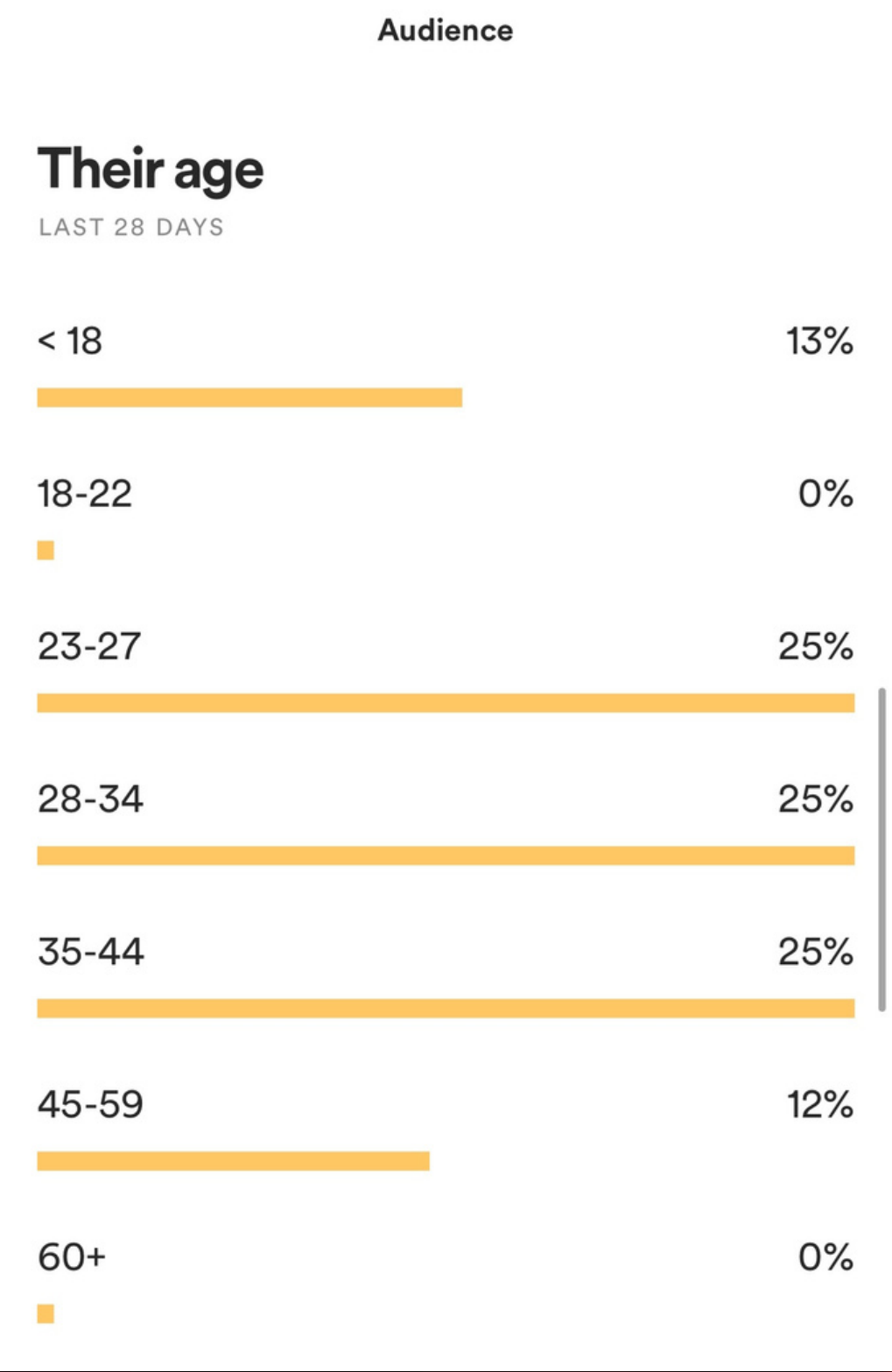
AGE



COMPETITOR ANALYSIS

BECKY BLACK'S AUDIENCE

GENDER



Source:[<https://www.spotifyforartistsinsights./beckyblack>]

TARGET AUDIENCE

TO DESCRIBE YOUR MOST LIKELY FANS, USE ANY COMBINATION OF FACTORS YOU DEEM RELEVANT AND USEFUL, INCLUDING AGE RANGE, GENDER, GEOGRAPHIC LOCATION, LIFESTYLES (ACTIVITIES, INTERESTS, OPINIONS), AND BEHAVIOURAL CHARACTERISTICS” (BORG B, 2020)

TARGET AUDIENCE

BECKY BLACK'S BUYER PERSONA



Sarah

Age: 23

Location: West London

Occupation: Barista

Salary: £21K

DESCRIPTION

A Sarah is a student at Univeristy of Westminster. She wants to become an architect.

PERSONAL CHARACTERISTICS

- Down-to-earth
- Easy-going
- Independent

HOBBIES AND INTERESTS

- Make-up
- Traveling
- fashion
- Beyonce

GOALS

- Graduate
- Become financially stable
- Become an architect

CHALLENGES

- Limited finance

SARAH'S BEHAVIOUR

- Active on TikTok and Instagram
- Sporadical use of YouTube
- Tendency to buy online (Shein, Amazon, FashionNova)

TARGET AUDIENCE

BECKY BLACK'S BUYER PERSONA



HANNAH

Age: 34

Occupation: Publisher at
Interscope Records

Location: North London

Income: £40,000

INTERESTS

- Board games
- Cooking
- Reading
- 80s Music

PERSONALITY

- Helpful
- Independent
- Cheerful

BEHAVIOUR

- Active on Instagram and Facebook
- Likely to buy online
- Goes to live gigs frequently
- Looks out for new music
- Uses spotify everyday

BRANDING

FOR AN ARTIST, BRANDING IS ABOUT CLEARLY COMMUNICATING WHO THEY ARE AND WHAT THEY REPRESENT TO THE PEOPLE THEY ARE TRYING TO ATTRACT. IT IS ALL THE ASSOCIATIONS THAT COME TO MIND WHEN YOU SEE OR HEAR A NAME, AND IT IS THE WAY THAT ONE ARTIST IS DIFFERENTIATED FROM ALL OTHERS IN THE MARKETPLACE. (TAMMY D., AMY SUE M., CLYDE PHILIP R., P 74–75, 2022).

BRANDING

BECKY BLACK'S MOOD BOARD



BRANDING

BECKY BLACK'S STYLE



BRANDING

LOGOS COMPARISON

Halsey

Bishop Briggs

WYNN

Becky Black

BRANDING

LOGOS COMPARISON



BRANDING

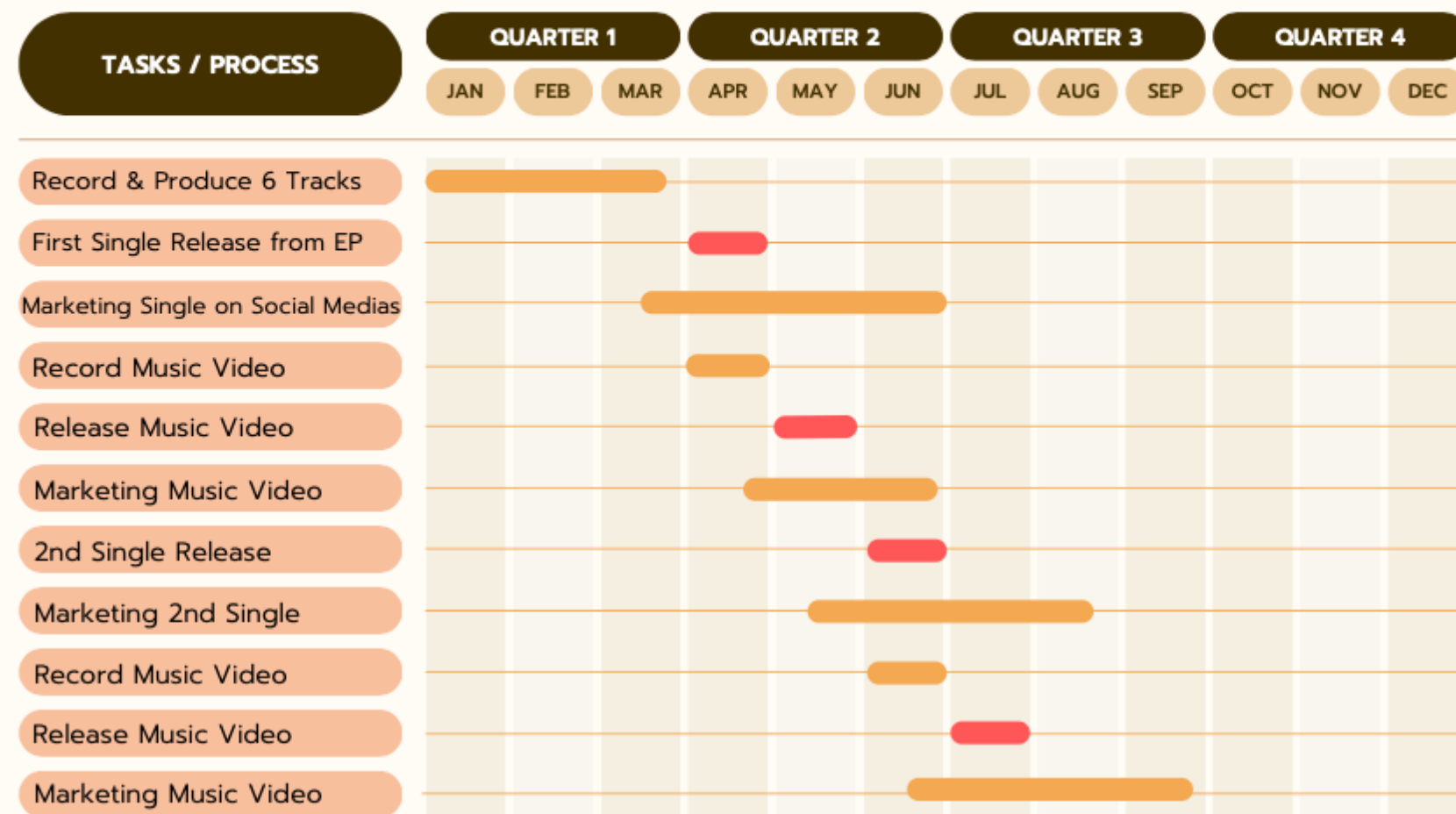
STYLE COMPARISON



2023

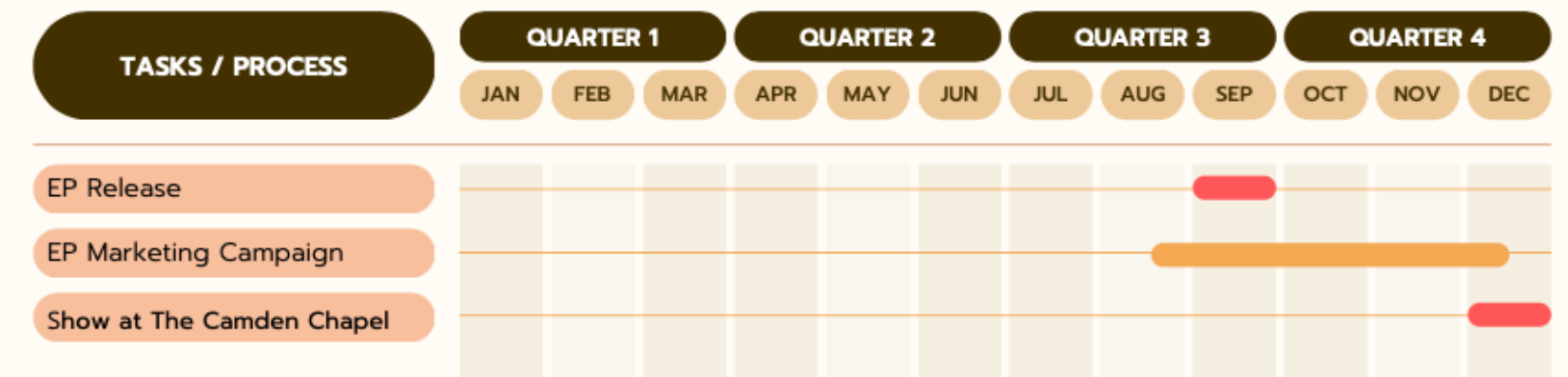
OBJECTIVES:

- 6 Tracks EP Released
- Headliner Show at The Camden Chapel
- Increased overall following on main Social Media Platforms by 50%



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2023 BUDGET

BUDGET 2023	£5,000
EP Production	£1000
Ads	£700
Music Videos	£800
Show	£500
Merchandise	£200
TOTAL EXPENSES 2023	£3,200
BUDGET LEFT	£1,800

MARKETING CAMPAIGN

2024

MARKETING CAMPAIGN 2024

- OBJECTIVES:**
- 10 Tracks Album Recorded
 - Increased overall following on main Social Media Platforms by 50%



2024 BUDGET

BUDGET 2024	£5,000
Album	£2000
Marketing	£700
Music Videos	£400
Merchandise	£200
TOTAL EXPENSES 2024	£3,300
BUDGET LEFT	£1,700

2025

OBJECTIVES:

- Release Album
- Headliner concert in my Hometown
- Getting signed by a label

[illegible]

2025 BUDGET

BUDGET 2025	£5,000
Album Marketing	£400
Album launch concert	£1000
Merch	£300
Session Musicians	£450
Album Copies	£100
Music Video	£400
TOTAL EXPENSES 2025	£2,250
BUDGET LEFT	£2,750

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