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Assignment Title: Report
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Introduction

This report is a marketing plan for the debut album release of HÅN. The report, after having identified and analyzed the artist's brand and target audience, will present a detailed marketing strategy for the release of the album and the related national/international tour. The marketing report will also provide details about the budgeting and the release timeline. The plan will be supported by relevant marketing theory and other artists' campaign examples, while at the same time it will offer new perspectives and solutions for the promotion of an album.

1. Branding - Artist Profile

Following the definition of brand as 'A set of tangible and intangible attributes, which operated properly, create value and influence' (R.Todor, 2014), we can start to identify the artist's profile both in terms of sound and visual identity. The brand and the persona of HÅN can be defined as quirky, dreamy, honest, and creative. The artist seems to present two coexisting sides: a dreamy, faerie appeal, and a quirky, messy and childish vibe. These traits need to be carefully balanced and delivered as part of HÅN's brand by creating a coherent and unique artist's vision.

Music identity

HÅN's music identity has been previously defined as ethereal, dreamy, and emotive but also uplifting, spacious, and honest (M.Kent, 2017). While the previous EP's focused more on reverbed guitars and spacey vocals, the debut album features acoustic and unusual drum patterns, pitched vocals and weirdly-distorted classic guitars. The vocals remain the main element of distinction by delivering a dreamy but direct vibe to the listeners. While mixing some electronic to lo-fi acoustic elements, this album still positions itself as a pop record, and the catchy vocal melodies are reflective of this nature.

In terms of artists' similarity, we believe that this album positions itself near the likes of Yumi Zouma, Still Woozy, or Remi Wolf. The artist's sound is delicate but upfront, sometimes reminiscing artists like Clairo or Billie Eilish. This affinity is confirmed by Pandora's insights about HÅN's similar artists. Differently from Spotify's "Related Artists", Pandora's algorithm works on the basis of the tracks' sound, analyzing characteristics like genre, melodies, and vocal timbre to determine the songs DNA (Forbes, How Pandora Knows What You Want To Hear): therefore, it constitutes a trustable parameter in order to carry out a comparative sound analysis.

SIMILAR ARTISTS

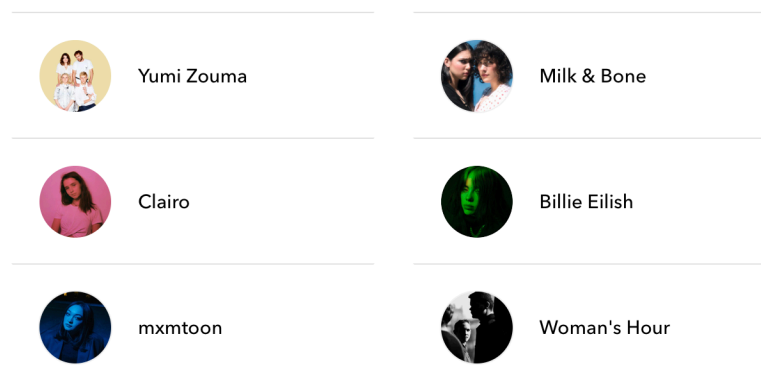


Figure 1. HÅN's similar artists (Source: Pandora)

In terms of playlists affinity, based both on the album sound identity and on previous playlists features, we believe that the following could constitute a good match:

- Spotify: Anti Pop, POLLEN, Chill Vibes, Indie Pop or Lorem.
- Apple music: Superbloom, Indie Pop, Wildflower, catching feelings, Indie + Chill
- TIDAL: Rising(Indie), Chill, Indie Midnight

See chapter 3 for further elaboration.

Visual identity

Visually, HÃN's brand can be communicated through colorful but delicate artworks, streetwear clothing mixed with skirts/jewelry and carefully curated music videos, featuring dreamy atmospheres and quirky elements.



Suggestion for HÃN's visual brand (Source: Lyra Pramuk, Beabadoobee, Christian Leave)

In terms of communication, we know how important it is to cultivate a relationship between the artist and the fans. Social media enable the creation of this relationship, where the customers (audience) talk to the company (artists) and vice versa (Mangold & Faulds, 2009). What is also necessary, is that this communication happens in a way that delivers consistency between the online persona and the star image (Ferri, 2010), as this is a fundamental part of the brand of the artist. For HÃN, we have perceived a quite passive attitude towards the fanbase, which in turn does not generate enough engagement or fan loyalty. We suggest maintaining a casual and friendly tone on social media communications but integrating the existing activity with tools such as Instagram pools and question boxes, fans' calls to action, engaging captions, and collaborative playlists. The artist's profile should sell relatability more than aspirational appeal, and the tone should move towards empathetic storytelling (Quilt.AI, 2020). This is due both to the artist's target audience and to the potential audience.

Social media interaction will be one of our main goals as it "contributes to a sense of community in which honest, open communications are encouraged and customer engagement is enhanced" (Mangold & Faulds, 2009).

Ethos, narrative and positioning

The artist's voice can be defined as honest, impulsive, and original. The purpose of the project is to narrate honest stories about identity and growth, while sonically combining pop melodies with experimental choices of production. The talking points are identity, human relationships, and especially, the process of growing up. Her work reflects her life path as a sort of personal diary: the previous records reported the transition from the teenage years to adult life, while the debut album explores the themes of adult life. Throughout the songs, we can find the recurring theme of the detachment from home. We think that this theme can be enhanced and used as a potential angle together with HÃN's origins, which call back to the tranquility and rurality of north

Italy. The rural roots of the artist's hometown have played a part in the delicate nature of her music, which has always acted as a mirror of her growing process. We think that this dimension of intimacy, highlighted both through her Italian origins and the identity of the songs, should be used as a point of differentiation that sets the artist apart from the competitors. There is also a further fact that encourages us to adopt this angle. Lately, there has been a significant change in the music industry: more and more foreign artists (Rosalia, Bad Bunny, Angele, Christine and the Queens) are starting to take off by using their nationality and native language as a point of difference. Pop names are collaborating with international artists in order to expand their audience horizon and show an exotic appeal. Examples of this are the latest Billie Eilish feature with Rosalia, where both sing in English and Spanish, Dua Lipa's "Fever" with Belgian artist Angèle, or US pop star Halsey's collaboration with Korean super-group BTS (Vogue, Inclusivity in Pop Music, 2020). Generally, we want to position HÂN as part of the "new pop" wave, showing her international appeal while using her Italian roots as an advantage. However, the UK market seems to be "resistant to other languages and dominated by English-language pop" (T.Joshi, The Guardian, 2020): the UK will be therefore marketed in a different way, for example, through the collaboration with UK artists.

2. Target audience

In order to determine which target audience we need to focus on, we conducted an audience analysis of HÂN's social profiles and streaming platforms.

- Instagram Insights report an artist's fanbase composed mainly of men (60%) in the age of 18-24 and 25-34. The audience is located mainly in Italy (80%) and UK (6%). Total Instagram followers amount to 3.2k.
- Spotify's audience is more diverse. Insights attest 49% of the audience is female, while the age range covers mainly 23-27 (20%) and 28-34 (28%) age. In terms of location, the main one remains Italy with 20k listeners, followed by Mexico, Germany, the US, and Spain. This is mostly to be attributed to the source of streams, which come from international playlists at a high percentage (70%). We believe that Spotify's audience is not very reliable since the artist has not built a real fanbase yet. 98k monthly listeners.
- Facebook Insights show consistency with Instagram's ones: the target audience is mainly composed of men in the 25-34 age range, with 18-24 being the second most popular age range. In terms of psychographic segmentation, HÂN's current audience is mostly composed of single people (44%) who have attended or attend university (78%). Total Facebook fans are 3.1k.

Crossing the data above, we believe that HÂN's target audience is currently composed of males in the 18-30 age range living in Italy and UK. Our goal is to expand the female fanbase as well as the audience's geographic, since we believe there is a great potential to be exploited. This is suggested by a comparative analysis with similar artists (visually/musically) such as Billie Eilish, Clairo and BENEE, who all have a predominantly female fan base (Chartmetric, 2021). In terms of potential audience, we believe that it would be composed by both female and male indie pop fans in the 18-30 age range, based in UK and Europe. We do not want to approach the US market already, as we think this will constitute a step to face only after the development of a solid European-British fanbase.

3. Marketing plan

3.1 Marketing strategy

The debut album is a crucial moment of an artist's career, and we plan to create significant momentum around this, promoting the release as the turning point in HÂN's career. Below there is a SWOT analysis of HÂN's profile.

Strengths	Weaknesses
• Strong brand identity • Creative consistency • Active songwriter and producer • Signed with major label for debut album • Good press coverage for past releases	• Very small fanbase • Poor strategy in fans interaction (through social media) • Difficult to place on Italian radio (artist homecountry)
Opportunities	Threats
• Create momentum from debut album release • Turn occasional listeners in fans • Brand partnerships and fashion editorials • Synch potential • Cultivate BBC Radio interest	• Competitors with large fanbase and bigger resources

HÂN has just signed her first major deal with Sony Music so we are going to work closely together to assure that our plan is delivered accordingly to their decisions. The strategy we are going to follow is to cultivate and reinforce the already existing relationships with press/radio and undertake new ones with selected tastemakers and partners to take the project to a new level. We want the artist to be perceived as new and emerging, but at the same time to show a background that attests to the work and the direction which has been followed so far. We have three singles coming out before album release, these will be used to ensure support by music industry tastemakers, build hype around the project and grow the fanbase.

The first single, **Sonic 96**, (LINK: <https://soundcloud.com/user-659591609-806770268/sonic-96-v5/s-limthkYxOba?in=user-659591609-806770268/sets/the-album-ooooh-demo/s-toEygAvqrzS>) will be premiered (ideally one day before release date) by webzines such as NME, while other press coverage will follow on release day. We also want to pitch the single to BBC Radio 1 through host Gemma Bradley, who already supported the latest HÂN's single 'CTR'. We believe that our main partner goal in the UK should be BBC Radio, therefore we want to approach them as our first radio choice by offering them exclusivity on the radio side (worldwide).

The track will be promoted through Instagram ads directing the audience to HÂN's Spotify profile. We aim to grow both Spotify and Instagram followers with this ad campaign and transform casual listeners into fans. The press and radio coverage will hopefully create enough buzz for us to launch the second single.

Leave me! (<https://soundcloud.com/user-659591609-806770268/leave-me-1/s-HywYrpyLi0r?in=user-659591609-806770268/sets/the-album-ooooh-demo/s-toEygAvqrzS>) will be released as the second single, as well as focus of the album. Considering its relevance, we will try to get the single premiered through the COLORS channel, a hugely respected Youtube channel that racks up 40 million views per month and it is today used as a discovery platform for new artists. The channel has 'the power to launch musical careers' (A. R. Chow, Time, 2019). We believe there is a real possibility to get a slot considering the previous COLORS BLOG support on HÂN's releases. Moreover, the channel is not UK/US dominated but instead often features foreign artists, such as Italian songwriter Generic Animal or French rapper Josman. We plan to contact founders Philie Starcke and Felix Glasmeier after the first single release and try to get a slot by pointing out their blog support and how HÂN's aesthetic and sound would fit the channel vibe. After the launch of this live session, we plan to release the track on all digital DSPs together with the official music video the following week. For the music video, we aim to ensure VEVO support in terms of playlists and promotion. VEVO has already shown support to HÂN's project, especially on the Italian side. Another additional move would be to suggest HÂN as one of the "2022 VEVO ARTISTS TO WATCH", an annual promotional campaign to expose new artists to global audiences. We believe that this is a unique and hard-to-get opportunity, but if the previous plan follows the expectations, a possible one. To further push the release

and create engagement, we plan to involve fan action to create a lyric video for the track. Through social media channels, fans will be asked to draw the lyrics of the track (digitally or traditionally) and send out the results to an email that will be specifically created for the contest. The selected drawings will be then digitally elaborated to create a fan-made lyric video for the single. This strategy has been previously used many times in pop marketing campaigns (Shawn Mendez, Anne Marie), but it usually involved videos made by the fans. Since we want to maintain consistency throughout the aesthetic of the project, we think that lyrics allow us to more creative control.

Between Leave me! and Flights (third and final single) we plan to cover the summer months of July and August with interviews, press coverage, and live sessions such as:

- Sofar Sounds
- Mahogany sessions
- Songs from the Shed
- Audiotree

The third and final single before album release will be **Flights** (<https://soundcloud.com/user-659591609-806770268/flights-v2?in=user-659591609-806770268/sets/the-album-ooooh-demo/>). We believe that this track has huge radio potential both regarding the international and the Italian market. By having built up credibility, buzz and “coolness” through the international market, the third single will be used to consolidate the previous work and introduce the project to Italian radios, which are predominantly commercial and therefore difficult to access as an emerging artist. As album release date approaches, this will be the right time to direct the project into a more mainstream territory. We think that commercial Italian support is still needed since Italy represents the artist’s home country. However, promotion will continue to target the international and the UK market. **Flights** will have an official music video which will be promoted again through VEVO and pushed to the MTV networks, again aiming at mainstream channels.

The album will be announced one week after the third single release. We expect press coverage (both online and in print) as we believe that by this time the project will have grown enough to interest the press on a higher level. During the album’s release first months (October - November), we plan to organise in-store performances in four selected cities to start creating buzz before the winter tour announcement. These small shows will act as an introduction to HÅN’s own tour, which we hope to almost sell out. Shows venues include record stores and libraries.

- London: Rough Trade East (First choice) or Paper Dress Vintage - Week: 27/09/21 - 03/10/21
- Milan: Ostello Bello, Week: 04/10/21 - 10/10/21
- Berlin: Oye Records - 11/10/21 - 17/10/21
- Paris: Les Balades Sonores 25/10/21 - 31/10/21

The winter tour announcement in November will be supported by the release of Bicycle. This track will be used to keep attention to the album. Since the track features British act Killowen, we will use it to push HÅN in the UK market. For every single release, further action will be made on the press, streaming, and social media side.

Press

Regarding press, we can count on a good amount of online coverage for past releases (CLASH, Earmilk, The Line of Best Fit, Gorilla vs Bear) which assures us introductory credibility among the music industry’s tastemakers. We want to strengthen this impression by ensuring support from bigger music blogs such as:

- NME
- Notion
- Pitchfork
- Rolling Stone
- Stereogum
- NPR

- The Fader
- Pigeons&Planes

We expect to get a premiere from NME for the first single, while we will request album reviews from Pitchfork, Rolling Stone, and Stereogum. We also expect coverage from the following names, which have already shown support in the past:

- The Line of Best Fit
- CLASH
- Earmilk
- The Wild Honey Pie
- The Burning Ear
- Colorsxstudios
- PopMuzik
- Noisey

For online and print press, we are going to work with a UK-based PR company called “YesPlease” (<https://yesplease.fm>). The agency has worked on the campaigns of Arlo Parks and Phoebe Bridgers and manages a TV - Radio roster as well, which could help for additional contacts and opportunities. .

We also want to start building an international fashion presence around HÂN’s brand. HÂN has already appeared as a talent on the latest GUCCI eyewear campaign, and we can also count on some fashion press coverage (L’Officiel, Vanity Fair, Marie Claire, Grazia) in Italy. We want to use this advantage to explore other fashion opportunities both on the editorial and the brand partnership side, internationally. We are going to focus on magazines such as:

- Coup de Main
- Teen Vogue
- Wonderland Magazine
- DAZED
- Vanity Fair
- L’Officiel
- GQ

Regarding brand partnerships, we invaduated a list of fashion brands that match the style and vision of HÂN and could represent good partners:

- Charlotte Knowles <https://charlotteknowles.com/collections>
- Aries <https://www.ariesarise.com/pages/ss21-lookbook>
- OTTOLINGER <https://www.ottolinger.com/>
- ACNE STUDIOS <https://www.acnestudios.com/uk/en/woman/ss21/>
- Eytys <https://eytys.com/footwear/view-all/>
- lazy oaf <https://www.lazyoaf.com/>
- kepler london <http://www.keplerlondon.com/>

Another visual asset that we will use to promote the release will be a documentary/audiovisual journey explaining the meaning and process behind each track of the album. The documentary will depict HÂN’s personality and follow her both in the home town and in London, reporting both sides of the artist’s life. We ideally want to create something on the model of Apple Music Up Next documentaries, but with a DIY approach conveying a sense of intimacy and authenticity. We believe that this asset could constitute an important element to outline HÂN’s character and get her closer to fans. Showing a “behind the scenes” offers the audience a new perspective on the product -in this case the music and the artist- by “connecting with the community on a personal level. It makes you relatable, approachable, and more human.” (N.Osbourne, 2019). We plan to premiere the final product a week after album release’s day on webzines like iD, NOWNESS or Billboard, before posting it on the social media channels of the artist.

Streaming & Radio

Streaming will account as the primary source of revenue. While we can count on established relationships with Spotify, which already featured HÂN's music on international editorial playlists, we still need to develop a relationship with Apple Music. Spotify support came mostly from Italy, Germany, and Spain. We want to keep ensuring support from these countries, but our main goal will be to draw attention to the project and get support from UK/US curators. As mentioned before, we want to turn casual listeners into fans: it will therefore be necessary that the tracks of HÂN feature on genre-specific playlists, that is, the ones that present a pool of followers similar or identical to our target audience.

- POLLEN (Spotify)
- Anti Pop (Spotify)
- Lorem (Spotify)
- Chill Hits (Spotify)
- Superbloom (Apple Music)
- Indie Pop (Apple Music)
- Wildflower (Apple Music)
- catching feelings (Apple Music)
- Indie + Chill (Apple Music)

These playlists are mostly curated by UK and US editors:

- John Stein, Lizzy Szabo and Cecilia Azcarate for Spotify US
- Jamie Connor, Alex Gale, Jarrod Fullilove, Jenna Baum for Apple music US
- George Ergatoudis, Ryan Newman, Steve Owen, Pia Camilla, for Apple Music UK
- James Foley, Austin Daboh, Johan Lantz and Rob Khan for Spotify UK
- Joerg Peters and Tamm Mandy for Spotify DE

For the radios, we plan to cultivate the relationship with BBC Radio 1. As mentioned before, we want to ensure support from BBC Radio by offering them exclusivity on the radio side. The budget does not allow us to hire a radio plugger for each release, so we will aim at pitching the track directly to Gemma Bradley. Regarding Italy, as mentioned before, we plan to pitch the tracks later in the plan. For the rest of Europe, we do not plan any radio pitch.

Social Media

Another focus of the campaign will be social media. As stated in the budgeting sheet, the majority of the budget will be spent on content creation and digital advertising. Instagram will be the main target since it registers 10 times the engagement of Facebook and the majority of its users sit in the 18-35 age range (Smith, 2018), which is our target audience. Moreover, Instagram is based on images, which helps us to convey the artist's brand in a clear and strong way. We aim to create brand familiarity and recognition by showing graphic-coherent ads in terms of color palette, fonts, and intention. The ads will redirect the audience both to the track (through a Spotify swipe up) and to HÂN's Instagram profile. We are planning to spend around £3600 on digital advertising.

In order to favor social media interaction among HÂN's followers these actions will be implemented:

- Pre-release: for every post on the social media accounts of the artist, we will suggest engaging captions to encourage comments from the followers. The creation of a collaborative playlists on Spotify (between artist and fans) will follow the first single release and will be promoted throughout the whole campaign through the artist's IGstories. The engagement will be assured through other tools such as Instagram pools and Instagram question box. An Instagram countdown will be set up one day before release date.
- Post-release: we will focus on creating engagement with the fans by asking for feedback on the album. This will be exchanged again through Instagram pools and questions posted on the artist's Instagram stories. The engagement should appear as a friendly chat between the artist and the fan and create a sense

of relatability and trust towards the artist. Social media will be also used to foster Spotify shares of the songs while growing HÅN's following. In order to do so, we plan to organise a merch giveaway through Instagram. Participants will be asked to follow two simple steps: share their favorite track of the album, and tag HÅN's account. Five winners will be picked by drawing lots and will receive a free tote bag.

Other alternative strategies we are going to implement are Reddit and Facebook fan groups posting. Reddit has great potential for emerging artists: the website is made up of niche communities divided into subreddits. Users can start conversations and suggest new artists to listen to, while established artist have their own subreddits where fans interact.

We are going to implement a strategy that will allow us to post HÅN's videos and tracks as they are released, obtain upvotes and aim to make the the content go viral. Since the no spam policy of Reddit, to achieve this plan the accounts that are going to post about HÅN should be already active on the website months before the releases. These accounts will participate in similar artists' subreddits, interact with users and build their own credibility. HÅN tracks and videos will be then posted on the bigger subreddits, which they usually receive more upvotes. (J.Aldredge, 2017)

Targeted subreddits will be:

- /r/dreampop - <https://www.reddit.com/r/dreampop/>
- /r/newmusic - <https://www.reddit.com/r/newmusic/>
- /r/listentothis - <https://www.reddit.com/r/listentothis/>
- /r/Indieheads - <https://www.reddit.com/r/indieheads/>
- /r/popheads - <https://www.reddit.com/r/popheads/>
- /r/futurebeats - <https://www.reddit.com/r/futurebeats/>

The same strategy will be adopted with private Facebook Fan Groups. Our accounts will interact as part of the fanbase of similar artists by commenting and taking part in discussions. Once become active members of the group, they will suggest HÅN as a new artist that other members might like. Our target will be big and active fanbase such as:

- Aurora Fanpage <https://www.facebook.com/groups/602700156987932>
- BENEE fans <https://www.facebook.com/groups/416901745884601>
- Billie Eilish Fans <https://www.facebook.com/groups/296563601268578>
- Harry Styles Fans <https://www.facebook.com/groups/166232234656071>

Both these strategies aim at expanding HÅN's fanbase by generating 'digital' word of mouth. Suggesting tracks will create the impression of an exchange between music passionates, and not of a digital advertising technique.

3.2 *Budgeting*

We have a total marketing budget of £14,400: this forces us to prioritize certain marketing activities over others. In the case of emerging artists, there is no room to experiment with influencer marketing, radio promotion, or physical releases of the album. Instead, it is suggested to invest the majority of the budget in content creation (around 40%) and advertising (30%) in order to establish the brand and grow the artist's profile (A.Horsburgh, 2019).

Campaign assets will be:

- 1x Studio Album (Digital Only)
- 2 x Music Videos
- 3 x singles
- 3 x photoshoots
- 1 x Behind the Scenes Documentary
- 1x lyric video

- Merch (tote bags, socks, shirts)

Considering these resources and our primary goal (artist's growth) we formulated a budget following Amber Horsburgh's template.

HÂN	
Title	ANATOMY
Type (LP, EP, Single)	ALBUM
Release Date	24/09/2021
Total Marketing Budget	£14,400.00
REVENUE GOAL PROJECTION	
Streaming (Spotify + Apple Music)	£82,500.00
Digital Download	£1,500.00
Video (Youtube)	£700.00
TOTAL (REVENUE)	£84,700.00
VISUAL CONTENT	
Promo shoots + styling	£1,500.00
Artwork & Social Media content	£200.00
Music video	£5,000.00
Documentary	£0.00
TOTAL	£6,700.00
MEDIA	
Advertising	
- Digital Advertising	£3,600.00
- Influencer/Street Marketing	£0.00
Publicity	
- Online PR	£2,200.00
- Other Press Promo	£900.00
TOTAL	£6,700.00
OTHER	
- Merch	£500.00
- Additional visual content (shoots, visualizers)	£500.00
TOTAL	£1,000.00

3.3 Release Timeline

DATE	ACTION
20/05/2021	SONIC 96 SINGLE PREMIERE
21/05/2021	SONIC 96 SINGLE RELEASE
21-28/05/2021	TENTATIVE TIMELINE FOR BBC Radio AIRPLAY (SONIC 96)
25/06/2021	COLORS SESSION/LEAVE ME! SINGLE RELEASE
28/06/2021	LEAVE ME! MUSIC VIDEO OUT

05/07/2021	LEAVE ME! FAN LYRIC VIDEO CALL TO ACTION
12/07/2021	LEAVE ME! FAN LYRIC VIDEO OUT
12/07-03/09	IDEE FANTASTICHE BLA BLA
03/09/2021	FLIGHTS SINGLE RELEASE
06/09/2021	FLIGHTS MUSIC VIDEO OUT
10/09/2021	ALBUM ANNOUNCE + PRE-SAVE LINK
24/09/2021	ALBUM RELEASE
01/10/2021	ALBUM BEHIND THE SCENES/DOC RELEASE
01/11/2021	TOUR ANNOUNCEMENT + BICYCLE RELEASE
03/01/2022	TOUR START

4. Tour

The release of the album will be followed by a national and an international tour. We want to focus on the UK and Europe and exclude the US, which is not our target market and would require bureaucracy and expenses out of our budget.

Considering HÂN's need to build a fanbase, we believe that the best thing would be to find opening slots during the fall before her own tour kicks off in the winter. We are going to target both single slots and full tours (UK/EU), which will be our priority. We believe that these artists present a compatible fanbase with HÂN's potential audience:

- Remi Wolf (Paradigm)
- Girl in red (Paradigm)
- Superorganism (FMLY)
- Still Woozy (Paradigm)
- Isaac Dunbar (Paradigm)
- Baby Queen (Primary)
- Claud (Paradigm)
- Alice Phoebe Lou (XRAY Touring)

In addition to this, the months of October and November will be covered by the already mentioned in-store shows.

The album tour will begin on January 2022 and will visit Italy, the UK and Europe. Below a possible breakdown of tour cities and venues. The venues' capacity is 200 - 500 people.

ITALIAN LEG

03/01/2022 - Padua - Anfiteatro Parco della Musica
04/01/2022 - Milan - Circolo Magnolia
05/01/2022 - Bologna - Covo Club
06/01/2022 - Rome - Largo Venue

UK & EUROPE LEG

09/01/2022 - Dublin - Dublin academy green room
11/01/2022 - Manchester - The Deaf Institute
12/01/2022 - London - Camden Assembly
14/01/2022 - Birmingham - O2 Institute 3
20/01/2022 - Berlin - Musik and Frieden
21/01/2022 - Cologne - Yuca
23/01/2022 - Hamburg - Hakken
25/01/2022 - Brussels - A8 Club
27/01/2022 - Paris - Le Pop-Up du Label
30/01/2022 - Amsterdam - Melkweg

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