

Entertainment Marketing Presentation

Module Code: SBTY7003

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Black Country, New Road



Athen's France

Released on
Speedy
Wunderground

Label has artistic
control over record
sleeve.

Has over 400k
streams



Sunglasses

Co-released
independently and
on S.W.

First time the band
show of a sense
their own desired
imagery

Has over 600 k
streams

Sunglasses





Dwindling monthly listeners



Snowglobes

Emergency Single Release

Release date: July 2020

Due to Covid-19 many of our marketing efforts will have to be pushed back.

Release Snowglobes to ensure that the band are still being heard.



Lead Single

Release date: February 2021 (2 months before album)

First single to play with themes of young love rather than social commentary

Send corsage to radio producers with hand written love letter asking them to check their emails – link to video will be included

Accompanying music video leans into 'normal' aesthetic, makes it kitsch

Video is clips of old American film prom scenes

Basketball Shoes





IF YOU LEAVE

— PROM IN 80'S MOVIES —

Peak of the album release cycle

Release: March 2021 (one month before)

Live video of Sunglasses

Marching band

In Victoria Park, Hackney

Virality

Gimmick?!

Sunglasses





Debut Album

Release: April 2021

1000 Special edition vinyl LPs mainly on Bandcamp, but some at gigs.

Second release of normal vinyls to be opened when first run sells out.

Push physical sales.

Black Country, New Road



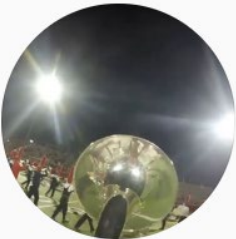


*Most likely to fall for a
Multi-Level Marketing scam*



Comparative Bands

Black Country, New Road



blackcountrynewroad

Follow

51 posts

6,714 followers

1 following

Black Country, New Road

Followed by pokyopokyo and martamorientes

63,027

Monthly Listeners

11,676

Followers

7,451 people like this, including 3 of your friends

7,753 people follow this

Total Followers: 25,841

Black Midi

130,349 Total fans

Followers and subscribers as of today and evolution over the last 28 days

130 K

↑ 3.5%

INSTAGRAM FOLLOWERS

33,565

↑ 4.5% (+ 1,459)

FACEBOOK FANS

25,584

↑ 1.5% (+ 388)

TWITTER FOLLOWERS

2,953

↑ 3.3% (+ 93)

YOUTUBE SUBSCRIBERS

11,600

↑ 3.6% (+ 400)

SPOTIFY FOLLOWERS

53,782

↑ 4.3% (+ 2,227)

DEEZER FANS

1,964

↑ 5.1% (+ 95)

SOUNDCLOUD FOLLOWERS

901

↑ 2.3% (+ 20)

Squid

52,367 Total fans

Followers and subscribers as of today and evolution over the last 28 days

52.4 K

↑ 10.8%

INSTAGRAM FOLLOWERS

11,622

↑ 13.6% (+ 1,390)

FACEBOOK FANS

11,532

↑ 7.1% (+ 764)

TWITTER FOLLOWERS

4,651

↑ 14.4% (+ 584)

YOUTUBE SUBSCRIBERS

--%

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SPOTIFY FOLLOWERS

22,927

↑ 11.4% (+ 2,346)

DEEZER FANS

1,064

↑ 12.8% (+ 121)

SOUNDCLOUD FOLLOWERS

571

↑ 5.7% (+ 31)

Audience type

Demographic

- All Genders
- Urban centres
- graduates (Humanities or Arts)
- 20-35
- Mid-income
- Creative jobs
- Caucasian

Psychographic

- Highly Social
- 'Woke' / Political
- Literary
- Interest in fashion and art
- Read music blogs
- Long attention span
- Instagram users NOT Facebook
- Record collectors or prefers physical media

Budget

Costs

- Plugger : £2000 (needed for two singles)
- Vinyl Pressing: £3,621
- 2 Music videos: £360 ---- we will provide them with the raw footage and photos just need video editors for about a day
- Marching band viral stunt: £800/day (5 days)
- 3x Cameramen: £50/hour each (5 hours)
- Editor: £30/hour (10 hours)
- Social media advertising: £250/month

Total Cost

£ 11,780

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