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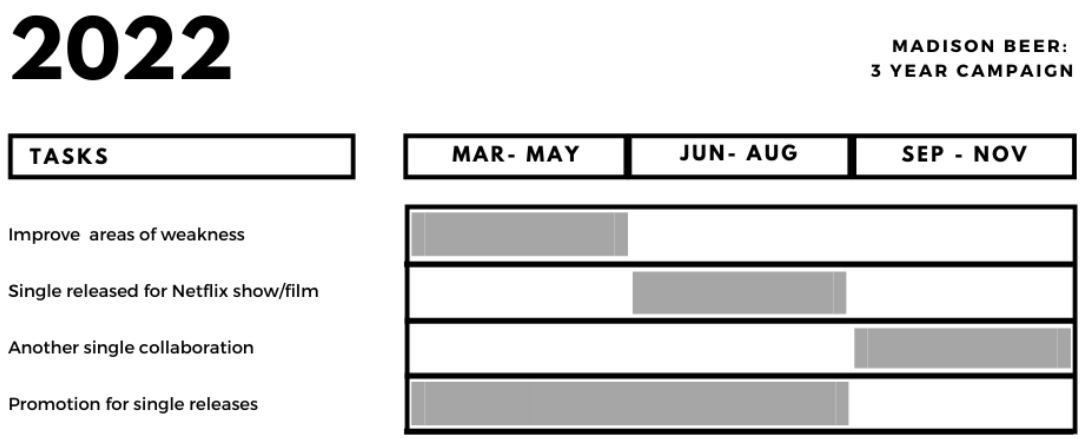
Module Title: Creation in International Music Marketing

Assignment Title: Element 1 – Proposal

Madison Beer is a 22 year old American singer who has been present in the music industry since 2012, but she has been unsuccessful in gaining grand exposure. She began her journey by posting covers of famous songs to YouTube. Eventually, she was spotted by pop superstar Justin Bieber, who shared one of her covers on his Twitter profile (Celebs Galore, 2021). However, despite being shared by a worldwide known star, Madison has not entered the limelight of being a respected and widely known singer (Ritchie, 2020). Whilst gathering my research I will create a SWOT analysis for Madison Beer to depict why her music career has lacked success and where her branding needs improvement.

Chart 1:



The album release campaign will begin in March 2022. Starting the campaign here will allow the album and single releases fall on the months that are most beneficial to the artist's growth such as January, June, and October (Goetz, 2020). During the months of March, April, and May, there will be a vast amount of research on the reasons surrounding Madison Beer's lack of success, and communication between the members of Madison's team. The team will need to identify the areas of weakness within Madison's branding and create a plan of action to make her image and branding more likeable and relatable to her audience. Madison has changed her image every few years whilst being in the industry. This inconsistency could be the source of individuals labelling her as unauthentic. One of the primary tasks of the campaign will be to provide Madison with a consistent and relatable image so her fans can identify with her. There were elements of Alice in Wonderland's branding in her previous album; therefore the new album will consolidate Madison's image by combining the themes portrayed in Alice in Wonderland and the themes of the new singles, visual aspects of the music videos, and clothing choices (Beer,2021).

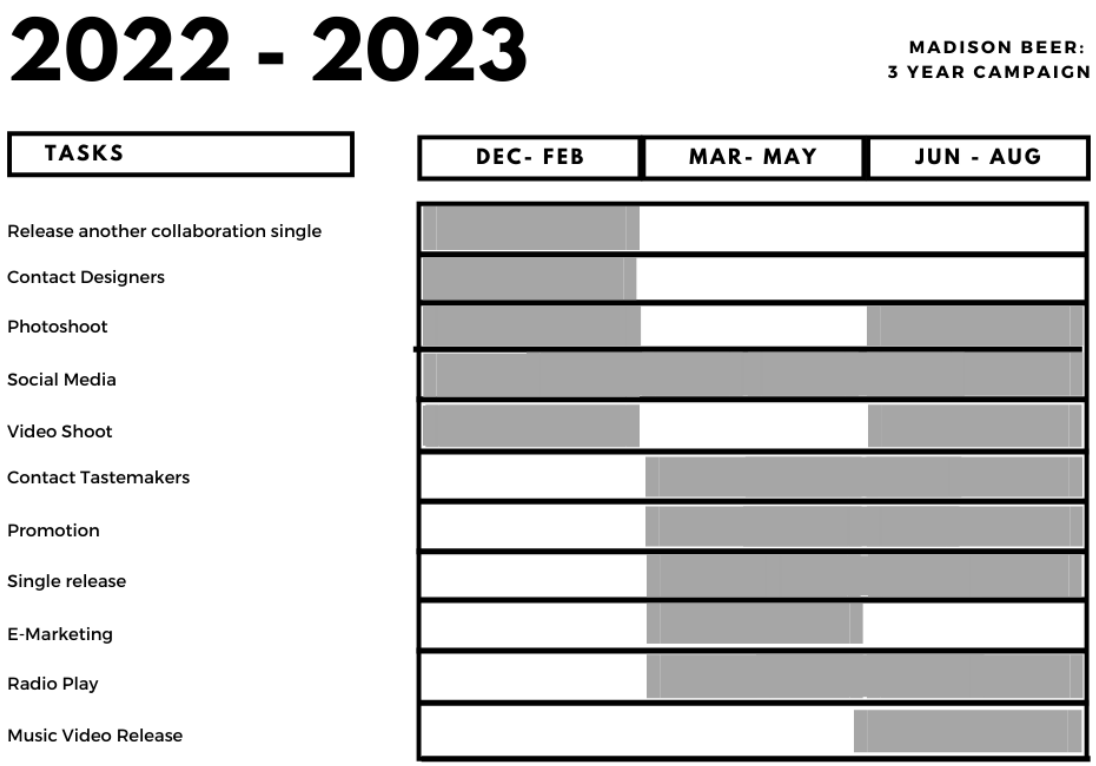
The start of the campaign approach can be compared to YUNGBLUD's previous campaign. YUNGBLUD released singles that weren't part of his album track list before the singles from the album (Richards, 2021). These singles were mainly collaborations with other well-known artists from a variety of genres. This allowed his music to be heard by a wider audience and achieve a large amount of sales (Darus, 2019).

From June until the end of August, Madison will have a song released for a film or Netflix show. This show will need to relate to her current interests, such as the popular shows Rick and Morty and Adventure Time (Willen, 2020). This single will not be included on the album track list due to its sole

purpose of gaining Madison credibility as a respected artist. This will portray Madison's passion and interest for another type of media, and could form a deeper connection with fans if they have the same interest in the show (Hahn, 2018). During the summer months, Madison will be playing at festivals based in North America to attract the largest amount of fans at the lowest travel cost as she will not need to fly overseas.

September, October and November will be spent consolidating Madison's branding and attracting new, loyal members of her fanbase. This will be achieved through the second single release in October in collaboration with another popular artist, possibly the widely known Miley Cyrus. Miley would be an appropriate choice due to her huge fanbase, credibility in the industry, and her difference in genre to Madison's, which will result in Miley's fans being exposed to Madison's music (Promolta Blog, 2021). This single will not be included on the album as it will be utilised to increase Madison's reputation as a respected artist. September will be spent promoting the new single.

Chart 2:



The end of 2022 until the end of February 2023 will be a crucial part of the album campaign. In January, another collaborative single will be released that will not be used on the album. This single will feature a well-respected and current rapper. The difference in the two artist's genres will provide Madison with new fans. Graphic designers will be contacted to ensure plenty of time is available to create the album and singles' cover artwork. The photoshoot for promotional images for the first single, second single, and the album will be conducted in January too. There will be an Instagram Live performance in January where Madison will perform her previous singles and announce that she has a single coming out soon. Fans don't have to pay to watch the live stream

which will allow for the announcement of her new single to be heard by many. In February, the video shoot for the first single from the album will be completed.

The next three months are mainly focused on the first single release for the album. Publications will be contacted in March to provide sufficient time between the initial contact and the release of the first single. Videos such as 'A Day in the Studio' will be uploaded to YouTube to provide fans with an insight of the creation of the album and fans will be encouraged to pre-order the first single from the album. In April, previews of the lyric to the first single will be posted to Madison's Instagram story and TikTok to create hype within the fanbase. Furthermore, fans will be encouraged to pre-order the first single. In May, the first single from the album will be released. This month was picked for the initial single release due to it falling after South by Southwest and Coachella festival, but is released before the remaining summer festivals so it can be performed live (Level, 2021). The tastemaker's exclusive will be posted to all main social media platforms and emails promoting the single release will be sent to fans that are signed up to the mailing list. In addition, there will be radio play from a variety of locations across the globe, including the areas that the majority of Madison's fans are based. To encourage the song to be shared amongst social media platforms by her audience, a TikTok challenge will be created in addition to a competition to win festival tickets to see Madison Beer perform live. TikTok has been chosen due to its soaring popularity amongst Generation Z. To increase the hype amongst the fanbase, a behind the scenes video of the music video for the first single will be released on YouTube.

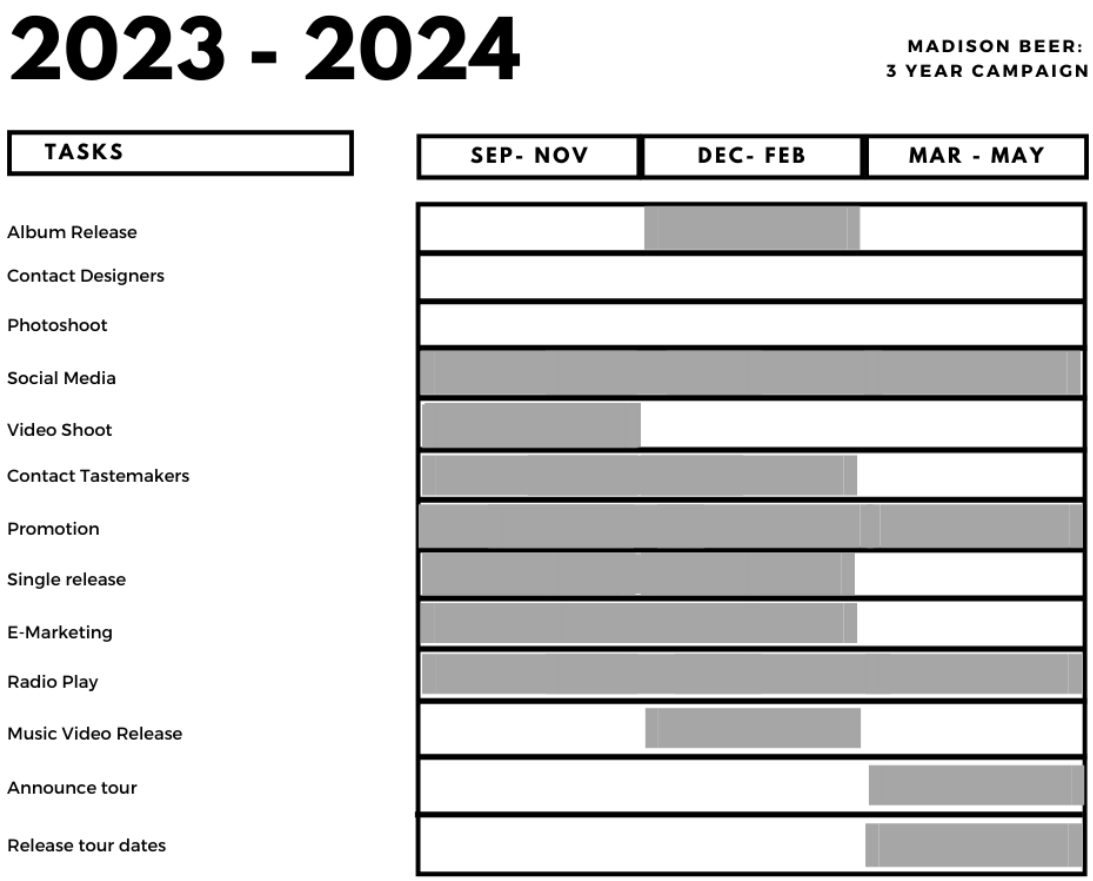
The summer months of 2023 will focus on the growth of the first single release. The album will have four singles released with music videos as this is the average amount of singles released from competitor's albums (Last.Fm, 2021) shown in Table 1. In June, the music video for the first single will be uploaded onto YouTube whilst radio play continues. Madison will perform the new single acoustically and complete a question and answer session on Instagram Live to answer any questions the fans may have about the single and to engage with them in a personal manner. To provide aftercare for the single, teaser videos for a remix of the first single will be released whilst tastemakers promote the remix release. The remix will be in collaboration with a well-known DJ to encourage fans from another genre to listen to Madison's music and increase her fanbase. The remix will be released at the end of June and there will be a track review in a popular American magazine. Both artists will promote the remix release on their social media platforms to encourage fans to listen to the track. Additionally, there will be a photoshoot for the third and fourth single release and a video shoot for the second single release. In July, publications and tastemakers will be contacted regarding the second single and there will be a video shoot for the third single. August will primarily focus on the promotion of the second single release.

Table 1: ***Madison Beer's competitor's single release dates and the length of time between each release***

ARITST	**ALBUM NAME**	**FIRST SINGLE RELEASE DATE**	**GAP**	**SECOND SINGLE RELEASE DATE**	**GAP**	**THIRD SINGLE RELEASE DATE**	**GAP**	**FOURTH SINGLE RELEASE DATE**	**GAP**	**FIFTH SINGLE RELEASE**	**ALBUM/EP RELEASE DATE**
Ariana Grande	Thank U, Next	3.11.2018	**11 weeks**	18.01.2019	**2 weeks**	08.02.2019					08.02.2019
Sabrina Carpenter	Singular: Act II	08.03.2019	**8 weeks**	03.05.2019	**9 weeks**	07.06.2019	**5 weeks**	12.07.2019			19.07.2019

Olivia Rodrigo	Sour	08.01.2021	**12 weeks**	01.04.2021	**6 weeks**	14.05.2021					21.05.2021
Tate McRae	Too young to be sad	17.04.2020	**34 weeks**	13.12.2020	**6 weeks**	22.01.2021	**6 weeks**	05.03.2021	**3 weeks**	26.03.2021	26.03.2021
Camila Cabello	Romance	05.09.2019	**4 weeks**	04.10.2019	**1 week**	11.10.2019	**5 weeks**	15.11.2019	**7 weeks**	06.01.2020 6th-22.06.2020	6.12.2019
Dua Lipa	Future nostalgia	31.10.2019	**13 weeks**	30.01.2020	**8 weeks**	25.03.2020	**16 weeks**	17.07.2020	**11 weeks**	01.10.2020	27.03.2020
Billie Eilish	Happier than ever	30.06.2020	**19 weeks**	12.11.2020	**24 weeks**	29.04.2021	**5 weeks**	02.06.2021	**5 weeks**	09.07.2021	30.07.2021
	When we all fall asleep…..	18.06.2018	**17 weeks**	16.10.2018	**15 weeks**	30.01.2019	**8 weeks**	29.03.2019			29.03.2019

Chart 3:



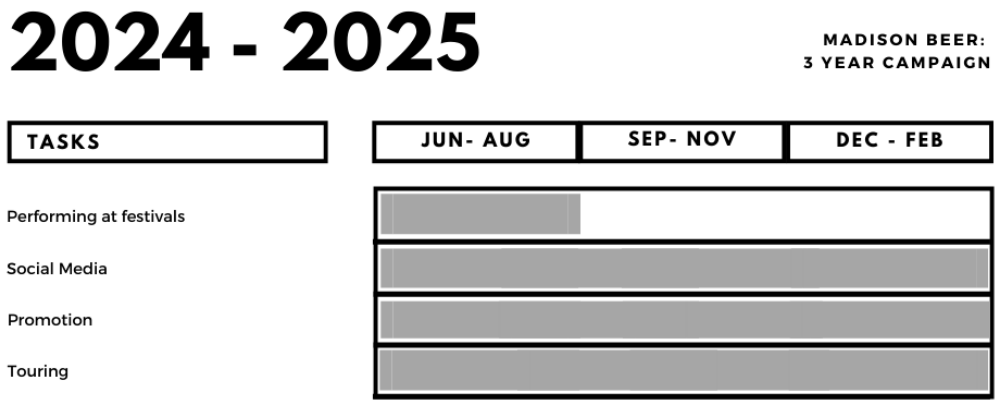
September 2023 will be focused on contacting publications regarding the third single release, the release of publications before the second single and a 'behind the scenes' YouTube video for the second single's music video. The release of the behind the scenes videos will keep fans engaged and allow them to make their own judgements of what the music video will look like. In October, the

second single will be released with the music video released on the same day. The music video will be released on the same day due to the results of my research of Madison's competitors displaying this trend consistently. The majority of Madison's competitors release music videos for the singles on the same day once the first single's music video has been released (Hoy, 2021). This keeps the momentum of interest constant throughout the campaign as the fanbase don't have to wait for the visuals connected to the single. Every time a single is released, an email encouraging the audience to listen to the single will be sent out to fans that are signed up to the mailing list. In November, the third single will be released accompanied by the music video.

During the final month of 2023, the fourth single will be released accompanied by the music video and advertisements encouraging fans to pre-order the album will begin across all major social media platforms, which will continue until its release. The majority of the singles will be released at the end of the year due to the majority of consumers purchasing items for the holiday season. Despite the intense competition between artists during the holiday season, the strong purchasing behaviours of consumer's will prompt an increase in sales of Madison Beer's singles (Goetz, 2020). In January 2024, the album will be released. January is a tactical month to release an album as media platforms experience a lack of news and stories following the holiday season (Level, 2021). Furthermore, the majority of artists release their albums during the final months of the year so Madison's album will not experience as much competition for sales, downloads and streams (Level, 2021). Lastly, media outlets are more likely to be searching for new talent to promote and discuss during the beginning of the year (Level, 2021). In February, behind the scenes footage of the making of the album will be uploaded to YouTube. This will allow fans to feel as though they are a part of the album's journey which will provide them with a stronger connection to Madison.

Advertisements for the album will be displayed on social media platforms throughout March, April, and May. The tour will be announced in March but only the North and South American dates will be announced on Madison's website and social media. Many artists stagger the announcements of their tour dates. This can create hype and a sense of mystery within the fanbase and gives Madison the opportunity to see where fans would most like her to perform around the world. A competition on Madison's website could be created where fans can vote for which other countries she should perform at. In May, the European tour dates will be posted on Madison's website and social media, and the album and tour will continue to be promoted across all major social media platforms.

Chart 4:



Madison will be performing at summer festivals during June and July. This is a simple way to promote the release of her new album and the upcoming tour to a new audience. In July, Madison Beer will partner with a film franchise similar to Alice in Wonderland. This will create an increasingly uniform image for her branding and allows her to reach another audience. The American leg of the tour will begin in August as the gap between the album release date and the first tour date reflects my research of Madison and her competitors (Last.Fm, 2021) displayed in Table 2.

Table 2: ***The length of Madison Beer's competitor's tours and the time between the album release and the start of the tour***

ARTIST	TOUR NAME	BEGINNING DATE	END DATE	LENGTH OF TOUR AND CONTINENTS TOURED	HOW LONG BETWEEN THE ALBUM/EP AND TOUR
Ariana Grande	Sweetener	18.03.2019	22.12.2019	**11 months/ 42 weeks** (world tour- north America and Europe)	**5 weeks after**
	Dangerous Woman	03.02.2017	21.09.2017	**7 months/ 33 weeks** (world tour NA EU Asia, Aus, Latin America)	**37 weeks after**
Sabrina Carpenter	Singular	02.03.2019	11.04.2019	**6 weeks** (north America and Asia)	**16 weeks after**
Tate McRae	All the things I never said	25.01.2020	23.04.2020	**13 weeks** (north America, 3 europe dates)	**1 day after**
Camila Cabello	Romance	26.05.2020	26.09.2020	**17 weeks** (Europe and north America)	**24 weeks after**
Dua Lipa	Future nostalgia	03.01.2021	17.10.2021	**41 weeks** (Europe)	**40 weeks after**
Billie Eilish	When we all fall asleep tour	13.04.2019	17.11.2019	**31 weeks** (NA EU, Oceana, 1 Latin America date)	**2 weeks after**
	Where do we go? tour	09.03.2020	07.09.2020	**26 weeks** (EU NA, latin America, asia)	**50 weeks after**
Madison Beer	As She Pleases	11.03.2018	20.05.2018	**7 weeks** (EU and NA)	**5 weeks**
	Life Support	18.10.2021	28.04.2022	**11 weeks** (EU and NA)	**33 weeks**

In September, Madison Beer will upload 'Tour Diaries' to YouTube. This provides fans that couldn't attend one of the tour dates with an insight into Madison's private life and encourages fans to view her as relatable. Furthermore, Madison could set up a TikTok live stream of one of the first American shows to encourage fans to buy tickets and allows others to feel like they are attending the concert through the screen. This will increase Madison's revenue and displays her as a kind, genuine person. In October, the South American tour dates begin and continue into November.

In December the European tour dates will begin and Madison will continue to tour through January whilst the album and tours promotion will remain across social media. The tour will end in February

2025. The tours length was calculated by the averages of Madison's competitor's (Last.Fm, 2021) tours displayed in Table 2. The film that Madison partnered with will be released in February, which will drive sales and streams of the album as she will have gained fans through the touring process. Madison will attend the premiere for the film which will give fans a chance to meet her and creates excitement within the fanbase.

The budget displayed below suggests the likely expenditure of this campaign. A large amount of money will be spent on touring in addition to public relations elements. This is due to the vast expenses of touring in comparison to posting advertisements on social media.

Table 3: ***The budget for the campaign***

CATEGORY	**TOTAL**
NATIONAL MARKETING	£1500.00
Banner Ads	
LOCAL MARKETING	£5400.00
In-Store Marketing	
POP Marketing	
PUBLIC RELATIONS	£40000.00
Public Events	
Press Releases	
CONTENT MARKETING	£10500.00
Sponsored Content	
Website	
SOCIAL MEDIA	£5625.00
Instagram	
TikTok	
Twitter	
YouTube	
ADVERTISING	£24600.00
Online	
Print	
Radio	
Blog	
Television	
OTHER	£60000.00
Artwork	
Photo-shoots	
Promo copies	
Manufactured CDs	
Music Video	
Touring	
Marketing Campaign Management	£12000
TOTAL	£159625.00

In conclusion, Madison's image and branding need to remain consistent throughout this campaign for fans to portray her as an established and genuine artist. The primary focus will be to ensure that

she is conveyed as relatable and likeable to the audience before the singles from the album are released. Madison's partnerships must be reflective of her current and known interests to portray her as genuine. Her popularity will be achieved further by collaborating with artists from differing genres to expand her audience.

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