MA Music Business

Creative Music Management
Lecturer: Harry Leckstein

Portfolio: DÆMON
Module Code: BMTY7000

Antoine Marcel

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This portfolio reflects on the planning, marketing, and execution of a commercial single and remix release for the recording artist DÆMON.

DÆMON, a London-based independent rapper hailing from Oakland, California, plans to release a single with the working title "WAX" and has enlisted Dragon Force V record label to support the rollout. This will necessitate a thorough examination of many aspects, from market developments to brand associations, budget optimisation and innovative methods of brand-to-fan interaction. The portfolio gathers the pertinent materials and investigates the practical specifications necessary for the efficient preparation and execution of a commercial single release.

The artist's music is a forward-thinking study of underground club music and futurist rap that draws inspiration from lyricists like Playboi Carti and Lil Uzi Vert as well as underground dance music genres like Jersey Club, Breaks, and U.K. garage. DÆMON began writing poetry, and his distinctive rhymes separated him apart from other rap artists. His songs are an experiment in worldbuilding that examines capitalism, vice, and human relationships against the backdrop of a not-too-distant dystopia.

For the release campaign, different assets will be used to optimise the visibility of the track as well as the Artist including:

- Original artworks
- Photoshoots
- Music Video
- NFT Campaign
- Merchandising
- Press communication
- Playlisting
- Live event
- Social media development (takeover)
- Remix contest
- Flyers/Posters

I/. Daemon Brand Style Guide

Target Market

• 16-25

• Lives in the United Kingdom and Europe.

• English speaker.

• Students/young professionals.

• Living at home/student accommodation.

• Annual income from £18.000 to £30.000

• Travels on public transport.

• Uses streaming platforms: Spotify, Apple Music, SoundCloud.

• Buys vinyl and merch.

• Interacts regularly on Instagram, TikTok and Discord.

• Spontaneous, explorers, and thrill seekers, favouring unique experiences and in-person engagement.

• These fans are extroverted as well as introverted, expressing themselves through clothing, music taste and the events they attend.

• Attends events at least once or twice a week.

• Drinks Beer, Smirnoff Vodka, Jägermeister, Red Bull and Coca Cola.

• Stays up late at night and wakes up late.

Similar bands and artists are competing for fans' attention and support in London, the UK, and the rest of Europe putting Daemon in direct competition. The competition does not come from all the genres and artists in the underground UK scene but comes specifically from the genre that Daemon and his music are strongly related to. The simplest way to assess competition is to identify the musicians, venues, and events that have a direct overlap with Daemon's target audience. A complete understanding of best practices and effective strategies utilised to engage our targeted market is essential to maximising our competitive edge.

Lil Uzi Vert



Lil Uzi Vert is an American rapper, singer, and songwriter. His unique hairstyles, facial piercings, and androgynous fashion sense, as well as his graphics centred on a melodic emo approach to trap music, set him apart. Lil Uzi Vert, who was born and raised in Philadelphia, gained notoriety after the release of the popular mixtape Luv Is Rage. As a result, the artist obtained a recording contract with Atlantic Records, under DJ Drama's Generation Now brand. Having worked on the Eternal Beings NFT released in September 2021, Lil Uzi Vert has also expanded his

brand to the Blockchain network. There is a clear market need from consumers to have more ways to interact with an artist's work, and NFTs present a wealth of possibilities for this. Understanding what other artists are releasing and how it is performing is essential to properly integrate the technology and methodologies into our own strategy since blockchain technology will be included in our release plan.

Lancey Foux



Lancey Foux is a complex trap musician from east London who fuses the elements in his environment to produce ethereal ideas, rule-bending tunes, and innovative new sounds. With a gritty, all-pervasive brand that connects strongly with DÆMON's audience and music genre. Foux competes with Daemon in the streaming and live music markets, and his brand also extends to his collection of carefully crafted apparel, such as t-shirts, sweatshirts, socks, and underwear. Foux is unequivocal evidence of our artists' potential as fearless competitors. By displaying traits and values that are comparable to those of our artist, both in his music and branding, Foux has been able to capitalise on these consumers and generate a large amount of traction.

Font, Copywriting and Tone

Any brand's written content, copywriting, and delivery style are vital components. Given the volume of online traffic, it's crucial to make sure your copywriting is built to stand out. An illustration of this in action can be found in click bait titles like "I CAN'T BELIEVE THIS HAPPENED?!" or "WATCH WHAT HAPPENS AT THE END...," both of which make use of three calculated copywriting techniques: bold capital letters to draw attention, heavy use of punctuation, and titles that pique readers' curiosity.

Where possible, the font that will be used for Daemon should be:

- Avenir
- *Lobster*
- **Abril Fatface**
- *Great Vibes*

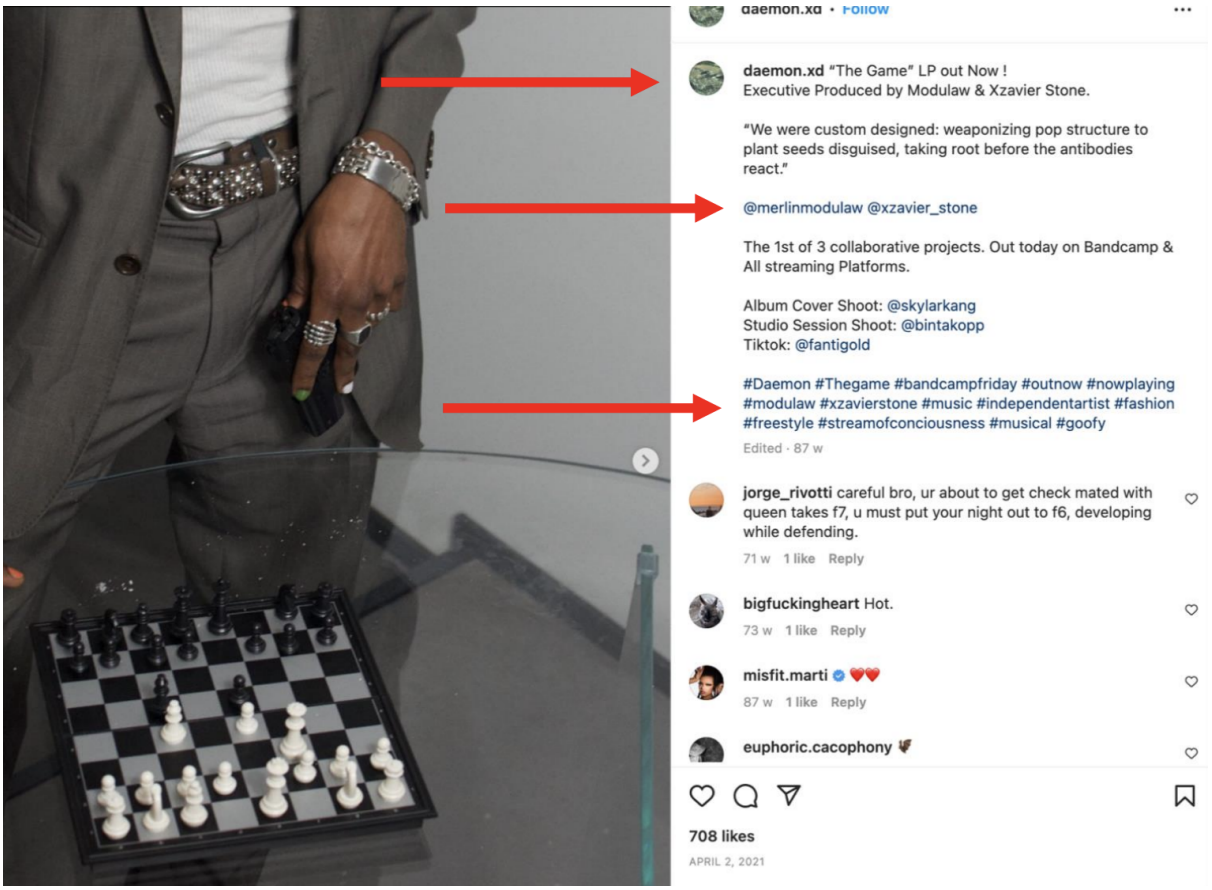
His promotional content, including music videos, branding, products, and promotional content, will all use the same fonts that are shown above. Tone and copywriting belong in the same category because copywriting is created and produced with tone, message, and goal in mind. For instance, the way an Instagram

caption is written offers a chance to persuade the user by presenting various calls to action like sharing the content, leaving comments, or buying items and event tickets.

The tone of voice and communication must present the following:

• A strong feeling of authenticity.
• Confidence also as powerful ideas awarding a clear sense of direction to Daemon's career.

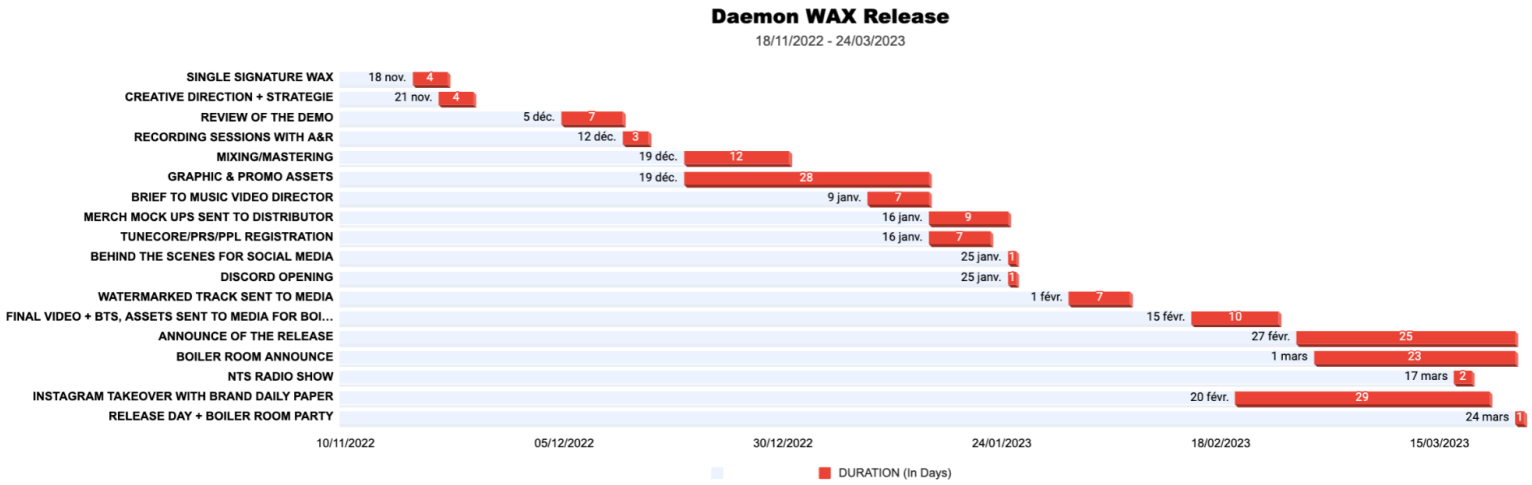
• His roots in the Californian Bay Area and his extravagant "party boy" reputation are championed by a calm but exhilarating energy and splendour.



An illustration of how daemon has used a variety of copywriting techniques, such as capital letters, exclamation points, hashtags, and tagging numerous persons, to boost content shareability is provided above. The arrows shown in the illustration serve to emphasise these topics.

Release Campaign

The release campaign for the single is planned to start on the 18th of November 2022 and end with a Live event and Single release on the 24th of March 2023. The following figure shows the highlights of the campaign until its release.



Graphic and Visuals

For marketing and communication purposes, a number of assets were needed to develop projects concerning the release. As follows, the outcome of a professional photoshoot.











These photos will be used to achieve the following projects:

- Original artworks
- Music Video
- NFT Campaign
- Merchandising
- Press communication
- Social media development (takeover)
- Remix contest
- Flyers/Posters
- Live Event marketing

Remix Contest:

The project contains a single release as well as a remix release.

The remix will be used as a marketing tool, organising a remix contest produced by the community for one month following the release. The winner of the contest will see its track released to DÆMON's community through streaming platforms and social media. The remix contest will promote the track itself using the community of producers having an opportunity to gain some visibility with the artist's fanbase. The remix will be mastered in a professional studio at our cost (£100).

Original Artworks:

Issuing the photoshoot, artworks have been designed for the single release and the later remix contest release.



Artwork designed for the Single release.



Artwork designed for the Remix release.

Boiler room Live event:

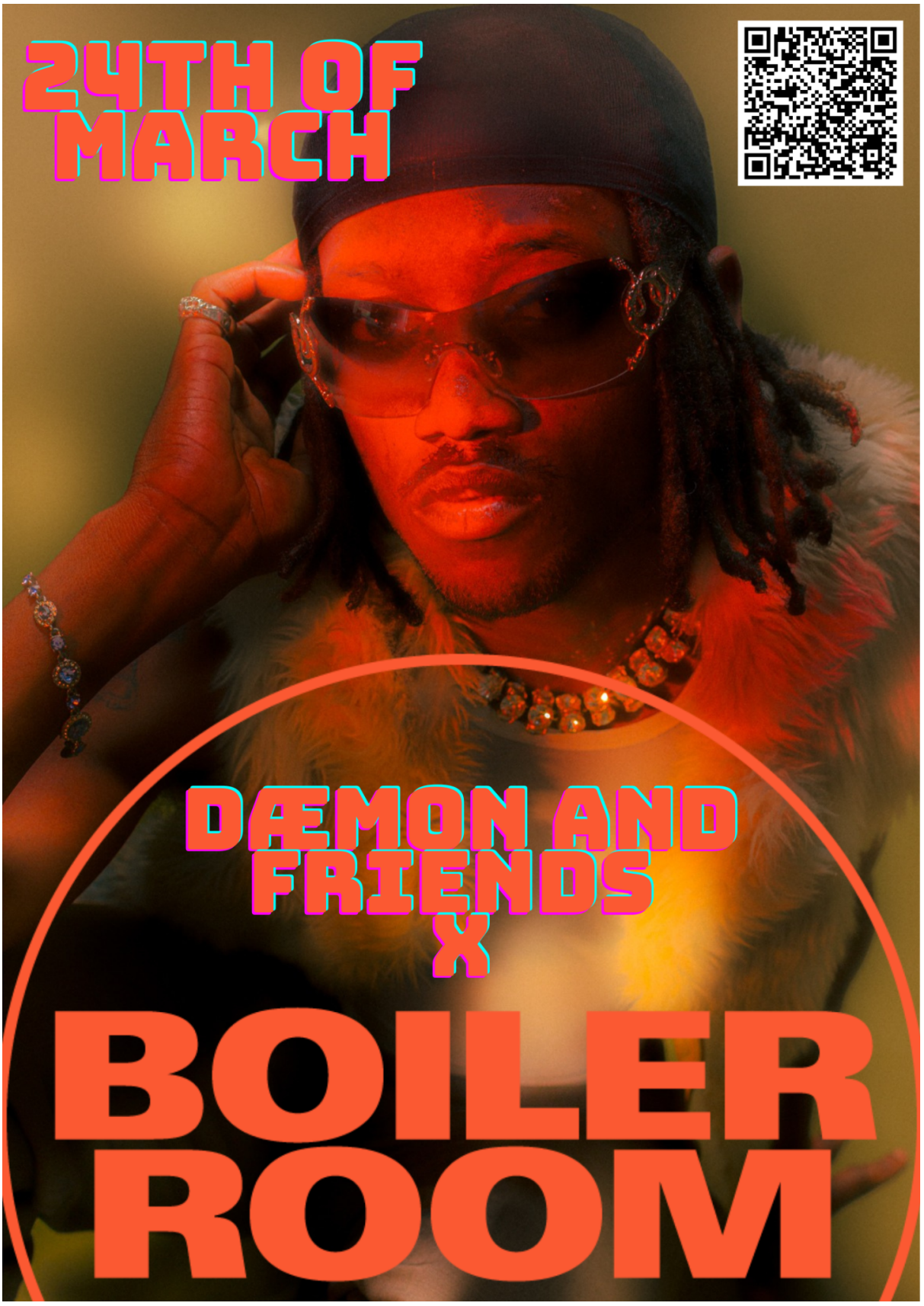
The single was sent to Boiler Room Broadcast lab and selected.

Boiler Room Broadcast lab which is an open call to underground collectives to send their track and if selected have the opportunity to host a party with Boiler Room and be given a budget of £2000 as well as a videographer team to share between other performing artists of the event.

The event is being hosted on the same day as the release on the 24 of March 2023, in the venue of Peckham Audio in London and shared with 3 other artists. The shared £2000 (£500) pounds each, will cover the venue expense and the door/general staff.

The cost of marketing and communication is held with the notoriety of Boiler Room but also with the development and posting of flyers throughout the city before the event.

Flyer/Poster below:



*Boiler Room live event, marketing flyer.

NFT Campaign release:

A release of 5 NFTs will be included with the release of "WAX" to enhance the dynamics of this next step in Daemon's career since NFTs have been so well-liked over the past few years. The technology offers not only the potential for a new revenue source but also the ability to deliver a variety of content types, including:

- Artwork
- Merchandise
- Direct share in artist's royalties
- Event Tickets
- A new level of authentication for artist's exclusive goods and merchandising
- Demos, track stems, instrumentals etc.

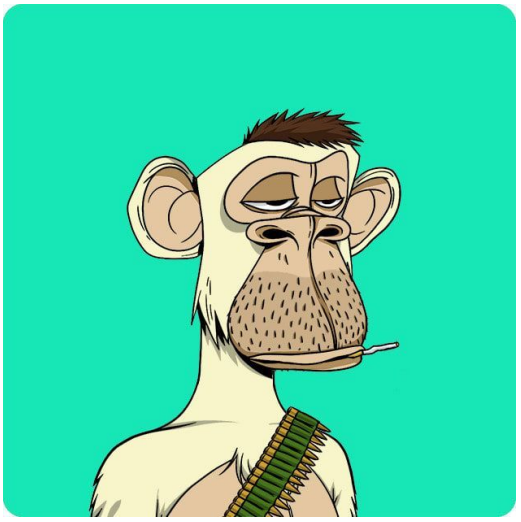


This will be DÆMON's first entry into the NFT market, which boasts a $2.6 billion yearly revenue from NFT artwork alone (Whitaker, 2022) and an industry revenue of around $18 billion annually. This offers a significant market opportunity and could generate both a useful and profitable income for DÆMON.

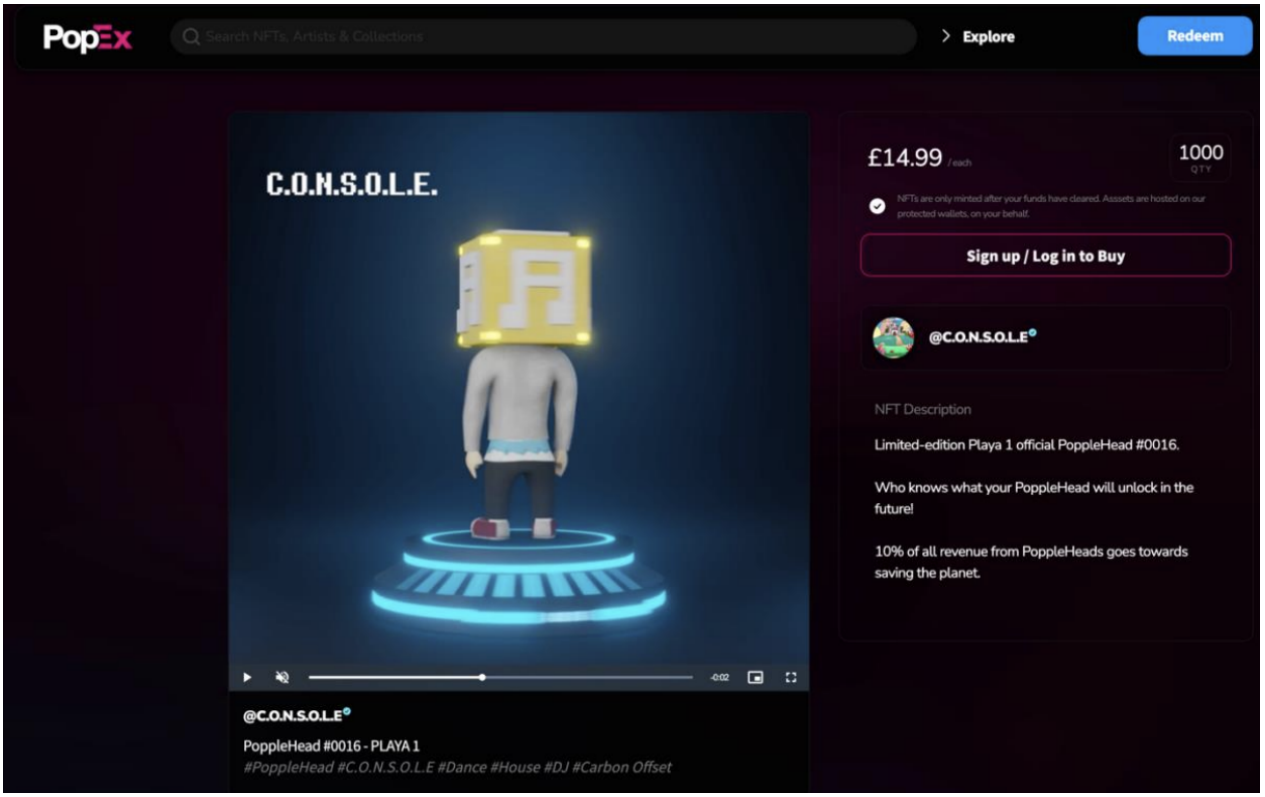
The distribution will be limited to 5 distinct NFTs that will be suggested on Discord as this is the first time NFTs and blockchain technology will be integrated into Daemon's artistic portfolio. The main purpose of this is to measure how DÆMON's target demographic and existing fan base would respond as well as the marketability of this technology.

However, the NFTs will differ slightly from other pre-existing NFTs that are now on the market. The NFTs produced by DÆMON will include exclusive content like audio stems and unheard demos in addition to being just an image or piece of art. They will also serve as vehicle merchandise and event tickets.

The NFTs will be minted and sold through PopEx, an online platform that specialises in the creation of NFTs for artists. PopEx mints, distributes, and even designs the NFTs in-house for a fixed price, or the process can be completely free if an existing piece of artwork is uploaded, PopEx taking a percentage of the profits from the sale of these goods.



An illustration of the PopEx interface is shown below. Customers can easily buy NFTs with GBP rather than a cryptocurrency wallet or cryptocurrency funds.



PopEx exchange market interface (2022)

DÆMON's NFT collection (5 Assets) of Death:











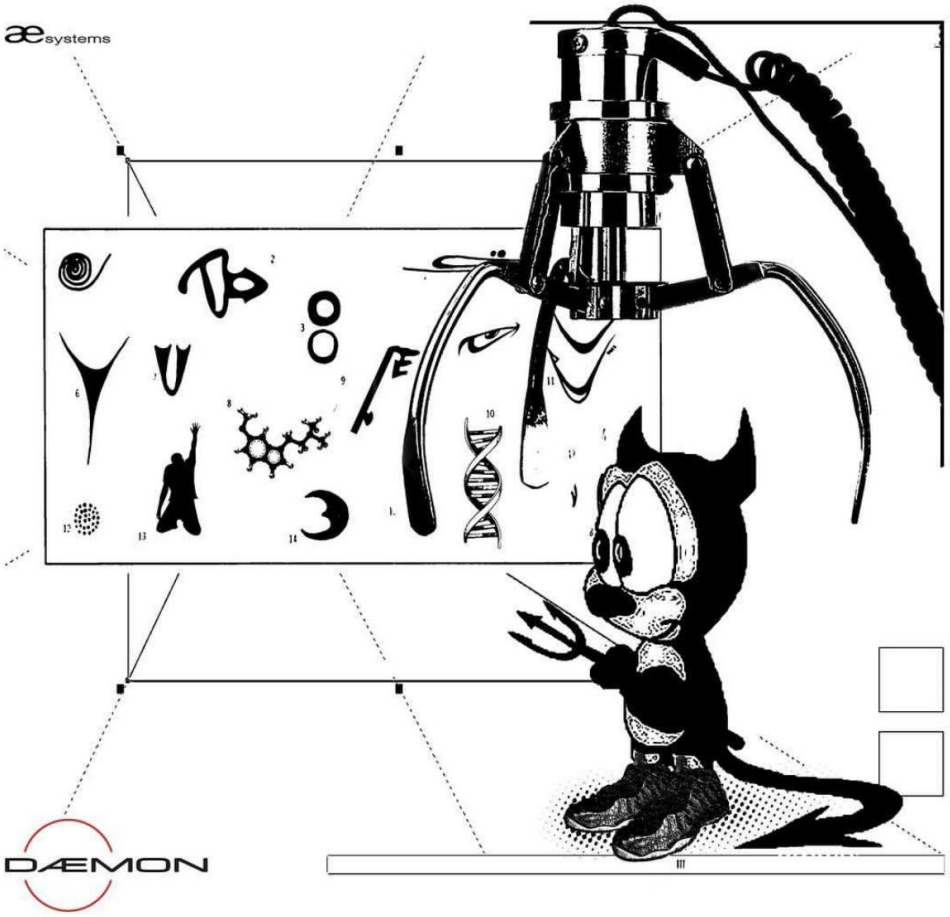
Merchandising:

On the release day of the project, original merchandising will be released on the market.

The designs are created in direct collaboration between the artist and the graphist to keep the identity of DÆMON as much as possible and aim to hit the target market of its audience. Sixteen to Twenty-five fans are extroverted as well as introverted, expressing themselves through clothing, music taste and the events that they attend, all of which they share on social media platforms.







DÆMON

To limit costs and investment, the business model adopted for merchandising is a print-on-demand model where the artwork is printed when a piece of the collection is ordered.

The company used to achieve this is PrintFul.com with their factory based in Wolverhampton UK, the brand promises high-quality material and a two working days delivery (at the customer's cost) to the buyer. The price of production for a standard shirt is £10.95, DÆMON will sell the product for £25, which brings the turnover on merchandising to £14.05 per product.

NFT owners will automatically have a £20 discount on their first order.

Music Video:

The music video is a collaboration between DÆEMON and his Visual consistent collaborator. The following asset shows the visual identity and the “underground/homemade” production of the video which again, matches his brand identity and talks to his fanbase. The music video will also be released on the 24th of March.



Press communication & Radio session:

For the press communication concerning the upcoming release, this asset will be sent to online and traditional paper music media to promote the artist and the single. The asset explains a specific yet concise description of the artist and what to expect from his performance and composition. An arrangement has been made with NTS Radio, where DÆMON will be a guest and perform a show of the released track on the 17th of March a week before the release of WAX.

Asset to be sent to Dazed, Resident Advisor, Native Magazine etc.



Playlisting:

To find and develop the fanbase, we are using Autonomy for digital development, label services, implementations to playlists also as radio plugging. Our label, Dragon Force V as well as Autonomy, based in Tileyard will use a partnership discount (to set) and have the best possible results for the lowest price.

Budget allocation:

The following figures show the allocation of the £5000 (+ Boiler room advance en services) budget. It presents the two different budgeting schemes depending on the use or not of Boiler Room opportunity. After budgeting and accounting, as seen previously, the Boiler Room opportunity is used.

BUDGET ALLOCATION (With Boiler Room)	
MARKETING	£2 216,00
REMIX	£100,00
VIDEO	£700,00
MERCH	£0,00
GRAPHICS	£950,00
LIVE EVENT	£250,00
RECORDING	£684,00
PUBLISHER	£13,00
TOTAL (in £)	**£4 913,00**

*CHOSEN BUDGET FOR THE PROJECT

BUDGET ALLOCATION (Without Boiler Room)	
MARKETING	£2 216,00
REMIX	£100,00
VIDEO	£700,00
MERCH	£0,00
GRAPHICS	£950,00
LIVE EVENT	£1 350,00
RECORDING	£684,00
PUBLISHER	£13,00
TOTAL (in £)	**£6 013,00**

*ALTERNATIVE, NOT USED BUDGET FOR THE PROJECT

Following, are detailed costs of each section:

LIVE EVENT (Peckham Audio - Boiler Room)	
Boiler Room	-£500,00
PECKHAM A.	£300,00
Tickets	£0,00
Bar	£0,00
Door Staff General Staff	£200,00
FLYERS	£250,00
TOTAL (in £)	**£250,00**

RECORDING (PIRATE STUDIOS)	
ROOM	£84,00
PRODUCER	£500,00
MASTERING	£100,00
TOTAL (in £)	**£684,00**

MARKETING	
PLAYLISTING	£500,00
SYNC VAULT	£416,00
SOCIAL MEDIA	£1 300,00
POPEX	£0,00
TOTAL (in £)	**£2 216,00**

GRAPHIC DESIGNER	
ARTWORK	£700,00
FLYERS	
MERCH	
Printing Posters	£250,00
TOTAL (in £)	**£950,00**

REMIX (CONTEST)	
ROOM	£0,00
PRODUCER	£0,00
MASTERING	£100,00
TOTAL (in £)	**£100,00**

PUBLISHER (TuneCore)	
Rising Artist	£13,00
TOTAL (in £)	**£13,00**

DETAILED TIMELINE OF THE PROJECT:

Release Date: Friday 24th March 2023 (subject to Boiler Room launch party)

November 18th 2022: Contract signed with the artist for single + remix.

November 21st 2022: Label and Artist meeting for creative process and strategy.

December 5th 2022: Demo to be reviewed

December 12th 2022: Studio Sessions (2) at Pirate Studios for final recording of WAX.

December 19th 2022: Recording sent to Air Studios for Mixing & Mastering + Meeting with the artist, graphic designer and photographer for assets.

HOLIDAY BREAK

January 9th 2023: Track + Brief and Visual identity sent to the music video director.

January 16th 2023: Final digital promo assets complete review. Designs sent to PrintFul for mock-ups on the merchandising + Uploading track to TuneCore for distribution and complete registration with collection services PRS & PPL.

January 25th 2023: Shooting of music video + Shooting of behind-the-scenes content for Social Media teasers. Opening of a Discord for the artist's fanbase to engage across the release campaign.

February 1st 2023: Watermarked Track to be sent out to several media outlets for review. Upload snippet track for DÆMON's Instagram + friends.

February 15th 2023: Hand in Music Video final edit + behind-the-scenes assets. Music video sent to traditional press outlets with artist pitch and announcement of Single & Music Video. Photographs and design sent to Boiler Room to pitch launch party and collaborative live event.

February 27th 2023: DÆMON to announce the release on every social media.

March 1st 2023: Boiler Room announce the launch party through their channels.

March 17th 2023: DÆMON is the guest of NTS Radio Show for promotion from 2 to 3 PM.

March 20th 2023: Instagram Takeover with Streetwear Brand Daily Paper.

Friday 24th March RELEASE DAY: Traditional press to share music video and track & Boiler Room Launch Party. In collaboration with PopEx, NFT collection drops.

Bibliography:

Whitaker, A. (2022) The artistic value of an NFT, Art Basel. Art Basel. Available at: https://www.artbasel.com/stories/art-market-report-amy-whitaker?lang=en (Accessed: December 7, 2022).

PopEx (2022) Official Digital Collectibles, PopEx. Available at: https://popex.net/artist/c-o-n-s-o-l-e/nft/XS2Tp79gSAw63IJ2c1I5 (Accessed: December 7, 2022).