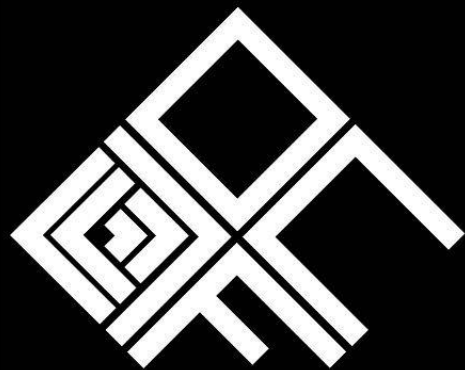




OUR CITY FIRES



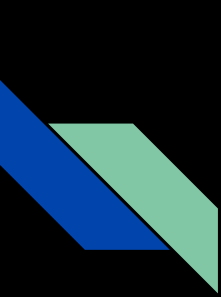
BLACKJACK

It is worth noting, that in any other industry, a band would be its own business, with its own products to sell and its own directive, it's own course of action.



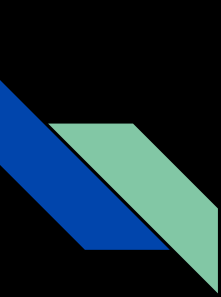
So, who are Our City Fires? Video Link [here](#)





GIF Link [here](#)

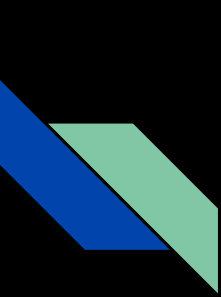
THE STORM IS COMING



What is the current market situation?

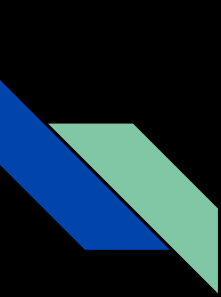
*“Unfortunately we are entering the era of f**king boy bands in denim from the 90’s again. The industry is too focused on bottom line and not making music that means anything. Who will remember Jorja Smith in twenty years? What about George Ezra? There’s no authentic artists with staying power, that’s the real danger the industry finds itself in” (La Roux, 2019).*

- Top heavy industry
- Long tail
- International, 25/7 world
- Instant and long lasting
- Important to hit the ground running



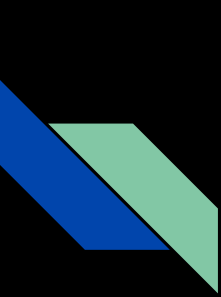
How will we bring 'Evolution' to market?

- Brand development
- Physical vs. Digital
- Data collection
- Targeted marketing
- Direct to Fan
- Fan engagement "The Hunt"
- Online store
- Affordable/premium



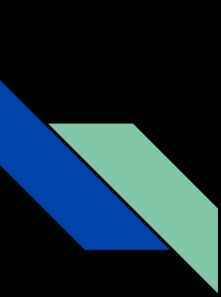
When is this all going to happen?

- This campaign involves several stages
- Recording until 27th April
- Remix due on 1st May
- Hunt campaign/The Storm release on 18th May
- Online/Offline PR campaign begins 19th May
- Touring begins 15th June
- Campaign ends 15th July



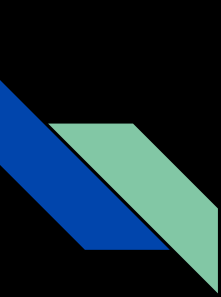
Why are we using the EP as a loss leader?

- CwF + RtB
- DTF
- BPI and IFPI Figures
- Streaming Income x Sales Income
- Ancillary Income
- Merchandising
- Synchronization Push
- Brand deals



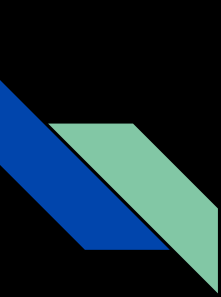
How will we be touring?

- Not independently
- Exposure, not capitalisation
- Support slots
- Pretty Reckless, Black Keys & Hands Like Houses (USA ONLY)
- Vital to have ancillary lines complete by this stage



Where's the money at?

Sector	Est. Expenditure	Very Low Return	Medium Return	High Return
Recording	1,250	300	500	750
Marketing	2,200	0	0	0
Logistics	500	0	0	0
Merchandising	600	100	1,500	2,500
Touring	3,000	2,500	6,500	8,000
TOTAL	7,550	2,900	8,500	11,250
+ / -		-4,650	+950	+3,700



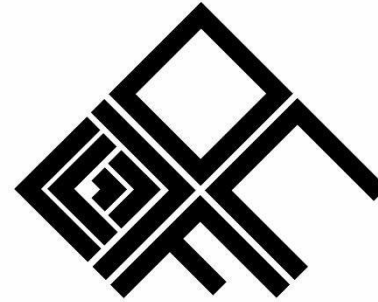
Where next?

- Push towards an LP
- Focus on new connections
- Cultivate what we harvested
- Open new avenues
- Profit is important
- Important to love what you do



References

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- La Roux, E. (2019). *At The Yard with La Roux*.
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OUR CITY FIRES



BLACKJACK

Activity	Target Groups	Media Used	Success Criteria
Recording Deadline	-	-	5 high quality songs, release ready
Remix Deadline	16-24	-	To have a high quality remix, release ready
Storm Release	16-45	Spotify, Facebook, YouTube, Snapchat, Instagram, WhatsApp	To have singles released, and demos sent to radio/press
The Hunt Campaign Launch	18-24	Spotify, Facebook, YouTube, Snapchat, Instagram, WhatsApp	To have 6/10 of the hunt items found,
Social Media Campaign Stage 1- Organic	18-24	Facebook, YouTube, Snapchat, Instagram, WhatsApp	Increased interaction on the bands profile
BBC Introducing Leicestershire	15-45	Radio	Have an increase in organic likes from Leicestershire
Spotify PR	B2B	Spotify, Email	To be playlisted on 3-4 playlists with over 6000 listeners
Offline PR (Magazines, Local News)	B2B	Print Media	Increased brand presence
Hoxton Radio (London)	16-30	Radio	To release the remix to the wider audience
Remix Release	16-30	Radio, Spotify, YouTube	An upsurge in likes and follows from North London
Social Media Campaign Stage 2- Extension	16-30	Spotify, Facebook, YouTube, Snapchat, Instagram, WhatsApp, Tumblr, Reddit	A further, larger upsurge in likes and follows from London
Online PR (Blogs, YouTube)	16-35	Online Websites, Youtube, Online Media, Tumblr	An increase in hashtagging and Tumblr Threads
Discount ticket scheme launch	18-45	TicketFairy, Facebook, Snapchat, Instagram, Tumblr, Reddit	To have shows sell fast due to the discounting scheme
Social Media Campaign Stage 3- Mass	15-45	Spotify, Facebook, YouTube, Snapchat, Instagram, WhatsApp, Tumblr, Reddit	National upsurge in likes and follows, particularly in touring cities
Physical Campaign	16-30	Spotify, Facebook, YouTube, Snapchat, Instagram, WhatsApp, Tumblr, Reddit	To have the posters taken down/negatively mentioned. No press is bad press
Evolution Release Date	15-45	Spotify, Facebook, YouTube, Snapchat, Instagram, WhatsApp, Tumblr, Reddit	To have sold 100 limited bundle runs
Online Campaign Stage 4- Harvest	15-45	Spotify, Facebook, YouTube, Snapchat, Instagram, WhatsApp, Tumblr, Reddit	To increase the ticket sales
UK Leg of Tour Begins	18-45	Spotify, Facebook, YouTube, Snapchat, Instagram, WhatsApp, Tumblr, Reddit	To sell the music and merchandise on tour
UK Leg of Tour Ends	15-45	Spotify, Facebook, YouTube, Snapchat, Instagram, WhatsApp, Tumblr, Reddit	-
USA Leg of Tour Begins	18-45	Spotify, Facebook, YouTube, Snapchat, Instagram, WhatsApp, Tumblr, Reddit	To sell the music and merchandise on tour
USA Leg of Tour Ends	15-45	Spotify, Facebook, YouTube, Snapchat, Instagram, WhatsApp, Tumblr, Reddit	-
Campaign Ends	-	-	-

Activity	Date	Objectives	Resources Needed	Messages
Recording Deadline	27/04/19	Complete 5 tracks	None at present	-
Remix Deadline	01/05/19	Have a remix completed	In house producer	OCF are versatile and willing to work with anyone
Storm Release	18/05/19	To release the single across all mediums	All amassed	New, exciting music is coming, and it's creatively pleasing
The Hunt Campaign Launch	18/05/19	To engage the fanbase and provide engagement	CD's, Merchandise	OCF think outside the box, and want to make it fun to be a fan
Social Media Campaign Stage 1- Organic	18/05/19	Provide interaction with the fans reacting to the Hunt	None at present	OCF care about their fans, and want them to know they're appreciated
BBC Introducing Leicestershire	19/05/19	Engage with the local support in Leicester	None at present	New, exciting music is coming, and it's creatively pleasing
Spotify PR	23/05/19	Push the new EP to Spotify Curators	Targeted Curators	The music is worth putting on their playlist, and it will gather streams
Offline PR (Magazines, Local News)	25/05/19	Engage with press in order to secure interviews	Targeted Curators	The project is interesting, fans are excited and it is worth writing about
Hoxton Radio (London)	27/05/19	Expose the music to a new market in North London	None at present	The music is exciting, and they get an exclusive new track to play
Remix Release	27/05/19	Release the remix live on Hoxton Radio	CD's, Completed Remix	The band are excitable, honest people who are capable musicians
Social Media Campaign Stage 2- Extension	27/05/19	Expose the social media outlets to capture the new listeners, targeted adverts	Solid Demographics	The new band they just heard are now on their social media too?
Online PR (Blogs, YouTube)	27/05/19	Bringing the band into the online press' sphere	Targeted Curators	The band are exciting, this music is good and the reader should listen
Discount ticket scheme launch	07/06/19	Engage with the supporters, old and new, and get them to bring friends to shows	TicketFairy Partnership	OCF care about their fans, and want them to enjoy their shows for cheap/free
Social Media Campaign Stage 3- Mass	07/06/19	Further expose the reach of the band, garner interest from secondary adopters	Solid Demographics	That new band your friend is wanting you to see are on your timeline
Physical Campaign	09/06/19	Limited run of posters and flyers to be posted by fans as part of "The Hunt"	A JPG/PDF	The band want those who are dedicated to help the hunt, find the last pieces
Evolution Release Date	14/06/19	To release the EP across all mediums	All amassed	The music is OUT NOW and they need to buy the limited run before it's gone
Online Campaign Stage 4- Harvest	14/06/19	To fully harvest the new adopters throughout the campaign, convert to tour sales	Solid Demographics	The music is out, you like them, come and see them and save money with friends
UK Leg of Tour Begins	15/06/19	To tour the UK	Tour Logistics	COME AND SEE THE BAND!
UK Leg of Tour Ends	01/07/19	To not tour the UK	Tour Logistics	The band loved to be in your city, share your photos/videos if you want them back
USA Leg of Tour Begins	09/07/19	To tour some venues on East Coast USA	Tour Logistics	COME AND SEE THE BAND!
USA Leg of Tour Ends	14/07/19	To come home	Tour Logistics	The band loved to be in your city, share your photos/videos if you want them back
Campaign Ends	15/07/19	To review the campaign	-	-

Activity	Date	Notes						
Recording Deadline	27/04/19							
Remix Deadline	01/05/19							
Storm Release	18/05/19							
The Hunt Campaign Launch	18/05/19							
Social Media Campaign Stage 1- Organic	18/05/19	Focus on the organic reach the single release gets. Nurture the early adopters						
BBC Introducing Leicestershire	19/05/19	Focus on their homegrown region, whip their strong local support into a frenzy						
Spotify PR	23/05/19	Reach out to curators and connections to secure playlisting slots						
Offline PR (Magazines, Local News)	25/05/19							
Hoxton Radio (London)	27/05/19	Appear and play the new single and Remix on The Triple M Show, gain local recognition in North London						
Remix Release	27/05/19	Only available if the end user parts with information (email/socials) it's free, but there's a price						
Social Media Campaign Stage 2- Extension	27/05/19	Extend the reach of the social media campaign to include the new engagers from London						
Online PR (Blogs, YouTube)	27/05/19	Tie in the above with some reviews from online blogs and YouTube channels like Dirty Boots						
Social Media Campaign Stage 3- Mass	07/06/19	This is where it goes to the masses. The tailoring stops, and it's blanket from here till launch.						
Discount ticket scheme launch	07/06/19	In partnership with TicketFairy, it's £2 off a ticket for each full paying ticket you sell via your affiliate link						
Physical Campaign	09/06/19							
Evolution Release Date	14/06/19							
Online Campaign Stage 4- Harvest	14/06/19	From the widespread data we have gathered, it's time to harvest these connections and begin the tour						
UK Leg of Tour Begins	15/06/19							
UK Leg of Tour Ends	01/07/19							
USA Leg of Tour Begins	09/07/19							
USA Leg of Tour Ends	14/07/19							
Campaign Ends	15/07/19							

Activity	Date	Monetary Cost?
Recording Deadline	27/04/19	£ 1,250.00
Remix Deadline	01/05/19	£ -
Storm Release	18/05/19	£ 300.00
The Hunt Campaign Launch	18/05/19	£ -
Social Media Campaign Stage 1- Organic	18/05/19	£ -
BBC Introducing Leicestershire	19/05/19	£ -
Spotify PR	23/05/19	£ 750.00
Offline PR (Magazines, Local News)	25/05/19	£ -
Hoxton Radio (London)	27/05/19	£ -
Remix Release	27/05/19	£ -
Social Media Campaign Stage 2- Extension	27/05/19	£ 200.00
Online PR (Blogs, YouTube)	27/05/19	£ -
Discount ticket scheme launch	07/06/19	£ -
Social Media Campaign Stage 3- Mass	07/06/19	£ 500.00
Physical Campaign	09/06/19	£ -
Evolution Release Date	14/06/19	£ 400.00
Online Campaign Stage 4- Harvest	14/06/19	£ -
UK Leg of Tour Begins	15/06/19	£ 1,000.00
UK Leg of Tour Ends	01/07/19	-
USA Leg of Tour Begins	09/07/19	£ 2,000.00
USA Leg of Tour Ends	14/07/19	-
Campaign Ends	15/07/19	-
		£ 6,400.00