

Assignment: Portfolio

Creative Music Management (BMTY7000)

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1. Introduction

This portfolio showcases a media campaign for an original piece of musical work of a new and upcoming artist project. The campaign consists of a variety of different assets, that have the purpose to promote the musical work and target a specific audience and have the goal to attract them in a commercially feasible manner. The campaign focuses on the entire production, release and promotion process. The core principle of this campaign is the aim to convey a specific emotion or feeling associated with the act, which is achieved by developing a unique brand identity, whereas the ultimate goal is to create an incentive for potential targeted customers to interact with the campaign and perform a transaction in any way. Here, decisions and the creation of individual assets as a whole will be analysed and evaluated, in order to demonstrate the capability the campaign holds for performing sustainably in competition with similar competitors and, generally, in the current market.

In order to develop the campaign reaching a feasible status, it was inevitable to adhere to certain industry standards. The successful implementation of such standards is crucial for the campaign to be competitive enough to cut through a bulk of potential competitors. The integration of media assets, such as a unique brand identity, promotional content and an official remix is a determining factor for the sustainability of the campaign. However, a structured plan and framework for the implementation of such assets is essential, which is being achieved through correct budgeting and a marketing plan. These assets and strategies that have been implemented will be discussed and evaluated in this portfolio to deliver their meaningfulness, while continuously referring to common industry practises that create context and a benchmark for the evaluation of this campaign.

2. Creation of Assets

The basis of the entire campaign, or its initial framework, could be attributed to the unique brand identity, that summarises key values, emotions and aesthetics necessary for a successful conveyance to potential listeners. In order to achieve a feasible and sustainable brand identity, it is dissected into physical qualities, relationship, target persona, their personality, values, and the self-image customers should have when interacting with the campaign. It is necessary to combine all answers to these questions in a corporate design scheme, which includes elements including a selection of colours, iconography, typography and a unique logo.

2.1. Brand Identity

The campaign aims to convey a “DIY” or “indie” approach towards music. Common and logical attributions to these two terms include independence, certain standards and self-love/self-respect. While these values convey a feeling of integrity and honesty, these feelings may be considered as brutal and petty. The strong sense of independence originates from past experiences that have shaped the apparent honesty and self-respecting idiosyncrasy that is being conveyed.

The strict choice of colours is one of the media that has been used to deliver the aforementioned emotions and values. Cool pastel colours, such as purple, blue, pink and lilac, underline the processing of negative past experiences, which could have been noted down in a journal or similar. Purple or lilac are considered to represent wisdom and superiority, which emphasise the independence that is necessary to convey in this context. In order to determine a specific target audience, which aids in the creation of the campaign, a certain target persona is envisioned. The target audience should reflect and share the same values that are being conveyed by the campaign, such as younger girls between 13-25 and a broad range in terms of their personalities.

In conjunction with the DIY approach towards the piece of music, the choice of typography was narrowed down to serif fonts, as these include design elements of handwriting to a greater extent than sans-serif. Often, serif or script serif fonts are used for displaying titles and evoke playful and expressive feelings, which can easily be attributed to the artist in the context of this

campaign (Schöndorfer, 2021). The typographical decision for the artworks also underlines the expressive and open feelings the artist aims to convey to the audience.

The research of appropriate iconography is used as a guideline for transmitting the identified emotion and feeling the campaign should convey and as actual graphic elements used in media assets. In light of the campaign focussing on feminine elements, integrity, expressiveness and the DIY approach, the iconography includes but is not limited to images of hearts and love messages. The use of specific iconography and symbolism in context of the brand identity enables to visually deliver the meaning of the musical work and “represent complex ideas, subjects or themes” (UNT, 2021).

Generally, all design decisions associated with the brand identity are constantly reused in the context of different digital media assets. While the logo uses pastel colours and the serif font, the same aesthetic is being applied to the artwork and lyric video as well. Hereby, a thorough and constant brand identity is being achieved, through which a high degree of memorability is created, which enhances the potential of the campaign to cut through a saturated market.

2.2. Original Single & Remix

The piece of original musical work uses the research and findings of the brand identity as a basis. Similar to the key values that the brand identity identifies, the original single aims to convey them in a similar style, primarily through the use of lyrical content. The lyrics underline the key values identified in the campaign, such as independence and expressiveness. One may define the fundamental aim of the lyrics in this context to be a form of therapy for past experiences for the artist as well as for the audience. The lyrics may be considered as an indirect message to the addressee the lyrics are about, in order to cope with the situation and to deliver a specific perspective on it. In addition, the lyrics aim to represent the brand identity that finds itself throughout the campaign and target the identified personas, in order for it to be relatable and resonate with the audience (Winston & de Keijzer, 2017). Ultimately, the lyrics in whole may be defined as a form of ringing down the curtain on the situation that is being described and the relationship to the addressee. The title “Good On My Own” perfectly represents this emotion that

is being transmitted, as it acts as a universal banner or sign above the underlying brand identity and lyrics. “Crafting verse lyrics that deliver our audiences to our titles, and incorporating words and imagery associated with those titles, can help us create powerful lyrics that feel satisfying for our listeners” (Blume, 2018).

As the original single can be considered as belonging to the “indie/pop” genre, a house/dance remix plays a major part in widening the potential target audience, in order to attract a larger amount of potential customers. House or dance remixes have had positive effects on their original works on several occasions. These remixes, often created by DJ/producers, such as Robin Schulz and Felix Jaehn, have managed to land chart-topping hits by using the original songs as a basis for their dance or house productions (Copsey, 2020). House/dance music and remixes have become trending alternatives to original pieces of musical work and is therefore considered as a suitable market fit. Mixing and mastering is being outsourced, as it is an industry-standard to do so, due to the phenomenon of ear fatigue by the original producer.

2.3. Additional Visual Content

A lyric video has been produced, in order to trigger more potential engagement from the target audience. In addition, the production of moving visual content allows the campaign to distribute its assets to more channels, such as YouTube in this context, which enables the maximisation of the potential reach that can be achieved by the campaign. As YouTube is the second most visited website, this underlines the importance of distributing certain media assets on this platform to spread the campaign as much as possible (Neufeld et al., 2021).

3. Implementation of Marketing Principles

In order to structure all digital assets created during the production process, they have been allocated in a structured marketing and financial plan, in order to set out what amount of the budget should be allocated to which assets and their respective platforms. Therefore, the release strategy structures the financial plan into a five week time frame, where all assets are being allocated to a certain release date and the financial plan allocates a certain amount of the budget to the individual asset.

3.1. Release Strategy

The release strategy consists of a five week plan, which revolves around releases of different assets around the day of releasing the single. Therefore, the structure of the strategy can be considered as individual releases of assets pre- and post-release of the single. The ultimate goal of the release strategy is to remind potential customers of an upcoming release through the use of different media assets (considered as teasers prior to the official release of the single) and distribute additional content associated with the release post-release, in order to keep potential customers interested in the project and to enhance their engagement.

“Small businesses can benefit from researching demographics of the most active users on the various social-media platforms that are out there” (Dowd, n.d.). Media used for distributing promotional assets and the actual promotion of the single mainly revolve around digital social media channels, such as Instagram, Facebook and TikTok. Due to the identified target audience, whose age is considered to range between 13-25 years, social media channels are considered to be the most efficient way of distribution and promotion. In addition, these platforms enable the creation of individual and targeted ad campaigns, which are able to be tailored towards the budget, target audience and interests of the target audience. Hereby, unknown variables can be turned into known variables and the measurement of the ad’s efficiency is made possible, in order to scrutinise the decisions that have been made in regards to promotional and distributional aspects of the campaign.

TikTok has developed into an inevitable opportunity for emerging artists to reach a large audience. As TikTok accounts for over 500 million users, the potential it holds for extending and maximising reach is much greater than several other platforms (Leight & Leight's, 2019). In addition, the platform has had a large impact on the music industry, as it promotes the popularity of remixes and the potential it holds for virality of such remixes. Therefore, TikTok-specific visual content is an important element of the campaign, as it maximises potential reach and the potential for the official remix to be reused by other users to use on their videos. This so-called network effect has the potential to distribute the song automatically by fans, which would have an overall positive effect on the success of the campaign.

3.2. Electronic Press Kit

The campaign includes an electronic press kit, as it is an essential element for artists to have in their repertoire and is considered as an industry-standard for upcoming and established artists as well. As it may not hold an immediate benefit for the campaign, it benefits from long-term effects, as potential promoters, venues, journalists and managers can access and review the work (Apple, n.d.). In addition, the creation and implementation of an EPK can promote “a deeper understanding of your brand’s goal and mission” (Apple, n.d.). Third-party industry experts who could have a far reaching influence on the success of a campaign can view all necessary information about the act and the campaign in particular, without having to roam through all platforms that have been used to distribute the assets. The EPK in context of this campaign repeatedly reuses the aesthetic and brand that has been agreed upon, in order to pass on the fundamental message that is necessary to be conveyed. Additionally, it helps industry professionals to understand the meaning behind the campaign, through which its authenticity can be assured to them. As it features all relevant information about the artist herself, it acts as a form of business card, which adds to the authenticity of the project and campaign. Due to the focus on a digital and online presence, an individual website is being used, which gathers all relevant assets for potential fans in one place, in order to enhance their engagement and increase the campaign’s authenticity.

4. Finances

The operating budget for this campaign is a crucial element, which is a determining factor for its success. In order to determine the financial success of the campaign and create a structure for reaching set goals, a financial plan is inevitable for every campaign (Cool, 2021). To obtain a current overview of all costs associated with the campaign and a strategy for the allocation of individual costs, the financial forecast is split up into a summary of all associated costs and a five week strategy for their allocation. Here, a primary emphasis is laid upon social media channels, as these are media through which the largest portion of the potential audience can be reached. In addition, costs are being raised around the official release date, as driving as much traffic as possible towards the campaign during this time period may result in the highest degree of engagement, due to its topicality. In order to target industry professionals and “real” fans on a more personal level, a relatively large portion is allocated towards email marketing, as this targeted advertisement is being expected from these individuals and reaching them successfully may result in more trust and engagement in regards to the campaign and artist.

5. Conclusion

This campaign follows a structured time plan, starting from the production process of assets and the original single and remix, transitioning to their release and the promotion through different media channels. Industry-standard tools are being used, in order to remain competitive throughout the campaign and have the potential to cut through the mass. The identification of specific brand identity materials acts as a framework for the whole campaign, as it is being referred to throughout the whole campaign. Created assets are allocated a reasoned and suitable time frame for their release, alongside a financial plan, which controls the amount of costs allocated to that specific asset. A successful implementation of both will increase the chances of not exceeding the allocated budget, while targeting and engaging with suitable potential fans. The campaign successfully passes on key values that have been initially identified, such as independence, honesty and self-respecting idiosyncrasy, across all media assets, which creates a universal aesthetic, through which a high degree of authenticity is being achieved.

Word count: 2421

6. Citations

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7. Appendix

Link to portfolio folder with all assets:

https://drive.google.com/drive/folders/1KRCi5HE4VUyDnc6v9mMHBTXoHsvUKKUB?usp=s_haring

Link to artist website:

<https://vale.bandzoogle.com/home>

Password: **TESYU42mJv**