

Am.i is a DIY alt/electro-pop solo artist active since 2019. Originally from Italy, she now graces the scenes of London with her messy silky beats and poetic vocals.

Am.i uses catchy distorted synth lines and edgy lyrics to talk about some of the struggles in life and love of her generation. Music for Am.i is a coping mechanism that helps her through her depression and mental healing process. The topics she sings about (sexuality, mental illness, anxiety, depression) are what make her music pure, unique, relatable and fresh. The millennial generation is her main audience.

Her sound inspirations: electronic music, tech house

Artistic inspirations: BANKS, Billie Eilish, Fka Twigs, Mura Masa, Lykke Ly, Tove Lo, James Blake, Noname.

Am.i has released an EP called *Product of Procrastination*, with two singles to support it. *Millennial (0219)*, launched in November 8th 2019, is a statement of her music and message. The track got picked by Tash Walker, host of “Get in her Ears” on Hoxton Radio, and played on air on her show, ending on popular playlists on Spotify with thousands of followers and getting her interviews with LGBTQAI+ magazines like UnicornZINE (@BIPRIDEUK), QUAZAR magazine and an article on the Tileyard Website.

Game Over, second single and tearful heartbreaking ballad, was selected for the Spotify editorial playlist “New Pop UK”, and other popular ones (“sad songs you can cry to” by the fashion blogger Paula Birzinice, Truffle music playlist, Kyda Studios).

Product of Procrastination came out during the UK National Lockdown in May 2020 and made her gain, on a peak, 170 Spotify followers, 811 playlists, 61k total streams and 12k monthly listeners on Spotify. She shot a music video in collaboration with Tileyard Music, recorded her EP at Abbey Road Studios and had a full house gig at Hoxton253, in February 2020.

Audience Analysis

Am.i's most popular social media platform is Instagram, she has 2,160 followers and an engagement rate of 5%. When examining the audience demographics, she has two significant age ranges. The predominant age segment of her Instagram audience is 24-30 years old (48% of the total amount), followed by the 18-24 segment (37%). The Spotify stats show the 18-22 segment being the predominant one (40%), with the 23-27 segment right after (22%). Her audience gender is mainly female on Spotify (78%) and a 50/50 split on Instagram. When examining her audience's interests, fashion and music are the most popular, 50% of them are also interested in family as well as photography, travelling and the food industry. Top Locations for

Instagram are Italy (52%), UK (30%), US. Top countries for Spotify: US is first, followed by the UK, Netherlands, Canada and Germany.

The two audiences are balanced out on their demographics between content and music taste but not on their geographic locations as Am.i's music seems to be very popular in the US but hasn't reached the UK market just as well. There needs to be a cross targeting campaign to balance out Am.i's audience and get the credibility and popularity she needs to secure herself a place on the global charts.

Geographically, the UK, Italy (focus in year three), European countries (Belgium, France) and the US will be targeted in this order of importance.

Final Campaign Goal

Raise global popularity and create consistent revenues around the brand.

The achievement of this will be explained using a marketing tool called *Pirate Funnel*, which divides the main goal into five subgoals, all being a consequence of the previous one.

Awareness

Raising awareness around Am.i to facilitate the reach for a potential audience through releasing music, playlist pitching, collaborating with other artists and brands, promoting to magazines, radios, tv sync, blogs and multimedia companies, performing live, creating new and original content, sponsored ads.

Acquisition and Activation

Reaching *Acquisition* and *Activation* by both getting more impressions on social media content (thanks to non sponsored and sponsored posts) and increasing the number of new followers and monthly listeners with more Spotify playlist placements. These two steps are explained on the same paragraph as they are more likely to happen together.

Retention

Creating *Retention* with new followers on all social media and Spotify, Youtube and newsletter subscribers. Therefore, increase the engagement on all platforms through sharing, commenting, liking, saving or tagging.

Revenue

Generating *Revenue* from live gigs, festivals, summer tours, brand collaborations, merchandise sale, offering discounts, song purchase and pro subscriptions, buying into the brand.

Referral

Achieving *Referral* by the creation of a dedicated fanbase, loyal superfans that generate revenues, share Am.i's music and content with friends and followers, make her gain bigger and bigger popularity.

The campaign - Year 1

November 2020-October 2021

All these five goals are applicable for each year of the campaign, just on a larger scale the more the campaign goes on.

First Year Breakdown

- Three singles, one with a remix : “A Party” Jan 2021, “Bowling Out” May 2021, “Bowling Out (Legato Remix) June 2021”, “Mental Hell” September 2021.
- A brand collaboration with designer Brian De Carvalho in July 2021 who will also design the outfit for “Mental Hell” music video.
- A merchandise collaboration with Miss Vava, London based painter who will craft a limited edition handprinted t-shirt collection for the “Bowling Out” release.
- Two artistic projects with feminist collectives and online magazines Carne Virgen and @Imhorny___ both for the “Mental Hell” release offering Am.i two interviews and a merchandise collaboration as well as letting her host an exhibition night/single launch.
- Festivals, live gigs, live streams, virtual launch parties.
- Two magazines writing a piece on her latest work and music (Tribe and Equate).

Target Audience

Age segments in order of importance:

18-24, 24-27, 27-35, 13-17.

Targeted Territories

Distinguishing for:

- Content: US, EU
- Music: UK, EU and Italy

Targeted social platforms

Spotify (playlists, following, monthly listeners)

Instagram, TikTok, Youtube followed by (with less marketing push) Twitter, Facebook.

The campaign will start with a refresh of Am.i's image social media layout, content and usage. She will have a more minimal look (using brands like COS and ARKET) with a touch of 'edginess' (using Jaded, vintage 80s clothing). On her Instagram she will implement black and white and analog pictures, natural light and earthy colours to represent her now look and stay up with socials design trends. All instagram tools such as Reels, IGTV and virtual experiences will be pushed. She will post a lot more music related content, covers, freestyles. Her art and poems will also play a role as she will be using them to create more interest, originality and reach within her community. TikTok will become a valuable asset for Am.i. It's diversification, when it comes to the content shared, will be beneficial as it will allow the fans

to different perspectives and experiences on who Am.i is and what she does, through contents they won't find on any other platforms. A big part of Am.i's following is also on TikTok, the same way as a lot of potential audience. This is not only because of the similarities of interests to her current audience, but also for the faster viral characteristic this social platform has. All releases of year one will have, as assets, a dance challenge or a duet challenge, to redirect audience to the platform and generate visibility increasing the following. Youtube will also be pushed. Live streamings, premieres for single releases, previews of music videos, will have the aim to create exclusivity around the platforms and gain subscribers.

PR will be DIY and thanks to the previously cultivated relationship with Tribe, Quazar and Equate magazine, Hoxton and Soho Radio, Tileyard Studios will receive their media coverage for her release.

Having worked with these media companies before, has given her a credibility around her name that can increase her chances to work with more magazines, radios and other tastemakers of the industry.

Merchandise will be hand-painted and hand-made. To respect Am.i's career and art vision and to reduce considerably the costs of production, it will be available only on request and will have a unicity to it that fans will support and love. She will promote contests and giveaways to push her fans into buying,

as well as offers and discounts for email subscribers and superfans to strengthen their relationship.

Focus for this first year will be on Am.i's own music release supported each time by a different artist whom she love and appreciate. Artists and painters like Miss Vava and the Crane Virgen collaboration will introduce her audience to different types of art expressions. Am.i will be hosting the Carne Virgen and @Imhorny___ exhibition that will give her the chance for another full house and to be listened, live, by a much wider and mixed audience.

The Campaign - Year 2

November 2021-October 2022

Second year breakdown

- Collaboration with non-binary artist Andrea di Giovanni ("Hi", Nov 2021)
- Collaboration with Belgian artist Flore ("Get S**t Done", Jan 2022)
- Collaboration with DJ/Producer Legato ("00:29" June 2022)
- Short Movie "MA I StabilitY" Soundtrack (March 2022)
- A fashion brand collaboration, Alzang, where Am.i will be shot for the new campaign, pick her favourite pieces of it, offer a discount to her subscribers and be sponsored with clothing for her summer tour.
- A summer Tour with Legato as stage vocalist.
- H&M Music.
- Limited edition merchandising

Target Audience

Age segments in order of importance:

24-27, 18-24, 27-35, 13-17

Targeted Territories

Distinguishing for:

- Content: US, EU, Italy
- Music: UK, EU, Netherlands and Italy (focus on Italy)

Targeted social platforms

Spotify (playlists, following, monthly listeners)

Instagram, TikTok, Youtube

The focus for the second year would be on collaborations.

Am.i will have gained credibility as a solo artist by this point, so collaborations with other musicians would only benefit her growth and popularity.

She will collaborate with small and medium artists, slightly different to her music genre. This will allow her to broaden her audience to people with different interests and see how they respond. It will also raise almost double the awareness since she's touching the audiences of other artists.

Composing “Boxes (MA I Stability Soundtrack)” for a short movie will also introduce her to a new environment, the tv sync and the cinema festival circuit. It will also bring credibility and tone to her image, since her audience will see her working in different sectors of the entertainment industry.

The summer tour, Covid-19 permitting, will be spread over four dates in Europe, assisting Legato. With it will mainly come awareness and revenue for future assets.

On tour, Am.i will have a limited amount of ready merchandise to produce based on the demand.

She will also have a limited collection for the Flore collaboration which will be handmade by both Flore and Am.i, available online on request.

The two brands collaborations will allow her to create revenue and a solid relationship between parties.

H&M Music is an amazing opportunity for an emerging artist. Her music will be played on the playlists of every selling point on the globe, she will be on H&M's website and sponsored on the campaign for the new arrivals.

The Campaign - Year 3

November 2022-October 2023

Third year breakdown

- EP collection release with lead track ("This is just the song closing my EP n2" Nov 2022).
- Single in Italian ("Ogni Tanto Sorrido" Feb 2023)
- Collaboration with Trio DJ Meduza (June 2023)
- Collaboration with Italian artist Ginevra (Sept 2023)
- DLSO collaboration (Oct 2023)

Target Audience

Age segments in order of importance:

24-27, 18-24, 27-35, 13-17

Target Territories

Distinguishing for:

- Content: Italy, UK
- Music: Italy (focus), UK, EU, US

Target socials platforms

Spotify (playlists, following, monthly listeners)

Instagram, TikTok, Youtube

This year's focus is the market switch. Am.i will slowly start moving to the Italian market as she wants to explore her native roots and test the music market of the country.

Before starting with the campaign in Italy she will release The EP collection, a strategy to keep the audience engaged and surprised. She will release the lead single and group all the singles release the previous year under one collection, to close the circle on these two years of marketing campaign.

The following two months of the last year will be focused on tastemakers' targeting, media coverage and promotion extensively pushed to the Italian music market, to make Am.i as known as possible.

The age segments 18-22 and 23-27 will be targeted, focusing all the resources given on the plan, to Italy mainly, but also the UK and EU. Less importance will be given to the US, always trying to maintain a small target as so far Am.i has been singing in English.

She will be releasing her first ever song in Italian after two months of intense push on tastemakers, media promotion and coverage.

This single release will have, besides visual assets, extensive promotion and social media ads to push Am.i's chances of visibility to the market and on all Digital Service Providers.

She will not stop making music in English, in fact, scheduled for June 2023, Am.i has the biggest collaboration of her career.

Having the chance to collaborate on a track with the Italian Dj trio Meduza, will give her not only awareness, acquisition, retention, revenue and referral at a predicted real speed rate, but also great professional credibility.

Pushing her socials for this single and the ones in Italian is fundamental to make sure her audience follows her through the transition and to gain more following and streams from the Italian market.

Instagram and TikTok will be both used as assets for all campaigns. Youtube will be used also for the release of a significantly high quality music video with Meduza, which will increase the number of subscribers and total views on Am.i's channel.

To ascend the Italian charts Am.i will collaborate with emerging artist Ginevra, who shares Am.i's style of music and concept and will give her the right audience in the market to start her out with. People with a preference to Am.i's genre will help from the Retention goal to the Referral one.

To generate more revenues throughout the year, Am.i will start her Merchandise website. Here her fans will be able to find the basic Am.i collection (socks, totes, t-shirts, hoodies) but also previous limited edition collaborations merchandise.

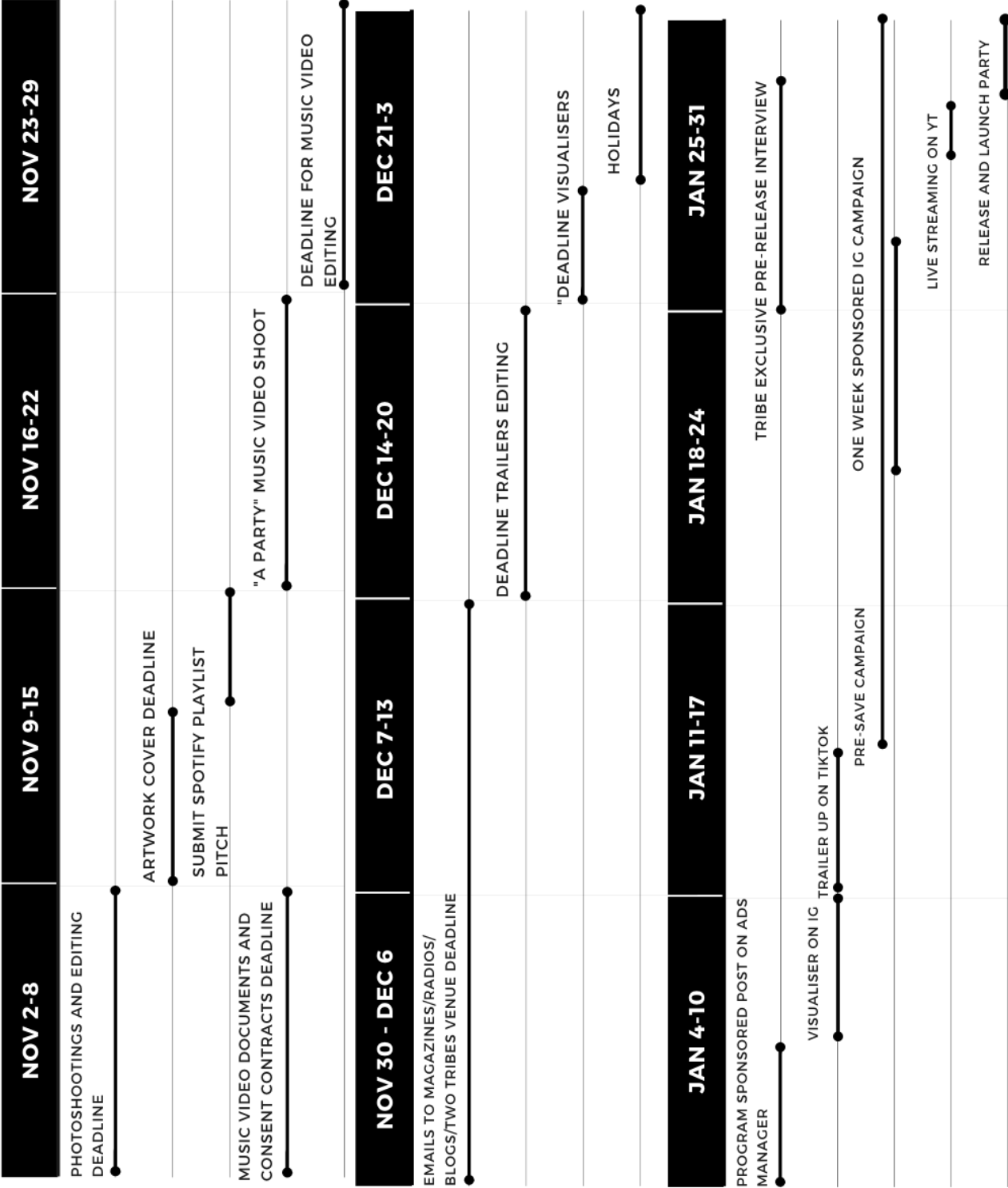
The summer campaign will be having Am.i playing as many festivals in the country as possible in order to hype her image and give her the chance to be known by all sorts of audience.

A market switch of this kind will not be easy. With this marketing campaign, tailored for Am.i's needs, vision and audience, her career will successfully flourish like her chances to reach the global chart and establish herself in many more different markets.

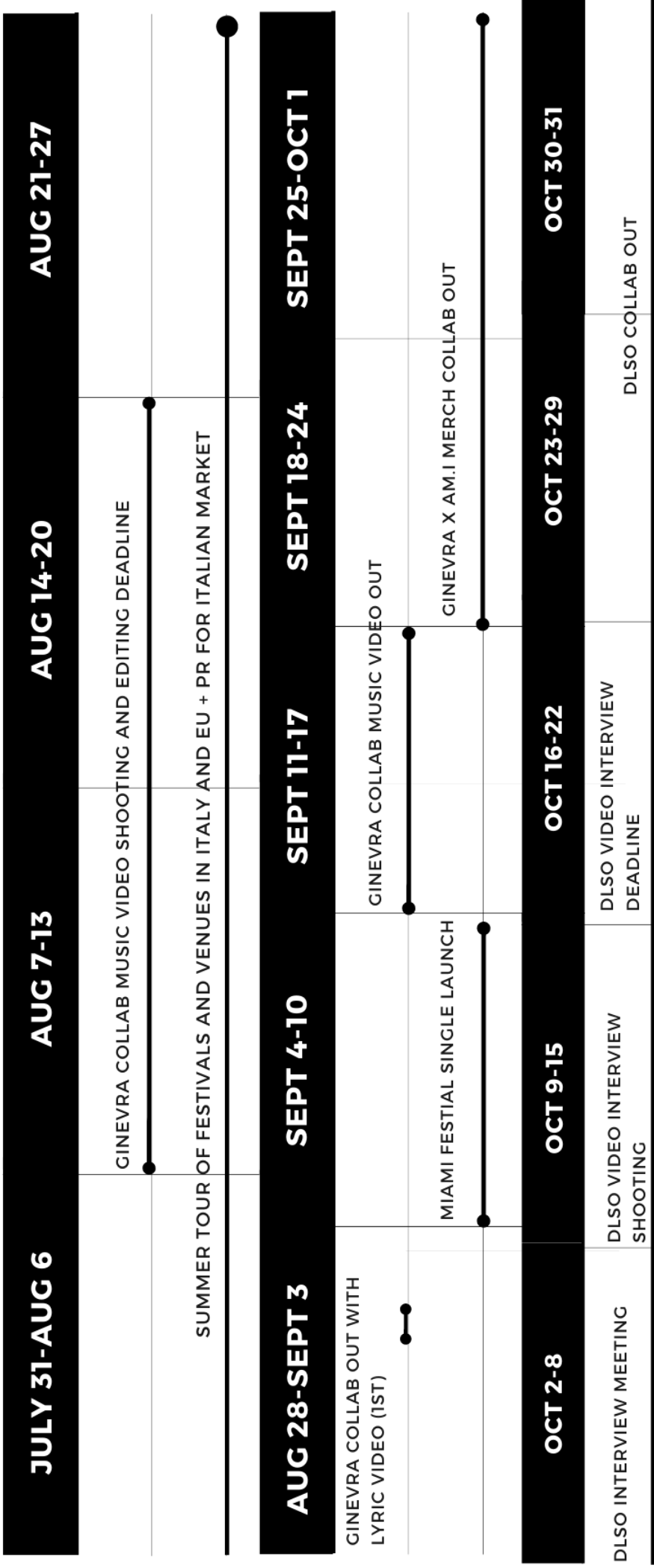
Appendix

GANTT CHART

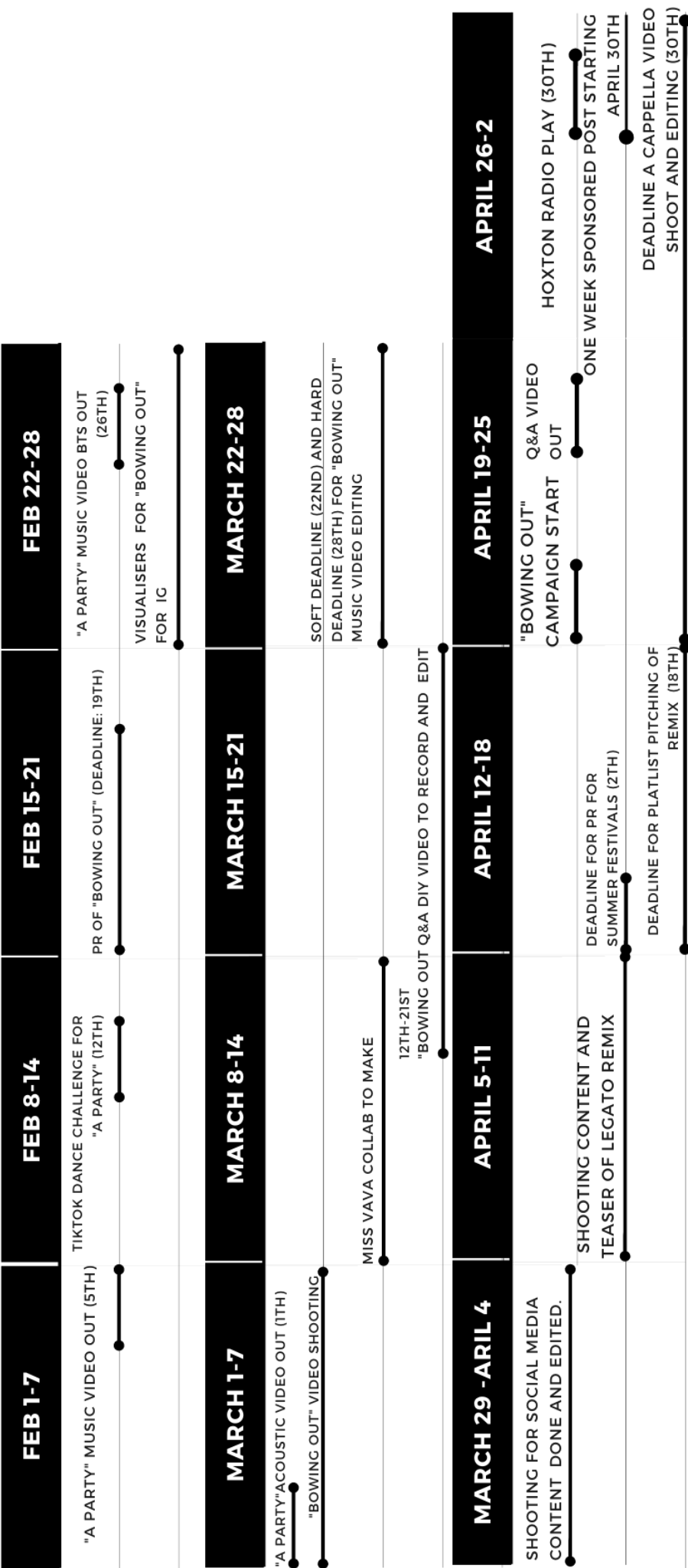
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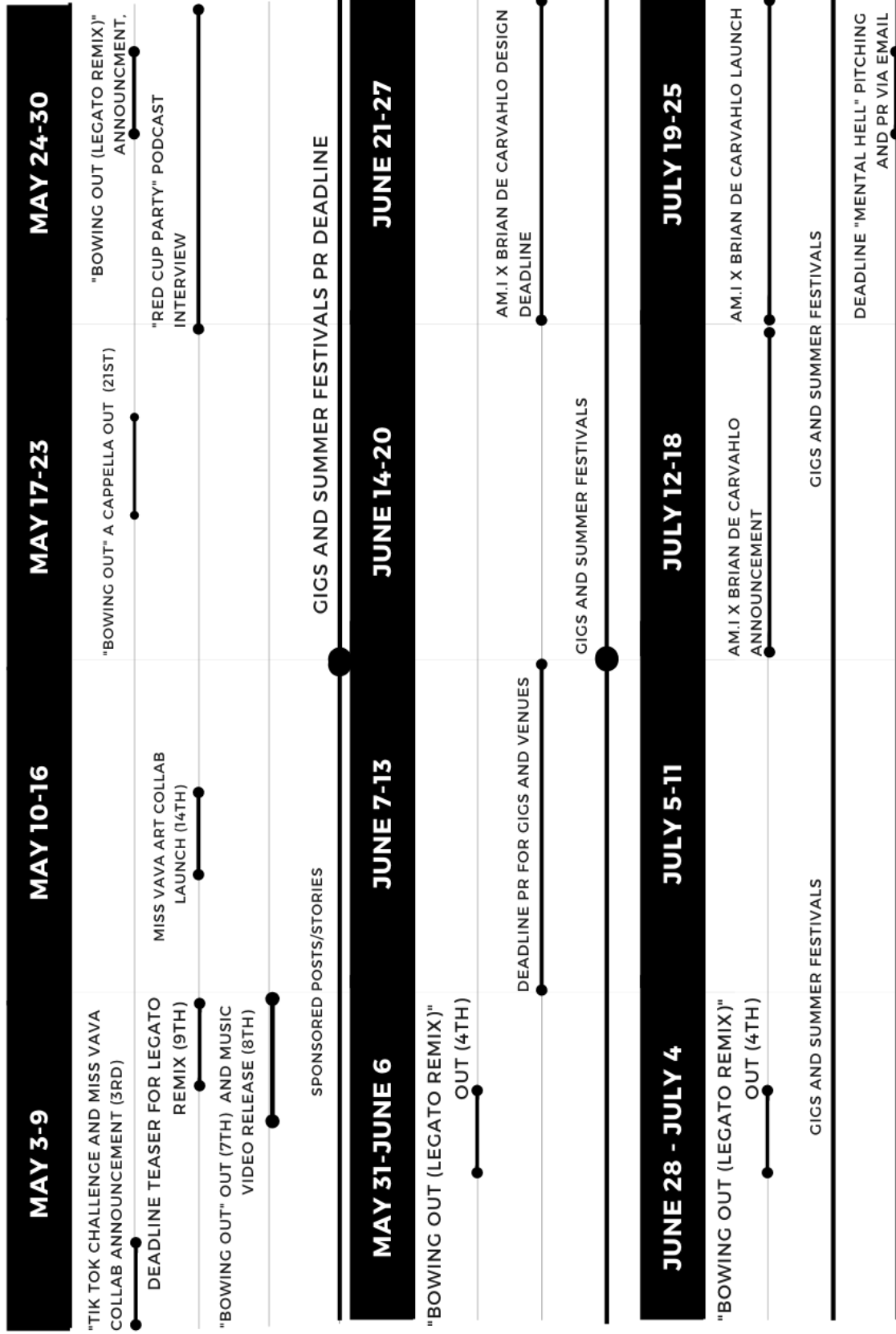
GANTT CHART AUGUST 2023-OCTOBER 2023



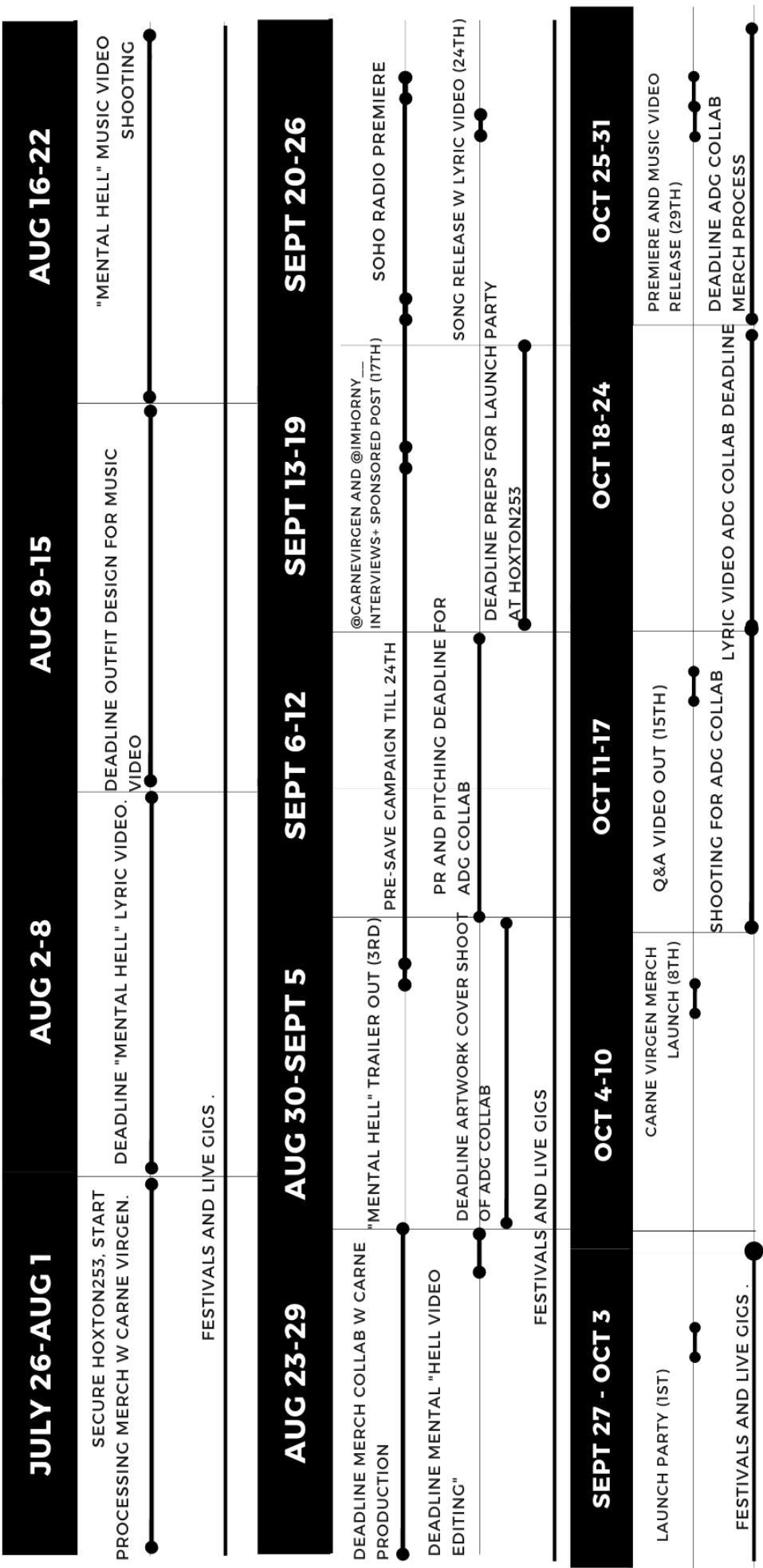
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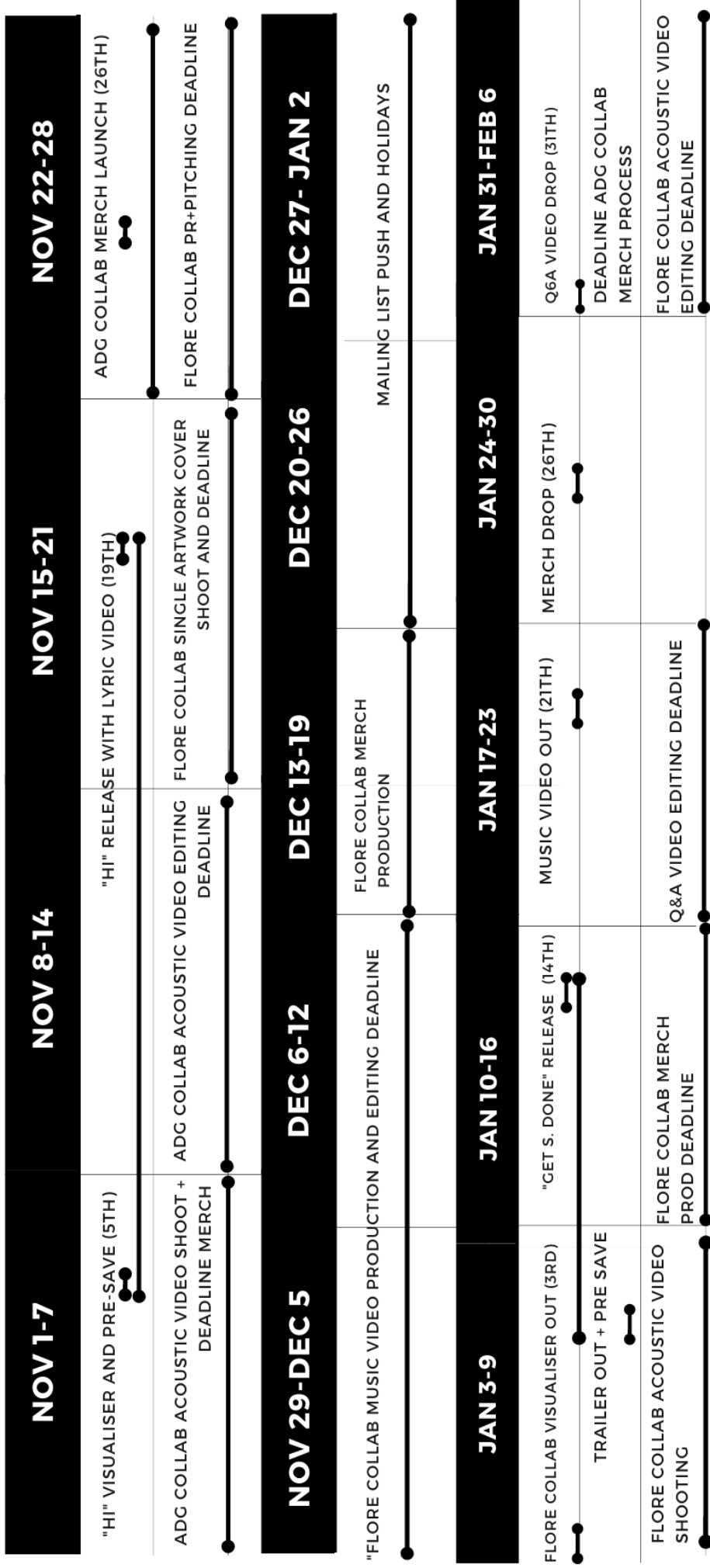
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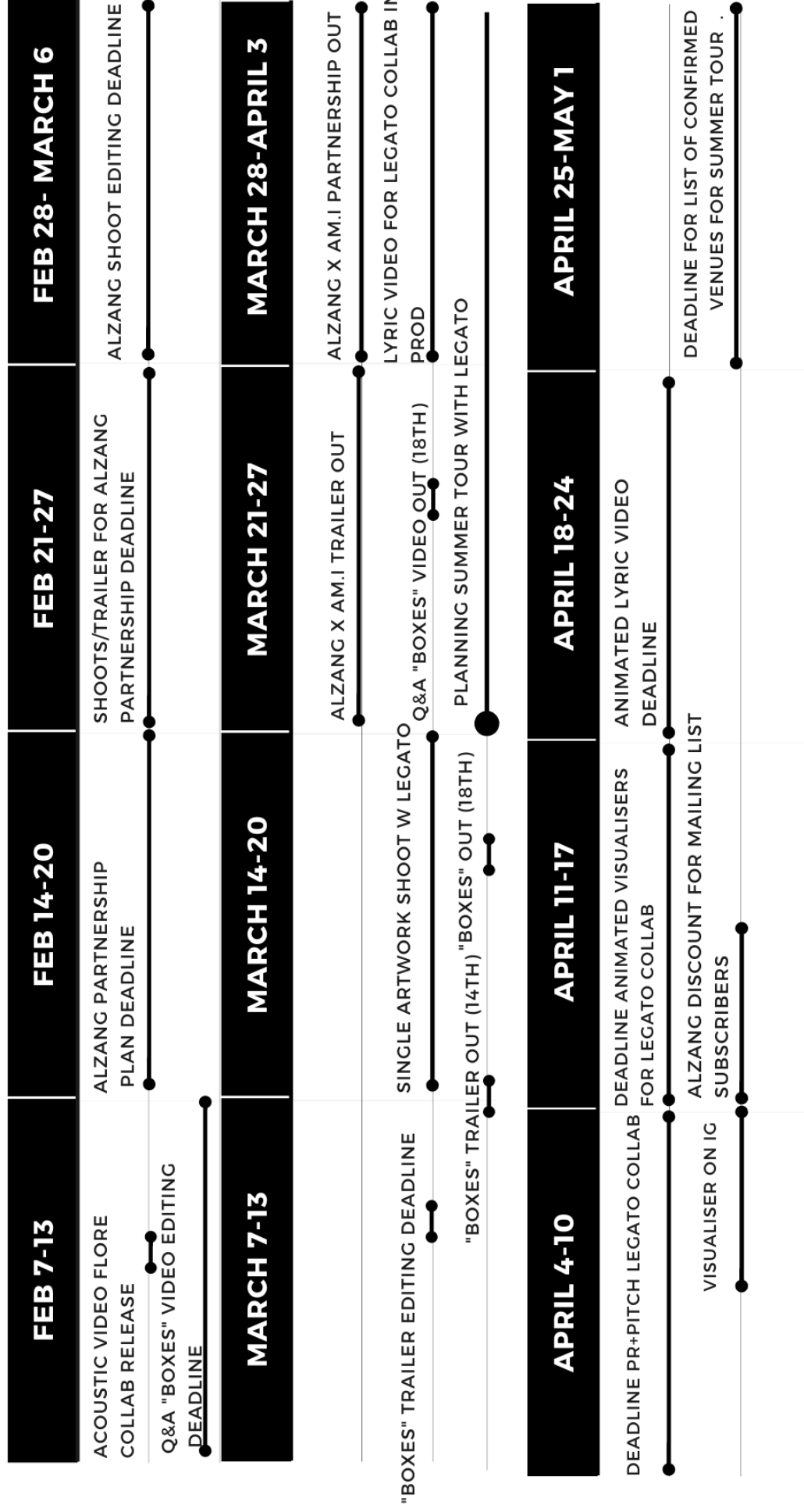
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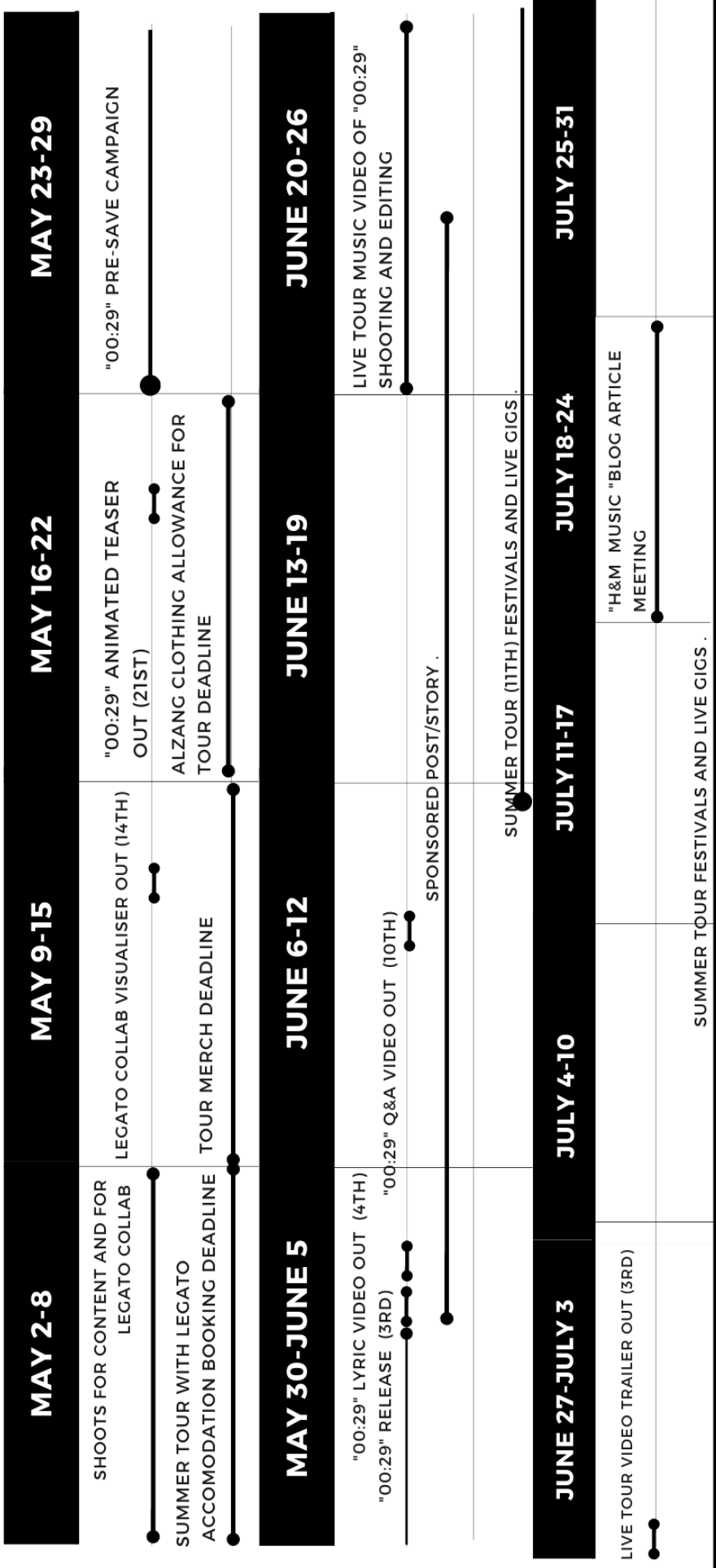
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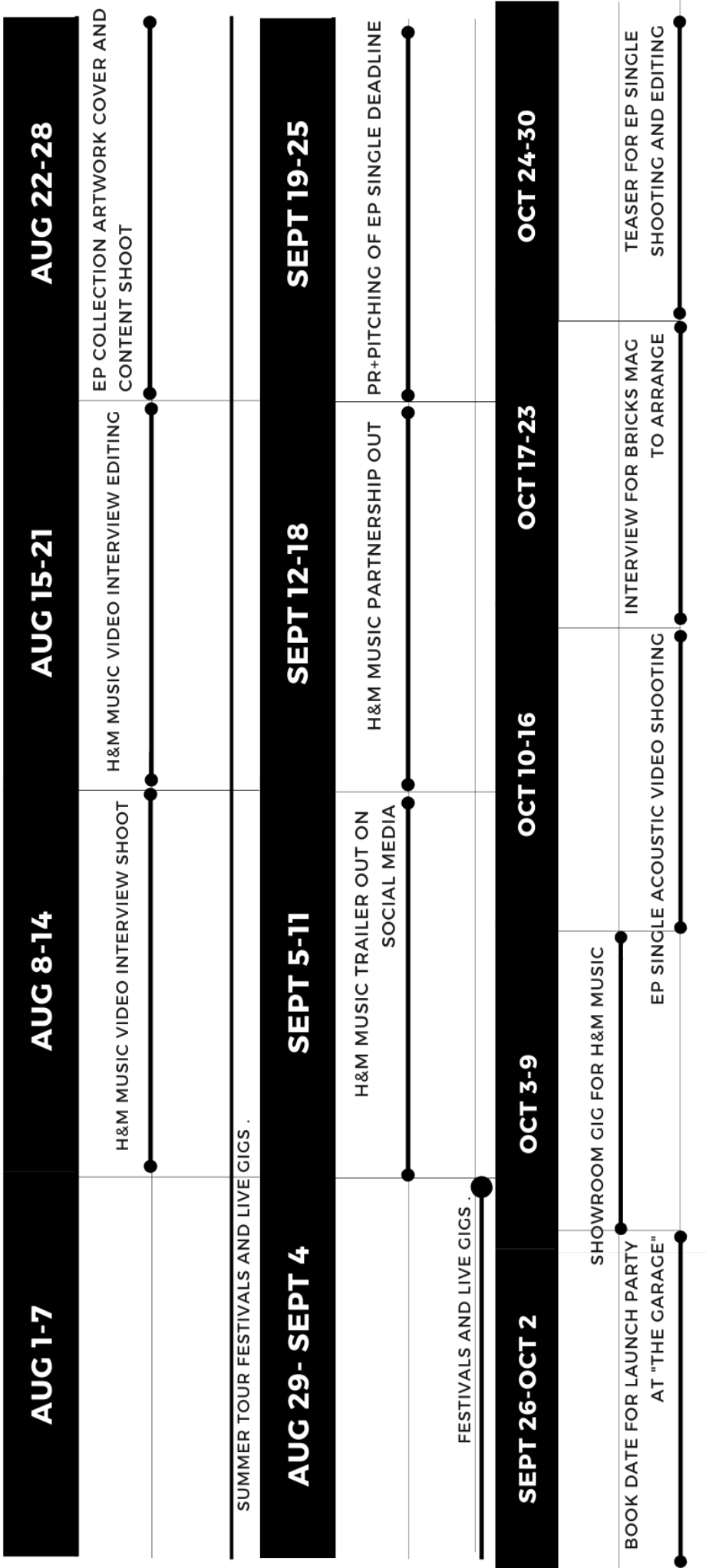
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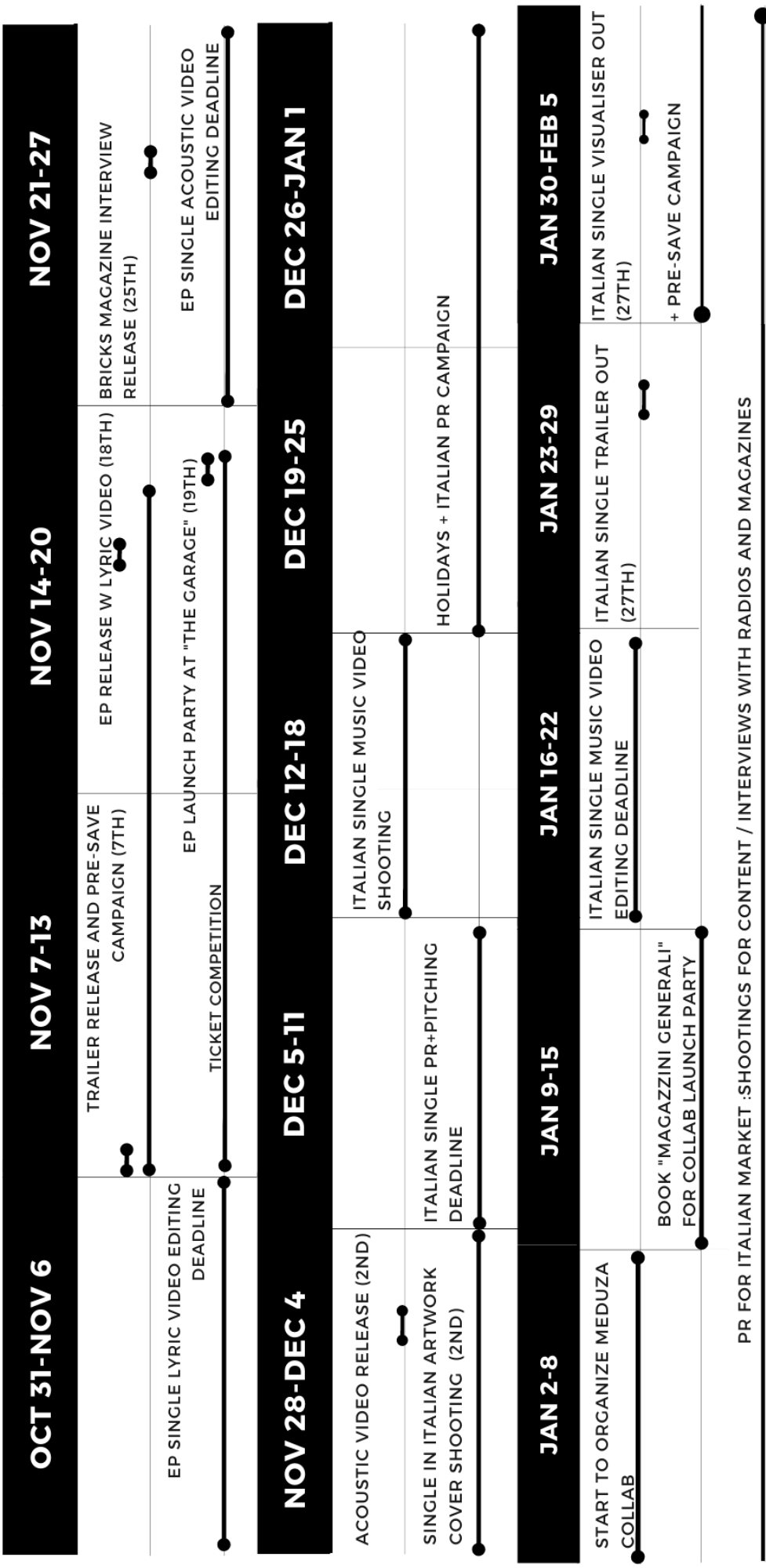
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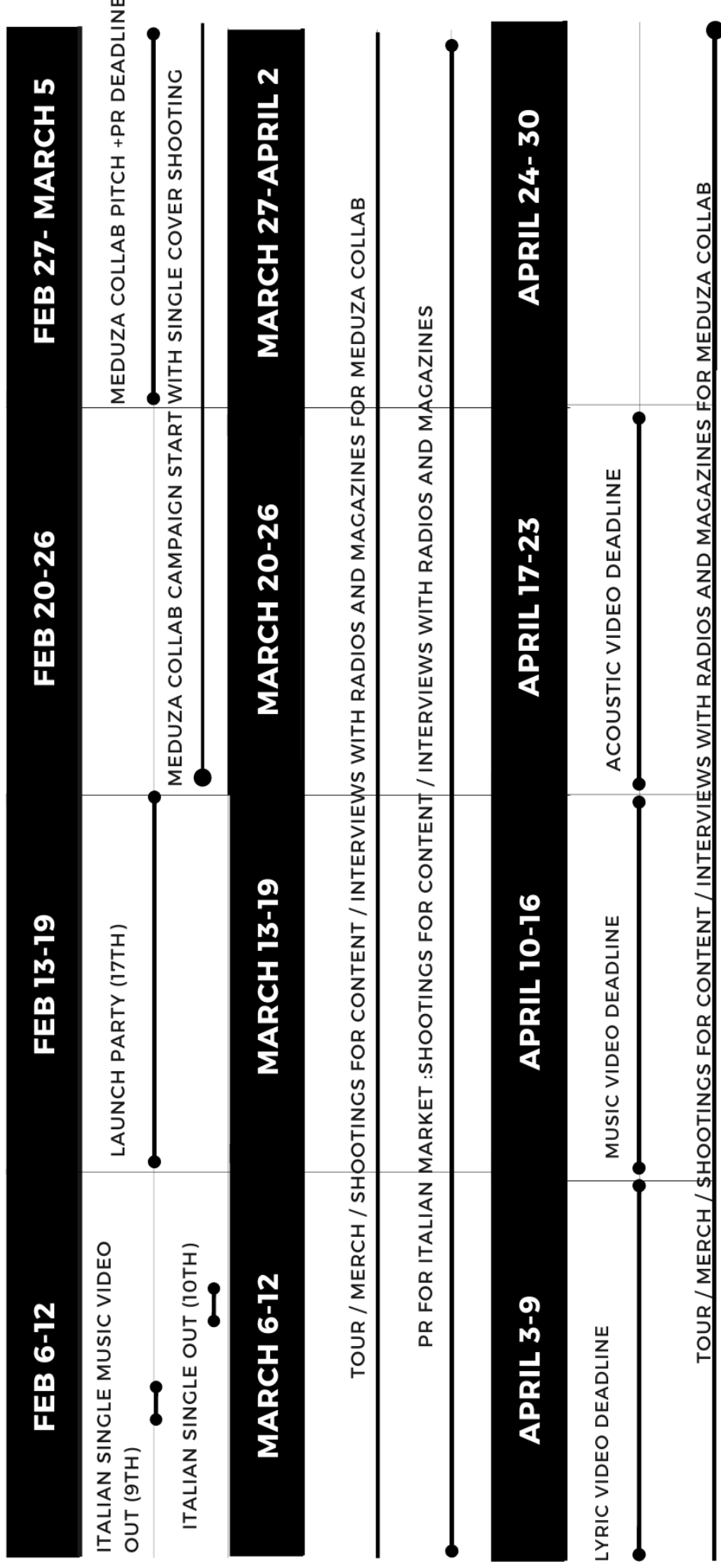
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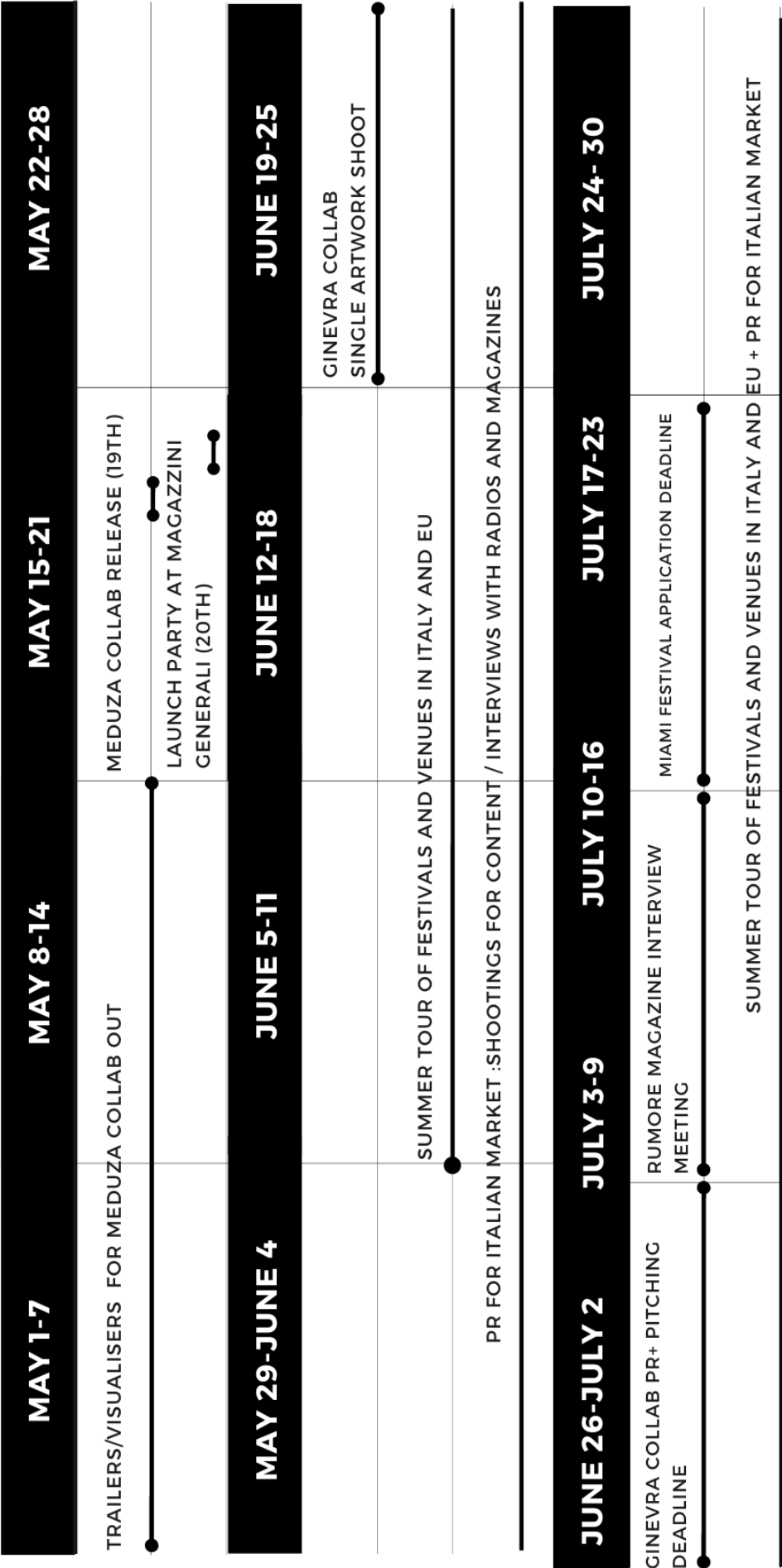
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