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Introduction

The exponential increase in social media usage has resulted in an abundance of new musical talent found each day. Many artists' period of being famous lasts a short amount of time as social media users are searching for new artists through platforms such as TikTok, which is mostly used by Generation Z (YPulse, 2021). Madison Beer is an artist that has experienced this towards the beginning of her career when pop star Justin Bieber tweeted a link to a cover she performed of 'At Last' by Etta James (Willen, 2020), but was unsuccessful in rising to extreme levels of fame.

My portfolio explores why Madison's music isn't yet prevalent in the music charts, and portrays ways in which her branding can be improved to grow her fanbase and target her audience, Generation Z. I chose to display these ideas through a three year album campaign. This allowed me to delve into many creative marketing ideas that can connect to upcoming singles and events, and engage the target audience.

Analysing competitors is a vital part of creating an artist's album campaign as it displays the ways in which the competitors have gained success through their campaigns (Lloyd, 2021). Leading on from these findings, it's easier to identify what methods of approach work for certain target markets. The competitors I analysed, including Ariana Grande and Olivia Rodrigo, have the same target audience as Madison (Apolinario, 2021) (Jurado, 2019). This allowed me to develop some of their greatest branding and marketing elements, and apply them to Madison's campaign. I was also able to identify opportunities to differentiate the artist from her competitors.

To gain insight into the wants and needs of the target audience, I created an anonymous survey. All of the survey findings have been considered throughout the album campaign to ensure maximum audience interaction and increase Madison's following across major social media platforms. This method was a rapid way to gain many responses at once to provide me with clear trends in the results. Additionally, the survey was able to reach individuals worldwide.

There are weaknesses in the results of the survey as only members of the United Kingdom participated. This could be improved by ensuring that respondents are based in a wide variety of areas across the world and by gaining over 200 responses to ensure that any outliers are accounted for. However, using primary data allowed me to gain relevant and up-to-date opinions of the current target market.

I could have created a discussion group to gain answers to my questions. However, this would be much more time-consuming and may not result in as many participants partaking, which would provide me with a lack of understanding of current audience opinions. Additionally, it would be solely available for individuals who are willing to travel to a specific area, which would reduce my reach.

Before the Singles from the Album are Released:

Before the singles are released, a few months will be spent consolidating Madison's image and brand, as the survey portrays how some audience members believe she is inauthentic. This will be improved by consistent utilisation of Instagram and TikTok Live Q&A's. Madison will do these whilst dressed casually with no make-up on, which will encourage fans to view her as relatable and honest. This is important as music fans favour honest artists over fabricated ones as the artist presents themselves in a similar way to the fan, which forms a deeper connection between the two (Jones, 2019). Moreover, Live Q&A's adhere to the consumer's desire to have interaction (Chang, 2009). Instagram Live allows the artist to connect with fans personally and users can watch it for 24 hours after it was aired, which will allow the audience to view it if they couldn't watch it originally (Shepherd and Gagliano, 2017).

Madison will be posting fan artwork to her Instagram Story which will encourage fans to view her as a kind person who values her fan's loyalty. Moreover, this will encourage fans to create more artwork as it's more likely they will be recognised for their loyalty to Madison, which will increase

her exposure to new fans. In addition, Madison will be talking about current issues on her social media. She regularly reposts other people's Instagram posts regarding issues onto her Instagram Story; however using her own dialogue to discuss these issues will portray her as more authentic and will reflect her core values to her target audience. This could unintentionally make fans realise that their views don't align with the artist's and therefore, leave the fandom. However, these opinions, especially surrounding the topic of feminism, may be something Madison shares with her predominantly female audience, which allows the fans to gain a deeper connection with Madison.

If these steps were not taken before the single releases, Madison wouldn't have taken necessary action to increase her following across major social media platforms and streaming sites, which would result in a smaller audience listening to her new singles, resulting in the generation of less revenue.

To reward fans that have been loyal to Madison, a Street Team will be created. They will be rewarded with a Street Team t-shirt and a chance to interact with Madison before live performances, in exchange for promoting her single releases and events to others in major cities and on the Street Team social media pages. This provides Madison with free promotion and ensures that the most loyal fans are given the opportunity to have a rare connection to Madison and the building of her audience. Unfortunately, the artist will have no control over the members' behaviour and they may develop a sense of entitlement (Derrick, 2016). However, Street Teams significantly aid in the exposure of an artist as they promote word-of-mouth advertising (McDonald, 2020) and music fans have more trust in one another than in an advertisement as there is no direct financial gain generated from fans promoting their favourite artist (McDonald, 2020).

There will be two collaborative singles released before the releases of the singles from the upcoming album. This method was inspired by YUNGBLUD's campaign for his newest album 'weird!' (YUNGBLUD, 2020). Releasing singles in collaboration with other artists before the singles from the album will generate an increase in following on social media and streams on platforms such as

Spotify and Apple Music (Levin, 2019) as it exposes the artist to new audiences. Madison will be releasing singles in collaboration with Khalid and BLACKPINK as these artists are widely popular in Malaysia, where Madison is gaining the majority of her radio play (Soundcharts, 2021).. These artists are also enjoyed by American and English fans, where the remaining majority of Madison's fans are based (Soundcharts, 2021).

Selecting artists that are better known than Madison Beer allows her to be heard by a wider audience. Khalid is an American Pop/R&B artist and BLACKPINK are a K-Pop group. The combining of the collaborators' genres with Madison's pop genre will provide Madison with the opportunity to be heard by a fanbase that wouldn't typically listen to her music. Furthermore, it will result in Madison's new music gaining an increase in downloads, purchases, and streams. It wouldn't be beneficial to Madison's exposure if lesser-known pop artists were selected to collaborate with Madison because her audience would be unlikely to expand and she wouldn't gain any benefits.

Another single made for the popular television show 'Rick and Morty' will be released in between the two collaborative singles. This show was chosen due to it being one of Madison's favourite television shows and its soaring popularity amongst Generation Z, her target audience. Madison previously sampled a section of dialogue from the show in 'Homesick' (Beer, 2021), a single from her latest album. This portrays how honest Madison is when discussing her interests and portrays her as a genuine person to the audience. In YPulse's survey on TV and entertainment, 1000 13-35-year-olds were asked: "Which show that you watched during 2016-2017 was your absolute favourite?" and 'Rick and Morty' was the fourth most popular answer (YPulse, 2017). This indicates that Madison's target audience are likely to watch Rick and Morty, which will give fans a sense of being connected to Madison, as the fan and the artist share a common interest. Furthermore, it will expose Madison's music to all Rick and Morty fans which will generate an increase in followers in social media platforms for Madison, and an increase in downloads and streams of her singles.

Branding

Initially, Madison was presented as a bubble-gum pop artist with a bright colour palette. However as Madison has matured, her colour palette has turned more neutral, sleeker, and mature. This colour palette will remain for the album campaign as it's reflective of the colours that Generation Z favour, due to them not being young children anymore and maturing with Madison (Birren, 2013). Frequent changes in image and branding increase the risk of Madison losing fans as it portrays her as indecisive, uncertain, and false (Gaille, 2019) which could give the audience a negative opinion of her.

The music video's tones will begin neutral and light, but as the album progresses and key events of Madison's music career are portrayed through the lyrics, the music videos will get darker. This will encourage the audience to understand the struggles that Madison has faced during her career and accept that she is leaving the past behind as she enters adulthood. Critics of Madison will recognise that she is addressing her most common, negative news stories and will be encouraged to change their views on her. Ensuring that the media is viewing Madison in a positive manner will ensure that there will be an increase in positive articles about her which will encourage a positive view of Madison from the audience's perspective too.

Due to the majority of survey respondents declaring that they prefer an album with a narrative and they enjoy the 'Alice in Wonderland' franchise, this is what the upcoming album will be based on (Lambert, 2021). Madison can relate to Alice's character in a personal manner as she was recently diagnosed with Borderline Personality Disorder, which is also what the character, Alice, is stated to have. The comparison between the two will allow fans to have sympathy for Madison as she narrates her story through the album's singles and will portray Madison as an honest and authentic artist. Ensuring that the interests of the target audience are met increases the likelihood of the audience enjoying the album which will increase the number of streams of the album. Even if the audience doesn't relate to the narratives of the singles, they will still be intrigued by the familiar

visuals of the music videos. Providing fans with more than one element to engage with will increase the likelihood of them viewing the single or music video.

Ariana Grande's music video for 'thank u, next' (Grande, 2018) features an abundance of pop culture references from popular chick-flick films. The music video has gained over 677 million views on YouTube and was very successful (Grande, 2018). Generation Z are drawn to these visuals as it provides them with a feeling of nostalgia (Lowe, 2021). This outcome suggests that utilising a renowned popular film such as Alice in Wonderland to inspire the album's music video visuals will increase its likelihood of being repeatedly viewed by a wide audience. This will produce more followers and streams for Madison which in turn, will generate more revenue. Selecting a film of a different genre to a chick-flick will discourage a connection between Madison and Ariana's music videos, and prompt the audience to view Madison as creative and unique.

Budget

The majority of the budget will be spent on advertising and touring. Advertising is a vital element of an album campaign targeted towards Generation Z as they can view print and online sources at any time on their smart phones. These sources provide fans with much more information about the artist than a sponsored advertisement on social media would. This will allow readers to understand Madison as an individual, instead of a product of the music industry. Additionally, social media advertisements are much cheaper than print and online magazine interviews, which is why they consume less of the budget whilst being consistently utilised throughout the campaign.

The first year of the campaign consumes less of the budget than the second and third year. This is because the first year is spent consolidating Madison's image and releasing collaborative singles, rather than campaigning for the upcoming album. Ensuring that more of the budget was allocated to the album release instead of the collaborative singles in the first year increased the likelihood of the

success of the album. This is due to the imminent growth of the fanbase over the course of the campaign as a result of creative public events and engagement on social media.

If the budget was spread evenly across the three years, the most expensive elements of the campaign, such as touring, wouldn't fulfil the maximum positive impact that it could have. This will negatively affect Madison's image as her live performances, most enjoyed by Generation Z (Hartz, 2019), won't exceed expectations and could impact future opportunities to generate revenue as less audience members will want to attend live shows.

Advertising

Madison's campaign will include sponsored advertisements on social media as this is an easy yet effective way to reach her target audience as they consistently use social media. Utilising this method may take time to acquire a significant return of investment (Oza, 2018). However, sponsored advertisements are used by many artists to reach a wider audience (Curle, 2020) and are low cost (Oza, 2018). Facebook and Twitter won't be utilised due to the lack of following on these platforms (Soundcharts, 2021). This would waste a portion of the budget as few fans would see them and wouldn't make a positive impact on the campaign.

A key fault of Madison's advertising is the absence of e-mail marketing due to the unavailability of an option to sign up to her newsletter on her website. This gave me the opportunity to ensure Madison can reach out in a personal manner to the audience. Before each release, fans will receive an e-mail reminding them to pre-save the single. When fans sign up to the mailing list they will receive a 10% discount code to use on Madison's official merchandise. Using an incentive will further encourage fans to sign up to the mailing list and will provide Madison's team with metadata of each fan to tailor and personalise their e-mails. Furthermore, fans will be more likely to purchase merchandise if it's discounted which will increase revenue. There is a risk that the fans won't view the e-mails as they may be marked as spam (Big Foot Digital, 2019). However, e-marketing is a significant element

of an artist's campaign as third parties are not controlling who sees the message (Robinson, 2019) and all fans on the mailing list will be emailed.

On 3rd February 2024, following the album release, there will be a pop up shop in Los Angeles, where fans are provided with the opportunity to attend a fashion show for the music video's outfits if they purchase an item. Many popular artists have created pop up shops such as Justin Bieber, The Weeknd, and Rihanna (Williams, 2021). Pop up shops appeal to Generation Z due to their love for the latest trends (Branding, 2018). This provides Madison with an opportunity to generate more revenue as fans who weren't intending to buy merchandise originally, are now more likely to, as they may be able to experience an exciting event for free. Many people will walk past the pop up shop and be inclined to enter if they see it's new and popular. As a result, more people who were unlikely to come across Madison's music, will now hear it, which will expand Madison's reach and grow her audience. If these individuals purchase an item from the pop up shop, this will increase Madison's revenue.

On 17th February 2024 the fashion show will take place in Los Angeles. This will cater to the audience's preference of experiences over materialistic items (Fedorenko, 2019). Fashion and music are frequently connected nowadays, such as in clothing brand's fashion shows and advertisements. However, my research showed me that artists have not done this before. The fashion show portrays Madison's interest in fashion and clothing and will allow fans to purchase exclusive merchandise items. Madison will be wearing the fashion show merchandise as she performs her most popular songs from the album during the intervals of the show. This will encourage fans to buy these items as they know that their favourite artist likes them and it will provide the fans with a connection to Madison. Artists such as Beyoncé and Avril Lavigne have their own clothing lines (Abbey Dawn, 2021) (Ivy Park, 2021), so the reaction to the fashion show will give an insight into whether this will be a valuable option to generate revenue for Madison in the future. Both events will be visually

exciting to encourage fans to upload videos of the events to TikTok, which will generate further excitement and interest among a wider audience.

Social Media Campaign

On the day of each single release, there will be a listening party on YouTube at 5pm PDT to cater to the American fans, as a large majority of fans are based in America (SoundCharts, 2021).

Advertisements will be played throughout the listening parties. If fans do not skip through these advertisements, money will be generated and profits will be given to the chosen charity. A different charity will be selected for each listening party for the profits of the party to be donated to. The selected charities connect to the theme of each single. This caters to the interests of Generation Z as they share an interest in being charitable and making changes to their lifestyle to improve the world (Stanley, 2021). Moreover, this aspect of the campaign will be a reflection of Madison's core values and portrays her as a genuine and altruistic individual, which will encourage the audience to have a positive opinion of her.

Furthermore, listening parties encourage more members of the audience to listen to the single on release day as there will be an increase of word-of-mouth advertisement between fans on social media when the event is announced (McDonald, 2020). This will increase the quantity of streams of the single, resulting in more revenue.

Once the first single has been released, fans can create a video using #dreamingchallenge on TikTok. Participants will create a video showing what makes them happy. It could be a place, an item of clothing etc. TikTok will be utilised due to its popularity amongst the target audience (YPulse, 2021). Creating a broad challenge will ensure that any TikTok user can be involved, ensuring masses of fan engagement, which will allow the single to reach a wider audience and gain more streams and downloads. Many other pop artists have utilised the growth of TikTok challenges to gain exposure on a new single including YUNGBLUD, Ed Sheeran, and Lil Nas X (Robley, 2021). TikTok challenges also

provide new songs with the opportunity to go viral, which will give Madison much more exposure whilst not using any money from the budget.

The trend cycle on TikTok alternates swiftly (Digital, 2021). This will risk Madison not gaining a significant positive outcome from one TikTok challenge. Therefore, another TikTok challenge will be created for the second single to retain the target audience's engagement. The Post Malone lyrics from the bridge of the second single will be removed and fans can input their own lyrics, guitar, or drums solo into the song. Artists, such as YUNGBLUD, have used this idea to encourage fan involvement (Music Ally, 2021). Madison will consistently duet her favourite TikToks which will encourage more fans to participate as they may have the chance to be noticed by their favourite artist. This caters to the interests of Generation Z as they favour personal experiences over materialistic items (Lowe, 2021) and TikTok is widely utilised by this generation (YPulse, 2021).

On the day of the album release, there will be a virtual reality concert made in Unreal Engine on TikTok Live. The performance will be available on PlayStation VR and Oculus VR, and as an immersive 2D experience. This will not cater to the need of human interaction and togetherness (Arango, 2021). However, Madison utilised this marketing idea for her most recent album release and it was hugely successful (Laliberte, 2021). This appeals to Madison's audience due to their prominent presence of TikTok and their need for new, exciting experiences (Lowe, 2021) which involve recent technological advances.

Touring

As Madison has only participated in two tours, it was essential to analyse the length and location of those tours to ensure that many more fans could attend the upcoming album's tour and generate more revenue. In addition, I felt it was necessary to analyse competitor's tours to understand the increase in capacity and length of tours as they progress through their careers, so I could apply my findings to the upcoming album's tour. If the tour venue's capacities were too small, the maximum

amount of revenue won't be generated and will limit Madison's connection to many fans. If the tour venue's capacities were too large, it wouldn't be able to be filled and therefore this would be a waste of the allocated budget.

The first 100 fans to pre-order the album will gain early access to tickets for the 'Outside Looking In' tour. This incentive will encourage more fans to purchase the album as they have the chance of being rewarded, which will generate more revenue. Without this incentive, fewer fans will purchase the album as they are more likely to stream it for free on platforms such as Spotify and Apple Music.

Pop artist Justin Bieber became well-known for selecting a crowd member to come up on stage for his single 'One Less Lonely Girl' (Bieber, 2009). Fans would arrive at the event wearing an abundance of official merchandise, hoping to be selected. This technique will be applied to Madison's tour to create hype amongst the fanbase and increase revenue from fans purchasing more merchandise. Ten fans from the audience will be selected to join Madison on stage for the performance of 'Check Mate', the third single release. A lack of encouragement to purchase merchandise will result in a waste of the allocated budget and little revenue being generated.

During the first week of touring, one of the tour dates will be recorded for a TikTok Live Concert. This will give fans the opportunity to watch the concert, even if they were unable to purchase a ticket for the show. YUNGBLUD has taken this approach twice during his tours and gained over 20,000 views (Moore, 2021). The TikTok algorithm will not only show the live-stream to fans that follow Madison's TikTok account, as each users 'for you page' displays videos that they will most likely be interested in despite not following those accounts. This will provide Madison with an opportunity to reach a wider audience and expand her fanbase, as a large portion of Generation Z use TikTok on a daily basis (YPulse, 2021), and will encourage more audience members that were reluctant to purchase tour tickets to do so.

Throughout the touring process, fans that are unable to attend tour dates will need to remain engaged to continue to increase the album's streams and downloads, and generate revenue. This will be done through the creation of the 'Tour Diaries' uploaded to YouTube each week. Fans will be able to watch behind-the-scenes footage of Madison on tour which will encourage more fans to purchase tickets as they are likely to feel as if they are missing out on an exciting opportunity which will further generate revenue. These videos will portray Madison as a real person instead of an industry product by showing what happens behind the scenes in an artist's life. Moments where Madison is upset or stressed will be included in the footage, which will encourage more individuals to have a positive opinion of her as they will view her as relatable.

My knowledge of tours was limited when I began this campaign, but through researching the cost and my ideal outcomes, I was able to gain more knowledge of the process behind touring. My survey provided me with an understanding of the need of audience interaction during a live concert to form a deeper connection between the artist and the fan (Lambert, 2021).

Release Strategy

Through my research, I discovered that the best times to release singles were during the final quarter of the year (Goetz, 2020). Therefore, 3 singles will be released during this time of the year. However, the first single will be released just before the summer months to ensure that there is time for the remix to be released, and both versions of the single could be played at a wide variety of summer festivals. This will give Madison an opportunity to be heard by a new audience which will increase her following. If I didn't carry out this research, my timeline wouldn't produce the best possible outcomes.

Moreover, my research taught me that January is a beneficial month to release an album in, due to the lack of press stories for media outlets following the holiday period (Goetz, 2020). This will increase the likelihood of Madison being featured on many media sites, which will result in a wider

exposure of her brand and music, further resulting in an increase in followers and streams. Most popular music artist's release their album at the end of the year. If Madison released the album during this time, the market would be too saturated with extremely famous artists and her album wouldn't gain as many purchases or streams.

The album will be released on vinyl, as a cassette, and a limited number of CD's will be sold too. This reflects the popularity in each type of physical album copy for the target audience (Jones, 2021). Furthermore, the album will be released as a Non Fungible Token (NFT). As a result, fans have the opportunity to own rare pictures and special artwork which will ensure that they feel more connected to Madison. Madison will have the opportunity to generate revenue through the resale of the NFT's by creating a contract that declares she gets a percentage of the money every time the collectible is resold (Music Business Worldwide, 2021). NFT's are becoming progressively popular in the music industry as the world becomes increasingly digitalised (Rogders, 2021). Recently, TikTok announced that it will be expanding to NFT's in the future (Fries, 2021). 60% of TikTok's users are aged 10-29 (Fries, 2021), the age of Madison's target audience. Ensuring that Madison is keeping up with the latest trends and technical advances ensures that her audience will be satisfied.

Furthermore, I wanted to ensure that the most loyal members of the fanbase were being rewarded and entertained throughout the album campaign. Some artists, such as Taylor Swift, have put countdown timers on their websites to hint to fans that an announcement will be coming soon (Atkinson, 2019). This method generates hype within a fanbase but isn't engaging or interactive. I decided to excite fans by placing hidden keys on the website. Four new keys will be added each time a single is released and the old four keys will be removed. Once fans have found and collected the four keys across the website, they will be able to unlock a 'world' on the new 'My World' option on the header of the website. Fans will input the numbers they have found on the keys onto a padlock that comes up on the screen when each section of the 'world' is clicked. This will give them access to exclusive behind the scenes footage and photos of the making of that single and music video. To

initiate this challenge, Madison will post a photo of a key to her Instagram with a link to her website. This will cater to the needs of the audience as there will be continuous interaction and rewards as the campaign develops (Cool, 2012). Ensuring that some elements aren't readily available for all fans gives the most loyal fans a sense of exclusivity.

Project Management and Timeline

The campaign will begin on 28th February 2022 and end on 28th February 2025. When I first began my timeline, I found that the majority of album campaigns lasted less than three years. Therefore, I decided to consolidate Madison's image before the singles for the album were released. Once I had done this, I didn't need to make many amendments to my timeline, as I had already thoroughly researched competitor's timelines and the best months for artist's to release singles and albums.

Aftercare

Following every single release, there will be a meeting for the entirety of Madison's team to reflect on the outcomes and achievements of each single. This will be evaluated through the use of Kolb's four stages of learning. As a result the team will be able to identify areas of the campaign that are not providing the desired outcome, and adjust them accordingly. This will ensure that the campaign is creating the best possible outcome for Madison's brand. If this was not done, certain mistakes are more likely to be repeated which will increasingly negatively impact the outcomes of the campaign.

As the first single will be released before summer, there was an opportunity to create a remix of 'Dreaming' that could be played at a variety of festivals. Dance and electronic music releases are most prominent in the summer months due to masses of festivals that specialise in that genre (Festicket Magazine, 2021). Therefore, a remix will be created with English DJ Jax Jones using the first single 'Dreaming'. Jax Jones has accumulated seven 'UK Top Ten Hits' which portrays his vast popularity in the UK. Previously, Madison worked with Jax Jones on the 2018 single 'All Day and Night', which has accumulated over 85 million views on YouTube (Jones, 2019). Creating a remix will

expose Madison to an audience that enjoys dance/ electronic music, one that she wouldn't primarily reach through her music alone, and provides her with the opportunity of expanding her UK fanbase. This is more beneficial than collaborating with an American DJ and limiting her exposure to an audience that doesn't know her.

Netflix has recently announced that a remake of 'Alice in Wonderland' will be made (Baxter-Wright, 2021). Madison will have a minor role and one of her new singles will be featured in it. This provides a firm link to the visual aspects of the music videos and overall theme of the album. It's important for artists to explore other types of media, rather than just music, in order to be exposed to a new audience and portray that the artist has additional talents (Rubin, 2020). 70% of Generation Z has a Netflix account, which ensures that Madison's audience will be able to access the remake and she will be able to acquire new fans (Stoll, 2021).

Conclusion

In conclusion, the increase in the amount of information we can now access about artists allows the audience to gain insight into their personality as an individual instead of solely a brand. The audience will not be willing to give the artists their money if they don't believe that the artist is a genuine and trustworthy person (Tsadwa, 2017). As a result, one of the main focuses of my campaign was to ensure Madison's image was pure and positive to ensure a large fanbase and maximise revenue.

It's becoming increasingly difficult to stand out from other artists when advertising and generating hype for an album campaign due to market saturation (Omer, 2021). Creating my campaign forced me to produce creative and interesting ideas to excite Madison's fanbase and cater to their needs. I learnt that I need to analyse the successful events of other artist's campaigns before applying them to my own to ensure a successful outcome.

In addition, my research allowed me to gain further understanding of the importance of release dates. An artist's music will need to be released in certain months, depending on their popularity. If

the artist is fairly new and has a small fanbase, it wouldn't be wise to release an album during the end of the year as this is when most popular artists release their albums (Goetz, 2020).

To improve my skills, I need to ensure that I develop thorough reasoning behind each marketing decision in relation to the target market by using additional metrics and data. Moreover, I must deeply analyse the gaps in the market that my artist can fill in order to maintain individuality and memorability. I will improve this by reaching out to professionals in the industry to gain an understanding on this matter.

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Appendix

Personal Development Plan:

Area for development:	I will achieve this by:	What's happening now?
Using data and metrics to connect the audience's interests to my marketing ideas.	Researching statistics for each idea for my campaign to ensure that it clearly aligns with the target audience.	Some links between data and marketing ideas.
Look deeper into tastemakers from around the world to expand audience, not just the areas where the majority of the audience is based.	Analysing audience data and thoroughly using research skills to understand the next area to target.	Looking at tastemakers in targeted areas from audience data.
Utilise influencer marketing for events.	Analysing which influencers will be the best match to each marketing event by researching their interests	Using influencer marketing to only promote single releases.

Survey questions:

1. What is your gender

☐ Male

☐ Female

☐ Other

2. What is your age?

☐ Under 18

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-65

☐ 65+

3. What makes an artist (singer, band) likeable/relatable?
4. Do you think Madison Beer is likeable? Please explain your answer.
5. Do you like Madison Beer's branding? Please explain your answer.
6. Does choreography make live concerts better or worse?

☐ Better
☐ Worse
☐ I don't know
7. What do you think about albums that tell a story?

☐ I like them
☐ I don't mind if they do or don't
☐ I don't like them
8. Do you like the story of Alice in Wonderland? If 'Yes' what are your favourite elements? (E.g. visuals, storyline, characters, colour scheme)
9. What is your favourite element about an album release campaign? (E.g. new music, new music videos, fan interaction, new photos etc.)
10. What are your favourite ways that artists have interacted with their fans/ got fans involved? (E.g. replying on social media, meet and greets, competitions, treasure hunts etc.)