

Bushy



Overview

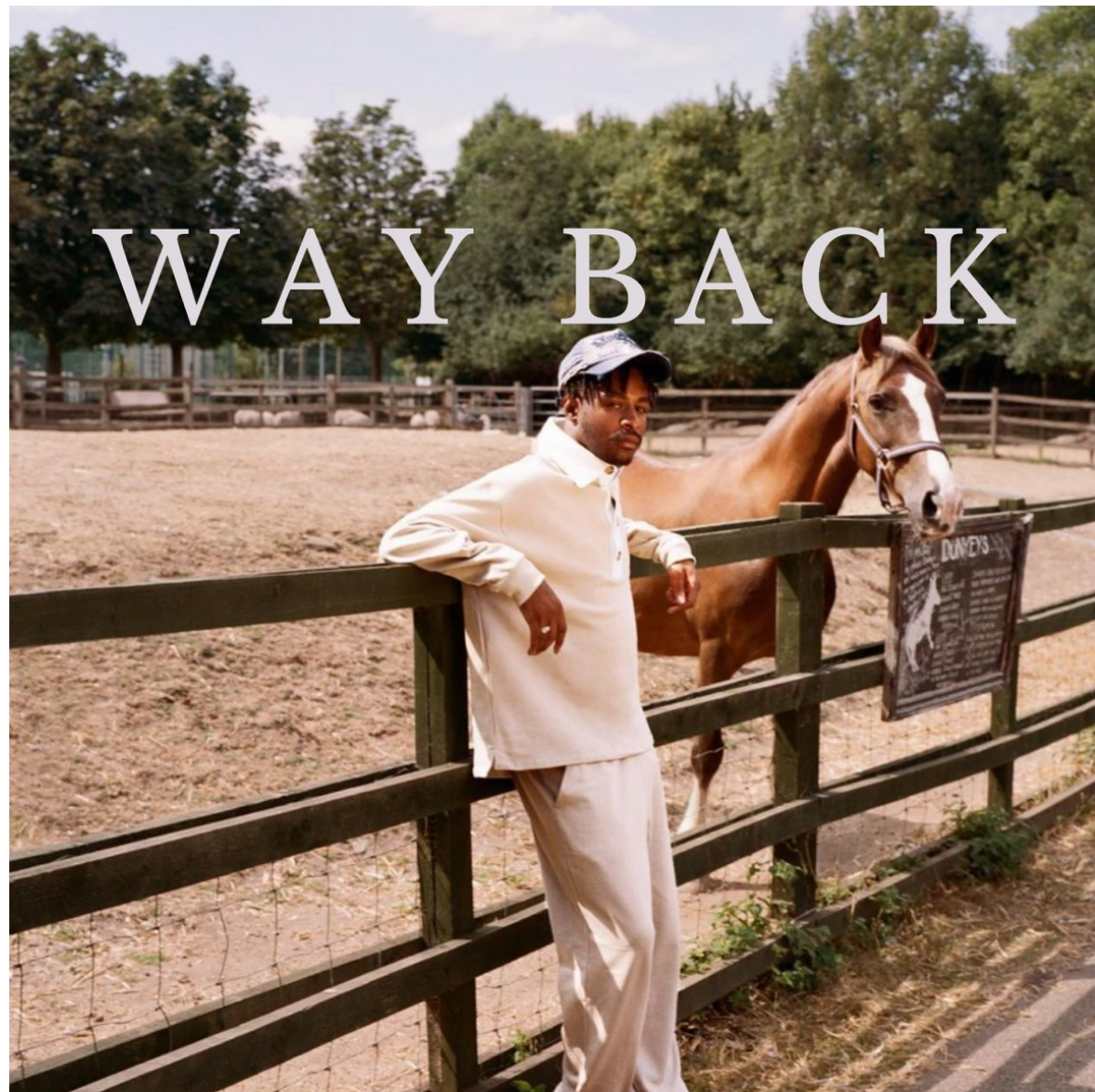
- This year Bushy, a London based artist, model and skateboarder plans to release a new single.
- Followed by an album release and UK tour, this year will certainly be a busy one.
- This pitch will explain Bushy's brand, his target market and the most appropriate and relevant methods of delivering content and music produced by Bushy.

Bushy – Brand/Artist profile

- Bushy is a London based artist who comes from Leicester.
- Bushy is an artist that has seen notable success in the last two years with multiple releases across all DSPs.
- His music is an eclectic combination of earthy synths, trap infused drums and warm basslines. A capable rapper and singer, Bushy is an artist who is comparable in style to Childish Gambino, Kendrick Lamar, lil Durk and A\$AP Rocky.

Bushy – Brand/Artist profile

- Bushy not only writes and performs his own original tracks, but he is also an accomplished male model who has worked with and represented brands such as Stussy, ALLSAINTS, Boiler Room Cernucci, LEVIS, Dickies, Adidas and OFF-WHITE.
- Working with these brands is a great advantage to Bushy's branding and fan reach.
- By working with street wear companies it further affiliates and associates Bushy and his music with those brands and their consumers.



Single release

- The single will be released in week 4 of our campaign and will be released on all major platforms.
- This will be a big step for Bushy and will act as one of the main check/trigger points within the marketing strategy.

Social media spend - £5,000

- **Instagram Advertising: £3000 - posts, reels, stories**
- **Influencer Marketing: £1500 - “targeting consumers through the voice we want to become”**
- **Instagram Live: £500 - Live sessions, equipment**
- **Reels: £500 - Content creation, filming**

Target Audience

- A young London-based/international Hip Hop enthusiast who is 16 to 25 years old and is enthusiastic about the culture of Hip Hop.
- They might dress in oversized trousers, oversized t-shirts, and trainers in streetwear fashion.
- Fans will devote a significant amount of time to listening to Hip Hop music, finding new artists, and attending concerts or live events.
- They follow Hip Hop influencers on social media sites such as Instagram, TikTok, or YouTube to keep up with the newest trends and news.
- Being a London-based fan, they may be interested in the UK's Grime and Drill music scenes, each of which have distinct sounds and styles.
- They may attend local events and listen to musicians from London such as Skepta, Stormzy, or Dave.
- Generally, a younger London-based Rap Music enthusiast will have a passion for Hip Hop in the style that Bushy produces.

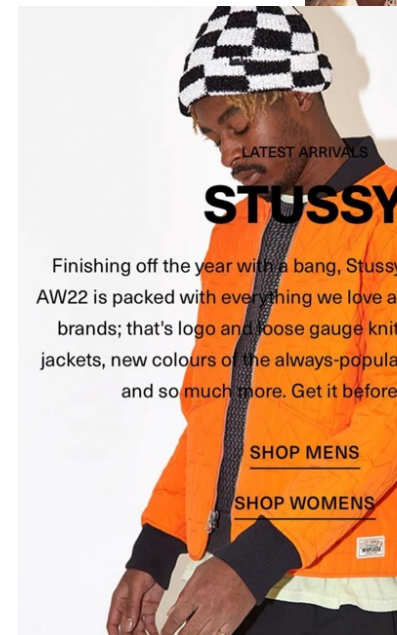
Radio

- **BBC Radio Leicester**
- **Demon FM** - a community radio station situated in Leicester that transmits to De Montfort University students.
- **Takeover Radio** - is a Leicester-based youth-led community radio station that transmits to the city and neighbouring regions.
- **Fosse 107** - is a Leicester-based commercial radio station that broadcasts a combination of current chart numbers and older songs.
- **Reprezent Radio** - is a Brixton community radio station specialising in urban music and youth culture.
- **Rinse FM** - one of London's most well-known pirate radio stations, has been on the air since the mid-1990s.
- **Capital XTRA** - Although not solely a hip-hop or trap station, Capital XTRA does broadcast a wide range of urban music, including popular singles and oldies.



Brand Collaboration

- Bushy is no stranger to working alongside brands to promote an extremely dynamic range of products.
- From high end street wear to alcoholic drinks and trainers Bushy has a plethora of experience.
- Bushy will reach out to these brands to let them know that one of their ambassadors is releasing a song, and to secondly offer them the opportunity to become part of the campaign that is already guaranteed a certain level of outreach to a target audience that they also seek to captivate and sell to.
- Brand collaboration will be used to further establish and verify Bushy's authenticity. Any attributes associated with brands that Bushy collaborates with will automatically become associated with Bushy. There is therefore a high level of appeal for brands to collaborate with Bushy and to associate their brand with his work and art.





The Album

"Faded" is an album that retains the spirit of old-school hip hop while adding a contemporary touch.

Bushy has perfectly mixed old hip hop sounds with a refreshing current atmosphere that will transport you back in time.

Bushy takes the listener on a trip through his life experiences, diving into his problems and accomplishments with an unapologetically vulnerable approach to storytelling. Each track exemplifies his talent, with the lyrical material flawlessly blended with the soulful sounds, producing an invigorating and contemplative feel.

The release Plan

- Similar methods to single release plan will be used for album release.
- Strong social media presence on Bushy's Instagram, TikTok and Facebook to ensure success.
- Behind-the-scenes content to be shared and promoted across social media platforms.
- Album to be made available on vinyl to appeal to consumers' nostalgia and desire for engagement.
- Vinyl packaging to include physical merchandise and access to unique online content via QR codes or scannable RFID chips.

The Bushy Faded UK Tour

Tour route

London -> Birmingham -> Leicester->
Manchester -> Liverpool -> Newcastle ->
Glasgow -> Edinburgh -> Leeds -> Bristol

Venues

1. London - Electric Brixton
2. Birmingham - The Institute
3. Leicester - Mosh
4. Manchester - The Haversham Arms
5. Liverpool - O2 Academy Liverpool
6. Newcastle - The Cluny
7. Glasgow - O2 Academy Glasgow
8. Edinburgh - Corn Exchange
9. Leeds - O2 Academy Leeds
10. Bristol - The Thekla.

Budget

- Total budget - £18,500
- Tour budget
- Advertising - £8,000
- Content creation - £3,000
- Influencer partnerships - £2,500
- Combined release budgets - £5,000