

ENTERTAINMENT MARKETING PRESENTATION

- ▶ Student Name: Oliver Brierley-Jones
- ▶ Student Number: 1903196
- ▶ Module Title: Entertainment Marketing
- ▶ Module Code: BMTY7003
- ▶ Assignment Title: Component 2, Presentation
- ▶ Module Lecturer: Tim Ferrone
- ▶ 6th April 2020

INTRODUCING: MIKE WILLIAMS

- ▶ Dance music DJ & Producer
- ▶ "Future House"
- ▶ 400+ million streams
- ▶ 700,000+ social followers
- ▶ Album "Finding The Moment"
March 2021

(Spotify, 2020) (Mike Williams, 2020)



MARKETING STRATEGY OVERVIEW & OBJECTIVES

- ▶ Transition from “cool” to “mainstream
- ▶ Incorporate a consumer experience into album campaign to maximise sales
- ▶ Raise awareness in central European countries due to cross-boarder listening habits



PRODUCT

- ▶ 3 Singles, 2 Remixes per Single, 1 Album
- ▶ Unique Selling Point = Mike Williams Brand
- ▶ Brand appeals to target audience

PRICE

- ▶ Streaming = essentially free
- ▶ £6.99 Digital download album
- ▶ £0.69 Digital download single
- ▶ Priced cheaper to tempt consumers to purchase, instead of choosing a different artist's album

PLACE

- ▶ Worldwide distribution to all DSPs
- ▶ Easily accessible
- ▶ Careful selection of social influencers, make sure they fit the Mike Williams brand and physiographic

PROMOTION

- ▶ #1 goal: create awareness
- ▶ DSP pitch: offer exclusive content + invites to shows
- ▶ Social influencers who have minimus 50k. FOMO tactic
- ▶ Third-party radio pluggers with great relationships with playlisting team



PEOPLE

- ▶ Crucial to success of campaign
- ▶ Must have values in the right place
- ▶ Carefully selected

PROCESS

- ▶ Web-store frontend and backend must work seamlessly
- ▶ Delivery service must be reliable
- ▶ Customer service representative
- ▶ Bad experience = potentially loss of customer

PHYSICAL EVIDENCE

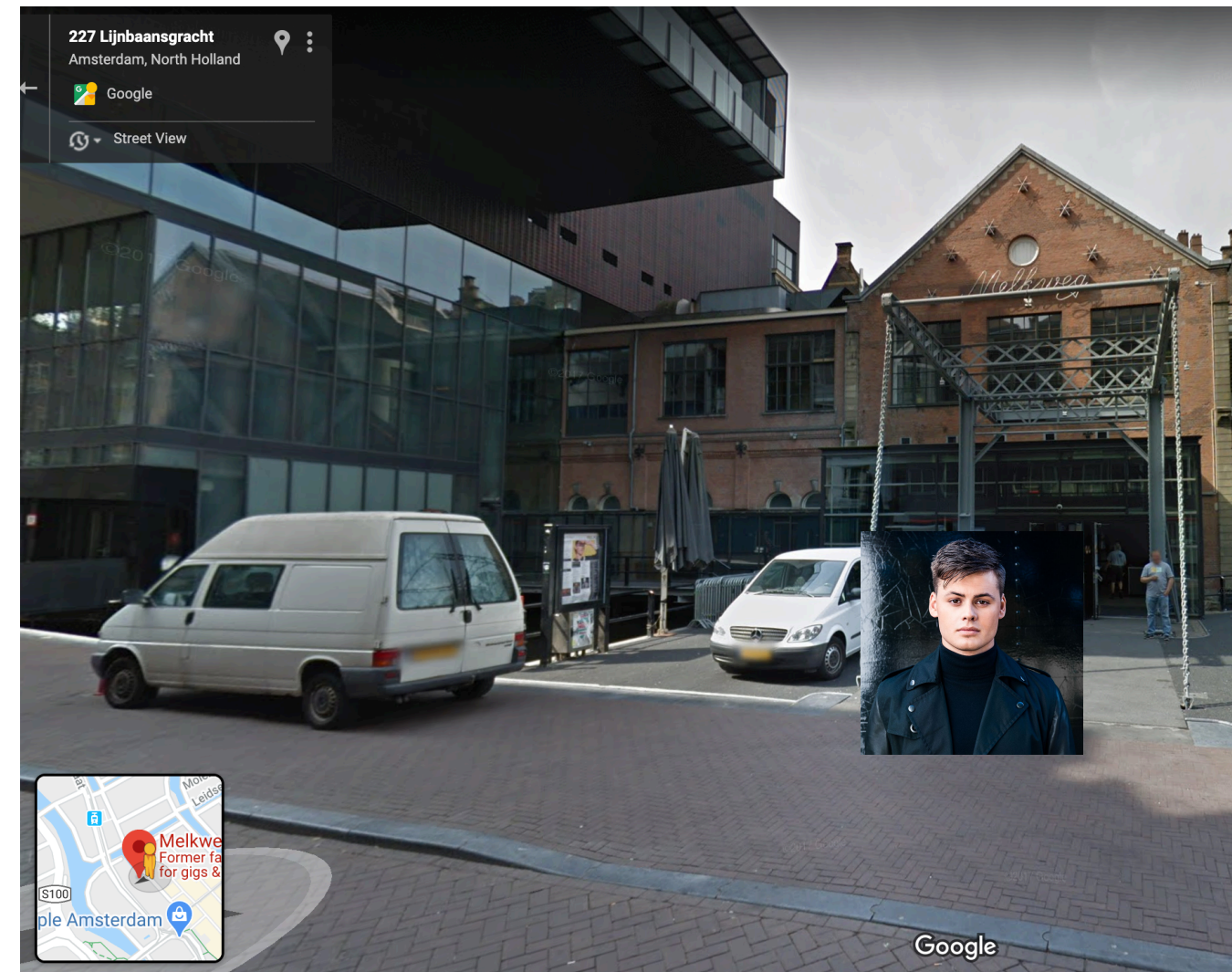
- ▶ Artwork and branding designed to represent sound of album & Mike Williams brand
- ▶ Mailing list will be used to market future products



Finding The Moment concept artwork

FINDING THE MOMENT: COMPETITION

- ▶ Do something different, first
- ▶ Competition to increase hype from both fans and press/media
- ▶ Mike will be located in unknown location on Google Street View Maps (his location will be outside the Album Release Party venue)
- ▶ Fans must locate him, submit his coordinates via a page on Mike's website.
- ▶ 300 correct entrants will win tickets to album release



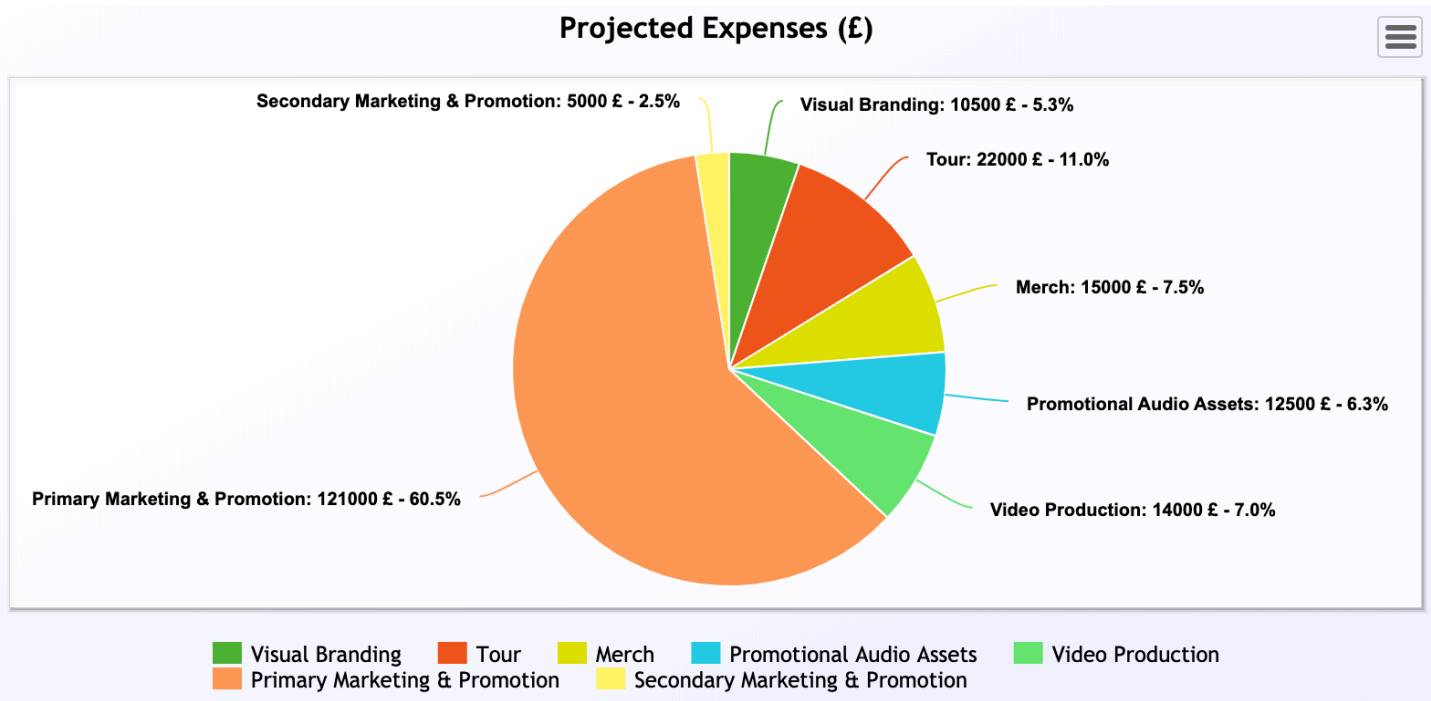
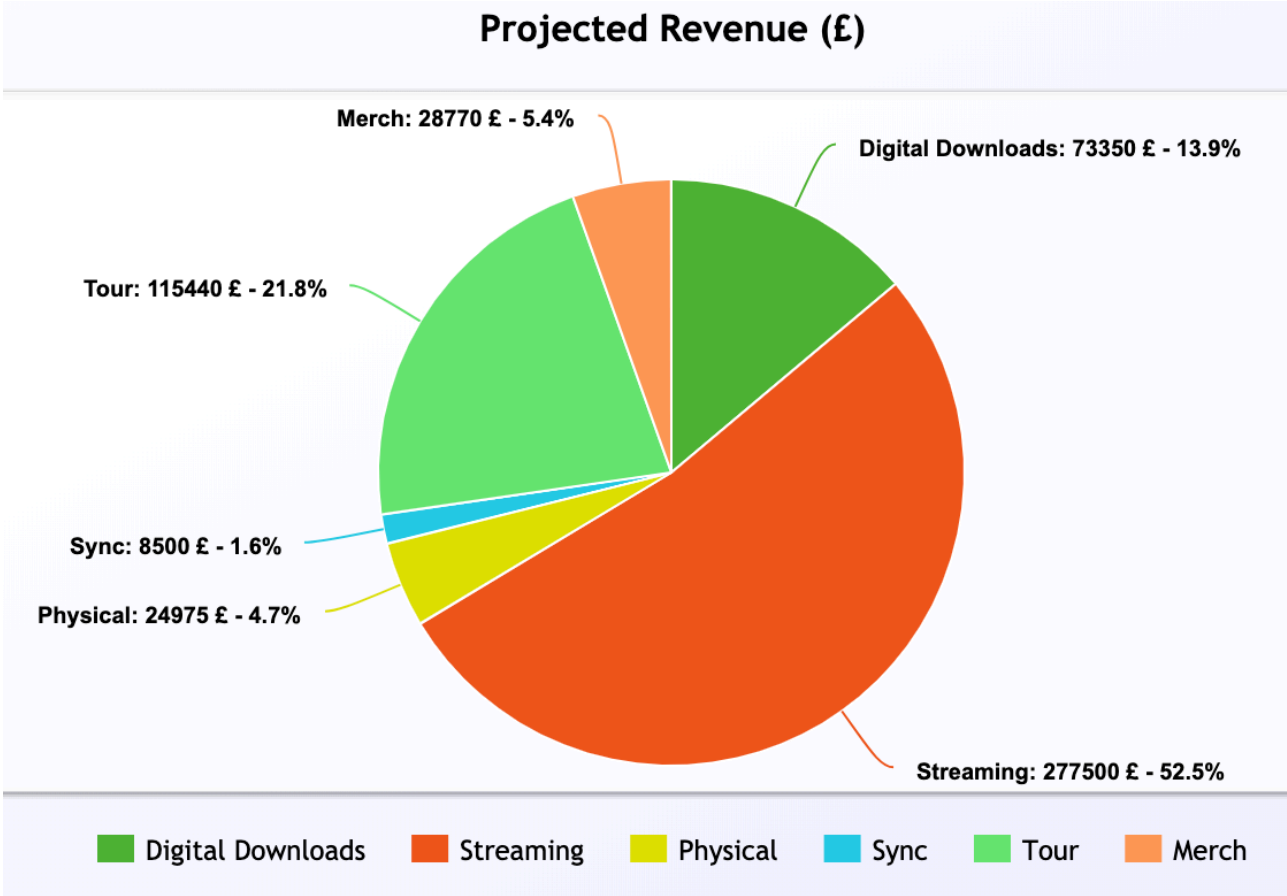
TIMELINE

- ▶ Phase 1: Planning
- ▶ Phase 2: Early Promotion
- ▶ Phase 3: Early Promotion
- ▶ Phase 4: Post-album release



BUDGET

- ▶ Projected Expenses: £200,000
- ▶ Projected Revenue: £528,535
- ▶ Projected Profit: £328,535



THANKS!

REFERENCES

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