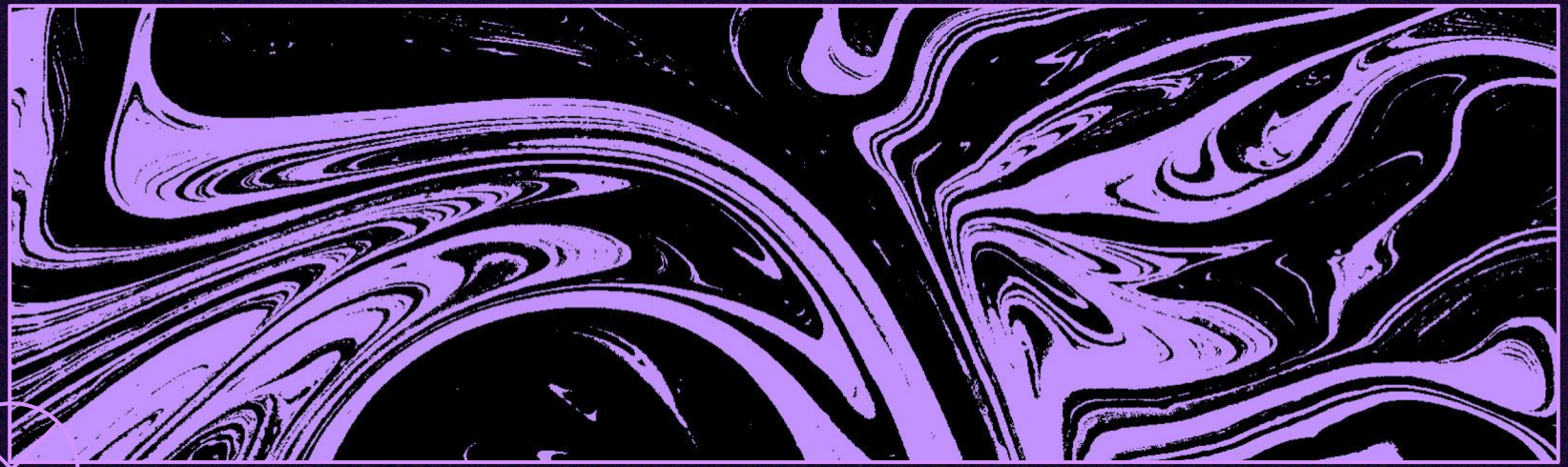
RibRab's MARKETING PLAN

Entertainment marketing



BMTY7003

- Isabella Coakley – 2212893 - Assignment 1 -

The CLIENT

The artist marketing plan and campaign roll out will be for young London based artist RibRab.
The artist has been working on her debut EP ‘Pet my paradise’ for the past year creating music that can be described as a mix of grunge and punk and is finally ready to go forth with a marketing campaign.
She has yet to create a presence in the underground music scene and will be using this campaign to grow her presence, artist aesthetic and audience
RibRab is also restricted on budget and would only be able to fund no more than £3000 towards any advertisements and physical merchandise and distribution cost



The EP



Track list

1. Chaos Ensues
2. Tumour
3. Cocoon
4. Detoxide

GOAL 01

To successfully release their debut single chaos ensue followed by ‘pet my paradise’ ep release

02 GOAL

To grow an active audience on their social media pages that is actively engaging with music content

GOAL 03

Excuste a string of small concert at known punk and grunge venues through out London

04 GOAL

Open pathways and dialogs with tastes makers in the underground music scene to widen the scope of future release

Campaign TIMELINE

April

- Finalise all necessary assets need for promotional plans
- Production of promotional products
- Booking and application for live events
- Debut single media assets sent to relevant media sources DSP + Traditional media

May

- Completion of all media assets for debut single and ep including but not limited to music video EP cover, one sheet for press release etc.
- The start of any arranged live events, alongside pre- arranged social media content to curate EP aesthetic
- Debut single pre-save released alongside small physical product release pre-order

TIMELINE

June

- Debut Single release – with physical records and a zine with digital download available for purchase
- EP sent to radio and DSPs and print and online media for reviews
- EP announcement alongside first headline ‘house party show’
- Continuation of live events and social media posting

JULY

- Any and all prior arranged interviews with media to be hosted.
- A stripped back live stream of EP tracks and cut songs to have dialogue with internet based audience
- EP release and release house party

A DETAILED LOOK

The campaign and all time needed to organise its roll out will happen over a four month window beginning in April 2023 and leading to the release in July 2023

- This 4-month length has been shortened due to the artist already having the deliverable product. As such the marketing is focusing on; the creating the promotional assets, the people that will compromise the artist audience alongside the positioning of the campaign to genre tastemakers[1]

Throughout the whole campaign there will also be flexibility due to its small scale with dates of live events social media posts and any money put into advertising given the small budget

Audience

The foundations of this marketing plan was to curate an audience demographic for RibRab due to there current unknown status. The audience base will then influence the rest of the plan in places in where promotion will be implemented[2]. Having this audience demographic means marketing will better targeted and a higher likelihood of success[3].

To create this audience profile popular media on the music genres were assessed alongside artist that are comparable to see where they draw their key audience from. This was then merged with the artist current social media following to create the rudimental bases of the demographics.

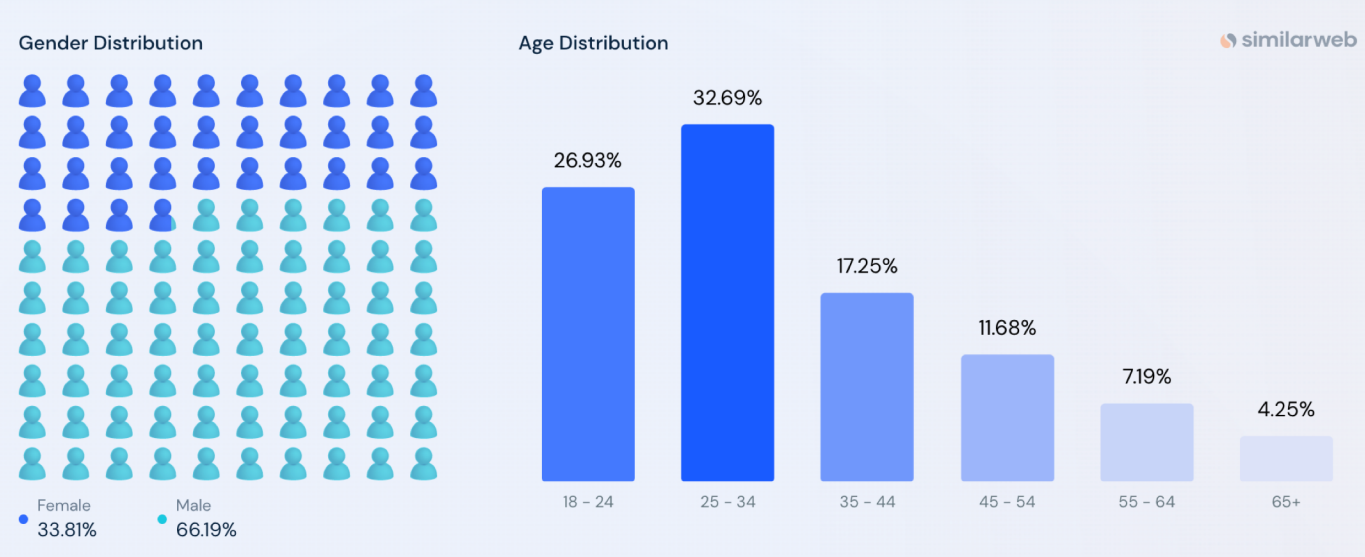
Comparable Artist





Though difficult to find artist who are in the exact same genre with a sizeable enough audience to extrapolate data from these two artist are closest in the alt-rock genre and also show the growth in demographics[4]

Influential media



NME a magazine that many looks to as a key influence in the music genre has a mixed demographic with the audience skewed to Males in the 25-35 age range however the is a clear female and younger audience with women making up 33.8% of the viewer base[5].

Old Wave

Identification

- Active grunge & punk listeners
- 25+
- Skewed to an older male demographic
- Avid concert goers
- London based

Benefits

- Credibility in the genre
- Physical sale
- 18+ venue ticket sale
- Word of mouth / grass route promotion
- More disposable income

New Wave

Identification

- Active on social media in fan spaces
- 14-21
- Skewed to a younger women demographic
- Avid investment in online artists
- English speaking

Benefits

- Social media engagement and growth
- Merchandise sales
- Easier to funnel from awareness to loyalty
- Social media posting promotion
- Ability to capture fans in different territories

Traditional media capture

Radio and traditional print media who platform genres such as grunge and punk have continuously showcased small artist as to hopefully find the next break through artist to keep their position as tastemakers in the industry. As seen with content such as NME essential emerging and BBC 6 new music fix[6].



Traditional media capture

Even still the competition to be part of these exclusive lists is tough as there is a constant revolving door of artists trying to get a foot into the industry. Due to this it is important to stand out from the crowd[7].

It was important to do this whilst also reflecting the artist image as such the broken record will be sent to the proposed stations and media outlets to boost chances of recognition and position the artist to be played on radio.



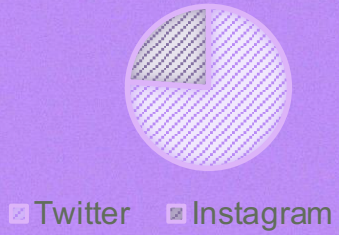
New wave marketing

Social media will be key to building a new wave audience. To attract these fan they are of an age group where they are no longer looking for an idol or an artist to look look up to but are instead looking to follow artist they can live vicariously alongside the feeling that if they met the artist they could be friends[8].

A questionnaire was sent to a group of halsey fan and although there are difference between the artists the knowledge of how she built her career on social media and how fans engage with her on those site can help build a bases for the social media strategy.

Questions were given to a set of 60 individuals and were based upon social media usage for artist interaction alongside how these fan utilise social media to find new artist.

WHERE DO YOU MAINLY ENGAGE IN HALSEY CONTENT?



HAVE YOU ACTIVELY FOLLOWED THE CAREER OF AN ARTIST THAT WAS RECOMMENDED TO YOU ON SOCIAL MEDIA?



Social media content

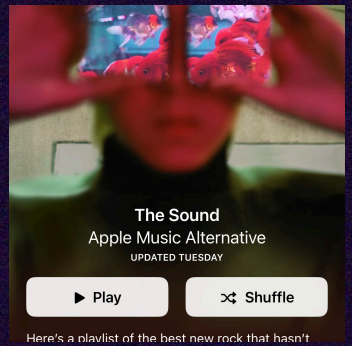
Application	Audience	Posting Options	Content
Tumblr	19 – 24 Used mainly by those who grew up on the application focusing on niece ascetic's	Text Photos Video	Curating an easily re-blogable feed with the artist picture utilising grunge asestics with photo taken exclusively on disposable film
Twitter	16– 24 Used by fans to create spaces to find those with similar interest and talk to the artist causally	Text Photos Videos	Interacting with fans and others in the genre for the artist to use casually
TikTok	14– 24 Used to consume bit size videos from artist	Videos	Clips from live events alongside BTS content such as songs being worked on
Instagram	14 – 24 Used to keep up to date on the artist main content and activities along side sharing music on personal stories	Videos Photos	To be a used as a way to keep updated on the artist current events.

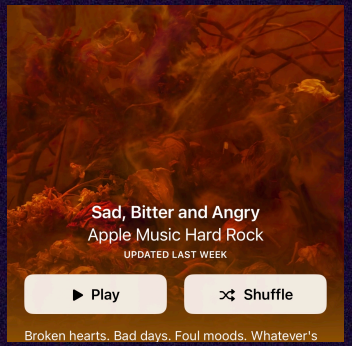
Each app has its own defining traits as such a different content strategy will be applied to each to cater better to the place in which the artist is posting and the people they are posting to.

DSP


ROCK
FREQUENCY


unleashed

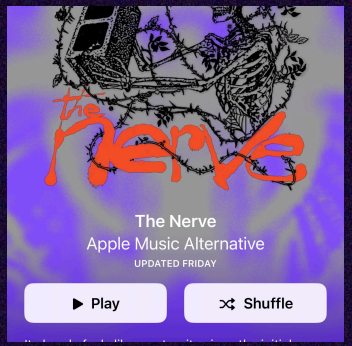

The Sound
Apple Music Alternative
UPDATED TUESDAY
Play
Shuffle
Here's a playlist of the best new rock that hasn't


Sad, Bitter and Angry
Apple Music Hard Rock
UPDATED LAST WEEK
Play
Shuffle
Broken hearts. Bad days. Foul moods. Whatever's


Rock
Rising


shockwave


Music
UNTITLED


the nerve
The Nerve
Apple Music Alternative
UPDATED FRIDAY
Play
Shuffle

Live Events

Due to budgeting constraints and also the lack of certainty in selling out a headliner show the artist is boxed into live event options available.

Though the genre has many iconic venues which much like traditional media strive to position themselves as tastemakers in the market. Due to this many of these small venue will host line-up nights where you can apply to the venue or booker to be added to a line-up and front no cost of the gig. Music venues that have been selected and applications have been sent to; Dublin castle, Hope and anchor and the windmill Brixton[9].

From here once shows are confirmed with venues and booking agents the RibRabs options will widen as other venues who don't accept first time act will then consider artists applications



Budgeting Merchandise

Item	Cost per unit (£)	Sale price (£)	Proft (£)	Amount to purchase	Total unit cost (£)	Gross profit (£)	Net Profit (£)
Lighters[10]	0.36	5	4.64	50	18	250	232
Zine	0.45	5	4.55	50	22.50	250	227.50
Cassette	3.22	10	11.78	50	161	500	339
Vinyl	20	25	10	50	1000	1250	250
				Totals	**1201.50**	**2250**	**1048.50**

Merchandise mock-ups



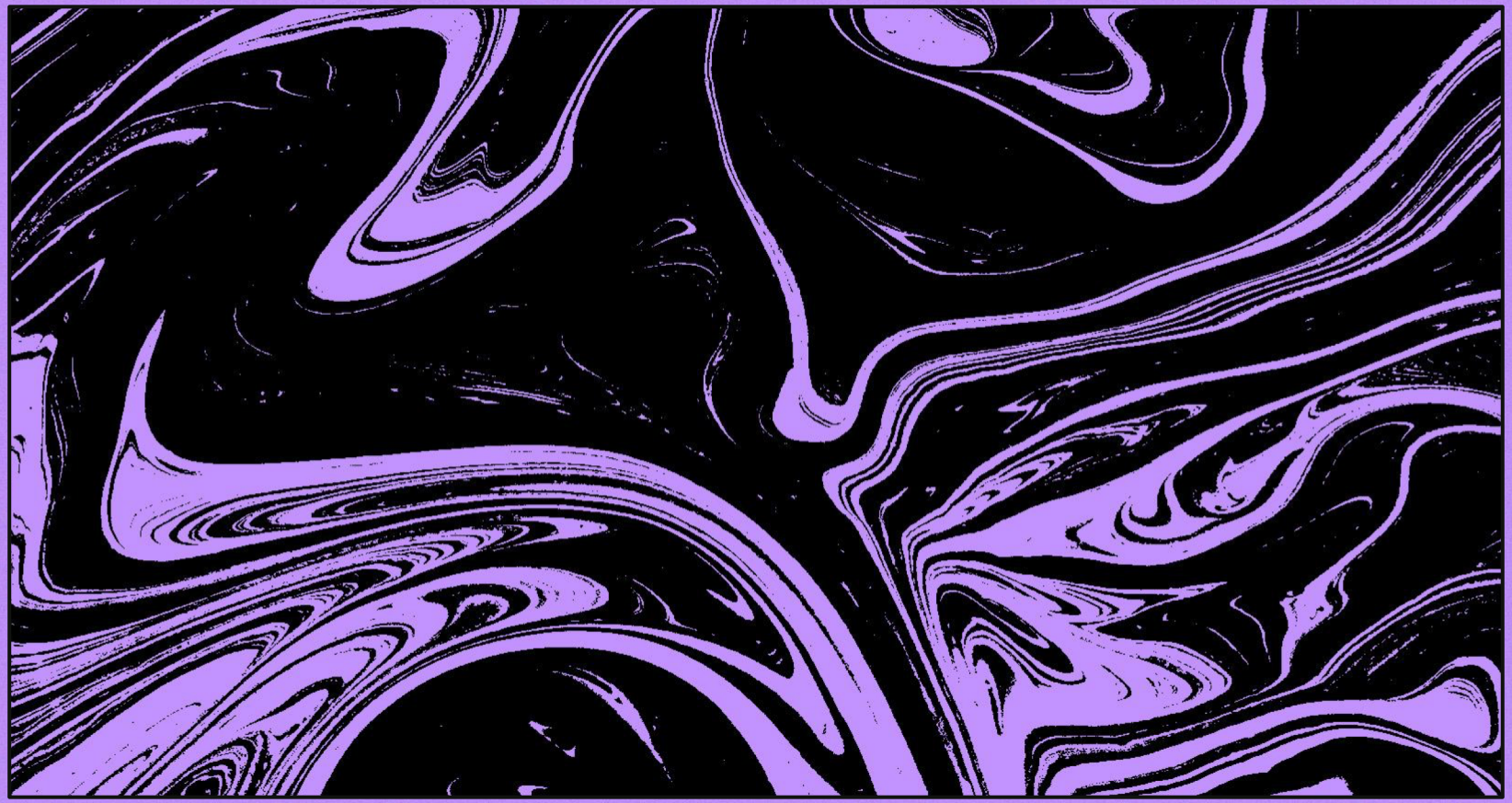


Marketing budget

Item	Description	Unit amount	Sale price (£)	Amount to purchase	Total unit cost (£)
Fly posting[11]	Two week fly posting in urban area	4 sheets 60” x 40	1	100	100
Social media	EP release advertisement	1 CPM	5.45	50	272.50
Website hosting	Artist website, Merch shop	1 Month	17	12	204
Distribution	Single digital distribution	1 Year	9.99	1	9.99
	Album digital distribution	1 Year	27.99	1	27.99
				Totals	**614.48**

Marketing asset's





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