

A vinyl record is shown on a turntable, with its grooves clearly visible. The background is dark and filled with numerous out-of-focus, warm-toned circular lights, creating a bokeh effect. The overall mood is artistic and nostalgic.

# ENTERTAINMENT MARKETING

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## Introduction

Dogz Or Godz are a London based duo who have developed a unique sound over the last ten years working together, though never aspiring to be a band. A sequence of events led to the writing and recording of their debut album RETOX, which they would now like to release.

This report will look at how to market the independent, not yet debuted, Dogz Or Godz. The marketing strategy will look at how to position the band in the market, identify potential fans, and create a marketing plan of events to build engagement and revenue. With an unprecedented amount of new music released onto streaming platforms each day, the market for new music is saturated. The right marketing can determine whether new songs will connect with an audience (McGuire, 2018).

## The Band

Dogz Or Godz is made up of two creatives who met in a pub in West London and quickly became friends. They bonded over music and soon started jamming in the studio after an all-night party. One Dogz Or Godz member is a successful DJ and Music Producer, and the other member is a promising vocalist. Each night out led to an after-party at the studio, and this is where Dogz Or Godz was born. Their sound developed and evolved over several years. In their own words about their debut album, “RETOX was a series of mistakes that sounded good.”

### Dogz Or Godz Album Artwork



Both members had different music business experiences before their meeting and became disillusioned with how superficial the music industry had become. Neither cared about fame and initially enjoyed making music simply for their mates to enjoy while partying in the studio. The studio parties became infamous on a Friday night and had become known as Fuck it Friday. It was an outlet for all to express themselves without boundaries or rules, and this is when the band were at their most comfortable and made their best music.

## Marketing Strategy

The marketing strategy will align the bands goals and objectives into a single comprehensive plan (What is a marketing strategy? Definition and examples, 2020). The process identifies Dogz Or Godz potential fans and target

audiences alongside how the band should be positioned and branded in the music scene to attract those targeted audiences.

## Target Audience

The comparative analysis method compares similarities with other artists to develop an idea of the target audience. The band has a similar look to N.E.R.D due to the bands alternative hip-hop and black rock style and appearance.

Dogz Or Godz has a similar sound, energy and punk attitude to The Prodigy. The Streets persona is comparable to the ethos of DOGZ OR GODZ. due to the wit, the party lifestyle and disregard of political correctness. A review of live gigs online and in-person has given assurance that the band can position themselves comfortably within a similar fanbase to The Streets and The Prodigy.

Based on similarities to The Prodigy and the Streets, we can surmise that the potential fanbases:

- Are students
- Will lean more towards males
- Partake in recreational narcotics
- Are festival attendees
- Are middle-aged ravers

A deeper analysis was gained on the potential fanbases using Facebook audience insights. Facebook audience insights can provide statistical information on geographic location, demographic, purchase behaviour, occupation, and more based on the users criteria (Facebook for Business, 2021).

Given the similarities between Dogz Or Godz and the artists identified above, Facebook analytics was used to explore the statistics of users interested in The Streets, The Prodigy and Alternative hip hop. Dogz Or Godz are a band based in London, so the first target audiences location was users from London, male and female, aged between 18-45.

Facebook analytics provided the following information based on the criteria given.

- 71% are students confirming some of the initial theories around the potential target audiences.

- 52% are male, 48% female
- 48% are single
- 24% are in sales
- 23% are in art and entertainment, sport and media roles.

(See appendices 1-5 for graphs and statistics from Facebook analytics)

## Position And Branding

The name of the band is arguably the most significant aspect of the bands branding. It signals elements of the band to a market. The Dogz Or Godz name represents good and evil. The word dog is god spelt backwards. The term Dog is often used in a derogatory manner to describe a man as undesirable, unsatisfactory or simply a low life. A God is the opposite end of the spectrum and describes somebody who is admired, loved, worshipped, and regarded as a divine being. It is good versus evil, yin and yang and ultimately asks the question Dog or God?. In the logo, the word Dogz has devil horns above the O, and the word Godz has a halo above the O. The two dogs in silhouette form represent the bands two members, but it isnt clear who is who. Alluding to the fact, everyone has a good side and bad side.

**Dogz Or Godz Logo/Brand**

# DÖGZ OR GÖDZ



The Dogz Or Godz logo shows signs of wear and tear, almost vintage in feel. The worn look gives it a rawness represented in the sound of their music, and its imperfect. The RETOX album cover artwork also features a thought-provoking title. The opposite of detoxing signals what the album entails. The album artwork of a nun raising her habit to reveal the words RETOX tattooed on her derriere also signal the band is not politically correct. Dogz Or Godz

happens when Punk meets Hip Hop, and somebody flushes the rule book down the toilet.

The vibe of the logo and the feel of the album artwork could not represent the sound of the record any better. The albums opener, Fuck It! means precisely that. The first line of the first track from the debut album RETOX clearly states what they are about and where they are coming from with the lyric, “Fuck it, you can tell the A&R suck it!”

Sonically this record is as raw as the lyrics. Drug-fuelled studio sessions are partly responsible for the albums overall architecture, hence the name RETOX. The sound of the album is influenced by The Prodigy. The Prodigys creator Liam Howlett took an interest upon hearing a rough demo, convincing them to make a complete record that he would oversee and mentor. He also agreed to co-produce one song, No Diggity. This collaboration with such a well-known artist is a golden ticket to valuable exposure. The rewards of their relationship with the Prodigy does not end with sharing artistic knowledge. This partnership enables Dogz Or Godz to interact with The Prodigy fanbase, increasing awareness of the Dogz Or Godz brand and enhancing their following.

Any artists physical appearance reflects their cultural and personal values and often serves as a lure, especially in the pop music world. Dogz Or Godz are not wishing for fame and want to be known for their music, so the decision has been made to release their first few songs without knowing who the band members are, believing that putting the music in the spotlight lets the sound get the exposure it needs first. Not knowing the band members creates a feeling of suspense and expectation that contributes to the listeners curiosity (Shah, 2016). One of the musicians most associated with the notion of flirting with anonymity is Abel Tesfaye. He made three songs available for free on YouTube in 2010 under the pseudonym The Weeknd (Shah, 2016). Several other examples of successful musicians with hidden identities are Daft Punk, MF Doom, and Marshmallow Head.

Before they are seen, Dogz Or Godz need to be heard. To eradicate the visual presentation is powerful as it eliminates all preconceived notions based on aesthetic and gives the music a chance to be heard on its own (Shah, 2016). Once it has been heard curiosity builds and our desire for more increases the more we become immersed. This is where unknown artists

power lies. Audiences are intrigued and they want to know more (Shah, 2016).

## Marketing Schedule

The marketing plan targets male and females interested in festivals, 18-45 years old, working in sales and creative industries and will be targeted through ads on social media, guerrilla marketing, posters and flyers, experiential marketing and live events. The marketing plan below is for 12 months and highlights the milestones and achievements expected to be completed (Weller, 2016). The high-level timeline of events proposed are:

|           |                                                                                                                                                                                                                    |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MAY       | Build the website and set up social media, including tastes of the album through Soundcloud                                                                                                                        |
| JUNE      | Build a fanbase, hire soundsystem van for festival guerilla tactics.                                                                                                                                               |
| JULY      | Build fanbase, hire soundsystem van for festival guerilla tactics.<br>Drop one lyric line per week from Fuck it in short video clips<br>Also, have T-shirts worn by different musicians each week with the lyrics. |
| AUGUST    | Fuck It Fridays - Nandos immersive experience<br>FUCK IT single release                                                                                                                                            |
| SEPTEMBER | Who are DOGZ OR GODZ? Flyer & poster campaign, merch giveaway.<br>Shoot No Diggity promo video & press shots                                                                                                       |
| OCTOBER   | Hire PR team, 4-week Dogz Or Godz social campaign for the official debut single. Drop official debut single No Diggity & first visual.                                                                             |
| NOVEMBER  | Drop new music, band rehearsal for tour, film behind the scenes footage for online content                                                                                                                         |
| DECEMBER  | Drop new music, band rehearsal for tour, film behind the scenes footage,<br>4-week social campaign for the album release                                                                                           |

|          |                                                         |
|----------|---------------------------------------------------------|
| JANUARY  | Drop RETOX album - radio & press, promo                 |
| FEBRUARY | RETOX Album promo - radio & press + European tour promo |
| MARCH    | European Tour                                           |
| APRIL    | European Tour                                           |

Elements of the marketing plan are discussed in the sections below.

## Budget

The budget is based on the fact the band is independent, and contains the estimates for the activities in the schedule above:

| Category of expenditure                                       | Amount (£)       |
|---------------------------------------------------------------|------------------|
| Starstorm PR £1000 per month, for 6 months                    | 6,000.00         |
| Prime Pixels social media management £400 per month 12 months | 4,800.00         |
| Instagram & Facebook ads £100 per month 2 months              | 1,200.00         |
| Soundsystem van hire £500 at 8 days                           | 4,000.00         |
| Street team 2 girls £100 per day 9 days                       | 18,00.00         |
| Nandos dinner £500                                            | 500.00           |
| Posters and flyers & distribution £500                        | 500.00           |
| Micro influencer marketing £500                               | 2,000.00         |
| Marketing consulting fee - Karl Gordon                        | 4,000.00         |
| <b>Total marketing spend</b>                                  | <b>24,800.00</b> |

## Build A Website And Social Media Platforms

As unmerged artists, a vital element of the marketing plan is to set up communication platforms for the band. Communication platforms will be a website and social media platforms. There will be an initial 60-day strategy utilising social media for target marketing. This will be initially based on the Facebook analytics covered earlier in the marketing strategy on the London based profile, which can then be monitored, refined and optimised for DOGZ OR GODZs target market using Facebook and Instagram performance indicators, collecting valuable information on the demographics, psychographics and geographics of users interested in the band. A social media services such as Prime Pixels will also be utilised to ensure the success of the social media campaign, to provide strategies that effectively

reach the target audience. The performance and communication will be analysed for further insight (Your Turnkey Social Media Team, 2021).

## Build A Fan Base

In his 1000 true fans paper, Kevin Kelly stated that artists should focus their attention on getting real fans (Kelly, n.d.). These are the ones that will respect everything their favourite band does and are willing to give up a percentage of their hard-earned money just to support them (Riemens, 2017). These are known as super fans.

The task is to deliver the artist to its target audience and the potential super fans. This can be done via tastemakers and influencers who align to the Dogz Or Godz ethos. Instead of dealing with influencers who have huge followings and can be very expensive, we will go with nano influencers who communicate more often with their consumers and have tighter social groups, thus motivating a higher level of interaction (Lurillo, 2019). Mobile Marketers reports that influencers with 1,000 to 5,000 followers earn the highest levels of interaction on Instagram. Prioritising exposure over fame when deciding who to partner with is vital to the campaign and will make sure the Dogz Or Godz brand only partners with influencers who have authentic connections with the ethos (Lurillo, 2019).

Because being heard is increasingly more challenging in today's digital era, artists have to think a little bit more out of the box and respond with fresh and exciting methods just to get noticed. The music industry has changed, and as streaming services transform people into casual fans, musicians must work harder to form meaningful relationships with consumers in an ever-growing impersonal environment (Experiential Marketing in Music and Beyond: How Creators Stand Out | MC<sup>2</sup>, 2021).

After Building a fanbase for the first few months of the campaign, the next phase will be to explore experiential marketing. Each Friday for four consecutive weeks in August, Dogz Or Godz will release one new song. Kanye West used a similar strategy in 2010 when promoting his album *My Twisted Dark Fantasy* to significant effect (Held, 2019). Kanye referred to them as GOOD Fridays, in reference to his GOOD Records label (Held, 2019); Dogz Or Godz will refer to them as Fuck It Fridays in relation to the Friday night studio sessions in which the band created the music. At the time of Kanye's album release, some of the tracks he gave away later appeared

on the album or made available elsewhere, offering fans a glimpse of the album before buying it (Held, 2019). Offering free content fosters faith in the brand, which results in more followers and further support in the future (Held, 2019). It is a great way to give fans something special to build excitement and enthusiasm (Held, 2019).

## Festival Guerrilla Tactics

The marketing plan aims to build the fanbase through an element of disruptive marketing, festival guerrilla tactics. Disruptive marketing can cut through some of the ten thousand advertisements consumers receive on a daily basis, these tactics need to be something that competitors aren't doing (Bickov, 2017).

Dogz Or Godz will assemble a street team to arrive outside key festivals with a van containing a powerful inbuilt sound system and customised band logo on the sides of the van. The van will play the latest music from Dogz Or Godz loudly, while promotion girls will hand out flyers with details of the bands social media and music. This marketing technique will draw crowds, be filmed and photographed by festival attendees, posted to their socials, shared and discussed. The street team will execute this tactic each weekend in June and July.

### The van to play music



(Rayner, 2012)

Festivals likely to attend with Guerrilla tactics:

1. Wireless, June 2<sup>nd</sup>
2. One Dance, June 6<sup>th</sup>
3. Lovebox, June 11<sup>th</sup>
4. Glastonbury, 23<sup>rd</sup> June
5. Finsbury Park, 10<sup>th</sup> July
6. Latitude, 22<sup>nd</sup> July
7. Bestival, 29<sup>th</sup> July
8. Syn, 31<sup>st</sup> July

## #fuckitfridays

Fuck It Fridays will be introduced after the sixty day fan finding mission utilising fanbases and demographics from our lookalike artists, The Prodigy and The Streets. Every Friday for four weeks, Dogz or Godz will encourage and dare fans to post videos or photos on their social media platforms with the hashtag #fuckitfridays. This is intended to work in a similar fashion to the Nike slogan Just Do it and is aimed to be empowering and unapologetic.

User-generated content is a very effective marketing strategy, and #fuckitfridays will be an effective way to grow interaction. Consistency is vital when using hashtags.

The benefits of hashtags are:

- They are highly adaptable and can lead anybody on social networking sites to your information (Patel, n.d.).
- Creates increased interaction, expanding the bands potential reach (Patel, n.d.).
- When used in tweets, they are more likely to get more clicks, retweets and favourites (Patel, n.d.).
- It is used to show people to see whats trending (Chapman, 2017).
- It can be used for searching for related content (Chapman, 2017).



## Experiential Marketing

In the present landscape, an experiential marketing approach used for promotional purposes will help build artist-fan relationships. For contemporary artists like Dogz Or Godz, hosting an immersive event will help raise their profile, giving the traditional meet and greet a new spin. In third month of the campaign, Dogz Or Godz will set up a meeting with fans.

The meeting will be for thirty fans, chosen as competition winners, whose task was to post the most outlandish videos of themselves doing something crazy for #fuckitfridays. Dogz Or Godz will give the creators of the thirty most extraordinary pieces of user-generated content an invite to have an all-expenses-paid dinner with them at Nandos in a central London location.

In an extra twist Dogz Or Godz will not be attend the meeting, as themselves. They will pose as competition winners and mingle with the fans immersing themselves in conversation. Video screens will appear later in the evening with a pre-recorded message from the band apologising for not being present and for their guests to stay and enjoy a few drinks on them. The fans will not make out the bands identities via the video, keeping the whole event shrouded in mystery. Meanwhile fans dont realise they are eating, drinking and interacting with Dogz Or Godz the entire time. At the cost of around £500, this type of event has the potential to make headlines, and word of mouth will be priceless. A street team member will give each competition winner a free Dogz Or Godz hoodie on departure. When the band deliver such a memorable experience, fans are more likely to use word of mouth to promote the band.

### Dogz Or Godz Merchandise



Source: T-Shirt Application

## Who Are Dogz Or Godz?!

After Fuck it Fridays and Festival Guerrilla tactics, the campaign goes into the fifth month. At this point, curiosity and buzz around Dogz Or Godz has been gaining momentum, and the next phase of the strategy is to give a little more away.

A cost effective and overlooked tactic in today's marketing is posters. As Dogz Or Godz are not working with major label budgets, posters are a cost effective method over other advertising options, such as magazine ads, television and radio (3 reasons why posters are still a great marketing tool, 2016). Fly posting is still an effective way to spread a message to the target market by posting in specific areas where the demographic are most likely to see them. The poster will be simple and visually intriguing so that the viewer can see and remember the Dogz Or Godz brand (3 reasons why posters are still a great marketing tool, 2016). High traffic sites will be selected so that a larger awareness is likely to grow (3 reasons why posters are still a great marketing tool, 2016).

#### Who are Dogz Or Godz Poster example



Who Are Dogz Or Godz?!  
(Thieves Guild Art, 2012)

The Who are Dogz Or Godz?! poster will have little information about the band except a QR code taking the consumer to the website. The hashtag #whoaredogzorgodz will also be utilised by selecting key influencers to wear Who are Dogz Or Godz? hoodies or T-Shirts, take pictures in the merchandise and post to their social media accounts.

## PR Team

October will be the sixth month and mark halfway through the campaign. The marketing drive is expected to have gained steady momentum and a strong following. A music public relations team will now be utilised to promote the upcoming single No Diggity, the album RETOX, and the tour. The PR firm will also include Spotify and radio promotion (Online Music PR & Radio Promotion - Starstorm Digital, 2020)

The PR team will liaise with the marketing team, Dogz Or Godz and the media to secure single album reviews and interviews with relevant bloggers and journalists. This campaign should last for at least six months to generate as much press as possible nationally and internationally.

## Dogz Or Godz Social Schedule Calendar For No Diggity

October is where The Prodigy association is leveraged to promote the single release of No Diggity. No Diggity will gain traction with music press and blogs by targeting The Prodigy demographic through fan clubs and social media. Word of mouth and fan engagement will be a vital component of this marketing plan and letting the music speak for itself. Gaining exposure on credible Spotify playlists through the release of No Diggity, is something that can be leveraged with the fact Liam Howlett co-produced this cover version of the Blackstreet classic, and this record is the most radio-friendly song from the DOGZ OR GODZ album RETOX. Prodigy fans are very loyal to Liam Howlett and always support anything he endorses or is involved in creatively. Prodigy fan forums will by now be buzzing about rumours of this collaboration. A 4-week social calendar has been created for the band to schedule in specific posts, one week pre-release, and three weeks post-release for the single. The goal is to get the campaign to tipping point for maximum impact before releasing this single.

The promotion campaign will run from 1st October - 29th October 2021

| Monday                                                                                                                                                           | Tuesday                                                                                                                                                                        | Wednesday | Thursday                                                                                                                                                                | Friday                                                                                                                                                               | Saturday                                                                                                                                                 | Sunday                                                                     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
|                                                                                                                                                                  |                                                                                                                                                                                |           |                                                                                                                                                                         | 1<br>Announce the release of No Diggity in a week. People must be allowed to pre-save from the link in the bio.                                                      | 2                                                                                                                                                        | 3<br>Upload a simple picture to allow fans to speculate about who you are. |
| 4<br>A post on your latest song, encouraging your fans to pre-save it at the link in your bio. A visual snippet from the video will get the audiences attention! | 5<br>Post a picture on your story saying you will be doing an open Q&A Make sure to respond to any questions via video answers. It will go down well with your audience if you | 6         | 7<br>Invite your fans to a listening party on IG Live to hear some unreleased tracks. They would love a taste of hats to come the day before the release of the single. | 8<br>Announce the single release details publicly through Spotify/Apple, etc. Tell the people that the link to the single is in the bio so they can find it on their | 9<br>If someone has posted your music on their feed, look into it and see who they are. Follow them back. Your fans would love the fact you acknowledged | 10                                                                         |

|                                                                                                                                                                                                                                                    | give an insightful response. |                                                                                                                                                                                                                       |                                                                                                                                                                                           | preferred platform. | them personally.                                                                                                                                                                                                            |                                                                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11<br>Lead your fans to playlists you have been added to on Spotify/Apple Music. When you promote the playlist youve been added to, you not only establish your status as an artist, but it helps put your name on the independent curators radar. | 12                           | 13<br>Film a short video to inform your fans that their enthusiasm and loyalty are greatly appreciated! Guide them to the new song. Stay on top of your game: fans appreciate responses from their favourite artists! | 14<br>Tell your fans about the entire recording process, from start to finish! Post footage from behind-the-scenes. This kind of material will significantly boost your engagement rates. | 15                  | 16<br>Upload an image that will promote your music on Spotify. This is composed of a press photo/picture and the Spotify logo. Ensure that your link in your profile brings people to your content Heres a picture for you! | 17<br>Build a playlist that includes your songs, along with some of your favourite artists tracks. Let your audience know you just made it, and send them the link to go & listen to it! Keeping your audience involved in your material is a wise move. |
| 18                                                                                                                                                                                                                                                 |                              | 19                                                                                                                                                                                                                    |                                                                                                                                                                                           | 20                  | 21                                                                                                                                                                                                                          | 22                                                                                                                                                                                                                                                       |

|                                                                        |    |                                                                                                                                                                                                           |                                                                                    |                                                                                                                                                                                                      |                                                                                                                                                                                                                                                 |                                                                                                                                                                     |
|------------------------------------------------------------------------|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                        |    | Post another snippet from a new track to your story on story stating that it is coming soon. There should be a SmartLink in your bio to help your fans discover your single on their favourite platforms. |                                                                                    | Go live and perform from your home/studio and in front of your fans. This is an excellent opportunity to show new content! You may answer any questions your fans will have about upcoming launches. | Get your followers to record themselves listening/ dancing to No Diggidy. If you like it repost it to your story. Make sure to tag the original author so that he or she can see it. Your fans will be glad to see their pictures on your site! | If someone has posted your music on their feed, look into it and see who they are and repost it in your story. Your fans would love to see themselves on your page. |
| 23<br>Use an Apple Music crossover photo to promote your release. This | 24 | 25<br>Post anything you feel like; this helps relieve some of the promotion                                                                                                                               | 26<br>Post another exclusive track to your story, stating that it is available for | 27<br>The social calendar for No Diggity is done! Remember to keep posting for                                                                                                                       | 28                                                                                                                                                                                                                                              | 29                                                                                                                                                                  |

|                                                                                                                 |  |                                                                                      |                                                                                                                                      |                                                                              |  |  |
|-----------------------------------------------------------------------------------------------------------------|--|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|--|--|
| includes a press shot and an Apple Music logo. Ensure that your link in your bio brings people to your content. |  | pressure. Additionally, it offers extra material with which the audience can engage. | streaming on SoundCloud. There should be a SmartLink in your bio to help your fans discover your music on their favourite platforms. | your audience; theyll be a lot more interested in what you have to say next. |  |  |
|-----------------------------------------------------------------------------------------------------------------|--|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|--|--|

(DITTO Music, 2021)

# National And International Promotion

SoundCharts data can be used to supplement Facebook analytics.

SoundCharts is widely regarded as the most robust analytics tool in the music business, and it is an all-in-one system that provides details on any part of an artists career, from social media to radio promotion to airplay (Weiszfeld, 2021).

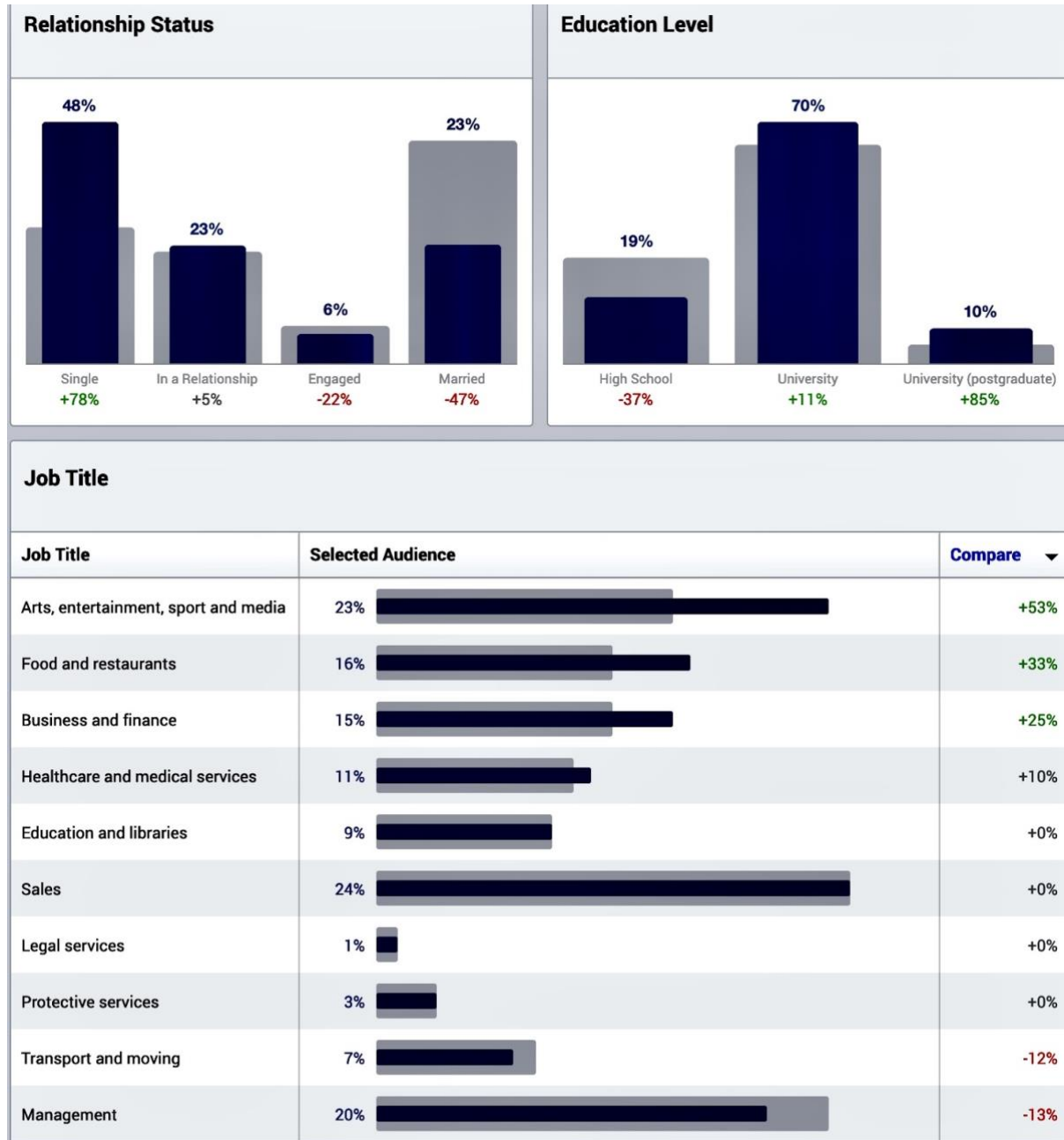
Using The Prodigy audience as the primary template, we can use this valuable information to our advantage. With Soundcharts analytics, we can see the total number of fans they have on each social media platform and the countries where they are the most popular. We can also see the top playlists they are on by the number of followers, their reach by country and radio plays by country.

These statistics give us a clear indication of the countries we should target for radio support and the playlists to pitch Dogz Or Godz music.  
(see appendix 6-13)

# Appendices

## Appendix 1

Facebook analytics based on location, age & common interests: The Prodigy, The Streets and Alternative Hip-Hop



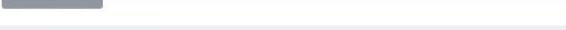
## Appendix 2

Facebook analytics based on location, age & common interests: The Prodigy, The Streets and Alternative Hip-Hop



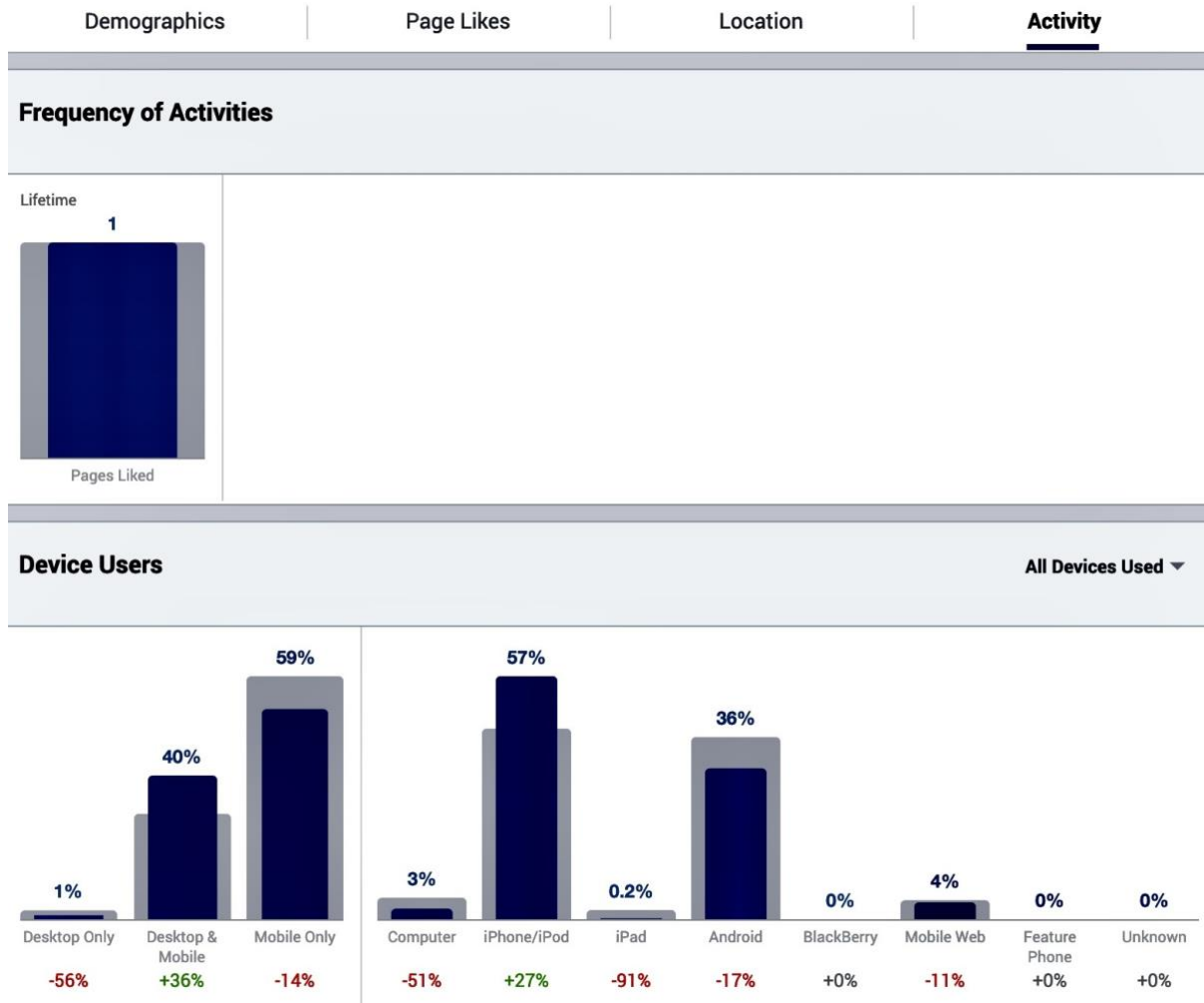
## Appendix 3

Facebook analytics based on location, age & common interests: The Prodigy, The Streets and Alternative Hip-Hop

| Demographics                                         |  | Page Likes                                                                               |  | Location      |  | Activity                                                                                    |  |
|------------------------------------------------------|--|------------------------------------------------------------------------------------------|--|---------------|--|---------------------------------------------------------------------------------------------|--|
| Top Towns/Cities                                     |  | Top Countries                                                                            |  | Top Languages |  |                                                                                             |  |
| Towns/Cities                                         |  | Selected Audience                                                                        |  |               |  | Compare  |  |
| London Borough of Hackney, England, United Kingdom   |  | 1%      |  |               |  | +1100%                                                                                      |  |
| Camberwell, England, United Kingdom                  |  | 1%      |  |               |  | +1000%                                                                                      |  |
| Liverpool, England, United Kingdom                   |  | 4%      |  |               |  | +975%                                                                                       |  |
| Castle Baynard, England, United Kingdom              |  | 4%      |  |               |  | +875%                                                                                       |  |
| London Borough of Lewisham, England, United Kingdom  |  | 0.9%    |  |               |  | +800%                                                                                       |  |
| Central Liverpool, England, United Kingdom           |  | 0.9%   |  |               |  | +800%                                                                                       |  |
| London, England, United Kingdom                      |  | 31%  |  |               |  | +656%                                                                                       |  |
| London Borough of Islington, England, United Kingdom |  | 0.7%  |  |               |  | +600%                                                                                       |  |
| Greater London, England, United Kingdom              |  | 28%  |  |               |  | +502%                                                                                       |  |
| Walthamstow, England, United Kingdom                 |  | 0.5%  |  |               |  | +400%                                                                                       |  |

# Appendix 4

Facebook analytics based on location, age & common interests: The Prodigy, The Streets and Alternative Hip-Hop



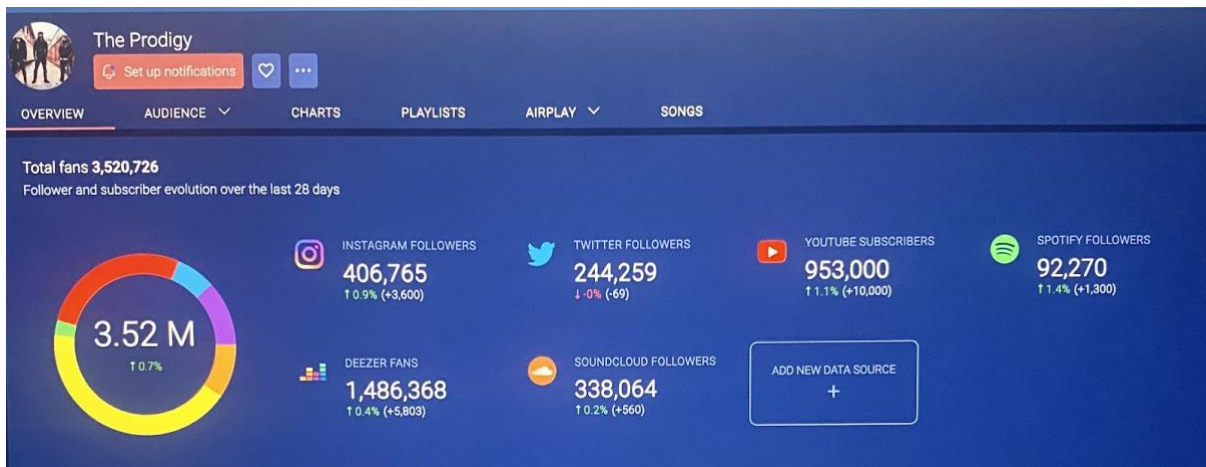
# Appendix 5

Facebook analytics based on location, age & common interests: The Prodigy, The Streets and Alternative Hip-Hop

| Demographics   |                         | Page Likes                                                  | Location | Activity |
|----------------|-------------------------|-------------------------------------------------------------|----------|----------|
| Top Categories |                         |                                                             |          |          |
| 1              | Live music venue        | The Jazz Cafe • Southbank Centre                            |          |          |
| 2              | Event planner           | LWE                                                         |          |          |
| 3              | Dance club & nightclub  | XOYO • Egg London • fabriclondon                            |          |          |
| 4              | Performance art theatre | Barbican Centre                                             |          |          |
| 5              | Shopping centre         | Westfield Stratford City • Westfield London                 |          |          |
| 6              | Non-profit organisation | Transport for London                                        |          |          |
| 7              | News & media website    | London For Free • Secret London • Londonist                 |          |          |
| 8              | Public figure           | StevoTheMadMan • Diversity                                  |          |          |
| 9              | Clothing (brand)        | Ralph Lauren • Levi's • Victoria's Secret • H&M • JD Sports |          |          |
| 10             | Shopping & retail       | adidas Originals • Groupon                                  |          |          |

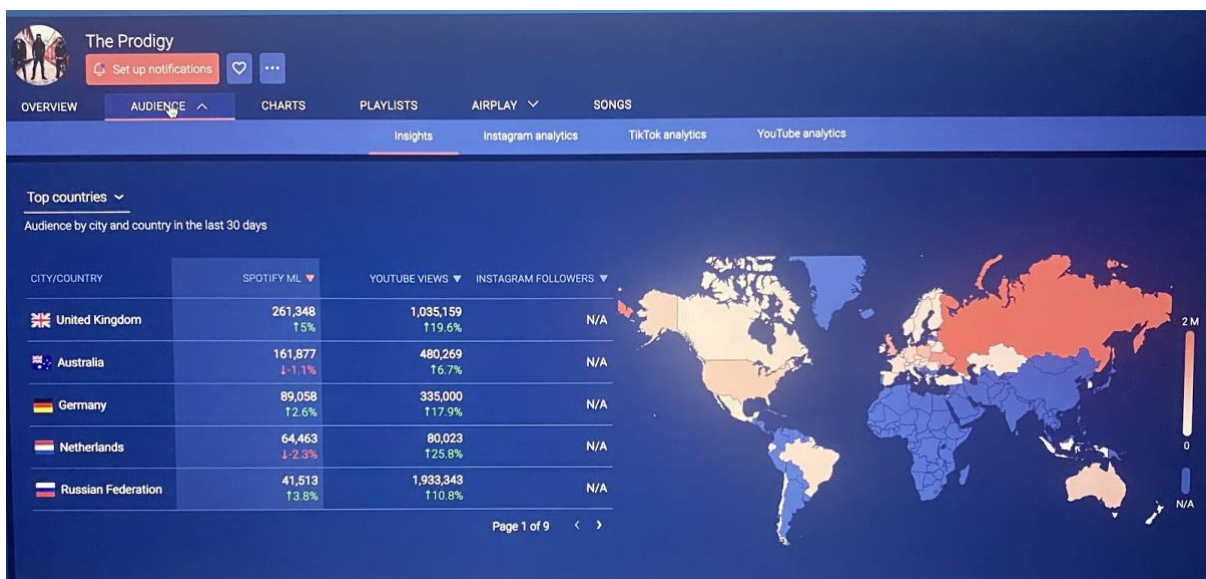
## Appendix 6

Sound charts based on The Prodigy recent follower and subscriber evolution



## Appendix 7

Sound charts based on The Prodigy audience by city and country



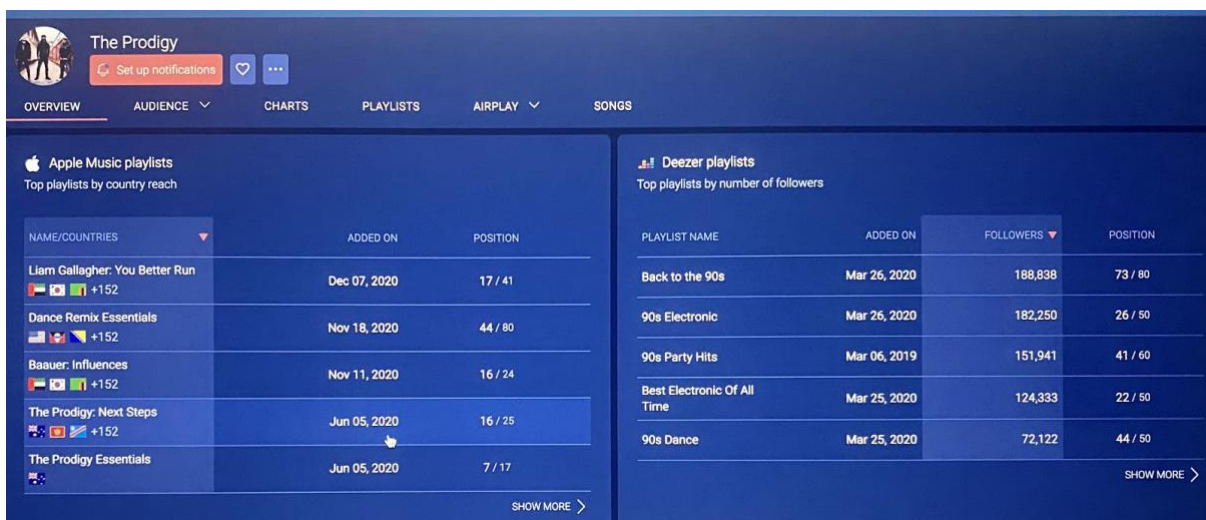
## Appendix 8

Sound charts based on The Prodigy Top playlists appeared on by number of followers



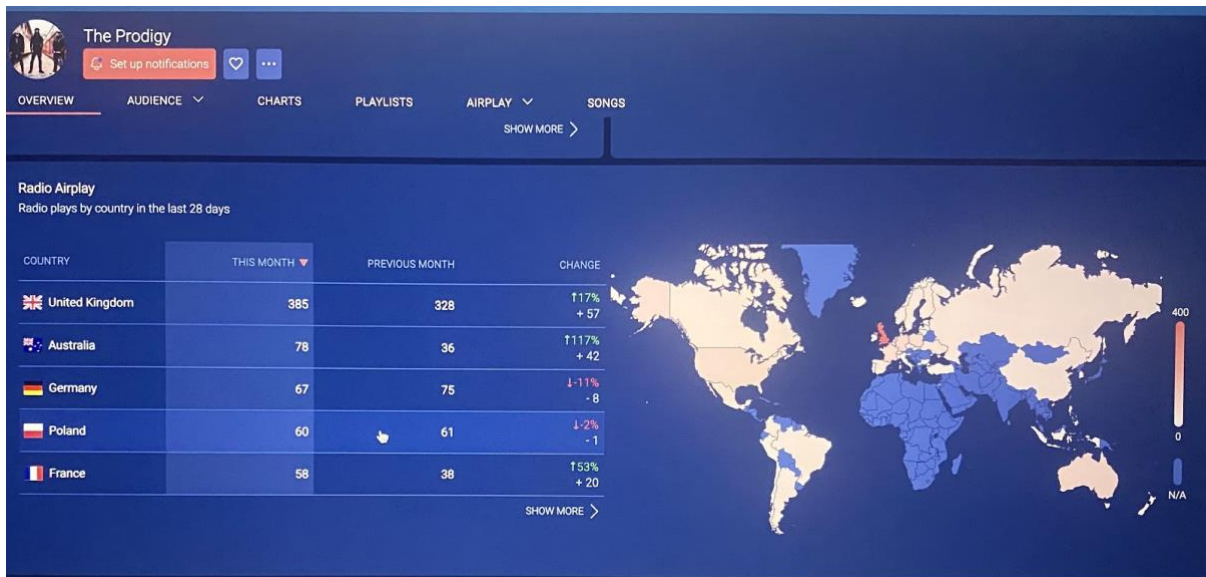
## Appendix 9

Sound charts based on The Prodigy Apple Music playlists added to by country reach



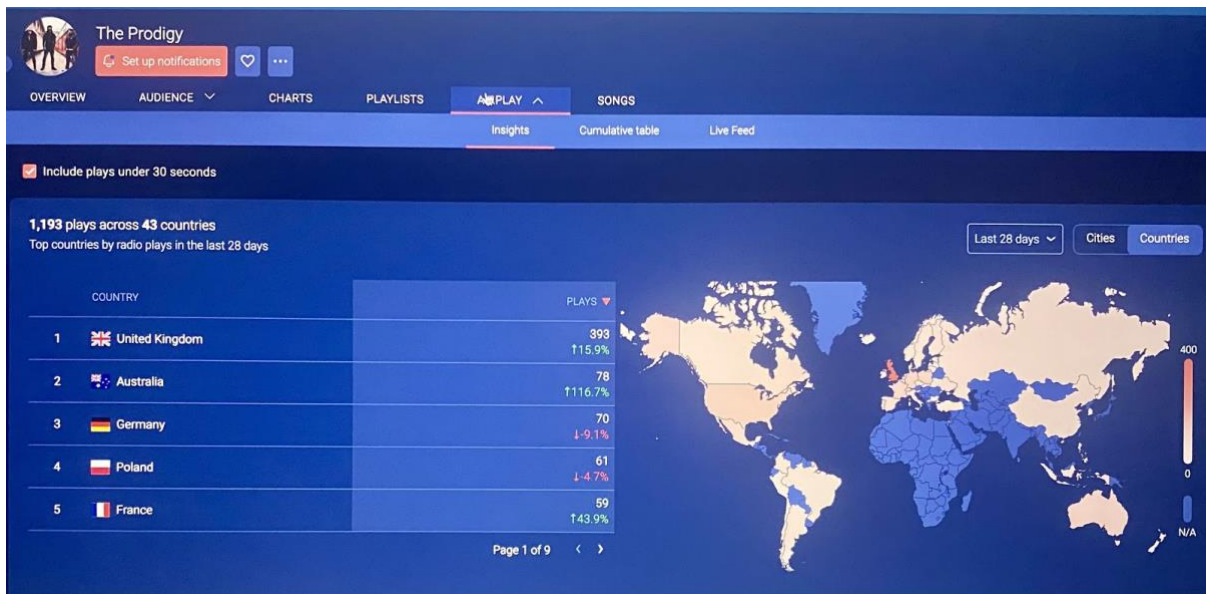
## Appendix 10

Sound charts based on The Prodigy recent radio play by country



## Appendix 11

Sound charts based on The Prodigy top countries by radio play



## Appendix 12

Sound charts based on The Prodigy daily evolution of Spotify monthly listeners



(Soundcharts, 2021)

## Appendix 13

Sound charts based on The Prodigy YouTube daily views over time



(Soundcharts, 2021)

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