International
Music Marketing Presentation

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2023285

Development -Element Three

Presentation

Aaliyah Campaign 2021



Aaliyah Single Release Come Closer ft Beyonce & Missy Elliott.

The Marketing Campaign for UK & US Release,
"Come Closer" ft Beyonce & Missy Elliott.
Release Date 17th September 2021.



This presentation will provide you with the all the aspects of a comprehensive marketing campaign for the single release "Come Closer". This is for the first release from Aaliyah's. upcoming album "All 4 You", which will be available early 2022.

Pre Release & Artist Background



Aaliyah was born on the 16th of January 1979, and died on the 25th of July 2001. The new single release will be announced on the anniversary of her death, she was a singer, actress, model and dancer and really embodied all round entertainment. She helped to refine R&B, pop and hip hop as we see it today and earned the titles of “Queen of Urban Pop” and “The R&B Princess”.(https://en.wikipedia.org/wiki/aaliyah)

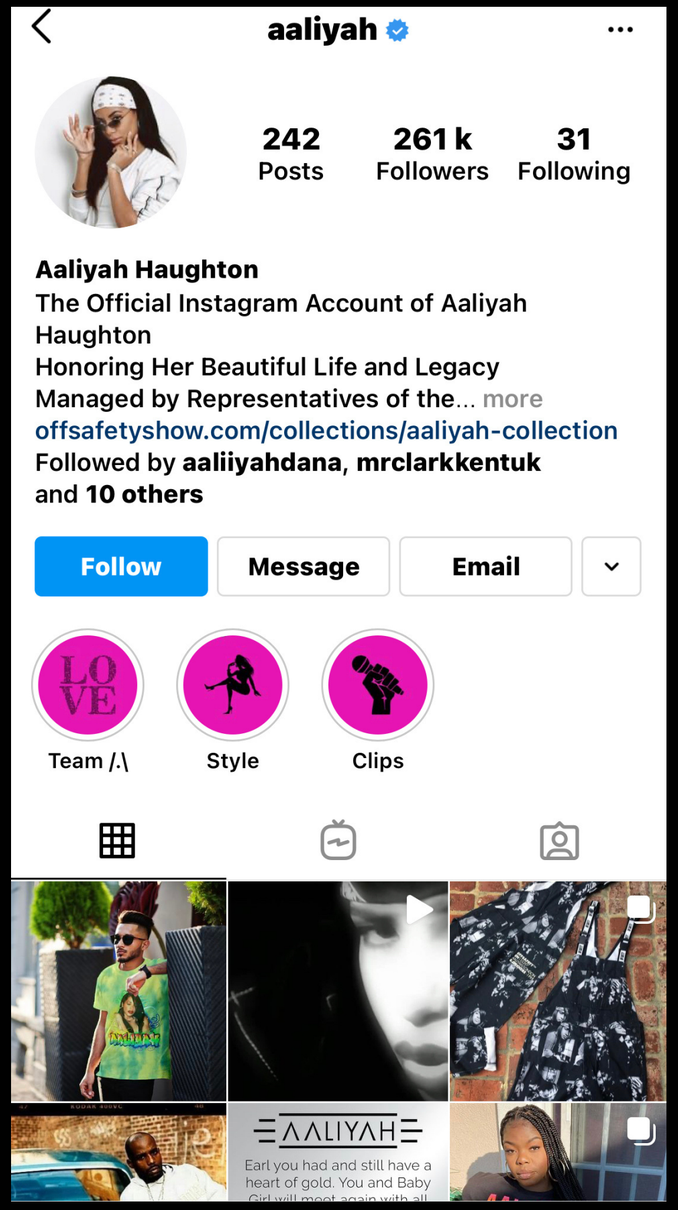
Aaliyah has released one posthumous album back in 2002, "I Care 4 U", The album was a success and debuted at number 3 in the, Billboard Hot 200 and was certified platinum by the RIAA. In the UK it also reached the top ten in the record album charts. (https://www.officialcharts.com)

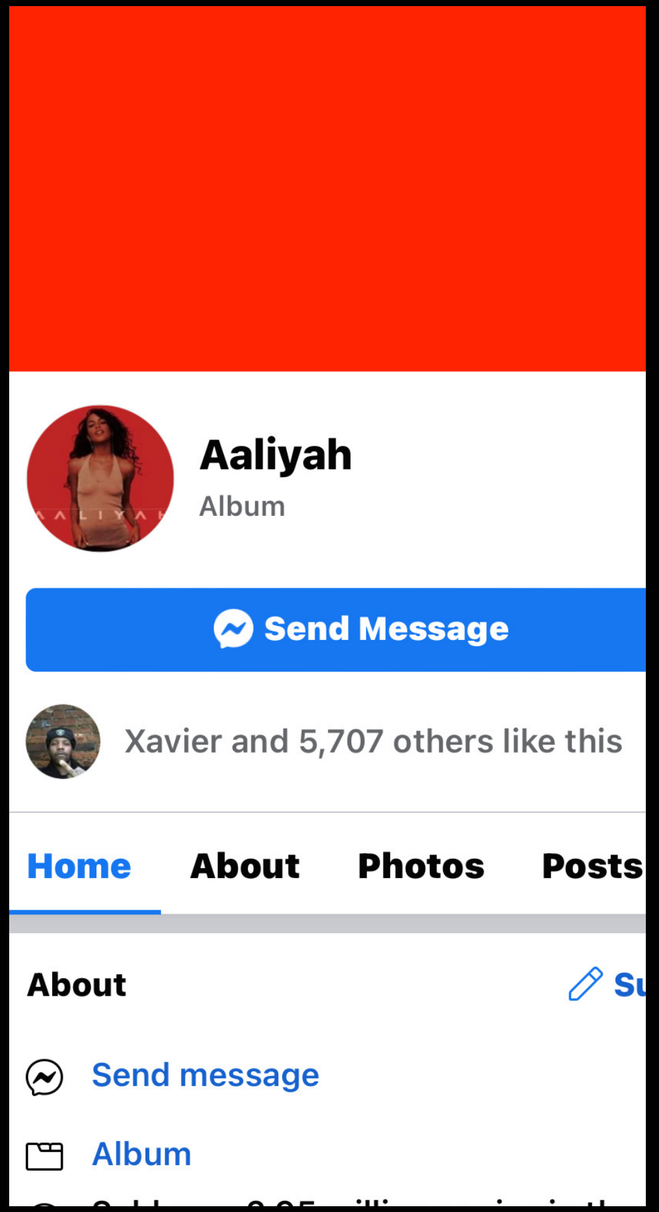
YouGov lists Aaliyah as the 20th most popular R&B and urban artist and 27th, most famous up to date. (www.yougov.co.uk, April 2021–June 2021) This release has been chosen to mark and respect 20 years since the death of Aaliyah. It will contain relevant artists Beyonce & Missy Elliott both of whom where also huge fans & friends of Aaliyah's

Current Social Media Platforms









AALIYAH

Target Audience Demographics

- Age 15-44.
- UK & USA.
- Urban, R&B, Hip Hop, Rap, & Pop.
- 45% Female Vs 55% Male.
- Mid - Low Income.
- Black, White, Mixed Heritage, Latino & Asian.
- Inner City & Urban Areas.
- Students & Blue Collar City Workers.
- Crossovers - Fashion, Dance, Gaming & Art.



AALIYAH

Marketing Persona

Age 20 - 30

R&B, Pop, Neo Soul, Hip Hop & Rap.

Enjoys music, Dance, Fashion, Creativity, Outgoing, Eating Out, Shopping, Fitness, Watching Films, Travels on Public Transport, Travel Abroad, Gaming, Beauty, Going to Music Events & Festivals, Reading, Art, Drama, Jazzy , Street Mentality, Clubbers.

Source, Vibe, Billboard, MTV Base, Guardian, Metro, GQ, i-D, RollingStone.

YouTube, Spotify, Apple Music, iTunes, Deezer, Instagram, Tik Tok, Facebook, Pandora & Roblox.

Radio One, 1 Xtra, Kiss, Heart FM, BBC Radio Two & Regionals, SiriusXm Radio, 106 in Park, BET.

Netflix, Channel 4, MTV, MTV Base, HBO, Channel 5, Cable TV .



AALIYAH

Current Insights & Trends on Chartmetrics

United States

CPP Rank: 1,037th
Engagement Rank: 1,236th
Fan Base Rank: 886th

TikTok

Followers	N/A
Likes	N/A
Videos	78.3K (5,536th)
Views of Top Videos	78.8M (4,227th)

Pandora

Monthly Listeners	4.2M (117th)
Streams	1.6B (339th)
Artist Stations	10M (153rd)

Spotify

Followers	2.6M (651st)
Monthly Listeners	2.4M (2,871st)
Popularity	65/100 (36th)
Playlist Reach	19.5M
Fan Conversion Rate	109.56%

YouTube

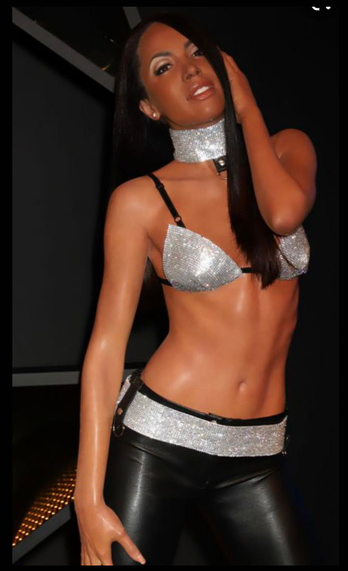
Channel Subscribers	N/A
Channel Views	30.4M (12,530th)
Daily Video Views	313.2K (1,755th)
Monthly Video Views	10M (1,637th)

Instagram

Followers	N/A (N/A)

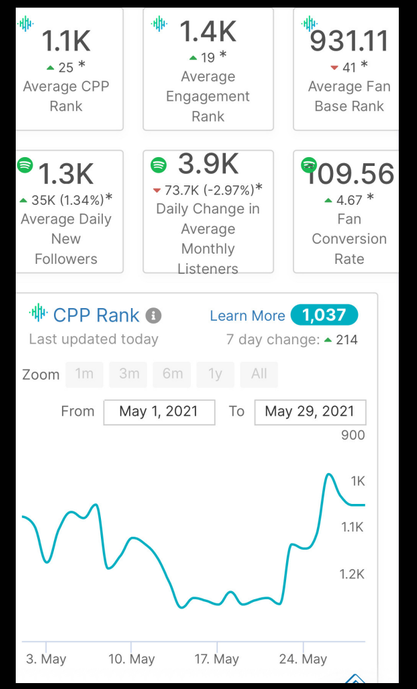
Shazam

Total Count	7.4M



Artist Insights:

May 11, 2021: Rock The Boat (Remix) reached Spotify popularity of 35!
May 01, 2021: We Need A Resolution reached Spotify popularity of 35!
Apr 09, 2021: (At Your Best) You Are Love reached Spotify popularity of 35!
Mar 26, 2021: Colada (feat. Aaliyah) reached Spotify popularity of 35!
Mar 20, 2021: Are You That Somebody reached Spotify popularity of 65!
View More

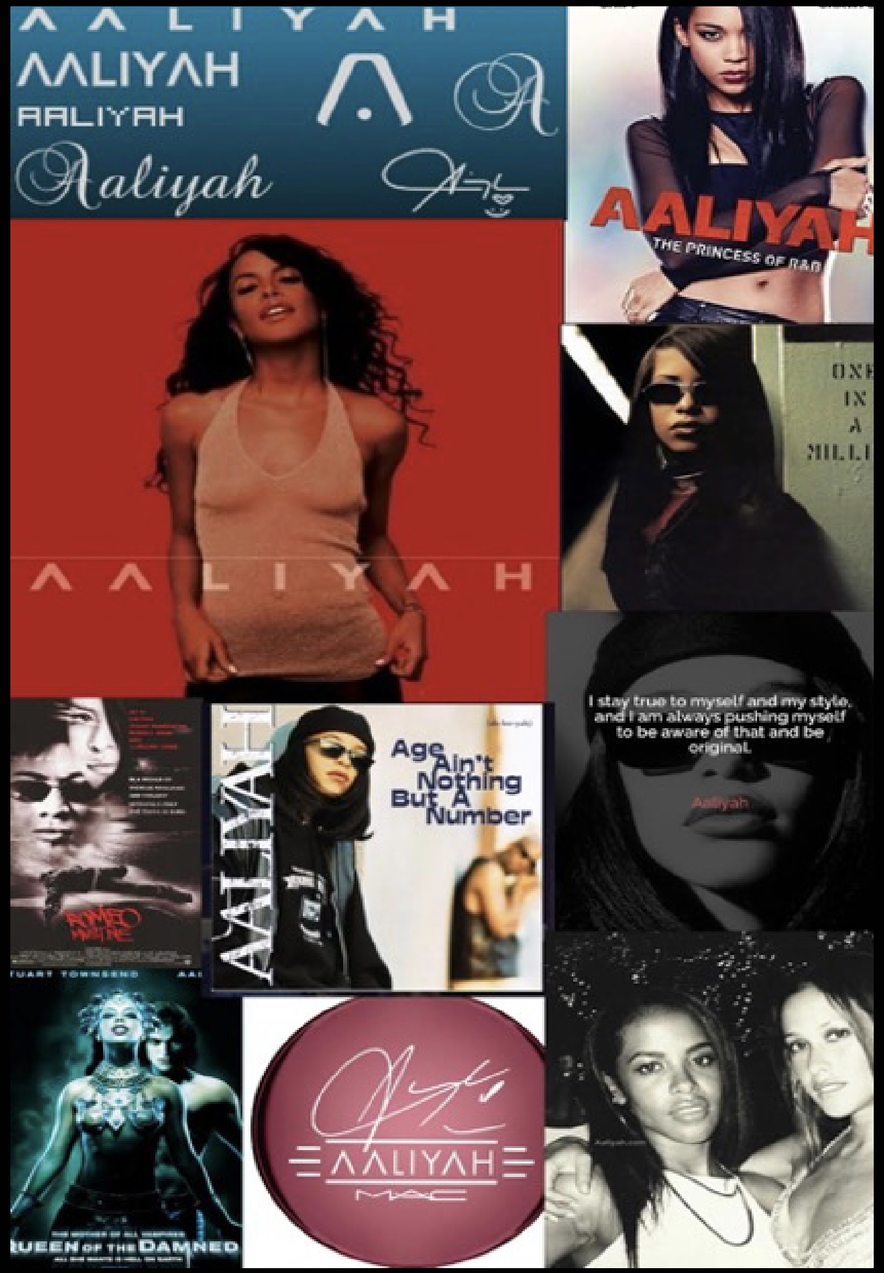


Aaliyah currently has 2.6 million Spotify followers, 2.4 million monthly listeners and a popularity rating of 65/100. 4.2 million monthly listeners on Pandora, and has a CPP Rank of 1763rd. She has an impressive 30 million YouTube views that have been racked up on her channel. The number of average daily followers and conversion rates are increasing despite her not releasing any new music. (app.chartmetrics.com) This could also be down to platfroms such as TIKTok breathing new life into old music.

This shows a trend that people are reminiscing and preferring to listen to older styles of music, it also shows there is still a massive interest in Aaliyah's music despite her passing 20 years ago. These ratings could also be greatly improved with a new single and album release helping keep Aaliayh relevent for longer, and also better established with a younger audience.

AALIYAH

Current branding



Previous Brand Partnerships



roberto cavalli



Previous Logo 's

AALIYAH



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New Brand Identity & Iconography

GOLD

POSITIVE

Wealth
Wisdom
Prosperity
Valudable
Traditional

NEGATIVE

Egotistical
Self-righteous

BLACK

POSITIVE

Sophistication
Security
Power
Elegance
Authority
Substance

NEGATIVE

Death
Evil
Mystery







Aaliyahs previous logo and artwork was plain, it was black and white surrounded by white lines. I felt it needed to standout more and have placed the logo onto a black background to help the letters pop out from the page, added a star and changed the font.

These new colours best represent the vision of the next campaign staying traditional and sophisticated with elegance and substance. I wanted something that worked with gold as its something precious & timeless, but to also mark the 20th anniversary of Aaliyah's death. Something that was fresh, creative and gave the audience a feel-good nostalgia that worked well with cutting edge animation, entertainment & style.

I wanted to be open to scrutiny as well as something that offers wisdom, prosperity and value to the audience, again it will stay original to what Aaliyah was, and what she represented. In the focus group carried out 64% of respondents said they preferred the single cover used, 77% also said they also preferred the new logo and design compared to the ol one. (focus group one)





Single Artwork & Anticipations & Gifs



Music Video Concept Hologram /Animation







The music video will be cutting edge animation, creative, impactful and contain dance routines that are entertaining but also how Aaliyah and the featured artists would perform and dance. ,This will be done by using AI dancers for the videos and promo material, the benefits are cutting costs and also being innovative using new technology, cartoon like avatar characters will be in the video (www.FT.com/digitaldance)

It adds narrative to the story but some may say it lacks real entertainment as in a sense its digital rather than human . Tupac did a hologram performance with Snoop Dogg for Coachella back in 2012.(www.rollingstone.com)

AALIYAH

SMART Objectives & Campaign Mission

Connect, Build, Invigorate & Engage fanbase, Increasing 25% by EOY.

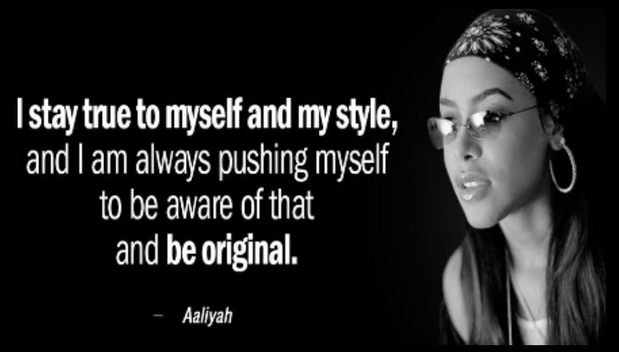


Increase Views on Official YouTube Channel to 1 million Views.

Increase Traffic to Website With 750k Views in September.

Have a Mailing List of 750k Contacts by EOY.

Retain an Audience of 750k on all DSPS by End of 2021.



Increase Mobile App Installs by 20% in 2021.



Achieve a Top 5 Chart Position in UK & US Charts.

AALIYAH

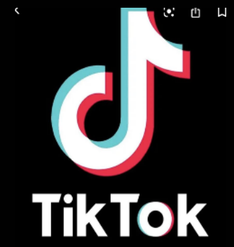
New Social Media Platforms













Facebook is great for community building, YouTube is great for attracting new customers,whilst Instagram is good with connecting with existing customer as well as influencer marketing. Each platform will carry its own personalised & exclusive touch but remaining consistent to the brand and campaign goals and targets.

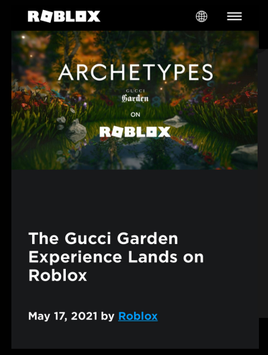
Facebook Currently has approx, 2.23 billion users with a slightly larger female demographic, Youtube has 1.9 billion users and has slightly more male using the platform. Whilst Instagram has 1 billion users, its also prfereded for influencer marketing and has a slightly larger female following.(www.pinterest.com/socialmediatrends)

DSP's help place music onto platforms where people connect, it adds depth and emotion, and helps drive authenticity and a narrative. Each platform used has its own specific audience and allows music to be placed in a social context, “they help strengthen communities and help build a fanbase, by making connections and building bonds that’s between the artist and fan, and fan to fan”.
(Julia Killa, Future Independents. AIM 2021)

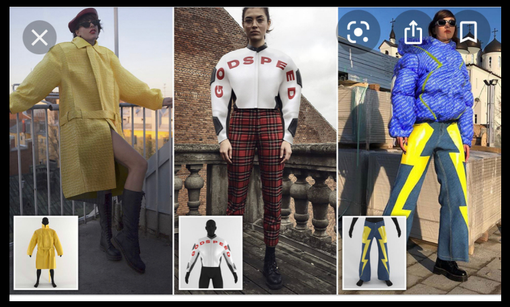
Consistency will also be extremely important in building a substantial following, a 6 months (daily) digital marketing plan that can be measured in terms of success. This can be done via likes, shares, subscriptions, purchases and sign ups. The more consistent and accessible we are, the more momentum can be built across platforms as well as extend reach. Consistency will also activate the algorithms, it will also be just as important to ensure all responses are replied to as this helps increase engagement.

Online Immersive Store, Tommy Partnership

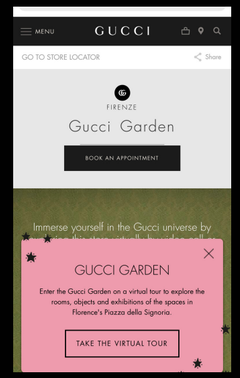












The online store partnership will offer multiple themed rooms based on both this and previous Aaliyah album releases & campaigns. it also allows us to provide experiences that just wouldn't be possible in the normal world.

, Both physical and digital goods will be available for purchase to help generate more interest and monetise the fanbase. There will be exclusive content, goods made to order. It will also offer fans convenience, accessibility and creativity, where they will be are able to personalise any item to their own style and taste at a small extra cost.

Fans enter a virtual lobby where they create their own personal avatars, these can then be used to interact with other users on the platform, this will help build another online community thats active and engaged, they can use the same avatar for the Roblox game too. It will also offer fans the ability to try digital clothes on and design items that are customised uniquely to them, which then can then share, store or purchase.

The platform used will be D2C meaning Avatars will hold fans personal and unique information which can be used for future campaigns and projects, with consent.(www.gdpa.gov.uk) This can also be used for future mailing lists and promotions, the game will also be featured in the store along with merch availble through Tommy jeans and visa versa.

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International Promo Bus Tour & Street Teams UK & US





Two tour buses will be designed with both the single and upcoming album "ALL 4 U". One will be based in the UK, the other in the US. They will start touring around all major cities 4 weeks before the first single release, a tracker will be on the website to show fans the next stops in each tour will be and how they can get involved.

Street teams handing out limited edition items, selling merch, sharing with fans some old Aaliyah music, and having a good time, but also offering fans the chance to come and be involved

, share pics online, this will help increase engagement and generate word of mouth. It's also more cost effective than traditional advertising methods and will reach a larger amount of people across the UK & US on a grassroots level.

TikTok Partnership & Challenges

TikTok Dance Routines



Dance & Family Entertainment Challenges



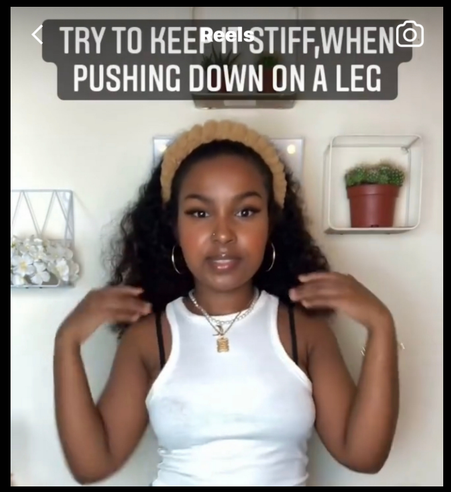
Instrumental & Remix Challenges

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@forbbygrlaali

In 2001, Aaliyah had a world tour on the way for her last album which debuted at #2 while alive, a clothing line in the works and was booked up until 2008 with a 10+ movie deal...Idk why ppl like to play with her. The girl graduated hs with a 4.0 and 2 multi platinum albums...

TikTok

Lyric & Singalong Contests



Look Alike & Dress Like



Platlist Support & Brand Parnerships

Netflix Documentary & MTV Base Tribute Weekend

NETFLIX

AALIYAH



MTV BASE



An exclusive Aaliyah documentary will be released four weeks before the single release on Netflix. It will contain a sync deal, play snippets of the new track to help build a buzz and generate word of mouth. This will help build impact of the campaign, it will be targeted to the correct audience and demographic and have international appeal, it will air for an initial 6 month period.

MTV Base audience is within the target demographic, a 20-year Tribute to Aaliyah (weekend one off) will run the two weeks before the new release of the single. It will re-introduce Aaliyah to new fans, and also build on the loyal and existing fans.

This will be the premiere of the music video and first exclusive play as part of the partnership deal. This is also when radio airplay will also be implemented to build to release date and remind fans to pre save.

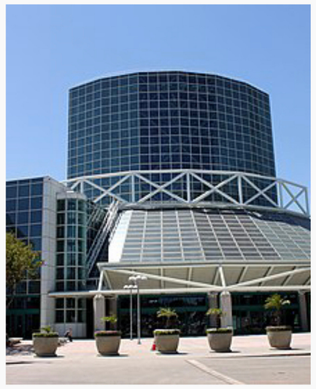
Roblox Game

The game will be promoted at the annual LA E3 games Expo this will help gain media attention and also highlight the creative and innovative ways music and gaming can be combined this takes place at the end of June 2021. In game spending is set to increase to 1.22 million dollars by 2024.
(MiDia,(2021) Beyond Gaming To Cross Entertainment) T

Roblox daily users are set to be 36.4 million by Q3 in 2020, and the company expects to post revenues of $1.44 bn.
(Music Ally (2021) The Report Issue 431

This gives the campaign even more ways to maximise income and ROI, its low cost and easy to maintain, we can collect data that can be used for future campaigns, It also means we are offering fans additional services at a high quality for a very low cost which can help build a competitive advantage.

Electronic Entertainment Expo



The Los Angeles Convention Center (west wing view) where the event takes place each

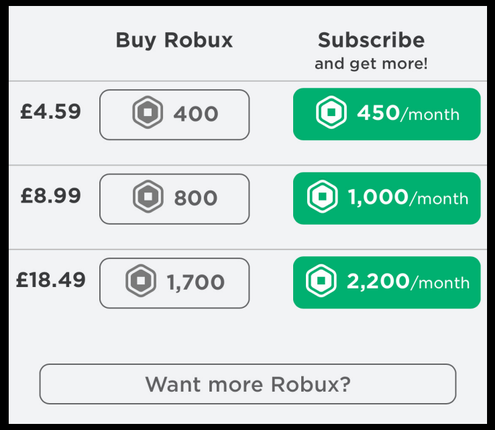


Royale High

Rating: PEGI 7+
Release Date: 04/10/2017
Platforms: Android, Mac, PC, Xbox One, Xbox Series X|S and iOS
Genres: Role-Playing
Developer: @NightBarbie
Players: You can play this with 100 players online

Royale High Roblox is a role play game about a fantasy school. You dress-up, visit different themed realms collecting items and interacting with other people. It draws inspiration from the pageantry world and integrates it with different locations to...

Genies raises $65M to boost avatars for virtual identity and wearable digital goods



AALIYAH

Merchandise



There will be fashion items in both physical and digital form, desktops, screensavers cd, tapes, vinyl , gold and platinum disks, (limited edition) commemorative items, subscription services and avatars. There will be rare pictures and posters for sale and a small percentage of the profits will go to the Aaliyah memorial trust fund.(www.aaliyah/memorialfund)

Each item will have the ability to be customised and personalised for an extra charge, there will be upselling incentives for super fans who will have exclusive access to special merchandise as well as vault access & behind the scenes content..



Brand partnerships and collaborations will also help amplify the promotion efforts of this campaign it will also add value and credibility. Cross marketing will also help to appeal to the audience in a variety of ways that's both forward thinking and creative. the goods and services available offers a wide selection of choice,









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Fan Artwork & Competitons





Conclusion

I believe this campaign is personal, intimate, and creative, it offers fans on all levels something that's suited to them and their own personal preferences. It has used a variety of forms of entertainment to act as a consistent and a wide appealing product incorporating music, fashion, gaming & art,.

This is too ensure we cater to a wider range of needs and tastes as possible within the target demographic, it also offers the best chances for success. Only 40% of respondents have never owned an Aaliyah album showing the massive potential for reinvigorating, exciting and refreshing the fanbase, and also growing it as well as the success potential. A further 67% have hobbies relatable to this campaign. (survey two)

it offers convenience and easy accessibility to fans, the campaign has been forward thinking and tried to keep costs to a minimum wherever possible, it stands for a great chance of success. Every part of the production from beginning to end will be monitored and evaluated to ensure the best possible outcomes. This campaign will help retain relevance of such an inspirational iconic artist, and achieve all the objectives set out

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https://www.genie.com

https://www.roblox.com/royalehigh

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www.rollingstones.com www.bbc.co.uk www.ID.com
https://www.undefaeted.com/tupac-coachella www.netflix.com
www.spotify.com

http://www.guccigarden.com

www. billboard.com

Documentaries

Aaliyah: The Princess of R&B 2014 Diana: In Her Own Words Netflix 2017

YOUTUBE Channel

Ashley Kieko - https://youtu.be/FMbgC9bJDiY

Instagram

Instagram/grace.vison
Instagram/aaliyaharchives
Instagram/aaliyahfan
Instagram/meggthestallion



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