SUPERWARM

A COMPREHENSIVE MUSIC MARKETING STRATEGY

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DEVELOPMENT ASSIGNMENT PORTFOLIO

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Introducing SUPERWARM

From the delight of **jamming together**, a shared perspective on what music is and a same **ideal**, rose the need to create meaningful music.

This is how multi-intrumentalists **Nathan Denning** and **Will Turner** have founded **SUPERWARM** in Bristol, in 2017.

In the spring of 2018, the pair moved to Will's house on the **Isle Of Wight.** Inspired by the sea breeze, the Isle's enchanting **landscapes**, and a Californian **60's sound**, Nathan and Will spent the next 6 months creating music in the house's basement.

The **all-rounder** friends set up a studio, wrote and produced entirely their first album, set to be released in 2021.

Their sound is filled with **sun**, **optimism** leaving their listeners with a **light-heart** albeit with a certain eagerness to see **summer** coming back, and a deep nostlagic feeling of the **Laurel Canyon** era.

"SUPERWARM IS CONTINUING THE ISLE OF WIGHT'S PROUD TRADITION OF SUN-DRENCHED, WONKY LEFT-FIELD GUITAR POP"

BBC 6MUSIC DJ TOM ROBINSON

SUPERWARM's *mission statement*

SUPERWARM do not fit into a specific genre. Their sound corresponds more to a consistent **positive mood** immersed in pop, folk, and sometimes bossa nova and world music melodies. This original combination modernises the **Surf Music** sound of the 60's all the while adding **SUPERWARM**'s special touch to it.

The lyrics are often inspired by the people they've met, events, art, as well as by **dreams** and **fantasies**. Through their music, Will and Nathan hope to create a haven of **peace** and to evoke **happiness, optimism, relaxation** and **open-mindedness**.

When asked about their vision of success, they said that it would be a success for them if the world valued their music enough for them to only do music. Their favorite thing about doing music is **playing live**, and meeting their audience.

SUPERWARM's sound

The inspirations

THE BEATLES

BOB DYLAN

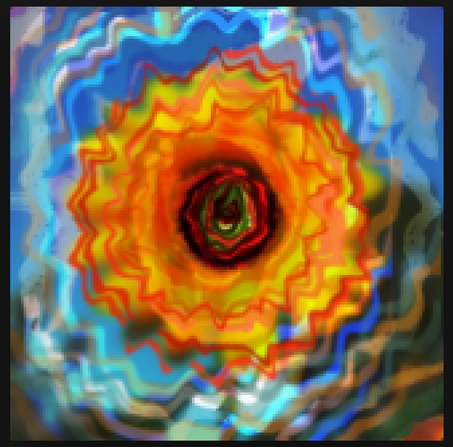
VAN MORRISON

João Gilberto

tame impala

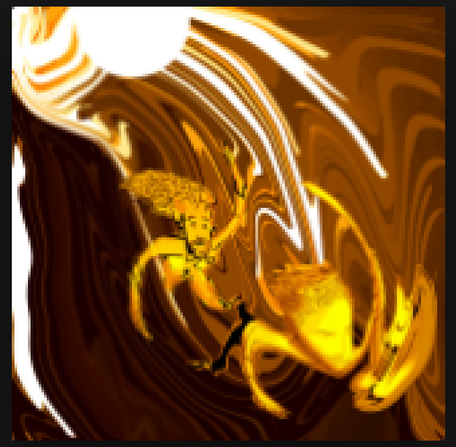
CROSBY, STILLS, NASH & YOUNG

SUPERWARM's past releases



Sunflower Princess

Dernières sorties • Single

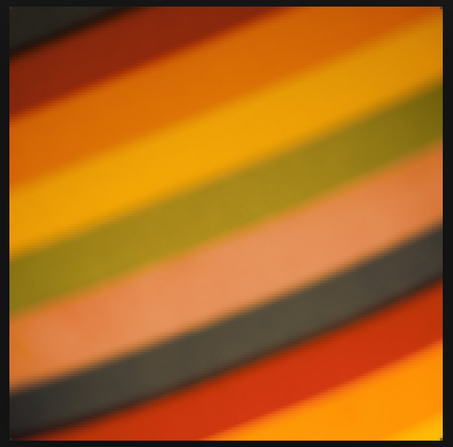


The Light Place

2019 • Single

Blue Wave

2019 • Single



Mind Mischief

2016 • Single

Tied to album

Click here for video

Tied to album

Click here for video

Tied to album

Click here for video

Tame Impala Cover

SUPERWARM's achievements

- **The Light Place**, **Blue Wave** and **Sunflower Princess** , the first tree singles from the album that will be released in 2021 have been played on **BBC Music Introducing Solent** between 2019 and 2020.

- **The Light Place** was also featured on an episode of **"The BBC Music Introducing Mixtape with Tom Robinson"**.

- **Madelyne de la Rossa**, an American Youtuber who currently has more than 935k subscribers on her channel, have used Blue Wave in one of **her vlogs**.

- **Blue Wave** was featured on an article and playlist from the american magasine **California Rocker**.

SUPERWARM *'s audience*

SUPERWARM is still rather unknown and the songs previously released by the band haven't generated enough streams for Soundcharts and Chartmetrics to suggest enough statistics.
The only information available are:
On Spotify, the band has 35 monthly listeners and 41 fans.
The band has followers in the UK, in Australia and in the USA.

Most generally, SUPERWARM's audience likes pop, folk and indie rock music.
The **target audience** is men and women equally, between 18 to 44 years old.
There is a good chance that the music will also speak to older people.
The **target areas** are mainly London and the Isle of Wight, where the band can play gigs and where it will be easier to convert gig-goers into fans.
Internationally, Europe must be considered for its proximity. Countries known for their surf spots like Australia, New Zealand, Brazil and the USA can also be targeted.

SUPERWARM *'s social media*

The statistics

169 likes

26 subscribers

75 followers

As we can see from these numbers, **SUPERWARM** hasn't found its audience yet.

This is explained by a lack of promotion at the time of the releases, a lack of interaction with the audience on all the platforms and by an absence of live events.

This shows that there is plenty of room to grow but it also means that a big push is needed for this indie band.

MARKETING CAMPAIGN

2021

As a second album is currently in the making, it is very important that the first one is released soon. It has been recorded two years ago and both Nathan and Will want to see it out.

Three singles have already been released. We plan on releasing two more before the album release in May to create engagement beforehand around the band and the album.

GOALS IN OCT 2021

SPOTIFY MONTHLY LISTENERS: 1000
SPOTIFY FOLLOWERS: 300
SPOTIFY EDITORIAL PLAYLISTS: 3/release

APPLE MUSIC PLAYLISTS: 3/release

INSTAGRAM FOLLOWERS: 1000
FACEBOOK FOLLOWERS: 700

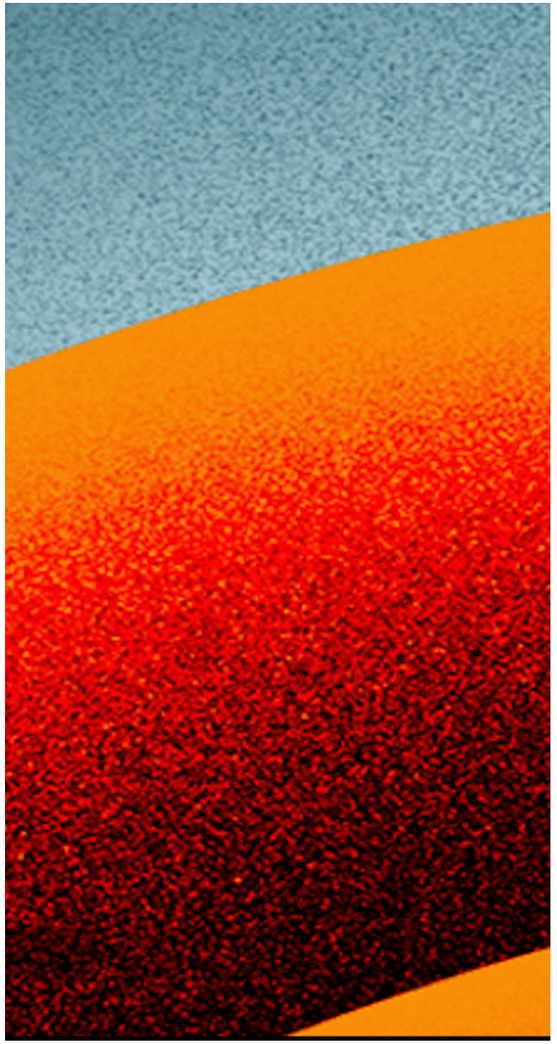
MAGASINE FEATURES: 3/single release
6/album release

SUPERWARM *'s moodboard*

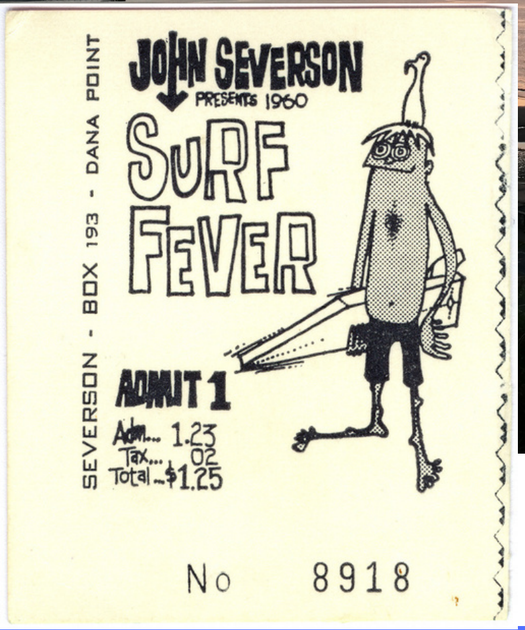
PINK FLOYD

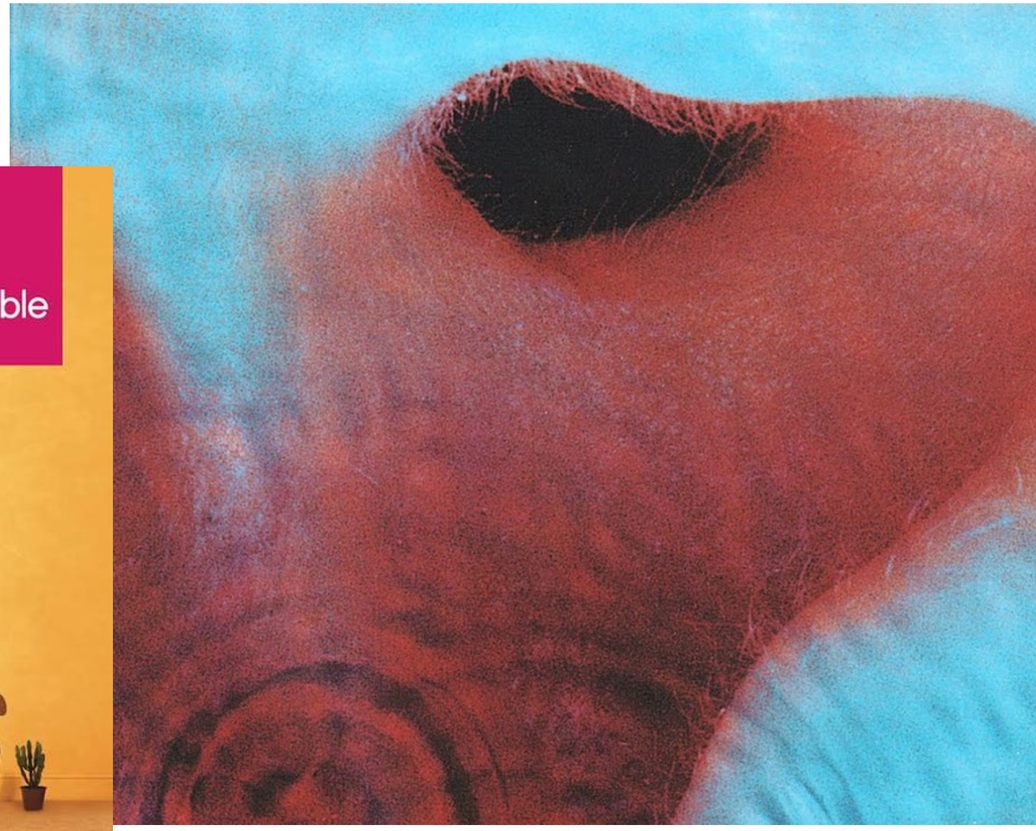
SUPERWARM

SUPERWARM *'s moodboard*



SUPERWARM *'s moodboard*





SUPERWARM *new branding*

NEW LOGO.

SUPERWARM

The original design has been kept because it can be seen as a child's handwriting, joyful, innocent and peaceful, just like **SUPERWARM**'s music.
The color orange reminds of happiness, warmth, creativity, enthusiasm and stimulation. It was an omnipresent color during the Sunshine Pop era in the 60's.
The second album will be more upbeat; a new, cleaner logo will be created to emphasize on the switch in the artistic orientation.

PHOTOGRAPHY.

Psychedelic and artsy pictures will be used throughout the releases to pay tribute to the 60's music which is a guiding thread in **SUPERWARM**'s music. There can be a psychological effect on people when they see a cover art and it can lead them to listen to an album even if they had no intention to before looking at the record sleeve.

PREPARATORY TASKS

The band hasn't joined PRS for music yet. This means that they have missed out on royalties earned from radio plays, online streams and live gigs. It is essential that they join it before releasing more music.

Being a two-men band, Nathan and Will will have to recruit other musicians to play live when the promotion time comes, and to play in festivals.

PREPARATORY TASKS

SUPERWARM is not active on social networks except when they announce a release. They need to remedy this issue to grow their following and their audience.

Facebook should be used to target people aged 30+. The band should post more ahead of releases and after.
Youtube is the channel where the band has the most engagement. They should post a lyrics video along with every song released.
Instagram should be used more than two times a week via stories or posts to keep the fans informed of the band's projects and to let them see the band's daily life. This is to keep contact with fans and ensuring a constant number of new followers.
Twitter should be used to share fun content but also serious promotional content about releases.

ALGARVE *single release 19/02*

COVER ART

MUSIC.

The song is slow-paced, bright and spirited. The melody takes the advantage on the lyrics.
It opens with the sound of the waves crashing on the shores. Throughout it, guitar riffs, percussions and keys remind of Bossa Nova rythms. It feels like taking a stroll at night under a starry sky in Portugal on a warm summer night.

SONG INSPIRATIONS.

The Clientele - Harvest Time
Buffalo Springfield - For What It's Worth
Metronomy - The Upsetter

ALGARVE *single release*

SPOTIFY PLAYLISTS

ALGARVE *single release*

APPLE MUSIC PLAYLISTS

ALGARVE *single release*

MAGASINES

DUMMY

RFB

L&Q

1883

ALGARVE *single release 19/02*

TIMELINE

PRESS: 5/02
An EPK with a link to the song must be sent to online magasines.
PLAYLISTS PITCHING: 5/02
An EPK with a link to the song must be sent to playlists pluggers.
RADIOS: 5/02
The song must be submitted on BBC Introducing and to Hoxton Radio
PLAYLIST SERVICES: 19/02
The song must be submitted on SubmitHub.

SOCIAL MEDIA

ALL PLATFORMS: 29/02
Announcement of single release with video teaser showing the band listening to a snippet of Algarve. From this moment, the band must post two times a week on Instagram and Twitter.
ALL PLATFORMS: 5/02
unveiling of the cover art
ALL PLATFORMS: 12/02
start of the pre-save campaign
FACEBOOK & INSTAGRAM: 19/02
release day, start of ads campaign for two weeks.
INSTAGRAM: 19/02
online concert/listening party
ALL PLATFORMS: 26/02
announcement of lyrics video release and release on Youtube.

EASY RIDE *single release 09/04*

COVER ART

MUSIC.

The song is clearly leaning towards folk/rock.
It is an ode to exploring, travelling with friends in the summer, carefree and light-hearted, unafraid of what could go wrong. This song could for sure be sang with full lungs during a festival or in a car.

SONG INSPIRATIONS.

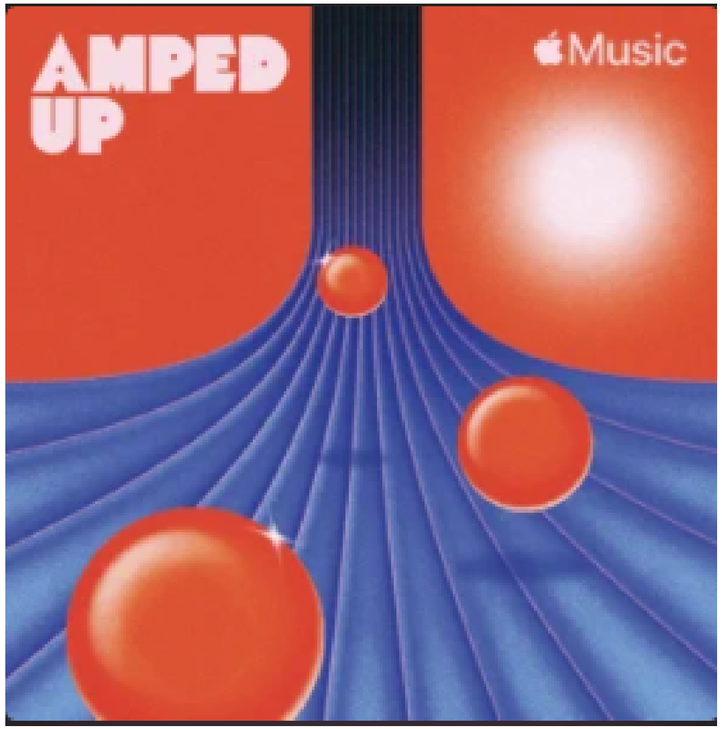
The Members - Sound of the Suburbs
Holy Hive - Hypnosis
Carter Vail - Melatonin

EASY RIDE *single release*

SPOTIFY PLAYLISTS

EASY RIDE *single release*

APPLE MUSIC PLAYLISTS



EASY RIDE *single release*

MAGAZINES

ATWOOD MAGAZINE

TURTLE TEMPO

HARD OF HEARING MUSIC

OUT NOW

EASY RIDE *single release*

VENUES

100 CLUB

THE LEXINGTON

The Old Blue Last

EASY RIDE *single release 09/04*

TIMELINE

PUBS/LIVE MUSIC BARS: 19/03
An EPK with a link to the band's DSPs profile must be sent to venues.
PRESS: 26/03
An EPK with a link to the song must be sent to online magasines.
PLAYLISTS PITCHING: 26/03
An EPK with a link to the song must be sent to playlists pluggers.
RADIOS: 26/03
The song must be submitted on BBC Introducing and to Hoxton Radio
PLAYLIST SERVICES: 09:/04
The song must be submitted on SubmitHub.

SOCIAL MEDIA

ALL PLATFORMS: 19/03
Announcement of single release with throwback video teaser showing the band recording the song. From this moment, the band must post two times a week on Instagram and Twitter.
ALL PLATFORMS: 26/03
unveiling of the cover art + announcement of gig
ALL PLATFORMS: 02/04
start of the pre-save campaign
FACEBOOK & INSTAGRAM: 09/04
start of ads campaign for two weeks + gig
ALL PLATFORMS: 16/04
release of lyrics video on Youtube.

SUPERWARM *album release 21/05*

COVER ART

MUSIC.

The band's eponymous first album is composed of 12 songs, which are all sun-drenched and joyful. The album is a continuity of the songs previously released, between calm and more groovy songs.

The lyrics are inspired by fantasies and relationships, making it the perfect day-dreamy record to (hopefully) live life fully again after too many dark months.

The album will be promoted through social media, tastemakers (press, playlist pluggers, radio hosts) and hopefully, physically as well with live gigs and maybe a festival booking during summer.

SUPERWARM *album release 21/05*

PROMOTION IDEAS

SUPERWARM *album release 21/05*

TIMELINE

LIVE MUSIC VENUES: 23/04
An EPK with a link to the band's DSPs profile must be sent to venues.
PRESS: 07/05
An EPK with a link to the album must be sent to online magasines.
PLAYLISTS PITCHING: 07/05
An EPK with a link to selected tracks must be sent to playlists pluggers.
RADIOS: 07/05
Selected tracks must be submitted on BBC Introducing and to Hoxton Radio
PLAYLIST SERVICES: 21/05
Selected tracks must be submitted on SubmitHub.

SOCIAL MEDIA

ALL PLATFORMS: 30/04
Announcement of album release with throwback video teaser showing the band recording the song. From this moment, the band must post two times a week on Instagram and Twitter.
ALL PLATFORMS: 07/05
unveiling of the cover art + announcement of gigs in London + start of pre-save campaign until release day
FACEBOOK & INSTAGRAM: 09/04
start of ads campaign for a month + gigs

BUDGET

"ALGARVE" single release
£100 paid-ads
£50 SubmitHub subscription
£25 lyrics video (Rotor)
£0 cover art (self-made)
£0 publicist (manager)
"EASY RIDE" single release
£150 paid-ads
£50 SubmitHub subscription
£25 lyrics video (Rotor)
£0 cover art (self-made)
£0 publicist (manager)
"SUPERWARM" album release
£300 paid-ads
£50 SubmitHub subscription
£0 cover art (self-made)
£0 publicist (manager)

= £750

SOURCES

https://open.spotify.com/artist/5smVMbrsjq1QMjzKK4faVc

https://app.soundcharts.com/app/artist/superwarm/overview

https://www.bbc.co.uk/blogs/introducing/entries/ed6262e8-4fb5-4e36-8ac6-986550700770

https://www.bbc.co.uk/programmes/p08hfnrc

https://www.bbc.co.uk/programmes/p07nwnp7