

Entertainment Marketing

Name: Grettel Killing

Student Number: 2015539

Module Title: Entertainment Marketing

Assignment Title: Assessment Component 1 - Report

Module Lecturer: Tim Ferrone

Introduction

This is the marketing report for the debut album release of the Estonian artist NOËP. It is discussed from my perspective as part of the artist's management team, and includes an analysis of NOËP's branding and social media, and my creative strategic plan and project timeline, marketing plan and budget for the release. The report is based on my primary research and is following the principles of the Marketing Mix (7Ps).

7Ps

Marketing Mix helps marketers and businesses to determine a brand's or product's offering. What originally started as 4Ps in the 1960s - product, place, price and promotion - has now become 7Ps, with the addition of people, processes and physical evidence (McCarthy, 1960). Each element can be examined independently, but in practice, they often are dependent on one another (Kenton, 2020).

Figure 1. 7Ps marketing mix



(professionalacademy.com, 2017)

Branding

When [interviewing](#) Mikko Manninen, the Head of Operations of Warner Baltics about the importance of an artist's branding for a major label, Mikko said that Warner prefers if artists already know who they are, what they represent and what they look like. He added that it does not work to create something that does not resonate with the artist (see [Appendix 2](#) for full interview). Currently, the majority of big labels are looking for artists who already have a clear identity and sound, and who can create a momentum on social media without the label. Majors can then join and enhance the moment.

The artist

NOËP (Andres Kõpper) is one of the most successful artists in Estonia. He has been active in the industry for almost ten years, at first with his band Tenfold Rabbit, and from 2015 as NOËP. Inspired by artists such as Alt-J, Mura Masa and James Hersey, NOËP's unique blend of alternative pop has caught the attention of music lovers and industry the world over, amassing almost 40 million streams on Spotify alone. In addition to his global reach and appeal, NOËP was awarded 'Pop Album of the Year' at the Estonian Music Awards in 2019, for his debut EP 'Heads In The Clouds' (NOËP Spotify, 2018).

Andres is a singer / songwriter / producer who also has a degree in video production. He self directs his own music videos and is completely involved with the visual aspects of social media posts, and photos. In addition, he is known for his sense of humour, script writing and video production skills, and he is often involved with adverts and sketches.

Sound

NOËP has a distinctive, instantly recognisable voice. He is constantly experimenting with his production and during live performances (NOËP YouTube, 2018), he plays multiple instruments / trigger samples himself. His concerts are always high energy and the production and visuals are high quality; he has recently started performing DJ sets, which have been a huge success. Utilising his unique production style and sound, he has produced a substantial amount of soundtracks for adverts (for example, A Le Coq, YouTube, 2021) and has secured a range of sync deals.

Look

NOËP's look is edgy, but not necessarily following every latest trend. In the last few years, NOËP has been passionate about the importance of second hand clothing, promoting local sustainable small businesses and mainly wearing Estonian brands during his performances / video shoots to support the independent brands. He has a clear vision of what he wants his brand to look like, and he is particular about sponsors / brand deals.

Figure 1. NOËP's press photo, 2019



Ethos

NOËP is actively involved with numerous campaigns in Estonia which promote environmental sustainability, including advocating for reducing carbon footprint and zero-plastic challenges, promoting the World Clean Up Day; he has donated money from his concert ticket revenues for planting more trees, and is often sharing his environmentally friendly tips (Visit Tallinn Facebook, 2021).

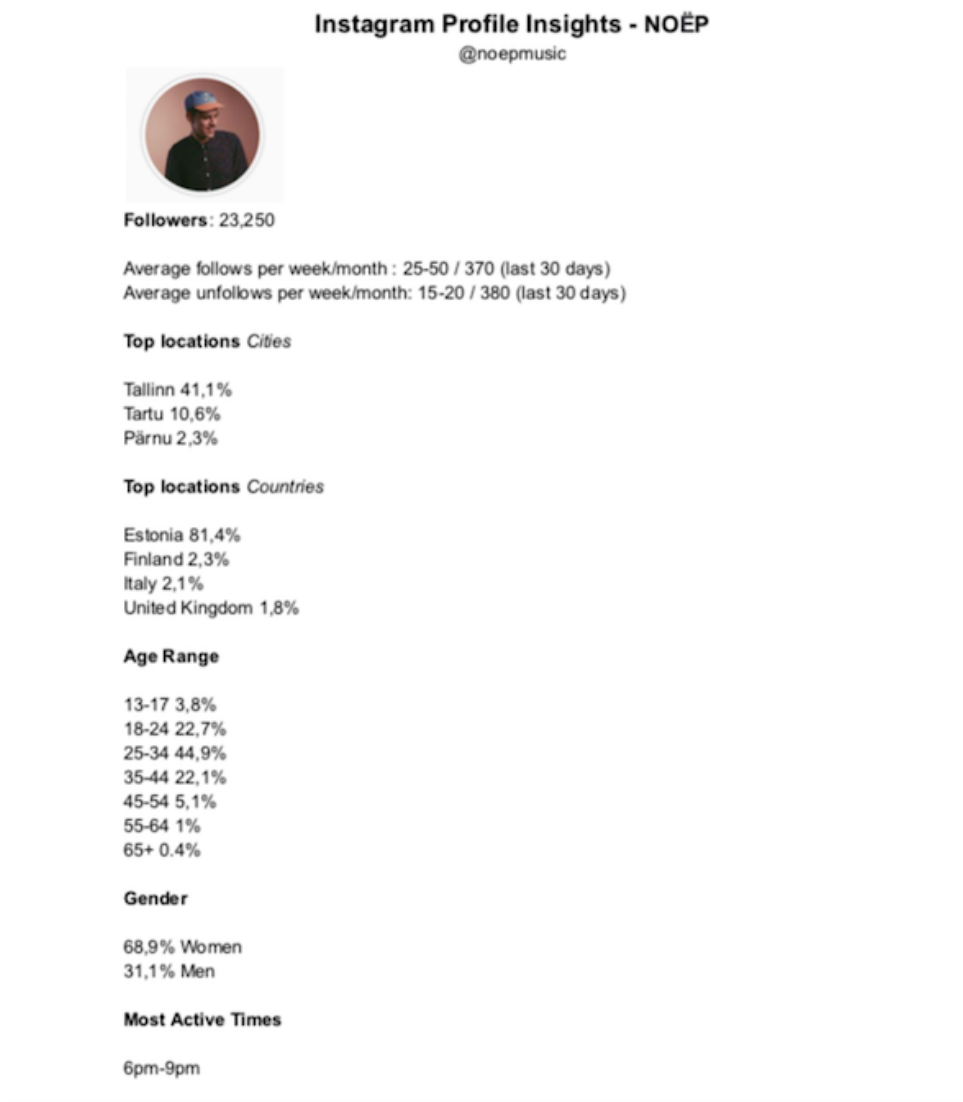
Social Media & Target Audience

NOËP's music is mainly electronic dance music and is targeted at people in their mid 20s / early 30s - he currently has more than 200,000 monthly listeners on Spotify. His main social media following is based in Estonia, however, depending on the platform, the age group and the engagement varies.

Instagram

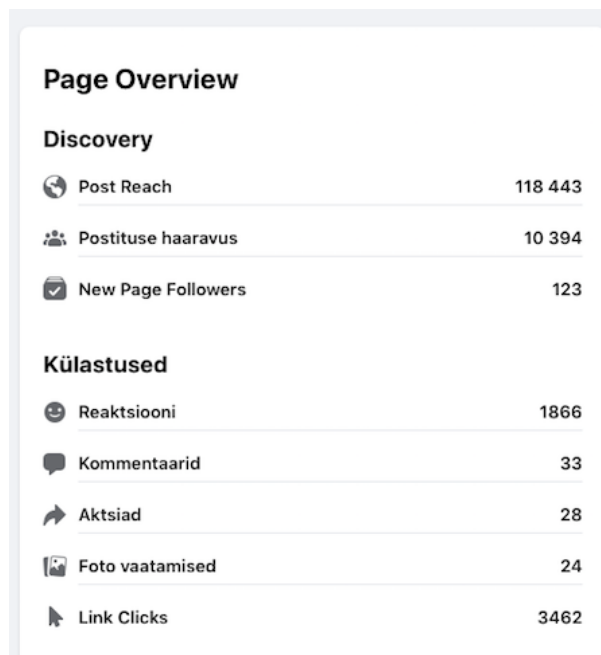
On Instagram (2021), over 70% of NOËP's 23,250 followers are women. The majority of the followers (81.4%) are Estonian and the main age group is 25-34-year-olds. NOËP is in his early 30s and looking at his statistics as well as the audience attending his live performances, it seems that his music mostly speaks to people his age.

Figure 3. NOEP's Instagram Profile Insights



Facebook

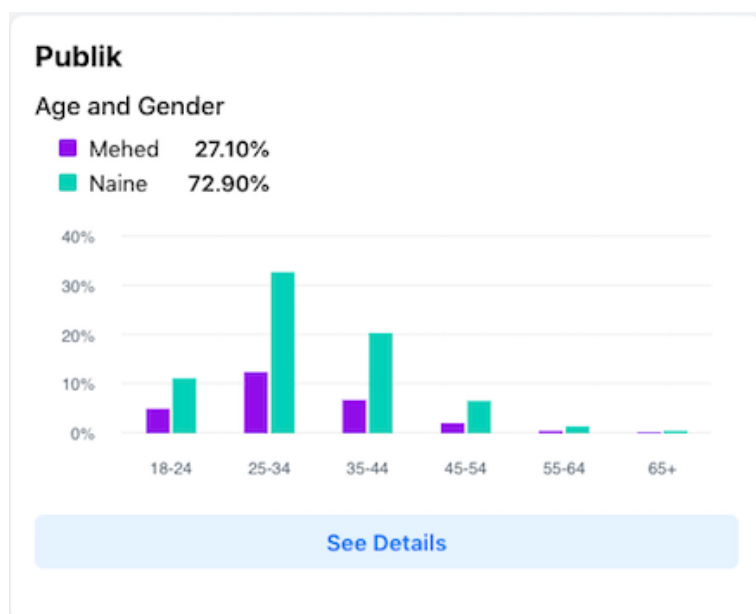
Figure 4. NOËP's Facebook Page Overview



(Facebook, 2021)

NOËP's Facebook (2021) statistics and following are similar to Instagram's. His post reach is currently around 100 000, which is substantial, given that he currently has no ongoing campaigns or advertisements for releases. The main audience is again late 20s / early 30s, with the majority of them being women.

Figure 5. NOËP's Facebook Audience (*Mehed=Men, Naine=Women)



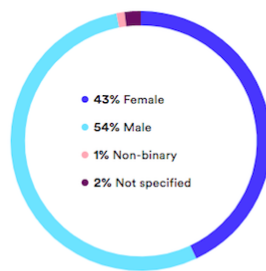
Spotify

NOËP's 200,000 monthly listeners on Spotify (2021) is impressive for an Estonian artist. Given that there are only 1.3 million people in Estonia, artists would need support from international followers to reach this number of monthly listeners. Interestingly, NOËP's main following base on Spotify comes from Italy. This may be due to one of his most successful hits '*fk this up*' being released under Warner Music Italy and the song gaining a lot of attention in that region. That song alone has already accumulated more than 10.5 million streams. In addition, whilst the majority of NOËP's Instagram and Facebook followers are women, on Spotify, the listeners' age group has stayed the same, but 54% of the listeners were male.

Figure 6. NOËP's Spotify Listeners

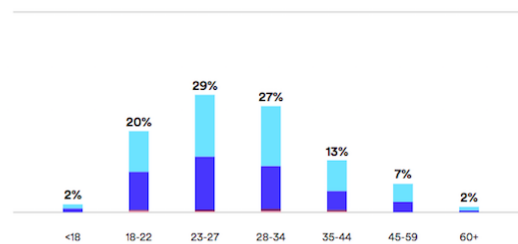
Listeners' gender

LISTENERS • LAST 28 DAYS • WORLDWIDE



Listeners' age

LISTENERS • LAST 28 DAYS • WORLDWIDE



TikTok

Since NOËP's main fanbase is not necessarily using TikTok as their preferred social media platform, it has received the least attention. He currently has only 6300 followers and 63,000 likes and there is room for improvement on creating more content that would be relevant to all age groups.

To conclude, after analysing NOËP's statistics on different platforms, it is clear that his main following audience profile are people in their mid 20s / early 30s, the majority of social media following being women, and mostly men on Spotify. I find that it is not necessarily the easiest target audience, given that their social media engagement is not as high as Gen Z'ers'. NOËP's live performances are attended by a wider range of age groups - from teenagers to people aged 50+. This means that different platforms, such as TV, radio, and advertising campaigns outdoors / shops are still relevant.

No Man Is An Island - Narrative & Main Aims

NOËP is due to release his first debut album 'No Man Is an Island' in Autumn 2021. His first single from the album 'Differences' was released on May 28th and the first leading single 'Head Out of the Water' will be released on August 13th. Whilst the majority of NOËP's previous releases have been big electro-pop anthems, the new album 'No Man is an Island' introduces a slightly more alternative, mature and darker sound.

The album was written last winter in rural Estonia when temperatures were as low as -25°C. For weeks, there was no sign of the sun or light, or even life. This environment inspired NOËP to write about material that had a deeper meaning and storyline, both on a personal and societal level. Because of the added depth and a more alternative sound, there is an ongoing rebranding, which gives us an opportunity to unlock and appeal to a completely new fanbase.

NOËP is in a unique position - he has an album deal with Warner Music Finland (Finland & the Baltics), which will represent Scandinavia, Iceland, and the Baltic regions, and with Humming Records (Germany), which will represent the rest of the world. Neither of the labels have had much influence in the musical aspect of the album and he has had the freedom to write the album first, pitch it to the labels, and then pick the deal that we thought was the most beneficial for him at this current phase in his career. He has previously self released some of his more successful tracks, but he has also worked with Warner Music Italy, Warner Music Finland, Monstercat and Sony Music Sweden. As well as having the freedom on the musical aspect, given that NOËP is not exclusively signed to neither of the labels as an artist, the whole process of working on a release is slightly different.

As his management team, we have the opportunity to create the release plan ourselves, from marketing and media to live events, and the labels will either approve or negotiate / assist with the budget and additional ideas. This gives us a lot of freedom to do things our own way, but we might not always have the same amount of support from the labels as their own artists normally would, not only financially but also when it comes to the people and how invested the team is. On occasion the labels disagree with each other in their approach, which is to be expected given that Warner is a major label and Humming is an indie label with a more alternative approach. Nevertheless, my aim is to make the most of the fact that we have two unique labels on board with this project, and find a way for different approaches to still be beneficial for us.

Figure 7. NOËP's release goals and actions

Overall goals of the release	Actions
Grow fanbase internationally (Spotify streams, social media followers)	Signed to German-based label to reach new territories
Maintain and grow the following base in Estonia & gain more fans in the region	Signed to Warner Music Baltics, create social media campaigns to engage younger audience
Slight rebrand to more alternative pop	Initial single the most alternative one to test the new market and introduce NOËP to new audiences
Get the attention of international tastemakers online	Pitch to Spotify editorial playlists, find media and press opportunities
Win Best Album of the Year in Estonia	N/A
International performance opportunities	Festivals, support slots
Create new sustainable merchandise	Come up with an idea for merch that is sustainable and that would promote up-cycling
Have a very established feat. artist for his single OR feat. for someone himself	Reach out to label contacts

As seen on Figure 7, the main aim of this release is to introduce and establish NOËP as an artist outside his home territory, and to have a minor rebrand more towards alternative pop. This will be achieved through opportunities and connections provided by the labels, actively targeting social media ads and campaigns, media promotions, reaching out to people in charge of Spotify editorial playlists, and finding appropriate performance opportunities. Estonian artists are not globally well-known yet, but I believe that NOËP has got the potential to reach international success.

Figure 8. NOËP's Strengths and Challenges

Strengths	Challenges
Established artist with a clear vision and a strong brand awareness	Sometimes, he is not willing to participate in certain campaigns, shows etc that could be beneficial for the campaign, but would not work with his brand; rebrand might mean less radio friendly approach
Engaging fanbase with substantial amount of monthly listeners	Potentially smaller impact on any campaigns, given that he is already well known in his own country; Making sure that the existing fanbase is still interested and keeping them actively engaged; main following isn't Gen Z'ers who instantly engage with trends/challenges; he does not sing in Estonian, which is great for his global reach but Estonians prefer music in Estonian
Great skill set (performing, writing, producing, video editing), good reputation & known for working hard and always providing high quality material	
Very distinctive vocal	
Support from the labels	Two different labels with two different visions, might be fine given that they both have two different markets but sometimes makes it more difficult to liaise
Extremely strong live performance + production; does not need too much time to develop his show (if any); a true musician who can play many instruments and sing very well live	Uses a lot of gear, might be expensive when doing international performances and might not have the same impact without the technology and production
Established media connections	Because there are only limited amount of channels, radio, news sites etc in Estonia, there is a lot of competition between them and if artists prefer a particular outlet, the others will take it personally; need to find the right balance

No Man Is An Island Campaign Timeline

Our [meetings](#) usually include representatives from Humming, Warner Baltics (/Finland), myself and Thea Zaitsev (Tier Music), NOEP, and James Morgan (owner of Pieces of 8 Music in Tileyard - working in partnership with Tier Music). Generally the roles are as follows:

- Thea & James - pitching and negotiating the budget, contract, overseeing the project
- Grettel - creating project timelines, marketing plans
- Andres - making sure that every decision is in line with his vision and if not, explaining and developing ideas; social media assets
- Janik (Humming) - approves and confirms the timeline and the approach with each single
- Anu (Warner) - responsible for helping to realise the marketing campaign, reaching out to media partners

Figure 9. No Man is an Island Marketing Timeline

Date	Event
14/05	Delivery of 'Differences' assets
28/05	Differences release (soft release by WM)
11/06	Differences music video release
23/07	Delivery of 'Head Out of the Water' assets
06/08	Start of radio ads
06/08	Video mapping of the LHV building
09/08	Announcement on socials (NOEP + Warner)
11/08	Exclusive release party for influencers/press + music video premiere
13/08	Head Out of the Water release
13/08	Radio + TV interviews
13/08	Sportland in-store digital screen campaign, exclusive merch
16/08	NOEP X Sky.ee TikTok campaign
16/08	Warner campaign to win 2xVIP tickets for 10/09 concert
27/08	Delivery album master + artwork parts (all remaining singles + album)
03/09	Release 'Head Out of the Water' live video
06/09	End of campaigns
10/09	NOEP Live in Tallinn (only headline live this summer, first time performing new singles)
13/09	Announcement on socials (NOEP + Warner)
17/09	Release 'No Man is and Island' (soft release by WM) + ALBUM ANNOUNCEMENT
03/10	Exclusive Warner Musc Baltics Showcase in Tallinn Music Week for the industry, exclusive performances of new singles
24/09	Virtual interactive screen at Viru Shopping Centre where people can create versions of the artwork themselves
15/10	Start of radio ads
15/10	Announcement on socials (NOEP + Warner)
22/10	Release 'Kids' ft Emily Roberts + radio + music video
5/11	Performance of 'Kids' with Emily at Estonian TV Awards
12/11	Pre-save campaign for the album
19/11	QR-code stickers of a NOEP curated Spotify Playlist in Bolt Drives (a popular car-sharing rental service, where you can rent a car by minute)
26/11	RELEASE ALBUM + focus track (tbc) + music video
10/12	Public Release Concert, venue TBC
25/01	Opening act for Estonian Music Awards
FEB	RELEASE Remixes / Bundle / Single TBC

The aim for the [marketing timeline](#) is to support NOEP's new music to reach as many people as possible. We have taken into consideration his main target audience as well as the potential new audiences, and are using the PESO model, which takes paid, earned, shared, owned media and merges them together (Dietrich, 2014) to promote the product.

Figure 10. The type of content we create for NOEP's project, using the PESO model for marketing

Paid media	Social media ads, boosted content, sponsored content, advertisements, digital advertising
Earned media	Media relations, influencer relations, blogger relations, word of mouth
Shared media	Organic social media, influencer engagement, content curation
Owned media	Content marketing, videos, website, audio

Differences

The first single released at the end of April 2021 was 'Differences' (Spotify, 2021). Humming Records suggested releasing the most alternative/dark sounding song as the initial release to test the new audiences. The song's meaning has got a parallel dimension: it is about how we as people tend to focus more on the negative, both in our relationships and on a societal level, and that the world could be very different if we tried to focus on the positive instead. As the aim was not for it to be the leading single, Warner decided that they consider this as a 'soft release' on their territories, meaning that they would not promote it too much or invest into the music video. We also agreed that we will only release a visualiser since we still wanted to have a visual asset with the single.

Figure 11. 'Differences' official promo shot



(Photo by Mart Vares)

Figure 12. 'Differences' Press Release

Estonian artist NOËP releases his first single 'Differences' from his upcoming debut album



Out on May 28th via Humming Records/Warner Music Baltics

[LISTEN HERE](#) / [DOWNLOAD HERE](#)

*"Everything NOËP touches turns to gold... Intelligently constructed alt-pop filtered with scorching electronics." – **Clash***

*"Sitting somewhere between Beina and Chromoo, NOËP is an emotively charged musical force of the highest calibre." – **Dancing Astronaut***

'Differences' is the first single from NOËP's forthcoming debut album, released via Humming Records and Warner Music Baltics.

Hailing from Tallinn and inspired by artists such as Alt-J, Mura Masa and James Hersey, NOËP's unique blend of alternative pop has caught the attention of music lovers and industry the world over, amassing almost 40 million streams on Spotify alone. In addition to his global reach and appeal, NOËP was awarded 'Pop Album of the Year' at the Estonian Music Awards in 2019, for his debut EP **Heads in The Clouds**.

NOËP's highly-anticipated long player, marks a new chapter in his musical journey. The darker sound of the album was inspired by the cold dark Estonian winter during which it was written and produced.

"Differences" is about how we, as humans, tend to focus more on the negative, both in our personal relationships as well as on a societal level, and that if we shifted our focus and tried to see the positive first, life could be very different," NOËP explains the story behind his self-produced single.

Follow NOËP
<http://www.facebook.com/noepmusic>
<http://www.instagram.com/noepmusic>
<http://twitter.com/noepmusic>

Contact
For all media enquiries contact anu.varusk@warnermusic.com // gretel@itemusic.com

When writing the [press release](#), I wanted to make sure that I included in the headline that NOËP is from Estonia. From my own personal experience, there are many people who still have not heard anything from Estonia, and this could potentially raise interest in foreign markets and press. Nations tend to support their own local artists, so I needed to ensure a balance by adding streaming numbers to show that he also has some global success.

Artwork

Agreeing on the artwork was probably the most difficult part of the process. NOËP and I had devised a rough concept which we shared with Humming.

Figure 13. Initial Idea for Artwork



The feedback Humming gave us was quite vague, they suggested an option that could allow us to have a common theme throughout the project but something slightly different with every single. We then took a photo of NOËP sat at the piano and experimented with different backgrounds, to create different settings.

Figure 14. Different ideas for the artwork



I actually really liked this approach, but Humming again suggested something more 'artsy and dark', showing us the following pictures for inspiration.

Figure 15. Humming's suggestions for the artwork



It went through all the changes shown below, until we agreed on the [final artwork](#).

Figure 16. More attempts for 'Differences' artwork

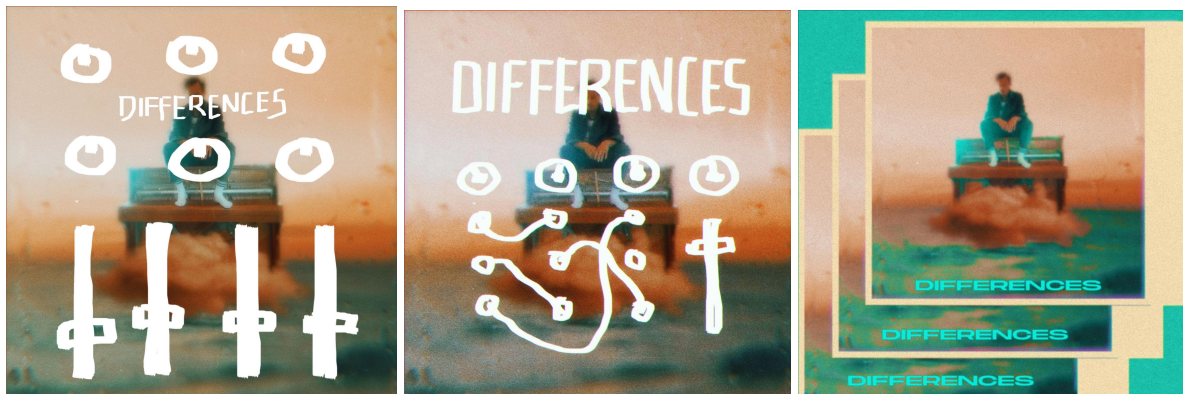
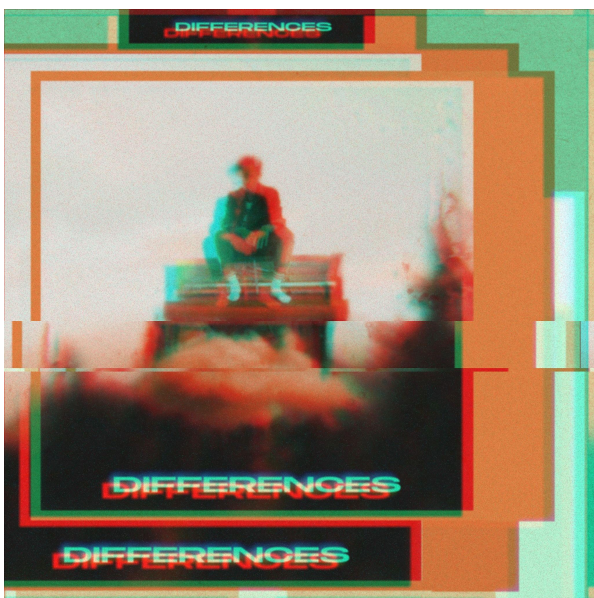


Figure 17. Final artwork for 'Differences'



On reflection, I do not think anyone was too excited about the final product, but we started to run out of time and needed to make a decision that everyone was happy with. In hindsight, I should have been more vocal about the fact that I did not think it was strong enough, but since it was my first month working with NOËP (see [Appendix 1](#) for timeline), when everyone said they were happy with it, I did not feel like it was my place to disagree. Having discussed it recently with NOËP, he felt the same, so going forward we are making sure that everyone expresses their true and honest opinions and would not settle for something they are unhappy with. In addition, the Estonian office for Warner Baltics mentioned (unfortunately, only after the release) that they thought it was not standing out enough.

Video / visualiser

Even though we agreed to only create a simple visualiser with some added lyrics, NOËP spent a month on the idea that he had where he would appear in the video as a 3D character, which meant that the music video (Differences, YouTube 2021) did not come out at the same time as the single and was only released 2 weeks after the initial release date. Subsequently, the video did not get as much attention as it deserved, but he ignored the plan and ran out of time with his extremely complicated concept. In addition, no budget was approved for this, so unfortunately it did not benefit the project. However, he used it as visuals for his [live performance](#), which was extremely effective and also gained some views on YouTube afterwards.

Results

Differences has accumulated 80,000 streams on Spotify, it landed on New Music Friday Germany, New Music Friday Switzerland and Off Pop (by Spotify) playlists through Humming. The music video has 9000 views. Articles were published by Best of Baltic Entertainment (2021), Menu (2021), TV3 (2021) and Popnable (2021).

Future improvements include:

- sticking to the timeline & the plan
- getting more support from Warner with playlists on Spotify as well as press in Scandinavia
- being more open about things that do not work

Head Out of the Water

The next single lined up for August 13th is [Head Out of the Water](#) (Soundcloud 2021). This is the first lead single which will be fully supported by both Warner and Humming; this song is more radio-friendly and with a more uplifting tone. We returned to the initial idea of our artwork and created a version which is currently being finalised by the visual artist.

Figure 18. Mockup of 'Head Out of the Water' artwork



The head will become a 3D version of NOËP's head and the background will match with the visuals from his music video (forest taking over the city). We are also using a brighter press photo that was taken during the first day of the video shoot to make sure all the assets are in line with each other.

Figure 19. 'Head Out of the Water' promo photo



I created and pitched the [marketing plan](#) to Warner, which was approved and confirmed on July 13th.

Figure 20. Screenshot of head Out of the Water Marketing Plan

	A	B	C	D	E	F	G	H	I	J	K
1	Date	Day	To Do List	Radio	Online/Press	TV	Campaigns, giveaways etc	Radio Campaign	Warner IG/FB	NOEP IG/FB	Boost
2	4.08	W	Finalise video mapping								
3	5.08	T									
4	6.08	F	Finalise pre-save + out now assets				Video mapping of LHV Bank building, 6pm-2am	Bought Ad on SKY, personal greeting + 15sec teaser of the song.			
5	7.08	S					Campaign on sky.se Instagram to win tickets for the exclusive event, 'Call in when you hear NOEP's song on SkyPlus radio'	Same ad. Keep increasing the radio plays of NOEP's older songs			
6	8.08	S					Same campaign	Same ad			
7	9.08	M		Raadio2 Rooftop DJ Live Set (pre-record)			Same campaign	Same ad	Pre-save + 1st teaser (vertical IGS 10sec)	Swipe up for pre-save on IG + artwork	IG+FB BOOST: Head out of the Water' out on Aug 13, artwork+presave
8	10.08	T					Same campaign	Same ad			IG+FB BOOST: Head out of the Water' out on Aug 13, artwork+presave
9	11.08	W	Exclusive event for influencers, press for a live performance + video watching party					Same ad			IG+FB BOOST: Head out of the Water' out on Aug 13, artwork+presave
10	12.08	T			Send out official gallery of the event to all guests + press			Same ad	2nd teaser IGS + SQ (15 sec) on IG/FB	Out Tomorrow, presave+vid	IG+FB BOOST: Head out of the Water' out on Aug 13, artwork+presave
11	13.08	F	RELEASE DAY	1. Power Hit Radio New Music Friday, 2. SkyPlus Breakfast Show, 3. MyHits Morning Live	Send out press release	Ringvaade' interview + 30sec clip, talk about the people in the video	Sportland in store digital screens show the bits of the music vid where NOEP is on Sportland's rooftop, exclusive merch		Out Now assets (vertical out now, 15sec and SQ+horizontal for IG/FB/YT)	Out Now assets (vertical out now, 15sec and SQ+horizontal of the music video for IG/FB/YT)	IG+FB BOOST: Head out of the Water' OUT NOW, + landing page music video
12										My new song is out now'	IG+FB BOOST: Head out of the Water' OUT NOW, + landing page

Below are listed some of the headlines of the marketing plan.

Music Video

Although NOEP realised how time consuming the 3D animation was with the previous video, he still wanted to continue with the same theme and create something that was visually stimulating and unique. After some discussions, he decided to create a video that we can shoot in person but also add an extra dimension to it in post production. I suggested that he should be featured in the video himself to introduce him to the new audiences, and although he said he is not a fan of music videos which feature artists lip-syncing, we agreed that if he was actually performing in the video, it would make it less awkward. Having conducted some research, we found Coldplay's video for 'Everyday Life' (2019) - this inspired the concept of the video (full treatment [here](#)).

Video Mapping

When trying to create a visual campaign in town prior to the release, my initial idea was to use the digital screens dotted around Tallinn, showing clips of the music video before the new single announcement was made on social media. However, after having met with the visuals team, we thought a more effective and unique way was to use video mapping on one of the tallest buildings in town. This has not been done before so it could also create a buzz in the media and on social media. The final version will be finished after the music video has been finalised.

Figure 21. LHV building (on the left)



(ERR, 2020)

Private Release Event

After successfully engaging with influencers and the press during the previous release (see [Appendix 1](#)), I wanted to organise an event prior to 'Head Out of the Water' release where we could premiere the music video and also shoot a video of NOËP performing the single live with his band. This is going to be a great opportunity to invite influencers / media to document and share the release on their social media accounts.

Knowing that it is extremely important for the event to look impressive, [my initial idea](#) was to organise it in a 'chill beach festival' setting. Having visited some of the [locations](#), it became clear that logistically, it was going to be challenging - although there are many beaches in Tallinn that are close to town, we would have had to find a secluded one for it not be a public event, which meant it would have been too far and with no infrastructure - no electricity, toilets, bars etc. It would also have been dependent on the weather.

The second idea came after we finalised the idea for the music video. Because the main feature in the video is for nature to take over Tallinn, we were looking for a spot that had a similar ambience. We [went for a site visit](#) at Botik - located in one of the most up-and-coming areas of Tallinn - and it had everything we needed: a rooftop where NOËP can perform live, and another one where people can enjoy the performance; a great room for showing the music video, and an outside bar on different levels, surrounded by trees and plants.

Figure 22. Botik



As one of the activities at the event, I intend to test one of the new merchandise ideas. NOËP has been against creating new merchandise for a while, because it is not environmentally friendly. My idea for the people attending is to have the opportunity to create NOËP's merchandise themselves by upcycling one of their old clothing items. We would set up a station and create multiple different designs (lyrics lines from the single) that people can screen print themselves on their selected items. This would be a test to see if it is worth expanding for future live concerts and maybe even selling online.

Figure 23. Screen printing



TikTok Campaign

As we are trying to engage more with the younger audience, a TikTok campaign is a crucial step in our marketing plan. We are partnering with sky.ee portal and SkyPlus radio for this release, and the idea is for a person to create a slow motion video of themselves, coming out of the water (/shower/pool etc), whilst playing a snippet of the single in the background. It will be started by NOËP himself and he will tag 3 of his friends to pass it on. We wanted to create something different that was not a TikTok dance and that was still fun to do for all age groups. The campaign will last 3 weeks and NOËP and sky.ee will choose one winner who will wakeboard with their friends and NOËP himself - this will be filmed and shared on social media.

Budget

Our deal with Warner is that 50% of everything they approve is recoupable, whereas Humming has set a set amount of money (35,000€) to focus on international PR, media, editorials and promotions, rather than an investment in the creation of assets.

Figure 24. No Man is an Island Marketing budget

Marketing Budget

Item	Cost	Who covers?
Artwork	500€	50% Warner, 50% Humming
Video Mapping for LHV	1500€	LHV Sponsor
Head Out of the Water music video	14 000€	50% Warner, 25% sponsors (Sportland, LHV), 25% Team NOEP
Head Out of the Water EVENT	2500€	50% Warner 25% LHV 25% Team NOEP
Radio Advert	500€	100% Warner* * first time they're testing this so were willing to invest the full amount*
Paid IG, FB posts	8000€	50% Warner, 50% Humming
Paid PR, Radio plugging	15 000€	100% Humming
'Kids' Music video	15 000€	50% Warner, 50% Humming
Traditional advertising globally	7500 €	100% Humming
Virtual interactive screen	5000 €	*potential sponsor* 100%
Total amount:	69 500€	

Additional promotion

In addition to the direct marketing and promotion for the album, we have been working on some new projects. NOËP does not perform live too often to ensure that when he does, there would be high demand and the production would always be large scale. It has been beneficial that we secured a summer residency with Raadio2 / Menu doing a monthly DJ set on their building's rooftop instead (Maripuu, V, 2021). This hour-long set consists of NOËP's own songs as well as remixes, and is pre-recorded and then played on the radio as well as live streamed on Menu's website. In addition, we can use these assets later for marketing and promotional purposes.

Figure 25. Still from Menu's livestream of NOËP's DJ set



We are also collaborating with a local independent ice cream company LaMuu to create two NOËP's ice creams. In Estonia, no other artists have done anything like this before. This has been an ongoing process since March and the launch of these ice creams will be planned around the same time with the album release, which will be useful to include in our campaign.

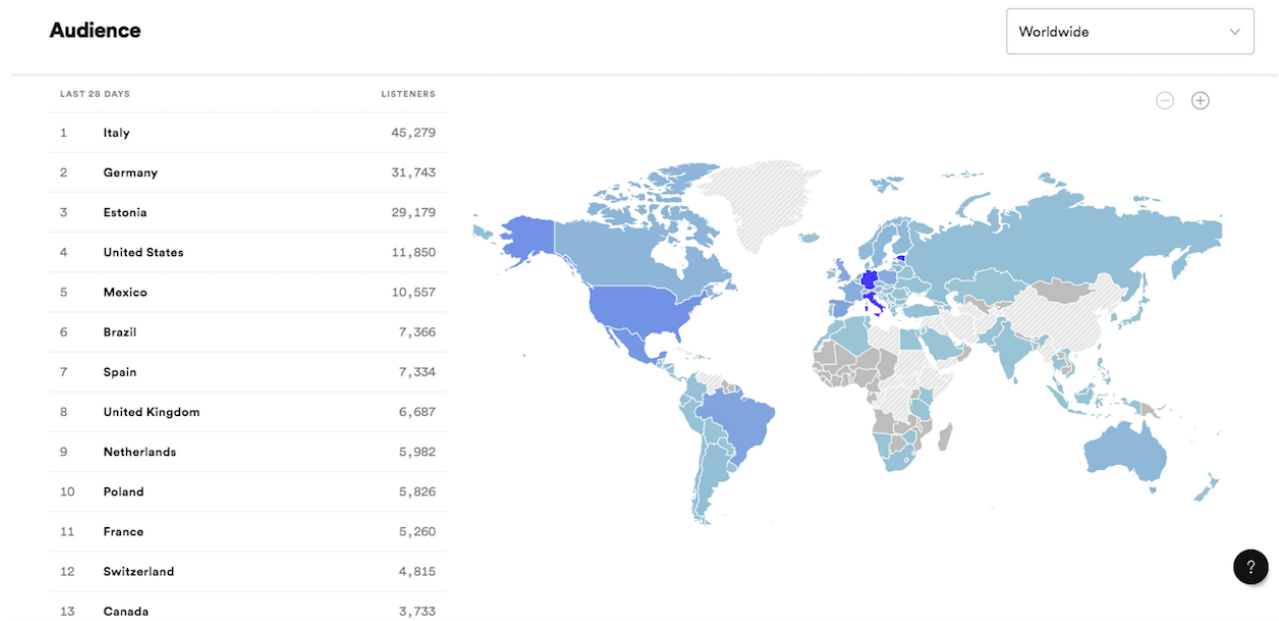
Figure 26. LaMuu ice creams



UK / European tour

As we are currently still in the middle of the pandemic, no discussion has been about international tours or performances, however the first step we would look into would be festivals. One of my responsibilities is to book gigs and liaise with the tech team, client, musicians, marketing team and the venue, organising concerts in Estonia would be a straightforward task. If we were to plan a tour, the first thing I research are the Spotify statistics.

Figure 26. NOËP's Spotify audience



As Figure 26 illustrates, a lot of his listeners are based in Italy and Germany. Spain, the Netherlands and France are also on the list and I would start my research by looking at venues with the right capacity as well as look for artists he could support. In the UK, due to complications around Brexit, it is still not clear what touring would look like for European artists and if it is even viable anymore for an artist like NOËP to plan a tour in the UK.

Conclusion

I believe that the suggested marketing plan can assist NOËP to reach global attention, whilst still focussing on home territory as well. This has been a very interesting task because my artist's home territory is not in the UK, and the structure of the industry is different.

When I first started my job at Tier Music in March 2021 as one of the junior artist managers, I did not know that my role would also include pitching marketing strategies to major labels. It has been a great opportunity to study the Entertainment Marketing module at the same time and it has given me the confidence to take lead on topics I had not had any experience before. Although sometimes the way systems, or even job roles, work in Estonia are very different from the UK's market, the principles of marketing and the end goal are the same. I am also aware that because our market is small, some of the things, such as events, promo campaigns etc, are easier to access and organise than they would be in the UK.

Lastly, I believe that sometimes it is actually more challenging to work with artists who already have a substantial following but who are not globally popular yet. It can be difficult to keep the established artist's fanbase engaged and constantly devise more creative and bigger promotions than just starting from scratch. Keeping up with new trends is more important than ever to make sure the artist stays relevant in this ever-changing industry.

Word count: 4268

References

A Le Coq (2021) *A. Le Coq Premium Select gluteenivaba õlu*, YouTube. Available at: <https://www.youtube.com/watch?v=iUJW8txE10M>

Dietrich, G. (2021). *Why Communicators Must (Finally) Embrace the PESO Model*, Available at: <https://spinsucks.com/communication/pr-pros-must-embrace-the-peso-model/>

Facebook Business Manager (2021). Facebook. Available at: business.facebook.com

Kenton, W. (2020). *Marketing Mix*, Available at: <https://www.investopedia.com/terms/m/marketing-mix.asp>

Maripuu, V (2021). *R2 ja Menu esitlevad: NOEP raadiomaja katusel*, Available at: <https://menu.err.ee/1608259179/r2-ja-menu-esitlevad-no-p-raadiomaja-katusel>

NOEP, (2021). Facebook page, Available at: www.facebook.com/noepmusic

NOEP, (2021). Instagram page, Available at: www.instagram.com/noepmusic

NOEP, Album Demos (2021). Soundcloud, Available at: <https://soundcloud.com/piecesof8music/sets/noep-album-demos/s-IDSNhryDpS3>

NOEP, Differences (2021). Spotify, Available at: https://open.spotify.com/album/2t1XgWUO8VgGhdaUj6P2UY?si=lnBVnFIURQqjSenvuhpn4Q&dl_branch=1

NOEP, Differences (2021). YouTube Video, Available at: <https://www.youtube.com/watch?v=0wyp2laAq5E>

NOEP Live (2018). YouTube. Available at: <https://www.youtube.com/watch?v=phpRZkQXefE>

NOEP (2021). Spotify. *Heads In the Clouds*. Available at: https://open.spotify.com/album/7lvWc5g2NaaVJAqaOAhgSo?si=yasNyGxDQLKo3PGr2ULsrQ&dl_branch=1&nd=1

Professional Academy (2021). *MARKETING THEORIES – THE MARKETING MIX – FROM 4 PS TO 7 PS*. Available at: <https://www.professionalacademy.com/blogs-and-advice/marketing-theories---the-marketing-mix--from-4-p-s-to-7-p-s>
<https://www.professionalacademy.com/blogs-and-advice/marketing-theories---the-marketing-mix--from-4-p-s-to-7-p-s>

Tv3Play, (2021). *NOEP röövis reporteri mikrofoni: mul tuli uus muusikavideo välja!* Available at: <https://uudised.tv3.ee/meelelahutus/uudis/2021/06/18/noep-roovis-reporteri-mikrofoni-mul-tuli-uus-muusikavideo-valja/>

Viilup, K. (2021). *Noëp avaldas peagi ilmuva debüütalbumi esiksingli*, Available at:
<https://menu.err.ee/1608228066/no-p-avaldas-peagi-ilmuva-debuutalbumi-esiksingli>

Visit Tallinn, (2021). Facebook page, Available at:
<https://www.facebook.com/VisitTallinn/posts/10159485778929104>

Wright, H. (2020). ERR. *LHV to buy Danske's corporate, public sector credit portfolio*, Available at: <https://news.err.ee/1099508/lhv-to-buy-danske-s-corporate-public-sector-credit-portfolio>