

A man with a joyful expression is adjusting a black fedora hat. He is wearing a dark denim jacket with light-colored stitching, a red bandana with white polka dots, a gold watch, and a gold chain. He is also wearing a yellow t-shirt and khaki pants. The background is a rust-colored wall with orange graffiti that reads "NO PARKING".

TIGGS DA AUTHOR

SINGLE RELEASE CAMPAIGN

Julius Griffiths, Maria Lovisi, Melina Diago, Riccardo Dinoi

ARTIST DNA

SOUND:

afrocentric
and soulful vocals

a blend of African
sounds and the UK's
homegrown genres

collaboration strategy

LOOK:

fresh
cool
colorful

ETHOS:

fusion of South London
and his East African
roots colliding together.

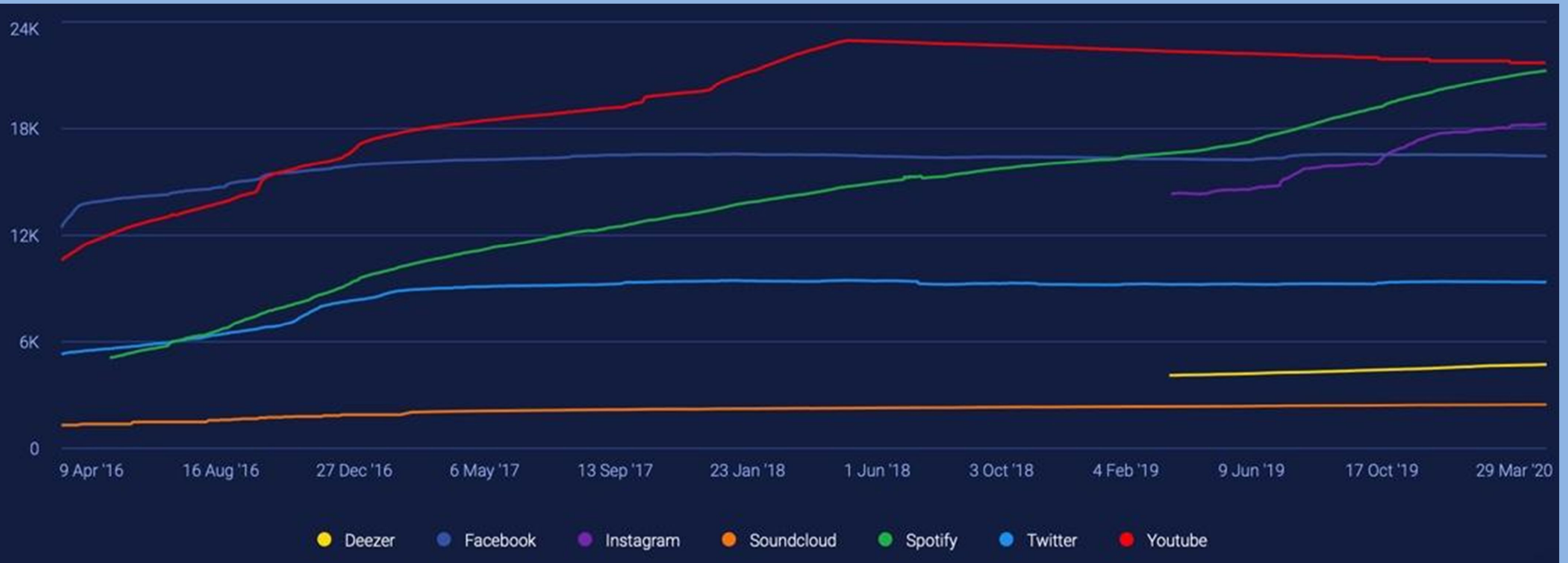


AUDIENCE ANALYSIS

 United Kingd...	140,536 ↓-0.3%	 United States	10,028 ↓-2.4%	 Norway	3,361 ↓-4.8%
 Australia	22,615 ↓-1.7%	 Canada	8,793 ↓-3%	 Switzerland	3,153 ↑0.9%
 Germany	18,187 ↑1.5%	 France	8,058 ↓-3.8%	 Brazil	2,978 ↓-5%
 Netherlands	17,534 ↓-3.4%	 Sweden	7,767 ↓-3.6%	 Austria	2,819 ↑1.8%
 Ireland	11,090 ↓-1.7%	 Spain	4,795 ↓-4.9%	 New Zealand	2,758 ↓-1.3%

Focus on UK, Australia and Germany

SOCIALS ANALYSIS



THE SONG

Release date: **12.06.2020**

About the track:

- feel-good sound
- melodic flow
- witty lyrics
- makes you feel like you've got to hit the floor.
Right. Now.





STRATEGY

INCREASE AWARENESS OF THE AUTHENTICITY OF THE
ARTIST AND HIS MUSIC

INCREASE VISIBILITY OF THE ARTIST

INCREASE AWARENESS AND VISIBILITY

- **Connect all Channels:** ensuring that fans can easily and seamlessly navigate between each artist's touchpoints.
- **Increase social media presence:**
 - Weekly upload of content that swirls around the message of the new song (e.g. hints, and creative teasers).
 - Engagement with audience: weekly IG live sessions (e.g. covers of songs or creating a playlist together with followers).
 - Collaboration with brands (e.g. ASOS - my style).
- **Upload content on Website:** biography, music videos, interviews.

PRE-SAVE CAMPAIGN:

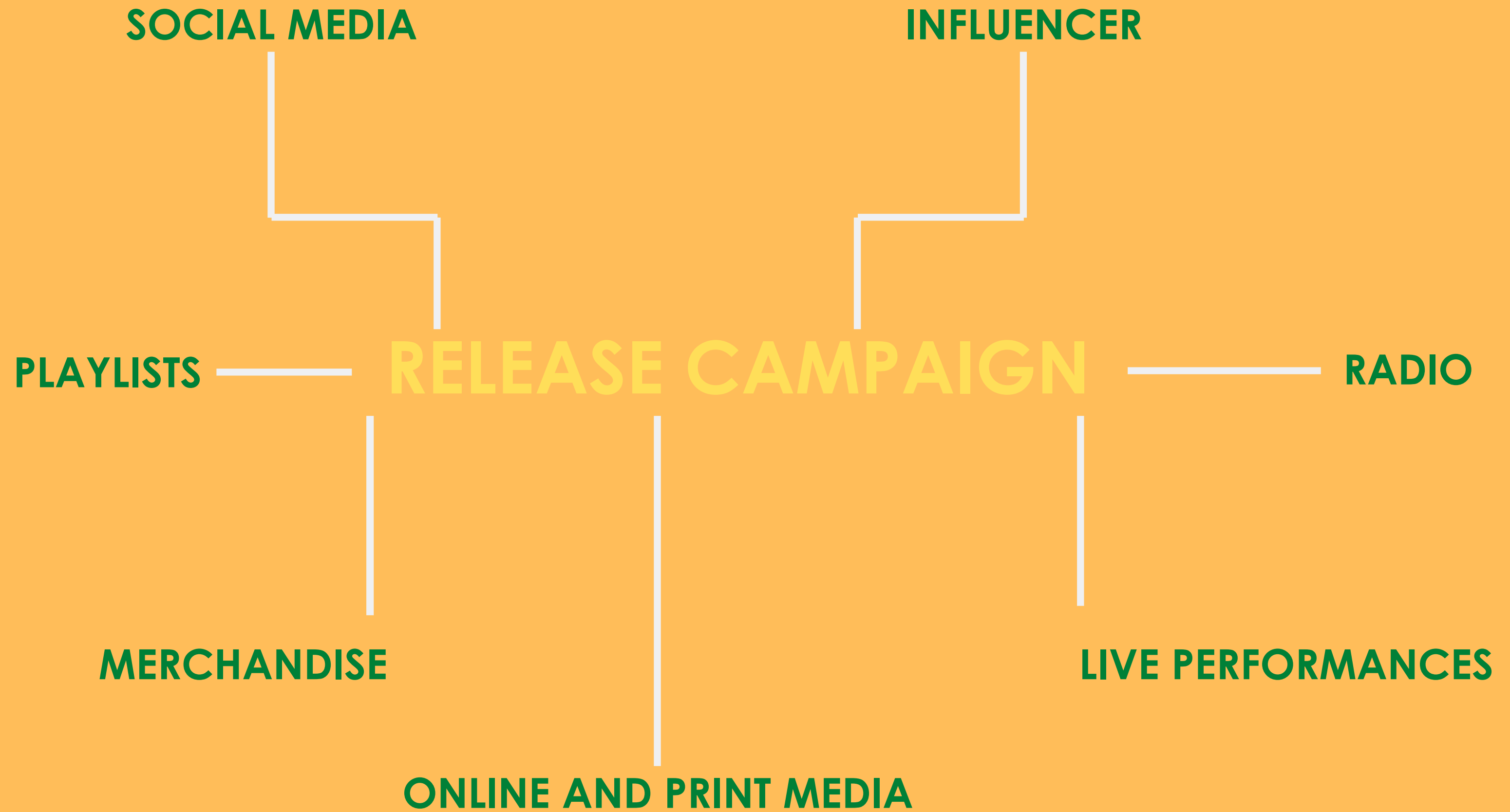
Paid Media:

- 2 weeks before release until release date:
15 sec teaser of song with Linkfire link on IG and FB.
- **Contest:**
3 winners of exclusive merchandise (e.g. personalized summer jeans jacket).

Owned Media:

- 1 week before release date:
talk about his new release, i.e. back story, creation process and promotion the contest on IG live.





LIVE PERFORMANCES:



PERFORMANCE AT COLORS SHOW

- **870K** FOLLOWERS ON IG
- **245K** FOLLOWERS ON FB
- **4,32** MLN SUBSCRIBERS ON YOUTUBE



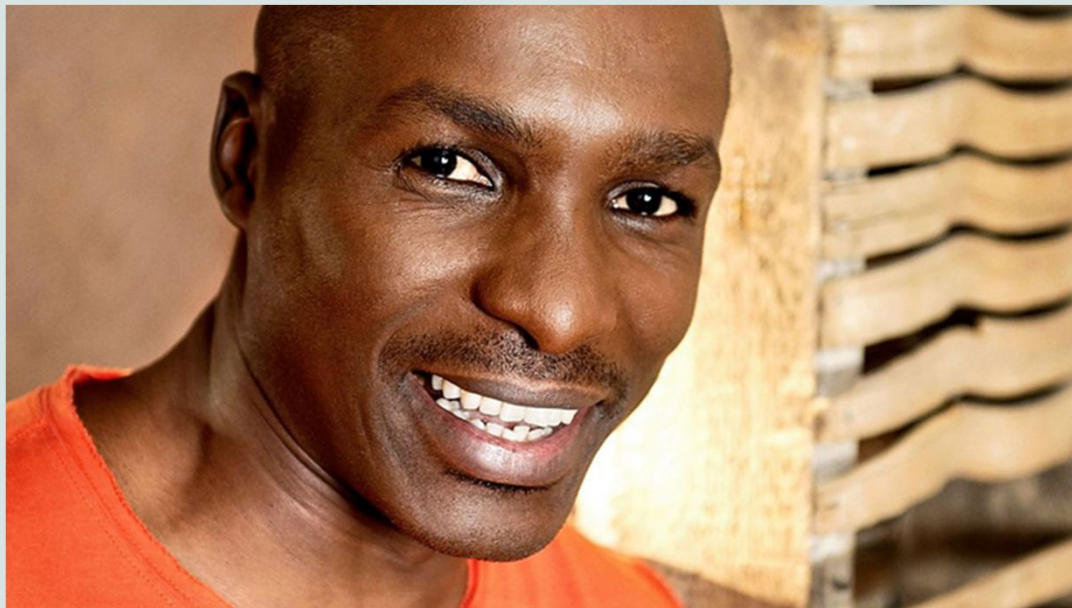
PERFORMANCE AT BLACK CULTURAL ARCHIVES



PERFORMANCE AT BRIXTON JAMM

RADIO:

BBC 1XTRA



INTERVIEW WITH [DJ EDU](#) ON
DESTINATION AFRICA

APPLE MUSIC BEATS 1



INTERVIEW WITH [JULIE ADENUGA](#)

CAPITAL XTRA



INTERVIEW WITH [AFRO B](#) ON
AFROBEATS WITH AFRO B

MERCHANDISE:

ITEMS:

- T-SHIRTS
- JACKETS
- BEANIES

Print for merch and logo



Examples of T-Shirt designs



COLORS THAT RECALL THE AFRICAN FEEL AND TIGGS'S STYLE

PLAYLISTS:

*



114K FOLLOWERS



153K FOLLOWERS

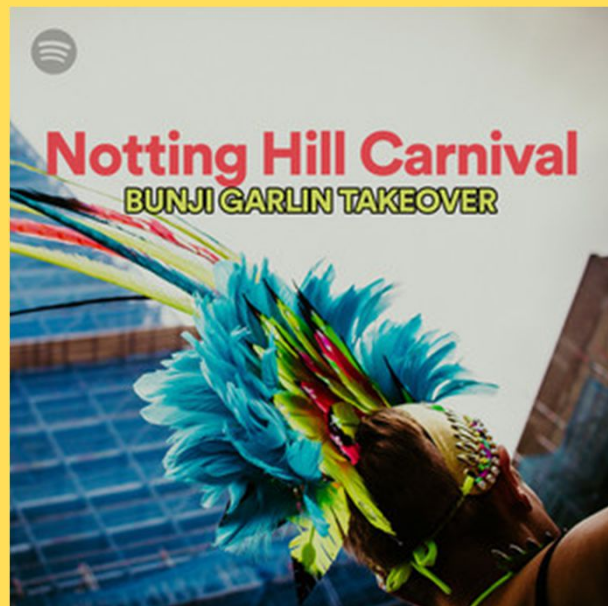


568K FOLLOWERS

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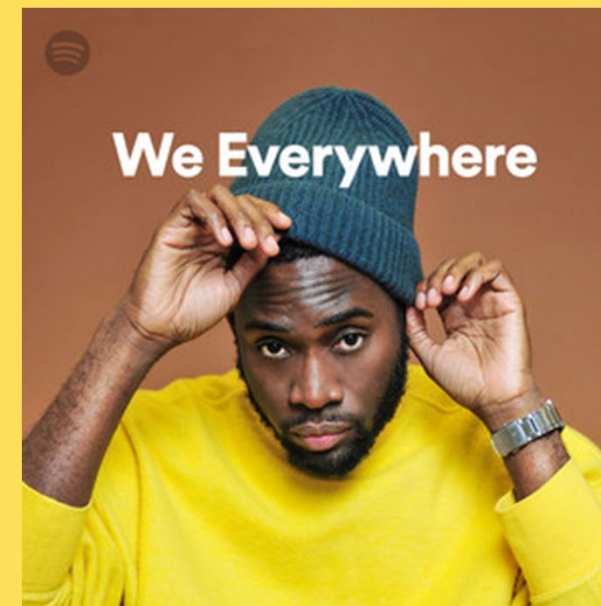
597K FOLLOWERS



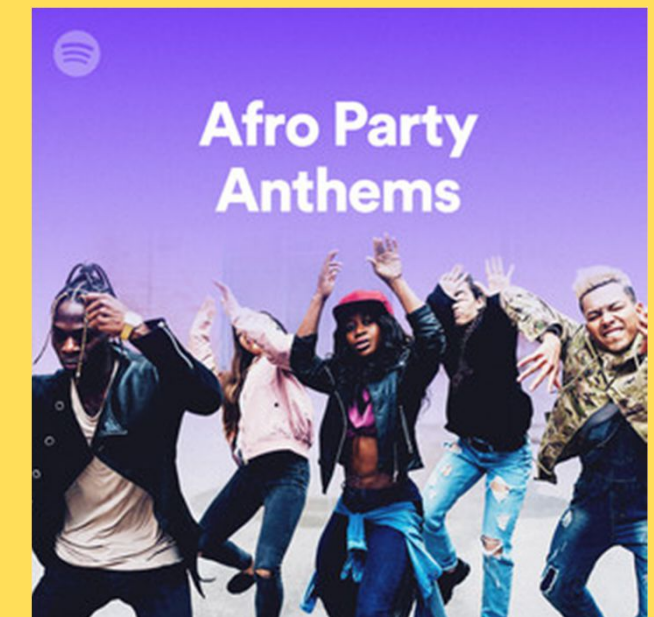
151K FOLLOWERS



1.8K FOLLOWERS



383K FOLLOWERS



81.5K FOLLOWERS

*Playlists he's already been added to

ONLINE AND PRINT MEDIA:



INFLUENCERS:



NOT3S



STEFF LON DON



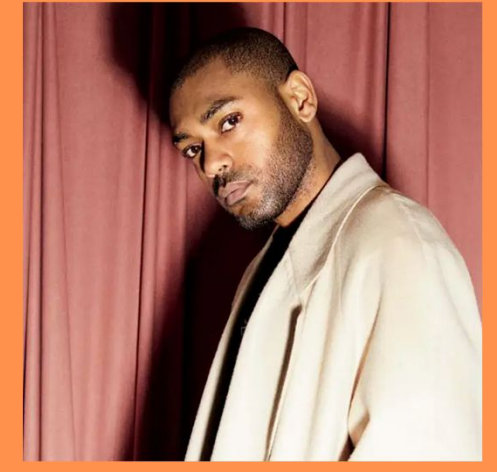
TINIE TEMPAH



J HUS



SWAY



KANO



MS BANKS



NSG



JULS



M.ANIFEST



NINES



KIDA KUDZ

SOCIAL MEDIA:



facebook®

LAUNCH OF **DANCE CHALLENGE** ON VIDEO RELEASE DAY:

- PARTNER WITH INFLUENCERS TO LAUNCH THE CHALLENGE
- SELECT A GOOD HASHTAG FOR THE CHALLENGE
- DIRECTLY INVITE PEOPLE TO JOIN BEFORE IT STARTS
- INTERACT WITH PARTICIPANTS
- DISTRIBUTION OF PRIZE THROUGH VOTING OF AUDIENCE

TIMELINE:

- Single release in summer as this goes in accordance with Tiggs style of music: feels good vibes and wanting to party.
- Duration marketing campaign: 11th of May 2020 - 12th of June 2020 (5 weeks).
- Week 6 will be dedicated for the expansion of the plan into the German market.

For a detailed plan, please refer to the Google Sheet file included with this presentation.

BUDGET:

assets creation:

photoshoot	£300
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new logo	£400
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contest:

two personalized denim jackets	£400
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Social media campaign:

UK	£600
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Australia	£300
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Germany	£300
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Video:

Shooting	£5,000
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Edit	£500
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