Maia Onda - Echoes (feat. Paul Falk) - Release Plan

Portfolio of Release Plan - Group Assignment for Music Industry Landscape / Creative Music Management

By Elle Bowen



Figure 1: Maia Onda

This Portfolio includes the following assets:

- Single
- Remix
- Artwork / Iconography (Single and Remix)
- Music Video
- EPK
- Press Release
- Moodboard
- Launch Event Detail

- Marketing Strategy
- Media Plan
- Release Timeline
- Budgeting

Portfolio Outline

This is the portfolio of the release plan for the artist Maia Onda, with her original track titled ‘Echoes’ featuring the producer Paul Falk. This is an unreleased, commercial track from Austrian-based solo singer Maia Onda, who is an associate of group member Anja and ultimately approved by the wider group. The accompanying remix to the single release is commissioned by multi-genre producer Maru Ten, an associate of mine who was also approved by the group.

Group Roles

In our initial meeting as a group, we went through all the requirements of the portfolio and assigned tasks to those who put themselves forward.

Elle

My area of expertise is multi-channel media planning including social, digital and radio, with over 8 years experience as a Brand Partnerships Manager. I’m also currently managing a band on their debut releases. My roles for the group assignment are:

- Leading on paid and earned media strategy, with appropriate KPIs based on budget
- Music Video
- Creating the EPK
- Drawing a budgeting plan for income and expenses
- Release timeline
- A&R with Remix producer

Anja

Anja has been working in Marketing and PR for almost three years, with a particular focus on traditional PR campaigns. She has also launched several commissioned works in the field of design and creation of visual content. Her main duties for the portfolio are:

- Artist contact and research
- Digital content
- Marketing and Social Media: strategy/artwork

Kirsten

Kirsten is a freelance Event Manager, which also has responsibilities in marketing, producing promotional materials and also performing at events. She has also studied music performance for a number of years. Her main duties for the portfolio are:

- Iconography
- Artwork
- Merchandise
- 5-day pre-release tour

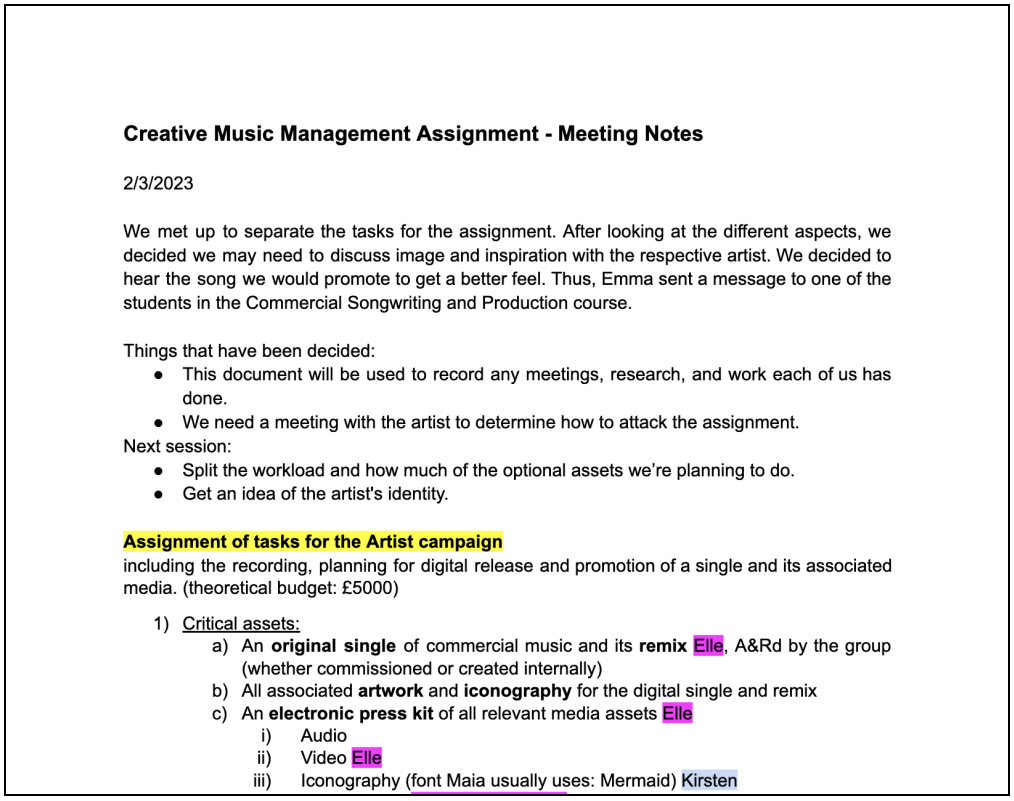
Emma

Emma has 25 years experience working in Corporate Communications, focussing on media, PR, events management, digital communications, marketing and brand management in the bioscience industry. Her experience of the music industry is through supporting grass-root and independent gigs and artists, and is also a member of various industry groups. Her main duties for the portfolio are:

- Live event research, outline and costings
- Press release
- Chartmetric stats
- Kickstarter campaign outline
- Google drive & Google meet

The Initial Group Process

In our first meeting as a group, we discussed different areas of the portfolio which best suited our skills and expertise. We assigned group members to different tasks, as outlined in the group roles section. A shared drive folder was created, which included a timeline document to keep meeting notes throughout the process.



Creative Music Management Assignment - Meeting Notes

2/3/2023

We met up to separate the tasks for the assignment. After looking at the different aspects, we decided we may need to discuss image and inspiration with the respective artist. We decided to hear the song we would promote to get a better feel. Thus, Emma sent a message to one of the students in the Commercial Songwriting and Production course.

Things that have been decided:

- This document will be used to record any meetings, research, and work each of us has done.
- We need a meeting with the artist to determine how to attack the assignment.

Next session:

- Split the workload and how much of the optional assets we're planning to do.
- Get an idea of the artist's identity.

Assignment of tasks for the Artist campaign

including the recording, planning for digital release and promotion of a single and its associated media. (theoretical budget: £5000)

1) Critical assets:
   a) An **original single** of commercial music and its **remix** Elle, A&Rd by the group (whether commissioned or created internally)
   b) All associated **artwork** and **iconography** for the digital single and remix
   c) An **electronic press kit** of all relevant media assets Elle
      i) Audio
      ii) Video Elle
      iii) Iconography (font Maia usually uses: Mermaid) Kirsten

Figure 2: Screenshot of Meeting Notes Doc

After an initial setback with a different artist, Maia Onda was recommended by group member Anja, who continued to be the sole contact for the artist. Two songs were shared, and 'Echoes' was chosen in favour of the more uplifting track 'This Isn't Over'.

About Maia Onda

Maia Onda is an Austrian-born female singer, song-writer and musician. She has management in Austria, Gerhard Burda, but the UK is an entry level market for her to break through. An EPK has been produced, with a focus on appealing to the UK and English speaking markets.



Figure 3 - EPK for Maia Onda

Maia Onda's EPK is available to view and download here.

The Single 'Echoes'

'Echoes' will be the sixth release from Maia Onda, and is a different creative direction to her usual upbeat and uplifting tracks. 'Echoes' was born from a creative session with producer Paul Falk, who were both keen to develop a powerful piano ballad. The track highlights the journey of mental health and the associated feelings that came with struggling from it. Based on this, the single will be launched on Friday 13th October to align with World Mental Health Day on 10th October 2023.

The press release was created with guidance from Zelenovskaya (2022) and McCauley (2020).

FOR IMMEDIATE RELEASE

TUESDAY 10 OCTOBER 2023

Austrian artist Maia Onda drops sixth single 'Echoes'



Maia Onda releases her sixth single 'Echoes' on Friday 13 October 2023.

Available worldwide, on all streaming platforms, this new song is a soundscape mix of powerful vocals, piano and drums, co-written and produced by Paul Falk.

Graz-based Onda has moved away from her usual upbeat pop sound with 'Echoes', which was born out of a creative song writing session with producer (Paul Falk) and had them both keen to develop a different sound with a big piano ballad.

Launched in the week of World Mental Health Day (Tuesday 10 October) 'Echoes' highlights the journey of mental health and the feelings associated with thinking you're ok, but still struggling.

Maia said "We wanted to write a piano ballad because it was just the mood. The song is about getting over a low phase like depression or a burnout. Symptoms repeatedly come up again and again despite thinking you are doing ok".

In developing the song, Dusseldorf based producer Falk started with chords, and Maia built in the melody. Whilst working with the music, Maia came up with the hook 'tell me why can I still hear the echoes' which gave her the basis to write the lyrics.

A launch event at the infamous London venue, Paper Dress Vintage takes place on Friday 13 October at 8pm. Tickets available on DICE.

ENDS

For more information contact the EKEA group.

Notes to Editors

Maia Onda, a singer-songwriter and producer from Graz, Austria bases her signature modern pop sounds on catchy melodies and embellishes them with tonal choir sounds. Influenced by soul, jazz and funk her music has a timeless feel.

Music: Spotify | Apple Music | Amazon Music | Pandora

Social media: YouTube | Instagram | Facebook | TikTok

The link to the Echoes track is here.

The press release to Echoes is here.

The Remix by Maru Ten

Maru Ten is a multi-genre DJ and producer from London, now currently based in Berlin. He has multiple remixes commissioned for other artists, including a track for Afriquoi with thousands of plays on Spotify.

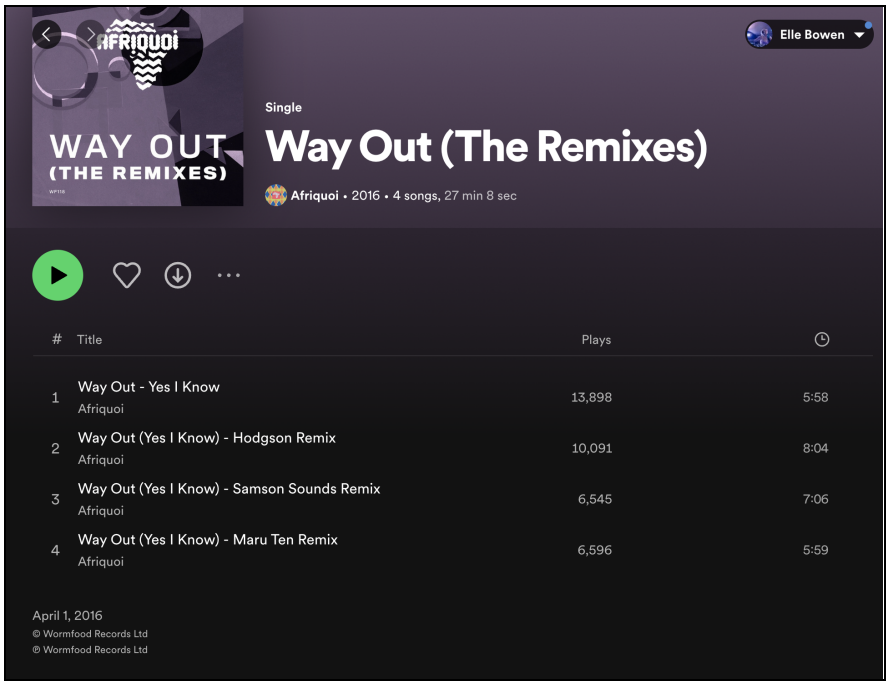


Figure 5 - Spotify, 2016

Maru Ten has captured the catchy ballad hooks in Echoes and repurposed them into a jungle / drum & bass track, elevating the overall moodiness of the original track into a dancefloor hit.

The link to the W.I.P. version of Echoes (Maru Ten Remix) is here.

Recording, Mixing and Mastering

‘Echoes’ has a mastered ready, but we will set aside an allocation of the budget for the option of re-recording at a higher quality and to record with additional live instruments. Puzzle Factory Studios (2023) based in Tottenham offers recording, mixing and mastering services at approximately £500 all included. Any remaining budget can be reinvested back into social and digital marketing.

Distribution

The single and remix will be distributed across Distrokid, which offers an affordable monthly subscription to use their services of distributing music to all major digital streaming and retail platforms, including Spotify, Deezer and Apple Music. There are multiple perks to using DistroKid, but the key feature is that artists keep 100% of their royalties (DistroKid, 2023). They also offer a video distribution service, which we will also use as part of the Music Video release to ensure maximum impact of the release on a visual level also.

The Moodboard / Creative Concept

The group produced a moodboard to share creative visions relating to ‘Echoes’. We analysed previous Maia Onda releases to ensure consistent branding, created a word cloud to draw themes and feelings from the track, ideas for iconography and included visual inspiration (imagery and video).

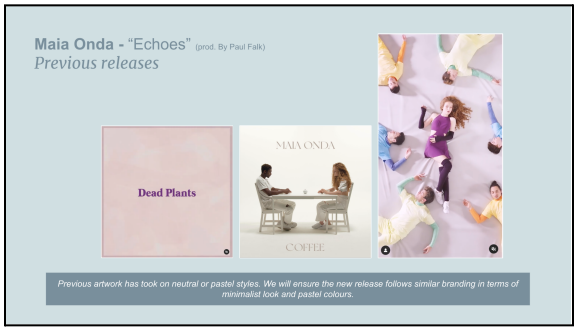


Figure 6 - Moodboard: Previous artwork

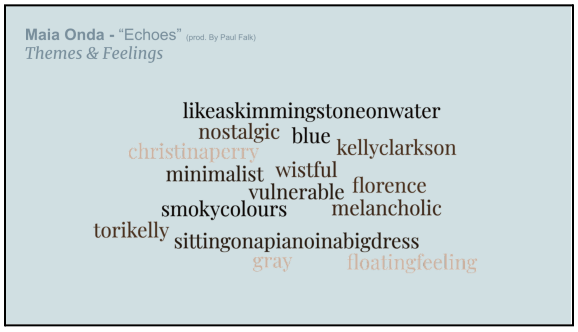


Figure 7 - Moodboard: Word Cloud

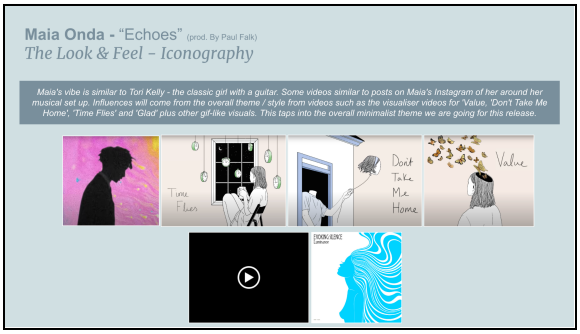


Figure 8 - Moodboard: Iconography

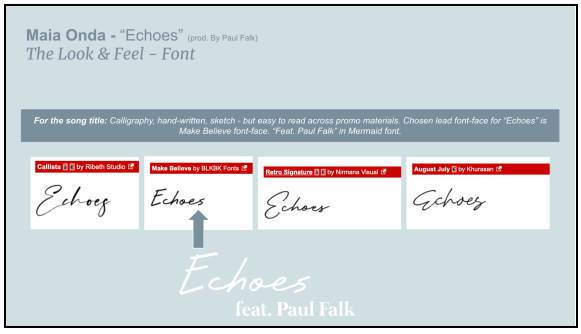


Figure 9 - Moodboard: Font #1

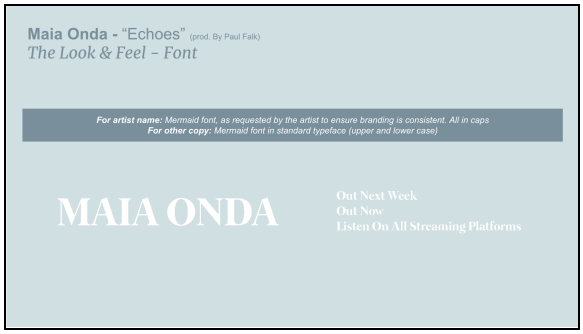


Figure 10 - Moodboard: Font #2

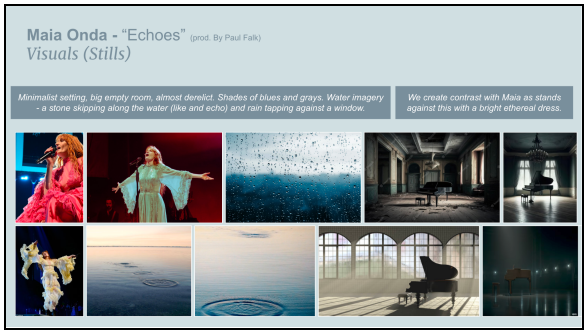


Figure 11 - Moodboard: Visuals (Stills)

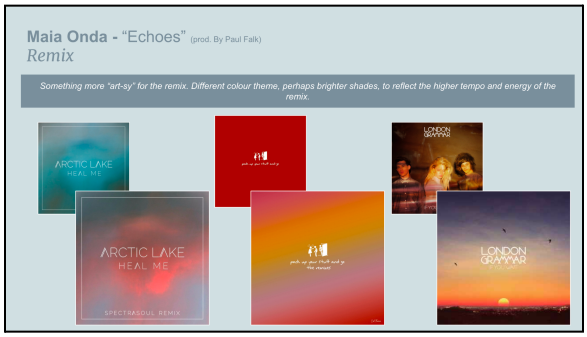


Figure 12 - Moodboard: Visuals (Video)

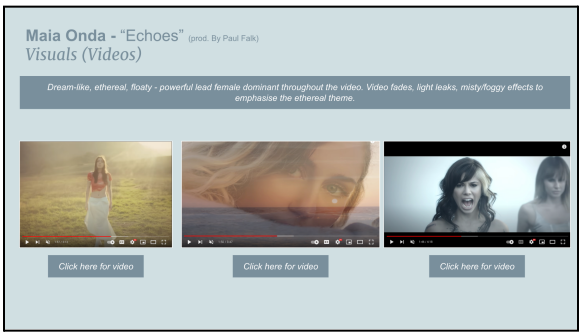


Figure 13 - Moodboard: Remix

The link to the full moodboard asset is here.

Budgeting

We allocated the £5,000 budget across the below in Figure 9. The expenses are distributed across recording, mixing and master (including the Remix Producer's fee), video, photography, event production, artwork and a marketing budget. These expenses total more than £5,000, however we will be expected to raise £1,253 from the Launch Party event tickets. In addition, we will also be launching a kickstarter campaign to be put towards a European tour.

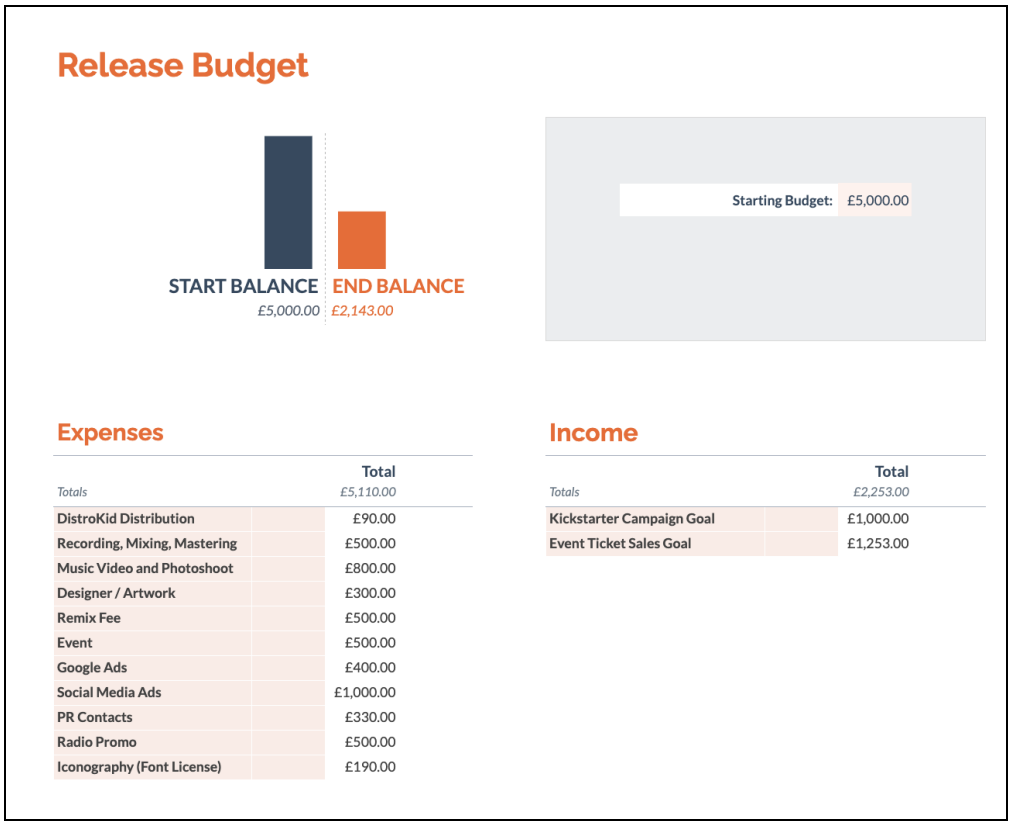
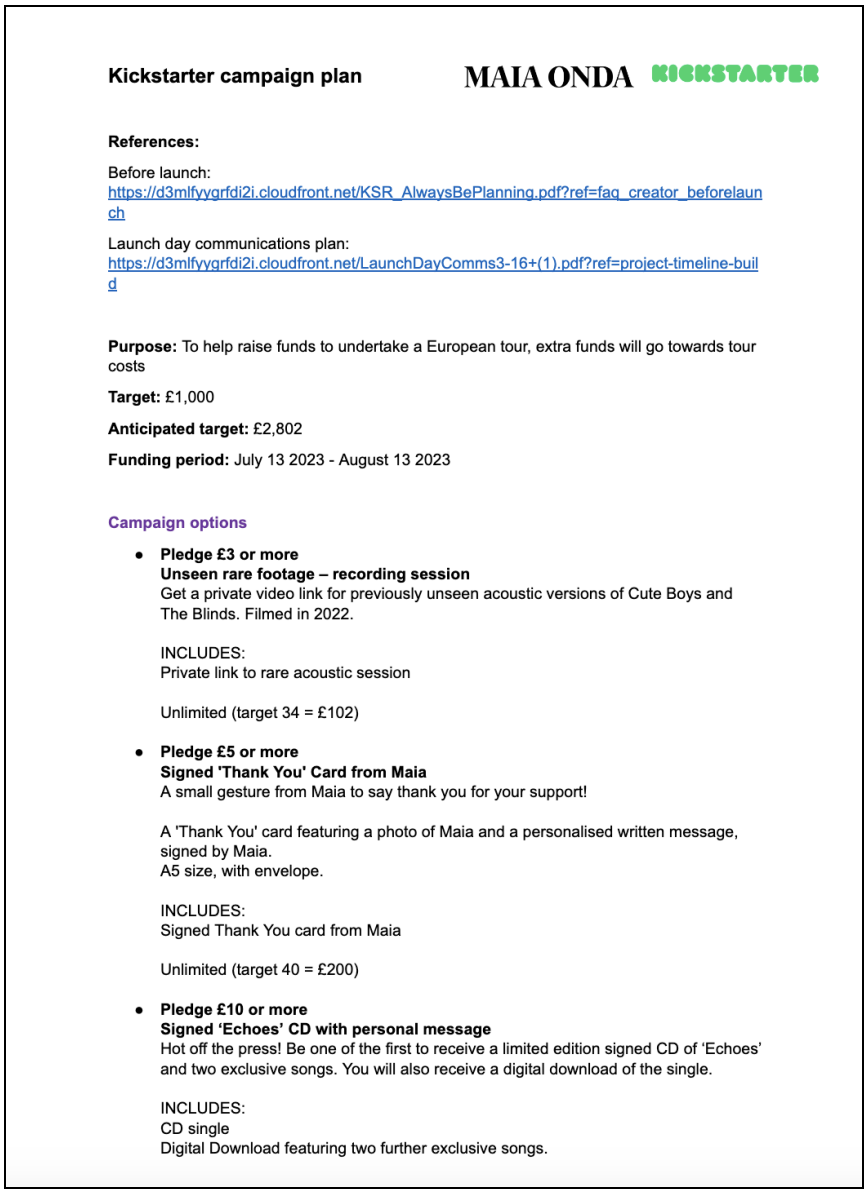


Figure 14 - Budgeting table

The link to the budget excel is here.

The Kickstarter campaign will have a goal of £1,000, with the purpose of raising funds to launch a European tour. There will be multiple pledge options, ranging from £3 to £25, each offering exclusive benefits to the pledger such as unseen content to limited edition T-Shirts.



Kickstarter campaign plan MAIA ONDA KICKSTARTER

References:

Before launch:
https://d3mlfyygrfdi2i.cloudfront.net/KSR_AlwaysBePlanning.pdf?ref=faq_creator_beforelaunch

Launch day communications plan:
https://d3mlfyygrfdi2i.cloudfront.net/LaunchDayComms3-16+(1).pdf?ref=project-timeline-build

Purpose: To help raise funds to undertake a European tour, extra funds will go towards tour costs

Target: £1,000

Anticipated target: £2,802

Funding period: July 13 2023 - August 13 2023

Campaign options

- **Pledge £3 or more**
  Unseen rare footage – recording session
  Get a private video link for previously unseen acoustic versions of Cute Boys and The Blinds. Filmed in 2022.

  INCLUDES:
  Private link to rare acoustic session

  Unlimited (target 34 = £102)

- **Pledge £5 or more**
  Signed 'Thank You' Card from Maia
  A small gesture from Maia to say thank you for your support!

  A 'Thank You' card featuring a photo of Maia and a personalised written message, signed by Maia.
  A5 size, with envelope.

  INCLUDES:
  Signed Thank You card from Maia

  Unlimited (target 40 = £200)

- **Pledge £10 or more**
  Signed 'Echoes' CD with personal message
  Hot off the press! Be one of the first to receive a limited edition signed CD of 'Echoes' and two exclusive songs. You will also receive a digital download of the single.

  INCLUDES:
  CD single
  Digital Download featuring two further exclusive songs.

Figure 15 - Kickstarter campaign brief

The link to the full Kickstarter campaign is here.

Single Artwork

As a group, we agreed that we want Maia and her piano to shine through as powerful forces. Her past release artwork follows a fairly minimalist style, which we will continue to follow to

ensure her branding is consistent. As per the moodboard, we brought grey and smokey colours to life with a contrasting bright outfit worn by Maia.

We created a concept for the single artwork, and have included a budget to hire a professional designer.



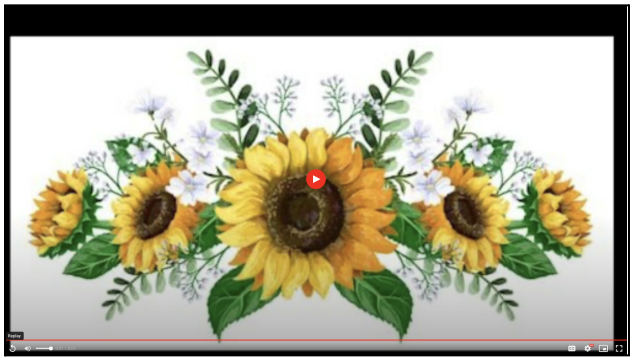
Figure 16 - Echoes single artwork concept

Link to view single artwork is here.

Iconography

Sources of inspiration for iconography come from the minimalist sketch drawings and animations from Tori Kelly - Value (YouTube, 2020) and Jaden - Bye (YouTube, 2022).







Figures 17, 18 and 19 - Video, image and gif concepts

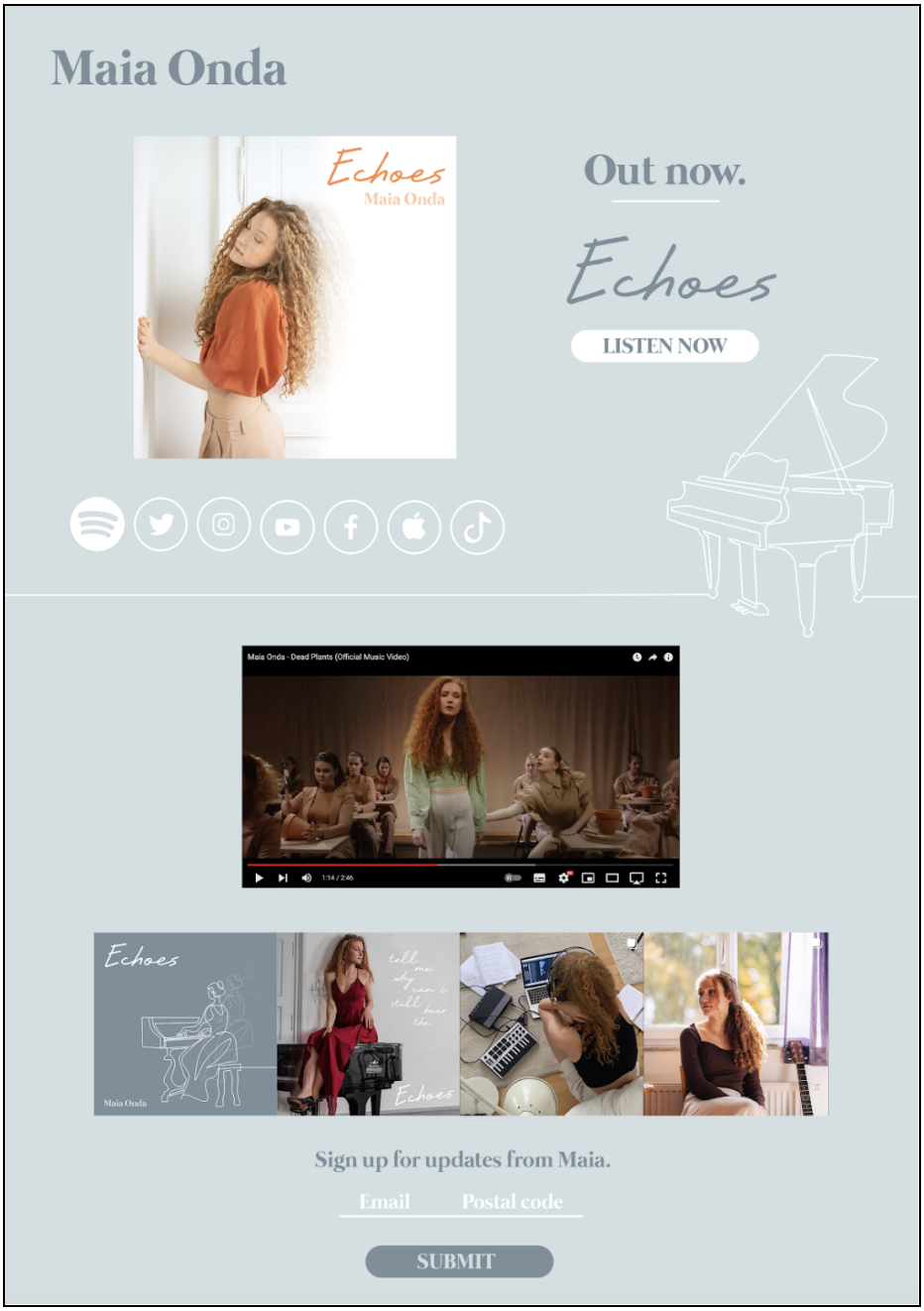


Figure 20 - Website mock

Links to view Iconography assets are here.

Remix Artwork

The remix artwork is to provide a warmer and brighter contract to the original single artwork, to match the higher tempo of the track.



Figure 21 - Remix single artwork concept

Link to view remix single artwork is here.

Music Video

A budget of £800 had been allocated for the music video and photoshoot package. As per the moodboard, the music video would hero Maia alongside a piano in a big, empty room with just a piano. The overall feeling would be dream-like and ethereal. There will be fades, light leaks, misty / foggy effects to capture the ethereal theme. Influences for the music video came from Lizzy McApline - Ceilings (YouTube, 2023), Miley Cyrus - Malibu (YouTube, 2018) and Christina Perri - Jar of Hearts (YouTube, 2011).

A conceptual lyrics video has been created.



Figure 22 - Music Video concept

Link to the music video concept is here.

Marketing Strategy

The overall marketing strategy is maximise streams and downloads on release day, sell event tickets to the launch party and generate buzz / awareness for the new single. There is a depth of resource available online for helping to produce a schedule for releases, including Damien Keyes' 23 Day Single Release Plan (2023) which was used as a reference and adapted to suit our parameters.

According to Chart Metrics, the top markets for Maia are the United States, United Kingdom, Germany and Belgium, so we will focus on paid and earned media across these 4 markets, as well as Maia's home country Austria. Given budgets are fairly limited, it is best to create a bigger impact across a smaller number of markets rather than spread the budget too thinly and risk not making a high impact for the release.

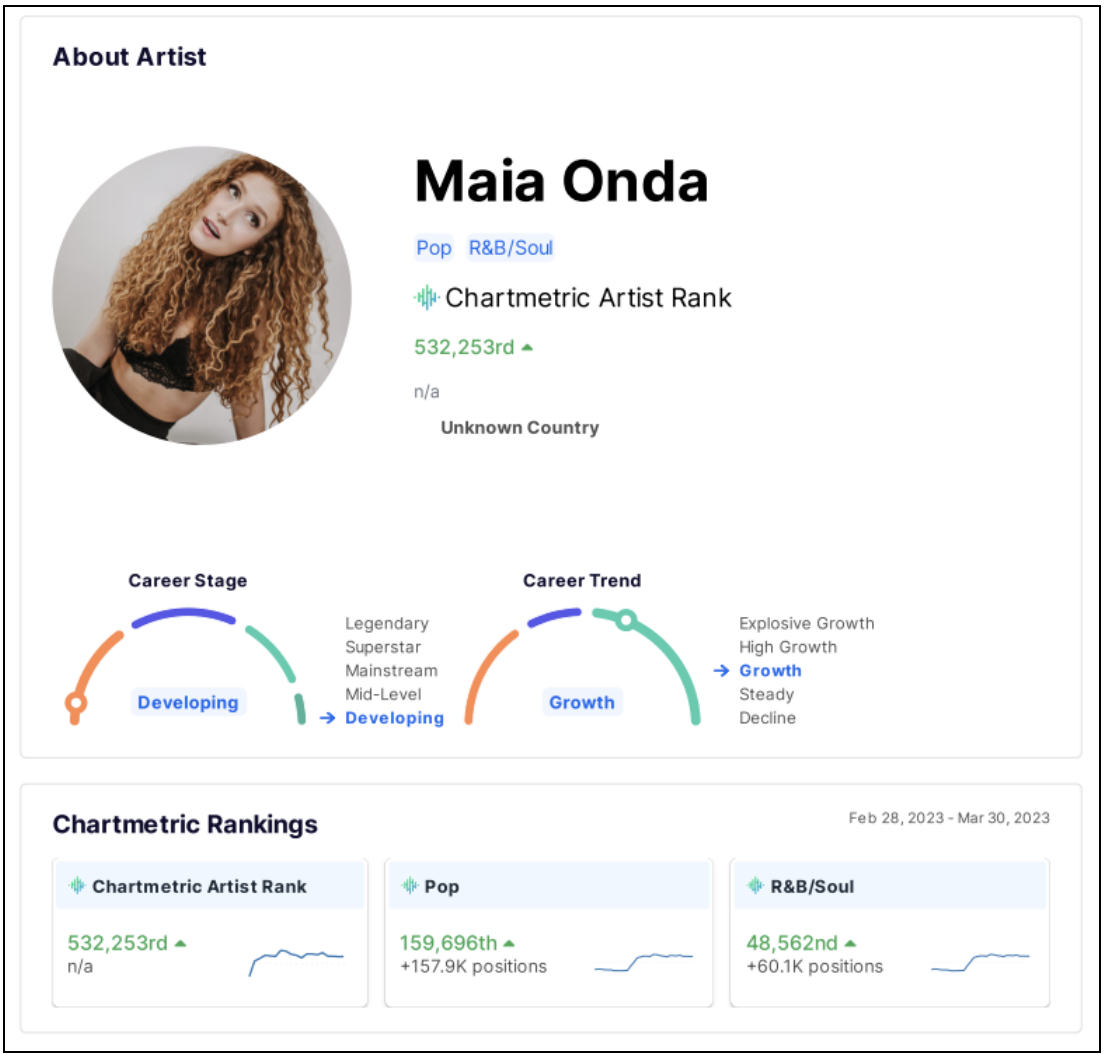


Figure 23 - Chart Metrics Snapshot for Maia Onda

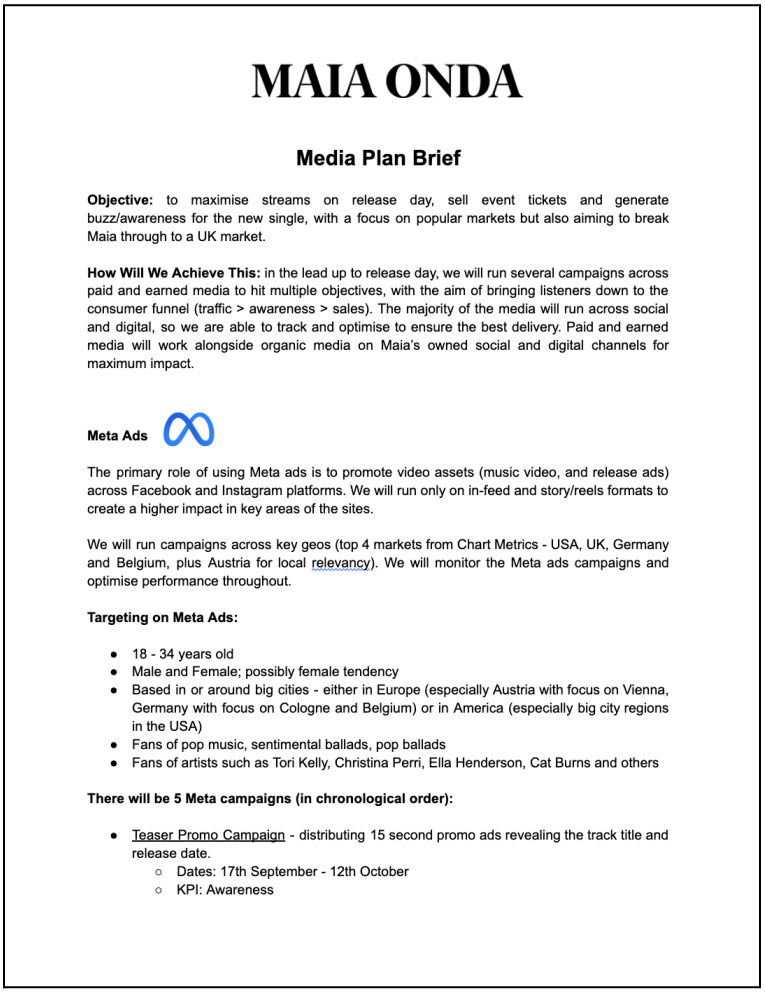
The link to the full chart metrics report is here.

Given the group's collective expertise in marketing, communications and PR, we opted to look after all digital, social and PR campaigns internally, rather than outsource. This would enable budgets to go directly to the media delivery rather than pay agency fees for their services, thus maximising reach and impact. We will be using a third party, Hart Media, for their radio promotion services which will help to generate a bigger impact for Maia's release into the UK market.

A media brief has been created to outline the purpose and expected results from all of the paid and earned media strategies. In summary, our estimates for the paid and earned media are:

£2,230 budget:

- 1.4M reach
- 1M impressions
- 4.5K clicks
- 296 Emails to relevant PR contacts sent



MAIA ONDA

Media Plan Brief

Objective: to maximise streams on release day, sell event tickets and generate buzz/awareness for the new single, with a focus on popular markets but also aiming to break Maia through to a UK market.

How Will We Achieve This: in the lead up to release day, we will run several campaigns across paid and earned media to hit multiple objectives, with the aim of bringing listeners down to the consumer funnel (traffic > awareness > sales). The majority of the media will run across social and digital, so we are able to track and optimise to ensure the best delivery. Paid and earned media will work alongside organic media on Maia's owned social and digital channels for maximum impact.

Meta Ads

The primary role of using Meta ads is to promote video assets (music video, and release ads) across Facebook and Instagram platforms. We will run only on in-feed and story/reels formats to create a higher impact in key areas of the sites.

We will run campaigns across key geos (top 4 markets from Chart Metrics - USA, UK, Germany and Belgium, plus Austria for local relevancy). We will monitor the Meta ads campaigns and optimise performance throughout.

Targeting on Meta Ads:

- 18 - 34 years old
- Male and Female; possibly female tendency
- Based in or around big cities - either in Europe (especially Austria with focus on Vienna, Germany with focus on Cologne and Belgium) or in America (especially big city regions in the USA)
- Fans of pop music, sentimental ballads, pop ballads
- Fans of artists such as Tori Kelly, Christina Perri, Ella Henderson, Cat Burns and others

There will be 5 Meta campaigns (in chronological order):

- Teaser Promo Campaign - distributing 15 second promo ads revealing the track title and release date.
  - Dates: 17th September - 12th October
  - KPI: Awareness

Figure 24 - Media Plan Brief

The link to the media brief is here.

A media plan has been produced to outline the different media, allocated budgets, timings and an estimate of delivery in a clear and concise manner.

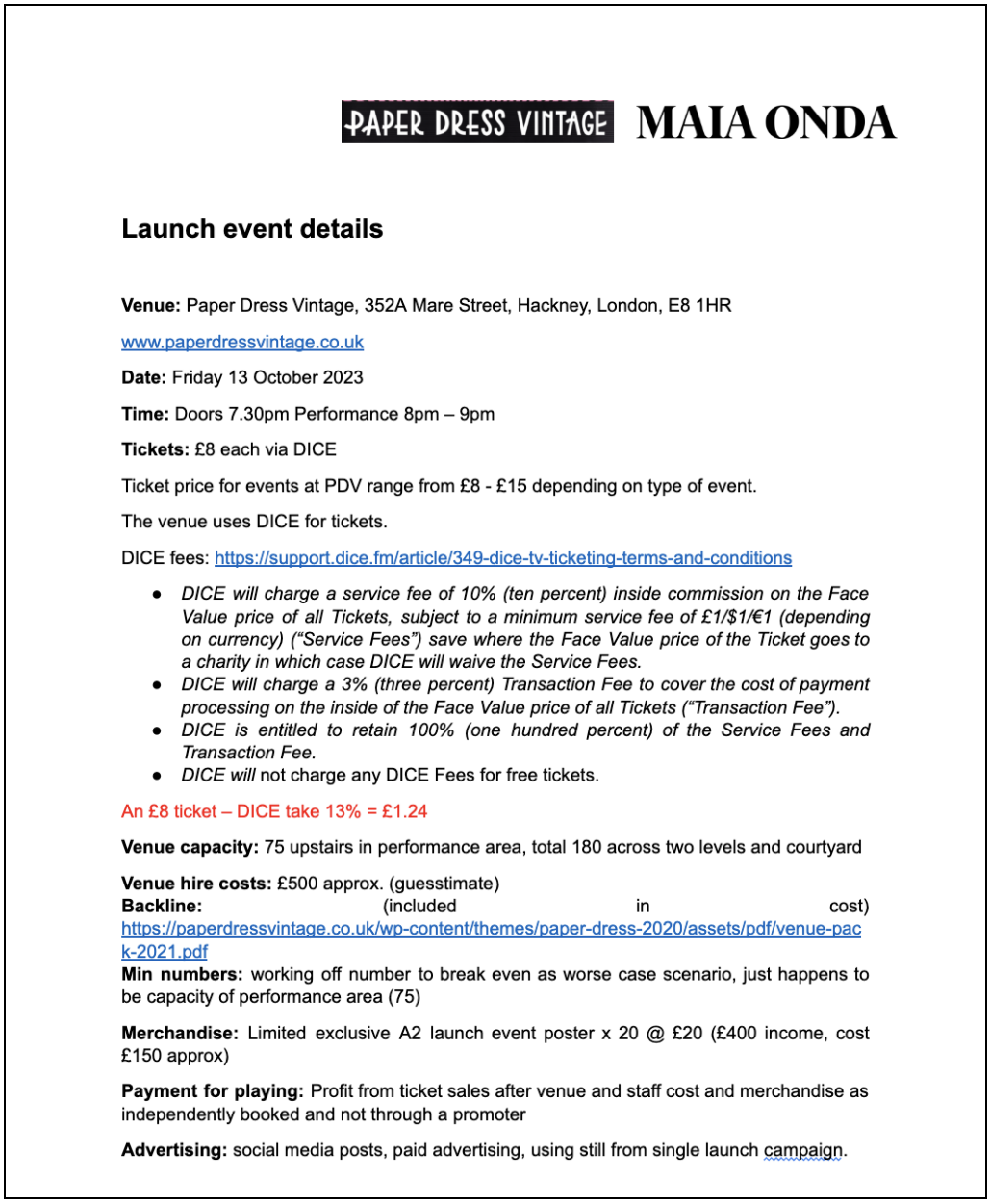
Platform	Media	Start Date	End Date	Targeting		Primary KPI	Estimated Reach	Estimated Imps	Estimated Clicks	Estimated Video Views	Estimated Platforms / Contacts	TOTAL NET
SOCIAL				**Country**	**Targeting**							
Facebook	Music Video Boost	13th Oct 23	20th Oct 23	USA, UK, Germany, Belgium, Austria	Interests	Video Views	91,000	NA	NA	28,000	NA	£200.00
Meta (FB + IG)	Teaser Promo Post	18th Sept 23	12th Oct 23	USA, UK, Germany, Belgium, Austria	Interests + Retargeting previously engaged	Awareness	720,000	NA	NA	NA	NA	£200.00
Meta (FB + IG)	Out Now Promo Post	13th Oct 23	9th Nov 23	USA, UK, Germany, Belgium, Austria	Retargeting previously engaged	Traffic to Stream	150,000	NA	4,500	NA	NA	£200.00
Meta (FB + IG)	Event Promo	25th Sept 23	13th Oct 23	UK	Interests + Retargeting previously engaged	Traffic to Event				NA	NA	£200.00
Meta (FB + IG)	Out Now Remix Promo	10th Nov 23	24th Nov 23	USA, UK, Germany, Belgium, Austria	Interests + Retargeting previously engaged	Traffic to Stream				NA	NA	£200.00
TikTok	Teaser Promo Post	18th Sept 23	12th Oct 23	UK, Germany, Belgium, Austria	Interests	Awareness	NA	NA	NA	NA	NA	£250.00
TikTok	Out Now Promo Post	13th Oct 23	9th Nov 23	UK, Germany, Belgium, Austria	Interests	Clicks to Spotify	NA	NA	NA	NA	NA	£250.00
Sub Total							**961,000**	**0**	**4,500**	**28,000**		**£1,000**
DIGITAL												
Gooogle Ads	Teaser Promo Ads	18th Sept 23	12th Oct 23	USA, UK, Germany, Belgium, Austria	Interests	Impressions	500,000	1,000,000	NA	15,000	NA	£100.00
Google Ads	Out Now Promo Ads	13th Oct 23	9th Nov 23	USA, UK, Germany, Belgium, Austria	Interests	Impressions					NA	£100.00
Google Ads	Event Promo	25th Sept 23	13th Oct	UK	Interests	Impressions					NA	£100.00
Google Ads	Out Now Remix Promo	10th Nov 23	24th Nov 23	USA, UK, Germany, Belgium, Austria	Interests	Impressions					NA	£100.00
Digital Display Sub Total							**500,000**	**1,000,000**	**0**	**15,000**		**£400**
RADIO												
Hart Radio	Radio Promo Campaign (4 Week Campaign)	13th Oct 23	12th Nov 23	UK	NA	Radio Stations	NA	NA	NA	NA	20	£500.00
Radio Sub Total											**20**	**£500**
PR												
Groover	PR Campaign - Media Outlets / Journalists	3rd Oct 23	NA	Global	NA	Contacts	NA	NA	NA	NA	50	£100.00
Groover	PR Campaign - Playlist Curators	13th Oct 23	NA	Global	NA	Contacts	NA	NA	NA	NA	50	£100.00
MICCO	PR Campaign - Music Professionals	3rd Oct 23	NA	Global	NA	Contacts	NA	NA	NA	NA	196	£30.00
Groover	Playlist Curators (Remix)	10th Nov 23	NA	Global	NA	Contacts	NA	NA	NA	NA	50	£100.00
PR Sub Total							-	-	-	-	**296**	**£330**
MEDIA TOTAL							**1,461,000**	**1,000,000**	**4,500**	**43,000**		**£2,230**

The link to the media plan is here.

The Launch Event

To help Maia break through into the UK market, we will bring her closer to the fans in an intimate event to celebrate the launch of ‘Echoes’. The event will take place in East London’s Paper Dress Vintage. We will use DICE as our ticket partner, who will take a 13% from the ticket price. This has been factored into our budgeting.

There will be an opportunity to further grow income through the selling of merchandise at the event.



PAPER DRESS VINTAGE MAIA ONDA

Launch event details

Venue: Paper Dress Vintage, 352A Mare Street, Hackney, London, E8 1HR

www.paperdressvintage.co.uk

Date: Friday 13 October 2023

Time: Doors 7.30pm Performance 8pm – 9pm

Tickets: £8 each via DICE

Ticket price for events at PDV range from £8 - £15 depending on type of event.

The venue uses DICE for tickets.

DICE fees: https://support.dice.fm/article/349-dice-tv-ticketing-terms-and-conditions

- *DICE will charge a service fee of 10% (ten percent) inside commission on the Face Value price of all Tickets, subject to a minimum service fee of £1/$1/€1 (depending on currency) ("Service Fees") save where the Face Value price of the Ticket goes to a charity in which case DICE will waive the Service Fees.*
- *DICE will charge a 3% (three percent) Transaction Fee to cover the cost of payment processing on the inside of the Face Value price of all Tickets ("Transaction Fee").*
- *DICE is entitled to retain 100% (one hundred percent) of the Service Fees and Transaction Fee.*
- *DICE will* not charge any DICE Fees for free tickets.

An £8 ticket – DICE take 13% = £1.24

Venue capacity: 75 upstairs in performance area, total 180 across two levels and courtyard

Venue hire costs: £500 approx. (guesstimate)
Backline: (included in cost)
https://paperdressvintage.co.uk/wp-content/themes/paper-dress-2020/assets/pdf/venue-pack-2021.pdf
Min numbers: working off number to break even as worse case scenario, just happens to be capacity of performance area (75)

Merchandise: Limited exclusive A2 launch event poster x 20 @ £20 (£400 income, cost £150 approx)

Payment for playing: Profit from ticket sales after venue and staff cost and merchandise as independently booked and not through a promoter

Advertising: social media posts, paid advertising, using still from single launch campaign.

Figure 26 - Launch Event details

The link to the launch event details is here.

Timeline

We have produced a timeline of key dates for the release, starting 8 weeks before the release of Echoes and finished 2 weeks after the Remix release date. There are key dates outlined in the release plan to ensure we're maximising the impact of the launch. These are broken down into 3

different areas:

Pre-Production:

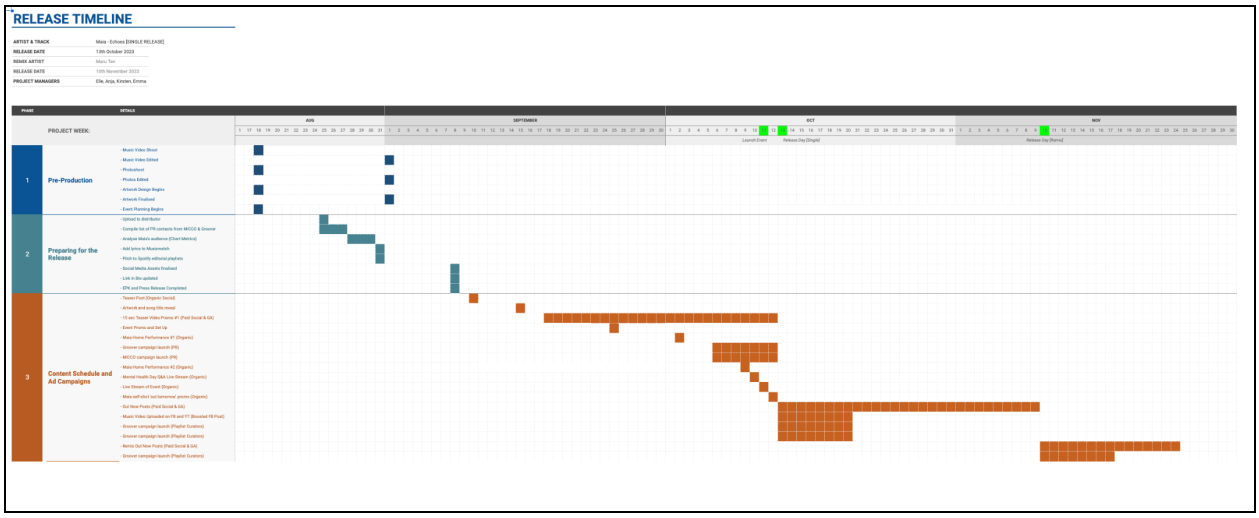
- Music Video shoot and edit
- Photoshoot and edit
- Artwork design and edit
- Event planning

Preparing for release:

- Upload to Distrokid
- Compile list of PR contacts from MICCO and Groover
- Analyse audience data
- Add lyrics to Musixmatch
- Pitch to Spotify editorial playlists
- Social Media assets finalised
- Link in bio / Website updated
- EPK and Press release

Content Schedule & Ad Campaigns:

- Organic social posts
- Paid social posts
- Google ads
- PR campaigns
- Live streams
- Event
- Release day for single
- Release day for remix



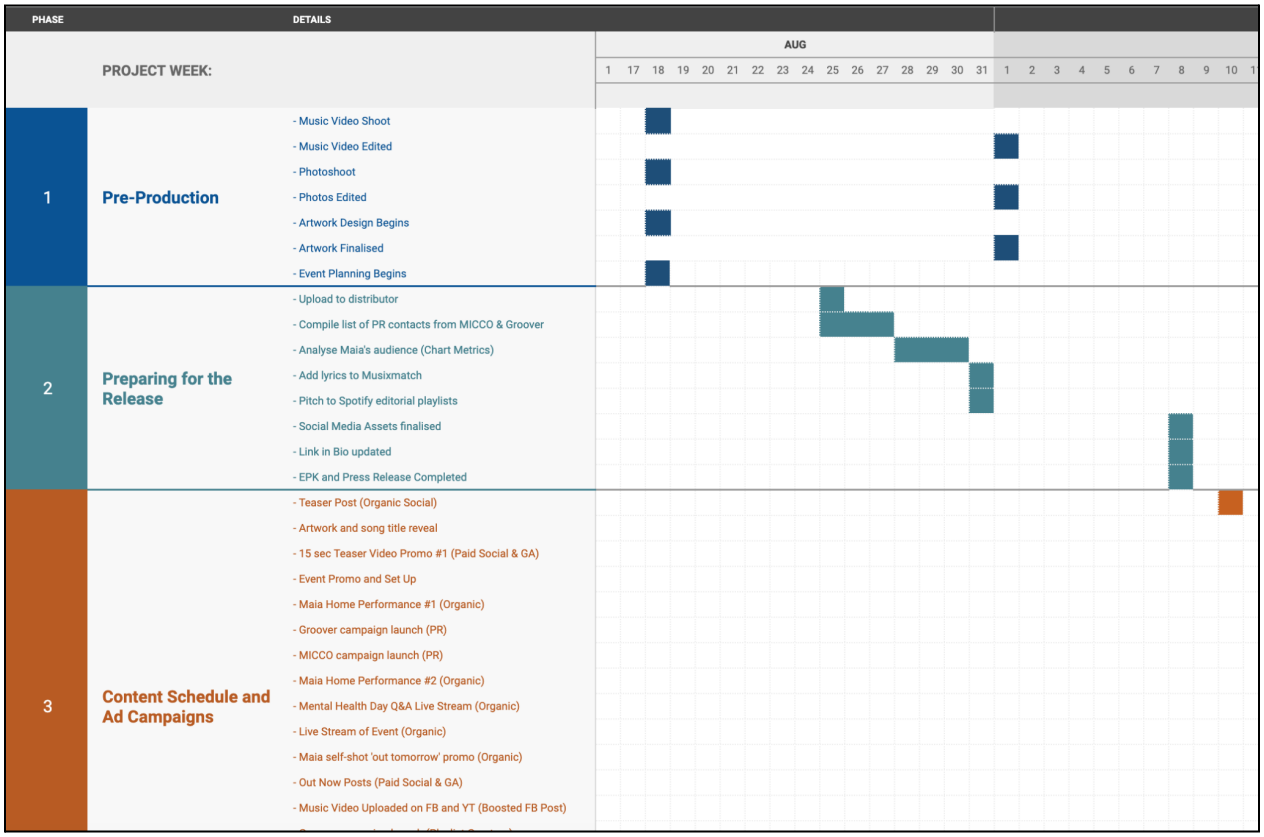


Figure 27 - Timeline Overview Screenshots

The link to the full Timeline is here.

The full shared folder can be accessed here.

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