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Lo Vallens Album Release Campaign 2021

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(SBTY7003)
Component 2 - Presentation
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TILEYARD EDUCATION

Meet Lo Vallens

- 18 year old contemporary R&B singer.

- From Greece, Switzerland, Berlin and America

- Lo's artistry is about concepts.

- Lo Vallens is a perspective, not a person. A perspective that is completely unique depending on the individual.

Marketing Strategy

Primary goals of the campaign

Reach 1000 followers for both Spotify and Instagram.

Establish Lo Vallens identity and visual concepts across platforms.

Generate engagement with her fans and continue to build this fanbase.

Secondary goals

60,000 streams for Rose Tinted Glasses by the end of 2021.

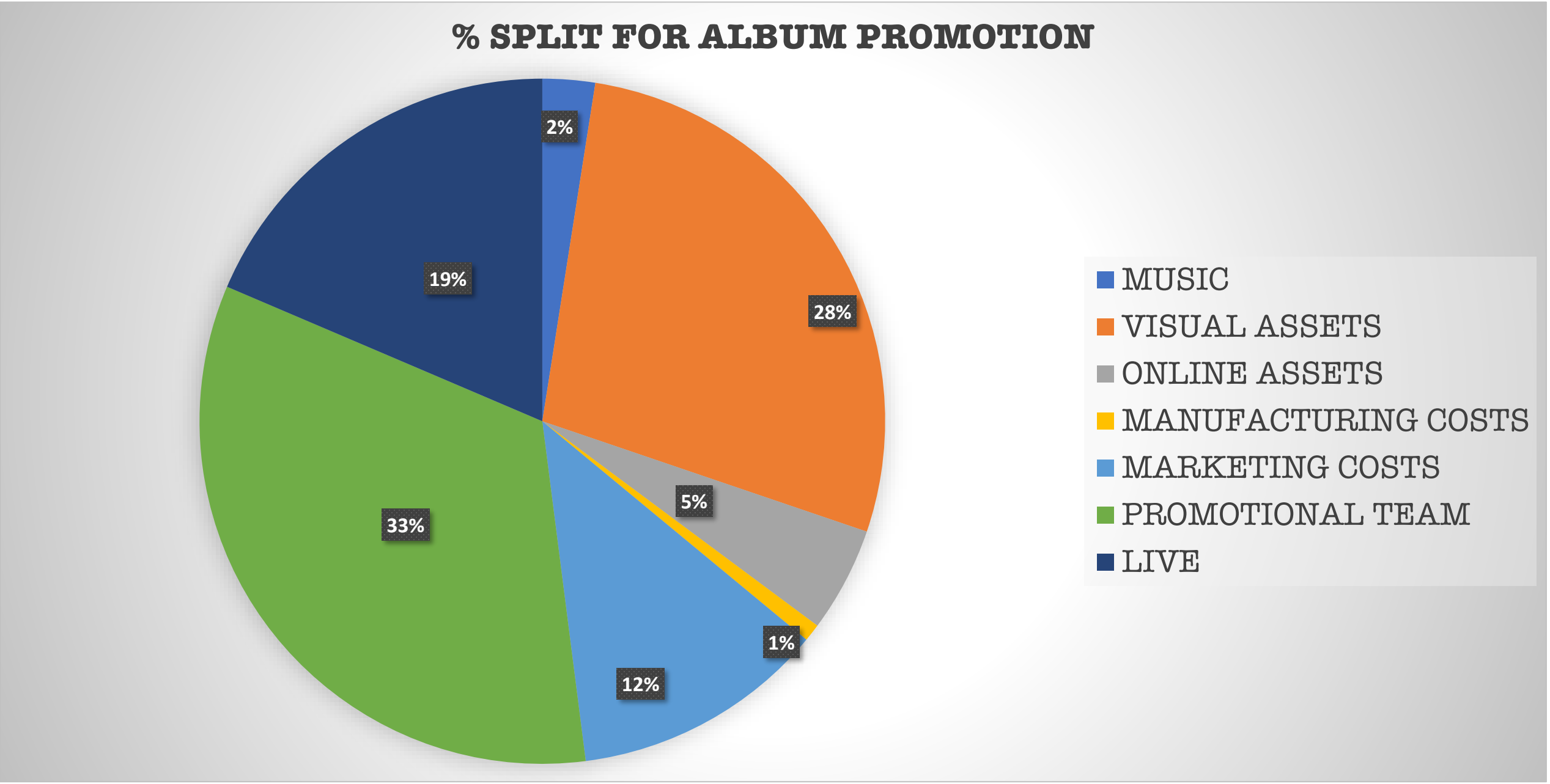
Budget

MUSIC	
New tracks/finish tracks – mastering	1500
VISUAL ASSETS	
Artwork – single, album	750
Styling	1000
Photoshoot	4000
Photoshoot Expenses	500
Promostream	500
Promo videos	10,000
Additional editing	50
ONLINE ASSETS	
Website/socials	1000
Films/Edits/Gifs etc.	1000
Ads/Banners	1000
MANUFACTURING COSTS	
Promo Stock	500
MARKETING COSTS	
Online advertising spend (incl. fees)	4000
Print/broadcast advertising spend	1250
Retail promotion	2000

PROMOTIONAL TEAM	
Marketing/Campaign Management	5000
TV	2500
National Radio	2500
National Radio – Mailout/Expenses	250
Regional Radio	3000
National Press, Online Press, Regional Press.	4500
Social Networks/Digital Marketing	2500
LIVE	
Band/Rehearsals	250
Launch Event for EP. Allow for venue/set up	1000
European promo tour	10,000

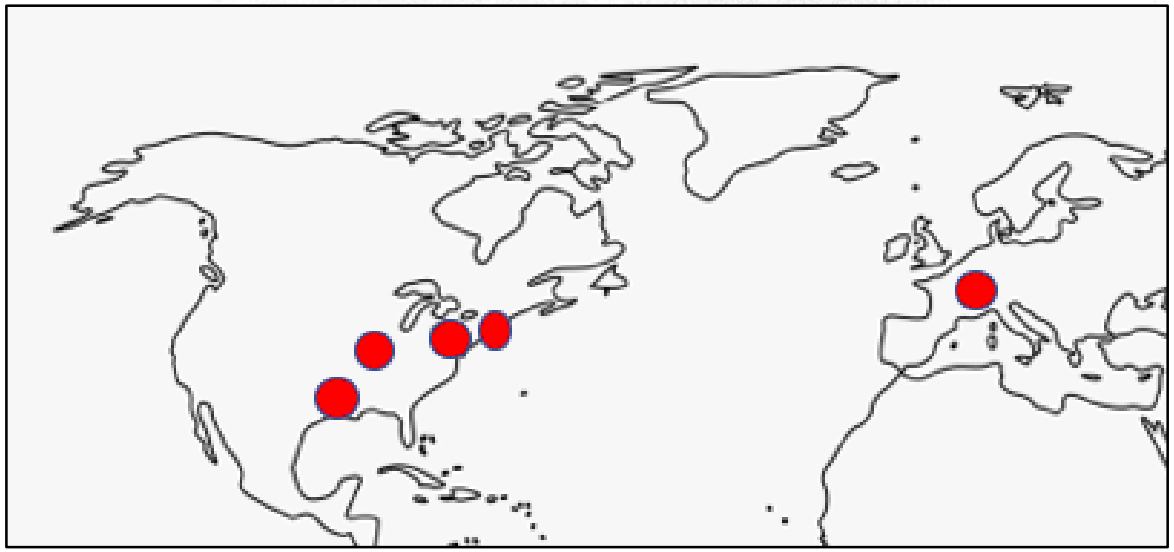
SUBTOTAL	£ 60,050

Breakdown of budget



With this budget, who are we targeting?

- Voice - Alicia Keys, Jorja Smith, Erykah Badu
- Music – Tom Misch, Arlo Parks, SAULT
- Demographics – Older teens/young adults (16-25/Gen Z), middle class, global, students & young professionals
- Psychographics
  - Personality - introverted, imaginative and spontaneous, confident.
  - Attitudes – Creative types e.g. into arts, music and fashion. Forward-thinking/progressive.
  - Values – World travel, foreign countries, passionate about current affairs such as climate change, women's rights, racial equality. Veganism also prevalent.
  - Interests/hobbies – Art/fashion/music
  - Lifestyles/behavioural – heavy user of smart phone and social media e.g. Tik-Tok and Instagram



Geographic infographic taken from Lo Vallens's Spotify Listeners

Marketing Timeline

- RTG single release on DSPs (January)
- RTG release live & lyric video – YouTube Growth Campaign (February)
- RTG T-shirt campaign (March)
- The Bride live, lyric & music video (April)
- The Bride T-shirt campaign (April)
- Lo Vallens website / Creative Hub collection / brand partnership launch (April)
- EP campaign + creative
- Lo Vallens experience exhibition (September)
- Album campaign + European promo tour (October/November)

Market Analysis

Chartmetric data of Lo Vallens compared with Jorja Smith (Chartmetric, 2021)

Spotify

Followers	2M (864th)
Monthly Listeners	10.1M (512th)
Popularity	80/100 (464th)
Playlist Reach	57.2M
Fan Conversion Rate	20.04%
Playlist Reach / Followers Ratio	28.2x

Deezer

Fans	620.4K (778th)

YouTube

Channel Subscribers	1.1M (2,914th)
Channel Views	348.1M (2,950th)
Daily Video Views	409.4K (2,418th)
Monthly Video Views	12.8M (2,148th)

VS

Spotify

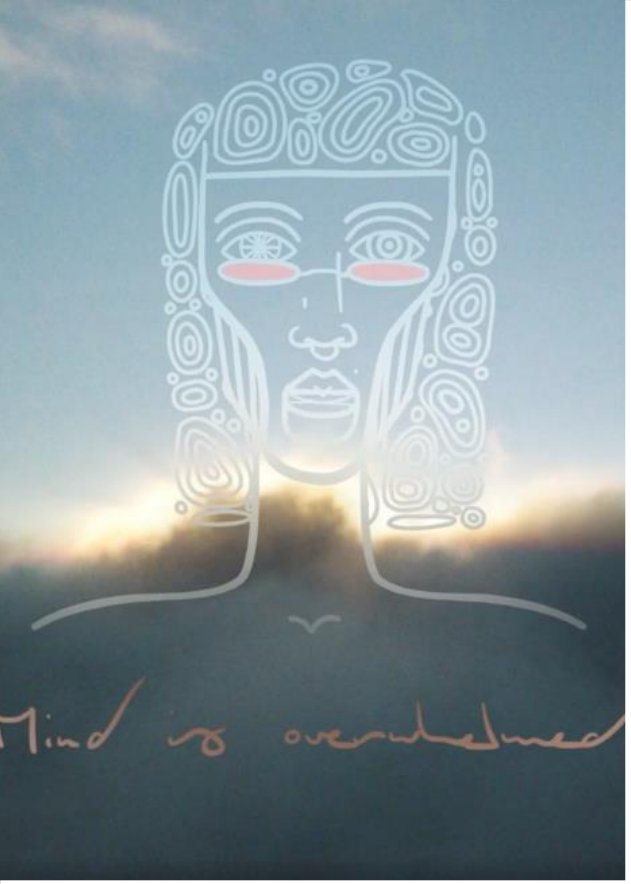
Followers	328 (434,489th)
Monthly Listeners	20.3K (124,830th)
Popularity	23/100 (246,008th)
Playlist Reach	8.1K
Fan Conversion Rate	1.62%
Playlist Reach / Followers Ratio	24.6x

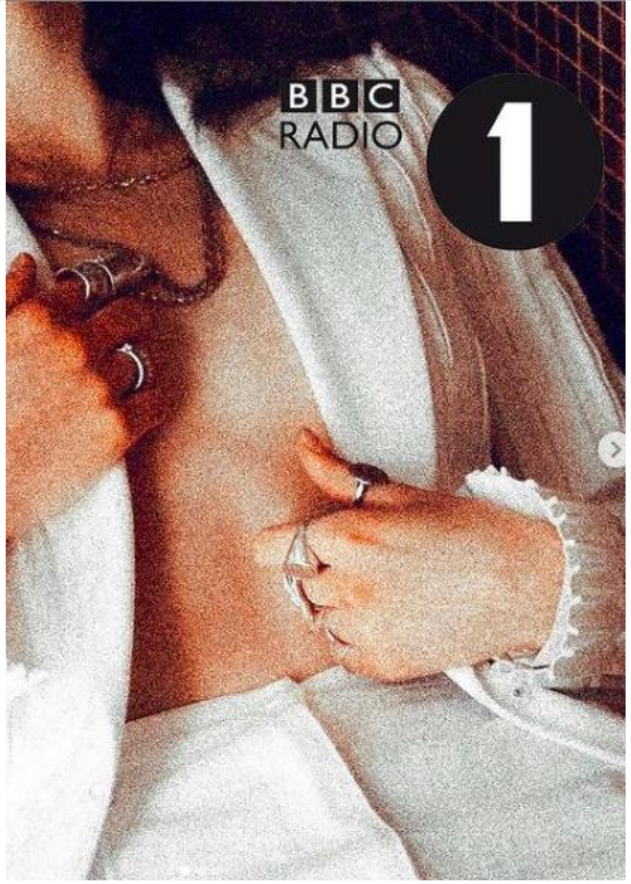
Deezer

Fans	N/A

YouTube

Channel Subscribers	174 (74,105th)
Channel Views	78.4K (67,376th)
Daily Video Views	N/A
Monthly Video Views	N/A

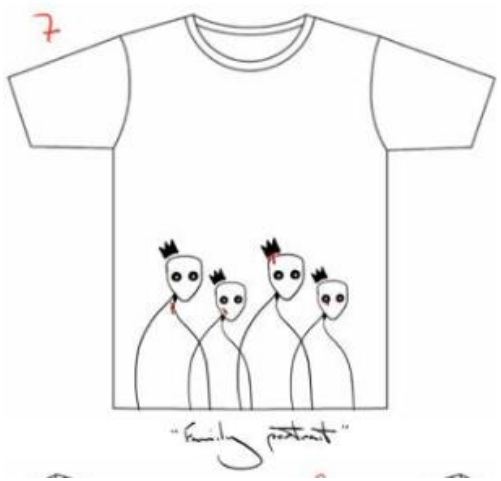


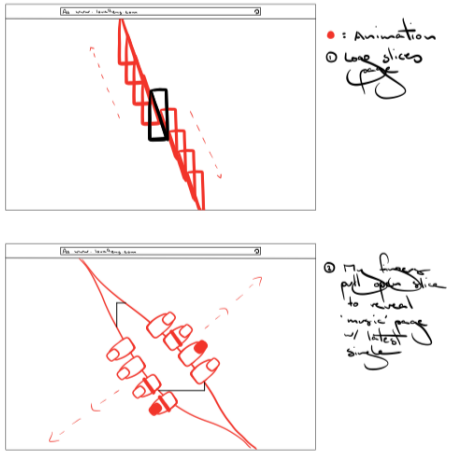


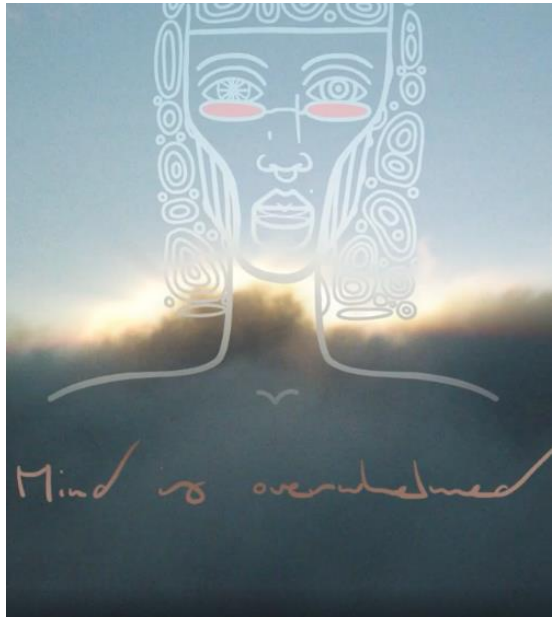
- Lyric Video
- Tastemaker interview
- COLORS YouTube
- Playlists and Radio tastemakers/pluggers

Creative Hub

- Launch of Lo Vallens website.
- Destination for her art - music, photography, illustration and the written word.
- Develop & project Lo’s creativity.

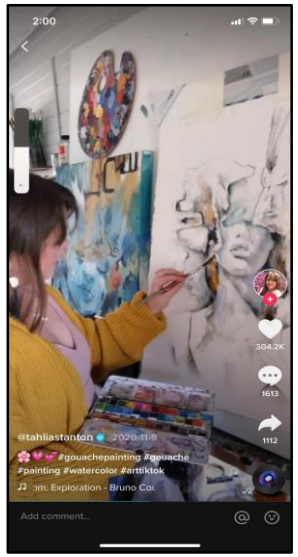




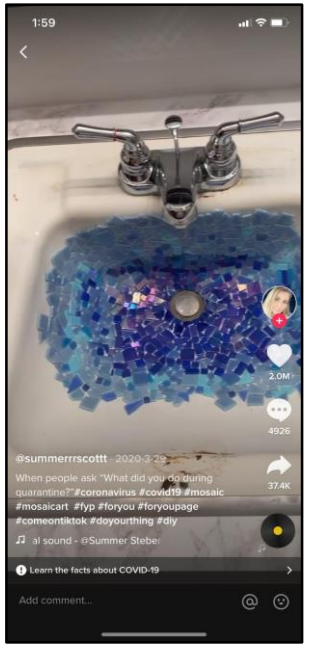


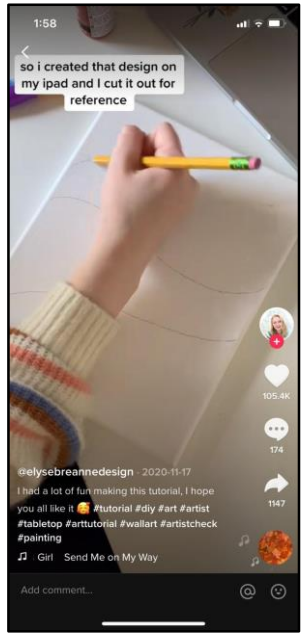
T-shirt Campaign

- Extends the project into other creative areas such as fashion, art and design.
- Independent fashion label that suits Lo eclectic style and brand.
- Collaborating with companies of a sustainable ethos.



Creative Hub & Live Art Exhibition (September) – Artwork by Lo Vallens taken from her personal Instagram & TikTok





European Promo Tour of Album

‘Underflow Record Store & Art Gallery’ in Athens, Greece	Friday 8th October 2021
‘Bogen F’ in Zürich, Switzerland	Friday 22nd October 2021
‘Noize Fabrik’ in Berlin, Germany	Friday 5th November 2021
‘The Windmill, Brixton’ in London	Friday 19th November 2021

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