# Debut Album
# Marketing and Release Strategy

## Artist: *Billie Eilish*

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# The Artist

- Billie Eilish
  - Electro-pop singer-songwriter
  - Strong fashion image
- *Don't Smile at Me* EP released on Interscope records – Aug 2017
- Viral single – *Ocean Eyes*
  - 48m Spotify plays
  - 12m Youtube Views
- Brand:
  - Genuine / Moody / Sarcastic / Introspective / Ironic
  - Dramatic imagery



# Brand Values

- Aggressively genuine
  - *"I would rather die than be artificial"*
  - *"I say what the fuck I want to say because if I don't say it, what's the point?"*

- Provocative and Sarcastic
  - *"We called the track 'Lovely' because the song is really fricking depressing – like – I'm so happy being miserable"*

- Bright, sharp colours

- Key words:

Vibrant / Colourful / Youthful / Rebellious / Sassy / Ethereal / Provocative

- https://www.youtube.com/watch?v=6EZWBhA-Zgo


SCOPE PRODUCTIONS PRESENTS
BILLIE EILISH
WITH GUEST: REO CRAGUN
APRIL 2
SECOND FLOOR
BALLROOM - IMU
DOORS: 7PM
SHOW: 8PM
$20 STUDENTS
$25 GENERAL ADMISSION
IMU.UIOWA.EDU/TICKETS






WE ALL DIE
EVENTUALLY
by Billie Eilish



# Target Audience

Existing audience:

70% Female / 30% Male

14-20 years old in the USA (+ EU)

Interests

- Fashion
- Art
- Dance



Expanding audience:

60% Female / 40% Male

20-30 years old in the USA + EU

Interests

- Pop Music
- Live shows

# Year 1 Goals

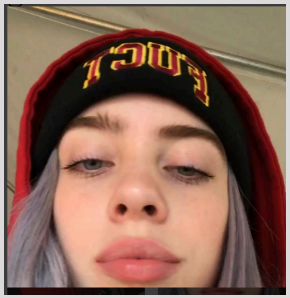
- Sell out a 5,000-capacity venue in LA for album launch show
- Increase Facebook likes and Instagram follows by 30%
- Achieve a Top 10 album chart position in USA & UK
- Achieve 2 Top 10 singles in USA & UK from 4 singles released
- Generate a revenue of $50,000 from brand partnerships

# Release Strategy

- 3 branches of the brand: Music, Fashion and Live Shows
- Influencer marketing
  - Co-ordinated campaign of influencers posting content of them wearing merchandise
- Exclusive premiere with fashion/clothing brand
- Cross-advertising with live tour
  - Bundle album pre-order + tour tickets together
- Merchandise as fashion brand

# 3 Revenue Streams

**Music** –
Album sales & sync



**Fashion**
Brand partnerships & merch

**Live**
Tours, Festivals, Online content

# Pricing and Promotion

**Bundle deals:**

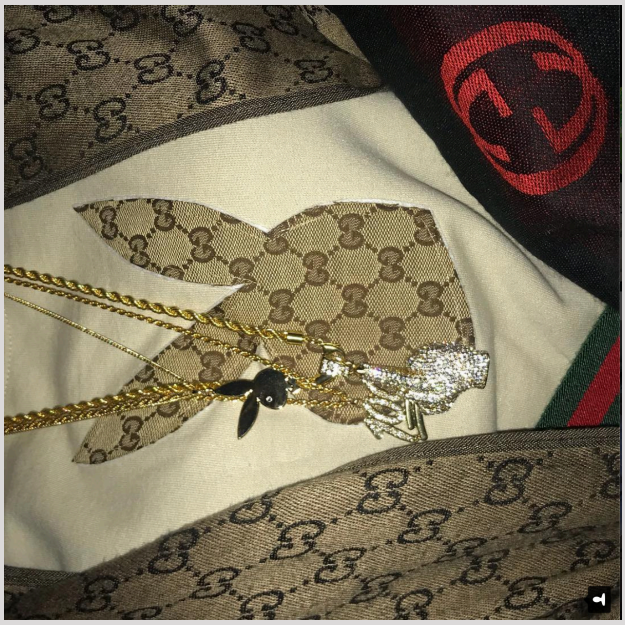
Album + tour ticket – Album comes free when purchasing a ticket for tour.

Album + merch – discounted promotion

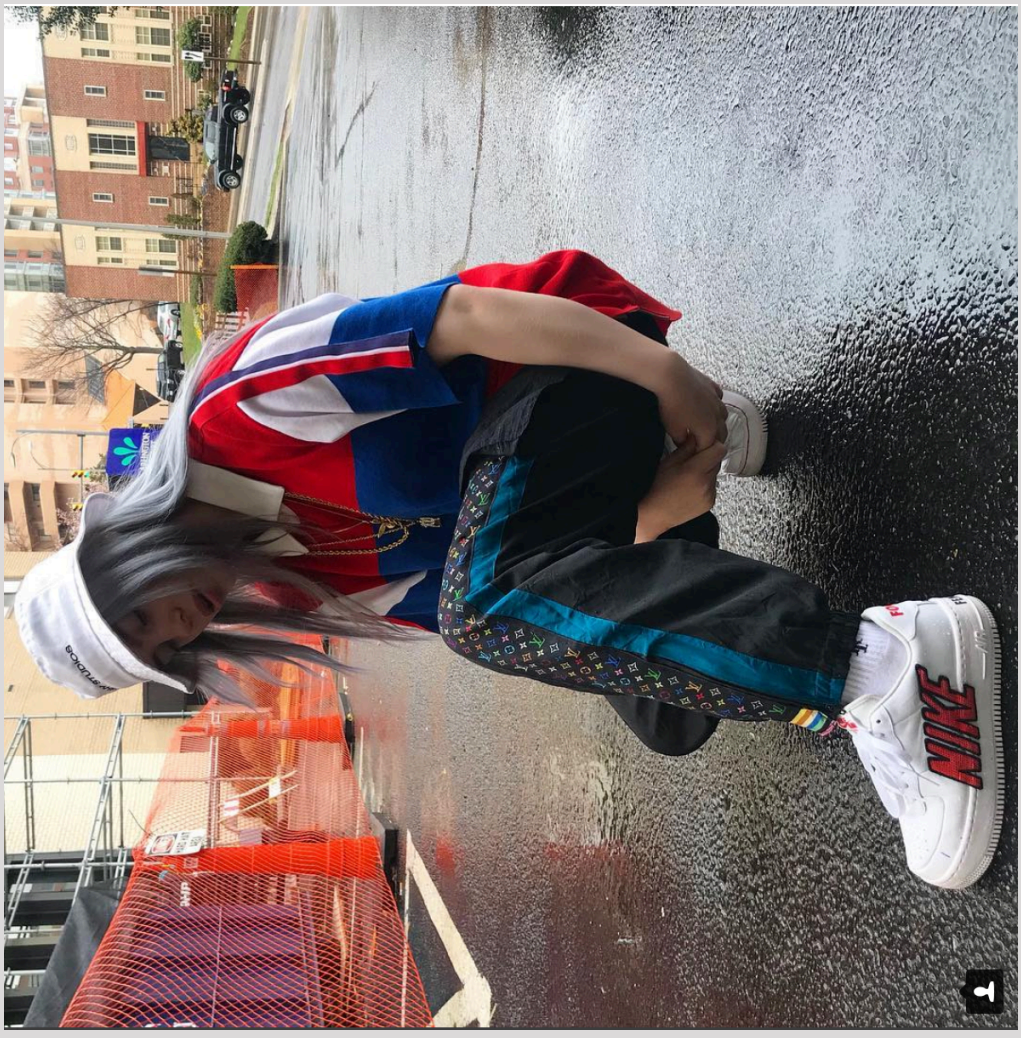
Album + tour ticket + merch

**Promotion:**

- Influencer marketing
- Collaborations with other upcoming artists and people in fashion
- Make live shows more experimental

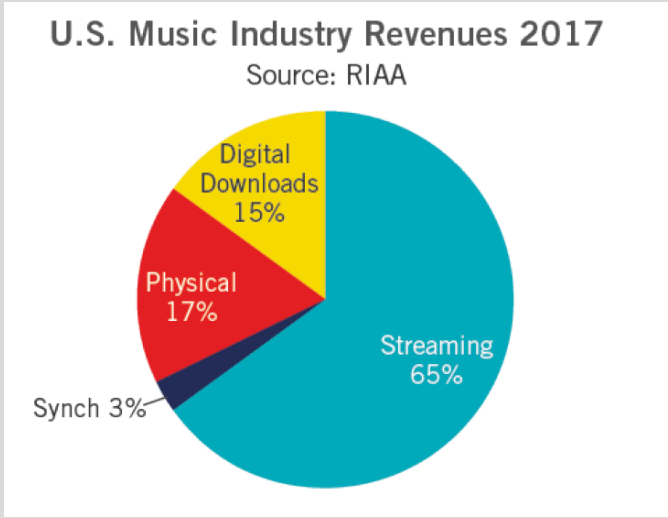





NIKE

# Market Analysis

- Streaming
  - Focus on Spotify but distribute across all platforms
  - Physical sales less important but still relevant
- Social Media
  - Instagram – Main focus for presenting her strong image
  - Twitter – Regularly putting across her unfiltered opinions
  - Facebook – Primarily to promote live shows
  - Use collaborations to get a wider reach to potential new fans
- YouTube
  - Strong existing following on YouTube – capitalise on existing subscribers



# Market Analysis

- Continuously growing live music sector can be capitalised on
- Live music revenue will make up “little more than 50% of total music revenue” by 2021 growing at 3% a year
- “The market is being defined and propelled by consumers’ increased demand for live, immersive, sharable experiences”

PwC - *Global entertainment and media outlook*

# SWOT

- Strengths
  - Strong, recognisable brand
  - Role model to teenagers
  - Easy to associate with brands
- Weaknesses
  - Personality makes her a love/hate artist
  - Provocative music can intimidate
- Opportunities
  - Brand partnerships
  - Involving music with other sectors such as fashion
- Threats
  - If pushed too hard, potential fans might be alienated

# Timeline

| Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 |
|---|---|---|---|---|---|
| Collate material to use for content inc. photos, album artwork etc | Publish album teaser | Album Launch show | Live Tour in USA | UK/EU Tour | Festivals in EU and USA |
| Pitch Singles #1 and #2 to radio and playlisters | Announce USA & EU Tours | ALBUM RELEASE | Sync deal #1 | Announce Single #4 | Release Single #4 |
| Release Single #1 | Release Single #2 (Collab) | W/ Single #3 | Announce EU Tour | Regular interviews with UK/EU radios and blogs | Sync Deal #2 |
| Approach brands for release premieres | Album pre-order available | Start USA Tour | Pitch Single #4 to UK / EU Radios and playlists | Pitch for support slots to high profile artist | Support high profile artist on US tour |
| Single #1 Music Video | Pitch album + Single #3 to playlists and radio | Brand Partnership to work alongside tour | Regular interviews with USA radio and blogs | | |
| Announce Album release date | | | | | |

# Budget

| **Estimated Expenditure** | |
|---|---|
| Distribution | £ 1,000.00 |
| USA Tour | £ 50,000.00 |
| Launch show | £ 15,000.00 |
| UK/EU Tour | £100,000.00 |
| Physical Production | £ 20,000.00 |
| PR | £ 80,000.00 |
| Merchandise | £ 50,000.00 |
| Advertising | £ 60,000.00 |
| | |
| **Sub-Total** | £376,000.00 |
| **Contingency** | £ 37,600.00 |
| **Total** | **£413,600.00** |

| **Target Income** | |
|---|---|
| Physical Sales | £140,000.00 |
| Streaming Royalties | £300,000.00 |
| Live shows | £200,000.00 |
| Merchandise | £ 90,000.00 |
| Sync Deals | £ 20,000.00 |
| Brand Partnerships | £ 50,000.00 |
| | |
| **Total** | **£800,000.00** |
| | |
| | |
| **Profit/Loss** | **£386,400.00** |

# Summary

- Use Billie's interest in fashion to engage fans further than just music
- Focus on live shows and merchandise to act as strong revenue streams to support and optimise income from music
- Capitalise on the brand Billie has already created through her personality