

H.E.F.T.D GROUP

ARTIST DEVELOPMENT AND MANAGEMENT

POISSON - FLORE Portfolio

INCLUDES:

Single, artwork, logo, music video, marketing strategy, financing and budgeting



FIGURE 1: ARTIST LOGO

Module Code: BMTY7000

Discipline Tutor: Harry Leckstein

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PROJECT OUTLINE

Flore Barbay, student on the MA Music Business course at Tileyard Education, going by the stage name mononym FLORE; plans to release a single entitled 'Poisson' and has enlisted the H.E.F.T.D group to support the rollout.

The Project plans consists of 4 main objectives:

- Film Commercial Single Music Video
- Release Teaser video
- Release Full Music Video
- Mix, Master & Release Remix Track

Alternative French Pop single 'Poisson' is a song with a humorous take on dark subjects which should be reflected in the music video. Contrast is imperative, accent colours can be added to elevate the feel of the videography, to add depth & texture.

Music Video - Original Track: Commercial Single

- A vintage feel 90s early 2000 feel wanted. - consistent to theme. Videographic imagery and coinciding with the track.
- Reference to the influences behind the song title 'Poisson' - french word translated to 'Fish' in English. Using Props eg. fish bowl, water, video samples of fish. Movement Choreography emulating the movement of the fish, both literal and metaphorical.
- Teaser video for the music video Poisson - Released on Professional & Personal Social media platforms, shared with social influencers in target audience demographic to enhance promotion. EPQ - electronic press package to be sent to press reporters, DJs and radio station controllers in target countries for additional promotion. Also includes single promo photos, track and artist biographies, pre-recorded interviews (2017, pg 207).
- Behind the scenes footage - Clips, Images to be released via Personal Social Media pages to further promote the anticipated release of the full music video.

Poisson Remix - Contrast is imperative, which will be reflected in chosen images; accent colour preferably inspired from the artwork. Authentication is imperative, meaning the word 'remix' needs to be on the cover.

Remix Track

- Authentication - Clarity, in written graphics, consistent to theme, but with some contrasts - Visual Artwork.
- Design - Photography edits of Original Track Visual Promotion
- Possible exploration of a section of the track sung in English - broaden songs demographic
- Mixed, Mastered

H.E.F.T.D GROUP — ROLES

Marketing Manager

Responsibilities:

- Developing marketing strategy and outlining the relevant targets
- Ensuring the delivery of all assets aligns with the stated plans
- Utilising social media to ensure brand awareness and genuine progress

Press Officer/Copywriter

Responsibilities:

- Sourcing Press releases, newsletters, magazines, social media/web content, radio station content & online blogs for press coverage.

Creative Director

Responsibilities:

- Developing FLORE's project branding images, artistic identity, sonic persona is reflected accurately during the process.
- Sourcing brands, event venues, liaising with Press Officer & Marketing Manager to support and further promote the release of the single
- Facilitating financial and budgeting

Lead Project Manager

Responsibilities:

- Managing FLORE's every day affairs and liaising with necessary associates engaging in the project.

H.E.F.T.D GROUP — MEETING NOTES

Meeting 28/11/2019

Subject: Artist Development & Management – Flore “Poisson”

Agenda: Discuss Project Outline, Roles and deadline

Time/Date/Venue: 5PM, 28th November 2019, Costa Caledonian road

Attended: Flore, Hannah, Emmanuella, Tracy, Daniel

Next Meeting: 6th December 2019

Team

- Flore
- Hannah
- Emmanuella
- Tracey
- Daniel

Discussion of project outline

- Working on the release of a record by Flore, MA Music Business Student.
- Song title; Poisson video (Deadline to release 13th December 2019)

We will need to film and release music video for single (Deadline to release 17th December 2019)

- Work on a teaser video (Deadline to release 11th December 2019)
- Release a remix track (Deadline to release 18th January 2020)
- Theme of music video 90's / vintage feel

Roles

- Marketing Manager who can work closely on the PR side/ social media
- Press Officer/Copywriter who can help with blog feature opportunities
- Creative Director working on the image of Flore branding wise
- Lead Project Manager managing every day affairs to do with project

Release

- Distrokid distribution, or Ditto?
- Spotify, and or iTunes playlist

Meeting Summary

In this meeting we discussed the outline of the initial project, and put in place deadlines that we can work towards, and achieve by a certain date. We discussed the theme of the record, and music video that we plan to release by Flore, and discussed the direction we felt it could go down in relation to the style of the video.

We then discussed the different roles we feel are needed to achieve our goals in releasing this project, and shared out these roles to whoever felt they could do a great job in, and or had the most experience in.

We also discussed what distribution company we think we should use to distribute Flore's record, and we were stuck between Distrokid, and Ditto but decided to go with Distrokid by posting a question on Flore's Instagram story asking fellow musicians which music distribution is better from their experience.

We heard back that Distrokid are quite good at helping artists get on playlists on Spotify, and itunes so we went with Distrokid. We discussed that we will have to look more into French playlists as Flore's record is a French pop song.

Meeting 06/12/2019

Subject: Artist Development & Management – Flore “Poisson”

Agenda: Review Spotify playlist ideas, and marketing ideas. Artwork review for single, and remix, review teaser video ideas

Time/Date/Venue: 12pm, 6th December 2019, Vinyl Café Tileyard

Attended: Flore, Hannah, Emmanuella, Tracey, Daniel

Spotify playlist Ideas

- French Pop
- Mélodies Pop
- Dansende Beren

Marketing Ideas

- Target French speaking countries like Belgium, France, and Switzerland
- BBC introducing
- Analysing Instagram, and Facebook insights to gauge audience interaction

Artwork Review (Single)

- Looking for a picture that stands out, is colourful, eye catchy (Chosen Figure 6)

Artwork Review (Remix)

- Looking for something darker, and that is different to single artwork (Chosen Figure 7)

Video Teaser Review

- Picked a purple background shot, with Flore singing her favourite part of the song.

Meeting Summary

In this meeting we came back with a couple French playlists that we felt may suit Flore's single, and decided to target those playlists when the single is released. We discussed a few marketing ideas such as sending Flore's record to BBC introducing as they are quite good at supporting up, and coming artists. We spoke about utilising the insight section on Instagram specially to figure out what times may be best suited to post i.e. the single snippet, as posting it at the right time can traffic in more engagement with Flore's followers.

We reviewed as a group the artwork for both the single, and remix, and what video teaser we would prefer to be posted on Flore's Instagram. We decided on Figure 3 for the single artwork as we all thought it was very eye catchy, and the colours suited the video concept idea of a 90's vintage feel. Figure 4 was picked for the remix cover. Though still eye catchy, the colours are darker which we feel will represent the remix well as we spoke about maybe going down a darker, electro synth pop vibe for the remix soundscape. The video teaser was a section in the music video that was Flore's favourite lyrics of the record, so we decided to use that part of the video. We all agreed that the goldfish camouflage image, whilst Flore sang in front of a purple background would be the perfect video teaser image as it looked very creative whilst authentic as Flore's performance delivery came across as a personal conversation with the viewer.

POISSON

H.E.F.T. released FLORE's single Poisson on all streaming platforms on December 13th using the distribution platform Distrokid. The artist had repeatedly used the distribution service for prior releases. The budget planned for this release was £500 and was utilised to cover the costs of the creation of the track and remix, recording and shooting of the music video, promotion for both releases, artwork and iconography.

Release

On December 13th, the day of the release, the track premiered on various French/Belgian based Spotify playlists such as POP Francaise 2020 (Tamisier, 2020) and Verse Honing (Dansende Beren, 2019).

Poisson – Spotify Playlists

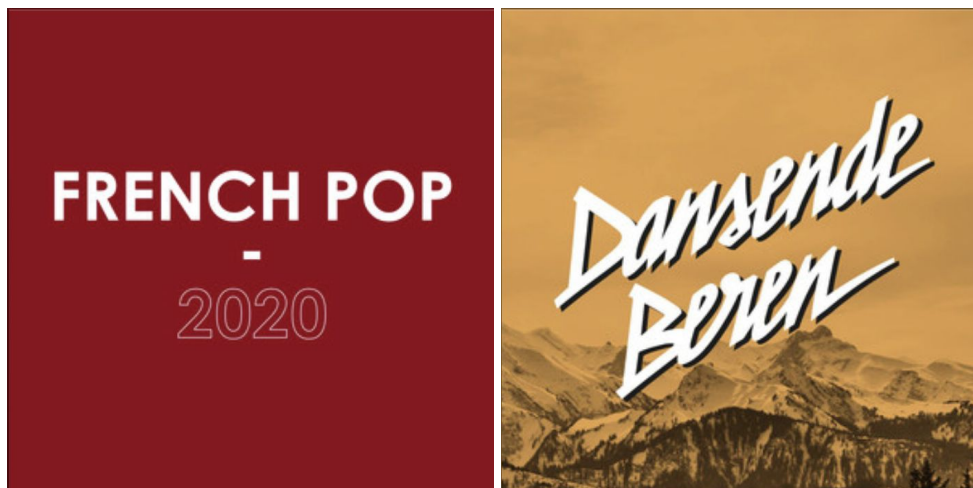


FIGURE 2: Spotify Playlist

MARKETING STRATEGY

The marketing strategy was curated around the newly released single 'Poisson' in addition to several objectives, for example, gaining traction for the song and artist, we wanted to enable fan engagement with FLORE through social media platforms for maximum exposure in the lead up to releasing her **E.P.** A look into further objectives will be analysed in depth below:

Marketing Strategy - including but not limited to objectives:

- Gain traction for the single in numerous French speaking countries i.e. Belgium, France, Canada, Switzerland, Luxembourg & any other than those with previously located fans
- Grown fanbase and engage with social media community via various platforms i.e. TIK TOK and Instagram
- Pitch the single to digital streaming platforms via playlists; Spotify, Deezer (French, Alternative Pop, Emerging Artists Sounds)
- Captivate the creative flair of the artist, her individuality and uniqueness in the video shoot in collaboration with students at UWL
- Increase presence and brand portfolio to industry peers; possible future collaborations
- Realistic and achievable goals
- Organise and plan visuals; using mood boards (refer to *Appendix A*) and follow the same consistency throughout branding unless we need to change the concept for example, the use of key colours and themes in iconography for the remix which may or may not be the complete opposite to create a contrast in new videography - *Reference Rihanna ft Drake 'Work' videos - 2 concepts*
- Distribution - decide on the main distributor, claim artist page (Spotify for Artist)
- Promotion - Understanding the audience, fan nurturing
- Media Strategy
- Promotional Plan - usually 8 weeks in advance (depends on calendar, any other conflicting events/dates), 8 weeks; follow up single and other material
- Promotional Plan Pt.2 - gaining PR reviews, industry feedback
- Radio submissions (bbc introducing, dj links), live performances and media engagement (single release party) possibly?
- Metrics, analysis of growth , whether it be on social media platforms, DSPs, streaming numbers etc

Key Performance Indicators

This is then followed by Key Performance Indicators (KPIs) and an analytical review of metrics:

- Increased followers across social media i.e. +30% increase in followers from 821 to 1,101
- Single was chosen and featured on Spotify playlists such as POP Francaise 2020 (Tamisier, 2020) and Verse Honing (Dansende Beren, 2019)
- Song was streamed over 15,000 times within the first few weeks
- According to DSP metrics, over 55% of listeners originate from French speaking countries and 8% in other regions such as Brazil (new markets)
- No press or journalistic coverage as of yet, TBC may recap in 3 - 6 months after reviewing marketing stage 1

Target Audience: Analysing previous fans and targeting new ones

We already know from pre-released music that the average age and target audience for FLORE is:

- 15 -30-year olds
- Geographical demographic shows her audience is relatively based around Europe (UK&IR, Nordics, France, Belgium, Switzerland and Germany) with a lower 5% percentage disbursed around South America, US, Australia
- Fans of FLORE will tend to listen to similar music from Bea Miller, Poppy, NOW NOW, Billie Eilish etc
- Alternative pop
- TIK TOK, create an account and have FLORE share behind the scenes content for remix video, get fans & users to create fun/friendly content mimicking video

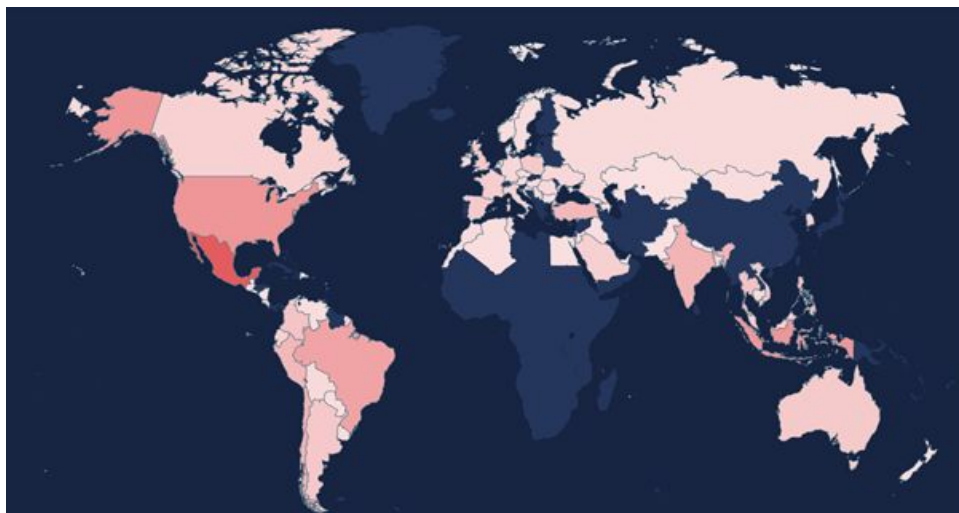
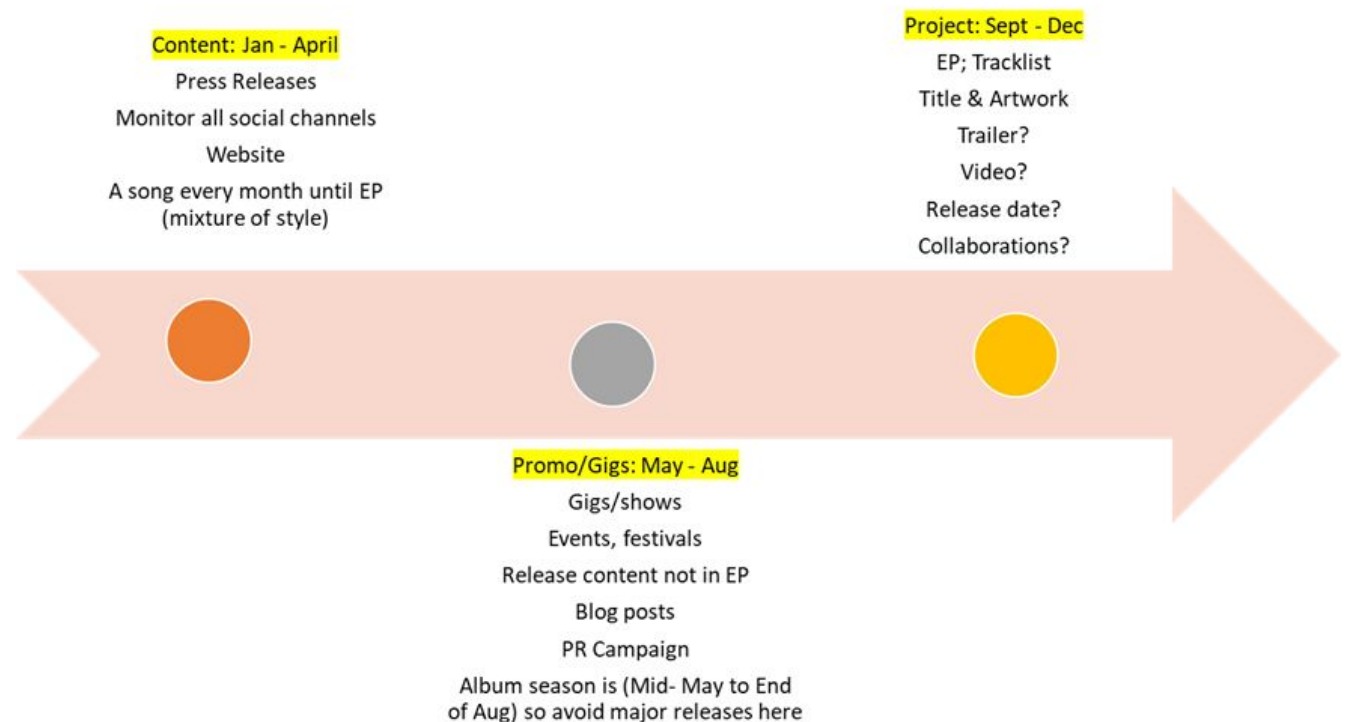


FIGURE 3: SPOTIFY MONTHLY LISTENERS DATA FOR FLORE

Timeline for the single, projects, E.P: Next 6 - 12 months



Breakdown of Marketing Costs

With Flore being creative, a lot of the artwork was done by herself from photography and limited purchase of props or utilising pre-owned items, students from UWL who collaborated with Flore did not charge a fee. Most of the marketing budget went to campaign ads, CPC, social media sponsored ads, distribution fee

1. Instagram sponsored ad - £6.99 for a week
2. Distribution fee for single on **Distrokid** - Musician: 1 band/artist, \$19.99/year
3. The average Instagram ads CPC is around \$0.50 - \$1.00, can reach \$3.00 per click - focusing on impressions (Influencer Marketing Hub, 2019)
4. Assets (Artist, Marketing Manager, Creatives at UWL)
5. Submission of single on playlist - £0
6. Remix - Flore production team - £0
7. SM competition run for fans, the best 3 videos using 'poisson' single will win between £25 - £50 (monitored by marketing team) must use the single and hashtags #FLORE #POISSON to enter
8. Live shows or events will be scheduled for later that year, maybe after release of remix, see which does better and also maximise artist/song exposure

= Total estimate cost: campaign budget - {£0+ to £200} + 20% contingency

POISSON – PRESS RELEASE

For this press release, the H.E.F.T.D. Group created a document containing:

- Heading and Image
- New music content
- Biography
- Artist pitch
- Important information- Tours and Concerts, News etc.
- Endorsements and quotes
- Contact details
- Social media links/Artist Website

Press Release Plan

- After the online Press Release is finalised, we send it to various different bloggers, online magazines and news articles focused around artists.
- We use catchy and interesting headers to attract the reader and aim for the Press Release to stand out. Music bloggers will be getting constant Press Releases so we want this one to stand out.
- Include tour dates or events coming up where it is accessible to attend for the readers. Also including links to ticket sales.
- Include numbers of streams through streaming sites including music video views and followers on social media.
- A folder of press shots will be included in the Press Release also.
- In the biography section there will be information on why our artist is different to other artists.

The Press Release is available in Appendix A

BUDGET & FINANCE

Our budget for FLORE's releases was £500 budget. This is the overview of costs:

- Track remix/ studio time: £20 Per hour- 6 session = £120
- Instagram adverts: £6.99 P/W
- Distribution fee: £19.99 P/Y
- Campaign Budget: £200
- Fan competition: £25-£50
- PR, whether free-lance or company: £50
- Filming of music video + commission: £55
- Visual Artwork: £30
- Copyright/ legal affairs of Logo/ Name: £25
- Music Streaming adverts: £6 p/m

FLORE BUDGET

MONEY IN	
Budget	500 £
Additional income	0 £
TOTAL INCOME	500 £

MONEY OUT	
Campaign Budget	200 £
Studio Time	120 £
PR	50 £
Video Shoot	55 £
Artwork	30 £
Copyright / Legal Affairs	25 £
Music Streaming Adverts	16 £
TOTAL EXPENSES	496 £

MONEY LEFT OVER	
Extra	4 £

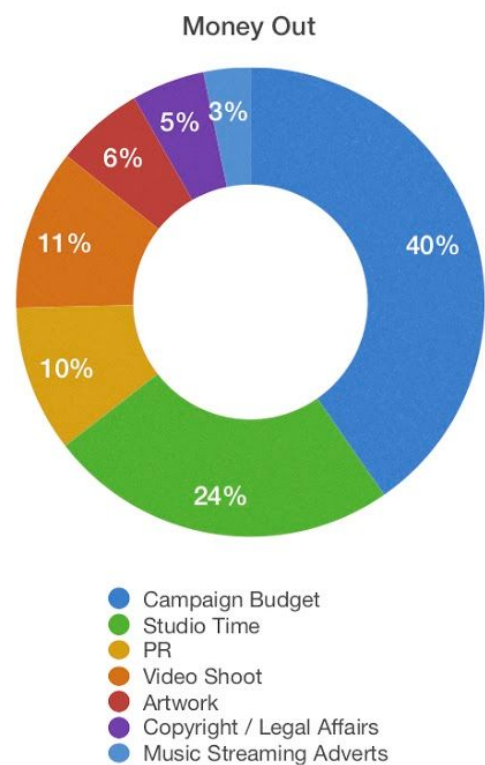


FIGURE 4: FLORE BUDGET

POISSON — ICONOGRAPHY

H.E.F.T.D skillset was appointed to aid the artist in developing her brand image to operate in the artwork for both releases and the video. As FLORE had an idea of what she desired her image to be, H.E.F.T.'s Creative Director also worked as an advisor and consultant.

For the artwork of the single and the remix, we chose to take a cost-effective and personal approach. "[Creating your own artwork] is one great way to develop your artistry and make your records more personal." (Designbold, 2018) This is part of H.E.F.T.D strategy as it is essential for the fanbase to feel immersed with the artist's life.

Poisson Artwork

Prior to the shoot of the artwork, the H.E.F.T.D Creative Director asked the artist to concentrate on the message she wanted the artwork to portray and write it down. By doing so, an overall idea was conveyed.

Poisson Artwork Kew Words

- Strong
- Humorous
- Dark
- Colourful
- Simple
- Light

Once H.E.F.T.D received the key words the artist chose for the release, the director focused on the creation of various moodboards to "help formulate the mood or theme" of the artwork. (Taylor, 2017) The mood board is illustrated in Appendix B.

Keeping with the mentality of generating a personal feel to this release, H.E.F.T.D encouraged the artist to create the artwork herself as FLORE has prior attachments to photography. The mood board and edits brief (Appendix C) were communicated to a graphic designer.

Poisson — Presented Designs

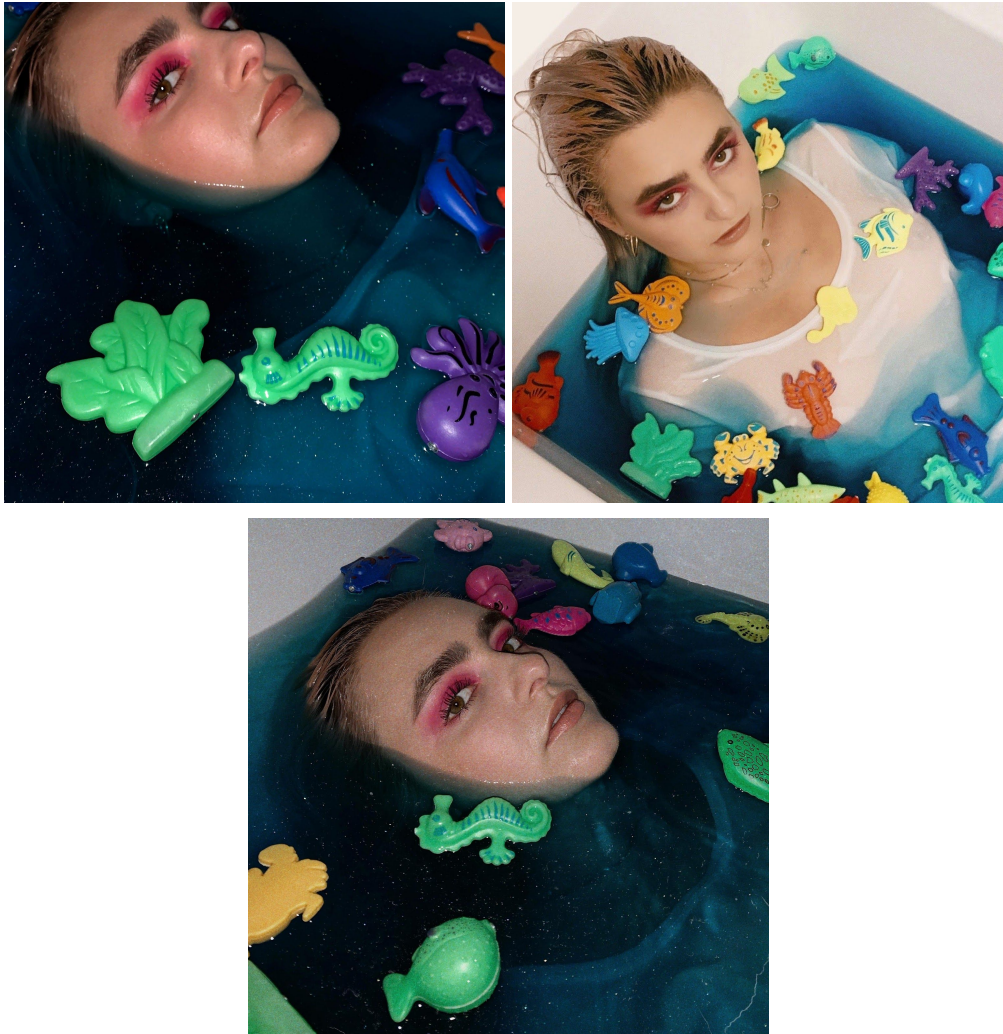


FIGURE 5: ARTWORK OPTIONS

H.E.F.T.D Creative Director assisted with the selection process of the artwork design.

Poisson – Chosen Artwork



FIGURE 6: POISSON ARTWORK

[Poisson Remix Artwork](#)

For the artwork of the remix, H.E.F.T.D Creative Director utilised one of the options for the original release. By adding writing, it differentiates it from the original. A brief was provided to a graphic designer (Appendix D)

Poisson Remix – Chosen Artwork

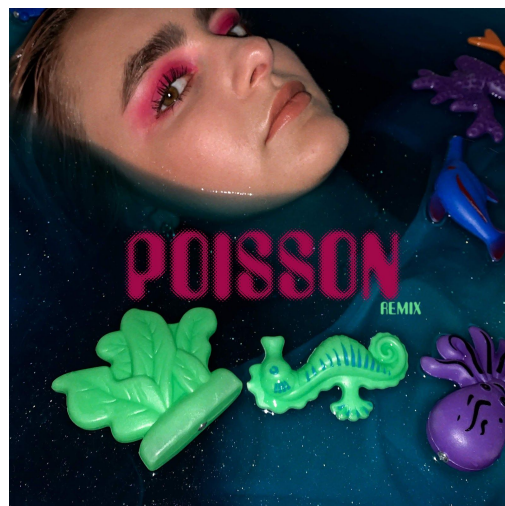


FIGURE 7: POISSON REMIX ARTWORK

POISSON – VIDEO

Poisson Music Video

As mentioned in the marketing strategy, the creation of the video was made in collaboration with Content, Media and Film students at the University of West London. This collaboration encompasses the video studio, all camera equipment, filming crew and editors in exchange for the use of the footage for a class presentation.

Prior to the creation, H.E.F.T.D Group encouraged to FLORE create a mood board as base for the video, including colours, themes and textures. (See Appendix E) This was used to convey the general idea to the director. A storyboard was created for efficiency by our Creative Director in collaboration with the film students. (See Appendix F).

Poisson Video – Still Shots



FIGURE 8: STILL SHOTS POISSON VIDEO

A brief was corresponded to the film students to illustrate the needs and wants of the artist. (Appendix G)

Poisson Teaser Video

As a group, we decided on a teaser video for the music video to create momentum for the release. Similar to the music video, a brief was forwarded to the film team. (Appendix H).

Poisson Teaser – Still Shots



FIGURE 9: STILL SHOTS POISSON TEASER

BIBLIOGRAPHY

Designbold. (2018) '*Music And Visual Aesthetics: How Album Covers Represent The Artistry Of Musician*' Available at:
<https://www.designbold.com/academy/en/how-album-covers-represent-musician-artistry/>
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<https://musically.com/wp-content/uploads/2020/01/sandbox243-26210720.pdf> [Accessed on 10/1/2020]

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APPENDIX

Appendix A:

Poisson Press Release

CONTACT INFORMATION:

H.E.F.T.D. Group

Flore
+44 7654 32 10 98
flore@heftdgroup.co.uk



FOR IMMEDIATE RELEASE

POISSON

LONDON, UK — December 13, 2019 — Alt-Pop artist, FLORE, is back with yet another single. "Poisson" is the artist's second track in French.

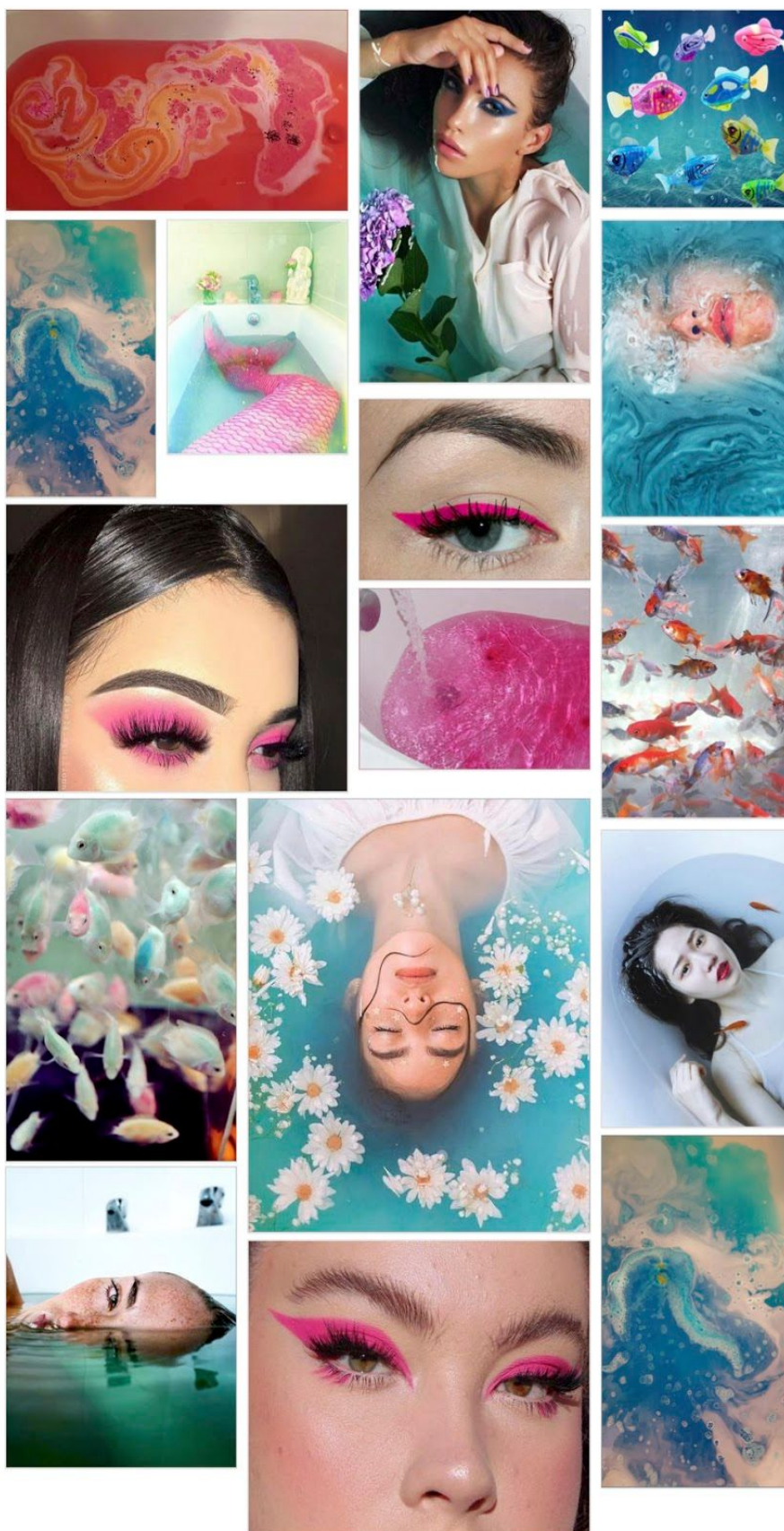
The track follows her previous song, "Garage Sale", into her new sound. FLORE performs deeply personal lyrics over warm synth production and intense rhythm to achieve a unique dark edge. The artist introduced her new song at a venue in her hometown. Poisson mixes dark, taboo subjects with rhythmic pop to discuss some of the issues that can affect young adults.

"Poisson's dark theme combined with the singer's dark tone is a wonderful contrast to the current music scene." — Dansende Beren

FLORE's Poisson was recorded in her home as well as in a recording studio in the heart of London. The artist is releasing a music video, created in collaboration with the University of West London. The artist will be releasing her E.P. in the nearby future.

[Appendix B:](#)

Poisson Artwork Moodboard



[Appendix C:](#)

Poisson Artwork Edits Brief

H.E.F.T. GROUP

POISSON EDITS BRIEF

ARTIST OVERVIEW

FLORE is a bold young artist creating **alternative pop** with an **ambient** feel. Her songs involve contrasting emotions and colours.
FLORE's image like her music is **bold, colourful** yet **dark**, full of **contrast**.

PROJECT OVERVIEW

Poisson is a song with a **humorous** take on **dark** subjects which should be reflected in the editing. **Contrast** is imperative, accent **colours** can be added, **texture** wanted.

REQUIREMENTS

- Remove skin imperfections
- Adjust colour balance/saturation
- Add texture such as grain

AIM OF PROJECT

- Attract viewers' attention
- Portray the message of the song
- Be dynamic

BUDGET

£50 for all five edits requested

TARGET AUDIENCE

- 15-30 years old, mixed genders
- Countries such as Belgium, France and Canada
- Fans of artists similar to Lorde, Björk, Billie Eilish
- Fans of Disco Pop, Ambient Pop, Alternative Pop

REQUIREMENTS

- FORMAT 3000X3000
- High Quality JPG
- PSD file

[Appendix D:](#)

Poisson Remix Artwork Brief

H.E.F.T. GROUP

POISSON REMIX EDITS BRIEF

ARTIST OVERVIEW

FLORE is a bold young artist creating **alternative pop** with an **ambient** feel. Her songs involve contrasting emotions and colours.
FLORE's image like her music is **bold**, **colourful** yet **dark**, full of **contrast**.

PROJECT OVERVIEW

Poisson is a song with a **humorous** take on **dark** subjects which should be reflected in the font. **Contrast** is imperative, accent **colour** preferably inspired from the artwork. **Authentication** is imperative, meaning the word 'remix' needs to be on the cover.

REQUIREMENTS

- Creation of font
- Correct placement
- Contrasting colour

AIM OF PROJECT

- Dark, fun font
- Distinction to original song
- Attract viewers' attention

BUDGET

£10 for edit

TARGET AUDIENCE

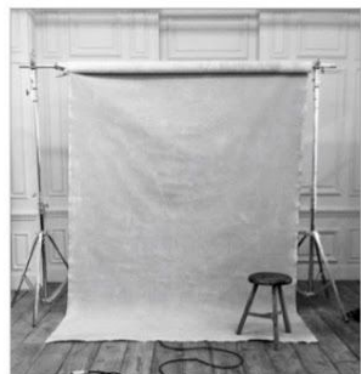
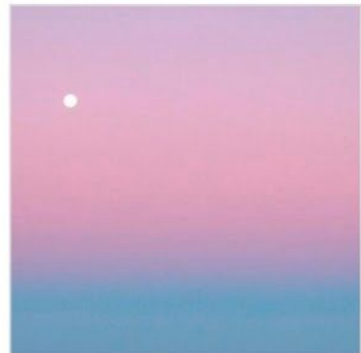
- 15-30 years old, mixed genders
- Countries such as Belgium, France and Canada
- Fans of artists similar to Lorde, Björk, Billie Eilish
- Fans of Disco Pop, Ambient Pop, Alternative Pop

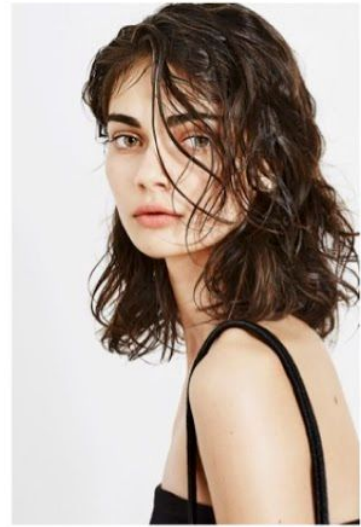
REQUIREMENTS

- FORMAT 3000X3000
- High Quality JPG
- PSD file

[Appendix E:](#)

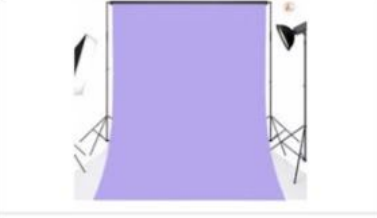
Poisson Video Moodboard





Appendix F:

Poisson Video Storyboard

 SCRIPT 1 ACTION - Walk to platform - Paint backdrop	 SCRIPT 2 ACTION - Close up, face through fishbowl	 SCRIPT 3 ACTION - Artist moving to song in front of painted backdrop
 SCRIPT 4 ACTION - Close up shot of fish in fishbowl	 SCRIPT 5 ACTION - Artist singing in front of dark backdrop - Wide lens shot	 SCRIPT 6 ACTION - Artist singing in front of dark backdrop - Close up
 SCRIPT 7 ACTION - Zoom shot - Artist dancing + singing next to fish bowl	 SCRIPT 8 ACTION - artist playing with fish travel box - wide lens shot	 SCRIPT 9 ACTION - Artist singing on purple background - Shots of fish swimming



SCRIPT 10

ACTION

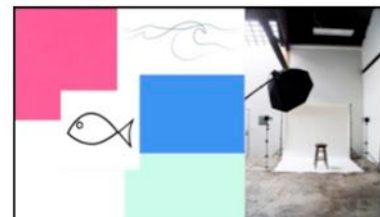
- Dark background
- Artist sitting on high chair singing
- Painter painting fish on face
- Wide lens shot zoom



SCRIPT 11

ACTION

- Artist singing on red background
- Fishbowl over head
- Fishbowl with fish on chair
- Wide lens



SCRIPT 12

ACTION

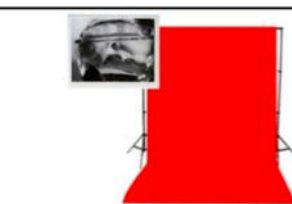
- Artist moving to song in front of painted backdrop



SCRIPT 13

ACTION

- Artist singing on dark background
- Shots of fish swimming



SCRIPT 14

ACTION

- Artist singing on red background
- Fishbowl in front of head



SCRIPT 15

ACTION

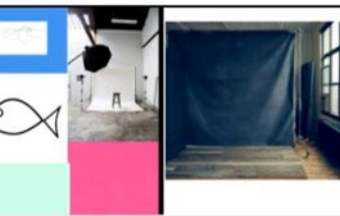
- Artist singing in front of dark backdrop
- Wide lens shot



SCRIPT 16

ACTION

- Artist singing on dark background
- Fish painted on face
- Semi close up shot



SCRIPT 17

ACTION

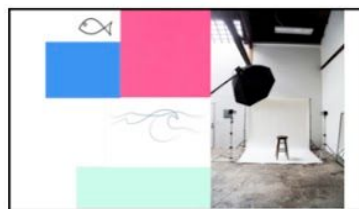
- frame 1
- Artist singing on painted background
- wide lens shot
- frame 2
- Artist singing on dark background
- Fish painted on face
- Semi close up shot



SCRIPT 18

ACTION

- Artist singing + dancing on painted background
- Fish swimming in the background



SCRIPT **19**

ACTION

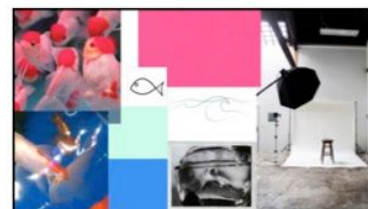
- Artist singing on painted background
- Close up shot



SCRIPT **20**

ACTION

- Artist singing on dark background



SCRIPT **21**

ACTION

- Painted background
- Artist singing behind fishbowl
- Fish swimming as background



SCRIPT **22**

ACTION

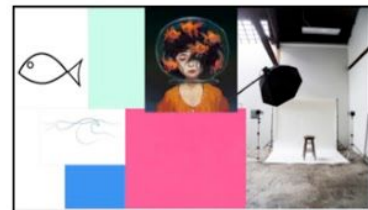
- Painted background
- Artist singing behind fishbowl
- Fish swimming as background



SCRIPT **23**

ACTION

- Close up shot
- Artist behind fish bowl



SCRIPT **24**

ACTION

- Close up shot
- Painted background
- Artist dancing
- Face in fishbowl

[Appendix G:](#)

Poisson Video Brief

H.E.F.T. GROUP

POISSON VIDEO BRIEF

ARTIST OVERVIEW

FLORE is a bold young artist creating **alternative pop** with an **ambient** feel. Her songs involve contrasting emotions and colours.

FLORE's image like her music is **bold**, **colourful** yet **dark**, full of **contrast**.

PROJECT OVERVIEW

Poisson is a song with a **humorous** take on **dark** subjects which should be reflected in the video. **Contrast** is imperative, accent **colours**.

A **vintage** feel (90s early 2000) feel wanted

REQUIREMENTS

- VHS effect
- Colour intensity
- High contrast/saturation

AIM OF PROJECT

- Attract viewers' attention
- Be humorous
- Old-school feel

TARGET AUDIENCE

- 15-30 years old, mixed genders
- Countries such as Belgium, France and Canada
- Fans of artists similar to Lorde, Björk, Billie Eilish
- Fans of Disco Pop, Ambient Pop, Alternative Pop

REQUIREMENTS

- FORMAT 4K, h.246
- MOV and MPEG-4 file

[Appendix H:](#)

Poisson Teaser Brief

H.E.F.T. GROUP

POISSON TEASER VIDEO BRIEF

ARTIST OVERVIEW

FLORE is a bold young artist creating **alternative pop** with an **ambient** feel. Her songs involve contrasting emotions and colours.
FLORE's image like her music is **bold, colourful** yet **dark**, full of **contrast**.

PROJECT OVERVIEW

Teaser video for the music video Poisson.

REQUIREMENTS

- Show variation of clips
- Contain chorus of the song
- Capital letters 'DEMAIN' (tomorrow)

AIM OF PROJECT

- Attract viewers' attention
- Be humorous
- Sell video

TARGET AUDIENCE

- 15-30 years old, mixed genders
- Countries such as Belgium, France and Canada
- Fans of artists similar to Lorde, Björk, Billie Eilish
- Fans of Disco Pop, Ambient Pop, Alternative Pop

REQUIREMENTS

- FORMAT 4K, h.246
- MOV and MPEG-4 file
- 15 seconds maximum