Group Project – Personal Portfolio and assembly of data and research

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2476 Words

The planning, marketing, and execution of a commercial single and remix release for the recording artist are detailed in this portfolio. The singer, a London based rapper called Daemon, plans to release a single entitled "WAX", and has enlisted the group (Dragon Force 5 Records) to support the rollout. This will necessitate a thorough examination of numerous aspects, from market developments to brand associations. The portfolio gathers the pertinent materials and investigates the practical specifications necessary for the efficient preparation and execution of a commercial single release. The release plan will follow a strict release calendar, this will include all marketing methods utilised within the release strategy, the execution points of said methods and it will also include specific deadlines as well as key checkpoints along the way. This project will include:

- An original single as well its remix, A&Red by the group.
- All associated artwork and iconography for the digital single and remix.
- A promotional video associated with the single and/or remix.
- An electronic press kit of all relevant media assets
- An operating budget showing all expenses, receipts and income generated
- Supporting data and research associated with our methods of delivery, strategy and choices made throughout the project.
- An NFT release.
- An analysis of Daemon's target audience and competitors.
- A live launch event to promote the tracks.
- A merchandise line as part of the release and to grow Daemon's existing merchandise revenue.

The release calendar is included in the appendix, it details the direction of the project, key checkpoints, and general operational details and should be referred to throughout the project reading

Daemon NFT Release



As part of the release of *'WAX'* a publication of 5 NFTs will be released on the release day to further the dynamics of this next move in Daemon's career. With the popularity of NFTs having grown drastically in the past decade, the technology presents not only opportunity for another revenue stream, but also a technology that can be used as a vehicle for multiple forms of contents such as:

- Artwork
- Merchandise
- A direct share in an artist's royalties
- Event tickets
- A new level of authentication for artist signed goods or memorabilia
- Unreleased tracks, demos, isolated track stems, instrumentals etc.

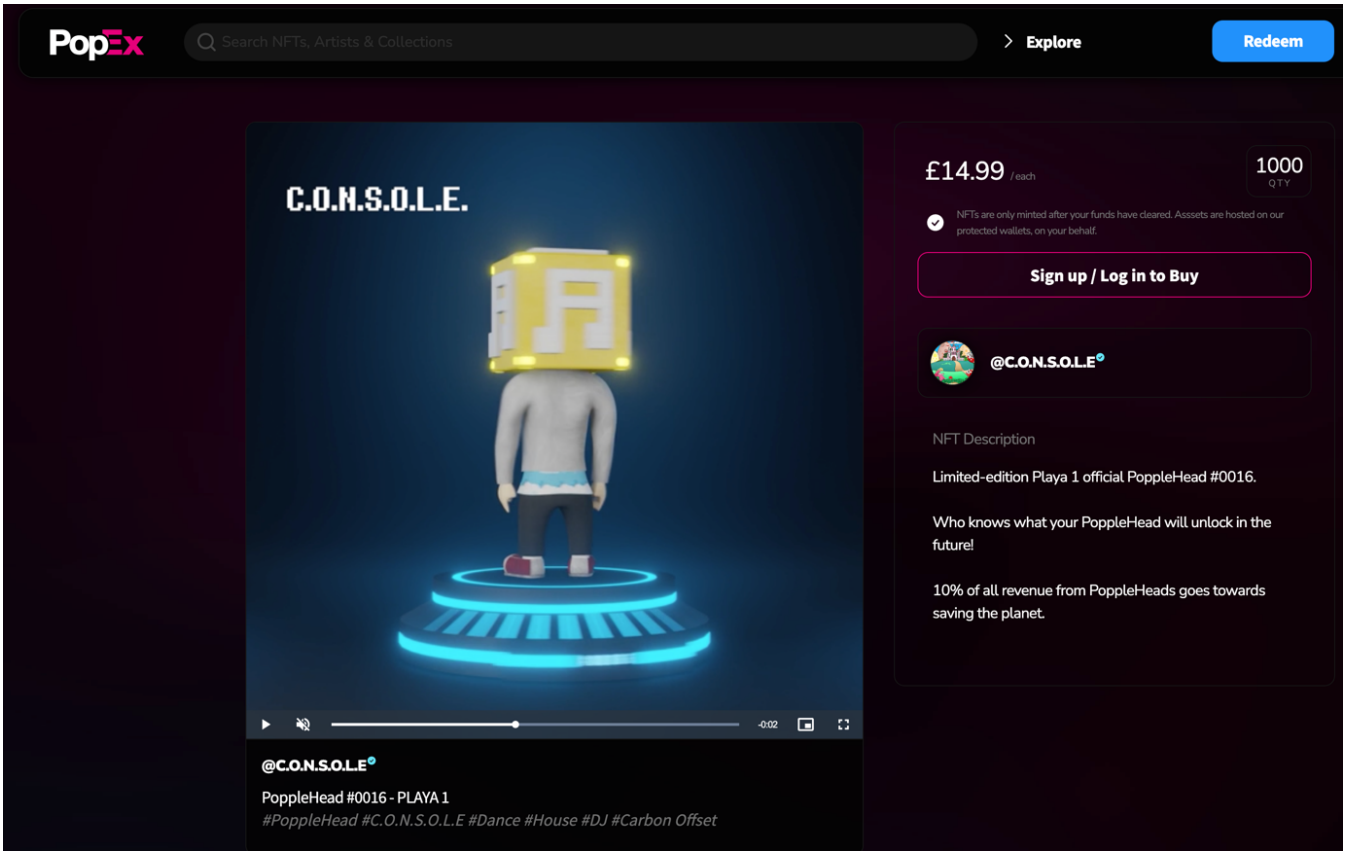
This will be the first move from Daemon into the NFT landscape, an industry that boasts annual revenue of close to *$18 billion with $2.6 billion*[i] (Whitaker, 2022) of that revenue coming from NFT artwork alone. This presents great market potential and a possibly practical as well as lucrative income for Daemon.



As this is the first time NFTs and blockchain technology will be implemented into the artistic portfolio of Daemon, therefore the release will be limited to 5 unique NFTs that will be proposed on Discord. The reason for this is primarily to test the market viability of this technology and the reaction of Daemon's existing fanbase and his target market.
The NFTs will however have a slight difference to other pre-existing NFTs available on the market. The NFTs minted by Daemon will not simply be an image video or artwork, but will also act as a vehicle for merchandise, event tickets and exclusive content such as audio stems and unreleased demos.

The NFTs will be minted and sold via PopEx, an online platform that specialises in the creation of NFTs for artists, minting, distributing and even designing the NFTs, all done in house as for a fixed rate, or the process can be totally free if a pre-existing artwork is uploaded, with PopEx taking a percentage of the goods sold.

Featured below is an example of the PopEx interface, the NFTs are easily purchased by consumers without need for a crypto wallet or crypto funds, instead payments can simply be made in GBP.



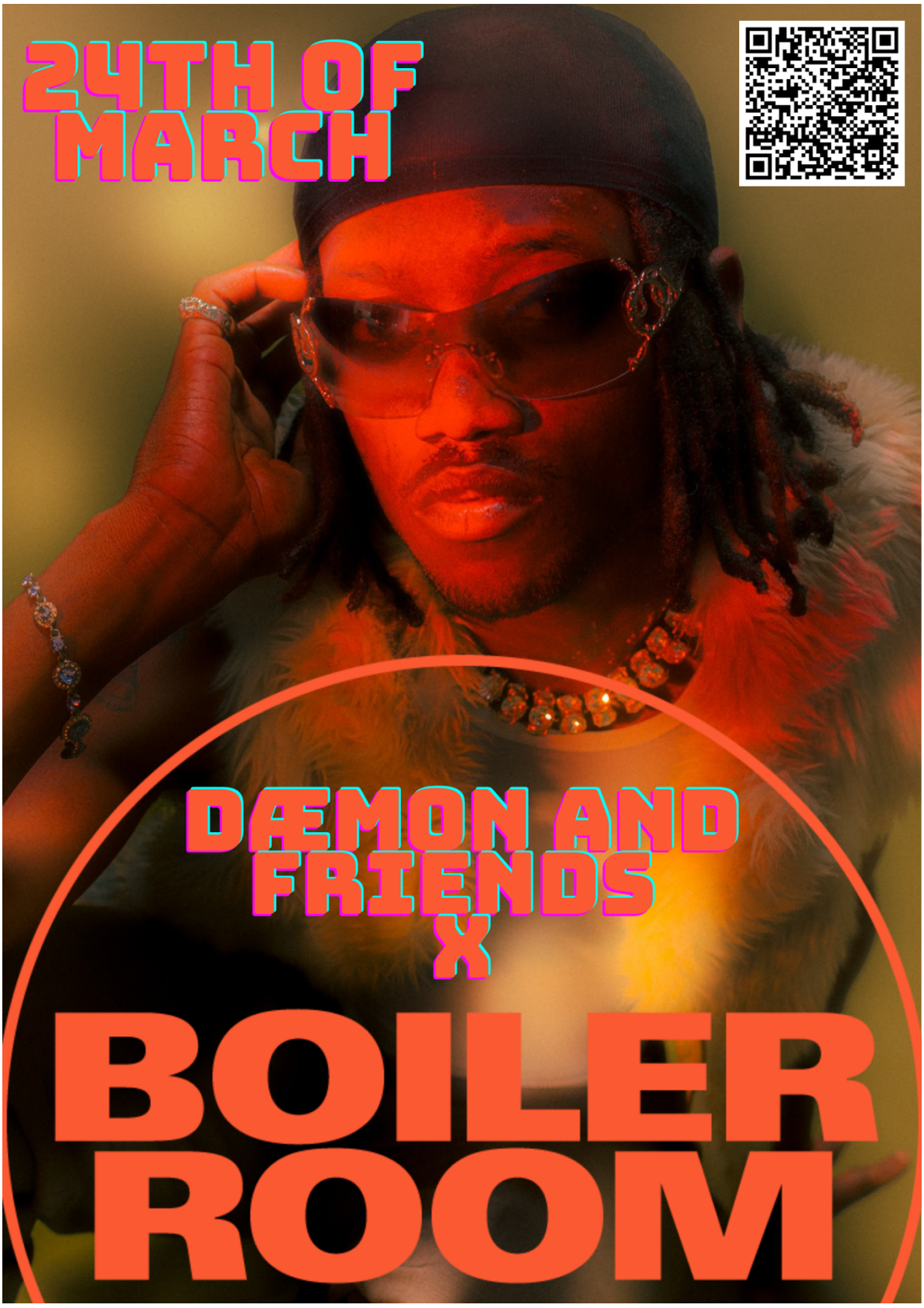
[ii](PopEx, 2022)

Daemon x Boiler Room

As part of the release plan and strategy the group decided to formulate a live event to gain valuable exposure for Daemon as well as provide a platform for him to engage with his current as well as potential fanbase, perform his music live and potentially sell some of his merchandise. The decision to collaborate with Boiler Room was made because not only do they have a similar target market to that of Daemon, but they also specialise in championing unsung artists and niche musical corners of the industry.

This live event will be a launch party for the single release at Peckham Audio, a venue with total capacity of 220 people. The event entitled 'Boiler room x Daemon and friends' will as the title suggest, not only be limited to a performance by Daemon but will also feature support performances/acts from the likes of 3 London based DJs who are to be announced on the 1st of March 2023.

Featured below is a concept of how the promotional event poster will look once completed, this will be used across the social media platforms of both Daemon as well as Boiler Room.





Daemon Brand Style Guide



Target Market

- 16-24
- Lives in UK and Europe
- English speaking
- Students/young professionals
- Live at home/university halls
- Annual income £18,000-£30,000
- Travels on public transport
- Uses Spotify/Apple music/SoundCloud
- Buys vinyl, buys merch
- Posts/interacts regularly on Instagram, TikTok and Discord
- These fans are spontaneous, explorers, and thrill seekers, favouring unique experiences and in person engagement as a pose to material goods.
- These fans are extroverted as well as introverted, expressing themselves through clothing, music taste and the events that they attend, all of which they share on social media platforms.
- Attends events at least once or twice a week.
- Drinks Brew Dog, Smirnoff Vodka, Jägermeister, Red Bull and Coca Cola.
- Typically stays up late and rises later in the morning.

Competitor Analysis

Daemon faces competition from similar acts that are also seeking the attention and following of fans in and around the area of London, the UK and wider Europe. Competition directly comes not from all genres and artists, but specifically from the genres that are directly or closely related to that of Daemon and his music. The best way to figure out competition is, who are the artists, venues and events that also appeal directly to that of Daemon.
In order to maximise our competitive edge, a clear understanding of best practice and efficient methods used to engage our targeted market is crucial.
By comparing Daemon to his competition and analysing their operations, it allows for us to base our own strategy off of pre-existing tried and failed ideas, what sells and what the successful brands competing for our consumer's attention are getting right.



Lancey Foux

An intricate, east London based trap artist, creating ethereal sounds, rule bending tracks and exciting new ways of fusing the sounds around him. With a dark and omnipresent brand that resonates extensively within the target market and genre of daemon and his music.

As well as competing with Daemon in the streaming and live music landscape, Foux's brand extends to his line of merchandise which includes meticulously designed articles of clothing such as t-shirts, hoodies, socks and underwear. Foux is a clear proof of our artists viability as a confident competitor to be reckoned with. Foux has managed to capitalise on these consumers and gain significant traction by presenting similar attributes and values to that of our artist, both in his music and branding.

Lil Uzi Vert



An American rapper, singer, and songwriter by the name of Lil Uzi Vert. He is distinguished by his facial tattoos, facial piercings, eccentric hairdos, and androgynous fashion sense and visuals based on a melodic emo approach to trap music. Philadelphia-born and -bred Lil Uzi Vert first received attention after the commercial mixtape Luv Is Rage was released. This led to a recording deal with Atlantic Records, where they signed under DJ Drama's Generation Now brand. Lil Uzi has also extended his brand to the NFT and Blockchain network, having worked on the Eternal beings NFT release in September 2021, there is clear market demand from consumers for more ways to interact with an artist's work, NFTs present ample opportunity for this. As blockchain technology will be implemented in our release plan, developing an understanding of what similar artists are releasing and how its performing is instrumental in successfully implementing the technology and methods into our own strategy.



PinkPantheress

An English singer, composer, and record producer goes by the name PinkPantheress. Bedroom pop, drum and bass, alt-pop, and 2-step garage are just a few of the genres represented in PinkPantheress's songs, which are typically brief in length and frequently use samples of music from the 1990s and 2000s. As well as operating in the market as Daemon, PinkPantheress also exploits this market with similar revenue methods which include her merchandise line, online streaming as well as live performances.

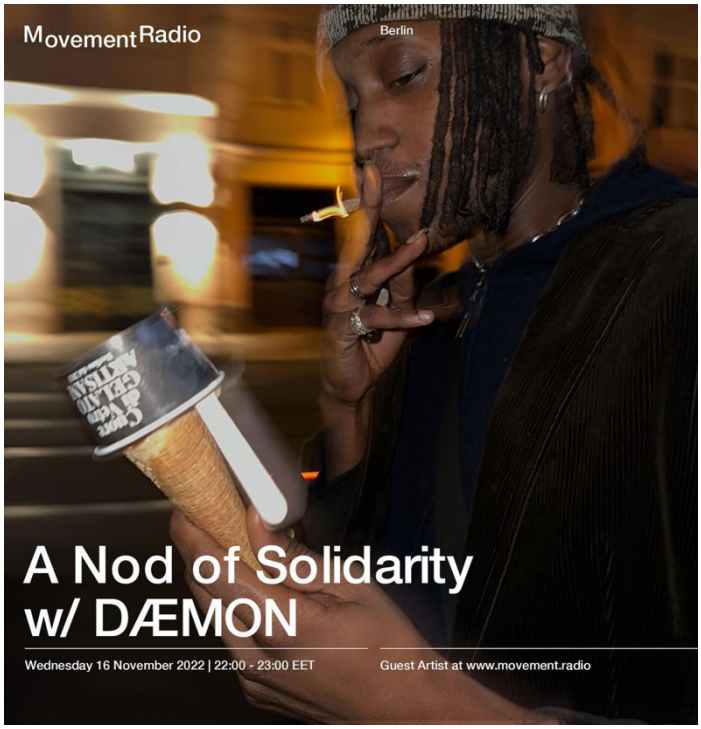
Font, Copywriting and Tone

An extremely important aspect of any brand is their written text, copywriting, and tone of delivery. with such a high level of online traffic, it is important to ensure that your copywriting is designed to stand out. An example of this in practice can mean anything from click bait titles such as “I CAN’T BELIEVE THIS HAPPENED?!” or “WATCH WHAT HAPPENS AT THE END…” both utilise 3 calculated methods of copywriting, bold capitals to attract attention, strong use of punctuation, and titles that generate attention as well as curiosity.

Where possible, the font that will be used for Daemon is either:

- Avenir Next
- ***Bold Italic***
- **SILOM**
- *Vivaldi*

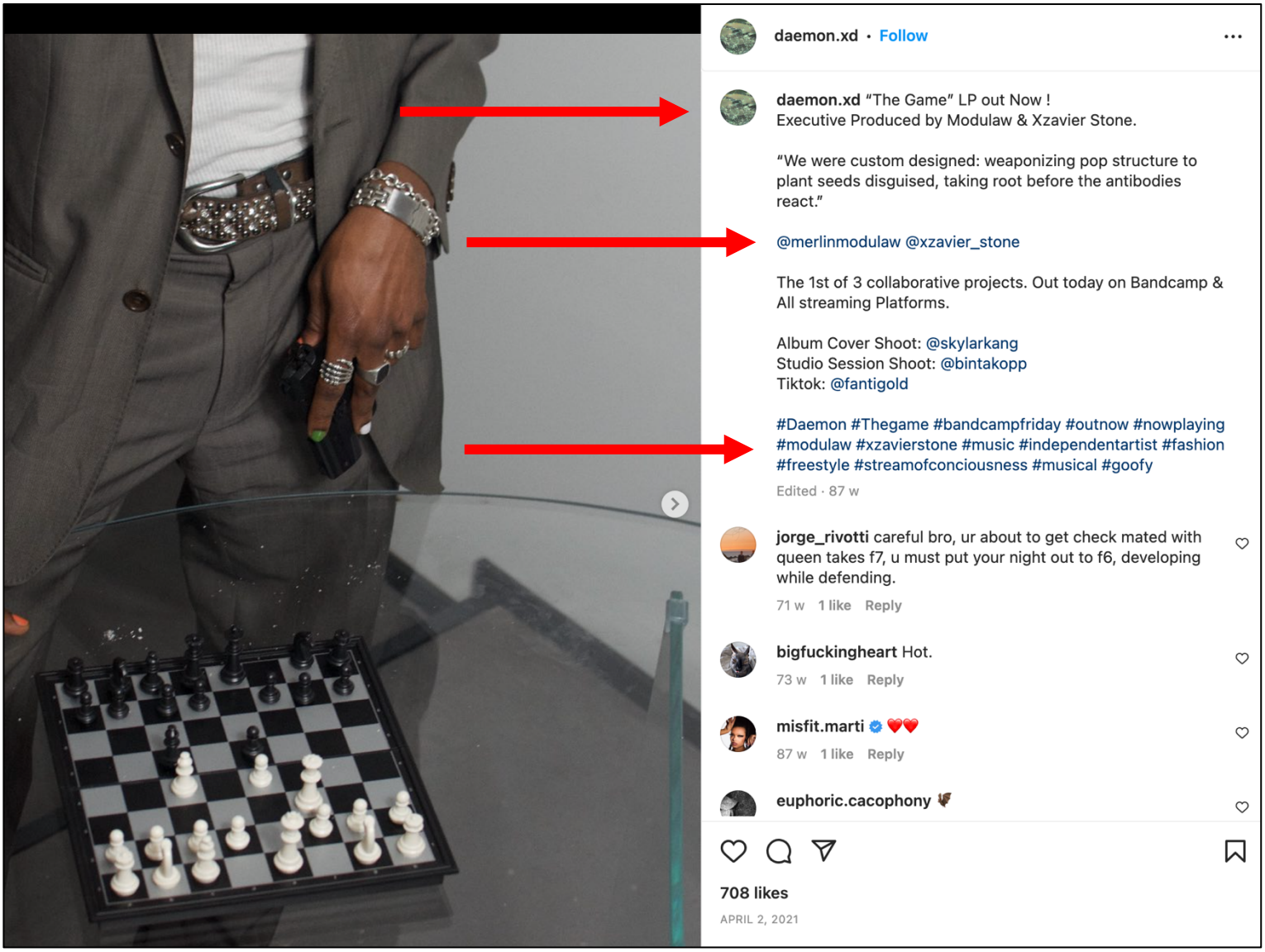
These fonts as featured on the promotional poster to the left will be used across his promotional content, music videos, branding, merchandise etc.



Copy writing and tone come into the same category, with copywriting being composed and written with tone, message, and objective in mind. The way in which an Instagram caption is written for example presents an opportunity to influence the user, offering potential calls to action such as sharing the content, commenting, or purchasing event tickets and merchandise.

The tone of voice and communication must present the following:

- An overwhelming sense of authenticity
- confident and strong ideas, awarding a clear sense of direction to Daemon's career.
- A relaxed yet exciting energy and glamour that champions his Californian Bay Area roots as well as his elaborate "party boy" persona.



Included above is an example of how daemon has implemented these multiple methods of copywriting, use of capital letters, exclamation marks, hashtags and tagging multiple users to allow for cross profile inclusion and increased content shareability. These points are highlighted with the arrows featured on the image.

Single artwork and the remix artwork

Included below are both the artworks to be used for the single release of WAX as well the remix. Both artworks follow on from both his existing brand and aesthetic, as well as conforming to the brand guideline outlined in my style guide. These images conform to the bigger picture of the style guide as they both convey a sense of authenticity, confidence and boldness.





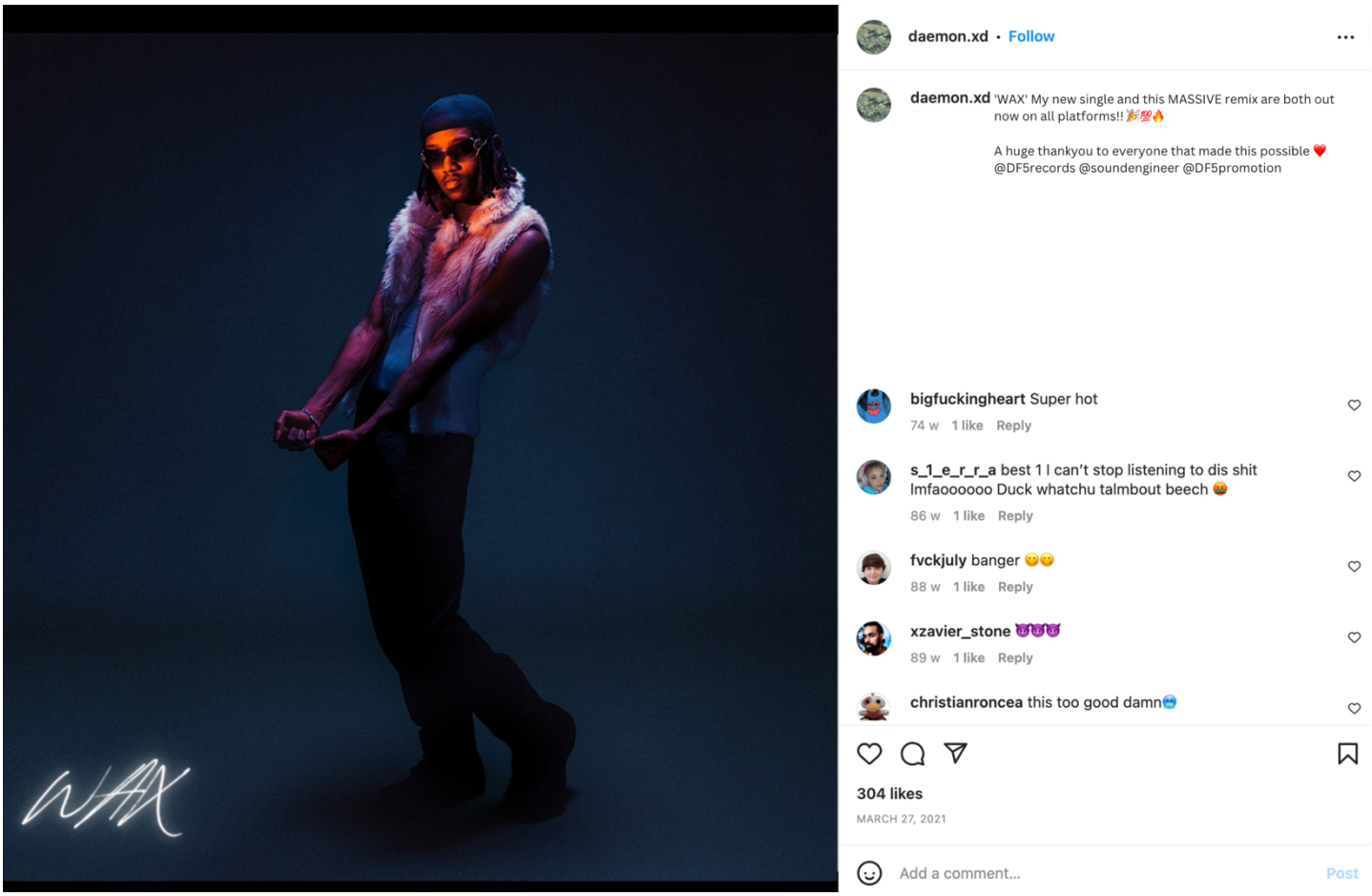
The remix

The remix will be made the lucky winner of our competition, one month after the release fans and other producers will have the opportunity produce a remix of the track, post it on their Instagram story and tag Daemon for a chance to have it selected and released.

Additional Marketing Methods

As part of this release a multitude of methods to push this release as far as it can go are put into practice.
As mentioned in the release schedule, promotional posts are an instrumental aspect of the plan. In the 4 weeks leading up to the release Daemon will upload 3 feed posts per week which will feature behind the scenes content, insights into his daily life as well as calls to action previously featured in his posts. These calls to action will include things such as “Pre-save my new track NOW!” or “Comment where you want to see me play next!”.
As part of the post release strategy, once the track is live on all platforms and has been distributed, a large portion of our budget will be allocated to ensuring that Daemon receives sufficient exposure. £1,000 will be allocated specifically to Instagram targeted advertising. Promotional posts from the release campaign such as the release day post will be promoted via the use of Instagram’s targeted ad services. The target audience and market outlined in the brand style guide will form the basis of our Instagram targeted ad direction and targeted consumer.

featured below is a concept of the post that will be promoted.



Merchandise



As outlined in the portfolio aims and objectives, merchandise will have an important part to play in the release.
Merchandise is not only another way in which fans can interact with an artist and their brand, but also a potentially lucrative source of income for artists, an example of this is One Direction, who sold $135 million worth of merchandise between 2011 and 2016[iii] (Gerencer, 2016).
Merchandise drawings, designs, and concepts will be sent to Printfall for manufacture when they are required, the drop shipping method of product delivery is extremely favourable for 3 reasons:



- Drop shipping allows you to sell, distribute and manufacture goods without having to spend any money on inventory. This is unlike a traditional store or online retailer who must commit significant capital to the purchase of services and stock.
- Since products are made on demand this removes the need for storage of stock, products can be produced in small runs allowing flexibility, diversity, and the ability to produce special runs or limited editions at the same cost.
- The shipping and distribution of merchandise it taken care of by Printfall, reducing the workload placed on the artist and their team.

Merchandise as mentioned in the first point, can be used as a method of interaction between the brands and fans. An example of how our marketing strategy will use merchandise in the fashion is via our NFT release. As outlined in the NFT section, 5 NFTs will be minted, these 5 NFTs will be vehicles for the merchandise, for example:
A customer will buy an NFT for £20 and will in return receive the NFT as well as £20 worth of merchandise.
Included below are the NFTs that will be sold as part of the release and to be used to sell merchandise as well as establish Daemon in the NFT art world and test the viability of NFTs as a future revenue stream or tool based on the reception of the rollout of the NFTs.
The images featured below were generated by me, placing the remix cover art into an AI art processing software, it produced multiple iterations which are to be used as our NFTs.













Appendix

Release Schedule

November 18th, 2022 - Dragon Force 5 Records will sign the single *WAX* as well as commission a remix of the track. These 2 tracks are to be completed and returned by the end of November.
November 21st, 2022: The label team and artist will gather to deliberate creative direction, the release objectives, desired results as well as the strategy and methods that will be used to achieve the desired outcome.
5th of December, 2023: The track demo of *WAX* will be reviewed with a one-week contingency for any samples to be cleared/removed by the producer.
12th December 2022 - A&R will be present for two studio sessions at Pirate Studios when the producer and Daemon record the final version of WAX.
19th December 2023 – the final recording will have be completed, to be sent off to Air Studios for both the mixing of the track as well as the mastering. 1 week will be allocated in case of extended time being required for additional feedback of the mastering/mix done by Air as well as any alterations that need to be made. In this same week, the graphic designer for assets such as posters, promotional posts etc. will be briefed on the desired message or the campaign and the desired branding/colour scheme and tone of communication. The graphic designer will use existing images from a previous photo shoot with the artist.
-Break for Holiday season-
9th January: Track and concept brief to be sent to the music video director/producer. Video story board and shoot schedule to be returned by the 16th for review by both the label and Daemon.
16th January - All promotional digital assets to be completed and handed into the team. Merchandise drawings, designs, and concepts to be sent to Printfall for mock ups to be created for use in on demand/dropship printing. Upload of the track to TuneCore for distribution. Completion of registration with both collection services, PRS / PPL
25th January: Music video filming day as well as the recording of behind-the-scenes content for social media promotional teasers featured on Daemon's Instagram stories as well as his feed. Conception of an official discord for the artists fan base, to be used as both a way for fans to engage on a personal level with Daemon as well as follow his release and gain access to exclusive demos and pre-release snippets of his upcoming work.
1st Feb: The final track is to be sent out to multiple media platforms/outlets for review to Dazed, Resident Advisor, Native Magazine etc for initial listening via Fat Drop. The track will also be uploaded to the ever-green pre save website. A demo snippet of the track will also be edited and put together for Daemon's Instagram/TikTok and to allow influencers and users to access the track prior to release.
15th February – The final edit of the music video will be submitted with additional behind the scenes resources and content. A fully edited and completed version of the music video will be sent to traditional press/radio outlets, with the one sheet and summary for announcement of track and the music video. The press pack with music

video and other assets is to be sent to Boiler Room for pitching of the launch party collaboration with the suggested event date correlating with release day of the single.
Monday 27th February 2023: Daemon to announce the upcoming release on his social media, Discord as well as through his network of artist contacts and other members of the industry for increased exposure, e.g., other artists/producers/managers/musicians sharing the exciting news of his release.
Wednesday 1st March 2023: Boiler Room will announce the news of the launch party through their social media platforms as well as their website. The event will also be promoted by Daemon via his own social media outlets including his Instagram and his Discord.
Friday 17th March 2023: Daemon will NTS Radio Show - 2-3PM.
Monday 20th March: Instagram Takeover with streetwear brand Daily Paper.
24th of March 2023, Release Day, Traditional press to share music video + track. Boiler Room Launch Party.

BUDGET ALLOCATION (Without Boiler Room)	
MARKETING	£1416,00
REMIX	£100,00
VIDEO	£500,00
MERCH	£0,00
GRAPHICS	£950,00
LIVE EVENT	£1350,00
RECORDING	£684,00
PUBLISHER	£13,00
TOTAL (in £)	£5013,00

BUDGET ALLOCATION (With Boiler Room)	
MARKETING	£1416,00
REMIX	£100,00
VIDEO	£500,00
MERCH	
GRAPHICS	£950,00
LIVE EVENT	£250,00
RECORDING	£684,00
PUBLISHER	£13,00
TOTAL (in £)	£3913,00

LIVE EVENT (Peckham Audio - 80 seats, 220 standing)	
VENUE	300£ per Night
Tickets	Personnal benefits
Bar	Peckham audio benefits
Photographer Videographer	£600 with Edit
Door Staff General Staff	£200 - 2 People 8£/h
FLYERS	£250
TOTAL	

LIVE EVENT (Peckham Audio - 80 seats, 220 standing)	
VENUE	£300,00
Tickets	Personnal benefits
Bar	Peckham audio benefits
Photographer Videographer	£600,00
Door Staff General Staff	£200,00
FLYERS	£250,00
TOTAL (in £)	£1350,00

LIVE EVENT (Peckham Audio - Boiler Room)	
Boiler Room	-£500,00
PECKHAM A.	£300,00
Tickets	£0,00
Bar	£0,00
Door Staff General Staff	£200,00
FLYERS	£250,00
TOTAL (in £)	£250,00

RECORDING (PIRATE STUDIOS)	
ROOM	From 2 to 5 - 42£ (two sessions = 84£)
PRODUCER	£500 (Recording & Mixing
MASTERING	£100 - 5 Days - Air Studios

RECORDING (PIRATE STUDIOS)	
ROOM	£84,00
PRODUCER	£500,00
MASTERING	£100,00
TOTAL (in £)	£684,00

MARKETING	
RADIO	£0,00
PLAYLIST	
SYNC VAULT	£416,00
SOCIAL MEDIA	£1000,00
POPEX	£0,00
TOTAL (in £)	£1416,00

GRAPHIC DESIGNER	
ARTWORK	
FLYERS	£700,00
MERCH	
Printing Posters	£250,00
TOTAL (in £)	£950,00

REMIX (CONTEST)	
ROOM	£0,00
PRODUCER	£0,00
MASTERING	£100,00
TOTAL (in £)	£100,00

PUBLISHER (TuneCore)	
Rising Artist	£13,00
Audiolock	
TOTAL (in £)	£13,00

artist one sheet

DÆMON



Artist Bio

Daemon is a Berlin based independent rapper hailing from Oakland, California. His music is a cutting edge exploration of futurist rap and underground club music that draws influence from lyricists like Playboi Carti and Lil Uzi Vert to underground dance genres like Jersey Club, Breaks and U.K garage. Starting out in poetry, Daemon's unique lyrics set him apart from the status quo in rap. His tracks are an exercise in worldbuilding, exploring human relationships, debauchery and capitalism against the backdrop of a not so distant dystopia.

Single - WAX

Wax is Daemon's first release of 2023 with production from Zurich producer Modulaw. Opening with a classic piano rave melody, his processed vocals drop into powerful breaks on this 2 minute earworm that represents a new wave in futurist rap. Wax is guaranteed to hit dancefloors hard.



daemon.xd

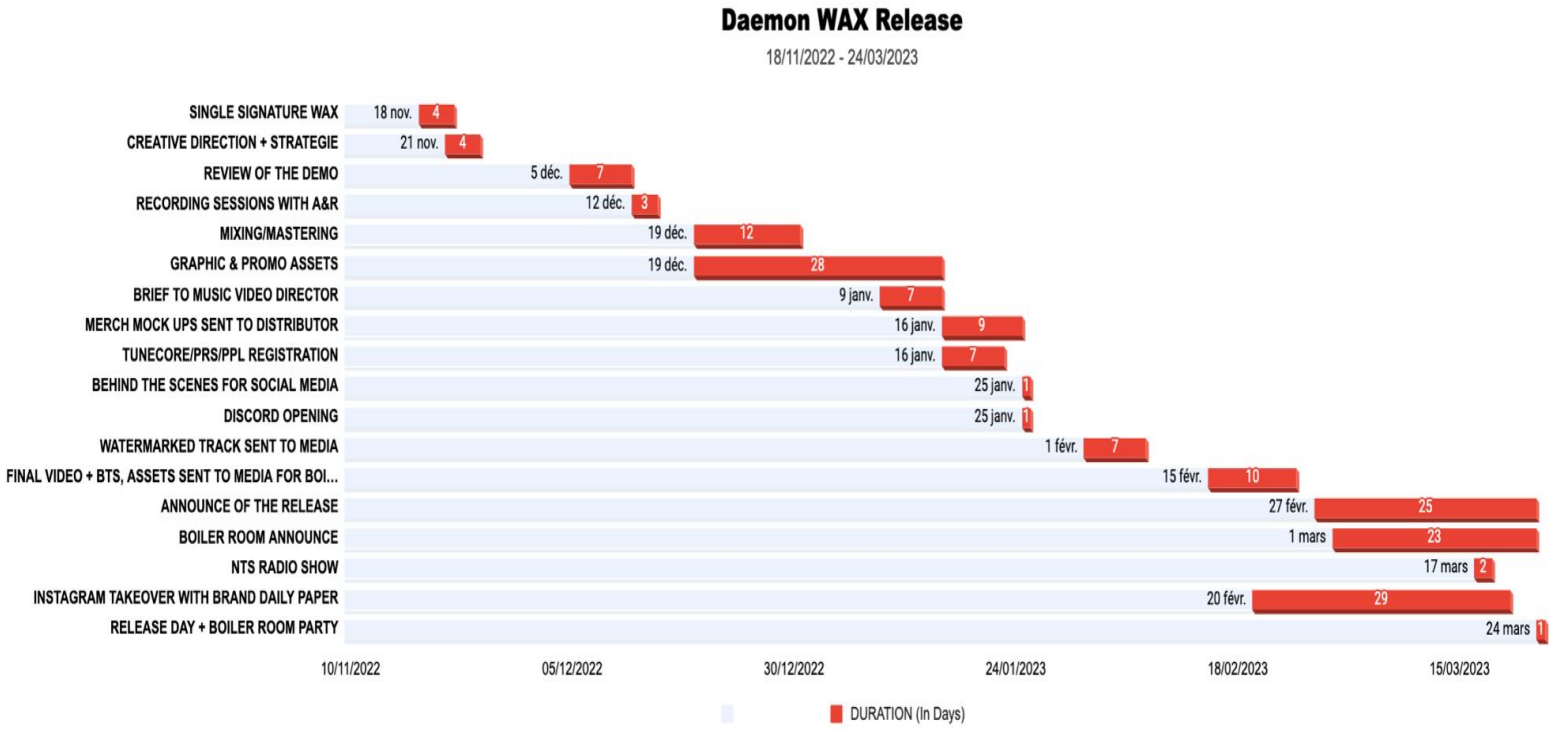
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Music video style guide



Gant chart representing the timeline and execution of tasks.



[i] Whitaker, A. (2022) *The artistic value of an NFT*, *Art Basel*. Art Basel. Available at: https://www.artbasel.com/stories/art-market-report-amy-whitaker?lang=en (Accessed: December 7, 2022).

[ii] PopEx (2022) *Official Digital Collectibles*, *PopEx*. Available at: https://popex.net/artist/c-o-n-s-o-l-e/nft/XS2Tp79gSAw63IJ2c1l5 (Accessed: December 7, 2022).

[iii] Gerencer, T. (2016) *One direction net worth*, *Money Nation*. Available at: https://moneynation.com/one-direction-net-worth/ (Accessed: December 13, 2022).