

Jack Smith

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Creative Music Management (BMT7000)

Portfolio

Harry Leckstein

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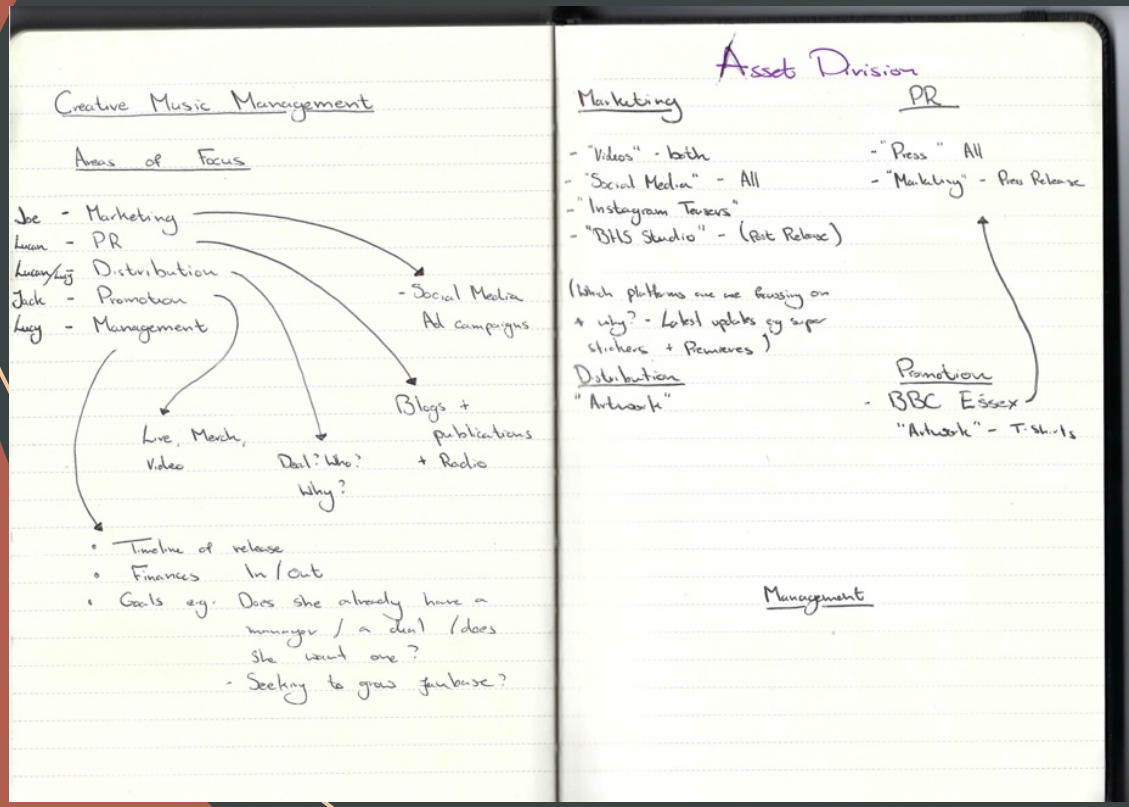
Project Overview

The following portfolio provides an in-depth exploration of the creative processes that our team have undergone to orchestrate an innovative release campaign for the pop single, 'Mistakes and Heartbreaks' by PEONIE. This Essex based vocalist is an energetic, emerging pop artist who is making her mark through regular releases which have been attracting increasing media attention. The overarching goals of our campaign were to formulate a targeted strategy which would help to build her online profile whilst establishing her credibility as an artist through an engaging campaign which mobilises her existing fanbase. With a limited budget, we sought to utilise our resources creatively, actively seeking to exploit multiple revenue streams to provide funding for future campaigns.

This portfolio will outline the various choices which were made to realise our campaign goals. This will include but not be limited to our marketing, promotion, distribution and financing strategies. By the end of this work, the reader should have a clear understanding of PEONIE's release campaign and understand how each element combines to create momentum for future releases.

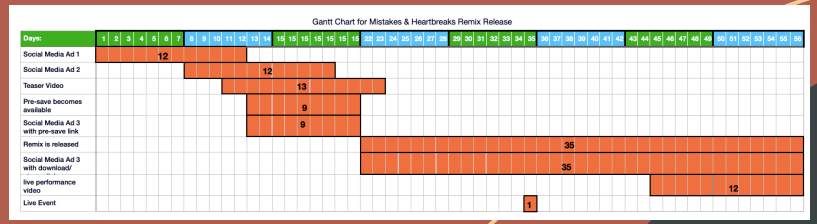
Meeting One

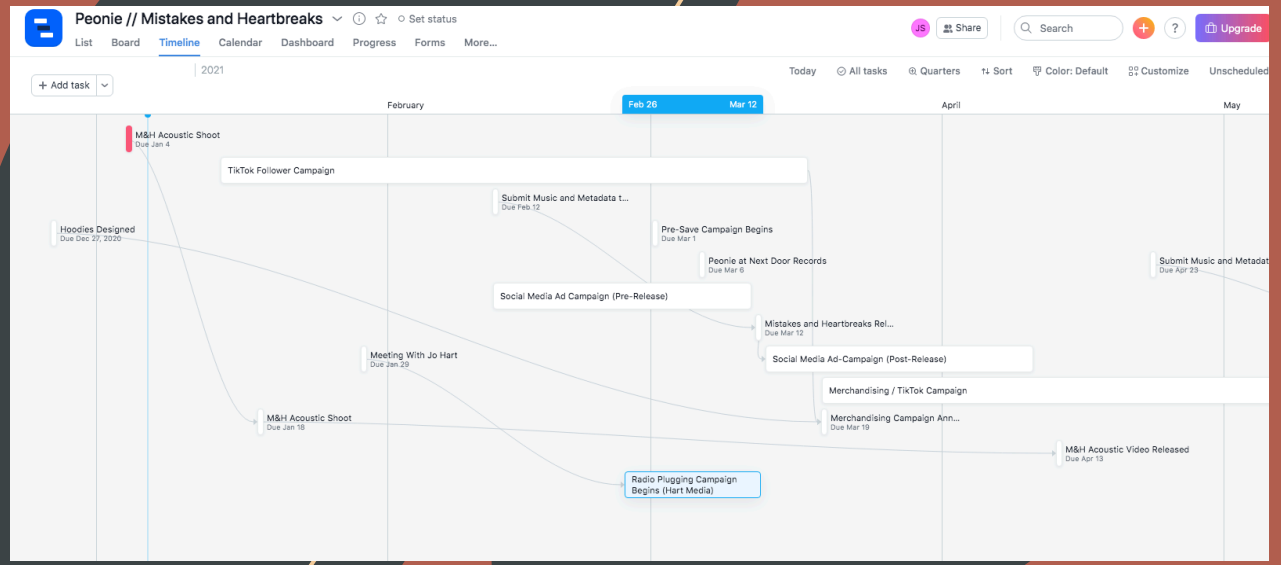
Our first group meeting was kept simple and concise. Across a detailed zoom call, we first discussed the most effective strategy for approaching the project. We decided that the most prudent decision was to divide the workload according the strengths and expertise of our team members. We divided the work into five loose categories, which were ‘Promotion’, ‘Distribution’, ‘Marketing’, ‘PR’ and ‘Project Management’. Roles were carefully selected to get the best out of the campaign. Jack, for example, was chosen to head up ‘Promotion’ because of his previous experience formulating engaging campaigns under a strict budget. It was, however, understood that there would be a great deal of cross-collaboration between team members to ensure a cohesive strategy. With the campaign goals in mind, each member was to form their own departments goals ahead of the second team meeting.



Meeting Two

Each member of the team came to our second meeting armed with a strategy and some initial ideas to begin to form our campaign. We were then in a position to put together a rough timeline through a Gantt chart which was designed by Lucy. The initial timeline provided us with a rough outline for the release and allowed us to build the campaign around it as each section began to be padded out with ideas and additional research. Once the full campaign had been planned, we transferred our initial Gantt chart onto a timeline on Asana. This allowed us to fully visualise the blueprint we had created, as well as monitor our progress as we moved through the campaign





‘Mistakes & Heartbreaks’ Single x Remix

‘Mistakes and Heartbreaks’ is the original work of emerging artist, PEONIE. Under the production of Rhys Fletcher, the single is due for release in March, 2021. The production on the track is clean and displays the capabilities of the studios at Tileyard London. The tone is both introspective and celebratory, perfectly in keeping with the style of PEONIE. Alongside its driving rhythms and seductive vocals, the track is perfectly poised to usher in Spring as we begin to emerge from a long period of restrictions and social distancing.

The ‘Mistakes and Heartbreaks’ remix has been assigned to the equally exuberant DigitalTek. This producer was carefully selected as a musician who can help to realise a new vision for the single, whilst adding additional credibility to the campaign. DigitalTek has over 60,000 monthly listeners on Spotify (Spotify, 2021) and has a history with PEONIE, having previously collaborated with her on ‘Makes Me Wanna Know’. The remix complements the single in more ways than one. The increase in tempo, alongside the adaptation of the harmonies and beat pattern inject the single with a new level of energy which make it ideal for club and beach party playlists. In addition, as the single campaign runs through to summer, it’s release date will be perfectly situated to attract mass attention given its suitability for Ibiza resorts.

Additional attention was given to ensure the final mix was of the highest quality possible and the budget was adjusted towards this goal accordingly. Rhys Fletcher was the engineer who was commissioned for both tracks, having been vetted by the team as well as PEONIE herself. Rhys’ most notable associates include Hans Zimmer, DVBBs and Sticky Fingers (Facebook, 2021). His experience across a range of genre’s made him the obvious choice for this project.



Mistakes and Heartbreaks (Radio Edit)

https://soundcloud.com/lucanmills/peonie-mistakes-and-heartbreaks- radio-edit/s-ACd0cGS3zjZ

‘Mistakes and Heartbreaks’ (DigitalTek Remix)

https://soundcloud.com/lucanmills/peonie-mistakes-and-heartbreaks- digitaltek-remix-club-mix/s-6Pkc13XW6TL

Distribution

Various partners were considered when searching for the correct distributor. TuneCore and Ditto both presented their own benefits, however in an attempt to craft a plan which would result in long-term success for PEONIE, we went with AWAL. AWAL operate with a tiered system of membership, with each tier bringing additional benefits ranging from project funding to artist development programmes (AWAL, 2021). All artists who want to distribute through AWAL must first be accepted following an application. Artists are then monitored and those who are achieving notable success move up through their various tiers. We felt that AWAL were providing a more tailored service which could help to pave the way for PEONIE's enduring success. Another feature which was a deciding factor in our choice was the detailed analytics app which Kobalt provides their artists (Dredge, 2020). The accurate monitoring of streaming statistics and demographics is extremely beneficial as we will be able to observe the insights and adjust future campaigns where necessary.



Marketing: Artwork & Iconography

Our marketing plan began with the singles artwork. With a solid artistic identity and a definable sound, we saw the creation of artwork which reflected both music work and artist as the foundation with which to build our marketing plan around. We evaluated several options before exploring Fiverr. This choice allowed us to critically evaluate the most suitable designers whilst adhering to our tailored budget (Fiverr, 2021).

Our final choice was designer YKRETOUCHER, who was extremely accessible and receptive to PEONIE's artistic vision. We were able to deliberate between several interesting designs, eventually opting for the distinctive black on pink which is visible in the artwork on the left of this slide. Where the pink was used to denote femininity and vulnerability, the black dress effectively represented the hardening of the soul which PEONIE would have experienced through her heartbreaks (YKRETOUCHER, 2020).

The depiction of PEONIE was chosen from a selection of photos shot by Jensen Francis at Editorial Studios in Manchester (Editorial Studios, 2020). A selection of these photographs is available within the EPK at the end of this portfolio. Our final choice, with PEONIE facing away from the camera, best represented the contemplative state in which PEONIE would find herself in, as a result of her 'Mistakes and Heartbreaks'.

Marketing: Digital

The defining feature of our marketing plan was to design a targeted approach which sought to augment the success that PEONIE had already been achieving prior to the campaign. We began with a rough plan which explored a number of general ideas to increasePEONIE's visibility in the run-up to the singles release, as well as some initial thoughts as to a post-release plan. Our original proposal contained some vital points, which included connecting PEONIE's various social media accounts and running a pre-save campaign to increase streaming figures on the day of the singles release. While these suggestions were adopted, further research into PEONIE helped our team to develop a bespoke social growth campaign which utilised targeted ads to grow awareness of the singles release.

Marketing Strategy
During developing this marketing strategy, we decided on several different options to grow Peonie's audience further. Joe Sensier, Marketing Lead, created the following marketing strategy, as shown below.

Marketing Objectives

- Create internet hype around the release Mistakes and Heartbreak
- To grow Peonie's audience on social media and music streaming services
- Create new social media accounts on different platforms to reach the target audience effectively
- Build an Email List which can then be used for future marketing campaigns

Key Performance Indicators

- 100k streams across all streaming platforms within 9 months of release
- 5-10% increase in follower on social media platforms
- 5-10% increase in engagements on social media posts
- Build and grow Snapchat account to over 250 followers
- Successfully generate internet hype over the release of Mistakes and Heartbreaks

Target Audience

- The age group of 16-25
- UK, USA and Europe. Mainly focusing on urban cities like London, New York, Los Angles or Paris
- Fans of Pop Music, RnB and alternative RnB
- Fans of artist like Ariana Grande, Dua Lipa, Anne Marie, Blackbear and similar artists.

Weeks 1 - 4:

- Start running daily Instagram adverts to reach two thousand impressions per day, rotating the content from a range of available assets. Budget £10 per day, £70 per week.
- Three-time per week running Facebook Ads to reach one thousand impressions. Budget £10 per day, £30 per week.
- Post content to all social media platforms – using available assets (Instagram, Twitter, Snapchat and Tiktok)
- Launch the Pre-Save campaign
- Reach out to Blogger and Influencers to start promoting Mistake and Heartbreaks, providing them with relevant content. Budget £100.

Release Day:

- Social media content across all platforms announcing the release
- Going live on Instagram
- Creating Instagram hashtags: #mymistakes / #myheartbreaks that so people can relate to the song and talk about their own experiences.
- Posting people listening to Mistake and Heartbreaks on Instagram and Snapchat stories (and thanking them)

Week 4 – 8 (Post Launch):

- Ad campaigns to continue
- (Early release) Use the mailing list to send exclusive information about behind the scenes content and touring information.
- The general release of BTS content, Q&A (live or IGTV) and touring info to all social media platforms
- In 8th week the release Mistakes and Heartbreak Music video

PEONIE

SINGLE MISTAKES AND HEARTBREAKS release ideas:

To increase visibility and awareness on social media :

- Connect Instagram to Spotify
- Connect Twitter to Spotify
- connect Instagram to FB and Twitter
- photoshoot for content visual bringing up her brand (Press exclusives pictures too).
- shoutout video advertising her storyline and announcing the release of the single.
- Possible Misguided/ Nasty Gal IG stories Takeover (inspired by an artist called Call Me Loop who has done it two weeks ago with Nasty Gal)
- Possible Spindle/ Nylon or any magazines related to her branding inspo to do an article about her and the release.

Pre save campaign : (use the video shoots they have already)

- 00.15 secs SPONSORED teaser to come out one week before with video shots and use pre-chorus and beginning of Chorus section of the song with link to Spotify Pre-Save campaign.
- Live on Instagram for engagement to talk about her song.
- IGTV DIY video of her strolling around the city asking people what their heartbreaks and mistakes are.
- Possible Syd and Elle (Youtubers) - shoutout (get them to play her song on one of their videos).
- Twitter post from Holly (marketing student) with creation of #mymistakesandheartbreaks Hashtag to create a discussion around it.

RELEASE

- Create Instagram filter with her song playing and hashtags: #mymistakes / #myheartbreaks that so people can relate to the song and talk about their on experiences.
- Song pushed on Spotify/Apple Music playlists.
- Possible TV Sync for Love Island, Love is Blind etc..
- Lyrics video release on same day of song release.

3 weeks after release:
BTS IGTV about the whole process so studio time videos, Q&A about her and her song.

4 weeks after the release:
Mistakes and Heartbreaks Music Video

6 weeks after the release:
BTS music video

Marketing: Digital

PEONIE's most significant following can be found on Instagram (7,686) (Instagram, 2021) and TikTok (3,437) (TikTok, 2021). While a range of social media platforms were targeted, this is where we wanted to drive most traffic. Targeted ads on these platforms would have the highest conversion rate because of the presence that PEONIE has already asserted online. Our budget will therefore be more effectively used on these platforms as opposed to Twitter, where PEONIE has less that 1,000 followers (Twitter, 2021). Despite the fact that PEONIE does not currently have a Snapchat presence, we have also investigated the possibility of creating an account for her. It is estimated that 77% of those aged between 18-24 are users of the platform (Statista, 2021). This is a key demographic for PEONIE's listeners and we hope that adopting Snapchat as a long-term strategy may help to boost her streaming numbers . In addition, this mode of communication may allow her to develop a closer connection with her growing fan-base.

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Promotion



The two goals of our promotional plan were to build anticipation for the release date and to prolong the peak point of interest in the single. Our team orchestrated three actions to meet these goals.



Live Gig



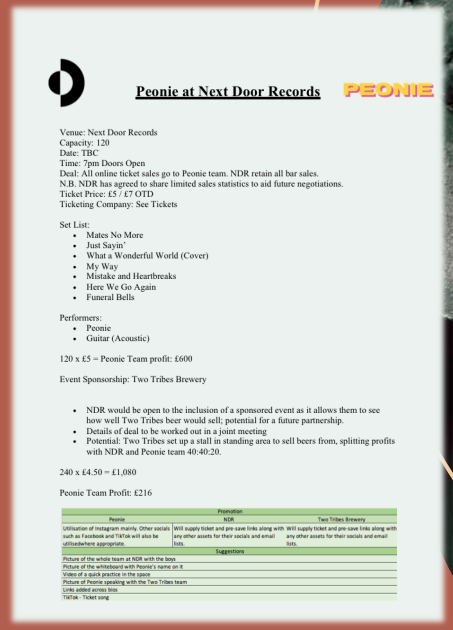
Merchandising / TikTok Campaign



Promotional Videos Including Acoustic Version

Promotion: Live Gig

The overall arrangements of the live gig are evident through the asset provided. The location is Next Door Records, chosen because of a personal connection with a member of our team. This fact provides us with ease of access, alongside the benefits of a new and thriving venue. A capacity of 120 people provides us with a realistic target for tickets and is of sufficient size to help build awareness of PEONIE through the social media coverage of gig-goers. The date of the event was carefully considered. It's official placement after the pre-save link has been released and before the single's release, will help to augment streaming statistics on release day (Ditto, 2020). Our choice of ticketing company was also selected after considerable thought, utilising ten essential features outlined by Eventbrite (2017). See Tickets satisfies each of these features, including useful sales data (See Tickets, 2020). While Ticketmaster offers the most comprehensive packages, (Ticketmaster, 2020) See Tickets allows us to offset any costs whilst keeping ticket rates low (See Tickets, 2020). In addition to the gig itself, steps have been taken to initiate a commercial partnership with Two Tribes Brewery to create an additional revenue stream for the event. While official talks are needed, NDR has agreed to terms which could bring in a further £200 to the PEONIE team (Aukett, 2020).



Peonie at Next Door Records PEONIE

Venue: Next Door Records
Capacity: 120
Date: TBC
Time: 7pm Doors Open
Deal: All online ticket sales go to Peonie team. NDR retain all bar sales.
N.B. NDR has agreed to share limited sales statistics to aid future negotiations.
Ticket Price: £5 / £7 OTD
Ticketing Company: See Tickets

Set List:
- Mates No More
- Just Sayin'
- What a Wonderful World (Cover)
- My Way
- Mistake and Heartbreaks
- Here We Go Again
- Funeral Bells

Performers:
- Peonie
- Guitar (Acoustic)

120 x £5 = Peonie Team profit: £600

Event Sponsorship: Two Tribes Brewery

- NDR would be open to the inclusion of a sponsored event as it allows them to see how well Two Tribes beer would sell; potential for a future partnership.
- Details of deal to be worked out in a joint meeting
- Potential: Two Tribes set up a stall in standing area to sell beers from, splitting profits with NDR and Peonie team 40:40:20.

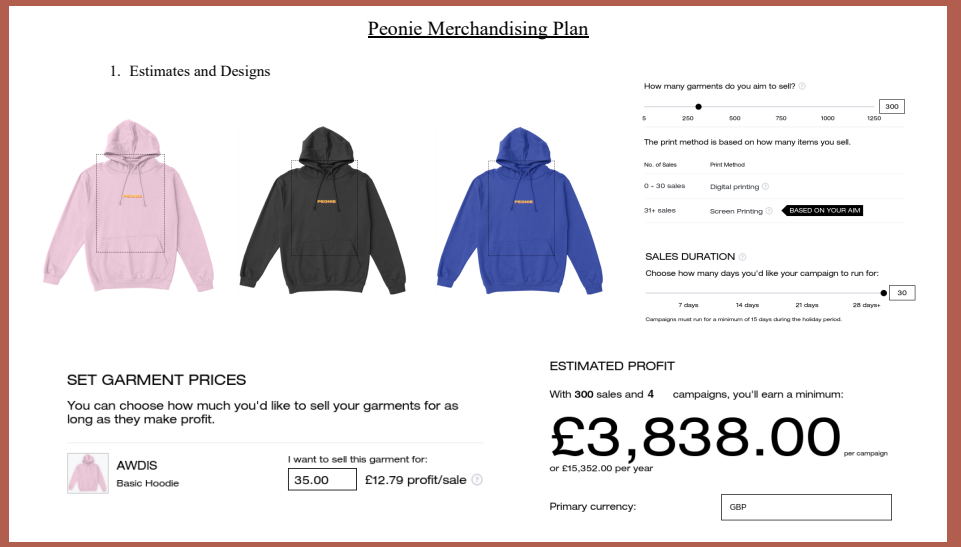
240 x £4.50 = £1,080

Peonie Team Profit: £216

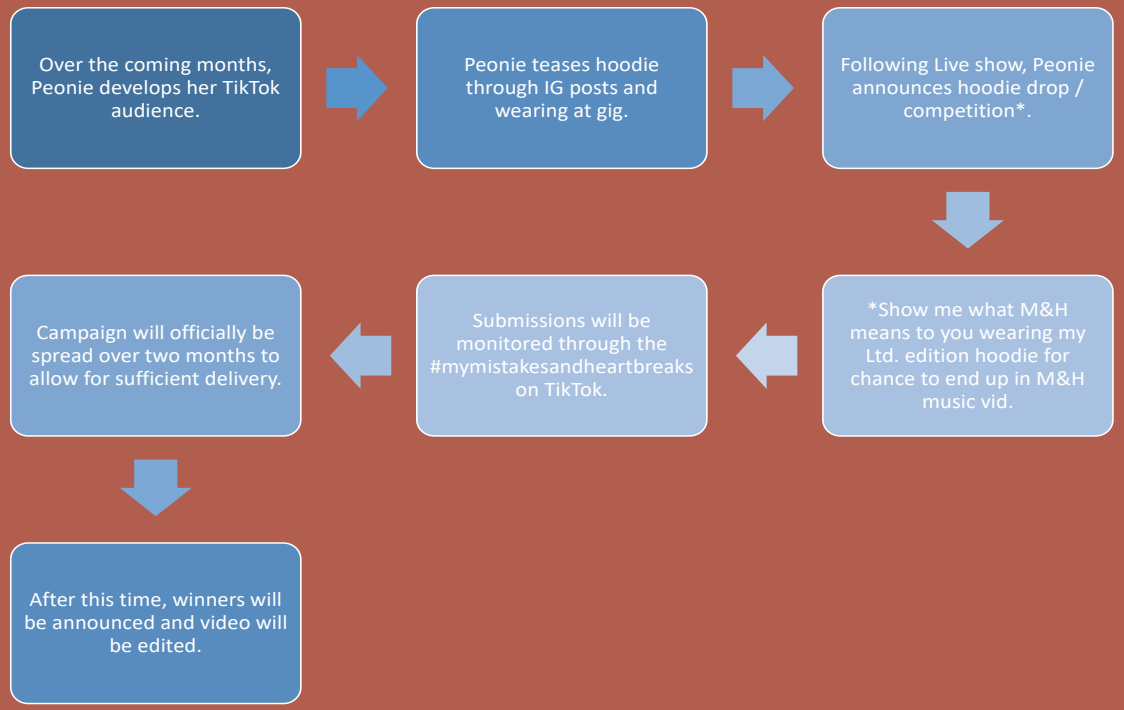
Promotion		
Peonie	NDR	Two Tribes Brewery
Utilisation of instagram mainly. Other socials such as Facebook and TikTok will also be utilisedwhere appropriate.	Will supply ticket and pre-save links along with any other assets for their socials and email lists.	Will supply ticket and pre-save links along with any other assets for their socials and email lists.
Suggestions		
Picture of the whole team at NDR with the boys		
Picture of the whiteboard with Peonie's name on it		
Video of a quick practice in the space		
Picture of Peonie speaking with the Two Tribes team		
Links added across bios		
TikTok - Ticket song		



Promotion: Merchandising/TikTok Campaign



2. Game Plan Flow Chart



In contrast to the gig, the merchandising campaign serves the purpose of maintaining the momentum of 'Mistakes and Heartbreaks'. The plan draws inspiration from a recent campaign by Pop/Punk artist, Ashnikko (Musically, 2020). There remains the possibility that the campaign will not have the desired effect. The financial risk of the campaign is mitigated, however, through the use of Everpress, who offer a D2C service with no upfront cost (Everpress, 2020). At its best, this campaign offers the chance to generate a significant profit to aid future campaigns.



Promotion: Video Assets and Teasers

Our team also made plans to create several video assets including footage of PEONIE singing an acoustic version of her single. The video was to be captured on a 6K Black Magic camera in a top floor corporate room with a view across London. Both, as well as filming and editing services, were to be provided at no cost (Balfour, 2020). Unfortunately, plans have been delayed because of Covid-19 restrictions, but will take place as soon as restrictions allow.

While the creation of the acoustic asset cannot currently be completed, various other video assets have been produced and stored to help boost engagement following the release of 'Mistakes and Heartbreaks'. These assets included an engaging lyric video which plays on the colour scheme adopted by the single's artwork. Additional assets included BTS footage and various social media teaser videos created on the MOJO app (MOJO, 2021). Each of these may be found in the EPK located at the end of this portfolio.

Industry Feedback: Radio/Press

In the pursuit of credibility, we decided that the support of mainstream media was equally as important as building out PEONIE's social media presence. Having made no impression on traditional forms of media at the time, we sought to build relationships with local media before the campaign had begun. Through building out PEONIE's profile within local media, we hoped to push her to a stage where national publications and radio stations would take an interest in her following the release of 'Mistakes and Heartbreaks'. Initial success came through an invitation to perform on BBC Introducing Essex, followed by an interview with host, Tony Fisher. This provided PEONIE with valuable exposure. In addition, this was an outstanding opportunity to develop her media presence and comfortability within the setting of a radio station. The Daily Gazette in Essex also took an interest inPEONIE, publishing an article discussing her musical journey to date (Palmer, 2020). This contrasts with our snapchat idea, which aims to capture the attention of those within the age bracket of 18-24. Her presence within lifestyle publications and newspapers will help to reach individuals who we may not directly target through social media ads.




Young West End actress dreams of becoming a chart-topping popstar at just 20 years old

Hills are alive with the sound of Peonie

There was a rush and a buzz that comes with being on stage and that's where my passion came from



PEONIE - ‘Mistakes & Heartbreaks’

ESSEX GIRL.....GOING GLOBAL in 2020!

She starred as Cinderella at The Royal Albert Hall aged 9, then in The Sound of Music at The Palladium aged 11; then in her teens, Grease, Pirates of The Caribbean and Legally Blonde. Then as a graduate of ELAM (East London Arts & Music), the early signs were that Peonie Gage would be destined for a life starring in musical theatre.

But this determined, now 19 year-old, Essex girl has turned her back on the theatre world, preferring instead to propel herself toward global chart success as a recording and touring artist. So she has written and recorded her own album, filled with what Miley C would refer to as ...’Bangers’!

Not surprisingly, Peonie has captured talent scouts attention wanting to snap her up for X-Factor, BGT or The Voice. But this resolute Colchester girl is doing it her own way; she’s put a band together, she’s been on the road and she’s now about to launch her debut music, to see 2020 in with a bang.

Peonie’s debut solo single is the sexy ‘Mistakes & Heartbreaks’. It’s a cool, chilled and irresistibly infectious track that is a fitting introduction to this similarly cool, chilled, sexy and irresistible new Essex bombshell!

‘Mistakes & Heartbreaks’ is released on March 13 to bring this worrying period of infection some real infectious and seductive warmth. The track is distributed by AWOL, and will be available on all platforms.

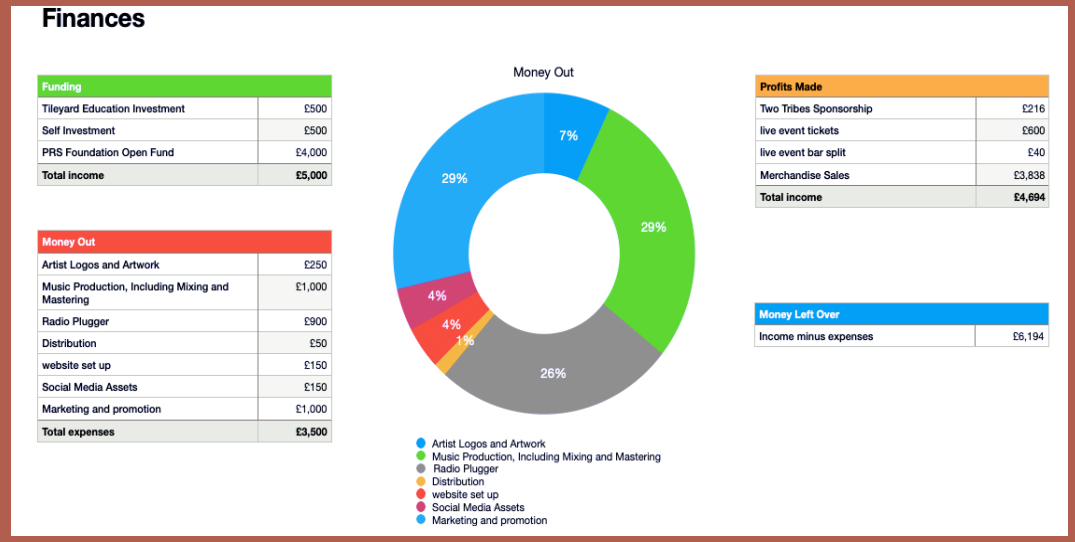
Contact: Lucan Mills: management@pyramid-music.co.uk or Rick Blaskey: rick@tmmp.co.uk

Industry Feedback: Press/Radio

Our achievements before our campaign had begun has put us in a strong position as we begin our campaign. Our next step was to craft a press release which would emphasise the key features of the single and highlight the momentum which PEONIE has been building over the past year. In response to her exposure, a portion of our budget was carefully reserved to approach Hart Media to help run a radio plugging campaign following the release of the single.

Budgeting & Finance

We began our campaign with an initial investment of £500 by Tileyard Education. This was supplemented by an additional investment of £500 by PEONIE. This addition was important as it increased the sum which we were able to apply for in our search for additional funding. After pitching our campaign to the PRS Foundation, we were able to secure a further £4,000 to contribute to the campaign (PRS Foundation, 2021). This funding was extremely important as it allowed us to invest in a professional standard of production alongside a meaningful PR and social media ad campaign. As a result of our tactful promotional approach, we hope to be able to generate a healthy profit through our merchandising campaign and live show. This will result in over £6,000 to contribute to future projects.



EPK & Additional Assets

In addition to our campaign outline, you are able to view our additional assets in the EPK which can be reached through the following link below.

https://app.box.com/s/gxgce6l510vw2tm9fxyjgtibmvcfyjvg



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