

CERYS HAFANA

Marketing Strategy & Plan

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BMTY7003_LON_sem2_EM2_2022_23

22nd March 2023





Cerys Hafana is a composer and multi-instrumentalist, best known for exploring the triple harp's creative possibilities and unique qualities.

She's an adept shapeshifter, entwining tradition with direct and personal interpretations to create music that's both progressive, profound and inspiring.

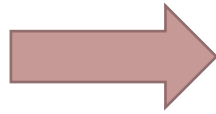
CERYS HAFANA



KEYWORDS



OBJECTIVES



REPRESENTATION ?



**Wrapped Up
Music**



BRANDING



**CERY'S
HAFANA**

NEW SINGLE



Eternity, eternity, how long are you, eternity?

*Time moves towards you, like a war horse in
all its strength,*

*Like the fastest runner; a boat to harbour; an
arrow from a bow,*

*Like a complete sphere, without beginning or
end,*

*You, eternity, also have no ending nor
beginning.*

SINGLE LAUNCH

Centre for Alternative Technology –
joint Open Day / Single Launch



SUPPORT ACT

CHARLIE CUNNINGHAM
SPRING 2023

WITH **CERYS HAFANA*** AND **RACHEL SERMANI**+

APR 11	*LAFAYETTE LONDON, UK	MAY 01	HAMBURG, DE LAEISZHALLE – GROSSER SAAL*
APR 12	*LAFAYETTE LONDON, UK	MAY 02	COLOGNE, DE GLORIA THEATRE*
APR 14	*BAND ON THE WALL MANCHESTER, UK	MAY 04	BERLIN, DE ADMIRALSPALAST*
APR 15	*LIBERTY HALL THEATRE DUBLIN, IE	MAY 05	FRANKFURT, DE SANKT PETER*
APR 17	*ST LUKE'S GLASGOW, UK	MAY 06	DORTMUND, DE KONZERTHAUS*
APR 19	*ST GEORGE'S BRISTOL, UK	MAY 08	AMSTERDAM, NL PARADISO*
APR 20	*CHALK BRIGHTON, UK	MAY 09	ANTWERP, BE DE ROMA*
APR 25	*KAUFLEUTEN ZURICH, CH	MAY 10	PARIS, FR LA MAROQUINERIE*
APR 27	*PORGY & BESS VIENNA, AT	MAY 12	BARCELONA, ES RAZZMATAZZ 2*
APR 28	*ISARPHILHARMONIE MUNICH, DE	MAY 13	VALENCIA, ES SALA JERUSALEM*
APR 29	*FELSENKELLER LEIPZIG, DE	MAY 14	MADRID, ES TEATRO ESLAVA*

TICKETS FROM [CHARLIECUNNINGHAM.COM](https://charliecunningham.com)



RADIO



STREAMING PLAYLISTS



Fresh Folk
Essential Folk
Green Man 2023
Gentle

The Lovely Little Playlist
Traditional Welsh Folk
Mellow Folk by Folk
Radio UK



The Ultimate Indie-Folk
Folk
Indie Folk
Warm & Cozy - Folk/acoustic/Chill



Indie Folk
Indie Folk Energy
Women of Folk
New Folk

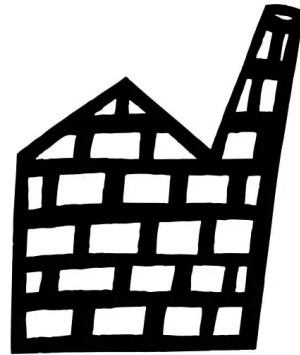
MERCHANDISE



SYNCHRONISATION



NETFLIX



FICTION FACTORY



SOCIAL MEDIA



#highlystrung
#ceryshafana
#harp



BUDGET



- Seek out Welsh Government funded grants / consultancy e.g. PYST
- Commercial partnerships e.g. CAT, MOMA, Derwent Harps
- Use free / low cost tools such as to LinkFire / un:hurd / Google Analytics
- Leverage from other artists /collaborators / venues
- Use the Sisterhood
- Harp lessons / workshops / outreach
- S4C / Pyst video production scheme

TIMELINE

Now

Social Media campaign begins
#highlystrung #ceryshafana

17th June

Single launch at CAT

21st – 29th June

On Tour with Charlie Cunningham

1st July

Showcase gig – London or Cardiff

2nd July

Ramp up social media campaign

2nd July

Prepare Album 3

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