

Marketing Strategy for the release of M.I.S.T's Debut Album and
following Tour

Entertainment Marketing : BMTY7003

Introduction

This report is to set out the strategy and methods that will be used to release and promote the second album from pop/rock band M.I.S.T. They are a four member group that has been slowly building their popularity through using their social media accounts to bring their music to new fans.

This report will look at the many different aspects that go into the release and promotion of the album and the following European tour, with a particular focus on aspects such as, release of lead singles, utilisation of social media, artwork, radio play and touring as both promotion for the album and as an event that needs promoting in it's own right.

Key Marketing Strategies

When creating and promoting an album, it is vitally important that we have a clear cut idea of what methods we are going to use. When reading 'The Entertainment Marketing Revolution' they brought up the idea of The Four Cs, this is a method of dividing the entertainment industry into four categories.

- “1. Content: The actual entertainment product, from the initial idea to the completed product, ready to be delivered to the consumer.*
- 2. Conduit: The delivery of the product: theaters, bandwidth coaxial cable, satellite, television receive only (TVRO) dish, laser, wireless, ultra high frequency (UHF), very high frequency (VHF), digital transmission, location based retail, etc.*
- 3. Consumption: The form in which the consumer actually makes use of the product: film, high definition television (HDTV), compact disc-read-only memory (CD-ROM), digital, set top box, DVD, Web TV, personal digital assistant (PDA), cellular, e-book, PC, etc.*

4. Convergence: How do the various media and technologies come together to affect the globalisation of the entertainment industry: TV- or PC-centric, telephony, internet, simulation?”¹

While this was written in 2002, meaning that some of the technologies mentioned are now out of date, the concept of the four Cs is still applicable to marketing within the entertainment industry and can be applied to our promotion of M.I.S.T’s album.

Our content will be two lead singles promoted before the release of the album. The first lead single to go out will be ‘We Are The Party’ an upbeat summer song with predominantly acoustic guitars and simple drums. tapping into the summer market allows the band to build some momentum and it is the one time of the year where a large proportion of the population are available to be listening to music when the schools close for the summer holiday “Summer is a magical time of year - the days stretching into one another as the tarmac steams and fruit ripens under a cloudless sky. The warm-weather splendour also gives rise to a unique cultural phenomenon: The Summer Song.”². The second lead single will be a pop/rock song titled ‘My Head’, released in the early Autumn. There will then only be a few weeks between the release of ‘My head and the album coming out.

In terms of conduit, in the modern day, many of the ways in which the consumer receives the product, is also how they consume it. the examples given by Lieberman and Esgate have for conduit unfortunately become mostly out of date. So we will be looking at the much more modern ways to allow people to access the lead singles and the album. Both lead singles will be available through all major streaming platforms on their release day, with pre-save links having been advertised on the band’s social media account and the members individual social media accounts. On the release day of the lead singles, we will be using the services of a radio plugger to get them played on various radio stations. As well as having them added to various playlists and building up attention through the pre-save link. This will as well as promoting these singles, work as another form of advertising and promotion for the album, as they will build up anticipation for the release of the full album.

When the album itself is released we will follow a similar process of promotion a pre-save link and pushing the title sing on radio stations and on playlists on streaming platforms. However, as well as these we will also be providing physical album sales through online retailers such as Amazon but

¹ Lieberman & Esgate

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² BBC News

Available Online

also work with a publishing company Tileyard Music,(administered by Notting Hill music) to supply physical retailers with copies of the album. We will also promote using the London Underground System. According to gov.uk, on average 2 Million people use the London Underground every day. London is also considered one of the leading arts cities in the world, so it would make sense to utilise the people who are coming into contact with the tube advertising on a daily basis as it is one of the most effective advertising tools available to us. We would focus specifically on advertising at stations where we know people there will be heavy footfall and where people will be likely to be involved/interested in the arts.

In terms of convergence in this campaign, all the aspects will be coming together in various different ways, as the ways of promoting the singles, will also be feeding into building up the anticipation for the release of the album. In the 2020s the majority of music is centred around the internet and various handheld devices, whilst considering utilising music television channels, for this album release, it would be better to focus on promoting through streaming services and the music videos that will accompany the album on YouTube.

It is an important factor when putting together a marketing campaign, that we have a full understanding of the artist and how their strengths and weaknesses will affect the release of their music, I have included a SWOT (strengths, weaknesses, opportunities, and threats) table to show a breakdown of these. Fig. A.

Strengths	Weaknesses	Opportunities	Threats
M.I.S.T's strengths are that they all are experienced musicians and have previous performing experience due to all of them training at a musical conservatoire. They create their own music and are a very efficient team.	They are a new group with only a small following. Growing the following will have to be a priority. Music is all digital which affects their ability to be discovered through more traditional means in music shops.	Being a new group means that they can bring their unique voice to the music scene. Working with a publishing company would allow physical sales to become a larger part of their income. They have the potential to sell merch well as their social media following is small but strong.	Being a new group means that it will be harder for them to get their music off the ground. Getting heard on radio stations is often harder for indie acts. Scheduling differences within the band mean that rehearsals and recordings may be more difficult.

Fig. A

This chart of the band's strengths, weaknesses, opportunities and threats, shows us how to further refine the ideas that are being put together for the promotion of the album.

Being experienced musicians means that certainly we can count on utilising the rehearsal and recording times to their fullest extent and as they write and produce the majority of their music themselves, that allows for much of the ground work to be done remotely which will ultimately cut the time and costs of creating the album and when the tour comes around, this will also allow for it to be prepared to a high quality.

As stated with the weaknesses, they are a new group with a fairly small following, this means that we will really need to boost their online following and presence to ensure that their tour will be able to sustain itself. This is one of the reasons that having a focus on their social media and making sure that they are all constantly active is important to this campaign. Being able to get high numbers of streams is hugely important as they are a new group and are less likely to have their music listened to on physical CDs/Records, this is important to factor in as streaming brings in much less revenue than the sales of physical music or merchandise.

Opportunities is one of the most important parts of the campaign, we need to be looking for opportunities for this band and exploiting them to their fullest potential. They are active in the indie rock scene which often attracts a lot of younger fans but can also attract older ones who have been into more traditional rock music. This allows for a wider reach when releasing their music. With a strong and young social media following, the band had the potential to shift merchandise effectively which will work well as another form of advertising. Seeing someone wearing a shirt, sweatshirt or carrying a phone case with the M.I.S.T branding will likely pique the viewer's curiosity and they will look for where they can buy the merchandise. This may well bring new listeners to the band or at the very least increase financial intake due to the merchandise sales.

In order to make the merchandise as appealing as possible, we will partner with a professional designer to create unique and eye-catching designs that both fans and non-fans will want to wear. We will also be making sure that fabrics for the t-shirts and sweatshirts will be sustainably sourced and that the phone cases will be made of biodegradable materials. This will help us in keeping the brand sustainable as many aspects of the music industry (particularly touring) are hard to keep carbon neutral or eco friendly so in the places that it is possible to do so, we should make the effort to. It will also act as an incentive for people to buy the merchandise. While many people may want

to buy it, they may be put off by the fact that it is not environmentally friendly and be less inclined to make the purchase.

Another opportunity that we will look at will be working alongside a publishing company with the release of the album. As rock music traditionally has a wide age range of fans, releasing the album in a physical form would help to broaden the interest to people who still find their music through traditional methods, e.g. browsing shops.

However, despite the opportunities that are available to the band with the release of this album and following tour, there are still some risks that need to be considered. One of the main ones being that M.I.S.T are still a relatively new group and getting their music to be heard by people will be harder than for a previously established group or artist, and even though we will be employing a radio plugger to increase the band's exposure it will be more difficult to get interest in an indie band. Although not unheard of, it is definitely a challenge that we will need to factor in to our campaign.

The final risk or threat that we need to consider with this campaign is that because the band are not quite so established, they have other jobs in order to sustain themselves financially which means that we will need to do very careful scheduling of rehearsals and recordings to make sure that there are no clashes and that we can get the album finished to the highest standard possible.

Radio promotion:

We will be reaching out to various independent radio stations to get airplay on both of the lead singles. The first one that we will be reaching out to will be Soho Radio, as M.I.S.T's previous single 'Talk Show Ghost' has already been played on their station and as a result, they are more disposed to play another song by M.I.S.T. After researching and discussing with other industry professionals, a shortlist of the radio stations that we will reach out to is: Netil, Melodic Distraction, Worldwide FM, Foundation FM, and BTN1. We will also be uploading the songs to various BBC Introducing portals that are local to each member of the Band's hometown, mainly London, The South, and Berkshire.

I have also included the press releases for both lead singles and the album (Fig. B, C, D.):

M.I.S.T shows us that **We Are The Party** in new summer single



M.I.S.T - 'We Are The Party' (Digital Single)

Release date: - Friday 16th July 2021

'We Are The Party' is the new single from London based indie group M.I.S.T. Calling on the old school summer vibes of sitting around a campfire with a guitar, 'We Are The Party' is an overwhelmingly positive song with a stripped back sound. Collaborating with singer/songwriter Kemone Bartley on the creation of this song, M.I.S.T show that they can strip back their sound to the basics.

Fusing their bright vocal sounds with the upbeat acoustic guitar and bass, 'We are the party' is built around a simple riff that allows the members of M.I.S.T to shine as vocalists on this summer track, that keeps to a simple message of having fun with friends and finding joy in the simple parts of the summer and time away from work or school.

"We wanted to make something fun and upbeat to lift spirits, and we hope that we have achieved this through this song." - Chris Holland (lead guitar and vocals)

We are the Party is only a taste of things to come however, as over the next few months, the band have another single and an album planned for release, this follows on from their debut album in 2019 and their 2020 release Talk Show Ghost.

Fig. B

M.I.S.T's New single 'My Head' drops this week!



M.I.S.T - 'My Head' (Digital Single)

Release date - Friday 24th September 2021

Only a few months ago, the London based indie band M.I.S.T showed us how they could strip back their sound to the upbeat acoustic guitars of 'We Are The Party' and now they are back in full force with another song that reminds us of late night partying with friends. This time They have taken us to a much more busy sounding night out, the song feels energetic and fast paced with a heady feeling conjuring up images of nights out in a brightly lit city-scape.

'My Head' brings us a new side of M.I.S.T, the energetic instrumental and word filled verses keep you listening to the song and allows them to fuse their vocals together in a heady intoxicating dance track.

"We're all very fun loving people and have a really wide range of musical influences. With this song we wanted to make something that sounded like how we felt on nights out in the summer. But also push our sound a little bit out of what people would normally expect of us." - Kat Rashid

'My Head' is the just a taster of what we can expect from the emerging indie band in the months to come. As their album is ready for release in just a month's time!

M.I.S.T Releases their first full length album this 'Getaway'!



M.I.S.T - 'Getaway' (Digital and physical album)

Release date - Friday 29th October 2021

The London based indie group are finally releasing their debut full length album in late October. It's an eclectic mix of songs that show the group's youthful sound and songs that capture both the joys and the anxieties of being a young adult in the 21st century.

Opening the album with their two lead singles from earlier this year, the album then goes into its title track Getaway, with this track, the group stick to their roots of indie pop with a rock twist. It's upbeat sound compliments the lyrics of wanting to get away from the busy day to day life that so many of us lead. Other highlight songs on the album are the James Bond-esque track 'Undressed to Kill' where they really show off their vocal skills in this power ballad and the acoustic duet 'Both Worlds' sung by Kat and Lucy, where they show their vulnerable side and sing their anxieties about growing up.

"I think this album works so well for us because we all were able to look at the themes of the songs from a different perspective. I hope it came across! We put a lot of work into this album and were able to work with some really awesome people when putting this project together." - Nat Osman

M.I.S.T Released their debut mini-album back in 2019 and has released a handful of singles over the last two years. They are getting ready for their first national and international tour in the summer, stopping off in multiple cities in both the UK and Europe.

The Tour

As this is a debut tour for this group, we will need to be cautious with how many cities we book and how we utilise the tour to promote the group. We will be booking M.I.S.T to play in London, Manchester, Brighton, Edinburgh, Paris, Milan, and Berlin. As they are a UK based group, we wanted to have an emphasis on their UK fans and have four dates in some of the biggest music cities in the UK. Paris, Milan and Berlin were then chosen as they all have large music scenes themselves and are some of the most common places for international artists to visit when touring Europe. As they have many other international associations, particularly to do with their fashion weeks, which bring in thousands of tourists every year. They are already places that people are visiting looking for modern arts and culture.

Touring is a huge part of an artist's career and how they make money as medium.com tells us in their article "if you're a relatively new artist and 1) don't have a lot of songs to stream, and 2) don't have a lot of fans to listen to those songs, then you're not going to be making a living from that alone. Some artists, such as Drake who made \$23.7 million last year from streaming, can still make a lot of money. And still, he made more from his last tour - the Summer Sixteen tour with Future grosses \$85 million."

Utilising the tour for promoting the group is one of the biggest priorities for us. Building up to the tour, after the album release, M.I.S.T will be making several appearances on session channels, performing, 'We Are The Party', 'My Head' and the title track from the album. The channels that we will be reaching out to are Balcony, SoFar Sounds, and Mahogany Session. Once the tour has started, we will also be looking to have M.I.S.T appear on various session channels local to the country that they are performing in, When performing in Berlin, we will be looking to book the band to make an appearance on COLORSXSTUDIOS and in all the cities visited on the tour, we will be putting advertising and promotional material in local magazines and looking to get interviews with locally based blogs.

We will also be utilising the band's social media following for the release of 'We Are The Party' by having M.I.S.T do a live-streamed performance of the song followed by a 'party' where fans will be able to interact with the band and celebrate the release of the song.

As well as all of this, we will also be employing a small ground team in each city to hand out flyers and promote the gigs on the night. This will ensure that we will fill the venues chosen as one of the most important aspects of a tour is managing the costs versus income.

Selling merchandise on the tour will be a significant part of the branding and how we make money alongside ticket sales. Whilst t-shirts and sweatshirts will continuously be available on the band's drop-shipping website, it would not be practical to take large quantities of clothing on the tour as there is a limited number of people and a small budget, so paying for the transport of the merchandise would be an unnecessary drain on the finances. Instead, we would sell phone cases at the concert locations, they are small and lightweight so we would be able to take a lot on the tour without creating significant additional costs on the transport. We would have two or three designs available and make a point of directing audience members to look at the website as well if they are interested in buying any other merchandise.

So that we can get a good estimation of how many phone cases to take with us on tour, we will also be offering ticket bundles where people can include a phone case (or multiple) in the price when they book their ticket online. This will prevent us from taking too few phone cases with us but also make sure that we are not weighed down by too much merchandise during the European part of the tour.

One of the aspects of advertising I was interested in looking at for M.I.S.T, would be advertising on the underground systems in some of the cities. I have worked on a team that has previously used advertising on the London underground. Advertising on the London underground would be more effective as a branding exercise as people often make the assumption that the brands and artists who are advertising on the tube or in more traditional print forms, are much more established and reliable.

However, this is costly and considering that the budget is not unlimited, it may be worth only advertising for a week before the concert in London on the London underground. I drew on the information previous campaign I worked on and I expect the cost of one week of advertising at the station nearest to where the concert will be held to come to around £2,000. It will not be feasible to advertise like this at every station at every concert but, with the band being based out of London, It should be worth the money to advertise here so that we are building M.I.S.T's brand reputation in their home city.

The Budget

With any campaign, the financial aspect must be managed very carefully so as to achieve the maximum impact without spending an excessive amount of money.

In the chart below I have created a breakdown of a budget of £20,000 and how it would finance the tour (Fig. E.).

Budget

*Values are given to the nearest whole number

Money In	
Tour Budget	£20,000
Merchandise	£14,000
Select Platforms and Session Sites	£1,600
Ticket Sales	£25,000
Total income	£60,600

Money Out	
Venue hire	£12,000
Personal Luggage	£176
Instrument transport	£180
Travel costs	£849
Tour Manager/ Driver	£800
Merchandise Costs	£10,000
Support Bands / DJs	£400
Accommodation	£2,400
Insurance	£33
Food	£1,500
Total expenses	£28,338

Income Minus Expenses	
Total Income	£32,262.00

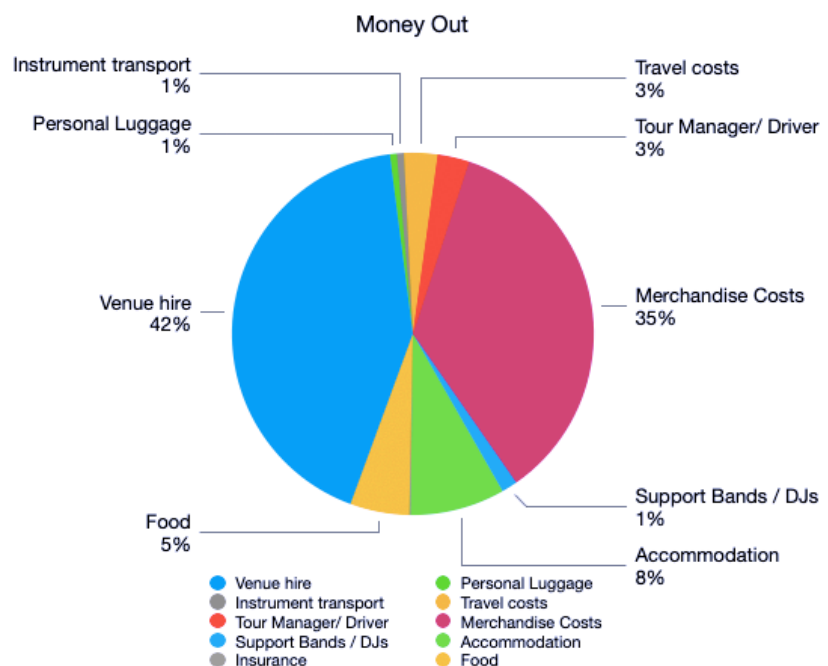


Fig. E

The initial tour investment would be £20,000 and we would expect to have three other main streams of income, merchandise sales, ticket sales and any income generated from appearing on various select platforms and session sites.

We would then need to cover many different things costs when putting together the tour. The most expensive of these being the cost of the merchandise. The phone cases cost roughly £8 to produce so to buy enough for them to be sold at all the concerts, it would come to £10,000 we would then sell them with a 40% increase in price taking them to between £11 and £12 and us making a profit of £4,000 on just selling the phone cases. The merchandise would be sent to each location before the start of the concert to make the travelling of the band and tour manager easier.

We would need to book seven venues for the seven stops on the tour, and we have budgeted that the hire of each of these would be around £1,500-£2,000 per night bringing us to an approximate total of £12,000

As we would be employing a tour manager to help keep everything running smoothly, their salary was also an important factor to work out. But as well as running everything smoothly the tour manager would also double as a driver for the band, it is more cost effective and slightly more environmentally friendly to hire a car and drive between locations during this tour, it also means that there are no extra costs ensued by having to pay for the personal luggage of the band and the instruments on flights.

The next biggest considerations are the cost of accommodation and food. Because we would be looking at booking three rooms at each location, we could estimate the price to be around £300 for each night spent in each of the locations. As the band are based out of London, we did not need to factor in accommodation costs for the night(s) spent in London on the tour. The whole tour should take around two weeks with the M.I.S.T spending two nights in each location so that they can make the most of local promotion opportunities.

Once the £20,000 investment is returned, M.I.S.T should be able to make a profit of £12,262.

4,217 Words

Appendix

Appendix A.

Leaving the Regents Park and Portland Place ads out of the equation for the moment can you confirm a like for like quotation as per our original campaign last spring? This was:

Gloucester Road:

- Westbound district & circle line platform: 1 x 6 Sheet at the bottom of the steps to the platform - £1,888 Media plus £48 production
- 3 x 4 Sheets along the platform - £2,214 Media plus £120 production

South Kensington:

- 6 x stair panels (3 per side) - £3012 Media plus £160 production
- 1 x 6 Sheet in the ticket hall - £1,892 Media plus £48 production

Wimbledon

- 4 x 4 Sheets (Platform 10, 9, 3 and 1): £1,304 Media plus £130 production

Total Campaign: £10,310 Media plus £506 Production.

If you want to book all the sites for 4 weeks, we can offer a 15% discount bringing the total cost in at **£8,764 Media plus £506 Production.**

Appendix B.

I hope you're well.

I understand you enquired into some availability at both Regents Park and Great Portland Street, while I was away.

We have just 1 x 4 sheet available at each station for a 2 week campaign beginning on 8th October.

These combined will cost £244 + £106 production.

Please let me know ASAP if you'd like to book these in.

Thanks,

Chris

Chris [REDACTED]
Central London Account Manager
T: 0 [REDACTED]
M: [REDACTED]

IMPORTANT - PLEASE RETAIN FOR YOUR RECORDS

Appendix D.

Site List - Campaign

Company	Exterior Media (UK) Limited	Campaign	[REDACTED]
Type of Space	T4 4 Sheet - NR X 6	Account Manager	[REDACTED]
Availability	13/08/2018 - 09/09/2018	Advertiser	[REDACTED]
Renewable	No	Agency	0
Distribution		Specialist	0

Station	Site Number	Site ID	Location	Line	Sub	Dir	Class
Putney	PTY P02 001 /00 01	140227	platform 2 - towards London Waterloo via Vauxhall	SOUTH WESTERN RAILWAY	T4		P
Putney	PTY P03 003 /00 01	140233	platform 3 - towards London Waterloo via Hounslow/Kingston	SOUTH WESTERN RAILWAY	T4		P
Surbiton	SUB P02 004 /00 01	140458	platform 2 - towards London Waterloo (fast)	SOUTH WESTERN RAILWAY	T4		P
Surbiton	SUB P03 004 /00 01	140465	platform 3 - towards Alton/Basingstoke	SOUTH WESTERN RAILWAY	T4		P
Wimbledon	WIM P02 001 /00 01	140634	platform 2 (terminus) LU District Line	SOUTH WESTERN RAILWAY	T4		P
Wimbledon	WIM P06 006 /00 01	140666	platform 6 - fast towards London Waterloo	SOUTH WESTERN RAILWAY	T4		P

P	Premier	6
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T4	ACRYLIC BOX	6
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Unusable Sites	0
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Usable Sites	6
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Issue date: 21/05/2018

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Appendix E.



The Leading Specialist Musical Instrument Insurer

1. You and your instrument

2. Quote Display

3. Additional details

4. Underwriting questions

5. Summary of cover

Your Quote

This product meets the demands and needs of an individual who wants cover for their musical instrument(s) and/or equipment in the event of loss, theft or accidental damage.

£3.33 *

Monthly premium (0.00% APR)

Annual premium £33.25

You're getting **Two Months Free** because you're buying online! This means that in the first year you'll only pay for 10 months instead of 12, subject to our terms and conditions.*In addition you have received a 10.00% discount for membership of Musicians Union.

This quote is valid for 14 days from 25/03/2021.

This quote is provided subject to provision of satisfactory answers to questions asked in the 'Underwriting questions' section, and includes Insurance Premium Tax (IPT).



Call us

0330 100 9903

Reference number:
159348JD

Mon to Fri 9am to 5.30pm

Our Policy

What you're covered for

Appendix F.



Small People Carrier

Vauxhall Zafira Tourer or similar

Manual 7 People 2 Bags

[FEATURES & PRICE DETAILS](#)

BEST PRICE

£ **623**^{.70}
total

SELECT

Vehicle Features

Price Details

2 WEEK(S)	£ 623.70*
UNLIMITED MILEAGE	Included
TAX & FEE DETAILS	Included*
DAMAGE WAIVER	Included*
TOTAL	£ 623.70*

Appendix G.

Recommended for 5 adults

1 × Single Room Price for : 1 single bed FREE cancellation before 29 Jun 2021 NO PREPAYMENT NEEDED - pay at the property Only 3 rooms left on our site	£92 Includes taxes and charges	1 night, 5 adults £312 Includes taxes and charges Reserve your selections Don't worry — pressing this button won't charge you anything!
2 × Classic Double Room Price for : Each unit has: 1 double bed FREE cancellation before 29 Jun 2021 NO PREPAYMENT NEEDED - pay at the property	£220 Includes taxes and charges	

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