

MAELLA

TABLE OF CONTENTS

THE ARTIST.....	1
0.1 WHO IS MAELLA	
0.2 PAST WORK AND ACHIEVEMENTS	
0.3 STREAMING STATISTICS	
0.4 SOCIAL STATISTICS	
0.5 THE STRATEGY	
 FIRST YEAR – NOVEMBER 2020 TO DECEMBER 2021.....	 2
FIRST QUARTER – NOVEMBER 2020 TO FEBRUARY 2021	
1.1.1 “DOWNTOWN” SINGLE RELEASE	
1.1.2 WEBSITE AND NEWSLETTER CREATION	
1.1.3 TWITTER PRESENCE INCREASE	
 SECOND QUARTER – MARCH TO MAY	
1.2.1 SYNC DEAL FOR NETFLIX ITALIAN SERIES	
1.2.2 “TAPE ON MY LIPS” SINGLE RELEASE	
1.2.3 “THE MAY EP” RELEASE	
1.2.4 GREAT ESCAPE FESTIVAL / GIGS	
 THIRD QUARTER – JUNE TO AUGUST	
1.3.1 EU TOUR	
1.3.2 “DANCE YOU OFF” MUSIC VIDEO RELEASE	
1.3.4 FESTIVAL, GIG AND TOUR VLOG RELEASE	

FOURTH QUARTER – SEPTEMBER TO DECEMBER

1.4.1 “LEAN ON YOU” ft. FLORE SINGLE RELEASE

1.4.2 MERCH LINE LAUNCH

1.4.3 “STARTED OUT” COVER SINGLE RELEASE

SECOND YEAR – DECEMBER 2021 TO NOVEMBER 2022.....6

FIRST QUARTER – DECEMBER 2021 TO FEBRUARY 2022

2.1.1 SYNC DEAL FOR NETFLIX’S SEX EDUCATION SERIES

2.1.2 DR MARTENS BRAND DEAL

2.1.3 SUPPORT ACT

SECOND QUARTER -MARCH TO MAY 2022

2.2.1 "STARTED OUT" MUSIC VIDEO

2.2.2 “A NEW FEELING” SINGLE RELEASE

THIRD QUARTER – JUNE TO AUGUST

2.3.1 "MAKE ME DANCE" SINGLE RELEASE

2.3.2 GAROROCK FESTIVAL

2.3.3 GLASTONBURY EMERGING TALENT SCENE

2.3.4 SUPPORT ACT IN PRAGUE - FORUM KARLIN

FOURTH QUARTER – SEPTEMBER TO NOVEMBER

2.4.1 ROCK EN SEINE FESTIVAL

2.4.2 FESTIVALS VLOG

2.4.3 “DANCING QUEENS” EP RELEASE

2.4.4 O2 VENUES UK TOUR

THIRD YEAR – DECEMBER 2022 TO NOVEMBER 2023.....9

FIRST QUARTER – DECEMBER 2022 TO FEBRUARY 2023

3.1.1 NEW MERCH LINE LAUNCH

3.1.2 BEHIND THE SCENES "DANCING QUEENS" EP CREATION VIDEO

SECOND QUARTER – MARCH TO MAY

3.2.1 "DANCING QUEENS" EP LIVE VERSION

3.2.2 "WHEN THE NIGHT IS OVER" MUSIC VIDEO

THIRD QUARTER – JUNE TO AUGUST

3.3.1 GLASTONBURY FESTIVAL - JOHN PEEL STAGE

3.3.2 MELT FESTIVAL, GERMANY

3.3.3 LES VIEILLES CHARRUES FESTIVAL, France

FOURTH QUARTER – SEPTEMBER TO NOVEMBER

3.4.1 MAELLA ft. NICOLAS JAAR - ILLUSIONS - 29/09

3.4.2 ZADIG & VOLTAIRE BRAND DEAL - 15/10

0.1 Who is Maella

Michaela Charvatova, known as Maella, is a 24 year old Czech singer, songwriter and producer. She started to write songs aged 8. After graduating from high school in Prague, she moved to London to start a career in the music industry. She studied a BA in Songwriting at BIMM, then studied a MA in Songwriting and Commercial Production at Tileyard Education.

She started to create music naturally, as a necessity and a way to express herself, to confess and relive experiences again and again. Maella is a pop star in the making, who has set clear goals for herself and has demonstrated a capacity to thrive in the music industry.

0.2 Past work and achievements

In her own words her music “is a mixture of [her] pop side which allows [her] to write commercial songs and alternative music, that enables [her] to embrace [her] weird and dark side”. In the last four years, she released 3 singles, 2 EPs and has collaborated with artists like Corvax, Thom Artway and Ninski. “Bonnie and Clyde”, released with Ninski, is currently standing at 3 million streams. Maella’s talent is eclectic. She so far has shown an ability to adapt to any musical challenges. Her voice is versatile, perfect for any music genre.

0.3 Streaming statistics

Her audience is 50% feminine and 43% masculine. The age of her audience is : 24% between 18-22, 23% between 23-27 and 15% between 35-44. Her listeners in decreasing order are in majority located in Germany, Philippines, Italy, Netherlands, and Czechia. She currently has about 80k monthly listeners. Her playlist reach is 1.4million.

0.4 Socials statistics

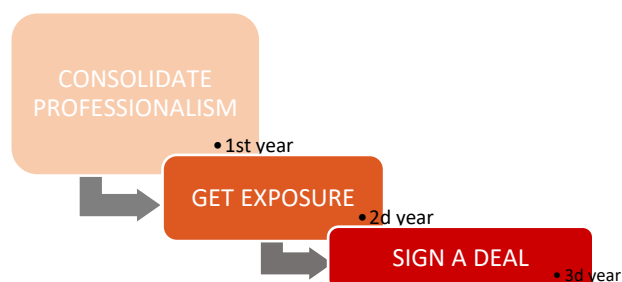
On Instagram, her audience is composed of 64% of men and 36% of women. 48% of her followers are aged between 25-34 and 29% is between 18-24. 26% of her audience is in London, 24% is in Prague, and the remaining is all around the world. Please refer to portfolio for more detailed statistics on Instagram, Twitter and Facebook.

0.5 THE STRATEGY

The goal of this strategy is to help Maella get a bigger audience for her to consolidate her professionalism, to get exposure, before she can sign a record deal.

To do so, the team must focus on acquiring audience in Europe, especially in the UK, France, Germany and Czech Republic where she already has an audience.

The marketing strategy will be divided in 3 years. We intend to use all the traditional and modern tools available to reach the desired results and grow Maella’s audience, while keeping a tight budget until she gets signed to a record label.



1.YEAR 1: DECEMBER 2020 to DECEMBER 2021:

BUDGET SHEET FOR FIRST YEAR:

<https://docs.google.com/spreadsheets/d/171OFGK6jhzw726YHbAN8323jx3hFWtjD5beMESkn8wk/edit?usp=sharing>

1.1 FIRST QUARTER – DECEMBER 2020 to FEBRUARY 2021.

1.1.1 SINGLE RELEASE “DOWNTOWN” – 04/12

The song will be released through CdBaby.

The goal in terms of number of streams on DSPs 3 month later is 70.000

The teasing on **social media** will start two weeks before the release. It will include a **pre-save campaign** from the day of the announcement of the release. An **ad campaign** will start on the 04/12 for two weeks. An updated EPK with a SoundCloud link to the song must be sent to a selection of **online magazines** (*please refer to slide 26 of portfolio for list of magazines*) by 16/11. The song must be submitted on **playlist submission platforms** (*please refer to page 40 of portfolio for list of platforms*) on 4/12. The song must be uploaded to **BBC introducing website** on 4/12.

The budget for this campaign is £90. Please refer to budget sheet for more details.

1.1.2 WEBSITE AND NEWSLETTER – 29/01

The website will be created using Ucraft. Please refer to the portfolio for an idea of the design. On any pages of the website, a music plug-in and the newsletter subscription tool should be visible, as well as the social media icons redirecting to Maella's socials. GDPR regulations to be included in footer. The website will be pushed through Maella's **Instagram, Facebook and Twitter**.

The yearly fee for a website is £91,2

1.1.3 INCREASE TWITTER PRESENCE - February

Maella should engage with the audience three times a week from the start of February, either by talking about her own experience in the music industry, sharing the way she creates music, or by retweeting other music artists or funny millennial content. She will promote her Twitter page on **Instagram** and **Facebook**.

1.2 SECOND QUARTER – MARCH 2021 to MAY 2021

1.2.1 SYNC DEAL WITH OML SYNC FOR NETFLIX ITALIAN SERIES

One of Maella's song has been synced for a Netflix Italian series, by the company OML Sync. They cannot reveal the name of the series yet but it will bring attention to Maella's music. Once the series is out on Netflix, Maella will share **on Facebook, Twitter, Instagram** and through the **website** and the **newsletter** that one of her songs has been synced, creating engagement around the song.

1.2.2 SINGLE RELEASE “TAPE ON MY LIPS” – 26/03

The song will be released through Audio Network. It is tied to the EP set to be released in May. The goal in terms of number of streams on DSPs 3 month later is 100.000

The teasing on **social media** will start two weeks before and the **website** will be updated at this time too. It will then be updated again on the 26/03 and a **newsletter** will be sent. The campaign will include a **pre-save campaign**. An **online ad campaign** will start on the 26/03 for two weeks. There will be **physical promotion**: emails must be sent to venues before 01/03 to perform on the 26/03 in **one venue** (*please refer to slide 24 of portfolio for a list of venues to contact*). **Audio Network** will promote the release on their side but Maella's team must make sure they do everything they can in addition to AN's push which is why: an updated EPK with a SoundCloud link to the song must be sent to a selection of **online magazines** by 12/03. The song must be submitted on **playlist submission platforms** on 26/03. The song must be uploaded to **BBC introducing website** on 26/03. A new logo will also be integrated.

The budget for this release is £130. Please refer to budget sheet for more details.

1.2.3 EP RELEASE – “THE MAY EP” -14th OF MAY

The 4 songs EP will be released through Audio Network.

The goal in terms of number of streams on DSPs 3 month later is 1.000.000

Online promotion to start three weeks before on **social medias**. It will also be pushed through **Tileyard Education socials**. The **website** will be updated and a **newsletter** will be sent on the 23/04 to announce the release of the album and the gigs that will follow and again on the 14/05.. The website and newsletter will also encourage to **pre-save**.

An **online competition** will take place through a **pre-save competition**. 5 persons who will have pre-saved the EP will have either the opportunity to attend an **online listening party** on a Zoom call with Maella, or will have **free tickets** to get to see her live on the day before the release. The condition of this competition must be clarified as the health situation evolve. In addition to AN's push, an **online ads campaign** will be launched on Instagram and will run from the 14/05 for a month. **Physical promotion** will be involved, **emails** must be sent to venues a month before release to secure **gigs dates**. The gigs will be promoted on **socials**, **website** and **newsletter** as soon as the dates are secured.

Usual promotion: send EPK and Soundcloud EP link to **online magazines** two weeks before release, submit songs on playlists **submissions platforms** and on **BBC introducing**.

The budget for this campaign is £220. Please refer to budget sheet for details.

1.2.4 GREAT ESCAPE FESTIVAL – 15/05

The goal is to engage with the UK audience. **Promo** will start on **social media**, **website** and **newsletter** as soon as the booking is secured. Promotion will continue until day of the event.

The cost for this event is £650.

1.3 THIRD QUARTER – JUNE 2021 to AUGUST 2021

1.3.1 EU TOUR (JULY)

The goal is to engage with the European audience, transform concert-goers into long term fans and retain already existing fans.

Paris 02/07 L'International

Berlin 05/07 Privatclub

Prague 07/07

Promotion will start on **social media, website** and **newsletter** as soon as dates and bookings are secured. An **ad campaign** for each date for three days before each concert on **Facebook ads** to reach people living in Paris, Berlin and Prague.

The cost of this tour is £1900. Please refer to budget sheet for details.

1.3.2 "DANCE YOU OFF" MUSIC VIDEO RELEASE – 16/07

The goal for this video is 1000 views on the 17/08. The goal is to create engagement around the Youtube channel, extend "THE MAY EP" campaign. It will be published on Youtube and pushed through **social media** and **newsletter**. An EPK and the link to the video must be sent to **online magazines** on 16/07.

Budget is £25

1.3.3 FESTIVALS AND TOUR VLOG – 13/08

The goal is to create engagement on the Youtube channel and boost Europeans fans' loyalty. It will be published on **Youtube** and pushed through **social media, website** and **newsletter**. Please refer to portfolio for concept.

Budget: £0

1.4 FOURTH QUARTER – SEPTEMBER 2021 TO NOVEMBER 2021

1.4.1 LEAN ON YOU ft FLORE - SINGLE RELEASE 24/09

The single will be released through CdBaby.

The goal for this single is 200.000 in 3 months.

Promotion on Maella's and Flore's **social media pages** will start 2 weeks before. The **website** will be updated on the same day then again on the 24/09. A **newsletter** will be sent on day of release. Will include a **pre-save campaign**. It will also be pushed through **Tileyard Education socials**. The **ad campaign** will start on the 24/09 for two weeks. **Usual promotion**: send EPK and Soundcloud EP link to **online magazines** two weeks before release, submit songs on playlists **submissions platforms** and on **BBC introducing**.

Budget is £140, cost split in 2 between Maella and Flore. Please refer to budget sheet.

1.4.2 MERCH LINE LAUNCH – 28/10

The goal is to create engagement around newsletter.

Promotion to start a week before launch on **social medias**. **Website** will be updated a week before and on the day of launch. **Newsletter competition**: subscribe to **newsletter** on website to enter the chance to win one merch item. **Newsletter** will be sent on day of launch.

A pin will be sold £5 + £2 posting fees, and a poster \$12 + £2 posting fees.

The budget is £132.35

1.4.3 STARTED OUT (COVER) – SINGLE RELEASE 19/11

The song will be released through Tileyard Music.

The goal for this single in terms of streams is 400.000 3 months later.

Promotion on **social networks** will start 2 weeks before release. It will also be pushed through **Tileyard Music** and **Tileyard Education socials**. The **website** will be updated on the same day and again on the 19/11. A **newsletter** will be sent on day of launch. The song will benefit from TYM push but: an **online ad campaign** will start on the 19/11 for 2 weeks. A **gig** will be held on 19/11 in one venue. **Usual promotion**: send EPK and Soundcloud EP link to **online magazines** two weeks before release, submit songs on playlists **submissions platforms** and on **BBC introducing**.

The budget for this campaign is \$130.

2. SECOND YEAR : DECEMBER 2021 TO NOVEMBER 2022

BUDGET SHEET FOR SECOND YEAR:

https://docs.google.com/spreadsheets/d/1vS5J0j0CctCwDNnethzFsG20r8Lc9AcETU5l_uOK8pk/edit?usp=sharing

2.1 FIRST QUARTER : DECEMBER 2021 TO FEBRUARY 2022

2.1.1 SYNC DEAL FOR NETFLIX'S SEX EDUCATION SERIES – 15/12

"Dance You Off" has been selected by Air Edel Sync to be part of **Netflix's Sex Education season 4 OST**. Once the sync deal is announced and the series is out, Maella will share the information on her **socials**, **website** and **newsletter**, giving exposure to the song.

2.1.2 "DR MARTENS" BRAND COLLABORATION – 10/01

Maella will be part of Dr Martens future campaign. She benefits from exposure on their **socials** and Maella will share pictures of the collaboration on her **socials**, **website** and **newsletter**.

2.1.3 SUPPORT ACT – February

The goal is to get more fans from an established band's audience.

Maella will be supporting a band at well-known venue in London. Maella will promote the gig on **socials** as soon as the date is secured. The **website** will be updated with the information at the same time and a **newsletter** will be sent.

2.2 SECOND QUARTER – MARCH TO MAY 2022

2.2.1 STARTED OUT (COVER) ACOUSTIC VERSION MUSIC VIDEO – 18/03

The goal for this video in terms of view a month later is 2000 views. The video will be filmed by a freelance videographer. **The video will be** published on Youtube on 18/03, pushed through **social media**, the **newsletter** and the **website**. An EPK and the link to the video must be sent to **online magazines** on 18/03.

The budget is £420.

2.2.2 "A NEW FEELING" SINGLE RELEASE – 8/04

The song will be released through CdBaby. It is not tied to the EP being released in October. The goal in terms of number of streams for this song 3 months later is 400k.

Promotion will start 2 weeks before on **socials**, **website** will be updated on the same day and again on 08/04. A **newsletter** will be sent on release day. An **ad campaign** will start on release day for 2 weeks. **Usual promotion**: send EPK and Soundcloud EP link to **online magazines** two weeks before release, submit songs on playlists **submissions platforms** and on **BBC introducing**, and to other **radios** (*please refer to slides 63/64 of portfolio for list of radios*). The budget is £100.

2.3 THIRD QUARTER – JUNE TO AUGUST 2022

2.3.1 “MAKE ME DANCE” SINGLE RELEASE – 10/06

The song will be released through Tileyard Music. It is tied to the EP being released in October. The goal in terms of number of streams for this song 3 months later is 600k. Will be pushed through **TYM** and **TyE socials**.

Promotion will start 2 weeks before release on all **social media**. The **website** will be updated on the same day and again on the 10/06. **Newsletter** will be sent on release day. The **online ad campaign** will start on the 10/06 for two weeks. **Physical promotion** involved: **gig** on release day. **Usual promotion: online magazines, submissions platforms, BBC introducing, radios.**

Budget is £170.

2.3.2 GAROROCK FESTIVAL – 24/06

The goal is to gain audience from France. Will benefit from festival’s push. Promotion on **socials, website** and **newsletter** as soon as booking confirmed. Cost is £1100.

2.3.3 GLASTONBURY EMERGING TALENT SCENE – 28/06

The goal is to gain audience in UK. Will benefit from festival’s push.

Promotion on **socials, website** and **newsletter** as soon as booking confirmed.

Cost is £800.

2.3.4 SUPPORT ACT KATARZIA - FORUM KARLIN 13/08

The goal is to get more fans from an established Czech artist’s audience.

Promotion on **socials, website** and **newsletter** to start as soon as booking confirmed.

Cost is £600.

2.4 FOURTH QUARTER – SEPTEMBER TO NOVEMBER 2022

2.4.1 ROCK EN SEINE FESTIVAL – 2/09

Will benefit from festival’s push. Promotion on **socials, website** and **newsletter** as soon as booking confirmed.

Cost is £900

2.4.2 FESTIVAL AND CONCERT VLOG – 28/09

Same brief as 1.3.3 except cost: freelance editor paid £150

2.4.3 “DANCING QUEENS” EP RELEASE – 28/10

The 6 songs EP will be released through Tileyard Music.

The goal in terms of number of streams on DSPs 3 month later is 3M.

Online promotion to start on **socials** 3 weeks before release, **TYM** and **TYE socials**. The **website** will be updated at the same time and again on 28/10. An **online competition** will take place through a **pre-save competition**. 10 persons who will have pre-saved the EP will have the opportunity to attend a **gig** at 02 Islington on the 28/10. **Online ads campaign** will be launched on Instagram and will run from the 28/10 for a month. **Small outdoor advertising campaign** will be launched in Camden in strategic places on the 25/10. **Usual promotion: online magazines, playlists submissions platforms, BBC introducing, radios.**

Budget is £1300

2.4.4 O2 ACADEMY UK TOUR – October and November

O2 Academy Islington : 28/10

O2 Academy Bristol : 31/10

O2 Academy Birmingham: 01/11

O2 Academy Glasgow: 03/11

Promotion on **socials, website** updated and **newsletter** sent as soon as bookings secured.

Online ad campaign and **outdoor ad campaign** will be launched by O2 Academy.

3.0 THIRD YEAR – DECEMBER 2022 TO NOVEMBER 2023

BUDGET SHEET FOR THIRD YEAR:

<https://docs.google.com/spreadsheets/d/19Mwi7qmMeBHI1A1l1MfpYKt6jUB60ayUdGhBECAnedM/edit?usp=sharing>

3.1 FIRST QUARTER – DECEMBER 2022 TO FEBRUARY 2023

3.1.1 NEW MERCH LINE LAUNCH AND BUNDLES – 1/12

The new line will include **t-shirts, hoodies, and CDs and signed CDs. Bundles will be made available.** Promotion to start two weeks before on **socials, website and newsletter.** **Online competition** through newsletter: subscribe to the newsletter to enter the chance to win a bundle t-shirt + signed CD.

Please refer to portfolio or budget sheet for cost and pricing.

3.1.2 MAKING OF “DANCING QUEENS” EP VIDEO – 11/01

Published on **Youtube**, pushed through **socials, website and newsletter.** Please refer to portfolio for concept.

Budget is £150

3.2 SECOND QUARTER – MARCH TO MAY 2023

3.2.1 “DANCING QUEENS” EP – LIVE VERSION -24/03

The live version of the 6 songs will be released through CdBaby.

The goal in terms of number of streams on DSPs 3 month later is 300.000

Means used: social media, website, newsletter, Facebook ads, Playlist submission platforms, online magazines, gigs, pre-save campaign

Budget is £100

3.2.2 “WHEN THE NIGHT IS OVER” MUSIC VIDEO – 11/05

The goal for this video is 10.000 views on the 11/06

Published on **Youtube**, Pushed through **Instagram, Facebook, Twitter, website and newsletter.**

Budget is £420

3.3 THIRD QUARTER – JUNE TO AUGUST 2023

3.3.1 GLASTONBURY FESTIVAL - JOHN PEEL STAGE 26/06

Will benefit from festival’s push. Promotion on **socials, website and newsletter** as soon as booking confirmed.

Budget is £800

3.3.2 MELT FESTIVAL, GERMANY 14/07

Will benefit from festival's push. Promotion on **socials, website** and **newsletter** as soon as booking confirmed.

Budget is £1200

3.3.3 LES VIEILLES CHARRUES FESTIVAL, FRANCE 20/07

Will benefit from festival's push. Promotion on **socials, website** and **newsletter** as soon as booking confirmed.

Budget is £1200

3.4 FOURTH QUARTER – SEPTEMBER TO NOVEMBER 2023

3.4.1 MAELLA ft. NICOLAS JAAR - ILLUSIONS - 29/09

The single will be released through Rough Trade Records.

The goal for this single is 1.000.000 in 3 months.

Promotion by RTR, and on Maella's and Jaar's **social media pages** will start 2 weeks before. The **website** will be updated on the same day then again on the 29//09. A **newsletter** will be sent on day of release. Will include a **pre-save campaign**. It will also be pushed. The **ad campaign** will start on the 29/09 for two a month. **Usual promotion**: send EPK and Soundcloud EP link to **online magazines** two weeks before release, submit songs on playlists **submissions platforms** and to **radios**

Budget is £970

3.4.2 ZADIG & VOLTAIRE BRAND DEAL - 15/10

Maella will be part of Z&V future campaign. She benefits from exposure on their **socials** and Maella will share pictures of the collaboration on her **socials, website** and **newsletter**.