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Commercial Music Management BMTY7000
Element 2 (Portfolio)

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Introduction

This portfolio is based on the Southwest rapper Zanotti and his new single '*Love Cake*'. The portfolio will be broken down into sections such as Zanotti's Target audience and market, a description of the product with a view of the artwork and a Timeline. This portfolio will give an insight into how Zanotti is going to produce, market and promote the song to his followers and new fans.

Overview Of Launch

The main goal of Zanotti releasing his new track *Love Cake* is to gain more followers and fans in London. He would like to promote it mainly to a similar fanbase of 20 - 25 year olds with interests in rap music, partying and basketball. The track is also aimed to gain more female followers towards Zanotti's music.

Artists Background

Zanotti is a 23 year old Grime/Hip Hop/Drill Rap Artists from a small town in Wiltshire. He has been creating and releasing music for 7 years and has gained more than 1 million views in total across social media platforms like Facebook, Instagram and Youtube.

Target Audience & market research

Gender - Male/Female

Age - 18 - 32

Genre - UK Rap/ UK Drill

Location - the UK based: London, Trowbridge (Where Zanotti is from) Brighton, Bristol all UK Cities.

Facebook Insights -

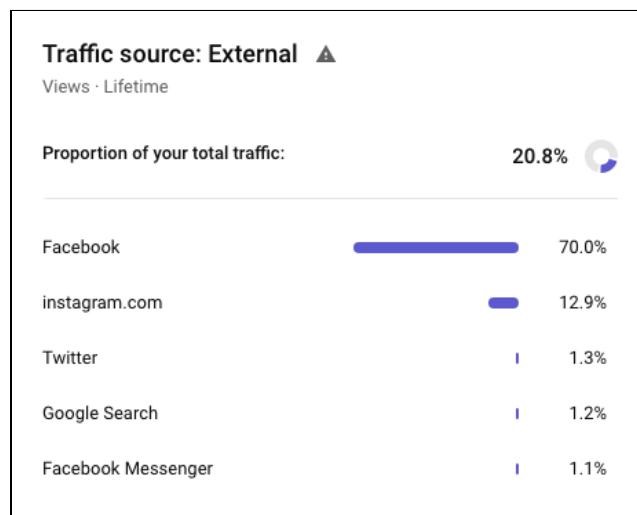
73 % Men 18 - 24 engage

17% Women 18-24 engage

Instagram Insights -

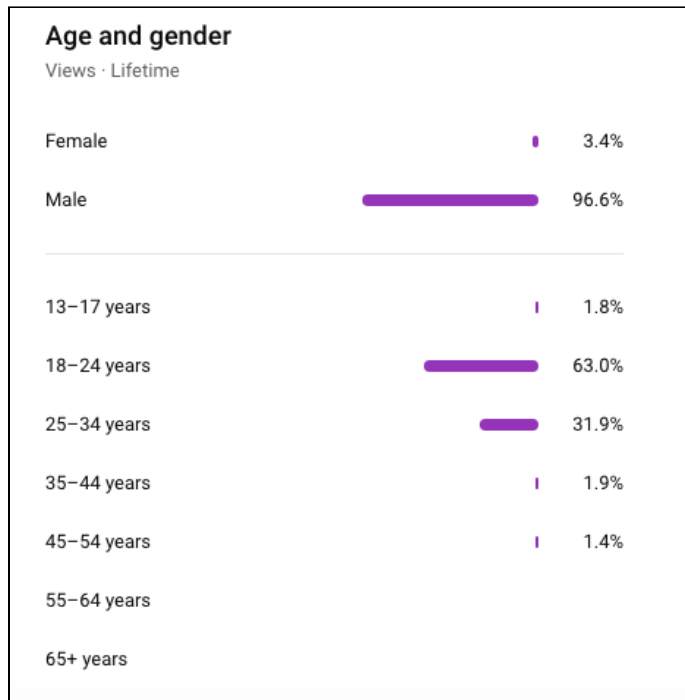
Top Locations - Trowbridge, London, Bristol, Westbury & Warminster, London

Youtube Analytics

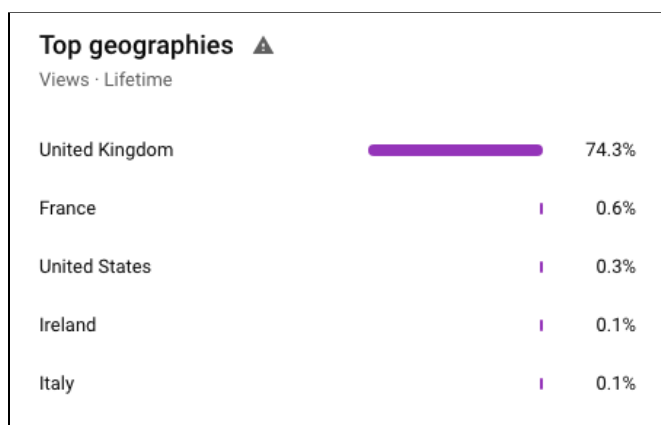


The main traffic is from Facebook followers

(Source - Zanotti's Youtube channel)



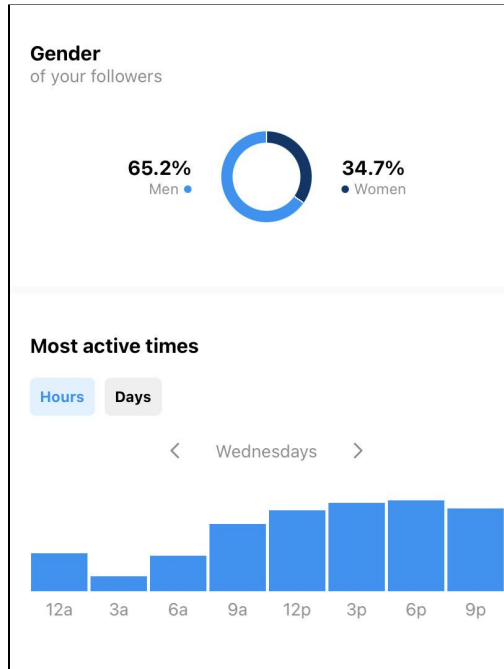
18 - 24-year-olds is the most popular age group for Zanotti's videos



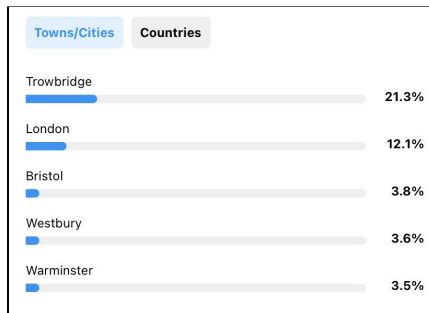
Zanotti's channel is most watched in The United Kingdom

Zanotti Instagram statistics

Gender & Followers most active time on Zanotti's Instagram

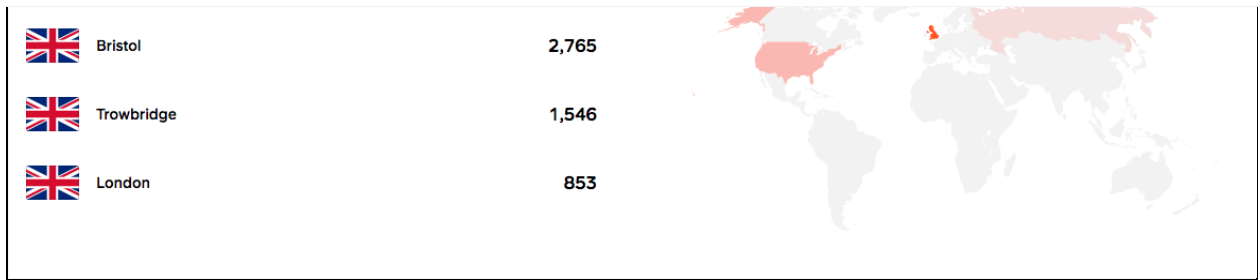


Location of Zanotti's Instagram followers

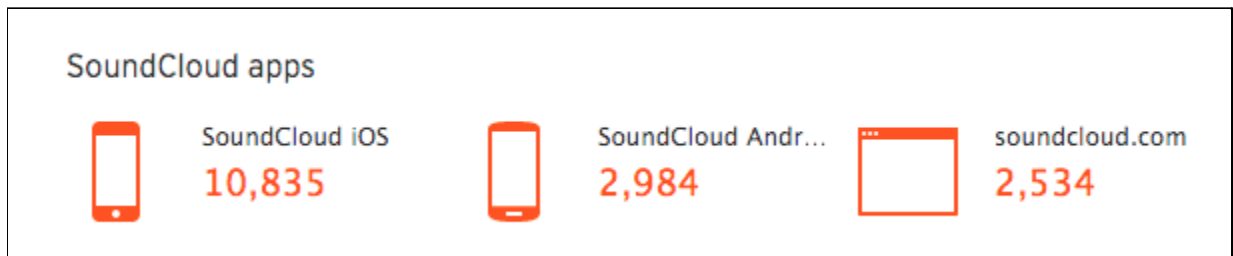


Soundcloud Statistics Audience

Location



Device followers listened on



Product

The product is a single track by Zanotti called 'Love Cake' and is produced by Menko. It's a modern rap track with UK Drill drum beats and has a classic sample in the background which was once used by Drake for his track 'Pound Cake'. The lyrics of the song has a concept of giving anything they like to a person that you love. This concept was inspired by the Rap artist and singer T. I and his track named 'Anything that you like'.

The track is 3 minutes long giving the listener enough time to soak in the powerful chorus and hard hitting punchlines.

The artwork cover for this song was created by Marta Teolato. The purple background on the cover is meant to represent the universe and god like mode of the future.

There is also a remix of the track featuring rap artists Craig Matthews. Craig performs with a slick flow and gives more cool vibes to the song. The remix will have a music video that will be uploaded onto Zanotti's Youtube channel.



Timeline

November

- Record the song
- Mix & Master the song
- Write a campaign for the song
- 1st draft of Artwork

December

- Artwork finished
- Press shots for the song
- Social media promotion (New song coming out soon) e.g. "Please support"
- Film music video in December
-

January

- Film Interview on Eight Seven Youtube channel
- Single launch party/Networking event

February

- Producer to do a remix of the song
- Release single with a music video on February the 14th (Valentines Day)

March

- Release Remix of the song

	November	December	January	February	March
Recording					
Mix & Mastering					
Planning Marketing Campaign					
Artwork Draft					
Artwork Finished					
Press Shots					
Social Media Promotional Campaign					
Planning Event					
Planning Music Video					
Filming Music Video					
Filming Interview					
Single Release + Video Release					
Single Launch Party					
Single Remix					
Release of Remix					

Swot Analysis

Strengths

- It Has a popular beat sample that will resonate with Hip Hop Rap fans. It has a Drake sample.
- The beat has drill drums that are the modern sound that is for 2022
- The song has a strong concept of providing everything in a relationship instead of a usual rap Freestyle.
- The lyrics have a lot of ear candy such as “100k” and “Edgware”
- I’ve got networks in London already to help promote the song to London fanbases

Opportunities

- Increase Spotify streams with the release
- The song on the radio on BBC introducing
- This could open doors to network and collaborate with other artists in the industry
- The artists could get paid for streams of the song
- Remix the song with other artist in the same genre

Weaknesses

- Lack of having big contacts in the rap community such as GRM Daily, Link up and SBTV
- The song hasn’t been recorded professionally so it may not have the best quality
- Has not got a featured artist so might not be getting much exposure
- The first song of the year so might be slow with promotion

Threats

- Artists copying the lyrics
- The track being downloaded illegally and used on videos without permission

Budget

Available - £5K

Total cost - £5K

Recording

Record - £250

Mix & Master - £200

Sound Engineer - £50

Cover

Artwork £250

Music Video - 3 days

Music video director - £150

Music video - £1000

Extras - £100 (3 extras - £35 each)

Models - £250 (3 women - £100 each)

Food/Drink for artists and staff - £260 (13 people £20 each)

Travel for the artist - £60

Travel for staff - £20 each

Clothing - £350 (3 outfits)

GRM Daily upload - £300

Parking - £20 a day

Promotion

Digital Promotion - Insta/FB/Tik Tok/Youtube boost - £150

Physical promotion - Billboards, Flyers, Posters - £150

A & R to promote - £250

Phone case art/Mugs - £100

Hats - £160

Music Promotional Event

CampFire Venue Hire - £300

Drinks for participants - £200

DJ and Host - £200

Food - £200

Merchandise stall worker- £100

Prize Winner gets money gift card towards next date if they are successful - £100

Social Media Exposure Instagram, Youtube, Twitter and Facebook - £200

Dance off old school Music Vs New School Music battle - £50

Best Dressed couples competition - £50

Music Artist Feature Fee

Craig - £500

Food- £50

Travel - £50

Other

Covid Tests - £40

Zanotti's Competitors Analysis

SKT - British/Italian rapper, same audience as Zanotti's. His social media strategy is based on consistent posting, with a particular focus on Reels that generate between 20k and 50k views. He is proud of his Italian origins, showing it by using Italian in his songs and thus attracting fans from Italy: not only is he working on his career in England, but also overseas. This makes SKT very promising in terms of international success. His latest campaign aimed to gauge Italians' interest in having him in their country, with great success.

ArrDee - Brighton-based rapper, ArrDee had been rapping for 5 years (generating a small following of 8k people) before landing a record deal after his first two successful freestyles. In less than one year, he's become one of the UK most successful rappers, after featuring in a Tion Wayne's remix that was the first Drill song to reach number 1 in the UK. His strategy involved posting regularly on YouTube.

Aitch - Similarly to ArrDee, Aitch had been posting on YouTube since 2016 before becoming one of the UK's leading names in Rap - after being featured in a Ed Sheeran's remix. After trying to blow up on social media and YouTube, he finally started generating a buzz with a track posted on YouTube

Comparison Table

	Followers	Engagement Rate*	Monthly Listeners on Spotify	Most streamed song
Zanotti	3,584	3.9%	38	1,652
SKT	18,700	7.11%	11,757	582,424
ArrDee	790,000	19.65%	6,445,426	198M
Aitch	2M	18.75%	3,685,907	136M

*Calculated as $[(\text{Likes} + \text{Comments}) / \text{Followers}] * 100$

Future Recommendations

Analysing more successful artists it was found out that one of the greatest indicators of artists' growth and success, especially in this genre, is featuring tracks and remixes. All the competitors were able to land some successful feats after releasing covers and freestyles on YouTube and SoundCloud, generating social media following and gaining momentum thanks to collaborations and remixes. Moreover, it is important to differentiate the fanbase in order to gain international hype and landing critical tours. Zanotti should keep posting music on social media and YouTube and try to land as many feats and remixes as possible, collaborating with different artists and producers to increase his followers and monthly listeners.

SMART goals

SPECIFIC	MEASURABLE	ATTAINABLE	RELEVANT	TIME BOUND
Increase Spotify monthly listeners by 3x (now: 43, then: 130)	By looking at engagement across platforms and stats. Also by tracking QR code scans	By promoting the song online and offline with a tailored marketing campaign and guerrilla marketing	More Spotify listeners = better chances at being featured in playlists and reaching new audiences	Within the first month to prepare for the release of the second single
Increase SoundCloud followers by 3x (now: 313, then: 1000)	By looking at engagement across platforms and stats. Also by tracking QR code scans	By promoting the song online and offline with a tailored marketing campaign and guerrilla marketing	More SoundCloud listeners = better chances at reaching more people	Within the first month to prepare for the release of the second single
Increase YouTube followers by 2x (now: 519, then: 1000)	By looking at engagement across platforms and stats. Also by tracking QR code scans	By promoting the song online and offline with a tailored marketing campaign and guerrilla marketing	Zanotti will then have access to a wider selection of tools for creators	Within the first month to prepare for the release of the second single
Reach new audiences (now prevalently rap fans, then: more diverse audience)	By looking at engagement across platforms and stats. Also by tracking QR code scans	By promoting the song online and offline with a tailored marketing campaign and guerrilla marketing	Diversifying the fanbase to increase likability across genres and demographics and build a more stable fanbase	Within the first month to prepare for the release of the second single
Establish relevant connections in the music industry to help the artist's career	By tracking attendance to the event and tracking new connections	By using guerrilla marketing to create a networking event to promote the song	Industry connections increase chances of bringing the career forward and better promoting the song	Prepare for this objective to be completed on the networking night to a) find help to promote Love Cake and b) build relationships to promote the second single

Electronic Press Kit

Starting from the infamous Trowbridge, now London-based rapper **Zanotti** is starting off 2022 with his new single '**Love Cake**'. Releasing on the 11th of February, Love Cake is premiering on GMR Daily's YouTube with a heated music video inspired by Shakespeare's Romeo and Juliet. The song in fact represents Zanotti's attempt to open his heart to love, straying away from the traditional Rap and Drill themes and establishing himself as an emotional, yet true young Drill talent. Rap culture is often synonymous with violence and libertinism; Zanotti, in this instance, decides to free himself from conventions and chains and to show his inner feelings without losing his tough image.

The song will be available on all music streaming sites when it is released on the 14th of February.

Links to Zanotti's Previous work

Zanotti's Latest Freestyle

<https://www.youtube.com/watch?v=6LKszcfP1pA>

Zanotti's most popular music video

<https://www.youtube.com/watch?v=lzJJJsCRdcc>

Zanotti's Interview

<https://www.youtube.com/watch?v=s5wKE5MSNYA&t=770s>

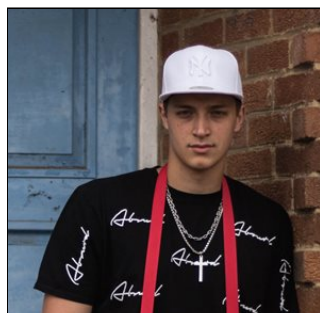
Zanotti's Live Performance (DNB)

<https://www.youtube.com/watch?v=GRs78TuQIUU>

Zanotti's Social Networking Sites

Instagram: https://www.instagram.com/zanotti_music/?hl=en

Facebook Page: <https://www.facebook.com/Zanotti-1385122795128179/?ref=bookmarks>



Music Video Ideas

1. For the start we could have the main artist wearing a blue love jacket with a love heart. We could have the love interest wearing a pink jacket with a matching love heart at the back. In the first scene, Zanotti is rapping his lyrics to a girl while they walk in a high end clothes shop. The second scene could be Zanotti buying the girl a brand new car out of a car dealership and she is smiling and hugging him. Cut scenes will be of cities like Milan, London and Monaco.
2. Zanotti is all flashed up with designer clothes and he sees a homeless girl on the street and takes her to get a makeover in a hair salon. After she gets her hair done he then takes her clothes shopping and puts her in some high brand like Gucci or Louis Vuitton. In the last scene, Zanotti could give her the keys to a brand new apartment for her to live in then she falls in love with him.

Equipment needed

Camera
Jackets
Mobile phone (BTS)
Lights
Sound
Speakers
stage
Mic
extras

Will Shepherd from Trowbridge will be filming and directing the music video. Will Shepherd is a professional film photographer and has filmed 5 of Zanotti's previous music videos. Working with each other previously means that they have a good relationship that makes it easy for Zanotti to portray his vision.

Marketing Strategies for Love Cake

- Speed dating event at Campfire

Friday night uni students speed dating event sponsored by Zanotti. Promoting his new single Love Cake. Each person gets 5 mins each with another person. The flyer for the new song will be placed on the table while they're chatting each other up.

- Interview on eight seven about me & promoting the song

Meet up with Craig Matthews to do an interview and talk about Zanotti's new single, new projects coming out and fire rapid questions. The Interview will be uploaded onto Youtube and shared across all social media platforms.

- Live show in Shoreditch

Zanotti will perform a live show in Shoreditch @ The Moustache Bar inviting his followers to come and see him perform. If Zanotti's fans buy the pre release for his single 'Love Cake' they will be able to get free entry at the door for the show.

- Busking in Oxford Street, London

Zanotti will be performing his brand new single and previous songs outside Selfridges on Oxford Street with a speaker and microphone. The flyer on his new single will be placed upon the wall behind him and also on the concrete in front of him so people passing by can see.

- Posting an advert on Tinder

Zanotti will post an advert on Tinder the dating app with a picture of him and a girl holding the CD Cover of his latest single 'Love Cake'. If a person swipes on Zanotti's advert it will send them to the link of the song so they can listen to the track or watch the music video.

Distribution

Love Cake by Zanotti will be distributed digitally and physically for fans to listen to the track. It will be available only on platforms such as Apple Music, Spotify, Soundcloud, Amazon music and also Tidal.

Fans will be able to purchase CDs of the single off Zanotti's Website. Zanotti has chosen this to happen because he will only be producing 100 CD copies for his core fans to buy and treasure. The CDs will be sold for £5.99 and will have Zanotti's signature on them.



Moodboard

The mood board was created to inspire the creation of the artwork cover. Some of the items in the mood board relate to the lyrics in Zanotti's new single. The love cake from the mood board was used in the final creation of the cover art.

