# MA Music Business

# Entertainment Marketing
# Lecturer: Tim Ferrone

# Report
# Module Code: BMTY7003


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4126 words

## INTRODUCTION

Today, almost 22 million new tracks are uploaded to Spotify each year. This equates to 60,000 every single day and 420,000 each release week. (T. Ingham, 2021)

A thorough marketing plan is necessary when introducing a new album, song, or performer due to the intense competition in the music business. In this report, we will outline a marketing strategy for an original artist's album release, single release, national and international promotion, and live promotional tours of the UK and Europe. The marketing plan, spending plan, schedule, project schedule, and campaign asset deliverables will all be covered in the report.

### Traditional Marketing and Digital or Entertainment Marketing

Traditional marketing is the practice of promoting goods and services using traditional media such as print, radio, television, billboards, and internet platforms. Often, the emphasis is on establishing a solid brand identity and boosting sales through various marketing techniques and approaches. (J. Bailey, 2020)

The promotion of entertainment goods and services, such as motion pictures, music, television programmes, and live events, is referred to as entertainment marketing. For the purpose of establishing a connection between the audience and the product, this style of marketing frequently uses storytelling and emotional appeal. Celebrity endorsements, experiential marketing, social media campaigns, and other innovative methods can be used in entertainment marketing tactics to engage consumers and generate buzz. (J. Bailey, 2020)

While there are some parallels between traditional marketing and entertainment marketing, such as the use of advertising and promotion to reach a specific audience, the objectives and strategies are frequently dissimilar. While traditional marketing concentrates on boosting revenue and establishing brand awareness, entertainment marketing places a greater emphasis on cultivating a fan base and providing audiences with a memorable experience. (J. Bailey, 2020)

### Principles of entertainment marketing

Storytelling is one of the most crucial elements of entertainment marketing. Entertainment marketing frequently relies on delivering gripping tales that captivate the audience's attention and foster an emotional connection to the artist. (Ziffty.Com, 2019)

Emotional Appeal: The goal of entertainment marketing is to build an emotional bond between the audience and the object of promotion, here, the artist. This can be accomplished by appealing to the target audience's sense of humour, excitement, fear, or any other strong emotion. (Ziffty.Com, 2019)

Fan Engagement: Creating a community around the artist being advertised is frequently part of entertainment marketing. This can be accomplished through social media promotions, fan gatherings, and other engaging activities that motivate followers to interact with the artist and one another. (Ziffty.Com, 2019)

Innovation: Entertainment marketing is always changing, and the most effective campaigns frequently use cutting-edge methods to engage the audience. This can involve the innovative use of social media, new technologies, or other cutting-edge strategies that draw in the target market. (Ziffty.Com, 2019)

In general, the fundamentals of entertainment marketing are centred on giving the audience a memorable experience that engages them emotionally with the good or service being advertised, in this situation, an artist. Entertainment marketers can leave a lasting impression and develop a devoted fan base for their artists by delivering captivating stories, interacting with customers, and seamlessly integrating the artist into the life of these fans.

## **The 4C's of entertainment marketing**

According to Alberto Carniel in 2022, the 4Cs of entertainment marketing serve as a framework for the creation of powerful marketing plans for entertainment-related goods and services. The four C's are Content, Context, Community, and Commerce. Below is an explanation of each of these guidelines:

- Content: The content principle places a strong emphasis on the value of producing entertaining content of a high calibre that connects with the intended audience. This entails creating interesting and original content that grabs viewers' attention and offers them a distinctive entertainment experience.

- Context: Understanding the context in which their material will be consumed is important for entertainment marketers, according to the context principle. This entails being aware of the technological, social, and cultural changes that affect the audience's tastes and behaviour.

- Community: Building a community around the entertainment product or service is essential, according to the community principle. This entails

developing a social media following, interacting with followers, and establishing a sense of community among the audience.

- Commerce: Identifying and utilising monetisation options for the entertainment product or service is part of the commerce principle. This include investigating potential revenue sources like ticket sales, product sales, and licence agreements.

Marketers may develop powerful strategies that make use of the distinctive features of the entertainment sector to attract consumers and generate income by employing the four C's of entertainment marketing. They can design effective campaigns that result in long-term growth for their goods or services by concentrating on developing appealing content, comprehending the environment where it will be consumed, cultivating a community of followers, and recognising income opportunities. (P. Auditore, 2010)

Although it is rarely referenced in other writing, the 4C's entertainment marketing model is a useful tool for creating music marketing plans. However, The 7P's model and the more consumer-focused 4C's principles, which focus further on the complicated relationships between balancing the wants and needs of the consumer is still the fundamental way for the marketer to produce a plan where every party are able to benefit clearly. (P. Auditore, 2010)

## FUNDAMENTALS OF MARKETING

Marketing is what will make your product or service stand out from the crowd (T. Feronne 2023). Marketing involves the employment of a process known as the 7 P's (E Jerome McCarthy, 1960)

The 7 P's of marketing is a tool that helps companies in developing thorough marketing plans. The seven Ps are:

- Product: is denoted by the initial P. This covers the product's characteristics, design, packaging, quality, and branding.

- Price: is indicated by the second P. This covers the pricing strategy, promotions, and other elements that have an impact on the product's cost.

- Place: is denoted by the third P. This comprises the distribution methods, such as physical storefronts, online marketplaces, and direct sales, that are utilised to distribute the goods to the customers.

- Promotion: is denoted by the fourth P. Marketing comprises the efforts made to promote the product through advertising, sales promotion, public relations, and personal selling.

- People: are represented by the fifth P. Included in this are the individuals responsible for providing the good or service, such as employees, salespeople, and customer service representatives.

- Process: is denoted by the sixth P. Order processing, shipping, and customer assistance are just a few examples of the systems and procedures utilised to supply the good or service.

- Physical Evidence: is the seventh P in the acronym. This covers the tangible indicators that consumers use to assess the calibre of the good or service, such as the setting of the shop, the packaging, and the branding.

Businesses can create a marketing plan which considers all facets of their product or service most effectively and efficiently by paying attention to each of the seven Ps. (A. McCabe, 2022)

**To establish the marketing plan of our upcoming project, we will analyse the results, the demographics and the method used for the previous single: Five Minutes Past Midnight.**

**Klustone Profile:**

Young and talented producer and DJ from Toulouse, Klustone.

Klustone had already collaborated with Berlin Bass Collective and Les Odeurs Sonores, and was already quite involved in his community. He gets his ideas for his nostalgic songs from deep house, which feature lush synths and funky basslines.

The electronic composition by Klustone, “Five Minutes Past Midnight”, demonstrates his talent.

His first single heavily depends on melodies comprised of sumptuous synths and powerful basslines, frequently conjuring feelings of nostalgia. The EP's title track perfectly embodies the producer's unique ability to masterfully combine a dance beat with a deep bassline and a symphony of soothing synths. With its uplifting tune, it creates an aural experience that can take the listener to new places and give them a sensation of lightness.

His single “Five Minutes Past Midnight” was released in March 2023.

Here, we will analyse the statistics and demographics behind the success of the single released from his first EP, “Five Minutes Past Midnight”.

## COUNTRIES WHERE THIS SONG IS POPULAR

| 28 DERNIERS JOURS | ÉCOUTES |
|---|---|
| 1 United States | 5 917 |
| 2 Germany | 2 031 |
| 3 United Kingdom | 1 667 |
| 4 Canada | 1 271 |
| 5 Netherlands | 1 046 |

*Figure 1: Countries where the song is the most popular (28 last days). (Spotify, 2023)*

## CITIES WHERE THIS SONG IS POPULAR

| 28 DERNIERS JOURS | ÉCOUTES |
|---|---|
| 1 Londres<br>United Kingdom | 640 |
| 2 Berlin<br>Germany | 271 |
| 3 Los Angeles<br>United States | 252 |
| 4 Paris<br>France | 235 |
| 5 New York<br>United States | 229 |

*Figure 2: Cities where the song is the most popular (28 last days). (Spotify, 2023)*

**SOURCE OF STREAMS**

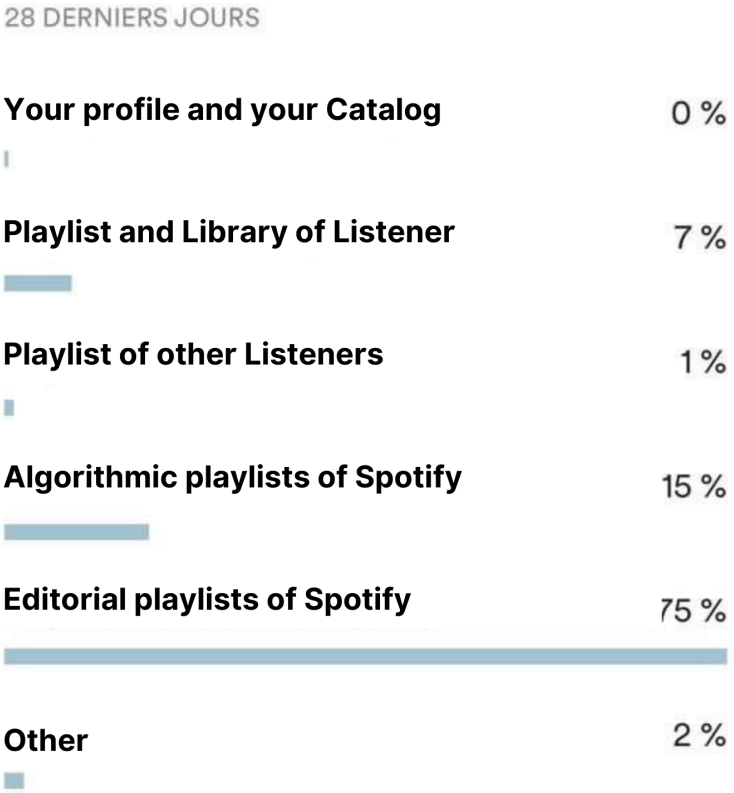



*Figure 3: Different sources of Streams for the single "Five Minutes Past Midnight" (28 last days). (Spotify, 2023)*

Here, we can see that the main sources of streams for the artist are Algorithmic and Editorial playlists of Spotify.

**Algorithmic Playlists**

Representing 15% of our monthly listeners, Algorithmic Playlists are primordial to create a fanbase and develop our different sources of streams.

Algorithmic playlists on Spotify are playlists that are curated by algorithms rather than human editors. The creation of these playlists is dependent on several factors, including a user's listening history, stored music, searches, and more. Spotify's most popular algorithmic playlists are "Discover Weekly", "Daily Mixes", "Discover Mix", etc. (Push, 2021)

**Curators and Listeners playlists**

Some Spotify playlists are created and managed by curators, who are frequently well-known musicians, professionals from the music business, or industry insiders.

They make playlists that are intended to highlight particular musical styles, feelings, or topics.

According to SoundCharts.com and Klustone, an important part of the song streams were issued from the Curators playlists:

- Emotional Techno (by Whatamidoing): 11,006 followers.
- Deep House - New & Trending (by EDM Charts): 6,992 followers.

(SoundCharts, 2023)




Figure 4: Curators Playlists for Klustone (SoundCharts, 2023)

**Editorial Playlists**

Representing 75% of our monthly listeners, Editorial Playlists are primordial to create a fanbase and develop our different sources of streams.

Editorial playlists on Spotify are compiled by the company's human editors, who strive to showcase new and well-liked music from various genres and moods. Some of the most popular categories of editorial playlists on Spotify for our genre of music are:

- Top Tracks 95,300 Listeners
- House Selects 18,000 Listeners
- House 2023 89,500 Listeners
- Funky House Music 37,600 Listeners
- House By MIF 18,900 Listeners

According to SoundCharts.com and Klustone, majority of the song streams was issued from the Spotify Editorial playlist: Deep House Blend, owned by Spotify and followed by 560,656 monthly listeners. (SoundCharts, 2022)




Figure 5: Editorial Playlists for Klustone (SoundCharts, 2023)

So, according to the figures and the data from the artist: Klustone success relies heavily on Playlisting. The objective for this release will be to develop his fan base and his community engagement on Social Media.

According to Figure 1 and Figure 2, Klustone is already a very international artist with more than 7000 streams on the American Continent and 4700 streams in Europe in the last 28 days.

## DEMOGRAPHICS AND PSYCHOGRAPHICS




*Figure 5: Genre percentage of Klustone's followers (Spotify, 2023)*

With 71% of male followers, there is a much higher engagement from the male audience for the artist.

According to EDMsauce.com, men make up the majority of dance music listeners. However, 45% of them are female; there is still a big market gap for Klustone to fill and find a way to attract a broader female audience.

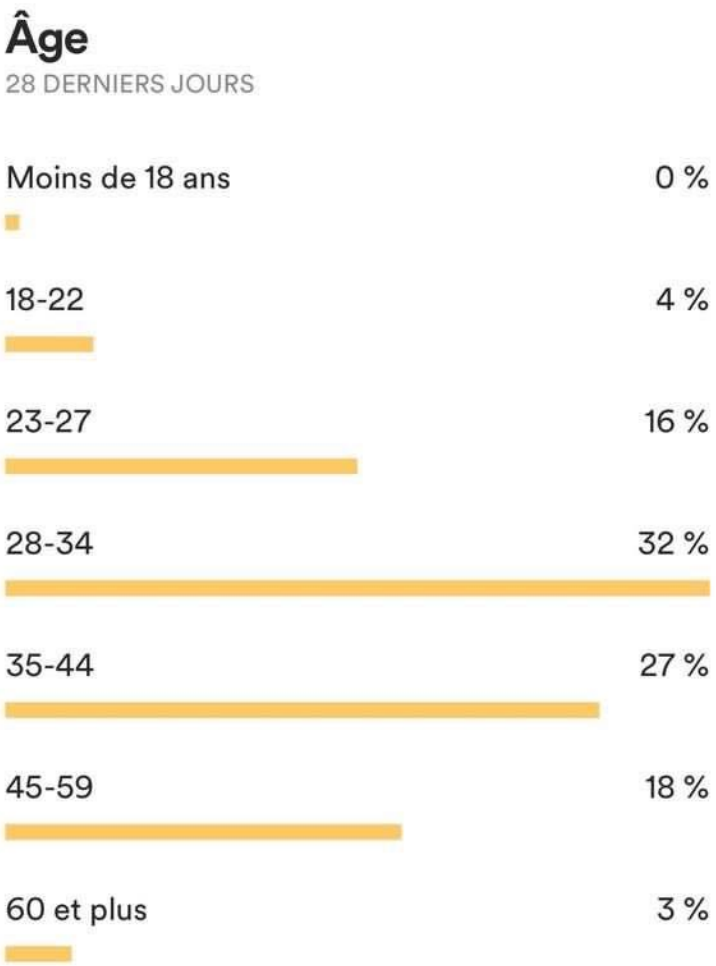



*Figure 6: Ages of Klustone's followers, in percentage. (Spotify, 2023)*

From these statistics, we can deduce that the majority of the listeners are between the age of 28 and 34 years old. However, Techno is known to have a large panel of listeners of different ages, and a marketing campaign in this situation should be focused on a very general age range and not on a specific section of the population.

So: 75% of his listeners are between 23 and 44 years old.

Demographics for the artist would be:

- Age: 23 to 44 years old
- Gender: Majority of male
- Location: Europe and United States
- Ethnic background: All
- Income level: 20 000£ to 100 000£ per year
- Education level: University Students to Professionals

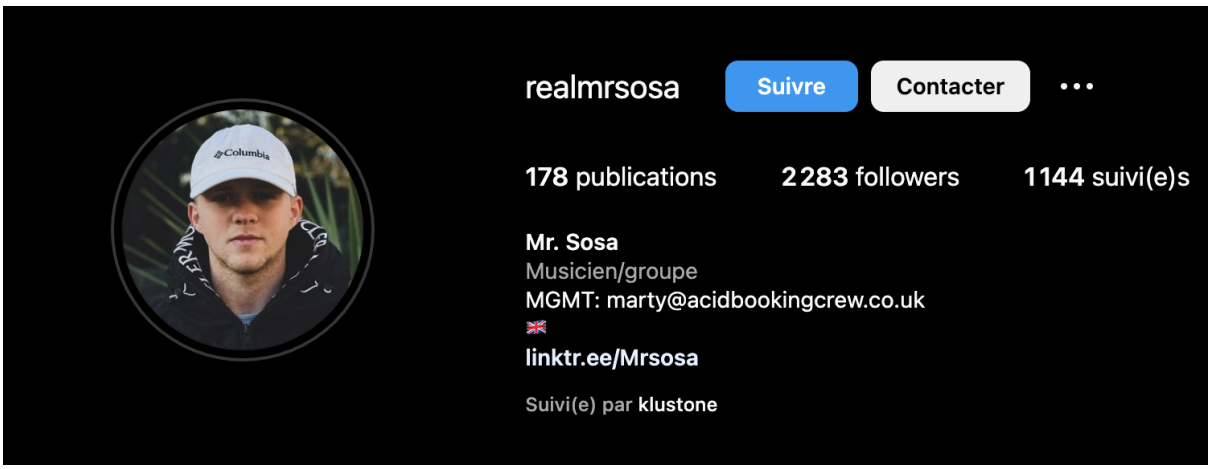
- Occupation: students, young professionals/graduates, professionals

Psychographics for the artist would be:

- Personal Characteristics: Very social
- Lifestyle: DJ-ing Party scene, spending time with friends in clubs and bars.
- Attitudes: Creative individuals. Open Minded.
- Hobbies: Partying with friends, Festivals, Gigs
- Behaviours: Funny but serious, always happy to do something

**“Fans Also Like”**

**Mr.Sosa**




“Mr. Sosa is an extraordinarily talented UK DJ & Producer who seems to have gone from being a relatively unknown artist to now commanding a position amongst the next generation of potential top club talents. With his catchy chords, broken beats and menacing acids lines, his sound has seen his music being released on some of the very best labels in the world including Anjunadeep, Stress Records and of course, Last night on Earth” (Resident Advisor, 2023)

Similar songs by Mr.Sosa have real honesty, innovative rhythms, powerful basslines and melodies playing on the string of “new nostalgia”.

In addition, Klustone and Mr.Sosa know each other as they already met in the offices of the record Label “Delicieuse Musique” in Bordeaux.

According to ChartMetric, the two artists have a very similar fanbase in the gender and age of the listeners.

## MARKETING SCHEDULE

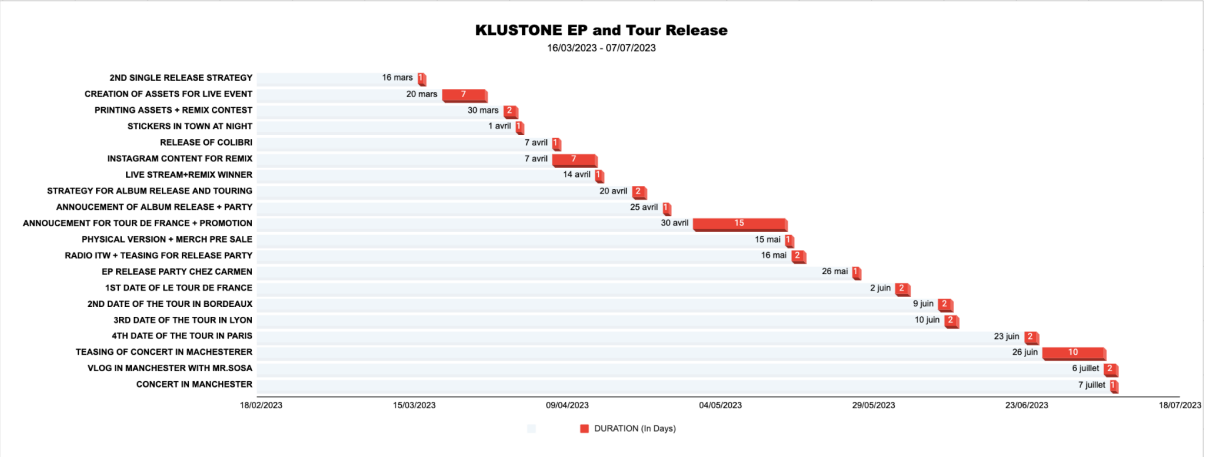



*Figure 7: Klustone's EP and Tour release schedule.*

They are mainly 3 upcoming events scheduled in this marketing plan:

- 7th of April: release of the second single from the EP, "HUMMINGBIRD".
- 26th of May: EP Release party with a dinner at chez Carmen TOULOUSE.
- During June and July, touring dates across France with an additional date in Manchester with DJ Mr.Sosa

To achieve so, a number of assets have been created in order to achieve this plan confidently.

## MARKETING ASSETS.

For this Marketing campaign, we decided to do something very local as the artist is very involved in consuming locally and making young artists like him work.

For the designs of posters and stickers for the release of the second single HUMMINGBIRD, we will be working with DRD2 as they already have a lot of experience working with artists such as Bigflo & Oli who produced the "Rose Festival" *(Pink Festival)* in Toulouse and chose the agency DRD2 Vision to create all of their assets and video.

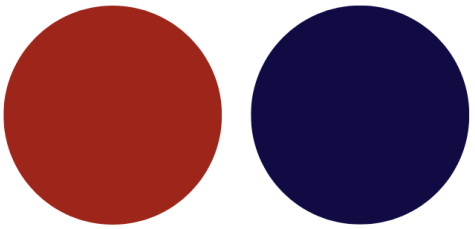




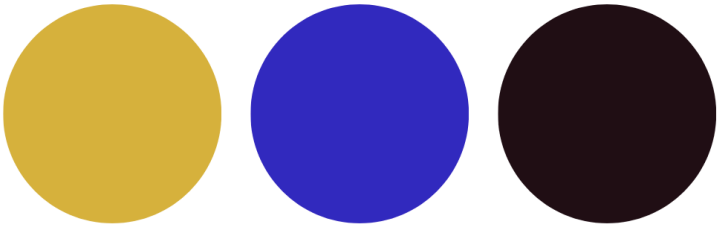


For the marketing campaign, Klustone should always use the same kind of fonts and color tones to be instantly recognised when promoting content on social or conventional media.

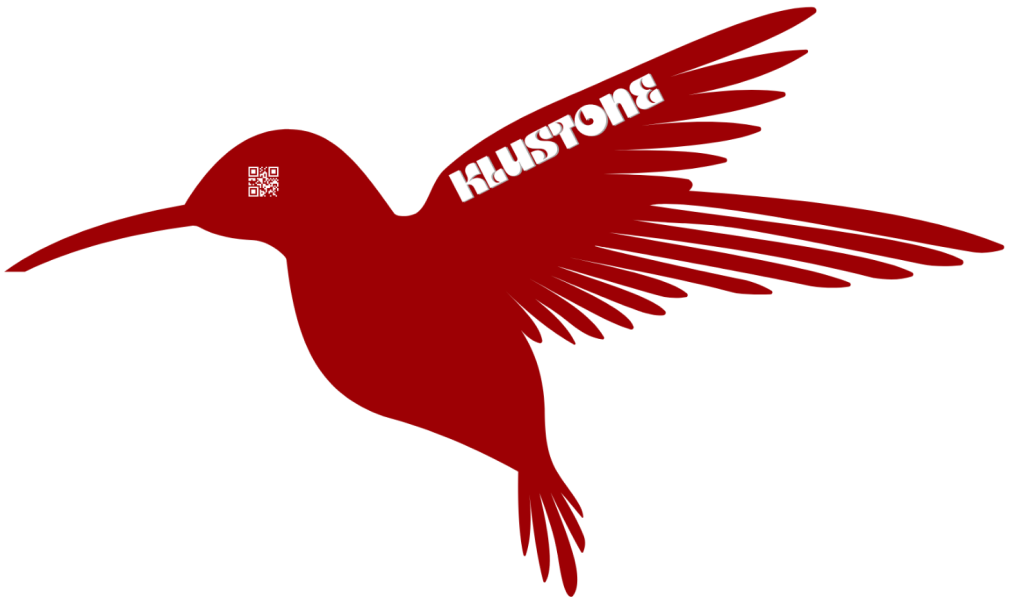
AMBIGUITY LINE



KARE



The week before the release of HUMMINGBIRD, a considerable number of stickers will be placed around the city with a scannable QR code opening a countdown with the Single cover.




Once HUMMINGBIRD is released, Klustone will give some pieces of information about the remix contest will last for one week and allow the winning artist to figure out on the only physical copy there will be, which we will talk about later.

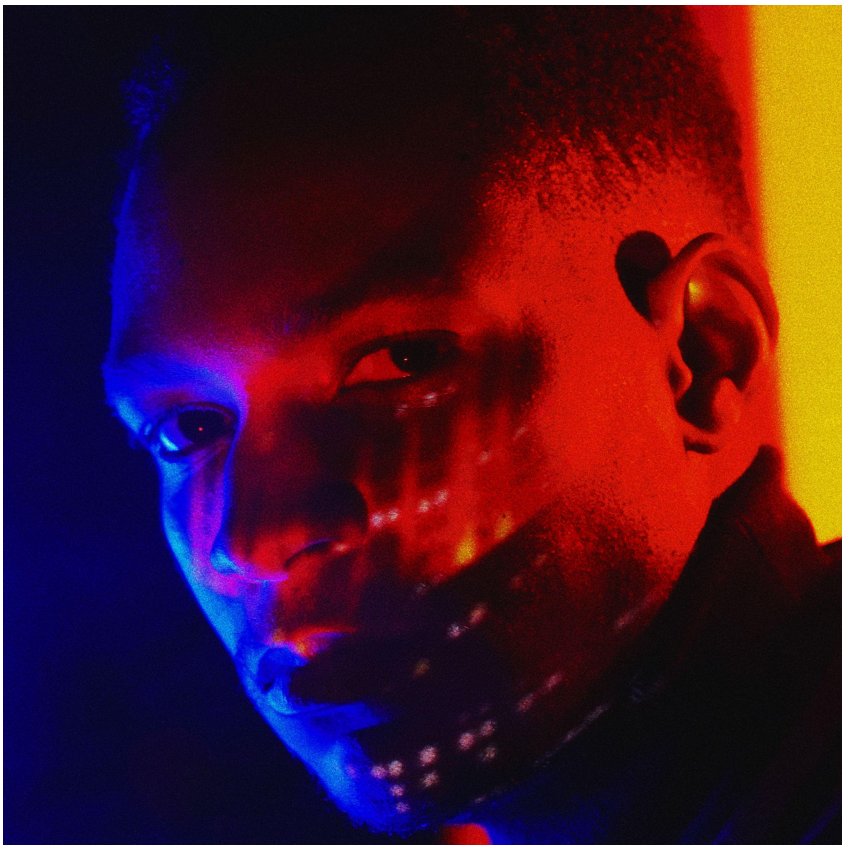
The video asset created for the single will be edited from an Instagram Live Stream dated the 23 of January.

The remix will be utilised as a marketing strategy to organise a community-produced remix competition for a month after the release. The winning entry's song will be available to Klustone’s community via social media and streaming services aswell. The remix competition will help the tune get more exposure by giving the producers a chance to connect with the artist's fan base. At our expense (£100), the remix will be professionally mastered in a studio and the winner will also see himself winning a wonderful statue of a HUMMINGBIRD. (As Follows)

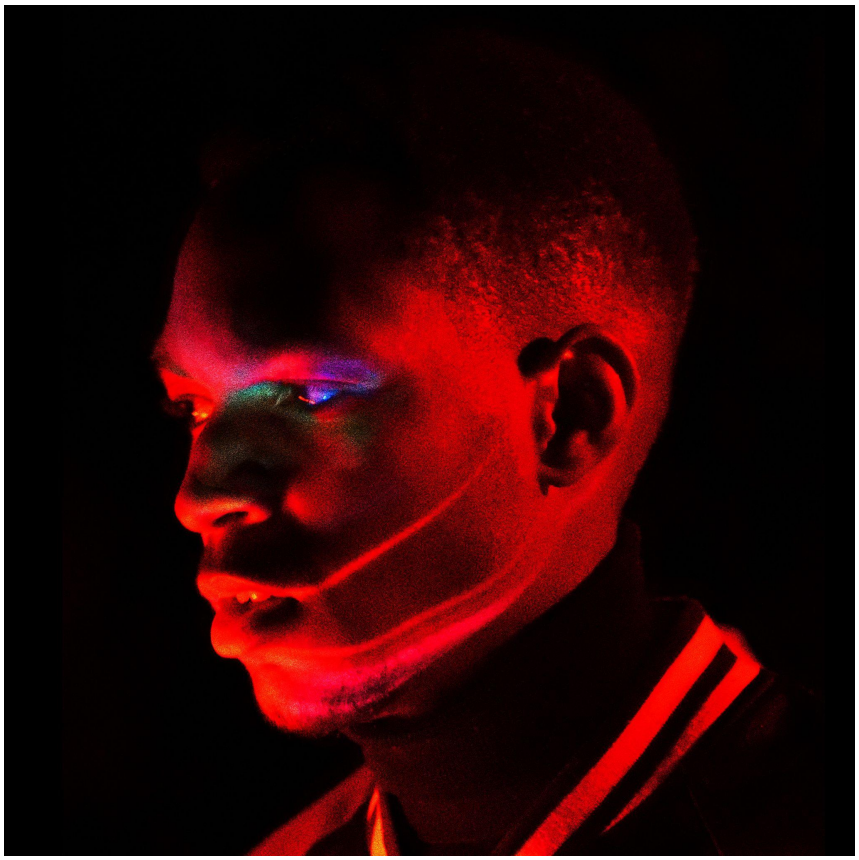


*Figure 8: HUMMINGBIRD STATUE designed by artist Karlexander.*

The Artwork for the single and the EP are also be provided by DRD2 from a photoshoot.



This artwork was designed for the release of HUMMINGBIRD.



This artwork was designed for the release of the EP, Five Minutes Past Midnight.

On the 15th of May, pre-orders of the Merchandise begin.

Print-on-demand merchandising is the business model in which the artwork is printed when a collection piece is ordered. This solution is used in order to reduce expenses and investment.

The business utilised to accomplish this is PrintFul.com, which boasts a factory in Wolverhampton, United Kingdom. The brand advertises high-quality products and two-working-day delivery (at the buyer's expense). Standard shirts cost £10.95 to produce, and Klustone will charge $25 for each, for a turnover of £14.05 per item in merchandise.

For the merchandising, Klustone is keeping things easy and is designing his merchandising himself to keep a hand on what he enjoys the most, music and fashion.







Klustone played many times in the famous bar La Couleur De la Culotte, a literal translation to The Color Of The Panties.

La Couleur De la Culotte is an open call to underground collectives to send their track and, if selected, have the opportunity to host a party with the bar and other Partners: Chez Tonton Pastis ô Maitre (The Uncle, Pastis by the Meter); Le Seins des Seins (The Saint of Boobs); the restaurant Chez Carmen; Chez Mamie (At Grandma's)

All bars and restaurant are owned by the same 70-year-old Grandmother: Françoise. A famous personality of the south of France and with a very good and robust marketing and communication team, Françoise is a great ally to have for the launch party of the EP.

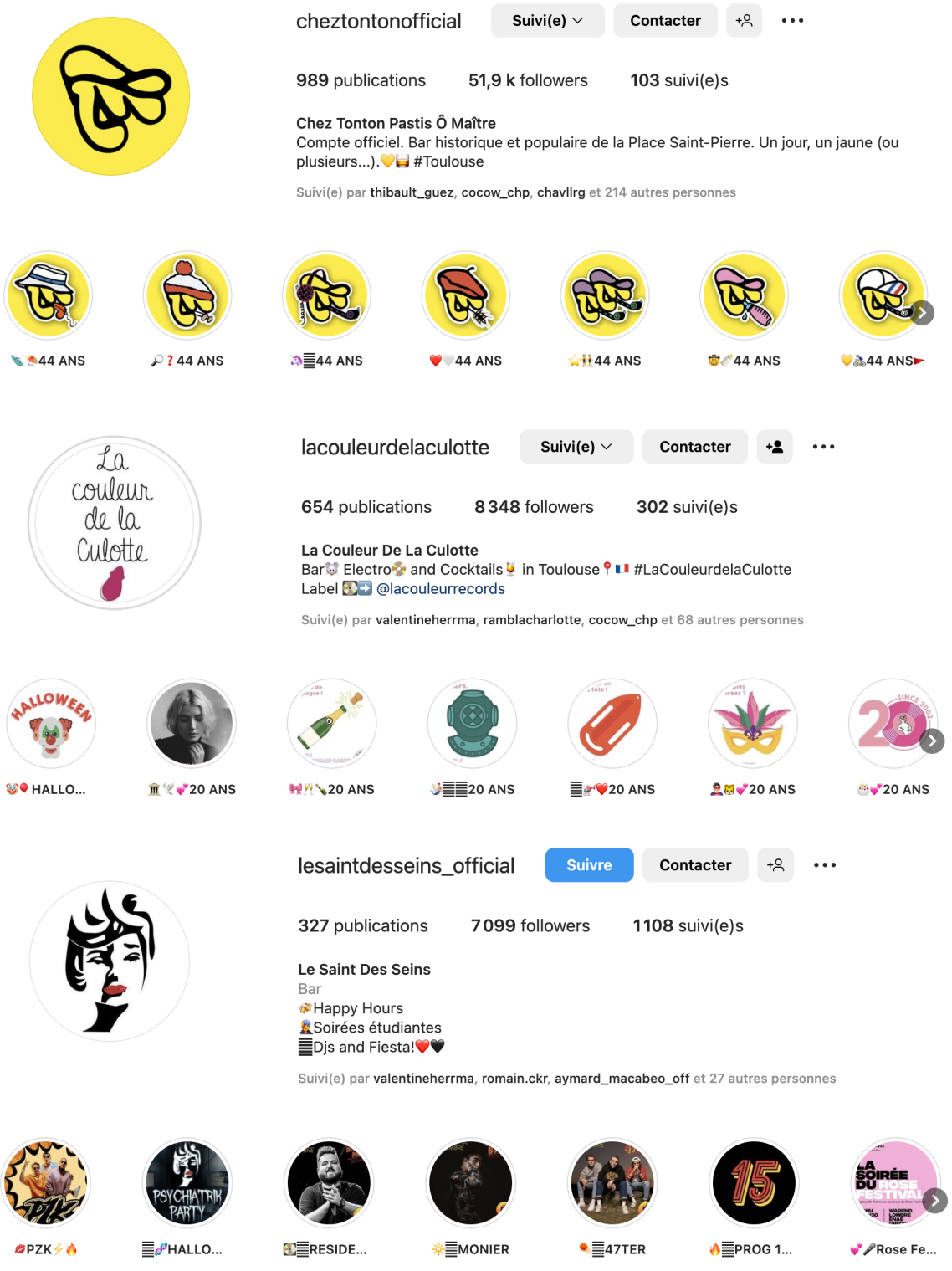
Indeed, the socials of the different bars are very influential and followed by students and young adults.

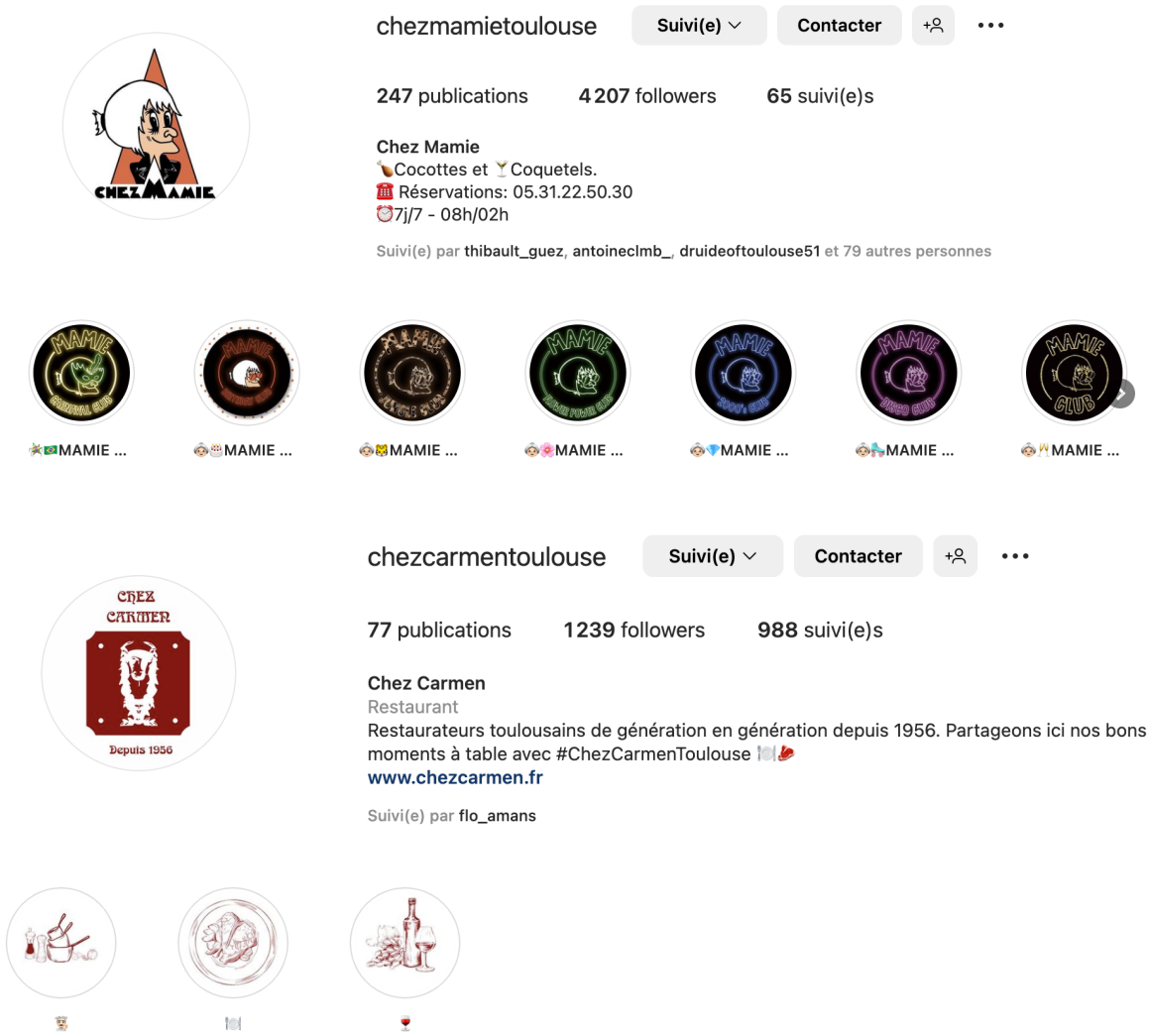






Instagram accounts of all her business.






The total amount of followers for these accounts is 72 793 followers. The exciting part of the collaboration with “Mamie Françoise” is that each of her bars is a different concept and receives population.

This is a great advantage for us as we have a large age range target from 23 years old with: Chez Tonton and Le Saint des Seins, then 30’s and 40’s years old with Chez Mamie and The Restaurant chez Carmen.

The exposure is enormous.

For the promotion of the release party, Klustone will be interviewed by friend and local celebrity “Hugo” from the radio ToulouseFM. According to Shoop.fr, ToulouseFM is one of the 10s biggest radio stations in France, with more than 70,000 daily listeners.




For the release party and the EP release, the party will take place at 2 locations (all owned by Mamie Francoise)

The first part of the evening will be hosted in the restaurant “Chez Carmen”. Seventy tickets will be available to have a full dinner, a bottle of wine to share among 3 ticket holders and a CD of the EP.





*Figure 9: Inside view of Chez Carmen*



However, inspired by the collective Pandrezz and their mixtape ZZCC; every CD available will be scratch and unplayable except for one CD of them, which will contain unreleased material and demos of the singles “Five Minutes Past Midnight” and “Hummingbird”.

We will have to pay 30£ per ticket in advance from the supper and the tickets for the event will be sold to the general public for 40£ each.

This sums up to a benefit from the restaurant of 700£ which will be used to finance a part of the national tour.

| BUDGET ALLOCATION | |
|---|---|
| DRD2 | £500,00 |
| LIVE EVENT | -£250,00 |
| MEDIA ADVERT | £500,00 |
| CARMEN | -£700,00 |
| CD's | £150,00 |
| TOTAL (in £) | **£200,00** |

| CHEZ CARMEN | |
|---|---|
| TICKETS | -£2 800,00 |
| MENU | £2 100,00 |
| TOTAL (in £) | **-£700,00** |

*Figure 10: Budget sheet for dinner Chez Carmen.*

The second part of the evening will take place in “La Couleur de La Culotte” place Saint Pierre from 11PM to 3AM. We will not have to pay anything for the venue and Klustone will be paid 500£ for the evening. All physical and traditional marketing for the event will be at our cost.



*Figure 11: Inside view of La Couleur De La Culotte*

| LIVE EVENT (La Couleur de La Culotte) | |
|---|---|
| Venue | -£500,00 |
| La Couleur | £0,00 |
| Tickets | £0,00 |
| Bar | £0,00 |
| Door Staff<br>General Staff | £0,00 |
| FLYERS | £250,00 |
| TOTAL (in £) | **-£250,00** |

*Figure 12: Budget sheet for party at La Couleur De La Culotte*

## TOUR DE FRANCE

For the national tour, our aim is to keep a small budget and try to touch the maximum amount of people with the communication advantage we have already: Mouth to Ear + Mamie Françoise.

This is the asset which will be used on social media and traditional posters to promote the tour of the artist:




*Figure 13: Tour de France Tour asset for promotion.*

The tour will take place in 4 locations in France:

- **Toulouse 02/06: La Couleur de La Culotte**

- **Bordeaux 09/06: L'IBOAT**



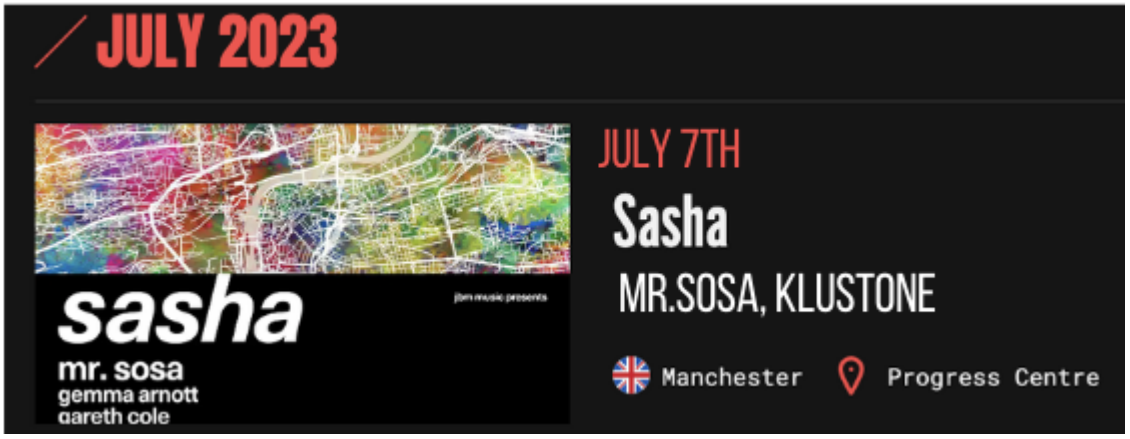

- **Lyon 10/06: l'Idole Des Jeunes**



- **Paris 23/06: Club Azur**



In Addition to the Tour De France, there will be a concert with friend and DJ Mr.Sosa on the 7th of July at the Progress Center daytime festival in Manchester.




Following, here is the timeline and the transport/accommodation tickets for our touring budget for 4 people (2 photographs from DRD2 + Klustone + Manager).

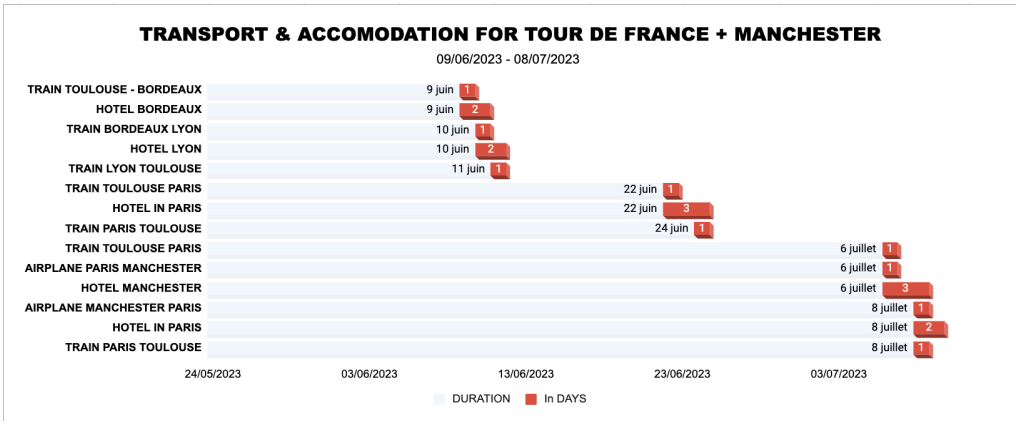



*Figure 14: Klustone's Touring schedule.*

# Toulouse-Bordeaux

## 09/06

Train 09/06



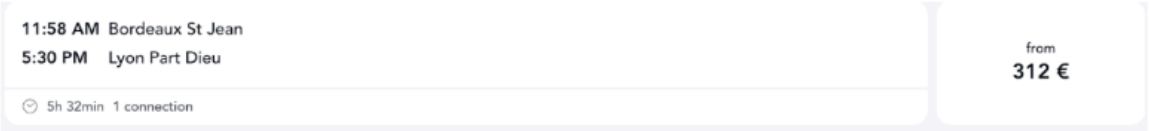

Hotel 09/06



# Bordeaux-Lyon

## 10/06

Train 10/06



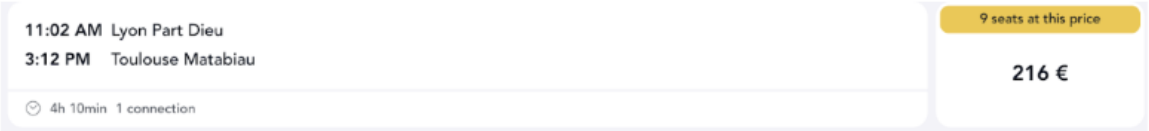

Hotel 10/06




# Lyon-Toulouse

## 11/06

Train 11/06



# Toulouse-Paris

## 22/06

Train 22/06




Hotel 22-23/06



# Paris-Toulouse

## 24/06

Train 24/06



# MANCHESTER

## Toulouse-Paris

Train 06/07

**Toulouse → Paris**

TRAJET ALLER

**Jeudi 06 Juillet 2023**

14h22 - Toulouse Matabiau

4H31 OUIGO Grande Vitesse

18h53 - Paris Montparnasse

Ouverture de l'embarquement 30mn avant le départ et fermeture de l'accès au train 5mn avant le départ.

QUI VOYAGE ?

**4 Adultes** 140€

# MANCHESTER

## Paris-Manchester

Airplane 06/07

Basket 577.04 €

Price breakdown >

Paris Charles de Gaulle to Manchester

Flight Number EZY2110

Departure 22:00 Thu 6th Jul

Arrival 22:25

Your fares

Adult 4 x 103.05 €

Included in your fare

Small cabin bag 4 x Included

Hotel 06-07/07



**Gloucester House Affordable 3 Bed House**

Salford, Manchester · Indiquer sur la carte · 3,2 km du centre

Recommandé pour votre groupe

**Maison de Ville 3 Chambres**

Maison de vacances entière • 3 chambres • 1 salon • 1 salle de bains • 1 cuisine • 1.000m²

3 lits (2 lits doubles, 1 très grand lit double)

**Annulation gratuite**

Vous pourrez annuler plus tard. N'attendez donc pas pour vous garantir ce super tarif aujourd'hui.

Exceptionnel 10

1 expérience vécue

Rapport qualité/prix 10

Nouveau sur Booking.com

2 nuits, 4 adultes

€ 308

Taxes et frais compris

Voir les disponibilités

# MANCHESTER

## Manchester-Paris

Airplane 08/07

Manchester to Paris Charles de Gaulle

Flight Number EJU2107

Departure 18:20 Sat 8th Jul
Arrival 20:50

Your fares
Adult 4 x 41.21 €

Included in your fare
Small cabin bag 4 x Included

Hotel 08/07 (Paris because no train)



**hotelF1 Paris Porte de Châtillon** ★

14e arr., Paris · Indiquer sur la carte

2,1 km de : Gare Montparnasse

Établissement Voyage Durable

Recommandé pour votre groupe

**Chambre Familiale Cabrio avec Salle de Bains Privative**
3 lits (2 lits simples, 1 lit double)
**Annulation gratuite - Aucun prépaiement requis**
Vous pourrez annuler plus tard. N'attendez donc pas pour vous garantir ce super tarif aujourd'hui.

Bien 7,1
8 665 expériences vécues

1 nuit, 4 adultes
€ 133
Taxes et frais compris

Voir les disponibilités ›

## Paris-Toulouse

Train 09/07

Paris → Toulouse

TRAJET RETOUR

**Dimanche 09 Juillet 2023**

9h07 - Paris Montparnasse

4H29 Grande Vitesse

13h36 - Toulouse Matabiau

Ouverture de l'embarquement 40mn avant le départ et fermeture de l'accès au train 5mn avant le départ.

QUI VOYAGE ?

**4 Adultes** 260€

| BUDGET ALLOCATION Live Tour | |
|---|---|
| TRANSPORT | £2 680,00 |
| ACCO+FOOD | £1 423,00 |
| DRD2 | £2 000,00 |
| TOTAL (in £) | **£6 103,00** |

| TRANSPORTS | |
|---|---|
| TRAIN | £1 853,00 |
| AIRPLANE | £577,00 |
| TAXIS | £250,00 |
| TOTAL (in £) | **£2 680,00** |

| ACCOMODATION + FOOD | |
|---|---|
| HOTELS | £923,00 |
| FOOD | £500,00 |
| TOTAL (in £) | **£1 423,00** |

| GRAPHIC DESIGNER (DRD2) | |
|---|---|
| PHOTOS | £1 000,00 |
| VIDEO | £1 000,00 |
| TOTAL (in £) | **£2 000,00** |

*Figure 15: Budget sheet for Tour de France + Manchester*

**Detailed Written Schedule for the release plan of Single, EP, Tour.**

Release date of the album “FIVE MINUTES PAST MIDNIGHT”: 26 of May 2023 with a launch party at La couleur de la Culotte - Toulouse

03/03/2023, the first single out with stats.

16 of March: Meeting with the Artist for Marketing Strategy and promotion process for 2nd single and EP release.

20th of March: Creation of the first assets to promote the 2nd single. (Stickers/Remix contest/Video promotion from live at la couleur)

27th of March: Return of the design of the sticker from DRD2

30th of March: Printing the design/preparing Social Media remix contest with BSide for the winner.

1st of April: Overnight, putting stickers in town - (South of France)

7th of April: 2nd single release - HUMMINGBIRD.

Until 14th of April: More social media content concerning Remix contest.

14th of April: Instagram/Tik Tok/Facebook live stream to Listen With friend DJ Persindown and choose a winner for the contest.

20th of April: Meeting to agree on the strategy for EP release and touring.

25th of April: announcement of the date of release for the EP (26th of May) + Release party shared by socials of La Couleur de La Culotte

30th of April: Announcement for “Le tour de France” and date in UK.

15th of May: Announcement of the Physical version of the EP with pre-orders + concept + Merch pre-sale (hummingbird jokes)

16th of May: Radio Programation with Friend Hugo from TlseFM radio station for interview/teasing on release party.

26th of May: EP Release party with dinner at chez Carmen TOULOUSE

2nd of June: 1st date of “The Tour de France” in La Couleur de La Culotte in TOULOUSE.

9th of June: 2nd date of the tour at l’IBOAT in BORDEAUX.

10th of June: 3rd date of the tour at L’idole des Jeunes in LYON.

23rd of June: 4th and last date for “Le Tour de France” at Le Divan Du Monde in PARIS.

26th of June: Teasing of the concert in Manchester with Friend Mr.Sosa

6th to 7th of July: Loads of Instagram content “Vloging Style”

7th of July Concert in Manchester at the Progress Center

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