

Development Assignment – Element 1 - Portfolio

MA International Music Marketing

Samuel Roux

Student Number: 2015726



Amethyst

Marketing Campaign Portfolio

Table of Contents

- Brand and Iconography

- Campaign Goals
- KPI's
- Artist Long Bio
- Logo/Brand Guidelines
- Aesthetic
- Photoshoots
- One-sheet
- EPK

- Campaign Strategy

- Advertising
- Social Media Strategy/Campaign
- Release Strategy

- Logistical Factors

- Budget
- Project Management Timeline



Campaign Goals

- Increase awareness of the Amethyst Brand.
- Grow fanbase by 200% and above across all social media platforms.
- Increase engagement by 200% and above on all social media posts and stories.
- Acquire DSP playlist positions.
- Exceed 20,000 streams on all releases
- Synchronize branding across all promotional channels.
- Acquire digital and print press coverage.
- Acquire playlist spots for relevant radio stations.
- Create a narrative to activate and engage fans.
- Strategize and execute three individual single release campaigns
- Strategize and execute a follow-up 6-track E.P campaign.

When setting the campaign goals it was of paramount importance to ensure that they coincided with the 'SMART Goals' framework.

Merrihew, M. (2017)



Campaign Goal KPI's

<u>Campaign Goal</u>	<u>Key Performance Indicators</u>
Increase awareness of the Amethyst brand	Impressions, CTR, unique users
Above a 200% fanbase growth across all social media platforms	Large increase in follower count across all mediums
100% engagement increase with all social media content	Increase in DMs, likes, shares, comments across all mediums
Acquire DSP playlist positions	Acquisitional triumphs in regards to placement
Exceed 20,000 streams on all releases	Consistent increase in streaming figures (measured over the entire E.P campaign)
Synchronise branding across all promotional channels.	Cohesive aesthetic and tone of voice across all social media and web spaces
Acquire digital and print press coverage	Uptake in the PR domain, articles written about the artist
Acquire playlist spots for relevant radio stations	Radio plays across multiple stations
Creative a narrative to activate and engage fans	Fan response and engagement increase across all mediums
Strategize and execute three individual single release campaigns	Increase across all previously mentioned KPI's
Strategize and execute a follow-up 6-track E.P campaign	Increase across all previously mentioned KPI's



Artist Full Bio

Born and raised in Chichester, Amethyst discovered her love for music by singing along to Disney soundtracks in her living room from age 3 and listening to classical and soca music with her dad on the way to school. She started learning classical piano and violin at 4 but it didn't stop there. Amethyst then went on to learn drums "just because I was a bit of a tomboy and I wanted to learn something different" she says, whilst also teaching herself clarinet and guitar all by the age of 11.

Music wasn't always the goal. Amethyst's main focus was sport. She was a keen netball player and was on the pathway to play for England. "I always thought that was my route, I loved sport and always thought I would be an athlete or a netball player."

It wasn't until the age of 16 until she started having singing lessons and everything changed. Her singing teacher recommended the Academy of Contemporary Music in Guildford where Amethyst went on to study vocal performance. Whilst here she started to collaborate with other musicians, write and gig her own music but most importantly, discover herself as an artist.

"I'm still finding my sound" says Amethyst, "but I think that's what makes me me. For so long we've been told to confine to one genre, but I'm inspired by so many different artists I want to show that in my music!" With influences that spread from Ella Fitzgerald, James Brown and Stevie Wonder to Lianne La Havas, Snoh Aalegra and H.E.R, Amethyst's sound has been described as modern R&B/neo-soul production, tied together with a luscious and soothing soulful jazz vocal.

With an EP due for release later this year, we can certainly expect a lot from this young rising star. Amethyst's beautiful vocals combined with her unique sound and distinctive look certainly makes her one to watch in 2021.



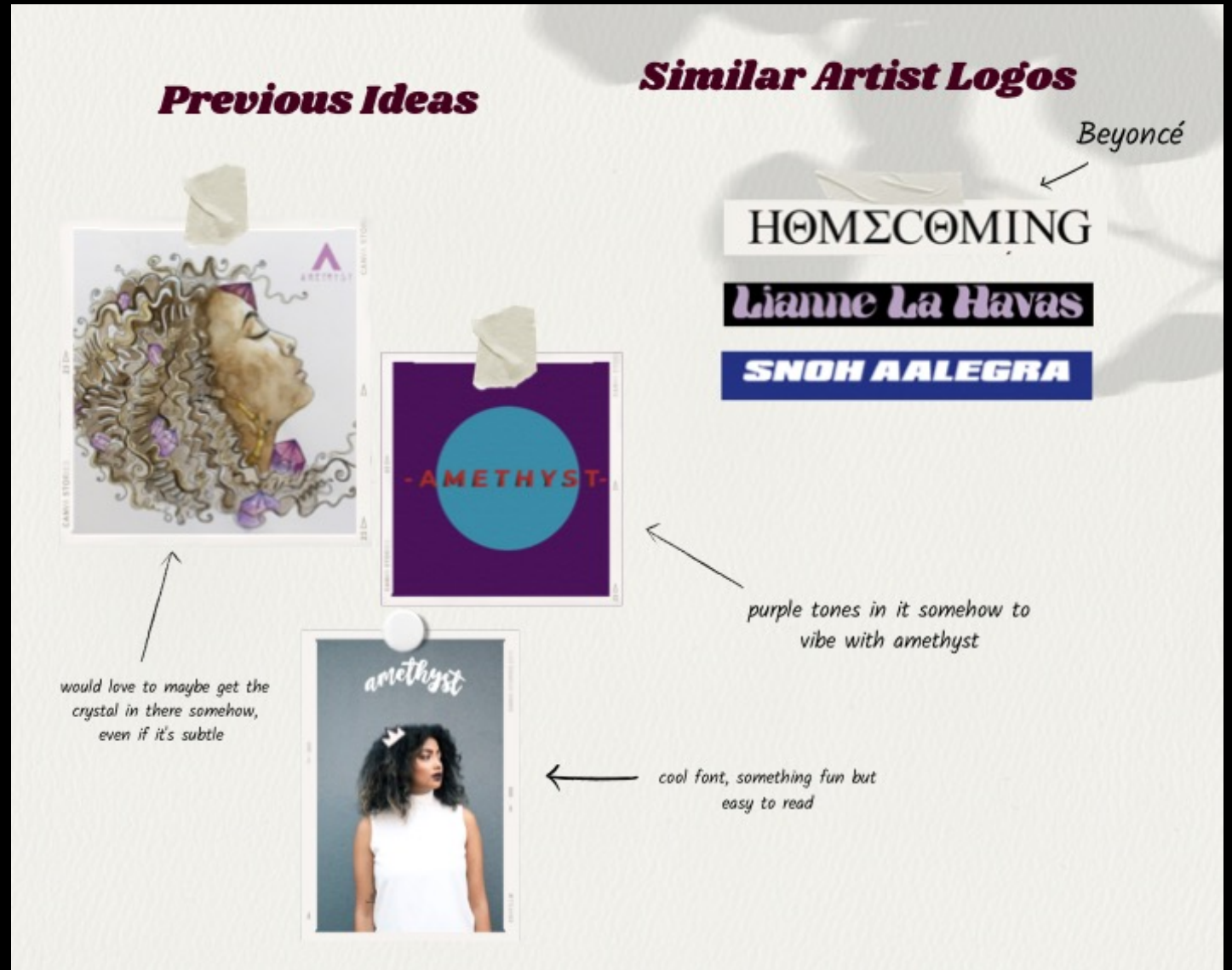
Amethyst Brand Guidelines



Logo Mood Board & Ideas

"Before hours of work are invested in your project, a mood board is a great way to make sure the designer's interpretation of your business fits with your vision." – Bucceri, V. (2020).

Presented here is a mood board which I requested the artist to create to help depict her image of what the logo should look like.



Edwards, A. (2021)

Logo Mood Board & Ideas

Various Ideas and Attempts



could have spacing
between lettering?



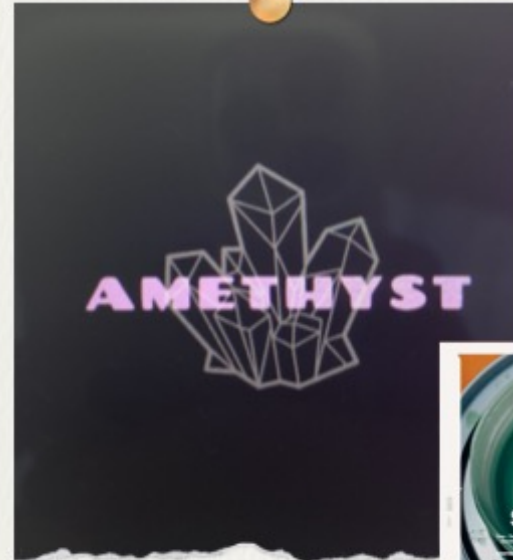
ideally all caps, but lower
case works well in this one

very rough idea with pisces sign



Logo Mood Board & Ideas

Various Ideas and Attempts



really love the font in this image
and the colours, could maybe
have some contrasting colours
like the orange in the image



colour theme, like to include
lilac/lavender in there
somehow



Finalized Logo Concepts

- Daisy Woollard (graphic designer) was employed to help visualize the Amethyst brand.
- This slide showcases the variety of colour schemes due for deployment across multiple marketing mediums.



Figures 1-3 Woollard, D (2021)

All logo and typography designs are Vector Graphics. Aside from being scalable, they are extremely easy to edit and non-resolution dependant, meaning it is extremely easy make edits a very short space of time. Perfect for an artist logo which will be used across many different mediums. *Ooley, A. (2019)*

Colour Palette:



The colour scheme remains true to the colour palette on each draft, and as detailed here there are very subtle colour differences between each.

Primary Logo and Wordmark



Logo inspiration and influence

Amethyst wanted something simplistic, incorporating elements from her star-sign Pisces (the koi fish) and the corresponding birthstone, Amethyst (purple colours).

The type of fish is named the koi-fish, selected for its sophistication and elegance, tying in perfectly with the Amethyst brand.

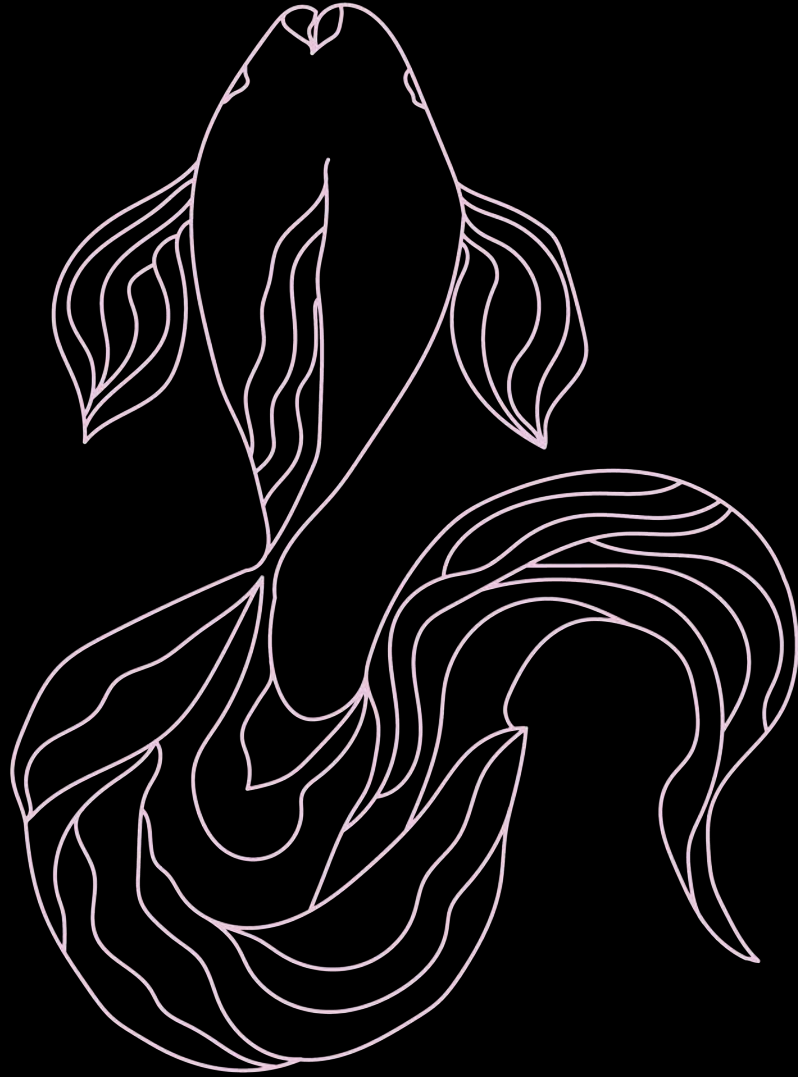
After liaising with Daisy regarding final typographies & colour adjustments the logo and corresponding wordmarks were realised.

Primary Wordmark

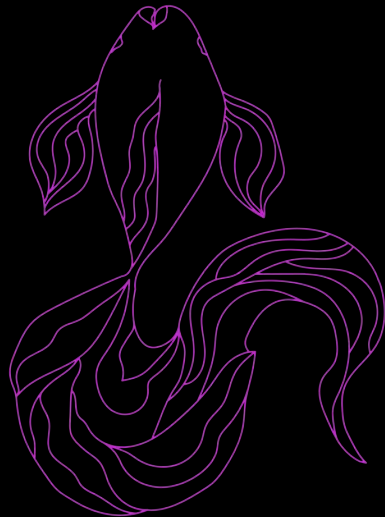
Amethyst

Woollard, D (2021)

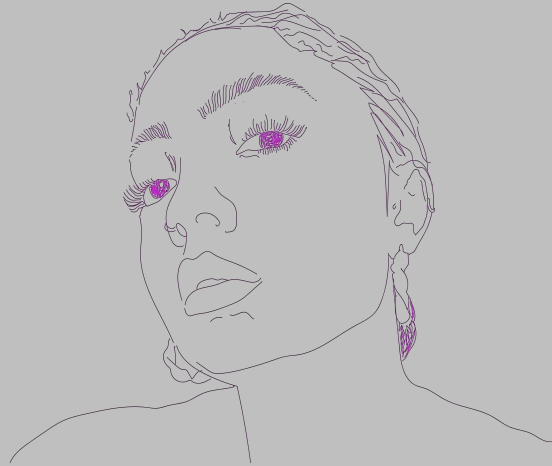
Primary Logomark



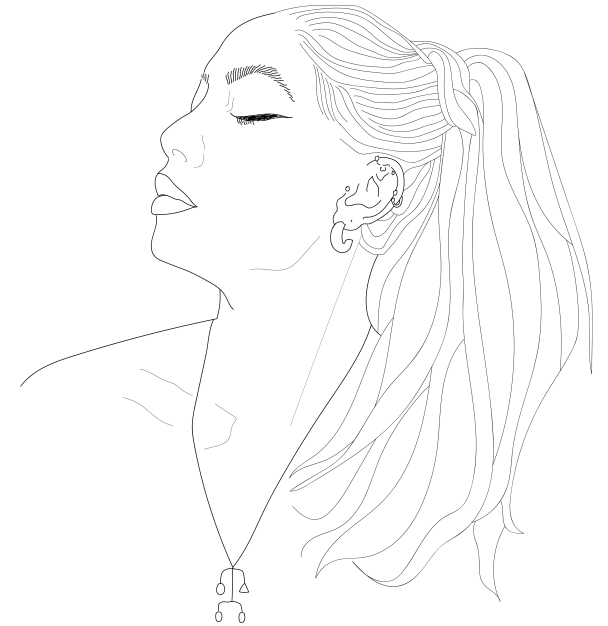
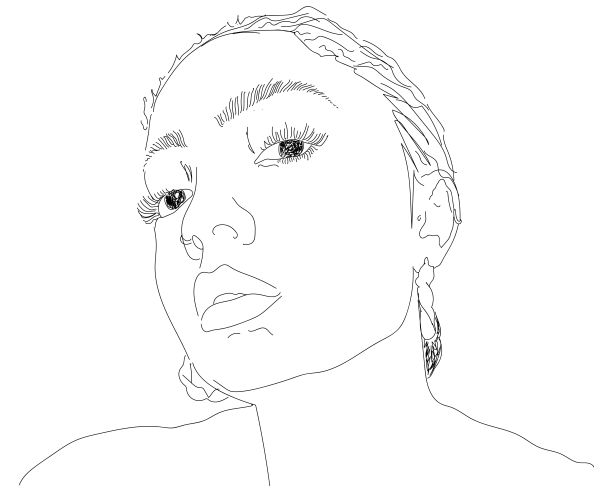
Alternative Logo & Wordmark Designs



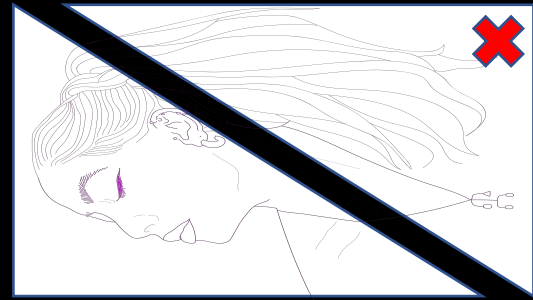
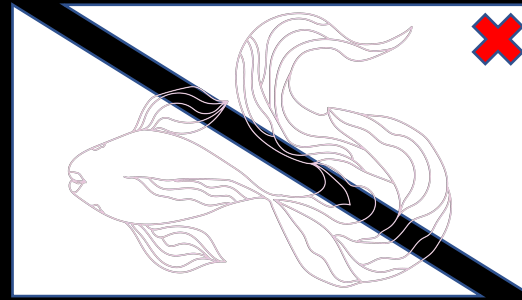
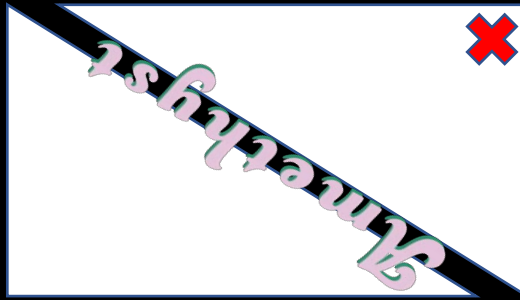
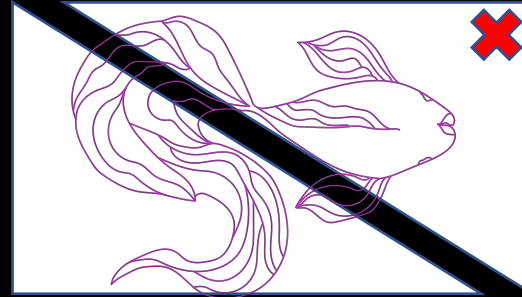
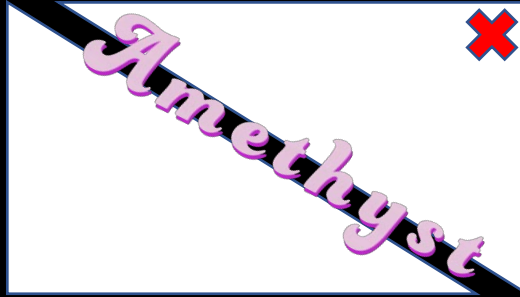
Iconography Drafts



Figures 1-6 Woollard, D (2021)

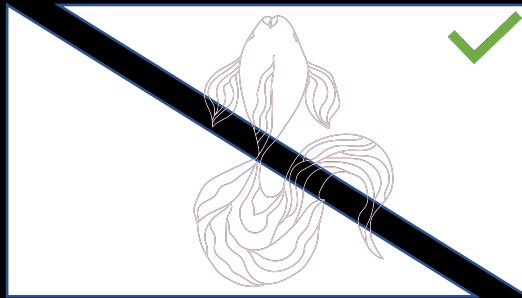


Incorrect Usage



This slide depicts improper use of the Amethyst branding. It is important to convey limitations to publications and tastemakers to ensure consistencies are met across all elements of the marketing campaign.

An incorrect usage page has been presented here further cementing usage guidelines for the Amethyst brand see "Beats Music Brand Guidelines" (Apple Inc, 2014).



**Amethyst
Brand Aesthetic,
Material Release &
Corresponding
Imagery**



Aesthetic – Mood board



- The mood-board to the left depicts some of Amethyst's favorite artists. When deciding upon the Aesthetic for the visual campaign, a selection of her favorite artists have been used to inform the creative direction of her photoshoots.
- Similarities include use of pastel colours, vintage aesthetics, floral ambience and smart clothing.
- Notice particularly with Sade, glamour offset against the pastel-colored clothing and background inspires a memorable image.
- Photoshoots with subtle aesthetic varieties have been undertaken, and each will correspond with a pre-selected single which best represents each individual aesthetic.

Single 1 – ‘Can’t let Go’ - Imagery

Detailed here are the photographs intended for use in correlation with the first single release ‘Can’t Let Go’. The aesthetic for this first release is extremely important as it will be Amethyst’s first commercial release. We want to ensure a strong brand image which exudes class, sophistication and memorability whilst maintaining an element of “cool”.



All images: Barroso, C (2021)

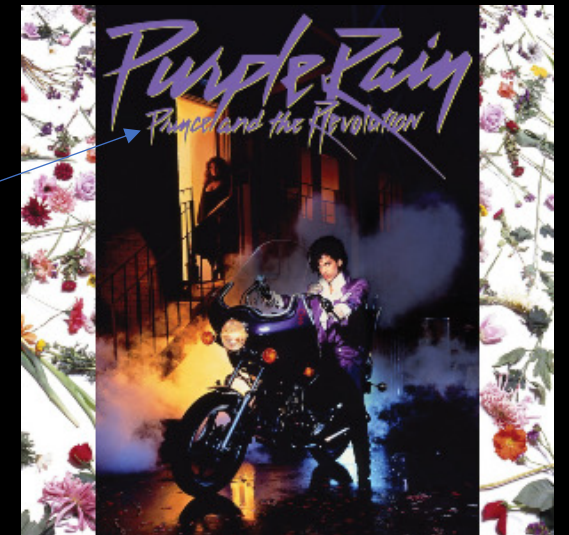
Single 1 – 'Can't let Go' - Artwork



- Depicted to the left are some drafts for the single release.
- The calligraphy is reminiscent of 80s records such as Prince's Purple Rain, exuding class whilst presenting sophistication, further tying in with the Amethyst brand image.



Calligraphy
Inspiration:



Single 1 – 'Can't let Go' – Final Artwork



- Depicted to the left is the final decision for the artwork of 'Can't Let Go'.
- The decision was made to keep it black and white to exude an element of mystique.
- Amethyst brand is bright and colourful, and the promotion associated around it will remain so. Black and white colour scheme for the release adds a vintage aesthetic and evokes a curiosity, a desire to know more.
- The calligraphy is very on brand, and ties in with the classic aesthetic.

Single 2 – ‘Up All Night’ - Imagery

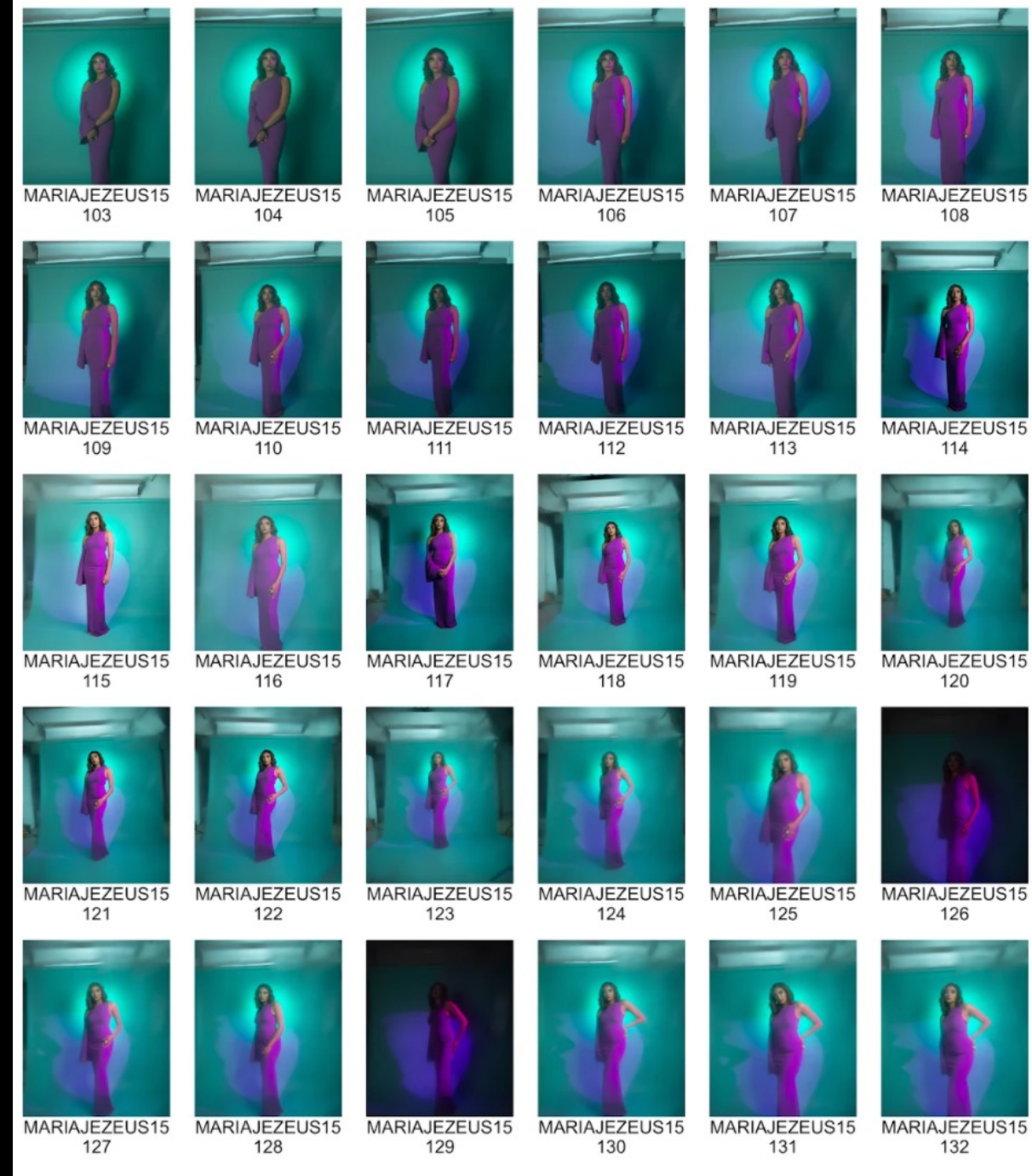
Currently un-edited, the photos to the right showcase the aesthetic for the second release ‘Up All Night’.

To create a cohesive image for the Amethyst brand, a look has been assigned to the ‘Up All Night’ single, still incorporating the elements of class, cool, sophistication and memorability.

They will be used predominantly in association with the ‘Up All Night’ release.

Photos will be used as promotional material, posted to socials, attached to e-mail marketing e-mails uploaded to the Amethyst website and sent to tastemakers for use when covering the release.

Album artwork is still being drafted and is currently unavailable to share.



Single 3 – ‘Get Comfortable’ & E.P – ‘Get Comfortable E.P’ – Imagery – Initial Contact Sheets

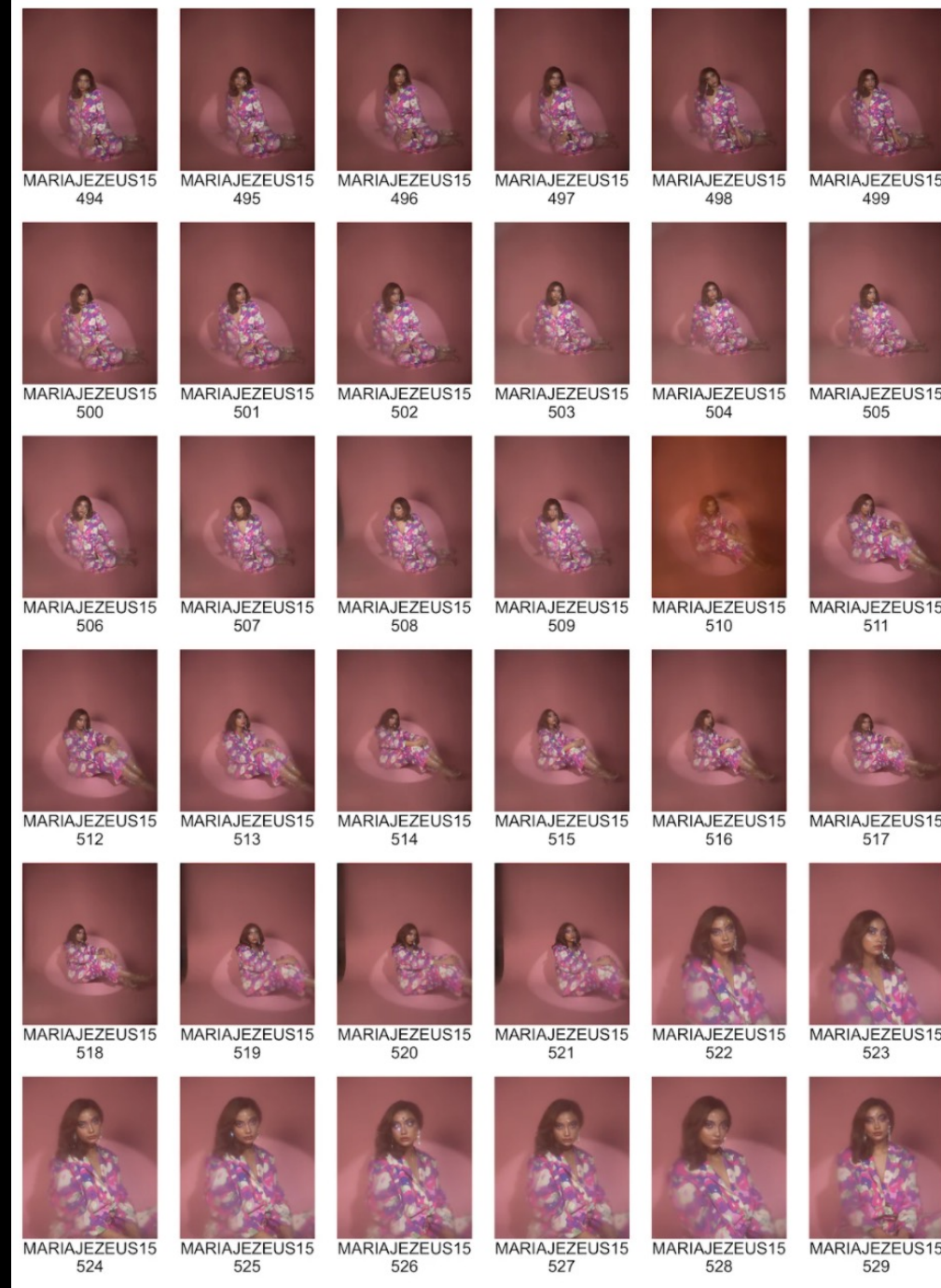
As is the same for the previous single, the photos associated with the look for the ‘Get Comfortable’ Single and E.P are yet to be edited.

Some of the photographs have been attached here to offer an idea for the aesthetic.

The difference here is that the third and final look will remain very similar for the single, and E.P release to show cohesive brand image associated with two assets of the same title.

The same strategic approach will apply when deploying content across the large variety of supportive media such as social media, tastemakers, the Amethyst website, DSPs and e-mail marketing messages.

Album artwork is still being drafted and is currently unavailable to share.



Press Shots

The following slides depict four different looks intended for use in various promotional press, social media, Spotify and other DSPs. This ensures content is constantly being delivered. It is very on brand with the aesthetic for each single and the E.P, and will also provide variety for various promotional mediums.

Look 1



All Images: Jane, A (2021)

Pastel Colour theme present, on brand and showcasing:

- Glamour
- Sophistication
- Class
- Cool

Look 2



All Images: Jane, A (2021)

Press Shots

Look 3



All Images: Jane, A (2021)

Look 4



All Images: Jane, A (2021)

One Sheet

Typography present showcasing the brand.

Amethyst



Powerful press shot with on-brand colours, further solidifying Amethyst's image.

Upcoming releases detailed with on-brand font 'Moontime'.

Upcoming Releases

- 'Can't Let Go' - 16/09/2021
- 'Up All Night' - 21/10/2021
- 'Get Comfortable' - 13/01/2022
- Get Comfortable EP - 03/03/2022

TOUR DATES TO BE
ANNOUNCED SOON!

TBA – encourages recipients to keep an eye on tour dates due for scheduling following asset release.

Shortened, punchy bio to deliver digestible and relevant information.

Artist Bio

Chichester born Amethyst, discovered her love for music by singing along to Disney soundtracks in her living room from age 3 and listening to classical and soca music with her dad on the way to school. However, it wasn't until the age of 16 when she started having singing lessons that music became a serious pursuit. Whilst studying at university Amethyst started writing her own music and performing with other musicians which led her to meet close friends that she still works and performs with now, as well as getting the opportunity to be mentored by Joy Crookes.

"I'm still finding my sound," says Amethyst, "I think it can take us a whole lifetime to really understand ourselves, for so long we've been told to confine to one genre, but I'm inspired by so many different artists I want to show that in my music!" With influences that spread from Ella Fitzgerald, James Brown and Stevie Wonder to Lianne La Havas, Snoh Aalegra and H.E.R. Amethyst's sound has been described as modern R&B/neo-soul production, tied together with a luscious and soothing soulful jazz vocal.

Amethyst's beautiful vocals combined with her unique sound and distinctive look certainly makes her one to watch. With an EP due for release early next year and more singles on the way, we can certainly expect a lot from this young rising star.

Contact: info@amethystmusic.com



Clickable links to all relevant web and social spaces.

EPK

Included here is an Electronic Press Kit created for Amethyst.

Designed primarily for journalists (digital/print), record labels, PR, agents and sync. It features:

- Cover Page
- Long Bio
- Short Bio
- Instruments Played
- Press shot Gallery
- Upcoming Releases
- Quote about what the releases mean to the artist
- Tour Dates (TBA)
- Links to socials/web spaces



EPK – Cover Page

Amethyst - EPK



EPK – Full Bio

Artist Bio

FULL BIO



Born and raised in Chichester, Amethyst discovered her love for music by singing along to Disney songs and listening to classical and soca music. She started learning classical piano and violin at 4 but it didn't stop there. Amethyst then went on to learn drums "just because I was a bit of a tomboy and I wanted to learn something different" she says, whilst also teaching herself clarinet and guitar all by the age of 11.

Music wasn't always the goal. Amethyst's main focus was sport. She was a keen netball player and was on the pathway to play for England. "I always thought that was my route, I loved sport and always thought I would be an athlete or a netball player."

At age 16 she had singing lessons and everything changed. She attended ACM in Guildford where she went on to study vocal performance. Here she collaborated with other musicians, wrote and performed her own songs but most importantly discovered herself as an artist.

"I'm still finding my sound" says Amethyst, "but I think that's what makes me me. For so long we've been told to confine to one genre, but I'm inspired by so many different artists I want to show that in my music!" With influences that spread from Ella Fitzgerald, James Brown and Stevie Wonder to Lianne La Havas, Snoh Aalegra and H.E.R, Amethyst's sound has been described as modern R&B/neo-soul production, tied together with a luscious and soothing soulful jazz vocal.

With an EP due for release later this year, we can certainly expect a lot from this young rising star. Amethyst's beautiful vocals combined with her unique sound and distinctive look certainly makes her one to watch in 2021.

Placeholder image – not for use.



EPK – Short Bio

Artist Bio

SHORT BIO



Born and raised in Chichester, from age 3 Amethyst discovered her love for music by singing along to Disney soundtracks in her living room and listening to classical and soca music with her dad on the way to school. She is an accomplished multi-instrumentalist who plays piano, clarinet, guitar and drums.

From age 16 she attended singing lessons and everything began to change. Amethyst went on to study vocal performance at ACM. It was here that she collaborated with other musicians, started writing and gigging her own songs but, most importantly discovering herself as an artist.

"I'm still finding my sound," says Amethyst, "but I think that's what makes me me. For so long we've been told to confine to one genre, but I'm inspired by so many different artists I want to show that in my music!" With influences that spread from Ella Fitzgerald, James Brown and Stevie Wonder to Lianne La Havas, Snoh Aalegra and H.E.R, Amethyst's sound has been described as modern R&B/neo-soul production, fused with a luscious, soothing and soulful jazz vocal.

With an EP due for release later this year, we can certainly expect a lot from this young rising star. Amethyst's beautiful vocals combined with her unique sound and distinctive look certainly makes her one to watch in 2021.

Placeholder image – not for use.



EPK – Instruments Played

🎵 Instruments Played

Amethyst is an accomplished multi-instrumentalist who plays:

- Piano
- Guitar

Not only an experienced vocalist – Amethyst also utilises Guitar and Piano in her music creation process.

This prowess lends itself to her silky, soulful vocal, providing a timeless and unforgettable listening experience.



EPK – Press Shot Gallery Intro

Press Shots

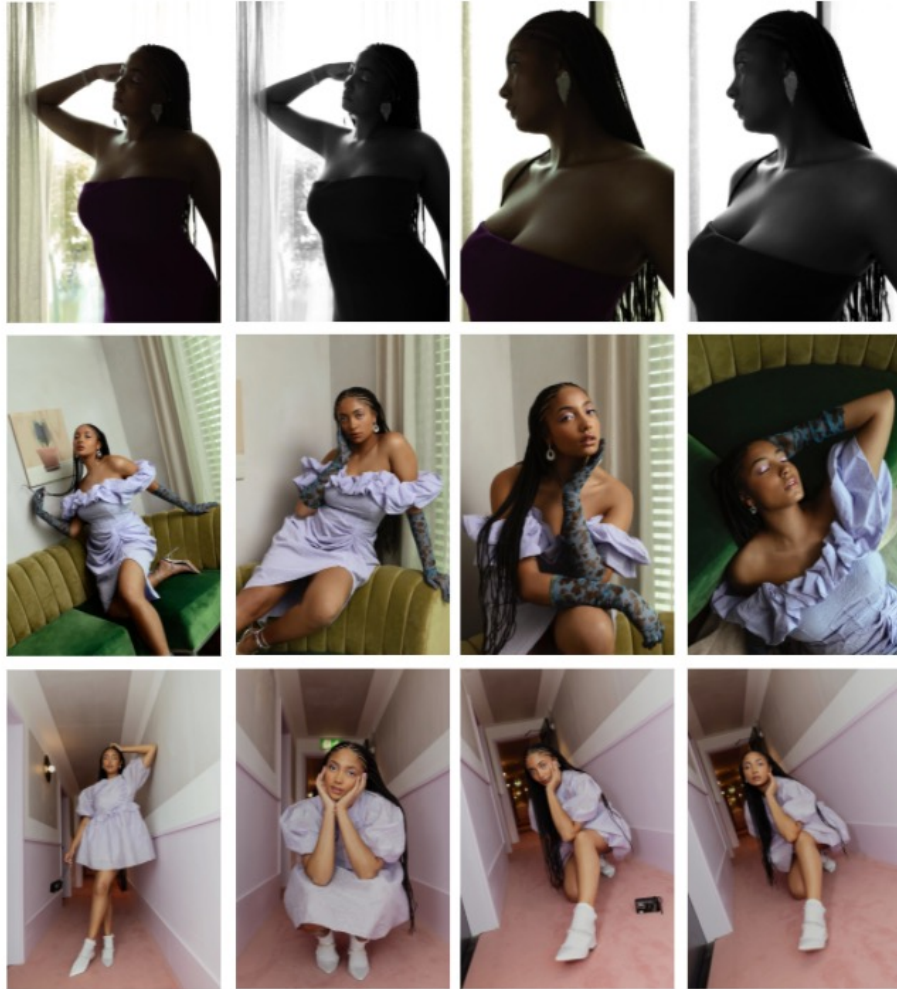


Class, sophistication and elegance.
All essential elements of the Amethyst brand. Her aesthetic is timeless as it is classic.
Take a look...



Placeholder image – not for use.

EPK – Press Shot Gallery 1



Press Shot
Gallery
One



Placeholder image – not for use.

EPK – Press Shot Gallery 2

Press Shot Gallery Two



Placeholder image – not for use.

EPK – Upcoming Releases 'Can't Let Go'

Upcoming Releases

'Can't Let Go' Coming - 16/09/2020



Placeholder image – not for use.

Debut single 'Can't Let go' is coming - 16th of September 2021!

Mixed and mastered by Jordan Timmz and Max Smith at Numen Studios, who have worked with artists such as Dua Lipa, VC Pines and Ady Suleiman, rising British R&B and soul sensation Amethyst's new single will certainly leave you wanting more. With its sultry and enticing vocals, old school R&B production, and a more than funky bassline it's got all the elements that will make you keep pressing repeat.

Single-handedly written, 'Can't Let Go' is a soulful and seductive debut single offering a feeling of empowerment. It approaches notions of loving yourself and the feeling that "someone can't get enough of you because your love is like no one else's."

Very exciting things coming from Amethyst this year.



EPK – Upcoming Releases Continued



Upcoming Releases

22/10/2020 'Up All Night'

14/01/2020 'Get Comfortable'

7/03/2021 'Get Comfortable E.P'

"I think it's been a really long time coming. I spent a long time not knowing exactly who I was or what music I wanted to make! And this music is a culmination of when things started to change for me and meeting some amazing people. I couldn't be more proud of myself for pushing through and actually getting my music out there finally! It's definitely been worth the wait!"

Placeholder image – not for use.



EPK – Upcoming Upcoming Shows

Upcoming
Shows

Amethyst

Tour Dates
to be announced Soon!

EPK – Upcoming Upcoming Shows



Placeholder image – not for use.

/// Contact & Socials



amethyst.info@yahoo.com



@amethystmusiccc



@amethystmusiccc



<https://amethystmusic.co.uk>



Amethyst Advertising, Social Media & Release Strategy



Advertising

During the course of the campaign, multiple mediums will be used for advertising in correspondence with each release.

Advertising will include the following:

- Social Media Campaigns Inclusive of:

- Photo & video posts
- Daily story updates
- Teaser content
- BTS (Behind the Scenes) content

- Spotify Banners
- Print & Digital Press Acquisition
- Digital Press exclusive Premieres
- Sponsored Posts

Amethyst's website currently under construction.

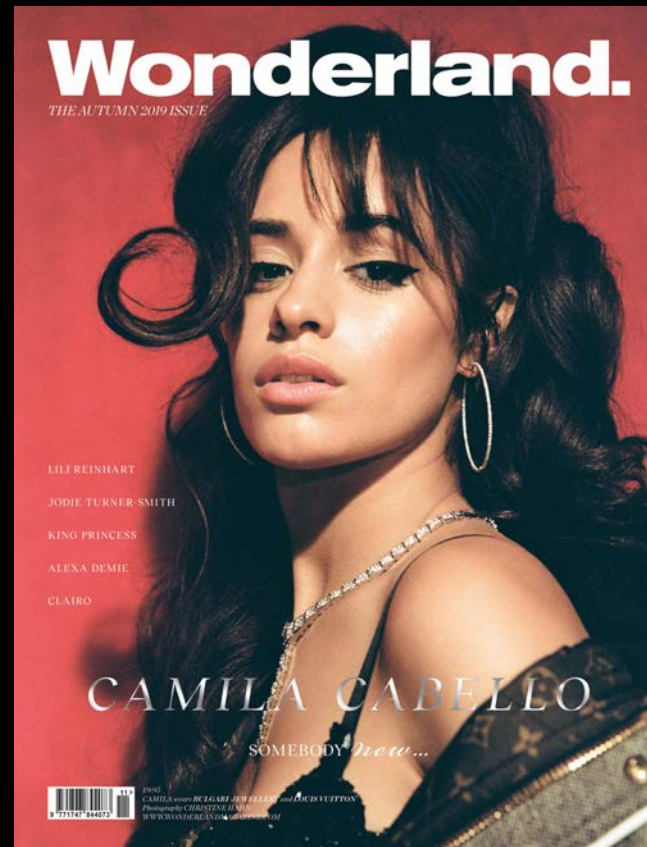
Once published it will contain a 'learn more' button on the landing page, directing users to a form to fill in their e-mail address. This will be linked to a Mail Chimp account to further push all releases via E-mail Marketing.

Music videos will be created for two singles:

- Up All Night
- Get Comfortable

This will serve as additional promotional material to be pushed via socials and YouTube.

*(See Appendices - a list of tastemaker publications, names of the journalists and their preferred coverage content has been listed to secure the most relevant press acquisition.)



Hahn, C, (2019)



Social Media Analysis - Instagram

Follower Count: 983

Current Strategy

Daily:

- Story posts
- BTS content when modelling
- Posts infrequent prior to releases

Weekly:

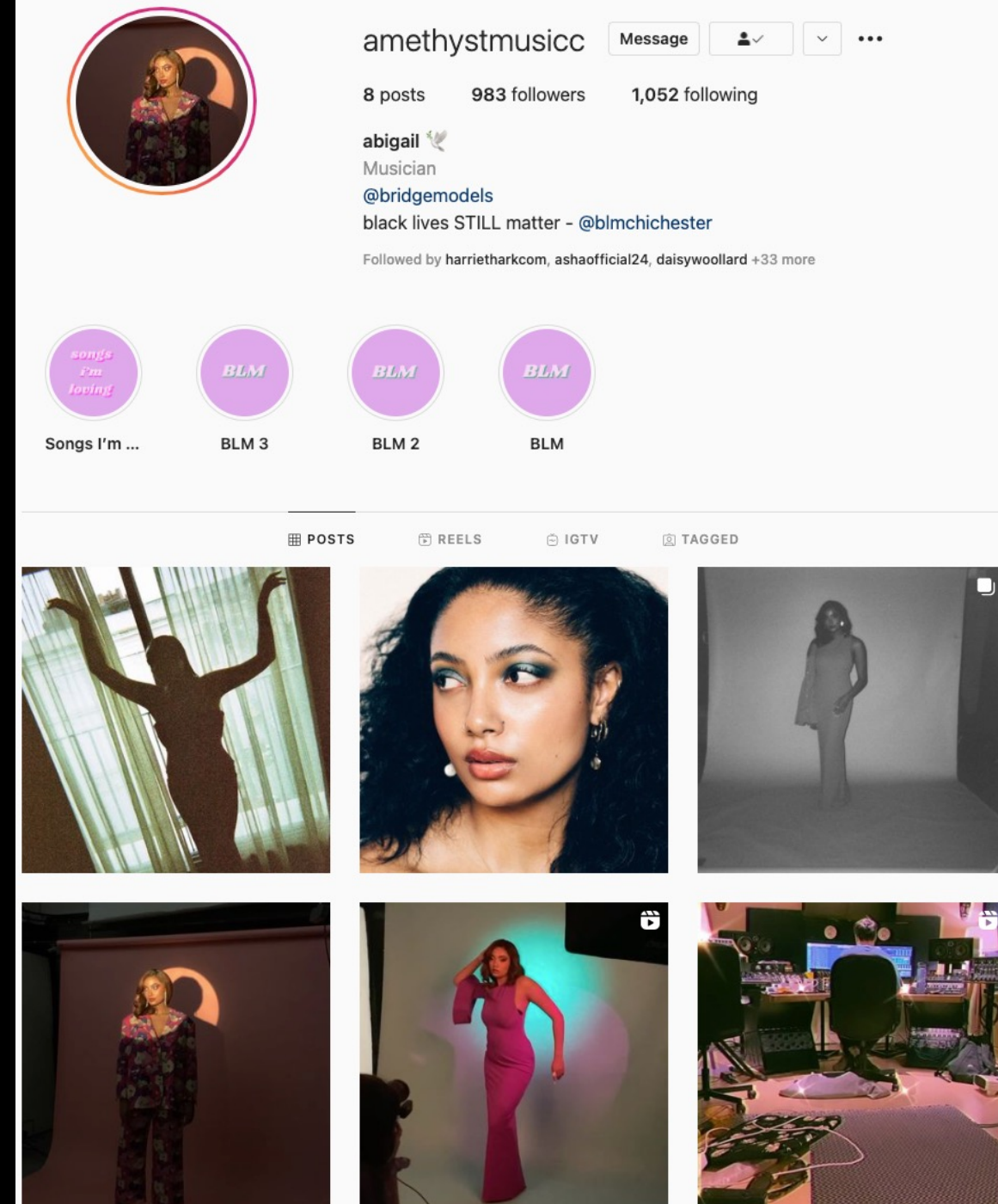
- Story Highlight: 'Song's I've Been Listening to This Week'.
- Snippets of performances.

Monthly:

- 'Go-live' with a cover, or upload to IGTV.

A detailed strategic approach for social media will be included in the release strategy, in the coming slides.

In line with the campaign goals, we are anticipating a follower growth of above 200%.



Social Media Analysis - Facebook

Follower Count: 1

Current Strategy

This Facebook page has been created to aid Amethyst's presence and tap into a market comprising of a slightly older active age demographic. - Statista. (2021).

Currently nothing is being posted to this Facebook page, however this will change a couple of weeks prior to campaign start

Strategy prior to campaign timeline commencement

Daily:

- Story Posts Daily.
- BTS Content when modelling.
- Posts infrequent prior to releases.

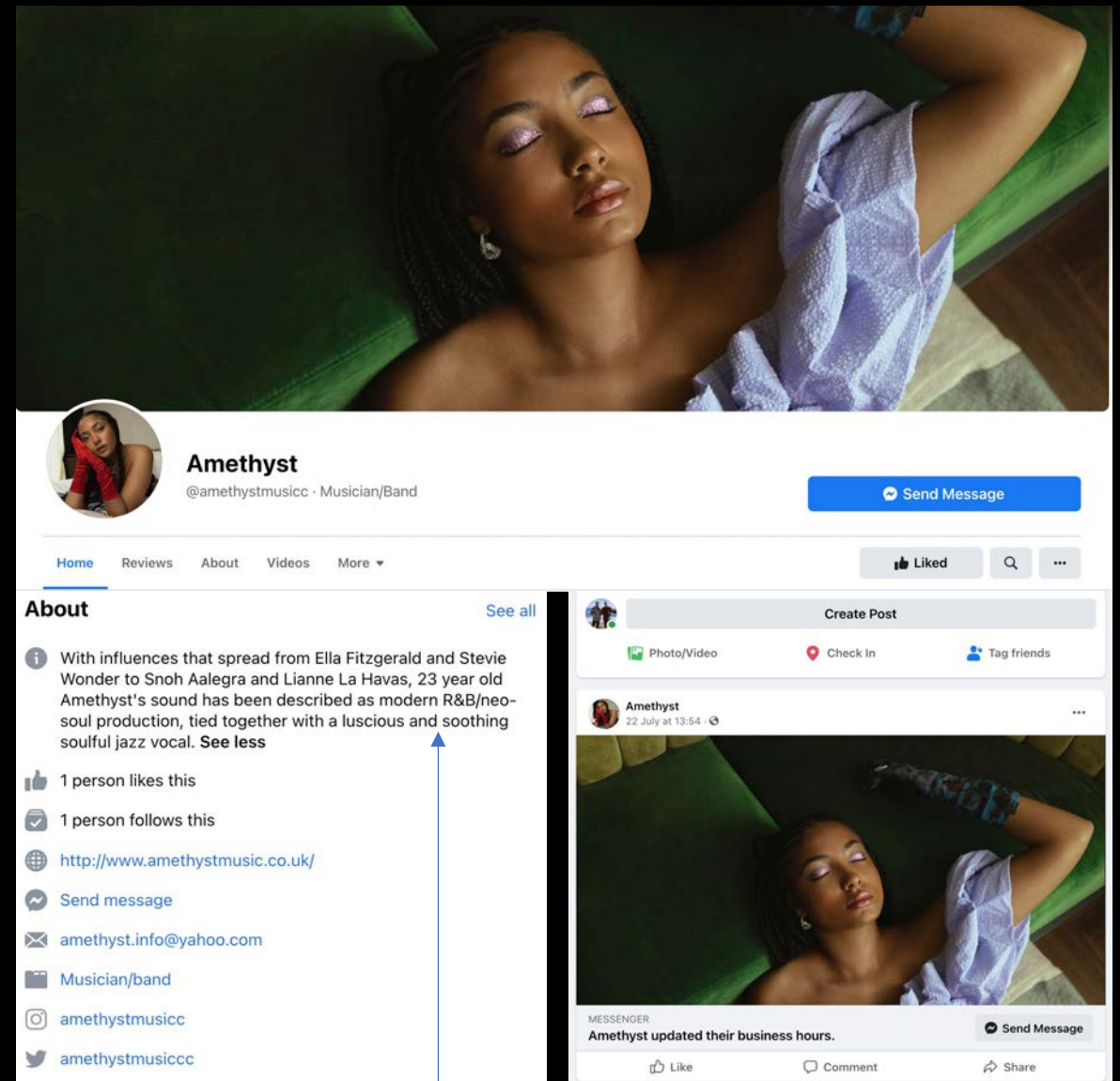
Weekly:

- Story Highlight: 'Song's I've Been Listening to This Week'.
- Snippets of performances.

Monthly:

- 'Go-live' with a cover, or upload as a video.

We are anticipating a much higher follower growth on Facebook following release, of 2,000 unique 'likes' and above.



Even shorter, punchier bio showcasing only the most important information in a digestible manner.

Release Strategy – Key Date Overview

The campaign for all of Amethyst's upcoming releases will include:

- 1) Debut Single – "Can't Let Go" – 16/09/2021
- 2) Second Single – "Up All Night" – 21/10/2021
- 3) Third Single – "Get Comfortable" – 13/01/2022
- 4) E.P – "Get Comfortable E.P" – 03/03/2022

Amethyst



Release Strategy – All Releases

Weeks 1-2

- Target digital and print press to acquire tastemaker support prior to the release of each single (please see the attached appendix).
- Pitch to Spotify to acquire a home-page banner

Weeks 2-4

Large scale teaser content push via socials, amethyst's website, and her e-mail marketing campaign, inclusive of:

- Press Shots
- Teaser Videos
- Suggestive Story Posts
- Captivating Copy (E-Mail Marketing/Website/Social Captions).

Week 4 (Release Dates)

Premiere with specified tastemakers for each release shared via:

- Socials
- Amethyst Website
- E-mail Marketing
- (Variable – Music Video Premieres on Singles 2 & 4)
- Along with the E.P release there will be a music video to accompany "Get Comfortable"

Weeks 4-8

Share the following via socials, website, and e-mail marketing:

- Additional tastemaker support
- Press shots
- Radio Playlist Acquisition
- Spotify Playlist Acquisition

*(Specific to the E.P release, there will be a considerably stronger push acquiring tastemaker support).

8 Week Strategy .

The Campaign for each single will run for a total of eight weeks inclusive of four weeks either side of each release date to providing ample time to acquire all promotional material surrounding each release, generate hype and execute aftercare.



Radio Support

Following the release of each of the assets, the following radio stations are recommended to contact in an attempt to secure playlist acquisition. This will tap into the mass market and allow Amethyst's Music to be heard nationally.



Radio 1 Xtra Playlist – Will offer daily plays on air across multiple shows on the station.



Get In Her Ears, is a Soho-based radio station promoting and supporting women and non-binary people in music. They have excellent core values of which Amethyst greatly supports.



BBC Radio 2 – Trevor Nelson's weekly show on a Thursday. Trevor picks the best in soul music. As Amethyst's genre is classed as neo-soul, this will be another excellent market for her to acquire some additional support from.



Amazing Radio – the Thomas Little Show every Tuesday at 7-9PM. Thomas searches the internet every month and showcases the best new neo-soul, jazz and psychedelia. Amethyst falls into the neo-soul genre, this will undoubtedly provide an excellent listenership to garner additional support.



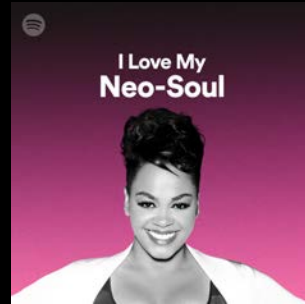
Reprezent Radio – Femi Koleoso show. Every Saturday between 6-8PM.

"Femi journeys through music of all genres and all eras through the decks. Every one of his sets is a journey of vibes, bpm's, current selections and rare throwbacks. Every Saturday 6-8 PM." – Reprezent Radio (2021).



Radio One – Future sounds show, Mon-Fri 6PM-8PM. Showcasing new music and talent in the UK. Following the departure of Annie Mac from Radio One, the host is currently on a rotational basis.

Spotify Playlist Support



Curated by: Spotify
Followers: 194,753



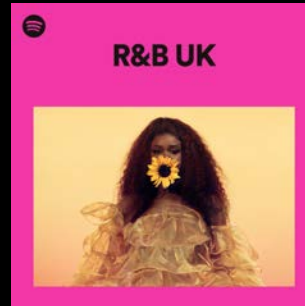
Curated by: Spotify
Followers: 378,901



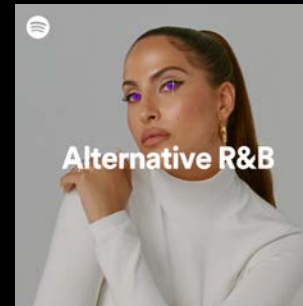
Curated by: Spotify
Followers: 2,145,172



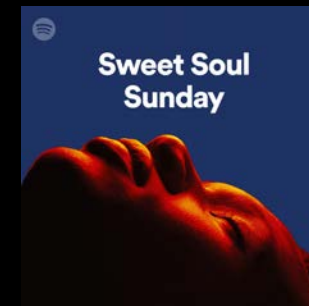
Curated by: Spotify
Followers: 3,779,738



Curated by: Spotify
Followers: 102,450



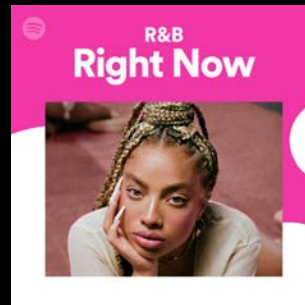
Curated by: Spotify
Followers: 1,090,069



Curated by: Spotify
Followers: 490,880



Curated by: Spotify
Followers: 5,694,879



Curated by: Spotify
Followers: 339,416



Curated by: Jonny Dodds
Followers: 3,836



Curated by: Johan
Carlo Olsson
Followers: 1,887



Curated by: Escapetracks
Followers: 7,162

Pictured here are multiple Spotify playlists which are recommended for targeting to acquire additional support for Amethyst's releases.

Social Media Strategy – All Releases

Two weeks prior to the release of the release of each single, teaser content will be released and uploaded frequently. Content will be made available via Facebook and Instagram.

This will include:

Daily/Pre-release

- *Press Shots*– relevant to the release with the previously established aesthetic.
- *Teaser Videos* – conceived two weeks prior to the social campaign start, with relevant branding ensuring a cohesive aesthetic.
- *Suggestive Story Posts* (multiple times per day) – engaging fans and activating them to interact with Amethyst's content.

Release day

- *Sharing single premieres to socials* (paid promotional posts).
- *Frequently posting stories* showing fan engagement and reaction.
- *Personal reaction to the support.*
- *E-mail marketing push with links to track.*

Post-release

- *Sharing additional tastemaker support on the previously specified dates.*
- *Daily press shot posts.*
- *Continual story posts* engaging fans.
- *Sharing all radio playlist acquisition and engaging fans.*
- *Sharing all Spotify playlist acquisition and directing fans to listen via DSPs.*
- *Further fan reaction and support.*

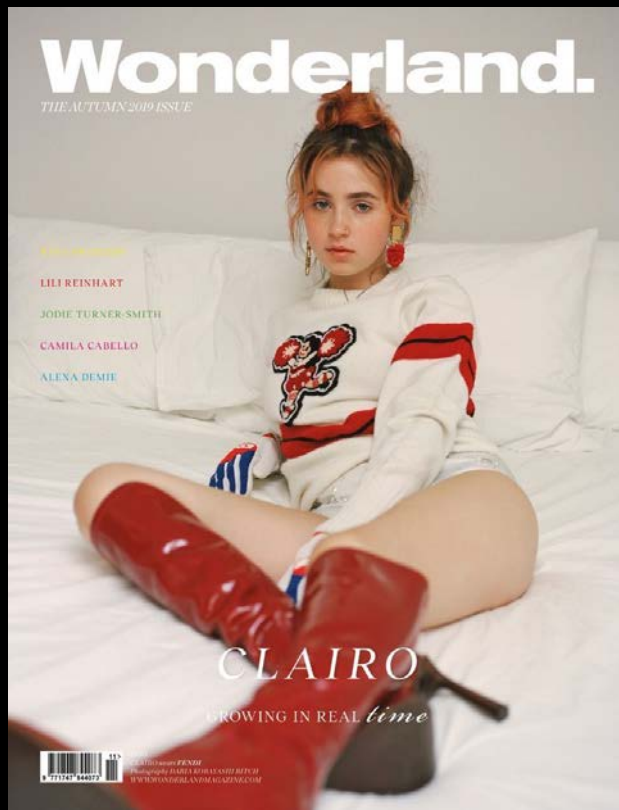
Note: teaser, premieres and post-release content will be pushed via paid advertising on Facebook and Instagram.

Example Post:



Tastemaker Support - Premieres

'Can't Let Go' Exclusive Premiere: Wonderland Magazine – Release Day 16/09/2021.



Alannah Asiedu, E. (2021).

Owing to Amethyst's employment as a model, Wonderland is a perfect accompaniment for her premiere. Tapping into the art/culture/fashion and music markets – Chioma Ezeh is the perfect journalist to write Amethyst's premiere.

'Up all Night' Exclusive Premiere: The Line of Best Fit – Release day – 21/10/2021.



The Line of Best Fit. (2021)

An excellent acquisition for a premiere, The Line of Best Fit. It is an independent online website specialising in new music. Perfect for a second release after Amethyst has garnered additional following after the release of her first single. Matthew Kent is a prominent journalist for the site, and reviews a wide variety of artists.

'Get Comfortable': The Fader Magazine – Release day – 13/01/2022.



Gilford, L. (2021)

The Fader Magazine covers: Music, Style, Culture, and Video. This is a perfect acquisition for Amethyst, again incorporating fashion and culture into her music reviews. It has a wide-spread readership globally, and appeals to many demographics.

'Get Comfortable E.P': Clash Magazine – 03/03/2022.



Borough, J. (2021)

Clash is a huge publication in the UK and is becoming ever-more well known across international waters. It would be a huge acquisition for Amethyst to premiere her debut E.P. Solely dedicated to music with a huge readership, the reach could be huge.

Additional Recommended Marketing Areas

In addition to the areas discussed, there will also be a push on the following areas to acquire more lead generation and push Amethyst's music and brand even further:

- Live Performances
- Synchronisation
- Merchandise

Including live performances in between each release, it will help the brand grow and provide additional content to share whilst promoting each asset. Selling merchandise at said events will generate further revenue and increase advertising opportunity.

Synchronisation to large scale television shows will allow for further reach and enhance the outreach to additional tastemakers and fans alike.



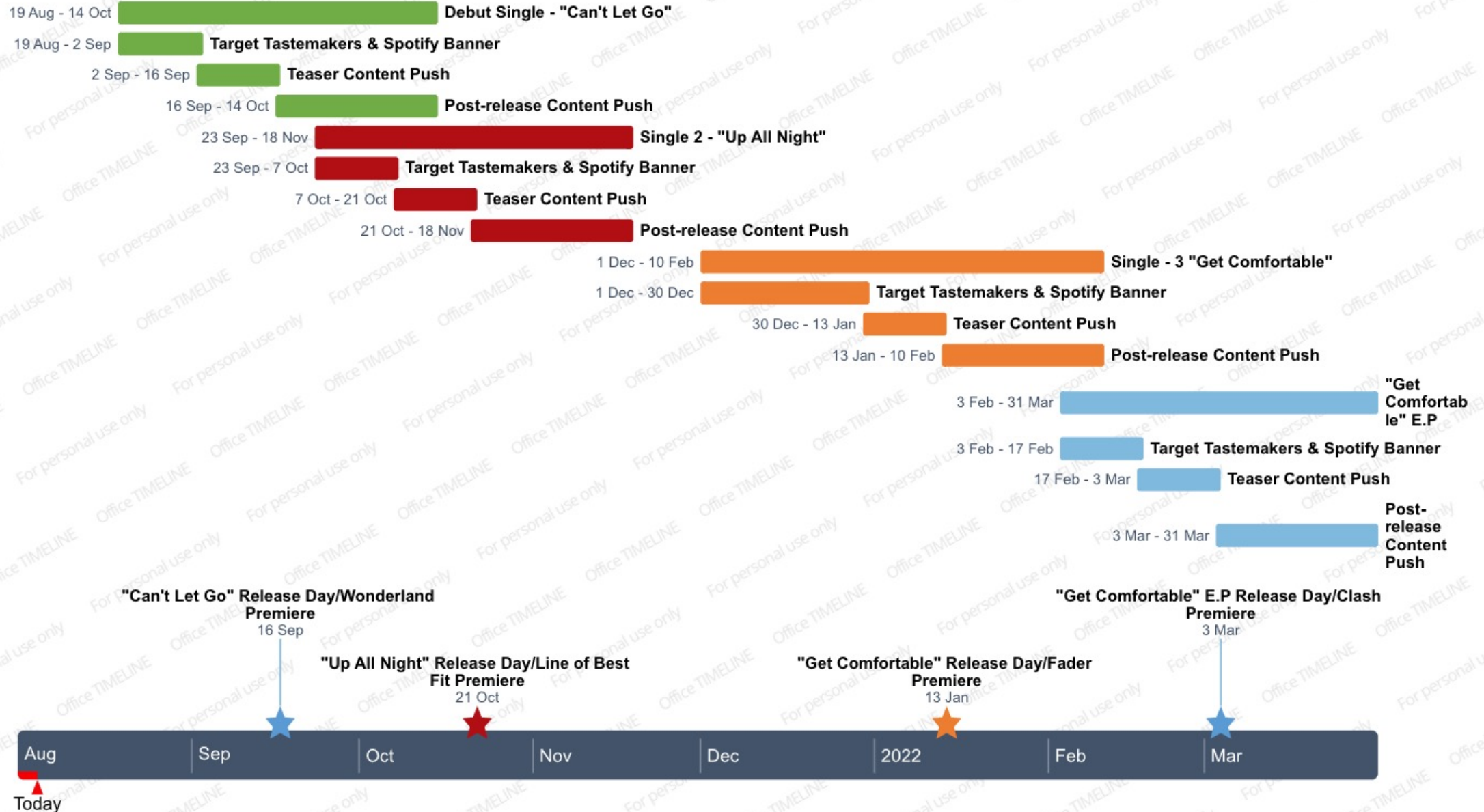
Budget & Project Management Timeline



Campaign Budget

Item Description	Cost
Logo & Iconography	£150.00
Photo Shoot 1 & Edits	£250.00
Photo Shoot 2 & Edits	£250.00
Photo Shoot 3 & Edits	£250.00
Press Shot Photo Shoot & Edits	£250.00
Music Video “Up All Night”	£1,000
Music Video “ Get Comfortable”	£1,250
Social Media Sponsored Posts	£850.00
EPK Creation	£200.00
One Sheet Creation	£100.00
Marketing Consultancy Fee (8 Months)	£8,000.00
<u>Total Cost:</u>	£12,550.00

Amethyst Releases Project Management Timeline



Bibliography

1) Alarnah Asiedu, E. (2021). *Wonderland Magazine Cover – Rachel Chinouriri*. [Online] Available at: <https://www.wonderlandmagazine.com/2021/05/06/rachel-chinouriri-spring-21-issue/>. Last Accessed: 30th July 2021.

2) Apple Inc. (2014). *Beats Music Brand Guidelines*. Available: <https://static.brandingstyleguides.com/2020/06/Beats-Music.pdf>. Last accessed 19th July 2021.

3) Awbi, A. (2019). *How to promote yourself as a new artist: the EPK*. Available: <https://www.prsformusic.com/m-magazine/features/how-to-promote-yourself-as-a-new-artist-the-epk/>. Last accessed 2nd June 2021.

4) Barroso, C. (2021) – *Amethyst single & E.P Photoshoot* (Unpublished) – Link to previous work available: <https://www.instagram.com/claraxbarroso/>. Last accessed 3rd August 2021.

5) Bryan, R. (2018). *The Importance of Marketing Goals and Objectives for Business Success*. Available: <https://www.rcbryan.com/importance-of-marketing-objectives-and-goals/>. Last accessed 16th July 2021.

6) Bucceri, V. (2020). *What Is a Mood Board and Why Are They Important?*. Available: <https://vanessabucceri.com/what-is-a-mood-board-and-why-are-they-important/>. Last accessed 16th July 2021.

7) Boroughs, J. (2021) – *Clash Magazine Cover – Arlo Parks*. [Online] Available at: <https://theclashshop.com/collections/latest-issues/products/issue-117-arlo-parks>. Last accessed: 3rd August 2021.

8) Cornell, K. (2018). *BUILDING A ONE-SHEET? USE THIS CHECKLIST*. Available: <https://www.tunecore.com/blog/2018/06/building-a-one-sheet-use-this-checklist.html>. Last accessed 27th May 2021.

9) Cornell, K. (2018). *5 MUST-HAVES FOR YOUR ARTIST BIO*. Available: <https://www.tunecore.com/blog/2018/07/5-must-haves-for-your-artist-bio.html>. Last accessed 16th July 2021.

10) Dork Magazine. (2020) – *Arlo Parks Dork Cover Photo* [Online] Available at: <https://readdork.com/magazine/september-2020-arlo-parks/>. Last Accessed 2nd August 2021

11) Edwards A. (2021) – *Logo Mood board– (Unpublished)*.

12) Gaid, A. (2019). *12 GREAT EXAMPLES OF BRAND GUIDELINES (AND TIPS TO MAKE YOUR OWN)*. Available: <https://www.oberlo.co.uk/blog/brand-guidelines>. Last accessed 16th July 2021.

13) Gilford, L. (2020). *The Fader Magazine Cover – Normani - Issue 119*. (Online) – Available at: <https://www.thefader.com/2019/12/05/normani-cover-story>. Last Accessed 3rd August 2021.

14) Hahn, C. (2019). *Wonderland Magazine Cover Photo*, [Online] Available at: <https://www.wonderlandmagazine.com/2019/08/23/camila-cabello-autumn-19-cover/>. Last Accessed: 30th July 2021.

15) Jane, A. (2021) – *Amethyst Press Shots, Looks 1-4 (Unpublished) – Link to previous work available:* https://www.instagram.com/stories/alisejane_photo/2621357157466376427/. Last Accessed: July 25th 2021.

16) Kealey, M. (2015). *The 8 things that should be in every band's electronic press kit*. Available: <https://bandzoogle.com/blog/the-8-things-that-should-be-in-every-band-s-digital-press-kit>. Last accessed 27th May 2021.

17) Kovalenko, I. (2021). *Brand Awareness KPIs. How to Measure and Optimize Campaigns Towards Them*. Available: <https://smartyads.com/blog/brand-awareness-kpi/>. Last accessed 15th July 2021.

18) Merrihew, M. (2017). *The Importance of Setting SMART Goals*. Available: <https://www.hydratemarketing.com/blog/the-importance-of-setting-smart-goals>. Last accessed 16th July 2021.

19) Ooley, A. (2019). *V is for Vector: Why You Need a Vector Logo for Your Brand*. Available: <https://www.logomaker.com/blog/2019/03/27/vector-logo-image/>. Last accessed 16th July 2021.

20) Occhino, L. (2017). *9 Tips for Creating a Killer Artist One Sheet*. Available: <https://www.awal.com/blog/9-tips-for-creating-a-killer-artist-one-sheet>. Last accessed 27th May 2021.

21) Reprezent Radio. (2021). *Femi Koleoso*. Available: <https://www.reprezent.org.uk/#/shows/femi-koleoso>. Last accessed 2nd August 2021.

22) Roth, D. (2020). *HOW TO MAKE AN EPK (THAT BLOWS THE PRESS AWAY)*. Available: <https://www.musicianonamission.com/how-to-make-an-epk/>. Last accessed 27th May 2021.

23) Roux, S (2021) – *Amethyst Aesthetic Mood board*. (Unpublished).

24) Roux, S & Edwards A. (2021) – *Amethyst One-Sheet*. (Unpublished).

25) Slenzak, R. (1984) *Purple Rain Album Cover*. [ONLINE]. Available at: [https://en.wikipedia.org/wiki/Purple_Rain_\(album\)#/media/File:Princepurplerrain.jpg](https://en.wikipedia.org/wiki/Purple_Rain_(album)#/media/File:Princepurplerrain.jpg) [Accessed 15 July 2021].

Bibliography

26) Statista. (2021). *Distribution of Facebook users worldwide as of April 2021, by age and gender*. Available: <https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/>.
Last accessed 29th July 2021.

27) The Line of Best Fit. (2021) – *The Line of Best Fit Logo*. (Online) Available at: <https://soundcloud.com/bestfitmusic>.
[Last accessed: 3rd August 2021]

28) Woollard, D. (2021) – *Amethyst Logo, Typography & Iconography* (Unpublished).

Additional Sources:

Radio

- <https://www.bbc.co.uk/schedules/p00fzl8v>
- <https://www.bbc.co.uk/schedules/p00fzl64>
- <https://www.reprezent.org.uk/>
- <https://getinherears.com/category/radio/>
- <https://www.bbc.co.uk/programmes/b006wkh9>
- <https://amazingradio.com/>
- <https://amazingradio.com/playlist>

Spotify Playlists

- <https://open.spotify.com/playlist/37i9dQZF1DX8MbMfAHb8U0>
- <https://open.spotify.com/playlist/37i9dQZF1DX44dZ4p5QLf4>
- <https://open.spotify.com/playlist/37i9dQZF1DX2UgsUIg75Vg>
- <https://open.spotify.com/playlist/37i9dQZF1DX4JAvHpiipBk>
- <https://open.spotify.com/playlist/37i9dQZF1DX942d1NzGgzk>
- <https://open.spotify.com/playlist/37i9dQZF1DWSfMe9z89s9B>
- <https://open.spotify.com/playlist/37i9dQZF1DX7QC1DnNqj3m>
- <https://open.spotify.com/playlist/37i9dQZF1DX4SBhb3fqCJd>
- <https://open.spotify.com/playlist/37i9dQZF1DX2WklBRaChxW>
- <https://open.spotify.com/playlist/11zyna8jJATgwIFe3Lq1kK>
- <https://open.spotify.com/playlist/0jieZjlc7Yg1wKoDkRWnk4>
- <https://open.spotify.com/playlist/6mPQGER86aHRACvTV4oRAn>