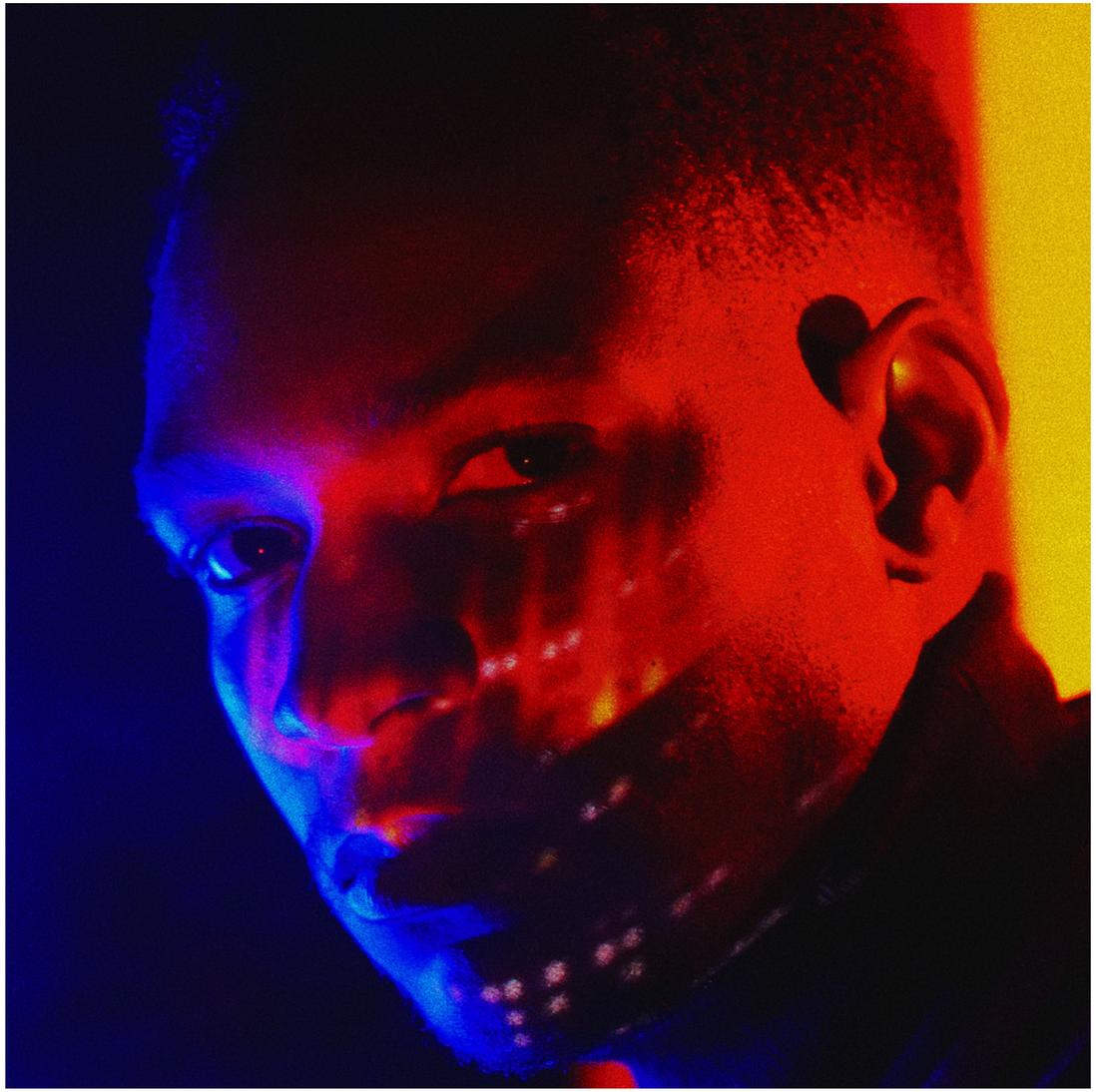
# KLUSTONE



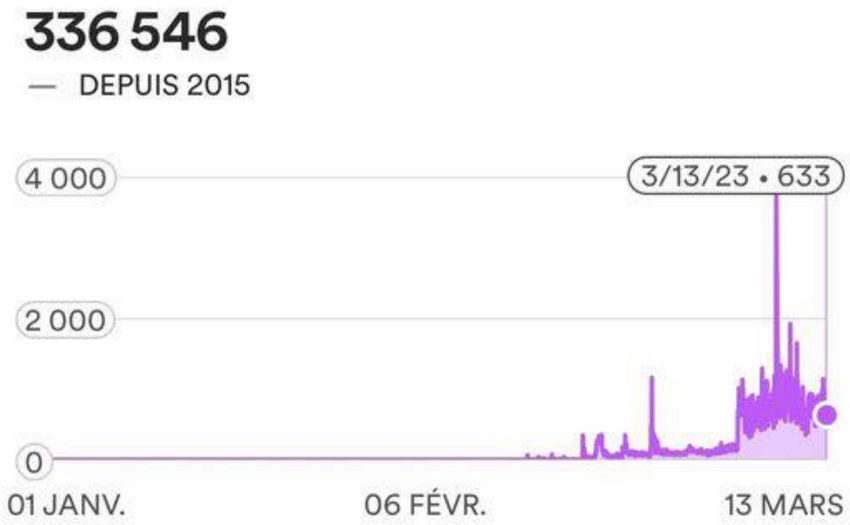
# KLUSTONE

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.



# Current Statistics

- **6 Singles out**
- **2 EP's**
- **336 546 streams on Spotify**
- **828 followers on Instagram**
- **12,508 monthly Spotify listeners**
- **114 689 views on YouTube**




(Spotify for artists, 2023)

# Current Statistics

## Curators and Listeners playlists

| | | | |
|---|---|---|---|
| Five Minutes Past Midnight | Emotional Techno | whatamidoing | 11,006 |
| Five Minutes Past Midnight | Deep House - New & Trending with Runnin... | EDM Charts | 6,992 |

## Editorial Playlists

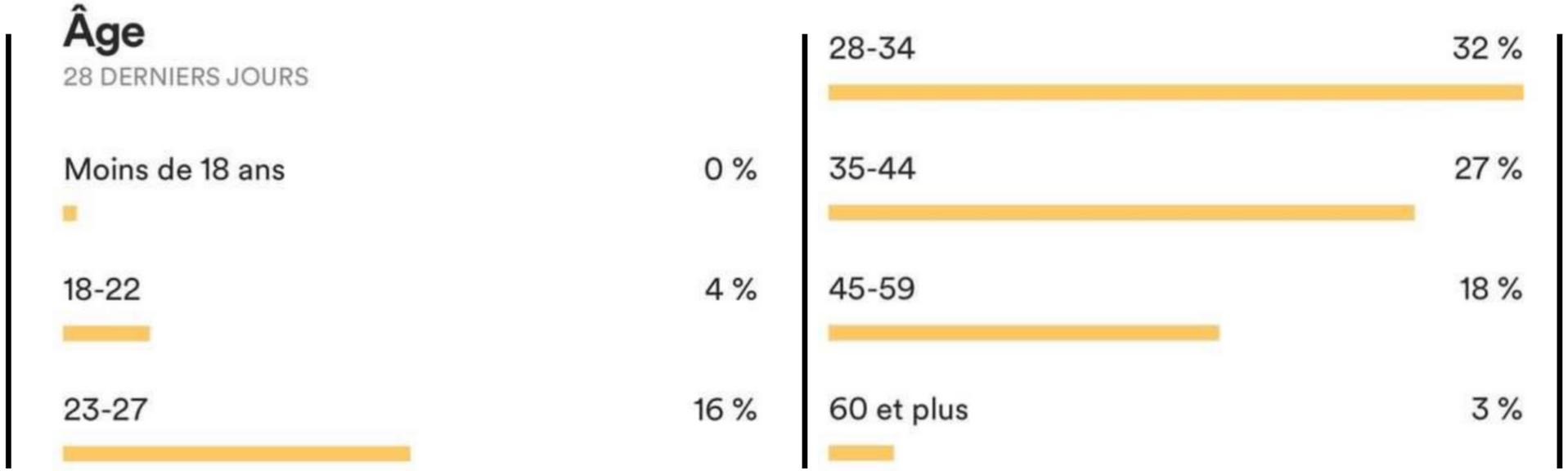
| | | | |
|---|---|---|---|
| Five Minutes Past Midnight | Deep House Blend | Spotify | 560,658 |

75% of our monthly listeners

(SoundCharts, 2023)

# Demographics

**AGE:** 75% of the listeners are between 23 and 44 years old.




*Last 28 days

(Spotify for artists, 2023)

# Demographics

**GENDER:**

- 71% Men
- 25% Women
- 4% Other

*Last 28 days




(Spotify for artists, 2023)

# Demographics

## Location:

- North America
- Europe

60% of our Audience are from North America.

*Last 28 days

| 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 |

(Spotify for artists, 2023)

# Demographics

## Location (Cities)



*Last 28 days

| 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 |

(Spotify for artists, 2023)

# Demographics

**Ethnic background:**
All

**Income level:**
20 000£ to 100 000£ per year

**Education level:**
University Students to Professionals

**Occupation:**
students, young professionals/graduates, professionals

# Psychographic



**Personal Characteristics**

Very social

**Lifestyle**

DJ-ing Party scene, spending time with friends in clubs and bars.

**Attitudes**

Creative individuals. Open Minded.

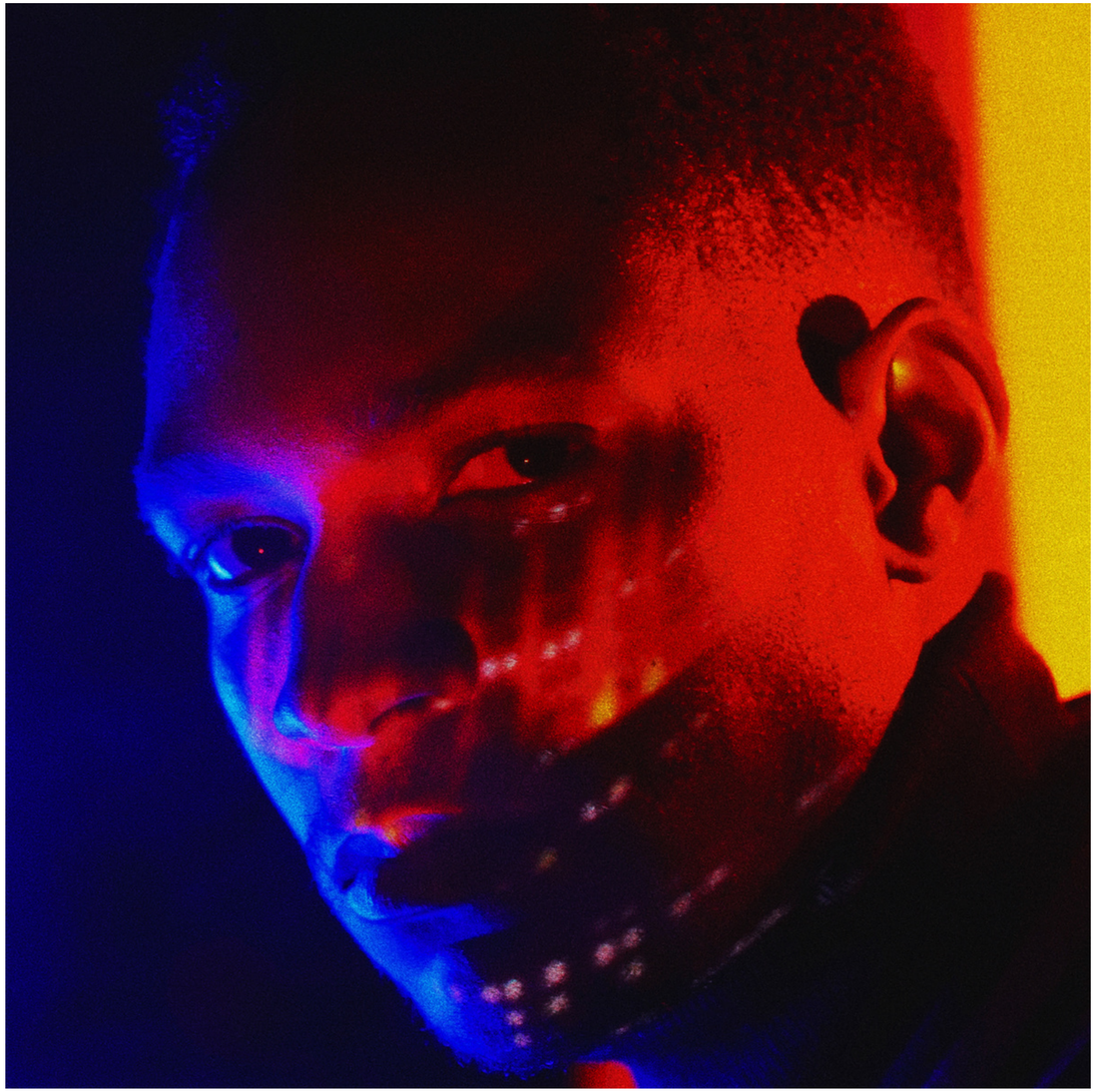
**Hobbies**

Partying with friends, Festivals, Gigs

**Behaviours**

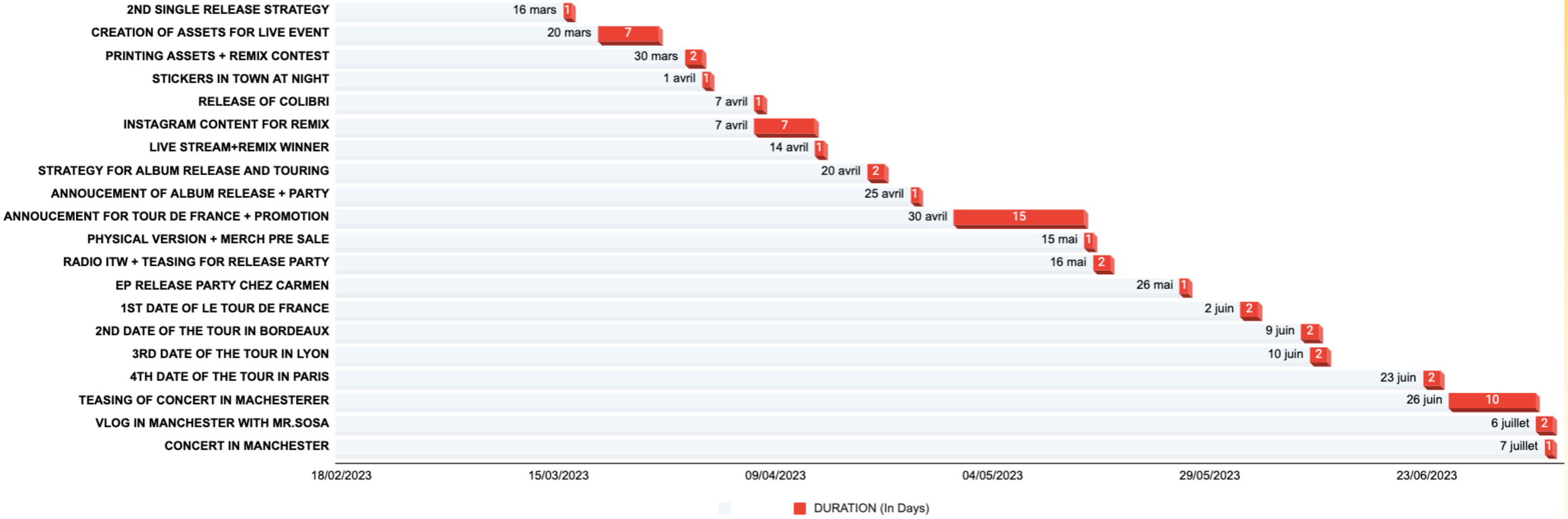
Funny but serious, always happy to do something

# TIMELINE



# KLUSTONE EP and Tour Release

16/03/2023 - 07/07/2023



# TIMELINE

**Situation:**

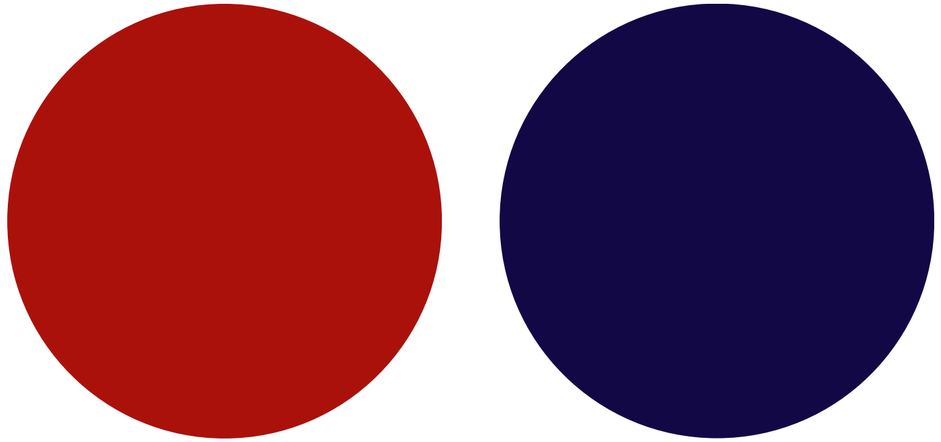
1st single: "Five Minutes Past Midnight", is already released.

**To come:**

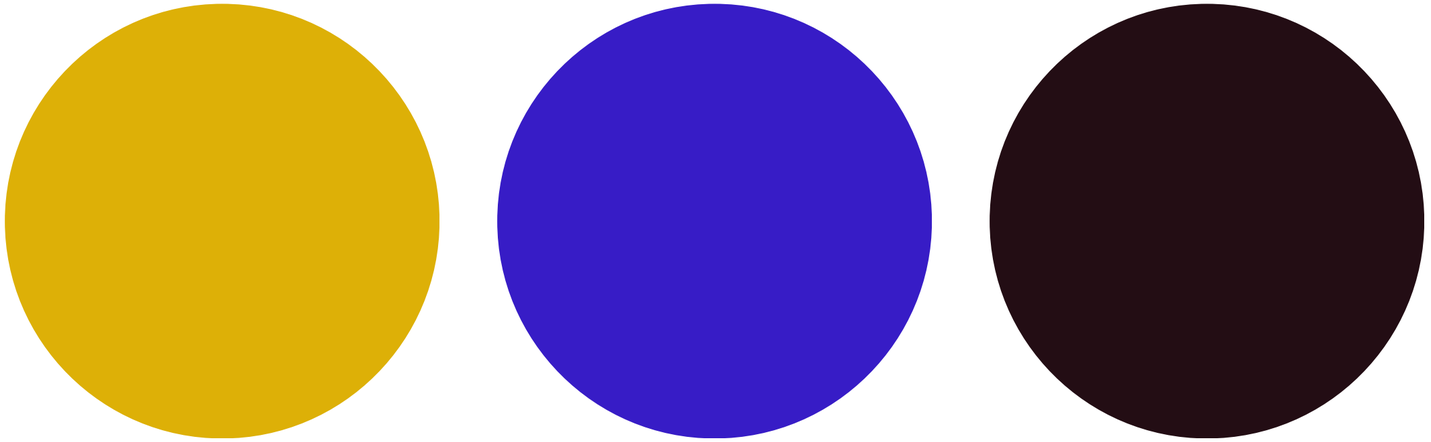
- 2nd single release: "Hummingbird".
- EP Release + Release Party
- Tour de France
- UK Concert

# Fonts and Tones

AMBIGUITY LINE

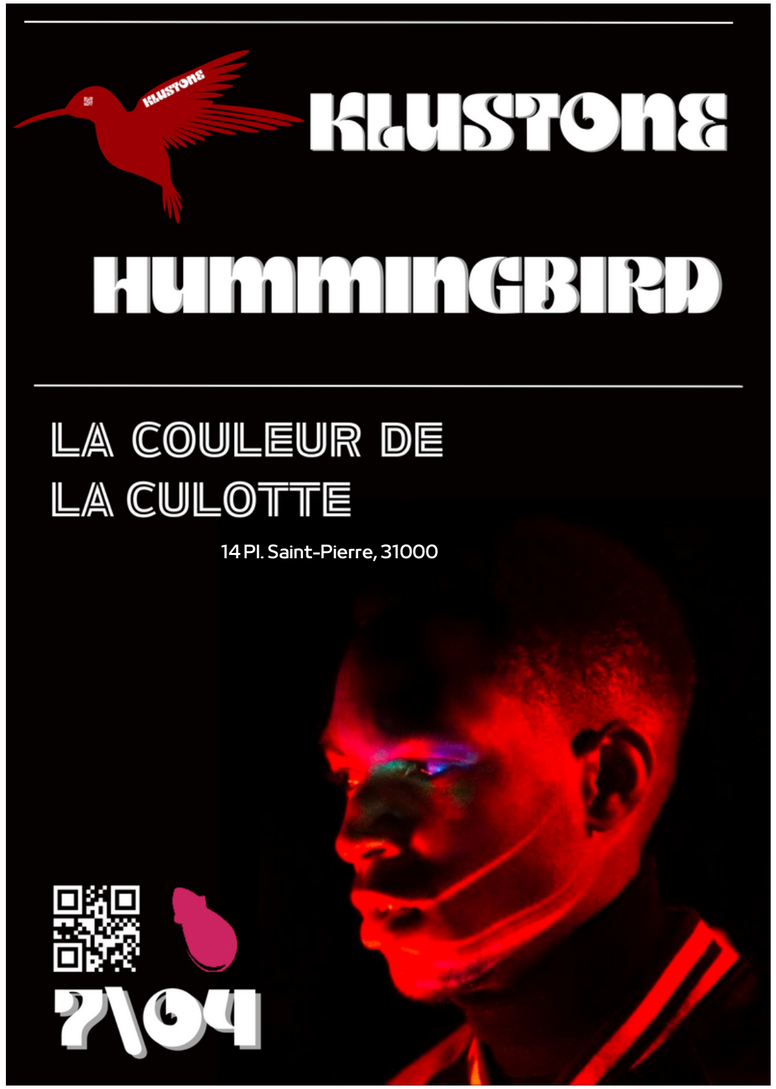


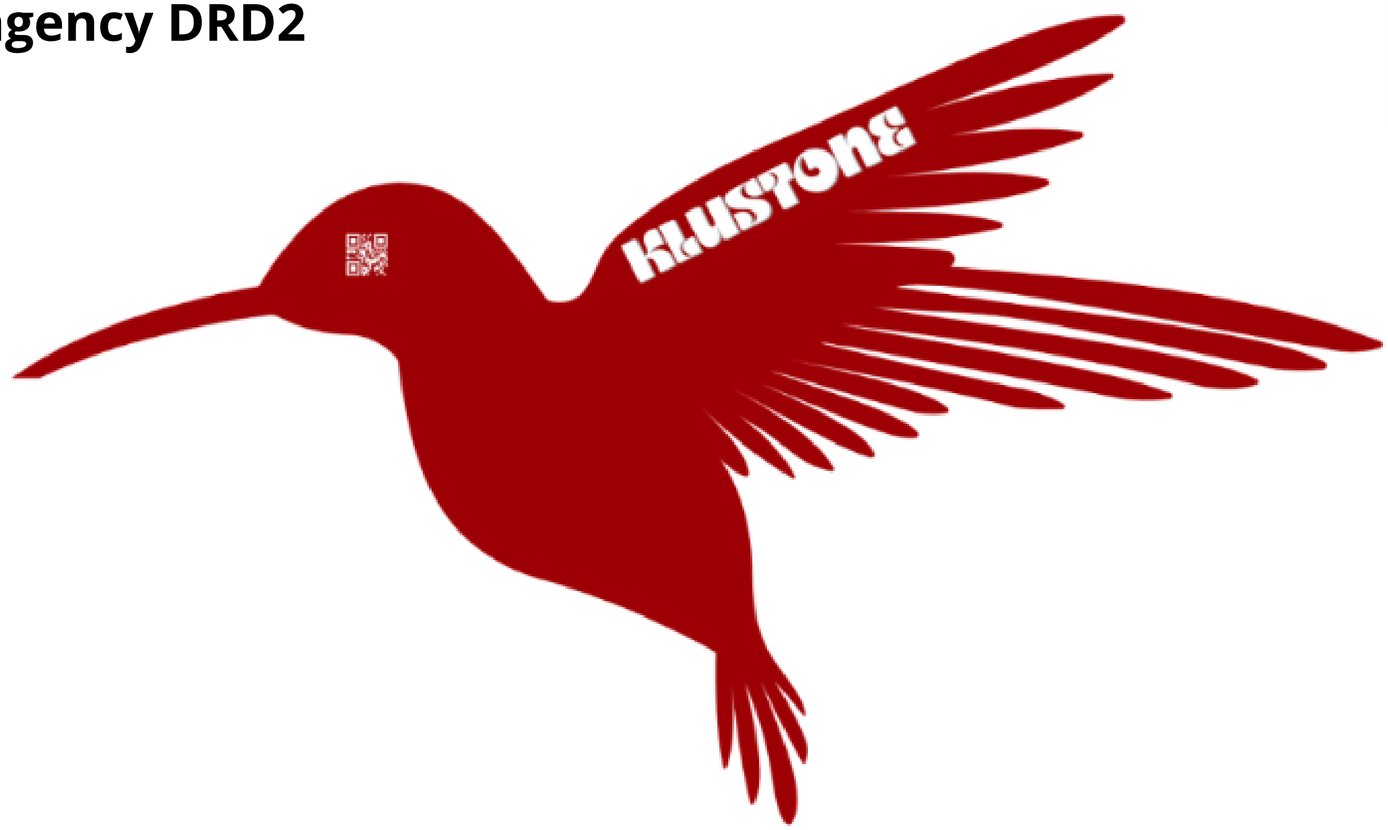
KARE



# HUMMINGBIRD

**Asset Creations by the Visual production agency DRD2**




| GRAPHIC DESIGNER (DRD2) | |
|---|---|
| ARTWORKS | £1 000,00 |
| FLYERS | £1 000,00 |
| VIDEO | £200,00 |
| Printing Assets | £300,00 |
| TOTAL (in £) | **£2 500,00** |

# HUMMINGBIRD

The remix will be utilised as a marketing strategy to organise a community-produced remix competition for a week after the release.

The winning entry's song will also be available to Klustone’s community via social media and streaming services.

The remix competition will help the tune get more exposure by allowing the producers to connect with the artist's fan base. The winner will also see himself winning a wonderful statue of a HUMMINGBIRD not looking like one.

The winner of the contest will be chosen through a Instagram/Tik Tok/Facebook live stream with friend: DJ Persindown.



# EP RELEASE

**MERCHANDISING**:

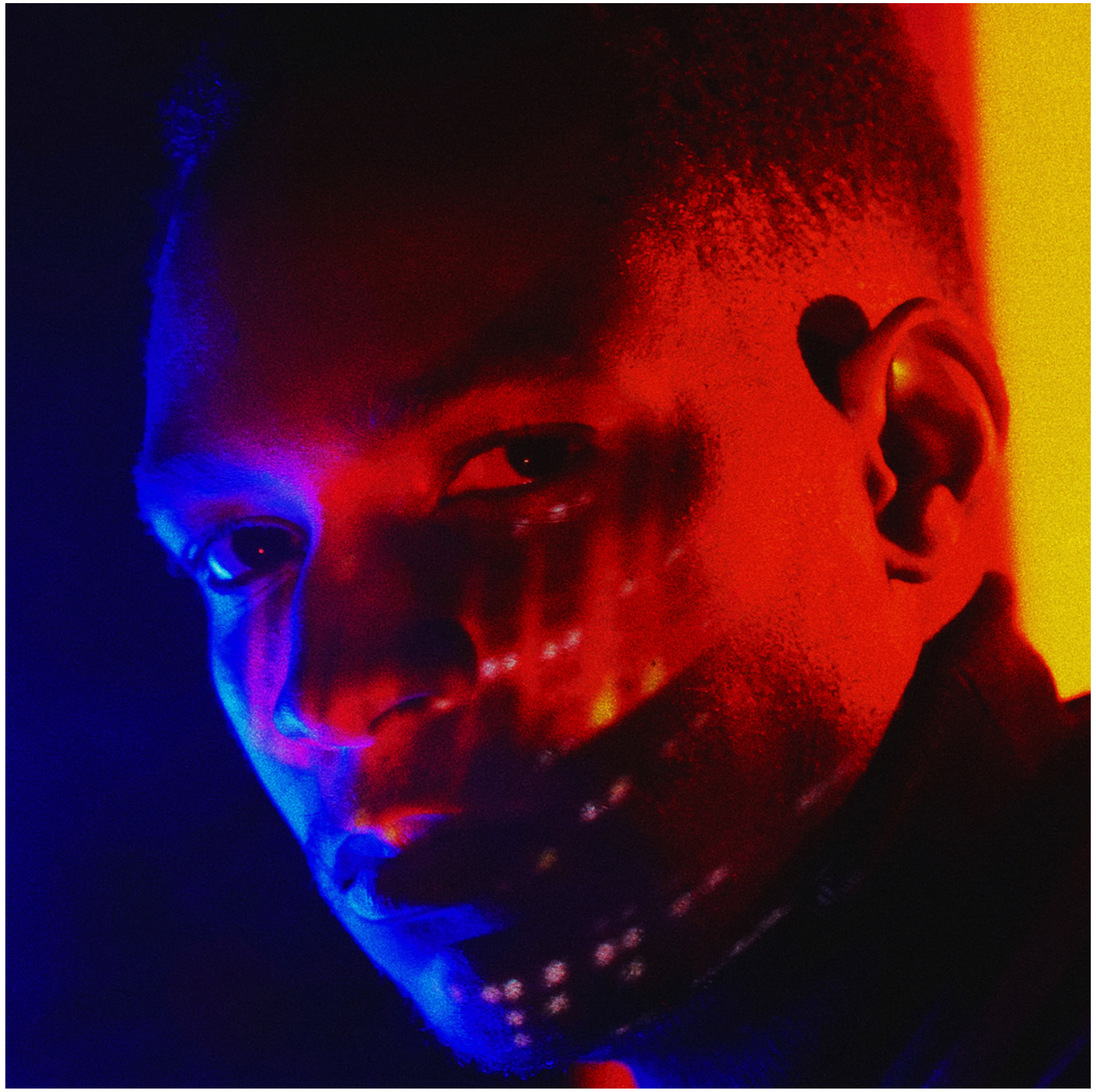
Print on demand with Printful

Homemade design deliberately "out of fashion" for the sense of belonging with the other fans.





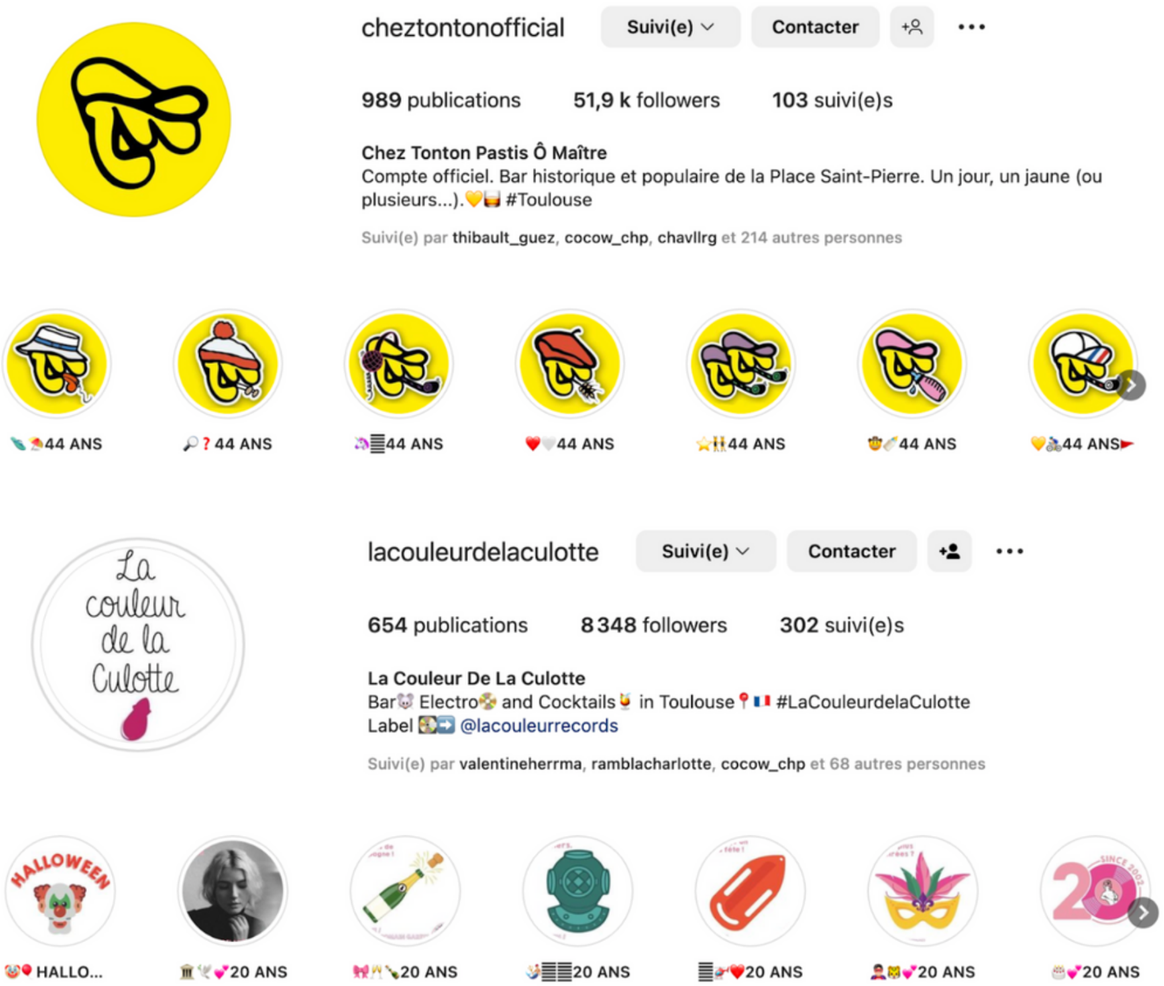

# SOCIAL MEDIA IMPACT



# EP RELEASE

## MAMIE FRANCOISE Social Media Impact.



# EP RELEASE




chezmamietoulouse

Suivi(e) | Contacter | +

**247** publications **4 207** followers **65** suivi(e)s

**Chez Mamie**
🍗Cocottes et 🍸Coquetels.
📅 Réservations: 05.31.22.50.30
⏰7j/7 - 08h/02h

Suivi(e) par **thibault_guez**, **antoineclmb_**, **druideoftoulouse51** et 79 autres personnes






lesaintdesseins_official

Suivre | Contacter | +

**327** publications **7 099** followers **1108** suivi(e)s

**Le Saint Des Seins**
Bar
🍻Happy Hours
💃Soirées étudiantes
🎚Djs and Fiesta!❤️🖤

Suivi(e) par **valentineherrma**, **romain.ckr**, **aymard_macabeo_off** et 27 autres persor



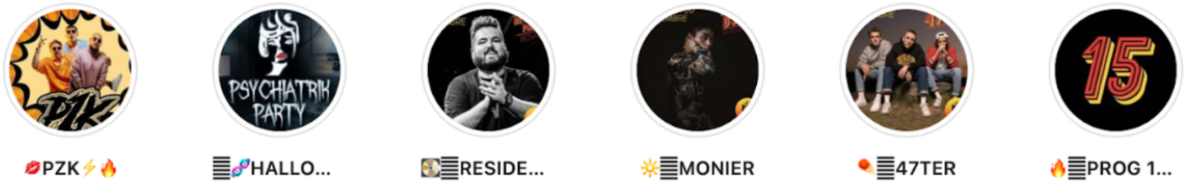

chezcarmentoulouse

Suivi(e) | Contacter | +

**77** publications **1239** followers **988** suivi(e)s

**Chez Carmen**
Restaurant
Restaurateurs toulousains de génération en génération depuis 1956. Partageons ici nos bons moments à table avec #ChezCarmenToulouse 🍽️❤️
www.chezcarmen.fr

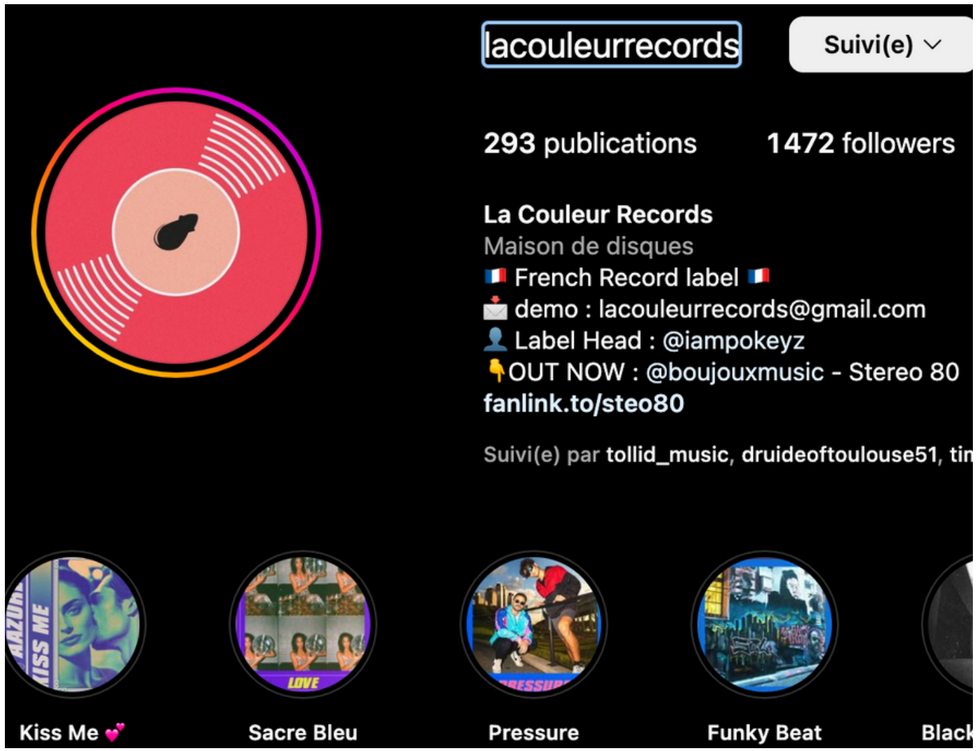
Suivi(e) par **flo_amans**




💋PZK⚡🔥 | 🎚🧬HALLO... | 🎚RESIDE... | 🔆🎚MONIER | 🎚47TER | 🔥🎚PROG 1...



# EP RELEASE


lacouleurrecords
Suivi(e)
293 publications
1472 followers
La Couleur Records
Maison de disques
🇫🇷 French Record label 🇫🇷
📩 demo : lacouleurrecords@gmail.com
👤 Label Head : @iampokeyz
👇OUT NOW : @boujouxmusic - Stereo 80
fanlink.to/steo80
Suivi(e) par tollid_music, druideoftoulouse51, tin
Kiss Me 💞
Sacre Bleu
Pressure
Funky Beat
Black


lacouleurrecords 3 h
TODAY IS RELEASE DAY !
👉
Répondre à lacouleurrecords...


lacouleurdelaculotte 8 h
8TYL
LA COULEUR INVITE
VENDREDI 17.03
@lacouleurdelaculotte
LA COULEUR INVITE #2
11 : 35 : 55
heures
minutes
secondes
À CE SOIR!
Répondre à lacouleurdelaculotte...

# EP RELEASE



hugo_toulousefm  Suivi(e)  Contacter

**57** publications  **18,9 k** followers  **7 538** suivi(e)s

**Hugo de Toulouse** ✌🏻
Personnalité publique
Animateur sur @toulousefm
📻 15-20h tous les jours (team de l'aprem)
📍 Toulouse
📱Créateur du @lesondagetoulousain

Suivi(e) par **alex.rqs**, **antonharamburu**, **fleur.valade** et 9 autres personnes



Hibernation



Lisbonne



Apero latino



Pride

- TOP 10 FM Statio
- 70 000 Listeners/

# EP RELEASE

**OVERALL:**
72 793 followers

Each Bar with its population:

| 20's & 30's | 30's & 40's |
| --- | --- |
|   |       |

# EP RELEASE

**RELEASE PARTY:**

- DINNER AT "CHEZ CARMEN" 70 Tickets
- 11PM to 3AM Live at La Couleur





# EP RELEASE

## CHEZ CARMEN

| 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** |



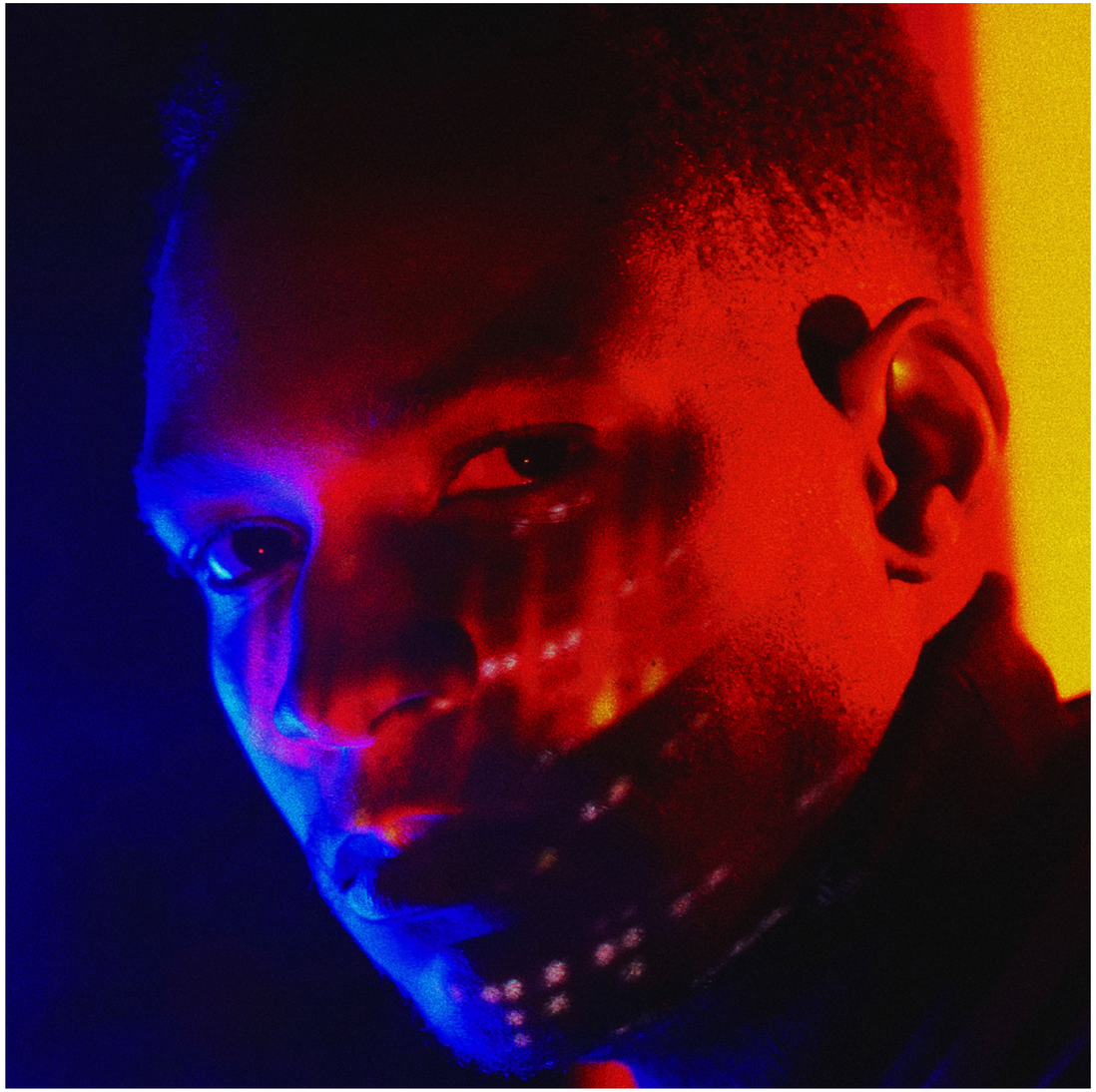
# EP RELEASE

## La Couleur De La Culotte





# TOUR DE FRANCE



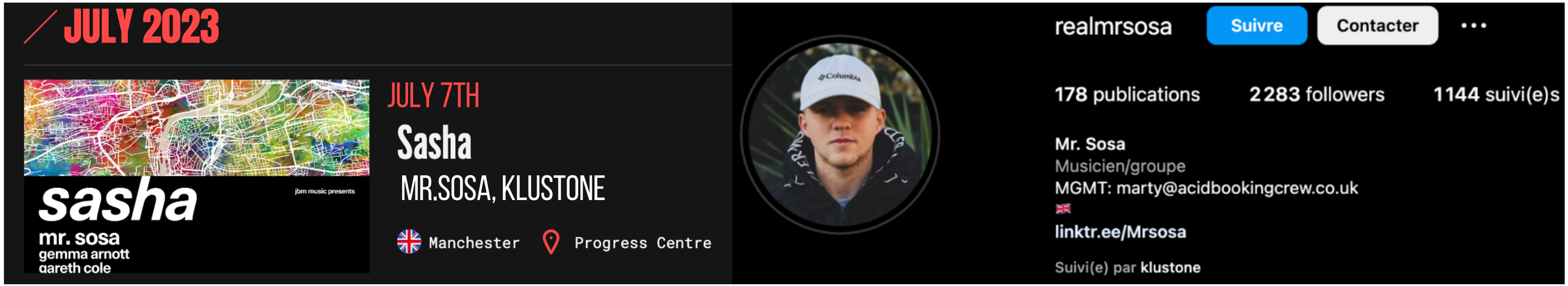
# TOUR DE FRANCE

**Promoting the album in different parts of France**

- Bordeaux: IBOAT
- Lyon: L'Idole Des Jeunes
- Paris: Club Azur



# MANCHESTER

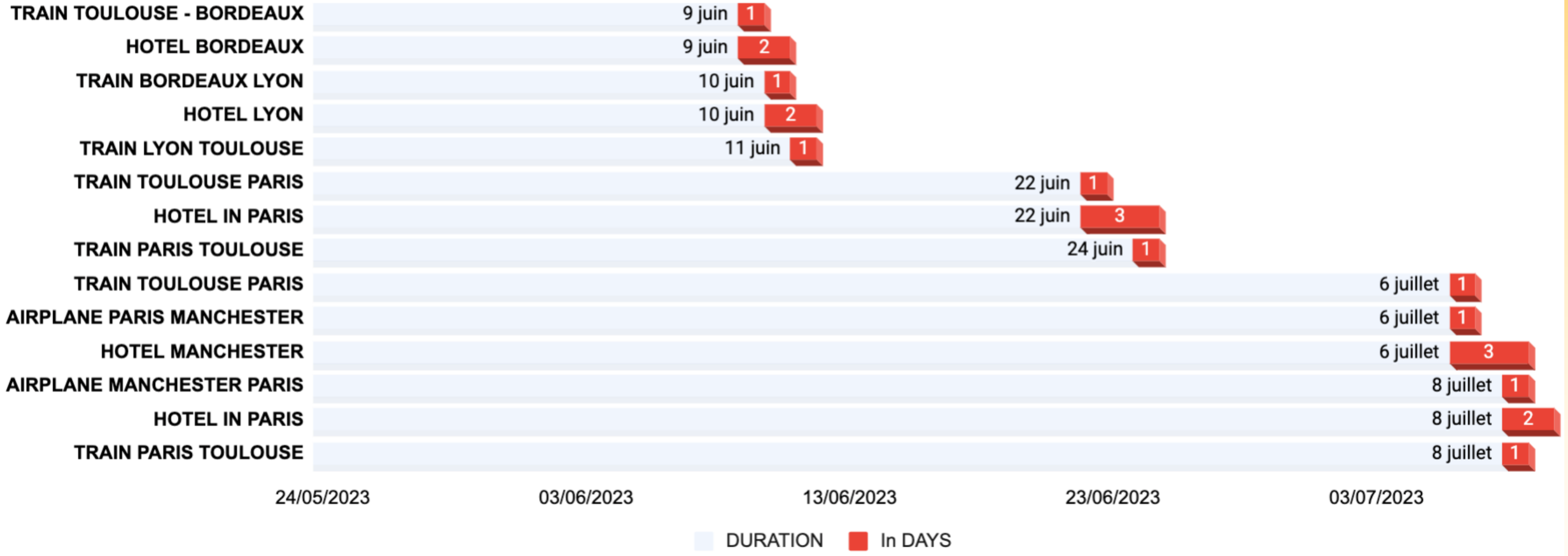



Mr.Sosa and KLUSTONE concert in Manchester at The Progress Center.

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

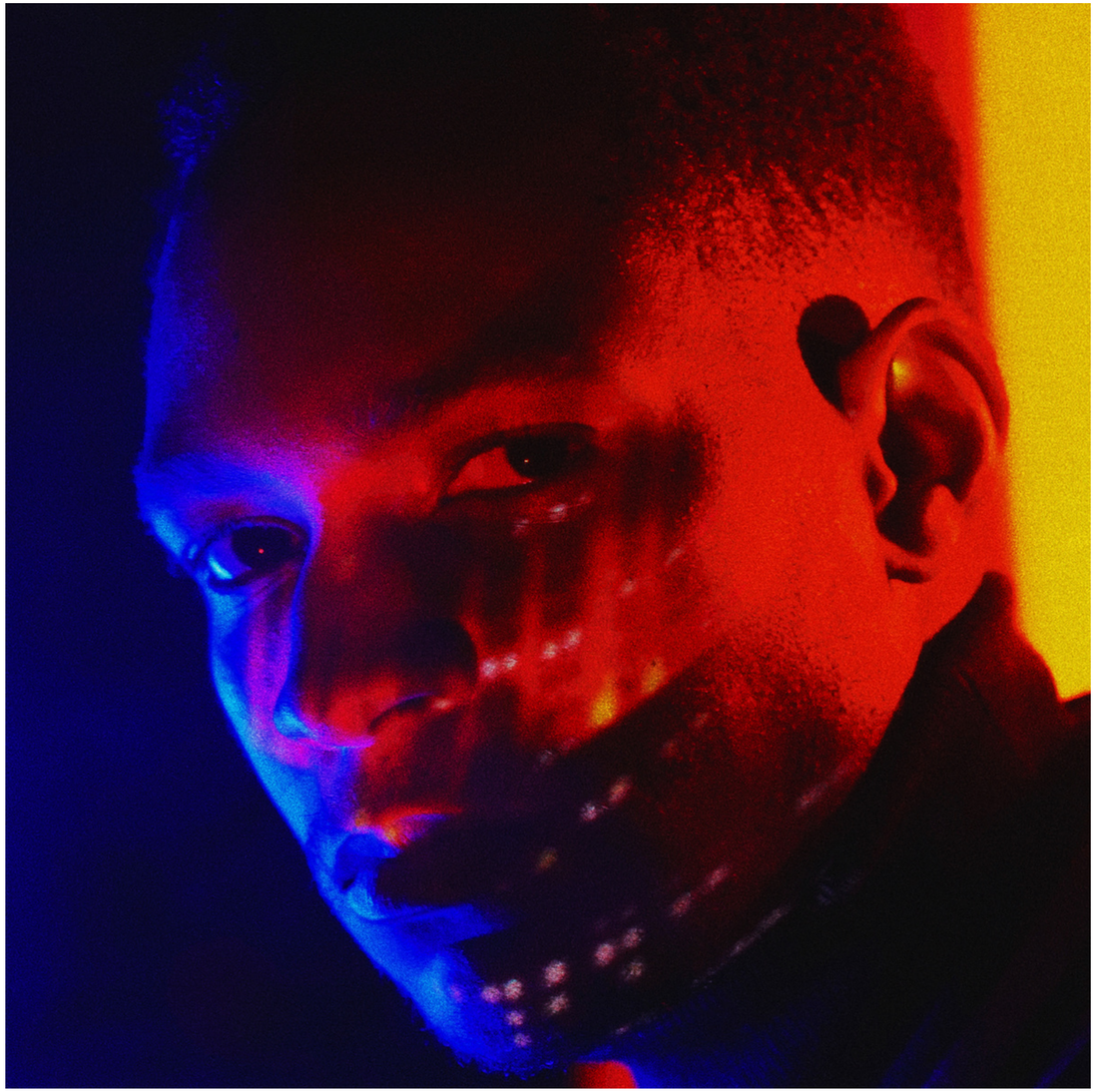
# TRANSPORT & ACCOMODATION FOR TOUR DE FRANCE + MANCHESTER

09/06/2023 - 08/07/2023



| BUDGET ALLOCATION OVERALL | | |
|---|---|---|
| SINGLE | | £2 363,00 |
| LAUNCH PARTY | | £200,00 |
| TOURING | | £6 013,00 |
| UNEXPECTED | | £1 000,00 |
| TOTAL (in £) | **£9 576,00** | |

# THANK YOU



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# LA COULEUR LIVE EXAMPLE

