



LUCAS RAMSELL

Post Lockdown: Playlist



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Entertainment Marketing

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Component 2 - Presentation

CURRENT STATISTICS

- 42 total singles,
- 2 Albums,
- 143,600 streams on Spotify,
- 2.2k followers on Instagram,
- 131 Followers on Tik Tok,
- 604 monthly Spotify listeners,



DEMOGRAPHIC

Age

Between the ages of 16-25.

Gender

Both male and female - split of 60:40 (M to F).

Location

Cities in England: London, Manchester, Liverpool, Birmingham etc.

Education Level

A-Level / Undergraduate Degree.

Marital Status

Single.

Occupation

Hard working, creative job. For example, a music producer, personal trainer.



PSYCHOGRAPHIC



Personal Characteristics

Extroverted, confident individuals, loyal friends, enjoy socialisation.

Lifestyle

Party scene (drug and alcohol involvement), spending time with friends.

Attitudes

Creative individuals. Want to better their appearance, enjoy shopping for branded items of clothing,

Hobbies

Relaxing with friends, Gym, Festivals, Gigs,

Behaviours

Hard working, creative, enjoy time with loved ones (friends)

SWOT ANALYSIS

S

- Previous BBC radio plays (2 in total)
- Total of 42 singles & 2 albums released.
- Strong recording experience
- Competent singing/rapping abilities
- Melody writer and lyricist
- Strong/engaging performer
- Hard working / motivated
- Confident individual
- Easy to work with / kind
- Constant covers/material on social media

O

- Free social media platforms (Tik Tok, Soundcloud, YouTube, Instagram) for artists to be discovered.
- End of COVID - public more eager for live music, more gigs? (unknown)
- Incorporates fashion into image - strong collaboration / merchandise opportunities.
- Based in London - vibrant music centre hub
- Positive/hardworking/motivated - more success with opportunities due to correct attitude
- Technology - home recording equipment, iphone cameras (more professional and available)

W

- Small Instagram following (2,204)
- Small TikTok following (131)
- Small Spotify monthly listeners (604)
- Poorly planned previous releases
- Can only play Guitar to accompany
- No music theory knowledge
- Little production skills
- Overthinking tendencies
- Minimal financial resources
- No car /ability to drive
- Limited music business knowledge
- Limited connections to industry professionals

T

- Many artists attempting a similar pathway using social media - competition is very high.
- Musicians who play more instruments live.
- Large competition in London for upcoming musician
- COVID has shut down small venues to perform (important for upcoming artists).
- COVID will limit audience numbers.
- COVID & Brexit providing travel restrictions
- End of COVID - public sceptical to watch live gigs, around people? (unknown)
- Mental health amongst artists has suffered due to COVID.

MARKETING STRATEGIES



SPOTIFY PLAYLIST SPOT

- Playlist spot on 'UK RAP 2021'

- Filtr

Filtr

- Andy Chandler







- The element of surprise never fails to entice or excite.
- It promotes and brings your brand, products and service alive but does so without being confrontational and aggressive.



- It's different and creative and gets people talking.
- Flash mobs are brilliant for reaching new people.



Amazing Flash Mob at Kings Cross, London!



Watch later



Share



Watch on



- Boost Lucas' online exposure
- Broaden his exposure in London
- Create new fans



#LucasRamsellFlashMob hashtag

COMPETITION TIME!!

£40 worth
of merch



WIN

Two free tickets
(to a show of your
choice)



Exclusive pre-
release listen to
album



90 minute studio/
writing session with
Lucas



How to enter?

- Like and share the competition post (tag Lucas!)
- Learn the simple dance routine on Tik Tok
- Show up at 8am, 9 Derry Street London, at one of the following dates:



- 20.08.21
- 23.08.21
- 25.08.21
- 27.08.21



Good Luck! Winners announced on 28.08.21

BBC RADIO LONDON PLAY

- LionHeart
- Subjectivity UK
- Lucas could perform before the event commences

Subjectivity[®]



SHAZAM PLAYS AROUND LONDON

- The Green Man
- Advertising Psychology
- Achieve maximum exposure

Front



Back

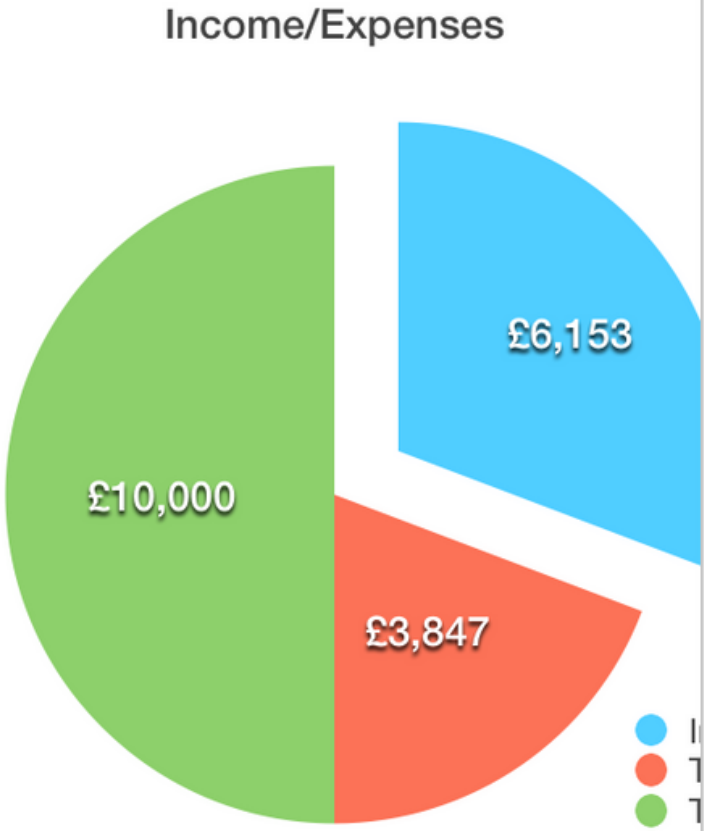


BUDGET PLAN

MONEY IN	
Marketing Budget	£10,000
TOTAL INCOME	£10,000

MONEY LEFT OVER	
Income minus expenses	£6,153

	MONEY OUT	Estimate	Actual
Music and Merchandise:	Album Recording / Mixing / Mastering	- (royalities)	-
	Music Distributor	£10	£20
	Merchandise	£600	-
Promotion and Graphic Design:	Social media promotion	£40	-
	Posters / Flyers	£20	£15
	Website	£0	-
	Radio	£0	-
	Photoshoot	£250	£250
	Album Artwork	£50	£50
	Music Video	£300	
Tour:	Plane tickets	£679	£679
	Hotel fares	£408	£408
	Food and Drink	£300	-
	Train tickets	£50	-
	Petrol (UK)	£40	-
	Taxi (USA)	£200	-
Stage Performances:	Audio Equipment hire (UK)	£200	£190
	Venue Hire (only Aylesbury Theatre)	£500	-
	Audio Equipment hire (USA)	£200	£180
TOTAL EXPENSES		£3,847	



Item	Company	Website / Contact Details	Confirmed Actual price
Album recording/mixing/mastering	-	Lucas and his producer use his studio for free and split royalty payments.	Yes
Music Distributor	Distrokid	https://distrokid.com/	Yes
Merchandise	Spring	https://www.spring.com	No
Social Media Promotion	Instagram	www.instagram.com	No
Posters/flyers	Vista Print	www.vistaprint.co.uk	Yes
Website	Wix	https://www.wix.com/	Yes
Photoshoot	Image 1st	https://image1st.co.uk/prices	No
Album artwork	Fanchon Dehliotte	Friend, Fanchon, will do the artwork for £50 herself +44 7845 150474	Yes
Music Video	Marshall Exler	Friend, Marshall has filmed past music videos for Lucas. @marshalllexler on Instagram.	No
Plane Tickets	Easy Jet	https://www.cheapflights.co.uk/flight-search/BHX-LAX/2021-08-03/2021-08-10?sort=bestflight_a	Yes
Train Tickets	Trainline	https://www.thetrainline.com/	Yes
Hotel Fares	Travelodge	https://www.hotelplanner.com/2184-Brand/Travelodge-Hotels-in-Los-Angeles-CA	Yes
Audio Equipment hire(UK)	Halo	https://halo.co.uk/product/a-pair-of-speakers-on-stands-a-microphone-stand-with-small-sound-desk/	Yes
Venue(s) - Waterside Theatre	Aylesbury Waterside Theatre	Only venue that must be hired. The others are open music nights to attend. https://www.atgtickets.com/venues/aylesbury-waterside-theatre	No
Audio Equipment hire(USA)	RentforEvent LA	https://rentforeventla.com/product/sound-system-package-2/	Yes

MONEY IN

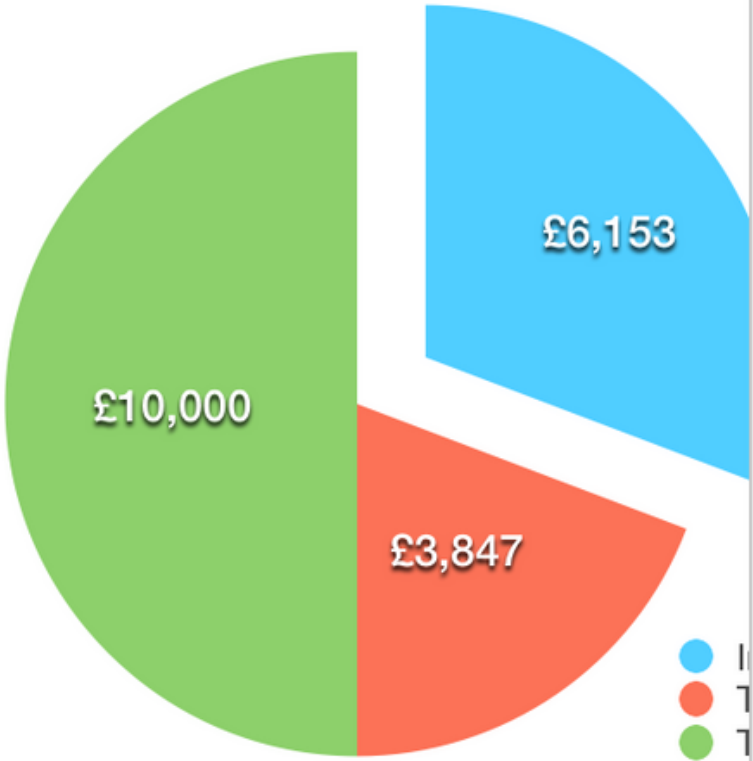
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Income/Expenses



Timeline 1

February 2021 - May 2021

Recording for Album

Album will still be in the recording process. Sessions will be scheduled between Lucas and his producers and some writers, ideally around 3-6 every week. Mixing and Mastering will not take place at this time. By the end of February, 3 total songs for the album will be written and recorded.

February

10.04.21

Lucas to continue creating covers of popular songs, however, putting them on TikTok. The second cover of 'Positions' by Ariana Grande to be uploaded at 7 pm. An Instagram post at 7 pm will feature a snippet of the song and his recording image. The caption will read, 'You spoke, and I gave. Positions up on TikTok right now! Ariana, you better feature me. This cover hits different. Let me know what you think! Link in my bio, L x'.

1th - 30th / 04.21

Continue posting on Instagram. Aim for around 6 new posts, incorporating fashion looks, Lucas's photos in the recording studio, photos of Lucas out and about. Put more polls on Instagram stories of potential cover ideas that Lucas could release on Tik Tok. Focus on finishing recording the album over covers this month.

Merch

20.04.21

Continuous emails between Lucas and 'Spring' throughout April, sending images and designs that he likes. Schedule an online zoom call with one of Springs designers at 4.00 pm so that the designer can find out a little more about Lucas' character and demeanour.

27.04.21

First online drafts of merch designs on clothing to be sent to Lucas to confirm or give notes back. Discussions to take place surrounding any extra pricing may have to take place considering designs, patterns, etc.

Recording the Album

1st - 31st / 03.21

Album will still be in the recording process. Similar scheduled sessions will take place between Lucas and his producers and some writers. Mixing and Mastering will not take place at this time. By the end of March, 5 total songs for the album will be written and recorded.

Social Media Content

03.03.21

Lucas to continue creating covers of popular songs, however, putting them on TikTok. The first cover of 'For The Night' by Pop Smoke to be uploaded at 7 pm. An Instagram post at 7 pm will feature a snippet of the song and his recording image. The caption will read, 'Check out my new cover, up on TikTok now! Link in my bio, L x'.

10th - 31st / 03.21

Continue posting on Instagram. Aim for around 8 new posts, incorporating fashion looks, Lucas's photos in the recording studio, photos of Lucas out and about. Put polls on Instagram stories of potential cover ideas that Lucas could release on Tik Tok - Positions by Ariana Grande and Dior by Pop Smoke. Get more of an understanding and insight into what his fans want to hear

March

05.05.21

Lucas to complete all songs for the album (9). The second mixing session with mix/mastering producer 'Fincha' will take place at 2 pm and last for around 4 hours.

15.05.21

Third and, potentially, final mixing session to take place at 2 pm and last around 6 hours. Final mixes will be approved by the 20th of May.

Music Video

08.05.21

Lucas to meet with Marshall Exler, a friend of Lucas', at 1 pm in Guildford cafe (location TBC), to discuss ideas for the music video for 'Instagram Models'. The initial meeting will last 1 - 2 hours, discussing ideas, potential locations, particular angels etc.

19.05.21

Meeting at the specified location between the hours of 2 and 4 pm, to confirm choices. Music video scheduled to be filmed on the 2nd June 2021.

Merch

14.05.21

Final merch and pricing to be confirmed with Spring designer in meeting at 2 pm. Initial orderings will then be carried out, scheduled to arrive around 15.06.21.

April

1st - 30th / 04.21

Album will still be in the recording process. Similar scheduled sessions will take place between Lucas and his producers and some writers. By the end of April, 8 total songs for the album will be written and recorded. Mixing and Mastering sessions will begin to take place on the 27th April.

Photo Shoot

08.04.21

The first meeting at 10 is with 'Image 1st' company who are based in London. The meeting will consist of initially discussing the style of shots Lucas is aiming for (previous emails have been sent before this with images in mind). The image that is required is a clear full face.

16.04.21

Lucas will meet with a friend, makeup artist Ali (she will charge £0 as a start-up, however, ask for a story post on Instagram tagging her handle '@makeupbyali') at 10.30 am for 1 hour of hair, makeup, and to choose the correct outfit for the shoot. The shoot will commence at 1 pm at a previously agreed location discussed in the meeting, around London. It will last for 1 hour.

Final Recordings and Mixes

May

Album Artwork

03.05.21

Meeting with Fanchon in Guildford at 2 pm to last around 2 hours, discussing potential album artwork. Fanchon is an artistic friend of Lucas' and has pre-agreed a charge of £50 for the artwork. Drafts will be sent back and forth via email, until the artwork deadline (15.06.21)

Timeline 2

June 2021 - August 2021

Flashmob

03.08.21

Instagram story post at 3 pm to confirm with fans who are interested in the competition. Compile a list of fans who will be joining on specific dates. Send them the dance move video on Tik Tok to endure they know the routine.

12th - 17th.08.21

A member of Lucas' marketing team will stand outside 9 Derry Street, London, conducting primary research as to what time Andy Chandlers enters and leaves the building. The individual will stand outside the building a minimum of two times.

August

20.08.21

The flashmob will commence, alongside all the fans who confirmed they were to attend. The group will meet outside the building at 7.45 am (approximately, exact date TBC as conducted research has not taken place yet) and perform.

23rd, 25th, 27th 08.21

Other flash mobs to take place at the exact time, with the same dance moves and music. More details surrounding the flash mob can be seen in the report.

LionHeart

10.08.21

Lucas will contact LionHeart directly on social media with a link to the new album. The message will go on to state the hope to be the opening musician for the Subjectivity meetings (more information in the report.)

27.08.21

Subjectivity Meeting to hopefully commence (TBC with Covid restrictions) at 3 pm in London (location TBC). At 1 pm, the team to provide and set up audio equipment for Lucas to rehearse. The 20 minutes set Lucas will have compiled will be performed from 2.50 - 3.10 pm, as the audience members enter the building.

28.08.21

Lucas to contact LionHeart to thank him for the opportunity, and to ask if there is a possibility for Lucas to perform again.

Promotional Contacts

1st - 30th. 08.21

Lucas' team to contact relevant press such as radio stations, blogs, podcasters, other social media influencers, TV stations. Lucas must continue to post on social media, boosting his brand's relevance in multiple areas. The relevant companies, brands and individuals will be decided by the marketing team nearer the time to determine the most relevant sources.

Social Media

29.07 - 10.08.21

UK and International tour venues to be recorded and logged on social media. Tags of places, people, locations must all be added to Instagram to boost the international following.

1.08.21

Tik Tok dance for flashmob campaign strategy to be uploaded at 11 am. Promotion video on Instagram to be up posted at 11 am. The post will entail a snippet of Lucas performing the dance with the hashtags: #competition #London #Flashmob #Dance. The caption will also read 'Check this out on Tik Tok - who's entering my competition?'

13.08.21

Instagram Live at 8 pm, covering all questions from the tour. Lucas will give insight into how the tour went and give a special personal message for fans who have supported this album.

14th - 31st. 08.21

Post an array of posts on Instagram - a throwback to tour, keeping fans engaged. A total of 3 more covers will be uploaded to TikTok: one acoustic version of his singles, a cover from 'Drakes' new album, plus a duet with Burney (an established artist who is his friend). Kepp social media accounts relevant after the tour.

Social Media

03.06.21

7 pm: Tik Tok cover release - Justin Bieber mashup: Peaches and Off my Face. Post at 7 pm on Instagram of Lucas in recording studio and snippet of the song. Add the link of the Tik Tok video to the bio. Caption on the Instagram post: 'JB ain't got nothing on me - here's a little mash-up of the most beautiful songs from his Justice album for ya! Love you all, Lu X.'

3rd - 25th. 06.21

Post a total of 10 snaps and snippets all from the music video - all to be posted on Instagram at 11 am. Photos/ snippets - TBC as the video has not to be created yet. Last 5 days before release, caption '5,4,3,2,1', depending on the days left. It will intrigue fans.

26.06.21

Post at 12 pm on Instagram with the caption: 'It here - Instagram Models Official Music Video OUT NOW! Link in bio, Lu x'

30.06.21

Competition for 'flash mob' idea to be introduced on Instagram. Caption on both posts (in the report): 'Competition time! Lu x'

Music Video

2.06.21

Music video shoot day. Lucas to meet with makeup artist Ali from 9 - 11 am for hair and makeup. Lucas and Marshall to meet at the decided music video location (TBC), at 12 pm. The shoot will continue until 7 pm. All material will be recorded on this day.

20.06.21

Marshall and Lucas to approve final edits for the music video, ready for release on the 29th of June.

29.06.21

The music video released on YouTube at 12 pm on the 29th of June, exactly one month before the release of the album. Details surrounding the music video can be seen in the report.

June

Album Artwork

15.06.21

Lucas and Fanchon to send emails back and forth with drafts and notes surrounding the album artwork, prior to the meeting. Meeting at 1 pm with Fanchon in Guildford to confirm the artwork and pay Fanchon for her work (seen on budget plan). Album art ready for release.

Green Man

15.07.21

I will introduce the green man marketing strategy. From 11 am - 3 pm, Lucas will be dressed in a green all-in-one suit and walk around London's busy sites, playing a single from his upcoming album through a handheld speaker on maximum volume. He will have the word shazam on the back, hopefully encouraging the public to shazam the song. It will take them to a pre-save link to the album.

22.07.21 - 12.08.21

The green man will walk around London at the same hours on the 17th, 20th and 21st July (this will not have to be Lucas every time). On release day, the team will study Spotify analytics to gauge whether the green man strategy is working. If so, continue for weeks after the release. However, the shazam link will take public members to the actual album. The marketing strategy has been analysed in more detail in the report.

Release date

29.07.2021:

Post Lockdown: Playlist release date. The album will be available to stream at 12.00 am on the 29th. Share stories and messages on all social media platforms.

Tour

29.07 - 10.08:

UK tour beings in London for the release party. The UK and International tour has its own timeline that has been added to the report, explaining and evaluating the tour in more detail.

Merch

02.07.21

Merchandise items arrived on the 15.06.21. Ready for distribution. Post on social media story between the hours of 2 - 4pm showing all pieces. Add a 'questions' setting for fans to ask about the merch.

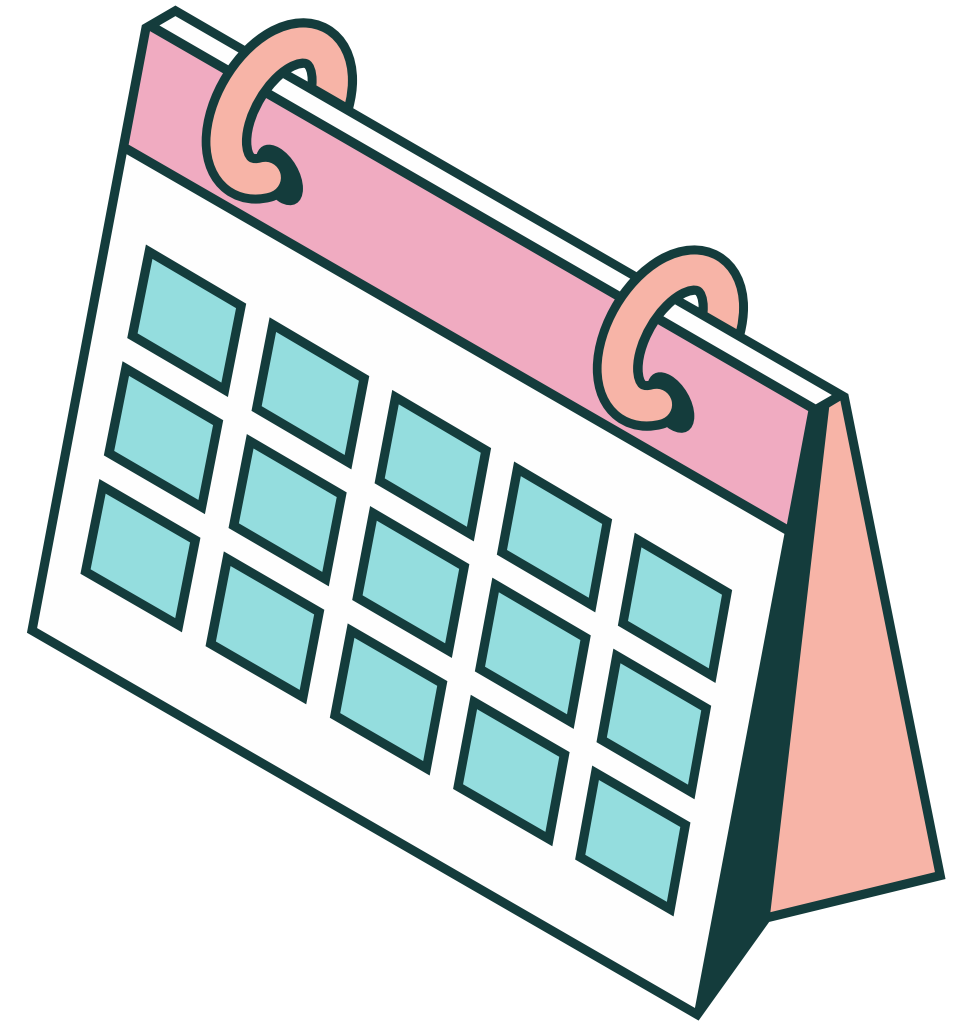
July

06.07.21

Items go live. Post at 12 pm on Instagram of Lucas wearing merchandise. Tag 'Spring' to the post. Caption: 'It's live!! Been working so hard on what I think you'll all love. Link in my bio you wonderful people'.

BRIEF SUMMARY

- **1st February - 20th May:** Album Completion
- **30th June:** Competition on Social Media
- **15th July:** The Green Man
- **29th July:** Album Release Day and Tour
- **10th August:** LionHeart
- **20th August:** Flash Mob starts



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