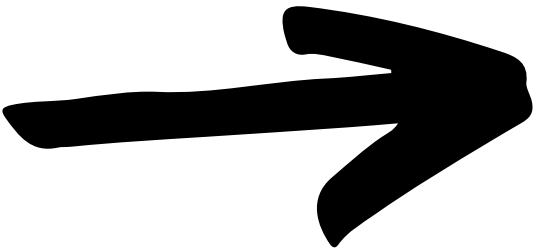


JOLLYROGER
PRESENTS:

TREASURE
HUNT



MARKETING PLAN FOR



JOLLYROGER'S SECOND ALBUM

5 YEAR GOALS



1

TO SUPPORT A BIGGER FOLK/ PUNK BAND ON TOUR

2

TO BREAK INTO THE UK ALTERNATIVE FESTIVAL SCENE

3

25K LIKES ON FACEBOOK, 1000 YOUTUBE SUBSCRIBERS, 5000K INSTAGRAM FOLLOWERS.



MARKETING GOALS



1

TO BUILD ON UK FOLLOWING OUTSIDE OF
THE SOUTH WEST

2

TO INCREASE INTERACTION AND TRAFFIC:
ON FACEBOOK, INSTAGRAM AND THE
WEBSITE

3

TO EXPAND OUT OF THE PIRATE NICHE INTO
THE CELTIC / FOLK / PUNK AUDIENCES



TARGET AUDIENCE

1

GEOGRAPHIC

CURRENT: CORNWALL, PLYMOUTH, LONDON,
BRISTOL

TARGET: BLACKPOOL, CAMBRIDGE,
NOTTINGHAM, FARNBOROUGH

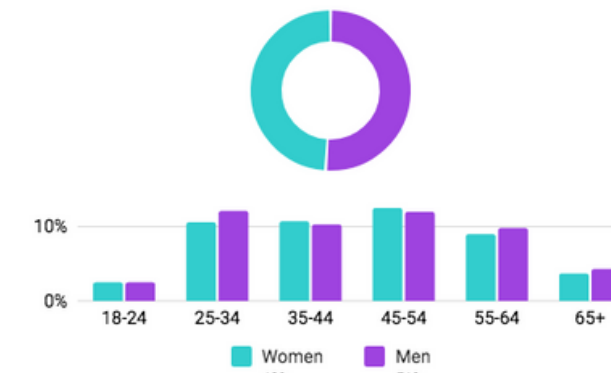


Audience

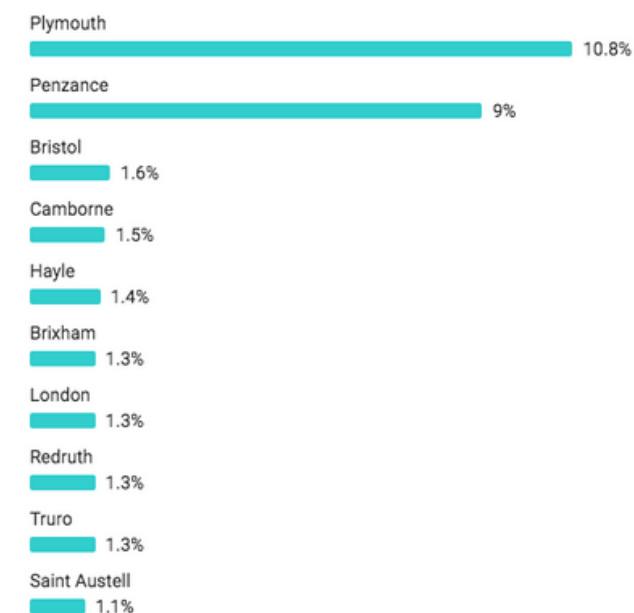
Facebook Page likes ⓘ

6.2K

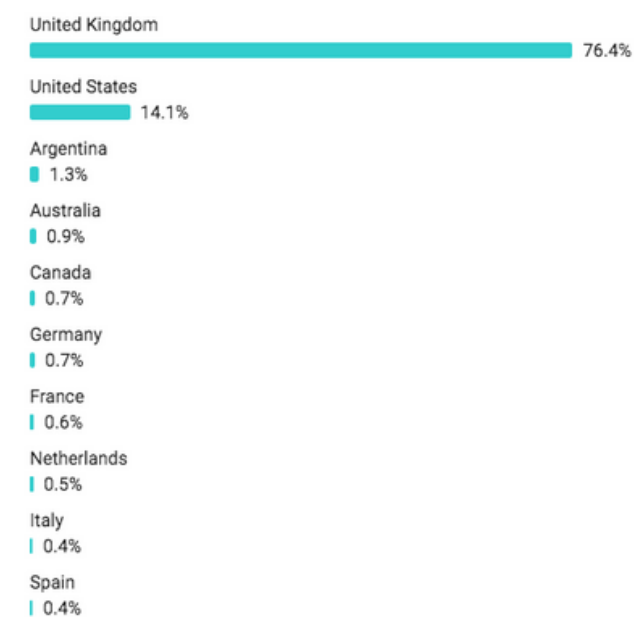
Age & gender ⓘ



Top towns/cities



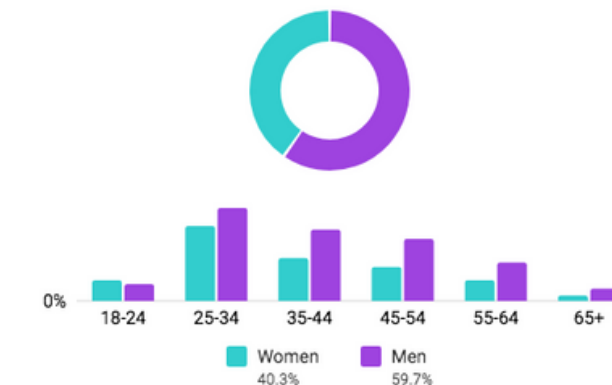
Top countries



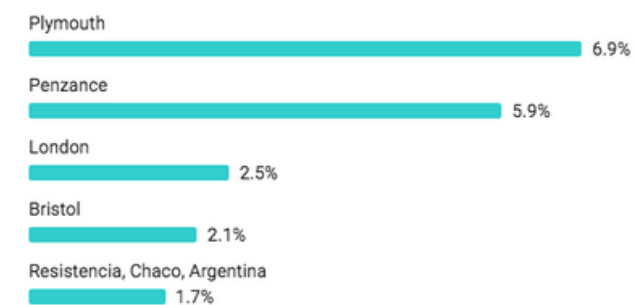
Instagram followers ⓘ

826

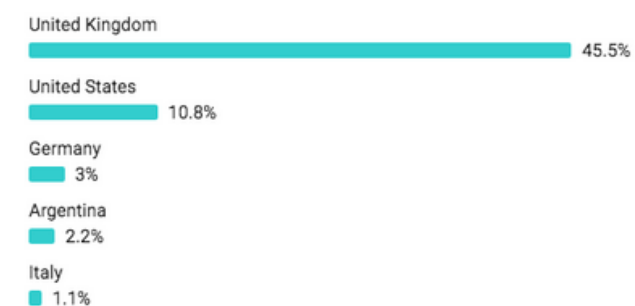
Age & gender ⓘ



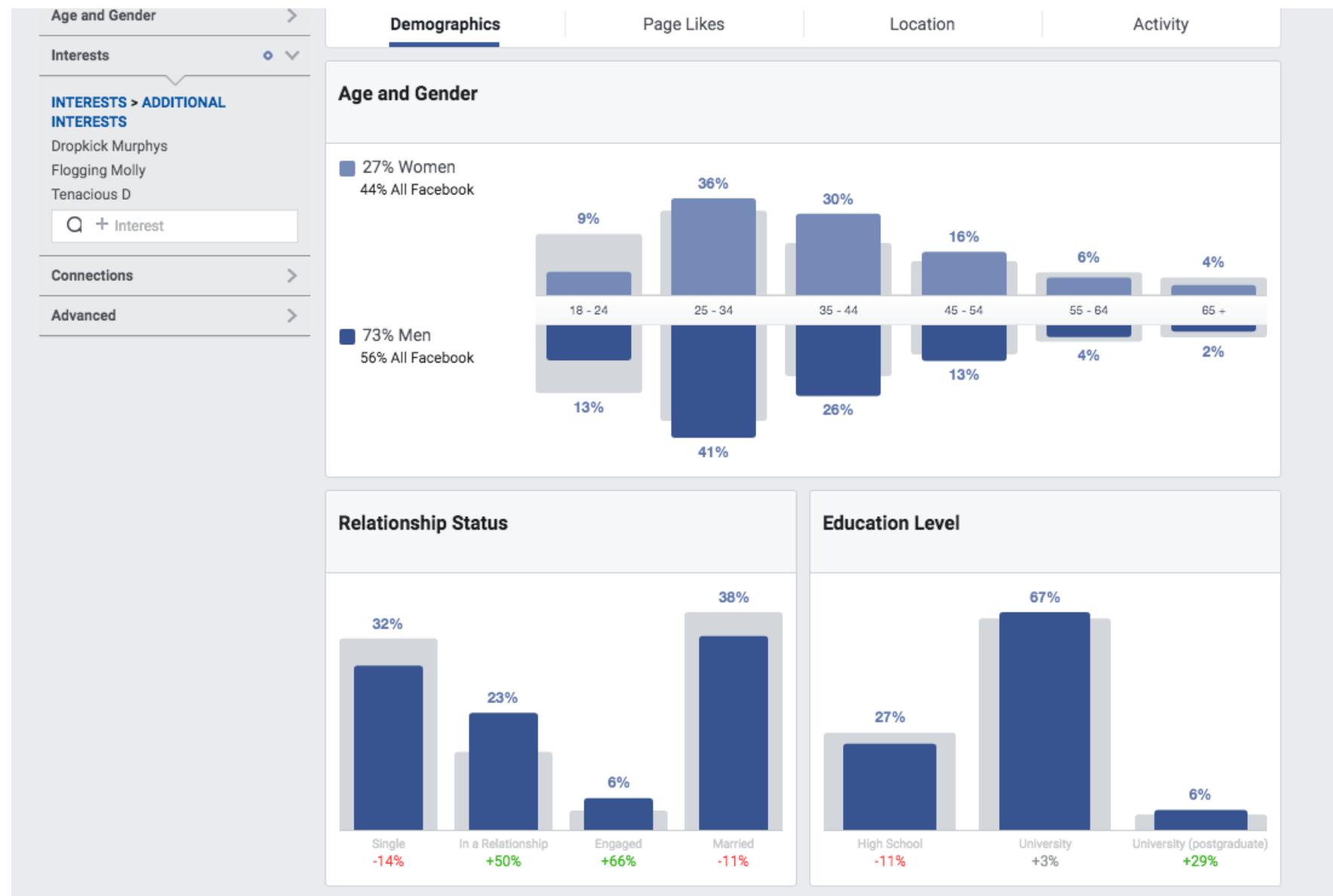
Top towns/cities



Top countries



2 PSYCHOGRAPHIC



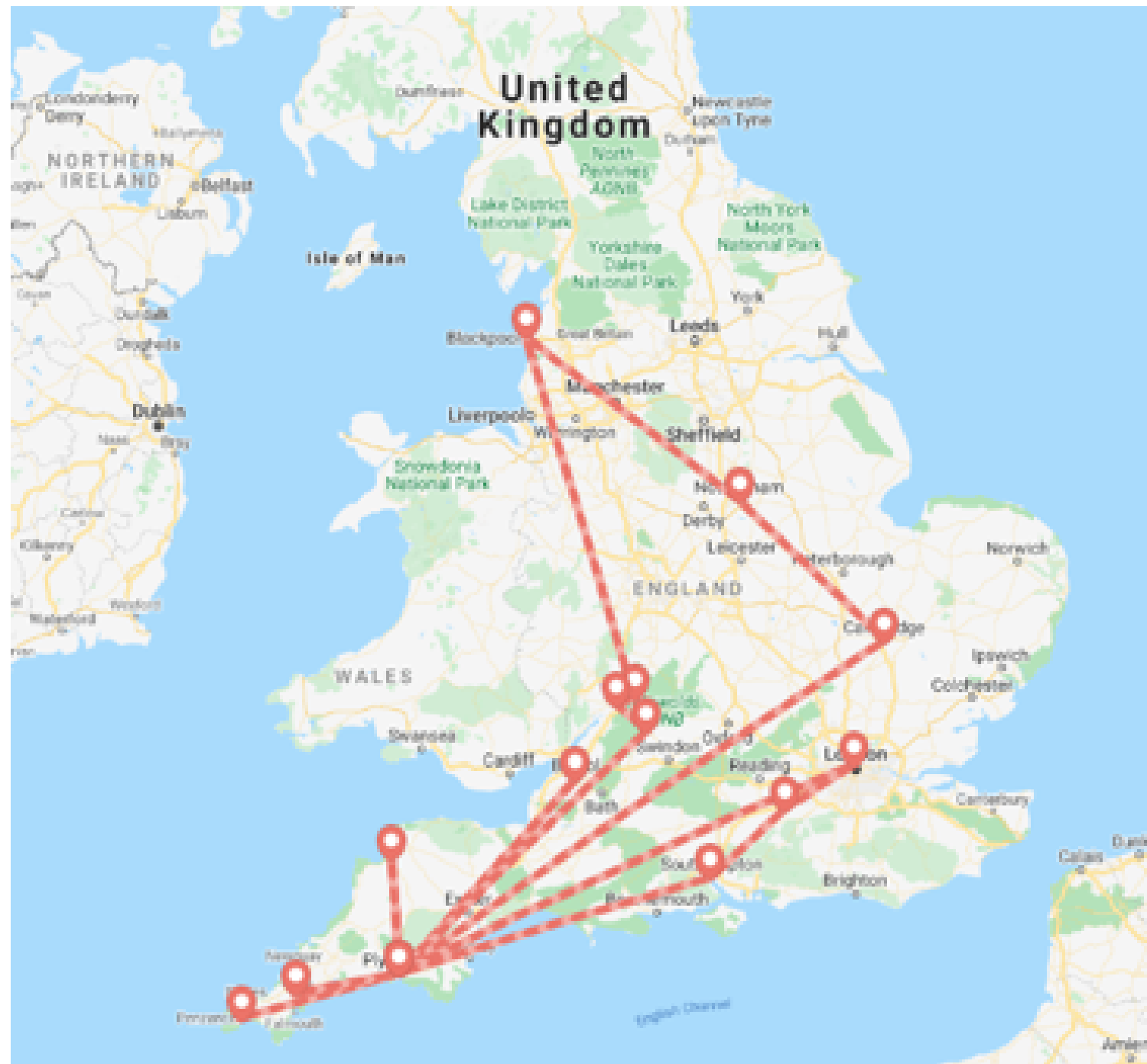
'ASPIRED AUDIENCE' CREATED ON FACEBOOK
PEOPLE THAT LIKE DROPKICK MURPHYS ,
FLOGGING MOLLY & TENACIOUS D.

- MALE
- AGE 25-34
- MARRIED
- UNIVERSITY GRADUATE
- LISTENS TO KERRANG! RADIO
- ATTENDS DOWNLOAD FESTIVAL
- ENJOYS COMEDY
- READS COMIC BOOKS



UK TOUR

...



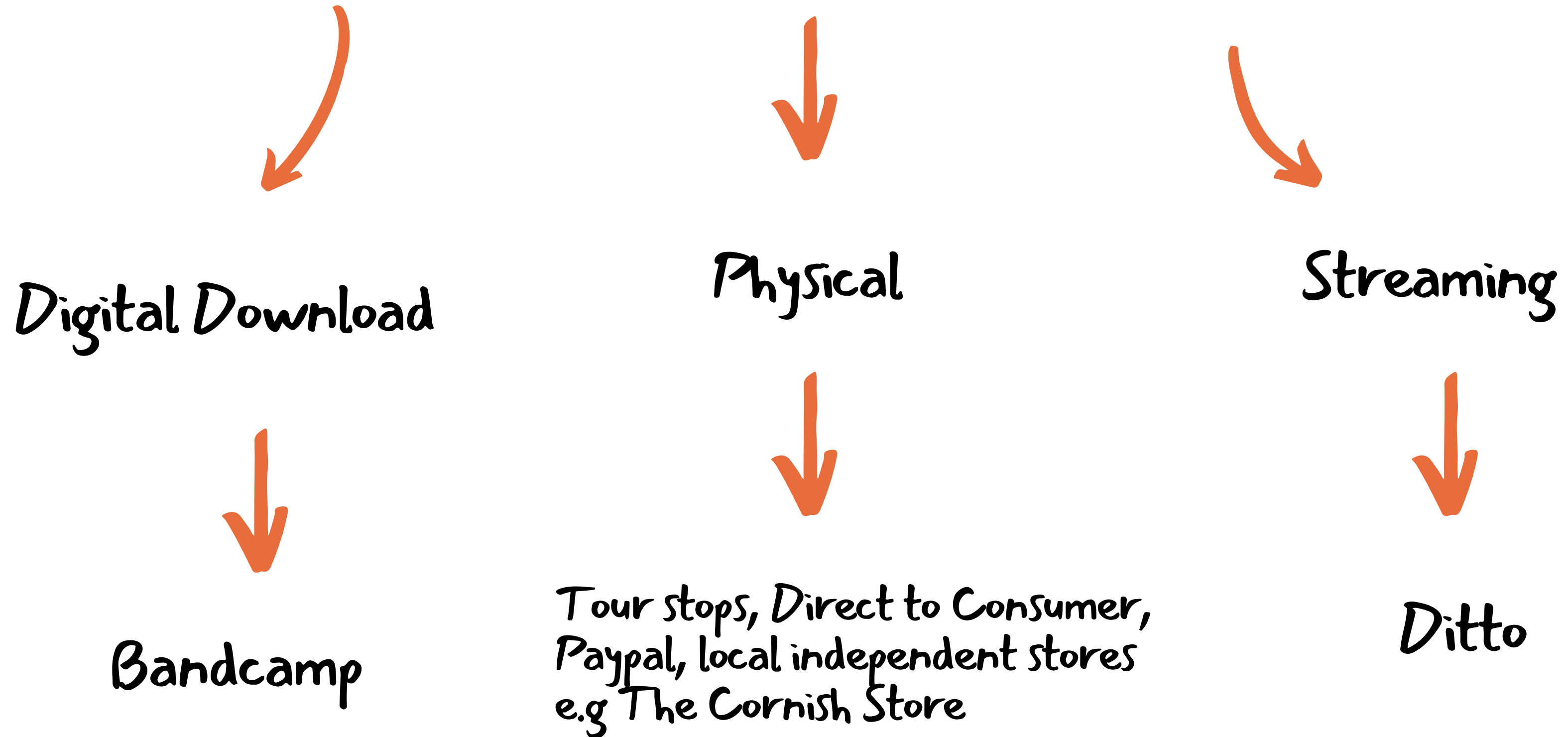
✱ To peak promotion by combining impact points

✱ Realistic small grassroots venues

✱ Established and new territories

✱ UK – to keep costs low and partner with JMW Promotions

RETAIL & DISTRIBUTION



STRATEGY

* Use video content

- Disintermediation Strategy
- Video content is prioritised on Facebook Algorithms so will have a wider organic reach
- Upload to YouTube channel to encourage new subscribers

* Provide opportunity for engagement

- Customer engagement marketing
- Interactive elements in the form of cryptic clues
- Doing something different to get people talking

* Nurture existing fanbase

- Niche Marketing
- Creating a campaign that is branding around a pirate theme
- Reward fans that participate in the campaign

* Advertise to potential markets

- Expanding reach
- Through paid advertising to 'Aspired Audience' on Facebook.
- By reaching out to regional radio stations near the new tour locations

* Partner with contacts

- JMW Promotions for promotion and tour stops in new UK territories
- Cornwall's Great Escape Rooms for campaign prizes and help with setting up the website
- White Noise Studios for live stream

DIGITAL MARKETING

JOLLYROGER - VIRTUAL TREASURE HUNT
PRESS RELEASE



CORNISH SEA-PUNK PIRATE BAND JOLLYROGER INVITE YOU ON A VIRTUAL TREASURE HUNT IN THEIR ALTERNATIVE UNIVERSE.

*'On the night that Jimmy stumbled, in the Sword & Crown,
JollyRoger docked their ship, as all their rum had gone.
A Couple turned their heads, as they sat upon the quay,
And the harbour walls echoed songs of Miss Molly McGee.
A sloppy yellow grin appeared between the shadows of the rocks,
With a message from the Band of Brothers about something they once lost.
'Somewhere on this Earth, a chest of treasure hides,
Whoever finds out where it is will win a special prize.
So grab your coats and grab a beer and meet me by the quay,
6 green bottles hold the clues to where the treasure be'*

IN PARTNERSHIP WITH CORNWALL'S GREAT ESCAPE ROOMS AND JMW PROMOTIONS, THE BAND ARE LAUNCHING AN IMMERSIVE CAMPAIGN ON THE LEAD UP TO THEIR UPCOMING CELTIC FOLK PUNK ALBUM 'JOLLYROGER PRESENT: TREASURE HUNT'.

LOOK OUT FOR THE ANIMATED CLUES ON THEIR WEBSITE, FACEBOOK PAGE AND YOUTUBE CHANNEL.



CAN YOU SOLVE THE 6 CRYPTIC CLUES TO WIN SOME JOLLYROGER TREASURE AND BE ENTERED INTO A DRAW FOR AN EXCLUSIVE TREASURE PUZZLE BOX?

EXCLUSIVE LINK TO SINGLE
FOR CONSIDERATION OF REVIEW OR AIRPLAY





INTERACTIVE
TREASURE
MAP



REMINDERS TO
MAILING LIST



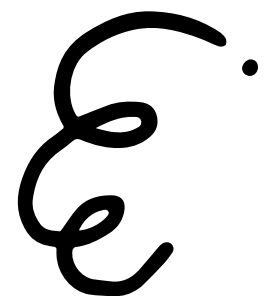
CHANGE SKINS
ON ALL
PLATFORMS

FACEBOOK,
YOUTUBE &
WEBSITE

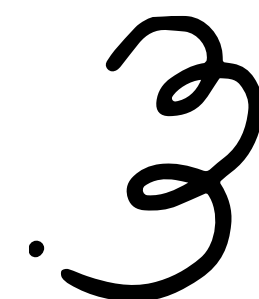


BOOST POSTS
TO 'ASPIRED
AUDIENCE AND
TOUR
LOCATIONS AT
IMPACT POINTS





THE DESIGN



TIMELINE 2022

APRIL

- Promo shoot for press releases
- Create introduction animation and 6 short animated funny skits



MAY

- Campaign launch - introduction story animation
- Launch interactive website treasure map
- Change skins on all platforms



JUNE

- Send campaign info out to mailing list
- Invite Tastemakers to First Listen Live Stream
- Create animated music video for single 1
- Upload single to BBC Introducing
- Pitch Single to Regional Radio Stations in tour areas
- Send Single press release to existing press contacts
- Send Single press release to potential tastemakers (emerging comedians, Cornish influencers, local music magazines) with ticket to the live stream.
- Upload Single to online distributor - Ditto
- Pitch Single to Spotify Playlists via Spotify for Artists
- Tease the single - CLUE 1

JULY

- Release single - CLUE 2
- Pitch Single to independent Playlist Curators



AUGUST

- Release single music video - CLUE 3
- Upload album to online distributor
- Pitch album to UK Regional Radio Stations in tour areas
- Send album press release to existing press contacts
- Send album press release to potential tastemakers (emerging comedians, Cornish influencers, local music magazines BBC Radio 2 Folk Show) with a ticket to the live stream.
- Upload album to online distributor - Ditto
- Pitch album tracks to Spotify Playlists via Spotify for Artists
- Tour Announcement - CLUE 4 - Announce Album
- Tour Dates on website interactive map, Facebook, Instagram and Twitter



SEPTEMBER

- Pre-order album and merch bundles including debut album and t-shirts - CLUE 5, make available Digital downloads via Bandcamp & Physical copies D2C PayPal.me
- First Listen private Live Stream for tastemakers



OCTOBER

- Pre-save album - CLUE 6, link for streaming pre-save
- Album Release
- Start of UK Tour



NOVEMBER

- UK Tour



DECEMBER

- Announce winner of campaign
- Virtual show - professional live stream for worldwide fans / treasure hunt reward (White Noise Studios -established relationship from previous live stream)
- Release music video for another album track - live footage, filmed on tour

IMPACT POINTS

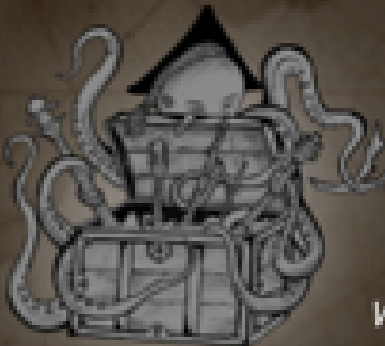


CLUE	Impact Point	Information	Call to Action
	Campaign Launch	Introducing the virtual treasure hunt. Solve the cryptic clue given in the upcoming short animations.	Mailing list sign up
1	Tease the single	Use part of upcoming single as background music for this short skit. Clue requires fans to listen to JollyRoger back – catalogue.	Pre-Save single on streaming services
2	Single Release	Have to listen to the single to solve this clue	Listen to single / digital download Bandcamp
3	Single Music Video	Clue 3 - one week after the music video, need to watch the music video to solve clue	Watch the music video
4	Tour Announcement	Skit includes animated video showing ship moving around map of tour dates.	Buy ticket - ticket links
5	Pre-order	Clue 5 will come 1 week after the pre-order information and serve as a reminder that the pre-order is available.	Pre-order Album – digital (Bandcamp), Physical via PayPal.me link
6	Pre-save album (Streaming)	Clue 6 will come 2 days after the pre-save link announcement.	Pre-Save album on Streaming services
	Album Release	Explains how to enter the competition	Listen to Album



CALL TO ACTION

DIGITAL MARKETING



STORY – ANIMATED

*On the night that Jimmy stumbled, in the Sword & Crown,
JollyRoger docked their ship, as all their rum had gone.
A Couple turned their heads, as they sat upon the quay,
And the harbour walls echoed songs of Miss Molly McGee.
A sloppy yellow grin appeared between the shadows of the rocks,
With a message from the Band of Brothers about something they once lost.
'Somewhere on this Earth, a chest of treasure hides,
Whoever finds out where it is will win a special prize.
So grab your coats and grab a beer and meet me by the quay,
6 green bottles hold the clues to where the treasure be.*



Story based on previous JollyRoger lyrics, themes and songs

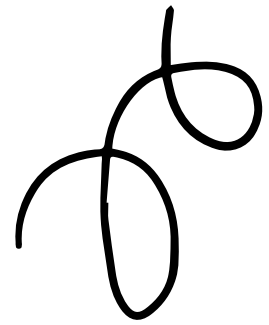
TREASURE BOX

Access clues by clicking on bottle on website treasure map - they will also each be posted on social media with #JollyRogerTreasureHunt

CLUE 1 : _ _ _ JR.A1.T7.V2.W2 Answer : Day Explanation : Clue stands for JollyRoger, Album 1, Track 7, verse 2, word 2.	CLUE 2 : _ _ _ _ _ HE'S ALWAYS AT THE BAR Answer : Jimmy Explanation : Lyric in JollyRoger song 'Jimmy' on debut album.	How it works: - The answer to each clue makes an email address JOLLYROGER[ANSWER]@GMAIL.COM e.g jollyrogerday@gmail.com for clue 1 - Send an email titled 'JollyRoger Treasure' to each of the 6 email addresses. An automated response will be set up for each address which sends back a piece of a QR code. - When all 6 pieces of the QR code are put together it takes you to an unlisted YouTube link of a video of the band congratulating the person and giving out the final clue (below) - Solve the final clue to get the location of the treasure and use this word to create an email address as above. - Every person that emails the final address will enter a draw to win the prize. FINAL CLUE : -31.753295832525303, 159.25126063615508 Answer : Balls Pyramid Explanation : Co-ordinates to Ball's Pyramid if typed into Google Maps. It is a 562 meter (1844 foot) high rock island located 20 km southeast of Lord Howe Island in the Pacific Ocean therefore it is unlikely anyone will try and actually go there. 
CLUE 3 : _ _ _ _ _ 01:45 Answer unknown until single is chosen : It will be the word said in the music video for the single at the time stated above	CLUE 4 : _ _ _ _ _ IT HOWLS AS WE ROW Answer : wind Explanation : Lyrics from song Silent Mountain	
CLUE 5 : _ _ _ _ _ SHIPS/WRECKS/????/DEATH Answer : Gold Explanation : Lyrics of JollyRoger song '2 to the Blue'.	CLUE 6 : _ _ _ _ _ SING OF GUNS AND ? Answer : Krakens Explanation : lyric from JollyRoger song '2 to the Blue'	

Aims of the campaign

- To introduce fans into the JollyRoger universe and increase investment into the band.
- To encourage new fans to listen to our back catalogue.
- To increase engagement on our social media / traffic to our website which will result in being higher up the Google search.
- To encourage people to join our mailing list and buy tickets to our live gigs / stream.
- To be doing 'something different first' which may be interesting enough to be picked up by the media.
- To create hype around the band and new album and get the fan community talking

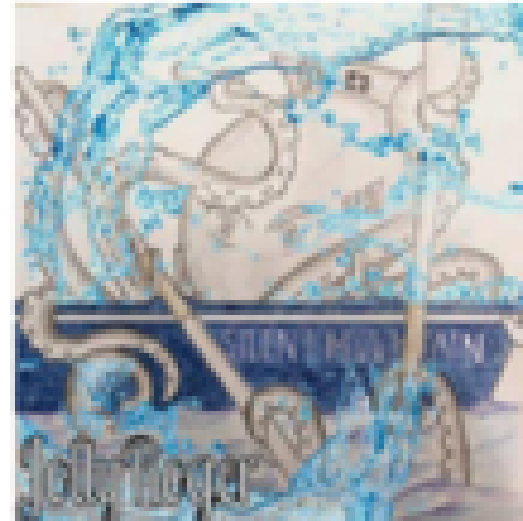


DIGITAL ASSETS

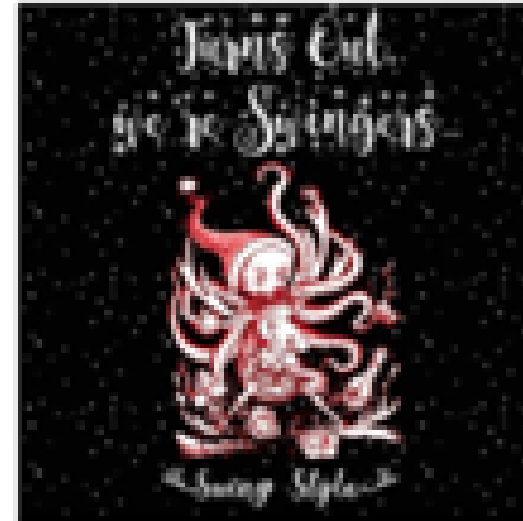
Previous JollyRoger artwork



*'Jolly For All EP'
Released September 2020*



*'Silent Mountain EP'
Released September 2019*



*'Turns out we're Swingers EP'
Released December 2020*



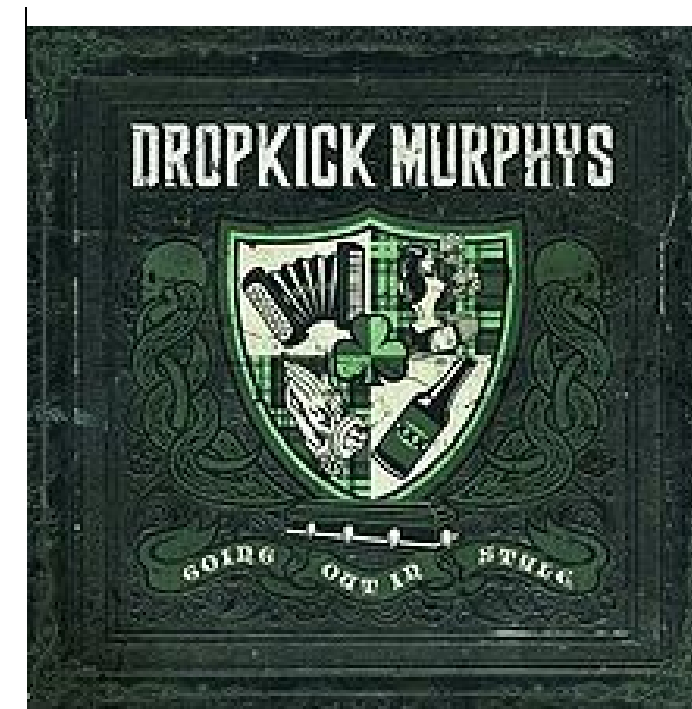
*JollyRoger Debut Album
Released June 2020*



*JollyRoger Merch
T-shirt & face mask*

INCONSISTENT BRANDING LEADS TO MARKET CONFUSION: CONSISTENCY LEADS TO BRAND VISIBILITY

(DEMAND METRIC RESEARCH CORPORATION, 2016).

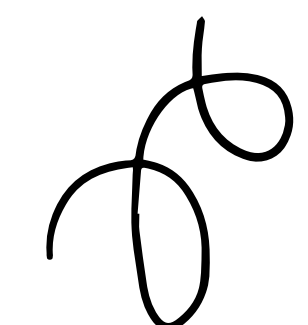
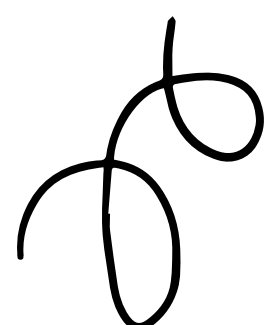


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BUDGET

Item	Information	Team member	Cost
Artist	For digital assets and branding	Mum of band – Kate Tolchard	£0
Graphic Designer	Album cover, map,	Band Member - Samantha	£0
Animator	For the clue skits, story and music video	Band Member - Kynan	£0
Videographer	For Final Clue	Band Member - Samantha	£0
Paid advertising on Facebook	6 paid £30 boosts to 'Aspired Audience' at the impact points during the campaign.		£180
	2 paid £40 boosts to 'Geographical Audience', these will be the music video and tour announcement.		£80
TOTAL			£240

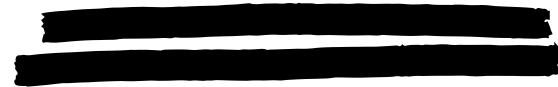
Low Budget



Unable to
make it as
interactive as it
could be



REFLECTION



Limited skill set



QR code
issues

THANKS FOR LISTENING



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