

PORTFOLIO

Includes: Single - Remix - Artwork - Promotional video - EPK- Budget

CREATIVE MUSIC MANAGEMENT (MBO0123)

Date: 07.04.2023

Student Name Edina Hadzihafizbegovic

Student Name Giza Smith

Project Outline

This Portfolio is a report presenting the development of the music artist LISELI B's promotional campaign for the release of her upcoming single titled "HOLD ON". The London based singer was A&red by the group and identified as in need of support to strategize her release and branding. This portfolio gathers the relevant promotional assets required for a single release.

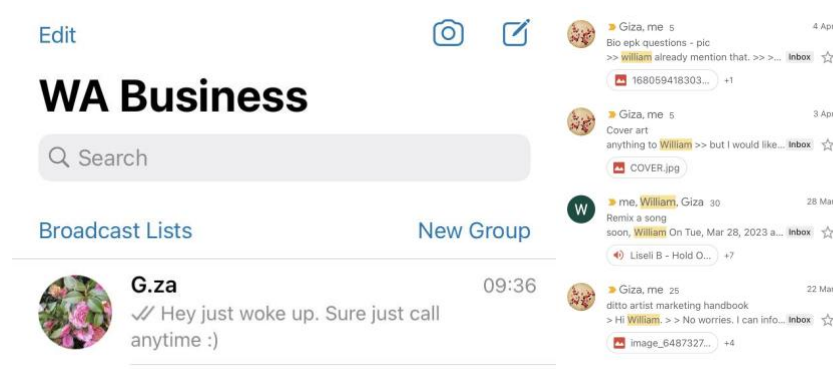
Group roles:

Edina - Creative Director / A&R and marketing

Giza - Creative Director / A&R and marketing

Group communication / Meetings

We initially met to discuss our strengths and area of expertise and to lay out a plan of action. After deciding on a product to promote, we researched the artist to understand her identity and values. The medium of communications used to exchange ideas and data with the producer, artist and other relevant parties involved in the creation of this campaign are phone calls, emails, and WhatsApp messages.



Budget and financial plan

A theoretical £5000 was allocated to deliver this project. The funding was split between the creational process of the tracks and the marketing strategies. The expense breakdown details and the various components of this commercial release campaign are outlined. We used a PRS template as a reference and example of how to budget the creative project for a single release to create our own tailored budget (PRS for Music Foundation, 2023). We also used a streaming calculator provided by Music getaway to estimate the artist's allocated income through streaming platforms such as Spotify and invested a donation of £100.

Budget - Hold On Single Release 05.03.23			ref:03052023
Expenditure	Description	Per Unit	Amount
Recording costs e.g. studio time, producer fees, session player fees, mixing, mastering	2 x production remix, mixing and mastering	£500.00	£1000.00
Office costs - The internal costs of running your creative project e.g. rent and utility bills such as gas, electricity, internet access and telephones	1xAdmin fees 1xRent 1xUtility bills	£150 £650 £200	£1000.00
Venue Hire for Launch Event	1x Venue hire	£200.00	£200.00
Marketing and Promotion			
un:hurd campaign plus, additional promo packages	1x Playlist pitching campaign. 1x Social media campaign double boost (tik tok)	£900 £300	£1200
Instagram	1x ad campaign for 10 days	£150	£150

TikTok	1x ad campaign for 10 days	£150	£150
Photography	Additional photography	£300	£300
Artwork	1x Graphic designer for cover art	£100	£100
Other expenditure	1x Video for single	£500	£500
Contingency - up to 10% of the total, to cater for any unforeseen spending	1x contingency charge	£500	£500
Income	Description	Per Unit	Amount
Recording Income e.g., physical sales, download income, streaming income etc	1x 100.000 Spotify streams	£344	£344
Ticket sales/performance fees	n/a	n/a	n/a
Programme/Merch sales	n/a	n/a	n/a
Arts Council - Can include Arts Council England, Creative Scotland, Arts Council Northern Ireland and Arts Council of Wales	n/a	n/a	n/a

Other Donations - Money raised through individual or community donations	1x£100 donation	1x£100	1x£100
Total cost:			£5000.00

Promotional assets

Electronic Press Kit

- Single's Cover Art
- 2 Artist pictures
- Artist Bio
- Single Audio Video
- Press release
- Social Network Hyperlinks (TikTok, YouTube, Instagram, Spotify)

The use of an EPK is essential in today's music market because of the overload of information posted online. The EPK will help connect with industry professionals to generate a “Buzz” around an upcoming release, to get live show bookings , and share updates about releases in an efficient manner (Bandzoogle 2023). To create the EPK, we interviewed the artist to collect information to create a Biography and song press release. We requested that she provided 2 recent professional pictures and any cover art available for release. The EPK was designed using the platforms CANVA and BANDZOOGL.

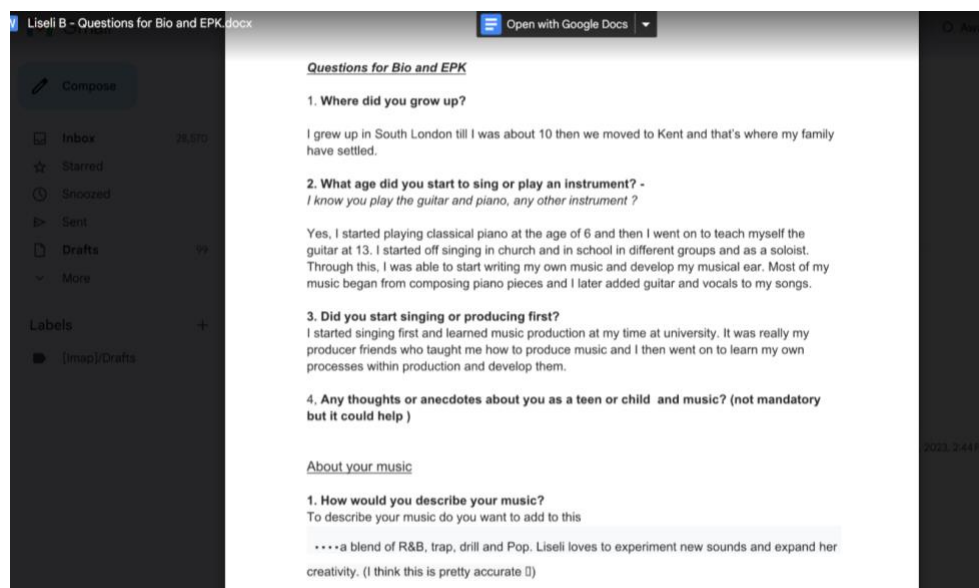
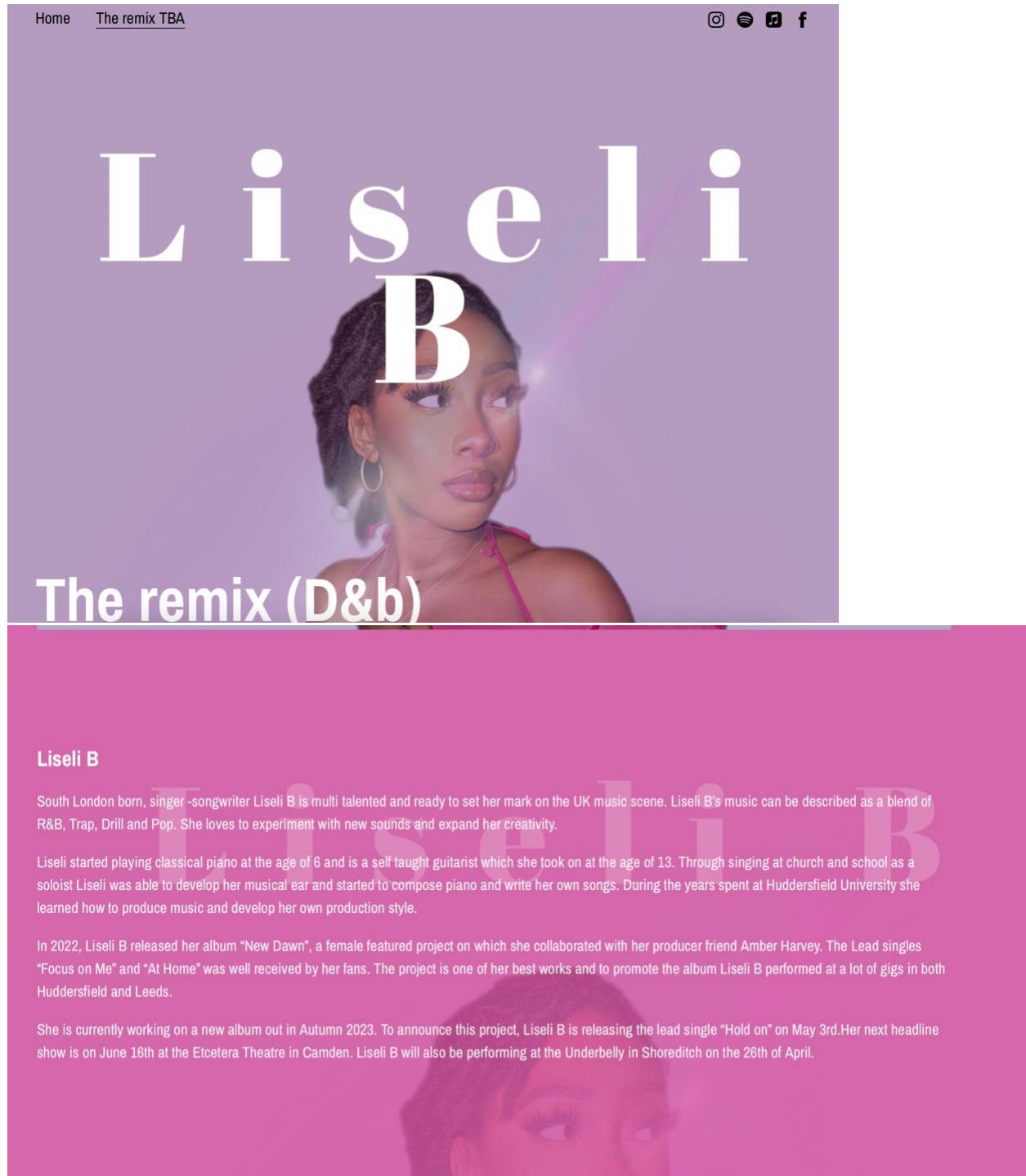


Figure Artist's interview

Optional EPK website and link of Liseli B's single and the remix available to listen with a visual promotional snippet.

Website link: <https://liselib2.bandzoogle.com/home>

Screen shots



New Single *Hold On*out

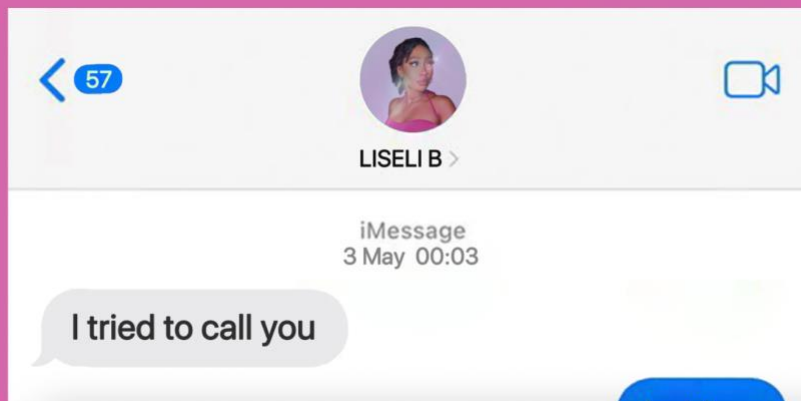
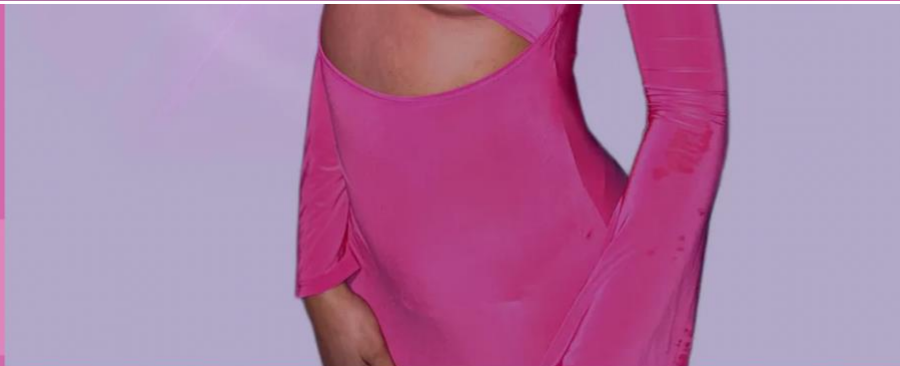
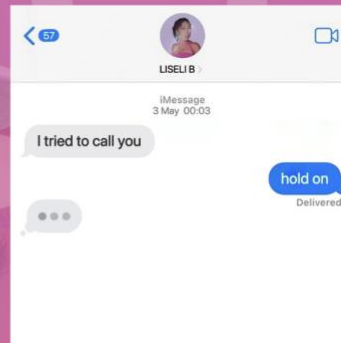
05.03.23

The song 'Hold On' is reminiscent of the early 2000's rnb sound and a mix of modern R&B and first single from her upcoming album

 **Hold On Master**
Liseli B

0:00/3:26

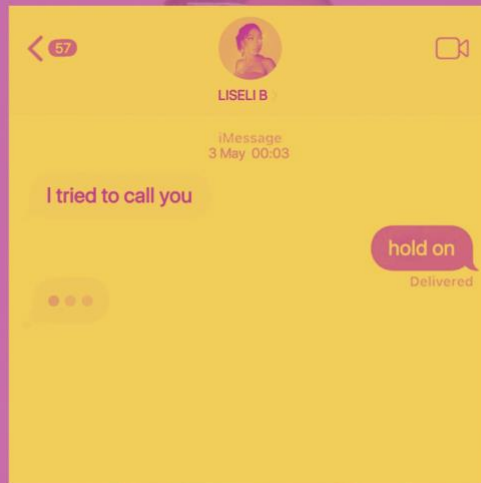
1. Hold On Master



The remix (D&b)

 Liseli B - Hold On (VIV4CE REMIX) Final 0:00/3:40

1 Liseli B - Hold On (VIV4CE REMIX) Final 3:40



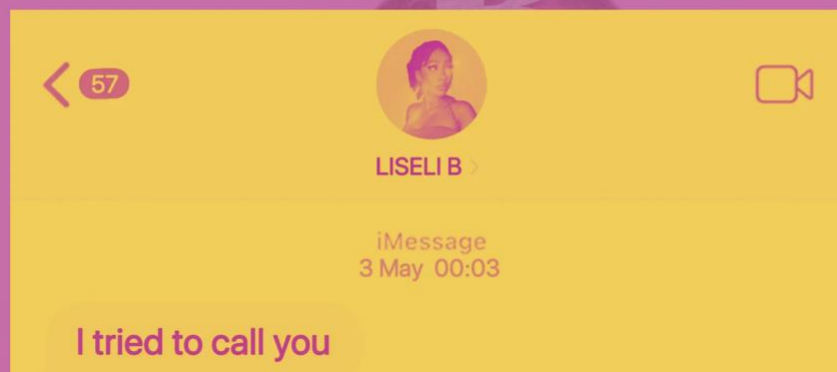
The remix (D&b)

 Liseli B - Hold On (VIV4CE REMIX) Final   0:00/3:40

1 Liseli B - Hold On (VIV4CE REMIX) Final 3:40

2 Hold on kanari roze remix 2:40

3 Hold on master afrobeat remix 3:26



Liseli B - HOLD ON Press Kit



LISELI B

Singer - Songwriter - Producer

03/05/23



Liseli B new single "Hold On" OUT on May 3rd

{For Immediate Release}

Liseli B is thrilled to announce her
New single
"Hold On"



Written and produced by Liseli B,
the enthralling track will have
listeners reminiscing on the 2000's
R&B classics. Hold on is the leading
single of her upcoming album
project "Tr4nce" due to drop in the
fall 2023.

A promising album inspired by Liseli B's love for R&B. She is eager
to reveal the project she worked on for the past year.

Liseli B wants to bring R&B Back to the UK Music Scene.

Catch Liseli B at the Underbelly in Shoredith on the 26th of
April debuting her single "Hold On" Live. She will be also be
showcasing some tracks from the upcoming album "Tr4nce" on
the 6th of June at the Etcetera Theatre - Camden

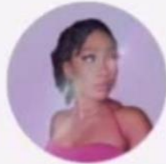
For more info

Contact

Contact@liselib.com



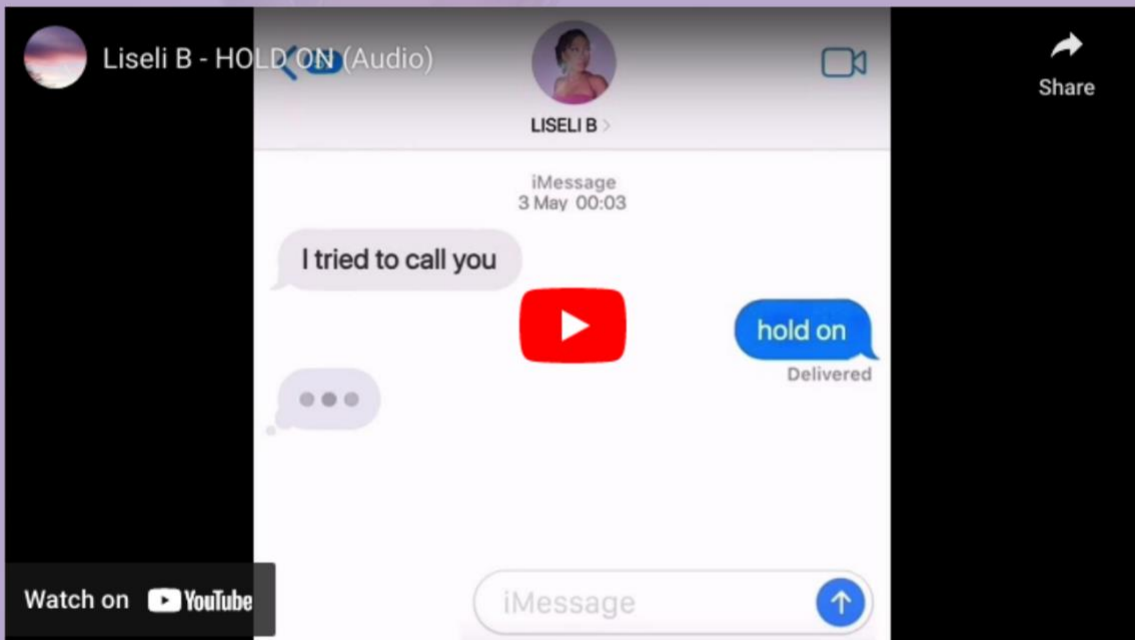
Liseli B - HOLD ON (Audio release)



LISELI B >

iMessage
3 May 00:03







Liseli B

South London born, singer -songwriter Liseli B is multi talented and ready to set her mark on the UK music scene. Liseli B's music can be described as a blend of R&B, Trap, Drill and Pop. She loves to experiment with new sounds and expand her creativity.

Liseli started playing classical piano at the age of 6 and is a self taught guitarist which she took on at the age of 13.

Through singing at church and school as a soloist Liseli was able to develop her musical ear and started to compose piano and write her own songs. During the years spent at Huddersfield University she learned how to produce music and develop her own production style.

In 2022, Liseli B released her album "New Dawn", a female featured project on which she collaborated with her producer friend Amber Harvey. The Lead singles "Focus on Me" and "At Home" was well received by her fans. The project is one of her best works and to promote the album Liseli B performed at a lot of gigs in both Huddersfield and Leeds.

She is currently working on a new album out in Autumn 2023. To announce this project, Liseli B is releasing the lead single "Hold on" on May 3rd. Her next headline show is on June 16th at the Etcetera Theatre in Camden. Liseli B will also be performing at the Underbelly in Shoreditch on the 26th of April.

Contact
Contact@liselib.com

Distribution

The single will be made available on all streaming platforms (Spotify, Apple Music, Amazon Music, Deezer...) at midnight, on the 3rd of May 2023. The Distribution Service Provider Distrokid charges an annual fee of £15. They offer several benefits for independent artists to manage their music release, for instance, Spotify for artists, playlist pitching, ... The track was submitted to the distributor ...on the ...and will.

Initially, Liseli B had another cover art idea that was different, however taken into consideration our group's expertise, she has now decided to use the cover art created for this portfolio.

MARKETING STRATEGY

HOLD ON is the lead single for an album project the artist has been working on for the past year.

1. Marketing campaign with **un:hurd**

- Playlist pitching campaign
- Double boost tik tok campaign

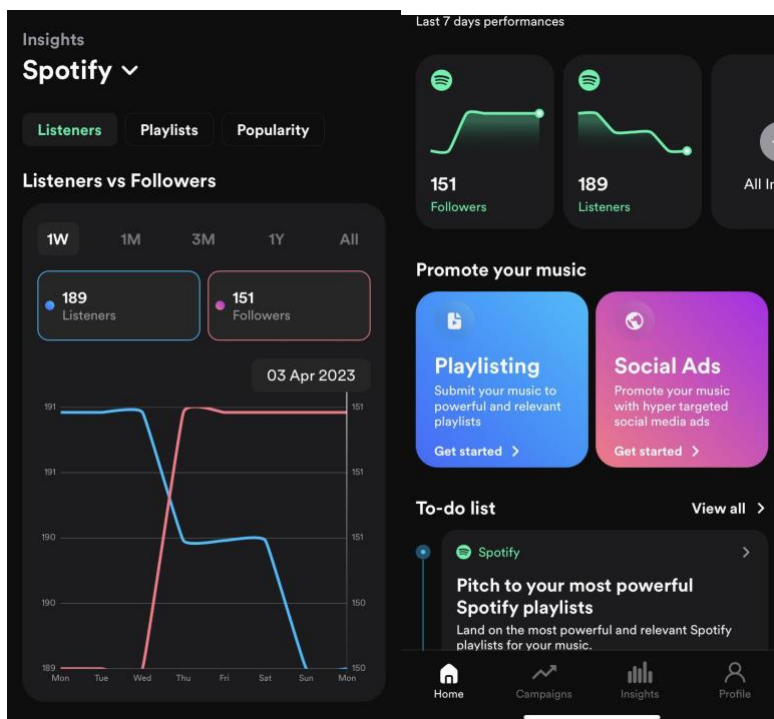
un:hurd:

A data driven music marketing team that helps to analyse the market further and promote music. We decided to team up with un:hurd to help boost and optimise Liseli B's potential for her upcoming single release through their expertise. After getting in touch with them we decided to go with a few options within our budget scheme such as the playlist pitching and double boost social media campaign on Tik Tok.

“With over 25 years’ experience in the music industry, our team of marketing experts have worked with some of the most exciting artists in the world. So, when an artist is looking to take things to the next level, we combine this knowledge and expertise with our technology to deliver tailor made campaigns that are aligned with your goals and ambitions” (unhurd, accessed 2023)

Link: <https://www.unhurd.co.uk>

Analytics:



(Analytics through unhurd’s app on Liseli B’s Spotify, accessed April 2023)

Marketing Objectives

We have identified the artist's quest for recognition and her need to grow her social media fan base as well as driving engagement to her TikTok and Instagram profile.

The single promotional campaign will be used

- To build a network of industry professionals
- Reinforce the artist Identity and values
- Expose the artist's Music to Spotify profile to curators
- Grow Instagram and TikTok followers (25% expected increase in followers engagement on both platforms.)
- Get Blog post entries (5 blogs)

The Remix promotion campaign will be used to

- Expose the artist to a new market.
- Generate income from another market.
- Broaden her potential music collaboration opportunities.
- Expand her network.

Target audience

Age: 18-45 years old

Gender F/M: 60% - 40%

Location: London - Huddersfield - Leeds - Manchester - and other cities in the UK and US.

Interests: Music (R&B, Trap, Soul), Music Production, Singing, Make up, Fashion, Browsing on Social Media, etc..)

2. Multiple remixes in different styles

As a part of the second marketing strategy of making the remix, we recognized the idea of using several remixes in different styles and how this could widen Liseli's audience.

As a reference we were inspired by the American artist, rapper and singer Coi Leray and how Leray was successfully utilising her recently released single 'Players' post release. Coi Leray used different styles of remixes. Not only will this lengthen the momentum of the original single but also possibly elevate it and appeal to different audiences.

We were also a group inspired by the artwork for her single 'Players' and how she changed her artwork slightly to fit the genres and style of the following remixes.

We therefore chose the different styles of remixes that were suitable to Liseli B's track and audience but also the very popular genre today Afrobeats (Conteh, 2022).

Similarly with the artwork, we chose to keep the same artwork but slightly change the mood by presenting a different colour.



(Art cover accessed via Coi Leray's instagram, 2023)

Video art concept:



(Visuals accessed via Coi Leray's instagram, 2023)

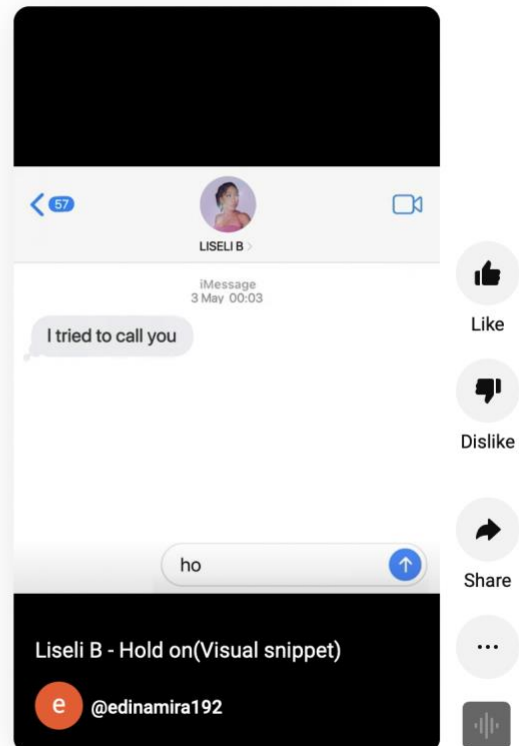
Our video for Instagram:



Search



5



List of Blogs/ Radio stations to contact for premiering the single on May 3rd:

- BBC music introducing
- Reprezent Radio
- Submithub.com
- Wonderland Magazine
- Dummy Magazine
- Clash Magazine
- Mixtape madness

Promotional Strategies

Timeline	Promotional strategies
2 Months before release	- Submit your music to your distributor - Finalise your artwork. - Document the recording & creation journey
1 Month before release -	- Professional photo shoot - Shoot a music video. - Pitch song to playlist via Spotify for artist
3 weeks before release	- Instagram post announcing the release date. - Spotify pre-save campaign - Scheduling countdowns across socials.
2 weeks before release	- Create an Instagram ad campaign - Create a Tik Tok ad campaign - Spotify pre-save campaign - Send an email to your superfans or friends and ask them to share your music on release day on their socials

1 week before release	- Spotify Pre-Save campaign - Release teaser on social media profiles
Release day	- “Out now!” posts on ALL social media platforms - Release visualizer on social media platforms - Instagram live - Listening party
Post release campaign	- Instagram live - Q&A or talking about the concept of the song - Tutorial video “Creating the song “Hold On” - short videos posted on social media platforms - long version posted on YouTube.

Iconography

Typography- Instagram Sans is a global typeface. The glyph and wordmark inspired this custom style heritage. Instagram Sans reflects the shape of the glyph and commitment to simplicity and craft.



(Instagram, Accessed 2023)

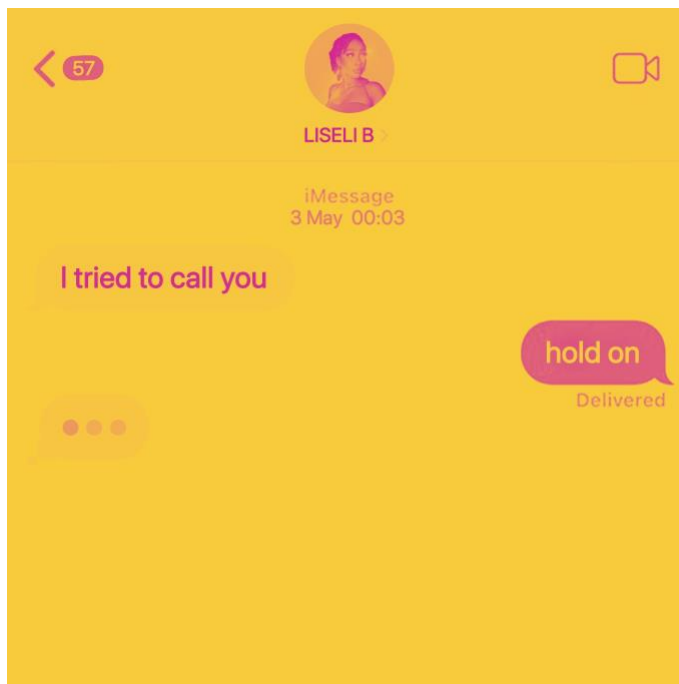
COLOURS- Colour associated with the mood board and use of primary colours to represent an effective, simplistic, and classic approach. Secondary colours to accentuate and add a theme and representation of depth and creativity.

Artwork

Cover art for single:



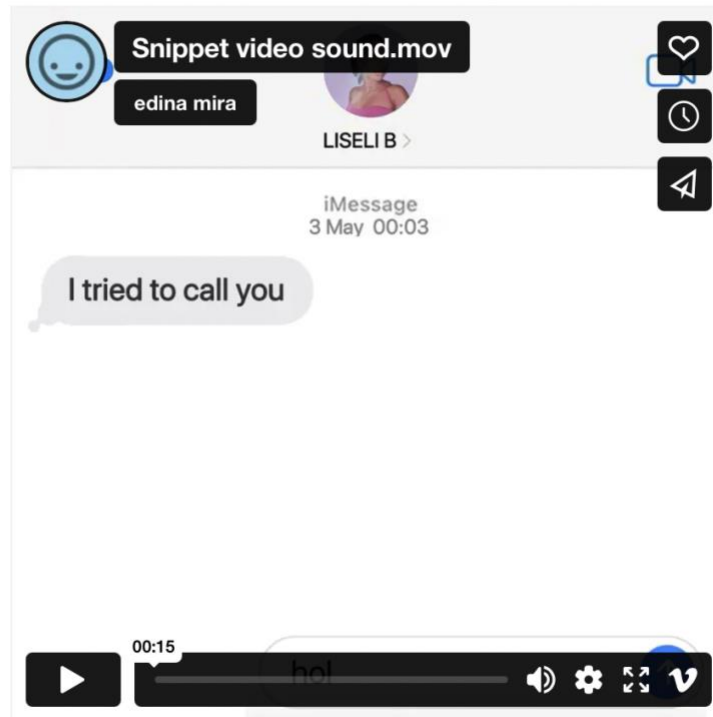
Cover art for the remix



Video:

vimeo

Library > Snippet video sound.mov



Snippet video sound ▶ 0 ♡ 0

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