

ENTERTAINMENT MARKETING

Report

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JOYCE SIMS

Marketing Plan

EXECUTIVE SUMMARY

This report concerns itself with a marketing plan for the artist and vocalist Joyce Sims. It serves as a blueprint for a marketing strategy and campaign of an upcoming album release scheduled for 2022, which highlights, inter alia, KPI's, innovative strategies and a budget plan, in order to create a strong positioning among potential competitors and ensure its sustainability within a saturated market. In addition, the artist project receives a new brand identity, paying homage to traditional branding from the 80s and introducing contemporary and trending visual assets, in order to prove successful within its targeted market.

Joyce Sims is a former artist and vocalist, whose prime lies within the time period of 1980 and 1990, in which her single "Come Into My Life" leveraged her to considerable success within the dance and R&B scene (Allmusic, n.d.). This marketing plan aims to provide a viable framework to re-establish the artist project of Joyce Sims and to successfully follow a campaign timeline, concluding in an album release.

MARKETING STRATEGY

Artist Profile

Dance and R&B artist Joyce Sims released her hit single "Come Into My Life" in 1987, which has been awarded with a gold certification in the UK and charted in the R&B billboard charts among the top 10 in USA (Allmusic, n.d.; BPI, n.d.). Her latest album "Love Song" was released in 2015 without any significant achievements.

Currently, the artist has a limited internet presence, featuring a simple website, some social media channel profiles and all musical works available on digital streaming platforms.

Throughout the years, her songs have been sampled by major artists, such as Randy Crawford, Angie Stone and Snoop Dogg (Joyce Sims, n.d.).

Currently, her social reach on digital platforms sums up to approx. 10k followers. Monthly listeners on Spotify accrue to approx. 130k.

BRANDING

Branding is an essential part of this campaign. In order to emphasize Joyce Sim's uniqueness, a distinguishable branding is of importance, as it helps the artist to stand out. "Brand managers can create visual artistic campaigns that will help audiences understand who the musician is and what he or she has to offer" (Garrett, 2018).

In order to re-brand the artist project in light of the upcoming album release, a new brand identity is being created. Here, a choice is being made in terms of colour, typography, logo, and overall design elements, which create a cohesive corporate identity. This cohesiveness promotes authenticity and professionalism, which subliminally appeals to the audience.

ITC Avant Garde is being used as a font, whose origins lie approximately in the same time period as Joyce Sim's heyday. It conveys a feeling of progressiveness and in conjunction with applicable design elements, a contemporary environment is being created. Essentially, it follows the notion of "form follows function" (Nils, 2019). This font has been chosen as these traits perfectly fit into what is being envisioned for the brand identity – paying homage to the 80s and introducing contemporary design elements.

The chosen colours have been carefully selected on the basis of the envisioned values that should be conveyed by the marketing strategy. Black, blue and gold have been selected, as the emotions that they convey reflect the values of the artist project. While black represents formality, blue introduces a feeling of loyalty and trust. Similarly, gold conveys a feeling of royalty and warmth (London Image Institute, 2020). All colours in juxtaposition aim to convey a that the musical work in itself is a valuable piece of art and aim to re-introduce the quality of music, that may have been lost due to digitalisation.



Typography

ITC AVANT GARDE

Colour

Black

Cream

Blue

JOYCE
SIMS

BRANDING

NEW BEGINNINGS



JOYCE
SIMS

JOYCE SIMS

2022

New Beginnings

UK + EU Tour

1 June - London
4 June - London
5 June - London
20 June - London
25 June - Manchester
4 July - Birmingham
12 July - Oxford
20 July - Amsterdam
27 July - Paris
30 July - Berlin
1 August - Barcelona

joycesims.com

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EPK

In order to successfully create authenticity and be able to speak to potential publicists, an EPK is essential. It serves as the "lure" to "convert a journalist into a participant and then into a fan" (Macdonald, 2019). Essentially, it will be used for promotional purposes and is a very cost-effective method.

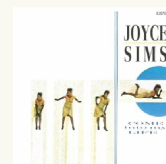
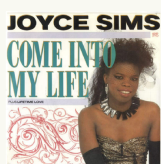
JOYCE SIMS

BRANDING

Electronic Press Kit

Bio

An often enticing and enchanting vocalist, Joyce Sims hasn't emerged as a disco diva with crossover appeal despite making some excellent singles. Born in Rochester, Sims formally studied music in college, learning a number of instruments. An agent introduced her to Ron Resnick of Sleeping Bag Records, who signed her in 1986. Her biggest hit was "Come Into My Life" in 1987, her only Top Ten record. But, both "(You Are) My All and All" and her remake of "Love Makes A Woman" with Jimmy Castor were finely crafted and nicely performed releases. They made the R&B Top 30, but didn't earn her enough attention to break out beyond the dance market. ~ Ron Wynn (APPLE MUSIC)



STREAM

JOYCE SIMS

DOWNLOAD PRESS PHOTOS

SMART

Using the **SMART** framework, specific goals can be identified and be demonstrated in a more comprehensible way. This enables to have a clear picture throughout the marketing campaign.

Specific

The main goal is to re-establish the artist project of Joyce Sims. As Joyce Sims has had success in the past, there may be an existing fanbase, which the new marketing strategy can take advantage of. The KPIs mentioned below indicate what will be measurable to determine the success of this campaign. Through digital marketing strategies, enough traction should be generated, in order to be able to viably host a live gig with enough ticket sales.

Measurable

The KPIs indicate specific objectives that should be reached throughout and after this marketing campaign.

Attainable

In order to measure success, the marketing campaign is segmented into micro-goals, which give incremental feedback of the overall success of the campaign and enable agile adjustments throughout.

Relevant

All objectives indicated in the KPIs are reasonable to achieve and have the ability to create traction. In addition, they are specific to this marketing campaign and can ensure that the artist will succeed within the current, mostly digitalised, market.

Time-based

The marketing campaign timeline indicates incremental goals throughout. Micro-goals ensure that time is not wasted on failing goals planned far in the future.

KPIs

KPIs	Objectives
Marketing	Marketing
ROI	- Positive return on marketing investment
Playlist Reach	- Min. 300k followers
Monthly Listeners	- Min. 100k unique listeners
Consumption	- Revenue yields min 1.5x marketing budget
Digital + Social	Digital + Social
Engagement rate	- Min. 10% of impressions lead to active engagement with specific asset
Follower increase	- 5% growth rate of followers per week
Efficient Reach	- Min. 5 mentions across media platforms per week
Buzz	
PR	PR
Active Coverage	- Min. 5 publications per week
Sentiment	- Positive associations/good feedback
Radio	Radio
Radio Audience	- Coverage on relevant radio stations featuring RnB & Dance
Spins	
Tour	Tour
EU & UK Tour	- UK + Min. 3 EU countries
Ticket sales	- Close to sold out shows (smaller venues)

SWOT

Strengths	Weaknesses
Distinctive voice Multi-instrumentalist	No professional appearance Long time since last release No current "buzz" Experience of a pre-digital era
Opportunities	Threats
Demographics enable to sell vinyl Genre and retro aesthetics are trending	

KPIs

Meaningfulness of KPIs

Marketing

The ROI (return on investment) shows the overall efficiency actions involved in the marketing campaign. It can be measured in various forms and is not limited to the amount of revenue gained from an investment. If a digital ad yields high engagement, a positive ROI is being achieved.

A high acceptance rate to playlists is essential for current artists to be successful. As playlists can attract a significant number of users, being featured in a number of relevant playlists is essential. A positive outcome of being featured in playlists are high royalties being paid to the artist and gaining a wide audience reach (similar to physical sales).

High monthly listeners ensure a steady payment of royalties and can show how stable the fanbase of the artist is. High monthly listeners despite of potential withdrawals from certain playlists means a long-term success of the marketing campaign.

Digital + Social

Engagement rate of content and promotional assets posted on social media channels show how audiences respond to certain stimuli. Also shows what content doesn't work and acts as a "proxy for fan loyalty" (Horsburgh, 2020).

The follower increase on social media channels can be an indicator for the effectiveness of individual posts and whether they are meaningful enough for the audience to engage with the artist project. Although it may just be social proof, the change in followers can reveal the overall acceptance of the marketing campaign.

The "buzz" that should be created through a marketing campaign can show the extent to which promotional assets create an incentive to engage with them, as it indicates how much is being talked about the artist without actively doing something.

Here, we are making use of fans discussing the album release and the artist as a whole and take advantage of their help publicising the release.

PR

Similar to the "buzz" being created through the marketing campaign, the active coverage shows the number of publications about the artist project. It can be measured in the number of links referring to the artist project, which creates leads and, ultimately, more exposure.

The sentiment associated with publications about the campaign and the upcoming release is rather subjective, however, gives an impression of the effect the campaign has on the target audience.

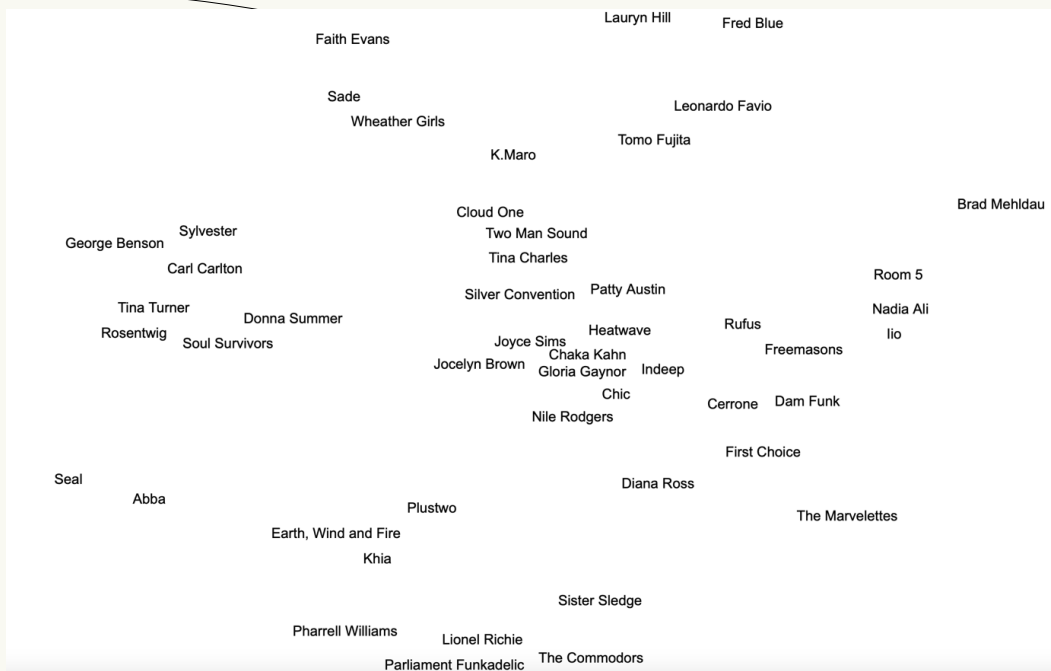
Radio

Radio is the leading medium to gain reach, as 93% of people occasionally listen to radio (The Radio Department, 2018). Next to its importance for gaining exposure, the amount of radio plays is an indicator for the interest in the song of the artist and whether it is being supported by tastemakers, who automatically can have a major impact on the success of the marketing campaign.

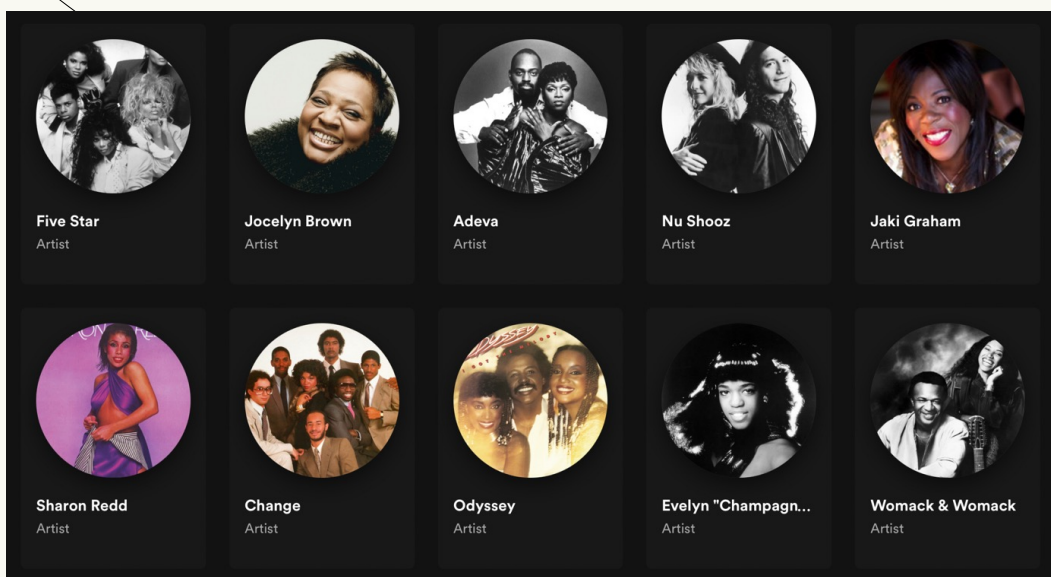
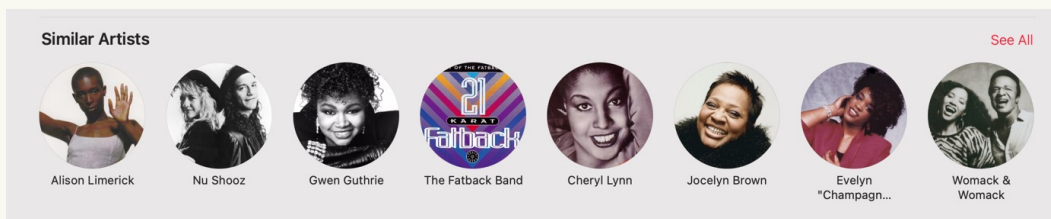
Tour

The tour is an essential part of the marketing campaign for Joyce Sims and the revenue gained from the ticket sales is associated with the aggregate return on investment of the whole marketing campaign. A high number of ticket sales indicate the effectiveness of the marketing campaign, as its ultimate goal is to reach new potential fans and incentivise engagement. A physical appearance at a live gig can be seen as the ultimate fan engagement. Therefore, ticket sales are an inevitable key performance indicator.

COMPETITORS



According to this diagram, the closer the names are to Joyce Sims, the more likely it is for a fan to listen to that artist as well. The closest are Chaka Khan, Jocelyn Brown, Gloria Gaynor, Chic, Heatwave and Nile Rogers.



TARGET AUDIENCE

In order to effectively position Joyce Sims among the current market, it is essential to identify the relevant target audience for the upcoming album release, as “knowing your fans allows you to interact with them as well as possible, but also to develop a better communication strategy” (Leighton, 2019). Audience segmentation is effective in this context, as it can promote improved customer retention, more effective strategies to reach the targeted audience and create content that effectively appeals to a specific audience, in order to increase engagement (Yieldify, n.d.).

The potential audience is segmented into different categories, such as behavioral and demographic segmentation. As the upcoming release does not concern itself with political exclamations or other unilateral content, psychographic segmentation of the target audience is not applicable.

According to Kevin Kelly, 1,000 true fans are necessary to make a sustainable living (D4 Nguyen, 2019). In order to develop a solid fan base, it is essential to focus on a niche first, whose values and preferences are identified, which will serve as a basis for further fan development. Through understanding who this marketing campaign is talking to, a higher chance of engagement can be achieved.

Target Persona/Profile

Age: 25-60 years

Gender: All

Most are in a relationship or married

Rather conservative, than alternative

Ethnicity: Afro-American, Caucasian

Reads physical articles in magazines

Likes to go to live events

Spend more time offline than online

Enjoy music from their childhood, but are open to new music as well

Aren't that familiar with in-depth social media channels, such as Reddit or discord communities, but rather inform themselves digitally through more generic platforms, such as Facebook and Instagram.

ACTION PROGRAM

In order to successfully implement the abovementioned marketing strategies, the action program will be outlined in a two-month time frame.

<u>Date</u>	<u>Objective</u>
21 st January	Pitch album to DSPs, blogs and press
1 st February	Creation of social media channels
1 st February	Creation of promotional assets
5 th February	Post first teaser of first single + Story
5 th February	Run IG + FB ad <u>campagin</u>
6 th February	Post pre-save link
7 th February	Biddz.io announcement
11 th February	Single Release
11 th February	Post single artwork
12 th February	BTS content + personal message from JS
13 th February	Follow-up content for first single
18 th February	Post teaser for second single + Story
18 th February	Run IG + FB ad campaign
21 st February	Post pre-save link
25 th February	Single 2 Release
25 th February	Post single artwork
26 th February	BTS content + personal message from JS
28 th February	Follow-up content for first single
4 th March	Album Announcement on all channels Vinyl pre-save option
4 th March	Run IG + FB ad campaign
7 th March	Release interviews with press
18 th March	Album release + tour announcement
18 th March	IG Live session

ACTION PROGRAM

Financing through fans

Biddz.io is a platform, through which fans can buy “stocks” of an upcoming release and receive a share of the royalties generated. Here, true fans can help finance a project and receive remuneration in return. Hereby, marketing costs can be reduced, while taking advantage of the added value that the platform is offering.

Joyce Sims		
Title	New Beginnings	
Type (LP, EP, Single)	Album	
Release Date	Sep. 1, 2022	
Total Marketing Budget	\$60,000.00	
Revenue Goal Projection		
Streaming		\$60,000.00
Physical		\$20,000.00
Digital Download		\$10,000.00
Video		\$0.00
Total Revenue		\$90,000.00
PROMOTIONS		
Urban Radio:		\$4,200.00
- Rhythmic		
- Urban		
- Urban AC		
Club Servicing		\$0.00
CONTENT		
Artwork & promo photos		\$2,400.00
Content Creation		\$12,000.00
- Video Production		
- Misc. Video / B-Roll		
Remixes & Features		\$13,200.00
MEDIA		
Advertising		\$12,600.00
- Digital Advertising		
- Traditional Advertising		
Publicity		\$6,000.00
- Indie Publicist		
- Press Activities		
PERFORMANCES		
Tour Support		\$6,000.00
- Show Development		
- Ticket Buys		
- Merch		
Promotional Appearances:		\$3,000.00
- TV Appearances		
- Promo Tour		
- Showcases & Parties		

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