

Marathon Artists

MA International Music Marketing

Will Richards



Inside Marathon Artists



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MARATHON ARTISTS OVERVIEW



“Marathon Music Group partners with artists across diverse music cultures to amplify their creative vision, help find their audiences and build sustainable careers with a leading-edge approach to marketing, smart long-term investment and flexible artist friendly partnership deals.”



Company Overview

Marathon Artists is the flagship label of Marathon Music Group, an independent music group founded by **Paul-Rene Albertini**, **Philippe Ascoli** and **Jimmy Mikaoui** in 2012.

•

Marathon Artists is a major branch of the umbrella company Marathon Music Group. Marathon Music Group also includes Marathon LABS a “London-based music technology start-up accelerator” alongside a **Management** and **Publishing** arm. Marathon Artists is therefore a 360° record label.

•

Marathon Artist, alongside Marathon Music Group, is a company in the portfolio of **Sushi Ventures Partner**, an investment firm focused on media tech.

•

Paul-Rene described Marathon Artists as a ‘**3.0 record label**’.

“Everything with Marathon Artists has been organically part of this system, and the way we contemplate Marathon Artists is around the creator and artist is to expose and monetise the content”



"The artist should have the choice..we believe that giving the artist choice has a value" – Paul Rene

Company Overview



Marathon Artists exists to 'shake up the industry'. The set themselves apart from the major labels as they have a distinctive focus on the artist.

•

Combining Albertini's expertise whilst serving as President of Warner Europe and Ascoli's time as Senior A&R Director at Columbia, Marathon Artists has a wealth of knowledge around the industry and applies this to protecting artists from the beginning of their career and throughout.

•

- Their 50/50 profit share deals and direct involvement with all aspects of the artists' career highlights. Marathon Artists was started to protect and partner artists and to ensure that they build sustainable careers.

•

- Marathon Artist serves as a diverse record label that spans numerous genres. Through artists such as **Courtney Barnett, Jagwar Ma** and **POND** Marathon Artists roster has a strong focus on the Australian Indie/Alternative Rock scene. Marathon Artists also has a focus on the emerging UK underground scene with artist such as **Shakka, Afro B** and **Lava La Rue**

•

- Marathon Artists is also home to imprint labels **House Anxiety, MOVES** and **Mahogany Records**.

•

- Marathon Artists employs between **11-50 people**



Artists/Client Base



A fundamental value of Marathon Artists is to have “diverse music cultures to amplify their creative vision”.

Subsequently, Marathon Artist’s roster of **39 artists** spans a wide range of genres

Indie/Alternative Rock

- Courtney Barnett
- POND
- Psychedelic Porn Crumpets
- Hazel English
- Friedberg
- Loose Tooth
- Jagwar Ma
- Forth Wanderers
- Hackiku
- Real Lies
- Spoort
- Vagabon
- Childhood
- Honeyblood
- Shock Machine
- Mmode

R&B/Neo-Soul

- Lava La Rue
- Bellah
- Shakka
- Rachel Chinourini
- Jamie Isaac

Hip Hop/Rap

- Lavidia Loca
- Artan
- Keyah Blu
- Elliott Power
- Mike

Folk

- Jen Chloer
- Tiny Ruins

Garage

- Salute

Afrobeat

- Afro B
- Baaba Maal

Pop/Electronic

- Max Jury
- Sonia Stein
- We Are Shining

Australian Based Artist

UK Based Artist



Deeper Into Marathon Artists' Roster

POND

- **58,608+** Playlist Reach Since Jan '21
- Top Songs have **74,702,374** million streams combined
- **249,005** Spotify Followers
- **643,885** Spotify Monthly Listeners
- **18,881** Deezer Fans

Courtney Barnett

- **5,138,780+** Playlist Reach Since Jan '21
- Top Songs have **148,028,157** million streams combined
- **451,911** Spotify Followers
- **897, 158** Monthly Listeners Spotify
- **35,811** Deezer Fans

Lava La Rue

- **3,140,275+** Playlist Reach Since Jan '21
- Top Songs have **6,860,850** million streams combined
- **35,169** Spotify Followers
- **260,183** Monthly Spotify Listeners
- **661** Deezer Fans



Deeper Into Marathon Artists' Roster



Shakka

- **1,468,911+** Playlist Reach Since Jan '21
 - Top Songs have **169,473,040** million streams combined
- **67,905** Spotify Followers
- **1,459,636** Spotify Monthly Listeners
- **4,414** Deezer Fans



Afro B

- **526162+** Playlist Reach Since Jan '21
- Top Songs have **189,528,161** million streams combined
 - **125,038** Spotify Followers
- **2,312,120** Spotify Monthly Listeners
 - **45,849** Deezer Fans



Sources:
Spotify
Soundcharts.com
Chartmetric.com
Deezer.com

Website

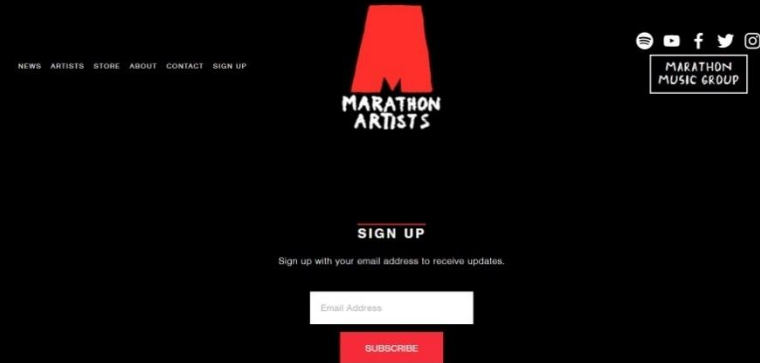
Artists



Store



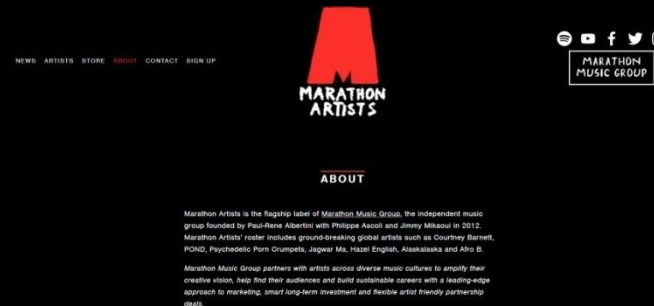
Sign Up



News



About



Contact



Merchandise

Marathon Artist 'Merch' page is displayed on musicglue.com/marathon-artists/music

They currently have 9 items available to purchase from the 'merch' tab from their website



Fraser A
Gorman T
Towel £4



Childhood
– 'Lacuna'
CD -
£10.99



Logo Tee
(White) -
£10.00



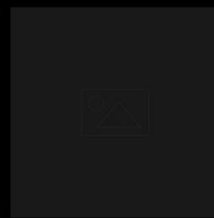
Logo Tee
(Black) -
£10.00



Banana
Tee -
£10.00



Banana
Tee
(White) -
£10



Max Jury
Tee -
£20.00

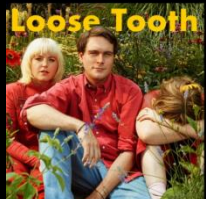


Idler Tee
(Navy) -
£25.00



Couch
Baby Tee
– Sold Out

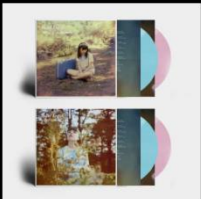
Marathon Artist also sells a variety of 7", 12" and CD's from the 'Music' or 'Artists' tab (Also on [Musicglue.com](https://musicglue.com))



Keep Up
12"
Release –
£20.00



Never
Keep
Going
12" EP –
£12.99



Just Give In /
Never Going
Home (CD
Release) -
£13.99



Just Give
In / Never
Home (2
x 12" EP
Release)
– Sold
Out



Book Of
Love 7"
Single –
4.99



Slow
Gum
12"
Vinyl –
£14.99



Slow
Gum
(CD) -
£9.99



Once
Smitten
(CD) -
£7.99



Instagram

← marathonartists



1,462 Posts
4,517 Followers
1,875 Following

Marathon Artists

Independent record label

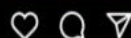
linkin.bio/marathonartists

Followed by [100clublondon](#), [tileyardlondon](#) and 7 others

Follow

Message

Email ad...



193 views

marathonartists So pleased to announce that LIZZY by @friedbergmusic is officially OUT NOW! 🎉... more

View all 3 comments

friedbergmusic ❤️❤️❤️

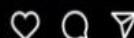
15 January



27 likes

marathonartists @lavalarue looking incredible on the cover of the Our Generation playlist @spotifyuk

9 December 2020



33 likes

marathonartists Pre-save @hachikumusic 'I'll Probably Be Asleep' on Spotify for a chance... more

10 November 2020

- Marathon Artists currently has 4,517 followers on Instagram

- Their typical engagement rate is close to **zero**.

- Marathon Artist typically posts on their Instagram every 5 to 10 days

- Marathon Artist posts consists of promotion for their artists; new releases; radio airplay, playlist allocation and livestreams.

- Marathon Artists very infrequently post content on their 'stories'



Twitter



- Marathon Artists currently has **3,577** followers on Twitter

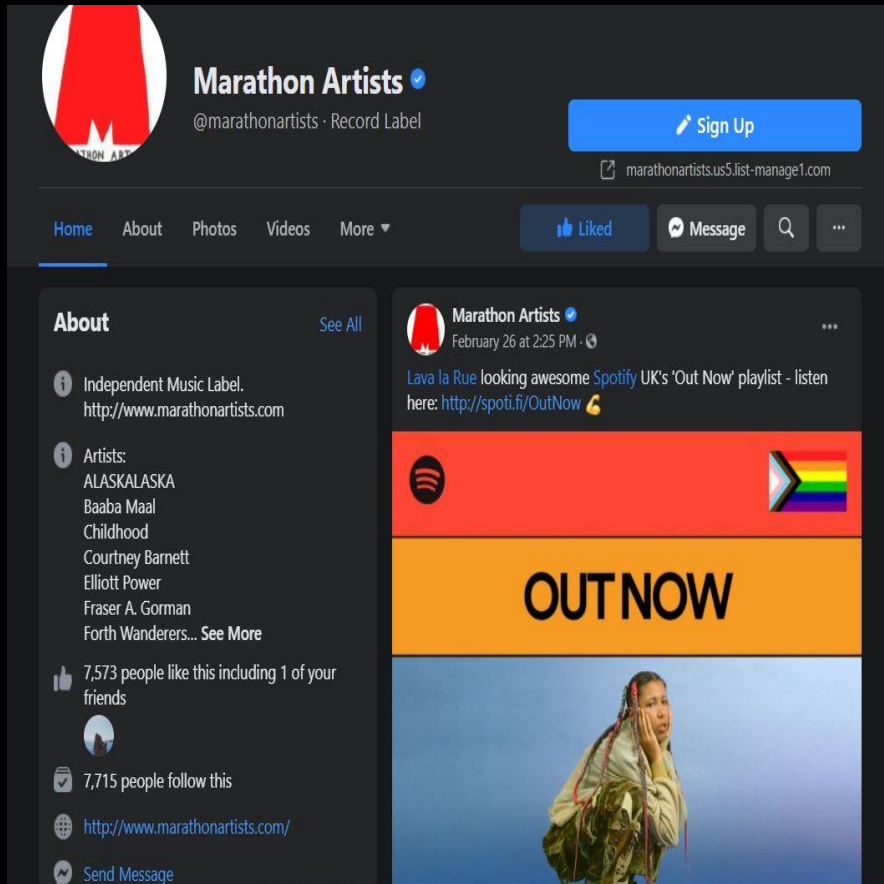
- Their typical engagement rate is close to **zero**.

- Marathon Artist typically posts on Twitter every **5 to 8 days**.

- Marathon Artist posts promotional posts about their **roster, re-tweets of content from their roster, magazine reviews** from publications such as DIY magazine and **playlist allocation**.



Facebook



Marathon Artists ✓
@marathonartists · Record Label

Sign Up

marathonartists.us5.list-manage1.com

Home About Photos Videos More ▾

Liked Message

About See All

Independent Music Label.
<http://www.marathonartists.com>

Artists:
ALASKALASKA
Baaba Maal
Childhood
Courtney Barnett
Elliott Power
Fraser A. Gorman
Forth Wanderers... See More

7,573 people like this including 1 of your friends

7,715 people follow this

<http://www.marathonartists.com/>

Send Message

Marathon Artists ✓
February 26 at 2:25 PM · 🌐

Lava la Rue looking awesome Spotify UK's 'Out Now' playlist - listen here: <http://spoti.fi/OutNow> 🎧

OUT NOW



Marathon Artists ✓
December 2, 2020 · 🌐

What an honour to be able to contribute to the success of the amazing artists on our roster! Thanks for listening 🎧
#SpotifyWrapped2020 #artistwrapped2020

Artist	Streams	Hours	Listeners	Countries
Courtney Barnett	39.1M	2.6M	4.7M	92
Psychadelic Porn Crumpets	16.6M	1.1M	1.8M	92
Friedberg	3M	154k	1M	92
Model Man	7.8M	499.8k	2.3M	92

6 1 Share

- Marathon Artists has **7,573** likes on Facebook.

- Marathon Artists posts **less** on Facebook.

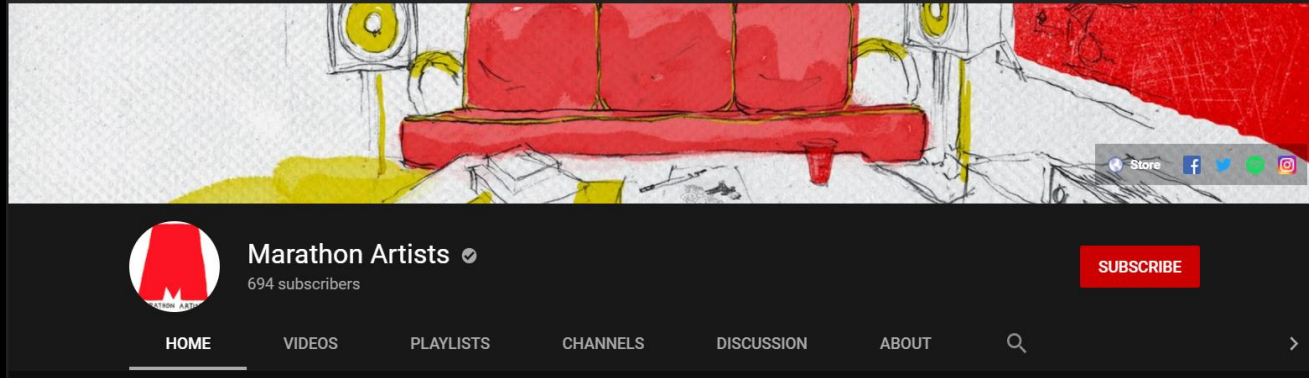
- Previously they used to post every **5 days** up until May 2020

- Since then have only posted **3 times**

- Their engagement rate is close to **zero**



YouTube

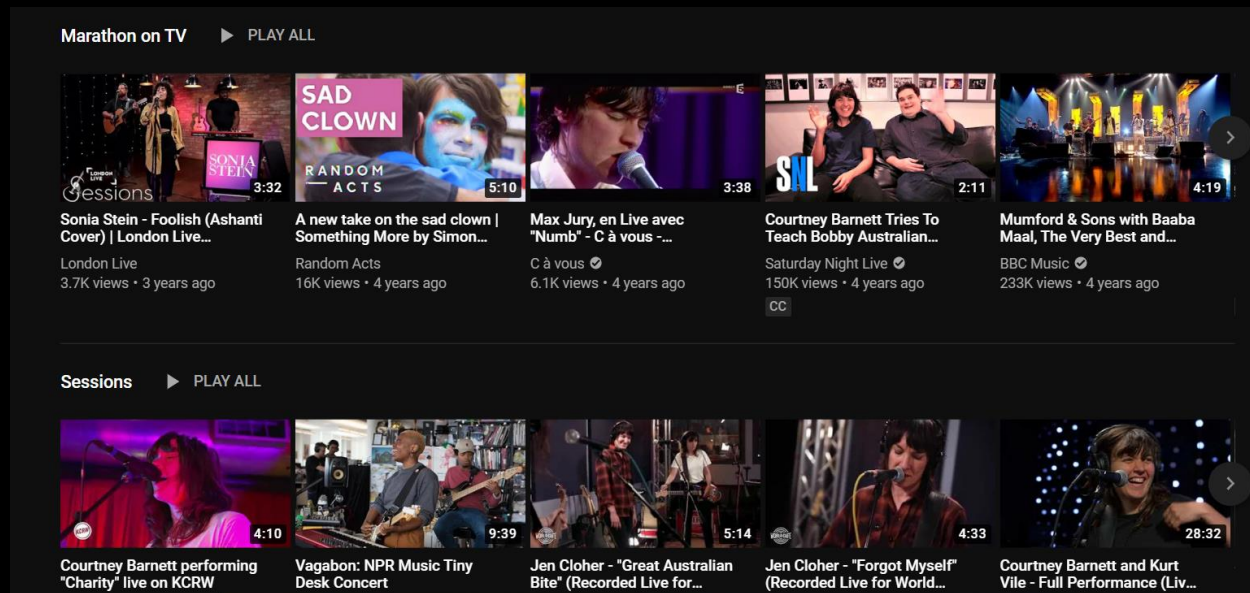


- Marathon Artists has 694 subscribers on YouTube

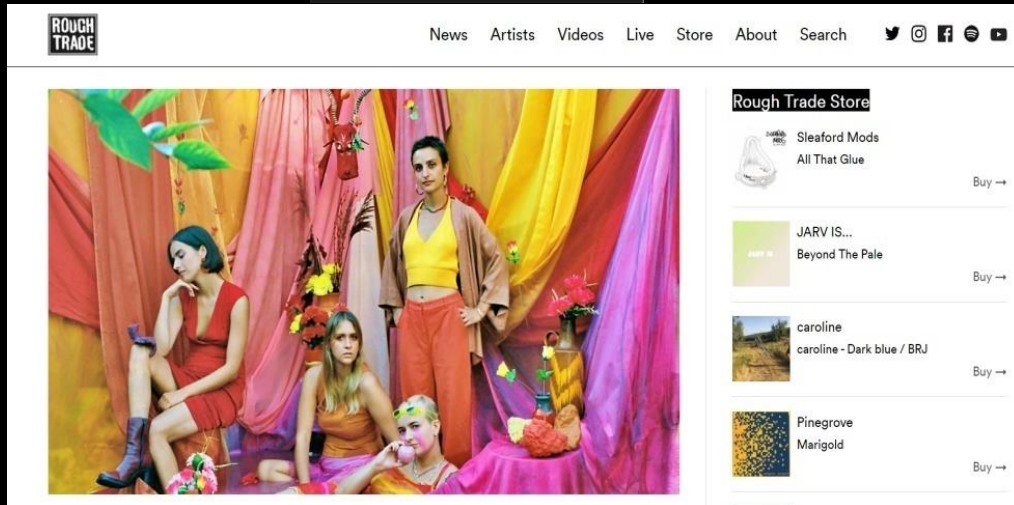
- They currently have 7 videos on YouTube.

- They have posted 0 videos in the last 3 years.

- Their total views on all content on YouTube is **329,969**



Competitors



•Founded in 1978

•211,500 followers on Twitter

•33,500 followers on Instagram

•32 Artists in roster

• 3 locations (New York, London, Nottingham)

•11-50 employees

• **Black and white** all on their website to make it distinctive with the only element of colour being the pictures used

•113,083 Combined Spotify Playlist Reach

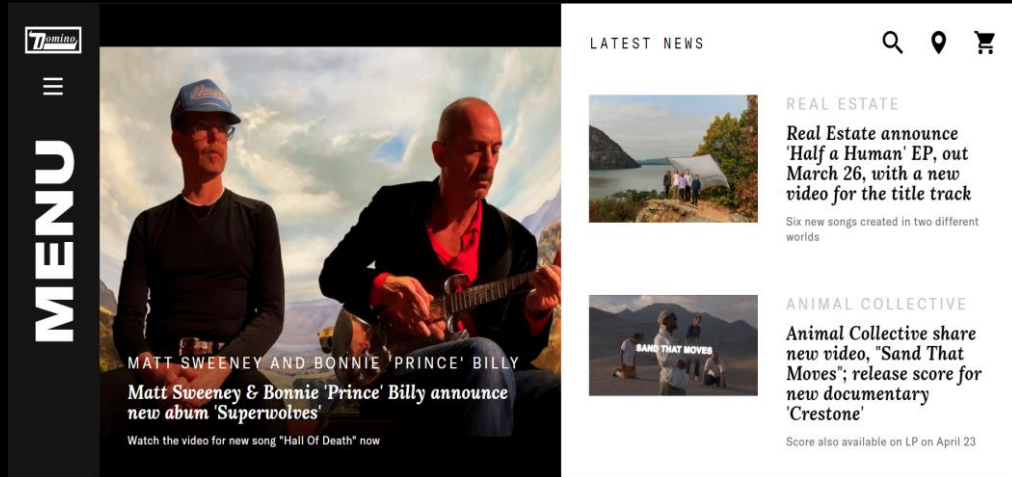
•82,000 subscribers on YouTube,

•335 Videos,

•Released 27 videos in last 2 years



Competitors



•Founded in **1993**

•**70,100** Followers Instagram

•**158,700** Followers on Twitter

•**98** Artists in Roster

•**5** Locations (London, Boston, New York, Germany and France)

•**11-50** employees

•**Black and White** on their website, only element of colour being on the pictures used

•**91,522** Combined Spotify Playlist Reach

•**464,000** Subscribers on Youtube,

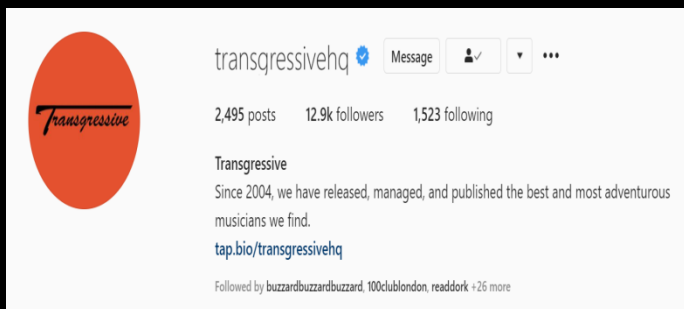
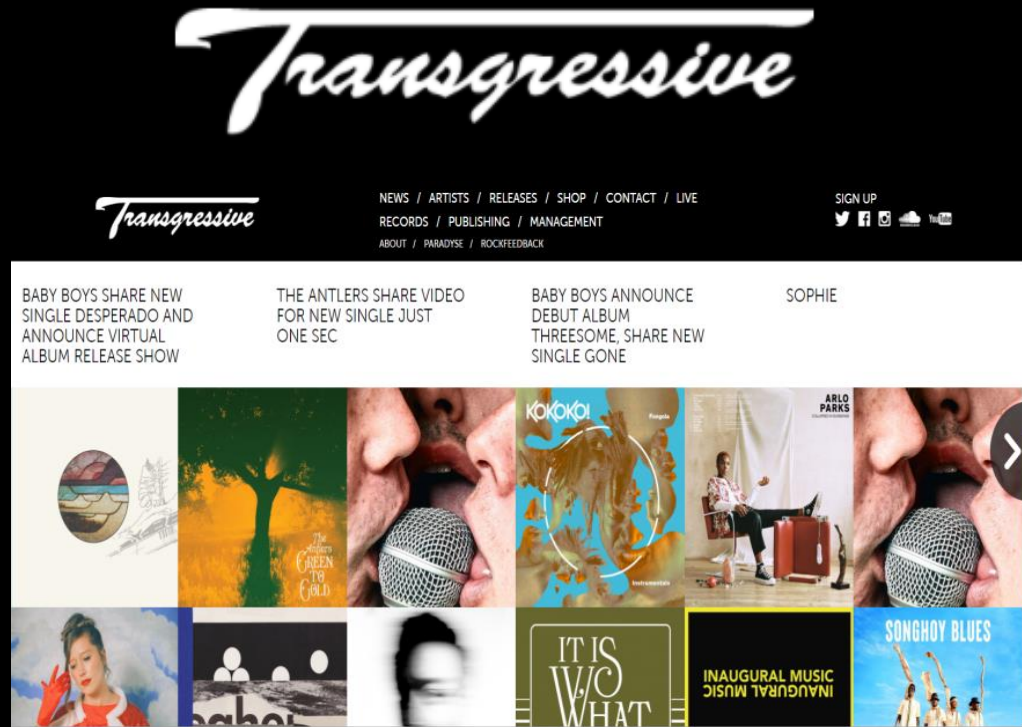
•**910** Videos

•Released **84** Videos in last **2** years

•Their total views on all content on YouTube is **802,856,245** views



Competitors



•Founded in **2004**

•**21,000** followers on Twitter

•**12,000** followers on Instagram

•**32** Artists on roster

•Based in **London**

•**2-10** employees

•Predominantly **Black and White** on their website with splashes of colour

•**979** Combined Spotify Playlist Reach

•**9,554** Subscribers on Youtube

•**584** videos

•Released **3** videos in last **2** years.

•Their total views on all content on YouTube is **8,901,019**



Competitors Roster Comparison



Alabama Shakes

•Total Spotify Track – 522,360,356

•1,429,810 Spotify Followers

•2,540,550 Monthly Listeners



Hot Chip

•Total Spotify Track – 170,492,184

•581,116 Spotify Followers

•1,976,192 Monthly Listeners



Loyle Carner

•Total Spotify Track – 208,198,020

•410,092 Spotify Followers

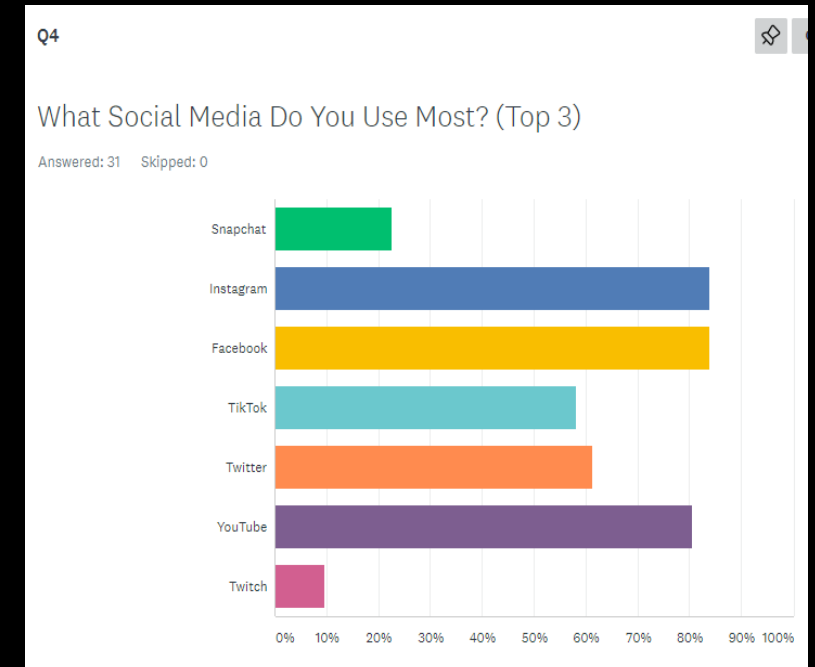
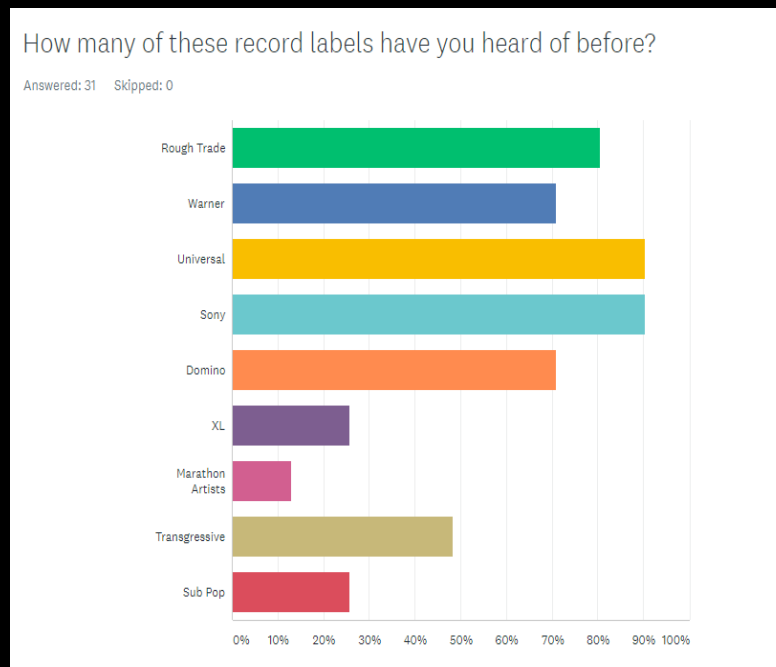
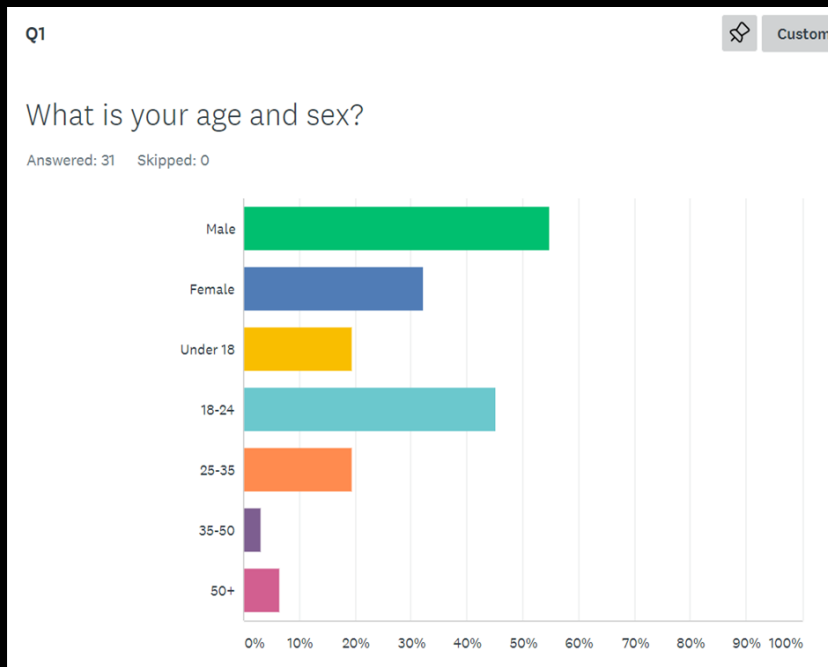
•2,036,303 Monthly Listeners



Market Research

<https://www.surveymonkey.co.uk/r/TFFRJNN>

- 9 Questions were asked to 31 people about a variety of topics including: familiarity with record labels, age, genre etc..
- Full results can be seen in full in Appendix A.



DELVING INTO MARATHON ARTISTS



Core Values

Artistic Power

Integrity

Innovation

Diversity

Long Lasting Relationships



Revenue Streams

Total Revenue for 2020 was \$19.172 million

Due to Marathon Artists being a 360° record label they receive a piece of the artist's earnings from a variety of sources including:

- Digital + Physical Sales
- Tours/Concerts/Live Performances
 - Master Rights
 - Merchandise Sales
- Publishing Revenue (from Publishing Arm)
 - Sync
- Sponsorship Money



Source:

<https://www.zoominfo.com/c/marathon-artists-limited/356945149>

<https://www.thebalancecareers.com/how-360-deals-in-the-music-industry-work-2460343>



Partners

Sushi Venture Partners

<https://www.sushivp.com/>

“We invest seed capital and provide hands on management to entrepreneurs developing tomorrow’s media technologies and delivering outstanding results.”



DMY Recordings

<https://dmyartists.com/>

“We're a team of experienced A&Rs, journalists, DJs, curators, producers and entrepreneurs who have been working with the best new talent for the last ten years. We've got invaluable contacts as well as experience in management, distribution, recordings, publishing and live event promotion.”



New Soil Music

<https://www.newsoilmusic.com>

/

“We aim to provide the materials needed to build a healthy foundation for you and your music - our roots are in jazz but our branches extend far beyond.”



Moves Recordings

<https://www.moves.life/>

“MOVES is a London based record label, dedicated to bringing the pure, unfiltered urban culture and music from across the globe to the masses. The moves roster includes artists and releases from some of the biggest names in Afrobeats and some of the hottest UK Drill artists”



Mahogany Recordings

[http://mahoganyrecordings.co](http://mahoganyrecordings.co.uk)

[.uk](http://mahoganyrecordings.co.uk)

“A full service record label that uses the Mahogany platform to gain exposure for new and emerging talent”





RE-BRAND



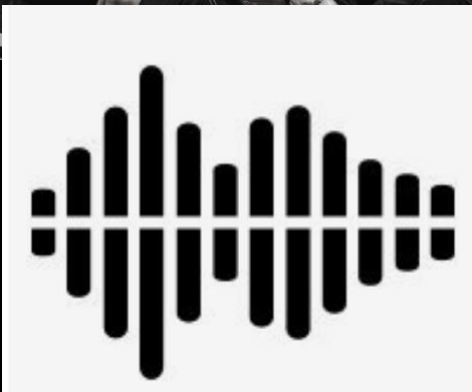
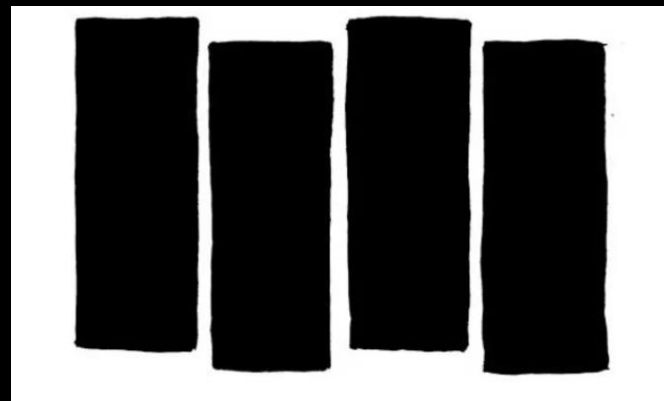
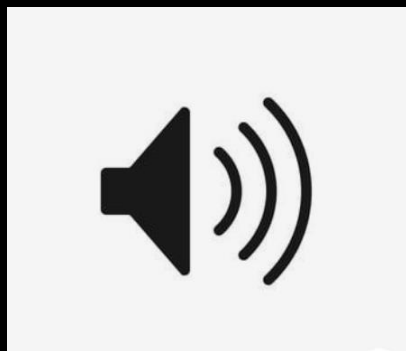
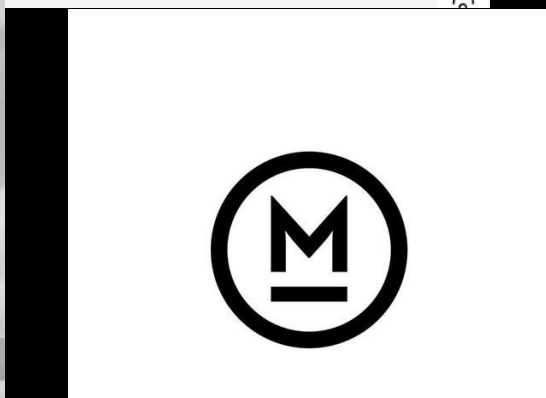
Brand Identity



- Marathon Artists currently has two logos for the brand. This first logo is used primarily for social media accounts. The second logo is used on their website
- The logo has an independent and rugged look about it. It is not neat, but the strong contrast of colour seems strong and genuine.
- The red logo has connotations of power and passion, and also of violence and danger.
- The large red 'M' plays into the idea of authenticity within Marathon Artists. This supports the idea that Marathon Artists has a grassroots, credible and durable feel.
- The outline of the 'M' is strong and instantly recognisable. It dominates a large segment of the entire logo and appears thick and robust.
- The font is Petrus which was designed by David Rudnick. The typography of the font also contributes to the rugged and home-grown aesthetic.



Mood Board



New Identity

MARATHON



ARTISTS

MARATHON



ARTISTS



New Strategy

MARATHON



ARTISTS

- Increase brand awareness amongst a younger demographic within the UK.
- Cement Marathon Artists as a leading Major Indie label within the UK, Australia and Internationally.
- Establish Marathon Artists as a wide supporter of the popular UK underground scene.
- Continue Marathon Artists' commitment to protecting artists with 50/50 profit share deals
- Integrate Marathon Artists' re-brand across all online and offline media including a website, social media



New Strategy – How?

MARATHON



ARTISTS

- **The re-brand will focus on harnessing the popularity of UK artists currently on Marathon Artists, with a particular focus on Bellah, Lava La Rue, Shakkah and Afro B.**
- **Utilising MOVES Recordings shall also play an important role for feeding Marathon Artists with new emerging underground talent.**
- **Utilising elements such as Social Media, Direct To Consumer technology and hosting an event on Record Store Day in June 2021, cementing Marathon Artists as a prominent Major Indie label.**
 - **Increase brand awareness of Marathon Artists using D2C selling of bundles and merchandise to capture the youth audience.**
- **A new focus on producing video content for socials, YouTube and the creation of a bi-weekly video newsletter sign up available on Marathon Artist website. A weekly stream of an artists set will happen every Saturday night on the Marathon Artists YouTube page.**





New Strategy – How?

- **Complete a re-brand of the website and social accounts to ensure they are integrated with one another and expressing the new brand message.**
- **Collaborate with a popular up-and-coming street wear brand Caterpillar to create a new line of merchandise – ‘MA x Caterpillar’**
- **Create a bi-weekly artist residency takeover of all social media accounts alongside a bi-weekly Marathon Artist Residency Playlist.**



New Website

MARATHON



ARTISTS

HOME

VIDEO

ABOUT

LIVE

STORE

ARTISTS



MARATHON



ARTISTS

PSYCHEDELIC
PORN
CRUMPETS



CLICK TO VIEW

ALASKALASKA



CLICK TO VIEW

CLICK TO SIGN
UP TO OUR
NEW VIDEO
NEWSLETTER

MARATHON
MUSIC NEWS
UPDATED
EVERY
THURSDAY!



CLICK HERE FOR
MORE NEWS FROM
US!

MARATHON
MUSIC GROUP



Web and Social Ideas

MARATHON



ARTISTS

Socials

- 3 simultaneous running competitions to promote the RSD takeover.
- Every two weeks there will be an artist takeover of the Marathon Artist social media accounts which culminates with a Saturday night premier of a previously filmed set that is livestreamed on YouTube
- Snapshots with quotes from editorials promoting the Marathon x Caterpillar merchandise launch.
- Paid targeted promotional ads for the Marathon Artist x Record Store Day Events
- Launching Marathon Artists TikTok account to capture the younger target demographic of the rebrand. Regular trends, dance competitions, and takeovers shall be posted on TikTok.

Website

- Create 'Marathon Music News' a weekly sign up video newsletter with artist explaining the latest news from Marathon (upcoming releases, new releases, live gigs etc..).
- This shall be uploaded to YouTube every 7pm on Thursday Nights

Key KPIs

- Engagement Rate
- Monthly Website Traffic
- Click Through Rate
- Conversion Rates for Ticket Sales

- All paid ads will be tested with A/B testing.



Marathon Artists x Caterpillar Merchandise – ‘MA x Caterpillar’

- Collaboration with an up-and-coming streetwear brand Caterpillar in a collaboration that would be called ‘MA x Caterpillar’.
- The clothing line shall consist of a premium, limited edition clothing range that all brandish the new Marathon Artists logo alongside the Caterpillar logo.
 - The unisex range of clothing shall include:
 - T shirts sold at £50 (30 of them made – 8 small, 8 medium, 8 large, 6 XL)
 - Hoodies sold at £75 (30 of them made – 8 small, 8 medium, 8 large, 6XL)
 - Caps at £35 (30 of them made)
 - Bags at £25 (30 of them made)
 - The clothes shall be sold on a D2C basis (Direct To Customer) – only from the Marathon Artists Website or Caterpillar website.
 - psychographics and lookalike ads.

- T shirts sold at £50 (30 x 50) = £1500 Total
 - Hoodie at £75 (30 x 75) £2250 Total
 - Caps at £35 (30 x 35) £1050 Total
 - Bags at £25 (30 x 25) 750 Total
- A promotional video shall be shot in anticipation of the announcement/release of the products. The video shall feature a model wearing the full MA x Caterpillar line walking in front of the record stores that shall feature in the RSD event.
- The video content shot shall be used as promotional content for social media – both Instagram feed and story content. This shall be boosted by paid ads based on the target demographics,

MARATHON



ARTISTS



Record Store Day Event – 12th June 2021

UK Event

- Starting at 10am on June 12th in East London with a livestream from the Australian Event which is happening at 11pm in Sydney.
- The event shall feature UK underground artists currently signed to Marathon Artists and feature emerging talent that has been found by MOVES Recordings.
- The events shall be hosted around the Shoreditch/Hackney area at the following three record shops:
 - Flashback Records
 - Stranger Than Paradise
 - Lion Coffee Records
- Tickets will be available online through Instagram/Facebook and through the Marathon Artist website. The event shall be ticketed in the UK in three tiers. Tier 1 + 2 are available OTD **ONLY**:
 - **Tier 1:** Entry to the UK event only - £10
 - **Tier 2:** Entry for the UK RSD event + the Australia Livestream - £25
 - **Tier 3:** Entry for the UK RSD event + Australia Livestream + T-shirt and Hoodie MA x Caterpillar Clothing Line - £110
- Promotional fliers shall be put up on tube lines, record stores and around the local area weeks leading up to the festival. A billboard poster of the event shall also be put in Shoreditch 4 weeks before the event

Source: <https://recordstoreday.co.uk/home/>

MARATHON



ARTISTS

Australian Event

- A Record Store Day Event held at a record shop in Sydney that is livestreamed to the UK.
- The event shall feature Australian based Indie/Alternative artists signed to Marathon Artists.
- The events shall be hosted in Sydney at Red Revolve Record Shop
- The event shall have one ticket available to buy
 - Access to the Australian Event - \$18 AUD (£10 GBP)
- QR Codes that features maps, artist information, venue information and set times shall be put up around the area in **BOTH** events
- It is important to make this event a 50/50 gender split line up.



Record Store Day Event Logistics

- The total cost of the event shall be £4,528.

This includes:

- Venue Hire (£150 x 4 Venues) = £600
- Food + Beverage (£150 – UK) + (£50 – Australia) = £200
 - Fliers (£200 – UK) + (£50 – Australia) = £250
- Online Social Promotional Ads (£200 – UK) + (£50 Australia) = £250
- Printing + Branding of Banners, Maps, Tickets – (£150 – UK) + (£50 – Australia) - £200
 - Technological Costs (£300 – UK) + (£100 – Australia) = £400
 - Insurance (£350 – UK) + (£120 – Australia) = £470
 - Onsite Staffing – Volunteers - = £0
 - Security Guards (£8.60/hr) x 12 Hours = £103.
 - £103 x 4 Venues = £412
- Artist Cost – £2000 (Record Store Day is supported by artists so reduced fees + up and coming artists so not a huge cost)
 - Promoter – 15% of the overall profits.
- Ticket profits shall be taken into consideration when the stores reply with their venue capacity.

MARATHON



ARTISTS

Sources:

- <https://www.eventbrite.co.uk/blog/much-really-cost-run-event-ds00/>
- <https://prism.fm/blog/insights/concert-cost-breakdown-where-promoters-are-spending/>



Budget

MARATHON



ARTISTS

- This budget is not final and is subject to change. The budget will also be on a percentage based allocation depending on results.

- Total Budget: **£30,403**

- Freelance Logo Redesign - £1000

- Freelance Marketing Consultant - £21,700 (£25/hr x 30 hr a week x 29 weeks) .
(This includes audit, website, SEO, re-brand and strategy.)

- Videographer - £1000

- Record Store Day Event (Two events: UK + Australia) – £4528

- Marathon Artists x Caterpillar Manufacturing Cost - £1575

- Social Media Ads - £600

Sources:

- <https://www.customplanet.co.uk/screen-printing-i32>
- <https://99designs.co.uk/blog/logo-branding/logo-design-cost/#:~:text=The%20cost%20of%20a%20logo,the%20quality%20and%20who%20created.>
- <https://www.filmteam.co.uk/the-average-cost-of-video-production/>
- <https://realbusiness.co.uk/how-much-should-you-pay-a-marketing-consultant/>



Head of Terms Agreement

MARATHON



ARTISTS

<https://docs.google.com/document/d/1feD-abqqnCNb4gWTum56owA7uJQtYJXWuF31xGsAR2o/edit?usp=sharing>



After The Project

MARATHON



ARTISTS

- Continue to monitor socials, web analytics.
- Sell posters/fliers/banners from the Marathon Artists Record Store Day on the Merchandise tab from website.
 - Evaluate what went well within the campaign with:
 - Plan, Do, Check, Act Feedback Loops – to inform future project about what worked successfully and what didn't.
 - Evaluation Reports for all those that worked on the project.



After The Project

- I will be available for contact for 2 months after the project through:
 - Email at will.rhys.Richards@gmail.com
 - Phone at 07535 892560

Timeline

MARATHON

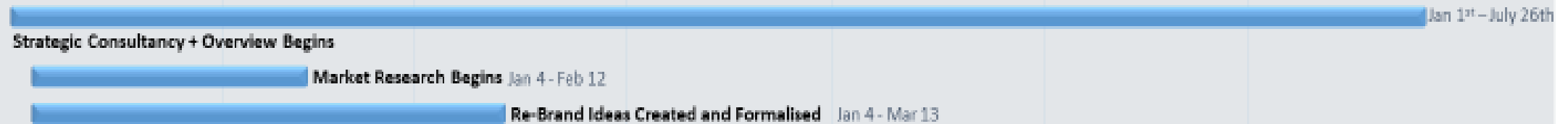


ARTISTS

2021

Jan Feb Mar Apr May Jun Jul 2021

Pre
Produc
tion



Mar 13 - Mar 14 Website + Logo Re-Design Revealed

Mar 21 - May 29 Artist Takeovers on Socials Begin Every Week

Apr 10 - Apr 17 Marathon x Caterpillar Collaboration Video + Product Launch

Apr 24 - Apr 25 Announcement of Marathon Artist Record Store Day Festival

May 15 - Jun 3 Competition For Marathon Artist Record Store Day Takeover

Jun 12 - Jun 13 Marathon Artists Record Store Day Festival in UK/Australia

Production

Post
Production

Jun 12 - Jul 26 Analysis of Data + Evaluation of Campaign



Sources:

MARATHON



ARTISTS

- Marathonartists.com
- Spotify.com
- Soundcharts.com
- Chartmetric.com
- Deezer.com
- Pinterest.com
- Musicglue.com/MarathonArtists
- Instagram.com/MarathonArtists
- Twitter.com/MarathonArtists
- Facebook.com/MarathonArtists
- Youtube.com/MarathonArtists
- Roughtraderecords.com
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- Instagram.com/Roughtraderecords
- Twitter.com/RoughTraderecords
- Youtube.com/Roughtraderecords
- Dominorecords.com
- Facebook.com/Dominorecords
- Twitter.com/Dominorecords
- Instagram.com/Dominorecords
- Youtube.com/Dominorecords
- Transgressiverecords.com
- Facebook.com/Transgressiverecords
- Instagram.com/Transgressiverecords
- Twitter.com/Transgressiverecords.
- Youtube.com/Transgressiverecords
- <https://www.surveymonkey.co.uk/r/TFFRJNN>
- <https://www.zoominfo.com/c/marathon-artists-limited/356945149>
- <https://www.thebalancecareers.com/how-360-deals-in-the-music-industry-work-2460343>
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https://www.filmteam.co.uk/the-average-cost-of-video-production/](https://99designs.co.uk/blog/logo-branding/logo-design-cost/#:~:text=The%20cost%20of%20a%20logo,the%20quality%20and%20who%20created.https://www.filmteam.co.uk/the-average-cost-of-video-production/)
- <https://realbusiness.co.uk/how-much-should-you-pay-a-marketing-consultant/>
- <https://www.eventbrite.co.uk/blog/much-really-cost-run-event-ds00/>
- <https://prism.fm/blog/insights/concert-cost-breakdown-where-promoters-are-spending/>
- <https://recordstoreday.co.uk/home/>

