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CREATIVE MUSIC MANAGEMENT
REFLECTIVE SUMMARY ELEMENT 1

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We were asked as a group to come up with an original release campaign for a single. The initial discussion was to find someone up and coming with an interesting musical aesthetic. I came up with a few artists..

A female led band called Hiatus Kayote <https://hiatuskaiyote.com/>. or the lead singer of the group, Nai Palm <https://naipalm.com/>.

Moses Sumney <https://www.mosessumney.com/>.

Laura Marling <https://www.lauramarling.com/>.

Lianne Le havas <https://www.liannelehas.com/>.

Needless to say, none of these were taken up, The group being considerably younger than myself talked about the type of artists they would go for.. but they didn't make any definitive suggestions. So I made the suggestion that we would use the artist in our group; Fanchon Dehilotte .I was keen to use a 'real' person rather than pick random artists from Apple or Spotify

I was instrumental in pushing for Fanchon because I still think that women are under represented in the Industry .Any chance I can get to celebrate the female perspective , I will always go for. Yes, there are thousands of women of course working in the music industry who are of a high profile in all different aspects of performance and creativity. However there is a huge 'grass root' level of young up and coming female artists who are adept at recording , engineering and producing themselves ,happy to collaborate but also still keeping true to themselves. I think Fanchon is driven and determined ,confident with a strong visual and creative aspect to her career. She has already been 'self managing ' her career since she was a teenager on YouTube.

As someone who has been self employed working as a vocalist for the past 25+ years ..I know something about 'managing' myself to a reasonable degree and I have had a successful career but I have worked with very few female artists. If it wasn't for my lack of confidence in my other musical abilities ;(I can play a little guitar and piano) I could have been more productive on a solo level.(people in the industry usually do not regard singers as musicians) Having released several albums with my various bands, I have only released one album in my own right .I am lacking somewhat in fluency in Digital & social Media promotion , so I am hoping to gain some new skills within this group exercise and apply it to myself, (I am working on an EP to be released this year) Because I still have a lot to offer.

The first thing we needed to do was to listen to Fanchon's song. I read a little of the biography attached to her Social Media platforms , she describes herself as having a 'Punk/Grunge aesthetic, with a soft poetic and emotive approach'.That theme she described was present in all the songs I listened to on her website. A great sound which I think could do very well with ,and she also has youth and beauty on her side.

My tastes in music are far more soulful ,funk, folk and jazz based.I mentioned artists i was listening to ; Lianne Le Havas, Laura Marling, Sault, Nai Palm, Solange, Moses Sumney, Shabaka Hutchins.The group were not familiar with some of these artists, that tell stories. Voices do not have to be perfect with 4 octaves ,loads of ad libs and melisma. A lot of my favourite artists though, do have some of those , aspects to their voice.I do love the artists who make the best of what ever talent they have .For example I am a huge fan of Billie Eilish a great artist , fabulous songwriter with a small vocal range , but what she has achieved with those limitations is astounding. I think Fanchon has that kind of quality. I love the emphasis on the songwriting.

Looking through her Instagram page I noticed that she is an avid reader, hence her (in my opinion) interesting lyrics.

Fanchon sent over a demo version of the tune 'Have a Heart' which in my opinion was a mid tempo , rocky, grungey Lana Del Ray vocal vibe, with a touch of The Strokes /Wolf Alice .Very radio friendly ... So I immediately started to think about how that would present in a live setting ; A simple 4 band set up with a backdrop in her signature colours with her name in a font that mirrors the font on all merchandise.

The group discussed ideas for marketing and a remix concept. One of the members suggested a house re mix which I didn't agree with .. I favoured a more electronic , ambient , Trip Hoppy vibe. In the vein of 'Lamb / Portishead' . In the end they settled on a drum & bass remix.Another thought to that end was to perhaps gift the mix of the track to customers who purchased each piece of merchandise ,(T-Shirts, guitar picks, rolling papers and Lighters) not sure about the rolling papers and lighters.. do smokers really care about logo embossed rolling papers? Maybe its a nod to the 70's when everyone smoked? and that was part of most rock bands imagery?

I Suggested her imagery could be leaning a bit to early eighties smokey eyed ,Kim Gordon,Debbie Harry or more recently Florence and the Machine. I also liked the idea of a powerful cartoon female vibe as an idea..featuring Fanchon's signature colours .. Purple/pink , green, Black and white. (There is something similar on the rolling papers packet)

I also discussed with them a Logo that she could have ..an identifiable image that could be used in a small corner on all merchandising.I work with an artist who has that very thing.The logo is so recognisable that the band name is barely used ..the image is enough and everyone knows who it is. I wanted to have a go..but I got the feeling with the group a kind of 'stay in your lane'(whatever my lane is) scenario. I sensed they knew that I wasn't so 'up to date' on all the social media tools either . However the colour of all her artwork, website design and is social media already strong and identifiable. (Purple/Pink, green ,black and white),

Looking through all Fanchon's social media I noticed It is very centred on her although she has a band, I wondered if she was going with 'Fanchon' as a band name, like 'Sade' which was actually the name of the band, but of course the media focused on 'Helen Folasade Adu' which is Sade the singer's full name. I thought that would be a cool route to follow to set up a bit of ambiguity. There already is a lot of live content, lots of direct to consumer content, filmed rehearsals/sound checks and live gigs.

The other two members of the group and Fanchon wanted to take on the bulk of the Branding/advertising and financial budgeting.One of the group in particular wants to work in events so he was keen to do the branding and advertising ,which is where as he says his strengths lie.The other member of the group wanted to do the financing, and was

very keen on statistics and data so he took that role. Fanchon already has (as mentioned before) a website in place and a good presence on all social media. She also wanted to set up the Electronic Press Kit, it involved all her assets some she had created; already, the website, all the social media sites and her music. So it made sense for her to do her own EPK. One digital point of access for all.

Therefore the 'analogue' part of the project so to speak was to handle the live aspect of it. Pricing up a backline, finding the right venue for the live gig. This is my background.. the majority of my work as a singer has been live performance. We discussed a live showcase or a Live Lounge. We have a decent budget but it's in my nature to save money and use surplus for perhaps an extra tech on the road, hiring of a van, petrol, hiring extra equipment... I also told them that I would get a photographer (my brother) who could handle all press shots, live shots and 'behind the scenes' stuff. I suggested that it would be a good idea to hire out a rehearsal studio at 'The Premises' in Hackney Rd, because we could cover a lot of bases. Fanchon's band could hire out the space from 11am - 11pm. They could record video content for socials (ie announcing when the single is going to 'drop' etc.)

Film a rehearsal edit it and drop as a preview to a forthcoming gig. The space could be 'dressed' somewhat with lights.. a good videographer could capture a lot. The band & Fanchon arrive dressed / styled, they record a live performance of the single for the campaign. A recording of the showcase could be made here.. as a backup and could be offered as exclusive content on the band's website. I suggested this because I had done it before.. for my own work.. it is a great way to get a lot of video, rehearsal, and digital content at the same time. The group led by Fanchon wanted to do a live showcase and record it 'as live' for a more organic experience. To which I suggested 'XOYO' in Shoreditch. with a min capacity of 200 a maximum capacity of 800.

The 'Live Lounge' idea was another option; which makes sense given the average age of the group is 23. Live Lounge is a live music series that happens twice a week at BBC Radio 1 and BBC Radio 1Xtra (Known as 1Xtra) and was hosted by Clara Amfo from 2015-2021. Targeted at young people aged from 15-29. BBC Radio 1 have started 'Live Lounge introducing' which is a nationwide talent search, (in its 2nd year) and the winner gets to perform their very one live lounge session with their set being broadcast to millions of listeners live on the Radio 1 Live Lounge show. 'Undiscovered artists enter by submitting a track via the BBC Music Introducing Uploader'

You get one chance for the Live Lounge out of tens of thousands of applicants.. and it's a chance well worth pursuing. I think spending a day creating all different kinds of content to upload onto different social digital mediums is equally as valid.

The budget is for £5000 and the majority of the money it was decided then, would be spent on Marketing & Merchandise, Live Lounge/Showcase, a support act, decoration and lighting.

Marketing; Branding, Spotify Marquee ads, Facebook and Instagram ads, printed flyers/posters and a photoshoot.

Merchandising; guitar picks, Rolling papers, Lighters, cassettes and T-Shirts. We decided to do limited editions of these as they are relatively cheap to manufacture. In particular the group decided to have cassettes as the 'physical' musical item instead of vinyl,

because again it is cheaper and more in keeping with the grunge/punk aesthetic that Fanchon wants to convey.

One of the the members of the group also offered to do photography .He suggested that a different 'less professional' eye always adds an edge.

As a mainly live performer ..I have to my chagrin (and age?) haven't paid as much attention to digital and social media in the way that this generation have.They have grown up with it and because of the way the music industry has moved so dramatically and quickly into the digital age .. I have taken my lead from the younger members of the group.

I was signed to major labels ..'someone else' took care of the promotion, marketing, recording and touring costs. I wrote my music , and performed it ..only in the last 20 years have I sat up and taken any real notice. Learning about the new tools from the younger members of the group has been invaluable.

In actual fact ..although everyone was very nice ..I think they ran with what they wanted to do and didn't really respond to many suggestions that I had made. The only suggestion that I made that was added to the budget was the photographer.

There is a generation gap between myself and the group. My experience helped in some ways.. getting them to breakdown live band costs including a Front of house sound engineer and an onstage sound monitor engineer. I suggested John Henry's for some equipment hire etc..

In the end the mutual goal was reached ultimately to get a great single campaign and to see 'Fanchon' live.