

Foundation Assignment- Element 1 - Portfolio

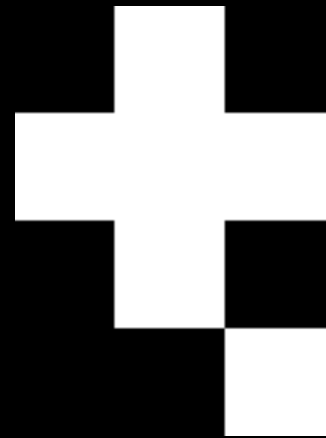
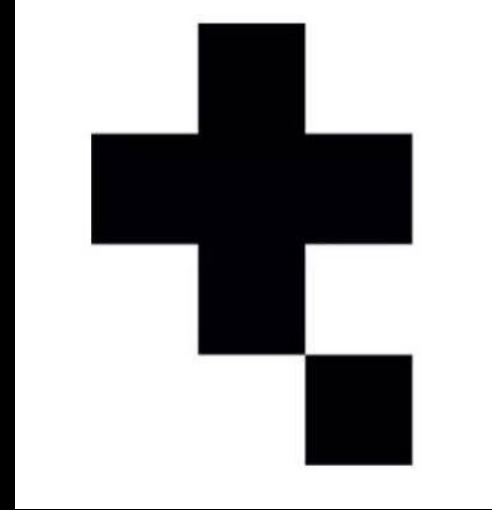
MA International Music
Marketing

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Student Number: 2015726



Tileyard Music Re-brand Strategy

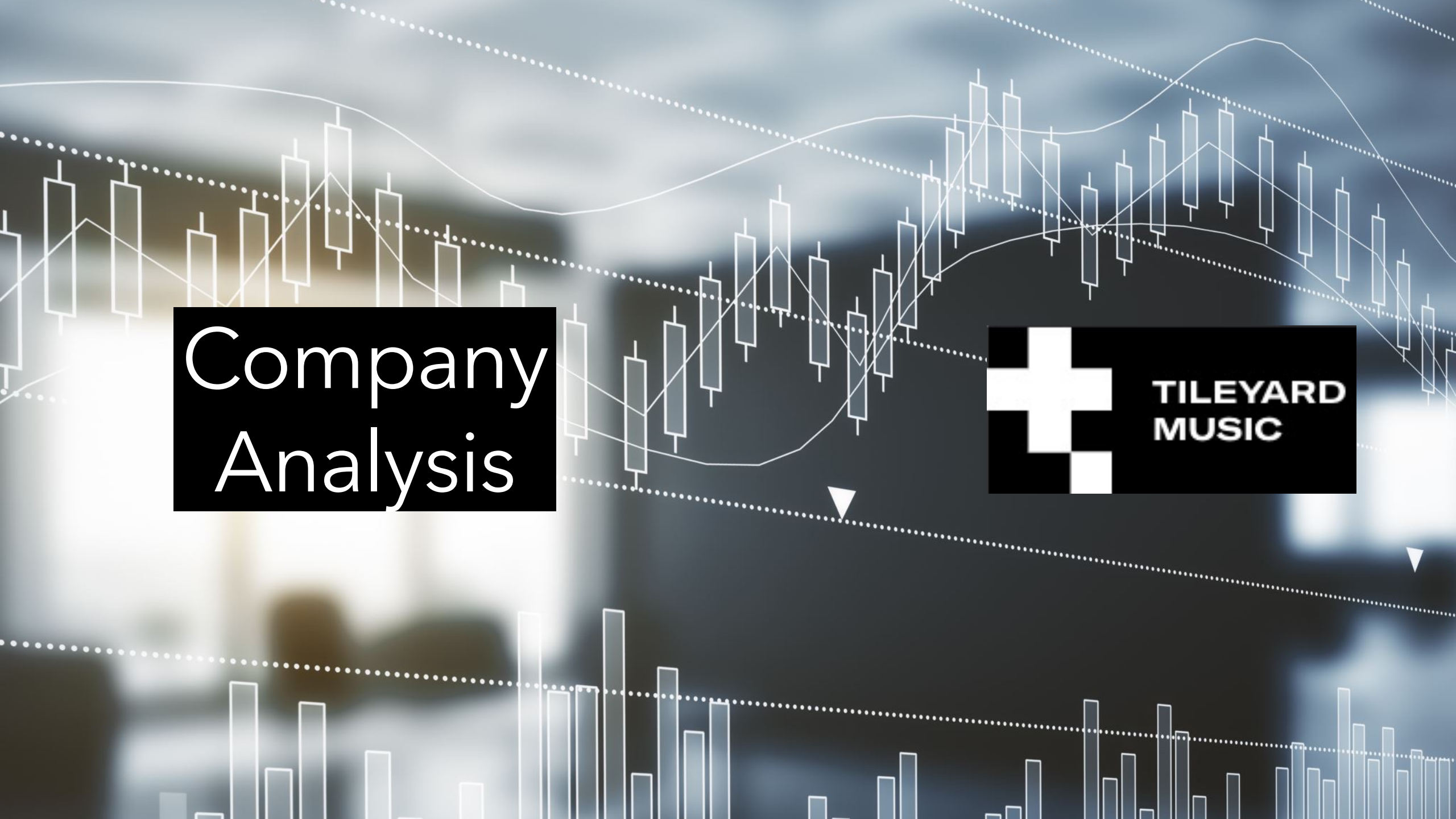


**TILEYARD
MUSIC**

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Company Analysis

The background of the slide is a complex financial chart. It features multiple candlestick patterns, some in white and some in blue, overlaid with several white and dotted white lines representing moving averages or trend lines. The chart is set against a dark blue background with a subtle bokeh effect. The overall aesthetic is professional and data-driven.

**TILEYARD
MUSIC**

Tileyard Music - Company Analysis

Tileyard Music is a record label, management and publishing company founded in October 2012 by Michael Harwood and Charlie Arme.

- Tileyard Music defines itself: **"More than just music.** We're dedicated to finding, building and breaking new artists, bringing mentorship and management to the artists of tomorrow, and bringing the magic of Tileyard to the world."

Core Values

-**Finding** - Discovering exciting upcoming talent.

-**Building** - Working with signings to develop and enhance their careers.

-**Breaking** - Unleashing harnessed potential into the mass market.

-**Mentorship** - Supporting and helping artists excel in their careers.

-**Magic** - Spreading the magic created at Tileyard into the International Market.

Revenue Streams

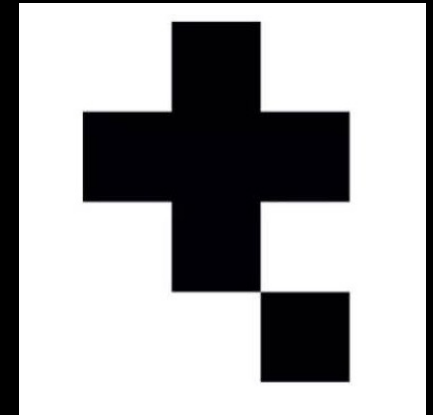
- **Record Label** - Takes a 60% cut of revenue generated from streams, record sales, and digital downloads.
- **Publishing** - Takes a 50% cut of revenue generated from songwriters and artists whose music is used for sync and written for other artists.
- **Management** - Takes a 20% cut on all artist revenue.

Partners

- Sentric Music Publishing



Predominantly focused in the Pop/Dance/Electro domain, Tileyard Music is home to some successful artists all of whom collaborate with one another to churn out hit after hit.



Tileyard Music- Company Analysis – Client Base

The Tileyard Music client base differs for the three departments that make up the company.

Record Label

Artists

AJ Brown
Call Me Loop
CC Clarke
Ella Eyre
Franky
Joe Cleere
Joel Corry
Maryon
Mega
Ryan Ashley
Samantha Harvey
Sigala
Sondr
Sonia Stein
Sorana
Tiggi Hawke
Tiggs Da Author

Songwriters

Alex Davies
IDA
Marli Harwood
Nicole Blair
Oscar Bell
Rory
Steve Manovski
Tennergard

Producers

Cameron Warren
Gil Lewis
James Lewis
Michael Harwood
Molow

Management

Artists

Ella Eyre
Maryon
Mega
Sigala
Sondr
Tiggi Hawke
Jones

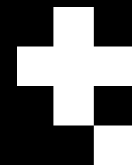
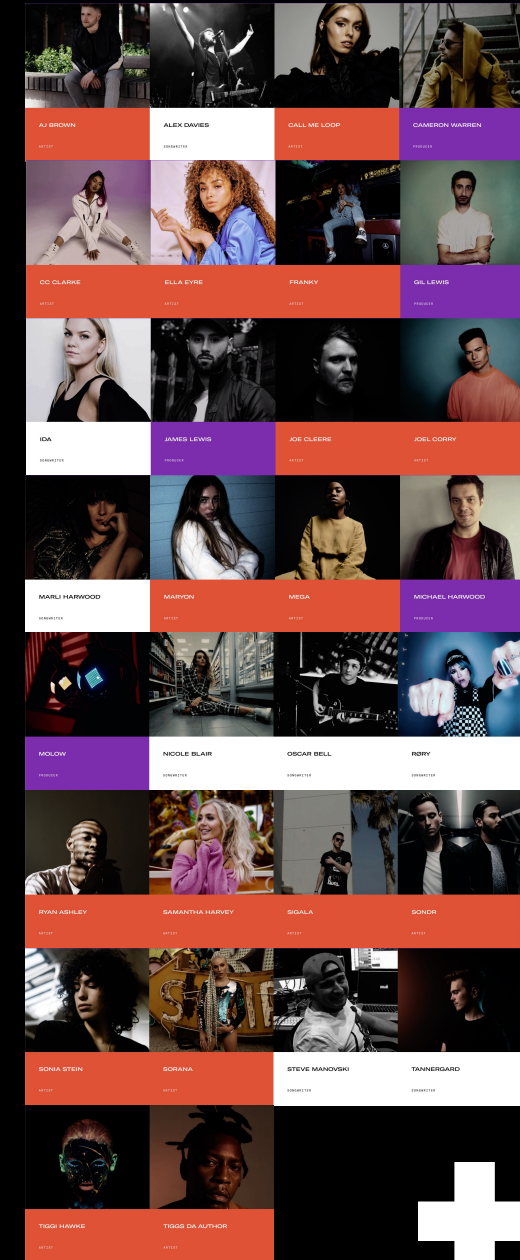
And many more...

Publishing

All signed artist's works are used in the Tileyard Music Publishing catalogue.

The catalogue also contains music from: Kygo, The Chainsmokers, David Guetta, and Kylie Minogue.

Tileyard Music have partnered with 'Sentric' as a means of bolstering their back-end collection, and thus are generating more revenue from synchronization .



**TILEYARD
MUSIC**

Tileyard Music- Company Analysis – Client Base – Publishing

Music from the Tileyard Music Roster has been used for synch in ads with the following companies:



And have written for/hold rights for music from the following artists:



And many more....

Tileyard Music - Company Analysis - S.W.O.T Analysis



Strengths

- Excellent streaming numbers
- Specialist genre-focused artist roster
- Experienced staff and co-owners
- Fantastic connections
- Highly regarded in the music industry
- Low maintenance costs
- Retains large percentage on record sales/streams
- In-house recording facilities and staff
- Relatively immune from economical changes
- Fantastic back-end publishing collection partnership

Weaknesses

- Clunky Website
- Label branding does not reflect the artist roster
- Too much emphasis on 'tiles' within branding
- Colour palette not reminiscent of current trends
- Extremely competitive industry
- Album development costs can be high
- Low ROI on poorly performing artists
- High risk factor
- Artist development costs can be high
- Artist & publishing roster too focused on Pop/Dance
- Lack of public information regarding 'wins' in publishing
- Does not support genres of a different genre
- Inadequate social media presence

Opportunities

- Continually signing new talent as the popular genre evolves
- Can seek 3rd party investment with confidence - high revenue
- Sign talent from competitor labels and offer better deals
- Obtain publishing catalogues from prolific musicians
- Content creation in conjunction with popular artists
- Collaboration opportunity is at an all-time high
- Expand in-house recording facilities and staffing
- Re-brand strategy more reminiscent of current trends and artist roster
- Further explore mixed-reality mediums for artists
- Diversify publishing clients from dance/pop (broaden)
- Create a website section detailing 'wins' in publishing
- Expand D2C offerings with merchandise

Threats

- Media content is saturated - difficult to break through
- Many artists are recording from home
- Prolific record labels can sign talent with bigger career perks
- Online music piracy
- Popular music genre moving to a different sound and the current artist roster becoming outdated
- Artists attaining enough success that they can go it alone
- Continual decline in record sales

Tileyard Music - Company Analysis – Business Development Areas

Alongside the re-brand, I wish to propose the following areas for business development:

Record Label:

Tileyard has a considerable opportunity to increase D2C revenue streams with fans. They could strike merchandising deals with artists to further improve and increase profit. I would propose to launch an in-house merchandising department liaising with production and distribution companies, thus acquiring a 21.5% cut on all merchandising revenue generated. Many of the artists signed to Tileyard Music have limited merchandising, this could prove to be a massive revenue generator due to the high profile of signings.

Management

Tileyard Music should open, advertise and promote their management division. They have an extremely strong roster of artists; expanding their management roster will greatly bolster income, enabling them to charge a 20% flat fee on any revenue the artist generates. Couple this with the label latterly signing said potential clients, factoring in merchandising deals, management commission and record sales revenue, the opportunities are colossal.

Website

General information available on the site is scarce. The Tileyard Music website does not currently detail specialized pages regarding publishing 'wins'. A client base is not advertised, this drastically reduces promotional outreach when detailing successful campaigns and synch acquisitions. They do advertise songwriting 'wins' but this is limiting and does not paint a true picture of the company's success.

The SWOT analysis has revealed multiple opportunities for expansion

Publishing

The Publishing catalogue is largely inundated with Pop/Dance music. I feel that if Tileyard were to diversify their publishing roster, it would offer countless acquisitional triumphs in the form of synchronization. Diversification will generate more revenue and ultimately broaden the client base.

Social Media

The Tileyard Music social media is lacking considerably in terms of branding. The way they portray themselves does not illustrate the success and iconicity of the brand. I would propose a full aesthetic overhaul allowing some brighter colours and more consistent branding across all used mediums.

Merchandising (Vinyl Production)

Following on from the D2C sales push, with the new identity of the brand due to be unveiled, there is huge scope for the logo to be used on Vinyl records. This would generate considerable revenue due to the consistent rise in the purchase and consumption of music through vinyl.

Tileyard Music- Competitor Analysis.

Primary (direct) Competitor

Capitol Records UK

Capitol Records UK (owned by Universal Music Group) is home to some highly successful artists, specializing in the pop/dance pop markets and is thus identifiable as a direct competitor to Tileyard Music.

Their offices are located at: "Capitol Records, The HKX Building, 3 Pancras Square, London. N1C 4AG" – very close to Tileyard Music.

Company Descriptor

"Bringing the legendary label name over from the US, the Capitol Records UK team have recently had an incredible run of success. Although one of the smallest of the UK labels, they punch well above their weight with artists such as Sam Smith and 5 Seconds Of Summer." – taken from:

<https://www.universalmusic.com/label/capitol-records-uk/>

Social Media Presence

Capitol UK boasts a much stronger social media presence than that of Tileyard Music; approximately two thirds more impressive.



Instagram

Artist Roster

Some of Capitol UK's most successful artists include:

- Zoe Wees
- The Academic
- Mae Muller
- Liam Payne
- Sam Smith
- And many more...

All of whom are releasing music in the pop/dance pop markets.



Facebook

Tileyard Music- Competitor Analysis.

Columbia Records

Owned by Sony Music, Columbia records offers a diverse roster of artists, many of which are household names.

The difference here is that their offerings are far more diverse than that of Tileyard Music and are thus able to tap into multiple areas of the market share.

As a result, Columbia Records are a secondary (indirect) competitor.

Company Descriptor

"Columbia Records is a premier frontline label of Sony Music Entertainment. Its roster features some of the most famous names in music history including Bob Dylan, Patti Smith and Bruce Springsteen, alongside some of the finest cutting-edge artists in the world today such as Calvin Harris, Rosalía and Koffee.

Founded in 1887, Columbia is the oldest surviving brand name in pre-recorded sound and home to an array of notable singers, instrumentalists and groups. From 1961 to 1990, its recordings were released outside the U.S. and Canada on the CBS Records label before adopting the Columbia name in most of the world.

The President of Columbia Records in the UK is Ferdy Unger-Hamilton. The Managing Director is Manish Arora."

– Taken from:
<https://www.sonymusic.co.uk/label/columbia-records/>

Roster

A wide and diverse roster of artists including:

- A\$AP Rocky
- Bob Dylan
- Childish Gambino
- Destiny Rogers
- First Aid Kit
- Kasabian
- Lauren Sanderson



Social Media Presence

Columbia Records has a considerably higher following than Tileyard Music. This also lends itself to the history of the company and the impact it has had on the music industry over the years.



Instagram



Facebook

Tileyard Music- Competitor Analysis.



Competing Brands ->	Capitol Records UK	Columbia Records UK
Brand Purpose	"Provide quality development opportunities to our artists while managing with integrity , therefore empowering the artists to provide the best possible product to the public."	"Instead of just collecting the hits and releasing them in a greatest hits-type album, we compile key tracks, whether a chart-topping smash or a hidden rarity to give the listener a more profound understanding of the artist and their career."
Brand look/feel	Classic, iconic, reminiscent of history, professional, business-focused.	Arty, creative, intriguing, inspiring, exciting.
Core Services/Products	Record sales, publishing (via UMG), CD's, music via DSP's, merchandise.	Record sales, publishing (via Sony Music), CD's, music via DSP's, merchandise.
Marketing Channels	Facebook, Instagram, Twitter, LinkedIn, Website, E-mail.	Facebook, Instagram, Twitter, LinkedIn, Website E-mail.
Advertising Channels	Social Media Channels (Paid Ads), Television, Radio, Synchronization.	Social Media Channels (Paid Ads), Television, Radio, Synchronization.
Sales Channels	'Capitol Goods' Website (Merch), Music royalty generation via DSPs, radio, synchronization.	Columbia Records store - via website (Merch), Music royalty generation via DSPs, radio, synchronization.
Revenue	\$98,000,000 - See Bibliography (2020)	\$100,000,000 - See Bibliography (2020)



Tileyard Music- Competitor Analysis.

SWOT analysis

The SWOT analysis reveals that there are many similarities amongst the competition.

Competing Brands ->	Capitol Records UK	Columbia Records UK
Strengths	• Specialized & successful artist roster • Iconic branding and logo • Consumer Confidence • Large global and local market • Large parent company • Huge market share • Artist Placement • Rich history • Excellent Publishing Catalogue • Diverse consumer base • Colossal Budget	• Globally known and recognized • Excellent Website • Diverse Artist Roster • Rich History • Large global and local market • Large Parent company • Iconic branding and logo • Excellent Publishing Catalogue • Huge Market Share • Diverse consumer base • Colossal Budget
Weaknesses	• High Risk Industry • Uncertainty in Artist deals • Extremely competitive industry • Low ROI on bad performers	• High Risk Industry • Uncertainty in Artist deals • Extremely competitive industry • Low ROI on bad performers
Opportunities	• New technologies • Access to the finest talent • Genre fusion • Innovative distribution channels • Sign talent from independent labels • Increase D2C offering	• Sign talent from independent labels • Budget/presence to acquire finest talent • Innovative distribution channels • New technologies • Increase D2C offering
Threats	• International Competition • Government Regulations (copyright) • Volatile costs • Individual Artists • Music Value to Consumer (price) • Physical sales continue to decline • Piracy	• Physical sales continue to decline • Government Regulations (copyright) • Artists going it alone • Music Value to Consumer (Price). • Saturated media content • Indie labels offering competitive deals. • Piracy



Tileyard Music - Competitor Analysis - Porters Five Forces

By using the analytical tool of Porter's 5 Forces, we can accurately determine where Tileyard Music sits within the music industry by means of comparative analysis with its competitors.

Rivalry Among Existing Competitors

Tileyard Music faces intense competition from Capitol & Columbia Records and many more major and independent labels, all of whom who have far more budget to entice potential clients and offer more career accelerating opportunities.

Bargaining Power of Suppliers

There is a vast wealth of suppliers in the global and local markets, further saturating it. What will make Tileyard Music's product shine through more than anything will be choosing the correct channels in which to supply music to their end consumer.

Bargaining Power of Buyers

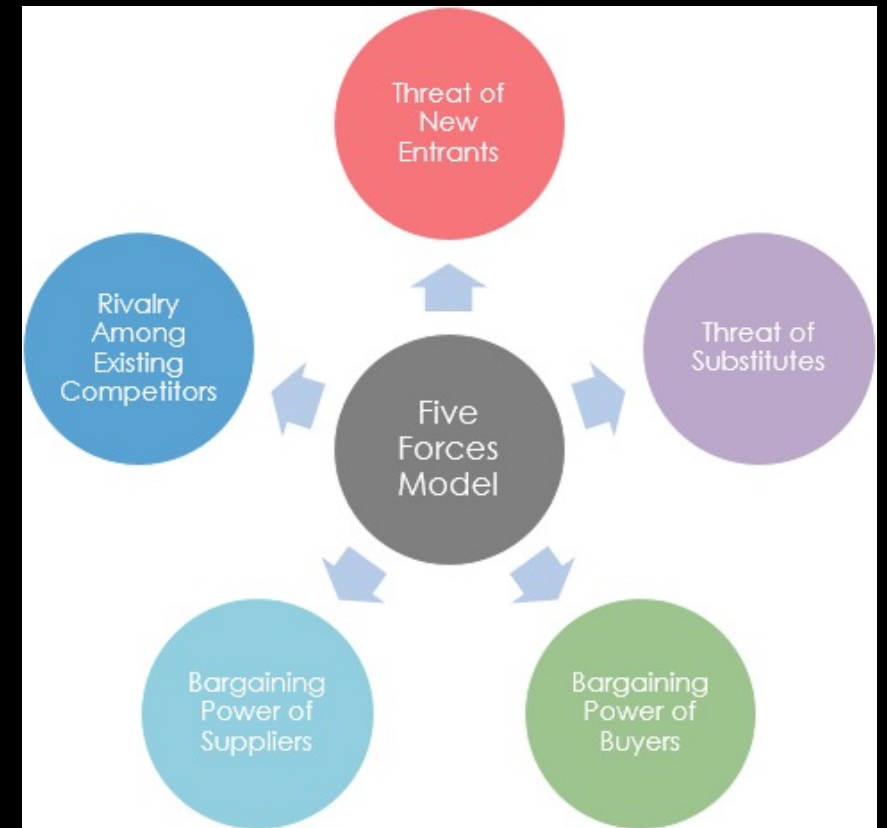
Tileyard Music's customers hold a large amount of bargaining power. With a largely saturated market, unless the artists on the roster are in line with current consumer and end-user demand, it will be very easy for customers to seek product elsewhere, thus resulting in decline in revenue.

Threat of Substitute Products

The demand for music is endless and will continually grow. The market is extremely saturated, and it is very easily for consumers to seek their music elsewhere. Tileyard must utilize its marketing strategy and branding to stand out from its competitors to affirm its position as the definitive source for music within its genre.

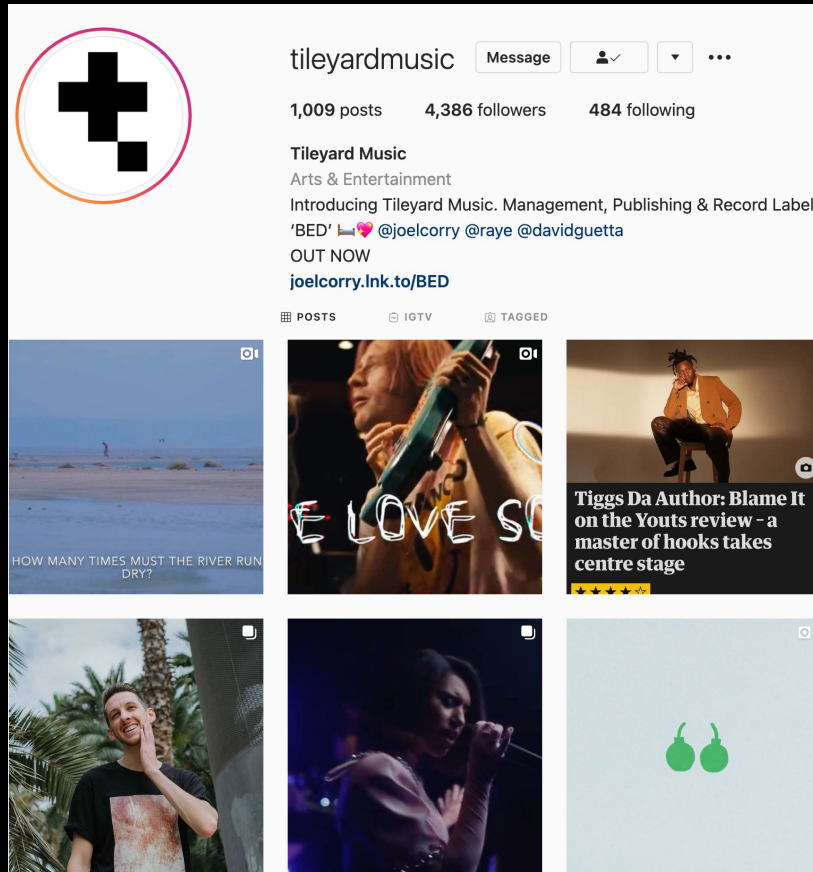
Threat of New Entrants

At present the barriers of entry into releasing and promoting music in are small, with many tools at an unsigned musician/artist's disposal. With the correct techniques it is easy for an unsigned individual to succeed without record label backing. Should a new label possess a large budget it will be easy for them to acquire sensational new talent and potentially threaten Tileyard's future signings and thus revenue streams.



Tileyard Music - Company Analysis – Social Media Presence

Instagram Following

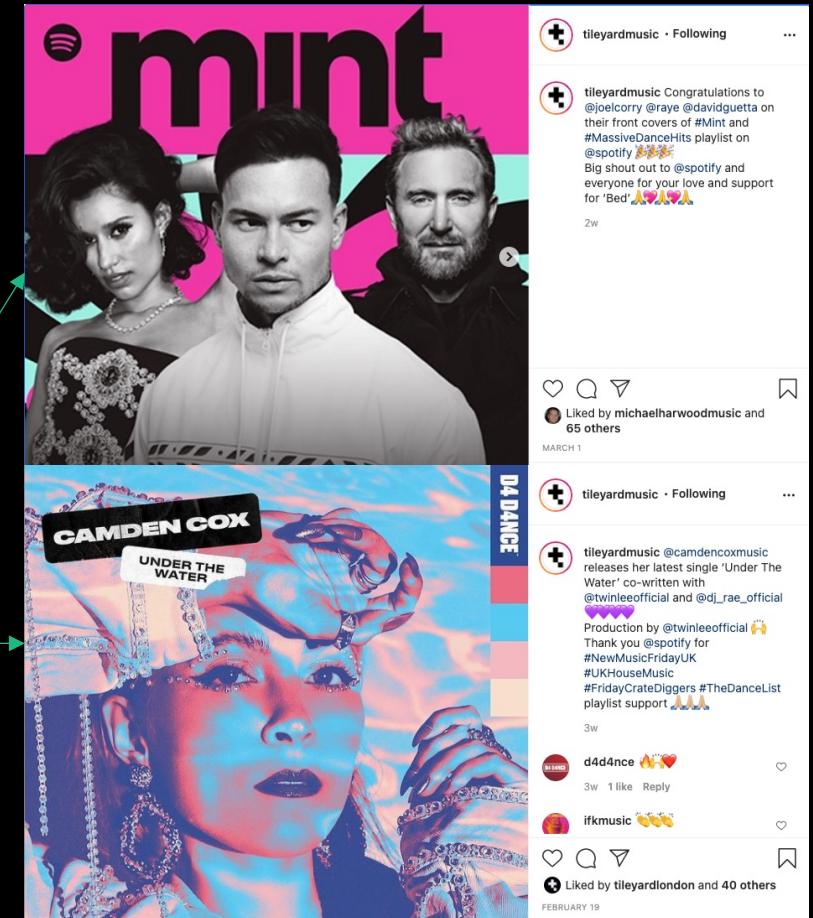


There is a lack of engagement on the Tileyard Music Instagram, and the overall aesthetic of the page does not represent the company well.

Instagram is the primary social media channel and where Tileyard Music hold most of their following. That said, the audience engagement is very low by comparison.



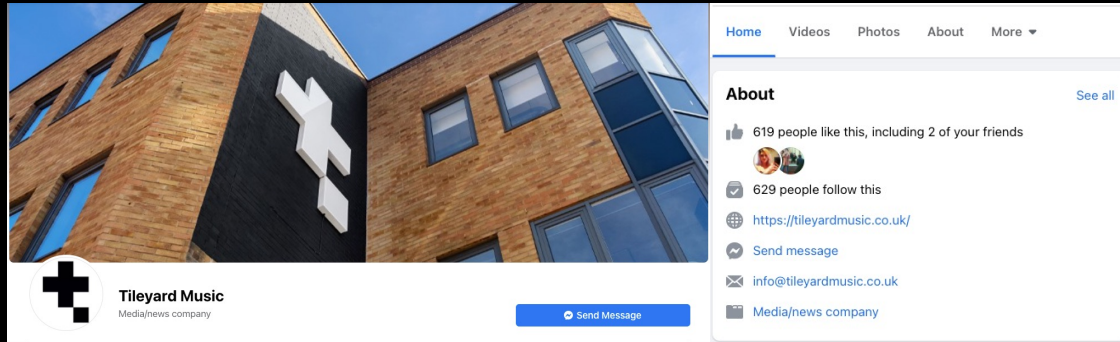
A big push over all social media channels will be implemented during the re-brand strategy. It is intended to drive numbers, increase engagement and awareness of the Tileyard Music brand.



- Story content posted daily.
- Posts vary from 1-3 days apart.

Tileyard Music - Company Analysis – Social Media Presence

Facebook

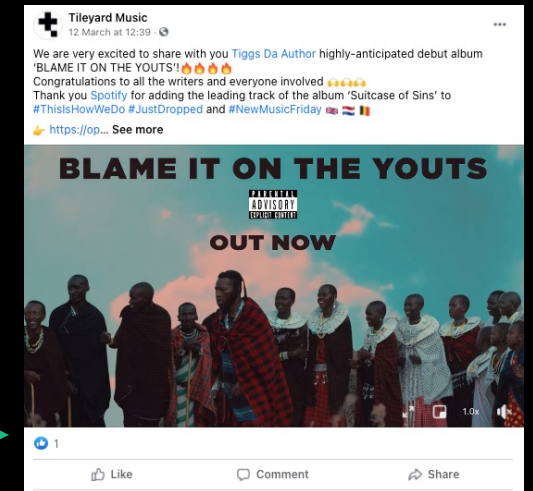


Post-rate varies from daily to weekly.

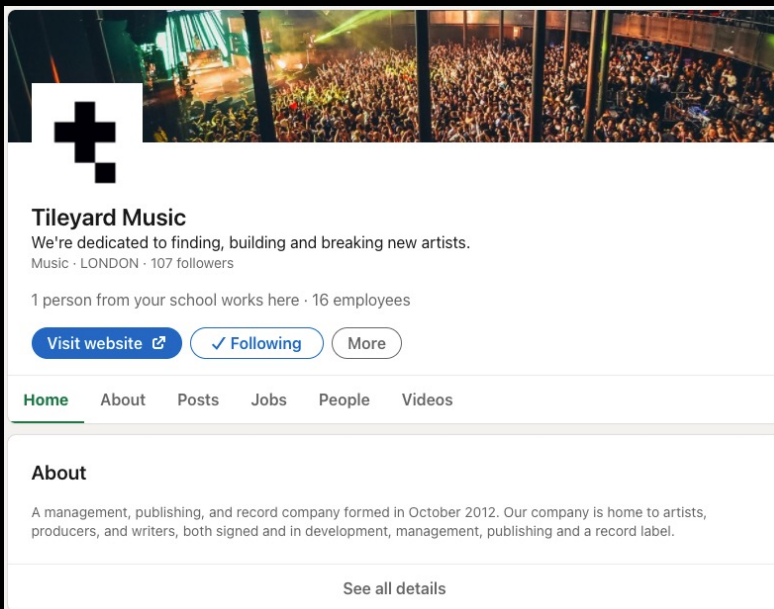
For a record label, management and publishing company, their Facebook presence does not portray the Tileyard Music as a record label, and it is very “business-looking”.



Very poor engagement on release posts →



LinkedIn

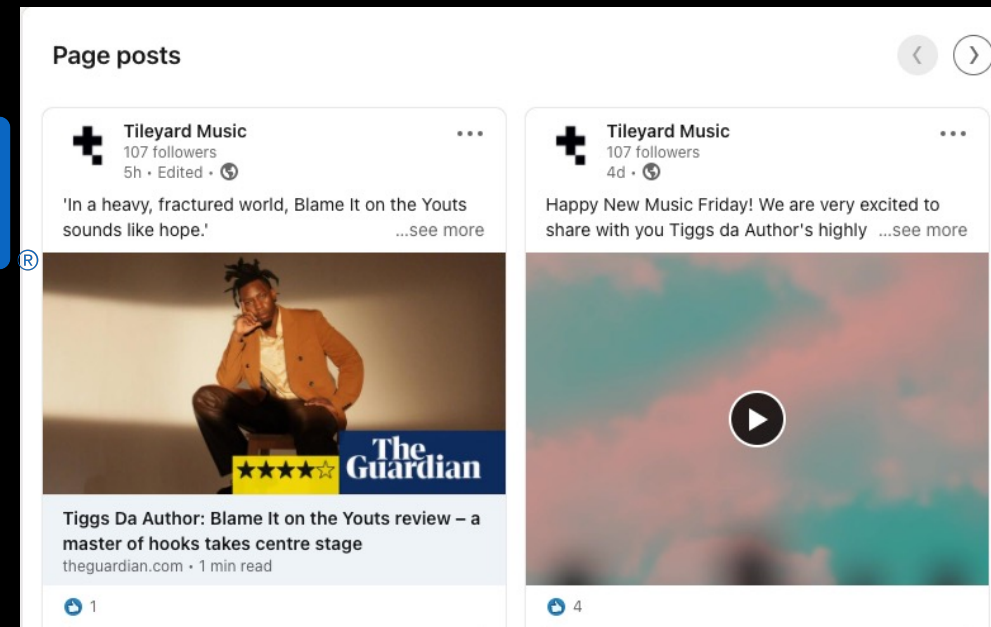


Considerably better cover photo, the LinkedIn presence is better comparatively to Facebook, more fit for purpose and stands out in a business environment. Some element of music is used in the cover photo to help establish and better portray the company.



We are also seeing considerably low engagement via LinkedIn. →

Post-rate varies from every three days to two weeks.



Tileyard Music - Company Analysis – Social Media Presence

SoundCloud

The screenshot shows the SoundCloud profile for 'tileyardmusic'. The profile header includes a circular logo with a black cross-like shape, the name 'tileyardmusic', the location 'London, United Kingdom', and a 'PRO UNLIMITED' badge. Below the header, there are tabs for 'All', 'Popular tracks', 'Tracks', 'Albums', 'Playlists', and 'Reposts'. The 'Recent' section displays three tracks: 'Kicks - Production 1' (7 months ago, 31 plays), 'What If' (10 months ago, 46 plays), and 'School' (10 months ago). The right sidebar shows statistics: 154 followers, 26 following, and 8 tracks. It also lists 'Fans also like' with profiles for DYLLAN (377 followers) and Hydra Lerna (238 followers).

- The Tileyard Music SoundCloud page is lacking considerably in presence. It appears they aren't promoting any of their artist's content.
- For a label with a strong in-house team, they are not promoting any remixes, or songs in which the team have worked on or released.
- Minimal engagement - very low follower count and hardly any plays.
- Logo is off-center, and the cover photo/banner is not eye-catching, or representative of the brand's success.

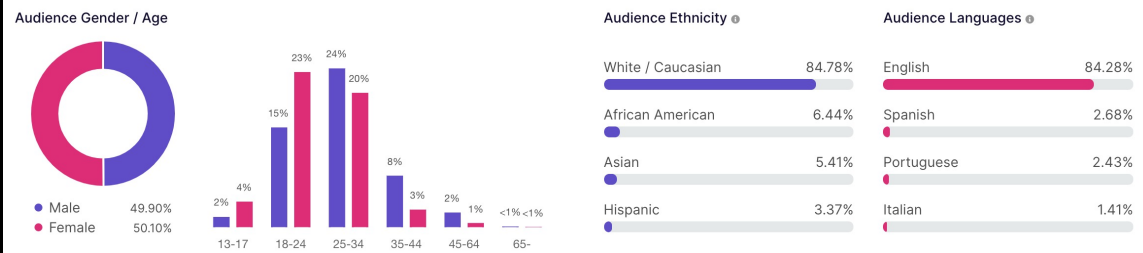
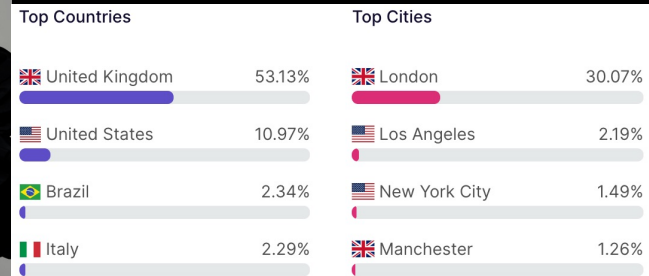


Tileyard Music- Company Analysis – Target Market

Taking Data from Chartmetric, we can ascertain an average demographic based upon each of the artists audience. For example:



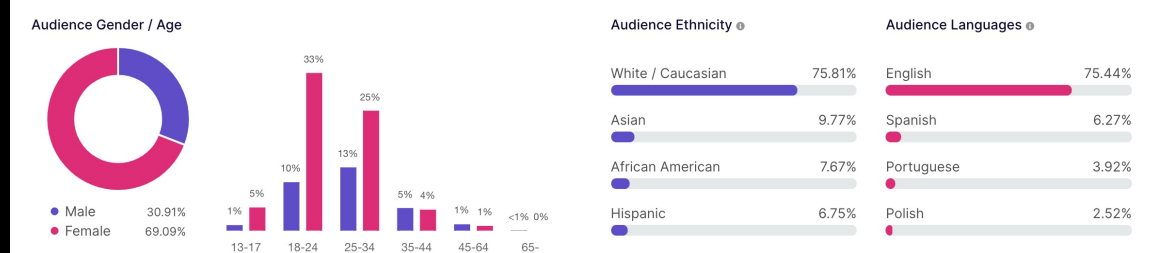
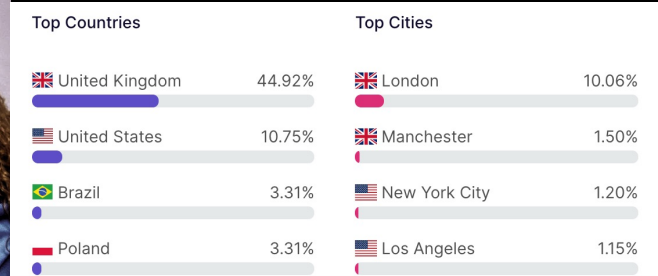
Core Demographic
Gen Z, Millennial Caucasian, Inner City, UK



Common trends through all artists is that the listenership are UK-based Caucasians.



Core Demographic
Gen Z, Millennial, Female Caucasian, Inner City, UK



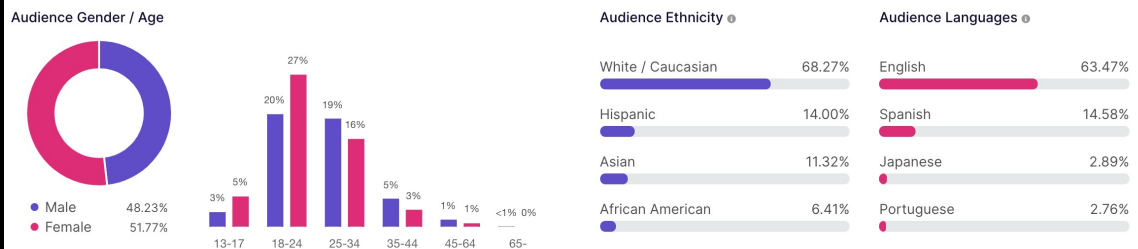
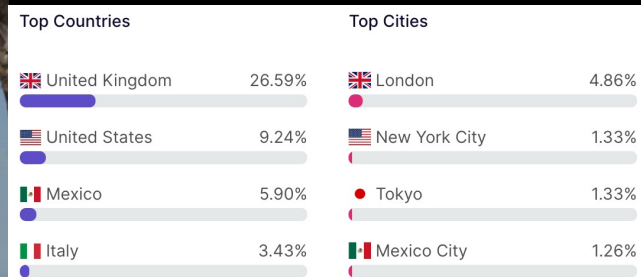
Note: Ella Eyre's audience is comprised of more females than males.

Tileyard Music- Company Analysis – Target Market

Sigala.



Core Demographic
Gen Z, Millennial Caucasian, Inner City, UK

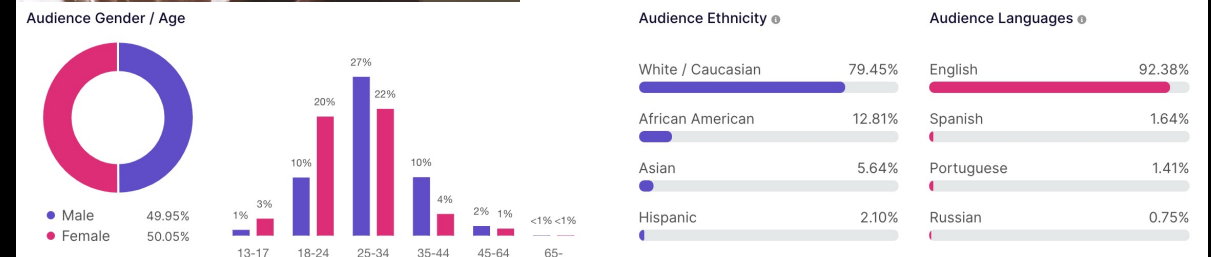
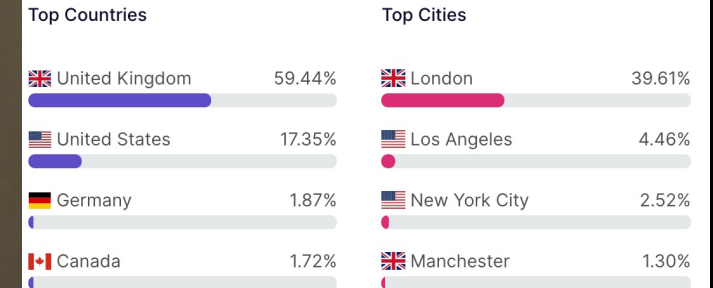


Similarly, here, the age range is majority inclusive of Gen Z and Millennials

Ryan Ashley



Core Demographic
Gen Z, Millennial Caucasian, Inner City, UK



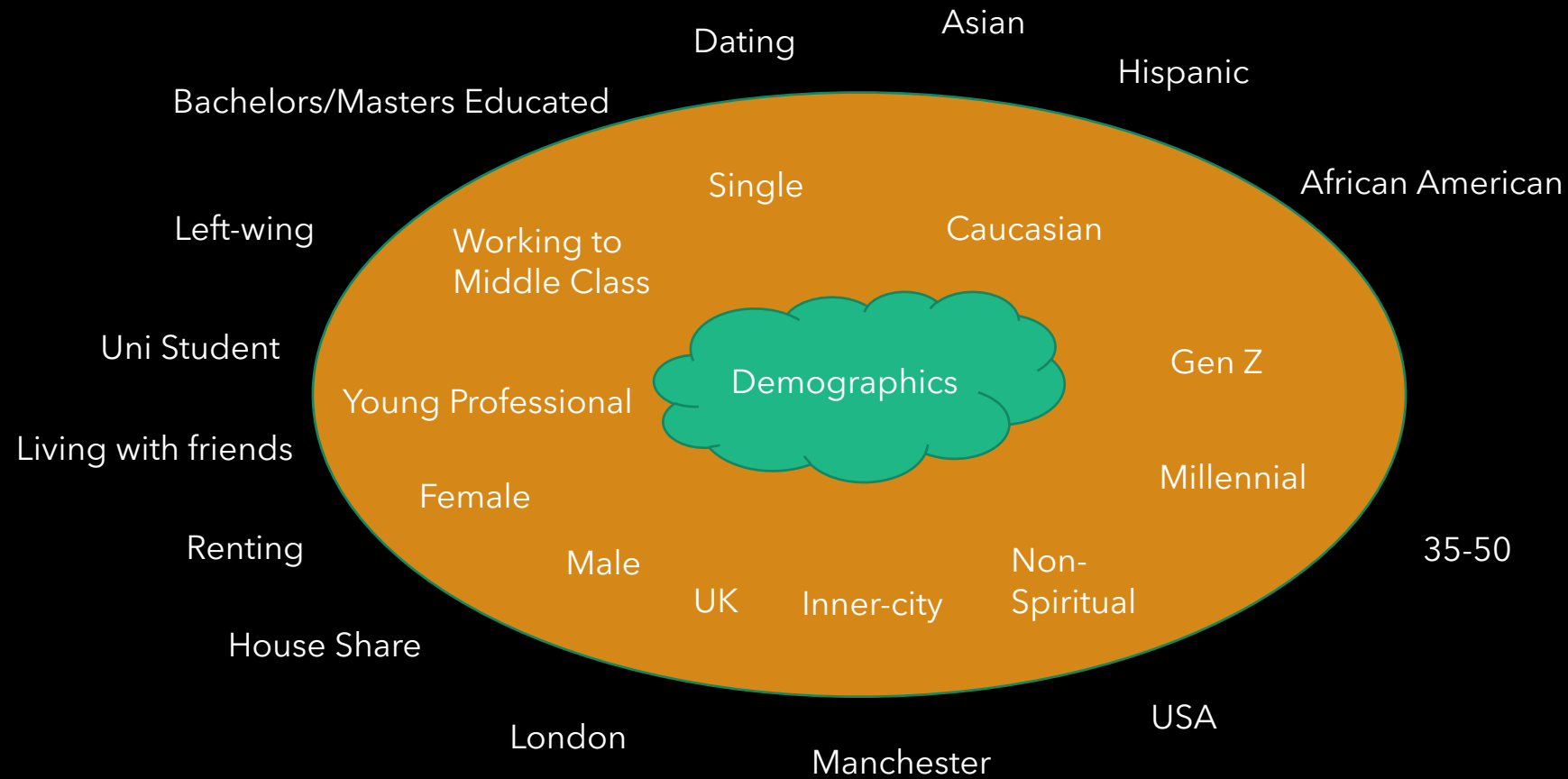
UK based, English speakers

Note: there is an even split on male and female listeners for the most part.

From Just four artists from the roster, we can easily define the Primary Demographic.

Tileyard Music - Company Analysis - Core Demographics

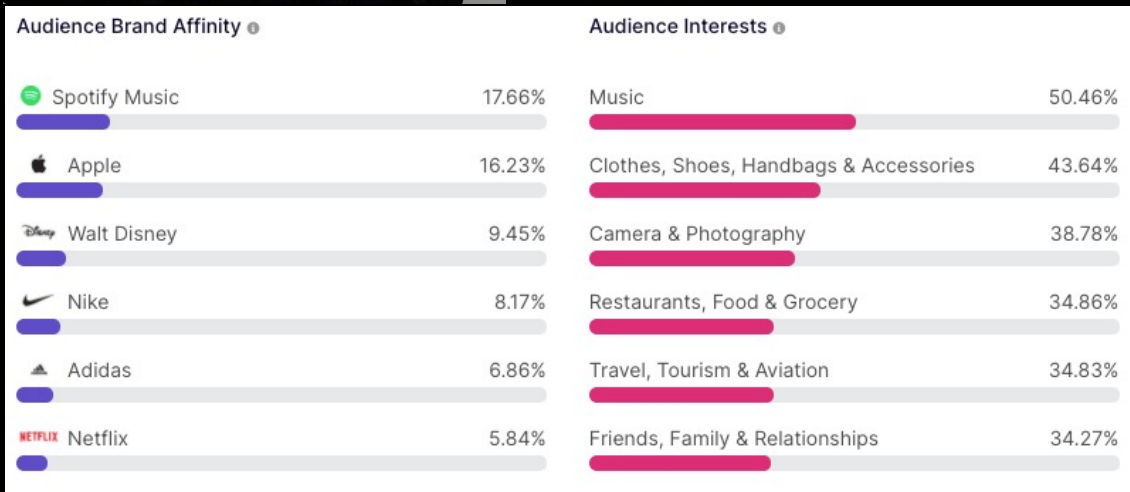
Primary and Secondary



Moving on to, psychographics... ➡

Tileyard Music- Company Analysis – Target Market

Taking Data from Chartmetric, we can ascertain an average psychographic based upon each of the artists audience. For example:



ELLA EYRE

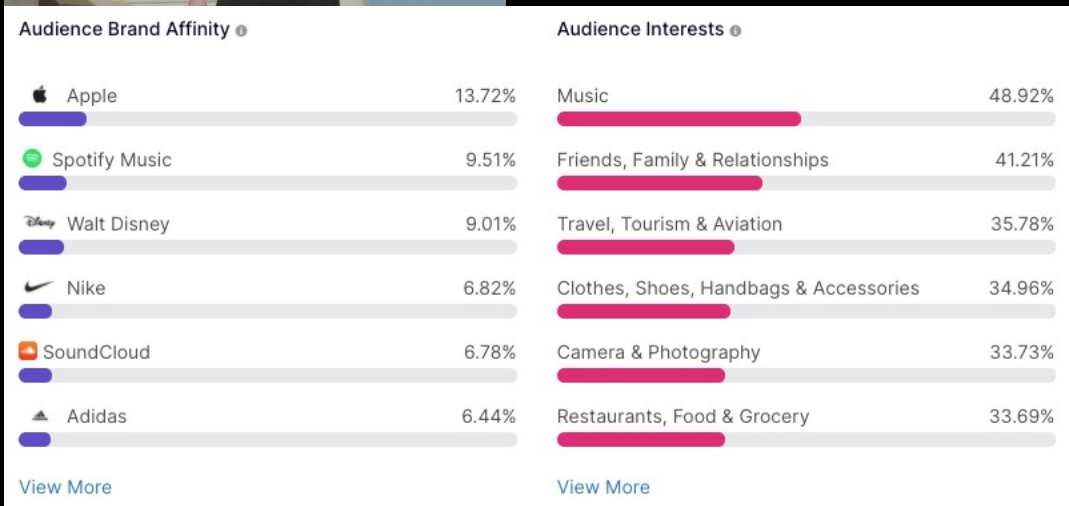


Tileyard Music- Company Analysis – Target Market

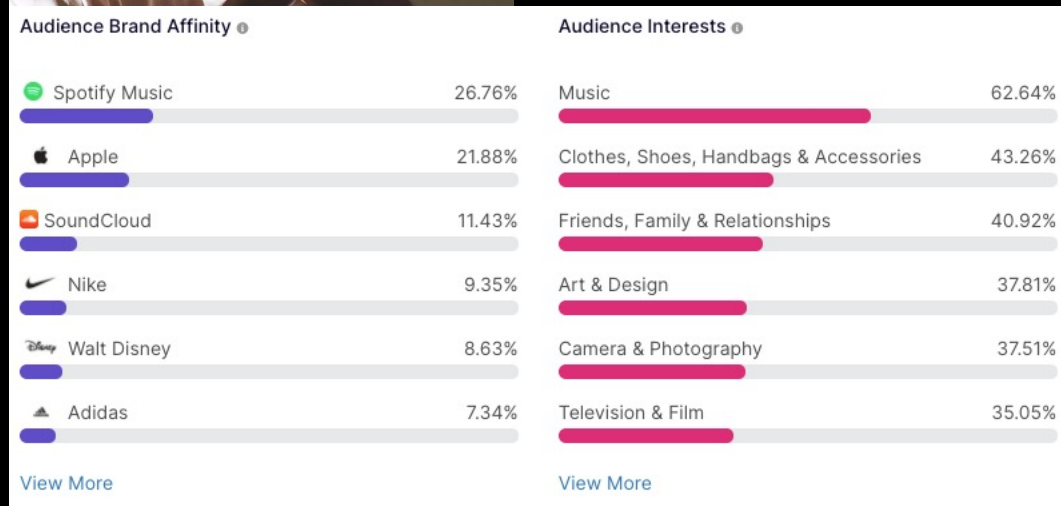
Taking Data from Chartmetric, we can ascertain an average psychographic based upon each of the artists audience. For example:

We can similarly define the psychographics of our core demographic to help define the brand.

Sigala.

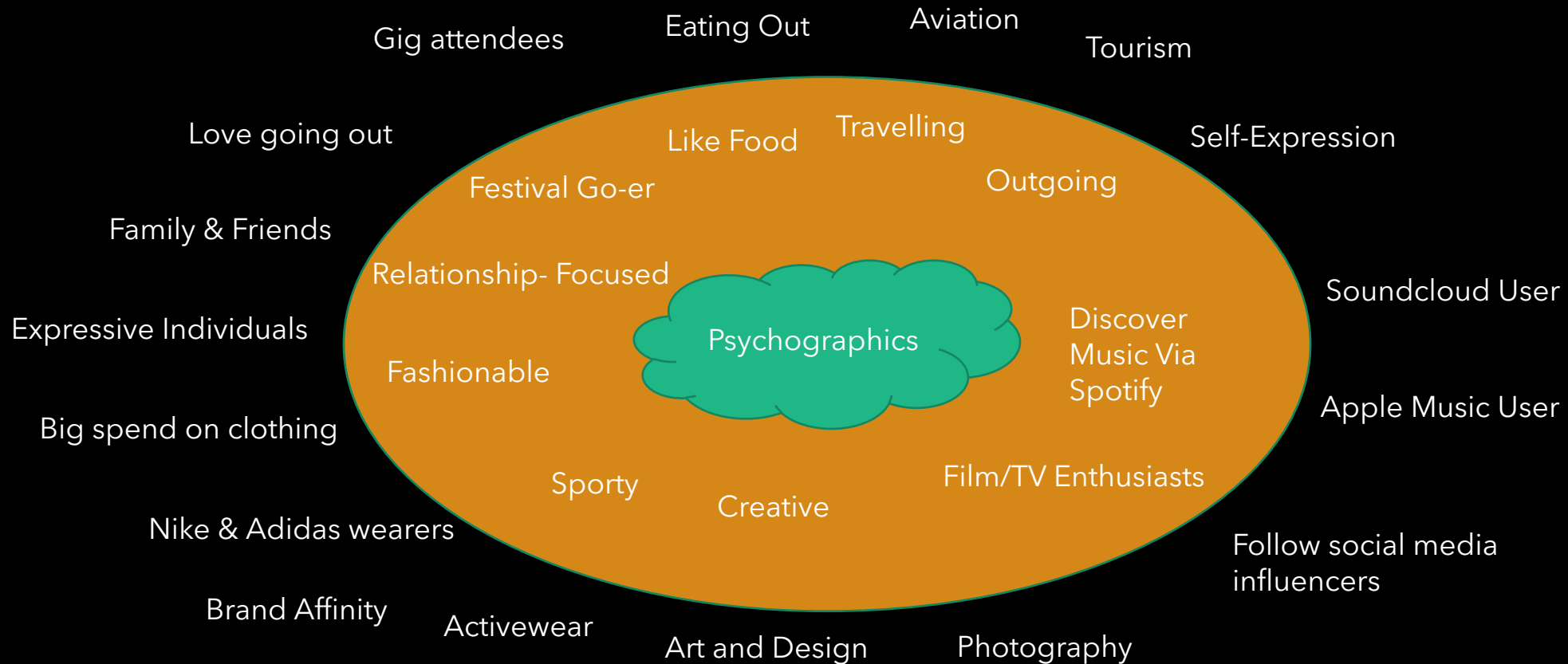


Ryan Ashley



Tileyard Music - Company Analysis - Core Psychographics

Primary and Secondary



With the demographic and psychographic information combined we have a deeper understanding of our target market.

And it allows us to fully define it:

Tileyard Music- Company Analysis – Target Market

Strategy - Who, What, When, Where, Why and How?

- Who?

Primary Demographic

Age:	Gen-Z/Millennial
Gender:	Male/Female (50%-50%)
Location:	UK
Income Level:	Lower-Middle Class
Marital Status:	Single
Occupation:	Artist/Creative/Photographer
Ethnicity:	Caucasian

Secondary Demographic

Age:	35-50
Gender:	Male/Female (50%-50%)
Location:	USA
Income Level:	Middle Class
Marital Status:	Engaged/Married
Occupation:	Artist/Creative/Fitness
Ethnicity:	African American/Hispanic



- What?

Re-develop and assess the Tileyard Music branding, perform a re-brand strategy using the statistical data gathered from the target audiences of the artists on the roster, to therefore appeal to a larger audience and create consistencies between the roster list and the outward branding representing the company.

- When?

Defined in the coming timeline, over the next few months the brand will be redefined, refreshed and relaunched with impact points detailing the 'when.'

- Where?

Across all used social media platforms (Facebook, Instagram, SoundCloud, LinkedIn) and the Tileyard Music Website.

- Why?

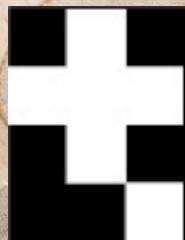
To represent Tileyard Music in a refreshed, current and cutting-edge manner. Utilizing modern trends influenced by our target market, thus making more coherency throughout the Tileyard Music Brand.

- How?

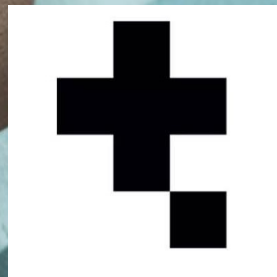
Re-design and re-launch the Tileyard Music brand:

- New logo & content concept.
- New tonality in copywriting & post captions.
- Roll out new branding and vision via socials.
- Overhaul and roll out a new website design featuring new branding.

Brand Identity

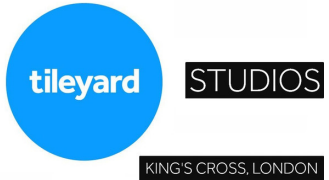
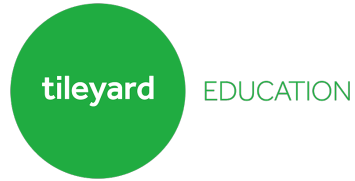


TILEYARD
MUSIC



Previous Brand Identity

Tileyard's brand image has changed since conception, and here is how they used to portray themselves.



KING'S CROSS, LONDON



Side note:

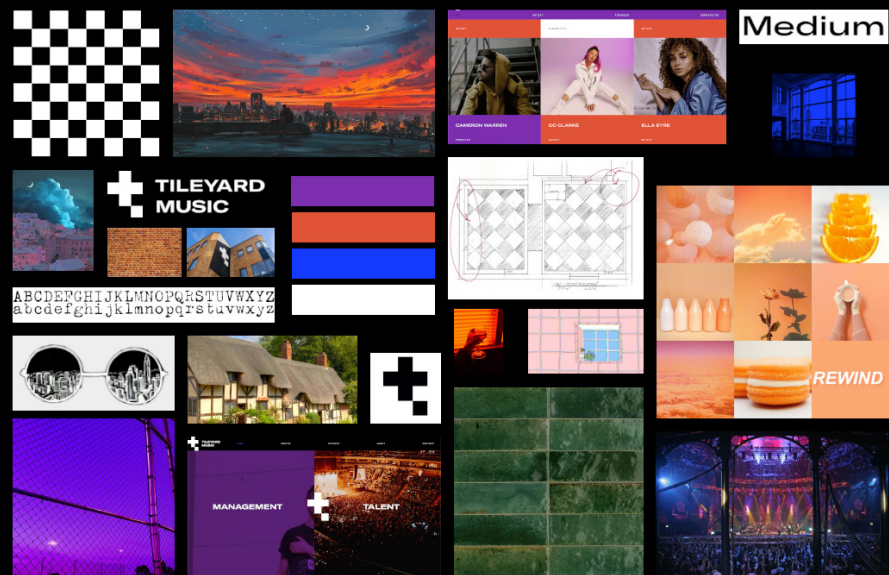
This re-brand is for Tileyard Music; however, it must be mentioned that the partner companies share the brand image.

Re-branding will also affect how the partners will need to portray themselves.



Pictured here: Sigala, Live at the Roundhouse

Current Branding – Mood board, logos and font

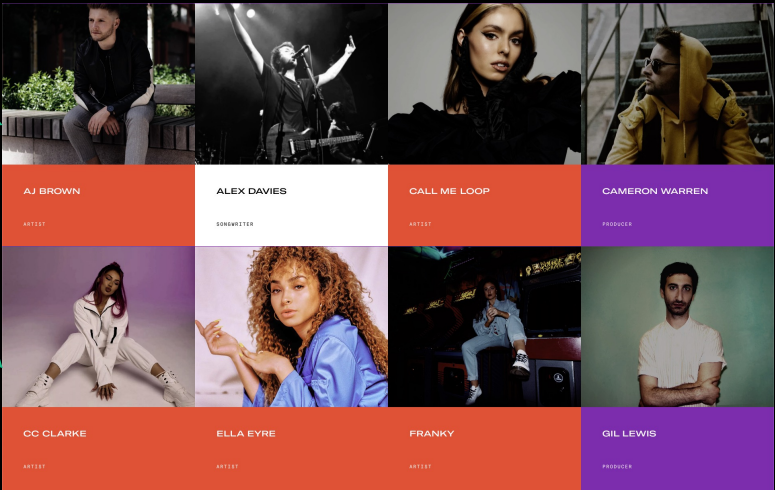


It makes effective use of “tiling” playing on its name.

I feel we could totally revamp this, making it far slicker and aesthetically pleasing; I feel now it is too clinical, straight-edged and clunky.

It is because of these reasons, I’m proposing to re-brand this company’s outward facing-content.

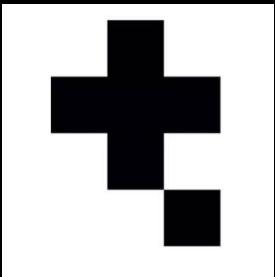
Roster Page



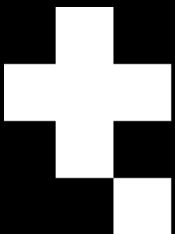
It’s time for a re-brand!

Pharmaceutical Connotations – time to remove these

Socials Logo:



Website Logo:



TILEYARD MUSIC

Font Style: GT America – Expanded (Medium)

Tileyard Music’s branding currently incorporates a colour palette of violet, salmon, dark blue, black and white

More than just music.

We’re dedicated to finding, building and breaking new artists, bringing mentorship and management to the artists of tomorrow, and bringing the magic of Tileyard to the world.



Current Colour Palette

Proposed re-brand Identity- Mood board

Bold, powerful
lettering inspired by
XL recordings Logo



Colour Palette

Large Inspiration taken from
Factory Records vintage logo

Art deco Theme
present throughout
brand identity, to
portray a modern-
vintage aesthetic

Circular shapes inspired adaptability and cohesion between sister companies, allowing different colours to identify them

Tiled theme present in logo design, staying true to historical background of Tileyard

Notes:

- Colour palette inspiring outward facing content and colour schemes.
- Classic feel overall to spike individuality and stand out in a saturated market.
- Removes pharmaceutical connotations from current branding in a refreshed, modern-vintage manner.
- Factory pictures offering an industrial theme.

Proposed re-brand Identity- Logo Drafts

Concept designs have been drafted prior to the confirmed logo.

Version 1



Version 2



Version 3 - (Combination approach)



Having considered both drafts with some critical thinking, it is considered that Tileyard Music should take on a stronger and bolder outward-facing identity, and thus...

BURNT SIENNA #E97451	HARVEST GOLD #ffaf12	AVOCADO #86cc05
TEAK #B67721	NATURAL #e6d0ab	BLUE MUSTANG #02ABC0

Colour Palette: Vintage aesthetic, modern approach.

The future brand identity can be unveiled! →

Proposed re-brand Identity- Final Logo – Black Background

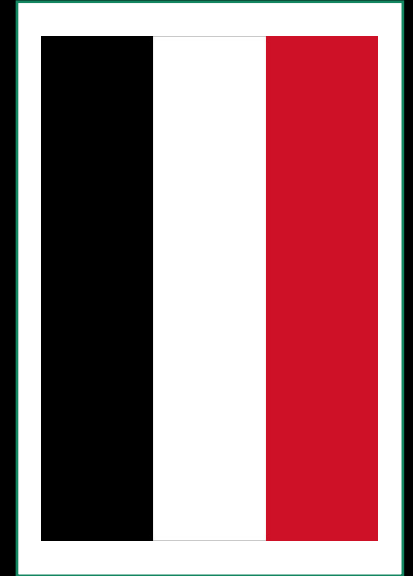


New logo design for Tileyard Music.

Specifications & Design

- Font: League Spartan
- Dimensions: 500px x 500px
- Art-Deco inspired aesthetic
- Modern-Vintage design
- Tiled design stays true to the Tileyard site's history.

Logo Colour Palette:



This design is extremely adaptable, and the colour scheme can be inverted to work for white, as well as black backgrounds. →

Proposed re-brand Identity- Final Logo - White Background



Flipped black/white for Tileyard Music.

Specifications & Design

- Font: League Spartan
- Dimensions: 500px x 500px
- Art-Deco inspired aesthetic
- Modern-Vintage design
- Tiled design stays true to the Tileyard site's history.

Note: black border is visible on a white background.

Logo Colour Palette:



Proposed re-brand Identity- Final Logo - Inverted - Black Background



New logo design for Tileyard Music.

Specifications & Design

- Font: League Spartan
- Dimensions: 500px x 500px
- Art-Deco inspired aesthetic
- Modern-Vintage design
- Tiled design stays true to the Tileyard site's history.

Logo Colour Palette:



Note: again, the border visible on a black background.

Proposed re-brand Identity- Final Logo - Inverted - White Background

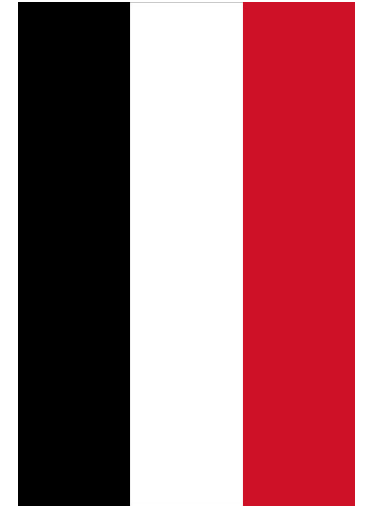


Flipped black/white for Tileyard Music.

Specifications & Design

- Font: League Spartan
- Dimensions: 500px x 500px
- Art-Deco inspired aesthetic
- Modern-Vintage design
- Tiled design stays true to the Tileyard site's history.

Logo Colour Palette:



The same colour palette is used when inverted, ensuring cohesion everywhere.

Proposed re-brand Identity– Continuity amongst sister companies

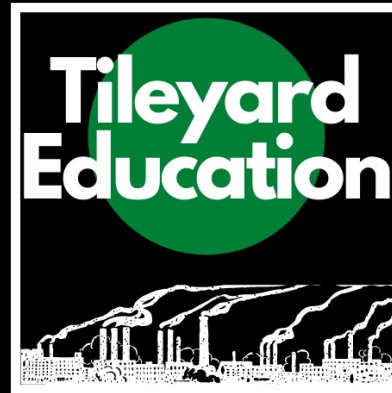
Although this re-brand is specifically for *Tileyard Music*, the logo and design is easily adaptable for continuity between the rest of the companies.

For example:

Tileyard Music



Tileyard Education



Tileyard Impact



Tileyard Studios



Tileyard London



Tileyard North



Brand Identity – Company Descriptor

Below is the newly proposed company descriptor for Tileyard Music:

The platform for artists. Our passionate team scout, nurture and manage new talent, forging ground-breaking opportunities within the music industry. More than just music, we're paving the way to a brighter tomorrow, one record at a time.



From the company descriptor, we can create a narrative, and continually tell the story of Tileyard as it develops and grows.

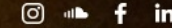
Brand Identity – Website – Home Page

Easy navigation with clear page headings.

Links to Social Media.



HOME ROSTER MUSIC MANAGEMENT PUBLISHING ABOUT
CONTACT



A fresh new look!

Tileyard Music

A record label, management, and publishing company based in the heart of King's Cross, London. We dedicate ourselves to the development and empowerment of our artist's careers.

The platform for artists. Our passionate team scout, nurture and manage new talent, forging ground-breaking opportunities within the music industry. More than just music, we're paving the way to a brighter tomorrow, one record at a time.

[Come & explore](#) →

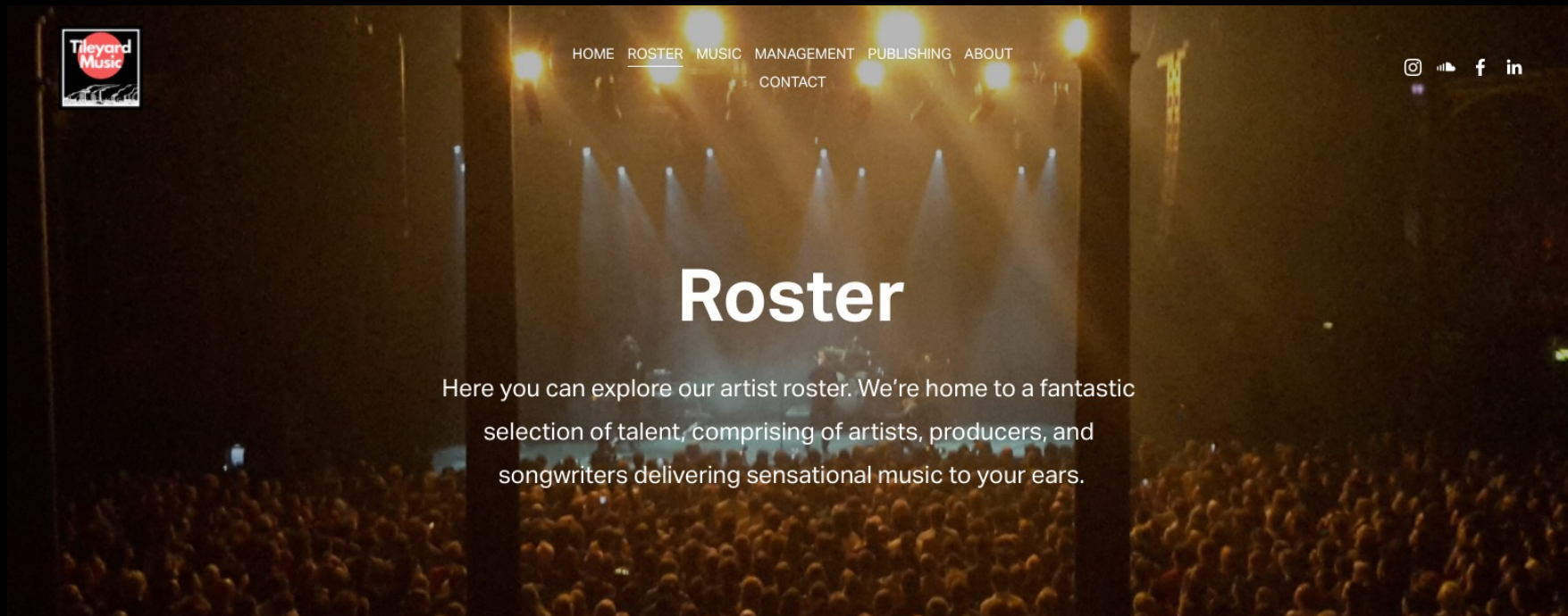


- A bold, fresh appearance for the Tileyard Music front page, immediately brings more excitement over its predecessor.
- Soft imagery scheme reminiscent of the modern-vintage approach.

Large logo showing off the fresh re-brand identity.

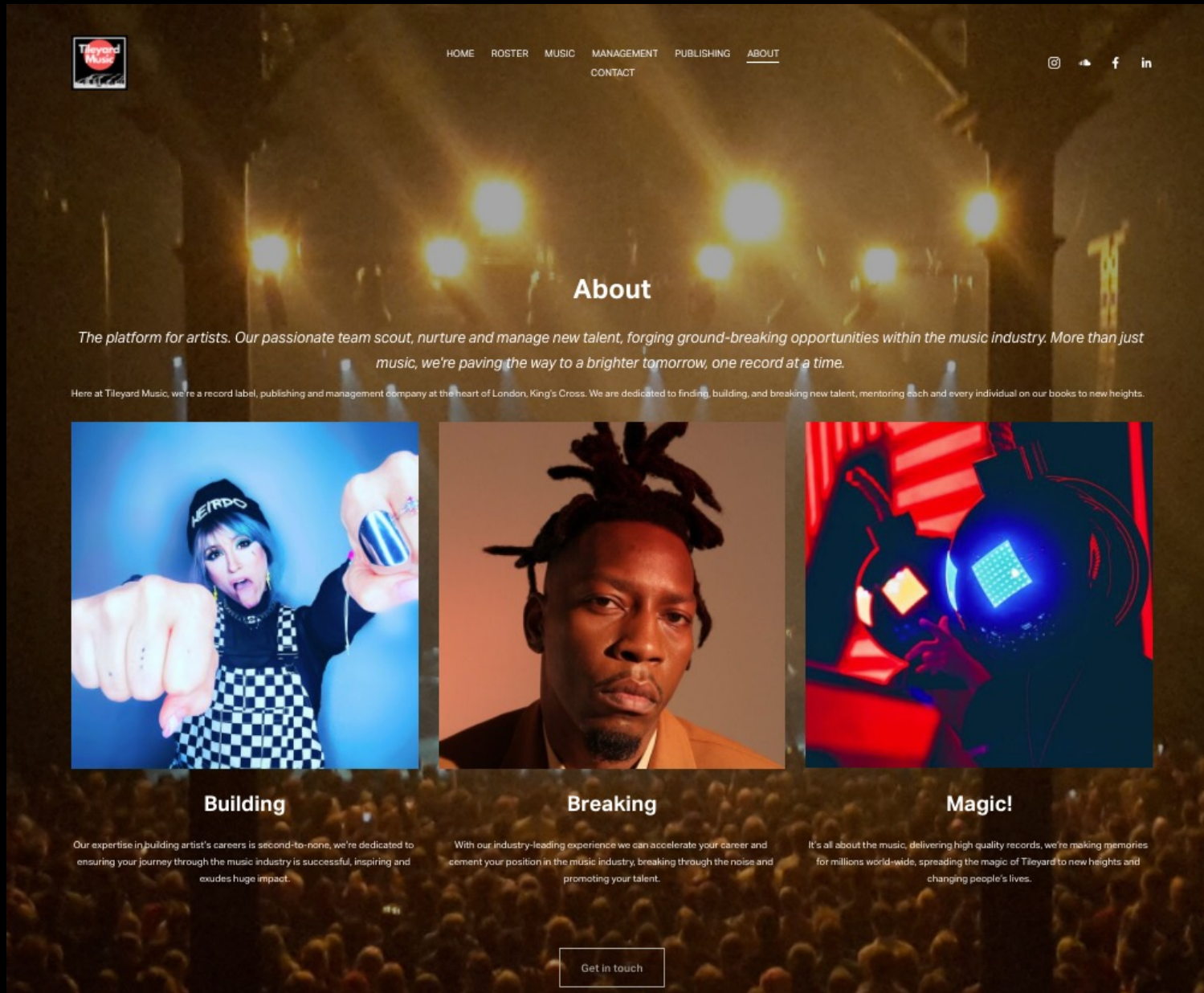
- Company descriptor featured after a pre-cursor.
- "A fresh new look!" informs visitors of a re-brand.

Brand Identity – Website – Roster Page



- New, refreshed Roster page – still maintains the 'tiled' theme reminiscent in the current website but offers a slicker approach to showcasing artists signed to the label.
- Consistency in background imagery and textual placement keeps the site cohesive and aesthetically pleasing.
- Logo, navigation bar, and social links all in identical placement for easy access to internal and external links whilst showcasing company branding.
- Colour scheme present in artist photos is reminiscent of the mood-board and offers a modern approach to a vintage feel with pastel-like colours.
- Hovering over tiles will present artist names and links to individual pages.

Brand Identity – Website – About Page



- Tiled theme featured, also showcases more artists alongside the information.
- Company descriptor at the fore, supported by additional information.
- Three core values implemented into this page to further portray brand identity and tone of voice.
- Consistent theme ensuring the brand image is portrayed on every page.
- Copywriting is an example, as we will also be considering SEO when writing the website content.

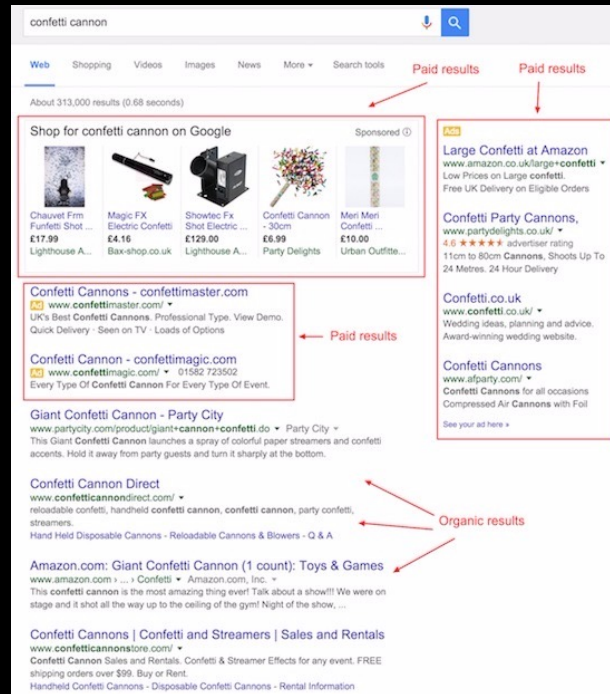
Brand Identity – Website - SEO

SEO

The website will also need to under-take Search Engine Optimization to ensure the maximum number of hits are achieved, prioritizing organic search results.

The following things will need to be thoroughly considered:

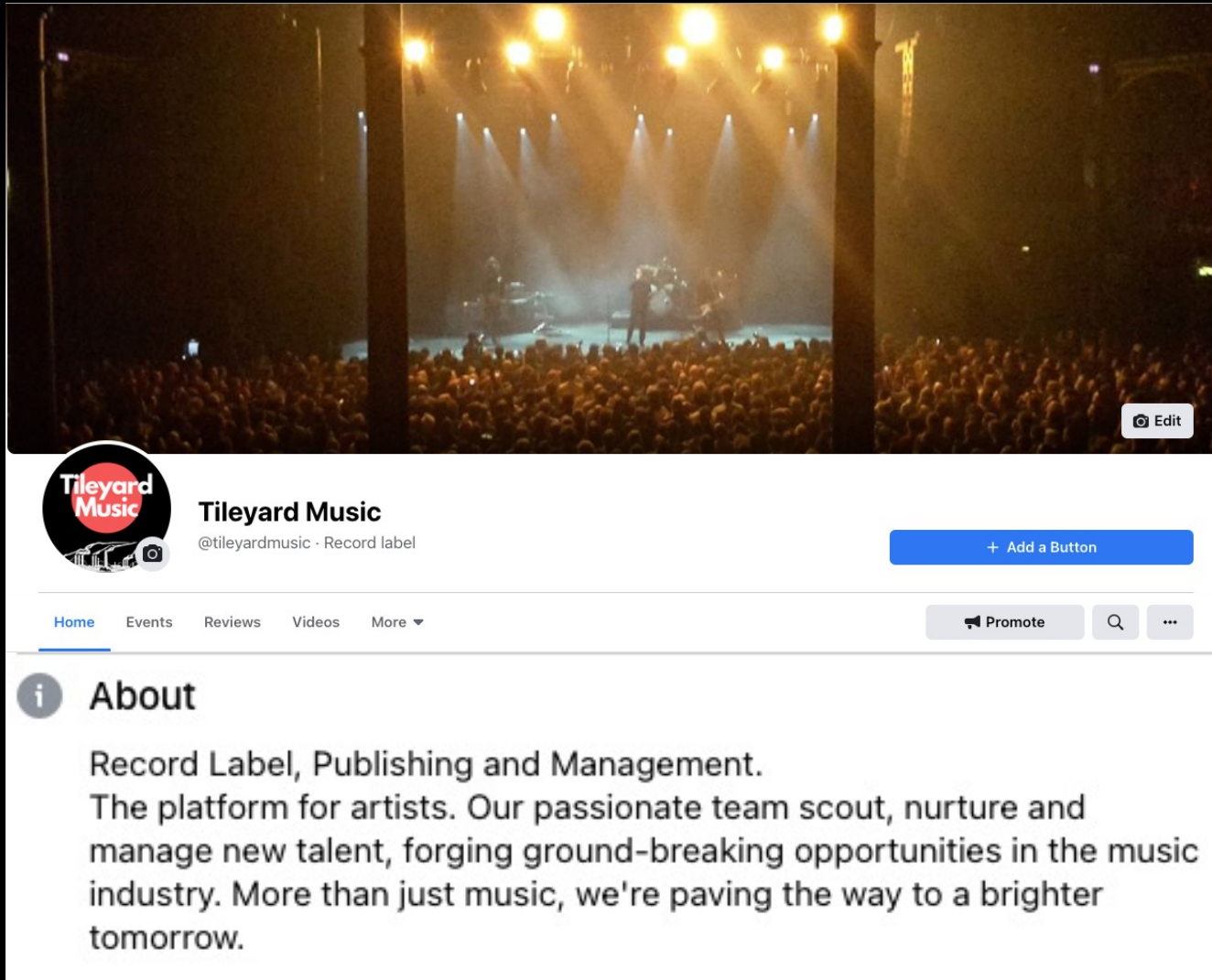
- Quality of content
- User experience
- Site speed
- Cross-device compatibility
- Internal Linking
- Well organized back-linking
- Meta descriptions and title tags
- Schema markup
- Correct image tagging
- Creative and intelligent keyword placement
- Improved copywriting
- Testimonials



After initial website conception, the SEO will be managed by Tileyard Music's own Marketing Executive.

Brand Identity – Social Space Concepts - Facebook

Facebook



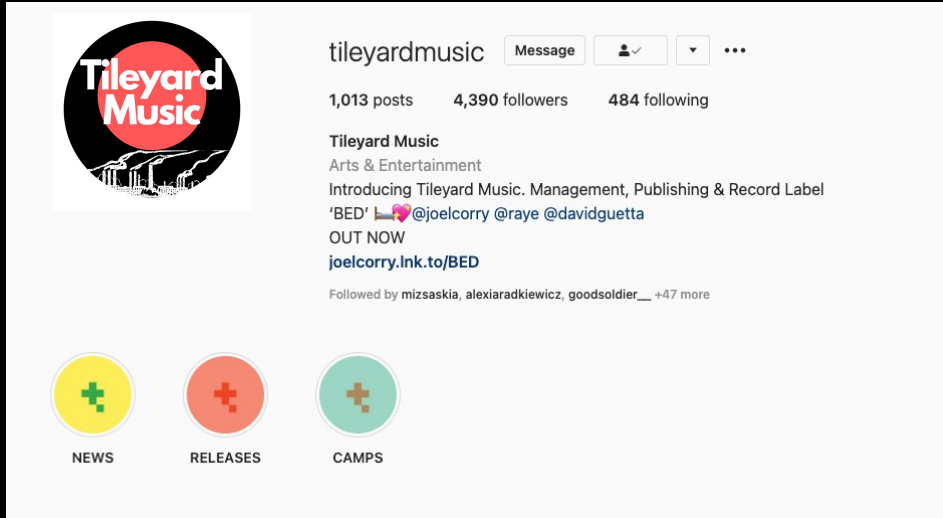
- Featured here is a draft for a new Tileyard Music Facebook Page
- About info updated including basic information and company descriptor.
- Content will be discussed later in the Portfolio.
- Facebook will be a vital platform to use for paid advertising directed towards the primary and secondary target-markets. It will need to be formatted concisely whilst posting consistently to engage the audience and grow a good organic reach prior to paid campaigns.
- Content to be posted daily.
- Stories updated frequently each day.



- Logo altered to fit Facebook's circle profile picture space.
- Border removed, but factory and lettering still visible for easily identifiable branding.

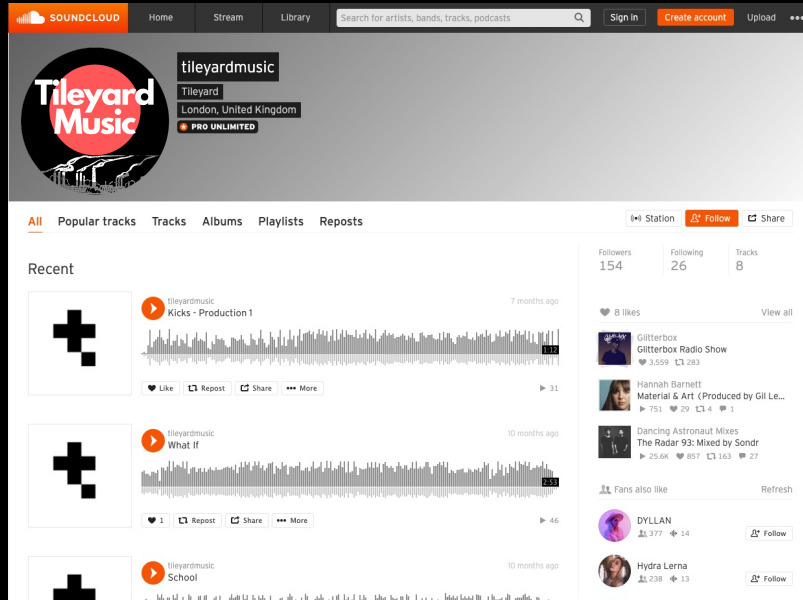
Brand Identity – Social Space Concepts – Instagram & SoundCloud

Instagram



- Featured here is a workable logo for Instagram, the same as used for the Facebook page.
- The story highlights will also be updated to contain the logo, using different colour schemes or inverted logo designs with different coloring to maintain brand consistency.
- Content on the Instagram feed will be updated daily, prioritizing videos in line with the current algorithm, ensuring all posts will attain maximum reach.
- Paid ads used here too, to support all label releases
- Content posted daily; stories updated frequently per day.

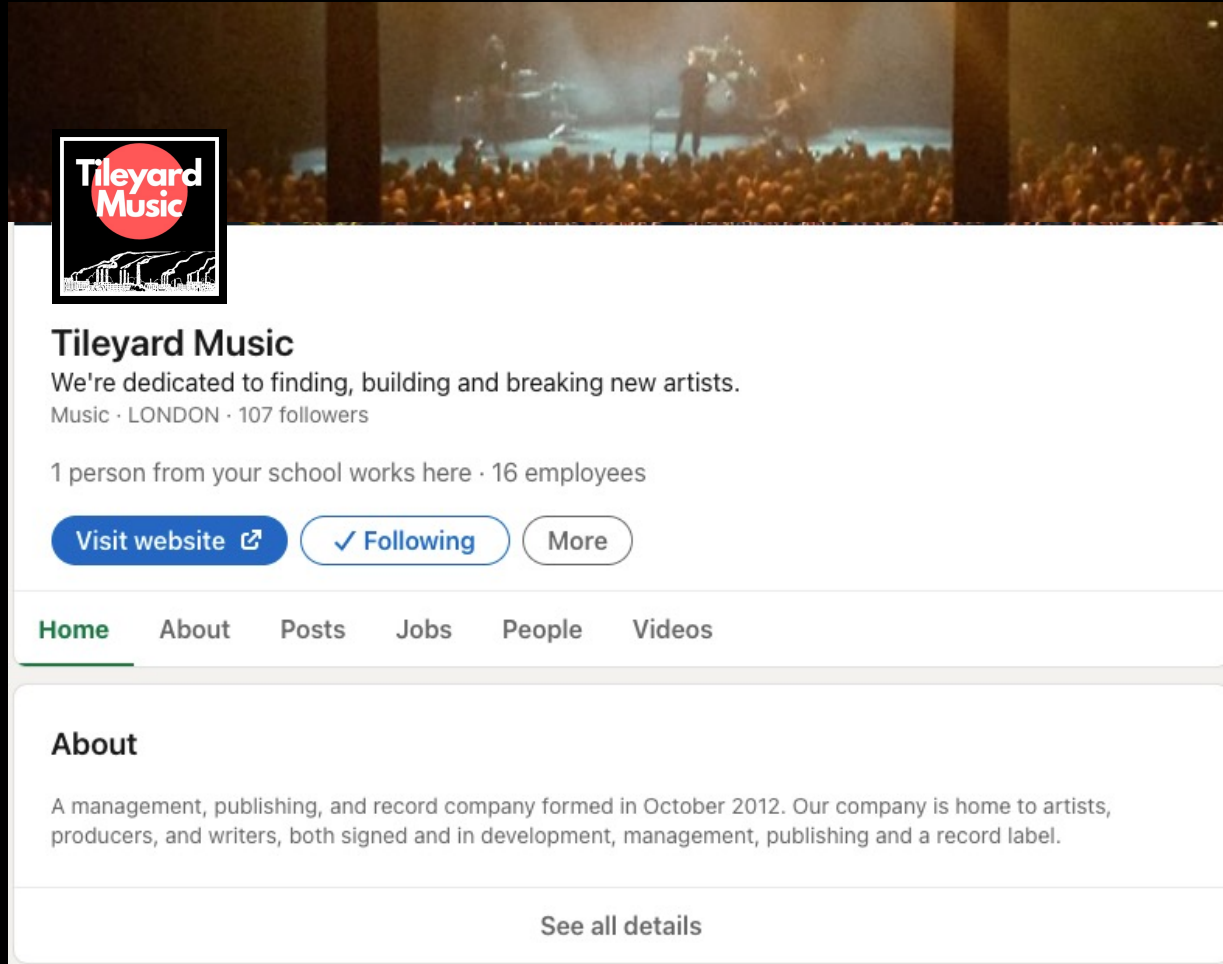
SoundCloud



- Will predominantly be used for publishing tracks.
- In-house remixes to be posted to the Tileyard Music SoundCloud to generate more interest.
- Mixtapes from producers to also be featured here as a means of additional content being pushed out.

Brand Identity – Social Space Concepts - LinkedIn

LinkedIn



- Cover photo is also used for continuity.
- Full logo will be usable for the LinkedIn page due to the squared picture element.
- New logo is professional as it is classic, better identifying Tileyard Music as a record label, benefitting it on a business-based social media platform, allowing it to correctly stand out.
- Content to be posted every couple of days, detailing business 'wins' and any partnership developments. Will also include sharing articles about Music Industry news which directly impacts the company.



Brand Identity – Digital Assets – Content Types



- Inspired by the mood-board, digital assets will take on an art-deco theme, and lettering for releases inspired by this modern-vintage aesthetic will feature on future releases developing coherency and brand image.
- Posters & promo videos will take on a colorful aesthetic showcasing all artist releases, concerts, sync 'wins', collaborations, remixes and more.
- Stories continually updated across all platforms detailing competitions, live-streams for artists, supporting their careers and thus generating more interest for the record label's associated pages.

All mediums will prioritize video content in accordance with the current algorithms present on all used social media platforms.

Facebook & Instagram

- Posts- Video/picture content detailing:
 - New releases & signings.
 - Collaborations.
 - Publishing 'wins'.
 - Awards.
 - Events.
 - Concerts.
 - Touring.
 - Company developments and news.
- Stories:
 - 'New Post' teasers navigating target audience to engage with posts.
 - Multiple uploads of back-to-back video content, to generate narrative.
 - Re-posting artist content to further support their careers and maximize engagement.
 - Keep telling the story by posting 'BTS' content about exciting things happening at Tileyard, in and outside of the office/studios/writing sessions.



LinkedIn

- Video/picture content detailing:
 - More internal business 'wins'.
 - Partnership deals.
 - Synchronization achievements.
 - Expansion within business development (detailed earlier in portfolio).

SoundCloud

- Audio content showcasing:
 - Material for publishing.
 - Songwriting 'wins'.
 - Artist releases.

All content will be generated in-house by Tileyard Music's own Marketing Executive.

Strategy & Budget

**Tileyard
Music**



Strategic Approach – Strategy

Brand Audit

Perform an initial assessment of Tileyard Music:

- Company Analysis.
- Core Values.
- Revenue Streams.
- Client Base.
- SWOT Analysis.
- Competitor Analysis / Porters Five Forces
- Business Development Proposal.
- Social Media analysis: presence and effectiveness.
- Target Market.
- Who, What, When, Where, Why and How?.
- Competitor Analysis.

Brand Identity and re-development

Create outward facing branding, and roll out via all pre-determined mediums:

- Define previous and current branding in relation to the company.
- Create a mood board detailing the vision for the outward facing brand content.
- Create a logo representative of the new vision, tone and image of Tileyard Music.
- Create alternative drafts to ensure maximum coherency (inclusive of sister companies).
- Define company descriptor.
- Create new refreshed website for Tileyard Music.
- Perform initial SEO optimization on the new website.
- Roll-out new branding via all social media pages (Facebook, Instagram, LinkedIn, Soundcloud).
- Create content posts to push via paid advertising, promoting new branding for Tileyard Music.

Aftercare

Remain on-hand for a period of 6 months via e-mail, telephone & tech support to provide:

- Additional drafts of logos for various mediums, if needed.
- Full training to Tileyard Music marketing staff to ensure they can edit the website effectively.
- Analytical data for the Tileyard Music website, to aid SEO optimization.
- Skills for implementation of any proposed business development areas.
- General Advice
- Aid in the roll-out of paid-advertising campaign promoting the re-brand.

Detailed here is a defined strategic approach detailing all prominent points for delivery during this re-brand campaign.



Total Costs →

PRE

PRODUCTION

POST

Strategic Approach – Budget for Strategic Consultancy

Below is a breakdown of costing for the Tileyard Music re-brand, based on the aforementioned strategical breakdown.

Brand audit - £7,500

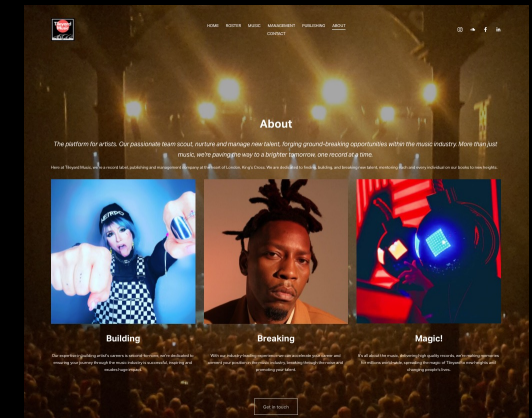
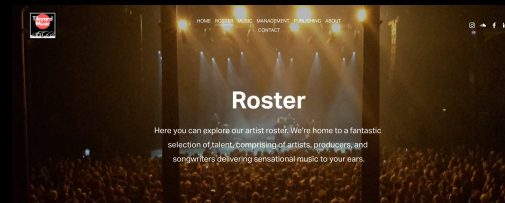
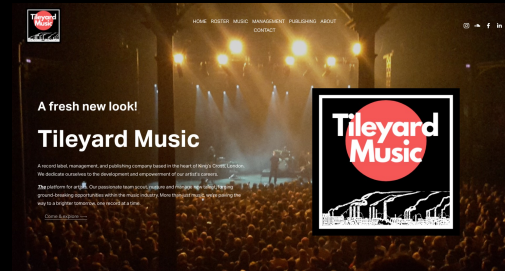
Brand Identity & Redevelopment - £12,500

Strategy & Aftercare - £6,750

Consultancy Fee: £3,000

Paid Advertising Costs: £1,500

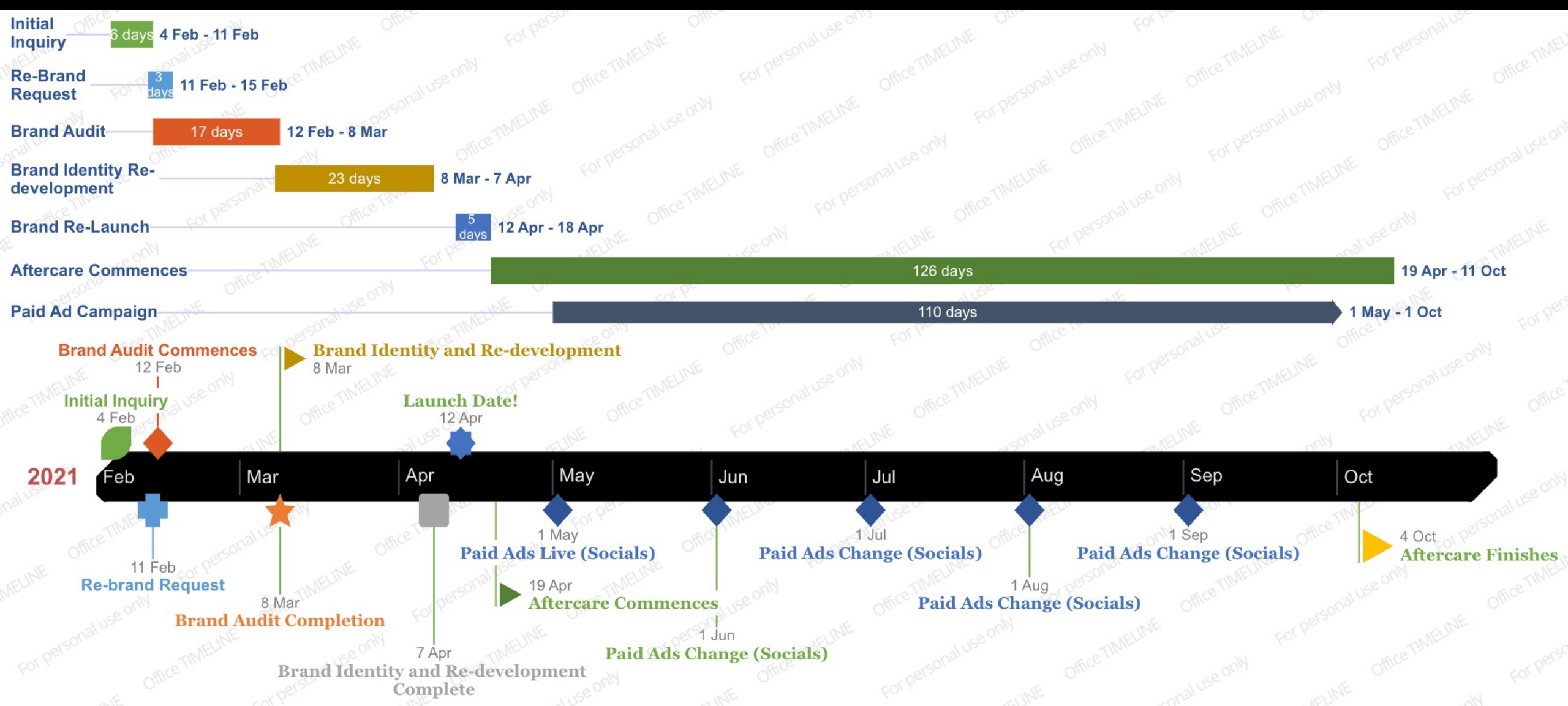
Total cost = £31,250



Strategic Approach – Timeline of Execution

Below is the proposed timeline for the Tileyard Music Re-brand.

Note: Paid advertisements will rotate monthly.



Tileyard Music re-brand – Head of Terms of Agreement

This head of terms is made on the date of: 11th of February 2021.

The following two parties agree to enter into a professional agreement regarding the “Tileyard Music Re-Brand”.

1. Samuel John Roux (Party 1)
2. Tileyard Music (Charlie Arme & Michael Harwood) (Party 2)

Background

- A. This head of terms sets out the terms and conditions upon which both Parties agree to enter into the proposed agreement.

Timescale and termination notice

1. The full re-brand strategy will occur for the following period: the 4th of February 2021 until the 4th of October 2021.
2. This is inclusive of the proposed aftercare period of 126 days, as per detailed in the Portfolio proposal.
3. Both parties reserve the right of termination of this contract giving no less than 4 weeks’ notice prior to the date.
4. Renumeration to Party 1 must be paid in full based on the work completed at a negotiated rate, should termination occur.

Basis of Proposed Agreement and Pricing

5. Party 1 (Samuel John Roux) will provide the following services for the “Tileyard Music Re-Brand” at the proposed price-points:
6. Brand Audit
 - Perform an initial assessment of Tileyard Music:
 - Company Analysis.
 - Core Values.
 - Revenue Streams.
 - Client Base.
 - SWOT Analysis.
 - Competitive Analysis / Porters 5 Forces
 - Business Development Proposal.
 - Social Media analysis: presence and effectiveness.
 - Target Market.
 - Who, What, When, Where, Why and How?
 - Competitor Analysis.

Total Cost: £7,500

7. Brand Identity and re-development
 - Define previous and current branding in relation to the company.

Head of Terms of Agreement
Page 1.

Head of Terms of Agreement

Page 2.

- Create a mood board detailing the vision for the outward facing brand content.
- Create a logo representative of the new vision, tone and image of Tileyard Music.
- Create alternative drafts to ensure maximum coherency (inclusive of sister companies).
- Define company descriptor.
- Create new refreshed website for Tileyard Music.
- Perform initial SEO optimization on the new website.
- Roll-out new branding via all social media pages (Facebook, Instagram, LinkedIn, Soundcloud).
- Create content posts to push via paid advertising, promoting new branding for Tileyard Music.

Total Cost: £12,500

8. Aftercare

- Additional drafts of logos for various mediums, if needed.
- Full training to Tileyard Music marketing staff to ensure they can edit the website effectively.
- Analytical data for the Tileyard Music website, to aid SEO optimization.
- Skills for implementation of any proposed business development areas.
- General Advice
- Aid in the roll-out of paid-advertising campaign promoting the re-brand.

Total Cost: £6,750

9. Consultancy Fee

- The agreed upon fee for which Party 1 will work on a pro-rata basis for the duration of the “Tileyard Music Re-Brand”.

Total Cost: £3,000

10. Paid Advertising

- The amount required to ensure the advertising campaign will run for the duration of the: 1st of May 2021 until the 1st of October 2021.

Total Cost: £1,500

11. Total sums payable to Party 1 (Samuel John Roux) are equal to: £31,250.

Obligations of Party 2 (Tileyard Music)

12. Party 2 (Tileyard Music) agree to provide the following in which to allow Party 1 (Samuel John Roux) to execute the proposed strategy.

13. Full access to the Tileyard Music website domain and server.

14. Full access to the Tileyard Music Social Media accounts comprising of:

- Facebook

- Instagram
- LinkedIn
- SoundCloud

15. Agreement to pay the aforementioned “Total Sums” amount of £31,250 to Party 1 (Samuel John Roux) no later than 4 weeks after receipt of invoice.

Final Agreement

By signing the document in the fields provided below, both parties are agreeing to the terms indicated above.

Head of Terms of Agreement
Page 3.

Party 1 (Samuel John Roux)’s Signature:

Date Signed:

Party 2 (Charlie Arme)’s Signature:

Date Signed:

Party 2 (Michael Harwood)’s Signature

Date Signed:

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Tileyard Music Website Links

- Homepage: <https://tileyardmusic.co.uk/>
- Roster: <https://tileyardmusic.co.uk/roster/>
- Stories: <https://tileyardmusic.co.uk/stories/>
- About: <https://tileyardmusic.co.uk/about/>
- Contact: <https://tileyardmusic.co.uk/contact/>

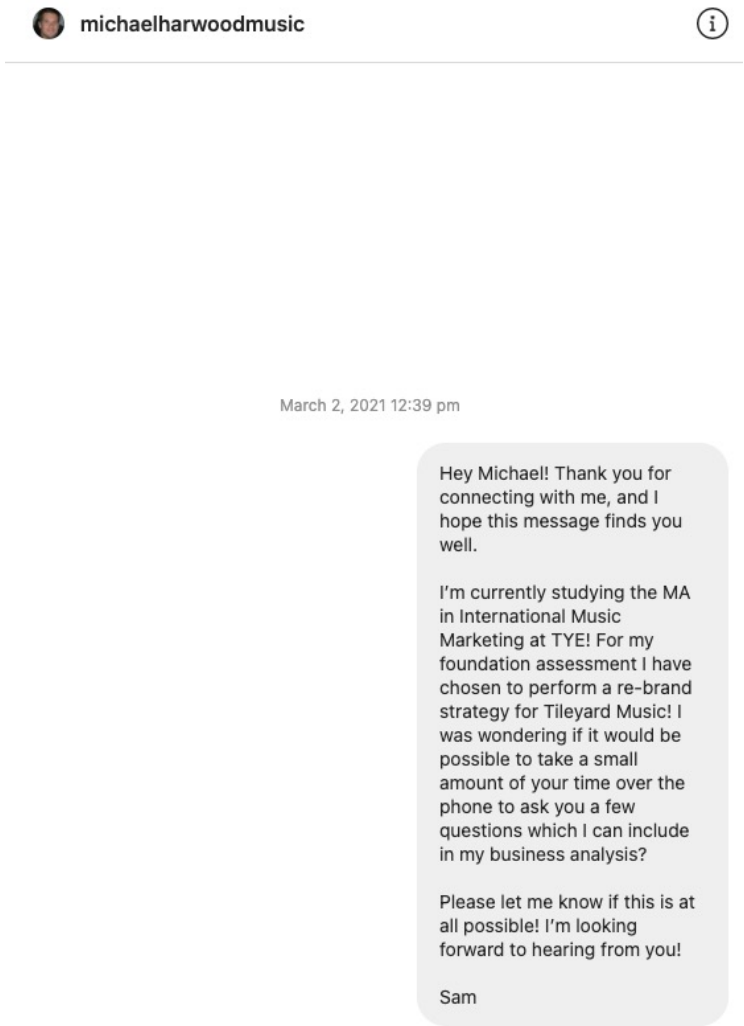
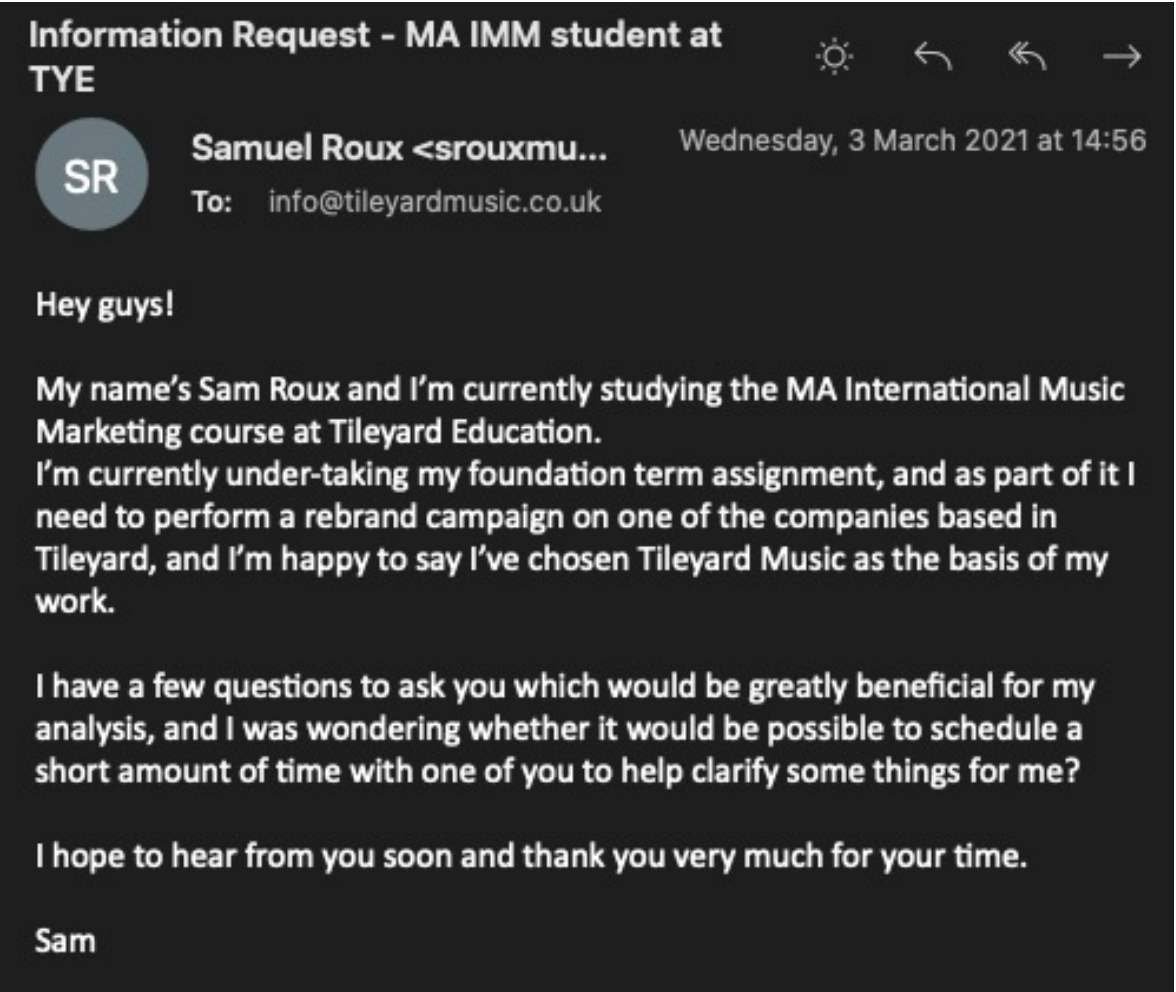
Record Label Competitor Links

- Capitol Records: <https://www.universalmusic.com/label/capitol-records-uk/>
- Columbia Records: <http://www.columbiarecords.com/>

Appendices

In order to validate the information presented in the company analysis at the fore of my portfolio, I made various attempts to contact many members of staff at Tileyard Music.

The following screenshots present these attempts as evidence.



Appendices

Information Request - Tileyard Music



Samuel Roux <srouxmusi...>

Thursday, 4 March 2021 at 13:41

To: lucy@tileyard.co.uk

This message is high priority.

Hey Lucy,

I hope this message finds you well!

I'm currently studying the MA International Music Marketing course, and am working through my foundation assessment, which involves a re-brand of a company based at Tileyard and I've chosen to base the re-brand on Tileyard Music!

I've had a lot of trouble getting through to anybody who can help me with a few questions I need answered to formulate my business analysis, and I was wondering whether it would be possible to grab a small amount of your time to ask you a few questions that will enable me to move forward.

The information I need will be regarding:

- Tileyard Music's Core Values
- Revenue Streams (I have identified these but need some more granular information if possible)
- Which artists are managed as well as signed to Tileyard Music
- Publishing clients
- Percentages of revenue made on certain things between each of the business branches (i.e, Record Label, Management, and Publishing).
- Previous brand identity

I look forward to hearing from you and I really appreciate your time, let me know what's possible!

Sam

From: Samuel Roux

<srouxmusic@outlook.com>

Date: Thursday, 4 March 2021 at 11:01

To: Harry Leckstein

<harry@tileyardeducation.co.uk>

Subject: Help Request - MA International Music Marketing Student

Hi Harry,

I am currently undertaking my first semester foundation assignment in International Music Marketing and for the Re-brand I've decided to focus on Tileyard Music!

Unfortunately, I am having difficulty getting in contact with anybody at the company - I have tried via socials, e-mail, and the website message form but have had no luck.

I was wondering whether or not it would be at all possible for you to help in this situation, as I need to get some much more granular information which I can prove to be factually true as opposed to just assuming so that my assignment is accurate.

Please let me know if this is at all possible, I really appreciate your time!

Thanks again,

Sam.

From: Harry Leckstein

<harry@tileyardeducation.co.uk>

Sent: Monday, March 8, 2021 5:57 pm

To: srouxmusic@outlook.com

Cc: Ciaran Robinson; Steve Cole; Harry Leckstein

Subject: Re: Help Request - MA International Music Marketing Student

Hi Samuel,

Thanks for the email and sorry if there's been some confusion over the assessment brief, but this exercise is designed to be passively researched, is theoretical in submission and is not designed as a conduit to contact the company directly.

As it stands, we have a number of touch point events and opportunities throughout the calendar that connect Tileyard Music staff with MA students and alumni and they are carefully managed by our staff so as not to overwhelm the company with direct requests.

In this instance please use all your indirect research skills as well as materials in the public domain to develop your assessment. There is no wrong answer to the brief only your approach and ideas so in this case you can do all this passively.

Best regards,

Harry