Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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EDUCATION

Name: Chinelo Desirée Banugo

Student number: 1707600

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Lecturer: Richard Small

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Album Release Marketing Strategy for LUCY PEARL

Project Overview

- Award-winning international super group
- Long awaited 2nd album – ‘For You’
- Non-standard album release format
- Data-driven strategy to respond promptly to dynamic audience tastes and preferences

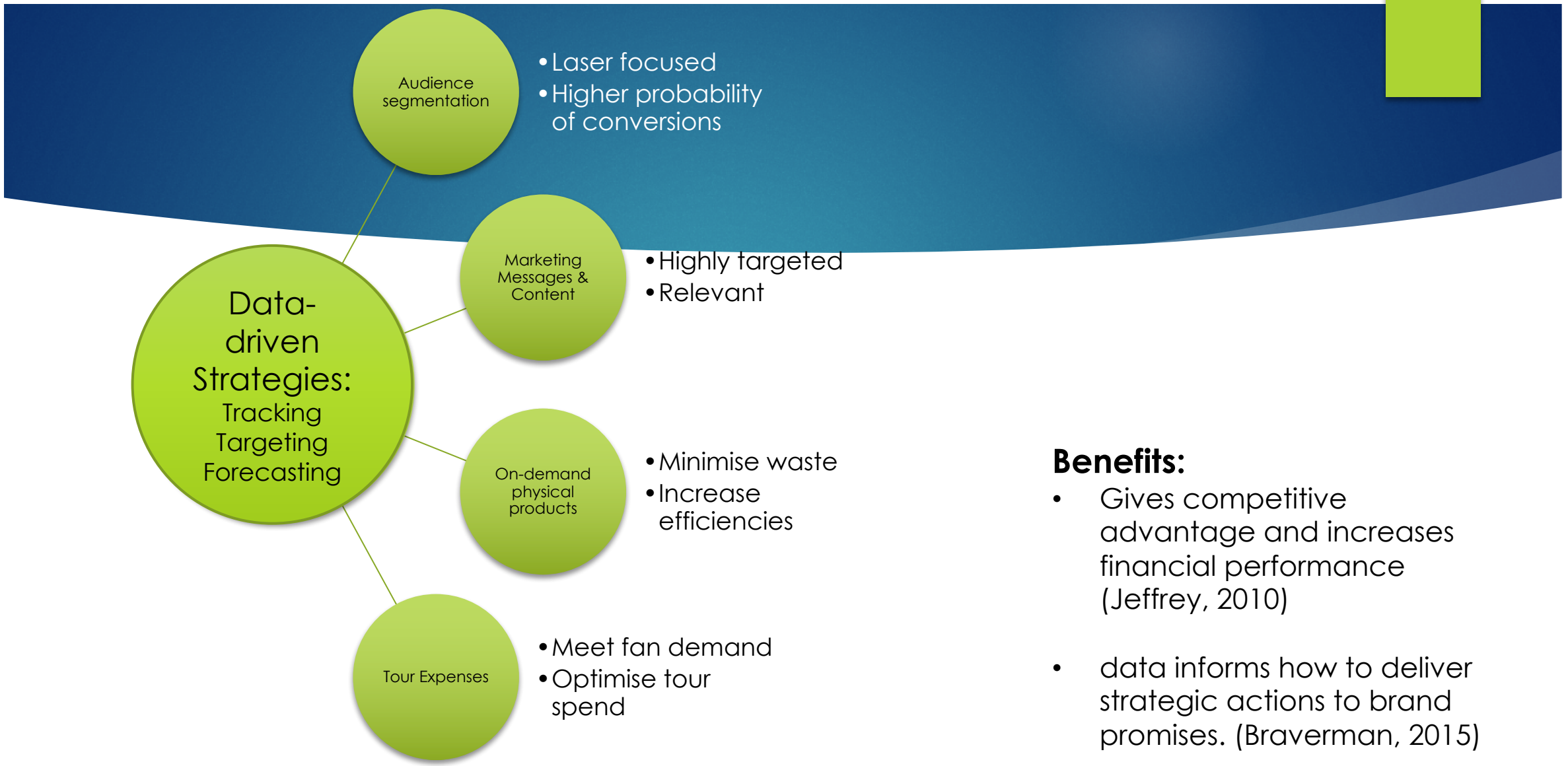


Figure 1. Impact of Data Driven Strategies on the Album Campaign

Benefits:

- Gives competitive advantage and increases financial performance (Jeffrey, 2010)
- data informs how to deliver strategic actions to brand promises. (Braverman, 2015)

Entertainment Marketing – 4Cs

Lieberman and Esgate (2013, pp.11-22) introduced the 4Cs for the entertainment industry as the pillars centred on the creative idea or content and underpins the way marketing plan is designed to evoke an emotional attachment:

- **Content:** the entertainment product – song, film, book, merchandise
- **Conduit:** 'pipes' that deliver product to consumer i.e. technology or a venue
- **Consumption:** consumable action of product – digital download, streamed content, e-book, artist gear
- **Convergence:** multiple devices/technology that transmit content for consumption – e.g. transmit music files to smartphone, tablet, laptop and voice activated device

Artist Profile – Lucy Pearl

- Award-winning artists with critical acclaim within their respective groups
- Members:
  - Dawn Robinson, En Vogue
  - Raphael Saddiq, Tony! Toni! Toné!
  - Ali Shaheed Muhammad, A Tribe Called Quest
- Debut album, Lucy Pearl attained certified Gold (US) and Silver (UK) awards (RIAA, 2000 and BPI, 2001)
- Collective social and streaming audience - 2.4 million people (Facebook Audience Insights, 2018)
- Sonic style: jazz, RnB, soul, neo-soul, funk and rock



Figure 2. Lucy Pearl (Image credit: Last.FM)

Market Analysis

- The global recorded music industry revenues were $17.3bn in 2017 (IFPI, 2018)
- UK record industry revenues increased by 10% in 2017
- Music consumption also increased by nearly 10%, largely driven by streaming
- Men are dominant music consumers, however the number of women streaming music is rising (BPI, 2018)
- Windowing i.e. 'Buy now, stream later' strategies can work for some middle class artists as well as superstars (James, 2018, Titlow, 2017)
- Hip-Hop & RnB becomes the most dominant music genre in the US (Nielsen, 2018)
- Voice control technology integration with music will change user behaviour (IFPI, 2018)

Opportunity Analysis

Strengths	Weaknesses
Active artists – 2 of 3 have recent works Large international fan base Popular and well loved album and act New work is highly anticipated Artists have worked across other entertainment media such as film and TV	18 years since previous release Pre-digital artists working in a digital music framework Digital savvy-ness of older fan base vs younger audiences
Opportunities	**Threats**
Physical music sales are still viable Music sales is viable due to older audiences Playlists can support reach to new and younger audiences Numerous digital and traditional key media outlets RnB & Hip Hop are the most listened to music genres in the US (IFPI, 2017) High profile brand sponsorships to target hard to reach core fan base - affluent Generation X (Marketing Charts, 2015)	Creative differences within the band Scheduling constraints from other projects Lack of long term strategy as a band Meeting fan demand should it take off Other mainstream acts Placement on radio playlists typically dominated by major label acts

Table 1. SWOT Analysis for Lucy Pearl

Goals & Measures of Success

Goals & Objectives	What Success Looks Like…
Reignite the artist brand	Branding and content goes viral
Connect with existing and new audiences	Grow collective online and streaming audiences to over 3.5m in 12 months
Collaborate with current hot artists	Release 2-3 remixes with over 100k spins per track
Drive music sales	50k CD or digital download album sales
Drive ancillary music sales ie live tickets, merchandise	Near sold out live performances, sell out limited edition merchandise
Secure brand sponsorship	1-2 national brand campaigns
Tour internationally	At least 2 gigs in Europe & US with others supported and subsidised by fan demand
Significant online buzz and media coverage	Over 250 articles from online and traditional media

Table 2. Goals & KPIs for Lucy Pearl

Audience Segmentation

Customising content to audience segments with shared interests and needs identified by geography, demographics, psychographics, behaviour, attitudes and other traits, can generate higher conversions due to relevancy and loyalty. (Vitale, 2010)

Sample of collective Lucy Pearl fan data from Facebook Audience Insights (2018)	
• 400—450k people • UK, US, CA, MX, DE, NL, JP, BR • 62% women, 38% men • 25-45 years old • 38% are single 62% are in a relationship, engaged or married • Most work in production, sales, administration services or personal care services	• Media consumption: BET TV, black-ish, Huffpost Black Voices, Essence • Related artists include Raheem Devaughn, D'Angelo, Teena Marie, Lala Hathaway and Sheila E • Audience actively engages with organic and sponsored content more than the average Facebook user

Table 3. Sample fan data for Lucy Pearl from Facebook

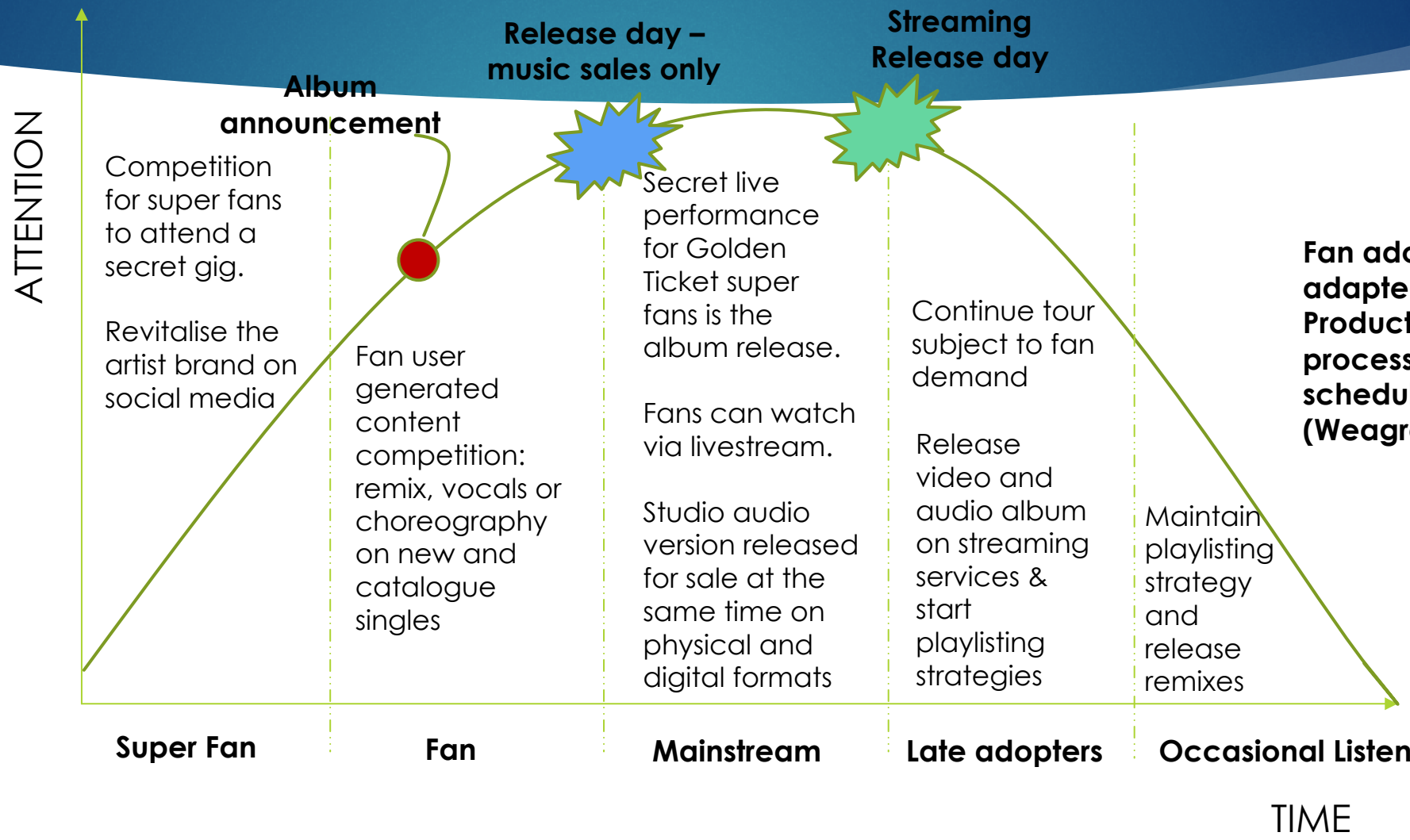
Brand Promises

- Storytelling about everyday relationships
- Fresh and current music with a nod to the sounds of the past
- Elements of cultural nostalgia
- Embraces new trends, technology and art forms
- Memorable, immersive live and online experiences

Band Products

- 1x live experience video album & replay
- 1x studio audio album
- 1x CD, Vinyl, limited edition cassettes, digital download and streaming formats
- 2x single high profile remixes
- 2x high profile remixes from the debut album – Lucy Pearl
- T-shirts, wristbands and sliders

Campaign release overview



Fan adoption life cycle adapted from the Product adoption process to outline schedule to market (Weagree, 2017).

Figure 3. Campaign release in relation to product adoption cycle.

Permission Marketing throughout media mix

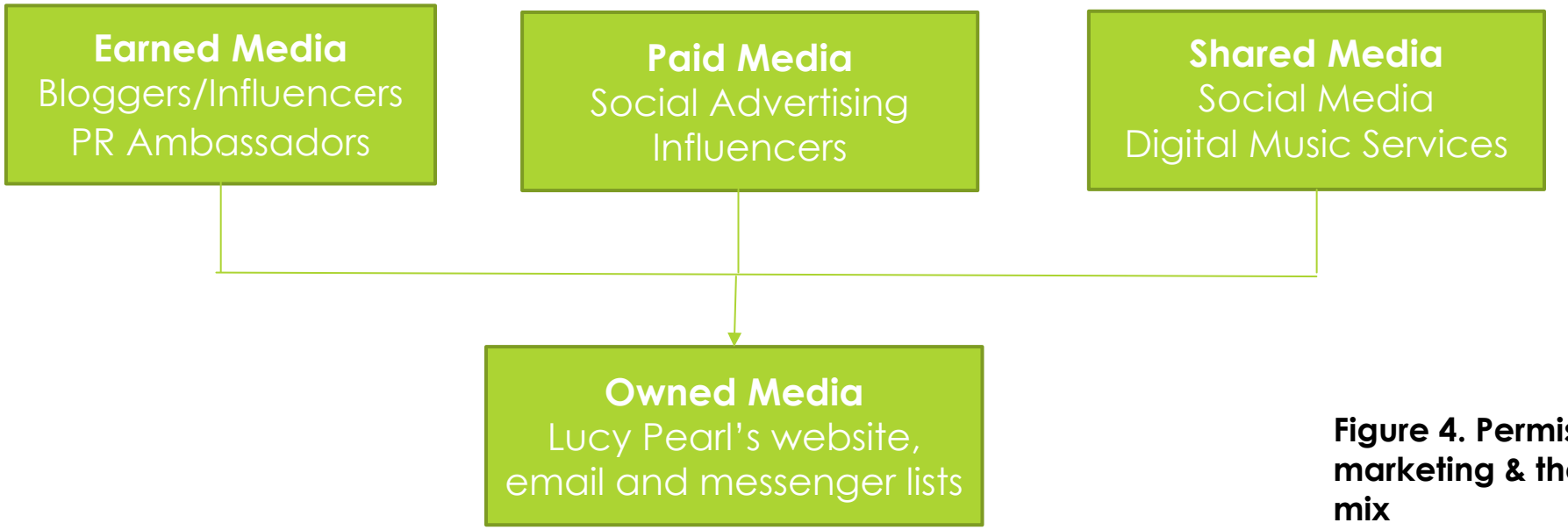


Figure 4. Permission marketing & the media mix

- Permission marketing is enabled throughout the media mix i.e. sign-ups, social follows, channel subscriptions
- Success is created by creating content that is anticipated, relevant and personal (Godin, 2008)
- Earned, paid and shared media should drive traffic to owned media for deeper engagement

Suggested channels for Behaviour Segment

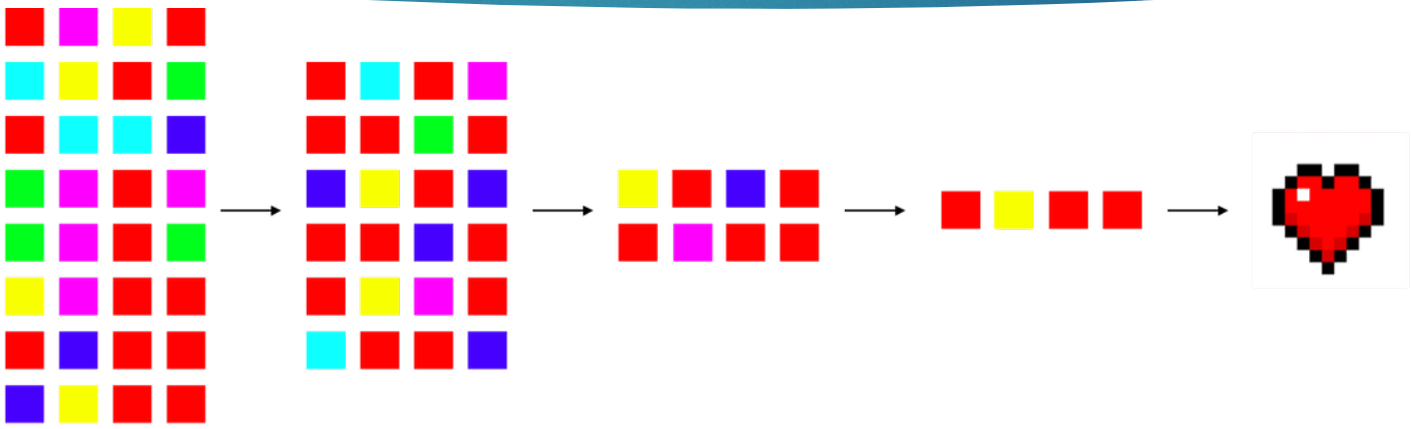


Figure 4. Channel mix for music fan behaviour segment (Horsburgh, 2017)

Overview Time plan

Phase 1: Planning	Phase 2: Fan Acquisition and Promotion		Phase 3: Release					
6-4 months ahead	3 months ahead	2 months ahead	1 month ahead	**Album Release Day**	1 week after	1 month after	2 months after	3 months after & beyond
Asset development Social content development Listening party planning	Distribution set-up Engage with print media Release 1st single / catalogue remix	Blogger & influencer promotion	Release 2nd single / catalogue remix Media follow-up University / College radio promotions Announce album release TV appearances	Drop album as a live performance & audio studio version for direct sales only	Announce tour Release tour tickets for 1st leg	Start tour Announce 2nd leg of tour	Continue tour & appearances Drop 3rd remix / single	Release album to streaming services when digital sales plateau

Table 4. Overview album release time plan for Lucy Pearl adapted (Johnson, 2017)

Budget

- Marketing budget in range of new act - £250k (IFPI, 2017)
- Additional tour dates and merchandise covered by fan sales
- Livestreaming costs covered by media partner

Lucy Pearl Marketing Budget	
Title	For You
Type (LP, EP, Single)	LP (digital, CD) & 2x Digital Singles/Remixes
Release Date	Q3 2018
Total Marketing Budget	£250,000.00
Record To Date Revenue	£0.00
Revenue Goal Projection	
Streaming	£38,000.00
Physical	£100,000.00
Digital Download	£400,000.00
Video (included in CD & Digital album)	£0.00
Total Revenue	£538,000.00
PROMOTIONS	
Radio:	£17,500.00
- Internet	
- Specialist	
- Streaming	
Club Servicing	£0.00
CONTENT	
Artwork & promo photos	£10,000.00
Content Creation	£50,000.00
- Video Production	
- Misc. Video / B-Roll	
Remixes & Features	£55,000.00
MEDIA	
Advertising	£52,500.00
- Digital Advertising	
- Traditional Advertising	
- Influencer/Street Marketing	
Publicity	£25,000.00
- Indie Publicist	
- Press Activities	
PERFORMANCES	
Tour Support	£25,000.00
- Show Development	
- Ticket Buys	
- Merch	

Thank You.

Any questions?

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