

MARKETING PLAN



Branding

1. Music identity

Genre:

Acoustic , lo-fi
electronic,
sample based

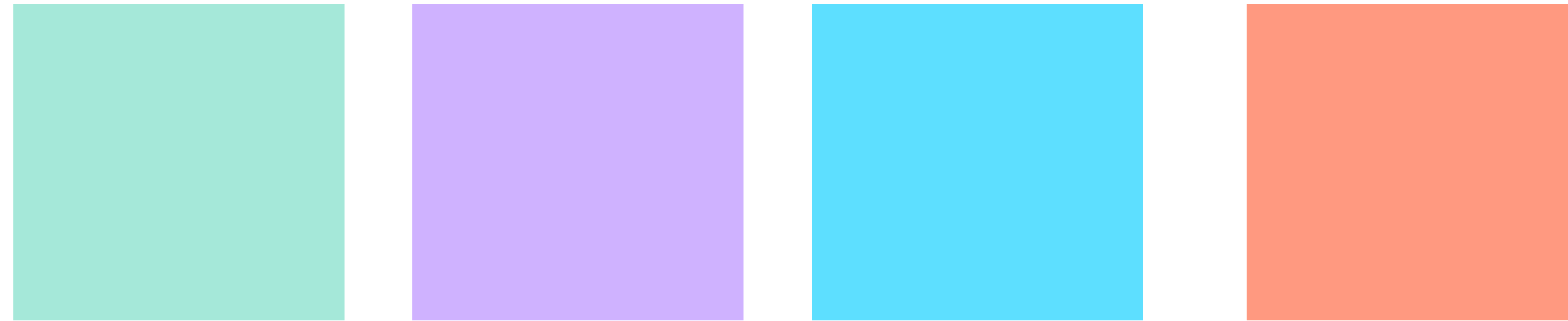
Artist affinity:

Remi Wolf, BENEE,
Clairo, Billie Eilish,
Still Woozy

Key words/distintive elements: dreamy, ethereal,
uplifting, voice tonality, pop vocal melodies.

2. Visual identity

Color palette:



Key words:

dreamy, quirky, colorful, childish, messy

3. Ethos, narrative

Purpose:

Narrate honest stories about identity and growth.

Talking points:

Human relationships, honesty, phases of growing up.

Potential angles:

Italian origins, intimacy

Key words (communication): honest, original, impulsive

Target audience

1. Demographic

Current: Males in the 18–30 age range, based in Italy, UK.

Potential: Individuals in the 18–30 age range, based in Italy, UK, Europe.

2. Psychographic

Current:

Not married neither in a couple, have attended or attend University.

Marketing Plan

STRENGTHS

Brand identity
Creative Consistency
Major label
Past press coverage

WEAKNESSES

Small fanbase
No communication strategy
Difficult to place on Italian radios

OPPORTUNITIES

Momentum from debut
Turn listeners into fans
Brand partnerships
Synch potential
BBC Radio interest

THREATS

Competitors with large fanbase and bigger resources

1ST SINGLE: sonic96

NME Premiere: 20/05/21

Single out : 21/05/21

**Radio airplay tentative timeline:
21-28/05/21**

Additional Strategy: Instagram ads,
press coverage, BBC radio

2nd SINGLE: Leave me!

COLORS live session: 25/06/21

Single Out : 25/06/21

Official video out: 28/06/21

Additional strategy: VEVO, fan lyric video, live sessions, press coverage, instagram ads

3rd SINGLE: flights

Single Out : 03/09/21
Official video out: 06/09/21

Additional strategy: radio, press
coverage, instagram ads, MTV
networks & VEVO

ALBUM

Announcement and pre-save: 10/09/21

Album Out : 24/09/21

Behind the scenes video out: 01/10/21

Additional strategy: bts premiere
(iD/Noisey), in-store performances,
press coverage, Instagram ads

PRESS

Music

NME

 **Pitchfork**

 **FADER**

CLASH

Fashion

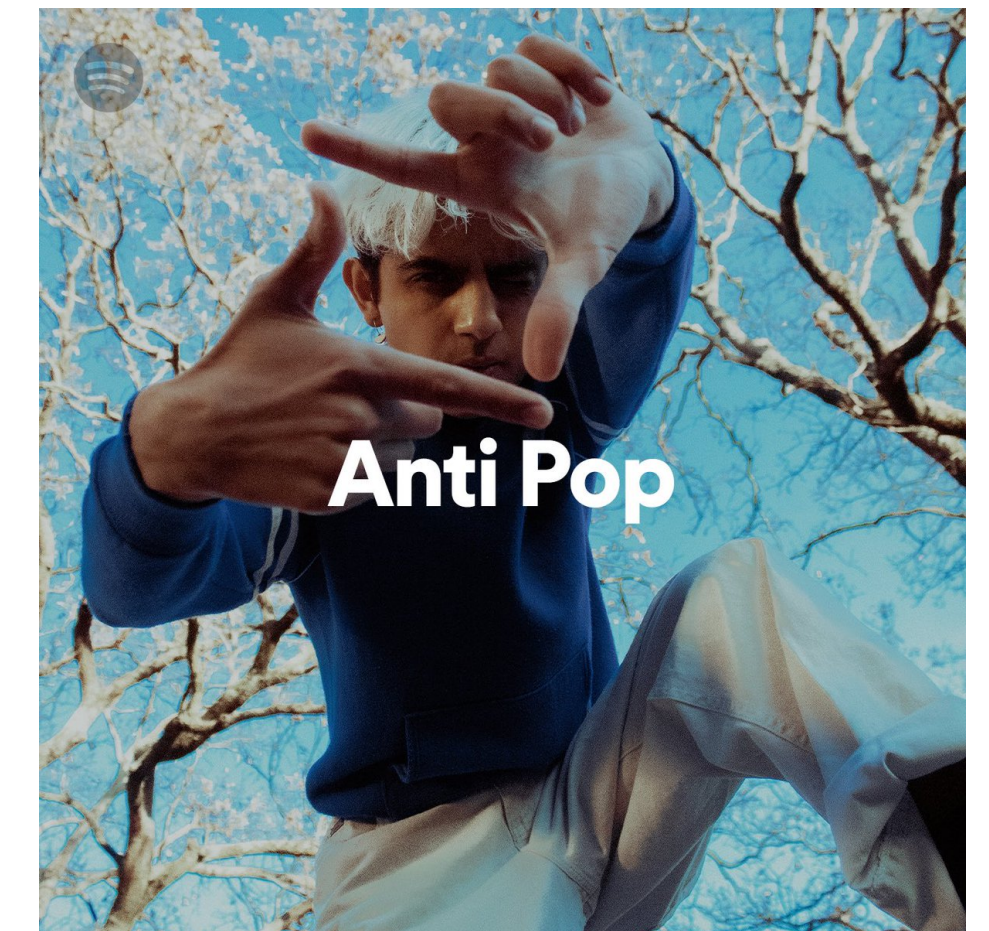
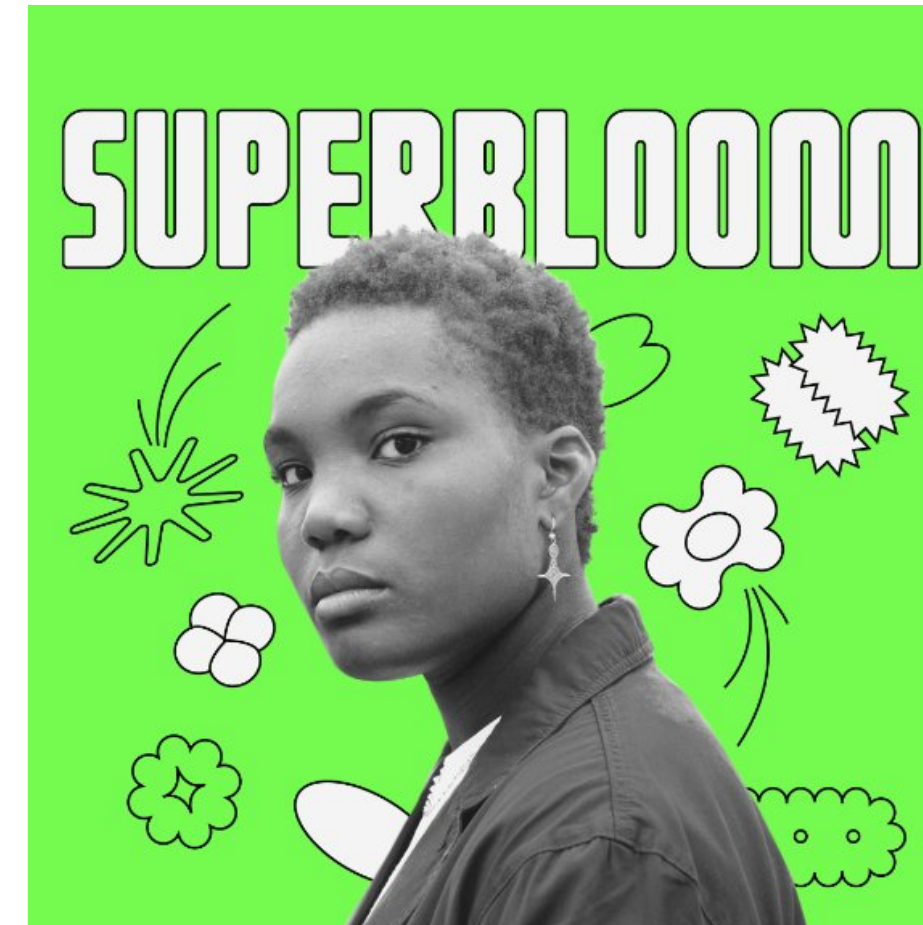
coup*de***main**

L'OFFICIEL

Wonderland.

***teen*VOGUE**

STREAMING/RADIO



1. Focus on UK/US editors
2. Target playlists: Lorem, Anti pop, Pollen, Wildflower, Superbloom
3. Radio partner: BBC Radio 1, then mainstream

SOCIAL MEDIA

Tone: friendly, relatable

Pre-release: engaging captions,
collaborative playlist, IG
polls&questions, IG countdown

Post-release: feedback exchange
through polls, questions, Merch
giveaway

Additional action: Reddit and
Facebook fan groups

TOUR STRATEGY

October/November: opening slots/
support tours of similar artists in EU/
UK

01/11/21: announce winter tour +
Bicycle release

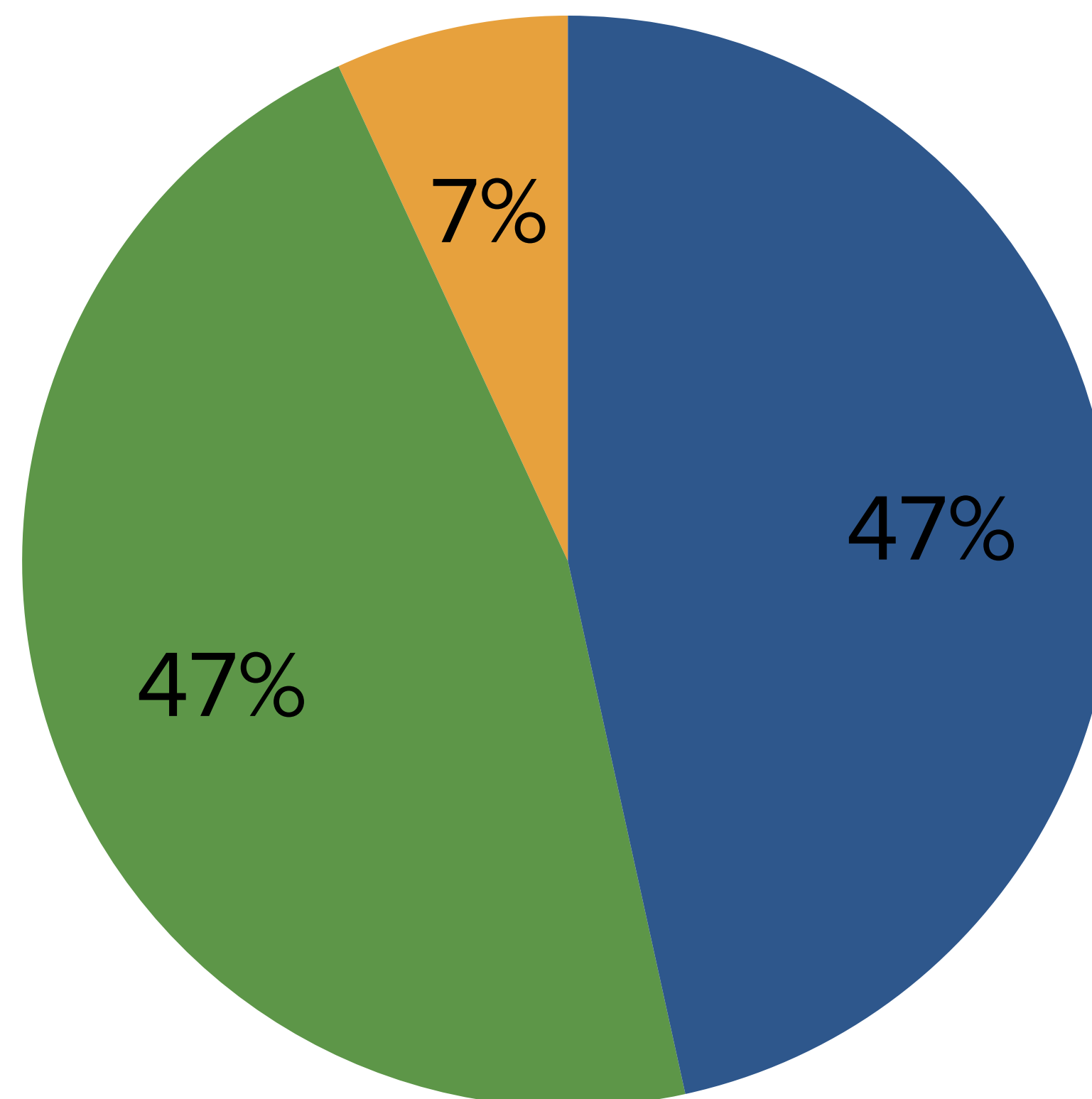
03/01/22: tour kicks off. Italian leg
[03-06], EU/UK leg [09-30]

BUDGET

● VISUAL CONTENT

● MEDIA

● OTHER (MERCH/ADDITIONAL)

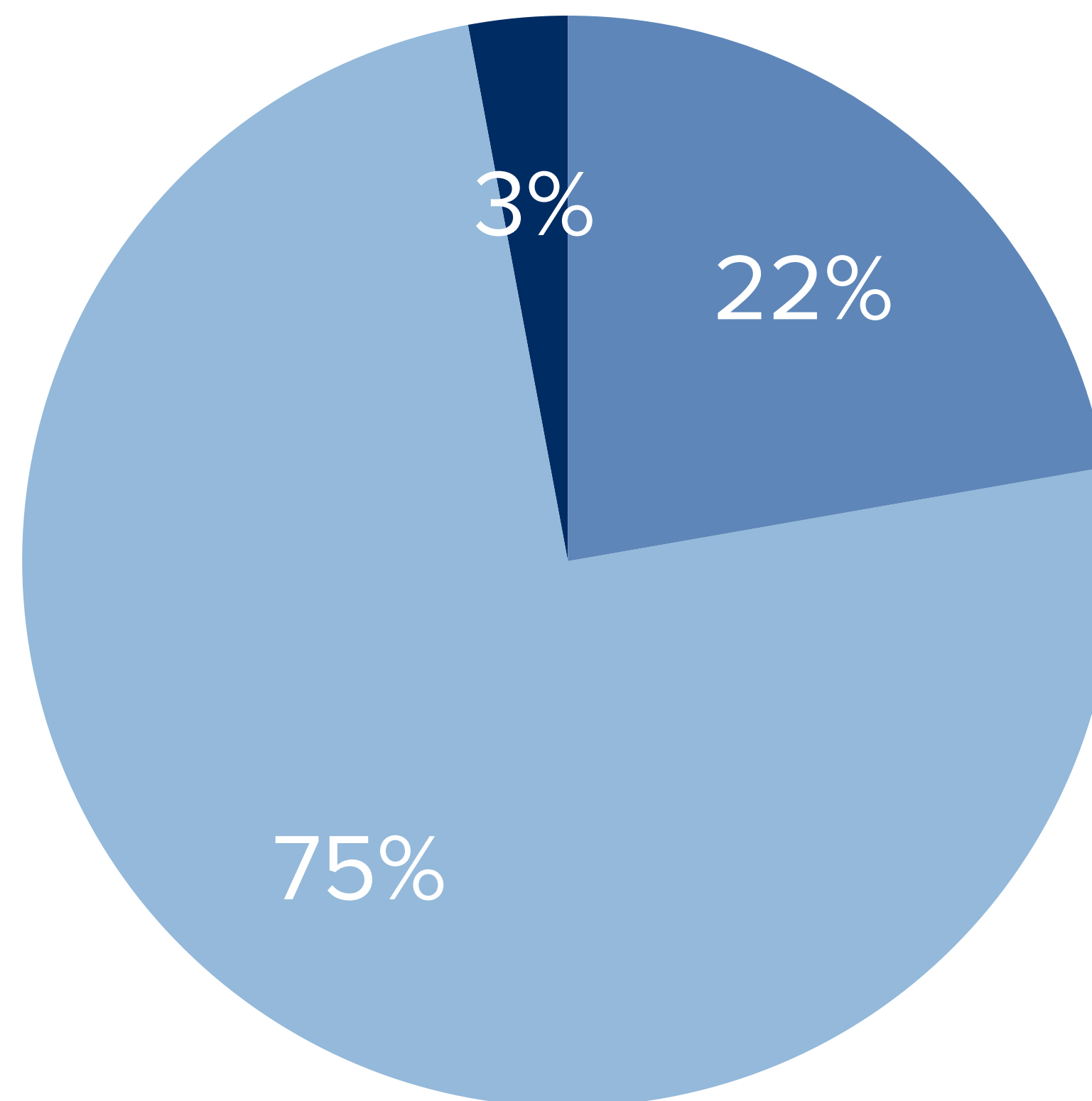


VISUAL CONTENT

● SHOOTING/STYLING

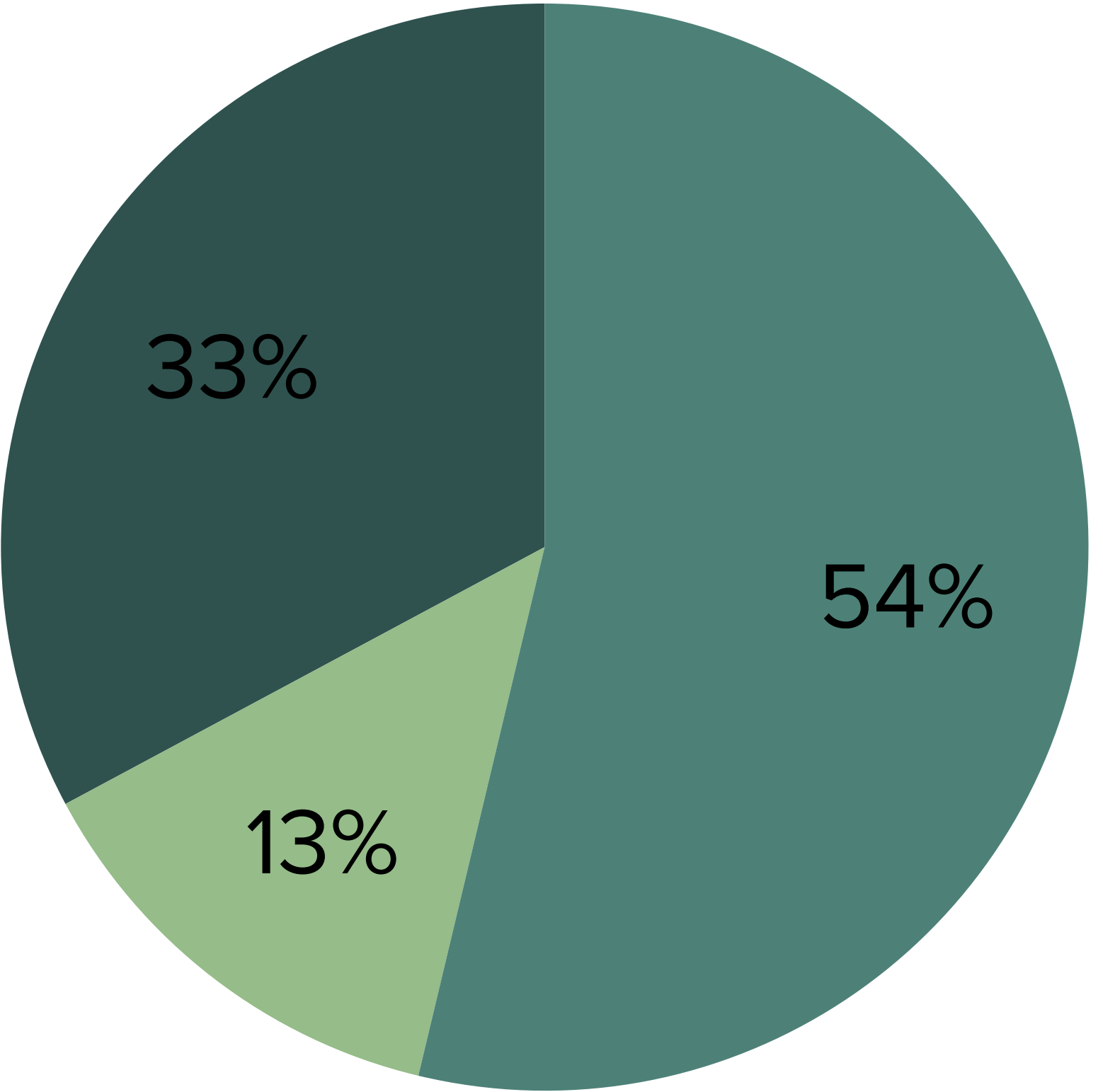
● MUSIC VIDEO

● ARTWORK/SOCIAL MEDIA CONTENT



MEDIA

● DIGITAL ADVERTISING ● OTHER ● ONLINE PR



OTHER

● MERCH

● VISUALIZERS/CONTENT

