

The background of the slide is a photograph of a wall covered in graffiti and posters. On the left, there are several posters, including one for 'PUNK ROCK PUPPET SHOW' and another for 'The Rocky Horror Picture Show'. The wall itself is covered in colorful graffiti, including the word 'LOVE' in large letters. The text is overlaid on a black rectangular background.

DANNY WRIGHT
Entertainment Marketing
Presentation
SBTY7003
Jennifer Hukins
2020302

The Artist

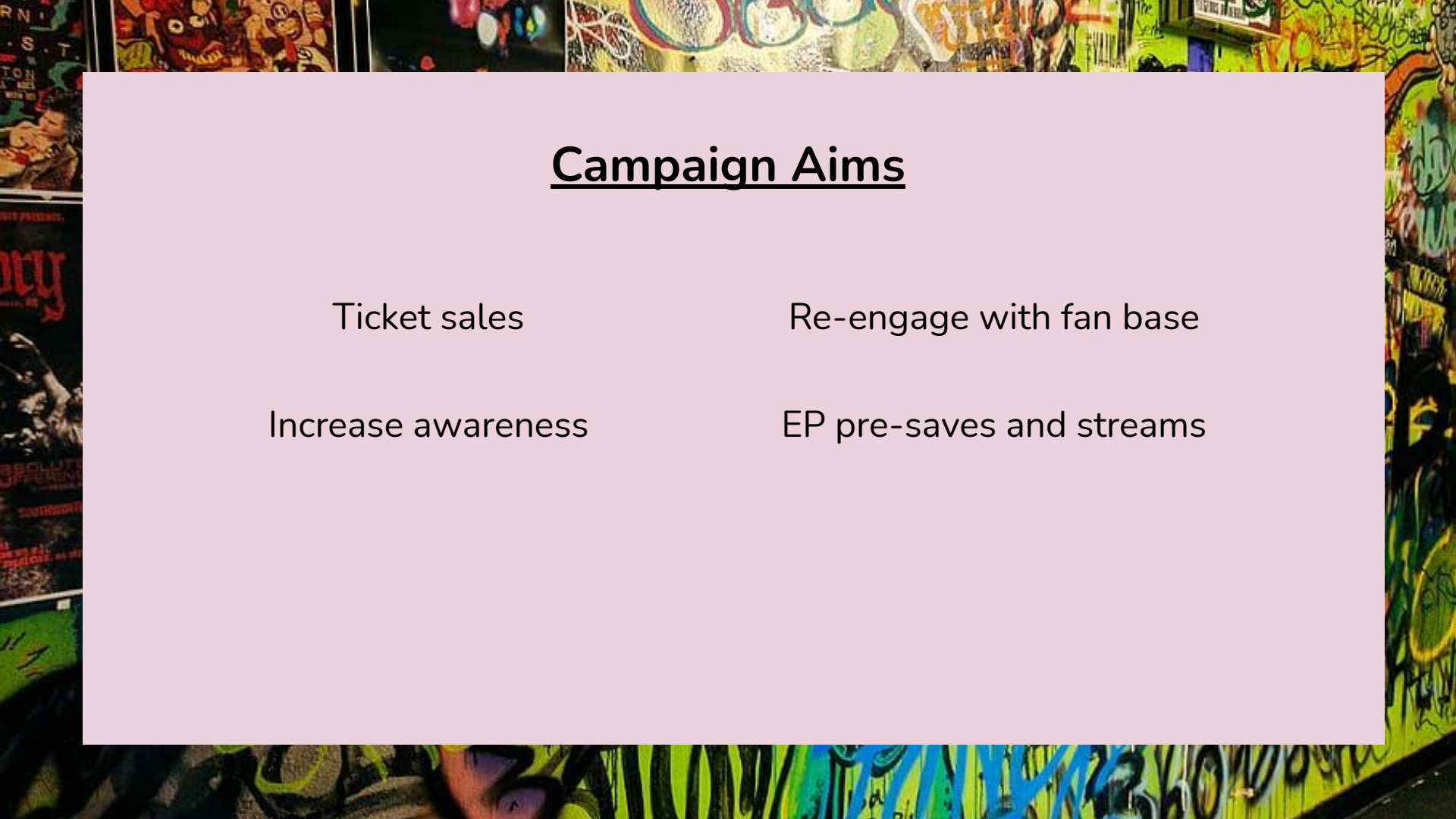
Self managed, self funded solo artist based in London

Previously charted at number 11 in the iTunes Rock Chart

Positive reviews from BBC introducing, Radio X, Kerrang Radio!

Loyal online following surpassing 60k





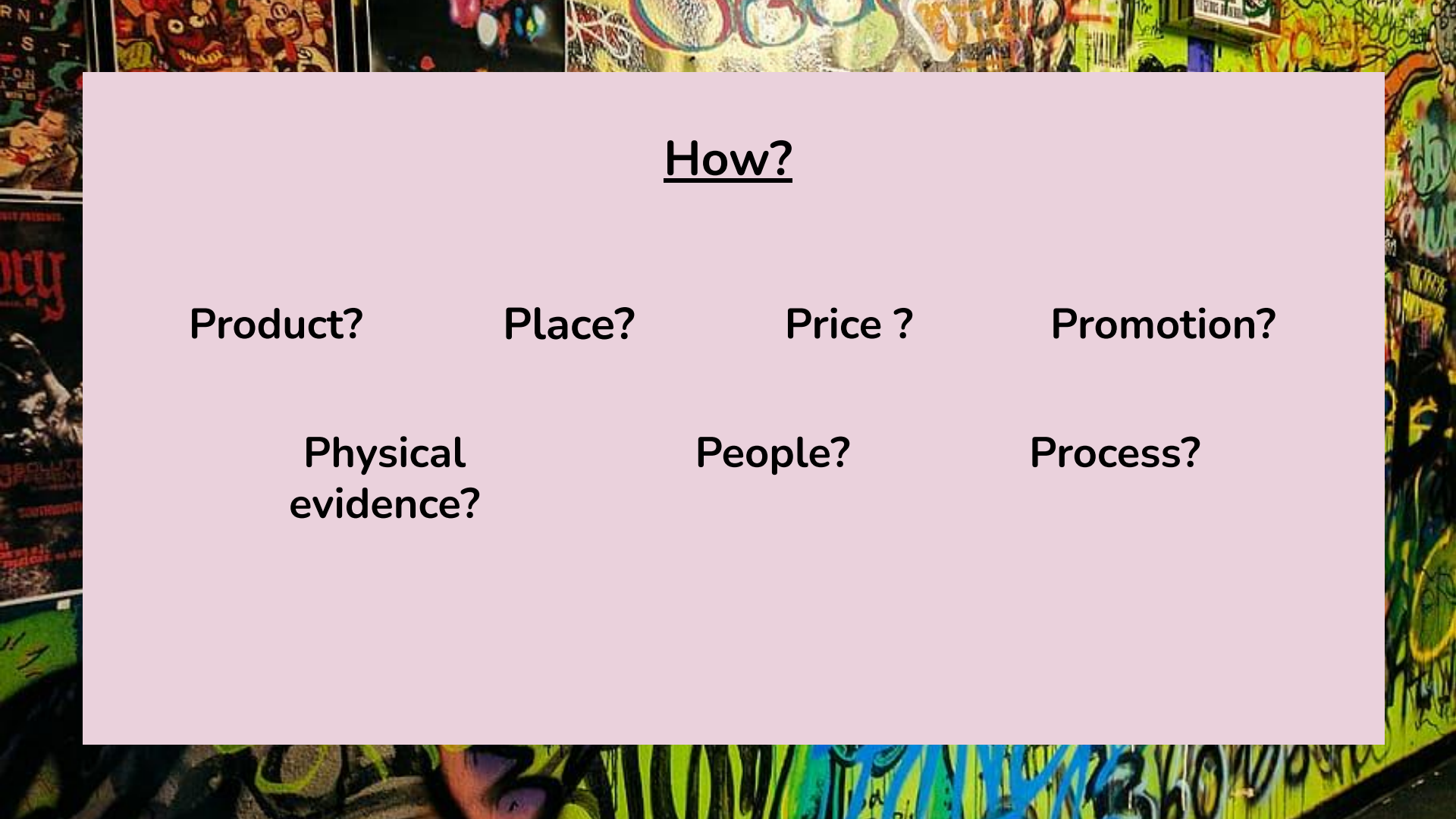
Campaign Aims

Ticket sales

Re-engage with fan base

Increase awareness

EP pre-saves and streams



How?

Product?

Place?

Price ?

Promotion?

Physical
evidence?

People?

Process?

How?



25th June

9th July

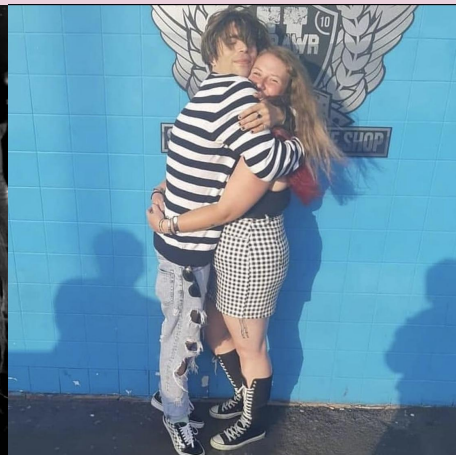
16th July

13th August

5th September



How?



Market Analysis

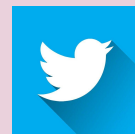


3, 277,070,764



7, 260, 000

Market Analysis



18,600



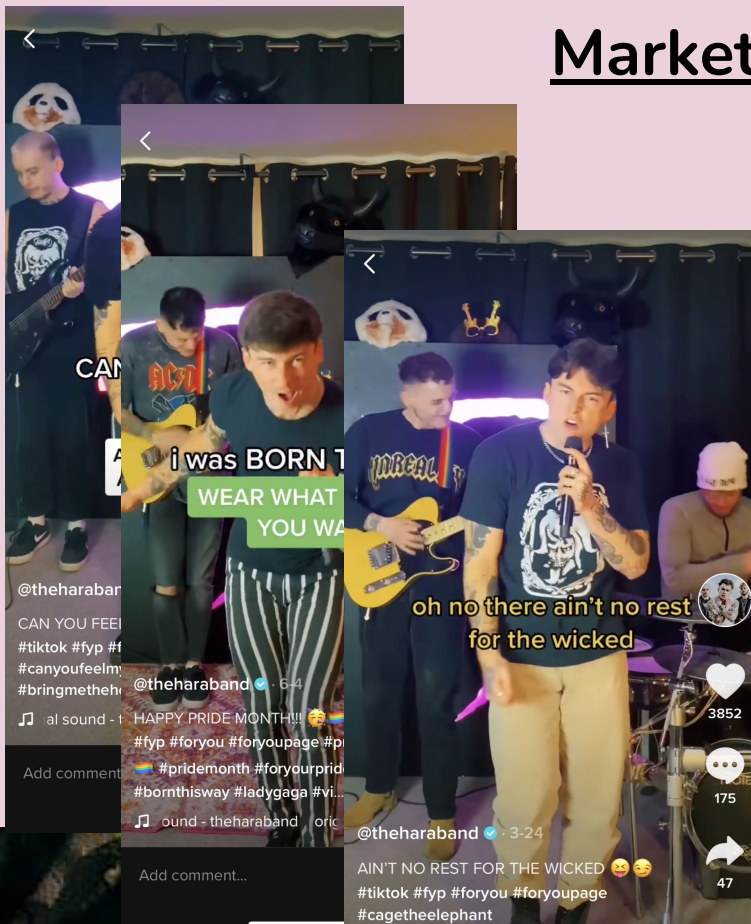
56,700



283,600



18,6077



SOLD OUT

TRUCK FESTIVAL

23 - 25 JULY 2021 — HILL FARM, OX13 6AB

Bombay
Bicycle Club

THE
KOOKS ROYAL BLOOD

BLOSSOMS FONTAINES D.C. DMA'S IDLES

TOM WALKER - LITTLE SIMZ - CIRCA WAVES
PALE WAVES - SUNDARA KARMA - SPORTS TEAM - SHAME
THE PIGEON DETECTIVES

THE LATHUMS - THE BIG MOON - THE MAGIC GANG - THE SNUTS*
DINOSAUR PILE UP - BLACK HONEY - SQUID - BIG PIG - VISTAS*

FICKLE FRIENDS - ORLA GARTLAND - ALFIE TEMPLEMAN - THE ORIELLES
PORRIDGE RADIO - P7CS - BAD SOUNDS - SORRY - THE HOLLOWAYS
JUST MUSTARD - KAWALA - THE MYSTERINES - LAURAN HIBBERD
BABY QUEEN - DO NOTHING

BLOXX - THE CLOCKWORKS - TALK SHOW - BUZZARD BUZZARD BUZZARD - EGYPTIAN BLUE
CHUBBY AND THE GANG - DECO - ABBIE OZARD - DREAM NAILS - THE HARA
CHAPPAQUA WRESTLING - HOME COUNTIES - PHOEBE GREEN - THE WINTER PASSING
DITZ - HONEY LUNG - BEACH RIOT - ORCHARDS - THE GOA EXPRESS - I CRIED WOLF
LIME GARDEN - FOLLY GROUP - JACQUARD LOOMS - WITCH FEVER - DEEP TAN

MR MOTIVATOR - THE OXFORD SYMPHONY ORCHESTRA
AND MANY MORE TO BE ANNOUNCED! - *THURSDAY ENTRY
WWW.TRUCKFESTIVAL.COM

Alcopop! SWITCH! So Young

AUGUST
2021

OFF - DIGGA D - WILLIONZ - SWARMZ - DARKOO - ABRA CADABRA - S-X
COLE LO - SAM WISE - AYSTAR - KASIEEN

>> PLUS MORE TO BE ANNOUNCED >>

SOLD OUT >> SOLD OUT >> SOLD OUT >> SOLD OUT >> SOLD OUT

SUBJECT TO CONTRACT

A 10K CAPACITY PILOT FESTIVAL
TO HELP OPEN UP LIVE MUSIC

DOWNLOAD PILOT

FRANK CARTER & THE RATTLESNAKES

NECK DEEP - SLEEP TOKEN - BOSTON MANOR - HOLDING ABSENCE - HOT MILK
MALEVOLENCE - DEATH BLOOMS

ENTER SHIKARI

WHILE SHE SLEEPS - CREEPER - STONE BROKEN - TWIN ATLANTIC - YONAKA
THOSE DAMN CROWS - A - VUKOVI - TIGERCUB - WARGASM - THE HARA
BLEED FROM WITHIN - AS EVERYTHING UNFOLDS - CONJURER - LOTUS EATER

BULLET FOR MY VALENTINE

FRANK TURNER & THE SLEEPING SOULS - SKINDRED - THE WILDHEARTS
TRASH BOAT - MASSIVE WAGONS - ELVANA - JAMIE LENMAN - LONELY THE BRAVE
HIGHER POWER - LOATHE - CHUBBY AND THE GANG - EMPLOYED TO SERVE
CASSYETTE - SAINT AGNES - STATIC DRESS

BE PART OF SOMETHING EXTRAORDINARY
GENERAL ONSALE JUNE 3RD 12PM
DOWNLOADFESTIVAL.CO.UK/DOWNLOAD-PILOT

DONINGTON PARK
18-20 JUNE 2021

Festival
REPUBLIC

OTHER CONDITIONS OF ENTRY APPLY

LIVE NATION

TRANSMT

TICKETS TO BE ANNOUNCED
WWW.TRUCKFESTIVAL.COM

Budget



Standard Tickets
£10

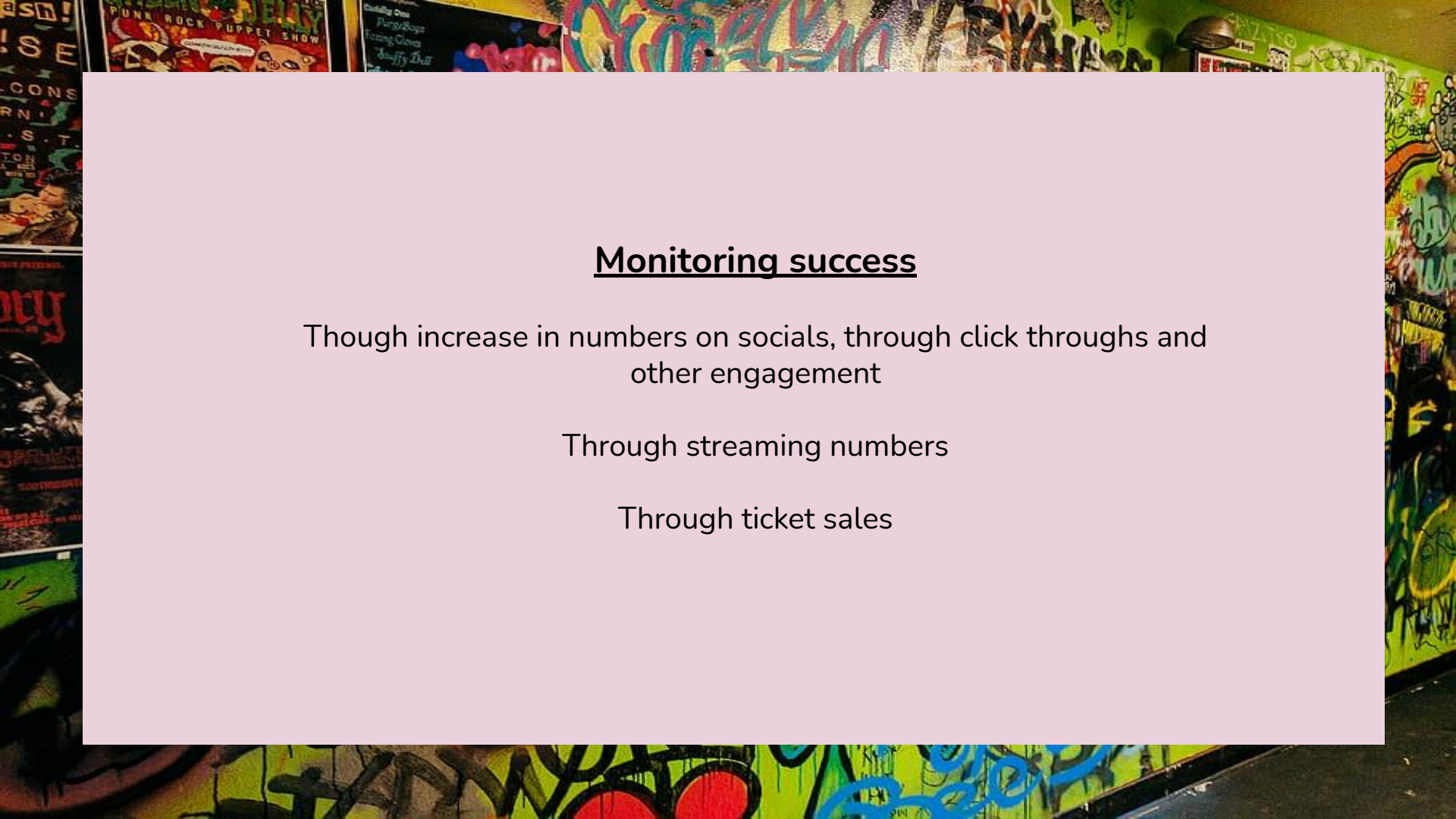


Meet & Greet
£20



VIP Tickets
£30

60% ticket sales across all venues =
£15,900

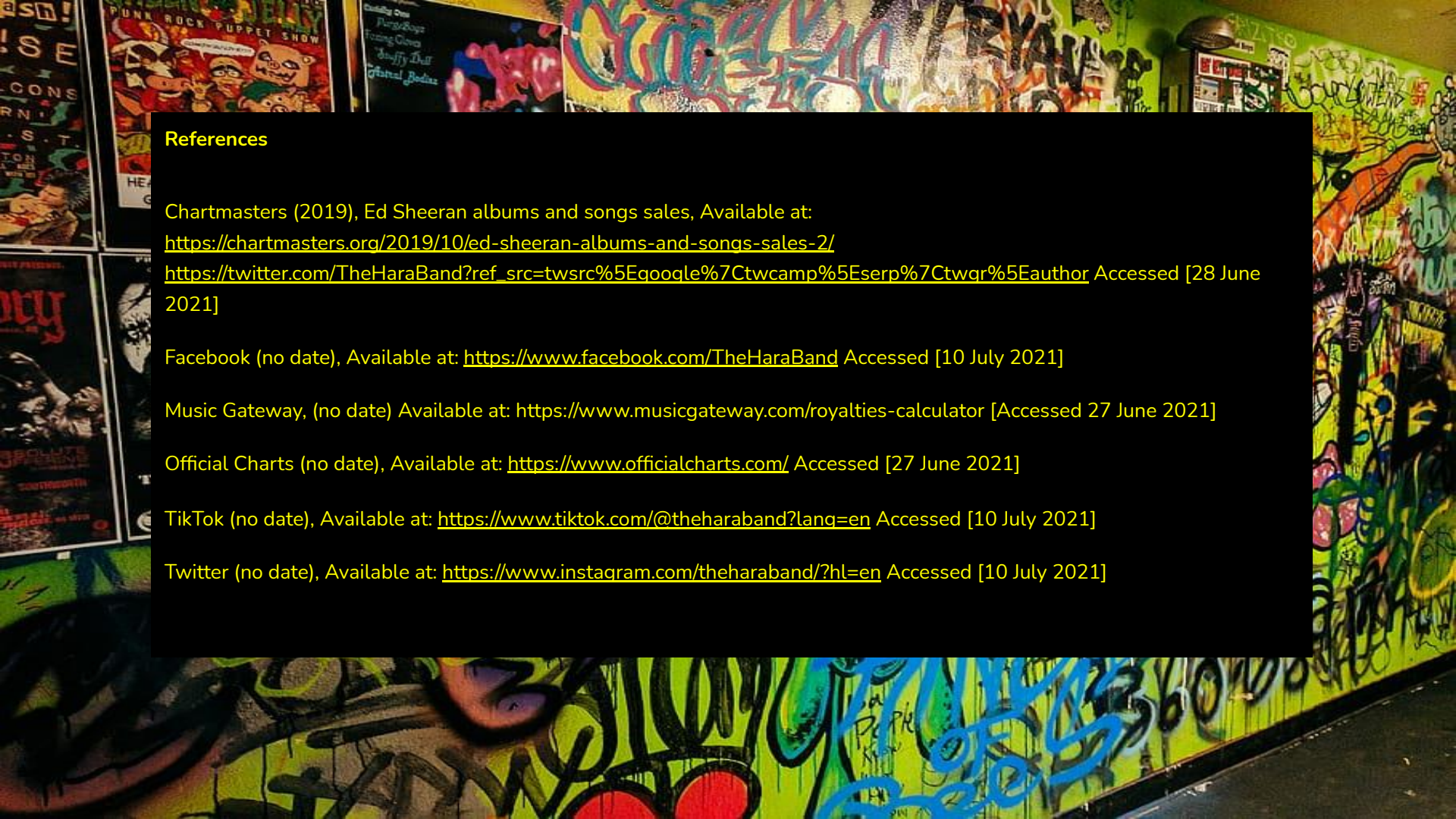


Monitoring success

Though increase in numbers on socials, through click throughs and other engagement

Through streaming numbers

Through ticket sales



References

Chartmasters (2019), Ed Sheeran albums and songs sales, Available at:

<https://chartmasters.org/2019/10/ed-sheeran-albums-and-songs-sales-2/>

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