

Peonie – Mistakes and Heartbreaks Portfolio

Group – Green Onions

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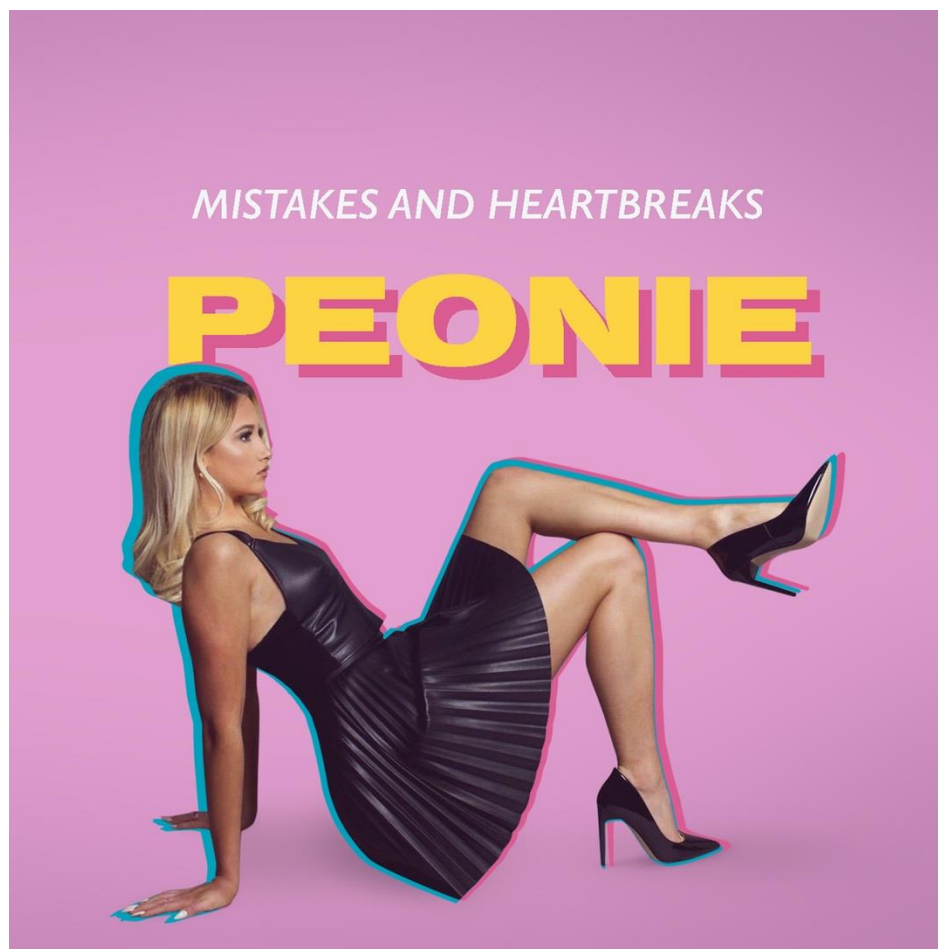
Module Title: Creative Music Management

Module Code: BMTY7000

Assignment Title: Portfolio

Lecturer's Name: Harry Leckstein

Word Count: 2461



(Image 1, Artwork)

Project Outline

This portfolio documents and examines the different steps necessary for a successful release of a commercial single and the remix. Throughout this portfolio, the planning, marketing and execution of Peonie's new single "Mistakes and Heartbreaks" will be displayed. Our Group, Green Onions, has been asked to assist in the release of this track. The group used knowledge in several key areas like marketing, project management, planning, finance and promotions. The group used analytics to support decisions and strategy. This portfolio will include all the assets created, discuss them and identify how they affect the overall project's outcome.

Group Roles

Lucy Cylne – Project Management

General project management tasks, including timetabling and operational oversight.

Controlling and managing operating finance and additional budget.

Joe Sensier – Marketing Lead

Developing the marketing strategy and setting out the objective and measures of success.

Managing the social media campaign and assets.

Ensuring advertising is carried out efficiently.

Jack Smith – Promotion and Merchandise

To create and manage the promotional videos and content.

Setup and plan the Live shows.

Create merchandise and the strategy needed to promote.

Lucan Mills – PR and Distribution

Manage the creation of social media assets, artwork and videos.

Communications and organising with blogs, publications and radio and playlisting.

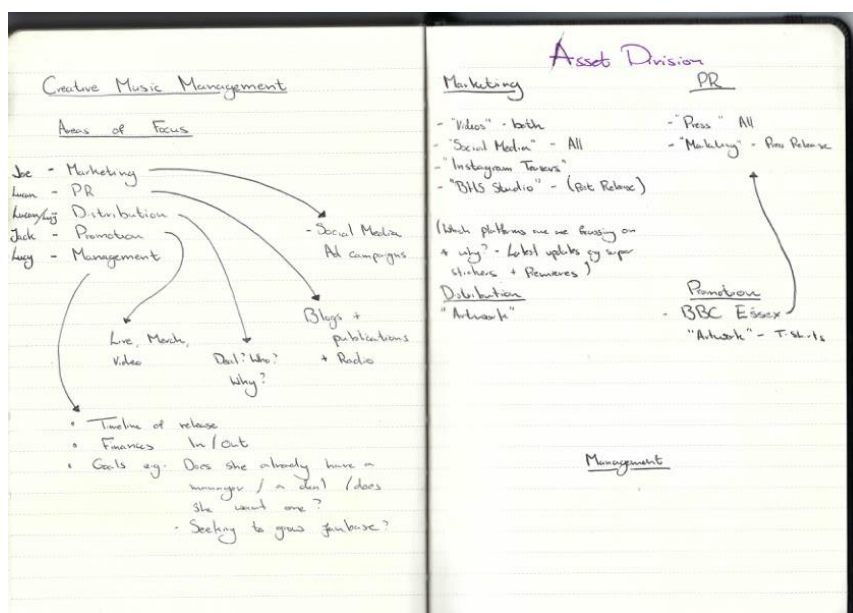
Handling the distribution of the Single and Remix.

Group Meetings

In the first official group meeting, we discussed our project's objectives and goals. We then began to decide who would fill each of the roles: project management, PR & Distribution, Marketing and Promotion & Merchandise. We analysed the member strengths and weaknesses to see which roles would suit each member to their abilities and ensure the best possible release for Peonies single.

We then discussed Peonie as an artist, analysing prior releases whilst developing a plan for further building her image and finding the best strategy for the release. We spoke about areas including marketing, PR and promotion.

Using all information available to use on Peonie, we began to build the project. Here are our original meeting minutes that we recorded. We were laying out the project.



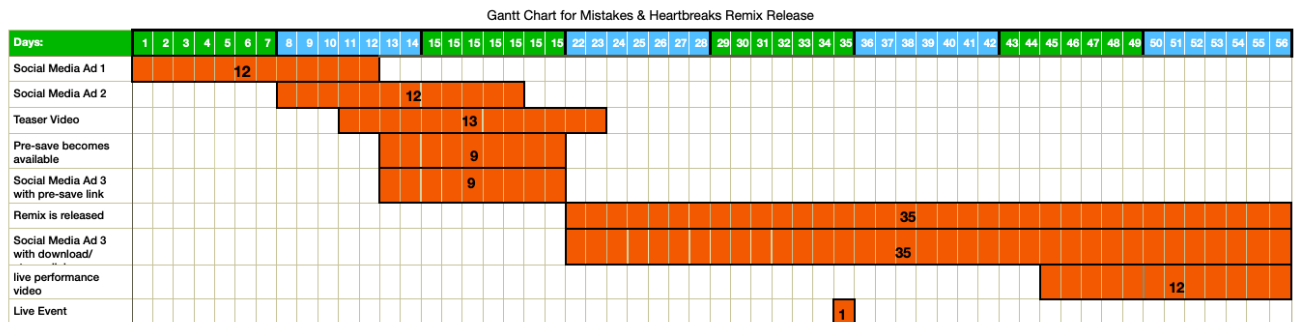
(Image 2, Meeting Minutes)

In our second team meeting, we started to establish our timetable for the release. The team together created a Gantt Chart. The chart would allow us to layout an early

time-frame for the necessary dates that would need to be met for the project to be completed successfully.

The Gantt chart would provide a rough guide, with our smaller meetings throughout the project finalising the timeframe in the other areas of the project.

By now, the project was underway, and our roles within the project had been cemented.



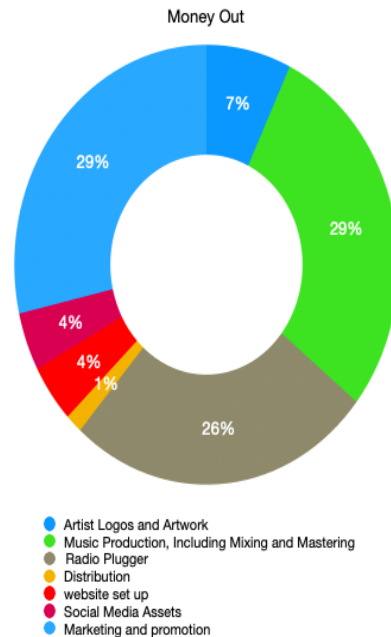
(Image 4, Gantt Chart)

Finance and Budgeting

Finances

Funding	
Tileyard Education Investment	£500
Self Investment	£500
PRS Foundation Open Fund	£4,000
Total income	£5,000

Money Out	
Artist Logos and Artwork	£250
Music Production, Including Mixing and Mastering	£1,000
Radio Plugger	£900
Distribution	£50
website set up	£150
Social Media Assets	£150
Marketing and promotion	£1,000
Total expenses	£3,500



Profits Made	
Two Tribes Sponsorship	£216
live event tickets	£600
live event bar split	£40
Merchandise Sales	£3,838
Total income	£4,694

Money Left Over	
Income minus expenses	£6,194

(Image 5, Finance and Budget)

At the beginning of the project, we were given a starting budgeting of £500, provided by Tileyard Education. We knew instantly that this would not be enough to fund the project. So, our project manager began to source other funding. First, Peonie decided that she would self-invest £500, this self-investment would help during application for extra funding as it showed a willingness to commit.

Our project manager then looked at ways for us to secure more funding for the project. The option that she identified was The Open Fund by The PRS Foundation. This program, run by PRS, offers music creators the ability to apply for up to £5000 in funding (PRS Foundation, 2021)

To be successfully granted money from The Open Fund you must contribute a minimum of 10% of the entire campaign budget; this requirement had been fulfilled with Peonie's £500 self-investment. We were granted £4000 by the PRS Foundation, which brought our total budget to £5000.

As shown in the budget breakdown (Image 5), money in and out, most of the money-out was spent on music production and the single marketing and promotion. These were the key areas that required a higher percentage of the budget as these are the key areas needed for the single to succeed.

We also generated income from several ventures including live performance and a pending sponsorship from Two Tribes Brewery. The aim is for the campaign to have £6,194 remaining.

Artwork and Iconography



(Image 7, Early Designs)

When we were researching and discussing options for iconography and artwork, our team had to find an artist who was best suited to create our vision, and we looked at various options. We came across an artist and designer named YKRETOUCHER. We found that his style and vision suited the project perfectly. We decided to hire him to produce the song's artwork (ykretoucher, 2021). Once several different designs had been created with many different colour schemes, we finally went with the heart's aesthetic and opted for lighter colours. Pink is a colour associated with

love, kindness, and femininity. YKRETOUCHER choose the ones with Peonie staring away from the camera to evoke a feeling of contemplation.

The photoshoot took place at Editorial Studios in Manchester and was shot by Jensen Francis (Editorial Studios, 2021). You will find a selection of backstage photographs and videos from this photoshoot in the EPK link provided at the end of this portfolio.

The final version of the artwork as shown here.



(Image 1, Artwork)

Promotional Videos and the Lyric Video

Our team wanted to create a compelling lyric video that fitted the song's aesthetic as discussed before in meetings for the artwork and iconography. That would entice fans and viewers on the day of the release. It would help the fans engage with the song by learning the lyrics quickly. After we found someone willing to take on the job, we proceeded with its creation. The person we had found was Joe Sheridan (Sheridan, 2021). Joe has worked on similar projects and loved the project.



(Video, Mistakes and Heartbreaks Lyric Video)

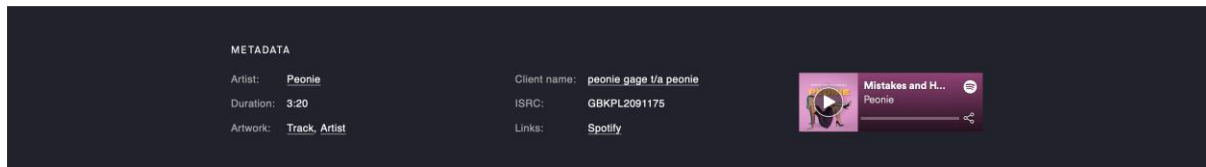
The lyric video can be viewed here and is also available in the EPK link provided at the end of this portfolio: <https://www.youtube.com/watch?v=8TBdVmMjD2w>

For the creation of the promotion videos for the campaign we decided to use an application called MOJO. Using the lyric video and asset that we already had, we developed various promotional videos for use across social media. The app is excellent and easy to use with over 300 premium templates to choose from.

Distribution and Playlisting

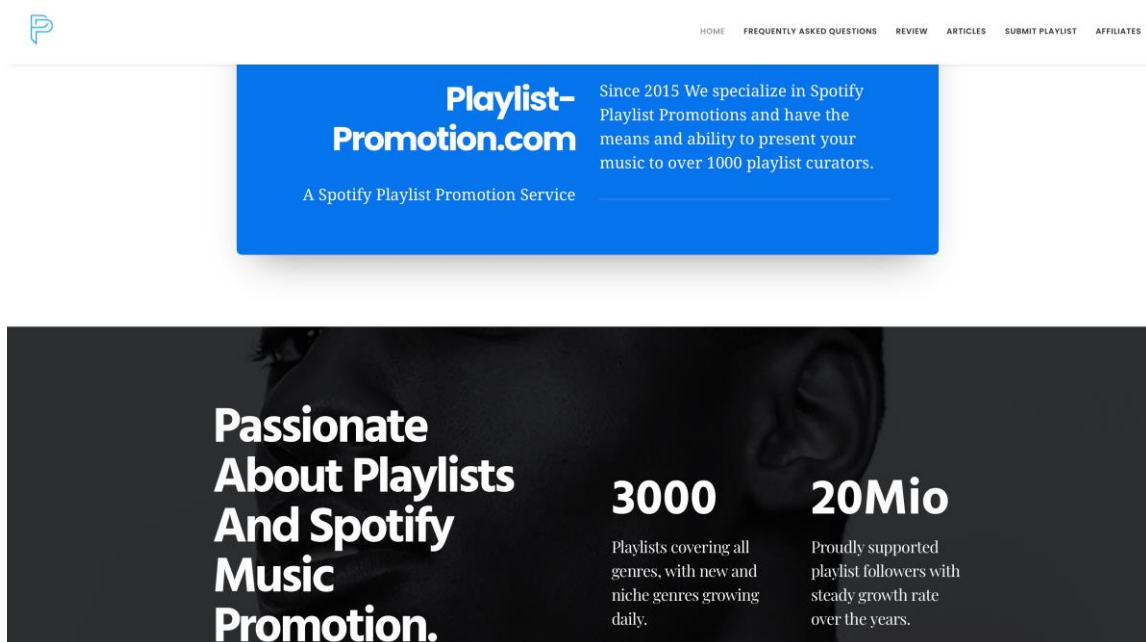
We researched the different options available to us to choose from to distribute the single and remix—these options, included AWAL, TuneCore, and Ditto. Our choice for distribution was AWAL.

Kobalt also provides a detailed analytics service and app that can be utilised by the artist to stay on top of their music releases. You can see a snapshot of the 'Mistakes & Heartbreaks' upload below.



(Image , AWAL)

During our team meeting, we discussed playlisting on the major streaming services and had accounted for these services within our budget. After receiving a recommendation, we decided to use a company called Playlist-Promotions based in the US. Using our connection, we managed to secure the 200K follower package, which guarantees your music to be added to playlists with at least this follower reach. This package should allow your organic streaming numbers to hit between 30k-60k, and there is no limit to how long your music will stay on the playlists (Playlist-Promotion, 2021).



(playlist-promotion.com)

Industry Feedback (Radio / Press)

We were now in the position to reach out to the local radio and press, who would be keen to support a local up and coming pop icon. We began to organise reviews and interviews with these organisations. Firstly, we contacted The Daily Gazette in Essex, who were incredibly happy to write an article in their newspaper and online. The article was a significant boost to the campaign giving Peonie more exposure before the release of the single.

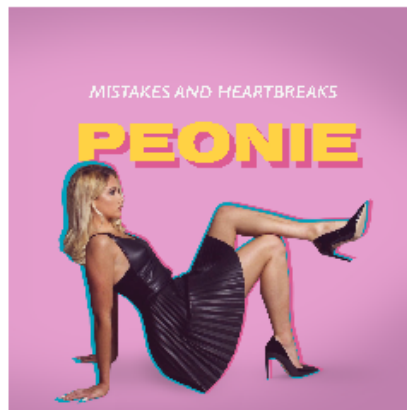


(Image, The Daily Gazette).

We also reached out to BBC Essex Introducing Programme who then offered Peonie an invite to perform live followed by an interview. Peonie's management company, Pyramid Management, also released a press release in conjunction with the Daily Gazette article.



(BBC Essex)



PEONIE - 'Mistakes & Heartbreaks'

ESSEX GIRL.....GOING GLOBAL in 2020!

She starred as Cinderella at The Royal Albert Hall aged 9, then in The Sound of Music at The Palladium aged 11; then in her teens, Grease, Pirates of The Caribbean and Legally Blonde. Then as a graduate of ELAM (East London Arts & Music), the early signs were that Peonie Gage would be destined for a life starring in musical theatre.

But this determined, now 19 year-old, Essex girl has turned her back on the theatre world, preferring instead to propel herself toward global chart success as a recording and touring artist. So she has written and recorded her own album, filled with what Miley C would refer to as ...'Bangers'!

Not surprisingly, Peonie has captured talent scouts attention wanting to snap her up for X-Factor, BGT or The Voice. But this resolute Colchester girl is doing it her own way; she's put a band together, she's been on the road and she's now about to launch her debut music, to see 2020 in with a bang.

Peonie's debut solo single is the sexy 'Mistakes & Heartbreaks'. It's a cool, chilled and irresistibly infectious track that is a fitting introduction to this similarly cool, chilled, sexy and irresistible new Essex bombshell!

'Mistakes & Heartbreaks' is released on March 13 to bring this worrying period of infection some real infectious and seductive warmth. The track is distributed by AWOL, and will be available on all platforms.

Contact: Lucan Mills: management@pyramid-music.co.uk or Rick Blaskey: rick@tmmp.co.uk

(Mistakes and Heartbreaks Press release)

Merchandise

Our team used a brilliant method to sell merchandise which also helped promote the single and drives up the engagement with fans. The plan draws inspiration from a recent campaign by Pop/Punk artist, Ashnikko (Musically, 2020). The merchandising campaign had no financial risk for the overall campaign because we were using EverPress. EverPress offer a D2C service with no upfront cost (EverPress, 2020). Merchandising has become a fundamental part of generating income for an artist in the last ten years and services like EverPress require no up-front cost mitigating the risk for artists and their management.

Peonie Merchandising Plan

1. Estimates and Designs



How many garments do you aim to sell?

The print method is based on how many items you sell.

No. of Sales	Print Method
0 - 30 sales	Digital printing
31+ sales	Screen Printing BASED ON YOUR AIM

SALES DURATION

Choose how many days you'd like your campaign to run for:

7 days 14 days 21 days 28 days+

Campaigns must run for a minimum of 15 days during the holiday period.

SET GARMENT PRICES

You can choose how much you'd like to sell your garments for as long as they make profit.

Garment	I want to sell this garment for:	Profit/sale
 AWDIS Basic Hoodie	35.00	£12.79 profit/sale

ESTIMATED PROFIT

With 300 sales and 4 campaigns, you'll earn a minimum:

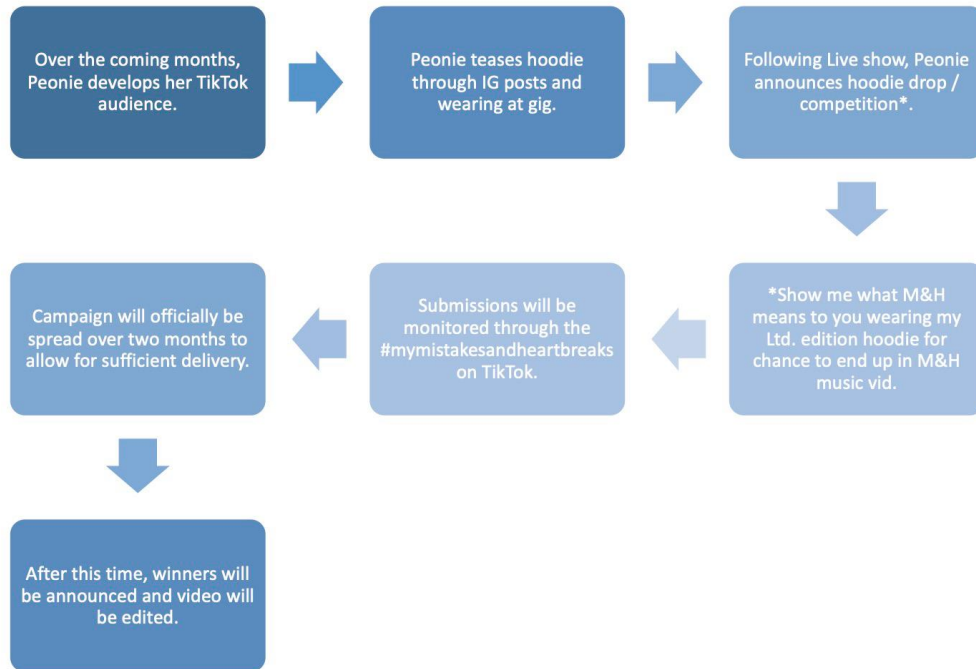
£3,838.00 per campaign

or £15,352.00 per year

Primary currency:

(Merchandising Plan Image 1)

2. Game Plan Flow Chart



(Game Plan, Merchandising Plan, Image 2)

The strategy is laid out in full in the game plan flow chart showing how the plan to engage fans by announcing a competition. This plan will encourage fans to purchase the merchandise to be in the new music video for the single. This game plan will further direct fans towards Tik-Tok in order to grow user engagement and build a bigger fanbase.

Promotion and Live

Our team has developed several different promotional parts; Tik-Tok merchandise campaign and live performance. The chosen location for the live performance is The Next Door Records. This is mainly due to a member of our team having a connection to this venue. With a capacity of only 120, we knew that this would be a realistic target and that we would be able to sell all the tickets. Its official placement is after the pre-save link has been released, and before the single's release. This will help augment streaming statistics on release day (Ditto, 2020).

After considerable thought, our choice of ticketing company was also selected, utilising ten essential features outlined by Eventbrite (2017). See Tickets satisfies each of these features, including useful sales data (See Tickets, 2020). At the same time, Ticketmaster offers the most comprehensive packages (Ticketmaster, 2020). See Tickets allows us to offset any costs whilst keeping ticket rates low (See Tickets, 2020). In addition to the gig itself, steps have been taken to initiate a commercial partnership with Two Tribes Brewery to create an additional revenue stream for the event. While official talks are needed, Next Door Records have agreed to terms that could bring a further £200 of income to Peonie's campaign.



Peonie at Next Door Records

PEONIE

Venue: Next Door Records

Capacity: 120

Date: TBC

Time: 7pm Doors Open

Deal: All online ticket sales go to Peonie team. NDR retain all bar sales.

N.B. NDR has agreed to share limited sales statistics to aid future negotiations.

Ticket Price: £5 / £7 OTD

Ticketing Company: See Tickets

Set List:

- Mates No More
- Just Sayin'
- What a Wonderful World (Cover)
- My Way
- Mistake and Heartbreaks
- Here We Go Again
- Funeral Bells

Performers:

- Peonie
- Guitar (Acoustic)

120 x £5 = Peonie Team profit: £600

Event Sponsorship: Two Tribes Brewery

- NDR would be open to the inclusion of a sponsored event as it allows them to see how well Two Tribes beer would sell; potential for a future partnership.
- Details of deal to be worked out in a joint meeting
- Potential: Two Tribes set up a stall in standing area to sell beers from, splitting profits with NDR and Peonie team 40:40:20.

240 x £4.50 = £1,080

Peonie Team Profit: £216

Promotion		
Peonie	NDR	Two Tribes Brewery
Utilisation of Instagram mainly. Other socials such as Facebook and TikTok will also be utilised where appropriate.	Will supply ticket and pre-save links along with any other assets for their socials and email lists.	Will supply ticket and pre-save links along with any other assets for their socials and email lists.
Suggestions		
Picture of the whole team at NDR with the boys		
Picture of the whiteboard with Peonie's name on it		
Video of a quick practice in the garage		
Picture of Peonie speaking with the Two Tribes team		
Links added across blog		
TikTok - Ticket song		

(Next Door Records)

Marketing

Marketing Strategy

During developing this marketing strategy, we decided on several different options to grow Peonie's audience further. Joe Sensier, Marketing Lead, created the following marketing strategy, as shown below.

Marketing Objectives

- Create internet hype around the release Mistakes and Heartbreak
- To grow Peonie's audience on social media and music streaming services
- Create new social media accounts on different platforms to reach the target audience effectively
- Build an Email List which can then be used for future marketing campaigns

Key Performance Indicators

- 100k streams across all streaming platforms within 9 months of release
- 5-10% increase in follower on social media platforms
- 5-10% increase in engagements on social media posts
- Build and grow Snapchat account to over 250 followers
- Successfully generate internet hype over the release of Mistakes and Heartbreaks

Target Audience

- The age group of 16-25
- UK, USA and Europe. Mainly focusing on urban cities like London, New York, Los Angeles or Paris
- Fans of Pop Music, RnB and alternative RnB
- Fans of artist like Ariana Grande, Dua Lipa, Anne Marie, Blackbear and similar artists.

Full Strategy

Peonie currently has 7,686 followers on Instagram, 472 followers on Twitter and 3,437 on Tik Tok.

This campaign's significant element will be social media and digital/online advertising using social media platforms. We will be focusing on Instagram, Snapchat, Facebook and Tik Tok. These Platforms have the best chance to reach our target audience successfully.

We will reach out to relevant music and lifestyle Bloggers and Influencers to arrange for them to promote Peonie and help raise awareness of the upcoming release with their followers.

Continue to Grow and promote Peonie's mailing list via her social media as this is still a handy marketing tool and can then be used for future marketing campaigns. It can help distribute early and exclusive content to fans who have signed up—keeping them updated all the time.

The London School of Economics and Political Science (2017) released figures suggesting that over 59% of internet user aged 18 to 29 using Instagram and 17% of

teenagers say that Instagram is their most important social media platform. Snapchat has 50% of its users below the age of 25. Their largest demographic is 18-24, which make up 37% of the app's users. Tik Tok has become the newest social media app with huge potential to help build a following and promote new music. Its largest share of users (24%) are aged 18-24 in the UK. Tik Tok currently has over 3.7 million active users, projected to grow to 10 million active users in 2021. (socialfilms)

We recommended that Peonie creates a Snapchat account. As shown above, Snapchat has massive potential to allow Peonie to connect with her fans in a more personal manner, especially within the targeted age range. Snapchat could help boost streaming numbers and engagements with fans.

Using social media platforms, we can build and grow Peonie's following and then use them to post content to Instagram, Twitter, Tik Tok and Snapchat, engaging with the target audience with information about her music, life and any tour information. Throughout the release cycle, this can help grow and promote Mistakes and Heartbreaks.

A significant aspect of the marketing campaign is the platform's ability to advertise and push your content to your target audience whilst growing your social media followers. The primary platform that we will be using for online advertising is Instagram. According to Forrester research, Instagram has about 10 times the interaction with a brand, as a percentage of the brand's fans or followers, that Facebook does.

Pre-save campaign

00.15 secs teaser to come out one week before with video shots and use pre-chorus and beginning of Chorus section of the song with link to Spotify Pre-Save campaign and go Live on Instagram for engagement to talk about her song.

Shown here is the complete final marketing schedule for Mistake and Heartbreaks.

Weeks 1 - 4:

- Start running daily Instagram adverts to reach two thousand impressions per day, rotating the content from a range of available assets. Budget £10 per day, £70 per week.
- Three-time per week running Facebook Ads to reach one thousand impressions. Budget £10 per day, £30 per week.
- Post content to all social media platforms – using available assets (Instagram, Twitter, Snapchat and Tiktok)
- Launch the Pre-Save campaign
- Reach out to Blogger and Influencers to start promoting Mistake and Heartbreaks, providing them with relevant content. Budget £100.

Release Day:

- Social media content across all platforms announcing the release
- Going live on Instagram
- Creating Instagram hashtags: #mymistakes / #myheartbreaks that so people can relate to the song and talk about their own experiences.
- Posting people listening to Mistake and Heartbreaks on Instagram and Snapchat stories (and thanking them)

Week 4 – 8 (Post Launch):

- Ad campaigns to continue
- (Early release) Use the mailing list to send exclusive information about behind the scenes content and touring information.
- The general release of BTS content, Q&A (live or IGTV) and touring info to all social media platforms
- In 8th week the release Mistakes and Heartbreak Music video

(Final Marketing schedule)

EPK & Assets Link

All the assets from this portfolio, including images and video, plus bonus materials such as visuals, extended club remix, Instagram teasers, and behind the scenes content are all available in this live shared link. I have also added the links to the two tracks separately.

The assets available are:

- Original Single and DigitalTek Remix
- Artwork
- Iconography
- Promotional Videos
- Social Media Assets
- Photo Shoots
- BBC Radio
- Newspaper Coverage
- Marketing & Press Release

Please feel free to view and download at your convenience.

<https://app.box.com/s/gxgce6l510vw2tm9fxyjgtibmvcfyjpg>

‘Mistakes And Heartbreaks’ (Original Single)

<https://soundcloud.com/lucanmills/peonie-mistakes-and-heartbreaks-radioedit/s-ACd0cGS3zjZ>

‘Mistakes And Heartbreaks’ (DigitalTek Remix)

<https://soundcloud.com/lucanmills/peonie-mistakes-and-heartbreaks-digitaltek-remix-club-mix/s-6Pkc13XW6TL>

Word Count: 2461

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