

Maisie Peters

Brand Identity and Iconography

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Since emerging in 2017 Maisie's songs have amassed half a billion streams worldwide and she's sold out major venues such as Shepherd's Bush Empire all without releasing an album.

Her big break came when two of her songs were featured in Love Island and she was due to tour with Niall Horan before the pandemic hit.

Self-described as 'emo girl pop' Maisie has a strong thriving fanbase that includes the likes of Taylor Swift and Sam Smith.

Brand Identity and Iconography

Maisie is your classic girl next door singer-songwriter. She's not afraid to be herself online and she's passionate about including her fans in everything she does. Her long personal captions show that Maisie is authentic and allows her to communicate personal messages with her followers who can relate to her openness. A lot of Maisie's photos are untouched rather than overly polished which also gives the sense of authenticity and relatability which appeals to her fanbase.

Peters, M. 2021



Peters, M. 2020

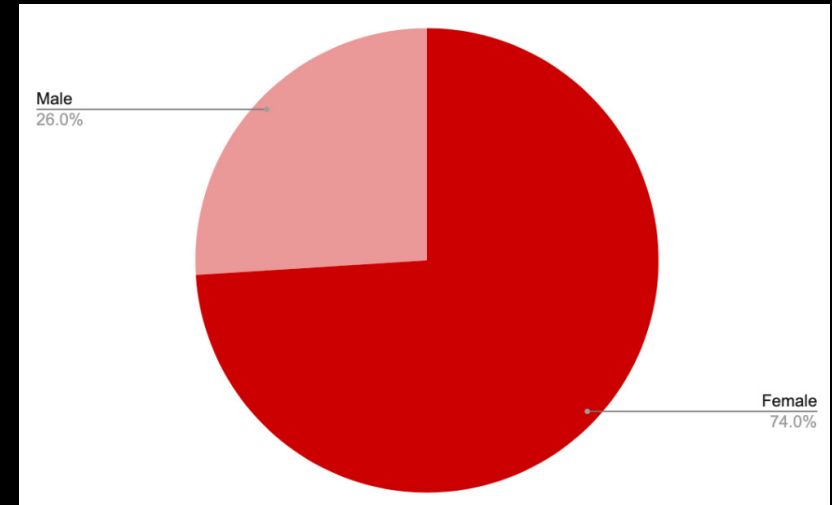


Peters, M. 2021

Brand Identity and Iconography

Positioning

Maisie's audience demographic is skewed 74% female to 26% male
Most of her listeners (over 60%) are in the 18 - 24 age bracket,
followed by the 24 - 34 bracket.
(Chartmetric, 2021)



3.4 million monthly listeners

259.1k followers

Top 5 Cities: London, Sydney, Singapore, Melbourne, Dublin
(Spotify, 2021)



120,000 subscribers

24.03 million views

Top 5 Countries: UK, USA, Indonesia, Canada, Australia
(Chartmetric, 2021)

Brand Identity and Iconography

*Maisie
peters*

Maisie's logo comes across as retro whilst still maintaining that feminine look.

It feels like it suits Maisie, her personality and her music well given that she's not afraid to show off her feminine/girly side.

This logo looks very similar to the font 5th Avenue Italic

Budget

Budget

After having looked at various Best Marketing reports from Sandbox to get an idea of what different artists have as their budget, I decided to set this campaigns budget at £10,000. This budget would be split as follows:

Activity	Costing
Performance	5000
Digital	1500
YouTube	300
Facebook	250
Instagram	300
TikTok	400
Twitter	250
Radio	2000
Capital	1000
Hits Radio UK	1000
Outdoor	1500
Flyposting	1500
Printables	0
	Total
	10000

Advertising

Advertising Campaign

Digital

77.9% of the UK's population use social media and on average they spend 1 hour 49 minutes on it a day. 18 - 34-year-olds have the largest percentage when it comes to audience reach for advertising on social media which is perfect for Maisie as that's her target audience. (We Are Social & Hootsuite, pg44,46. 2021)

The 5 most used social media platforms in the UK are YouTube, Facebook, Whatsapp, Facebook Messenger, Instagram however since you can't advertise on Whatsapp or Social Media we'll also be advertising on TikTok the world's fastest growing app. (We Are Social & Hootsuite, pg47. 2021) (Asquith, 2020)

The advertising focus in the build up to release on social media will be 'sound on' focused allowing users to hear a snippet of the song and pushing them to presave/preadd to their libraries. Upon release, the focus will move to 'out now' still focusing on converting those that see the ads to go and listen to the song as well as eventually pushing them to watch the official video

Advertising Campaign Radio

89% of the UK population listen to the radio with 66% of them listening to commercial radio. Given that BBC Radio the biggest radio network in the UK doesn't have advertising, the next station to target is Capital FM. (Rajar, 2020)

Capital has 7.9 million weekly listeners 56% of that are aged between 15 and 34.
(<https://global.com/radio/capital/>)

Needing to advertise across more than one station I also decided that Hits Radio would be a good choice. As a station, they receive 6.5 million listeners a week making them a good big commercial radio station to target.
(<https://media.info/radio/stations/hits-radio/listening-figures>)

As these stations' listeners reflect Maisie's target audience it would be wise to advertise with them over two-weekend bursts. Short weekend bursts were chosen to make sure that we get the biggest impact and highest impressions on the budget that we had available.

Advertising Campaign Outdoor

Utilise Maisie's passionate fanbase and send them a pdf file of various flyers, posters etc that they can print at home and then share/display wherever they feel necessary. For example, flyers could be placed on car windscreens or posted through peoples letter boxes.



To bring these strategies across multiple platforms, Maisie would also encourage fans to post about both the flyer and the posters by announcing a hashtag, for example '#FindMaisie'. Those that then used this hashtag would be automatically entered into a competition.

Bastille, 2016



Flyposting around London to launch 'out now' messaging of the campaign. This is the cheaper of the outdoor advertising meaning that it can be booked in more places and for a longer duration.

It would also create a focal point for fans to find and then post about across their own social media, creating a new arm of advertising.

Advertising Campaign Outdoor: Example Flyer

This is an example of what the printable flyer could look like. Since the aim is to get fans to print it themselves at home I kept the design minimal.

The poster says the song title 'XXX' who it's by and that it's out now with the logos of various streaming platforms so that people know where they can go to listen to the song.

It also includes Maisie's website as well as her social handles so that those who look at the flyer know where they can go to find out more.

The background is just an idea of what the fans could print it on to make the flyer seem more exciting.



Social Media Campaign

Social Media Campaign Schedule

Social Media Posting Schedule		Week 1	Release Week	Week 3	Week 4	Week 5
		09/08	16/8	23/8	30/8	06/09
External Channels	Advertising campaigns					
	IG					
	Twitter					
	TikTok					
	FB	Daily presave advertising	Daily presave advertising	Daily out now advertising	Daily out now advertising	Daily out now advertising
	YouTube	Presave advertising	Presave advertising	Out now advertising	Out now advertising	Out now advertising
Internal Channels	IG Posts					
	IG Stories	3x week presave push	1x day countdown and presave push	3x week listen now push	Video countdown and listen now push	Remix release/listen now push
	Twitter	3x week presave push	1x day countdown and presave push	3x week listen now push	1x day video countdown w/ teasers&bts content	3x week listen now push
	TikTok	3x week presave push	1x day countdown and presave push	3x week listen now push	1x day video countdown w/ teasers&bts content	3x week listen now push

External channels represent the paid advertising social media campaign across Instagram, TikTok, Facebook. These posts will be scheduled and be your usual presave advert moving into your usual out now advert. Advertising on YouTube will also be taking place playing before videos of artists that attract Maisies target audience

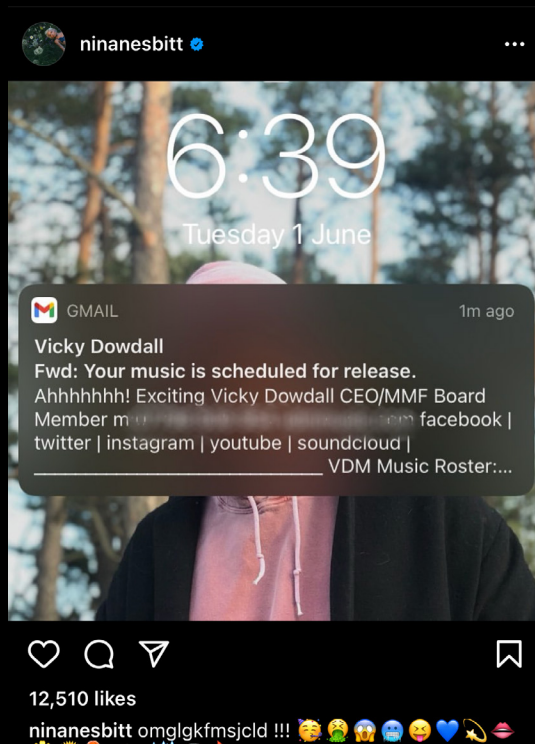
Internal channels represent the posts that Maisie herself will do in her own style. The week before upon the release of the teaser we'll see Maisie pushing for presaves 3 times moving into every day the week of release as a countdown. Upon release we'll see Maisie pushing her followers to listen to the song 3 times a week.

When the official video is due for release we'll see Maisie moving back to the once daily countdown posts to remind people of the video alongside getting them to listen to the single on their own DSP.

Social Media Campaign Post Examples - Instagram

Examples of the kind of content coming from Maisie on her Instagram, sticking with the girl next door brand that she's created whilst still pushing the fact her new music is coming.

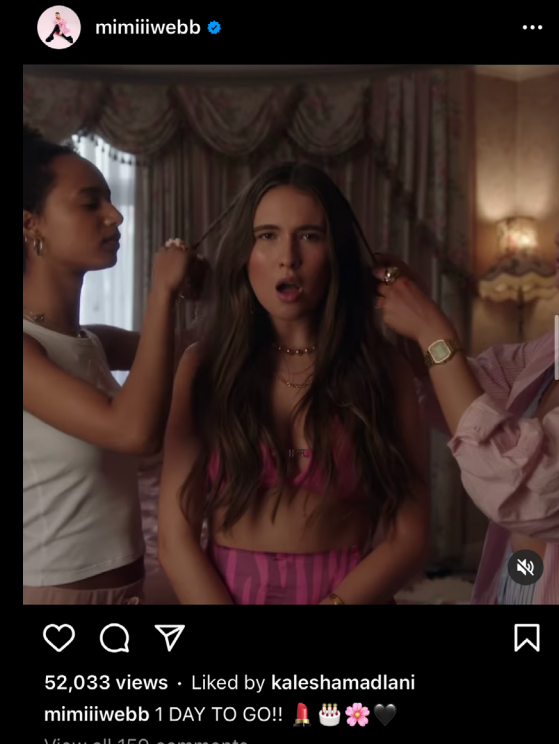
Nesbitt, N 2021



Griff, 2021



Webb, M. 2021



Nina Nesbitt's post gets fans excited for what's to come in a more relaxed way. It's a way of teasing new music before the official announcement happens

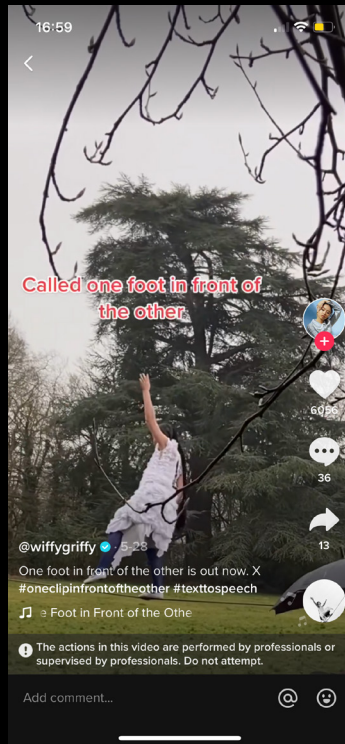
Griff's selfie is not obviously retouched, plus she is wearing relaxed styling and hair and make-up which makes her feel relatable and appeals to the target audience

Mimi Webb's caption provides clear messaging reminding fans that the video will be released tomorrow. The following day she can provide a call to action to go and watch it and convert the fan excitement into views, streams and sales

Social Media Campaign Post Examples - TikTok

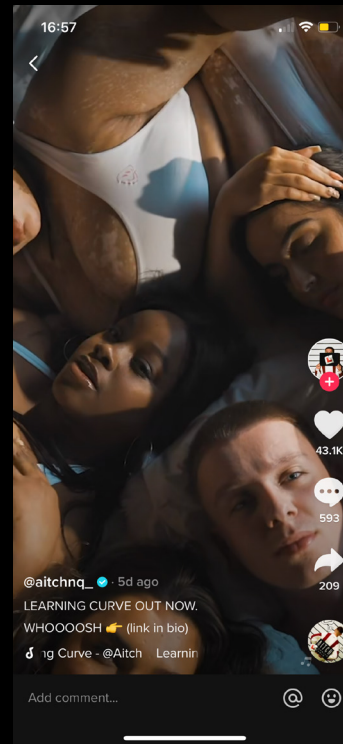
Examples of the kind of content coming from Maisie on her TikTok sticking with the girl next door brand that she's created whilst still pushing the fact her new music is coming.

Griff, 2021



Griff's post shows behind the scenes content in a less polished, more organic way. It also explains what's coming and ends with a call to action.

Aitch, 2021



Sheeran, E. 2021



Ed Sheeran's post offers a different more coordinated approach to behind the scenes content. The caption explains that the viewer is able to hear a snippet of the song already, exclusively on TikTok

Social Media Campaign

Post Examples - Twitter

Examples of the kind of content coming from Maisie on her Twitter, sticking with the girl next door brand that she's created whilst still pushing the fact her new music is coming.

Griff 2021



Nesbitt, N 2021

Griff's tweet has a call to action asking fans to pre order the mixtape. She does it differently to other artists in that she then goes on to explain she doesn't understand why pre ordering matters but that it does.



Mixtape is out in 3 days!! I wanna do a little zoom party with a few of you guys to celebrate! Info on how to enter here griff.lol/officialstore. Also if you haven't pre ordered it yet I would love it if you did. It just helps for reasons I'm unsure of ❤️❤️. K bye.

20:36 · 15/06/2021 · Twitter for iPhone

24 Retweets 2 Quote Tweets 286 Likes



FALLING. TOMORROW.
3PM GMT.



3.3M views

15:01 · 27/02/2020 · Twitter Web App

69.2K Retweets 13.6K Quote Tweets 345K Likes

Styles, H 2021

Taylor Swift's post happens after the album release and encourages fans to share themselves with the album, for a chance to be shared by Taylor personally.

Swift, T 2021



I counted days, I counted miles...to see you there. 💕

21:38 · 29/08/2019 · Twitter for iPhone

2,464 Retweets 161 Quote Tweets 33K Likes

Release Strategy

Release Strategy

Live Performance

Performance on an open air bus

Maisie has used bus journeys as countdowns to other song releases and because of this it felt natural to include buses in her next release. Maisie would play the single alongside previously released songs on the top of a bus, that's making its way round London stopping at a few select iconic spots i.e. Regents Park, Abbey Road, The Monument.

Tickets will be handed out via a competition shared and announced by Maisie on her social media, getting fans to sign up and presave the single on their selected music streaming platform. A videographer and photographer would be hired to capture content from the day that can then be used on Maisie's socials and YouTube, to reach a more global audience.

McDonald's held an open bus performance in 2015 to promote a 24 country wide advertising campaign (<https://www.promohire.co.uk/case-study/mcdonalds-open-top-bus-tour>)



Peters, M 2021



Release Strategy

Live Performance - Merchandise

Limited merch will be on the bus for those fans to purchase, this merch will look like your typical souvenir shop merch but changed to suit Maisie and the single. And instead of having different cities written on the back of the top, like you would have a tour tshirt, it'll be a list of all the places that the bus stopped at. Below is a rough example of what it could look like. Keeping Maisie's branding consistent by using her logo and her font on both the front and back.



Release Strategy

Partnership with Waterstones



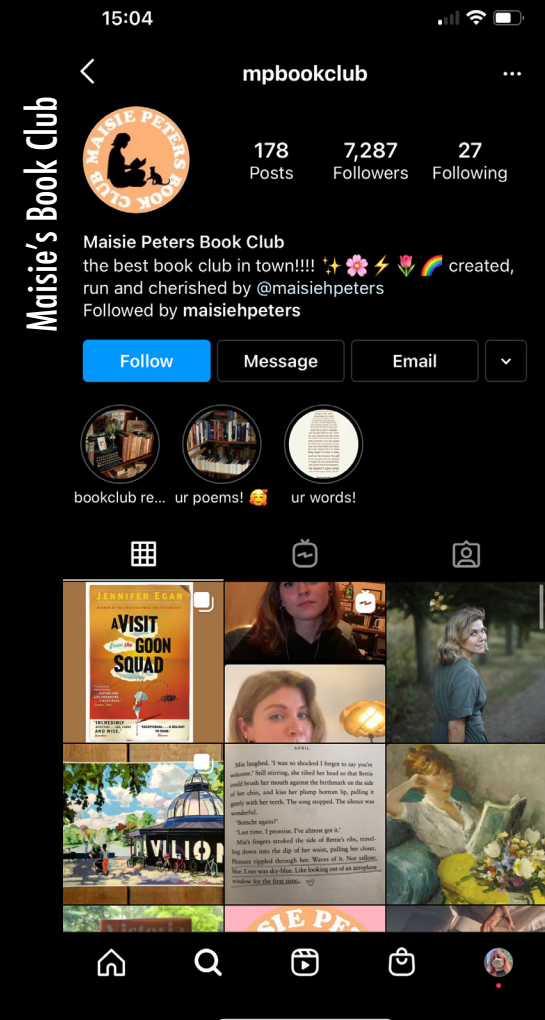
A partnership with Waterstones where Maisie chooses a few books that she feels suit the single and the sound/narrative behind it. This is building on the bookclub that Maisie started up in lockdown last year. These are then promoted in Waterstones on their website and social media platforms alongside the single.

This partnership would mean that Maisie's music would be advertised at over 280 stores in the UK, one of which is in Picadilly where an estimated 100 million people walk through every year. (<https://www.waterstones.com/help/about-us/44>)

(David, 2017)

It would also mean that a quarter of a million people would see Maisie through Waterstone's Instagram (233,000 followers) and Twitter (282,100 followers).

The key to a successful brand partnership is authenticity and this is why I chose for Maisie to work with Waterstones as she started a book club for her and her fans to participate with in April 2020.



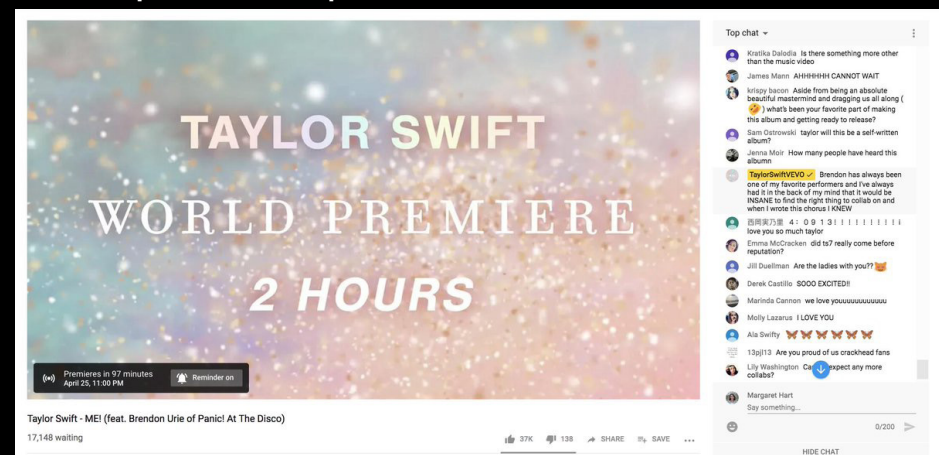
Release Strategy

Partner Activations



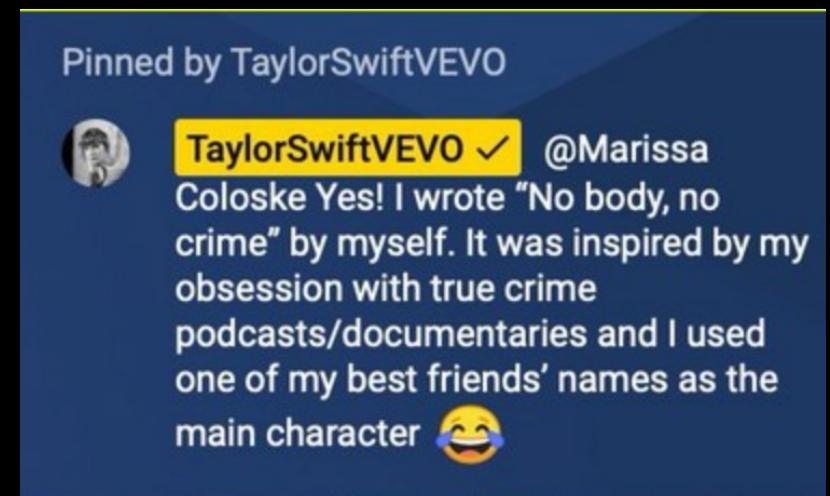
- Organise a YouTube Premier for both the lyric and official video with Maisie in the chat offers a chance for fans to engage with Maisie as well as driving views to both videos.
Taking inspiration from Taylor Swift who has been in the premiere chat for all her latest videos, answering fan questions on her music and the video
- Upload behind the scenes content

YouTube premiere example



Additionally approach the following channels about adding the song to their playlists:

- Majestic Casual
- The Vibe Guide
- Colors - creates additional content to be shared



Release Strategy

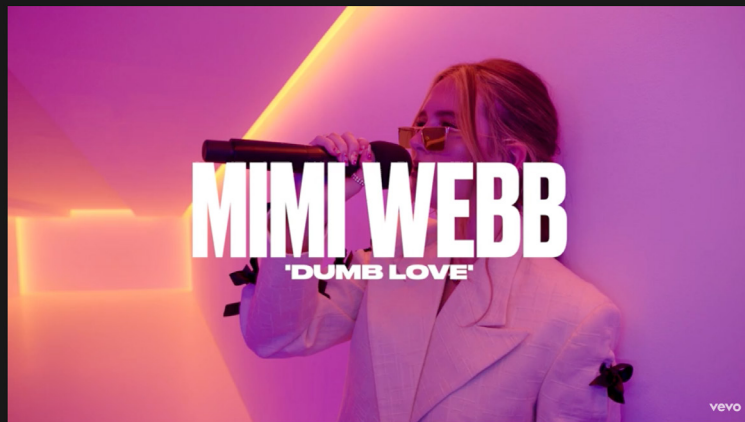
Partner Activations



Vevo have a channel called Vevo DSCVR where they have up coming artists perform a few of their songs that they then upload to this channel.

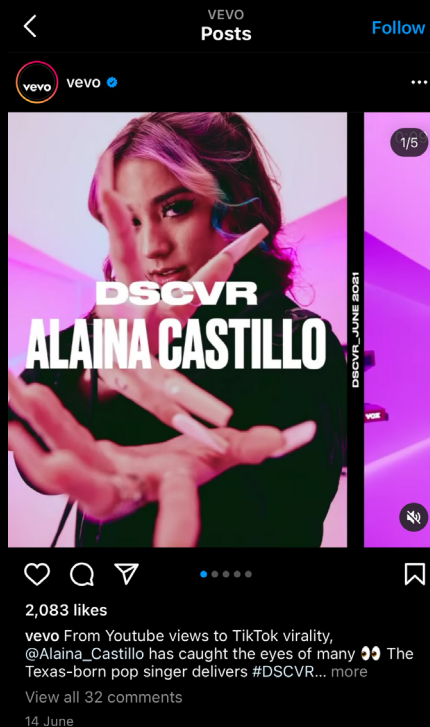
Maisie doing this would mean that her music would be shared to 5 million people through Vevo's instagram and a further 961 thousand subscribers through Vevo's channel.

VevoDSCVR, 2021



#DSCVR #MimiWebb #DumbLove
Mimi Webb - Dumb Love (Live) | Vevo DSCVR

Vevo, 2021



VevoDSCVR, 2021



#DSCVR #Griff #BlackHole
Griff - Black Hole (Live) | Vevo DSCVR

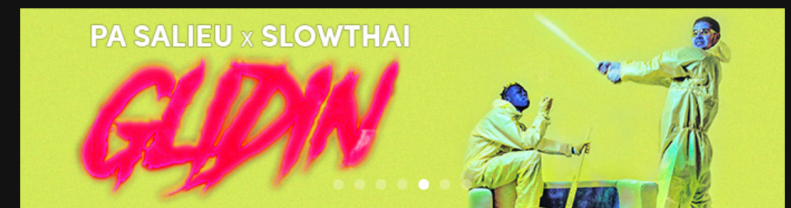
Release Strategy

Partner Activations



- Pitch for song to be included in New Music playlist, banner placement and socials takeover
- Pitch a TikTok Preview Campaign whereby TikTok have a 30 second preview on platform upfront of all other partners in return for profile and playlisting
 - Mabel prior to releasing her single 'Let Them Know' released an official sound on the platform which was a 30 second snippet of the single
 - Regard x Troye Sivan x Tate McRae recently was awarded a TikTok preview campaign and the song was given a banner placement, playlisting profile in the UK & USA and resulted in 65,000 TikTok creations posted upfront of the song being released and it hit the #1 used sound on TikTok in the UK before release. (Hand, 2021)

Banner placement example



Mabel, 2021



Release Strategy

Partner Activations



- Create a Snapchat/Instagram lens that goes with the content created for the song. Encourage fans to use it across their socials by having Maisie share a few
- These don't necessarily equate straight into streams but it is instead providing a way for Maisie's fans to produce their own content promoting her and her subsequent music.

Artists have previously used them as a way to allow fans to insert themselves into the artwork of their releases (Taylor Swift & Olivia Rodrigo) or to show the aesthetic of the song (Charlotte Lawrence)

Taylor Swift, Lover 2019



Olivia Rodrigo, Sour 2021



Charlotte Lawrence, Talk You Down 2021



Release Strategy

Streaming



Key UK playlists to target:

- New Music Friday UK
- New Pop UK
- Pop Rising
- Pop Sauce
- All New All Now
- New Pop Revolution

Additional Marketing

- Spotify canvas can be included in teaser campaign - perhaps a reversed version of it can be used which can then be added to Maisie's entire catalogue for fans to pick up on and then use to create buzz

Spotify Exclusive Event

A surprise listening party in London that a select amount of Maisie's top listeners are invited to

Release Strategy

Streaming



Key UK playlists to target:

- New Music Daily
- Up Next
- Future Hits
- Breaking Pop

Additional Marketing

New Music Daily

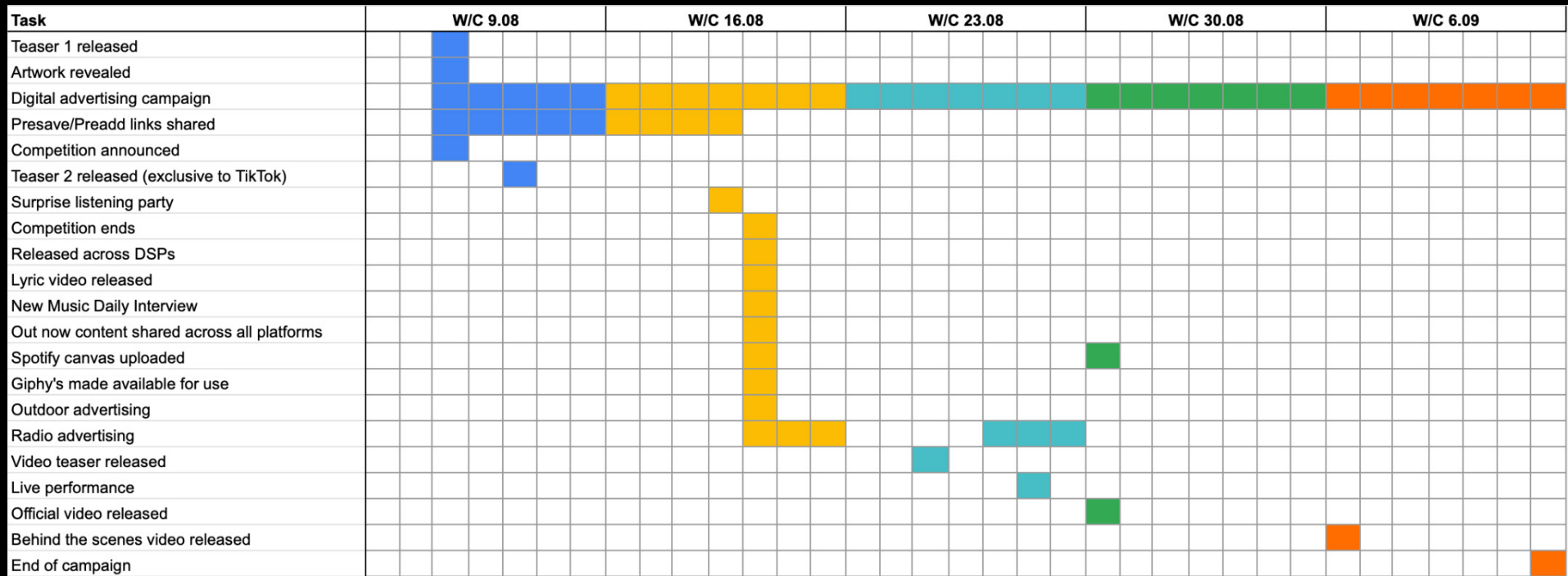
- Interview with Zane Lowe on release day to promote the song on Apple

Interview with Rebecca Judd

Project Management and Timeline

Project Managment and Timeline

Gantt Chart



Project Management and Timeline

Timeline

Week Pre-Release - w.c. 09.08

- 11.08 Teaser 1 released
- 11.08 Artwork revealed and presave/preadd links shared
- 11.08 Digital advertising campaign starts
- 15.08 Competition is launched - win tickets to a live performance

Week Release - w.c. 16.08

- 16.08 Teaser 2 released - TikTok exclusive
- 19.08 Surprise listening party
- 20.08 Released across DSPs
 - Lyric video uploaded to Maisie's YouTube
 - Out now content shared across all social platforms - featuring lyric video and a personal message
 - Spotify canvas uploaded - clip from the lyric video
 - GIPHY's uploaded to be available on Instagram
 - Outdoor advertising starts
 - Weekend of radio advertising
 - New Music Daily interview

Project Management and Timeline

Timeline

Week 1 w.c. 23.08

25.08 Video teaser rolled out across all socials

27.08 Second weekend of radio advertising

28.08 Live performance - for competition winners, performance on a bus

Week 2 w.c. 30.08

30.08 Official video released - premier on YouTube with Maisie in the chat

30.08 Spotify canvas updated with footage from official video

Week 3 w.c. 06.09

BTS video released - includes footage from cover shoot, video shoot and release week

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