International
Music Marketing Portfolio



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Creation -Element Two(a)

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Sirenz Campaign 2022 - 2025

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Sirenz Marketing Campaign



www.googleimages.com



The Marketing Campaign for UK, US, Canada, South America, & Europe.

Marketing Campaign Commences January 2022 - January 2025.

This portfolio of artefacts will provide you with the visual aspects of a comprehensive marketing campaign for the unsigned transgender girl group Sirenz. It will set out the campaign strategy, tactics planning, project management, branding, visuals along with media assets .

The Pop, Hip Hop, Rap, R&B Girl Band will represent the Transgender & UK LGBTQI community. The aim will be educate, inspire, and create. It will also help diversify the music industry in the UK, as well as fill a current gap in the market. With the aim of making a fairer kinder more accepting world, as well as represent the communities in which we live today. The campaign will outline, featured artists, mixtape, album, remixes, app, brand partnerships, making of the videos, live content, social media, behind the scenes, merchandise, subscription services., Influencers, curators & playlist support.



Group Background & Ethos



www.googleimages.com

Pop, R&B, Hip Hop & Rap.

Three piece multi racial Transgender girl band.



www.instagram/haydenwilliams

Young, sexy, vibrant, spreading love, feel good music & positivity.

Pushing boundaries & diversifying the music industry landscape.

Great singing ability, narrative, personalities & style.

Build greater awareness, educate, inform & represent.

Representing all areas of England.

Brand Identity & Iconography



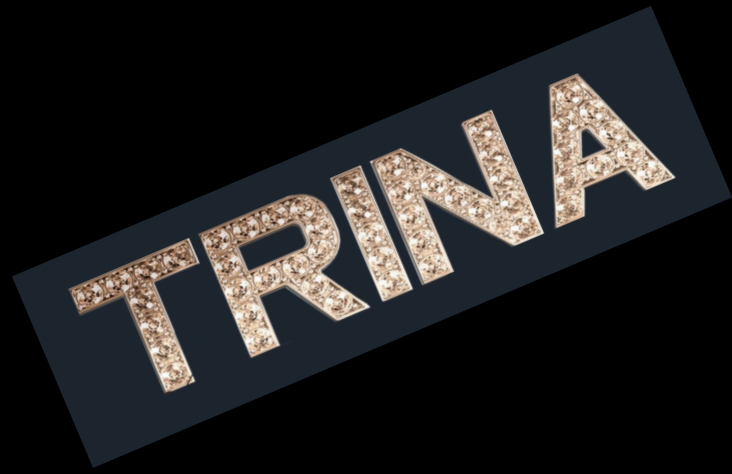


IRENZ

www.1000fonts.com



www.pintrest.com



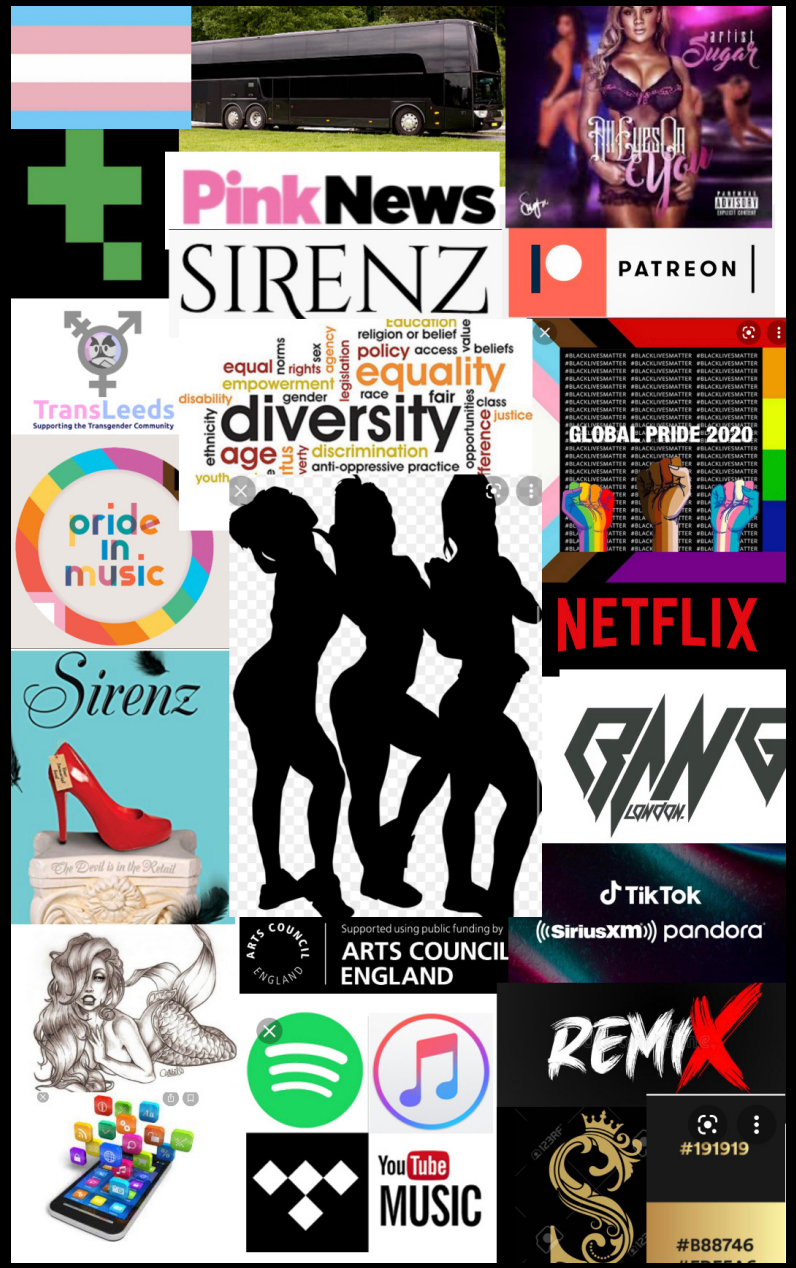
www.misstrina.com

The logo and artwork needs to standout be attractive and noticeable, having the writing in gold and the background black will help the letters pop out from the page. This will help become more noticeable , I have also added a love heart above the I to make the logo more personal. Black and gold was the most popular colour scheme chosen in the focus group survey with 65% of respondents choosing it, they also decided to use the Lavin font. (Focus Group One)

These new colours best represent the vision of the campaign, and inline with what the audience want staying traditional and sophisticated with elegance, style and substance. Something seen as precious, unique & timeless. The designs will be fresh, creative, and attractive.

I wanted to be open to scrutiny as well as offer wisdom, prosperity and value to the audience. Staying original to what the girls represent, they will have a main fashion theme of classic chic to start with, and then work to something more sophisticated as the campaign progresses. 52% of respondents said they preferred this look, and 42% prefer the look of Girl group C, so this is what Sirenz will be aiming for in the audition process . (Focus Group One)

Preposition & Mood Board



Establish digital platforms consistently & authentically leaving a lasting digital legacy.

Become established & build an engaged community that covers a range of relevant Issues & content online.

Monetize fanbase & offer incentives to super fans via upselling products.

Release new material, with relevent artists & build on reputation.

Offer creativity, personalisation inspiration & authenticity to every fan.

Refresh & retain audience building on loyalty and super fans.

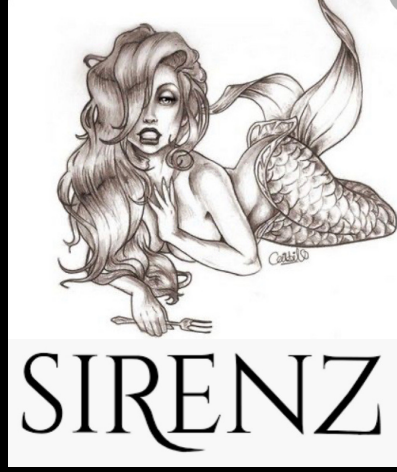
Provide intimacy to fans across a variety of products and entertainment platforms.

Target Audience Demographics

- Age 15-35
- UK, US, Canada, South America, Europe
- R&B, Hip Hop, Rap, & Pop.
- 70% Female Vs 30% Male.
- Mid - Low Income.
- Black, White, Mixed Heritage, Latino & Asian.
- Inner City & Urban Areas.
- Students & Blue Collar City & LGBTQI
- Crossovers - Fashion, Dance, Beauty, Education & Art.



Target Audience Psychographics



www.1000fonts.com

Fans Who Want To Enjoy, Be Inspired & Explore.	**Who**	Young Men & Wome & Non Binary.
Good Times, Creativity, Inspiration & Fashionable Trends.	**What**	Reputation Building, Creativity, Inspiration & Relaxation.
Whenever a Fan wants to or Needs Cheering Up & Fun.	**When**	When Fans Need Motivation, Inspiration, or a Good Time.
Across all forms of Digital, online, retail outlets including media,TV, Radio and DSP's.	**Where**	Streaming, Downloads, CDs, Merch, App, Brand Partnerships Website, YouTube, Social Media, Playlists, Media & Documentary.
To Show Support & Appreciation.	**Why**	To Celebrate, Provide Intimacy With Personality & Style Also Inspire Creativity.

87% of respondants said music provided enjoyment and happiness, and eight in every ten people surveyed said music helped with emotional wellbeing . (Engaging with Music 2021)

Marketing Persona

www.attitude.com

Age 16 - 26

www.pinknews.co.uk

www.instagram.com

www.pride.org.uk

www.siriusxm.com

www.i-d.com

www.facebook.com

Pop, Experimental, Hip Hop, Rap, R&B.

Enjoys Music, Dance, Fashion, Creativity, Eating Out, Shopping, Fitness, Watching Films, Travels on Public Transport, International Travel, Beauty, Reading, Going to Music Events & Festivals, Cubbers, Loves Art, Drama,

www.tileyardeduaction.co.uk

www.mtv.com

Source, Gay, Times, Billboard, Rolling Stone, I-D, Sun, Guardian, Independent, Metro, Black Beauty & Pink News, TS Life, Out Magazine, Stonewall, Sunday Mirror, Vada, Gay Star News & Advocate .

www.channelfour.com

BBC Radio One, Capital 1 Xtra, BBC Regionals, Kiss, Heart FM, BBC Introducing, RTL, Europ 1, Smooth, Magic FM, Soho Radio, Loud & Proud, Virgin Radio Pride, Gaydio.

www.gaytimes.com

www.spotify.com

www.whatapp.com

YouTube, Apple, Deezer, Spotify, TikTok, Instagram, Facebook, WhatsApp, Pandora, SnapChat, Twitch & Twitter.

www.jefreestarcosmetics.com

Netflix, BBC 1, Channel 4, Channel 5, BBC 3, MTV, MTV Base, Cable TV, BET, Apple TV.

www.mtv.com

www.out.com

www.pandora.com

www..guardian.com

www.billboard.com

www.youtube.com

www.bbcinroducing.co.uk

www.musicweek.co.uk

www.tiktok.com

www.advoacte.com

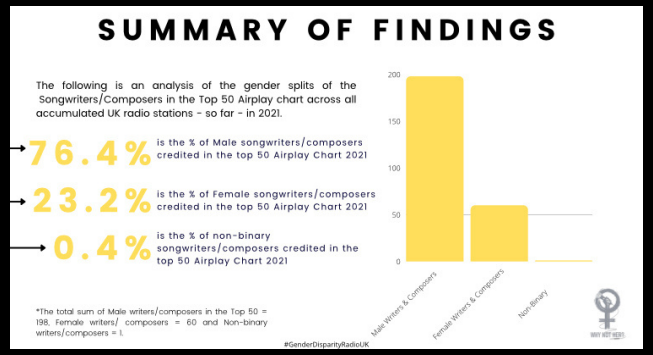
www.soundcloud.com

www.bbcradioone.co

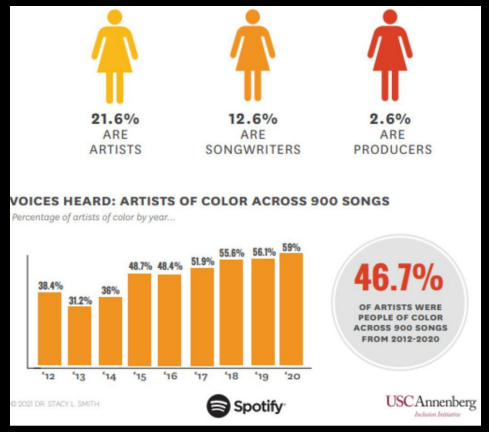
Music Industry Diversity Statistics UK



www.ukmusic.org



www.ukmusic.org/diversityreport2020



www.spotifyforastists.co.uk

P!nk announced as the most played female artist of the 21st Century in the UK!

www.bpi.co.uk/femaleartiststats

- UK Music, which represents the recorded and live music industry has conducted a diversity survey every two years since 2016, however what I did notice is they didn't really include any statistics LGBT representation, so I conducted my own research.

- 56% of respondents felt the UK Music Industry is Inclusive this suggests that a lot more work is needed to be truly representative and diverse, a further 85% of respondents felt there is a gap in the market for Transgender Musicians in the UK (Survey One)

- 88% of all Black music professionals agree that there are barriers to progression. (BLiM Report 2021)

- 85% of respondents felt Transgender Musicians are not equally represented, more can be done in this area to help improve on this figures. (Survey One)

- 22% of Artists, 12% Songwriters, 3% Producers are Female, whilst 46% where people of colour alot more work needs to be done to be more equal and diverse. (www.ukmusic.org/diversityreport2020)

- 0.4% of non binary songwriters in the top 50 airplay, & 0% being Transgender. (www.ukmusic.org/diversityreport2020)

LGBTQI Statistics UK



www.googleimages.co.uk



www.prideinmusic.org.uk



www.alamystockphoto.co.uk



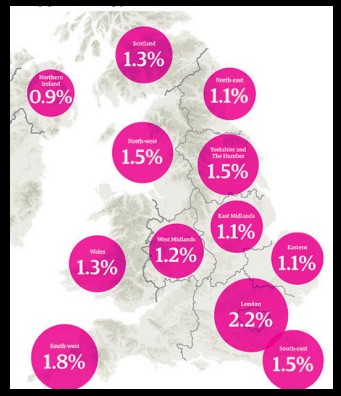
www.brightonpride.org.uk



www.bim.org.uk



www.pride.crg.uk



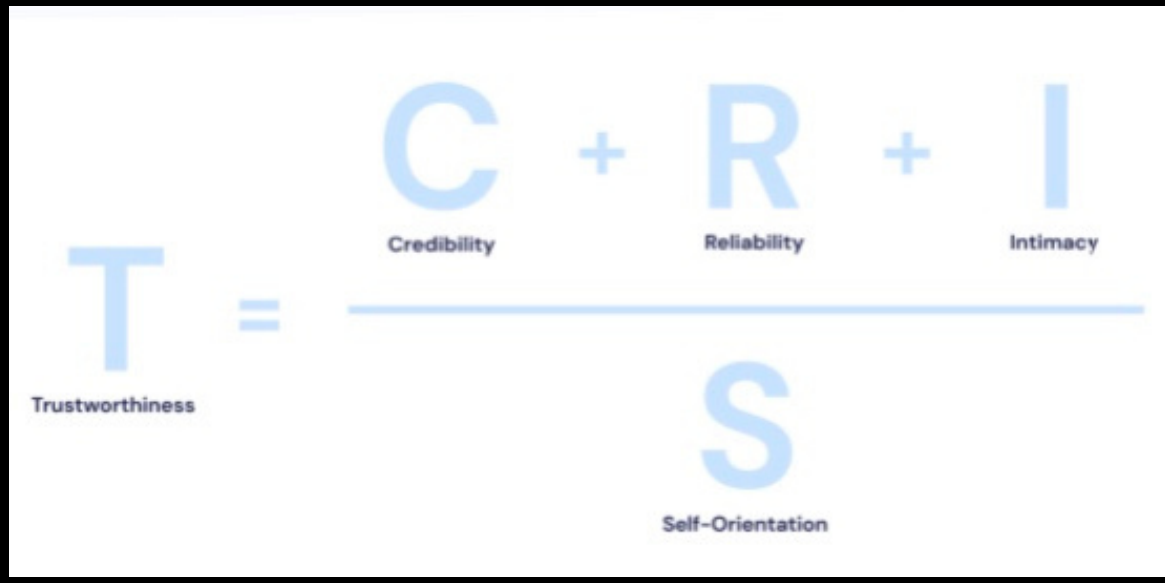
www.ons.gov.uk/sexualorientation2019

- An estimated 2.7 % of the UK population aged 16 years and over identified as LGB (ONS Sexual Orientation 2019) & a further estimated 1% of the UK Population Identify as Transgender, Intersex or Non Binary. (www.gires.org.uk)
- Between 2018 - 2019, the proportion of people who identified as LGB increased in England (2.7% up from 2.3%) and Scotland (2.7% up from 2%) however Wales (2.9%) and Northern Ireland (1.3%) remained stable: among English regions , people in London are most likely to identify as LGBT (3.8%an increase from 2.8%). (ONS Sexual Orientation 2019)
- People aged between the ages of 16- 24 continue to be the most likely to identify as LGBT, however the number of older adults idnetifying as LGBT are also increasing. (www.pinknews.co.uk)
- 2021 UK census will recognise LGBT+ for the first time. (www.manchestereveningnews.co.uk)
- Gay Pride, Black Pride & Trans Pride events will tie in with the national educational live music tour to give greater exposure and to also help inform and eduacte communities on Transgeder Issues in partnership with Trans Leeds.
- Sirens will build the core fanbase in the LGBT scene and then expand out to the mainstream once established.

Trust Equation



www.inc.com



www.trustedadvisor.com

- Trust relationships are vital to the way we do any business today, the level of trust in business weather internal with employees or external with clients and partners, is the greatest determinant of success.
- Without a proper framework for evaluating trust there is no actionable way to address trustworthiness.
- The Trust Equation uses four objective variables to measure trustworthiness. These four variables are best described as credibility, reliability, intimacy and self orientation. The trust quotient is a number like your IQ or EQ that benchmarks your trustworthiness against four variables. (www.trustedadvsior.com)
- Individuals can develop their trust worthiness by adressing these underlaying trust factors. Whats important to remeber is that the meanings are entirely personal not institutional.

SWOT Analysis

Strengths

- Strong Narratives
- Unique
- Industry Knowledge
- Champions Equality & Diversity
- High Quality Music Based on Audience Needs

Weaknesses

- Not Been Done Before
- Lack of Understanding
- Equipment & Studio
- Not Well Established
- Internal Group Issues



Opportunities

- New Technologies
- Shift in Fundraising Strategy
- Easing of Lockdown Restrictions
- More Opportunities Outside of London
- Gap in the Market

Threats

- Lack of Understanding
- New Covid Restrictions
- Other Single Release Dates (Competition)
- Discrimination
- Financial Assistance

This will help identify strengths and threats, as well as build on weaknesses and find new opportunities. (Hutchinson, Macy, Allan, (2006) Record Label Marketing)

Competitors

KIM PETRAS



CPP rank of 2771st, 93k TikTok followers, 3.9million monthly Spotify listeners, and 660k Instagram followers. The genres covered are dance, electronic, pop, dance pop. Kim is from Germany. (www.chartmetric/app/kimpetras)

www.kimpetras.com

SHEA DIAMOND



CPP rank of 74,732nd, 50k Monthly Spotify listeners, 40k Instagram followers, and 5.5k Youtube Followers. The genres covered are R&B, Soul, and Blues. Shea is from the United States. (www.chartmetric/app/sheadiamond)

www.sheadiamond.com

SATEEN



CPP rank of 177706th , 18.5k monthly Spotify listeners and 11k monthly Pandora listeners. The genres covered are dance and electronic. Based in the United States. (www.chartmetric/app/sateen)

www.sateen.com

PABLO VITARR



CPP rank of 705th, 7.3 million Tik Tok followers, 3.4 million monthly Spotify listeners and 11.9 million Instagram followers. The genres covered are funk pop/pop/ dance pop. Based in Brazil. (www.chartmetric/app/pablovittar)

www.pablovittar.br

- Hip Hop and Rap was the 4th most popular music genre in the UK in 2019 and R&B was placed 9th by combined the two allows the group to have a wider market appeal. 16–24 year olds are 4 times more likely to choose Hip hop or Rap as their favourite music; genre. (IFPI (2019) MusicListening Report)

SMARTER Objectives & Campaign Mission

S.M.A.R.T.E.R goals are goals that are specific, meaningful, achievable, relevant, time bound, evaluate, and readjust approach. (www.wanderlustworker.com)

- Connect, build and invigorate fanbase, increasing by 30k EOY 2022.
- Increase Views on YouTube Channel to 750K by EOY 2022.
- Increase Traffic to Website with 500k Hits by EOY 2022.
- Have a Mailing List of 5000k Contacts by June 2023.
- Retain an Audience of 500k Across DSPs by June 2023.
- Increase Sales by 50% by EOY 2023.
- Sign Two Brand Endorsements by January 2023.
- Get Music Placed on Sync by March 2024.
- Complete an International Tour by August 2024.
- Achieve a Top 5 Single in UK & Europe by EOY 2024.
- Achieve a Top 10 Album in UK & Europe by June 2025.

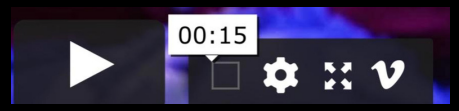


These benchmarks of success can be measured in several ways, from sales, chart success, CCP rankings, conversion, engagement, likes, shares and subscriptions. Platforms such as the Chart metric, DSP’s, website and D2C platforms will give insights which can be used to measure the success of the campaign. (Baker, B (2012) Guerrilla Music Marketing Handbook)

Campaign & Release Tactics Overview



www.googleimagescom



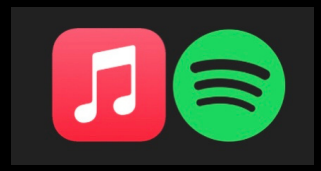
www.vimeo.com



www.YouTube.com



www.spotify.com



www.playlists.com



www.canva.com

- The Marketing, PR, & Promotional campaign will run for 3 x 3 months campaigns in each year and will happen 2 months before any major releases , starting in 2022 ending in 2025.
- Authenticity, personalisation, intimacy along with consistency will be very important for branding and ethos.
- Email marketing and social Media will work to drive traffic to website.
- Leave 6 weeks before release to send out EPK's, press kits, play listing support pitches, radio listings, & blogs.
- Single, remix, mixtape & album releases, leave 2 weeks before each announcement.
- Posts, teases, clips and audio samples will be posted regularly to help build anticipation and impact points. It will also allow for pre listening, pre saves, save, shares and generate word of mouth.
- Use video lyric videos separately & release soundtrack to documentary.
- Gain celebrity endorsements for merchandise to help provide a more authentic campaign and extend reach.

Campaign & Release Tactics Overview



www.googleimages.com

BBC MUSIC introducing...

www.bbclimtroducing.co.uk



www.faninteracxctions.co.uk

facebook INSIGHTS
COMBINED WITH
Google Analytics

www.googleanalytics.com



www.googleimages.com



www.googleimages.com

REMIX

The communication mix should change as your target audience passes through different stages of the readiness in the purchasing process. This ensures we can catch consumers through the various stages, and each are unique to the customer. (Lathrop, T (2007) Global Music Marketing)

- Radio air play will begin two weeks before single releases and will air on BBC Introducing, & Radio One as UK first play exclusive Hot 97 & SirusXfm for US.
- Remixes will extend reach via different genres.
- Website, App, Merchandise, social media campaign and brand partnerships all working together collectively to ensure a consistent and segmented approach to the marketing mix and brand as a whole. (www.medium.com)
- Insights will be used to monitor effectiveness this will allow for any amendments to be made over time, this will be done via chart metric, PPC, Google Adwords and SEO, along with Google and Facebook analytics, & insights from DSP's
- Creativity and interaction with fans will be key to success, and drive a more engaged community, with exclusive content for each platform.

Campaign & Release Tactics Year One



www.googleimages.com



www.googleimages.com



www.googleimages.com



www.googleimages.com



www.googleimages.com



www.googleimages.com



Quarter One

- Promote Auditions
- Hold Auditions
- Choose Band Members
- Logo & Name Designs
- Website Design
- DSPS Coming Soon
- App Coming Soon
- Website Coming Soon

Quarter Two

- Song Writing
- Team Building
- Recording
- Photography
- Vocal Training
- Promote Showcase
- PR/ Marketing
- DSP/App/Website live

Quarter Three

- Choreography
- Vocal Training
- Website/ DSPs Live
- Recording
- Showcase
- Collaborations
- Single Release
- Video Shoot

Quarter Four

- Video Shoot
- Remix Release
- Patreon/ Bandzoogle Live
- Recording
- Collaborations
- Vocal & Dance Training
- 2nd Single Release
- Features

Campaign & Release Tactics Year Two



www.datpiff.com

www.prideinmusic.org.uk



www.musictourbus.co.uk



www.googleimages.com



www.belive.com



www.blm.org.uk



www.spotifyplaylistscom

Quarter One

- PR/ Marketing Campaign
- Dancing/Vocal Training
- Song Wrting Collabs
- Features
- Merchandise Live
- Live on DSPs
- Video Shoot
- Pride Listings
- Single & Remix Release
- Recording
- Promote National Tour
- Promote Mixtape
- Start Fan Competions

Quarter Two

- Radio & Mag Features
- Funding Applications
- Charity Fundraiser
- Newspaper Articles
- Video Shoot
- Single & Remix Release
- Start Pride & Tour
- Newspaper & Mag Features
- Promote Merchandise
- Behind The Scenes
- Radio/ Mag Interviews
- Promote Mixtape
- Influencers

Quarter Three

- Single/ Remix Release
- Pride Tour
- Brand Endorsement
- New Logo/ Merch Design
- Dancing/ Singing Lessons
- Recording
- Mixtape Release
- TikTok Challenges
- Fan Competion Winners
- Video Shoot
- Playlistings
- Photography
- BBC Breakfast Interview

Quarter Four

- Album Design & Promo
- Radio Mag Interviews
- Vocal & Dancing
- Feature
- Influencers
- Celebrity Endorsements
- Brand Partnership
- Start Fan Competition
- New Merch Live
- New Website Design
- Video Shoot
- Singe & Remix Release
- Playlistings

Campaign & Release Tactics Year Three



www.googleimages.com





www.googleimages.com



www.justgiving.org



www.channelfour.com



www.googleimages.com





www.googleimages.com

Quarter One

- PR/ Marketing Campaign
- Dancing/Vocal Training
- Song Writing Collabs
- Recording
- Single & Remix Release
- New Merchandise Live
- Live on DSPs
- Live Shows
- Video Shoot
- Confirm Tour Locations
- Release Album
- Dancing Competition
- Promote International Tour
- Start Fan Art Competitions
- Podcasts/ Vlog

Quarter Two

- Radio & Mag Features
- Dancing /VocalTraining
- Funding Applications
- Charity Fundraiser
- Newspaper Articles
- Video Shoot
- Remix Release
- International Newspaper & Mag Features
- Promote Merchandise
- Behind The Scenes
- International Radio/ Blog Interviews
- Live Shows
- Influencers

Quarter Three

- Announce Comp Winners
- Single/ Remix Release
- Visas / Flights
- International Tour
- Behind the Scenes
- Meet & Greets
- Brand Endorsement
- Dancing/ Singing Lesson
- TikTok Challenges
- Fan Competion Winners
- Video Shoot & Filming
- Play listings
- Photography
- TS Madison Interview
- Podcasts/ Vlog

Quarter Four

- Album Design & Promo
- Radio /Mag / TV Interviews
- Charity Fundraiser
- Meet & Greets
- Features
- Celebrity Endorsements
- Documentry Release
- Start Fan Competition
- New Website Design
- CCP Rankings
- Singe & Soundtrack Release
- Playlistings
- Review of Insights

Social Media Platforms



www.facebook.com



www.youtube.com



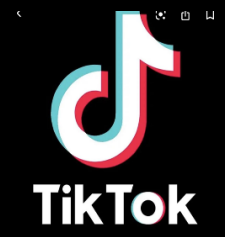
www.instagram.com



www.soundcloud.com



www.whatapp.com



www.tiktok.com



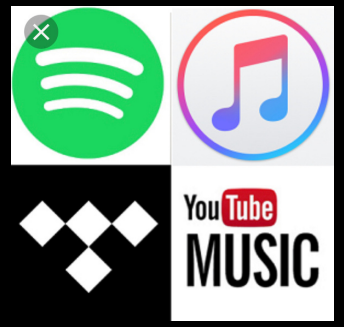
www.instagram.com/reels

Facebook Currently has approx, 2.23 billion users with a slightly larger female demographic, Youtube has 1.9 billion users and has slightly more males using the platform. Whilst Instagram has 1 billion users, its also preferred for influencer marketing and has a slightly larger female following.(www.pinterest.com/socialmediatrends) Facebook is great for community building, YouTube is great for attracting new customers, whilst Instagram is good with connecting with existing customer as well as influencer marketing. Each platform will carry its own personalised & exclusive touch but remaining consistent to the brand and campaign goals and targets.

DSP's help place music onto platforms where people connect, it adds depth and emotion, and helps drive authenticity and a narrative. Each platform used has its own specific audience and allows music to be placed in a social context, “they help strengthen communities and help build a fanbase, by making connections and building bonds that’s between the artist and fan, and fan to fan”. (Julia Killa, Future of Independents. AIM 2021)

Consistency will be extremely important in building a substantial following, a 6 months (daily) digital marketing plan that can be measured in terms of success. This can be done via likes, shares, subscriptions, purchases and sign ups. The more consistent and accessible we are, the more momentum can be built across platforms as well as extend reach. It will also activate the algorithms, if posted at the same times regularly each day/week (dependant on platform) this will. raise the reach of our campaign. Posts will be required every day on DSPs except YouTube, it will also be just as important to ensure all responses are replied to as this helps increase engagement.

Playlists, Influencers & Curator Support



www.googleimages.com



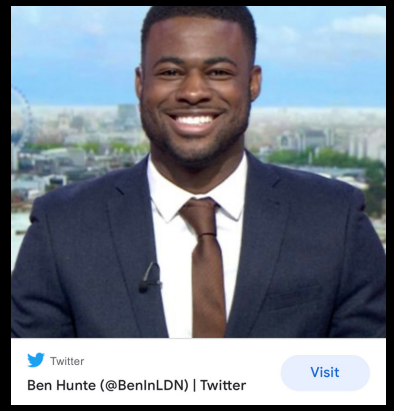
www.spotifyplaylists.om



www.googleimages.com



www.googleimages.com



www.googleimages.com



www.mtv.com

- Spotify & Apple Playlists based on Genre, Emotion & LGBTQI-
- Jefree Star- Sarah Burnstien via Linkedin
- Nikita Dragun- Jake@slashmgmt.com
- BBC London - Carrie & David Grant MBE thegrants@thevoice.co.uk
- BBC LGBT Correspondent- Ben Hunte b.hunte@bbc.co.uk
- Channel 4 Documentaries - Glyn Middleton g.middleton@gmail.com
- Pride Support - Charisse Oyediwura (Black Lives In Music), Kayza Rose (BLM Fest) PRIDEUK, Pride in Music, MTV
- Gay Times -m.moore@gaytimes.com

Subscription Services

- Offers membership via platforms that enables creators to earn an income by providing membership options.

www.bandzoogle.com

- Fans can chose from 3 membership teirs.

- Personal and educational content.



- Platforms pay artists monthly.

www.patreon.com

- Exclusive content and material each month.

- Extends reach worldwide.

www.onlyfans.com

- Helps to build engaged communities online.

- Keep super fans happy.

Features & Collaborations



www.advoacte.com



www.taaliah.co.uk



www.lilnasx.com



www.tsgraye.co.uk



www.jefreestarcomsetics.com



www.tsmadisoon-experience.com

- All artists that feature will benefit from a fanbase crossover, as well as in some cases music market & genre.
- All artists will share the same digital marketing campaign this is to ensure consistency and effectiveness, helping bu to specific impact points. at the same times with the same information.
- Collaboration helps give a competitive advantage and wider market appeal.
- More established artists will help raise the profile of Sirenz, and build on fanbase.
- Colloabroations with Jefree Star Cosmetics and Feature on TS Madison Show & Podcast.
- Mixtape will allow covers to be done from popular songs for promotional use only.

National Promotional Tour, Pride & Street Teams UK



instagram/meggthestallion

TransLeeds
Supporting the Transgender Community

www.transleeds.org.uk

www.blm.org.uk



pride in music

www.prideinmusic.org.uk

BLMF
BLACK LIVES MATTER FESTIVAL

www.blmfest.org.uk



www.rayburntours.com

- As part of the promotional campaign a tour bus will be designed with both the single and mixtape, a street team, educators and the band will travel across England in 2023 .
- Sirenzs will start touring around all major cities during the summer and will also tie in with the Pride, Black Pride, BLM Fest and Trans Pride events across England to maximise reach and attendance.
- A tracker will be on the website to show fans the next stops in each tour will be and how they can get involved.
- Street teams handing out limited edition items, selling merch, sharing with fans new music, getting feedback and having a good time. offering fans the chance to come and be involved, share pics online, anf tell their friends. This will help increase engagement and generate word of mouth.
- More cost effective than traditional advertising methods and will reach a larger amount of people across England on a grassroots level.

Fan Competitions, Artwork & Challenges

Sing a-longs, Recommendations & Giveaways.



www.tiktok.com

Dress Like, Fashion posts of Fans In Merchandise.



www.instagram/hayden willimas

Artwork Competitions & Design Sharing.



www.googleimages.com

Instrumental & Remix Challenges.



www.instagram/aaliyahforever



www.googleimages.com

DJ Remixes, Mixtapes & Covers.

Instruments Playing Tracks & Collaborations.



TikTok Partnership & Challenges



TikTok Dance Routines

www.tiktok.com

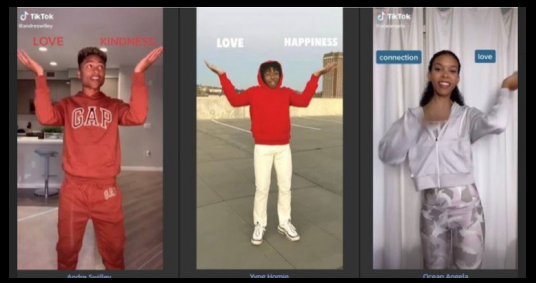
Dance & Family Entertainment Challenges

Instrumental & Remix Challenges

Lyric & Singalong Contests



www.instageam/aaliyahforever



www.tiktok.com

Look Alike & Dress Like

Platlist Support & Brand Partnerships



www.tiktok.com



www.tiktok.com



www.tinstagram/ashleyaniko

Brand Partnerships

wwww.channelfour.com

www.bang.co.uk

www.transleeds..org.uk

www.tileyardeducation.co.uk

www.pinknew.co.uk

www.prideinmusic.org.uk

www.jefreestarcosmetics.com

www.spotifyforartists.com

www.tozzytudo.co.uk

ww.blm.org.uk

www.tgcds.co..it

www.tiktok.com

- These are a mutual agreement sbetween two companies they align goals and hold shared values and ethics. (www.madneto.com)
- Successful co branding means success for both brands involved.
- Fanbases are shared in the process.
- They help extend reach adding to greater exposure as well as the chance to cross into other markets and genres.
- They help add credabilty and create a strong brand awareness.
- Brand partners in hair, music, fashion, education and beauty.

Merchandise



www.keyproductiongroup.co.uk



www.keyproductiongroup.co.uk



www.keyproductiongroup.co.uk



www.avatars.com



www.shopify.com



www.keyproductiongroup.co.uk

There will be a range of merchandise which will be available throughout this campaign in both digital and physical form. This will enable the campaign to maximise income and appeal to the audience in a variety of different ways. Each item will have the ability to be customised and personalised for an extra charge, and super fans will have exclusive access to merchandise that will be exclusive such as back stage passes and limited edition items.

There will be offers avaialble such as buy a single and get a remix free once released, When purchasing the album fans will also be sent a suprise gift with each purchase. Fans will also have the ablitiy to personalise the album, and have a range of covers to chose from. This can help boost sales and super fans are more likely to make more than one purchase to collect the set.

Backstage passes, screen savers, clothing, downloads, cd, vinyl, tape, avatars, digital and physical goods will be available and will change with every major release such as mixtape and album, the goods will be made to order to cuts costs and be good to the environment. Goods will be avaible at every event this will ensure we maximise income, merchandise acts as a form of free promotion for the band. Posts will be shared on social media with fans wearing their merchandise, competitions will also be used along with some free items of clothing which will be signed by each band member.

Cross marketing will help to appeal to the audience in a variety of ways that's both forward thinking and creative. it will help provide a wide selection of goods which are either made to order or cost virtually nothing to make such as digital goods.

Budget

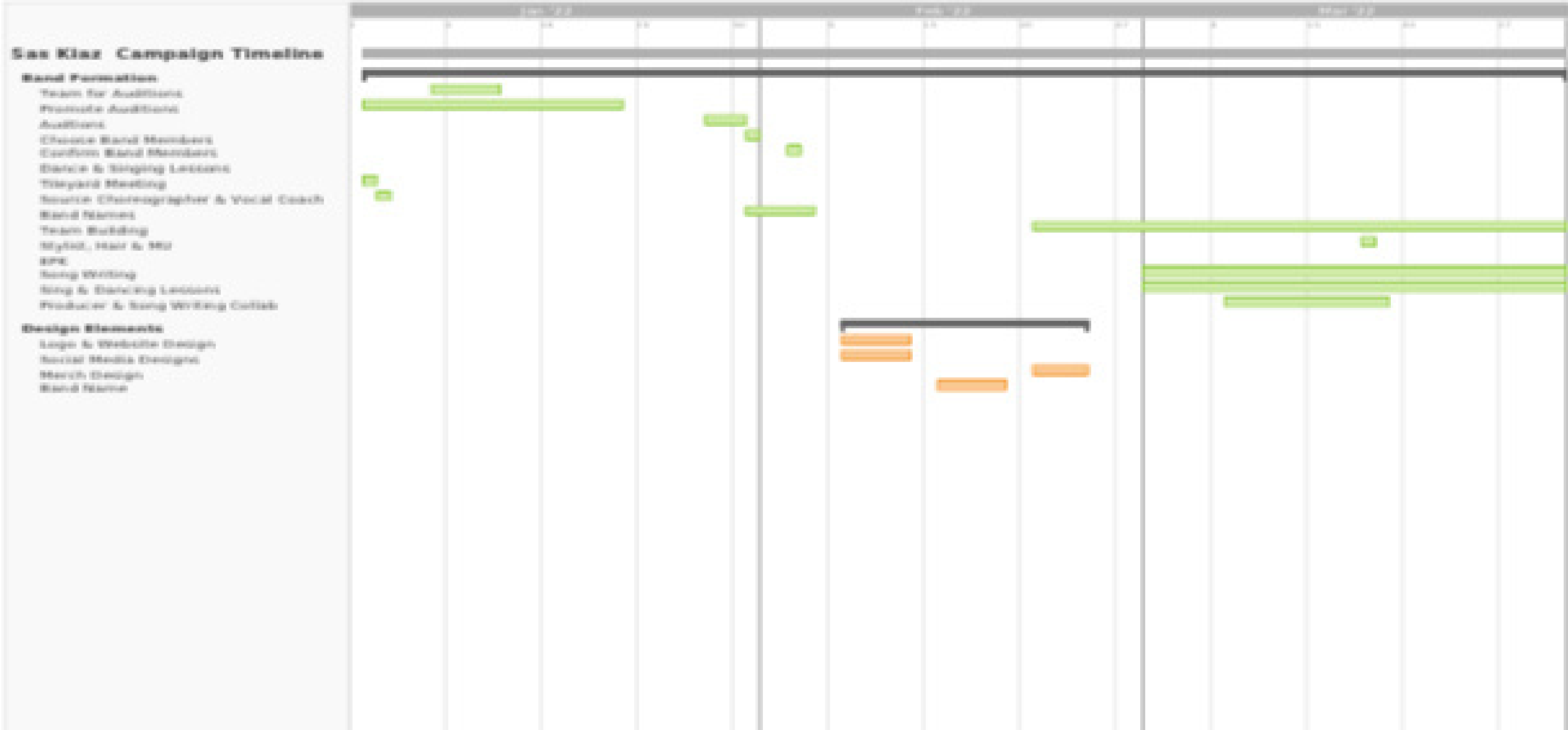
Item	Amount	Cost	Sub Total
Website	1	£550	£550
PRO Memberships	9	£900	£1,450
SEO	1	£450	£1,900
Bus Driver	1	£500	£2,400
Hotel Costs	30 Nights	£1,380	£3,780
Hoodies	500	£4,000.00	£7,780.00
Studio Costs	10 Weeks	£5,000	£12,780.00
Mix & Mastering		£1,000	£13,780.00
Travel Insurance	x1	£500	£14,280.00
PR	3 x 3 Months	£1,500	£15,780.00
Public Liability Insurance	x1	£500.00	£16,280.00
Flyers (A7)	10,000	£100	£16,380.00
Advertisements	x5	£2,500	£18,880.00
Posters	£500	£100	£18,980.00
National Tour	x1	£1,200	£20,180.00
International Tour	x1	£6,000	£26,180
DJ	100 hrs	£3,000	£29,180
Mixtape	x1	£1,000	£30,180
Album	x1	£3,000	£33,180
Hair, MU & Stylist	100 hrs	£3,000	£36,180
Photography	50 hours	£1,500	£37,680
Legal	10 hours	£1,000	£38,680
Videographer	10 Videos	£5,000	£43,680
Artwork Design	15 hours	£450	£44,130
Contingency 10%		**£4,413**	
		Grand Total	**£48,543**

Funding Options Available

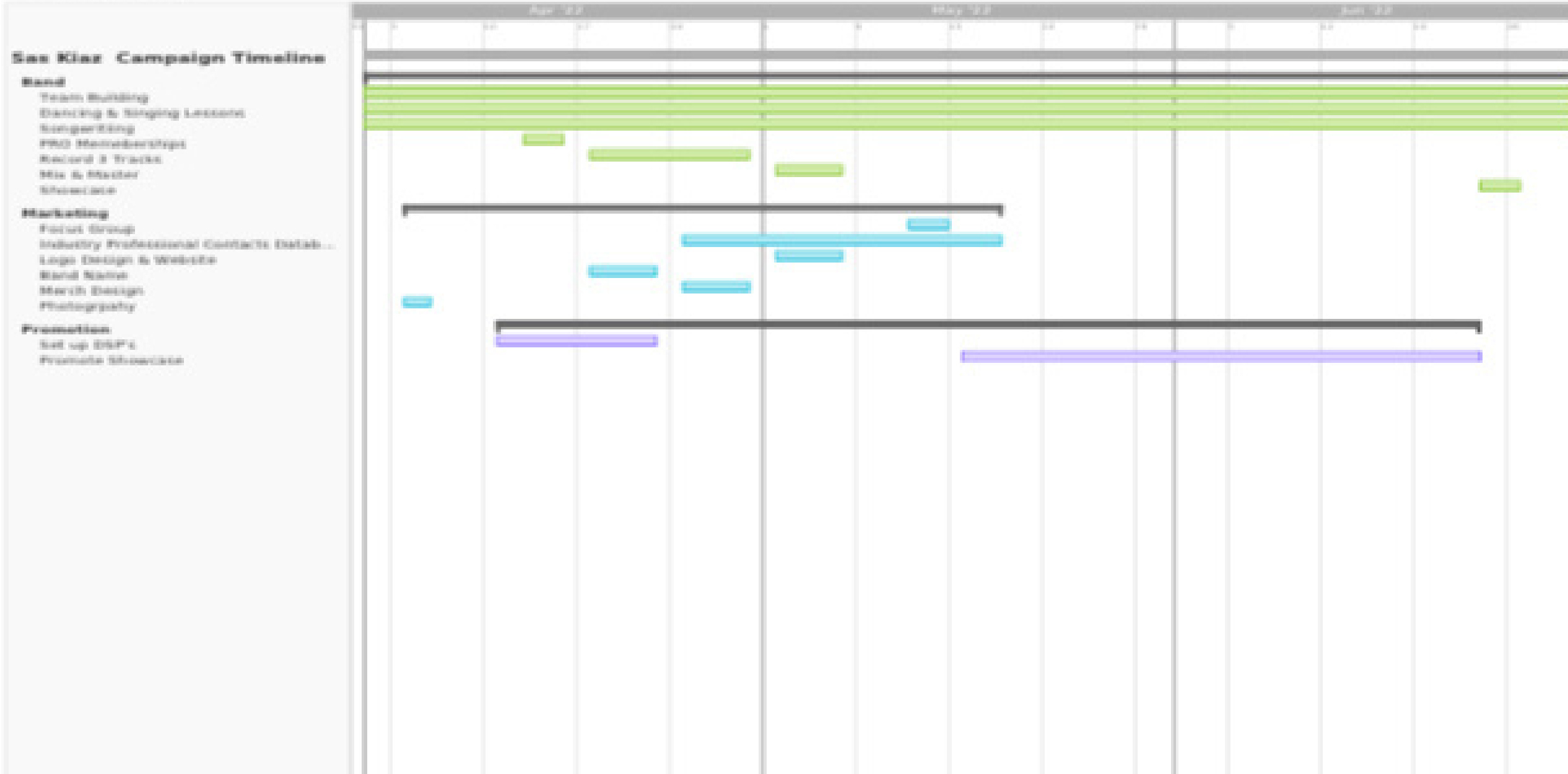


- Funding options will be available via various means this would be done through diversity, career development and giving back to local communities through Charities, creativity and education.
- Funding will be available once a year for each organisation.
- They can be used through each stage of the artist development process.
- Adds credibility to the project.
- Free Legal advice available.
- Funding Available once established to help with exports.
- Advertisement of Funding via Newsletter.

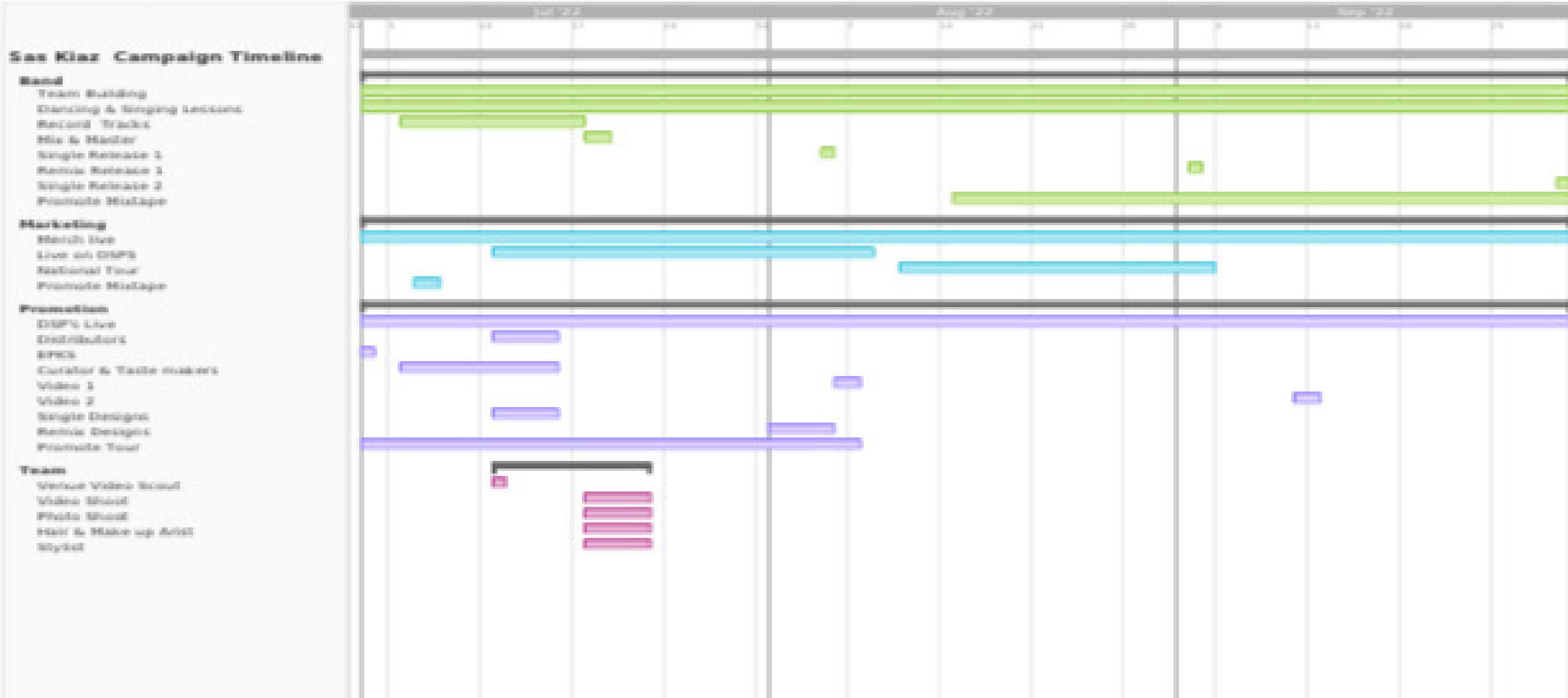
Campaign Timeline



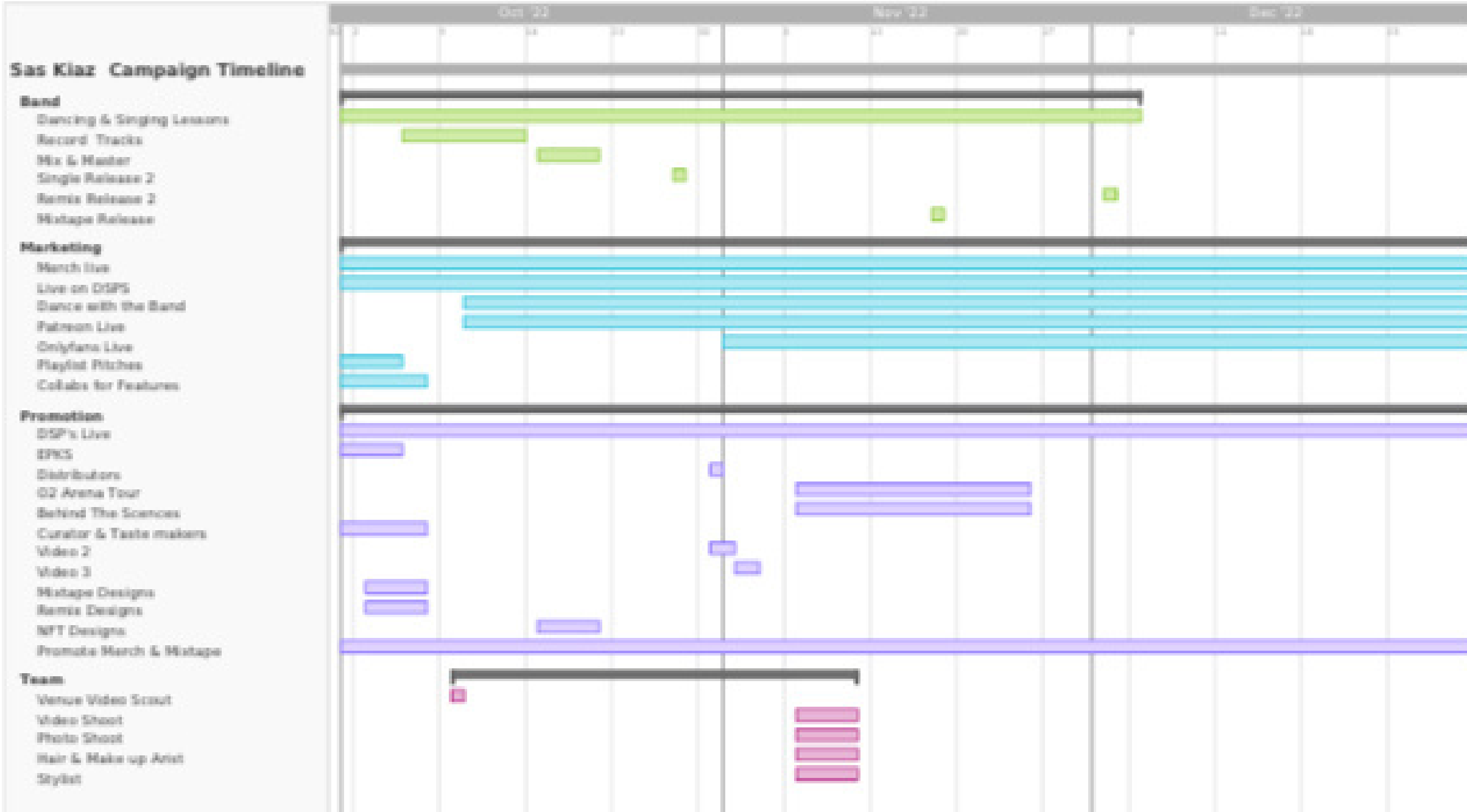
Campaign Timeline



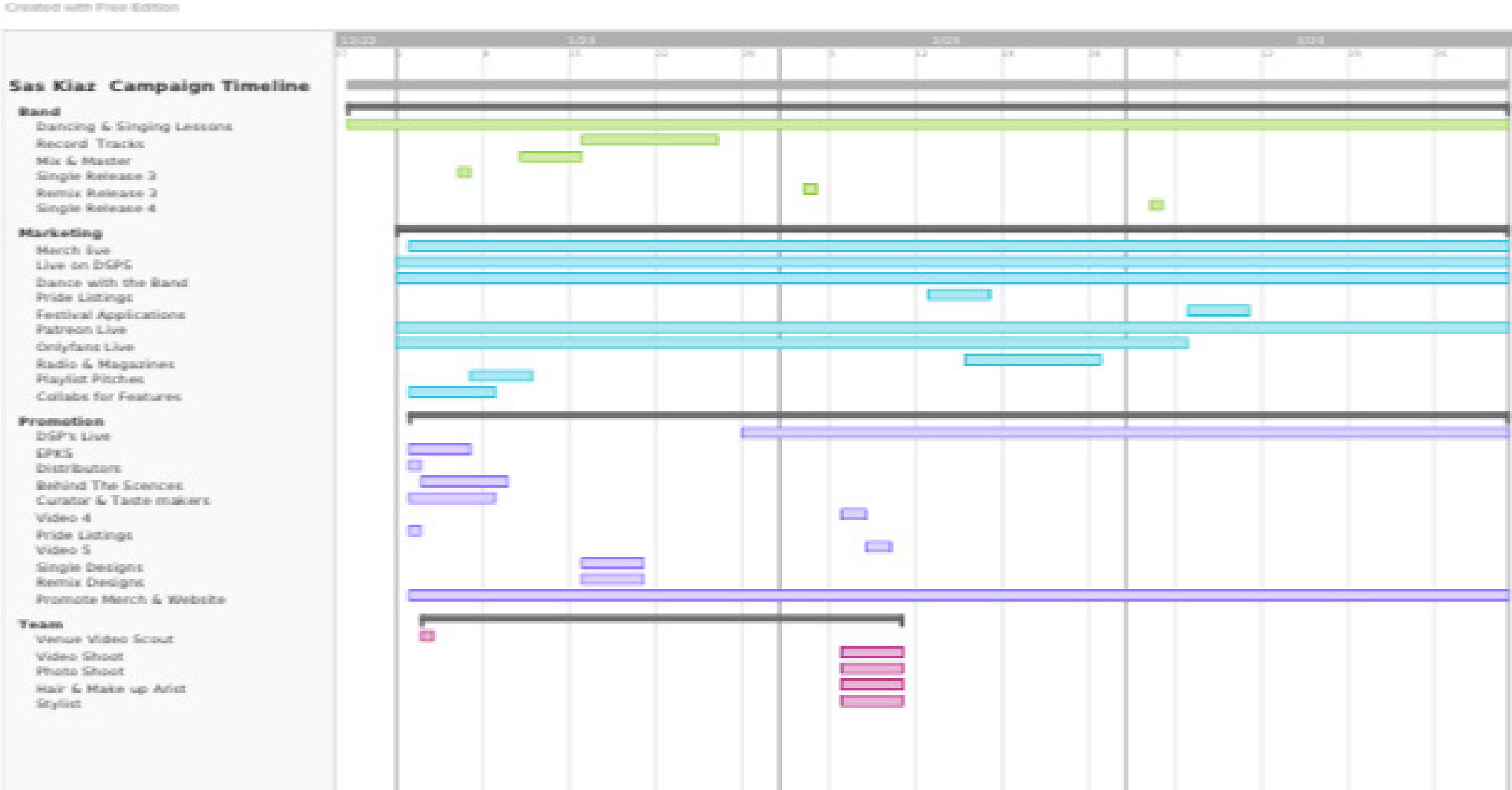
Campaign Timeline



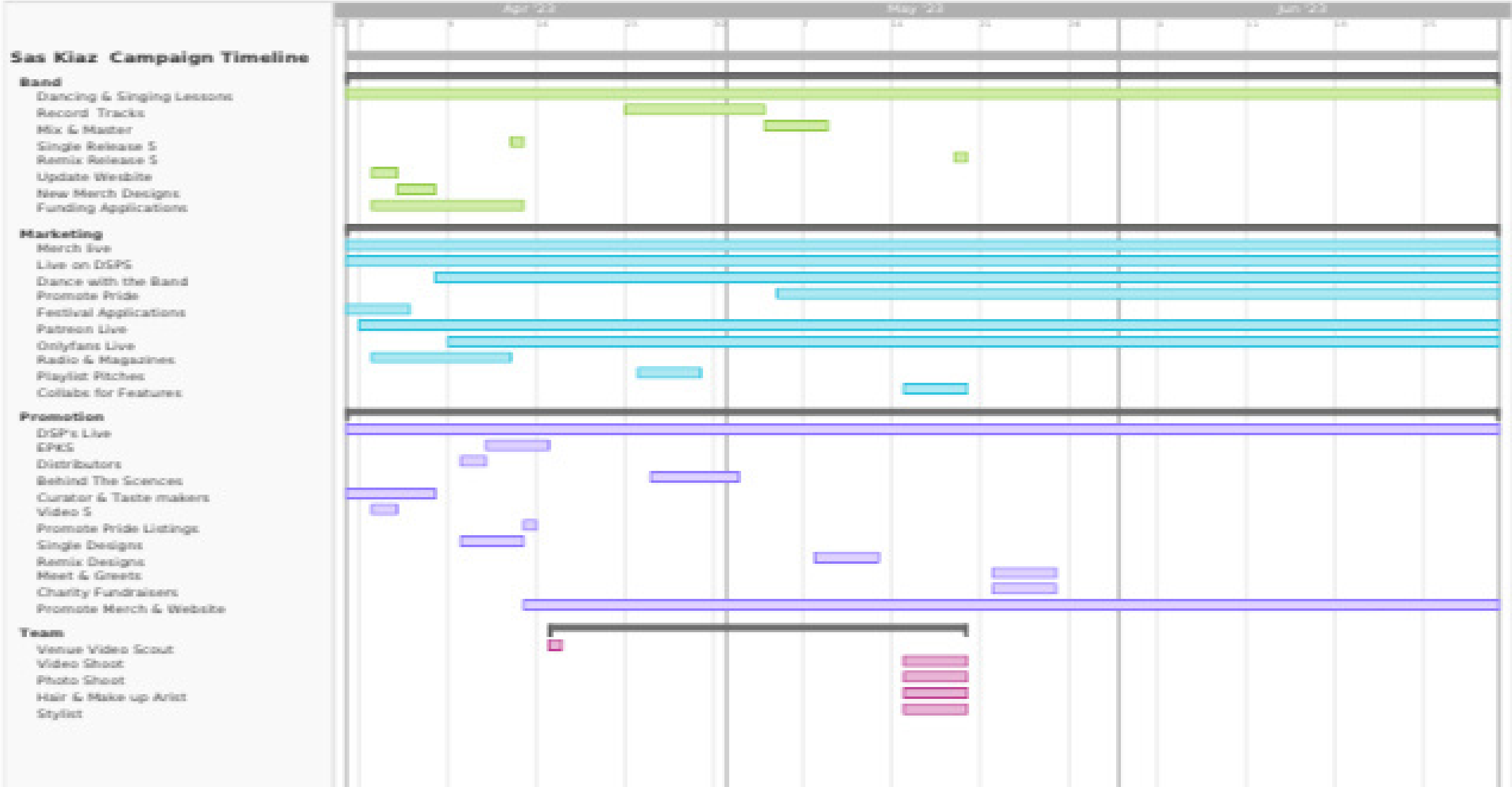
Campaign Timeline



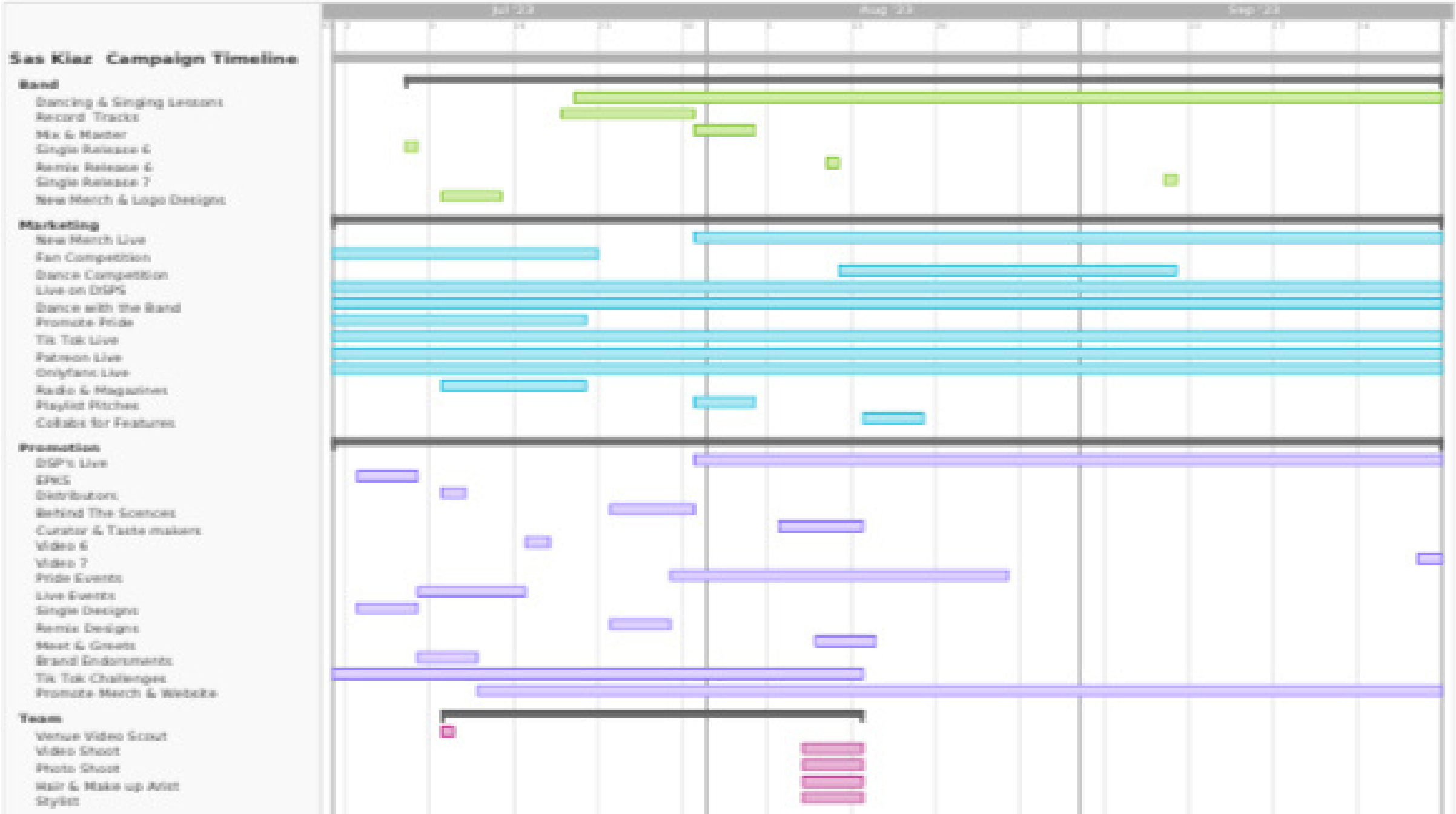
Campaign Timeline



Campaign Timeline



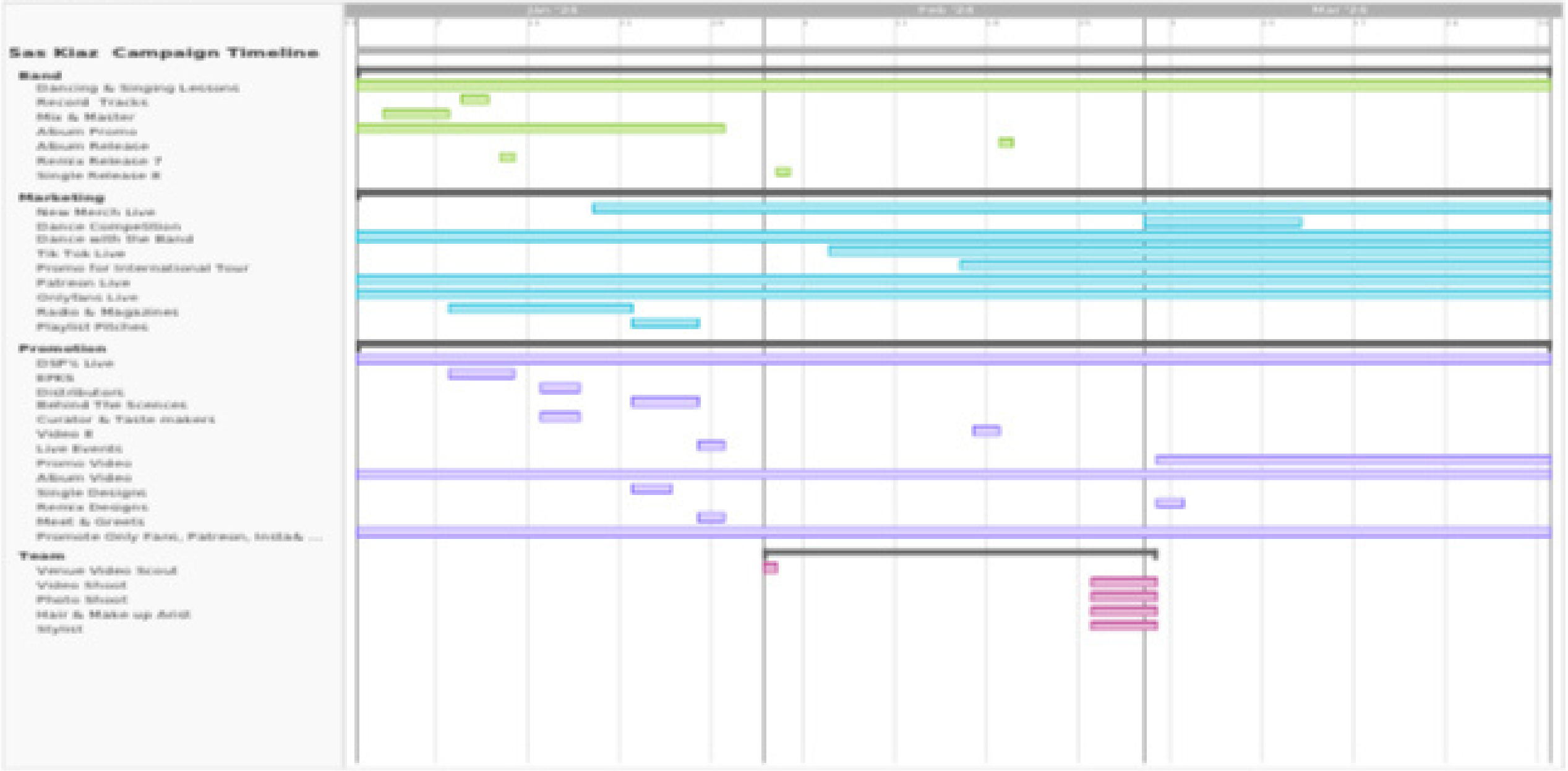
Campaign Timeline



Campaign Timeline



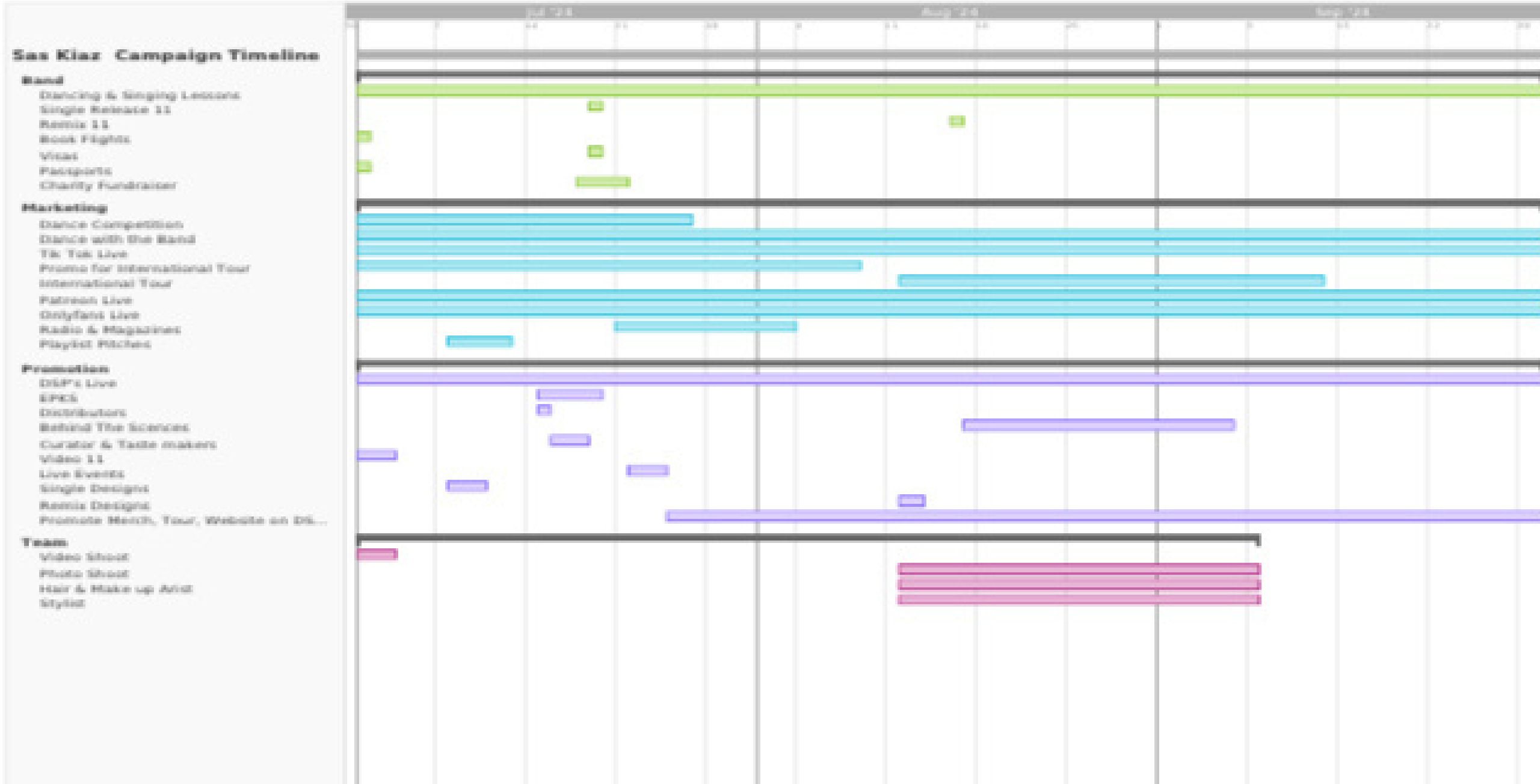
Campaign Timeline



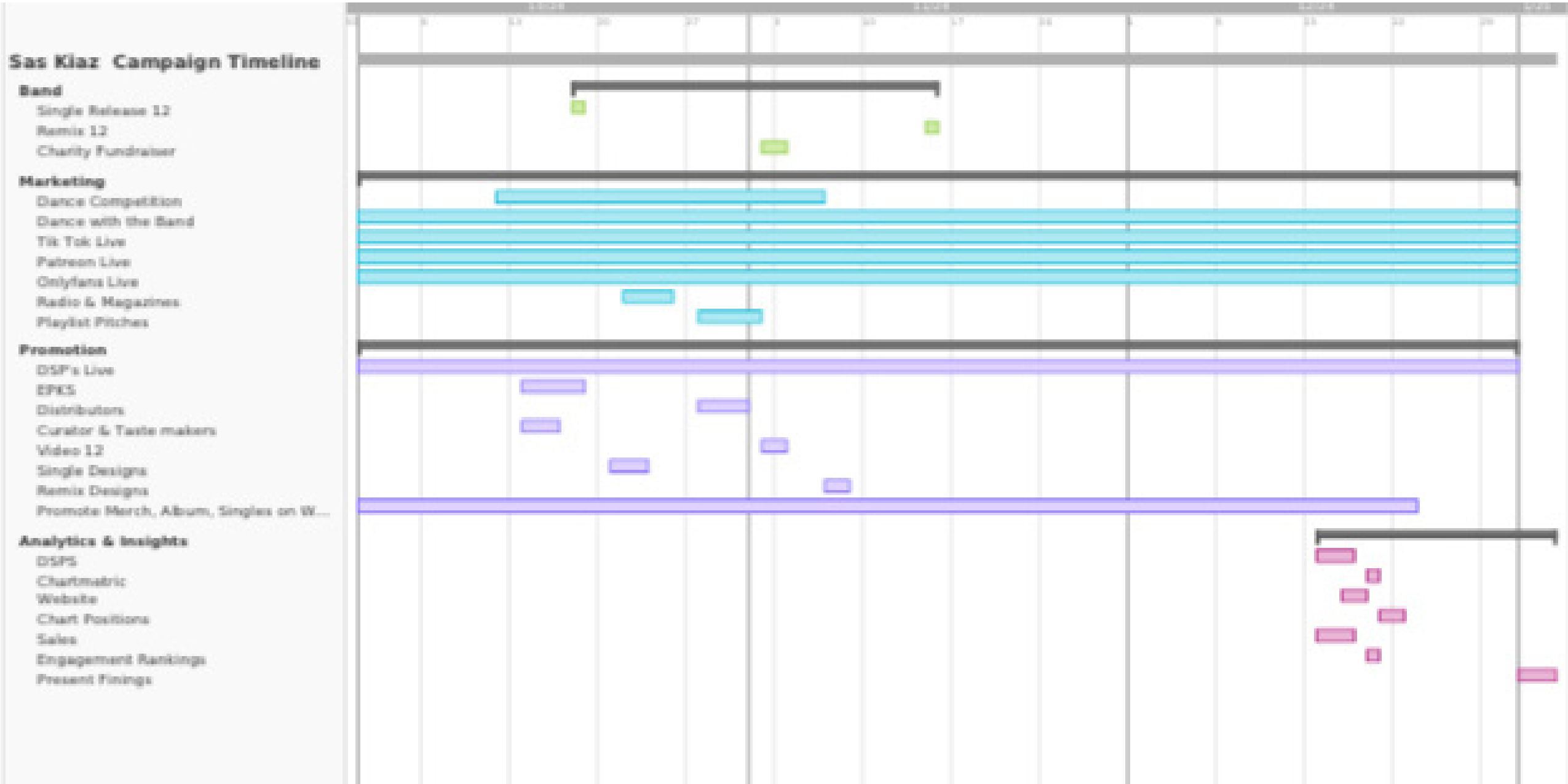
Campaign Timeline



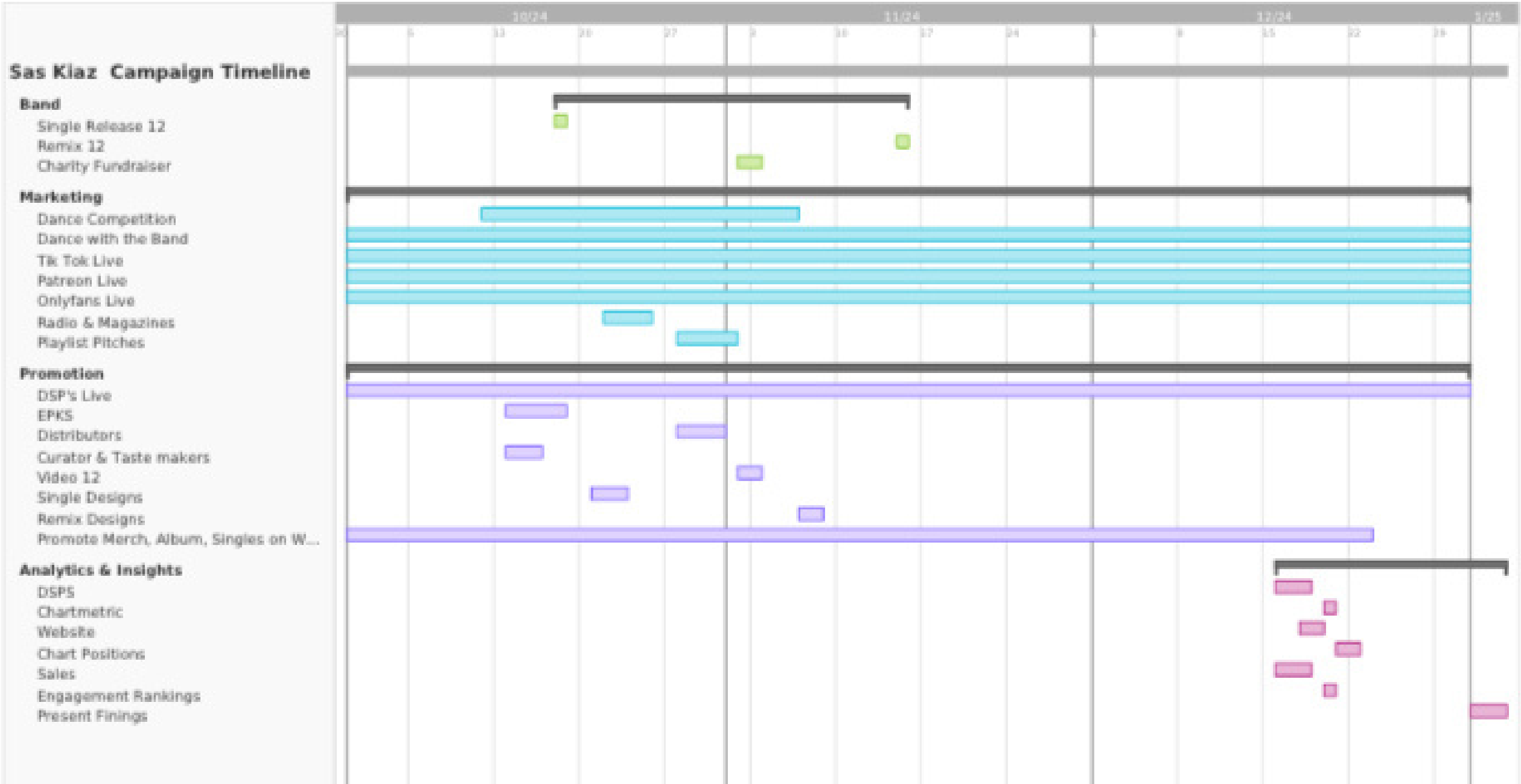
Campaign Timeline



Campaign Timeline



Campaign Timeline



Conclusion

This project will help generate support and awareness around trans issues, highlight issues faced by the LGBT community, race related issues as well as connect with both young men and women on personal views and preferencesIt will help empower other transgender youths and LGBT creatives, aswell as offer a source of guidance and support . The reasons for this are because one third of 16–24-year-olds identify as LGBT, again helping the band appeal better to its audience. (www.musiciansunion.org.uk) 85% of respondents agree that there is a gap in the UK music industry for transgender artists, and 89% of respondents felt that equality and diversity is either important or an extremely important issue facing the music industry in the UK today. (Survey One) This project aims to help make the industry more inclusive and diverse as well as represent the communities in which we live, making society a kinder more accepting environment.

This campaign is personal, intimate, and creative, offering fans on all levels something that's suited to them and their own personal needs and preferences. It has incorporated a variety of forms of entertainment to act as a consistent and a wide appealing product including music, fashion, beauty, education & art. This is too ensure we cater to a wider range of needs and tastes as possible within the target demographic, but also ensuring that the needs of the audience are catered for, which offers the best chances for success. The first year of the campaign will focus on building the band, team building, reputaion building and industry networking.The second year of the campaign will focus on a mixtape release, national tour, which will tie in with the various Pride events. The third year will focus on an album release and international tour, followed by a documentary release and soundtrack.

Music is now more interactive and immersive and in today’s society people tend to value experiences over a product and would tend to buy in once they have experienced something rather than just buying it. This means campaigns need to be more innovative, creative and offer the customer the experience they are looking for, so they can also go and tell their friends. The rise in digital has revolutionized the music industry, music markets have grown globally and music is now consumed in more places than ever before. The pandemic has accelerated the change in music habits, the industry has become more centralised and consolidated. (Cliff Fluet, INO CON 2021)

Conclusion

There are a few risk factors that could impact the proposal which include financial implications including funding of the project, equipment, and rehearsal space as well as ensuring all team members are onboard before the campaign starts. Contingency planning is a must and every eventuality must be pre determined like having an additional band member just incase issues arise in the team building process. Money is another barrier for this project to become viable, however there are several options for funding available for the group and am also looking to pitch the idea to the Tileyard investment fund at the beginning of next year. The time frame is flexible and can allow for delays at the start of the project if needed. Every part of the production from beginning to end will be monitored and evaluated to ensure the best possible outcomes.

Focus groups, feedback, market research and interviews have proved invaluable and have been able to build a sound base of contacts in forms of support, advice, partnerships and clarification.

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Appendix

Copy of Sirenz Focus Group Survey One Branding
International Music Marketing Saskhia Menendez Survey Results

1. Which Colour Scheme Do You Prefer?



Answered: 20 Skipped: 1

Black & Gold	65%	13
Black & Red	10%	2
Black & Silver	25%	5

2. Which Fashion Theme Do You Prefer?



Answered: 21 Skipped: 0

Animal Print ... Ghetto	28.57%	6
Sporty... Sexy ... Street	19.05%	4
Classic ... Chicccc	52.38%	11

3. Which Logo Design Do You Prefer?

100% Percent Correct

1/1 Average Points



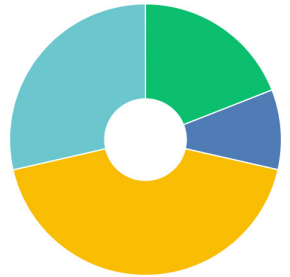
Answered: 21 Skipped: 0

✓ A	42.86%	9
✓ B	14.29%	3
✓ C	42.86%	9

4. Which Girl Group Do You Prefer?

100% Percent Correct

1/1 Average Points



Answered: 21 Skipped: 0

✓ Group A	19.05%	4
✓ Group B	9.52%	2
✓ Group C	42.86%	9

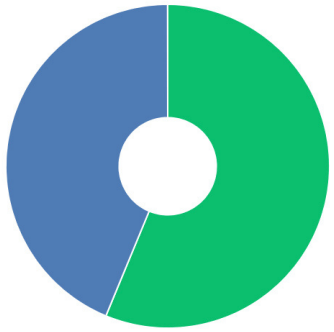
https://www.surveymonkey.co.uk/r/NMFHR8Y

Appendix

International Music Marketing Saskhia Menendez

LGBTQI Survey Results

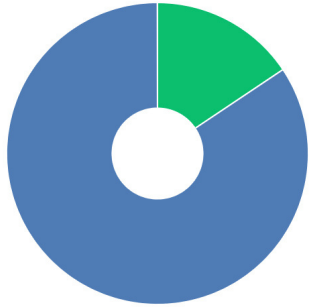
1. Do You Feel The Music Industry In LGBTQI Inclusive?



Answered: 32 Skipped: 0

Yes	56.25%	18
No	43.75%	14

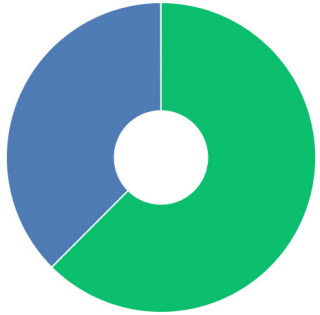
2. Do You Feel Transgender Musicians are Equally Represented?



Answered: 32 Skipped: 0

Yes	15.63%	5
No	84.38%	27

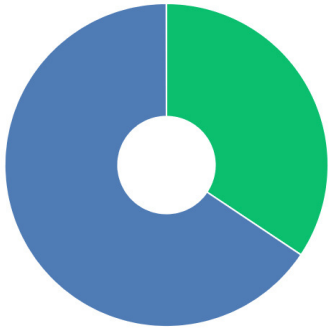
3. Do You Identify as LGBTQI?



Answered: 32 Skipped: 0

Yes	62.5%	20
No	37.5%	12

4. Do You Know of any Transgender Recording Artists?



Answered: 32 Skipped: 0

No	34.38%	11
Yes	65.63%	21

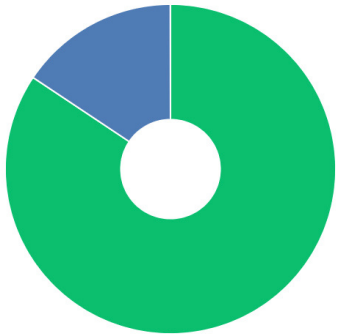
https://www.surveymonkey.co.uk/r/J5Q8TXY

Appendix

International Music Marketing Saskhia Menendez

LGBTQI Survey Results

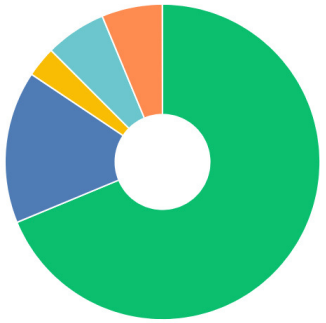
5. Do You Feel There is a Gap in the Music Market for Transgender Musicians?



Answered: 32 Skipped: 0

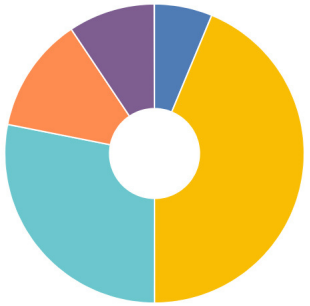
Yes	84.38%	27
No	15.63%	5

6. Do You Feel More Work Needs To Be Done on Diversity & Inclusion?



Answered: 32 Skipped: 0

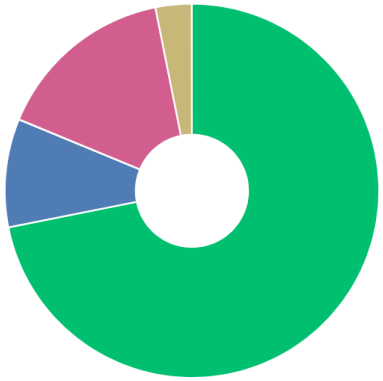
Extremely important	68.75%	22
Very important	15.63%	5
Somewhat important	3.13%	1
Not so important	6.25%	2
Not at all important	6.25%	2



Answered: 32 Skipped: 0

Under 18	0%	0
18-24	6.25%	2
25-34	43.75%	14
35-44	28.13%	9
45-54	12.5%	4
55-64	9.38%	3

8. Please Describe Your Ethnicity



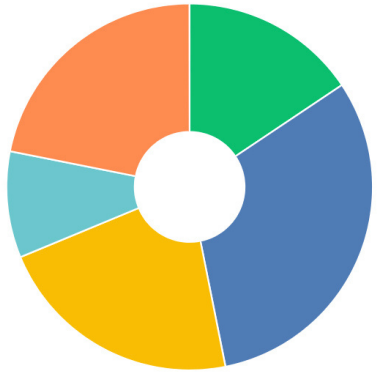
Answered: 32 Skipped: 0

White or Caucasian	71.88%
Black or African American	9.38%
Hispanic or Latino	0%
Asian or Asian American	0%
American Indian or Alaska Native	0%
Native Hawaiian or other Pacific Islander	0%
Mixed Heritage	15.63%
Other	3.13%

Appendix

International Music Marketing Saskhia Menendez
LGBTQI Survey Results

9. How Much Do You Spend on Buying Music Per Month?



Answered: 32 Skipped: 0

Up to £5	15.63%
Up to £10	31.25%
Up to £15	21.88%
More Than £15	9.38%
None	21.88%



Answered: 32 Skipped: 0

Singing Ability	31.25%
Personality	9.38%
Style	6.25%
Narrative	25%
Entertainment	28.13%

Appendix

Email from Paul Bonham MMF International Music Marketing Saskhia Menendez Results

Hi Saskhia

Great to hear from you and that things are going well with the studies. I wonder if you might be interested in meeting some other managers working in pop/r&b space and would probably be interested in sharing some thinking on your plans?

There are two on Accelerator which I think would get your concept for a trans girl group Biogs from them below. I'd be happy to intro you, both are in the LGBTQI family too 😊 Paul

⇒ ROB HARRISON

Rob Harrison's passion for music management started early. As a teenager, he would send encouragement and ideas to unsigned artists on MySpace. His first taste of the music business came when one of those artists, a then-unknown Pixie Lott, was signed to Mercury Records. When her debut single hit #1, Rob was hooked. He then worked with YMU (Pixie Lott, The Script), Modest! (One Direction, Little Mix), and Tileyard Music (Sigala, Ella Eyre) before becoming an independent manager in 2019.

His roster now includes some of the most exciting and hotly tipped emerging acts in the UK, including teenage singer-songwriter Erin Bloomer, artist and producer TS Graye, and a soon-to-surface British girl group. As well as managing artists, Rob is the founder of Listen Generously, an independent record label, and an A&R consultant at Island Records. He is particularly interested in sustainable artist development, mental health and wellbeing, and building and belonging to diverse and inclusive teams.

ROSTER // ERIN BLOOMER, TS GRAYE

JAZZ ROCKET, 67 ARTISTS (LONDON)

Management: Yo Preston, Tinx, Tylr Rydr, Hakon, Xandr Fox & O.X.X.

Jazz is a manager of artists, producers and songwriters as well as an A&R consultant. Originally from Birmingham, he started out in music as a performer and scored two Top 40 singles when part of a band in the early 10's, he ventured into management by cutting his teeth at ATC & Prolifica Management and founded 67 Artists in late 2018.

Appendix

Carrie Grant Correspondance

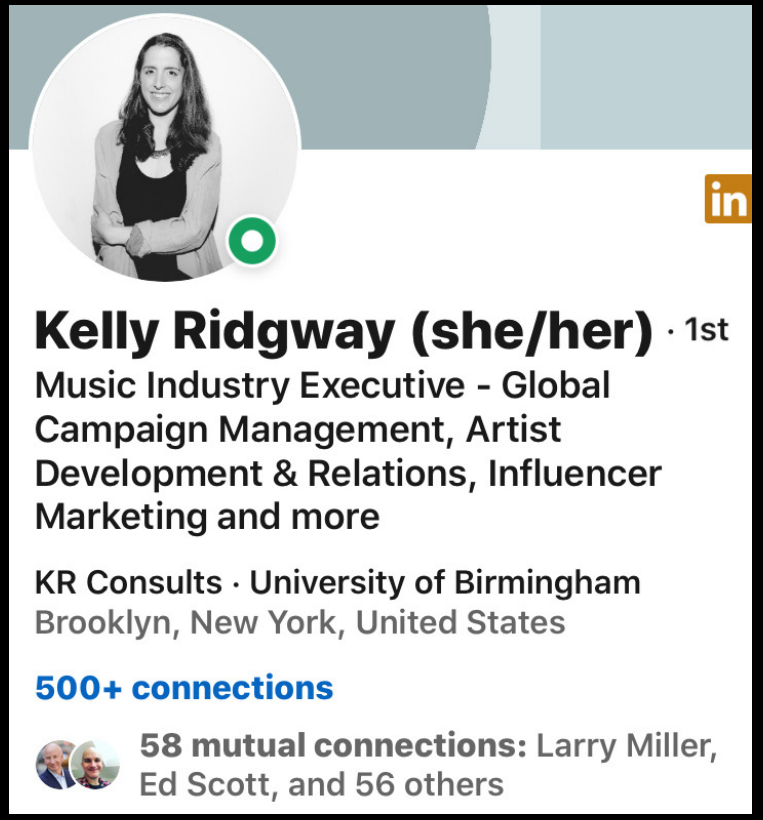
International Music Marketing Saskhia Menendez Results

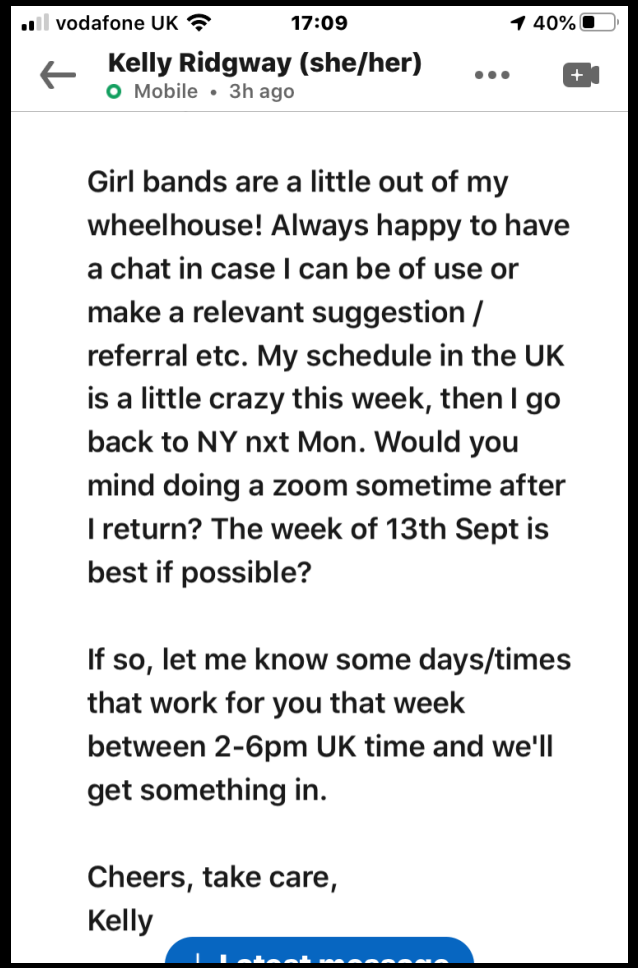


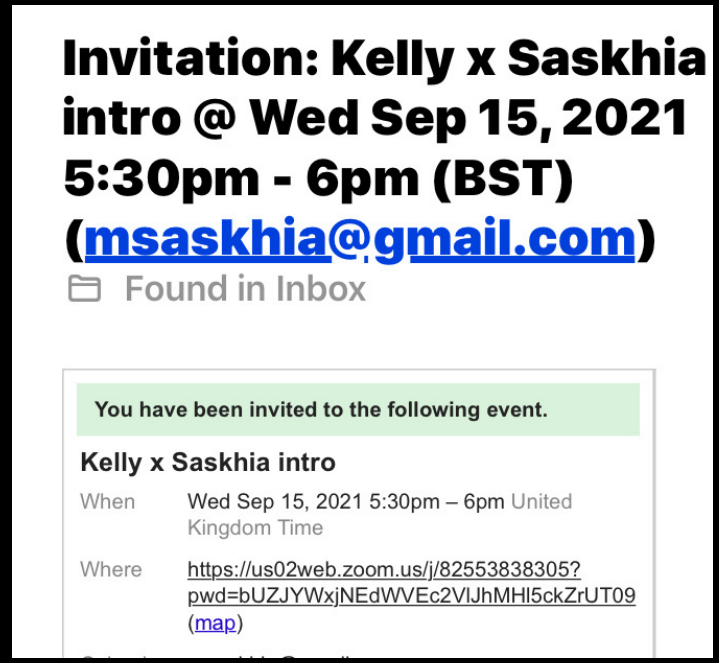
Appendix

Kelly Ridgway Interview Confirmation

International Music Marketing Saskhia Menendez







Appendix

Dave Rowell Autonomy Music Group Feedback
International Music Marketing Saskhia Menendez

Really appreciated David, I will get my written proposal sorted and then send you a copy we can then discuss as my project is not quite due yet it's end of October.
Really appreciate your help. 😊
Talk soon,
Saskhia

David Rowell • 12:14 pm
All good. Take care. Best David

WEDNESDAY

David Rowell • 9:07 pm
Hi Saskhia. I know you mentioned you were working on a Trans band idea. I also think there is a gap in the market for a project that is genuinely well thought through. More than happy to help if you need a sounding board. Have a lovely evening. Best Dx

Saskhia Menendez (She/Her) • 9:16 pm
Ah thanks David.. Thats amazing and yes thats my plan, really appreciate you reaching out. I will defo be in touch x

---

DR **David Rowell** 28/08/2021
To: Saskhia Marie >

Hi Saskhia,
Hope you're really well and having a lovely weekend. I have just come back from a festival so your overview has been great reading

Thanks so much for sending. It is a really strong idea for sure.

Very well balanced and presented.

The big voice for the project is the ability of the music and the narrative of the project to connect with people of any gender or colour. Their is an obvious core audience but there is massive crossover potential with the right music and approach.

Everyone is a potential audience

Whilst their is an obvious longer term proposition to address thr wrongs of the music industry as well as society in general the music has to be utterly brilliant and the artists need to be utterly amazing. This for me is an equally important aspect. The credibility of the music will give a strong platform to talk further and longe about the crucial changes and education that need to be imparted.

This cannot be Conchita or Dana International (I know it won't be) but it can't be overshadowed by the wider narrative. I went to the Dana International Eurovision in the 90's. She was amazing and I genuinely loved the track but her gender came before the music.

It is not a sideshow that can be misconstrued or the intentionally edited trans band on X Factor a few years ago. My heart dropped as being transgender was been treated as a joke or something taboo. It's not and it put trans rights back years I felt.

You have been both passionate and eloquent with your presentation of the gap in the market.

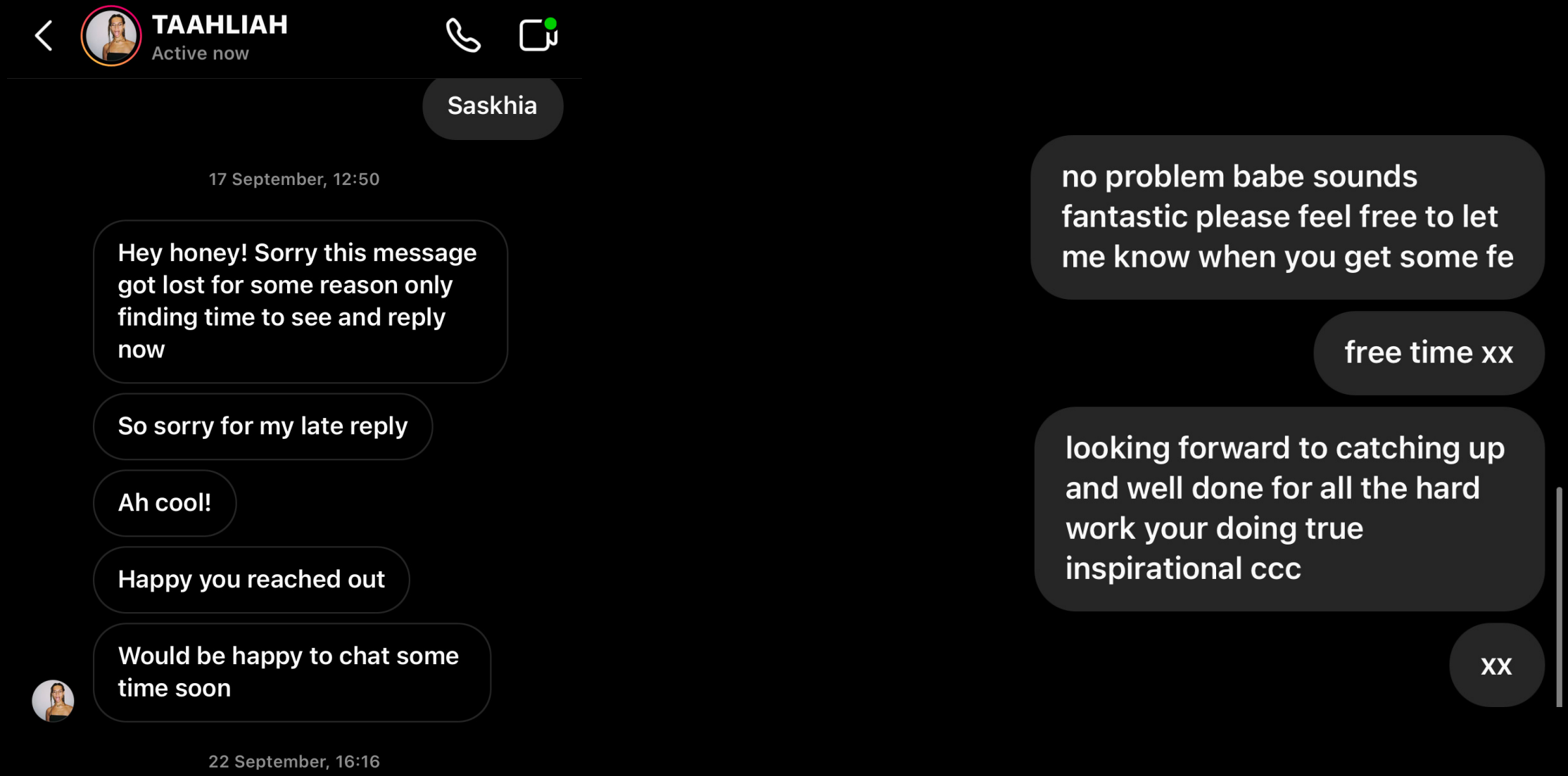
Seriously well done Saskhia

Very best
David x

Appendix

Taaliah Correspondance

International Music Marketing Saskhia Menendez



Appendix

Christine Osazuwa Warner Records International Marketing & Insights Manager Correspondance

International Music Marketing Saskhia Menendez

Saskhia

AUG 17

Saskhia Menendez (She/Her) • 10:05 am
Morning Christine,

Just wanted to say a massive thank you again, for giving me a chance to discuss my career development goals.

I really enjoyed myself and learnt so much, was such a pleasure to meet you! I'm pretty sure my next lots of applications will be a lot more up-to major label standards.

Have a great week ahead & will see you next week for measure of music. I also reached out to Taaliah, so will keep you posted on how things go. ☺️

Best of wishes,

Saskhia 😊

AUG 24

Christine Osazuwa (She/Her) • 4:28 pm
So great to talk with you Saskhia! Absolutely best of luck in your search, you're truly a shining light and any company would be so lucky to have you!

Saskhia Menendez (She/Her) • 4:45 pm
Thanks Christine that's so very nice of you! God bless you and will defo see you later on this week 😊⭐

AUG 26

Christine Osazuwa (She/Her) • 5:34 pm
Hi Saskhia, I've had to reschedule today's session. So sorry! Wanted to drop you a note to personally let you know. Hope you can join in September still!

Saskhia Menendez (She/Her) • 6:21 pm
No problem

Thanks for letting me know Christie.
Xx

AUG 31