

Reflective Summary

I Need It All (Remix) Release and Launch Event

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Abstract

For this reflective summary I will go over the steps my group and I have went through to create this single release and launch party. This includes the process it took to make the remix, preparing marketing material and promo for the single release and party.

Getting The Single Remixed

This specific single remix stems from a song I already released two years ago called “I Need It All”. This song was one of my most popular songs in America. Having Radio play, Spotify placements etc. The process to find someone to remix the song was fairly easy due to the fact one of my Music Business classmates really likes the underground hip hop sound of the song (image 1).

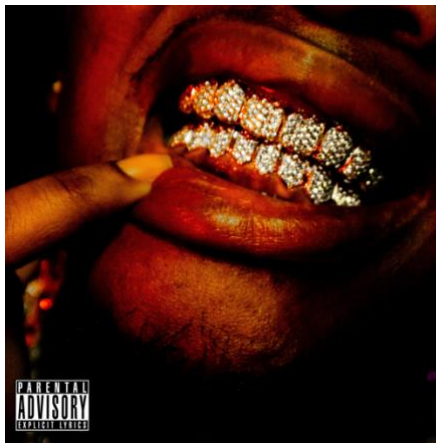


Image 1. I Need It All cover art

All I had to do to get the process started was send my classmate the wav. Files of the individual vocals so he can properly mix them in with the instrumental he creates. Im not gonna lie my classmate was so excited to remix the track he made two different version in less than a week. The overall vibe of the remix I chose is a more upbeat hip hop fusion with house track. What made this collaboration even better was my classmate made the remix free of charge. Which saved money when it came to the groups budget for this remix and release party.

Key Roles

Management:

Serine - Curating, **Promo/** core **marketing**, in charge of creating spreadsheet **budget**, overall producer and management/ manager, constant communication with Tay for stats information for marketing. **Overseeing** the final touches, managerial duties, contacting sponsors, speaking to live agents. Sort a guest performance for more ticket sales.

Rabia- **A&R**, **PR**: Contacting radios, magazines, **quality assurance mixes: single master, radio mixes.**

Events Organisations:

Andre- Research ideal locations for Tae's audience, find photographers (Instagram), check the capacity of venues and check in with Tae to see rough numbers and ticket sales, AT THE VENUE **check lighting with Tae**, (management believes in Marina and Andre's aesthetic vision.)

Marina- **Contacting promoters**, **liaising with the artist to see traction for headcount**, double checking sound systems, Marina and Tae **set design**, create poster, online ads,

Artist:

Tayshawn- Financial contribution, release weekly content: fan interaction, have creative ideas for weekly competitions, **Data analysis updates:** **Google AdSense**, this all to recoup on budget. All graphics and artwork, for single, shows; and be in charge of the video for the ads and general promo.

Release Date and Distribution

For the planning of the release date of this remix we had to factor in a few thing:

1. What my availability was the next few months
2. Who was my main competitors and see if they would be releasing music at the same time
3. What would be the most affective amount of time to promote and market the remix and release event
4. What is the capabilities of the chosen distributor
5. If I should release this remix as a standalone track or make it a part of a larger project (Album, EP etc.)
6. Lastly what will be the budget to market and promote the remix and release event

For my availability I'm pretty flexible so that wasn't really a major issue. Especially since we weren't going to be releasing the remix and launch event until months in the future.

When it comes to my main competitors when releasing this single I had to sit down with the project manager of this event (serine) and review artists pages who make similar sounding music as myself ie. Travis Scott, A\$AP Rocky etc. Non of the artists we reviewed who have the similar sounds to me were releasing anything that we could see so we had plenty of room to choose a date.

Serine has had previous experience with managing artists and coordinating events so she advised that the most effective time span to promote, release and have the release event is 90 days. The promotion for the remix will start in January. To build anticipation for the remix, which will release march 3rd. The actual release event would than take place march 31st. Giving roughly a month to promote the launch event.

Art first I didn't think that would be a good idea because people tend to lose interest in things if the dates for events is to far in advance but I trust her managerial abilities.

The distributor for this remix is Distrokid. I personally use them to release all of my music works so this was an easy task. This even saved money on budget because I already have a membership with them to release an unlimited amount of tracks.

Next was choosing whether or not this track would be a standalone single or part of a bigger project. That's when we sat down as a group with this assignment A&R(Rabia). We decided to just release this Remix as a single due to the original song already being part of an album I've released this year.

Lastly, we had to figure out what part of our budget would get put towards marketing and promoting the remix and launch event. So to get everyone on the same page we had meetings to discuss overall budget (Figure 2.)



Figure 2. TYX meeting

Marketing Material

This portion is where I had the most input and work to do. I am in charge of Financial contribution, release weekly content: fan interaction, have creative ideas for weekly competitions, Data analysis updates: Google Ads, this all to recoup on budget. All graphics and artwork, for single, shows; and be in charge of the video for the ads and general promo.

Financial Contribution

Like any event it requires money for planning, marketing etc. So I decided to put my own contribution of 1000 GBP to have a bigger budget.

Release Weekly Content

Posting on social media and engaging with your audience is crucial in the success of a campaign. Whether it be a single release, Merchandise release or performance. For this press marketing and promotion run I gathered a series of videos and pictures from recent Shows at the o2 Islington Academy and Soho House White City to make fans hype about watching me perform at the planned event.

I also created a 3D promo video for the event, for when the remix is released and its time to promote the release event. I'll Attach the link to that video here below.
(<https://youtu.be/5HyM45VCmfY>)

The next thing that will be implemented to engage with fans is to have a online competition to win free merchandise. This is something I have done before and it is very successful because in order for the fans to participate they have to tag two of their active followers in the comments and share the promo video to their story. Getting fans to do this boosts brand awareness and boosts your your social media algorithm, thus pushing you to more people organically. This Merch giveaway will be implemented every two weeks leading up the the event. Each competition three fans will be selected to win a piece of merchandise. The way I pick the random winners is everyone that tags two names in the promo videos comments get their name added to a random name picking wheel. The more people they tag the more name entry's they will have on the random name picker (Figure 3.)



Figure 3. Random name picking wheel

Since the remix and the promo video both have a space theme to them I decided to re release a collection of merch I made just for this event (Figure 4.)



Figure 4. Merch for Event

Sales from this pre merch release can be tracked via my Big Cartel account. This shows how much we recouped on our investment to launch this release event. One perk that I usually use to make fans want to buy merch is if they wear a T-shirt or Hoodie from the collection they get a free drink if they wear it to the show.

Location Location Location

Since this is essentially my remix launch party. Ill be hands on with the set design (Alongside Marianna and Andre)

The overall set design I had in mind for this particular night is a recreation of my childhood neighbourhood. Which I want to include a stop sign, Bench and screen backdrop with random pictures moving through them. With the Help of Marianna we managed to find all we needed to recreate this image within the budget via amazon and online websites.

Andre was in charge of location but I'm not going to lie I was being very picky with the location chose because I wanted to have a venue with at least a 300-400 person capacity. In the end we decided to use the Camden Assembly. Im so picky I even just went ahead and contacted one of my friends to come do the photography for the night just because I know the quality of his work is second to non. My friend even told me he would film the whole night for 200 pounds when he usually charges 450 pounds for events of the same capacity.

Timeline for Social media promotion

January 14th 2023- Post a Snippet of The Remix on my snapchat and Instagram Story.
I will continue Doing This For Two Weeks Straight

February 1st 2023 Post a story asking Fans when do they want me to release this remix.
Continue to Post Snippets for another Nine days and Asking fans if they want it the third of March.

Make sure to do Yes and No Polls to repost results. Fans love to see other people engaging with your content.

Drop the song art for the remix on my main pages along with more of the song a week before the 3rd of march to build more anticipation. Along with hinting at doing a release party.
The 3rd of March release the remix along with the promo video for the release party.

Both the remix and the event post will be advertised via social media sponsorship.

Go live on instagram an hour after the remix is out to interact with fans. During the live talk about the release party and tell them it's definitely happening. Have links for ticket purchase already available via a link in my social media bios.

Continue to go live every other day until the week of the release party. Ill make sure to recharge any song shares fans do to keep engagement high.

Day of the show go live one last time to tell the fans I cant wait to see them tonight.

Conclusion

To conclude I think this event will be a success because every component is covered. From promotion to location and fan engagement to build hype for both the remix release and the event release. The only thing I would change is the ability to have a bigger budget to get a larger venue and have more stage props and have a bulk order of merch on had to sell in person the day of the event.

Meeting Record

10/10/22- First meeting: decided that we would release one of Tae's songs and we would host an A&R listening session to decide which demo would be best for a single release.

19/10/22- A&R session- "I want it all" single release

27/10/22- Andre was added to our group, we showed him Tae's single and allocated him and everyone else's tasks

04/11/22- Tae's producers finished the final master of the track, we discussed ideal locations for Tae's release show and began plotting out potential costs.

09/11/22- Check-in point: Marina presented ideas for merchandising, Serine began the budgeting plan, we decided on The Camden Assembly Pub, Tae uploaded artwork to google drive.

23/11/22- Tae and Rabia created his SWOT analysis and presented it to the others, we discussed competition and people the artist could collaborate with. Serine began planning the remix.

08/12/22- Serine and Rabia finalise budget, organising content for engagement. Marina, Tae and Andre summarise lighting and set design.

10/12/22- Serine, Tae and Rabia call to discuss marketing and income projection.

13/12/22 - Tae and Marina complete their creative assets, link for Promo vid for show