Term 2
Portfolio
MA International Music Marketing

Chiara Filomeni

DOUBLE Exposure

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3,2,1..

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- THE ADVERTISING
- PLAYLISTING
- ELEVATOR PITCH
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DOUBLE EXPOSURE:

A NEW BEGINNING

INTRODUCTION

DOUBLE Exposure

I decided to work on a project that involves me as well as **Daniel Michalek**, an excellent keyboard player who is working with analog synths, recreating authentic **retro vibe Synthwave** 80s sounds with a modern touch.

Daniel and I were already working together as a **piano and voice duo**, performing my original songs and rearranging covers in the London venues.

INTRODUCTION

A few months ago, while working on a **new reel** to post on Daniel's Instagram page, we decided to try to add a melody line on top of the 80s beat we created.

A 30 seconds reel became a **full song**: we were extremely enthusiastic about the vibe and the meaning of the track.
Therefore we felt to move forward and work on a full EP: **Electric Love**.

The title of the EP carries the name of our dearest song, the one that led us to concretise this project.

For this campaign, I will focus on the release of the first single.

INTRODUCTION

DOUBLE
Exposure

Although the centre of this project is a single track, this marketing campaign will anticipate the full EP.

My main aspiration is that the storytelling will create the desire to know more about the whole album: the audience will wait for the next single in the same way we are all waiting for the next season of our favourite TV Show!

OBJECTIVES

DOUBLE Exposure

BRAND AWARENESS :

Redirecting Chiara and Daniel's existing audience to Double Exposure socials and music digital platforms.

GROWING A FANBASE :

Starting building a fanbase, working on hashtags and launching social media campaigns - after a good analysis of the potential target.

GETTING NEW OPPORTUNITIES:

Playing live gigs, start networking, collaborating with new musicians, and opening other artists with similar genres or styles.

OBJECTIVES

DOUBLE Exposure

MEASURABLE MILESTONES **PRE-RELEASE**:

- Opening a Spotify page and gaining 500 followers
- Building a fanbase of 1000 followers on Instagram
- Gaining 1000 followers on Tiktok

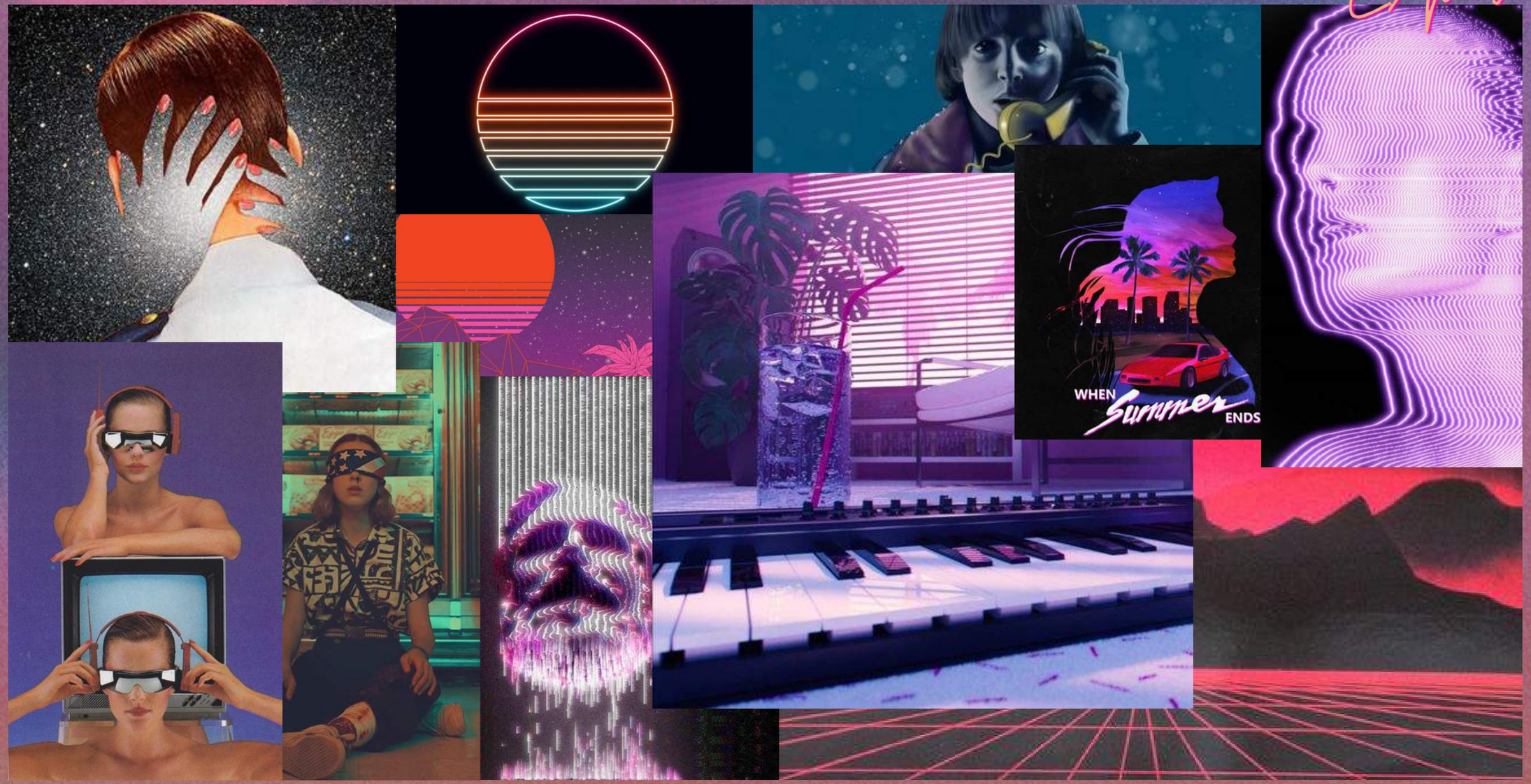
MEASURABLE MILESTONES **POST-RELEASE**:

- Inclusion in at least 3 independently curated playlists
- Inclusion in at least 1 Spotify curated playlist
- Have the track remixed by an artist with a bigger audience

I am following the OKR Goal Setting Model
(Objective, and Key Results):
These Milestones act as lofty targets, and if I reach a minimum of 65% of these targets, the campaign will be considered successful.

MOODBOARD

DOUBLE Exposure



Source: Pinterest (2022)

COLOUR PALETTE

DOUBLE Exposure

#DF5C9
C
SOFT
PINK

#F9AC8
CVERY
SOFT
ORANGE

#304581
DARK
MODERATE
BLUE

BRIGHT
ORANGE
#E55E27

SOFT
RED
#E7485
9

Source: ColorHexa (2022)

THE LOGO

- The logo makes an impact - ideal for merch!
- Double Exposure's fonts and colours are giving a nostalgic retro mood.
- The geometric shape creates a 3D feeling, which adds a modern touch to the retro vibe.

THE STORYTELLING

ARTIST PROPOSITION

HEADLINE

DOUBLE Exposure

HAVE YOU EVER EXPERIENCED
A LOVE THAT LEAVES YOU BREATHLESS,
THAT CHANGES YOU AND MARKS YOU FOREVER?

Then open your heart and let it touch you with the nostalgic sound of Double Exposure's new single:

ELECTRIC LOVE

Double Exposure is an emerging London band composed of a couple who shares a love for the melancholic retro vibe of *Synthwave 80s music*.

ARTIST PROPOSITION

DOUBLE Exposure

Double Exposure expresses the difficulty of leaving the past behind and the inevitable **nostalgia** of the passing of time.

The music is for anyone looking for an **authentic retro vibe**, a nostalgic experience expressed by every manually-tweaked synth sound.

The sound of the Moog Sub37 and the Prophet Rev2 fill out their home in the south of the river.

On stage, this band will guide you into the creative process, showing you how the music comes to life.

Over those past two years, Chiara and Daniel discovered their passion for 80s music, for those **warm romantic sonorities** that make them resonate together.

Their love is stronger than ever, although their music reveals a sentiment for **unrequited love**.

THE MESSAGE

DOUBLE Exposure

Electric Love is only the beginning, the first episode of a complicated love story.

The message that emerges from the song is the difficulty of letting a person go and the hope to find a space where to love again.

The broken heart wonders about tomorrow, about the passage of time, which inexorably distances it from those once loved.

This electric love has left an indelible mark: even though it was painful, love is always worth it.

THE TONE

DOUBLE Exposure

Double Exposure will communicate with its audience in a very *romantic*, but not cheesy way.

Very informal and friendly communication with the fanbase will help them to bond, to feel part of the same story.

Everyone experiences in their life a complicated love.
Double Exposure wants to make the audience feel at home, in that safe place where they can vent, where suffering is only part of a **healing process**, a catharsis that resolves in overcoming a difficult moment.

THE VALUES

DOUBLE Exposure

- SENSE OF BELONGING
- AUTHENTICITY
- NOSTALGIA
- ROMANCE

THE ARTWORK

DOUBLE Exposure

The artwork plays with the name of the band - Double Exposure - which in photography is a technique that combines two photographs into one, layering two different exposures on a single image.

The background recreates the typical 80s mood, with a romantic sunset in an urban context.

The palm is more geometrical and minimal, not following the proportion of the rest of the elements, creating a surrealistic atmosphere.

The kiss of the two lovers is immortalized in front of a landscape that foretells a sense of melancholy.

The two protagonists are of different colours, anticipating their distance and the impossibility of being together, but showing the electricity of their connection.

THE GENRE

DOUBLE Exposure

Double Exposure's musical genre can be described as ***Retrowave*** or ***Synthwave***.
This is a sub-genre which incorporates the modern touch of electronic music and the retro design of the 80s.

It is currently very connected to pop culture, which absorbed this genre making it part of soundtracks for movies and TV shows.

(e.g. Stranger Things)

THE GENRE

DOUBLE Exposure

Synthwave is a modern music genre, which originated in the mid-2000s as a tribute to the pop culture sounds and imagery of the 80s. Synthwave can be considered as a retrofuturistic evolution of some elements from the past, which blends in with modernity.

THE GENRE

DOUBLE Exposure

At the beginning of this new music genre, the most common names for the genre were “**Outrun**” and “**Outrun Electro**”.

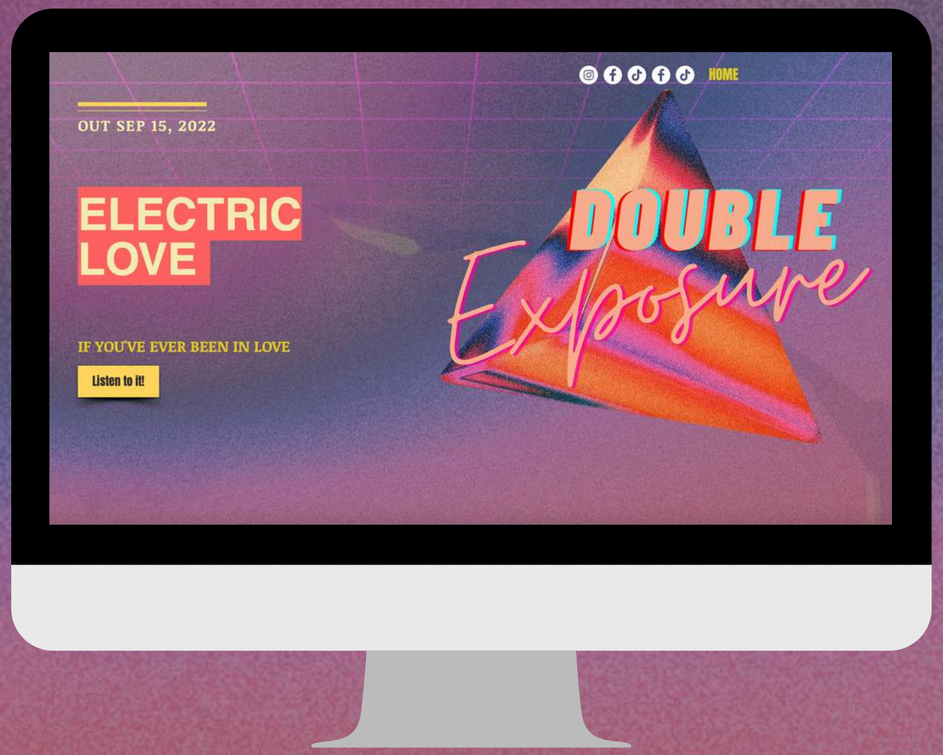
OUTRUN

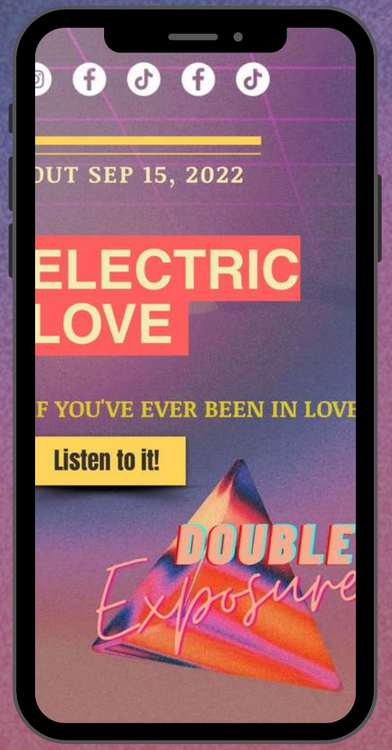
DREAMWAVE

Another sub-genre that characterised the 2010s music background is the one called **Dreamwave**, which is distinguished by breathy vocals and downtempo.

THE WEBSITE

DOUBLE Exposure





GETTING READY

TARGET AUDIENCE

DOUBLE Exposure

Double Exposure is an emergent band with no fanbase. To define the target audience, it is necessary for an analysis of similar artists.

I wanted to have a bigger picture, so I decided to take into consideration 3 types of comparative artists:

- The first one with a **large** following: Kavinsky
- The second one with a **medium-large** fanbase: Electric Youth
- The third is an **emerging** band: Inky Nite

TARGET AUDIENCE

Source: Pinterest (2022)

TARGET AUDIENCE

KAVINSKY

Instagram

Videos Total	2402
Views Total	13.5M
Likes Total	519K
Comments Total	13.7K
Followers Total	154K
Video Reach Combined	19.4M

TikTok

PERFORMANCE

Views Total	36.4M
Likes Total	3.84M
Shares Total	70.2K
Comments Total	45.4K
Video Reach Combined	31.2M

Source: Songstats (2022)

TARGET AUDIENCE

KAVINSKY

Spotify

PERFORMANCE

Monthly Listeners Current	3.29M
Followers Total	811K
Popularity Current	60%

Top Cities

Paris: 98K
London: 46K
Mexico City: 39K
Instanbul: 39K
Los Angeles: 39K

Music

PERFORMANCE

Playlists Current	73
Charts Current	34
Charted Tracks Total	23
Countries Total	110

deezer

PERFORMANCE

Followers Total	391K
Playlists Current	250
Playlist Reach Current	528K

amazon

PERFORMANCE

Playlists Current	34
Charted Tracks Total	2

YouTube

Subscribers Current	126K
Channel Views Total	28.8M
Video Views Total	44.4M
Video Likes Total	530K
Video Comments Total	14K
Video Reach Combined	1.34M

Source: Songstats (2022)

TARGET AUDIENCE

Source: Pinterest (2022)

TARGET AUDIENCE

Instagram

PERFORMANCE

Videos Total	2726
Views Total	5.15M
Likes Total	229K
Comments Total	6236
Followers Total	9755
Video Reach Combined	5.59M

TikTok

PERFORMANCE

Views Total	56M
Likes Total	5.55M
Shares Total	100K
Comments Total	62.7K
Video Reach Combined	35.5M

Source: Songstats (2022)

TARGET AUDIENCE

ELECTRIC YOUTH

Spotify

PERFORMANCE

Monthly Listeners Current	435K
Followers Total	92.6K
Popularity Current	45%

Top Cities

London: 11K
Paris: 9K
Los Angeles: 7K
Dublin: 5K
Mexico City: 5K

Music

PERFORMANCE

Playlists Current	22
Charts Current	1
Charted Tracks Total	43
Countries Total	74

CURRENT TOP TRACKS

deezer

PERFORMANCE

Followers Total	9634
Playlists Current	18
Playlist Reach Current	26.8K
Charts	21

amazon

PERFORMANCE

Playlists Current	21

CURRENT TOP TRACKS

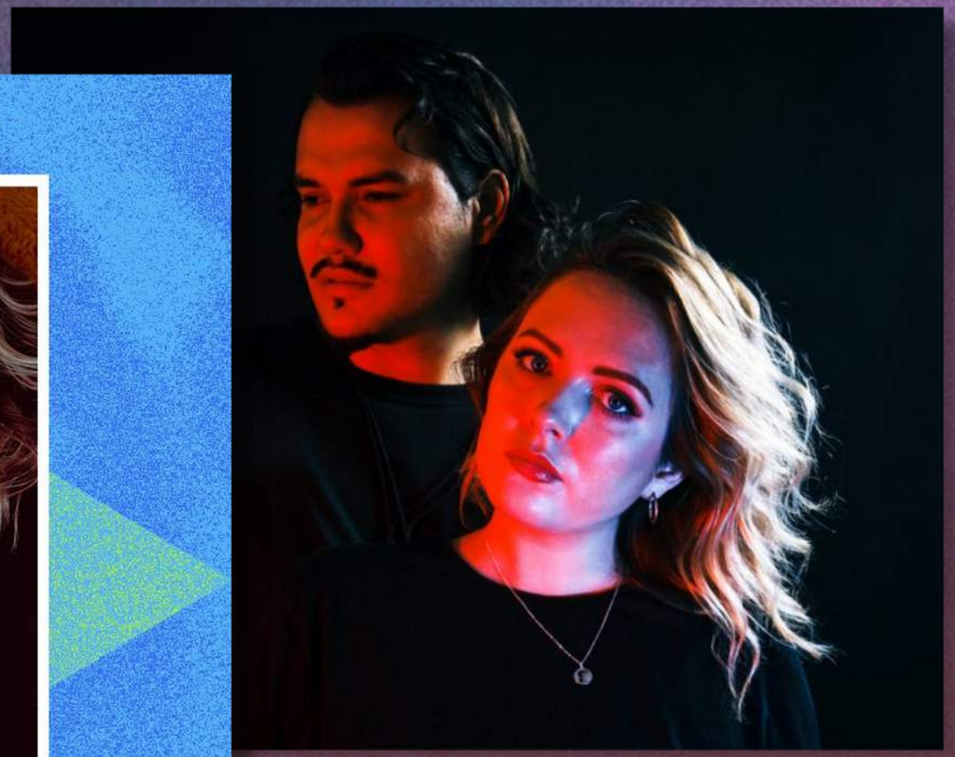
Playlists Charts Featured

YouTube

Subscribers Current	40.5K
Channel Views Total	8.29M
Video Views Total	13.4M
Video Likes Total	148K
Video Comments Total	4671
Video Reach Combined	3.68M

Source: Songstats (2022)

TARGET AUDIENCE

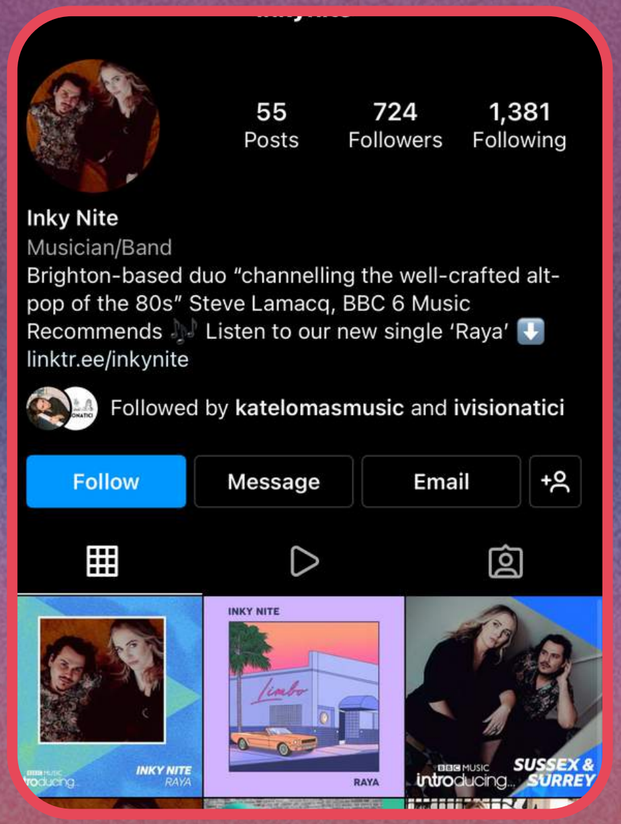


Source: Inky Nite Socials (2022)

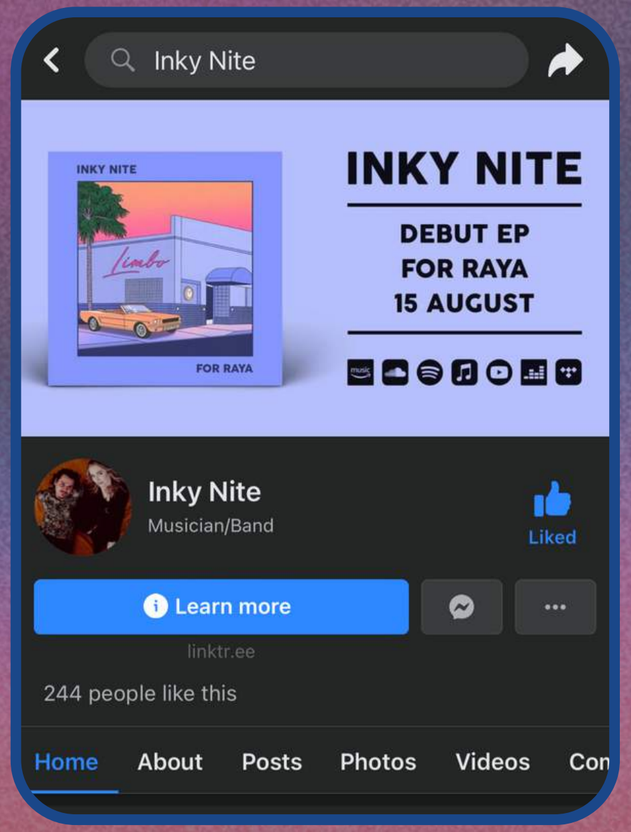
TARGET AUDIENCE

INKY NITE

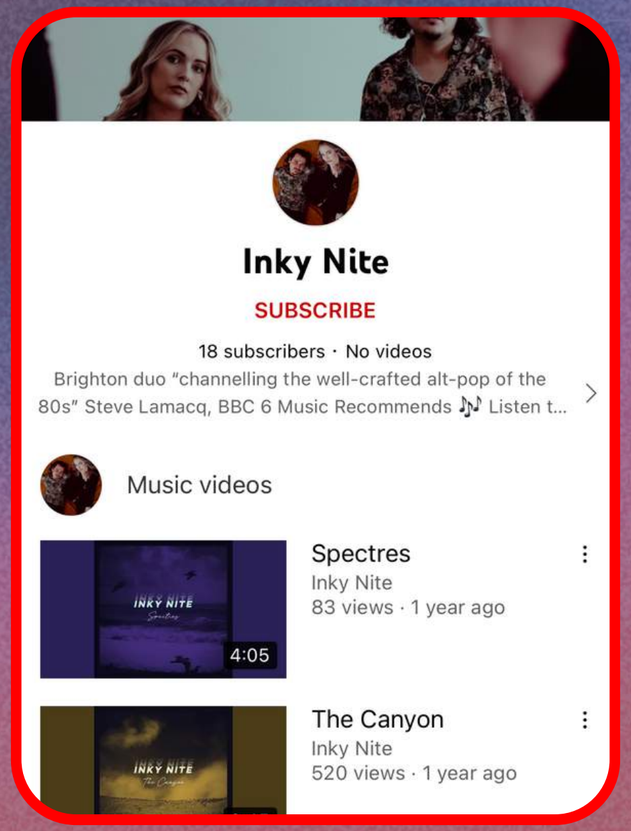
Instagram



Facebook



YouTube



Spotify

Source: Inky Nite Socials (2022)

TARGET AUDIENCE

Inky Nite is a **Brighton-based** band. This husband-wife duo started making dreamy alt-pop anthems in their seaside flat during the lockdown.

They already achieved some goals:

- BBC Radio 6 Music
- BBC Radio Wales
- BBC Music Introducing
- Amazing Radio
- Mahogany Sessions

They're currently working on their three-track debut EP.

I thought it would be a nice starting for Double Exposure to confront another emerging band, with some successes, but also with a lack of a strong social media campaign.

After the campaign that I will run for Double Exposure, I will compare the results with Inky Nite socials, to measure the achievements considering a band with a similar path.

TARGET AUDIENCE

KAVINSKY

ELECTRIC YOUTH

LOCATION:

From this first analysis, the top cities of Spotify listeners of Kavinsky and Electric Youth are:

- Paris
- London
- Mexico City
- Los Angeles

Considering that Inky Nite is an emerging band, the audience is mainly in the UK, with London as a top city.

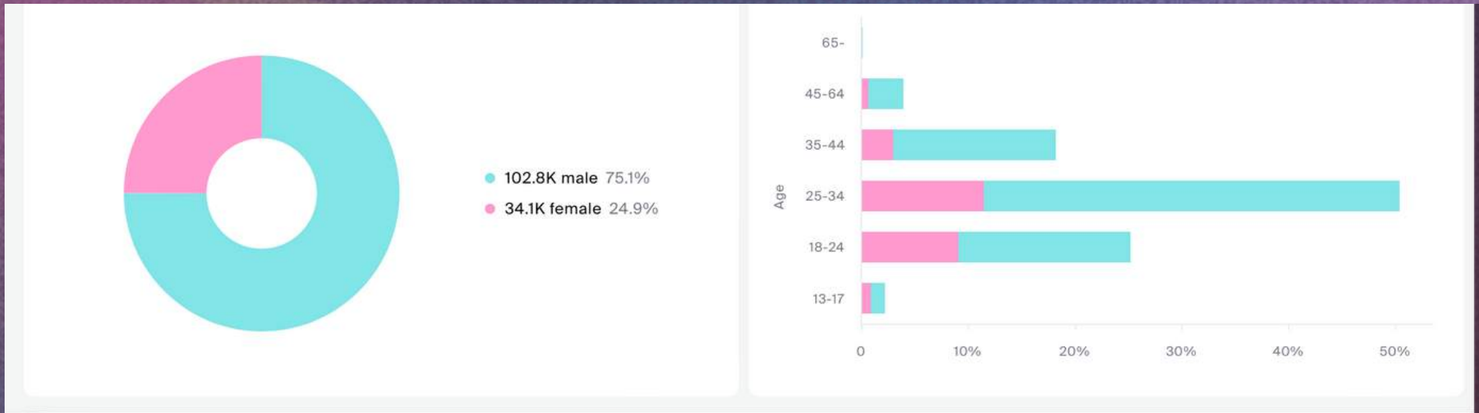
ETHNICITY:

Looking at the top cities, the majority of listeners are likely to be caucasian.

TARGET AUDIENCE

AGE AND GENDER:

KAVINSKY



ELECTRIC YOUTH

Source: Viberate (2022)

TARGET AUDIENCE

KAVINSKY
ELECTRIC YOUTH

DEMOGRAPHICS:

- AGE: 18 - 34 yo (young adults)
- GENDER: male
- LOCATION: UK, France, US
- ETHNIC BACKGROUND: Caucasian

The target audience is crossing two different generations:

New Millennials (20-40 yo):

communicate with text
NOW-focused
2 screens at once
optimists

Generation Z (10-22 yo) :

communicate with images
FUTURE-focused
5 screens at once
realists

Because Generation Z is covering mostly teenagers rather than young adults, for this project I will mainly focus on New Millennials, or Generation Y.

TARGET AUDIENCE

PSYCHOGRAPHICS:

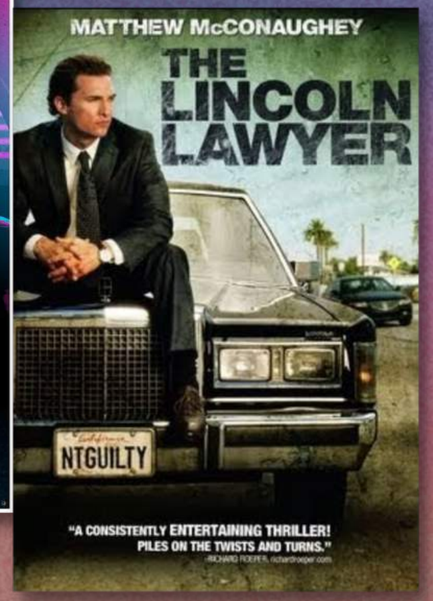
New millennials believe in self-expression and social media is a big part of it.
They are trying to prove themself and stand out from the crowd.
They are impatient and multi-taskers.

They appreciate it when someone is passionate about a topic, which makes storytelling a fundamental aspect of the music.

TARGET AUDIENCE

PSYCHOGRAPHICS:

The target audience of this music genre is interested in movies like The Drive and The Lincoln Lawyer.



Kavinsky was also included in the GTA game, which is pointing out an interest in video games from the audience.

TARGET AUDIENCE

DOUBLE Exposure

Double Exposure is a band composed of a couple, and the songs are focused on passionate love.

For this reason, I can imagine a good balance between male and female listeners.

The ideal target would be young adults, living by themselves in a city and looking for an emotional outbreak.

TARGET AUDIENCE

DOUBLE Exposure

Double Exposure is a band composed by a couple, and the songs are focused on a passionate love: for this reason, I can imagine a good balance between male and female listeners.

The ideal target would be young adults, living by themselves in a city and looking for an emotional outbreak.

Electric Love will give them a reason to blow off steam: it is the right way for them to get in touch with strong emotions and release them.

The target audience likes jogging as it is the moment when they can listen to their music on their headphones and switch off from real life to enter augmented reality, in which feeling strong emotions doesn't mean showing your weakness, but instead connecting with your inner self.

The hypothetical persona is looking for constant affirmation in her career and love life, has difficulty expressing feelings in words and is in search of **musical relief**.

SWOT ANALYSIS

DOUBLE Exposure

STRENGHTS

Using different languages - coming from different countries with different cultures.

Analog synths and loop station on stage - the retro and the modern aspects are both present live.

WEAKNESSES

Small team: Double Exposure has no management yet so it needs to deal with everything surrounding the musical creations.

Starting almost from scratch: the band has no fanbase yet.

OPPORTUNITIES

Finding a niche, interested in a different way of listening to live music, with improvisation as part of showing and sharing the creative process.

Differentiation, flexibility and chance to collaborate with other artists, using the existing networking at Tileyard.

THREATS

Financial limits: being an emerging band means having a limited budget and in a crowded market with artists that already have bigger resources, it's hard to stand out.

Synthwave is a popular genre now but it might last one season and be overcome in a short period of time.

TIMELINE

DOUBLE Exposure

To have access to the timeline, click the link below:

https://bit.ly/3uoVRL7

Stage	Month	Week no.	Date (W/C)	Activity
PRE CAMPAIGN		-5	08/08/22	Create Content for Ad Campaign. Start sharing assets that will give a taste of Double Exposure's style. Run small social media campaigns to see how the target reacts to them - **Start Split Testing**
		-4	15/08/22	Dedicate time to the story telling - engage with the audience to prepare them for the next weeks; start sending press release to key media and labels/distributors - to start getting the interest from them for future releases - and pitching to radio
		-3	22/08/22	Start of Social **Ad Campaigns** with Best Content from Testing; **Begin Organic Content Strategy**; creating a spotify playlist with music inspiration for the project, where after the release we will also add the track into.
	AUGUST	-2	29/08/22	Review Ads; ask the audience to presave - link in bio; share the Spotify playlist on social media, to show the music influences and intrigue the audience.
		-1	05/09/22	Review Ads; ask the audience to presave - link in bio; music contents: teasers, reels, acapella, work in progress videos etc.
PEAK CAMPAIGN		0	12/09/22	**RELEASE DAY** - 15th; before the date, really try to stress the pre-save link
		1	19/09/22	Everyone who pre-saved the track will receive a free ticket for the first gig after the release; running new Ads to promote upcoming gig
	SEPTEMBER	2	26/09/22	Gig in the Gallery - Tileyard; it will be a chance to network, to connect with fellow students and new producers for future collaborations
		3	03/10/22	Gigs in small London venues; potential gigs in Italy and Poland, starting from Double Exposure hometowns; review new Ads
POST CAMPAIGN		4	10/10/22	Lyric Video/Visualizer Teaser
		5	17/10/22	**Lyric Video/Visualizer Release & Ad Campaign w/ Lyric Video/Visualizer**
	OCTOBER	6	24/10/22	Remix of the song - from producers and artists with a bigger fanbase

PRESS RELEASE

DOUBLE Exposure

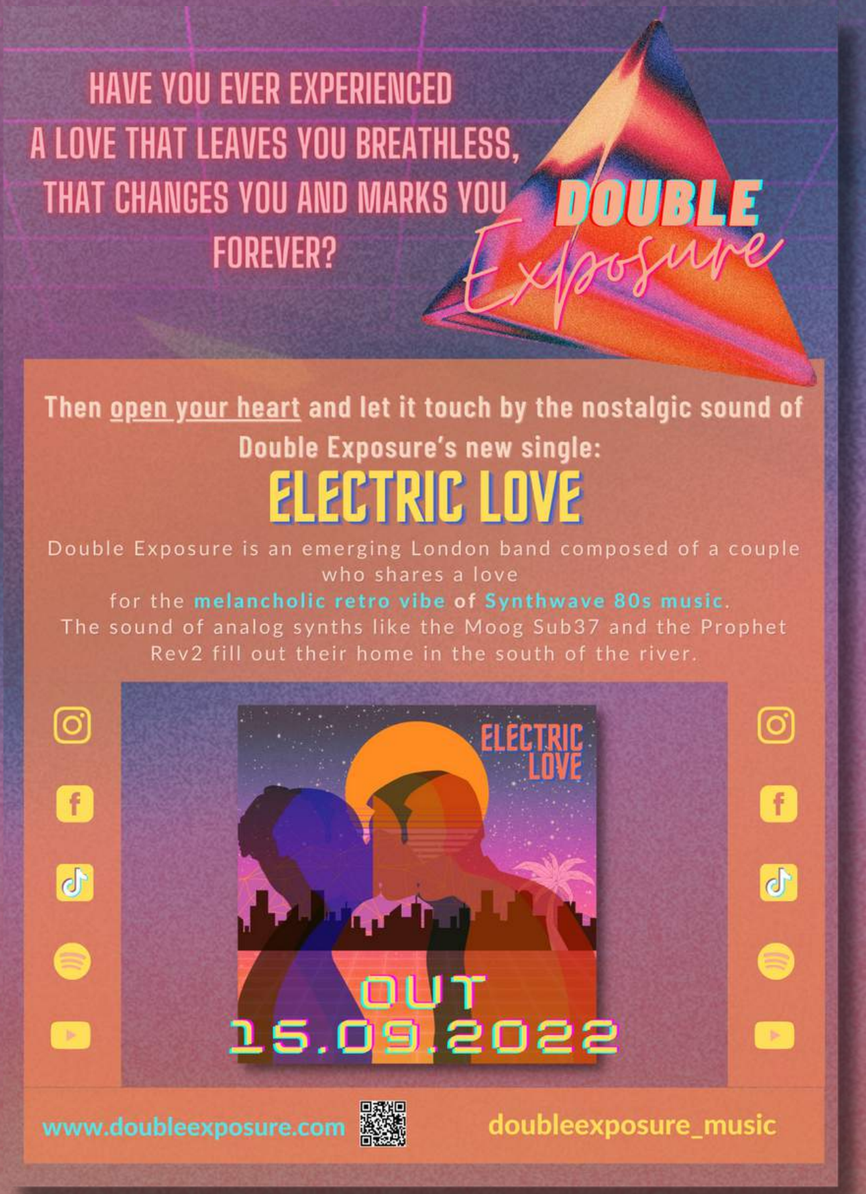
Targeted bloggers:

indie shuffle

FeedSpot

RETRO SynthWave

Nexus Music Blog



Also used as One-Sheet to sent to:

Independent Labels:

NINJA TUNE

BIG INDIE

GOOD SOLDIER

AUTONOMY.

Distributors:

believe. Distribution services

SOUNDCLOUD

cdbaby

ASSET LIST

DOUBLE Exposure

- LOGO - TO ADD AS PROFILE PIC ON IG, FB, TIKTOK
- SPOTIFY CANVA
- BIO
- PICTURES OF DETAILS (80S JEANS, 80S SYNTHS, 80S JACKETS..) TO CREATE A MOOD AND POST FREQUENTLY ON SOCIAL MEDIAS DURING THE PRE-RELEASE PERIOD
- PRE-SAVE 15-SECOND TEASER
- 30-SECOND "OUT NOW" TEASERS
- "OUT NOW" BANNERS
- MERCH + MERCH PROMO ASSETS
- SMART LINKS
- VIDEO/VISUALISER FOR YOUTUBE
- IG AND TIKTOK REELS WITH TEASE OF THE RELEASE OR WORK IN PROGRESS
- PRESS RELEASE PICTURE OF DOUBLE EXPOSURE
- LIVE RECORDING OF THE RELEASE

BUDGET

DOUBLE Exposure

Double Exposure is an emergent independent band.

Having no management nor label means that the expenses will be covered by the members of the band for this first release.

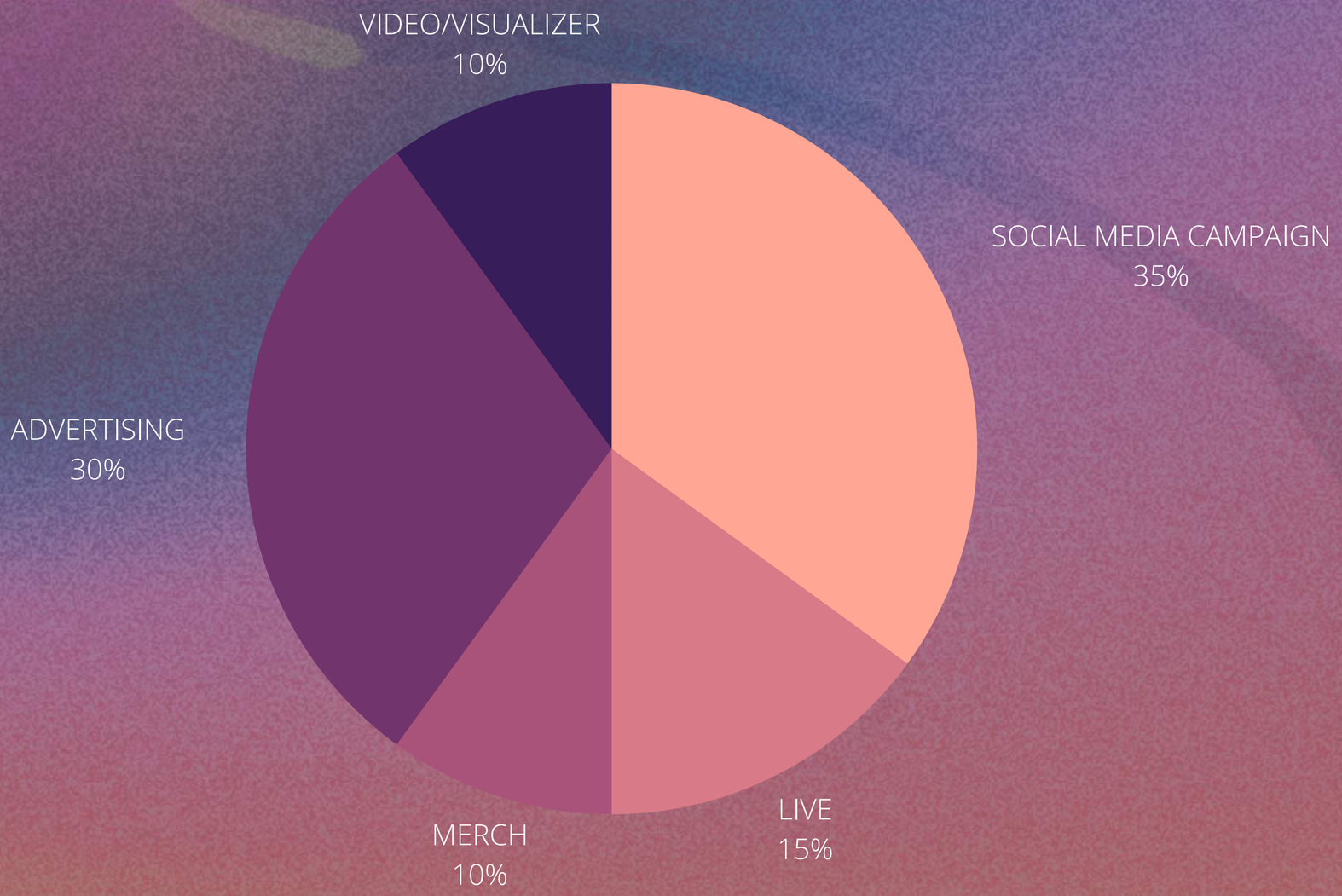
Double Exposure decided to invest a maximum of **£1000** in this first single, which will cover the:

- **SOCIAL MEDIA CAMPAIGN**
- **ADVERTISING**
- **VIDEO/VISUALIZER**
- **MERCH**
- **LIVE**

BUDGET

DOUBLE Exposure

The largest slices of the cake will be dedicated to the **social medial campaign** and the **advertising** , as the band is self-promoting the release of this first single.



3,2,1...

SOCIAL MEDIA CAMPAIGN

DOUBLE Exposure

The social media campaign will be mainly focused on Instagram and Facebook - using Ads Manager - and TikTok.

SOCIAL MEDIA CAMPAIGN

PRE-RELEASE

DOUBLE Exposure

-5

- Start sharing assets that will give a taste of Double Exposure's style.
- Post reels on TikTok with similar content.

-4

- Dedicate time to the storytelling: post pictures/reels/carousels that represent visually the story you're about to tell them with your music.
- Engage with the audience: answer comments, ask questions, polls on stories, etc.

-3

- Begin Organic Content Strategy.
- Ask the audience to subscribe to the newsletter on the website, saying that the first 30 subscribers can expect a surprise.

-2

- Reveal the title of the song.
- Music contents: teasers, reels, work-in-progress videos etc. with pre-save link.
- Share Spotify Playlist created for music influences.
- Post reels on TikTok with similar content.

-1

- Music contents: teasers, reels, acapella, work-in-progress videos etc. with pre-save link incorporated when sharing contents in the stories.
- Post reels on TikTok with similar content.

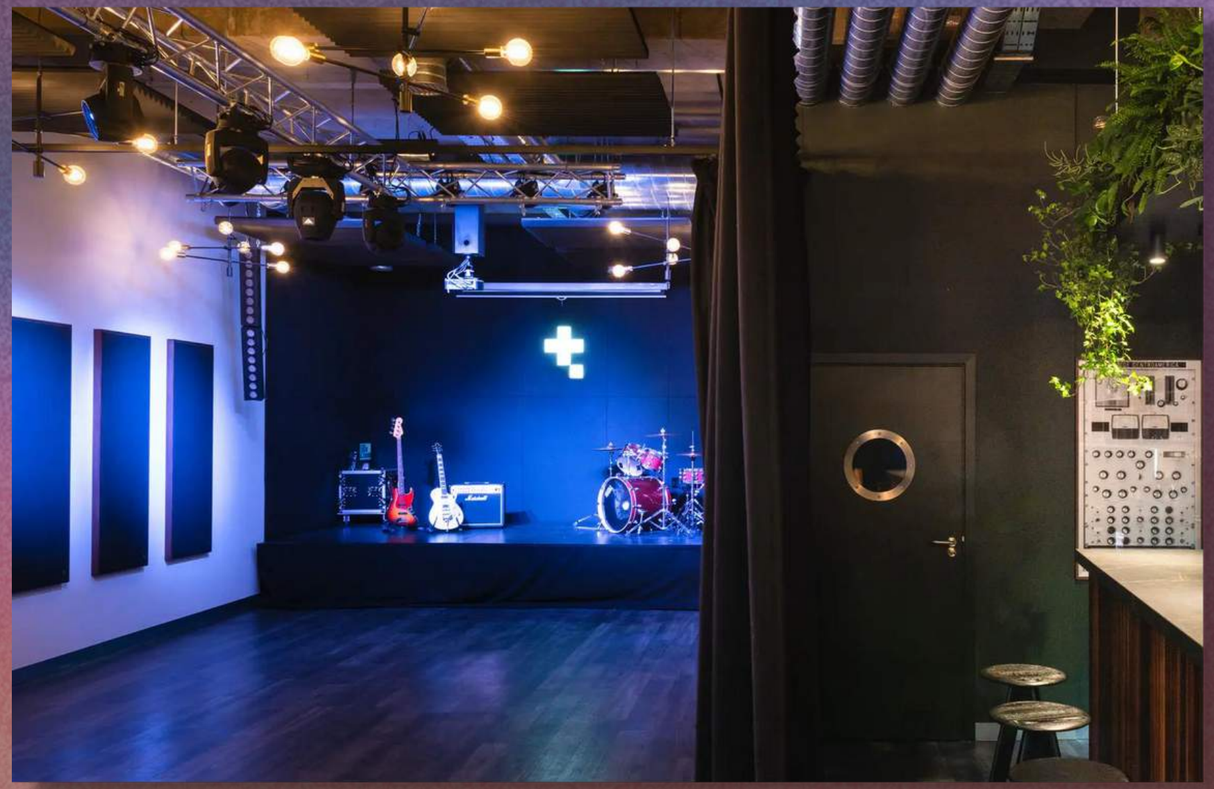
THE RELEASE

Double Exposure will release the first single - Electric Love - on the 15th of September.
On the same day, the first 30 people who signed up for the newsletter will receive a code by email, which they can use to get a mug for free from the merch store. They will also be the first to get access to the store, which will be published after a week from the release.

THE RELEASE

Double Exposure will announce the first free gig, which will take place in the last week of September at **The Gallery - Tileyard**.

The event's purpose is to **promote Electric Love** and network with fellow students and new producers for future collaborations.



THE RELEASE

DOUBLE Exposure

WHY LIVE IS WORTH IT

Double Exposure's live act is based on:

- **Looping** the instruments to guide the audience into the creative process
- **Improvisation** to show the strong organic component of their music.

SOCIAL MEDIA CAMPAIGN

POST-RELEASE

DOUBLE Exposure

1

- Promote the gig with some new music content - free tickets in bio.
- Keep posting reels of music content on TikTok, mentioning the upcoming gig as a text.

2

- Gig in the Gallery - Tileyard: stories with the stage set-up, the soundcheck, sharing people's stories, a post dedicated to the gig.
- Share reels with snaps from the gig on TikTok.

3

- Promoting new small gigs around London and open mics, just to keep the momentum and invite people who couldn't come to the Gallery.

4

- Lyric Video/Visualizer Teaser: share it on Facebook, Instagram, TikTok.

5

- Lyric Video/Visualizer Release.
- Share the Video/Visualizer on TikTok in a shorter version - e.g. just one chorus.

6

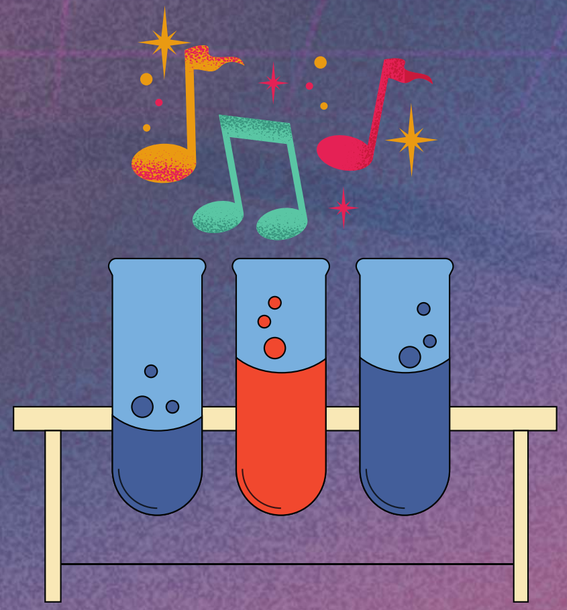
- Remix of the song from producers and artists with a bigger fanbase on social medias : share the remix on Instagram and TikTok, engage with the new potential target audience.

THE ADVERTISING

DOUBLE Exposure

The advertising will be mainly focused on Instagram and Facebook - using Ads Manager.

It will start with split testing, to see how the target reacts to the assets shared.



The main Ad Campaigns will start three weeks before the release, with a better understanding of the type of content to share, after the analysis of the split test campaign.

The rest of the pre-release weeks will be used to review the Ads and optimise the budget.

Ads will be also targeted **geographically**, starting with the **top countries** of the comparative artists Kavinsky and Electric Youth - UK, France and US - and adding Italy and Poland, native countries of Double Exposure's members.

SOCIAL MEDIA CAMPAIGN

DOUBLE Exposure

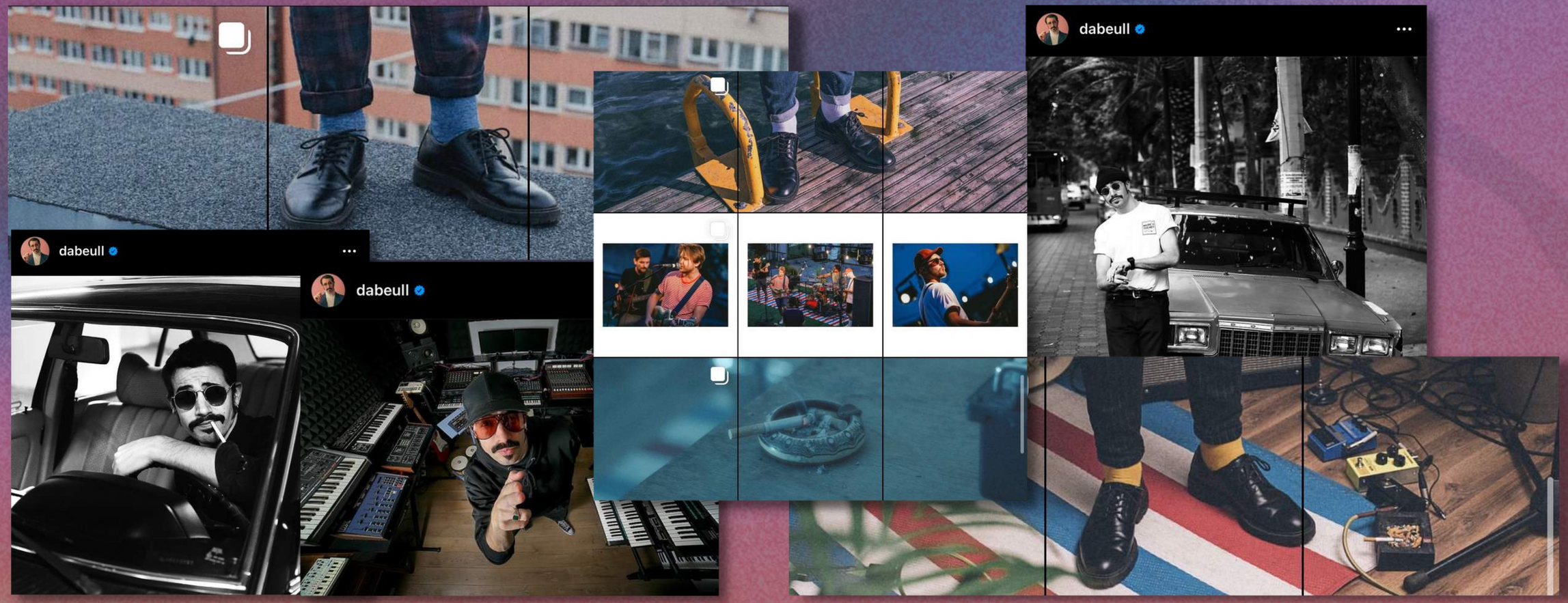
Some of the live contents which Double Exposure could take inspiration from:

Source: Hurts, Jessie Ware, Ben Böhmer socials (2022)

SOCIAL MEDIA CAMPAIGN

DOUBLE Exposure

Some other contents which Double Exposure could recreate following its own style:



Source: Dabeull, Palmy socials (2022)

PLAYLISTING

DOUBLE Exposure

One of the milestones of the post-release was to be included in:

- 3 independently curated playlists
- 1 Spotify curated playlist

First of all, the Spotify profile will be taken care of in order to have:

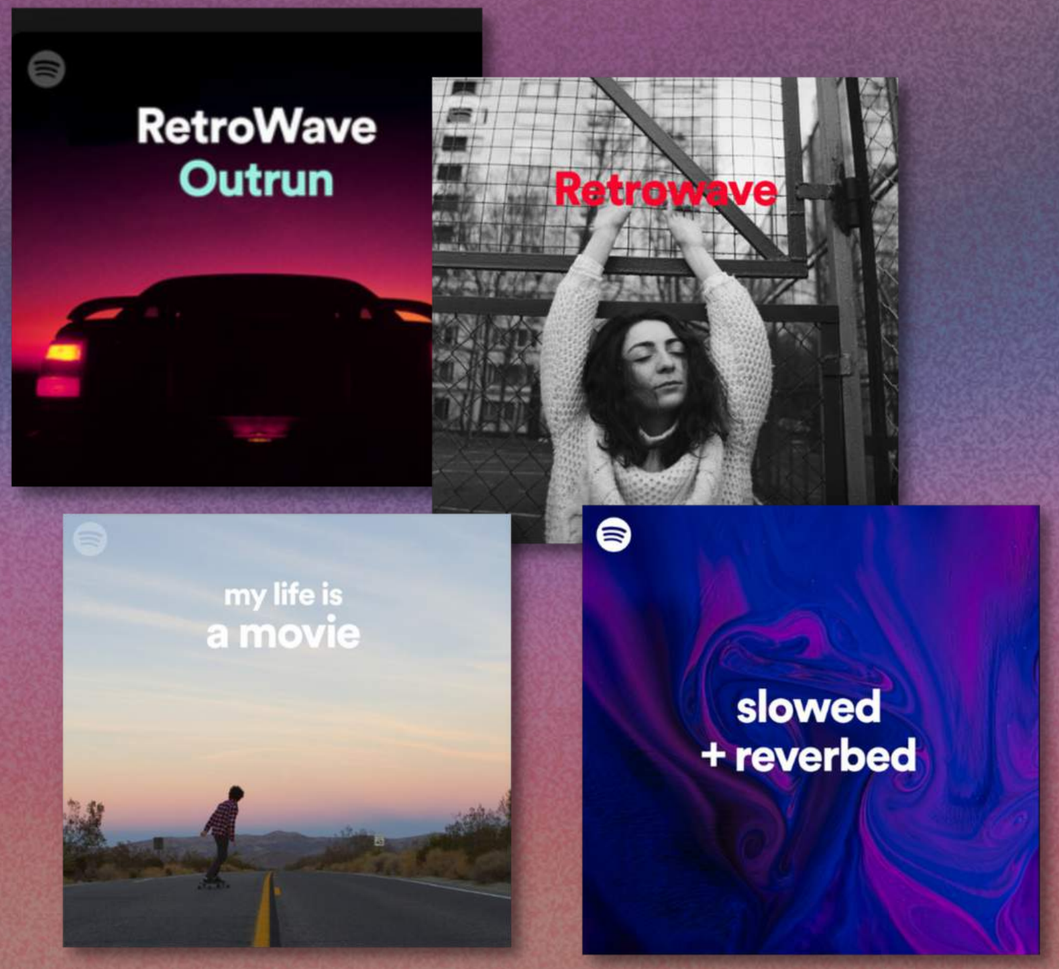
- a short catchy bio and some pictures attached
- links to socials and website
- a Spotify banner and profile picture
- a playlist with Double Exposure's influences, with Electric Love in it
- the lyrics of Electric Love in the new feature "Sing it with Spotify".

Following, some of the playlists where Electric Love could perfectly fit in:

PLAYLISTING

DOUBLE Exposure

Spotify curated playlists



Independently curated Spotify playlists

PLAYLISTING

DOUBLE Exposure

Double Exposure will also create a playlist with the musical influences, and after the release, Electric Love will be added to the playlist.

ELEVATOR PITCH

DOUBLE Exposure

Double Exposure is an emerging London band composed of a couple who shares a love for the **melancholic retro vibe** of **Synthwave 80s music.**

The first single ***Electric Love,*** which gives the name to the full EP, is only the **first episode** of a complicated love story.

The message that emerges from the song is the difficulty of letting a person go and the hope to find **a space where to love again**.

The sound of the Moog Sub37 and the Prophet Rev2 fill out their home in the south of the river.

LIVE

DOUBLE Exposure

Source: Hurts, Jessie Ware socials (2022)

LIVE

DOUBLE Exposure

Double Exposure will put on a live act with **personality**: the band wants the audience to feel part of the creative process, therefore Double Exposure will create some of the tracks on the spot.

Looping will be the way to enter into every single part of the songs, and analog and FM synths will be used on stage.

The stage presence is inspired by **Jessie Ware** and **Hurts**: the show will be minimal, with good attention to lighting and a simple but effective background.

LIVE

DOUBLE Exposure

The communication will be mainly towards the music, with a small break between the songs in which the vocalist will talk about the project, the **future releases** and the message of the songs.

Considering that at this point the band will only have one song released, the live act will be a mix of rearranged covers and sound-on-sound looping creations.

A preview of the next single might be played to thank the audience for being so supportive.

MERCH
INSPIRATION

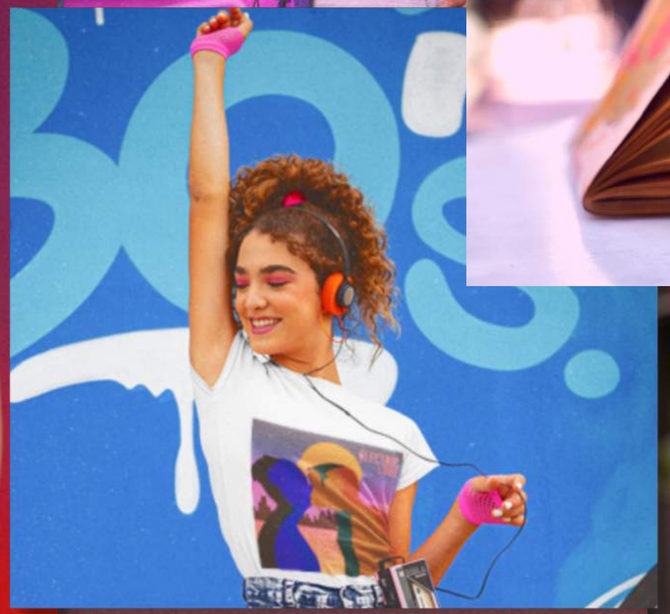
DOUBLE Exposure

Poster Reborn

Source: Hurts, Jessie Ware, Ben Böhme, Kaminski merch stores (2022)

MERCH

DOUBLE Exposure



MERCH

DOUBLE Exposure

As mentioned before, the first 30 people who will subscribe to the newsletter will get access to the merch store in advance, with a code to get a free mug with the Double Exposure logo.

After one week from the release, the store will be opened to everyone, with a variety of items such as:

- T-shirts
- Jumpers
- Hats
- Bags
- Mugs
- Badges
- Posters

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