

TILEYARD EDUCATION

Helena Loehner

1910981

BAX16

[MUSIC BUSINESS]

[LEVEL 7]

2019/2020

ENTERTAINMENT MARKETING – BMTY7003

Discipline Tutor: Tim Ferrone

Word Count:

4,393

Content

1. Introduction	3
2. About the Artist	3
3. The Upcoming Release	4
4. Inspirations	5
5. Target Audience Analysis	6
6. Research	7
7. Budget	8
8. The Marketing Campaign	8
8.1. Online Marketing	8
8.1.1. Social Media Accounts	9
8.1.2. Website	9
8.1.3. Social Media Advertisement	10
8.2. Street and Door to Door Marketing.....	10
8.3. Blog and Playlist Placement	11

9. Tour Marketing	11
10. Timeline	12
11. Conclusion	12
12. References	13
13. Appendices	15

1. Introduction

This Marketing Report will outline the marketing strategy, marketing budget and marketing timeline for the upcoming single and album release and the corresponding UK and EU tour of the band Unknown Chapters. The album is called “Age of Dying Radio” and will be released on 21st October 2020. This paper will also elaborate on the market analysis and research I carried out to create the campaign.

2. About the Artist

Unknown Chapters are an indie pop/rock band based in London. The band was formed at Music University in 2018 and is made up of five members. They are currently unsigned and do most of the recording, production, mixing and mastering as well as other tasks such as distribution and artwork themselves. In addition to that, the lead singer Andrei creates all the artwork and Tudor, the bassist, is a graphic designer who designed the band’s website. (see Appendix 1)

I have taken on the role of marketing manager for the upcoming release.

The name of the band, Unknown Chapters, has two meanings. For one, the band members come from different countries and backgrounds and these different chapters make the band who they are. Secondly, the band members see themselves as story tellers who tell narratives with their lyrics and their music. Each album they write tells a different story - each album is a separate chapter.

Besides telling stories, Unknown Chapters discuss a lot of topics within their lyrics that refer to all aspects of life. The subjects range from social issues such as corruption, inequality and social class issues to personal issues such as suicidal thoughts and addiction. However, while these are difficult subjects, all lyrics have a positive undertone and deliver messages about accepting who you are and encourage you to go forward.

The band has released three singles so far. The latest single ‘Born and Bred’ which was released in December 2019 is already part of the story of the upcoming album and the track will be featured on the album.

3. The Upcoming Release

The upcoming album is a 9-track concept album called ‘Age of Dying Radio’. Urban Dictionary describes a concept album as a “collection of songs written around one central theme or idea. Usually, each individual track expresses a different aspect or part of the main concept, with each track fitting together to form a cohesive idea.” (Urban Dictionary, 2020) All the songs on ‘Age of Dying Radio’ are part of the same story line. It is set in an alternate universe very similar to ours in the near future. Mankind have destroyed planet Earth and are now moving to Mars. Unfortunately, not everyone can afford the move. This splits the society into two classes - rich and poor. While the rich get to leave, the poor are exploited for their labor and are then left behind to die or join the mission as slaves to serve the high

class. The government has convinced the majority of the citizens that this is the only correct way forward. However, there are people who see through the lies of the high class and this leads to the development of a rebellion fighting against the propaganda of the government.

Each of the songs on the album deals with a different element of the story as well as a different underlying topic related to our lives.

The single of the album 'Frozen Bones' is an atmospheric track that sounds like a modern take on a medieval battle anthem with strong lead vocals. The song is sung from the perspective of the workers and fighters, which are employed by the rich during their final days on earth. In this song they are questioning their purpose. Why are they doing this and what and who are they actually fighting for? These questions symbolize the thoughts that many people face in their life. In our modern society, some people feel like they are aimlessly running towards an unknown target as they work hard at a job that they do not love to sustain a lifestyle that does not fulfill them. The question that arises is 'what is it all for'?

The previously released song 'Born and Bred' takes place in the year 2069 and is the final song of the story line.

4. Inspirations

The band takes some inspirations from the sounds and looks of other artists such as Twenty One Pilots, Temples and Imagine Dragons (see Appendix 2) to create something new and unique from these elements that reflects who they are and what they want to portray to the world. Furthermore, these three bands have very similar target audiences to Unknown Chapters. This knowledge can be useful for targeting social media ads, choosing songs to cover and potential collaborations in the future. Connecting with an already existing large base of listeners can be extremely beneficial in growing Unknown Chapters' fan base.

Aside from other bands, Unknown Chapters also take influence from TV shows and movies, especially regarding their image. Rather than looking like a traditional band, they strive to appear like the cast of a movie. The characters they are fascinated by are the villains rather than the heroes. An example is the TV show "The Tudors". (See Appendix 3)

The upcoming album is inspired by the 2018 release "Trench" by the band Twenty One Pilots. Similar to 'Age of Dying Radio', their album is set within an alternate universe and has its own storyline. As the release has some similarities with 'Age of Dying Radio', I analyzed the marketing strategy of the campaign for 'Trench'. One of the most important components of their album promotion was an interactive and suspenseful online campaign. Twenty One Pilots added riddles to their promotional material such as posts or posters that would provide fans with further information about the release date, songs and back story online if they managed to solve them.

5. Target Audience Analysis

To determine the target audience, I looked at the statistics of the already existing fan base and analysed the potential demographics and psychographics of new listeners, which we are hoping to gain through this campaign.

Looking at the numbers taken from Spotify, we can see a 18% split between male and female listeners. (see Appendix 4) However, in comparison, Instagram's numbers are very even with 52% and 48% each.

The gender pronouns of most songs are kept gender neutral and the messages are not gender specific. The gap can be explained by the fact that some of the topics such as space and battle might generally be of more interest to men than women. However, these are only speculations and as the messages are inclusive and neutral, I will target all genders equally in this campaign.

While the music can be enjoyed by people of any age, the band mainly targets young adults from around eighteen to late twenties as these age groups generally resonate with the sound and the messages the most. (see Appendix 5) These age categories can be categorized as Millennials and early Gen-Zs. (see Appendix 6) Both of these age groups share several key behaviours. They are good at technology, can operate several screens at once and make frequent use of social media to share content. Often, this content is shared mid-experience such as stories on Snapchat and live videos on Facebook, Instagram and more. Another shared key component is favouring experience over possession. Getting recognized for their identity rather than what they own is much more important to both Millennials and Gen-Zs. (Ferrone, 2020)

The location of the listeners is another important factor, especially when it comes to choosing where to tour. The European countries with the most interactions with the band are the United Kingdom (UK), Romania, Switzerland, Italy and France. These statistics make a lot of sense as some of the band members originate from these countries. The Spotify statistics also show streams from the United States of America (USA) and Brazil. The first album tour, if it takes place, will be an EU tour only and the marketing campaign will therefore focus on the above-mentioned EU countries. However, keeping the other two countries in mind for potential future world tours could be very beneficial. For one, America is a very important market within the music industry that could be explored at a later date. Secondly, nurturing early adapters is essential to building a loyal, long lasting fan base.

In terms of psychographics, the upcoming release might resonate well with people who are interested in movies, stories, science-fiction or role play games.

6. Research

Before creating the promotional plan, I conducted an interview with the lead singer of the band to get a deeper understanding of the band, the album, their vision for the project as well as the budget and availability. (see Appendix 7)

Furthermore, I did a lot of research on different types of marketing strategies, especially on alternatives to traditional marketing as the band is currently unsigned and the members finance all expenses themselves. With a limited budget, a traditional marketing campaign that focuses on radio and TV advertisement, billboards, magazines, etc. is not the most useful strategy as it will not create a big reach. Furthermore, the place where the target audience is most likely to be found is the internet and social media rather than TV or Radio. (Feldman, 2019) An extensive online campaign with effective social media content and advertisement will most likely achieve much better results.

When researching general marketing strategies, I looked at the traditional marketing funnel. (see Appendix 8) It displays the steps of a consumer's buying decision from gaining awareness of a product to developing interest in it which then turns into the desire to possess it and then finally to the action of purchasing the product. While this type of marketing funnel is traditionally used for physical products and services, many elements of it also apply to music marketing. After all, the goal is to attract listeners and convince them to purchase or stream the music, buy merchandize and buy concert tickets. Altering the wording of the terms used in the funnel makes the process of music marketing clearer. The first step is to create awareness of the band and the upcoming release. The second step is to get the consumers to engage with the artist and their music and ideally get to know them and like them. Thirdly, to get these consumers to act - this could mean purchase the music, merchandize and tickets or help with the promotion of the band by providing e-mail addresses for a mailing list or sharing the artist's profile on their social media platform- you need to give them a reason to buy. The quality of the music and the content play a big role in this process. However, sometimes this is not enough to get consumers to act as there is a lot of musical competition out there especially on streaming platforms like Spotify and YouTube.

A proven strategy to create a reason to buy is creating scarcity and urgency. For example, if there are only a limited number of tickets available for a certain show, it drives the consumer to purchase quicker because of their fear of missing out (FOMO). This phenomenon is aided by social media, as Millenials and Gen Z's enjoy sharing their experiences online which creates the desire to be part of these experiences in users who did not attend. (Hobson, 2018)

Another strategy is the promise of free things. Everyone enjoys receiving free items or services, no matter how small or big they are. This might be due to experiencing a rush of dopamine which creates the feeling of joy when receiving a free reward in an otherwise expensive and challenging world. (Krockow, 2020) When consumers receive a free item, they are generally more open-minded towards a new brand and in this case a new artist. Furthermore, often after receiving a free item, people are happy to return a favour and support the brand/artist. (Ledger, 2020) For this release, I will make use of this strategy by creating competitions and giveaways with the promise of the chance to win free merchandize or tickets if they share Unknown Chapter's social media profiles and music and by offering exclusive access to additional musical material such as downloads of acoustic

versions if they provide their e-mail address. This will help promote the band and create a mailing list for future announcements.

I also made use of the 'Seven P's of Marketing' tool which helped to visualise and summarise the main aspects of the marketing campaign. (see Appendix 9 and 10) Having an overview of the key elements of the campaign has helped me keep track of everything.

7. Budget

For this Campaign I was presented with a budget of £ 2000. This is not a very large sum, but since the band is able of creating most promotional materials themselves it is certainly sufficient. Especially, the fact that website design and artwork can be created costless frees up most of the budget for social media advertisements and submission to playlist and blog curators. I have created a budget list that outlines the expected expenditures. (see Appendix 11) A big turnover is not expected as the focus of this first album release campaign is on gaining a large number of new listeners rather than high sales numbers.

8. The Marketing Campaign

The goal of this promotional plan is to create a low-cost, creative, interactive campaign around the story line of the album that encompasses online marketing, street and door to door marketing as well as PR with blogs, online magazines and playlist placements. A big part of the campaign is trying to make the listeners feel as if they are a part of the story and therefore closely connected to the band. Of course, the main element is still the music, but the story element adds a second layer to the release and makes it more of an all-round, immersive experience rather than just a listening experience.

With this marketing plan I am aiming to grow the band's fan base by attracting a large number of new listeners while also engaging and nurturing the already existing audience.

8.1. Online Marketing

As most of our target audience use technology daily and are active on several social media platforms, the main focus of the campaign will be on online marketing. This is made up of three separate elements – social media content, an interactive website which will be created for the purpose of this release and social media advertisement.

8.1.1. Social Media Accounts

The band is present on Instagram, Facebook and Twitter. Their primary platform is Instagram.

The band's current social media activity is not consistent, and the effects of the periods of inactivity can be recognized when analyzing the data. During times of regular posted content, engagement rates go up and vice versa. The most successful posts are posts that ask for direct engagement and posts that promise free items such as merchandize in return for engagement and/or promotion.

Until the release it is important to start posting again on a regular basis to re-engage their already existing followers. Especially from one month prior to the single release it is crucial to post eye catching, engaging content and more importantly to post regularly. The goal is to post every 1-2 days in the beginning and increase the number of posts to once a day from the beginning of the ten-day countdown to the single release. To be able to stick to this very regular posting schedule, most of the content has to be created ahead of the release. This could be pictures, videos, announcements, giveaways, teasers, song covers and more. Live streams are also a great way to directly connect with fans, especially during a time when live gigs are not possible.

Another element that can widen the reach of posts is hashtags. Hashtags can be beneficial in reaching the right audiences when done correctly. One way to do this is by using community hashtags. (Chacon, 2020) What this means is connecting with people of similar interest by using hashtags that these users are also using. For example, for posts by Unknown Chapters, hashtags that connect with fans of Twenty One Pilots could be useful. 'Age of Dying Radio' also explores the subject of space exploration which is another potential community to connect with.

In addition to Instagram, Facebook and Twitter, TikTok is one of the most successful music social media platforms at the moment. Adding 'Frozen Bones' to TikTok and collaborating with friends and fans who are successful on the platform could prove beneficial in promoting the song further and connecting with listeners.

8.1.2. Website

Alongside the normal band website (see Appendix 1), there will be a new website created and launched a few weeks prior to the release with the sole purpose of being part of the marketing campaign for the release. The website will be an immersive experience that lets its users become part of the story line of 'Age of Dying Radio'. Other elements of the campaign such as posters, flyers, ad clips and posters will contain a QR code or link to this website. A QR code can easily be created online by using a website such as the-qrcode-generator.com. Upon entering the page, a pop-up window will appear, and the user will have to choose whether they want to be part of the rebellion or part of the official government organization. Once they have chosen which side of the story they want to be a part of, they have to create a character. This can be imagined like a very simplified version of a role play game character sheet such as for Dungeons and Dragons for example. The sign up is completely free but user will have to state their e-mail address. This will help create a mailing list for Unknown Chapters as they currently do not have one yet. After the character creation, the user will either enter a page in the style of the secret website of the rebellions

or the classified government website. On the website there will be information about the upcoming release hidden behind story terms. E.g. a countdown to the launch of the rocket to Mars will actually be the countdown to the release of the album in disguise. Furthermore, there will be chat rooms where fans can talk with each other as well the band members. There will also be the option to buy merchandize. These are small items of merchandize such as stickers, pins and a limited number of t-shirts.

8.1.3. Social Media Advertisement

The platforms Instagram and Facebook are not only useful to create content on the band's profile, but also to use paid advertisement to reach a wider audience. Advertising on them can be extremely successful. Both pages are managed with the same ad account and can be customized regarding budget and target audience. Furthermore, they provide insight on the reach and an analysis of the demographics of the consumers. One strategy that has proven to be more successful in creating engagement when using ads on social media is the use of video clips instead of photos. (Newberry, 2019)

8.2. Street and Door to Door Promotion

My initial approach to the release was that of a Guerilla marketing campaign. Guerilla marketing is about doing things differently, being creative with a limited budget and catching people's attention. (Zantal-Wiener, 2017) This is usually done in physical form in the street by creating eye-catching sculptures, posters and more. With the current restrictions on public transport, work and leisure activities, a physical campaign is quite uncertain. The number of people in public places is reduced and due to increased signage, posters in public places might be overlooked. Therefore, the overall importance of spreading posters has decreased. Nonetheless, with the help of friends and volunteers I will hang posters around London as well as other places within the UK and Europe. The design of the posters will be related to the storyline and the two opposing groups. Half of the posters will be 'propaganda' posters from the perspective of the fictional government that advertise the upcoming move to Mars and the other 50% will be designed to look as if they were posters created by the rebels.

Hanging posters in public places is not the only physical promotional element. One type of marketing that artist often do not use is door to door marketing. We will make use of this unusual strategy by distributing flyers directly to people's mailboxes. The fact, that it is uncommon within the music community might give us an advantage as there is not a lot of competition. For this strategy to be effective, it matters which neighborhoods we deliver the flyers to as different areas of a city are made up of different demographics. Furthermore, people are used to receiving many flyers about local restaurants or contractors and many people throw these ads out without properly reading them. The design of our flyers therefore has to stand out and catch people's attention. The earlier discussed free item strategy works here, too. If there is a coupon for a free download or

discounted merchandise on the flyer, the probability that people are going to read it and look up the band are much higher.

Both posters and flyers have in common, that they intend to spark curiosity about the story and artist in the consumer. Both will contain a QR code to the website as well as a Spotify and YouTube link.

8.3. Blog and Playlist Placement

Being featured on a blog or playlist can play a big role in the promotion of a song and the gain of new listeners. A study conducted by the University of Minnesota and European Commission Joint Research Centre states that “being added to Today’s Top Hits, a list with 18.5 million followers during the sample period, raises streams by almost 20 million and is worth between \$116,000 and \$163,000”. (European Commission, 2018) Therefore, an important part of the promotional plan of ‘Age of Dying Radio’, and especially the single ‘Frozen Bones’, is to apply to as many playlist curators as possible. A useful tool for this is submithub.com.

In addition to playlists, a review by a blog or online magazine can help introduce the band to the followers of their site and can also be used as future promotional material. Even though Friday is the most common day for new music releases, I have chosen Wednesday to be the day of all releases as bloggers will receive fewer applications for this day which means less competition for Unknown Chapters. The goal is to get at least one review for the single and the album each.

9. Tour Marketing

At the moment an immediate tour after the release seems unlikely due to the Covid-19 situation. If the tour will take place, the marketing for it will look very similar to the promotion of the album release with the internet and social media being the most important tools. Furthermore, as the band members have connections in several countries that will be part of the tour, volunteers will be helpful with spreading physical ads and industry professionals might help to book interviews with blogs and magazines for the band in these countries.

10. Timeline

I have created a timeline that contains all the promotional elements in chronological order with the corresponding starting dates and deadlines. (See Appendix 12) It is also colour-coded to highlight the pre-release, release and post-release periods.

The pre-release makes up the largest part of the campaign. Its goal is to create excitement around the upcoming release, re-engage already existing fans and start attracting new

listeners. All the promotional elements will go live, posters and flyers will be shared and applications to blogs and playlists will be sent out during this period. On the ten days leading up to the single release and the ten days leading up to the album release there will be a countdown on the social media platforms as well as on the platform.

On the release day it is very important to remind everyone that the song/album is now available and encourage them to share it with their friends and families.

The post-release period is just as important as the pre-release period.

In our fast society, where new music is released every day, consumers often move on to other artists quickly. The challenge is to keep fans interested for as long as possible after the release. Staying active on social media is crucial. One way of doing this is by advertising the upcoming tour and sharing content from each of the live shows. Another way is sharing new music that is related to the release such as music videos, acoustic versions, remixes and more. Other types of content are competitions and giveaways, Q&A live streams and more. This is also the period when most new listeners will be acquired.

11. Conclusion

In this paper I discussed the marketing strategy, marketing budget and marketing timeline as well as the market analysis and research I concluded for the upcoming release of the album “Age of Dying Radio” by the indie pop/rock band Unknown Chapters. The interactive campaign centers on the story line of the album. It encompasses online marketing, street and door to door marketing as well as PR with blogs, online magazines and playlist placements within a budget of £ 2000. The goal is to gain a large number of new listeners, re-engage the already existing fan base and gain information about the listeners in form of a mailing list as well as a more detailed analysis of their demographics and psychographics, which will be beneficial for future promotions.

11. References

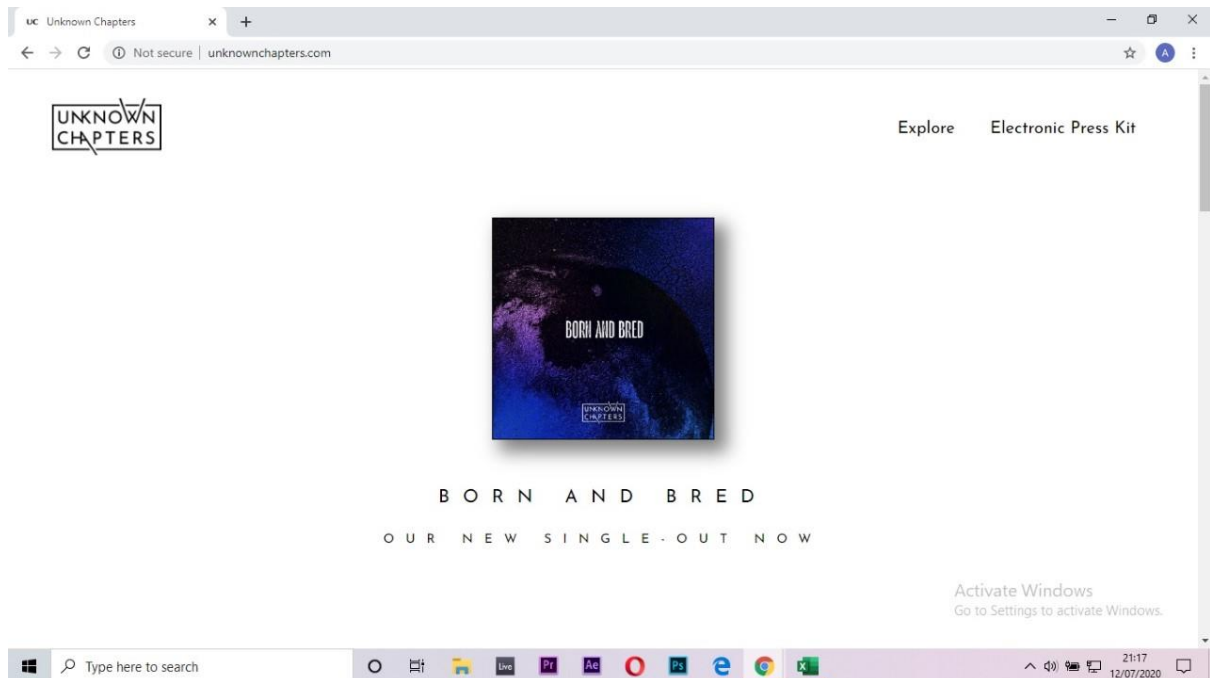
- Chacon, B. (2020) *Later* Available at: <https://later.com/blog/ultimate-guide-to-using-instagram-hashtags/> (Accessed: 11/03/20)
- Debczac, M. (2019) *Psychology Today* Available at: <https://www.mentalfloss.com/article/609811/age-ranges-millennials-and-generation-z> (Accessed: 11/03/20)
- European Commission (2018) JRC Digital Economy Working Paper 2018-04 Platforms, Promotion, and Product Discovery: Evidence from Spotify Playlists *Europa* Available at: <https://ec.europa.eu/jrc/sites/jrcsh/files/jrc112023.pdf> (Accessed: 10/07/20)
- Feldman, B. (2019) *Taboola* Available at: <https://blog.taboola.com/marketing-to-millennials/> (Accessed: 03/07/20)
- Ferrone, T (2020) PowerPoint Slide *Moodle* Available at: <https://moodle.uwtsd.ac.uk/course/view.php?id=3172> (Accessed: 10/03/20)
- Hanlon, A. (2019) *Smart Insights* Available at: <https://www.smartinsights.com/wp-content/uploads/2014/03/The-7Ps-Marketing-Mix.png> (Accessed: 01/07/20)
- Hello Print (2020) *Hello Print* Available at: <https://www.helloprint.co.uk/stickers-round-dia50-90pvcwhiteglossy#printrun> (Accessed: 12/03/20)
- Hobson, N. (2018) *Psychology Today* Available at: <https://www.psychologytoday.com/gb/blog/ritual-and-the-brain/201804/the-science-fomo-and-what-we-re-really-missing-out> (Accessed: 10/07/20)
- Krockow, E. (2019) *Psychology Today* Available at: <https://www.psychologytoday.com/gb/blog/stretching-theory/201908/why-we-love-free-stuff-too-much> (Accessed: 10/07/20)
- Ledger, K. (2020) *Quality Products Logo Blog* Available at: <https://www.qualitylogoproducts.com/blog/why-are-people-attracted-to-free-giveaways/> (Accessed: 10/07/20)
- Newberry, C. (2019) *Hootsuite* Available at: <https://blog.hootsuite.com/social-media-advertising/> (Accessed: 04/07/20)
- Oberlo (2020) *Oberlo* Available at: <https://www.oberlo.com/ecommerce-wiki/conversion-funnel> (Accessed: 09/07/20)
- QR Code Generator (2020) *QR Code Generator* Available at: <https://www.the-qrcode-generator.com/> (Accessed: 09/07/20)
- Ronnie Green (2020) *RonnieGreen.net* Available at: <http://onlinemltrainingblog.com/some-traditional-marketing-methods-are-still-beneficial/> (Accessed: 11/03/20)
- Twenty One Pilots Wiki (2018) *Fandom* Available at: <https://twentyonepilots.fandom.com/wiki/Trench> (Accessed: 29/06/20)
- Unknown Chapters (2019) *Unknown Chapters* Available at: <http://unknownchapters.com/> (Accessed: 07/03/20)

Urban Dictionary (2020) *Urban Dictionary* Available at: <https://www.urbandictionary.com/>
(Accessed: 02/07/20)

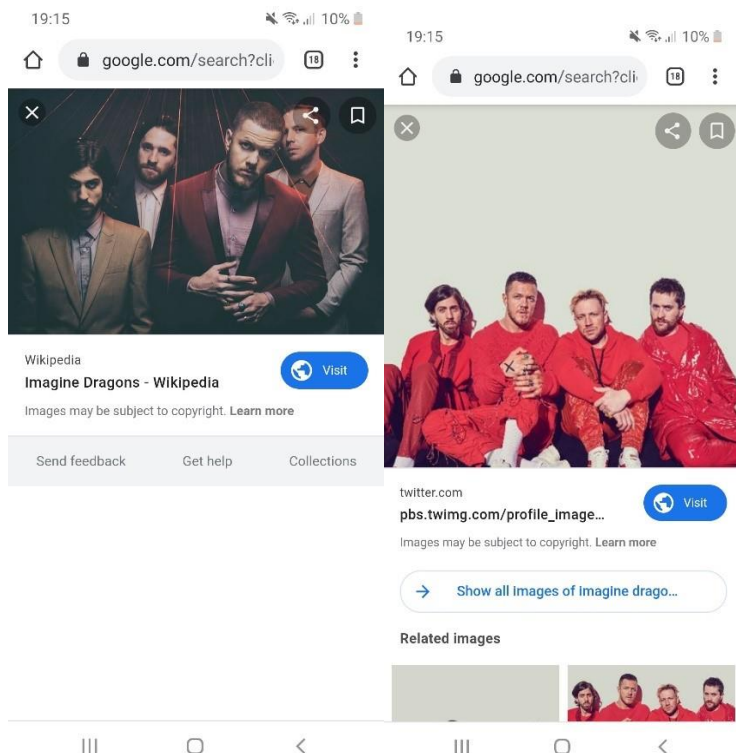
Zantal-Wiener, A. (2017) *Hubspot* Available at:
<https://blog.hubspot.com/marketing/guerilla-marketing-examples> (Accessed: 11/03/20)

12. Appendices

Appendix 1) - Unknown Chapters Website



Appendix 2) - Imagine Dragons Image



Appendix 3) - The Tudors Image



Appendix 4) - Spotify and Instagram Statistics – Gender

Wed 1st April:

Gender	Spotify	Instagram
Male	58 %	48 %
Female	40 %	52 %
Non-Binary	0 %	Not stated
Non-Specified	2 %	Not stated

Appendix 5) - Spotify and Instagram Statistics – Age

Wed 1st April:

Age	Spotify	Instagram
13-17	3 %	2 %
18-22	35 %	37 %
23-27	44 %	45 %
28-34	7 %	
35-44	9 %	9 %
45-55	2 %	7 %
55-64		4 %
65+	0 %	1 %

Appendix 6) - Definitions of Generations

- **The Silent Generation:** Born 1928-1945 (74-91 years old)
- **Baby Boomers:** Born 1946-1964 (55-73 years old)
- **Generation X:** Born 1965-1980 (39-54 years old)
- **Millennials:** Born 1981-1996 (23-38 years old)
- **Generation Z:** Born 1997-2012 (7-22 years old)

Appendix 7) - Interview with lead singer of Unknown Chapters, Andrei

Band:

- How would you describe your genre/sound?

Indie Pop Rock

- What is the band's story? Underlying theme?

5-piece band based in London.

Come from different backgrounds and countries -> these are the unknown chapters that make them who they are

Story tellers! Like American horror story, they tell different stories with the same 'actors'. The upcoming album 'Age of dying radio' is one chapter.

- What message/ image are you trying to present? Is it authentic?

All questions and stories are genuine and are told in stories. Coming up: Abandonment issues, lack of freedom of speech, millennials (our generation) have trouble to adhere to the system in place.

- How can you connect with your audience? Relatability? Aspiration?

The listeners are part of the alternate universe, become part of the stories. Secrets are being revealed

Accepting who you are, uplift spirit, becoming stronger, go forward, Topics discuss social issues such as corruption and more personal issues such as suicidal thoughts. Asks deeper questions.

- What other artists have a similar sound?

Goal: 21 Pilots, Temples, Imagine Dragons

- What is your look?

More villain than hero, king of thieves, mischievous

Actors in a show rather than musicians, example the Tudors

Still contemporary

Cast in characters

- What other artists have a similar look?

Nothing but thieves, 21 Pilots, Imagine Dragons

Team

- Who is part of your team?

Do everything ourselves until we find reliable team/management

- What are their task fields?

Music Production/Material, write, arrange, record, mix, master -> finished product

Self-publish product, aggregator

Limited promotional tools (photos, artwork, lyric video, basic social media)

Apply to different platforms, blogs, radios, etc.

Album:

Inspired by Trench – 21 Pilots (example jumpsuit) -> Dema

- Title?

Age of Dying Radio

- Story?

Born and Bred: “We are in 2069; Planet Earth is doomed to die. After having exploited all of its resources, Mankind moves to Mars to establish their new home. But destitute communities cannot afford the travel and new generations are Born and Bred to survive the critical conditions of the final days of life on Earth”. -> opening song of album

General story: “ 2069 is end of story timeline, end of free will. People moving to mars, but only rich can go, poor left to die. Cut middle class. Poor people almost like slaves. Slavery with extra steps. (Rick and Morty, 2018) Why not focus on earth? Why focus on leaving? ‘Communal goal’ image, truth -> only benefitting the powerful and rich few. Once there: join us! But as slaves. New America, new promised land.

- How many songs?
- Concept?
- Artwork?

All relates to space, colorful space

- When is it ready to be released?

September earliest

Single/s:

- How many singles?
- Which single is the first/ next single?

Frozen Bones

- Story?

Story for all humans employed by the group in power, fighters, soldiers -> ask why are they doing this? What are they fighting for? Story of normal person, aimlessly running towards unknown target, what is it all for?

- How does it fit into the story of the album?
- Artwork?

Planet, Skull

- When is it ready to be released?

Other material:

Do you currently have or currently have planned to do: **No** (If no, would you be willing to create some extra content?) **Yes**

- Music Video/s? **Lead singer is writing script for single music video, movie, story**
- Acoustic Versions?
- Remixes?
- Live videos?
- 'Behind the scenes' video material such as telling the story of the songs?
- Other?

Where?

- Where will the music and material be made available?
- Online?
- Physical? **Afraid of investing in something that won't sell, maybe for promotional purposes**

Target Audience

- Do you know your specific target audience?
Tendency to male, 16-25 years old
- Who do you think your target audience is? (Demographics and Psychographics)
Young adults, millennials
London, UK -> have experiences music catches better outside of UK as London is crowded
Middle class, students, interested in film, general stories, fantasy, outcasts
Followers, not entrepreneurs.
Perfect listener: listens to lyrics, understands music, 18/19 years old, gender doesn't matter
Lyrics important, wants listeners to understand the music, hooks
- Do you have listener and viewer statistics? E.g. Spotify for artists, Facebook analytics, YouTube analytics, etc.
Have all mentioned as well as Instagram statistic and submit hub

Online presence:

Do you have:

- Facebook page
- Instagram page
- Twitter
- Website
- EPK or similar **all yes**
- Other such as e.g. Tik Tok **no**

Promotion:

- Do you have any plans already?

Print artwork both propaganda such as “Hope” from government showing the planet and then some from rebels with skull “Truth”

From perspective of government, let’s all contribute, new home

- Do you have any personal connections to tastemakers? (Influencers, Bloggers, Radio, etc.) **Radio tastemaker in Romania, secondary contact biggest songwriter/label one of Romania**
- Is there something that has worked or not worked well in the past?

Well: promise free merch, engagement

Bad: acoustic version, engagement was bad, did not catch

Photoshoot with models and tshirts

- Do you have merch?

Tshirts

Touring (UK/EU)

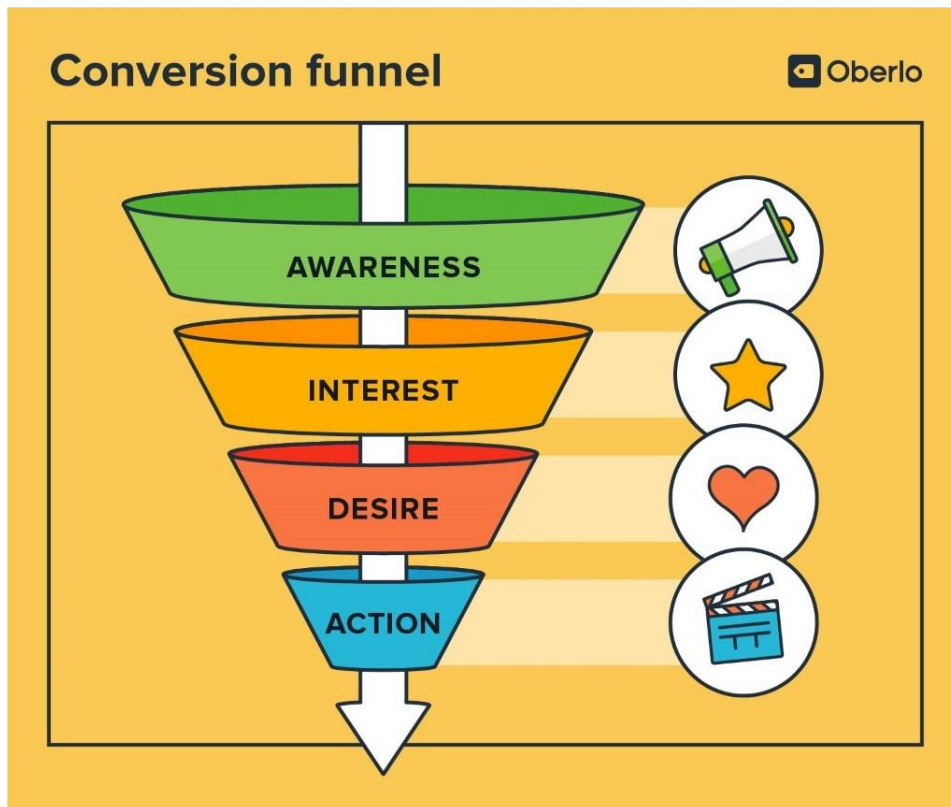
- In which EU countries/cities do you already have listeners? **Have, need to look up statistics**
- What is the max. length that you could tour at this current time? Is there a time that works better than others? **Two weeks max., pref. below**
- Do you know any UK or EU bands that you could potentially support or that could support you? **The Hunna UK, Vama Veche Romania**
- Do you have any other helpful music related contacts in the UK or EU?

Booking agent Romania (5-6 venues Bucharest)

Budget

- What is your current max budget for marketing?
£ 2000 (possibly extendable)
- What is your current max budget for touring?
£1000
- Is there anything you can get for free or cheaper? E.g. friend discount

Appendix 8) - Traditional Marketing Funnel



Appendix 9) - The 7 P's of Marketing



Appendix 10) - The 7 P's of Marketing - Age of Dying Radio

Product: Album and Single, UK and EU Tour

Place: Physical: UK, Romania, Switzerland, Italy, France; Online: Streaming and Download Platforms, Social Media and Website, Online Radio, Blogs, Playlists, Magazines; Street and Public Spaces; Sync; Local Radio

Price: Standard Online Prices, Merch cheap (above buying price) or free as they are mainly for promotional purposes, Live Gig Prices have to be determined when applicable

Promotion: Social Media Accounts, Website, Social Media Ads, Street and Door to Door Promotion,

People: Bandmembers, Marketing Manager (Me)

Process: Standard fast and high-quality streaming and downloads as well as easy to use and regularly maintained website and QR codes

Physical Evidence: Statistics on Spotify, Instagram, Facebook and Website, Sale Numbers, Feedback from listeners and industry professionals

Appendix 11) - Budget List

Marketing Expenses		Estimated
Website		0
Artwork		0
Posters x 500		£ 65.95
Flyers x 1000		£ 69.95
Badges x1000		£ 278.95
Stickers x 1000		£ 36.45
Blog/Playlist Submission		£ 300.00
Social Media Advertisement		£ 1,000.00
Spare Budget for further expenses		£ 248.70
Total		£ 2,000.00

Appendix 12) - Timeline

Task	Beginning Date	Deadline
Creation of all artwork, press photos, etc.		22 nd July 2020
Creation and Testing of Website		20 th August 2020
Creation of EPK, Press Release		20 th August 2020
Creation of Facebook/Instagram Ad Account		24 th August 2020
Launch Facebook and Instagram Ads		26 th August 2020
Launch Website		26 th August 2020
Hang Posters	24 th August 2020	06 th September 2020
Share Flyers	31 st August 2020	20 th October 2020
Pitch to Radio Stations	09 th September 2020	18 th November 2020

Pitch to Blogs and Online Magazines	09 th September 2020	18 th November 2020
Pitch to Playlist Curators	09 th September 2020	18 th November 2020
Single Countdown	13 th September 2020	23 rd September 2020
Review Ad Statistics	13 th September	23 rd September 2020
SINGLE RELEASE		23 rd September 2020
Music Video private upload		25 th September 2020
Review All Statistics	24 th September	26 th September
Music Video Release		30 th September 2020
Review All Statistics	1 st October 2020	20 th October 2020
Countdown to Release		11 th October 2020
ALBUM RELEASE		21 st October 2020
Release of additional material	04 th November 2020	16 th December 2020
Review All Statistics	04 th November 2020	16 th December 2020