

ENTERTAINMENT MARKETING PRESENTATION

- **Level 7, Semester 2**
- **Module Code: SBTY7003**
- **Module Title: Entertainment Marketing**
- **Assessment Type: Portfolio**
- **Assessment/Component: 2/2**
- **Component Weighting: 25%**
- **Module Tutor: Richard Small**
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- **Student Number: I705825**
- **Assignment Title: Entertainment Marketing Presentation**

AUX

YOUR NEW MUSIC PLUG 

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(Anon., 2018)

WHO ARE WE?

Record label

Artist development

**Playlisting, online radio
station and curated DJ nights**

Creative production house



(Know Startup, 2018)

OUR VISION & GOALS

**To be the number one
platform for artists who push
creative boundaries**

**To deliver ground-breaking
music and engaging content
to audiences worldwide**

**To create a space for the next
generation of creative talent
to develop their skills**

CURRENT INDUSTRY TRENDS



POSITIVES

- **Grime**
- **Hip-Hop / Rap**
- **Drill**
- **Afrobeats / Afro-bashment**



NEGATIVES

- **Quick results but no evidence of longevity or major cultural impact**
- **Cheesy-pop – “Fast-food” music**
- **Stormzy & J Hus – only artists to release albums considered “classic”**

FOCUS GROUP ANALYSIS

Q. Some say that “real music” is dying in the UK urban scene. Is it just that artists are being poorly advised and are only in it for the money?

GROUP 1 – SPECIALISTS

- “Artistic integrity”
- Careful to avoid “fad” status
 - See other music sub-cultures throughout history
- Resurgence of R’n’B in recent times

GROUP 2 – GENERAL PUBLIC

- Artists feeding audiences
- Prefer music that reminds them of their childhood
- Try to incorporate live elements / samples into the sound

(Chan Kim, 2005)



THE ARTIST

MARSHALL X



ARTIST BIO

28, Thornton Heath, London

Rapper, producer, fashion designer and model

Modern twist on a classic sound (see J Hus album)

Utilises a mixture of synthesized and live instrumentation into his songs and live performances

(Instagram, 2018)



RELEASE PLAN

Q3:

First single soft release

Limited clothing run
designed by the artist, only
available by telephone order

Video installation at an art
gallery

Free pop-up performances
of the song with mobile-
band announced 48 hours
before via artists social
media – follow and comment
for tickets

(Baker, 2007)



RELEASE PLAN

Q4:

Second single with pre-order link for album release

Album released with a short film attached

Alternate/custom designs of merchandise given to highest streaming fans, filmed for social media

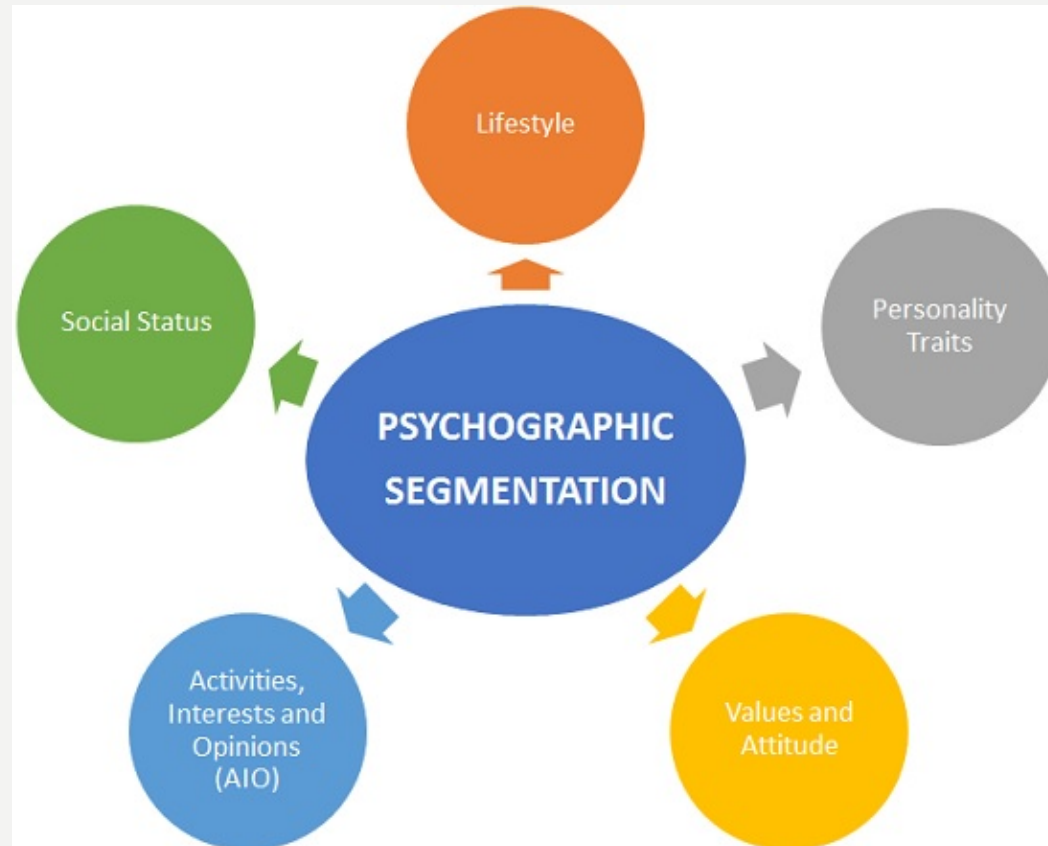
5 stop UK&EIRE tour with support from an orchestra

- **Artist advance**
 - On signing - £75,000
 - On delivery - £75,000
- **Video & installation production**
 - Video 1 - £10,000
 - Video 2 / Film - £15,000
- **Tour & merchandise**
 - 5x live shows (1000 cap) - £50,000
 - Merchandise (hats, hoodies, masks) - £5000
- **Marketing & promotion**
 - Online - £10,000
 - Press & print - £10,000

BUDGET BREAKDOWN

Total – £250,000

IDENTIFYING THE AUDIENCE



(MBA Skool, 2017)

- **Psychographic Segmentation**
 - Included socio-economic, life-cycle stage, geographic bias
- **Repertory (Kelly) Grid**
 - C1 (Junior / full-time student)
 - C2 (Skilled-working class)
- **Demographic segmentation**
 - Bias to F, 18-30, urban, single
- **VALS 2**
 - Aspirational, makers, thinkers, strivers

CONVERSION / GROWTH RATE

*Based on estimated urbanised population of England at 45.9 million – aim to target 1% (459,000)
(HM Government, 2012)*

BEFORE

- 10,000 combined social media followers
- 500,000 YouTube views
- 250,000 Spotify Streams

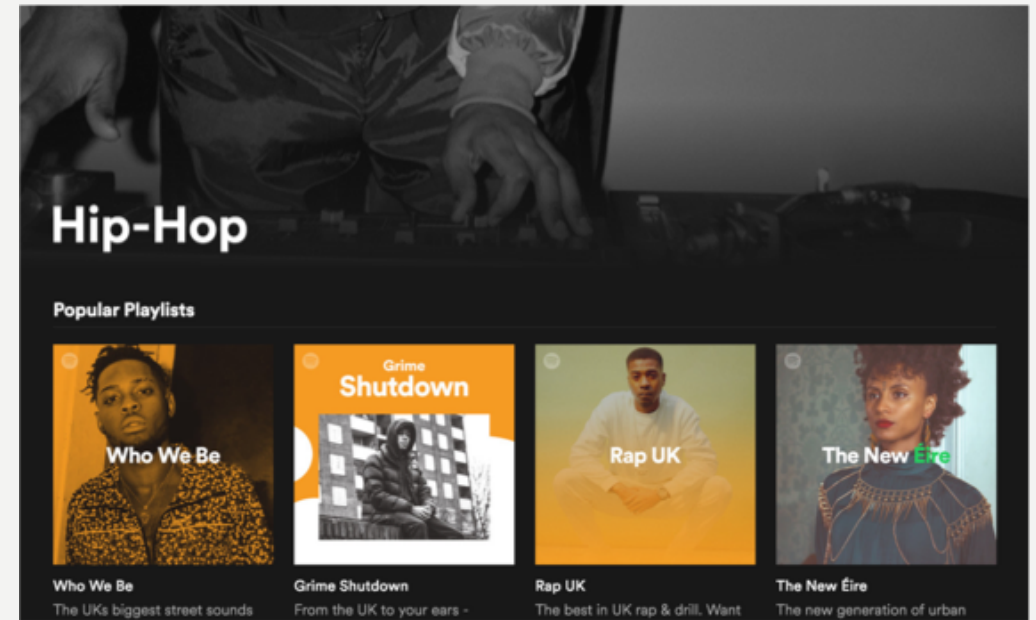
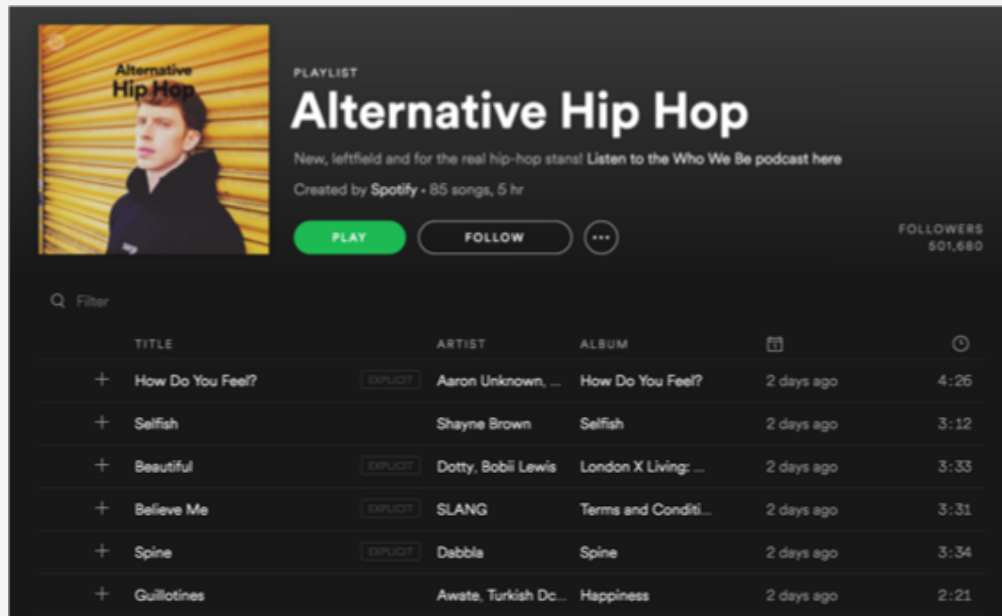
AFTER

- Grow to 100,000 combined social media followers
 - Focus on Instagram – most visual platform
- 3 million YouTube views
 - Premieres and video exclusives through blog coverage
- 2.5 million Spotify Streams
 - Collaborations with similar artists to target growth amongst audience

SPOTIFY PLAYLISTS

Primary focus – Alternative Hip Hop (500k+ followers)

Secondary focus – Other Hip-Hop playlists



(Spotify, 2018)



THANKS!

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