

Single Marketing Campaign

Development
Element 1: Portfolio
Kelly Lambert
2008917

PROFILE

Artist name: YUNGBLUD

Real name: Dominic Richard Harrison

Age: 23 (5th August 1997)

Based: United Kingdom

Genre: Alternative Rock/ Pop Punk

USP: The voice of Generation Z, gender fluid clothing

Value Proposition: A voice for the new generation, engages with fans frequently and in a personal manner



NARRATIVE

- didn't fit in with his peers whilst growing up
- moved to London at 16 years old to pursue music full time .
- He’s been surrounded by music throughout his life, as his dad owned a guitar shop
- His grandfather, Rick Harrison, played with a 70s rock band called T. Rex.
- He went to study at Arts Educational, an independent performing arts school based in Chiswick, London, but left because “it was kind of a place where they would tell me what to do and how to express myself, and I didn’t agree with that.”
- describes himself as 'sexually fluid'
- His fans are called the 'Black Hearts Club'
- He can play play guitar, piano, drums and bass.

THE 7 P'S OF MARKETING

Product - Alternative Rock/ Pop Punk

Price - Free streaming: Spotify, YouTube
Subscription-based platforms: Amazon Music, Apple Music
iTunes

Place - Spotify, YouTube, Apple Music

Promotion - Facebook, Twitter, Instagram, YouTube, TikTok

People - Social media posts, stories, direct messages

Process - Social Media with links to his latest songs to encourage downloads and follows

Physical Evidence - Spotify, YouTube, Amazon Music, Apple Music, iTunes Store

THE 8 S'S OF ARTIST POSITIONING

Singing - Identifiable, Unique, Distinctive

Songs - Emotional, Relatable,

Style - Bold, Confident

Star Quality - Charisma, Rebellious, Challenges Gender Norms

Story - New Single 'break the chains ' narrative to be explained later

Squad - Solo Singer, Management: , Label: Interscope Records

Spend - Only having to cover the costs of the artist and promoted new music via advertisement campaigns (examples shown later)

CORE VALUES

Passion – YUNGBLUD portrays a strong work ethic and continues to put masses of energy into his live performances.
Authenticity – He appears to be a very honest person and this shows through tackling tough subject matters in his music.
Compassion - He visibly supports movements such as 'Black Lives Matter'.
Diversity - His visual appearance challenges gender norms e.g. he wears dresses on stage and is frequently seen wearing eyeliner and lipstick.

AUDIENCE

DEMOGRAPHICS & PSYCHOGRAPHICS

DEMOGRAPHICS

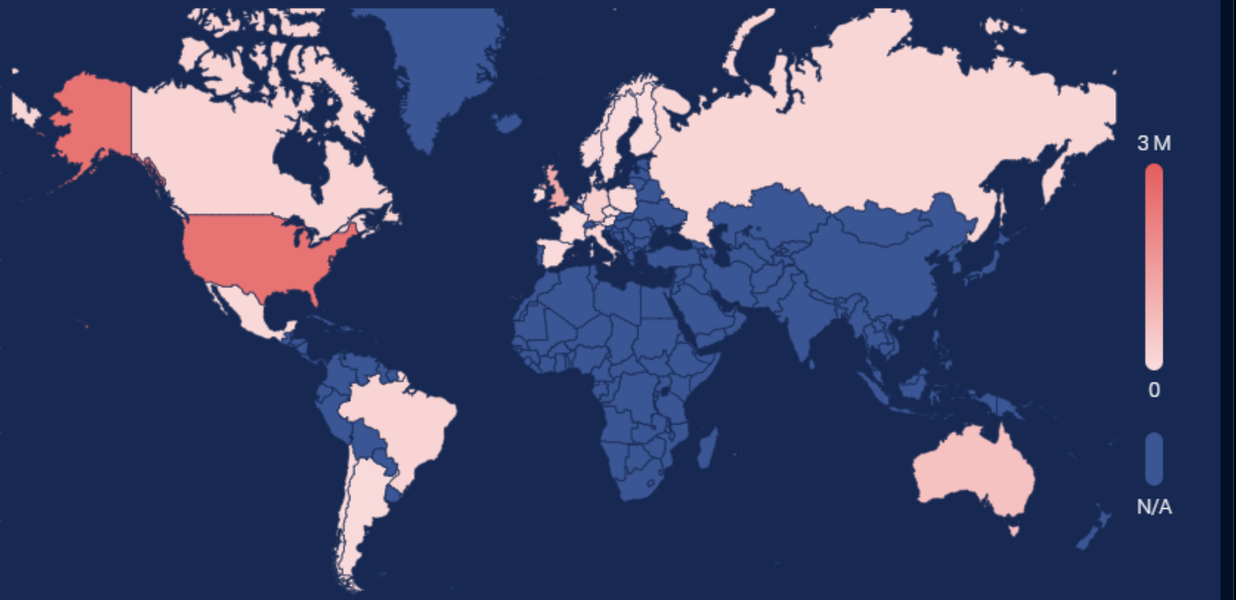
- 15-23 year-old male and females
- City-based
- Predominantly Caucasian
- Some disposable income
- Living at home or renting
- Attending school, college, or university
- Single

Top countries

Audience by city and country in the last 30 days

CITY/COUNTRY	SPOTIFY ML ▼	INSTAGRAM FOLLOWERS ▼
United States	1,304,977 ↑4.6%	1,189,166 0%
United Kingdom	836,557 ↑0.1%	362,131 0%
Australia	522,160 ↓-6.5%	132,828 0%
Germany	207,028 ↓-2.1%	123,042 0%
Canada	114,643 ↓-9.9%	104,163 0%

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Data from SoundCharts

PSYCHOGRAPHICS

- Hobbies include finding new music, playing instruments, going to underground gig venues, creatin TikToks
- A leader
- An activist
- Has line drawing tattoos
- Has piercings (many piercings in the ear and possibly a nose ring)
- Likes to wear lots of silver jewellery and chains
- Actvie on Instagram, YouTube and TikTok

Data from SoundCharts

Total fans **12,423,983**

Follower and subscriber evolution over the last 28 days



INSTAGRAM FOLLOWERS
3,648,344
↑ 1.8% (+63,242)

FACEBOOK FANS
253,352
↑ 1.9% (+4,607)

TWITTER FOLLOWERS
619,494
↑ 0.2% (+1,159)

YOUTUBE SUBSCRIBERS
2,310,000
↑ 1.3% (+30,000)

SPOTIFY FOLLOWERS
1,717,998
↑ 2.6% (+43,595)

DEEZER FANS
189,505
↑ 6.5% (+11,576)

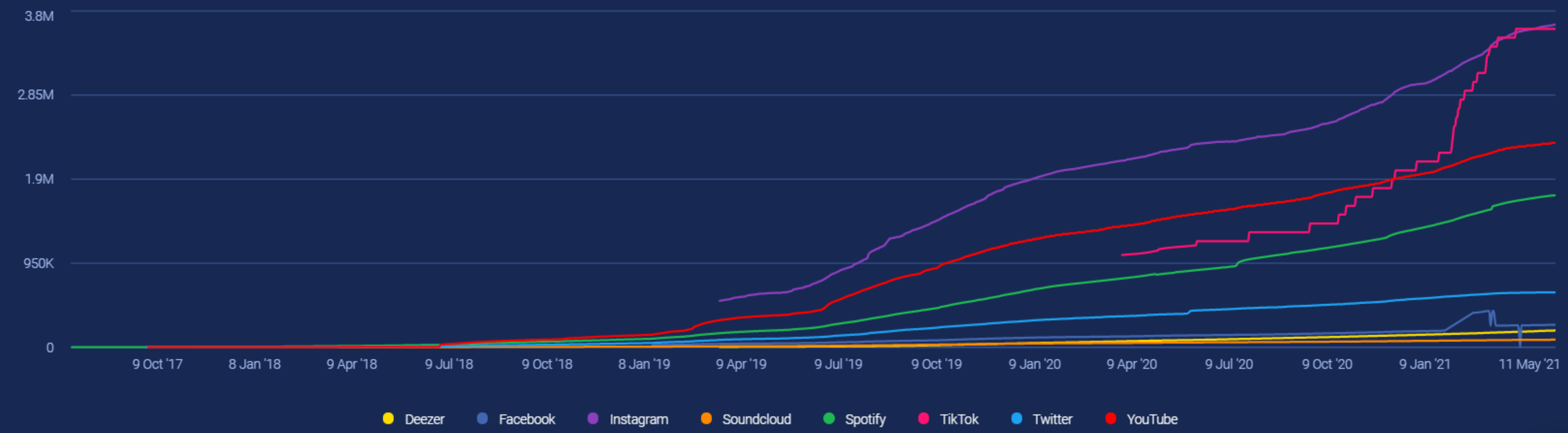
SOUNDCLOUD FOLLOWERS
85,290
↑ 2.3% (+1,904)

TIKTOK SUBSCRIBERS
3,600,000
0% --

Fan base over time on All Platforms

All time

Total fans, followers and subscribers, by platform



SWOT ANALYSIS

STRENGTHS:

- strong presence on TikTok,
- interacts with many fans on TikTok
- posts fan support/ artwork on his social media

WEAKNESSES:

- His image risks becoming outdated as the fans become older
- Hasn't collaborated with many artists

OPPORTUNITIES:

- Utilise his strong TikTok presence to incorporate a viral aspect of the marketing campaign
- Income generated from a successful marketing campaign
- Previous Pop Punk artists are coming to the end of their careers so the fans will be looking for someone new

THREATS:

- The Pop Punk genre is rising in popularity so there will be an increase in competitors
- Fans are more likely to listen to music via streaming platforms instead of attending live events

DEFINING THE ARTIST

Strong (red)	**Soft (pink)**
Urban, Lead, Thunder, Smash, Activist, Run	Love, Play, Fly
Light (yellow)	**Dark (blue)**
Heaven, Summer, Wedding, Laugh, Together, Peace, Storm	Sunset, Demons

EXISTING BRANDING & COMPETITORS

CURRENT LOGO



COMPETITOR'S LOGOS







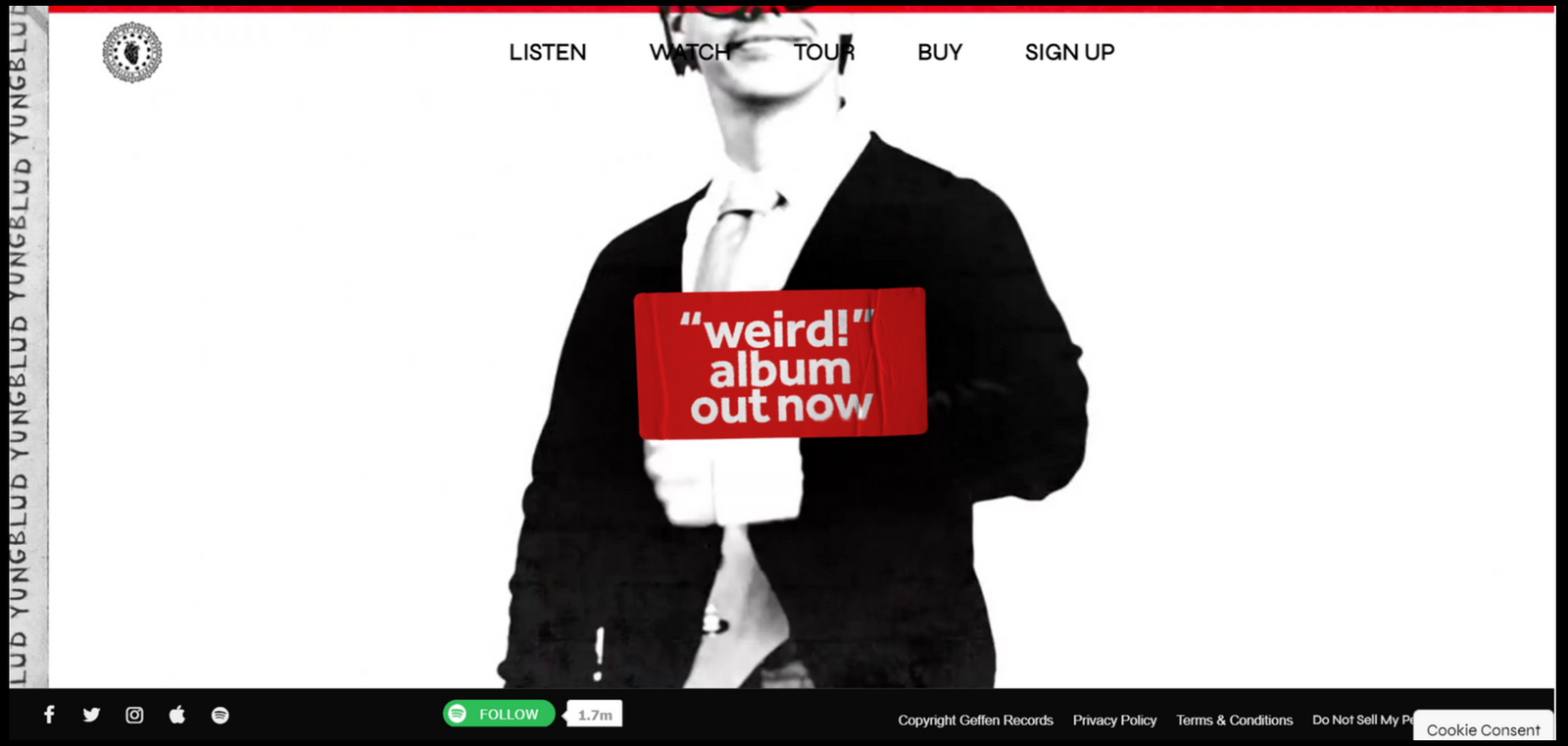


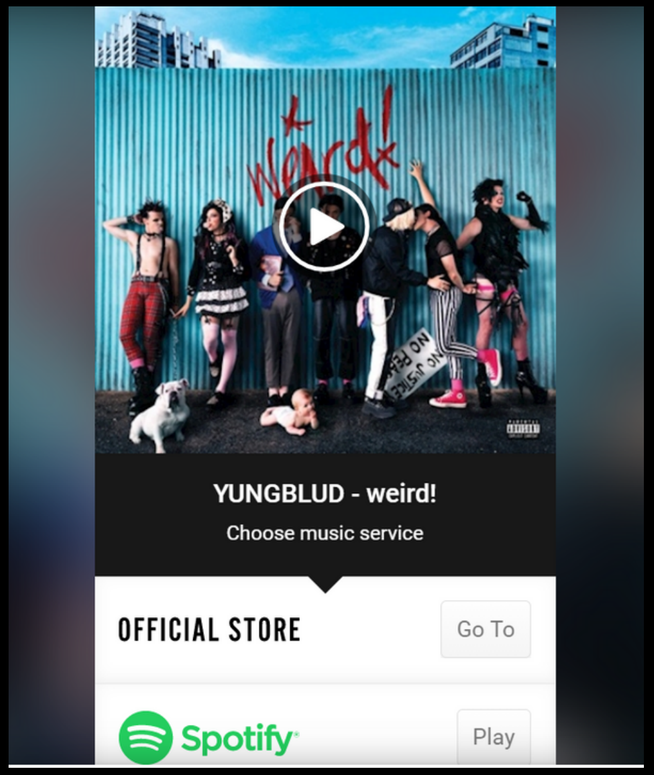




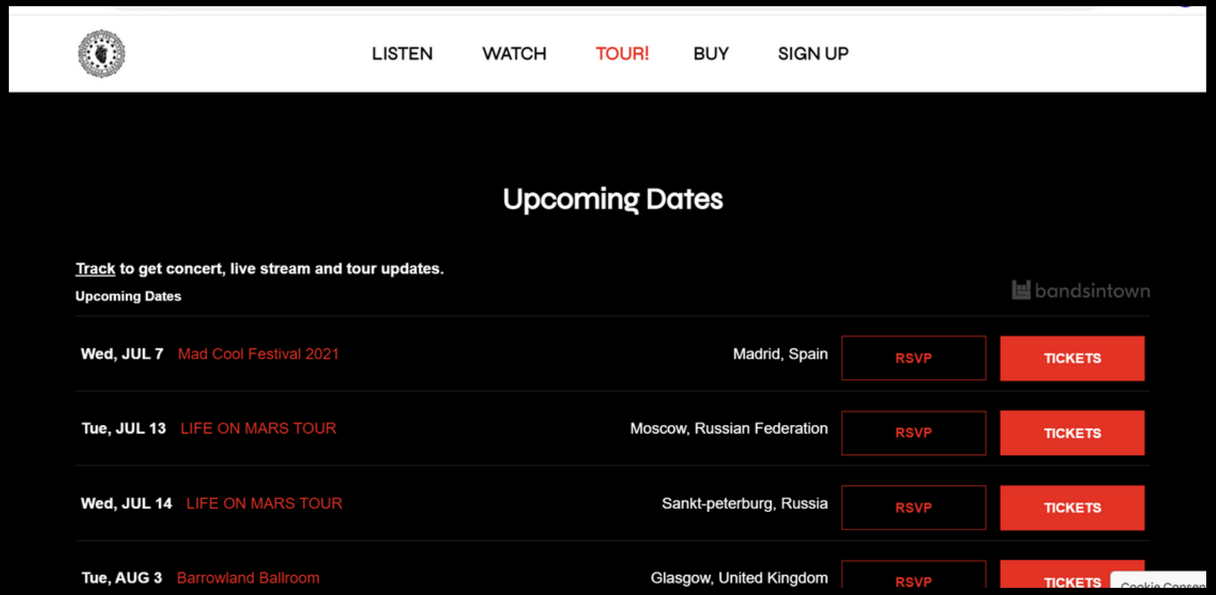


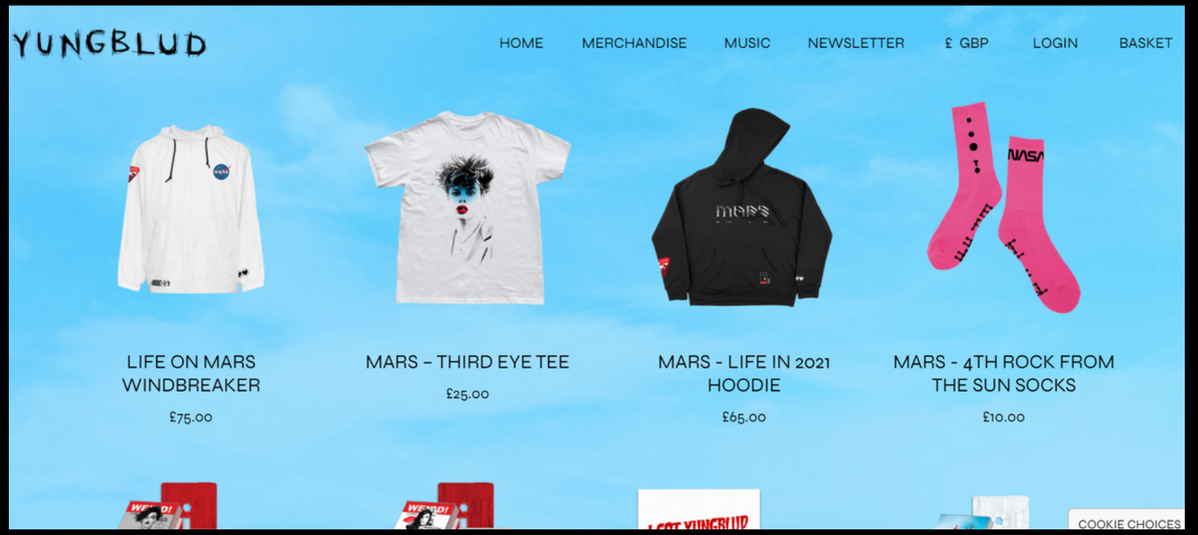
CURRENT WEBSITE

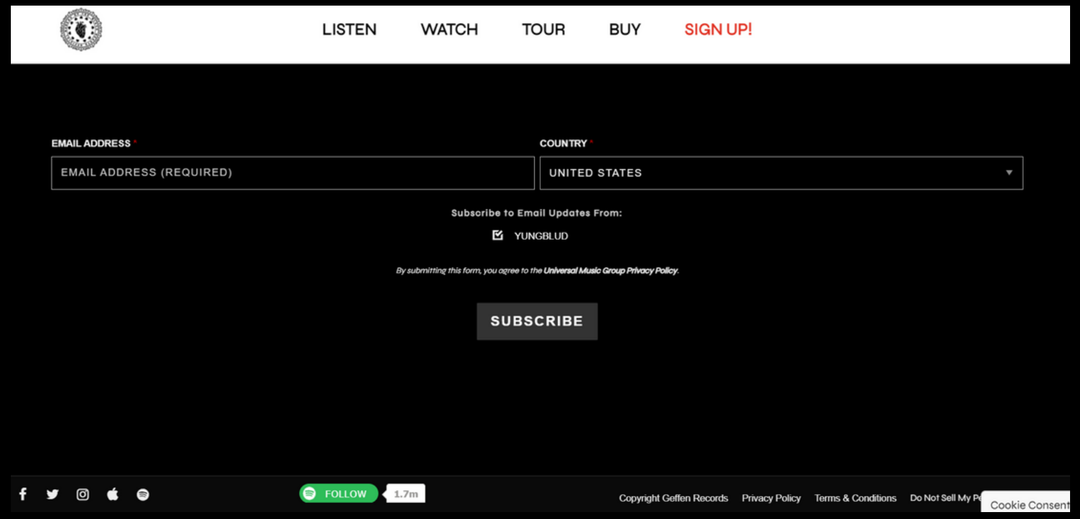




CURRENT WEBSITE



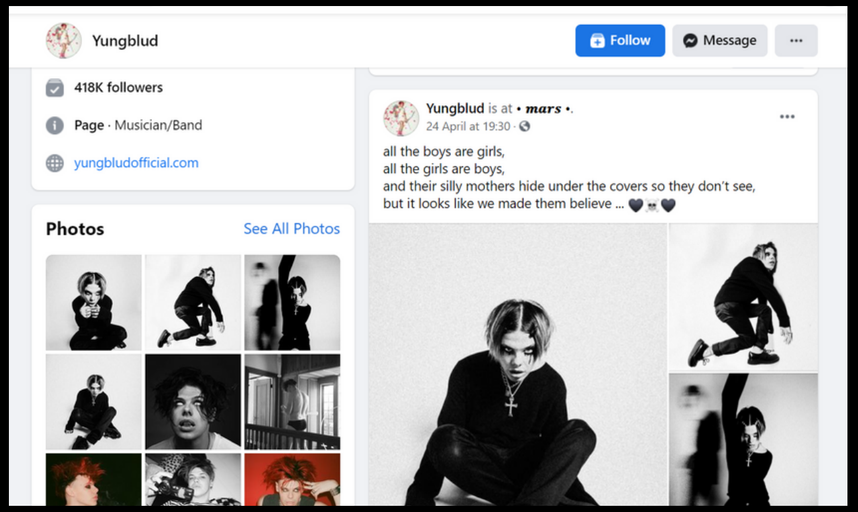




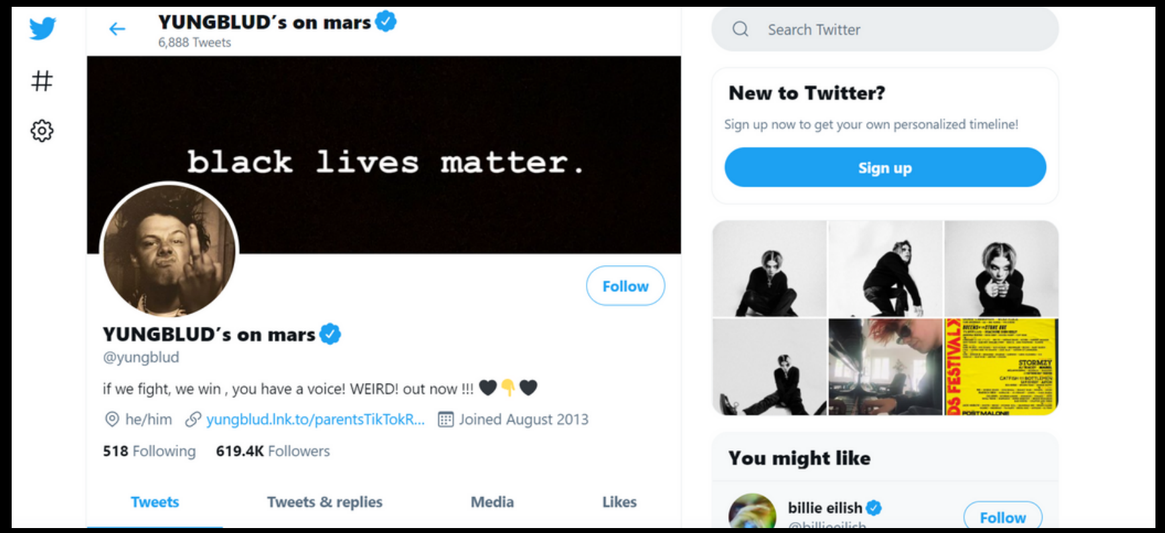
CURRENT SOCIAL MEDIA

FACEBOOK





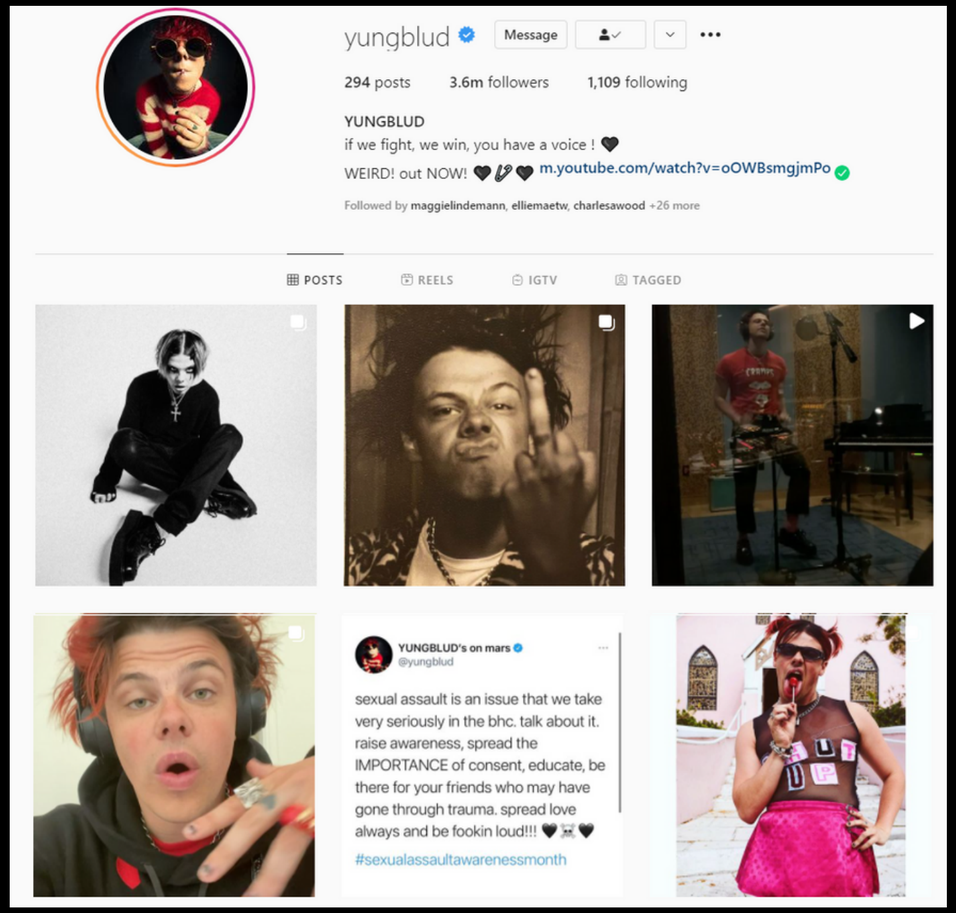
TWITTER

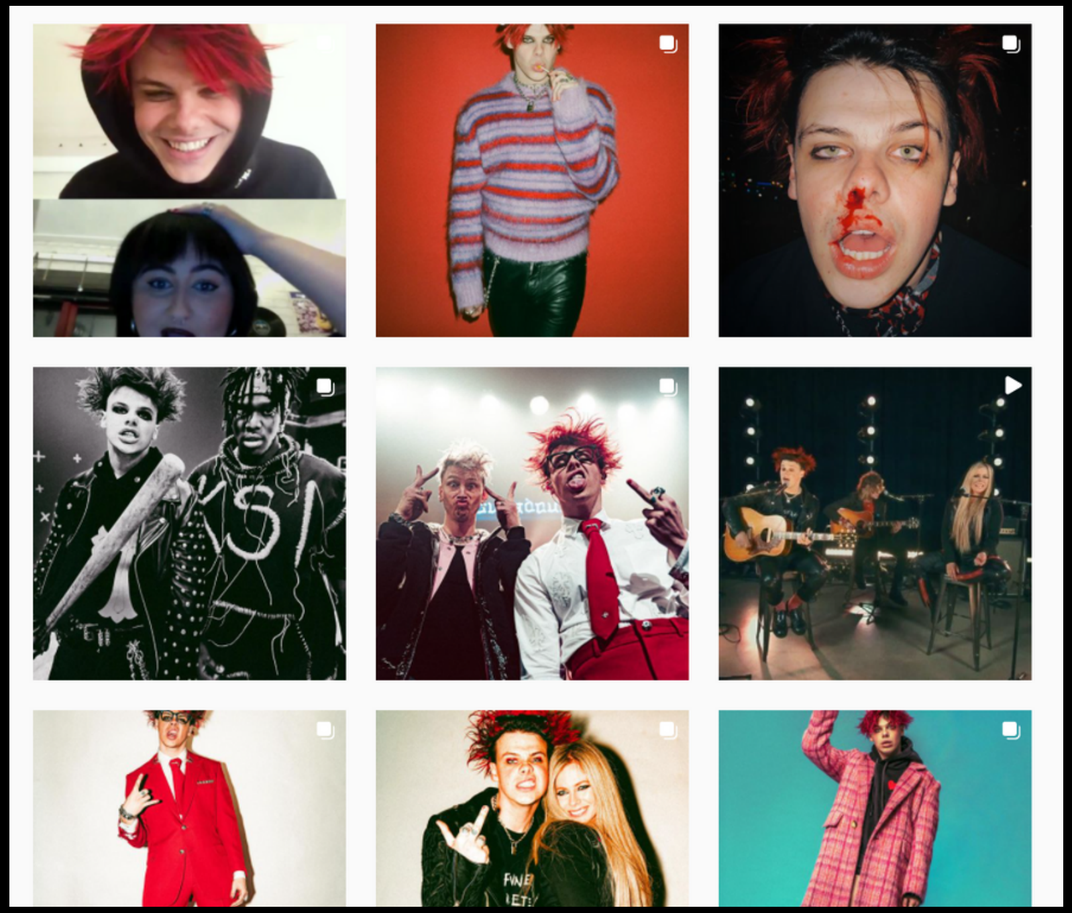




CURRENT SOCIAL MEDIA

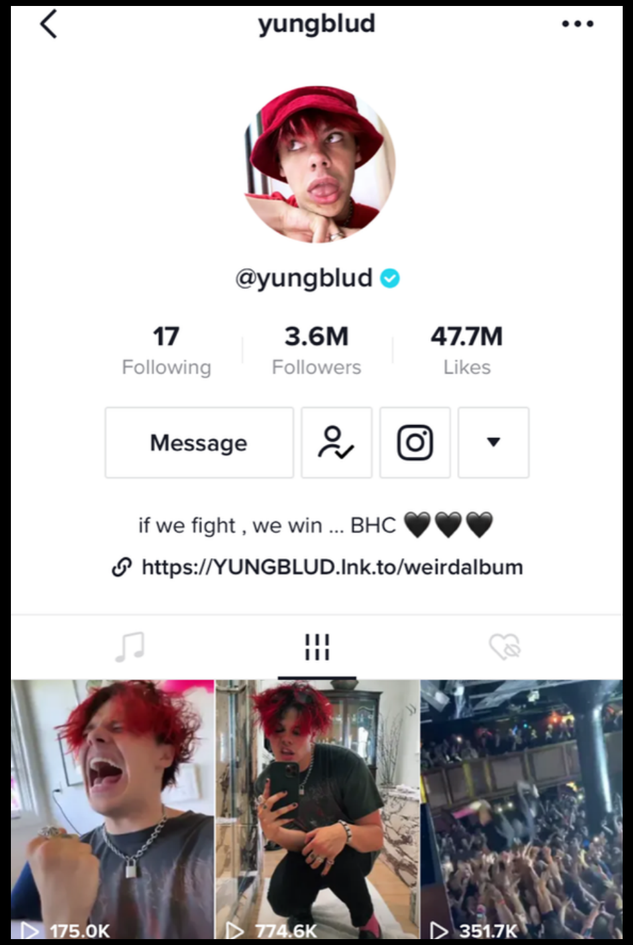
INSTAGRAM

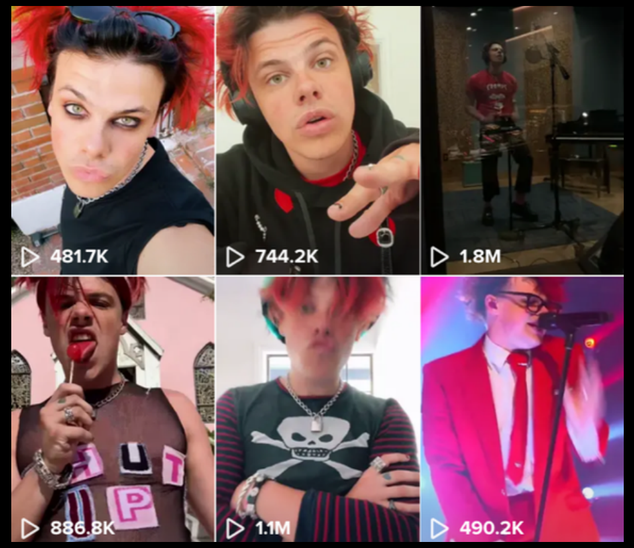


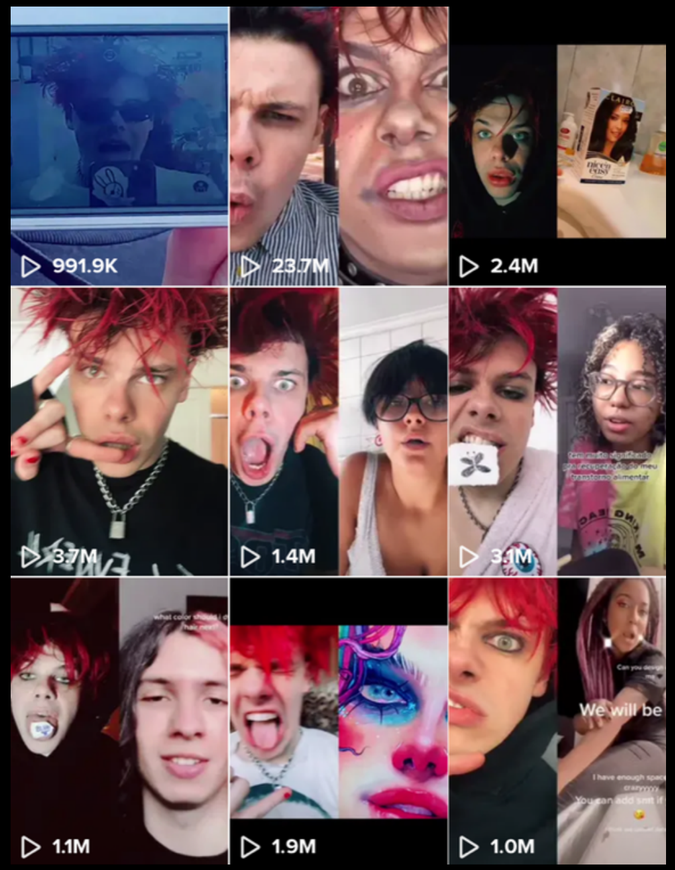


CURRENT SOCIAL MEDIA

TIKTOK







CURRENT SOCIAL MEDIA

YOUTUBE



YUNGBLUD

2.29M subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY STORE CHANNELS ABOUT



The Yungblud Show – One Year Anniversary

482,767 views • Streamed 1 month ago

THE YB SHOW 1 YEAR ANNIVERSARY !!! thursday 12pm midday (pst). LIVE HERE ON MY YOUTUBE. this is going to be fookin mental!!! our biggest guest list yet !!! tell yer mates, set your reminders and bring the energy !!! 🖤🖼🖤 #theyungbludshow

WEIRD! ALBUM ▶ PLAY ALL

WEIRD! OUT NOW !!! https://yungblud.lnk.to/weirdalbum



YUNGBLUD - teresa (Official Audio)

YUNGBLUD

1.9M views • 4 months ago



YUNGBLUD - cotton candy (Official Audio)

YUNGBLUD

313K views • 4 months ago



YUNGBLUD - Strawberry Lipstick (Official Audio)

YUNGBLUD

507K views • 4 months ago



YUNGBLUD - mars (Official Audio)

YUNGBLUD

343K views • 4 months ago



YUNGBLUD - superdeadfriends (Official...

YUNGBLUD

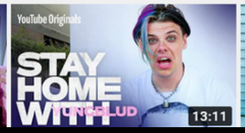
462K views • 4 months ago

Stay Home With: YUNGBLUD : ▶ PLAY ALL











THE YUNGBLUD SHOW LIVE ▶ PLAY ALL



THE YUNGBLUD SHOW LIVE ep.3

YUNGBLUD

264K views •

Streamed 10 months ago



THE YUNGBLUD SHOW LIVE ep.2

YUNGBLUD

284K views •

Streamed 1 year ago



THE YUNGBLUD SHOW LIVE (with MGK, Bella Thorne, an...

YUNGBLUD

1M views •

Streamed 1 year ago



the making of THE YUNGBLUD SHOW

YUNGBLUD

226K views • 1 year ago



THE YUNGBLUD SHOW LIVE - 9am PST 6/25 (trailer)

YUNGBLUD

132K views • 10 months ago

Music videos ▶ PLAY ALL











STREAMING SITE STATISTICS





Data from SoundCharts

Spotify playlists

Top playlists by number of followers

PLAYLIST NAME	ADDED ON	FOLLOWERS ▼	POSITION
Hot Hits UK	Mar 13, 2021	2,721,083	31 / 70
Daily Lift	Mar 19, 2021	1,813,899	88 / 100
This Is Marshmello	Feb 19, 2020	1,533,786	23 / 51
Pumped Pop	Dec 12, 2020	1,160,940	58 / 60
Sexta	Mar 23, 2021	992,551	38 / 62

SHOW MORE





Apple Music playlists

Top playlists by country reach

NAME/COUNTRIES	ADDED ON	POSITION
Justin Tranter: Songbook +153	Oct 21, 2020	14 / 72
Justin Tranter: Songbook +153	Aug 20, 2020	7 / 72
Justin Tranter: Songbook +153	Mar 12, 2020	23 / 72
2020 triple j's Hottest 100 +152	Mar 16, 2021	71 / 100
KSI Essentials +152	Mar 12, 2021	1 / 14

SHOW MORE

Deezer playlists

Top playlists by number of followers

PLAYLIST NAME	ADDED ON	FOLLOWERS	POSITION
Top UK	Mar 13, 2021	1,936,813	69 / 100
BRAND NEW - CANADA	Sep 18, 2020	1,181,415	35 / 80
BRAND NEW - CANADA	Sep 04, 2020	1,181,415	67 / 80
New Music Egypt & Lebanon	Mar 13, 2021	534,744	10 / 49
BRAND NEW USA	Sep 04, 2020	516,932	77 / 77

SHOW MORE

Data from SoundCharts

CURRENT PHOTOSHOOTS











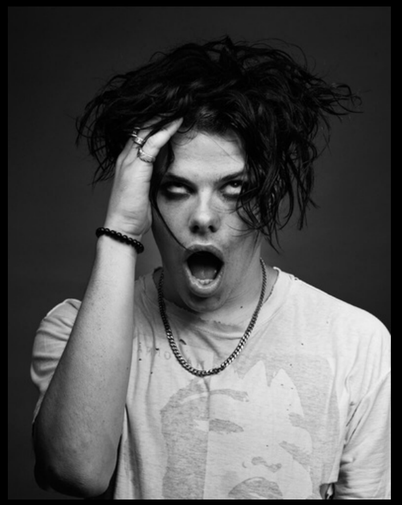












COMPETITOR'S PHOTOSHOOTS

















COMPETITOR ANALYSIS



Strengths	Weaknesses
Strong branding Gained fame at a young age so people will know her when she was much younger	New in the music scene so hasn't gained a large following Doesn't collaborated with well-known artists
Opportunities	**Threats**
Utilise TikTok more to engage with target market Post more on social media Respond to fans/ post fan artwork and support on her social media Perform more live sets that fans can attend Collaborate with well-known artists	Her pop punk/ alternative rock genre is becoming increasingly popular

PREVIOUS COLLABORATIONS

Machine Gun Kelly
KSI & Polo G
Charlotte lawrence
Marshmello & blackbear
Halsey
24k goldn













POSSIBLE FUTURE COLLABS



Avril Lavigne



Maggie Lindemann



Miley Cyrus



Mod Sun



Harry Styles

PREVIOUS BRAND PARTNERSHIPS

Beats headphones



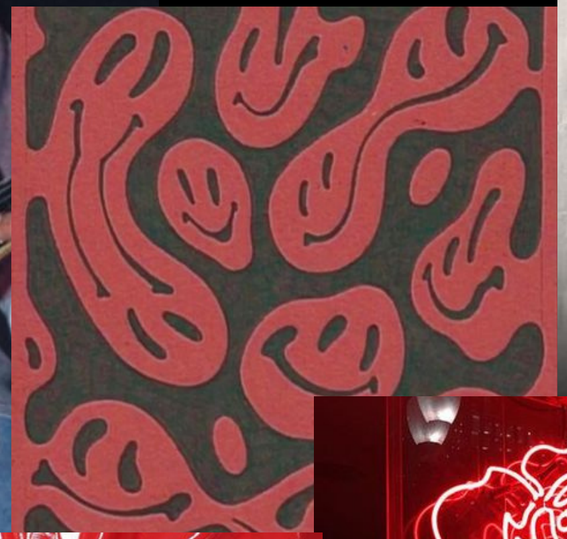


Ray-Ban - the weird collection

ANALYSIS OF PREVIOUS ALBUM

PREVIOUS ALBUM MOOD BOARD

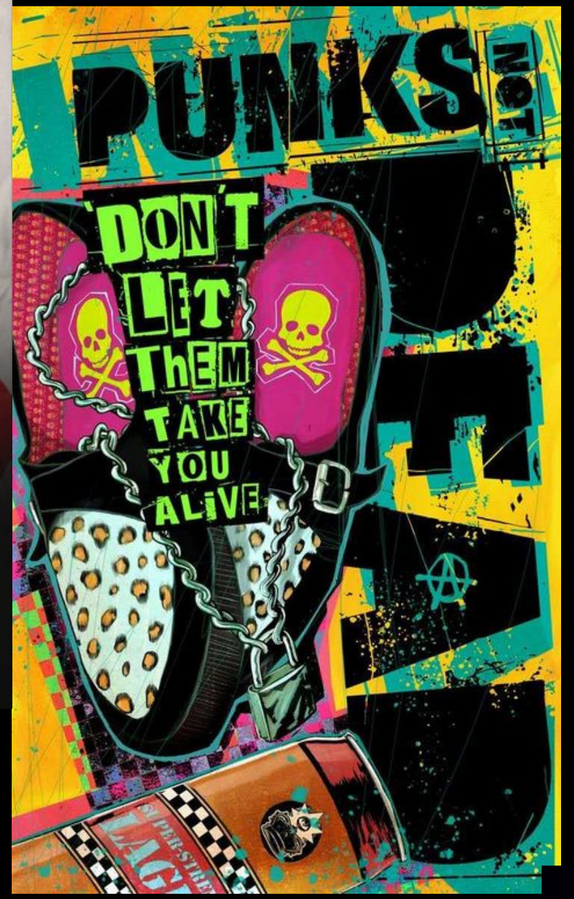




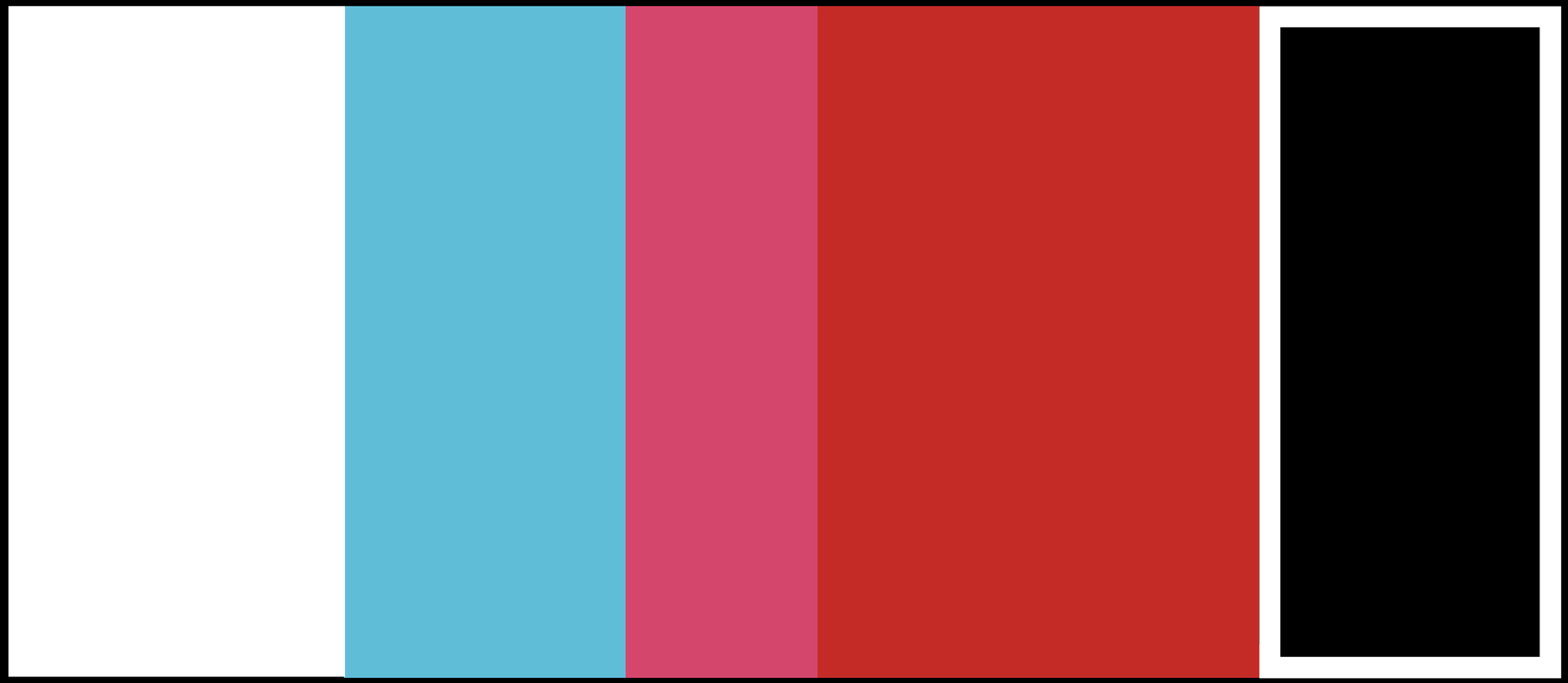








PREVIOUS ALBUM COLOUR SCHEME & WEIGHTING



PREVIOUS ALBUM THEMES

Topics discussed in lyrics:

- grief
- sexual liberation
- gender
- love
- being yourself
- not letting insecurities define you
- loneliness



PREVIOUS MUSIC VIDEOS

SHOOTING STYLES



mars
- shot in the style of a typical school picture day
- close ups on faces



weird!
- shot during lockdown
- self-filmed
- psychadelic effects used

PREVIOUS MUSIC VIDEOS

SHOOTING STYLES



cotton candy
- bright and clashing colours and patterns



acting like that ft. Machine Gun Kelly
- gorey and bloody
- dark

SINGLE COVER, SINGLE NARRATIVE, AND MUSIC VIDEO

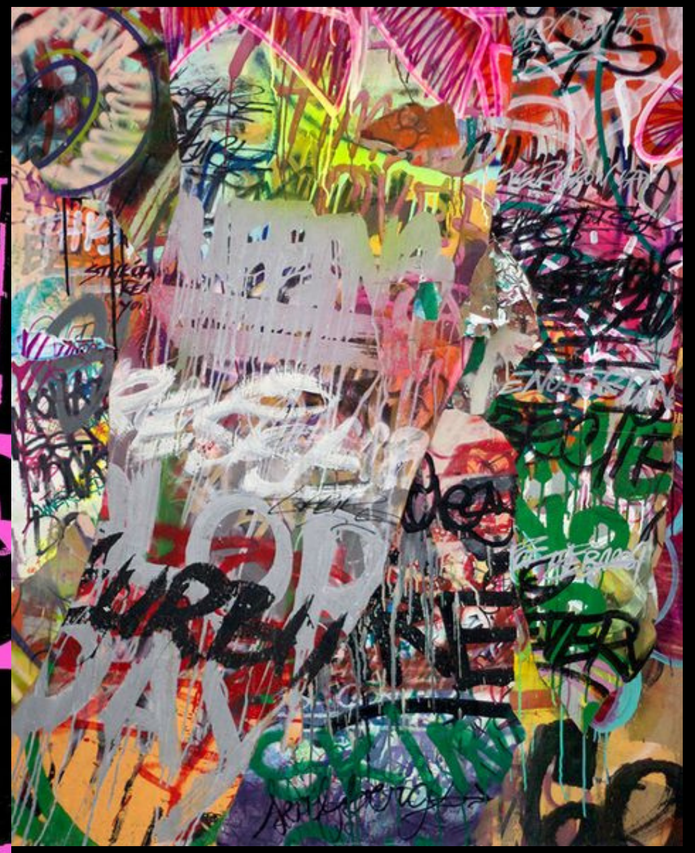
MOOD BOARD



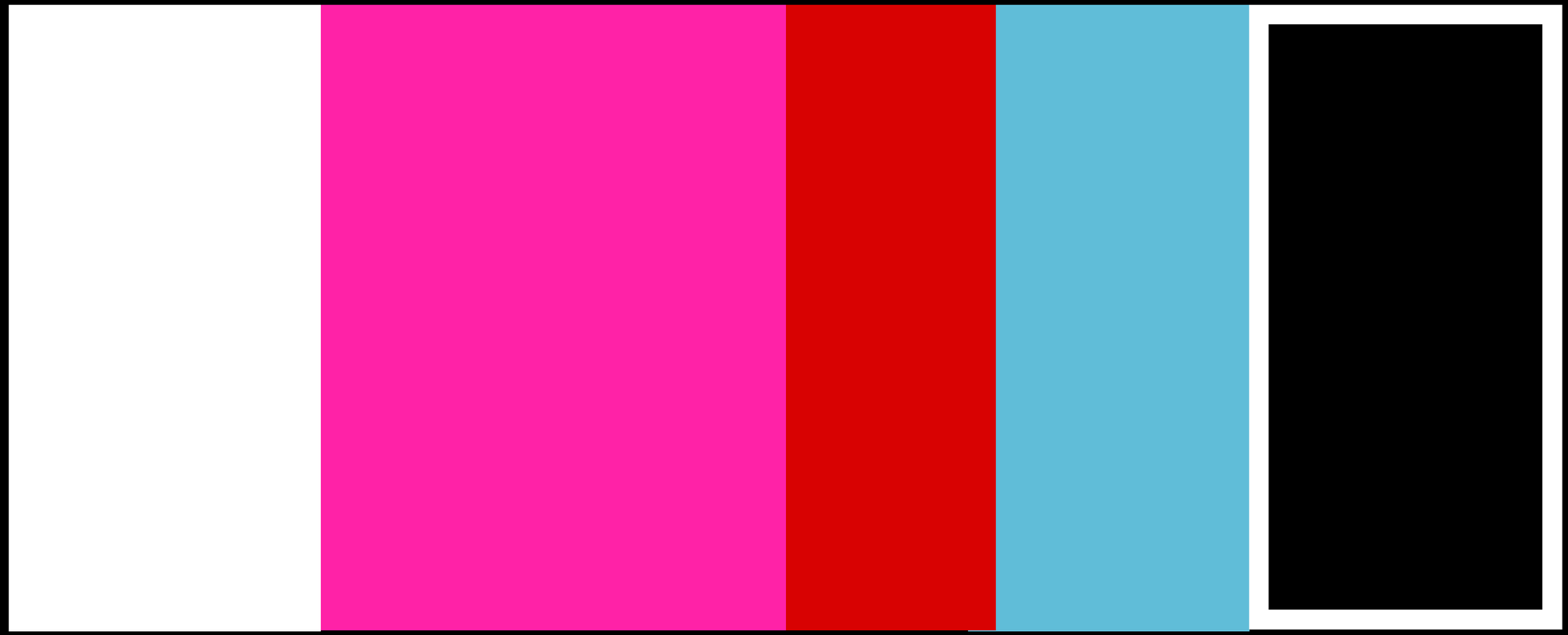


ПОНЕДЕЛЬНИК?
опять
5 ист 6
ПОСЛЕДНИ
УЧТА
РАСТЕРЯЙ
СИНУ БЕЗ
ВЕНЕТЕ
DOKE
SEX
РАСТЕТ
БЕЗДЕЛЬНИК!


PUNK
about
CHAOS
COUTURE



COLOUR SCHEME & WEIGHTING



SINGLE COVER



Physical copies of the single will be released on the YUNGBLUD shop webpage and stores such as HMV. Most of the physical singles will be produced as vinyls. It will also be released as a casette and fewer will be released as CD's. All types of physical releases will follow the standard format in addition to a collectors format. For example, a pink vinyl record, a pink casette and a limited edition CD with cardboard covers with 5 different photos from the promotional photoshoot.

MUSIC VIDEO NARRATIVE



YUNGBLUD's message to his fans is to always be yourself and he is constantly promoting self-love. I want to capture this ethos through the music video for 'break the chains'.

The title 'break the chains' relates to YUNGBLUD breaking free from gender norms, but the audience can interpret the song in whatever way they feel relates to their own story.

The single title will not use capital letters as all of YUNGBLUD's song titles solely utilise lowercase letters. This music video and song will uplift YUNGBLUD's audience as it portrays a strong message of self-acceptance.

MUSIC VIDEO STORYBOARD

Beginning

Outcasts are walking slowly down the street with chains attached to their ankles. The 'normal' people on the street are laughing and pointing at their make-up and clothing. YUNGBLUD is seen spraying 'break the chains' graffiti onto a brick wall, the 'normal' people begin to shout so he runs past them whilst wearing a dress and make-up.

Middle

The outcasts with chained ankles start to speed up as they see more and more 'break the chains' graffiti and they can see someone like them (YUNGBLUD) being happy whilst being free, and eventually they run down the street. As they speed up the chains from their ankles slowly break.

End

The outcasts eventually run to the stage where YUNGBLUD is singing the song. Some audience members are holding up posters with painted phrases that promote self love. Everyone looks happy as they are accepted.

MUSIC VIDEO SHOOTING STYLE

There will be two main sections of the video. One section will portray the outcast's journey down the street and the slow release of the chains on their ankles as they begin to run. This will consist of close-ups of their dragging feet and upset faces, and full-body shots as they begin to run.

The other section will be of YUNGBLUD singing the song in the middle of a street. This will consist of close-ups of his face and full-body shots.

There will be no colour filter on the video as this will distract from the raw emotion the song is portraying. However, the saturation will be increased to ensure that the colours of YUNGBLUD's clothes, makeup and hair are eye-catching , in addition to the audience's encouraging posters.



SHOOTING STYLE EXAMPLES



HAIM - Want You Back

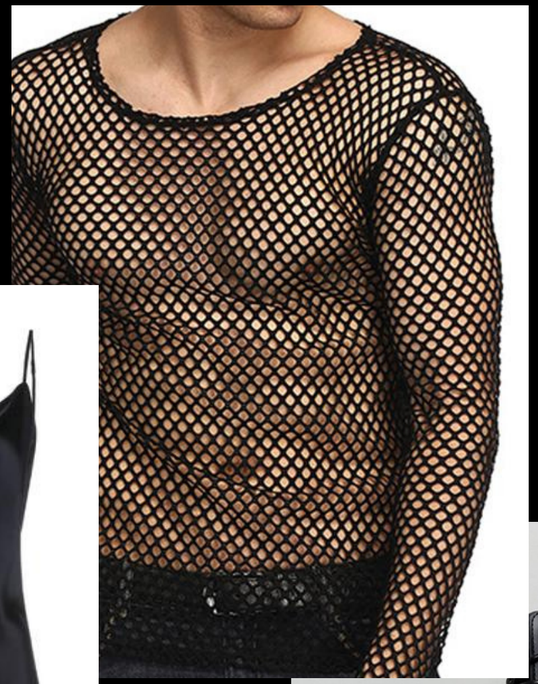


Machine Gun Kelly ft. YUNGBLUD
- I Think I'm Okay

CLOTHING AND MAKE UP FOR MUSIC VIDEO

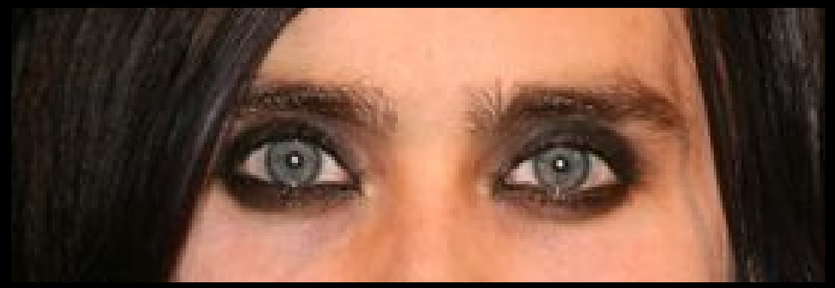














MUSIC VIDEO EXCLUSIVE

The 'break the chains' music video will premiere on MTV UK on 20th May.

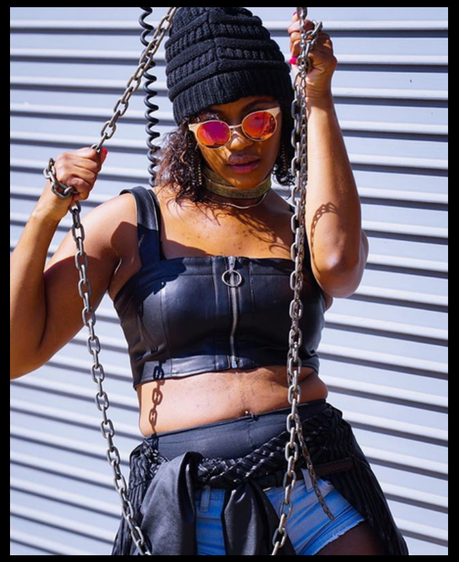
MTV is a leading music video channel, racking up 10 million views quarterly .

PHOTOSHOOT IDEAS FOR SINGLE RELEASE









- keep background a singular colour, could be a pastel pink or grey.
- wear chains and have dyed pink hair to relate back to the music video
- consistently portray pink as the dominant colour in the photo
- have small amounts of blue to relate to overall colour scheme

WEBSITE AND E-MARKETING

DRAFT WEBSITE



The updated website will follow the same layout from the previous album. The colour scheme and photoshoots will be updated. There will be a black and white moving image background that correlates with the single cover.

There will be some more information provided on the website (e.g. and 'about' page) as it is lacking in this area and the audience will disengage with the content if they don't know what it is. The font in the middle will be in a grafitti style to connect with the music video.

NEW MERCH FOR WEBSITE SHOP









NEW MERCH FOR WEBSITE SHOP





Chains will be added to the YUNGBLUD online shop in reference to the new single.

Fans can choose to wear the chains as they are or they can purchase a range of charms that show who you are e.g. the symbol of being transgender.

MERCHANDISE

DICE has partnered with leading merchandise specialists to offer a new service:
- artists will be able to run exclusive, limited-run 'product drops' in the lead up to a show which will only be available to fans attending the artist's live shows and/or live streams
- fans be will able to order limited edition artist products, receive notifications and updates in the run-up to the gig all within the DICE
- the limited edition products will include physical copies of the album that have different sleeves than usual and will keep within the pink colour scheme

E-MARKETING CAMPAIGN

- The content on the website portrays the key information, such as YUNGBLUD's songs through YouTube links, a link to the store, ticket links, where to stream the music, and a page for signing up to the mailing list.
- There is a severe lack of encouragement to sign up to the mailing list which ensures that YUNGBLUD is missing out on data capture of his audience through the use of email marketing
- There will be a 'sign up to newsletter' popup when you enter the website and targeted emails will be sent out to subscribers

E-MARKETING DRAFTS

YUNGBLUD

NEW SINGLE:
'break the chains'
Release: 6th May

Presave the new single here:

Pre-Save

My new single is the best yet! A story of overcoming insecurities and realising that being who you are is enough. I know how it feels to be an outsider and I want you all to know you're not alone.
We've got each other!



break the chains
YUNGBLUD

The background will utilise the bold pink element of the colour scheme whilst making the objective of the email clear by placing key information in bold at the beginning. The bottom will provide a visual aspect using the single artwork in the format of a streaming platform to connect with the target audience

ONLINE ADVERTISING & ONE SHEET

ONLINE ADVERTISING

Image:
- Relevant content will be continuously posted across all social media, ensuring that they are relevant to each impact point

Video:
- 15-second video clips posted across social media through the use of paid advertisements
- 30 second skippable YouTube advertisement is played before the chorus of the song

Banners:
- Spotify discovery page

ONLINE ADVERTISING

	When?	How?	Why?
	For single release	Spotify - ad banner	All these things will increase audience engagement and generate income
	Before release: Pre-save link and build hype After release: To promote the record to new followers and increase streams	Instagram - targeted paid ad campaign using demographic and psychographic data	
	Before release: Pre-save link and build hype After release: For promoting the record to fans who haven't heard it yet and increase streams	Twitter - targeted paid ad campaign using demographic and psychographic data	
	On release date and for single listening party	YouTube - targeted 30 second ad campaign using demographic and psychographic data	
	Before release: Building hype around the new single After release: For promotion and to duet fans that have participated in the '#breakthechainschallenge'	TikTok - targeted ad campaign using demographic and psychographic data	

Note: I will not be including Facebook as there are a minority of fans present on the platform

ONLINE ADVERTISMENT EXAMPLES

Can be used for Instagram





Can be used on Twitter

OTHER MARKETING IDEAS



- YUNGBLUD could have a spinoff show with Drag Race UK called 'Drag Race: break the chains'. YUNGBLUD will be one of the judges on the show and drag queens will compete to see who will be chosen to be in the 'break the chains' music video.

This tv show is very popular with Generation Z.

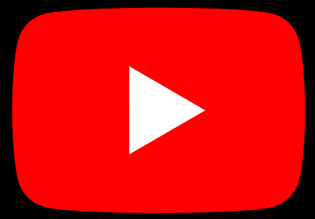
OTHER MARKETING IDEAS



An immersive reality concert made in unreal engine on TikTok Live:

- immersive reality music experience on TikTok Live on 6th May 2022.
- will feature an ultra-realistic digital avatar of YUNGBLUD.
- will take place in a recreation of the Sony Hall concert venue in New York City, created using Unreal Engine (the games engine from Fortnite maker Epic Games).
- performance will be available on Playstation VR and Oculus VR, and as an immersive 2D experience.

ONLINE VIDEO MARKETING

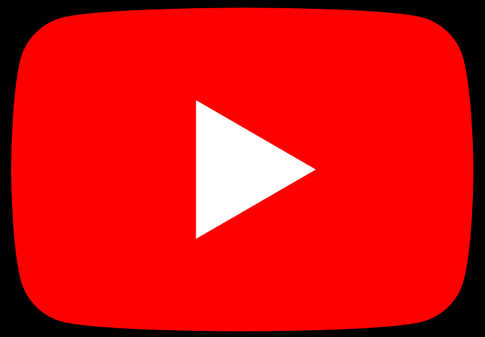




- Social media platforms have priortised video content over image and text.
-Utilise YouTube for videos over 30 seconds. The audience is unlikely to watch a video longer than that due to their need for fast-paced information on other social media platforms.

- Behind the scenes footage - e.g. in the studio, writing lyrics, the production process
- Video of the backstory of the single
- Q&A sessions
- Live version of single
- Acoustic version of single
- Time-lapse videos - e.g. creating single artwork, a day in the studio, on set for the music video
- Tutorial on how to write a song, how to get the 'YUNGBLUD' look
- Post snippets of videos on Instagram and Facebook with a link to the YouTube video in the bio/post

YOUTUBE TEASER VIDEO



watch the link to the YouTube Single Teaser Video

CONTENT MARKETING

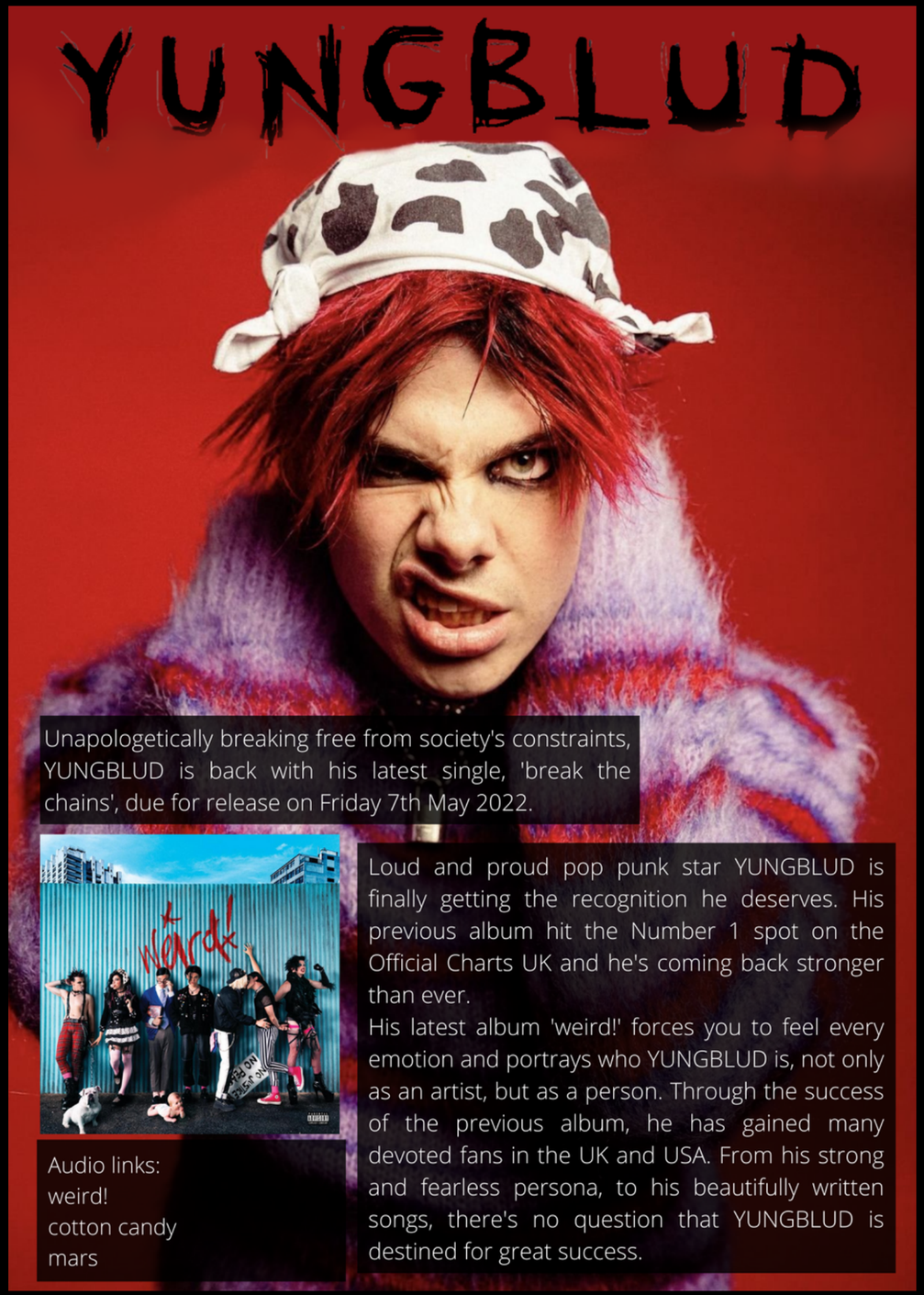




- Repost fan artwork and support on social media
- Duet fans on TikTok
- Share press quotes on social media
- Throwback posts - show the fans how you got to where you are today
- Give fans special discounts for merchandise and priority tickets for shows if they are signed up to the mailing list
- Share sneak peeks of projects - creates hype
- Do Instagram take-overs with brand partnerships
- Share press quotes and links to positive articles on social media
- Create a TikTok challenge '#breakthechainschallenge' where fans film a video of whom society wants them to be versus who they truly are. Fans can show how they love to dress or do their make-up and challenge the gender norms of society - shows what the story behind the single is and gets fans involved

ONE SHEET

YUNGBLUD



Unapologetically breaking free from society's constraints, YUNGBLUD is back with his latest single, 'break the chains', due for release on Friday 7th May 2022.

Audio links:
weird!
cotton candy
mars

Loud and proud pop punk star YUNGBLUD is finally getting the recognition he deserves. His previous album hit the Number 1 spot on the Official Charts UK and he's coming back stronger than ever.

His latest album 'weird!' forces you to feel every emotion and portrays who YUNGBLUD is, not only as an artist, but as a person. Through the success of the previous album, he has gained many devoted fans in the UK and USA. From his strong and fearless persona, to his beautifully written songs, there's no question that YUNGBLUD is destined for great success.

SINGLE RELEASE, TASTEMAKERS, AND REVENUE STREAMS

SINGLE RELEASE BASIC INFORMATION

Release date: 6th May 2022

- released on all streaming platforms
- the audio will also be released on youtube with a lyric video to follow
- released on the Friday before Mental Health Awareness Week. This will link to YUNGBLUD's constant support and encouragement to people with mental health conditions and will connect to the overall narrative of the single.



SINGLE RELEASE LISTENING PARTY

For those that cannot attend the TikTok Live immersive concert, there will be a listening party via YouTube on the 7th May at 7pm.

Ads will be played throughout the party. If fans choose to not skip through the advertisements, profits from the views will go towards YoungMinds (the UK's leading charity championing the wellbeing and mental health of children and young people.)

NON FUNGIBLE TOKENS

One way the single will be released is as an NFT:
- unique and collectible digital items you can create in which no two items are ever identical
- gives musicians a lot more control over their output and its pricing
- offers a direct revenue stream between themselves and fans that's not reliant on third parties such as streaming platforms and concert promoters
- inbuilt features can include musical content special artwork, rare pictures or digital data files, publishing contracts, advertising synching rights
- artists can first get money by setting up an album auction on platforms likes Foundation or OpenSea, so your followers can bid on your collectible
- artist can also get money from resale by baking into the contract a percentage every time the collectible gets resold
- fans benefit by getting to support their favourite artist in a bigger, more personal and direct way, the potentially get to be an investor in the art

MAGAZINE PROMOTION



Alternative Press Exclusive

- The majority of YUNGBLUD's fanbase is based in the USA, so I have chosen to work with the American magazine 'Alternative Press' to provide the greatest reach to YUNGBLUD fans.
- This magazine is the perfect fit for YUNGBLUD's pop-punk genre of music in addition to his edgy fashion sense.
- There will be future collaborations with tastemakers based in the UK and Australia as that is where the majority of the remaining fanbase is based.

TASTEMAKERS:

MAGAZINES



American Magazine
Contact: Luke Girgis, Brenna Ehrlich, Brittany Spanos



British Magazine
Contact: Andrew Trendell, Thomas Smith, Hannah Mylrea



British Magazine
Contact: Andy Biddulph, James Wilson-Taylor



Australian Magazine
Contact: Dan Cribb,Neil Griffiths

TASTEMAKERS:

INTERVIEWS, NEWSPAPERS, AND INFLUENCERS

Interviews

HOT PRESS — Contact: Duan Stokes

MOJO — Contact: Phil Alexander

mixmag — Contact: Nick Stevenson

Music Week — Contact: George Garner

Newspapers

THE TIMES — Contact: Dan Parkinson

The Guardian — Contact: Annette Thomas

Evening Standard — Contact: Charles Yardley

Influencers

Nikkie De Jager, Lewys Ball, Kristen Hancher, Emma Chamberlain

TASTEMAKERS: RADIO



American Radio Station
Contact: Robert Pittman
- played on the Josh Martinez show



UK Radio Station
Contact: Aled Haydn Jones
- played on Future Sounds with Annie Mac



American Radio Station
Contact: Robert Pittman
- played on the Booker show



UK Radio Station
Contact: Dee Ford
- played on Johnny Doom show



Australian Radio Station
Contact: Paul Borny



UK Radio Station
Contact: Ashley Tabor
- played on the Geor Godfrey show

TASTEMAKERS: YOUTUBE CHANNELS & TV INTERVIEWS

YouTube channels

Vanity Fair
Contact: Radhika Jones, Daniel Kile

Teen Vogue
Contact: Versha Sharma

Wired
Contact: Condé Nast

TV interviews

UK



Contact: Alex Mahon

USA



Contact: Jeff Shell

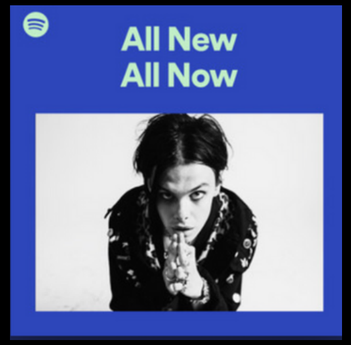


Contact: David Letterman

TASTEMAKERS:

SPOTIFY PLAYLISTS

Hit







Mid Tier





Other





REVENUE STREAMS

Streaming - via all major DSP's e.g. Spotify, Apple Music

Radio Play - Generating consistent royalties from the single release date

New partnership deals - YUNGBLUD will be paid to promote certain brand's items. Possible brand partnerships will be discussed further on.

Merchandise - new merch and collectibles will be created for the single

Synchronisation - when the single is played on television shows/ video games such as Fortnite and FIFA

BRAND PARTNERSHIPS

Contact:
Paul Mason,Kenny Wilson

Contact: Andy Mooney



Contact: Mazdack Rassi



Contact:
Agathe Schwarzkopf



COLLUSION×

Contact: Clarissa Henry

SYNC OPPORTUNITIES



Contact: Tim Sweeney

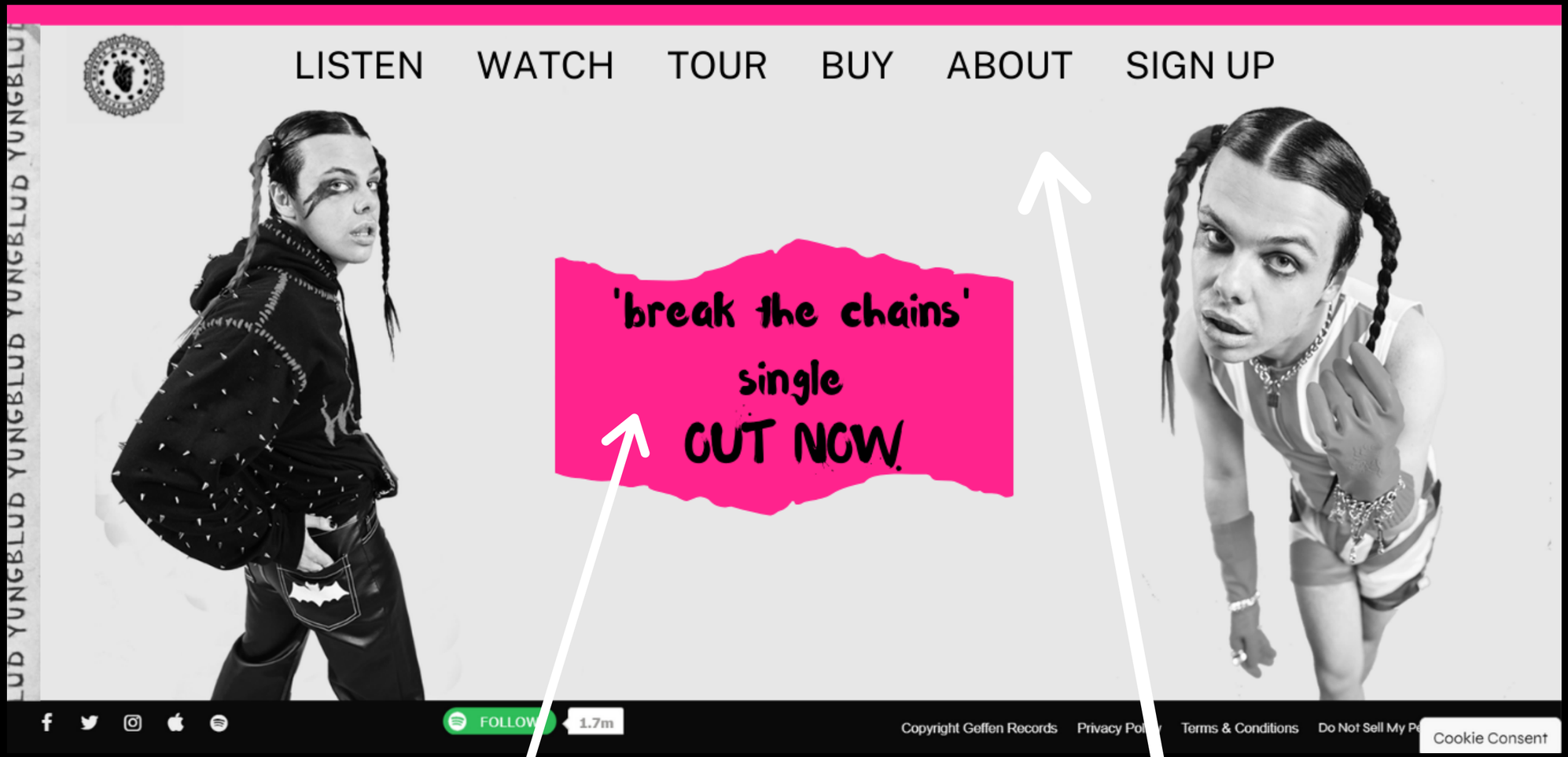
FIFA

Contact: Gianni Infantino

- creates more revenue
- allows the artist to branch out into different areas e.g. video games
- a wider audience can be reached
- video games are the number 1 entertainment activity for Generation Z consumers in the US aged 14-24
- listed are some of Generation Z's favourite video games

SEO, EVENTS, AND BUDGET

SEO - MAIN WEBSITE



Written Text/ strapline

'About' YUNGBLUD/ SEO/ Build Narrative

SEO ON SOCIAL MEDIA

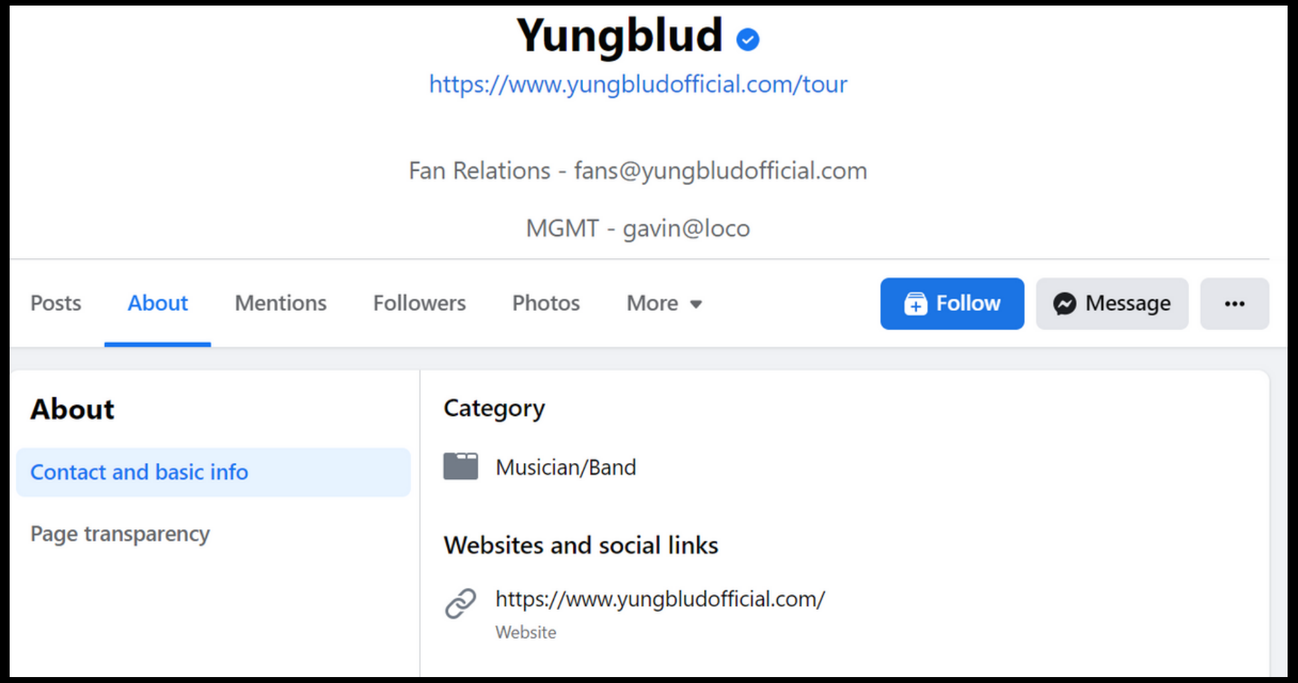
- Change keywords in YUNGBLUD's bio as the campaign progresses



Pre: NEW YUNGBLUD SINGLE 'break the chains' OUT 6th MAY

Post: NEW YUNGBLUD SINGLE 'break the chains' OUT NOW

SEO ON FACEBOOK



Lowest follower countacross all main social media pages.

Keyword examples:

Yungblud, break the chains, music, new, release, new single, live music, live events, may 2022

EVENTS

UK events









USA events







Australian events



EVENT MARKETING IDEA



The marketing idea will be based around a UK event as this is where YUNGBLUD is from and it is the place that the fanbase needs to grow as the majority of his fans are based in the USA.

TikTok and Instagram users can use the hashtag #yungbludatrandlfest to be in with a chance to win tickets to Reading and Leeds festival.

The TikTok video or Instagram reel must show a make-up look or outfit that they want to see YUNGBLUD wear on the Reading and Leeds stage. The winners will be awarded with free tickets to the event and they'll get to see YUNGBLUD use their look.

EVENT MERCHANDISE







LGBT+ flags will be sold for fans to hold up during YUNGBLUD's set

READING AND LEEDS FESTIVAL TEASER VIDEO



watch the link to the Festival Teaser Video

BUDGET

CATEGORY	FEB	MAR	APR	MAY	JUN	TOTAL
NATIONAL MARKETING	£100.00	£100.00	£100.00	£100.00	£100.00	£500.00
Banner Ads	£100.00	£100.00	£100.00	£100.00	£100.00	
LOCAL MARKETING	-	-	-	£900.00	£900.00	£1800.00
In-Store Marketing				£400.00	£400.00	
POP Marketing				£500.00	£500.00	
PUBLIC RELATIONS	-	-	-	£5000.00	£5000.00	£10000.00
Public Events				£3000.00	£3000.00	
Press Releases				£2000.00	£2000.00	
CONTENT MARKETING	£250.00	£250.00	£1000.00	£1000.00	£1000.00	£3500.00
Sponsored Content	£250.00	£250.00	£250.00	£250.00	£250.00	
Website			£750.00	£750.00	£750.00	
SOCIAL MEDIA	£375.00	£375.00	£375.00	£375.00	£375.00	£1875.00
Instagram	£100.00	£100.00	£100.00	£100.00	£100.00	
TikTok	£100.00	£100.00	£100.00	£100.00	£100.00	
Twitter	£75.00	£75.00	£75.00	£75.00	£75.00	
YouTube	£100.00	£100.00	£100.00	£100.00	£100.00	
ADVERTISING	-	-	£1500.00	£3350.00	£3350.00	£8200.00
Online			£1500.00	£1500.00	£1500.00	
Print				£850.00	£850.00	
Radio				£500.00	£500.00	
Blog				£250.00	£250.00	
Television				£250.00	£250.00	
OTHER	£450.00	£950.00	£6600.00	£1000.00	£1000.00	£10000.00
Artwork			£2000			
Photoshoots	£200	£200				
Promo copies			£350			
Manufactured CDs			£2500			
Music Video			£750			
Marketing Campaign Management	£250	£750	£1000	£1000	£1000	£4000
TOTAL	£1175.00	£1675.00	£9575.00	£11725.00	£11725.00	£35875.00

CONTRACT

Marketing Agreement

This Marketing Agreement (hereinafter referred to as the "Agreement") is entered into as of 5th February 2021 by and between Kelly Lambert, (hereinafter referred to as the "Company") and YUNGBLUD, (hereinafter referred to as the "Artist"), collectively referred to as the "Parties", both of whom agree to be bound by this Agreement.

1. Services.
The Company agrees to perform the following services for the artist:

- Provide mock versions of advertisements to use across all social media platforms
- Provide a single narrative, and music video example
- Provide a mock version of the single cover
- Curate a list of content marketing ideas
- Curate a list of tastemakers across all platforms and dates in which they need to be contacted
- Provide new merchandise examples
- Curate a list of online video marketing ideas
- Curate a list of possible brand partnerships in conjunction with the single release
- Curate a list of events in which the Artist can perform the single
- A breakdown of the budget and expenses
- Create a timeline of the single campaign which covers all these areas

2. Fees.
The Parties agree that the Company shall be compensated as follows:
Total Cost of Services: £25825.00
Amount Due at Signing: £15000.00
Amount Due at Completion: £10825.00

3. Term.
This Agreement shall commence upon 4th February 2022, as stated above, and will continue until 10th June 2022.

4. Confidentiality.
During the course of this Agreement, it may be necessary for the Artist to share proprietary information, including trade secrets, industry knowledge, and other confidential information, with the Company in order for the Company to conduct their services. The Artist will not share any of this proprietary information at any time. The Company will also not use any of this proprietary information for their personal benefit at any time. This section remains in full force and effect even after termination of the Agreement by its natural termination or the early termination by either party.

5. Relationship of the Parties.
The Company is an independent contractor. Neither Party is an agent, representative, partner, or employee of the other Party. The Parties understand this Agreement is not an exclusive arrangement. The Parties agree that they are free to enter into other similar agreements with other parties. The Company agrees that they will not enter into any agreements that conflict with their obligations under this Agreement.

6. Intellectual Property.
The Artist shall retain all rights to pre-existing ideas, processes, procedures, and materials used by the Company in developing or providing products and/or services to the Company. The Company warrants that the Intellectual Property and products the Company will produce, shall be original and shall not infringe any third party's patents, trademarks, trade secrets, copyrights or other proprietary rights. The Artist shall obtain all authorizations necessary as are required by the Company to allow the Company to fully exploit the Intellectual property and products produced by the Company.

7. Termination.
This Agreement may be terminated at any time by either Party upon 21 days written notice to the other party. Upon termination, the Artist shall pay to the Company all compensation due and owing for marketing made prior to the date of termination that was not yet paid.

8. Representations and Warranties.
Both Parties represent that they are fully authorized to enter into this Agreement. The performance and obligations of either Party will not violate or infringe upon the rights of any third-party or violate any other agreement between the Parties, individually, and any other person, organization, or business or any law or governmental regulation.

10. Limitation of Liability.
Under no circumstances shall either Party be liable to the other Party or any Third Party for any damages resulting from any part of this agreement such as, but not limited to, loss of revenue or anticipated profit or lost business, costs of delay or failure of delivery, which are not related to or the direct result of a Party's negligence or breach.

12. Legal Fees.
In the event of a dispute resulting in legal action, the successful party will be entitled to its legal fees, including, but not limited to its attorneys' fees, collection fees and the like.

13. Legal and Binding Agreement.
This Agreement is legal and binding between the Parties as stated above. The Parties each represent that they have the authority to enter into this Agreement.

15. Entire Agreement.
The Parties acknowledge and agree that this Agreement represents the entire agreement between the Parties. In the event that the Parties desire to change, add, or otherwise modify any terms, they shall do so in writing to be signed by both Parties.

The Parties agree to the terms and conditions set forth above as demonstrated by their signatures as follows:

COMPANY
Name: _____
Signed: _____
Date: _____

ARTIST
Name: _____
Signed: _____
Date: _____

NEXT SINGLE RELEASE





YUNGBLUD X HARRY STYLES REMIX

BASIC INFORMATION

Release Date: 10th June - Why? Just before festival season. Can be performed at a variety of festivals such as those listed later on.

Harry Styles has been in the music industry far longer than YUNGBLUD has. Therefore, he will have a very large fanbase. He started out in a pop boyband and then transitioned into a pop solo artist with elements of soft rock.

YUNGBLUD and Harry Styles both share a rock sound but in different ways so YUNGBLUD fans may not have listened to Harry Styles before and vice versa.





OPPORTUNITIES THIS GIVES

Two audiences coming together - create more fans for Yungblud

Boost in followers on social media and downloads on streaming sites such as Spotify and Apple Music

New merchandise opportunities - will create more revenue

Merchandise on both Yungblud and Harry Styless website - if anyone hasn't heard of the song but has visited the webpage they'll be able to see that the two artists have collaborated

PROMOTION LEADING UP TO RELEASE

24th May - (approx. 3 weeks before release)
- first teaser video shown on social media platforms and YouTube

- Video promotional posts on social media e.g. teasers

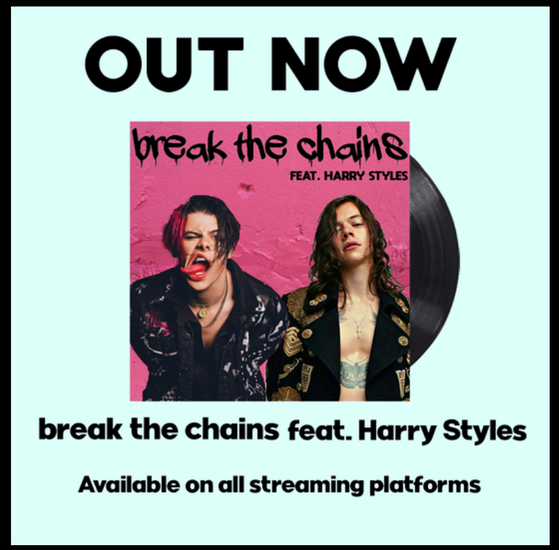
- Tastemakers promoting the release on YouTube and social media in the form of Instagram stories

- Promotion from Harry Styles across all his social media platforms throughout the campaign.

- Facebook will not be utilised due to the lack of following on this platform

ALBUM ARTWORK AND ADVERTISEMENT DRAFTS





Instagram advertisement



Twitter advertisement

TASTEMAKERS & EVENTS





UK festivals

USA festival

GLASTONBURY FESTIVAL OF CONTEMPORARY PERFORMING ARTS

THE GOVERNORS BALL
MUSIC FESTIVAL → SEPTEMBER 24-26, 2021

RADIO X

95-106 CAPITAL FM
THE UK'S NO.1 HIT MUSIC STATION

ISLE OF WIGHT FESTIVAL 2021
JUNE 17-20

BBC RADIO 1

IMPACT POINTS & TIMELINE

IMPACT POINTS TIMELINE

Start of campaign

4th Feb

23rd Feb

Photoshoot

Contact Publications

4th April

22nd April

Contact playlist curators

Publications Drag Race: break the chains premiere

29th April

IMPACT POINTS TIMELINE

6th May

Single Release Day
Alternative Press
Exclusive
TikTok immersive reality
concert

9th May

#breakthechainschallenge
TikTok challenge launch
Radio play via BBC 1 Radio

13th May

Reading and Leeds festival
competition

20th May

Music Video Premiere
Instagram Live Q&A

IMPACT POINTS TIMELINE

22nd May

Teasers for single featuring Harry Styles

27th May

Live acoustic version of break the chains released

3rd June

Magazine feature for Harry Styles remix

10th June

YUNGBLUD x Harry Styles remix release

TIMELINE

Week	Week ending	Production and Delivery	Live activity	Promo/marketing activity
-13	4th Feb	Launch release campaign – 4th Feb		
-12	11th Feb			Social media stories/advertising YouTube Live – all week
-11	18th Feb		YouTube Live performance of previous single and announcement of new single coming soon – 18th Feb	Contact graphic designer for album artwork – 14th Feb
-10	25th Feb	Break the chains photoshoot – 23rd Feb		Social media advertisements – all week
-9	4th March	Break the chains video shoot – 1st March	Instagram Live stream for USA fans (12pm GMT, 5pm PDT) – 4th March	
-8	11th March			Social media advertisements – all week
-7	18th March	Album artwork will be finished – 18th March		
-6	25th March			Social media advertisements – all week
-5	1st April			Contact publications (Alternative Press, etc. – 4th April Drag Race teaser advertisements- all week
-4	8th April			YouTube video on 'how to get the YUNGBLUD look' – 8th April
-3	15th April			Post behind-the-scenes/ footage of single creation – 15th April
-2	22nd April			Contact playlist curators of (examples of playlists and their curators) – 22nd April Send out e-mails to fans signed up to newsletter promoting the new single – 22nd April
-1	29th April			Timelapse video of a day in the studio uploaded to YouTube – 25th April Post lyric snippets on YouTube – 29th April Publications from tastemakers ahead of release – 29th April
0	6th May	Release of 'break the chains' – 6th May Vinyls, cassettes, and CDs will be released in all major music stores in the UK – 6th May	TikTok Live immersive reality concert – 6th May	Share Alternative Press magazine exclusive to all major social media platforms – 6th May Send out e-mails to fans signed up to newsletter to listen to the new single – 6th May Drag Race teaser advertisements – all week
+1	13th May	Single Release Listening Party via YouTube- 7pm GMT - 7th May		Radio play via BBC 1 Radio - 9th May Create #breakthechainschallenge on TikTok for fans to show who they truly are -9th May Reading and Leeds festival competition to win tickets created on TikTok – 13th May YouTube video of the backstory of the new single – 13th May Teaser video posted to YouTube – 13th May
+2	20th May	Music Video Premiere on MTV UK – 20th May	Instagram Live Q&A and acoustic single performance (5pm GMT) – 20th May	YUNGBLUD x Harry Styles teasers posted on all socials – 22nd May Duet fans on TikTok that have participated in the #breakthechainschallenge – all week
+3	27th May			Live acoustic version of 'break the chains' released on YouTube and streaming platforms (YUNGBLUD playing the guitar) – 27th May
+4	3rd June			YouTube video of the making of the 'break the chains' music video released – 31th May Billboard exclusive where YUNGBLUD will promote the new remixed single – 3rd June
+5	10th June	YUNGBLUD x Harry Styles single released – 10th June		(magazine) track review of YUNGBLUD x Harry Styles single and post it to all socials – 10th June

OUTCOMES & KPI'S

- Increase following on TikTok by 10%
- Increase following on Instagram by 7.5%
- Increase in monthly Spotify listeners by 15%
- Consolidate YUNGBLUD's branding
- Increase revenue through new merchandise by 10%
- Rank in the Top 20 in a UK and USA chart
- (number of views) on music video within the first week on YouTube
- 10% increase in DSP followers
- 5% increase in playlist real estate
- ROI (return of investment of 10%

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