MA International Music Marketing
Module: Development in International Music Marketing
Term 2: Essay - Portfolio Double Exposure
“Double Exposure: a new beginning”
Chiara Filomeni
2122216

Double Exposure: a new beginning

Introduction

I decided to work on a project that involves me and 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 rearranged covers.
A few months ago, while working on a new reel to post on Daniel's Instagram page, we decided 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.
For this campaign, I will focus on the release of the first single, which gives the name to the EP: Electric Love.
My main aspiration for this project is that the storytelling will create a good engagement to form a fanbase that would follow Double Exposure in the months following the release of the first single: I would love the audience to wait for the next

single in the same way we all look forward to the next season of our favourite TV series.

Objectives

Double Exposure is a project created from scratch. Despite this, both Daniel and I have worked over the years on forming an audience in our accounts.
The first objective is to redirect our followers to the new project, which can be defined as brand awareness, the peak of funnel marketing (Figure 1).
A way to build online brand awareness is to use infographics, which are visual representations of information *(Sheikh, 2020)*.
Therefore the brand and every asset used in social media to promote it must be visually compelling *(Walgrove, 2020)*. Double Exposure is a new band, which has the possibility of differentiating itself by taking inspiration from various musical influences.
The second objective is to increase the fanbase and widen the circle, developing a tribe. Two fundamental aspects to build a tribe are a common interest and a way of communicating *(Godin, 2008)*. The research will start by identifying hashtags followed by people who could join the tribe, considering their interest in this music genre and focusing on how to communicate and engage with them.
The last objective of this campaign is for Double Exposure to perform live, to improve the networking, currently limited to only a few components of the Tileyard community. Moreover, performing could lead to new collaborations with musicians and artists with a similar style who might attend the event.
I defined some measurable milestones, which are following the OKR Goal Setting Model (Objective, and Key Results): this means that if I reach a minimum of 65% of these targets, the campaign will be considered successful (Figure 2).

Moodboard

I created a moodboard (Figure 3) for this project, taking inspiration from what is the popular 80s Synthwave aesthetic. The idea was to have a reference to develop the project originally, without copying anything already existing, but implementing some of the elements that make the audience aware of the musical genre of Double Exposure.

Colour Palette

The colours chosen for the palette (Figure 4) are the selection of those that fit in the logo of Double Exposure as well as in the artwork of Electric Love.
The soft red is a symbol of passion and energy, and could not but fall into the main colours of this project, representing a passionate love.
The dark moderate blue creates a sense of peace and order: it is what the protagonists of the story are looking for.
Orange is seen as the colour of creativity and represents encouragement and enthusiasm, a good omen for the emerging band Double Exposure *(McKinnon, 2019)*.
Pink is indeed *the* colour of Synthwave.

The Logo

The inspiration for the Double Exposure logo came to me after observing the artists taken as a reference for this marketing campaign. I noticed that both Kavinsky and Electric Youth have their name in their logo, which makes it easier to memorize the artist and can be used in the merch. The fonts and colours of Double Exposure are giving a nostalgic retro mood. Three layers overlap in the background, taking some 80s elements. The geometric shape creates a 3D feeling, which adds a modern touch to the retro vibe (Figure 5). In addition, the triangle expresses movement and direction *(McKinnon, 2019)*.

The Storytelling

Artist Proposition

The artist proposition is the clear vision of what your art represents, it is the union of values, products and knowledge you can provide *(Lagesse, 2020).*
First I wrote a headline for Double Exposure, to capture the essence of the project and intrigue the reader (Figure 6).
The appealing headline is followed by a deeper explanation of Double Exposure's sound and what makes this band unique (Figure 7).

The message

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

The tone

The tone that will be used by Double Exposure to communicate with the audience is informal and friendly. The goal is to connect with the followers and make them feel part of the story. A difficult love is a love that we have all experienced at least once in our lives. Double Exposure wants the audience to feel at home, in a safe place where suffering is only part of a healing process, a catharsis that resolves in overcoming a difficult moment.

The values

After defining the tone and message, I listed the four core values for Double Exposure: a sense of belonging, authenticity, nostalgia and romance.

The artwork

The artwork plays with the name of the band: in photography double exposure is a technique that combines two photographs into one, layering two different exposures on a single image *(MasterClass staff, 2021)*.
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 (Figure 8).

The genre

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 - Stranger Things is a massive example of how Synthwave and pop culture are blending.
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. It can be considered as a retrofuturistic evolution of some elements from the past, which blends in with modernity.
In the beginning “Outrun” and “Outrun Electro” was the describing name of this genre and Nightcall by Kavinsky is an example of an album that shaped the sound and visual aesthetic of Outrun music.
Another sub-genre that characterised the 2010s music background is the one called Dreamwave, which is distinguished by breathy vocals and downtempo (e.g. Electric Youth’s Innerworld (Figure 9).

Emotive vocal performances and sentimental lyrics are the main features of Double Exposure's songs and this is what is mostly connecting the band to this musical genre. *(Cram, 2021).*

The website

To collect data on the Double Exposure target, I decided to create a website (Figure 10) where I will redirect social media followers during the social media campaign, inviting them to subscribe to the newsletter. This process will help to have better targeting in future campaigns and to get to know deeper the band's audience.

Getting ready

Target Audience

To define Double Exposure's target audience I started taking into consideration three comparative artists with different audience sizes: Kavinsky - a French artist with a solid large fanbase with a style reminiscent of the Outrun film soundtracks of the 1980s; Electric Youth, a Canadian synth-pop duo with a medium-sized audience, with a musical style which combines modern pop and electronic sounds coming from the 80s; Inky Nite, a Brighton-based emerging band, currently working on their three-track debut EP., with some singles out which are missing a strong social campaign.
From a first analysis, the top cities of Spotify listeners of Kavinsky and Electric Youth are Paris, London, Mexico City and Los Angeles.
The majority of listeners are likely to be male Caucasians, with an age between 18 and 34 years old. The target audience is crossing two different generations: the New Millennials (20-40yo) and Generation Z (10-22yo), which is covering mostly teenagers rather than young adults: this is why for this project I will mainly focus on New Millennials, also called Generation Y.
Examining the psychographics of these artists I discovered that new millennials believe in self-expression and social media is a big part of it. 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 *(Edwards, 2020)*.
The target audience of this music genre is interested in movies like The Drive and The Lincoln Lawyer, where Synthwave songs are played as soundtracks. Moreover, Kavinsky was also included in the GTA game, pointing out an interest in video games from the target audience.
Double Exposure is a band composed of 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, connecting with their inner self.
The hypothetical persona is looking for constant career affirmation, has difficulty expressing feelings in words and is in search of musical relief.

SWOT analysis

In preparation for the release of Electric Love, it seemed appropriate to highlight the strengths and opportunities that Double Exposure has and can use to its advantage and the weaknesses and threats to overcome. This is the reason why I conducted a SWOT analysis (Figure 11). One of the Double Exposure's strengths is the ability to use different languages in the songs - Italian and English will both be used in future tracks, and the fact that the band's members are coming from different countries, which helps to comprehend different cultures and empathise with a potentially larger audience. Another peculiarity is the use of analog synths and loop station on stage - the retro and the modern aspects will be both present in Double Exposure's live performances. The opportunities in the market are the possibility to find a niche, interested in a different way of listening to live music, with improvisation as part of sharing the creative process. This also creates differentiation from other bands which could also lead Double Exposure to collaborate with other artists, using the existing networking at Tileyard.
The main weakness is the lack of management and having to deal with every aspect surrounding the musical creations. I hope that the band will be more recognisable after this first release, so to start building a team who could help with the next steps in the music industry.
Double Exposure is starting from scratch, having no fanbase: this weakness will be overtaken by talking out of the F word: fear *(Godin, 2008)*. The courage to take this path and release some music is already a step forward to anonymity.

Double Exposure is an emerging band with a limited budget, therefore it might face financial limits. In a crowded market with artists that already have bigger resources, it is hard to stand out. This threat, however, gives the chance to Double Exposure to be more creative and not waste resources.
Synthwave is a popular genre now, but it might last one season and be overcome in a short period: Double Exposure is working on storytelling to avoid a potential threat caused by the end of a trend.

Timeline

Scheduling a timeline is essential for the social campaign that will happen before, during and after the release (Figure 12). The campaign will last three months. In the timeline I have added, week by week, the plan for the social media campaign, Spotify, Youtube and the live performances.

Press Release

I created a press release (Figure 13) that will be sent to some targeted bloggers like Indie Shuffle, FeedSpot, Retro Synthwave, Faeton Music Blog, Nexus Music Blog and Badkingdom Music. The information added in the press release is also relevant for what in marketing is called a One-Sheet, which is a single page where all the information about a new released is collected and sent to labels and distributors *(McDonald, 2020)*.
For Double Exposure, this could be a chance to intrigue some independent labels like Ninja Tune, Good Soldier, Big Indie and Autonomy and music distributors like CDBaby, SoundCloud and Believe for future releases.

Asset List

The list of the main assets to have ready before the release is important to not find yourself without material in the weeks before the release (Figure 14). Planning before acting is the secret of a successful campaign.

Budget

Double Exposure is an emergent independent band with no management nor label, which 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 mainly cover the social media campaign and the advertising, the production costs of the merch, the organisation of live events and the creation of a video/visualizer.

The social media campaign will start with split testing, to see what kind of content works better and then run bigger campaigns closer to the release, with a clearer vision of the strategy to use.

The first gigs will be managed by the band, leaving Double Exposure with the cost of renting the place (e.g. The Gallery). Moreover, the first live performance will have a free entrance, treating it as self-promotion, therefore the band will have no income from this first gig.

The largest part of the budget will be dedicated to the social medial campaign and the advertising, considering that the band is self-promoting the release of this first single.

3,2,1…

Social media campaign: pre-release

The pre-release campaign starts five weeks before the release. The first step will be to post some content which can give a taste of Double Exposure's style.
On TikTok, the assets shared will be mainly reels.
Four weeks before the release the campaign will dedicate time to the storytelling: pictures, reels and carousels will be posted to represent visually the story of Double Exposure. The main goal is to start engaging with the audience by answering comments, asking questions, adding polls on stories and so on.
It will be asked to the audience to subscribe to the newsletter on the website three weeks before the release, with the promise of a surprise for the first 30 subscribers.
Two weeks before the release new posts with musical content will be shared, such as teasers, reels and work-in-progress videos. At this point, the title of the song will be announced. TikTok will still follow similar content with a different strategy, more focused on short reels.
A very similar strategy will be applied one week before the release: music content will still be published, with the only addition of the pre-save link on every story shared.

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.

After thanking the audience for pre-saving the song and for subscribing to the newsletter, 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 show to the new audience how Double Exposure reinvent its music on stage: the songs will be created on the spot by looping the instruments, to guide the audience into the creative process; the tracks will be longer, full of improvisation, to show the strong organic component of the band's music. This will also be a chance to network with fellow students and new producers for future collaborations.

Social media campaign: post-release

The post-release campaign will focus on promoting the upcoming gig.
After two weeks from the release, the band will perform in the Gallery at Tileyard. On that day, Double Exposure will share on social media the stage set-up and some snaps from the soundcheck.
After this first performance, Double Exposure will keep promoting other small gigs around London like open mics or other free gigs, to keep the momentum and invite the people who couldn't come to the Gallery.
Four weeks after the release Double Exposure will post a teaser of the Lyric Video/ Visualizer on every social media platform and the week after the video will be released on YouTube.
After dedicating another week to promoting the video, a remix of Electric Love will be released by a producer or an artist with a bigger fanbase on social media, to engage with a new potential audience.

Advertising

The advertising will be mainly focused on Instagram and Facebook - using Ads Manager. It will start five weeks before the release 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.

Playlisting

One of the milestones of the post-release was to be included in three independently curated playlists and one Spotify curated playlist.
At this point of the campaign, the Spotify page will already have a short catchy bio and some pictures attached, links to socials and website, a Spotify banner and a profile picture, a playlist with Double Exposure's influences, with Electric Love in it and the lyrics of the single in the new feature "Sing it with Spotify".
Some of the playlists where Electric Love could perfectly fit in are "Retrowave / Outrun", "Retrowave", "My life is a movie" and "Slowed + reverbed" as Spotify curated playlists and "Vaporwave/synthwave", "Synthwave | Retro | 80s Vaporwave", "80s Synthwave Chill", "Synthwave | Chillwave" and "Retrowave Synthwave" as Independently curated Spotify playlists.

Elevator Pitch

Four weeks before the release of the single, the selected Spotify playlist will receive a pitch. I am going to describe in a few sentences Double Exposure's project, underlining the UPS - unique selling point - and specifying the musical genre and storytelling.

Live

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 using a loop station and analog/FM synths will be used on stage.
The show will be minimal, with good attention to lighting and a simple but effective background, similar to Jessie Ware or Hurts's performances.
The communication will be mainly towards the music. The vocalist will talk about the meaning of the songs and future releases.
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

Inspired by Hurts, Jessie Ware, Ben Böhmer and Kavinsky merch stores, Double Exposure will offer a variety of items such as t-shirts, jumpers, hats, bags, mugs and badges (Figure 15).

Bibliography

Badkingdom Music (2022) Available at: https://www.badkingdommusic.com/contact

Branding 101, understanding branding basics and fundamentals. (2018) Available at: https://youtube.com/watch?v=MeLimVJom_0

Charmetric (2022) Available at: https://app.chartmetric.com/dashboard#Artists

Cram, P. (2021). *What Is Synthwave?*. Available at: https://electrozombies.com/magazine/article/what-is-synthwave/

Edwards, M. (2020) The five active generations and how to market them Available at: https://greenbuzzagency.com/marketing-psychographics-talking-about-my-generation/

Feedspot (2022) Available at: https://blog.feedspot.com/?_src=topnav_home

Godin, S., (2008). *Tribes - We Need You To Lead Us*. Piatkus Publishing.

Indieshuffle (2022) Available at: https://www.indieshuffle.com/pages/about/

Lagesse, D. (2020) *Defining Your Value Proposition.* https://www.linkedin.com/pulse/defining-your-value-proposition-david-lagesse/

Mcdonald, H. (2020) *What is a One-Sheet in Music?* Available at: https://www.thebalancecareers.com/what-is-a-one-sheet-in-music-2460602

MasterClass staff (2021). *Photography 101: What is Double Exposure? Tips, Tricks, and a Step-by-Step Guide to Creating Multiple Exposure Photographs.* Available at: https://www.masterclass.com/articles/photography-101-what-is-double-exposure-

tips-tricks-and-a-step-by-step-guide-to-creating-multiple-exposure-photographs#what-is-double-exposure

McKinnon, B., (2019). *What's your point?*. Malcolm Down, Sarah Grace Publishing.

Nexus Music Blog (2022) Available at: https://nexusmusicblog.com/music-submissions/

Panchadsaram, R. (no date). *What is an OKR? Definition and Examples*. Available at: https://www.whatmatters.com/faqs/okr-meaning-definition-example

Retro Synthwave (2022) Available at: https://www.retro-synthwave.com/contact/send-us

Sheikh, M. (2020). *What is an Infographic?* Available at: https://visme.co/blog/what-is-an-infographic/

Songstats (2022) Available at: https://songstats.com/artist/uqnexbfz/kavinsky/analytics

Submithub (2022) Available at: https://www.submithub.com/blog/faeton-music-blog

Viberate (2022) Electric Youth Analytics Available at: https://www.viberate.com/artist/electric-youth/analytics

Viberate (2022) Kavinsky Analytics Available at: https://www.viberate.com/artist/kavinsky/analytics

Walgrove, A. (2020). *How To Increase Brand Awareness: Full Guide & Strategy.* Available at: https://blog.taboola.com/increase-brand-awareness-today/

Figure 1

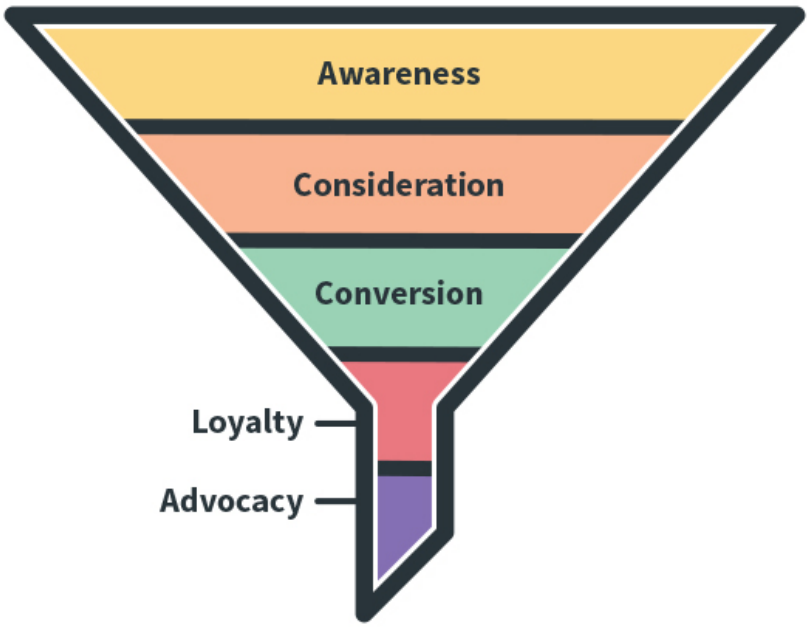


Figure 2

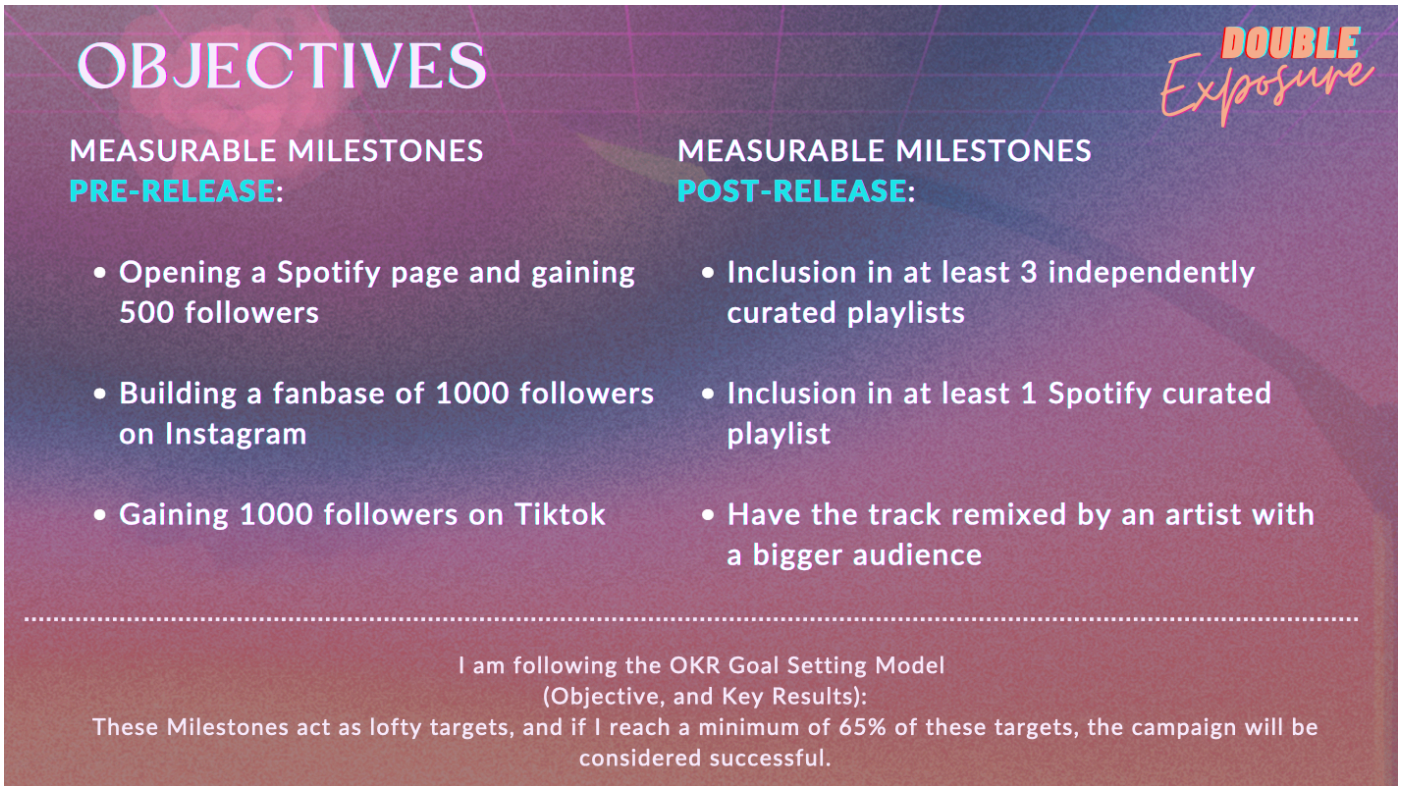


Figure 3

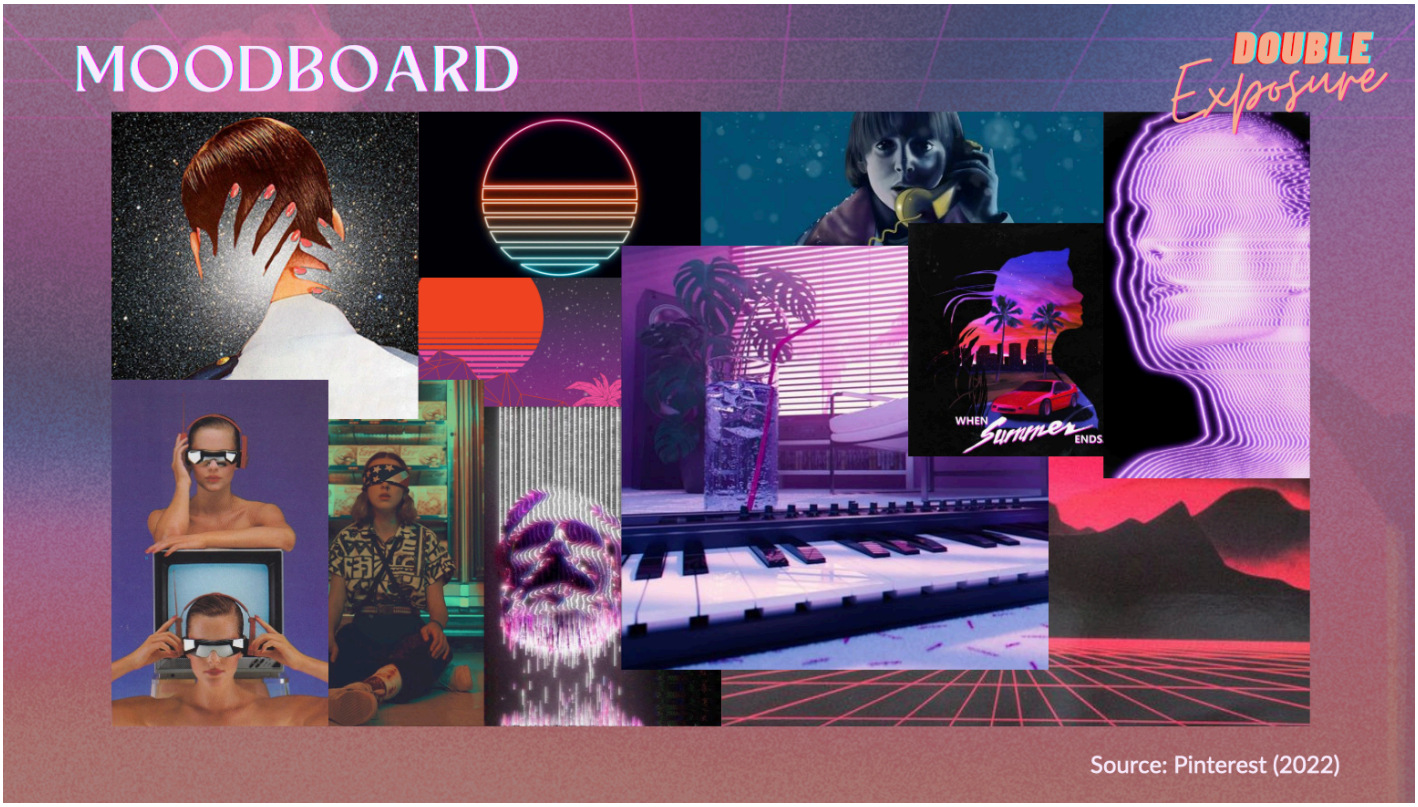


Figure 4

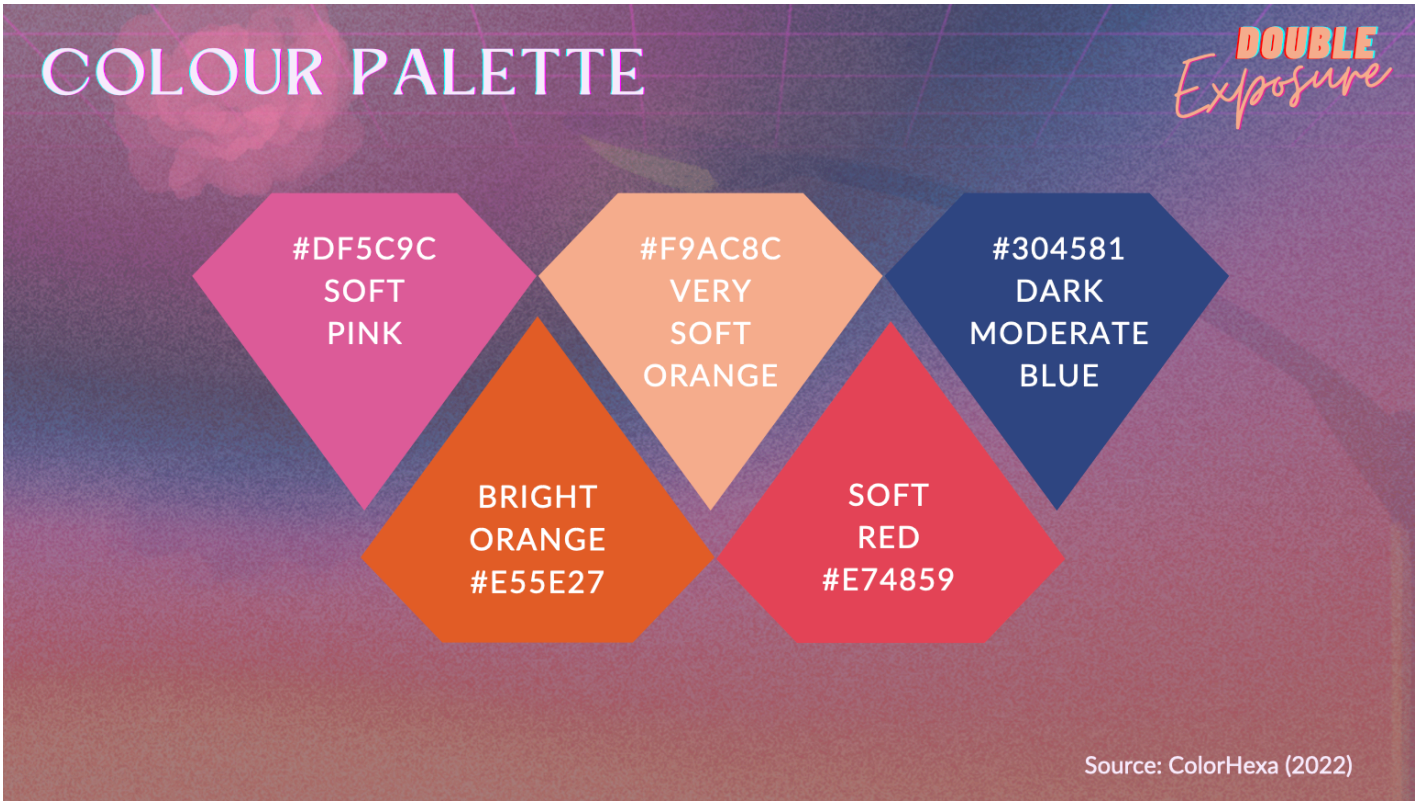


Figure 5



Figure 6



Figure 7



Figure 8



Figure 9

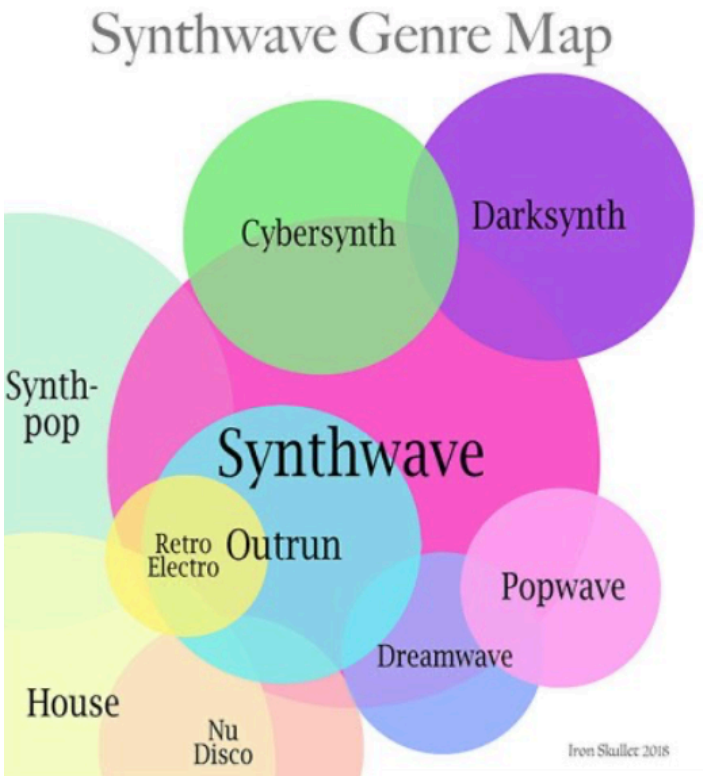


Figure 10



Figure 11

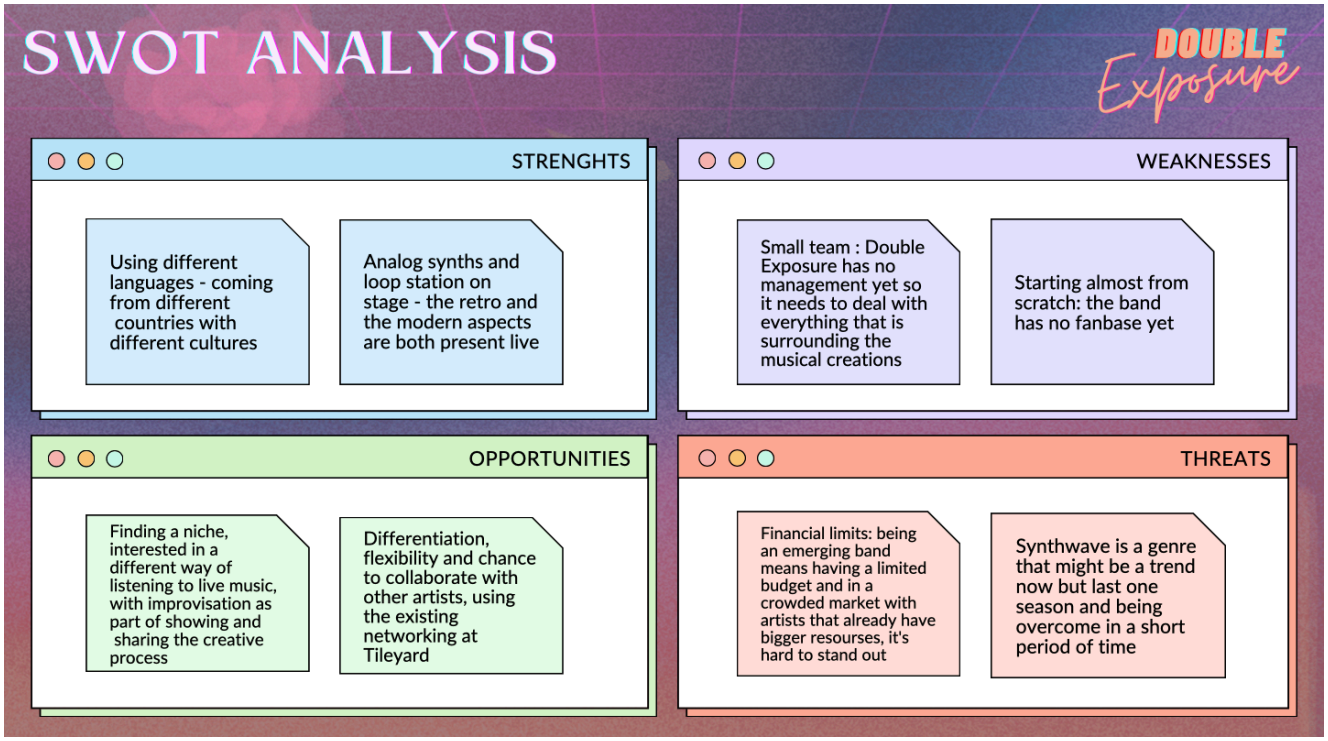


Figure 12

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

Figure 13

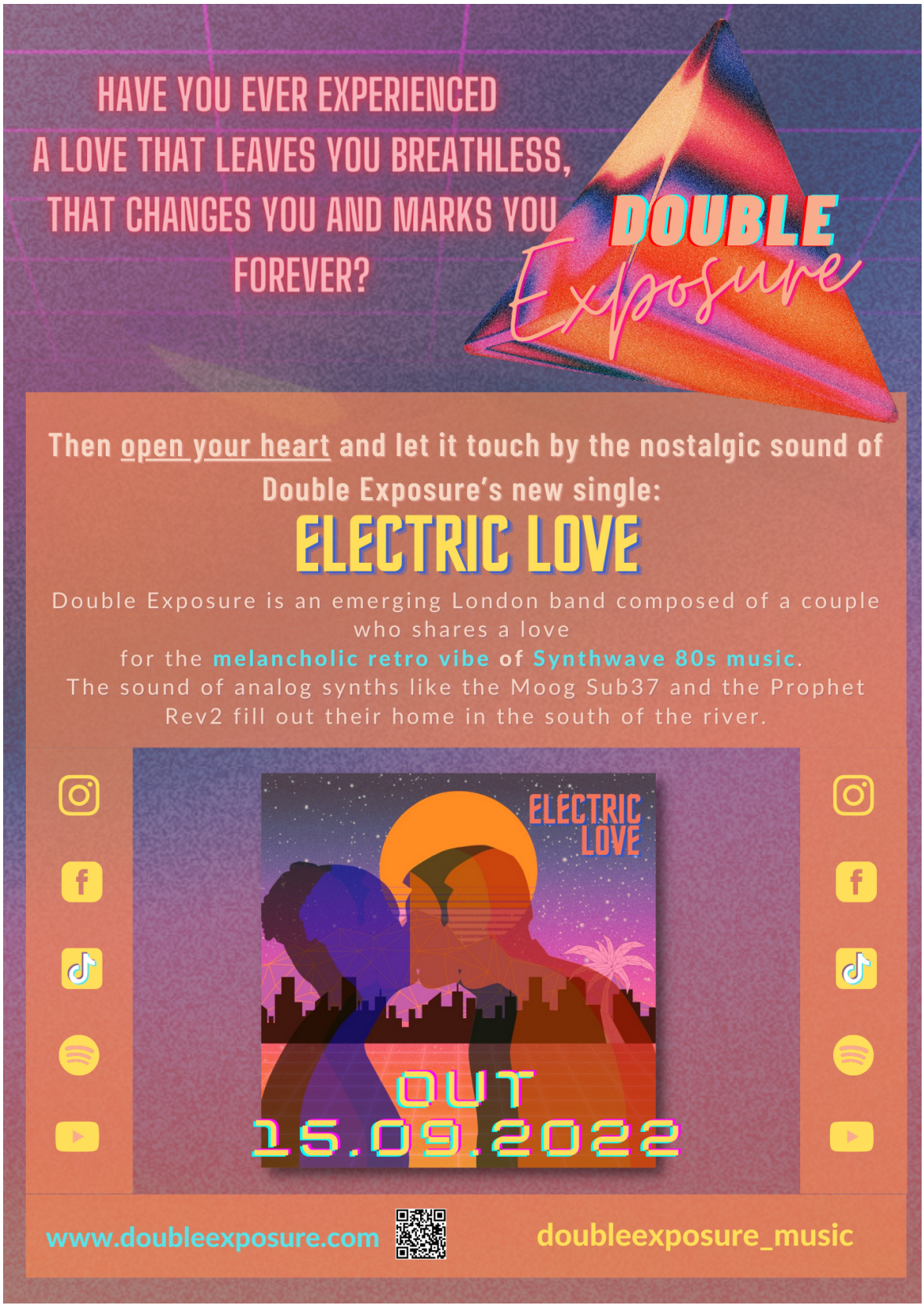

HAVE YOU EVER EXPERIENCED
A LOVE THAT LEAVES YOU BREATHLESS,
THAT CHANGES YOU AND MARKS YOU
FOREVER?
DOUBLE
Exposure
Then open your heart and let it touch by the nostalgic sound of
Double Exposure's new single:
ELECTRIC LOVE
Double Exposure is an emerging London band composed of a couple
who shares a love
for the melancholic retro vibe of Synthwave 80s music.
The sound of analog synths like the Moog Sub37 and the Prophet
Rev2 fill out their home in the south of the river.
ELECTRIC
LOVE
OUT
15.09.2022
www.doubleexposure.com
doubleexposure_music

Figure 14

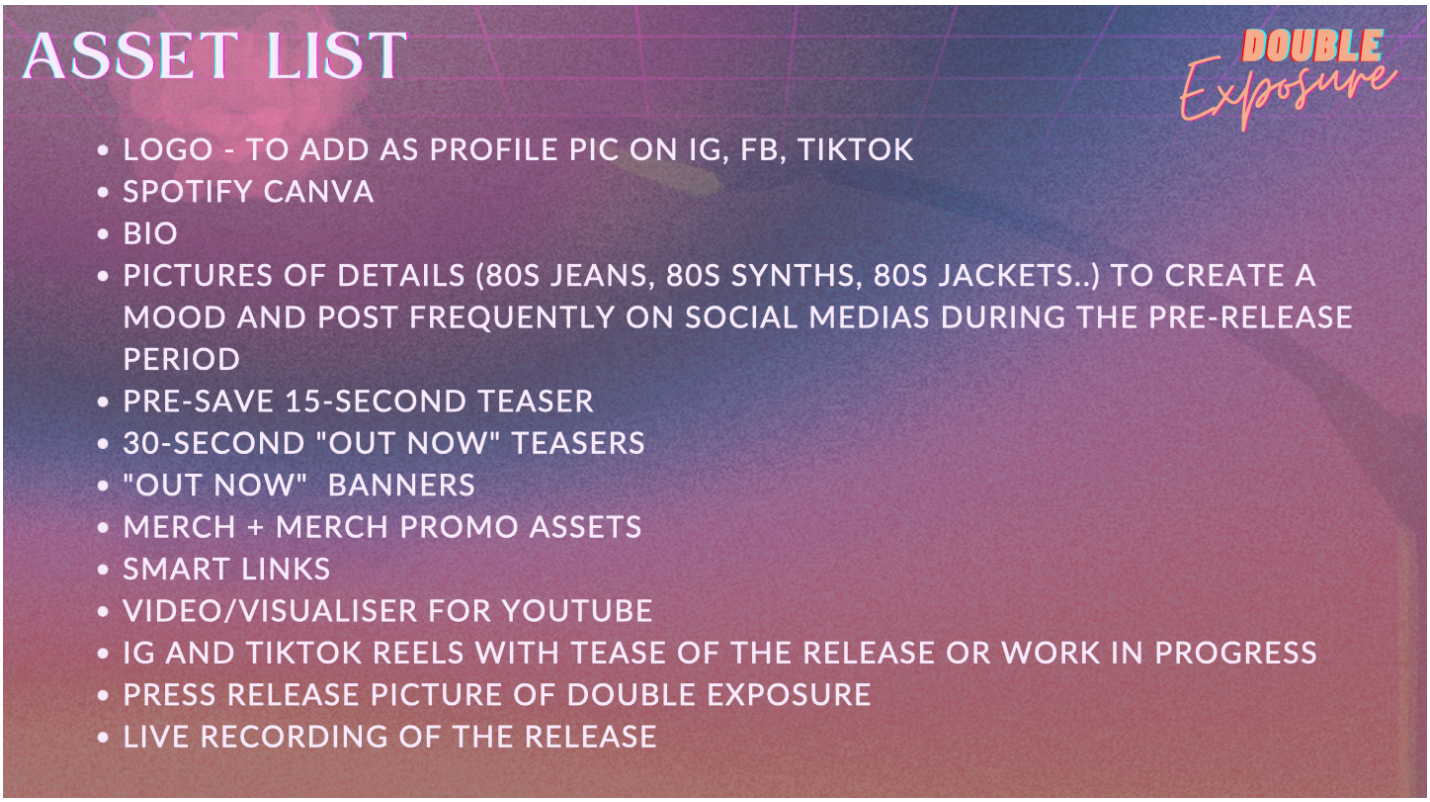


Figure 15

