

Tileyard Education

2021/2022

Student number: 2104385

Creative Music Management

Assessment 2

Portfolio

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Zanotti's 'Love Cake' Single Portfolio

Zanotti is a London based Drill artist who has been active since young age. Starting from Trowbridge, Zanotti has built his fame up to London, where he moved to pursue his artistic career. Zanotti has been active throughout the Pandemic, but now he aims to establish his name in the London area and get access to a wider array of opportunities. To do so, Zanotti will write and record a new single that will mark the beginning of a new approach to his career starting in 2022. With 'Love Cake', Zanotti shows a more mature and delicate side of his tough rap persona, and aims to expand his reach to new audiences outside the Drill circle. The single will be followed by a music video and remix.

This portfolio includes ideas, marketing tools, research, personal communication, and group management tools that have been used to promote Love Cake by allocating a budget of £5,000.

Moodboard

The moodboard was built off the lyrics of the song, showcasing love alongside Rap conventional themes such as cars, alcohol, money, and drugs. Drake's hands artwork was also considered as the single samples one of his songs.



Artwork and Promotional Material

Artwork Draft and Final Artwork

The artwork for Love Cake needed to convey the theme of the single, without losing sight of the artist's background. The final cover art (approved by the artist) uses colours blue and red to represent the two parts of the romance, with a simple heart-shaped cake that reminds of the title of the song.



Promotional Material

It was decided to start promoting the single through Reels and short Instagram stories that the Artist pre-recorded. In the videos, the artist can be seen rapping to the beat, and hyping the song to his fans (see attached material).

On the release day, a music video will be released on GMR Daily's YouTube channel. GMR Daily is one of the UK's most visited channels for contemporary and urban music. Zanotti had previously released music videos on the channel, generating an extraordinary number of views compared to videos posted on his own YouTube channel. Following the release, Zanotti will release a remix featuring an up-and-coming rapper to further promote the song.

Music Video Treatment

The music video follows a Shakespearian narrative, portraying the two parts (Zanotti and his love interest) fatally attracted to each other. Zanotti will be presented as a smart man, wearing different suits throughout the video. The main outfit will be a blue jacket with a love heart. Zanotti, starting from a rough place, has now made it, and is famous. However, he still feels incomplete. This feeling

will be portrayed by showing money, cars, luxurious items and people around him, while the rapper is visibly worn out and bored by his lifestyle.

Second main character will be the love interest, wearing a pink jacket with a matching love heart at the back. Although she has had a rather nice life, she is now in a bad place mentally. This will be portrayed by showing her in abandoned houses, sad and lonely.

Zanotti will rap his bars to the love interest while she is taken aback by it. Ultimately, the music will be the catalyst for attraction, making them fall in love. The two parts complete and save each other, walking away hand in hand in the last shot of the video.

The music video will be shot in the streets of East London, including warehouses, friends' homes and corner shops.

Equipment needed includes camera, and lights, alongside different outfits that will be acquired through a sponsorship from a well known clothing shop. About 20 extras will be needed to act as friends of Zanotti's, and will all have to be tested against Covid-19 before coming to the shoot.

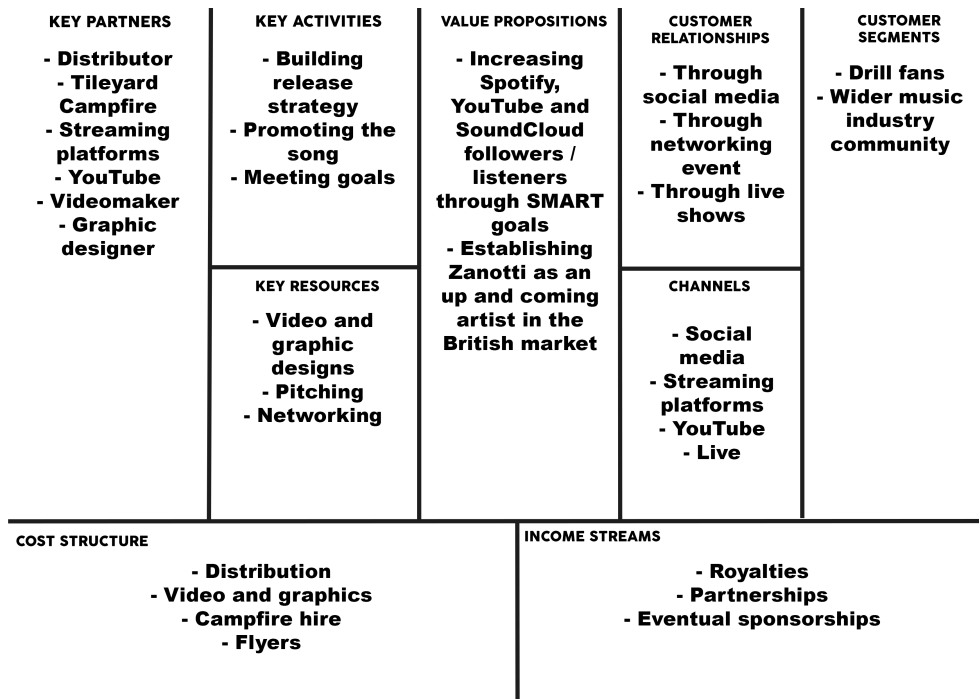
Electronic Press Kit

Starting from the infamous Trowbridge, now London-based rapper **Zanotti** is starting off 2022 with his new single '**Love Cake**'. Releasing on the 11th of February, Love Cake is premiering on GMR Daily's YouTube with a heated music video inspired by Shakespeare's Romeo and Juliet. The song in fact represents Zanotti's attempt to open his heart to love, straying away from the traditional Rap and Drill themes and establishing himself as an emotional, yet true young Drill talent. Rap culture is often synonymous with violence and libertinism; Zanotti, in this instance, decides to free himself from conventions and chains, and to show his inner feelings without losing his tough image.

Artist Analysis

Business Model Canvas

Employing a business model canvas in the analysis of the artist helps understand the overall internal environment. This tool makes it possible to immediately visualise key areas of concerns that help in the initial planning phase (Cowan, 2021).



SWOT Analysis

Using a SWOT analysis, key areas of relevance were isolated in Zanotti's artistic career. Whereas the artist already benefits from a strong network of connections, he lacks in industry links. This can be overcome through the networking event that Zanotti will hold at Tileyard's Campfire. Moreover, although the Pandemic surely has and will continue to hinder the artist's career path, the correct use of social media can help him generate views and likes, and increase its social media rank. Among Zanotti's weaknesses we find the lack of label, which means that he, as a self-funded artist, needs to put in all the work to promote himself. Eventually, if the 2022 release schedule is not impeded by external causes and all marketing goals are met, Zanotti will be in a position where he might have more chances accessing professional facilities and signing deals.

- ESTABLISHED UK FANBASE - STRONG SOCIAL MEDIA PRESENCE - HAS BEEN FEATURED ON POPULAR YOUTUBE CHANNELS BEFORE - FEATURING WITH RECOGNISED PRODUCERS AND ARTISTS	- NO LABEL - LACK OF CONTACTS WITH ESTABLISHED NETWORKS SUCH AS GRM DAILY, LINK UP AND SBTV - LACK OF CONTACTS
STRENGTHS	WEAKNESSES
OPPORTUNITIES - LONDON'S THE BIGGEST MARKET FOR MUSIC AND IS EASY TO MEET RELEVANT CONTACTS - PLAYING LIVE WITH BIGGER ARTISTS - RELEVANT FEATURINGS - MEETING INDUSTRY PROFESSIONALS AT TILEYARD	THREATS - PANDEMIC - RELEASES FROM MORE SUCCESSFUL ARTISTS MIGHT HINDER LOVE CAKE'S VISIBILITY - COMPETITION

Marketing Strategy

SMART Goals

SMART analysis was theorised by Peter Drucker. Its efficacy is based on the ‘*management by objectives*’ theory: SMART criteria need the objectives or goals to be clear and attainable to assess their pertinence to the project. To do so, they are organised in *specific*, *measurable*, *achievable*, *relevant*, and *time bound* goals. Analysing the goals through these criteria helps assess the validity of the objectives and redirect resources if needed (MindTools, 2021).

SPECIFIC	MEASURABLE	ATTAINABLE	RELEVANT	TIME BOUND
Increase Spotify monthly listeners by 3x (now: 43, then: 130)	By looking at engagement across platforms and stats. Also by tracking QR code scans	By promoting the song online and offline with a tailored marketing campaign and guerrilla marketing	More Spotify listeners = better chances at being featured in playlists and reaching new audiences	Within the first month to prepare for the release of the second single
Increase SoundCloud followers by 3x (now: 313, then: 1000)	By looking at engagement across platforms and stats. Also by tracking QR code scans	By promoting the song online and offline with a tailored marketing campaign and guerrilla marketing	More SoundCloud listeners = better chances at reaching more people	Within the first month to prepare for the release of the second single
Increase YouTube followers by 2x (now: 519, then: 1000)	By looking at engagement across platforms and stats. Also by tracking QR code scans	By promoting the song online and offline with a tailored marketing campaign and guerrilla marketing	Zanotti will then have access to a wider selection of tools for creators	Within the first month to prepare for the release of the second single
Reach new audiences (now prevalently rap fans, then: more diverse audience)	By looking at engagement across platforms and stats. Also by tracking QR code scans	By promoting the song online and offline with a tailored marketing campaign and guerrilla marketing	Diversifying the fanbase to increase likability across genres and demographics and build a more stable fanbase	Within the first month to prepare for the release of the second single
Establish relevant connections in the music industry to help the artist's career	By tracking attendance to the event and tracking new connections	By using guerrilla marketing to create a networking event to promote the song	Industry connections increase chances of bringing the career forward and better promoting the song	Prepare for this objective to be completed on the networking night to a) find help to promote Love Cake and b) build relationships to promote the second single

Target Market and Target Audience

Zanotti's target audience for this promotional campaign was analysed through his social media followers stats. It was predictably found that more than 60% of his followers are British males. This is common in hip-hop culture: Nielsen's Audience Insight (2015) showed that the demographic most likely to listen to rap includes males from the 18-24 age range. However, Zanotti aims to challenge rap stereotypes by referring to his love interest without objectifying and depreciating her. This approach to rap could increase his female audience pool, opening up new possibilities for the artist.

His Instagram statistics also show that most of his followers are from the United Kingdom, including London and his home town Trowbridge. This is a good indicator that the artist has strong roots in British culture, however as some of his followers are from the US or Italy, the rapper could use this to his advantage to further expand his demographics in those regions.

The target market can then be defined as a mix of male and female fans both from the UK and the rest of Europe, with possibilities to reach the US if supported by a strong overseas promotional campaign after meeting the SMART goals.

Competitors Analysis

SKT - British/Italian rapper, same audience as Zanotti's. His social media strategy is based on consistent posting, with particular focus on Reels that generate between 20k and 50k views. He is proud of his Italian origins, showing it by using Italian in his songs and thus attracting fans from Italy: not only he is working on his career in England, but also overseas. This makes SKT very promising in terms of international success. His latest campaign aimed to gauge Italians' interest in having him in their country, with great success.

ArrDee - Brighton-based rapper, ArrDee had been rapping for 5 years (generating a small following of 8k people) before landing a record deal after his first two successful freestyles. In less than one year, he's become one of the UK most successful rappers, after a featuring in a Tion Wayne's remix that was the first Drill song to reach number 1 in the UK. His strategy involved posting regularly on YouTube.

Aitch - Similarly to ArrDee, Aitch had been posting on YouTube since 2016 before becoming one of the UK's leading names in Rap - after being featured in a Ed Sheeran's remix. After trying to blow up on social media and YouTube, he finally started generating a buzz with a track posted on YouTube

Comparison Table

	Followers	Engagement Rate*	Monthly Listeners on Spotify	Most streamed song
Zanotti	3,584	3.9%	38	1,652
SKT	18,700	7.11%	11,757	582,424
ArrDee	790,000	19.65%	6,445,426	198M
Aitch	2M	18.75%	3,685,907	136M

*Calculated as $[(\text{Likes} + \text{Comments}) / \text{Followers}] * 100$

Future Recommendations

Analysing more successful artists it was found out that one of the greatest indicators of artists' growth and success, especially in this genre, is featuring tracks and remixes. All the competitors were able to land some successful feats after releasing covers and freestyles on YouTube and

SoundCloud, generating social media following and gaining momentum thanks to collaborations and remixes. More over, it is important to differentiate the fanbase in order to gain international hype and landing critical tours.

Zanotti should keep posting music on social media and YouTube and try to land as many feats and remixes as possible, collaborating with different artists and producers to increase his followers and monthly listeners. Zanotti should start using Reels to further engage his audience on Instagram. It is also recommended that he opens a TikTok profile to increase his active social media profiles and reach different demographics.

Competitors Threat Assessment

THREAT ASSESSMENT	Zanotti			60.00	THREAT ASSESSMENT	SKT			66.50
Rank each item on a scale of 1-5	Score (1-5)	Weight (1-25)	Weighted (MaxTotal=100)		Rank each item on a scale of 1-5	Score (1-5)	Weight (1-25)	Weighted (MaxTotal=100)	
Production value general	3	15	2.54		Production value general	4	15	3.39	
Message speaks to customer problems	4	25	5.65		Message speaks to customer problems	4	25	5.65	
Use of incentives	3	24	4.07		Use of incentives	3	24	4.07	
Regular Blogging	1	15	0.85		Regular Blogging	0	15	0.00	
Regular Social media	5	15	4.24		Regular Social media	5	15	4.24	
Social Media engagement	3	20	3.39		Social Media engagement	5	20	5.65	
Publicity	2	25	2.82		Publicity	4	25	5.65	
Outside marketing/PR	4	25	5.65		Outside marketing/PR	2	25	2.82	
Clear positioning strategy	3	15	2.54		Clear positioning strategy	3	15	2.54	
Professional copy	3	10	1.69		Professional copy	4	10	2.26	
Integration of images and copy	3	20	3.39		Integration of images and copy	4	20	4.52	
On-line sign up	1	15	0.85		On-line sign up	2	15	1.69	
Effective use of video	3	15	2.54		Effective use of video	4	15	3.39	
Graphic design	2	20	2.26		Graphic design	3	20	3.39	
Qualifications of marketing leadership	4	15	3.39		Qualifications of marketing leadership	5	15	4.24	
Participation in trade events	5	15	4.24		Participation in trade events	2	15	1.69	
Content marketing	2	20	2.26		Content marketing	4	20	4.52	
Advertising	3	10	1.69		Advertising	4	10	2.26	
Web site navigation	3	15	2.54		Web site navigation	0	15	0.00	
Industry specialization	3	20	3.39		Industry specialization	4	20	4.52	
	60		60.00			66		66.50	
THREAT ASSESSMENT	Ardee			77.46	THREAT ASSESSMENT	Aitch			90.11
Rank each item on a scale of 1-5	Score (1-5)	Weight (1-25)	Weighted (MaxTotal=100)		Rank each item on a scale of 1-5	Score (1-5)	Weight (1-25)	Weighted (MaxTotal=100)	
Production value general	5	15	4.24		Production value general	5	15	4.24	
Message speaks to customer problems	3	25	4.24		Message speaks to customer problems	3	25	4.24	
Use of incentives	4	24	5.42		Use of incentives	5	24	6.78	
Regular Blogging	2	15	1.69		Regular Blogging	4	15	3.39	
Regular Social media	4	15	3.39		Regular Social media	5	15	4.24	
Social Media engagement	5	20	5.65		Social Media engagement	5	20	5.65	
Publicity	4	25	5.65		Publicity	5	25	7.06	
Outside marketing/PR	4	25	5.65		Outside marketing/PR	5	25	7.06	
Clear positioning strategy	5	15	4.24		Clear positioning strategy	4	15	3.39	
Professional copy	3	10	1.69		Professional copy	5	10	2.82	
Integration of images and copy	4	20	4.52		Integration of images and copy	4	20	4.52	
On-line sign up	4	15	3.39		On-line sign up	5	15	4.24	
Effective use of video	5	15	4.24		Effective use of video	5	15	4.24	
Graphic design	3	20	3.39		Graphic design	3	20	3.39	
Qualifications of marketing leadership	4	15	3.39		Qualifications of marketing leadership	5	15	4.24	
Participation in trade events	3	15	2.54		Participation in trade events	4	15	3.39	
Content marketing	5	20	5.65		Content marketing	4	20	4.52	
Advertising	5	10	2.82		Advertising	5	10	2.82	
Web site navigation	0	15	0.00		Web site navigation	5	15	4.24	
Industry specialization	5	20	5.65		Industry specialization	5	20	5.65	
	77		77.46			91		90.11	

GANTT Chart



Budgeting Strategy

ITEM	COST	DESCRIPTION
Recording		Independent studio in London, produced by the artist in collaboration with the studio owner. Sound engineer currently undergoing their internship.
Record	£250.00	
Mix & Master	£200.00	
Sound Engineer	£50.00	
Cover Art	£250.00	
Music Video - 3 Days		Costs based on quote from video maker.
Art Director	£150.00	
Film Maker	£1000.00	
Extras	£100.00	
Models	£300.00	
Travel costs	£200.00	
Outfits	£0.00	Offered by shop.
Miscellaneous	£150.00	
GRM Daily Upload	£300.00	
Promotion		
Digital	£150.00	Social media advertisement.
Physical	£150.00	Flyers and QR codes.
PR	£250.00	Estimate based on online quotes.
Merchandise	£150.00	Consisting of iPhone 12 covers.
Single launch party		
Venue hire	£150.00	Tileyard Campfire.
DJ & Host	£100.00	To be chosen among Tileyard community.
Food and beverage	£400.00	Free drinks as per the event plan.
Remix featuring artist	£200.00	
Available	£5000.00	
NET TOTAL	£4500.00	
Taxes	£450.00	
GROSS TOTAL	£4950.00	

RACI Matrix

RACI Matrix (also called Responsibility Assignment Matrix) is a tool created to help distribute tasks among teams and facilitate tracking of job ownerships. The simple chart shows who holds responsibility for each task, and what are the roles in the team (Delos Santos, 2021). In this way it is possible to check who owns the most responsibilities and re-distribute tasks where needed.

	Marta	Adam	Craig	
Writing, Mixing, Mastering				
Artist and Single Description				
Moodboard				
Artwork				
Video Concept				
Marketing Strategy				
Target Market/Target Audience Analysis				
Competitors Analysis				
Market Analysis				
SWOT Analysis				
Budgeting				
Timeline				
Place of Distribution				
EPK				

R = Responsible
 A = Accountable
 C = Consulted
 I = Informed

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