
GIACK BAZZ

THE ARTIST

GIACK BAZZ

- Singer-songwriter with 4-piece live band

- Released 3 albums

- Currently working on new record

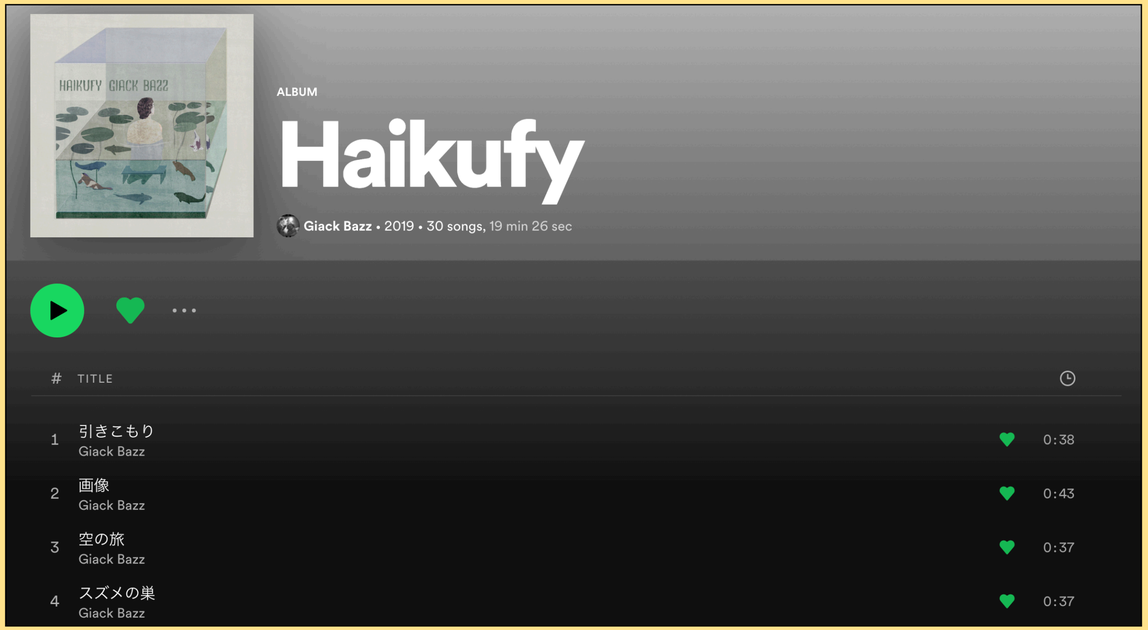
- Mixed audience based in UK and Europe

- FFO: Conor Oberst, Jeff Buckley, Father John Misty, Tame Impala





Childhood Dream, 2016



Haikufy, 2019



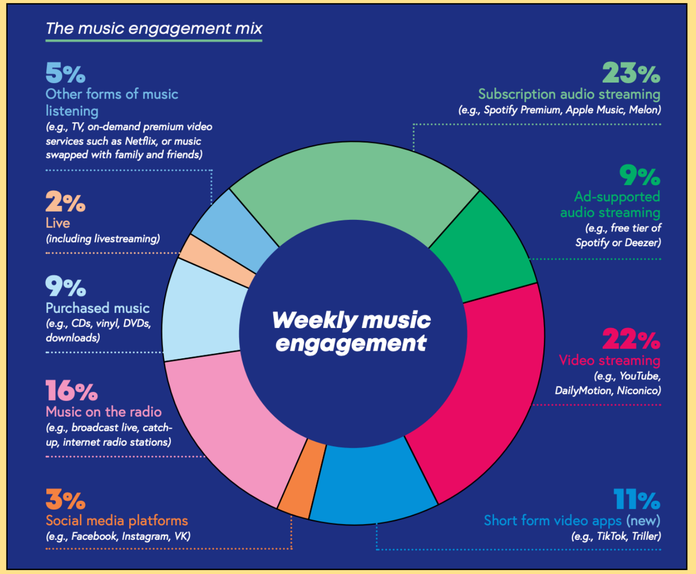
Giack Bazz Is Not Famous, 2018

MARKET ANALYSIS

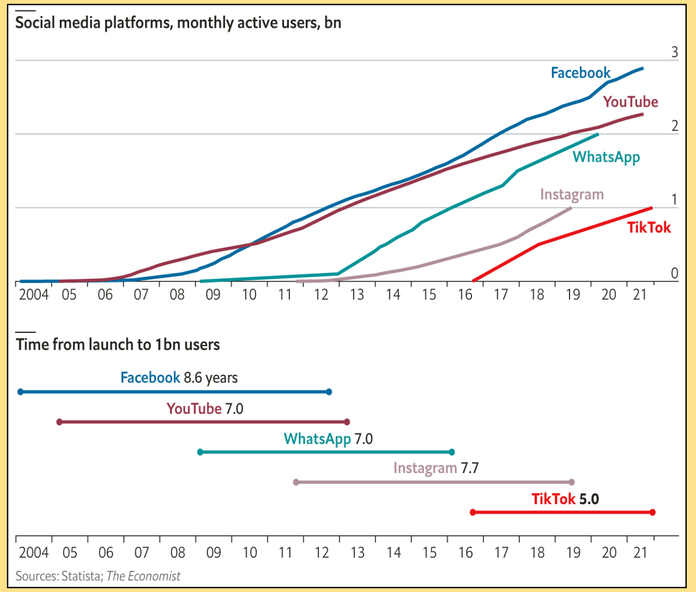
SHORT VIDEOS TAKES OVER

- Music consumption in video format amounts to 33% of total engagement

- In 2020, streaming accounted for 13.4% of total industry revenues (IFPI, 2021)



IFPI, 2021



The Economist, 2021

RELEASE STRATEGY

BUILDING MOMENTUM

- 5 singles
- Album release
- Mixed media advertisement
- Gigging

	Feb '21-Sept '21	Sept '21 - Jan '22	Jan '22 - Sept '22	Sept '22 - Nov '22
PREPARATION				
Writing				
Recording				
Mix & Master				
Artworks planning				
Artworks shooting				
Video shooting				
Distribution				
Media assets collection				
PHASE 1: Foundations				
Gigging				
Public relations				
Physical marketing				
PHASE 2: Singles release				
Physical and digital advertising				
PR campaign				
Playlisting campaign				
Social media activity (TikTok, Instagram, Twitter, Facebook, YouTube, LinkedIn)				
"Gotta Kick It (Outsider Music) Release + video				
Release party + gigging				
"Through With Sick and Sacred Stuff" release + lyric video				
"Rent" release + visual video				
PHASE 3: Album				
Monitoring changes in audience / tour planning				
Physical and digital advertising				
PR campaign				
Playlisting campaign				
Social media activity (TikTok, Instagram, Twitter, Facebook, YouTube, LinkedIn)				
"Who Am I Doing This For" Release + video				
Gigging				
Album release				
Touring				

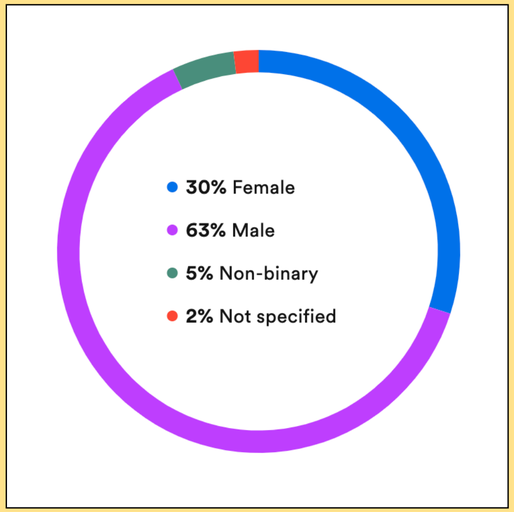
ENGAGEMENT MIX

WHO IS THE TARGET AUDIENCE?

- Up and coming career

- Fandom hypothesis (Thompson, 2021)

- Diversifying the audience through gigging and more inclusive content

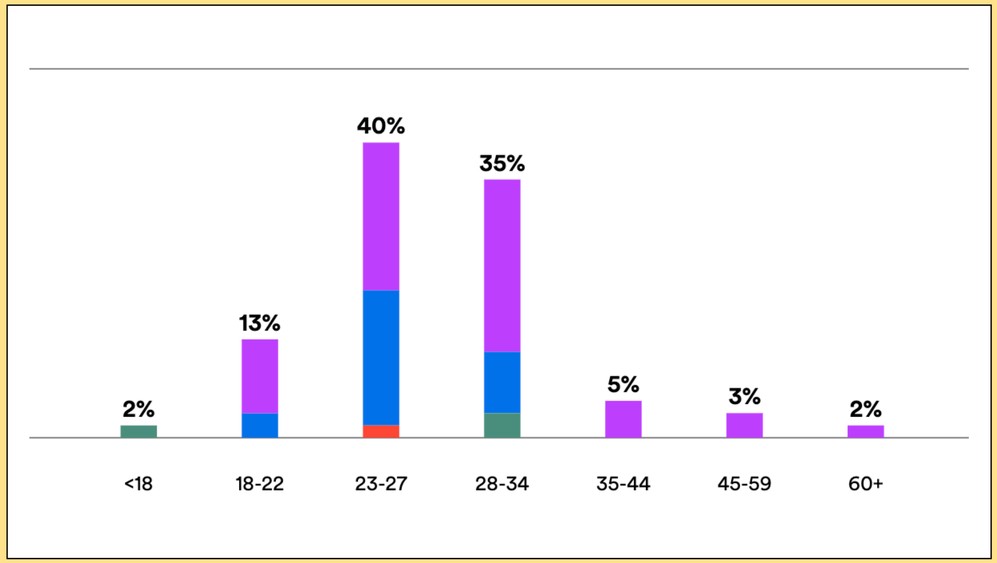


Spotify, 2022

Spotify

Followers	86 (1,107,340th)
Monthly Listeners	176 (1,120,775th)
Popularity	7/100 (807,250th)
Playlist Reach	311
Fan Conversion Rate	48.86%
Reach / Followers Ratio	3.62x

Chartmetric, 2022



Spotify, 2022

BRANDING

CONVEYING THE ARTIST'S MESSAGE







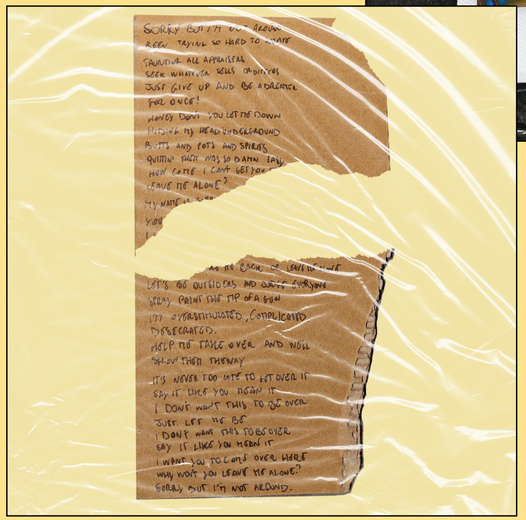


MARKETING STRATEGY

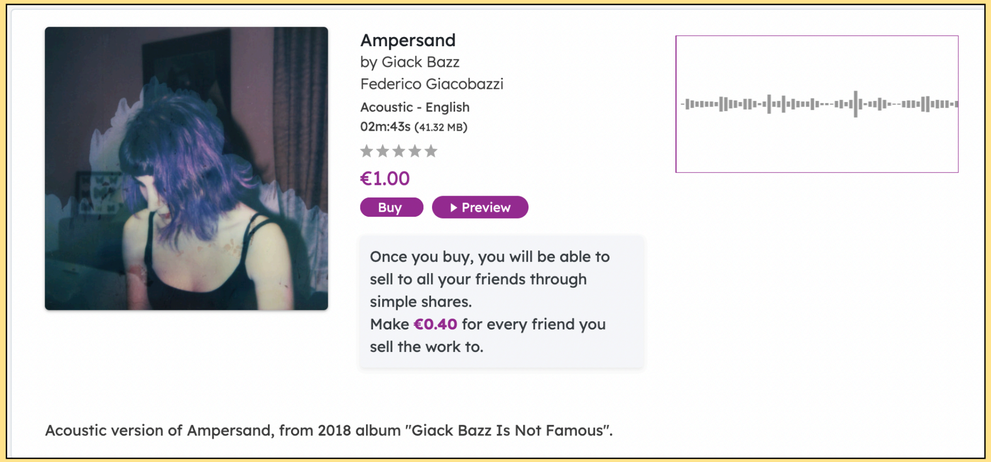
CREATING A COMMUNITY

- TikTok videos
- Guerrilla marketing
- Targeting media outlets
- Blockchain









BUDGETING

Expenses

Item	Cost	Actual	
Artworks Props	£381.16	£112.69	
Artworks Shooting	£500	£150	
Press Shots	£500	£200	
Recording	£2,500	/	Per 5 days
Mixing	£800	£800	Including tape-to-reel using virgin tape
Mastering	£200	£200	
Promotional Tape Cassettes	£50	£50	For 100 cassettes
PR	£1,000	£1,000	
TOTAL	£5,931.69	£2,512.69	

Income

Item	Quantity	Sale price	Predicted revenue
Streams	100,000	£0.003 on Spotify	£344
Downloads	50	£5	£250
Kypsel	10	£1	£10
T-shirts	15	£15	£225
Bundle	50	£20	£1,000
Vinyl	30	£15	£450
TOTAL			£2,279


THANK YOU!

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