MELLOW YELLOW GROUP

CREATIVE MUSIC MANAGEMENT- BMTY70000_LON

TILEYARD STUDIOS, LONDON

ASSIGNMENT - PORTFOLIO

INCLUDES: SINGLE, REMIX, ARTWORKS, VIDEO, MARKETING STRATEGY, FINANCING AND BUDGETING

PROJECT OUTLINE

This portfolio explains the planning, marketing and assumed execution of the commercial single and remix release for the recording artist Dami Dina. Dami is a Hip-Hop artist and student at Tileyard on the MA Music Business course. He plans to release his Debut single 'RELAX' and has enlisted the Mellow Yellow Group to support the rollout of the song. In this portfolio I describe the efforts underwent by the group and analyze the areas which we were involved in, how it went and ways we could have improved.

The Song is a debut release, so we have taken a more realistic approach to this, not expecting too much but still maintaining ambition. We have also kept the small budget of £500 low because we understand crowd funding is too hard for a new artist and it also keeps a learning curve for the group and artist when moving forward of where to spend more money and where to spend less.

GROUP ROLES

Dami Dina – Artist and Project Overseer

ROLES:

A. Make a remix of the song
B. Help elaborate EPK and develop Brand image / 'Persona'
C. Oversee Financial and budgetary concerns
D. Oversee artistic input for all pieces of artwork

Giulia Fontana – Creative Director

ROLES:

A. Develop mood boards and logo's
B. Create artwork in line with Dami's song and remix
C. Create art pieces to fit in line with different days of marketing release plan
D. Develop EPK for the artist's release

Florian Bel – Copywriter / Media Director

ROLES:

A. Create Website for release
B. Create lyric video for release
C. Curating social media content to add to several aspects of release

Eva Dushaj – Marketing Manager

ROLES:

A. Develop marketing strategies to use for the release
B. Align the marketing plan to meet artist objectives withing a reasonable period
C. Utilize social media to increase brand awareness and help band growth

To-Do Lists & Tasks

DAMI:

✓ **Dami needed to get a professional photo ready to assimilate onto all social media so we can begin branding his style and look.**

✓ **Dami needs to write and perform a song to be mixed and mastered ready for promotion by the Mellow Yellow team.**

https://soundcloud.com/damixdina/relax/s-fCHOa59T0wG

✓ **Dami to make a remix of the song keeping the same lyrics but changing an aspect of it to make it different**

https://soundcloud.com/damixdina/dami-relax-nf-rewrk/s-aL6zftcHZ0t

✓ **Conduct an interview for a Blog website to be linked on website**

When did you discover tour passion for music?

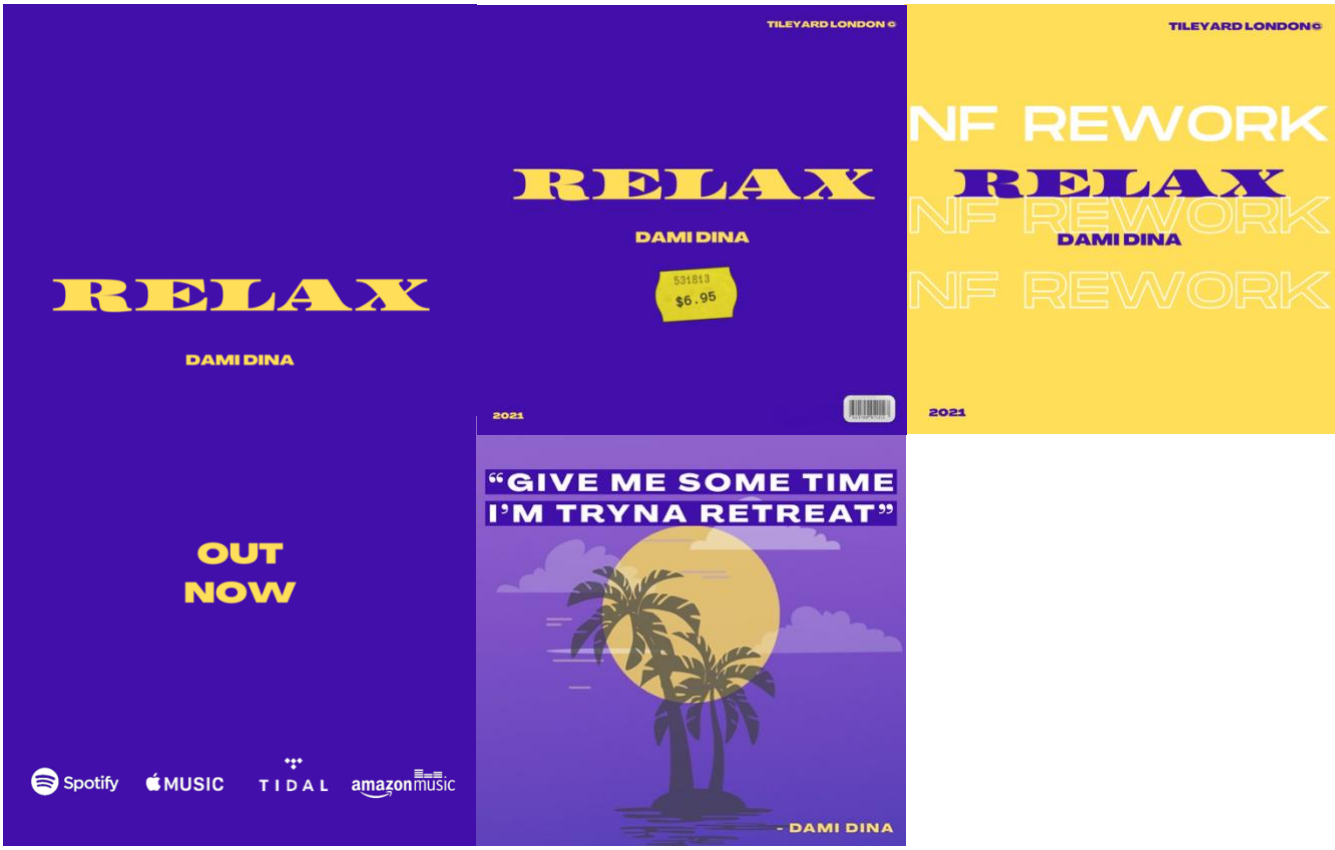
"I would say I realised that music was my passion when I fell into it around age 14 and spent almost every waking moment trying to perfect myself as a musician. I always had a love for listening to music as most people do and I always knew I was good at rhyming and found it fun, but I never really took initiate to try and create music until I was dared to when I was 14... from then on, I never looked back, and I have only tried to become better and better until I maximise my potential."

What does you music mean to you?

"My music does not mean as much as mom people would assume, I make music depending on what I am feeling in that time, it helps me understand my feelings because I tend to find it hard otherwise... it has become a rabbit hole of critique though. As a self-proclaimed perfectionist... I find it hard to really know when my music is perfect or has reached its optimal point and I have begun doing that to mainstream music too.... Which I have found has reduced my love for listening to music. I now only make when I feel, and I am trying to re-kindle my love for listening to music."

Giulia:

✓ **Create artwork for Dami's Song, the release banner, Instagram Posts and for the Remix**



✓ **Create EPK for the release**

Dami Dina was born in Nigeria - raised in London. He is an Alt Hip Hop maker. He has been making music for the past 6 years with his debut 5 years ago 'I'm All Yours Featuring On Cue'. Major influences include Childish Gambino , Chance the Rapper , Frank Ocean , Kodak Black , Rae Sremmurd & Mase. A quote Dami has lived by since starting to create music is "Don't Rush Things You Want To Last Forever". In 2021, he plans to release more music, among which a collaboration with Grammy winner and Chance the

PAST RELEASE

I'M ALL YOURS feat ONCUE

- OVER 19K PLAYS ON SOUNDCLOUD
- FEATURED ON RNBASS YOUTUBE CHANNEL

✓ **Create logo to be used for the campaign**

DAMI DINA

Florian:

✓ **Create website to show all of the assets made including the interview done as well as logo's artwork, song and remix**

www.tinyurl.com/damidina

✓ **Create lyric video for the Song to release during marketing 'Hot Zone'**

✓ **Begin email list for artist to start sending out to consumers**

Eva:

- ✓ **Create in detail and in-depth market plan for the release of the song and the remix which will coincide with all the assets created. 30-page plan below.**

  https://docs.google.com/presentation/d/1Cr4mZMyKzobXS9C5gVvhUTG0Bl0HSpXM/edit

- ✓ **Make a release calendar for the release. 7-page calendar below.**

  https://docs.google.com/presentation/d/1t_NIgsc8CDFdiIOeLD0P8fQ-azCoNyCH/edit?rtpof=true

Group Meeting Dates and Discussions

12/11 – First meeting to establish what roles need to be delegated

19/11 – First meeting with to discuss the progression and photoshoot

21/11 – Song finished and group meeting to orchestrate Remix and website design

12/12 – Website and Remix finished, marketing strategy to be started and finished soon

19/12 – EPK to be done as well as Release calendar to be started

31/12 – Logo design to be made and marketing strategy and calendar finished

02/01 – Last meeting to go over everything and congregate assets for release

FINANCING AND BUDGETING

With the initial budget of £500 we decided to focus on the social media outlets which we wanted to focus on the most. These were SoundCloud, Instagram and Twitter. We also tried to minimize costs as a first-time artist by doing as much as we could do inhouse. This is from artwork and promotional images to lyric video's as well as even the website. This gave us the optimal use of the £500 and we allocated it as follows.

£200- social media influencers on each platform

£150- social media adverts

£150- blog write ups on popular sites.

As shown below, we tried to allocate equal amounts to each social media platform when possible and equally share the budget so that for future we also know what to spend more on and what to spend less on.

SOCIAL MEDIA INFLUENCERS COSTS - (£200)				
RELAX – SINGLE RELEASE				January 15, 2021
COST ITEMS	WEEK	REACH	ONE-TIME COST	TOTAL COST
Twitter Social Influencer Retweet	5	250k Followers	X	£45
Twitter Social Influencer Quote Tweet	5	50k Followers	X	£15
Instagram Social Influencer Story Post x2	5	300k Followers	X	£80
SoundCloud Curator page reposts and post x3	5	80k followers Aggregate	X	£60
ESTIMATED BUDGET				£200

For all of the social media Influencers we saw it best fit to co-ordinate this with the first week of the release (week 5 on marketing strategy). This would maximize the impact of the of the influencers' as it would be fresh on all their follower's pages simultaneously and hopefully draw new traction to Dami's music without any dispersions on his other social media footprint as it would be new content for them from a source they trust. However, we do need to bear in mind that the approximate % of listens garnered from an average person's reach is between 5%-15%.

So, working on the low end we would assume 5% of the 680k followers would translate to listens. Now with a working number of 34k streams as a

hopeful starting point, we can tell Dami that the goal for the first week should be around 20K to temper expectations.

SOCIAL MEDIA ADVERTS COSTS – (£150)				
RELAX – SINGLE RELEASE				January 15, 2021
COST ITEMS	WEEK	COST/ WEEK	APPROX REACH	APPROX FOLLOWER RETENTION RATE
Coming Soon Adverts for song	3	£30	4,000	40
Release Date of the song Ads	4	£30	4,000	40
Out Now Ads	5	£50	6,500	65
Out Now Ads	6	£40	5,000	50
ESTIMATED LISTENS & FOLLOWERS			2,000	200

Moving on to the social media adverts, this will be done through Facebooks ad optimization platform, we will only use ads for Instagram as it allows for quick video to be shown at random to certain targeted groups. We chose Dami's most influential artists Childish Gambino, Chance the Rapper and Frank Ocean as main target points when finding consumers to target on Instagram's ads, we can also make sure that the people targeted follow these artists too to make the search more precise.

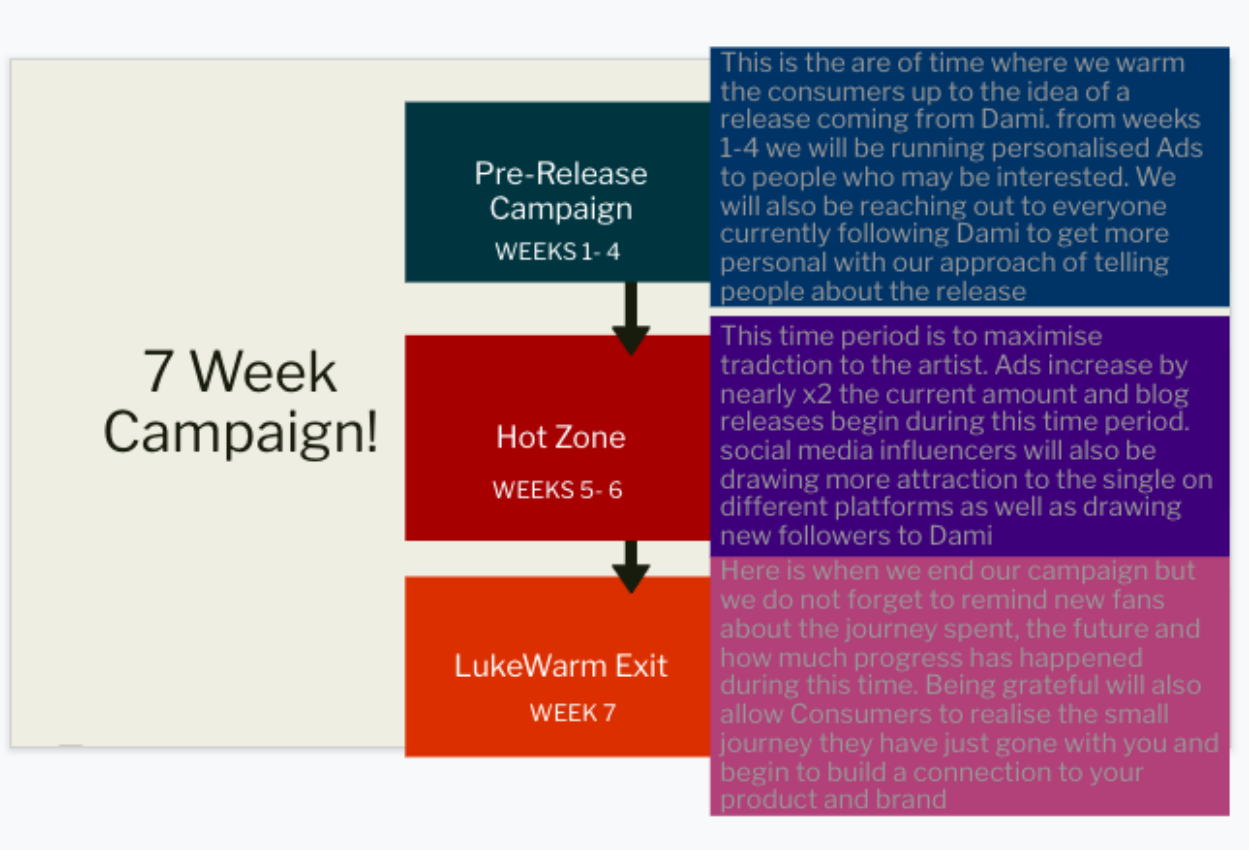
The cost per day for 1,000-person reach is £8, therefore we decided to start doing small ads from two weeks before release (week 3 & 4) four days during the week. Two being a weekday and the 2 weekend days. This would aggregate to targeting 4,000 people and prepping people for a release. On the week of release (week 5), we bum that to nearly 7,000 people in the hopes of getting a higher retention rate than the average of 10% for adverts. The week after the release we still apply some ads with some new marketing showing 'Out Now' but for a lesser reach of 5,000 people to make sure the steam is kept going for as long as possible.

Lastly, we plan the budget for the Blogs to be written up about Dami's release. We Plan to have the big blog release the write-up near the end of the week, so a few days have gone since the release. This will make sure to keep the momentum going. Additionally, we will have a medium sized blog release their write up at the start of week 6 while having a smaller blog release their write-up near the end of the week. Allowing Dami's fans to not only engage with him on a more intimate level by reading interviews he has done and his personal thoughts as well as others about his release, but this allows a synergy with Dami's growing brand showing every few days a new content for his followers to see. We will end the with a small blog release 2 weeks after release to end the marketing campaign cycle for the song.

BLOG WRITE-UP COSTS – (£150)		
RELAX – SINGLE RELEASE		January 15, 2021
COST ITEMS	WEEK	TOTAL COST
Big time blog write-up	5	£80
Medium blog write-up	6	£40
Small Blog write-up	6	£15
Small Blog write-up	7	£15
ESTIMATED BUDGET		£150

Marketing Plan: RELAX – Dami Dina

With an extensive marketing plan to follow for the release we broke it down into 7 weeks for the portfolio. With the release being on week 5 and the marketing plan being 7 weeks long we decided to have the 3 segments for each part of the promotion period. The first 4 weeks being known as the 'Pre-Release campaign' the 5th and 6th week being known as the 'Hot Zone' and the final week of the 7th being known as the 'Lukewarm Exit'.



This campaign is very suited for a first-time release, and in Dami's case an artist's debut. Additionally, we are planning to debut a website (week 5) for the single and a lyric video (week 7). There will be a sign-up link on the website to get fans' emails to add to a mailing list. Furthermore, releasing the lyric video on the final week of the campaign allows for the fans to have visuals to show friends or to re-begin their listening cycle for the song. When an email is given, they will also be emailed at the end of the campaign period a private link to the REMIX which will be debuting with the same campaign cycle a month later. They will be allowed to listen

to the song for 3 days before it is taken down. Hopefully, leading to the excitement carrying on to the next campaign cycle for the Remix.

Remix Cycle

Now for the release of the remix we will follow a shorted version of the marketing plan. We will start this two weeks after the 7 week campaign cycle and shorten the span to 3 weeks for the remix. This will include each section from the original cycle except this time each section will last only one week, and we will not use Ads and try to piggyback off of the 7-week campaign just finished. The Hot zone will be pushed by talking about the collaboration with the Grammy winner Nate Fox.

The end of the cycle for the remix should include a prize giveaway of a vinyl to followers as a thank you. This is overall a 3 month cycle to also allow Dami preparation to get his next song ready to release and promote all over again.