

Cover sheet

Assignment: BMTY7000 – CREATIVE MUSIC MANAGEMENT

Name: Esther Cole (1809407)

Title: Artist Campaign

Due date: 11/01/2019

Course tutor: Steve Melouish

I confirm that this work has not been copied, plagiarised or duplicated.

Signed:

Artist Campaign

Creative Music Management – BMTY7000

MA Music Industry Entrepreneurship

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David

Artist Campaign

Included in this paper are links to specific files relating to the campaign of:

Artist: Esther Cole

Single: Is It True?

Enclosed are: Commercial music, remix, Iconography for single, promotional video, electronic press kit and budget plan.

Campaign Files:

History and Marketing Strategy: <https://goo.gl/F39GTT>

Press Release. Here you will also find links to Esther Cole's website, **EPK** and social media platforms. You will also find private links to her SoundCloud (to listen to the **single** and **remix**), and YouTube page for private viewing of her **music video**: <https://goo.gl/Rv9n5T>

Budget Plan: <https://goo.gl/hacCXh>

However, for the sake of clarity – here is a list of important individual links pertaining to this assignment:

Commercial Music 'Is it True?': <https://goo.gl/DRqHkP>

Remix: <https://goo.gl/nP5BHP>

Promotional Music Video: <https://goo.gl/ADgnHY>

EPK: <http://www.iamesthercole.com/epk>

Website: <http://www.iamesthercole.com/>

Video Treatment: <https://goo.gl/obU7PU>

Iconography for single:

