ENTERTAINMENT MARKETING PRESENTATION

KYARAH BOON

MODULE - ENTERTAINMENT MARKETING
STUDENT NUMBER - 1900269
LECTURER - TIM FERRONE

DATE - 06/04/2020



The Label



(Paine, 2018)

What Will Boon Records Provide?

- Global playlist pitch to editorial & independent playlists on all major DSPs.
- Global playlist pitch to independent curators on Spotify / YouTube / Facebook / Instagram & Tik Tok.
- TikTok campaign.
- Social media strategy & optimisation.
- Pre-save campaign to drive Spotify algorithm & follower growth.
- iTunes pre-order campaign to drive chart placement and provide a strong PR angle.
- Release assets to promote this release prior to & post.
- Reactive marketing assets (Post-release for playlist features & streaming milestones).
- Shazam unlock campaign.
- YouTube music video campaign.
- Artist Collaboration opportunities.
- Weekly performance update.

ARAMIAH

A R A M I A H

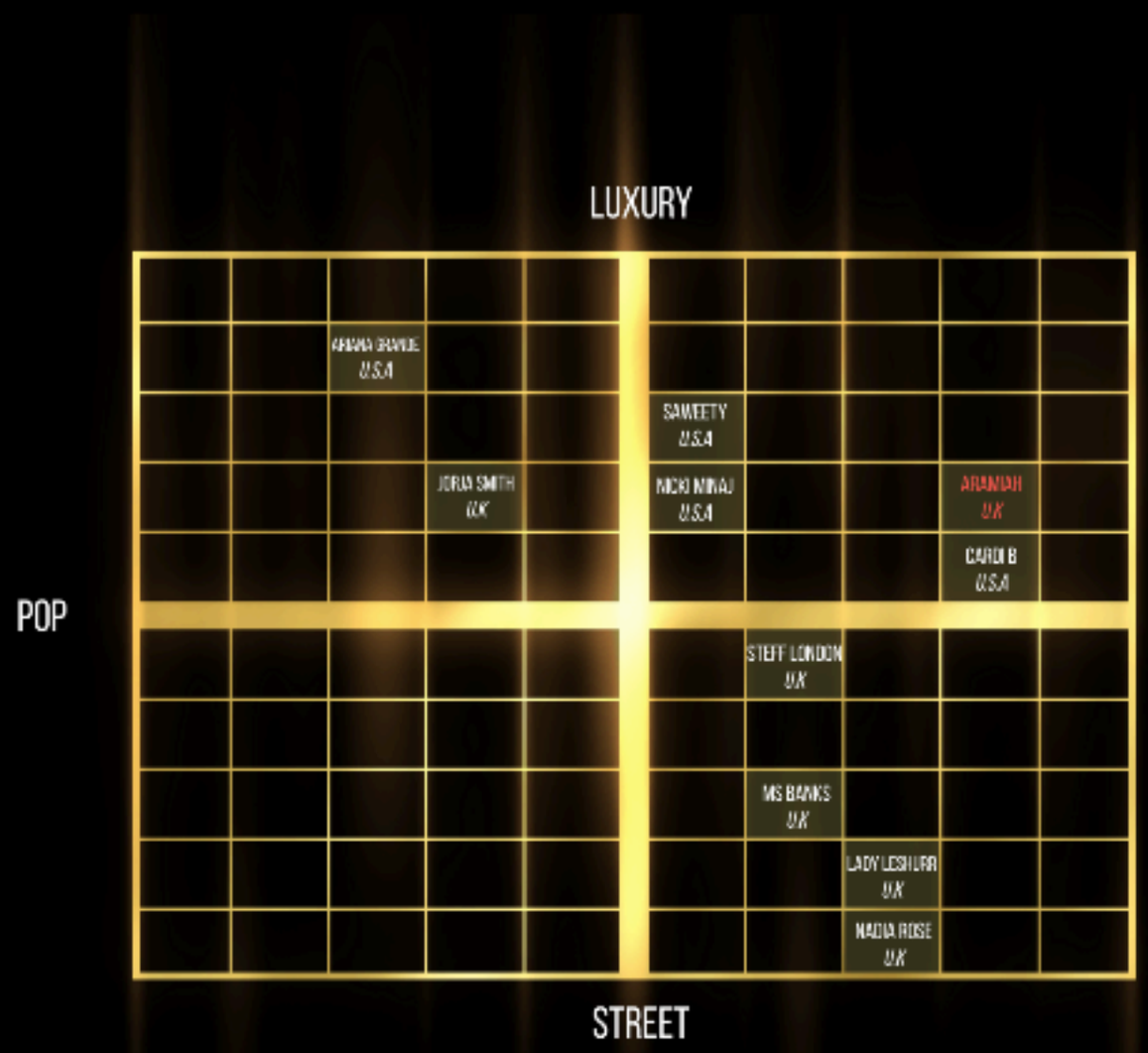
- Female Grime artist with an asian heritage
- Mixed ‘mystery’ cultural - cultural hints without definitive elements
- Spirituality
- Hidden / mysterious elements / hidden face
- Customised one of a kind clothing elements
- A trend setting ahead of the curve - female grime artist (luxury field)



AraMiah pairs urban Grime rap and high street luxe with a consistent nod to her Pakistani, Indian and African culture. She is the first of her kind and ahead of the curve.

Our aim is to take her culture and make it aspirational. Using strategic cultural hints without definitive elements, AraMiah’s brand should be relevant with a wider audience.

AraMiah maintains an air of mystery by always obstructing / obscuring her face through masks, make up or hair.



Competitor Analysis

From the competitor analysis, we have determined that there is a current gap in the market for a british female urban artist with a luxury image.

ARAMIAH *Styling Direction*

Debut - 6-12 months



After 6-12 months

(Gradually develop into customised cultural infusion)



Social media content

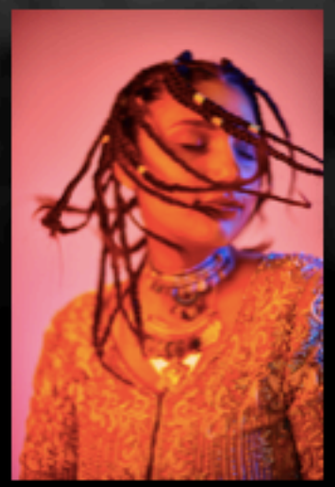


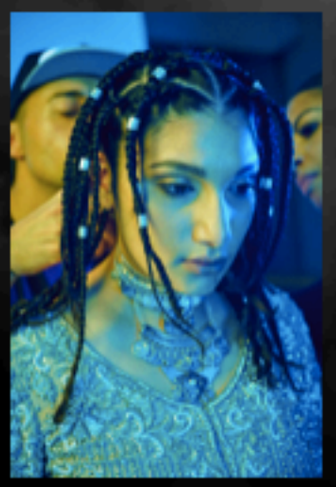












Album Artwork



Budget Breakdown

Total Budget - £200,000

ARTIST ADVANCE	
ON SIGNING	£60,000
ON DELIVERY	£60,000
ARTIST MARKETING & PROMOTION	
ONLINE INVESTMENT	£10,000
PRESS	£10,000

VIDEO EXPENSES (VIDEO 1)	
CAMERAS	£4,000
CREW	£2,500
EDITING	£1,500
DIRECTORS FEE	£2,000
TOTAL	£10,000

PROMOTIONAL EXPENSES	
ALBUM ARTWORK	£3,000
PHOTOSHOOT (INCLUDES ALL WORKING CREW)	£4,000
EVENTS	£5,000
TOTAL	£12,000

TOUR EXPENSES	
BUS	£20,000
CREW	£7,000
CATERING	£6,000
WARDROBE	£2,000
PROMOTION	£5,000
MERCHANDISE	£5,000
TOTAL	£45,000

(IFPI, 2017)

Key Campaign Moments

PLANNING FOR UPCOMING SINGLE	
MAY 20TH, 2020	BOUT TO BLOW' - PLANNING MEETING VIDEO/ARTWORK/ASSET
MAY 27TH, 2020	BOUT TO BLOW' - VIDEO SHOOT OVER A PERIOD OF TWO DAYS
JUNE 7TH, 2020	BOUT TO BLOW' - ONLINE TEASER RELEASE
JUNE 14TH, 2020	BOUT TO BLOW' - OFFICIAL VIDEO RELEASE ON ALL PLATFORMS
JUNE 28TH, 2020	BOUT TO BLOW' - RADIO IMPACT / ONLINE PRESS
JUNE 30TH, 2020	BBC RADIO 1 LIVE LOUNGE EW ASSETS RELEASED / PRESS SHOTS

Marketing Campaigns

- Social Unlock Campaign
  - Generate excitement about the music video release.
  - Early access to fans when they add the track to their Spotify library.
  - LAUNCH DATE: June 12th, 2020 (2 days prior to official music video release)

- Shazam Unlock Campaign
  - Similar to the campaign above.
  - Instead, fans can see exclusive ‘behind the scenes’ footage of Aramiah.
  - Behind the scenes footage of: days of video shoot, studio session footage, etc.
  - LAUNCH DATE: June 12th, 2020 (2 days prior to official music video release)

Weekly Marketing Plan

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	ANNOUNCEMENT & PRE-SAVE LAUNCH Launch album pre-save on Spotify, Apple Music & Deezer. We can provide an asset to use on all platforms. Aramiah to change profile image on all social media platforms to the image used in the artwork. Update social banner to the ones that Boon Records provide.	Continue to push Spotify Pre-save early this week.	TEASE COMPETITION Ask fans: who'd like to win two tickets to my next show? Stay tuned for tomorrow's announcement on all socials.	**PRE-ORDER LAUNCH (COMPETITION)** Launch iTunes pre-order. Ask fans to screenshot their confirmed album pre-order on Itunes and DM to Aramiah / comment on the post to enter. Pick a random winner from here. The message can be: pre-order my new album for a chance to win tickets to my next show and to receive all new merchandise.	Continue to push pre-order links across socials.	

Weekly Marketing Plan

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
INSTAGRAM Q&A Aramiah to talk to fans about new release via a live IG Q&A.		SOCIAL UNLOCK CAMPAIGN Fans who add the track to their Spotify library, via the link we provide, will get east access to the music video.	Continue to push Social Unlock Campaign - Facebook - IG Stories - Twitter	***MUSIC VIDEO RELEASE*** Release the full music video on Youtube. Post 30 second snippets of all other socials + link to video in bio. Boon Records to send out mailing list.	LAUNCH TIKTOK CHALLENGE Fans to post their best dancing video to the track, and to tag Aramiah. Aramiah to create a TikTok demonstrating her dance for the track if fans want to take inspiration to her.	Aramiah to share some TikTok challenges on her socials to drive more fans to entering.

Post-Release Marketing

Targeted Paid Social Ads	Curator Features	Playlist Addition Assets	Milestone Assets
• The organic performance of the track and social media posts will be assessed. • If there is space to capitalise on momentum with paid-social ads, we may invest further to capitalise this growth.	• We will outreach our network of online curators for features, as we feel appropriate.	• When playlist features are secured we will create assets for you to share across socials promoting your addition, with a call to action, including a wrapped link.	• Reflect on what your single has achieved in the first, second and fourth weeks. • Mark important milestones (e.g 10,000 streams, 100,000 streams. 1,000,000 streams etc). • Post an image of yourself on these milestone dates and reflect in the caption on how excited you are to reach the milestone.

Thank you!



Bibliography

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