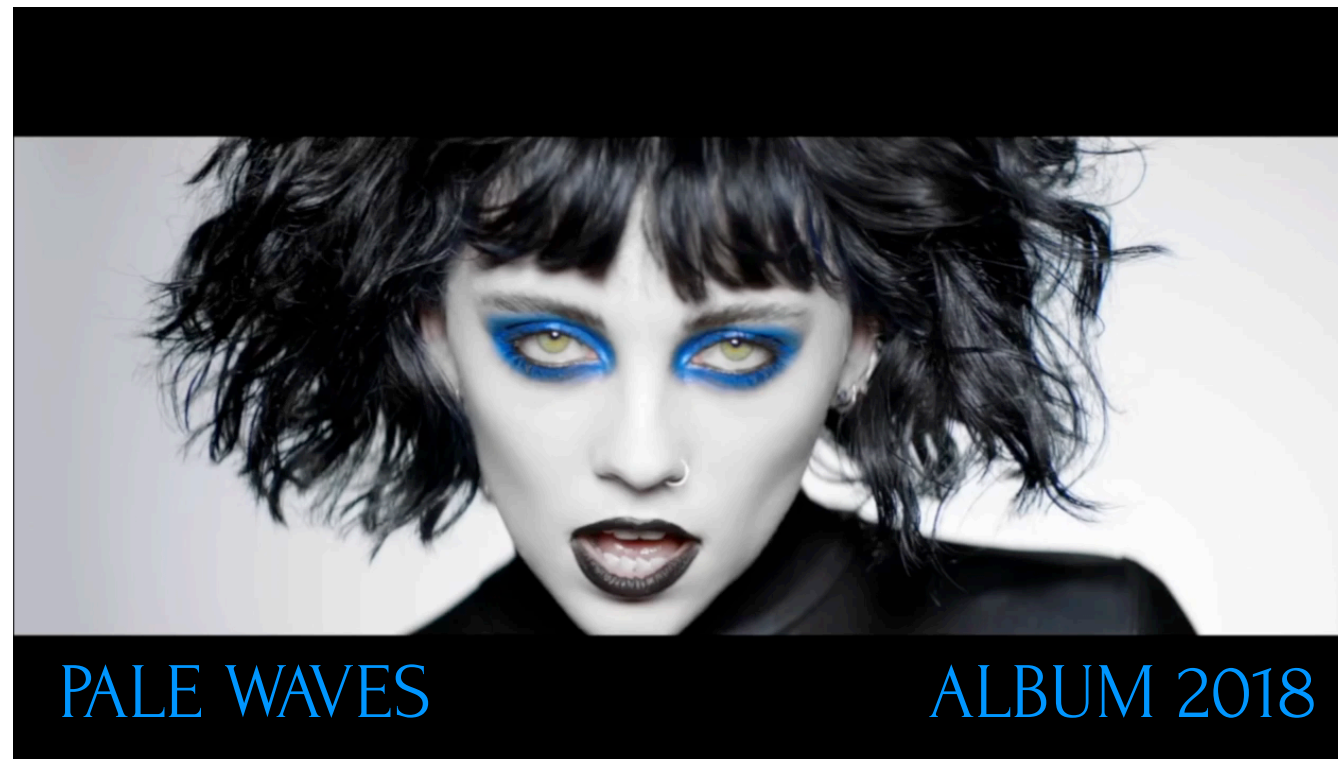




Hello, I'm Jordan and I'm here today to present the marketing plan for Pale Waves' next release which will be their debut album.

THE BAND

- Four-piece Indie-Pop band
- Formed Manchester, England in 2014
- Signed to Dirty Hit Records
- Debut EP: 'All The Things I Never Said'
- First tracks produced by 1975
- Placed 5th in BBC Sound of 2018
- Currently finishing album



PALE WAVES
ALBUM 2018

Pale Waves are a four-piece indie pop band formed in Manchester in 2014. They are currently signed to Dirty Hit records and, after the release a number well received singles, have recently put out an EP called, 'All The Things I Never Said'. Label mates, the 1975 produced some of the bands early tracks and helped them on their way to critical acclaim, placing 5th in the BBC's 'Sound of 2018'. The band are now touring heavily and putting the finishing touches on their upcoming album release.

MARKET ANALYSIS

PALE WAVES
ALBUM 2018

CURRENT STATS



Where people listen

- 1. **London, GB**
36,769 LISTENERS
- 2. **Los Angeles, US**
7,250 LISTENERS
- 3. **Chicago, US**
5,743 LISTENERS
- 4. **New York City, US**
5,317 LISTENERS
- 5. **Birmingham, GB**
4,451 LISTENERS

BBC Sound of 2018
Spotify
15,770 LISTENERS

Radio 1 Playlist (BBC)
BBC Music Playlists
9,088 LISTENERS

Summer Indie
Spotify
7,211 LISTENERS

Indie Station
Spotify
5,241 LISTENERS

418,672
Monthly Listeners

64,779
Followers



Pale Waves
83,880 subscribers

Television Romance
4.2M views • 7 months ago
4:17

Heavenly
388K views • 1 month ago
2:57

My Obsession
797K views • 4 months ago
4:26

There's a Honey
1.9M views • 1 year ago
3:52

The Tide
592K views • 2 months ago
3:23

New Year's Eve
924K views • 4 months ago
3:47



47,160
Total Likes

47,493
Total follows



palewaves Following

602 posts 75.9k followers 69 following

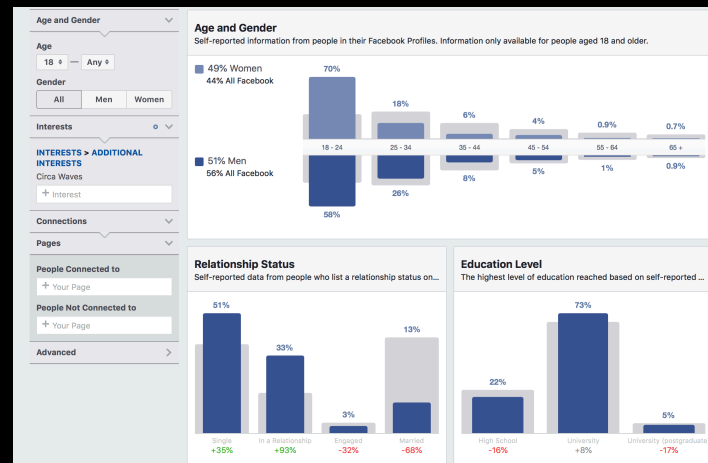
PALE WAVES
ALBUM 2018

*info correct as of 27/04/2018

Here are some of the current social and streaming numbers for Pale Waves - they have tens of thousands of followers across social media platforms as well as over 400,000 monthly listeners on Spotify. Over 80,000 subscribers on the bands YouTube channel and nearly 50,000 followers on facebook and 76,000 on instagram.

CURRENT STATS

facebook



CIRCA WAVES

*info correct as of 27/04/2018

PALE WAVES
ALBUM 2018

In order to help market the upcoming album to the right audience, we need to dig a little deeper into the data of Pale Wave's fans. Unfortunately, Facebook data isn't yet available for Pale Wave's page, so we have taken a look at similar artists and artists whose audience also listen to Pale Waves according to Spotify to gain insight into target age, gender, education level, geographical location, relationship status and other interests. Not only will this be invaluable for targeted ads on social media, but also in developing brand partnerships, planning shows and promotion outside of social media. So we have selected the bands, Swim Deep, Circa Waves and Wolf Alice. As you can see gender is generally balanced on average across the 3 artists. The bands are all most popular with 18-25s. In all cases at least 50% of the audience is listed as single and over 70% of the audience are educated to degree level or higher.

CURRENT STATS

facebook

Gigs and Tours Noah and the Whale
Kaiser Chiefs The Strypes Pitchfork
Circa Waves Peace Glastonbury BBC Radio 1
Wolf Alice Reading/Leeds
NME Spotify
Rough Trade Records Radio X

***info correct as of 27/04/2018**

PALE WAVES
ALBUM 2018

Fans of these artists pages also like other artists pages, Festivals and Gigs, Record Labels, Radio Stations and streaming services.

TARGET AUDIENCE

- Teens and early 20s
- Relatively balanced gender mix
- Located in Manchester and London
- Popular in LA, Chicago and NY
- Festival goers - Reading/Leeds and Glastonbury
- Readers/followers of NME - New music fans, discovery
- Radio X and Radio 1 Listeners
- Fans of similar artists such as Wolf Alice, Circa Waves, Noah and the Whale

PALE WAVES
ALBUM 2018

So, the majority of fans fall mostly into the age bracket of 18-25. The gender groups are relatively balanced tipped slightly in favour of females. Are largely located in Manchester and London - also Spotify has told us of a high listenership in some American cities, LA, Chicago and NYC. They are festival goers, being fans of Reading and Leeds, readers of NME and listeners of Radio 1 and Radio X, which indicated they are fans/consumers of new music and enjoy discovering new artists.

PRODUCT

PALE WAVES
ALBUM 2018

CURRENT IMAGERY & DESIGN: POSTERS



Here are some of the bands past designs for posters, photography, and merchandise etc. As you can see there is a coherent and cohesive theme across all the media and the front woman, Heather, portrays a very strong image, and is put at the forefront of most of the media, followed by Ciara, the drummer. While the gents in the group have a slightly more background role.

CURRENT IMAGERY & DESIGN: MERCHANDISE



PALE WAVES
ALBUM 2018

CURRENT IMAGERY & DESIGN: PHOTOGRAPHY

- Gothic
- Grungy
- Dark
- Edgy
- Heavy
- Kooky
- Alternative
- Punk
- Emo



Heather's heavy makeup, dark clothes and quirky stage presence give the band a unique image and this brand image contributes heavily to the bands unique selling point. Here are some 'buzz words' that you could use to describe the bands image.

CURRENT SOUND

- Slightly Juxtaposed to Imagery Aurally
 - Pop sound
 - Clean female vocal
 - Would not be out of place on BBC Radio 1
 - "...how you might expect goths to when they fully accept the ray of 1980s' pop sunshine into their lives."
- Comparable to artists such as
 - 1975
 - Circa Waves
 - The Japanese House
 - Wolf Alice

PALE WAVES
ALBUM 2018

Interestingly, the band's sound doesn't have a heavy, rocky and grungy feel - it is more poppy and accessible, with clean female vocals, catchy choruses and a tight feel. Their sound could be compared to the 1975, Circa Waves, The Japanese House and Wolf Alice. Here is a short clip of 'Heavenly' for you to hear.

ALBUM THEMES

- Previously Explored Themes
 - Young love/heartbreak
 - Life and death
 - Coming of age
- New Themes
 - Darker issues
 - Insecurities
 - Mental health
 - “songs that will make people cry”

PALE WAVES
ALBUM 2018

The new album follows on from the ‘coming of age’ themes explored in the EP of young love and heartbreak as well existentialist themes of life and death, and coming of age. But also introduces new themes and darker issues including personal insecurities and mental health issues, also being described by the band as, “songs that will make people cry”.

TARGETED MARKETING

- Themes of 'coming of age' and 'adolescence'
- Resonates with young, single people
- Strong female lead
 - Breaking stereotypes
 - Appealing to young women
 - Empowered to express themselves freely
 - Possible alternative sex symbol for all genders/sexualities.

PALE WAVES
ALBUM 2018

The overarching themes of 'coming of age' and 'adolescence' will tend to resonate with younger people. People that are still trying to work out who they are as a person and are maybe going through the motions of being a little different. Heather's look is very alternative and may also add appeal to these types of young people who may feel they share a connection to her in this way. This I think could have the added benefit of providing a positive image on girls in the target group to express themselves how they like and feel empowered to do so.

By having a strong female lead the band is helping to break gender stereotypes and is adding to the number of mixed gender groups with a front woman. Again we hope this is reinforcing positivity among young women. She could also be providing a bit of an alternative sex symbol amongst the target group across all genders and sexualities - although there is no intention to exploit this in any gratuitous way.

PRICING & DISTRIBUTION

PALE WAVES
ALBUM 2018

PRICING & DISTRIBUTION

- Streaming
 - Spotify
 - Apple Music
 - Amazon
 - Youtube (selected tracks via Vevo channel)
 - Tidal
 - Deezer
 - Napster
 - Shazam
 - Pandora (International)

PALE WAVES
ALBUM 2018

The album will be distributed by the label across all major digital streaming platforms - namely Spotify, Apple Music, Amazon and Youtube plus all the other smaller services.

PRICING & DISTRIBUTION

- In line with prices across the label
 - £7.99 for download
 - £9.99 for deluxe edition download (released later)
 - £9.99 for CD
 - £19.99 for Double Heavyweight Vinyl
- Associated Merchandise (Sold on tour and Direct-to-Consumer via Website)
 - £10 Posters
 - £20 T-shirts
 - £30 Hoodies

PALE WAVES
ALBUM 2018

It will also be made available on iTunes, Amazon and 7 Digital and eMusic for digital download priced at £7.99, and, the deluxe edition for £9.99 when it becomes available later. Physical copies of the album in CD and Heavyweight Vinyl format will be available from the artists web-store and from selected retailers including Amazon as well as from merchandise stands at live shows. Associated merchandise will also be made available at the time of the release - posters, t-shirts and hoodies priced at £10, £20 and £30 respectively.

OFFERS

- Pre-order on iTunes - first listen to selected tracks
 - Exclusive content on iTunes purchases - video etc.
- Physical sales will include download code
 - Exclusive content made available
- Bundles with merchandise or tickets
- Exclusive Record Store Day Vinyl

PALE WAVES
ALBUM 2018

The album will be offered on presale on iTunes, those who pre-order the album will get 2 or 3 selected tracks released to them exclusively, ahead of the release of the album, and the entire album will be downloaded automatically into their library as soon as it is released. Exclusive content will also be featured on paid versions of the album. Digital copies will be made available to those who purchase physical copies with the same exclusive content as iTunes. We also intend to bundle merchandise and/or with copies of the album for a slight discount. We hope this will incentivise purchases of the album over streaming, especially to fans of the album. We also hope to produce a limited edition vinyl of an unreleased single from the album as well as a B-Side track to be made available on record store day in 2018.

MARKETING MATERIALS

- New photography for use across entire campaign
- Music videos for selected singles
- Live videos of performances of new music
- Social media content
- Behind the scenes
- Interviews

PALE WAVES
ALBUM 2018

The band will have new photography to be used across the campaign. They will shoot videos for each of the singles to be released as well as some exclusive content, live videos, and other social media content such as interviews and behind-the-scenes material. The website and social media will be updated in the run up to the release with teaser snippets being put out on channels on an incremental basis.

MATERIALS

- Billboards (to be used in popular cities)
- Smaller format posters - public transport placement (tube stations, bus stops etc.)
- Flyers
- Merchandise
 - T-shirts
 - Posters

PALE WAVES
ALBUM 2018

We aim to produce large-format billboards to be placed in strategic points in popular cities, London and Manchester, and aim for areas within the city popular with our target demographic - Camden and Shoreditch in London for example. Smaller format posters will be distributed across the city and placed in bus shelters and in tube stations etc).

PROMOTION

PALE WAVES
ALBUM 2018

PROMOTION - MEDIA

- PR
 - Regional and National Radio
 - Ongoing support from BBC Radio -> Interviews and Radio Performances
 - Radio X
 - Target specific DJs i.e Annie Mac -> bonus of being featured on playlist
- TV
 - Jools Holland Performance
 - MTV

PALE WAVES
ALBUM 2018

We plan to promote the album across various media channels. With previous and ongoing support from the BBC, we aim to get both national and regional radio cover on their stations as well as commercial stations, targeting regions in line dates on the album tour. This will include Beats1 on Apple Music. This can also come with the added benefit of being featured on BBC Spotify playlists TV appearances on the BBC for example Jools Holland, as well as MTV.

PROMOTION - PRINT MEDIA

- Magazine features
 - DIY Magazine
 - NME
 - Metro etc.
- Magazine Ads
 - Album
 - Tour Dates

PALE WAVES
ALBUM 2018

We will be sending copies of the album to be reviewed by a number of magazines and papers. We have has previous support from NME, DIY, and the Metro and will push for features in these publications both online and in print. We will also be running ads for the album and the tour in these magazines.

PROMOTION - ONLINE

- Target Ads Across Social Media
 - Facebook
 - Instagram
 - Spotify Ads
 - Twitter
 - Snapchat
 - YouTube
- Direct to fan marketing via email and Facebook Messenger

PALE WAVES
ALBUM 2018

We will be putting out targeted ads ahead of the release of the album on all major social networks. Ads featuring snippets of the new track accompanied by video content will run on Facebook, on Instagram (both in the feed and stories), on related YouTube content and within Snapchat. Audio snippets will be created into audio ads for Radio and Streaming services (for those users eligible to receive ads). Before the release date, links on ads will click through to iTunes for preorders or to the web-store for merchandise purchases and live show tickets when available based on users locations. We aim to improve our conversion rates by avoiding linking to streaming services via paid ads. We also intend to reach out to fans via mailing list and direct messaging on Facebook.

PROMOTION - ONLINE

- Features in online magazines
 - NME
 - Pitchfork
 - DIY
 - Metro
- Banner Ads on these sites

PALE WAVES
ALBUM 2018

We also hope to get features in online versions of music magazines such as NME, DIY and Pitchfork as well as more traditional publications.

PROMOTION - LIVE

- 30 live bookings for Summer 2018 including:
 - Great Escape
 - Dot to Dot
 - Reading
 - British Summer Time
 - Benicassim, Spain
 - Lollapalooza, USA
 - Summer Sonic, Japan

PALE WAVES
ALBUM 2018

The live tour will be invaluable in promoting the band and the album. The band has also been successful in the UK selling out shows up and down the country and is currently booked for 30 shows and festivals in the UK and Internationally. We hope the large number of festivals will expose the band to a much wider and untapped audience.

PROMOTION - LIVE

- Singles to be released incrementally towards the end of the summer
- Band to introduce new tracks into live performances
- Album launch event - secret session for fans
- Band to have headline tour in UK and Europe after release of album
- Additional dates in popular US cities plus other popular cities worldwide
 - Tour to include radio/TV performances and interviews internationally
 - i.e. NPR Tiny Desk, Live Lounge-esque spots
- Sessions (may be offered exclusively) to Spotify/Vevo/MTV etc.
- Special guest appearances in 1975 shows where suitable

PALE WAVES
ALBUM 2018

The band will introduce their new material into their sets ahead of the release of new singles from the album which will begin to happen towards the end of the summer. The band will host an album release event in Manchester, playing songs from the album. It will be an invite only event for selected fans. The event will also provide opportunity for fans to meet the band. The band will headline a UK and European tour coinciding with the release of the album, as well as visiting some other key strategic international locations and utilising the international travel to gain access to foreign media and social channels such as NPR Tiny Desk Concerts and late night US TV interviews and performances. We hope to provide live video content to selected media channels and these may be offered exclusively. We also aim to get support or guest slots for the band with other artists where possible, such as the 1975.

BRAND PARTNERSHIPS

We have identified a number of brands that we would seek to partner with that we believe fall in line with the artists image

- Fashion
 - Dr Martens
 - Vans
 - Ray-Ban
 - Cheap Monday
 - Kat Von D Makeup
 - Converse
 - Lush
 - VO5
- Beverage Brands
 - Red Bull
 - Jack Daniels
 - Bulmers
 - Pepsi
 - Carlsberg
- Musical Equipment Endorsement
 - Fender/Vox Amplifiers and Guitars
 - Zildjian Cymbals
 - Pearl Drums
- Technology
 - Samsung
 - Apple

PALE WAVES
ALBUM 2018

We believe that the bands image would appeal to a number of brands across a range of industries. By partnering with these brands we hope to make use of the brands following to gain access to new audiences, in return providing music and the bands image to be used in advertising and other promotional material. The bands iconic look lends itself well to fashion and health and beauty brands, as well as other brands often associated with music such as alcohol and technology brands. The band are also endorsers of a number of musical equipment brands and will appear in promotions for these brands as well as using equipment on TV and in live performances.



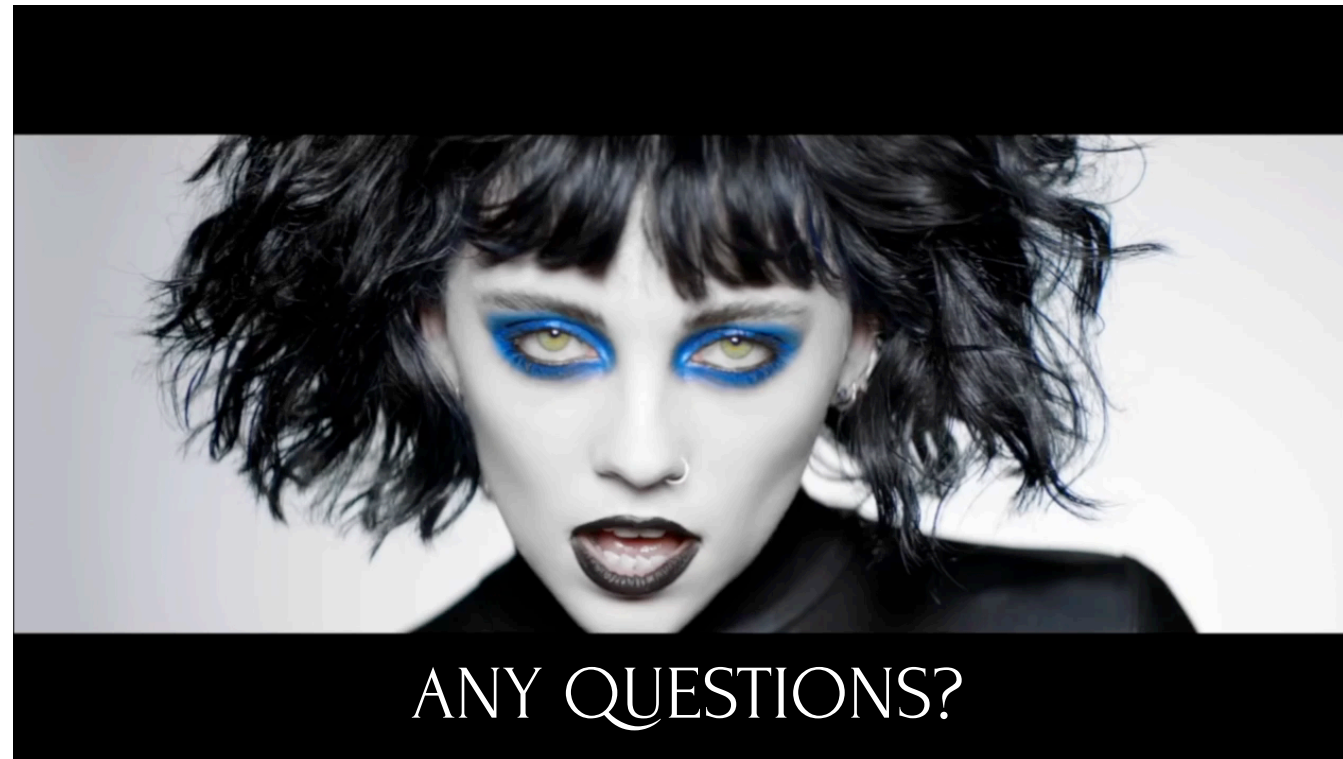
Here is a proposed high level timeline of the single and album releases along with correspond social media campaigns for each.

AIMS & OBJECTIVES

- Budget is £25,000 for the campaign plus touring costs of around £200,000
- 5000 Album Sales across CD, Vinyl and Download
- 1600 Equivalent Album Streams
 - £50,000 revenue from album sales
 - £2m revenue from tour
- Secure key brand endorsements
- Increase band's exposure
- Double social media numbers by Q1 2019
- Gain valuable data on the bands audience

PALE WAVES
ALBUM 2018

The budget for the campaign is £25,000 to be spent on advertising and content creation along with other costs. Plus a tour budget of £200,000. We aim, upon the completion of the campaign to have sold 5000 physical albums and 1600 equivalent album streams. Revenue in excess of £50,000. Plus £2,000,000 from ticket sales and merchandise across the campaign based on a 25 date tour in 3,000 capacity venues, with tickets priced at £25. We hope to have secured a number of brand endorsements and in turn increase the bands exposure. We aim to have increased our social media numbers by 100% and hope this will give us further insight into our audience which will enable us to be more effective in future campaigns.



Thank you for listening, I will now take any questions.

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ALBUM 2018