TILEYARD LONDON ©

RELAX

DAMI DINA

RELEASE KIT

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Module: Creative Music Management
Assignment: Portfolio

WHO ARE WE?

Mellow Yellow is an artist development agency specialising in accompanying up-and-coming talents for their first releases. vWe combine an in-house creative team and an artist management service in order to guarantee consistency on every side of the brand, from the first studio session to the artwork of our artist's first single. Mellow Yellow's skillsets includes music production, songwriting, web design, graphic design, social media management, digital auditing and artist management - everything you need for a successful release.

Our team is made of young music industry professionals with different areas of expertise but one common mission : supporting artists and help them start their career the right way to ensure their longevity in an ever-evolving music industry.

Florian Bel

Creative Director

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ABOUT DAMI DINA

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 OnCue'. However, there are many huge surprises to come in the year of 2021. 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".

Dami is very ambitious with his career this coming year and hopes to break barriers of how the uk music scene is perceived and how the genre of rap in the uk is perceived. It is his goal to be influential for young creatives coming up who do not have an outlet for creativity which is not familiar within the United Kingdom as shown with his melodic rap single.

ABOUT RELAX

Written and performed by Dami in hopes of inspiring others to be themselves and to cast out stupid notions of how to be successful and how success is based on material things. In the rap genre it is normalised to correlate success with attire, possessions and status. This is hopefully the first step in Dami's journey to changing this stigma in the industry. Success can come to those being themselves.

His moto is that success will come to those who are authentic and work hard. The track was then mixed by Curty McDermit, produced by Jefe Salomon and remixed by Nate Fox, a Grammy Winner producer who has worked with Chance the Rapper, one of Dami Dina's influences.

EXTERNAL LINKS

TRACK
REMIX
WEBSITE
INSTAGRAM
FACEBOOK
DIGITAL ASSETS
DAMI'S INSPIRATIONS

OUR STRATEGY

Mellow Yellow's strategy on this release is to utilise our creative team at its fullest potential in order to deliver all the digital assets required for a successful marketing strategy, tailored by Eva Dushaj.

The four axes of the strategy are:

1. Define the brand
2. Strategise
3. Execute
4. Follow up

Since Dami is at the early stages of his career, it is crucial that we approach this project in the most comprehensive way and that we make sure every single aspect of the brand is being covered. Our roles are defined as follows:

Giulia Fontana - Creative Director:

- Collaborate with the artist on a moodboard to inform the rest of the imagery
- Provide brand guidelines to the creative team
- Create the artwork for the single and its remix
- Create a logo for the artist
- Build an EPK

Eva Dushaj - Marketing & PR / Social Media Manager:

- Perform a digital health check
- Create a global marketing strategy
- Choose a distributor
- Research competition and influences to extract best practices

Dami Dina - Artist

- Write a biography
- Provide the team with information about influences and aspirations
- Provide the team with influences

Florian Bel - Creative Director

- Compile the different assets
- Liaise between artist and creative team
- Build digital content (social media posts, website banner)
- Get interview questions from a journalist
- Conceptualise and animate a lyric video
- Build a website for the release

VISUAL IDENTITY

THE BRAND

DAMI IS

BOLD

FRESH

POSITIVE

THE TARGET

Young adults 16-28 , consumers looking for new and different music with an organic sound with positive lyrics and inspirational compositions

COLOURS / FONTS

#4A3795

#FFDE59

AGRANDIR HEAVY

AGRANDIR BOLD

ASSET

OPEN SANS SEMIBOLD

In order to create a strong and recognisable brand, Dami chose a purple as a base colour with yellow as an accent. Those colours look very contemporary and are also associated with energy, boldness, the Lakers. This should catch our target audience's eye and allow Dami to have a very strong social media presence as those colours are not seen often on digital platforms.

ASSETS

SINGLE ARTWORK

REMIX ARTWORK

SOCIAL MEDIA POST

DAMI
DINA

ARTIST LOGO

LYRIC VIDEO

Due to the challenges of shooting a music video in person for RELAX, created by the Covid-19 lockdown and to be as caucious as possible, we decided to commission Florian Bel to create a lyric video for the assignement.
Here are some frames we extracted:

MARKETING STRATEGY

MARKETING

- Relax will be released on the 15th of January 2021.
- Our distributor will be Ditto - pre-save will be available a week before
- The release will be pushed on all major DSPs

Social Media action points:

- Develop a presence on Instagram, Facebook and TikTok following best practices stated in Eva's marketing stategy
- Build up a following using highly engaging content before releasing
- Create a hype around the song by unveiling extracts as stories, with a countdown

Since Mellow Yellow's creative team was commissionned to deliver all the media assets and stategy, the initial budget of £500 can be redistributed towards PR and social media ads. this will include:

£400 - PR agency to reach out to blogs, pluggers, radios, playlisters
£100 - Paid social media ads

The PR agency will be crucial to ensure that Relax is put in front of the right pairs of eyes and more importantly the right pairs of ears. Using a reliable PR company such as DawBell, The Playground or Blackstar, we will be able to push the single and the remix towards seasoned individuals and institutions. The return on this investment should translate in streams, social capital via additional followers as well as brand awareness in the london music scene.

The paid social media ads are more directed to individuals, on a B2C basis. Using lookalike audiences and AB testing different creatives, we will be able to direct Dami's music towards fans of alternative hip hop such as Anderson .Paak or Childish Gambino.

THis budget is theoretical for now as the Covid-19 pandemic will very likely delay the release of the single, however it is based on idustry best practices as well as our personnal experience.
Mellow Yellow's business model is based on royalty splits and comissions between the artist and the agency. The content created exceeds largely the budget allocated but this will be recouped by the agency after the success of the release.

Estimated costs are : Website: £400 // Music Video: £700 // Design assets: £500

Alternative ideas for promotion are:

- Booking a venue for a live streamed performance, with guests from Dami's crew

This Covid safe live streamed event could be an excellent opportunity for the artist to connect with his audience and to cross promote his material with other artists sharing the same influences and fanbase.

Our target audience is:
16-28, 80% Male/ 20% Female, UK based
Fans of Childish Gambino, Drake, Anderson .Paak Rae,
Chance the Rapper, Kodak Black
Hip-Hop, Alt-Pop, mainstream Grime
Interested in "feel good music" and new sounds

In line with Eva's marketing strategy - readble on the Google Drive - here is a more comprehensive marketing plan, outlining the different outlets and objectives of the strategy and the ways to execute it.

RAP Bloggers
Targets include Complex, Trench, Clash Magazine, Dummy, Notion, Noctis Magazine, London In Stereo, Noisey, Noisey Raps, RWD, GUAP etc.

YouTube reaction channels
Denz & Renz, ProdByWalkz, The Bogeres, LeeToTheVI, No Life Shaq etc

Basic standard timeline below of a 1 month campaign, basically slowly building up to bigger pieces and trying to gain momentum throughout each single release. Note that this is example is used primarily for artists, but just gives an understanding of how we structure our pitching process (new music features, into larger features, into interviews/ editorials etc)

WEEK 1 + 2/3
Premiere - begin pitching to all relevant targets for new music posts.
Pitching to: Redbull, Earmilk, Respect Mag, Elevator, Lyrical Lemonade, Acid Stag, Notion Magazine, Noctis Magazine, RWD Mag, Dummy, Wonderland, Highsnobiety, Hypebeast, Okayplayer, Viper Mag, The Line Of Best Fit, The Guardian, Feat Mag, Repeat Mag, The Metro, Nation Of Billions, Lost Culture, Guap, Fact Mag, Niji Magazine, Plugsville, Creative Generation, The 405, Revolt, Neon Music, Asbo Magazine, New Wave Magazine, 14hq, 9Bills, Osmvision, FGUK Magazine, Rap On Demand, Urban Vault etc.

WEEK 3
Second single release, continuing to push to further targets for new music posts (like above) as well as pitching for smaller written introducing features, larger pieces and interviews around you as an artist
Pitching for: Nuprint (Interview, freestyle and shoot), London In Stereo (In Five), Rap In Paper (freestyle and Shoot), Between Borders (Interview), Neon Music (interview), Dummy (10 Tracks),Guap (Interview), Equate Magazine (Interview And Photoshoot), Noctis Mag (5 mins with), Spindle Magazine (introducing),Mixtape Madness (interview), Offlicence Magazine (interview), New Wave Magazine (Photoshoot & Interview), 14HQ (Shoot and interview), Plugsville (Interview), Repeat Mag (interview),

WEEK 4
Pushing into larger scale publications, new music posts, top track playlists and introducing features.
Pitching for: Earmilk (Interview), Notion Magazine (Internet Crush), Clash Magazine (Next Wave), Wonderland (New Noise), NME (One To Watch), Hunger Magazine (Internet Guide), The Guardian (One To Watch), Redbull (Interview), Viper Mag (Interview), Tmrw Magazine (Interview), Asbo Magazine (Interview), Tmrw Magazine (Interview), Wave Magazine (Interview And Photoshoot), Complex (Interview), Pitchfork (Song Review), and pitching for new music posts on Vice, The Fader, I-D, Dazed, Pause Magazine, Schon Magazine, MTV, Billboard, The Line Of Best Fit, Hypebeast, NPR, The Guardian, Crack Magazine etc

SOCIAL MEDIA PLAN

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					Go IG Live! **Host a IG live release party with your fans, debut your new song and celebrate your release with your fans! Get creative with a party setting. Invite guests to join your live stream.**	**Check your messages** **Check your messages for anyone who may have shared your music to their stories. Be sure to repost anything onto your own story, the fans will love to see themselves on yours!**
Spotify Crossover Use a Spotify crossover photo to promote your release. This consists of a press shot/ release artwork and the Spotify logo. Make sure the link in your bio takes people to your album! We can make one of these images for you.	Post A Snippet Post a video snippet of your new release to your story, letting everyone know 'Letter to the Home Office' is out now at the Smartlink in bio. Let your fans know when you'll next be going IG Live! Encourage your fans to like/comment/ share!	**Press Shot** Post a simple press shot of yourself. You can let your fans know you'll be performing your new track on IGTV Live tomorrow night!. If you've received more followers since your release now is the time to shout about it!		Live Performance Post an IGTV live performance of your new track! Your fans will enjoy a live performance from you, especially during these times! So, think big, maybe even include some more performers for a collab and create an impressive show for your fans!	**Video Response** Take a short video thanking your fans for their support of your new music release. Direct them to the link in bio to listen now. Keep up the replies; fans love comments/interaction from their favourite artists!	
	Playlisting Direct your fans to the playlists you've been added to on Spotify/Apple Music. Post an image if you've been featured on the playlist artwork. It's important to promote the playlists you've been added to as it attaches your name to other artists and relates you to independent curators.	**IG Reels!** Post a creative IG Reel of yourself featuring your new track from the IG music library. You can even include/tag a guest with many followers in your Reel so their followers may visit your page after they re-share! Ask your fans to tag you in their Reels featuring your music and re- post your favourites!	**AMA** Post a selfie on your story, telling your fans you'll be doing an 'Ask Me Anything' tonight on your story. Once you've posted the Ask Me Anything, reply to every question with a short video reply. Your audience will appreciate a reply from an artist they love..		Apple Music Crossover Use an Apple Music crossover photo to promote your release. This consists of a press shot/release artwork and the Apple Music logo. Make sure the Smartlink in your bio takes people to your track! We can make one of these images for you!	Check your messages **Check your messages for anyone who may have shared your music to their stories. Be sure to repost anything onto your own story, the fans will love to see themselves on yours!**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Live Photo **Post a photo of yourself performing in a live setting, letting your audience know how excited you are to get on stage to perform your new music. Ask them where you should play next, this could identify some great venues for the future!**		**Create a playlist** **Create a Spotify playlist that includes your own music and tracks from some of your favourite artists (new and old). Let your audience know you've just created a playlist and send them to check it out! Keeping your audience engaged with content is important for building a fanbase.**	**Throwback Thursday** **Post a throwback to studio sessions for your new release. Let your fans know what the whole process was like and thank everyone involved for their hard work!** **Behind-the-scenes content is a great way to get your engagement rate up.**		**Song Challenge** **Post to your stories and use the 'Song Challenge' tool to ask your fans to tag you in covers of your new song! Announce the winner in a few days when you've recieved enough submissions and post your favourites in a carousel post! Remember to tag/ thank everyone who participated!**	
Go IG Live! Go IG live with your fans, playing tracks from your playlist, a good way to keep the vibe exciting following your release. Get creative with your setting to keep the fans entertained. Remind your fans of the 'Song Challenge', to check out your new release and keep the Q&A going!	**The Journey...** Post a carousel of photos that document your journey, from the beginning to where you are now. It's always good to reflect on how far you've come and your audience will appreciate this insight, too!			Tease something new Post a short snippet of something new you've been working on in the studio. Ask your audience what they think of it and when you should release the full track! This will prompt comments on your post, as well as help you to gage the audiences opinion.		**Campaign ends** This is the end of you campaign! Remember to continue posting regular, engaging content for your audience.

DAMI DINA RELEASE PLAN

BY MELLOW YELLOW

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Module: Creative Music Management
Assessment: Reflective Summary

This document is my reflection upon the mock release of Relax by Dami Dina, as part of the Creative Music Management module. It includes a description of the project, my role in its development as well as a reflection on the impact of new technologies on independent artists.

In the context of this assignment, me and my peers created a fictitious Artist Development Agency called Mellow Yellow. It is meant to operate the same way Funnel Music used to, combining an in-house creative team with management services in order to successfully support up-and-coming artists at the first stages of their career. Based on our different levels of experience in the fields related to the task at hand, one of the team members, Giulia Fontana, divided the roles and responsibilities of the four people involved:

We used one of Dami's unreleased tracks as the source material.

Giulia, with her experience in the visual arts and being an artist herself took one side of the creative direction and also assisted with the marketing plan.

Eva being an artist manager was the best person to establish the marketing strategy as well as the social media promotion.

With my experience in digital marketing and content creation, I was assigned the role of Creative Director for this campaign. I essentially had to create digital assets such as a lyric video, design a website in addition to other graphic design assets necessary to support the marketing strategy laid out by the rest of the group. I also reached out to my personal contacts in order to put Dami in touch with journalists, the interview can be found on the website.

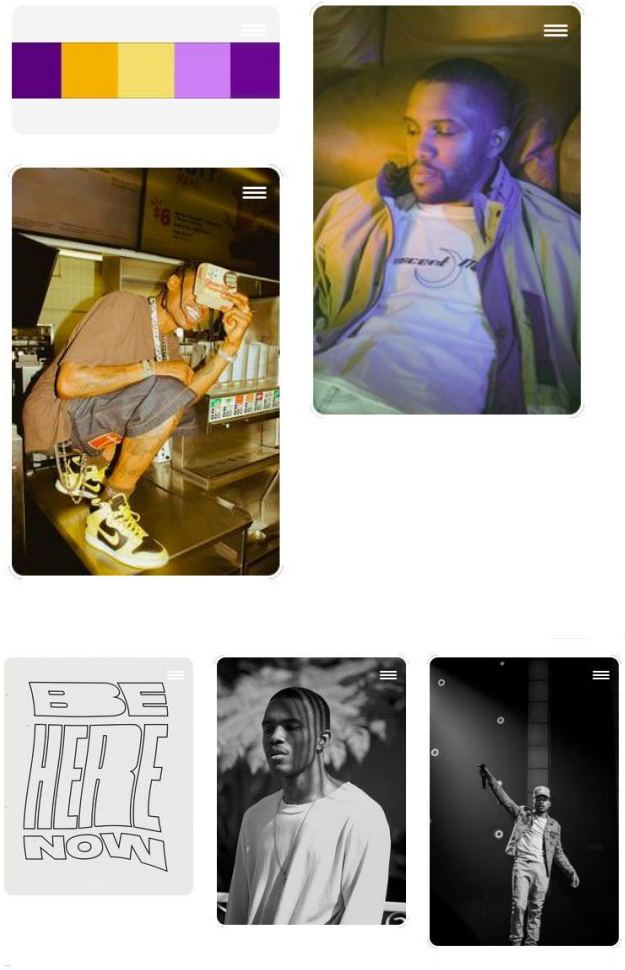
Most of my involvement was in creating the content itself as opposed to getting involved in the strategy. Using my experience working with artists and managing teams I also took the initiative to collate the content in a master document as well as coordinating the different pieces of content and ensuring the different members of the group were on top of the tasks that were assigned to them. This was an interesting challenge for me as I am used to structuring my work in a certain way through my creative agency JMNI and had to adapt to working with new people, in a fully remote way. Due to the Covid-19 lockdown we were unable to meet in person throughout the assignment but we did have frequent Zoom meetings as well as daily communication via WhatsApp, which allowed each of us to stay accountable and directly connected to the rest of the group.
We all kept track of our objectives using a master document I created in which I outlined action points for each of us, to be used not only as a reference point but also to show each other's progress.

Another challenge for me was to collaborate with individuals with varying levels of experience in this field. It was sometimes difficult to ensure the consistency of the product across the different aspects of it, this unfortunately resulted in some aspects of the brand being weaker than others, as you will

see in the portfolio and the links associated with it. I feel like the copy of the biography is not as engaging as an artist bio should be, and was hoping for a more structured EPK. However the artwork is working perfectly for the purpose of the release, and the marketing strategy is very thorough and realistically applicable with the current parameters.

Since Relax is Dami's first release, we did not have much content to work with or any previous releases and strategies to inform our approach for this one. Everything was yet to be created, which was as much an opportunity as it was a challenge. Giulia was extremely helpful with putting together a moodboard with Dami's help, showing images of other rap artists such as Childish Gambino, Frank Ocean and Chance the Rapper, which helped us define the imagery around Dami. This was a crucial part of the process as it gave us the guidelines necessary to build a consistent brand and through this, maximise the potential of this release. Here is a SWOT analysis of Dami's profile.

Strengths	Weaknesses
Unique sound and good music In-demand genre Very strong brand identity Good connections in the Hip-Hop circle	Not present enough on social media Not as much material as other artists at the same stage of their career
Opportunities	**Threats**
It's never been easier to release music Music streaming is rapidly growing Early stages of his career, still able to define his sound and identity	Highly competitive field Not the ideal context to release music, very uncertain times for the music industry



Initial mood board and color scheme

Following the mood board, we created a branding kit, including the fonts, brand guidelines and colours, which is included in the portfolio piece. This would be the kind of document I would use to communicate effectively with a design team or a PR agency. In the context of a release, this was the first step towards expanding the brand and developing it across the different platforms.

The colour scheme associated with this release is a bold purple and a bright yellow, reminiscent of the Los Angeles Lakers basketball team, showing the bold identity of the artist as well as the bright mood of the song, which message is to believe in oneself, being genuine and authentic because in Dami's words, "success comes to those who are true to themselves"

I got involved on the design side of things by creating templates for social media posts, for instance some quotes from the song, as illustrated in the portfolio. Social media content is the primary way to grow for an independent artist in 2021 and a strong presence on the different platforms is crucial to achieve success.

The lyric video I created is animated using summer-y imagery contrasting with design elements reminiscent of more traditional hip-hop, once more to contrast between the "feel good" aspect of the song and traditional rap, which Dami is aiming to disrupt.

I also built some companion social media content such as instagram posts, banners for different platforms (YouTube, Twitter, Facebook) and thumbnails for Spotify playlists.

My other suggestions for Dami Dina's release included:

- Live Q&A on Instagram
- Inspirations playlist on Spotify, to share on all platforms
- Remote collaboration with another rapper
- When possible, a music video
- Live stream from a music venue in collaboration with other artists evolving in a similar genre.

Due to the current Covid-19 pandemic, live streaming has established itself as the best alternative to live music and it is an excellent way to connect with an artist's audience, as outlined in the Goldman and Sachs 2020 report, Music in the Air. I strongly believe that this is one of the most crucial ways technology has assisted music makers in the past years.
Music and new technologies have always been intricately tied together and being up-to-date with the best practices on the different media platforms is necessary for any artists.

According to Global Web Index, "Social media users are now spending an average of 2 hours and 24 minutes per day multi-networking across an average of 8 social networks and messaging apps". Since 2020, half of the world population uses social media. This is therefore the widest reaching way for an artist to promote their music, reach their audience and build a fanbase. Our strategy therefore was primarily aimed towards social media marketing. Eva's social media strategy includes a very extensive weekly plan to follow the release, similar to what can be found in Damian Keyes' book, The Rulebreaker guide to Social Media. Since I've started studying for the Facebook

Blueprint certification I have been diving into the best practices to leverage Facebook and Instagram, including how to stay on top of the algorithm, which is an invaluable tool for independent artists.

Another way technology can make a difference in an artist's career is through the accessibility of audio equipment as well as video equipment. It is completely possible nowadays to record a radio ready single for an investment of less than £1000, including software and hardware. Faced with the impossibility to record in studios due to the context of Covid-19, many talented artists became their own producer and invested in a home studio setup which allowed them to stay creative and also develop new skills, which will prove to be extremely valuable once the situation goes back to normal. It has never been easier to make music, thanks to the attractive price of entry level interfaces like the Focusrite Scarlett, all the software emulations of iconic gear provided by Slate Digital or Universal Audio or even just very high quality microphones for a very affordable price such as the Aston Spirit, which is slowly becoming the standard for DIY music makers in the UK. On the other hand, video cameras and live streaming equipment are extremely affordable today, with the possibility to build a full multi camera live streaming studio for less than £2000.

Besides facilitating the process of making music, technology also allows us to distribute it much easier than even 10 years ago. The rise of Digital Service Providers such as Spotify, Apple Music and Tidal made it extremely easy for listeners to access their favourite music, and on the other side of the coin, online distributors such as TuneCore, CD Baby or Ditto are making it easier than ever for artists to reach their audience. However it is important to note that even though streaming services are the best way to reach audience members, it is not a viable income stream for most artists, as revealed by the DCBS inquiry led by Tom Gray in the winter of 2020. The Ivors Academy discovered that 8 out of 10 music creators earn less than £200 from music streaming a year, however streaming can be an excellent asset to create brand awareness and to develop an artist, especially through playlists (which have been included in the marketing plan) that it is beneficial on the long term, especially in a period without any prospects of live performances.

The impossibility to gather has also been overcome by technology, through an increase in virtual gatherings and the possibility of working from home while still being connected to coworkers via video conferencing applications such as Zoom, Microsoft Teams or even WhatsApp. As a content creator, business owner as well as member of creative teams, those tools have allowed me to stay in close contact with my teammates and in some respects have even improved my efficiency - video calls being less personal, I believe it helps to get quicker to the point and to keep meetings moving forward with less distractions as in person gatherings.

As a freelance musician, I have been able to utilise those platforms for remote recording sessions with producers from all across the country and even the world, recording a Christmas song remotely with a Philadelphia-based producer from my home studio. Most of the creative process can therefore be done remotely, and even though it might not be suitable for everyone, it still allows some level of collaboration.

Throughout this project, all of the creative process and conversations happened remotely, via weekly meetings and constant emailing between the different parties involved, this might have led to less efficiency on certain sides of the project, as I believe remote working works well for existing teams, with workflows in place and the habit to collaborate on projects. However this was not the case for this assignment, meaning there are some discrepancies in the final product.

If I were to critique my portfolio submission, the first thing I would say is that some areas are not as detailed as I would expect from a press kit. A press release and EPK should include more content about the artist, their references, and goals for this release. The marketing strategy is very thorough but could use some more tailoring to the artist. The presentation of the document could also be improved and potentially be a bit distracting as it is very much focused on my contribution to the release and has a lot of graphic elements, which might not be relevant to this context. In hindsight I realise I maybe should have got more involved in the planning and the marketing strategy, in order to integrate it even tighter with the content created by Giulia and myself.

In my opinion, the whole project was more challenging to structure than a “standard” release, due to the fact that most of our initial ideas were actually not achievable as they included a lot of contact in person. It has also been challenging to get in touch with potential partners such as venues, other artists and brands as most of the music industry is currently on hiatus. I still managed to get in touch with digital journalism students in order to get an interview with Dami on the website but did not get any satisfactory answers from the venues I contacted to organise the livestream.

Thanks to the advancements of technology and remote collaboration and despite the challenges of the current climate in the music industry, I believe the group was still able to deliver an actionable, realistic strategy for this release. By following the best practices of the industry and keeping his social media presence up, Dami will be able to build his career, release this track and many more.

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