

DERANG

Marketing report

Who's Derange?

- Alternative metal band based in London UK, formed in 2013
- Released their EP 'Change' in 2014 featuring their single 'Pretty Ones'
- Debut album 'The Awakening' was released in 2015
- Features in MetalHammer, Fireworks Magazine and Powerplay Magazine
- Experience in touring the UK and Europe and played Bloodstock festival and Hammerfest
- New album coming in 2019!

<https://bit.ly/2GvXspN>



Objectives and Goals

Establish Derange as one of the UK's best upcoming acts

Showcase Derange's brand new image and sound with new singles and album

Explore sync routes such as film and TV

Outline and Method

**Analyse the
Market Derange is
involved in**

**Analyse Unique
selling points and
target audience**

**Promotional Action
Plan**

Market Analysis and Competitors

- Saturated market for bands
- Female fronted bands as main competitors
- Look at this issue as a marketing opportunity → NOVELTY!
- Selected Competitors: Dream State, Pale Waves, Employed To Serve

Derange's USP - catchy pop choruses and memorable riffs

- original aesthetics in vocalist
- High end music videos and color (no heavy music stereotypes)

Target Audience

Gender

62% male and 37% female

Age demographics

18-24- 17% both genders

25- 34- 23% Male gender

Most targeted countries

UK, USA, Italy, Spain, france, Germany

Action Plan- promotion

- Campaign between April- October
- 9 week promotion period between singles
- Online Print Press (MetalHammer, Metal Injection, Kerrang!, Rocksound)
- Radio Plugging (BBC radio 1, Kerrang! Radio, Planet Rock Radio, Amazing Radio)
- TV (MTV Rocks!, Kerrang! TV)
- Social Media Marketing (facebook ads, Youtube ads, Google ads, social media influencers)
- Pre- order bundles (exclusive merchandising, competitions)

Tour

6/09/19- London | Underworld

7/09/19- Leeds | Key Club

8/09/19- Manchester | Rebellion

9/09/19- Birmingham | The Asylum

10/09/19- Bristol | Exchange

11/09/2019- Southampton | Joiners

12/09/2019- OFF

13/09/2019- Paris | Backstage by the Mill

14/ 09/2019- Brussels (TBC)

15/09/2019- Cologne (TBC)

16/09/2019- OFF

17/09/2019- Guildford (The Boileroom)

18/09/2019- Newcastle (The Star Inn)

19/09/2019- Glasgow (Audio)

20/09/2019- Edinburgh (Bannermans)



Timeline

Single #1 release 21/04/19

Single #2 release 22/06/19

Tour announcement 22/06/19

Album press release sent out 27/07/19

Album announcement 10/08/19

Album campaign starts 10/08/19

Album release 1/09/19

Tour starts 6/09/19

Revenue and forecast

Budget: **£35,000**

Expenses: **£33,880.40**

Excess: **£1,119.60**

Best Case scenario

Revenue: **£55,187.50**

Gross Profit: **38%**

Net Profit: **28.6%**

Each member: **£3835.28** (after 10% tax)

Worst Case scenario

Revenue: **£32,768.50**

Loss: **£1006.50 (3.4%)**

Each member: **£600** (from fixed gig fee)

Excess to cover costs

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