



ENTERTAINMENT MARKETING BMTY7003

Assessment Component 1 - Report

**ALBUM RELEASE:
ESTHER COLE – LOVE ME OR HATE ME
Marketing Plan**

Artist Overview

- R&B/Soul artist with a gospel influence from South East London.
- Began singing at church.
- Writes about true matters of the heart and is relatable to many young women around the world.
- Believes in empowering other artists, women and in community.



Album Details

- Artist Name: Esther Cole
- Album Title: Love Me or Hate Me
- Release Date: Friday 14th February 2020
- Label: Independently
- Distributor: AWAL
- Producers: Patch Boshell and Esther Cole
- Studio: Larkhill Studios
- Mixed: James Glover
- Mastered: James Glover



Track Listing

1. I Wish I Could – 3mins 48secs. Writer: Esther Cole. Composer: Deborah Abraham. Producer: Patch Boshell
2. Is It True - 3mins 33secs. Writer: Esther Cole. Composer: Deborah Abraham
3. Love Me or Hate Me – 3mins 58secs. Writer: Esther Cole. Producers: Esther Cole and Patch Boshell.
4. My Man - 4mins 8secs. Writer: Esther Cole. Composer: Deborah Abraham. Producer: Patch Boshell
5. The Inside - 3mins 15secs. Writer: Esther Cole. Composer: Deborah Abraham. Producer: Patch Boshell
6. Get Yo Man - 3mins 41secs. Writer: Esther Cole. Producers: Esther Cole and Patch Boshell.
7. Make Me Your One and Only - 3mins 55secs. Writer: Esther Cole. Producers: Esther Cole and Patch Boshell.
8. You Should Have Loved ME - 3mins. Writer: Esther Cole. Composer: Deborah Abraham

Details on Sound Recording

The Album will have a variety of trusted creatives working on it

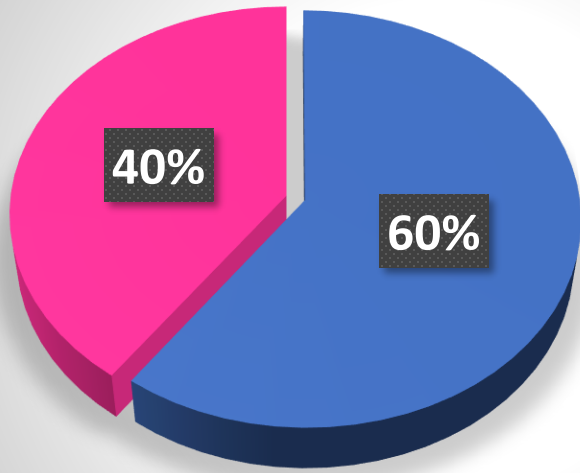
- Church Choir
- Patch Boshell – Producer and Engineer from ACM
- Deborah Abraham – Songwriter, Composer and Pianist from ACM
- James Grover - Producer from Tileyard
- Tonesound – Photographer, Videographer and Film Editor Tileyard

They have all successfully worked with me in the past on other projects and are either free or affordable.



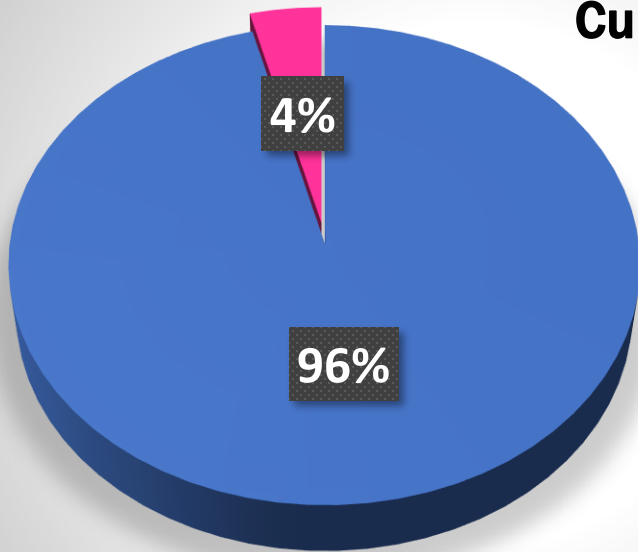
Target Market(s)

Current Spotify
Listeners



Men
Wom...

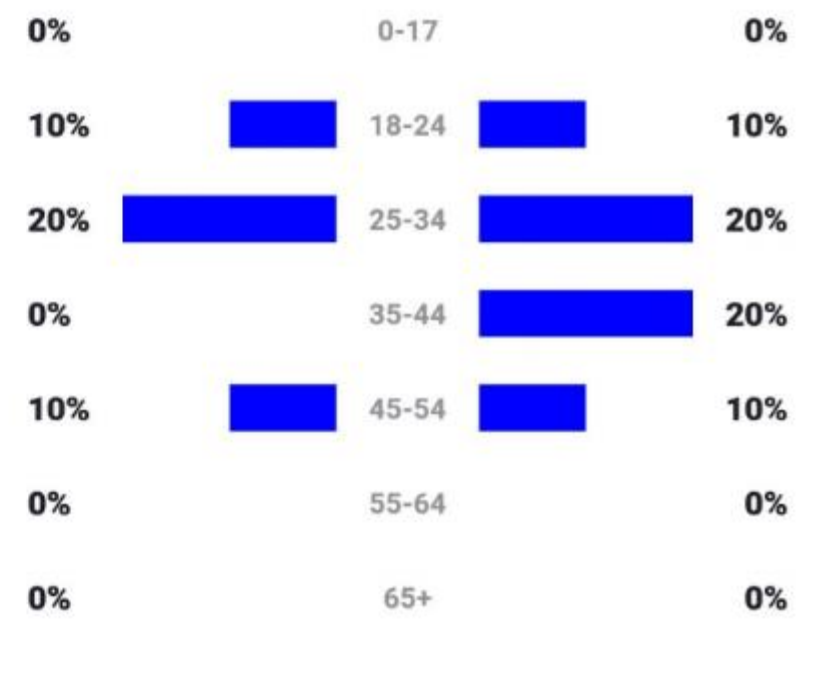
Current
View



YOUTUBE



SPOTIFY



Target Market(s)

Incorporating the “communications mix” of: Advertising, PR, Promotion, Personal Selling and Sponsorship we will target a variety of markets with a specific target on girls and women in the UK

Age: 16 - 34

Gender: Female

Location: South East, South, East and North LDN

Culture: Feminism, Women Empowerment, Black Girls Matter, etc.



Team

- Manager: Michaela Cole (Agents, Publicists, Radio Trackers, Publishers)
- Radio Plugger: Yinka Bokkini
- Distributor: AWAL
- Street Team: Volunteers and Family
- Administrator for all things concerning the album release: Esther Cole

Release Plan

- Build our media list ceaselessly.
- Create awareness during the entire Production Process.
- 12-6 months ahead of release — Begin the brainstorming and cost sourcing.
- 4 – 3 months ahead of release — Print Media – submit music and plans to mags.
- 4 months ahead of album release and 1 month ahead of single release — Create a hype for digital single release and set up single distribution with AWAL.
- 4 – 3 months ahead — organise CD's and Vinyl.
- 4 – 3 months ahead — set up distribution.
- 3 – 2 months ahead — Online Media and Radio.
- 3 – 2 months ahead — Digital single release.
- 2 – 1 month ahead — Create hype for single release and single release party.
- 3 weeks ahead — Media and radio follow up.
- 2 weeks ahead — University radios.

Publicity

- KIWE events
- Street Teams – Campaign stalls, flyers, merchandise, busking support, mini outdoor shows.
- Local cafes, bars, live music venues, community centres, youth centres and schools that I have links with.
- AWAL Support
- Social Media
- Press Release – Blogs, magazines, newspapers, brand partnerships.



Print Advertising – Publications to approach

- CLASH
- CMU (COMPLETE MUSIC UPDATE)
- DAZED AND CONFUSED
- ECHOES
- LIVE UK
- SONGLINES
- THE WIRE
- TIME OUT
- ATWOOD MAGAZINE
- SOUTH LONDON PRESS
- SOUTHWARK NEWS
- CROYDON ADVERTISER
- WALTHAM FOREST
GUARDIAN



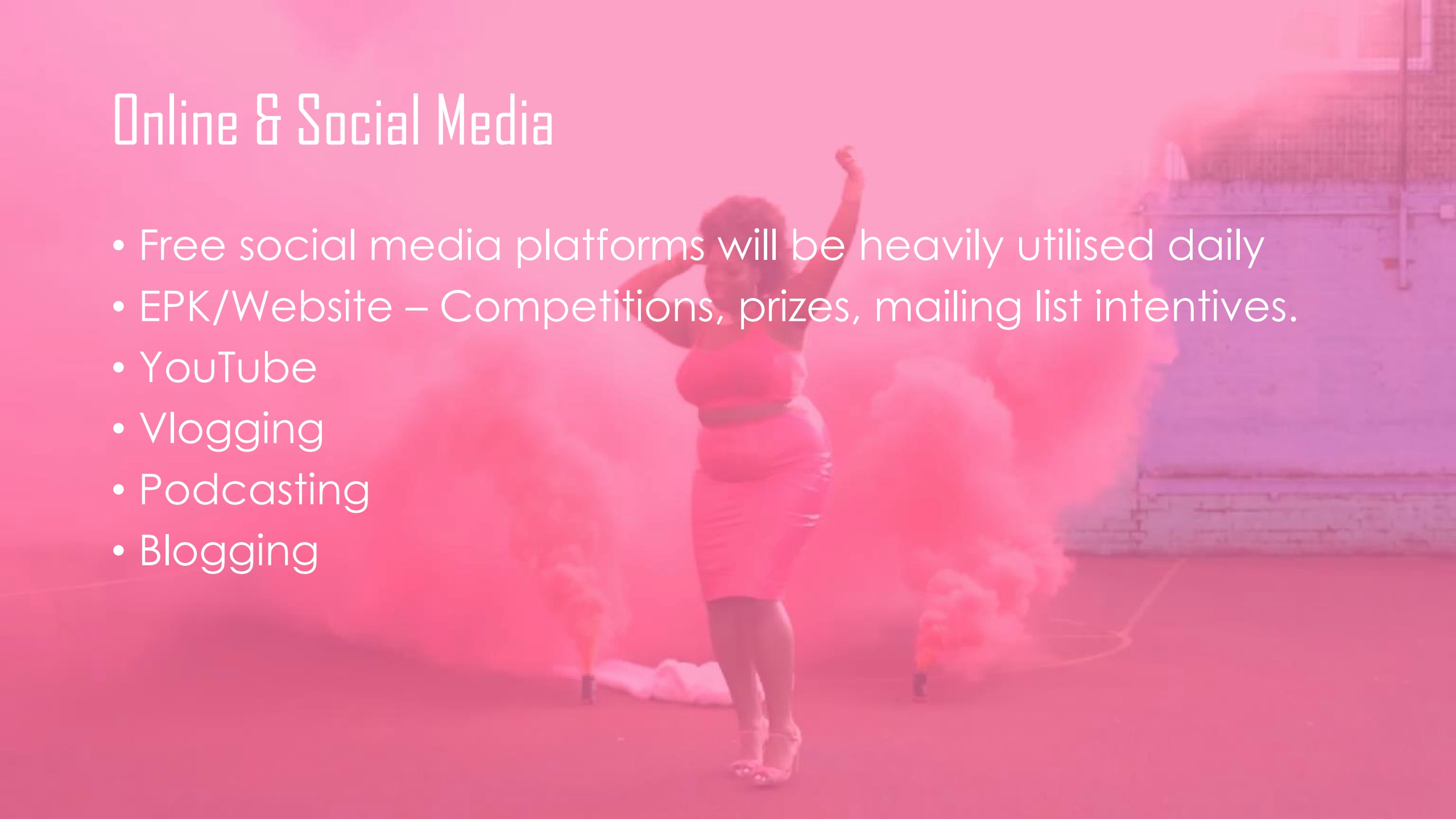
Radio & TV

- We will approach TV stations and broadcasters but will not rely on it. Capital Xtra.
- We will schedule radio interviews with:
 - Premier Christian Radio
 - Premier Gospel
 - Vibe FM
 - ACM Radio
 - GNTV
 - BBC Radio



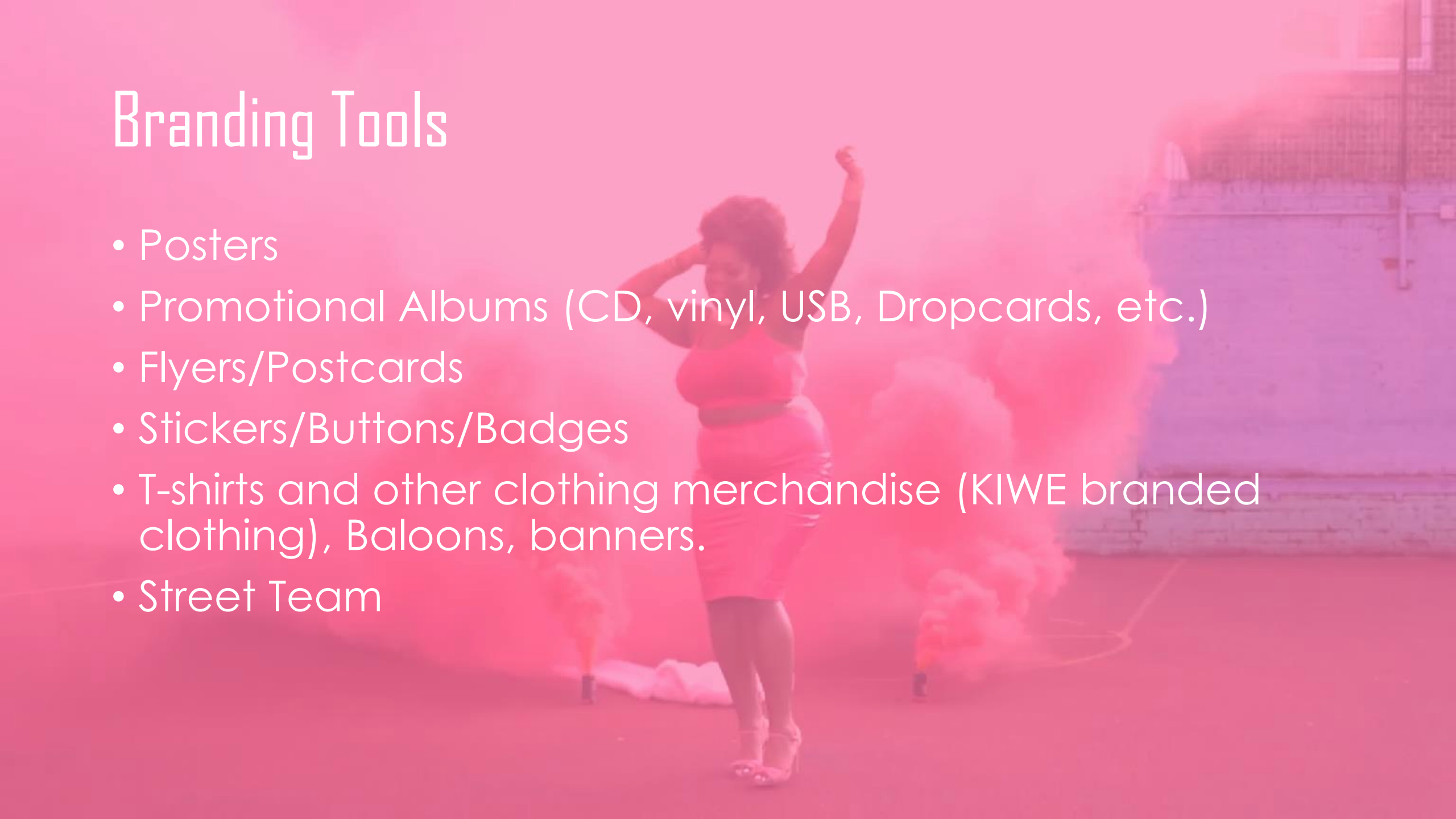
Online & Social Media

- Free social media platforms will be heavily utilised daily
- EPK/Website – Competitions, prizes, mailing list intenticives.
- YouTube
- Vlogging
- Podcasting
- Blogging



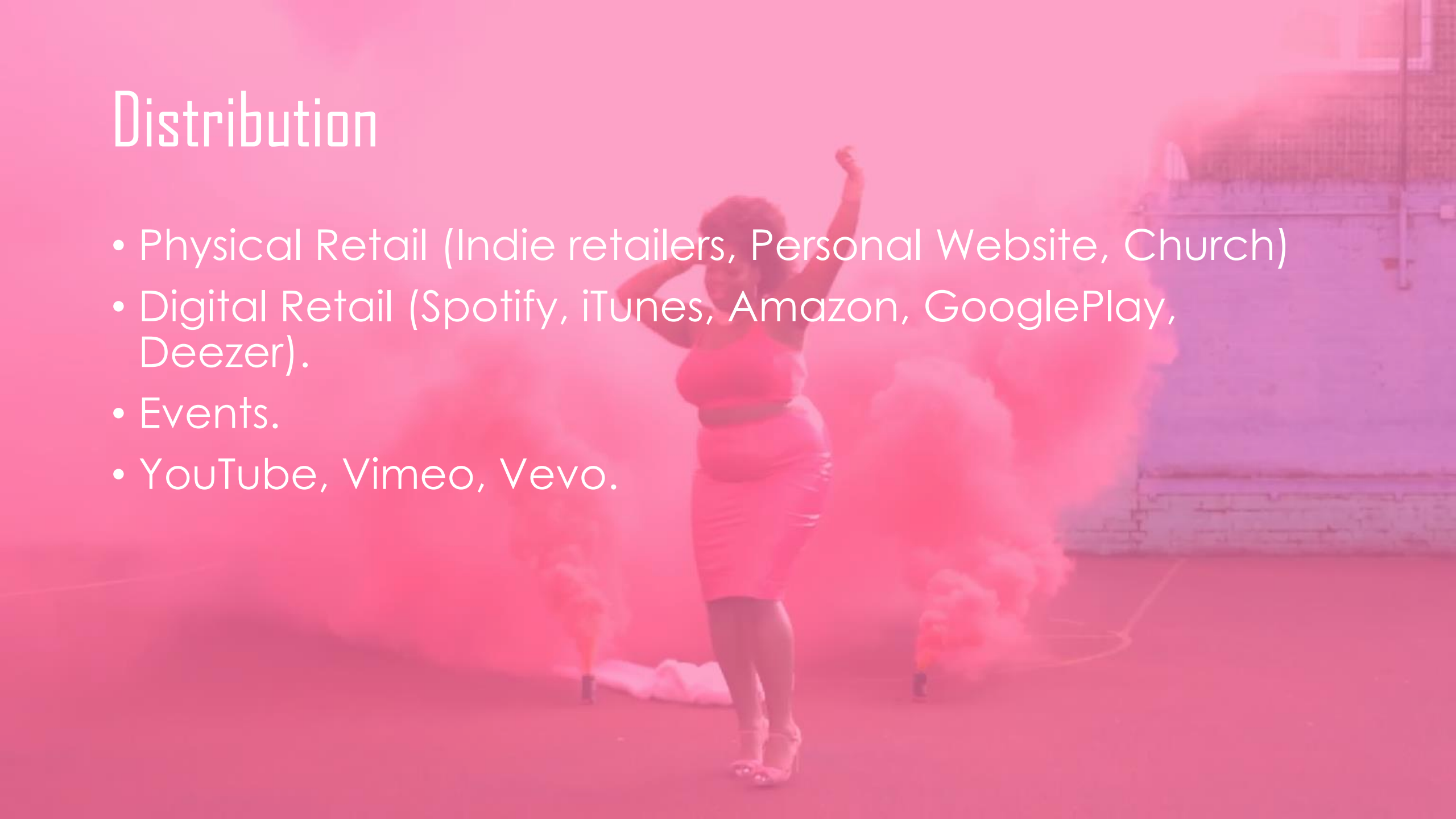
Branding Tools

- Posters
- Promotional Albums (CD, vinyl, USB, Dropcards, etc.)
- Flyers/Postcards
- Stickers/Buttons/Badges
- T-shirts and other clothing merchandise (KIWE branded clothing), Balloons, banners.
- Street Team



Distribution

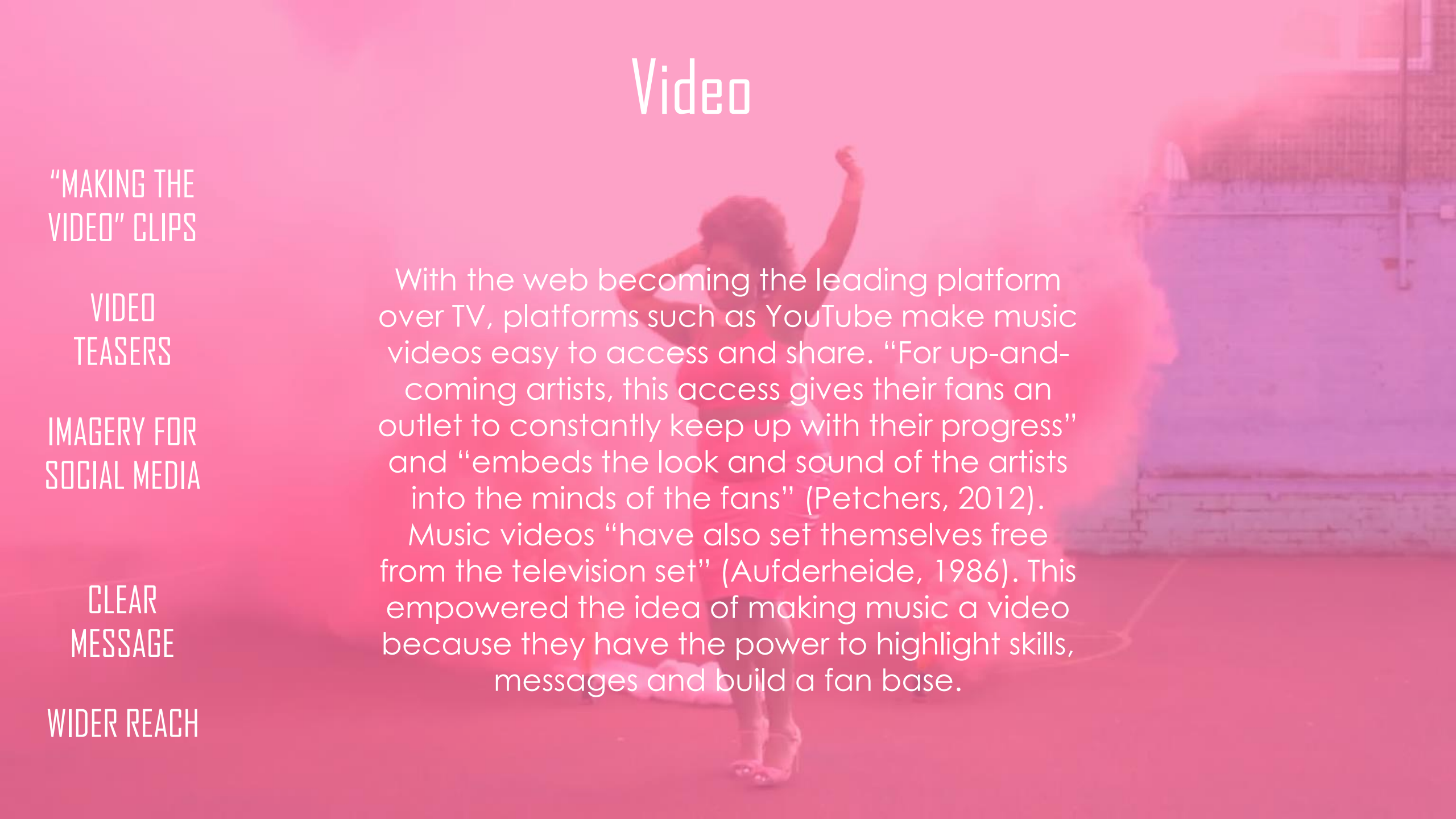
- Physical Retail (Indie retailers, Personal Website, Church)
- Digital Retail (Spotify, iTunes, Amazon, GooglePlay, Deezer).
- Events.
- YouTube, Vimeo, Vevo.



Video

With the web becoming the leading platform over TV, platforms such as YouTube make music videos easy to access and share. “For up-and-coming artists, this access gives their fans an outlet to constantly keep up with their progress” and “embeds the look and sound of the artists into the minds of the fans” (Petchers, 2012). Music videos “have also set themselves free from the television set” (Aufderheide, 1986). This empowered the idea of making music a video because they have the power to highlight skills, messages and build a fan base.

Video

A woman in a red dress is dancing on a basketball court. The image is overlaid with a semi-transparent pink filter. The woman is in the center, with her arms raised and one leg bent. In the background, there is a basketball hoop and a brick wall. The overall mood is energetic and vibrant.

"MAKING THE
VIDEO" CLIPS

VIDEO
TEASERS

IMAGERY FOR
SOCIAL MEDIA

CLEAR
MESSAGE

WIDER REACH

With the web becoming the leading platform over TV, platforms such as YouTube make music videos easy to access and share. "For up-and-coming artists, this access gives their fans an outlet to constantly keep up with their progress" and "embeds the look and sound of the artists into the minds of the fans" (Petchers, 2012).

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Touring - KIWE

Esther will tour a range of bars and café's:
November through to the end of December

Confirmed Tour Dates:

KIWE partners with Vix3ns Events – The Enchanted Forest – South East London: 7th November 2019

KIWE at Metropolis – West London: 8th November 2019

KIWE at The Star – Guildford: 9th November 2019

KIWE at The George IV – West London: 6th December 2019

KIWE at the Venn Street Records – Saturday Live Music Nights: 7th December 2019

Vibe 107.6 – Raw Vibes Show: Live performance 8th December 2019

Interview and performance at Ladies in Waiting event: 25th January 2020

Black Beauty and Fashion Awards – West London: 22nd February 2019



Single release date: 14th February

Video release: 13th March 2020

KIWE CONCEPT



Budget Plan

ALBUM CAMPAIGN EXPENSES	
Item	Amount
Album Production	£1,824.00
Video Production	£480.00
Album Artwork	£250.00
CD and Vinyl Press	£800.00
Promotional Resources: Branded Tshirts, Banners, Flyers, Balloons, Posters, Badges, Stickers	£400.00
Gifts and Prizes for subscription and KIWE events	£200.00
Sound Tech for release party	£150.00
Sessional Musicians	£300.00
On the Road Photographer and Videographer	£360.00
Travel Expenses	£200.00
Video Equipment for Vlogging and Podcast Equipment	£500.00

Budget Plan

ESTHER COLE ALBUM CAMPAIGN BUDGET PLAN 2019

PERCENTAGE OF INCOME SPENT



SUMMARY

Total Monthly Income	£5,000.00
Total Monthly Expenses	£5,464.00

BALANCE



References

Aufderheide, P. (1986). *Music Videos: The Look of the Sound*, *Journal Of Communication*, 36 (1), pp. 57-78. DOI:10.1111/j.1460-2466.1986.tb03039.x.

Petchers, B. (2012). *The Branding Power of Today's Music Videos*, Forbes.com. Available from: <https://www.forbes.com/sites/brianpetchers/2012/09/25/the-branding-power-of-todaysmusic-videos/#6f3e2a801c1f> [Accessed 1 August 2018].