

GABRIEL LEO



**Never
Cheated On
You**



About the Song



Disco Pop

Relationships

Feel Good



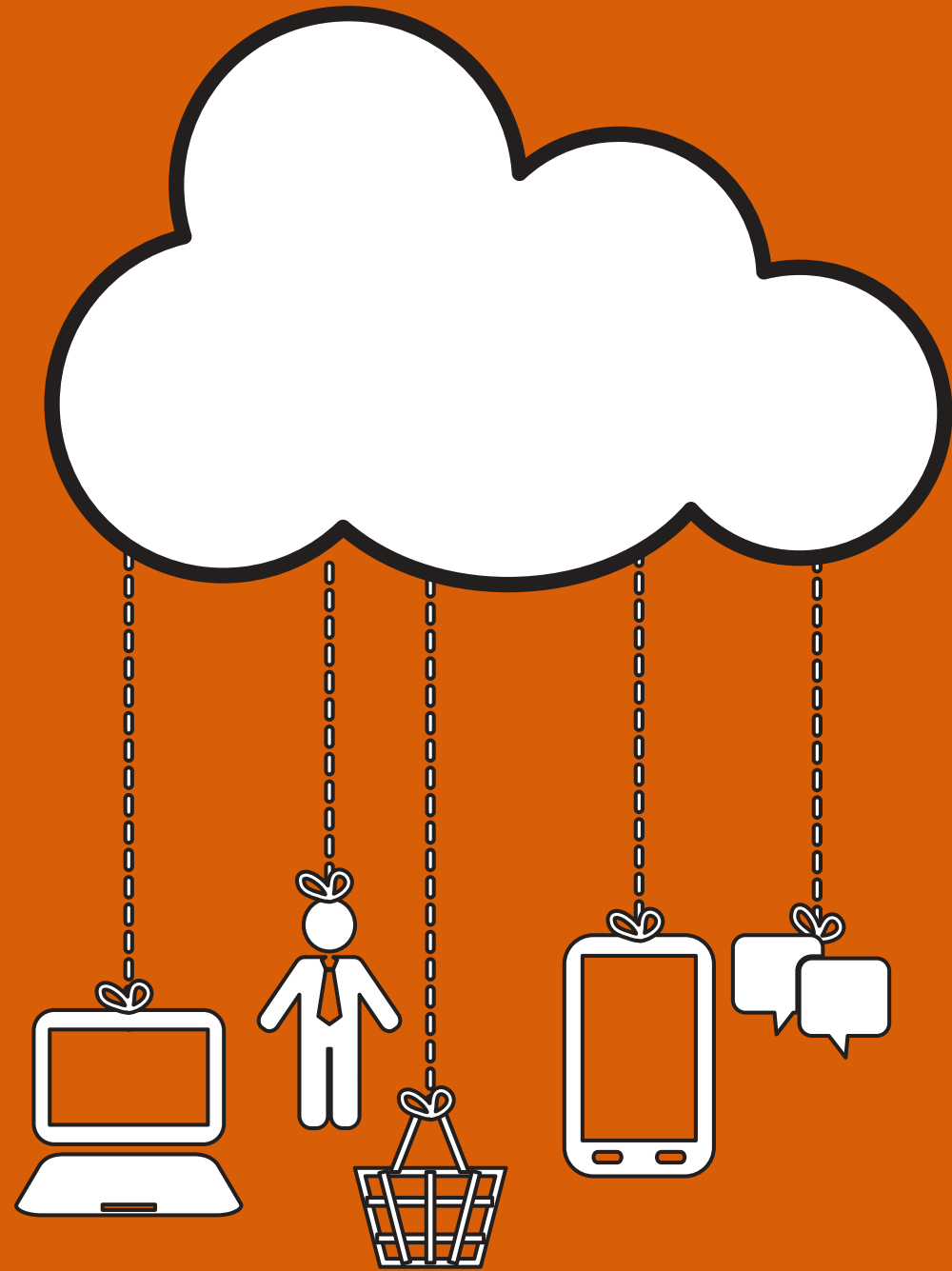


This Is the Problem!

DIGITAL MEDIA ISN'T REAL



Marketing Campaign



- **Release Date?**
- **Target Audience?**
- **Budget ?**
- **Post Release ?**

Release Date



May 1st 2020

Target Audience



Young Adults (18-25)

Young Relationships

Clubs

Commercial Music

Budget

What £500 look like?

- **Mixing and Mastering (150 £)**
- **Visuals/ Music Video (50 -150 £)**
- **Advertisement (200-300 £)**



DISTRIBUTOR

The logo for SpinnUp, featuring the word "SPINNUP" in a bold, black, sans-serif font. Above the letters "I", "N", "N", and "U" are decorative elements consisting of vertical bars of varying heights, resembling a stylized barcode or a digital signal. The entire logo is set against a white rectangular background.

SPINNUP

**UNIVERSAL MUSIC
GROUP**

NOT VERY BIG - YET !

FREE OF CHARGE

TYE STUDENTS ACCESS CODE

Advertisement

Pitching to Blogs and Playlists

20%

Facebook/ Instagram/ TikTok

30%



PR Prescription Music

50%

Pre Release

WHAT TO LOOK FOR ?

RELEASE CONTENT

Teasers, Artwork, etc

MAILING LIST

Gathering as many
contacts as possible

PITCHING

Blogs, Magazines

RADIO SUPPORT

BBC Introducing , Local
Radios

Release Day

SHARE ALL OVER
SOCIALS

Friends and family

PREMIERE OF
REVIEWS

And the week after...

NEW MUSIC
FRIDAY

If people are engaging
the algorithm will also
react !

Post Release

HOW TO KEEP THE CROWD ENGAGED?

TIKTOK

Dance Challenges

RELEASE ACOUSTIC VERSION

TYE Live Sessions

HOW THE TRACK WAS MADE?

Video on Youtube

GOALS



SPOTIFY
10K Streams



INSTAGRAM
500 Followers



YOUTUBE
1K Views



GETTING GIGS
NETWORK

PRESERVE & INNOVATE

This is what drives this new upcoming songwriter and producer.

From making beats to writing guitar solos accompanied by his high pitched vocals, Gabriel found his sound and now he wants to share it to the world.

With the integration of warm old influences in his arsenal, Leo believes he has the right balance between new and old music.

His ultimate goal is to make timeless music. The kind of music your grandchildren will sing and dance to!

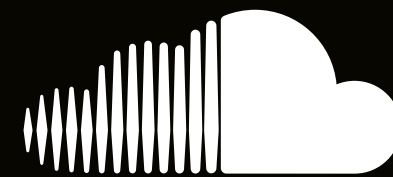
If you're still unsure about his music check it out on his social media.

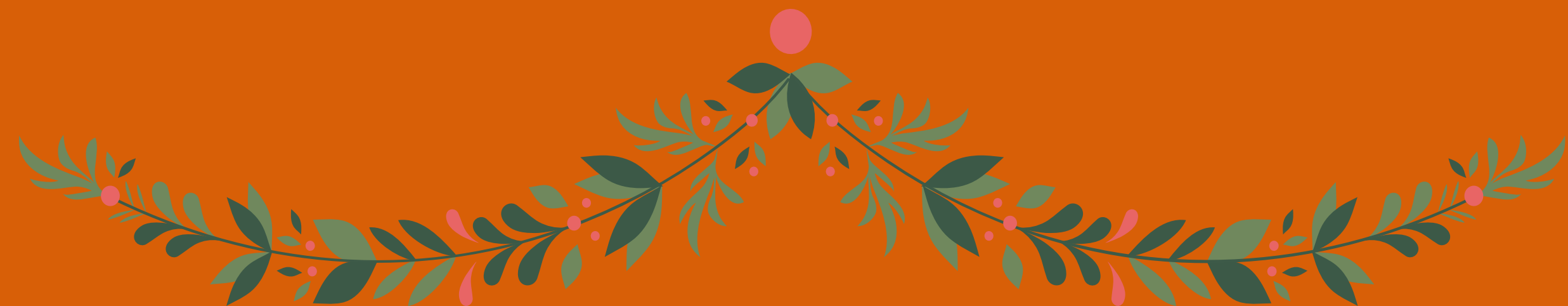
MGMT: gabrielleo@music.com

GABRIEL LEO



Social Media





THANK YOU!
MERRY CHRISTMAS

