

Chiara OLDANO

Marketer Troi



Release Strategy and Tactics

Release Strategy and Tactics

Pre Release /Background

Chiara is a talented artist, currently studying songwriting at Tileyard. She is currently finishing up a new album, recorded with her current Producer HallonJuice.

A questionnaire has been created for Chiara [here](#). This was important to really understand the depth of where she came from as an artist and a person and to carefully conduct a strategic marketing plan around her storyline, core values, aspirations and music. The aim is to make her next album find her target audience and turn them into true fans by showing Chiara's music and story authentically whilst providing new creative content.

Release Strategy and Tactics

Visions

Listening carefully to Chiara's vision for this album. It became clear the mood revolves around dance pop, unlike her previous music. This idea of happiness and fun was an idea she wanted to spread to her audience and the world.

Notes that I took for the campaign:

- She went to school in France where music was not appreciated. This affected her and made her want to rebel, be more courageous and move to UK to pursue her dream.
- Change in music. Dance pop, feel good music. Spread joy.
- USP: inter(multi)national, diversity, spread love around the world
- 80s retro-futuristic theme for creative content and album.

Release Strategy and Tactics

The Plan

Release a dance pop album, with 3 singles from the album released in the upcoming months. Campaign runs from January - December.

For each single announcement, leave time to send Press Releases and EPK's to radios, playlists, blogs etc. Give 4/5 weeks between the announcement and release to build up as much momentum in those leading weeks with pre-save links, competitions to win gig tickets, behind the scenes, single artworks, countdowns with hints to upcoming visual content and more.

There are 7/8 weeks between each release for time to build engagement on Youtube, social media and streaming platforms. Using lyrics video ideas, press photos, interviews, TikTok's, documentaries, behind the scenes, live acoustic sessions with Q&A's etc.

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Creative Content

Chiara was clear that she did not want a music video as part of her campaign. She wanted visual content that told a story and would still grab the audiences attention in a shorter way. I took this idea, her retro-futuristic vision, her USP of multinationalism and her aim to evoke dance and happiness through her new music to create visual ideas. 3 short videos were made for each single that represented these four meanings in specific ways. These videos will be released on Youtube at the same time as each song. The videos will be cut up even shorter to provide interesting hints and social media content to entice consumers to take action pre-saving the song or buying gig tickets/merch or even just to go and listen to her song and the whole album when it arrives.

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Building engagement

One of the main aims of this campaign is to build Chiara's online engagement through views, streams, comments, purchases and more. By releasing regular, engaging content every week or more will aim to play with algorithms. The goals are to intrigue potential consumers, to raise questions and to be enticed by the meaning and visuals behind each video and song. It is important to provide pre-save links before each release to help drive traffic to Chiara's single, before its release. Options to enter competitions and win gig tickets will hopefully encourage consumers to take action. Little bits of merch that link to this campaign will be sold with the opportunity to pin your location on a virtual world map. This will again hope to encourage active engagement and build her brand so that when the next single comes out, Chiara's page will already be at the top of people's feeds, ready with more exciting content.

Release Strategy and Tactics

Video Storyline No.1

Setting the scene:

Starts with a close up of a pupil with futuristic glitches and the world in it. This is a reoccurring theme through each video. The eye represents the idea of "I see you" 'empowerment of others' 'togetherness'. This album is all about retro-futurism. Start the story in an 80s themed room, posters of Chiara's idols. Futuristic outfit. Listening to music (clip of her new song) Typing on an 80s computer, lyrics from song or her name. Computer goes blank and shuts down. A video of the world with all its lights turning off. Italy, France, UK. This represents Chiara retro-futuristic theme but also the idea that when she was younger, her dreams seem to all shut off, or be repressed due to her school. The world symbolises her feeling of being connected multinationally.

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Video Storyline No.2

Background:

This video is based on contemporary dance as it is one of Chiara's other hobbies. She liked the idea of having dance in her campaign. The theme starts dark with a dance that represents the feeling of being trapped. This mirrors Chiara's own feelings in France education. It would start as a black and white video with Chiara wearing retro 80s clothing. As the video goes on her music can kick in and dance can accommodate. Colourful neon lights, makeup, outfits, 80s items appear as the dance goes on to signify her feeling of freedom as she moves to UK to follow her music career. Close up of her face into eye, futuristic glitches and world in her eyes, world lights up again to show her feeling free and happy again now that she is where she wants to be in her life.

Release Strategy and Tactics

Video Storyline No.3

Happy Ending:

This video aims to encapsulated the happy, joyful music and dancing that Chiara envisioned. Starting with her on stage dressed in futuristic clothing/makeup with an 80s themed stage, including disco balls, slinkies lights etc to continue the retro-futuristic theme. The crowd may have polaroid cameras. Camera zooms into Chiara's eye where there is once again the world. It leads to another crowd that start by sitting down and then one person gets up and starts to dance freely and then another and another until everyone is up and dancing. Camera goes into another world eye where there are more people laughing and dancing then going back to the final eye leads to Chiara on stage winking at the camera. It is supposed to be a lot of fun to represent her new music, brand and aim to make this into a social chain where Chiara's friends and fans post videos of them dancing/laughing. Hopefully this will continue and pull more engagement in for her final album release.

Release Strategy and Tactics

Press/Radio/Playlists

Aim to send Press Releases out to blogs for each single released. Grow her audience. Use any articles written to promote herself further on social media. Use quotes from blogs/radios/festivals etc. Making her more credible further as an artist.

Aim to send EPK/Press Releases to local and relevant radio stations to widen her listeners further and to allow radios to be the first to play her song. If enough radio stations play her song in a certain area, it may lead to other radio station catching on and playing it too.

Aim is to choose relevant playlists that fit Chiara's new dance pop genre to try and plug and get onto in order to widen her listening audience more. With all the extra visual work, storyline and behind the scenes content going on as well. The goal will be to draw these new listeners in and intrigue them so they want to stay, listen and come back for more.

Release Strategy and Tactics

Promo Ideas

- Build on storyline and artist through visuals, behind the scenes videos/pictures
- Start dropping hints to bigger single artwork
- Short documentary about her background/life. How she is free and ready to dance (visuals of her dancing/locked in school, disheartened, fly to London, all these new videos of her in studios, laughing, singing. Talk about dance tracks made)
- Gifs, pre-save links, competitions
- Build a website with all video content and merch
- Build a chain of people/friends/family/fans making short videos dancing to Chiara's new song (TikTok shareable). Collaborate this into a video to share and post.

Release Strategy and Tactics

Promo Ideas

- Engage with audience live stream or q&a before or after release
- Drop single, lyric video asset
- Gifs with lines from her songs
- Photos from press package, with article for blog, to say thank you
- Lead up to a gig (car park) (Like retro movie thing)
- Drop whole album, with cool assets and images
- Mini merch store of little pocket globe world keyrings to sell for courage. Pay a little for it and pin your location to the map of the world.

Press Release

Chiara Oldano
Tileyard
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For Immediate Release

"Chiara hops to pop and dances her way to a second album"

Spotify artist says goodbye to indie-soul and wows her fans with some retro-futuristic dance rhythms.

West London: Today, Chiara announced her biggest project in her career so far. A work of 14 feel good beats that combine 80s retro synths and vocals with futuristic production that create a mood that you just can't help but dance to.

After her first album release 'Love on the Roof' last year smashing 7K+ Spotify streams and 2K+ Youtube views, Chiara is now making a comeback with a fresh new sound, up on your feet, move your hips kind of dance pop. We can't wait!

To blow this album out the park, Chiara has planned:

- A year long campaign including 3 singles from the album being released over the

About Chiara: Chiara is a London based artist who was born in Italy and grew up in France. Currently studying a Masters in songwriting at Tileyard and has recently just won a Bursary Award with Aston Microphones!

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EPK

CHIARA OLDANO

Electronic Press Kit (EPK)



Chiara is an Italian born, French raised and UK based artist. She encapsulates a feel good, empowering vibe using dance pop rhythms and inspiring lyrics.



"Chiara is certainly a powerhouse of energy" -
Tileyard

Chiara's unique sound, partnered with powerful soul vocals and an outstanding eye for visuals, promise a successful future for her music - HOT VOX

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Partnerships

- TikTok
- Vintage Clothing Shop in West London
- Blackout II
- Rokit
- Pineapple clothes brand (dance)
- Thierry Mugler Fashion
- Universities and School Programs
- Aston Microphones



Radio & Playlists

Radio:

- BBC Introducing
- Power Radio UK
- NonStopPlay UK
- Hoxton Radio

Playlists:

- Feel Good Friday
- New Music Friday
- Singles Out
- Fresh Finds : Pop
- Holiday Feels