

evolution



ARTIST DEVELOPMENT PLAN - NIC CHRISTIANA



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2. SONG WRITING & LYRICAL CONTENT

3. TALENT DEVELOPMENT

4. LIVE PERFORMANCE & TOURING

5. MARKETING & PROMOTION

6. COMEBACK RELEASE

ARTIST IDENTITY

Nic Christiana is an up and coming artist from Birmingham, based in London. She is a singer/songwriter who has been writing music from a young age. She describes herself as a singer/melodic rapper and has a modern contemporary R&B/Hip Hop sound.

Nic has had a few previous releases, but after a two year hiatus, is looking to re-brand herself as her sound has matured and significantly developed since her last release. Nic writes all of her own songs, and wants to focus on showcasing her candid story telling through her lyrics. She describes her biggest influences as Ms. Dynamite and Lauryn Hill.



SONG WRITING & LYRICAL CONTENT

Since her last release, the lyrical content of Nic's music has matured, and has shifted its focus on to social and political issues, such as racism, colourism, womanhood, relationships and mental health. As her lyrics have become more candid in regards to such topics, she wishes for her music to reach more women, as they were a secondary audience based on previous Spotify statistics.

TALENT DEVELOPMENT

A significant focus for Nic's artist development is to build her confidence on stage. She has only had a small amount of experience performing live, and needs to develop a stage presence, which will allow her to connect with her audience more. Building her confidence in public will also develop her presence on camera, and enable her to take more risks with creative direction.

Vocal training will also be included in her development as an artist. Nic has a soulful voice but hasn't reached her full potential in regards to vocal range.

Nic is in the early stages of a comeback, and is still experimenting with her music and identity as an artist. She is extremely talented and has a lot of potential to really have an impact, but there needs to be a clearer vision of where she wants to go as an artist. Being versatile and thinking outside of the box with her sound and collaborations will enable her to form more of an idea of who she wants to be, and reach a wider audience.



MARKETING & PROMOTION

Social media will be a primary platform for marketing and promotion. Whilst Nic is still an underground artist, it is important to build traffic to her social media profiles and build her followers. This can be done through continued promotion of new releases on her feed and stories, and the use of paid advertising.

Other content also needs to be created, such as BTS footage and interviews. This will help the audience to get to know Nic/the creative process.

Nic's target audience are 20 – 30 year olds (Gen Z/Millennial), and a great way to reach this audience would be through Tik Tok. A Tik Tok challenge would be a great way to bring attention to her songs and lyrics, with the potential for a track to go viral.

A secondary source of promotion would be to build a website/newsletter, as this will allow direct-to-fan interaction and all information will be in one place (links to socials, announcements etc.).



Other Marketing Ideas:

- 'Secret shows'
- Face to face promotion

Examples:

- Joy Crookes has been doing 'secret shows' across the country, where she tells fans to come to a secret outside location.
- Greentea Peng promoted her album with an open top bus around London.

LIVE PERFORMANCE & TOURING

Live performances are a top priority for Nic's development moving forward, as she does not have a significant amount of performance experience and needs to build her confidence and stage presence.

To ease her into performing again, particularly after the COVID-19 pandemic, it would be constructive to book a few smaller appearances/performances at local events before touring.

In 2022, Nic will be touring the UK to promote her EP (see page 7). The 'Hide & Seek' Tour will be a twelve show tour across October 2022. This will be the first time Nic has headlined her own show, and therefore there needs to be significant preparation before-hand to develop her confidence on stage. This can be done through means such as dance classes and public appearances/performances.



NIC
CHRISTIANA

H I D E & S E E K
T O U R

03.10.2022	LONDON	ACADEMY	BRIXTON
04.10.2022	LONDON		EMPIRE
06.10.2022	BIRMINGHAM		INSTITUTE
07.10.2022	CARDIFF		THE GLOBE
10.10.2022	NOTTINGHAM		RESCUE ROOMS
11.10.2022	MANCHESTER		RITZ
13.10.2022	LIVERPOOL		ACADEMY
14.10.2022	BRISTOL		ACADEMY
17.10.2022	GLASGOW		ABC GLASGOW
18.10.2022	EDINBURGH		THE USHER HALL
20.10.2022	DUBLIN		ACADEMY
21.10.2022	BELFAST		THE BELFAST EMPIRE

COMEBACK RELEASE



After a two year hiatus, Nic's comeback release will be 'Hide and Seek', a modern R&B track with a mix of psychedelic beats and soulful vocals, written solely by Nic. The track will be released on the 13th October 2021 with an accompanying music video, and will be the first single from her upcoming EP of the same name that is set to be released in 2022, along with five other tracks; 'Entertain', 'Ain't I a Woman', '99 Problems', 'Wants me' and 'Sublime'.

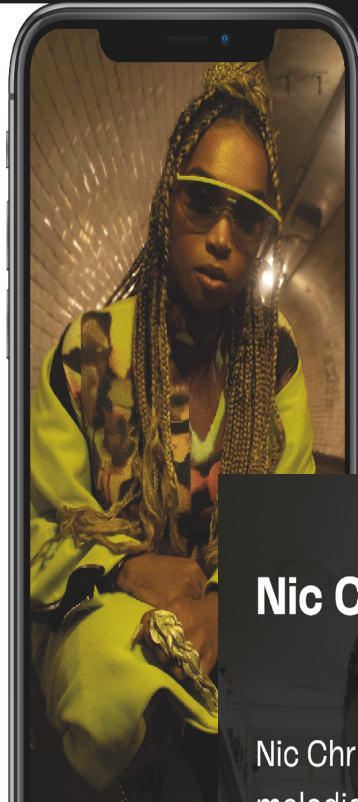
Entertain will be the second single released, followed by Ain't I a Woman, set to be released on international Women's Day 2022. The track is a collaboration with artist Tasia Graham, that discusses important social issues such as colourism and black womanhood.

Nic has signed a publishing deal with Syncd:In for the six tracks. See pages 8 & 9 for the Hide & Seek press release and 2021- 2022 Marketing time line.

PRESENTING

NIC CHRISTIANA: Hide & Seek

→ 13 October 2021



SYNCD:IN
NIC CHRISTIANA

Nic Christiana

Nic Christiana is a London based melodic rapper/singer originating from Birmingham. She has been writing and recording music from a young age and describes herself as a singersongwriter/rapper with a unique style of R&B and Hip Hop. Nic cites her main influences as British rapper Ms. Dynamite and Lauryn Hill.

Hide & Seek →

After a two-year hiatus, Nic is back with a bang with her first single 'Hide and Seek'. The track is a fresh combination of modern R&B and Hip Hop, mixed with psychedelic beats and soulful vocals, accompanied by candid lyrics that showcase her story telling and writing talent. The track is set to release on the 13th October with an accompanying music video and will be the first of many notable releases from this rising star in UK contemporary music.

NIC
CHRISTIANA

1.) October

1. Press shots
2. Create website
3. Shoot video for 'Hide and 'Seek'
4. Boost socials by clearing feed and post to show aesthetic- all posts do not have to be music related (show personality)
5. Encourage current followers to subscribe to youtube channel/ follow other socials- can do this with teaser posts
6. Send press release/bio to media before the release of 'Hide and Seek'

3.) December/January

1. Entertain video
2. Post 'coming soon' posts and teasers of Entertain
3. Pitch to playlists, radio and blogs
4. Change headers on socials to artwork
5. January- Entertain drops
6. Paid promotion through Instagram to boost engagement
7. Continue promotion, sharing content and engaging with audience
8. Continue to encourage audience to subscribe to channel after watching the video

5.) April/May- EP (Hide and Seek, Entertain, Ain't I a Woman, 99 Problems, Wants me, Sublime)

1. Continue promotion of tracks and begin to tease EP on socials
2. Continue engagement with audience through instagram stories/Tik Tok videos on own channel
3. Photo shoot for EP
4. Encourage audience to sign up to newsletter
5. Send out press release
6. Pitch to playlists, radio and blogs
7. Change headers/profile pictures to EP artwork
8. EP drops
9. Billboards
10. Engage with audience- ask them what their favourite tracks are etc.
11. Post BTS videos/photos in the studio writing the EP

7.) Post-tour announcement

1. Continued engagement with fans
2. Announce 'Hide and Seek' house remix?
3. Drop tour merch through website
4. Drop video for one of the other songs on EP to keep the momentum going

9.) Post-UK Tour

1. Need to remain present in media (interviews/blogs/collabs).
2. New Music

2.) November

1. Post 'coming soon' posts and teasers- encourage audience to sign up to newsletter
2. Pitch to playlists, radio and blogs
3. Change headers on socials to artwork
4. 13th October- 'Hide and Seek' drops
5. Continue promotion through social media, making sure links to the song and video are available on all platforms
6. Paid promotion through Instagram to boost engagement
7. Engage with audience via Q&A/lives

4.) February/March

1. Begin to tease Ain't I a Woman collaboration with Tasia and use socials to discuss the topics at hand
2. Post snippets of song/video
3. Pitch to playlists, radio and blogs
4. 8th March (International Womens day) Aint I a Woman' drops
5. Paid promotion through Instagram to boost engagement
6. Encourage audience to make Tik Tok's to the song
7. Post a BTS of the video
8. Post interview with Tasia discussing the collaboration and the topics at hand
9. Repost Tik Toks on to socials
10. Talk to blogs/do interviews about the

6.) After EP- announce UK tour

1. Announce tour
2. Paid promotion for tour
3. Drop tour dates and ticket links

8.) October -UK Tour

1. Tour kicks off
2. Post videos to stories from tour
3. 'Thank you' posts to fans

10.) European leg of tour?

Nic Christiana Marketing Timeline
October 2021-2022 (Dates TBC)