# BECKY BLACK

PORTFOLIO



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# 1. ARTISTS INSPIRATION

## 1.1 HALSEY: BRAND AND LOGOS






HALSEY

**ALL VIP UPGRADES DO NOT INCLUDE A TICKET TO THE SHOW.
IN ORDER TO ATTEND THE MEET AND GREET YOU MUST HAVE A VALID TICKET TO THE EVENT**

Halsey

HALSEY

# 1. ARTISTS INSPIRATION

## 1.2 LADY GAGA: BRAND AND LOGOS

# LADY GAGA



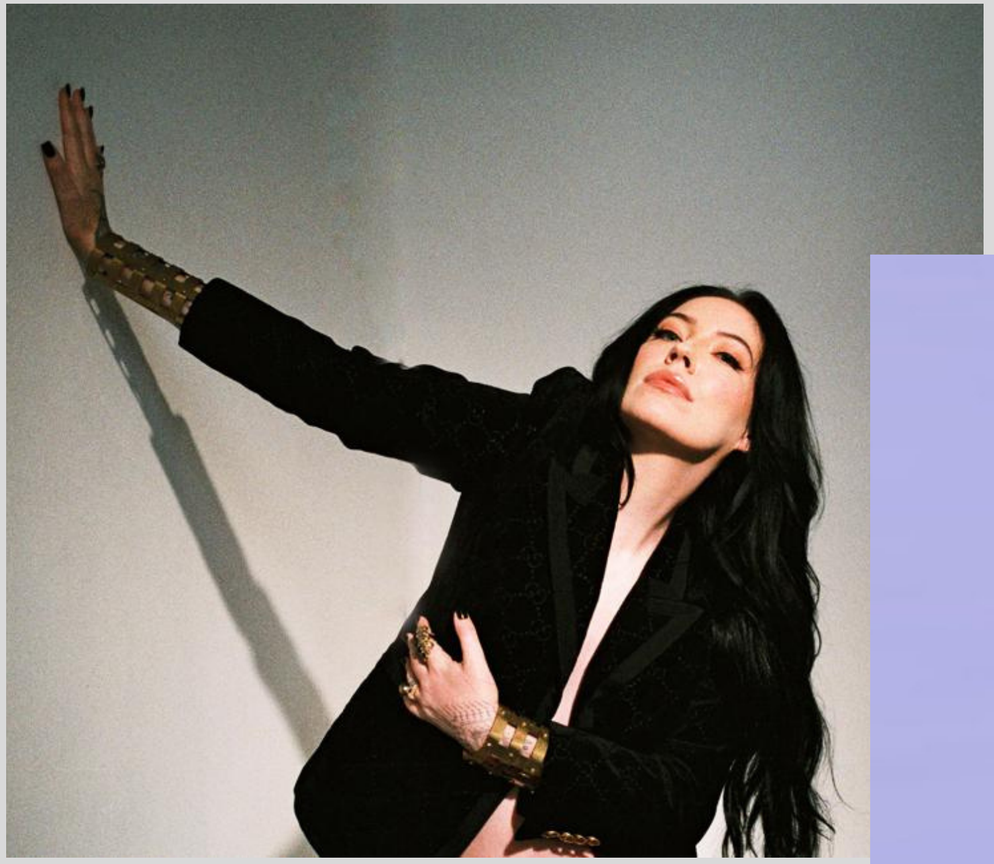


LADY | GAGA

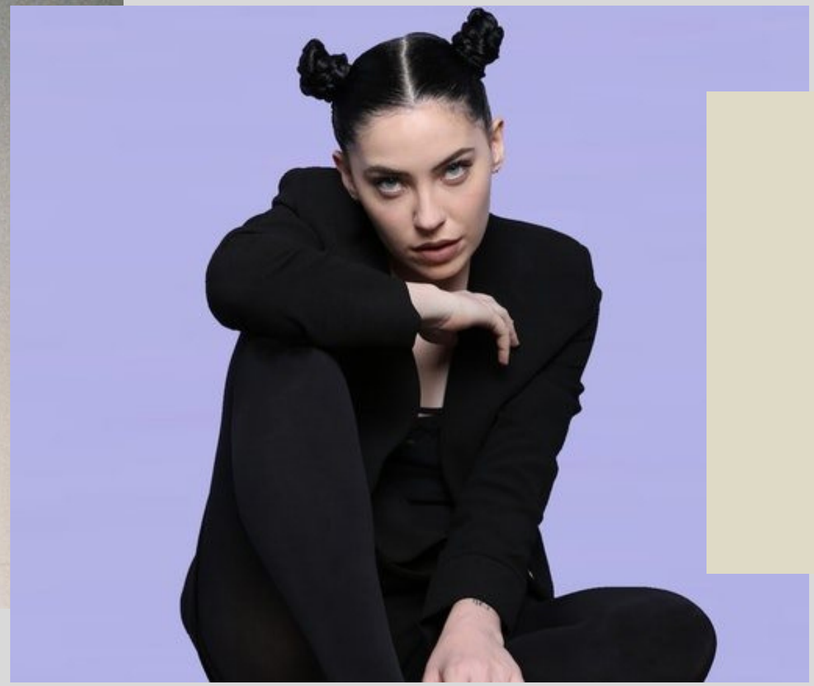
LADY GAGA

# 1. ARTISTS INSPIRATION

## 1.3 BISHOP BRIGGS: BRAND AND LOGOS



Bishop Briggs



bishop briggs

## Their Core Values

Transparency

Vulnerability

Women Empowerment

Honesty

Activism

## Becky Black genre's (reflecting these previous artists's)

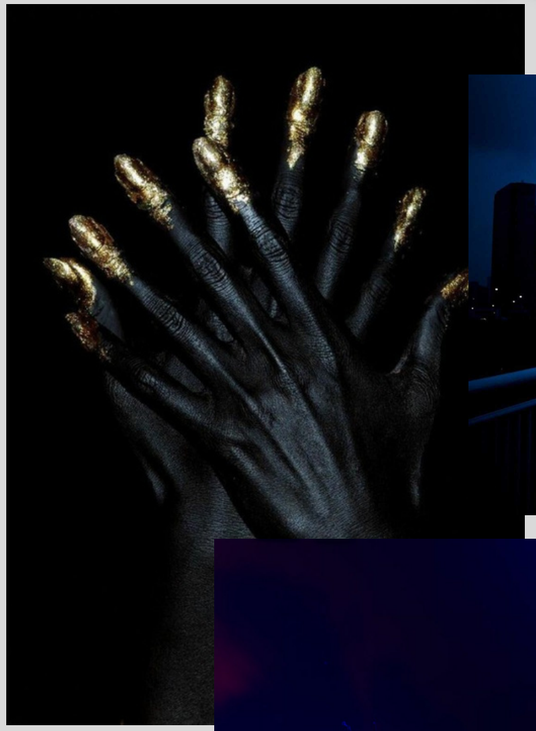
Pop

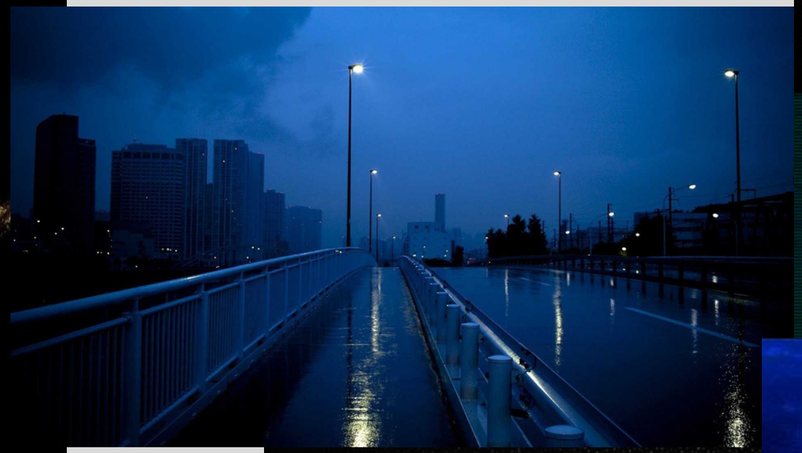
Electronic-pop

Alternative

Synth-pop

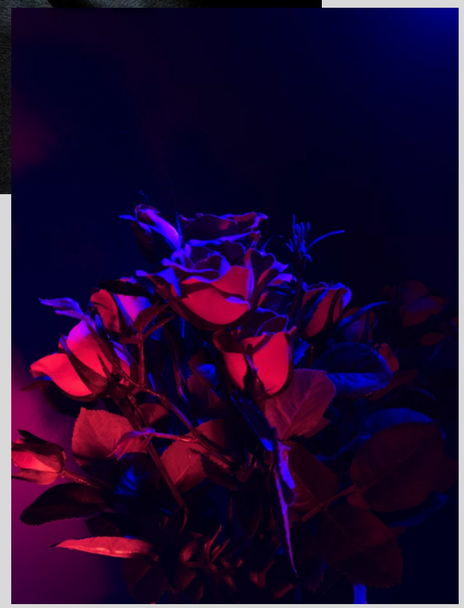
# BECKY BLACK MOOD BOARD











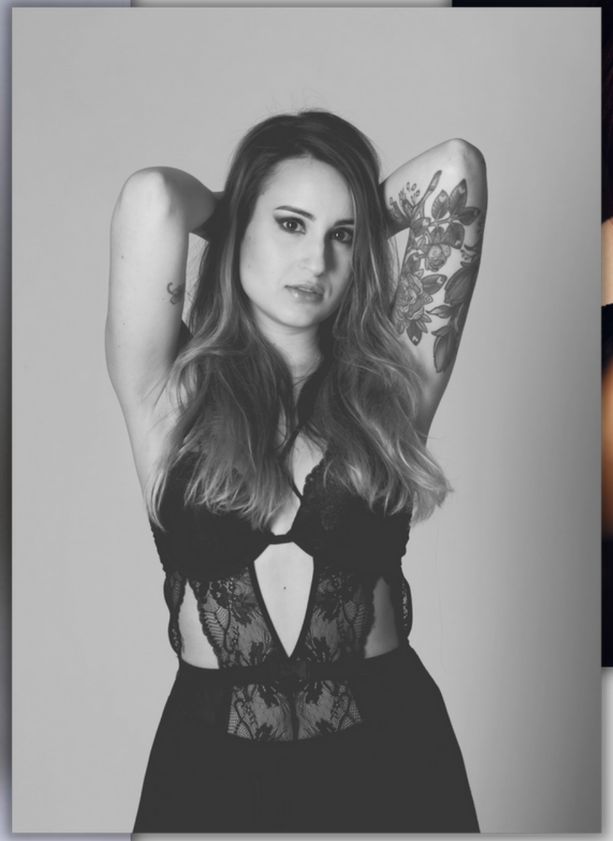




# 2. BECKY BLACK: BRAND AND LOGOS IDEAS

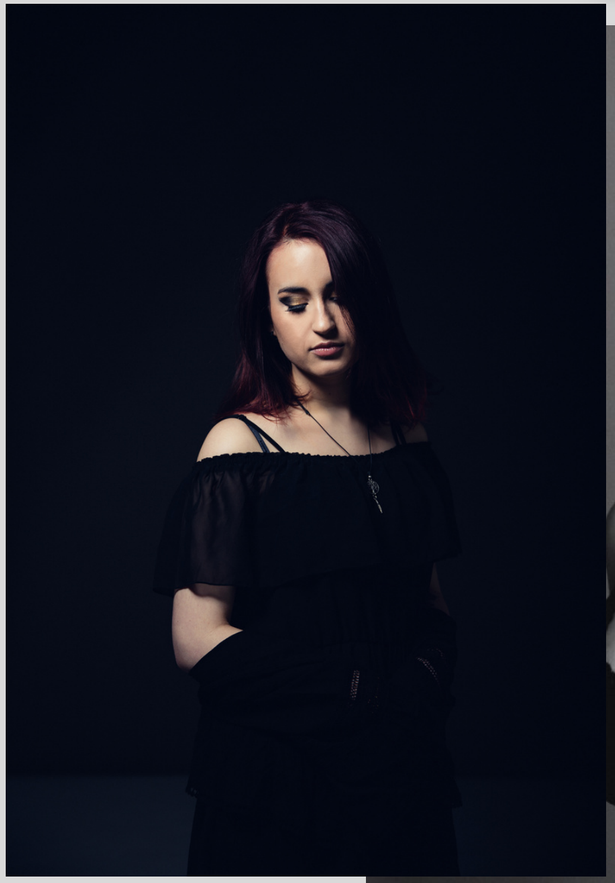




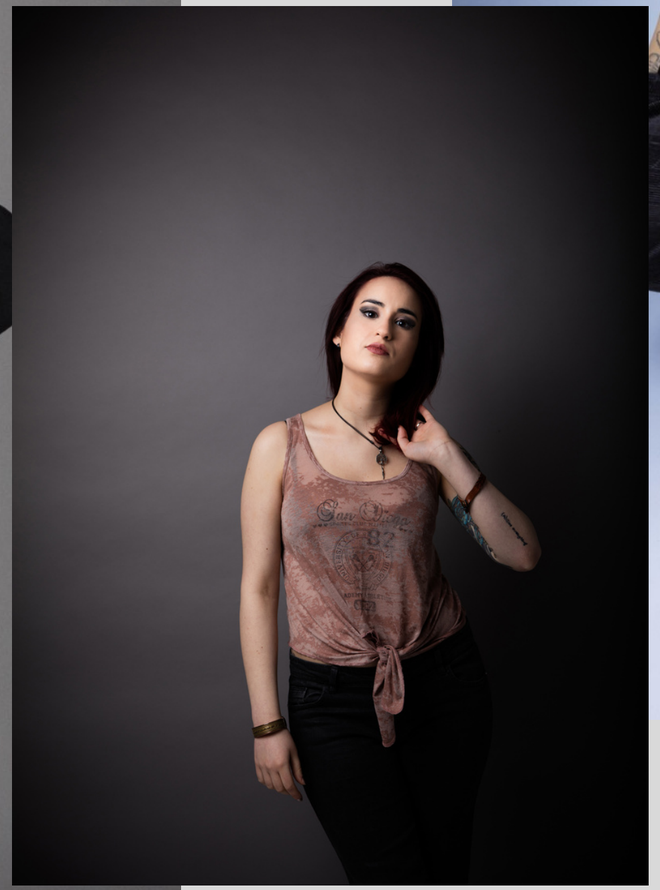




# 2. BECKY BLACK: BRAND AND LOGOS IDEAS





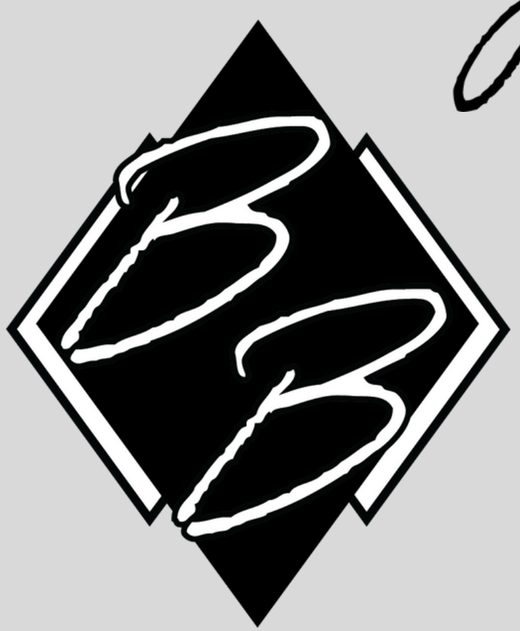




# 2. BRAND & LOGOS IDEAS

Iconography ideas:

Becky Black







# 2. BRAND & LOGOS IDEAS

Iconography ideas:









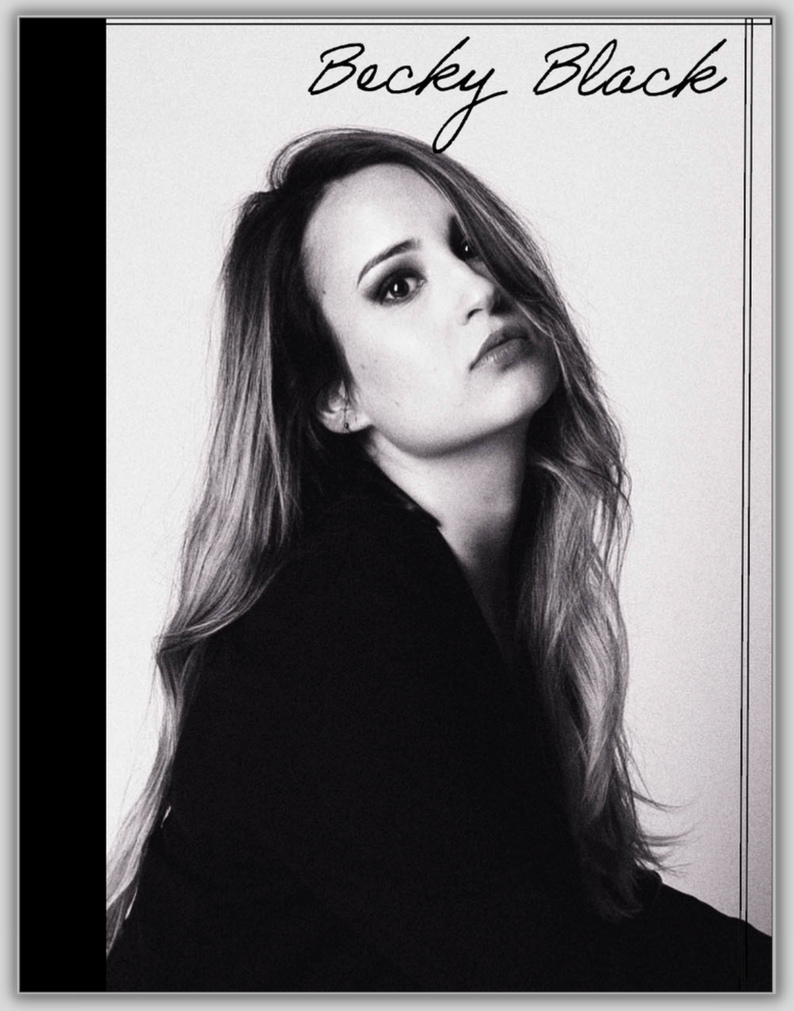



# 2. BRAND & ICONOGRAPHY






# 3. EPK EXAMPLE




## BIOGRAPHY



March 2018, independent artist Becky Black organises her first Headline Concert in her hometown in Italy to launch her first Album. Taking care of every detail herself, the hard work will pay off as the show will see more than 200 people attending.

"I'm no Art", her first Album's title, saw a different development than what was previously in progress. Her father, who was her biggest fan and her best friend, passed away a few months before the Album was finished. From that, the title "I'm No Art" was created by making an anagram from his name, "Martino", in honour of him. Some on the songs, such as "Strong" and "Warrior", were written right before and after the events, shaping the Album towards a different direction.

The alternative, electro-pop Album features 10 original songs, all produced by Nicolangelo Colapietro, her friend and previous bandmate.

The concert itself will be a hymn in honour and remembrance of her father.

## Becky Black

Class of 1996, singer, songwriter and musician, she's been writing her own songs since she was 15, while studying different instruments such as piano, guitar, flute and violin.

From singing in bands she eventually took the road of solo artist in 2013, taking part in her first singing competitions and writing her own songs as Becky Black. From her town in Italy, she decides to follow her dreams by moving to London in 2016.

After one year in the Artist Development course with Access to Music (school attended previously by artists such as Ed Sheeran, Rita Ora and Jess Glynn), she goes on to study at University level at the University of West London, while playing open mics and gigs around the City.

She collaborated with different Artists and Producers, the most recent ones being the producer Ashour with the track "What You've Done" and the duo NoFleece Project with the song "The Shower Power".

She's currently working on her second Album, her biggest project so far, which will feature 13 original songs in the alternative, electro-pop genre.



# 3. EPK EXAMPLE

## NEWS

### I'M NO ART

- Album "I'm No Art" is now available on all streaming Platforms - iTunes, Google Play, Apple Music, spotify, Youtube etc
- Merchandise Available via Becky Black's official website www.beckyblackmusic.com
- Official Music Video for the single "I Don't Give a Damn" is now out on Becky Black's YouTube Channel and on her Website.

### CURRENT PROJECT/

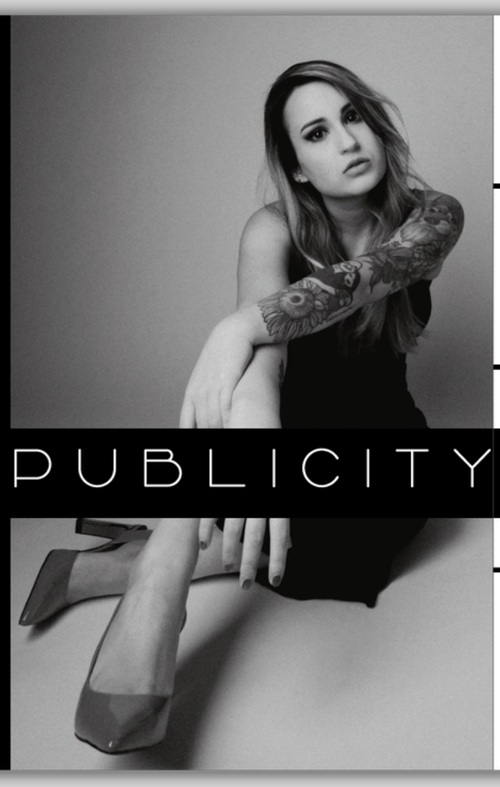
- Becky Black is currently in studio working on her second Album, which will feature 13 original tracks.

### TOUR

- Becky Black will be on Tour this Summer 2021.




## PRESS & PUBLICITY



Becky Black

/pillMagazine (13/03/18)

"Becky has fashioned an album full of strong melodies and very strong, topical lyrics. She is looking at the world and she has something to say."

Rolling/tone (20/08/18)

"Becky Black is a hungrily ambitious artist seeing herself as a mirror for her entire generation."

PopMatters (06/09/19)

"I'm No Art is an honest invitation into the world of Becky Black, and teaches us that the truth is in the ambiguity."

TeenVogue (18/11/2019)

"I'm No Art is an album about acceptance and shifting emotion, is the embodiment of that statement."

MelodicMeg (27/02/2020)

"There are a lot of empowering songs on this album, such as "For the Reckless" and "I Don't Give a Damn". While these songs do not paint pretty stories, they show us a resilience that goes unmatched. They remind us that we can still come from a place of power, even if we feel at our weakest."

# 3. EPK EXAMPLE






# 4. ONE SHEET EXAMPLE



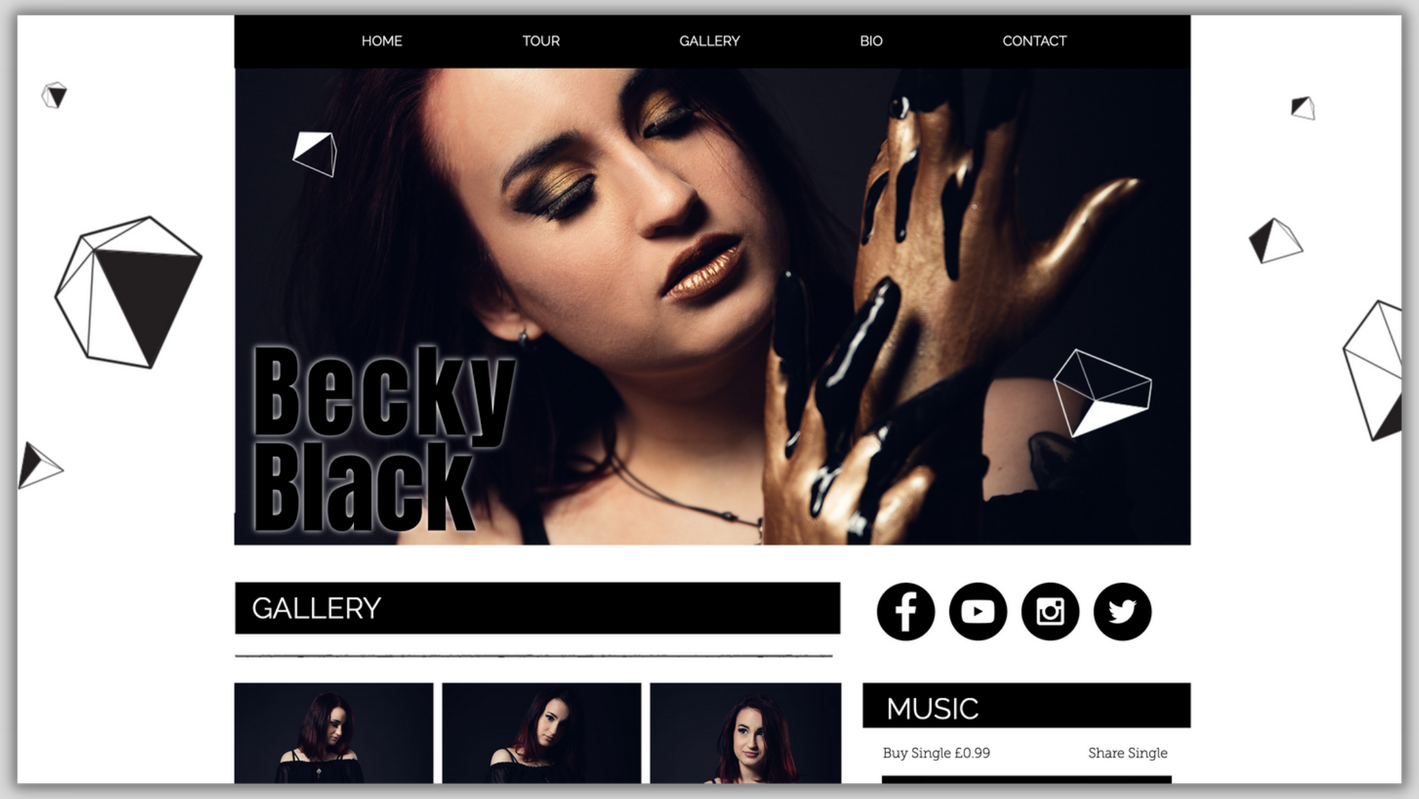
# 5. SOCIAL MEDIA INSIGHTS

Main Social Media Platforms:

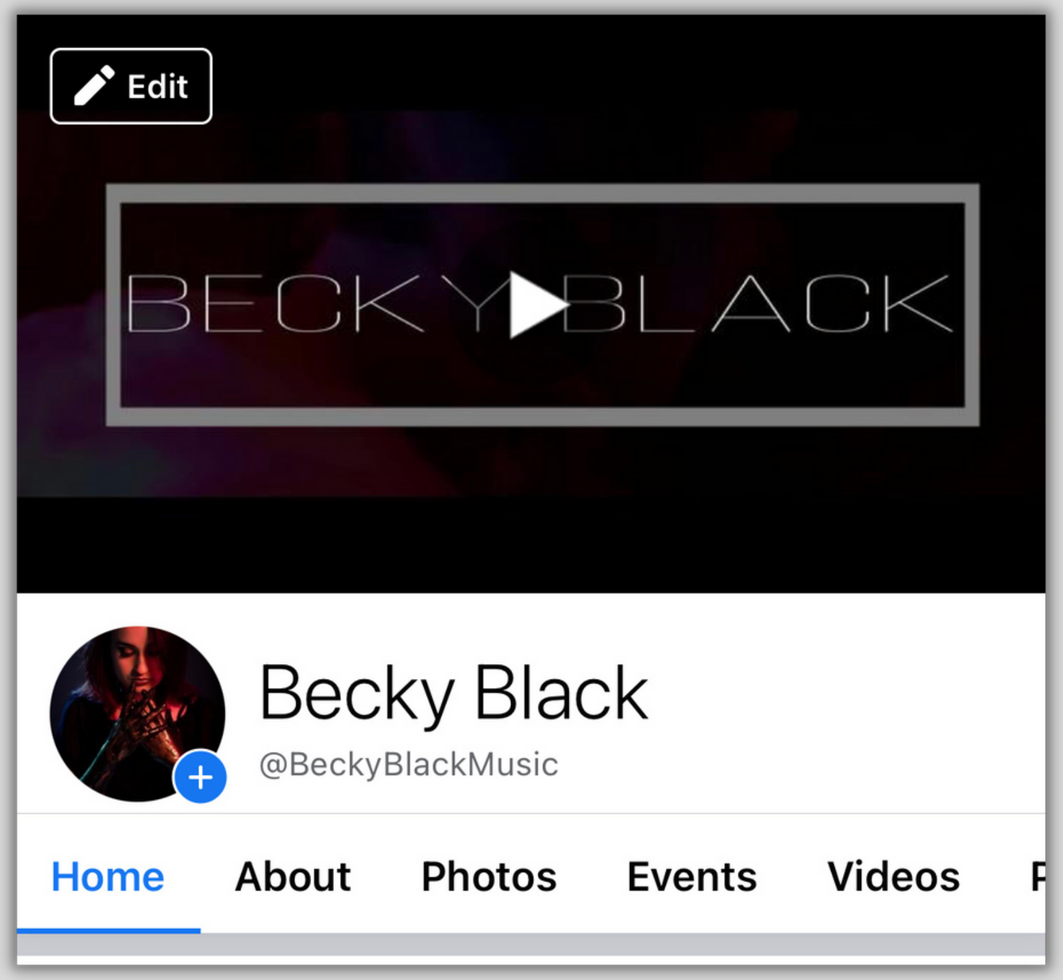
1. Facebook Page: **1.4 K** Likes
2. Instagram Profile: **769** Followers
3. Youtube Channel: **508** Subscribers

# 6. SOCIAL MEDIA PRESENCE

## WEBSITE HOMEPAGE

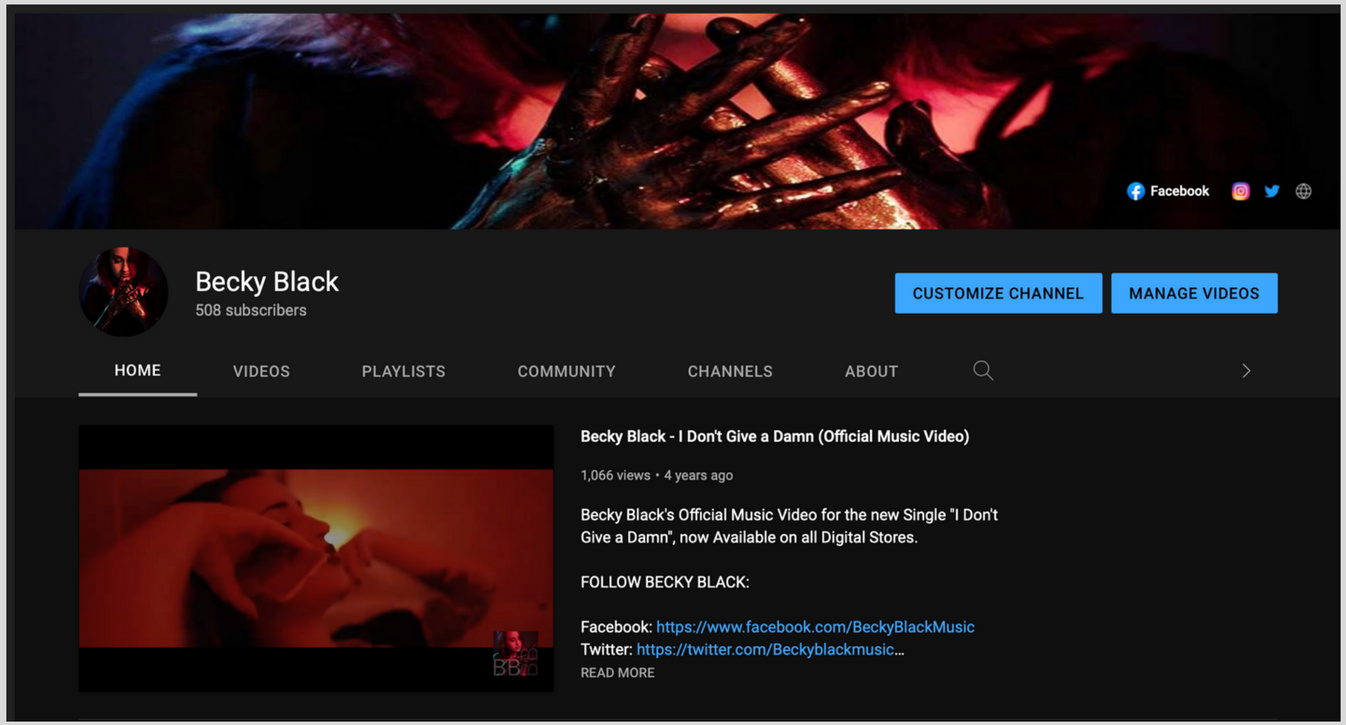



## FACEBOOK HOMEPAGE



# 6. SOCIAL MEDIA PRESENCE

## YOUTUBE CHANNEL HOMEPAGE




## INSTAGRAM PROFILE



# 7. SINGLE COVER



# 8. MERCHANDISE EXAMPLE

Quote from the single:

cause
you got
Power.

BECKY BLACK






# 8. OBJECTIVES FOR THE SINGLE RELEASE (August – October 2022)

Overall Social Media Platform's growth goal:

- Facebook Page: 1.4 K Likes **2K**
- Instagram Profile: 769 Followers **1K**
- Youtube Channel: 508 Subscribers **1K**
- Reach minimum of 2000 streams in the first 2 weeks after release.

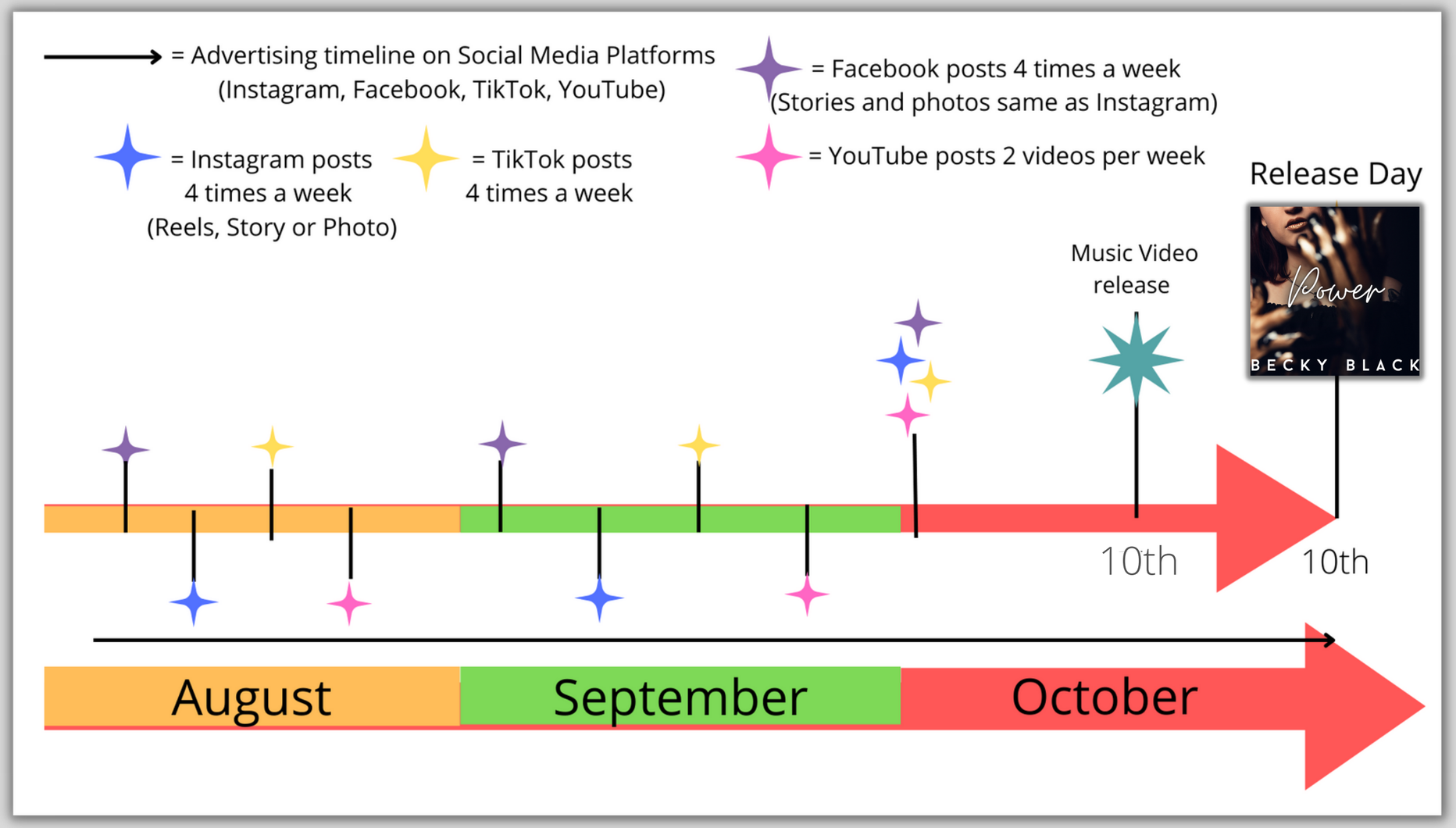
# 9. ADVERTISING AND SOCIAL MEDIA CAMPAIGN

- Social Media strategy will start in August. The idea is to gain attention by posting new material to attract potential new listeners and followers. This will be done by playing more live events (at least once a week) and by posting regularly on all main Social Media Platforms (Facebook and Instagram). At least 2 relevant cover videos of songs currently under the spotlights to be uploaded on YouTube during the week.

- I will create a TikTok account, posting music related material and following the current music trends (cover videos, rearrange famous songs etc)

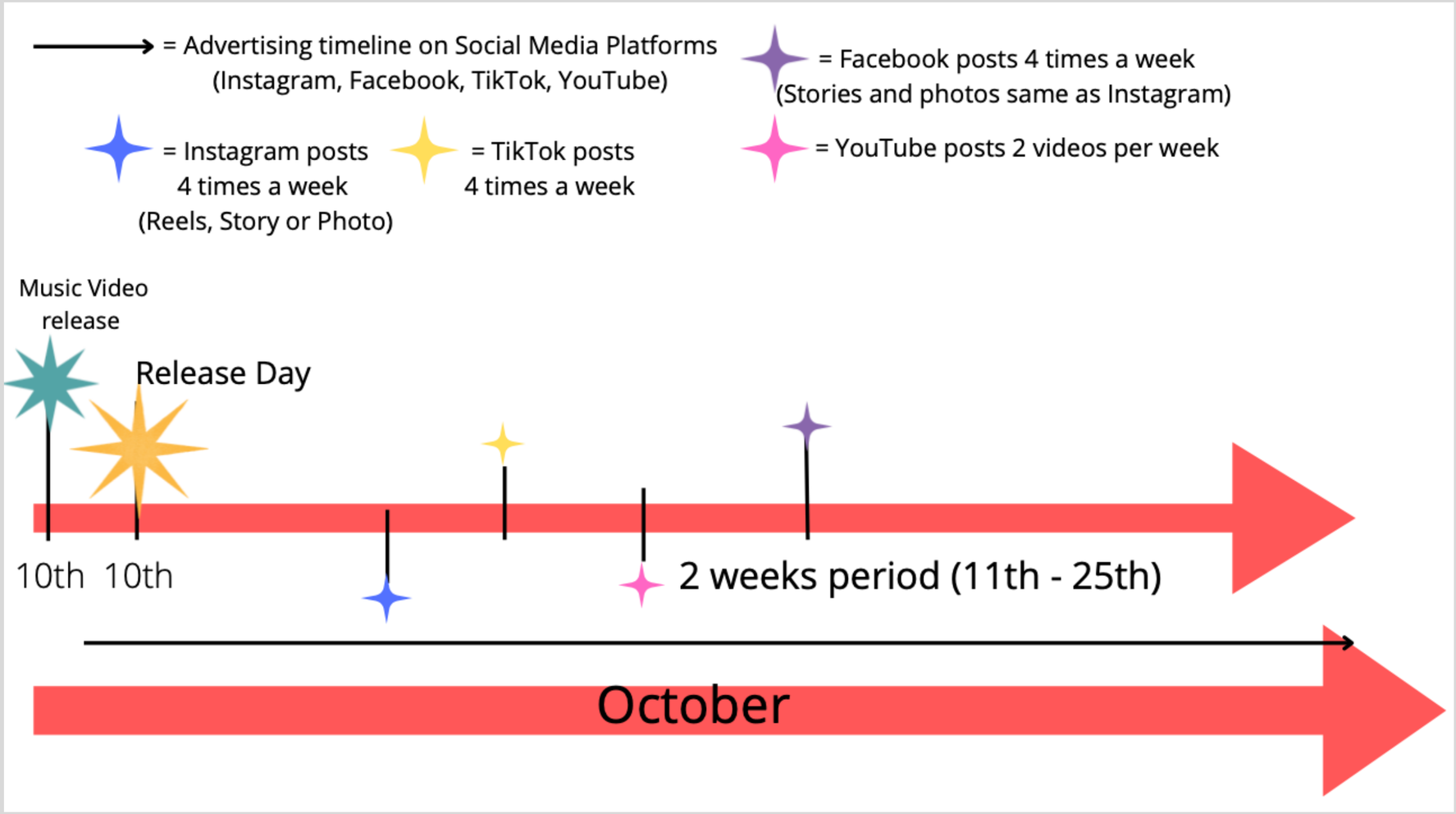
- The Social media Marketing and Adverstising for the Single Release will start mid September, around the week starting on the 19th. With the release date being the 10th of October, that will give me momentum with a 3 weeks timeframe to work with. In that timeframe, I will keep up my first Social Media strategy will keep happening while also introduce new posts via Facebook, Instagram and TikTok, sponsoring the upcoming Single and Music Video.

# 10. SINGLE RELEASE TIMELINE



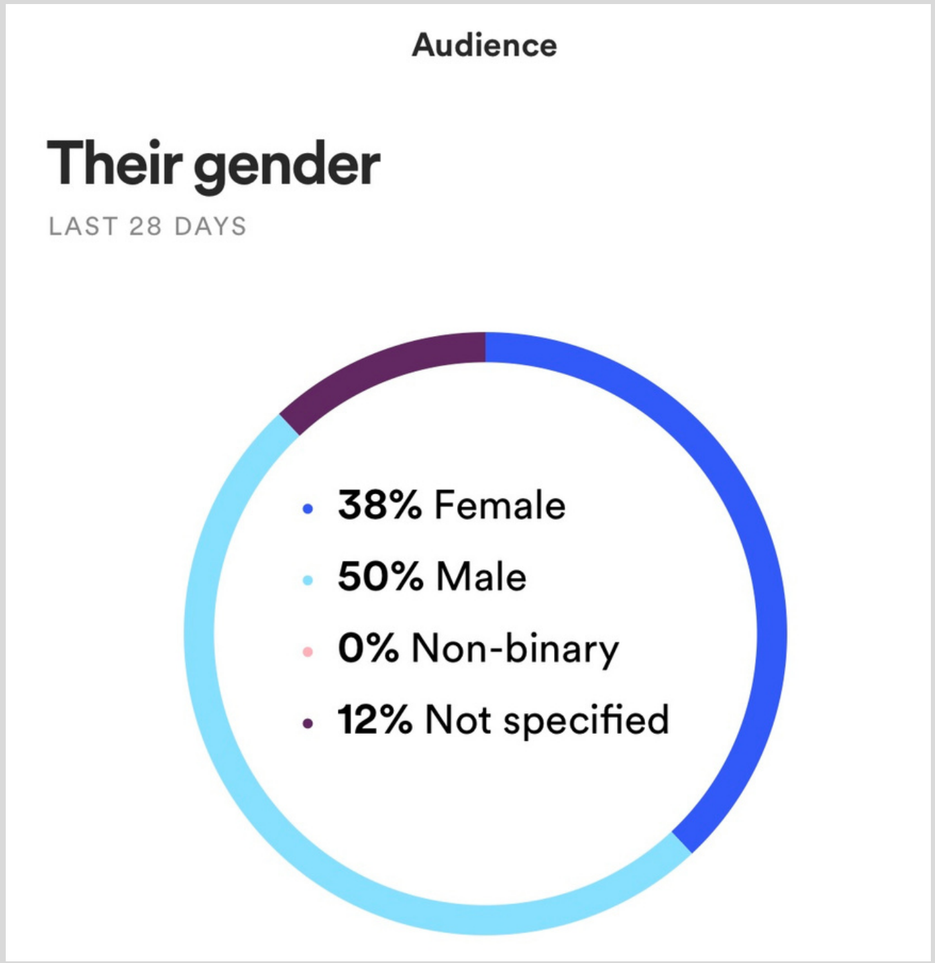
# 10. SINGLE RELEASE TIMELINE

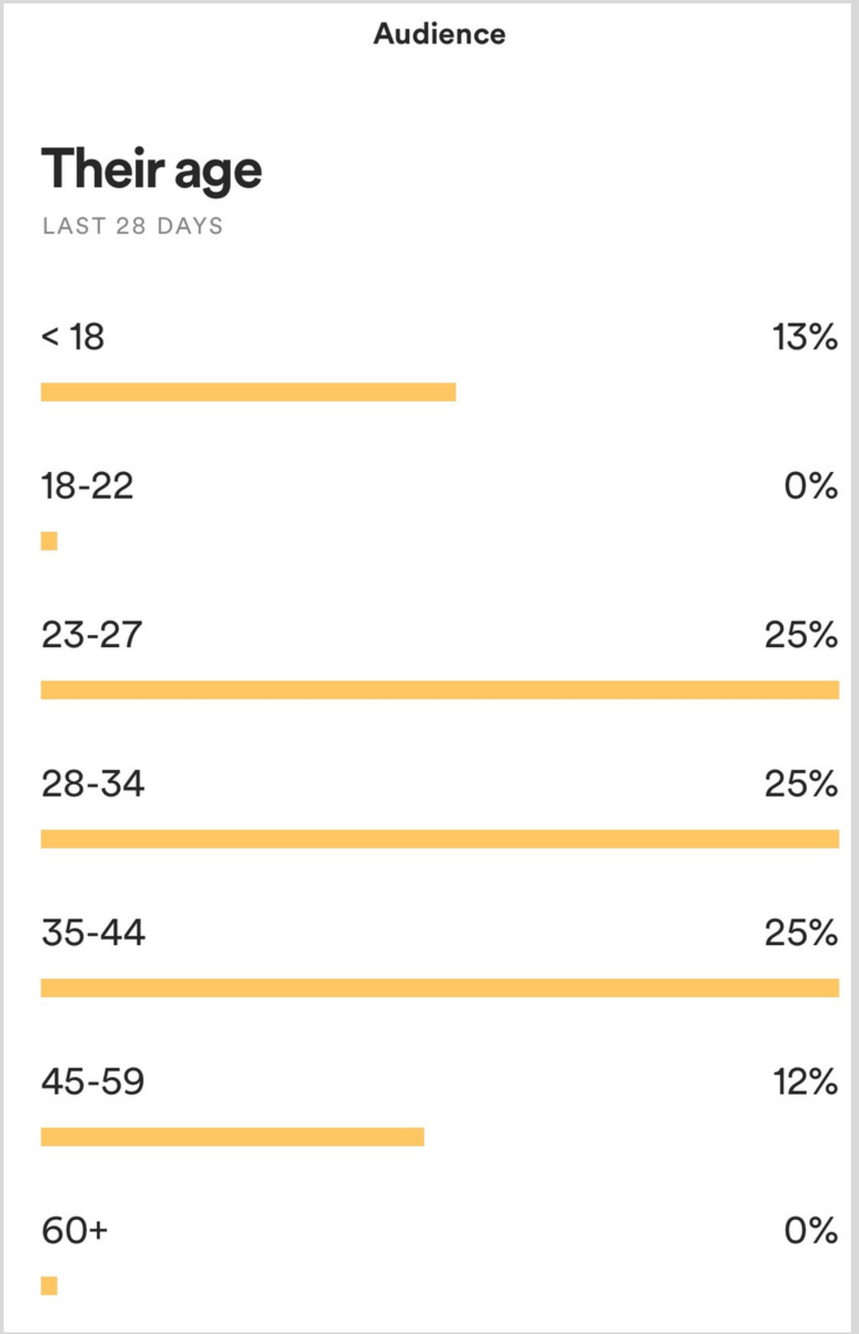
## Marketing and Advertising after Release



# 11. AUDIENCE DEMOGRAPHICS

## 11.1 **Becky Black**'s Audience

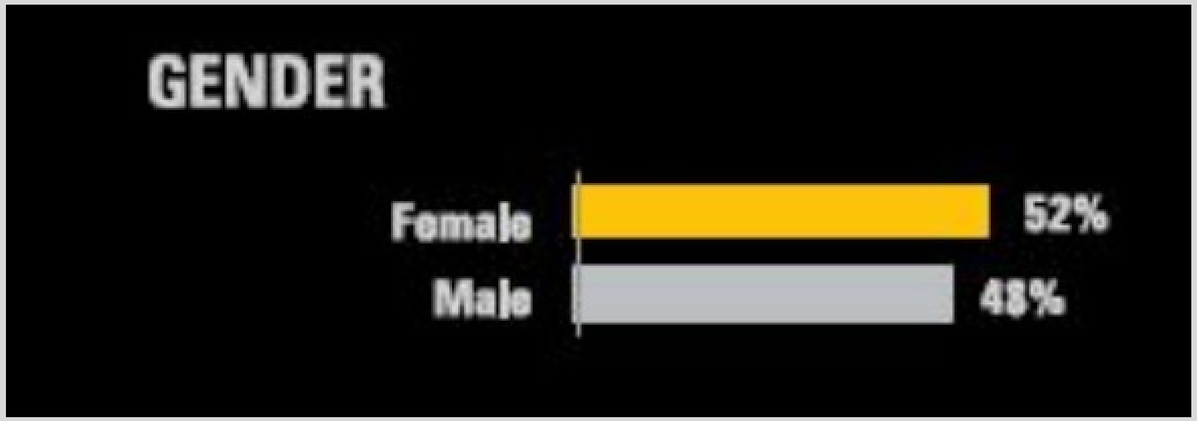


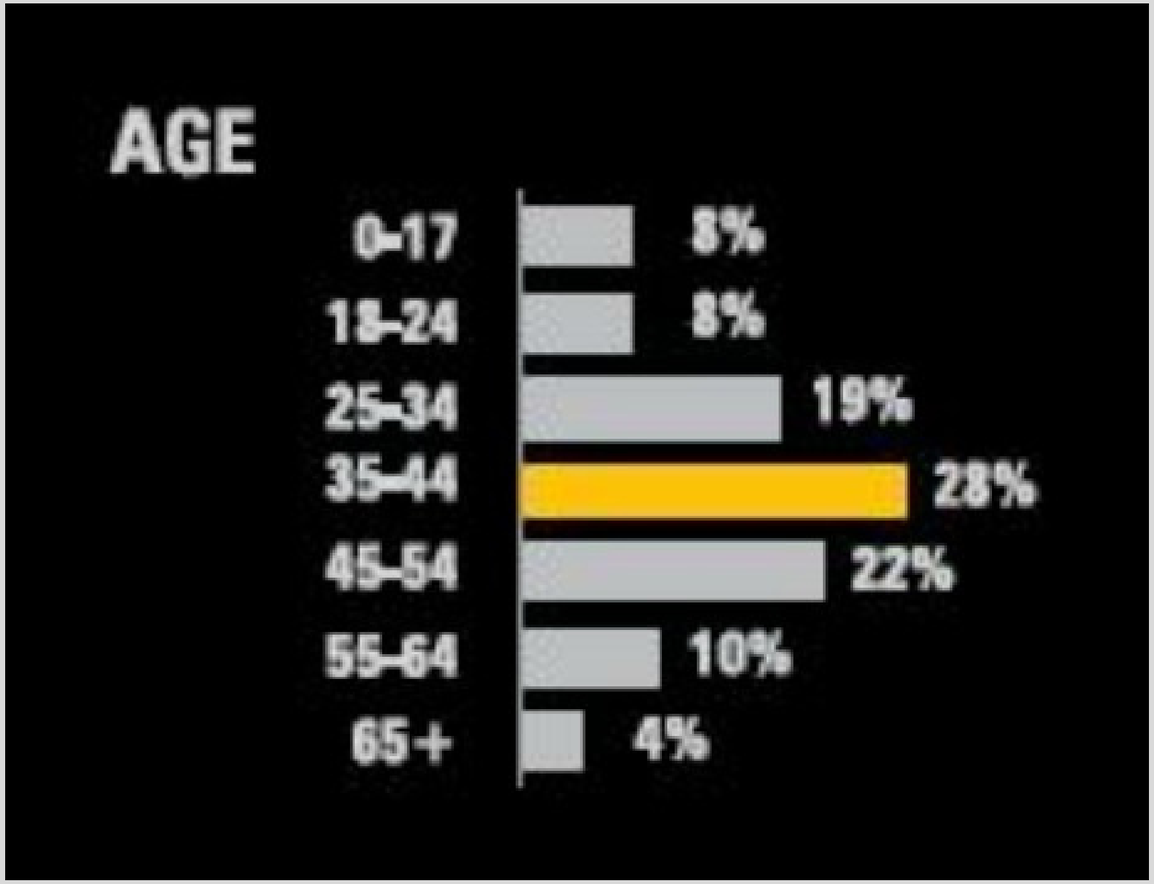




Source:[https://www.spotify.com]

# 11. AUDIENCE DEMOGRAPHICS

## 11.2 Lady Gaga's Audience



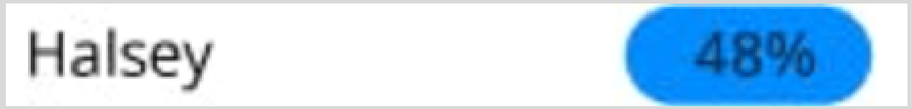

Source:[https://www.marketingcharts.com/industries/media-and-entertainment-18330]

# 11. AUDIENCE DEMOGRAPHICS

## 11.3 Halsey's Audience




Aged 18-24




Source:[https://cloudcovermusic.com/music-fan-demographics/]

# 12. BECKY BLACK USPs

- Multi-instrumentalist - Piano, Guitar, Violin and Flute
- Capable of singing in different languages  - English, Italian, Spanish, Japanese
- Capable fo writing lyrics in English and Italian
- Lyricist and composer
- Honest, reliable lyrics for a broad audience (25-40)

# 13. REVENUE STREAMS

- Live Performances and/or PRS royalties
- Stream + Digital Downloads from upcoming Single plus previous releases
- Merchandise
- TikTok and Instagram
- Youtube partnership (requires 4,000 valid public watch hours in the previous 12 months and at least 1,000 subscribers) (1)

(1) Source:[https://www.youtube.com/creators/how-things-work/video-monetization/?gclid=CjwKCAjwwo-WBhAMEiwAV4dybW-2Lo7bFkUKNXrAjyGUVrziVf_rExtF9SSqFLuumUNJFB314_gkYBoCYcUQAvD_BwE#youtube-partner-program]

# 14. BUDGET

| | |
|---|---|
| Becky Black's Budget | **£1,500** |

Expected Expenses between August and October 2022

Music Video: +/- £500

Photoshoot: +/-  £150

Social Media Adverts: +/- £500

Budget left for extra expenses: **£350 (approximately)**

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