

Will Richards

Student Number: 2023330

Creative Project: Written
Proposal

Artist Overview

Arlo Parks is a singer/songwriter and poet based in South London. Her music touches upon many different genres, ranging from Indie Pop and Folk, through to R&B, Nu Jazz and Soul. Her debut album 'Collapsed In Sunbeams' (released on Transgressive Records) was released in 2021 to widespread critical acclaim. The debut managed to climb to number three in the UK album charts, highlighting her strong appeal to not only an Indie/R&B audience but also to the mainstream. Parks' debut was nominated for Album of the Year, alongside her personal nomination for Best New Artist and Best Female Solo Artist at the Brits.

Parks has an eclectic taste in music that spans numerous genres. Parks' influences include Frank Ocean, Elliott Smith, Radiohead, Sufjan Stevens, Phoebe Bridgers and Solange (Fenwick, 2021). She is well liked within the industry which is illustrated by the vast amount of fandom shown by current artists such as Phoebe Bridgers and Glass Animals (Pitchfork, 2021). Parks' popularity stems from her soft, poetic nature, her use of pop cultural references and her ability to create immersive worlds with her lyrics (Pitchfork, 2021). Her expressive lyricism has roots within her passion for poetry and the arts in general.

Parks has been described as the "euphonious voice" of Generation Z (Kheraj, 2020) and so will appeal to a younger target demographic. Her current following across socials is reflective of this, with Instagram being her most popular platform with 230,836 followers at the time of writing (Soundcharts, 2021).¹ However, the nature of her music is universal and so gaining a following spread amongst numerous demographics should also be a target of this campaign. Currently, her target audience can be summarised as being a majority 16-24 year olds, however this campaign would also like to spread this further to 25-45 year olds too.

Project Strategy

Year One

The first year shall concern the initial album release, including pre-production, release and promotion of the album. There will be four singles released before the album and each one promoted via PR, pluggers and tastemakers. The album will be supported by a strong digital presence, PR, interviews and features. The album shall also feature numerous music videos that harness the latest AR technology. A running theme shall be present throughout the album that ties both the music video and the album as a concept together. A rigorous social media campaign shall also be used throughout the campaign. These will feature Facebook, Instagram, Twitter and TikTok Paid Ads. These ads will be based on demographics, psychographics, webographics and lookalike ads. These will be used periodically through the campaign at impact points to heighten engagement and awareness. Outdoor advertising will also be used periodically across the campaign.

Year Two

The second year of the campaign shall include an extensive UK and EU tour, featuring prominent cities with Arlo Parks' target audience. This shall take place within the first 6 months and be used as an impact point before heading on to the UK/EU summer festival period. Parks will also have in-store performances at a string of UK record shops. The second half of the second year shall be spent on an extensive US tour in order to engage a new audience and 'break America'. Towards the end of the second year Parks will be embarking on a Australian tour, including a string of Australian festival dates.

Year Three

The final year of the campaign shall include a re-issue of the album (depending on the initial success of the campaign). The re-issue shall have a feature of an artist on every track. The artist on each track will correspond to each particular influence from each particular genre. For example, the Indie/Folk song shall feature Phoebe Bridgers, as she is a huge influence on Parks' music. The deluxe edition of the EP shall also feature a 'golden ticket', which is a personalised handwritten poem from Parks herself that are inserted in the sleeve of the vinyl version of the album. The deluxe album will also feature remixes, acoustic versions and 3 poems Parks has written herself. It will come in Vinyl and Tape, with different coloured vinyl being able to be purchased D2C.

During the third year Parks shall also embark on a small gallery tour, incorporating her love of art with the re-release of the album. Prints that feature wavelengths of her tracks shall be released at a premium price and sold direct to consumers.

The Problems and Solutions

An issue that arose from the previous album was that individually the songs are captivating and inspirational, however they "occasionally blends into pleasant monotony" (Jocelyn, 2021). This is mainly due to the fact that they are each based on a form of light Trip-Hop blended with Indie pop. Another key issue that existed from the last album was the fact that the majority of Parks' audience was based within the UK.

This album will also solve the issue that Parks' typically has an anglophile audience. This shall be addressed by featuring a single that has a prominent US based artist featuring on it, in order to engage their audience alongside Parks'.

Parks' second album will attempt to solve this problem by making each song on the next album distinctive within a particular genre. Each individual song will take inspiration from a particular artist that has had a distinct influence on Parks' life. These genres shall include but is not exclusive to: Indie, Folk, R&B, Pop, Hip-Hop and Disco. This album will be possible due to the strength of her previous campaign and the engagement she has received already with her current fan base.

Goals

SMART Objective 1

The first objective of the campaign will be to achieve Arlo Parks' first number one album. Although the album charted high on the previous campaign, this was achieved predominantly through PR and digital marketing and not through a live campaign due to the pandemic.

Therefore, with this campaign featuring an extensive UK/EU and US tour, achieving a number one in the UK and charting within the top 10 in the US Billboard charts is realistic. This objective will be achieved between the end of the first year (the album release)

SMART Objective 2

The second objective of the campaign will be to solidify and expand Arlo Parks' brand awareness amongst the younger target audience within the UK mainstream. Currently Parks' most popular platform is Instagram, however this campaign will attempt to push out content across numerous platforms that are popular amongst the younger target audience, namely TikTok and Twitch. One of Parks' key strengths is her appealing personality and her confidence in front of the camera. A key objective of this campaign will be to regularly push out content across TikTok, whilst also utilising influencers on the platform and AR filters. Parks will also do numerous livestreams on Twitch, including interviews, which will engage a new audience. This shall be achieved between the second and third year of the campaign.

SMART Objective 3

The third objective of the campaign to be to expand her fanbase and increase brand awareness amongst an older demographic within the UK mainstream. As previously mentioned, her current fanbase is rooted in the 16-24 year old demographic. This campaign will aim to engage an older demographic of 25-45 year olds. This shall be achieved by utilising D2C during the third year with special edition vinyl releases, an expansive UK tour and utilising live assets such as TV appearances on Jools Holland, The Jonathan Ross Show and Graham Norton. Parks will also be embarking on an extensive radio tour, including stations such as Radio 2 and Virgin. We feel that this campaign will also be strongly suited to sync campaigns and we should investigate potential TV and film placement opportunities. This will be measured by increasing the percentage of 25-45 year olds that buy tickets for her shows and by the number of 25-45 year olds that follow her social media accounts.

Project Resources

PR + Promoter

Arlo Parks is currently signed to Transgressive who are an emerging major indie. However, they have no internal PR arms of the label and so an external agency will be hired for the entirety of the process. Lander PR LTD shall be hired as the agency. Jeff Lander is the head of the company and would be the best person to contact directly at Jefflander@landerpr.com. Reputable PR companies cost between £5000-10000 a month and a quote will be needed by Lander PR LTD. Lander PR also "have a great relationship with all mainstream radio" and will also be used as Radio PR.

Radio

The key radio stations within the UK that will targeted with the campaign shall be: Radio 1, Radio 2, 6Music, Radio X, Virgin and Amazing Radio. Smaller radio stations will be identified in more specified in further detail later on in the campaign. Radio 1, 6Music and Radio 2 will be top priorities for this album within the UK. Radio 1 and 6Music are the main priorities in lieu with the target audience. We need to ensure that both feel that they have first priority on Arlo Parks and both shall be offered exclusive first plays of a single, a live sessions, an interview and Radio 1 will get an announcement of a tour. Parks will also be hosting a show on each

radio station at some point during the campaign. In the US, it is integral that we try and make KEXP feel like they are the main priority. We will offer them one single exclusive, interviews and a live session. In Australia, Triple J will be the main priority and will be offered the final single exclusive, a live session (including Like A Version) and an interview.

Print + Online + Digital

The key publications that will support Parks online within the UK are NME, DIY, Music Week, Consequence of Sound, Rockfeedback. The key printed publications that we will utilise are a feature and photoshoot for The Guardian, Vogue, Elle, Harper Bazaar, GQ, Rolling Stone and Cosmopolitan.

Designer + Distributors

After Dark Media shall be the primary designers used for the entirety of the campaign. They can be contacted on nigel@afterdarkmedia.net. The main distributor used shall be NOVA Sales and Distribution.

Videographer + Photographer

The album shall feature a string of photoshoots that are shot by Paul Thomas Anderson and the music video shall be shot by world famous director Jake Schreier.

Booking Agent

NOVA Music will be used as the UK booking agent.²

Project Schedule

It is also important to note that marketing schedules fluctuate frequently and are prone to changes. The following dates are merely suggestions and a ballpark range in which actions should be completed.

Year 1 - Album Release

Month 1-3 (Jan – March 2022)

- Arlo Parks will head into the studios (Abbey Road) for between 1-2 months (January) to record the new LP. Typically, recording is split up into: bed tracks, vocals, backing and overdubs, other instruments, mixing and masters. The process can vary and so it is important to give her sufficient enough time to record the album.
- During the third month the first initial designs for the album artwork will begin to be created. Initial drafts shall be sent for approval and finalised by the end of the second month.

Month 4-6 (April – June 2022)

- The final mixing and mastering of the album will aim to be finished during May 2022.
- Once it is finished the first single will be sent to streaming partners and distributors.

² <https://www.novamusic.co.uk/>

- The aim will be for Parks to release the first single during June 2022
- The social media strategy will begin during this period. Posts that build up anticipation and tension will be posted periodically throughout this period. For example, a post that features an entire black background with the 'number 2' on it. The social media campaign shall continue throughout this period including the release of the album artwork.
- The merchandise for the album release and tour next year should also start to be designed during April 2020. These should be finalised and sent off for printing by June 2022.
- Playlist pitching will begin.
- Parks will begin her promotion process in the latter month with interviews beginning on Radio 1. This will be the first exclusive listen of the first single of the album.
- Physical (Outdoor) promotion will begin.

Month 7-9 (July – Sept 2022)

- The album will aim to be released during this period (**Friday Sept 16th Release Date**).
- Listening parties will be held in record stores up and down the country on Thursday 15th September.
- Parks will continue her promotional tour during this period with the second single being released 2 weeks after the first with an exclusive play on Lauren Laverne's Breakfast Show on 6Music.
- The music video for the first single shall be released during this period via NME magazine online.
- The third single shall be released during the first week of August 2022. This will be an exclusive with Triple J in Australia and will include an interview with Arlo Parks.
- The final single shall be released at the end of August 2022. This will be an exclusive with KEXP in the US (Cheryl Waters).

Month 10 – 12 (October – December 2022)

- Parks' promotion will step up with features in So Young Magazine, Dork Magazine, interviews on Radio 2, AMA on Reddit
- Promotional posters of her UK tour dates will be released in October. Tickets for her Feb 2023 tour shall begin to be sold.

Year 2 – Touring

Month 1-3 (Jan – March 2023)

- The UK tour shall commence. This shall be in conjunction with continued promotion by Parks with a radio show being hosted on Radio 1. Parks will also begin her live TV appearances on Jonathan Ross, Graham Norton and Jools Holland.
- The UK tour shall commence during Feb 2020. This will see Arlo performing in arenas around the UK such as:
 - o Motorpoint Nottingham
 - o Motorpoint Cardiff
 - o SSE Wembley
 - o Manchester Arena
- This tour shall take 2 months to complete and will fill Arlo's schedule until April 2023.

Month 4-6 (April – June 2023)

- Parks will finish her tour late April 2023.
- In May 2023 she will begin her UK festival slots.

Month 7-9 (July – September 2023)

- Parks will continue playing her UK festival slots until the end of the season in September 2023.

Month 10 – 12 (October – December 2023)

- Parks will begin her Australian tour in late October 2023
- Promotion for this tour shall commence with interviews on Triple J, features in Rolling Stone Australia and The Music.
- The tour will see Parks perform at
 - o Brisbane Entertainment Centre
 - o Sydney Qudos Bank Arena
 - o Melbourne Rod Laver Arena
 - o Perth RAC Arena
- The tour will coincide with the Australian festival season including Splendour In The Grass, Wildlands and Lost Paradise.

Year 3

Month 1-3 (Jan – March 2023)

- Production on the Special Edition version of Parks' second album will begin.
- Parks' will begin writing her handwritten poems to be put in as 'Golden Ticket' in deluxe album.
- Artists such as Phoebe Bridgers, Giggs, Nile Rodgers, Sufjan Stevens will feature on each respective track written in their musical style. These will be mixed and mastered during this period and finished by the end of March 2024.

Month 4-6 (April – June 2023)

- Promotion for Parks' US tour begins. This will include features in Rolling Stone, interviews with KEXP etc..
- Parks will embark on a huge US tour, hitting cities such as Boston, NY, Chicago, Philadelphia, Atlanta, Houston, California etc..
- Artwork for the special edition album to be completed by end of May.
- The final deadline for finished deluxe version in June 2024.
- Social media content will begin teasing the release of the deluxe version of the LP.
- Wavelength prints will begin production.

Months 7-9 (July – September 2024)

- Deluxe album to be sent to all streaming services beginning of August.
- Parks to finish the touring segment of the campaign with a string of UK festival dates.
- Deluxe Album is released on **September 19th**.
- This will be premiered on Twitch with a livestream performance.

Months 10-12 (October – December 2024)

- Special edition wavelength to be released
- Parks to play a string of special edition Art Gallery Tour Dates in prominent cities around the UK

Budget

As with the schedule the budget is likely to change dependent on how well the campaign is received. An alternative might be to “You also use ROI to determine the appropriate total budget for your marketing efforts.”³ However, for the sake of the campaign it is important lay out some base level costs that will definitely be involved.

1. Social Media Ads – £4500 (Marketing Mo, 2019)
2. Tour Costs - £70,000⁴ (Royalty Exchange, 2018)
3. Video Content - £4500 per video (x4) = £14,000 (Cameraguys, 2020)
4. Physical - £5000 (CDBaby, 2021)
5. Recording Costs - £180,000 (12 tracks x £14,925) (TrueTravel, 2021)

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