MARINA HOVIAN

IT JUST HAPPENED

PURPLE RAIN CREATIVE

KARL GORDON | 1906316 | CREATIVE MUSIC MANAGEMENT | HARRY LECKSTEIN

SUMMARY

The portfolio showcases Marina Hovian, and her single 'It Just Happened', due to be released on 22 January 2021. In addition to the single there is the accompanying remix, artwork, iconography, promotional video and electronic press kit of all relevant media assets. The portfolio also includes the strategic promotion of the release through a bespoke marketing plan. These activities are overseen by an operating budget.

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INTRODUCTION

MARINA HOVIAN

Marina Hovian is a twenty-two-year-old singer from London. She has been releasing music with the collective W.LDN.SOUNDSYSTEM for two years as a lead vocalist. Although Marina is still relatively young, she has been recording and writing songs from the age of fifteen and is an artist who knows her sound and the direction she would like to take her career in. Her influences stem from the likes of Beyonce and Mabel. Marina's sound is urban pop.

W.LDN.SOUNDSYSTEM

W.LDN.SOUNDSYSTEM is a label and a collective founded by Karl Gordon in 2018. The ethos of the label is to discover young up and coming raw talent and give them an opportunity to work with some of the best creatives in the business. Encouraging individuality, developing a unique style and sound is the labels mantra.

PURPLE RAIN CREATIVE

Purple Rain Creative have designed and overseen the creation and release of 'It Just Happened' in conjunction with Marina Hovian, Teejay from Z Management (Marina's management) and her label W.LDN.SOUNDSYSTEM.

AIM

The aim of the campaign is:

1. To develop an original artist campaign for Marina Hovian, including the recording, of an original single for digital release.
2. To plan and execute the promotion of the single 'It Just Happened'.
3. To release the single digitally worldwide on all streaming platforms.
4. To analyse the performance of the campaign.

TEAM

The Purple Rain Creative team is made up of four members with the following roles Karl Gordon - Creative Director, Sharon Manganaro - PR & Marketing Director, Thando Zulu - Finance Director, Rohan Kumar - PR & Marketing Director. The team have worked alongside Marina Hovian, Z Management and W.LDN.SOUNDSYSTEM.

TIMELINE

The timeline overview can be found below. The detailed steps for each can be found in the detailed timeline at Appendix 1.

	NOVEMBER	DECEMBER	JANUARY
Track selection for single			
Write and record single			
Mix and master single			
Remix single			
Shoot video			
Photoshoot for press, socials & single artwork			
Select artwork for single			
Create a logo			
Create PR assets, bio, EPK, press release			
Create a marketing strategy			
Create a social calendar for Marina			
Pre-release campaign			
Release single			
Post-release campaign			

CREATION OF ASSETS

THE SINGLE

This single is the second solo release from Marina. Her sound can be described as a melting pot that is steeped in a London fusion of many sounds including, pop, hip hop, RnB, reggae and soul. The current single continues in a similar style as her first solo release 'One More Time' which is a slice of reggae infused pop, a sound that sets her apart from the current crop of young female vocalists in today's charts and the perfect follow up to her debut.

Marina has featured on previous collaborations as part of W.LDN.SOUNDSYSTEM and more recently has collaborated on a single release 'California Water' with pop act Allegro, featuring Robbie Jay.

'It Just Happened' is written by Marina and Josh Thompson AKA JT Bangs, who have previously written together. The song was written in just one day at JT's North London studio where he has honed his skills as a 'talented topliner and melody writer with a particular penchant for writing strong choruses and creating quirky left of centre beats' (Z Management - Producer/Artist/Writer Management - Joshua Thompson, 2010). He has also co-written songs with other successful pop acts, including Rita Ora, Eliza Dolittle, Rudimental and Anne-Marie.

The vocals were recorded by JT Bangs and Karl Gordon. The single was mixed and mastered by Karl Gordon at the W.LDN.SOUNDSYSTEM studio.

Name: It Just Happened

Artist(s): MARINA HOVIAN

Format (single/ep/album): Single

Length: 3:37 minutes

Release Date: January 29th, 2021

Label: W.LDN. SOUNDSYSTEM via DITTO

Master Ownership: W.LDN.SOUNDSYSTEM

Publishing Splits: 70% Josh Thompson 30% Marina Hovian

Producer(s): Josh 'JT' Thompson

Songwriter(s): Marina Hovian & Josh 'JT' Thompson

Recording Engineer: Josh Thompson, Karl Gordon

Mixing: Karl 'KGee' Gordon

Mastering: Karl 'KGee' Gordon

Artwork: Kuki London+

BPM: 160bm

Key: C Major

Lyrical Themes: Relationships, love, sex, heartbreak, cheating

Genre #1: Pop/RnB/Reggae

Instagram: https://www.instagram.com/marinahovian/?hl=en [3977x followers]

Facebook: https://www.facebook.com/marinahovianmusic/ [1166x likes]

Spotify: https://open.spotify.com/artist/3AcjeqaHb7fZN3GN3JTfF

[9,757monthly listeners |47 followers]

Remix: https://soundcloud.com/karl-gordon-2/sets/marina-hovian-it-just-happened/s-BCDrL1AsxFp

Video: https://youtu.be/blaG7CSSeOE

EPK: https://spark.adobe.com/page/GuseRSBiutovK/

R E M I X

The remix was created by Karl Gordon and has a contemporary hip hop sound, designed to appeal to the young club goers who like a more urban feel. The remix also features the London based recording artist ScoobE. ScoobE is a young rapper from Holland, who is of the Drake and Future school of rap. He has collaborated with Marina previously on other W.LDN.SOUNDSYSTEM tracks.

The remix can be listened to here.

V I D E O

The video process started from a mood board created by Marina, and consisted of neon lights and dark purple imagery. The director used ideas inspired by the mood board "to create a powerful silhouette for Marina to perform against showing the moody mystery of that just happened moment" (Kuki London Ltd, 2020).

The director's vision involved building a bespoke set on site at Kuki film studios, 'using a mixture of projections and insulated wool to create an out of this world realm that would invoke an in-head, dreamlike thought' (Kuki London Ltd, 2020), see Appendix 4 and 5 for scene sets.

The final cut of the video is very stylish. The opening scene sets the tone for the first verse with lightning flashes and rain while Marina dances seductively in silhouette form with flashes of neon purple in the background. The next scene is softened up with brighter lighting as we see Marina performing the bridge and chorus in what can only be described as a heavenly dreamlike setting in the clouds.

The Mood Board

Kuki Films also assisted with styling the artist who wanted to look cool and sexy but not overtly sexual. Based on the mood board and further meetings Kuki Films presented the team with styling options as per Appendix 3 and 4.

On the shoot day, Kuki's photographer captured shots throughout filming and in between scenes. By the end of the day enough video footage and photographs were captured for the promotional and marketing assets. The Kuki films entire creative bundle included the final cut of the music video, music video trailers, single artwork, GIFs and press shots.

The video can be viewed here.

L O G O

The logo was elicited by Purple Rain Creative by consulting the artist in a series of interviews. The process started with a mood board (see Appendix 7) and then a few options were created by a graphic designer for presentation and consideration by the artist. The artist opted for a simple, easy to read signature in a neon style, in line with the mood board for the video. This design can be used in branding future projects and merchandising. The final logo is presented below.

A R T W O R K

As mentioned above, Kuki Films produced all artwork in line with the vision of the artist and Purple Rain Creatives. Kuki Films provided three options, but once the video was edited and finalised, the darker images were turned down in favour of the softer looking dream-like image. Option 3 is the artist's choice and is a still taken from the music video shoot.

Option 1

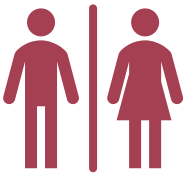
Option 2

Option 3

MARKETING AND PR

The single is a song about a young woman's infidelity and regret for hurting the one she loves. The song is written by Marina as a twenty-two-year-old female living in London and is based on a real-life experience. This song is likely to resonate with young people, particularly women, due to the perspective of the song.

Target demographic



Female and male listeners

Largely UK, USA & Brazil

Aged between 13 - 35

Spotify analytics and social media demographics have indicated the typical fan of Marina is aged between 13 - 35, both male and female consumers listen to her music, but with a heavier female leaning. The top 3 countries are the UK, USA & Brazil.

These consumers will be targeted through the following channels: blog posts, Instagram, newspapers and magazines. Social media, including YouTube, and curated playlists are the most popular ways to discover new music and blogs are popular amongst music lovers who want to explore the latest trends and find undiscovered talent (11 Music Blogs You Should Follow in 2019 - Musicians Institute Hollywood, 2021). These are relevant channels for Marina as she is still relatively unknown. In addition, blogs can provide essential PR at no extra cost to the artist or label (11 Music Blogs You Should Follow in 2019 - Musicians Institute Hollywood, 2019). Therefore, social media, YouTube, blogs, newspapers and magazines are cost effective methods of attempting to gain publicity at this early stage of the artist's career when funding is limited. Radio plugging and tv advertising is not an option currently due to a lack of budget.

ELECTRONIC PRESS KIT

An electronic press kit has been developed by the team and consists of photographs, a short bio, music links, music video and an official Press Release. 'The EPK is a digital resume that will offer Marina's target audience a 360 view of what she is all about' (Awbi, 2019). It has been designed using Adobe Spark software and is easy to navigate, professional and mobile friendly.

The electronic press kit can be found here. The written press release can be found on page 11 of this document.

SOCIAL MEDIA

We have developed a social media release calendar using a social handbook developed by the clients music distributor Ditto Music. The handbook is a template of actions for Marina to execute in order to gain maximum fan engagement whilst promoting the single. Social media will enable Marina to connect with her followers, improve awareness of her brand, influence

consumer's attitudes, receive feedback, help to improve current products and increase sales of merchandise and streams (Dwivedi, 2020). The social calendar will run two weeks prior to release and two weeks post release, which covers the dates from 11 January 2021 to 12 February 2021. The artist social calendar can be found on Appendix 8.

BLOGS, NEWSPAPERS & MAGAZINES

The EPK will be shared with the list of journalists and pop bloggers that have been curated below. The list of journalists is based on prior positive articles written about the Producer's previous work and it is hoped that this connection may positively influence the likelihood of engagement. The list of blogs is based well-known and respected blogs in the pop industry.

List of journalists to contact

Elizabeth Aubrey - The Independent
Neil McCormick - The Telegraph
Lewis Corner - Digital Spy
Thomas H. Green - The Arts Desk
Nick Levine - Time Out
MichelVMusic - Bit of Pop Music
Jonathon Wright - God is in The TV
Nacho - Vibes of Silence
Martin Townsend - The Express
Nick Levine - Gay Times
Pip Ellwood - Hughes Entertainment
Focus
Byaregal -Celeb Mix
Bradley Stern - Muumuse
Mike Wass - Idolator
Alex The Pensmith - Blog
Cerys Kenneally - The Line of Besfit

List of pop blogs to contact

Pop Justice
Idolator
Santa Rosa records
Pop Crush
Essentially Pop
Mummuse
Talk About Pop Music
Atwood Magazine
Pop On and On
Earmilk
A Bit of Pop Music
The Owl Mag
This Must be Pop

PRESS RELEASE

OFFICIAL RELEASE DATE: 22nd January 2021

Marina Hovian recently featured on a collaboration with Allegro and Robbie Jay called 'California water' described in Hertz Magazine as "the definition of pop music done right." 'California Water' is the perfect gateway to Marina's official solo release 'It Just Happened' released on W.LDN.SOUNDSYSTEM, an independent label set up by long time All Saints collaborator Karl 'KGee' Gordon.

The past year has seen Marina busy releasing songs as one of the main vocalists with the collective W.LDN.SOUNDSYSTEM performing live at Laylow Ladbroke Grove and on Westside radio doing an acoustic set alongside Dutch Irish rapper ScoobE.

Inspired by the RnB vocal skills of Beyonce and the pop sensibilities of Mabel, Marina takes inspiration from both and mixes them with her unique London flow over a reggae-influenced beat to produce a perfect piece of UK Urban pop. The new single is a twisted tale of love, infidelity and regret, co-written by JT Bangs who has also penned hits for Rita Ora and Eliza Dolittle.

'It Just Happened' by Marina Hovian will be available on all platforms from January 22nd 2021 followed by the KGee W.LDN.SOUNDSYSTEM REFIX Ft ScoobE released January 29th 2021. For further information, follow Marina on Spotify and social media.

Contact details
Instagram: https://www.instagram.com/marinahovian/?hl=en
Facebook: https://www.facebook.com/marinahovianmusic/
Spotify: https://open.spotify.com/artist/3AcjeqaHb7fZN3GN3JTfF
Management: teejay@zman.co.uk

FINANCES

BUDGET

November to January 2020

Item	Details	Amount (£)	Total
Income			
Streaming	Streaming on all platforms	-	
Total Income			-
Expenses			
Recording	Mix/Master Fund	-	
Marketing	Photoshoot	(£500)	
Marketing	Graphic Design	(£20)	
Marketing	Promotional Video Shoots	(£1,000)	
Marketing	Digital Ads Facebook/Instagram Ads	(£50)	
Marketing	Submit Hub	(£30)	
Total expenses			(£1,600)
Net profit / (loss)			**(£1,600)**

INCOME

Income is expected to be recouped after the song is released largely through streaming and somewhat from merchandise, later down the line. It is estimated that the number of streams needed to achieve £1,600 is approximately 500,000 streams on Spotify alone (this does not consider rates across the various platforms like Apple Music, YouTube and Deezer). It is difficult to estimate an accurate timeline on when the number of streams will be achieved, but expect, with further singles released in this year, it may be achieved by the year end. Due to the pandemic, plans for additional revenue through live shows are not yet possible. Marina plans to sell merchandise in the way of T-shirts in the future. It will be important to source the product at the right price and ensure an adequate mark-up to ensure a profit can be made.

EXPENSES

Expenses are above the budgeted £500 due to the promotional video and photoshoot. This is seen as a worthy investment by the artist and management as the expense is expected to produce benefits beyond this release, including brand awareness, and the use of photos, logos and various assets for future releases. The additional funds have been provided by the artist and manager each contributing 50%.

APPENDICES

APPENDIX 1:DETAILED RELEASE TIMELINE:

December 30th: Deadline to Deliver Final Master, Artwork (.JPG and .PSD), Legal (Releases and Split Sheet), Lyrics, Credits & Promotional Content

- Submit to Distributor
- Submit to Musixmatch, AllMusic and Discogs
- Draft press release and get artist approval
- Register for Copyright and PROs
- Create IG Square+Story Teasers & "Out Now" Videos
- Create Pre-Save Link
- Create GIPHY for Release

January 15th, 2021: "It Just Happened" Announcement Date

- Social Media (using the teasers)
- Swap Banners with "Available X" Artwork
- Pre-Save Link (digital ads to push link to fans, if available)
- Submit for Editorial Review on Spotify (before this date)

January 22nd, 2021: "It Just Happened" Release Date [SINGLE]

- Live on Soundcloud, Genius and YouTube
- Premiere Partner? Pitch to Press. Get publicists working single.
- Playlist Pitching (Direct to DSPs and Indies) -- soundplate, submithub, the power of smaller playlists article etc
- Social Media Posts (Pin to Top & Update all Primary Listing/Bios & IG Highlights)
- Swap Banners with "Available Now" Artwork
- Update Artist Website
- Update Artist Pick and Canvas on Spotify
- Send Mailing List / Newsletter
- Pitch to Radio and Club DJs
- Pitch for Licensing/Sync Deals (SYNCR)
- Pitch for In-Store Retail Placements
- Pitch to Industry Contacts (major labels, publishers, agents, promoters, etc)
- Digital ads (Instagram Ads)
- ToneDen contest to get more followers / create incentives?
- Brand/Charitable Partnerships?
- Streaming Promotion Campaign?
- Influencer Support/Campaign or Co-signs to share release?

APPENDIX 2: VIDEO RUNNING ORDER

RUNNING ORDER

MARINA HOVIAN X KUKI LONDON "JUST HAPPENED"

THINK ABOUT THE THUMBNAIL!!!!!

HAIR 8AM – 9AM
MARINA & CAROLINE

76A Round Hills
Waltham Abbey
EN9 1UU

TRAVEL TO DALSTON 9AM – 10AM
MARINA & CAROLINE

Kuki London Ltd.
Unit 6B, Stamford Works, Gillett Square, Dalston, London N16 8JH

MAKE UP 10AM – 11:30AM
MARINA & MEGHAN

HALLWAY

HAIR 11:30AM – 12PM
MARINA, MEGHAN & CAROLINE

HALLWAY

1ST SCENE SHOOT (POSS .GIF SHOOT)12PM – 1PM
EDEN, NICO, MARK, MARINA & MEGHAN (START TIMELAPSE)

STUDIO

MAKE UP AND HAIR CHANGE 1PM -2PM
MEGHAN & MARINA (EDEN, NICO & MARC POSS BREAK)

SHRINE

2ND SCENE SHOOT (.GIF SHOOT) 2PM – 3PM
EDEN, NICO, MARK, MARINA & MEGHAN

STUDIO

PHOTOSHOOT KUKI CLOTHES + SHOOT CLOTHES!
WRAP

STUDIO

PREFER HIGH CAMERA ANGLES

PARKING (CAR PARK)

Gillett Street	N16 8JH	£1.80 per hour, 3 hour max stay

空気

APPENDIX 3: KUKI FILMS SUGGESTED STYLING OPTIONS

STYLING OPTIONS - SCENE 1

https://www.prettylittlething.com/white-soft-borg-wide-leg-pocket-detail-joggers.html

https://www.prettylittlething.com/white-corset-woven-blazer.html

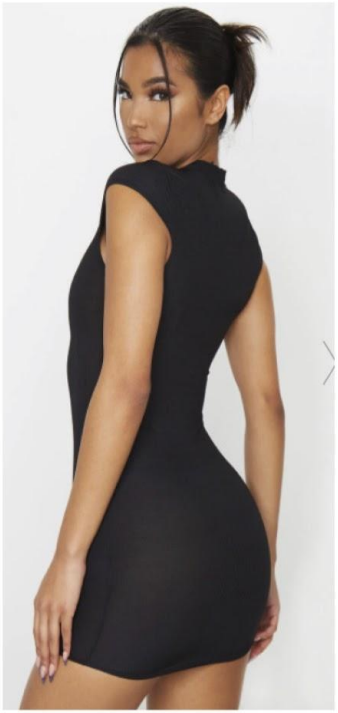
https://www.prettylittlething.com/white-woven-high-waist-satin-tie-detail-flared-trousers.html

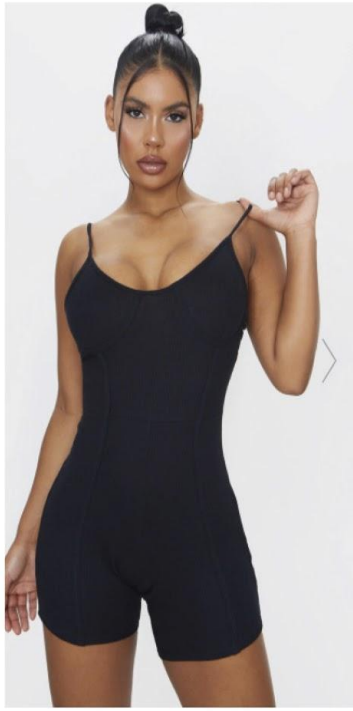
https://www.prettylittlething.com/white-chiffon-frill-cuff-shirt.html

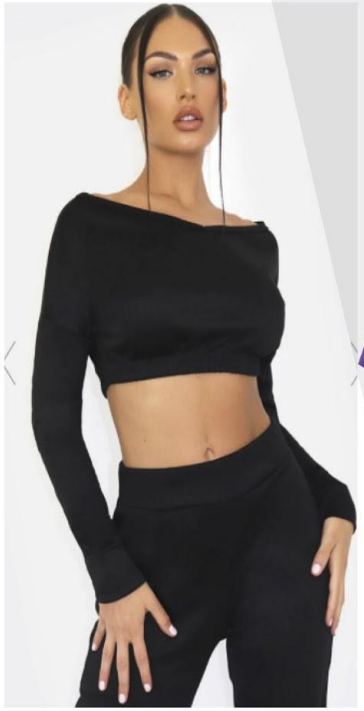
https://www.prettylittlething.com/white-oversized-sweat-jumper-dress.html

APPENDIX 4: KUKI FILMS SUGGESTED STYLING OPTIONS

STYLING OPTIONS - SCENE 2







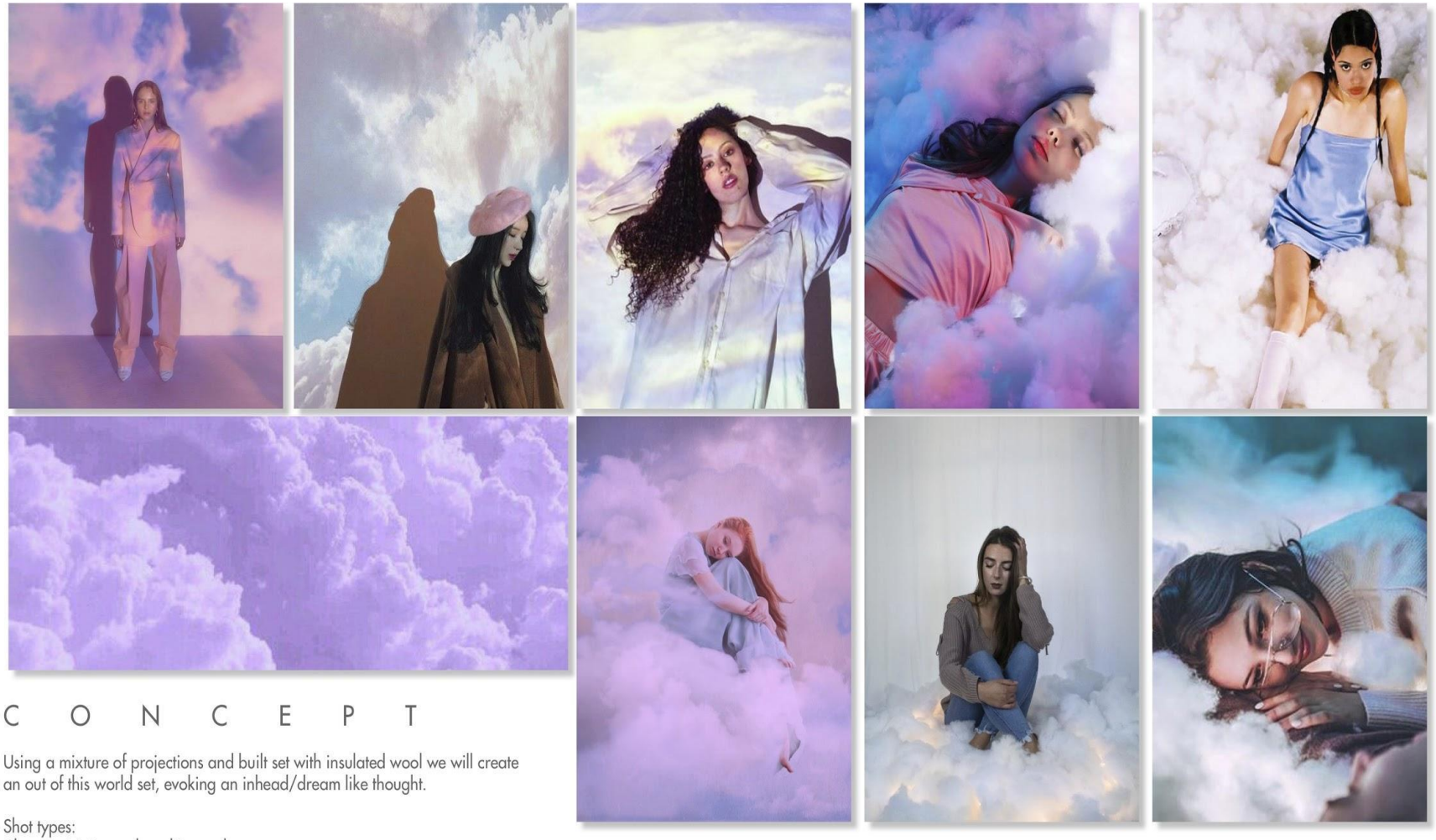
https://www.prettylittlething.com/basic-black-extreme-plunge-strappy-bodycon-dress.html

https://www.prettylittlething.com/black-cotton-waffle-cup-detail-unitard.html

https://www.prettylittlething.com/black-off-the-shoulder-crop-sweater-jogger-set.html

APPENDIX 5: KUKI FILMS SUGGESTED SCENE SETS

LOOK + FEEL SCENE 1



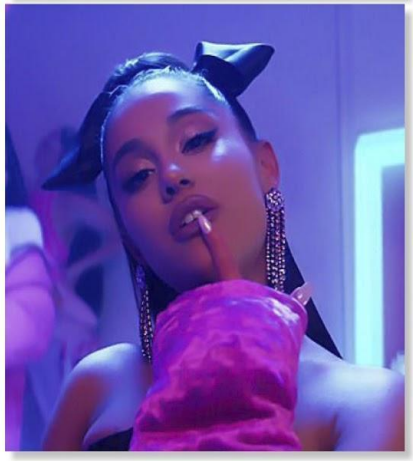
CONCEPT

Using a mixture of projections and built set with insulated wool we will create an out of this world set, evoking an inhead/dream like thought.

Shot types:
Close portriats enveloped in wool
Top view shots
Mix of standing/sitting and lying

APPENDIX 6: KUKI FILMS SUGGESTED SCENE SETS

LOOK + FEEL SCENE 2



CONCEPT

We will use a purple light to create powerful silhouette for Marian to perform against showing the moody mystery of the just happened moment. We will then use a mix of asteria tubes and purple backdrop for some simple elegant performance to camera shots.

Shot types:
Silhouette movements
Tripod shots
Gimble shots

APPENDIX 7: PURPLE RAIN CREATIVE LOGO MOOD BOARD

APPENDIX 8: 11TH JAN - 12TH FEB - SOCIAL MEDIA SCHEDULE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
11	12	13	14	15	16	17
Start campaign	Freestyle post *Marina posts content of choice	Freestyle post	Freestyle post	ARTWORK UNVEIL Post the artwork Let everyone know when the single is dropping! Use a smart link in bio for pre-save.	Freestyle post	PRESS SHOT Post a simple press shot. Give the audience some content to interact with outside of the music
18	19	20	21	22	23	24
POST A TEASER SNIPPET Post a snippet of the remix on your story, reminding everyone to pre-save with the link in bio.	AMA Post a selfie on your story, telling your fans you'll be doing an 'Ask Me Anything' tonight on your story. Once you've posted the Ask Me Anything, reply to every question with a short video reply. Your fans will appreciate it!	Freestyle post	GO IG LIVE Go live with your fans, hosting a listening party of songs you have released or are working on. Fans will love it!	HAPPY RELEASE DAY Post a snippet of the new single letting everyone know it is out now via Spotify/Apple Music etc. Make Sure you guide people to the smart link in bio, so that people can find your music on their preferred platform.	CHECK YOUR MESSAGES Check your messages to see if anyone has shared your music in their feed/stories. Be sure to post anything onto your own story, the fans will love to see themselves on yours.	Freestyle post
25	26	27	28	29	30	31
PLAYLISTING Direct your fans to any playlists you may have been added to on Spotify/Apple Music. Post an image if you've been featured on the playlist artwork. Its important to promote the	Freestyle post	VIDEO RESPONSE Take a short video thanking your fans for their interest and support so far! Direct them to the link in bio to listen to the new single. Keep up the replies; fans love comments/interacti	THROWBACK THURSDAY Post a throwback to any studio sessions and thank everyone involved for their hard work. Behind the scenes content is a great way to get your engagement rate up.	Freestyle post	SPOTIFY CROSSOVER Use a Spotify crossover photo to promote your release. This consists of a press shot/release artwork and the Spotify logo. Make sure the link in bio	CREATE A PLAYLIST Create a Spotify playlist that includes your own music and tracks from some of your favourite artists. Let your audience know you've just created it and send them to check it out! Keeping your

playlists you've been added to as it attaches your name to the other artists and relates you to independent curators.		on from their favourite artists!			takes people to your track!	audience engaged with content is important for building a fanbase.
1	2	3	4	5	6	7
Freestyle post	TRACK VS TRACK Post a poll on your story, asking which of your tracks they prefer: 'Just Happened' the original version or the remix. The poll gives the fans something quick and fun to participate in and helps you to gauge their opinion on your material.	POST A SNIPPET #1 Post another snippet, from another previously released song on your story, letting everyone know its available now via Spotify/Apple Music etc. Make sure to use the smartlink in bio, so that your audience can find it.	Freestyle post	GO IG LIVE Go live with your fans, hosting a live performance at home or in the studio! This is a great chance to give your fans a taste of new and old material. Use this opportunity to answer any questions your fans have about future releases, too.	GET YOUR FANS INVOLVED! Post on your story, asking your audience to film themselves listening/dancing/playing to 'Just Happened' on their own story. Make sure to repost anyone that participates and you can even post a carousel of your favourites on your feed. Your fans will love to see themselves on your platform!	CHECK YOUR MESSAGES! Check your messages for anyone who has shared your music in their feed/stories. Be sure to post anything onto your own story, the fans would love to see themselves on yours!
8	9	10	11	12	13	14
APPLE MUSIC CROSSOVER Use an Apple Music crossover to promote your release. This consists of a press shot/release artwork and the Apple Music logo.		PRESS SHOT Post a simple press shot of yourself. This takes a little break from the promotional side of things. Also gives your audience some content outside of	POST A SNIPPET #2 Post another snippet from a previous released song on your story, letting everyone know its now available via Spotify/Apple Music	CAMPAIGN ENDS Remember to keep posting regular, engaging content for your audience.	Freestyle post	Freestyle post

Make sure the link in bio takes people to your track.		the music to interact with.	etc. Make sure the smart link is in bio!			

Reference: (Ditto Music, 2020)

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Musicians Institute Hollywood. 2019. *11 Music Blogs You Should Follow In 2019 - Musicians Institute Hollywood*. [online] Available at: <https://www.mi.edu/in-the-know/11-music-blogs-follow-2019/#:~:text=Music%20blogs%20not%20only%20help,break%20into%20the%20music%20business.> [Accessed 2 January 2021].

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