

Creative Music Management - Portfolio

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Group- Yellow Mellow

Location – Tileyard Education

Module Code- BMTY7000

Lecturer – Harry Leckstein

This project includes:

The single

The artwork

The lyrics music video

The marketing strategy

Branding

Budgeting

Bibliography



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1. Introduction / Project Outline

For this assignment we were split in groups of four and was allocated a theoretical working budget of £500 to market and promote a digital release. In particular, we had to write strategies and gather marketing elements for the single release “Relax by Dami Dina”. When we assigned the roles for our team-mates I assigned myself the role of the marketing manager and contributed towards the social media management part. The majority of the time, I was a team leader and planned out the phone calls.

This portfolio displays the groups work and the marketing strategy of our 22 year-old artist Dami Dina, who is an alternate Hip Hop artist born in Nigeria and raised in London. Currently, he is an independent artist and his major influences are Childish Gambino, Chance the Rapper, Frank Ocean, Kodak Black & Rae. A quote he lives by is “Don’t Rush Things You Want to Last Forever”. The commercial single is planned for release on the 15th of January and I have attached below all the relevant artefacts and assets that are necessary for the distribution of the release.

2. Group Roles

Dami Dina – Artist

Eva Dushaj – Marketing & PR / Finance / Social Media Manager

Florian Bel – Creative Director / Finance

Guilia Fontana – Creative Director / Designer

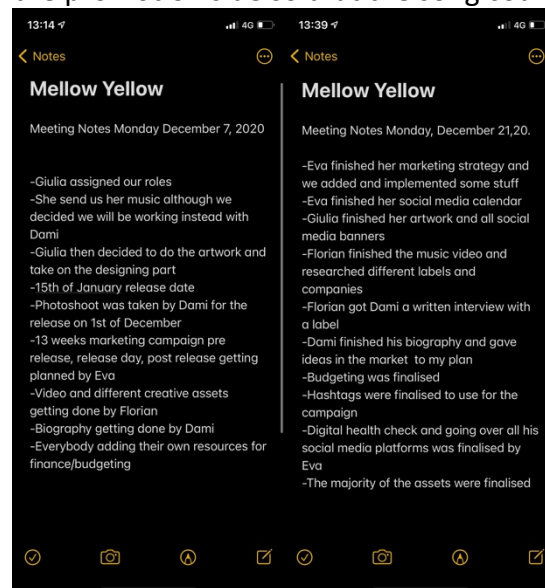
3. Group Meetings

The great impact of COVID-19 has drastically changed the way that we work and live. Offices are closed and people are asked to work from home. Coffee shops are only doing takeaways and you are unable to sit in any social place. Although there is less commuting and more family time, for some people it might be an opportunity to spend more time with their children while for student it might have an impact on their state of mind as socialising is a major part of our lives. Another downside of it, is the amount of time people are spending behind their screens which is damageable for the eyes and mind. During all this time, the travel was restricted and as we have been having on and off since March last year the physical meetings were replaced with the web-based meetings on platforms such as Google Web, Zoom, Beebop, Whatsapp, etc.

To begin with, the WhatsApp group chat was created by Giulia where we could communicate and add all of our creative ideas in there. Giulia also created a Google Drive folder so we can add our assets, notes, and keep track of each other's work. All of our video meetings were held in WhatsApp apart from the first one which was held in Beebop. The first meeting I arranged it with Harry and the rest of the team-mates so we could ask questions and anything we were unsure of. I prepared a sheet of questions and made sure that everyone was clear on what they had to do. In the second meeting our roles were assigned by Giulia where initially she was going to be our artist, however after realising that her music is not something we can easily work with, we decided to work with Dami.

Below there are two figures attached that show the meeting minutes held in WhatsApp video call where we got our roles assigned and decided our artist. All of the decisions were made within the group and after setting the release date for the single we decided that we will release the remix two weeks after which is the 29th of January. I started working on the marketing campaign and social media calendar so the artist could start preparing himself on what he has to do pre-release of the track. Meanwhile, Giulia was also gathering all of the information to build the EPK (Electronic Press Kit).

In the other picture attached below, most of the work was finalised and we were just doing the touching up to make sure that everything was perfect. We then shifted our work to the PR, marketing and the promotion side so that the song could reach the objectives.



4. Content creating / Video and artwork

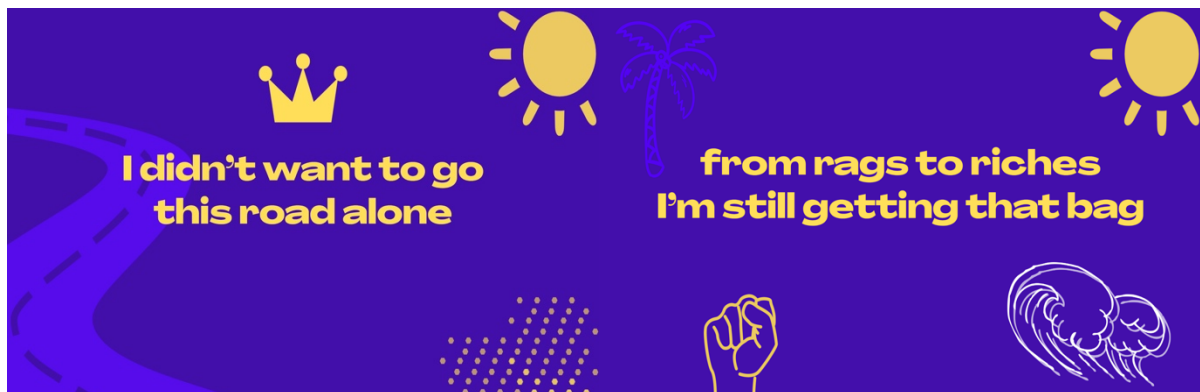
-Recording, mixing & mastering of the single

The song was originally written by the artist Dami Dina before the assignment and when he read the brief, he thought that he should record this one for the project. It was recorded at his own house during December's month and he kept on sending us stems and files to ask for our opinion and feedback. With this release, Dami hopes to inspire others to be themselves and to cast out stupid notions of how to be successful and how success is based on material things. In the rap genre in the music industry, success with attire, possessions and status has been normalised a lot therefore Dami is looking for the gap in the industry to change this stigma. His moto is that success will come to those who are authentic and work hard. The track was then mixed by Curty McDermitt, produced by Jefe Salomon and remixed by Nate Fox. Nate Fox is a Grammy Winner producer who has worked with big artists such as Chance the Rapper, etc. We trusted our artist and although we gave our own perspective on the track, we let him have the final say on it.

-The Video and the Artwork

After the product was ready, we planned on shooting a music video however Dami, developed some symptoms and due to the restrictions and the uncertainty with the lockdowns we decided not to meet. We implemented instead and Flo did an outstanding work with the lyrics video. My initial idea was to shoot one long performance without cuts of Dami walking around Tileyard's location. This then had to be edited in different ways and with different colours that we had decided for his brand. Things did not go to plan however we were quite happy with the final work. Dami also managed to book a photo shoot and get some professional pictures taken for this release. He planned his own outfits which of course suited the branding. The final artwork for the single was created by Giulia which we had to go back and forth until we decided for the right one. (See top of the first page for the artwork). Below I have attached some screenshots from the lyric music video as well as the main picture from his photoshoot which he is currently using a profile picture for his social media campaign.





Social Media banners created by Giulia



Final logo created by Giulia

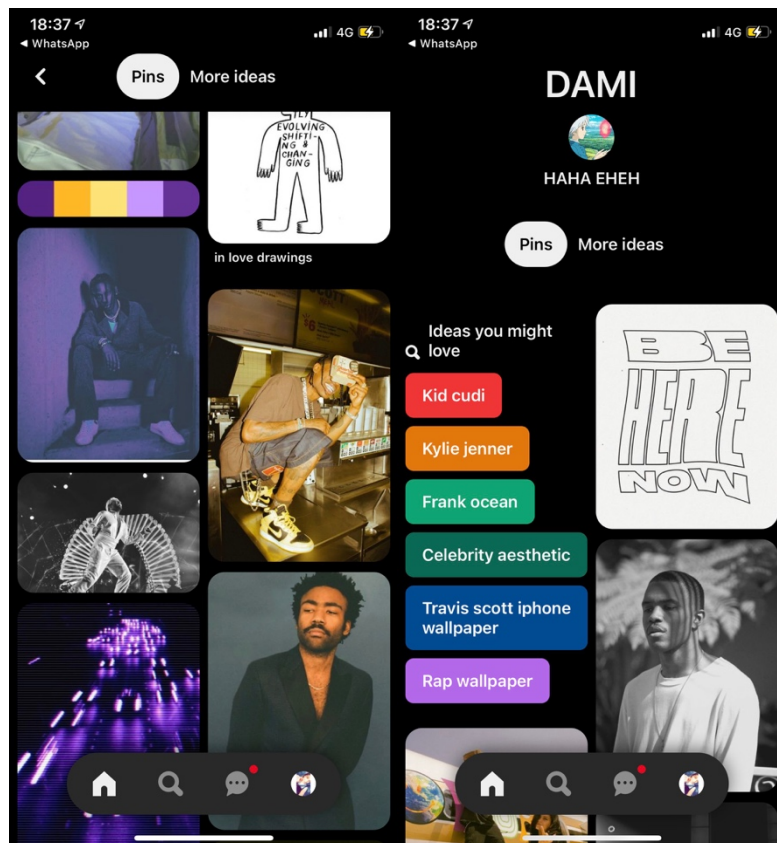


Website was created by Florian where the song, the remix and the written interview can be found:

<https://jmni.co.uk/relax/>

5. Branding & Target audience

Alongside each other we decided that the colours that fit his branding were dark purple and yellow. Giulia also created a mood-board on Pinterest where these colours turned out to be immaculate).



Target audience:

To make sure that I understand Dami's target audience I asked him if we could have a look at his social media analytics and he was happy for the team to do so. After analysing his analytics, we came to the realisation that his target audience is:

- Adults with an age range of 16-28
- Gender is split between 80% male and 20% female
- Countries that the artist is currently listened to are mainly UK and USA
- Similar artists that his audience would listen to are Rae, Chance the Rapper, Kodak Black etc.
- Consumers looking for new and different music with an organic sound with positive lyrics and inspirational compositions.

Our main aim with this release as the artist would describe it is to water the drought of uplifting rap. He is careful and sceptic about his branding and knows that it is very important to maintain a good reputation on this industry. He is inspired by artists who sound unique and that have developed their own sound and style instead of copying others. He likes artists who are charismatic and display a correct portrayal of themselves.

Florian managed to get this written interview for an article from his friend Ricki-Lee Abrams who is a digital journalism student at Goldsmiths. He was also asked some questions about the start of the career which gives the impressions that Dami knows the industry, his fans and his place in the market. He always had a passion for listening and creating music and since 14 he took it seriously and until now, he has just tried to perfection his craft and maximise his potential. Music helps him understand his feelings although he is a self-proclaimed perfectionist. He constantly asks people around him for feedback since he finds it hard to know when his new project is perfect and has reached the optimal point. He believes that there is a gap in the market for fresh and inspiring music and he feels like he wants to only make the music that re-kindles his love for listening to. He was also asked about his collaborations where he stated that there would be a close tie between Childish Gambino and Frank Ocean as he believes it would get a huge bolster in musical intellect as well as lyricism. He wants to create memorable music that is catchy and that leaves people in awe every time they listen to.

6. Marketing Strategies, PR & Single Release.

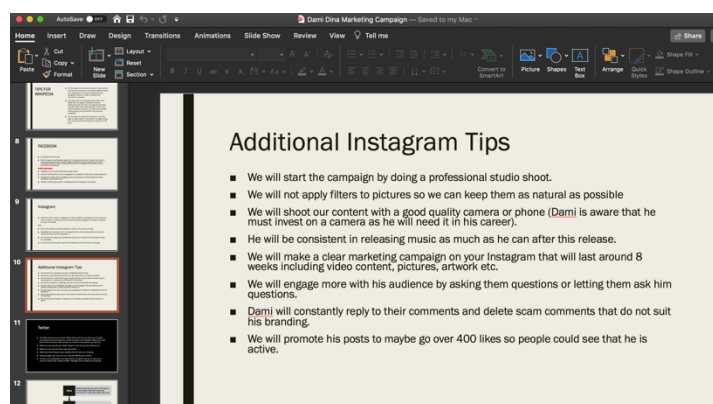
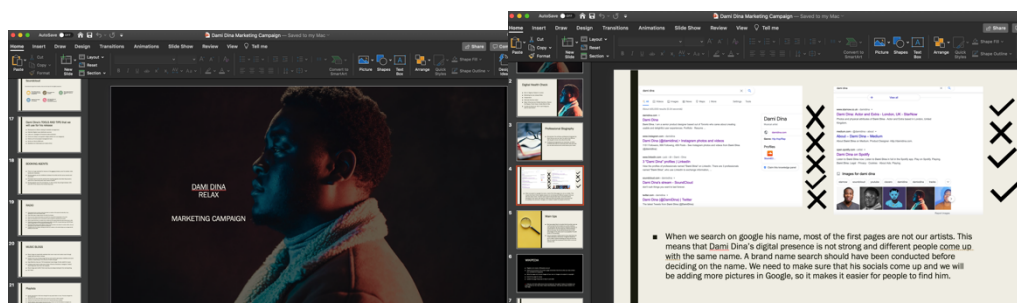
Furthermore, we had a look at different distribution companies however we decided that we will be using Ditto for this release. Ditto is a friendly-user platform who has been supporting independent artists since 2005 (Ditto Music, 2020). Ditto has great blogs and essential unsigned advice for emerging artists. They give help on how to promote your music independently, information on how the streaming services pay musicians, how to get verified on music platforms and how to pitch your song to editorial playlists. The marketing campaign plan was created by me which is a 68 pages power point presentation that starts with a digital health check which is, going over all of his social media platforms and optimising the way new fans find him.

Digital Health Check

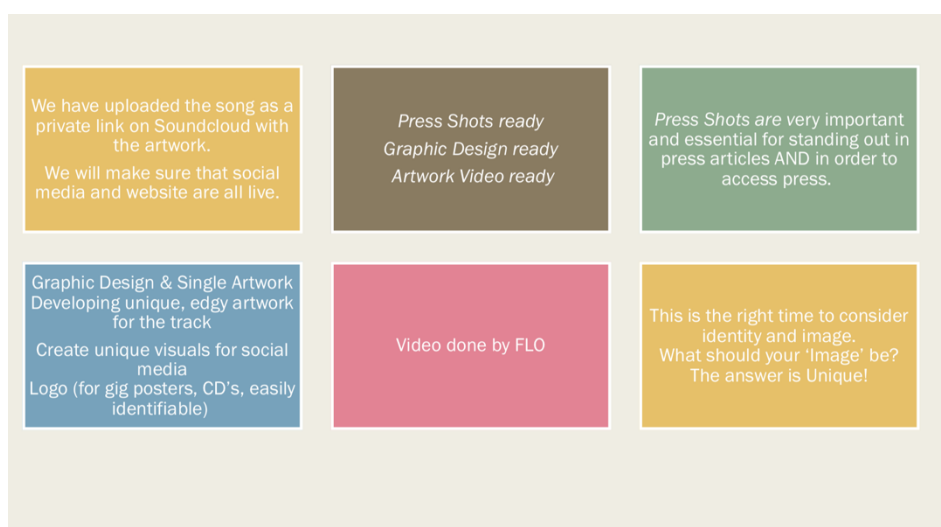
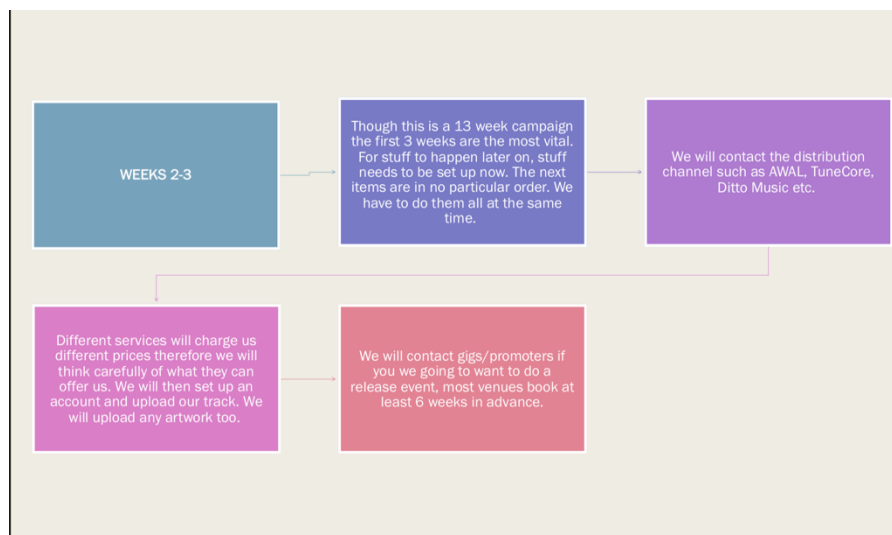
We started off with a professional biography written by Dami where I also give my constructive criticism on the marketing plan. I then carry a name google search to see what pages come up if fans type his name on google. Adding on, I give tips for a future Wikipedia page which from now he could start gather the information needed. The other platforms that I start to optimise are Facebook which we insisted him to create one, Instagram, Twitter, TikTok, YouTube, Spotify and Soundcloud which I believe are currently the biggest platforms.

Areas for Career Development

After doing my research and making it as easier as possible for fans to find his music, I give Dami some tips and tools to use for his release. Some of them are Musicspace.io which we will use a music catalogue and metadata management, Later.com which is an Instagram and Facebook posts scheduler, Canva which is an easy graphic design platform for non-designers, Notion.so which is a project management tool and loads more. I also give Dami advice about booking agents, radio, music blogs and playlists. From the industry contacts that I have gathered so far, I created spreadsheets with contacts that will be beneficial for Dami's career and that we will be reaching out to, pre and post release. (Evidence attached below).



The Marketing Strategy Timeline Evidence from the Marketing Campaign.



Evidence of lists and industry contacts that I put together.

Youtube reaction people

1. TBrandistry

tbrandistry@gmail.com

2. REN DMC

REN_dmc@hotmail.co.uk

3. MISSYANIBOO

WANT YOUR MUSIC VIDEO REACTED TO?
EMAIL BOOKINGS.MISSYANIBOO@GMAIL.COM OR DM @MISSYANIBOO FOR PRICES & INQUIRIES!

4. Bonitarel Channel

Bonitarel2014@gmail.com

5. Bjfrombruv

STAY CONNECTED:
IG: @Bjfrombruv <https://www.instagram.com/bjfrombruv/> SNAPCHAT: @Bjfrombruv
TWITTER: @Bjfrombruv <https://mobile.twitter.com/Bjfrombruv>

6. ZIAS

Follow me on Twitter/Snapchat/Instagram Twitter - <https://twitter.com/JustZik> Snapchat - <https://www.snapchat.com/add/JustZik> Instagram- <https://www.instagram.com/1zias> Follow B.Ley on IG https://www.instagram.com/all_1k

DJ Lists

DJ Bailey DJBaileyOfficial@gmail.com
djwaker@outlook.com
djhlewis.management@gmail.com
djkiewilliams@outlook.com
djliamwalker@hotmail.com
djemibookings@gmail.com
djshorybless@hotmail.co.uk
djslumz1@gmail.com
djsabre85@icloud.com
djedott.bookings@gmail.com
djashlowe8@gmail.com
mgmt@arveeofficial.com
djtiny@hotmail.co.uk
djcwabbsbookings@gmail.com
djceeb@gmail.com
djceegordon@gmail.com
djlaflareuk@gmail.com
djfirestarr@yahoo.co.uk
djfusion@hotmail.co.uk
Djharrisonball@hotmail.com
teddyrutherford@hotmail.co.uk
officialalkmy@gmail.com
officialditezney@outlook.com
official_deejaytee@hotmail.com

List of Social Media pages influencers for promotion

List of Insta

1. [Umarssoundz](#)
2. [Madeyouthink](#)
3. [Linkunty](#) (Figures)
4. [GRM](#) (Figure)
5. [Ukgossip](#) (main page)
6. [Hackney Finest](#)
7. [Youngkingstv](#)
8. [Imjustbait](#) (
9. [Thestreetblogs](#) (They also have a playlist)
10. [Ren Dmc](#)
11. [Mixtapemadness](#)
12. [European Comedy](#)
13. [Endstv](#)
14. [Itsallmad](#)
15. [Trollstation](#)
16. [Pubity](#)

17. [Imjustbrum](#)- 113k followers

Story Post £25 with swipe up link
Feed Post £45

18. [Warmz](#) -652k followers

Story Post with swipe up link £50
Normal posts
1 post- £100
3 posts- £200
6 posts - £400
12 posts - £600

PR Plan and Bloggs

Alongside the marketing strategy I also put together a PR and bloggers plan which is a one month campaign, slowly building up to bigger pieces and trying to gain momentum throughout the release. Targets include **Complex, Trench, Clash Magazine, Dummy, Notion, Noctis Magazine, London In Stereo, Noisey, Noisey Raps, RWD, GUAP** etc. Pitching to YouTube reaction channels **Denz & Renz, ProdByWalkz, The Bogeres, LeeToTheVI, No Life Shaq** etc.

Dami Dina - Relax

WEEK 1 + 2/3

Premiere - begin pitching to all relevant targets for new music posts.

Pitching to: **Redbull, Earmilk, Respect Mag, Elevator, Lyrical Lemonade, Acid Stag, Notion Magazine, Noctis Magazine, RWD Mag, Dummy, Wonderland, Highsnobiety, Hypebeast,**

Okayplayer, Viper Mag, The Line Of Best Fit, The Guardian, Feat Mag, Repeat Mag, The Metro, Nation Of Billions, Lost Culture, Guap, Fact Mag, Niji Magazine, Plugsville, Creative Generation, The 405, Revolt, Neon Music, Asbo Magazine, New Wave Magazine, 14hq, 9Bills, Osmvision, FGUK Magazine, Rap On Demand, Urban Vault etc.

WEEK 3

Continuing to push to further targets for new music posts (like above) as well as pitching for smaller written introducing features, larger pieces and interviews around Dami as an artist Pitching for: **Nuprint** (Interview, freestyle and shoot), **London In Stereo** (In Five), **Rap In Paper** (freestyle and Shoot), **Between Borders** (Interview), **Neon Music** (interview), **Dummy** (10 Tracks), **Guap** (Interview), **Equate Magazine** (Interview And Photoshoot), **Noctis Mag** (5 mins with), **Spindle Magazine** (introducing), **Mixtape Madness** (interview), **Offliscence Magazine** (interview), **New Wave Magazine** (Photoshoot & Interview), **14HQ** (Shoot and interview), **Plugsville** (Interview), **Repeat Mag** (interview),

WEEK 4

Pushing into larger scale publications, new music posts, top track playlists and introducing features.

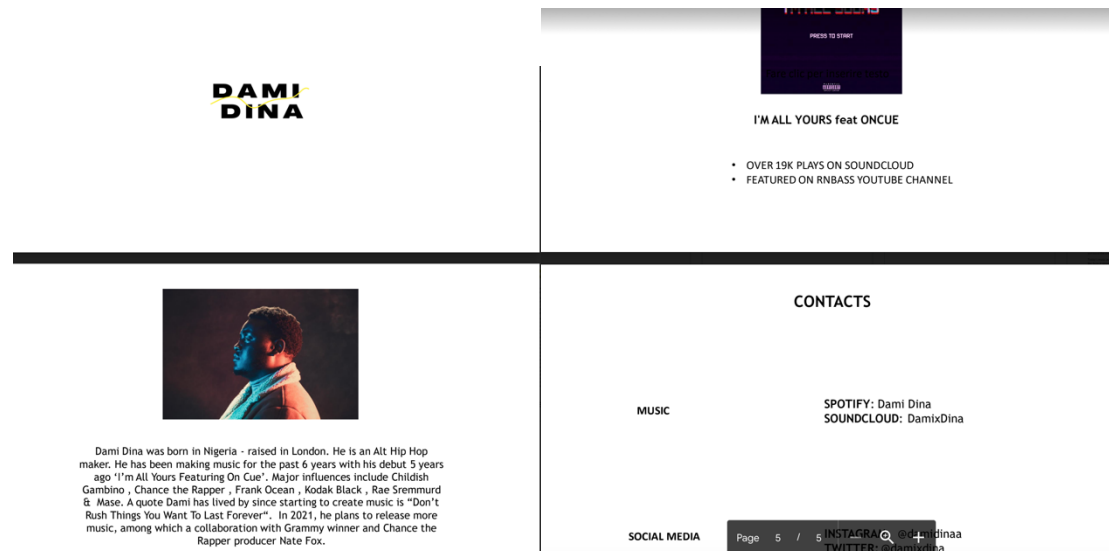
Pitching for: **Earmilk** (Interview), **Notion Magazine** (Internet Crush), **Clash Magazine** (Next Wave), **Wonderland** (New Noise), **NME** (One To Watch), **Hunger Magazine** (Internet Guide), **The Guardian** (One To Watch), **Redbull** (Interview), **Viper Mag** (Interview), **Tmrw Magazine** (Interview), **Asbo Magazine** (Interview), **Tmrw Magazine** (Interview), **Wave Magazine** (Interview And Photoshoot), **Complex** (Interview), **Pitchfork** (Song Review), and pitching for new music posts on **Vice**, **The Fader**, **I-D**, **Dazed**, **Pause Magazine**, **Schon Magazine**, **MTV**, **Billboard**, **The Line Of Best Fit**, **Hypebeast**, **NPR**, **The Guardian**, **Crack Magazine** etc

5 weeks Social Media Calendar created by me.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Specify Content Use a specific content photo to promote your release. This consists of a press shot, release artwork and the Spotify logo. Make sure the link to your link is in the top right corner of the image for you.	Post A Snippet Post a video snippet of your new release to your story. Letting everyone know "Later to the House Official" it's not new or the first time in his. Let your fans know when you'll next be going to live. Encourage your fans to like/comment/share!	Press Shot Post a simple press shot of yourself. You can let your fans know you'll be performing your new track on MTV Live tomorrow night. If you've received more followers since your release now is the time to shout about it!	Live Performance Post an MTV Live performance of your new track. Your fans will enjoy a live performance from you, especially during these times. So, think big, maybe even include some more performers for a solid and create an impressive show for your fans!	Go IG Live Host a IG live release party with your fans, upload your new song and encourage your release with your fans. Get creative with a party setting. Invite guests to join your livestream.	Check your messages Check your messages for anyone who may have shared your music to their stories. Be sure to repeat anything onto your own story. The fans will love to see themselves on yours!	Video Response Take a short video thanking your fans for their support of your new music release. Direct them to the link in bio to listen now. Keep up the replies. Use live comments interaction from their favourite artists!
Apple Music Direct your fans to the playlist you've been added to on Apple Music. Post an image of you've been featured on the playlist artwork. It's important to promote the playlist you've been added to as it attracts your fans to other artists and relates you to independent scenes.	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 audience will appreciate a reply from an artist they love.	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 audience will appreciate a reply from an artist they love.	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 audience will appreciate a reply from an artist they love.	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 audience will appreciate a reply from an artist they love.	Apple Music Direct your fans to the playlist you've been added to on Apple Music. Post an image of you've been featured on the playlist artwork. It's important to promote the playlist you've been added to as it attracts your fans to other artists and relates you to independent scenes.	Check your messages Check your messages for anyone who may have shared your music to their stories. Be sure to repeat anything onto your own story. The fans will love to see themselves on yours!
Live Video Post a photo of yourself performing live at a gig. Letting everyone know you've been featured on the playlist you've been added to on Apple Music. Post an image of you've been featured on the playlist artwork. It's important to promote the playlist you've been added to as it attracts your fans to other artists and relates you to independent scenes.	The Journey Post a carousel of photos that document your journey, from the beginning to where you are now. It's always good to reflect on how far you've come and your audience will appreciate this insight into your journey.	Behind the Scenes Post a carousel of photos that document your journey, from the beginning to where you are now. It's always good to reflect on how far you've come and your audience will appreciate this insight into your journey.	Behind the Scenes Post a carousel of photos that document your journey, from the beginning to where you are now. It's always good to reflect on how far you've come and your audience will appreciate this insight into your journey.	Behind the Scenes Post a carousel of photos that document your journey, from the beginning to where you are now. It's always good to reflect on how far you've come and your audience will appreciate this insight into your journey.	Live Challenge Post to your stories and use the "Live Challenge" tool to ask your fans to tag you in a live video. Announce the winner in a live video when you've reached enough submissions and post your favourite in a separate post. Remember to tag, thank anyone who participated!	Campaign ends This is the end of your campaign. Remember to continue posting regular, engaging content for your audience.

EPK (Electronic Press Kit)

The EPK was created by Giulia however it was a job done last minute and then we realised that the information was great however the file was not electronic.



7. Finance & Budgeting

The £500 budget that they gave us was theoretical however it is possible to release a single under that budget. Music promotion is an essential step and you must invest to get some in return. (Leighton, 2020). This implies that although you can release the single under that budget it is essential to invest money on the promotion and marketing side of it. We decided to split the budget £400 for PR and £100 for social media ads. However, after calculating the actual budget we could say that it would surpass £1500. Our marketing strategy uses the in-house team for most things and repays itself on royalties and commissions.

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