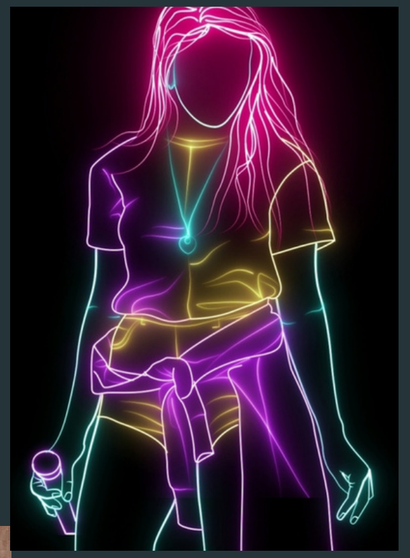
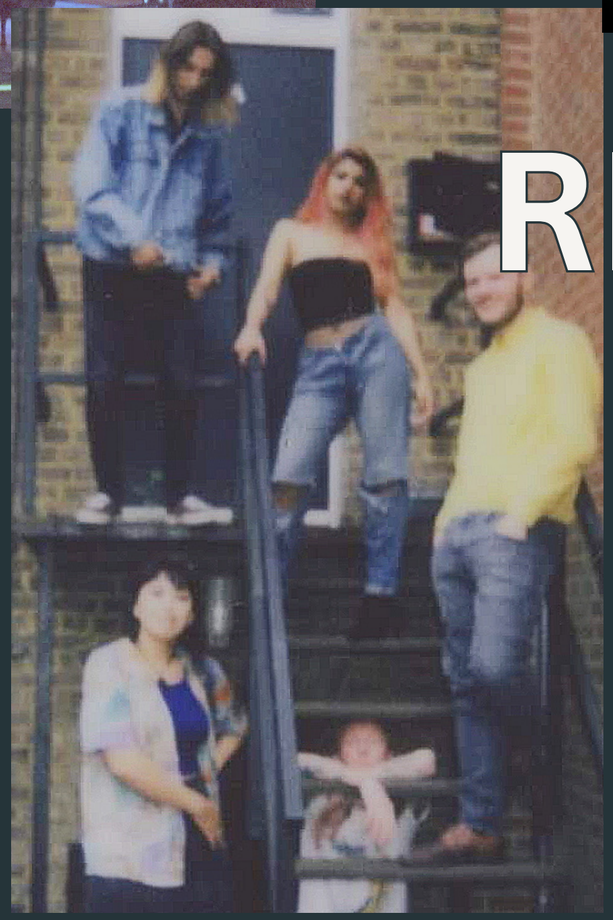




RIBRAB

About

Ribrab is a punk and grunge musician, founder of band Oktopussy, now branching into a solo career with the launch of her debut album Fever Dream

How?

1. Establish Narrative: brand ethos, image, morals, things that draw in loyal fans
2. Consolidate Fanbase: artist-fan interactions, online and in person, making the fans feels like their part of a community.
3. Increase Reach: ad campaigns, PR, live shows, festivals etc

Timeline

July

Campaign Begins

- Regular Social Media Posts
- Weekly Live Shows

Aug

Social Media Posting Consistency

Sept

First Single Release + Music Video

Oct

Second Single Release + Video

Nov

Third Single Release + Music Video

Dec

Album Release
Live Shows
Focus

Jan

Apply For Festivals
Continue Shows & Posting

June

Festival Season Begins

PROJECT OVERVIEW

Products/ Assets
- Single x3
- Music Video x3
- Album
- Merchandise

Internal Promo Campaigns
- Free CD Distribution
- Fake OnlyFans
- Social Media focus

Radio/ Magazines/ Interviews
- BBC Introducing
- Kennet Radio
- Eastern Eye
- Kerrang

Spotify Playlists	Radio/ Magazines
Walk Like a Badass Women of Rock Mifits 2.0 Heavy Queens The Punk List Hair Dye Alternative Noise Screaming Villain Mode Pop Punk's Not Dead	<u>Alt Stations</u> Kerrang Planet Rock Total Rock Radio 6 <u>Local Stations</u> Great British Radio Kennet Radio Starpoint Radio <u>Magazines</u> Kerrang Rock Sound Eastern Eye

Merchandise
- Beanies
- Lighters
- Tattoos/ Stickers

Live Shows
- Dublin Castle
- Hope and Anchor
- The Star

Collaborations with competition

Impromptu Rave style show

Festivals
- Download
- Reading/ Leeds
- When We Were Young
- Slam Dunk
- 2000Trees

Fan Interactions
- Patreon

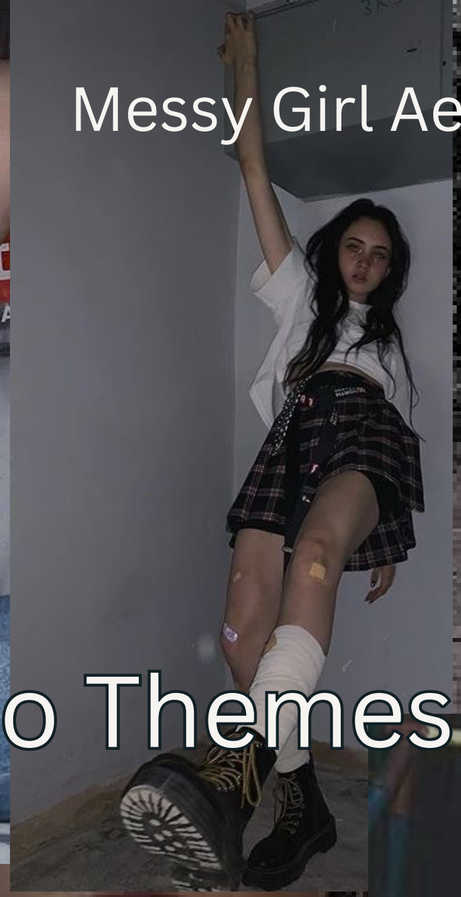
Fan Competitions
- Free DIY Clothing
- Artist Tattooing

Women's only Discord
- Riff of the week
- Art submissions
- Job Listings

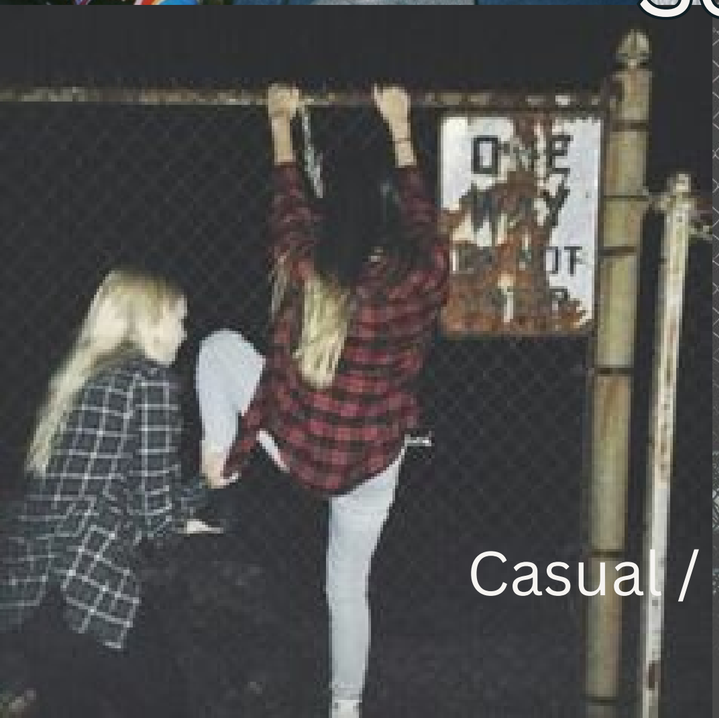
90s Grunge Inspiration

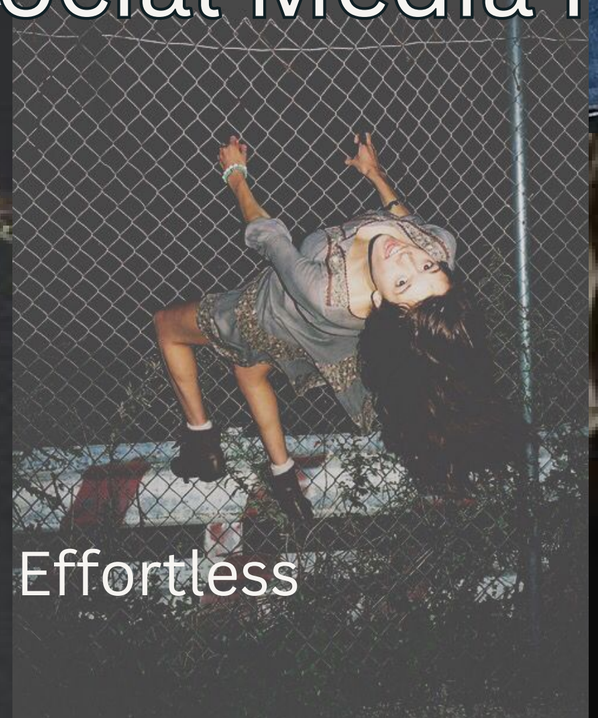
Social Media Photo Themes

Candids

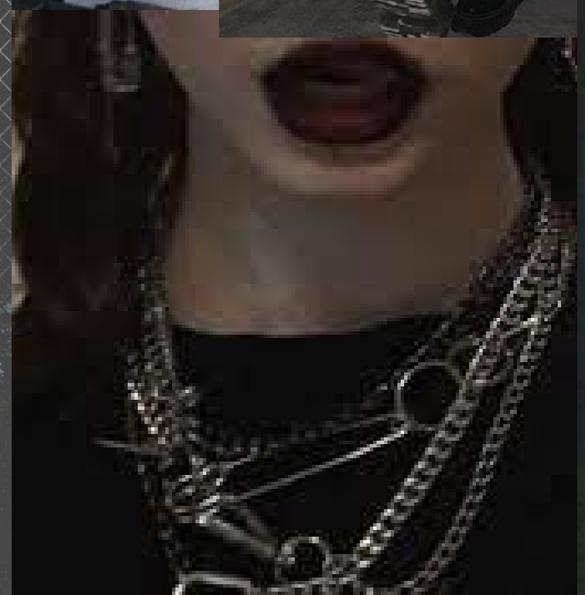


Messy Girl Aesthetic





Casual / Effortless



Weekly Content Calendar

	Mon	Tue	Weds	Thurs	Fri	Sat	Sun
Instagram	Story		4pm Post	Story	Story		Story
TikTok		1pm Music Post		Story	9am Talking Post		Story
YouTube			Short		5pm video		
Twitter			9am-12pm Tweet		Tweet		

Budget

Sale Price	Profit	Income Forecast (units)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	total
£7.34	£5	OnlyFans (-20%-dollar conversion)				15	20								£175
£1.00	£0.92	Patreon Tier 1 (-8%)	7	10	13	18	25	30							£95
£7.99	£7.91	Patreon Tier 2 (-8%)	1	1	3	3	3	5	5	5	5	5	5	5	£364
	£3.44	Royalties (Spotify avg per 1000)			13	20	30	30	30	30	20	20	20	15	£784
		Total													£1,418
		Outgoings (£)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	total
		Social Media Manager	50	50	50	50	50	50	50	50	50	50	50	50	600
		Radio Plugger			£500	500	500	500							2000
		Merchandise (Made to order + Table)		50				50							100
		Photoshoots		200	150		200		100						650
		Music Video x 2			£200	£1,000	200								1400
		Online ads			200	200	100	300	100						900
		Free CDs						10							10
		Total													5660

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