

Fanchon Dehillotte
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**Entertainment Marketing
Presentation**

Tim Ferrone

April 2022



ARTIST BACKGROUND + UNIQUE SELLING POINTS

- French singer, songwriter, creative writer
- Childhood ties to Poland, Netherlands, England
- Currently based in London with band
- Start of online presence: Youtube channel, Photography Projects, Poetry Writing
- 2020 First 3 Singles
- New band and songwriting duo: Frazer Holloway → rsm SMiLE released in February 2022



STATISTICS FROM FIRST 3 RELEASES

#	TITLE	▼ STREAMS	LISTENERS	VIEWS	SAVES ?	FIRST ADDED
1	 Bandaï	7,370	3,024	—	—	Oct 22, 2020
2	 Unravelling	4,225	384	—	—	Sep 29, 2020
3	 Doses	2,480	195	—	—	Dec 22, 2020
4	 rsm SMiLE	1,968	337	—	—	Feb 25, 2022

3,533 listeners

Jan 1, 2015 – Mar 30, 2022 • Worldwide

16,043 streams

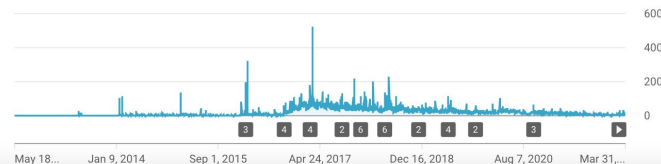
Jan 1, 2015 – Mar 30, 2022 • Worldwide

Your channel has gotten 66,724 views so far

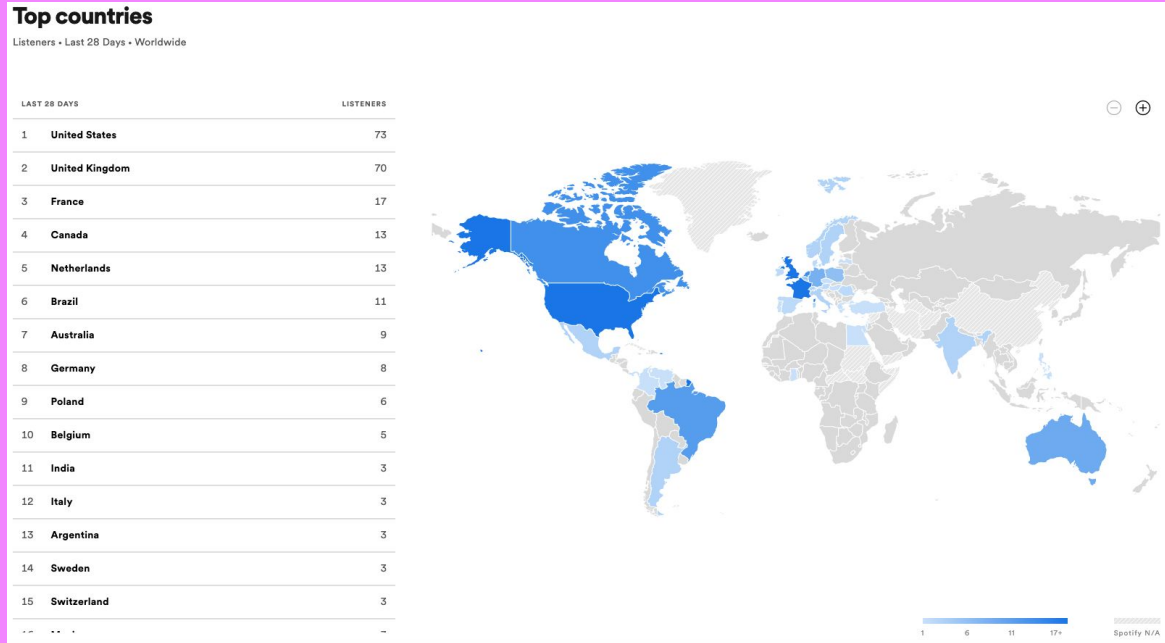
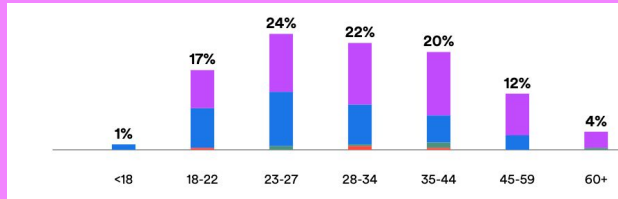
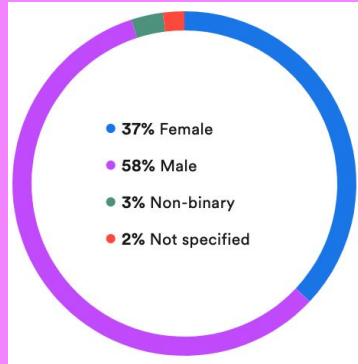
Views ▲
66.7K

Watch time (hours) ▲
1.3K

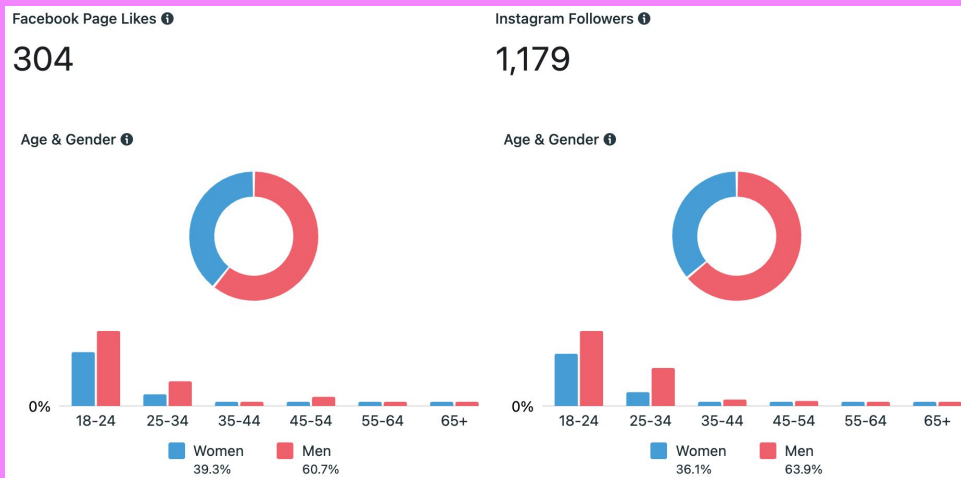
Subscribers ▲
+560



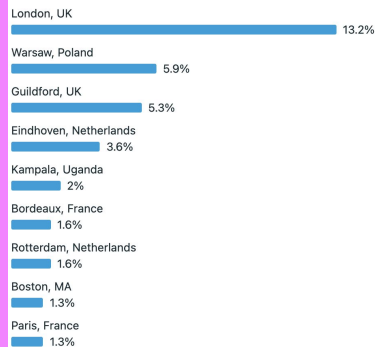
AUDIENCE ANALYTICS: SPOTIFY



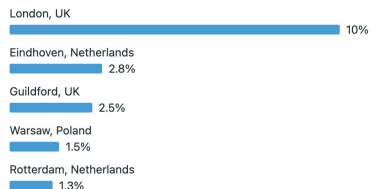
AUDIENCE ANALYTICS: SOCIAL MEDIA & YOUTUBE



Top Cities

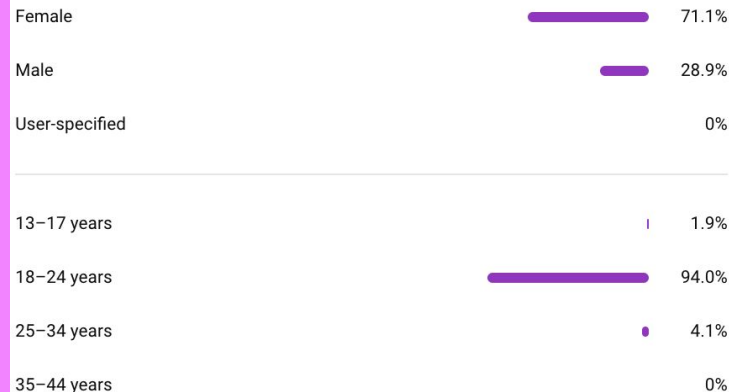


Top Cities



Age and gender

Views · Lifetime



Top geographies

Views · Lifetime



TARGET DEMOGRAPHIC: PROFILE

- Young Adult
- Predominantly GenZ - millennial
 - Social media engagement, preference for 'Experienced' based spending
- Preference for alternative rock
- Female relatability:
 - Dream Pop influence + feminine POV and aesthetic
- Male marketability:
 - redirection towards grunge, rebranding to guys' band

→ Remarketing

TARGET DEMOGRAPHIC: STRATEGY

- Remarketing
- 'For Fans Of'
 - Wolf Alice, Nothing But Thieves, Lana Del Rey
 - The Pixies, Alice in Chains
 - Pretty Sick, Mannequin Pussy, A Void



SPIKING VERSUS SUSTAINED ENGAGEMENT

Figure 15: A graph showing Spotify streams, middle bar representing 500, visualising the success of Fanchon's first three singles and then the restart of engagement for her latest release.

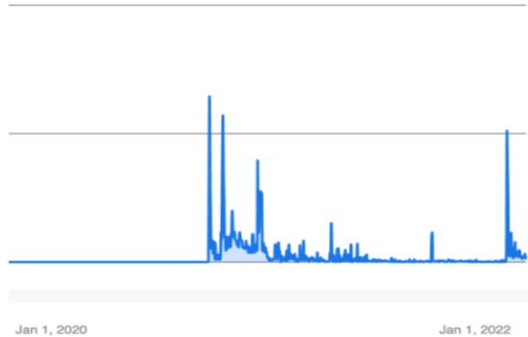
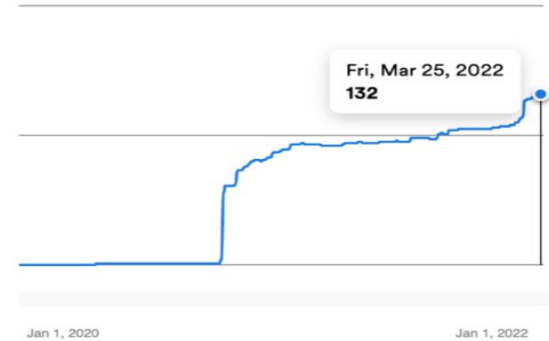


Figure 16: A graph showing steady growth of Spotify followers with a spike at the latest release.



CAMPAIGN OBJECTIVES

- National: A strong stable foundational fan base and gigging regularity around London
 - → spreading out to cover England
- International:
 - Gig around France and Netherlands where she has connections and active listeners
 - Press coverage in Brazil
 - Highest stream count from US on 'rsmSMiLE'
 - Highest lifetime stream count from US on Youtube

CAMPAIGN OBJECTIVES

- Artistic: Unique blend of her and Frazer's influences, pop accessible within genre
 - Hardcore / Grunge instrumentals contrasted to melodic, romantic vocals
 - Poetic lyrics tackling philosophical concepts with relatable hooks that click them into place
- Technical: Professionalise Assets whilst staying true to DIY ethos
 - Mixed recording in Frazer's bedroom studio and professional studios
 - Collaborating with independent content creators
- Attract a team and Outside financial help
 - Management, Booker, Indie label

SMART GOALS

Specific	Measurable	Attainable	Relevant	Time-based
Regular gigging around London	1 a month 2 a month			April-May 2022 June-August 2022
Tour in France	5 venues in 2 cities	Fanchon's personal venue contacts have already agreed to book the band	Spotify analytics suggest strong listening base in France in Paris, Bordeaux and surrounding cities	August - September 2022

Single releases up to album	4 singles	rsmSMiLE is out Slowburn (live session) is being recorded Grow is being recorded Humming (59 second version in collaboration with the Royalties Instrumental Project) is being recorded	To gradually increase excitement for the album on social platforms and through press coverage and interviews. The release of singles is also a better strategy in terms of Digital Streaming Platform (DSP) algorithms in order to gain more exposure on their algorithmic playlists and steadily increase streams and listener counts.	February 2022 April 2022 May 2022 June 2022
Album release		Album is fully written and being rehearsed for gigging. The recording is in process, all songs have been started and are at differing levels of completion with the singles taking priority. Promotional visual assets are also being created by booking photoshoots and taking video content.		June 2022
Steady increase in spotify followers	80 in February Objective 300 before album release	Current count: 133 50 new followers on first single release, if 50 new followers for every single release then 300 could be achieved for July	If listeners click follow, the releases show up in their algorithmic playlists Having a higher following count also aids in achieving editorial playlist adds	February - July 2022

Spotify editorial playlists	Grow to be added to spotify editorial playlists Album songs	Fanchon managed to secure an editorial playlist for 'Bandaid' in 2020 Every song will be pitched and playlist people will be personally contacted as Fanchon has been using twitter to research who is in charge of some relevant ones. Grow is predicted to be the most likely to achieve a spot due to it's hardcore niche and pop inspired melody.	The most significant spike in daily streams and listeners can be seen when Bandaid was added to 'Courant Alternatif'.	For a single release
Collaborate with artists for campaign visuals	1 press shot photoshoot per release with different setting / visuals To be accompanied by video material for canvases and social media promotion Live shots at every gig, whether in collaboration with a professional photographer or by photographer friends	First photoshoot booked April 17th More photographers in the conversation process Various established artists enlisted for single artwork, logo design and video content Video and Photo content being taken by band during rehearsals, studio sessions and gigs	This is to keep people immersed into the aesthetic world of the music, further engaging people to be 'fans' of the band for more than just the music. Visuals assist in drawing people into calls of action and also place the music into a wider context in which fans are invested in the band member's individual personalities	April - July 2022

COMPETITION

- CONNECTION → OPPORTUNITY



ACTS	CONNECTION TO FANCHON	OPPORTUNITY
Dude, My Dude Deja Blu Sleep Outside Whitelands Playing Fields Gender Warfare The Confederate Dead COMANAVAGO Robinson's Village Samuel Crowe Memory Farm Valeras	Friends of Fanchon who regularly gig around London with a similar band set up and venue choice	Support slots Active on each others' social media Mutual logistic support in sharing contacts, equipment, spaces
Drool Healthy Junkies <u>Yur Mum</u> Warning Signal Weekend Recovery A Void <u>Grandmas House</u>	Local London bands with more established platforms than Fanchon and a similar sound or aesthetic	Support slots Observing their marketing campaigns Observing the venues they play at and which promoters they work with Sharing fanbases Researching the labels, managers and other key industry people they work with
Mannequin Pussy Gouge Away Pretty Sick Dilly Dally Sasami	International female fronted bands with similar sound and a steady successful fanbase	Observing their marketing campaigns Researching the labels, managers and other key industry people they work with Targeting their fanbases



SINGLE RELEASE STRATEGY

- 4 Singles
 - 2 of which will reappear on album as they are
 - 2 of which will reappear on album as a different version
- Collaboration with The Royalties Instrumental Project



CONCEPTS AND NARRATIVES

- Maximising Fan connection + Press Coverage
- Lyrical Themes
 - Romantic Stories
 - Coming of Age / Philosophical Topics
- Story of Creative Process
 - First Collaboration
 - Introducing Frazer Duo
 - Transitioning to Full Band Imagery
- Royalties Instrumental Project: Speaking out about Industry Equity



PROMOTIONAL PLANS

- Electronic Press Kit
- Online Press
- Radio Contacts
- Playlists
 - Editorial Pitch
 - Listener
 - Algorithmic
- Tastemakers
 - Artists Managers
 - ACM Contacts
 - Tileyard Community Interaction
 - Networking
 - Acquaintances

Editorial

Playlists made by our editorial team based on music trends and data.

#	TITLE	MADE BY	LISTENERS	STREAMS
1	 Courant Alternatif Bandaïd	Spotify	2,625	3,520

Algorithmic

Playlists created for a listener based on their taste using crowdsourcing and data.

#	TITLE
1	 Release Radar 2 songs
2	 Radio 4 songs
3	 On Repeat 3 songs
4	 Your Top Songs 2020 2 songs
5	 Your Top Songs 2021 Doses

[Show All](#) Showing 5 of 8

Listener

Playlists made by Spotify listeners.

#	TITLE
1	 Fanchon's Grammy Committee 2 songs
2	 Weekly All Styles Doses
3	 The Bop Tunes Bandaïd
4	 Pure Indie. rsm SMILE
5	 Underground Punk rsm SMILE

[Show More](#) Showing 5 of 179

LIVE PROMOTIONAL PLANS

- Regular Gigging Schedule
- UK Tour
- FRANCE Tour



DIRECT TO CONSUMER

- Merchandise & Physical Music

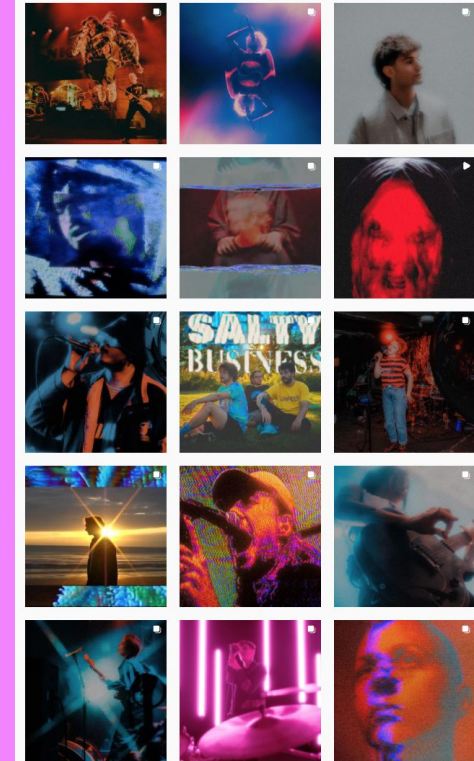
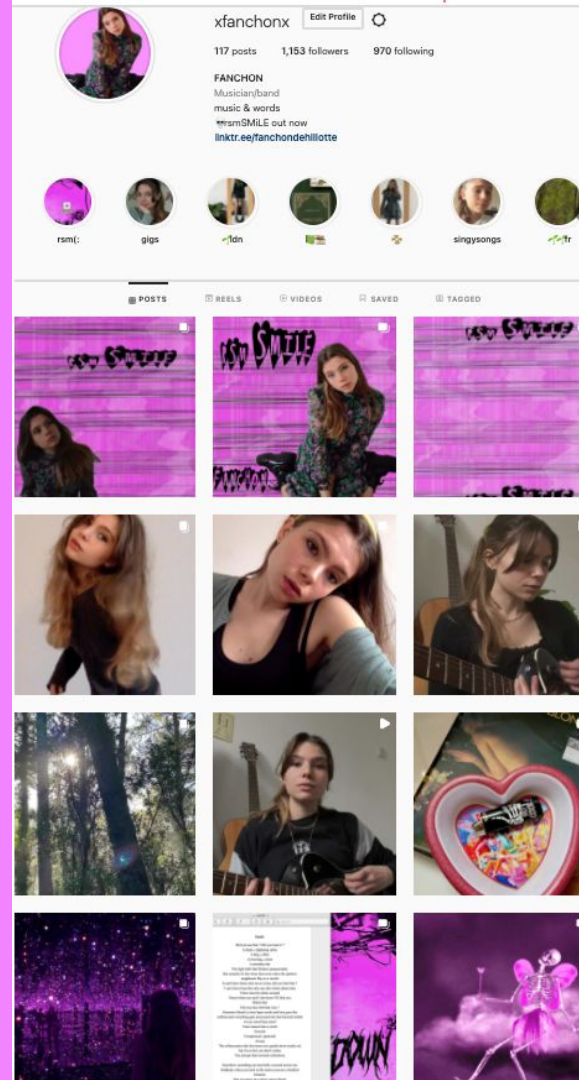


FANCHON



DIGITAL PROMOTION

- Press Shots: Edoardo G
- Social Media Content
 - Defineable, Consistent, Regular, Authentic, Vulnerable
 - Moving to Tik Tok
 - Utilising Niche Hastags
- Paid Advertising
 - Instagram, Facebook, Youtube, Snapchat, Marquee



FINANCING

EXPENSES	General	£	Gigging	£	Social Media Advertising	£	Online Press	£	Merchandise	£	PROFIT	£
	Twisted Anatomies (Tia's Bro) Logo Design	30	Pedal - Rattack		Instagram boosted posts budget	50	MusoSoup Upload Fee		24 50 customized lighters (Awesome Merchandise)	45	Lighters	2 per unit
	DistroKid Membership (Musician Plus) - Annual	\$35.99 → around £27 a year	Pedal - Big Muff	74.99	Facebook automated budget	50	MusoSoup Budget		150 50 customized rolling papers (Snail Papers)	100	Rolling Papers	2 per unit
	Full Band Press Shot Photoshoot with Edoardo, 4 hours minimum 50 edits	150	Aesthetic Straps for Gigging	23.94	Youtube ads for video content only (ie Slowburn Live session)	50	Submit Hub 10 credits		8 50 customized guitar pics (The Picks House)	35	Guitar Picks	0.50 per unit
	Peter Maher Mastering	30 per track → 300	Rehearsal Room	50-55 a week	Spotify Marquee	Not given access yet			Perfume Vials	free in collaboration with Perfume School of Paris	Small Perfume Vial	10 per unit
	Unlimited Commercial Use Licence for heartbeat font	\$45 → £34.71	Mini leads for pedal board								Medium Perfume Vial	15 per unit
	DistroKid upload Legacy Add on	\$29 → £21.71	New Strings	16.99							PRS live revenue	10 per gig played (more for concerts and festivals)
			AMP: boss katana 100w 2x12	440							PRS streaming royalties	triannual, to be determined
			Harmonic Tuner	43.99							Bandcamp Revenue	As of now: 25
			Pedal Board	60							Linktree 'donate'	As of now: 0
			Printing 4000 coloured A6 flyers (bizay.co.uk)	20							Future Revenue Sources: Cassettes, Posters, Tshirt Line, Livestream 'pay what you want' tickets	

TIMELINE

	PHASE 1: PREPARATION	PHASE 2: 'rsmSMiLE' single release	PHASE 3: 'SlowBurn' live session + First Gig	PHASE 4: 'Grow' single release + regular London gigs	PHASE 5: 'Humming' Collaboration	PHASE 6: PostDream ComeDown album release	PHASE 7: France Tour	PHASE 8: Keeping Momentum
DATE	September - February 2022	February-March 2022	April 2022	May 2022	Beginning June 2022	End June 2022	July-August 2022	July 2022 - September 2022
ACTIVITY	Writing, recording, producing, self creatibe promotional assets such as artwork and EPK, searching for bassist and drummer to finalise lineup	PR campaign, social media plan, start weekly band rehearsal with new members, contacting tastemakers, playlist submissions, recording album, film Slowburn Live Session	PR campaign, social media, two band rehearsals a week up to first gig, contacting new promoters and venues to line up May-July London gigs, contacting tastemakers, radio plays and interviews for rsmSMiLE being released, gathering press shots and promotional material for next singles, finish recording album	PR campaign, social media, back to weekly band practice, send album off to mastering, interviews, finalise gathering of promotional materials for album and update EPKs, monthly to trimonthly gigs scheduled around London	PR, social media, weekly band practice, trimonthly gigging, teasing album, contacting tastemakers and potential partners	PR, social media, weekly band practice, trimonthly London gigs	Touring around France, consistent social media documenting, photos and videos of gigs, interviews, behind the scenes content	rereleasing album early demos, acoustic versions, b-sides, retailing physical music, sharing behind the scenes of album creation, back to gigging and rehearsing in London, taking time off in order to get back to writing and recording in September

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