

Portfolio 'Wrapped Up Music'

Troi Parker-Roth

Content

Research

- ❖ Interview research with Tim Ferrone
- ❖ Reasons for rebranding
- ❖ Rebrand to include
- ❖ Demographics
- ❖ Competitors
- ❖ Survey + results

Rebrand

- ❖ Tim Ferrone background
- ❖ Core values
- ❖ Company Logo and Identity

- ❖ Company Descriptor and outward facing brand content
- ❖ Elevator pitch
- ❖ Social media presence
- ❖ Consistency
- ❖ Paid Advertisement
- ❖ Culture and perception of value

Business

- ❖ Revenue Streams
- ❖ Budget
- ❖ Timeline
- ❖ Head of Agreement
- ❖ Overview



Interview with Tim Ferrone : Questions

Core Values:

I can see from your website that it is important for the artist's music and their rights to be protected.

- *What other values would you say Wrapped Up Music holds?*

Revenue & Revenue Streams:

'Wrapped Up Music' is a Pay As You Go business, which is innovative and new, and you clearly tailor everything you do to the artist...

- *But could you give me more details on how this works? For example:*
 - *Do you tailor your 'pay as you go' scheme on the artist budget? OR*
 - *Do you discuss what they need and then develop a strategy and give them a price?*
 - *Do they pay for each individual element separately?*
 - *Is your work commission based?*

EITHER (MOST LIKELY) - So is this the reason that your website doesn't have any pricing?

OR - I also notice your website doesn't have any pricing...Is that a deliberate choice?

Interview with Tim Ferrone : Questions

Client Base:

You work with artists, management and labels and your model is very much about being in partnership with your clients

- *How do your clients find you?*
- *Do you prefer to focus on a small numbers of clients at a time?*
- *Do you have a waiting list?*
- *Who is your website targeted at?*

Partners:

You've been in the business almost 20 years so you must have a wealth of contacts.

- *Do you have any particular "go to" people that you partner with?*

Brand Identity/Positioning:

Looking at your branding:

- *Is it intentionally simplistic to show artists that your approach is straightforward and accessible?*

Interview with Tim Ferrone : Conclusions

Core values:

- From experience in the music industry, some major labels seemed an unfair playing field.
- Understands the ethical and moral ideas behind the person (Artist) not a manufactured product
- Big companies get disconnected from the person and become more money driven (doesn't like that)
- He's there to give the artist more clarity
- Work being fun and enjoyable for everyone
 - Returning customers
 - Less rigid than the music industry, have more fun

Interview with Tim Ferrone : Conclusions

Client Base:

- Only 1 of him, doesn't have a team
- Turns away more clients than he takes on (too keep business deliberately small)
 - Having big business would defeat his core values
- No Waiting list (artists music is usually ready to go, so won't wait)
- Usually works with a few people at a time, not too many because of his available time but sometimes he staggers them (around 6 people)
- Helps client to work out what direction they are going in and build a strategy to get there (he figures that most artists don't know this)
 - What they're not doing, What they should be doing. What they're wasting time doing, Touch point and a sensible allocation of time, resources and efforts

Interview with Tim Ferrone : Conclusions

Pay as You go/ Revenue:

- People come to him (usually through recommendations)
- Word of mouth
- Has never marketed himself (other than nurturing relationships)
- Working with someone will depend on if he likes them as people
- Tim gives artist/manager flat rate per month
- He considers the artists financial position
- Artist usually need Tim to find other contacts (distributors plug in, press person) which is one thing he based his price around.
- Revenue can also depend on time frame in which the artist works with him (6 months >)
- Price also depends on Indie clients vs bigger clients (no price on website due to this)
- Strategic report can be given for clients who can't afford large prices which gives them a plan of where to go
- Pay-As-You-Go (3-6 months mainly)
- Tim wishes that he could have another form of revenue stream that can be ongoing whilst he's not working (on holiday).

Interview with Tim Ferrone: Conclusions

Partners

- Contacts people in his phone book depending on the artists genre - likes to create a bespoke team
 - If everyone enjoys the music and band, all employees / team will be happier and work therefore is more successful and enjoyable
- Tim can introduce contacts to his clients from years of network he has built up
- Tim manages communication between the team he has put together and the artist . He becomes head of marketing for each team
- He occasionally brings on admin people

Brand Identity:

- His brand identity is based mainly on the reputation that he has build from conferences , presentations and speaking on panels etc
- Brand identity comes through conversation and reputation with people in the industry
- Website was only made for testimonial purposes for potential clients looking him up

Reason for Rebranding

- ❖ Possible new development opportunity.
- ❖ Remaining current in the marketplace.
- ❖ Staying ahead of competitors.
- ❖ Making the brand more cohesive.

Rebrand to include:

Wrapped Up Music

- ❖ New Logo
- ❖ New Colours
- ❖ Web review/redesign
- ❖ New platform generation - Vimeo, FB...
- ❖ Strapline
- ❖ Company descriptor
- ❖ Elevator pitch
- ❖ Social Media
- ❖ Branding mockups (email, business cards)
- ❖ Focussed demographics
- ❖ Budget and Timeline

Demographics

- ❖ Pre-teens to older individuals, but the highest age concentration is likely to be between 20 and 30 years of age.
 - ❖ Gender: male + female
 - ❖ Education: music/art/marketing
- ❖ Individuals with the income necessary for marketing
 - ❖ Location: UK (but not exclusively)
 - ❖ Indie bands

Competitors

- Independent labels



Music marketing re-imagined for unsigned artists



Mark Knight of RCM/Major Label
10 years as an artist manager but
other marketing is outside of
music. Unsigned artists.

- Big record label



SONY MUSIC



Big companies, no PAYG,
copyright and ownership issues.



UNIVERSAL MUSIC GROUP

Survey Questions

1. Name (Optional)

* 2. What device are you viewing this website on?

☐ Computer

☐ Phone

☐ Tablet

* 3. What are your impressions of the website?

Logo

Colours

Layout

Images

Typeface

Any other
comments

Survey Questions

* 4. Is the website easy to navigate?

☐ Yes

☐ No

Comment (please specify)

* 6. Would you feel confident using the services offered on the website?

☐ Yes

☐ No

Comment (please specify)

* 5. Is it clear what services the website is offering?

☐ Yes

☐ No

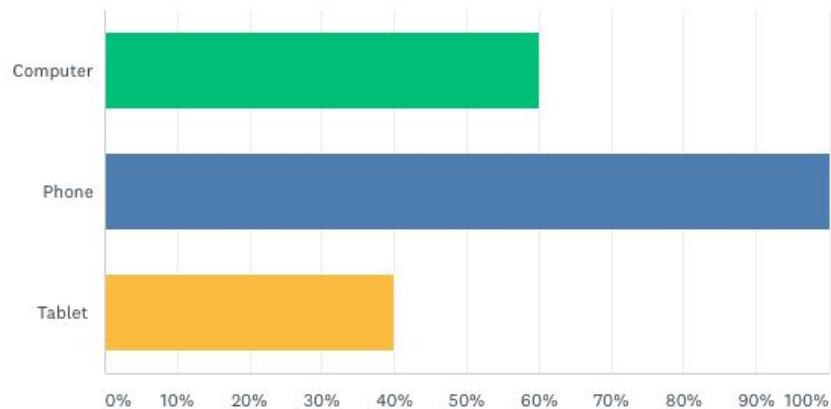
Comment (please specify)

7. Do you have any suggestions for improving the website e.g: design, information and functionality?

Survey Results

What device are you viewing this website on?

Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
Computer	60.00%	3
Phone	100.00%	5
Tablet	40.00%	2
Total Respondents: 5		

Survey Results

Q3

What are your impressions of the website?

Answered: 5 Skipped: 0

ANSWER CHOICES		RESPONSES	
Logo	Responses	80.00%	4
Colours	Responses	100.00%	5
Layout	Responses	100.00%	5
Images	Responses	100.00%	5
Typeface	Responses	100.00%	5
Any other comments	Responses	80.00%	4

Survey Results

What are your impressions of the website?

Logo: "What Logo?" "Just a name in blue, could be a more interesting font" "simple, could have more to it"

Colours: "black and white ok" "generally alright, could be more colour to accentuate important bits" "hard to read text in blog" "black and white looks sophisticated"

Layout: "all on one page has advantages" "simple one page design, no issues" "easy to navigate"

Images: "good" "background ones aren't distracting, others could be in colour" "could be clearer images" "I like that the images match the colour theme"

Typeface: "fine, readable" "clean, has character. Could be bigger in parts" "ok at times, hard to read on background pictures" "good"

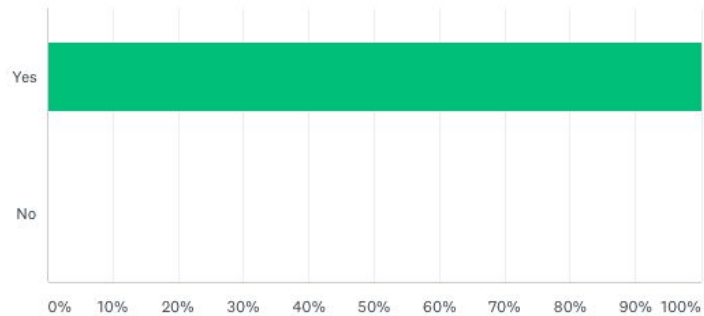
Comments: "nice idea, needs to be iconic and stand out... speak to musicians instantly like a song should"

Survey Results

Q4

Is the website easy to navigate?

Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Yes	100.00%	5
▼ No	0.00%	0
Total Respondents: 5		
Comments (3)		



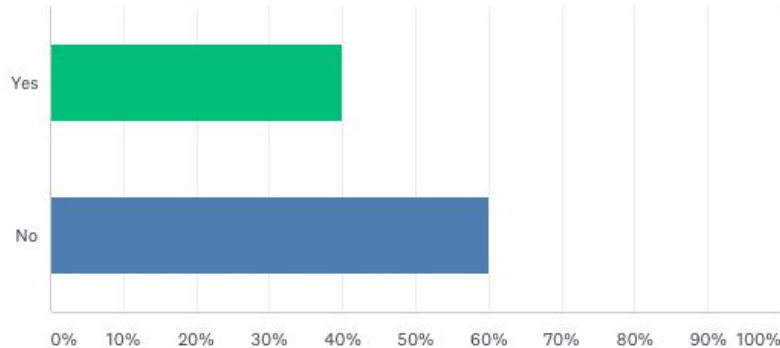
Survey Results

Q5

Is it clear what services the website is offering?

Is it clear what services the website is offering?

Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	40.00%	2
No	60.00%	3
TOTAL		5

"No - bit more of a description would probably be helpful"

"No - I feel there is a lack of information on exactly what services it is WUM offers. Publishing, yes but what parts, places, mediums etc?"

"No - No bullet points on opening page lots of small text"

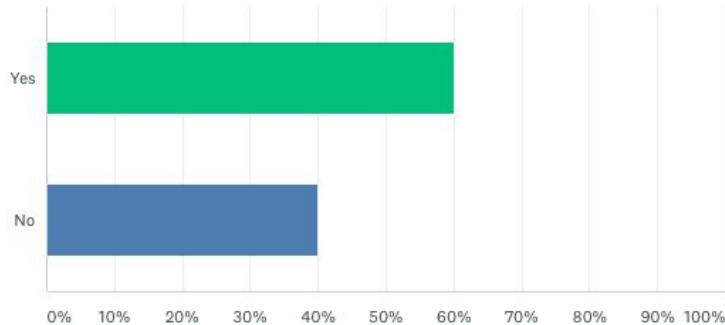
"Yes - Yes it's stated clearly in the first paragraph, gets it straight across what it the website is for"

Survey Results

Q6

Would you feel confident using the services offered on the website?

Answered: 5 Skipped: 0



"No - I'd want more information"

"Yes - Yes, to an extent. I would be interested in enquiring, but not signing up straight away"

"No - It's a great concept but need to sell it well to me"

"Yes"

ANSWER CHOICES	RESPONSES
Yes	60.00% 3
No	40.00% 2
Total Respondents: 5	

Survey Results

Do you have any suggestions for improving the website e.g: design, information and functionality?

Answered: 5 Skipped: 0

RESPONSES (5)

WORD CLOUD

TAGS (0)

Sentiments: OFF

☐

Apply to selected ▼

Filter by tag ▼

Search responses

Showing 5 responses

☐

A few more clearer photos

3/10/2020 11:34 PM

[View respondent's answers](#)

[Add tags ▼](#)

☐

Maybe have the testimonials higher up the layout so they are the second thing you see after the about us

3/10/2020 7:28 PM

[View respondent's answers](#)

[Add tags ▼](#)

☐

Bullet point your services Entice the audience with images related to creativity and music colourful. Striking layout with colours

3/10/2020 6:57 PM

[View respondent's answers](#)

[Add tags ▼](#)

☐

Only what I've said before

3/10/2020 5:06 PM

[View respondent's answers](#)

[Add tags ▼](#)



Tim Ferrone - founder of Wrapped Up Music

The founder of "Wrapped Up Music", **Tim Ferrone** has 19 years in the music business, working for major and independent labels and in artist management.

His management service for domestic and overseas artists, managers and labels for the independent music sector, is a forward thinking model of a 'pay as you go' record label.

"Tim's career has seen him work campaigns with artists as diverse as Guns N Roses, London Grammar, Above & Beyond, Jamie Hartman, Stevie Wonder and Tom Williams."

Core Values

- ❖ Artist creativity, independence and ownership rights come first
 - ❖ Tailored and Grounded
 - ❖ Sustainability over quick money
 - ❖ Enjoying work
 - ❖ Working in Partnership

Company Logo and Identity



COLOR EMOTION GUIDE



Colour psychology in marketing: How colour influences our behaviour and decision-making. It can impact the way buyers perceive a brand.

Company Logo and Identity



Process: Started with orange but doing further research it suggested that orange can be perceived as aggressive and a 'call for action' which definitely does not represent the Wrapped Up Music brand which is helpful and individual.

Company Logo and Identity



Light Blue:

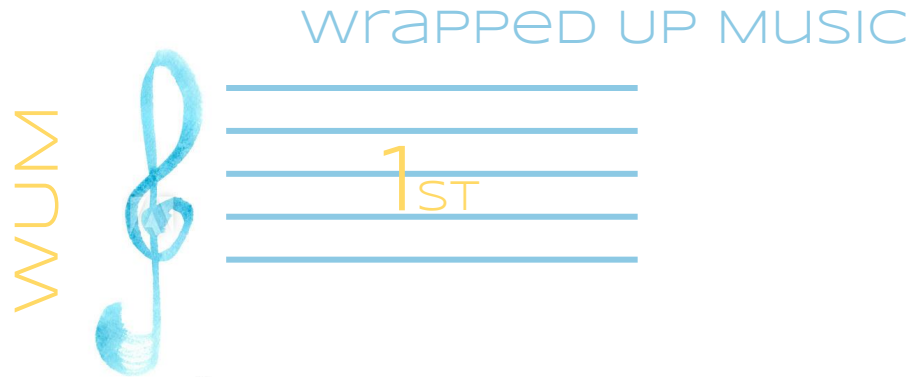
- Concentration
- Trust
- Dependable
- Strength
- Cool
- Loyalty

Yellow:

- Clarity
- Warmth
- Joyful
- Illuminating
- Lively
- Friendly
- Innovative
- Cheery

I believe this colour palette not only represents the company's core values and identity, it is also grounded and sophisticated to represent a formal business.

Company Logo and Identity



NEW LOGO:

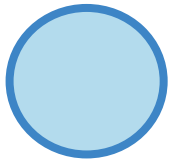
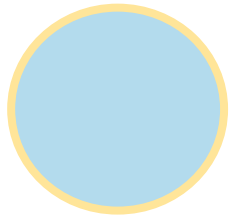
Memorable/Sophisticated.
Painted treble clef: Represents
creativity.
'1st' - The artist comes first!

Original name 'Wrapped Up Music', still
included (in a lighter blue to fit the
theme) but use new logo next to it as a
more simplified and memorable
branding for the company.

Company Logo and Identity

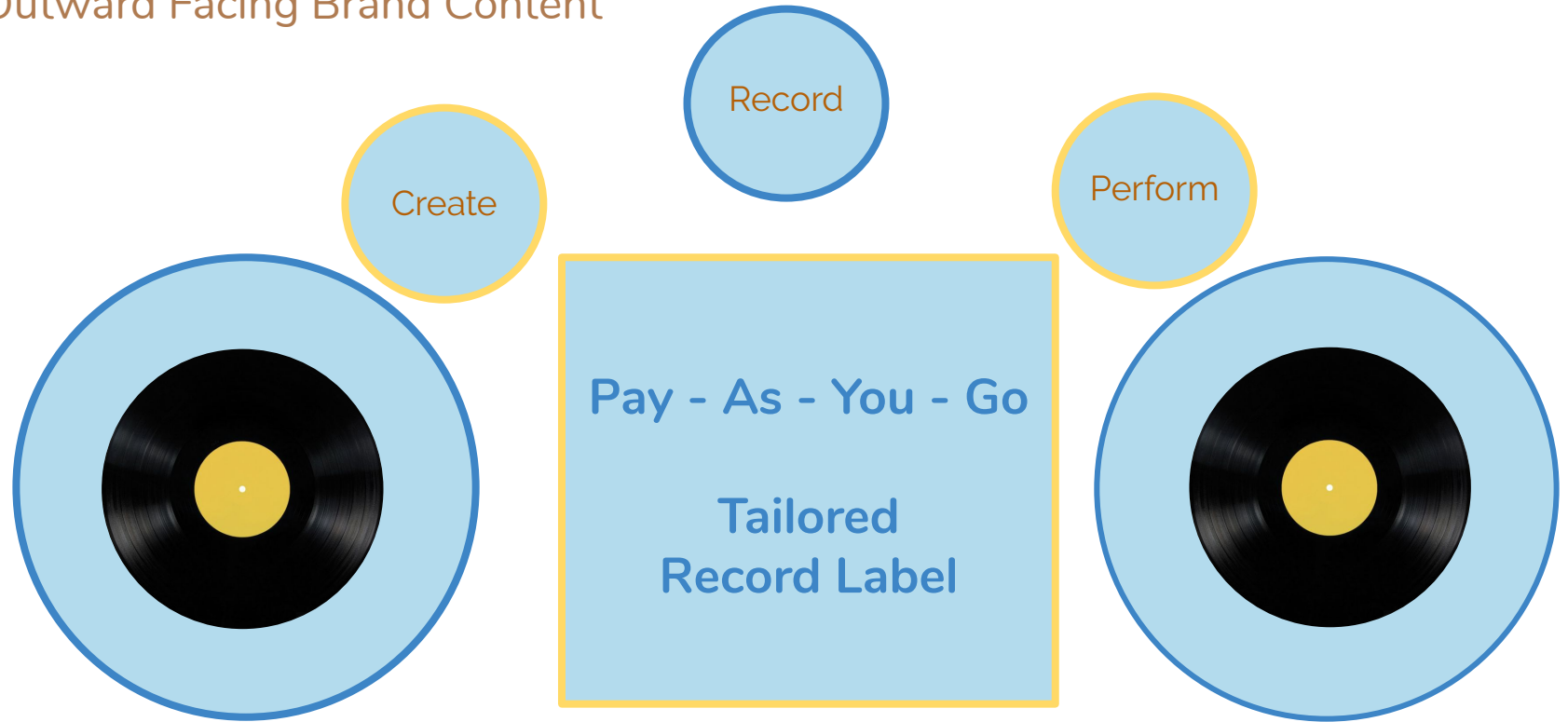


- ❖ **Colour Theme:** Light Blue + Yellow
- ❖ **WUM:** Wrapped Up Music
- ❖ **Painted Treble Clef:** Creativity + Music
- ❖ **1st :** Artist and making music comes FIRST (retain independence, copyright, focus on music)
- ❖ Simple
- ❖ Memorable
- ❖ Informative
- ❖ Representative
- ❖ Transferable



Company Descriptor & Outward Facing Brand Content

Company Descriptor & Outward Facing Brand Content



Music Industry Expertise ~ Retain Your Ownership

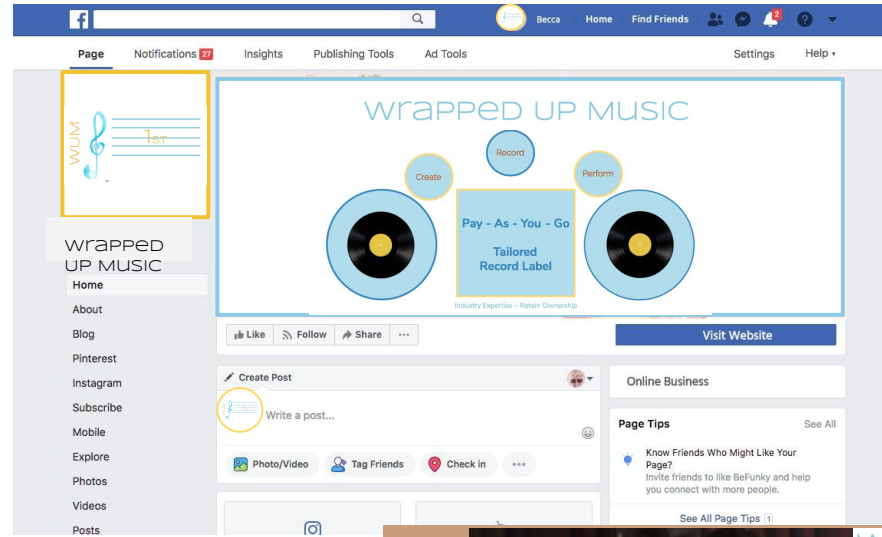
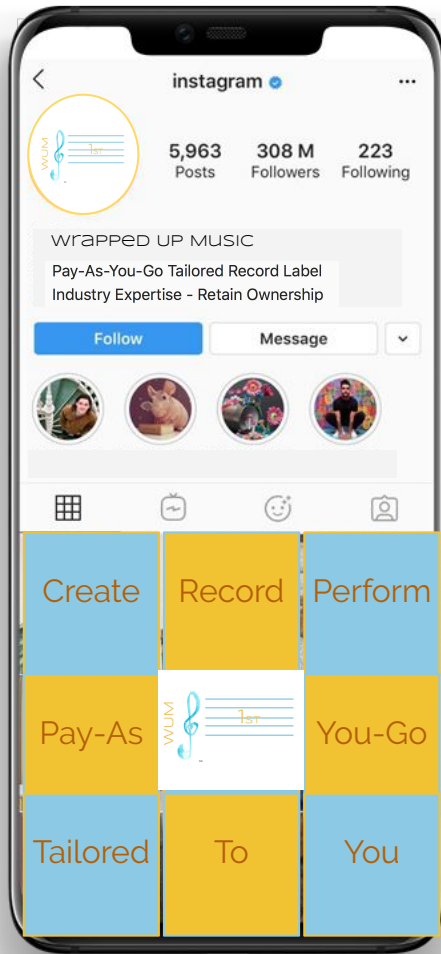
Company Descriptor & Outward Facing Brand Content

Elevator Pitch

Hi, I'm Tim Ferrone, founder of Wrapped Up Music, a 'Pay-As-You-Go', tailored record label. I am lucky enough to have worked on campaigns with artists as diverse as Guns N Roses, London Grammar and Stevie Wonder. We use our 20 years of record industry experience and a long list of industry contacts to market clients, but you, the artist retain copyright and all the royalties! We put the independence of artists first so you can focus on creativity, recording and performing, while we tailor the marketing to fit your musical journey. We are hired on a Pay As-You-Go basis for only as long as needed. If you're interested in record company expertise without losing ownership I'd love to discuss what we can do for you.

Expand the Music Social Media Presence

- ❖ Facebook
- ❖ Instagram
- ❖ Vimeo



<https://vimeo.com>



Web and
Social Space
+
Digital Assets

Consistency



Consistency



Business Cards



Consistency

Emails

New Message — ↗ ✕

To |

Cc Bcc From

Subject



[Tim Ferrone](#) - Wrapped Up Music
e tim@wrappedupmusic
w www.wrappedupmusic.com



Send

A |  +

 | 

Paid Advertisement



Music Industry Expertise ~ Retain Your Ownership

If you're interested in record company expertise without losing ownership - look no further!

Wrapped Up Music supplies 20 years of record industry experience and a long list of industry contacts to create marketing plans for clients, whilst you, the artist retains copyright and all the royalties!

If you're interested in record company expertise without losing ownership - look no further!



www.wrappedupmusic.com

Paid Advertisement

YouTube

Elevator Pitch

Ad · 0:20 ⓘ zillow.com

Skip Ad ▶

How to market my music - startup guide

Right Chord Music

RM RIGHT CHORD MUSIC

Subscribe 2,704,593

3,633,206

+ Add to < Share ... More

37,601 1,778

A YouTube video player interface. The video shows a man with glasses and a light blue sweater in a recording studio. A thought bubble above him says 'Elevator Pitch'. In the top right corner of the video, there is a small graphic of a vinyl record with the text 'pay - AS - YOU - GO' and 'TAILORED RECORD LABEL', and the website 'www.wrappedupmusic.com'. The video player shows a progress bar at 0:20, a 'Skip Ad' button, and the video title 'How to market my music - startup guide'. Below the video, the channel name 'Right Chord Music' is shown with a logo and a 'Subscribe' button with 2,704,593 subscribers. The view count is 3,633,206. At the bottom, there are icons for 'Add to', 'Share', and 'More', along with like and dislike counts of 37,601 and 1,778 respectively.

Revenue Streams

Tim Ferrone's main revenue streams comes from his existing client base. He works out a monthly flat rate fee depending on the artist or manager's requirements.

New Development Opportunity

Plan and record various videos on topics covered with his existing clients. Vimeo allow you to “create high-performing videos, go live, collaborate with your team, and share anywhere”, through paid means. A Vimeo account will be set up and good quality videos and content will be uploaded. This can then be displayed on his new website and social media platforms (with short previews to draw potential customers in) as well as advertise these pay-as-you-go virtual courses. If any of his contacts are interested in joining the, he could link their contacts for an ongoing fee. This gives Tim Ferrone another form of revenue.

Using well placed adverts to promote his services and Vimeo site will also increase his client base and revenue streams.

Rebrand Budget

Cost Factors:

- ❖ Research
- ❖ Brand Development
- ❖ Implementation

Rebrand budget

<u>Rebrand</u>	<u>Time</u>	<u>Cost</u>
Investigation (company, interview, survey)	80 hrs @£12/hr (4 weeks, 20 hr a week,)	£960
Elevator Pitch	1hr	£12
Colour Theme	2hr	£24
Social Media	2hr	£24
New Revenue	1hr	£12
		£1,032

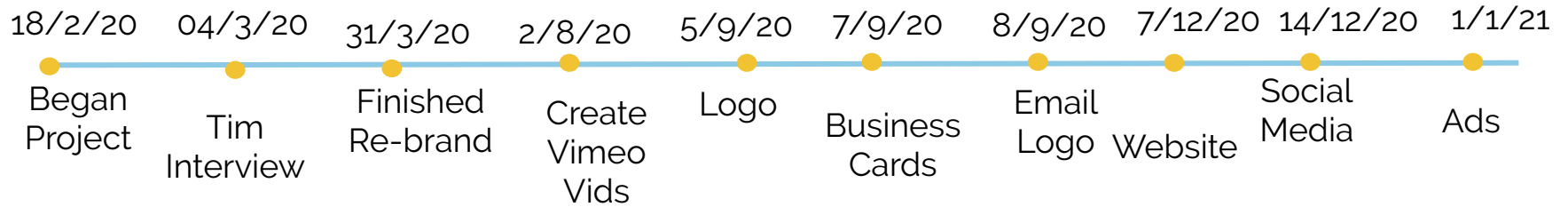
Estimated budgets

Cost Factors:
Researched estimate
costs to execute
successful re-brand

<u>Re-Brand</u>	<u>Cost</u>	<u>Ongoing costs</u>
Logo	£249	
Website	£300-400	
Social Media	Free	
Vimeo Business (until Dec, 9 months)		£40/m
Business Cards x 100 (create on vista print using new logo)	£30	
Email Logo	Free	
Paid Ads (£5 a day)		£140 /m
New Revenue: Freelance videographer	£150	
Contingency costs	£300	
	£1,129	£180/m

Timeline

Re-brand for 2021



HEADS OF TERMS

This heads of terms is made on the date of last signature below between:

1. **Wrapped Up Music** a company incorporated in England and Wales under No. **+447641976525** **Tileyard** , **UK** , **N7 9AH** (the **First Party**);
2. **Troi Parker-Roth** of **Welwyn Garden City** , **UK** , **AL7** (the **Second Party**)(together, the **Parties**).

SUBJECT TO CONTRACT

Background

- A. The First Party and the Second Party are interested in entering into A services agreement (the Proposed Agreement).
- B. This heads of terms sets out the principal terms and conditions upon which the Parties agree to enter into the Proposed Agreement.

Status of heads of terms

1. The terms in this heads of terms are not exhaustive and are expressly 'subject to contract' until a final written agreement has been entered into. The terms are not intended to be legally binding between the Parties except where specifically stated.

Timescale and notice to terminate

2. The Parties agree to negotiate in good faith with a view to signing the final written Proposed Agreement on or before 30 April 2020 .
3. Either Party may at any time, by giving notice to the other in writing, terminate negotiations for the Proposed Agreement, without having to give any reasons for doing so.
4. The Party giving notice will not incur any financial liability to any other Party, unless it has breached a legally binding obligation of this heads of terms as set out below.
5. Upon giving notice of termination, each Party must:
 - a. return all of the other party's equipment and materials;
 - b. return or destroy (as directed in writing by the other party) any documents, handbooks, CD-ROMs or DVDs, software or other information or data provided to it by the other party.

Essential pre-conditions to an agreement

6. Any Proposed Agreement between the Parties is conditional upon:
 - a. the Parties negotiating, drafting and agreeing the satisfactory terms of the Proposed Agreement governed by English and Welsh law;
 - b. the approval of and consent to the Proposed Agreement being given by (i) the Parties (including any necessary internal, shareholder, board of directors, or partner consents, as appropriate) and (ii) any relevant third party agencies including (without limitation) any tax, regulatory, export, certification or competition authorities. Any such approvals and consents shall remain in full force and effect until the Agreement is signed.

7. In addition, the following are pre-conditions to the Proposed Agreement:

- a. "Keep the Second Party's re-branding ideas confidential. Only to be used for the marketing purposes of First Party 'Wrapped Up Music'" ;
- b. "Second Party's re-branding portfolio must not be given to any other person or business" ;
- c. "First Party must discard of Second Party's portfolio if they wish not to use the ideas" .

Basis of Proposed Agreement

8. Under the Proposed Agreement, the First Party's primary obligations are:

- a. "Not to take any of Second Party's portfolio ideas without payment"

9. Under the Proposed Agreement, the Second Party's primary obligations are:

- a. "Discard of Second Party's creative ideas if they chose not to use them"

10. £1,032 .

Exclusivity

11. This paragraph is legally binding.

12. Immediately on signing this heads of terms the parties shall terminate any negotiations relating to the purposes of the Proposed Agreement currently taking place with the agents, employees, advisers or other representatives of parties other than First and Second Parties to this letter (Third Party Negotiations).

13. Neither Party shall, for a period of 30 days from the date of this heads of terms directly or indirectly:
- a. enter into, re-start, solicit, initiate or otherwise participate in any Third Party Negotiations;
 - b. seek, encourage or respond to any approach that might lead to Third Party Negotiations;
 - c. enter into any heads of terms, letter of intent, agreement, arrangement or understanding (whether or not legally binding) pursuant to any Third Party Negotiations.
14. The Parties to this heads of terms shall ensure that their officers, employees, agents, advisers and other representatives comply with the above paragraph.

Costs

15. This paragraph is legally binding.
16. Each Party is responsible for its own costs in connection with the Proposed Agreement, whether or not it proceeds (including, without limitation, the preparation and negotiation of this heads of terms, the negotiation and drafting of the Proposed Agreement and any documents contemplated by it).

Other agreements

17. This paragraph is legally binding.
18. Where they exist, any agreements between the parties will continue to apply to this heads of terms and shall remain in full force and effect and are not affected by anything in this heads of terms .

Rights and remedies

19. This paragraph is legally binding.
20. Each Party agrees that damages alone would not be an adequate remedy for any breach of a legally binding obligation by the other Party. In such an event, the non-defaulting Party shall be entitled to the remedies of an injunction, specific performance or other equitable relief in addition to any other remedy including damages.
21. This heads of terms is for the benefit of the parties to it and is not intended to benefit, or be enforceable by, anyone else.

Governing law and jurisdiction

22. This paragraph is legally binding.
23. The agreement constituted by this heads of terms shall be governed by the laws of England and Wales and the courts of England and Wales shall have exclusive jurisdiction for all matters arising under it.

Commencement and signature

24. The agreement in this heads of terms will remain in effect until superseded by the Proposed Agreement, notice to terminate negotiations or other event equivalent to termination of the agreement in this heads of terms (including the insolvency of one of the Parties or the performance of the obligations set out above (**Basis of Proposed Agreement**)).

The Parties have signed this heads of terms on the date(s) below:

Tim Ferrone for and on behalf of Wrapped Up Music

Date of signature

Troi Parker-Roth

Date of signature

Existing

Wrapped Up Music

The pay-as-you-go record label

Wrapped Up Music is a hire-able music consultancy that effectively acts a pay-as-you-go record label. Working in close partnership with the artist and their management, the model allows the artist to retain the ownership of their work, whilst plugging into two decades of recording industry expertise. A true 21st century record company.

Contact Us



What we do

Click to find out more about the service provided by Wrapped Up Music



About

More about Wrapped Up Music founder Tim Ferrone



Testimonials

We're very proud to have had more than a few happy clients. Click here to see what they had to say



Blog

A new series of blog posts to mark the release of the new AIM 'Music Industry Survival Guide'

Rebrand



WRAPPED UP MUSIC

1ST

