

Fanchon Dehillotte
2104905

**Creative Music Management
Portfolio**

Harry Leckstein

January 2022



Have a Heart

FANCHON

Single Release Campaign

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Artist Background

- Released 3 singles in 2020
- Started building online audience in 2015 by posting cover material
- Solo artist backed by live band
- Key branding features:
 - Green and Pink colour schemes
 - Grunge Iconography
 - Play on contrast between dark / rock and typically ‘girly’ / sweet visual personality
 - DIY aesthetic
 - Natural imagery
 - Mysterious, emotive, poetic

ABOUT FANCHON

Fanchon is a musician and writer, describing her sound as alternative rock infused with dream pop and folk influences.

Fanchon began growing an international listener base through her first 3 released singles: *Unravelling*, *Bandaïd* and *Doses* which were created with guitarist/producer Razvan Nicolae in June 2020. Fanchon is now working with bandmate/producer Frazer Holloway.

Through her lyrics, Fanchon is interested in repackaging cultural tropes and philosophical concepts through vulnerably honest storytelling. She hopes for listeners to relate and feel relief through hearing the messier hues of human experiences interpreted in playful, empowering ways.

At 15 years old, she began attracting an audience through her youtube channel where she posted covers of authentically reimagined popular songs. Fanchon also created a network through photography, which to this day constantly introduces her to new bands, venues and sounds.

Fanchon has also written a first poetry novel inspired by her childhood; which was spent travelling between France, England, Poland and the Netherlands. This inspired sensitive reflections on self-discovery, loss and romance that make their way into both her lyricism and literature.

The book starts at Chapter 15 and will finish at Chapter 20, representing the age at which the poems were written so that the reader can witness the experiences and growth. The music embodies the same coming of age story through sound. Poetry novel "SYZYG" is expected to be released in 2022.



Financial Planning - £5000 Budget

- Budgeting: DIY Punk aesthetic means artist values working independently and low budget
 - Many assets will be created independently for free or in a collaborative nature,
- Leftover budget to be spent on
 - Organising a Release Showcase at a London venue with a supporting band that can attract their audience to which press can be invited and a video crew can be hired to film the set (venue hire, decoration, paying support band, equipment hire, drinks catering, physical poster promotion, camera crew, photographer)
 - Paid social media and DSP advertising
 - Submission Portals for Press coverage
 - Hiring a professional photographer to shoot promotional visuals to be used on social media throughout the release campaign
 - Merchandise creation
 - Gigging expenses to promote the single in live context (transporting band, practice rooms, equipment upgrades, printing physical posters)

Financial Sheet - Distribution of £5000 Budget

ACTIVITY	DETAILS	COST £	BUDGET £
Single Creation	Recording, production and mixing done by band	0	5000
Remix	Collaboration with producer	0	5000
Sleeve Artwork	by artist	0	5000
Artist Website	by artist	0	5000
Electronic Press Kit	by artist	0	5000
Social Media Advertising: Facebook and Instagram	automated advertising	100	4900
Spotify Marquee Advertising		200	4700
Press Distribution: Submission Websites and Apps		300	4400
Showcase: Venue Hire	Xoyo Shoreditch.Cap 200-800 hirespace.com	650	3750
Showcase: Opening Band Hire	Deja Blu - female fronted electronic shoegaze London based band	200	3550
Showcase: Front of house engineer	Hire someone from the venue	100	3450
Showcase: Equipment Hire	Monitors for 2 guitars, one bass, two mics and drum kit (truesoundhire.co.uk)	125	3325
Showcase: Decoration	ideas: dried flowers, fairy wings to decorate front of stage	50	3275
Showcase: Physical Poster Promotion	100 posters package + 2 large prints of social media board (helloprint.co.uk)	45	3230
Showcase: Mood Lighting Hire	LED in green and pink (truesoundhire.co.uk)	100	3130
Showcase: Cameraman and Editing	£200 for 2 hour show, estimated editing £100 as we will provide sound (quote from ukcameracrewing.co.uk)	300	2830
Showcase: Photographer Hire	Same photographer to take showcase pics as from photoshoot, price covered below	0	2830
Merchandise: T-Shirts	Distributed on Everpress, created according to demand, designed by band	0	2830
Merchandise: Lighters and Papers	Lighters are created through Awesome Merchandise and rolling papers are created through Snail Papers	145	2975
Merchandise: Guitar Picks	Picks are created in minimum quantities of 50 from The Picks House	35	3010
Profesional Photoshoot: Photographer	McVirn Etienne (http://www.mcvirnetienne.com/)	1500	4510
Professional Photoshoot: Photo editing	estimation from their price of £25 per hour	100	4610
Professional Photoshoot: Locations	Nature background - Hamstead Heath, Urban background - Camden	0	4610
Weekly band practice room hire to promote single through gigs	Band practices at Tileyard	0	4610
			Total Budget used: £4610
			Remaining Budget: £390

Artwork and Iconography



social media profile picture

Spotify Canvas to be made from the music video extract if one is made, conversely can be made from turning the sleeve cover into moving artwork as done for past releases

Song and Remix

Have a Heart

https://soundcloud.com/fanchon-dehillotte/have-a-heart-demo/s-YQeDoXLhv2T?si=422fbcc1004645ea8c6f6f54604b0fa0&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing

Have a Heart - Kaspian Remix

https://soundcloud.com/fanchon-dehillotte/fanchon-have-a-heart-kaspian-dnb-remix-v16/s-Ai2oPrjR6BH?si=224097e5c24245d2b9daac5c570d572e&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing



Remix Sleeve (made by inverting single artwork)

Lyric Video

<https://www.youtube.com/watch?v=fS2vIEyHcRc>

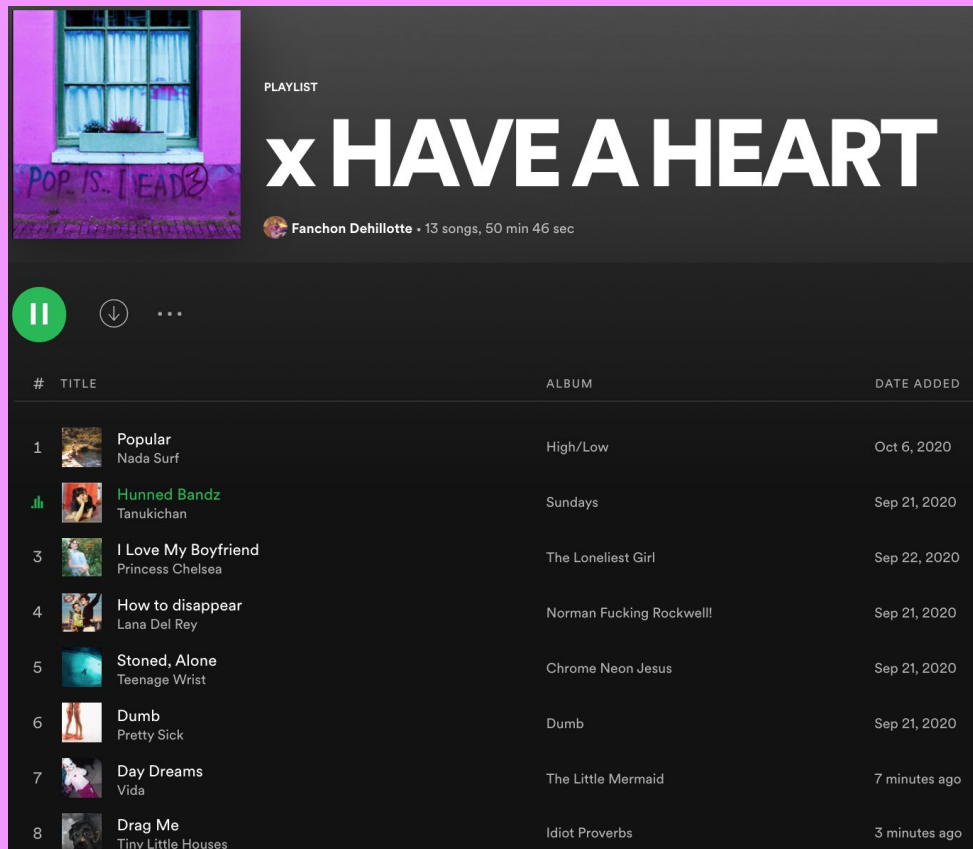
- Visuals setting the scene the song is describing in present tense
- Fonts consistent with single iconography



- DIY aesthetic loyal to artist brand
- To be released 1 week after single in order to redirect attention to the song

Promotional Playlist

<https://open.spotify.com/playlist/51bRwIMPizgur8YCIJ5JZa?si=f3422e1be0e74b5c>



PLAYLIST

x HAVE A HEART

Fanchon Dehillotte • 13 songs, 50 min 46 sec

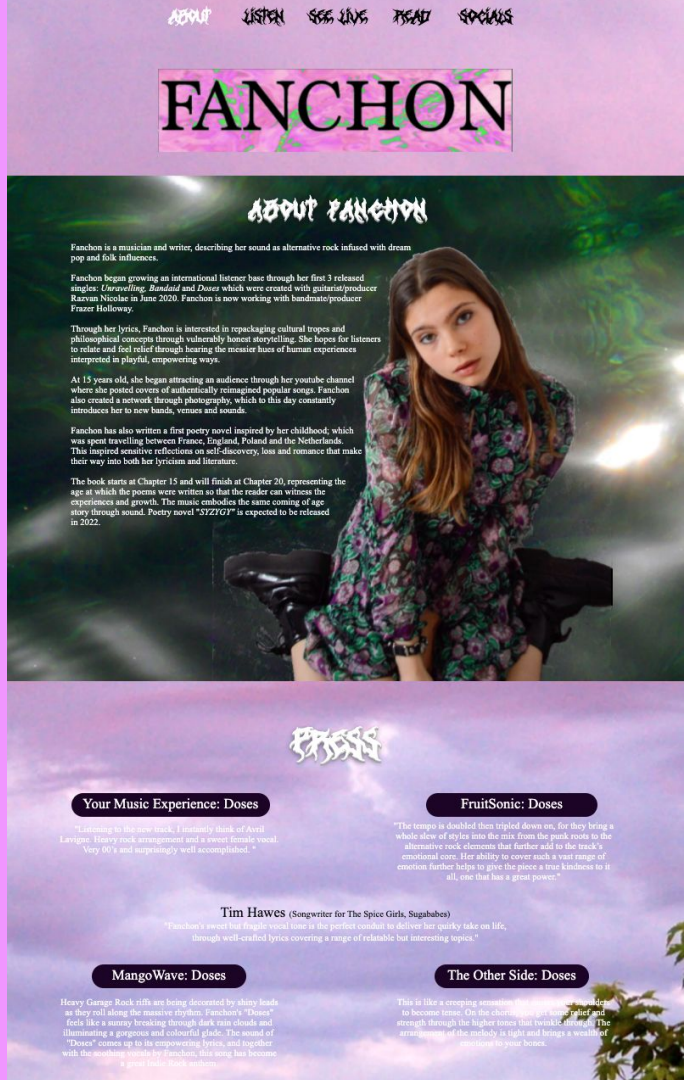
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#	TITLE	ALBUM	DATE ADDED
1	 Popular Nada Surf	High/Low	Oct 6, 2020
2	 Hunned Bandz Tanukichan	Sundays	Sep 21, 2020
3	 I Love My Boyfriend Princess Chelsea	The Loneliest Girl	Sep 22, 2020
4	 How to disappear Lana Del Rey	Norman Fucking Rockwell!	Sep 21, 2020
5	 Stoned, Alone Teenage Wrist	Chrome Neon Jesus	Sep 21, 2020
6	 Dumb Pretty Sick	Dumb	Sep 21, 2020
7	 Day Dreams Vida	The Little Mermaid	7 minutes ago
8	 Drag Me Tiny Little Houses	Idiot Proverbs	3 minutes ago

Artist Website

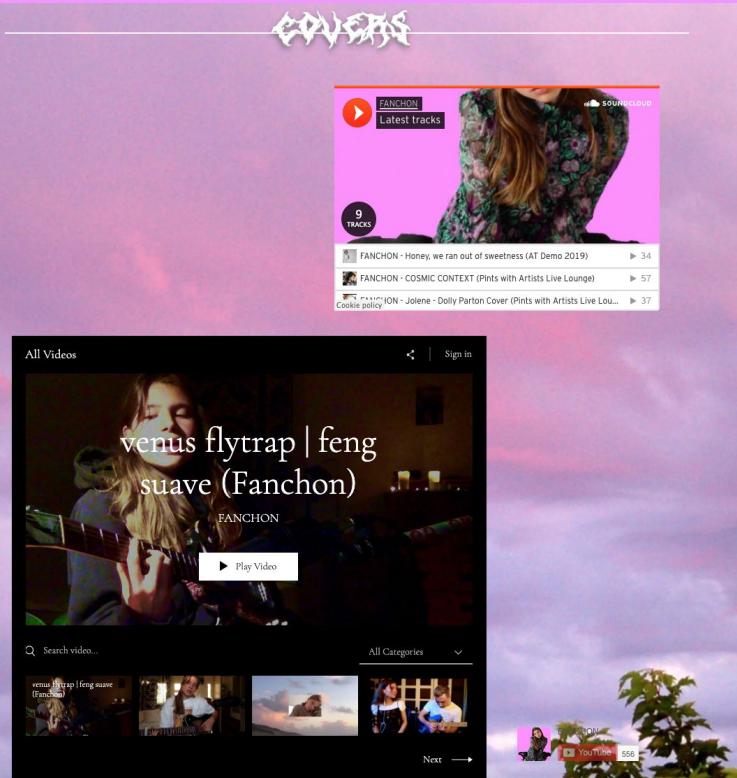
<https://fanchondehillotte.wixsite.com/music>

- Calls to Action
 - “Listen” button, social media handlebars
- Focus on congruent aesthetic
- Press Coverage quotes
- “Live” Page dedicated to upcoming gig information
 - Ticket purchasing to be linked
 - Live Lounge video
- Listen page with original discography and covers
- “Read” page introducing poetry book
 - to be published in 2022 and available to purchase on cite
- “Merchandise” page to be made visible after release



Artist Website

<https://fanchon.dehillotte.wixsite.com/music>



ABOUT LISTEN SEE LIVE READ SOCIALS



rem SMILE © 2022
written by Frazer Holloway and Fanchon Dehillotte
performed by Frazer Holloway and Fanchon Dehillotte
production by Frazer Holloway
master by Peter Maher



Unravelling © 2020
Bandaïd © 2020
Doses © 2020
written by Fanchon Dehillotte and Ravan Nicolae
performed by Fanchon Dehillotte, Ravan Nicolae and Frazer Holloway
produced by Ravan Nicolae and Frazer Holloway



Electronic Press Kit

<https://fanchondehillotte.wixsite.com/electronicpresskit>



Fanchon is a musician and writer, describing her sound as alternative rock infused with dream pop influence.

In 2020, Fanchon began growing an international listener base through her first 3 released singles: Unravelling, Bandid and Doses. rsm SMiLE came out in 2022, shifting the sound to a harder rock direction with the help of bandmate and producer Frazer Holloway.

Through her lyrics, Fanchon is interested in repackaging cultural tropes and philosophical concepts through vulnerably honest storytelling. She hopes for listeners to relate and feel relief through hearing the messier hues of human experiences interpreted in playful, empowering ways.

Electronic Press Kit

AS HEARD ON:



Courant Alternatif



September 2020



November 2020



December 2020

BRANDING, PROMOTIONAL
AND MUSICAL ASSETS CAN BE
DOWNLOADED HERE:



February 2022



January 2022

"...a whole slew of styles into the mix from the punk roots to the alternative rock elements that further add to the track's emotional core. Her ability to cover such a vast range of emotion further helps to give the piece a true kindness to it all, one that has a great power." Fruit Sonic



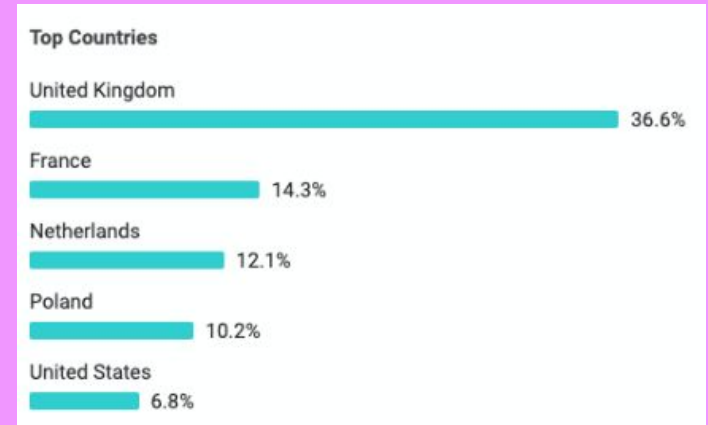
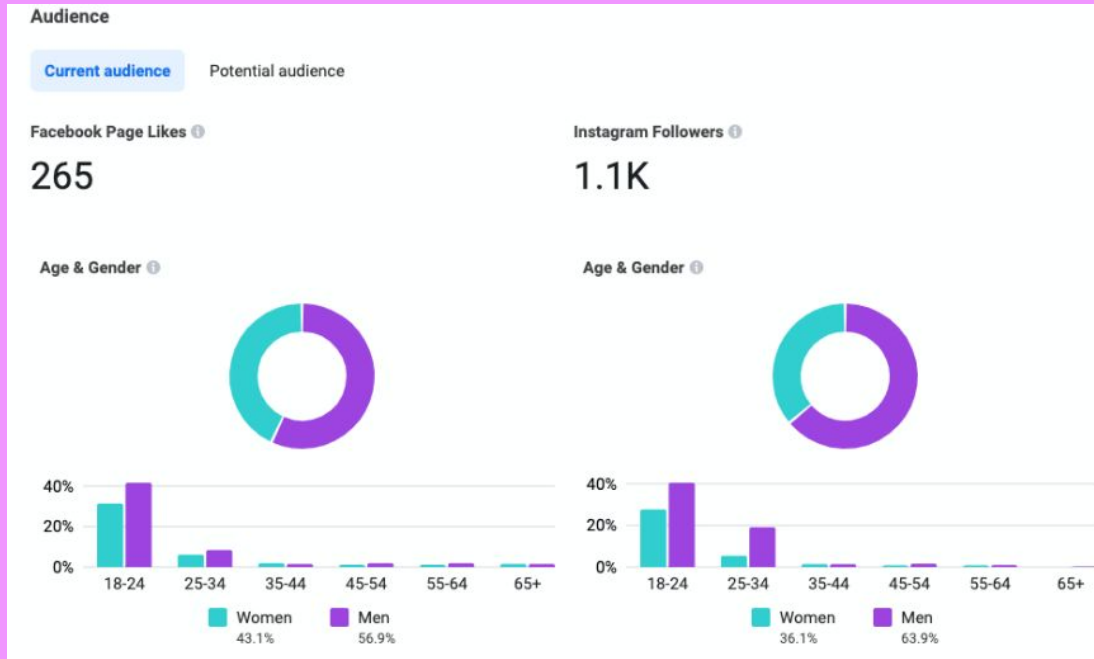
Bandmate Frazer Holloway (drums, production)

Live Promo Poster

Printing this poster to put up somewhere visible during gigs so that people can easily find artist online



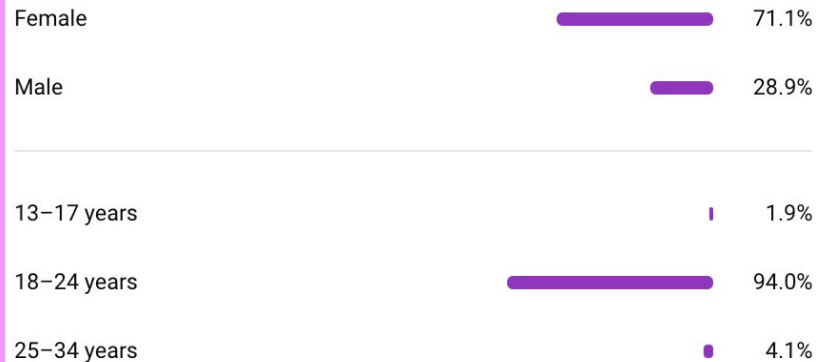
Social Media Analytics: Instagram and Facebook



Social Media Analytics: Youtube

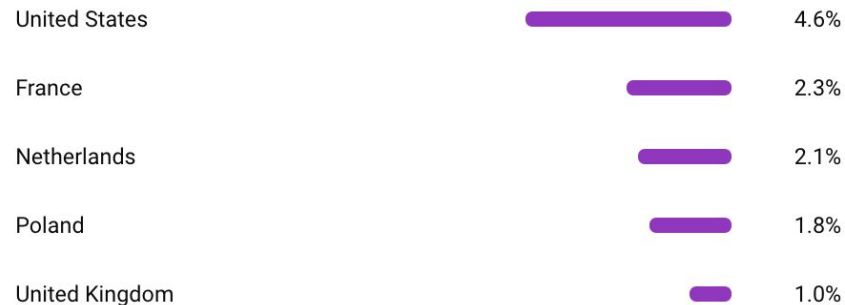
Age and gender

Views · Lifetime



Top geographies

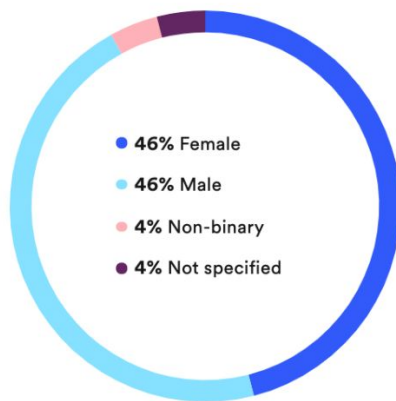
Views · Lifetime



Spotify Analytics

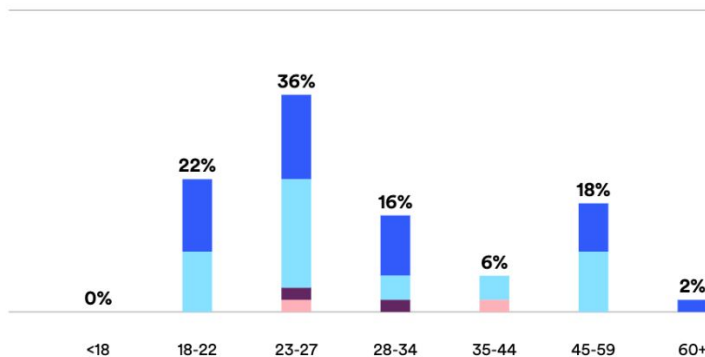
Listeners' gender

LISTENERS • LAST 28 DAYS • WORLDWIDE



Listeners' age

LISTENERS • LAST 28 DAYS • WORLDWIDE



Top countries

LISTENERS • LAST 28 DAYS • WORLDWIDE

LAST 28 DAYS

- 1 France
- 2 United Kingdom
- 3 Netherlands
- 4 Ireland
- 5 Australia

Demographic Analysis and Target Audience

- Overall generally even split between female and male
 - ‘Girly’ aesthetic and female POV lyrics target women
 - Switch to harder rock / grunge associated to higher male audiences
- Predominant 18-24 age category
 - accessible to 25+ as redirection to heavier rock material is associated to older audiences
 - Dream pop influence targets younger audiences 15+, not included in social media analysis
 - Informed the decision to use Instagram as artist’s main platform of fanbuilding and to start a TikTok to target younger audiences
- Dominant territories: United Kingdom, France, Netherlands, United States
 - Artist’s social media use is mostly in English but includes French translation for bigger announcements
 - Social Media posting according to UK time zone where artist is based

Social Media Engagement

PRE-RELEASE	RELEASE WEEK	POST-RELEASE
Update profile picture and banner to be consistent on all platforms and mark a new campaign	Q&A about song on story (Instagram)	Share Playlist once again with Have a Heart added onto it
Ask people to follow artist on spotify as this will mean the song will show up on their personalised playlists upon release (instagram, facebook, twitter)	‘Carousel’ posts with behind the scenes content on creation process (instagram, facebook, twitter)	Lyric Video posted on artist’s Youtube channel, shared on all platforms
Share playlist with songs that influenced creation of the song, to raise anticipation and encourage presaving (instagram, facebook, twitter)	‘Carousel’ posts with behind the scenes on release week sharing listens and how artist feels about the process in order to build fan connection	Sharing content that influenced / inspired the songwriting process: journaling, poetry, movies, artwork (facebook, twitter, instagram)
Post short audio clip previewing song (instagram, facebook, twitter)	Going Live on facebook and instagram to boost engagement, can perform songs or do a q&a	Music Video Release

Social Media Engagement

PRE-RELEASE	RELEASE WEEK	POST-RELEASE
		Stripped back Live Lounge with only guitar and vocals filmed in a studio posted on artist's Youtube and shared on all platforms, could also be made into a live 'premiere' Youtube or Facebook video although prefilmed
		Song Diary Blog Post with inspirations, writing and recording process (as artist has done for every release) https://fanchondehillotte.wixsite.com/postdreaming

Social Media Engagement: Utilising TikTok's Bottom Line

- As the artist is up and coming and does not yet have a large social media following, TikTok can be used to the artist's advantage as creating a new account with an understanding of how the algorithm works could rapidly gain them a significant following on TikTok which is presently a huge platform of music discovery.
- The first 5 videos posted by a new TikTok account are used to test out the engagement received and create their 'bottom line'. This means that the first 5 videos posted are spread to random users and depending on how much traction is gained, this defines how much the algorithm will push the next videos therefore determining future exposure. If the first 5 videos get multiple thousands of views then the account is boosted and can grow rapidly. This can be capitalised on by carefully curating the first 5 videos of a new account to utilise algorithm boosting tricks and hopefully reach as many people as possible
- The purpose of this is to then keep that audience and post music related content so that the follows hopefully translate into DPS listens and engaged fans.

Social Media Engagement: TikTok Post Planning

Post #	Content Idea
1	Week before release: Adlipping to Verse 1 of song, write the lyrics out in text (as most viewers use TikTok with sound down and put the sound up when intrigued by text) and make sure words start within the first few seconds so that people don't skip, indicate pre-save link in bio
2	Week before release: Few seconds Intro instrumental with ambience video collage, indicate presave link in bio
3	On release day: Video of band practice live playback of song chorus, write text indicating song is out and encouraging people to check it out
4	Release week: BTS video collage with clips from recording process, indicate to bio link to stream song
5	Release week: 'Harmony Challenge' singing the main line then adding harmonies one by one (use bridge section of song)
Future Post Ideas	'Translating' lyrics writing out the text and its meaning for different sections of the song, BTS of making promo material like canvas and music video, band vlog content, sharing creative inspirations, similar content for other releases, covers, day in the life of a musician, completing music challenges, tutorial on how to play artist's songs on guitar

Social Media Paid Advertising

- Automated Ads on Instagram, Facebook and Messenger
 - Daily Budget £2.28
 - 2 weeks before release: Pre-save Ad
 - Week of release and 3 weeks after: Streaming Ad
 - Total £95.76
- Spotify Marquee
 - Charged per user click, campaign stops when budget input runs out
 - We will put £200 in

Press and Radio Coverage

- Upload EPK to submission portals in the 4 weeks before release day
 - MusoSoup, SubmitHub, IndieShuffle, SoundPlate, IndieMono, Music Gateway, Zebr App, DailyPlaylists
 - This covers sending single to curated playlists on DSPs, radio show hosts, social media influencers and music blog journalists
 - Submission portals all have different payment methods, we will dedicated a combined total of £300
- Direct Contacting through email
 - Reaching out to artist's a&r contacts
 - Read blogs written about artists similar in sound and aesthetic and contact the writers asking to be considered for a review using HypeMachine which allows you to search for similar artists by name
 - Reaching out to radio show hosts that play appropriate music using TuneIn
- Releasing on a Friday to enhance chances of getting onto 'new release Friday' playlists
- Pitching to Radios: BBC Introducing, RadioAirplay

Release Showcase

- On the week of release
- Venue Hire: XOYO Shoreditch
 - 200-800 capacity
- Opening Band Hire: Deja Blu
 - We have chosen a band that is also up and coming in London and female based with a similar aesthetic although more electronic sound in order to attract their listening base
- Decoration and Lighting: neon pinks and greens, a 'Fanchon' sign with social medias so new listeners can easily find music online
- Inviting Press
- Physical Poster Promotion
- Artist will promote on their social media platforms

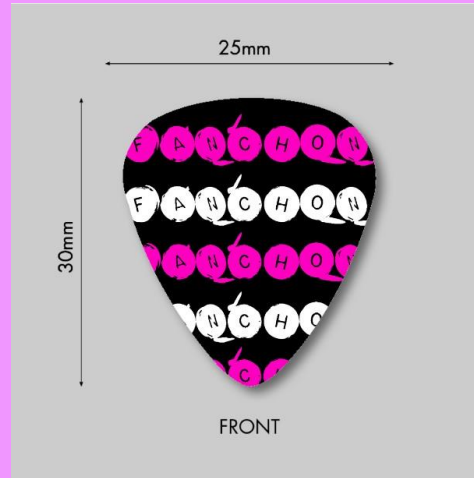
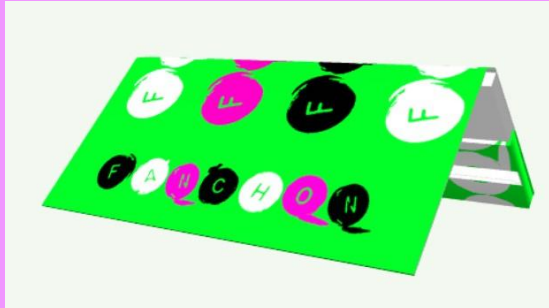
Line of Merchandise

- Products designed to fit the atmosphere of the song which narrates the scene of being at a gig
- Trademark green and pink options with Fanchon and Have a Heart written in the fonts from the single artwork
- Private link to the remix given as a free ad on when a piece of merchandise is bought
- Lighters and Papers
- Guitar Picks
- T-Shirt Designs:
 - made on everpress as it is a more eco-friendly and financially safe option as stock is created upon demand



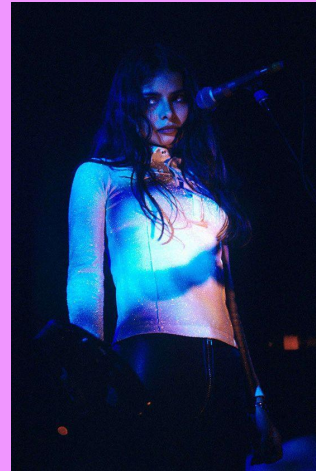
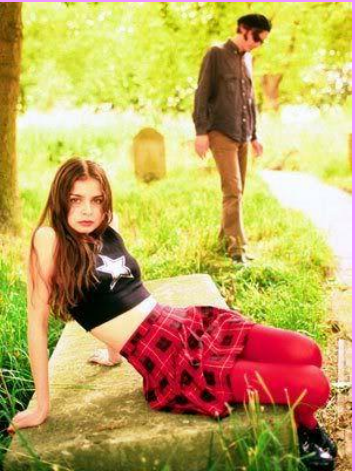
Line of Merchandise: Estimated Revenue and Prototypes

Item	Quantity	Cost per Unit	Total cost	Supplier	Sell price per unit	Total revenue
Lighters	50	£0.90	£45.00	Awesome Merchandise	£2	£100
Rolling Papers	50	£2	£100	Snail Papers	£3	£150
Guitar Picks	50	£0.70	£35.00	The Picks House	1.5	£75
		Total	£180.00		Total:	£325
					Profit:	£145.00



Professional Photoshoot

- Spending the budget on reusable assets like professional photoshoots which the artist can spread across social media plan throughout the campaign and for future releases
- Photographer: McVirn Etienne (<http://www.mcvirnetienne.com/>)
- Location Inspiration: free spots such as natural (Hampstead Heath) and urban (Camden)
- Wardrobe and Styling: To be done by band themselves
- Photographer will also document the Release Showcase



Remaining Budget

- The remaining budget could be used for further reusable assets such as
 - Hiring a graphic designer to create a Fanchon logo and fonts
 - Hiring a film crew and director to make a more luxurious lyric and music videos, carefully selected to remain visually in line with the Punk DIY aesthetic
 - Supporting regular gigging such as transporting the band and equipment, printing physical posters for promotion, hiring out practice rooms when the free option is unavailable
 - Hiring a visual artist to create artwork for future releases
 - Creating a line of physical music merchandise such as Cassettes and CDs on which the single and release can be put, although this would be more of a collectible decorative item according to Punk/Grunge demographic research