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MARKETING REPORT

WILL HEARD

Marketing Objectives

As Will Heard is a very new artist within the music scene, we felt that his focus should be on creating a full-length album and reaching to mainstream audience.

Overall Objective: Sale 50,000 first week of his debut album

The overall objective is to sell 50,000 first week of his debut album. Will currently has a core fan base and has great potential to push in the mainstream as he already has links to the fashion industry being seen with the very famous model Cara Delevingne doing a cover of 'Sonnentanz' on YouTube (Will Heard, 2013).

Objective 1: Increase Fan base

He currently has somewhat of a core fan base having just released his first 4 track EP 'Trust' with a video of one of the songs off the project 'I better love you' which has over 200,000 plays on YouTube (WillHeardVEVO, 2017). He also appeared on channels such as SBTv (SBTV: Music, 2013) which he got a great reception from. However, to really reach our overall objective of 50,000 albums we need to make sure he grows his fan base.

Objective 2: Release several singles

To make sure people go purchase the album, we felt he should release a number of singles leading up to the project. Before people want to purchase an album they want to know the album will be good so to release a number of singles is a great way to get people excited about the project and reach new fans.

Objective 3: Collaborate with bigger more well-known artists

Our final objective is to have Will collaborate with more well-known artists and producers that fit his style. Will Heard has featured on songs with Rudimental (Rudimental, 2015) and that's how he started to make his name in the music scene. We feel there's artists out there especially from the west coast of America like Anderson Pakk who would fit with Will's sound and hopefully expand him out to a bigger audience.

Ambition

The term "ambition" was used in Sony to show how the results of the end campaign are expected to be. This ambition was set up as a guideline to help achieve the overall objective. Will Heard will be booked for bigger festival appearances to help him gain new international audiences especially in the US and worldwide. Furthermore, bigger collaborations with artists and producers will be held in the UK and the USA.

Target Audience

Target Audience 1 – YoungStarz (15-24)

When analyzing Will's current position it is clear that the market he is currently catering for is definitely those that lie between the ages 15-24 and share the traits of the people in the fanatic YoungStarz category according to the Sony music UK segment bible (Sony Music, 2015). All of Will Heard's music and fan base for the most part currently live online as he hasn't had any radio play or any big hits yet, therefore his audience would have to be 'digital savvy' and spend a lot of time on social media. He represents a new innovative funky style while falling within a RnB/poppy sound which this fan base gravitates towards liking artists like Frank Ocean, clean bandit and Ed Sheeran. Appearing on channels such as SBTv and doing tracks with rudimental has definitely somewhat cemented a core following within this market segment.

Target Audience 2 - #HOTRIGHTNOW (15-24)

We felt the next appropriate target market would be the enthusiasts #hotrightnow market between the ages of 15-24. This segment of the market is just girls and we feel that Will's image and upbeat energetic sound will appeal to this kind of audience. Putting him with the right collaborators and producers will allow him to appeal to this more mainstream market. Whilst this audience is chart driven it doesn't necessarily mean they're a traditional pop audience and talent and authenticity is absolutely vital for them to like an artist (Sony Music, 2015). They're very much into fashion and going to live gigs which is something Will is already very both active in giving him that extra advantage to cross over to this new audience.

Target Audience 3 – Dazed and Fuzed (25-34)

Our last target market is Dazed and Fuzed (25-34). Will Heard has a very upbeat energetic music sound which definitely collarets with this market segment's taste. Music is energy to them and is used to liven up their social life and we feel if Will Heard continues with this upbeat sound on his new album then he can appeal to this market segment (Sony Music, 2015). Visuals are a big one for this market segment as they consume music through TV and YouTube so videos are again essential when releasing the singles off this new project.

DNA - WILL HEARD

The DNA of Will Heard was formed with a one-liner headline that says "Gaining A Global Outreach With Increased Traction". Made specifically for Will Heard, this campaign was meant to help increase his fan base not only in the UK but globally. Increasing traction is also one of the main focuses that could very much benefit both Will Heard and Sony. Divided into three

phases, each phase will have their distinctive objectives and different target groups to work on to achieve success.

DNA - AUDIENCE INSIGHT

After some thorough research, we found that Will's audience prioritise music as their main entertainment as they listen to music most of the time. Besides that, his fans love attending live shows, a very good evident reason for his sold out gigs. As most of Will's fans are between 15 to 35, there will be no doubt that they are always up to trend with current technologies because young adults usually will not want to be left outdated. His fans are also thought to have heavy use of the internet and TV. This is mainly due to the fact that the millennials were born in the era of generation Y and according to Llyon (2016), there are roughly 13.8 million people who are classified as generation Y in the UK alone. It is also found that Will's fans are also very active on social media especially Facebook and have been turning to YouTube channels in search of new music.

DNA - ARTIST INSIGHT

The reason for having an artist insight is to focus on the artist's vision and their key strength gathered from various sources. Well known for his sold out gigs and concerts, Will Heard has been setting up gigs all year round including playing at festivals such as the Great Escape Festival and the Wild Life Festival. One of Will's strengths is that he often features on singles or albums of other rising as well as established artists like Sonnentanz and Cara Delevingne (Fashion.telegraph, 2013). Another interesting fact about Will is that he also has a very great sense of fashion and image which could also be seen through the love magazine

(LOVE, 2016). His good fashion and image has led him to produce some exciting creativity in his music videos.

DNA - MARKET INSIGHT

Market insight is about finding out the artist's differences from others and how can it help in making him unique compared to the rest. That being said, Will can provide unforgettable experiences to his fans by having some Q&A sessions with them as this is also a form of connectivity with the audience. Furthermore, an artist playlist specifically for Will's fans could be created to enjoy his songs. There are numerous up and coming artists in the UK who are currently at the same stage with Will still looking for the big break, namely Barns Courtney, Declan McKenna, and George Cosby which are also mainly his competitors.

DNA - DIAL UP

Will Heard stood out to be a role model for the target market YoungStarz (15-24) which is filled with next generation adults who are looking for someone to look up to. Another point is that he makes music that females can relate too and due to his soulful background thus, he would appeal to the target market HotRightNow - 15-24. Adding to him being a role model and popular with the females it is worth noting that he connects with his followers on social media regularly, is a fashionable person and performs at music festivals (UK based).

DNA - DIAL DOWN

In his Dial downs we wanted to avoid him doing anything that could sway the chosen target markets away from supporting his career. So the obvious point that stood out was avoiding any reckless behaviour because his chosen fan base is set on having a role model to

look up to. Along with behaving correctly we need him to avoid any bad press (TMZ etc...). Finally, we wanted to emphasise him not swaying away from his musical style. Previously on Sony's sister label (Black Butter Records) he ended up collaborating with artists like Rudimental who are not within his genre. I felt like Will Heard shouldn't be used as a supporting artist to bigger musicians and instead be the main character and cultivate his own sound.

Collaborations (partnership)

According to the Association of Information and Image Management (AIIM, 2017), "collaboration is defined as a working practice whereby individuals work together to a common purpose to achieve business benefit". That being said, we have outlined two fashion companies that we think would suit best according to his fashion taste, namely Blue Inc and H&M with H&M being one of those popular brands among millennials (Klein, A. 2015).

Partnership 1 - Will Heard X Blue Inc

The partnership with Blue Inc will start with the proposal of the potential collaboration to them. Will Heard could be part of their ambassador and/or model for their up and coming new product releases. Besides that, get Will Heard to be present in as many Blue Inc events as possible and use his social media to post about Blue Inc's products. On the flip side, try to make guarantee that Blue Inc will also be mentioning about Will Heard on their advertising board. As Blue Inc is a British fashion retailer, Will Heard will most likely get more notice and attention across the UK, increasing his UK fan base. Most importantly, try getting Blue Inc to be part of the sponsorship of Will Heard's tour.

Partnership 2 - Will Heard X H&M

As for the partnership with H&M, the same techniques used for Blue Inc could be applied. If by all means the deal was struck, Will Heard will surely be able to expand his fanbase especially on social media platforms and it will be very much easier for him to attract new fans, especially from the worldwide audience. This is mainly due to the fact that H&M has the “largest audience on social media and is the most engaging and most talked about of the fast fashion brands” (Briggs, 2015) with their Facebook and Twitter page exceeding 30 million likes (Appendix A) and 8 million followers (Appendix B) respectively.

CREATIVE DIRECTION/ DEVELOPMENT

Cultivating his sound is where the older target market Dazed & Fused (25-34) get involved. I felt that creatively there was a lot we could do with Will Heard and one of those ideas was to pair him with producers that fit in with his style of music. I found a label based in Los Angeles that is perfect for the kind of music Will Heard makes. The label is called Huh What & Where (HW&W) and is a collective of producers (with a few singers) who have been finding a lot of success independently. I believe that pairing Will Heard with producers and artists in an environment that fits his character would be the perfect move for him.

In terms of connections within the entertainment industry he should try and utilise the most is his friendship with supermodel & Actress ‘Cara Delavigne’ who he has worked with before. Furthermore, on the subject of videos I felt that due to his following on social media and how he connects with the fans he should take it a step further and create an online vlog through YouTube. I also noticed that he likes to be in front of the camera due to him posting little videos on his twitter page and is something he could do comfortably whilst building a stronger relationship with his growing fan bases.

Communication

Two of our target markets lie within the age range of 15-24 so social media should be a primary form of communication for Will Heard. Will Heard can make the effort to interact and respond to his fans tweets which these markets will appreciate and respond well to, hopefully growing his fan base. He can use the new live stream tools Facebook and Instagram have to do live Q&A(s) with fans. As a lot of his target markets consume their music through YouTube we felt doing weekly Vlogs that follow his day to day life can all be filmed for his fans to watch. Meet and greets with Fans could also be a great way to interact with his fan base. As his fans love going to live shows this could be a great way to entice more fans to come if they feel they can meet the artist as well. Online radio and podcasts is another great way to communicate with fans and promote his music.

Product

For products we thought pre-purchase initiatives on the album could help push up the sales. As our audience doesn't necessarily always buy albums I feel this exclusivity and urgency to get a new track before its official release date will push them to preorder the album. It states that Youngstarz if given a reason to purchase will normally support if they're invested in the artist. By the time the album has come along Will Heard by this time would have gathered quite a core following. Our audience loves to attend live shows so to throw a surprise gig on the day of the release of the album would help our young audience to purchase the album. Having it in a record store as well gives them a bigger incentive to purchase the album.

Phasing

This campaign is split into three phases spanning from 1st April 2017 to 31st August 2018. Each phase has their individual objectives and key activities. New music releases for each phase will be accompanied by a key message. The first release is scheduled on 7th May 2017 with the message "Look out for my gigs!". On the second phase, a single is scheduled to be released on 30th October 2017 and a surprise single will be released a day before christmas on Soundcloud with the key message "Check out my new singles!" Releases on the third phase will be a single on the 7th February 2018 and an album on the 25th May 2018 accompanied by the message "Are you ready for my album?!"

Some key marketing activities have been drawn in to aid this campaign. One of it is using social media platforms such as Facebook, Twitter and Instagram to do some marketing promotion for all three phases. Besides that, we thought of utilising his performance at festivals to promote his single for the first phase while business partners and vlogs come in during the second and third phase. The last phase has an additional exclusive pre-order bundle offer. Collection of ECRM will also take place in the first two phases while applying the data collected on the last phase. On the other side, targeted KPIs for the first phase are 27,000 Likes on Facebook, 20,000 Twitter followers, and 200,000 total views on Youtube while the second phase are 35,000 Facebook likes, 25,000 Twitter followers, and 300,000 total Youtube views. Lastly, the third phase will see 100,000 Facebook likes, 50,000 Twitter followers, and 1,000,000 total Youtube views.

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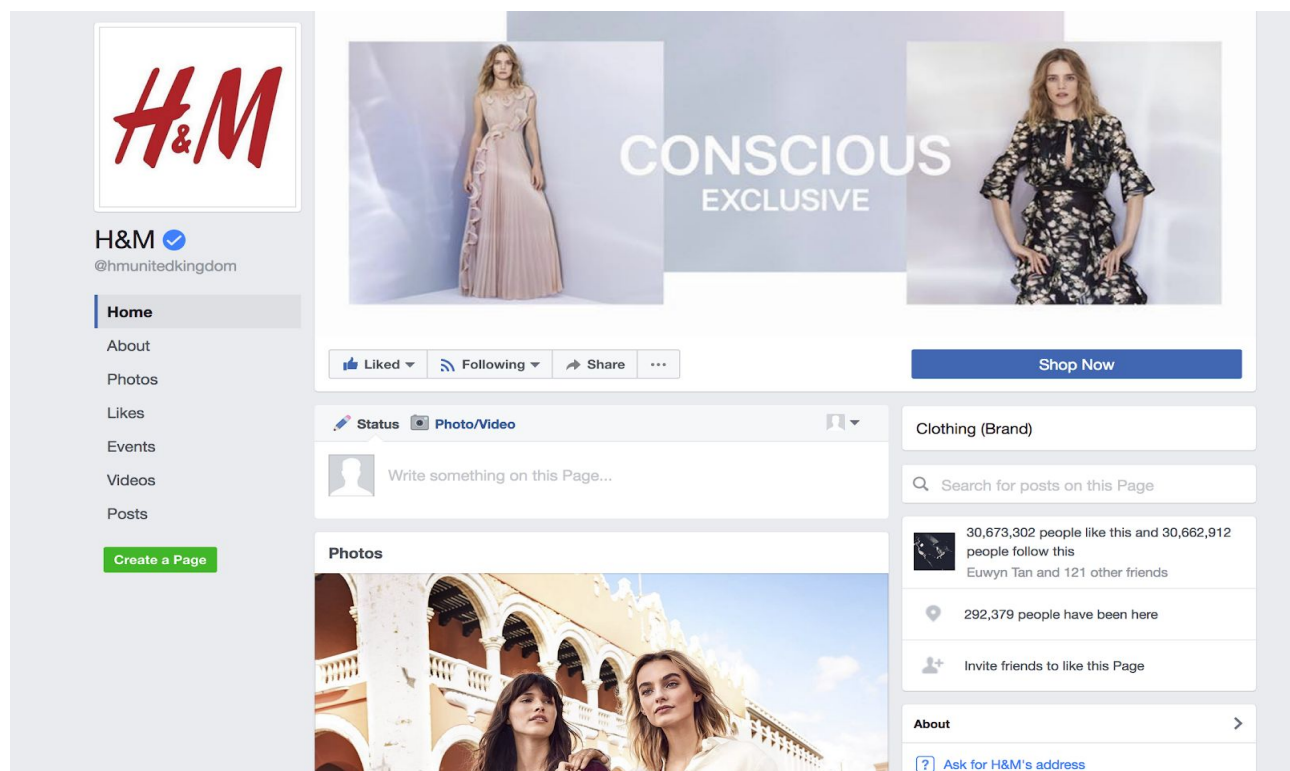
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Appendix

A) Number of H&M Facebook likes as of 27th April 2017



B) Number of H&M Twitter page followers as of 27th April 2017.



TWEETS 10.6K FOLLOWING 327 FOLLOWERS 8.46M LIKES 408

Follow

H&M

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Welcome to H&M's official Twitter account. For customer service, please tweet @hm_custserv or visit hm.com/contact.

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