

WILL HEARD

Using the SONY Portrait
of a Nation

DNAs
Campaigns

By Brendan Rong Huey Chua
George Stewart
Elshus Scott



Marketing Objectives

50,000 ALBUM SALES IN FIRST WEEK OF RELEASE

Increase fan base

Release a number of singles

Collaborate with bigger, more well known artists

Ambition



- 50,000 album
- Bigger festivals appearances
- New international audiences
 - US
 - Worldwide
- Ambassador of at least one fashion brand
 - Blue Inc.
 - H&M
- KPIs:
 - FB: 100K LIKES
 - Twitter: 50K FOLLOWERS
 - Youtube: 1M TOTAL VIEWS
- Collaboration with bigger producers and artist.

Target Audience 1 - YoungStarz (15-24)

ARTISTS	GENRES	MOODS	MEDIA	BRANDS
Ed Sheeran	R&B/Urban	Exciting	Snapchat	Beats Audio
Frank Ocean	Pop	In-Your-Face	Boiler Room	Obey/Supreme
Clean Bandit	Hip-Hop	Edgy	YouTube	H&M
Kendrick Lamar	Techno	Funky	Instagram	Asos
Disclosure	House	Innovative	Majestic Casual	Ray Ban

Target Audience 2 - #HOTRIGHTNOW (15-24)

ARTISTS	GENRES	MOODS	MEDIA	BRANDS
Batille	Pop	Happy	BBC Radio 1	TopShop
George Ezra	R&B/Urban	Exciting	4od	H&M
Ed Sheeran	Indie/ Alternative rock	Inspiring	Instagram	Starbucks
The 1975	Singer Songwriters	Expressive	Netflix	Urban Outfitters
Taylor Swift	House	Up - To - Date	Made in Chelsea	Apple

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

ARTISTS	GENRES	MOODS	MEDIA	BRANDS
Pharrel Williams	Hip Hop	Fun	E4	H&M
Migul	R&B/Urban	Passionate	4 Music	Nike
Frank Ocean	Pop	Intelligent	BBC 1Xtra	Addidas
Sia	Dancehall	Sexy	Mobo Awards	Obey
Rhianna	Dubstep	Innovative	Vevo	Red Bull

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“Gaining A Global Outreach With Increased Traction”

This campaign is designed solely for Will Heard as a guideline to help increase his fan base not only in the UK but globally. Increasing traction is also one of the main focus that could very much benefit both Will Heard and Sony. Based on this campaign, there will also be potential collaborations happening between Will Heard with Blue Inc. and/or H&M. Divided into three phases, each phase will have their specific objectives and different target groups to work on to achieve success.

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AUDIENCE INSIGHT

1. Music is really important to them.
2. Love attending live shows.
3. Up to trend with fashion and current technologies.
4. High internet and TV usage.
5. Social media – Facebook as main/Subscribed to Youtube channels for new music/Active in participating in new discussions.

ARTIST INSIGHT

1. Sold out gigs.
2. Often features on singles or albums of other rising artist.
3. Good fashion and image.
4. Exciting creativity in his music videos.
5. Utilise Twitter to show himself singing.

MARKET INSIGHT

1. Up and coming artist looking for the big break.
2. Provide unforgettable experiences to their fans.
3. Connectivity with audience.
4. Artist playlist for the audience.
5. Competitors are Barns Courtney, Declan Mckenna, & George Cosby.

DNA Dial Up



Connects with his followers on social media

Role Model

Performs at more festivals.

Makes good music that females can relate to! And is someone to mirror for target markets like 'Hot Right Now'

Good visuals of music videos.

Fashionable



DNA Dial Down



Collaborating with the
wrong artists
(Stepping out of his genre)



Any reckless Behaviour/
Activity



Avoid bad press
(TMZ etc...)

Partnership 1

BLUE INC

X

WILL HEARD

- Approach Blue Inc with the proposal of a potential collaboration.
- Try getting Will Heard to be part of their ambassador and/or model.
- Provide Blue Inc with several tickets for each of his show.
- Provide Blue Inc employees with a certain percentage of discount for Will Heard's concert ticket.
- Get Will Heard to be present in as many Blue Inc event and use his social media to post about the product.

Partnership 1

BLUE INC

X

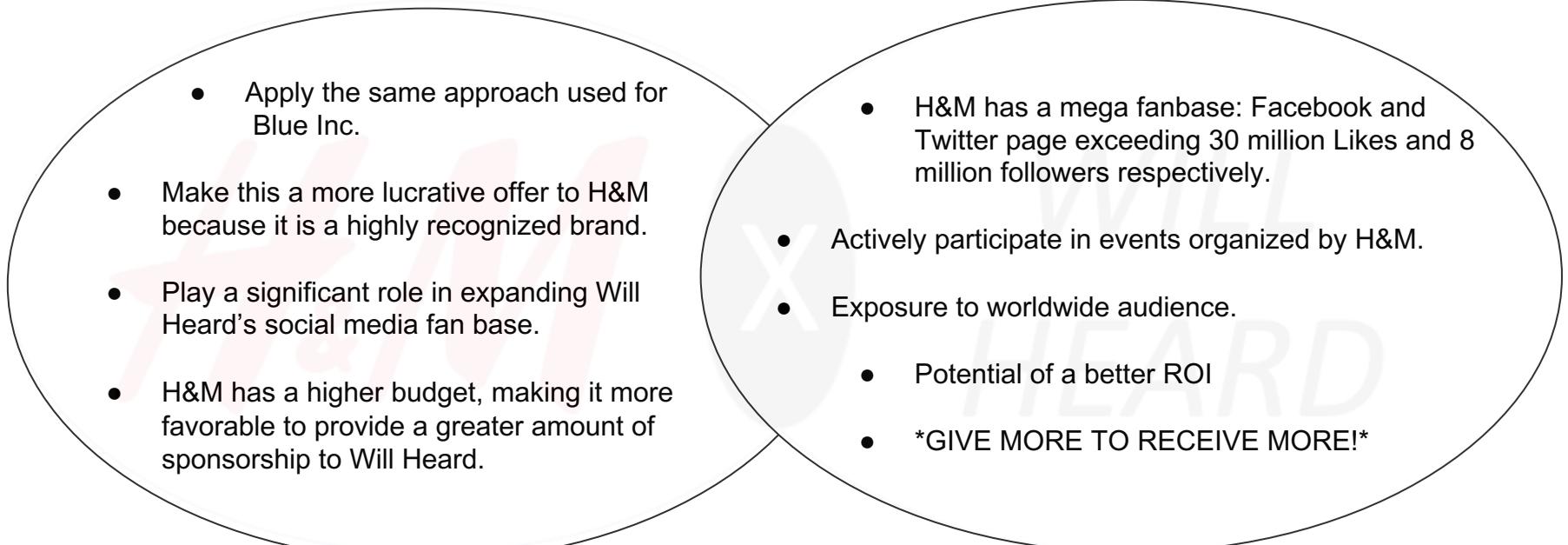
WILL HEARD

- Made guarantee that Blue Inc will also be mentioning about Will Heard on their advertising.
- Might be able to do bundle offers for their newly launched product with Will's album at a discounted price, for a limited period.
- As Blue Inc is British fashion retailer, Will Heard will most likely get more notice and attention across the UK, increasing his UK fan base.
- Try to get Blue Inc. to be part of the sponsorship of Will Heard's tour or demand a higher ROI if possible.

Partnership 2



Partnership 2

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- Apply the same approach used for Blue Inc.
 - Make this a more lucrative offer to H&M because it is a highly recognized brand.
 - Play a significant role in expanding Will Heard's social media fan base.
 - H&M has a higher budget, making it more favorable to provide a greater amount of sponsorship to Will Heard.
- H&M has a mega fanbase: Facebook and Twitter page exceeding 30 million Likes and 8 million followers respectively.
 - Actively participate in events organized by H&M.
 - Exposure to worldwide audience.
 - Potential of a better ROI
 - *GIVE MORE TO RECEIVE MORE!*

Creative Direction/Development

- Target (15-24) Youngstarz and (15-24) Hot Right Now then move on to Dazed & Fused (25-34) during the 2nd and 3rd phase of the campaign.
- These target markets like to stream music and use YouTube a lot rather than buying music in its physical form. They also like to watch films and visit places.
- Due to Will Heard's well-known creativity in his music videos, focus on getting him as much screen time as possible on platforms that are free and easy to use like YouTube (Through this we can emphasise his fashion sense and personality more than if we focused on just the music)
- He likes to post videos of himself singing on his personal Twitter page. Take advantage of this by creating a Vlog that document his life and how he makes his music (This would create a closer connection between him and his fans during the early stages of his career)
- Visuals are a key part of our creative Direction/Development for Will Heard as the people that like his music love them and he is the type of person that isn't scared of the camera.

Creative Direction/Development

- Heavy promotion through the summer (Whilst his singles are being released)
- He is well connected e.g. Cara Delavigne (Could use these people in videos etc....) (**Phase 1**)
- Collaborations with bigger soulful artists in order to cement his sound. Artists like (The Internet, Etta Bond, Anderson.Paak) and Producers like Kaytranada , Pomo) who are based in LA. (**Reach out to a LA market in Phase 3**) (**These collaborations will help us cement the 24-34 Dazed & Fused crowd**)
- HW&W is a label that is perfect for the mature soulful sound Will Heard has. May provide him a massive boost in the American electronic soul/R&B Scene (**Phase 3**)



Communication

- More Social Media Activity – YouTube, Twitter, Facebook, Instagram.
- Interact and respond to fans on Twitter. Do Live Q&A on Facebook and Instagram.
- Live Stream Snippets of the Show on Facebook and Instagram.



Communication

- Weekly Vlogs on YouTube – Share his Life as an Artist: Recording new music, working with new producers/artists, playing live shows, and interacting with fans.
- Meet and greet with fans – Release a limited amount of exclusive meet and greet pass for some of his live dates.
- Radio and Podcast Interviews – Exposure and recognition.

Product

- Pre-order Initiatives – Consumers who pre-order the album are granted an exclusive track off the album before its release date. Give the consumers the initiative to buy.
- Exclusive tracks to consumers who purchase the album – Have two exclusive tracks on the album for consumers that purchase the project within the first two weeks with one featuring a big artist from the US. Make available for stream after 2 weeks.

Product

- Product Line with Fashion Company – Clothing line collaboration with H&M and Blue Inc. Has links to the fashion industry working with model Cara Delavigne. Small scale first and if successful market it to a wider audience.
- Free Live Show before album release – Free Live show on the day of album release. Announce it on social media the day before, first come first serve. Small venue, possibly Rough Trade so give audience the initiative to purchase the album in store.



COMPETITORS

Uk Born Artists
with an acoustic
background like
Will Heard

Ed Sheeran



Barns Courtney



Declan McKenna



George Cosby



Started career on SBTVs Acoustic 64 like Will Heard

All attract the same fan bases we plan to target for Will Heard' campaign

Youngstarz (15-24)

HotRightNow (15-24)

Dazed&Fused (24-34)

Phasing

Phase	Phase 1: 1/4/2017 - 31/8/2017	Phase 2: 1/9/2017 - 31/12/2017	Phase 3: 1/1/2018 - 31/8/2018	
Objectives	Grow Audiences	Release a number of singles	Collaboration with more well known artist and producers in the US	
Audience	Youngstarz, Hot Right Now	Youngstarz, Hot Right Now, Dazed and Fused	Youngstarz, Hot Right Now, Dazed and Fused	
Releases	Single @ 7/5/2017	<ul style="list-style-type: none"> Single @ 30/10/2017 Surprise Single @ 24/12/2017 	<ul style="list-style-type: none"> Single @ 7th February 2018 Album @ 25th May 2018 	
Key Messages	Look out for my live gigs!	Check out for my new singles!	Are you ready for my album?!	
Marketing Activities	<ul style="list-style-type: none"> Social media Promote single at gigs, The Great Escape and Wild Life Festival 	<ul style="list-style-type: none"> Social media Business partners Vlog 	<ul style="list-style-type: none"> Exclusive preorder bundle offers Social media Business partners 	
KPIs	<p>Current KPIs:</p> <ul style="list-style-type: none"> FB: 23.7K LIKES Twitter: 16.8K FOLLOWERS Youtube: 169.1K TOTAL VIEWS 	<ul style="list-style-type: none"> FB: 27K LIKES Twitter: 20K FOLLOWERS Youtube: 200K TOTAL VIEWS 	<ul style="list-style-type: none"> FB: 35K LIKES Twitter: 25K FOLLOWERS Youtube: 300K TOTAL VIEWS 	<ul style="list-style-type: none"> FB: 100K LIKES Twitter: 50K FOLLOWERS Youtube: 1M TOTAL VIEWS

Phase 1

DURATION	1st April 2017 - 31st August 2017
OBJECTIVE	<ul style="list-style-type: none">• Link him up with Mark Ronson• 2 weeks to get his first single produced• Increase fan base• Utilise his good fashion on his music videos.• Get Cara Delavigne to feature in the music video.
RELEASES	<ul style="list-style-type: none">• Single @ 7th May 2017
TARGET AUDIENCE	<ul style="list-style-type: none">• Youngstarz• Hot Right Now
KEY ACTIVITIES	<ul style="list-style-type: none">• Sneakpeak on social media a week before release.• Promote single at The Great Escape Festival - 18th May 2017.• Promote single at Wild Life Festival - 9th June 2017.• Start forming partnership with either Blue Inc and/or H&M• ECRM to gather audience information for use in Phase 3.
Targeted KPIs	<ul style="list-style-type: none">• FB: 27K LIKES• Twitter: 20K FOLLOWERS• Youtube: 200K TOTAL VIEWS

Phase 2

DURATION	1st September 2017 - 31st December 2017
OBJECTIVE	<ul style="list-style-type: none">• Prepare for second single.• Different collaborations with various artist until Christmas.• Drop a surprise track on soundcloud a day before Christmas.• Book Will Heard to relevant events or festivals.
RELEASES	<ul style="list-style-type: none">• Multiple singles with featured artist between October 2017 and November 2017.• Surprise track @ 24th December 2017.
TARGET AUDIENCE	<ul style="list-style-type: none">• Youngstarz• Hot Right Now• Dazed and Fused
KEY ACTIVITIES	<ul style="list-style-type: none">• Sneakpeak on social media a week before release.• Live gigs.• ECRM to gather audiences information for use in Phase 3.• Might be able to do a mini UK tour with sponsors from business partners.
Targeted KPIs	<ul style="list-style-type: none">• FB: 35K LIKES• Twitter: 25K FOLLOWERS• Youtube: 300K TOTAL VIEWS

Phase 3

DURATION	1st January 2018 - 31st August 2018
OBJECTIVE	<ul style="list-style-type: none">• Plan for a big release - 3rd single and an album.• Fly him to US for 2 months. - Collaborate with big producers and soulful singers in LA.• Get Will Heard to perform at relevant events or festivals in the US.• UK and a mini US tour.
RELEASES	<ul style="list-style-type: none">• Single @ 7th February 2018• Album @ 25th May 2018
TARGET AUDIENCE	<ul style="list-style-type: none">• Youngstarz• Hot Right Now• Dazed and Fused
KEY ACTIVITIES	<ul style="list-style-type: none">• Sneakpeak on social media a week before release• Try to get radio plays in the US.• Get business partners to post about Will Heard and his release.• Get sponsors to support his UK and a mini US tour.• Utilise ECRM to do marketing promotions.• Press release in the UK and the US.
Targeted KPIs	<ul style="list-style-type: none">• FB: 100K LIKES• Twitter: 50K FOLLOWERS• Youtube: 1M TOTAL VIEWS

THE END!