



TRANSMEDIA  
PRODUCTION BIBLE

Miriam Lowry

MIRIAM

JAZZ

THE PROSPECTOR

BUSINESS PLAN

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BUSINESS

PLAN

# GOALS

Miriam Jazovi, an independent music artist, desires a transmedia marketing campaign to promote her music and brand with the intention of garnering new fans in the late-teen to early adult demographic. Her reach will be world-wide for frequent users of social media and avid music listeners through a campaign in the spring of 2023 that will run over social media, a dedicated website, and a live streaming event.

## SUCCESS INDICATORS

- Reach 30 new monthly listeners on Spotify
- Gain 5 followers on Instagram
- Gain 5 followers on TikTok
- Get 200 views on one TikTok

# USER NEED

Miriam Jazovi is an **independent musical artist** that writes minimalist-production acoustic songs. She got her first guitar at 16 years old, and since then has been writing as a form of emotional expression. Her debut, *Escape Hatch*, is an EP that was released in October of 2018 when Miriam was 18. There are six tracks on the EP: "Bodies of Water," "The Problem Solver," "If I," "Everything Is Fine," "Please," and "To You." The raw feeling in her lyrics are carried by the simple melodies and sweetness of her voice.

Using the digital distributor, DistroKid, Miriam Jazovi released her EP across different platforms at once including, but not limited to, " iTunes, Spotify, Apple Music, YouTube Music, Amazon, Deezer, Tidal" (DistroKid). As independent artists get better access to publishing their own music, more gets released consistently. DistroKid states that its "catalog holds nearly 20 million tracks, from more than 2 million artists" (DistroKid) with an estimation of distributing about "30-40% of all new music in the world" (Stassen, 2021).

Though that number can sound alarming in regard to competition, musicians have a unique business that is not "stolen" by others making similar music. The more content in that genre, the higher the chance for people to get interested in it and seek out similar musicians. "Decisions made about which bands or artists to support are made almost entirely on an emotional level. People seek out musicians who reflect their own personality, passions, and musical style" (Hodgson, 2022). Artists must gain fans, and fans are not exclusive to a single artist. As long as there is interest in this style and genre of music, there is reason to create and market it.

According to American Pride Magazine (2022), there is reasonable evidence to support marketing independent artists like Miriam Jazovi.

*Indie music is a driving force of the music industry and a big part of the future of music. Measured by revenue of the Independent Label Music Production industry is \$375.2m in 2022. In fact, the market share of independent acts jumped up by 9.2%, to 43.1% in 2022 generating an additional \$2.1 billion for the industry.*

The key to the campaign is showcasing Miriam Jazovi as a personality that people will attach to and want to hear more from. This campaign is creating a lasting fan-base of the rising group of people seeking to discover new music from small artists.






# ZAG STATEMENT (POSITIONING)

An earnest, small-town musician in Texas that creates songs with emotionally profound lyrics for introspective young adults around the world who seek heartfelt and beautiful music to listen and connect to that can be found on their preferred music streaming platform.

# THE COMPETITION

## SMALL SINGER/SONGWRITERS

	<div>Bella Coppola</div> <div></div>	<div>Sophie Odira</div> <div></div>	<div>Lucy Eaton</div> <div></div>	<div>Elena:</div> <div></div>
About	<ul style="list-style-type: none"><li>• 24 years old</li><li>• United States (NY)</li><li>• "California raised, Texas educated, and New York based" (Coppola).</li><li>• <a href="https://www.bellacoppola.com/">https://www.bellacoppola.com/</a></li></ul>	<ul style="list-style-type: none"><li>• 19 years old</li><li>• England</li><li>• " From a village just outside of Stevenage, Nottingham" (Tinpot Records, 2022).</li><li>• <a href="https://linktr.ee/SophieOdira">https://linktr.ee/SophieOdira</a></li><li>• <a href="https://www.tinpotrecords.com/artists/sophie-odira">https://www.tinpotrecords.com/artists/sophie-odira</a></li></ul>	<ul style="list-style-type: none"><li>• 23 years old</li><li>• Australia</li><li>• <a href="https://linktr.ee/lucyeaton">https://linktr.ee/lucyeaton</a></li></ul>	<ul style="list-style-type: none"><li>• 23 years old</li><li>• United States (CA)</li></ul>
Discography	<ul style="list-style-type: none"><li>• I Regret Nothing - Single (2019)</li><li>• Vodka Lemonade - Single (2019)</li><li>• I Regret Nothing - EP (2019)</li><li>• Forbidden Fruit - Single (2020)</li></ul>	<ul style="list-style-type: none"><li>• Naked - Single (2021)</li><li>• Little Love - Single (2021)</li></ul>	<ul style="list-style-type: none"><li>• Rotten Love - Single (2020)</li><li>• Your Saddest Great Achievement - Single (2022)</li></ul>	<ul style="list-style-type: none"><li>• Prince Prospero - Single (2018)</li><li>• Mr. Styles - Single (2020)</li><li>• Tarot in the Park, Tulips, I Would Give it Up For You, Till the End of the Line - Singles (2021)</li><li>• Lavender - Single (2022)</li><li>• Little Women - EP (2022)</li></ul>
Audience	<ul style="list-style-type: none"><li>• "9,554 monthly listeners" (Spotify).</li></ul>	<ul style="list-style-type: none"><li>• "18,899 monthly listeners" (Spotify).</li></ul>	<ul style="list-style-type: none"><li>• "4,199 monthly listeners" (Spotify).</li></ul>	<ul style="list-style-type: none"><li>• "7,782 monthly listeners" (Spotify).</li></ul>
Social Media	<ul style="list-style-type: none"><li>• Instagram - 6,764 followers</li><li>• TikTok - no account</li><li>• YouTube - 153 subscribers</li></ul>	<ul style="list-style-type: none"><li>• Instagram - 2,578 followers</li><li>• TikTok - 34,900 followers</li><li>• YouTube - 223 subscribers</li></ul>	<ul style="list-style-type: none"><li>• Instagram - 11,800 followers</li><li>• TikTok - 14,900 followers</li><li>• YouTube - 123 subscribers</li></ul>	<ul style="list-style-type: none"><li>• No found social media</li></ul>
Production	<ul style="list-style-type: none"><li>• Produced by Flor Audio</li><li>• "...currently playing Jane Seymour in Six on Broadway" (Coppola).</li></ul>	<ul style="list-style-type: none"><li>• Produced by Nathan Cox</li><li>• Tinpot Records</li></ul>	<ul style="list-style-type: none"><li>• Produced by Marcus Lee</li></ul>	<ul style="list-style-type: none"><li>• self-produced</li></ul>



Miriam Jazovi's competition lies in the young-adult age range, 18-25, of female singer and songwriters. The genre of music this group makes tends to be more folk-oriented with many acoustic and soulful lyrics. These women write for similar reasons as Miriam, using their songwriting as emotional outlets to connect to others through. As music can be easily streamed anywhere, the competition is not limited to one country.

# SWOT ANALYSIS



- Multifaceted artist (songwriter, singer, guitarist)
- Easy access to artistic collaborations online
- Connections in both Midwest and Houston, TX
- Knowledge of and access to trumpet, piano, melodica, and accordion
- Artist is in same demographic as target audience
- Lack of funding for production
- Individual artist, not represented by a label, no production team
- Competing priorities as a student artist (full-time student, work, no time to write music)
- No new music since 2018
- Popularity growth in genre, "market share of independent acts jumped up by 9.2%" (American Pride Magazine, 2022).
- "Houston City Council established first Houston Music Advisory Board... to help foster economic development of local musicians" (City of Houston, 2023).
- Rise of TikTok as a platform for artist discovery, "75% of TikTok users in the U.S. use TikTok to discover new artists" (TikTok, 2021).
- "41% of users are between 16 and 24 – the age group that streams the most music" (Audiohype, 2022).
- Low payout from streaming services
- "90,000 streams per month to earn a minimum wage" (Bhatia, 2021).
- Online music piracy, "Music theft also leads to the loss of \$2.7 billion in earnings annually" (RIAA, 2023).
- Faulty equipment, necessary upgrades
- Potential TikTok ban, "TikTok CEO Shou Zi Chew testified... on March 23, 2023, amid calls from members of Congress for the federal government to ban [TikTok]" (Jacobson, 2023).

As a songwriter, Miriam Jazovi is transparent about her mental health and familial struggles, making her music authentic and emotionally resonant with her audience.

## DIFFERENTIATION





## TARGET MARKET 01

### College Students

- Age 20-24
- Male or Female
- Race/Ethnicity: any (mostly white/Hispanic)
- Location: suburb of Houston, TX
- Language: English
- Typically stressed with homework
- Likes: social media and art
- Dislikes: deadlines and stress
- Strengths: creativity, kindness
- Weaknesses: insecurity, time management, little money

### LINK TO TARGET DEMOGRAPHIC SURVEY

[https://docs.google.com/forms/d/e/1FAIpQLScTLQjrcZpVJKsl8idNbYKV0pOlokYJZjk-X0Ft3kRSUSzFWw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScTLQjrcZpVJKsl8idNbYKV0pOlokYJZjk-X0Ft3kRSUSzFWw/viewform?usp=sf_link)

(R. Benavides, personal communication, February 6, 2023)  
(E. Bustamante, personal communication, February 6, 2023)  
(E. Christodoss, personal communication, February 6, 2023)  
(E. Doering, personal communication, February 6, 2023)  
(J. Doering, personal communication, February 6, 2023)  
(N. Gerdes, personal communication, February 6, 2023)

## TARGET MARKET 02

### Post-College Young Professionals

- Age 25-30
- Male or Female
- Race/Ethnicity: any
- Location: small town in Midwest
- Language: English
- Has more time and money to spend
- Works an office job
- Likes: art and music
- Dislikes: debts
- Strengths: financial stability, hard-working
- Weaknesses: patience

(A. Hooke, personal communication, February 6, 2023)  
(P. Le, personal communication, February 6, 2023)  
(K. Ma, personal communication, February 6, 2023)  
(J. McGregor, personal communication, February 6, 2023)  
(L. Menedez, personal communication, February 6, 2023)  
(A. Nguyen, personal communication, February 7, 2023)

## TARGET MARKET 03

### Fellow Artists & Collaborators

- Age 20-28
- Male or Female
- Race/Ethnicity: any
- Location: Houston, TX
- Language: English
- Spends lots of time online
- Avid social media user
- Supports local artists by collaborating with them
- Strengths: creative talents, has a following on social media
- Weaknesses: busy schedule, hard to get a hold of, conceited

(N. Rees, personal communication, February 6, 2023)  
(J. Rowe, personal communication, February 6, 2023)  
(C. Siathone, personal communication, February 7, 2023)  
(T. Thaxton, personal communication, February 7, 2023)  
(D. Vu, personal communication, February 6, 2023)  
(S. Walker, personal communication, February 6, 2023)

# TARGET MARKET PERSONA

## KATHERINE MENDOZA

Katherine Mendoza is a 21-year-old junior in college near Houston, Texas who loves music, drawing, and traveling. In her free time she plays video games and often browses Instagram, YouTube, and TikTok. She is an introvert and does not spend much time socializing, and as a result, tends to feel nervous talking to people. Though she is a creative and fast learner, she falls subject to procrastination and stress easily. As she gets closer to graduating, the stress of school grows larger, causing her to seek emotional comfort from media. One way she finds comfort is through music with significance that she can relate to. Her favorite genres are indie folk and alternative rock. Katherine likes to follow artists that communicate and have a good relationship with their fans as well as promote positive messages to the world.

## INSIGHTS

Staying active on social media is the key to success in securing a loyal fan-base. Finding the right social media platform to target an audience is important as well. The "main user base" of TikTok ranges "from 18 to 24 in age" (Amuse, 2022). For a music artist, TikTok is a vital social media platform due to trends of increasing discover-ability for independent artists. In an article posted by Amuse, it is stated that "songs that trend on TikTok often end up charting on the Billboard 100 or Spotify Viral 50. And 67% of the app's users are more likely to seek out songs on music streaming services after hearing them on TikTok" (2022). Another article states that TikTok has the highest user engagement over any other platform. "Micro-influencers had engagement rates of 17.96% on TikTok, 3.86% on Instagram, and 1.63% on YouTube" (Geyser, 2023).



## KATHERINE MENDOZA

Age: 21  
Gender: Female  
Ethnicity: Latina/White  
Location: Katy, TX  
Social Media: Instagram, YouTube, TikTok  
Hobbies: singing, drawing, traveling  
Likes: music, animals, reading  
Dislikes: snakes, waking up early, bugs  
Strengths: creative, friendly, a good listener  
Weaknesses: procrastination, social anxiety, patience  
Desires: traveling the world  
Fears: losing people close to her



# BUSINESS MODELS

## CURRENT REVENUE SYSTEM FOR MIRIAM JAZOVI



Nguyen from D4 Music Marketing explains that "as an independent artist, you have 4 general business models you can adopt to mold and build your music career around" (2022) with these being the "streaming model, sales driven, membership, and live-streaming."

Miriam Jazovi is currently only engaged in the streaming model. To make a liveable income off of being a music artist alone, she will have to switch business models as illustrated on the next page.

\*Projections are based on Miriam Jazovi's song streams and cost of production from 2018 to now.

	2023	2024	2025	2026	2027
REVENUE	\$ 60	\$ 150	\$ 325	\$ 550	\$800
EXPENDITURES	\$20	\$220	\$120	\$ 220	\$320
NET	\$40	-\$70	\$ 205	\$330	\$480

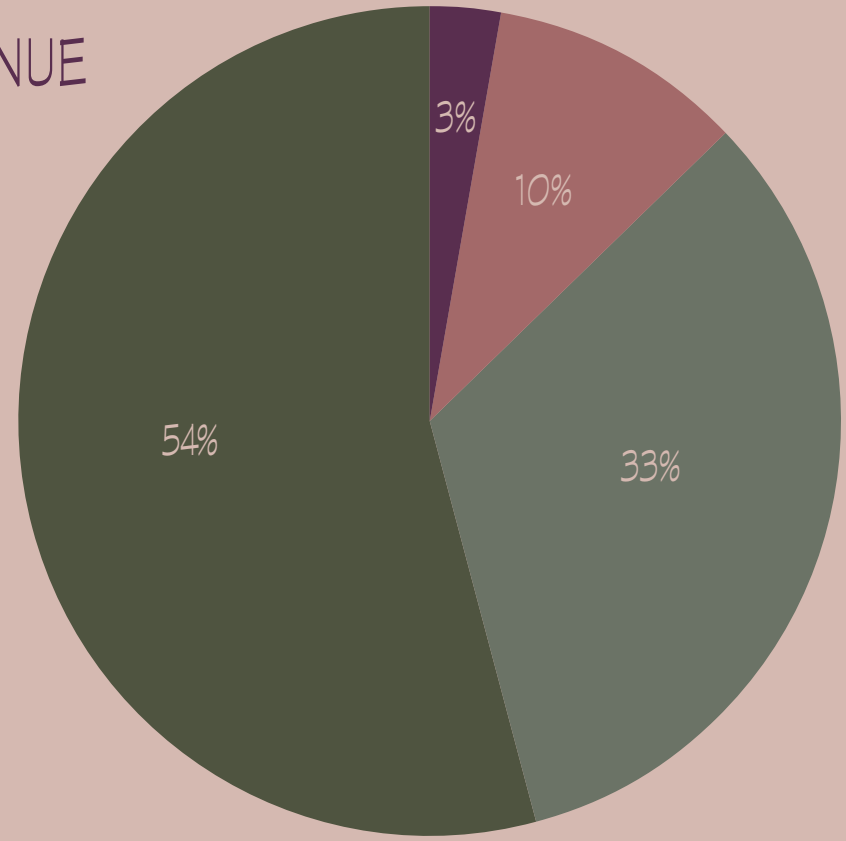
(DistroKid, 2023)

(Spotify, 2023)

(J. Heeren, personal communication, February 4, 2023)

## FUTURE MEANS OF REVENUE

- Merchandising
- Live Concerts
- Music Streaming
- Advertising and Other



Using the estimations from AtVenu, this is the purposed future model for revenue for Miriam Jazovi. To gather revenue, she will have to switch from a streaming model to a more sales-driven model.

"An artist would need more than 16,600 streams in order to make a measly \$100" (Samadpour, 2020).

"Knowing the average band tee price is \$35, selling one is equivalent to almost 9,000 streams" (AtVenu, 2021).

"Even small cap artists make 3x more per show than a year's worth of streaming royalties" (AtVenu, 2021).

" Every 1,000 streams on Spotify could pay about \$4.37... Apple Music, it's \$7.35 for every 1,000... for every 1,000 streams on Youtube, you would only net \$0.69" (Nguyen, 2022).

# PROJECTIONS & BUDGETING

	COST	MAN HOURS	ON-GOING DEVELOPMENT
WEBSITE	- \$0 man hours (personal time) - \$0 Wix domain - \$20 DistroKid annual subscription	8 hours	1 hours per month @ \$12 per hour
VIDEO	- \$0 man hours (personal time) - \$0 music (use Miriam Jazovi) -\$0 camera and sound equipment (rental from University of Houston) - \$20 monthly subscription Adobe Creative Suite (student discount)	24 hours	None
SOCIAL MEDIA	- \$0 man hours (personal time) - \$0 personal photography -\$0 Buffer.com free subscription	10 hours	5 hours per month @ \$12 per hour
AR	- \$0 man hours (personal time) - \$0 Spark AR	7 hours	None
LIVE STREAM	- \$0 man hours (personal time)	8 hours	None

# PRODUCTION TEAM



Miriam Lowry  
(Miriam Jazovi)

Miriam Lowry is an undergraduate student at the University of Houston in the Digital Media Program. She is a 23-year-old artist from the Midwest, currently based in Houston.

# MIRIAM JAZOVI

All creative content under the IP Miriam Jazovi, including music, photography, and logos used in this campaign is copyrighted by Miriam Lowry. All laws were followed and adhered to.



TREATMENT

## MIRIAM JAZOVI "THE PROSPECTOR" MARKETING STORY



### Synopsis

The Prospector searches for the good out of unlikely places and is looking for a team which she will recruit through social media. She wants to share what she's found with others and help them search for their own gemstones.



**SOCIAL MEDIA:** Instagram and TikTok - announcement posts and audience challenges

**VIDEO:** YouTube - A simple, easy-going music video to accompany the Miriam Jazovi's tranquil music.

**LIVE STREAM:** Instagram - Connect with audience via a live music performance

**WEBSITE:** Wix - Website for Miriam Jazovi's music, featuring a page about the Prospector's story

**AR:** 3D filter for Instagram that changes the user's surroundings into a cave with rocks and gemstones

**Act 1:** The Prospector is lonely and in search of something or someone to guide her towards hope. She finds and assembles a team of other prospectors (the audience).



**Act 2:** The team of prospectors journey into The Dark Cave. While in the darkness, the weight of the rocks they are collecting slows them down. They start to grow fearful of the darkness and worry they will never make it out.



**Act 3:** The Prospector, having made this journey before, hums a melody to keep the rest of the team distracted from their worries until they see the light at the entrance of the cave. Once in the light, the team sees that heavy rocks they were carrying are gemstones of great value.





# BACKSTORY

## THE PROSPECTOR'S BACKSTORY

A young prospector, simply referred to as just "The Prospector," has traversed many lands and scoured many caves to search for the good things that may come out of unlikely places. She lost her family when she was young and is aware of how grim the world can be. Since then, instead of fixating on the bad, she been searching for the beauty in the world. After traveling alone for so long, she begins to grow lonely and weary of her journey. She seeks out to recruit other prospectors to help them unearth the prospective good of their futures as well as give herself new purpose through music.



### SETTING:

- Mountains
- Caves
- Small village

### LOOK & FEEL:

- Cold to warm
- Naturally beautiful
- Visually pleasing
- Calm

### EMOTIONAL IMPACT:

- Encouraging
- Heartfelt
- Uplifting
- Loving



# CHARACTERIZATION & ATTITUDE



MIRIAM JAZOVI

The Prospector / 23 / single / female / Hispanic American

ROLE	Searches for gems in dark caves
MOTTO	"Unearth the prospective good"
TRAITS	Caring, reliable, enduring, optimistic, brunette, small and petite
STRENGTHS	Able to find the good in a situation, motivational
WEAKNESSES	Physically small and weak appearance
DESIRES	Helping others find good from the bad
FEARS	Isolation and failure
LIKES	Admiring Earth's beauty, lifting others' spirits
DISLIKES	Abandonment, arguing, despair



HARDSHIPS AND CHALLENGES IN ONE'S LIFE

The Dark Cave / ageless / single / no family / no nationality

ROLE	Main antagonist, represents fear and hopelessness
MOTTO	"You'll never make it out"
TRAITS	Dark, gloomy, damp, depressing
STRENGTHS	Does psychological damage
WEAKNESSES	Cannot attack physically
DESIRES	To make everyone as miserable as they are
FEARS	Not being threatening, being too easy to traverse
LIKES	Tormenting lost souls, confusing people, trapping people inside
DISLIKES	Being helpful, giving hope, confident people



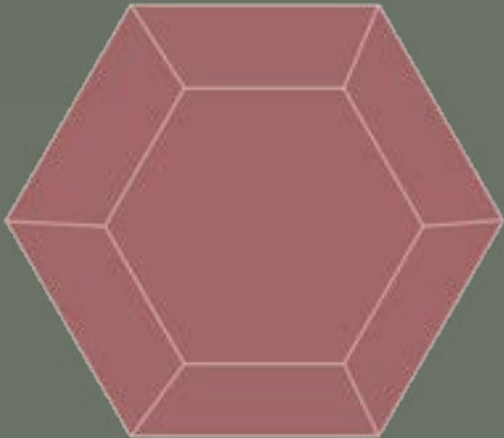
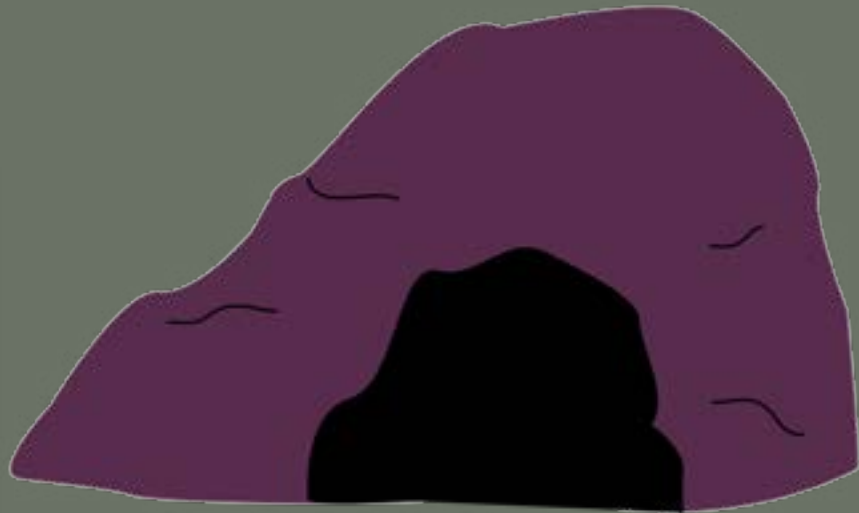


# CHARACTERIZATION CONTINUED



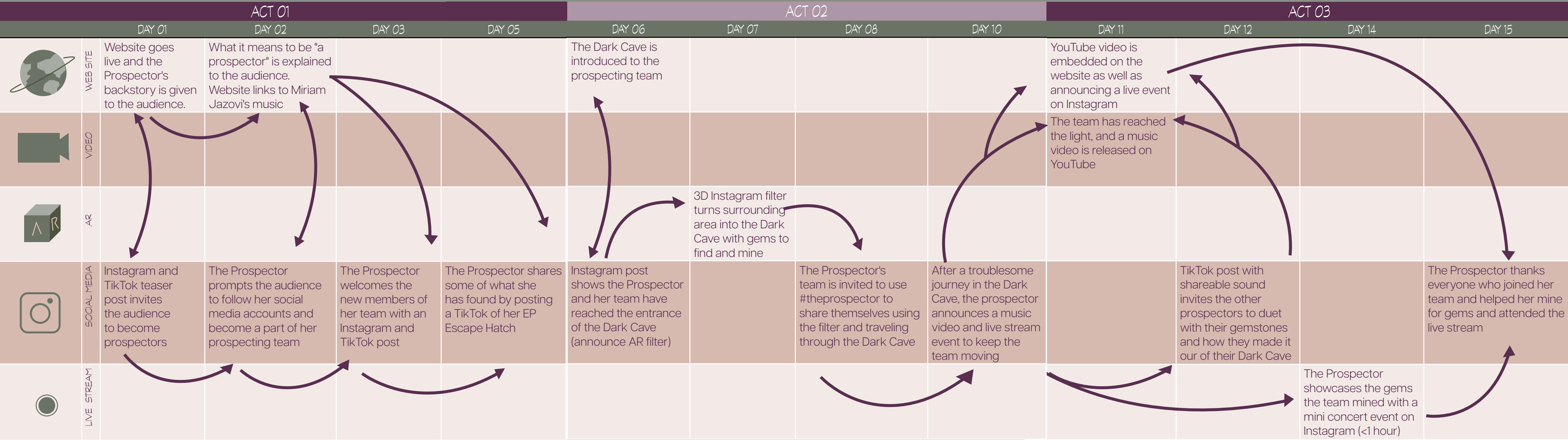
BEAUTY OR ART THAT CAN COME FROM PAIN (MIRIAM JAZOVI'S MUSIC)  
**Gemstones** / ageless / single / no family / no nationality

ROLE	Represents value, beauty, and joy
MOTTO	"Beauty from strength"
TRAITS	Solid, shiny, strong, beautiful, colorful
STRENGTHS	Averse to scratching or damage
WEAKNESSES	Heavy and difficult to find
DESIRES	To bring joy and hope to those that find them
FEARS	People disregarding their value
LIKES	Making others happy, being appreciated
DISLIKES	Hurting others, having their worth rejected



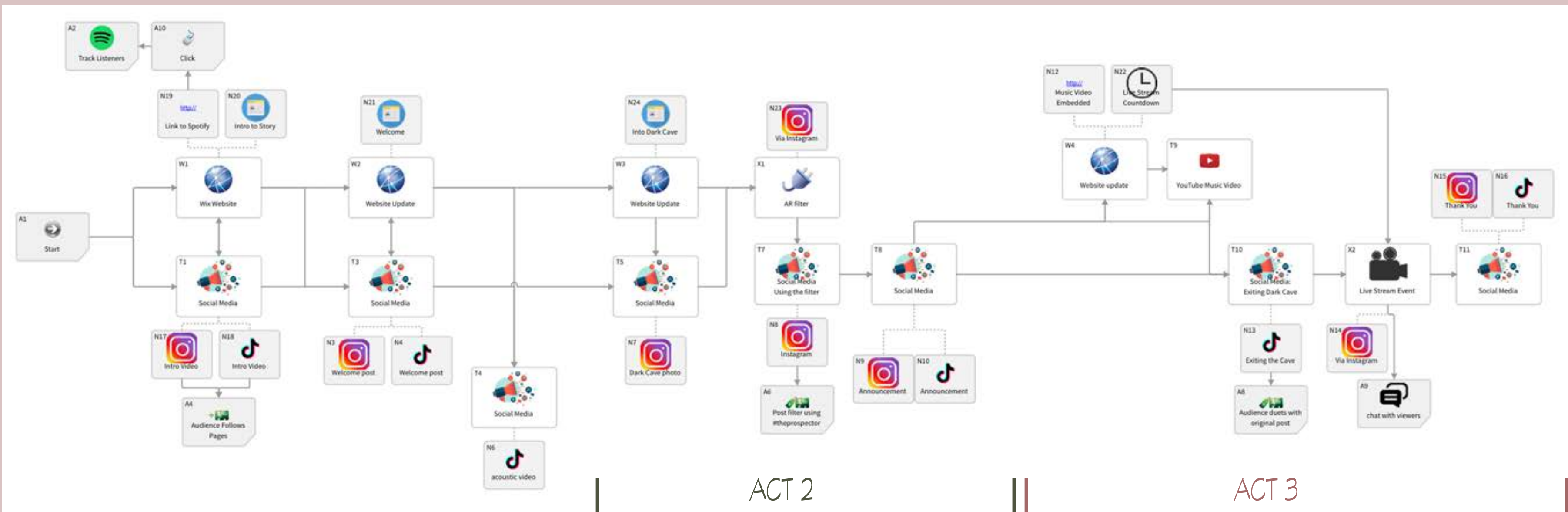
FUNCTIONAL

# USER JOURNEY WITH PLOT POINTS

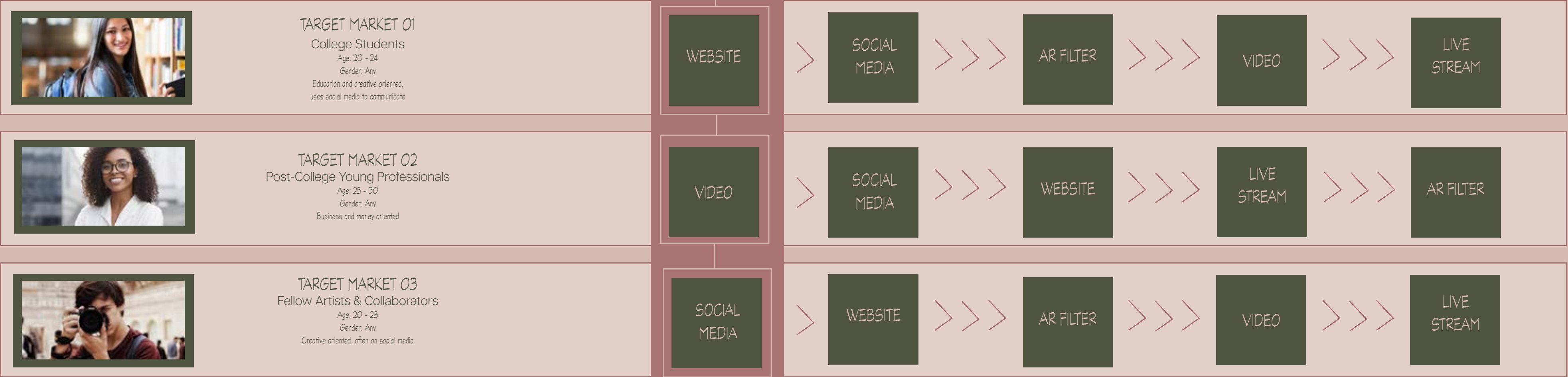




# XMPIE USER JOURNEY



# USER CENTRIC SCENARIOS



# RULES OF ENGAGEMENT

## PRIVACY OF DATA

- **Spotify:** "The type of data collected and used depends on the type of Service Option you have... how you create your account, the country you are in, and if you use third party services to sign in" (Spotify, 2023). Spotify collects information about your devices and network connection as well as user habits like searches, playlists, and streaming history.
- **YouTube:** " We do not sell your personal information to anyone. We use the information we collect to customize our services for you, including providing recommendations, personalizing search results, and serving relevant ads for you" (Google, 2023).
- **Instagram:** Information is used to personalize user experience. Information is never sold. "We may disclose your Personal Information for business purposes, with strict restrictions" (Meta, 2023).
- **TikTok:** TikTok collects information from and about you, including what you provide, from other sources, and automatically collected. "TikTok does not sell your personal information... [and uses] reasonable measures to help protect information from loss, theft, misuse, unauthorized access, disclosure, alteration, or destruction" (TikTok, 2023).

## TERMS & CONDITIONS

- **Spotify:** Must be 18 or older, or at least 13 with parental consent. "You may need to create a Spotify account to use all or part of the... service. You are responsible for all use of your username and password" (Spotify, 2023).
- **YouTube:** Users must be at least 13. Users are not allowed to access, reproduce, download, distribute, transmit, broadcast, display, sell, license, alter, modify or otherwise use any part of the Service or any Content" (Google, 2022).
- **Instagram:** Users must be at least 13, not prohibited from service, not have a disabled account from previous violation, not be a sex offender. "You can't do anything unlawful, misleading, or fraudulent or for an illegal or unauthorized purpose" (Meta, 2023).
- **TikTok:** "If you are under age 18, you may only use the Services with the consent of your parent or legal guardian" (TikTok, 2023). Users cannot access services if they are not legally able to agree to terms, distribute or sell any of the services, or harass others on the platform.

## USER CONTRIBUTION

- Expected user engagement at the time includes:
- Music, streamed through Spotify
  - Social Media: using Instagram, TikTok, and YouTube

# SERVICE BUILDS

WEB BUILDS	EXISTING RESOURCES	NON-WEB SOFTWARE BUILDS	VIDEO PRODUCTION	PHYSICAL BUILDS
Wix Website	YouTube Page Instagram Page TikTok Page Spotify Page Live Stream on Instagram	3D AR Filter for Instagram	YouTube Music Video TikTok Video	None

# PLATFORMS AND CHANNELS

AR  
DEADLINE: MARCH 6TH

POSTER  
DEADLINE: MARCH 6TH

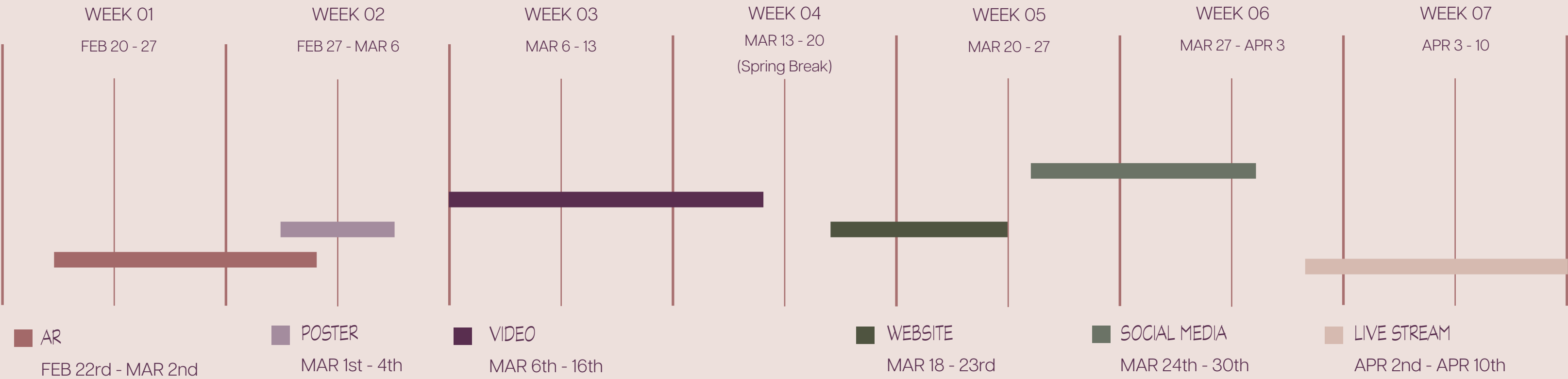
VIDEO  
DEADLINE: MARCH 20TH

WEBSITE  
DEADLINE: MARCH 27TH

SOCIAL MEDIA  
DEADLINE: APRIL 3RD

LIVE STREAM  
DEADLINE: APRIL 10TH

## PRODUCTION TIMELINE



DESIGN



CAMPAIGN LOOK & FEEL

Miriam Jazovi seeks to provide an aesthetic that captures the feeling of her music. Her graphics and design will appear sharp yet fragile to signify the poignant and emotionally exposing nature to her songs.

COLORS

Miriam's color palette has a soft, muted impression. The colors are earthy-tones that do not aim to jump at the viewer, but rather comfort and soothe them. Each color in the palette is remeniscent of gem stones, reflecting that while plain and from the earth, they have something of worth value to share.

R 88	R 162
G 45	G 104
B 78	B 105
C 62	C 33
M 87	M 64
Y 42	Y 50
K 36	K 10
#582C4D	#A26769

R 213	R 106	R 79
G 185	G 114	G 84
B 177	B 104	B 65
C 16	C 59	C 63
M 27	M 44	M 50
Y 25	Y 56	Y 72
K 0	K 17	K 38
#D5B9B2	#697268	#4E5340

TONE OF VOICE

Miriam Jazovi's writing tone is sweet and comforting with a trace of melancholy. Sentences juxtapose from flowery metaphor to short and to the point. The choice of words used throughout her campaign must flow freely like lyrics in a song.

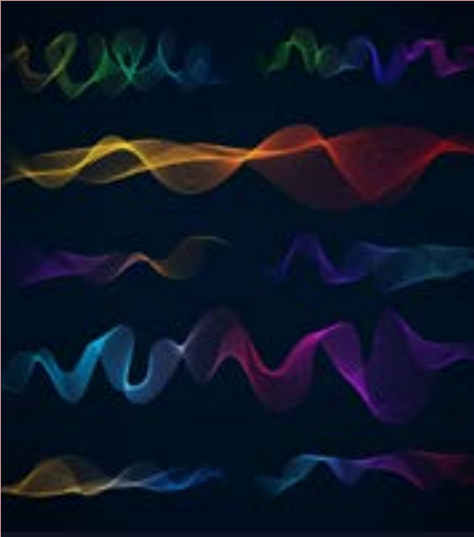
2D IMAGERY

Throughout the campaign, professional photography will establish and capture Miriam's energy and feel of her music. Logo and graphics are to be sharp and angular, yet thin and dainty.



3D IMAGERY

Within the campaign, Miriam Jazovi will use 3D imagery to enhance her fans listening experience. With a camera filter, the viewer can visualize the music in waves that fly around the room as well as scan a vinyl to witness the music spring to life.



# TYPOGRAPHY

For cohesiveness in Miriam Jazovi's brand, sans serif fonts will be used. To mimick the the angular shape of her logo as well as provide a home-made feel, reflecting the bedroom studio sound of her music, Carrotflower will be used for titles and headers. To counter its sillier energy, the body copy will be treated with sleek, easy-to-read Articulat.

HEADER FONT SAMPLE  
ARTICULAT CF LIGHT

SUB-HEADER FONT SAMPLE  
GRAPHITE STD LIGHT NARROW

TEXT FONT SAMPLE  
Articulat CF Light

# MEDIA DESIGN STYLES



Music videos will have soft lighting and comforting visuals  
Example of music video

- "Orlando" by Leith Ross



AR experience will have 3D music visualizations  
Examples of what they could look like are below

- Abstract Music Visualizer
- Luminance Music Visualizer
- AR Visual Vinyl



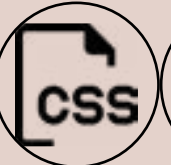






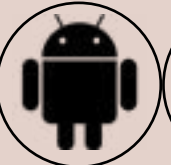
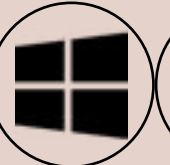
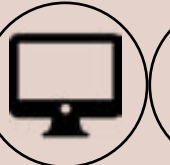








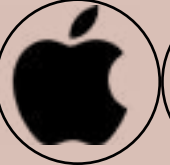
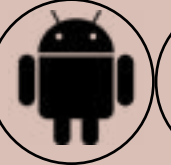
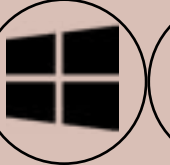
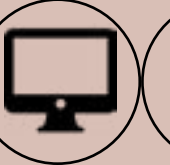














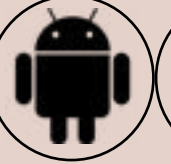
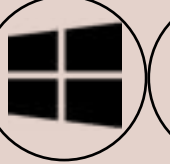







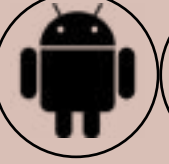





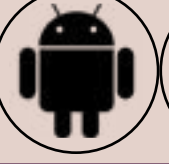



Any music video produced for the campaign with be accompanied by Miriam Jazovi's music on her EP, "Escape Hatch"

#	Title
1	<u>"Bodies of Water"</u>
2	<u>"The Problem Solver"</u>
3	<u>"If I"</u>
4	<u>"Everything Is Fine"</u>
5	<u>"Please"</u>
6	<u>"To You"</u>

TECHNOLOGY

# PLATFORM VISION & SERVICE BUILD INFRASTRUCTURE

	BUILT IN	FINAL FILE FORMAT	DISTRIBUTED THROUGH	PLATFORM DISTRIBUTION DEVICE
WEBSITE	WIX 	HTML, CSS, JAVASCRIPT   	Browsers    	Apple, Android, Windows, PC & Mobile     
MUSIC VIDEO	Adobe Premiere 	Exported as MP4 	Browsers via YouTube     	Apple, Android, Windows, PC & Mobile     
SOCIAL MEDIA ASSETS	Adobe Photoshop, Premiere, Microsoft Word   	PNG, text, MP4   	Browsers via Instagram and TikTok      	Apple, Android, Windows, PC & Mobile     
LIVE STREAM	Script in Microsoft Word 	Streamed in Instagram, exported as MP4  	Instagram 	Apple, Android, Mobile   
AR EXPERIENCE	Meta Spark 	AREXPORT 	Instagram 	Apple, Android, Mobile   



# DESKTOP WIREFRAMES

## HOME



## ABOUT

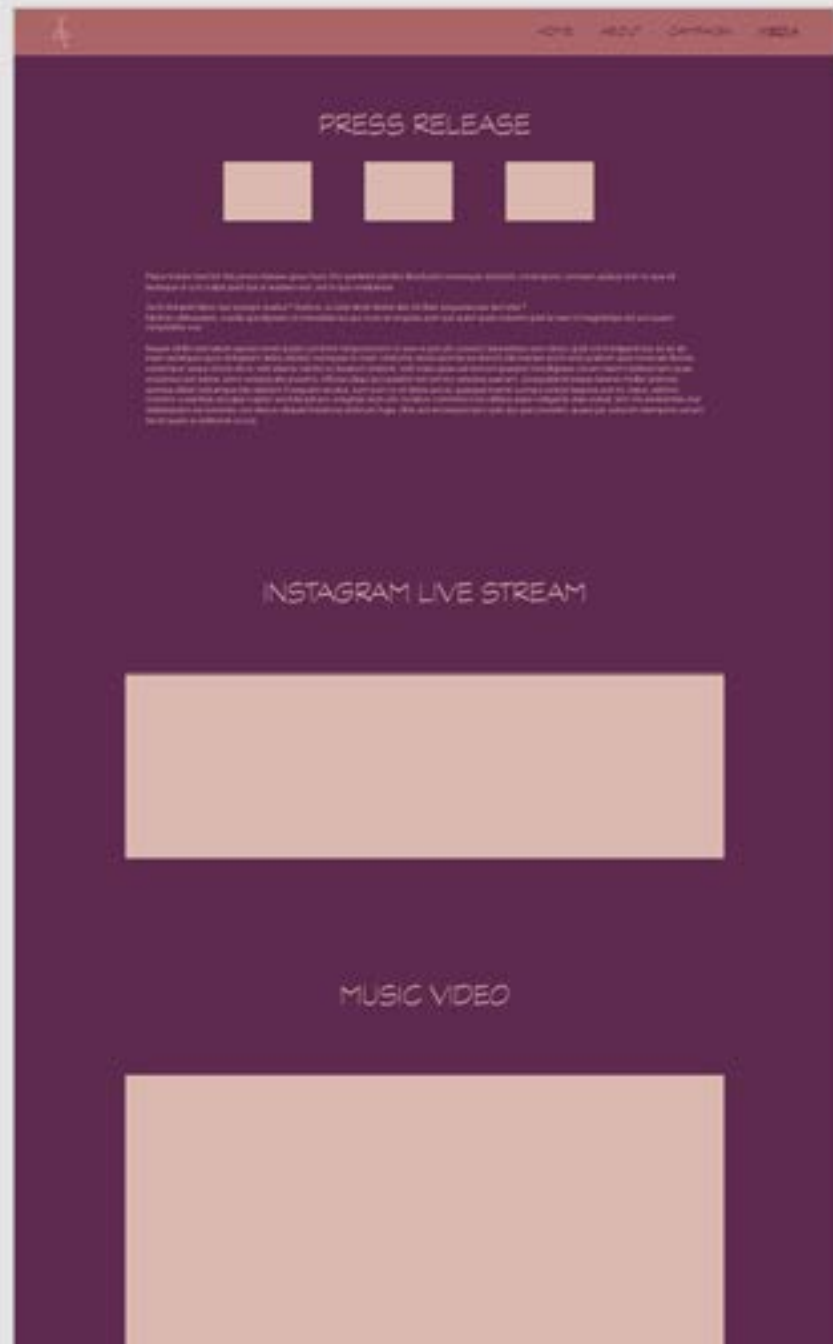


## CAMPAIGN



[LINK TO DESKTOP VERSION](#)

## MEDIA



## TERMS & CONDITIONS





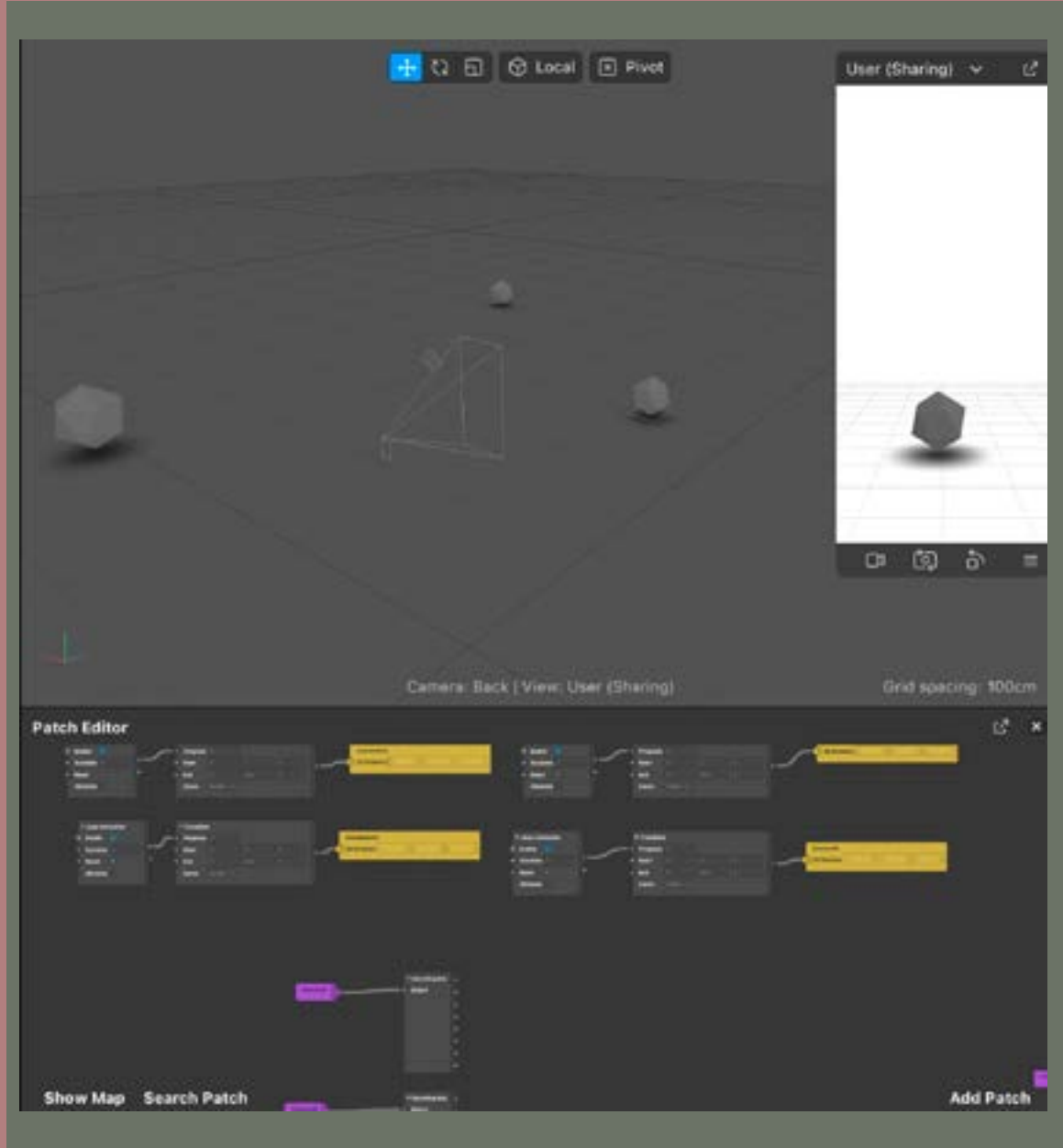
# MOBILE WIREFRAMES



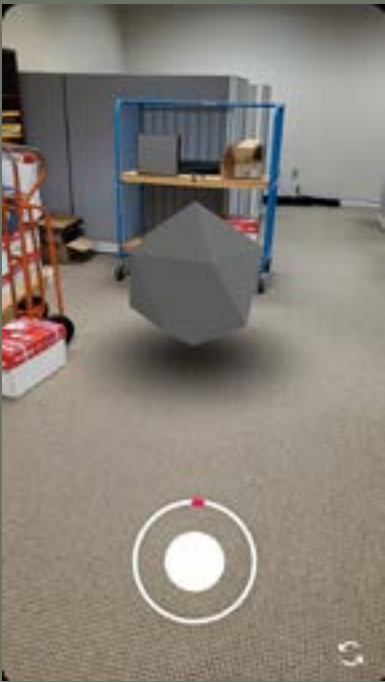
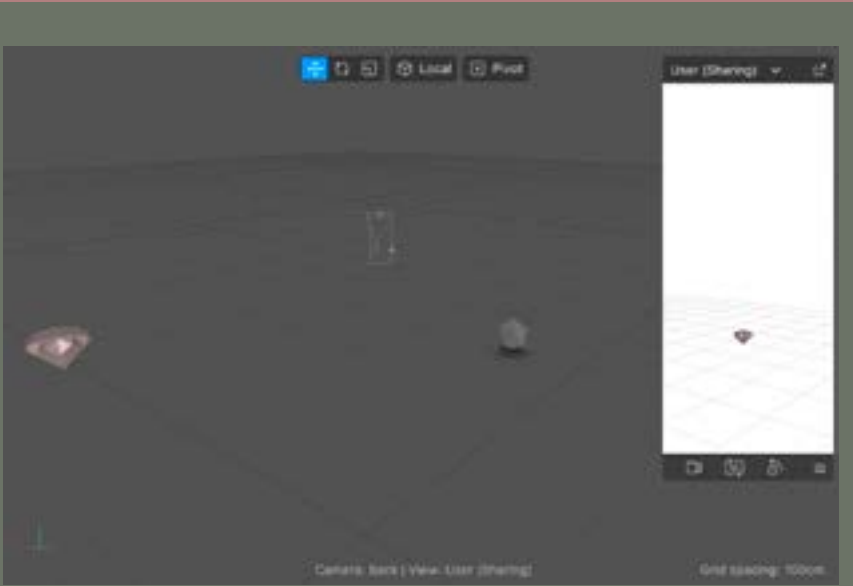
[LINK TO MOBILE VERSION](#)



# AR EXPERIENCE



TRY FILTER HERE



## AR FILTER

The AR experience adds interactivity into the story of the campaign. The user gets to mine for gemstones to help the Prospector and act as part of her team.

CREATED

ASSETS

# POSTER

This poster will be used to announce the live stream event on Instagram. The imagery will be used in social media posts, and the full poster will be displayed on the media page of the website.

## THE PROSPECTOR

UNEARTH THE PROSPECTIVE GOOD

Live Stream  
Mini Concert

April 8th  
5pm-6pm  
on Instagram  
@miriamjazovi

MIRIAM JAZOVI





# VIDEO SCRIPT

## "THE PROBLEM SOLVER" Music Video

Total Duration: 55 seconds

DURATION	VISUALS	AUDIO
SHOT # 1 0:02	Setting: Outside, open field/ park area. CU of grass, camera pans from right to left.	SFX: Birds and outside ambient noise SFX: Short pops of static noise
SHOT # 2 0:04	Setting: Outside, open field/ park area MCS: Miriam is walking towards camera.	"The Problem Solver" by Miriam Jazovi starts playing. Lyrics: If I ignore all my problems then they'll just go away.
SHOT # 3 0:03	MCS continues. An animated blob moves behind Miriam in the background.	Lyrics: I know it's not true, but it's something I say.
SHOT # 4 0:05	Three shot: Miriam stands in a group of two other people. They are talking while Miriam nods and smiles, not saying anything.	Lyrics: And I have noticed I talk more to myself than anyone else.
SHOT # 5 0:02	Pan to screen left as scene changes. FS: Miriam walks away from the group and is abruptly stopped by the blob.	Lyrics: It's probably due to my poor mental health.
SHOT # 6 0:01	FS: Miriam dismisses the blob with her hand and walks past.	Lyrics: I should be fine though.
SHOT # 7 0:03	CU on Miriam's shoes as she's walking. She almost steps into a hole before stopping her foot and moving it out of the way to see that she would have fallen.	Lyrics: I still have yet to die, so I think I'm good.
SHOT # 8 0:03	CU of Miriam's face, realizing she almost hurt herself. She looks a little shaken, but quickly dismisses it with a nervous laugh.	Lyrics: I mean, what would be the likelihood?

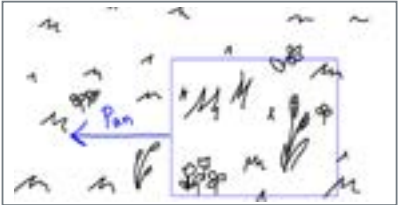
SHOT # 9 0:03	WS: Miriam picks up a pickax (or similarly shaped tool) and swings it into the ground. When it strikes, the blob comes bursting from the point of impact.	Lyrics: I'm an expert problem solver. Look at me go.
SHOT # 10 0:04	CU of Miriam's face as she rolls her eyes and looks exasperated at the sight of the blob.	Lyrics: If you need some advice, just let me know.
SHOT # 11 0:03	WS: Miriam in athletic wear, going for a jog.	Lyrics: And lately I've been working on my cardio.
SHOT # 12 0:04	The camera tracks her until she runs into the blob, and she immediately turns around and runs the opposite direction at a higher speed.	Lyrics: I'm constantly running from my fears, and oh...
SHOT # 13 0:03	MS: Miriam goes into a room and slams the door behind her. She leans back against the door, out of breath.	Lyrics: I know I should fix this, but I don't know how.
SHOT # 14 0:04	CU: Miriam looks worriedly behind her at the door and bites her lip.	Lyrics: Maybe later I can figure it out. But not now!
SHOT # 15 0:04	MS: Miriam steps away from the door and slowly turns around.	Lyrics: No, not now!
SHOT # 16 0:02	Miriam's POV: Miriam's hand reaches out and opens the door.	Lyrics: I've got other things to think about.
SHOT # 17 0:01	The blob launches forward and engulfs the screen. Video fades to black.	The last two strums of the guitar sound, ending the song abruptly.
SHOT # 18 0:04	White text fades in over black screen. Text reads: "Follow Miriam Jazovi on Instagram and TikTok @miriamjazovi"	SFX: Static noise sounds and fades out

# VIDEO STORYBOARD/THUMBNAILS

PROJECT NAME: Miriam Jazovi "The Problem Solver"

PAGE 1 OF 3

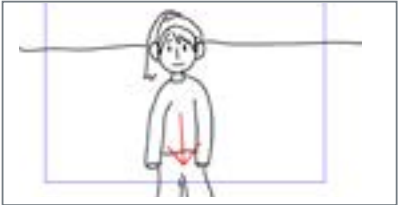
SHOT 1:



**ACTION:** CU of grass, pan to left

**SFX:** Birds chirping, wind blowing

SHOT 2:



**ACTION:** MCS: Miriam walking towards camera

**DIALOGUE:** If I ignore all my problems then they'll just go away.

SHOT 3:



**ACTION:** Animated blob moves behind Miriam

**DIALOGUE:** I know it's not true, but it's something I say.

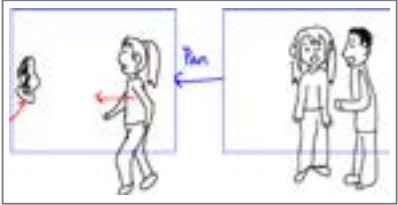
SHOT 4:



**ACTION:** Miriam stands in a group

**DIALOGUE:** And I have noticed I talk more to myself than anyone else.

SHOT 5:



**ACTION:** Pan screen left, Miriam walks away

**DIALOGUE:** It's probably due to my poor mental health.

SHOT 6:



**ACTION:** Miriam dismisses blob with hand

**DIALOGUE:** I should be fine though.

PROJECT NAME: Miriam Jazovi "The Problem Solver"

PAGE 2 OF 3

SHOT 7:



**ACTION:** CU on Miriam's shoes

**DIALOGUE:** I still have yet to die, so I think I'm good.

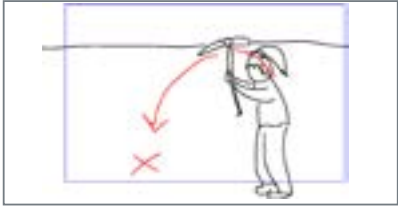
SHOT 8:



**ACTION:** CU of Miriam's face

**DIALOGUE:** I mean, what would be the likelihood?

SHOT 9:



**ACTION:** Miriam swings pickaxe

**DIALOGUE:** I'm an expert problem solver. Look at me go.

SHOT 10:



**ACTION:** CU of Miriam's face as she rolls her eyes

**DIALOGUE:** If you need some advice, just let me know.

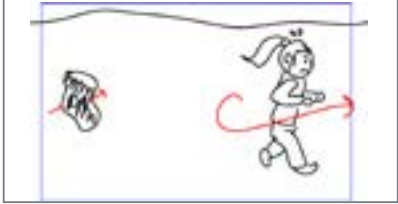
SHOT 11:



**ACTION:** WS: Miriam going for a jog

**DIALOGUE:** And lately I've been working on my cardio.

SHOT 12:



**ACTION:** She runs into blob and turns around

**DIALOGUE:** I'm constantly running from my fears, and oh...

PROJECT NAME: Miriam Jazovi "The Problem Solver"

PAGE 3 OF 3

SHOT 13:



**ACTION:** MS: Miriam enters room and slams door

**DIALOGUE:** I know I should fix this, but I don't know how.

SHOT 14:



**ACTION:** Miriam looks worriedly behind her

**DIALOGUE:** Maybe later I can figure it out. But not now!

SHOT 15:



**ACTION:** She steps away from door and turns

**DIALOGUE:** No, not now!

SHOT 16:



**ACTION:** Miriam's POV: hand reaches for door

**DIALOGUE:** I've got other things to think about.

SHOT 17:



**ACTION:** Blob launches forward and engulfs screen.

Video fades to black.

SHOT 18:



**ACTION:** Call to action text appears on black screen

**SFX:** Static noise fades out



# VIDEO

This is a music video for Miriam Jazovi's song, "The Problem Solver." The timing of its release to the public coincides with the beginning of the campaign story's third act. It ties loosely to the campaign's theme of taking a bad situation and finding the good in it. However, in this video, Miriam is experiencing "the Dark Cave" part of the story and has not yet found the good.

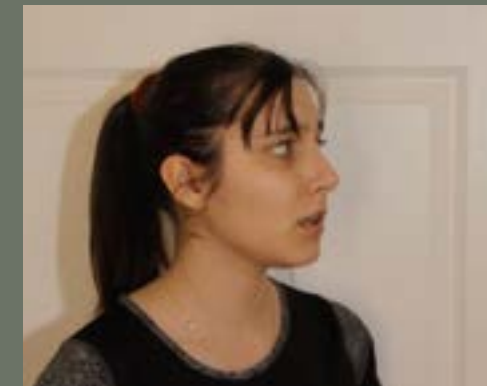
LENGTH: 58 seconds

REACH: Global (Anyone with YouTube)



WATCH VIDEO

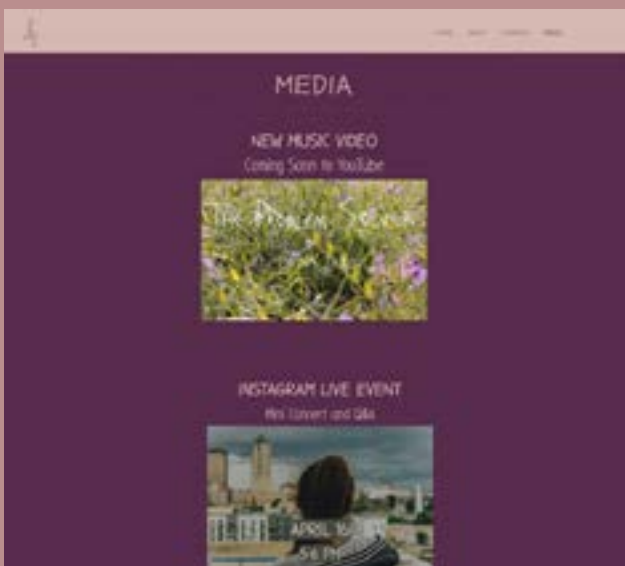
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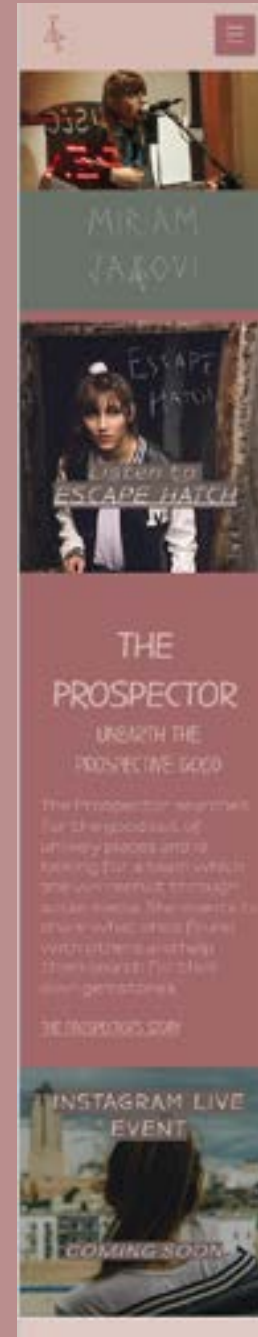


# WEBSITE

<https://miriamjazovi.wixsite.com/miriamjazoviarist>















# DESKTOP












# MOBILE



POST 01	POST 02	POST 03	POST 04	POST 05
PHOTO & TEXT & AUDIO	PHOTO & TEXT & AUDIO	VIDEO & TEXT (20 sec)	PHOTO & TEXT	PHOTO & TEXT (Story Post)
 <div>   </div>	 <div>   </div>	 <div>  </div>	 <div>  </div>	 <div>  </div>
TUESDAY April 4 @ 12 PM CT	THURSDAY April 6 @ 12 PM CT	FRIDAY April 7 @ 12 PM CT	SATURDAY April 8 @ 12 PM CT	MONDAY April 10 @ 12 PM CT
<p>Sometimes in life, you're thrown unexpected curves. It's up to us to choose what we can get from it. Even during the hardest of times, there's reason to dig deeper to find beauty from our struggles. Become a prospector and unearth the prospective good.</p> <p>Join the Prospector in her journey by following, and learn more at <a href="https://miriamjazovi.wixsite.com/miriamjazoviarist">miriamjazovi.wixsite.com/miriamjazoviarist</a></p> <p>#theprospectorart #indiemusic #indiemusicartist</p>	<p>Welcome to the team, prospectors! Take your pickax with pride and help mine out the good and beautiful things in life. It's hard but fulfilling work. Thank you for joining me.</p> <p>-The Prospector</p> <p>Learn more about what it means to be a "prospector" at <a href="https://miriamjazovi.wixsite.com/miriamjazoviarist">miriamjazovi.wixsite.com/miriamjazoviarist</a></p> <p>#theprospectorart #indiemusic #indiemusician #miriamjazovi</p>	<p>Creating something new from something dark and painful is difficult, but oftentimes that's all you can do. As a prospector myself, I want to share with you some of the things I've found when placed in the darkest of caves. Hopefully it will inspire you to seek out gathering your own gemstones while traversing caves.</p> <p>-The Prospector</p> <p>Learn more about what it means to be a "prospector" at <a href="https://miriamjazovi.wixsite.com/miriamjazoviarist">miriamjazovi.wixsite.com/miriamjazoviarist</a></p> <p>#theprospectorart #indiemusic #indiemusician #miriamjazovi</p>	<p>Well, we made it to The Dark Cave. Having been through it before on my own, I can say I'm glad to have you all here with me. Having others around makes it a lot easier to keep moving forward and mine for the good. Don't get discouraged. We'll make it out together.</p> <p>-The Prospector</p> <p>Follow the Prospector's journey at <a href="https://miriamjazovi.wixsite.com/miriamjazoviarist">miriamjazovi.wixsite.com/miriamjazoviarist</a></p> <p>#theprospectorart #indiemusic #indiemusician #miriamjazovi</p>	<p>Try out the new AR filter! Just tap the rocks to reveal gemstones.</p> <p>Post to your story and share how you create art and mine for the good from life. Remember to tag @the.prospector_</p>



POST 06	POST 07	POST 08	POST 09
PHOTO & TEXT	VIDEO & TEXT (58 sec)	PHOTO & TEXT & AUDIO	PHOTO & TEXT
			
 			
TUESDAY April 11 @ 12 PM CT	WEDNESDAY April 12 @ 12 PM CT	TUESDAY April 13 @ 12 PM CT	SATURDAY April 15 @ 12 PM CT
<p>We're almost to the end! As we start to see the sunlight come through from the exit, I have some great news to share with you. Tomorrow at noon, a music video for Miriam Jazovi's song "The Problem Solver" will drop on YouTube! There will also be a live event this Friday, April 14, 5PM central on Instagram @miriamjazovi. You won't want to miss it!</p> <p>-The Prospector</p> <p>Follow the Prospector's journey at <a href="https://miriamjazovi.wixsite.com/miriamjazoviartist">miriamjazovi.wixsite.com/miriamjazoviartist</a></p> <p>#theprospectorart #indiemusic #indiemusician #miriamjazovi</p>	<p>Enjoy the official music video for "The Problem Solver" by Miriam Jazovi.</p> <p>A message to all prospectors: Congratulations on making it out of The Dark Cave! I'm proud to see how far you've come. Continue finding the good in everything and mining for gems to make the world a brighter place.</p> <p>-The Prospector</p> <p>Follow the Prospector's journey at <a href="https://miriamjazovi.wixsite.com/miriamjazoviartist">miriamjazovi.wixsite.com/miriamjazoviartist</a></p> <p>#theprospectorart #indiemusic #indiemusician</p>	<p>There are so many ways to be a prospector. As you know, I make music, but there are countless forms of art that can capture beauty, express emotion, and communicate hope. I want to see it all! Take a short video of your art, tag me, and use #theprospectorart to share it with me and all the other members of our team!</p> <p>-The Prospector</p> <p>Follow the Prospector's journey at <a href="https://miriamjazovi.wixsite.com/miriamjazoviartist">miriamjazovi.wixsite.com/miriamjazoviartist</a></p> <p>#theprospectorart #indiemusic #indiemusician #miriamjazovi</p>	<p>Thank you for prospecting with me these past couple weeks! Even though our time together has come to an end, I don't doubt that you'll all create many beautiful and wonderful things in the future. I'm grateful to have had you on my team. Stay positive and continue to unearth the prospective good!</p> <p>-The Prospector</p> <p>Recap our journey by visiting <a href="https://miriamjazovi.wixsite.com/miriamjazoviartist">miriamjazovi.wixsite.com/miriamjazoviartist</a>. Link in bio.</p> <p>#theprospectorart #indiemusician #indieartist #miriamjazovi</p>

# INFLUENCER LIST

	CATEGORY	TITLE	NAME (First and Last)	CONTACT	NOTES
01	Personality, Artist	Musician, Singer, Photographer	Eliana Doering	elilowry@gmail.com 515-203-9519	Miriam's sister, will help on any front
02	Artist	Rapper, Music Producer, Director	Justin McGregor	832-215-5023 @paulthekid via Instagram	Collaborated with Miriam in past, friend, currently based in Chicago
03	Artist	Music Producer	Christian Hoang	hoangchristian@yahoo.com 832-967-7303	Produced Miriam's Escape Hatch EP, friend
04	Personality	Audience Member	Maya Penning	maya.penning@gmail.com 515-338-0252	Miriam's best friend, will promote and re-share
05	Artist	Musician, Composer, Singer, Music Producer	Jacob Heeren	515-310-0324	Friend of Miriam's sister
06	Artist	Singer	Jenna Heeren	515-310-0323	Friend of Miriam's sister
07	Artist	Musician, Singer, Music Producer, Jakie Paper Band	Zach Zoske	jackiepaper.wav@gmail.com	Friend of Miriam's sister
08	Personality	Podcast Host	Rajpal Bal	rsb4@rice.edu	Friend of Miriam's friend
09	Personality	University of Houston Radio Host	Chirelle Riley	clriley2@uh.edu	Miriam's friend, runs Coog Radio
10	Personality	Rice University Radio Host	Juan Rubio	jmr22@rice.edu 936-645-3021	Acquaintance of Miriam's friend, runs radio show
11	Artist	Indie Musician	Diana Romi Benavides	romybenavid@gmail.com 425-295-9051	Miriam's friend, has made covers of her music
12	Artist	Indie Musician	Carter Doering	carter.alan.doering@gmail.com	Miriam's brother-in-law's brother
13	Artist	Painter, Illustrator	Tristan Koopman	collier.koop@gmail.com 515-450-2694	Miriam's close friend
14	Personality	YouTuber, Streamer, Music Reviewer	Bobby Everything	bobbydigital513@gmail.com	No personal connections, reviews small indie artists of any genre
15	Artist, Personality	Singer, Musician, Social Media Personality	Louise Sutters	@lsutters via Instagram	Follows Miriam on Instagram and has commented on her videos before
16	Artist	Professional Musician, Member of Dear Ears	Ashley Strongarm	@ashleystrongarm via Instagram	Makes similar music, might like to support similar small artists
17	Artist	Professional Musician, Member of Dear Ears	Whitney Galaher	@witified via Instagram	In a band with entries 16 and 18
18	Artist	Professional Musician, Member of Dear Ears	Leslie Laine	@leslie_laine via Instagram	Following mutual Louise Sutters on Instagram
19	Artist	Musician	Matthew Distad	281-900-5405	Miriam's friend, is starting a rock band in California
20	Technician/Engineer	Mechanical Engineer, Musician, Amateur Photographer	Andrew Hooke	ach14@rice.edu 847-323-7131	Miriam's boyfriend, tech savvy, handyman, will help with anything
21	Personality, Artist	Musician, Audience Member	Keith Winter	@keithmwinter via Instagram	Active listener of Miriam's music, established Instagram DM's, in a band

# PRESS RELEASE

FOR IMMEDIATE RELEASE: April 7, 2023

**Miriam Jazovi launches “The Prospector” campaign to promote optimism and inspire art.**

Houston, Texas. “The Prospector” is Miriam Jazovi’s campaign that invites artists to embrace being constructive and creating something beautiful when faced with challenges. Instead of turning to unhealthy coping habits, she wishes to inspire the community to collaborate on projects and share the wonderful pieces they have made in the past. For this campaign, she ties her music, and therefore any creative effort by her audience, to the concept of prospecting. Mining in caves equates to actively seeking out goodness from the world even when placed in dark places. It all comes to a head this Friday at 5 PM CST for her live stream event on Instagram @miriamjazovi.

Miriam Jazovi is an emerging artist in the Houston area. Her 2018 EP, Escape Hatch, marked her debut into the music scene. Equipped with six heartfelt melodies, her short album is a great taste of what is to come for her career. Her music is simplistic in composition, yet it has a richness and depth that carry the audience into her world.

The music video for her song “The Problem Solver” will be released on YouTube Wednesday, April 12, at noon central time on her channel @miriamjazovi, <https://www.youtube.com/channel/UCN3bfgY5kElpKNd8lkkK3Pw>.

Her live stream event will be occurring this Friday, April 14, at 5PM CT on Instagram @miriamjazovi. She will be performing some of her songs, as well as some covers, and hosting a short Q&A session. All are welcome to join!  
<https://www.instagram.com/miriamjazovi/>

## About MIRIAM JAZOVI

Miriam Jazovi (pronounced Ha-so-vee), or Miriam Lowry, is a 23-year-old singer/songwriter and student at University of Houston. She grew up in central Iowa and moved to Houston just before her high school years. She grew up watching her father, Jason Lowry, sing and play guitar which later inspired her to do the same. After graduating high school, she recorded and released a few of her songs onto an EP which can now be found by searching “Miriam Jazovi” on all streaming platforms.

PRESS CONTACTS  
Miriam Lowry E: [miriamjazovi@gmail.com](mailto:miriamjazovi@gmail.com) P: (515) 310 0333 [text or call]

###

&

# PROMO EMAIL

## April 14 Mini Concert and Q&A!

Dear [influencer],

I just wanted to let you know that I am hosting a short live stream event on Instagram this Friday, April 14, at 5PM central time. The event will be happening on my account, @miriamjazovi <https://www.instagram.com/miriamjazovi/>. I will be performing a few of my own songs (some unreleased), some covers, as well as hosting a quick Q&A session with the attending audience.

I'd love to have you join the stream and enjoy some music with me!

You can find more information as well as downloadable content from my website <https://www.miriamjazovi.wixsite.com/miriamjazoviartist/press>.

If you have any questions, please contact me via text or email at any time.  
P: (515) 310 0333  
E: [miriamjazovi@gmail.com](mailto:miriamjazovi@gmail.com)

Miriam J. Lowry  
Digital Media Student,  
University of Houston

# PRESS RESPONSE

NAME	TITLE	WAVE 1	ANSWER	WAVE 2	ANSWER	WAVE 3	ANSWER
		4/7/23	1	4/10/23	2	4/12/23	3
Eliana Doering	Musician, Singer, Photographer	via email	YES	-	-	-	-
Justin McGregor	Rapper, Music Producer, Director	via text	N/R	via Instagram DM	N/R	via text	MAYBE
Christian Hoang	Music Producer	via email	N/R	via text	YES	-	-
Maya Penning	Audience Member	via email	N/R	via text	YES	-	-
Jacob Heeren	Musician, Composer, Singer, Music Producer	via text	N/R	via text	MAYBE	-	-
Jenna Heeren	Singer	via text	N/R	via text	MAYBE	-	-
Zach Zoske	Musician, Singer, Music Producer, Jakie Paper Band	via email	N/R	via email	N/R	via email	N/R
Rajpal Bal	Podcast Host	via email	YES	-	-	-	-
Chirelle Riley	University of Houston Radio Host	via email	N/R	via Instagram DM	N/R	via Instagram DM	YES
Juan Rubio	Rice University Radio Host	via email	N/R	via text	NO	-	-
Diana Benavides	Indie Musician	via email	YES	-	-	-	-
Carter Doering	Indie Musician	via email	N/R	via email	N/R	via email	N/R
Tristan Koopman	Painter, Illustrator	via email	NO	-	-	-	-
Bobby "Everything"	YouTuber, Streamer, Music Reviewer	via email	N/R	via email	N/R	via email	N/R
Louise Sutters	Singer, Musician, Social Media Personality	via Instagram DM	N/R	via Instagram DM	N/R	via Instagram DM	N/R
Ashley Strongarm	Professional Musician, Dear Ears Band	via Instagram DM	N/R	via Instagram DM	N/R	via Instagram DM	N/R
Whitney Galaher	Professional Musician, Dear Ears Band	via Instagram DM	N/R	via Instagram DM	N/R	via Instagram DM	N/R
Leslie Laine	Professional Musician, Dear Ears Band	via Instagram DM	N/R	via Instagram DM	N/R	via Instagram DM	N/R
Matthew Distad	Musician	via text	MAYBE	-	-	-	-
Andrew Hooke	Mechanical Engineer, Musician, Amateur Photographer	via email	YES	-	-	-	-
Keith Winter	Musician, Audience Member	via Instagram DM	N/R	via Instagram DM	N/R	via Instagram DM	N/R



# LIVE STREAM

**TITLE:** Miriam Jazovi Mini Concert Q&A

**DATE/TIME:** April 14, 2023 / 5:10-5:30 PM CST

**LOCATION:** 9227 Turnbull Lane, Rosenberg, TX 77469  
streamed on Instagram @miriamjazovi

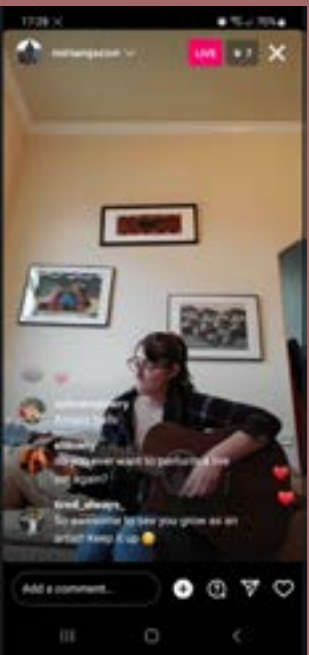
**DURATION:** 19 minutes, 29 seconds

ROLES	CAST/CREW MEMBERS	CONTACT INFORMATION	CALL TIME
LEAD	Miriam Lowry (Miriam Jazovi)	(515) 310 0333 miriamjazovi@gmail.com	3:00 PM CST
SPECIAL GUEST	Eliana Doering	(515) 203 9519 elilowry@gmail.com	4:00 PM CST
EQUIPMENT MANAGER/ TECHNICIAN	Andrew Hooke	(847) 323 7131 ach14@rice.edu	4:30 PM CST

**EQUIPMENT:** MacBook Pro, Samsung Galaxy S10e, Ethernet cable, Wifi range extender

**PROPS:** Acoustic guitar

**SOFTWARE:** Instagram Live, Audacity (for backup audio)



NUMBER OF UNIQUE VIEWERS: 14  
MOST VIEWS AT ONE TIME: 10  
NUMBER OF COMMENTS: 25

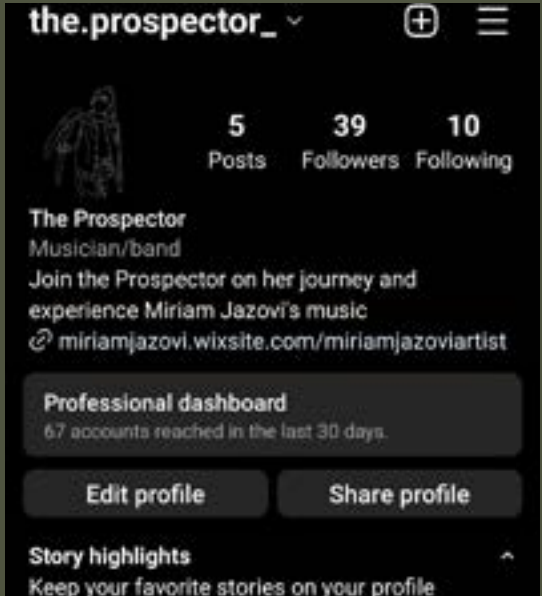
# CALL SHEET

# THE STREAM

# RESULTS

# RESULTS

## SOCIAL MEDIA METRICS

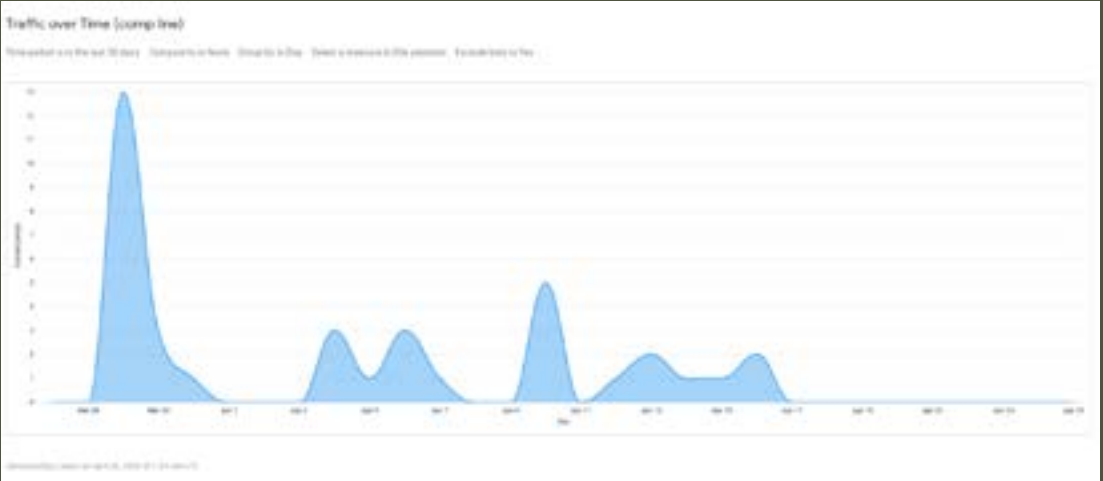


Instagram



TikTok

## WEBSITE METRICS



Campaign Website



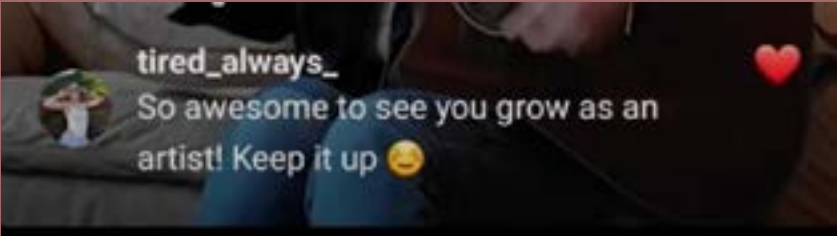
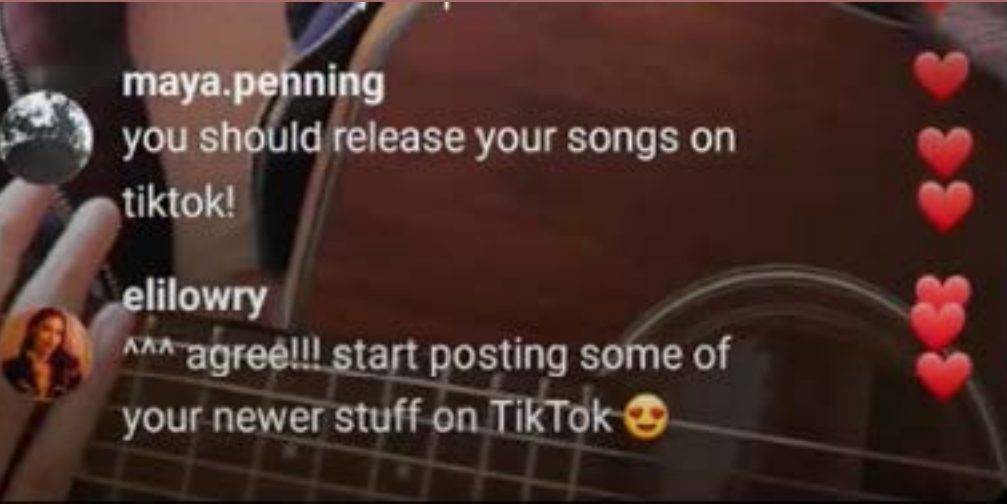
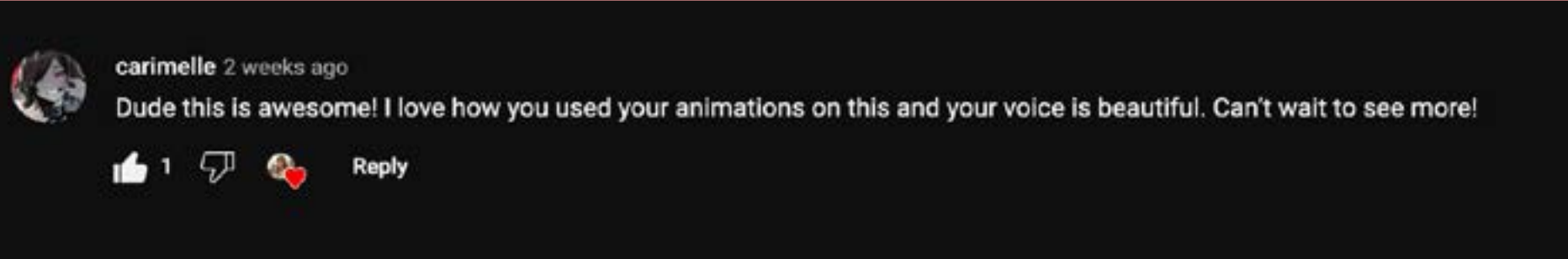
11 monthly listeners



YouTube

# RESULTS

## AUDIENCE COMMENTS



# SUMMARY AND CALLS TO ACTION

## GOALS

Miriam Jazovi's campaign ran for approximately 12 days. In that time, her brand new social media accoutns surpassed the expected success indicators by a large margin. The goal for Instagram was to gain 5 followers. Her Instagram account gained 39 followers. For TikTok, the goal was 5 followers. That account reached 8 followers. Another goal was to reach 200 views on one TikTok, and she was able to accomplish that with a video that garnered 238 views. Her last goal was not met. She wanted to reach 30 monthly listeners on spotify, and only got to 11.

## REFLECTION

The reason Miriam could not reach her desired result has to do with the new content she released during the campaign. As a music artist, audience members would be expecting new music. Should, Miriam run another campaign when she has an album to release, all of her goals from this campaign should be met fully.



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