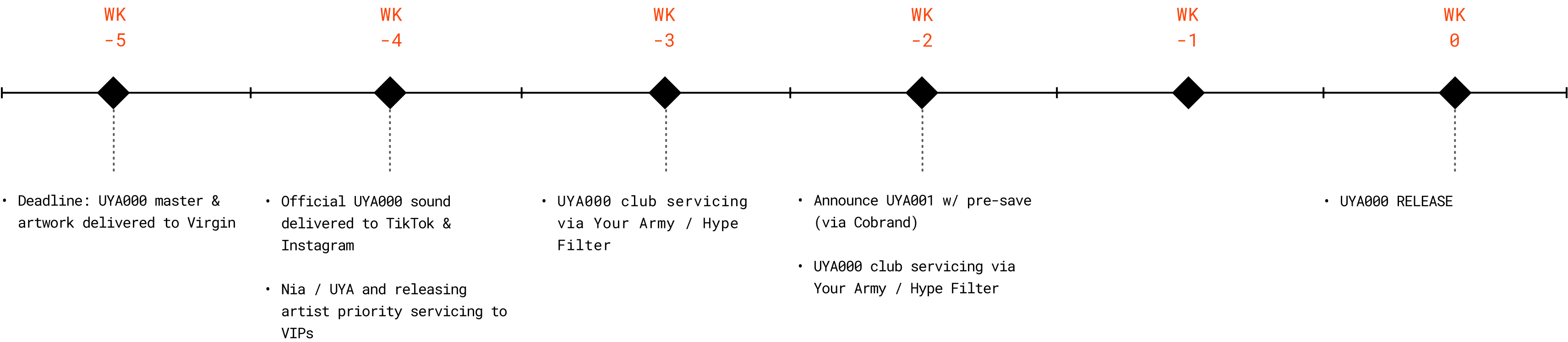


UP YA ARCHIVES



RELEASE WORKFLOW

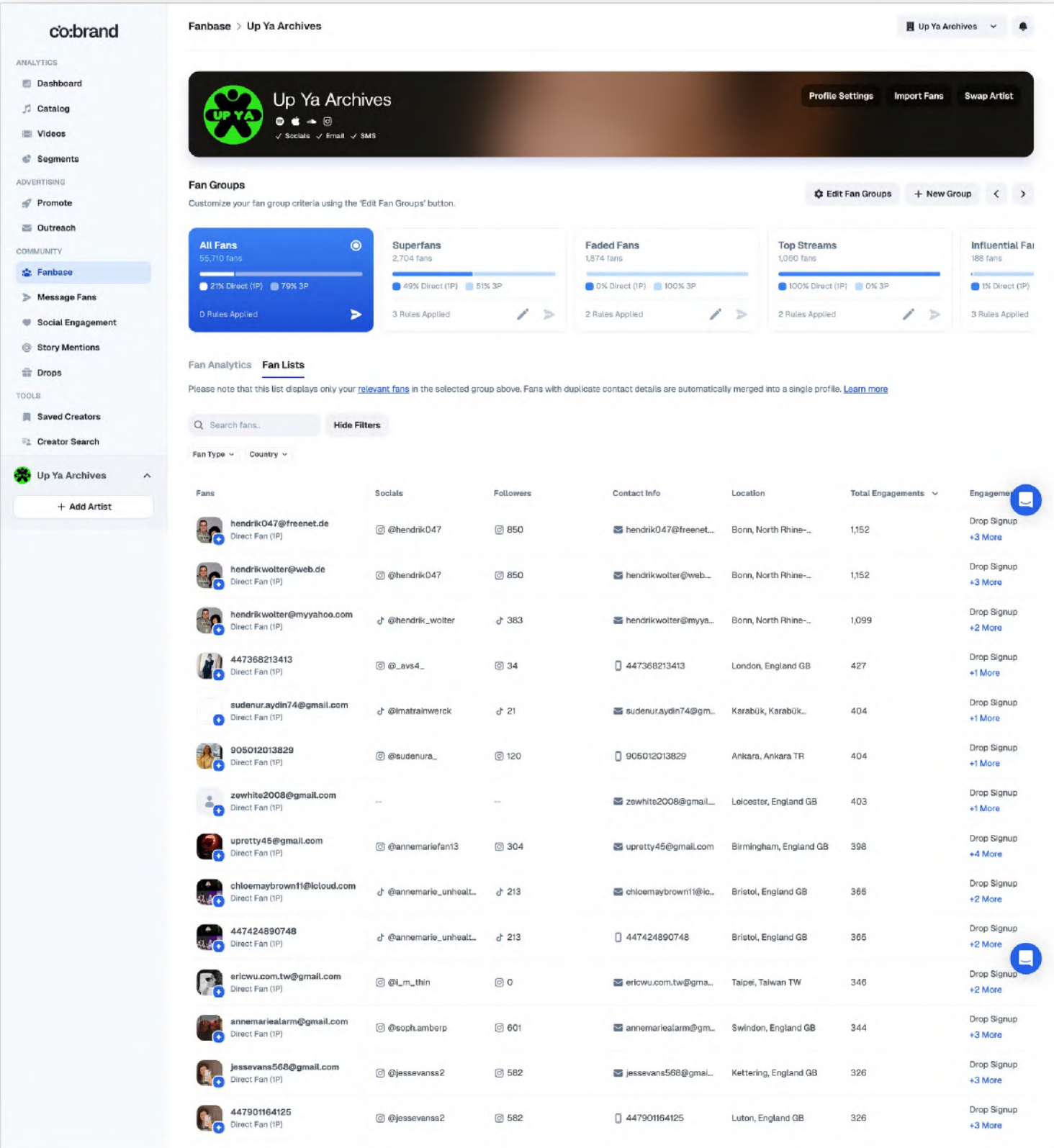
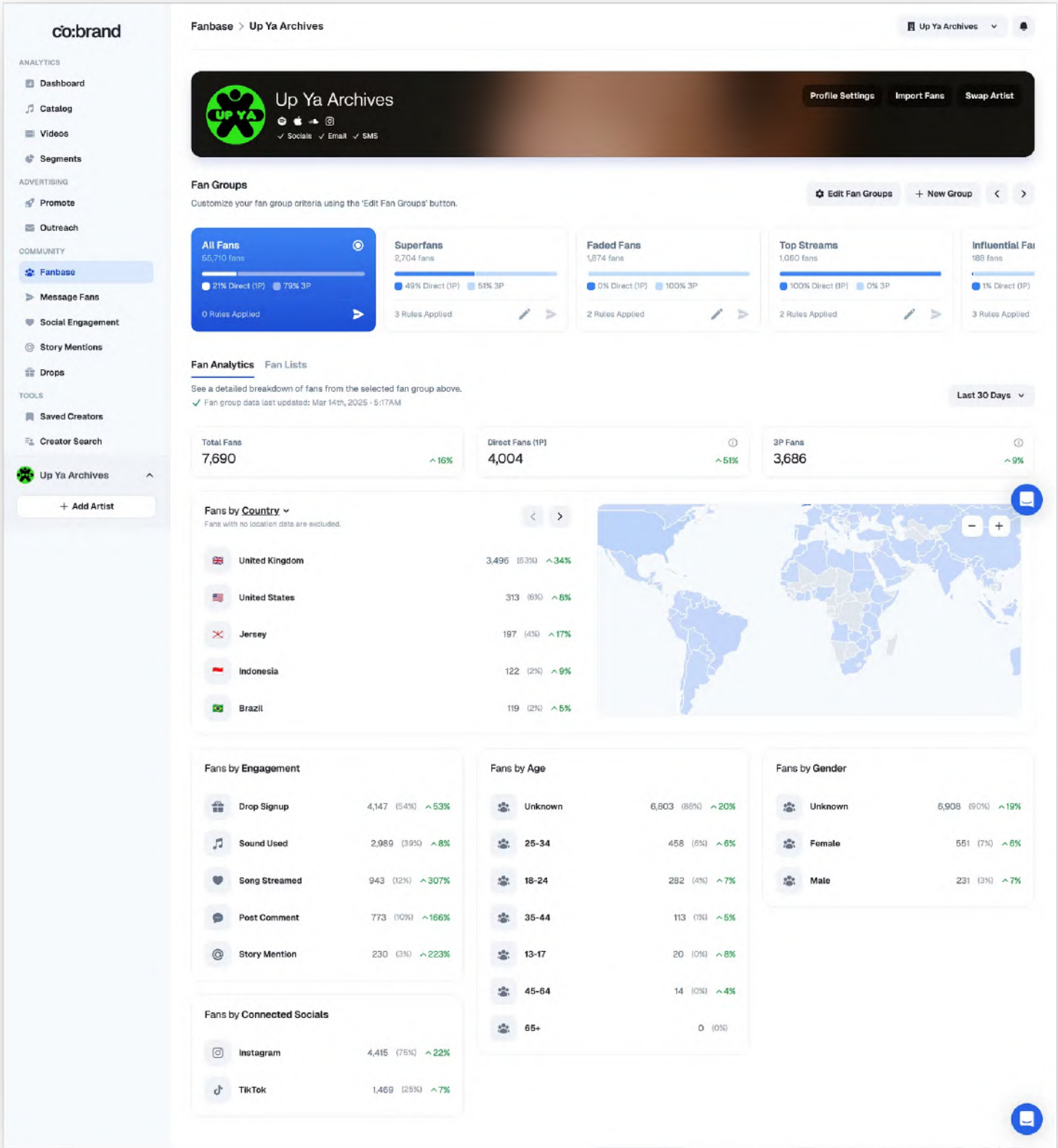


COMMUNITY X COBRAND

Our first priority is setting up UYA on Cobrand. One of the central pillars of our approach to the UYA brand is the importance placed upon community and our ability to seamlessly communicate to them. Cobrand’s tools will allow us to centralise all of this fan data, providing us numerous tools to rank fans based on a number of engagement metrics; from signups, social interactions, streaming behaviour and purchase history among others.

- 01 Establish the UYA Cobrand: CTA for fans to signup to the UYA for updates, exclusive access to content, tickets and more
- 02
 - A. Fans signup with email and phone number. Entering their social @’s is optional, previous activations have observed a 60% intent rate
 - B. Signup opportunities include: always on signup, pre-saves for release, ticket pre-sales, merch pre-sales, and exclusive content previews among others
 - C. As we begin to collect data across the first 3 months we’ll begin to identify the most engaged fans across across the above metics including how they interact with UYA socials
 - D. We can tier fans within Cobrand into those who are the most valuable to UYA versus those who are just joining the family. These can be determined in a number of ways and can dictate the level of access they receive
 - E. Outreach: we will use this CRM to communicate news on releases, shows, and product as the primary means for developing a loyal UYA following. Specific emphasis on this area will ensure that fans feel valued and rewarded. This in-turn will create the urgency we desire in each UYA area when it comes to a release; records, tickets and product
- 03 In addition to the CRM functionality we will be monitoring UYA release performance daily to identify opportunities for amplifying content using UYA sounds
- 04 Outlined on the Socials Strategy page, Cobrand call also be used as an effective content distribution platform to seed through to respective jungle, DnB and related dance genre channels



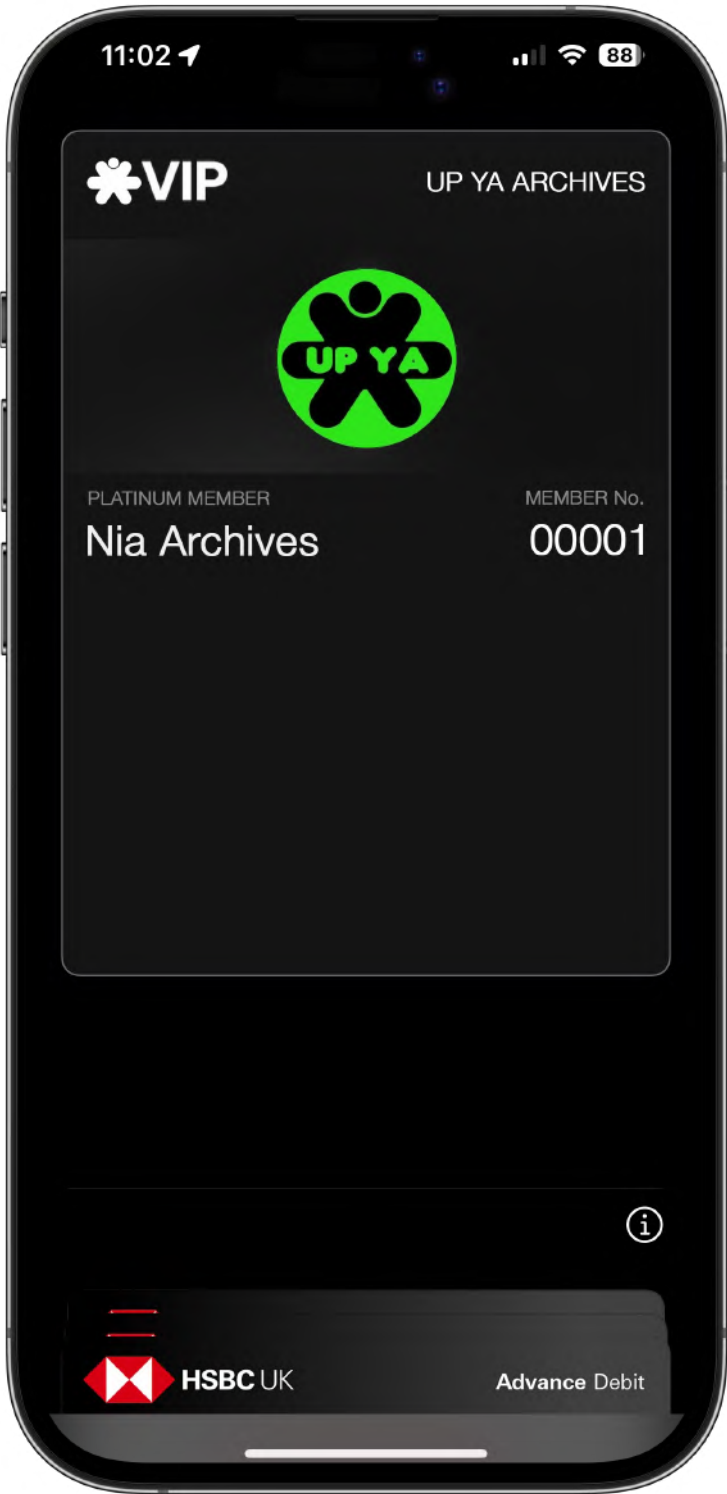


CLUB CARD

We have secured advanced access to a new Cobrand function that will allow us to deliver a downloadable club card that fans can add to their iPhone and Android wallets.

- 01 After fans save the card in their wallet we can deliver push notifications to fans at a fraction of the cost of sending an SMS or WhatsApp. Release and show news, ticket pre-sale links, advance release content, product discount codes – all delivered as a priority to the UYA community
- 02 Like other wallet cards, the UYA club card can be physically scanned with an NFC reader to verify a fans eligibility – this could be entry into special events or discounts at the merch stand at shows among other ideas
- 03 This extra level of customisation provides opportunity for UYA to set itself aside from other artists and brands who will compete within fan’s messaging spaces
- 04 Card design can be customised per tier to effectively illustrate what tier a fan belongs to and when a fan moves from one tier to another
- 05 Based on our self-determined customised tier system we can offer different rewards to the fans. The black card tier could qualify for guaranteed ticket sales (pre-pre-sales) and 24 hour exclusive access to the dub-plate exclusives product. The gold tier might automatically qualify you to a ticket pre-sale and 24 hour exclusive access window to the general vinyl sale and so on.
- 06 In addition to the club card system we will have a dedicated phone number to continue to communicate via SMS and WhatsApp for those who choose not to opt into the wallet card. This phone number could also be the UYA Hotline, which we can use to reveal pop-up show information via a what3words for example
- 07 We propose fans can purchase a personalised physical version as merch in a throwback to original club membership cards for extra value and UYA connection






UYA 4 LIFE


By extension to our tiered fan strategy we envisage the potential of developing this into a monthly subscription model. As fans become increasingly loyal to UYA through their streaming, purchases and general engagement there is the upper level of securing a monthly paid subscription that consolidates all of the ongoing rewards of being the most loyal UYA fan through this subscription approach.

For a monthly fee fans could get →


- 01




Vinyl: Every UYA release on vinyl (signed by Nia optional), would also allow us to project future pressing numbers
- 02




Shows: 4x guaranteed guestlist spots per year for any UYA show plus exclusive pre-sale access to all other shows
- 03



Product: 2x free t-shirt items per year plus exclusive pre-sale access to all other product drops
- 04



Community: Invite-only Discord or forum to connect with other UYA heads and encourage a self-serving community
- 05



Safehouse: Website login area with exclusive content such as remixes, demos, stems, AMAs, photos and more

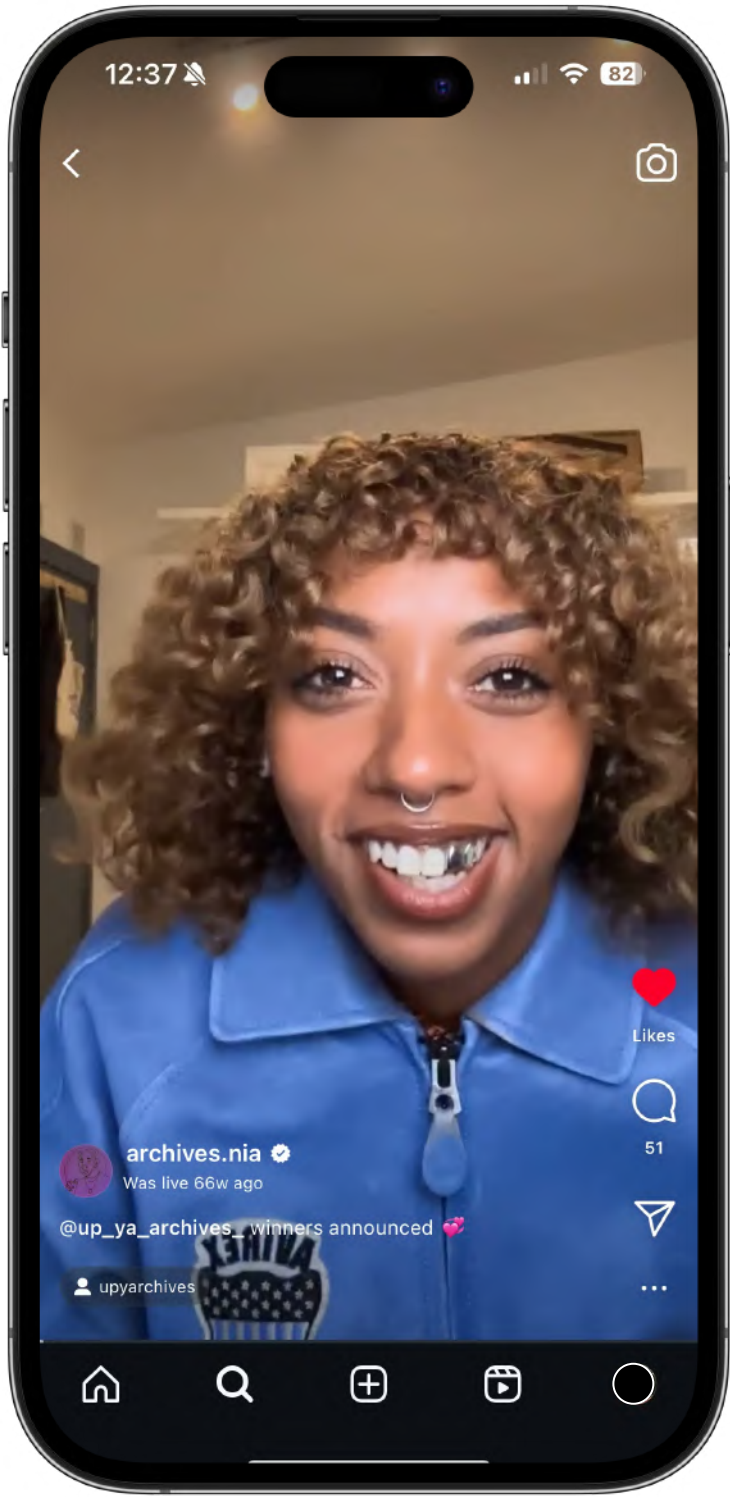


THE BOSS

It goes without saying that there's an inseparability between Nia and UYA. It's of priority importance that we build on this and maintain it for the sake of existing fans and as a strategy of turning new audiences into long-time UYA fans.

- 01 In simple terms we do this through ownership; Nia's name is built into UYA and her visibility when it comes to announcing new releases and shows is going to instil the UYA brand in fan's minds
- 02 Each release should be announced and introduced by Nia on socials – ideally video to camera, announcing the artist and a bit of context about the release along with a preview of the tracks playing
- 03 The audio could be played from the limited dubplates we issue for each release, which can also double as a CTA for fans to signup to the UYA community *“as ever, we have 100 of these available exclusively to the UYA crew. If you wanna be the first to grab one make sure to signup”*
- 04 Where possible we have video capture of Nia playing the releases at shows as well as the respective artists of each release to utilise as pre-release content
- 05 As has already been discussed, we have put a systematic servicing process in place where Nia personally sends the releases to media and artist VIP's ahead of release (this can be mirrored by the respective releasing artist also)





DUBPLATES

Always limited, these pressings are initiated as soon as mastered audio is delivered, this way we have them in advance of announcing the release and can be used as content assets and servicing.

These could be housed in a plain disco bag, custom stamped with an UYA logo or an alternative UYA house-bag to differentiate from the official vinyl release.

- 01 Nia uses the dubplates to announce each new release, dropping the needle to preview the track in video content on socials
- 02 We always reserve 10 copies for giveaways:
 - A. 5 copies to new UYA signups (those who opt in from the moment we announce)
 - B. 5 copies randomly given away to existing UYA fans. We randomise selection but cross-reference those who have already received for fairness
- 03 10 copies reserved for promo to the VIP industry list
- 04 Remaining copies available to the UYA crew – dictated by fan tiers or future subscription model terms





THE STASHBOX

We develop an artists and producer’s area to engage this specialised part of the UYA community. This could exist within a specific part of an UYA Discord or likeminded forum to encourage inter-community discussion and collaboration.

Note on the a cappella versions: arguably these appeal more to the aforementioned producer community and if they’re to become a consistent element for UYA releases we’d suggest considering that digital releases of these be reserved for the likes of Beatport, Bleep, Soundcloud, Boomkat, and Juno among others.

- 01 Limited number of stems and any a cappella versions are available for free download for producers to remix and sample (UGC content only, not for commercial release)
- 02 Fans are encouraged to send in their remix versions for UYA's A&R team, which could lead to club play or potential future release
- 03 Artists and producers can upload their own original demos for UYA to consider for release or club use by Nia



WAREHOUSE PROJECT SHUTDOWN

Given the success of the previous UYA WHP and now the much bigger takeover planned, this provides a distinct opportunity to approach it with a future UYA Festival mindset. We should place particular emphasis on ensuring that this feels like a city-wide takeover, branded in all areas both inside and outside of the Depot.

- 01 From ticket purchase to show, strategise and curate the experience between these two pillar moments that add value to fans and entirely curate this as an UYA experience
- 02 Exclusive events taking place in Manchester both pre-WHP and the weekend of the event:

A. Curated shows featuring both Nia and the UYA alumni

B. Store takeover or pop-up with DJ sets and exclusive product sales

C. UYA Gold tier members receive an sms with invite-only details of a secret show
- 03 Live stream of the night either with a YouTube partner channel or via UYA's YouTube
- 04 UYA members are sent an audio stream of Nia's set on the Monday following the show





STREAMING & RADIO STRATEGY

A consistent presence across DSPs with regularly updated playlists relating to UYA will be of benefit. Not a revolutionary idea by any means but as DSPs become increasingly reliant on algorithms to aid on-platform discovery, being able to draw lines between UYA releases and “*what we’re currently rinsing*” type playlists will provide opportunities for engagement.

- 01 An ongoing UYA Release playlist updated with each new release
- 02 A general UYA playlist of “what we’re currently rinsing”, new and old (nia da junglist playlist as example)
- 03 Guest playlist curated by the respective releasing artist on UYA each month (archived for posterity with each new artist)
- 04 Up Ya Archives Radio:
 - A. The above streaming strategy could be branded under a UYA Radio banner by extension of the Nia Archives x Apple Music Club Radio
 - B. Likewise this this can tie into any Nia guest slots with preexisting stations such as Rinse, NTS, 6Music or UYA residency artists
 - C. A longer term strategy (and no small undertaking) could lead into the development of a YouTube channel for periodically filmed radio shows such as The Lot Radio and HÖR for example



SOCIALS STRATEGY

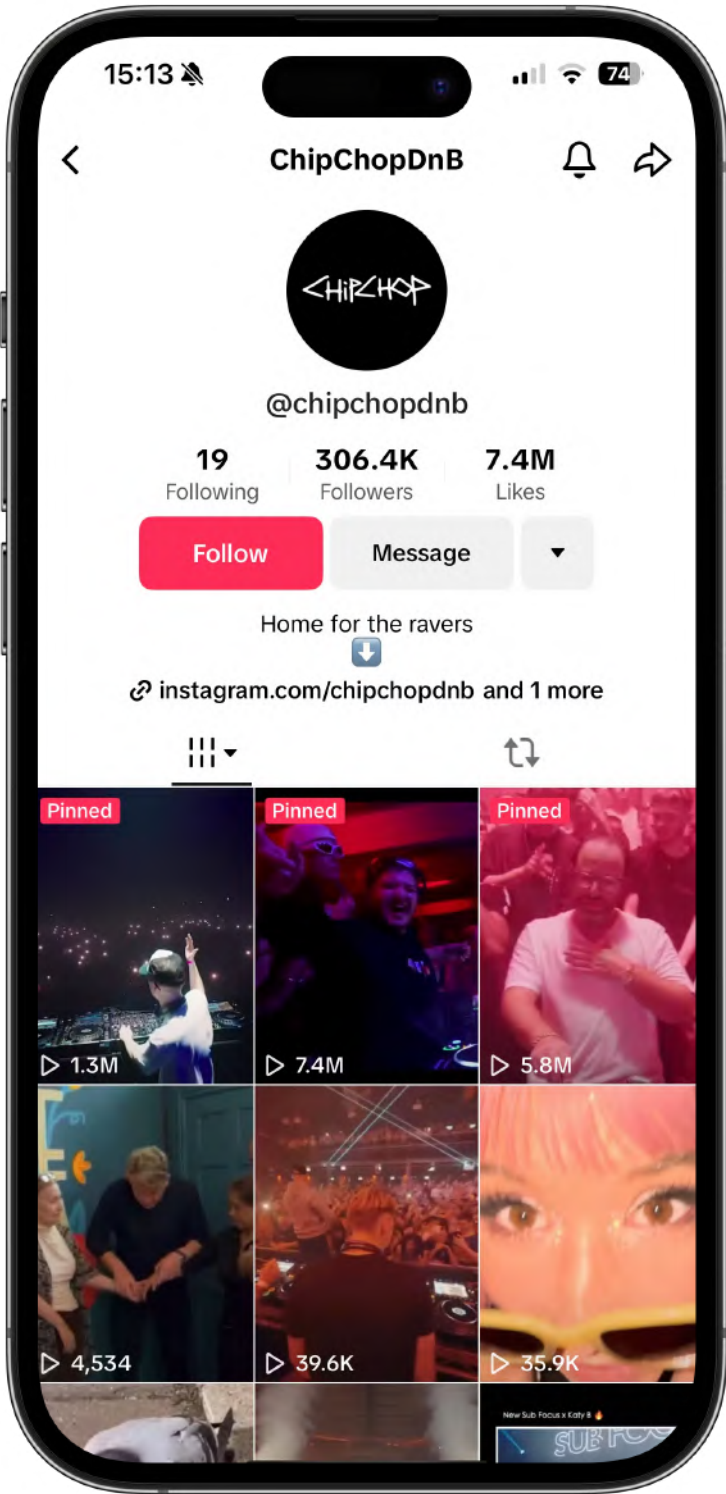
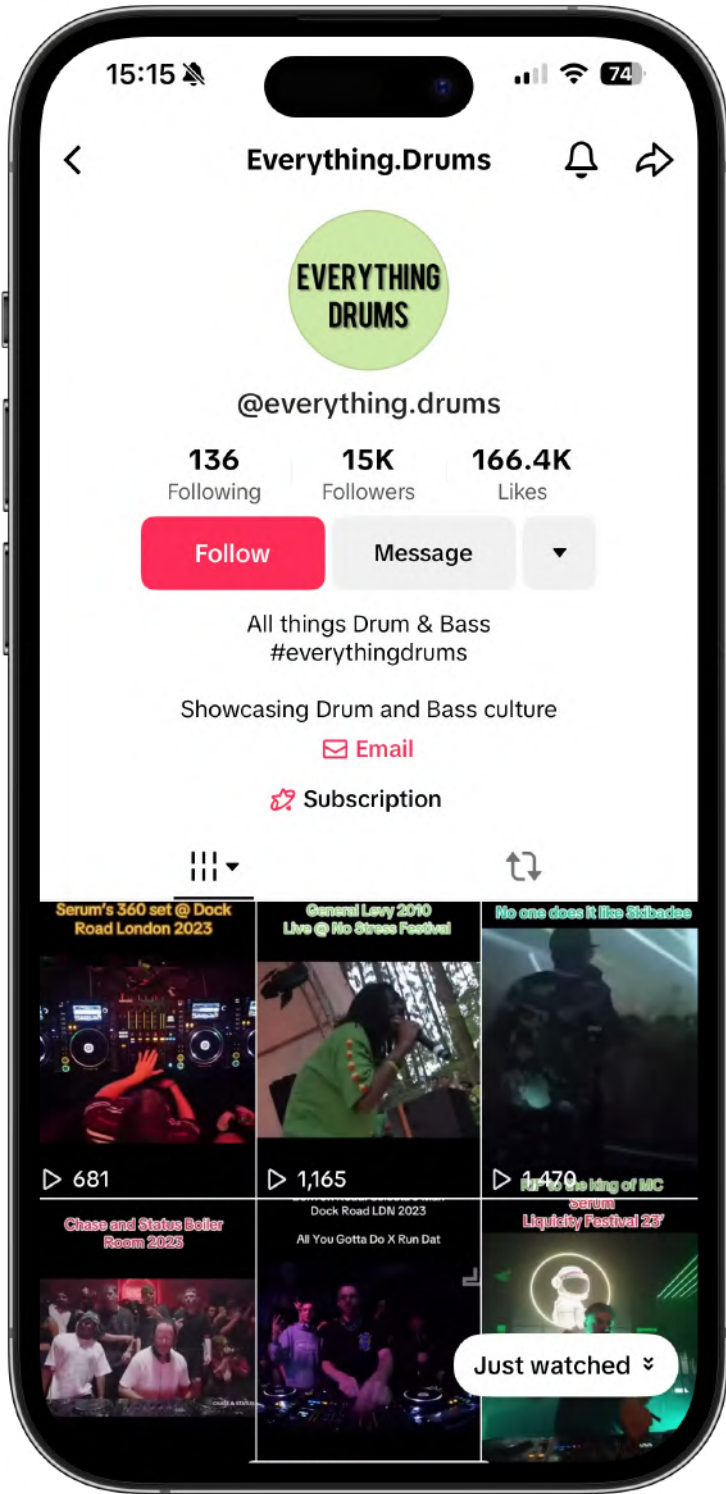
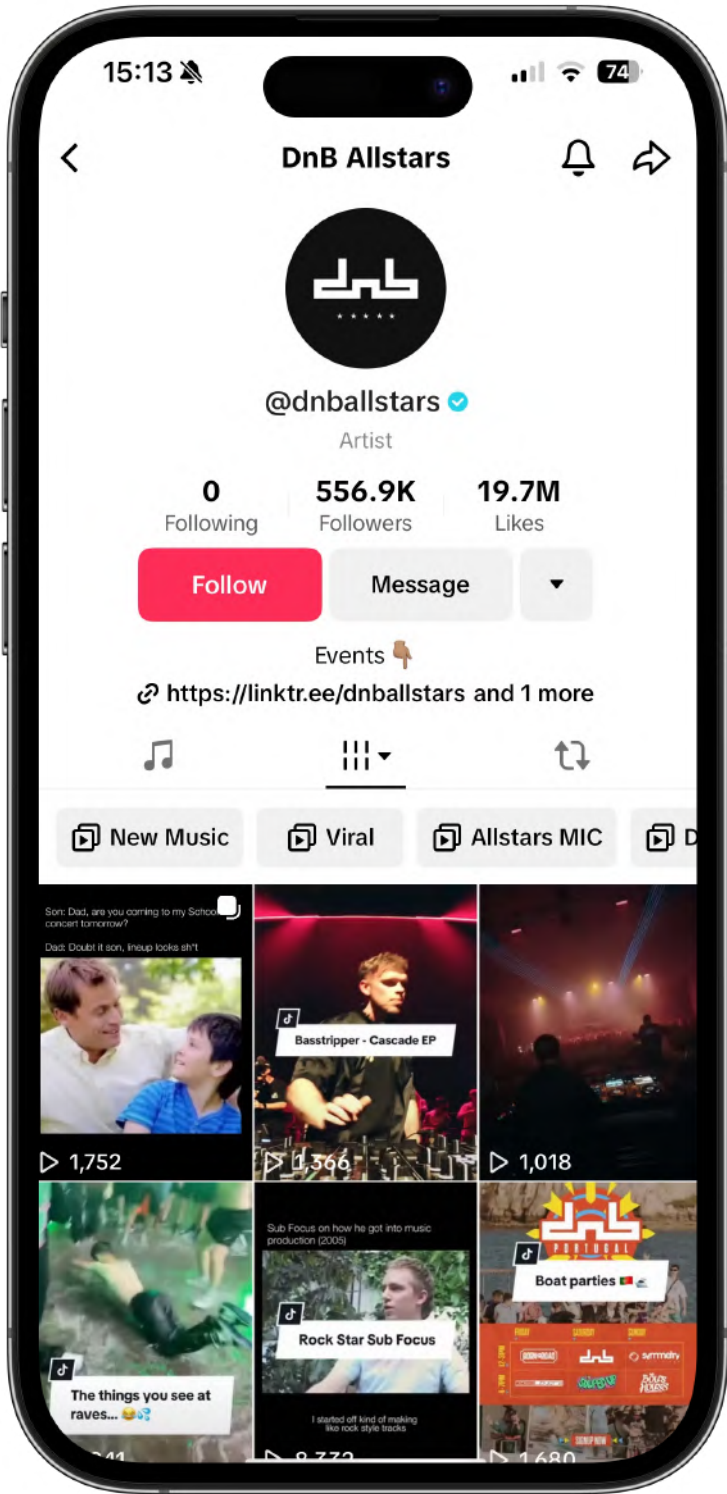
Without question an important part of any release and overall brand strategy will be how we use UYA socials across the 3 key pillars: records, live, and product.

- 01
- The shop window to all of what is going on with the UYA universe, an always-on approach to news, announcements, live recaps, promo will illustrate the progressive nature of UYA and allowing us to remain front of mind to UYA followers
- 02
- Socials will be a primary area for converting audience into fans. Our knowledge of Cobrand will allow us to ensure we're maximising engagement and potential in this area for growing the UYA community
- 03
- A dedicated budget towards servicing jungle, DnB, and other dance related genre channels on TikTok and Instagram where we can send pre- and post-release clips of UYA releases in various forms of content types. Most notably live content of the tracks being played out
- 04
- As discussed, there is a longer term strategy where we setup our own dedicated page to cater to jungle and DnB where we can foster a community of fans in addition to UYA:

A. Instagram & TikTok channels for regular posting of all that is happening in the genre with emphasis on UYA

B. Reddit page dedicated to foster deeper discussion than the comments on socials





END