

Entertainment Marketing – Music Challenge (30 % of the final grade)

Deadline: 22-12-2018, Upload on drive

Promotion Plan Haris, Music Assignment

Create a communication and promotion plan for Haris, in order to achieve the objective of getting at least 1 million Spotify streams for his recently (independently) released EP before 1-1-2019.

The plan should contain at least the following parts:

1. Artist Biography that will reflect Haris's artist identity; Also include research about Haris's image (Watch out: this is not the same as the identity) (10%)
2. Content to support the first point; (10%)
3. Promotion Objectives; (5%)
4. Segmentation of the target group, following the theoretical segmentation models; (10%)
5. Value proposition sentence about Haris; (5%)
6. Promotion strategy: what communication instruments and on what media? (10%)
7. Creative development: (25%)
 - a. Website;
 - b. Social Media strategy;
 - c. Content: Video's, Pictures, Written content
 - d. Concept;
 - e. Testing the concept;
 - f. Evaluation;
8. Budget and planning; (10%)
9. Proof of concept: show that your idea is working based on prototype! (10%)
10. Conclusion (5%)
11. References and Great design, and reporting (10%)