



## Hey Violet

Marketing Plan  
Music Marketing Management  
MA Music Business Management

Dominique Di Miceli  
15302841

Word Count: 3,808

## **Abstract**

This report will highlight the importance of digital media in marketing, the continued importance of traditional media and how to juxtapose the two to establish effective and integrated marketing campaigns by looking at the band Hey Violet. It will discuss the use of Gladwell's principles of the Stickiness Factor and Power of Context with reports published by Google and Music Ally to understand young consumers and music digital marketing.

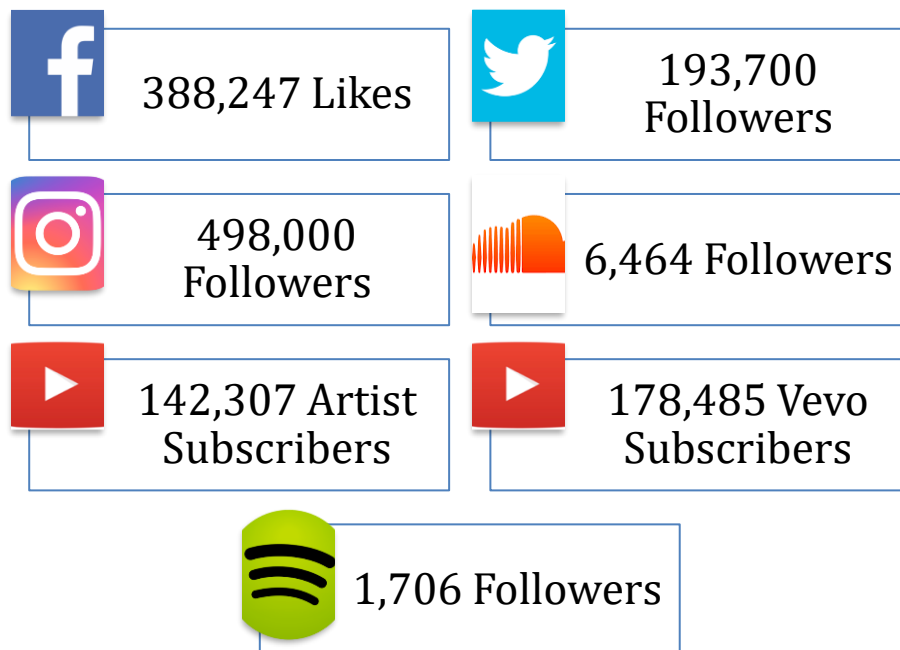
*Authors Note: The "Break My Heart" single has currently been released and will be used as a launch platform for Hey Violet's most anticipated forthcoming album. This plan is based off of press coverage of the band since album details have yet to be released.*

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## Artist Profile

Hey Violet are a Los Angeles-based pop-rock band featuring Rena Lovelis (lead vocals), Nia Lovelis (drums), Casey Moreta (guitar), Miranda Miller (keyboard) and Iain Shipp (bass). In 2015 the band signed to 5 Seconds of Summer's label, Hi or Hey Records, an imprint under Capitol Records. Since then they have released two EPs, *I Can Feel It* the following July and *Brand New Moves* released in 2016 featuring single "Guys My Age". Hey Violet has had success touring for 5 Second's of Summer's *Rock Out With Your Socks Out* arena tour in North America and Europe playing in venues with 7,000 to 24,000 capacity (Webcitation.org, 2015; Payne and Sherman, 2016). They also accompanied the band on the *Sounds Live Feels Live* Tour North America in 7,000 to 27,000 capacity venues (Allen, 2016). Since the release of "Guys My Age", Hey Violet has been promoting their second EP by headlining live sets throughout North America while simultaneously growing their social media following.



**Figure 1.1:** Hey Violet social media following as of 7<sup>th</sup> April 2017.

Hey Violet's forthcoming debut album has been called "the most anticipated album of 2017" (Payne, 2017; Dickman, 2017; Lucy, 2016). On 10 March 2017, Hey Violet released their newest single "Break My Heart" and accompanying music video on 4<sup>th</sup> April 2017. The release of this single is the start to a detailed marketing lead-in for the band's debut album.

Due to the band's close relation to 5 Seconds of Summer it can be noted that the bands' share similar fan demographics and target audiences (Payne, 2017). For this album release Hey Violet will be targeting a core demographic of 13-24 year olds composed of 80% female and 20% male (Music Ally, 2015). This is because teenage girls are more active and reactive to social media (Sobh and Elton, 2017) and more likely to engage with music and posts that "makes them feel something" (Google, 2016) which reiterates band member's current values as they are the same age as their demographic in hopes that they will connect better with fans.

## Visuals

Since *Brand New Moves* Hey Violet has been naturally developing a distinct image that moves away from pop punk and into alternative pop. The imagery uses nostalgia marketing to enhance the connotations consumers associate with music cues and identities by curating images of the band at home, school or common places teens usually hang out to reassert these associations (Gladwell, 2015; Ball, 2017). On social media each member has a distinct branding. Rena, for example, uses a violet filter for every photo on Instagram, making a nod towards her violet hair color and band name. Proper placing in imagery is putting Rena with her eye-catching hair and style at the forefront of group photographs.

Nostalgia marketing is also rooted in the band's familiarity. Their sound is commercial-ready pop anthems that are "reminiscent of Lana Del Rey while flirting with the production soundscapes Grimes dominates over" (Billboard, 2017) and have been oversaturating the pop market, while their aesthetic is reminiscent of The 1975's neon imagery that has been a cultural trend.

### **Aim of the Release**

Since Hey Violet are a relatively new band they do not have the pressure of following any previous release other than their EPs. The band is not meant to out-sell 5 Seconds of Summer's debut album but there is a pressure to debut in the Top 10 of the Billboard 200 like their colleagues. However an issue needing to be addressed is how to combat the fact that their sound blends into the industry's oversaturation of "something we've heard before" (Billboard, 2017).

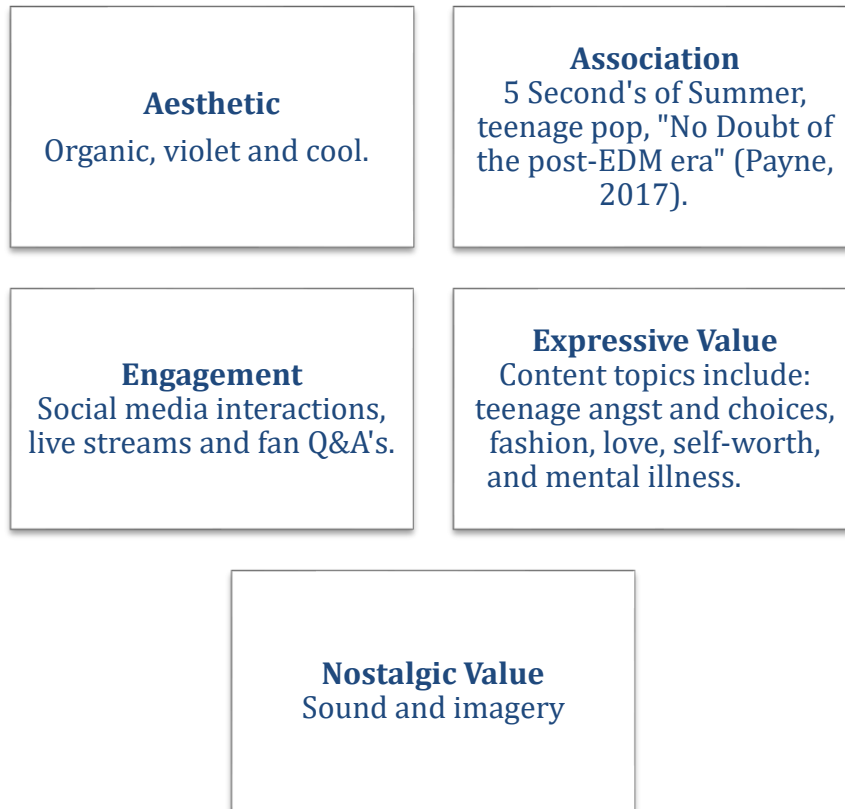
According to a survey by Google, teens connect more with music that makes them "feel something" and have a purchasing power of \$44 billion in the United States annually (Google, 2016). Using these metrics we will harness this purchasing power by giving teens content they identify with and inspire them to buy by offering limited edition and exclusive merchandise.

Streaming and social media make all marketing projects a global affair that requires high coordination between markets in order to receive that maximum exposure necessary (Nunn, 2017). Hence, innovation and technology are needed to enhance the marketing approach but are not the primary focus in order to keep the campaign organic and consistent across all platforms (Gladwell, 2015). Although the campaign will be global there is a focus in the United States and United Kingdom.

In the marketing of 5 Second of Summer's debut album it is explained that the "key to exciting the bands fan base was to keep everything as organic, fresh and fun as possible across all platforms" (Music Ally, 2014) which can be true to Hey Violet since the bands' demographics overlap. From this, innovation and technology will be used to enhance the approach taken but not become the primary focus to keep the campaign organic but also migrating and incentivizing fans to migrate across platforms. To promote the band organically as possible it is necessary to reassert their authenticity in writing their own songs that depict their understanding of what it is like to be a teenager in the post-digital world (Lipshutz, 2016).

In order to stay relevant and build an engaging profile throughout the campaign Hey Violet will need to curate cultural capital by having active and reactive social media (Carew, 2017; Sobh and Elton, 2017). Through their distinct imagery they have created a "cool" atmosphere that captures the attention of Generation Z while also asserting their values (Google, 2016).

Hey Violet's album is exceptional because it genre-mixes to fit the pop standard of today. This pop-rock-alternative hybrid brought along more fans (Payne, 2017) due to playlist culture and the exposure to multiple sounds. They have already won the 2016 Teen Choice Award for Next Big Thing (Elizabeth, 2016), which means that there is a large awareness for the act on Nickelodeon demographics. Hence, the overall goal is to create a global awareness of the band and the forthcoming album in order to increase streaming numbers and top the charts.



**Figure 1.2:** Hey Violet's Stickiness Factor (Gladwell, 2015).

### **Release Strategy**

The "Break My Heart" single lead-in consists of: online-only advertising on social media channels, playlist additions, live dates, radio play and editorial posts. The album release will use Borden's Four P's and an array of traditional and digital marketing practices, as well as gatekeepers to optimize potential reach.





**Figure 1.3:** Hey Violet Album Release as Borden's 4 P's (Borden, 1984).

## Digital Media

Due to the expansive reach social media and the internet have, it is wise to spend most of the marketing budget on digital formats to optimize the reach per minute and encourage fans to engage with the band more frequently (Nunn, 2017). Hence, most of the advertising budget will be spent on digital advertising on Spotify and Facebook ads. This is because Facebook ads are the cheapest and most effective way to reach an audience since there are more people on Facebook than traditional media can reach, and ads can be tailored hourly and target certain

groups of people (Sobh and Elton, 2017; Carew, 2017). Email subscriptions lists will be used to optimize and remind fans of the forthcoming album while also increasing social and streaming numbers (Music Ally, 2014). Since their core demographics are mobile phone users (Google, 2016) all of the bands content needs to be optimized for mobile (Music Ally, 2014).

### **Spotify Streaming**

Spotify, as a leading music streaming platform, has a huge pull in audience with their featured and carefully curated playlists (Carew, 2017). In order to stay relevant between the single and album release, new versions of “Break My Heart” will be released with the purpose of being featured on new playlists (ibid). Versions will include a stripped acoustic track of the single as well as a dance remix, targeting playlists such as Release Radar, New Music Friday, The Pop List, Pop Acoustic, Chilled Pop Hits and Focus On The Remix. To capitalize on Spotify’s reach we will place banners on desktop for free users and have a homepage takeover day of release as well as playlist artwork for the New Pop Revolution playlist.

The best way to tell the success of a single on streaming platforms is to trial the song on low, niche genre playlists however there is a problem when not enough playlists cater to genres and sounds being shared (Nunn, 2017). In Hey Violet’s case, they will be contending for a spot on Release Radar in hope to being featured on the Global Pop Hits (Ralph, 2017).

### **Social Platforms**

With a strong and loyal social following Hey Violet are able to harness that power to inform and convert their fans into consumers (Lester, 2016). By doing so the band needs to tailor their content to fit each platform; for example content posted on Snapchat must be informal and fun,

where posts on Facebook must be concise and information since most teens do not engage with Facebook posts although they check the site regularly (Google, 2016).

Hey Violet dedicated fan sites are useful since markets need innovators and early adapters (Ball, 2017). Bloggers, dedicated account holders and super fans can be leveraged to create a buzz on the bands behalf and be incentivize by sending personal messages from Hey Violet and by promising early viewing and seeding content to post about (Sobh and Elton, 2017). When promotions activities are light is when content creation comes in handy because pre-shot can be rolled out to maintain interest and relevance (ibid). The pre-order will be pushed to email subscribers and targeted ads to the most engaged fans on Facebook because they are more likely to purchase the product. During a lull in promotions re-posting fan tweets and interactions also maintain interest.

Core social media accounts include: Facebook, Snapchat, Instagram and Twitter. Facebook promotions will include dark posting to allow targeting of certain demographics and territories without posting to the band's page and only to newsfeed and sponsored ads targeted to the most engaged fans (Sobh and Elton, 2017; Music Ally, 2016). Snapchat promotions will include the band members posting about the release on designated days in an optimized and engaging way, and will also be "taking over" brand partner's accounts. Instagram will require sponsored ads to target markets in addition to the band's posts. Twitter will be used for informative posts on the band's behalf. Cookies will also be used to gather data on fan activity so that they can effectively be marketed to. In the biography section of all social media will include a Link.to

hyperlink to redirect consumers to streaming and purchasing platforms. Instagram has the highest click-through activity (Sobh and Elton, 2017).

### **Radio Promotions**

Their “mall-ready rock” has commercial radio potential however there is a limit to how successful this can be since the market is already oversaturated with like-songs (Billboard, 2017). There is also a concern with how mainstream radio will play the tracks since they are a fusion of “dance grooves, bass lines and weird drops that work” and because radio programming is too data orientated, only playing the current hits (ibid). The opportunity for success is that the “Top 40 is lacking any kind of guitar that isn’t sappy sad balladry” (Payne, 2017). Using the idea of playlist trialing in Spotify, “Break My Heart” and Hey Violet will be pitched to Radio Disney and smaller primary market radio stations such as KIIS.FM and iHeartRadio features.

### **Live Events**

Following the release Hey Violet will headline another North American and European tour to support the album while adding Meet and Greet and VIP experiences will enhance fan experiences and connections (Elizabeth, 2016). They will also be playing at festivals to increase their exposure such as, Governors Ball (early June), Summerfest (late June) and iHeartRadio’s iHeartVillage (September).

### **Synch Licensing and Brand Partnerships**

Synch licensing is not relevant to this release solely because of the saturated market and synchs being known as “a happy accident” (Ball, 2017).

As for brand partnerships, since claiming to have enough songs for three albums (Payne, 2017; Lipshutz, 2016), we will release three B-sides as bonus tracks in an exclusive deluxe album with Target. Using the idea that teens trust brands and with feedback from fans wanting to copy Rena's style (Twitter.com; Instagram.com; Google, 2016) by partnering with Tumblr IRL we will create unique pop up stores in major cities where the band can sell merchandise from their web store and exclusive clothing inspired by images from their music videos (Music Ally, 2016). To aid these shops we will need optimized ad shots suitable for Instagram and Tumblr with appropriate tags. Aside from the shops we will partner with beauty retailer, Lime Crime to create a Hey Violet make up collection that reasserts the band's originality and cultural relevance.

### Traditional Press

Although their demographics are mostly on-line users major city billboards and publication features are necessary to increase general awareness. Major cities for billboards include: New York City, Los Angeles and Chicago. Alternative Press Magazine has covered the band's career from the start so the publication is a valuable press outlet. Other publications include: J-14, Teen Vogue, Billboard, V Magazine, Rolling Stone and Kerrang. Essential online publications include: Popsugar, Alter The Press!, Fuse TV blog, PopCrush, Rock Sound, SPIN and Noisey.

### TV Promotion

Hey Violet have previously performed their single "Guys My Age" on late night talk shows *The Late Show with Seth Meyers* and *The Late Late Show with James Corden* (Lester, 2016). The next step would be to pitch a performance of "Break My Heart" to television pluggers at *The Tonight Show with Jimmy Fallon*, and *Jimmy Kimmel Live* leading up to the album announcement. Following the announcement being featured on *The Today Show* and *Saturday Night Live* in the US and *BBC Live Lounge* in the UK, using the idea that television creates a

mainstream act. Another opportunity is to have them perform at the Alternative Press Music Awards in July.

### **Advertising Activities: Pre-Release**

The album will be released in bundles via the band web store with exclusive merchandise since there is a luxury to having physical products (Nunn, 2017), and as a Target deluxe edition album with three bonus tracks following in 5 Seconds of Summer's footsteps. Release exclusive merchandise bundles in web store for pre-sale. Bundles will include CD and shirt, pastel boom box fridge magnets, multicolored cassettes with a USB drive inside, and customizable bomber jackets.

Leading two weeks up to the album release the band members will tease a five-second snippet of each track on the album across their band and personal social platforms with cartoon, pastel colored images on Twitter, Instagram and Facebook depicting a theme from the song being teased.

Daily missions for the band include: posting promotional content on the band and personal social media accounts, engaging with fans through Question and Answer sessions and re-posting fan posts for a sustainable balance between active and reactive engagement.

To create excitement there will be an interactive map on the bands website. The map represents fan interest with the aim of circulating the album announcement. The map will represent this information with the use of "glitter". The country and city with the most "glitter" by the album release date will receive an exclusive performance. Fans will be able to enter by

posting on their social media channels and hashtagging the album title once a day. Every so often the band members will re-post a fans submission.

### **Advertising Activities: Out Now**

Using social and cultural capital, members of 5 Seconds of Summer will tweet about the release to their personal accounts along with Hi Or Hey Record's social media accounts to reach their core audience. The release also hopes to receive other recognitions from musician friends in All Time Low, Roy English and The Summer Set to name a few in order to create a wider audience for the album through word-of-mouth marketing.

On the release date Hey Violet will host a release party in Los Angeles where they will perform for fans. The performance will be streamed on Vevo. After the release Hey Violet will continue to tour and engage with their fans posts on social media to keep the album relevant and exciting. Three weeks post-release will be the Tumblr IRL pop up shops in Los Angeles, Chicago and New York City.

**Timeline**

DATE	TIMELINE	MARKETING	OTHER
<p><b>MAR w/c 5<sup>TH</sup></b></p>	<p><b>Sun, 5<sup>th</sup> at 2:00pm EST - “Break My Heart” single announcement.<sup>1</sup></b></p> <p><b>Wed, 8<sup>th</sup> at 5:00pm EST – “Break My Heart” song tease.<sup>2</sup></b></p> <p><b>Fri, 10<sup>th</sup> at 12:00am EST – “Break My Heart” release.</b></p>	<p><b>Twitter:</b> iHeartRadio Ask Anything Chat click-through post tagging @OnAirRomeo and #mostrequestedlive.<sup>3</sup></p> <p><b>Snapchat:</b> Popsugar account takeover.<sup>4</sup></p> <p>Twitter Q&amp;A with “#breakmyheart”.</p> <p>Change all social media profiles: “our new single #BREAKMYHEART out now” with link.to.</p> <p><b>Snapchat:</b> Spotify account takeover<sup>5</sup></p>	<p><b>Mon, 6<sup>th</sup> –</b> iHeartAwards</p> <p><b>Tues, 7<sup>th</sup> –</b> The Chapel, San Francisco, CA</p> <p><b>Wed, 8<sup>th</sup> –</b> Parish House of Blues, Anaheim, CA</p> <p><b>Fri, 10<sup>th</sup> –</b> Troubadour, West Hollywood, CA</p>
<p><b>MAR w/c 12<sup>TH</sup></b></p>	<p><b>Sun, 12<sup>th</sup> – Spotify New Music Friday playlist add.<sup>6</sup></b></p>		<p><b>Sun 12<sup>th</sup> –</b> House of Blues, Dallas,</p>

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<sup>1</sup> Figure 1.4  
<sup>2</sup> Figure 1.5  
<sup>3</sup> Figure 1.6  
<sup>4</sup> Figure 1.7  
<sup>5</sup> Figure 1.8



	<p><b>Apple Music A List Pop add.<sup>7</sup></b></p> <p><b>Mon, 13<sup>th</sup> – UK &amp; European Tour Announcement</b></p> <p><b>Tue, 14<sup>th</sup> – Musici.ly UK Video Contest Announcement</b></p>	<p>“Break My Heart” Exclusive merch goes live on band webstore.<sup>8</sup></p>	<p>TX</p> <p><b>Tues, 14<sup>th</sup> –</b> Delmar Hall, St. Louis, MO</p> <p><b>Wed, 15<sup>th</sup> –</b> Subterranean, Chicago, IL</p> <p><b>Fri, 17<sup>th</sup> –</b> Songbyrd Music House, Washington, DC</p>
<p><b>MAR w/c</b> <b>19<sup>TH</sup></b></p>			<p><b>Sun, 19<sup>th</sup> –</b> Virgin Mobile Mod Club, Toronto, ON, Canada</p> <p><b>Mon, 20<sup>th</sup> –</b> The Shelter, Detroit,</p>

<sup>6</sup> Figure 1.9

<sup>7</sup> Figure 2.1

<sup>8</sup> Figure 2.2

	<p><b>Tue, 21<sup>st</sup> – ‘The Late Show with Seth Meyers’ Performance<sup>9</sup></b></p> <p><b>Thu, 23<sup>rd</sup> – Q102 Philly radio performance<sup>10</sup></b></p>	<p>‘The Late Show’ Snapchat Takeover</p> <p>Twitter retweet of Amazon’s Song of the Day post for “Break My Heart”<sup>11</sup></p> <p><b>Thu, 23<sup>rd</sup> – Twitter: Shazam</b> “Break My Heart” post to band account tagging Shazam.<sup>12</sup></p> <p><b>Fri, 24<sup>th</sup> – Instagram and Twitter: Last day to win tour merch post</b></p>	<p>MI</p> <p><b>Wed, 22<sup>nd</sup> –</b> Gramercy Theatre, New York, NY</p> <p><b>Thur, 23<sup>rd</sup> – The Foundry,</b> Philadelphia, PA</p>
<p><b>MAR w/c</b> <b>26<sup>TH</sup></b></p>	<p><b>Thur, 30<sup>th</sup> – Billboard Pop List podcast release.</b></p> <p><b>Sat, 1<sup>st</sup> – “Break My Heart”</b></p>	<p><b>Facebook, Instagram and</b></p>	

<sup>9</sup> Figure 2.3  
<sup>10</sup> Figure 2.4  
<sup>11</sup> Figure 2.5  
<sup>12</sup> Figure 2.6

	<b>Video Teaser</b>	<b>Twitter:</b> 20-second audio with single artwork.	
<b>APR w/c 2<sup>ND</sup></b>	<p><b>Tue, 4<sup>th</sup> – “Break My Heart” Video Release</b></p> <p><b>Wed, 5<sup>th</sup> – About To Break Interview with iHeartRadio and AT&amp;T<sup>13</sup></b></p> <p><b>Thu, 6<sup>th</sup> – “Break My Heart” added to Radio Disney’s Music Mailbag<sup>14</sup></b></p>	<p>Vevo Instagram Takeover<sup>15</sup></p> <p>Twitter: Band and member accounts post about video release. Pin band account post to top of feed.</p> <p><b>Wed, 5<sup>th</sup> – Musicl.ly Contest Winner Announcement</b></p>	
<b>APR w/c 9<sup>TH</sup></b>		<b>Sun, 9<sup>th</sup> - Post upcoming tour promotions to socials.</b>	
<b>APR w/c 16<sup>TH</sup></b>		Release stills and behind-the-scenes content from “Break My Heart” video shoot.	
<b>APR w/c 23<sup>RD</sup></b>			<b>Fri, 28<sup>th</sup> – Studio, Stockholm, Sweden</b>

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<sup>13</sup> Figure 2.7

<sup>14</sup> Figure 2.8

<sup>15</sup> Figure 2.9

<b>APR w/c 30<sup>TH</sup></b>			<p><b>Sun, 30<sup>th</sup> –</b> Pumpehuset, Copenhagen, Denmark</p> <p><b>Mon, 1<sup>ST</sup> –</b> Paradiso Noord, Amsterdam, Netherlands</p> <p><b>Wed, 3<sup>rd</sup> – La</b> Maroquinerie, Paris, France</p> <p><b>Thur, 4<sup>th</sup> –</b> Magazzini Generali, Milan, Italy</p>
<b>MAY w/c 7<sup>TH</sup></b>	<b>Wed, 9<sup>th</sup> - Album name announcement</b>	<p>Snapchat: Name release in a stories feature for mystery and buzz.</p> <p>Instagram, Facebook and Twitter: Post album artwork.</p>	<p><b>Sun, 7<sup>th</sup> – Luxor,</b> Cologne, Germany</p> <p><b>Mon, 8<sup>th</sup> – The</b></p>

			<p>Garage, London, UK</p> <p><b>Tues, 9<sup>th</sup></b> – O2 ABC 2, Glasgow, UK</p> <p><b>Wed, 10<sup>th</sup></b> – Sound Control, Manchester, UK</p> <p><b>Fri, 12<sup>th</sup></b> – Channel 93.3 Summer Kickoff, Chula Vista, CA</p>
<b>MAY w/c 14<sup>TH</sup></b>	<b>Tue, 16<sup>th</sup> - Album date announcement.</b>	Exclusive KIIS.FM Los Angeles interview to announce album date.	
<b>MAY w/c 21<sup>ST</sup></b>	<p><b>Tue, 23<sup>rd</sup> - Listening party contest announcement.</b></p> <p><b>Fri, 26<sup>th</sup> - “Break My Heart (Remix)” Release.</b></p>	<p>Post short video announcement to all social channels.</p> <p>“Break My Heart (Remix)” Tease on Facebook, Twitter,</p>	

		<p>Instagram and Snapchat.</p> <p>Spotify: Release Radar, New Music Friday,</p> <p>Bloggers seeding.</p>	
<b>MAY w/c 28<sup>TH</sup></b>	<p><b>Mon, 29<sup>th</sup> - Track 1 Tease</b></p> <p><b>Thu, 1<sup>st</sup> - Track 2 Tease</b></p>	<p>5 second clips of tracks posted to socials with accompanying graphic.</p>	<p><b>Sat, 3<sup>rd</sup> –</b></p> <p>Governors Ball, NY</p>
<b>JUN w/c 4<sup>th</sup></b>	<p><b>Mon, 5<sup>th</sup> - Track 3 Tease</b></p> <p><b>Wed, 7<sup>th</sup> - Track 4 Tease</b></p> <p><b>Thu, 8<sup>th</sup> - Track 5 Tease</b></p> <p><b>Fri, 9<sup>th</sup> - Track 6 Tease</b></p>	<p>Billboards: NYC, LA, Chicago</p> <p>Facebook: dark posting</p> <p>5 second clips of tracks posted to socials with accompanying graphic.</p>	
<b>JUN w/c 11<sup>th</sup></b>	<p><b>Mon, 12<sup>th</sup> - Lime Crime</b> partnership launch.</p> <p><b>Tue, 13<sup>th</sup> - Track 7 Tease</b></p> <p><b>Wed, 14<sup>th</sup> - Track 8 Tease</b></p> <p><b>Thu, 15<sup>th</sup> - Track 9 Tease</b></p>	<p>Facebook: sponsored ads</p> <p>Instagram: sponsored ads</p> <p>5 second clips of tracks posted to socials with accompanying graphic.</p>	

	<b>Sat, 17<sup>th</sup> - Track 10 Tease</b>		
<b>JUN w/c 18<sup>th</sup></b>	<p><b>Sun, 18<sup>th</sup> - Track 11 Tease</b></p> <p><b>Mon, 19<sup>th</sup> - Track 12 Tease</b></p> <p><b>Wed, 21<sup>st</sup> - Bonus Track Tease</b></p> <p><b>Fri, 23<sup>rd</sup> - Album Release and Album listening party</b></p>	<p>5 second clips of tracks posted to socials with accompanying graphic.</p> <p>Spotify homepage takeover, Cover art for New Pop Revolution.</p> <p>Bloggers seeding Instagram and Facebook: sponsored ads.</p> <p>Target deluxe New Release end-cap with prime shelf placement</p> <p>Vevo live streaming release party performance.</p>	<b>Fri, 23<sup>rd</sup> – TBA, Los Angeles, CA</b>
<b>JUN w/c 25<sup>th</sup></b>		Interview with Billboard.	<b>Wed, 28<sup>th</sup> – Summerfest, Milwaukee, WI</b>

<p><b>JUL w/c 2<sup>nd</sup></b></p>		<p>Live stream with fans answering album questions.</p> <p>Announce pop up shops on socials.</p>	
<p><b>JUL w/c 9<sup>th</sup></b></p>	<p><b>14<sup>th</sup> – 15<sup>th</sup> – Tumblr IRL</b></p> <p><b>Pop up shops</b></p>	<p>Shops in NYC, LA, and Chicago.</p> <p>Awareness posting on limited time shop.</p>	
<p><b>JUL w/c 16<sup>th</sup></b></p>	<p><b>Sun, 16<sup>th</sup> - Last day of pop up</b></p>	<p>Posting of last day of shop.</p>	<p><b>Mon, 17<sup>th</sup> –</b></p> <p>Alternative Press Music Awards, Cleveland, OH</p>

**Approximate Budget**

Possible costs attached to all advertising activities will be up to \$32,500 based on Music Ally’s Most Successful Campaigns median cost of 25,000 GBP for integrated campaigns. Most of the budget will be spent on digital marketing as a way of targeting a global audience easily, however some traditional promotions still apply such as billboards, radio and television promotions.



## Appendix

Figure 1.4



Figure 1.5



Figure 1.6



Figure 1.7



Figure 1.8



Figure 1.9

The figure displays three tweets from the account HEY VIOLET (@HeyViolet) dated March 11 and 12. Each tweet features a promotional image and text announcing the song 'Break My Heart' on a specific music platform. The images include a 'New Music Friday' banner, a heart-shaped candy with the song title, and a close-up of the candy in a mouth with red lips.

**Tweet 1 (Mar 11):** HEY VIOLET @HeyViolet · Mar 11  
#breakmyheart is on @AppleMusic's #AListPop  
Hey Violet on A List Pop  
Listen to "Break My Heart" on Apple Music' A List Pop  
heyviolet.lnk.to  
Engagement: 25 replies, 324 retweets, 1.1K likes

**Tweet 2 (Mar 12):** HEY VIOLET @HeyViolet · Mar 12  
we're on on @Spotify's #newmusicfriday next to some of our favorites  
New Music FRIDAY  
Break My Heart on New Music Friday  
Listen to Hey Violet on New Music Friday  
heyviolet.lnk.to  
Engagement: 15 replies, 246 retweets, 910 likes

**Tweet 3 (Mar 12):** HEY VIOLET @HeyViolet · Mar 12  
shout out @AmazonMusic for including #breakmyheart on their best music of the month playlist  
Listen to "Break My Heart" on Amazon Music  
Hey Violet and others on Best Of This Month  
heyviolet.lnk.to  
Engagement: 23 replies, 333 retweets, 1.2K likes

Figure 2.1



Figure 2.2



Figure 2.3

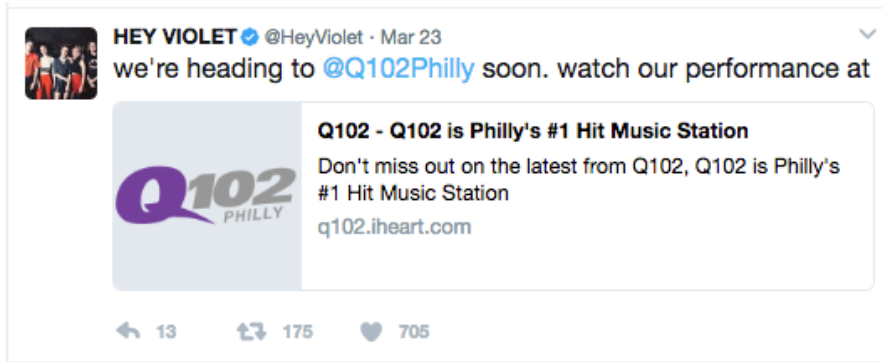
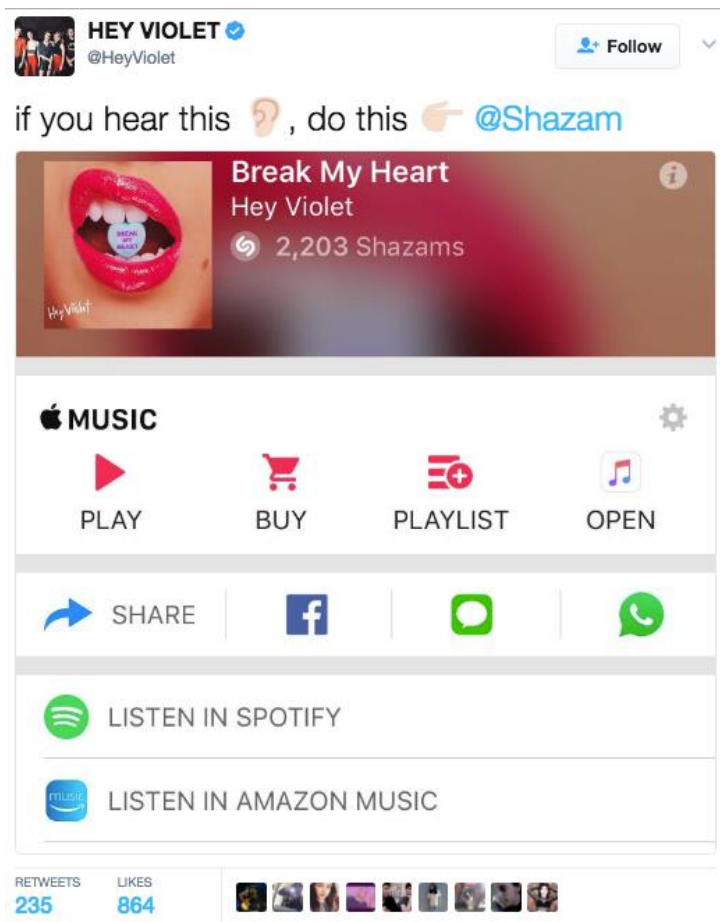


Figure 2.4



7:19 PM - 23 Mar 2017

Figure 2.5



Figure 2.6



Figure 2.7



Figure 2.8



Figure 2.9

**AP** Alternative Press  Following  
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Watch [@HeyViolet!](#)'s stunning new music video for [#BreakMyHeart!](#) <3 [bit.ly/2oxzov3](http://bit.ly/2oxzov3)



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HEY VIOLET, rena lovelis, Miranda Miller and 3 others

70 2.6K 10K



Figure 3.1

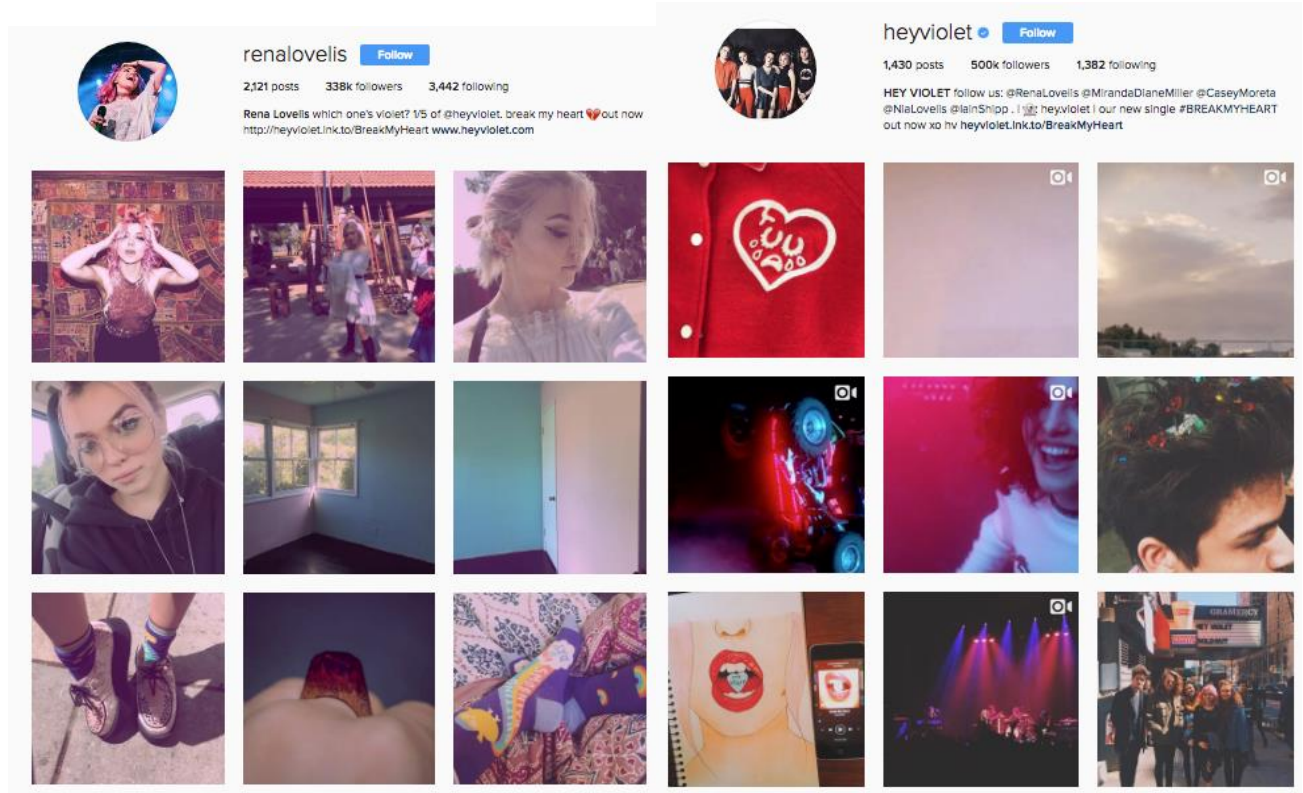
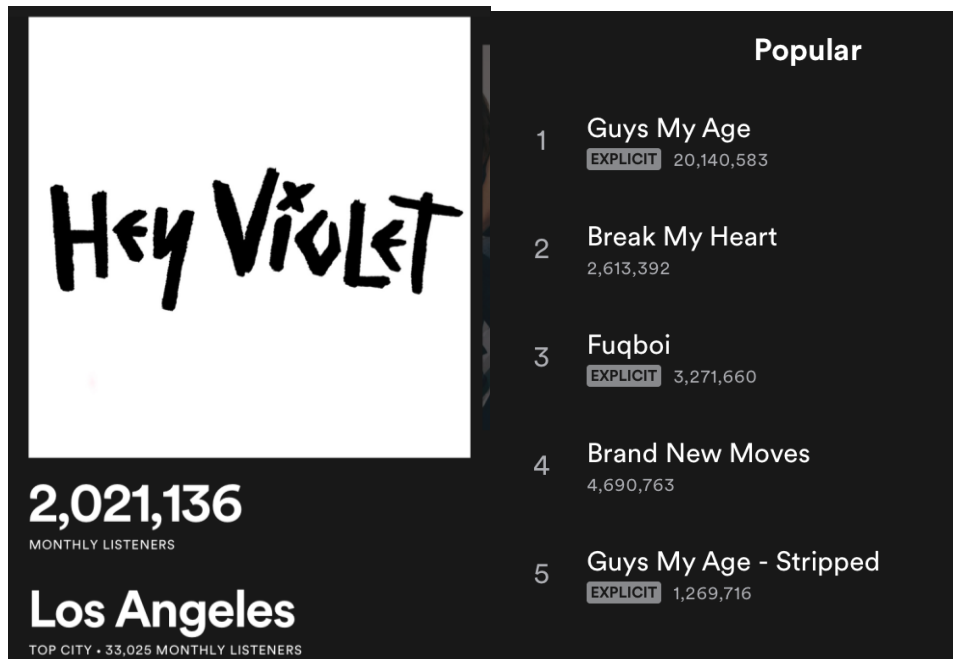


Figure 3.2



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