

NIGEL WEARNE

MARKETING PLAN

EXECUTION

I Hear Django (management) will coordinate a global publicity campaign for Nigel Wearne's new album 'The Reckoning' and associated tour activity. This campaign will ensure the album has maximum exposure and will cover online, print, TV and radio outlets in Australia, the UK and the US. This will further develop Nigel's existing audience here in Australia and introduce his music to new international markets. I Hear Django have engaged a team of highly regarded publicists to administer the campaign in each focus territory. Key dates and release activity are outlined below.

3 OCT 22 – 30 APR 23	AUSTRALIAN PUBLICITY CAMPAIGN	Penney & Logan PR – 7mths
1 JAN 22 – 28 APR 23	UK PUBLICITY CAMPAIGN	Claire Horton PR – 4mths
16 JAN 22 – 28 APR 23	US PUBLICITY CAMPAIGN	Sideways Inc. – 4mths

RELEASE ACTIVITY

- The focus of the campaign will be to highlight Nigel's songwriting and evolution as an artist. We recognise the need for high-quality music videos and album imagery, particularly in the current market as we emerge from the pandemic.
- Each component is integral to the campaign and they will work in unison to communicate the narrative of the album: darkness and light. With consistent branding across all visual content, will work to further engage both new and existing audiences with consistent branding.
- Nigel's global marketing campaign will involve promotion of two singles (serviced to relevant media and radio in respective territories), two music videos (streamed via YouTube and shared on social media platforms), the digital album (distributed by Ditto Music), CD (self-funded recording and manufacturing – before project, not funded), a national tour (album release) and 3 international tours (UK single release and album release tours).

PUBLICITY TARGETS

- Nigel's publicists will prepare a media release specific to their territory and they will distribute this to key media in Australia, UK and US including online, print, TV and radio:
- **ONLINE:** Feature articles, interviews and album reviews will be secured across targeted online outlets and blogs. Key targets include Rhythms Magazine, Americana Highways (US), Folk Alley (US), At The Barrier (UK), Fatea Magazine (UK), Tone Deaf, NME Australia, Beat, themusic.com.au, Music Feeds.
- **PRINT:** Feature articles, interviews, album reviews, tour mentions and live reviews will be secured in monthly music magazines, street press and newspapers. Key targets include Rhythms Magazine, Rolling Stone, NO Depression (US), American Songwriter (US), Australian Guitar Magazine, Guitar World (US), Songlines (UK), The Australian, The Age, Daily Mail (UK).
- **TV:** Music videos will be pitched to DittyTV, rage, MTV, for airplay.
- **RADIO:** Music will be serviced to Community Radio across Australia and national & metropolitan ABC broadcasters, College Radio in the US, BBC in the UK and key tastemakers in each territory. Targets include ABC radio, BBC, Double J Radio, Local ABC Radio, 3RRR, PBSFM, FBi, 2SER, Radio Adelaide.

DIGITAL MARKETING STRATEGY

- The digital marketing strategy for this campaign will incorporate organic social media on Facebook and Instagram, as well as paid ads on both platforms.
- The strategy will utilise existing data to engage both new and pre-existing audiences with visual content and drive fans to key platforms and sales points.
- We will also utilise Nigel's e-mail lists and pre-existing data from ticket sales and web traffic to target and engage new and existing fans.