

A1 – Vision Plan and 1yr Project plan

Management Team Names: Arianna Gonzalez

Team Captain: Arianna Gonzalez

Artist Name: Kenny Forrel

Section 1: Executive Summary (*Write this last – Write at least 2-3 paragraphs outlining who this artist is, why they have potential to make a mark in the music industry, and how you plan to execute this vision*)

Our Artist, Kenny Forrel is an RnB artist who hopes to be a staple in the genre. He creates nostalgic music with modern twists, encourage other larger men to pursue artistic passions and create safe, loving spaces for his audiences. His potential stems from his experiences with music and sheer talent. We hope to fulfill his vision through a series of short and longterm goals.

The short term goals include defining his brand and maintaining consistency across social media platforms. Furthermore we hope to grow is Instagram following, which will be propelled by his consistency online. We also plan to produce a five song EP that surpasses the 100,000 stream milestone, and finally, we plan to have him open for at least five larger performers to increase brand awareness.

Our long term goals for Kenny are as follows; to firstly, generate over 100,000 merchandise sales. Some more goals are to headline an East coast tour, perform at the BET awards and finally, partner with WWE wrestler Big E on a new opening theme song.

Section 2: Vision Statement (*Using the examples of other statements along with what you heard from the artist regarding their desire and their message, write 1-2 sentence vision statement*)

Kenny's vision is to be a staple in rnb music who creates nostalgic music with modern twists, encourage other larger men to pursue artistic passions and create safe, loving spaces for his audiences.

Section 3: Short Term Goals & Objectives (*Based on the evaluation of the artist, as a team, please list 3-5 short term goals that need to be executed in order get the artist to their future stage and 2 sentences explaining your method of achieving those goals*)

Our first short term goal with Kenny Forrel is to define his brand and branding language within the first month of our year long time frame. We would accomplish this by firstly creating a vision board full of colors and 70s/ retro aesthetics and then building photoshoots, logos and staple outfits off of it. When creating brand language we will pull from fan and press quotes and fine tune them with catchy, colorful language.

Our second short term goal for Kenny is to maintain consistency within social media. We would do this by firstly, creating a plethora of branded content like photoshoots, covers, BTS content, song break downs and dancing videos. These pieces of content will then be fit into a year long content calendar, connected to a scheduling service like hootsuite in order to stream line the process and maintain consistency.

Our next goal for Kenny is to grow his instagram to 15K followers within the first 6 months of our year long timeline. This will be executed primarily through the actions of the goal above (maintaining consistency). Furthermore we will make sure he is consistently performing at different venue and place targeted ads on instagram in order to increase awareness.

The fourth goal set in place for Kenny Forrel is to play 5 shows as an opener with merchandising booths within the first 9 months of our year long time frame. We would accomplish this by having him play at open mics and showcases in order to build up his audience as well as building connections with booking agents and other managers in order to position him as a good candidate for opening.

The fifth goal set for Kenny Forrel is to create and release a five song EP and have it surpass 100,000 streams within six months of his release. It will be created and completed within the first six months of our year long time frame. We would go about accomplishing this by going out and performing the music, hosting a listening party, submitting press releases and playlist pitches and finally creating targeted advertising on instagram.

Our final goal for Kenny is to create target audience profiles. After the building of his online presence, audience and consistent listeners, the profile we create from analytics will be much more cohesive and accurate. We will look through all of these analytics and create one profile of an average listener and two more with differing characteristics, informed by the analytics. This will be executed during the last month of our one year time frame.

Section 4: Long Term Goals *(Based on the evaluation of the artist, as a team, please list 3-5 long term goals that need to be executed in order get the artist to their future stage and 2 sentences explaining your method of achieving those goals)*

Our first long term goal for Kenny Forrel is to amass 100,000 merchandise sales within the first two years of our five year time span. This will be accomplished firstly, by having merchandise booths at select shows as well as setting up a shelf at InnerSpace studios. Next we'll created targeted advertisements and promo content using high quality, branded product photos and descriptions. We will also do a promo activity of putting merchandise on sale during the release of the 5 song EP mentioned in the short term goals.

The next goal set for Kenny Forrel is to Headline an East coast tour. This would be made possible firstly through the shows he is apart of prior to this event that garner strong audiences. The connections made with venues, promoters and booking agents during these shows will also be of help when building up to this tour. This tour will take place during the third year of our five year time frame.

The third goal set for Kenny is to perform at the BET awards. This would be executed by being recognized by BET amplified through press release submissions and networking with different staff at BET like project managers, talent relations and acquisitions and staff writers, who can create buzz for Kenny at the company. This performance will take place during the fourth year of our five year time span.

Our final goal for Kenny Forrel is for him to partner with Big E for his WWE opening theme song. This would be accomplished by firstly, building a relationship with the Brand RAW, a subset of the WWE, in which Big E is signed to. Once is a relationship is built we will have the ability to pitch the idea and begin working on the song itself. This will be accomplished with the last year of our five year time frame.

Section 5: Music Industry Analysis *(Do some research about the current trends among music industry executives in the genre the artist in in. Determine how they break new artists – by examining the number of downloads, streams, social media hits and write a 100-200 word write up about your findings and how they relate to the artist)*

Over the years, RnB music has seen a decline as Rap and Hip Hop continue to dominate charts and minds. Contemporarily though, the genre is making a comeback with extremely successful acts like, "...Ella Mai, H.E.R., Daniel Caesar, Jorja Smith and Queen Naija." (Kennedy, 2014, p. 5) Furthermore, RnB artist Ledisi states, "The sound people are gravitating towards is very '90's; they just don't want to hear it from our great leaders of that world..." (Kennedy, 2014, p. 29)

Someone we can look to about how to break into the industry is Ari Lennox. The main way Ari grew to fame, was by maintaining consistency in releases in partnering with other larger artists. The released music consistently throughout the early 2010's which would catch the attention of J. Cole who she begin working and expanding with in many ways, until eventually reaching her own status of fame. (All Music, n.d.)

References:

All Music. (n.d.). Ari Lennox. <https://www.allmusic.com/artist/ari-lennox-mn0003462621/biography>

Kennedy, G. (December 4, 2018). 'Real R&B' seemed like a lost art. Fresh voices have changed that — but is it enough? LA Times. <https://www.latimes.com/entertainment/music/la-et-ms-rhythm-and-beats-state-of-rnb-20181214-htmstory.html>