

# Lifestyle



## MARKETING PLAN

MAY 2010

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## **SUMMARY**

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This report was constructed for Lifestyle Recording, a young underground music label planning to release a compilation at the beginning of summer 2010. This report details which digital music stores should be approached, how and why as well as the costs and retail points for physical distribution. Moreover, the report includes a list of all the broadcasting streams looking for content similar to the Lifestyle Recordings release. Finally, the marketing plan explains how the press kit send outs have been planned and on which basis industry contacts have been shortlisted.

## **ARTIST OVERVIEW**

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Lifestyle Recording is a young label from South-west London promoting underground dance music. There are eight artists currently signed under the label who associate themselves mainly with the dubstep/ drum'n'bass genre. They have played on various club nights throughout London and also have a large array of productions available for download. The first release under Lifestyle Recordings came out on February 16<sup>th</sup> 2010 as the 12" vinyl LP by Catharsis featuring the tracks "Wounded" and "Melon Choly". "Melon Choly" was played on the Hospital Podcast.

The artist roster is featured in Appendix 1.

## **THE RELEASE**

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Lifestyle Recordings is planning to launch their first CD album featuring a minimum of ten tracks over the course of the summer of 2010.

Nevertheless, at this stage it is uncertain whether there are sufficient

funds available for the release of a physical format and whether the initial release, if solely digital, would have a positive effect on the ultimate market value of the product. Lifestyle Recordings plan to release another 12" vinyl in early autumn in order to establish themselves as a recognizable act on the underground dance scene and therefore wish to build a momentum throughout the summer.

Currently the suggested track list is:

1. Lifestyle – **Chiaroscuro**
2. Lifestyle – **Assume The Position**
3. Catharsis – **Not Impressed**
4. City Life – **Risky Business**
5. Impulse – **Euphoria**
6. Tom Banner – **Compromise**
7. Dudawles – **So Close To The Flame**
8. Er.ic – **Certain**
9. Dominic Ridgway – **Energy Clouds**
10. Giocator – **Less Sense**
11. Freeloader – **Evil**
12. Er.ic – **Grounded**
13. Generic Meds – **This Way Out**
14. Sonus – **Amen4DnB**
15. Er.ic – **Grounded** (Competition Remix Winner)

**Already on Soundcloud:**

[Lifestyle – Chiaroscuro](#)

[City Life – Risky Business](#)

[Impulse Euphoria](#)

[Catharsis – Not Impressed](#)

[Er.ic – Certain](#)

[Dudawles – So Close To The Flame](#)

## DISTRIBUTION

### DIGITAL

Up to this point the artists under Lifestyle Recordings have distributed their tracks largely through online streaming services. The table below lists the different online distribution services suggested for Lifestyle Recordings. As noted, there are three main distribution streams:

### Clearing Houses



[Record Union](#)

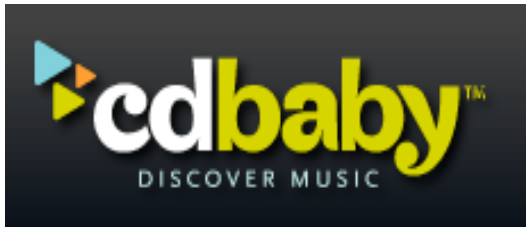
[ioda](#)



[The Orchard](#)



[tunecore](#)



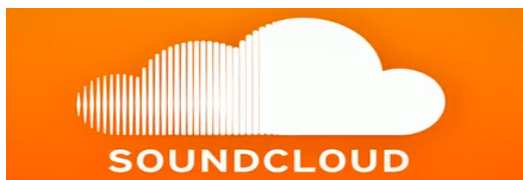
[cdbaby](#)

## Others



[Jamendo](#)

[People's Music Store](#)



[soundcloud](#)

[mixcloud](#)



## RETAIL

## DIGITAL

## Dance Sites

Online music superstores which are focused on selling dance and underground music give emerging DJs and producers the opportunities to have their tracks listened and played by other acts on the dance scene which is quintessential exposure for any label such as Lifestyle. Most of these online music download stores specializing in dance music liaison directly with any label wishing to be listed, however **recordunion.com** is partners with a large number of dance focused online stores. We can assume that the cost of being listed on these sites is virtually zero, the main task remains to have dance scene credibility and a good sound, which are discussed in detail in the Broadcasters and Publicity sections.



[beatport](#)

[MasterBeat](#)



[trackitdown](#)



[dancefuel](#)



[digital tunes](#)



[jamvana](#)



[juno records](#)



[DJ Download](#)



[audiojelly](#)

## Mainstream

Some of the mainstream digital stores:



All the mainstream stores would be approached through clearing houses.

## PHYSICAL

### Independent Record Shops

There are multiple independent record stores throughout London dedicated to promoting indie music as well as the vinyl formats, however there are only a handful of shops which have a comprehensive section dedicated to the drum'n'bass/dubstep genre. If Lifestyle Recording are

successful in listing their album in the following shops, it would significantly increase their industry presence.



### Online Mail Order Stores







**BROADCASTERS**



**INTERNET RADIO**



[Rinse FM](#)

[mixcloud](#)



Drum&Bass Arena Podcast



Hospital Records on Ministry  
of Sound Radio



RA Podcasts



Autonomic Podcast



**OTHER RADIO**



**PUBLICITY**

Lifestyle Recordings are currently under contract with Mango Media for the development of Lifestyle Recordings electronic and printed press kits.

Moreover, the Lifestyle Recordings website is under development and will most likely be launched in mid-June. Appendix 2 features the fake vinyl printed press kits and the EPKs featuring a USB card format just launched on the UK market, as well as the Mango Media contact details.

Lifestyle Recordings is looking to gain a competitive edge by using press kits with innovative formats and by having a well-defined visual identity, which in turn would help communicate their musical identity. Currently Lifestyle Recordings are present on [myspace](#), [facebook](#) and [soundcloud](#).

The sending out of the press kits will be planned and carried out gradually throughout the summer, however the first step has already been considered. Currently there are around 20 white label vinyl records of the “Melon Choly/Wounded” release. These will be sent together with another 20 EPKs as soon as the Lifestyle Recordings website is launched. These packs will be sent out mostly to booking agencies, venues, radio stations and magazines such as those listed below:



Furthermore, Lifestyle Recordings are planning to launch a remix competition in order to attract attention to the upcoming release. The competition will be posted on [FiXT REMIX](#), an online community website run by the independent media company FiXT where members are able to compete in regularly occurring remix contests. The winner would have his remix feature on the upcoming Lifestyle album. The remix sample tracks are already available on [soundcloud](#) (link to remix competition page).

## TOUR SUPPORT

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There are several venues that host the most popular dnb or dance music events. Lifestyle Recordings are currently contacting some of these venues and hopefully they will be able to arrange regular appearances on the underground dance scene. There are multiple websites which list the hottest events in dnb such as listed below:



[liquid dnb](#)

[elbo.ws](#)




[dubplate digest blog](#)

## FINANCIAL BUDGETS

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The table below explains the costs that can be approximated at this stage.

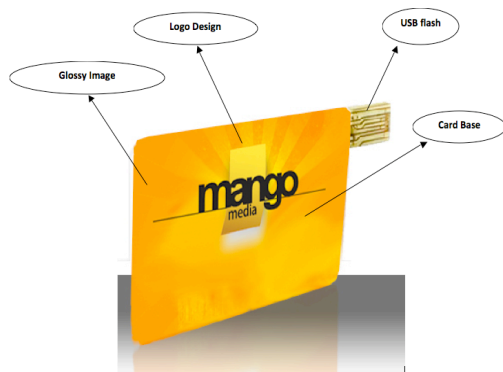
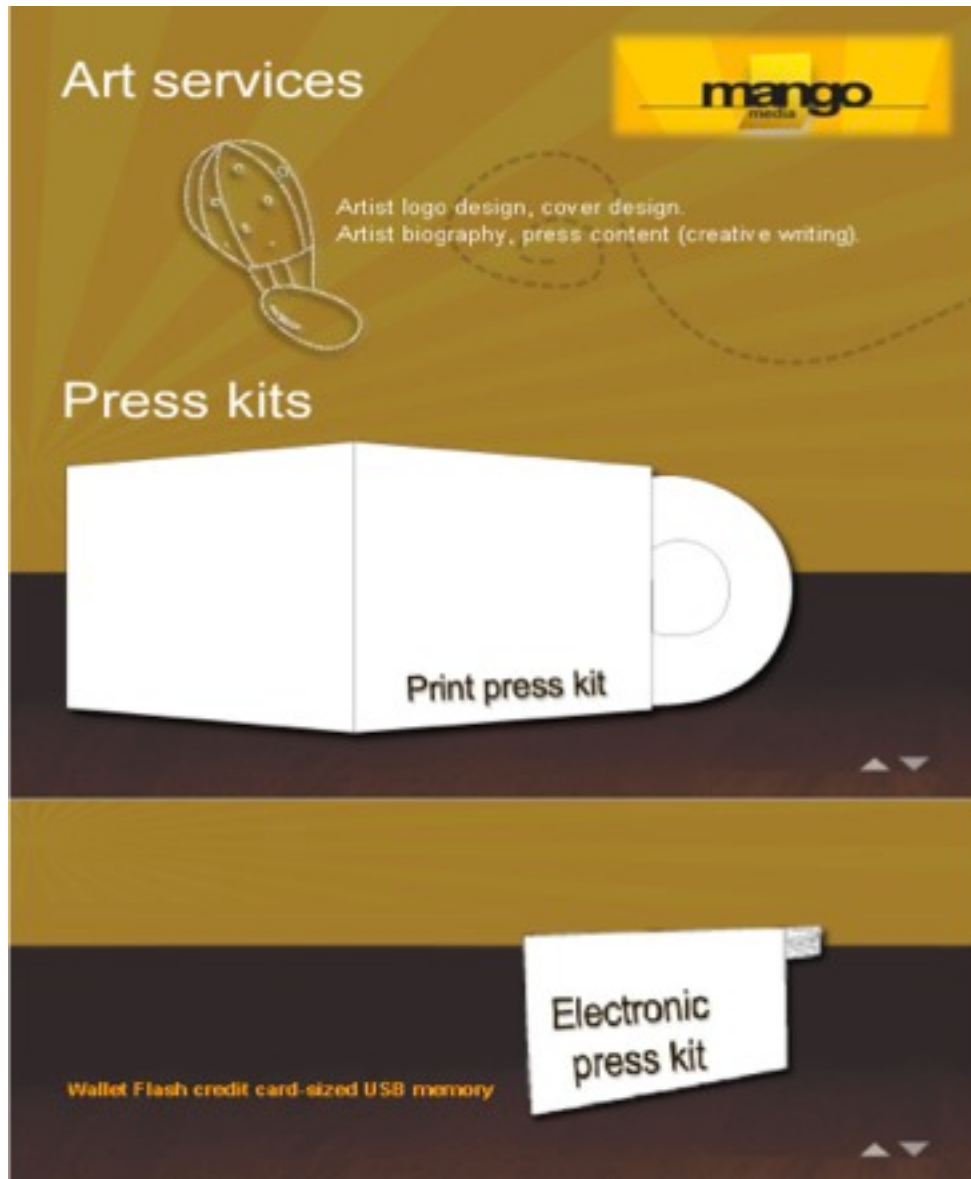
<p><b>CD Duplication</b></p>	<p>Lifestyle Recordings should order a maximum of 200 CDs considering that most of the distribution will be online and a maximum of 4 stores will most probably list their release. At the CD Baby rate, the total cost for CD duplication will be of <del>maximum £200</del></p>
<p><b>EPKs</b></p>	<p>The content design for the EPKs is offered as a free service by Mango Media. The EPK is provider from Thailand. However small quantities must be ordered through The UK distributor which significantly increases the cost. The best quote so far has been of £200/50 bundles</p>
<p><b>Postage</b></p>	<p>Postage costs would round up to <b>£10</b> for the initial stage of sending out 20 press kits.</p>
<p><b>Street Teams</b></p>	<p> Gave us an initial quote of <b>£100</b> for posting Lifestyle Recordings content in central areas of London.</p>
<p><b>Fliers, Posters and Printed Press Kits</b></p>	<p>We cannot estimate the total cost of this for the entire summer activity, however <b>£250</b> would be the upper estimate</p>
<p><b>TOTAL</b></p>	<p><b>£760</b></p>

**APPENDICES**

**APPENDIX 1 Artist Roster**



**APPENDIX 2 Press Kits**



[www.mangomedia.org.uk](http://www.mangomedia.org.uk)

[info.mangomedia@gmail.com](mailto:info.mangomedia@gmail.com)

### APPENDIX 3 CD Duplication Services

Choose one of these popular packages:

- 
 10 CDs in jewel cases  
**\$44.70**
- 
 100 CDs in jewel cases  
**\$254**
- 
 5 CDs in slim cases  
**\$30.70**
- 
 300 CDs in jackets  
**\$555**

**cdbaby** ARTIST SERVICES  
SELL YOUR MUSIC

The CD baby offer most likely to appeal to Lifestyle Recordings are the 100 Jewel Case packs.

The current exchange rate is 1.5\$ for 1£ but we can round that down to 1.3\$ to include all the postage and tax costs. Therefore the cost of having 100 CDs duplicated by CD Baby would be approximately

The Reverb Nation offer for slim jewel CDs is \$2.91/CD which, at the same \$1.3 for £1 rate rounds up to £2.23/CD. This offer is for 10 CD bundles. The 100 CD option will probability round down to £1.5/100.



Pricing Comparison

	ReverbNation	Disc Makers
10 Full-Color CDs in Slim Line Jewel Box with Two-Panel Inserts	\$2.93/each	\$3.78/each
100 Full-Color CDs in Poly-Wrapped Digipaks	\$3.88/each	\$4.04/each

Since Reverb Nation advertises its offer at a lower price than the average CD



APPENDIX 4 Regular Act



▶ **THU/10th December**

**54 Presents...**  
**COMMIX/MC MASTER X**  
(Metalheadz/Hospital Records)  
Ian Heath / Kean & Tru-Fix / Coltrane / Blevin

▶ **THU/17th December**

**Dub-Boro...**  
**STENCHMAN/LA BOXERS**  
(True Tiger / Prime Audio)  
Senzo / Pinguito / Mike Moses / Phil Jenson

[www.54london.com](http://www.54london.com) | [www.mogpa.com/54gigs](http://www.mogpa.com/54gigs) | [www.54london.blogspot.com](http://www.54london.blogspot.com)  
Dubstep / Drum & Bass // Entry \$3.00 G/L / \$4.00 NUS / \$5 O.T.D  
\$2.00 bottled beers / \$2.00 split & mixer & more



**Bar 54**  
54 Commercial St  
London, E1 6JZ  
General Enquiries  
Tel: 0207 377 0666  
[info@bar54.co.uk](mailto:info@bar54.co.uk)  
[www.54london.com](http://www.54london.com)  
[www.mogpa.com](http://www.mogpa.com)  
[www.mogpa.com/54gigs](http://www.mogpa.com/54gigs)



▶ **THU/19th November**

**54 Presents...**  
**SIGMA & MC MASTER X**  
(Life Records / Hospital Records)  
FD (Critical/Deepcut Medium)/Philly/Blevin (54Dub/Lickthewrap)

▶ **THU/26th November**

**54 Presents...**  
**NERO & MC MASTER X**  
(Breakbeat Kaos / Formation)  
DJ Millant/Blevin (Lickthewrap)/Kean & Tru-Fix (Midnight Fight)

[www.54london.com](http://www.54london.com) | [www.mogpa.com/54gigs](http://www.mogpa.com/54gigs) | [www.mogpa.com/brooklynbrother](http://www.mogpa.com/brooklynbrother)

Dubstep / Drum & Bass // Entry \$3.00 G/L / \$4.00 NUS / \$5 O.T.D



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[www.viewlondon.co.uk](http://www.viewlondon.co.uk)  
[www.mogpa.com/54gigs](http://www.mogpa.com/54gigs)



54 presents  
▶ **DEC.09**  
**LISTINGS**