

COLLARTS

Assignment Cover Sheet

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- Assignment due dates are published in Unit Outlines. In the case of unforeseen circumstances, and with the approval of the Degree Leader, lecturers can extend an assignment due date for an entire cohort, but cannot issue extensions to assignment due dates for individual students.
- If you are experiencing adverse circumstances that are likely to prevent you from meeting the due date of an assignment, you can apply to the Degree Leader or the Dean for an extension to the assignment submission date. Such requests must be made on the appropriate form no less than 48 hours (2 days) before the published (or agreed) due date of the assignment.
- The following grading penalties will be imposed on overdue assignments.

Number of Days Overdue	Grade Deduction
One day overdue	10%
Two days overdue	20%
Three days overdue	30%
Four days overdue	40%
Five days overdue	50%

- Assignments not submitted within five working days of the due date will not be graded, but may be considered as evidence to support the awarding of a conceded pass grade in the subject by the Board of Examiners at the completion of the assessment period. It is therefore in students' best interests to complete all assignments, even if submitted too late to be assessed.
- It is the responsibility of students to retain copies of all submitted assignments. If for any reason an assignment cannot be located, students can be asked to resubmit. Failure to do so within 24 hours will be treated as non-submission of the assignment and the above grade deductions will apply from the date of the request.

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Course of study

Screen & Media ☐

Music ☐

Audio ☐

Entertainment Man. ☐

Entertainment Journalism ☐

Digital & Social Media ☐

Music production ☒

Fashion Marketing ☐

Content Creation ☐

Sustainable Fashion Design ☐

Animation & VFX ☐

Comedy ☐

Fashion Marketing ☐

Interior Design ☐

Unit Name:(e.g. Critical Thinking) Entertainment Industry Practices - Online

Assignment: Assignment 2 - Music Business Assignment

Lecturer: Carus Thompson

Student Declaration of Authorship (Attachment of this document to an electronic submission will be construed as agreement to the below statement)

- I declare that this assignment is my own work, except where the work of others is clearly indicated in either direct or parenthetical quotation, or paraphrase, and is referenced accordingly in citation and the bibliography, and it has not previously been submitted for any assessment at an educational institution.

Student's Signature: CRISTIAN TASSONE

Date: 27/4/22

Assignment 2 - Music Business Assignment



Nastrokid Biography

Niv Thayaparan, who goes by 'Nastrokid', is an Australian born singer-songwriter that creates genre-bending music, from hard drum and bass to acoustic. For him, making music is a full-time hobby that he's trying to make into a career. He currently works at a Jewellery Store as a salesman, and also as a shop clerk at General Pants Co. When he's not working you'll find him in his room making new tracks and furthering his musical skills. Music has always been in Nastrokid's life. Growing up, he'd listen to Kanye West and John Legend. Their musical aspects have certainly carried over into how he shapes his songs today.

Nastrokid's music is very pop-inspired when it comes to production and this is of a direct impact from a few of his idols in the music industry. Such as the singers Juice WRLD, and Post Malone; and producers Rex Kudo and Khaled Rohaim. Whilst he does not shy away from making music in as many genres as he can, he primarily focuses on songs that fit a hip-hop, pop niche.

He is at the stage of his career where he is preparing to release his first EP. To date, he has only officially released two songs. Once the EP drops, it's hoped that through smart marketing and networking, a fanbase will acquire naturally, and contacts will accumulate. The title of the EP is going to be 'Khaled Rohaim'. Named after the grammy-nominated Australian producer that has worked with artists such as Rihanna, and Ariana Grande. It's hoped once this drops, he will see, and take an interest in the kind of music Nastrokid makes.

The theme of the EP is going to encompass everything that Nastrokid has learnt over the past few years. Both in the music world and life in general. Themes of love, loss, triumph, and aspirations.

Project Plan

Team

Nastrokid - Artist

Singer, songwriter, producer

All songwriting is done by Nastrokid. This is a testament to his talent and ongoing skill growth. He is always the one to choose what beat he wants to make a song out of and has a large say in the way the song is mixed, mastered, and arranged.

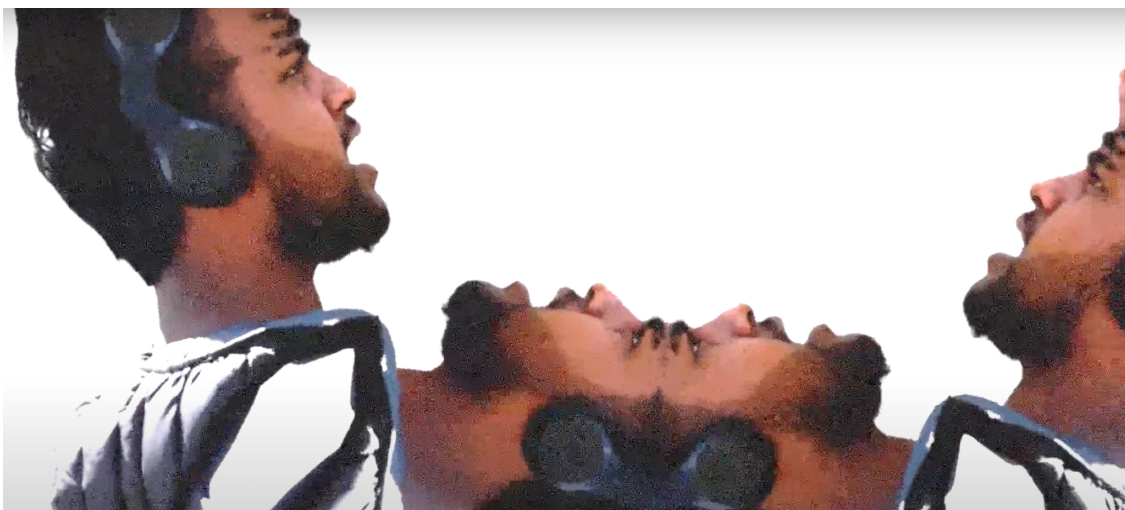
Cristian Tassone - Creative Director

Producer, engineer, creative engineer

Cristian's main role is to prepare the song Nastrokid has created for the release. This includes submitting the songs to streaming services, as well as having a say in the naming and design of songs and artwork. Also, he produces, and arranges all of Nastrokid's songs, and sometimes mixes and masters them.

Target Audience

The target audience for Nastrokids is people aged 14 - 25. Roughly teenage years. Although this may get the most audience engagement, we have found that the genre of music he creates is popular amongst older age groups as well. Seeing the success of pop artists such as Justin Bieber and Shawn Mendes, having songs that attract mainstream radio play, appeals to all age groups. Geographically speaking, the target audience primarily lies within Australia. We worked out that attempting to get big in America is pointless, as there are so many people in the same position as us. Alternatively, to get big and make a name for yourself here in Australia, theoretically should be easier. What assists in getting big in Australia is the name 'Khaled Rohaim' in the title of the project. But what comes with this is that if the EP does do numbers, people that are aware of Khaled Rohaim's work may look to listen to the project. Finally, this EP aims to target those that are interested in artists such as The Kid Laroi, Post Malone, and Juice WRLD. As the sound of the EP is very pop and hip hop inspired. A few of the songs encompass themes of not finding love, which nowadays is an easy way to sell records. So using this formula in songs that aesthetically sound different is what will set this EP apart from others.



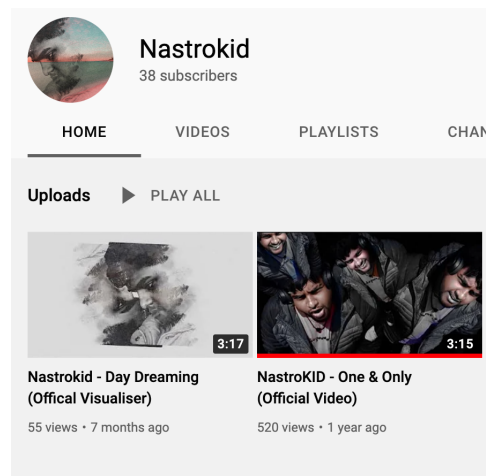
Social Media

At the moment, Nastrokid doesn't boast the biggest social media following. It's understood that if what we've planned runs correctly, he will acquire a large number of new fans over the next few months post the EP's release.



Instagram

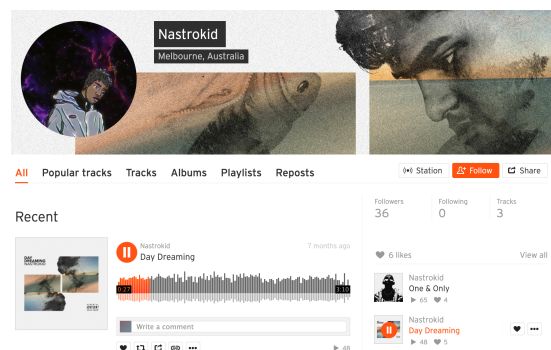
Posts such as photos, videos, rolls, and stories, are all involved when promoting new music on Instagram. Also, a linktree is used on all social media to direct fans to all of his new material.



Youtube

Youtube is where new music videos, visualises, and any other videos go for his fans to see. This will be updated more regularly to get new fans and more engagement.

Engaging with fans in comment sections on YouTube and all social media is very important too. Because it promotes Nastrokid as more relatable and down to earth.



Soundcloud

All music and bonus tracks are posted to Soundcloud. As it is, here, where many new and upcoming artists get found by labels. As time progresses a more coherent brand aesthetic will be visible across all platforms.

Similarly, new snippets of music are posted to social media to hype up fans and give people updates on when new music is getting released.

Objectives & Targets

We believe that the most important aspect for all these goals to succeed, is to create good music. If the music is good, people will engage further.

1. *Have a total of 150 individual listeners of the EP after one week on Spotify. 225 after the month of release. **Attainable.***

The goal of 150 is attainable because in the past with single releases, Nastrokid has peaked at around 40 individual listeners with little marketing and advertising. This number can be found on the Spotify For Artists app and can be found on Nastrokids Spotify page where it lists his monthly listeners. The 150 is encompassing the people we think will listen to the EP based on them knowing him. The additional 50 by the end of the month is what I hope our advertising can bring in. This is relevant because from here it's hopefully upwards. As more and more people hopefully have Nastrokid in their usual rotation of music. This goal will start when the EP drops, and conclude after 28 days.

2. *Nastrokid gained 50+ Instagram followers in the month of release. **Time-bound.***

All advertising and marketing combined should see an increase in followers on Nastrokids Instagram. He currently has 428 followers. So a goal of hopefully around 500 would seem like a successful advertising campaign. New followers will equate to new fans.

3. *Have 30 people participate in the competition we are going to run. **Measurable.***

The details are not finalised yet but we are looking to do some sort of portion of the EP that involves reposting a song from the project to your Instagram account to go in the draw to win an embroidered Nastrokid piece of merchandise. This will be an extremely cheap and extremely effective way to be posted around for further advertisement. As some people that will repost have over 1000 followers. This is also a happy trap for Khaled Rohaim to hopefully, in a perfect world, fall into. Gives us a massive shoutout to his 15k followers from around the world that are exactly our target audience.

4. *Have Khaled Rohaim acknowledge Nastrokid's existence. **Relevant & Specific.***

With the EP being named after him, we strive for the day that Khaled Rohaim replies to a post at least and lets Nastrokid know that he liked the music. This one is more of a tongue in cheek goal, as we are admitting that if Khaled Rohaim doesn't acknowledge this project, we are going to be extremely upset. Although it won't be the be-all and end-all.

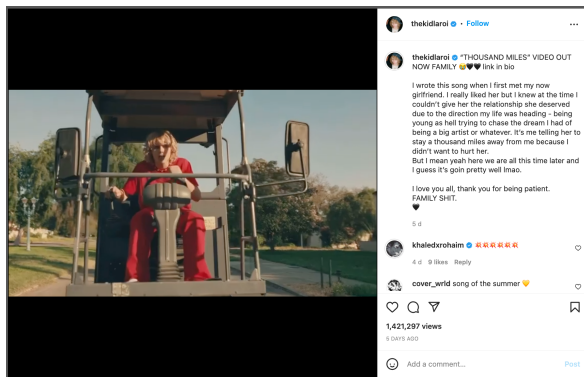
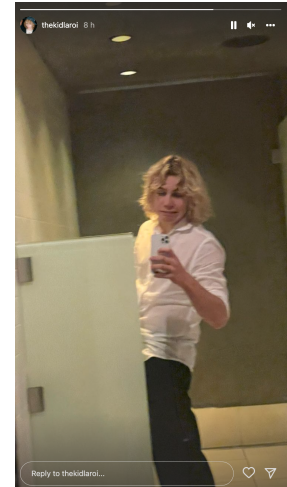
Socials Media Strategies of The Kid Laroi

The Kid Laroi's social media brand spans all social media outlets. Being a young teenager, advertising would come easy to him. With the rise of Tik Tok, and other social media platforms in the past 5 years, the age demographic of his fans slot right into those that also use these platforms.

Instagram

On Instagram, Laroi has 4 million followers (Instagram, 2022). This would be his most important way of communicating with fans as it is his largest outlet. He is most active here.

On average, he posts something new to his story at least once a day. This usually is just him living in his life. Right now, there's a photo of him at a urinal. Now, this can be analysed as being a way for Laroi to be relatable to his fans. As everyone uses the toilet. Also, this is a humorous way for fans to engage with Laroi. It's no secret that with teenagers nowadays, memes are the way to go. They always get the most engagement.



As well as posting humorous posts, he posts promotional material for new songs, videos, and merchandising. This promotes his music for his fans to engage with. Further expanding his pocket, and giving the fans new ways to experience his music.

In the comment section, Laroi makes himself come across as very much a normal teenager. As seen in this example, he comes across as relatable. Spelling out in all caps is a sign of

excitement, here he is expressing his excitement for a new clothing line. Other celebrities wouldn't even reply, let alone show any real emotion. Laroi acting like a normal kid here displays great relatability to his fan base.



thekidlaroi I CANNOT WAIT

2 d 63 likes Reply

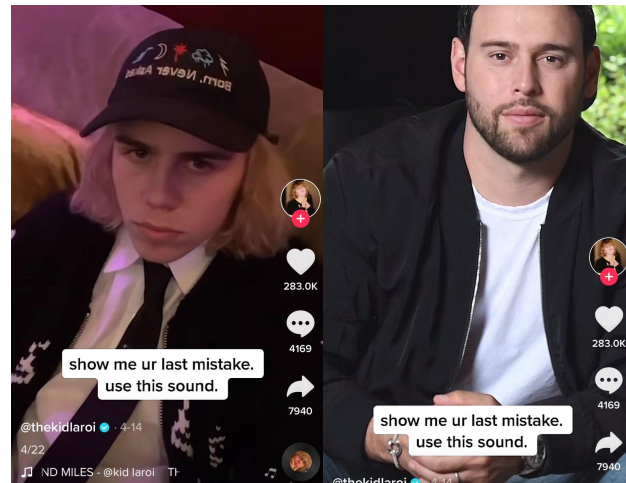
— View replies (14)

3x (The Kid Laroi [Instagram], 2022)

Tik Tok

TikTok is where Laroi does most of his joking around. As it is here, on Tik Tok where comedy thrives. He has 3 million followers here. With nearly 30 million likes across his very few 19 videos. (Tik Tok, 2022)

The first way Laroi draws his brand on Tik Tok is by engaging in trends and trying to start new ones. With his new song 'A Thousand Miles Away', he encourages people to make a clip showing their biggest mistake in their life. As it fits the lyrics, "here goes another mistake, I know I'm gonna make tonight" (The Kid Laroi, 2022). He made a video claiming that his former manager Scooter Braun was his biggest mistake. This video went viral with just under 5 million views. The sound on the



video has been used over 1000 times, and

has certainly gone viral and promoted the song extremely well.



Another kind of video he posts are behind the scenes clips of video shoots, and studio recordings. These give insight to fans of the makings of new material.

Over the past few months, Laroi has seen massive improvements in engagement and following across all social media platforms. This can be because of new music, but also the way he has changed his social media presence. Whether it's him understanding the new landscape, or his management doing all the work. The way he interacts and posts on Instagram and Tik Tok are very effective.

2x (The Kid Laroi [Tik Tok] 2022)

Database

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<https://www.instagram.com/thekidlaroi/>.

Laroi, K, 2022b, 'The Kid LAROI. (@thekidlaroi) Official TikTok | Watch The Kid LAROI.'s

Newest TikTok Videos', TikTok, viewed 27 April 2022,

<https://www.tiktok.com/@thekidlaroi?lang=en>.