



Supported by La Fédération Wallonie-Bruxelles, Sabam for Culture, Vi.be, Playright+ & Conseil de la Musique

Workshop "Digital promotion in Worldwide Music"

Speakers: Gilles Dierckx (Aubergine Artist Management) & Nathan Daems (Echoes of Zoo/Black Flower)

Moderator Jan Ockerman (Met-X)

CREATING A VISUAL UNIVERSE

> Moodboard

Artwork, press photos, video clips that reflect a coherent and appropriate vibe and reinforce the music

> Search for the right visual artists for each part (driven by management)

> Input from musician / composer for basic image (Mantis Shrimp, escaping tiger, mammoth), ping-ponging back and forth until the right vibe is found

> Planning in consultation with label and other partners to best use all tools in multiple ways online:

- dates of singles (+ artwork, videos, ...)
- tour dates: when, how, ...
- teasers, first press, ...

PROMOTING YOUR PROJECT & MANAGING YOUR COMMUNITY ONLINE

> The above elements are used on Facebook, Instagram and YouTube + to a limited extent also on Spotify (e.g. canvas, new photos) & Bandcamp

> Without ad money, an (important) post seems to do bitterly little by itself. Sometimes wry feeling that you have to pay to have reach

> Striking a balance between self-promotion (and sometimes 'too much' glorification) and the more personal, artistic, in-depth content (think video with instruments from the artist's side)

> Bear in mind: certain older, or even offline, channels can still have value

> Importance of 'communities': followers on Bandcamp you can email directly, 'listening sessions' (like WERF/KAAP sometimes do)

> Spotify: a spot in an editorial playlist can do a lot for your reach, but is totally out of your control (also sour feeling about their sometimes arbitrary gate keeping role)

GETTING PRESS VISIBILITY

- > Traditional Belgian media remain relatively loyal to the 'genre' and the band/status, chances are pretty good that the usual suspects will follow.
- > Obviously still good content for online channels too, 'shines off'
- > DJ/radio makers with large and loyal community via agency or perso network musician (eg for global sounds: Rebel Up, Mukambo, Gaslamp Killer, JazzCat, ...) often with international network and specific reach to the 'diggers'
- > Radio in Belgium less easy, few 'niche' programmes and tastemakers à la LEFTO increasingly looking at foreign names
- > Reviews etc remain important as a lever to programmers
- > Collaboration with 9PR in the UK/world-wide for this campaign (with reviews in MOJO, Songlines, ... as a result)

CASE STUDY: ECHOES OF ZOO - SPEECH OF SPECIES

<https://www.dropbox.com/sh/uk2uhb3guhu9wic/AAAEkCrZ1SGCDTmVnEnWx8Sja?dl=0>