



G.A. PERRY

"PLAY G.A.!"

STRATEGIC COMMUNICATION PLAN

SITUATION

Ray Hill Entertainment is an independent recording label founded by maverick music producer G.A. Perry. Perry has an established social media presence that is comparable to the average independent music artist. However he is relative unknown within the vast and competitive business of music production. With the production of his debut mixed tape (promotional online album) 'Dare to be Lucky' complete, Perry is looking to drive sales and launch himself and his label, Ray Hill Entertainment, in the mainstream music industry in the Greater Toronto Area (GTA).

OBJECTIVES

- Create awareness about G.A. Perry and Ray Hill Entertainment within the urban music community in the GTA as a locally incubated producer, artist and record executive.
- Create awareness about Ray Hill Entertainment as a music career launch vehicle amongst upcoming rock and urban music artists.
- Encourage his growing fan-base to request disc jockeys "play G.A." on the radio and in the nightclubs to build his popularity and increase visits to his social media portals and his website.
- Achieve 10,000+ digital downloads of 'Dare to be Lucky' from G.A. Perry's subsite with the Ray Hill Entertainment website.

AUDIENCE

- Primary audience:
 - Individuals aged 15 – 30 living, working or studying in the GTA
 - DJs
 - Radio Stations
 - Emerging artists looking for a launch vehicle
 - Music Editors
- Secondary audience:

- Major record labels seeking to incubate independent labels
- Other established producers and artists interested in collaboration
- Gen Y residents of the Jane-Finch area and other underprivileged neighbourhoods in the GTA and subsequently across Ontario.
- Ministry of Arts and Culture, Ontario and other government entities able to influence Arts funding.

STRATEGIES

- Perry will connect with his growing fan-base through an event marketing approach hosting performances throughout the Greater Toronto Area (Brampton to Ajax) to showcase G.A. Perry's music and performance capabilities.
- Establish a strategic alliance with Regent Park School and the S.P.O.T. Project's 3M program to co-foster credibility and empower the G.A. Perry community relations program.
- Solicit support from key music production influencers and tastemakers in the industry to draw in additional media visibility to the campaign.
- Use "Perry Girls" (like Molson girls, attractive, dressed provocatively) to deliver promotional material to Perry's prospective fan-base at night clubs around the GTA. The girls will also be used on the G.A. Perry website as information beacons.
- Gain corporate sponsorship through brand tie-in initiatives for mutually beneficial geo-demographic specific public relations exposure.

KEY MESSAGES

- Ray Hill Entertainment artist G.A. Perry is a debonair multi-genre producer who also raps.
- G.A. Perry's 'Dare to be Lucky' is the most anticipated indie album in the urban music genre that features his distinctive "Toronto sound".
- Ray Hill Entertainment is committed to the cause of nurturing talent among the underprivileged youth of Toronto by supporting programs that give them the skills and the confidence to pursue their dreams.

TACTICS

- Launch party for Perry's debut album at a venue renowned for its patronage of urban music. College themed party to attract the targeted 18-34 year old tertiary level and yuppie audience who relate with Perry's smooth gamblers anonymous debonair lifestyle.
- The cross GTA "Play G.A." event marketing party series should be executed at the popular nightclubs and gathering spots across the GTA frequented by the before mentioned target audience. Perry's social media team will both activate and mobilise his social media fan-base to attend these events, hence creating an opportunity for him to interact with his growing fan-base and make new fans aware of his developing movement. The team will utilize Twitter, MySpace, and Facebook promotional messages and posters as well as YouTube videos to promote the

events. Fans will also be encouraged to request the airplay of G.A. Perry's songs which have been submitted to college/commercial radio.

- The Play G.A. campaign will be accompanied by a media relations blitz providing exposure through both regional and community newspapers and radio. These stories will be covering G.A. Perry's shows, radio presence as well as his community relations initiatives to assist others and bring attention to important causes affecting the lives of 18-34 year-old Torontonians.
- The social media element of the 'Play G.A.' campaign will encourage fans to visit G.A. Perry's Twitter, MySpace, Facebook and YouTube postings for new media (text, music and videos), event venues and dates as well as updates on G.A. Perry's public relations initiatives.
- In the promotional endeavour to increase G.A. Perry's popularity throughout Ontario his management team will engage the talents of other urban music rising stars for collaborative songs for release on college and commercial radio, as well as through physical and online/digital mixed tapes distributed during G.A. Perry's events as well as on his website.
- In congruence with the collaborative efforts, the management team will embark upon a '*bangers for beats*' industry promotional program. This entails G.A. Perry providing free beats to urban music artists in exchange for their best material on his beats to be serviced to disc jockeys across the country in a bi-monthly 'Play G.A.' e-mail blast.
- G.A. Perry's gambler's anonymous merchandising will be sold at event marketing and select public relations engagements. Gambler's anonymous merchandise will also be worn by the promotional team at all media relations endeavours. G.A.'s merchandise will illustrate elements representative of the casino, gambling, betting and OLG gaming lifestyle which the G.A. Perry persona represents. Merchandising should also represent the elements of the '*Niagara to Vegas*' lifestyle, concept and upcoming album tour.
- Gain sponsorship from a gaming, cigar and/or alcohol company in exchange for media relations mentions and public relations exposure during Perry's concerts, interviews as well as broadcast/online shows and appearances. Sponsors will also be granted the opportunity to advertise their products and campaigns on G.A. Perry's website and on the fliers of his events.
- Perry will connect with the Ontario-based St. Lucian community both online and through St. Lucian events and celebrations. Perry should always be seen to be a fun, yet informed advocate and representative of the St. Lucian community across the province.
- "Perry Girls", in Hummers, blaring Perry's music, drive to strategic locations at all GTA malls. They hand out T-shirts and flyers promoting the launch party and driving traffic to Perry's social media pages where they can download sample tracks from his album. The malls will include, but are not limited to:
 - Bayview Village
 - Eaton Centre
 - Erin Mills Town Centre
 - Fairview Mall
 - Markville Shopping Centre
 - Scarborough Town Centre
 - Square One
 - Vaughan Mills
 - Yorkdale Shopping Centre

- Interviews, album reviews and stories in and on:
 - Radio Stations (Kiss, Flow, Chum, Z103, Virgin)
 - Newspapers (All English dailies)
 - Magazines (Now, Word, Peace, Tribe, Pound and Urbanology)
 - Blogs & Websites (blogto.com, toronto.com, jane-finch.com, hiphopcanada.com)

BUDGET

Items	Estimate
G.A. Perry Website	\$3,000
Marketing materials	\$4,000
Promotional/Networking travel	\$10,000
Record Promoter	\$5,000
Perry Girls event promotion	\$4,000
Studio Engineer	\$4,000
Listening sessions	\$2,000
Public Relations Practitioner	\$8,000
TOTAL	\$40,000

EVALUATION

- The campaign will be evaluated through the sales of G.A. Perry's album from both community retailers and the Perry Girls mobile retail offering which targeted selected localities during this regional campaign. Digital downloads will also be tracked to the locality of the purchaser through Google analytics program which will provide us with geo-demographic information on purchasers, which will enable us in better knowing the specified locations of Perry's growing provincial and national fan-base. This information will benefit Perry's Agent in pitching promoters and nightclub owners on performance opportunities for Perry.
- We will also be evaluating the awareness through searches made through popular search engines and social media sites such as FaceBook, Google, Yahoo, MySpace, MSN, Bing and YouTube. Campaign feedback will also be gained directly through call-ins made by fans when G.A. Perry takes calls during radio interviews; as well as an increase in call-in or e-mail requests for the radio airplay of Perry's songs.
- Success will also be evaluated through an increase in interview, performance or music production inquiries or requests being communicated to G.A. Perry's management team from the managers of other rock or urban music stars.
- Public relations endeavours by the Perry Girls will be evaluated as all attendees of G.A. Perry shows which come in with the flier they received or a G.A. Perry T-shirt will receive a 20% discount on their ticket.