

Team Famous Friends (Representing Kane Brown)

Final Project: Lily Soto, Anya Reddy, Maya Gengozian, Julia McKay

Artist Overview:

- ★ Kane Brown was born on October 21st, 1993 and raised in Chattanooga, Tennessee. Heavily immersed in music, Brown grew up listening mainly to country and R&B. His appreciation for music quickly grew to a love of performance when he reached high school. In 11th grade, Brown won his school's talent show which inspired him to audition for The X Factor and American Idol. He was successful on The X Factor but decided to pursue his dreams elsewhere in 2013 after the producers of the show tried to persuade him into joining a boyband. Brown began posting covers on different social media sites like YouTube and Instagram and rapidly gained traction on the videos following his X-Factor feature. He began to make his own music and two years later released his EP 'Closer' in June 2015 and his single 'Used to Love You Sober' later that year in October. This caught the attention of a record label, RCA Nashville, which Brown signed with in early 2016. Brown then released his second EP, Chapter 1, in March of 2016 followed by a full length album 'Kane Brown' in December of 2016. In October later that year, Brown became the first artist to have number one hits on all five main billboard country charts. Brown released his second full length album, Experiment, in November of 2018. He released multiple singles during 2020 including 'Worldwide Beautiful,' whose profits were delegated solely to the Boys & Girls Club of America. During September of 2020, Brown held a drive-in concert to raise spirits amidst the pandemic. Later that year he pre-recorded the halftime show for a Thanksgiving night football broadcast. Finally, in February of this year, Brown launched an entertainment label, 1021, in association with Sony Nashville.

Goals & Controls:

- ★ With this event we hope to increase the followers, streams, and overall engagement on Kane Brown social platforms, including obtaining two slots on the top ten hits charts and one #1 hit. By the end of the 30 day period post concert, we would like to have amassed 250k new streams across digital servicing platforms and 375k new followers across all social media platforms. Additionally, within a one year period post-concert, we hope Kane Brown continues to receive country music awards and nominations, as well as an ARIA certification. In order to attract potential guests and continue to excite current ticket holders, we hope to amass a following triple the number of the seats available in the venue through online engagement activities like polls, quizzes and giveaways. This goal can easily be measured by observing the increase of followers over the predetermined time period and engagement with our social media accounts. This way the event will be heavily advertised and we will be able to see the amount of engagement among all social media platforms through the controls. Another goal is to sell all of the t-shirts, CDs, posters, and other merchandise offered at the benefit and measure its success by comparing the number of sourced merchandise with the amount of sold merchandise (or just the money spent vs. the profit made to simplify).

★ Social Media Platform Control table:

Platform:	Data: (sales, followers, streams..)	Increase Goal: (30 days post concert)
Tik Tok (followers) @kanebrown	3.5 million followers	100k followers
Instagram (followers) @kanebrown_music	2.8 million followers	40k followers
Spotify (listeners) @KaneBrown	12,112,318 monthly listeners	100k monthly listeners

Youtube (subscribers) @KaneBrown	2.97 million subscribers	60k subscribers
FaceBook (page likes/followers) @KaneBrownCountry	2 million followers	45k followers

★ Social media handles & followers for event:

Platform:	Followers:
Tik Tok: @famousfriendsbenefitconcert	120k followers
Instagram: @famousfriendsbenefitconcert	35k followers
Facebook: @famousfriendsbenefitconcert	150k followers
Twitter: @famousfriendsbenefitconcert	25k followers

SWOT:

Kane Brown

Strengths: <ul style="list-style-type: none"> - Popular country artists - Brown became the first artist to have simultaneous number ones on all five main Billboard country charts. - Become a popular Black artist in Country music 	Weaknesses: <ul style="list-style-type: none"> - Isn't a "traditional" country artist as his sound mixes in some pop and R&B. <ul style="list-style-type: none"> - Country fans might not deem him a proper artist - He hasn't collaborated with many country artists as his features are usually pop artists
Opportunities: <ul style="list-style-type: none"> - Someone to bridge the gap between people of color and country music - Opens the door for other people of color that are interested in country music 	Threats: <ul style="list-style-type: none"> - Black man in a very racist genre - Country fans are used to white artists and Kane Brown is someone that challenges that stereotype

5 Target Markets & Why:

Target Market	Reasoning
Upward Bound	Country music is the music of the south <ul style="list-style-type: none"> - Families play country music for their children - Very kid friendly
Bright Lights, Lil' City	Kane Brown genre is very traditional but he innovates it with r&b that caters to a younger audience <ul style="list-style-type: none"> - People that are established gravitate to his sound
God's Country	Target demographic <ul style="list-style-type: none"> - This describes cities like Brentwood, TN <ul style="list-style-type: none"> - Wealthy affluent houses in a very

	suburban area
Country Squires	This describes republican southern loving citizens <ul style="list-style-type: none"> - Country music is very traditional and typically has an older crowd - Aligns with traditional values
Young Digerati	Younger crowd <ul style="list-style-type: none"> - Kane Brown's r&b sound is appealing to this group

4 C's - Customer, Competition, Collaborators, Context:

- ★ **Customer:** Fans of Kane Brown would purchase the CD or stream the album on Spotify, Apple Music or Pandora. This also goes for people who attended the concert and what to relive it. As well as fans for the other artists that will be featured on the album.
- ★ **Competition:** Because Kane Brown is a black man in a predominantly white music genre (Country), he's constantly fighting to be as equally represented as artists such as Blake Shelton, Keith Urban, Carrie Underwood, Brad Paisley, etc.
- ★ **Collaborators:** For our concert we are collaborating with the Black Lives Matter Movement/organizations. A percentage of the album, streaming, and ticket revenue from the concert will go to the organization. Collaborating with BLM helps spread awareness about the lack of diversity in country music. Artists such as Darius Rucker, H.E.R, Lil Nas X, Mickey Guyton, and Rhiannon Giddens will also be collaborating on Kane Brown's songs for the concert.
- ★ **Context:** As of Summer 2020, BLM has exploded in awareness to the mistreatment of Black Americans. After George Floyd's tragic death, people across social media outlets have rallied together and demanded change. The Live-album/concert is a great opportunity for Americans to support black artists while also giving proceeds to the BLM organization.

4 P's - Place, Promotion, Product, Price:

- ★ **Place:** We will sell our CDs from the live album in stores and on the concert's website. Fans can pre-order them online or at the concert as well. Merchandise will also be available at the concert for fans that attend.
- ★ **Promotion:** The live album will be promoted at the concert, as well as on social media (both the benefit's pages as well as Kane Brown and the other guests personal accounts), on the concert's website, on tv ads promoting the concert, posters throughout Nashville, ads on social media, and ads on various digital streaming platforms. As much as we are promoting the concert for BLM, we are also promoting the live album for those who can't attend the concert or for those who want to relive it afterwards.
- ★ **Product:** We will be selling a live recording of the Famous Friends Benefit Concert. We will make 100,000 physical CDs that will be available for purchase either online or in stores, and the album will also be available for digital streaming on Spotify, Apple Music, and Pandora. The album will feature all 11 songs performed at the concert exactly the way they were performed. Of the 100,000 physical CDs, 100 of them will be signed by each of the performers in the concert and will be available as a special edition of the album. They will be available at a higher rate. Along with the live CDs, there will also be Kane Brown and Famous Friends concert merchandise available at the concert. There will be a Kane Brown T-shirt and a Famous Friends Concert t-shirt featuring a design from the promotional photoshoot.
- ★ **Price:** The regular, physical albums will be sold for \$15 per CD, and the special edition personally signed CDs will be sold for \$75 each. The Kane Brown t-shirt will be available at the concert for \$25. The Famous Friends Concert t-shirt will be available at the concert for \$30.

Unique Idea:

- ★ Our unique idea is to hold a benefit concert in support of the Black Lives Matter organization. This concert will be hosted and spear-headed by Kane Brown, and will feature five other Black country and/or R&B artists. Our guests will be Darius Rucker, Lil Nas X, H.E.R., Mickey Guyton, and Rhiannon Giddens. This concert will be hosted at the Bridgestone Arena in Nashville, TN, the home of country music. The concert will be recorded for a live album which will be available for purchase in stores, on the concert's website, and can be listened to on Spotify, Apple Music, Amazon Music, and Pandora. The physical CDs will be available in two forms: a regular and a premium CD. Both the regular and premium CDs will include all 11 songs from the concert, but the premium CD will be signed by each of the artists. In addition, 5 of the most popular songs from the concert will premiere on the radio. The concert will have its own website where one can purchase the album and tickets for the concert. They also can view artist profiles, the promotional video, and photos from the promotional photoshoot and the concert. The concert will also have its own social media pages on Facebook, Instagram, Twitter, and Tik Tok. The concert and album will be advertised on the above mentioned social media platforms as well as on commercials during NFL football games for Tennessee and the surrounding states, on posters around the Nashville area, and on ads on the radio. There will be a small number of ticket, merchandise, and album giveaways on the radio and social media accounts as well. The artists will come and do a promotional video for the concert and album, as well as a photoshoot for the album cover, promotional posters and ads, and social media pages.

BRIDGESTONE ARENA SEATING CHART (FOR FAMOUS FRIENDS BENEFIT CONCERT)

Highlighted blue section = best seats



Concert Expenses Sheet:

Expense Item	Estimated Cost (dollars)	Tickets (Capacity = 20,000)	Income (dollars)
Venue	\$166,667	9,240 @ \$150 (Uppermost Level)	1,386,000
Stagehands (union)	\$33,000		
Stage Manager	\$6,000		
Security	\$10,000	6,202 @ \$300 (Mid Section)	1,860,600
Runners	\$3,000		
Loaders	\$3,000		
Instrumental Rental	\$15,000	2,814 @ \$260 (Below Uppermost level)	731,640
Piano Tuning	\$800		
Recording Staff	\$35,000		
Insurance	\$15,000	1,568 @ \$450 (Floor)	705,600
Sound/Lights	\$25,000		
Spotlights (2)	\$10,000	176 @ \$685 (Pit)	120,560
Risers	\$6,000		
Catering (for staff, crew, and performers)	\$15,000		
Box Office	\$1,000		
ASCAP/BMI (PROs)	\$5,000		
Phones	\$1,000		
Total Production	\$350,467	Net Potential	\$4,804,400
Merchandising (10,000 shirts - 25% of revenue goes to Venue)	\$50,000 (to make t-shirts)	10% of tickets sales goes to BLM	\$480,440
2 Types of Shirts - \$25 and \$30	\$275,000 (Total Revenue)		
Profit (Minus Venue Cut and Production Cost) = \$156,250	\$68,750 (25% Goes to Venue)		

<u>Set List:</u> <ul style="list-style-type: none"> ★ “Famous Friends” (Opens the whole show) ★ “Lose It” ★ “Cool Again” ft. H.E.R. ★ “Be Like That” ft. Lil Nas X ★ “Short Skirt Weather” ★ “What If’s” ft. Mickey Guyton ★ “I Love That I Hate You” ★ “Heaven” 	<u>Songs Played on Radio:</u> <ul style="list-style-type: none"> ★ “Cool Again” ft. H.E.R. ★ “Be Like That” ft. Lil Nas X ★ “What If’s” ft. Mickey Guyton ★ “On Me” ft. Rhiannon Giddens ★ “Homesick” ft. Darius Rucker 	<u>Kane Brown’s Most Successful Songs In his Career: (Billboard Global 200):</u> <ul style="list-style-type: none"> ★ “What If’s” <ul style="list-style-type: none"> ○ #1 hit 10.7.2017 ★ “Heaven” <ul style="list-style-type: none"> ○ #1 hit 12.28.2017 ★ “Lose It” <ul style="list-style-type: none"> ○ #1 hit 6.23.2018 ★ “Homesick” <ul style="list-style-type: none"> ○ #1 hit 9.22.2018 ★ “Famous Friends” <ul style="list-style-type: none"> ○ #1 hit 4.10.2021
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★ “Worship You” ★ “On Me” ft. Rhiannon Giddens ★ “Homesick” ft. Darius Rucker		★ “Cool Again” ○ #1 hit 8.22.2020 ★ “Good As You” ○ #1 hit 11.3.2018
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Department Breakdown:

★ **Sales** - Overall Budget = **\$332,900**

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SECTION	PRODUCT	COST
Sales Book		\$300
Physical CDs: Production Cost	Live Album	\$250,100
Digital Servicing	Spotify, Apple Music, Pandora, Amazon Music	\$30,000
Staff	Producing Live Album	\$50,000
Press		\$2,500

- We are producing a recorded version of the live performances of the 11 songs at the concert. Fans can pre-order this album off of the concert’s website or at the concert, or they can wait until it’s ready to be distributed to purchase in stores. We are making 100,000 CDs total; 99,900 regular edition CDs for \$15 each + 100 Premium edition signed CDs for \$75 each. The album will also be available for streaming on Spotify, Apple Music, Amazon Music, and Pandora.
- As far as revenue, each artist’s team will receive a percentage of album sales and streaming revenue. 5% of physical CD revenue, 5% of streaming revenue and 10% of ticket revenue from the benefit concert will go to Black Lives Matter. For album sales, Brown’s team will receive 45% of album sales and each of the other 5 artists’ teams will each receive 10%. For streaming, Mickey Guyton and Rhiannon Giddens will each receive 20% of streaming revenue for the songs they’re featured on, while Lil Nas X, Darius Rucker, and H.E.R. will each receive 30% of the streaming revenue for the songs they’re featured on. Kane Brown will receive 100% of streaming revenue for the songs by himself and the remaining percentage of the songs with the other artists.
- The staff and press funds for this section are specifically for those working to produce and sell the album.

★ **Radio** - Overall Budget = **\$259,500**

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SECTION	PRODUCT	COST
Radio Servicing	FM, AM, Sirius XM	\$9,500
Country Indies	Getting it on the radio	\$250,000

- Of the 11 songs in the concert, 5 will be released as “singles” for radio purposes. Because it is a mixture of country and R&B, we don’t need to limit it to only country or only R&B stations. We will have indies networking to get the songs on all radio platforms.

★ **Marketing** - Overall Budget = \$1,029,467

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SECTION	PRODUCT	COST
Online/Social Media		\$38,000
	Website	\$8,000
	Digital Marketing Indie	\$30,000
Advertising		\$385,000
	Social Media Ads	\$20,000
	Streaming Ads	\$40,000
	Radio Ads	\$15,000
	National TV Ads (NFL Football Games)	\$250,000
	Sports Marketing Indie	\$10,000
	Street Postering (around Nashville)	\$50,000
Tour/Tour Support/Ticket Buys		\$351,467
	Venue	\$166,667
	Staff (Stagehands, Stage Managers, Runners, Security, Loaders)	\$55,000
	Instrumental Rental	\$15,000
	Piano Tuning	\$800
	Recording Staff	\$35,000
	Insurance	\$15,000
	Sound/Lights	\$25,000
	Spotlights (2)	\$10,000
	Risers	\$6,000
	Concert Photographer	\$1,000

	Catering (for staff, crew, and performers)	\$15,000
	Box Office	\$1,000
	ASCAP/BMI (PROs)	\$5,000
	Phones	\$1,000
Video/Content		\$175,000
	Video Production	\$120,000
	Video Production Staff	\$30,000
	Video Marketing Indie	\$25,000
Tools (Merchandise)		\$80,000
	Concert T-Shirts	\$50,000
	Posters	\$30,000

- A lot of this section is working towards the concert. We will have ads on social media, commercials for the southern states' NFL football teams, and on posters around the Nashville area. We will make a promotional video for the concert and the album, and we will sell posters, t-shirts at the concert. We will also have a photographer at the concert so we can use photos from the actual concert on social media, on the website, and on the lyric book for the CDs.
- We will pay for indies for social media, the website, sports marketing, and video marketing.

★ **Publicity** - Overall Budget = \$140,000

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SECTION	PRODUCT	COST
Photo Shoot	Equipment	\$30,000
	Staff (Photographers, Hair/Makeup, Stylists)	\$20,000
	Catering	\$10,000
	Artists	\$50,000
Press	Press Indie	\$30,000

- We will have a photo shoot to get promotional photos and photos for t-shirt designs, poster designs, and social media coverage. We will pay the artists for their time at the photo shoot as well as catering, the crew, and equipment. We will also have a press indie that will work with where the photos go.

Total Cost Spent: \$1,761,867

How Much BLM will get from % of Sales: \$591,305

What We Make in Return (if everything sells out): \$5,889,330.80

Revenue Breakdown:

- ★ Merchandise: **\$156,250**
- ★ Ticket Revenue: \$4,804,400 - \$480,440 (BLM %) = **\$4,323,960**
- ★ CD's: \$1,255,900 - \$62,795 (BLM%) - \$627,950 (Artists %) = **\$565,155**
- ★ With streams, the total is unpredictable but the target would be to get 20 million streams on each song (220,000,000 total streams). If every 1 million streams = \$4,370 back to the artists' teams, then 220 million streams = \$961,400. BLM takes 5% of this revenue before it's distributed amongst artists so the actual total before split is \$913,330.
 - If each song receives the goal 20,000,000 streams, that would bring in \$87,400 per song. BLM would take .45% of each song if we distribute their 5% by the 11 songs. This would be \$393.30. After this deduction the featured songs are distributing the total \$87,006.70. The artists get a cut of the song they're featured on and Kane Brown gets the rest.

Streams:	Artist Feature:	Their Percentage vs. Brown
20,000,000 "Homesick"	Darius Rucker (30%)	\$26,102.01 \$60,904.69
20,000,000 "Cool Again"	H.E.R (30%)	\$26,102.01 \$60,904.69
20,000,000 "Be Like That"	Lil Nas X (30%)	\$26,102.01 \$60,904.69
20,000,000 "What If's"	Mickey Guyton (20%)	\$17,401.34 \$69,605.36
20,000,000 "On Me"	Rhiannon Giddens (20%)	\$17,401.34 \$69,605.36
		Total Revenue for Brown with these 5 songs plus the other 6 = 843,965.80