

MASTER PROJECT

Towards Artist Promotion and Advertising in Streaming: Aesthetics of K-Pop Artist Promotion in the UK Realm

A Practical Exploration of K-Pop Aesthetics in the UK
Music Scene



Fig - Concert Event

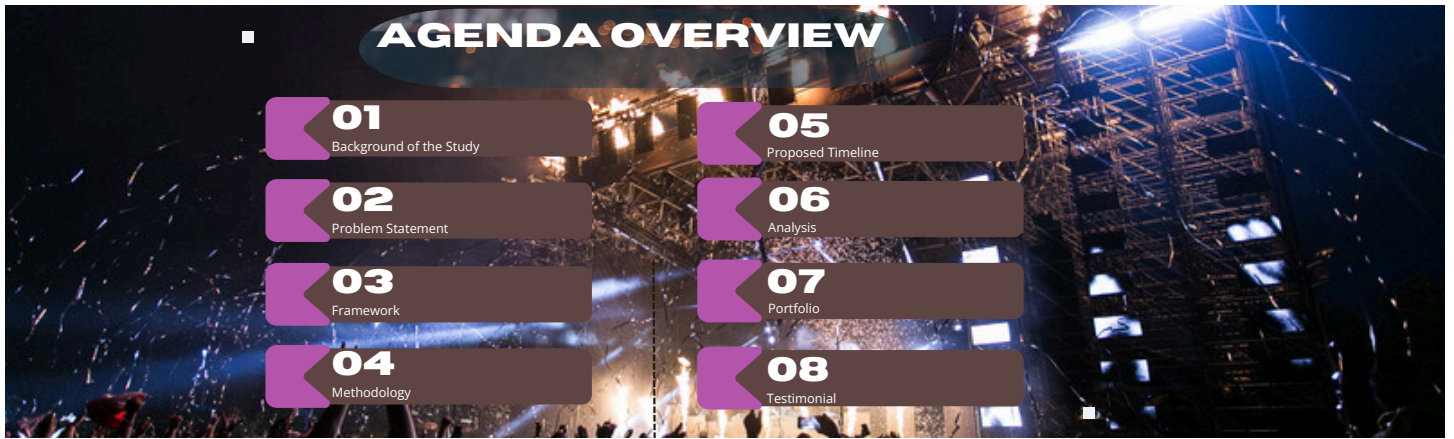
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The promotional strategies used by K-Pop artists in the UK music business are the focus of this article. The visual style and marketing techniques that have propelled K-Pop singers to international stardom are especially investigated. Creating and implementing a promotional strategy for a UK performance is detailed in this paper. Visual asset creation and its use into social media platforms for enhanced audience engagement are also covered. Using cutting-edge design principles and social media, this project aims to introduce the vibrant visual style of Korean pop music to the British music audience.

Background of the Study: The Evolution of K-Pop

Imagine that South Korean pop music (K-Pop) is first starting to gain traction on the global stage in the 1990s. Aegyo is a stylised "cute" style that encompasses an entire cultural phenomenon—not just music—in its catchy tunes and well-executed dance. In the intervening decades, Korean pop music has grown into a global phenomenon, drawing in legions of fans who can't wait to let their energy out in stadiums across the world.

Korean pop music's meteoric rise was not fleeting. The South Korean government's initiatives to diversify their economy, democratise their society, and foster a strategic cultural approach gave birth to the Hallyu phenomena. Not only did this tsunami submerge the whole planet, but it also catapulted K-Pop singers into the status of global icons. The Kim Sisters captivated

American audiences in the late 1950s as the first exponents of K-Pop, laying the basis for BTS's legendary success.

However, it was the advent of digital technology that proved to be the real game-changer. Thanks to the rise of YouTube, social media, and smartphones, K-Pop went from being a local sensation to a global force. The second generation of Hallyu fans have gone beyond passive listeners and have joined a global society that is ready to display its devotion to its heroes with the same zeal as a sports fan base, complete with smartphones and light sticks.

K-Pop has grown at a dizzying rate, with groups like BTS, NCT, and GOT7 not just breaking into but dominating the Western market. The rise of K-Pop has been undeniable, thanks to the group's savvy collaborations with Western artists and electrifying performances at major award shows.

Exploring the dynamic world of K-Pop, this research seeks to understand the potential promotional impact of this genre in the UK. Just what is the objective? The goal is to help Jaejun Yoo, a gifted Korean musician and student at Goldsmiths University, break into the British music business. More than simply music, "Oscar's EP, 1taewon" takes listeners on an introspective journey. Given the right kind of marketing, it may start the next big thing in global music. U.K., be ready for the next big thing in K-Pop may be playing near you!

Problem Statement



Problem Statement:

In this research, which was led by Jaejun Yoo of Goldsmiths University, we investigate the ways in which new K-Pop singers are able to effectively break into the music industry in the United Kingdom. Finding out how these artists might overcome local economic challenges and develop a unique presence by using worldwide K-Pop trends is the focus of this investigation.

Scope of the Study:

This study is to evaluate promotional techniques, consumer behaviour, and competitive aspects through the lens of emerging K-Pop artists in the UK market. The primary focus of this research is on the UK market. In this research, Jaejun Yoo, a rising star from Goldsmiths University, dives further into the strategies that they may use in order to sell themselves in the United Kingdom. All of the following are included in the scope:

- An examination of the present situation of the K-Pop market in the United Kingdom as well as projections for its future.
- One of the most recent trends in consumer behaviour is a study of the preferences and viewpoints of British people towards Korean pop music.
- A look at the dynamics of competition and the key participants in the UK music business is included in this analysis of competitive factors.

Relevance of the Study:

The rapid ascent of K-Pop has shook South Korean musicians and the economy to their very cores. K-Pop has been particularly disruptive. Emerging artists confront enormous challenges when attempting to penetrate into established markets such as the United Kingdom, despite the phenomenon of K-Pop's widespread popularity. This research helps discover the most successful advertising techniques that are specific to the UK market, which contributes to the identification of important information for artists and industry stakeholders. Upon completion, the project will have responded to these restrictions and made a contribution to the continuing discussion about the promotion of international music and the growth of artists.

Research Question:

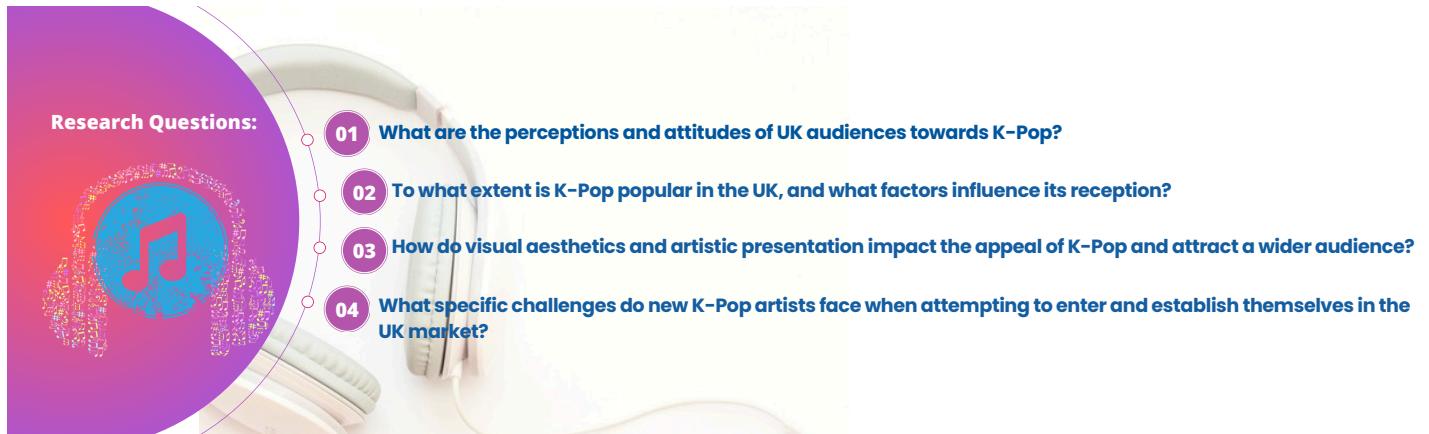
How can an up-and-coming K-Pop artist effectively use global K-Pop trends to set themselves apart from longer-standing competitors in the cutthroat UK market?

Aim and Objectives:

- Make an individualised advertising campaign for Jaejun Yoo based on their musical journey as a vehicle for self-discovery, and then analyse it. The campaign should specifically target the business sector in the United Kingdom.
- Our objective is to increase the artist's exposure and engagement via the implementation of a social media campaign that is specifically geared towards the market in the United

Kingdom.

Research Questions:



Rationale of the Study:

Knowing how new artists might break into international markets like the UK is crucial, given K-Pop's enduring impact on global music trends and its considerable role in South Korea's economic growth. New artists in the K-Pop genre have unique challenges when attempting to break into other markets, despite the genre's immense popularity. Practical insights are sought for by this study, which tries to analyse successful promotional strategies and understand the role of digital marketing and visual presentation. With an eye on Jaejun Yoo's future, this research aims to present innovative and useful suggestions that could boost his profile in the music industry and advance the field of music marketing as a whole.

Framework



Fig- Concept Development

Roadmap

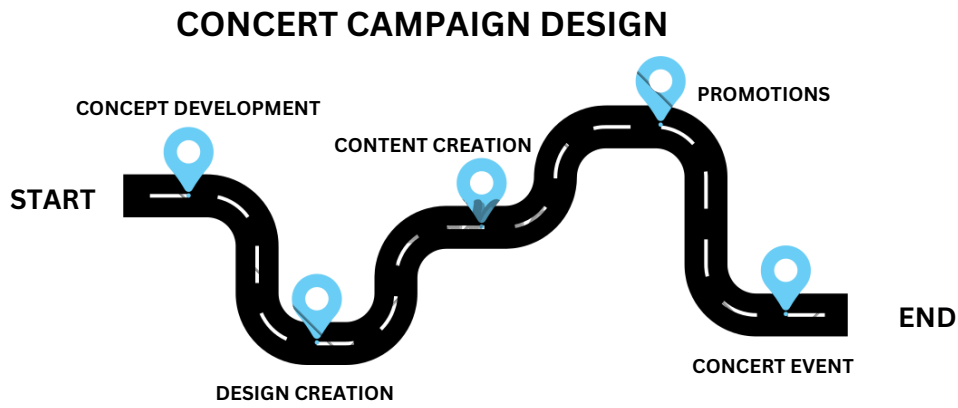


Fig - Campaign Roadmap

- **Concept Development:** Working together with Artist Jaejun Yoo & KCCUK to generate ideas and map out a strategy.
- **Design Creation:** Posters, social media graphics, and promotional films are all part of design creation.
- **Content Creation & Review:** Artist & KCCUK review.
- **Promotion:** Video premieres, social media scheduling, and printing are all part of the distribution and marketing plans.
- **Concert Event:** The execution of the live music event.

Methodology



Fig - Flowchart of Methodology

Research for this project employed a comprehensive mixed-method technique, drawing from both primary and secondary sources to gather solid facts and insights about the creative and thematic processes examined in the "Echoes of Solace: EnRoute to Lost Pieces" campaign. Extensive understanding of the subject area was the driving force behind the development of this technique, which guarantees complete and relevant findings.

Scene	Details	Commentary
Interviews with Jaejun	Objective: Get into Jaejun's head—no, not literally, just his thoughts on music and life.	"So, Jaejun, do you think K-Pop can save the world, or is that just BTS?"
Vox Pop: UK Residents on K-Pop	Objective: Discover if K-Pop is as big in the UK as fish and chips.	"What's K-Pop? Is that the new pop-up Korean restaurant?" (Surprisingly, not the worst answer.)
Academic Discussion with Prof. Mike McNally	Objective: Understand K-Pop's influence in the UK. Is it more powerful than tea and crumpets?	"Professor, would you say K-Pop is like Shakespeare in musical form? Or more like the Beatles with better hair?"

Data Collection in Action: A Breakdown

Method	Description	Take
Semi-structured Interviews	Dig deep into Jaejun's soul (or as far as he'll let us) to uncover his musical ambitions.	"Jaejun, on a scale of 1 to 10, how much do you love talking about yourself?"
Vox Pop Interviews	Ask random Londoners what they think about K-Pop and see how many think it's a new brand of cereal.	"If you've never heard of K-Pop, just smile and nod—trust us, it works."
Informal Discussions	Chat with a professor who probably knows more about K-Pop than you do, but don't let him know that.	"So, Professor, would you describe K-Pop as an academic phenomenon, or just really catchy noise?"

Research Strengths and Weaknesses: A Light-hearted Comparison

Strengths	Weaknesses	Take
Mixed Methods	Combines the best of both worlds—like a musical mashup but with more charts.	"Warning: May cause headaches if you're not a fan of multitasking."
Qualitative Insights	Helps us get personal with our data.	"But if you're introverted, you might wish you were analyzing spreadsheets instead."
Secondary Research	Gives us the wisdom of the ages—well, as long as those ages include BTS.	"Just be careful of outdated info—nobody wants to be quoting the K-Pop trends of 2010."

Campaign Plan: Echoes of Solace

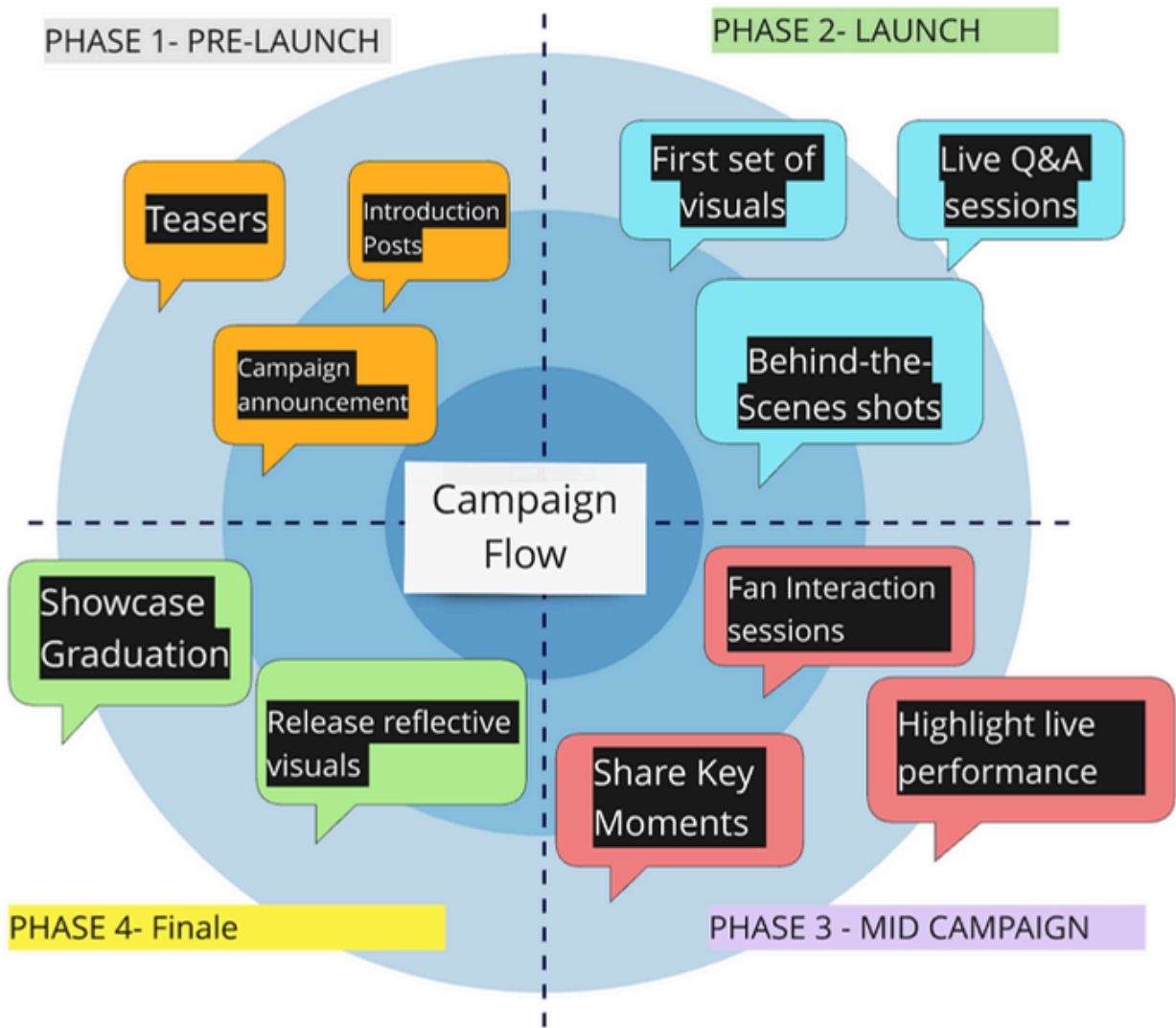


Fig- Campaign Phases

Phase	Key Activities	Spin
Pre-Launch	Teasers and introductions to Jaejun. Hype it up like he's the next big thing—because he just might be.	"Think of it as foreplay, but for your social media feed."
Launch	Officially start the campaign—cue the dramatic music and overly enthusiastic social media posts.	"It's showtime! Or as we call it, 'Let's-see-how-fast-we-can-go-viral' time."
Mid-Campaign	The juicy part—live performances, interactive posts, and fan engagement.	"Get ready to make some noise—literally. Earplugs not included."
Finale	Keep the momentum going with updates, behind-the-scenes content, and maybe even some bloopers.	"It's like the post-credits scene in a Marvel movie—only more musical, and with fewer superheroes."
Post-Campaign	Keep the momentum going with updates, behind-the-scenes content, and maybe even some bloopers.	"It's like the post-credits scene in a Marvel movie—only more musical, and with fewer superheroes."

Concert Highlight: Barbican Centre & KCCUK Collaboration – Let the Fun Begin

Activity	Description	Twist
Live Performance	Jaejun's live concert with the full K-Pop treatment—flashing lights, swooning fans, and epic beats.	"We can't guarantee he'll do a backflip on stage, but hey, anything's possible."
Cultural Sessions	Workshops and Q&A sessions on Korean culture. Get cultured, and maybe learn how to say 'I love K-Pop' in Korean.	"Think of it as a crash course in 'Korean 101'—complete with subtitles."
Meet-and-Greet	Get up close and personal with Jaejun—like, really close.	"Autographs, selfies, and awkward small talk—what more could you want?"
Merchandise Stall	Grab some exclusive tour merch, because wearing it instantly makes you cooler.	"Buy the t-shirt, tell your friends you knew Jaejun before he was famous."

Discount Strategy for Concert Tickets

To provide accessibility and attract a broader audience, the campaign will include a well planned concert ticket discount programme:

Discount Type	Description	Discount (%)
Early Bird Discounts	Tickets purchased within the first two weeks	20%
Group Discounts	Group bookings of five or more tickets	15%
Student Discounts	Students with valid ID	10%
Social Media Contests	Free or discounted tickets through contests	Variable

Thematic Analysis with a Smile

Step	Description	Angle
Familiarization	Get cozy with the data—like Netflix, but with research.	"Binge-watch your way through those interviews—popcorn optional."
Coding	Tagging data like it's the ultimate game of hide-and-seek.	"It's like playing detective, but with more highlighters."
Identifying Themes	Find the patterns—because who doesn't love a good plot twist?	"You'll feel like Sherlock Holmes, but with less drama and more data."

Proposed Timeline

Duration: 3 months (with potential extension based on success)

Campaign Elements

1. Visual Storytelling

(1) Create exceptional photographs and videos that chronicle Jaejun's whole journey from his arrival to his triumph.

(2) Employ certain colour palettes to convey a range of subjects and emotions.

Storyline

Act 1: The Arrival

Scene	Visuals	Narration	Color Palette	Theme	Location
Scene 1: Arrival at Heathrow Airport	Jaejun stepping out of the airport, carrying a suitcase and guitar case	"Junjae, a talented young musician from Korea, arrives in London with dreams of making his mark in the global music scene. He has already composed several albums in Korea and now seeks to refine his craft by pursuing a master's degree in music at Goldsmiths, University of London."	Cool Blues (#A3C4DC), Warm Yellows (#FFDD57)	Excitement, New Beginnings	Heathrow Airport
Scene 2: Settling in Shoreditch	Jaejun moving into a small, cozy apartment in Shoreditch, unpacking his belongings	"Jaejun finds a small flat in Shoreditch, a neighbourhood known for its artistic and cultural vibrancy. It's a far cry	Earthy Tones (#A57C55, #D1D5D8)	Adaptation, Exploration	Shoreditch (or use personal home footage)

		from the familiarity of his home in Korea, but he's determined to immerse himself in the city's creative pulse."		
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Act 2: The Struggles

Scene	Visuals	Narration	Color Palette	Theme	Location
Scene 3: First Day at Goldsmiths, University of London	Jaejun walking through the campus, attending classes, meeting new classmates	"At Goldsmiths, Jaejun meets fellow musicians from around the world. The coursework is demanding, pushing him to explore new facets of music theory and composition."	Neutral Tones (#D2B48C, #F4F4F4)	Challenge, Growth	Goldsmiths, University of London
Scene 4: Heartbreak at Primrose Hill	Jaejun and a love interest sharing moments at Primrose Hill, then a breakup scene at the same spot	"Despite the excitement of a new city, Jaejun faces the pain of heartbreak. The serene beauty of Primrose Hill, where they once shared happy moments, now becomes a place of sorrow."	Soft Pinks (#F8BBD0), Gentle Corals (#FF7F50)	Love, Heartbreak	Primrose Hill
Scene 5: Frustration and Isolation	Jaejun wandering the rain-soaked streets of London, looking lost and disheartened	"The weight of loneliness and the pressure of his studies begin to take a toll. Jaejun feels increasingly isolated,	Dark Blues (#2C3E50), Rainy Grays (#6C3483)	Loneliness, Doubt	Soho, Covent Garden (Rain-soaked streets)

		questioning his decision to leave Korea"			
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Act 3: The Turning Point

Scene	Visuals	Narration	Color Palette	Theme	Location
Scene 6: Finding Solace at the Victoria and Albert Museum	Jaejun exploring the Victoria and Albert Museum, captivated by the art installations	"In his search for inspiration, Jaejun visits the Victoria and Albert Museum. There, he finds solace in art, reigniting his passion for creativity."	Serene Greens (#20B2AA), Soft Whites (#FFFAFA)	Inspiration, Renewal	Victoria and Albert Museum
Scene 7: Performing at the Green Note in Camden	Jaejun performing an original composition at the Green Note, the audience reacting positively	"Encouraged by a newfound friend, Jaejun performs at the Green Note in Camden. The intimate setting and the audience's warm response remind him of the power of his music."	Vibrant Reds (#FF5733), Warm Oranges (#E67E22)	Confidence, Connection	Green Note, Camden

Act 4: The Resurgence

Scene	Visuals	Narration	Color Palette	Theme	Location
Scene 8: Collaborative Projects at the Barbican Centre	Jaejun collaborating with other artists at the Barbican Centre, creating new music	"Jaejun begins to collaborate with fellow artists at the Barbican Centre. These collaborations open new avenues for his music, blending different genres and styles."	Collaborative Blues (#3498DB), Creative Purples (#9B59B6)	Collaboration, Innovation	Barbican Centre
Scene 9: Recording at Abbey Road Studios	Jaejun recording a new album at the iconic Abbey Road Studios	"With renewed vigor, Jaejun records his new album at the legendary Abbey Road Studios. The experience is a dream come true, symbolizing his journey from despair to triumph."	Iconic Blacks (#000000), Classic Whites (#FFFFFF)	Achievement, Triumph	Abbey Road Studios
Scene 10: Graduation and Beyond	Jaejun graduating from Goldsmiths, celebrating	"As Jaejun graduates from Goldsmiths, he reflects	Celebratory Golds (#FFD700), Graduation	Celebration, Reflection	Goldsmiths, University of London; various celebratory

	with friends, performing at a major London venue	on his roller coaster ride of emotions. His journey in London, filled with both heartache and inspiration, has shaped him into a more profound artist."	Blues (#4169E1)		spots around London
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Act 5: Epilogue

Scene	Visuals	Narration	Color Palette	Theme	Location
Scene 11: Reflecting by the River Thames	Jaejun standing by the River Thames, looking at the Tower Bridge, guitar in hand	"Jaejun stands by the River Thames, contemplati ng his journey. London, with all its challenges and triumphs, has become an integral part of his story. His music now carries the essence of his experiences, a testament to his resilience and growth."	Reflective Blues (#87CEEB), Tower Bridge Whites (#COCOCO)	Reflection, Resilience	River Thames, Tower Bridge

Hashtag Strategy

Popular Hashtags in the K-pop Scene:

Hashtag	Posts (Total)	Posts (Daily)	Avg. Likes	Avg. Comments
#btsarmy	47.8M	11.5K	940	22
#jungkook	73.3M	4.2K	801	7
#kpop	133.3M	10.1K	1K	0
#jimin	71.4M	3.3K	645	18
#army	64M	2.2K	1.2K	25

@source: <https://iqhashtags.com/hashtags/hashtag/bts>

Popular Hashtags for Music Artists:

Hashtag	Posts (total)	Posts (daily)	Avg. likes	Avg. comments
#music	471.2M	61.7K	1.7K	23
#musician	48.3M	3.5K	2.6K	41
#singer	69M	5.9K	612	15
#livemusic	45.6M	9.7K	2.7K	42
#guitar	54.7M	4.7K	555	4

@source: <https://iqhashtags.com/hashtags/hashtag/musicians>

Analysis

Current Listener Base

The artist's number of followers has dropped dramatically as a consequence of their virtual disappearance from social media. Even if the musician has obvious talent and has released music before, their prospects of awareness and contact have dropped due to digital isolation. Possible growth has been impeded due to the lack of an online presence, demonstrating the critical requirement of a robust digital strategy.

Impact of Social Media Marketing

An artist's profile may skyrocket if they master the technique of social media promotion. The anticipated impact of leveraging social media engagement is substantial.

Social Media Marketing Impact

Metric	Expected Increase
Social Media Followers	+50%
Streaming Numbers	+30%
Audience Reach	+45%

Social Media Engagement Impact

Extremely important is the smart use of both common and unique hashtags. Using popular hashtags gets more eyes on your content, while using creative and unusual hashtags gets more people to engage with it. Here are the consequences of different types of hashtags:

Type of Hashtag	Example	Impact
Trending Hashtags	#Kpop, #NewMusic #musician #music	Increased visibility by 35%
Creative Hashtags	#JaejunOriginals #JaejunJourney	Enhanced engagement by 25%

Hashtag Strategy: This two-pronged approach ensures that the artist takes advantage of current trends while still maintaining a unique identity that stands out in a crowded market.

Voxpop Survey Results

According to a voxpop study, 80% of Londoners are acquainted with K-Pop, but 70% aren't. This shows that there's a big gap in the UK K-Pop market penetration and that focused awareness initiatives are needed.

Voxpop Survey Responses

Response	Percentage
Positive (K-Pop Fans)	80%
Negative/Indifferent	20%
Unaware of K-Pop	70%

Insights from Professor Mike McNally

Quote from Professor Mike McNally:

"The music business is a cruel and shallow money trench, a long plastic hallway where thieves and pimps run free, and good men die like dogs. There's also a negative side." –

Hunter S. Thompson

Professor Mike McNally's comments highlight the importance of story in music promotion. Mood boards and visual themes enhance effective storytelling, which in turn creates a deeper connection between the artist and the audience. The importance of social media in building brands and engaging audiences is shown by real-life examples of singers who sought internet recognition before signing record deals.

In addition, McNally stresses the value of partnerships with cultural institutions like KCCUK. Collaborations like this might help the artist get more respect and open doors to new possibilities. And unlike the pervasive "good guy" image in K-Pop, he notices a cultural leaning in the UK towards rebellious iconography. These results suggest that changing the artist's public persona can be crucial for reaching the local audience.

Campaign Strategy:

The goal of the marketing strategy is to increase the artist's audience by 30% in only three months by using a variety of methods:

- Storyboarding: Crafting an enthralling tale with the use of mood boards and visual graphics.
- Using trending and new hashtags to increase interaction on social media.
- Joint Ventures: Cooperation between KCCUK and Korean businesses in the UK.
- Outdoor concerts and street performances are examples of live events.

Campaign Strategy Components

Component	Details
Storyline Creation	Developed a narrative with mood boards showcasing the theme and visuals
Social Media Engagement	Implemented trending and creative hashtags
Collaborations	Partnered with KCCUK and local Korean brands
Live Events	Organized a concert in collaboration with KCCUK

Marketing Campaign Timeline

Month	Activities
Month 1	Establish social media presence, implement hashtags, engage with potential fans
Month 2	Increase content creation, release short videos, interact with followers
Month 3	Focus on collaborations, organize live performances

Expected Outcomes

The anticipated results of this campaign are promising:

Metric	Expected Increase
Social Media Followers	+50%
Streaming Numbers	+30%
Audience Reach	+45%

In a nutshell, local collaborations, targeted social media campaigns, and clever narrative integration are going to do wonders for the artist's visibility and involvement in the UK market.

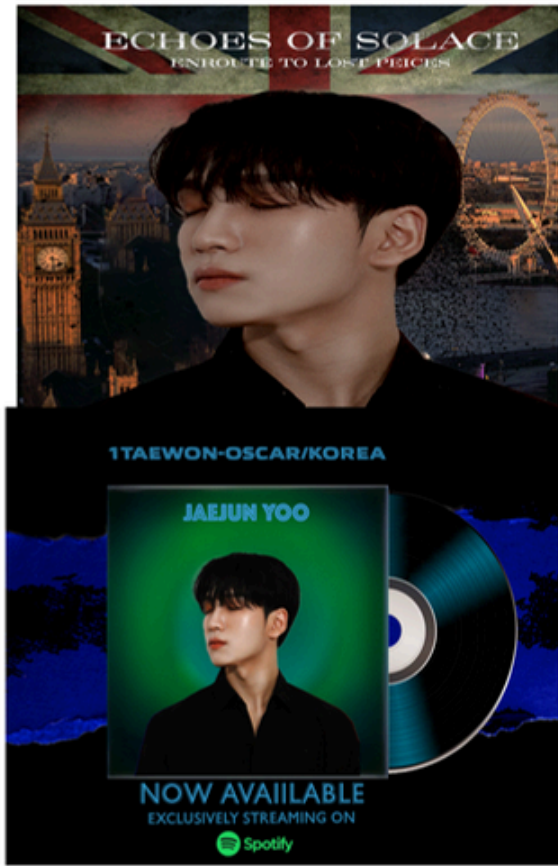
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Introducing Posters & Concert Tickets

POSTERS & TICKETS

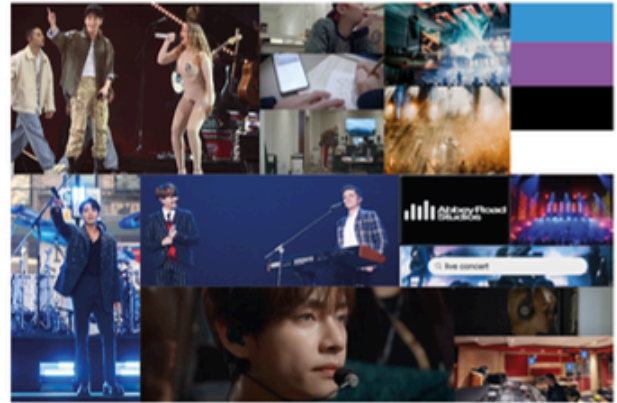
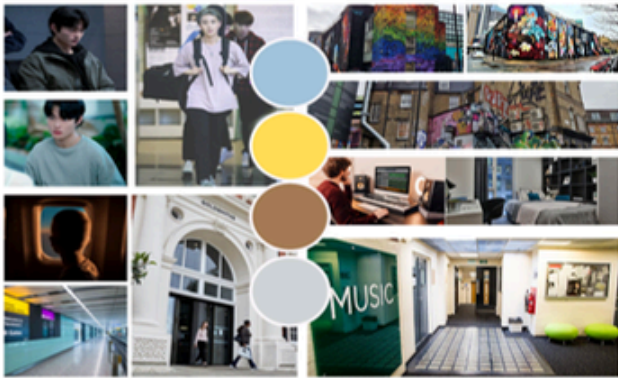
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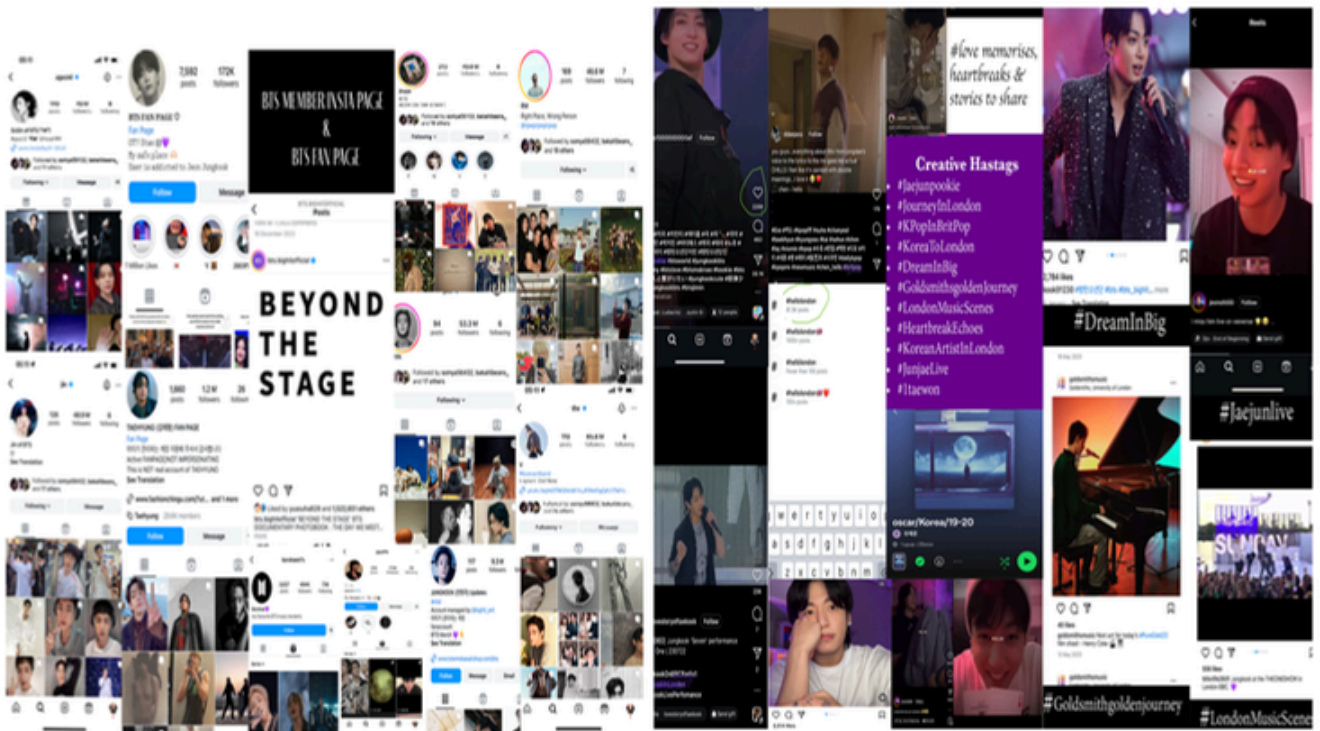


Moodboards

STORYLINE MOODBORDS



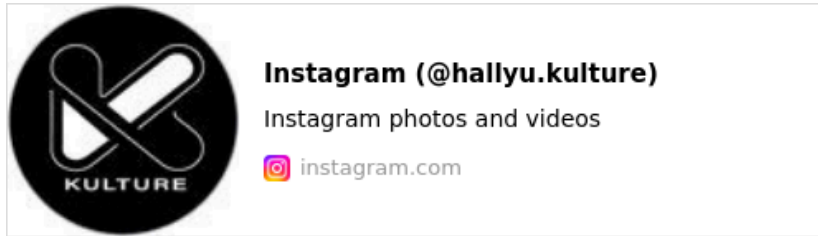
MOODBOARD- SOCIAL MEDIA & HASHTAGS



Logos



KULTURE



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Testimonial

APPENDICES

APPENDIX 1- INTERVIEW WITH JAEJUN

Interviewee	Jaejun Yoo (Artist)
Interviewer	Aishwarya Bute
Date	30/06/2024
Location	Zoom Meeting
Duration	30 mins
E-mail Id	oscartrip@naver.com

Time	Interviewer	Interviewee
12:00	How are you doing? Tell us a bit about yourself. How would you describe yourself?	Hello, I'm Jaejun Yoo, an independent artist. I released three albums in 2019-2020 (one EP and two singles), and I'm preparing for releases and activities in the UK.
	What kind of music are you interested in? Who or what inspires your compositions? What's the theme of your work?	As I've delved deeper into music, my interests have become more defined across different roles and fields. I enjoy various musical styles, and my tastes are constantly evolving. At the moment, I'm particularly inspired by Lianne La Havas as a songwriter and vocalist, Madeon as a producer, and Hozier as an artist.
	You came to the UK after pursuing a music degree back in Korea. Why the UK?	Actually, I obtained my music degree here in the UK. I started my music studies here to develop a unique musical style and taste. I was really keen to draw diverse inspirations from Western culture.
	How much variance do you see between K-pop and UK music?	About 5-10 years ago, before K-pop became widely popular, my

friends and I often discussed how K-pop lagged behind in industrial and artistic perspectives by about 2-3 years. While I agree with some criticisms regarding the authenticity and responsibility of music, I believe that K-pop has caught up or even advanced from an industrial viewpoint. However, there's still room for growth regarding authenticity and responsibility in the art artists represent. Ensuring authenticity in K-pop's commercial and efficient breakthrough into the global market aligns with how I wish to contribute to the culture

What do you think about the difference in terms of preference or taste between listeners here and in Korea?

I believe every musician has a unique taste in music. Having not been to Korea for nearly three years, I'm unsure if I can answer this definitively, but I'd say listeners here have a balanced taste, enjoying a wide range of music based on their favourite artists. In Korea, artists often appear on various shows and engage in seasonal activities

		<p>beyond album releases. There seems to be a tendency to listen to music from their favourite artists and distinct genres from international artists.</p>
	<p>What are the major challenges for you in breaking into the UK market?</p>	<p>The main challenges are language and adaptation. It will take another five years to express myself freely in English lyrics. This aspect was unexpected for me. I've used words that don't fit the context, forced rhymes due to pronunciation, and written overly ornate lyrics, receiving various advice from fellow musicians. Initially, I was pretty impatient, but now I'm more focused on making steady progress. Adaptation is another challenge. While new environments are exciting, they can also be exhausting. Although I haven't been able to fully showcase my abilities, I feel I'm making progress, and my overall musicianship is flourishing.</p>
	<p>Are you aware of the Hallyu wave? Do you</p>	<p>Yes, I definitely think so. Any Korean would</p>

	<p>think the trend benefits artists in capturing foreign markets?</p>	<p>probably agree that this extends beyond artists to interpersonal relationships. The extent to which it helps artists would need to be experienced firsthand, but I'm grateful for it.</p>
	<p>Is there any story you would like to share about your composition or behind the process?</p>	<p>Creating narratives for album tracks is always fascinating. I strive for themes and the organic connection between songs, which I believe enhances the overall completeness of an album. This approach adds an exciting dynamic to the production process. Conversations with friends and fellow musicians often contribute to this. Their humorous request that I buy them a house if I become successful is a fun aspect of this journey. I hope that day comes.</p>
	<p>How high/far do you want to reach?</p>	
<p>12:30</p>	<p>What are your expectations from London in terms of exposure and career?</p>	<p>I expect to be able to try various things and see the results of my efforts. Compared to Korea, there are significantly</p>

more performance opportunities for independent artists and a diverse audience in London. This expectation is reinforced by my marketing studies. As I prepare for album releases, I plan to steadily work on personal projects, cover content uploads, busking, small performances, and recording uploads. The accumulated exposure from these activities, analysis, and related promotions will help expand my recognition. More than detailed plans, my broad expectations of the welcoming environment will drive my continuous career development.

Professor	Mike McNally
Student	Aishwaya Bute
Date	12/07/2024
Location	Teams Meeting (Online)
Duration	45mins
E-mail Id	mike.mcnally@uca.ac.uk

Speaker	Dialogue
Me	Good morning, Professor. Thanks for taking the time for meeting today.
Professor	Good morning! No problem at all. How can I help you?
Me	I wanted to get a deeper understanding of the music industry, especially regarding promotion tactics and the role of A&R in music label records and scouting new talent. I've heard there's a lot to it.
Professor	Absolutely. A&R, or Artists and Repertoire, plays a crucial role in the music industry. They are essentially talent scouts and artist developers. They listen to demos, go to gigs, and decide if an artist is worth signing based on potential and fit with the label.
Me	I see. And I think there's both a digital and physical version of A&R's work, right?
Professor	Yes, that's correct. I think in Library. they have a whole chapter on A&R that's really good. I often talk about her every single day because she's superb. It's an excellent resource. The Harrison's book "Music: The Business," which is amazing. She has a great chapter on A&R that you can reference from.
Me	Okay. I go through the chapter once. Thank you for suggesting the book.
Professor	One thing to get clear is whether you're talking about marketing a K-pop band or artist in the UK or just marketing a K-pop band or artist in general.

You	I'm marketing a K-pop artist who is a newbie in the UK. He's studying at Goldsmiths, has produced some music in Korea, but he's not getting much exposure here. It might be due to inadequate networking or not utilizing the right channels.
Professor	Is he signed to a record label?
Me	No, he isn't yet.
Professor	That's crucial. Record labels and publishing companies manage different aspects. Publishing companies handle lyrics and sheet music, while record labels manage the master recordings. There are also agents who represent artists for live gigs and A&R people who focus on signing and developing new talent.
Me	So, A&R involves both discovering talent and developing them?
Professor	Exactly. The job starts with signing new talent—receiving demos, seeing the artist live, evaluating their potential, and deciding if they're worth the investment. Developing an artist involves working on their singles, their image, and collaborating with the promotions department to place them in magazines, on social media, and on the radio. The key thing A&R looks for is the artist's story. The music business is all about stories, and an artist without a compelling story is a hard sell.
Me	That make sense. Stories are essential for artist to connect his craft to the audience.
Professor	One challenge for your artist is that people tend to discover K-pop through major

	<p>corporations in Korea who spend a lot on developing these artists. However, now K-pop is becoming more global, like how Seventeen played at Glastonbury. But is your artist Korean ?</p>
Me	<p>Yes, he is Korean.</p>
Professor	<p>Authenticity is important. Being Korean helps with K-pop authenticity, but he needs to be visible and active, especially on social media. Is he making music currently?</p>
Me	<p>Yes, he is. He has some albums on Spotify, but he's not very active on social media, which is a problem. I've been telling him to utilize social media more.</p>
Professor	<p>That's crucial. I will give you an example, one of my students recently managed to get interest from a major record label because her band went viral on TikTok and got onto major Spotify playlists. Labels now expect artists to bring something to the table.</p>
Me	<p>So, it's not just about talent but also about having a developed brand and following?</p>
Professor	<p>Yes, definitely. Once you've completed it, get it graded and then we can refine it for industry presentation. This will help you showcase your understanding and ability to develop a comprehensive marketing campaign.</p>
Me	<p>That's really helpful. I'll make sure to build his brand and then move on to getting him noticed by the right people.</p>
Professor	<p>Exactly. Focus on building a strong brand,</p>

	leveraging social media, and creating a compelling story. Once you have that, the rest will follow. Good luck, and keep me updated!
Me	Thank you so much, Professor. I'll definitely share my campaign with you once it's ready.
Professor	My pleasure. Looking forward to it. Have a great day!
Me	You too. Thanks again!