



GINNI Case Study

Branding, Advertising, Press/PR, Marketing, Sponsorship and Production

About Ginni the Artist



Deborah discovered Ginni, a very talented singer songwriter, during local open mike nights. South African born Ginni was an experienced versatile multi-instrumentalist who could write great songs. As a mature artist, she was experienced with both recording and performing and had a large catalog of songs she wanted released.

Deborah became interested in starting a record label further to a music industry training course, originally attended to support her ideas for the madammusic.com music portal. Ginni later became one of two acts Deborah was interested in signing.

Attracting Partners

In the music industry, producers and press/pr companies choose which artists they would like to work with. Association with great brands, music and artists is key to their reputation. More importantly however, they want to work with brands they believe in and can impact. Therefore, the first stage process after successfully signing Ginni was to build a profile, proposition and marketing pack to attract partners.

Deborah co-ordinated the production of a marketing pack, which included photos, biography, press releases and demos, and a link to a web site she had built at ginnimusic.com. The marketing pack was described by a top music press/pr company as “major record label standard”. Deborah was successful at securing a leading regional radio plugger, a leading national tv/radio plugger and a top producer management company who co-ordinated a meeting for Deborah and Ginni with producer Mark Wallis (U2, Travis, REM, Keane). While for both budgetary and stylistic reasons, Mark was not chosen for this particular project, Mark’s interest was received as a great honour and was very certainly encouraging. A production team more suited to the Ginni project was formulated to produce the GINNI album.

Branding

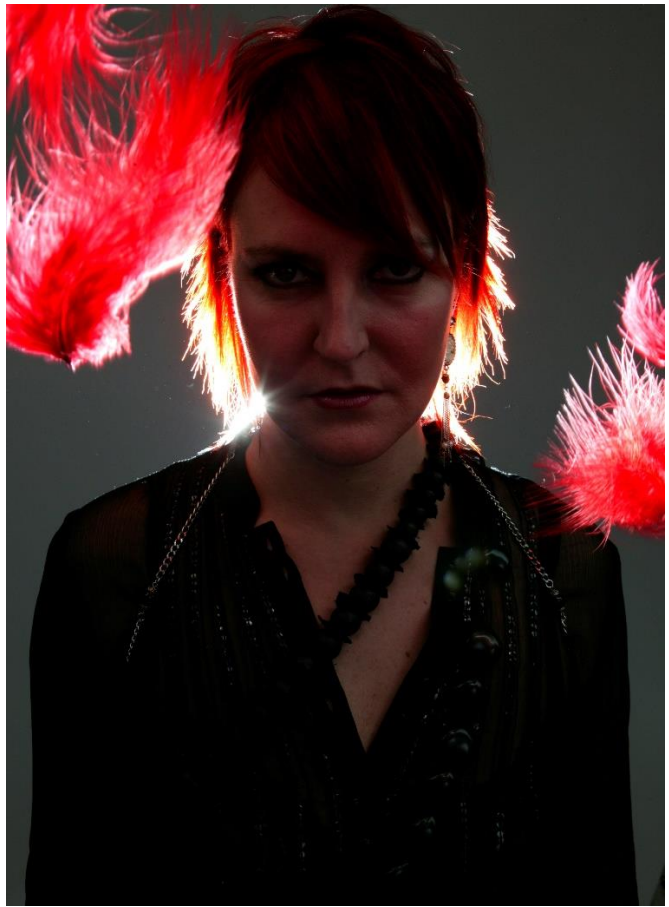
Deborah wanted to create a brand for both Ginni the artist and the album. It was agreed to drop her last name and the album was given the same name. Deborah introduced the red feather as a brand symbol to use throughout the album and ‘Jump the Sky’ single marketing – She chose the red feather as a reflection of Ginni’s personality and her signature bright red hair. The floating nature of a feather was also particularly appropriate to the single.

Artwork, Photography and Media

One of Deborah’s strengths is an eye for design. She sourced and co-ordinated the production of GINNI artwork with a leading designer. *(Left to right: Ginni logo, Jump th Skye single front cover, GINNI album front cover)*



Deborah sourced a specialist music photographer to complete a brand focused photoshoot using the red feather symbology throughout.



Music Video

Deborah also ensured red feathers were used throughout the music video.



Web Site

Deborah ensured consistent branding through the ginnimusic.com web site which she produced herself.

GINNI

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NEWS

17/10/2006 -Ginnimusic.com Prize Winners Announced [Click here](#)
30/09/2006 - No More Ginni Recordings with Madam Music [Find out More](#)
12/06/06 - The Official Ginni Forum is now live. Fans can post comments, chat with Ginni and other fans in the online community, as well as participate in competitions and fan feedback. [Visit Forum](#)
20/05/2006 - You can now download GINNI from itunes, Napster and Rhapsody, as well as [Tunetribe.com](#) and [madammusic.com](#)
12/04/2006 - Ginni to appear live on BBC Radio. After a successful performance on BBC Ulster last week, Ginni is to perform live on BBC Berkshire - from 11:00 on Thursday 13th April. [More Radio](#)

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HIGHLIGHTS



GINNI album £7.99

FULL STOP NSPCC

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"Ginni stomps her feet, curls her lip and projects confidence daring to look right into the eyes of her audience". (Josaka.com)

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Album Production, Licensing and Distribution

Production of the album, through to registration, manufacturing and distribution was a huge enterprise which required significant on the job learning and co-ordination by Deborah and her team.



Deborah's key success was in digital distribution of the album, which is available on **iTunes U.S., iTunes Canada, iTunes Japan, iTunes U.K./Europe, iTunes Australia, Rhapsody, MusicNet, Napster, eMusic, Sony Connect, BuyMusic and Tunetribе.**

The physical album was sold through the company's music portal store at madammusic.com, which Deborah had also built. The album is also available through Super-D distribution in the US.

Marketing

As a small label without significant budget for marketing, Deborah's objective was to sub-license the album to a major label and/or labels internationally. Building an attractive profile and proposition was key. In addition to press and PR, Deborah co-ordinated a music event in Windsor Royal Station headlined by Ginni, with help from numerous sponsors, and promoted the GINNI album at Midem (The music industry's annual event held in Cannes). Deborah submitted Ginni's 'Jump the Sky' single to the BPI (British Phonographic Industry) for inclusion in their 'Music at Midem CD', a showcase CD produced by the BPI to gain interest from international labels around the globe in British music talent. '*Jump the Sky*' won a place alongside artists such as Nizlope, Goldie Lookin Chain and the Delays.



Sponsorship

As well as obtaining sponsorship for Windsor Royal Station's Musical May event headlined by Ginni, Deborah also managed to gain help from the London College of Fashion.


Ginni needed a style makeover, and she offered the London College of Fashion the opportunity for a fashion student to build their portfolio by acting as stylist for Ginni during a key photoshoot. The stylist obtained clothing and accessories sponsored by leading fashion brands for Ginni to wear during the shoot. Deborah also arranged a makeup artist and when Ginni forgot her guitar for the shoot, Deborah borrowed a rare Gibson guitar from a nearby music store in exchange for placing their name on the album cover and credits on the GINNI web site.



Press and PR

Deborah had already attracted a leading music press company ready to start work once the GINNI story grew and there were newsworthy events. In the interim, Deborah coached a team member through music press release writing (a skill Deborah had learned on a music industry music pr and marketing course), provided editorial and support through the process. Now running press in house, Deborah's team managed to get good local press coverage including an interview with BBC Berkshire:

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Interview: Ginni
She's won a BBC music contest, she describes her music as "versatile, emotive and edgy", she's amassed hundreds of fans and she's got a new album coming out. We catch up with Berkshire's Ginni.

So Ginni, it's been quite a few years since you won BBC Berkshire Online's music competition, what have you been up to since then?
"Through this competition, I won 3 days recording at Running Frog, a local Windsor studio. This led to the completion of my second solo album with my band – completely self-financed. I released this album in July 2004 at The Windsor Arts centre.

Listen to Ginni on the Henry Kelly show on Thursday 13 April 2006:
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"On 2 September 2004 I signed to Madam Music Records and have since recorded a new album at Westside Studio in London and filmed a video for the single Jump The Sky – this was an exhilarating experience. I was also given the privilege of keeping my band on board for this – they are very special to me as friends and as musicians."

I see looking at your new single cover that you've got a new image – what amazing red hair!
"Thank you! I have had many colours for my hair over the years and it has been one of my trademarks – I have always gone for fiery colours . In 2004 I left my hair without colour to give it a breather

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http://www.bbc.co.uk/berkshire/content/articles/2006/02/06/ginni_hogarth_interview_feature.shtml

Radio and Video

Regional and national pluggers gained airplay for ginni's 'Jump the Sky' single and managed to get the music video at Fitness First health clubs, Tony & Guy salons, as well as 400 bars and clubs across the UK.

Knowing When to Stop

During and post album launch, which had been delayed due to a bereavement experienced by the artist, there had been a number of challenges including artist ill-health affecting the promotion and success of the album. Deborah who had made both a financial and emotional investment in the project, made a tough business decision to discontinue the GINNI project. However, there were a number successes achieved along the way, which included gaining valuable experience and building new relationships, which can be applied to new marketing, digital or business leadership roles and projects.