

THE CORE COMPETENCIES OF NAPALMPOM MARKETING PLAN

Artist Name: Napalmpom

Album Title: The Core Competencies Of Napalmpom

Release Date: Fall 2016 (September)

Label: Teenage Rampage Records (The Mandates, Vicious Cycles, Greenback High)

Distributor: CD Baby (all major digital and physical platforms), Bandcamp

Producer: Lorrie Matheson (Samantha Savage Smith, Art Bergmann, Rae Spoon, Reuben & The Dark)

Studio: Arch Audio

Mixed: Lorrie Matheson/Napalmpom

Mastered: J.J. Golden at Golden Mastering (Sharon Jones, Soundgarden, OFF!, Neko Case)

Album Artwork: The Little Friends Of Printmaking

Tracklist

The Core Competencies Of Napalmpom Vol I

Side A:

01 - Get Love (3:13)

02 - Stop The Presses (2:43)

03 - Show Me What You Can Make (2:53)

04 - Watch It Burn '78 (3:41)

05 - Ghost Bike (2:41)

06 - Bridges In The Sun (3:09)

Side B:

07 - On Her Own Wings (4:10)

08 - Last Legs (3:32)

09 - Miss You Miss (3:30)

10 - Shots In The Dark (3:19)

11 - Pretty Great Machine (4:21)

All songs written, composed, arranged, performed by Napalmpom

Details Of Sound Recording

Lorrie Matheson (producer: **Samantha Savage Smith, Rae Spoon, Reuben & The Dark**) will record and produce the album at his studio, **Arch Audio**. Matheson's familiarity with and love of the band's material and encyclopedic knowledge/giddiness over classic rock & roll and punk records and recording techniques were instrumental in turning "The Unconditional Love Of Napalmpom" from a rough sketch of a great rock & roll album into one that is a worthy love letter to the songs of Thin Lizzy, Boston, Black Flag and the MC5 and we couldn't be happier to work with him again.

Once the album is recorded, mixed and sequenced, **J.J. Golden (Sharon Jones & The Dap Kings, OFF!, Soundgarden, Neko Case, etc.)** at **Golden Mastering** will master the album, giving it a not overly compressed, full and warm dynamic range that lends itself to repeated and careful listening.

Napalmpom wishes to The Little Friends of Printmaking complete the album cover design and unified marketing campaign. The album cover concept is a professional, eye-catching, thematically appropriate one that is novel enough to demand attention. It involves an album cover showing of a Rube Goldberg machine with the ultimate goal of a self-back pat, a commentary on why anyone makes music anymore.

Marketing Campaign Overview - “Serious Fun”

We intend to direct our marketing efforts along an over-arching theme: **that the fun of rock & roll does not mean it isn't serious.**

This theme, unified across all of our marketing efforts, will direct itself along three principles that will be manifest in all marketing initiatives:

- **Interactivity:** encouraging listeners to engage with the band's live show to earn specially-produced merit badges doled out by the band for participation;
- **Encouragement of critical analysis:** to encourage listeners to think critically about the album - how it was made, what is going on musically in it, etc. rather than dismiss it, as so many might, as an ironic throwback or “joke rock.” This will be seen in the transcription and sharing of the album's songs in guitar tablature.
- **Informational activities:** Award-winning filmmaker Corey Lee (Legend Of A Warrior) is currently filming the writing (and subsequent recording, mixing, mastering, release, etc. of the album) to turn into both marketing pieces for the band and perhaps a larger documentary film about the band and Lorrie Matheson.
- Beyond that, we will use social media (Facebook/Twitter) to provide guidance and background to listeners that might not be aware of the reference points the album is making (posting favourite songs and bits of inspiration constantly). As discussed in the Sound Recording Goals section, the campaign will also be tracked thoroughly and shared on the band's website in an effort to improve the success rate of Canadian releases.

Target Markets

Market Profile: We have found that Napalmpom does equally well on niche, indie rock bills playing to avid music lovers as it does playing to strangers expecting classic or contemporary rock covers as a background to their evening of drinking. As such, we will be focusing the campaign equally on both — providing the former with innovative and thoughtful marketing initiatives while not dismissing the larger crowd that potentially exists for the band.

Territory: Canada

Primary Markets: Calgary, Edmonton, Vancouver, Saskatoon, Winnipeg, Montreal, Toronto, Ottawa, Halifax

Secondary Markets: the smaller markets that represent viable touring routing stops i.e. Lethbridge, Golden, Victoria, London, Hamilton, Regina, etc.

Team

The following is the team Napalmpom expects to be in place for the album's release in Fall of 2016

Manager: self-managed

Agent: offer from Annie Southworth (US) (Thee Oh Sees, Marnie Stern, Yamantaka//Sonic Titan), self-booked in Canada

Publicist: hope to contract xxxx

Radio Tracker: hope to contract yyyy

Label: Teenage Rampage (The Mandates, Vicious Cycles, Greenback High)

Distributor: CD Baby (all major digital and physical platforms), Bandcamp

Branding/Designer: The Little Friends of Printmaking

With self-management and self-booking, the band has been able to secure over 100 shows in it's 2 1/2 year existence, with most shows of late paying between \$400-\$1250. The band contains members with decades of booking history in **Craig Evans** (ex-booker **The Night Gallery, Broken City**) and **Shawn Petsche** (festival manager **Sled Island Music & Arts Festival**, ex-marketing director **Pop Montreal**)

International Music Festival), who has managed marketing campaigns closing in on one million in value.

The rest of the team will be addressed in their appropriate sections.

Publicity

First and foremost, following our introduction at an Alberta Music session, xxxx, contingent on funding, will do publicity for the album. He has helped to launch the albums of such notable acts as yyyy. The national publicity campaign will be launched in the weeks leading up to the album release, including a focus on the singles "Get Love" and "Show Me What You Can Make." xxxx's aggressive and thoughtful campaigns have translated into **96 #1 Earshot! National Campus & Community Radio albums** since 2008. As further support of the publicity campaign's likelihood of success, yyyy had also previously managed to have a Calgary band we share a member with, Forbidden Dimension, crack the Top 10, without a significant marketing or national touring plan.

On the strength of our live show and album, Napalmpom has already secured glowing press, from rave reviews in NOW Magazine (back-to-back 4 star reviews), Vue Weekly and BeatRoute to feature articles in alternative weeklies across the country to numerous national and international year-end lists. Please see the attached press compilation for just a small taste of the accolades received.

Radio

Xxx's publicity campaign will combine with xxxx of yyyy's radio tracking of over 200 community and campus radio stations in Canada as well as national commercial alternative and rock stations.

Primary target:

CBC Radio 3 - with the band already charting to #3 on the R3-30 (and being featured there for 26 weeks and counting), CBC is one of the best radio stations for Napalmpom to target for the full album release.

Campus Radio:

With the debut album already hitting #29 on the Earshot National charts, the band will continue to focus on the key supporting stations:

CJSW (Calgary), CJSR (Edmonton), CKXU (Lethbridge), CITR (Vancouver), CFUV (Victoria), CKUW (Winnipeg), CKDU (Halifax), CHRW (London), CKDJ & CKCU (Ottawa), CKHC (Toronto), CJLO & CKUT (Montreal), CFCR (Saskatoon) + more as per yyyy's advice.

Commercial radio:

Primary Targets: Working the single at Rock, Triple A, Alternative and CBC: radio visits, tour interviews and sessions. CBC Streams, XM/Verge, Sirius/Iceberg, PEAK Vancouver, CFOX Vancouver, POWER104 Kelowna, CIFM Kamloops, X92.9 Calgary, SONiC Edmonton, ROCK Toronto, INDIE88 TORONTO, FM96 London, LIVE88.5 Ottawa, BEAR Ottawa, LIVE105 Halifax, RADIO965, Halifax, Q104 Halifax, FOX Fredericton, C103 Moncton, Galaxie Rock Alternative.

Secondary Targets: EDGE Toronto, Y108 Hamilton, HTZ-FM St. Catharines, DRIVE Kingston, K-Rock Kingston, POWER97 Winnipeg, ROCK Chatham/Windsor, WOLF Peterborough, ROCK94 Thunder Bay, ROCK106 Medicine Hat, WOLF Regina, DRIVE Red Deer, GOAT Lloydminster, ZONE Victoria, WOLF Nanaimo, BRIDGE Nelson.

The goal of the radio campaign is to have the album and first single track to a **Top 10 Earshot! National Campus and Community Radio chart** position and to **chart nationally in the Top 50 on the Mediabase Alternative and Active Rock charts**. Yyyy is confident that we can make this happen.

Documentary Film

Award-winning filmmaker Corey Lee (Legend Of A Warrior) has been following the band, filming everything from the writing process to lead-up shows to the recording of the album for two purposes: to produce short promotional teasers that can be shared by the band ahead of the release of the album, to a larger project that will follow the band through the release of the album and support tours to look back and evaluate the undertaking.

Online & Social Media

Napalmpom's online presence is where the primary theme of the album release "serious fun" will see itself manifest most dramatically in interactive, critical and informative fashion.

Website: On our band website, an audio track akin to a DVD director's **commentary track** will be available for download. The track will be a recording of the members of Napalmpom discussing the songs on the album in real-time: everything from the inspiration of songs to how various parts came together to the recording process and production choices. The goal here is to help to unpack the album's thoughtfulness and complexity for the audience in a way that isn't didactic, but more of an invitation into the group. Again, the goal is to develop a more meaningful relationship with our audience - one that extends beyond "buy our album/come see us play."

Social Media: We will continue to have a strong social media presence with daily Facebook and Twitter posts that link not only to recent articles about the band and upcoming live performances, but also help to paint a fuller picture of our inspiration via links to classic and contemporary rock videos and writings that we find attractive. We will continue to update our pages on ReverbNation, CBC and our Bandcamp page.

Video

Our marketing campaign will encompass an additional video in addition to those we are producing as the ten viral videos. We expect to apply for FACTOR funding for the video at a later date. All of these videos will be TV broadcast quality, uploaded to Youtube, embedded on our website and related EPKs, and act as support in the larger publicity and marketing campaign for the album release and related live appearances. We aim to see video premieres be hosted on popular Canadian music sites like Exclaim! and Aux.tv.

Previous Napalmpom videos ("Guided By Volume" and "Watch It Burn") have premiered on Exclaim and been in the top 3 read stories for the week.

"Get Love" Video

The band have plans to make a video for one of the above singles that revolves around the visual punchline of the band attempting to learn flair bartending skills. While there's a fancy reason for doing so (contemporary rock band seen as nothing but flashy entertainers), in the end, it will succeed because there's very little funnier than a bunch of guys trying to fancily pour cocktails while failing miserably/smashing bottles.

"Show Me What You Make" Video

The Sega CD system used to have "Make My Own Video" video games - whereby you would cut really low quality, fairly stock footage of the artists together to make a new video using your video game system. An example can be seen here:

<http://youtu.be/q8WSFKFTBbw>

The idea is to work in conjunction with an organization like the Quickdraw Animation out of Calgary to recreate the aesthetic of it with us: to supply someone with a bunch of live footage and have them skin it to look as close to the Sega CD video game as possible. The video wouldn't just be a static video, but

an interactive piece on our website whereby visitors to the site could cut and share their own version of the video. Animators at Quickdraw have already agreed to take part.

Distribution

The physical album (LP and CDs) will be distributed in Canada through Teenage Rampage Records. The focus will, however, be on the LP version of the album, originally pressed in a limited 500 copy run. In our experience, we have seen the LP format as more popular among the avid show-going crowd (and have sold out of 550 copies in the 3 months following our debut album's release as well as the first pressing of our split with Public Animal), as well as more suitable for our album design's referencing of the large-format artwork of rock & roll records of the past.

Like our debut album, the digital version of the album will be distributed through **iTunes**, **Spotify** (via **CD Baby** - see attached distribution agreement) and our own **BandCamp** page.

Thanks to the extensive marketing and publicity campaign and unique nature of our to-be album cover, we are expecting to be able to sell through all 750 copies our LP pressing (2nd pressing), trackable through Soundscan subscription and merch table sales and are hoping to sell an additional 1000 copies of our album digitally. Where possible, we will encourage listeners to purchase via our BandCamp, where we take a bigger cut of the sale, but we are understanding of the fact that iTunes, though less profitable, represents a more widely used online distribution system.

Touring

Recent history has shown an ability to book in Western Canada in a sustainable fashion (accommodations and \$350-\$500/night for out of town gigs, \$750-\$1200 for local shows). The band is fresh off a Vancouver-Montreal tour with Public Animal that proved successful and laid the groundwork for repeat visits on the next run of shows.

Please see our attached "Show History" for a detailed plan of our upcoming dates including a full Canadian tour (Fall 2016) and regional shows throughout the winter and spring. The over-arching goal of our touring is to relentlessly support the album's release. We have already played 90+ shows to date and expect our appearances to increase in frequency now that we are supporting two albums.

Our focus, in the immediate aftermath of our album's release, is on Canada, as that is where our label will have distribution and where we feel our efforts will be best spent. That said, **Annie Southworth (Panache Booking, Thee Oh Sees, The Blind Shake, etc.)** has agreed to book the band in the United States and, when the right opportunity arises (large festival showcase date or direct support on a pre-existing tour), we will likely jump at the opportunity with a longer-term goal of a US release.

Branding Tools

Last, but certainly not least, we have envisioned a series of branding tools to further support our marketing campaign.

T-shirts

Since the album's release in October, Napalmpom have sold 400 t-shirts. The band will continue to design/print new shirts to support touring activities.

Merit Badges

Another promotional item we would like to produce is a series of six merit badges designed by a Calgary artist. These badges, akin to boy scout badges awarded for performing well in camping, cooking, first aid, etc. will act as free rewards for audience members who engage in specific ways at our live shows:

1 - air guitarist (air guitar'd along to any song)

- 2 - patron of the arts (free with any purchase of Napalmpom's album)
- 3 - honorary roadie (helped the band haul gear)
- 4 - bear tamer (hugged Napalmpom's hairy singer, PJ Lavergne, mid-set)
- 5 - fuel attendant (bought the band a shot)
- 6 - strip poker (ended the set with at least one less item of clothing on than at the start)

Our goal with these, again links back to our marketing campaign aim of not just engaging our audience superficially, but having an interactive and fun relationship with them. Also, free patches!

Poster Campaign:

We intend to use elements from his album cover to carry forward to a **poster campaign**. Where possible, these elements will be used for the show posters, but we will also be using them for a street poster campaign in select cities (at distribution costs ranging from \$0.25-\$0.40/poster depending on the market). These posters will be focused on our primary markets as listed in the publicity and radio sections and will use poster distribution contacts that Shawn Petsche amassed through his work at Pop Montreal and Sled Island.