

Paul MacMichael, Keeyun Rondo, Tyreece Santana, Joshua Smith
May 8th, 2018
DIY Music Marketing (MUIN 420)
Assignment #9: Final Report

Clarence the Kid - Final Report

Content Released:

- **Loose Verses**
 - [Clementine \(Loose Verse #1\)](#)
 - [Fasting \(Loose Verse #2\)](#)
 - [Hibachi \(Loose Verse #3\)](#)
 - [Cypher \(Loose Verse #4\)](#)
- **Remixes**
 - [Jaden Smith - Icon \(Clarence The Kid Remix\)](#)
 - [Drake - Nice for What \(Clarence The Kid Remix\)](#)
- **Originals**
 - [Bubblicious](#)
 - [A Q U A](#)

One Sheet:



Elevator Pitch:

My name is [name], and I'm currently working with this up-and-coming hip hop artist, Clarence the Kid. I saw some of your recent pieces for [publication], and I feel like CTK would be a good fit.

"Bubblicious" video: <https://www.youtube.com/watch?v=arezzHluHCY>

"Digits" on Soundcloud: <https://soundcloud.com/clarencethekid/sets/digits>

Clarence the Kid has begun to make a name for himself in the Los Angeles area, with his unique, happy-go-lucky hip hop. With a "kid at heart" mantra, CTK hopes to inspire the kid inside all of us with his music and message. His first full-length project, "Digits", released in May of 2017, is a concept album about his journey through relationships, depression and college life, all with an inspiring and uplifting mood. He recently dropped a new single, "Bubblicious", on Valentine's Day, which shows his growth as not only a musician, but as a creative force, which can be seen in the self-directed and self-written music video.

Thank you for your consideration! Hope to hear from you soon!

Strategic Marketing Plan (revised):

Campaign Awareness

What will your campaign mainly be focused on? (Social media, playing more shows, synch opportunities, brand partnerships, awareness on campus, etc.)

The campaign will be mainly focused on building a fan base and creating a buzz for the artist. This will be done by releasing a large quantity of content, staying consistent on social media, playing more shows (both on and off campus), spreading awareness on campus, and reaching out to blogs / artists in the LA community to spread impressions.

What media or brand partners will help taking this artist to the next level and maximize sales opportunities? (partnership with a club/org on campus, a clothing brand, a venue, etc.)

Partnerships with on-campus organizations like the Black Student Assembly, Creative Experience, TroFlow, KXSC Radio, and Trojan Vision will definitely push CTK's name and influence. In the future,

we would like to partner with a clothing line that has backpacks as one of their sale items.

PR report:

Press release:

FOR IMMEDIATE RELEASE



**Clarence The Kid Balances Growth and Child-Like Wonder with
“Bubblicious” - Single and Music Video**



Artwork for Clarence The Kid's new single "Bubblicious"

LOS ANGELES (February 26th, 2018) - Up-and-coming hip hop artist [Clarence The Kid](#) has released his new single [“Bubblicious”](#), along with an [accompanying music video](#), which takes his **“kid at heart”** mantra and applies it to the very adult situation of **relationships and sexual encounters**.

The track, produced by Bay Area beatmaker [J-Mo](#), shows **CTK’s growth** in many areas from his previous work, from his **flow and rhymes**, to his **delivery and concepts**. In his previous songs, such as those off his debut record ***Digits***, his overarching **child-like philosophy** dominated his lyrical themes. With **“Bubblicious”**, CTK uses this as a tool to aid his desires. Instead of using the “kid at heart” mantra as a crutch to fall back on, he uses it as one side of a balancing act, with the **childish side representing the love and playfulness** of budding relationships, and the other side being a **more mature, adult Clarence, representing the lust, passion and sexual energy** trying to fulfill the desires of himself and his partner.

The track is CTK’s strongest to date lyrically, with references from **Greek gods** (*“Aphrodite body you be looking like a goddess / Best believe that I’ll be your Adonis”*) to **gum brands** (*“I say Hubba Bubba when you Stride through the room / Throw that ass in a circle, make it Orbit as you moon / Me, with that Extra thick booty”*), as well as showing **vulnerability** (*“I know you say you gotta leave in a minute [Please don’t leave me] / But girl this bed feel so much better when you in it [Stay]”*) and **sensuality** (*“The place where you were sitting kinda feels a little wet / Tossing back and forth like a volleyball set / Got damn everything that you doing is the best”*).



Screenshots from the music video for Clarence The Kid’s “Bubblicious”

“Bubblicious” is also accompanied with a [music video](#), co-directed by CTK himself and [Luke All](#). The video showcases **Clarence The Kid** seducing his girlfriend, played by [Moriah Lee](#), through a **dichotomy of child-like gestures and sexual feelings**, culminating in a **romantic bedroom montage**. While at first glance the music video may seem overtly sexual and intimate, a keen eye can allow one to see **the true “kid at heart” shine through**, such as the teddy bear scene and professing love on the couch. The video represents the first step in Clarence The Kid’s move into **multimedia work**. Having **co-directed the video and written the script**, CTK hopes that **the video will be a stepping stone** into longer-form audiovisual projects.

Clarence the Kid is currently working on **additional singles**, with a **new full-length** scheduled to be released **before the end of 2018**. He is also lining up shows for **spring and summer**, and beginning work on an **extensive multimedia project**.

About Clarence The Kid:

Clarence the Kid, real name Joshua Smith, is a 19-year-old rapper from San Jose, California, currently residing in Los Angeles. Having crafted a signature blend of witty lyrics, youthful charisma and a “kid at heart” mantra on his debut record Digits, CTK is spending his 2018 maturing and growing as an artist and human being, releasing singles, music videos and playing more shows. He hopes to inspire the child inside of all of us with his feel-good hip hop, and will certainly leave an impression on all that hear him.

Follow Clarence The Kid:

[Instagram](#)
[Snapchat](#)
[Soundcloud](#)
[Spotify](#)
[Twitter](#)
[Facebook](#)

For further press, contact:

Joshua Smith
bookclarence@gmail.com
(408) 613-4951

- Event alert:

EVENT ALERT



Clarence The Kid Scheduled To Perform in Los Angeles on March 30th



Clarence The Kid, photographed on the set of his "Bubblicious" music video (Photo: Lewis Forde)

Up-and-coming feel-good hip hop act **Clarence The Kid** is scheduled to perform at a USC house party promoted by **The Dub** (3012 Shrine Place, Los Angeles, CA) on **March 30th, 2018**. The show is **18+**, doors open at **8:00 pm**, and the entry fee is **\$5 at the door** (no presale).

Other artists for the show are TBA, but it is sure to be a fun night, full of exciting performances. **CTK** will be showcasing a **variety of material**, including his new single ["Bubblicious"](#), songs

off his album [Digits](#), and **unreleased songs** that will be dropping in the coming months, so be sure to **check this show out!**

Clarence The Kid will be available prior to the show for interviews and press. Please contact Joshua Smith (bookclarence@gmail.com; (408) 613-4951).

About Clarence The Kid:

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[Soundcloud](#)
[Spotify](#)
[Twitter](#)
[Facebook](#)

For further press, contact:

Joshua Smith

[**bookclarence@gmail.com**](mailto:bookclarence@gmail.com)

(408) 613-4951

- Media secured:
 - Documentary
 - Link (rough cut):
<https://drive.google.com/open?id=10S9iSgaCZ8aSA9C2-QtrvDR2793gDdDQ>
 - Created by SCA student to highlight black writers and creators
 - Annenberg interview
 - Link:
<https://drive.google.com/open?id=1jmBb3L322qyXVVq2gJux4tEf09I7PjY6>
 - Allhiphop.com - Dominique Draper
 - Link (video of phone interview):
<https://drive.google.com/open?id=1oqmHRcBVjjctiutlqhA37juUa9rGL8CW>

- Link to article?
 - KXSC Interview (secured for the summer)
- Shows
 - Shrine Place (March 30th)



- [AGO Acoustic A La Mode](#) (March 22nd)



- Open Mics

- King Hall (March 5th)
- Parkside (arts in the parhc) (March 24th)
- Cowlings and Illum (April 11th)
- Pitch to SoFar Sounds

From: **Joshua Smith** <smithjos@usc.edu>
 Date: Fri, Mar 9, 2018 at 11:59 PM
 Subject: Clarence The Kid for SoFar Sounds!
 To: vicky.wang@sofarounds.com
 Cc: Loren Medina <lcmedina@usc.edu>

Hello,

I am so excited that you are hosting a show in the area, and I truly believe that [Clarence the Kid](#) would be an excellent fit for your bill!

Clarence is an up and coming rapper from the Bay Area, who strives to inspire others and amplifies the bright side of any situation through his lyrics and infectious flow. You can even get a glimpse of that mission in his name which is an acronym that means "Creating Lyrics And Rhythm / Expect Nothing, Capture Everything".

Back in May of 2017, Clarence released his first album entitled "DIGITS". It tells a story of a young boy from San Jose studying at USC to pursue his dreams and make his mark in the music scene- you can hear more about his hometown in his fourth track "[San Jose Story](#)". The storyline of the album goes through not only his aspirations for his music but his trials, tribulations, and self-doubt. However, he always manages to find the bright side to every situation and recorded tracks such as "[9am Praise Song](#)" and "[Thank You For The Blessings](#)" to remind himself and his listeners that you have so many wonderful things in your life to be thankful for, your downfalls are only a small part of your journey. Clarence explains many of his joyful moments by giving thanks to God for all of his opportunities, as you'll hear in "9am Praise Song" this track was definitely inspired by one of Clarence's favorite artist, Chance the Rapper.

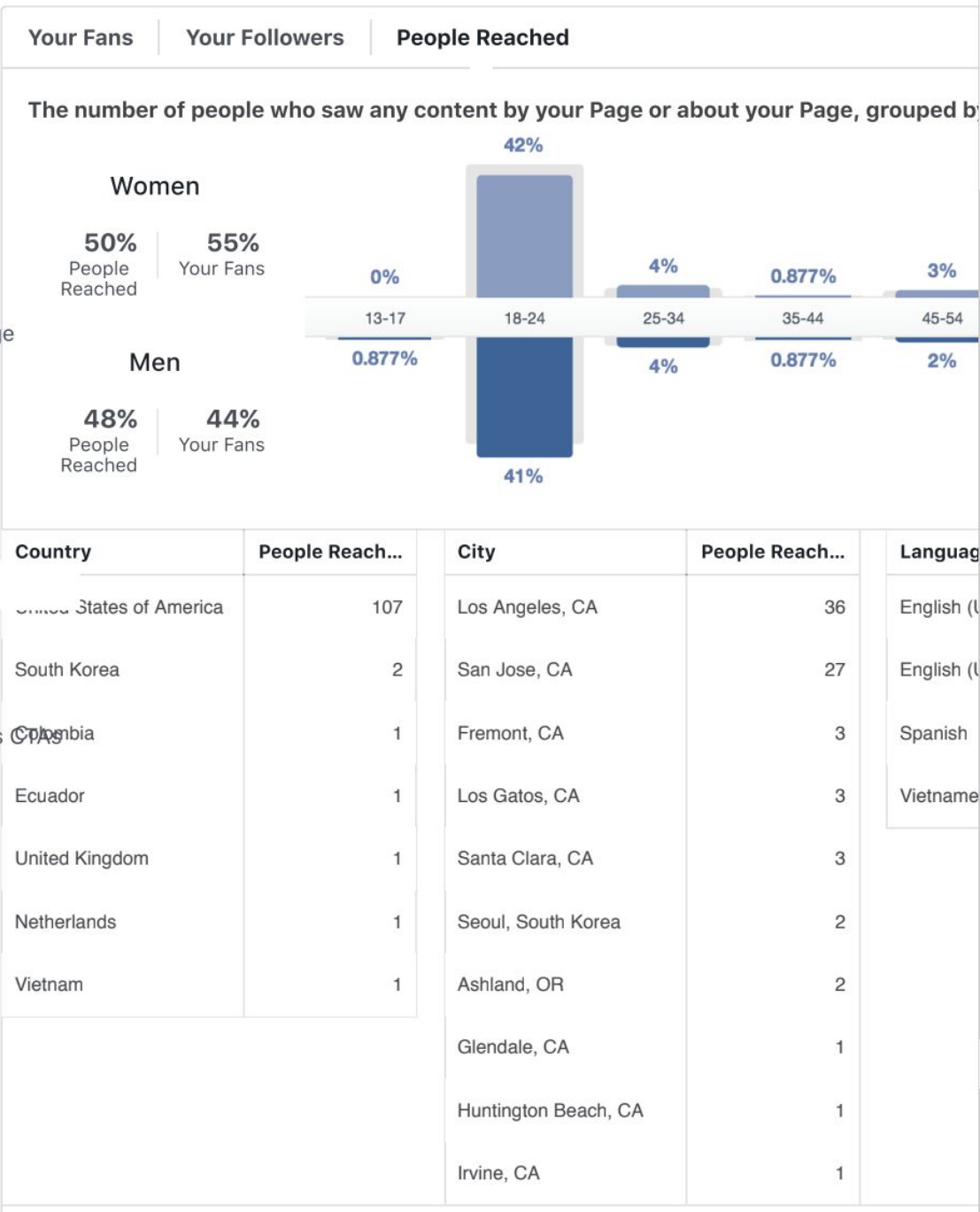
Clarence is now working on new music to release in three parts this fall. You can see a video of a collaboration he did previously [here](#). He is taking a bold new direction with his music lyrically to challenge himself as a mindful rapper and keep his message of uplifting his listeners and showcasing his kid at heart mentality. Be on the lookout for new music soon, Clarence the Kid is on the rise and will continue to push the boundaries of rap in the music industry. He said it himself, "The obstacles I faced just made me switch up to a harder flow / I wanna show the people everything that I got/ I'm up and coming but believe me I'm the one you should watch".

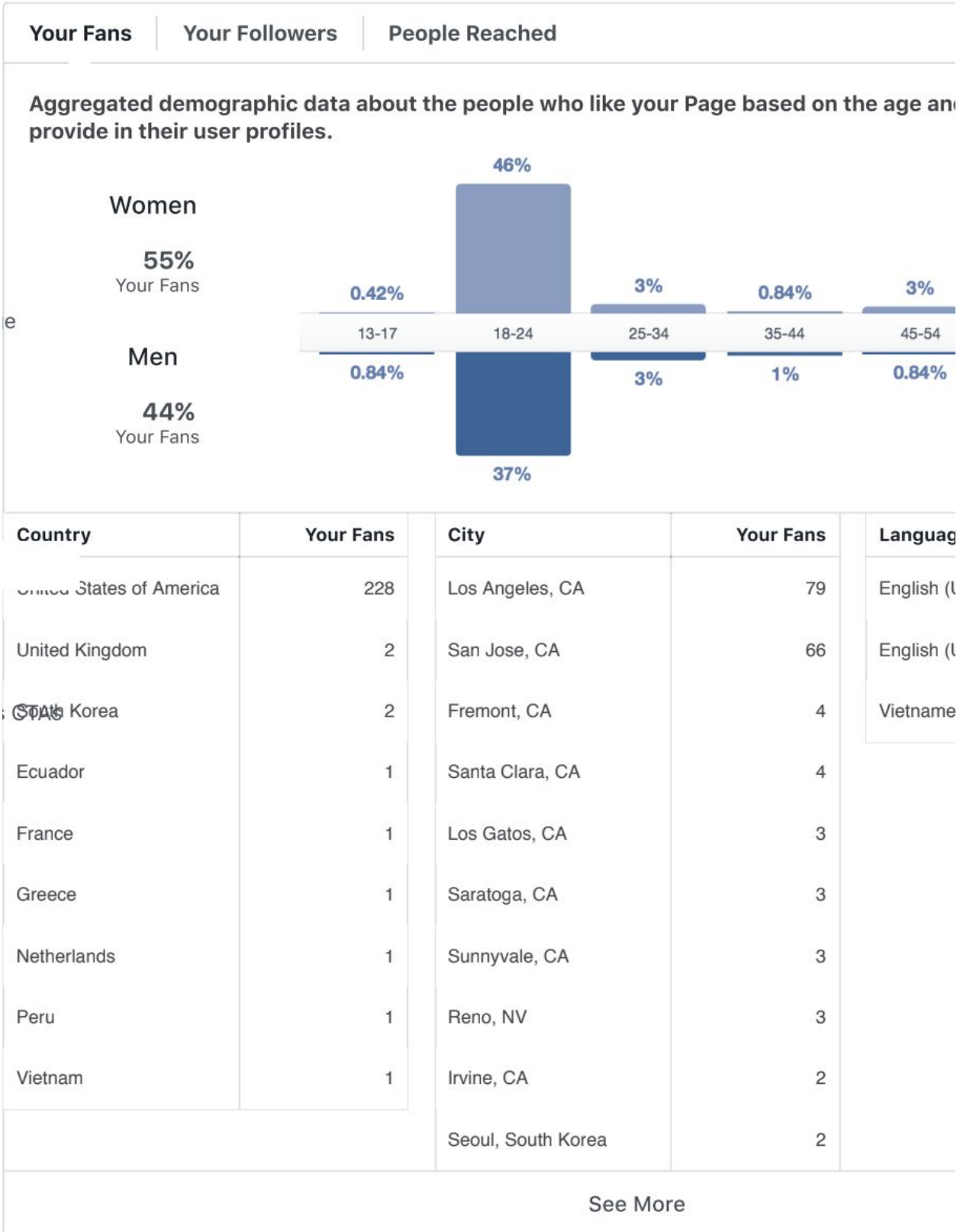
Thank you!

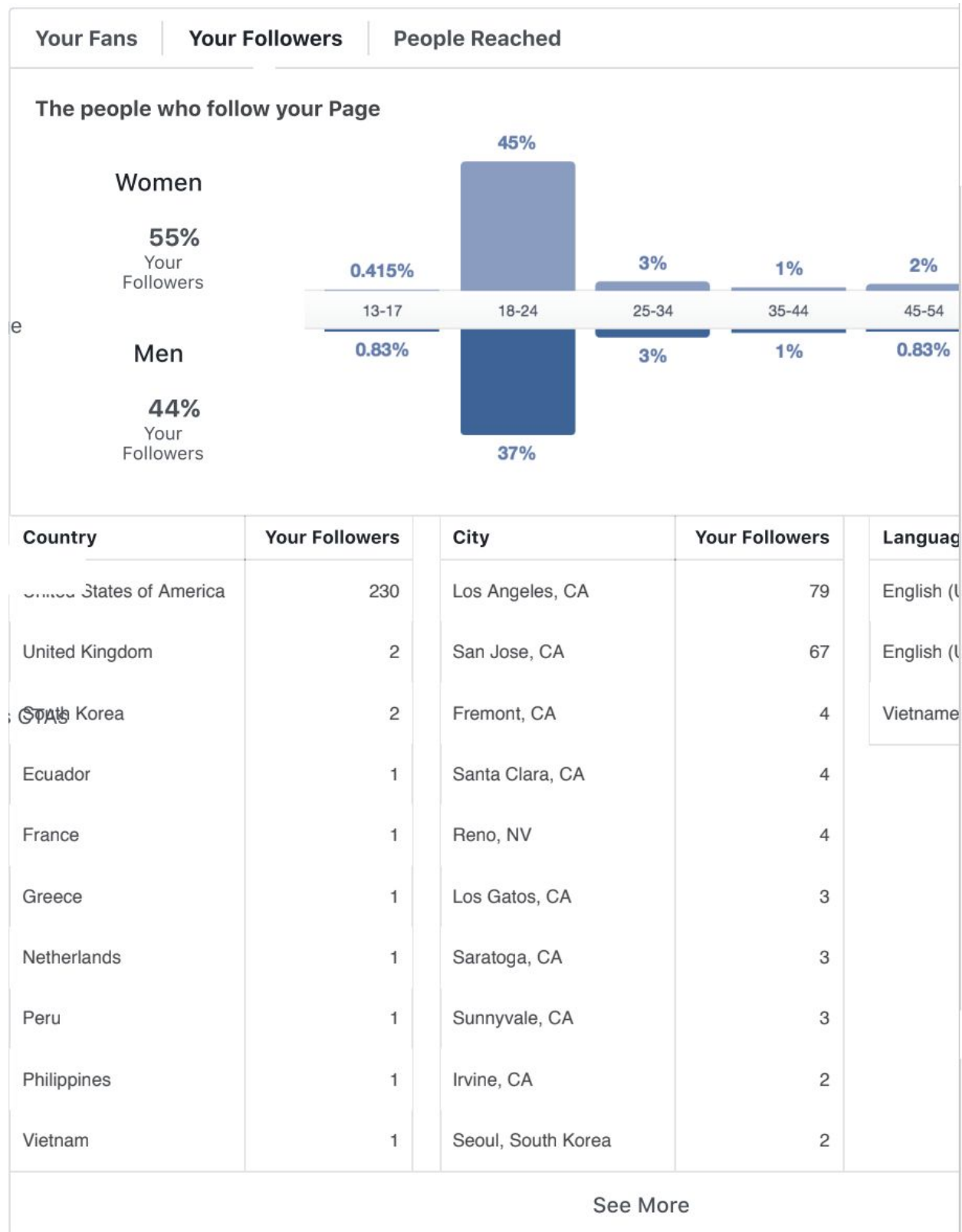
Joshua Smith
 University of Southern California 2020
 B.S. Music Industry | Music Production Minor

Social Media Report

- Facebook
 - Before: 222
 - After: 238 (+16)

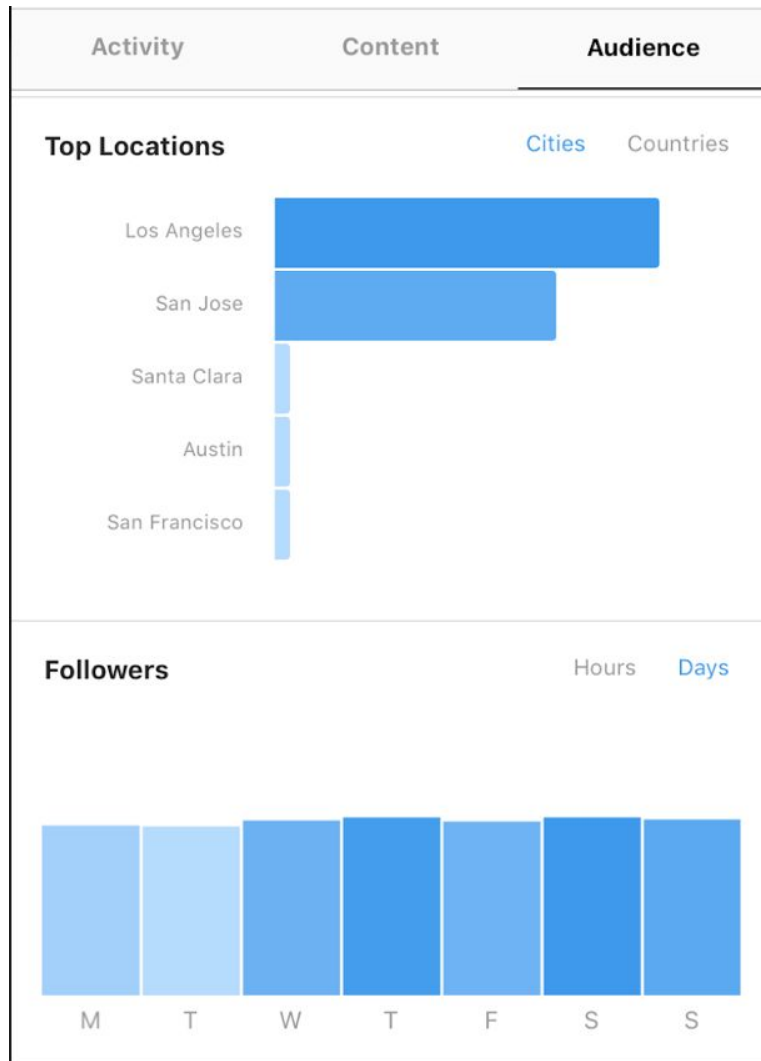


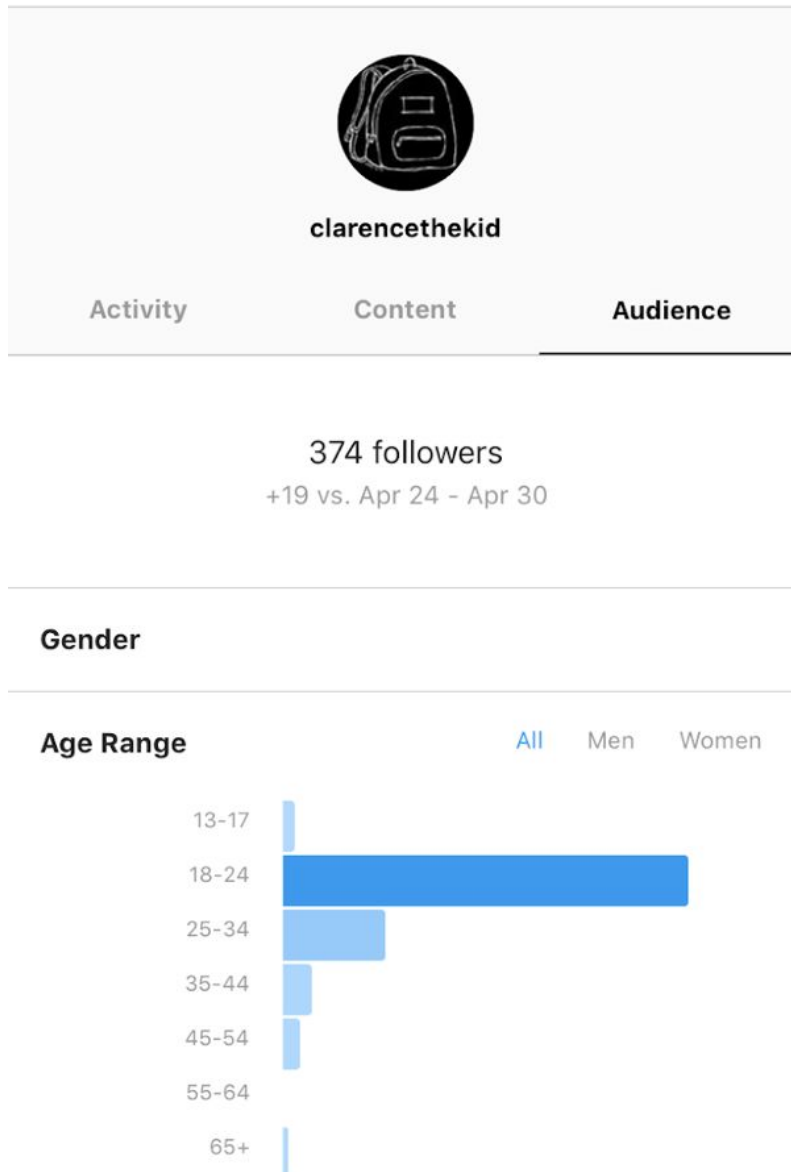




- Instagram
 - Before: 277

- After: 376 (+99)





- YouTube
 - Before:
 - 8 subscribers
 - 194 views
 - After:
 - 26 subscribers (+18)
 - 1572 views (+1378)
 - Analytics:



Clarence The Kid

Created: Dec 18, 2016 • Videos: 19

CHANNEL

This year (Jan 1, 2018 – May 7, 2018)

Watch time

Minutes

2,928 ▲



Average view duration

Minutes

1:56 ▲



Views

1,512 ▲



Likes

41 ▲



Dislikes

2 ▲



Comments

6 ▲



Shares

38 ▲



Videos in playlists

12 ▲



Subscribers

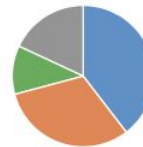
10 ▲



Traffic sources

Watch time

External (40%)
YouTube search (31%)
Channel pages (11%)
Other (18%)



Playback locations

Watch time

YouTube watch page (96%)
Embedded in external websites and apps (3.3%)
YouTube channel page (0.4%)



Top Geographies:

United States: 97%

Australia: 0.2%

Botswana: 0.2%

Gender distribution (of those disclosing gender):

Male: 27%

Female: 73%

CTAs

- Backpack giveaway ([Link](#))
 - Overview:
 - Tag two childish friends on an Instagram post for a chance to win the iconic CTK backpack
 - Winner also receives yet-to-be-released merch (stickers and a poster)
 - 16 participants
 - Announced winners on IG Live
 - Success!!!
- Lift Yourself remix cover art
 - Overview:
 - Female identifying followers to send in photos to CTK that represent women empowerment
 - One of the photos selected to be the artwork for the remix
 - Announced on Instagram story, with daily mentions and reminders to submit
 - 5 people submitted so far (13 photos total)
 - Still in progress (runs until Thursday at noon)

Comprehensive Analysis

With Clarence the Kid, something that has been working quite well for us is engagement on content on Instagram. We did a whole makeover on his Instagram account and deleted a lot of older content to focus the feed on appealing visuals that promote the new content we were pushing this semester. In addition, we also started to include targeted hashtags as the first comment on each post, to drive people unaware

of the content to the posts. These hashtags ranged from music related tags (#hiphop, #rapper, #soundcloud, #beats) to generic tags (#repost, #funny, #love). We did not do the follow/unfollow growth hack that was mentioned in class, due to CTK's desire to only follow people on IG that he has performed with or collaborated with in some capacity (features, producers, photographers, videographers, etc.). Through this retooling of the Instagram account, we were able to gain just shy of 100 new followers throughout the semester. Average likes remained similar to pre-semester numbers, but there was a significant increase of likes for new content, compared to non-content related photos in the feed.

Another thing that worked well was our CTAs we did on Instagram. We had tried some CTAs earlier in the semester that didn't work as well as we had hoped, one of which was asking people at a live performance to put CTK on their Instagram stories and tag his account, which ended up receiving no engagement. What ended up working very well for us was we did a giveaway of the iconic tan CTK backpack, which would also include yet-to-be-released stickers and a poster. This ended up getting tons of engagement on the Instagram account, both on posts about the giveaway and on his Instagram story. We ended up having 16 people respond to the post, and we did a livestream on IG to announce the winner of the backpack, as well as give some backstory to why the backpack was so important to the character of CTK. Another CTA that we're still working on and that will go past the end of the semester is engaging female-identifying fans of CTK to send in photos of themselves or friends that symbolize women empowerment, and one of these photos will be used as the artwork for a remix

of Kanye West's "Lift Yourself" (the poopity-scoop song), for which CTK retooled the beat and rapped about women empowerment.

Something that ended up just not working out in the end was the consistent churning out of content. "Bubblicious", as the first song CTK had released in nearly nine months, as well as being his first music video, had a lot of engagement, as there was heavy promotion and a countdown leading up to the release. However, for the content following it, there was a schedule that we had to stick to, and as a result, some content was not of the utmost quality compared to others, and there was a limited frame of promotion between when one piece of content dropped to when the next one dropped. Therefore, there was a battle finding the balance of promotion for each piece of content, as too little promotion limited the reach of the content, and too much promotion would oversaturate people's feed and dissuade them from engaging with the content. As a result, with each passing week, less and less people were engaging with the new content. A good example that shows this is the YouTube numbers for Bubblicious vs. the Nice For What remix, as Bubblicious has over 850 views and Nice for What is sitting at less than 10. As a result, we decided to stop releasing weekly content for a little bit to let fans absorb the plethora of new remixes, loose verses and original tracks that CTK released this semester.

It's difficult to compare CTK and Tyreece, as the focuses were different for each artist. CTK was more focused on creating and developing a personality and presence on social media (predominately Instagram) and YouTube, while Tyreece was more focused on the development of his live performance. While they're both hip hop artists,

their styles and approaches to social media and live performance are very different. While they have their unique strengths, utilizing some of the techniques of the other artist (i.e. Tyreece developing a stronger social media presence, CTK working on a more engaging and thrilling live show) will be more effective for both CTK and Tyreece in the coming months and years.

Some things that we learned about the target audience is the gender distribution of CTK's engaged fans, and the regions where he has the most traffic. While we found initially that the gender distribution of CTK's fans was very even (51% female, 49% male), those fans who clicked through and engaged with the content on YouTube skewed more female (73% female vs. 27% male). We found this very interesting, and could be attributed to the romantic nature of "Bubblicious". We also noticed on both Instagram and Facebook that CTK's fan base on those platforms was pretty evenly split between Los Angeles and San Jose, which makes sense, considering he was born and raised in San Jose and lives in Los Angeles. This info could also be used for booking shows in the future, as CTK can shift focus away from solely USC and look outward to other parts of California to play shows and route a small tour of college house parties.

For phase 2 of CTK's campaign, some things to do different are increased presences on Twitter and Facebook, heavy promotion of content, an increase in fan engagement and spending more time seeking out media. While CTK has amassed a sizeable fanbase on Instagram, his Twitter and Facebook are quite barren in comparison. While Instagram is an ideal platform for someone like CTK, who uses a lot of visuals to engage fans, Twitter is still an important social media platform to be

present on, and is the #1 platform to engage with fans. We've seen some of our artist friends here at USC get crazy growth just from using Twitter for 15-20 minutes a day interacting with fans, and it would be very easy for someone as personable and likeable as CTK to get growth on that platform by just investing a small amount of time each day into Twitter fan interaction. For Facebook, while it's not necessarily the best platform for artists these days, something that CTK could do that was mentioned in one of the guest speaker presentations in creating a Facebook fan group linked to the Facebook page, where fans can connect and interact with CTK himself, but also with each other, as well as help boost and share posts, creating organic reach in a time where sponsored posts kill any growth for your page. With more content being released by CTK over the summer, it is imperative that each piece of content has its proper promotion to get fans and followers engaged in the content. If content is not promoted properly, then it is likely that it will fall into the same trap that the later content we put out over the semester did. This promotion can be on Instagram (both posts and stories), Snapchat, Twitter and Facebook, maximizing the reach of the content to any and all fans. Finally, one of the biggest things that we struggled with was finding media this semester, so it is important for CTK to have someone help with securing media for blog posts and interviews. Luckily, CTK has found someone to do publicity for him over the summer, so this will allow for him to push his content to media and reach a new audience.