

# Designosaur

## Project Plan

maintaining its name. The band studio, where recording of a summer band The only played single guitarist comprised of America, weekends, the fulltime's as he'd been of America's started taking couple years when Matt relocated took his rock ideas re songs h the n a life of e current

which you can hear on the recently released, *Three Songs for Hunky Bunker*, with synths by Outhit, sing-songy "hoo-hoos" and lots of crashes; a perfect summer tape. Know what else is lovely? Macdonald says: "Fine wine, candles, roses and a tube amp." —AY

these songs a jagged edge. He recorded them at The Acadian Embassy, the homebase of the indie label of the same name. It's a jump from the lush instrumentals of D'Eon's other band, Kuato. He defines Fossil Cliffs by his aims. "I don't want to scream in this band," he says. "I want to work on vocal harmonies and I want to have some mellow moments that have punk-rock grit." You can dig him live on July 15 at The Seahorse. —AY

"We are hugely influenced by bands like The Inbreds, Sloan, Weezer, Joel Plaskett, all the good stuff." They also like dinosaurs, obviously. —AY



Pictured: Designosaur featured in *The Coast* the week of June 11th, 2015

### Emerging Music Program

Submitted for Designosaur by Kelly Stokes

## 1. Project Summary

We will be running a marketing and promotion campaign for Designosaur's full-length album, *Seattle of the North*. We are planning to promote their debut album through various methods in order to maximize the success of the album, grow Designosaur's brand and to increase their fanbase in Nova Scotia and throughout the Maritimes.

## 2. Artist Background

### Who is Designosaur?

Designosaur is a three-piece alt rock band hailing from Dartmouth, Nova Scotia. Consisting of AJ Boutillier (guitar/vocals) Adam Seto (bass) and Sean Parsons (drums), Designosaur plays catchy tunes reminiscent of Weezer and Sloan, and are up and coming in the Halifax scene.

Having just released 'Premature Since Birth', the band's first EP, in June, Designosaur is currently playing shows all over Halifax. 'Premature Since Birth' is being called "noisy and grungy, just like the '90's", as quoted from a review by Mark Anthony Brennan from Ride The Tempo, and is energetic album sure to get you headbanging. They have played with acts from all over the East Coast, such as Glory Glory, Sonder, and The Lunar Skyline. Designosaur was featured on the CKDU top ten the week of September 21st, with their EP coming in at number 3, and were featured alongside bands such as Mauno and Paper Beats Scissors.

Designosaur draws influence from many different artists such as The Inbreds and Quasi, as well as from local talent such as Alright Already and Joel Plaskett. Their unique brand of alternative rock is sure to make them stand out from the crowd, and they are a must see for anyone in the Halifax area. Be sure to check out their EP, 'Premature Since Birth', which is available on the artist's bandcamp page.

**Target Audience:** young adults aged 19-25, specifically college students. Our target market is Halifax, as the band is well known in the Halifax alt-rock scene and have a good draw in the city. We are hoping to expand to other markets with this release, namely New Brunswick (Fredericton, Moncton and Saint John) and Newfoundland (St. John's). We plan on focusing on college radio tracking and social media advertising; Designosaur is popular on local campus



radio station CKDU, and made the CKDU top ten after the release of their debut EP, 'Premature Since Birth'.

### **3. Project Description**

Designosaur is a three piece indie rock band from Dartmouth, Nova Scotia. Formed by AJ Boutillier and Sean Parsons in January 2015, the two artists began to make a name for themselves in the Halifax scene, playing alongside artists such as Glory Glory and Rosewood Annie. Bassist Adam Seto joined the band in January 2016, bringing his unique style and lively personality to the band's music.

Designosaur's upcoming release, *Seattle of the North*, will be the band's debut full-length album. The album is being self-produced by the band and is well on its way to completion, with tracking for vocals scheduled for March 2016. The album's lead single, Alone Together, debuted on Halifax is Burning on March 1st.

We plan to market the album using several different methods, including a CD release show in Halifax on July 7th and a tour of Eastern Canada that will be booked for August and September that will take the band through Sydney, Halifax, Sackville, Saint John, Fredericton, Montreal, Peterborough and Toronto, with shows targeting college towns and young music lovers. Several different contests and marketing strategies based around Designosaur's name and brand will be executed to engage fans in the region, and we will be aiming to strengthen their brand through the creation of a new and unique dinosaur logo. We will be executing these plans and strategies over the course of several months, beginning in April 2016.

### **4. Project Objectives**

- To enhance the sales and marketability of Nova Scotia's Designosaur with their upcoming album, and develop a local fan base and relationship with Nova Scotia's industry professionals.
- Improve on their marketing and publicity skills, as well as the professionalism of the band.
- Promote the album release
- Grow a fanbase and establish the brand, which will help determine the future direction of the band.

### **5. Measuring Success**

We will feel our project is successful if the following goals are met:

- Increase social media following on facebook by 20%, as well as beginning to reach out to our audience on social media platforms such as twitter, instagram and youtube.
- Engage with fans through at least 3 contests or events in the Halifax area.

- Expand to new markets in the Maritimes, including Fredericton, Saint John and Sydney in August, and to increase our live show attendance in these markets by 15%.
- Embark on a second tour of Ontario and Quebec in September, and to continue to grow our fanbase in these regions.
- Have our lead single featured on at least 2 college radio stations in each province.
- Play at least two festivals within the next year.
- Attract the attention of a manager and agent, and to begin to grow our team.

## 6. Critical Path

Graphic design cards/posters/website: *April 1st*

Photo shoot: *April 15th, May 1st*

Promotion starts: *May 13th*

Postering dates: *May 13th and 27th, June 10th and 24th, July 1st to 7th*

Google ads: *May 13th to July 7th*

Album release: *July 7th*

CD release party at Gus' Pub: *July 7th*

Promo giveaways: *June 23rd to July 7th*

Dino-art contest starts: *June 23rd*

Deadline for Dino-art contest: *June 30th*

College radio tracking: *6-8 weeks after album release, from July 11th*

Findosaurus Handouts: *July 14th*

## 7. Marketing Plan

- **Branding:** We plan to focus on creative branding to do with the band's name, with drawing contests for the best Designosaur, graphic design featuring a unique dinosaur logo, which we will be having designed by Meghan Fash. This logo will be featured on posters, t-shirts, buttons and other merchandise used to promote the band. The development of a strong brand will help us to stand out, and our branding will help make our products more recognisable.
- **CD Release Show:** We plan to book a CD release show at Gus' Pub, with The Apple Corps to open the show. We will be announcing contest winners at the show, as well as giving away CDs, buttons and stickers at each show during our tour.
- **Touring:** We are planning a Maritime tour of Halifax NS, St John's, NL, Sydney, NS, Moncton, NB, and Saint John, NB for the end of August to grow the band's audience. We will be giving away promotional merchandise such as CDs, stickers and t-shirts and holding contests at these shows to increase interest and to market the band's album. We will also be booking a tour of Eastern Canada for September, with dates in cities such as Montreal, Peterborough and Toronto.
- **Press Releases:** We plan to send press releases to local media, including The Coast and Metro News, and the NSCC newsletter and other university run newspapers. We will also be sending press releases for each show on our tour to local college radio stations


in these markets, and plan to arrange interviews with college radio stations in each city along the tour

- **Campus Radio Tracking:** We will be hiring Golden Bay Promotions to do college radio tracking. We are budgeting for 6-8 weeks of tracking, and our music will reach up to 85 campus radio stations and their feature shows.
- **Postering Campaign:** We will be ordering 400 posters from Vistaprint to be used for a postering campaign promoting the album and the CD release show. These posters will be put up around Halifax in various high-traffic area to market the release.
- **Merchandise:** For promotional giveaways, we plan to have 150 CDs to give away, as well as 500 buttons, 500 drop cards and 300 stickers to give away at shows and events to market the band.
- **Contests:** We are planning a series of contests to promote the album release, which include;
  - The first 50 pre-orders of the album will come with a unique hand-painted dinosaur toy. Each dinosaur will have a different design and will be painted by the band. We will be creating these unique toys between April 1st and June 1st.
  - A draw your own dinosaur contest. The contest will be held in a one-week period beginning on June 23rd and ending on June 30th. The winner will be selected between July 1st and 6th, and will be announced at the CD release show on July 7th. The winner of the contest will receive a free signed copy of the album, and their dinosaur design will be featured on future merchandise.
  - We will be launching a Findosaurus campaign on July 14th. We will have 15 different dinosaur toys with a QR code attached to it on a card. This QR code will lead to exclusive bonus content, such as a live video from the recording sessions, a demo, and a free download of the lead single from the album. We will be promoting this contest on twitter, facebook and instagram with the hashtag #findosaurus.
- **Web Design and Social Media:** We plan on focusing heavily on our social media presence. We will be using Facebook advertisements and Google Adwords as promotion tools, as well as launching different social media contests and marketing campaigns. We will also be expanding our reach by creating Instagram and Youtube accounts for the band to give fans the chance to connect with us and view exclusive behind-the-scenes photo and videos. Finally, we will be launching a professional website with tour dates, a biography and other information to keep the fans connected with us. We will be hiring Meghan Fash to the graphic design for the website, as well as for professional photography for the album release campaign and the website.
- **Email List:** We will be launching a Designosaur newsletter, and featuring a sign-up link for our email list on our newly designed website. This email list will be a useful promotion tool for future shows, contests and for the promotion of the album release.
- **Word of Mouth:** We are planning to attend several industry events throughout the year, such as Nova Scotia Music Week, and handing out dropcards and business cards to promote our bands to potential new collaborators and listeners.

## **8. Detailed Budget**

Please see attached budget spreadsheet.

## Supporting Documentation



### Save your project!

Even if you're not ready to buy, it's a good idea to save your project now so you won't have to recreate it later when you're ready to start your project. Saving your project is easy, there's no obligation to buy, and you won't have to enter any payment information at this time.

QUANTITY 100 - 5,000	150	Next price break at 300
PRODUCTION TIME ?	Economy - 10 Day	
SHIP TO COUNTRY	Canada	
SHIPPING OPTION	International Ship	


#### SUMMARY

POLY WRAP	Poly/Shrink Wrap - No
DESIGN	I have my design
DISTRIBUTION	PRO Distribution (US/Canada/UK songwriters)
UPC CODE	I need to purchase a UPC Code



#### QUOTE

EST. ARRIVAL DATE ?	Dec 29 - Jan 05
PRICE ?	\$456.00
SHIPPING	\$39.91
SUB TOTAL (EXCLUDES TAX)	\$495.91

### *Printing and Online Distribution quote from CD Baby*

 **Dana Beeler** <goldenbaypromo@gmail.com>  
to me ▾

\$800 for 6-8 weeks of tracking to up to 85 campus radio & Feature shows.

12/8/15 ☆  

### *Radio tracking quote from Dana Beeler*

### Small Family Magnets

Small Family Magnet

Qty

Base Price \$60.00

[Edit Options](#)

[+ Show Selected Options](#) \$400.00

VPDEALS -\$15.01

Item Total **\$44.99**

### Rack Cards

Rack Card

Qty

[+ Show Selected Options](#) \$100.00

VPDEALS -\$25.01

Item Total **\$74.99**

### 11" X 17" Posters

11" X 17" Poster

Qty

[+ Show Selected Options](#) \$400.00

VPDEALS -\$100.01

Item Total **\$299.99**

### 11" X 17" Posters

11" X 17" Poster

Qty

[+ Show Selected Options](#) \$400.00

VPDEALS -\$100.01

### 11" X 17" Posters

11" X 17" Poster

Qty

[+ Show Selected Options](#) \$400.00

VPDEALS -\$100.01

Item Total **\$299.99**

### Small Stickers - Rectangle

Small Sticker - Rectangle

Qty

[+ Show Selected Options](#) \$105.00

VPDEALS -\$26.26

Item Total **\$78.74**

### Small Stickers - Oval

Small Sticker - Oval

Qty

[+ Show Selected Options](#) \$37.00

VPDEALS -\$9.26

Item Total **\$27.74**

### Ultra Thick Business Cards

Ultra Thick Business Card

Qty

[+ Show Selected Options](#) \$153.00

VPDEALS -\$73.27

Item Total **\$79.73**

**\$906.17**

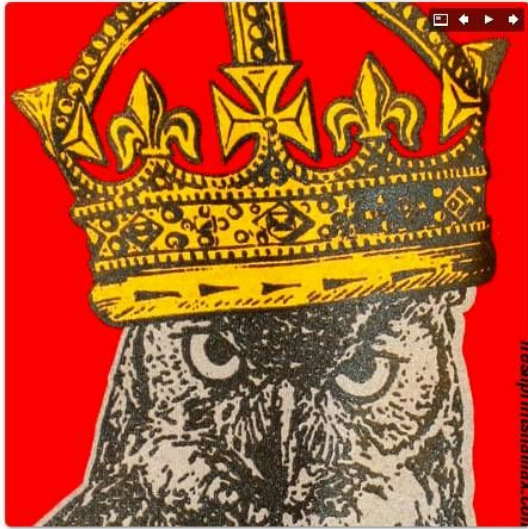
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 21-50 t-shirts (4 colors)

Your final quote for 21-50 t-shirts with a 2 color print (and a 2 color print) is **\$13.10** per piece, plus \$60 for the screen set-up fee (4 screens @ \$15 each) and 15% HST (if you are located in Canada). This price *does* include the garment!! Prices are in Canadian dollars.

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E-Mail:

Phone:

**SEND**

**PLEASE NOTE** that the Instant Quote machine is only meant as a general guide to our pricing and may not be a true final quote for your print job. Other factors such as shirt brand, size of print, and color changes can also affect the price. We are willing to negotiate on pricing in certain circumstances.

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