



Music Advertising Project

1. Work in groups no larger than 3 people.
 2. Create Media products and strategy to launch your artist and music to the masses
 3. Your group will present your products and strategy to the class.
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Some of the products you might consider include:

- A music video
 - Web Page
 - Instagram / Tik Tok / Facebook / Snapchat posts
 - Appearances at festivals, talk shows
 - Sponsored concerts
 - Twitter activity
 - Print Media
 - Spotify / Pandora / Apple Music / Google Music
 - Podcasts
 - Other?
 - **Artists you can choose from - (only one)**
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The Dirty Murrays

Genre: Country

Band Origin: Texas

Band Members:

- Lead singer - Tommy Tracy
- Lead guitar - Remy Zero
- Drummer - Bob Wilkinson
- Bass - Franz Poley
- Keyboards - Butch Paxson

Single: [“Smoke”](#)



Kid Cube

Genre: Hip Hop

Band Origin: Philadelphia

Lil' Cube: Real name - Anton Wrigley

Influences - DMX, Big Daddy Kane, NWA

Single: ["Y'all Square"](#)



SILKY STAFFORD & THE NAILS

Genre: Blues Rock

Band Origin: Atlanta, Georgia

Band Members:

- Lead Singer -Silky (Sam) Stafford
- Guitar - Herby Kay
- Keyboards - Ray Barr
- Bass - Rip Baskins
- Strings and Vocals - Sally Starr
- Drums - Bert Thomas

Single: ["Everything But My Heart"](#)



Bugsy Adams

Genre: Reggae

Band Origin: Montego Bay, Jamaica

Bugsy Adams: Real name - Sam Smith

Influences: Yellow Man, Toots and the Maytals, Bob Marley

Single: ["Road to Zion"](#)

