

# Momma B's Recording Artist Challenge

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Marketing & Business Sales Project

# The Situation

**You were just hired at a record label as their new Marketing Talent Intern. You work for the Vice President of Talent for the label.**

**Record sales have been decreasing and the label is looking to cut some expenses. They are currently reviewing each artist and the revenue they are generating to determine who to keep and who to cut loose from the record label.**

# The Challenge

**Only one artist can be saved. It is up to you to select the artist\*\* that will get to stay on the label. You have to be convincing and the information you provide in the presentation must be actual and factual--your presentation must be backed up by facts, sales, awards, nominations, and their social media presence. The Vice President of Talent needs you to put together a presentation that will persuade the Executive Team for the label to save the artist.**

**\*\*You get to select an artist for this project. Make sure that you are able to collect the information that is needed on the slides for the artist that you select. If the artist does not fit the criteria, select one who does meet the criteria.**

# The Details

**Create a Google Slideshow that will be used to present to the Record Label Executive Team.**

- **Select a recording artist**
- **Create a slideshow presentation following the criteria**
- **The information for each slide will be displayed in the slides that follow**
- **Create a reference slide listing all of the websites you used to gather the information in each slide**

# Slide One: Title Slide

Artist Name

Your Name

Picture of the artist



# Slide Two: Artist Background Information

**Artist Name:**

**Date of Birth:**

**Place of Birth:**

**Hometown:**

**Parent's Names:**

**Family Information:**



# Slide Three: Debut Song

First Hit Song:

Date of Song Release:

Highest Spot on the Charts:

Total Number Sold/Downloaded:



# Slide Four: Debut Album

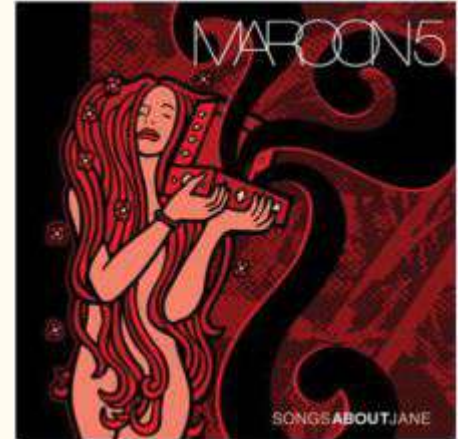
**Title of Debut Album:**

**Date of Album Release:**

**Highest Spot on the Charts:**

**Total Number Sold/Downloaded:**

**Picture of Album Cover:**





# Slide Five: Awards

**Award Nominations for the Artist:**

**Grammy Awards, American Music Awards, Billboard Music Awards, Iheart Radio Awards, MTV Music Video Awards, CMA :**

**Identify the Awards, nomination year, category nominated, and when awarded:**



## Slide Six: Second Album

First song released from second album:

Date of Song Release:

Highest Spot on the Charts:

Total Number Sold/Downloaded:

If your artist has more than two albums released, pick your favorite album for this slide(you cannot use debut album for this slide--either use second album or an additional album if the artist has multiple albums)



# **Slide Seven: Songs from Second Album**

**Additional songs released from second album:**

**Highest Spot on the Charts:**

**Total Number Sold/Downloaded:**



## Slide Eight: Social Causes/Philanthropy

**Social Causes/Philanthropies supported by the artist:**

**Identify the cause or causes supported by the artist.**

## Why does the artist support this cause?



# Slide Nine: Final Sales Pitch

This slide is your final opportunity to persuade the Executive Team that the artist you have selected is the one that they should keep on the label.



# Slide Ten: Reference Slide

On this slide, include all of the websites that you collected information from for the project. Include all websites that were used to obtain information. If you use a website for multiple slides make sure that information is noted.

## ***Example of Reference Slide Layout***

Artist: Adam Levine

Slide Two Artist Background: [www.imdb.com](http://www.imdb.com)