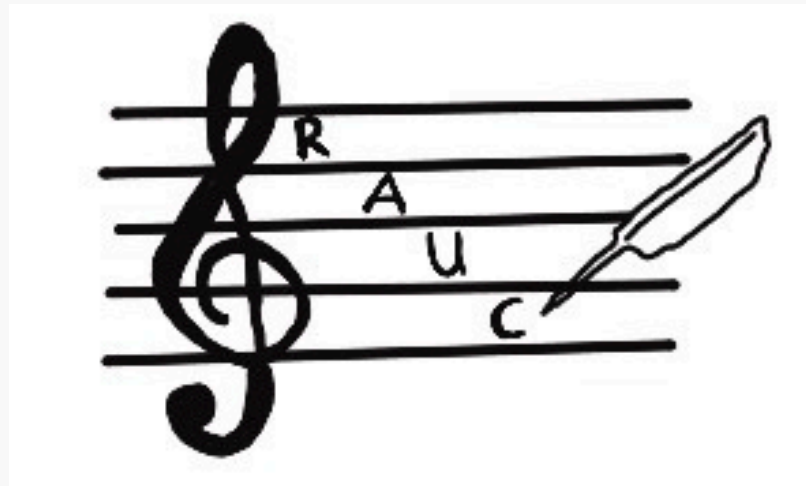
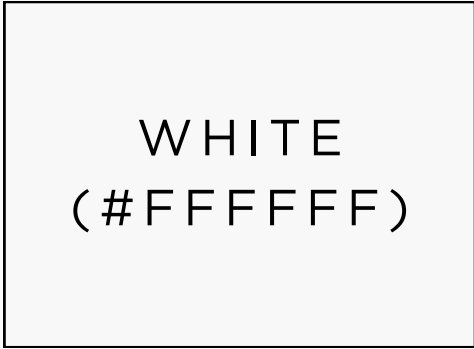
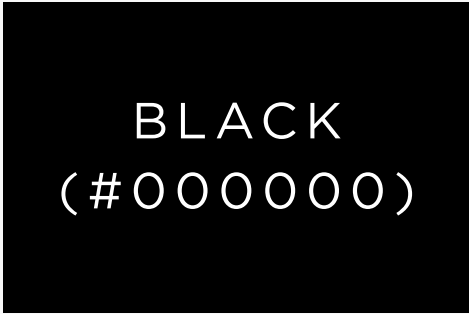
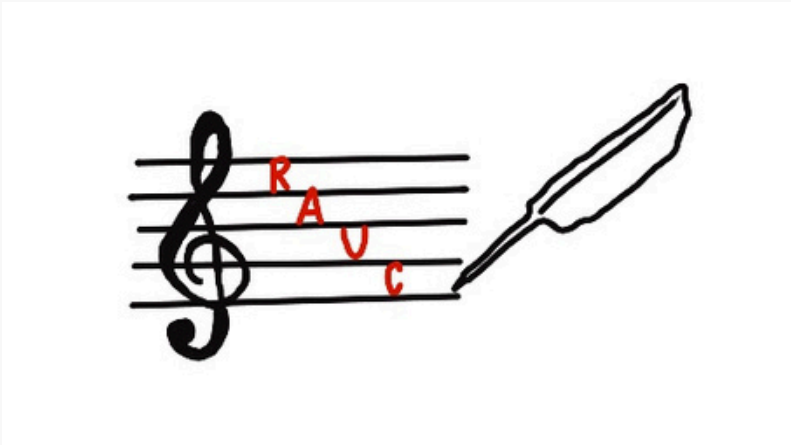


# REBECA ADELAIDA URZUA CANELA MARKETING PLAN



BY STELLA THORNTON

# LOGO / COLORS / FONTS

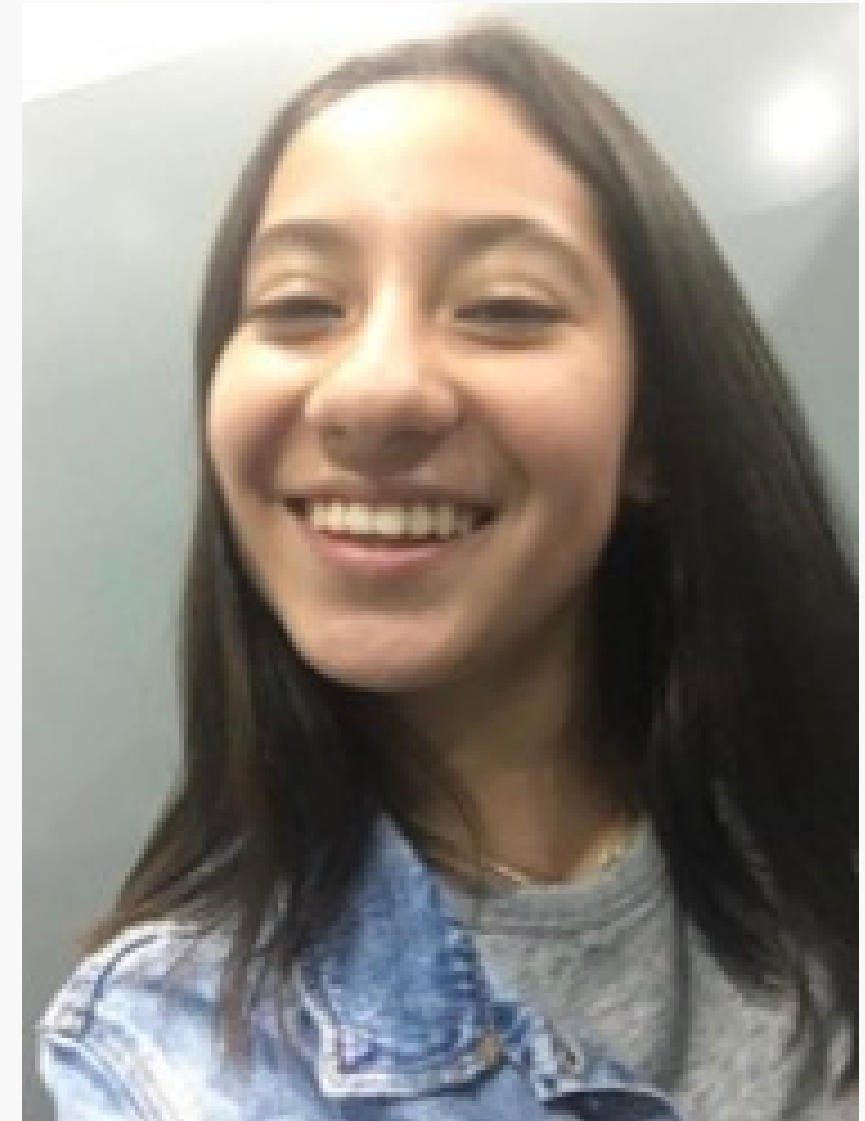


TIMES NEW ROMAN

LORA

# ARTIST BIO

**Rebeca Adelaida Urzúa Canela is a multifaceted music artist from Mexico City whose work spans performance, composition, and cultural expression. Trained as a clarinetist, saxophonist, pianist, and guitarist, she brings versatility and depth to every project she undertakes. Blending classical skill with modern creativity, Rebeca uses music as a universal language to connect people and stories across cultures.**



## CONTACT

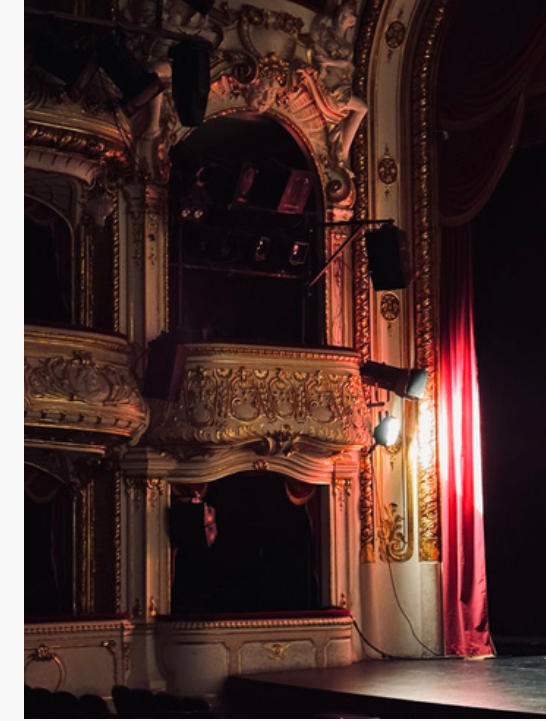
Phone: (773)885-2294

Email: [kokoyurzcan@gmail.com](mailto:kokoyurzcan@gmail.com)

Instagram: [@bbekks.uc](https://www.instagram.com/bbekks.uc)



# MOOD BOARD / IMAGE



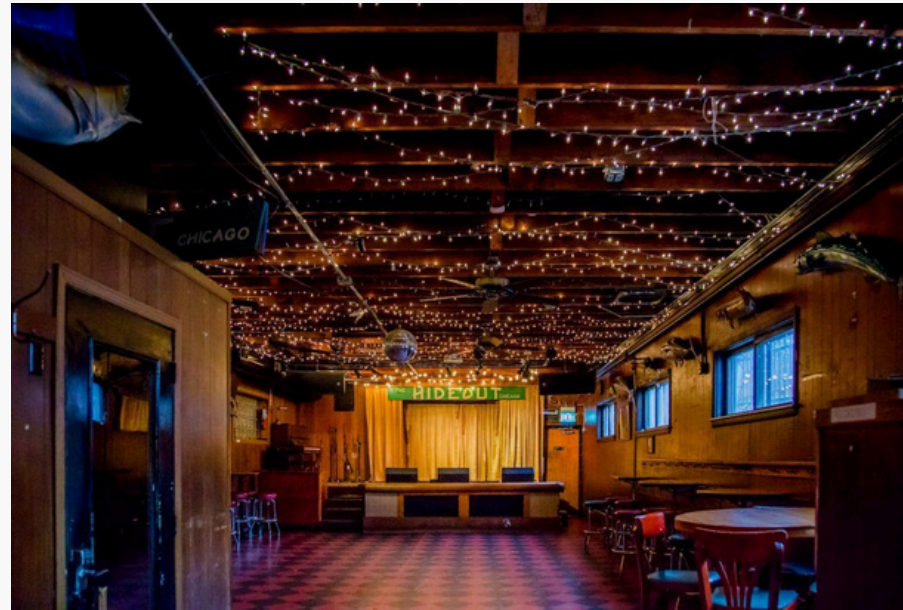


# VENUES



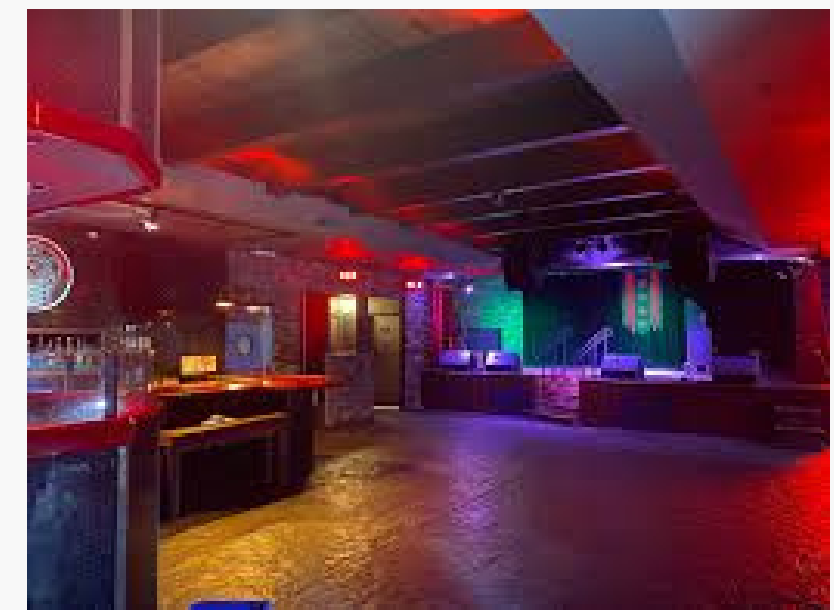
The Den Theater - 2A

- Capacity is around 54, easy to sell out
- Will post about the performance



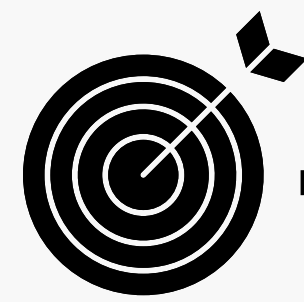
The Hideout Chicago

- Capacity is around 100
- A known venue
- Will post about the performance

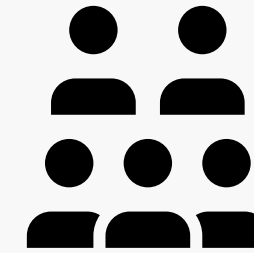


Cobra Lounge

- Capacity is around 140
- A known venue
- Will post about the performance



# TARGET AUDIENCE



## Gender

Female or Male

## Location

Anywhere, focus in  
Mexico and Chicago

## Passion

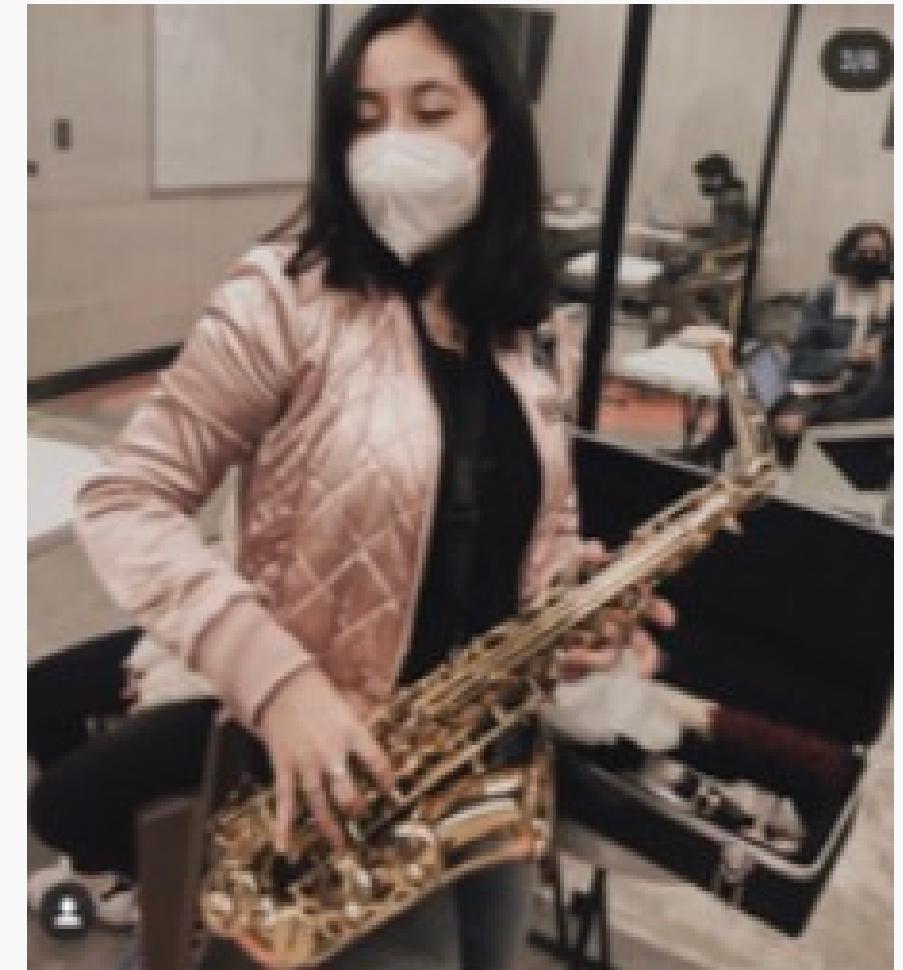
Values music and  
musical meanings

## Age

16-young 30's

## Hobby

Intrest in classical  
music





# CONTENT IDEAS



Did you guess what Disney song is being played on the clarinet correct?  
#clarinet #Disney  
#Beautyandthebeat



What are your thoughts on "The Woods Dancing" composed and played by Rebeca?  
#clarinet #composition  
#original



Could you play a song without looking at the notes?  
#clarinet #difficult  
#clarinetcover