

Kroeger

A Modernised Classic E-Piano

Showcase

**Showcase video here, see
TrafasJ_D2c_InstrumentPresentation_Movie.m4v for preview**

Feature List

- Semi-tone Transposer
- ADSR Envelope Processor for Tone Modelling
- Built-in Reverb Unit
- Built-in Chorus Unit
- Built-in Highly-adjustable Saturator Unit With 3 Tubes and Gain Offset Switch
- Working Output Meters
- Status LEDs

Logotype & Branding Philosophy

minimalism

Heritage

Elegance
Elegance

Kroeger

Marketing Strategy Outline

Building a community of coders by allowing to mod the built instruments

Hiring a team of professionals to code and debug devices

Including instruments as plugins in large bundles

Sending instruments for beta testing

Giving instruments away for free

Learning new skills and environments

Always posting about new releases on Patreon

Creating and releasing as many instruments as possible

Building the financial background and resources for the brand to function

Kroeger

Brand Development Process

Influences & Inspiration



Wurlitzer 200

Vintage Vibe French Vanilla '73



Kroeger



Fender Rhodes Student Piano

Kroeger
Kroeger



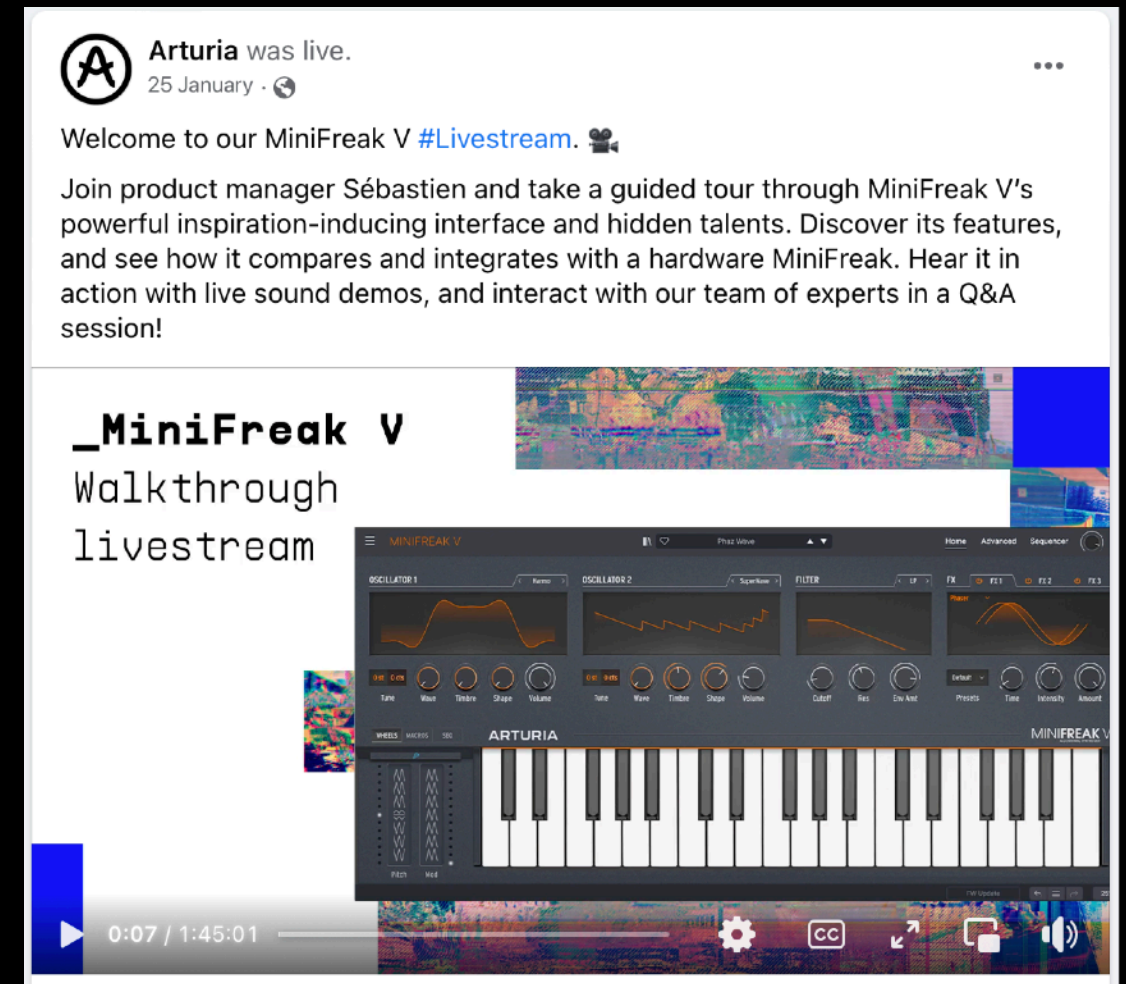
Clavia Nord Grand



Similar Campaign

The Arturia MiniFreak V Launch

- Facebook Ads, Live Streams, Posts.
- Press Release on Synthanatomy, Gearnews, Musictech...
- Discounted first sale with introductory pricing.
- Discounted price for owners of other Arturia software.



Similar Campaign

Analog Obsession

- Using Patreon to fund their work.
- All members of Patreon receive all plugins for free, no matter what they pay, which leaves a freedom to chose the level of support one is providing.

Analog Obsession
Creating VST3, AU, AAX (WIN / OSX)

Select a membership level

Sub Me	Support Me	Heal Me
£5 / month plus VAT	£9.50 / month plus VAT	£14.50 / month plus VAT
Join	Join	Join
or save 10% if you pay annually	or save 10% if you pay annually	or save 10% if you pay annually
• Will get all plugins for free	• Will get all plugins for free	• Will get all plugins for free

<https://analogobsession.com>



ANALOG OBSESSION

Now, all plugins are free on Patreon!

<https://www.patreon.com/analogobsession>

© Analog Obsession

The *Kroeger* Implementation

The Kroeger Launch

- Facebook Ads, Live Streams, Posts.
- Press Release on Synthanatomy, Gearnews, Musictech...
- ~~Discounted first sale with introductory pricing.~~ **Offered for FREE**
- ~~Discounted price for owners of other software.~~ **Subscribed Patreons receive the plugin earlier for beta-testing.**
- Further plugin and instrument releases only available to clients of one of the paid Patreon subscriptions.
-

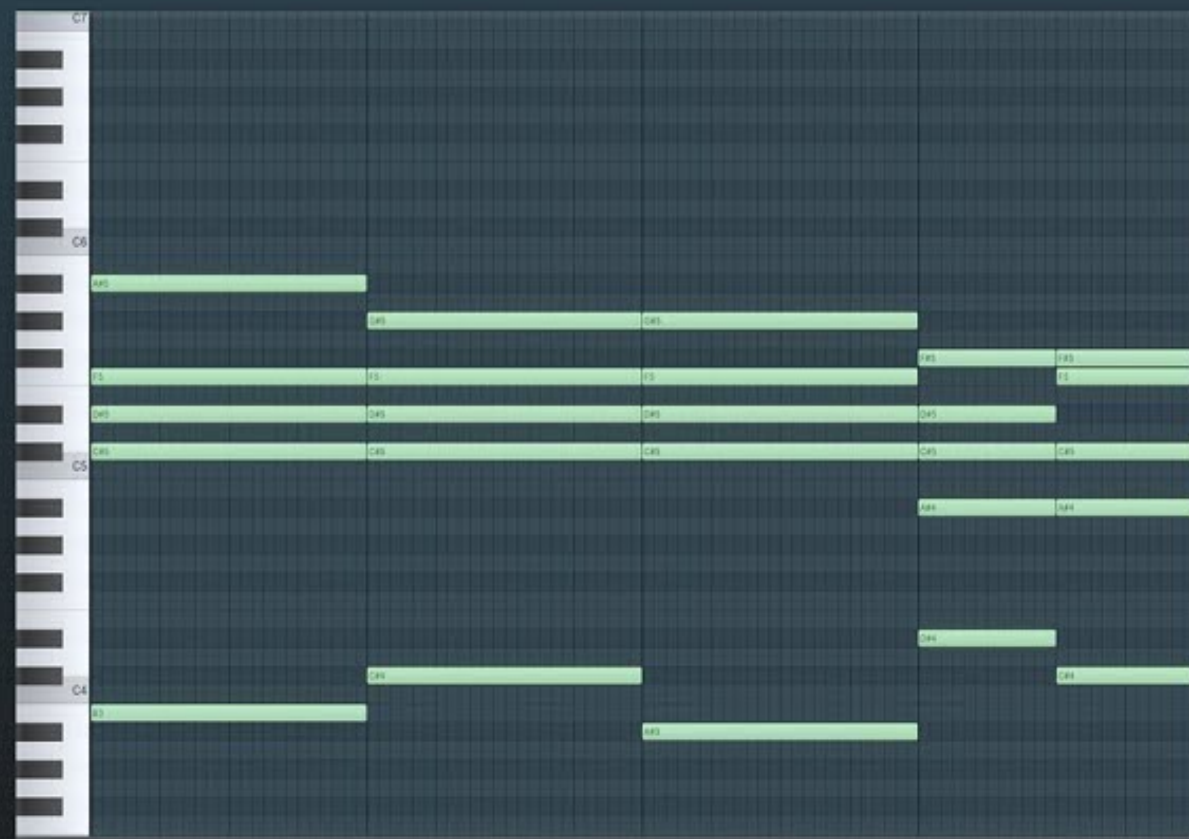
Rejected Campaigns

Unison MIDI Chord Packs

0%



100%



PROGRESSIONS IN SECONDS

Rejected Campaigns

Unison MIDI Chord Packs

- Basing sales on misleading infomercials ruins the **trust** one's customers need to build towards a product.
- Customers should be convinced with **quality** and not with the trend of normalised mediocrity.
- Dishonest advertising and False-Hyping of a product.

Potential of Infomercial

- The development of the instrument and better quality of craft when building it should drive the higher quality of the infomercial
- Spreading the infomercial and uploading to various social media would attain a certain level of popularity and word-of-mouth in its recipients - if the instrument is of good and recommendable quality

THE END

Kroeger

A Modernised Classic E-Piano

Reference List

- Arturia (2023) Arturia: Facebook Page. Available at: <https://www.facebook.com/Arturia.Instruments> (Accessed: 24 March 2023).
- Chan Kim, W. (2005) The Blue Ocean Strategy. Harvard Business Review Press.
- Küçük, R. (2023) Analog Obsession. Available at: <https://analogobsession.com> (Accessed: 24 March 2023).
- Matrix Synth (2019) 1969 Fender Rhodes Student Piano Avocado Green + Sharpe headphones. Available at: <https://www.matrixsynth.com/2019/09/1969-fender-rhodes-student-piano.html> (Accessed: 24 March 2023).
- Patreon (2023) Patreon: Analog Obsession. Available at: <https://www.patreon.com/analogobsession> (Accessed: 24 March 2023).
- Reid, G. (2020) Clavia Nord Grand, Sound On Sound. Available at: <https://www.soundonsound.com/reviews/clavia-nord-grand> (Accessed: 24 March 2023).
- Unison (2022) Unison MIDI Chord Pack. Available at: <https://www.youtube.com/watch?v=eqZsK-vVzg4&t=51> (Accessed: 24 March 2023).
- Vintage Tropical Fish (2020) What should come with my Wurlitzer 200 or 200a?, How To: Electronic Pianos. Available at: <https://www.tropicalfishvintage.com/blog/2020/11/4/what-should-come-with-my-wurlitzer-200-or-200a> (Accessed: 24 March 2023).