

I chose to do this assignment on Harry Styles because I myself am a fan of him and his music and also because I find the way he markets his music fascinating especially when it comes to the release of his single Adore You in 2019. With this release Harry and his team created a fake island called Eroda which stemmed from the music video for the song. This music video then inspired the whole campaign for the single which changed in real-time as and when fans found things or didn't seem to be enjoying other things. "When they found [something] we adjusted and/or leaned on it to make sure that they could further go down the rabbit hole," says Salcedo, Director of Digital Marketing for Columbia, when he spoke to Billboard in 2019.

It's this sense of fun and creating mystery that I wanted to challenge myself with, and being a fan myself having an inside scoop on what we want I felt that I could do this and do it successfully.

Harry Styles, now a solo artist following a 4 year stint in boy band One Direction, released his debut album aptly named Harry Styles in 2017 which debuted at number 1 in 20 countries including the US and UK. Followed in 2019 by the album Fine Line which debuted at number 1 in 13 countries including the US.

Since Styles went solo he has made it clear that kindness is his brand, having created multiple merchandise items with the phrase 'Treat People With Kindness' on them and this has translated into what he does. For example, during his 2018 world tour 'Live on Tour' Styles donated a portion of the ticket sales and all the profits from a select merchandise item to various local charities. "All of Harry's profits from these purchases, as well as a portion of ticket sales, will be donated to various local charities from his tour stops around the world." (no name, no date) This accounted for \$1.2 million in donations to charities around the world (Maine, 2018).

Alongside this idea of kindness, Styles is known to be a huge advocate for the LGBTQ+, promoting inclusivity at his shows

"I want to make people feel comfortable being whatever they want to be," he says. "Maybe at a show you can have a moment of knowing that you're not alone. I'm aware that as a white male, I don't go through the same things as a lot of the people that come to the shows. I can't claim that I know what it's like, because I don't. So I'm not trying to say, 'I understand

what it's like.' I'm just trying to make people feel included and seen."
(Sheffield, 2019)

Whilst on stage he's waved various pride flags, proclaimed "I mean we're all a little bit gay, aren't we" and has helped multiple fans come out "When I raise this flag you're officially out, heard that's how it works! She's oooout!" (HSD, 2021).

He's also used his platform, both online and on stage, to spread political messages, endorsing Biden in 2020, supporting the Black Lives Matter movement and speaking out against the Texas Heartbeat Act.

Aside from social justice issues Harry has branded himself as something of a fashion icon. Since before One Direction broke up Styles has had a love for the unconventional. For his tour 'Live on Tour' Styles would be found on stage in various suits of varying design and pattern and was even on stage in a kilt at one point.

Styles and fashion became the talking point again in late 2020 when it was revealed that he would be the first male to have a solo cover with American Vogue. It was in the subsequent interview for this cover that Styles spoke about fashion and how he finds joy in playing with clothes.

"Clothes are there to have fun with and experiment with and play with. What's really exciting is that all of these lines are just kind of crumbling away. When you take away 'There's clothes for men and there's clothes for women,' once you remove any barriers, obviously you open up the arena in which you can play. I'll go in shops sometimes, and I just find myself looking at the women's clothes thinking they're amazing. It's like anything—anytime you're putting barriers up in your own life, you're just limiting yourself. There's so much joy to be had in playing with clothes. I've never really thought too much about what it means—it just becomes this extended part of creating something." (Bowles, 2020)



Styles, 2020

Fans when asked what comes to mind when they think of Harry respond in a variety of ways but the main responses always include these key parts of Harry's branding and image.

"I think of his passion for music and art, his creativity and ability to push boundaries, and how much safer he's made me feel within myself/my sexuality/my gender expression/etc."

"He reminds me that I can be who I want to be with no judgment. He also encourages me to write music and try new clothes."

"I think of belonging and being understood!!"

"How open he is about both expressing yourself and your emotions. He lets me feel free"

"I also think about how much he does for the community and fans. No matter who supports him and who doesn't. He reminds us all to treat people with kindness no matter what the situation may be."

(Bacon, 2021)

It is with all of this in mind that I went ahead with coming up with a campaign that I felt would work for Styles and those who are a fan of him.

However, whilst Styles has his strengths as clear from the above he does also have his weaknesses. His main one being lack of communication. He has repeatedly stated that social media and him being on it changes him

"On a personal level, I feel a noticeable change in how happy I am when I'm not on social media. Someone once described it to me like a house party, where there are three people who are great and 23 people who aren't that nice. You just wouldn't go to that party would you? That kind of summarizes my feelings about social media. I dip in. I see the friends I want to see and I dip out." (Styles, 2019)

But this dislike for social media has led to some fans feeling disconnected from Styles and has at times caused anger, especially when it comes to not sharing important information in a timely manner. For example, Canadian fans of Harry found out that his shows there were getting cancelled through Facebook.

This lack of communication also spreads wider than just Harry; those on his team also don't share a lot of information and instead rely on other fans and update accounts for Harry to share what needs to be shared.

This is a stark contrast to other artists on the same level as Harry, Lil Nas X for example posted 150 TikToks the week his album was released and Dua Lipa continuously shares what she's up to with posts about what she's reading, what she's eating and where she's been.

However for Dua Lipa in particular it could be argued that these artists are oversaturating themselves and are running the risk of people getting bored or annoyed of them. I mention Dua specifically because following the release of her album Future Nostalgia in 2020 she has released 2 different versions of the album alongside twenty five remixes of various songs from the album.

When it comes to Lil Nas X, he can come across as a polarising figure. For example, Lil Nas X's video for single Montero (Call Me By Your Name) caused controversy upon its release due partly to the use of religious imagery "Right-wing voices criticised Lil Nas X for using scenes based on the Garden of Eden and in which he gives the devil a lap dance." (Clarke, 2021) And the same video triggered a lawsuit from Nike due to a pair of trainers used in the video due to trademarking issues "The 'Satan shoes' which allegedly contained a drop of human blood are to be recalled following a lawsuit from Nike. The shoes are customised Nike Air Max 97s and were designed without the sportswear giants permission upon launch last month" (Reilly, 2021)

It felt prudent in this project to fully research how the music industry is especially as we come out of a global pandemic. During this research it became clear that the music industry as a whole didn't experience too much damage, only when it came to the live sector was the pandemic truly felt.

In fact it became clear that many people used music and discovering new music as an escape "for 75% of people music provided a sense of normality during the pandemic" (IFPI, 2021). The BPI have said that despite 2020 being a year of lockdowns UK music industry revenues rose by 8.2% in 2020 to a total of £1.118 billion making it the highest it's been for 14 years. This demand was felt across the whole industry with vinyls experiencing an increase in demand of 30.5% to £86.5 million, the highest it's been since 1989.

Despite the increase in demand for physical music products streaming still remains top of the list for how music is consumed accounting for 80.6% of it in the UK alone. Streaming is good for British artists like Harry, with 1 in every 10 tracks streamed globally being from a British artist, helping to make the UK's share of global streaming four times greater than its share of global GDP.

Looking at the industry as a whole meant that I was able to better plan what would work and what wouldn't work for this campaign as well as begin to understand what Harry's target market and fanbase look like.

Paul Allen writes "A target market is defined as consumers and potential consumers with whom the artists music connects creatively and commercially" (Allen, 2007, page 70) and King believes that "Spending time researching who your potential fans are, where they hang out, how old they are, how they get their music information, and how they buy music will dictate what marketing specific avenues you pursue in the rest of your marketing plan" (King, 2009, page 5) So before I went into creating the marketing plan for this campaign I needed to narrow down who/what Harry's fan base and target market is.

It became clear that Harry's main target market is young women aged 18 - 34. Chartmetric shows his following on Instagram and subscribers on YouTube to skew heavily towards the female at 75.22% and 73.46% respectively and according to the company AdTargeting 87% of those on Facebook interested in Harry Styles are aged 18 - 34.

If you look at the cities where Harry's most listeners come from it's clear to see that there is a market for Harry across the globe. Spotify has the cities of where he is most listened to as Mexico City, São Paulo, Santiago, London and Sydney. This global market for Harry is proven when you look at his touring history, his 57 date arena tour in 2018 had sold 100% of the tickets on sale at all but 4 dates. And this demand for Harry hasn't wavered over the pandemic Mitch Rose, co-head of contemporary music at CAA told Pollstar "Styles' show in Detroit set an attendance record.... For Harry, everybody is showing up" (Borba, 2021)

But as Allen writes in his book Artist Management For the Music Business "Suddenly it is no longer basic demographic information that defines the consumer; rather, it is now lifestyles and values of the consumers". So looking

away from the demographics of Harry's fan base and deep diving into who they are:

Harry's fan base listen to predominantly pop music but genre for the younger listener is becoming more and more blurred due to the nature of streaming "78% of young people said they couldn't be defined by the genre they listened to" (no name, 2019)

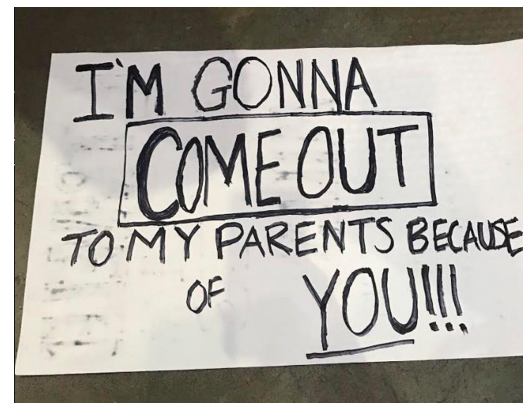
Vevo in their 2015 report came up with tribes that broadly define what different music fans want from the music they listen to and the artists they follow. And the tribe of most use for Harry Styles fans is 'Front Row Fans' who are typically females, 18-24 and students. For this tribe "music is that intangible thread that ties them to friends, family, social events, and more" for them music "is an emotional experience". Vevo say that this tribe's strong passion makes them cultural influencers, they're "motivated to share the music, movies, shows, restaurants, decorating, fashion and beauty that they love, using social media and word-of-mouth".

Another tribe worth looking at that again fits the target demographic of Harry Styles fans is 'Soloists'. Soloists are again aged 18-24 who "feel a personal connection to the music they love". Vevo describes them as people who are "living in an in-between moment, figuring out what lies next for them, stuck in between student life and adulthood." Soloists aren't as likely to say they like any artist they come across but once they find the artist they love they become fully invested with their love of the music getting tied to their love of the artist. This tribe is the one you can rely on to spend money on concerts and merchandise to "bring home a piece of the event and musicians"

Harry Styles fans are also highly aware of the latest fashion trends, what looks good and what doesn't much like the artist they are a fan of. In fact Brannigan for Fashionista looks at this in more detail and discusses how fashion and Styles' shows go hand in hand for fans

"But for this tour, Styles' fans have adopted fashion as being entirely synonymous with the artist's own cult of personality, to an emotional degree. His fandom's clothes mean something to them, and with Styles, that's kind of the point: For what does he stand for as an artist if not a liberating crush of self-expression?" (2021)

Given how outspoken Styles is when it comes to equality and freedom of expression it is also then safe to assume that Styles' main fan base agree with this sentiment. This can be substantiated when you look at the audience of Styles' shows, many of whom bring signs thanking Harry for allowing them to be who they are, saying he's the reason that they feel comfortable enough to come out and throwing pride flags on stage for Harry and his band to wave around.



The target market for Styles' given that it is on the younger side tends to lean towards streaming services for their music consumption. The IFPI found that 60% of 16-24 year olds and 61% of 25-34 year olds use streaming services to listen to their music. However, all is not lost when it comes to the demand for physical product, in another report from the IFPI it was found that 8% of people asked had bought a vinyl the month of asking, this then increases to 11% of people aged 25-34 year olds when breaking it down into demographics.

Radio also still plays a significant part in the younger demographic's music consumption with 66% of those aged 16-24 and 76% of those aged 25-34 still listening to the radio. However, these numbers are lower than the figures for those aged 35 and older.

The timeline for this campaign spans across three years, beginning January 2022 and ending April 2024. The first seven months of the campaign are not very busy as at this point it is about gearing up the first release, shooting as much content as possible and getting it all ready to go in time for the first singles release in August 2022. The first step of the release strategy takes place here with the release of the Man About Town cover and interview. Styles being on the cover of a magazine has marked the start of his new 'era' as it were for the last two album campaigns and I feel that it would be a good thing to continue doing. It's a way of letting the fans know that something is coming without actually saying so.

From August 2022 onwards it gets busy with the release of the first single, moving into the release of the second and then the release of the album. All to take place

before the end of October 2022. November, December 2022 and January 2023 are quieter months so that there is time to take a small break before a world tour begins at the start of February 2023. However, December 2022 does have a Christmas themed concert planned in it as a way for fans and Styles to both celebrate the album release and Christmas together.

February 2023 through to October 2023 is a major world tour with 100 shows planned across North & South America, Europe & the UK, Asia and Australia & New Zealand. Twice throughout this stretch of time will a new single be released, one at the start of it in February and the other in the gap between the end of the South American leg and the start of the Australia & New Zealand leg.

The end of the tour in October 2023 will again see a short break of a month till when in November 2023 it is announced that there will be a live album and album documentary movie released at the start of 2024. Both the live album and documentary movie will be released in February 2024 and that is all there is till April 2024 when the campaign effectively ends with Harry on the cover of British Vogue.

The main pillars of the release strategy for this campaign are the puzzle, to introduce the fans and the world to the album name, tracklist, artwork and release date, and the Christmas Concert.

Following on from the mystery that Eroda and the Adore You campaign created in 2019 and taking a little inspiration from Coldplay who sent letters to a select number of fans to alert them to a new album in 2019.

I came up with the idea of creating a global puzzle that fans need to complete to discover all they need to know about the new album.

This puzzle will take place both physically and digitally, with fans being carefully picked using the data that is available, such as who had interacted with Harry's website. These fans would then receive a single puzzle piece in the post that on one side has a small part of the album artwork and on the other has a qr code that takes them to a website where they then input the short numbered code that was also on the back of the puzzle piece. Once the code is inputted the corresponding puzzle piece would then appear in place on the website.

The website would remain secret until the first piece is inputted at which point the link would be shared by Harry and by his team's account HSHQ, confirming that it is related to Harry.

To stop fans from thinking that the puzzle pieces are rubbish, each individual piece will be signed by Harry, something that these superfans will be aware of alerting them to the fact that they've been asked to take part in something.

Upon puzzle completion the website would automatically change to show all the information a fan and anyone else could possibly need: release date; title; tracklist; where to buy and artwork. It is also at this point that preorders and presaves would be able to start.

The other key moment in this album campaign is the concert that takes place in December. Two weeks after the album is released Harry will announce a concert taking place at The O2 in London on December 16th. This concert will be a combination of an album release party and also a Christmas party, for Harry and 20,000 fans.

Sticking with a tradition that Styles' has seemingly created, because it is the first show in this new 'era' tickets will be cheaper than they normally would be for a Harry Styles arena show at £25 each. Due to the high demand for tickets there will be a Santa's Grotto on site the week of the concert in which fans can try one last time to get tickets. They will sign up and if they are successful they will find out that they're on Santa's 'Nice List' and because of this they have won a pair of tickets to the show that night.

Bearing in mind that this concert is a special one off there will be one off merchandise on sale suiting the theme of the show. So alongside your typical concert merchandise there will also be more Christmas themed items such as baubles, tree topper and Christmas chocolates. Once the concert is over this Christmas themed merchandise will be put on all of Harry's web stores so that those fans around the world that couldn't come to the show are able to purchase something from it.

And again for those fans that couldn't come to the show whether it be because they couldn't get tickets or because they couldn't travel to London the show will be live streamed through Harry's website for free.

The final thing to take note of for this concert is that there will be a toy drive inside The O2 for fans, crew and anyone else to donate toys that will then go to children in need. This is inline with Harry's treat people with kindness branding.

“The press component of a marketing plan should talk about who will be working the record.... What kind of press will be the focus... any supporters the band already had in the press world, target writers who have written about similar artists and very specific target outlets” (King, 2009, page 10)

In the two previous album campaigns a magazine cover has been used to signify a new ‘era’ for Styles, first with AnotherMan in 2017 and then with Rolling Stone and The Face Magazine in 2019. This theme will be carried on into this album campaign with Harry being on the cover of Man About Town. Man About Town is a British biannual mens fashion magazine, with a readership of around 160,000.

“The magazine provides a full and often first look on the genuine tastemakers of popular culture. It prides itself on its insider’s relationship with the people who alter the visual industries, and its instant appeal to the aspirational, well travelled, curious, sophisticated and cosmopolitan.”

The fact that the magazine's normal audience is well educated males aged 25-45 will create opportunities to widen Harry’s captive audience, introducing him to a new demographic. Man About Town has previously had Hero Fiennes Tiffin, Rege Jean Page, James Norton and Tom Daley on the cover.

Throughout the rest of the campaign the press coverage will vary from music focused press to more fashion and news focused press to broaden the demographics reached.

77% of people of all ages still report strong engagement with the radio, this drops by 1% to 76% for those aged 25-34 years old and then drops even lower for those aged 16-24 to 66%. However, radio is still an important part of a marketing campaign, it can make or break a song. When Styles’ Watermelon Sugar scored his first number 1 on the Hot 100, in the Us, the song saw an 8% increase in radio reach creating 71.7 million audience impressions. (MRC & Billboard, 2021) So with this in mind radio interviews, performances and secret shows in partnership with stations will happen throughout this campaign.

These secret shows will happen all over the globe in major markets and tickets will be won through competitions run by the radio stations. They’re a good way of creating an event for the fans but also reaching millions of people due to the fact that they are aired on the radio as the performance happens.

Television is a staple in any music marketing campaign, with artists going on multiple talk shows to spread the message. The main focus for television when it comes to Harry's campaign, will be talk shows, such as Graham Norton and The Tonight Show (USA), with Harry going on more news based shows in those countries that don't have talk shows for example The Project (Australia).

"Advertising on television still has a huge impact on the public. It attracts a large audience that watches an average of four hours of TV every day. Even though the online world has been mainstream for over a decade, people only spend three minutes on YouTube or two minutes on Facebook for every hour spent watching television."

(Hiers, 2014)

However, even with this statistic there will be very little advertising through television because it's firstly expensive "A basic television campaign in four ITV regions can easily cost £75,000 - £100,000" (Harrison, 2021, page 227) and because young adults, the target audience, don't watch much television "TV statistics UK explain that teenagers and young adults (age 16-24) spend only one hour on average in front of the TV screen." (Popovic, 2021)

"There are over 10x more conversations about music on social media than there are about tv" (Vevo, 2015)

As mentioned previously Harry doesn't use social media much and this is true even when in the midst of a release, he only tweeted 49 times between when the first single (Lights Up) was released, October 11 2019 to December 23 2019, 10 days after the album (Fine Line) was released.

So with this in mind there won't be massive amounts of social media activity coming from Harry himself throughout this campaign. Harry will obviously post on his socials at every major moment of the campaign: single releases; album announcement; album release; tour announcement; major press moments (i.e. Man About Town cover). Alongside these key moments Harry will also interact with fans on social media something that he doesn't tend to do at all and we will use the HSHQ account to keep fans abreast of what is happening, such as television performances, radio interviews and things such as competitions. Whilst there won't be much organic social media posting throughout this campaign there will be a heavy social media advertising campaign throughout. There are 7.95 billion mobile phone connections, 4.54 billion internet users and

3.80 billion active social media users globally. And people spend an average of two hours 24 minutes on social media everyday (We are Social & Hootsuite, 2021).

“Physical music on CD and vinyl remains a significant part of the global music business, accounting for the US \$4.4billion of revenues in 2019. Both formats remain a big part of the revenue mix in EU countries, in particular in the largest markets such as France and Germany”
(BPI, 2021)

Retail both music and merchandise will play a big part during this campaign. There will be multiple physical products available when the album goes on sale because “The BPI’s year end report for 2020 revealed vinyl sales accounted for almost 20% of all physical album sales in the UK.” (Harrison, 2021, page 67) and whilst other physical products such as CD’s are experiencing a decline in sales people, fans especially purchase them for their collections. These vinyls will all go to various retailers as well as on Harry’s D2C to spread the reach the album has.

Having spoken to fans I understand the importance for there to be non music merchandising products on offer throughout the campaign. One fan said “I buy Harry Styles merch because it’s a way for me to feel part of something the same way sport fans like to wear jerseys or club colours, it’s a way for me to identify other fans and it’s also a way to support my favourite artist.” (Royer, 2021) and another said “I like to buy merch because it’s a tangible memory that I find isn’t wasteful and doesn’t get thrown out.” Marchenkowsky, 2021)

This merchandise will be available on the D2C and when the world tour takes place it will also be available for sale there because “Soloists will spend on concerts for the full music experience and merchandise to bring home a piece of the event and musicians” (Vevo, 2015).

Much like merchandise is important to fans the tour is just as if not more important “Being in a room listening to music knowing everyone else is there for the same reason brings a sense of community” (Cooper, 2021). “Would honestly say it’s just the feeling of being in a room full of people seeing someone you love, literally the best feeling ever” (Egan-Brown, 2021).

As well as being an opportunity to bring the music to the fans all over the globe, live music performances and tours also bring in a lot of money both for the artists involved and for the countries visited economies. Live music generated £1.3 billion for the UK economy in 2019 (UK Music, 2020). Styles' 2018 arena tour generated \$60,103,577 (Pollstar, 2021) in ticket sales alone.

So, approximately 4 months after the album is released Harry will embark on a world tour. This tour will see Harry visit North & South America, UK & Europe, Asia and Australia & New Zealand consisting of 100 shows. Much like Harry's last tours a portion of the ticket sales and all the profits from a select merchandise item will go to local charities in the cities that will be visited.

Having not known what a major labels budget would be for a campaign of this size, working this budget came with a lot of guesswork, but after meeting with Laura Hand a Senior Marketing Manager at Ministry of Sound I got a small grasp on just how much things cost and that to make a campaign really work, especially one of this size for an artist of this calibre that it could be said there was no budget.

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Interview

Hand, L (2021) Senior Marketing Manager. London. September 16 & 29 2021. She is a Senior Marketing Manager at Ministry of Sound

Royer, C (2021) Harry Styles Fan. October 18.

Marchenowski, A (2021) Harry Styles Fan. October 20

Cooper, E (2021) Harry Styles Fan. October 19

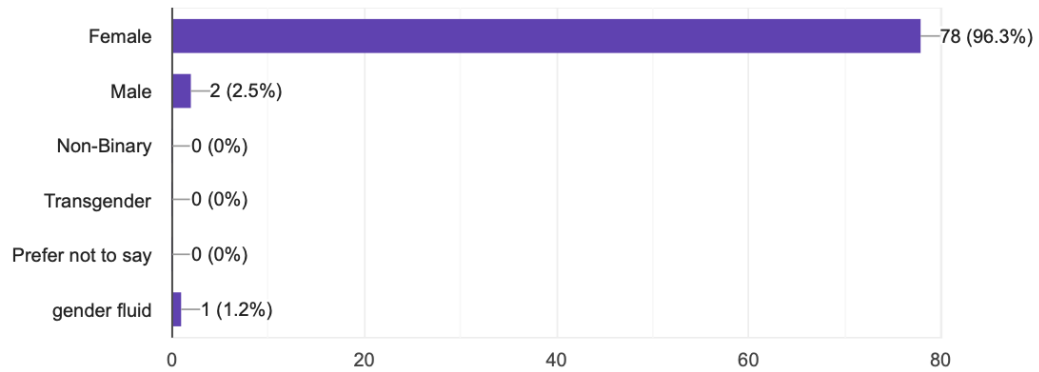
Egan-Brown, S (2021) Harry Styles Fan. October 21

Survey

Conducted in September 2021 and received 81 responses.

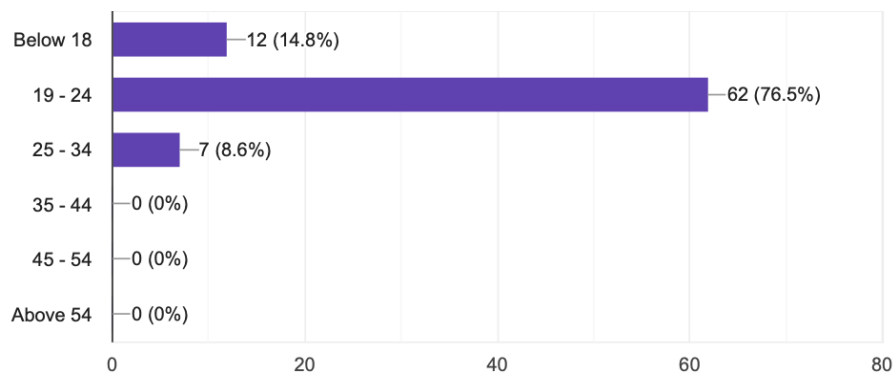
What is your gender

81 responses



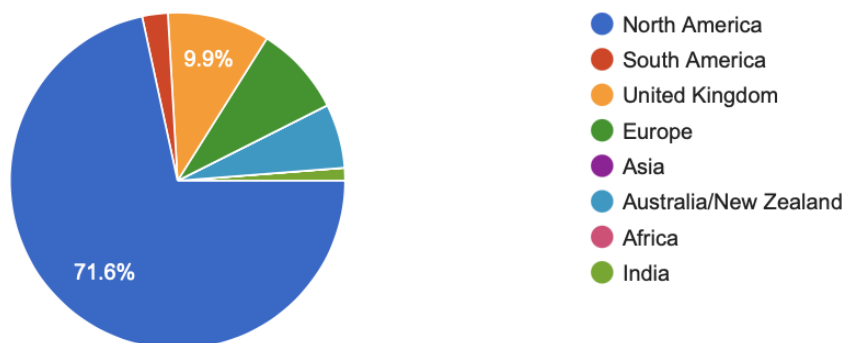
How old are you

81 responses



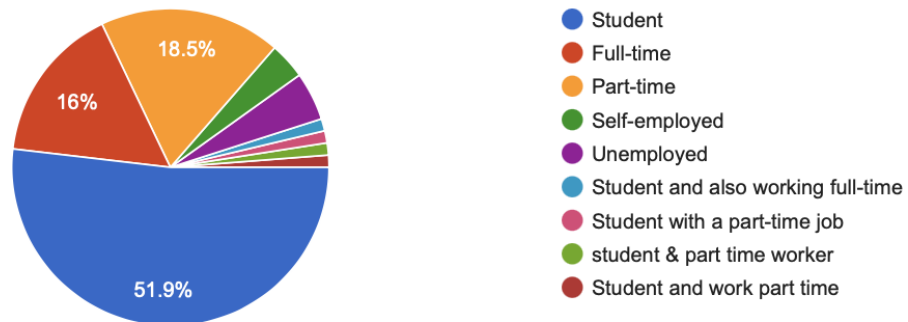
Where do you live

81 responses



What is your employment status

81 responses



What is your preferred music genre/genres

81 responses



Who are your favourite artists

Harry Styles

harry styles, rex orange county, mac miller, ariana grande, greta van fleet

Why don't we, EBEN, Taylor Swift, 1D (love them all but especially listen to Harry, Niall, & Louis), LANY

Sir Harry Styles CBE

Tyler, the Creator, The 1975, and SZA

one direction/solo, 5sos, taylor swift, conan gray

Alec Benjamin, Dino James(India), Akhil Sachdeva, Coldplay

Harry Styles, Kacey Musgraves

Harry Styles, The Beatles, Fleetwood Mac, Phoebe Bridgers, Lorde, Taylor Swift, Frank Ocean,

Harry Styles, 5sos

Harry Styles, Tom Hiddleston, Paul McCartney,

Harry Styles, Declan Mckenna, HAIM, Vampire Weekend

One Direction, 5SOS, Taylor Swift, Olivia Rodrigo

one direction/harry styles, taylor swift, olivia rodrigo, abba, louis the child, travis scott

taylor swift, ariana grande

Harry styles, taylor swift, Shawn mendes, 5sos

Harry Styles, Louis Tomlinson, 5SOS, One Direction(rip), Niall

Shawn Mendes, Camila Cabello, Ariana Grande, Olivia Rodrigo, One Direction, Big Time Rush

harry styles, shawn mendes, mgk, olivia rodrigo

Harry Styles, Black Pumas, Mac Miller, Kanye

Harry Styles, Taylor Swift, Lorde, Olivia Rodrigo

Taylor Swift, Harry Styles, Elton John, Queen, Fleetwood Mac, Kacey Musgraves
Shawn Mendes, Taylor Swift, Finneas, Ryland James
harry styles, niall horan, louis tomlinson, one direction, little mix, clinton kane, dermot kennedy, lewis capaldi,
olivia rodrigo, taylor swift
All Time Low, State Champs, With Confidence, As It Is
Harry Styles, Ariana Grande, Taylor Swift, Rihanna, Dua Lipa
Harry Styles, Olivia Rodrigo, Doja Cat, Megan Thee Stallion, Ariana Grande
Beartooth, BTS, Chase Atlantic
Taylor Swift, Billie Eilish, Shawn Mendes, Why Don't We
Harry styles, arctic monkeys, the neighborhood, taylor swift, Lizzo, cardy b, drake
Why Don't We, Olivia Rodrigo, Jonas Brothers & many more!
Shawn Mendes , Charlie puth, Billie eilish, Harry styles, Justin Bieber
Harry Styles, Niall Horan, COIN
Lorde, Foo Fighters, The Cranberries, Harry Styles, My Chemical Romance
Kiana Ledé, Kehlani, Justin Bieber, Jaden
Niall Horan, Little Mix
Harry Styles, Taylor Swift, Needtobreathe, Oasis, Louis Tomlinson, Imagine Dragons, One Republic
Camila Cabello
Billie Eilish, Wallows, Ashe, Rex Orange County
Harry Styles, 2Pac, Beyoncé, Stormzy, ABBA
One Direction, The Weeknd, Post Malone
Taylor Swift, Harry Styles, Miley Cyrus, Olivia Rodrigo, Billie Eilish, Griff
Kelsea Ballerini Taylor Swift Thomas Rhett Dan + Shay Olivia Rodrigo
Harry styles, taylor swift, lorde, phoebe bridgers
Why Dont We, harry styles, jon bellion
One direction, Julia Michaels, alessia cara
Harry Styles
Harry Styles & Taylor Swift
Harry styles, shawn mendes, Louis Tomlinson
Lauv, Wallows, Bleachers, Ariana Grande, Griff, Justin Bieber, U2,
harry styles, lorde, taylor swift, ariana grande
Harry Styles, Niall Horan, Louis Tomlinson, Zayn, Liam Payne, 1D, Maisie Peters, Ashe, Dean Lewis, Lewis Capaldi,
Sabrina Carpenter, Shawn Mendes, 5sos, Isak Danielson
5SOS, 1D, Taylor Swift
Harry Styles, Dua Lipa, Ariana Grande
Harry Styles, Ashe , Ariana Grande
Harry Styles, Doja Cat, Fleetwood Mac, Animal Collective
One Directon, Shawn Mendes, Harry Styles, Niall Horan, Ruel, Thomas Rhett
One direction and Harry Styles
Clinton Kane, Taylor Swift, Olivia Rodrigo
BTS, Harry Styles, Bad Bunny
harry styles, 5sos, niall horan, pentatonix, khalid, sabrina carpenter, niall horan, etc!
Louis Tomlinson, Lorde, Little Mix
Arctic Monkeys, The Neighborhood, Kali Uchis, Chase Atlantic, Rihanna, Enhypen, ATEEZ
harry styles
halsey, bts, harry styles, ariana grande, troye sivan, alina baraz, alessia cara, kehlani
Taylor Swift, Olivia Rodrigo, Bleachers, the 1975, Ed Sheeran, etc.
Harry Styles, Taylor Swift, The Rolling Stones
Harry Styles, Justin Bieber, Selena Gomez, LANY, Camila Cabello, Taylor Swift, Lady Gaga

Isak Danielson, 1D, Niall Horan

Harry Styles, Jeremy Zucker, Peter McPoland, Justin Bieber, Blackbear, Mike Posner, Jonas Brothers

1D, Martin garrix, Ed sheeran

harry styles, louis tomlinson, taylor swift, olivia rodrigo, the night cafe, catfish and the bottlemen

Anberlin, Deftones, Led Zeppelin

Lorde, Julia Jacklin, Harry Styles, Taylor Swift, Lime Cordiale, Joy Crookes

Harry Styles, CNCO, 5 Seconds Of Summer, Bad Bunny, and Jonas Brothers

Ariana Grande, Justin Bieber, Harry Styles, Olivia Rodrigo

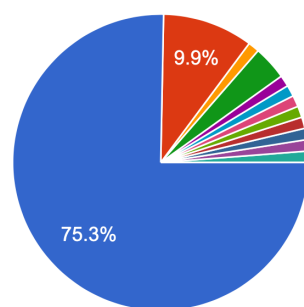
Harry styles, taylor swift, james bay, abba

Chase Atlantic, Ruel, jorja smith, yungblud, Conan gray

Harry Styles, MCR, fleetwood mac, oasis, arcade fire, lorde, the eagles

How do you listen to music

81 responses

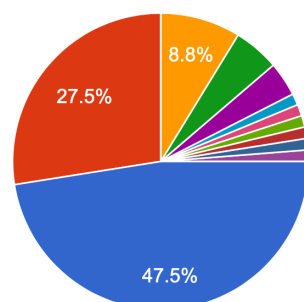


- Streaming (Paid)
- Streaming (Free)
- CD
- Vinyl
- Streaming (Paid) & Vinyl
- Streaming and Vinyl
- Paid streaming and vinyl
- streaming (paid) and vinyl

▲ 1/2 ▼

How much do you spend on music in a month

80 responses

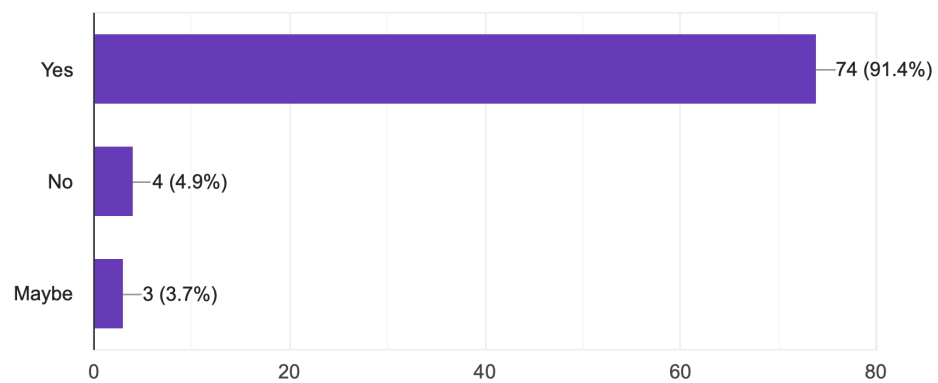


- Less than £10
- Less than £20
- Less than £30
- Less than £40
- Less than £50
- sorry i live in the US 🇺🇸 so roughly \$30/...
- I buy a vinyl more or less every month/t...
- american money

▲ 1/2 ▼

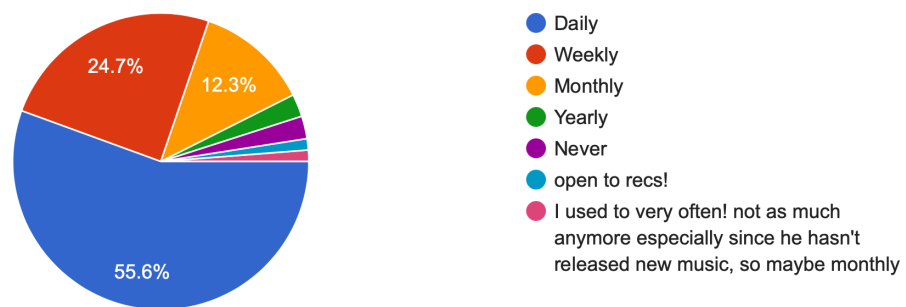
Are you a fan of Harry Styles

81 responses



How often do you listen to Harry Styles

81 responses



What do you think of when you think of Harry Styles

Happiness

SUCCESS

happiness <3

Kindness, acceptance, love. Harry is absolutely one of the sweetest people I stan.

Ki//ing myself actually...

One Direction

home

I think of belonging and being understood!! Variety, caring for his fans, he's one of the best!!

Singer, songwriter, grammy winner, actor, model. First male to be solo on American Vogue - the whole dress debate.

His talent, kindness, and style

Frog

Inspiration, freedom, love, confidence, colorful

he is the love of my life.

treat people with kindness

Glitter, flare pants, and amazing music

How much he's saved me and brings me so much happiness

funny, gentleman, smile, family show :)

happiness

Good music and being happy

how beautiful he and his music are, how open he is about both expressing yourself and your emotions. He let's me feel free and overall i see him as a light in the dark.

happiness

Acceptance of everyone, being your authentic self

He is very good, but not the genre I like most so I only listen to some specific songs that I really like and when I am in a specific mood, the most popular songs I'd say (an example is watermelon sugar)

With his most recent album Fine Line I think of the emotions he was feeling while writing the album, the melodies and his beautiful vocals and mostly I think about hearing those songs being performed live

Love, flowers

I think he seems like a great guy and has done many great things and i respect him as an artist.

Honestly, his outfits but definitely One Direction as well

A literal angel in human form

One Direction, fruit, fashion, talent!

Treating people with kindness, the pride flag

Fashion icon

Balance & peace

Positivity, comfort

Comfort, unique, Aquarius, pantsuits

Fruit

Angels? God himself? Happy thoughts only

An idol, down to earth, fashion iconic

love.

Kindness, authenticity, being yourself, laughter, community and passion

incredibly talented singer songwriter and actor

A great person, falls, tpwk

Positivity, happiness, emotions

Love, Happiness, and Home. ❤️

An icon of our generation due to the creativity he puts in his music and his iconic style that's shifted many peoples personal wardrobes

Sign Of The Times, "it's my birthday and I'm gay", his iconic high notes in Infinity

i think of his passion for music and art, his creativity and ability to push boundaries, and how much safer he's made me feel within myself/my sexuality/my gender expression/etc. also his music legitimately bangs so

I feel all warm and bubbly or I feel very emo, depends on the song!

Style, concerts

I reminds me that I can be who I want to be with no judgment. He also encourages me to write music and try new clothes.

Happy times

Freedom and light ❤️

Fashion, kindness, love

He's honestly made me into who I am today. Basically grew up listening to and being his fan since i was 11
sunshine and kindness :))

talented genius, kind soul and and an inspiration to be who we want to be

One direction, lots of fans, popular

live performances, fashion, colors,

Currently the tour videos because it's all over my TikTok FYP! Also thinking about his fan engagement while on tour and how he's able to create special moments with individual fans in arenas with thousands of people in them.

Kindness, bright colors, vibrant outfits

Peace, happiness, kindness, one direction

Freedom

Love him

The most humble guy on earth who showed me that everything is possible

i'll always love & care about him because i wouldn't have anything i do today if it wasn't for him and the band but i wish it hadn't all gone to his head . i miss 2017/2018 solo harry

kindness

expression, joy, love, inclusion, fashion

I think about how much his music has changed me. I also think about how much he does for the community and fans. No matter who supports him and who doesn't. He reminds us all treat people with kindness no matter what situation it may be.

Comfort

A lot of emotions

Acceptance

my whole world

What are my big goals?	Which goals need to happen first?	When do I want to achieve this?	What obstacles might get in my way?	How can I improve my chances of meeting my goal?	Where can I go for support?	Review: How am I doing?