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INTERNATIONAL MUSIC MARKETING
CREATION ASSIGNMENT
ELEMENT 1 - PROJECT PROPOSAL

Project Proposal for Gig-Gogz: *'The New Brand Blending Virtual Reality
With Music to Create Unique, Immersive Experiences'*

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Project Proposal for Gig-Gogz: *'The New Brand Blending Virtual Reality With Music to Create Unique, Immersive Experiences'*

Gig-Gogz, the brand new company blending virtual reality (VR) technology with music to create immersive experiences. The 3D encounter intends to take customers on a unique, sensory-loaded trip into the technicoloured realm of live music and events, all from the comfort of their homes. Many would argue that the atmosphere of live gigs should be enjoyed in person, nevertheless, some music-lovers aren't able to experience such events, whether it be due to personal preference, anxiety, health issues or in many cases, disability. Gig-Gogz is here to provide such demographics with the opportunity of inclusivity, after all, music has the power to unify the world, and nobody should be left behind. The VR headpiece will combine cutting edge HD technology with exquisite audio, providing users with an incomparable virtual experience. Designed and manufactured by Sony, the goggles will allow customers to stream events from the Gig-Gogz website, initially choosing from three alternate camera angles, in-crowd, above the crowd or on-stage.

Notably, Sony Electronics (SEL) is a company that prides itself on *"Inspiring and educating people through the use of technology"* (Sony Corporation, 2021). Moreover, the tech giants are renowned for their charitable ethos, with *Sony Music's Global Social Justice Fund* providing investments for beneficiaries worldwide. The UK beneficiaries are chosen by a broad roster of Sony officials, from label presidents to members of the Diversity, Equity and Inclusion Committee, whose mantra is *'Helping Unite Everyone'*, much like Gig-Gogz' (Instrumentl, 2021). Considering this, a meeting will be held with Sony's Global Social Justice Fund in an attempt to attain a long-standing business partnership and a £2,000,000.00 investment to manufacture the product and fund the three-year marketing campaign.

The Gig-Gogz marketing campaign will commence on Friday 14th January 2022 and last until Friday 17th January 2025, the plans for each 9-month sector are displayed in the attached timelines below. The first quarter of the campaign (See timeline 1:4), will heavily consist of market research to consolidate Gig-Gogz' marketing objectives, observe any competitors and define the brand's target audience. Finding the brand's audience and defining the market is crucial in the respect that it allows Gig-Gogz to target its primary customers as directly as possible (King, 2009:5). Considering this, quantitative data will be collated via two surveys in an attempt to further understand potential clients' demographics and behaviour. The first survey will target a broad, generalised customer base, however, the second survey will target a niche subgroup - those on the autistic spectrum.

As previously stated, Gig-Gogz technology has the potential to be increasingly beneficial for individuals with health issues, disabilities and learning difficulties, particularly those on the autistic spectrum. Research suggests that Autism therapists started to use VR in the mid-1990s, deploying such technology to create virtual environments to help autistic individuals prepare for situations and experiences that could be stressful (Forbes, 2019) In this case, Gig-Gogz will endeavour to alleviate the sensory overload that many people with autism (ASD) experience in large, loud concert crowds.

Moreover, countless studies have researched the effects of music as a form of therapy for those with ASD. For example, the American Music Therapy Association (AMTA) suggests that music helps individuals with autism to *"Identify and appropriately express their emotions."* Listening to music or playing an instrument strengthens connections in the autistic brain, stimulating cognitive functions, enhancing language skills and resulting in improved mental health (AMTA, 2018). Given the fact that many people with ASD hold such a strong connection to music, it seems a shame that sensory issues prevent many of them from enjoying a live-gig atmosphere. Gig-Gogz is the first brand on the market to combine the worlds of VR and live music as a form of therapy, welcoming people into the future. Ultimately, analysing the data from the two surveys will help determine many of the campaign's

factors, establishing such demographics enables Gig-Gogz to target potential consumers via the appropriate forms of media, including social platforms, press and promotional outlets and influential tastemakers.

Selecting the appropriate press outlets and tastemaker support is an instrumental means of targeting specific, niche-defined audience demographics. For example, promotional content and influential tastemakers can advertise and vouch for a product to their fanbase, reaching an extended, wider audience via one person or outlet (Clanton, 2020). Considering this, the gathered quantitative data will be studied to decipher which promotional and tastemaker support to utilise throughout the campaign, with the aim of contacting them all by the end of February 2022. Rolling into March 2022, the focus will shift to building Gig-Gogz's brand identity, determining and designing the company's logo, colour palette, web pages and iconography, all of which are fundamental in building the brand's narrative and connecting with its client base (Austin, 2020:22). Once such visual assets are defined, the remainder of the first quarter of the campaign will focus on building brand partnerships whilst networking and strategizing with companies and influential individuals.

The Gig-Gogz corporation will schedule regular update meetings with Steve Dalton, Managing Director at Sony UK Technology Center, as well as meeting representatives of the O2 Academy Group to discuss a potential brand partnership and business venture. All being well, the O2 Academy Group will work with Gig-Gogz to provide live concert footage from 5 venues across the UK, the locations of which are to be confirmed. Relatively, recording equipment will be permanently installed into the selected venues, gathering and archiving an abundance of concert footage ready for the Gig-Gogz product launch in October 2023. In addition to the venue footage, performances from O2 Wireless Festival in September 2022 will be recorded and added to Gig-Gogz web stock.

In September 2022, the first trial batch of 500 VR headsets will go into production at Sony UK Tech in Wales; ready for prototype beta testing in the second quarter of the marketing campaign (See timeline 1:2). Throughout the second quarter of the campaign, Gig-Gogz will continuously strive to build its brand identity and begin to directly target potential consumers via newly launched social media pages. Developing online relationships and conversing with potential customers will build brand loyalty, credibility and a sense of hype around the upcoming product launch. Moreover, social media is an effective way to encourage consumers to subscribe to the Gig-Gogz mailing site for future updates, welcoming fans into an exclusive group of individuals, therefore building trust and buyer commitment (Austin, 2020:22). As well as building audience awareness and engagement, Gig-Gogz's social platforms will be used to advertise an upcoming series of prototype beta testing events.

Beta testing is a process in which a company allows a group of target users to trial an early prototype of a product to evaluate its performance in a real-world environment (Babich, 2019). In this case, such qualitative research will be undertaken to test the Gig-Gogz, ensuring any technical issues are resolved ahead of mass production in January 2023. Correspondingly, numerous beta testing events will take place throughout November 2022 at locations in London and the North of the UK. A Gig-Gogz truck will be stationed at Coal Drops Yard in King's Cross, the nearby station is home to local, national and international transport lines, with an estimated 176 million visitors passing through annually, many of whom explore the surrounding area (Brown, 2017). This makes the location perfect for targeting broad demographics and generating varied, quality feedback. Additionally, beta testing will take place with a selected focus group, Aukestra, a band with 30+ members, all of whom are on the autistic spectrum. As previously stated, these product trials will allow Sony UK Tech to improve the product ahead of mass production, which will see 30,000 headsets manufactured and ready for retail by May 2023.

Upon the production of the second batch of headsets, the second round of beta testing will take place at locations throughout the UK, including Glastonbury Festival. After confirming copyright agreements

with the BBC, the truck will be located in the iconic 'Kid's Fields' to target children and evaluate their response. Moreover, the second round of trial testing will provide an incredible opportunity for product promotion as the Gig-Gogz launch rapidly approaches. In terms of promotion, relevant press outlets will begin to produce a wealth of content throughout this period of the campaign, whilst selected tastemakers will provide exclusive pre-launch product reviews to their followers, building hype and anticipation (Cuscino, 2020). In line with this, social media and SEO experts will be on hand to ensure that Gig-Gogz's web assets are professional, consistent, easily located and navigable, encouraging brand credibility and enhancing user experience (Bonelli, 2017). As the third quarter of the marketing plan approaches, such precautions will prepare Gig-Gogz for a full promotional launch via all relative media outlets,

Advancing into the third quarter of the campaign (See timeline 1:3), press and promotional content will intensify as Gig-Gogz is advertised throughout the UK digitally and physically. Aside from web promotion, billboards, posters and flyers will advertise the product launch in cities and towns across the country. Markedly, TV is the most trusted form of advertising in the UK and remains most likely to make potential consumers connect with a product (DeLauro, 2020). With this in mind, Gig-Gogz will be advertised across television and channels will be selected following research and survey results. Moreover, a meeting will later be held with Pippa Wicks, the Executive Director at John Lewis, to discuss the possibility of stocking Gig-Gogz throughout December 2023 and advertising them via their iconic TV adverts.

Gig-Gogz will be released online and via selected retail stores on Friday 27th October 2023 for £329.00. Upon purchase, customers will receive a unique code allowing them access to the Gig-Gogz website. There, they will find a page named '*Gigography*', containing hundreds of links to pre-recorded 3D gig's from across selected O2 Academy venues and the O2 Wireless Festival. Notably, the pre-recorded stock will form the foundation of Gig-Gogz, however, as the campaign advances a subscription model will be defined and introduced, as well as tickets to live, 3D events. Post-release, marketing and promotion will remain consistent, encouraging maximum sales in the build-up to Christmas 2023.

In January 2024, Gig-Gogz will be available at the lower price of £296.00, a 10% discount in line with January sales. The concept is to quickly drive sales and increase demand for the product whilst simultaneously attracting new customers and boosting the brand's reputation (Fuchs, 2020). This promotional boost will pave the way for the announcement of the Gig-Gogz subscription model which will be introduced in March 2024. The subscription model is yet to be defined, however, those who purchase Gig-Gogz premium for £9.99 a month can expect access to additional footage, carefully crafted sensory packages and discounts on live event tickets and merchandise. Such subscription models are beneficial in the sense that they consolidate business-to-consumer relationships. Moreover, they provide additional opportunities for marketing and increase overall revenue streams via subscription fees, ticket sales and merchandise purchases (Tondon, 2015).

In terms of merchandise, a range of products will be designed and manufactured by London-based company, Kontraband. Merchandise is considered to be an imperative factor of any music marketing campaign. Merch sales have the potential to colossally increase revenue streams whilst simultaneously providing impactful advertising, drawing new customers towards the Gig-Gogz brand (King, 2009:19). In line with this, merchandise will be available via the Gig-Gogz website or users will be able to navigate themselves to the side of the stage, where they will be able to purchase a range of products from the virtual merch stall. Notably, premium subscribers will be able to generate unique 10% discount codes which they can enter and utilise upon purchase. Appropriately, Kontraband will ensure the merch is ready for retail by March 2024, ahead of a series of impactful Gig-Gogz events.

Gig-Gogz' first major event announcement will be in March 2024 in association with 'Autism Speaks', a charity supporting families with autistic members. The event will be held at the O2 Arena in London on Saturday 19th October 2024, tickets will be on sale from Tuesday 2nd April 2024, a date which also marks World Autism Day. The event will feature a range of artists from the Sony Music Group roster, including Paul Simon and Celine Deon, both of whom are Autism Speaks Celebrity Supporters. Notably, finer details will be confirmed, however, it is surmised that those attending the gig in person will receive a 10% discount on Gig-Gogz but pay a higher ticket fee; £20.00 from each ticket sale will be donated directly to Autism Speaks. On the other hand, those attending virtually via Gig-Gogz will pay considerably less for a ticket to a 3D live stream from home. The concept is to generate revenue via ticket and merchandise sales whilst simultaneously promoting the Gig-Gogz brand and encouraging retail sales. Furthermore, hosting a charitable event will enhance Gig-Gogz's credibility, increasing audience loyalty and brand awareness throughout the autistic community (Carlson, 2019). The O2 Arena gig in October 2024 is scheduled to follow Gig-Gogz' extensive Summer 2024 Festival Tour (See timeline 4:4).

Summer 2024 - '*Gig-Gogz on the Road*.' In the last quarter of the campaign, the Gig-Gogz truck will be present at a multitude of British music festivals, providing festival-goers with free, virtually immersive musical experiences live from the stages across each site. The festival tour is an effective means of promoting the Gig-Gogz product to music lovers of all ages across the entirety of the UK, targeting a broad, eclectic demographic with different perspectives and differing musical preferences (JPI Media, 2019). Aside from promotional purposes, the festival tour will aim to encourage merchandise sales. Data provided by Statista suggests that over 50% of festival goers are generally aged 30 years and under (Statista, 2021). Considering the fact that Millennials and Generation Z value experience over possession, they may be more likely to purchase merchandise after the Gig-Gogz experience. Ultimately, the festival tour will endeavour to further promote the Gig-Gogz brand, increase company sales, generate content for social media channels and dramatically increase diverse gig footage for the website's 'Gigography.'

As the end of the marketing campaign approaches, Gig-Gogz will announce one last live event for New Year's Eve 2024. Prior to the announcement, Gig-Gogz will meet with Josh McCall, CEO and Chairman of Jack Morton. Jack Morton is described as:

"A brand experience agency that exists to reimagine what an experience can be, pushing boundaries of what's possible in every format - virtual, live or hybrid" (Josh McCall, 2021).

Accordingly, Jack Morton is the company responsible for the famous annual firework display on London's embankment. With granted permission, Gig-Gogz will work with Jack Morton to stream the event live in 3D virtual reality format for the first time. Premium subscribers will be able to access the live stream from home, enjoying alternate camera angles from the embankment, the London Eye and Big Ben's tower. The NYE firework display and musical performances can be enjoyed by any age group within the target demographic, especially children. Moreover, the sensory visuals of 3D fireworks are something that may strongly appeal to those on the autistic spectrum, creating an appealing experience for the entirety of Gig Gogz' community.

The marketing campaign will end on Friday, January 17th January 2025. The three-year pursuit will witness the birth of Gig-Gogz and nurture its steady growth to potentially become one of the UK's most reputable brands. The various elements of the plan will combine to ensure a vast, loyal audience witnesses and enjoys the future of VR music technology and its power to promote unity. Should the product launch be successful, the future of Gig-Gogz is unfathomable, from additional subscriptions to global expansion. Ultimately, Gig-Gogz endeavours to provide a safe, technicoloured haven for music lovers, whilst generating revenue for both the company and an array of charities. Welcome aboard Gig-Gogz, the virtual journey starts here.

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Friday 14th January 2022 - Friday 14th October 2022 (9 Months)				
MONTH/YEAR	WEEK ENDING	PRODUCTION & DELIVERY	LIVE ACTIVITY	PROMO/MARKETING ACTIVITY
JANUARY 2022	Fri 14th Jan.	Fri 14th: Campaign Launch		
	Fri 21st	Define Objectives for Gig-Gogz Campaign. SWOT Analysis/Competitor Research Define Target Audience(s), demographics/psychographics. Determine which social media platforms to use.		
	Fri 28th	Field research into Autism, music & virtual reality (VR). Surveys/Stats/Theory Contact relative Autism charities Meet with Sony Music's Equality, Diversity & Inclusion Committee regarding the Global Social Justice Fund.		
FEBRUARY 2022	Fri 4th Feb.	Field research into Autism, music & virtual reality (VR). Surveys/Stats/Theory.		
	Fri 11th	Meet with Steve Dalton - Managing Director at Sony UK Technology Centre.		Choose suitable press & promotional outlets. Research relevant tastemakers.
	Fri 18th			Contact selected magazine's, blogs and radio stations. Contact tastemakers to discuss future support.
	Fri 25th			
MARCH 2022	Fri 4th March	March: Increased focus on building brand identity.		
	Fri 11th	Research potential, suitable brand partnerships.		
	Fri 18th	Contact potential brand partnerships (O2 Academy Group, Autism UK etc). Check-in with Sony Music.		
	Fri 25th	Visual Assets: Determine brand colour palette, logo, profile pictures and		

		iconography.		
APRIL 2022	Fri 1st April	Design Gig Gogz' official logo		
	Fri 8th	Contact expert & commence Website Design Meet again with Steve Dalton - Managing Director at Sony UK Technology Centre. Pitch marketing plan to Sony.		
	Fri 15th	Meeting with O2 Academy Group r.e gig footage.		
	Fri 22nd			
	Fri 29th	Set-up camera points at 5 O2 Academy Venues (venues TBC).		
MAY 2022	Fri 6th May		Months of filming commences at O2 venues; collecting footage for the website's Gigography	
	Fri 13th			
	Fri 20th	Hire an SEO expert to work on the completed website.		
	Fri 27th			
JUNE 2022	Fri 3rd June			
	Fri 10th	Meet with Jak Dixon, manager of Aukestra band.		
	Fri 17th			
	Fri 24th			
JULY 2022	Fri 1st July	Meet with a selection of Sony Music artists to speak about the Gig-Gogz' vision.		
	Fri 8th			
	Fri 15th			
	Fri 22nd	Meet with O2 Academy Group regarding O2 Wireless Festival 2022.		
	Fri 29th			
AUGUST 2022	Fri 5th August	Accept £2m investment from Sony's Global Social Justice Fund.		
	Fri 12th			
	Fri 19th			

	Fri 26th			
SEPTEMBER 2022	Fri 2nd Sept.	The first trial batch of 500 VR headsets goes into production at Sony UK Tech in Wales.		
	Fri 9th			
	Fri 16th		Collect footage from O2 Wireless Festival (1st festival footage).	
	Fri 23rd	Meet with Tony Hall. BBC Director-General, to discuss Gig-Gogz.		
	Fri 30th			
OCTOBER 2022	Fri 7th Oct.			
	Fri 14th			

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Friday 14th October 2022 - Friday 14th July 2023 (9 Months)				
MONTH/YEAR	WEEK ENDING	RESEARCH, PRODUCTION & DELIVERY	LIVE ACTIVITY	PROMO/MARKETING ACTIVITY
OCTOBER 2022	Fri 21st	Main Focus - Grow audience and build brand awareness going forwards.		
	Fri 28th	Announce product retail cost - £329.00.		
NOVEMBER 2022	Fri 4th Nov.			
	Fri 11th	Prototype beta testing with Aukestra (band).		
	Fri 18th			
	Fri 25th	Prototype beta testing with a wider audience at pop-up truck venues across the UK. Locations (TBC),		
DECEMBER 2022	Fri 2nd			
	Fri 9th	Liaise with physical and digital retailers, i.e. Curry's PC World, Argos, Amazon.		
	Fri 16th			
	Fri 23rd			
	Fri 30th			
JANUARY 2023	Fri 6th Jan.	The second batch of VR Headsets into mass production at Sony UK Tech in Wales. (30 000 pairs).	Gig footage continues to be collected across all O2 venues.	
	Fri 13th			
	Fri 20th	Define Gig-Gogz website subscription packages/ different genre categories.		
	Fri 27th			
FEBRUARY 2023	Fri 3rd Feb.	Create all relevant social media profiles across a multitude of platforms.		
	Fri 10th	Create all relevant social media profiles across a multitude of platforms. Determine company strapline.		
	Fri 17th			
	Fri 24th	Hire an SEO specialist to work across Gig Gogz' social media platforms.		
MARCH 2023	Fri 3rd March	Ensure branding and web assets are consistent and ready to launch.		
	Fri 10th	All Gig Gogz' social channels go live, with specific audience targeting		

		to gain followers.		
	Fri 17th			
	Fri 24th			
	Fri 31st	Meet with BBC again to discuss Glastonbury 2023 Coverage.		
APRIL 2023	Fri 7th April			
	Fri 14th			
	Fri 21st			
	Fri 28th			
MAY 2023	Fri 5th May	30,000 Gig-Gogz headsets produced, packaged and awaiting product launch.		
	Fri 12th			
	Fri 19th	Hire filmmaker to produce product adverts.		
	Fri 26th			
JUNE 2023	Fri 2nd June	Beta testing round 2 with Aukestra (band).		
	Fri 9th			
	Fri 16th	Beta testing round 2 at pop-up trucks across the UK.		
	Fri 23rd	Beta testing at Glastonbury Festival. Kids Fields		Physical promotion/billboards across Glastonbury Festival site.
	Fri 30th			
JULY 2023	Fri 7th July	Full promotional launch across all web and social assets.		Full press and promotional launch across all outlets.
	Fri 14th	Contact TV Advertising UK.		

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Friday 14th July 2023 - Friday 12th April 2024 (9 Months)				
MONTH/YEAR	WEEK ENDING	PRODUCTION & DELIVERY	LIVE ACTIVITY	PROMO/MARKETING ACTIVITY
JULY 2023	Fri 21st	Meet with Autism Speaks Celebrity Supporters. Paul Simon and Celine Dion (Sony).		All press and promotional pieces TBC.
	Fri 28th			Physical promo launch throughout cities, billboards, bus stops, undergrounds, music venues, colleges and universities.
AUGUST 2023	Fri 4th August	Gig Gogz TV adverts commence (£20,000).		All press and promotional pieces TBC.
	Fri 11th			
	Fri 18th			
	Fri 25th			
SEPTEMBER 2023	Fri 1st Sept.	Meet with Pippa Wicks, Executive Director at John Lewis.		All press and promotional pieces TBC.
	Fri 8th			
	Fri 15th			
	Fri 22nd			
	Fri 29th			
OCTOBER 2023	Fri 6th October			All press and promotional pieces TBC.
	Fri 13th			
	Fri 20th			
	Fri 27th	Fri 27th: PRODUCT RELEASE DAY Available in-store and online via selected retail outlets.		
NOVEMBER 2023	Fri 3rd November			All press and promotional pieces TBC.
	Fri 10th	Contact Guru Boutique in Darlington regarding sensory smell packages.		
	Fri 17th			
	Fri 24th			
DECEMBER 2023	Fri 1st December	Gig-Gogz are available to		All press and

		purchase in John Lewis throughout the festive period.		promotional pieces TBC.
	Fri 8th			
	Fri 15th			
	Fri 22nd			
	Fri 29th			
JANUARY 2024	Fri 5th January	JANUARY SALES - 10% discount throughout January 2024		All press and promotional pieces TBC.
	Fri 12th		Live filming continues across O2 Academy venues.	Begin advertising sensory smell packages via premium subscription.
	Fri 19th			
	Fri 26th			
FEBRUARY 2024	Fri 2nd Feb.		Announcement for live charity festival in October 2024 at O2 Arena, London.	All press and promotional pieces TBC.
	Fri 9th			
	Fri 16th	Contact Kontraband Merch UK and commence production.		
	Fri 23rd			
MARCH 2024	Fri 1st March	Launch sensory smell packages via the Gig Gogz website.		All press and promotional pieces TBC.
	Fri 8th			
	Fri 15th			Mass promotion throughout March 2024.
	Fri 22nd			
	Fri 29th	Merch ready for retail		
APRIL 2024	Fri 5th April	Tues 2nd: World Autism Awareness Day - Tickets on sale for the charity festival at O2 Arena .£20.00 from each ticket directly to Autism UK.		All press and promotional pieces TBC.
	Fri 12th			

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Friday 12th April 2024 - Friday 17th January 2025 (9 Months)				
MONTH/YEAR	WEEK ENDING	PRODUCTION & DELIVERY	LIVE ACTIVITY	PROMO/MARKETING ACTIVITY
APRIL 2024	Fri 19th			All press and promotional pieces TBC.
	Fri 26th			
MAY 2024	Fri 3rd May			All press and promotional pieces TBC.
	Fri 10th			
	Fri 17th			
	Fri 24th		BBC Big Weekend 2024, exclusive Gig-Gogz livestream.	
	Fri 31st			
JUNE 2024	Fri 7th June	Gig Gogz promo truck hits the road for Festival Season.		All press and promotional pieces TBC.
	Fri 14th		Download Festival	
	Fri 21st			
	Fri 28th		Glastonbury Festival	
JULY 2024	Fri 5th July			All press and promotional pieces TBC.
	Fri 12th			
	Fri 19th		Latitude Festival	
	Fri 26th		Bestival	
AUGUST 2024	Fri 2nd August			All press and promotional pieces TBC.
	Fri 9th			
	Fri 16th		Boardmasters Festival	
	Fri 23rd			
	Fri 30th		Reading & Leeds Festival(s).	
SEPTEMBER 2024	Fri 6th Sept.			All press and promotional pieces TBC.
	Fri 13th		Parklife Festival	

	Fri 20th		O2 Wireless Festival	
	Fri 27th		Kisstory Festival	
OCTOBER 2024	Fri 4th Oct.		Announce NYE live event.	All press and promotional pieces TBC.
	Fri 11th			
	Fri 18th		Sat 19th: O2 Arena Charity Festival	
	Fri 25th			
NOVEMBER 2024	Fri 1st Nov.			All press and promotional pieces TBC.
	Fri 8th			
	Fri 15th			
	Fri 22nd			
	Fri 29th			
DECEMBER 2024	Fri 6th Dec.			All press and promotional pieces TBC.
	Fri 13th			
	Fri 20th			
	Fri 27th			
JANUARY 2025	Fri 3rd Jan.	NYE EVENT TBC		All press and promotional pieces TBC.
	Fri 10th			
	Fri 17th	Campaign Ends		

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