DUMMY

Rebrand, strategy and campaign

Element 1: Portfolio
Foundation in International Music Marketing
Kelly Lambert
2008917

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Company Descriptor

"DUMMY is an evolving online and IRL platform discovering and supporting visionary artists from across the globe."

"We know music. We're a team of experienced A&Rs, journalists, DJs, curators, producers and entrepreneurs who have been working with the best new talent for the last ten years. We've got invaluable contacts as well as experience in management, distribution, recordings, publishing and live event promotion. We’ve worked with brand new artists and global stars. Most importantly, though, we live and breathe music."

Logo

DUMMY

DMY

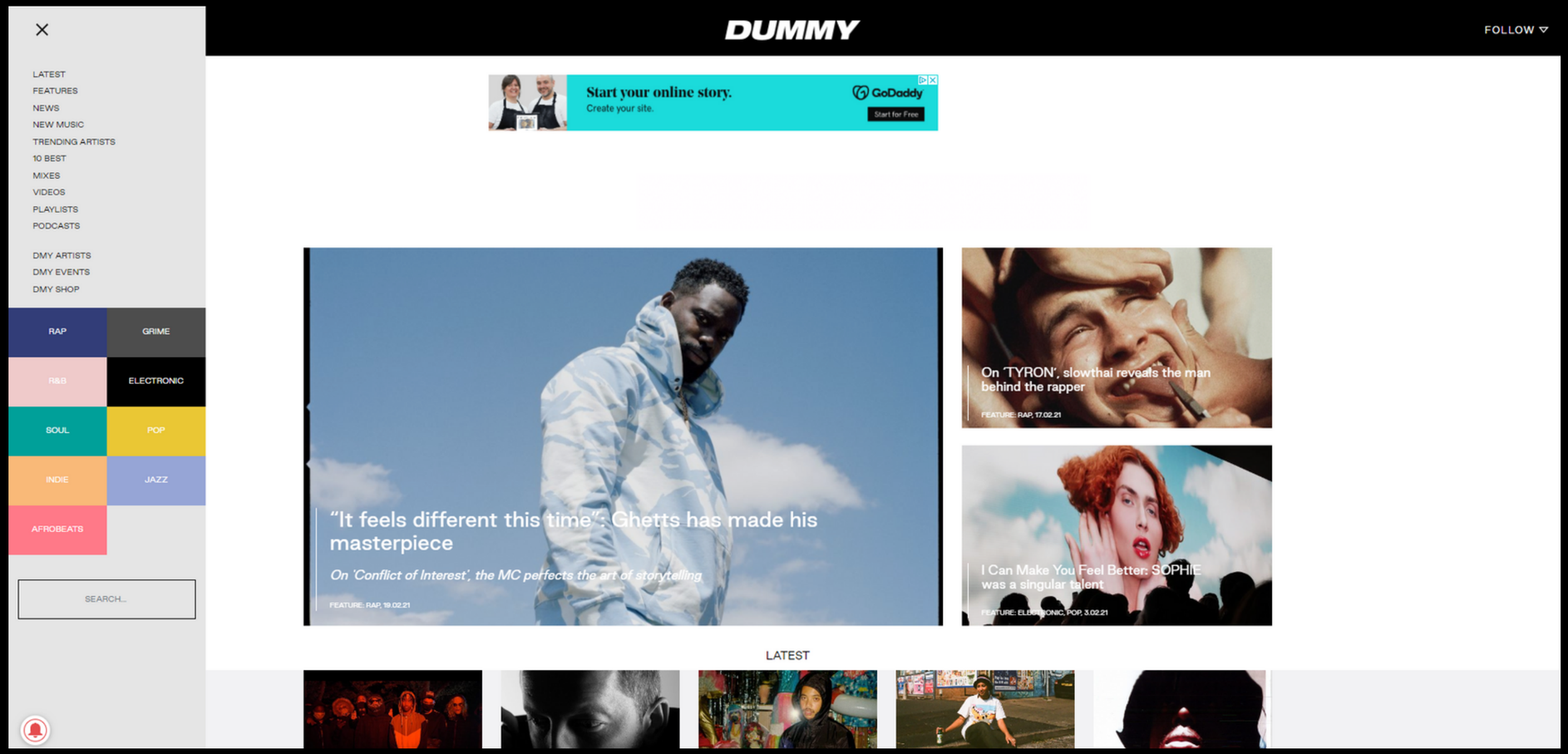
DMY

Font: Good Sans
- italic & bold

Always black text on a white background or white text on black background

Marketing Research

DUMMY Magazine



Content: latest news, features, industry news, new music, trending artists, mixes, videos, playlists, podcasts.

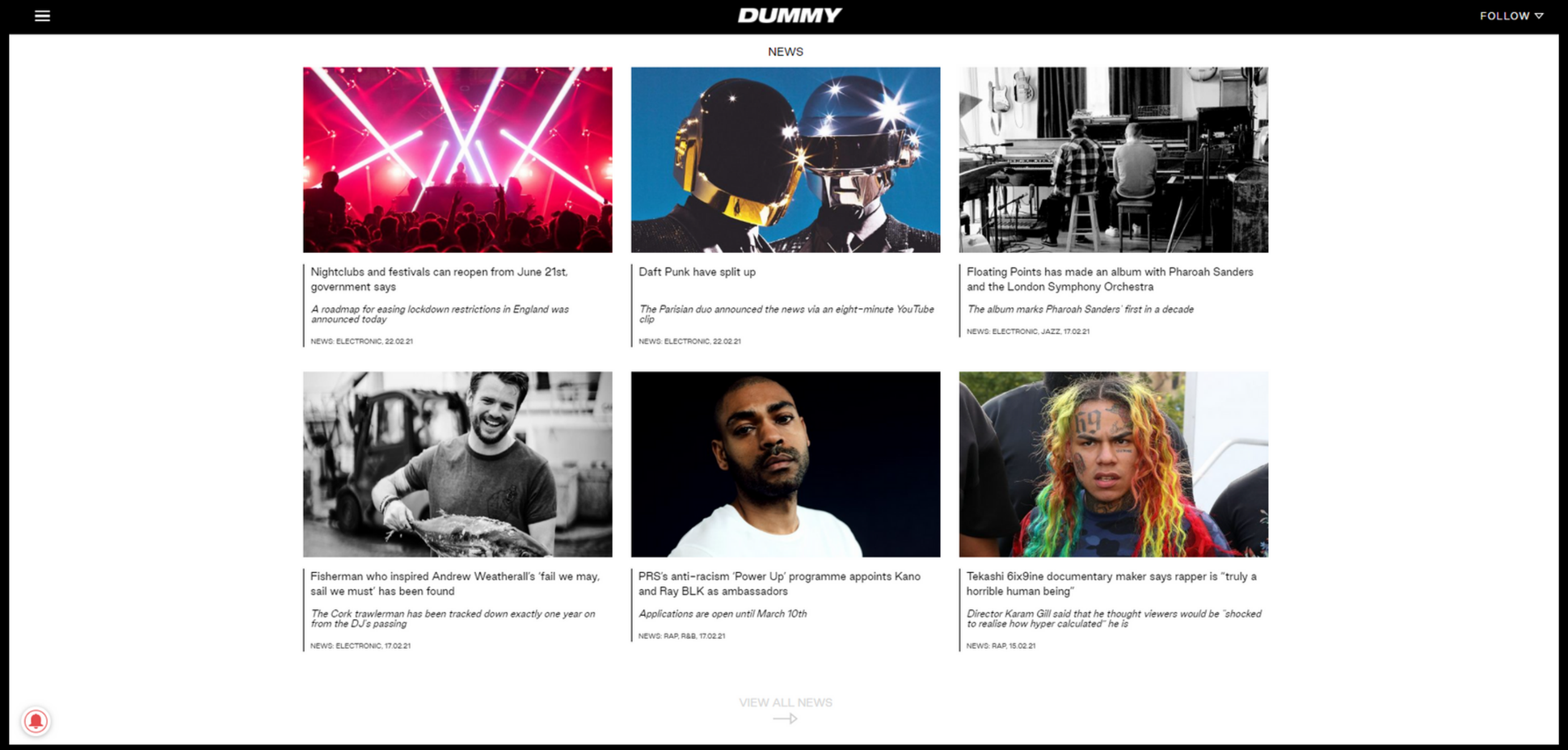
The 'follow' button on the top right corner gives the option to join their mailing list, in addition to all their social media links.

You cannot see the entire menu drop-down box if you are viewing the page in the default window size of 100%. You have to zoom out to 50%.

The magazine doesn't have a static colour scheme. The backgrounds of the pages are white, the drop-down boxes are light grey.
There's a wide variety of colours used in the menu options drop-down box, with each colour relating to nine different genres of music.

Marketing Research

DUMMY Magazine



Sometimes the story information is displayed at the bottom in a small black font, but sometimes it is displayed on the corresponding photo in a white font.

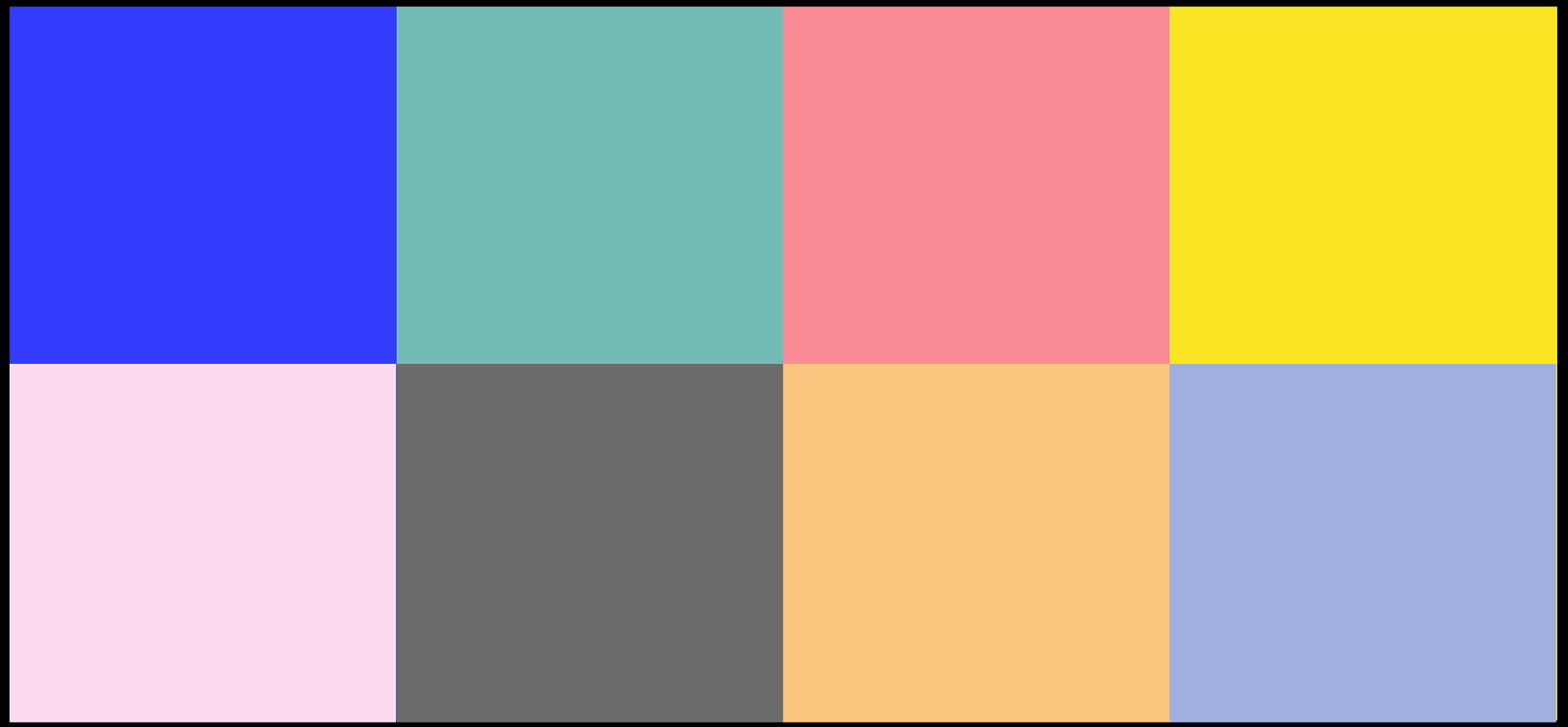
No physical versions of the magazine available. No download links for e-zines.

The red bell on the bottom left gives you the opportunity to subscribe to notifications.

Four advertisements are displayed on the home screens. One of the advertisements is a tailored advertisement, dependent on your personal search history. Three of them are the same artist promotion advertisement.

Marketing Research

Colour Scheme



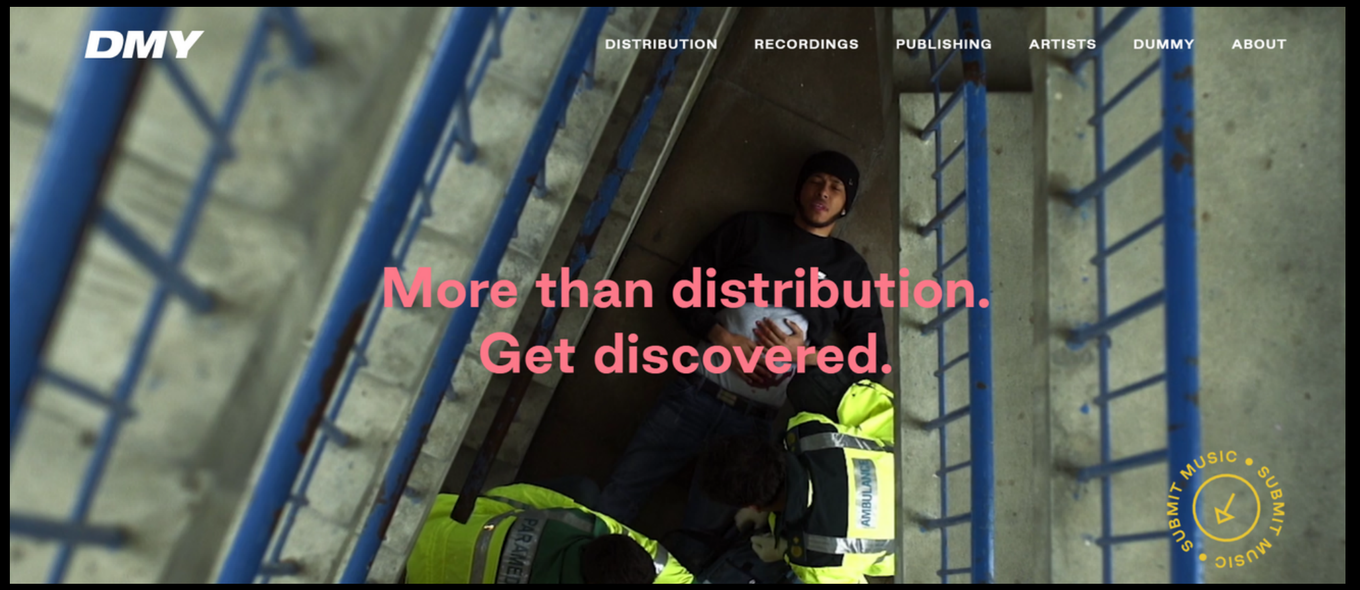
RAP GRIME R&B ELECTRONIC SOUL POP INDIE JAZZ AFROBEATS

Not a strong, thorough colour scheme. DMY uses various colours.

Marketing Research

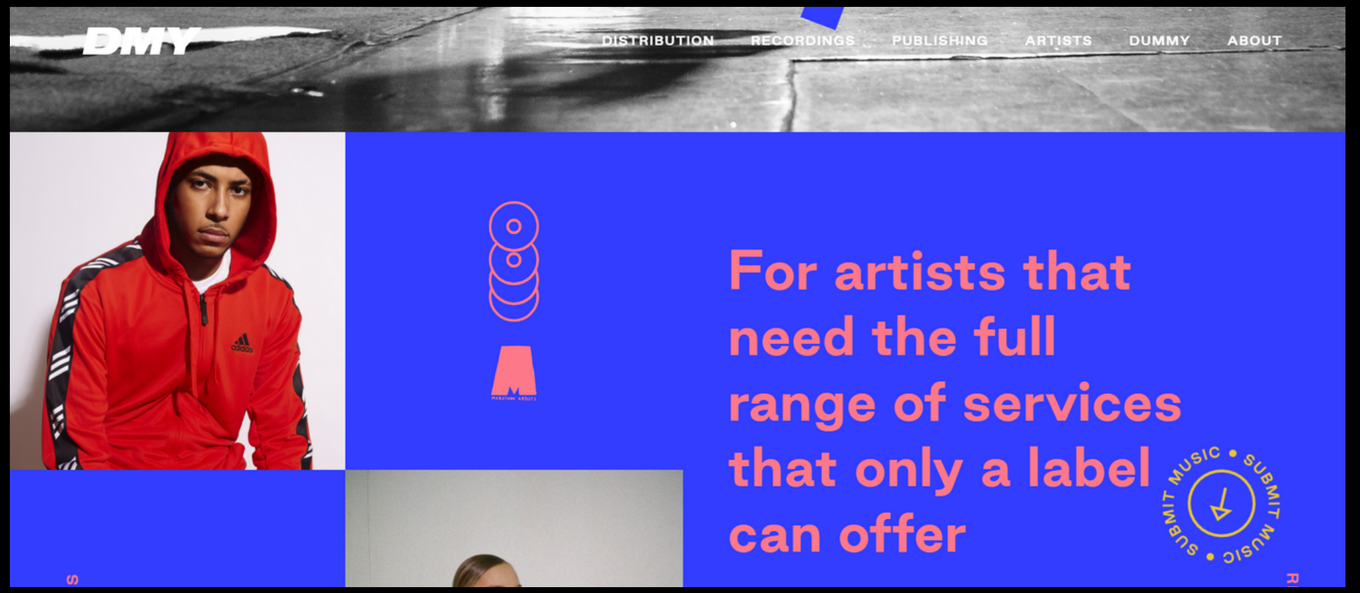
DMY

The logo is the same font as the DUMMY Magazine logo. However, now the text is in black and the background is white. It has been reversed.



The home screen displays a mixture of moving image backgrounds and plain backgrounds.

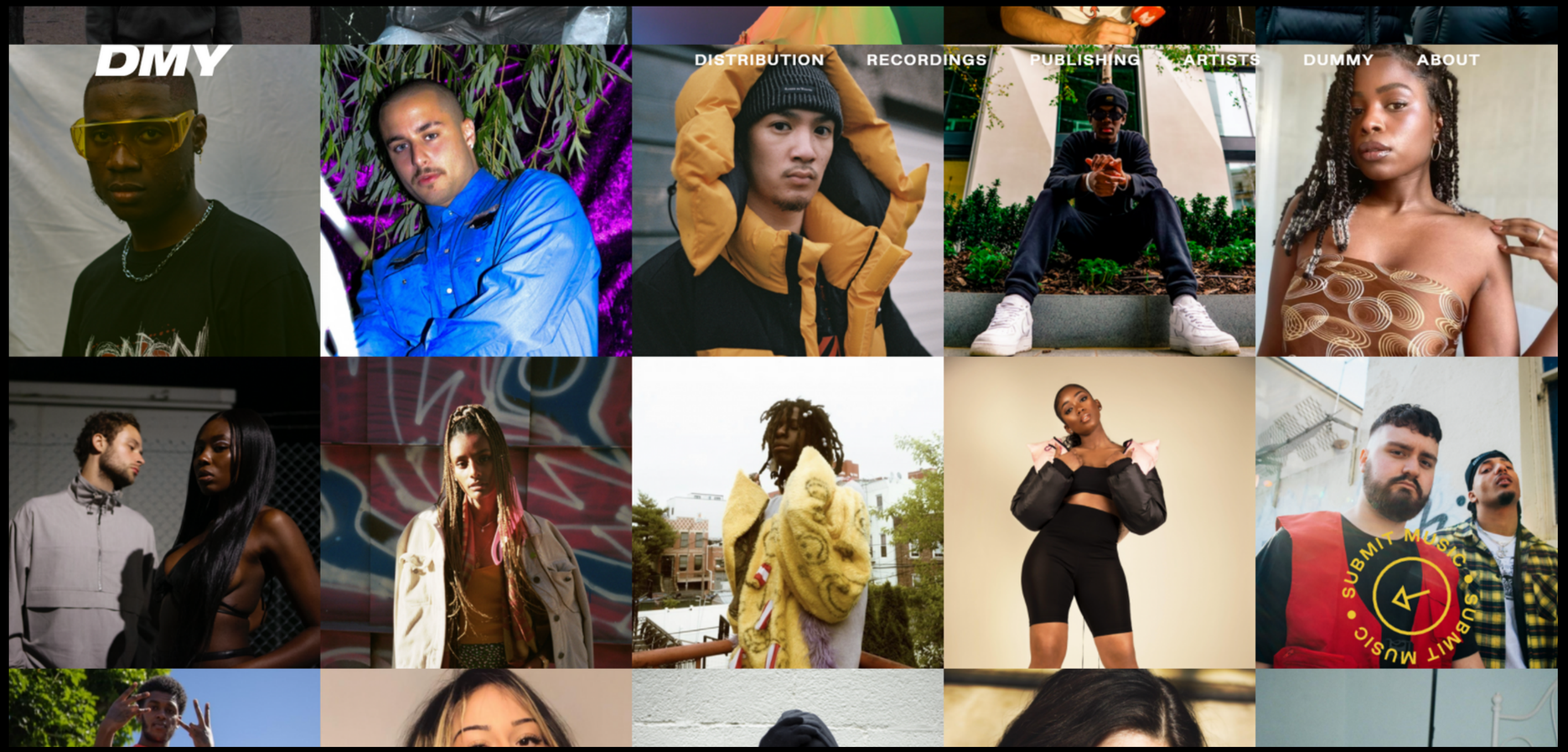
The DMY website portrays an unstructured colour scheme.



Clicking on any of the menu options at the top does not navigate you to a separate page, it takes you to that section of the homepage.

Marketing Research

DMY



Their roster is comprised of 52 artists.

The yellow 'submit music' button travels down the homepage as you scroll.



Each artist is displayed through the use of one image. When the cursor hovers over a selected image, the artist's name appears with an electric blue background and pink writing.

Marketing Research

DMY artist roster statistics









	Arielle's World	Tantzz	Cocoelusive	Luke November
Spotify monthly listeners:	5231	2238	6260	1846
Instagram followers:	5580	1626	939	I4345
YouTube subscribers:	349	20	20	1.22k

Marketing Research

Chart Metric Data



Majority of listeners are from London.



Marketing Research

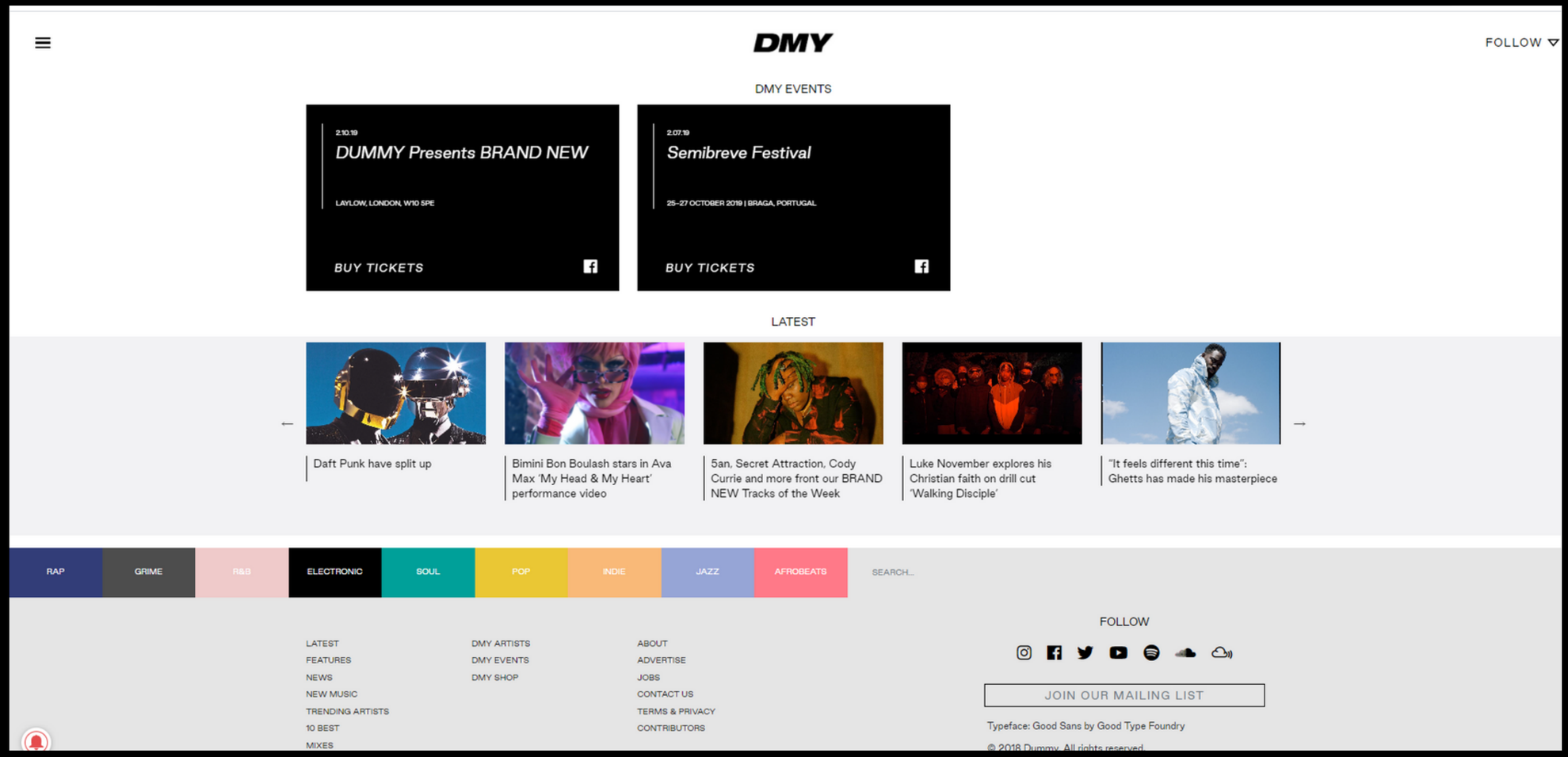
Chart Metric Data





Marketing Research

DMY Events



The events are displayed in a black box with the title of the event, a link to buy tickets, and a Facebook link.

The latest music industry news is displayed below the events. There is a photo accompanied by a short summary of the story.

The genres of music that DUMMY Magazine covers are displayed in the bottom section of the page with a correlating background colour.

Links to join the mailing list and social media are displayed too.

Marketing Research

DMY Shop



The logo 'DMY' is consistent throughout the shop, events and artist webpage. However, the shop logo portrays the same colours as the DUMMY Magazine logo with white text and a black background.

The shop consists of three items:
T-shirt - £25.00
Sweatshirt - £40.00
Trucker Hat - £20.00

Audience Demographic

Demographics:

- 17-27 year-old male and females
- City-based
- Predominantly African American
- Some disposable income
- Living at home or renting
- Attending college or university
- Single

Psychographics:

- Hobbies include finding new music, keeping up to date with industry news, art, graphic design
- Driven, doesn't follow the crowd, a leader
- Enjoys going out to eat in indie restaurants e.g. in Camden
- Likes being the first to buy branded products e.g. new Nike Trainers, Supreme

Core Values

Passion – they only work with artists that they love. A team that's full of individuals with music industry experience who love what they do.
Diversity – their roster includes all different types of people from a range of genres.
Consistency – constantly updating their website, playlists and social media.
Dependability - all artists have access to a dedicated DUMMY rep to help them release music successfully.

Values DMY looks for in artists: great music, strong brand, good social presence, engaged fan base

Revenue Streams

Recording
Publishing
Distribution
Events

Merchandise
Advertisement
Data Selling
Promotion



Client Base

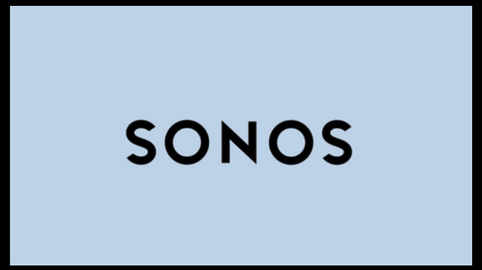






























+ Electronic Arts, Moog, Kitsune, Bose, Capcom, Ace Hotel

Partners

Songtrust – they collect artist's publishing income from 55+ performance, mechanical and digital licensing organisations, covering 215+ countries and territories via this partnership.

A&G Sync – they pitch artist's songs for synchs in film, TV and advertising with the world's biggest brands via this partnership.

Believe – they deliver to 350+ major stores worldwide including Spotify, Apple Music, Amazon, YouTube, Deezer, Tidal and more via this partnership.

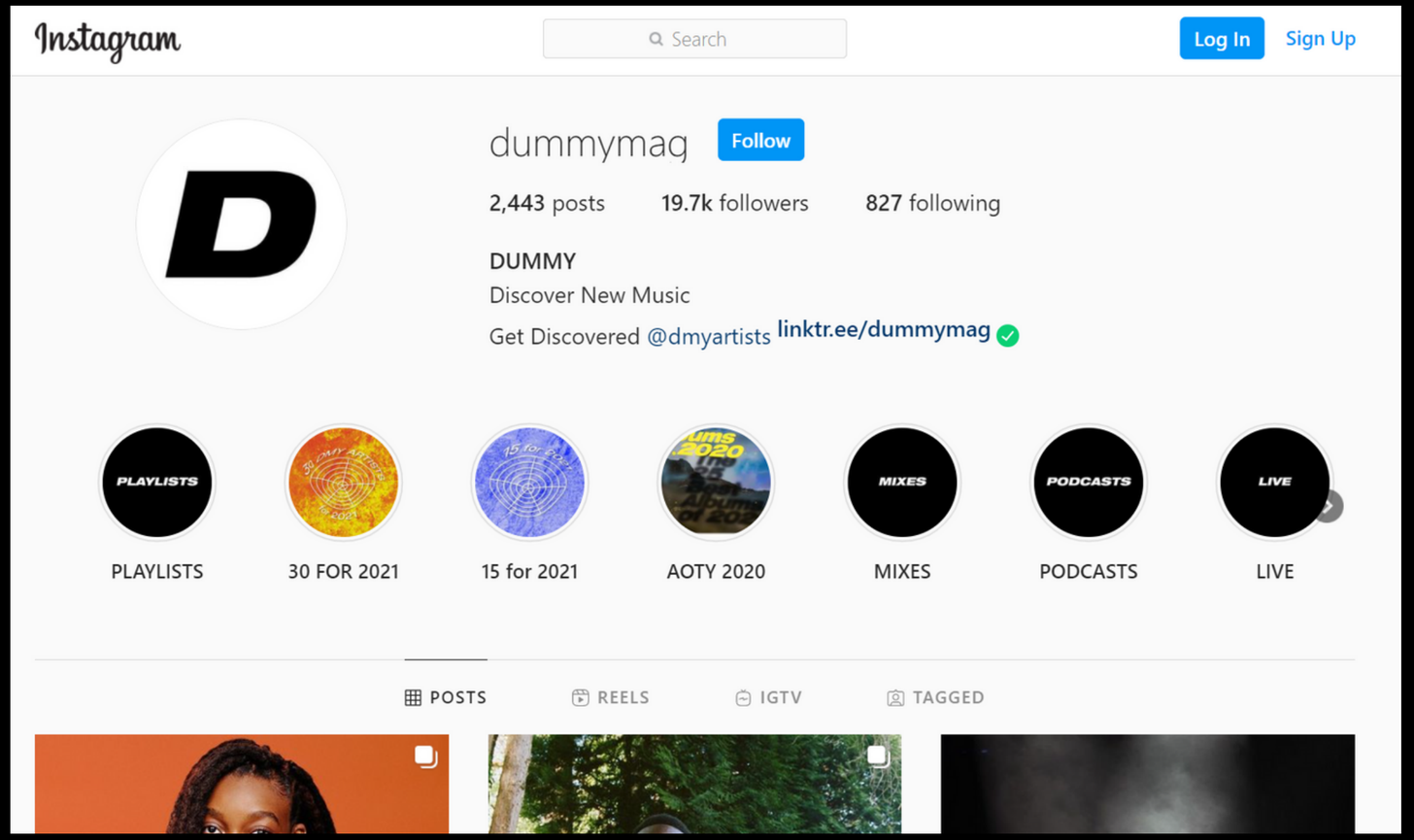
Marathon Music Group – they can provide funded, global, artist friendly record deals via this partnership.

Social Media Analysis

Instagram - DUMMY Magazine

The logo is in the same font as the other logos and follows through with the theme of black text on a white background.

By using only the 'D' from 'DUMMY' it can be read by the audience easily as social media display photos are usually quite small.



Content: Music industry news.

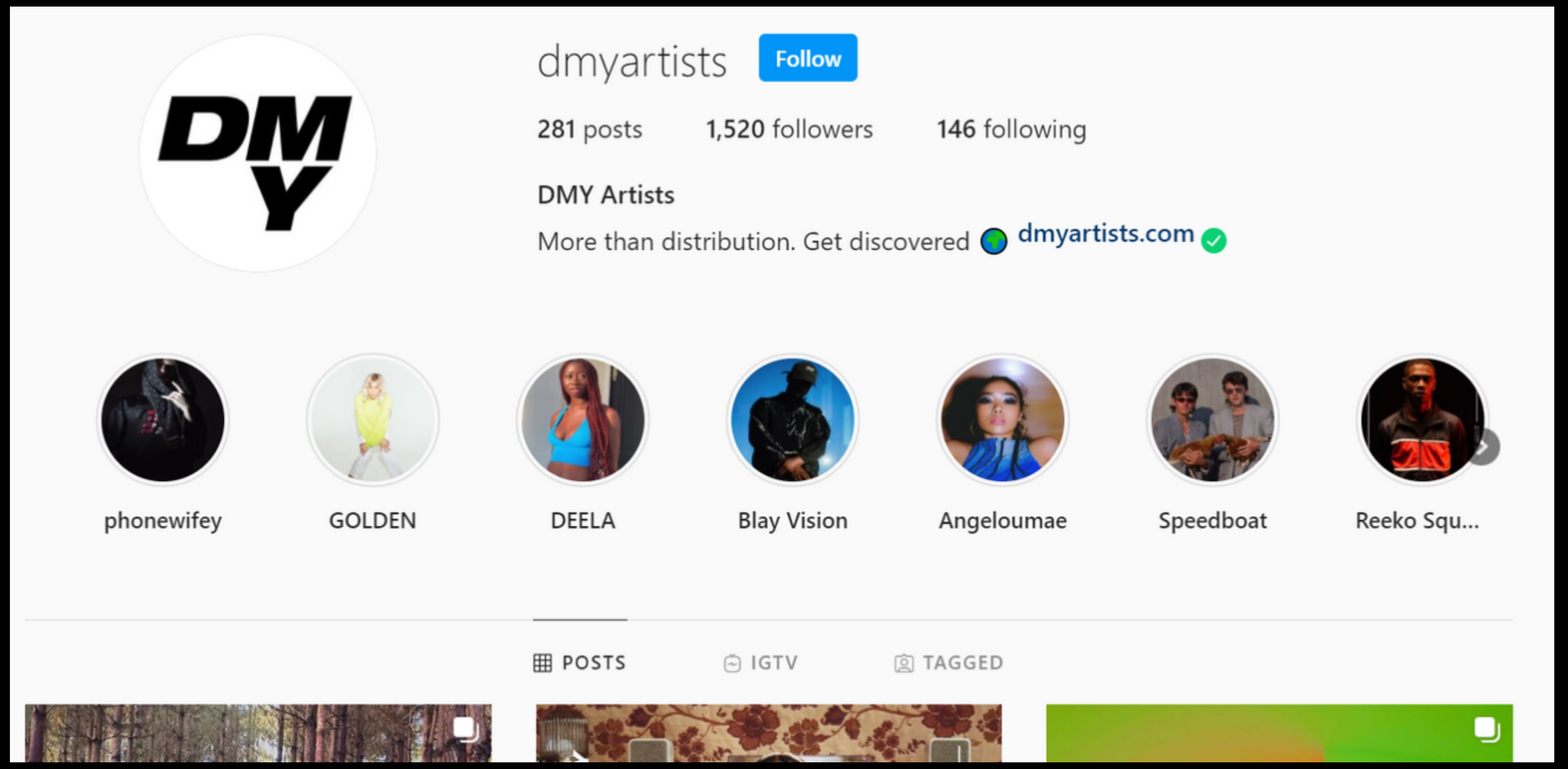
How often? Twice a day.

Colour scheme? No colour scheme. Usually one photo of the artist they are talking about.

Social Media Analysis

Instagram - DMY Artists

The logo displays the use of the consistent font. The magazine displayed a 'D' as the logo, whereas '@dmyartists' displays 'DMY' to differentiate between the two Instagram pages.



Content: Introducing new DMY artists, promoting their tracks, promoting their new YouTube videos.

How often? Every other day.

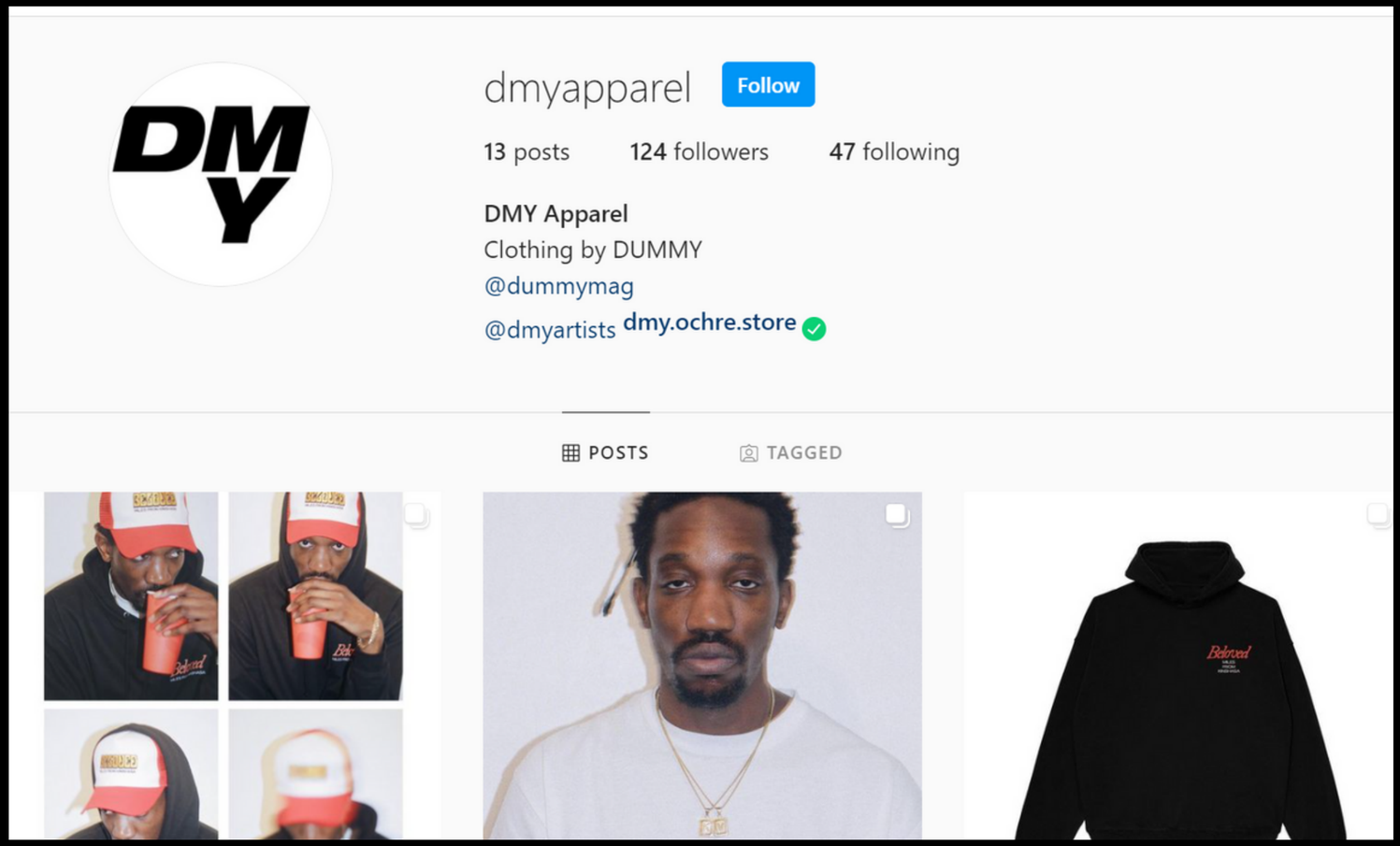
Colour scheme? No colour scheme.
One photo of the artist they are talking about.
'New artists' border around the photos of artists that have recently joined DMY Artists.

Social Media Analysis

Instagram - DMY Apparel

The logo is identical to the DMY Artists page with the same use of colour for the text and background.

In the bio, there are links to the DUMMY Magazine page and the DMY Artists page, in addition to a link to the clothing store website.



Content: All clothing related content. Most photos are of artists wearing the clothing.

How often? Twice a month but it varies.

Social Media Analysis

Twitter



Singer 'Mahalia' is the header photo.

The 'D' logo is used throughout their social media.

Content: Music industry news, DUMMY playlists promotion.
How often? Around 15 posts every day.



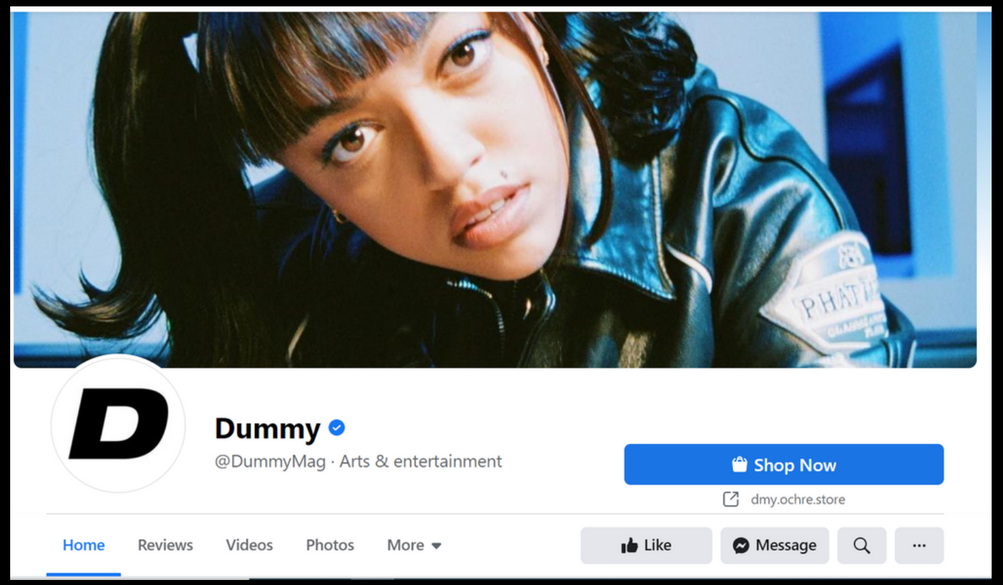
The twitter page continues the theme of utilising the 'D' logo for magazine pages and the 'DMY' logo for DMY Artist pages.

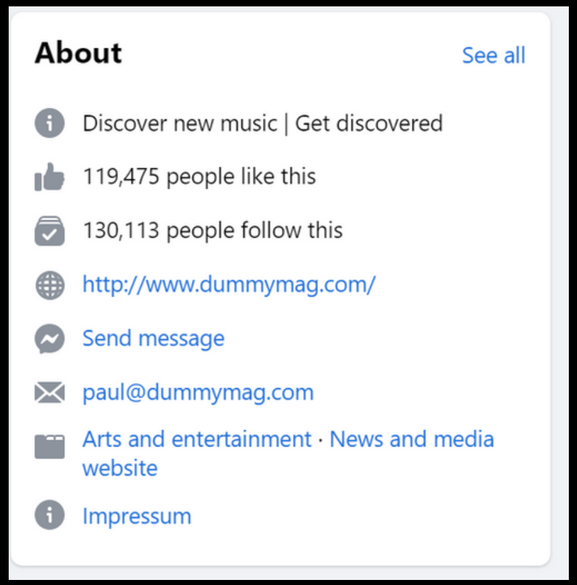
They have used a 'DMY' logo as the header instead of a photo.

Content: Reviews of DMY in other magazines, Retweets of their artists promoting songs, other Spotify playlists using their artist's songs.
How often? Twice every other day.

Social Media Analysis

Facebook





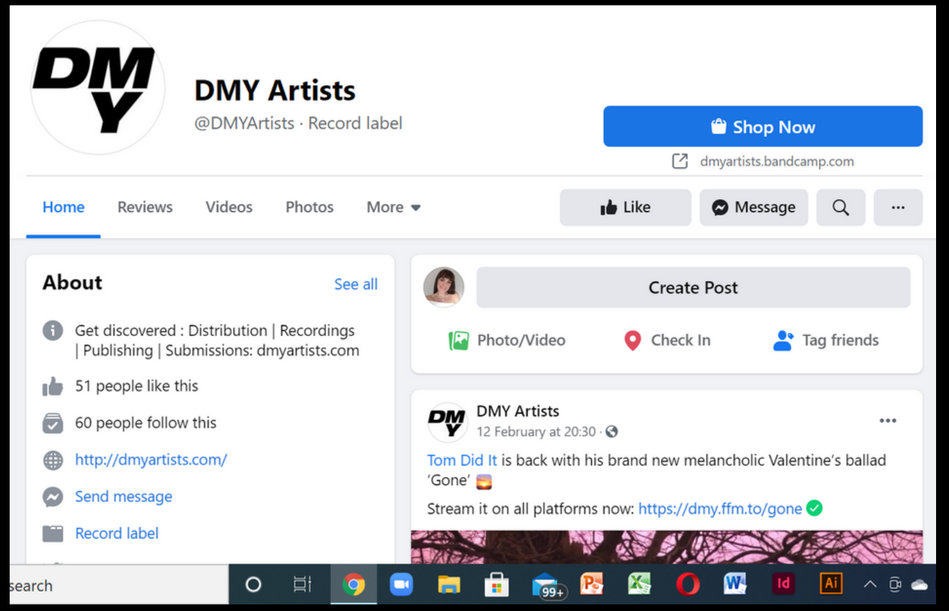
The same logo used on Instagram and Twitter magazine pages.

The same photoshoot from Twitter header is also used as the Facebook header.

Content: Music industry news, single and album promotions of their artists.
How often? Approximately 4 times a day. On some days they don't post anything.

Content: Introducing new artists from DMY Artists, promoting songs from their artists.

How often? Once every few days.



Social Media Analysis

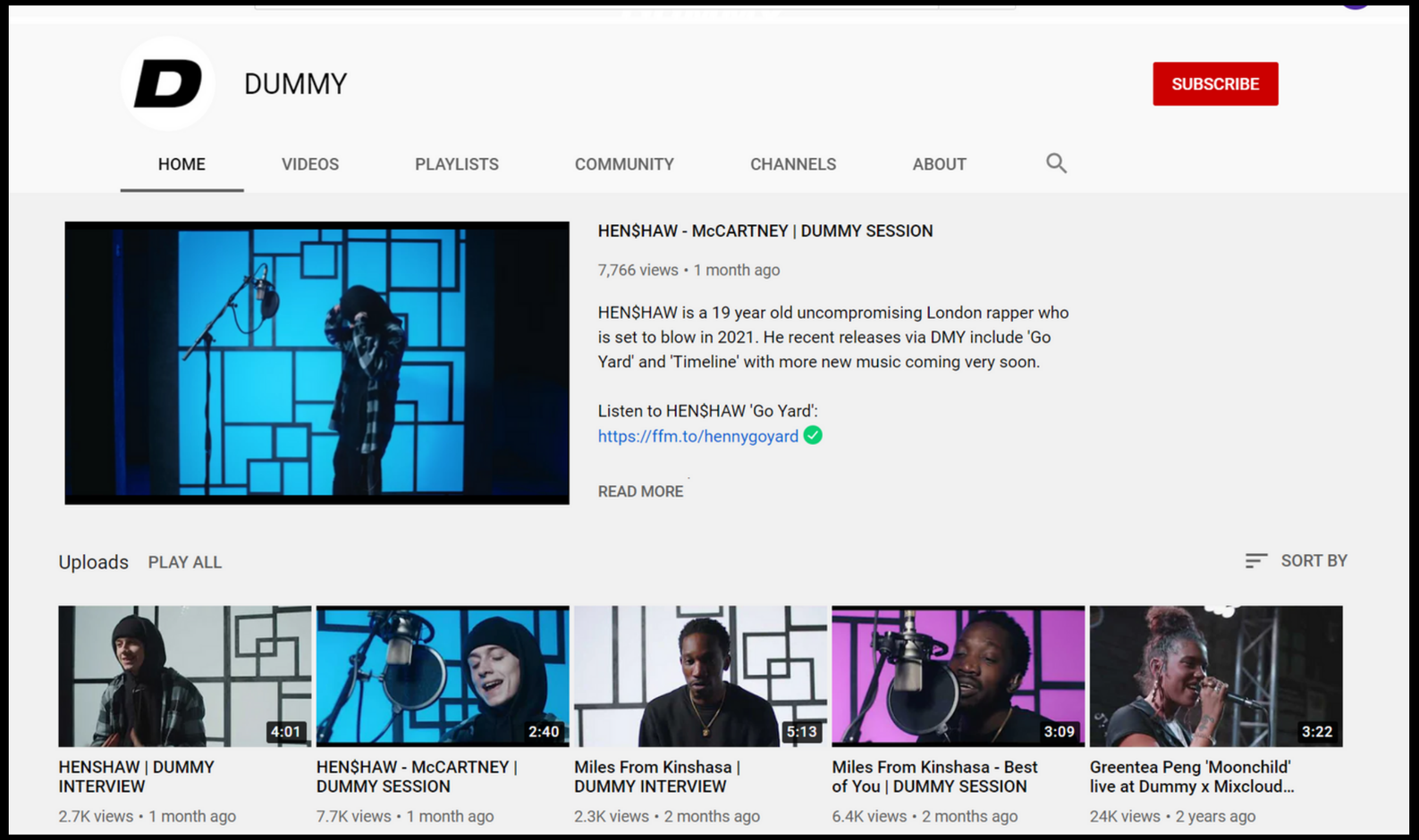
YouTube

5 videos.

Three of the videos are of artists singing and the other two videos are interviews with artists.

Two videos were uploaded 2 months ago and the most recent videos were uploaded one month ago.

The channel has 43,624 views in total.

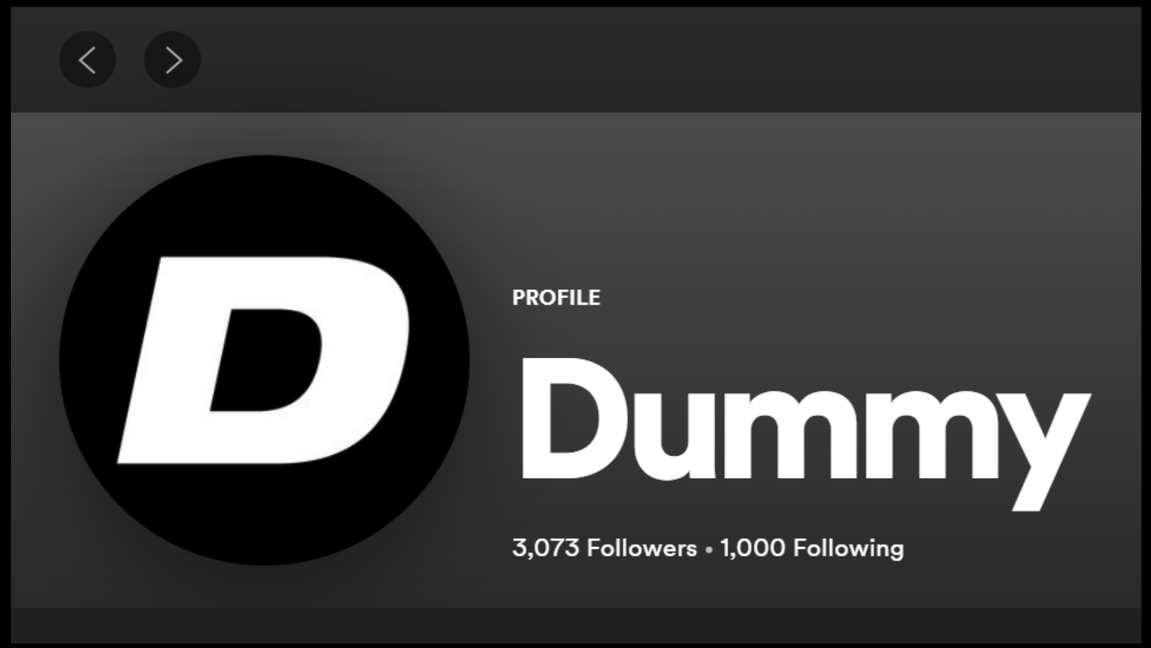


DUMMY

The header of the YouTube page is the same as the DUMMY Magazine logo.

Social Media Analysis

Spotify & Apple Music



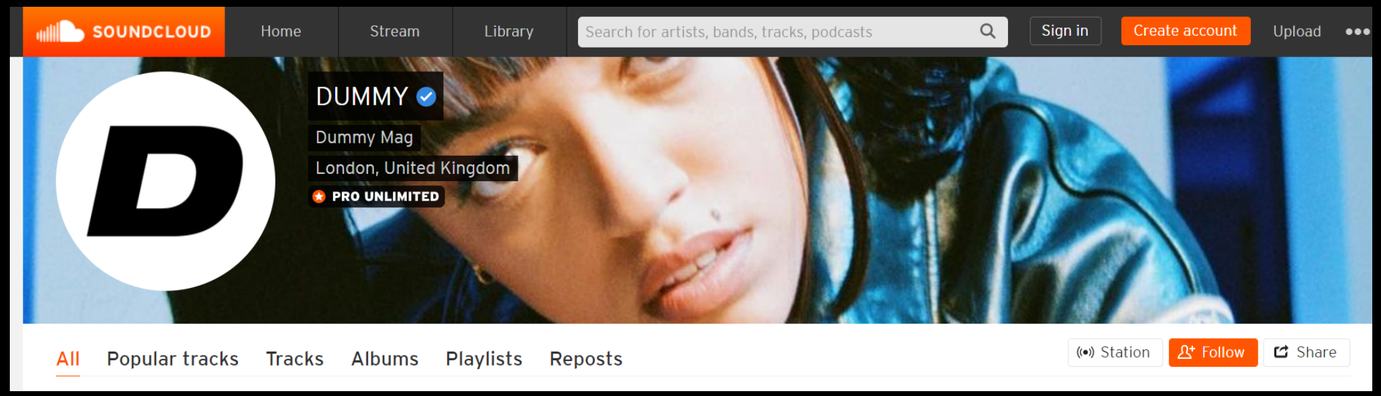
Followers: 3077
Playlists: 12
Most likes on a playlist: 3855
The playlists cover photos don't have a consistent theme. They are broken up into subthemes, with 2 or 3 playlists representing the same layout of cover photo.

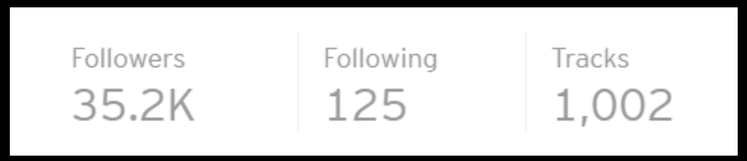


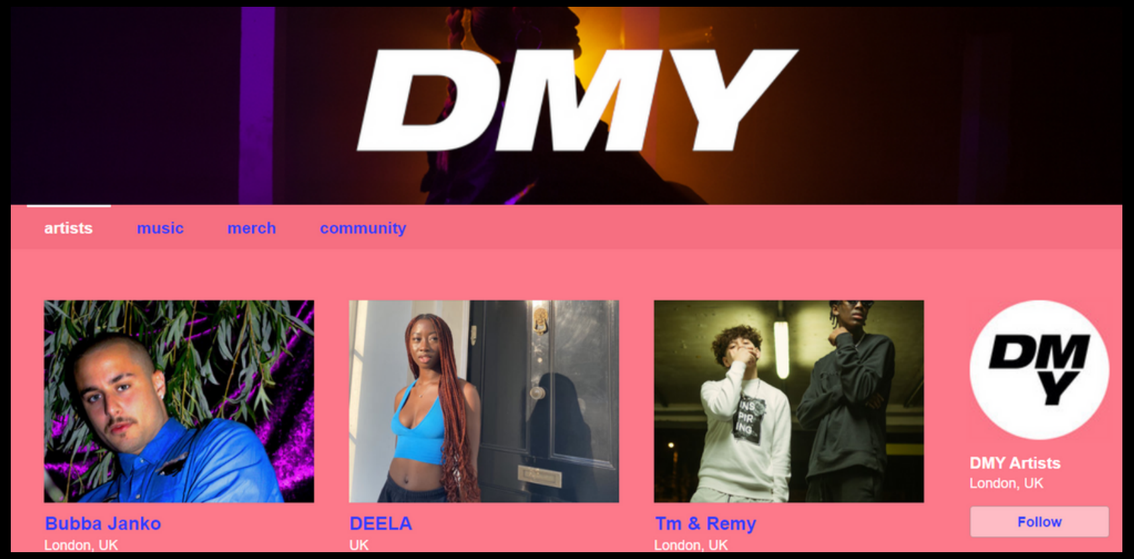
- Spotify logo is different to the previous social media pages. Instead of having black text on a white background, this logo has white text on a black background. This could be because Spotify's main colour scheme is dark, so using white text allows it to stand out.

Social Media Analysis

Soundcloud & Bandcamp





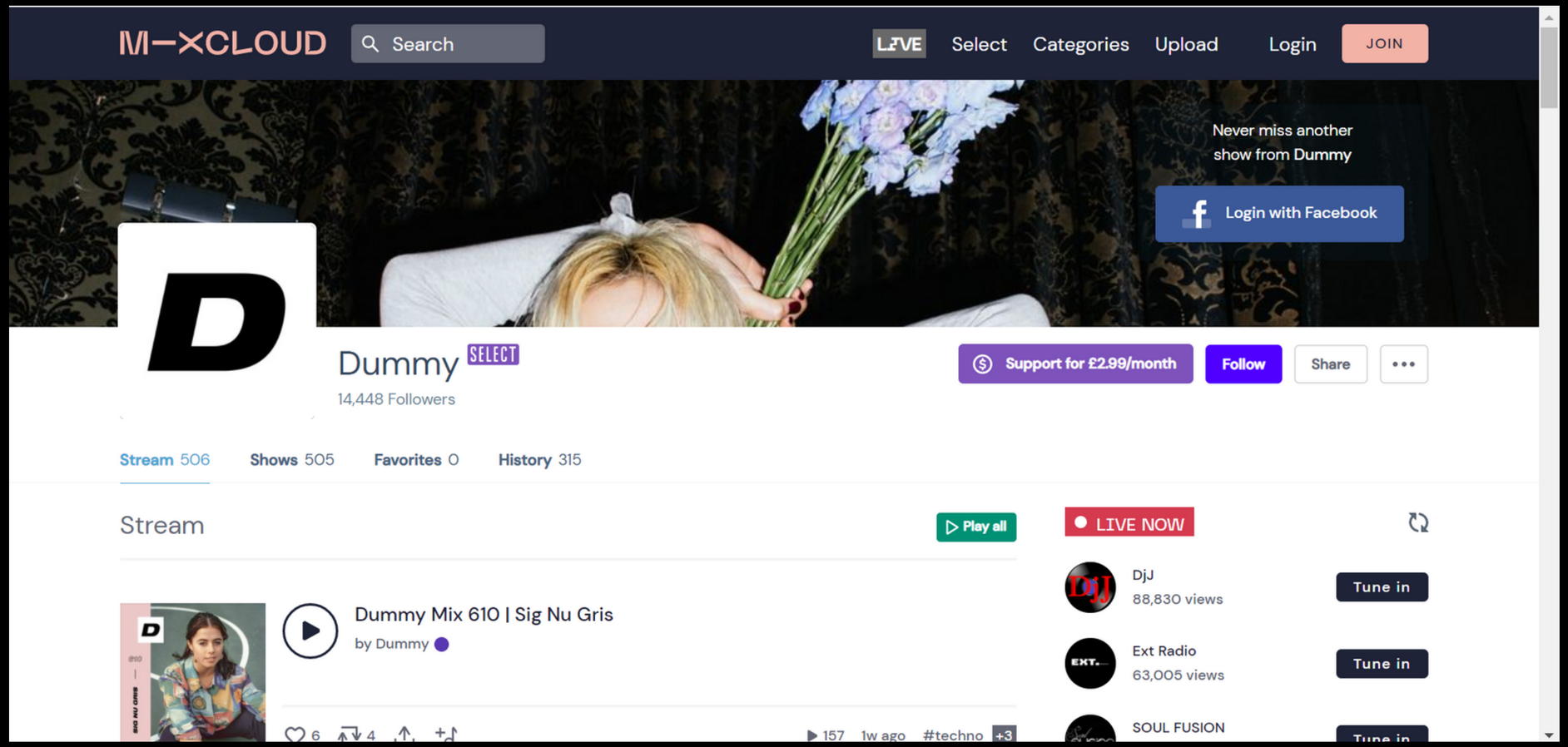


- They have used the same cover photo as the Facebook page.
- The logo is identical to all other social media, excluding Spotify.
- The links to all the DUMMY social media pages are displayed underneath the page statistics.

- Image used as the background of the header, instead of plain black.
- white font logo
- Links to dmyartists.com, and social media in bio
- Only 49 artists displayed, not the full 52 artists portrayed on the roster

Social Media Analysis

Mixcloud



For £2.99 a month you can support DUMMY.
You will get benefits such as:
- Exclusive shows
- Upfront track lists
- Offline listening
- Listen without advertisements
- Support the creators and Artists fairly and legally.

The 'header' photo is one that has not been used on any of the other social media pages.

Competitor Analysis

DMY Artists

Sound Collective:
- offers artist/producer/song writing management, vision management and publishing

Amuse:
- record label and offers music distribution
- includes artist spotlights, industry news, and 'how to' guides

Scruff of the Neck:
- record label and offers publishing
- they also work with live events promotion, marketing promotion
- includes links for their artist roster

Competitor Analysis

DUMMY Magazine

DIY Magazine website:
- includes news, features, reviews and neu sections

NME website:
- includes news, music, film, tv, gaming, digital covers of previous magazines, the NME online store, NME radio and discount codes

Out Now website:
- offers music promotion
- website includes features, news, events and the music lab

Crack Magazine website:
- includes opinion posts, album reviews, live reviews, news, shop and ticket links

SWOT Analysis

STRENGTHS:

- range of services
- large roster of artists
- a presence across a variety of social media

WEAKNESSES:

- not updating social media consistently
- lack of colour scheme
- website is not aesthetically pleasing
- website is sometimes hard to read

OPPORTUNITIES:

- reaching out to a wider audience through social media e.g. TikTok
- create an app for on the go use
- create an e-zine for additional revenue stream

THREATS:

- competition from similar brands
- a global pandemic

REBRAND

Company Descriptor

DUMMY is an evolving online and IRL platform discovering the best new talent from across the globe.

DUMMY will give you everything you need whether you're an artist or simply a music lover.
Our artists are provided with a team of experienced professionals in addition to amazing distribution, publishing.

Music lovers can join the DUMMY Magazine mailing list which will provide the freshest music news and hits from our talented roster of artists, top songs and albums of the month, interviews with industry professionals, behind the scenes of the industry, and insights into future industry trends.

The DMY Shop provides the trendiest clothes that ensure comfort as well as style at an affordable price.

Signing up for our mailing list will give you the chance to get exclusive access to early bird DMY Events tickets to all the freshest events where our artists will be performing.

Upcoming artists will not regret joining our team.

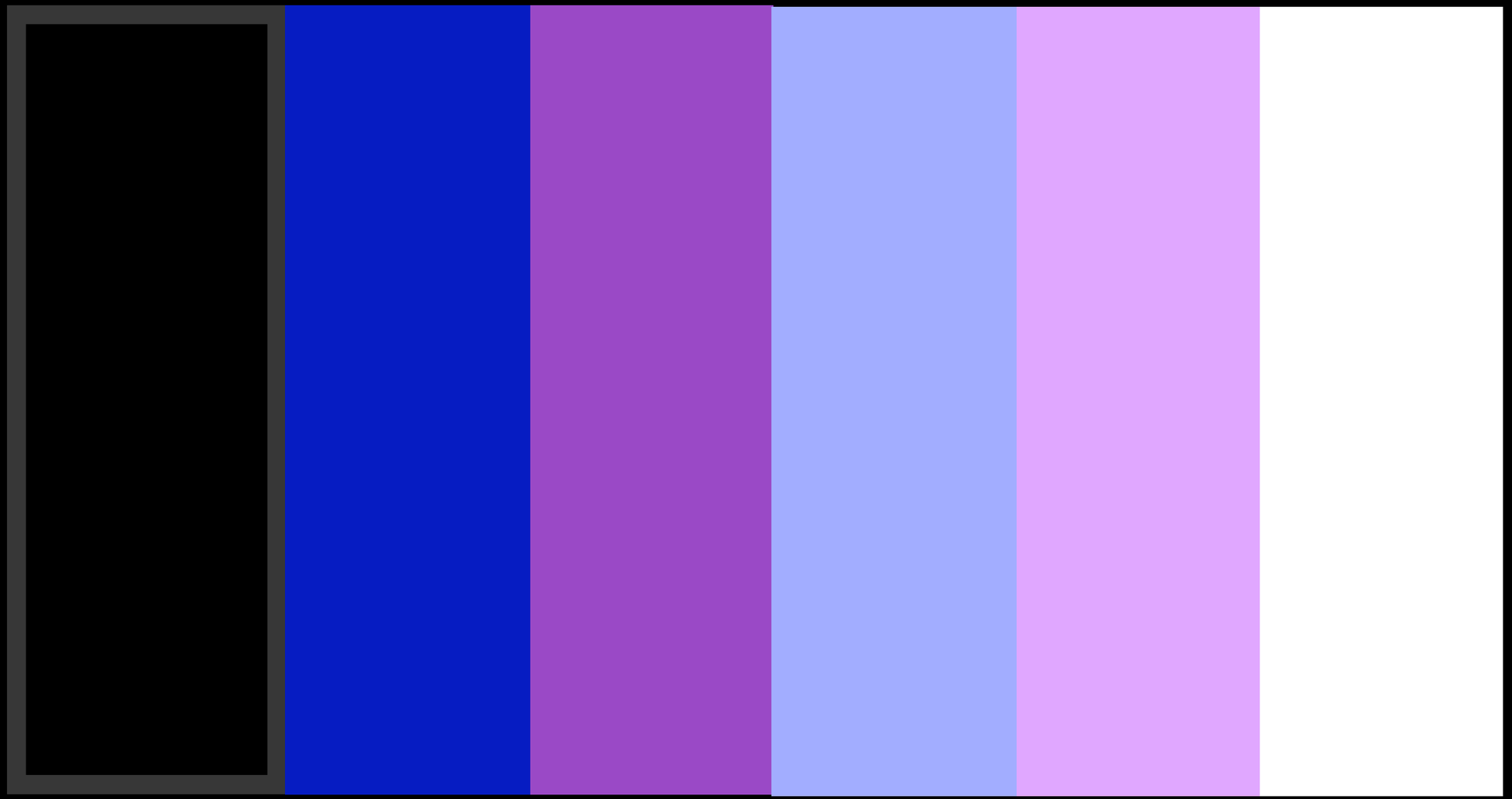
Strategy

- Submit music button gets lost on the homepage - make it more visible
- Give the options of paying differently priced subscriptions to have access to download e-zines
- Expand shop by giving options to buy the artist's merchandise, accessories, and clothing pieces
- Give a 10% discount for the DMY Shop to people that sign up to the mailing list
- For the magazine website, show some options of what the magazine covers at the top of the page
- Don't overcrowd the menu box by displaying different genres at the bottom of the page, not in the menu box as people will most likely not be clicking these options
- Engage a new audience by creating a TikTok account
- Increase followers of artist roster - make their social media more visible on the artist's profile page, not just Spotify

Strategy

- Strong colour scheme throughout
- More updates on social media to portray consistency and reliability - post 4 times a day
- Make the website more modern by making it fit the full width of the screen
- Create a tagline for DMY to display on the website homepage
- Create an app as it engages a younger demographic and they can get news updates through signing up to the mailing list
- Focus on social media following instead of just joining mailing list - show social media icons on homepage without have to click the 'follow' link
- Show consistency by posting over every social media platform at least once a day

Colour Scheme



Mood Board



Generation Z/ young Millennials:

- Going out
- Live gigs
- Having a fun time
- Disposable income
- Living in the city
- Most active during the night

Mood Board







Colour scheme also inspired by synthwave

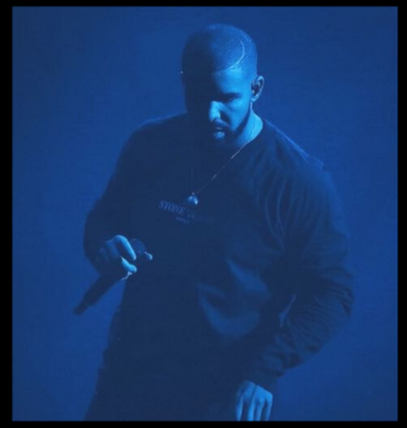
- Particularly regarded as a musical genre, but there are examples of synthwave in movies, TV shows, art, and video games.
- A modern music genre begun in the mid 2000s as an homage to the pop culture sounds and imagery of the 1980s and early 1990s.
- Displays themes of science and technology.
- Use of blue and purple in the colour scheme

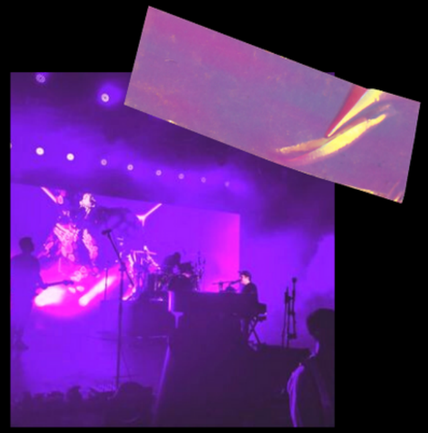
Mood Board













Examples of blue and purple light used at live shows:
- A variety of artists from a range of genres
- Portrays how the company isn't based on one genre

Logo Rebrand





Font: Agrandir Black
- continue with black and white colour scheme
- use play button in 'D' to make it music related
- discard italic style

Social Media Logo Rebrand



DUMMY social media display photo
- the 'play' button in the 'D' portrays uniqueness, a link to music, and makes it memorable

DMY

DMY social media display photo
- creates consistency and links the DMY social media pages to the DUMMY pages

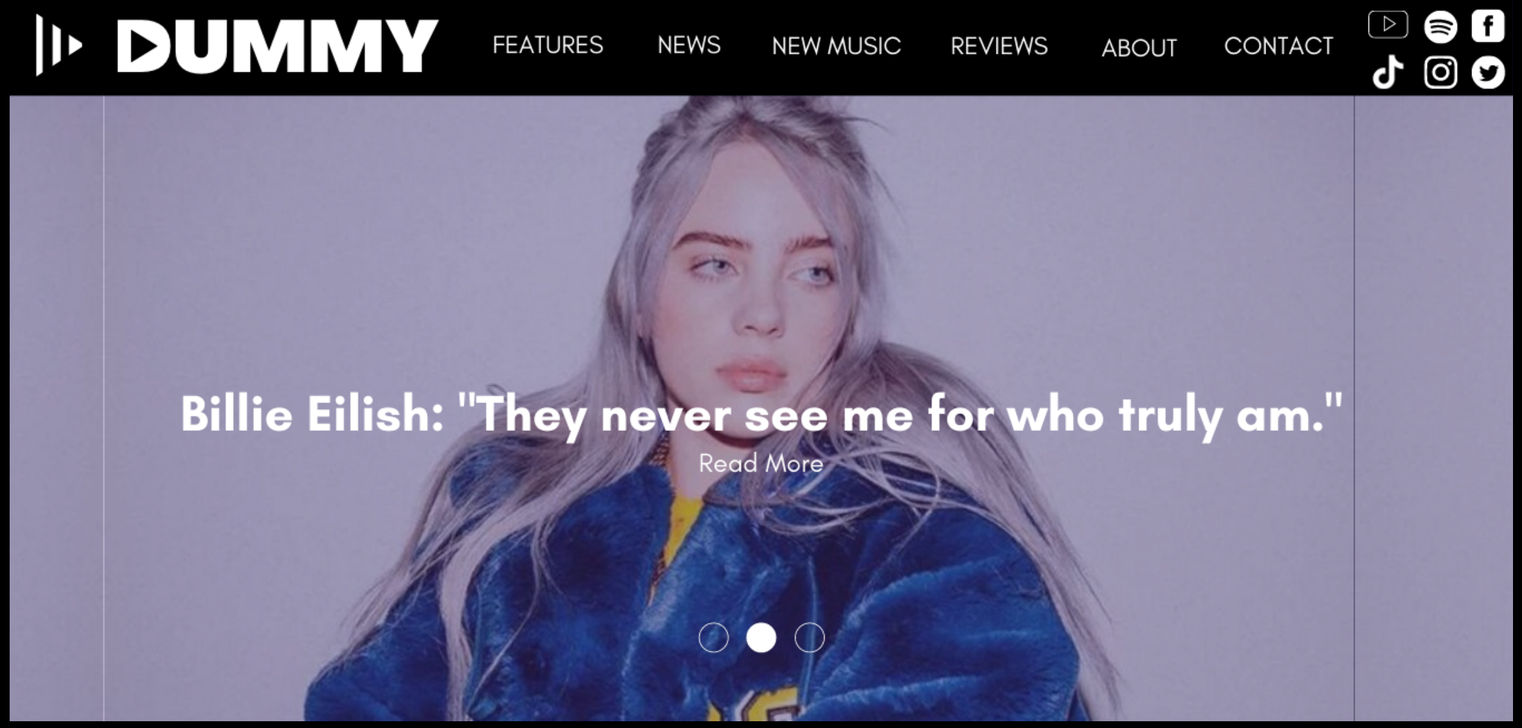
Additional Content

Social Media

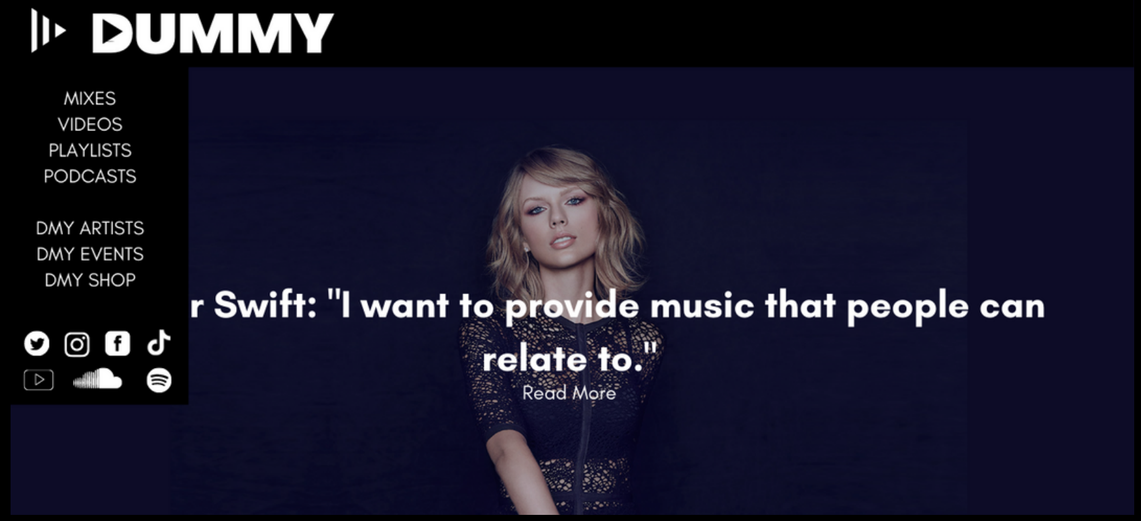
- An increase in video content
- Reels on Instagram as they are favoured by the algorithm
- Interviews will DMY artists on YouTube
- Sneak-peeks at behind the scenes footage of DMY artist's music videos
- Teasers for upcoming DMY artist's music videos
- An increase in Instagram story content
- An increase in asking followers questions to increase their engagement

DUMMY Magazine Website Rebrand

Menu button displayed in the shape of a play button.

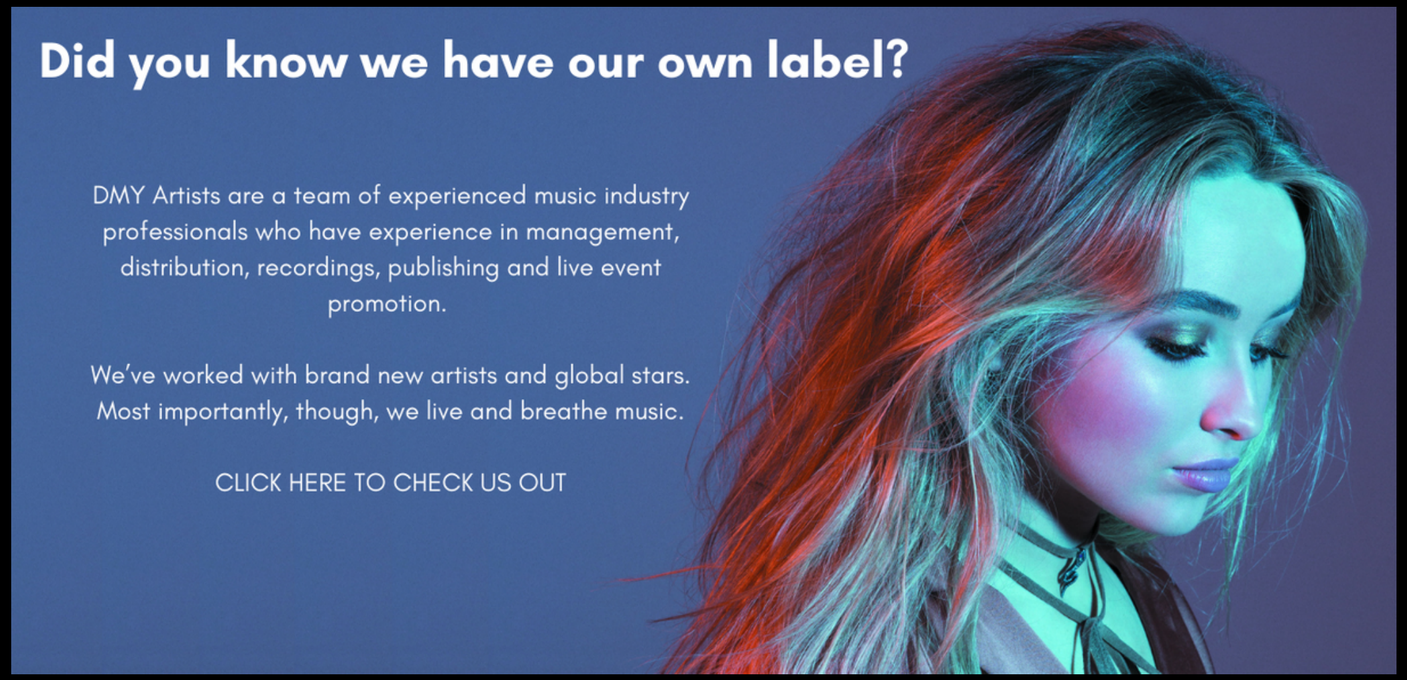


Social media displayed on top right.



The top stories from the music industry and DMY artist stories appear like a slideshow.

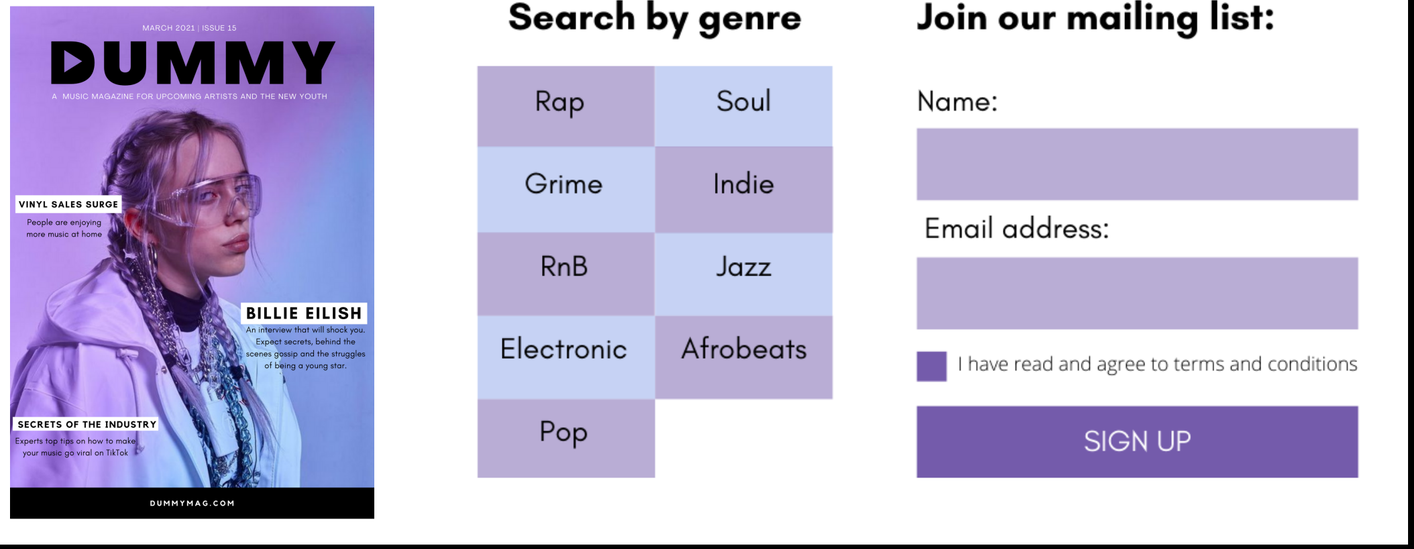
DUMMY Magazine Website Rebrand



Make it obvious that it's also a label, not just a magazine.

Show genre options at the bottom of page with the option to join the mailing list.

Show the latest e-zine and give the option to purchase it for download.

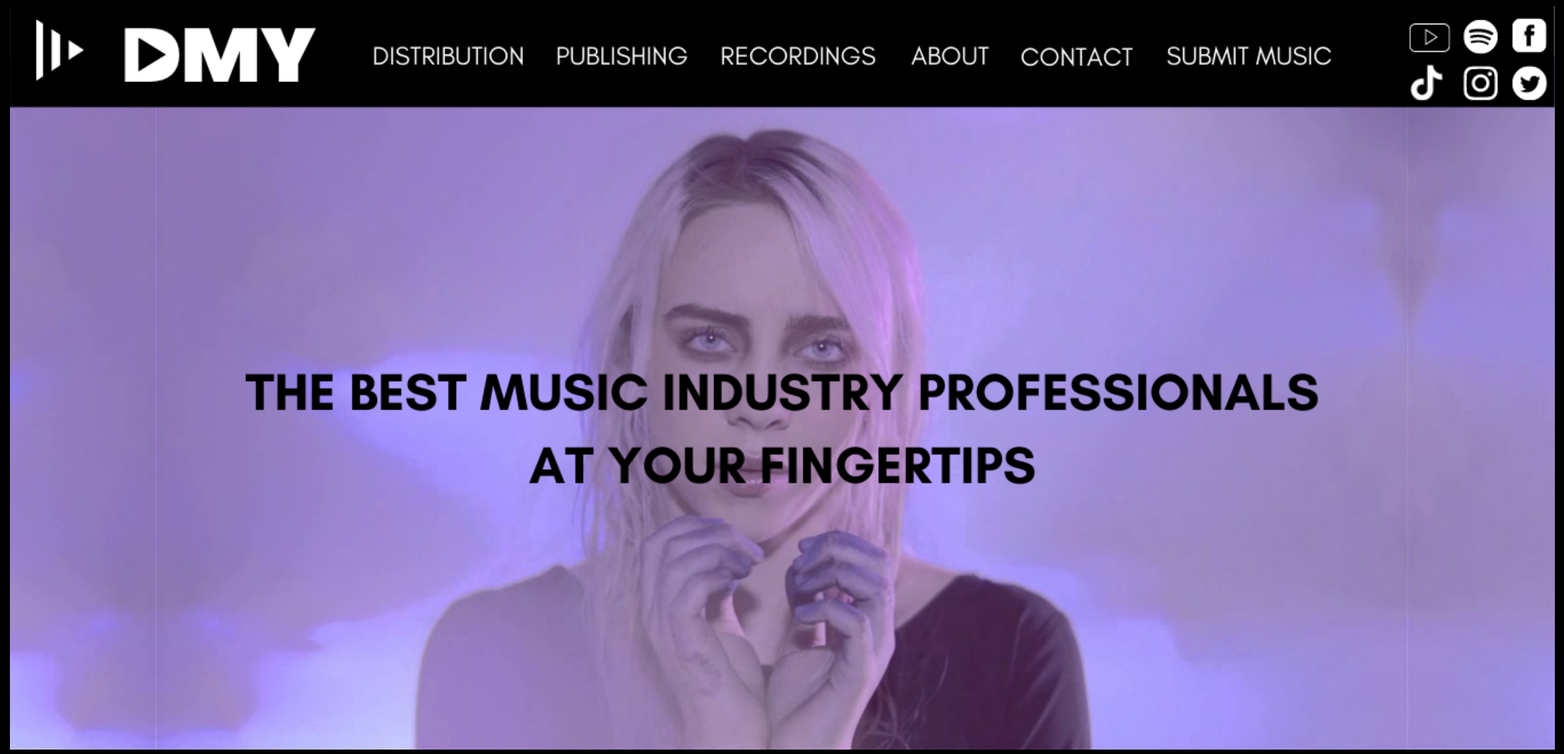


E-Magazine



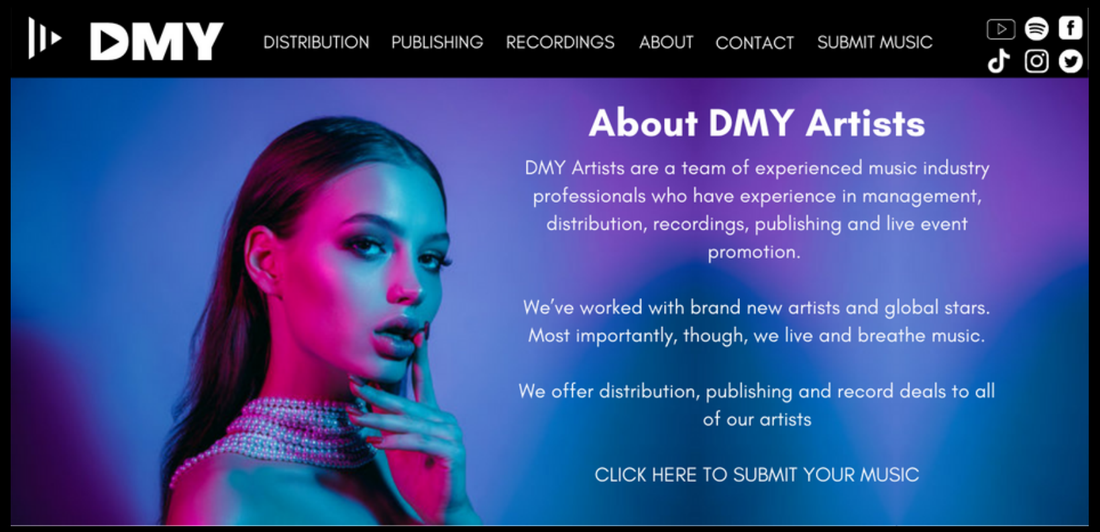
- Download option.
- Allows readers to read without internet access.
- Creates another revenue stream.
- Shows an artist from the roster as the cover photo and main story each month.

DMY Website Rebrand



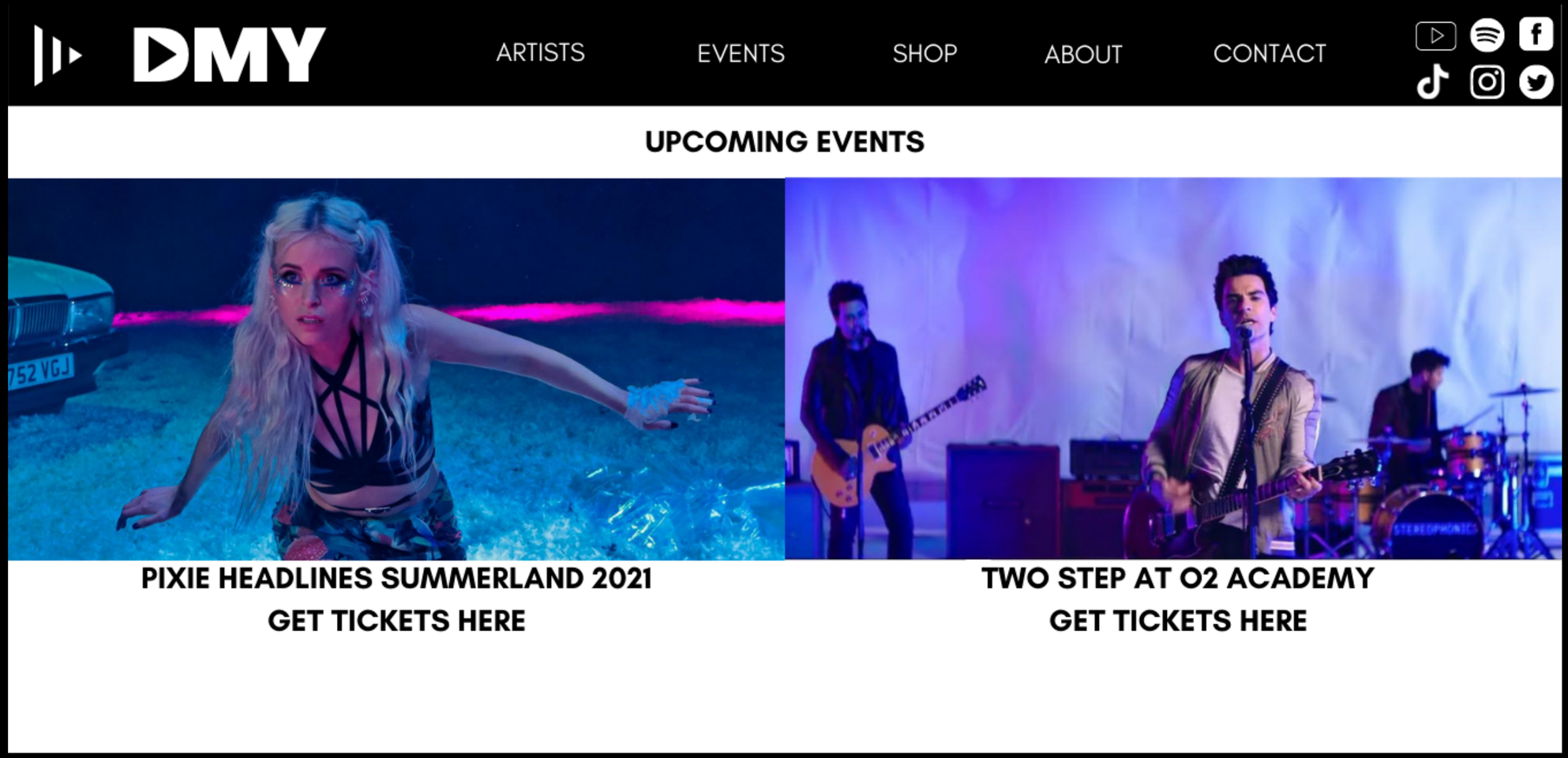
- Display the submit music button at the top
- Place the 'about' page further up so the audience can view it easily
- Moving image background

- Immediately inform the audience with a quick tagline about who you are.



- Have the 'about' page further up so the audience can view it easily.

DMY Events Rebrand

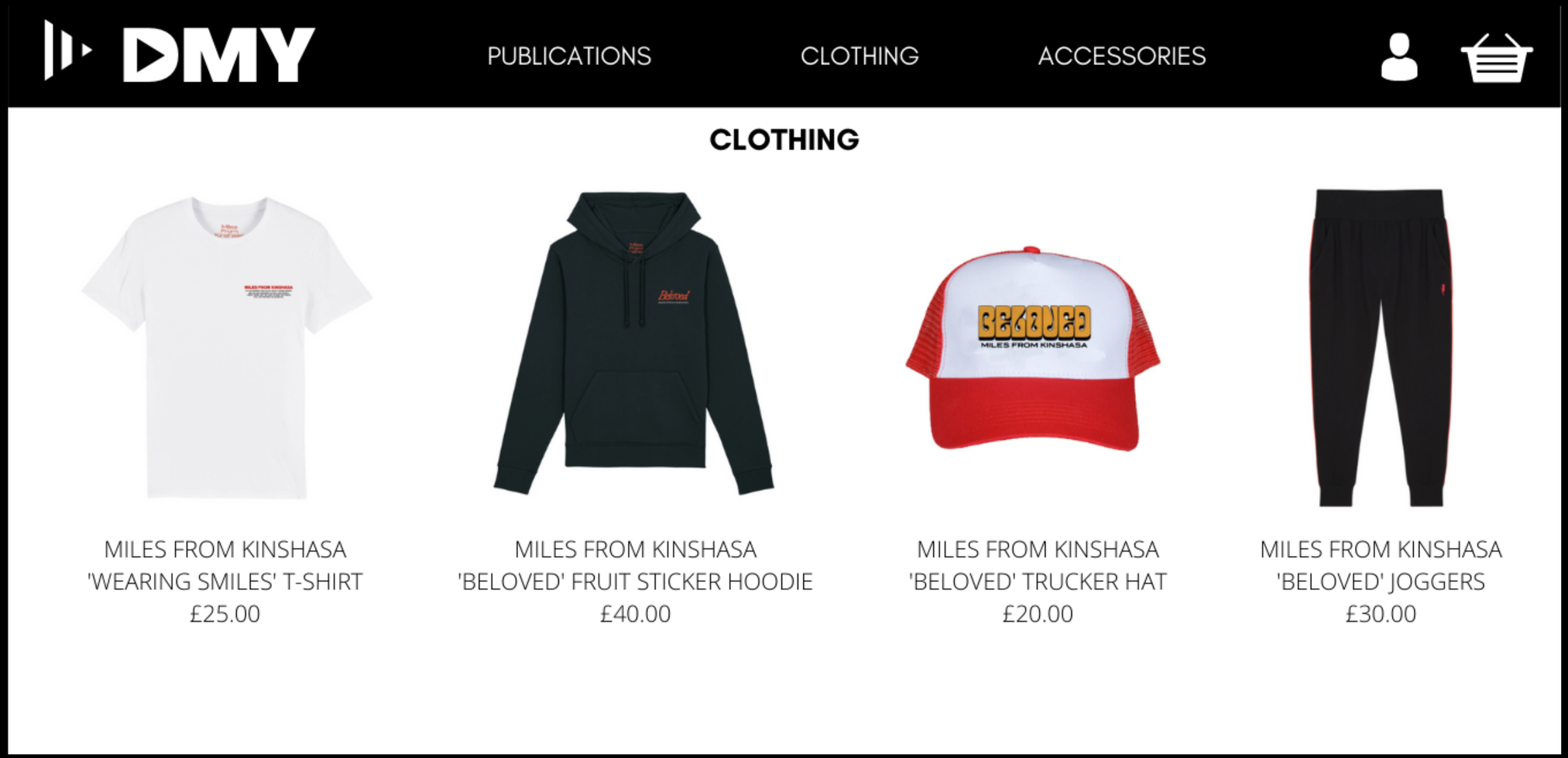


- Clear options to visit the Artists and Shop pages.

- Images go from still to moving as your cursor goes over them.

- Past events information, images, videos, and reviews will be below the upcoming events to convince the audience to attend future events

DMY Shop Rebrand



- More options for clothing and accessories, including artist merch.

- Showing the audience that you can purchase previous e-zines for download.

- Smaller images so the audience can view them without having to scroll or zoom out

Additional Content

DMY Website

- More information on each DMY artist's profile page such as their story, their inspirations, and favourite artists.
- Show popular artists that are similar to the DMY artists.
- Profile pages for the people who are part of the DMY team.
- Reviews of previous DMY Events.
- Images, videos, and reviews from previous DMY Events.
- Merchandise from DMY artists for DMY Shop

Campaign

- Create a video to use as a sponsored post on social media platforms such as Instagram, Twitter, and Facebook because videos create more engagement than images
- Promotional Tiktok videos by all artists that are on the DMY Artist roster
- Collaborate with existing partners
- Advertisements at train stations
- Promotion through tastemakers such as Sonny Jay and Roman Kemp
- Create a promotional video to be shown on YouTube so subscribers can see that you have rebranded
- DMY Artists can promote the rebrand on their social media through images or videos
- Liaise with previous clients to see if they can promote the brand if you do something for them in return
- Organise 4 talent competitions across different cities to find new artists to join the roster

Head of Terms Agreement

HEAD OF TERMS

This head of terms is made on the date of the last signature below between:

1. Kelly Lambert of (Tileyard Rd, London N7 9AH) (the First Party)
2. DUMMY of (DUMMY Rd, London W6 7RD) (the Second Party)

SUBJECT TO CONTRACT

Background

A. The First Party and the Second Party are interested in entering a business sale agreement
B. This heads of terms sets out the principal terms and conditions upon which the Parties agree to enter into the Proposed Agreement

1. Status of head of terms

The terms in this heads of terms are nit exhaustive and are expressly 'subject to contract' until a final written agreement has been entered into. The terms are not intended to be legally binding between the parties except where specifically stated

2. Timescale and notice to terminate

2.1 The Parties agree to negotiate in good faith with a view to signing the final written Proposed Agreement on or before 1 April 2021

2.2 Either Party may at any time, by giving notice to the other in writing, terminate negotiations for the Proposed Agreement, without having to give any reasons for doing so

2.3 The Party giving notice will not incur any financial liability to any other Party, unless it has breached a legally binding obligation of this heads of terms as set out below

2.4 Upon giving notice of termination, each Party must:

a. Return all of the other party's equipment and materials
b. Return or destroy (as directed in writing by the other party) any documents, handbooks, DVDs, software or other information or data provided to it by the other party

3. Essential pre-conditions to an agreement

Any Proposed Agreement between the Parties is conditional upon:

a. The Parties negotiating, drafting and agreeing the satisfactory terms of the Proposed Agreement governed by the English Law
b. The approval of and consent to the Proposed Agreement being given by (i) the Parties and (ii) any relevant third party agencies including any tax, regulatory, export, certification or competition authorities. Any such approvals and consents shall remain in full force and effect until the Agreement is signed.

4. Basis of Proposed Agreement

4.1 The First Party will recruit all third parties needed to successfully meet objectives of the rebranding of DUMMY

4.2 All rebrand objectives will be met by 13th August 2021

4.3 Fee of completing all rebrand objectives are calculated to be £42,960 (the Second Party must understand that this may vary)

4.4 Logo and colour scheme will be finalised by 1st May 2021

4.5 Merchandise will be finalised for all DMY Artists by 21st June 2021

4.6 All digital assets will be finalised by 13th August 2021

4.7 Sponsored social media posts (including Instagram, Facebook and Twitter) will be posted throughout September 2021

_____ By ticking on the line you have read and agree to the status of heads of terms, timescale and notice to terminate, all essential pre-conditions and the basis of proposed agreement.

Signed by the First Party	Signed by the Second Party
_____	_____
(Kelly Lambert)	(DUMMY)

Budgets

Time Period: 6 months

To hire:
- Freelance Graphic Designer =£600
- Website Designer = £500
- SEO Optimisation = £4000
- Photographer = photoshoot x 52 artist = £150 x 52 = £7800
- Videographer = £750
- App creator = £25000

Total = £38650

Social Media sponsored post costs:
Instagram - for 7 days reaching 9600-25000 people = £70
Facebook = £70
Twitter = £70
Total = £210

Events:
Hiring a venue = £600 x 4 cities = £2400
PR = £300 per day x 4 days = £1200

DMY Shop:
2 pieces for 52 artists = £500

TOTAL = £42,960

Timeline

April 2021

1st April - identify areas of weakness in the DUMMY branding
1st April - analyse competitors
3rd April - conduct surveys on target audience
8th April - draft logo ideas and elements of company you want to keep
20th April - conduct photoshoots for all artists

May 2021

1st May - finalised logo, colour scheme and brand objectives
5th May - hire a graphic designer to design the logo and website designer
7th May - hire a videographer to film behind the scenes footage of DMY Artists and rebrand for social media posts
10th May - hire App creator to make DUMMY app

June 2021

1st June - Create merchandise for artists on the roster
21st June- finalised merchandise

July 2021

2nd-30th July - upload teaser videos on YouTube and sponsered posts on Instagram, Facebook and Twitter

Timeline

August 2021

6th August - Finished website and content creation to be put online ready for use
6th - 31st August - Promote the website rebrand across all social media
13th August - App ready for download

September 2021

1st September - Upload new sponsored posts to all social media
6th September - Announce DMY Shop giveaway when you reach a follower goal
10th September - Announce talent contest that are happening across October
11th September - Talent competition advertisements in the chosen cities train stations

October 2021

2nd-23rd October- Attend talent scouting events across the UK for more artists to join the roster

Aftercare

- I will be available for 4 months after the rebrand is finalised and can be reached by email and all times or by mobile 9am-5pm

Results and Outcomes

An increase in:

- Engagement across social media posts
- Audience signing up for the mailing list
- Followers across all social media
- Engagement and followers for the DMY Artists on the roster
- Clients
- Partnerships
- new DMY artists on the roster
- Audiences at DMY Events

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