

JUSTINE PERRET

2104328

VALE GO Figure

BMTY003 ENTERTAINMENT MARKETING

TIM FERRONE

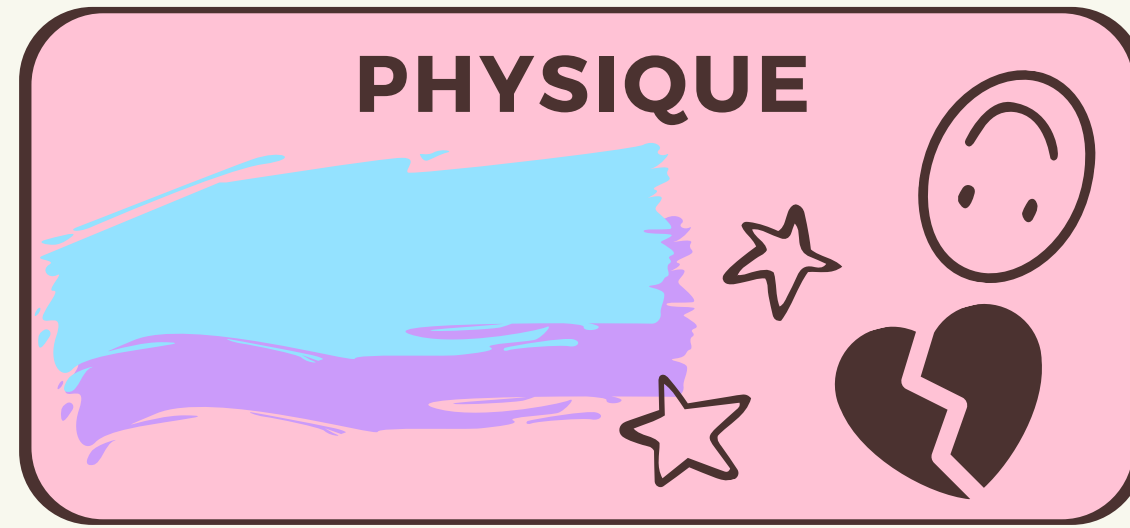
WHO IS VALE?

Kapferer, 2012, p.163



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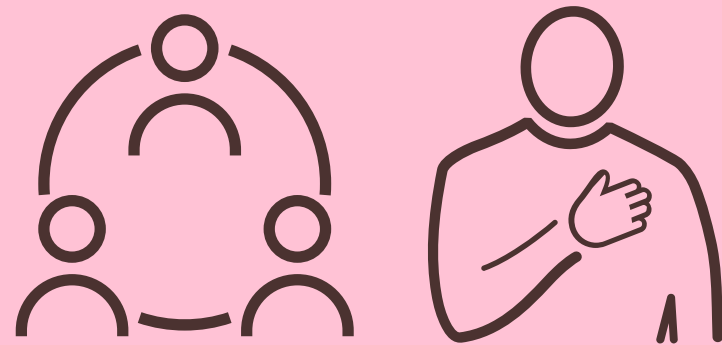
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PHYSIQUE



RELATIONSHIP



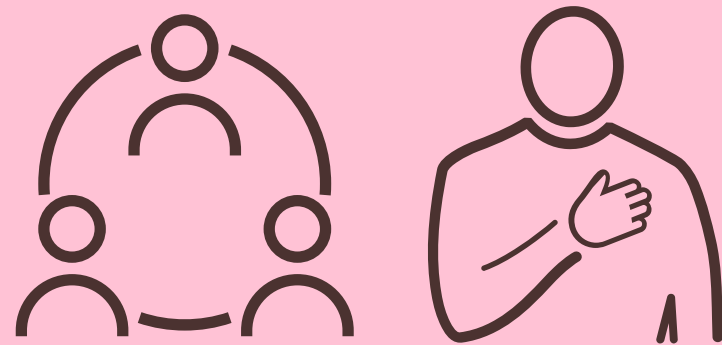
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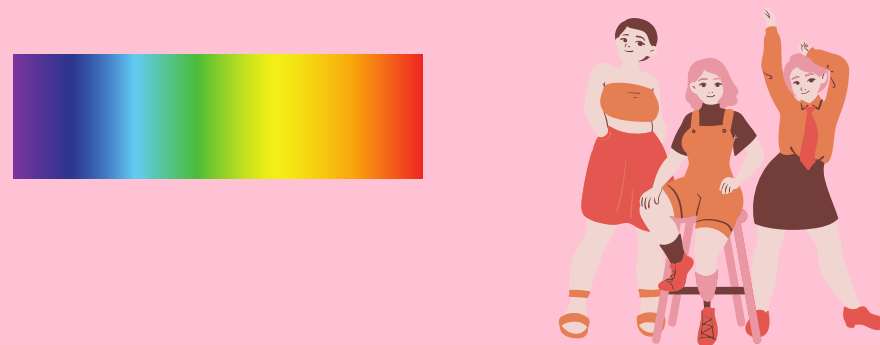
PHYSIQUE



RELATIONSHIP



REFLECTION



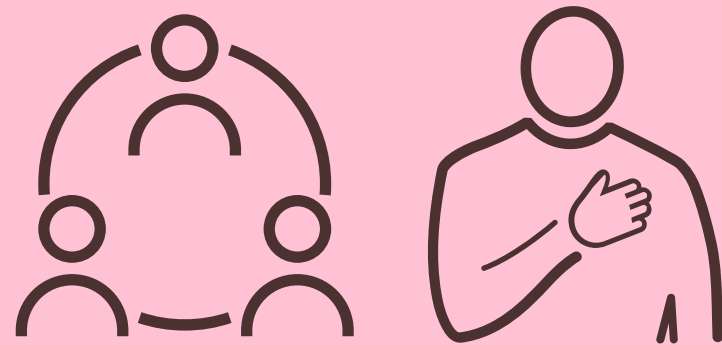
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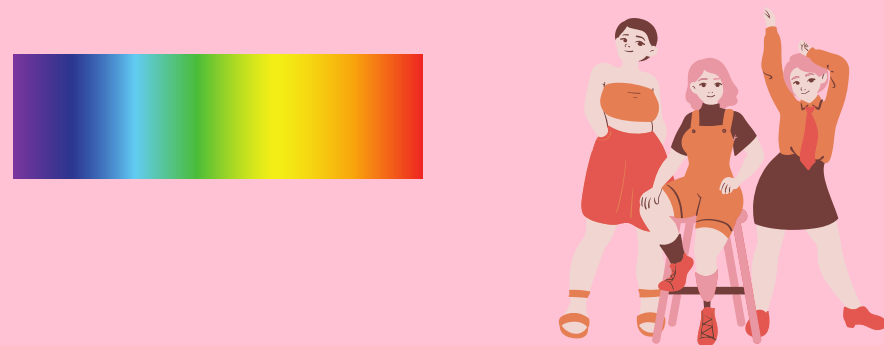
PHYSIQUE



RELATIONSHIP



REFLECTION



PERSONALITY



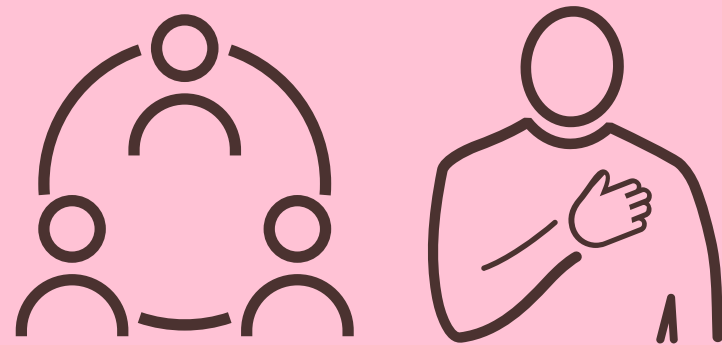
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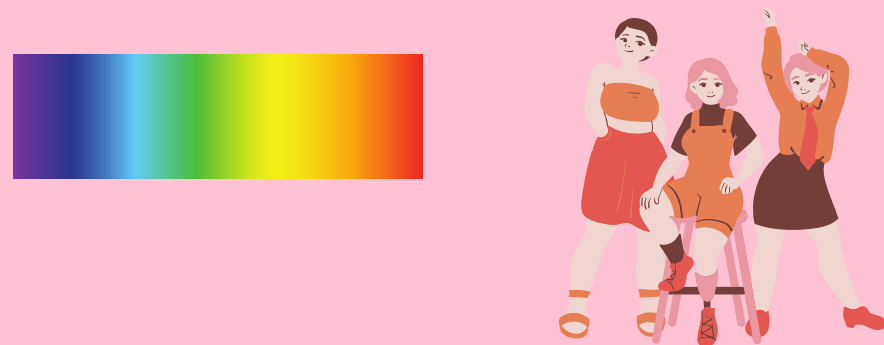
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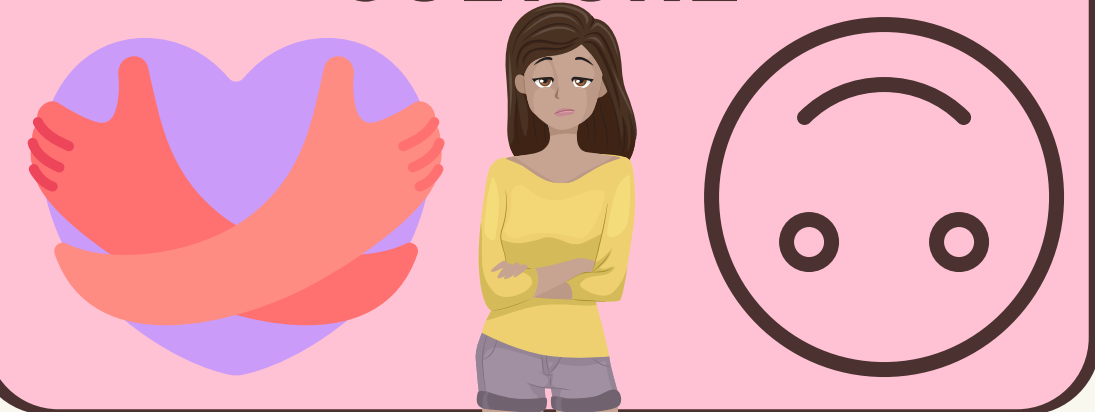
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PERSONALITY



CULTURE



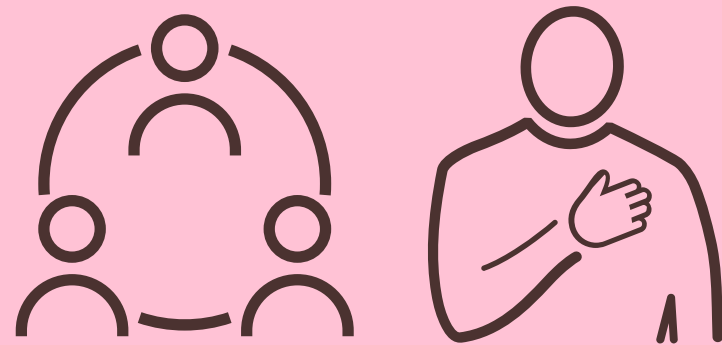
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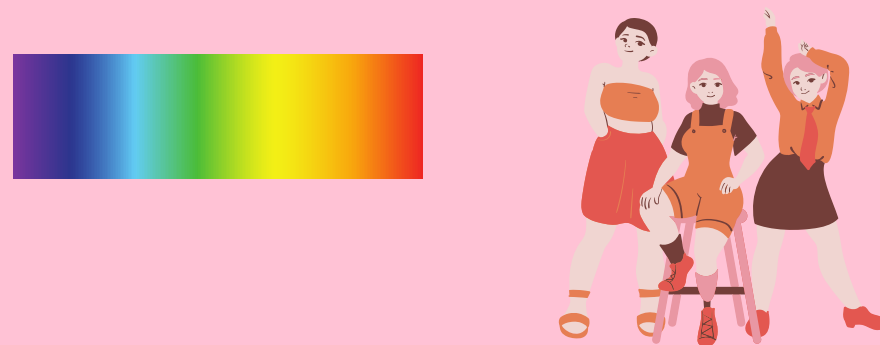
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RELATIONSHIP



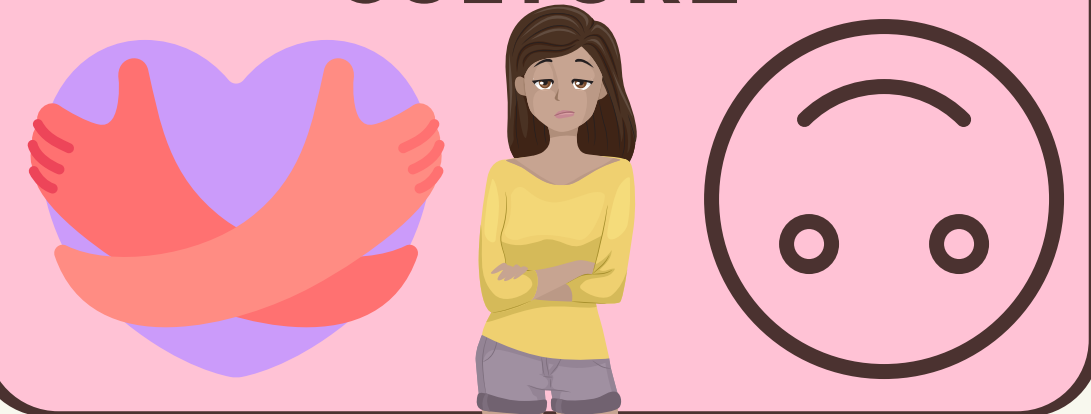
REFLECTION



PERSONALITY



CULTURE



SELF-IMAGE

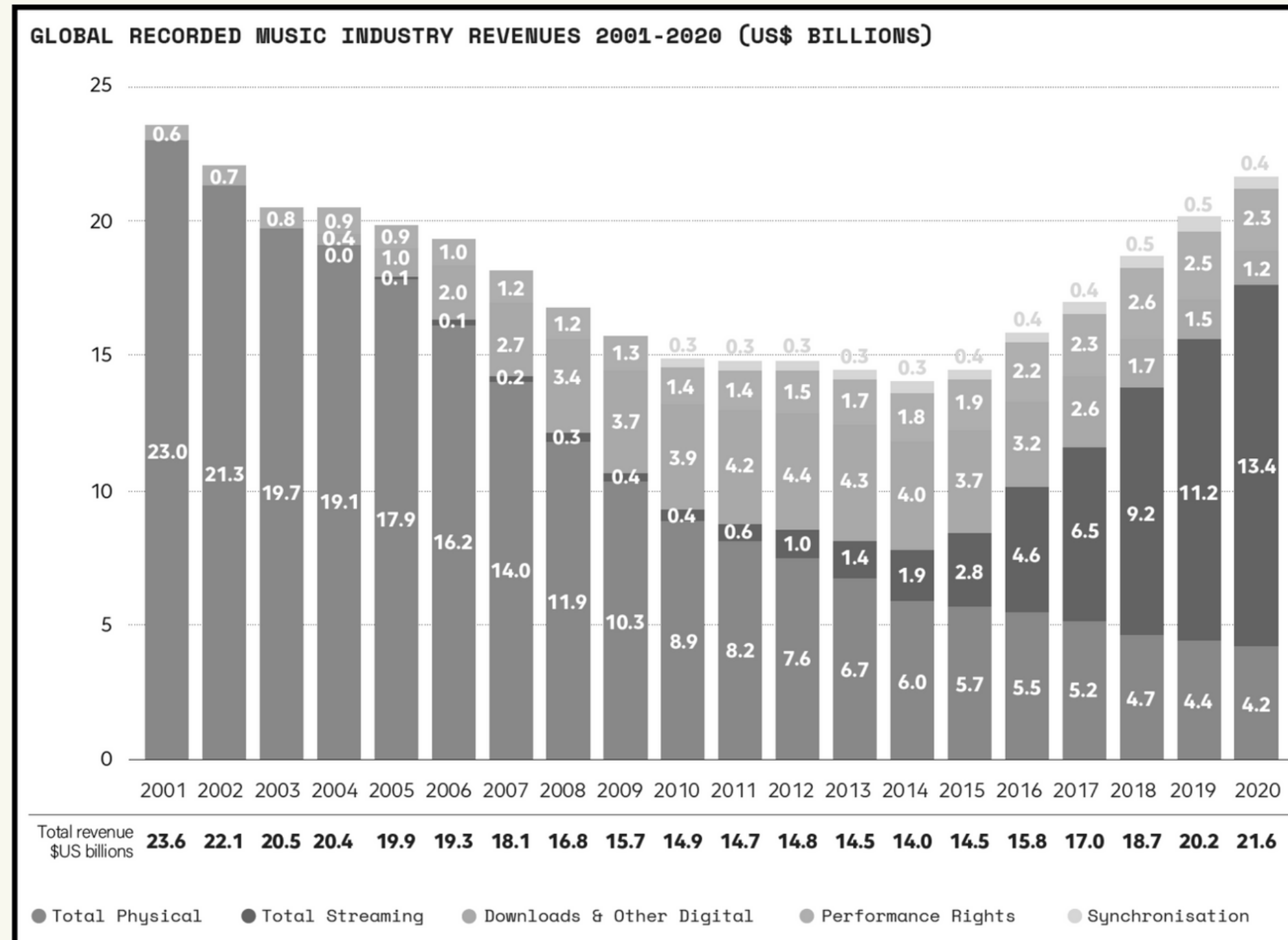


market analysis

Where does VALE fit?

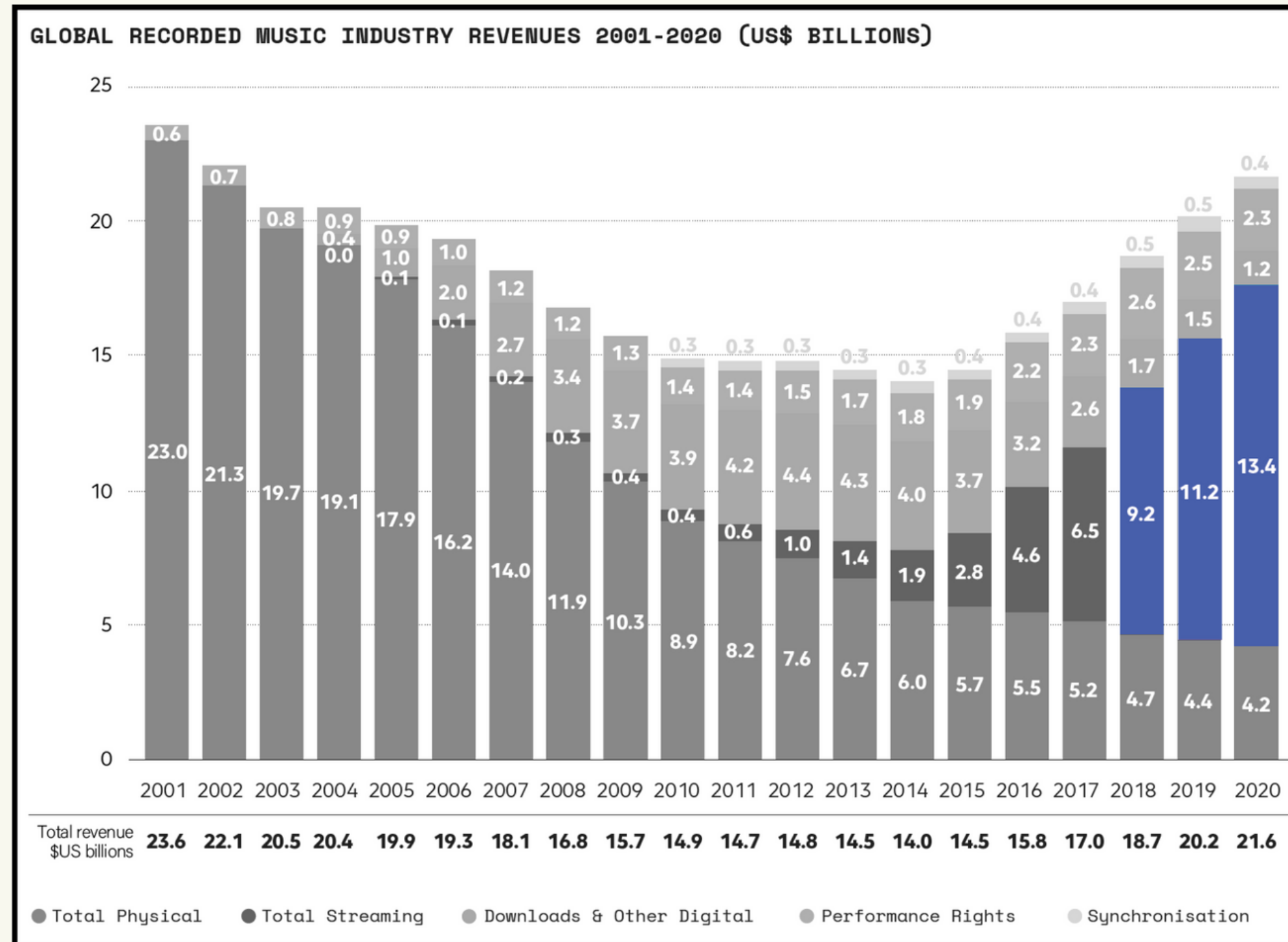
market analysis

Where does VALE fit?



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- 78% of people use **streaming services** to listen to music.

market analysis

Where does VALE fit?

- 78% of people use **streaming services** to listen to music.
- **TikTok** is used for music discovery.

market analysis

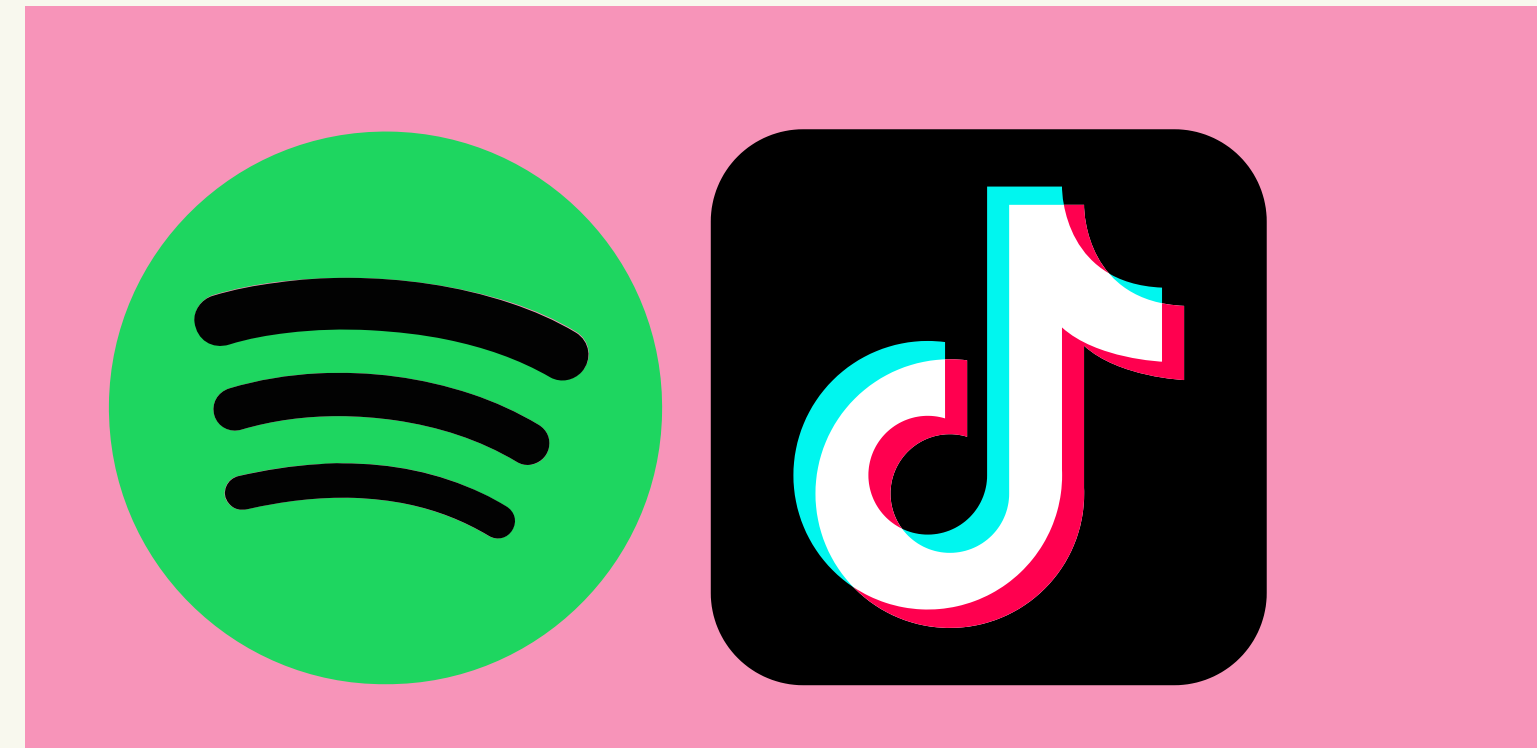
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- 78% of people use **streaming services** to listen to music.
- **TikTok** is used for music discovery.
- **Playlists** are vital.

market analysis

Where does VALE fit?

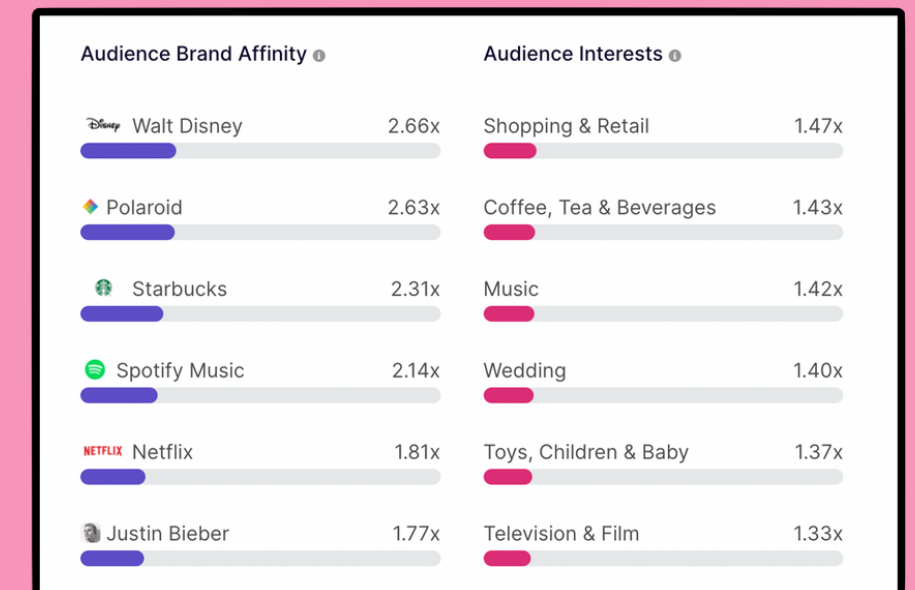
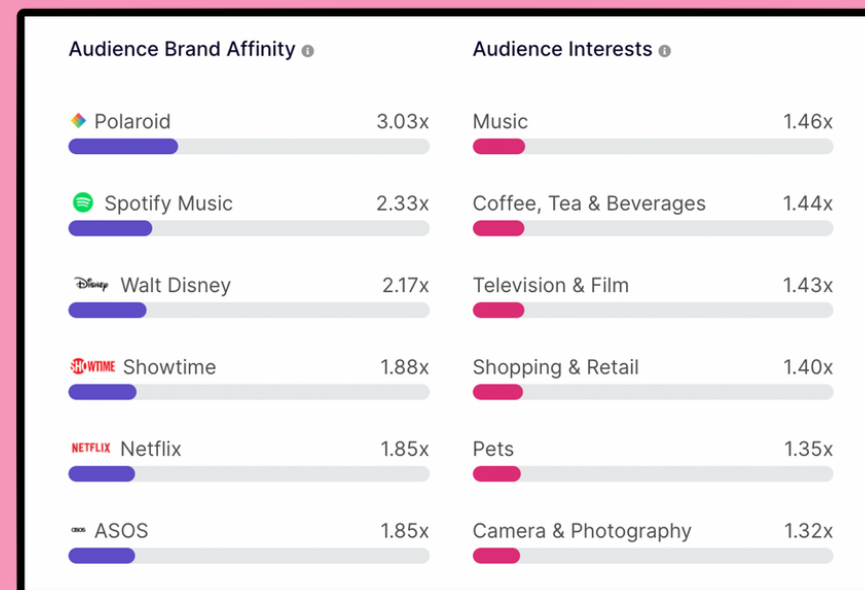
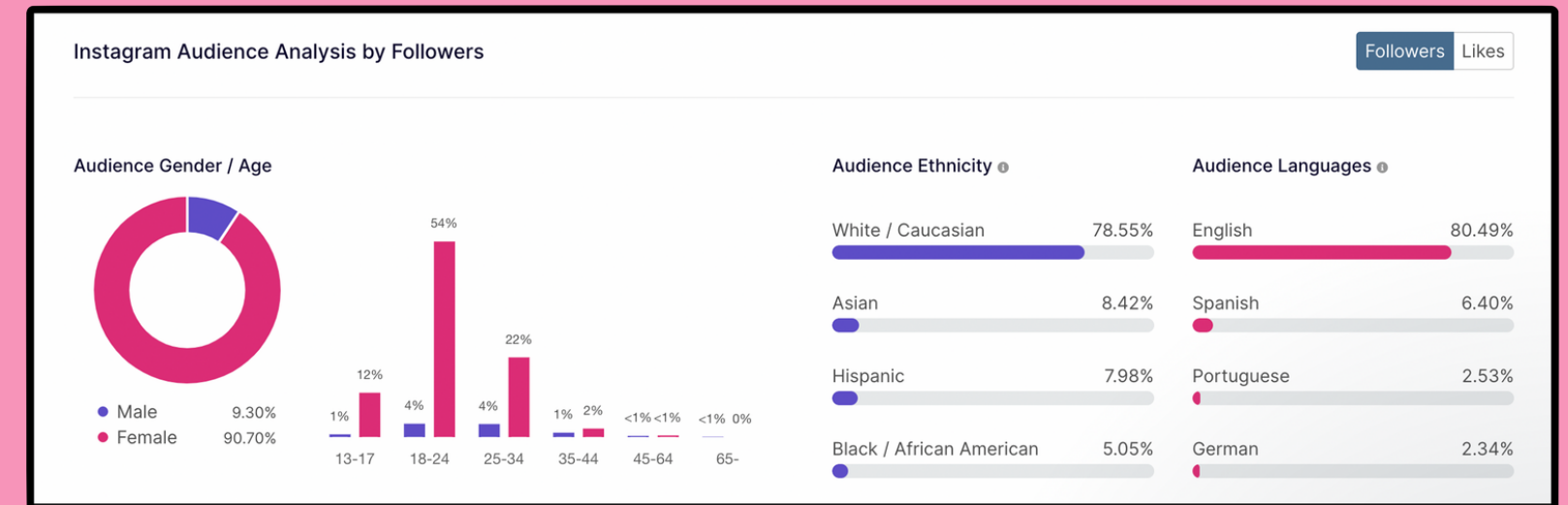
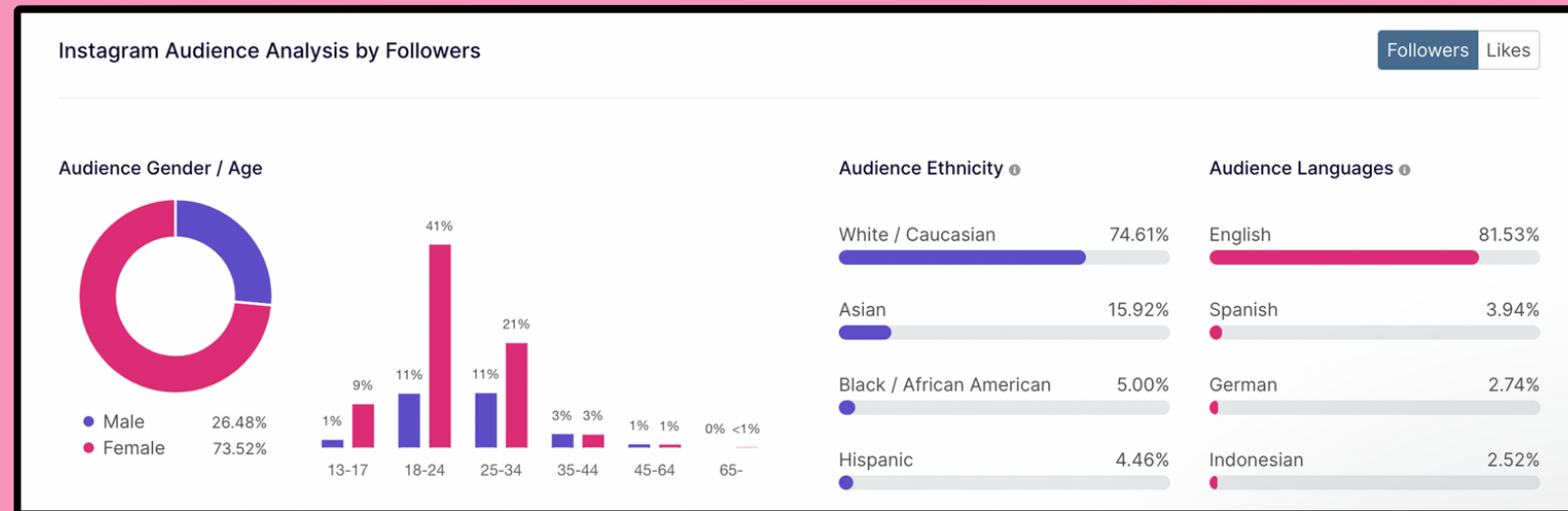
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competitors

competitors

Chartmetric, 2022

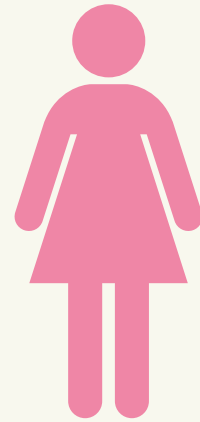


target audience

Who are VALE's fans?

target audience

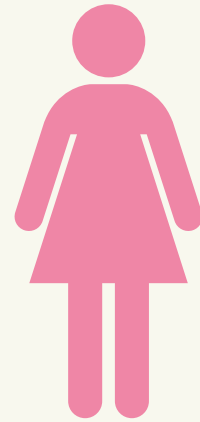
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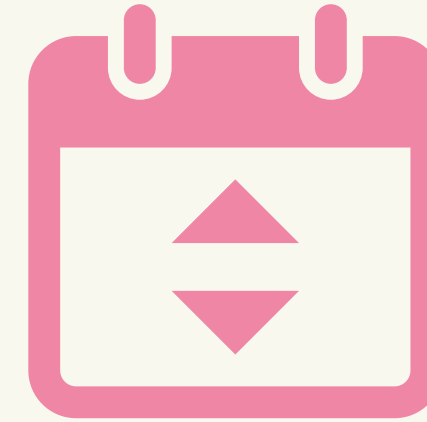
83% female

target audience

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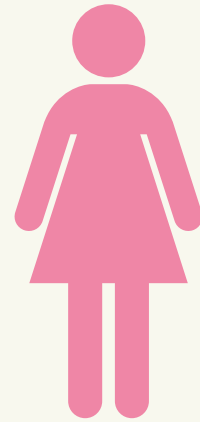
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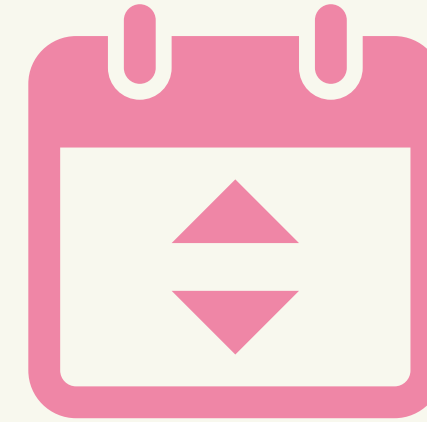
13-34 years old

target audience

Who are VALE's fans?



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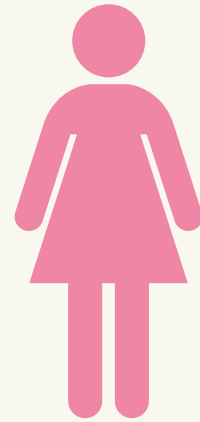
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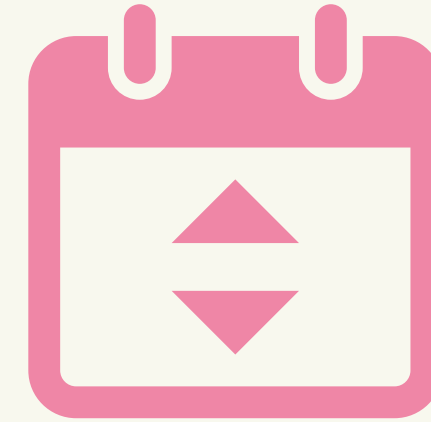
hobbies

target audience

Who are VALE's fans?



83% female



13-34 years old



hobbies



brand affinities

campaign

aims

Establish new brand awareness

Convert fans to superfans

Collect owned data

aims

Establish new brand awareness

Convert fans to superfans

Collect owned data

**Hit social media & streaming
platform algorithms**

Playlist features

High engagement

SUCCESS FACTORS

marketing mix

Codesign, 2021

marketing mix

Codesign, 2021

social media shares

radio

TV

EARNED

marketing mix

Codesign, 2021

social media shares

radio

TV

EARNED

PAID

social media ads

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blog posts & reviews

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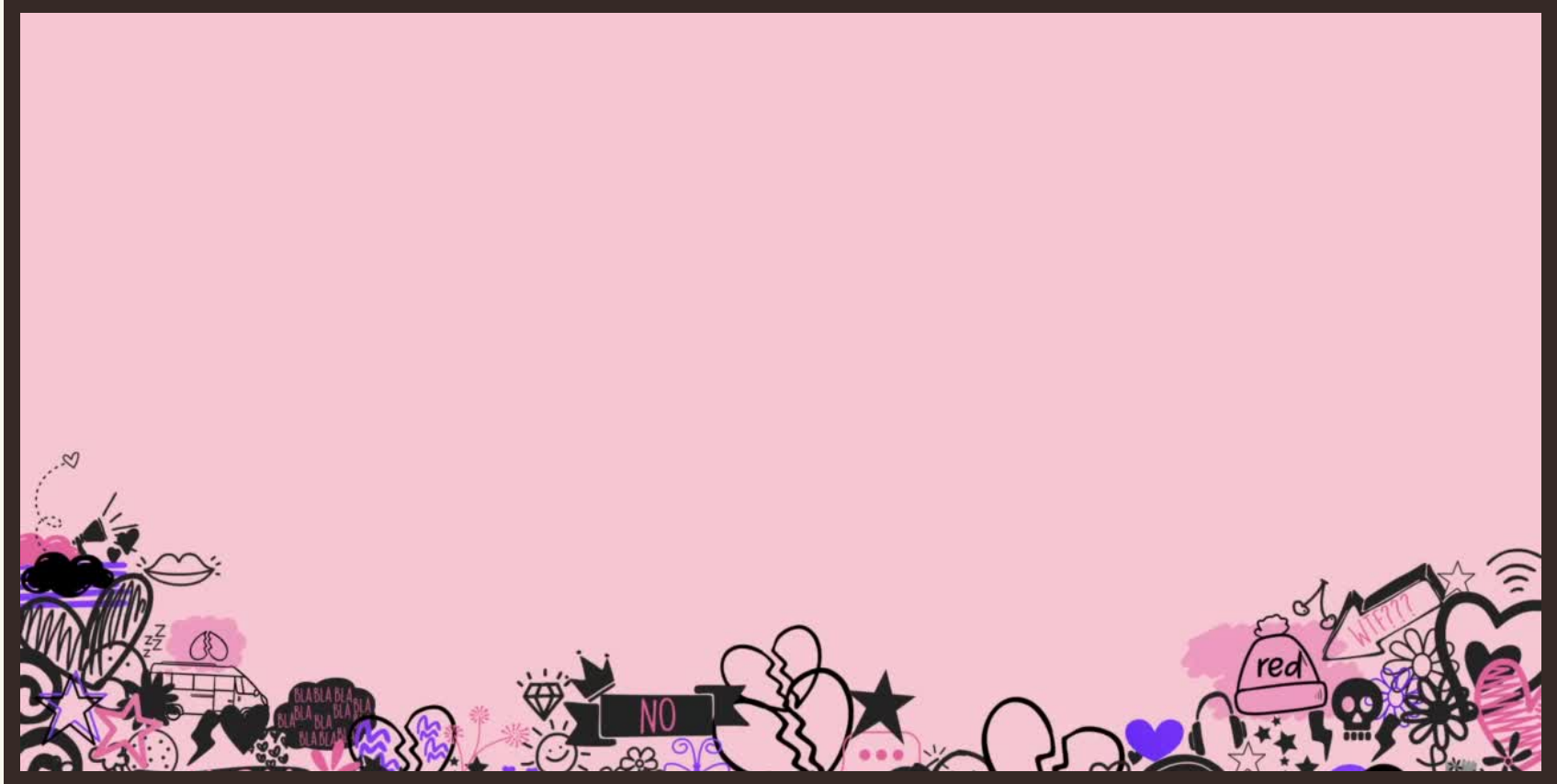
OWNED

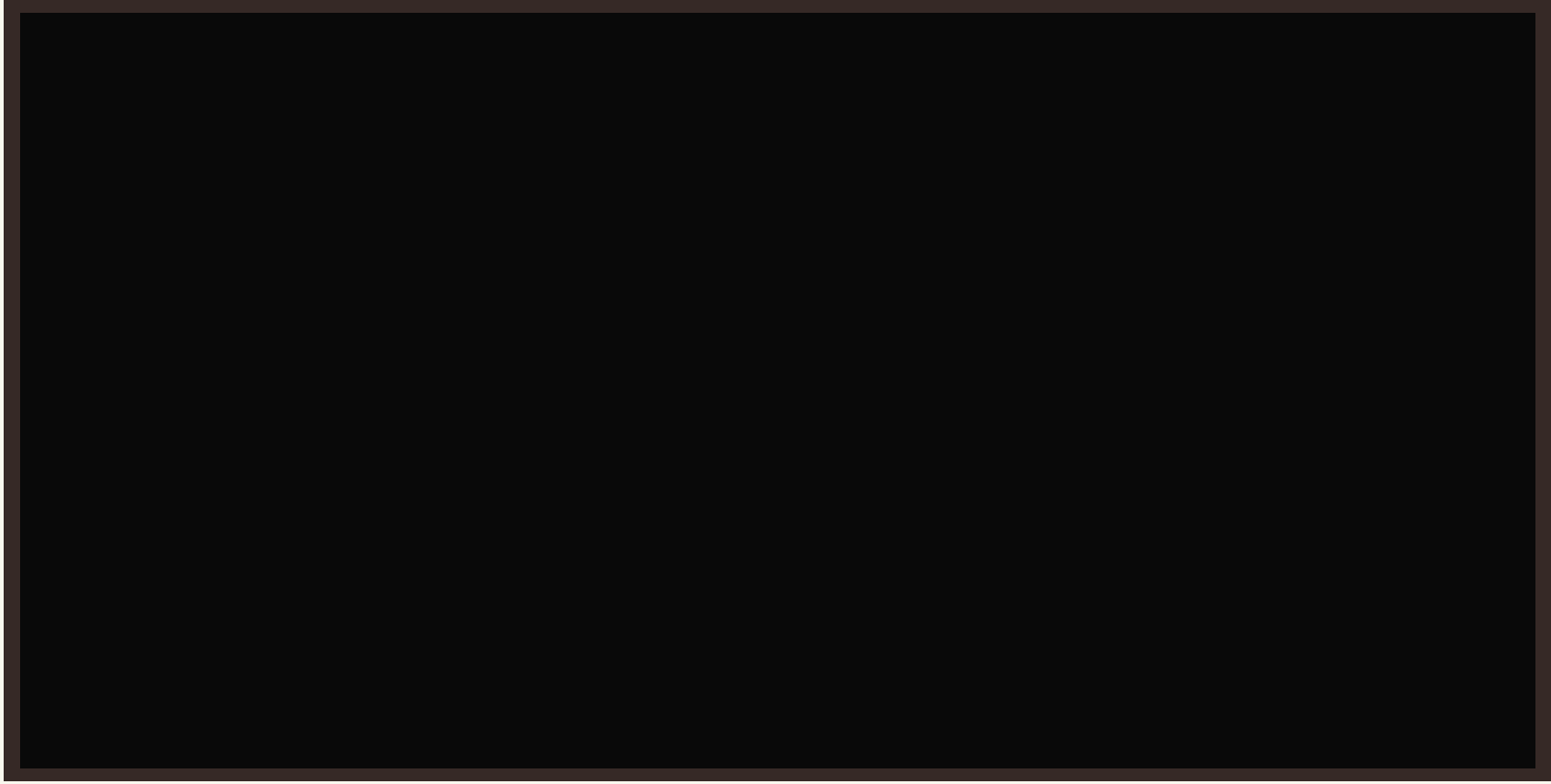
tracking pixel

Release plan

GOOD ON MY OWN

10 February





TikTok Challenge

GOOD ON MY OWN

10 February

GOOD ON MY OWN

10 February

STUPID

24 March

GOOD ON MY OWN

10 February

TikTok Trend

GOOD ON MY OWN

10 February

STUPID

24 March

GOOD ON MY OWN

10 February

STUPID

24 March

**WHY DOES THIS
HURT? / AT LEAST I
LOOK GOOD TONIGHT**

5 May

GOOD ON MY OWN

10 February

STUPID

24 March

**WHY DOES THIS
HURT? / AT LEAST I
LOOK GOOD TONIGHT**

5 May

GO FIGURE

30 June

GOOD ON MY OWN

10 February

STUPID

24 March

WHY DOES THIS HURT? / AT LEAST I LOOK GOOD TONIGHT

5 May



user
generated
content

user
generated
content

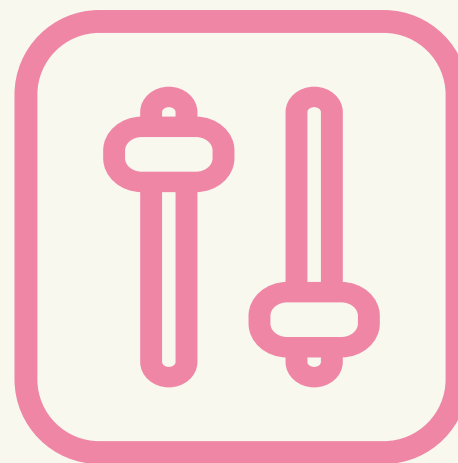


**Guess the melody
challenge**

user generated content



**Guess the melody
challenge**



Remix competition

merch

merch



merch



merch



F* YOU AND YOUR
SHITTY WHITE VAN**

pretty

merch



SPOTIFY Playlists

SPOTIFY Playlists



PLAYLIST

songs to scream in the car

the mood is to scream into your dashboard/choke back tears in the parking lot

Spotify • 493245 likes • 60 titres, 3 h 11 min



PLAYLIST

Feelgood Pop

Für ein bisschen mehr Leichtigkeit.

Spotify • 291394 likes • 70 titres, 3 h 34 min



PLAYLIST

Swiss Made

100% Made in Switzerland.

Spotify • 30945 likes • 50 titres, 2 h 41 min

Radio

Radio

BBC MUSIC
introducing...



Live

Live



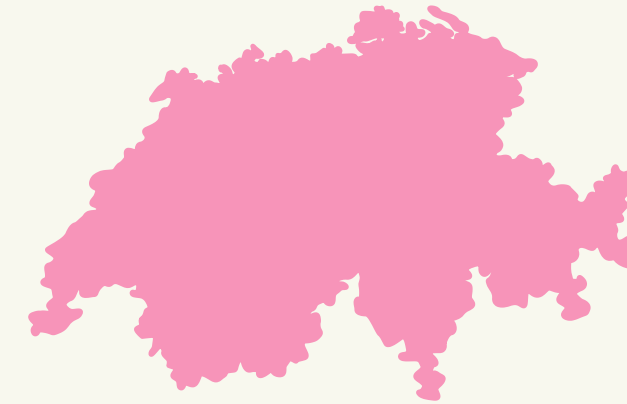
Vintage shops



Live



Vintage shops



Small venues

Festivals



budget

budget

DIGITAL MARKETING	£780
DATA GATHERING	£150
CONTENT CREATION	£2,900
MERCHANDISING	£800
SERVICE FEE	£500
TOTAL	£5,130

references

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