

John Mayer

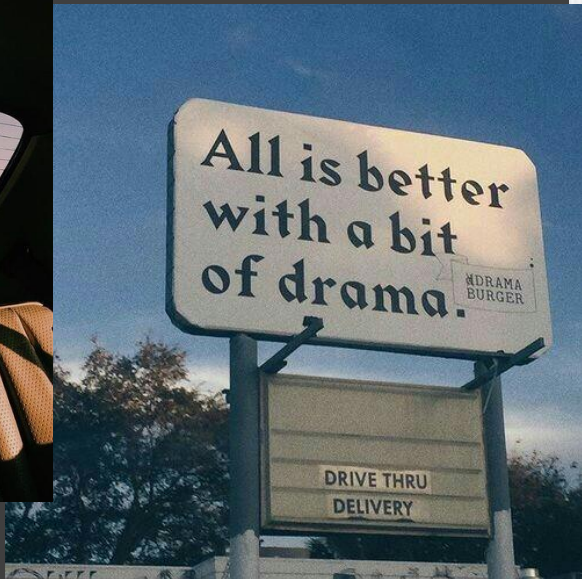
‘Where the Rock is’ Marketing Campaign

Table of Content

- Mood boards
 - Brand Identity
 - Target Audience — Demographics
 - Target Audience – Psychographics
 - Advertising
 - Media Assets Creation Plan
- Social Media Strategy
 - Merchandise
 - Release Strategy
 - Timeline
 - Budget
 - References



MOODBOARD



MOODBOARD

Brand Identity

- ❑ Emotional and Human Concept
- ❑ Assertive position in the market
- ❑ Sense of Nostalgia and relaxation



John Mayer



Target Audience - Demographics

Age: 19-24 ; 25-34 ; 35 - 44

Gender: Female – 70% // 30% - Male

Location: Worldwide



Target Audience - Psychographics

- Independent young adults
- Single/Living by themselves
- Live concerts
- Photography hobbies
- Environmentally friendly and conscious
- Travellers
- Creatives
- Animal lovers



Advertising

- Magazines
- Newspapers
- Radio
- Direct Mail

WHERE THE ROCK IS?

JOHN MAYER

'WHERE THE ROCK IS?'
TOUR

80'S
EDITION

PRGUITARS
VINTAGE
COLLECTION

Building a strong relationship with his target audience through his partnership with PRS Guitars and offering a limited edition of Mayer's guitar from his last single release.

GO TO STORE

FOLLOW US ON







The image is a vertical collage of three travel-related photographs. The top photo shows a narrow, cobblestone street in a European town, lined with historic buildings and people. The middle photo shows a view of a mountain valley from a window. The bottom photo shows a dirt path leading towards snow-capped mountains. On the right side, there is a title 'THE ULTIMATE LIST OF SUMMER ESCAPES' by John Mayer, followed by two columns of dotted lines for notes.

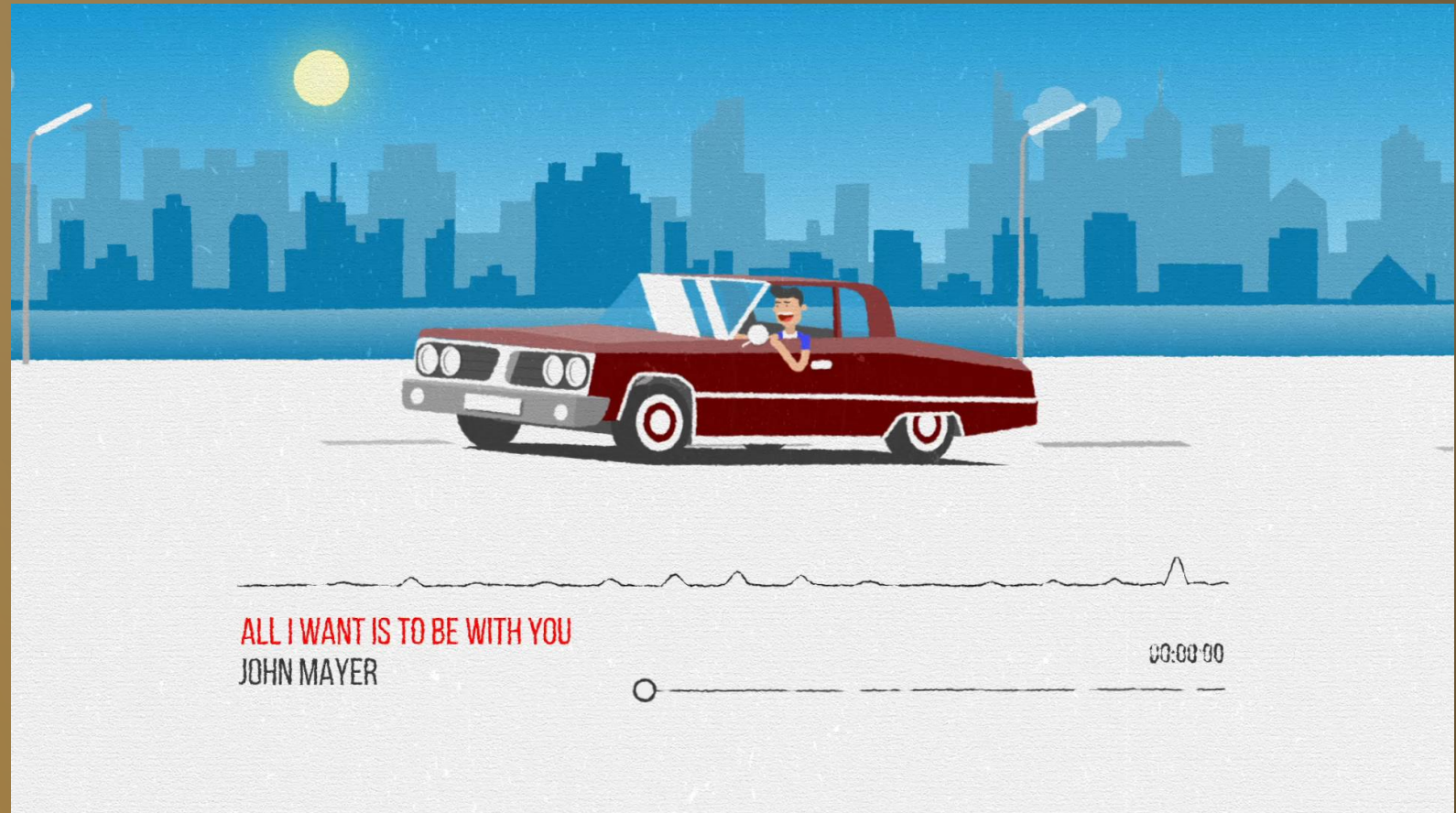


Media Assets Creation Plan

Media Assets

- Keep it fun as his current digital marketing campaign;
- Lyric videos;
- Use of videos for social media posts, such as Instagram Stories and TikTok.

Mock Up - Lyric Video



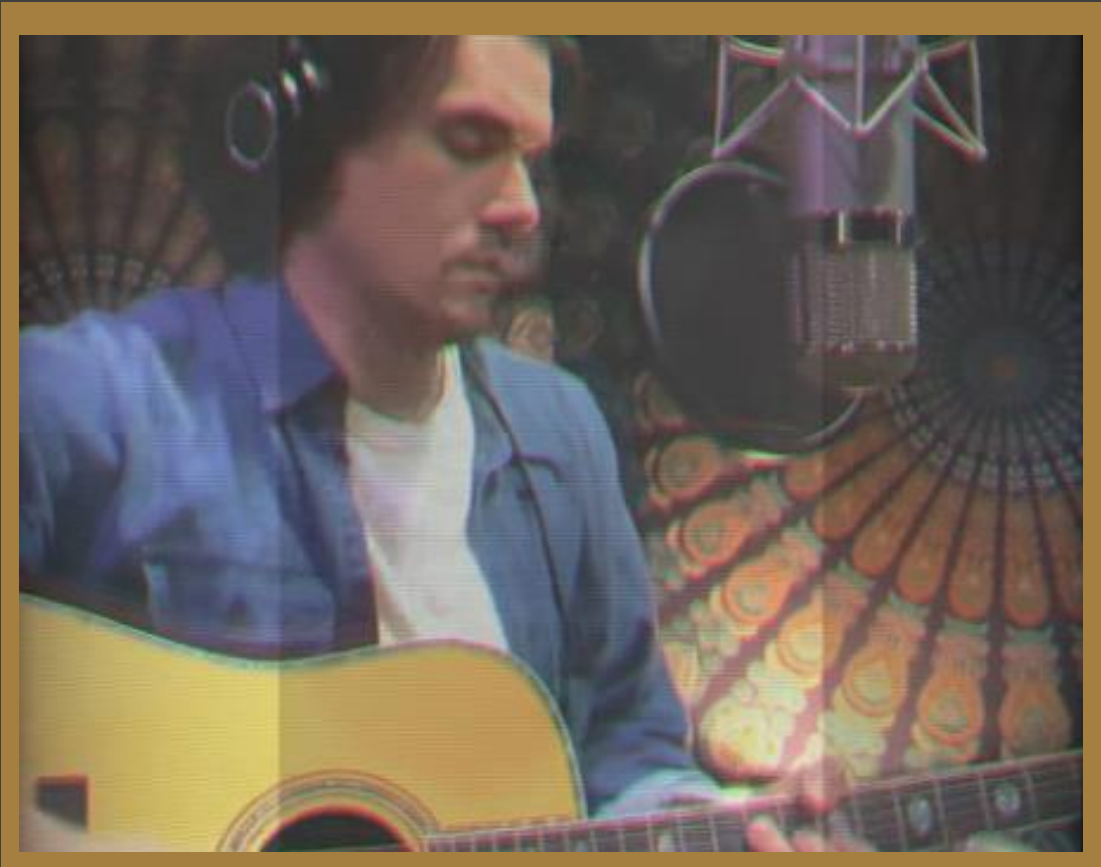


Social Media Strategy

Facebook

- ❖ **Lead Generation:** Stimulate & Capture interest;
- ❖ **Call to Action** – Increase the ticket sales, merchandise and additional promotional discount for PRS Guitars through the partnership;
- ❖ Use of **teaser videos**.





Social Media Strategy

Instagram

- ❖ Use of **hashtags** – E.g. #Wheretherockis;
- ❖ Use of retro and vintage **filters** (80's);
- ❖ Use of **Instagram Live** – guitar tutorials and exclusive music;
- ❖ Use of “Where is Wally” game to **engage** with his previous audience.

Social Media Strategy

YouTube

- ❖ **Teaser** for his worldwide tour on YouTube;
- ❖ **The use of his new and old videos** presenting his new worldwide tour;
- ❖ Can be **used in different social media** platforms.

[Video Teaser - Link](#)





Social Media Strategy

Tik Tok
'Where is Wally? Vs 'Where the Rock is?'

- ❖ Use of "Where is Wally?" game released in 80/90's decade;
- ❖ Playful with the new audience;
- ❖ Connection and engagement through the channel;
- ❖ Promote merchandise, new music and videos.



Merchandise

- ❖ PRS Guitar by John Mayer– through the brand partnership;
- ❖ Plectrum giveaway during the live shows;
- ❖ Plastic reusable cup during the live shows:
 - Environmentally friendly
 - Creating sense of nostalgia (Nostalgia Marketing)
 - Extra revenue for the artist



Release Strategy

The Strategy

- Specific content and messages to retarget the audience;
- Use of different channels to achieve the main goal and use of the new ones to target a younger audience;
- Live Album with new and previous songs from old albums;
- Live Album recorded in London with a DVD included
- Create momentum;
- Release of exclusive footage before and on the night o the event;
- Overall music exposed worldwide to new audiences.





Project Management and Timeline

Your subtitle here

Timeline

Aug 2021

Partnership announcement with PRS Guitars ;
- Capturing the audience interest (Lead Generation)

‘Sob Rock’ Radio Play / Use of lyric videos
Use of retro filters on the social channels

Sept 2021

Oct 2021

‘Sob Rock’ Radio play

Press & Advertising: Magazines,
Newspapers

Nov 2021

Dec 2021

Game Release of “Where is Wally?” on social
channels

Timeline

Jan 2022

Release of 'Where the Rock is?' campaign;
Tease video 'Sob Rock' vs 'Where the light is?' released
on social media channels

Use of the hashtag #wheretherockis
Worldwide tour – tickets on sale
Direct mail/Newsletter to build anticipation

Feb 2022

Mar 2022

Promotional discount on ticket sales & PRS
Guitars (partnership)

Give away announcement on the
exclusive show in London
(merchandise)

Apr 2022

May 2022

Live show in London "Where the Rock is?"



Timeline

Jun 2022

New merchandise on sale and exclusive one from the London show.

Worldwide tour commences (Festivals & Arenas)

Jul 2022

Aug 2022

On Tour: Radio play + TV Shows/interviews

On Tour: Radio Play + TV Shows/Interviews

Sept 2022

Oct 2022

Album/DVD Release "Where the Rock is?"





Budget

Budget

- **Market Research** – 10% = £5k
- **Content Marketing & Media Assets**
– 25% = £12.5k
- **Advertising** – 10% = £5k
- **Press** – 10% = £5k
- **Social Media Advertising** – 15% = £7.5k
- **Photo/Video shoots** – 5% = £2.5k
- **Events/Pre-Tour** – 10% = £5k
- **Merchandise** – 5% = £2.5k
- **Website** – 10% = £5k

References

- [How to set your campaign budgets](#)
- [The psychology of colours in Marketing](#)
- [The Ultimate guide for Marketing Campaigns](#)
- [The 7 key elements of brand identity design](#)
- [PRS Guitars](#)
- [Determine brand strategy for a Marketing Plan](#)
- [Favim Images](#)
- [Music Ally](#)

