

ADAD7005

Brand Development Process

RV's Warped Quartet



Summary of Presentation

Brand Identity

Kontakt Mood Board

Features/Unique Selling Point

SWOT Analysis of Competitors

SWOT of RV's Warped Quartet

Marketing & Budget

Timeline

Brand Identity

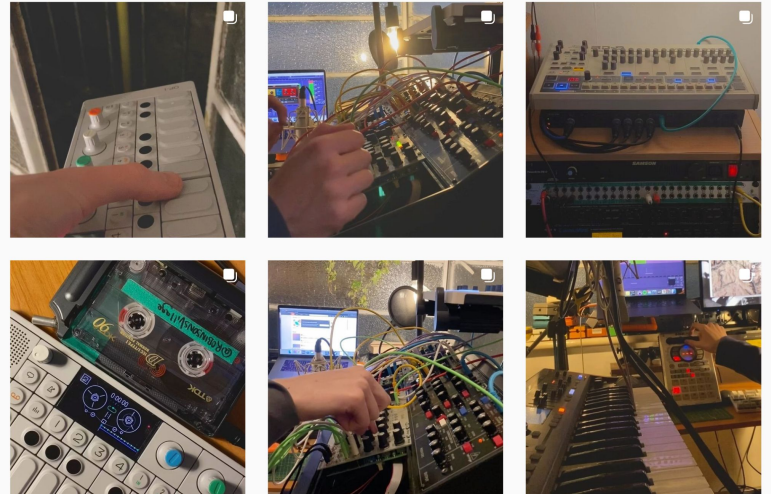
Aesthetic - Warped & 'Lo-Fi' aesthetic to represent the cassette tape & eurorack sound

"The primary reason why composers chose the orchestra instead of individual instruments in the early stages of developing the instrumental tape medium is that the timbral content of the orchestra contained enough diverse timbral choices to be readily combined with complex electronic effects" (Neubert, 1982, p.542-543)

Colour Pallet - #982713 (Red) #d2c683 (White) #8198 (Blue)

Linking to Instagram- Turning the frequent sounds / washed out colour aesthetic of my Instagram into a marketable instrument.

TAG LINE:
The sounds of Robinson's Village at your fingertips



Kontakt Instrument Mood Board





Features/Advantages and USP

Features:

Unique take on a string quartet Kontakt library

4 different velocity layers

3 Octave range

Variety of effects and sounds

Benefits:

Allows users to discover their own sounds within the instrument

Approachable for all skill levels

Broad marketing range (bigger audience compared to certain DAW exclusive instruments)

"Kontakt ...has since become a major player amongst software samplers. To recap briefly, Kontakt is a sophisticated software sampler, offering sample creation from compatible file formats, sample manipulation and performance capabilities" (Magnus, 2005)

Advantages:

Customisable

Simple GUI

Usable in all DAW's

USP:

Plenty of libraries already exist using realistic sounding strings, and there are lots of instruments featuring cassettes and 'lofi' textures.

I'm blending the two together alongside the eurorack effects to create something entirely unique

SWOT Analysis of Other String Based Sample Libraries

Strengths, Weaknesses, Opportunities, Threats

Spitfire Audio - Sacconi Strings Quartet (2015) - £449

S- Award winning string quartet Well known and respected brand Instantly recognisable, customisable and easy to use GUI High-quality recordings and industry standard for sample libraries	W- Isn't unique or offering anything new in string library field Expensive (£449) Doesn't have a large range of sounds
O- Established and industry-leading brand with famous and renowned users Large team working on projects as opposed to one sole developer	T- Not as 'experimental' and 'unique' as other kontakt libraries Expensive pricing isolates large group of consumers

Hunter Rogerson - The Wildmother's Dulcimer - £0

S- Experimental and unique library Free Clean & Simple GUI Few dulcimer libraries exist	W- 3 Octave range Kontakt only (Struggle for those that do not have Kontakt)
O- Well supported content creator on PianoBook	T- Only niche groups know about Pianobook

SWOT of RV's Warped Quartet

S- Huge range of sounds available Simple to use yet customisable GUI Unique sample library that hasn't been created before Cheap (£5)	W- 3 Octave range Kontakt only (Struggle for those that do not have Kontakt) Perhaps could be improved by having more choices of effects
O- Established audience from Instagram that are asking for this type of product Already developed hype/interest	T- Relatively busy market that is dominated by big brands (Spitfire)

Marketing & Budget

Instagram

- Tape + modular is a common theme in my instagram branding (Over 7.5k followers with average weekly reach of 250k)
- Can pay for a month of boost (16,000-41,000 reach)

Paid-Promotion

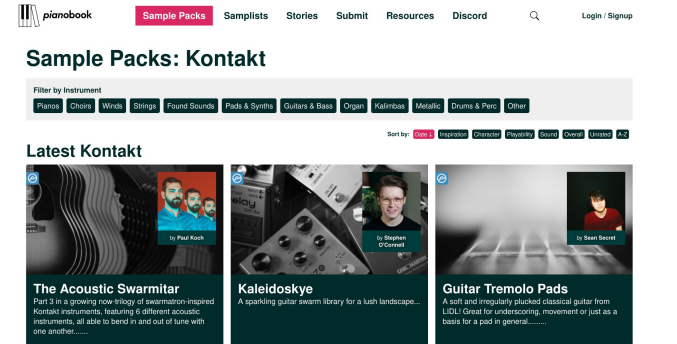
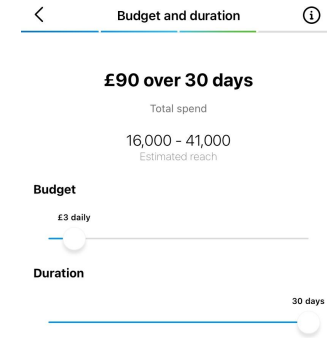
- Can pay/collaborate with bigger producers to test/show off my product (Hainbach, AMULETS, Andrew Huang)

Pianobook

- Sample instrument sharing website setup by Spitfire Audio's Christian Henson

Mailing List

- Good way to interact direction with supporters. Can get people to sign up months before release
- Offer Beta testing as a potential incentive to get people to sign up?



Marketing & Budget

In-Depth Promo Video

- Using my own video editing skills to put together multiple short promotion videos. A 30 second piece for Tik Tok/Instagram, and a longer version for Youtube giving a breakdown of all aspects of the instrument

Competition

- A competition for a composition using RV's Warped Quartet, with a prize of £100.
- Increases sales
- Promotion from those submitting entries

Timeline

MONTH	1	2	3	4	5	6
Mailing List	£0	£0	£0	£0	£0	£0
In-Depth Promo Video	£100	£0	£0	£0	£0	£0
Social Media Adverts	£0	£100	£0	£50	£0	£0
Competition	£0	£0	£0	£0	£100	£0
Paid Promotions/Collaborations	£0	£0	£0	£0	£0	£150
BUDGET (Initially £500	£400	£300	£300	£250	£150	£0

Bibliography

Magnus, N. (2005) 'Native instrument's Kontakt 2', *Sound on Sound*, July. Available at: <https://www.soundonsound.com/reviews/native-instruments-kontakt-2> (Accessed: 17 March 2022)

Neubert, D. (1982). 'Electronic Bowed String Works: Some Observations on Trends and Developments in the Instrumental/Electronic Medium.' *Perspectives of New Music*, 21(1), pp- 542-543

Spitfire (2015) *Spitfire Audio - Sacconi Strings Quartet*. Available at: <https://www.spitfireaudio.com/shop/a-z/sacconi-strings-quartet/> (Accessed: 23 March 2022)