

13 ARTISTS

Essay - Rationale

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Introduction

This rationale provides the rebrand cause of 13 artists, a world's leading independent booking agency based in the United Kingdom.

Booking agencies have a specific business model called business to business (referred further as B2B). However, their success relies upon the relationships kept with other companies, such as artist management, record labels and promoters. This final mentioned type of company takes most of the chain risks from whom they are dependent from a third party: the audience. Their business model is known as business to consumer (referred to as B2C). It is essential to underline this process chain's importance based on successful brands and companies since they depend on each other.

On this rationale, a B2B2C model will be analysed. A company accesses the consumers through another business and additionally gain a direct connection to them. The company's innovative positioning can give an advantage over the competitors, depending on the market segment needs. Since the market segmentation is divided into two different types of audience, brand recognition must be visible for the distinct types of consumers.

Its growth shapes the company's evolution, and it needs to be visible by adjusting the brand. Audiences need to have empathy with the service provided from both angles.

The company needs to demonstrate a logical approach, considering diverse aspects, such as market segmentation, target market and audiences, and the competition. It is vital to present a marketing strategy that allows the company to stand out from the competitors and meet their different audiences' needs.

Rationale

Competitors Overall Analysis

When looking for growth opportunities, it is essential to analyse competitors. As mentioned in the portfolio's overall analysis, there are direct and indirect competitors, and it is essential to understand and compare their strengths and weaknesses and find a differentiation.

This recognition enhances the marketing strategy and explains how to gain an advantage over the consumers determining where they are looking to engage and earn their attention. Understanding them will allow 13 Artists to contribute to their needs better than other agencies and how to stand out.

This analysis will identify market opportunities, identify threats, and, consequently, understand its competitive advantage and where the company can improve.

Understanding their customers is a must and trying to be ahead in the live sector since it is a changing industry, and it needs constant innovation (Lloyd, 2020).

SWOT Analysis

A SWOT analysis helps any business developing a strategy. It assesses the agency position in its market, and it is an advantage as it can minimise the chances of failure.

It also allows them to understand better what differentiates the agency from the main competitors and how to overtake them.

The Rebrand

Why Rebranding?

Rebranding the booking agency will allow them to connect with new audiences on B2B and B2C models and reconnect with existing ones. If the rebrand is promoted correctly, consumers will notice since it offers an incentive to create growth.

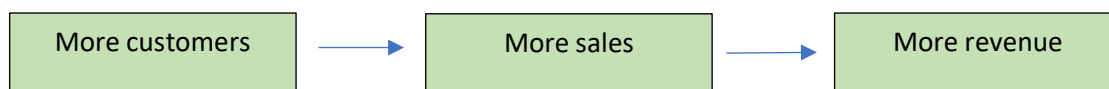


Figure 1. 13 artists Business growth chain

This rebranding's main aims are clear on the portfolio presented but differentiate the agency is also important as they will reflect new services and show to the different audiences that the business is evolving (Cain, 2020) (Johnson, 2016).

Logo, Iconography, Typography and Mood Boards

The original artwork presented on the portfolio demonstrates the sense of cosmic as distinct of the earth. In the experience economy era, consumers are validating brand experiences and better digital accessibility. Their money is being spent on services rather than products since they want to have memorable experiences. The experience economy combines both things previously mentioned and sold to create memories (Antoniuk, 2020).

The psychology used on the colour connotation represents what the agency wants to manifest. Emily Cowles-Naja (Cowles-Naja, 2019) says the 'escapism of experiences became more desirable over time". Getz (Getz, 2007) and Derrett (Derrett, 2016) mentioned that the live sector links the music landscape differently, providing a meeting point for different cultures.

The Strategy

Most of the strategies in the business world are planned and executed based on three simple questions:

- What is the company doing? – Tactics
- Why is the company doing it? – Strategy
- Who are they doing it for? – Customers

As seen in the portfolio, certain things need to be accomplished, such as:

- Increase brand awareness
- Build new relationships with new clients and partners
- Enhance relationships with existent clients and partners
- Re-establish the agency in the market as a leading and independent booking agency
- Boost 13 artists for the end consumer (B2B2C model)
- Improve and promote social media channels and increase website traffic.

Brand awareness indicates the consumers' ability to recognise the agency; therefore, there is a need to use something to stand out and keep the brand top-of-mind with the different audiences, which will also recall and recognise the business through it.

In a digital era, social media channels and websites must be operational and user friendly. The booking agency's social channels are not slick as they should for a leading company in their sector, hence the need for rebranding.

The main characteristic of the types of audiences is the need to look for new artists and listen to new music; therefore, the agency must create audio-visuals and playlists with their roster as an example. It is definitely a different way to recognise the brand if the consumers perceive the agency's name and logo.

The main field of the booking agency and their only revenue stream are the live shows. Therefore, the booking agency approach to a strategy should be close enough to what they do best and recognised. The marketing strategy presented is mainly to connect to new audiences, new clients and new partners; Re-establish connections with the existing ones and promote their services for new and emerging markets.

Strategy Overview

This marketing strategy's main goal is to establish and reposition 13 artists as a leading booking agency in the market.

According to business trends, a contest marketing strategy seemed to be the right way to approach the business's needs. The segmentation process also needs to be considered since it can also be used as a differentiator. As Weinstein and Brotspies (Weinstein & Brotspies, 2018) note, companies must examine their customers' customers to making the right decisions. On a B2B2C model, two levels are required since there are two different audiences, and its major objective is to find emerging growth opportunities for the business.

An effective contest like the one presented on the portfolio can stimulate brand awareness, promote services, and take advantage of the promotion aspect to engage with the audience. It is also a great tool to gather information data about consumers.

The market is oversaturated with different companies and brands, and, in a digital world, contests are a creative way to interact with different audiences and stand out from the market.

Booking agencies are often called "the middleman"; however, they are much needed in the music industry. They have well-placed connections and can get clients placed in front of the right audience, increasing their profile and public exposure (McDonald, 2019).

The most similar strategy researched was at the Green Man Festival (Green Man, 2020), where the same type of contest took place: New artists, new audiences.

Although a booking agency has not been done this strategy, they have the connection and, therefore, the workforce to do it together with their partners.

However, the planning time is long and might be a threat to this strategic approach.

As mentioned in the SWOT analysis, workflow and staff can also be an issue for this concept.

Event-based contests are usually centred around certain times of the year. The strategy and timeframe presented are even with the busiest and most lucrative time of the year for the live sector (last 6 months of the year, including festival season).

Contest marketing strategies can also boost brands while improving promotion. This strategy can drive a huge amount of generated content and word-of-mouth advertising as well. Therefore, the audience and also the ones involved promote it too. Social media is a great tool to amplify the message more effectively.

They are also great to learn about the customers since it allows the company to collect valuable information on their audiences. Nowadays, people are willing to share information more often, especially if it is well developed and has meaning behind it. The company's consumer information can be used to optimise their offers into the market and learn from them as well as allow a different exposure and value to the brand.

The content attracts the audience engagement that brands put out. People interact with the brand if they recognise it and if they empathise with their values, get more involved and therefore makes the brand more memorable to them and people in their network.

One of the main goals of this strategic approach was to increase sales for the booking agency. Live shows, as mentioned before, are their own revenue stream and increasing the work relationships, new partnerships and getting new clients will generate more business (sales). Up to date, nothing similar was found on this rationale's research; therefore, it will create a sense of innovation in the market. Innovative thinking is needed to allow business growth, improve the quality of the service, and better knowledge about customer preferences.

Motivation can be the result when creating powerful offers in the market and differentiate themselves from their competitors. This marketing effort will create a memorable business culture and values, and the audience can experience it (Perry, 2021) (Vaughan, 2017).

Based on a B2B point of view, the final goal for this approach is to establish clients and partners loyalty and somehow create a brand sentiment to drive more revenue through better strategies in the future (Simmons, 2017). Brand loyalty, when achieved, also assures trust and a positive attitude towards the agency (Solomon, 2015).

B2B model companies are expected to collaborate more with their current partners and customers, using the value of co-creation. Co-creation has a substantive value since it can decrease costs while partnering with strategic stakeholders, such as promoters and management companies. Although co-creation can be competitive but valuable when the audiences' perspective is discovered from the strategies used (Walmsley, 2013) (Sadd, 2017).

13 Artists in the making – Why showcasing?

Showcases are good to grow successfully as a company and as an artist. It is known that these types of events, especially in the music industry, help you with work relationships. In general, these events are good for companies and artists looking for work opportunities, participating in future projects, and gaining visibility and collaborations within the music industry.

This showcase will get the music industry involved direct and indirectly:

- Directly: Industry experts as judges to select the artists and bands of this competition.
- Indirectly: Industry experts invited and attending to these showcases throughout the country.
- Tastemakers: They decide what the next influence is.

Target Audience

A contest marketing strategy was the right procedure to get the different target audiences in B2B and B2C models. It will increase the type of relationships and networking between the companies, and it allows 13 Artists to hit other geographic areas and maintain relations with important promoters.

From a B2C perspective, it will allow the audience to recognise and acknowledge the company, which is organising the content, providing live shows with upcoming artists whilst having their name on the contest branding. The number 13 in marketing might have a bad impact since it is associated with a bad luck number, but it is easily memorable for the same reason.

Website Goals and Concept

A website should have the information needed in one-click as well as accessibility. This will influence the ways that the visitors will consume the information given (Teson, 2018). Especially landing pages that are often the first visual impact, they usually offer awareness, eventually leading to brand recognition and loyalty.

A website generally has more visitors if they learn, engage, and get involved with it. A clear structure, a slick navigation, and a responsive website where visitors can complete key actions, such as sign up for a newsletter, for instance.

From a B2B point of view, the interactions through websites offer consistency and coherent principles, creating an engaging experience and promoting the company

through a final consideration with an easy-to-consume structure (Bailey, 2020) (Garrett, 2020).

An issue immediately identified on the 13 artists website was the lack of their social channels' direct links. Consistency, as previously mentioned, is a key point and vital to generate information through their digital assets.

Social Media Channel Goals and Concept

Music and social media have seen a remarkable evolution over the last decade. Music Watch study (Cole, 2019) referred that 90% of social media users have a music-related activity on social platforms. Social media goals are the key to improving the value of agencies' work, and they also offer some form of musical engagement. These platforms also offer a cost-effective solution for all the parties involved.

Video marketing is one of the best tools that the live music industry has concerning digital marketing. YouTube, for instance, allows artists and companies to create audio-visual content through a click.

Having a social media strategy in place is highly important since it can also measure audience activity as soon as it is executed.

As mentioned earlier, defining the right audience can provide the right content for the right people, allowing a better understanding of how to create it connecting it to

their needs. These needs are a constant moving target, and the decision-making process is an essential part of the different parties' involvement.

The audience will recognise the brand and company through consistency due to the engagement and reach. It needs to build a loyal audience as well as a following on social channels. Keeping the agency mission, vision and values in mind can create the balance needed to market well through digital assets which are aesthetically pleasing.

Promotion

Promotion is crucial for brands when they want to meet their objectives, target the right audience, and stay ahead of their competitors. Targets need to be set before any promotion is planned. It is the initiation of this type of process.

As a marketing tool, it will allow the agency to collect different types of information about its audience with the right software. If they remember the agency, it is because they have a brand in place. As soon as promotions are done more frequently, quicker, it will become a memory (Lathrop, 2003).

Conclusion

A brand is the identity of the business. Their communication, the voice used, mission and goals, and how they picture their socials and their culture have a heavyweight on the scale.

Genuine relationships are vital, and this strategic approach and the rebranding will supplement each other. Steady engagement is required to get brand esteem and recognition to thrive.

The agency differentiator can create the strategy presented or create a similar approach to it.

One of the limitations and perhaps threats is the lack of proof that this strategy eventually works on the timeframe presented through the project management timeline. The scale presented geographically and the magnitude of the events' idea on the portfolio.

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