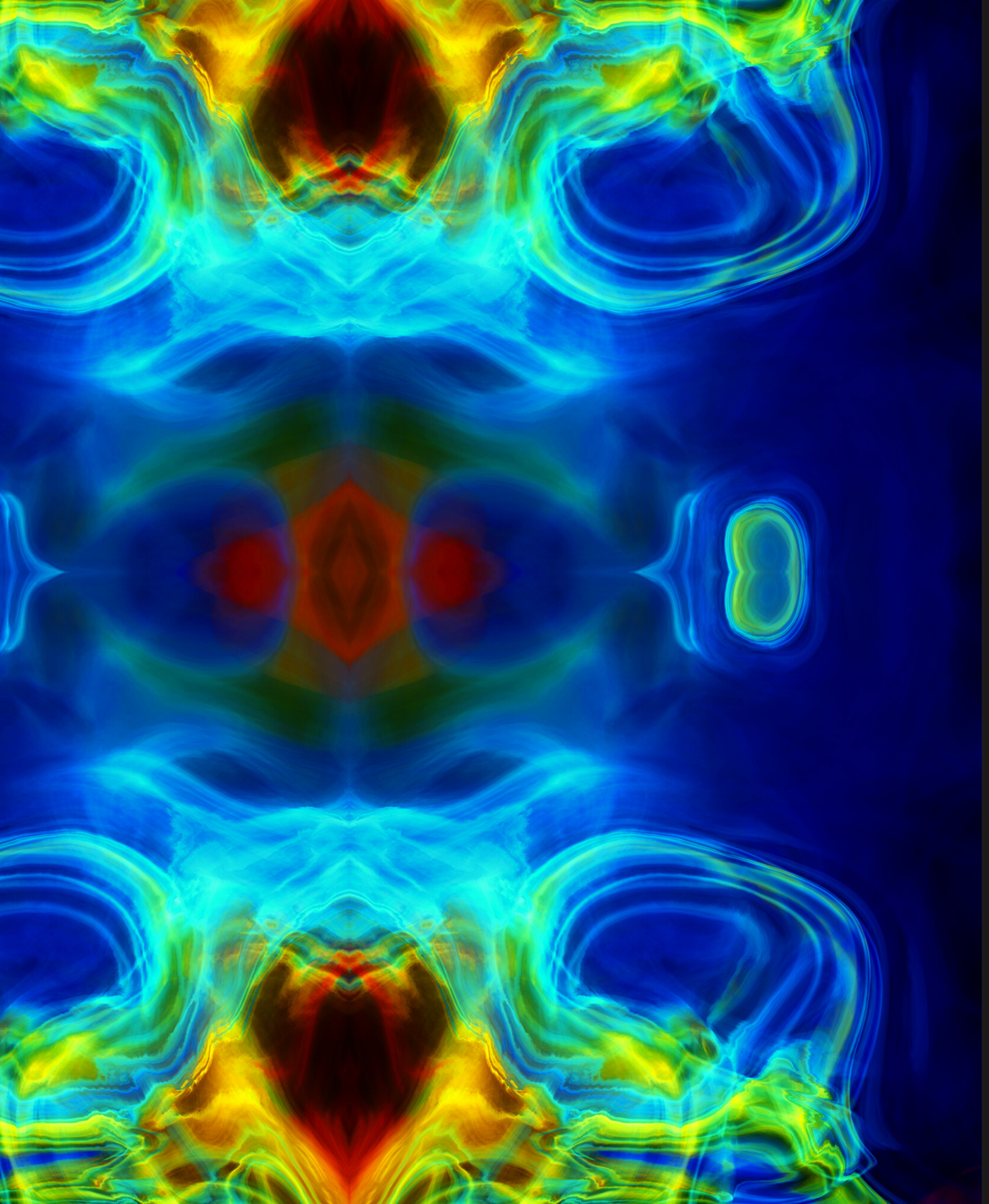
ANNE EVANS
STUDENT NUMBER: 2020301

International Music Marketing MA
Creation Element 2a Portfolio

SET UNDERGROUND - Marketing Portfolio





Contents

1. Company Profile
2. Market Research
3. Branding
4. Audience
5. Project Planning
6. Marketing
7. Social Media
8. Merchandise
9. Budget
10. Bibliography



Company Profile

1. Company Overview
2. Company History
3. Business Model Canvas

Company Overview

Set Underground

Set Underground is based in Los Angeles, California and was founded in 2014 by Christian Pineiro. Pineiro is an event producer, organiser and experience curator originally from Argentina.

Their events feature established and upcoming DJ’s and performers from around the world within the electronic music scene, primarily focused on house and techno genres.

Set Underground works with venues across the United States and Mexico in various cities including San Fransisco, San Diego, Los Angeles, Miami, New York City, Tulum and Oaxaca.



Company History



Set Underground has organised events for many well known DJ’s and artists within the underground electronic scene over the years including: Mind Against, Stephan Bodzin, blondish, DJ Hernan Cattaneo, DJ Nick Warren and Lee Foss to name a few.

Set Underground has also worked closely with international record labels within the underground scene such as Anjuna Deep and Bedrock Records.

They have also curated events such as ‘The Fluffy Cloud Experience’ which is a 360 degree immersive sound and light experiential artwork that was a fundraiser for Burning Man Festival 2022.



Business Model Canvas

1. Key Resources
2. Key Partners
3. Key Activities
4. Cost Structure
5. Revenue Streams
6. Value Propositions
7. Customer Segments
8. Customer Relationships
9. Channels



'The BMC is created to make it easier to design a business model and to motivate business people to think differently about their business model' (Coes, 2014).

01

Key Resources

- Social media
- Music press
- Ticketing sites
- Online advertising
- Brand partnerships
- Sponsors

02

Key Partners

- DJ’s / artists
- Venue managers
- Booking agents
- Record labels
- Sound engineers
- Lighting technicians
- Graphic designers
- Photographers
- Videographers
- Music Press
- Ticketing Sites
- Website designers

03

Key Activities

- Booking artists / DJ’s
- Booking venues
- Poster Designs
- Social media content creation
- Risk Assessments
- Communicating and negotiating with booking agents / artists / DJ’s
- Budgeting
- Marketing
- Strategise social media campaigns
- Run advertisements online
- Web development
- Contacting music press
- Organising backline and equipment for shows
- Sell tickets through ticketing sites
- Scheduling
- Assist with logistics of food, travel, riders, accommodation for performers and their crew.



04 Cost Structure

- Digital marketing
- Physical marketing
- Social media advertisements
- Social media content creation: graphic designers, photographers, videographers and animators
- Artist fees
- Venue hire

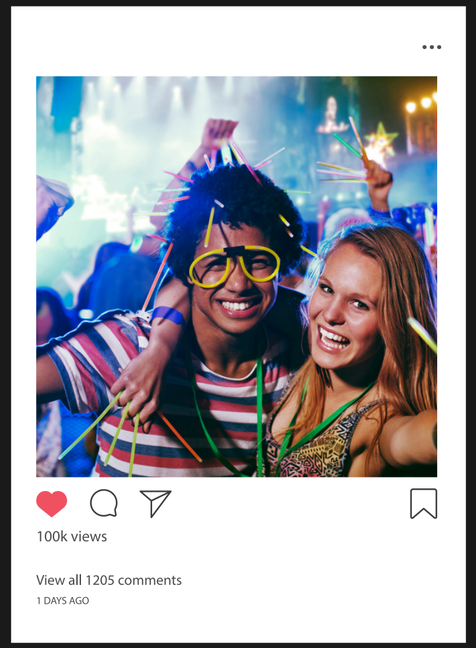
05 Revenue Streams

- Ticket sales
- Merchandise sales
- Promoter fees

06 Value Propositions



- Affordable shows
- Multiple locations across the United States and Mexico.
- Promotes events for international DJ’s and artists.
- Niche marketing is applicable within underground music.
- Consistent shows and residencies across several venues which in turn allows for more brand awareness and growth within the local communities.



07 Customer Segments

- Electronic music scene
- Music lovers
- Festival goers
- Clubbers
- Music tourists
- City dwellers
- DJ and artist fans
- Niche market - underground music scene

08 Customer Relationships

- Past event goers
- Music lovers
- Fans of artists / DJ’s performing
- Regular customers of the venues where the events take place.
- Music tourism: people who are visiting the cities where Set Underground hosts events and shows.

09 Channels

- Social media
- Website
- Email list
- Merchandise
- Physical marketing
- Digital marketing
- Word of mouth
- CEO google searches
- Ticketing websites



Market Research

1. Marketing Mix
2. Competitor Analysis
3. Company One
4. Company Two
5. Competitor Analysis Summary
6. Brand audit analysis on company
7. Survey



70%

of companies apply formal marketing planning.

Understanding your market is essential.

'A large - scales study carried out among executives of 550 Dutch companies revealed that about 70% of the companies apply formal marketing planning as basis of their operational marketing plans' (Constantinides, 2006).

Marketing Mix

01

Product

- Events
- Festivals
- Experiences

02

Price

- Affordable Early Bird tickets ranging anywhere from $10 to $30 for shows.
- VIP tables offered at specific shows (depending on the venue) range from $1000 to $3,000 for tables that seat eight people. It offers other perks such as bottles and bottle service etc.

03

Place

- Venues
- Ticketing sites
- Social media
- Music press

04

Promotion

- Digital Marketing
- Social Media
- Merchandise
- Physical flyers
- Third Parties such as ticketing websites as well as music press.

'The competitor's marketplace strategy defines the way the competitor is currently competing in the marketplace. It defines the strategic choices the competitor has made about where, how, and why it seeks to attract, win and retain customers' (Czepiel and Kerin, 2012).



Competitor One - Ladob Productions



Strengths

- 35.8k followers on instagram
- Based in Argentina: Rosario and Santa Fe
- Doesn't reveal how many likes their pictures on Instagram have
- All posters are cohesive on the feed
- All pictures and posters are professional quality
- Utilises Instagram Reels

Weaknesses

- No clear website
- No clear Facebook link
- Name of the company is easily mistaken with Adobe on google.

Opportunities

- Music tourism in Argentina.
- To open more events in other cities in Argentina.
- Using more social media platforms.

Threats

- Venues in Argentina where their events are taking place only seem to be running at 50% capacity, which could take away from the ambiance.
- More music event companies opening in Argentina
- Travel restrictions due to Covid

Competitor Two - Audio Obscura

Strengths

- 43.3 K followers
- Strong brand ‘Music & Art in Obscure Places’
- High quality pictures
- Consistent colour scheme
- International: US, UK, Europe, Asia and South America
- Offers experiences
- Clear link tree with all social media accounts and tickets
- Facebook page is up to date
- Website is up to date

Weaknesses

- Only curates large scale events.
- Doesn’t appear to have a Tik Tok.
- Doesn’t appear to have a Twitch

Opportunities

- social media
- Growing brand awareness
- Offers unique experiences
- Works with international artists
- Music tourism

Threats

- Travel restrictions
- Covid regulations: vaccine passport etc
- Other music event companies

Overview of Competitor Strategies

- **Consistent Content**

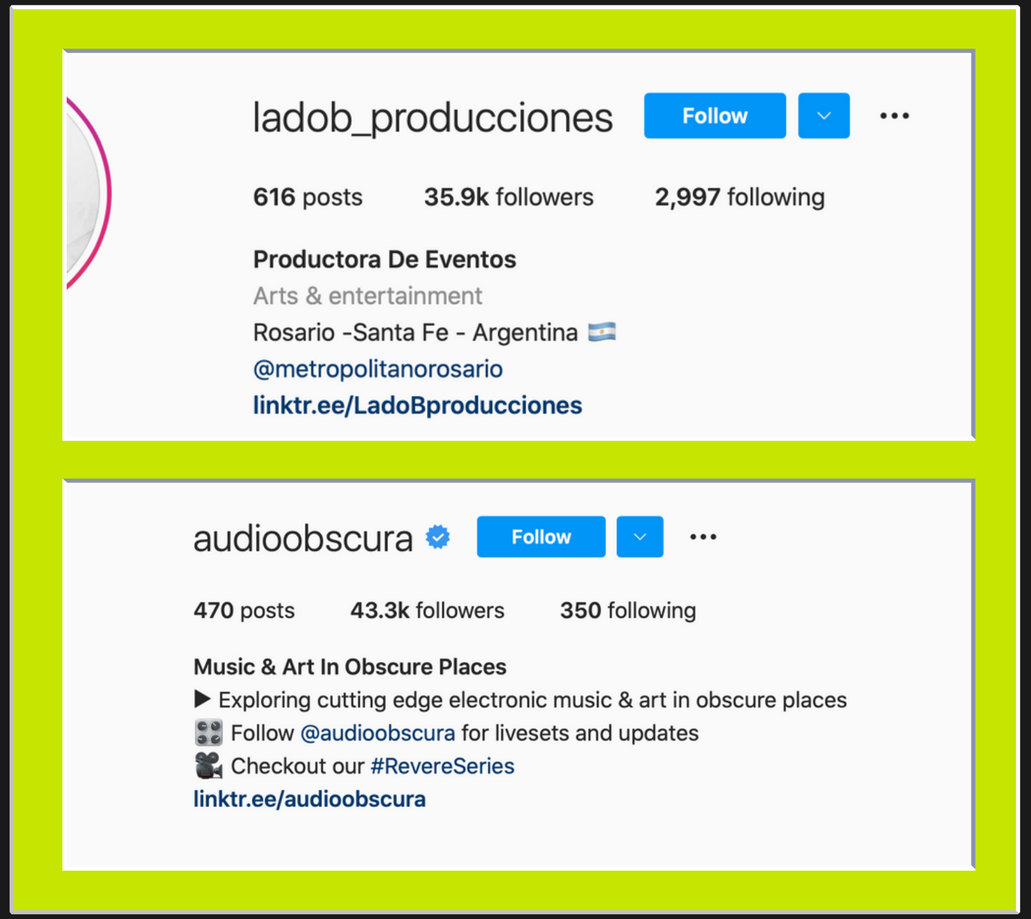
  Both companies post consistent content on all of their social media platforms.

- **Cohesive Brand**

  Their brand aesthetic is clear and looks professional.

- **International Events**

  They host events internationally, creating opportunities for music tourism.





'SWOT Analysis is a business strategy tool to assess how an organisation compares to its competition' (Teoli, Sanvictores and An, 2019).

SWOT Analysis - Set Underground

Strengths

- Works with international music industry including artists and record labels
- Consistent shows and residencies allowing for growth and popularity of events.
- Provides experiences as well as events.
- Works closely with DJs that are both upcoming as well as established.

Weaknesses

- Website link does not work.
- Facebook link does not work.
- Instagram branding could be neater and more cohesive.
- Non- existent on Tik Tok.
- No active email list.

Opportunities

- Social media advertisements
- Technological advances.
- Collaborations with other companies in the underground electronic music scene.
- Expand to other locations across the world.
- Music press
- Growth of music tourism post COVID-19.

Threats

- Venues shutting down / closing.
- Government and travel restrictions in relation to COVID- 19.
- Licensing issues.
- Travel restrictions
- Cancellations
- Refunds
- Competing companies organising similar events.



Branding

1. Brand Identity
2. Rebrand Aesthetic
3. Logo Design
4. Mood Board
5. Website Design and Development Brief

Brand Identity

Font Choices.

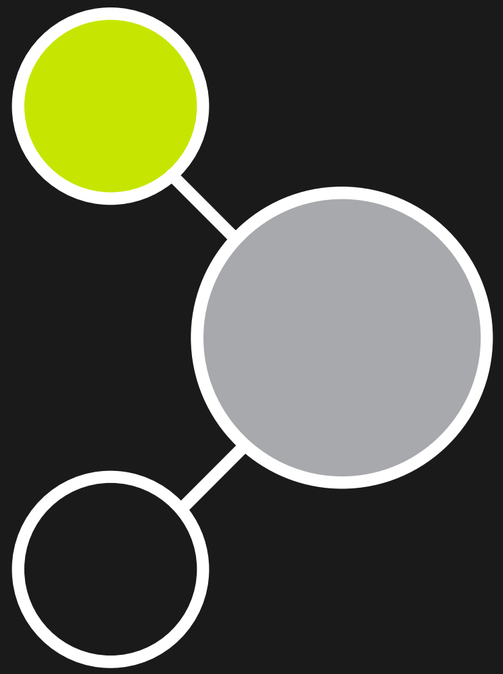
Set Underground

Set Underground

Logo



Colour Palette.



Old Logo

Updated Logo







Brand Mood Board

- Psychelic
- Futuristic
- cartoon
- colourful
- space themes

Website Design and Development Brief

A web designer/developer will be hired to formulate a website for Set Underground. The brief will be as follows:

- Website must include all branding assets provided by Set Underground including: logo, colour scheme, mood board and fonts.
- Website must be mobile friendly.
- An email newsletter sign up banner must be located at the bottom of every section. It should also immediately pop up before users can officially enter the website giving them the option to either sign up with their email or 'continue to site.'
- A detailed SEO strategy must be created and approved by Set Underground before implementing.
- Clear links to all social media must be located at the top of the page.
- A contact section must be on the website with the company contact information.
- Sections should be labelled clearly and easily accessible.
- Sections needed are as follows: events, videos, photo gallery, contact and about.
- After the website is complete the web designer/ developer will schedule a meeting to show the company content creator how to edit and make changes to the website and SEO strategy.





Audience

1. Demographics
2. Psychographics
3. Target Audience Synopsis

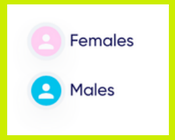


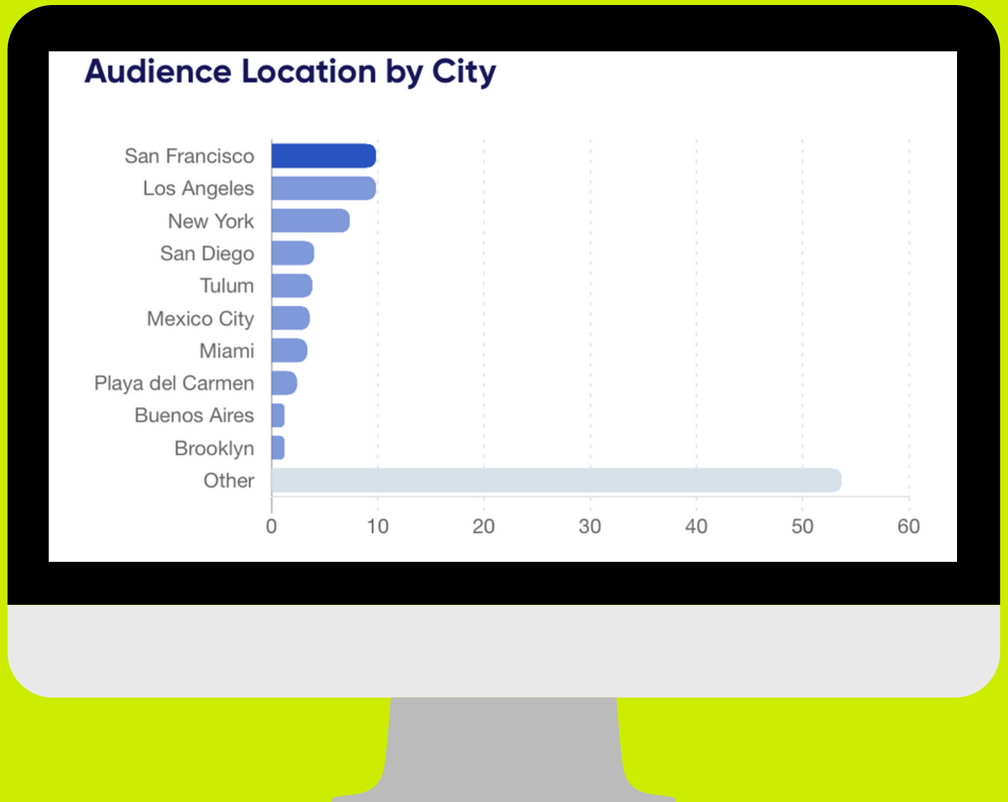
‘A tribe needs followers too. An organisation, any organisation, needs people who aren’t just willing to follow, but are eager to follow’ (Godin, 2008).

Demographics



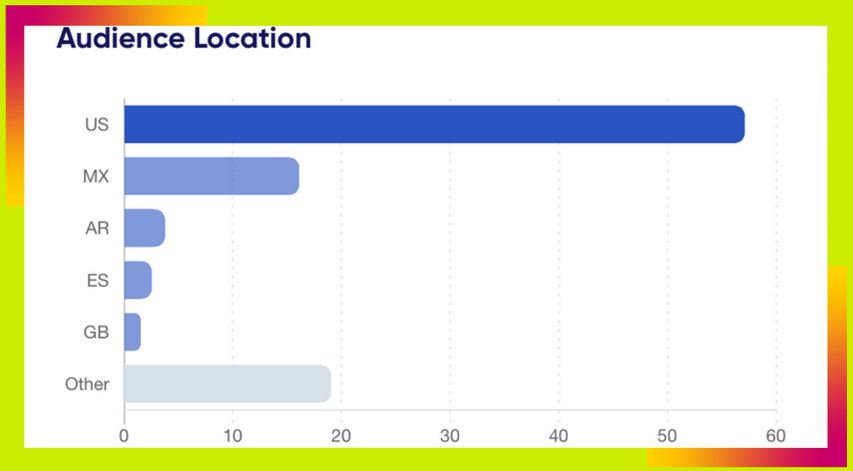






These demographics are based upon Set Undergrounds Instagram page. A majority of their followers are located in the US. Over 70% are men. Most followers are based in California: Los Angeles, San Francisco and San Diego.

reference: TrendHERO.io





Psychographics

- Electronic music genre lovers: House, Techno, Trance, EDM and Dance Music.
- Electronic music fans are 'hyperactive' on social media.

They embrace the electronic music scene in its entirety rather than having fandom over specific artists (TheEDMAudienceAnalysis, 2021).

' The main rave philosophy is one of good vibes and acceptance, outlined as PLUR (Peace, Love, Unity, Respect.✌)' (King, n.d)



Project Planning

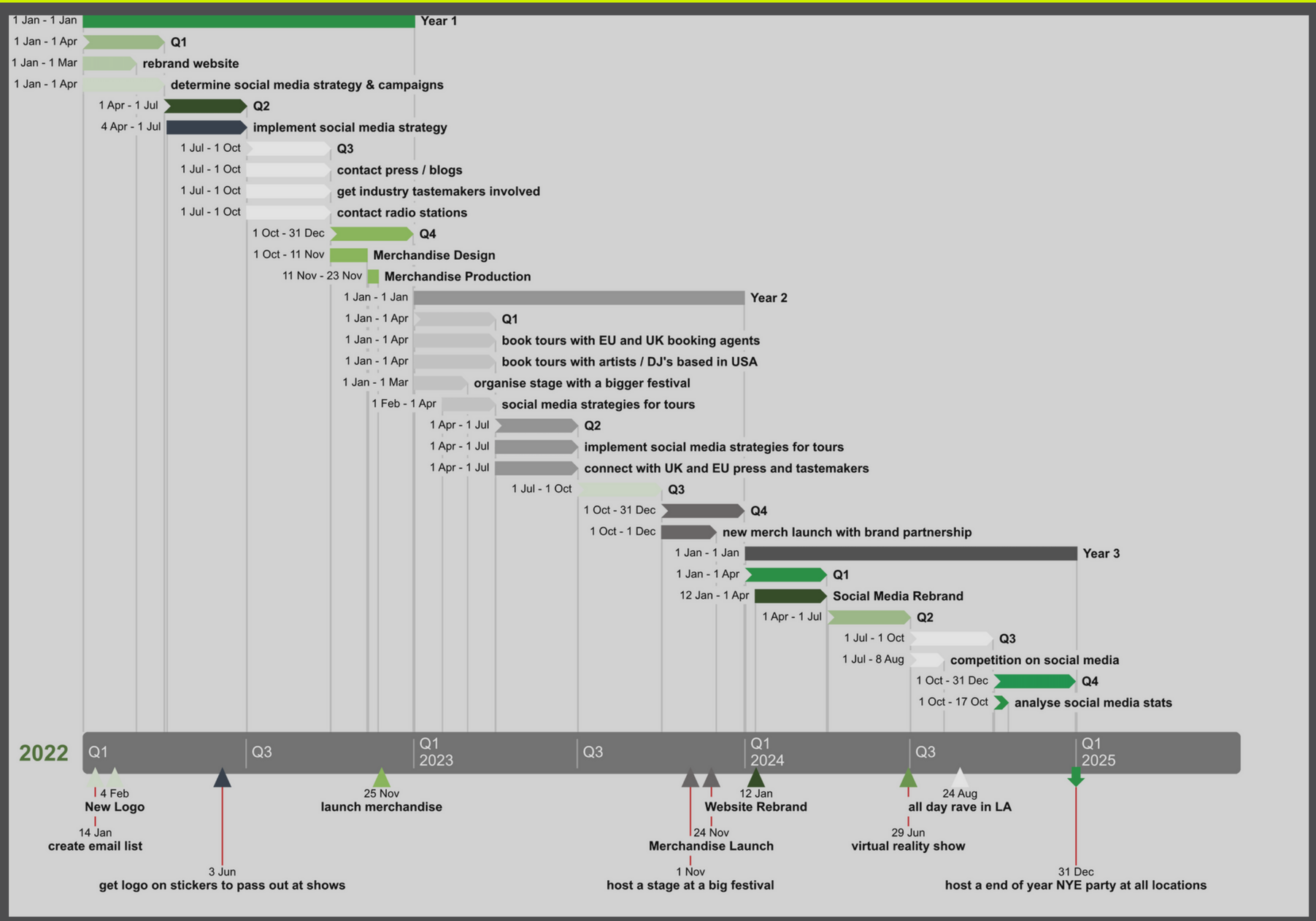
1. Overall Timeline - Three Year Timeline
2. Year One Timeline
3. Year Two Timeline
4. Year Three Timeline
5. SMART Goals
6. Key Performance Indicators



Successful companies plan.

'Project management has become a focal point of improvement efforts. More and more organisations have embraced project management as a key strategy for remaining competitive in today's highly competitive business environment' (Kerzner, 2001).

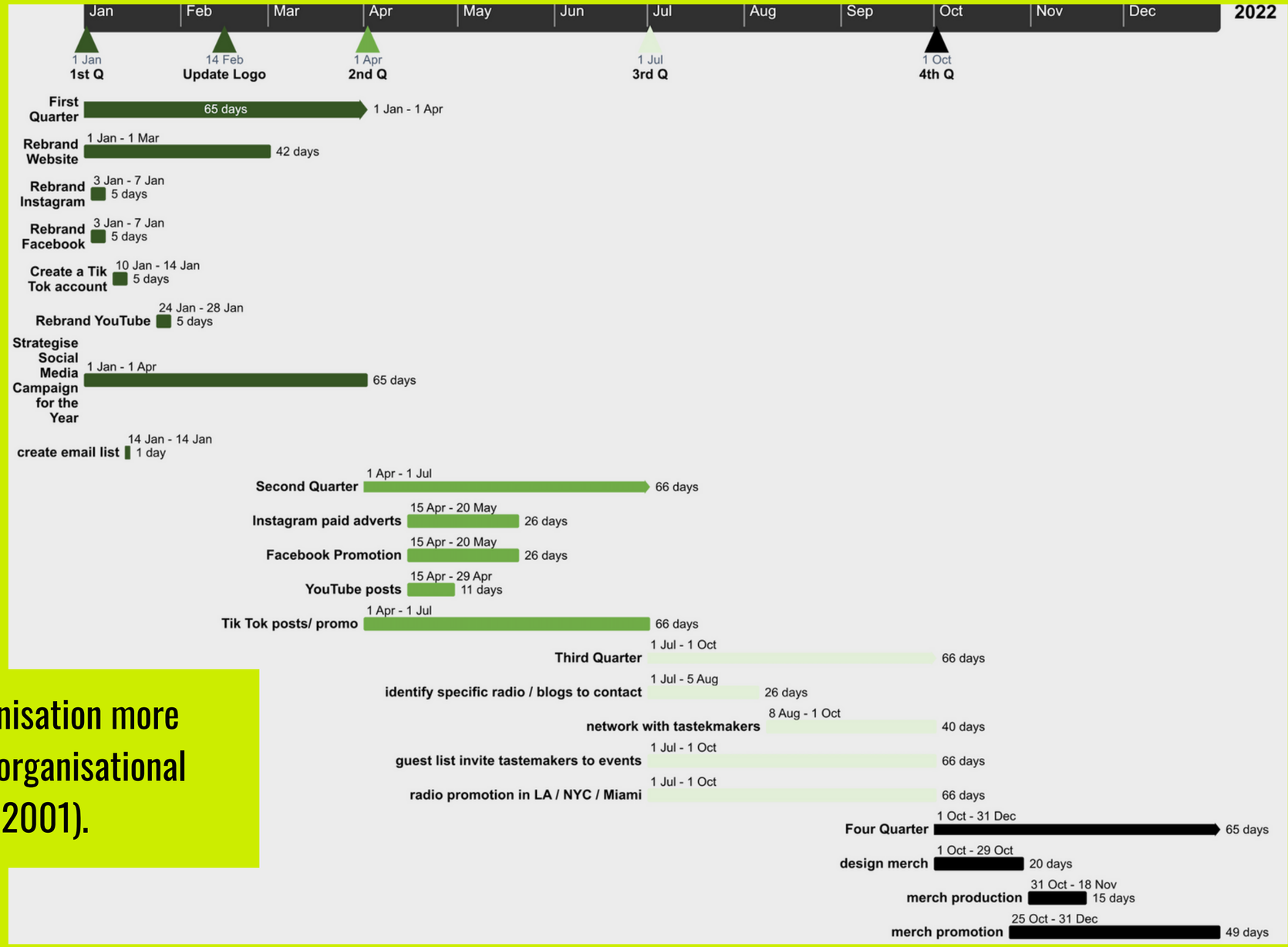
Three Year Timeline



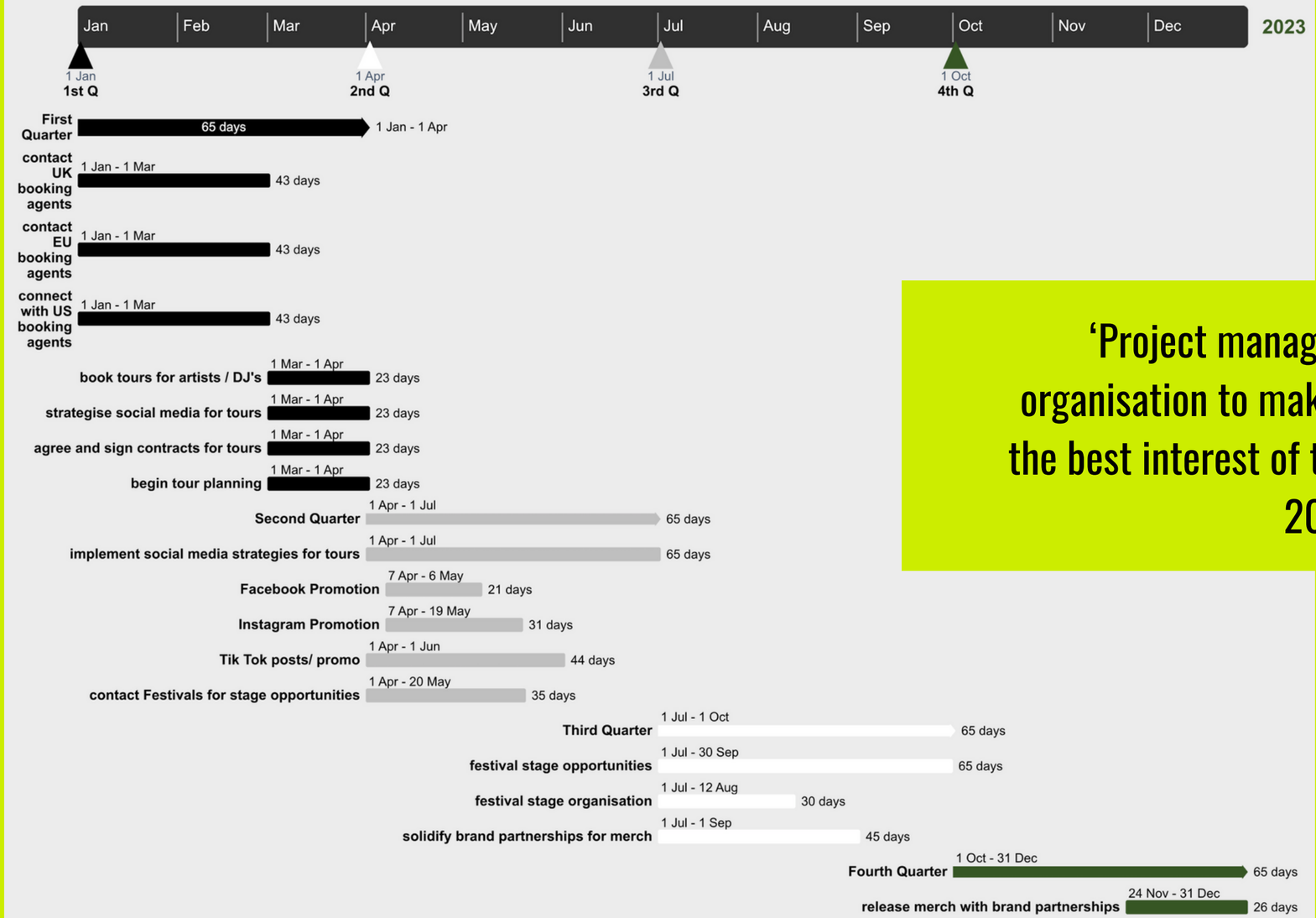


Year One Timeline

‘Project management makes the organisation more efficient and effective through better organisational behaviour principles’ (Kerzner, 2001).

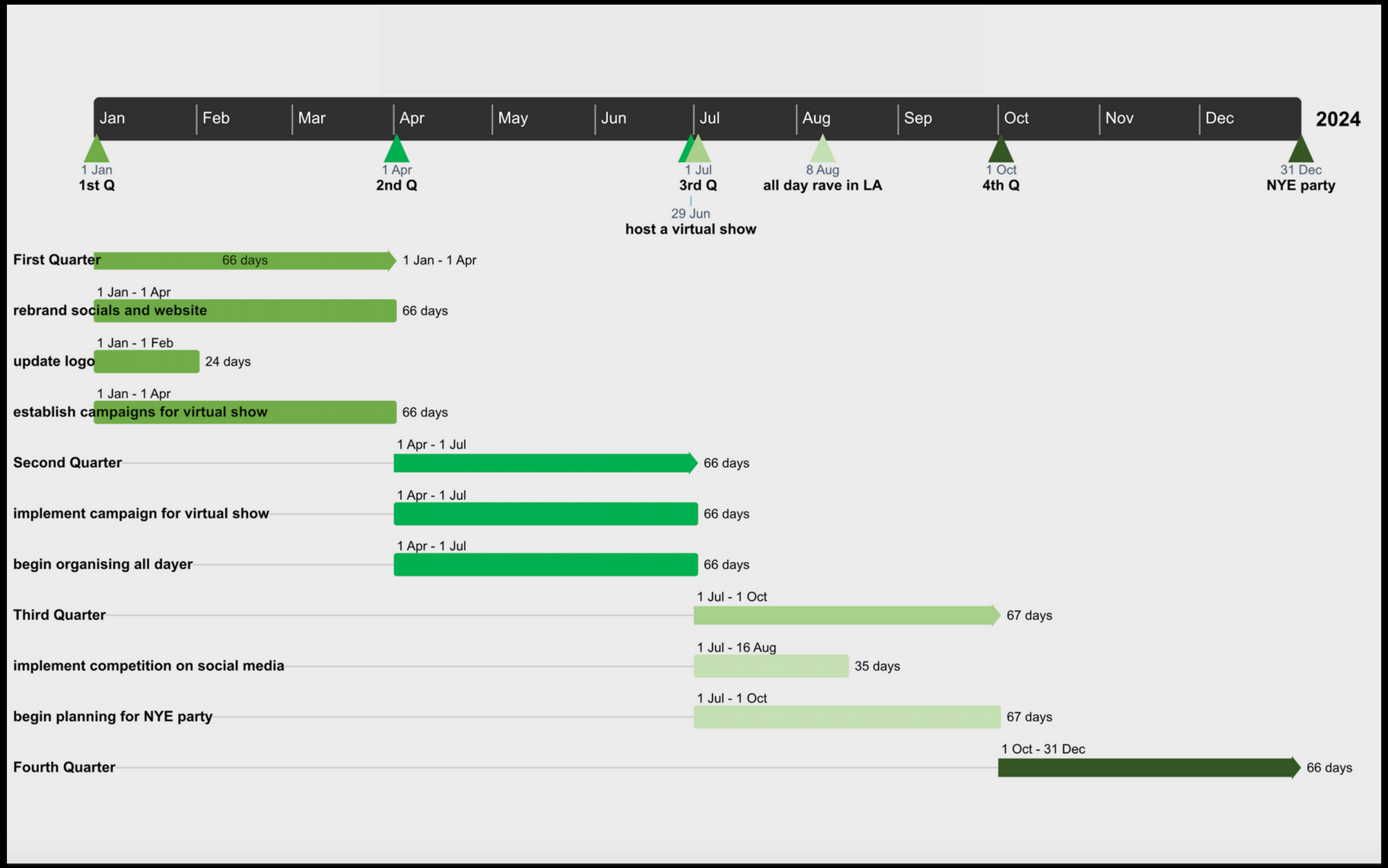


Year Two Timeline



‘Project management allows the organisation to make better decisions for the best interest of the company’ (Kerzner, 2001).

Year Three Timeline



Yearly Goals

1

Year One

Focus on rebranding

2

Year Two

Collaborations

3

Year Three

Growth

'Goals provide a way of assuring that an organisation will get where it wants to go' (Cothran and Wysocki, 2005).

SMART Goals

01

Specific

To grow brand awareness and inspire music tourism. Build relevant and sustainable brand partnerships and generate more income from events.

02

Measureable

KPI's will determine the success of these goals through social media growth and engagement as well as numbers of ticket sales increasing at events.

03

Attainable

It is dependent upon COVID restrictions which are now easing, therefore without restrictions building the networks and hosting shows to grow in the next three years is attainable.

04

Relevant

With consistency and market research and analysis I believe the company has a lot of potential for growth and development.

05

Time Bound

From January 2022 to December 2024.

Key Performance Indicators

‘Key performance indicators can be defined as indicators that help the organisation to achieve the objectives set by defining and measuring the course of their implementation’ (Sychrová and Šimberová, 2012).

Social Media Growth and Analytics

- The number figures of social media followers gained throughout the three years.
- The engagement percentage rate, ideally should be at least 10%.

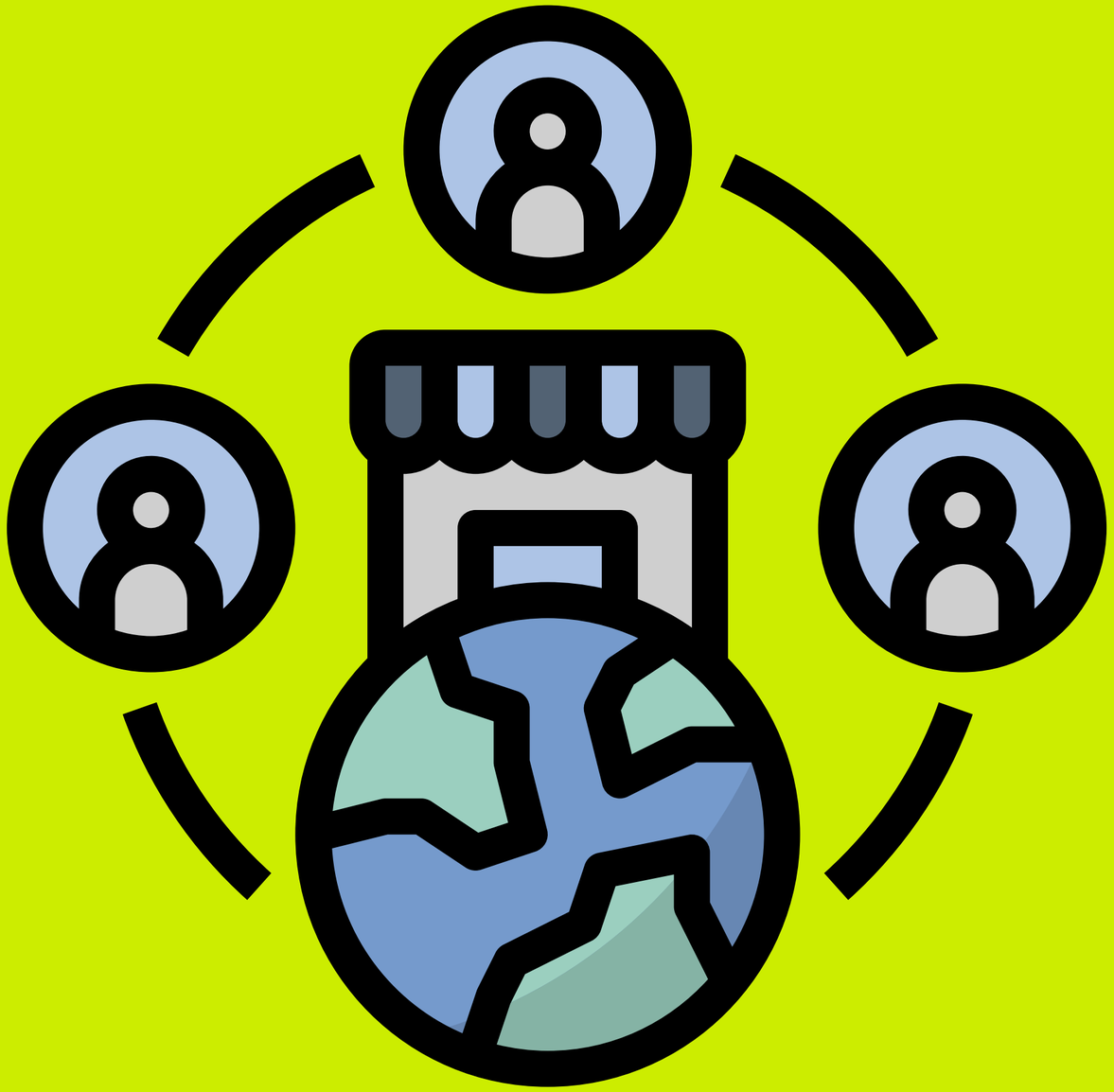
Ticket Sales

- The number of ticket sales sold, selling at least 75% capacity or more at a majority of shows depending on COVID restrictions.

Merchandise Sales

- The amount of merchandise that is sold and how quickly it sells out.





Marketing

1. Digital Marketing Strategy
2. Search Engine Optimisation

Benefits of Digital Marketing



Communication

Provides an all-in-one communication system with all key partners.

> Social Media Marketing (SMM) is recognised as one of the major drivers of margin increase and productivity boost across industries, as well as a crucial medium for interacting with consumers, partners and other stakeholders.
>
> (Podobnik, 2013).



Connection

Brings together the community.

> Twitter and blogs and online videos and countless other techniques contribute to an entirely new dimension of what it means to be part of a tribe. The new technologies are all designed to connect tribes and to amplify their work
>
> (Godin, 2008).

Making the most out of the internet

Take advantage of the tools available.



Social media channels



Digital Streaming Platforms



Search Engine Optimisation



Analytic tools and reporting



Search Engine Optimisation

Key points that will be considered for the search engine optimisation campaign:

- Reviewing traffic using web server logs and third-party software.
- Understanding the content and queries drawing the traffic.
- Improving PageRank.
- Requesting inbound links.
- Creating a bot-friendly site.
- Adding meta information.
- Using text rather than graphics when possible.
- Adding descriptive alt attributes to the images.
- Creating an easily navigable site.
- Keeping pages/ sections between 100 and 250 words.
- Adding moderate outbound linking.

(Davis, 2006).



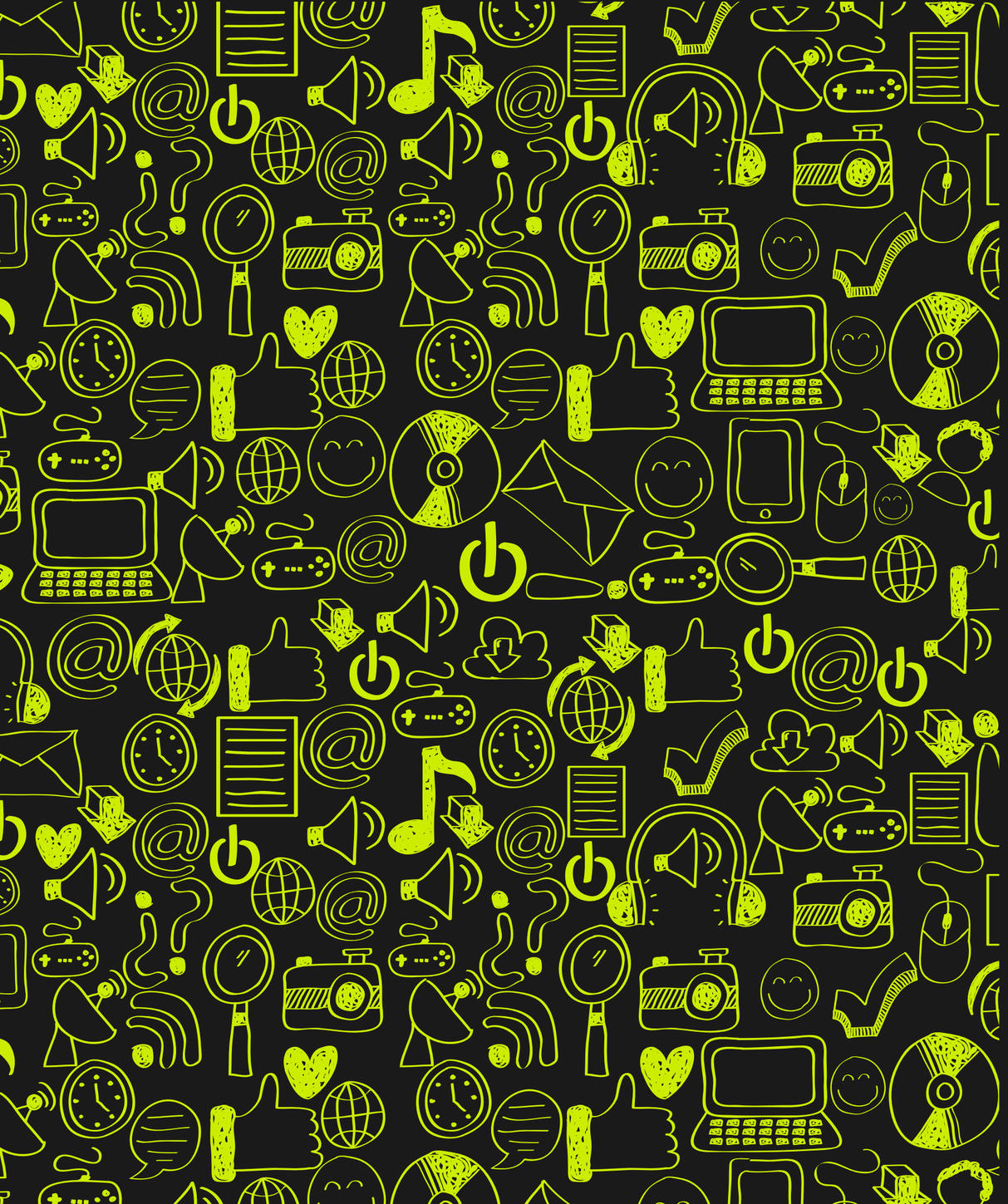


What happens offline

- Live events
- word of mouth
- Flyers
- Merchandise

What happens online

- Social media
- Email marketing
- 'E' word of mouth'
- Digital Streaming Platforms
- Search Engine Optimisation
- Targeted Advertisements

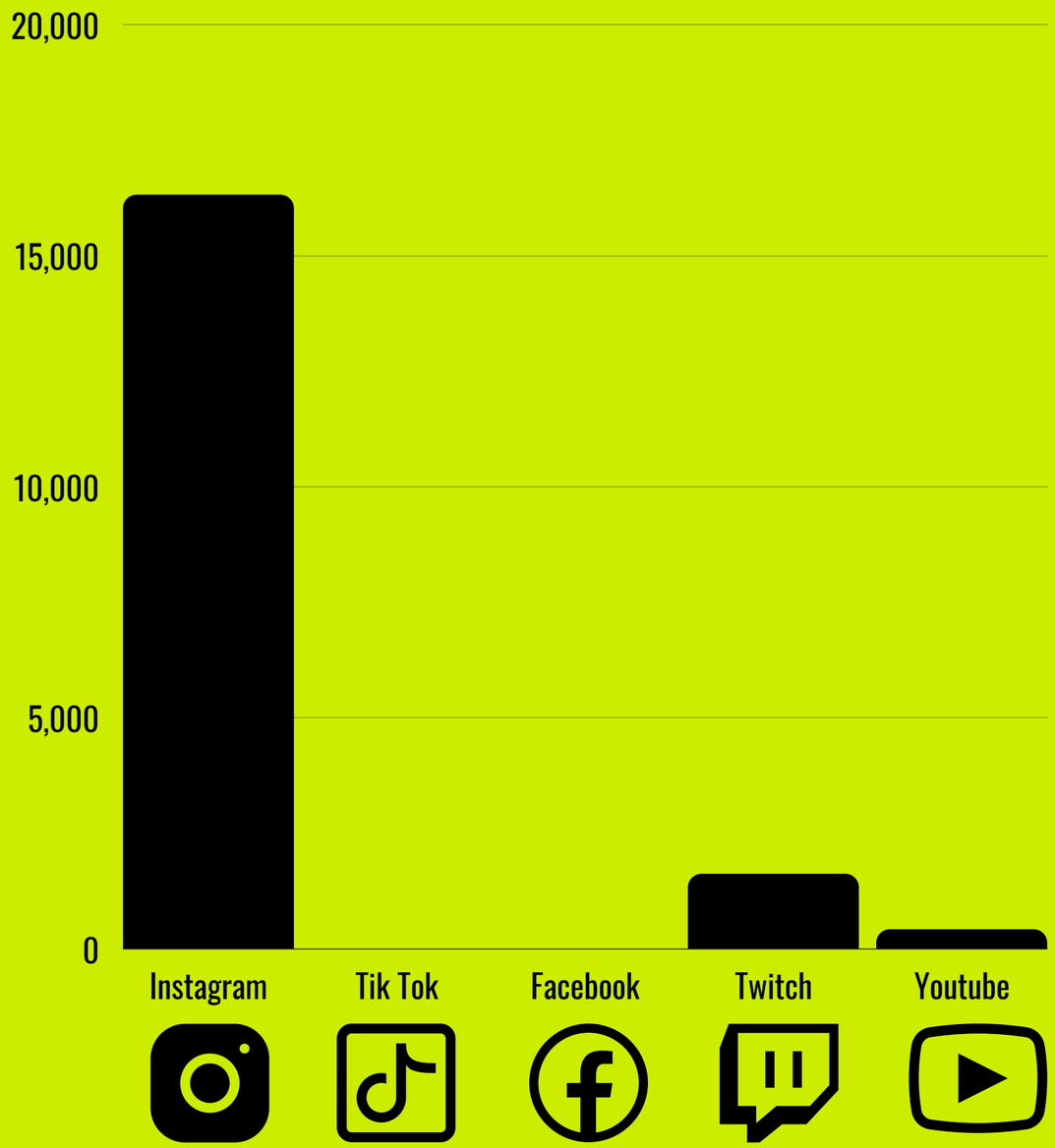


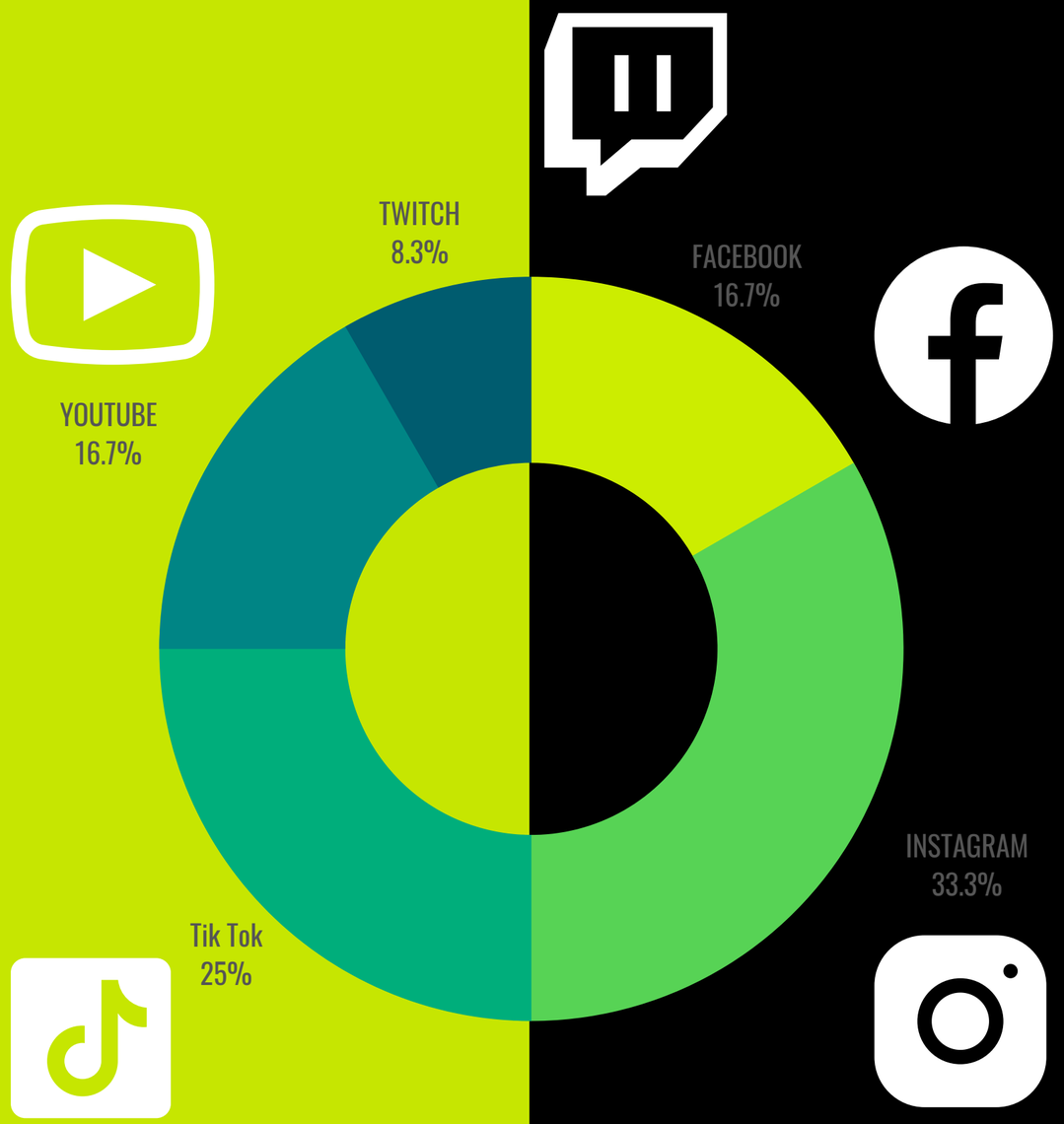
Social Media

1. Current Statistics
2. Strategy
3. Facebook
4. Instagram
5. Tik Tok
6. YouTube
7. Twitch
8. Influencer List

SET UNDERGROUND
LISTEN • CONNECT • EXPERIENCE

Current Social Media Follower Count





SET UNDERGROUND
LISTEN • CONNECT • EXPERIENCE

Overall Social Media Strategy

Instagram will be the main area of focus, followed by Tik Tok. Facebook and YouTube will be the next priority and Twitch will be taken into account.

Adapting to different platforms

01

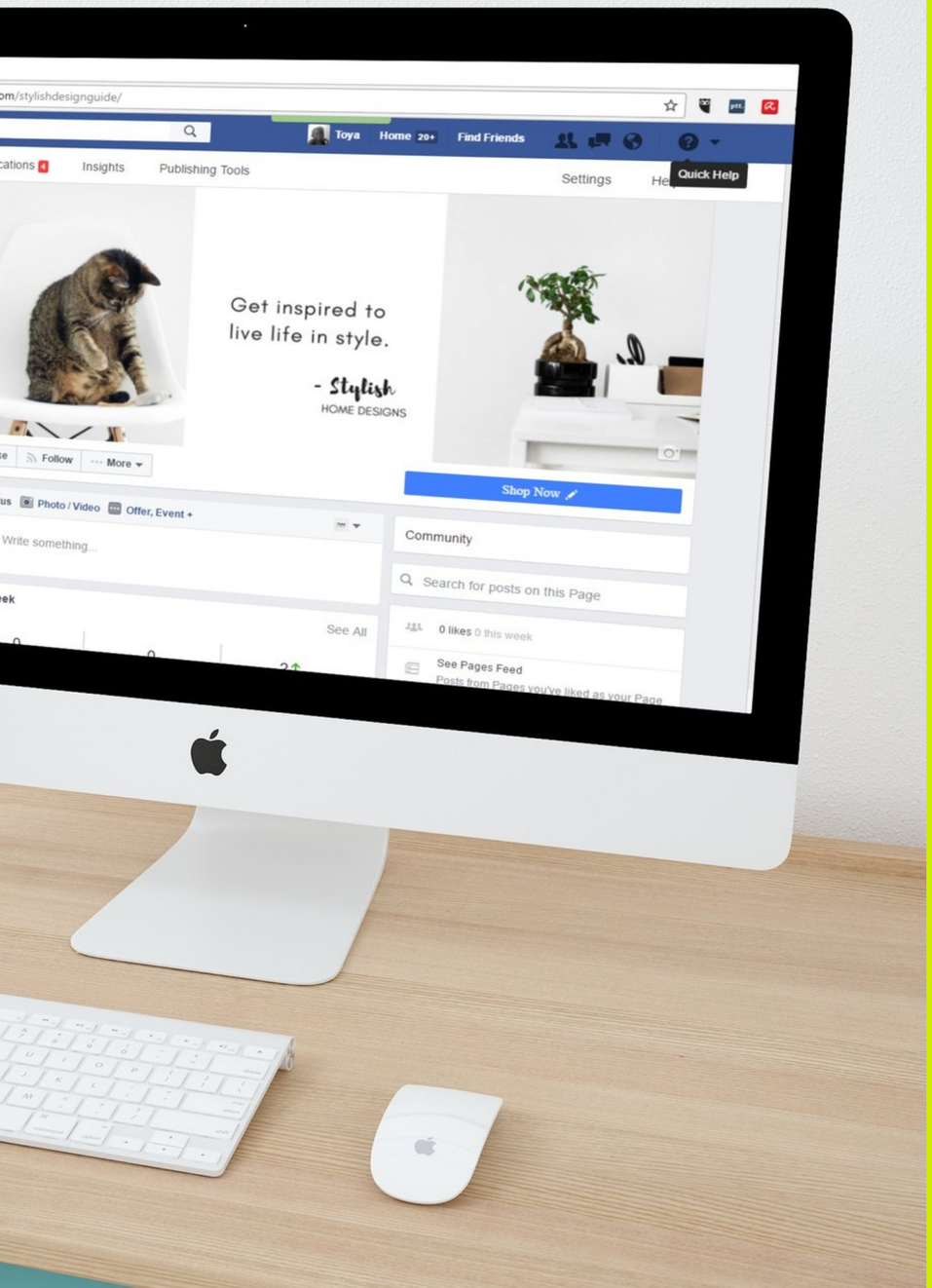
See how other profiles are created.

02

Interpret the audience's tastes and preferences based on Demographics and Psychographics.

03

Build a profile and utilise target marketing for that specific platform



Facebook

Target Demographic: 30+

Set Underground currently does not have a Facebook page. When the page is created they will announce its existence to their Instagram followers to gain their likes and followers.

Strategy:

- **Share events.**
- **Targeted advertisements for ticket sales.**
- **Direct traffic to other social media platforms and the Set Underground website.**
- **Promote merchandise.**
- **Encourage followers and likers to subscribe to the email list.**



‘More than 50 percent of the global Instagram user population is younger than 34 years old’ (Koay, Teoh and Soh, 2021).

Instagram

Target Demographic: 18 - 35

Overall Strategy:

- **Establish partnerships with Instagram influeners.**
- **Create coheseive content with the rebrand.**
- **Post weekly Instagram Reels**
- **Influencers agreement will be made into a legal binding contract. The brief for the lawyer writing the contract will state that the agreement will be as follows:**

1. **Cost of travel and accomodation will be covered for the event they attend in addition to the agreement payment.**
2. **They will receive free Set Underground merchandise.**
3. **They will receive free VIP tickets to the event they attend.**
4. **They will post at least two permanent Instagram posts as well as at least 10 stories of the day. One post will be them wearing the merchandise and advertising it. The other post can be anything of their choosing as long as it is appropriate and represents Set Underground well. All posts and stoires must tag Set Underground Prior to the event the influencer will promote the event on their Instagram at least a month prior to the event as well as a week before the event.**



Tik Tok

Target Demographic: 18 - 25

Set Underground does not currently have a Tik Tok. They will direct followers from their Instagram to their Tik Tok account. They will share their content from Tik Tok directly onto Instagram reels as well.

Strategy:

- **Collaborate with electronic music companies**
- **Create their own Tik Tok where they will share: vlogs, promotion videos, DJ sets, their merchandise and playlist ideas.**
- **They will work with Tik Tok celebrities to create brand awareness on their Tik Tok.**
- **The agreement with the influencers on Tik Tok will be for them to vlog their time or experience at a Set Underground event.**

‘The app has amassed over 8000 million active users with a predominant demographic of Gen Z’s’ (Cervi, 2021).



Twitch

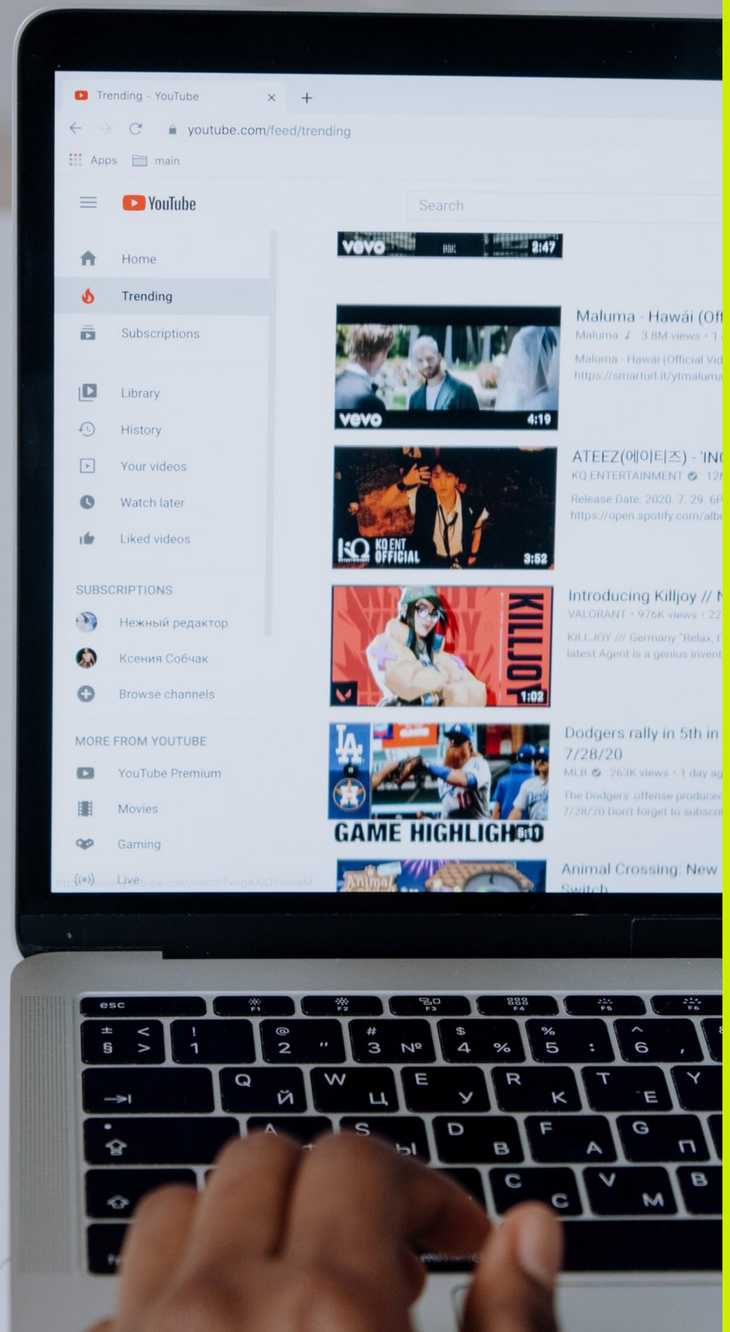
‘Respected DJs Rich Medina and Diplo, have chosen Twitch for regular performances, and brought their audiences with them’ (Manavis, 2020).

Target Demographic: 18 to 35.

Set Underground currently has a decent following on Twitch of 1.6 followers.

Strategy

- **They will continue to host live stream events on Twitch of a majority of the performances occurring.**
- **They will post the DJ sets also posted on YouTube but will be posted live for Twitch of course.**



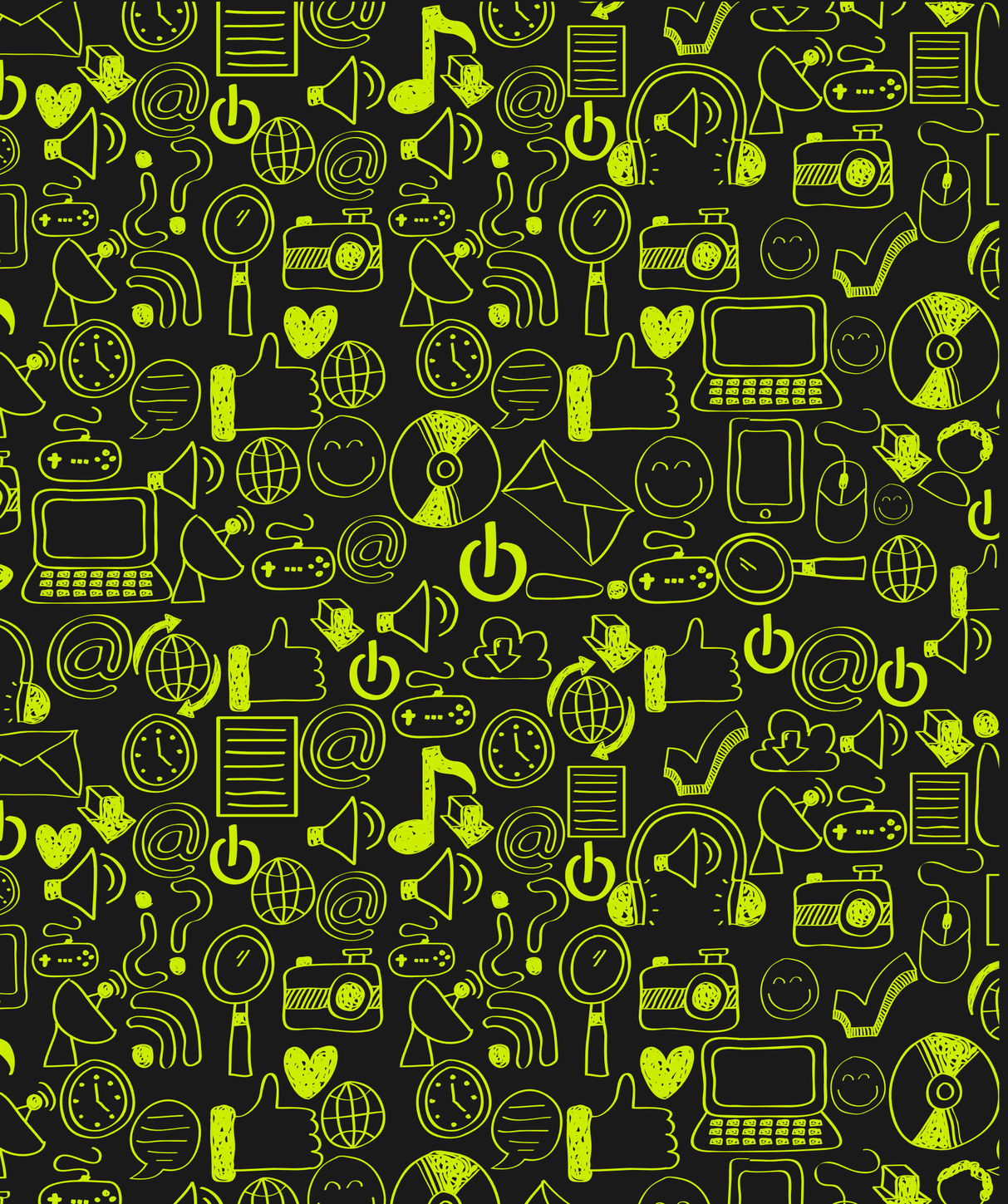
YouTube

Target Demographic: 18 - 35

Set Underground currently has a YouTube channel where they post videos of DJ sets.

Strategy:

- **They will continue to post DJ sets to create hype for events with links to their playlists, other social media channels and ticket links in the caption of every video posted.**
- **They will collaborate with YouTubers.**

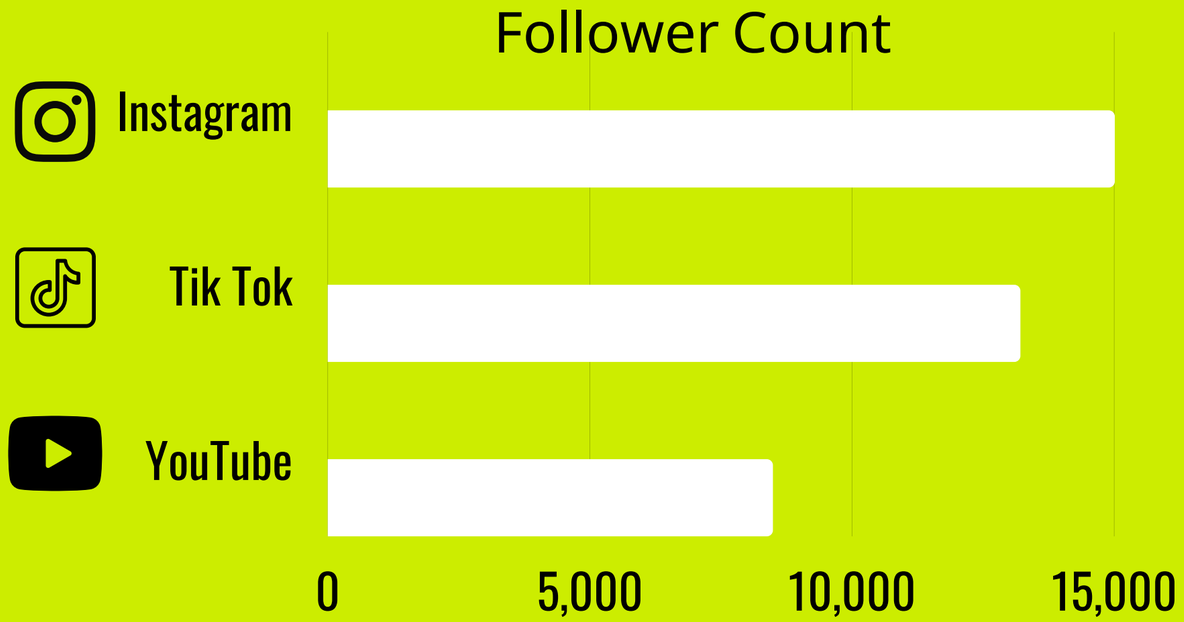


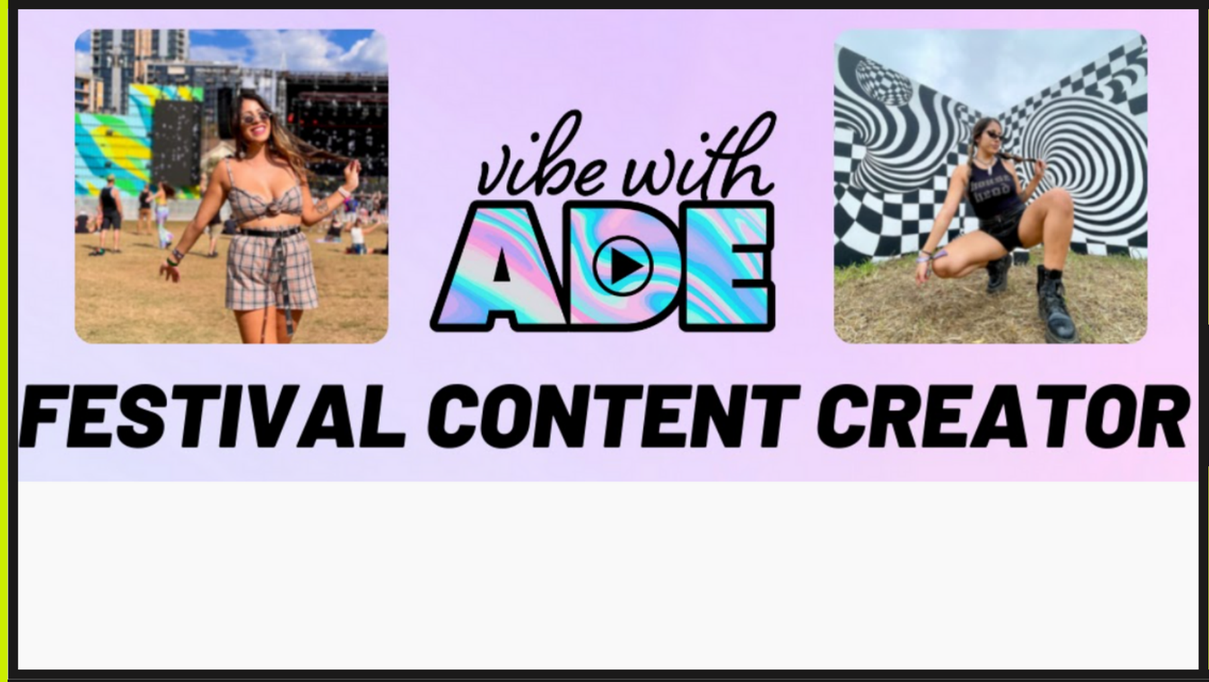
Influencer List

The following social media influencers will be made an offer to collaborate with Set Underground. They will be offered in the platforms where they hold the most followers on social media.

vibewithade

Ade is a festival content creator, YouTuber, life coach and self proclaimed amateur DJ. She also hosts her own podcast called ‘Festival Tales Podcast.’ She is based in Austin, Texas and attends festivals across the United States. Ade posts about her festival experiences across all of her social media platforms as well as on her website called vibewithade.com.

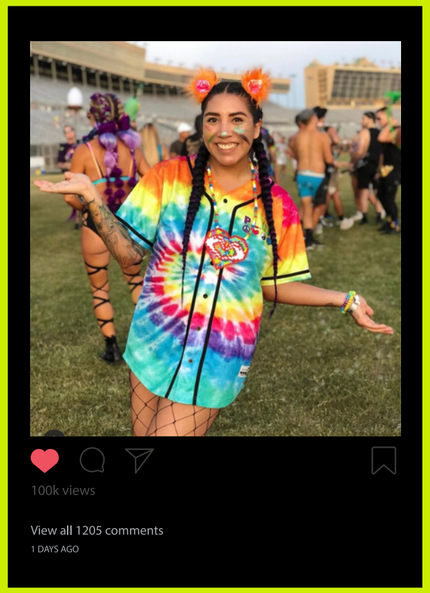




Her brand is geared towards all kinds of electronic music lovers ranging from people who are new to the rave scene as well as seasoned rave goers. Her platforms share her experiences from attending various music festivals and events as well as advise on: fashion, music and astrology.

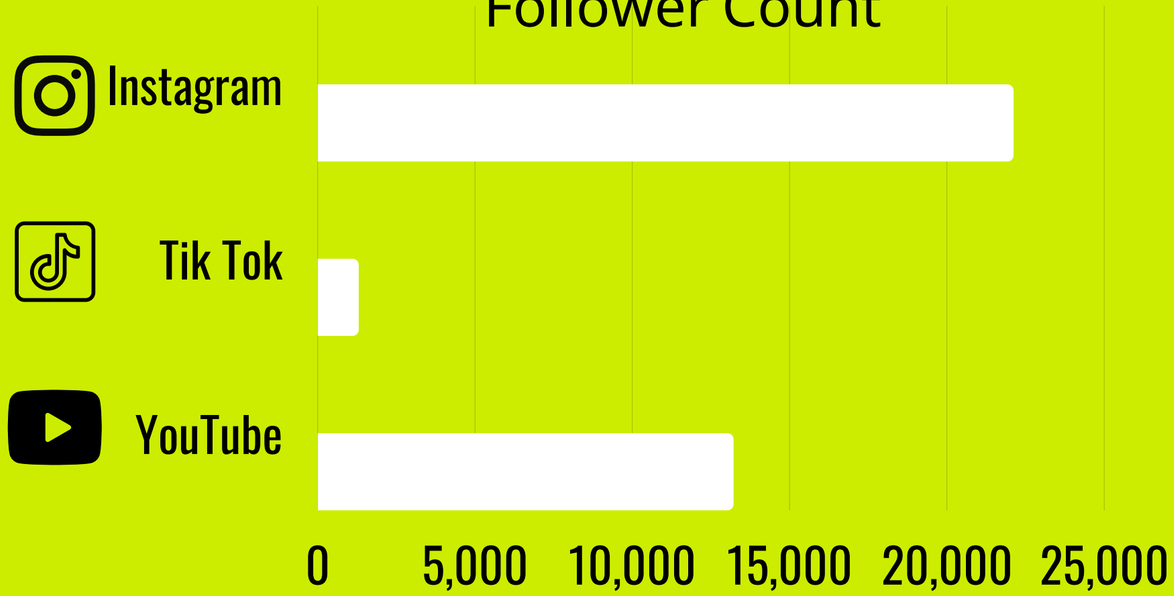
Main Demographic: Millennials (25 - 35)

cottonkandiyt



Kandi is a millennial rave vlogger and YouTuber. She started her YouTube channel in 2016 and her content consists of vlogs and information aboout EDM music, raves and music festivals. A majority of her followers are based in the United States.

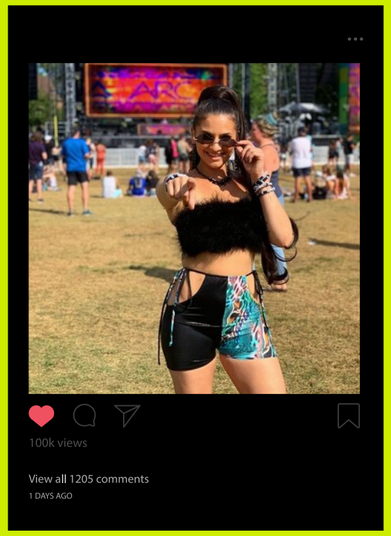
Follower Count





Her brand is very bright, colourful and fun. Her social media platforms come across very personable and friendly. Her Instagram states it is 'Just For Fun' and her attitude exemplifies a 'best friend' or 'older sister' advice aesthetic, making her seem very relatable and sincere.

Main Demographic: Millennials (25 - 35)

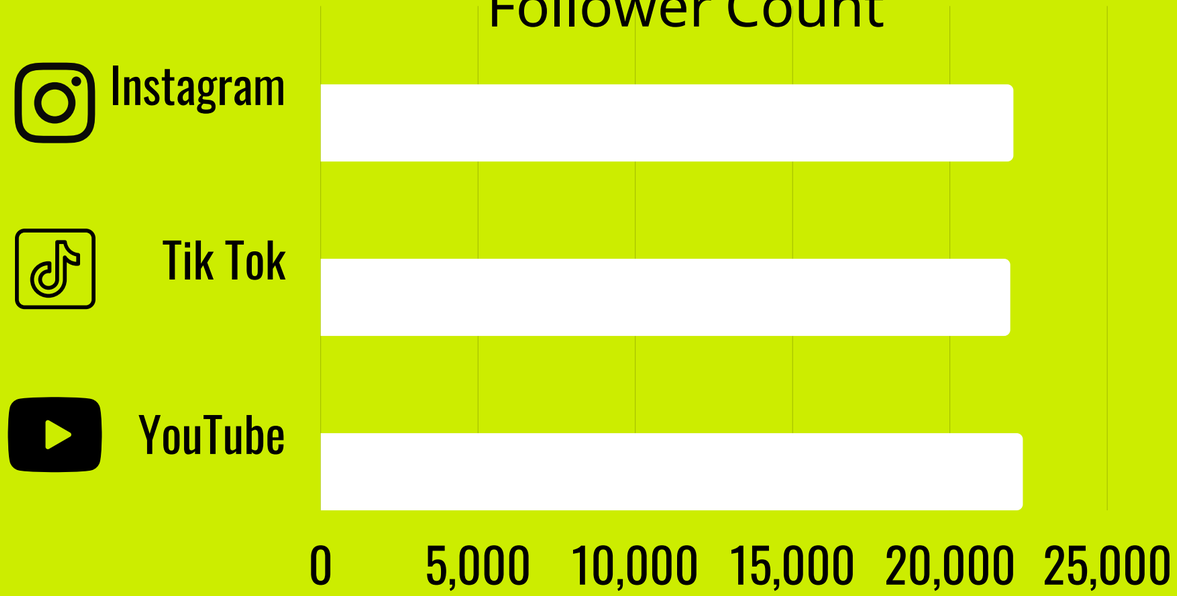


emmakapotes

Emma is a content creator, video creator, dance music enthusiast and Social Media Coach based in New Jersey. She also hosts her own podcast called 'Rave Culture Cast' and runs her own music festival online blog called 'Festival Insider.'



Follower Count

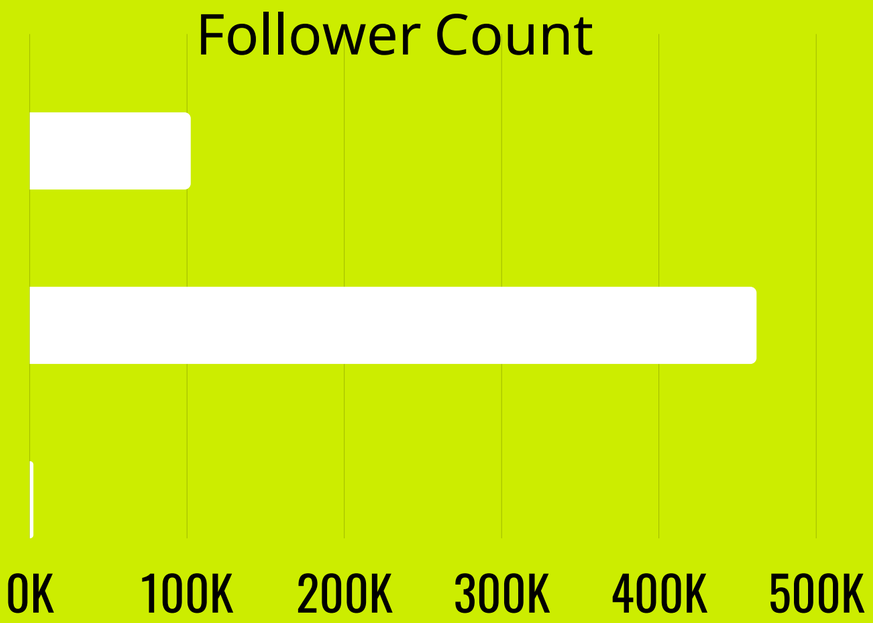


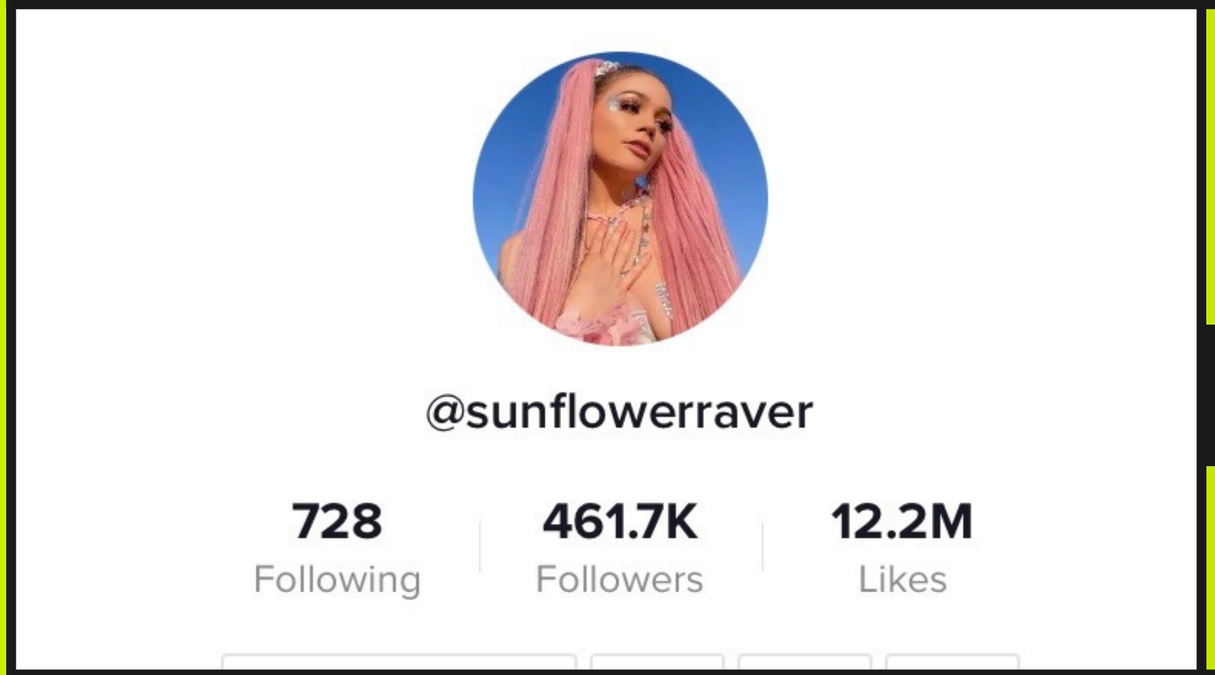
Her brand is geared towards being very informative regarding subcultures, genres, fashion and advice about the rave scene and electronic music scene. She also posts vlogs of her festival experiences. She has accumulated a few brand partnerships with food and drink companies as well as rave fashion companies.

Demographic: Millennials and Gen Z's (18 to 35)

sunflowerraver

Sunflowerraver is a Gen Z raver, Tik Tok celebrity, influencer and runs own small business called, 'Olympus Attire' which sells rave and festival clothes and has acquired 11K followers on Instagram.

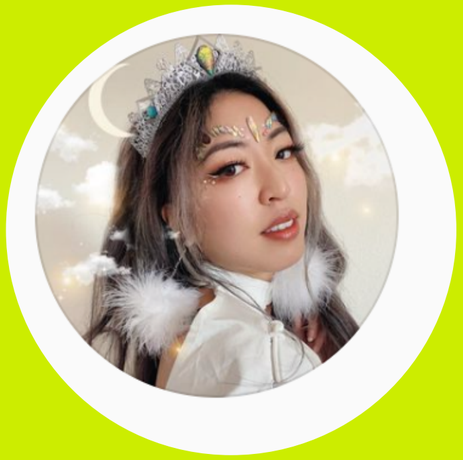




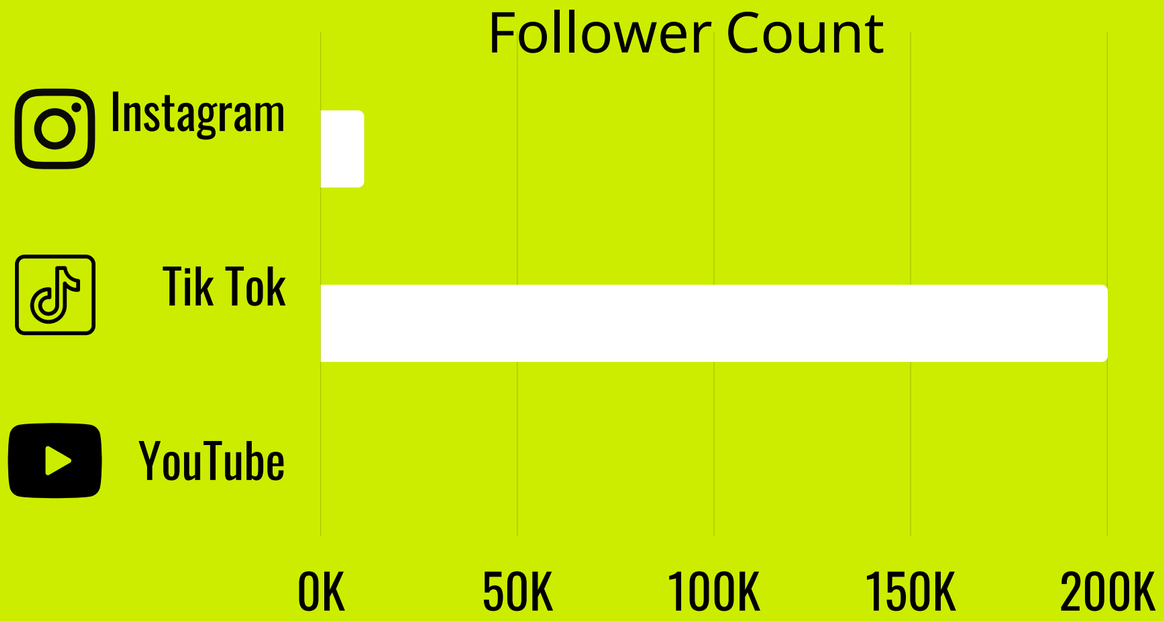
Her brand shares themes of fashion, lifestyle, dancing and festivals.

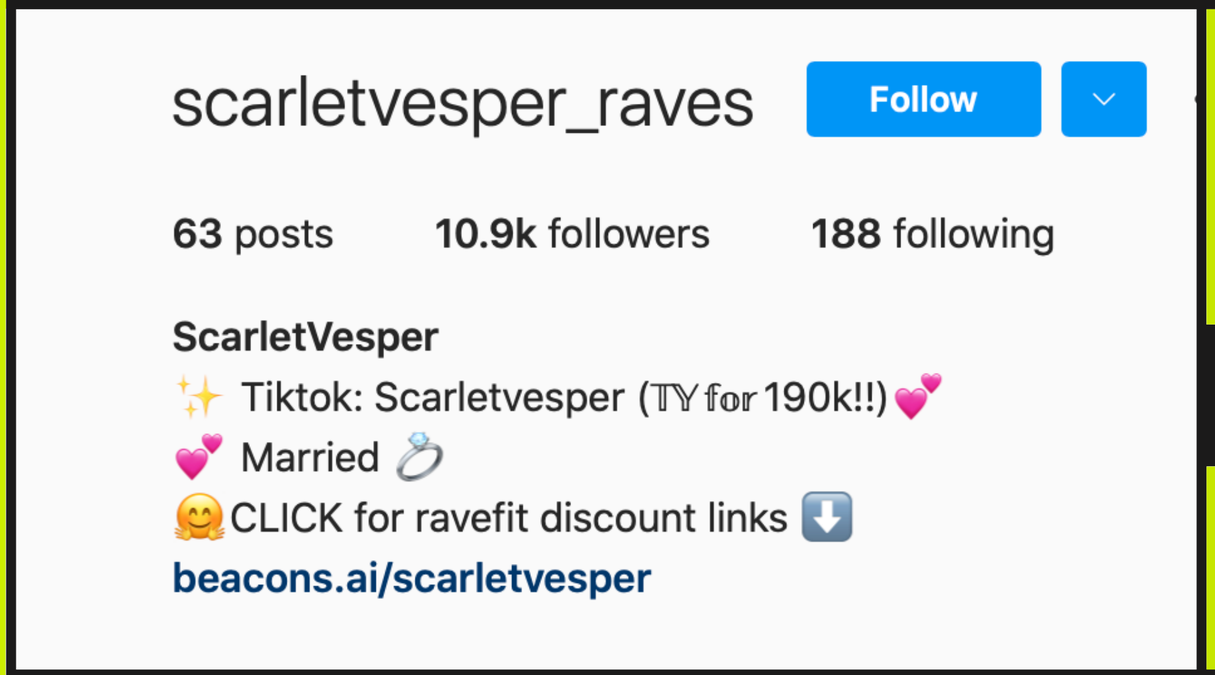
Main Demographic: Gen Z's (18 -25)

scarletvesperraves



Scarlet is a Tik Tok celebrity, influencer and self proclaimed 'rave mom.' She seems to be a newer influencer gaining popularity initially on Tik Tok.





Her brand uses humour as well as sharing information regarding topics related to: music festivals, camping at music festivals, handy advice about attending festivals, festival fashion as well as sharing funny stories from her experiences.

Main Demographic: Gen Z's (18 -25)



Merchandise

1. Merchandise List
2. Marketing Mix

Merchandise List











All items will have the Set Underground Logo. Apparel sizes will range from XS to XXL. Hats will range from Small, Medium and Large.

Apparel:
t-shirts - $15.00
tank tops - $10.00

Accessories:
keychains - $3.00
bucket hat -$10.00
baseball cap- $10.00

Miscellaneous
stickers - free
lighters : $1.00

SET UNDERGROUND
LISTEN • CONNECT • EXPERIENCE

Marketing Mix

01

Product

- T shirts
- Tank Tops
- Hats
- Keychains
- Lighters
- Stickers

02

Price

- Affordable prices that are individualised. Cheaper than most festival merch.

03

Place

- Set Underground Website
- At the door at venues and merch tables.

04

Promotion

- Social Media
- Word of mouth
- Live Events
- Email Marketing



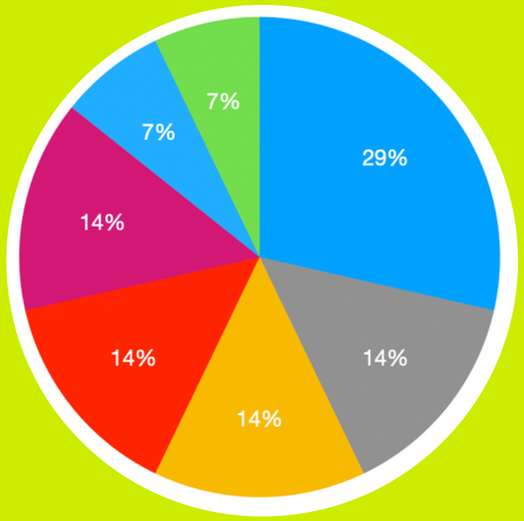
Budget

1. Year One Budget
2. Year Two Budget
3. Year Three Budget
4. Overall Budget

Year One

Category	Q1	Q2	Q3	Q4
Logo Designer	£200.00	£0.00	£0.00	£0.00
Content Creator	£500.00	£1,000.00	£1,000.00	£1,000.00
Videographer	£3,000.00	£2,000.00	£1,000.00	£1,000.00
Social Media Ads	£1,000.00	£3,000.00	£1,000.00	£1,000.00
Influencer Marketing		£0.00	£3,000.00	£2,000.00
Merchandise Production		£0.00	£0.00	£1,000.00
Web Designer	£1,000.00	£0.00	£0.00	£500.00
SEO strategy	£300.00	£0.00	£300.00	£500.00
Total	**£6,000.00**	**£6,000.00**	**£6,300.00**	**£7,000.00**

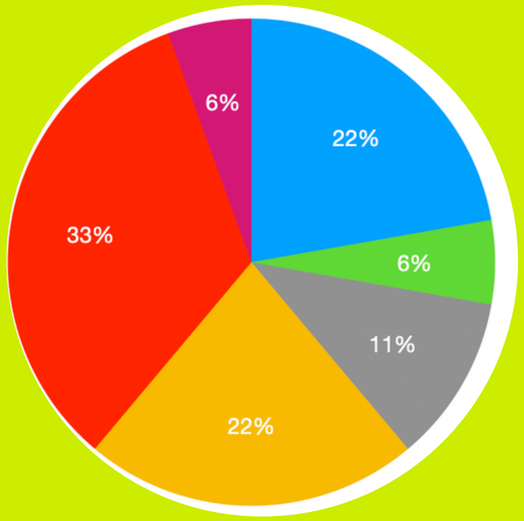




Year Two

SEO strategy
Content Creator
Videographer
Social Media Ads
Influencer Marketing
Merchandise Produc

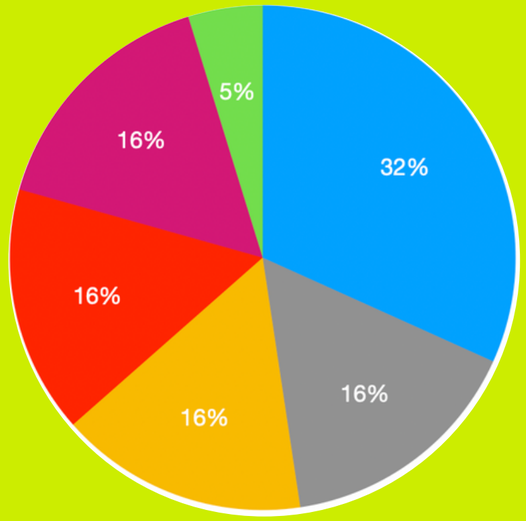
Category	Q1	Q2	Q3	Q4
SEO strategy	£200.00	£200.00	£200.00	£500.00
Content Creator	£500.00	£1,000.00	£1,000.00	£1,000.00
Videographer	£3,000.00	£2,000.00	£2,000.00	£2,000.00
Social Media Ads	£1,000.00	£3,000.00	£1,000.00	£3,000.00
Influencer Marketing	£1,000.00	£1,000.00	£3,000.00	£2,000.00
Merchandise Production		£500.00	£0.00	£500.00
Total	**£5,700.00**	**£7,700.00**	**£6,300.00**	**£7,000.00**



Year Three

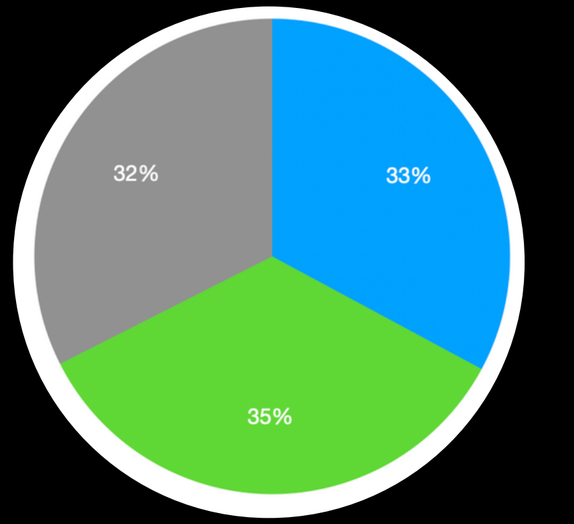


Category	Q1	Q2	Q3	Q4
Logo Designer	£200.00	£0.00	£0.00	£0.00
Content Creator	£500.00	£1,000.00	£1,000.00	£1,000.00
Videographer	£3,000.00	£2,000.00	£1,000.00	£1,000.00
Social Media Ads	£1,000.00	£1,000.00	£2,000.00	£1,000.00
Influencer Marketing	£1,000.00	£1,000.00	£3,000.00	£2,000.00
Merchandise Production	£0.00	£0.00	£0.00	£1,000.00
Web Design Rebrand	£500.00	£0.00	£0.00	£0.00
SEO strategy	£300.00	£200.00	£100.00	£300.00
Total	**£6,500.00**	**£5,200.00**	**£6,300.00**	**£7,000.00**



Overall

Category	Q1	Q2	Q3	Q4	Total
Year One	£6,000.00	£6,000.00	£6,300.00	£7,000.00	£25,300.00
Year Two	£5,700.00	£7,700.00	£6,300.00	£7,000.00	£26,700.00
Year Three	£6,500.00	£5,200.00	£6,300.00	£7,000.00	£25,000.00
Total	**£18,200.00**	**£18,900.00**	**£18,900.00**	**£21,000.00**	**£77,000.00**



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