01

deezer

PORTFOLIO CREATED BY
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AGENDA

PORTFOLIO OUTLINE



THE MUSIC STREAMING MARKET TODAY

DEEZER TODAY

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CAMPAIGN MESSAGE

CAMPAIGN FLOW

YEAR 1: **EMERGO**

YEAR 2: **THE POWER OF YOUR MUSIC**

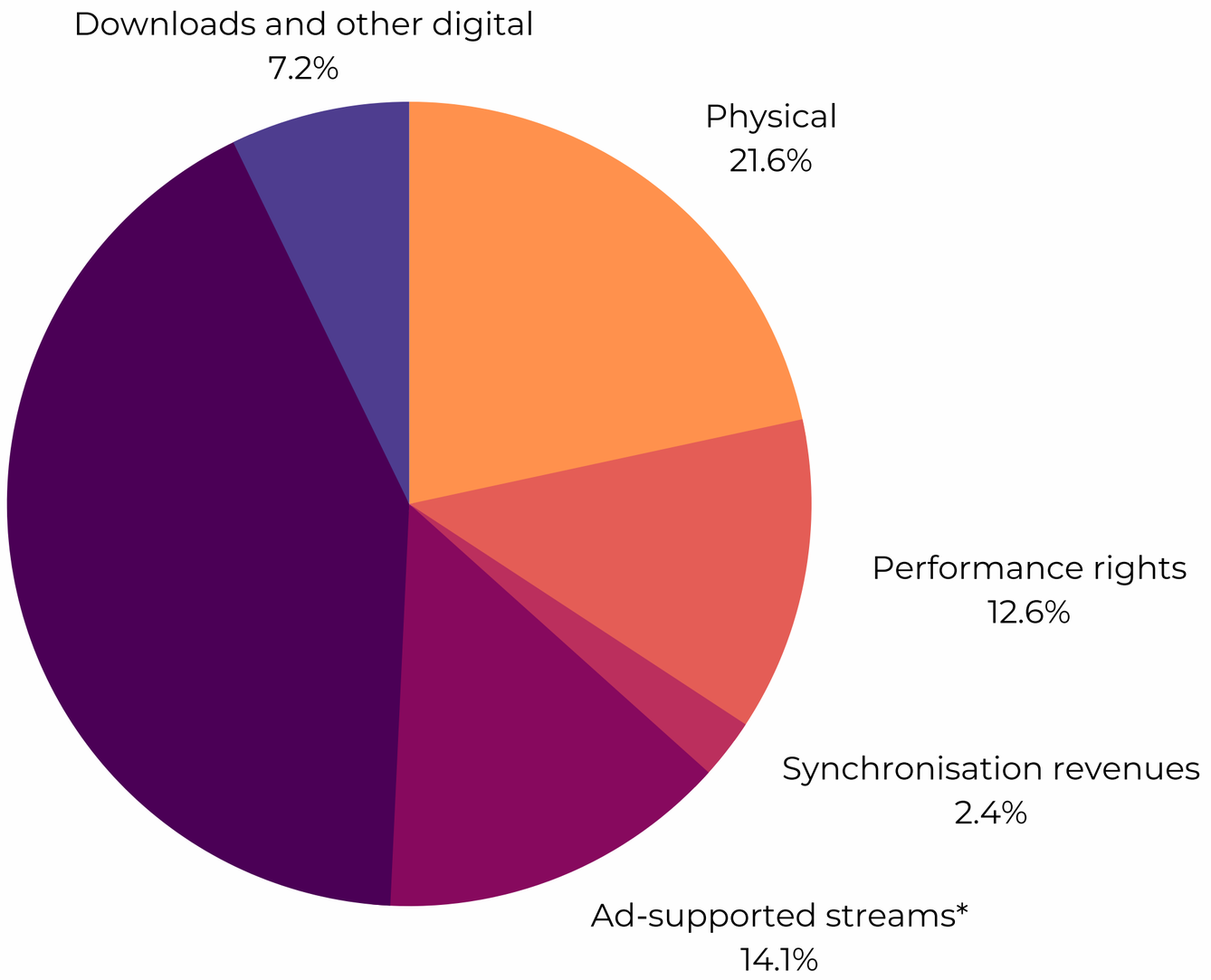
YEAR 3: **YOUR MUSIC THROUGH TIME**

BUDGET

CAMPAIGN EVALUATION

THE MUSIC STREAMING MARKET TODAY

Global recorded music revenues totalled US $20.2 billion in 2019, an 8.2% increase on 2018 and the fifth consecutive year of growth fuelled by growth in paid subscription streaming (IFPI, 2020), i.e. consumers obtaining access to a library of music titles for the period of their membership or subscription (Wlömert & Papies, 2016). According to the International Federation of the Phonographic Industry (2020), overall streaming revenues make up more than half of global recorded music revenue for the first time in 2019 (US$11.4 billion), as it accounts for 56.1% of the total market and paid audio streaming continues to be a key driver (+24.1%) with almost all territories worldwide reporting growth.



*includes ad-supported & video stream revenues
Source: IFPI, 2020

Deezer TODAY

Deezer stands for making music available to absolutely everyone, anywhere.

As of January 2019, the company counted 14 million monthly active users and 7 million paid subscribers, a decrease of two million from September 2017 (Statista, 2020).

Over 56 million tracks available in over 180 countries

Strong focus on sound quality

First global music streaming service to integrate synchronised lyric streaming

Feature "Flow": a personalized soundtrack that includes favourites and recommendations based on the content the user has favourited on Deezer.

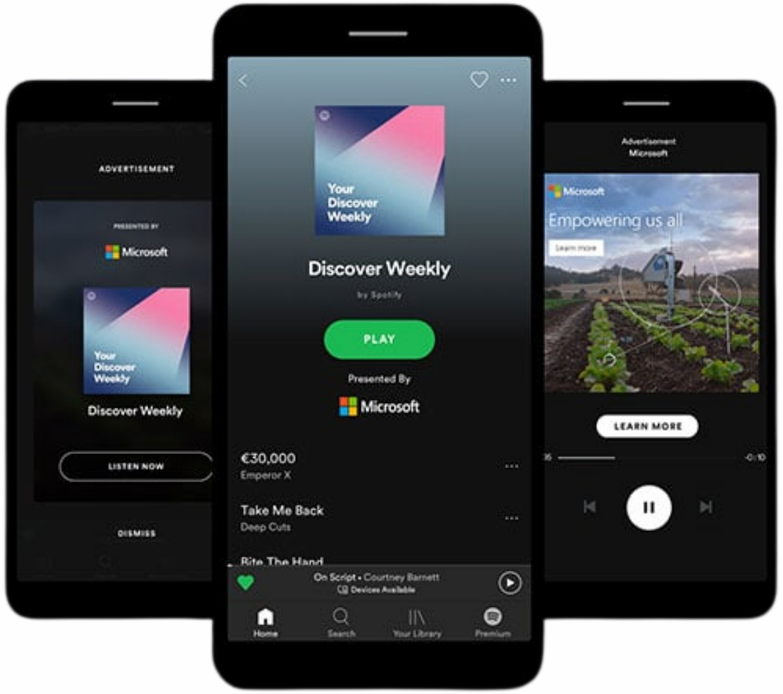
Wide range of offers: music, sports and podcasts

Feature "SongCatcher": the tool allows users to quickly identify and save music that's playing without leaving the app. The tool will tell the name of a song and the artist, giving the users the option to add it straight to their favorite tracks or library, if a match is found in the Deezer catalogue.

COMPETITIVE LANDSCAPE

AN OVERVIEW OF THE COMPETITORS: SPOTIFY

Spotify is with over 144 million paying subscribers (Statista, 2020) and 271 million active users (IFPI, 2020) the leader in the streaming music market. The acquisition of the music intelligence platform "Echo Nest" allowed the brand to discover more about consumer behaviour and therefore to better understand the consumers' preferences in order to anticipate their needs and deliver them a great listening experience (IFPI, 2016). In fact, it introduced in 2016 its much praised "Discover Weekly" feature, which promotes new music based on the consumer listening habits and preferences (IFPI, 2016) as well as its personalized "Release Radar" playlist, which is send out to subscribers on a weekly basis. The music streaming pioneer has also a strong marketing communication strategy that made the brand a worldwide success with a huge social media following base.



Source: Spotify

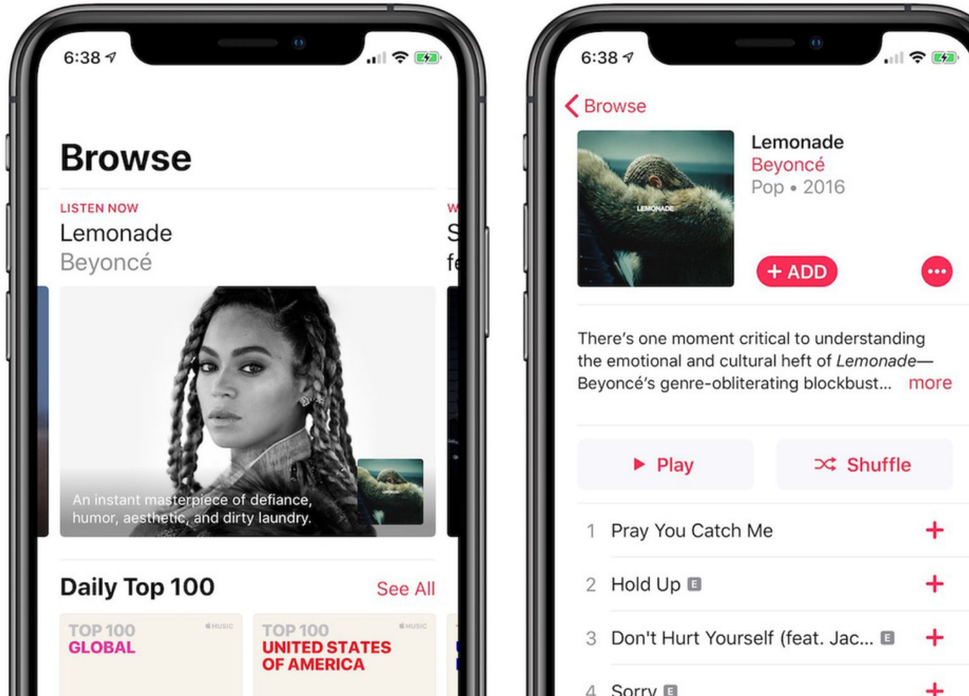
COMPETITIVE LANDSCAPE

AN OVERVIEW OF THE COMPETITORS: APPLE MUSIC

Although co-founder of Apple Steve Jobs resisted the idea of a music streaming service for years, as he stated that “the subscription model of buying music is bankrupt” (Rolling Stone, 2011), Apple launched its service Apple Music back in 2015. Many people thought that it would have become one, if not the biggest, music streaming service on the market by surpassing the leader Spotify. Today, estimates from a MIDIA research (2020) put Apple Music subscribers at 72 million for Q1 2020.

Exclusive release games have become the central competitive maneuver for the brand, as for example the releases of important albums such as Frank Oceans’ “Blonde, Drake’s “Views” and Beyoncé’s “Lemonade” (The Verge, 2016). Furthermore, the brand’s strong marketing communication strategies has strongly pushed celebrity over cohesive narrative in its bid to increase awareness of the Apple Music service. It has collaborated with superstars like Drake, Taylor Swift, DJ Khaled, Billie Eilish, Cardi B and many more. Lastly, the Apple Music app is already pre-installed on every Apple device.





Source: Apple Music

COMPETITIVE LANDSCAPE

AN OVERVIEW OF THE COMPETITORS: AMAZON MUSIC

Amazon launched its service Amazon Music back in 2007 and managed to develop a strong and unique market position. In fact, it is the only service that offers all music formats, such as CD, downloads, streaming and vinyl. According to estimates, Amazon Music had 55 million subscribers worldwide in January 2020 (Reuters, 2020). In 2017 it has been introduced Amazon Echo, a “smart speaker” that is able to play music (i.e. songs, artists, a specific genre or mood) and perform a variety of other tasks by voice command (Business Insider, 2019). When it comes to its marketing communication, Amazon Music also launched back in 2018 the campaign “A Voice is All You Need”, where it highlighted the powerful vocals of notable songs while demonstrating the simplicity of the use of voice-activation technology (The Drum, 2018). The campaign featured relevant artists within the international music scene such as Taylor Swift, Ariana Grande, Kendrick Lamar, The Beatles and many more (Music Business Worldwide, 2018). In addition to that, Amazon Music announced this year the launch of podcasts in various territories and across all tiers of service at no additional cost. Amazon subscribers are therefore able to stream podcasts they already know, as well as new, original podcasts produced exclusively for Amazon Music. This includes a new podcast hosted by DJ Khaled (Business Wire, 2020).

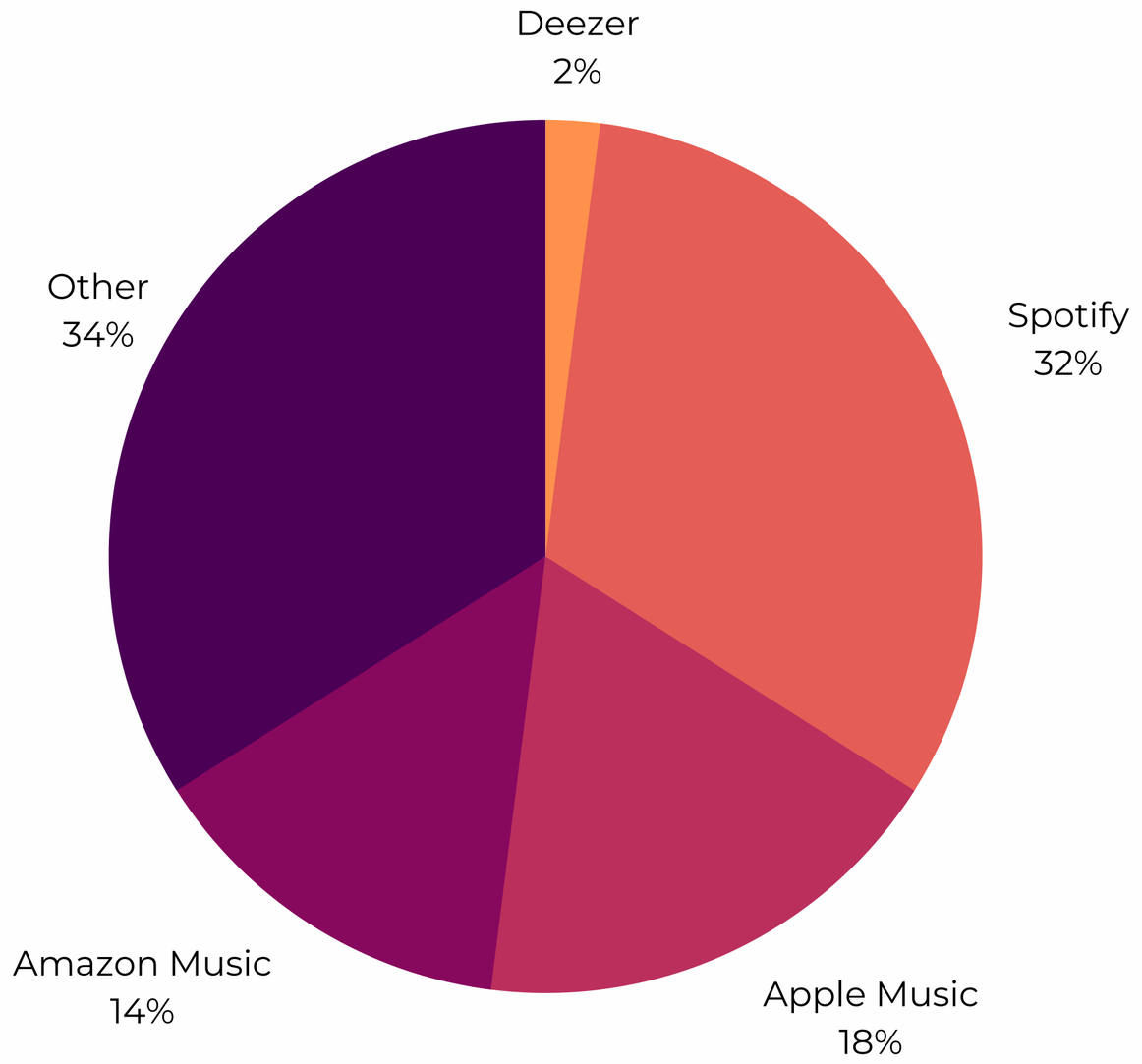


Source: Google

COMPETITIVE LANDSCAPE

MARKET SHARE

The figure illustrated are findings which include quarterly data for 25 music services across 36 markets (MIDIA, 2020). Spotify remains the standout leader in terms of subscribers with 32% market share. Apple Music and Amazon Music follow with 18% and 14% accordingly. However, despite Apple Music's strong presence, its market share is down from 21% in Q1 2020. On the other hand, Amazon Music finished Q1 2020 with +1% share from one year earlier. Deezer takes 2% of market share, which is a strong indicator that it needs to work on the expansion of its presence within the market.



Source: MIDIA, 2020

COMPETITIVE LANDSCAPE

SOCIAL MEDIA

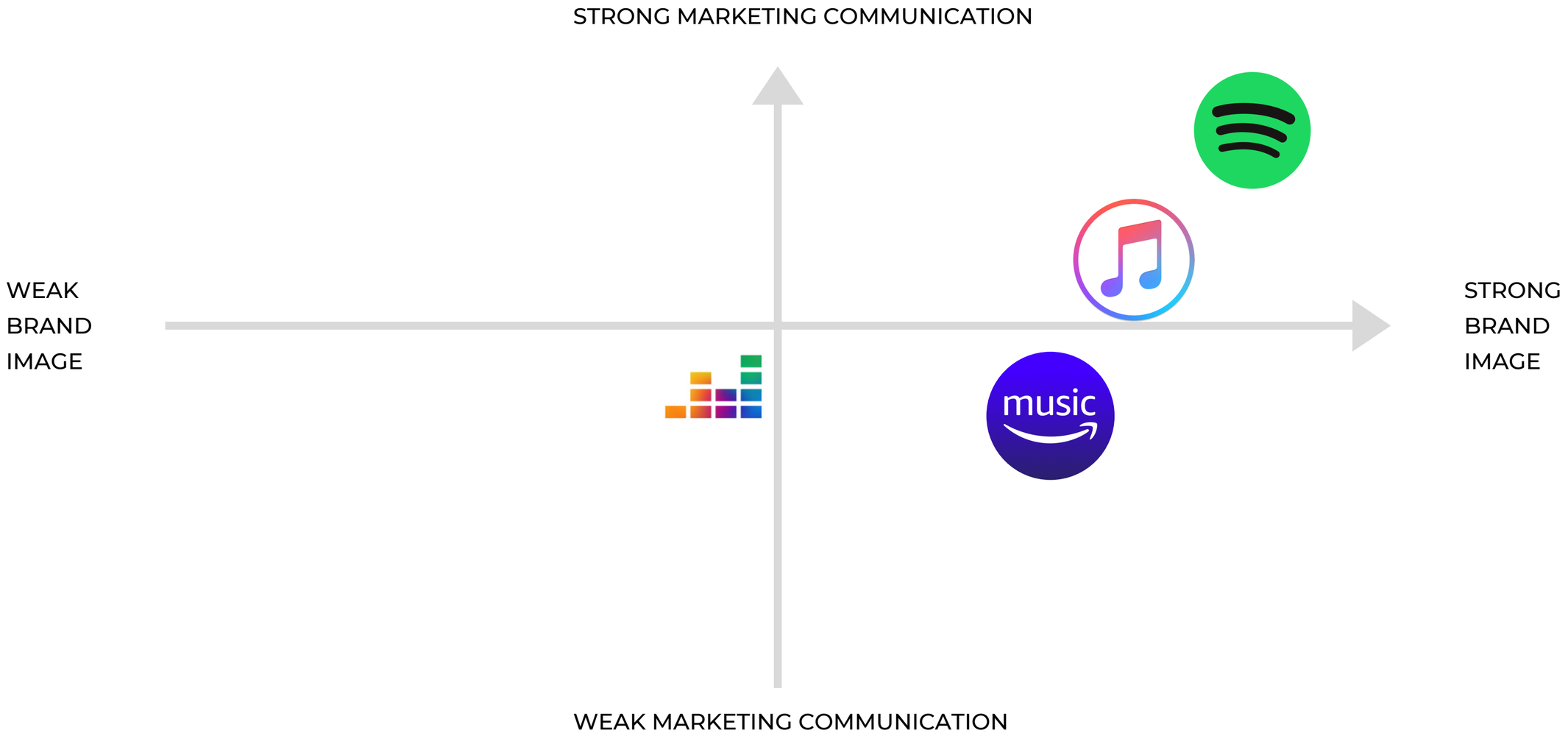
INSTAGRAM	248.000	522.000	6.000.000	4.400.000
TWITTER	213.700	1.900.000	3.800.000	9.800.000
FACEBOOK	4.500.000	1.900.000	22.500.000	4.000.000
YOUTUBE	268.000	83.900	6.000.000	482.000

In terms of social media, the undisputed leader is the Swedish company Spotify, having Apple Music following right after. The French digital music company on the other hand, is yet to find a place in our everyday parlance.

Source: Instagram, Twitter, Facebook, YouTube, 2020

COMPETITIVE LANDSCAPE

PERCEPTUAL MAP



SWOT ANALYSIS*



STRENGTHS

- Distinctive features (e.g. Flow, SongCatcher)
- High sound quality

WEAKNESSES

- Curated content is not up to par to competitors
- Not as social as competitors
- Lack of brand recognition in comparison to competitors (lower brand awareness)

OPPORTUNITIES

- Increasing popularity of streaming services among target market
- Growing trend of sharing music-related content on social media

THREATS

- Free streaming services (e.g. YouTube)
- Piracy
- New entrants in paid-for streaming market, as market is expected to increase

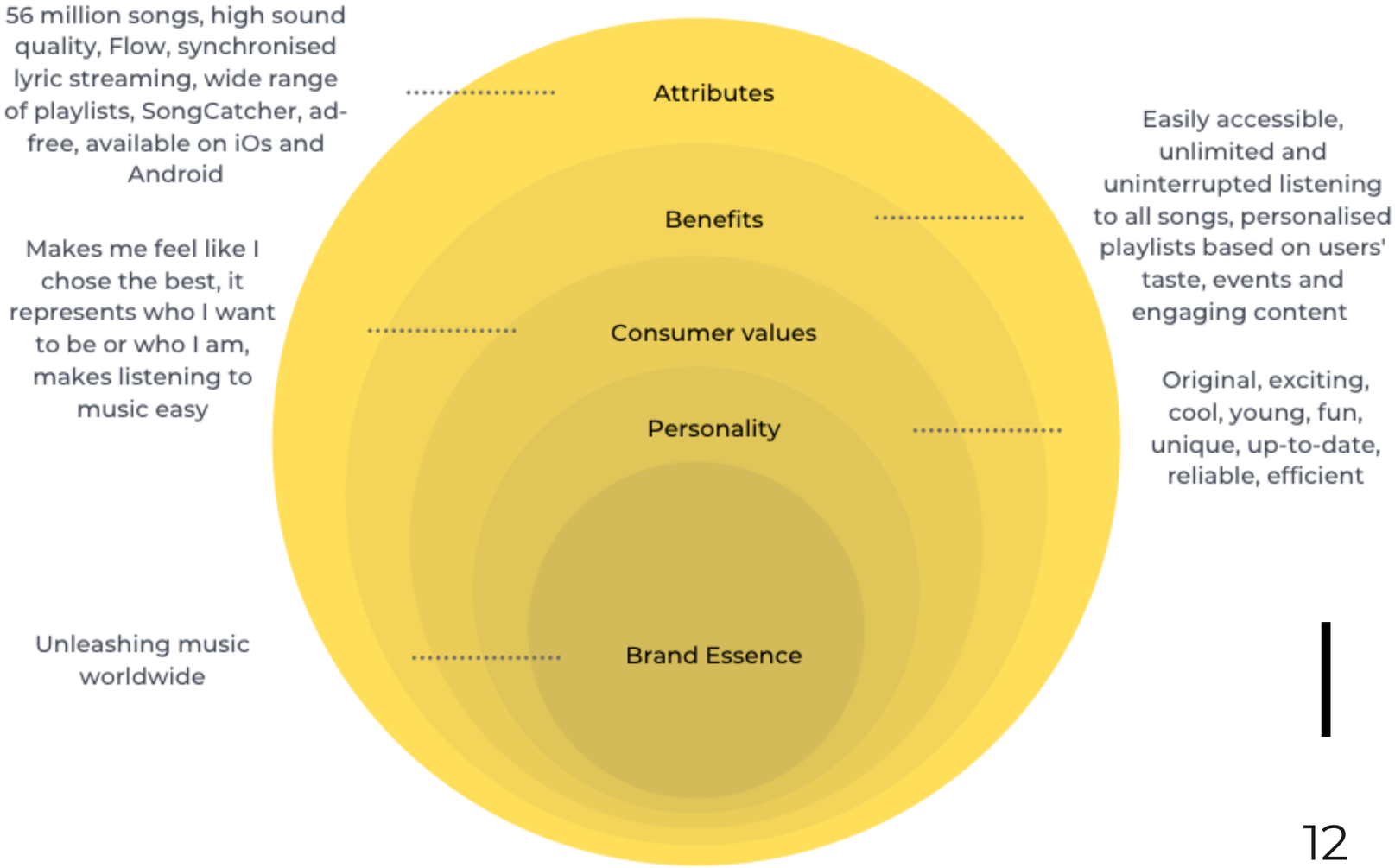
*based on the market and consumer trends, the competitive landscape, the brand and PEST analysis as well as the 5 Porter's model

PROJECT OBJECTIVE

The overall objective implies the **refreshment of the brand's perception** that will translate into a **stronger** as well as **unique brand** next to the big players of the music streaming sector.

The Brand Essence Wheel captures the conceptual subtleties, i.e. core values and characteristics of the brand that will all be communicated through an integrated marketing campaign.

This approach will lead the target market to develop a **feeling of love** and **affection** for the brand, which will subsequently result in an increased **reach** as well as **impact** of not only the brand but also its service that will in consequence lead to **revenue growth**.



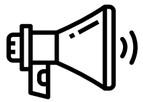
PROJECT CASCADE



BUSINESS GOAL:
To continue market expansion by developing a stronger as well as unique identity of the brand among its competitors of the music streaming sector.



BUSINESS OBJECTIVE:
To achieve revenue growth by 30% from the present revenue of $400M to $520M by the end of the three-year campaign that will start in 2022 and terminate in 2024.



MARKETING OBJECTIVE:
To change the brand perception as well as increase reach and impact of Deezer's brand and its service globally among the target audience through awareness, acquisition and conversion.



Awareness:
To increase awareness of the new identity of the brand



Acquisition:
To incentivize trial during the three-year campaign



Conversion and Retention:
To convert target users into subscribers and brand advocates by 4Q 2024

THE CAMPAIGN



THE MESSAGE



YOU ARE WHAT YOU STREAM

As music listening is so personal and emotional that it truly and always reflects who we are and how we are feeling in any given moment of our lives, "**You are what you stream**" will be the key message of this project.

By doing so, we aim not only to convey the message that Deezer is **everyone's best music companion** but also want to **emphasize Deezer's distinguishing features** as a music streaming service.

THE FLOW

The message of the campaign will be conveyed in three different ways during this three-year campaign, namely as follows:

1

YEAR 1: EMERGO

Deezer shines the light on successful stories of independent as well as emerging artists and their musical influences.

YEAR 2: THE POWER OF YOUR MUSIC

2

What does music mean to people? Deezer delves into music with its audience in order to learn about the songs that made them iconic and eventually legendary.

3

YEAR 3: YOUR MUSIC THROUGH TIME

Deezer unveils the beauty of various facets of music by presenting the story of fascinating music genres, from its origins to world domination.

THE TARGET AUDIENCE

CUSTOMER PROFILES

LARA, 26

- does a BA in music journalism in the centre of Berlin
- likes to stream music during her train journeys, as it lets her find her mood-appropriate music
- is an active social media user, as it allows her to continually interact with her friends and with the people that share her same passion: music

DAVID, 29

- works as a Sales Assistant at Urban Outfitters in central London
- On weekends, he usually attends music events or parties with his friends
- likes to upload his experiences on social media
- appreciates various music genres and follows many playlists on his music streaming service, which he also shares with his friends

LIDIA, 18

- is a 6th Form College Student and lives in Milan with her parents
- tends to be price conscious and usually spends hours reading reviews and comments on the Internet and social network before making any kind of purchase
- follows her favourite influencers and artists and trusts their opinions
- loves to discover new music on her music streaming app and supports upcoming artists

STEVEN, 23

- works as a Marketing Assistant in New York City
- gets his information from sources on social media (e.g. YouTube)
- is very tech-savy
- likes to spend money on experiences rather than things
- prefers to listen to music on his phone while at home or on the go
- likes to listen to Podcasts



YEAR ONE: EMERGO



CONCEPT



Emergo is a Latin word meaning "I emerge"

The artists presented are all in different places in their career—some are still gearing up for a debut album, some are reaching a tipping point and on their way to mainstream success, and a handful are just a few singles in. Success means different things for different artists, and Deezer's goal is never to simply predict "the next big thing" but to support amazing voices throughout their musical journey.

The goal of this one-year campaign is to strongly promote a diverse and vibrant music landscape, by helping upcoming artists, no matter how successful they are, to reach more fans.

Source: Google

MOODBOARD





A totally tonal color palette, which involves the use of one color and its different tones (both light and dark) to create contrast, will help Deezer to bring out the personality of every single artist in an individual way.





Colorful and dynamic graphics that reflect as well as recall Deezer's logo for a cool, young, original and laid back identity that puts the artist to the foreground.

TYPOGRAPHY



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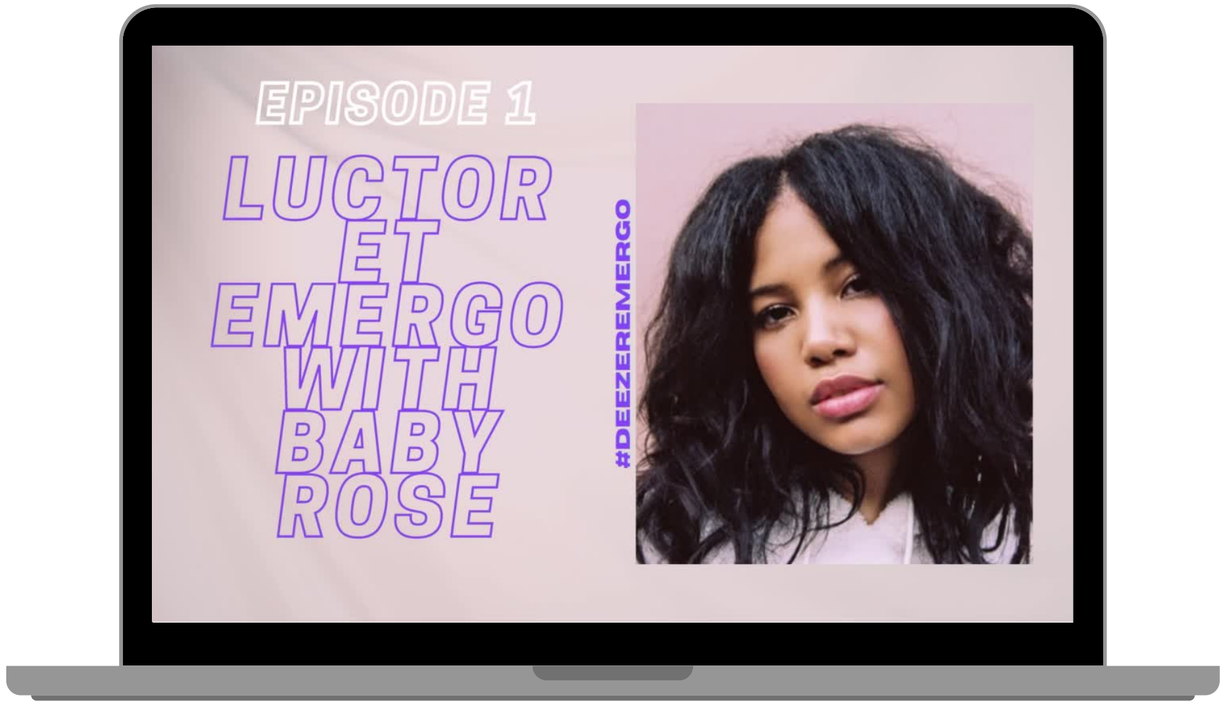
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1234567890#*+-

COMMUNICATION TOOLS

	AWARENESS	ACQUISITION	RETENTION
SOCIAL MEDIA	X	X	X
PLAYLISTS		X	X
INFLUENCERS (ARTISTS)	X	X	X
OUT OF HOME	X		
EVENTS	X		X

LUCTOR ET EMERGO

YOUTUBE DOCUMENTARY SERIES



"**To struggle in order to come up, win or just emerge**" - that is what *luctor et emergo* stands for.

There is not a more powerful - and more underused - medium than documentary films to bring this vision to life. These artistically complex video projects tell in an honest and unfiltered way powerful stories of 20 emerging artists from all around the world. Deezer immerses itself into their world, their joys, their fears, their failures and successes but most importantly their music.

All episodes will premiere on YouTube with the presence of Deezer and the protagonist of the documentary in the chat.

The series will be promoted on all Deezer's as well as artists' social media channels.

LUCTOR ET EMERGO

LIVE EXPERIENCES

Deezer will launch exclusively for new and already existing paying subscribers, a series of unique live experiences in numerous metropolitan cities. Deezer's audience will be able to see performing as well as meeting many talented artists that are on the rise of their success.

In order to promote the event, Deezer will sent a personalized Newsletter to all subscribers located in or near the city where the event will take place.



Source: Google

EMERGO

PLAYLISTS AND OUT OF HOME

Deezer will curate a playlist named "**Emergo's Finest**" that is exclusively dedicated to emerging artist. The playlist will be updated on a monthly basis.
For the promotion of it, Deezer will use its social media channels. Artists that are featured on "**Emergo's Finest**" will promote the playlist as well.







Deezer’s target audience spends a lot of time on the go between school, home. gym, work and leisure activities.
Therefore, in order to allow the maximization of the playlists' and brand’s exposure, many billboards will be placed in various metropolitan cities. The approach on the ads will reflect its new personality (i.e. original, cool and young).

EMERGO

SOCIAL MEDIA

Besides its daily and engaging content on social media, Deezer will launch a contest for emerging artists.

Every artist can take part in the contest by just following these three simple steps:



1 Tag Deezer on social media while explaining, which would be their dream collaboration and why...

2 ...Use hashtag #DeezerEmergo...

3 ...and with a little of help by their fans through retweets, likes and shares, maybe Deezer could make their dreams come true!

EMERGO

SOCIAL MEDIA







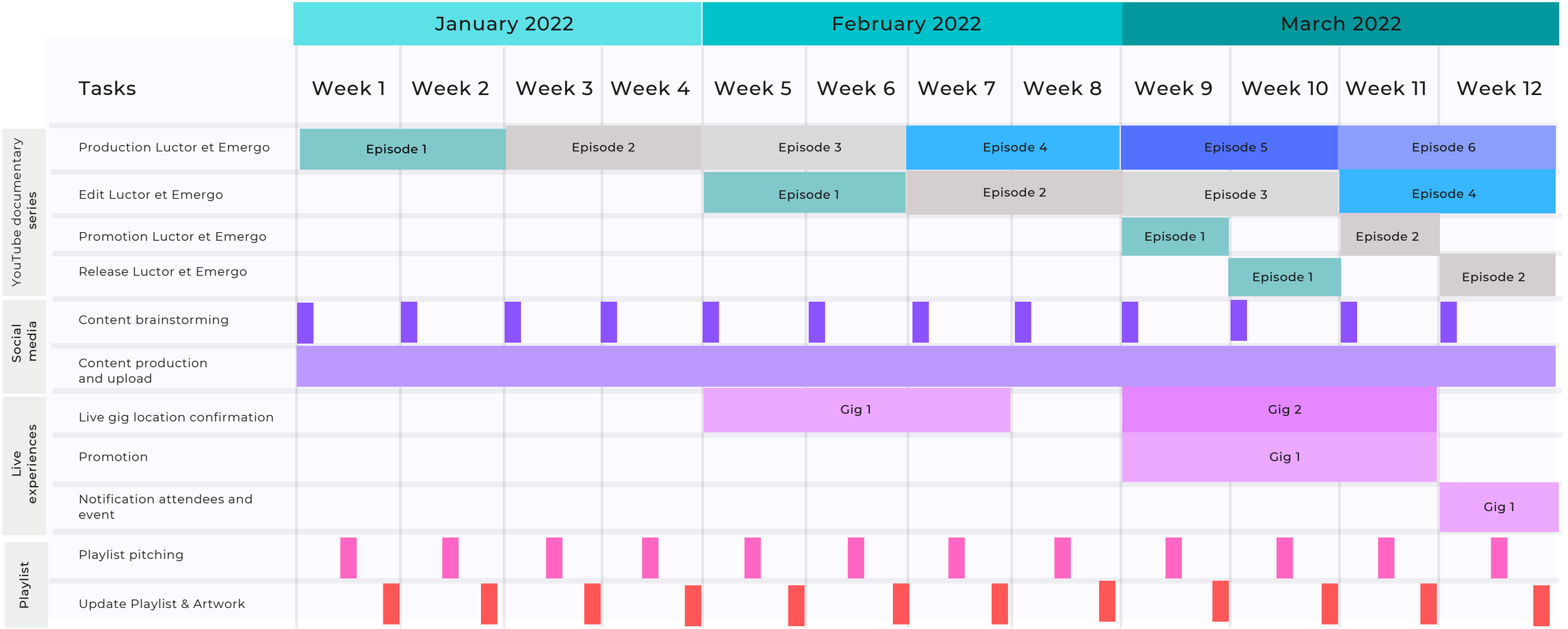
Deezer creates content that truly reflects the diverse communities that the brand serves. It means that Deezer is elevating diverse voices and role models, decreasing cultural bias, and leading positive social change through thoughtful and respectful content.

Deezer actively provides interactive content in order to create better engagement and build bonds with the followers, which will ultimately help to differentiate Deezer from the rest.

It's all about music: Deezer shines the light on the many emerging artists that are worth discovering now...and surprise: some of the artists will also host a Instagram Takeover.

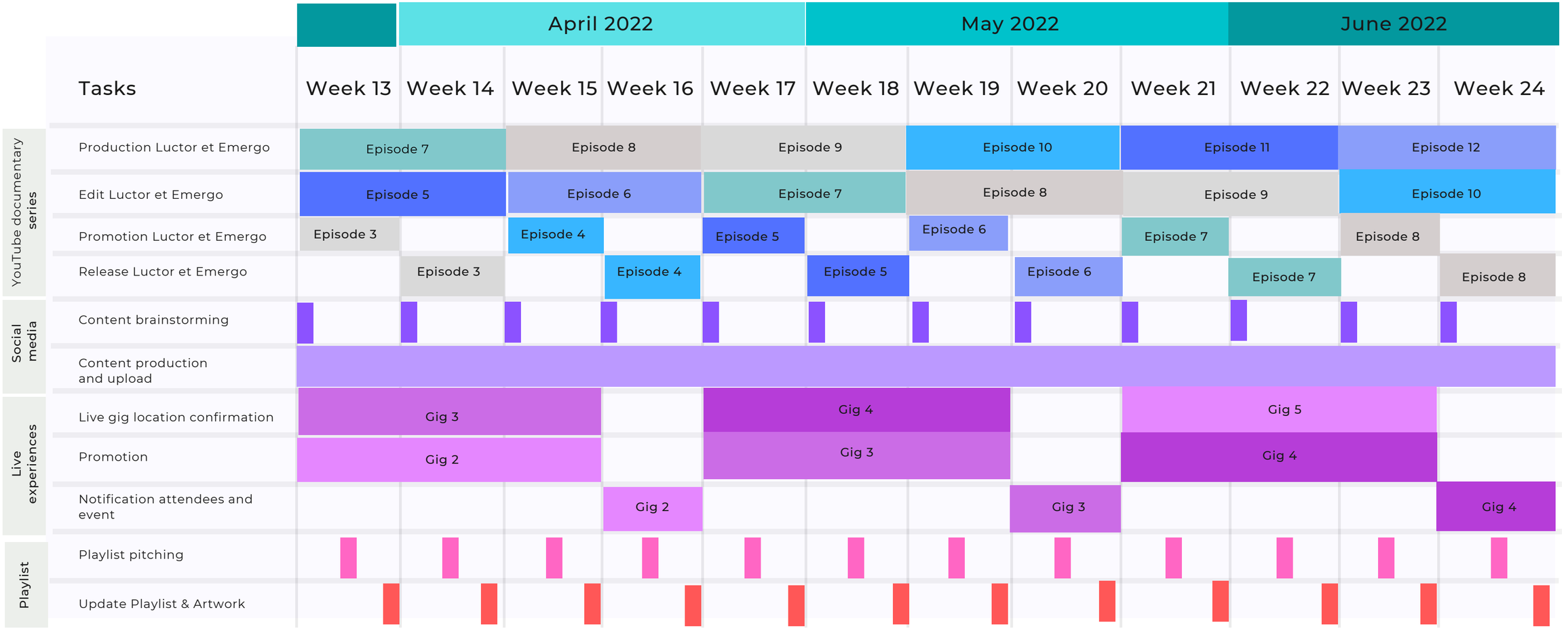
EMERGO

TIMELINE Q1



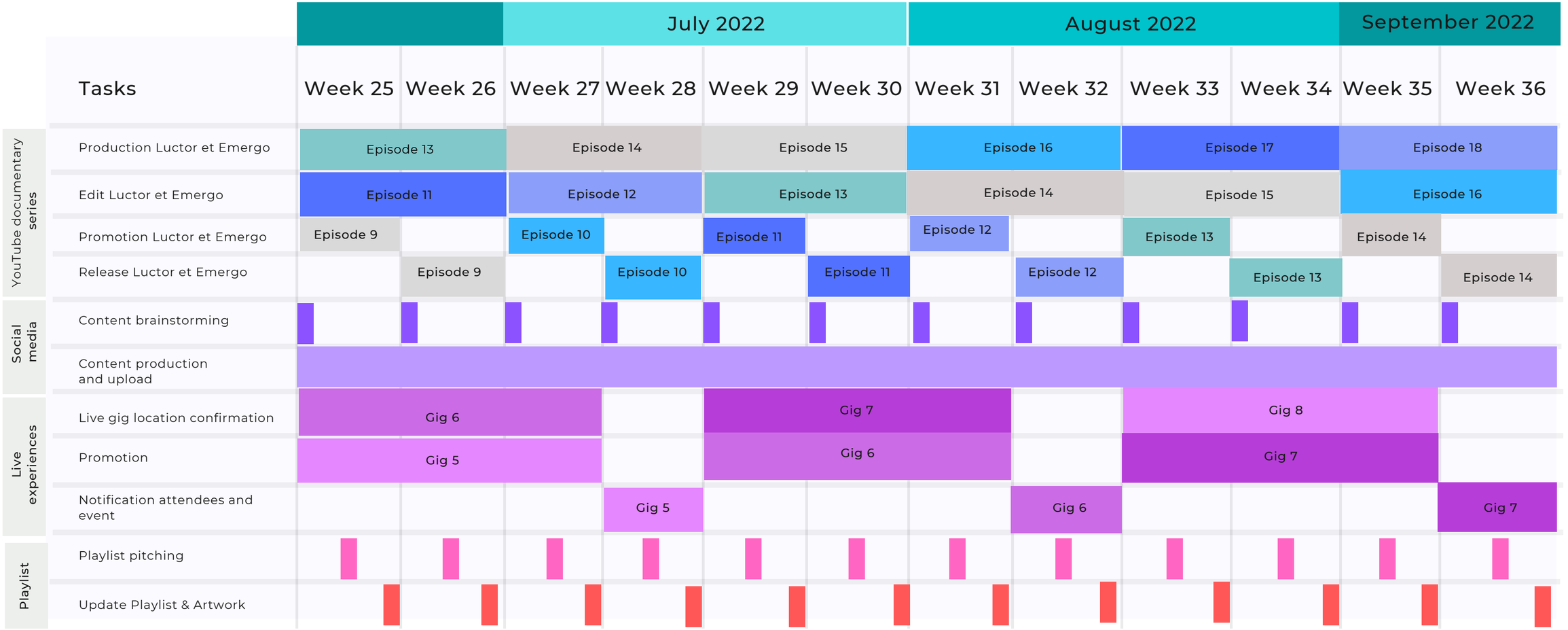
EMERGO

TIMELINE Q2



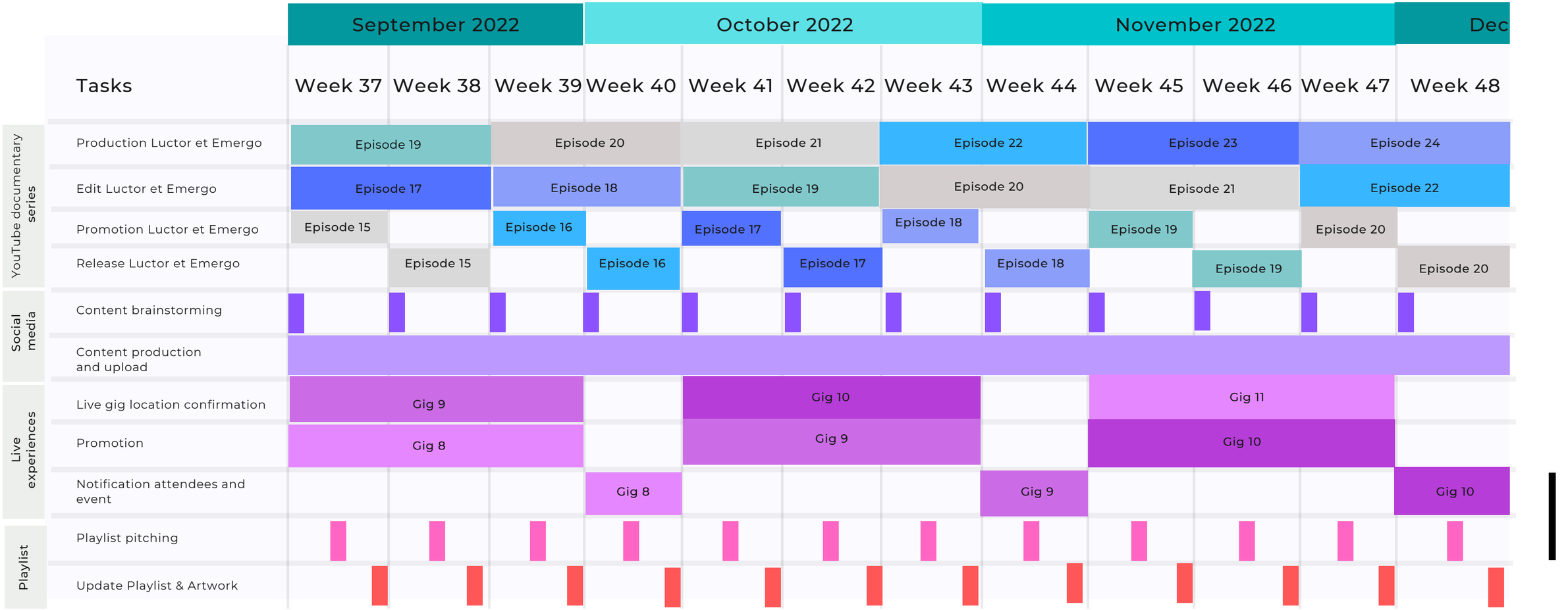
EMERGO

TIMELINE Q3



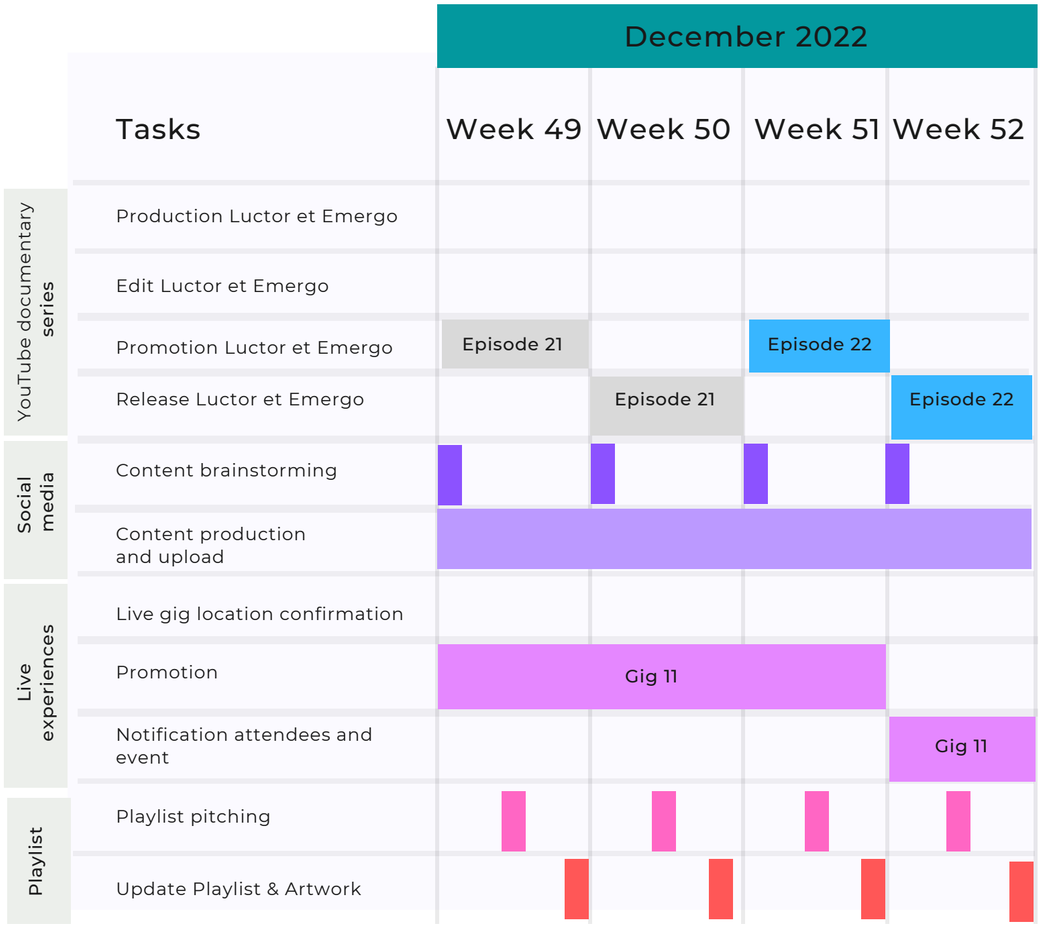
EMERGO

TIMELINE Q4



EMERGO

TIMELINE Q4



YEAR TWO: THE POWER OF YOUR MUSIC



CONCEPT

Deezer goes on a mission to discover the thoughts and opinions of music enthusiasts all around the world. Questions like "**What does music mean to you? What power does music hold in your life?**" will be at the center of conversation during this one-year campaign.

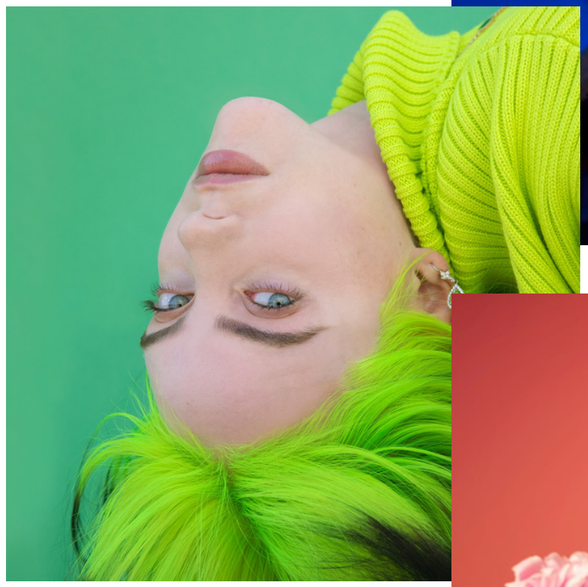


MOODBOARD

The color palette of this campaign will strongly focus on Deezer's brand colors, as colors closely associated with the brand will increase cognitive recall of Deezer among the audience. The more impressions a person sees (i.e. the more times a person sees the color or pattern) the easier Deezer can be remembered (recall).

Colorful and dynamic graphics that reflect as well as recall Deezer's logo for a cool, young, original and laid back identity that puts the artist to the foreground.









TYPOGRAPHY



MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890#*+-

COMMUNICATION TOOLS

	AWARENESS	ACQUISITION	RETENTION
SOCIAL MEDIA	X	X	X
PLAYLISTS		X	X
INFLUENCERS / PR	X	X	X
OUT OF HOME	X	X	
EVENTS	X	X	X
BRAND PARTNERSHIPS	X	X	

THE POWER OF YOUR MUSIC

INFLUENCERS

A successful influencer marketing strategy will help Deezer increase brand exposure, build authority, and connect with new audiences. It will drive traffic to Deezer's website and lead new subscribers to Deezer's service.

The strategy will focus on the following:

Sponsored Content: Deezer will partner with influencers to create content that is featured on Deezer's socials and service (e.g. playlists) as well as on their social media channels.

Discount Codes: Deezer will give influencers a unique free trial code for the service that they will promote and offer to their audience.

Here's few concept ideas...



THE POWER OF YOUR MUSIC

INFLUENCER: SNEAKO



Source: YouTube, 2019

Content format:

His One Minute Podcast has generated millions of views on YouTube. Together with SNEAKO, Deezer will set up a podcast in subways, parks and city centres to have a real conversation with real people about the power of music.

Location:

USA

Social media reach:

YouTube: 807.000 subscribers
Instagram: 85.000 followers
Twitter: 35.255 followers

THE POWER OF YOUR MUSIC

INFLUENCER: CHUCKIE ONLINE



Source: YouTube, 2019

Content format:

"Just a music who loves a conversation" is how London DJ describes his personality. On his Halfcast Podcast, he will discuss together with some of his guests their musical influences while checking their individual Deezer Flow.

Location:

UK

Social media reach:

YouTube: 86.200 subscribers
Instagram: 37.800 followers
Twitter: 24.490 followers

THE POWER OF YOUR MUSIC

INFLUENCER PLAYLISTS

Every influencer will be able to edit their playlist on Deezer and share it with their fans and promote it on social media.





The layout of the playlists covers reflect the cool, young, original and fun identity of Deezer.

Power symbol:

The power symbol recalls the message, namely the influencers' powerful playlists.

Deezer logo:

The presence of the Deezer logo aims at brand exposure.

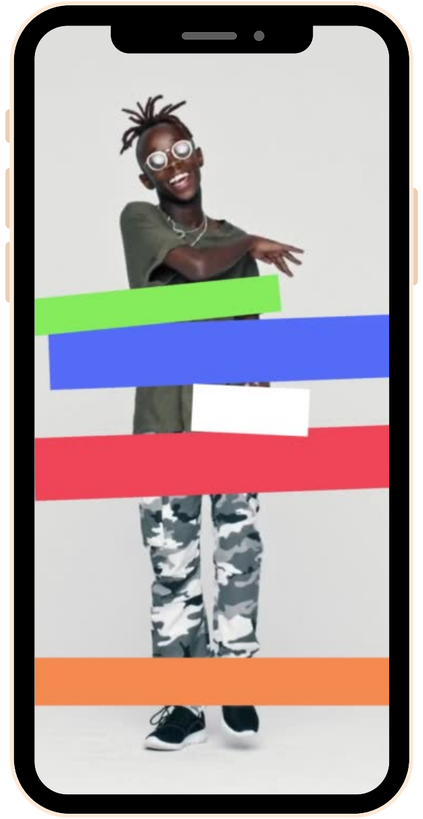
Influencer:

The image of the influencer will be in the foreground

THE POWER OF YOUR MUSIC

SOCIAL MEDIA: DECIPHERED

With the launch of "**DECIPHERED**" artists break down the meaning of their songs, tell more about their musical influences and the creation process of it. The content will be uploaded on Instagram, Twitter, Facebook and YouTube.



Recall of young, fun, original, cool brand personality

Color palette recalls brand logo

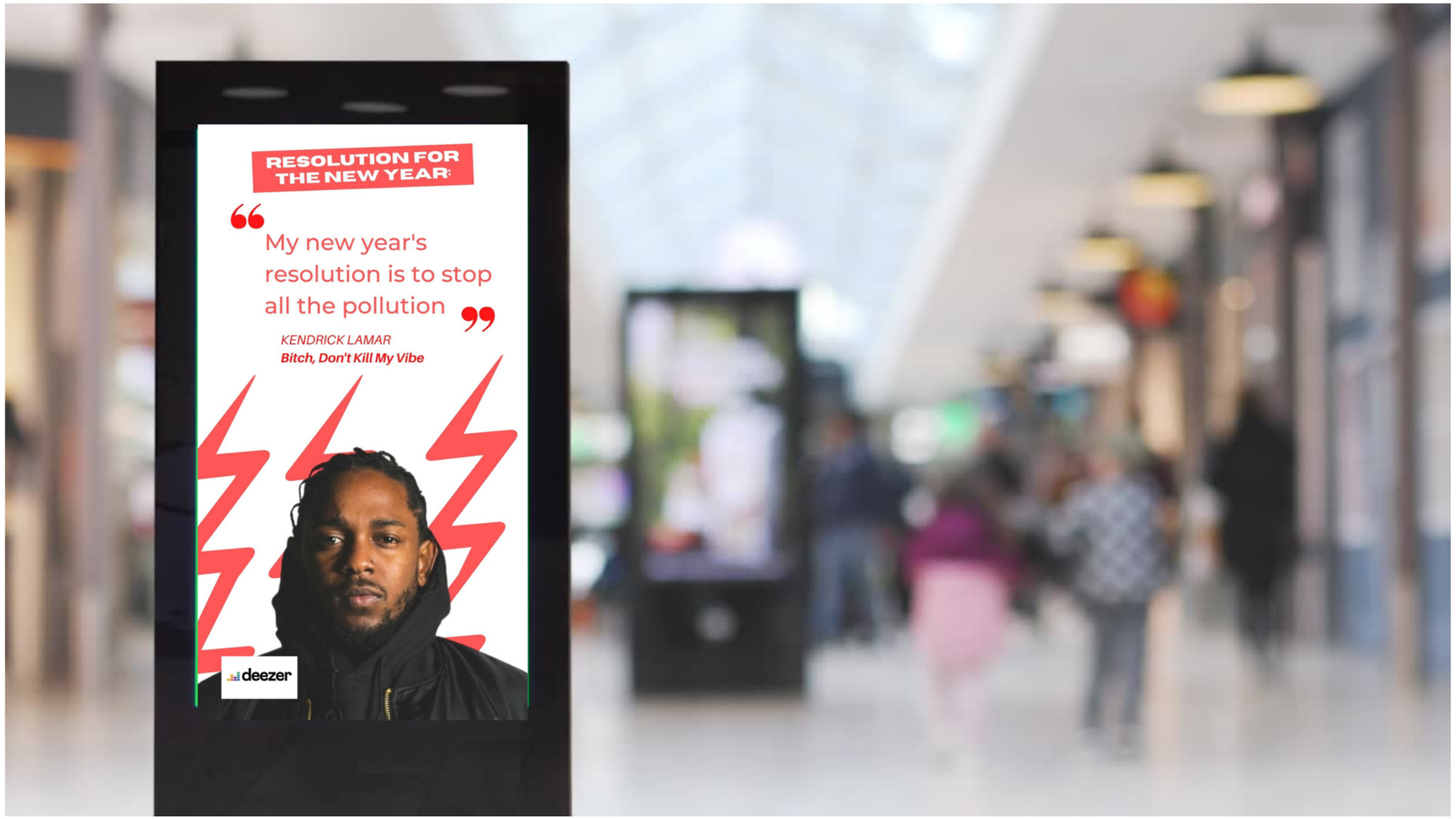
Artist featured in the foreground

THE POWER OF YOUR MUSIC

OUT OF HOME: NEW YEAR'S RESOLUTION

Around Christmas time Deezer will focus on a cool, fun and original advertising that will revive the thematic of New Year's Resolutions.

Digital billboards at metro stations and bus stands of metropolitan cities will arouse interest of Deezer and incentivize trial.



THE POWER OF YOUR MUSIC

BRAND PARTNERSHIP WITH JOE & THE JUICE

colors that reflect the brand



"Power" symbol reflects campaign message

Artists and brand logo in the foreground

A collaboration with Joe & The Juice will encourage participation among customers of Joe & The Juice, as they will be able to edit the in-store playlists for the various stores and will be able to continue listening to them even after they have left the shops. The playlists will be only available on Deezer. Customers who subscribe to Deezer's streaming service will also be eligible to earn more rewards points, which can be redeemed for free or discounted beverages as well as Deezer limited edition reusable cups.

Lastly, in the first week of September, Deezer will surprise a few stores around the world with unannounced gigs of notable artists.

THE POWER OF YOUR MUSIC

EVENTS: SILENT DISCO



Deezer will launch its exclusive Silent Disco events around the major cities of the globe. People will have the chance to enjoy the night dancing with their friends, while listening to their own favorite music on Deezer. People will be introduced to the streaming app and receive a 60 day free trial code to use. Existing paying subscribers of Deezer will have the chance to profit from their membership, i.e. skipping the line, one free drink and so much more!

Source: Google, 2020

THE POWER OF YOUR MUSIC

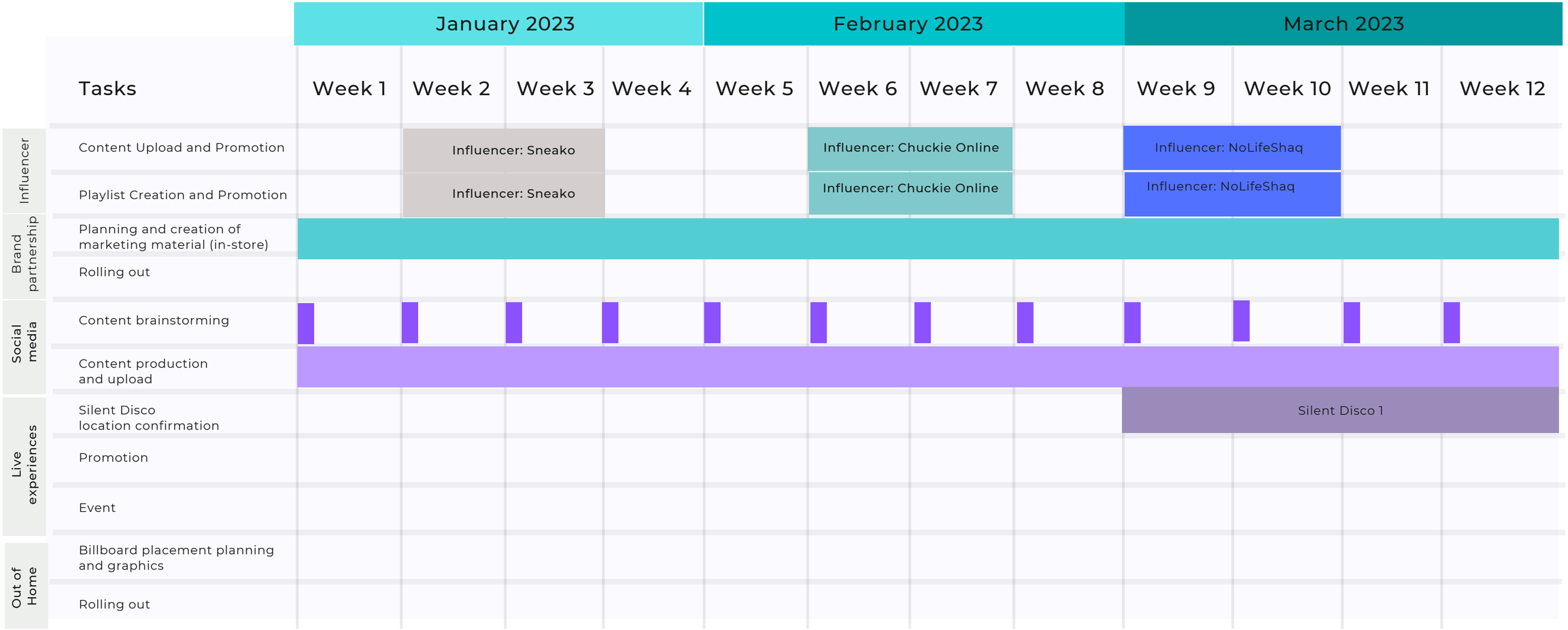
SOCIAL MEDIA



Deezer will continuously (on a daily basis) give the target audience compelling content across social media. A fun, vibrant and interactive engagement, will namely transmit the message "**the power of your music**". Posts will encourage its followers to comment and therefore intercommunicate with the brand. When interacting with the followers, Deezer will "speak internet", which means that it will use social media terminology within the speech.

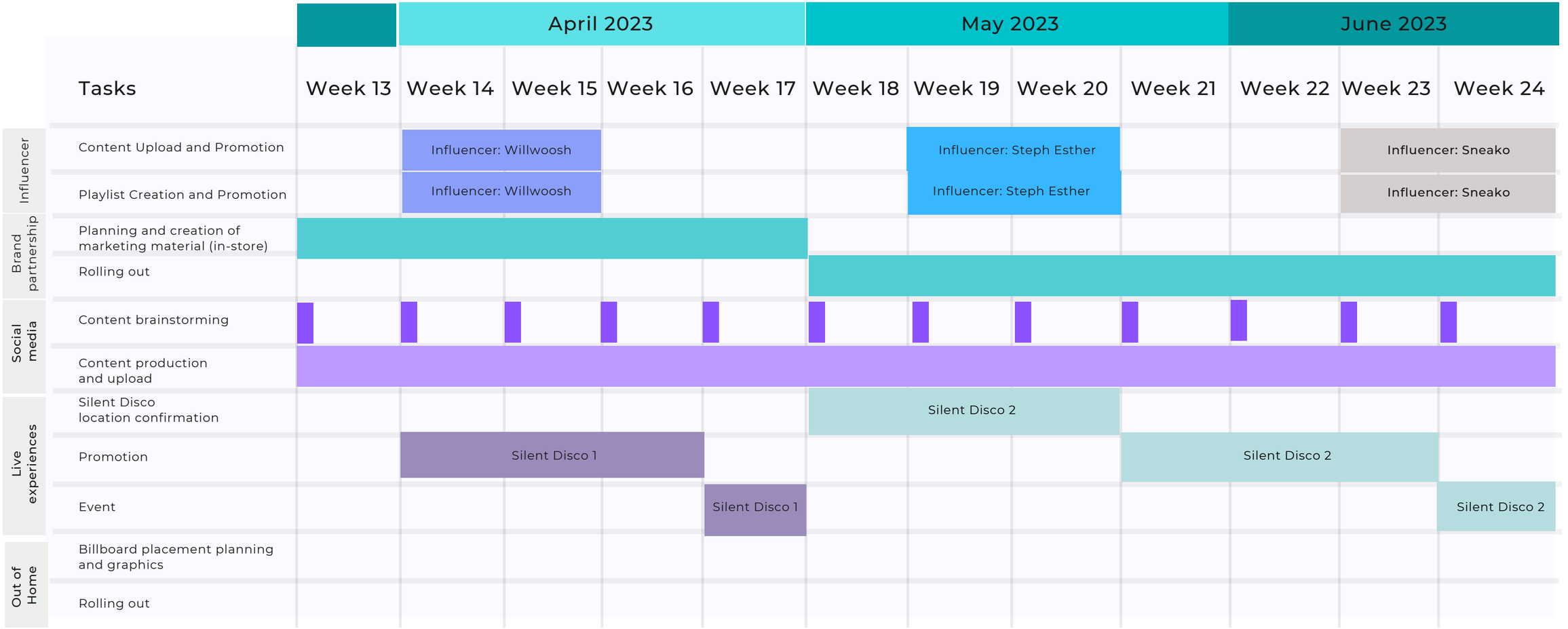
THE POWER OF YOUR MUSIC

TIMELINE Q1



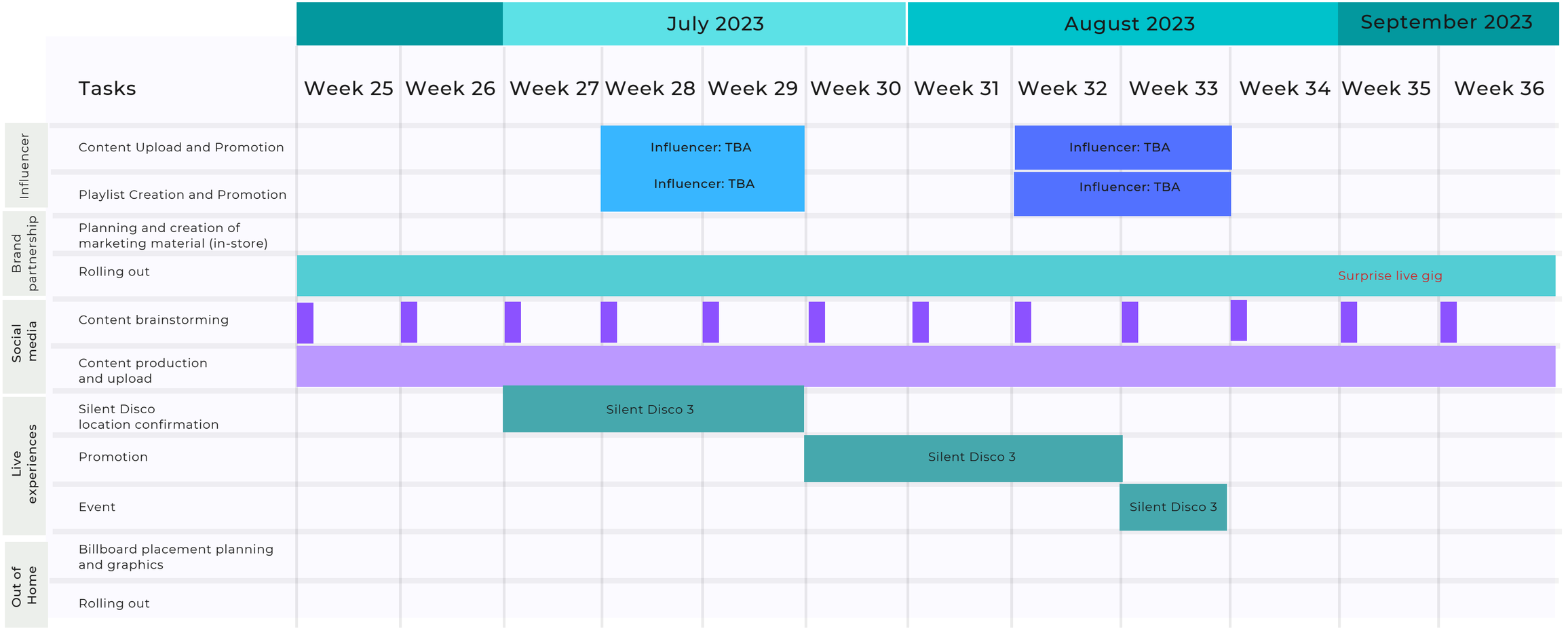
THE POWER OF YOUR MUSIC

TIMELINE Q2



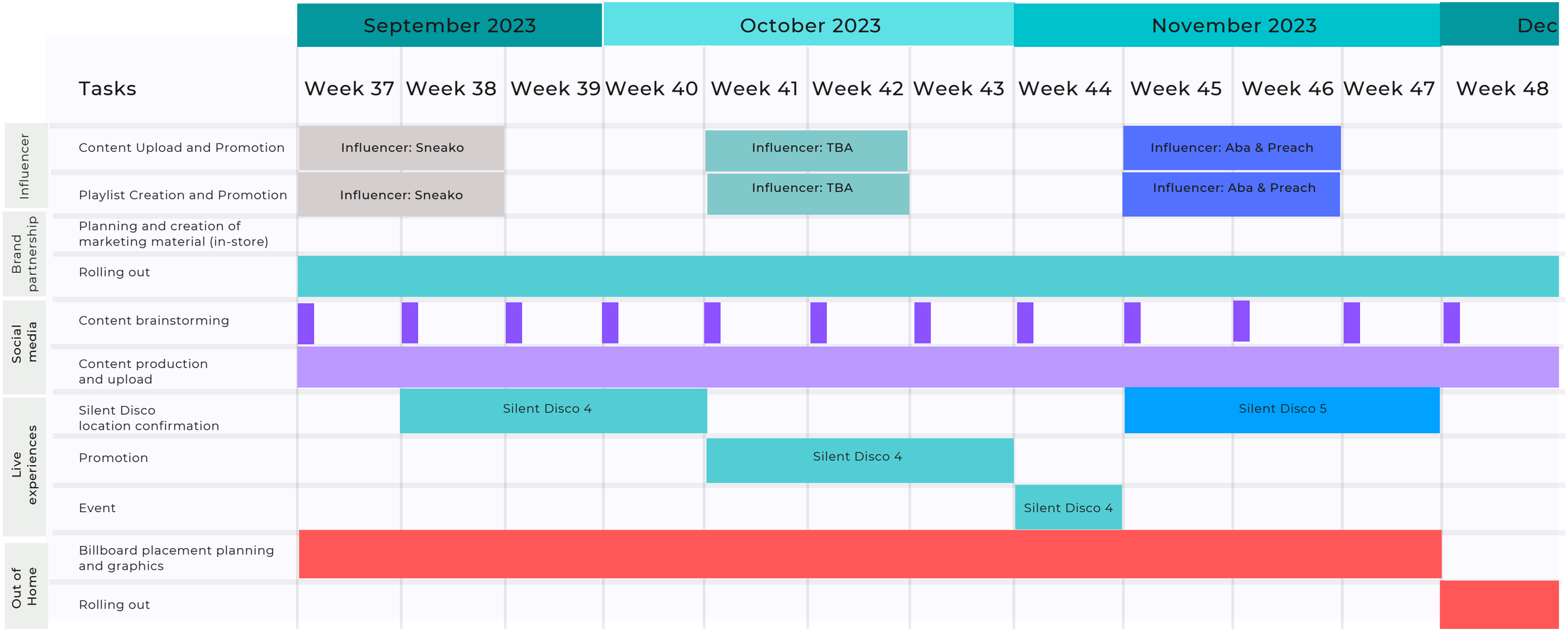
THE POWER OF YOUR MUSIC

TIMELINE Q3



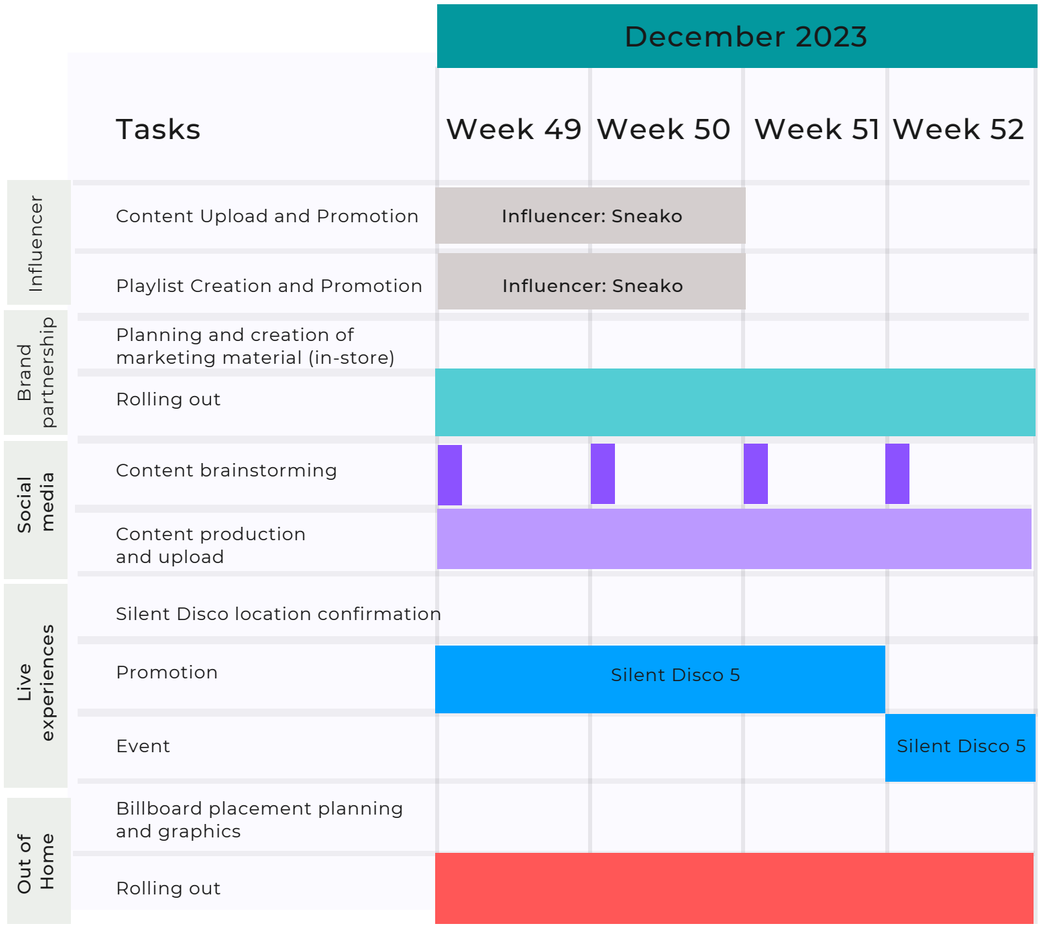
THE POWER OF YOUR MUSIC

TIMELINE Q4



THE POWER OF YOUR MUSIC

TIMELINE Q4



YEAR THREE:
YOUR MUSIC THROUGH TIME



CONCEPT



Music comes in many different types and styles ranging from rock music to world pop, hip hop to dance. Many genres have a rich history or geographical significance, a cult following or music roots that go far beyond our 20th century. Deezer will shine the light on the infinite genres, artists and most influential songs of all time.

MOODBOARD

In order to maximise the exposure as well as the recall of the brand and to reinforce the brand identity, the color palette of this campaign will continue to strongly focus on Deezer's brand colors.

The use of a totally tonal color palette that consists of infinite shades of colors aims to represent the many existing music genres, from local to global.









TYPOGRAPHY

HORIZON

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890#*+-



COMMUNICATION TOOLS

	AWARENESS	ACQUISITION	RETENTION
SOCIAL MEDIA	X	X	X
PLAYLISTS		X	X
INFLUENCERS*	X	X	X
DIGITAL	X	X	X
OUT OF HOME	X	X	

*Influential artists for podcast

DIGITAL MARKETING & LIVE EXPERIENCE

PODCAST: YOUR MUSIC THROUGH TIME

With an entertaining and educational take on various music genres, this will be music lovers' new favorite podcast. It will introduce people to new music, artists and knowledge!

Deezer will host live podcast events, where influential artists of the represented genre will be revealing anecdotes never heard before in the culture and the music. Deezer subscribers will have the chance to attend the events and ask questions to the artists. The podcasts will be exclusively available on Deezer.

This format will be promoted on billboards and social media.





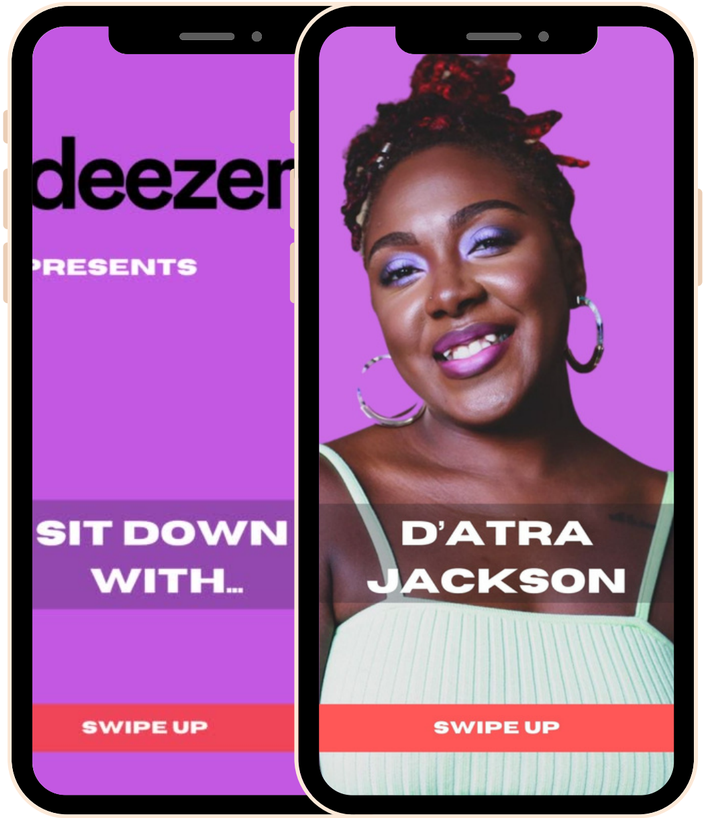
DIGITAL MARKETING

DEEZER SITS DOWN WITH...

Deezer sits down with artists, activists, musicians and many other important people that have changed the world as we know it. Discussions about music and the influence that certain songs hold in their life will be at the center of the interview.

These unique conversations will be available on all social media platform and the playlist with ulterior songs to discover, will be exclusively available on Deezer.

This format will be promoted on Deezer's and the presented person's social media channels.



SOCIAL MEDIA

CHALLENGES

In order to keep the audience engaged and interested into the brand, it will launch different challenges on social media (e.g. Instagram, TikTok) besides the daily engagement throughout the campaign. Other challenges will be developed according to trends arousing during the campaign.

Content format: TikTok SongCatcher Challenge

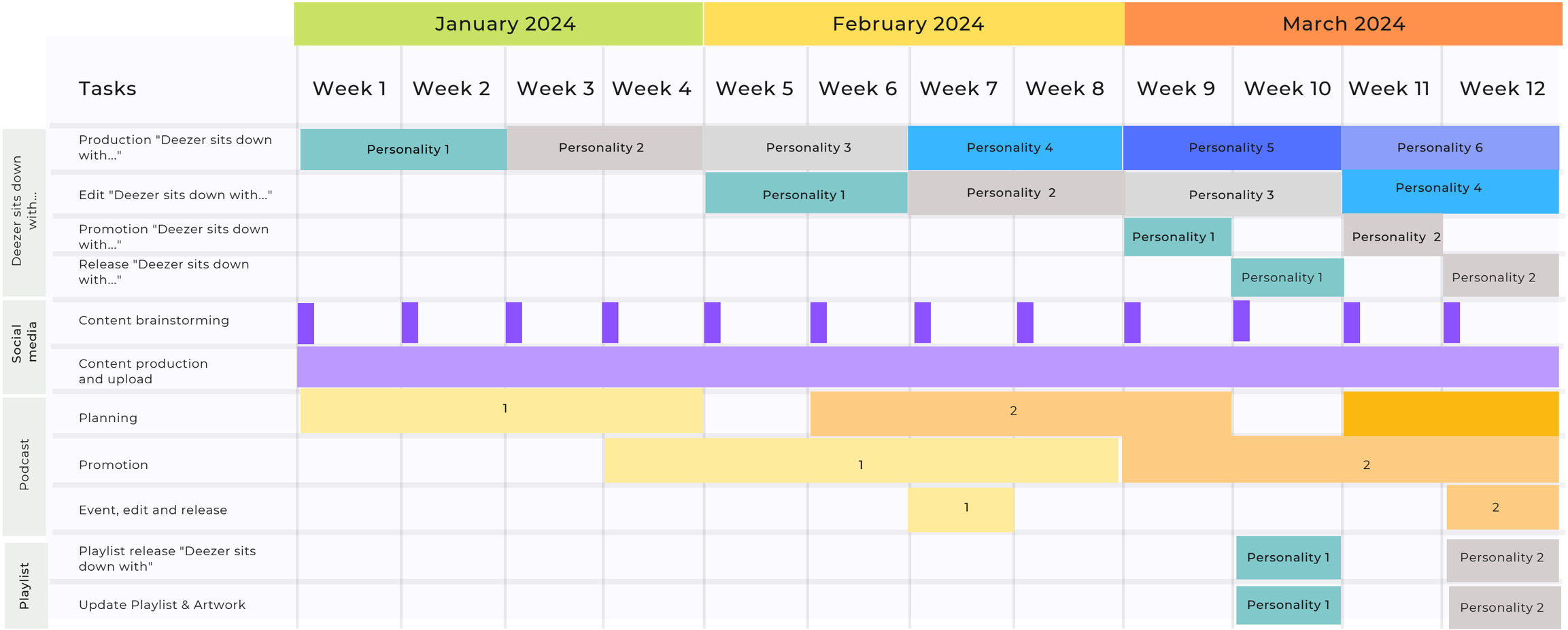
Deezer challenges TikTok users to reveal whether they know or don't know legendary classics! Are they going to succeed or should Deezer's SongCatcher come to their rescue?

Content format: Sing like a star

Is real talent out there? Deezer challenges every week its followers to do a cover of a classic. The best covers will be reposted on all Deezer's social media platforms.

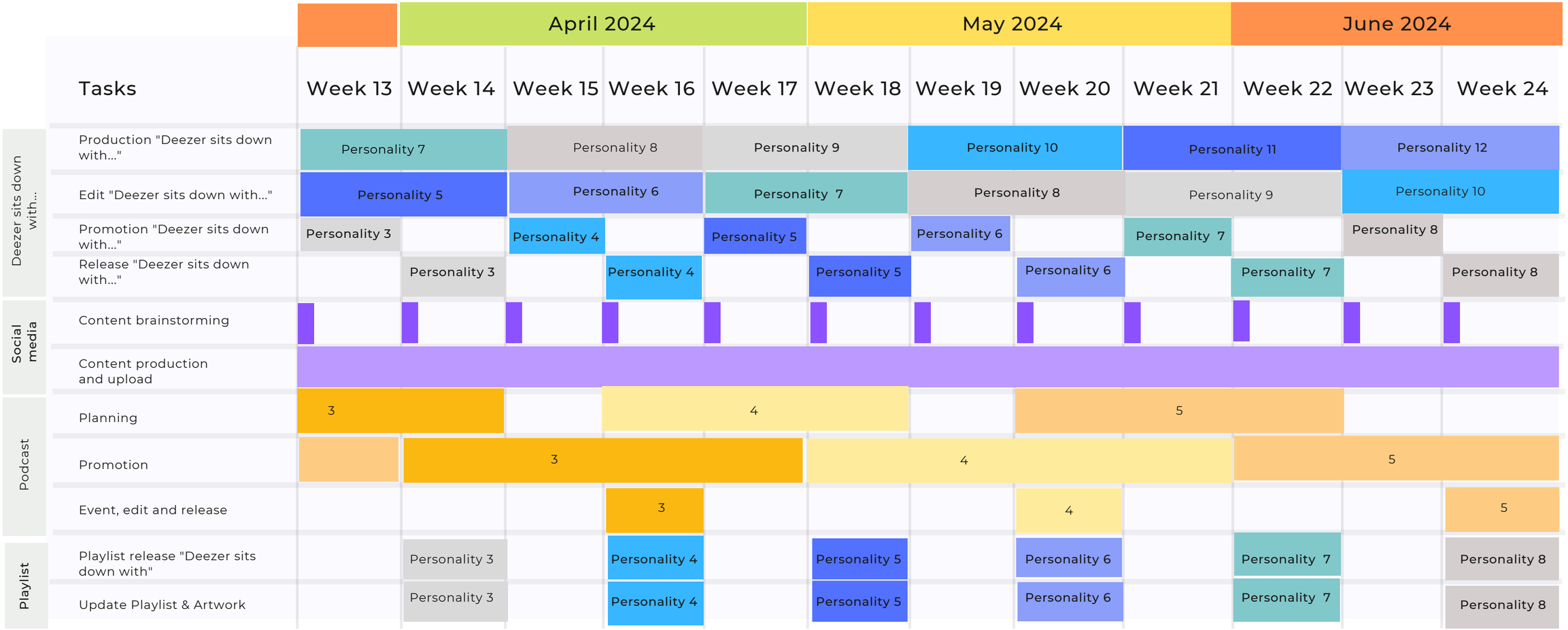
YOUR MUSIC THROUGH TIME

TIMELINE Q1



YOUR MUSIC THROUGH TIME

TIMELINE Q2



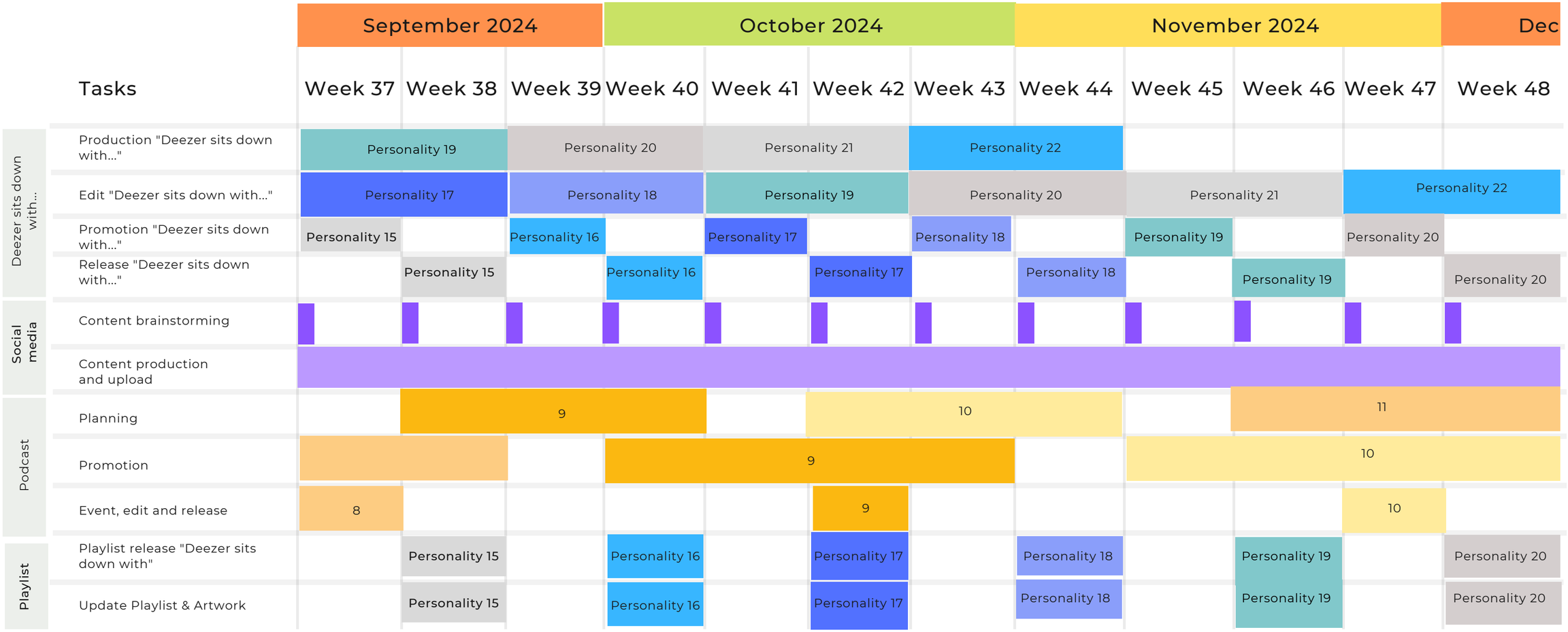
YOUR MUSIC THROUGH TIME

TIMELINE Q3



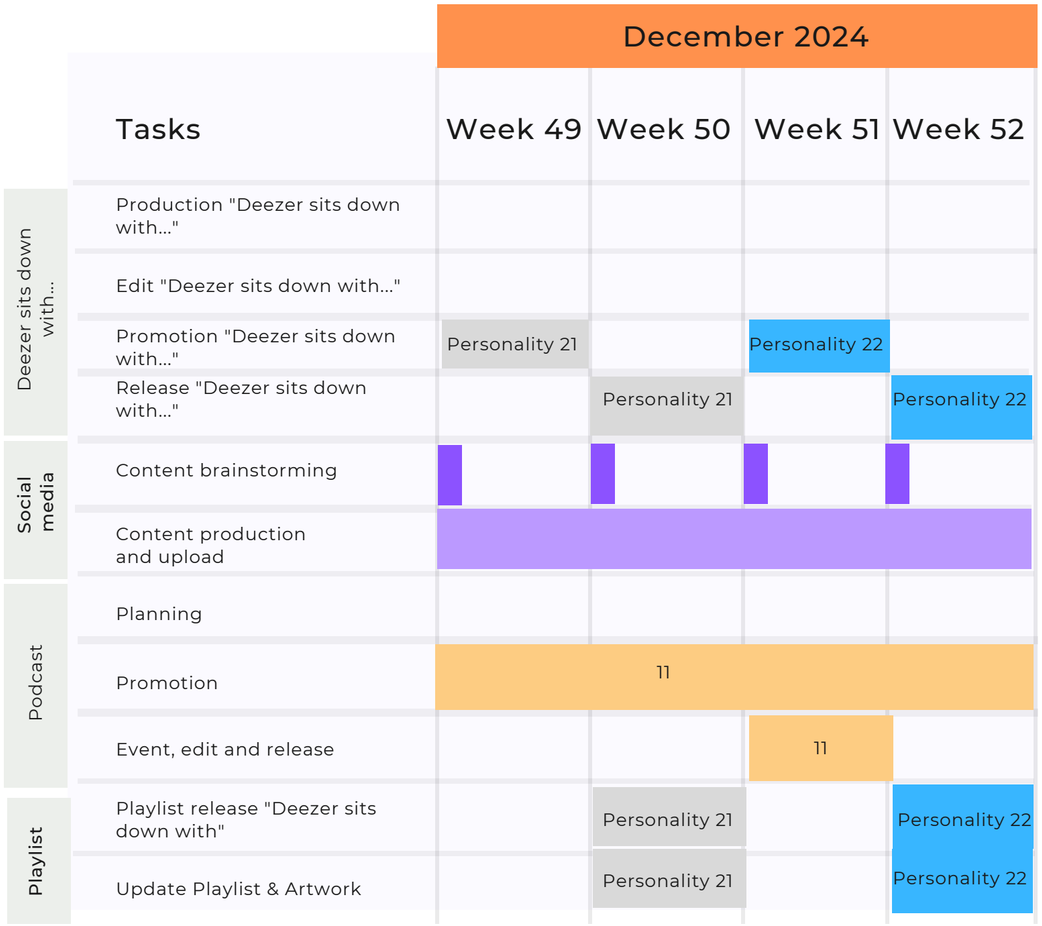
YOUR MUSIC THROUGH TIME

TIMELINE Q4



YOUR MUSIC THROUGH TIME

TIMELINE Q4



BUDGET*

1

YEAR 1: EMERGO

$ 5'000'000

YEAR 2: THE POWER OF YOUR MUSIC

$ 25'000'000

2

3

YEAR 3: YOUR MUSIC THROUGH TIME

$ 30'000'000

*Please refer to the excel document for a detailed budget breakdown.

CAMPAIGN EVALUATION

In order to evaluate the effectiveness of the three-year campaign, various key performance indicators (KPIs) have been determined:

OUT OF HOME: NEW YEAR'S RESOLUTION

In order to measure the billboard effectiveness, Deezer will launch a unique hashtag (i.e. #MyDeezerResolution) that will allow the measurement of social media engagement with the brand as well as provide a better understanding of how much brand activity the outdoor ad has generated.

SOCIAL MEDIA:

Following metrics will facilitate the measurement of awareness on social media:

Audience growth:

This KPI will allow Deezer to understand how many people the brand has gained as a result of the "**You are what you stream**" campaign.

Audience demographics:

With the use of the social media monitoring tool "Meltwater" it will be possible to measure if the content provided on social media is having an impact on the target audience and therefore if the brand is being successful in gaining brand awareness among young people aged between 18 and 30.

Organic impressions:

This metric will enable to determine how many people will be reached by the content provided within the implementation of the campaign.

Engagement:

Following metrics will facilitate the measurement of engagement i.e. how well the brand is connecting with its fans and/or followers:

- the number of "likes" will enable to better understand the effectiveness of the posted content

CAMPAIGN EVALUATION

- the number of “comments” will measure how many people engage in conversation with other readers or with Deezer itself. Furthermore a qualitative measurement will identify these people’s sentiment i.e. the tone of conversations about the brand, product or idea (positive, negative or (neutral)

LIVE EXPERIENCES:

Deezer will measure the success of the various gigs, podcast live events or silent disco events* based on:

- the number of applications for the attendance of every gig or event
- the actual day attendance
- the media coverage
- the engagement rate (likes, comments and shares) on the brand’s as well as artist’s posts
- the number of new subscriptions after attending at least one gig, live podcast or silent disco
- *the number of subscriptions of the free trial

*only for silent disco events

INFLUENCERS:

Deezer will measure the effectiveness of the various influencers by:

- the number of published content
- the number of people that will see the post
- the engagement rate (i.e. likes, comments, shares and follows) on those various posts
- the number of people who will click on the links provided by them to then later end on Deezer's site (i.e. click-through rate (CTR)
- the usage of the different free trial codes provided by the various influencers

YOUTUBE DOCUMENTARY SERIES:

Deezer will measure the success of the series by:

- the number of views, likes, shares on social media
- the sentiment about the content (positive, negative, neutral)
- the increase of monthly listeners, social media following of artists

CAMPAIGN EVALUATION

PODCAST:

Deezer will measure the success of the podcast based on:

- the downloads per episode i.e. measuring and trying to understand how episodes perform. It will be of great importance to analyze and break down the formula of what makes a successful episode for Deezer's audience.
- the number of downloads month over month, i.e. measuring the change in a number of listeners month-by-month to determine how fast the podcast is growing.
- the number of subscribers month over month, as this will help to indicate how fast the user base is growing.

PLAYLISTS:

Deezer will measure the effectiveness of the different playlists by:

- the downloads per playlist
- the number of downloads month over month
- the number month over month
- the measurement of how well the brand is connecting with its fans and/or followers on social media
- the tone of conversations about the format, product or idea (positive, negative or (neutral)

BRAND PARTNERSHIP:

Deezer will measure the effectiveness of the collaboration with the brand Joe & The Juice by:

- the number of deal registration
- the satisfaction of collaborative brand
- the downloads of playlist
- the engagement with the playlist
- the reward redemption
- the media coverage

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