DUMMY MAGAZINE
DMY RECORDINGS
DMY EVENTS
DMY APPAREL

MA INTERNATIONAL MUSIC MARKETING

-

TERM 1. PORTFOLIO

-

MÉLINA DIAGO

SUMMARY

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Company overview
Dummy Mag
DMY Recordings
DMY Events
DMY Apparel

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III. BRANDING ANALYSIS AND NEW STRATEGY

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DUMMY

COMPANY ANALYSIS

COMPANY OVERVIEW

DUMMY is a music discovery brand created in 2009 by Paul Benney, co-founder of the Manchester nightclub BUGGED OUT and of the dance magazine JOCKEYSLUT. It is "*an evolving online and IRL platform discovering, supporting and developing visionary artists across the globe*". It operates across four channels :

- DUMMY mag ≃ 10 new articles a week.
- DMY artists. A roster of 6 artists. Recording and publishing.
- DMY events. Since 2011, 57 events held in London, NYC, LA and Portugal.
- DMY apparel. 3 lines available, of which 2 capsule collections with artists.

they reach more than 500k millennials each month, through their social media, online magazine and mailing list.

DUMMY MAG

A TEAM OF 21 EDITORS

DUMMY

INDUSTRY NEWS



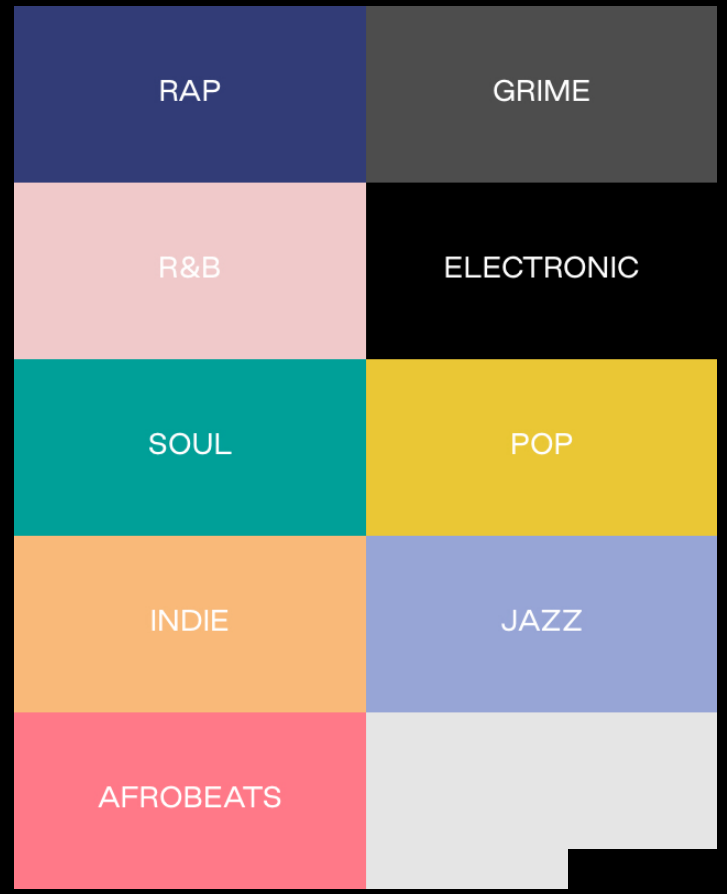


NEW RELEASES





ACROSS 9 GENRES



+ PLAYLISTS, MIXES BY GUEST DJs, FEATURES

DMY ARTISTS

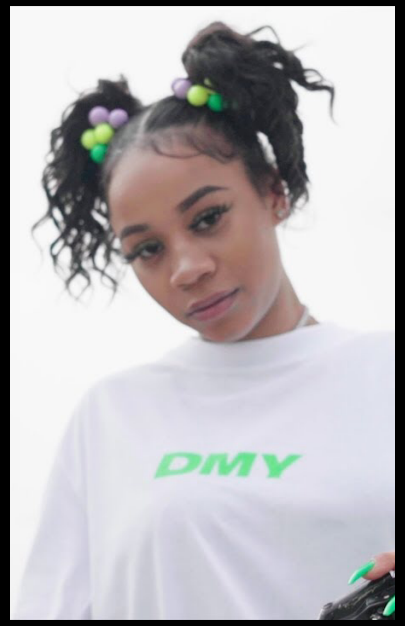
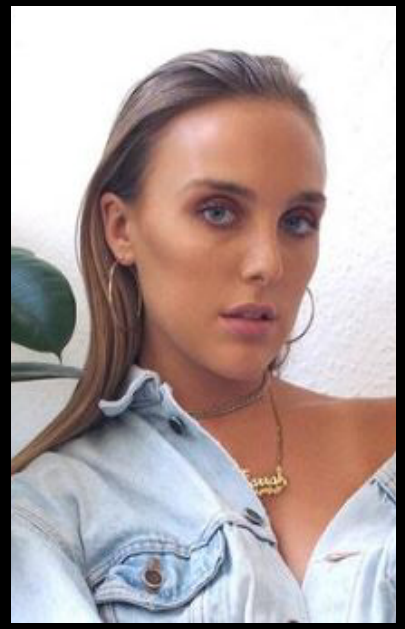
DUMMMY

	YIZZY	THEODOR BLACK	SNOWY
			
Spotify followers	**5k**	**370**	**1.3k**
Spotify listeners / month	**51k**	**777**	**6.4k**
Deezer fans	**31k**	**N/A**	**29**
Youtube views	**1.6m**	**7k**	**N/A**
Playlist reach	**462k**	**3.5k**	**55.6k**

Data : soundcharts.com

DMY ARTISTS

DUMMMY

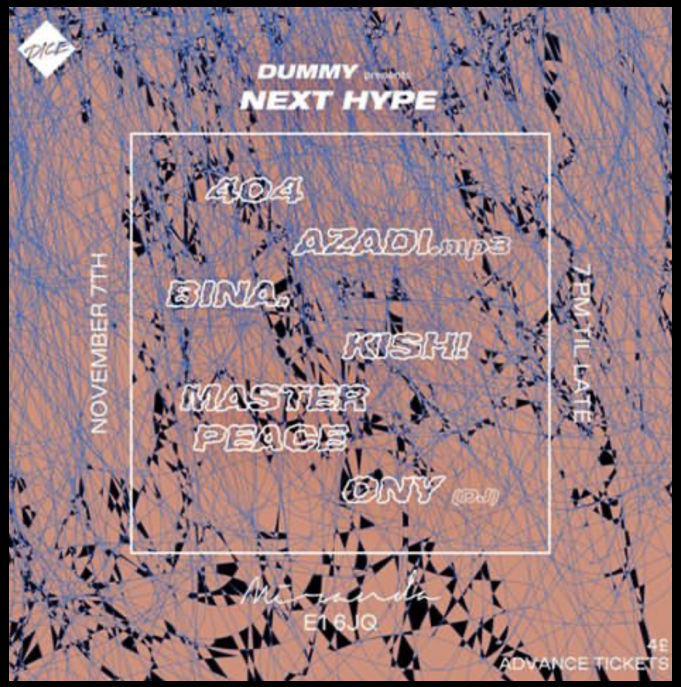
	CORELLA	JOELL	FARRAH
			
Spotify followers	**521**	**258**	**252**
Spotify listeners / month	**3.1k**	**28.5k**	**7.3k**
Deezer fans	**127**	**N/A**	**N/A**
Youtube views	**77.1k**	**8.1k**	**N/A**
Playlist reach	**40.5k**	**89.8k**	**54.3k**

Data : soundcharts.com

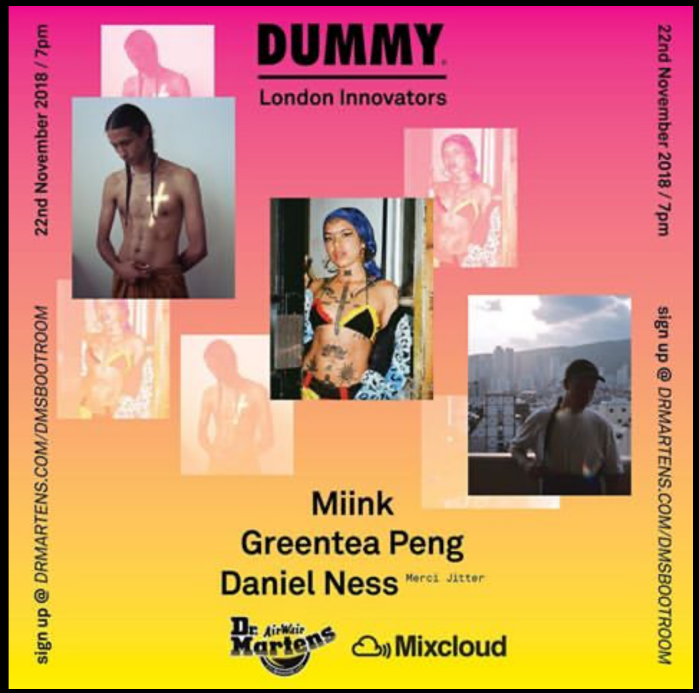
DMY EVENTS

DUMMY

57 events held in London, NYC, Austin and LA since 2011.







DMY APPAREL

CAPSULE COLLECTIONS

DMY X MORGAN HISLOP 'BEYOND OUR WILDEST DREAMS'



DMY x Morgan Hislop 'BEYOND OUR WILDEST DREAMS' Black Hoodie
Sold out



DMY x Morgan Hislop 'THE PORTAL OPENS' White Long Sleeve T-Shirt
Sold out



DMY x Morgan Hislop 'PUT YOU IN A TRANCE' Embroidered Black Cap
Sold out



DMY x Morgan Hislop 'BEYOND OUR WILDEST DREAMS' Black Oversize Tote Bag
£15.00

DUMMY + BBUC DDANCE 2



DUMMY + BBUC DDANCE SWEATSHIRT
~~£70.00~~ £35.00 Sale



DUMMY + BBUC DDANCE T-SHIRT
~~£35.00~~ £17.50 Sale

DMY BRAND

FEATURED COLLECTION



DMY Neon Green Embroidered Logo Cap
~~£25.00~~ £12.50 Sale



DMY Neon Green Screen Printed Logo T-Shirt
~~£35.00~~ £17.50 Sale



DMY Logo Safety Yellow Stripe Long Sleeve T-Shirt
~~£40.00~~ £20.00 Sale



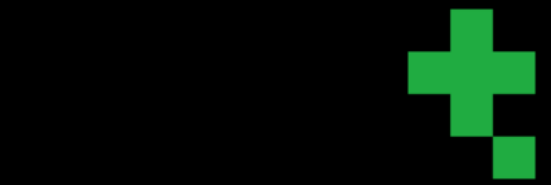
DMY Neon Yellow Embroidered Logo Across Body Bag
Sold out



DMY Neon Green Embroidered Logo Black Hoodie
Sold out

DUMMY

AT THE HEART OF DUMMY



DUMMY

CORE VALUES

Passion

full focus on music, fully dedicated to highlight new talents

Consistency & Commitment

ten articles a week, daily posts on social media, playlists updated weekly

Diversity

different channels, different types of music

International

Artists from all around the world, events held in the UK and USA.

Uniqueness

Rare and authentic approach

DUMMY

REVENUE STREAMS

Advertising

Data selling

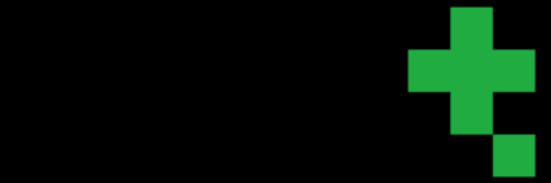
Recording

Publishing

Merchandise

Events

Promotion



DUMMY

CLIENT BASE

M-XCLOUD

BOILER ROOM

moog

BOSE

SONOS

Dr Martens AirWair

O2

EA

pepsi

LYNX

Levi's

Ace Hotel London Shoreditch

adidas

Red Bull

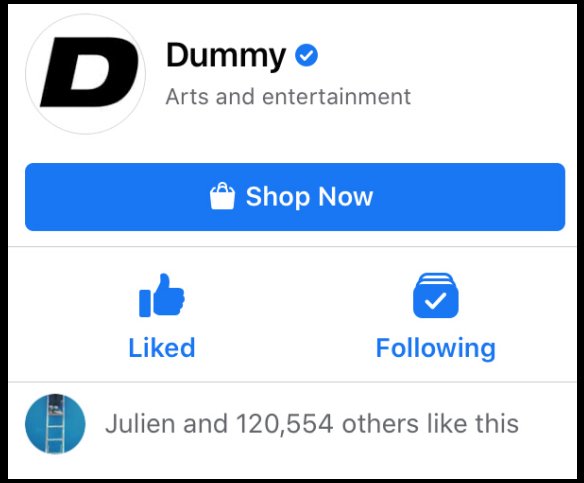
+ KITSUNE, CONVERSE, MARC JACOBS...

SOCIAL MEDIA ANALYSIS

DUMMY













DUMMY

PARTNERS

Dr Martens AirWair

M−XCLOUD

Ace Hotel
London
Shoreditch

STRAWBERRIES & CREEM

DUMMY

BRANDING ANALYSIS AND NEW STRATEGY

EXISTING BRANDING

DUMMY

DUMMY

This is the official logo for the DUMMY brand and DUMMY mag. It is monochromic, bold, very clean and simple.

D

This one is used on the social media pages of Dummy Mag. It has the same typo and characteristics as the first one.

DMY

The “DMY” logo is used for the DMY recordings and DMY apparel activities. The user/reader can easily understand that there’s a connection between these three logos.

EXISTING BRANDING

DUMMY

DUMMY's branding is consistent across their activities.

The typography used is called Good Sans.
The use of italic conveys the idea of dynamism, of a media ahead of its time. It is indeed part of DUMMY's DNA as they discover new talent before (almost) everyone else.

The choice of the bold capital letters makes sense as most journals, magazines and online blogs use them to impact their readers.

But it looks similar to other brands that are totally unrelated to music. Take a look at the tyres brand DUNLOP, and the label printer brand DYMO.

DUNLOP

DYMO®

DAILY EXPRESS

SLATE

MEDIAPART

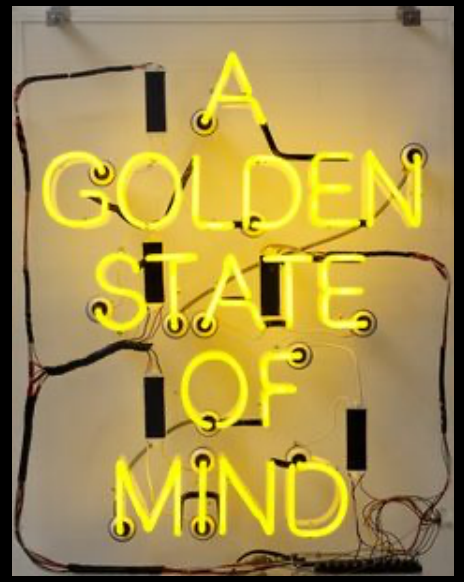
EL PAÍS

TRAX

And also… it's too simple.
The reader needs to see colours to remember the brand's identity.

NEW BRANDING

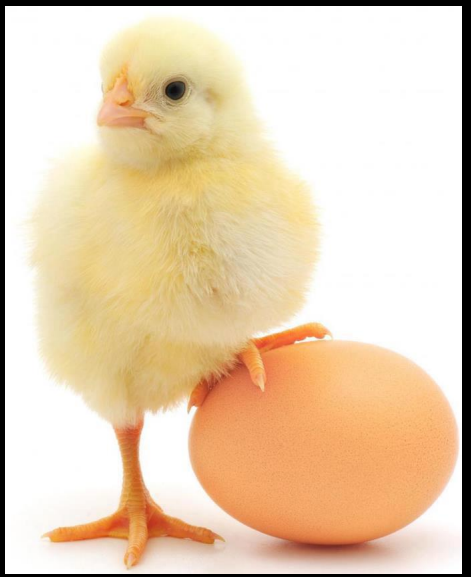
MOODBOARD





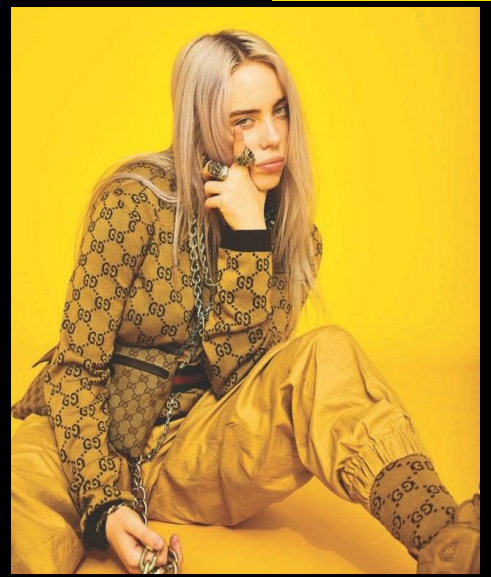












NEW BRANDING On a black background

DUMMY

DUMMY

This is the branding I have chosen to represent the brand and DUMMY mag. I have kept the same codes except for the colour, and the typo, and added an effect to give it some depth and relief.

DUMMY RECORDINGS

This logo can be used for DUMMY's recording activity.

D

The capital D can be used as a profile picture for each of DUMMY's social media pages.

NEW BRANDING

DUMMY

PRESENTS

This logo can be used for any events being organised by DUMMY, on posters and online.

DUMMY

APPAREL

This logo can be used for DUMMY’s recording activity.

NEW BRANDING On a white background

DUMMY DUMMY

RECORDINGS

D

NEW BRANDING

DUMMY PRESENTS

DUMMY APPAREL

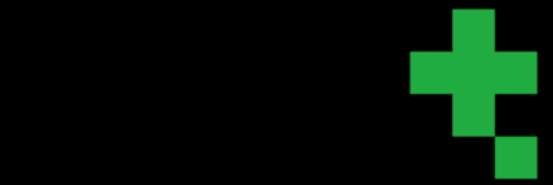


NEW BRANDING

DUMMY

COMPANY DESCRIPTOR

DUMMY is a 360° music discovery platform that unearth the best hidden gems from all around the world. Initially an online media, it has expanded considerably over the years to become the brand it is today : a music media as well as a recording, publishing, clothing and live events company.

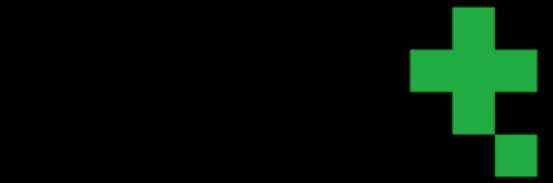


STRATEGY

DUMMY

WHAT NEEDS TO BE DONE?

- Increase DUMMY brand awareness.
- Increase DUMMY’s worldwide community.
- Make DUMMY’s branding more cohesive across all the activities
- Create a more obvious synergy around the DUMMY brand (synergistic marketing)
- Give DUMMY more chances to be seen as the leading music discovery platform.



STRATEGY

DUMMY

HOW?

- Rebrand DUMMY.

- Create a website for each activity except the live one that will remain attached to the mag. Each website will have the link to the other ones at their top. Add a traffic tracker module to each website to measure efficiency and audience.

- Highlight their existing roaster by doing more events, showcases in Two Tribes to give back to the community.

- Launch **Open Mic sessions by DUMMY** three times a year to discover new talents that would have been preselected with individual submissions. For each event, only one artist is chosen by a jury of tastemakers and the fourth and last event of the season will see all winners of the previous sessions compete to win an EP contract with DUMMY recordings.

- Assign some markets to editors already working for DUMMY, and recruit volunteers from different parts of the world (Europe, Africa, Asia, USA) in order to promote the rising artists from their own countries. In the long run, DUMMY can consider organising events in these countries or in London.

- Build partnerships with specific events organisers and brands.

WEB, SOCIAL SPACE CONCEPTS

DUMMY

Ideas for new articles:

NEW FRENCH TOUCH

- Mezerg
- Miel de Montagne
- Obsimo

NORDIC GEMS

- Otha
- Sassy 009
- Smerz
- Tortusa

Ideas for social media post:

- Contest to win tickets for a gig organized by DUMMY and/or sponspored by DUMMY
- Sponsored post / Contest to win a hoodie with new branding

This will require signing up to the newsletter

- Sponsored post about the Open Mic sessions by DUMMY to find contestants targeted in the UK

BUDGET

DUMMY

STRATEGIC CONSULTANCY
- Brand audit / discovery : £4000
- Brand strategy : £3000
- Brand identity: £5000
- brand guidelines : £4000
- Website design : £4000
- SEO monitoring : in-house

= £20 000

EVENTS STRATEGY
- 3 Open Mic Sessions + finale (tastemakers invite) : £5000
- EP production/recording/publishing (4 songs) : £2000

= £7 000

MERCHANDISE
- 1 item x 6 artists x 15 pieces = 90 items. 1 piece = £10

90 x £10 = £900

SOCIAL MEDIA SPONSORED POSTS
= £700

= £28 600

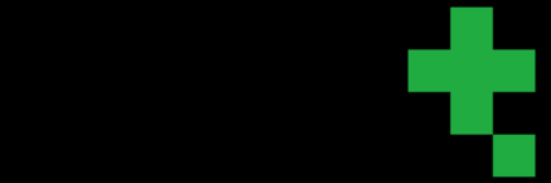
https://www.canny-creative.com/how-much-does-branding-cost/



DUMMY

PROJECT MANAGEMENT TIMELINE

July 2020: - strategic consultancy
September: - launch of websites with branding.
- sponsored posts on Instagram to win hoodie with new branding
- sponsored post to find contestants for open mic sessions by DUMMY
October :- monitoring new strategy and implement other changes if necessary
- first open Mic Sessions by DUMMY
- First series of articles featuring artists from specific geographic areas
- sponsored post promoting DUMMY`s roster showcase with contest to win tickets
November: - second series of articles
- DUMMY roster showcase
December: - third series of articles
- monitoring new strategy and evaluate results of new initiatives
January 2021: - second open mic sessions by DUMMY
- fourth series of articles



DUMMY

HEAD OF TERMS AGREEMENT

https://docs.google.com/document/d/1dm2V3brnCI8WhkTqbZs4mh8UW-E29BjJjTvh2lMCrQQ/edit?usp=sharing

SOURCES

Http://Dummymag.com
https://www.facebook.com/DummyMag/
http://soundcharts.com